



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

Lafayette L. Crump  
Commissioner

Vanessa L. Koster  
Deputy Commissioner

Ald. Bauman  
4<sup>th</sup> Ald. District

### CITY PLAN COMMISSION ZONING REPORT

**Ordinance File Nos.** [211349](#) and [211350](#)

**Location:** 3215 West State Street

**Applicant/**

**Owner:** Quorum Architects, Inc. (applicant); Forest County Potawatomi Community (owner)

**Current**

**Zoning:** **(FN 211349)** General Planned Development (GPD) known as Concordia Trust  
**(FN 211350)** Detailed Planned Development (DPD) known as Concordia Trust Property, Phase 1

**Proposed**

**Zoning:** **(FN 211349)** Second Amendment to the General Planned Development (GPD) known as Concordia Trust  
**(FN 211350)** Second Amendment to the Detailed Planned Development (DPD) known as Concordia Trust Property, Phase 1

**Proposal:**

**File number 211349** relates to the Second Amendment to the General Planned Development (GPD) known as Concordia Trust to update the permitted use list for the historic buildings, remove one structure, add signage standards for the historic buildings, and add surface parking on the Phase 1 part of the campus located on the east side of North 33rd Street, south of West State Street, in the 4th Aldermanic District.

**File number 211350** relates to the Second Amendment to the Detailed Planned Development (DPD) known as Concordia Trust Property, Phase 1 to allow demolition of the pool building, renovation of the gymnasium building, and additional surface parking at 3215 West State Street, located on the east side of North 33rd Street, south of West State Street, in the 4th Aldermanic District.

**GPD Amendment:**

The GPD serves as a master zoning document for the entire Concordia Trust campus and establishes, among other things, development zones, permitted uses, and signage standards. This GPD amendment will:

- Restore the gymnasium building and demolish the pool building addition within the historic campus. The demolition was approved by the Historic Preservation Commission on January 10, 2022.
- Expand the surface parking lot to the north of the gymnasium building by 17 spaces, for a total of 58 surface spaces.
- Expand the list of permitted uses within the historic building zone. These uses include, but are not limited to assembly hall, business service, catering service, school, indoor recreation facility, health clinic, light manufacturing, and broadcasting or recording studio. (Staff has requested additional clarity on a few of these uses).
- Add allowances for wall signs on the historic buildings.

**DPD Amendment:**

The DPD for Phase 1 development covers the property located on the south side of West State Street. The DPD approves site and project specifics. This amendment to the Phase 1 DPD will:

- Acknowledge the demolition of the pool building and restoration of the gymnasium building.
- Approve the expansion of the surface parking lot by 17 spaces.
- Approve other site changes, such as shifting the existing loading area to the south, adjacent to the gymnasium building, adding a dumpster enclosure, extending the decorative metal fence along the parking lot expansion, and adding additional landscaping along the parking lot.
- Incorporate the updates to the signage standards established in the GPD, including wall signs for the historic buildings. An additional freestanding sign will be placed on the south side of the gymnasium building, which is currently allowed.

The Historic Preservation Commission will review the proposed changes to the landscape plan at its February 7, 2022 meeting.

The applicant first submitted site modification plans that entailed an additional 6 parking spaces perpendicular to N. 33<sup>rd</sup> Street, and the dumpsters were moved closer to the street, adjacent to the sidewalk. Staff requested that the perpendicular spaces be removed and dumpsters brought no closer to the street than the current condition. Additionally, staff requested that the dumpsters be stored in a proper enclosure consistent with the screening requirements outlined in the zoning code. The Administrative Review Appeals Board will also need to approve the dumpster enclosure, as the Milwaukee Code of Ordinances requires that dumpsters are stored “wholly within a building,” which is not practical given the existing conditions of the site.

**Adjacent Land Use:**

Properties to the east and west of the Planned Development area consist mostly of two family residential (RT3). Properties located along the north and south border streets, West Highland BL and West Wells Street, are in the multi-family residential (RM6) zoning district.

**Consistency with  
Area Plan:**

The proposed amendment to the Concordia Trust plan development is consistent with the Near West Side Area Plan, adopted by the Common Council in 2004 as part of the City's overall comprehensive plan. More specifically, the plan contains the following recommendations:

- Consider historic buildings, sites, and districts as valuable irreplaceable assets to be used as key pieces of larger redevelopment efforts.
- For rehab or additions, maintain historic character of the existing building whenever possible.

Additionally, this site is considered a "catalytic site" within the planning area, meaning that it is of high importance for redevelopment and has the potential for a transformative impact. At the time that the plan was developed, the campus was largely vacant, and the plan recommendations focused on attracting new development and users who would benefit the neighboring community. Since the plan was completed, a school has become a tenant. Improving the facilities furthers this planning recommendation by ensuring the viability of these facilities.

While the proposed amendment is consistent with the goals and recommendations of the comprehensive plan, planning staff defers to the Historic Preservation Commission for evaluating the appropriateness of the proposed alterations.

**Previous City  
Plan Action:**

**9/20/2010** – A substitute ordinance relating to a change in zoning from Two-Family Residential to a General Planned Development known as the Concordia Trust Property, on land located on the east side of North 33rd Street and south of West State Street, to allow for the redevelopment of the former Concordia College Campus, in the 4th Aldermanic District. **(FN 100290)**

**9/20/2010** – A substitute ordinance relating to a change in zoning from General Planned Development to a Detailed Planned Development known as the Concordia Trust Property, Phase 1, on land located on the east side of North 33rd Street and south of West State Street, to allow for the renovation of several existing historic buildings and site improvements, in the 4th Aldermanic District. **(FN 100291)**

**8/15/2011** – A substitute ordinance relating to the First Amendment to the General Planned Development known as Concordia Trust, for modification of the northern portion of the site, on land located on the east side of North 33rd Street and south of West State Street, in the 4th Aldermanic District. **(FN 110445)**

**8/15/2011** – A substitute ordinance relating to the change in zoning from a General Planned Development to a Detailed Planned Development known as Concordia Trust Phase II, for redevelopment of the site, on land located on the north side of West State Street, east of North 33rd Street, in the 4th Aldermanic District. (FN 110446)

**4/23/2012** – Substitute resolution relating to a minor modification to the Detailed

Planned Development known as Concordia Trust, Phase II, for site plan and facade modifications, on land located on the north side of West State Street, east of North 33rd Street, in the 4th Aldermanic District. (FN 111611)

**8/15/2016** – A substitute ordinance relating to the First Amendment to the Detailed Planned Development known as Concordia Trust Property, Phase 1, for construction of a parking structure on land located at 3215 West State Street, on the east side of North 33rd Street, south of West State Street, in the 4th Aldermanic District. ([FN 160435](#))

6/1/2020 – Substitute resolution relating to a minor modification to the Detailed Planned Development known as Concordia Trust-Phase II for a temporary solar installation and extension of a fence on the property located at 3234 West State Street, on the north side of West State Street, east of North 33rd Street, in the 4th Aldermanic District. (FN 191954)

**Previous Common  
Council Action:**

**11/11/2010** – A substitute ordinance relating to a change in zoning from Two-Family Residential to a General Planned Development known as the Concordia Trust Property, on land located on the east side of North 33rd Street and south of West State Street, to allow for the redevelopment of the former Concordia College Campus, in the 4th Aldermanic District. (**FN 100290**)

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9/20/2011 – A substitute ordinance relating to the change in zoning from a General Planned Development to a Detailed Planned Development known as Concordia Trust Phase II, for redevelopment of the site, on land located on the north side of West State Street, east of North 33rd Street, in the 4th Aldermanic District. (FN 110446)

5/22/2012 – Substitute resolution relating to a minor modification to the Detailed Planned Development known as Concordia Trust, Phase II, for site plan and facade modifications, on land located on the north side of West State Street, east of North 33rd Street, in the 4th Aldermanic District. (FN 111611)

**9/20/2016** – A substitute ordinance relating to the First Amendment to the Detailed Planned Development known as Concordia Trust Property, Phase 1, for construction of a parking structure on land located at 3215 West State Street, on the east side of North 33rd Street, south of West State Street, in the 4th Aldermanic District. ([FN](#)

**160435)**

6/16/2020 – Substitute resolution relating to a minor modification to the Detailed Planned Development known as Concordia Trust-Phase II for a temporary solar installation and extension of a fence on the property located at 3234 West State Street, on the north side of West State Street, east of North 33rd Street, in the 4th Aldermanic District. (FN 191954)

**Recommendation:**

Since it was determined by the Historic Preservation Commission that the pool building is a candidate for demolition and the other proposed changes including renovating the gymnasium building, updating the use list for the historic buildings, modifying signage standards, and expanding the parking lot adjacent to North 33<sup>rd</sup> Street are necessary in order for the campus to meet the needs of the owner and its tenants, staff suggests that the City Plan Commission recommends approval of File Numbers 211349 and 211350, the 2<sup>nd</sup> Amendment to the Concordia Trust GPD and DPD – Phase 1, conditioned on the Historic Preservation Commission approving the landscape plan on February 7, 2022 and the applicant incorporating staff comments relating to the GPD and DPD zoning exhibits. More specifically:

- Updating the GPD drawings to include all required sheets and a dimensioned setback of the fence and parking lot from the property line.
- Updating the GPD narrative to reflect the revised number of parking spaces, clarify certain uses, add wall signage standards, and add back additional standards that were included in the 1<sup>st</sup> GPD Amendment but omitted in the 2<sup>nd</sup> Amendment exhibit.
- Updating the DPD drawings to include a dimensioned setback of the fence and parking lot from the property line.
- Updating the DPD narrative to include the revised number of parking spaces, provide details on the dumpster enclosure, incorporate updated signage standards, and add back additional standards that were included in the 1<sup>st</sup> DPD Amendment but omitted in the 2<sup>nd</sup> Amendment exhibit.