



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

August 27, 2021

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

Dear Committee Members:

File No. 210468 relates to the change in zoning from Downtown-Mixed Activity, C9G, to Downtown-Residential and Specialty Use, C9B(B), to allow a mixed-use development at 333 North Water Street, on the southwest corner of North Water Street and East St. Paul Avenue, in the 4th Aldermanic District.

This zoning change and the associated Riverwalk Site Plan Review Overlay Zone approvals were requested by Hines Acquisitions, LLC and would facilitate the construction of a 32-story mixed-use, multi-family residential building with 295 residential units, two first floor commercial spaces (one of which faces the Milwaukee River to the site's west), and a 7-story attached parking structure with 405 spaces. The site is currently a surface parking lot.

The City Plan Commission held a public hearing regarding this item at its regularly scheduled August 23, 2021 meeting. DCD staff provided a brief overview of the history of the Third Ward Area Plan including the plan recommendations for a signature development at this site, demonstrating that the proposal to allow an increased floor-area ratio, and therefore an increased building height, is consistent with the Area Plan. Additionally, it was noted that the Third Ward Architectural Review Board met on June 16, 2021 and determined that the design, materials, and colors proposed are consistent with the design standards established for the district.


The developer and architect team provided a presentation on the proposed development and answered questions from the Commissioners regarding the parking, unit mix, and other related items. Commissioners commended the architects on the design of the garage façade and the Riverwalk connection on the north side of the development.

Alderman Bauman also spoke and expressed his support for the project, especially after design revisions following the Third Ward Architectural Review Board comments. Only one member of the public spoke on the proposal and expressed concerns over the effect of the glass on migratory birds and his hope that the developer would employ local and diverse contractors and laborers.

Since the proposed zoning change to C9B(B) is consistent with the recommendations of the Historic Third Ward Area Plan, the City Plan Commission at its regular meeting on August 23, 2021 recommended approval of the subject file.



Sincerely,

A handwritten signature in dark ink, appearing to read "L. Crump", written in a cursive style.

for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bauman