



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

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December 9, 2014

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

Dear Committee Members:

File No. 141108 relates to a minor modification to a Detailed Planned Development known as Milwaukee Metro Center, Phase 1 for exterior building modifications to the existing building at 11330 West Metro Auto Mall, located on the north side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District.

This minor modification was requested by the Russ Darrow Group, and would permit exterior modifications to the existing building, which has recently become Russ Darrow Mazda Metro. To do this, exterior modifications to the existing building are proposed, which include: removing and replacing the existing façade, adding a flat roof, and repainting a portion of the existing structure. Signage will also be updated and replaced.

Existing precast and EIFS on the building will be painted to match the complementary, new building materials that will clad the building. Aluminum Composite Material (ACM) is proposed to be added to the majority of the building. Generally, the lower portion of the building will be painted black and the upper portion will be painted white. A green accent color will be painted around the main entrance. The existing curved roofline (which was designed and constructed for the Hummer dealership, which originally occupied the site) will be covered on the exterior by a raised parapet. This will provide additional height to the building. Russ Darrow Mazda wall signage will be added to the building. The signs will consist of individual letters and logos. Additionally, one freestanding sign will be added to the west side of the site and will be up to 30 feet tall. This will replace the former Hummer sign, which was removed when the dealership left.

Since the proposed minor modification is consistent with the previously approved DPD, the City Plan Commission at its regular meeting on December 8, 2014 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. James Bohl, Jr.

