

March 23, 2005

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

Dear Committee Members:

Attached is File No. 040848, being a substitute ordinance relating to the change in zoning from Local Business (LB1) to a Detailed Planned Development (DPD) known as W Centre on land located on the Northwest Corner of North 12th Street and West Highland Avenue, in the 4th Aldermanic District.

This substitute ordinance will permit new construction of a 6,600 square foot, three-story building with a convenience store and gas station on the first floor and offices on the second and third floors. Entrances to the convenience store are located on the south and north sides of the building. The main entrance to the office building is located on the Southwest corner of the structure. The façade materials include oversized brick for the base and field brick for the body with aluminum storefront windows. A large metal canopy will cover the 4 gas pump islands and is directly connected to the building.

Parking for the project is provided by 4 surface spaces on the West surface lot, and 1 space directly West of the building. Parking and gas station traffic will be screened by a 6 foot tall board on board fence to the West. A masonry wall encloses the dumpster on the Northwest corner. The storefront areas will have metal awnings and metal frames with a 24" overhang. A suspended metal canopy with individual letters will be over the office entrance. A sign will be located on the Southeast corner at the 3<sup>rd</sup> floor level. A project ID wall sign on the first floor level and both will face to the East and to the South.

This vacant property is located in the Near West Side plan area, King Park neighborhood. According to the commercial land use policy guidelines established for this area, this development does the following; is built-out to the street edge, defines the pedestrian area; contains retail on the first floor and offices on the second and third floor; is located along the primary street frontage with pumps located to the side; places surface parking lots to the side of the commercial building, not facing street intersections; uses landscaping to screen the perimeter of surface parking and service areas; and faces the front façade of the principal building onto a public street.

The City Plan Commission held a public hearing on March 21, 2005. At that time the owner, architect and the neighbor to the North spoke in favor of the proposed zoning change. Since this proposed zoning change is consistent with the Near West Side Plan, the City Plan Commission at its regular meeting on March 21, 2005 recommended approval of the attached substitute ordinance conditioned on:

1. Department of Public Works comments, if any.
2. Providing a continuous opaque wood fence from the ground to at least 6 feet above grade on the North side of the property as required by type "H" landscaping under zoning code 295-405.
3. Raising the dumpster enclosure height to a minimum of 6'-0" as required by type "G" landscaping under zoning code 295-405.
4. Providing canopy details for staff review and approval.

Sincerely,

John R. Hyslop  
Assistant Planning Director  
City Plan Commission of Milwaukee

cc: Ald. Bauman  
File