

March 9, 2004

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

Dear Committee Members:

Attached is File No. 031239, being a substitute ordinance relating to the Third Amendment to a General Planned Development (GPD) known as Metro Auto Center, located South of West Good Hope Road between West Fond du Lac Avenue and U.S. Highway 41 and 45, in the 15th Aldermanic District.

This proposed amendment would allow for light vehicle auto sales, sit-down restaurants and limited office uses instead of a hotel and office uses in Area A (lands located south of W. Metro Blvd.) of the general plan. This amendment would also permit 2 off-premise signs and amends the general plan area to include WISDOT right-of-way and additional land that has been acquired by the owner. All aspects of the general plan relating to Area B (lands located north of W. Metro Blvd.) have been updated to reflect current conditions as much as possible, but design standards have not been changed since this area is now under separate ownerships. Currently, three detailed planned developments have been approved for Area B for automobile dealerships. The Hummer dealership is open for business, a Nissan dealership has been approved but construction has not begun and a Chevrolet dealership is under construction.

Up to 2 off-premise signs would be permitted measuring up to 24 feet in height and 250 square feet in area. Each parcel would be allowed one freestanding monument sign up to 18 feet in height and up to 100 square feet in area for Type A signs and up to 50 square feet if a Type B sign. Both Type A and Type B wall and projecting signs would be allowed that meet the intent of the LB2 standards of the zoning code. Signage for the auto dealerships in Area B have already been approved at the detailed plan submittals.

Site lighting will have cut-off fixtures that ensure that lighting levels and glare are controlled. No light source shall be visible from adjoining property or public right-of-way. Where adjoining properties are residential the maximum illumination at the property line shall be 1 foot candle and along streets it shall be 5 footcandles. Light pole heights may not exceed 24 feet. All site illumination on the motor vehicle parcels will be dimmed to a low intensity level at 10 p.m. A 60-foot deep, approximately 1700-foot long landscape buffer will be created along the south side of the development site near the residential subdivision. Landscape screening will also be provided along the streets and within parking and auto display areas meeting the intent of the zoning Code. Specific landscape plans would be approved at the detail plan submittals.

A public hearing was held on March 3, 2004 at which time several neighbors objected to the proposed amendment. Most of the issues related to the test drive route, noise, night lighting and the quality of the restaurants. The test drive route does not include the residential subdivision to the south. Standards relating to not using loudspeakers and turning down the lights in the auto display area during late hours and illumination levels are still part of this general plan. Only sit down restaurants would be permitted. Since this proposed zoning change is consistent with the original general plan and proposed revised Northwest side plan, the City Plan Commission at its special meeting on March 3, 2004 recommended that this substitute ordinance be approved conditioned on the following:

1. Remove 'Off-Premise Signs' as a permitted use
2. Revise the Owner's Written Narrative to change the number of foot candles from 5 to 1 where adjoining properties are residential relating to the maximum illumination at the property line to reflect the current zoning code.
3. Revisions to the Owner's Written Narrative for the Landscaping and Signage design standards
4. Plat of survey and landscape plan indicating existing trees and shrubs along the south portion of the planned development area and proposed berm and landscape area
5. Dept. of Public Works comments

Sincerely,

Patricia S. Algiers  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Nardelli