



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

Ald. Coggs
6th Ald. District

CITY PLAN COMMISSION
ZONING REPORT

Ordinance File No. [211899](#)

Location: 1555 North Rivercenter Drive

Applicant/
Owner: Nicholas Marking (applicant) / SP Milwaukee Propco1, LLC. (owner)

Current
Zoning: Mixed Activity (C9G), Riverwalk Site Plan Review Overlay Zone (SPROZ)

Proposed
Zoning: Site changes within the Riverwalk Site Plan Review Overlay Zone (SPROZ)

Proposal: This file refers to site changes on a portion of the existing parking lot of Schlitz Park to accommodate a seasonal beer garden adjacent to the Riverwalk located at 1555 North Rivercenter Drive, on the west side of the Milwaukee River, north of West Cherry Street, relative to the Riverwalk Site Plan Review Overlay Zone (SPROZ) established by Section 295-91.0021 of the former Milwaukee Code, in the 6th Aldermanic District.

The beer garden will be located on the eastern side of an existing surface parking lot, west of the existing landscape strip that separates the Riverwalk pedestrian path from the parking lot, and will operate between May 1 and October 31 each year. All site elements will be removed after the season ends to allow normal use of the parking lot. The beer garden will be enclosed by a low, decorative perimeter fence. A bar will be located within a container structure on the south side of the site, with two adjacent tap trailers. The site plan also includes an area for food trucks, a platform stage (though the applicant does not anticipate incorporating it at this time), and 40 picnic tables. Garbage and recycling cans will be located across the site and port-a-potties will be placed on the east side of the pump house. Proposed signage includes a 4 foot by 8 foot sign at two entry locations and one 3 foot by 3 foot sign near the Riverwalk and is subject to the base zoning regulations.

Adjacent Land Use: The subject parcel is within the C9G zoning district and is bordered by the Milwaukee River to the east. Adjacent properties to the northwest are also

within the Mixed Activity (C9G) zoning district. Parcels across the river and to the northeast and southwest of the subject site are within the Redevelopment District (RED).

**Consistency with
Area Plan:**

The proposed site improvements are within the boundaries of the Downtown Area Plan, approved by the Common Council in 2010. The plan recommends activating the Riverwalk at Schlitz Park with additional uses to take advantage of the unique riverfront location. The plan also identifies the Milwaukee River Corridor as a major connector from north to south, and supports a mix of uses along the river and Riverwalk system – including dining areas and retail kiosks with food and beverage sales. The proposed site improvements are consistent with the recommendations of the Downtown Area Plan.

**Previous City
Plan Action:**

None.

**Previous Common
Council Action:**

None.

Recommendation:

Since the proposed seasonal beer garden is consistent with the goals of the Riverwalk overlay and will activate a currently automobile-oriented use, staff recommends that the City Plan Commission approves the subject file.