



**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

9<sup>th</sup> Ald. District

**CITY PLAN COMMISSION  
ZONING REPORT**

**Ordinance File No.**      [220766](#)

**Location:**                      7300 – 7500 West Dean Road

**Applicant/  
Owner:**                          AB Village Owner LLC

**Current  
Zoning:**                          Detailed Planned Development (DPD) known as Friendship Village (aka Trinity Village), now to be known as Sycamore Place

**Proposed  
Zoning:**                          6<sup>th</sup> Amendment to the DPD

**Proposal:**                          A DPD was approved for this site in the late 1960's and was amended over time to allow residential units (inclusive of assisted living and independent senior housing) as well as a skilled nursing facility. AB Village Owner LLC, the applicant for this file, purchased this site earlier in 2022. Currently, the building is experiencing a high vacancy rate, which will increase when the assisted living operator leaves the site at the end of October. The purpose of this amendment is to add multi-family residential as a permitted use to the existing building. The owner plans to keep the skilled nursing portion of the existing building as-is, dedicate the eastern portion of the building to independent senior housing, and utilize the balance of the building as market-rate housing.

The applicant, AB Village Owner LLC, purchased this site in April 2022 and has begun to implement upgrades and work to address deferred maintenance by the previous owner, and is requesting this amendment to allow an additional housing option (non-age restricted residential units) in order to occupy the large number vacant units, which will increase when the assisted living operator leaves the facility at the end of October 2022.

The existing DPD was approved as a senior living community and allows for 322 residential units (178 independent senior living units and 144 assisted living units) and an 87-bed skilled nursing facility. This amendment will allow the addition of non-age restricted units as a new use, but will not increase the previously approved number of units (322). The skilled nursing facility is expected to remain,

and will not change as part of this amendment. With the addition of this new use to the site, other changes to the DPD zoning are as follows:

- Separation of the building into zones for the skilled nursing facility, non-age restricted residential units, and age-restricted residential units. The applicant has stated in their DPD narrative that approximately 96 units will be age-restricted and 226 will be non-age restricted.
- Dedication of a building entrance to residents of the age-restricted section of the building.
- Addition of outdoor amenities as shown on the Exhibit 2 diagram of the DPD documents.
- Addition of bicycle parking in compliance with the zoning code. See section below for additional details.

The new owner, property manager, and other representatives have met with the existing residents to provide information on the proposed plans for the facility and listen to feedback, and provided a summary of the meeting as part of the zoning exhibit. Additionally, DCD staff has attended a few meetings (outlined below) and spoken with a resident of the site. Many of the questions/concerns of the residents that have been expressed during meetings and calls relate to the operations of the facility, including how amenities and services such as dining available to current senior residents, will integrate with non-age restricted residents, security, and general maintenance. These types of items are not regulated by zoning, though the applicant has included as an attachment to the zoning exhibit the improvements that are proposed to be made to this property.

While many of the operational items that have been brought up during public meetings on this project are not ones that are governed by zoning, this amendment includes plans that demonstrate the separation of the non-age restricted units from the age-restricted units, which will occupy the east side of the building. The age-restricted portion of the building will be physically separated from the non-age restricted section by a new internal wall, and residents of the age-restricted portion of the building will have their own building entrance. The non-age restricted units will be located in the central portion of the building, including the space that was previously occupied by the assisted living units. The skilled nursing facility will remain on the far west side of the building.

### **Circulation, Parking and Loading:**

Pedestrian access: Existing public sidewalks and interior walkways will remain. The existing entrance to the building at 7300 W. Dean Road will be the main entrance to the non-age restricted units, and the entrance on N. 72<sup>nd</sup> Street will be the main entrance for the age-restricted units. The existing entrance at 7500 W. Dean Road will continue to serve the skilled nursing facility.

Automobile access and parking: The existing parking on the site is consistent with the previously approved DPD, and is not proposed to change as part of this amendment. There are a mix of surface and garage stall parking spaces for a total of approximately 165 on-site parking spaces. Additionally, the applicant notes

that there are approximately 83 on-street parking spaces immediately adjacent to this site, for a total of 248 parking spaces. See Exhibit 1 in the DPD documents for a more detailed outline of parking allocations.

Note that this on-street (and thus total) parking count includes assuming street parking on both sides of N. 72<sup>nd</sup> Street, which per the Dept. of Public Works, is not possible due to the width of the right-of-way.

Staff have requested additional information from the developer about their parking plan, including analysis related to the existing and proposed supply of parking and the anticipated demand based on the proposed unit mix.

The applicant's team is continuing to respond to DPW's comments and staff questions related to parking at the time that this staff report was drafted.

**Bicycle parking:** Bicycle parking will be added in compliance with the zoning code. This equates to 83 long-term bicycle parking stalls and 13 short-term bicycle parking stalls. Of these, 56 long-term and 8 short-term spaces will be designated for non-age restricted units in Amenity Zone B. 25 long-term and 4 short-term stalls will be designated for age-restricted units in Amenity Zone B. Finally, 2 long-term and 2 short-term stalls will be designated for the skilled nursing use.

**Loading:** Garbage dumpsters are located on the north side of the property, and trucks will continue to access the dumpsters via access drives along N. 72<sup>nd</sup> Street.

**Landscaping &  
Open Space:**

Existing landscaping will remain unchanged and as permitted under the 5<sup>th</sup> Amendment to the DPD. Within existing landscaped areas, the applicant intends to add certain amenities to serve the non-age restricted residential units, including grilling areas, patio space, outdoor green space, community recreation area, and playground, among others. These amenities will be on the west or north areas of the site as shown in Exhibit 2. Existing outdoor recreation areas for age-restricted units will be on the east side of the property and include gazebos, outdoor greenspace, community recreation areas, and landscaped courtyards.

**Signage:**

There are 2 existing freestanding monument signs on the site (northwest corner of Dean and 76<sup>th</sup>, and at 7300 W. Dean Rd.) that will remain and may be updated. An additional freestanding monument sign is proposed for the northwest corner of Dean Road and 72<sup>nd</sup> Street, and will not exceed the height or square footage of the existing monument signs.

**Granville Advisory  
Committee:**

The Granville Advisory Committee (GAC) is a 7-member body of public citizens, and was established to review plans and proposals for redevelopment projects in the Granville Development District for consistency with the goals of the Granville community. It advises the Common Council, BOZA, Plan Commission, and other appropriate City bodies on development proposals within the boundary. The

Granville Advisory District is generally bounded by W. County Line Road to the north, W. Good Hope Road to the south, N. 60<sup>th</sup> Street to the east, and N. 107<sup>th</sup> Street to the west. This site is within the boundary.

The GAC first considered this item on September 7, 2022. Upon hearing a presentation from the owner and his representatives, including the property manager, and listening to comments from current residents of the building (largely relating to operations of the facility), the committee moved to hold the item to allow the owner to continue to communicate with the residents.

On October 5, 2022, the committee reheard this proposal. At that time, the owner provided an overview of outreach and steps that had taken place since the last meeting, including committing to dedicating the east portion of the existing building to age-restricted senior independent living units, providing additional security on the site, showing existing residents a model unit that includes upgrades that are anticipated to be made to all units, and outlining other extensive improvements that are intended to be made to the site and building in the future. A resident and a resident's family member spoke at the meeting, stating that they understand the need to occupy the building. A resident reiterated questions and concerns relating to the operations of the facility, especially once a portion of the building is open to all ages. Ultimately, the committee approved the proposal.

DCD Planning staff and the District 9 Legislative Assistant attended both of these virtual meetings.

**Adjacent Land Use:**

A multi-family residential development for seniors is to the east, commercial uses are to the south, multi-family residential uses are to the west, and single-family residential-zoned parcels and Sisters of Charity of St. Joan are to the north.

**Consistency with Area Plan:**

This site is located within the Northwest Side Comprehensive Area Plan boundary. The relevant plans are the Northwest Side Area Plan (adopted in 2008) and the Granville Strategic Action Plan & Land Use Study (2017). The area the development is in is characterized by a mix of land uses that include commercial corridors and shopping centers, institutions, park lands, and residential development. This area of the northwest side of Milwaukee includes Granville Station (the former Northridge Mall) and the Brown Deer Road commercial corridor. The residential uses are mainly represented by large complexes of multifamily rental housing and condominiums. Housing diversity is limited in this district, with the majority of housing being rental units within larger complexes (page 90).

The plan promotes the conservation of existing structures along with infill housing. Renovation is preferred over demolition (page 76). The Granville Strategic Action Plan and Land Use Study contains a goal to “[p]rotect and stabilize residential housing and neighborhoods through efforts to increase owner occupancy, market housing opportunities to area employers, and encourage responsible management of rental properties in the area. The Plan

also specifies the desire to strengthen the values of properties in high density residential areas through continued emphasis on housing improvements and crime reduction. Any new multi-family housing proposed for the area should be prioritized along existing commercial corridors and should be developed to be accessible by transit, include strong pedestrian connections between the building and the street, and increase the socioeconomic diversity of the area. Senior housing and housing choices that may attract young professionals in particular has been identified as a potential need in the area (page 66).

Given the continued use of existing multifamily with improvements for existing and new tenants, the location of the housing along the 76th Street corridor, which is accessible by transit (high frequency route #76), including maintaining senior housing and new housing choices that may attract young professionals in the area, this proposed zoning update is consistent with the Comprehensive Plan.

**Previous City  
Plan Commission**

**Action:**

5/1970 – City Plan Commission recommended approval of the establishment of a Detailed Planned Development (DPD) known as Friendship Village (File No. 69-1175 a,b).

5/1972 – City Plan Commission recommended approval of the 1<sup>st</sup> Amendment to the DPD known as Friendship Village (File No. 71-2820 a,b).

10/1973 – City Plan Commission recommended approval of the 2<sup>nd</sup> Amendment to the DPD known as Friendship Village (File No. 71-2820 c,d,e).

11/1980 – City Plan Commission recommended approval of the 3<sup>rd</sup> Amendment to the DPD known as Friendship Village (File No. 80-852 a,b).

8/2003 – City Plan Commission recommended approval of the 4<sup>th</sup> Amendment to the DPD known as Friendship Village (File No. 030438).

8/2010 – City Plan Commission recommended approval of the 5<sup>th</sup> Amendment to the DPD known as Friendship Village (File No. 100266).

**Previous Common  
Council Action:**

6/9/1970 – Common Council approved the establishment of a Detailed Planned Development (DPD) known as Friendship Village (File No. 69-1175 a,b).

6/15/1972 – Common Council approved the 1<sup>st</sup> Amendment to the DPD known as Friendship Village (File No. 71-2820 a,b).

11/20/1973 – Common Council approved the 2<sup>nd</sup> Amendment to the DPD known as Friendship Village (File No. 71-2820 c,d,e).

12/19/1980 – Common Council approved the 3<sup>rd</sup> Amendment to the DPD known as Friendship Village (File No. 80-852 a,b)

9/23/2003 – Common Council approved the 4<sup>th</sup> Amendment to the DPD known as Friendship Village (File No. 030438)

9/21/2010 – Common Council approved the 5<sup>th</sup> Amendment to the DPD known as Friendship Village (File No. 100266).

**Staff**

**Recommendation:**

Since the proposed amendment to the DPD will allow an additional opportunity for housing within the existing building, which is substantially vacant, and there will be added amenities and bicycle parking, and the proposal is consistent with the comprehensive plan, staff suggests that the City Plan Commission recommends approval of the subject file conditioned on providing final exhibits that incorporate staff comments relating to vehicle parking, bicycle parking, and other technical clarifications.