

April 3, 2003

To the Honorable Common Council
Zoning, Neighborhoods and
Development Committee
City of Milwaukee

Dear Committee Members:

Attached is File No. 021630, being a substitute ordinance relating to Amendment No. 2 to the General Planned Development (GPD) known as Kilbourn Square, located on the north side of West Kilbourn Avenue and east of North 24th Street, in the 4th Aldermanic District.

The second amendment proposes minor revisions to the previously approved general plan. The following uses are proposed to be added to the permitted use list:

1. Medical offices and health clinics, provided that no such facilities shall provide treatment to individuals recovering from drug or alcohol addictions
2. Personal instruction schools
3. Medical research laboratories and all types of research and development facilities.
4. Parochial schools
5. Catering services
6. Public or quasi-public facilities including all types of government facilities other than prisons, jails, community correctional centers or correctional facilities (whether residential or non-residential)
7. Business services
8. Not more than once per month, all or portions of the site may be used for special events sponsored by the owner and/or the tenants. Special events may include a health and wellness fair and/or health screening.
9. Indoor storage facilities and indoor wholesale and distribution facilities

Two large, surface parking lots exist adjacent to North 20th Street and North 24th Street. A small surface parking lot located on Kilbourn Street south of Building C provides additional parking. A total of 732 parking spaces are available on the site. The existing landscaping and existing fencing surrounding the surface lots will remain. As part of the second phase, the damaged portions of the fence and broken slats were replaced and painted as necessary.

Off premise signs are not permitted. Monument and wall signs are permitted and the following previously approved standards will still be followed:

Monument signs

1. One sign is allowed at the intersection of streets with up to a maximum of 7 signs.
2. Maximum height-15 feet.
3. Total surface area may not exceed 32 square feet.
4. Signs may be illuminated provided that the light source is not visible.
5. Intermittent-illuminated and moving signs are not permitted.

Individual User Signs

Each owner/tenant shall be permitted to maintain one monument sign and one wall sign near their space advertising their name, address and business. The total surface area for any one tenant/owner shall not exceed 100 square feet. If an owner/tenant does not erect a monument sign, the maximum square footage of that owner/tenant's permitted wall sign shall not exceed 60 square feet.

Additional signs

Construction and financing signs are allowed during the construction, but will be removed when construction is complete. Signage regarding leasing limited to 100 square feet is allowed for each separate space. Directional signage is also allowed.

All other aspects of the general plan remain the same.

On Monday, January 13, 2003, the City Plan Commission held a public hearing. At that time, no one spoke in opposition to the proposed third phase. Since this proposed zoning change is consistent with the general planned development and City plans for the area, the City Plan Commission at its regular meeting on January 13, 2003 recommended approval of the attached substitute ordinance.

Sincerely,

Julie A. Penman
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Henningsen