

February 28, 2005

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

Dear Committee Members:

Attached is File No. 041368, being a substitute ordinance approving the change in zoning from General Planned Development (GPD) to Detailed Planned Development (DPD) known as Metro Center, Phase 4, on land located on the South Side of West Metro Boulevard and West of North 107th Street, in the 5th Aldermanic District.

This ordinance would allow for the initial construction of a 21,757 square foot service building for light motor vehicle sales, repair and body shop. The initial enclosed service area will be 6,130 square feet. In the future, the owner may want to expand the service area to 24,746 square feet. This detailed plan proposal seeks approval now for both the initial and expanded service area structures.

The initial WIP (work in progress) area will be 1.21 acres. This area is bounded by a 6'-0" tall masonry wall and is used to stage (park) vehicles prior to being serviced in the service building. No service or maintenance is performed in the WIP area. In the future, the owner may want to expand the WIP area to the south and southeast as shown on the site plan. This detailed plan proposal seeks approval now for both the initial and expanded WIP area.

Motor vehicle sales will be restricted to 9:00 a.m. to 9:00 p.m. Monday through Thursday and 9:00 a.m. to 10:00 p.m. Friday and Saturday. Motor vehicle rental, repair and body shop services for customers will be restricted to 7:00 a.m. to 7:00 p.m. Monday through Saturday. Reconditioning work on owner-owned vehicles may occur within the enclosed service area after such area is expanded, as noted above. Such reconditioning work (i.e., on owner-owned vehicles only and within the enclosed service area) may occur after the repair and body shop services hours of operation. No vehicle test drives would be permitted on residential streets, including North 107th Street south of Metro Boulevard. No vehicle will be displayed outdoors with its hood or trunk lid up or doors open, or on a ramp or moving platform except in specialty display areas. No more than four vehicles will be displayed at the same time in any outdoor specialty display area.

In general, building materials are comprised of split face CMU painted gray and a blue standing seam metal roof. The sales building includes a curtain wall with blue tinted glazing and EIFS above painted beige, yellow aluminum composite panels and a split face CMU canopy painted gray.

Parking and loading facilities are located near the uses they support and would be appropriately screened and landscaped. The parking lot in front of the sales building (the sales lot) is a secure lot limited to vehicles available for sale and has 307 spaces.

Pedestrian access to this lot is available only through the sales building and only employees of the Owner are authorized to drive vehicles in this lot. Employee and customer parking are located in the parking lot on the west side of the site (the customer/employee lot) that has 203 parking spaces. There shall be no more than five truck deliveries of vehicles to the site per day. No vehicle delivery trucks shall be permitted to wait in any public right-of-way. All permanent open and unpaved areas shall be landscaped with a combination of grass and shrubs. All temporary unpaved areas shall be seeded. All landscaping will be continuously maintained.

This proposal also includes a 60-foot wide landscape buffer along the southern boundary of the site, screening the site from the residential properties and cemetery to the south. This landscape buffer will include a 10-foot high berm with landscaping as shown on the Site Grading Plan. Light pole heights will not exceed 24 feet. Exterior lights will be switched to overall low intensity level one hour after closing time. All site lighting shall have cut-off fixtures such that no light source shall be visible from an adjoining property or public right-of-way. The maximum illumination at the west, north and east property lines shall be five foot-candles. The maximum illumination at the south property line shall be one foot-candle.

Signage for the site shall be as set forth in the Signage Package. One internally illuminated monument sign is located along West Metro Boulevard along with a non-illuminated directional sign. Three 7' x 20' illuminated channel letter wall signs are located on the West, North and East sides of the building. One 5' x 12' illuminated channel letter 'Service' sign is located on the West side of the service building. Two non-illuminated 'Car Wash' signs are located on the West side of the car wash structure. There are additional directional, caution, row market, 'Associate of the Month' and 'Do Not Enter' signs located within the property.

On Monday, February 28, 2005, the City Plan Commission held a public hearing. At that time a representative from Carmax discussed the neighborhood meeting that the Alderman hosted on February 24, 2005. The neighbors didn't want to see the building, requested additional green space and commitment to diversity. To address these concerns, Carmax will provide the following changes: commit to employing Milwaukee residents and seek diverse employment, lowering the building canopy from 8 feet to 6 feet and increasing the depth and raising the berm from 10 feet to 12 feet in height to increase open space. The net loss is 30 employee/customer parking spaces, but an increase in green space to the south. The neighbors were also concerned about noise. Carmax does not use loudspeakers but contact sales representatives by individual pagers. Other concerns included construction dust and Carmax has agreed to construct to the landscape berm first and wet down the construction site. The last neighborhood concern relates to the trenching on the south side of the berm. They will either construct a French drain or concrete trench in compliance with City regulations. Since this proposed rezoning is generally consistent with the approved fourth amendment to the general planned development, the City Plan Commission at its regular meeting on February 28, 2005 recommended approval of the attached substitute ordinance conditioned on the following:

1. Revising site plan to:
 - a. Clearly indicate location of masonry walls and enclosures.
 - b. Indicate surface material of future cosmetic area.
2. Revising building elevations to separately delineate future service area.
3. Revising landscape plan to include species type and caliper and interior tree plantings.
4. Providing section or elevation of typical berm layout to south.
5. Providing specifications and elevations regarding the car enclosure along W. Metro Boulevard for staff review and approval.

6. All exterior lights to be switched to a low intensity level at 10:00 pm regardless of closing time to be consistent with the general plan.
7. Revising directional signs to be a total of 6 square feet, including the base.
8. Providing details and specifications for all illuminated signs demonstrating conformance with general planned development Type A standards

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bohl
File