

January 22, 2007

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

Dear Committee Members:

File No. 061141 relates to the change in zoning from Industrial Heavy to General Planned Development, on land located on the South Side of West Mount Vernon Avenue and West of North 16th Street, in the 8th Aldermanic District.

This file allows for the development of office, retail, industrial and manufacturing uses. Mallory Properties will be redeveloping the property over the next five years. The western half of the site was originally developed in 1895 as the production plant for the Milwaukee Gas Light Company until 1945. The five existing red brick buildings were designed by Alexander Eschweiler, a well-known Milwaukee architect. The eastern half of the site is primarily vacant land with two small light industrial buildings.

The existing historic buildings on the western half of the site will be utilized for a research and office park with supporting ancillary services and amenities in an urban park-like setting. The eastern half of the site will be developed in phases and can support light industrial and manufacturing uses.

The current owners of the site are Frank and Dominic Giuffre, and current uses include a skate board park, truck terminal, pallet manufacturing, limousine service, design studio, and staging area for the freeway reconstruction project.

As part of the review process for rezoning industrial land, Planning Administration staff evaluated the proposed zoning change utilizing a guide prepared by S.B. Friedman & Company. The evaluation resulted in a slightly stronger case in support of rezoning from industrial to Planned Development use. The western half of the site is currently occupied by non-industrial uses. The proposal would utilize existing buildings to create a research and office park. In addition, the proposal identifies the undeveloped eastern half of the site for development as industrial / manufacturing uses. This further supports the request for rezoning.

On January 22, 2007, a public hearing was held and at that time nobody spoke in opposition. Since the proposed change is consistent with the Menomonee Valley Comprehensive Plan, the City Plan Commission at its regular meeting on January 22, 2007 recommended approval of the subject file, conditioned on revising the owner's written narrative to list permitted uses, RiverWalk standards, sign specifications, building setbacks and heights, and working with staff on revising the concept site plan.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Robert Donovan