



1005 Richards Rd Suite F Hartland, WI 53029 855-250-6196

On behalf of Robert Montemayor, owner of Monterrey Market Main LLC, please accept the following exhibit, including attachments which are incorporated herein and attached hereto:

Exhibit A

File No. 241594

**Minor Modification to a Detailed Planned Development known as 7025 W. Main St.
February 18, 2025**

Previous File History and Project Summary

The subject site, 7025 W. Main Street, was rezoned from Commercial Service (CS) to a Detailed Planned Development (DPD) in 2011 as File No. 101339 to allow the construction of an approximately 40,000 sf grocery store with pharmacy (Wal-Mart Market). It also included the creation of a new bicycle connection to the Hank Aaron state trail. The Wal-Mart Market store was constructed and operated for several years before closing in May 2024.

Minor Modification Summary

The site was purchased by Monterrey Market Main LLC in January 2025. This location will be a Monterrey Market grocery store. The owner, Robert Montemayor, has two other successful locations in the city of Milwaukee, including converting a former Toys R Us building into a successful Monterrey Market. This Main Street location will offer grocery, produce, deli, meats and liquor. Additionally, there will be two tenant spaces within the building that are anticipated to be occupied by an office use and a small restaurant use. All of these uses are allowed by the DPD zoning, which utilizes the CS zoning allowable use list.

The owner will retain the existing building and parking lot as-is, with minor changes to the north façade to replace existing doors with new ones to work within the store layout and receiving area. All windows of the main building façade will remain open, and pedestrian paths within the parking lots will stay.

Building wall signage will be updated to reflect the Monterrey Market branding, and will not exceed the allowable signage that was approved as part of the original DPD. Wall signs are to be Type A and consistent with s. 295-4071(b-2) of the zoning code. They may be up to 40 sf in area and placed every 25 feet of lineal building frontage. Additional directional and wayfinding signage may be permitted and approved by City staff.

The owner is requesting a minor modification to the DPD zoning with respect to the allowable freestanding monument signs. The DPD approved two freestanding monument signs for the site. Both are to be located at the main vehicular entrances to the property. Only the sign along S. 70th Street currently exists. Because the grocery building sits far back from S. 70th Street and is separated by a public alley and other properties, the sign is located on an adjacent property that also serves as an access drive to the store (631 S. 70th Street), which was previously owned by Wal-Mart and now owned

by Monterrey Market. That site is zoned CS, though the sign approval is part of the DPD zoning. This existing sign is the subject of this minor modification file.

The existing monument sign consists of a 4' – 6" tall Type A sign face on a 2' – 8" tall brick masonry base. The owner is requesting to replace the sign face with a new one that is a combination of Type A plus electronic changeable message sign. The monument base will remain. Sign details are as follows:

- The sign face height will increase to 6' 3".
- The upper 30% of the sign face will consist of routed aluminum with acrylic letters. Only illumination will be from the letters. Monterrey Market will occupy the top portion of this part of the sign, and two tenant sign plates (removable routed aluminum) will be placed below it.
- The lower 70% of the sign will be a high resolution 6mm pixel pitch EMC.
- The digital sign is only on-premise and will not change more than once every 8 seconds. Video display is not allowed.

List of Attachments

1. Vicinity map with store location and sign location highlighted.
2. Site photos.
3. Drawings of previously approved and proposed monument sign.



7025 W. Main St.

Attachment 2



Current monument sign



Front of Store and Parking Lot



Store Main Entrance



Additional parking and north side of store

Attachment 3



Monterrey Market
Double-Face Monument with 6mm pixel
pitch EMC 4'3" x 14'8" (lower) and
routed aluminum box sign w/ acrylic letters 2' x 14' 8" (upper)



Submitted February 19, 2025 on behalf of client Monterrey Main LLC by:

Kenneth W Peters
President/CEO
SethLED