

July 26, 2001

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

Dear Committee Members:

Attached is File No. 990181, being a substitute ordinance relating to the change in zoning from Manufacturing (M/B/85 and M/C/60) to General Planned Development (GPD) known as Brewers Hill Commons, located on the south side of West Brown Street and east of North Palmer Street, in the 6th Aldermanic District.

The general plan establishes the master plan and design guidelines for future development of single-family, townhomes and loft apartments/condominiums.

At least 1 parking space will be provided for each dwelling unit. Most parking will be enclosed and all surface parking areas will be located mid-block, where possible and be screened.

The following sign standards are proposed:

Construction Signs: In order to properly notify the public where each phase of the Development is located, signs pertaining to the construction or sale of a residential unit not exceeding 8 feet in height and 24 square feet in area are permitted. Attached are locations and designs of these signs. Construction and sale signs must be removed upon completion of construction and sale of each phase.

Project Signs: Up to 2 monument signs pertaining to the overall planned residential development, may be located at or near the entrance to the development, with design, scale, material and location in harmony and complementary to the overall residential development and character of the surrounding area. This type of sign may be illuminated with the source of light not visible. These signs may not exceed 8 feet in height and 24 square feet in area and individual letters not exceeding 18 inches are allowed. It is encouraged that these signs are integrated into other site elements (i.e. decorative fences or low, masonry walls).

Building Identification Signs: One building sign is permitted on the front face of individual multi-unit buildings identifying the name of the building. Their design, scale and material shall be complementary to the building. Only back-lit, individual letters not exceeding 18 inches are permitted.

On July 23, 2001, a public hearing was held by the City Plan Commission and at that time one nearby owner attended to ask questions regarding the proposal. The developers have been in contact with the Brewers Hill Neighborhood Association and have held an additional neighborhood meeting recently. Since this proposed rezoning is consistent with the City plans for the area, the City Plan Commission at its regular meeting on July 23, 2001 recommended approval of the attached substitute ordinance conditioned on eliminating Block A from the general plan and providing minor revisions to the owner's written narrative.

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ZND Referral Letter

Sincerely,

Julie A. Penman
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Johnson-Odom