



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

June 21, 2021

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

Dear Committee Members:

File No. 201471 relates to the 2nd Amendment to the General Planned Development, GPD, known as Park Place Technology Center (f/k/a Jacobus Company Development) and the change in zoning from GPD to a Detailed Planned Development, DPD, known as Park Place Technology Center, Phase 3 to allow construction of an industrial building on the southern portion of the property located at 11601-11745 West Bradley Road, on the south side of West Bradley Road, east of West Park Place, in the 5th Aldermanic District.

This file both amends the GPD and establishes a new DPD known as Park Place Technology Center, Phase 3 on land that is currently zoned GPD. An amendment to the GPD is necessary to allow a parking encroachment into the 25-foot setback area in the Phase 3 area. This file would amend the GPD to establish a new 10-foot parking encroachment setback. According to the applicant, the original building size envisioned years ago is no longer of a width that is sought after by industrial tenants. Therefore, in order to attract tenants they are now seeking a wider building than initially envisioned. In order to accommodate the larger building, the parking field has been narrowed and pushed south into the 25-foot setback. In order to offset the narrower setback, the applicant will install an enhanced landscape.

The proposed one-story, 89,650 sf building will be a light industrial space is designed to allow for one or multiple tenants with up to four entries. The building will consist of white and grey precast concrete capped with anodized aluminum coping. The building will include short parapets at the grey entrance elements to add some variation to the roofline. The main entrance will include an aluminum storefront canopy. A new stormwater pond will be constructed exclusively for Phase III to the west of the building.

Up to 132 new parking spaces will be provided, primarily on the east and south sides of the building. Except for the parking encroachment setback amendment described above, all parking and landscaping conform to the standards of the GPD. 22 truck docks and 4 drive-in doors are included on the north side of building. One new sign is proposed at the existing driveway on Phase 1 (north end of the site) for the benefit of Phase 3. The sign will be of the same character as the existing monument sign on the west side of the entrance. Up to four future building wall signs will be allowed, but are dependent on future tenant needs.

The City Plan Commission held a public hearing regarding this item at its regularly scheduled June 21, 2021 meeting, and no members of the public attended to comment on the proposed zoning change. Since the proposed Phase 3 development of a light industrial building on the south portion of the



site is consistent with the previously approved GPD, the amendment to the GPD allows a building footprint of a typical modern industrial building, and the development is consistent with the recommendations of the Northwest Side Plan, the City Plan Commission at its regular meeting on June 21, 2021 recommended approval of the subject file.

Sincerely,

A handwritten signature in black ink, appearing to read "L. Crump", followed by the word "for" in a standard font.

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Dodd