



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Rocky Marcoux**  
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Deputy Commissioner  
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November 10, 2016

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

Dear Committee Members:

File No. 160431 relates to the change in zoning from Detailed Planned Development (DPD) to a new DPD for development at 210 East Knapp Street (Block 16 of the Park East Corridor), in the block bounded by East Knapp Street, North Market Street and North Water Street, in the 3rd Aldermanic District.

This zoning change was requested by HFJV, LLC and will permit construction of an office building and parking structure on the site. This site will be developed in phases. The first phase is proposed to include an office building on the southwest portion of the site with an accessory parking structure to the east of the building, and is the subject of this DPD. The second phase, which will occur on the north portion of the site, will be approved as a future amendment to this DPD.

Specifically, the first phase entails construction of a six story, 92,000 gross sq. ft. office building (with ancillary and accessory uses) that will front on Water Street, along with a six-tier attached parking structure accommodating 360 parking spaces. The northeast portion of the site (future Phase II) will be improved as a lawn with screen trees along the north limit of the developed area and around the perimeter of the site, and otherwise left open until future development takes place. The design of the building and parking structure will be traditional. Materials will include brick and architectural cast stone, bronze anodized aluminum storefront and decorative panels. There will be a motor court along Water Street, and the building façade fronting the motor court (which will be completed with the Phase II building) will include cast stone Doric order columns and vertical bronze anodized storefront curtain wall. The Water Street façade will have a series of clear glass openings that can accommodate several future commercial tenants. The building facades are designed with varying degrees of depth in materials to provide depth and articulation. The parking structure will be open air ventilated, and as such, all openings with the exception of the doors must be open. Metal screens will infill the street level openings and the decorative panels at the upper levels. Signage will include project identification (building name in architectural cast stone entablature), building/tenant identification sign (bronze signage placards at building entrances), and directional/identification sign.

On November 7, 2016, a public hearing was held and at that time, one person spoke in opposition to this proposal and submitted a letter of objection, stating that the architecture is not appropriate for Milwaukee. Additionally, one commissioner expressed concern about the historic style of architecture. One additional letter was received from another architect who also stated that the style of this building does not reflect the forward-looking city that it strives to be. Since the proposed zoning change is generally consistent with the Park East Redevelopment Plan, the City Plan Commission recommended at its regular meeting on November 7, 2016 recommended approval of the subject file conditioned on submitting final exhibits that incorporate staff comments.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Kovac

