



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Lafayette L. Crump**  
Commissioner

**Vanessa L. Koster**  
Deputy Commissioner

**Ald. Lewis**  
**9<sup>th</sup> Ald. District**

**CITY PLAN COMMISSION**  
**ZONING REPORT**

**Ordinance File No.**      [211348](#)

**Location:**                      7401 West Good Hope Road

**Applicant/**  
**Owner:**                          BDP 76<sup>th</sup> and Good Hope RE, LLC (owner)

**Current**  
**Zoning:**                          Detailed Planned Development (DPD) known as Pick N' Save

**Proposed**  
**Zoning:**                          4<sup>th</sup> Amendment to Detailed Planned Development (DPD) known as Pick N' Save

**Proposal:**                          This file relates to the Fourth Amendment to the Detailed Planned Development known as Pick N' Save, f/k/a Home Depot, to allow construction of a commercial building west of the grocery store located at 7401 West Good Hope Road, on the south side of West Good Hope Road, east of North 76th Street, in the 9th Aldermanic District. There are two outlots along Good Hope Road that are also part of this DPD (an auto parts store to the west of the Good Hope entrance drive and a multi-tenant commercial building to the east) but they are not affected by this amendment.

In 2009, the former Home Depot building at 7401 W. Good Hope Road was converted to a Pick N Save grocery store. The space to the west of the store was previously used by Home Depot as an outdoor garden center. This amendment was requested by BDP 76th and Good Hope RE, LLC and will allow construction of a fitness center adjacent to the existing grocery store.

More specifically, the applicant plans to construct a freestanding, 20,000 sq. ft. Planet Fitness athletic center on a lot that was created in 2021 via a Certified Survey Map (CSM). Minor site modifications include the addition of 14 surface parking stalls along the west side of the building, perimeter landscaping, and a refuse dumpster enclosure.

The one-story building will be constructed with brick veneer, EIFS (limited to the upper portions of the building), and metal panel at the signature corner elements.

Clear glazing will be used for most of the windows and a light gray spandrel will be placed in the areas that require privacy, such as tanning bed rooms.

Type A wall signage will be placed above the main entrance at the northwest corner as well as at the southwest corner of the building. Additionally, the two existing freestanding signs at the 76<sup>th</sup> Street and Good Hope Road entrances will be modified to include a 4' x 12' Type A sign face below the Pick N Safe sign faces. The height of the sign, 20 feet, will not change. Landscaping will be placed around the base of each sign.

**Adjacent Land Use:**

Properties to the north and west of the subject site along West Good Hope Road are zoned Local Business (LB1) and Commercial Service (CS). Parcels to the south and east of the subject site are zoned Industrial Light (IL1).

**Granville Advisory Committee:**

This item was reviewed and unanimously recommended for approval by the Granville Advisory Committee (GAC) at its meeting on January 5<sup>th</sup>, 2022.

**Consistency with Area Plan:**

The site is within the Northwest Side Area Plan, which was adopted in 2007, and amended in 2017. The intersection of 76th Street and Good Hope Road is highlighted in the plan as a Catalytic Project (p. 120-123). This intersection represents one of the most active transportation intersections in the Northwest Side Area, with high volumes of local and commuter vehicular traffic. As a prime commercial node in the neighborhood this area should continue to serve as a retail destination that serve both residents and commuters by building on the investments made at this node by encouraging additional anchor taxable uses (retail and service-oriented business mix), including out lot buildings. The Plan's Use Policies (p. 98-99) specifically call to incorporate retailers in commercial corridors that add to the commercial/retail mix by providing a greater range of goods and services. The Granville Strategic Action Plan (2017) recommends that the ongoing development of the intersection of 76th and Good Hope Road should continue to be prioritized as referenced in the Catalytic Project section of the Northwest Side Area Plan. The proposed amendment to the Detailed Planned Development (DPD) known as Pick N' Save is consistent with the Comprehensive Plan.

**Previous City Plan Action:**

9/27/2004 – Substitute ordinance approving the change in zoning from Local Business (LB1) to a Detailed Planned Development (DPD) known as Home Depot, on land located on the South Side of West Good Hope Road and East of North 76th Street, in the 9th Aldermanic District. (FN 040576)

1/18/2005 – Resolution permitting a minor modification to the Detailed Planned Development (DPD) known as Home Depot, located on the South Side of West Good Hope Road and East of North 76th Street, in the 9th Aldermanic District. (FN 041160)

5/9/2005 – Ordinance approving the First Amendment to a Detailed Planned Development (DPD) known as Home Depot, on land located on the South Side of

West Good Hope Road and East of North 76th Street, in the 9th Aldermanic District. (DCD) (FN 041703)

11/20/2006 – Substitute ordinance approving the Second Amendment to the Detailed Planned Development (DPD) known as Home Depot, on land located on the South Side of West Good Hope Road and East of North 76th Street, in the 9th Aldermanic District. (FN 061019)

**2/16/2009** – Substitute ordinance relating to the Third Amendment to a Detailed Planned Development, known as Pick ‘n Save, formerly known as Home Depot, on land located on the South Side of West Good Hope Road and East of North 76th Street, for a full-service grocery store, in the 9th Aldermanic District. ([FN 081312](#))

3/14/2011 – Substitute resolution permitting a minor modification to a Detailed Planned Development known as Pick N' Save, f/k/a Home Depot, to allow for a second drive-through, on land located on the south side of West Good Hope Road and east of North 76th Street, in the 9th Aldermanic District. (FN101342)

**Previous Common  
Council Action:**

10/11/2004 - Substitute ordinance approving the change in zoning from Local Business (LB1) to a Detailed Planned Development (DPD) known as Home Depot, on land located on the South Side of West Good Hope Road and East of North 76th Street, in the 9th Aldermanic District. (FN 040576)

2/1/2005 - Resolution permitting a minor modification to the Detailed Planned Development (DPD) known as Home Depot, located on the South Side of West Good Hope Road and East of North 76th Street, in the 9th Aldermanic District. (DCD). (FN 041160)

6/14/2005 – Ordinance approving the First Amendment to a Detailed Planned Development (DPD) known as Home Depot, on land located on the South Side of West Good Hope Road and East of North 76th Street, in the 9th Aldermanic District. (DCD) (FN 041703)

1/17/2007 – Substitute ordinance approving the Second Amendment to the Detailed Planned Development (DPD) known as Home Depot, on land located on the South Side of West Good Hope Road and East of North 76th Street, in the 9th Aldermanic District. (FN 061019)

**3/25/2009** – Substitute ordinance relating to the Third Amendment to a Detailed Planned Development, known as Pick ‘n Save, formerly known as Home Depot, on land located on the South Side of West Good Hope Road and East of North 76th Street, for a full-service grocery store, in the 9th Aldermanic District. ([FN 081312](#))

3/23/2011 – Substitute resolution permitting a minor modification to a Detailed Planned Development known as Pick N' Save, f/k/a Home Depot, to allow for a second drive-through, on land located on the south side of West Good Hope Road and east of North 76th Street, in the 9th Aldermanic District. (FN101342)

**Recommendation:**

Since the proposed fitness center will add additional activity to the site, was recommended for approval by the Granville Advisory Committee, and is consistent with the recommendations of the Northwest Side Plan, staff suggests that the City Plan Commission recommends approval of the subject file.