



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

June 18, 2019

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

Dear Committee Members:

File No. 190159 relates to the change in zoning from Single-Family Residential, RS2, to a Detailed Planned Development, DPD, for the property located at 7007 and 7007-R North 115th Street, on the west side of North 115th Street, south of West Good Hope Road, in the 5th Aldermanic District.

The applicant, Western Building Products, Inc. (Western), is seeking to change the zoning for the subject parcels from RS2 to a DPD, which would allow them to construct an approximately 326,600 square foot building that will serve as their new corporate headquarters with uses including distribution, storage, light manufacturing and office/sales functions. The proposal includes a possible 75,800 square foot future expansion of the facility on its north end. A minor modification to the DPD zoning would be necessary to approve the design of the future building expansion and associated site changes. The site currently does not have water or sewer utilities. The applicant has been working with the Depts. of City Development and Public Works to determine the best route by which to bring utilities to the site.

Western offers a variety of millwork products such as mouldings, doors, stair parts and more, and has outgrown their current facility in Wauwatosa where they have approximately 200 employees. The majority of the space in the proposed building will be for storage and distribution of doors and moulding products. There will be a number of production spaces within the facility including a pre-finishing/painting shop, interior and exterior pre-hung door shop, and a handful of other carpentry and maintenance/repair shops. The proposed building will be constructed primarily of painted precast concrete wall panels with clerestory windows and a structural steel roof. The office portion of the building will have additional exterior glazing and detailing.

A monument sign is proposed along the 115th Street frontage of the site. Employee and visitor automobile traffic will enter from 115th Street and park in a surface parking lot on the east side of the building. Truck traffic will enter and exit at the northern end of the site, closest to Good Hope Road – adjacent to the cellular tower and public park-and-ride, and away from adjacent residential properties to the south. A narrow drive is proposed along the south end of the property that will only be used for fire access or in case of emergency. A 207-space parking lot will be provided for employees for the initial phase. Parking will be expanded to approximately 370 cars for the future phase.

On June 10th, a public hearing was held on the subject file. Redevelopment Authority of the City of Milwaukee assistant executive director David Misky was the first to speak, and provided background on the proposal, including the thought and review that has gone into the determination to run the utilities up North 115th Street. Bill Zacher, a representative from Western then spoke about the company, why they chose the Joy Farms, and the basics of the site and development plan.

When asked about screening along the south property line, Jeffrey Hook of Briohn Construction said that they were keeping the existing tree line and adding some additional trees, but they were open to more



screening and further greening the parking lot. Alderwoman Dodd read a letter of support for the subject file into the record, talking about the community meetings and outreach efforts made by her and her office. She commended the proposal and Western, specifically for offering to pay for installation of sewer laterals to the affected properties.

A neighbor the south spoke in opposition to the file. He was concerned about increased traffic, noise from trucking, the effect of the development on the Menomonee River, noise from the paint shop, light pollution from the digital sign, and a lack of details about phase II. Four owners of nearby properties also spoke in opposition to the file, echoing many of the first speaker's concerns regarding traffic, pollution, stormwater management, and the effect on property values. One neighbor along West Green Tree Road wanted to know why his home was not being hooked up along with those on 115th Street. In response to the comments and questions, the development team stated that DPW confirmed that servicing the homes along Green Tree Road with a sewer was infeasible due to the severe grade change from 115th. The development team said they would work with the city staff on the berm and screening along the southern end of the property to address concerns.

Since the proposed zoning change will allow the applicant to move its headquarters to Milwaukee, and the development proposal is consistent with the recommendations of the Northwest Side Plan, the City Plan Commission, at its regular meeting on June 10, 2019, recommended approval of the subject.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Dodd