

May 22, 2012

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

Dear Committee Members:

File Nos. 111711 and 111712 relate to the Eighth Amendment to the General Planned Development (GPD) known as Milwaukee Metro Center and the Third Amendment to the Detailed Planned Development (DPD) known as Metro Center – Phase II, on lands located south of West Good Hope Road between West Fond du Lac Avenue and U.S. Highway 41/45, in the 5th Aldermanic District.

Both amendments were proposed by Russ Darrow Nissan. This Eighth Amendment to the GPD proposes to change the freestanding signage standards for the Nissan dealership site located within Sub Area B, at 11212 W. Metro Bl. Currently, the GPD only permits two freestanding signs on each site: the first may be up to 16 feet in height, and the second may not be taller than 8 feet and must be a monument sign. Russ Darrow Nissan is requesting an 18'-6" sign on the north end of the property. The sign is to be viewed from Good Hope Road which is considerably higher than the Nissan Property. An 8'-3" monument sign will also be installed on the south entry to the property adjacent to West Metro Boulevard.

The 3rd Amendment to the DPD revises the site plan. The previously shown future street along the east end of the site will no longer be constructed, thus Nissan prefers to relocate a portion of their parking to this area. Access to the site was previously going to be via the future public street. It will now be off of West Metro Boulevard via the existing access drive. The enlarged freestanding signs will also be incorporated into the DPD amendment. There will be some changes to the site statistics as a result of the revised site plan and elimination of the future street. The land area has increased by approximately 46,500 sq ft. The number of proposed parking spaces will be relatively the same as the previous approval; however, the amount of land devoted to parking and drive aisles has increased by approximately 10,500 sq ft. Open space has increased by approximately 35,000 sq ft. All other aspects of the previous approval remain the same.

On May 21, 2012, a public hearing was held and at that time nobody spoke in opposition. Since the proposed zoning change is consistent with the previously approved Metro Center GPD and DPD, and recommendations of the Northwest Side Comprehensive Area Plan, the City Plan Commission at its regular meeting on May 21, 2012 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. James Bohl, Jr.