

# Bronzeville Cultural and Entertainment District Overlay Zone Study

**Bronzeville Advisory Committee Update**

Monday, May 16, 2022



# Timeline Recap

- **Aug. 2, 2021** – BAC Meeting - presentation about the Interim Study Overlay Zone, types overlays, and previous planning work informing the overlay
- **Aug. & Sept. 2021** – Interim Study Overlay Zone heard at City Plan Commission, at ZND, and adopted by Common Council

--- Interim Study Overlay Zone in place ---

# Overlay Study Project Schedule (6-9 months)



# Review: Bronzeville Interim Study Overlay Zone

## While the Interim Study Overlay is in effect:

- All permitted uses are Special Uses require Board of Zoning Appeals (BOZA) approval
- BOZA is a 6-8 week cycle with a \$300-\$500 application fee.
- BOZA review includes confirming no conflict with Study Plan goals.

# Review: What is an Overlay?



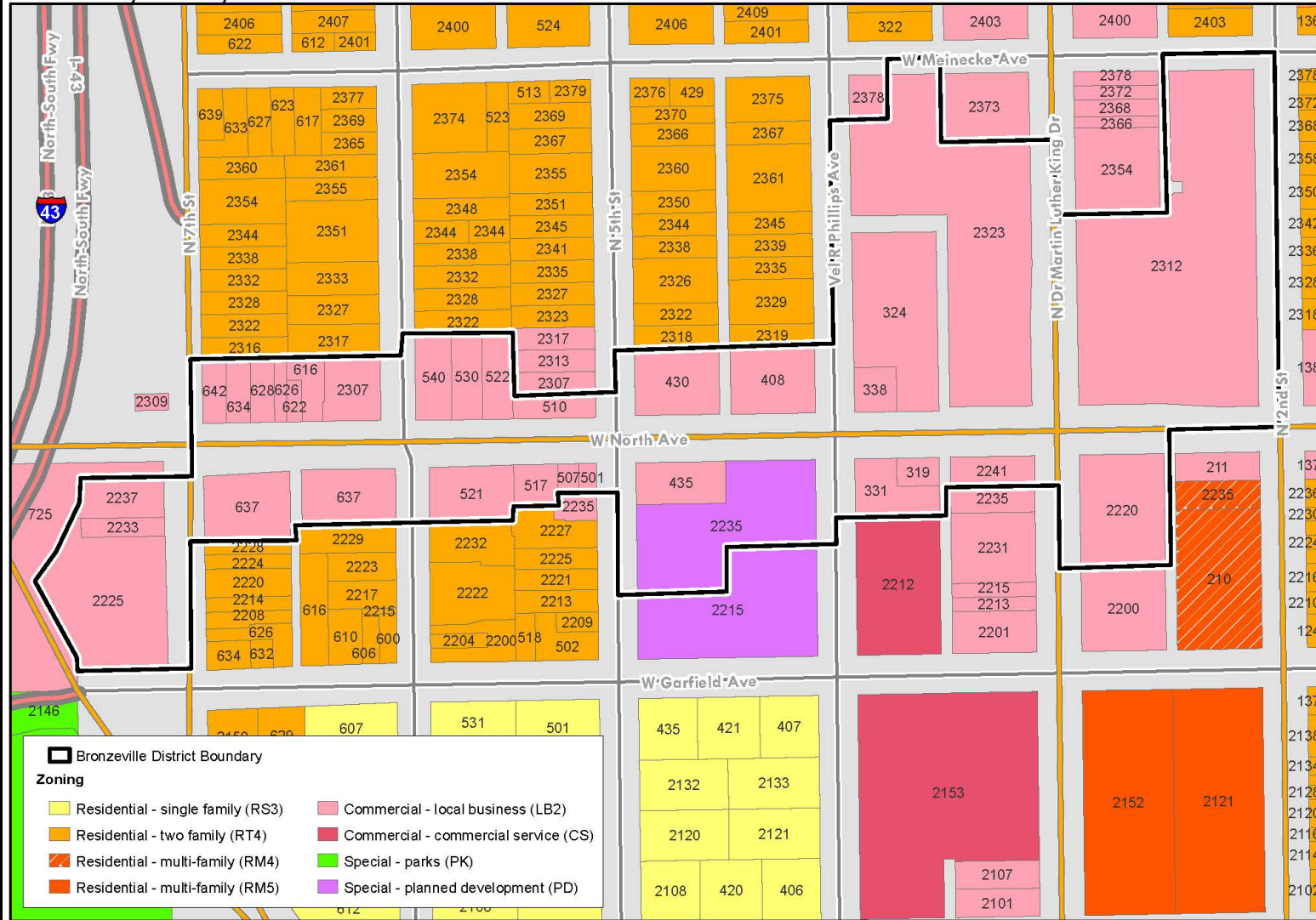
- WHERE:** Areas of the city with unique situations where special approaches to development may be necessary.
- WHY:** Protect incompatible development and advance development goals for the area.
- HOW:** Add new standards for use and/or design to ensure that new developments will not adversely affect surrounding areas.



# Review: Overlay Zone Study Boundaries

## BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT Interim Study Overlay Zone

Prepared by the Department of City Development Planning Division, 8/3/2021  
Source: DCD Planning Division, City of Milwaukee Information Technology Management Division

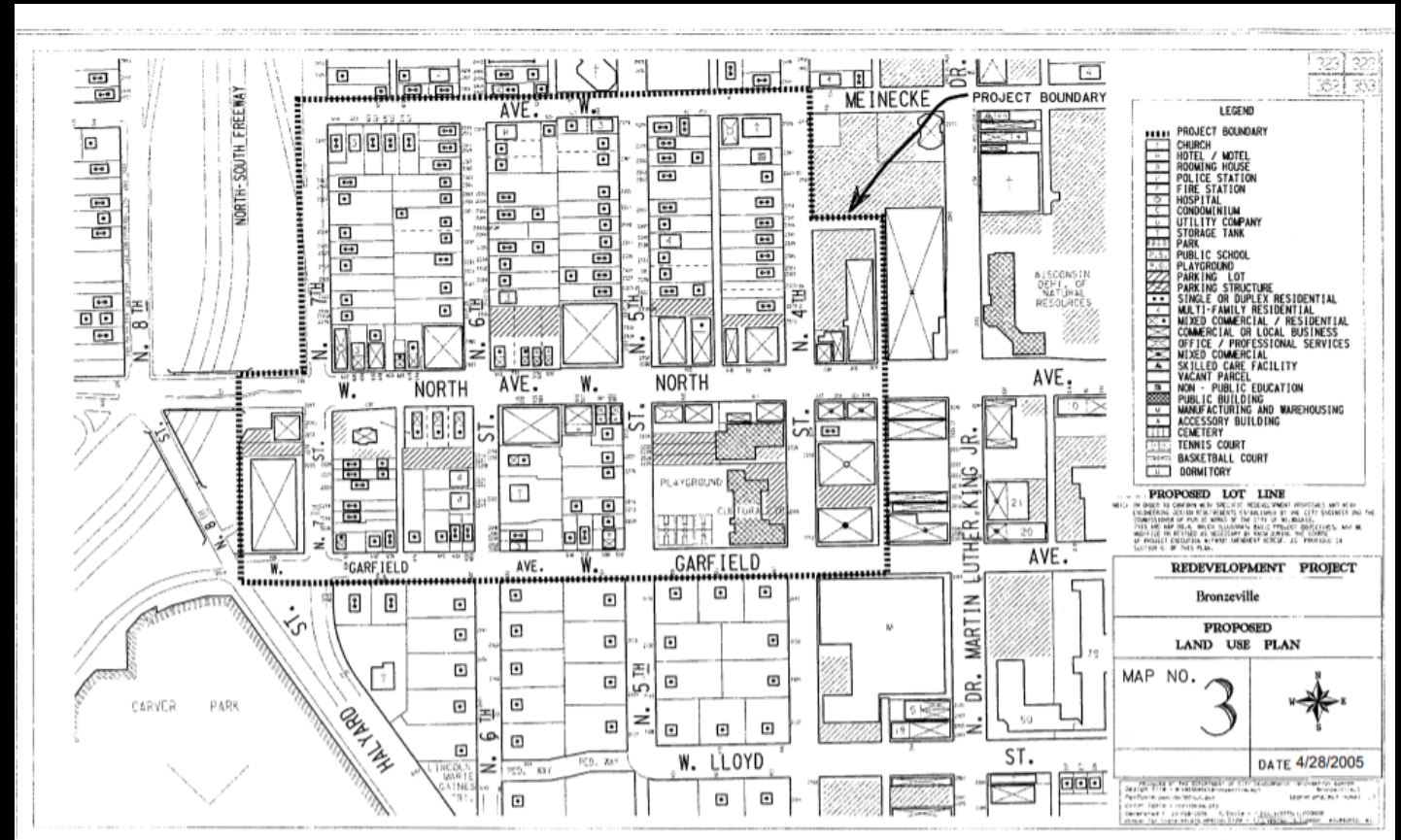


# **Review: Related Planning Projects**



# Bronzeville Redevelopment Plan - 2005

- Established the Bronzeville Cultural and Entertainment District



Proposed Land Use Map



# Bronzeville Redevelopment Plan-2005

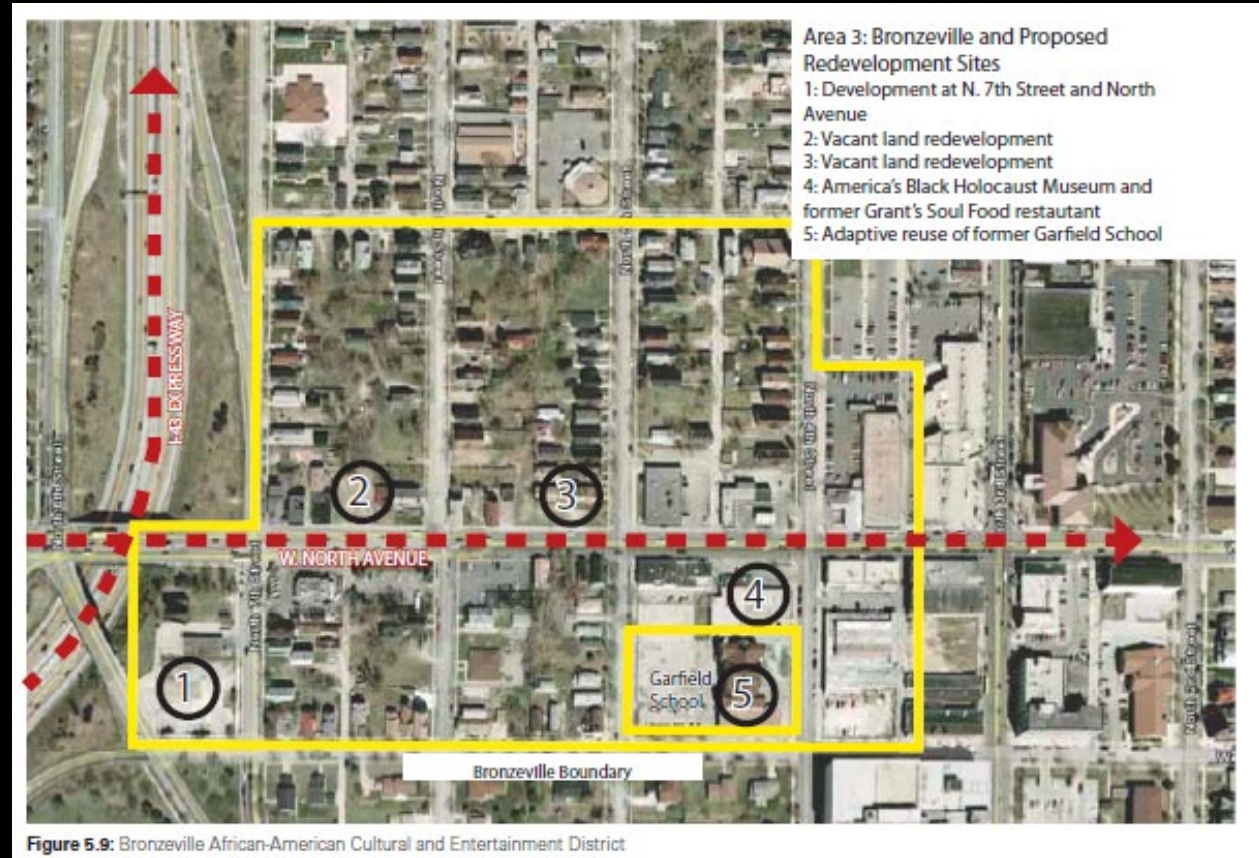
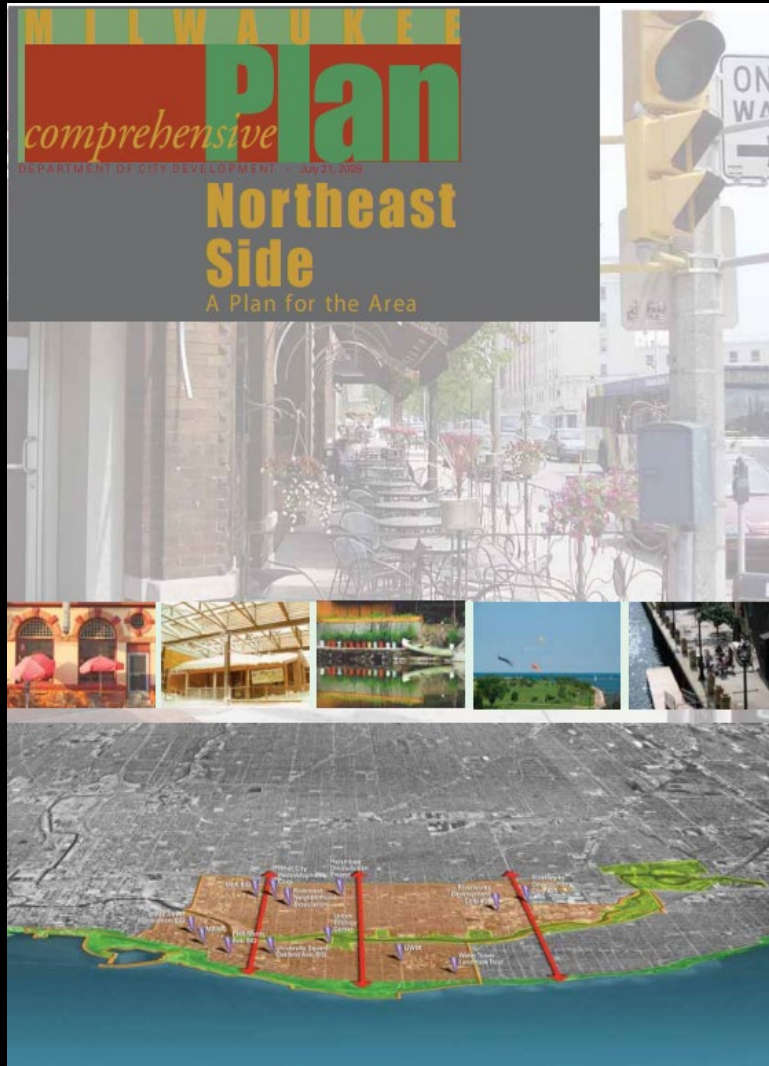
## Established goals and recommendations for:

- Property acquisition
- Public Infrastructure
- Land Use
- Urban Design Standards
- Zoning changes

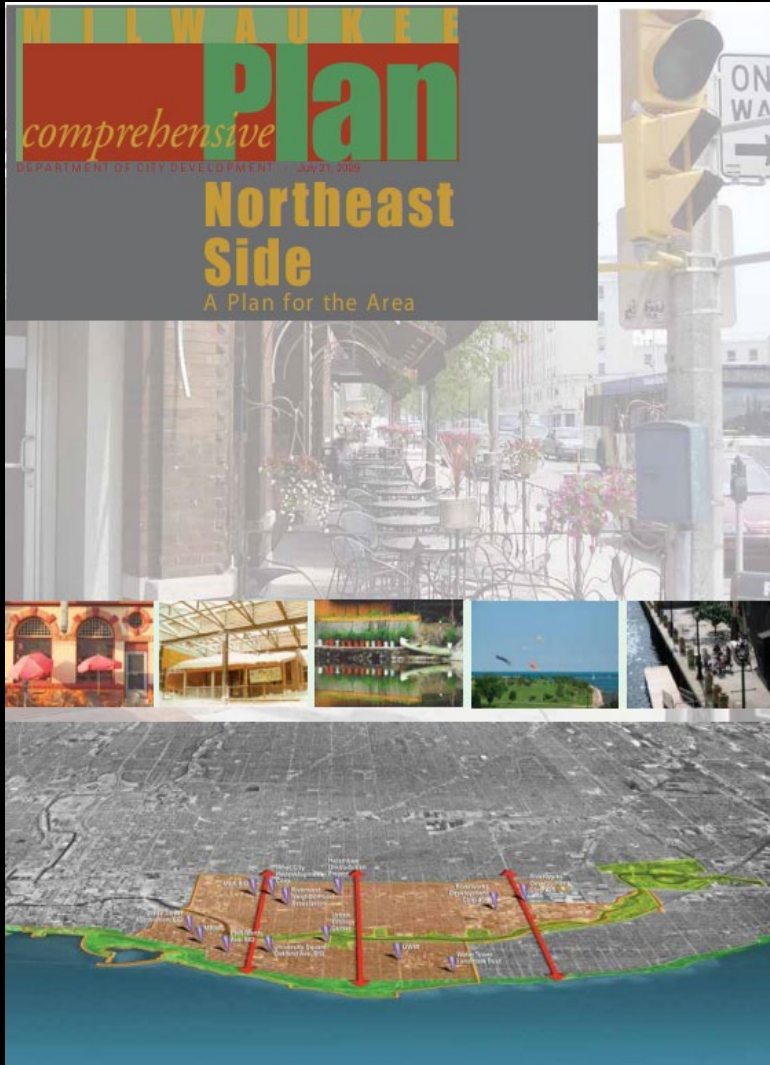
Bronzeville Redevelopment Plan PRINCIPAL USE TABLE				
USE CLASSIFICATIONS	LB2		RT4	
	Current Use Classifications	Additional Use Restrictions	Current Use Classifications	Additional Use Restrictions
Y = Permitted Use L = Limited Use S = Special Use N = Prohibited Use		X=Prohibited Use under the Plan C=Conditional Use under the Plan —= No Change		X= Prohibited Use under the Plan C= Conditional Use under the Plan —= No Change
<b>Uses</b>	<b>Commercial</b>		<b>Residential</b>	
<b>RESIDENTIAL USES</b>				
Single-family dwelling	Y	X	Y	—
Two-family dwelling	Y	X	Y	—
Multi-family dwelling	Y	C	L	C
Attached single-family dwelling	Y	C	L	—
Live-work unit	Y	—	L	—
Mobile home	N	—	N	—
Watchman/service quarters	N	—	N	—
Family day care home	L	—	L	—
<i>Group Residential</i>				
Rooming house	S	X	S	X
Convent, rectory or Monastery	Y	—	Y	—
Dormitory	S	X	S	X
Fraternity or sorority	S	X	S	X
Adult family home	L	—	L	—
<i>Foster Homes</i>				
Foster family home	Y	—	Y	—

Proposed Use Restrictions

# Northeast Side Plan (2009)



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## Bronzeville Recommendations include:

- Mixed use development
- Streetscaping and traffic calming
- Cultural and entertainment uses
- High impact development at key sites



# Bronzeville Charette (2013)

Bronzeville Area Redevelopment Charette 2013  
Summary Report



*“Promote year round entertainment venues...mixed use development... sit down restaurants, theaters, cultural institutions, taverns, artist studios, and broadcasting facilities”*



# Equitable Growth Through Transit Oriented Development (TOD) - King Drive (2018)

## 10 Community Workshops

Sep 2017

Nov 2017

Jan /Feb 2018

May 2018

Aug/Sept 2018

## 5 Plan Advisory Group Meetings

## 2 Artist Workshop in Bronzeville with 11+ area artists





# TOD Public Engagement Summary

## What the Community wants for the Future

### HOUSING

- Preserve affordable units and avoid displacement
- Provide a mix of market rate and workforce housing
- Improve quality of housing stock
- Provide a mix of housing types

### BUSINESSES AND RETAIL

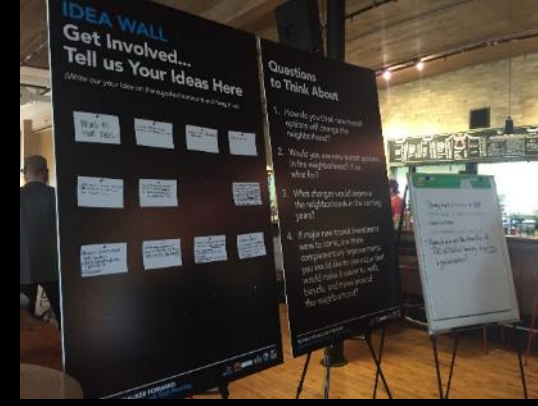
- Need for affordable commercial spaces
- Bring more business and retail into neighborhoods
- Need everyday retail, restaurants and other family entertainment uses

### HISTORY AND CHARACTER

- Maintain neighborhood character and celebrate African-American cultural history of Bronzeville
- Promote development of vacant lots
- Taller buildings along corridor if well designed

### STREETS

- Activate the streets
- Make neighborhoods more pedestrian friendly
- Address concerns over parking
- Integrate bike lanes on key streets
- More green spaces



# Intent

The intent of a new zoning overlay is to make sure future development supports the growth of Bronzeville as a cultural and entertainment destination that highlights African-American arts and culture.

The overlay will set the “rules” for development in land use and design.

# Overlay Goals Informing the Overlay “Rules”

## Land Use:

- **Expand on the mix of uses** - include retail, restaurants, cultural, entertainment, and complementary uses.
- **First floor uses reinforce and support the vision** for Bronzeville as an arts, cultural and entertainment destination
- **Spaces for artists** to live and work.
- Development that provides **affordable commercial space**
- **Mix of market-rate and workforce housing** to ensure a range of options.

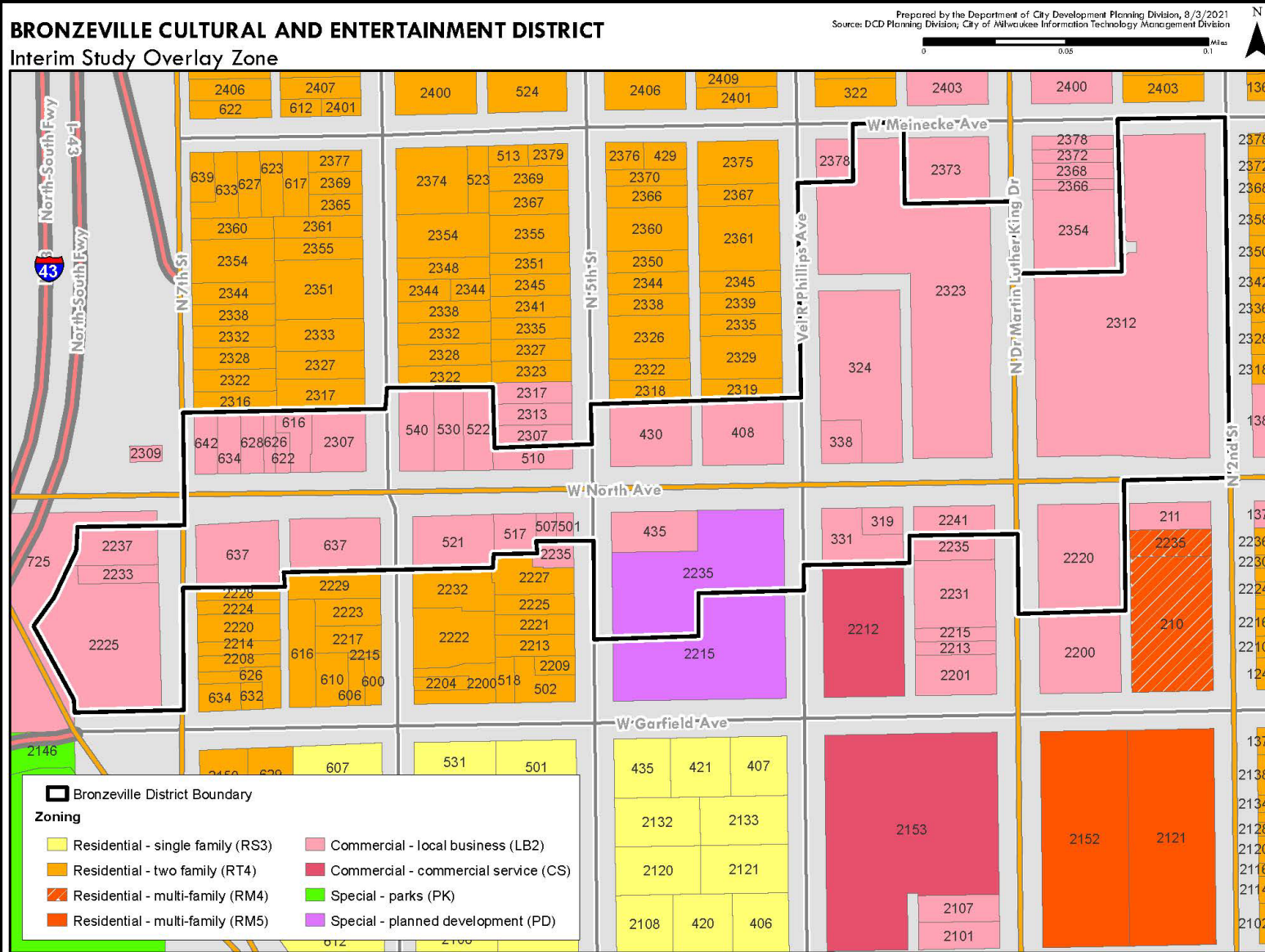


# Overlay Goals Informing the Overlay “Rules”

## Design:

- **Building and façades** promote the district’s image as a cultural, arts and entertainment district.
- Restore and preserve **historic architecture**
- **New developments** complement the **existing** architectural character
- **Pedestrian-oriented** development with active façades, lighting, and gathering spaces
- **Integrate art** in building design, adjacent right-of-way, and gathering spaces.
- Parking lots will not be located in the front of establishments and **shared parking** is encouraged.

# Current Zoning in the Overlay Zone



## Local Business (LB2) Allowable Uses Include:

- Multi-family Housing
- General Office
- General Retail
- Artist Studio
- Personal / Business Services
- Sit-down Restaurant & Tavern
- Hotel

## Uses Requiring Special Use Approval from BOZA Include:

- Community Center, Social Service
- Assembly Hall and Religious Assembly
- Health Clinic
- Motor Vehicle Uses
- Drive through Restaurant
- Agricultural Uses

# Recommendations related to Land Use

The goal of a new zoning overlay is to make sure future development supports the growth of Bronzeville as a cultural and entertainment destination that highlights African-American arts and culture.

# Retail Recommendations

1.

Continue to permit  
some types of retail.

2.

But, prohibit other  
types of retail.

## Why?

- Almost all of the properties in the overlay are zoned Local Business (LB2). All general retail uses are currently allowed in LB2.
- However, some retail types do not support the development goals of the Bronzeville District.



# Recommendation: Permitted Retail

Permit retailers whose primary business include the sale of:

- Apparel and accessories
- Art works, art and craft supplies
- Antiques
- Household goods
- Media such as books and music
- Toys and games
- Food and beverages such as baked goods and specialty food stores

*For **chain (formula) retailers** and/or retail establishments larger than 11,000 square feet would **only be permitted if approved through a public hearing** and found to support the Bronzeville district goals.*

# Recommendation: Prohibited Retail Uses

Retail establishments that are not permitted would include:

- Auto parts stores
- Beauty product stores
- Firearm stores
- ~~Furniture and floor covering stores~~
- ~~Hardware stores~~
- Major appliance stores
- Pharmaceutical products
- Tobacco product stores
- Liquor stores
- Furniture or appliance rental establishment
- Telephone store
- Existing businesses in those categories would be allowed to continue operations.
- Under LB2 zoning, Currency exchange, payday, title or installment loan agency, cash for gold, pawn stores currently can be approved by the Board of Zoning Appeals. These uses are proposed to be prohibited in the Bronzeville overlay as well.
- Adult retail establishments would also be prohibited.

# Recommendation: 1<sup>st</sup> Floor Use Limitations

The uses listed should be permitted, but not on the first floor of a building.

## Why?

These uses are employers, local resources, and housing that brings people to the area, but they are not active first floor uses that generate foot traffic and provide cultural and entertainment amenities.

- Residential uses
- General Office
- Government Office
- Medical Office
- Health Clinic
- Animal hospital/clinic
- Animal grooming or training facility
- Health Club

# Recommendation: Non-Retail Uses to Prohibit

The uses listed are allowed under the current LB2 zoning, but should be prohibited uses for properties within the Bronzeville Overlay.

## Why?

- Do not generate foot traffic and/or
- Do not further the goals of the Bronzeville Cultural and Entertainment District.

- Day care center
- Garden supply
- ~~Second hand store~~
- Nursing home
- Adult day care
- Funeral home
- Furniture and appliance rental and leasing
- Household maintenance and repair service
- Animal boarding facility
- Light motor vehicle, rental facility or wholesale facility
- Car wash
- Non-restaurant drive-through facility
- Parking lot as a principal use
- Wholesale distribution facility
- Light manufacturing



# Recommendation: Conditional Uses

The uses listed are a mix of allowed or limited uses in LB2 zoning, and should be conditional uses in the overlay.

## Why?

- These uses could potentially further goals of the Bronzeville Cultural and Entertainment District, BUT additional review is needed to make sure.

- Furniture and floor covering stores
- Hardware stores
- Second-hand store
- College
- Office on first floor
- Bank
- Personal Service
- Business Service
- Laundromat & dry cleaning

# Special Uses to Prohibit

In LB2 zoning, some uses that can seek approval through the Board of Zoning Appeals.

Recommendation: Prohibiting special uses that don't contribute to the goals of a walkable and vibrant commercial corridor.

Examples:

- Auto uses such as vehicle sales, repair, outdoor storage, car washes and filling stations
- Industrial type uses such as storage, recycling, whole sale trade
- Convenient cash establishments such as currency exchange, payday, title or installment loan agency, cash for gold, pawn stores
- Medical and social service facilities

# Next Steps

- Land Use Survey online until May 24<sup>th</sup> at [engagemke.com/Bronzeville](https://engagemke.com/Bronzeville)
- Public Meeting #2 (TBD June) – Focus on Height and Density