

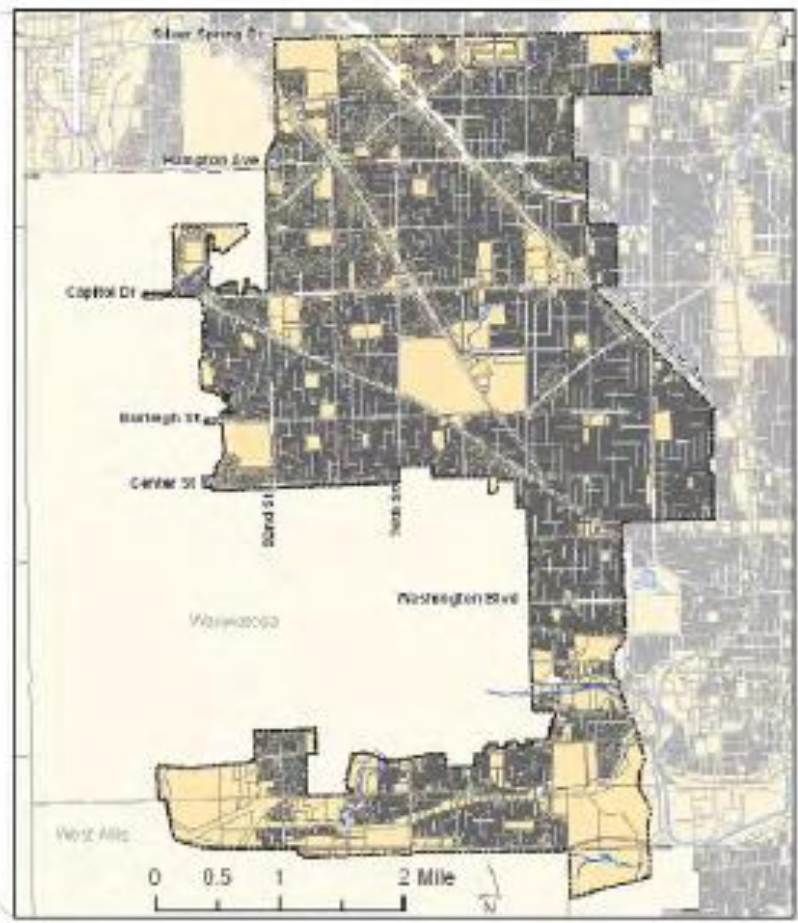
West Side Area Plan Amendment

File no. 180045 would amend certain land use recommendations within the West Side Area Comprehensive Plan for the property at 5800 West Hope Avenue, Former Lowe's, to allow for a broader range of uses including distribution and light manufacturing.



Map 1: West Side Planning Area Context

 West Side
Comprehensive Plan Boundary



The West Side Area Plan

Adopted on December 1, 2009

One of 14 Area Plans that make up part of the City of Milwaukee's Comprehensive Plan

Development of the plan included extensive public engagement

The plan sets forth the goals of residents and business owners for their community.

Land use decisions must be consistent with the recommendations of the plan under Wisconsin Statute 66.1001.



MILWAUKEE
Plan
comprehensive
DEPARTMENT OF CITY DEVELOPMENT • DECEMBER, 2009
West Side
A Plan for the Area

West Side Area Plan

Commercial Land Use Strategy

Excerpt (Pg 58):

For greyfield uses, former big box stores and shopping centers, encourage similar or compatible uses to go into vacant space.

Where the market will no longer support a retail use or a similar use cannot be reinstated, consider office or business services that support the commercial focus of the district or commercial corridor.



West Side Area Plan

Midtown Center District **Use Policies**

Continue to implement a balanced mix of uses with both regional and local market appeal.

Promote commercial infill development on vacant parcels along the edges of Midtown Center and along Lisbon Ave.

Encourage the integration of office, institutional, and residential uses throughout the Midtown Center development.

Continue treatment of parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees.



West Side Area Plan

Midtown Center District **Form Policies**

Create a significant gateway at the intersection of Capitol Dr., Fond du Lac Ave, and 51st St.

Expand the facade grant program for adjacent businesses on major arterials Capitol Dr. and Fond du Lac Ave.

Continue to expand the “Town Square” network of streets and blocks. Extend Midtown Center’s “Town Square” approach to unifying all businesses on the triangle. Add pedestrian connections and infill buildings where feasible.

To lessen the impact of impervious surfaces in the Midtown Center area, encourage green roofs, parking lot bioswales, and additional landscaping throughout the shopping district.

Encourage shared parking among retailers. Improve the public right-of-way to include space for pedestrians and bicycles in addition to automobiles and mass transit.

Prohibit chain link fences as an acceptable form of outlining commercial properties throughout the district.



West Side Area Plan

Midtown Center District **Redevelopment Strategies**

Encourage renovation of multi-family rental units to multi-family owner-occupied units where feasible.

Provide appropriate funding for the maintenance of public spaces, boulevards, and streetscapes.

Create safe access points to the Midtown Center that accommodate pedestrians and bicyclists. Encourage signage and way-finding elements that identify public access the Center from surrounding neighborhoods.

Extend a "Park Once" strategy to the entire Midtown Triangle district, where customers can park once and walk to any business within the district.

Support the establishment of Midtown Center as a significant transit destination.

Over time, make the entire Midtown Triangle district a walkable "retail village" with amenities similar to Old Orchard in Chicago or Bayshore in Glendale.



West Side Area Plan

Catalytic Project Midtown Gateway Area

Figure 5-2. Midtown Gateway Area

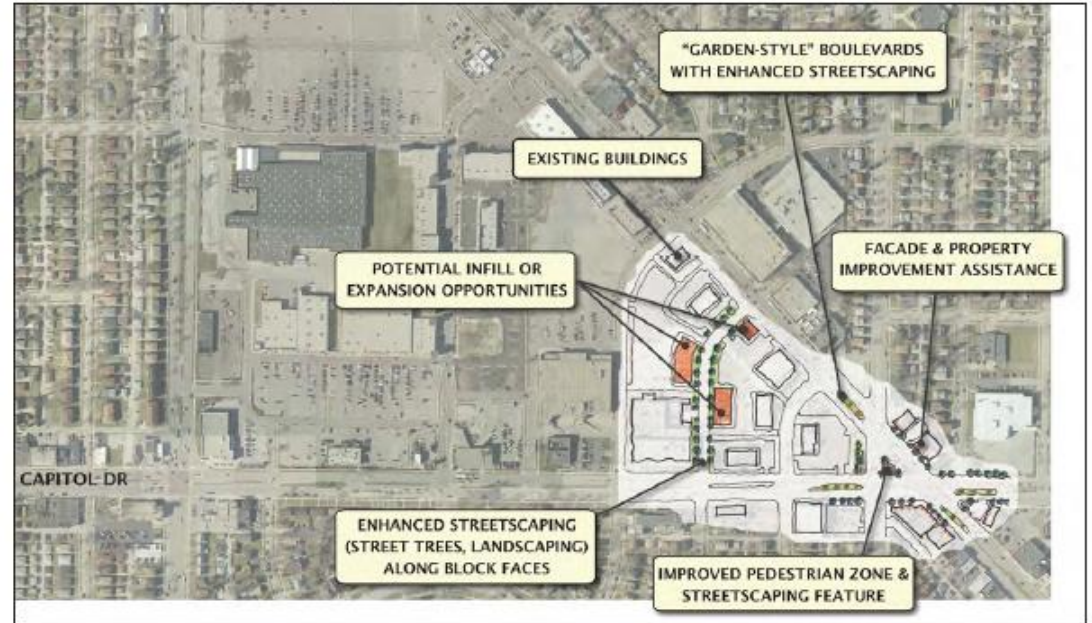


GATEWAY ZONES: MIDTOWN AREA (CAPITOL DR, 51ST ST, FOND DU LAC AVE, 60TH ST)



West Side Area Plan
PDE
GR&EF

Figure 5-3. Midtown Gateway Area Concept



REDEVELOPMENT OPPORTUNITIES MAP

MIDTOWN CENTER



- A: Former Lowe's Store - Redevelop as commercial "big box" compatible with Midtown Center uses
- B: Out lot available for lease
- C: Green area would provide a gateway opportunity for sculpture or landscaping
- D: Potential expansion site for Wal-Mart
- E: Potential infill site/expansion
- F: Vacant land and retail space is an opportunity for new businesses
- G: Out lot Possibility
- H: Vacant parking lot - re-use as infill development
- I: Infill site
- J: Rehabilitation near completion
- K: Gateway opportunity

- notes:
- 1: Improve corridors surrounding Midtown Center
 - 2: Redevelop interior streets
 - 3: Improve connections between Midtown and peripheral uses.
 - 4: Add landscaping and streetscaping

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Plan Amendment

The West Side Area Plan recommends that the property at 5800 West Hope Avenue be redeveloped with a commercial use.

The property at has been vacant for an extend period of time and in that time has been unable to attract a commercial tenant.

The Property owner has requested that the West Side Area Plan be amended to allow for a wholesale and distribution facility use to occupy the site.



Plan Amendment

On December 13, 2016 the Common Council adopted file No. 161076, which approved an Update and Amendment procedure for comprehensive planning.

The procedure allows for an impacted property owner to request a minor plan amendment.

A minor plan amendment is a modification or update to an existing plan that impacts a very limited geographic area (generally smaller than a district or corridor).



Plan Amendment

The amended West Side Area Plan will include an appendix that states the following:

- *If it is determined that commercial is no longer a feasible use for the former Lowe's store, a broader range of uses may be considered, including **distribution and light manufacturing**.*
- *Uses at this site shall be designed to **not cause conflict with adjacent uses** and to support the other recommendations of the West Side Area Comprehensive Plan for the Midtown Center District.*
- *These modifications apply **only to the property** at 5800 West Hope Avenue.*
- *The remainder of the Midtown Center District should continue to emphasize a mix of **retail, office and residential uses**.*



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