

September 10, 2003

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

Dear Committee Members:

Attached is File No. 030553, being a substitute ordinance relating to the change in zoning from General Planned Development (GPD) to Detailed Planned Development (DPD) known as Metro Center, Phase 3, located on the north side of West Metro Boulevard and west of North 107<sup>th</sup> Street, in the 15th Aldermanic District.

This proposed phase includes one 45,490 square-foot structure containing office, showroom and light service facilities on an 11.2 - acre parcel. There will be outdoor display and parking for 684 automobiles. The site plan indicates that five (5) raised concrete pods will be placed along the perimeter of the site and used for vehicle display. Four pads will contain one vehicle each and one pad will contain 3 vehicles.

A 32-foot high 138 square-foot internally illuminated pylon sign is proposed to be located at the entrance to the site along West Metro Boulevard. This sign exceeds the size and height standards of the approved General Planned Development. The applicant also proposes to erect a 40-foot high 225 square-foot internally illuminated sign for Chevrolet Dealership in the northwest corner of the applicant's neighboring Hummer dealership. This sign is defined as an off-premise sign and is prohibited by the approved General Planned Development. Furthermore the proposed wall signage is generally larger than what is permitted by the General Planned Development.

On Monday September 8, 2003, the City Plan Commission held a public hearing. At that time, a neighbor voiced concerns relating to the lighting levels and traffic. The project architect indicated that the lighting would be turned down after business hours. He also indicated that their test route would be consistent with previous approvals that required that all test drives keep out of neighborhood streets.

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Since this proposed amendment is consistent with the City plans for the area and the previously approved general planned development, the City Plan Commission at its regular meeting on September 8, 2003 recommended approval of the attached substitute resolution conditioned on the following:

1. Providing a revised photometric plan that meets the intent of the General Planned Development and that complies with s295-409 of the Milwaukee zoning code.
2. Providing a revised signage plan with specifications that meet the intent of the General Planned Development
3. Providing details of the building design and colors
4. Providing a revised landscape plan that meets the intent of the General Planned Development

Sincerely,

Julie A. Penman  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Nardelli