

**RS 8. A. 7/16/24
Presentation**

PROPOSED CODE AMENDMENTS: NEIGHBORHOOD HUBS

City Council Public Hearing
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WHAT ARE NEIGHBORHOOD HUBS?

Neighborhood Hubs are gathering places where residents have **easy access to goods and services close to their homes**. They are places where neighbors create meaningful relationships with each other.

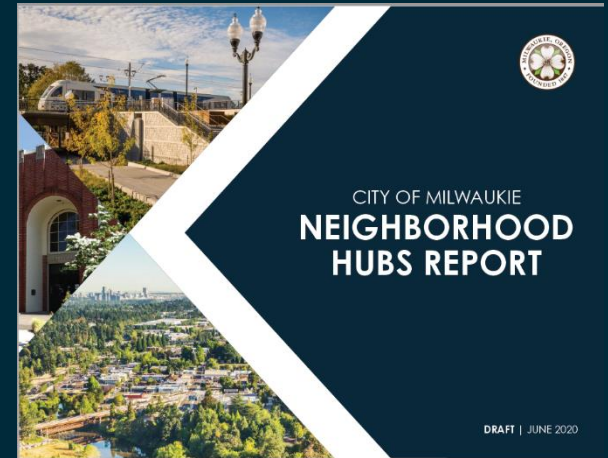
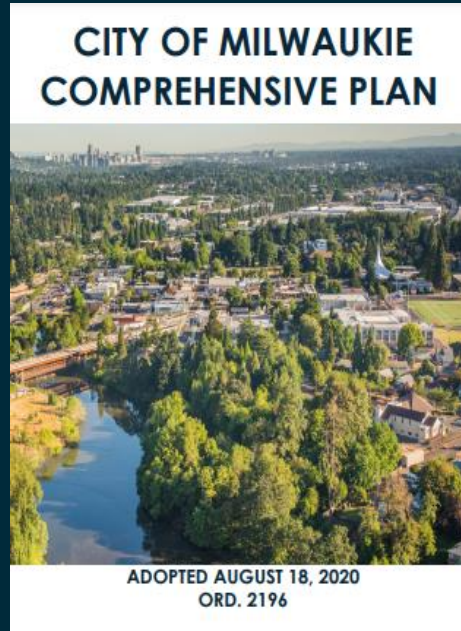


PROJECT HISTORY

2017



2020



HUBS PHASE 2

- **Refine** Hub locations and types identified in 2018 and 2019
- **Explore** Economic Development programs
- **Review and refine** the Development Code



PROPOSED AMENDMENTS: INTENT

- **Expand opportunities** for commercial and civic activities in the identified Hub areas.
- **Streamline** land use review processes where applicable.
- **Provide opportunities** for temporary pop-up uses to help test concepts and pilot programs within neighborhoods.
- **Streamline** the zoning map by consolidating and/or eliminating some zones.

- Directly implements Section 8 of the Comp Plan (Policy 8.1.4)



TOP TAKEAWAY – PUBLIC ENGAGEMENT

**Broad support for Hubs and associated
Economic Development Tools**
and virtually no opposition



PROPOSED AMENDMENTS: OVERVIEW

Hub Location	Existing Zone	Proposed Zone
Trolley Trail Hub, 7-11 Hub, 32 nd & Van Water Area	Commercial – Limited (eliminate)	Neighborhood Mixed Use
Chapel Theater	Residential – High Density	Neighborhood Mixed Use
Roswell Market, Sunny Corner Market, Little Blue Store	Commercial – Neighborhood (eliminate)	Small Mixed Use (New Zone)
Milwaukie Floral	Residential – Medium Density	Small Mixed Use (New Zone)



NMU ZONE - HISTORY

2015: NMU zone adopted as part of the Moving Forward Milwaukee initiative

- **Neighborhood-scale** version of the GMU zone – more emphasis on **commercial** rather than residential development
- **Neighborhood** commercial center
- **Support businesses and mixed-use development** – most permitted by right
 - Offices
 - Restaurants
 - Retail
 - Repair
- **45-ft building height (3 stories)** – no height bonus

Proposed Small-Scale Mixed Use Zone (SMU) zone

- **Complementary** smaller scale mixed-use zone



NMU ZONE – WHAT WE HEARD

- **Building Height**
 - Max height = 45 ft; no bonus allowed
 - 10 ft taller than surrounding residential height (35 ft)
 - Allows ground floor commercial with 2 stories residential above
- **Allowed Uses**
 - Broad array of uses
 - Generally consistent with DMU and GMU zones at neighborhood scale
 - Not overly prescriptive; flexibility to respond to the market
 - Most permitted by right (except vehicle-related and drinking establishments)
- **Hours of Operation**
 - Typically not regulated in zoning code
 - Can be established with CU or CSU review, but not for by-right uses
 - Rely on noise, nuisance, or state regulations



NMU ZONE – NARROW AMENDMENTS

- Add live theatre and performance spaces to the list of permitted uses to accommodate the activities of the Chapel Theatre
- Allow drinking establishments as **permitted uses**, rather than as **conditional uses**, to provide additional commercial opportunities in the zone and remove barriers to development.



CONDITIONAL VS. PERMITTED USE

- Allow drinking establishments as **permitted uses**, rather than as **conditional uses**, to provide additional commercial opportunities in the zone and remove barriers to development.
 - Processed through a Type III land use application
 - This takes time and money
 - Applicant must prepare a land use application
 - Pay a \$2,000 application fee
 - Required public hearing with the Planning Commission who may or may not recommend approval
 - The process can take 60 – 90 days to complete with no guarantee of success

Neighborhoods are not notified about permitted uses.



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Chapel Theater



Trolley Trail Hub, 32nd & Van Water, 7-11 Hub

	Commercial - Limited (eliminate)	Neighborhood Mixed Use
Office	Permitted	Permitted
Retail	Permitted	Permitted
Personal/Business Service	Permitted	Permitted
Restaurant	Permitted (limited to 3,250 sq ft)	Permitted
Drinking Establishment	N/A	CU/Permitted (proposed)
Bank	Conditional Use	Permitted
Repair-oriented	Conditional Use	Permitted
Multi-unit housing	Conditional Use	Conditional Use
Mixed use development	N/A	Permitted



TROLLEY TRAIL HUB, 32ND & VAN WATER, 7-11

Standard	Commercial- Limited (eliminate)	Neighborhood Mixed Use
Min. Lot Size	None	1,500 sq ft
Max. Building Height	45 ft	45 ft
Max Lot Coverage	None	85%
Min. Vegetation	15%	15%



ROSWELL MARKET, SUNNY CORNER MARKET, LITTLE BLUE STORE

Use	Commercial - Neighborhood (eliminate)	Small Mixed Use (New)
Food store	Conditional Use (max. 2,500 sq ft)	Permitted
Convenience store	Conditional Use	Permitted
Laundry/personal business service	Conditional Use	Permitted
Restaurant	Conditional Use	Permitted
Drinking Establishment	N/A	Conditional Use
Repair-oriented	N/A	Permitted
Multi-unit housing	N/A	Conditional Use
Mixed use development	N/A	Permitted



ROSWELL MARKET, SUNNY CORNER MARKET, LITTLE BLUE STORE

Standard	Commercial Neighborhood (eliminate)	Small Mixed Use (New)
Min. Lot Size	5,000 sq ft	1,500 sq ft
Max. Building Height	35 ft	35 ft
Max. Lot Coverage	40%	85%
Min. Vegetation	20%	15%



DECISION MAKING OPTIONS

1. Recommend that Council approve the proposed amendments per the recommended Findings in Support of the Approval (staff recommendation).
2. Recommend that Council approve the proposed amendments with revisions, including modifications to the recommended Findings in Support of Approval (modification must be read into the record).
3. Recommend that Council deny the proposed amendments.
4. Continue the hearing.



END OF PRESENTATION

