



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 No. [211490](#)

Location: 11212 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 2

**Proposed
Zoning:** Fourth Amendment to Detailed Planned Development (DPD) known as Metro Center Phase 2

Proposal: This file refers to the Fourth Amendment to the Detailed Planned Development known as Metro Center Phase 2 for a building addition and exterior changes to an existing automobile dealership located at 11212 West Metro Auto Mall, on the north side of West Metro Auto Mall and west of North 107th Street, in the 5th Aldermanic District.

In 2011, the Common Council approved a minor modification to the DPD to allow construction of a 20,000 square foot Nissan car dealership in lieu of a previously approved Honda dealership. The dealership includes an office showroom and light service facilities, along with a display area for 494 automobiles. This amendment was submitted by Russ Darrow Group, Inc. for a building addition of 6,595 sq. ft. and exterior facade updates to the Nissan dealership building.

The proposal includes an addition to the service department and a drive-through car wash for dealership employees on the southwest side of the dealership. The building addition will be clad with EIFS and have a block base on the lower 40" of the façade. Per the applicant's representative, the EIFS material is being utilized in order to meet the Energy Code requirements. The addition will displace one landscape island, which will be reconstructed at the same square footage as the one removed. Approximately 29 display parking spaces will also be removed to accommodate the building expansion. Exterior façade updates will include a new

fascia, new aluminum composite panel, and updated signage, all to match the updated Nissan Motor Company design standards.

Adjacent Land Use:

The site 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 Fourth Amendment to the Detailed Planned Development (DPD) known as Metro Center Phase 2 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 perimeters 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 Amendment to the Detailed Planned Development known as Metro Center, Phase 2 is consistent with the Northwest Side Area Plan.

Previous City Plan Action:

8/1998 - 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)**

11/11/2002 - Substitute ordinance relating to the change in zoning from General Planned Development (GPD) to Detailed Planned Development (DPD) known as Metro Center, Phase 2, on land located on the North Side of West Metro Boulevard and West of North 107th Street, in the 15th Aldermanic District. **(FN 020923)**

10/13/2008 – Substitute ordinance relating to the Second Amendment to the Detailed Planned Development known as Metro Center, Phase 2, on land located on the North Side of West Metro Boulevard and West of North 107th Street, for construction of an automobile dealership, in the 5th Aldermanic District. **(FN 080744)**

10/24/2011 – Substitute resolution relating to a minor modification to the Detailed Planned Development known as Metro Center, Phase 2, to allow for construction of a car dealership, on land located on the north side of West Metro Boulevard and west of North 107th Street, in the 5th Aldermanic District. **(FN 110704)**

5/21/2012 – Substitute ordinance relating to the Third Amendment to a Detailed Planned Development known as Metro Center, Phase 2, for site changes, on land located on the north side of West Metro Boulevard and west of North 107th Street, in the 5th Aldermanic District. **(FN 111712)**

**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)**

11/26/2002 - Substitute ordinance relating to the change in zoning from General Planned Development (GPD) to Detailed Planned Development (DPD) known as Metro Center, Phase 2, on land located on the North Side of West Metro Boulevard and West of North 107th Street, in the 15th Aldermanic District. **(FN 020923)**

11/25/2008 – Substitute ordinance relating to the Second Amendment to the Detailed Planned Development known as Metro Center, Phase 2, on land located on the North Side of West Metro Boulevard and West of North 107th Street, for construction of an automobile dealership, in the 5th Aldermanic District. **(FN 080744)** *(First Amendment Placed on File)*

11/2/2011 – Substitute resolution relating to a minor modification to the Detailed Planned Development known as Metro Center, Phase 2, to allow for construction of a car dealership, on land located on the north side of West Metro Boulevard and west of North 107th Street, in the 5th Aldermanic District. **(FN 110407)**

6/12/2012 – Substitute ordinance relating to the Third Amendment to a Detailed Planned Development known as Metro Center, Phase 2, for site changes, on land located on the north side of West Metro Boulevard and west of North 107th Street, in the 5th Aldermanic District. **(FN 111712)**

Recommendation:

Since the proposed building addition will accommodate an expanded service center for the dealership, staff suggests that the City Plan Commission recommends approval of the subject file.