



Department of City Development

Housing Authority  
Redevelopment Authority  
City Plan Commission  
Historic Preservation Commission

Michael L. Morgan  
Commissioner  
Patrick G. Walsh  
Deputy Commissioner

January 6, 1998

File Reference.

CPC:MLM:JRH:pl  
File No. 970859

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

Dear Committee Members:

Attached is File No. 970859, being an ordinance relating to the change in zoning from a general planned development known as Humboldt Yards (Commercial Parcel) Phase I, on lands located on the southeast corner of East North Avenue and North Humboldt Boulevard, in the 6th Aldermanic District.

American Stores Properties, Inc. has acquired the 12.57 acre parcel at the southeast corner of North Humboldt Boulevard and East North Avenue from CMC Inc. and is requesting the approval of a new Detailed Planned Development (DPD) for the 7.97 acre portion adjacent to the intersection to permit the construction of a commercial center. The commercial parcel is similar to but 10% smaller than the current City Crossing DPD which permits the development of 107,000 square feet of commercial space on a 8.87 acre parcel with 372 parking spaces.

As indicated in the City Plan Commission letter relative to the GPD (Ord. File No. 970857), American Stores plans have evolved as a result of design and architectural modifications aimed at fitting the center into the neighborhood. The following objectives were used by staff to evaluate the evolving proposal:

1. Create a street and block pattern consistent with the surrounding neighborhood;
2. Maximize public access to and through the site as well as to the river area;
3. Break up the scale and massing of buildings and building facades along East North Avenue and North Humboldt Boulevard and design them to be more pedestrian friendly; and
4. Minimize parking areas, maximize green space and provide a balanced circulation system for both cars and pedestrians.

The first phase of the new detailed planned development calls for up to 85,657 square feet of retail space located in three buildings. Two of the buildings face East North Avenue and have the use of an adjacent 39 space parking deck with direct access from East North Avenue. The Jewel/Osco store will be oriented to the south and will contain an area of 63,931 square feet with its own 324 parking spaces. A future retail site of approximately 12,000 square feet, located east of the Jewel/Osco building will be sodded until market conditions supports its development. To the south of the undeveloped site will be a "town square" of approximately 27,000 square feet. It will be an open,

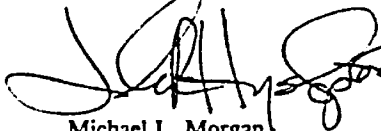
landscaped park. All signs in the commercial center will be mounted on building walls, retaining walls or brick screening walls, and no one sign will exceed 300 square feet in size on any one face. The amount of usable greenspace and river area access has been significantly increased.

Plans for the center have evolved from a typical strip shopping center with a big-box Jewel/Osco building to a design that has smaller, individual retail stores along East North Avenue and a unique architectural treatment for the larger, Jewel/Osco building. The architectural approach utilizes a combination of materials and design elements that breakdown the scale of the buildings. Architectural elements used throughout the site include brick screening and retention walls, wrought iron fencing and both exterior and interior landscaping.

A public hearing was held on December 17, 1997 at which time a considerable number of concerns and objection to the proposal as well as support were expressed. A somewhat more detailed accounting of the comments is included in the City Plan Commission letter relative to the GPD (Ord. File No. 970857).

Since the proposal is consistent with city plans for the area, the City Plan Commission at its regular meeting on December 22, 1997 recommended approval of the attached ordinance subject to the receipt of final environmental clearance by the Department of Natural Resources and the redesign of the retail space along East North Avenue to provide more facade variety. Staff is currently working with the owner to improve the facade treatment along East North Avenue and will advise you when the environmental issue has been resolved.

Sincerely,



Michael L. Morgan  
Executive Secretary  
City Plan Commission of Milwaukee

Attachment

cc: Ald. Henningsen  
Bruce Block