

March 11, 2009

File No. 081312

3rd Amendment to Detailed Planned Development (f.k.a. Home Depot)
7401 W. Goodhope Road-Existing Vacant Home Depot Site
Milwaukee, WI -9th Aldermanic District

Boulder Venture 34 LLC is proposing to redevelop a 10.8 acre vacant commercial site formerly occupied by Home Depot at 7401 W. Goodhope Road. The site is currently zoned Detailed Planned Development for a Home Depot use and we are requesting an Amendment to the existing Detailed Planned Development to allow for a grocery store as a permitted use. Please note that this Amendment shall only apply to Lot 1 CSM #7599 as shown on the attached Certified Survey map, and does not include the two out lots. The grocery store will sell liquor (upon obtainment of a liquor license) and may have an ancillary bank use within the store. The site and building remodel plans are included in this submittal.

I am requesting that this Amendment be placed on Schedule D of the City's Zoning Change Approval Cycle.

We currently have the land under contract and the land owner, Home Depot USA Inc. has provided us with their authorization to proceed forward with this zoning Amendment.

The following site improvements currently exist on site:

- A 102,000 s.f vacant Home Depot store with an additional 27,988 s.f outdoor garden center
- Asphalt parking lot with approximately 12 light poles, 23 feet in height, installed in curbed islands.
- Two existing monument signs, one at the Good Hope entry and the other at the N. 76th street entry, both signs for the dedicated use of Home Depot. The signs are 20 feet tall and double faced with a 10'x10' Home Depot panel on each side.
- There is currently no building signage. Home Depot removed it when they vacated the store.
- Curbed islands with landscape and decorative ornamental fencing on the east lot line and wood fence along the south property line.
- In general, the site topography is relative flat and it's designed to drain to a series of catch basins throughout the parking lot.

Boulder Venture 34 LLC is proposing the following improvements as part of the grocery store redevelopment:

- Reuse of the Home Depot Building, except that the lumber canopy at the front of the building will be demolished as will the exterior building materials storage and the will call areas at the southeast corner of the Home Depot.

- The existing outdoor garden center will be left “as is”. The grocery use may use this area for seasonal storage and sales.
- An area of the parking lot may also be used for seasonal sales. The attached plan shows the location of the parking lot that will be used. The grocer really does not have a set program for this area as it depends on the opportunities they may arise. At other locations they have used the area for flowers, Christmas tree sales, fireworks stands and various promotional activities. These run anywhere from a couple of days to a number of weeks depending on the event. This is not an area that is constantly occupied as it is more on an as needed basis. Temporary use of the parking lot for seasonal sales may require a minor modification to the DPD.
- Two new entry/exit vestibules will be constructed for the grocery use.
- Landscape planters will be added along the front entry sidewalk.
- The exterior of the building will be remodeled so that is consistent with the District Design Standards. This includes removal of the Home Depot orange from the existing building. Refer to the enclosed plans for remodel details.
- The existing parking lot will be reused by the grocer. Refer to the enclosed site plans for remodel changes to the site. We believe that the existing landscape, lighting, utilities, circulation, parking, loading, screening, setbacks, and open spaces conform to the District Standards based on our intended reuse of the building and site and the City’s previous approval of these items when they approved the Home Depot Detailed Planned Development in 2004.
- The existing monument/pylon signs structures will be reused by the grocer. New panels will be installed on these signs displaying the name of the grocery store. We believe these signs meet the District Standards since they were already approved under Home Improvement zoning use.
- The grocer will install new building signage. The enclosed plans show a conceptual sign on the building but this is not for formal approval. A future sign package will be submitted to the City for approval and the signage will conform to these signage standards.
 - 6 feet tall set of Super Pick n Save channel letters on the building. Super to be 28” tall. Super” is 16 sq. ft. Pick n Save” is 217 sq. ft.
 - Two (2) pylon signs in existing locations-100 sq. ft each sign.
 - All signage above is internally lighted
 - A pharmacy sign it will be 55 sq. ft internally lighted channel letters.
 - A Liquor sign will be 22.5 sq. ft. internally lighted channel letters.
 - The Bank sign is yet to be determined. Allow for 60 sq ft internally lighted letters.
 - This will be a total of 6 signs if you count the Super Pick n Save as one sign.

We believe that the grocery use, including its interior bank and liquor sales, along with the outside sales area, conform to the District’s permitted uses. The grocery store use is an accepted use per the Northwest Side Comprehensive Area Plan.

- Our design plans for the exterior remodel work will conform to the District’s Standards.
- Gross land area: 10.76 acres-Lot 1 CSM #7599
- Maximum land covered by Building: 3.0 acres
- Maximum land covered by parking/drives: 6.33 acres
- Open space: 0.99 acres
- The site has 395 parking spaces.

- The parcel has one building, plus the existing outdoor garden center

As part of this DPD Amendment to permit the grocery store use, we are requesting that the following grocery operations and uses will be allowed under the Amendment:

- Sale of merchandise and displays along the storefront sidewalk
- Seasonal sales areas in the front field parking lot**, which may require administrative approval or a minor modification to the DPD
- The grocer may propose installation of a flag pole and the American flag at the store entry.
- Operation of a bank and ATM within the store
- Sale of Liquor. The grocer will be responsible to secure the liquor license associated with this.

The proposed redevelopment of this parcel will enhance the area by providing a vibrant use for a now vacant building. Please contact me at 414-271-1927 if you have any questions or concerns regarding this submittal.

Best regards,



Sharon Bell
Boulder Venture

Enclosures:

- 8 copies of the "Detailed Plan Project Description and Developers Statement of Intent"
- 8 copies of plans 11"x17" showing existing (light ink) and proposed (dark ink)
- 1 copy of plans 24" x 36" showing existing (light ink) and proposed (dark ink)
- 8 copies of ALTA Survey & Certified Survey Map
- 1 copy of Written Narrative and Plan in PDF format on CD
- 1 copy of Zoning Application
- 1 copy of Affidavit for Zoning Change
- 1 check for \$1200.00/Fee to Amend DPD
- 1 Letter of Authorization from Home Depot USA