



**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

**Ald. Perez**  
**12<sup>th</sup> Ald. District**

**CITY PLAN COMMISSION**  
**ZONING REPORT**

**Ordinance File No.**      [212005](#)

**Location:**                      913 W Bruce Street

**Applicant/  
Owner:**                          SUR Natural Health Brands, LLC

**Current  
Zoning:**                          Industrial Heavy (IH)

**Proposed  
Zoning:**                          Industrial Commercial (IC)

**Proposal:**                      This file relates 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.

This zoning change was requested by SUR Natural Health Brands, LLC. The owners plan to renovate the previously vacant industrial building to attract additional industrial and commercial businesses to the area, and a zoning change is necessary to accommodate this mix of uses.

**Menomonee Valley  
Partners Outreach:**      This site is within the Menomonee Valley Business Improvement District (BID #26). As a part of this rezoning process, the Menomonee Valley Partners reached out to local businesses and property owners to gauge support. Neighbors were in support of the zoning change and expressed excitement for the renovation of the property and its potential to attract new business to the area. There was no opposition expressed as a part of this outreach effort.

**Adjacent Land Use:**      The subject site is located on the southwest corner of W Bruce St. and S 9<sup>th</sup> St., just west of the I-43/I-94 overpass. Properties to the north and west of the subject site are designated as Industrial Heavy (IH) zoning districts. Adjacent properties to the south and east are within the Industrial Mixed (IM) zoning district.

**Consistency with**

**Area Plan:**

The request to rezone 913 W. Bruce Street from Industrial Heavy to Industrial Commercial to facilitate a food and beverage-oriented development with both industrial and commercial uses is consistent with the relevant comprehensive plans. There are three relevant elements of the City’s Comprehensive Plans that contain recommendations applicable to this area: the Menomonee Valley Plan 2.0 (adopted in June 2015), Walker Square Strategic Action Plan (adopted in December 2015), and the Industrial Land Analysis (adopted in August 2021). These plans are all consistent in recommending that the Pierce and Bruce Street area should remain industrial and discourage residential uses that would detract from this employment-focused area. A rezoning to Industrial Commercial supports the goal of retaining industrial uses and discouraging non-compatible uses, such as residential.

The Menomonee Valley Plan 2.0 states that the Pierce and Bruce Industrial District is an identifiable urban manufacturing district serving as an employment anchor for Milwaukee’s near south side Menomonee Valley. The updated Menomonee Valley plan also calls for the City to preserve Pierce and Bruce Streets as an industrial district and avoid land use conflicts that would hinder the continued operation of industrial businesses in this area directly north of the Walker Square neighborhood.

**Industrial Land Analysis:**

The Industrial Land Analysis reiterates the recommendations found in the Menomonee Valley Plan 2.0 and more specifically recommends encouraging food and beverage manufacturing uses in the Pierce and Bruce area. It also discourages residential development and recommends creating new trails and greenspace coordinated with the future Burnham wetland project in this area. The plan recommends evaluating the zoning in the area, including considering rezoning properties to allow for a wider mix of uses beyond those allowed under the current IH zoning, while still maintaining the industrial character of the area.

**Previous City Plan Action:**

None.

**Previous Common Council Action:**

None.

**Recommendation:**

Since the proposed zoning change will allow a wider mix of industrial and commercial uses within the existing building that are consistent with the Menomonee Valley 2.0 Plan and the Industrial Land Analysis, staff suggests that the City Plan Commission recommends approval of the subject file.