City of Milwaukee

Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

Rocky Marcoux
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July 19, 2016

To the Honorable Members of the
 Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 160268 relates to a Minor Modification to the Detailed Planned Development known as Metro Center, Phase 3 to permit changes to the building elevations for the property located at 11100 West Metro Auto Mall, located on the north side of West Metro Auto Mall, west of North 107th Street, in the 5th Aldermanic District.

This Minor Modification was requested by Griffin Automotive and will permit changes to the exterior of the building to accommodate a new dealership, Griffin Chevrolet, at the location.   Griffin Chevrolet acquired this site in 2015. The existing building, largely consisting of glass, aluminum composite panel (ACM) and CMU block will remain substantially unchanged. However, they will be adding additional glazing to the building to further activate the site. Specifically, the minor modification consists of providing (4) new exterior window openings on the south, north and east elevations. The new window openings will be replacing wall area that currently consists of Aluminum Composite Panels.

All signage will remain as-is or be swapped out like-for-like (in terms of square footages and sign type), including the Bergstrom to Griffin sign that is located on the south elevation. All other aspects of the DPD zoning will not be affected by this minor modification.

Since the proposed minor modification adds additional glazing to the building and is consistent with the previously approved DPD, the City Plan Commission at its regular meeting on June 14, 2016 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bohl