

October 4, 2011

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

Dear Committee Members:

File No. 110587 relates to the Second Amendment to the Detailed Planned Development known as Central Greens (f/k/a Story Hill Place), for construction of greenhouses, on land located on the south side of West Bluemound Road and east of North 51st Street, in the 10th Aldermanic District.

This amendment was requested by Story Hill Investments, LLC, and will allow for the construction of greenhouses on the site. An aquaponics system will be utilized, which will allow the six bay greenhouses and fish houses to produce fish, vegetable, and herbs year-round. Aquaponics is a combination of hydroponics and aquaculture that grows plants and fish together in one integrated system. It is anticipated that three greenhouses will be constructed in the first phase, followed by the remaining three greenhouses, and fish building in a second phase. One fish rearing building will be incorporated into the first greenhouse and the second will be located at the south end of the parcel. The greenhouses will have a maximum height of 16 feet and be constructed from square steel beams built on a concrete slab. The exterior will be covered in transparent 8mm twin wall polycarbonate sheeting. Central Greens also plans to conduct tours and workshops on a weekly basis, provided that they do not conflict with days on which the Brewers games are held, in order to alleviate traffic concerns.

On October 3, 2011, a public hearing was held and people for and against the proposal attended. Concerns of some neighbors included whether this proposal will fit into the historic neighborhood in terms of site layout and design, desire to have the commercial building constructed at the same time as the greenhouses, additional traffic that this will bring to the neighborhood, and whether the commercial use is compatible with the area east of 51<sup>st</sup> Street. Since the proposed zoning change is consistent with the recommendations of the West Side Area Plan and is similar to uses that previously occupied the site, the City Plan Commission at its regular meeting on October 3, 2011 recommended approval of the subject file, conditioned on the applicant making changes to the landscape plan to reflect removal of the fence and landscape where the abutting neighbors have requested removal of fence; showing entrance locations of the greenhouses and fish house; noting where seasonal market will be located; and adding tall arbor vitas along Bluemound elevation of the fish house.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Michael Murphy