



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

Rocky Marcoux
Commissioner
rmarco@milwaukee.gov

Martha L. Brown
Deputy Commissioner
mbrown@milwaukee.gov

May 22, 2014

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

Dear Committee Members:

File No. 140043 relates to the change in zoning from Planned Development to Commercial Service for redevelopment on land located at 2727 West Silver Spring Drive, on the southwest corner of West Silver Spring Drive and North 27th Street, in the 1st Aldermanic District.

This zoning change was requested by Cris and Orphie Schroeder, and would permit uses on the site that are compatible with the Commercial Service zoning district and the surrounding area. He intends to redevelop this site at 2727 West Silver Spring Drive in phases. First, he will construct indoor (self) storage on the southern portion of the site to generate revenue for the future phases. He intends to raze the existing structure located on the northern half of the property. Other uses contemplated for the site include light and heavy motor vehicle rental facilities, outdoor storage and heavy motor vehicle outdoor storage. In a final phase, the applicant is contemplating adding commercial uses such as retail or office along Silver Spring Drive. Some proposed uses may require approval by the Board of Zoning Appeals (BOZA).

On May 19, 2014, a public hearing was held and at that time, nobody spoke in opposition. At the hearing, the applicant's architect presented a conceptual site plan to the Commissioners as part of the presentation. Though specific plans are not approved as part of a regular zoning change, the Commissioners had questions and concerns regarding the site plan and design of the proposed buildings on the site, and whether a neighborhood meeting had been held. Given that the Commissioners thought that there wasn't a neighborhood meeting, a motion was made to hold the file for a cycle to allow the Alderman to hold a meeting and address concerns with a proposed screening wall along N. 27th Street. After the motion was made, the Alderman's legislative assistant clarified that the Alderman did reach out to the residents across the street door to door and informed the Commissioners that the Alderman was supportive of the proposal and zoning change. A new motion was made to approve the change in zoning, however, since there were still questions about the site development and future uses and some of the commissioners felt that there was additional neighborhood input needed, the City Plan Commission at its regular meeting on May 19, 2014, recommended that the proposed zoning change be placed on file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Ashanti Hamilton

