



INTERIOR ARCHITECTS

September 18, 2023

City of Milwaukee – Department of City Development
ATTN: City Plan Commission

RE: Application for Approval of a Project Within a Zoning Overlay
Proposed Bank of America Outlot Development - 7630 W. Good Hope Road

ATLANTA

AUSTIN

BOSTON

The following analysis is based on the Pick n’ Save SPROZ and Base CS – Commercial Service District zoning for the City of Milwaukee.

CHARLOTTE

CHICAGO

The purpose of this document is to describe the nature of the proposed outlot at 7630 W. Good Hope Road and to demonstrate the conformance of our project to the Pick n’ Save Site Plan Review Overlay Zone (SPROZ) standards.

DALLAS

DENVER

The proposed development consists of one stand-alone retail bank branch, along with a redevelopment of the existing property. The Commercial Service District allows for the construction of bank branches, with drive thru capabilities limited to the requirements of Section 2-L of Chapter 295 of the Milwaukee City Code, to which this project meets or exceeds all requirements.

DUBLIN

HOUSTON

LONDON

LOS ANGELES

The proposed design has been reviewed and approved by both the Havenswood Business District and the Granville Action Committee. The Bank of America branch will create a new commercial business in a currently unoccupied piece of property on the prominent GAC corridor of Good Hope Road. The use of high quality materials, as well as the upgraded site improvements (landscaping and signage) will enhance the area as a whole. New bicycle parking will be added on site, and a connection from the building’s perimeter to the public sidewalk on Good Hope Road will promote the use of non-automobile transportation to the building.

MIAMI

MINNEAPOLIS

NEW YORK

ORANGE COUNTY

PHILADELPHIA

We believe that this new Bank of America branch will greatly improve the streetscape aesthetics of the area and will also bring a prominent business to the community that will make its presence known outside of the property limits. In speaking with the GAC, there have already been plans put in place to discuss next steps in community engagement between the bank and the local committees.

PORTLAND

RALEIGH

SAN FRANCISCO

SEATTLE

This site is located within a Site Plan Review Overlay Zone (SPROZ) that was established in 1991 as File No. 901490. Following is an analysis of how this proposal aligns with the applicable SPROZ standards.

SILICON VALLEY

TORONTO

- 1) The design of the parking lots is consistent with the established traffic engineering standards.

WASHINGTON, DC

IA RESPONSE: *The design of the parking lot is consistent with the traffic engineering standards as established by the City’s Zoning Code. The minimum number of off-street parking is provided in accordance with Table 295-403-a, the 2-way drive aisles are 24’ in width and parking spaces are designed as 9’x18’ in order to meet the 160 sf minimum specified in Section 295-403-3.a.*

104 SOUTH MICHIGAN AVENUE
SUITE 1200
CHICAGO, IL 60603
312.488.5200
888.292.8361 FAX
www.interiorarchitects.com
IA INTERIOR ARCHITECTS GLOBAL ALLIANCE

- 2) That parking areas and entry points are provided with supplemental landscaping.
IA RESPONSE: *The landscape plan exceeds the base zoning requirements for parking lot landscaping at the entry points and parking areas by providing 7 canopy trees (1 existing on-site tree to remain), 305 low shrubs, and 6 frontage trees to meet/exceed minimums specified in section 295-405 of the Zoning code.*
- 3) That parking areas and independent outlots be separated from the internal circulation systems by physical barriers containing landscape materials.
IA RESPONSE: *Please see landscape plan included in submission, this requirement has been met.*
- 4) That direct access to the center is provided.
IA RESPONSE: *No change to the existing driveway entrance from Good Hope Road is proposed.*
- 5) That trash receptacles are screened from adjoining streets and are of a material and design compatible with commercial structures and are of the same height as the receptacles.
IA RESPONSE: *The bank will not require trash receptacles in the parking lot, as there will be regular services to the site for the removal of waste and paper to be shredded. As such, no trash receptacles are proposed on this Project.*
- 6) That the main signs(s) for identifying the shopping center be limited to a maximum of 200 sq. ft. if once sign is used or 100 sq. ft. each if 2 signs are utilized.
IA RESPONSE: *Existing center sign to remain, the bank will not be altering this in any way.*
- 7) That individual outlot uses may each have one pylon sign not exceeding 125 sq. ft.
IA RESPONSE: *Please see sheet 7 of the attached Design Package, the proposed pylon sign on site will be 32 sq. ft. in size. Per Table 295-605-5 of the Milwaukee Zoning Code, Type "B" freestanding signs in the CS Zone are permitted to be 32 square feet in area. This sign is compliant.*
- 8) That individual tenant signs be limited to wall signs located below the roof line and be of a common color and style.
IA RESPONSE: *Please see building elevations in included Design package. Wall signs comply with this requirement. The color and style of these signs will be consistent with the Bank of America logo seen on buildings across the country, consisting of blue individual letters and a red and blue flag logo.*
- 9) That no advertising signs be of the electronic or moving message type.
IA RESPONSE: *No electronic / moving message advertising signs are proposed for this Project.*
- 10) That no off-premise signs be located in the district.

IA RESPONSE: *No off-premises signs are proposed for this Project.*

11) That the site's illumination is designed and located so not to cause glare onto neighboring property.

IA RESPONSE: *Please see attached site lighting plan with illumination levels at bank. Per Section 295-409 of the Milwaukee Zoning Code, site lighting will have cut-off fixtures to ensure that lighting levels and glare are controlled.*

- *Per Section 295-409, subsection a, no light sources will not be visible from an adjoining property or right-of-way.*
- *Per Section 295-409, subsection b, requirements are non-applicable as no adjoining properties are currently zoned residential.*

12) That all utility distribution lines be placed underground.

IA RESPONSE: *No utility distribution lines are proposed for this project. New utility service lines to the proposed building will be installed underground, pursuant to 295-400 of the Zoning Code.*

13) That all on-street parking adjacent to this site be prohibited.

IA RESPONSE: *No on-street parking is proposed for this project. All proposed off-street parking conforms with the requirements detailed in Section 295-403 of the Zoning Code.*

14) That sidewalks are provided adjacent to all public streets; and...

IA RESPONSE: *An existing public sidewalk exists across the entire Project's frontage on Good Hope Road. No modifications to this sidewalk are proposed, other than the on-site sidewalk connection in the Southeast corner of the site.*

15) That driveways and street facility improvements included in the city engineer's letter of November 23, 1987 be financed and scheduled prior to the issuance of a building permit.

IA RESPONSE: *Per DRT Response letter, received on August 22, 2023, response to this item states*

"We agree with your interpretation that standard #15 regarding financing improvements included in the city engineer's letter of November 23, 1987 prior to issuance of a building permit has previously been met and is not applicable here."

We understand this to confirm the requirements of item #15 have been met.



Thank you very much for your time and review of our submission. If there are any further questions or clarifications, please feel free to reach out to me at 312-488-5202 or z.klobucar@interiorarchitects.com.

A handwritten signature in black ink, appearing to read 'Zak Klobucar', written in a cursive style.

Zak Klobucar
Account Manager, AIA
IA Interior Architects
104 S. Michigan Avenue, Suite 1200
Chicago, IL 60603