



Department of City Development

City Plan Commission  
Historic Preservation Commission  
Neighborhood Improvement  
Development Corporation  
Redevelopment Authority

Rocky Marcoux  
Commissioner

Martha L. Brown  
Deputy Commissioner

Tuesday, October 21, 2008

Ald. James N. Witkowiak, Chair  
Zoning, Neighborhoods and Development Committee  
Milwaukee Common Council  
City Hall, Room 205  
200 E. Wells St.  
Milwaukee, WI 53202

Dear Chairman Witkowiak:

Subject: Agenda item #9. 080641 Resolution approving the Southeast Side Area Comprehensive Plan as an element of Milwaukee's Overall Comprehensive Plan, in the 12th, 13th and 14th Aldermanic Districts.

Thank you for your consideration of the Southeast Side Comprehensive Area Plan at today's Zoning, Neighborhoods and Development Committee Meeting.

The following corrections have not been made yet and need to be amended in the final version of the Southeast Side Comprehensive Area Plan Report. They comprise some of the comments received from the Plan Advisory Group, including aldermen, comments heard at the public open house, some quality control issues regarding readability and photos.

In the district table, Port column:

Replace

"P11: Attractively develop an office between Carferry Dr. and the Union Pacific railroad"

with

"P11: Consider the possibility of developing an office between Carferry Dr. and the Union Pacific railroad after further community input."

Under Catalytic Project Area #2: Army Reserve Site objectives, add: "Add significantly to the architectural quality of the area."

A6 and F3 in the table and in the text

"Replace Support efforts of local organizations such as the Garden Committee to improve aesthetics of the area."

With

"Support the Garden District initiative to improve aesthetics of the area."

Move "F2. Consider a skilled care facility/nursing home south of Howard Avenue, adjacent to existing senior center (east of 27th Street)," to redevelopment strategy box in table.

Ch. 5 Catalytic Project #1: Layton and Howell Ave. Town Center under Specific Recommendations: add at the end of the section:

"Encourage the provision of bike racks at all businesses and loaner bikes at hotels."

Ch. 3 Form Policies: Overall Sustainability and Public Space – public spaces, move from p. 83 to p. 88: "Attempt to create pocket parks out of city-owned remnants. Involve neighbors in these efforts."



Ch. 4 corridors table, 27<sup>th</sup> St.: Replace "Work in cooperation with the other local municipalities to coordinate a continuous streetscaping improvements program."

With

"Work with the Wisconsin Department of Transportation and adjacent municipalities to coordinate a continuous streetscaping improvements program including: trees, banners, way finding signs, and lighting.

Ch. 4 districts table. Replace "F1. Use future available land from I-94 reconstruction as a high exposure institutional or commercial area such as an office park."

With

"F1. Use future available land from I-94 reconstruction as high exposure sites for corporate headquarters, commercial areas, and institutional uses that require a larger site."

Enlarge the jobs by aldermanic district map to illustrate the above bullet and remove picture from same page.

Ch. 4, after "K7. Support the Kinnickinnic River Trail currently under development." in the districts table and again in the text. Add "

- Encourage the Wisconsin Department of Transportation to mitigate the aural and visual impact of freeways and parkways, particularly I-94 / I-43 between Lincoln Ave. and Maple St., on the surrounding areas using architectural and landscaping elements."

Add "training center" to list of uses in the Layton/Howell town center.

Fix inconsistent tenses and various punctuation errors in Ch. 5.

Fix punctuation in Ch. 4 tables.

Substitute various photos to improve quality but not to change intent.

Sincerely,



Michael J. Maierle  
Department of City Development