



Department of City Development
City Plan Commission
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Neighborhood Improvement Development Corporation

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2020 Industrial Land Analysis

Project Framework | March 2020

Background

Growing Prosperity, Milwaukee's 10-year Action Agenda for Economic Development called for a data-driven, location-based approach to attract development to Milwaukee's industrial areas. *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. To achieve these goals, *Growing Prosperity* 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 identified by the Milwaukee 7.

Milwaukee last carried out such an analysis in 2004, and the time is ripe for an update. The land use and facilities needs of modern manufacturers continue to evolve and Milwaukee must ensure its industrial zoning and land use policies facilitate continued reinvestment and job creation. The seven Business Improvement Districts (BIDs) in Milwaukee that represent industrial areas have begun to meet regularly to share best practices and collaborate on strategies that will have city-wide impacts. An updated industrial land analysis will help individual BIDs refine their own strategies as well as provide overarching guidance that can be used across the City of Milwaukee to support modern industry through the zoning code and other land use policies.

Key Planning Questions

- What is the anticipated current and future demand for industrial land within the City of Milwaukee?
- Is the amount of industrially zoned land within the City of Milwaukee sufficient to meet future demand? If not, what additional strategies can be pursued to meet future demand?
- If there is an excess of industrially zoned land, or if some sites may no longer be viable for manufacturing uses, under what circumstances is conversion for non-industrial uses appropriate?
- What are the anticipated future space needs (building sizes, site conditions, location constraints, etc.) of modern manufacturers within Milwaukee's M7 regional assets industry clusters and among small scale manufacturers who may require multi-tenant spaces or have other unique space needs?



- Are there strategic adjustments that the City of Milwaukee should consider to its zoning code to meet the future space needs of manufacturers, with a focus on those firms in regional asset industry clusters, as well as small-scale, early-stage local makers?
- What complementary strategies should the City, its industrial BIDs, and other partners pursue to best support manufacturing job creation and support the goals of *Growing Prosperity* and the M7 Regional Framework for Economic Growth?
- What are the quantifiable economic benefits and net fiscal impacts to the City of Milwaukee associated with industrial redevelopment?

Process & Partners

To address the questions above, the Department of City Development proposes developing an updated **City of Milwaukee Industrial Land Analysis** during 2020. Developing this analysis would include engaging a consultant team with expertise on the industrial market and national and regional trends to prepare the study. This work would be guided by a Project Advisory Group with representation from each of Milwaukee's Industrial BIDs, M7, WEDC, MEDC, Milwaukee County, the industrial brokerage and development community, and other key local economic development stakeholders to guide the planning process and to align the scope of the project with partner organizations' own industrial development efforts.

Outcome

The **City of Milwaukee Industrial Land Analysis** will provide an updated industrial market analysis for the City, a summary of associated zoning and land use recommendations to support job creation within regional asset industry clusters and among emerging small-scale manufacturers, and programmatic recommendations to support Milwaukee's manufacturing ecosystem. This document will include an updated framework for use in evaluating rezoning requests of industrial land and the analysis and subsequent recommendations may be adopted by the Common Council as an amendment to the City of Milwaukee Comprehensive Plan.

Budget

The total cost of the project is anticipated to be roughly \$100,000 to engage a consultant to prepare the Industrial Land Analysis. DCD has budgeted \$50,000 of Advance Planning funds for this project, and will also provide in-kind staff time for project management and data support. DCD anticipates contributions from RACM and MEDC to allow the project to proceed in 2020, and continues to explore additional funding sources to supplement the project budget.

Timeline

DCD anticipates coordinating with RACM to issue a request for proposals in late March/early April to identify a consultant to carry out this project, and the project to commence during the summer of 2020. The anticipated timeline for the development of the Industrial Land Analysis is roughly 8 months.