



**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

May 12, 2021

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

Dear Committee Members:

File Nos. 201560 and 201561 relate to the 10th Amendment to the General Planned Development (GPD) known as Milwaukee Metro Center and a Minor Modification to the Detailed Planned Development (DPD) known as Metro Center, Phase 5, located at 11301 West Metro Auto Mall, on the south side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District.

The Milwaukee Metro Center GPD was originally approved by the Common Council of the City of Milwaukee in 1985 to serve as a zoning master plan for future development of the properties located on the north and south sides of West Metro Auto Mall. Since 1985 there have been nine amendments to the GPD, which contains zoning standards for a number of items including but not limited to freestanding signs, allowable uses, and landscaping requirements for the automobile dealerships within the boundary. Each dealership also has a DPD that approves site and project specifics, but the GPD still governs in general terms. Currently only one freestanding sign is allowed per the GPD on each site. Per this 10th Amendment to the GPD, two freestanding signs would now be allowed at 11301 W. Metro Auto Mall.

The DPD for the subject site was approved in 2005 as File No. 041696 and allowed a first phase, 53,400 square foot building and possible future building to the east of it. The original DPD approved building wall signs and one freestanding sign, consistent with the GPD. Heiser Toyota is requesting a minor modification to the DPD to allow two additional Type A building wall signs to be placed on the west (highway-facing) façade of the building and approve the signage specifics for a second freestanding sign on the site, which will be located near the main entrance drive along Metro Auto Mall.

On May 10, 2021, a public hearing was held and at that time nobody from the public spoke in opposition to the files. Since the proposed amendment to the GPD to allow a second freestanding sign on the site will assist Heiser Toyota in directing customers to the site and is consistent with previously approved amendments to allow second freestanding signs on other dealership sites within the GPD, and the proposed minor modification to the DPD to allow two Type A wall signs and one additional Type A freestanding sign is proportionate and contextual, the City Plan Commission at its regular meeting on May 10, 2021 recommended approval of files 201560 and 201561.



Sincerely,

A handwritten signature in black ink, appearing to read "Lafayette L. Crump". The signature is fluid and cursive, with a prominent initial "L".

for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Dodd