

January 10, 2012

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 111041 relates to the change in zoning from Industrial Heavy (IH) to Industrial Mixed (IM), for redevelopment of the building, on lands located on the north side of West Pierce Street, east of South 16th Street, in the 12th Aldermanic District.

This zoning change was requested by Sherman Associates, and will allow for renovation and redevelopment of the Milwaukee Paper Box Company into 70-75 one, two, and three bedroom affordable residential family housing units at 1560-68 West Pierce Street. A mix of units will be set aside as market rate apartments.

The site is located within the Near South Side Comprehensive Area Plan boundaries and is recognized as a gateway to Clark Square. Specifically, this site is in the Bruce/Pierce/National sub-area of the Cesar Chavez Drive District. The plan recommends that the district is transformed into a mixed business area with residential, commercial, open space, and employment uses such as light manufacturing, wholesaling, and some motor vehicle related businesses. Specifically, the plan calls for the exploration of unique opportunities to convert former vacant or underutilized warehouses to residential and commercial business uses. This proposal is consistent with the Near South Side Comprehensive Area Plan recommendations.

On January 9, 2012, a public hearing was held and at that time people spoke both for and against the proposal. Surrounding industrial business owners were concerned that existing truck traffic to the businesses, and noises and odors that some businesses may expel during their operations may not be conducive to the residents. They were also concerned that the existing heavy industrial uses would be pushed out if residential moved into the corridor. An area resident supported the change, stating that additional affordable housing would be good for the neighborhood, and this building would be ideal for adaptive reuse. Since the proposed change is consistent with the Near South Side plan, the City Plan Commission at its regular meeting on January 9, 2012 recommended approval of the subject file, conditioned on the Department of Public works conducting a traffic analysis to ensure that truck traffic would not be impeded by the proposed development, and the developer meeting with neighbors to discuss their concerns.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Jim Witkowiak