

November 17, 2006

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

Dear Committee Members:

File No. 060913 is a file to establish a Development Incentive Zone overlay known as The Brewery Project, on land located generally North of West Highland Avenue and West of North 8th Street, in the 4th Aldermanic District.

This file establishes a Development Incentive Zone and approves Exhibit A relating to permitted and prohibited uses and Exhibit B relating to design standards for existing historic buildings and future infill development. The Brewery Project consists of both existing and proposed structures that will include a variety of retail, mercantile, entertainment, and hospitality uses at the street level, as well as residential and office uses on the upper floors. Urban open space will be incorporated into the overall development. It is the intent of the project to complement the historic fabric of the original Pabst brewery as well as revitalize the area.

The entire former Pabst Brewery is located within a national register district. Additionally, all buildings except the Pump House and the Shipping Center are within a local register district. The designs of new additions shall be sensitive and complementary to historic architecture, and should be designed to enliven the street frontage. New buildings will be located so as to create walkable streets along primary retail frontage and relate to the character and scale of existing buildings and the surrounding neighborhood. The pedestrian realm and connections shall be enhanced with regard to access, circulation, and parking; new building construction, landscaping and lighting.

The City Plan Commission at its regular meeting on November 20, 2006, recommended approval of the subject file, conditioned on the developers working with staff on the final use list and revising design standards.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Robert Bauman