



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Lafayette L. Crump**  
Commissioner

**Vanessa L. Koster**  
Deputy Commissioner

November 7, 2023

To the Honorable Members of the  
Zoning, Neighborhoods, and Development Committee  
City of Milwaukee  
City Hall, Room 301-B

Dear Committee Members:

File No. 230959 approves the Bruce and Pierce Sub-District Plan and amends the Menomonee Valley 2.0 Area Plan as part of Milwaukee's Overall Comprehensive Plan, in the 12<sup>th</sup> Aldermanic District.

On June 2, 2015, the Common Council approved File No. 150029 that adopted the Menomonee Valley Area Comprehensive Plan Update as an element of the City of Milwaukee Comprehensive Plan. On September 27, 2021, the Common Council approved File No. 210587 that adopted the Industrial Land Analysis as an element of the City of Milwaukee Comprehensive Plan. The Industrial Land Analysis was undertaken in coordination with the seven industrial business improvement districts within the City, including the Menomonee Valley Partners. The Industrial Land Analysis recommends additional analysis for the Pierce and Bruce area of the Menomonee Valley to identify future development opportunities, evaluate zoning adjustments, and capitalize on upcoming infrastructure improvements. On July 12, 2022, the Common Council adopted File No. 220308, directing the Department of City Development to develop a Sub-District Plan for the Bruce and Pierce District to amend the MVP 2.0, part of the City of Milwaukee's Overall Comprehensive Plan.

The Bruce and Pierce Street Sub-District Plan provides recommendations related to zoning, infrastructure improvements, and connectivity to guide decision-making by City departments, the Common Council, and community partners such as Menomonee Valley Partners. The planning process has involved extensive community engagement and public participation.

This item was considered by City Planning Commission at its regular meeting on November 6, 2023. At that time, DCD Planning Staff and Corey Zetts, Executive Director for Menomonee Valley Partners provided a presentation on the plan. City Plan Commission recommended approval of the subject file.

Sincerely,

 for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

c: Ald. Perez

