

July 13, 2004

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

Dear Committee Members:

Attached is File No. 040216, being a substitute ordinance relating to the change in zoning from General Planned Development (GPD) to Detailed Planned Development (DPD) known as Park Place, Stage 26, on land located West of North 107th Street and South of West Calumet Road, in the 5th Aldermanic District.

The applicant is proposing to construct a 1-story, 38,000 square foot office building within the Park Place office park, Sub-Area "C". At this time, the tenant is unknown. The building would be constructed of face brick and storefront window system that is tinted green. It would look similar to the existing office building directly west. The front of the building and main pedestrian access is to the east. Vehicular access will be from West Liberty Drive. Surface parking surrounds the building that provides 240 parking spaces. Landscape screening of the surface parking area will be required. One freestanding monument sign measuring 7'8" in height and about 17 square feet in area is proposed. It would be constructed of similar building materials and be located along West Liberty Drive. Wall signage is not indicated.

On Monday, July 12, 2004, the City Plan Commission held a public hearing. At that time, a few residential neighbors on West Calumet Road and North 107th Street attend the hearing. The neighbors were concerned about the visibility of the parking area from their yards and the type of landscaping and berming that would be provided. The owner's architect indicated that a detailed landscape plan would be provided to the neighbors. The local Alderman indicated his support at the hearing. Since the proposed detailed plan is consistent with general plan standards and City plans for the area, the City Plan Commission at its regular meeting on July 12, 2004 recommended that the attached substitute ordinance be approved conditioned on:

1. Providing a detailed landscape plan that includes a berm along the north side of the property
2. Providing wall sign details, if proposed

Sincerely,

Martha L. Brown
Acting Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bohl
File