

May 10, 2005

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

Dear Committee Members:

Attached is File No. 040950, being an ordinance relating to the change in zoning from Two-Family Residential (RT4) to Local Business (LB2) for land located on South Side of West Walker Street and East of South Cesar Chavez Drive, in the 12th Aldermanic District.

This substitute ordinance adds an additional property along West Mineral Street in this boundary to consolidate land into a single base zoning district for a future 20,000 square foot El Rey grocery store at a former Burger King restaurant site. The owner would be relocating an existing grocery store that is one block south and across the street. El Rey has revised their alley vacation request to include both the north and south portions of alley in the block bounded by South Cesar Chavez Drive, West Mineral Street, West Walker Street and South 12th Street. The existing building would be razed and a new building would be placed in the same area. Approval by the Board of Zoning Appeals would be required for variances to the front setback and parking within the front setback area. The building materials include brick, with a CMU block base and storefront windows. The building elevations and floor plan have been revised by the architect to meet the 60% glazing requirements. The architect has submitted two floor plan options. It appears that the floor plan that provides shelving away from the west wall will allow the most glazing along S. Cesar Chavez frontage. The main entrance and exits occur on the south side of the building facing W. Mineral Street. The entrance has been shifted to comply with zoning requirements to be located within 20 feet of a primary street.

Parking for the project is provided by 48 surface spaces on the South side of the building along W. Mineral Street and S. 16th Street; zoning requires 40 stalls. The loading area is located on the North side of the building along W. Walker Street. The loading docks are enclosed and accessed by two garage doors. The service doors are approximately 4.8 feet from the property line. A 35' tall pylon sign is located on the center of the property on S. 16th Street. Though this is an existing freestanding sign, since the new owner is redeveloping the entire site they would need to comply to current zoning requirements. A freestanding sign at a maximum height of 14 ft (Type B) and a maximum area of 32 square feet is allowed. Type B walls signs would face W. Mineral Street and S. 16th Street. A wall sign at a maximum number of one sign per 25 lineal feet (Type B) and a maximum area of 25 square feet is allowed. Trees and shrubs are noted throughout the parking lot however there is no indication of an opaque fence along the alley. The landscape plan would need to be upgraded to meet zoning requirements.

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On March 21, 2005, the City Plan Commission held a public hearing. At that time a neighbor spoke in opposition to the proposed grocery store due to concerns with the alley and possible traffic; therefore, the plan commission recommended that this file to be referred to staff for a neighborhood meeting hosted by the Alderman. The neighborhood meeting was held on April 14, 2005, where all of those in attendance supported the project. On April 18, 2005, the zoning change was rescheduled before the City Plan Commission. Since the Department of Public Works didn't have an opportunity to complete their review of the revised site plan and revise the map, legal description and coordinated report for the revised vacation limits, it was referred to staff. At its regular meeting on May 9, 2005, the City Plan Commission recommended approval of the substitute ordinance.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Witkowiak