

January 29, 2002

To the Honorable Common Council  
Zoning, Neighborhoods and  
Development Committee  
City of Milwaukee

Dear Committee Members:

Attached is File No. 011153, being a substitute ordinance to change in zoning from Multi-Family Residence (R/D/40) to Detailed Planned Development (DPD) for a planned development, on land located on the North Side of West Chester Street and East of South 92nd Street, in the 16th Aldermanic District.

This zoning change will allow for the construction of a 63,613 gross square foot, 3-story office building. This office building will be similar in design to the previously approved phases of the Honey Creek planned development.

Access to the site will be off of West Chester Street. No vehicular access will be allowed between this property and previous phases of development, but a pedestrian connection will be provided. A storm water detention area will be provided along the southeastern corner of the site to meet new storm water management regulations that were enacted this year.

A surface parking lot with 248 parking spaces is proposed. Decorative fencing and landscape screening will be provided along West Chester Street.

Both site and tenant identification signs are proposed. An illuminated monument sign will be provided along West Chester Street constructed in similar materials of the building and similar design of existing Honey Creek monument signs. A building identification sign located adjacent to the building entrance will be constructed of anodized sheet metal listing individual tenants as well as building designation. One tenant specific building sign is proposed. The proposed building sign will consist of illuminated, individual mounted letters measuring 24-inches in height and not exceeding 35 feet in length. Details of signage will be submitted to staff for review and approval. The building signage should be reduced in size to be more consistent with the closer proximity of the building to the freeway than the Phase II and III buildings.

The Department of Public Works has requested an updated traffic study. The developer is in the process of completing the study for DPW's review and approval. Previously, neighbors raised concerns about traffic for earlier phases of Honey Creek. In the past the developer provided roadway system improvements such as a signalized intersection at South 92<sup>nd</sup> Street and West Bluemound Road to meet traffic requirements.

Opus North Corporation recently hosted a neighborhood meeting. At that meeting no one was opposed to the development and everyone in attendance was generally supportive of the development.

A public hearing was held and at that time there was no opposition to this proposal. Since this proposed zoning change is consistent with the approved general plan and City plans for the area, the City Plan Commission at its regular meeting on January 28, 2002 recommended that the attached substitute ordinance be approved conditioned on the following:

1. Working with DCD staff on revising the landscape screening along West Chester Street.
2. Providing a pedestrian connection between the Honey Creek developments.
3. Reducing the building sign letter height to be more consistent with the closer proximity of the building to the freeway than the Phase II and III buildings.
4. Satisfying Department of Public Works comments relating to the traffic study.

Sincerely,

Julie A. Penman  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Murphy