

April 25, 2006

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

Dear Committee Members:

File No. 051670 is a substitute ordinance relating to the change in zoning from a General Planned Development (GPD) to a Detailed Planned Development (DPD), Phase 1, on land located on the North Side of East North Avenue and East of North Humboldt Avenue, in the 3rd Aldermanic District.

This substitute ordinance permits the construction of a student housing building on the east side of the Milwaukee River and north of East North Avenue. Site development includes internal private drives and alleys to serve four buildings and the continuation of a pedestrian and bike trail system that will connect to the existing neighborhood. The student housing building would be located on the eastern portion of the site, with a mixed-use commercial and residential building along East North Avenue and market rate housing buildings at Walworth Street and redevelopment of the Sign Effects building at Stanley Place. There would be 200 market rate dwelling units, 131 student housing rooms and 25,000 square feet of retail tenant space. Both surface and underground off street parking would be provided for each building.

The first phase of the Detailed Plan includes construction of a student housing building for the University of Wisconsin-Milwaukee ("UWM"). This building would be long term leased by the UWM Foundation and operated by UWM Student Housing Department. It would have a masonry and metal exterior with 5 stories on the west side and 6.5 stories on the east side along the west side of the Milwaukee River. There would also be an outdoor plaza area to the east with connections to the bike trail.

The loading dock is located on the north side of the property with internal parking accessed on the south side of the property, off of N. Commerce Street extended.

On April 24, 2006, a public hearing was held and at that time several neighbors spoke in opposition to the proposal. Concerns were raised over the safety of the neighborhood, parking availability and the use of the land. Those who spoke in favor of the proposal included the developer, Alderman D'Amato, the neighborhood association and other local residents. Since the proposed change complies with the Zoning

Code and City plans for the area, the City Plan Commission at its regular meeting on April 24, 2006, recommended approval of the subject ordinance conditioned on continuing to work with staff on the final building design details.

Sincerely,

A handwritten signature in black ink, appearing to read "Rocky Marcoux". The signature is stylized and somewhat cursive, with a prominent "R" and "M".

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. D'Amato