

April 6, 2011

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 101102 relates to 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.

This rezoning was requested by Gatlin Development Company, Inc., and will allow for the redevelopment of the site into a community-based retail and commercial development. Specifically, Gatlin intends to tear down the vacated JC Penney building and build a new approximately 147,806 square foot retail building (Wal-Mart), as well as redesign, rebuild, and landscape parking areas, and redevelop two existing outlot retail tenant spaces on the site. The front facades of the existing strip mall on the west side of the site and the retail building on the east side of the site will be upgraded as part of this development. Additional clear, storefront glazing will be added to the front facades of each ancillary building.

On April 4, 2011, a public hearing was held and at that time one person spoke in opposition to the proposal. Since the proposed change is consistent with the previously approved General Planned Development and the Northwest Side Comprehensive Area Plan, the City Plan Commission at its regular meeting on April 4, 2011 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. James Bohl, Jr.