

C. NO. 39
FILE NUMBER 230959
OFFICIAL NOTICE

Published by Authority of the
Common Council of the City of
Milwaukee Office of the City Clerk
Notice is hereby given that an
ordinance that was introduced at
the October 31, 2023 meeting of
the Milwaukee Common Council,
the essence of which is as follows:

An ordinance approving the
Bruce and Pierce Sub-District Plan
and amending the Menomonee
Valley 2.0 Area Plan as part of
Milwaukee's Overall Comprehensive
Plan, in the 12th Aldermanic
District.

Whereas, On June 2, 2015, the
Common Council of the City of
Milwaukee ("Common Council")
approved File No. 150029 that
adopted the Menomonee Valley
Area Comprehensive Plan Update
("MVP 2.0") as an element of the
City of Milwaukee Comprehensive
Plan; and

Whereas, 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; and

Whereas, Section 68.1001, Wis-
consin Statutes, requires that all
cities adopt a comprehensive plan
and specifies that comprehensive
plans shall be updated no less than
once every 10 years; and

Whereas, The Industrial Land
Analysis was undertaken in coor-
dination with the seven indus-
trial business improvement dis-
tricts within the City, including
the Menomonee Valley Partners
("MVP"); and

Whereas, The Industrial Land
Analysis recommends additional
analysis for the Pierce and Bruce
area of the Menomonee Valley to
identify future development oppor-
tunities, evaluate zoning adjust-
ments, and capitalize on upcoming
infrastructure improvements; and

Whereas, On July 12, 2022, the
Common Council adopted Com-
mon Council File No. 220308,
directing the Department of City
Development ("DCD") 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, in the
12th Aldermanic District; and

Whereas, The City's procedures
for comprehensive planning call for
the creation of plan updates, based
on emerging land use issues and
opportunities, neighborhood input
and other factors; and

Whereas, The Bruce and Pierce
Street Sub-District Plan updates
the portion of the MVP 2.0 specific
to the portion of the Plan pertain-
ing to the Bruce and Pierce Street
Industrial District in the Catalytic
Projects chapter; and

Whereas, The Bruce and Pierce
Sub-District Plan planning area is
entirely within the twelfth alder-
manic district and is generally
bound by the Burnham Canal to the
north, 16th Street to the west,
the south side of Pierce Street to
the south, and 9th Street to the
east; and

Whereas, The Bruce and Pierce
Street Sub-District Plan provides
recommendations related to zon-
ing, infrastructure improvements,
and connectivity to guide deci-
sion-making by City departments,
the Common Council, and commu-
nity partners such MVP; and

Whereas, Public participation in
the planning process is critical to
ensure that the Bruce and Pierce
Street Sub-District Plan reflects the
goals of the local community and
considers issues identified by key
stakeholder groups; and

Whereas, Pursuant to the update
and amendment procedure for
comprehensive planning adopted
by Common Council File No.
161076, the planning process has
involved extensive community
engagement and public participa-
tion; now, therefore, be it

Resolved, That the Common
Council of the City of Milwaukee
approves the Bruce and Pierce
Street Sub-District Plan, as recom-
mended by the City Plan Commis-
sion, and amends the MVP 2.0 as
part of Milwaukee's Overall Com-
prehensive Plan; and, be it.

Further Resolved, That the
amended MVP 2.0, as approved,
shall include a text reference to
consult the Bruce and Pierce
Sub-District Plan as a supple-
ment to provide further guidance

and serve as the basis for deci-
sion-making by the Common Coun-
cil in its consideration of matters
related to land use and develop-
ment; and, be it.

Further Resolved, That DCD,
the Department of Neighborhood
Services, the Department of Pub-
lic Works and other appropriate
City departments and agencies
are directed to work toward imple-
mentation of the Bruce and Pierce
Sub-District Plan and, be it.

Further Resolved, That the Com-
missioner of DCD is authorized
to send copies of the Bruce and
Pierce Sub-District Plan to the
parties identified as having respon-
sibility for implementation of said
Bruce and Pierce Sub-District Plan
for their reference and use.

Notice is hereby further given
that the foregoing matter will be
given a public hearing by the Com-
mittee on Zoning, Neighborhoods
and Development in Room 301-B,
City Hall, 200 East Wells Street,
Milwaukee, Wisconsin, on Tues-
day, December 5, 2023, at 9:00
A.M., pursuant to the provision of
Sub-Section (7)(d) of Section 62.23
of the Revised Statutes of the
State of Wisconsin. Those wishing
to view the proceedings are able to
do so via the City Channel-Chan-
nel 25 on Spectrum Cable or on
the internet at <http://city.milwaukee.gov/citychannel>.

The full text of the proposed
amendment will be available for
viewing in the subject Common
Council File and the draft plan
is also posted on the website
<https://city.milwaukee.gov/DCD/Planning/PlansStudies/AreaPlans/MenomoneeValley>. Questions or
comments about the amendment
should be directed to Monica
Wauck Smith, City of Milwau-
kee - Department of City Devel-
opment, 809 North Broadway,
Milwaukee, WI or via email to
mwauck@milwaukee.gov. Written
comments should be submitted
no later than November 20, 2023.

Those wishing to provide oral
testimony will be asked to do so
in-person, by phone, or internet.
Those wishing to provide oral tes-
timony by phone or internet are
asked to contact the staff assis-
tant, Chris Lee, cllee@milwaukee.gov, (414) 286-2232 for necessary
information. Please make such
requests no later than one busi-
ness day prior to the start of the
meeting. Alternatively, those wish-
ing to provide testimony relating
to this matter can do so in writ-
ing by mail to Office of the Common
Council - City Clerk, 200 E. Wells
St., Room 205, Milwaukee, WI,
53202, or by e-mailing the staff
assistant of this committee at the
address listed above.

PLEASE NOTE: a) Members of
the Common Council, and mem-
bers of its Standing Committees
who are not members of either
Committee, may attend this meet-
ing to participate or to gather infor-
mation. Therefore, notice is given
that either meeting may constitute
a meeting of the Common Council
or any of its Standing Commit-
tees, and must be noticed as such,
although they will not take any for-
mal action at this meeting.

b) If you have difficulty with the
English language, you may bring
an interpreter with you, at your own
expense, so that you can answer
questions and participate in the
hearing.

c) Upon reasonable notice,
efforts will be made to accommo-
date the needs of disabled individ-
uals through sign language, inter-
preters or other auxiliary aids. For
additional information or to request
this service, contact the Council
Services Division ADA Coordina-
tor at 286-2956, (FAX) 286-3456,
(TDD) 286-2025 or by writing to
the ADA Coordinator at Room 205,
City Hall, 200 E. Wells Street, Mil-
waukee, WI 53202.

d) Limited parking for persons
attending meetings in City Hall is
available at reduced rates (5 hour
daily) at the Milwaukee Center on
the southwest corner of East Kil-
bourn and North Water Street.
Parking tickets must be validated
in Room 205, (City Clerk's Office)
or the first floor Information Booth
in City Hall.

e) This meeting will be web-cast
live at www.milwaukee.gov/channel25.

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