

**NOTICE OF PUBLIC HEARING**

**CITY OF MILWAUKEE  
City Plan Commission  
Milwaukee, Wisconsin**

**September 9, 2016**

**DEAR PROPERTY OWNER:**

The Common Council has referred file number 160467 to the City Plan Commission (CPC) for recommendation. This file relates to the Ninth Amendment to the General Planned Development (GPD) known as Milwaukee Metro Center to allow additional wall signage on the Phase 1 site located at 11330 West Metro Auto Mall, on the north side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District. This amendment was requested by the Russ Darrow Group and will allow additional wall signage on the tower element of the former Smart Car building. An amendment to the GPD zoning is necessary to allow an increase in allowable building wall signage for this site. Additionally, a minor modification to the Detailed Planned Development (DPD) zoning is also necessary to approve the details of the proposed signs with respect to placement and square footages.

When the Smart Car building was constructed on the north portion of this site in 2007, it included a 5-story architectural display element on the north side of the building that showcased vehicle models in each of the bays. This site has since been acquired by the Russ Darrow Group for their Mazda dealership, which is within the former Hummer dealership building on the south portion of the site. They would like to utilize this architectural display element of the north building as signage to advertise the models of vehicles offered at the dealership. This will improve the aesthetics of the tower, which is otherwise blank, as well as provide additional visibility for the dealership. The signage is designed to create a display window-type feel to keep with the intent of the design of the building. **Please refer to the reverse side of this notice for map details.**

Date: Monday, September 19, 2016  
Time: 2:00 p.m.  
Place: City Hall  
200 East Wells Street, Milwaukee, WI  
Room: 301-B (3<sup>rd</sup> Floor)

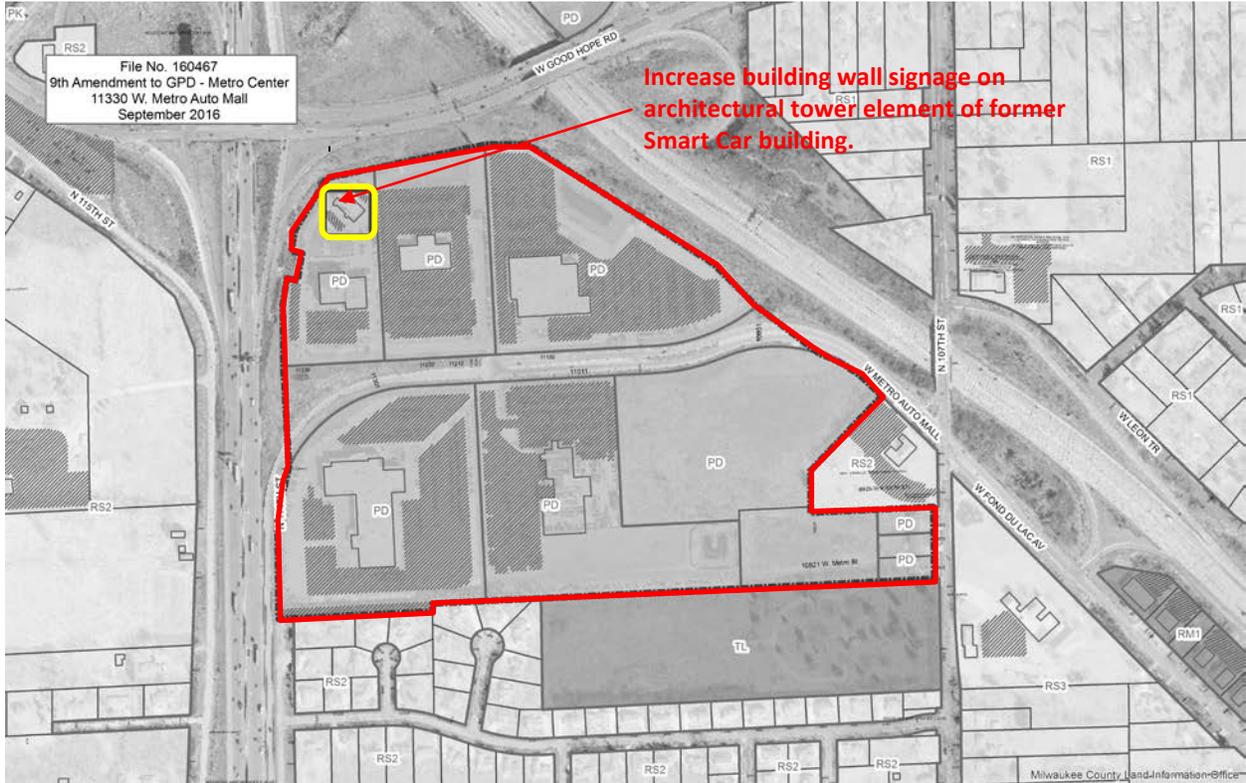
Interested parties will be offered an opportunity to express their views on the proposal prior to consideration by the City Plan Commission and Common Council. Your attendance and comments at this meeting are invited so you can make a complete examination of all aspects of the proposal.

**Submissions for this project (drawings, etc.) are available online at <http://city.milwaukee.gov/cityplancommissionCPC/MetroCenterZoning.htm>. For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on file number 160467, Metro Center, Phase 1 zoning file. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email [PlanAdmin@milwaukee.gov](mailto:PlanAdmin@milwaukee.gov).**

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For additional information or to request this service, contact the Dept. of City Development ADA Coordinator at: (PH) 414-286-6076, (FAX) 414-286-0851 or by writing to the ADA Coordinator at: Dept. of City Development, 809 N. Broadway, 3rd Floor, Milwaukee, WI 53202-3617. Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. Registered lobbyists appearing before a Common Council Committee are required to identify themselves as such. More information is available at [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby).



**Proposed signage in display bays within architectural tower element of former Smart Car facility:**

