



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

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October 30, 2013

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

Dear Committee Members:

File No. 130621 relates to the First Amendment to a Detailed Planned Development (DPD) known as Greenwich Park Apartments, for building and site revisions, on land located north of East North Avenue and west of North Farwell Avenue, in the 3rd Aldermanic District.

This zoning change was requested by Mercy Housing Lakefront, and would permit changes to the site plan, building elevations, and unit and parking count for the previously approved development at 2353 and part of 2303 North Farwell Avenue. The amended project will occur in two phases, whereas the originally approved development was to occur in one phase. The first phase will consist of the construction of one building and 56 residential units, as well as accessory parking. This phase will be constructed on the existing City parking lot. The second phase will entail construction of a second building, which will link to the first building, which will include up to 44 additional residential units and associated parking, some commercial space, and parking for US Bank employees to replace the existing surface parking. Additionally, some upgrades to the driveway approaches for the US Bank drive-through will occur as part of the second phase. Previously, the building was to be five stories in height, and buildings are now proposed to be six stories in height. The building will be designed with building materials that primarily consist of an aluminum storefront window system, metal panel, burnished block, and corrugated metal. All overhead garage doors will be opaque to allow light to glow from the inside. Parking will be accessed from both Murray Avenue and Farwell Avenue.

The property is also within the East Side Architectural Review Board (ARB). On October 18, 2013, the ARB unanimously approved the building design and issued a Certificate of Appropriateness.

On October 28, 2013, a public hearing was held, and at that time, residents and business owners expressed support and opposition to the proposal. Those in support did not speak, and those opposed stated that the building would block views of business on East Thomas Avenue from East North Avenue, and that this development would create an excess in housing supply. Additionally, a resident stated that it would not be appropriate for children or families to live near taverns or other alcohol establishments. Since the proposed change is generally consistent with the recommendations of the Northeast Side Comprehensive Area Plan and the previously approved DPD, the City Plan Commission at its regular meeting on October 28, 2013 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Kovac

