

May 17, 2011

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

Dear Committee Members:

File No. 101339 relates to the change in zoning from Commercial Service (CS) to a Detailed Planned Development (DPD), for commercial development, on land located on the south side of West Main Street and west of South 70th Street, in the 10th Aldermanic District.

This rezoning was requested by Gatlin Development Company, Inc., and will allow for a community-based retail and commercial development on the site. The developer intends to build a new approximately 39,994 square foot grocery store with pharmacy (Wal-Mart Market) and create a new bicycle connection to the Hank Aaron state trail. The existing zoning of the site currently allows for general retail use. However, the developer is seeking a change in zoning to DPD to allow for a greater setback from Main Street and face the building toward N. 70th Street, which would mitigate the impacts to the existing residential neighborhood on the north side of W. Main Street. They would also increase the number of parking stalls (currently by approximately 33 stalls, with the option to increase by approximately 44 stalls). The DPD zoning would also result in a higher quality building design, more glazing, landscaping, and the addition of amenities, such as a connection to the Hank Aaron state trail.

On April 26, 2011, City Plan Commission held a public hearing on this file. After the public hearing concluded, a motion by CPC to conditionally approve this file failed. No subsequent motion was made for this file, and thus no decision was reached. The City Attorney's office issued a legal opinion recommending that the file be scheduled for further action at the May 16th meeting in order to reach a decision to recommend approval or denial. At both meetings, several people spoke in opposition to the proposal. In general, questions were geared toward traffic concerns, as this area is impacted by State Fair traffic during the summer, and comments were raised with respect to the Wal-Mart Corporation. Some neighbors also expressed concern regarding the multitude of other grocery stores within a 3-5 mile radius from the site.

Since the proposed zoning change is consistent with the recommendations of the West Side Area Plan, is a permitted use under the current zoning, is consistent with the purposes of the Planned Development zoning district, conforms with the Planned Development standards, meets the recommendations of the Dept of Public Works and the applicants have worked with staff to meet previous conditions of approval regarding revisions to the landscape plan, building design and narrative, the City Plan Commission at its regular meeting on May 16, 2011, recommended approval of the file, conditioned on removing the note that the store will be open for 24 hours on Black Friday, the day after Thanksgiving, since this request was not part of the original proposal and is in conflict with the neighbors' concerns regarding hours of operation.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Michael Murphy