

November 28, 2005

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

Dear Committee Members:

File No. 050859 is an ordinance relating to the change in zoning from General Planned Development (PD) to a Detailed Planned Development (DPD) known as Park Place, Stage 27, Ruby Tuesday, LLC, on land located on the Northwest Corner of North 107<sup>th</sup> Street and West Good Hope Road, in the 5<sup>th</sup> Aldermanic District.

This ordinance will allow for construction of a 5,300 square foot sit-down restaurant in Sub-Area 'A' of Park Place. The south, east and partial north elevations include storefront windows with an EIFS band and stone veneer at the entrance and corner columns. Fabric awnings are located above the windows. A portion of the north and west elevations include EIFS and cooler equipment. Eighty-six accessory surface parking stalls are proposed. No vehicular access will be provided from N. 107<sup>th</sup> Street or W. Good Hope Road. It will be provided through the adjacent property to the west to West Park Place. Trees are located at the islands between parking stalls. Several trees and bushes are proposed along both Good Hope Road and N. 107<sup>th</sup> Street and accordance with the section 295-405 of the Zoning Code. One freestanding sign is proposed along W. Good Hope Road and two 'Ruby Tuesday' wall signs are located on the south and east sides of the building. At the time this staff report was generated, signage details had not been submitted.

On November 28, 2005, a public hearing was held and at that time there was no opposition to the proposed zoning change. The Alderman voiced his support of revised building elevations that provided stone columns instead of heavier mullion breaks at the windows. Since the proposed zoning change is consistent with the general plan, City Plan Commission at its special meeting on November 28, 2005 recommended approval of this zoning change conditioned on the following: 1. Use alternate 1 on sheet A6.1 to screen all rooftop equipment. Verify that all four sides will include equipment screening. 2. Provide a stone base below all storefront windows instead of EIFS. 3. Provide detailed signage information. 4. Provide pedestrian access to West Park Place.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Bohl Jr.  
File