



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

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April 12, 2018

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

Dear Committee Members:

File No. 171726 relates to the change in zoning from a General Planned Development (GPD) known as Milwaukee Metro Center to a Detailed Planned Development (DPD) known as Metro Center, Phase 8 to permit construction of two automobile dealerships at 10851 West Metro Auto Mall, located on the south side of West Metro Auto Mall, west of North 107th Street, in the 5th Aldermanic District.

This zoning change was requested by Russ Darrow Group, Inc. and will permit the construction of two automobile dealerships on the approximately 10.5 acre site. Both the Chrysler Dodge Ram and Jeep Automotive dealership and the Honda Automotive dealership will contain an office, showroom, parts and automotive service facilities, and an outside display area for automobiles. Consistent with the GPD standards, test driving vehicles on residential streets is prohibited. Test drives may not make a right turn at the intersection of Metro Auto Mall and North 107th Street. Lighting shall conform to the GPD standards, and light poles may not exceed 24 feet in height. At 10 pm, the entire site illumination is required to be reduced to a low intensity level. The Chrysler Dodge Ram and Jeep dealership will have approximately 315 surface parking spaces, and the Honda dealership will have approximately 467 parking spaces.

On April 9, 2018, a public hearing was held and at that time, Alderman Bohl stated that he was supportive of the proposal, but provided an overview of some concerns that neighbors raised at a meeting with respect to lighting and traffic. The owner's representative responded that he would incorporate the comments into the final exhibits. Since the proposal generally complies with the GPD standards, the City Plan Commission recommended at its regular meeting on April 9, 2018 recommended approval of the subject file conditioned on the applicant submitting final exhibits that incorporate staff comments that include, but are not limited to lighting, landscaping, and signage.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bohl

