



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

**Lafayette L. Crump**  
Commissioner

**Vanessa L. Koster**  
Deputy Commissioner

August 26, 2020

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

Dear Committee Members:

File No. 191891 relates to the change in zoning from Detailed Planned Development (DPD) to a new Detailed Planned Development known as Simon Landscape PD for the properties located at 4565 and 4569 South 20th Street, on the west side of South 20th Street, north of West Layton Avenue, in the 13th Aldermanic District.

In 2016, the Common Council approved a DPD that allowed development of an assisted living facility on the site, which was not constructed. Since that time, the site has been sold, and the new applicant/owner is seeking to establish a new DPD for the subject site, which includes two parcels. The northern, and smaller parcel (4565 South 20th Street) currently consists of a single-family residence, surface driveway and parking, and the old garage of former Don Hahlbeck Greenhouse, Inc. The larger parcel (4569 South 20th Street) consists of seven greenhouses, an office building, and a steel storage building.

On the 4565 South 20th parcel, plans entail the construction of a new one-story garage/office on the western side of the parcel, use of the existing residential building as a live-work unit (office on the first floor and single-family residence on the second floor), and the conversion of the existing garage to a "hospitality suite" to be used as an event space for education events related to the farming and primary uses. Additionally, the applicant is seeking to construct a 59-foot-tall (may be up to 65 feet tall) LED billboard towards the back of the parcel which faces north towards Highway I-43.

The southern parcel (4569 South 20<sup>th</sup>) included in the DPD consists of existing greenhouses (some of which are attached to the garage/hospitality suite) and several existing accessory buildings. The primary tenant and owner will be the applicant's company, Simon Landscape Company, however there will be multiple tenants on the site. The proposed DPD zoning will allow small scale farming, public programs for environmental education, food service related to programs, and indoor/outdoor storage of associated equipment, as well as other uses accessory to these uses, including but not limited to, hosting events. The DPD would also allow the construction at the west end of the site of an 8,100 sq. ft. steel framed building which will be leased to GRG Playscapes, for storage and production of their "natural playground equipment."

Prior to the City Plan Commission meeting, staff received three letters of support from neighboring properties adjacent to the site. On August 17, 2020, the City Plan Commission held a virtual public hearing and the applicants spoke about their business and plans for the properties. 13<sup>th</sup> District Ald. Scott Spiker also spoke in support of the zoning change and about his conversations with the owner. Since the proposed DPD is generally consistent with the previous use of the site as greenhouses and other accessory outdoor uses, and is consistent with the recommendations of the Southeast Side Plan, the City Plan Commission at its meeting on August 17, 2020 recommended approval of the subject file conditioned on providing final exhibits that incorporate staff comments, including, but not limited to, clarifying the number of bicycle spaces on each site, noting that the existing, mature evergreen trees adjacent to the proposed billboard will not be removed, and clarifying the maximum height of the billboard.



Sincerely,

A handwritten signature in black ink, appearing to read "Lafayette L. Crump". The signature is fluid and cursive, with the first name being the most prominent.

for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Spiker