

May 15, 2007

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

Dear Committee Members:

File No. 060967 relates to the Second Amendment to the Detailed Planned Development (DPD) known as Southgate Marketplace, on land located on the West Side of South 27th Street and South of West Oklahoma Avenue, in the 11th Aldermanic District.

This file amends the DPD to permit the construction of a 67,890 square foot full-service grocery store addition on the north side of the existing Wal-Mart. The proposed grocery store addition is 24,710 square feet less than the 92,600 square foot addition permitted under the approved General Planned Development (GPD). Wal-Mart's existing 135,400 square foot retail department store and a proposed 92,900 square foot retail grocery store addition were previously approved in the GPD on June 22, 1999.

The Alderman held two neighborhood meetings. At the first meeting several constituents expressed concerns relating to the operation of the existing Wal-Mart store, the outdoor storage area and debris in the parking lot, as well as general opposition to Wal-Mart. Wal-Mart representatives were available to answer questions and address concerns. Issues relating to 24-hours and operations of the store were raised at the second meeting. No concerns were raised about the design of the expansion area.

A cart containment system will be added so that shopping carts will lock if patrons attempt to take carts off-site. This system is design to alleviate the nuisance to the neighbors of carts being strewn throughout the neighborhood.

On May 14, 2007, a public hearing was held and at that time the Alderman reiterated the concerns of surrounding neighbors regarding the expansion of the existing Wal-Mart. Since the proposed change complies with the approved General Planned Development, the City Plan Commission at its regular meeting on May 14, 2007 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Joe Dudzik