

May 3, 2002

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

Dear Committee Members:

Attached is File No. 011683, being a substitute ordinance relating to the change in zoning from General Planned Development (GPD) to Detailed Planned Development (DPD) known as The Waterfront located on the northeast side of South Water Street and east of South Ferry Street, in the 12th Aldermanic District.

The Waterfront will include a 4-story, 64-unit condominium building consisting of 24, 1-bedroom units, 36, 2-bedroom units and 4, 3-bedroom units with a 1 story commercial area at the corner. The exterior of the building will be brick. The units will also feature balconies with tempered glass panels for railings. The first floor will have 13 garage doors to the residential parking stalls facing the street. One of the doors will serve as access to the lower level parking and the trash collection area. The plan also includes a riverwalk with 24 boat slips.

One parking space will be provided for each 1 bedroom unit, 1.5 spaces will be provided for each 2 bedroom unit and 2 spaces will be provided for each 3 bedroom unit for a total number of 85, indoor parking spaces. Most spaces will be provided in the basement but several will have direct access from South Water Street. Another 20 on-site, surface parking spaces will be provided for guests in front of the garages. Toward the easterly portion of the site, these spaces will accommodate compact cars, while the spaces further west will accommodate larger, SUV's.

The pre-construction (4 signs total) and construction signs (3 total) as outlined within the general plan will be provided. One rooftop sign with individual, aluminum outline letters painted yellow, measuring 7.5 feet tall and 17 feet wide is proposed in the shape of a fish depicting the commercial area. Three building signs with individual neon-lit letters are proposed; one at the main entrance to the building and one at the retail portion of the building. These building signs are consistent with the revised general plan standards.

On April 29, 2002, a public hearing was held by the Commission. At this meeting there were several buyers in the Melco building registered in opposition to this change in zoning that approves the details of the building. Since the zoning change and Riverwalk are consistent with the City plans for the area, the City Plan Commission at its regular meeting on April 29, 2002 recommended approval of the attached substitute ordinance conditioned on the following:

1. Common Council approval of the General Planned Development.
2. Reducing the 320 square foot construction signs to a maximum of 128 square feet.
3. Providing full disclosure to buyers to make them aware of industrial uses surrounding this project area and noises associated with bridge operations along the River.
4. Provide specifications/details (i.e. material finish, connection to the Riverwalk) of the spiral staircases
5. Provide details of the balconies facing the Riverwalk (i.e. construction of decking, height above the Riverwalk and how surface runoff will be drained). Staff recommends that solid decking for the balconies is provided to avoid spills and runoff on the Riverwalk.
6. Provide details regarding the connection details of the balcony supports to the Riverwalk in plan

7. Provide specifications/details (i.e. material, if they are fixed or moveable) of planter boxes
8. Relocating benches from against the building, in front of doorways and under the balconies to closer to the Riverwalk railing
9. Provide specifications/details of the railing including information about lighting within the finials
10. Provide details of the connection to the bridge
11. Amend the pre-construction and construction sign size to meet the City Plan Commission recommendation.

Sincerely,

Julie A. Penman  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Sanchez