



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

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June 30, 2014

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

Dear Committee Members:

File No. 140196 relates to the change in zoning from Industrial Office (IO1) to a Detailed Planned Development (DPD) for commercial development on land located on the northeast corner of North 124th Street and West Bradley Road, in the 9th Aldermanic District.

This zoning change was requested by the Boerke Company, Inc., and would permit construction of a large scale retail building and filling station. Sam's Club has contracted to purchase the property to relocate an existing Sam's Club store at 7701 West Calumet Road to this site and construct an approximately 135,000 sq ft retail membership warehouse club with a members-only gas station. Building materials for the retail building will primarily include Quik Brik and brick veneer masonry at the pedestrian levels of the building. The applicant has proposed EIFS on the upper portions of the building, though DCD staff has requested further reduction of the amount of proposed EIFS. DCD staff has also requested additional building articulation to activate the facades of the building where glazing is not feasible, as well as additional landscaping along the parking lot and the south end of the site. The filling station will contain a small kiosk for a single attendant. The canopy piers and kiosk building will be made of Quik Brik and brick veneer. A 50 foot landscaped buffer will be maintained along North 124th Street, and a 235 foot landscaped buffer will be maintained along West Bradley Road. Additionally, a 130 foot landscape buffer will be located at the north end of the site. A substantial natural landscape buffer already exists along the eastern edge of the site, which is within the limits of Dretzka Park.

On June 9, 2014, a public hearing was held and at that time nobody spoke in opposition. Prior to the City Plan Commission meeting, the Alderman's office forwarded several letters of opposition to the proposal that they had received from neighbors. Some concerns included increased traffic, taking park land for the development, and questioned whether this site was appropriate for the proposal. The Dept. of Public Works is working with the applicant, their traffic engineer, the Village of Menomonee Falls and WisDOT to determine traffic impacts. The land within the proposed zoning change boundary is privately owned and not part of the adjacent Dretzka Park. Additionally, the Milwaukee County Parks Dept. has noted that they do not intend to acquire additional land at this location for the park. Since the proposed use is consistent with the Woodman's site immediately to the west of the development site, the City Plan Commission at its regular meeting on June 9, 2014 recommended approval of the subject file, conditioned on the applicant working with DCD staff to finalize the building and site design.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Robert Puente

