



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

6th Ald. District
Ald. Coggs

CITY PLAN COMMISSION ZONING REPORT

Ordinance File No. [221922](#)

Location: 1310-1340 North 6th Street & 520 West McKinley Avenue

**Applicant/
Owner:** Historic Haymarket Milwaukee, Inc. (owner) / Emem Group (owner's rep)

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

**Proposed
Zoning:** Downtown – Mixed Activity (C9G)

Proposal: This zoning change would allow for the development of a museum on the subject properties. The Milwaukee Public Museum, currently located at 800 W Wells St., will be relocated to the subject site. In order to allow for the museum use, a zoning change is required as the current industrial zoning prohibits this use. A museum is an allowable use in most Downtown zoning districts. The southern portion of the Haymarket neighborhood, which these sites are located, has been transitioning from manufacturing to a wide variety uses, and the C9G zoning district, which is generally located in the peripheral locations of downtown, allows such uses.

Board of Zoning Appeals (BOZA) approval will be necessary for a number of design elements of the building, including the parking structure and first floor glazing DCD staff has worked with the applicant to ensure that the site plan and design are aligned with the spirit and intent of the zoning standards and the goals of the Downtown Plan. A Certified Survey Map (File No. 221591) was approved in February 2023 to combine the three lots into one parcel.

Adjacent Land Use: The Arena Master Plan GPD and corresponding DPDs are located directly south of the subject site, south of W. McKinley Avenue, including entertainment, recreation and hotel uses. Other properties to the north, east, and west include industrial, multi-family, and downtown zoning designations.

**Consistency with
Area Plan:**

The property is located in the 2010 Downtown Plan's Haymarket District. The 2010 plan addresses the on-going changes to the southern end of this district and recommends zoning changes to allow a mix of uses, in particular, to support creative and cultural uses. The proposed change from IL2 to C9G reflects the intent of the plan, proving consistency with the Area Plan. While it has not yet been formally adopted as part of the Comprehensive Plan, the recently completed Connec+ing MKE Downtown Plan supports the development of the Future Museum at this location and calls for the overall Haymarket neighborhood to be rezoned to allow for a wider mix of uses. The development of the Future Museum at this location supports multiple Connec+ing MKE Plan goals including catalytic projects to bring additional investment and public improvements to North Sixth Street and the Haymarket neighborhood.

**Previous City
Plan Commission
Action:**

8/22/22 – City Plan Commission recommended approval of the vacation of the alley between West McKinley Avenue and North 6th Street in the block bounded by West McKinley Avenue, North Vel R. Phillips Avenue, West Vliet Street, and North 6th Street, in the 6th Aldermanic District (File No. [220168](#)).

**Previous Common
Council Action:**

11/1/22 – Common Council approved the vacation of the alley between West McKinley Avenue and North 6th Street in the block bounded by West McKinley Avenue, North Vel R. Phillips Avenue, West Vliet Street, and North 6th Street, in the 6th Aldermanic District (File No. 220168).

**Staff
Recommendation:**

Since the proposed zoning change will allow the Future Museum to be constructed on the site and is aligned with the Downtown Plan's goals and vision for the area with respect to allowing a wider mix of uses and advances multiple catalytic projects identified in the Connec+ing MKE Downtown Plan, staff suggests that the City Plan Commission recommends approval of the subject file.