

June 9, 2005

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

Dear Committee Members:

Attached is File No. 041696, being an ordinance relating to the change in zoning from General Planned Development (GPD) to Detailed Planned Development (DPD) known as Metro Center, Phase 5, on land located on the south side of West Metro Boulevard and East of U.S. 41 & 45, in the 5th Aldermanic District.

This ordinance would allow the construction of a 1-story, 53,400 square foot light motor vehicle sales and auto repair facility for Heiser Toyota. This approval would also include a 12,800 square foot service expansion area that would be constructed in the future. There are also plans for a future building with a total building area not to exceed 90,000 square feet to be approved and constructed at a future date.

The showroom and sales area have large storefront windows and alucobond (internally illuminated) panels and the service areas have a precolored split face concrete masonry unit façade.

Consistent with the General Plan, 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 will be restricted to 7:00 a.m. to 7:00 p.m. Monday through Saturday. No vehicle test drives will be permitted on residential streets, including North 107th Street South of Metro Boulevard.

Access to the site will be through a shared driveway with the approved CarMax dealership to the east. Sales, parking and loading facilities are located near the uses they support and are appropriately screened and landscaped with various perimeter trees such as White Ash and Norway Maples. The required interior landscaping has been provided along the access drive to the building and along the sales area at curbed islands along the perimeter. Employee and customer parking is located in the parking lot as designated on the site plan. There are approximately 926 parking spaces included in this proposal. There will 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.

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On June 6, 2005, a public hearing was held at that time there was no opposition to the proposed amendment. The owner's representative presented plans and indicated they will make revisions to drawings to meet conditions of approval. Ald Bohl attended the public hearing to report the results of the neighborhood meeting. Since this proposed zoning change is consistent with the amended general planned development, the City Plan Commission at its regular meeting on May 6, 2005 recommended approval of the ordinance with the following conditions: 1. Revise 'sign' elevations (Sheet SP2) to be consistent with the North elevation (Sheet A5), 2. Remove the pylon sign to the West of the dealership and reduce the area of the monument sign to 50 s.f. Only one monument sign is allowed per the General Planned Development (GPD), sub-area 'A' standards, 3. Reduce the size of the directional signs to a total of six s.f. including the base, 4. Revise Owner's Written Narrative to state that exterior lights to be dimmed at 10 p.m. regardless of closing hours, 5. Identify surface material along front of showroom elevation on site plan.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bohl, Jr.
File