

October 22, 2002

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

Dear Committee Members:

Attached is File No. 020923, 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 2, 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 two structures containing a maximum of 36,450 square feet devoted to office, showroom and light service facilities with an outdoor display area for 607 automobiles. Stage 1 is a 1-story, 21,622 square foot Nissan dealership. The majority of the front facade will be windows with aluminum frames and metallic panels. The rear and service sides of the building will be painted CMU. All surface parking areas will be landscaped in accordance with the standards approved under the general plan. Stage 2 is an undetermined dealership of approximately 14,828 square feet. Approval of this stage of development will require an amendment to this detailed plan phase.

One monument sign that is clad in metallic panels is proposed at the entrance to this stage of development. It has been revised to measure 14 feet tall and 13.5 feet wide. Additional directional signage is proposed. Internally illuminated letter wall signs are proposed on the front and rear facades of the building that meet general plan sign standards.

On Monday November 11, 2002, the City Plan Commission held a public hearing. At that time, several neighbors attended and voiced their questions and concerns relating to the lighting levels and traffic. Some neighbors specifically talked about the Hummer dealership since some of the lights tilt upward and cause glare. People were concerned about traffic through their neighborhood from the dealerships. Alderman Nardelli indicated that he had requested DNS to inspect and enforce City Code requirements relative to lighting at the Hummer dealership. A representative from the Darrow Group also indicated that the Nissan dealership would use shielded, down-lit lighting that 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.

Page 2  
File No. 020923

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 November 11, 2002 recommended approval of the attached substitute resolution conditioned on the following:

1. Providing specifications and dimensions of the proposed wall signage
2. Providing specifications and revised dimensions for all ground signs consistent with the intent of the general planned development
3. Providing details of the building design and colors
4. Revisions to the landscape plan

Sincerely,

Julie A. Penman  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Nardelli