



**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

August 27, 2021

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

Dear Committee Members:

File No. 210587 relates to the substitute resolution approving the City of Milwaukee Industrial Land Analysis (ILA) and amending the Citywide Policy Plan as part of Milwaukee's Overall Comprehensive Plan.

The City Plan Commission considered this file at its August 23, 2021 meeting. DCD staff presented the research and results of the ILA, which will serve as a guiding document directing City departments and agencies in matters related to industrial land use and development. In 2014, Common Council adopted the Growing Prosperity plan as the 10 Year Action Agenda for economic development in the City of Milwaukee. Growing Prosperity set forth ambitious goals for Milwaukee to return 500 acres of vacant and underutilized land to productive use for industrial redevelopment and to consistently maintain an inventory of 100 available acres of developable land for manufacturers.

Growing Prosperity also recommended updating the City of Milwaukee's analysis of industrial-zoned land to ensure that zoning regulations and industrial land policies and strategies align with current trends and market forces impacting industrial development, particularly within key regional asset industry clusters. DCD worked collaboratively with the seven Business Improvement Districts in Milwaukee that represent industrial areas, as well as other organizations involved in local economic development during the preparation of the ILA, the City's first since 2004. The plan proposes various strategies for strengthening the City's existing industries and industrial districts.

Since the Industrial Land Analysis will advance the City's economic development goals and serve as updated guidance to City departments and the Common Council in consideration of matters related to industrial land use and development, the City Plan Commission at its regular meeting on August 23, 2021 recommended approval of the subject file.

Sincerely,

for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

