



GREENBERG FARROW ARCHITECTURE ENGINEERING DEVELOPMENT
3455 Salt Creek Lane, Suite 100, Arlington Heights, Illinois 60005
tel 847.788.9200 • fax 847.788.9536
www.greenbergfarrow.com

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October 4, 2004

Revised-Final Project Narrative

EXHIBIT A
FILE NO. 040576

Project: The Home Depot - Milwaukee, WI

Project Number: 20040585.2

RE: Detailed Plan Development Submittal

Project Description – Redevelopment of 7401 West Good Hope Road

The Home Depot is proposing to redevelop an approximate 10.8 acre vacant commercial site formerly occupied by K-Mart. The site is currently zoned LB-1 (Local Business) and is located within the southeast quadrant of West Good Hope Road and 76th Street, on the northwest side of the City. The following improvements currently exist on-site:

- An approximate 125,040 square foot vacant K-Mart store, including a 3-bay automotive center.
- Asphalt parking lot.
- Approximately 12 light poles at \pm 50 feet height with 4-head cobra fixtures.
- Former K-Mart pylon sign structure at \pm 45-50 feet in height with vacant sign panel located along West Good Hope Road.
- Former K-Mart directional pylon sign at \pm 10 feet in height located along 76th Street at the drive aisle.

The site is void of any native vegetation or landscape plantings. In general, site topography is relatively flat with a gradual slope from east to west. The front field parking lot is graded to drain to a series of catch basins located throughout the parking lot.

The Home Depot is proposing the following improvements to the site:

- Demolition of the existing K-Mart building and construction of a +/- 102,300 square foot Home Depot retail store (not including vestibules) and a +/- 28,000 square foot outdoor garden center.
- A significantly upgraded building façade to include: stamped brick imprint walls on all four sides; pilasters with accent medallions; accent bands; decorative EIFS caps and cornices; and garden center walls to include brick piers and ornamental fencing.
- Removal and replacement of asphalt parking lot.
- Removal of existing site lighting poles and fixtures and installation of new poles/fixtures.
- Installation of new parking islands landscaped with shade trees and shrubs and installation of shade trees located along the access drive to 76th Street.
- Installation of two (2) - 20' tall pylon signs to be located along both West Good Hope Road and 76th Street. The signs will contain a double-faced "THE HOME DEPOT" panel, 9' x 9' in size. Outlot tenant panels will not be added to these signs nor will the outlots be permitted individual pylon signs.
- Installation of approximately 530 square feet of wall signage comprised of 6-foot tall "THE HOME DEPOT" identification along with "Tool Rental Center;" "Nursery;" and "Contractor Pickup" signs.

**Owner's Written Narrative – Redevelopment of 7401 West Good Hope Road
The Home Depot - Milwaukee, WI**

The table below denotes proposed overall site characteristics.

Gross Land Area (Does Not Include Outlots)	10.76 Acres
Maximum Land Covered By Building	2.99 Acres
Maximum Land Covered By Drives, Parking	6.33 Acres
Open Space	0.99 Acres

In addition to the above-mentioned improvements, The Home Depot typically requires the following operational characteristics:

- A Load-n-Go program in which up to four (4) small trucks and four (4) small trailers are parked on-site and offered for rent to the customer as a convenience for transporting purchased merchandise.
- Sidewalk merchandise sales and displays are an important element of the Home Depot philosophy and are provided year round along the length of the front sidewalk. Product is, on occasion, mounted to the building for ease of customer review of the materials. Home Depot strictly adheres to fire and pedestrian life-safety circulation requirements.
- A seasonal sales area located within a temporary fenced area in the front parking field. The area is erected during the Spring and Fall months.
- An American flag is flown above the front entrance vestibule mounted to the top of the parapet.
- Home Depot accepts and unloads deliveries during a 24-hour period.
- On occasion, Home Depot will have a tent sales event within the front parking field, and they request to reserve the right to have similar events at this location.
- The Garden Center loading pad and side lumber door loading pads serve as staging areas for bringing product into and out of the building. Product is often placed within the area in preparation for loading semi trucks or large-order deliveries.
- Shopping and lumber carts are stored outside underneath the lumber canopy and adjacent to the entrance vestibule to allow for customer convenience when visiting the store. Cart corrals are placed within the parking fields for customer placement after they have finished using the carts.
- On occasion, Home Depot will have promotional events at which time temporary banners or balloons may be displayed on the exterior of the building.
- Home Depot has a propane exchange program for which a propane tank storage unit is kept outside, on the front sidewalk, adjacent to the Garden Center. In addition, Home Depot stores the propane tanks used on their forklifts exterior to the rear of the building.
- Home Depot has a small trailer sales program for which up to eight (8) trailers are placed within the front parking field for display and sale to the public.
- This site will have a Tool Rental Center (TRC) provided interior to the store. In addition, there is an associated fenced storage area outside of the building, adjacent to the TRC entrance, which is used to store larger equipment that would be cumbersome to move in/out of the store.
- Home Depot allows a hot dog vendor to be located within the front entry vestibule and outside near the main entrance. Home Depot strictly adheres to fire and pedestrian life-safety circulation requirements.
- Home Depot uses a public announcement (PA) system in the garden center area.

If LB-1 zoning is retained, it is our understanding that the proposed development would satisfy the requirements of the Zoning Ordinance with the exception of the following:

- A Special Use Permit would be needed to permit a "Home Improvement Use."
- A variance would be needed to allow a maximum front yard setback greater than 70-feet.
- A variance would be needed to allow the pylon signs to have a sign face area increased from 75 square feet to 81 square feet. (Assuming that under the Master Sign Program overlay district, a 50% increase to the maximum height of freestanding signs and overall display area is permitted, resulting in an allowance of 21 feet in height and 75 square feet in sign area.)

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The proposed redevelopment of this parcel will greatly enhance the aesthetic quality of the site and surrounding commercial area. As a result of The Home Depot's willingness to provide an architecturally upgraded building and site improvements, The Home Depot is seeking relief from the above-mentioned variations from the zoning requirements. An increased pylon sign height and sign area is needed to provide adequate visibility to their store while an increased maximum front yard setback will allow for a majority of the customer parking spaces to be located in front of the store, thus allowing for convenient and safe customer access.

In addition to The Home Depot parcel, the redevelopment of 7401 West Good Hope Road will include two Outlots fronting along West Good Hope Road. The Outlot parcels will be platted at the time of development of The Home Depot parcel but will be fully developed as Commercial/Retail Uses at a later date. Outlot A is approximately 0.85 acres in size and Outlot B is approximately 0.81 acres. Assuming LB-1 zoning guidelines are followed, potential uses will adhere to the list of permitted uses noted on Table 295-603-1 of Subchapter 6, Section 295-603 of the Milwaukee Code of Ordinances. Site layout and building architecture will adhere to the "Principal Building Design Standards" noted on Table 295-605-2 of Subchapter 6, Section 295-605 of the Code. Site and building signage will adhere to the "Commercial District Sign Standards" noted on Table 295-605-5 of Subchapter 6, Section 295-605 of the Code and to the requirements of the LB1 Master Sign Program Overlay District. As such, wall signage will be Type "A" (Illuminated) signage with no freestanding signs provided for the outlots. In addition, the outlots will be seeded and/or sodded until approved for construction and will not be paved for additional Home Depot parking.