

November 15, 2011

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

Dear Committee Members:

File No. 071364 relates to a change in zoning from General Planned Development to Detailed Planned Development (DPD), Phase II, known as ReadCo, on land located on the North Side of East North Avenue and East of North Humboldt Avenue, in the 3rd Aldermanic District.

This file will permit residential and commercial development along East North Avenue. Specifically, this proposal will allow for the development of a 4-5 story, mixed-use building consisting of 122 residential apartment units, 2,000 square feet of ground floor commercial/retail space, enclosed indoor parking, and an outdoor surface parking lot. The existing freestanding billboard sign will be relocated to the roof of the building and integrated into the overall design of the building.

On November 14, 2011, a public hearing was held and at that time nobody spoke in opposition. Since the proposed Detailed Planned Development is consistent with the recommendations of the Northeast Side Area Plan and the previously approved GPD, the City Plan Commission at its regular meeting on November 14, 2011 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Nik Kovac