

January 30, 2004

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

Dear Committee Members:

Attached is File No. 030981, being a substitute ordinance relating to the establishment of a Development Incentive Zone (DIZ) known as Holt Plaza, located on the north side of West Holt Avenue between South 3rd Street and South Chase Avenue, in the 14th Aldermanic District.

The establishment of the Development Incentive Zone (DIZ) will stipulate the various types of uses that could locate in the development and will create design guidelines based on the approved principles of urban design. All phases of construction will require separate approval by City Plan Commission with adherence to the design guidelines. Two sub-areas are delineated in the design guidelines based on the types of retail development and phasing. Sub-Area A (about 18 acres of land) would create a new primary retail frontage with a home improvement and garden center and a grocery store. Sub-Area B (about 2.4 acres of land) will consist several outlot buildings with tenants to be determined. The applicant is seeking approval of a list of uses derived from the Commercial Service district's permitted, limited and special use districts (Exhibit A) and design guidelines (Exhibit B) as established by the DIZ overlay. About 988 surface parking spaces will be provided and will be screened and landscaped. Loading docks are required to be located at the rear of buildings where possible and screened based on the design guidelines. Two project identification monument signs within Sub-Area A are proposed. Monument signage cannot exceed 20 feet in height, may not exceed 150 square feet in area on each side and may include up to 3 tenant names. Each outlot building in Sub-Area B is allowed one freestanding monument sign. These signs may not exceed 8 feet in height and 32 square feet on each side. Wall signs are also permitted in each sub-area.

On Monday January 26, 2004, the City Plan Commission held a public hearing. At that time, a few neighbors attended and opposed the proposed development. One of the neighbors thought too much traffic would be generated. The Department of Public Works determined there would be no traffic impact. Another neighbor expressed concerns about the height and glare of light poles in the parking fields. It was explained that the design guidelines limit the height of the poles and the zoning code regulates glare issues.

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Residents along South 3rd Street are opposed to any additional vehicular or truck traffic on the street and are concerned about headlight glare into their homes. Through the design guidelines, passenger vehicles will be prevented from ingress and egress to South 3rd Street, the curb cut will be designed for trucks as a right turn only to prevent trucks from turning left and either a traffic calming device is installed in South 3rd Street or an off site ingress and egress easement is obtained. Since the proposed development incentive zone is consistent with the plans for the area and meets the intent of the zoning code, the City Plan Commission at its regular meeting on January 26, 2004 recommended approval of the attached substitute ordinance.

Sincerely,

Patricia S. Algiers
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Breier
File