



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

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

Dear Committee Members:

File Nos. 141111 and 141113 relates to the change in zoning from Industrial Office to a General Planned Development known as 1st and Greenfield Development, and GPD to a Detailed Planned Development known as 1st and Greenfield - Phase 1 for mixed-use development on land located on the north side of East Greenfield Avenue, east of South 1st Street, in the 12th Aldermanic District.

These zoning changes were requested by Wangard Partners, Inc., and would permit a phased, mixed-use development on the site. The GPD establishes a master plan for the phased development (noted above) of the site. Additionally, design standards for future phases have been added to the narrative of the GPD to ensure high quality, compatible design and site development of the outlot buildings and office/parking structure, and cohesive signage. The development will incorporate many sustainable concepts, all of which are outlined in the GPD narrative.

The first phase will include construction of a grocery store and accessory parking on the northeast section of the site, and a four-story, mixed-use residential and commercial building on the southwest corner of the site. The mixed-use building will include up to 72 residential units and approximately 16,000 square feet of commercial space on the ground floor. Additionally, a connection to the existing bicycle path to the east of the site and the identification of a possible bike share station will be part of Phase 1 development. Future development phases will include construction of two outlot buildings and accessory parking along South 1st street, and an office building and parking structure on the southeast corner of the site, along West Greenfield Avenue. Additionally, a water feature will be constructed along West Greenfield Avenue as a future phase. In conjunction with these zoning files, the Redevelopment Plan for the Port of Milwaukee will be amended to comply with the proposed development on this site, and a portion of City-owned land to the east of the site will be vacated and sold to the developer to complete the development site.

The Phase I DPD specifically relates to construction of the access drives, grocery store and accessory parking, bicycle path connect, and the mixed-use building and accessory parking. A site has been identified on the southwest corner of the site for a Bublr bike share location. It is the intent of the developer to install the bike share station as part of, or shortly after, Phase I development. The remainder of the development site will be seeded with low-mow fescue. The grocery store will be constructed of masonry, glass and steel. There will be substantial clear vision glass along the main (west) building façade. The grocery carts will be stored inside the building, and cart corrals within the parking lot have been identified on the site plan. Bicycle parking for employees and customers will be provided adjacent to the building. The grocery store may also have outdoor sales for seasonal markets located on the sidewalk in front of the store or in the accessory parking lot. The mixed-use building will be L-shaped with a passage cut through the building to connect the future water feature to the parking north of the building. The 3 upper floors of the four story building will contain up to 72 residential units, and the first floor will be commercial space. Building materials include masonry, precast, metal panel, steel and glass. The first floor of the building will have commercial uses including secondary education, general retail, artist studio, medical office or research laboratory, personal and business service,



catering service, tavern, sit-down or fast-food/carry-out restaurant, health club, and research and development. Future development phases will require amendments to the Detailed Planned Development.

On December 8, 2014, a public hearing was held and at that time, nobody spoke in opposition to the development proposal. Since the proposed zoning changes are consistent with the vision that neighborhood stakeholders have for the area, the Plan Commission recommended approval of the files, conditioned on working with DCD staff on final design details for the grocery building, relative to the DPD File No. 141113.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Jose Perez