



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

March 8, 2021

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

Dear Committee Members:

File No. 201143 relates to the change in zoning from Downtown Neighborhood Retail, C9C, to a Detailed Planned Development, DPD, known as Nova for a mixed-use development on the property located at 1237 North Van Buren Street, on the west side of North Van Buren Street, north of West Juneau Avenue, in the 4th Aldermanic District.

The applicant, New Land Enterprises, is seeking a zoning change to allow the construction of a 9-story, 251 unit mixed-use development on the former Buca di Beppo restaurant site, which will be demolished along with the existing surface parking lot along North Van Buren Street. The proposed building will be placed up to the lot lines on the three street frontages (Van Buren, Jackson and Juneau) of the L-shaped parcel. The approximately 187 feet tall building will be eight stories in height along Van Buren Street and nine stories along Jackson Street, due to the sloping topography of the site.

The primary façade will face east towards Van Buren. This frontage is will consist of 8 townhomes with elevated terraces, a two-story entrance and lobby for apartment residents, and a two-story 2,200 square retail space at the corner of Van Buren and Juneau. The proposed development includes three levels of indoor parking with up to 302 spaces, for a ratio of 1.2 stalls per dwelling unit. Garage access will be located on the south and west sides, entered off Juneau Avenue and Jackson Street respectively. The building materials include a combination of brick and fiber cement board siding.

On March 8, 2021, a public hearing was held and at that hearing the applicant spoke about the project, the building design, and previous iterations of the building. Commissioners asked the development team about unit pricing, development timelines and certain design elements, particularly the privacy walls along the 8 townhomes. The architect explained that the final privacy wall design was the result of working with staff to come up with a design that incorporated high-quality materials while balancing providing a positive pedestrian experience with privacy for townhome residents. Several members of the public spoke on the subject file, with the majority expressing support for the zoning change and the need to develop the underutilized corner and bring new residents to the neighborhood. A few concerns were voiced, however, including that the building height might block neighboring views and that it might negatively affect street parking. The owner of the adjacent USPS building also expressed some concern that the development might impede on their ability to further access and develop their property. Staff noted that 11 letters had been submitted on the file; 9 letters supported the zoning change, 1 stated no opinion, and 1 was from the aforementioned USPS building owner requesting to delay final action on the matter.

Since the proposed development is consistent with the recommendations of the Downtown Area Plan and provides significant density and a commercial space at this important intersection along the



streetcar route, the City Plan Commission at its regular meeting on March 8, 2021 recommended approval of the subject file conditioned on the applicant working with staff on articulation of the townhouse street edge.

Sincerely,

 for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bauman