



**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

**9<sup>th</sup> Ald. District**

**CITY PLAN COMMISSION  
ZONING REPORT**

**Ordinance File No.**      [220720](#)

**Location:**                      11200 West Heather Avenue

**Applicant/  
Owner:**                      ABS Supply Co., Inc.

**Current  
Zoning:**                      Light Industrial (IL1), Towne Corporate Park of Granville Development Incentive Zone (DIZ)

**Proposed  
Zoning:**                      Deviation from the Towne Corporate Park of Granville DIZ

**Proposal:**                      This file relates to the approval of a request for a deviation from the performance standards established by the Towne Corporate Park of Granville Development Incentive Zone (DIZ) to allow outdoor storage for ABC Supply Co., Inc., which intends to occupy the site located at 11200 West Heather Avenue, on the north side of West Heather Avenue, east of North Lauer Street, in the 9th Aldermanic District.

The Towne Corporate Park of Granville DIZ overlay was adopted by the Common Council in 1998 and establishes design standards as well as a permitted and prohibited use list to promote high quality industrial development. ABC Supply Co. is proposing to open a new location at 11200 W. Heather Avenue within the overlay, and is a national product supplier headquartered in Beloit, WI whose principal customers are wholesalers and builders located within the surrounding community seeking a close supply chain facility for building trades involved in the building and rehabilitation of homes in the community.

The primary use will be an approximately 62,000 sq. ft. indoor warehouse distribution facility and 6,170 sq. ft. office within the existing building (permitted in the overlay) with an outdoor storage component, which is not allowed by the overlay. ABC Supply Co. is seeking a deviation from the overlay use list to allow the outdoor storage use on the east and north sides of the site, and is proposing to screen the use, which is set back significantly from the street, with a fence and substantial landscaping.

The outdoor storage of building materials will be implemented in phases as business grows and additional product is needed. Storage of materials will not exceed the height of the fenced yard. A detailed plan of operation is included in the applicant's exhibit.

The applicant received approval by governing body of the Towne Corporate Park, who has granted a variance in accordance with its approval authority under the Declaration of Development Standards and Protective Covenants for the corporate park, as well as letters of support from business neighbors. These letters are also included in the applicant's exhibit.

**Deviation Criteria:**

The criteria and responses below demonstrate how the applicant is proposing to meet the standards for deviating from the overlay's performance standards.

1. The purpose of the overlay zone is met.

The purpose of the overlay zone is to maintain an attractive business park, ensuring that properties and uses are consistent with the character of existing developments in the corporate park. This project consists of rehabilitation of a building and site that has been unoccupied for several years.

2. The deviation improves the aesthetics of the site.

Landscaping and screening elements obscure outdoor storage from the view from public streets. Additionally, the outdoor storage components are set back significantly from the street.

3. If applicable, the deviation addresses one or more unique site features that makes application of the standards impractical.

There is currently a surface parking lot located between the outdoor storage area and the street, and landscaping buffers are being used to screen both elements from the public street.

4. Deviation is consistent with the comprehensive plan.

A significant investment is being made to redevelop this existing building and site, attracting a new high-quality user to the business park. Efforts to provide landscaping and screening will improve the quality and appearance of the site, which follows the recommendations of the area plan.

**Adjacent Land Use:**

The site is located within the Towne Corporate Park of Granville and surrounding properties on all sides are zoned as Light Industrial (IL1).

**Consistency with  
Area Plan:**

This site is located within the Northwest Side Comprehensive Area Plan boundary, in District 4 of the Plan. The Plan encourages the reuse of vacant industrial

buildings with new businesses that are appropriate for the neighborhood, in addition to landscaping and screening. The deviation from the performance standards established by the Towne Corporate Park of Granville Development Incentive Zone (DIZ) is consistent with the recommendations of the Plan.

**Previous City**

**Plan Action:**

5/1998 – City Plan Commission recommended approval of the establishment of Towne Corporate Park of Granville Development Incentive Zone.

**Previous Common**

**Council Action:**

6/16/1998 – Common Council approved the establishment of the Towne Corporate Park of Granville Development Incentive Zone.

**Staff**

**Recommendation:**

The primary use of the site is permitted by the overlay, and the deviation for outdoor space is to support an accessory function of the applicant's business. The outdoor storage will be adequately screened by fencing and substantial landscaping, and the applicant has received approval and support by the governing body of the industrial park and adjacent neighbors. The applicant has demonstrated that the four deviation criteria have been met. Because of these factors, staff recommends that the City Plan Commission approves the subject file.