



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

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June 2, 2020

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

Dear Committee Members:

File No. 191948 relates to a minor modification to the Detailed Planned Development known as Milwaukee Metro Center, Phase 1 for changes to a freestanding sign 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 Russ Darrow Metro, LLC and will allow for an increase in square footage for a freestanding sign on the northwest corner of the property, which is the subject of this minor modification file. While the height of the updated sign meets the DPD requirements, the square footage of the sign face will exceed the maximum that is currently allowed. More specifically, the DPD currently allows for a 30' tall sign with a maximum of 69.2 square feet of sign face. The current sign is 20' tall and the sign face is 69.2 square feet. The replacement pylon sign, which will be placed in the same location as the current sign (along the west property line) is 28' tall, within the allowable height. The sign face of the new sign is 9.2 square feet larger than the current approved sign, for a total of 78.24 square feet (about 11.8% larger than the current sign face).

The existing building signage will be changed to the a similarly new Mazda Corporate look and does not require a minor modification as the square footage, quantity, and type of signs is within the allowance of the DPD zoning. Additionally, the directional signs will be updated, and will be replaced with signs of the same height and square footage. All other elements of the DPD zoning remain unchanged.

At the virtual City Plan Commission on June 1, 2020 representatives for the applicant spoke about the new signs and sign package. Since the proposed minor modification is consistent with the previously approved DPD and will allow the dealership to update its freestanding sign to be in in conformance with the brand update, the City Plan Commission at its regular meeting on June 1, 2020 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Dodd

