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Proposed AutoZone Store #4325
Southeast corner of Miller Park Way and West Orchard St.
Detailed Planned Development Project Description and Letter of Intent
Common Council File Number 100873

AutoZone Store Development proposes to construct a 20,000 sq. ft store on Miller Parkway on Parcel A of the overall development. Parcel A refers to the section of the property that is being subdivided from the overall development and will be within the Milwaukee city limits. The property is located on the southeast quadrant of Miller Parkway (aka South 43rd Street) and West Orchard Street.

This letter describes the proposed project along with accompanying plans for review and approval of the proposed AutoZone project:

- Site, grading and utility plans prepared by V3 Companies
- Landscape plan prepared by Hitchcock Design Group
- Color building elevations and sign details prepared by AutoZone Inc.

The subject property is parcel A of the overall development at Miller Parkway and West Orchard Street. The property is currently zoned industrial heavy (IH) and AutoZone is proposing that the zoning be changed to a Detailed Planned Development (DPD). AutoZone is a suitable use for the site and is complementary to and compatible with surrounding business.

The subject property contains 87,116 sq. ft. (2.00 acres) and is currently undeveloped. The site was previously developed as an industrial development, but has been recently demolished. The site is relatively flat and slopes gently toward West Orchard Street. The site was previously mostly impervious, but now contains gravel, has an irregular shaped deteriorating paving section and is void of trees.

The proposed AutoZone store will be accessible from proposed entry drives along West Orchard Street. and Miller Parkway. Extensive landscaping will be provided along Miller Parkway and West Orchard that will enhance the streetscape. The site will have approximately 70 parking spaces. The site was previously an impervious industrial development. Green space is incorporated into the proposed improvements thereby reducing the site's overall imperviousness. The site's pre-development stormwater runoff release will therefore be reduced by 10% in post-development conditions per Chapter 120-7-5-b of the City of Milwaukee Code of Ordinance. Some stormwater detention is required. A water quality system will be installed prior to discharging into the existing public storm sewer system in West Orchard Street.

The proposed AutoZone store building elevations have been significantly upgraded with the intention of stratifying the City's Design standards. The building envelop will be constructed of integral colored split face block veneer and brick veneer. The store will have 1' spilt face block pilasters and glazing on the elevations that face the street frontages. The dumpster will be enclosed with a screen wall that matches the building architecture.

Although the city design guidelines require 60% glazing, AutoZone is requesting some relief from this requirement due to the storage area that occupies 80% of the of the floor area. Installing glazing or windows would make the auto parts stored on racks visible the street and create an unsightly view as well as the potential for criminal activity. Therefore AutoZone is requesting that the enclosed building elevations with the variations in masonry and pilasters be approved in accordance with section 295-605.2..1-4e. "Alternative to Glazing Other Elements" which allows other elements to be used, subject to the approval by the commissioner. The elevations along South Miller Parkway and West Orchard Street will have clerestory windows and display windows. The display windows will be designed such that they will internally illuminated and will display advertising posters of products and services.

The following statistical table summarizes the proposed overall site characteristics:

Statistical Table	
Gross Land Area	87,116 sq. ft. or 2.00 ac. 100%
Amount of land covered by principal building	20,000 sq. ft. 23%
Land area devoted to parking and drives	72,368 sq. ft. or 1.66 ac. 83%
Land area devoted to landscaped open spaces	14,748 sq. ft. or 0.34 ac 17%
Area devoted to non-residential uses	87,116 sq. ft. or 2.00 ac. 100%
Proposed number of buildings	1
Parking – Number if spaces provided (5.5 per 1,000 sq. ft.)	70

In summary AutoZone is looking forward to being part of the Milwaukee community.

Thank for your time and consideration.

Sincerely,

Michelle Williams

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