

July 13, 2004

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

Dear Committee Members:

Attached is File No. 040219, being a substitute ordinance relating to the change in zoning from Industrial Mixed (IM) to Detailed Planned Development (DPD) known as First Place Condominiums, on land located on the Northwest corner of South 1st Place and West Seeboth Street, in the 12th Aldermanic District.

The applicant is proposing to renovate the existing 4-story Ferry Terminal building and construct an addition to provide a mixed use residential condominium building with up to 184 one and two bedroom dwelling units, 7,641 square feet devoted to retail space and Riverwalk. Amenities within the First Place Condominium building would include a community room for residents, fitness center, balconies, residential storage, a landscaped outdoor terrace and access to the Riverwalk. The current zoning permits a high density, multi-family residential use.

The exterior cladding would include metal panels and either wood panels and/or brick and used in a manner to create variety along the entire facade. Exterior insulation finish system would be used on the upper stories of the building. At the first floor retail area, a storefront glass system with canopies would be used. The main pedestrian entrance to the residential units would be from South Seeboth Street. A secondary lobby entrance to the residential unit would be provided from the Riverwalk at the midpoint of the building. One residential unit has direct access to the Riverwalk.

A separate entrance for the retail space would also be provided along the South Seeboth Street. A metal canopy system is proposed to further define the retail space. The intended tenants would be resident serving, such as a coffee shop or sit down restaurant, but may also become a lobby or common space if there isn't an interested retailer. While the applicant is indicating proposed street design along South 1st Place, the design of the public right-of-way will be determined by Public Works staff. The stub end of the street will provide access to the Riverwalk as well as adjoining properties. The stub end of the Riverwalk is proposed to be a plaza area. The Riverwalk would extend northerly and wrap around the north side of the building. The Riverwalk would incorporate elements of the Third Ward Riverwalk including a mesh railing and metal planters. Outdoor terraces would provide a transition from the Riverwalk to the condominium building. Site illumination along the Riverwalk is proposed with a fixture other than the harp light.

Due to the site conditions, underground parking is not economically feasible. Approximately 258 enclosed residential and 13 retail parking spaces will be provided. The garage door is located along West Seeboth Street. Signage standards have not yet been provided.

On Monday, July 12, 2004, the City Plan Commission held a public hearing. At that time, a residential neighbor and nearby business owner attended the hearing. The residential neighbor was opposed to the proposal believing that the increase in height would be detrimental to views. The business owner was concerned with parking and the guests of the condominium owners using the on-street parking that affects retail uses. The developer indicated that about 1 parking stall for each bedroom was provided and that 13 enclosed stalls would be reserved for the retail customers. Since the proposed detailed plan is consistent with City plans for the area, the City Plan Commission at its regular meeting on July 12, 2004 recommended that the attached substitute ordinance be approved conditioned on:

1. Revise floor plans, north and east elevations to eliminate parking at the Northeast portion of the building along the first floor Riverwalk area
2. Provide 1/8" scale south and partial east elevation to include the details of the materials for the first 4 stories.
3. Provide specification for the proposed garage doors
4. Provide specifications/details for all window types
5. Provide standards relating to wall signs in the Owner's Written Narrative and details of any proposed wall signage
6. Revise site plan to note that the streets will be designed by City staff
7. Note retail area on ground floor plan
8. Revise boat docking plan to include only those area that can be legally utilized

Sincerely,

Martha L. Brown
Acting Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Witkowiak
File