



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

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

Ald. Chambers
2nd Ald. District

CITY PLAN COMMISSION ZONING REPORT

File No: [250150](#)

Location: 10330 West Silver Spring Drive, on the north side of West Silver Spring Drive, south of West Appleton Avenue

Applicant/Owner: 10330 Exceeding LLC (Owner and Applicant)

Current Zoning: Detailed Planned Development (DPD) and General Planned Development (GPD) known as Timmerman Plaza

Proposed Zoning: 1st Amendment to DPD

Proposal: This file relates to the 1st Amendment to the Detailed Planned Development (DPD) known as Timmerman Plaza to amend the permitted use list for the former Walmart site located at 10330 West Silver Spring Drive, on the north side of West Silver Spring Drive, south of West Appleton Avenue.

In 2011, the properties located at 10220, 10310, 10330, and 10420 W. Silver Spring Drive were rezoned to a General Planned Development (GPD) and subsequently a Detailed Planned Development (DPD). The DPD zoning allowed a new 147,800 square foot Walmart to be constructed on the former JC Penney site at 10330 W. Silver Spring Drive. The existing commercial buildings at 10220 and 10420 W. Silver Spring Drive were anticipated to continue to be used as retail space. 10310 W. Silver Spring Drive is an existing parking lot that is in easement for another property.

This 1st Amendment to the DPD relates specifically to 10330 W. Silver Spring Drive and does not change any zoning standards for the other three properties within the DPD boundary. Walmart closed in early 2023 and vacated the site. A new owner (10330 Exceeding LLC) purchased the site in January 2025 and intends to occupy the building with multiple uses. The DPD zoning currently allows uses that are permitted in the Local Business (LB1) zoning district. This file will amend the use list for 10330 W. Silver Spring Drive to allow the eastern 50,000 square feet of the building to be used as indoor wholesale and distribution facility. An indoor wholesale and distribution facility is a limited use in the LB1 zoning district, with the limited use standards being that the gross floor area of the building devoted

to storage as a principal use shall not exceed 3,600 square feet, and the storage of hazardous materials, as described in s. 295-201-627, shall be prohibited. Since the space to be occupied by this use exceeds 3,600 square feet, an amendment to the DPD zoning is necessary. No hazardous materials will be stored on site. This use is defined as follows in the zoning code:

WHOLESALE AND DISTRIBUTION FACILITY, INDOOR means an establishment providing indoor storage and sale of factory-direct merchandise and bulk goods. This term includes, but is not limited to, mail-order and catalog sales, importing, wholesale or retail sale of goods received by the establishment, and wholesale distribution, but does not include sale of goods for individual consumption.

Restaurant Depot will occupy this approximately 50,000 square foot space within the building, and will use the four existing loading docks and freight entrance on the east side of the building for their operations. Minor alterations will also be made to the interior and exterior of the building to accommodate this new use. Exterior changes include painting select existing panels blue to reflect the tenant's branding and adding a man door on the east side of the building. Two wall signs are proposed on the south façade of the building to accommodate this tenant, and a tenant sign panel will be added to the existing multi-tenant freestanding sign placed at the site entrance along Silver Spring Drive.

Adjacent Land Use:

The subject site sits back from the road and is surrounded by large parking lots and other commercial buildings. The parcels are a part of the Timmerman Plaza planned development or zoned Local Business (LB1). The Little Menomonee River is located to the Northwest.

Consistency with Area Plan:

This site is located within the Northwest Side Area Plan (adopted in 2007, amended in 2017). The Plan promotes “anchor” developments in this District that serve residents from the surrounding neighborhoods. Timmerman Plaza is identified as a Catalytic Project in the Plan, with the vision of strengthening the identity along Silver Spring Drive and encourages the option of reuse of the existing buildings for commercial uses, with the goal of improving the character and image of the site by maintaining and enhancing the overall façades and general appearance of the retail center (p. 100-101 & 124-125). The proposal is consistent with the Area Plan.

Previous City Plan Action:

04/06/2011 – City Plan Commission recommended approval of a change in zoning from General Planned Development to a Detailed Planned Development, for commercial redevelopment, on land located on the north side of West Silver Spring Drive, south and west of West Appleton Avenue, in the 5th Aldermanic District. (FN [101102](#))

01/31/2011 – City Plan Commission recommended approval of a change in zoning from Local Business to General Planned Development, for commercial

redevelopment, on lands located on the north side of West Silver Spring Drive, south and west of West Appleton Avenue, in the 5th Aldermanic District. (FN [101101](#))

Previous Common

Council Action:

04/12/2011 – Common Council approved a change in zoning from General Planned Development to a Detailed Planned Development, for commercial redevelopment, on land located on the north side of West Silver Spring Drive, south and west of West Appleton Avenue, in the 5th Aldermanic District. (FN [101102](#))

02/08/2011 – Common Council approved a change in zoning from Local Business to General Planned Development, for commercial redevelopment, on lands located on the north side of West Silver Spring Drive, south and west of West Appleton Avenue, in the 5th Aldermanic District. (FN [101101](#))

Recommendation:

Since this amendment to the DPD zoning will allow a portion of the currently vacant large-scale building to be occupied with an active use that will contribute to the redevelopment of this site, staff recommends approval of the subject file.