



Department of City Development

City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

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June 10, 2014

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 140198 relates to the First Amendment to the Detailed Planned Development known as Milwaukee's Asian Markets Phongsavan for expanded uses and design changes for the property located at 6300 North 76th Street, on the east side of North 76th Street, south of West Mill Road, in the 2nd Aldermanic District.

This amendment was requested by Pai Yang and would allow for design changes to the existing building and future market building, as well as the addition of permitted uses for the site. The existing building on the site, which has been operating as a grocery store and market, will become a full service grocery store. The previously approved DPD contemplated approximately 65 indoor vendor stalls for the building. The building will be clad in cement board, and the color would match the concrete of the new building. The windows along the south elevation, which had previously been blocked in, will be opened back up. Sun shades will be added above the windows and above the main entrance.

Consistent with the previous approval, the proposed new building will have 40,768 square feet of space on the first floor and 29,120 square feet on the second floor. The first floor uses will include approximately 143 retail merchant stalls on the western half of the building and a food court (2 coffee shops and 9 full service restaurants) and multi-purpose area (assembly hall and indoor recreation facility) on the eastern half of the building. The second floor would include rental offices on the western 2/3 of the floor for uses such as general retail (pharmacy and jewelry store), general office, and personal service (hair salon) and medical suites (medical office and dental office) on the eastern 1/3 of the floor. The previously approved DPD contemplated 375 indoor vendor stalls, in addition to 4 coffee houses and 8 full service restaurants in the new building. The proposed exterior façade of the new building will be precast concrete panels, which would replace the previously contemplated cement board with accent panels. An entrance canopy will protect the front, west-facing entrance from weather. Minimal building wall signage is proposed for the building, and will be Type A with individual letters. Previously, building elevations were approved that included a sloped standing seam metal roof system and cement clapboard board siding with accent panels above a concrete block veneer base. A total of 84 surface parking spaces will be provided on the site. Additionally, the applicant has secured, through a parking lease, an additional 54 surface parking spaces on the lot immediately south of this site. The leased parking will be available to the customers of the site 7 days per week, 24 hours per day. They also have a verbal agreement from CVS, located immediately north of the site, to utilize their parking lot if need.

On June 9, 2014, a public hearing was held and at that time, nobody spoke in opposition. Since the proposed changes are consistent with the previously approved DPD, the City Plan Commission at its regular meeting on June 9, 2014 recommended approval of the subject file, conditioned on submitting final building design drawings.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Joe Davis

