

September 27, 2004

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

Dear Committee Members:

Attached are File No. 040576, being a substitute ordinance relating to the change in zoning from Local Business (LB1) to Detailed Planned Development (DPD) known as Home Depot, on land located on the South Side of West Good Hope Road and East of North 76th Street, in the 9th Aldermanic District.

This zoning change would allow for the demolition of a vacant K-Mart retail store, construction of a 102,083 square foot home improvement store and garden center and providing 2-outlots along W. Good Hope Rd for future commercial development. The building façade would be precast, stamped concrete panels painted beige with contrasting dark pilasters along the main elevation. The outdoor garden area would be enclosed with decorative metal fencing and masonry piers. A metal roof system painted orange would enclose portions of the garden center. An amendment to the planned development is required for future construction on the outlots.

The existing parking field would be replaced with a new asphalt parking lot, interior landscaped islands and 24-foot tall light poles. About 400 surface parking stalls would be provided for the home improvement and garden center. The vacant site currently has light poles about 50-feet in height.

Two, double-sided, Type B freestanding pole signs are proposed along each street frontage. Each sign would measure 20 feet in height and 100 square feet in area. The current zoning allows for a maximum of 14 feet in height and 50 square feet in area. The two freestanding signs would replace an existing pylon sign about 45-50 feet in height along W. Good Hope Rd. and a pylon directional sign about 10 feet in height along N. 76th Street. The proposed main wall sign indicating 'Home Depot' would be along the front elevation about the main entrance and measure 6 feet in height by about 70 feet in length. Additional Type A wall signs indicating the contractors entrance, nursery and tool rental area are proposed along the front façade. No wall signs are proposed on the other building elevations.

For comparable sign standards that could be applied to this project, staff has looked at the Master Sign Program ("MSP") overlay district. This district permits a 50% increase to the maximum height of freestanding signs and overall display area otherwise allowed in the Local Business (LB1) district. This standard would permit Type 'B' freestanding signs to be a maximum of 21 feet and 75 square feet in area. This would also allow a wall sign up to 90 square feet of display area.

On Monday, September 27, 2004, the City Plan Commission held a public hearing. At that time, no one was in opposition to the proposal. Since the proposed zoning change is consistent with City plans for the area and the general plan standards; City Plan Commission recommend approval of File No. 040576, conditioned on:

1. Revising Owner's Written Narrative to include:
 - a. Site statistics and zoning standards (i.e. permitted uses, height and design standards) for future outlot construction
 - b. Provisions that outlots will be seeded and sodded until approved for construction. This area may not be paved for additional parking
 - c. Wall and freestanding sign standards for the Home Depot and outlots (i.e. type, quantity, square footage of sign area) to comply with LB1 Master Sign Program Standards
2. Removing text regarding hours of operation since it's not regulated through zoning
3. Revising site plan to indicate seasonal sales area in front parking field area with fencing not exceeding 6 feet in height
4. Revising site plan to indicate pylon sign will be 'replaced' not 'renovated'
5. Revising landscaping along West Good Hope Road to include trees conforming to Type B landscaping requirements
6. Revising Home Depot freestanding signs to include sign area for outlot tenants (only 2 freestanding signs are permitted) and reduce the area to 75 square feet
7. Reducing the 'Home Depot' wall sign to comply with LB1, MSP standards

Sincerely,

Rocky Marcoux
Acting Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Puente
File