

**PLAN COMMISSION REPORT  
CITY OF SOUTH MILWAUKEE, WISCONSIN**

**Preliminary Site Plan Zoning Review for PDD at 315 Marion Avenue**

Prepared by: Ericka Lang, economic development manager/zoning administrator

Date: September 17, 2025

**Developer:** Continental Properties

**Project:** Authentix Lakeshore

**Plan Submittal:** Conceptual Site Plan, dated September 16, 2025

Community Development Permit #PPZ2025-0004

**Development Proposal:** Garden style development of low density rental units: 384 total DU: (11) 24-unit buildings, (2) 36-unit buildings, (30) townhomes, (18) duplexes. Ranging studios to 3-bedrooms.

Amenities: clubhouse, leasing office, fitness center, pool, onsite FT maintenance, car care center, pet playground

**Phase I:** 336 homes

**Zoning:** Z-4 Urban Center. Adjacent properties zoned Z-3 General Urban Zone.

**Lot size** 31.89 acres

**Parking Supply 755:** Detached Garages- 36 Attached Garages- 18 (duplexes) Surface Stalls- 620

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A review of the proposed conceptual site plan was completed, evaluating how the project aligns with the City of South Milwaukee Comprehensive Plan Update 2050 (Plan) and general zoning items.

The development is a suburban subdivision with garden style two and three-story apartment buildings on one parcel and private roads that do not connect to the existing street network.

Below is a list of relevant Plan goals and recommendations and zoning requirements. For this review, the focus is on whether the site plan aligns with the Plan recommendations and key zoning site standards. Items marked with an asterisk (\*) are high-priority goals for this site. If something isn't marked with yes/no, more information is needed or it doesn't apply at this time.

The Plan identifies the 30-acre property as a key redevelopment opportunity site. Redevelopment priorities:

- Medium-to-high density housing
- Mix of housing types
- Connection to the surrounding neighborhood
- Align with existing street system
- Improving public access to the lakefront

**Staff Review Conclusion:** The proposed apartment complex doesn't meet several key items of the Plan, which may require a plan amendment if there is support for the project as-is.

**SOUTH MILWAUKEE COMPREHENSIVE PLAN UPDATE 2050**

Plan Sect	Staff Comments	Concept Meets
<b>Ch 2: Neighborhoods: Lake Shore, Future Land Use</b>		
	The Plan includes Congress for New Urbanism (CNU) adopted principals, identifying the project within a Neighborhood area that should be "compact, pedestrian-friendly, and mixed-use." The property is within the neighborhood "M" District.	No <input checked="" type="radio"/>
* 15 DU/ acre minimum on large parcels. (384 DU/ 31.89 acre = 12 DU/acre)		No <input checked="" type="radio"/>
	Requires 450 DU to meet minimum	
	The developers project description excludes the bluff (8.28 acre) and cell tower (1.08 acre), showing it meet DU min. Confirm undevelopable area.	

Plan Sect	Staff Comments	Concept Meets
* <u>Desirable Preferred Community Design: Traditional Neighborhood</u>	Density levels and site layout is not a traditional neighborhood design.	No
* <u>Allowable Preferred Community Design: Conservation Subdivision</u>		No
* <u>Undesirable Preferred Community Design: Suburban Subdivision</u>	Current density and site layout is a suburban style	
* Desirable - residential: 3 - 4-family		No
* Desirable: residential: multifamily/ senior		Yes
Allowable: Residential: 1- 2-Family		Yes
Allowable: Mixed-Use: commercial/residential		No
Allowable: Open Space & Recreational (for public)		No
<b>Ch 4: Housing</b>		
* Encourage high-quality and <u>higher density housing</u> on key re/development sites with high potential for connectivity and in close proximity to key South Milwaukee assets, such as the lakefront, the park system, and Downtown using Planned Development Districts.		No
* Ensure that new housing units are designed and built in a more <u>dense urban style</u> than currently exists in the local market.		No
Dense urban style includes mix of uses, higher density, walkability, accessibility, limited green spaces, vibrant street life		
* Work toward redevelopment of appropriate brownfields/former industrial sites into <u>mixed-use developments</u> that include residential housing, <u>especially near the lakefront</u> and parkway to maximize the natural and economic value.		No
Ensure new housing are high quality, and can suit the needs of future markets, particularly young adults.		Yes
<b>Ch 6: Economic Development Opportunity Area: Lakefront Site 315 Marion Ave</b>		
Multifamily housing would be in character with neighboring residential land uses.		Yes
Retail and restaurants could increase curb appeal.		No
* Improve connections to adjacent neighborhoods.		No
* Intersections must align with existing neighborhoods to create traffic and aesthetic compatibility.	Project narrative describes a new road from Manistique Ave to 4th Avenue as an public access easement. The width of the proposed road does not match the width of Manistique and would not be perceived as a public road.	No
One and two-story townhomes could provide medium-density housing options nearest to existing neighborhood homes.		Yes
5th Avenue could provide a location for a grocery store or supermarket that is easily accessible to the neighborhood.		No
Community greenhouses could be a neighborhood amenity and provide residents opportunities to grow and sell produce.		
2 to 4 -story mixed use buildings with ground level retail, restaurant, or small businesses and upper level apartments or condominiums.		No
4+ story apartments would offer residents great views of Lake Michigan.		No
5+ story, higher density apartments would offer residents sweeping views of Lake Michigan and the rest of the neighborhood.		No
Public trails for accessing Lake Michigan should be used for recreation and connection to other trail systems and Grant Park.	The concept shows "Mowed walking trails" on bluff linking to the internal pedestrian paths for the residents. [bluff is ~65' elevation]	No
A Lake Michigan promenade could have landmark features, like a pier, drawing people's attention to the lake and linking neighborhoods to the shoreline.		
A community building could offer programming for South Milwaukee residents.		No

Plan Sect	Staff Comments	Concept Meets
	New public beaches could provide new recreational opportunities not previously available to this neighborhood. The beaches would also serve as erosion protection for the bluffs.	
	Public places, public parks, and gardens should provide the site with natural, sustainable elements that enhance the connection to the wooded bluffs and the lake. These could serve many functions such as storm water management, wildlife habitat, shade, etc.	No 
	Public places could be provided in many different locations such as lining the boulevard and/or in the areas between building (most areas adjacent to the lake and along Manitowoc Ave could be considered).	No 
	A high-rise, high-density residential tower would provide a great viewscape of the lake atop the bluff. This location is more suitable for this use since it is adjacent to some non-residential land uses.	No 
	Shoreline Park should be developed on the City-owned property to act as an amenity to the new lakefront residential area and the surrounding community.	

### PLANNING SITE STANDARDS

General architecture and urban planning principles require buildings to provide access from a street frontage, to foster a sense of community and connections. 

The clustered duplexes along Marion Ave and 5th Ave show the 'front yard' facing the alley. The alley is the only vehicular access point. Alleys function as access to garages, garbage pickup, and are often not maintained or illuminated. This arrangement has impractical physical connections to the neighborhood that diminishes social interactions. Having an alley function as a front yard and principal access decreases safety and limits emergency vehicle access. It also does not add to neighborhood character or have curb appeal.

### ZONING Z-4 LOT Regulations

Street Setback (Principal) (ft.)	2 min, 12 max	na
Side Setback (ft.)	0 min, 24 max	na
Minimum Frontage Buildout (%)	80%	No 
Maximum Building Impervious Coverage (%)	90%	Yes 

### ZONING PLANNED DEVELOPMENT DISTRICT

No property owner may apply for a PDD unless the proposed development is impossible under otherwise applicable zoning regulations. Approved PDDs may only alter standards within this zoning chapter and City street cross-sections. No PDD may alter any other City-adopted standard.

Creating a subdivision is an alternative to a PDD, having each building on its own parcel.

### ZONING PARKING & SCREENING - PARKING LOTS

Parking supply requires 1 space per unit with credits for bicycle, on-street and public parking.

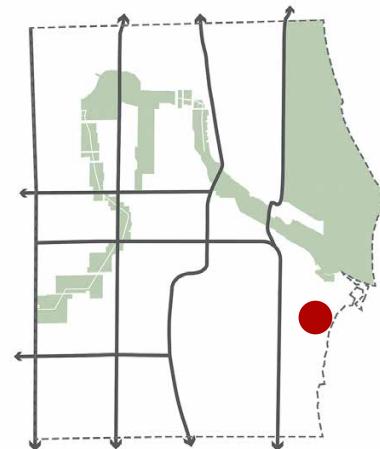
Yes 

Location parking areas: Property owners shall place all off-street motor vehicle parking areas behind buildings where possible. The City prohibits parking lots larger than 12 spaces between buildings and the street. Where alley access is impossible, property owners may place parking lots to the side of the primary structure.

No 

Most of the surface parking spaces are located in front of the multifamily buildings.

# LAKEFRONT SITE 315 MARION AVENUE



Aerial source: SEWRPC, 2022  
Sketch overlay ca 2021



## EVERBRITE CAMPUS SITE

### Options for Future Development

This almost 30-acre site offers many amenities not fully available to other locations in South Milwaukee. It offers nearly 1,000 feet of undeveloped Lake Michigan shoreline with close proximity to shoreline destinations like Grant Park and the South Milwaukee Yacht Club. New multi-family housing would be in character with neighboring residential land uses, while retail and restaurants could increase curb appeal. The site area offers a broad range of options with varying density and diverse housing as key components. There are opportunities to retrofit a key historic building, provide public places and recreation activities, and provide natural amenities and access to Lake Michigan.

Residential development drives this redevelopment opportunity which would attract new residents and younger families with its proximity to schools. The site's location along the minor arterial 5th Avenue makes higher density housing feasible; it should be implemented with lower density closer to 5th Avenue and transition to more homes per acre closer to Lake Michigan. There currently is limited connection to 5th Avenue and adjacent neighborhoods, and the potential development could benefit by connecting the site to those places.

The attached concept depicts new housing concepts with opportunities for commercial uses to accommodate the surrounding neighborhood:

1. Intersections must align with existing neighborhoods to create traffic and aesthetic compatibility.
2. One and two-story townhomes could provide medium-density housing options nearest to existing neighborhood homes (shown as the smaller rectangular orange buildings).
3. 5th Avenue could provide a location for a grocery store or supermarket that is easily accessible to the neighborhood.
4. Community greenhouses could be a neighborhood amenity and provide residents opportunities to grow and sell produce.
5. These could be 2 to 4-story mixed use buildings with ground level retail, restaurant, or small businesses and upper level apartments or condominiums (marked as buildings with both red and orange shading).
6. 4+ story apartments would offer residents great views of Lake Michigan (marked as orange rectangular and L-shaped buildings).
7. 5+ story, higher-density apartments would offer residents sweeping views of Lake Michigan and the rest of the neighborhood.
8. Public trails for accessing Lake Michigan should be used for recreation and connection to other trail systems and Grant Park.
9. A Lake Michigan promenade could have landmark features, like a pier, drawing people's attention to the lake and linking neighborhoods to the shoreline.
10. A community building could offer programming for South Milwaukee residents.
11. New public beaches could provide new recreational opportunities not previously available to this neighborhood. The beaches would also serve as erosion protection for the bluffs.
12. The existing brick building and smokestack are great legacy components that provide a connection to the site's industrial history. It could serve as a central gathering place.
13. Public places, public parks, and gardens should provide the site with natural, sustainable elements that enhance the connection to the wooded bluffs and the lake. These could serve many functions such as storm water management, wildlife habitat, shade, etc. Public places could be provided in many different locations such as lining the boulevard and/or in the areas between buildings (most areas adjacent to the lake and along Manitowoc Avenue could be considered).
14. A high-rise, high-density residential tower would provide a great viewscape of the lake atop the bluff. This location is more suitable for this use since it is adjacent to some non-residential land uses.
15. Shoreline Park should be developed on the City-owned property to act as an amenity to the new lakefront residential area and the surrounding community.

2025 Aerial 315 Marion





September 10, 2025

Re: Authentix Lakeshore  
City of South Milwaukee  
Continental 971 Fund LLC  
Proposed Multifamily Development

#### **Continental's Development Experience**

Continental Properties Company, Inc. ("Continental") is a privately held, multifamily real estate development company based in Menomonee Falls, Wisconsin. Founded in 1979, Continental has become a leading developer, owner, and operator of multifamily communities, retail centers, and hospitality properties in the United States. To date, Continental has developed over 35,000 homes, across 144 communities in 20 different states.

Continental's development success is attributed, in part, to its vertically integrated team focused on exceptional market research, product design & development, construction oversight, property management, customer experience, and portfolio management.

#### **Authentix Lakeshore Community Introduction**

Continental 971 Fund LLC is pursuing the acquisition of approximately 31.89 acres of land near the SWC of Marion Avenue and 5<sup>th</sup> Avenue ("Site") in the City of South Milwaukee, WI ("City") for its proposed multifamily community. The proposed community is a market-rate, 384-home multifamily community ("Authentix Lakeshore").

Authentix Lakeshore will be comprised of 384 total homes across 4 different building types. The homes incorporate efficient building design, open concept living spaces, and durable, quality materials. The buildings offer a unique layout in the multifamily sector, with direct access to each first-floor home and secure stairwells for second and third level homes.

The proposed community will also include a clubhouse, mail kiosk, and grounds building. The community clubhouse and leasing center houses employee offices for Continental's management team, a resident lounge, and 24-hour fitness center, whereas the full-time maintenance team will be based out of the grounds building. Special attention will be paid to the site layout, allowing proper vehicular and pedestrian circulation, and ease of maintenance for the multiple amenities. The community will also feature a variety of home types, including studio, one-, two-, and three-bedroom homes.

#### **Land Use/ Zoning**

The subject site consists of 31.89 acres. The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has designated the eastern portion of the site as a primary environmental corridor. To accommodate grading, tree clearing, and replanting in this area, all buildings and impervious surfaces will be set back 200 feet from the bank line, with this 8.28-acre portion preserved and dedicated as a private park. In addition, a 1.03-acre area on the southwest portion of the site is currently undevelopable due to an active cell tower lease, though it may present a future development opportunity once the lease expires. These conditions result in 22.58 acres of developable land. Based on the recommended density of 15 dwelling units per acre, the proposed 384-unit community—of which 336 homes are planned for Phase One—meets and exceeds the city's desired density for this location.



The property will be subdivided for multifamily residential use and is currently zoned M2 (Industrial). Continental intends to pursue a Planned Unit Development (PUD) to allow for multifamily residential, providing flexibility in the layout, and design while aligning with the city's design standards and environmental objectives. The site is identified as a priority redevelopment area in the City's 2050 Comprehensive Plan, with emphasis on housing diversity that strengthens the community. The proposed development advances these goals, creating a high-value opportunity for both the City of South Milwaukee and Continental.

### **Site Plan**

Authentix Lakeshore will be comprised of 18 duplex homes, 30 town homes, 11 (24-home) two-story stacked flats and 2 (36-home) three-story garden-style apartment buildings. The plan also incorporates an extension of the existing public street grid by providing a public access easement connecting Manistique to 4<sup>th</sup> Ave. The site will target a 1.75:1 parking ratio featuring detached garages and surface parking. Parallel parking will be incorporated to reflect the surrounding public infrastructure in the area. The site will feature a central courtyard that includes the resident clubhouse at the core of the site. The residential buildings and amenities disbursed throughout the community are accessible via a vehicular and pedestrian transportation network, designed specifically to provide ease of access and safety to residents. These amenities are also centrally located within the community for safe and convenient access. Residents are provided with a mixture of both detached garages and ample surface parking to best fit their desires.

### **Community Amenities**

The clubhouse is open 7 days a week and includes a community gathering room, 24-hour fitness center, kitchen, coffee bar, and resort-style pool. The gathering room and coffee/kitchen area are serviced by complementary wireless internet service to accommodate residents in search of work from home opportunities. During warm months, the garage-style door in the fitness center can be opened to the pool deck for an open-air workout experience. The clubhouse is also home to Continental's premiere in-house community management team, offering resident-focused service, designed to meet and exceed resident expectations.

In addition to the clubhouse amenities, the community will include a car care center, pet playground, pet spa, hammock area, internal trail network, firepit, overlook seating of the lakefront and open space areas for residents to gather. The open space, landscaping, and courtyard approach to layout provides connectivity throughout the community to promote further neighbor interaction. Signage will be provided at the main entrance, to create a clear sense of entry.

### **Elevations**

Each first-floor unit is provided with a covered entry, adding additional articulation and a sense of human scale to the community. All principal and clubhouse buildings include horizontal and vertical articulation by way of varying façade faces at each unit and varying roof geometries along the building's massing.

Each home, ranging from studio to 3-bedrooms, offers a high percentage of glazing to promote an abundance of natural lighting. In addition to the glazing, the elevations are comprised of both vertical and horizontal oriented fiber cement siding along with high-quality roofing materials and thoughtful articulation which help the community blend seamlessly into its surrounding context. To create even more interest in the façade, two different but complimentary color schemes will be selected. Based on initial conversations with staff, the elevations will include all fiber cement siding, balconies on select buildings and two different color palettes.



The clubhouse will include the same materials and follow the same color scheme as the residential buildings. The detached garages, mail kiosk, maintenance building and trash enclosures will also include materials that match the residential buildings, creating a cohesive design throughout the community.

**Conclusion**

The proposed Authentix Lakeshore will benefit the City of South Milwaukee and the surrounding community. The community will help meet the demand for rental housing in the city while providing a unique, quality housing opportunity for local employers and residents. Thank you for considering this concept plan submittal and please let me know if there are any questions on the items enclosed. We look forward to working with the City of South Milwaukee!

Sincerely,

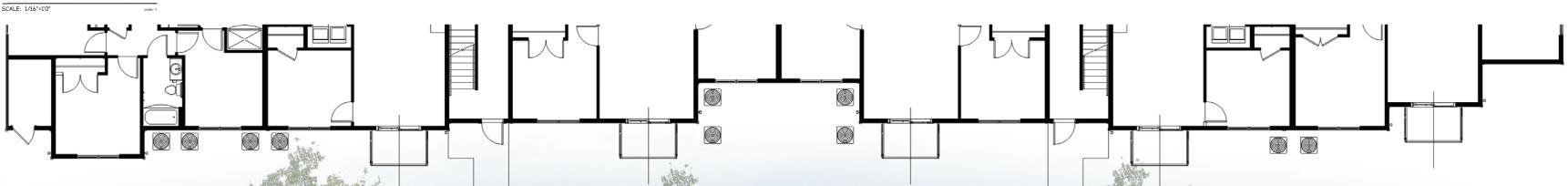
Katie Skelton, Development Associate  
Continental Properties Company, Inc.  
(262) 442- 5106  
[kskelton@cproperties.com](mailto:kskelton@cproperties.com)

LEGEND	
1	CLUBHOUSE
2	PROPOSED PRIMARY ACCESS POINT
3	PROPOSED SECONDARY ACCESS POINT
4	TRASH ENCLOSURE
5	MAIL KIOSK
6	MONUMENT SIGN
7	PET PLAYGROUND
8	FIRE PIT SEATING AREA
9	HAMMOCK & PICNIC TABLE AREA
10	OVERLOOK PLATFORM
11	MOWED WALKING TRAILS
12	4' DECORATIVE FENCE
13	Maintenance, Car Care Center, ADA Garage, & Package Center





**Front Elevation**



BOARD & BATTEN



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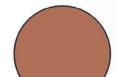
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DOORS



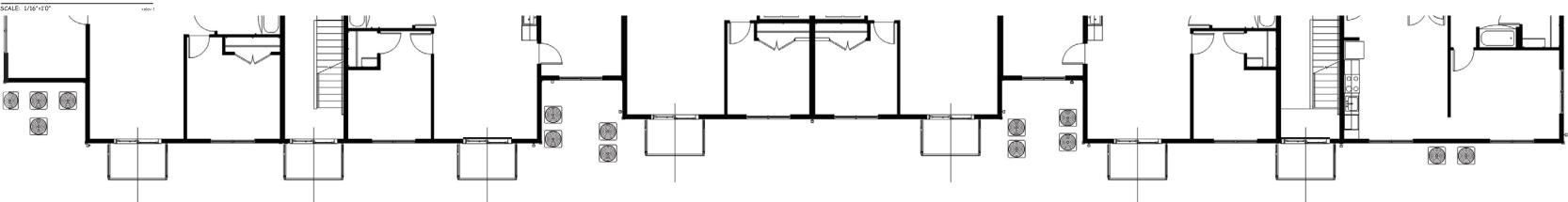
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**Rear Elevation**



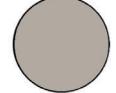
24 UNITS BUILDING



BOARD & BATTEN



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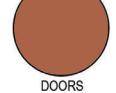
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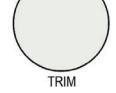
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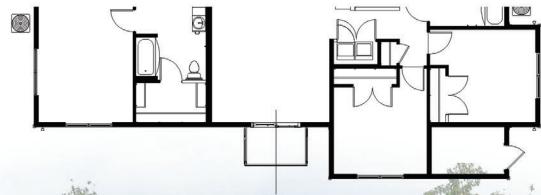


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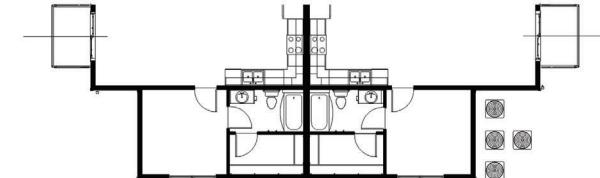
Left Elevation

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Right Elevation

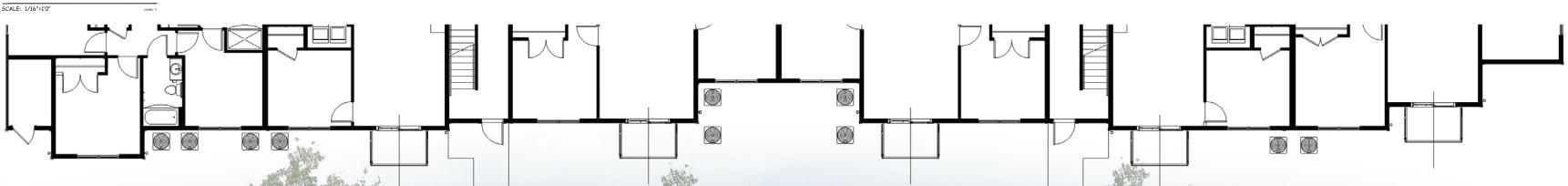
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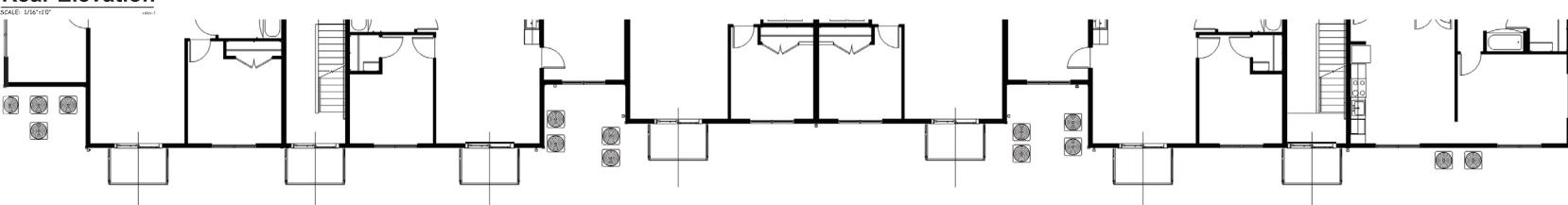
24 UNITS BUILDING



**Front Elevation**



**Rear Elevation**



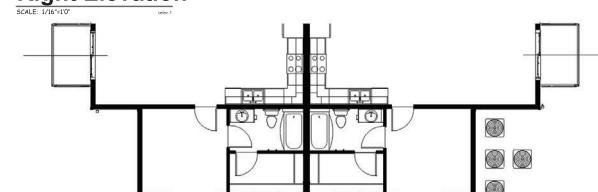
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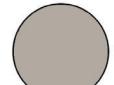
**Right Elevation**



24 UNITS BUILDING



BOARD &amp; BATTEN 1



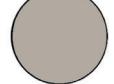
BOARD &amp; BATTEN 2



BOARD &amp; BATTEN 3



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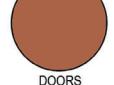
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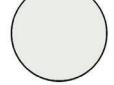
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36 UNITS  
BUILDING



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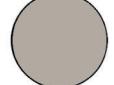
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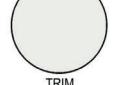
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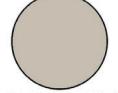




BOARD &amp; BATTEN 1



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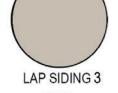
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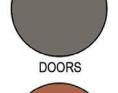
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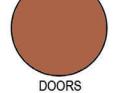
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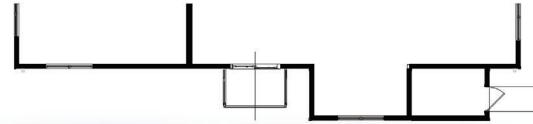


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Left Elevation

SCALE 1/16"=10'



Right Elevation

SCALE 1/16"=10'

36 UNITS  
BUILDING



BOARD &amp; BATTEN 1



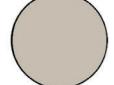
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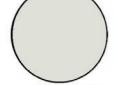
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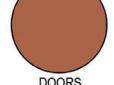
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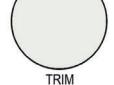
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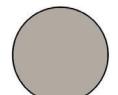


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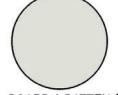




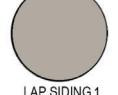
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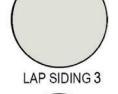
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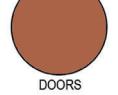
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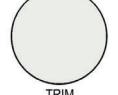
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DOORS



DOORS

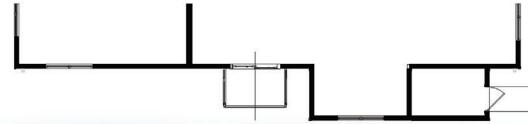


TRIM



Left Elevation

SCALE 1/16"=10'



Right Elevation

SCALE 1/16"=10'



36 UNITS  
BUILDING

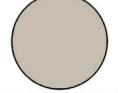
YOU ARE HERE



BOARD & BATTEN 1



BOARD & BATTEN 2



BOARD & BATTEN 3



LAP SIDING 1



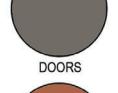
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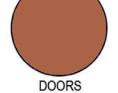
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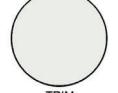
ROOF



DOORS



DOORS

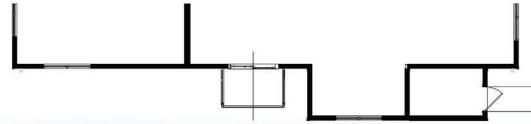


TRIM



Left Elevation

SCALE 1/16"=10'



Right Elevation

SCALE 1/16"=10'



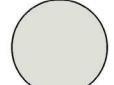
36 UNITS  
BUILDING



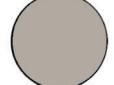
BOARD &amp; BATTEN 1



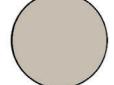
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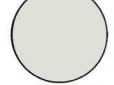
BOARD &amp; BATTEN 3



LAP SIDING 1



LAP SIDING 2



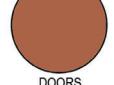
LAP SIDING 3



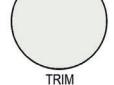
ROOF



DOORS

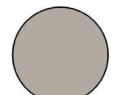


DOORS



TRIM

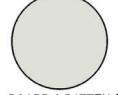




BOARD & BATTEN 1



BOARD & BATTEN 2



BOARD & BATTEN 3



LAP SIDING 1



LAP SIDING 2



LAP SIDING 3



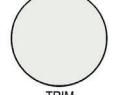
ROOF



DOORS



DOORS

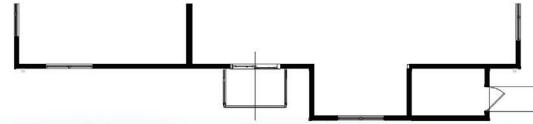


TRIM



Left Elevation

SCALE 1/8"=10'



Right Elevation

SCALE 1/8"=10'



36 UNITS  
BUILDING

YOU ARE HERE