

September 11, 2007

To the Honorable Common Council
Zoning, Neighborhoods and Development Committee
City of Milwaukee

Dear Committee Members:

File No. 070283 relates to the Seventh Amendment to the General Planned Development (GPD) known as Milwaukee Metro Center, on land located South of West Good Hope Road between West Fond du Lac Avenue and U.S. Highway 41 and 45, in the 5th Aldermanic District.

This file will consolidate land in Sub Area A into 4 parcels, adding a net of 15,000 square feet of building area. In total, three parcels will be combined into one, and a portion of the lot will be combined with the adjacent lot. Two of the parcels that are to be combined were previously identified for development of a sit-down restaurant, and the third was identified for a future automotive dealership. The newly created parcel (Parcel 3 on site plan) will be developed as an auto dealership for light motor vehicles sales and repair.

On August 13, 2007, DCD staff met with the Alderman, two neighbors from Heritage Heights, and the developer's attorney. Concerns relating to the existing auto dealerships landscape screening along the southern boundary of the development and light spillage were discussed. DCD staff shared the original zoning documents with the neighbors and explained that additional lighting standards were added in the general plan including reducing the pole height, dimming the lights at night and providing a fixture cut-off. Detailed landscape screening and maintenance requirements are also part of the original general plan. As a result of the discussion, the proposed owner's written narrative was revised to add landscape screening along the eastern property line between the church property, clarify landscape standards relating to maintenance, remove taverns as a permitted use from Sub Area A, and minimize noise as much as possible.

Since the proposed change is consistent with the intent of the original General Planned Development and surrounding uses, the City Plan Commission at its regular meeting on June 4, 2007 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. James Bohl, Jr.