



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

**Rocky Marcoux**  
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Deputy Commissioner  
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March 15, 2017

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

Dear Committee Members:

File No. 161479 relates to the change in zoning from Parks (PK) to a Detailed Planned Development (DPD) known as The Couture for a mixed-use development at 909 East Michigan Street, located on the southwest corner of East Michigan Street and North Lincoln Memorial Drive, in the 4th Aldermanic District.

This zoning change was requested by The Couture LLC, and will permit a 44-story mixed-use development at 909 East Michigan Street. The building will include up to 330 residential units with an approximately 1100 space parking structure, public and private outdoor space, commercial space, and a transportation concourse for the streetcar and Milwaukee County's Bus Rapid Transit service at the former Milwaukee County Transit Center site. The tower will sit on the northeast corner of the site, with the balance of the site being occupied by a 3-story podium. Vehicular and transit access will be from Michigan and Clybourn Streets. Public outdoor space will be located on the third level of the development. Bicycle parking for residents and visitors to the site will be available at key locations throughout the development. Building materials will consist of aluminum-framed glass windows, pre-cast concrete cladding panels, stone base, metal panels and aluminum screening (to screen the parking structure).

On March 13, 2017, a public hearing was held and at that time, one person spoke regarding the proposal. Mark Irgens of Irgens Development stated that he is generally supportive of the development as shown; however, he needs to have further discussions with the development team to understand its impacts that this project will have on their building at 833 East Michigan Street. The architect for The Couture stated that they have been in discussion with the architect of 833 East Michigan Street for several years, and is agreeable to continuing discussions in advance of the Zoning, Neighborhoods and Development Committee meeting. Since the proposed development is consistent with the recommendations of the Downtown Comprehensive Plan, the City Plan Commission recommended at its regular meeting on March 13, 2017 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Bauman

