



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

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To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 151670 relates to the establishment of a Development Incentive Zone (DIZ) known as Direct Supply for land located generally on the north and south sides of West Industrial Road, east of North 76th Street, in the 9th Aldermanic District.

This overlay was requested by Direct Supply to facilitate its campus expansion and job growth planning. The DIZ establishes a permitted use list and design standards for new development within the overlay. The standards of the overlay supersede the standards of the underlying zoning, Industrial Light (IL1), and in instances where the overlay is silent or does not change the underlying zoning standards, the underlying standards shall apply.

Direct Supply, Inc. is a Milwaukee-based, employee-owned business, and is the largest provider of equipment, e-commerce and service solutions to the U.S. Senior Living industry. For 30 years, the company has been headquartered on the northwest side of Milwaukee, and currently employs approximately 1,200 people with the expectation that more jobs will be created in the future. Given its unique high tech business campus, this overlay will allow flexibility to infill its campus with professional office and technology buildings, and other campus needs.

Current uses on the sites within the overlay include several 1- to 3-story office buildings, parking lots, and greenspace. Direct Supply intends to infill the spaces between the existing buildings with new buildings to accommodate growth. While the zoning of the campus is industrial, many of Direct Supply's principal operations are generally categorized as office as well. For buildings that are classified as commercial as opposed to industrial, the zoning code directs design standards to the Local Business (LB1) zoning chapter. Direct Supply has requested flexibility in some of those design standards, including maximum building height and setbacks. Additionally, uses have been added to the permitted use list to include future amenities that may be added to the campus for the benefit of its employees.

On April 4, 2016, a public hearing was held and at that time, nobody spoke in opposition to the proposed overlay. A representative from Ald. Puente's office expressed support for the overlay. Since the overlay is consistent with the comprehensive plan recommendations and supports of the BID's objectives, the City Plan Commission at its regular meeting on April 4, 2016, recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Puente

