



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

Rocky Marcoux
Commissioner
rmarco@milwaukee.gov

Martha L. Brown
Deputy Commissioner
mbrown@milwaukee.gov

May 20, 2014

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

Dear Committee Members:

File Nos. 140045 and 140046 relate to the Third Amendment to the General Planned Development (GPD) known as Humboldt Yards and the change in zoning from GPD to a Detailed Planned Development (DPD) for development on land located at 2240 North Commerce Street, on the east side of North Commerce Street, south of East North Avenue, in the 3rd Aldermanic District.

This zoning change was requested by Rivers II Crest LLC c/o Mandel Group Inc., and would permit construction of a mixed-use facility. The GPD amendment would permit an increase in the number of residential units for Rivercrest Phase II from 35 to 46, and would allow for the building to be constructed at 2240 North Commerce Street, which fronts onto East North Avenue, and reallocate the previously designated open space along East North Avenue to immediately south of the site (1300 East Garfield Avenue).

The DPD would permit construction of a four-story building that would include 46 residential units and commercial space that would house Adventure Rock, an indoor rock climbing facility. Approximately 65 indoor parking spaces would be provided for the residential and commercial tenants. Additionally, the applicant has requested to vacate unimproved Riverboat Road and Garfield Avenue east of North Commerce Street, as they are no longer needed. Once the unimproved right-of-way is vacated, all land would be consolidated for the building and open space. The indoor climbing gymnasium has a footprint of approximately 15,000 square feet and includes a mezzanine of 3,000 square feet that overlooks the main floor area. Residential units are located on four floors of the building; maximum number of dwelling units will not exceed 46. The building will be skinned with multiple materials. The primary material is a corrugated "Corten" metal sheeting product, which naturally patinas as it is exposed to the weather. The base of the retail space is clad in a variable-hue low-sheen composite panel. Exposed concrete surfaces are proposed to be board-formed to provide texture and character. The North Avenue façade is proposed as an undulating screen with integral backlighting.

On May 19, 2014, a public hearing was held and at that time, several people were in support of the file and one person, on behalf of the Milwaukee River Advocates Co-op, spoke in opposition to the proposal. Those in support stated that Adventure Rock will be an asset to the neighborhood and is a positive addition to Milwaukee. The Milwaukee River Advocates Co-op stated several reasons for their opposition, some of which included the desire to restore the bluff to its historical state and to set the building back at least 50 feet from the bluff line. They also requested that there not be building signage on the east or south elevations and that the landscape plan includes native species. Both of these requests have been accommodated. Since the proposed mixed-use development is consistent with the previously approved GPD and the Northeast Side Comprehensive Plan's recommendations, the City Plan Commission at its regular meeting on May 19, 2014 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Nik Kovac

