



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

15th Ald. District
Ald. Stamper

CITY PLAN COMMISSION
ZONING REPORT

Ordinance File No. 220877

Location: 3808 West Wisconsin Avenue

**Applicant/
Owner:** Valley Square LLC

**Current
Zoning:** Industrial Light (IL2)

**Proposed
Zoning:** Local Business (LB2)

Proposal: This zoning change was requested to allow for a mixed-use development on the subject site, which is currently utilized by residential, commercial, and accessory parking uses.

TEAM Management and Wisconsin Redevelopment are partnering to create a mixed-use development on the site. TEAM Management operates the existing housing development and has offices on site. Plans include carrying out alterations to the existing 4-story residential building on the north portion of the site, converting the current 75 studio units into approximately 25 1, 2, and 3-bedroom units, and constructing a new 4-story, mixed-use building along Wisconsin Avenue that is anticipated to include roughly 7,400 square feet of first floor office/commercial space and approximately 54 1, 2, and 3-bedroom units on the upper floors. On-site parking will be provided for the residents and commercial tenants. A change in zoning to LB2 will allow mix of uses and new homes that are proposed.

Adjacent Land Use: The properties to the east and south of the subject site include commercial buildings zoned as Commercial Service (CS). There are also buildings zoned LB2 further east on this block of Wisconsin Avenue. The sites to the west are zoned as Industrial Heavy (IH), including some sites owned and operated by MillerCoors.

Consistency with

Area Plan:

The proposed rezoning from IL2 to LB2 is consistent with the Near West Side Area Plan, adopted in 2004, and the Industrial Land Analysis, adopted in 2021. Both are part of the City's overall comprehensive plan.

The Near West Side Area Plan recommends residential and commercial uses in the vicinity of 35th Street and Wisconsin Ave. The Plan supports the preservation, renovation, and adaptive reuse of existing structures, as is proposed. Furthermore, residential uses should be multi-story, densely developed, and have minimal curb cuts. All new structures are recommended to define pedestrian areas and the street itself. The proposed development and the standards set out in LB2 zoning are consistent with these planning recommendations.

The Industrial Land Analysis, adopted in 2020, is also relevant to this site since the proposal involves rezoning an industrial parcel to a non-industrial zoning district. The Industrial Land Analysis does not identify this site as part of a critical industrial district and the rezoning framework tool created as part of the Industrial Land Analysis suggests that a conversion to non-industrial zoning would be appropriate at this site (which has had a residential use for multiple decades).

Milwaukee County's E-W BRT is proposed to begin operation in 2023, and this site is located along the BRT corridor. This rezoning from Industrial to LB2 would also be consistent with Comprehensive Plan recommendations related to facilitating Transit Oriented Development along high-frequency transit corridors.

**Previous City
Plan Commission
Action:**

None.

**Previous Common
Council Action:**

None.

**Staff
Recommendation:**

Since the proposed zoning change will accommodate the mixed-use development proposed for the site and is consistent with both the current non-industrial use of the site and the comprehensive plan recommendations, staff suggests that the City Plan Commission recommends approval of the subject site.