



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

NOTICE OF PUBLIC HEARING

**CITY OF MILWAUKEE - City Plan Commission
809 North Broadway
Milwaukee, Wisconsin**

April 27, 2021

PLEASE NOTE: This zoning change is only for the property that is within the boundary shown on the map on the reverse side of this notice. If your property is not within the zoning boundary, then you are receiving this notice because you are a property owner within 200 feet of the boundary, as required by State Statute.

DEAR PROPERTY OWNER:

The Common Council has referred file number 201560 to the City Plan Commission (CPC) for recommendation. This file relates to the Tenth Amendment to the General Planned Development (GPD) known as Milwaukee Metro Center to allow a second freestanding sign on the Phase 5 site 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.

A General Planned Development (GPD) was established in 1985 for the land generally located on the north and south sides of West Metro Auto Mall between U.S. Highway 41/45 West Fond du Lac Avenue, and serves as a master zoning document for the automobile dealerships located within the boundary, regulating items such as allowable uses and signage. The GPD limits the number of freestanding signs per site to one. Consistent with other automobile dealerships over the years, Heiser Toyota is requesting an amendment to the GPD zoning to allow a second freestanding monument sign on its site. The sign will be placed near the entrance along West Metro Auto Mall and will not exceed 18 feet in height. The existing monument sign on the west side of the site will remain. A companion zoning file (File No. 201561) approving the freestanding sign details and the allowance for two additional wall signs on the west façade of the building will also be considered at this meeting. **Please refer to the reverse side of this notice for map details.**

Date: Monday, May 10, 2021

Time: 1:50 p.m.

Webinar meeting information: See City Plan Commission website at:
<https://city.milwaukee.gov/CPC> for access.

The US Centers for Disease Control (CDC) has recommended that all gatherings of 10 or more people should be cancelled or held virtually, and the City of Milwaukee's Health Department has placed restrictions on in-person meetings under its Moving Milwaukee Forward orders. Although the City of Milwaukee orders allow for gatherings or meetings with a limited number of individuals, this meeting will be hosted online to best protect the public health of the community, including meeting participants.



This is a public hearing. Those wishing to provide testimony relating to this matter are encouraged to do so by emailing Planning staff at PlanAdmin@milwaukee.gov at least one business day prior to the start of the meeting. Those wishing to provide testimony during the meeting will be asked to do so by attending the webinar meeting. Registration information to join the webinar is available on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. When registering, please indicate whether you may wish to speak during your item of interest so that staff can unmute you during the public testimony portion of the hearing.

If you are unable to email your testimony or join the webinar meeting but wish to convey your comments by voice message or text, you may contact Planning staff at (414) 708-0626 during the meeting. Staff will monitor messages and relay your comments to the commissioners during the public testimony portion of the meeting.

Additionally, it is anticipated that this item will be streamed live on the City Channel's website (Livestream 2): <https://city.milwaukee.gov/cityclerk/CityChannel>.

Additional documents for this project are available via the project link posted in the Meeting Information section of the City Plan Commission website: <https://city.milwaukee.gov/CPC>. Once you click on the link for this file, you will see the available documents in the "attachments" section of the page. For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on file number 201560, the Metro Center GPD zoning file. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email PlanAdmin@milwaukee.gov.

Sincerely,



for

Lafayette L. Crump
Executive Secretary
City Plan Commission

