



Department of City Development

Housing Authority  
Redevelopment Authority  
City Plan Commission  
Historic Preservation Commission

June 14, 2004

To the Honorable Common Council  
Zoning, Neighborhoods and  
Development Committee  
City of Milwaukee

Dear Committee Members:

Attached is File No. 040068, being a substitute ordinance amending a Development Incentive Zone (DIZ) known as Midtown Center for land located on the North Side of West Capitol Drive and East of North 60<sup>th</sup> Street, in the 2nd Aldermanic District.

The applicant is seeking an amendment to the permitted and prohibited use list (Exhibit A) to permit colleges. The proposed college would occupy the second story of the retail liner building along North 56<sup>th</sup> Street. All other aspects of the DIZ, relating to uses and design standards would remain the same.

The establishment of the Development Incentive Zone (DIZ) stipulated the various types of uses that could locate in the center and created design guidelines based on the approved principles of urban design. Three sub-areas were delineated in the design guidelines based on the types of retail development and phasing. Sub-Area A is the proposed 'main street' and is envisioned to contain 1-2 story high retail shops lining the east side of North 56<sup>th</sup> Street extended. Sub-Area B will consist of 1-2 story high retail shops lining the west side of North 56<sup>th</sup> Street extended, larger, big-box development and ancillary parking. Sub-Area C could consist of any of the permitted uses including retail and/or mixed uses. City Plan Commission has approved several phases of retail development already. No additional parking will be required for the proposed occupant. Any additional wall signage will conform to the standards established by the DIZ.

The City Plan Commission held a public hearing on June 7, 2004. At that time no one spoke in opposition to the proposed change in zoning. Since this proposed zoning change is consistent with the City plans for the area, the City Plan Commission at its regular meeting on June 7, 2004 recommended approval of the attached substitute ordinance.

Sincerely,

John R. Hyslop  
Interim Planning Director  
City Plan Commission of Milwaukee

cc: Ald. Davis  
File

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