

November 15, 2011

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

Dear Committee Members:

File No. 110586 relates to the First Amendment to the General Planned Development (GPD) known as ReadCo, to facilitate development, on land located on the north side of East North Avenue and east of North Humboldt Avenue, in the 3rd Aldermanic District.

This amendment will permit changes to the site plan and statistics to allow for a mixed-use development along East North Avenue. More specifically, this proposal will allow for a reduction in the number of buildings to be constructed as part of Phase 2, a reduction in the amount of land covered by buildings, an increase in the area devoted to drives and parking, an increase in the area devoted to landscaped open space, a reduction in the residential unit density, and a reduction in the amount of parking provided for the residential developments. It also adds to the list of permitted uses for the commercial space on the ground floor of the proposed building, and details the conversion of the existing billboard into a digital sign that will be integrated into the building design.

On November 14, 2011, a public hearing was held and at that time nobody spoke in opposition. Since the proposed amendment to the GPD is consistent with the recommendations of the Northeast Side Area Plan and the previously approved GPD, the City Plan Commission at its regular meeting on November 14, 2011 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Nik Kovac