

June 9, 2005

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

Dear Committee Members:

Attached is File No. 050034, being an ordinance relating to the change in zoning from General Planned Development (GPD) to Detailed Planned Development (DPD) known as Park East Enterprise Lofts, on land located on the west side of North Dr. Martin Luther King Jr. Dr. and north of West Vliet Street, in the 6th Aldermanic District.

This ordinance would permit the construction of a 4-story building with 85 live work loft units on a 1.1 acre site. It is bordered on the West by a 20' wide alley and is currently occupied by two existing buildings and asphalt surfaced parking areas that will be razed for the new mixed use retail and housing development.

The development will include living units with live/work space, convertible space and units with live/work spaces that will have storefront street frontages. There are 37 one-bedroom units, 38 two-bedroom units, and 10 three-bedroom units. The common use spaces will include a management office, fitness center, community room with kitchenette, theater/presentation facility, two conference rooms that can be converted to classrooms, flexible space for use as a high tech computer/business center, and offices equipped with wireless internet for residents. The development will also include a retail component of approximately 2,500 s.f. at the corner of MLK and Vliet. This retail component could be an extension of a resident's business or could be leased to an outside business or retailer.

The building materials along Vliet and MLK include a brick veneer base with the remainder of the façade to be determined. Staff has recommended high quality architectural materials to the developer. Aluminum windows and doors are proposed for the first floor and vinyl windows and doors are proposed for the upper four floors.

This development is adjacent to the Park East renewal area and generally conforms to Block 9 of the Park East Redevelopment plan by having 4-5 stories, being within the minimum of three stories and below the maximum of 12 stories. The façade requirements along MLK indicate moderate street activation with 50% glazing which this development achieves.

A surface parking lot with 65 stalls (3/4 spaces for each living unit) would be accessed from an existing alley. Additional resident and retail parking is available on the surrounding streets in the area. The General Plan approved up to 75 parking stalls and the site plan indicated 65 stalls as proposed.

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On June 6, 2005, a public hearing was held and at that time there was no opposition to the proposed amendment. Since this proposed zoning change is consistent with the approved General Planned Development, the City Plan Commission at its regular meeting on May 6, 2005 recommended approval of the ordinance with the following conditions: 1. Work with staff to determine final building materials. After finalized, include a materials list with the planned development submittal, 2. Add detail to the top cornice to further define the façade, as shown on original sketches, 3. Consider aluminum windows and doors for the entire Vliet and MLK facades versus vinyl windows and doors.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. McGee, Jr.