

October 13, 2010

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

Dear Committee Members:

File Nos. 100290 and 100291 relate to a change in zoning from Two-Family Residential to a General Planned Development (GPD) known as the Concordia Trust Property, and the change in zoning from GPD to a Detailed Planned Development (DPD) known as the Concordia Trust Property, Phase 1, on land located on the East Side of North 33rd Street and South of West State Street, to allow for the redevelopment of the former Concordia College Campus, in the 4th Aldermanic District.

This rezoning was requested by Irgens Development Partners, on behalf of Forest County Potawatomi Community, and will allow for the redevelopment of the former Concordia College Campus by renovating the existing buildings to create an historic campus and attract new development to the area that provides employment opportunities with proposed uses such as office and light assembly. The Phase 1 DPD will allow for the renovation of several existing historic buildings and other site improvements, including surface parking, landscaping, signage and fencing, as necessary.

The former Indian Community School Property was identified in the Near West Side Plan as a Catalytic Project. Although the plan does not detail specific re-use plans, it does identify the following objectives: Obtain compatible reuse of a soon to be unoccupied property, and attract development that will have a positive impact on the community.

On September 10, 2010, the City Clerk's office received a packet of protest petitions with respect to the General Planned Development. These petitions have been reviewed by both the Department of City Development and City Attorney's office for both form and sufficiency and determined to be correct and representing more than 20% of properties extending 100 feet from the street frontage of the opposite land. As a result, when this file is considered by the Common Council, a  $\frac{3}{4}$  vote (12 votes) would be required for passage.

On September 20, 2010, a public hearing was held and at that time, several people spoke in favor and in opposition to the proposal. While neighbors appreciated Potawatomi's commitment to restoring the historic buildings, there was concern over the proposed light assembly use and possible noise that would accompany it. Since the proposed zoning changes are consistent with the approved Near West Side Comprehensive Area Plan and preserve the historic buildings, staff suggests that the Plan Commission recommend approval of the file, conditioned on:

- Removing all references to pole mounted signs (i.e. p. 9 of the GPD narrative)
- Clarifying that signage for new buildings will be Type A and will follow LB2 standards (p. 9 of GPD narrative)
- Removing reference to off-premise signage (p. 9 of GPD narrative)
- Clarifying and defining overhead mounted signs within the GPD narrative.
- Increasing setbacks of surface parking lots along W. State and N. 33rd Street to a minimum of 20 feet, which will reduce the amount of onsite surface parking.
- Revising the „Itemization of Land Area Covered by Buildings” chart for the new buildings in both the GPD and DPD, to reflect the change in minimum building front setback and reduction in new building footprint.
- Defining the types of trucks that will be utilizing the delivery docks on the site. Narrative currently states “Penske”-type trucks.
- Adding a statement to the narrative clarifying that parking lots will be developed in conjunction with new construction or rehabilitation of office space.
- Adding the minimum building front setback dimension for new buildings, so it's clear what the setback averaging is.
- All new transformers, substations, power driven rotating equipment, and HVAC equipment should be screened, sound proofed and located in such a manner that no audible sound from this equipment can be detected at any existing residential property adjacent to the site.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Robert Bauman