



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Lafayette L. Crump**  
Commissioner

**Vanessa L. Koster**  
Deputy Commissioner

**9<sup>th</sup> Ald. District**  
**Ald. Taylor**

**CITY PLAN COMMISSION**  
**ZONING REPORT**

**File No.** [230828](#)

**Location:** 7630 W Good Hope Road

**Applicant/  
Owner:** Interior Architects (applicant) on behalf of Endeavour Corp (developer)

**Current  
Zoning:** Commercial Service (CS) and Site Plan Review Overlay Zone (SPROZ) known as Pick n' Save.

**Proposal:** The subject site is zoned Commercial Service (CS) and is within a Site Plan Review Overlay Zone (SPROZ) that was established in 1991. The SPROZ establishes several standards relating to parking areas, landscaping, signage, screening of dumpsters, lighting, and sidewalk connections, among other items. The base (CS) zoning continues to regulate allowable uses and all other site design elements that the overlay does not address. City Plan Commission approval is necessary to confirm that the applicable overlay standards have been met.

The site currently contains a vacant building that was previously utilized as a sit-down restaurant. A new building with drive-through facility is proposed for the site, to be used by Bank of America. A bank is a permitted use in the CS zoning district, and the drive-through facility, which will be used for automatic teller machines, appears to meet the applicable limited use requirements of the zoning code with respect to not being located within 150 feet of a residential use, ensuring that lights associated with the facility will be controlled so as to prevent glare or spill light on residential properties, and if visible from a public street or residential district, an opaque screen shall be provided along the visible portion of the drive-through queueing and operating lane. The building will be constructed with high quality building materials, and bicycle parking will be provided as required by the zoning code. The site will be significantly landscaped, and meets or exceeds both the overlay and zoning code requirements.

**SPROZ Standards:** The applicant has included responses in their narrative exhibit demonstrating how their proposal meets the applicable SPROZ and CS zoning standards. Specific

to the SPROZ, the following elements are applicable. Based on the responses provided, staff concludes that the overlay standards have been met:

Design Guidelines	Design Detail
1. The design of the parking lots is consistent with the established traffic engineering standards.	The design of the parking lot is consistent with the traffic engineering standards as established by the City's Zoning Code. The minimum number of off-street parking is provided in accordance with Table 295-403-a, the 2-way drive aisles are 24' in width and parking spaces are designed as 9'x18' in order to meet the 160 sf minimum specified in Section 295-403-3.a.
2. That parking areas and entry points are provided with supplemental landscaping.	The landscape plan exceeds the base zoning requirements for parking lot landscaping at the entry points and parking areas by providing 7 canopy trees (1 existing on-site tree to remain), 305 low shrubs, and 6 frontage trees to meet/exceed minimums specified in section 295-405 of the Zoning code.
3. That parking areas and independent outlots be separated from the internal circulation systems by physical barriers containing landscape materials.	Please see landscape plan included in submission, this requirement has been met
4. That direct access to the center is provided	No change to the existing driveway entrance from Good Hope Road is proposed.
5. That trash receptacles are screened from adjoining streets and are of a material and design compatible with commercial structures and are of the same height as the receptacles.	The bank will not require trash receptacles in the parking lot, as there will be regular services to the site for the removal of waste and paper to be shredded. As such, no trash receptacles are proposed on this Project.
6. That the main signs(s) for identifying the shopping center be limited to a maximum of 200 sq. ft. if once sign is used or 100 sq. ft. each if 2 signs are utilized.	Existing center sign to remain, the bank will not be altering this in any way.
7. That individual out lot uses may each have one pylon sign not exceeding 125 sq. ft.	Please see sheet 7 of the attached Design Package, the proposed pylon sign on site will be 32 sq. ft. in size. Per Table 295- 605-5 of the Milwaukee Zoning Code, Type "B" freestanding signs in the CS Zone are permitted to be 32 square feet in area. This sign is compliant.
8. That individual tenant signs be limited to wall signs located below the roof line and be of a common color and style.	Please see building elevations in included Design package. Wall signs comply with this requirement. The color and style of these signs will be consistent with the Bank of America logo seen on buildings across the country, consisting of blue individual letters and a red and blue flag logo

9. That no advertising signs be of the electronic or moving message type	No electronic / moving message advertising signs are proposed for this Project
10. That no off-premise signs be located in the district	No off-premises signs are proposed for this Project
11. That the site's illumination is designed and located so not to cause glare onto neighboring property.	Please see attached site lighting plan with illumination levels at bank. Per Section 295-409 of the Milwaukee Zoning Code, site lighting will have cut-off fixtures to ensure that lighting levels and glare are controlled. - Per Section 295-409, subsection a, no light sources will not be visible from an adjoining property or right-of-way. - Per Section 295-409, subsection b, requirements are nonapplicable as no adjoining properties are currently zoned residential.
12. That all utility distribution lines be placed underground.	No utility distribution lines are proposed for this project. New utility service lines to the proposed building will be installed underground, pursuant to 295-400 of the Zoning Code.
13. That all on-street parking adjacent to this site be prohibited.	No on-street parking is proposed for this project. All proposed off-street parking conforms with the requirements detailed in Section 295-403 of the Zoning Code.
14. That sidewalks are provided adjacent to all public streets.	An existing public sidewalk exists across the entire Project's frontage on Good Hope Road. No modifications to this sidewalk are proposed, other than the on-site sidewalk connection in the Southeast corner of the site
15. An existing public sidewalk exists across the entire Project's frontage on Good Hope Road. No modifications to this sidewalk are proposed, other than the on-site sidewalk connection in the Southeast corner of the site.	No modifications are proposed and these requirements are met.

**Granville Advisory  
Committee and  
Havenwoods BID:**

This site is within the Granville Advisory Committee review boundary, and was considered by GAC members on September 4, 2023. At that time, representatives from the project design team and Bank of America provided a presentation on the proposal and answered questions. The GAC made a motion in support of the proposal.

This site is also within the boundary of the Havenwoods Business Improvement District (BID #31). The applicant notes that they received support from the BID.

**Adjacent Land Use:** Commercial Uses to the North, East, and West. Commercial Uses and the Good Hope Milwaukee Public Library to the South.

**Consistency with Area Plan:** The proposed project is within the Northwest Side Area Plan area. The Northwest Side Area Plan was adopted in 2007 and amended in 2017 with the adoption of the Granville Strategic Action Plan & Land Use Study. The parcel is located within “District 6” of the Northwest Side Area Plan, which is characterized by a heavy concentration of industrial land uses. Additional land uses that support commercial enterprise are along 76<sup>th</sup> Street and key nodes, such as Good Hope Road (p. 91). The intersection of 76<sup>th</sup> Street and Good Hope Road is identified as a Catalytic Project in the Plan, as it represents one of the most active transportation intersections on the Northwest side, with high volumes of local and commuter traffic, in addition to underutilized land in this node, offering the opportunity for additional high-quality commercial and retail uses to complement existing uses and recent investment (p. 120). The vision for this node is to serve as a commercial destination that attracts residents and commuters. The design concepts for this area call for providing pedestrian-friendly development, landscaping, improve access and circulation, and for additional anchors (p. 121-122).

The Granville Strategic Action Plan & Land Use Study calls for retail to be prioritized along key nodes of 76<sup>th</sup> Street, including 76<sup>th</sup> Street and Good Hope Road. The Plan recommends that the ongoing development of the intersection should continue to be prioritized, as called for in the Catalytic Project section of the Northwest Side Area Plan (p. 82). All stakeholders should continue to evaluate opportunities to add landscaping, pedestrian amenities, stormwater management, and shared parking throughout the corridor (p. 83). The proposed project at 7630 W. Good Hope Road is consistent with the Northwest Side Area Plan and Granville Strategic Action Plan & Land Use Study.

**Previous City Plan Commission Action:** 12/1990: City Planning Commission recommended approval of the Site Plan Review Overlay Zone known as Pick N Save and associated design standards. (File No. 901490)

**Previous Common Council Action:** 1/22/1991: Common Council approved the Site Plan Review Overlay Zone known as Pick N Save and associated design standards. (File No. 901490)

**Staff Recommendation:** Since the proposal meets the applicable SPROZ standards and aligns with the goals of the Northwest Side Comprehensive Area Plan and the Granville Strategic Action Plan, staff recommends approval of the subject file.