

June 9, 2005

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

Dear Committee Members:

Attached is File No. 041582 and 041595, being ordinances relating to the change in zoning from Industrial Light (IL1) to Local Business (LB1) and establishment of a Development Incentive Zone (DIZ), located at 938 West Layton Avenue, in the 13th Aldermanic District.

These ordinances change the zoning to allow for commercial uses and establishes a Development Incentive Zone (DIZ). The DIZ includes Exhibit A relating to permitted and prohibited uses and Exhibit B relating to performance standards for future commercial development at this site.

According to the DIZ guidelines, the primary retail buildings will have a front setback from Layton Avenue between 70 to 80 feet in order to define and create the street edge and to compensate for the jog in the alignment of W. Layton Ave. The building materials and colors should relate to the entire development. All future development plans are renewed and approved by the City Plan Commission.

The developer also presented plans seeking approval of the site plan and building design to CPC. The proposed development consists of one 22,348 s.f. retail building and one 6,180 s.f. restaurant. Both structures will have similar exterior building materials including a stone veneer base below a face brick and EIFS veneer. Aluminum frame canopies are located above the windows and doors along with an aluminum sunshade system located at major entrances.

On June 6, 2005, the City Plan Commission recommended approval of the building design conditioned on the following: 1. Council approval of zoning change and DIZ establishment, 2. Provide specifications for glazing and submit samples for staff review and approval prior to permit issuance, 3. Revise EIFS at the body of the building to a metal band or different type of masonry, 4. Provide specifications for the canopies prior to permit issuance, 5. Provide specifications for the wall and freestanding signs for staff review and approval prior to permit issuance.

On April 18, 2005, a public hearing was held and at that time there was no opposition to the proposed zoning change. Since this proposed zoning change and DIZ are consistent with the Friedman Industrial study and surrounding uses, the City Plan Commission at its regular meeting on May 6, 2005 recommended approval of both ordinances.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Witkowski