



**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. Kovac**  
**3<sup>rd</sup> Ald. District**

**CITY PLAN COMMISSION**  
**ZONING REPORT**

**Ordinance File No.**      [211510](#)

**Location:**                      1136 East North Avenue

**Applicant/**  
**Owner:**                        GenCap KG North Ave 68, LLC

**Current**  
**Zoning:**                        Detailed Planned Development (DPD) known as ReadCo

**Proposed**  
**Zoning:**                        New Detailed Planned Development (DPD)

**Proposal:**                      This file refers to the change in zoning from a Detailed Planned Development known as ReadCo to a new Detailed Planned Development to allow a mixed-use residential building at 1132, 1136-46 and 1164 East North Avenue, located on the north side of East North Avenue, west of North Commerce Street, in the 3rd Aldermanic District. This site is also within the General Planned Development (GPD) known as ReadCo (along with two other properties to the east and north), and the proposed development is consistent with the standards. Therefore, an amendment to the GPD is not necessary.

In 2013 this site was approved for the development of a 4-story, 122-unit mixed-use building that did not move forward. In spring 2020, the Dept. of City Development's Real Estate section issued a Request for Proposals (RFP) for the City-owned site and awarded the RFP to General Capital/KG Development. The applicant for the subject file, GenCap KG North Ave 68, LLC, is proposing a new DPD to allow construction of a 91-unit mixed-use development with ground floor commercial space. The 4-story building would include a mix of market rate and workforce housing units, space for the Riverwest Food Accelerator along North Avenue and Commerce Street, and 95 on-site parking spaces. The property at 1136-46 E. North Avenue is currently owned by the City of Milwaukee and would be sold to the developer as part of this project. A Tax Incremental Financing District (TID) is also anticipated to be established to help finance this development.

The L-shaped building will be clad in multiple materials with varying textures and colors. These materials include brick, engineered bamboo, cementitious siding, composite “European” textured siding, and metal panel. Hung balconies will be used throughout the North Avenue and Commerce Street facades. There will be several walk-up townhouse-style units. Consistent with the previously approved DPD for this site, the existing billboard will be removed as part of this development.

The 37-space surface parking lot will be accessed from North Avenue and the entrance to the 58 enclosed parking stalls will be on the north of the building off of Commerce Street. Additionally, 11 on-street parking spaces are proposed for Commerce Street. Bicycle parking will be provided inside the building for residents and outside for guests, and will follow the standards set forth in s. 295-404 of the zoning code. The main residential entrance will be on Commerce Street, and there is space for loading adjacent to it. The commercial entrance will be at the corner of North and Commerce.

Several outdoor spaces are provided on the site, including a resident patio on the north side of the site, semi-private lawn spaces adjacent to the walk-up townhouse units, and raised planter boxes and lawn area along Commerce Street.

**Community Meeting:** Alderman Kovac hosted a virtual community meeting on February 23, 2022. Approximately 40 members of the public as well as the development team and staff from the Depts. of City Development and Public Works attended the meeting. In general, there was broad support for the proposal. Attendees expressed support especially for the food incubator element and outreach with nonprofits to activate this space, as well as the fact that this development includes workforce housing. Several attendees brought up the nearby bicycle trail and whether it is possible to connect to it as part of this development. While the bicycle path is not specifically part of this zoning file, as the land the path would traverse is privately owned outside of this site, the anticipated connection is part of the larger General Planned Development (GPD) zoning document. Several attendees also expressed the need for traffic calming measures along North Avenue.

**Adjacent Land Use:** The subject site is within a General Planned Development known as ReadCo. The property to the east across Commerce St. is zoned as a Detailed Planned Development known as ReadCo Phase I, which is the site of UWM’s RiverView Residence Hall. Parcels to the north and west along North Avenue are in the Two Family Residential (RT4) and Local Business (LB2) zoning districts. Across North Avenue to the south is the Humboldt Yards Planned Development.

**Consistency with Area Plan:** The proposed DPD is located in the Riverwest neighborhood; within the boundaries of the Northeast Side Area Plan, approved by the Common Council in 2009. The Northeast Area Plan encourages the creation of new affordable housing in Riverwest and recommends the redevelopment of vacant parcels into commercial and residential uses that will serve as a catalyst for new development in the area. The plan also identifies this segment of North Avenue as a significant

gateway in the area. The proposed DPD is consistent with the recommendations of the Northeast Area Plan.

#### **Previous City**

##### **Plan Action:**

4/24/2006 – Conditional approval of a substitute ordinance relating to the change in zoning from Industrial Mixed (IM), Two-Family Residential (RT4) and Parks (PK) to a General Planned Development (GPD), on land located on the North Side of East North Avenue and East of North Humboldt Avenue, in the 3rd Aldermanic District. The proposed General Planned Development established a master plan for a multi-phased student and market rate housing and commercial development. **(FN 051671)**

11/14/2011 – Approval of a change in zoning from General Planned Development to Detailed Planned Development (DPD), Phase II, known as ReadCo, on land located on the North Side of East North Avenue and East of North Humboldt Avenue, in the 3rd Aldermanic District. This proposal allowed for the development of a 4-5 story, mixed-use building consisting of 122 residential apartment units, 2,000 square feet of ground floor commercial/retail space, enclosed indoor parking, and an outdoor surface parking lot. **(FN 071364)**

7/15/2013 – A substitute ordinance relating to the First Amendment to the Detailed Planned Development known as ReadCo, for building design changes, on land located on the north side of East North Avenue and east of North Humboldt Avenue, in the 3rd Aldermanic District. This file allows for new exterior building elevations and removal of the digital billboard sign. **(FN 130309)**

#### **Previous Common**

##### **Council Action:**

5/31/2006 – A substitute ordinance relating to the change in zoning from Industrial Mixed (IM), Two-Family Residential (RT4) and Parks (PK) to a General Planned Development (GPD), on land located on the North Side of East North Avenue and East of North Humboldt Avenue, in the 3rd Aldermanic District. *The proposed General Planned Development established a master plan for a multi-phased student and market rate housing and commercial development.* **(FN 051671)**

11/30/2011 – A substitute ordinance relating to a change in zoning from General Planned Development to Detailed Planned Development (DPD), Phase II, known as ReadCo, on land located on the North Side of East North Avenue and East of North Humboldt Avenue, in the 3rd Aldermanic District. *This proposal includes the development of a 4-5 story, mixed-use building consisting of 122 residential apartment units, 2,000 square feet of ground floor commercial/retail space, enclosed indoor parking, and an outdoor surface parking lot.* **(FN 071364)**

7/23/2013 – A substitute ordinance relating to the First Amendment to the Detailed Planned Development known as ReadCo, for building design changes, on land located on the north side of East North Avenue and east of North Humboldt Avenue, in the 3rd Aldermanic District. *This file allows for new exterior building elevations and removal of the digital billboard sign.* **(FN 130309)**

**Recommendation:**

Since this proposed development is consistent with the recommendations of the Northeast Side Plan and adds additional activity to the North Avenue Corridor, staff suggests that the City Plan Commission recommends approval of the subject site conditioned on the applicant updating the exhibits to incorporate staff comments. More specifically:

1. Update the narrative to clarify the number of on-site parking spaces as well as explore expanding the permitted use list for the commercial space.
2. Update the drawings to include additional articulation along a portion of the base of the North Avenue façade and add a canopy or some sort of covered element above the walk-up units to provide protection from the elements for the residents.