

April 25, 2017

Zoning, Neighborhoods and Development Committee
200 E. Wells Street, Room 205
Milwaukee, WI 53202

Dear Committee Members:

On behalf of the Brady Street Area Association (BSAA), I am writing in regards to file #161590 regarding the proposed development at 1632 North Franklin Place.

As follow-up to the BSAA's recent board meeting on April 4th that included board discussion with Ald. Nik Kovac on this proposed development, the board respectfully requests the following questions be addressed during the upcoming Zoning, Neighborhoods and Development Committee (ZND) meeting on May 2. The board believes discussion of these issues by ZND is critical, as the only public meeting to date on this development occurred on Sept. 26th, 2016 and focused on the now abandoned plans that included a 10-story tower on the site. The answers to these questions will allow the board to assess the quality of the proposed development and gain assurance that it will fit within, and contribute to the neighborhood.

- Building materials – while the materials are noted on the drawings that are posted to the CPC's website, it is not clear how these materials look when applied to a building, or how they stand the test of time. Most, if not all, multi-family properties in our neighborhood are built with brick.
- Renderings showing view from Brady Street – given the fact that this site is an entire block wide, its impact will be large. We respectfully request that the developer provides views from Brady Street that demonstrate how this building will look from our historic business corridor.
- Conformity with area plan – the Northeast Side Plan clearly states that any infill development in this area should respect the existing neighborhood character and pattern. We would like to hear from the developer how he feels this development is consistent with the plan.
- Improvements/changes to design since initial proposal – aside from removing the tower portion of the building, we would like to understand how the design has evolved to address other concerns that neighbors voiced at the September 26th neighborhood meeting with respect to having this building feel residential as opposed to institutional or office-like.
- Density – we understand that the number of units has been reduced; however, this will be the largest residential building in the vicinity (96 units). What is being done from a building design and plan standpoint that will ensure that the impact of this many units within the neighborhood will be manageable? (Traffic patterns, how resident move-ins will be handled, etc).

We look forward to garnering additional insight regarding this proposal from the developer. It would be appreciated if the developer communicates with the board regarding our above questions at this meeting. The BSAA appreciates the ZND's time and consideration on this matter.

Sincerely,

Lynn Kuester
President of the Brady Street Area Association (BSAA)

Cc: Ald. Nik Kovac, 3rd District
Ald. Jim Bohl, Chair of ZND
DCD Plan Administration
Chris Lee, ZND staff assistant