



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

4th Ald. District
Ald. Bauman

CITY PLAN COMMISSION ZONING REPORT

Ordinance File No. [230282](#)

Location: 406 and 412 North Plankinton Avenue

**Applicant/
Owner:** Foxtown MKE, LLC

**Current
Zoning:** Downtown – Mixed Activity (C9G), Historic Third Ward Riverwalk Site Plan Review Overlay Zone (SPROZ)

Proposal: This site is located within the Historic Third Ward Riverwalk SPROZ, which includes land south of Clybourn Street on the east and west sides of the Milwaukee River. The Riverwalk SPROZ standards apply to the Riverwalk and pedestrian connections, and land within the 50 foot overlay zone. The base zoning (C9G) standards apply to the remainder of the site. The subject file relates to the approval of the Riverwalk, pedestrian connections, and the site plan and design of a proposed taproom on the property located at 406 and 412 North Plankinton Avenue.

The proposed Foxtown Landing Tap Room will consist of a 3-story, 28,000 square foot dog friendly facility in the currently vacant parcels of land directly west of the Milwaukee River and directly south of the I-794 overpass. The site will include a café, tap room, distillery, event space, and multiple patio and terraced spaces with fire pits and various seating options. The Foxtown Landing building is outside of the 50' overlay zone, though portions of the terrace/patio are within it. The project includes an extension of the Riverwalk with a 12' minimum wide pathway connecting with two pedestrian connections to Plankinton Ave on each side of the proposed taproom building.

Design elements within the 50' overlay zone include the 12' concrete Riverwalk pathway, typical Milwaukee Riverwalk style guardrails, benches, trash and recycling receptacles, and stair access to the Foxtown Landing outdoor patio areas (ADA access via ramp is to the north, adjacent to the pedestrian plaza). Lighting will be embedded on the sides of the planters along the Riverwalk pathway. Riverwalk access points are via the pedestrian plaza to the north and

sidewalk to the south. There will also be access to new floating docks for Foxtown Landing patrons (private use/property; not part of the Riverwalk easement)

A pedestrian plaza is proposed to the north of this site on vacated alley land. This plaza will be constructed of pavers and blend the MKE Dog Park to the north and Foxtown Landing site to the south. Occasionally, the plaza will serve as a space for activation, community programming and pop-up events. Limited authorized vehicular access will be allowed to serve both developments for activities such as garbage collection, snow removal, WE Energies and WISDOT access for scheduled inspections, landscape maintenance and Foxtown Landing delivery vehicles accessing their loading area. The half circle extension shown on the plans will require the approval of the Dept. of Natural Resources, as it will be a permanent structure placed in the bed of the river.

This site falls within the boundary of the Historic Third Ward Architectural Review Board. The applicant has sought feedback from the ARB in order to incorporate their initial comments into this exhibit, but will still need to obtain final approval relating to the building design and site features.

Adjacent Land Use:

Properties surrounding the site are zoned as Downtown – Mixed Activity (C9G). Properties to the south include various commercial uses, and the site directly west has off- and on-ramps to Interstate 794. The site is bound to the east by the Milwaukee River, and to the north by a vacant site which hosts a I-794 overpass.

Consistency with Area Plan:

The proposed development of the Foxtown Landing development at 406 and 412 Plankinton Avenue is within the Third Ward Area Plan area. This parcel is directly adjacent to the Downtown Area Plan area. The Third Ward Area Plan was adopted in 2005, and amended in 2006. The Plan encourages mixed-use, infill development on vacant land and underutilized parcels (p. 26). More specifically, at the street level, retail, eating, and drinking establishments, and other pedestrian uses are encouraged (p. 36). Corner locations for such uses are preferred given the higher level of visibility, and close proximity to residential in the neighborhood (p. 37). In terms of form, the Plan recommends large display windows and entrances along street façades (p. 38).

In regards to the proposed Riverwalk extension, the Plan calls for the continued construction of the Riverwalk to provide continuous physical access to the water's edge. New public access points to the Riverwalk should be publicly owned or have a public easement, and be easily recognized as being for public use, and be designed and equipped for all users (41). The Plan also calls for locating open spaces where they can be easily accessible and seen by all potential users.

The proposed area for rezoning falls within "Area F – West River District." The Vision for "Area F" is for the district to "become an attractive mixed-use residential area with much the same sense as the historic district," to strengthen the connection to the Historic Third Ward (p. 75). The Plan encourages ground floor retail or commercial uses along the street (p. 76). Further, the Plan calls for

this specific parcel to be developed “as a courtyard building that visually connects to the river” (p. 78), in addition to the expansion of the Riverwalk.

The proposed project on 406 and 412 Plankinton Avenue is consistent with the Third Ward Area Plan, and the adjacent Downtown Area Plan.

**Previous City
Plan Commission**

Action:

11/2000 – Approval of an amendment to create new design guidelines for the portion of the Riverwalk Site Plan Review Overlay District located in the Historic Third Ward. ([FN 990968](#))

**Previous Common
Council Action:**

12/15/2000 – The Common Council approved an amendment to create new design guidelines for the portion of the Riverwalk Site Plan Review Overlay District located in the Historic Third Ward. ([FN 990968](#))

Staff

Recommendation:

This proposal will provide significant activation to an underutilized site. Since the proposed site plan and design of the Foxtown Landing site are consistent with the Historic Third Ward Riverwalk overlay standards and the recommendations of the Historic Third Ward Plan, staff recommends that the City Plan Commission approves the file conditioned on the applicant submitting final exhibits that incorporate DCD comments, including:

1. Clarifying site elements within the Riverwalk zone (specifically on the northeast corner of the site) and showing them in the renderings.
2. Revising the Riverwalk pathway through the pedestrian plaza (within the vacated alley limits) to this site from pavers to concrete, consistent with the adjacent Riverwalk segments for both the MKE Dog Park and Foxtown Landing sites.