

**NOTICE OF PUBLIC HEARING**

**CITY OF MILWAUKEE  
City Plan Commission  
Milwaukee, Wisconsin**

**March 24, 2016**

**DEAR PROPERTY OWNER:**

The Common Council has referred file number 151670 to the City Plan Commission (CPC) for recommendation. This file 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. **Please refer to the reverse side of this notice for map details.**

Date: Monday, April 4, 2016  
Time: 1:30 p.m.  
Place: City Hall  
200 East Wells Street, Milwaukee, WI  
Room: 301-B (third floor)

Interested parties will be offered an opportunity to express their views on the proposal prior to consideration by the City Plan Commission and Common Council. Your attendance and comments at this meeting are invited so you can make a complete examination of all aspects of the proposal.

**The permitted use list and design standards for the proposed overlay are available online at <http://city.milwaukee.gov/cityplancommissionCPC/DirectSupplyZoning.htm>. For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on file number 151670, Direct Supply Overlay Zone. If you wish to submit a letter to the commission regarding this proposal, you may email [PlanAdmin@milwaukee.gov](mailto:PlanAdmin@milwaukee.gov).**

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For additional information or to request this service, contact the Dept. of City Development ADA Coordinator at: (PH) 414-286-6076, (FAX) 414-286-0851 or by writing to the ADA Coordinator at: Dept. of City Development, 809 N. Broadway, 3rd Floor, Milwaukee, WI 53202-3617. Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. Registered lobbyists appearing before a Common Council Committee are required to identify themselves as such. More information is available at [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby).

