



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

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July 15, 2013

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

Dear Committee Members:

File No. 130309 relates to the First Amendment to the Detailed Planned Development (DPD) known as ReadCo, for building design changes, on land located on the north side of East North Avenue and east of North Humboldt Avenue, in the 3rd Aldermanic District.

This zoning change was requested by HD Development LLC, and would approve new exterior building elevations and remove the digital billboard sign. The original approval included the integration of a digital billboard into the design of the building, as an existing billboard sign is located on this site and was required, through a lease, to remain. However, the developer has executed a buyout agreement with the billboard company, resulting in the removal of the sign from the property and the project. The building has been redesigned as a result of the sign no longer being located on the roof.

Building materials of the new elevations include modular brick, metal shingle or cement board, painted metal balconies and, aluminum storefront systems. A green wall cable/mesh system will be along the base of the east elevation, which faces Commerce Street. Perennial vines will be planted at the base of these panels and the vines will intertwine the cables/mesh to create a green wall effect.

Consistent with the originally approved DPD, the development will have up to 122 residential units and approximately 125 off-street parking spaces. All other aspects of the originally approved DPD remain unchanged. Additionally, the connection of the site to the Beerline bicycle path will be done in conjunction with construction of the building.

On July 15, 2013, a public hearing was held and at that time, the property managers for Columbia-St. Mary's, on the south side of East North Avenue, expressed support for the project, but were concerned about there being enough parking for guests of residents. They noted that residents could utilize their parking lot after 5 pm, but not during business hours. The developer also noted that the project supplies better than a 1:1 ratio of parking spaces to residential units. Since the proposed change is consistent with the previously approved DPD, the City Plan Commission at its regular meeting on July 15, 2013 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Nik Kovac

