



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

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June 28, 2017

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

Dear Committee Members:

File No. 170164 relates to the change in zoning from Local Business, LB2, and Two-Family Residential, RT4, to a Detailed Planned Development, DPD, for mixed-use residential development on land located on the east side of South Kinnickinnic Avenue, south of East Bay Street, in the 14th Aldermanic District.

New Land Enterprises is proposing to develop a 6-story mixed-use development on the sites located at 2130 South Kinnickinnic Avenue, 310-312 and 316-320 East Archer Avenue, and part of 353 East Bay Street. The building will include approximately 144 residential units above 14,400 square feet of ground floor commercial space. Additionally, approximately 187 parking spaces will be located within the first and second floors of the building. The units will be a mix of one- and two-bedrooms, and building materials will consist of face-brick masonry and painted fiber cement panels. A partial alley vacation, dedication of land for a new alley leg, and a City land sale will be necessary in addition to this zoning change to accommodate the proposed development.

On June 26, 2017, several people attended the public hearing that was held for this file, approximately 18 of which were in support and 9 in opposition, with a few unsure or observing. Those who spoke in support of the project, both residents and business owners, stated that the design of the building and its prominence at this corner will serve as a gateway to Bay View. Additionally, it was stated that this project will provide substantial tax base, and the additional commercial space will contribute to the quality mix of uses that the neighborhood offers. Those opposed to the project expressed concerns regarding current traffic flow and how this project may affect that, particularly on Archer and Lincoln along Kinnickinnic. Concern was expressed regarding the height and density of the project, and stated that residences on adjacent streets often do not have off-street parking, and that this building would intensify the situation. A petition was submitted by one person who spoke in opposition to the proposal with several signatures of neighbors who primarily lived on Archer and the north side of Bay Street, and was entered into the record. The developer responded to testimony, and stated (among other things) that the massing and density were consistent with Local Business, LB3, zoning which was contemplated for intersections such as this, and that their goal is to ensure that the commercial uses within the building will complement the neighborhood. Ald. Zielinski spoke in support of the project.

Since the proposed development is consistent with the recommendations of the Southeast Side Comprehensive Area Plan, the City Plan Commission recommended at its regular meeting on June 26, 2017 recommended approval of the subject file conditioned on submitting final exhibits that include details such as permitted uses and allowable signage in the commercial portion of the building, the number and placement of bicycle parking spaces, and further design refinement of the Bay and Kinnickinnic elevations, including the second floor parking area.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Zielinski

