

January 31, 2011

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

Dear Committee Members:

File No. 101101 relates to the change in zoning from Local Business to a General Planned Development, for commercial redevelopment, on land located on the north side of West Silver Spring Drive, south and west of West Appleton Avenue, in the 5th Aldermanic District.

This rezoning was requested by Gatlin Development Company, Inc., and will allow for the redevelopment of the site into a community-based retail and commercial development. Specifically, the proposal includes the intent to tear down the existing vacant JC Penney building, build a new (approximately) 148,000 square foot retail building (Wal-Mart), redesign, rebuild and landscape the parking areas, and retain and redevelop several existing outlot retail tenant spaces on the site.

Currently, approximately 83% of the existing store buildings within the GPD boundary are vacant. The existing 173,318 sq. ft. JC Penney building will be torn down for a future Wal-Mart, which will also have a small grocery component. Wal-Mart will serve as the anchor building of the site. The new building will incorporate sustainable features such as: a daylight harvesting system, occupancy sensors in non-sales areas, energy saving light emitting diodes (LED's) in signs and refrigerated food cases, a centralized energy management system, a "white" membrane roof and recycling of metals, woods, floor and ceiling tiles, concretes, asphalt and other materials generated during demolition and construction. While specific building elevations are not approved as part of the GPD, design standards were written into the narrative to ensure that future development and redevelopment will be high quality.

On January 31, 2011, a public hearing was held and at that time nobody spoke in opposition. Since the proposed change will redevelop a currently underutilized commercial site, the City Plan Commission at its regular meeting on January 31, 2011 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. James Bohl, Jr.