



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

Ald. Dodd
5th Ald. District

CITY PLAN COMMISSION ZONING REPORT

Ordinance File Nos. [211491](#)

Location: 11340 West Metro Auto Mall

**Applicant/
Owner:** Chad Kemnitz, Professional Consultants, Inc on behalf of Russ Darrow Group (owner)

**Current
Zoning:** Detailed Planned Development (DPD) known as Metro Center Phase 1

**Proposed
Zoning:** Minor Modification to Detailed Planned Development (DPD) known as Metro Center Phase 1

Proposal: This file refers to a Minor Modification to the Detailed Planned Development known as Metro Center, Phase 1 to allow removal of the former Smart Car automobile dealership building located at 11340 West Metro Auto Mall, on the north side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District.

This site consists of a Darrow Mazda automobile dealership on the south portion of the site and the former Smart Car building on the north portion. The Darrow Mazda building will remain as-is and is not impacted by this minor modification.

The subject 5,906 square foot building was constructed in 2007 for the Smart Car dealership, which subsequently vacated the site in 2011. The new owner, Russ Darrow Group, previously modified the DPD zoning to allow the tower portion of the building to be utilized as display window-style signage for the new dealership. Now, the owner no longer has a need for this structure or the additional signage and would like to remove it. This space will be replaced with an additional 29 parking spaces that will blend in with the surrounding 28 space parking lot, for a total of 57 spaces. A landscaped island will be added adjacent to the new spaces to replace the greenspace that will be eliminated as the result of the building demolition. No changes to the site lighting will take place.

Staff requested that additional landscaping or sustainable features are added to the expanded parking area. In response to this, the applicant's representative provided a landscape plan that demonstrates how island will be planted.

Adjacent Land Use:

The site is located within the Milwaukee Metro Center General Planned development, which consists of automobile-oriented businesses. It is bordered by U.S. Highway 41 and 45 to the west, Good Hope Road to the north, and Fond du Lac Avenue to the east. Surrounding land uses consist mostly of single-family residential (RS2). The Park Place General Planned Development (GPD) is located to the north.

Consistency with Area Plan:

The proposed Minor Modification to the Detailed Planned Development known as Metro Center, Phase 1 is within the planning area of the Northwest Side Area Plan, which was adopted in 2007, and amended in 2017. The Plan describes the Metro Center Auto Mall as an emerging automobile cluster in the Northwest Side and has resulted in a shift of automobile sales from the 76th Street corridor to this node. (p. 40). The site is located within the District 2 subarea. District 2 is located between the western perimeter of the Northwest Side Area, and is bordered by the Menomonee River Parkway (west), and the little Menomonee River (east). The District is bisected by the US 41/45 Highway Corridor, and is further divided by the Fond du Lac Avenue Freeway and North Appleton Freeway. The northern portion of the district, adjacent to the interchange at Fond du Lac Avenue and the US 41/45 Highway accommodates large parcels of commercial and vacant land. (pg. 88) The Use Policies for District 2 include the recommendation to “[p]romote commercial infill development on vacant parcels in the vicinity of the Good Hope Road and Fond du Lac Avenue interchange. (p. 96) The proposed Minor Modification to the Detailed Planned Development known as Metro Center, Phase 1 is consistent with the Northwest Side Area Plan.

Previous City Plan Action:

12/10/2001 - Ordinance relating to the approval of an amended detailed plan for Phase 1 in a Detailed Planned Development (DPD) known as Milwaukee Metro Center on land located on the North Side of West Metro Boulevard and East of US Highway 41 and 45, in the 15th Aldermanic District. **(FN 011042)**

3/8/2004 - Substitute ordinance relating to the Second Amendment to the Detailed Planned Development (DPD), Phase 1, known as Milwaukee Metro Center, on land located on the North Side of West Metro Boulevard and East of U.S. Highway 41 and 45, in the 15th Aldermanic District. **(FN 031447)**

5/14/2007 - Substitute ordinance relating to the Third Amendment to the Detailed Planned Development, Phase 1, known as Milwaukee Metro Center, on land located on the North Side of West Metro Boulevard and East of U.S. Highway 41 and 45, in the 5th Aldermanic District. **(FN 070063)**

6/23/2008 - Resolution permitting a minor modification to a Detailed Planned Development known as Milwaukee Metro Center, Phase 1, on land located on the North Side of West Metro Boulevard and East of US Highway 41 and 45, in the 5th

Aldermanic District. **(FN 080264)**

12/8/2014 - Substitute resolution relating to a minor modification to a Detailed Planned Development known as Milwaukee Metro Center, Phase 1, for exterior building modifications to the existing building at 11330 West Metro Auto Mall, located on the north side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District. **(FN 141108)**

9/19/2016 - Substitute resolution relating to a Minor Modification to the Detailed Planned Development known as Milwaukee Metro Center, Phase 1, for additional signage at 11330 West Metro Auto Mall, located on the north side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District. **(FN 160466)**

6/1/2020 - Substitute resolution relating to a minor modification to the Detailed Planned Development known as Milwaukee Metro Center, Phase 1 for changes to a freestanding sign at 11330 West Metro Auto Mall, located on the north side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District. **(FN 191948)**

**Previous Common
Council Action:**

9/23/1998 - Ordinance relating to the approval of an amended detailed plan for Phase 1 (AutoNation USA) in a planned development known as Milwaukee Metro Center located on the North side of West Metro Boulevard, in the 15th Aldermanic District. **(FN 980547)**

1/22/2002 - Ordinance relating to the approval of an amended detailed plan for Phase 1 in a Detailed Planned Development (DPD) known as Milwaukee Metro Center on land located on the North Side of West Metro Boulevard and East of US Highway 41 and 45, in the 15th Aldermanic District. **(FN 011042)**

4/13/2004 - Substitute ordinance relating to the Second Amendment to the Detailed Planned Development (DPD), Phase 1, known as Milwaukee Metro Center, on land located on the North Side of West Metro Boulevard and East of U.S. Highway 41 and 45, in the 15th Aldermanic District. **(FN 031447)**

5/30/2007 - Substitute ordinance relating to the Third Amendment to the Detailed Planned Development, Phase 1, known as Milwaukee Metro Center, on land located on the North Side of West Metro Boulevard and East of U.S. Highway 41 and 45, in the 5th Aldermanic District. **(FN 070063)**

7/1/2008 - Resolution permitting a minor modification to a Detailed Planned Development known as Milwaukee Metro Center, Phase 1, on land located on the North Side of West Metro Boulevard and East of US Highway 41 and 45, in the 5th Aldermanic District. **(FN 080264)**

10/11/2016 - Substitute resolution relating to a Minor Modification to the Detailed Planned Development known as Milwaukee Metro Center, Phase 1, for additional signage at 11330 West Metro Auto Mall, located on the north side of West Metro

Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District. **(FN 160466)**

6/16/2020 - Substitute resolution relating to a minor modification to the Detailed Planned Development known as Milwaukee Metro Center, Phase 1 for changes to a freestanding sign at 11330 West Metro Auto Mall, located on the north side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District. **(FN 191948)**

Recommendation:

Since the owner has determined that the former Smart Car building is not needed for their purposes and additional site signage will not be requested to replace what was previously approved for the former Smart Car building, staff suggests that the City Plan Commission recommends approval of the subject file.