



**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

September 23, 2020

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

Dear Committee Members:

File No. 200463 relates to the change in zoning from Industrial Light, IL1, to Detailed Planned Development, DPD, for the property located at 6270 North 76th Street, and the Second Amendment to the DPD known as 5XEN Marketplace (previously known as Milwaukee's Asian Markets Phongsavan) for the properties located at 6270 and 6300 North 76th Street, on the east side of North 76th Street, south of West Mill Road, in the 2nd Aldermanic District.

In 2009, a DPD was established for Milwaukee's Asian Markets Phongsavan on the property located at 6300 North 76th Street. While this 2009 approval was for construction of a new building, it was not constructed until after a 2014 amendment that expanded the use list and allowed the construction of a new building with approximately 143 retail merchant stalls, a food court, a multi-purpose area, and a variety of office and commercial uses on the second floor.

Since then, the property has come under new ownership, 5XEN, Inc., who is seeking to expand the existing market. This amendment proposes constructing an addition to the primary 2-story building on the northern (6300) parcel. To allow room for the building addition and expanded parking, three structures are to be removed as part of this project: the 14,000 SF grocery store at 6318 North 76th Street, the 6,000 SF masonry building at 6270 North 76th Street, and the 4,700 SF Quonset storage building at the rear of the same site.

The existing 2-story building would be unchanged in height, although the façade will be altered to include new accent materials at all sides and new canopies to accent entrances on the north and west sides. The addition to the existing building will be 3-stories in height, (approximately 49') and consist of materials compatible with the improved existing building such as natural stone, metal aluminum composite panels with colorful accents, glass curtain wall, and precast concrete wall panels. The west entrance of the addition will be a major entrance to the facility and the primary entrance for the relocated grocery store. The newly expanded facility will be approximately 115,000 SF and include first floor retail, food court and grocery store functions. The second floor will house office-type tenants, rentable meeting rooms with a lounge; and a third-floor semi-public lounge.

The project involves converting most of the balance of the site into expanded surface parking (188 spaces) for employees and customers, specifically at the north and south sides where limited off-street parking now exists. Pedestrians can access the site through two entrances along the western side of the site. Though no current bicycle parking accommodations exist on the site, new bike parking areas are provided at walkways and near entrances, including 40 bicycle parking spaces, 10 of which will be under covered areas for long-term parking. Gardens are being proposed adjacent to the north and south sides of the building. Screening will be accomplished through new plantings at the west, north, and south sides.

Type A wall signage (5XEN) is proposed for the north, west, and south elevations of the existing building, with the largest sign at the west/main entrance of the addition. A digital changeable message sign is proposed for the west and south corners of the existing building. The two existing freestanding signs on the site will be removed. Additionally, 5' tall sculptural letters (5XEN) are proposed to be located near the vehicular entrance and will be illuminated from the ground.



On September 21, 2020, the City Plan Commission held a virtual public hearing and the applicants spoke about their business and development plans. Commissioners asked questions about the current business operations, the site plan, the approved uses, and employment projections. According to the applicant, the facility currently provides jobs for over 190 employees, including entrepreneurs and small business owners. They estimate that the completed project will provide an additional 75-100 positions. Two commissioners also expressed concerns based on experience that the location of parking was unclear and necessitated further clarified directional signage. No one from the public spoke in opposition to the zoning change.

Since the proposed zoning change and amendment to the DPD zoning facilitates the expansion and improvements to the existing market and is consistent with the Northwest Side Comprehensive Plan, the City Plan Commission at its meeting on September 21, 2020 recommended approval of the subject file conditioned on the applicant and staff working to amend the proposed DPD to provide additional flexibility for the applicant to incorporate wayfinding signage at the street and/or facility entrances to make it easier for guests to navigate the site, provided that the additional signage does not result in an overabundance of signage on the site.

Sincerely,

 for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Johnson