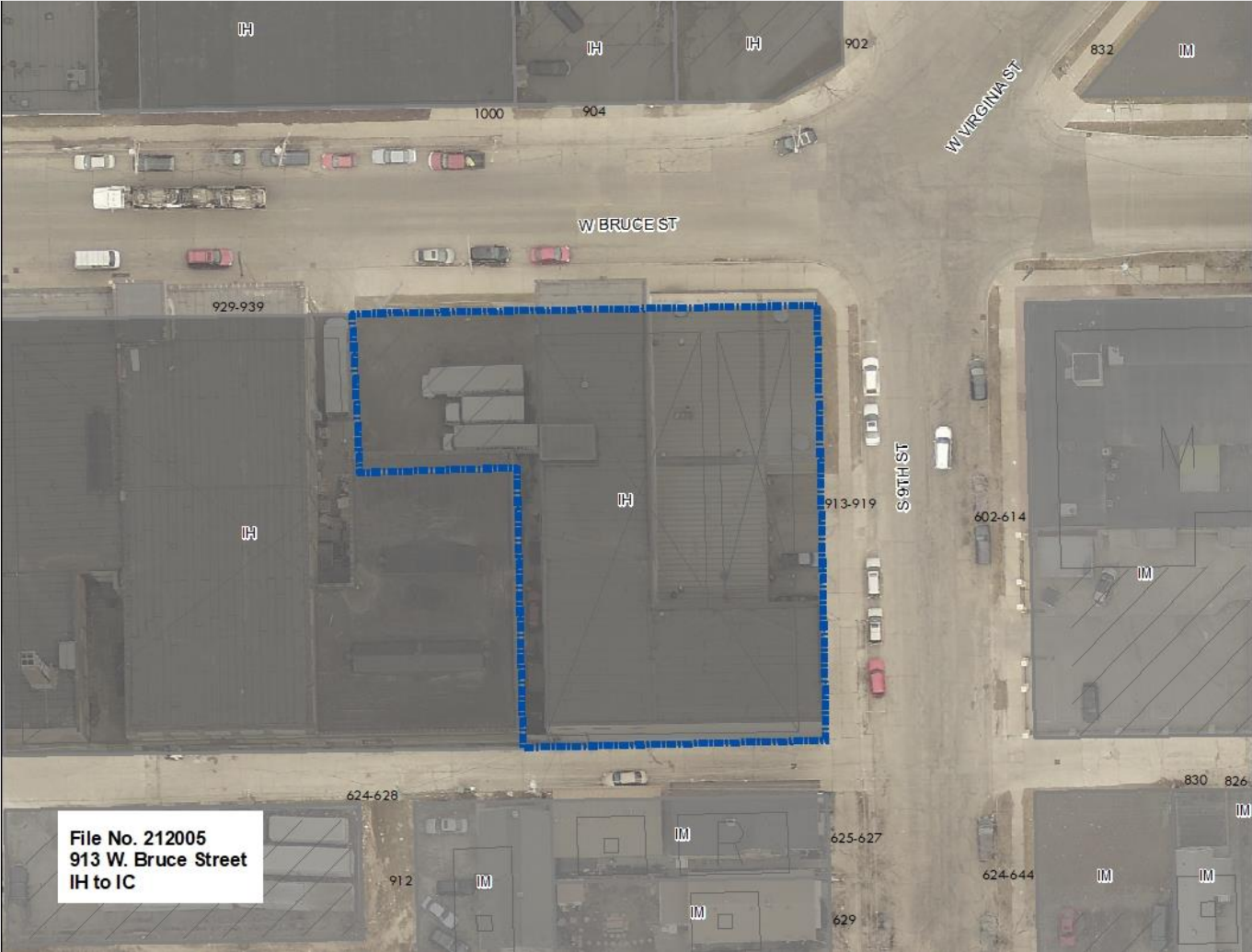
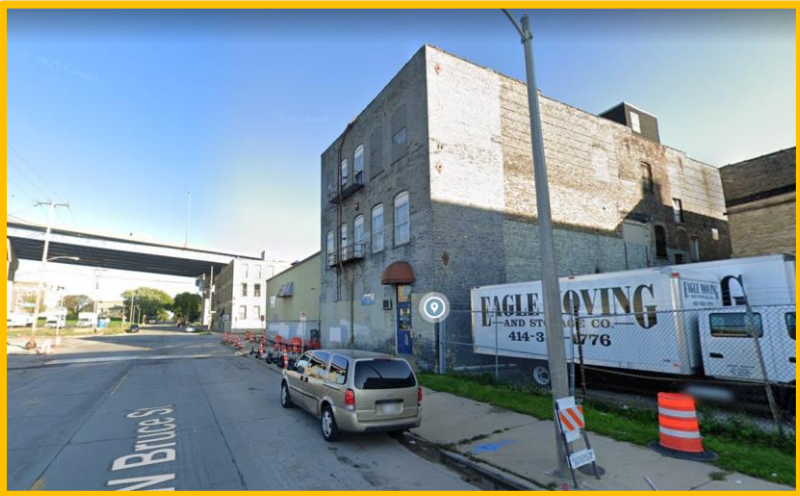


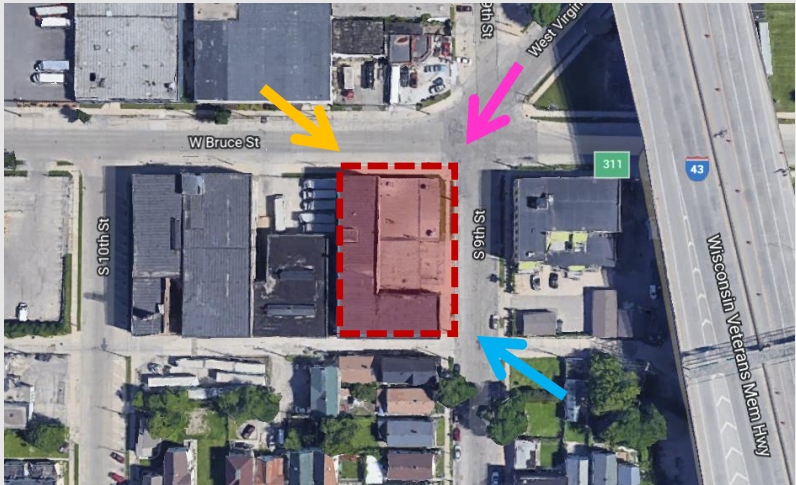
File No. 212005. A substitute ordinance relating to the change in zoning from Industrial Heavy, IH, to Industrial Commercial, IC, to allow for a wider mix of industrial and commercial uses on the property located at 913 West Bruce Street, on the southwest corner of West Bruce Street and South 9th Street, in the 12th Aldermanic District.



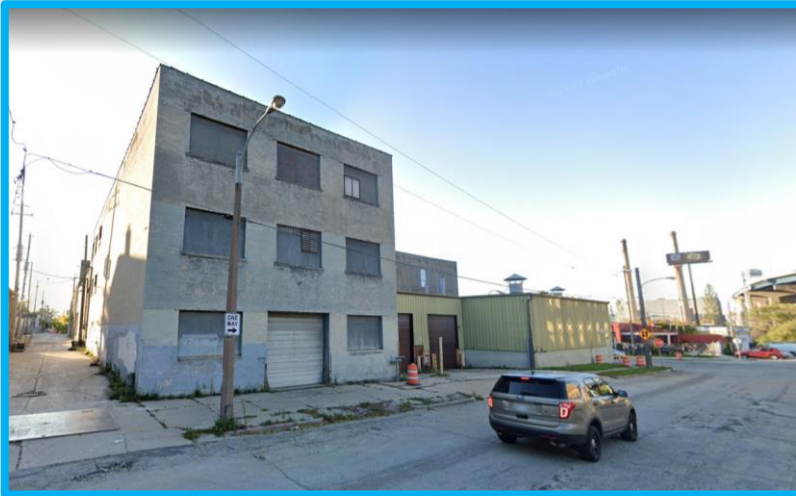
File No. 212005. Site context.



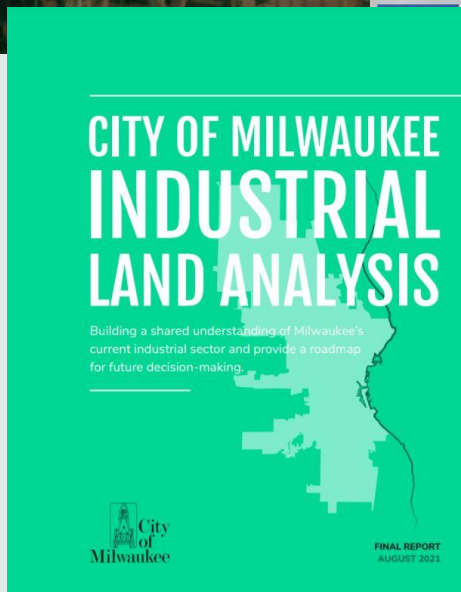
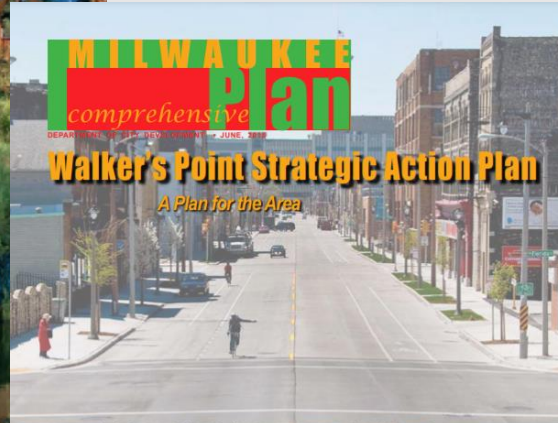
View from W Bruce St looking southeast



View from W Bruce St looking southwest



View from S 9th St. looking northwest

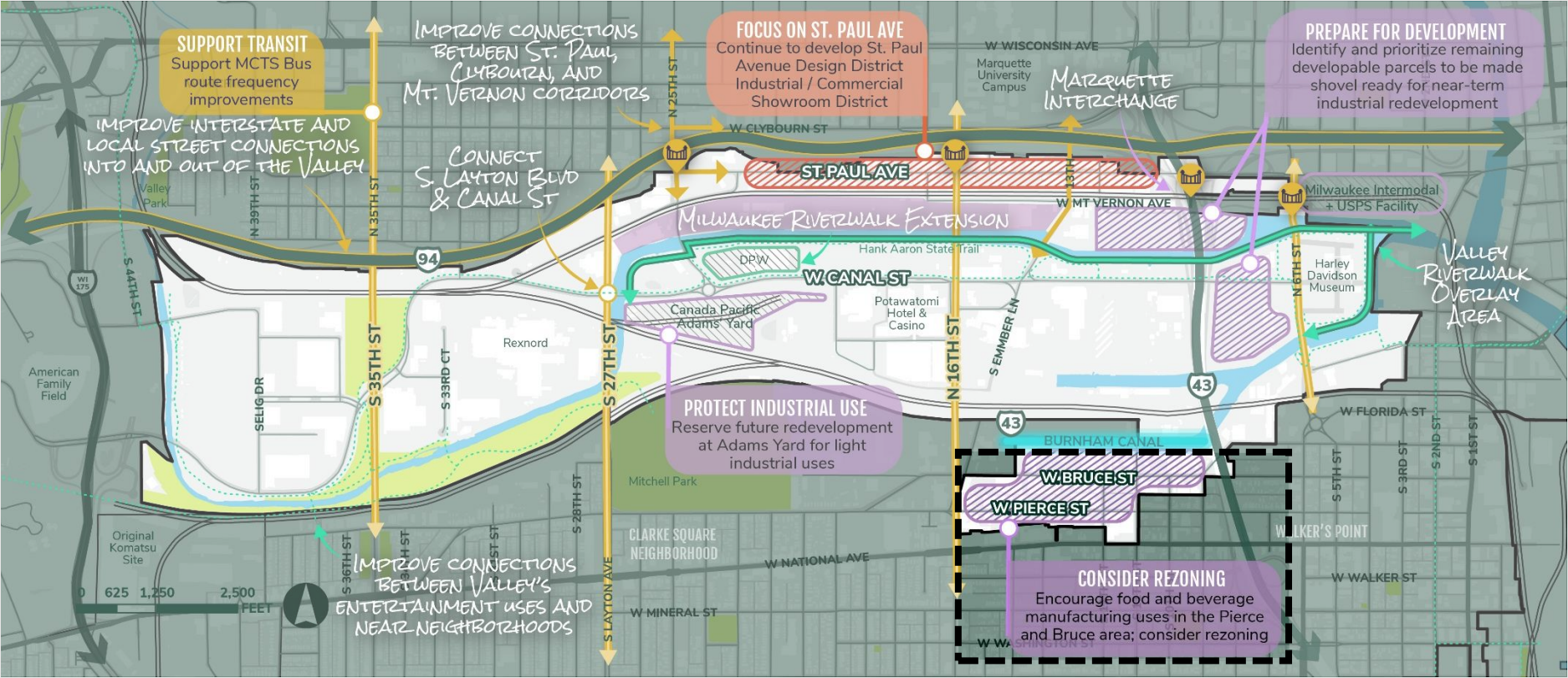


Menomonee Valley 2.0 Plan:
Adopted June 2015

Walker's Point Strategic Action Plan: Adopted December 2015

Industrial Land Analysis: Adopted August 2021

- Supports retaining industrial uses and discouraging non-compatible uses, such as residential
- Encourages food and beverage manufacturing uses
- The zoning change is consistent with the relevant plans



913 W Bruce Street

City Plan Commission Presentation – June 6, 2022



Birch Point
REAL ESTATE

Zoning Change Request Context

From Industrial-Heavy to Industrial-Commercial

- Strong demand but limited supply of “maker” space or flexible office, which are typically small or start-up businesses with relatively smaller space needs (<6,000 SF)
 - 913 W Bruce has capacity for “maker” and flexible office, but needs an Industrial-Commercial zoning district
 - Change will result in local area to creating and/or preserving jobs
- Industrial-Commercial also aligns with City of Milwaukee’s desired land use, per the following documents:
 - Milwaukee’s Comprehensive Plan
 - Industrial Land Use Plan
 - Walker’s Square Action Plan
- Industrial-Commercial focuses on jobs and does NOT allow for residential, large gathering uses, retail, or personal services – uses which were of previous concern to neighbors and CPC

Anchor Tenant - ZYN

Milwaukee-based consumer package goods company, certified B Corporation



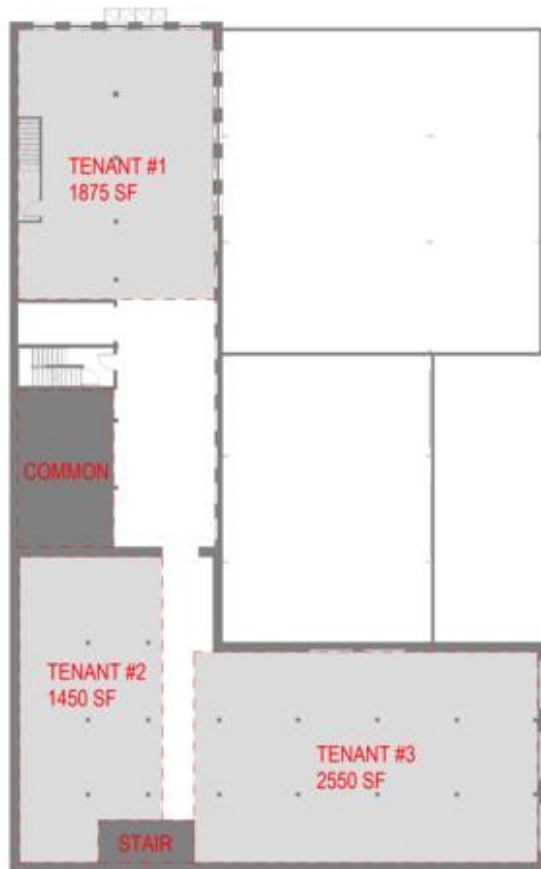
- Consolidating office and warehouse space into 913 W Bruce - bringing new life to an obsolete manufacturing facility, which sat vacant 2+ years prior
- Occupying entire 1st floor – building out new headquarters office while utilizing existing warehouse space
- ZYN hopes to continue its growth trajectory at this location while adding to the local economy and community
- Hoping co-location with local makers, food brands or start-ups would be mutually beneficial



Preliminary Configurations

For 2nd and 3rd Floors

Option #1



Option #2

