

Major

Recommendations

Bruce & Pierce Industrial District

Objective: Maintain and Grow the Pierce and Bruce Street manufacturing district which serves as an employment anchor for Milwaukee's near south side Menomonee Valley.

Strategies & Recommendations:

- Retain the revised Industrial Mixed (IM) zoning classification in order to avoid future land-use conflicts that inhibit industrial growth. The recent zoning code text amendment changed the use classification for various residential land uses from permitted to a limited use, requiring that residential uses are not located within 150 feet of a parcel located in an Industrial Heavy (IH) zoning district that contains an intense or heavy manufacturing use.
- If necessary, add additional zoning protections to further protect and allow for industrial expansion and attraction.
- Added exposure from the creation of the FaB school will enhance the visibility of the area as a distinct area of manufacturing and light industrial uses in Milwaukee.
- Use the location of the FaB school to attract FaB manufacturers and FaB start-ups to this area.
- Gauge interest amongst businesses and property owners in order to examine the possibility of becoming a part of the Valley Business Improvement District, thereby gaining greater representation to achieve like interests.

- Clearly delineate bike and pedestrian routes to and from the decommissioned Burnham Canal wetland to ensure any new public access to this project does not interfere with the operations of the existing businesses abutting it or in the immediate vicinity.



Concept of a decommissioned Burnham Canal



Example of an industrial entry arch

