MILWAUKEE METRO CENTER AMENDED DETAILED PLANNED DEVELOPMENT BERGSTROM AUTOMOTIVE

PROJECT: Description and Owner's Statement of Intent REVISIONS ARE NOTED IN BOLD PRINT JUNE 1, 2004

This amended detailed plan is hereby submitted by Bergstrom Automotive. This statement, together with the below described exhibits and supporting materials, comprises the amended development plan.

LIST OF EXHIBITS

- 1. Owner's Statement of Intent
- 2. Vicinity Map
- 3. Plat of Survey
- 4. Site Plan (showing proposed structures, site open spaces, site lighting, site signage, pedestrian and vehicular circulation, parking, loading facilities and refuse collection facilities)
- 5. Grading, Drainage (showing the existing and proposed topography at one foot contour intervals, location of storm sewers, parking and roadway storm inlets and elevations)
- 6. Utility and Plumbing Plan
- 7. Landscaping Plan (showing the proposed landscape screening and plant locations, quantity, type and size)
- 8. Building Elevations and Rendering (showing all façade elevations of the proposed building with material descriptions and wall signage)
- 9. Lighting Photo Metrics
- 10. Test Drive Route

II. DESCRIPTION OF THE DEVELOPMENT

The amended project consists of one structure containing 60.465 gross square feet devoted to office, showroom, and light service facilities, together with outside display area for automobiles in a landscaped setting. Service facilities will be primarily oriented toward providing service for automobile purchases, although as a convenience for area residents, service will be available to the public. In addition, an automobile rental subsidiary will be available, primarily for customers having their vehicles serviced. The showrooms will contain display vehicles in an existing interactive environment. Sales guides are available to assist. All vehicles displayed indoors and outdoors are clearly marked for sale and carry a comprehensive warranty. Parking for visitors is clearly shown on the attached site map as is display locations for ales vehicles. Please note that automobiles are displayed in landscaped bays with landscaping

EXHIBIT A FILE NO. 040097

designed to provide an open space atmosphere, particularly when viewed from surrounding lands destined for office and hotel development. There are no adjacent residential developments. In addition to the limitations contained in the foregoing description of the development, the proponent agrees to the following special conditions desired by the City of Milwaukee.

OWNER'S STATEMENT OF INTENT

- 1. Hours of Operation shall be: Sales, Service and Maintenance 7:00 a.m. to 9:00 p.m. Monday through Friday; 7:00 a.m. to 5:00 p.m. Saturday.
- 2. Test driving vehicles on residential streets shall be prohibited. No test drives may make a right turn at the intersection of Metro Boulevard and North 107th Street under any circumstances. Test drives will be conducted primarily on the test drive route described as Exhibit "10".
- 3. No vehicle may be displayed with its hood up, truck lid up, or doors open. No vehicles may be displayed on a ramp or any kind of moving platform except in specialty display areas. Each specialty display area shall not include more than four vehicles.
- 4. Except for a grand opening to be approved by the City, no balloons, flags, pennants, streamers, spinners, tinsels, or other similar devices, or any signs other than those contained in Exhibit "4" and on Sheet A-1.2 shall be applied to any building or structure or strung on wires or otherwise used on site.
- 5. Lighting shall conform to that shown in Exhibit "4" and "9". Lighting shall conform to Section 295-409 of the City of Milwaukee. Lighting shall reduce in intensity from the south to the north down to a minimum security level along the rear of the property. At 10:00 p.m. the entire site illumination would be reduced to a low intensity level. Lighting shall not "spill" from the site to any adjacent area in excess of two foot candles. Refer to Photo Metrics attached.
- 6. Security will be designed to prevent or defer crime on-site through techniques included, but not limited to, lighting, security gates, landscape placement, surveillance cameras, and the like.
- 7. The majority of the vehicles sold on-site or leased from the site shall be new, some pre-owned vehicles will be sold. All vehicles kept at this site will be new or used retail vehicles owned by Bergstrom customers and employees.
- 8. Financing for cars sold or leased on-site shall not permit weekly or monthly car payments to be made on-site.
- 9. Delivery of vehicles should be limited to five trips per day and delivery vehicles may not wait on public rights-of-way.

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10. All aforesaid conditions may be enforced by appropriate personnel of the City of Milwaukee including, but not limited to, Department of Building Inspector and Milwaukee Police Departments.

III. COMPLIANCE WITH STANDARDS

The proposed DPD provides for or complies with the standards by Section 295-812 and 295-813 as follows:

- A. Size the project site contained 11.1897 acres.
- B. Setbacks Setbacks along the north and south perimeters of the project boundary shall be 25 feet. 10 foot setbacks are required between the west parcel and Bergstrom Chevrolet.
- C. Screening and Open Spaces There are no adjacent residential uses requiring screening. Nevertheless, the landscape plan (Exhibit "7") shows extensive use of landscaping both on the perimeter of the site and on the interior of the site all of which is in conformance with the standards contained in the ordinance. Bergstrom, Milwaukee Metro Center Developer and General Motors will be responsible for the continuous maintenance and replacement of landscaping, and in addition will maintain all open space on the site in an orderly manner consistent with the approved Landscape Plan. Open space locations are shown on the Development Plan (Exhibit "4" and "5").
- D. Circulation Facilities The main entry to the DPD site is at the intersection on Metro Boulevard as shown on the Development Plan. Internal circulation provides for adequate safe access for pedestrians and public and private vehicles. Public parking is clearly shown on the Site Plan (Exhibit "4"). Delivery of automobiles by truck shall be at the location marked on the Development Plan and after initial stocking of the site, shall not exceed five trips per day. Unloading and loading of vehicle and parts transport trucks will occur only on the premises.
- E. Lighting Project lighting shall conform to established standards used by the City and is identified on Plan (Exhibit "4" and "9").
- F. Utilities all utilities, including storm and sanitary sewers, water mains and laterals, parking and roadway storm inlets, and the like are shown on the Plumbing and Utility Plan (Exhibit "6") and will be or already have been installed underground.
- G. Signage Signage is described and located on Exhibit "4". Building Signage will be individual internally illuminated, plastic faced light bar, metal sided letters. Chevrolet sign replacing existing HUMMER sign is internally illuminated, channel letters. New 18' high pylon sign at northwest corner of property will be internally illuminated, a type "A" sign with channel letters and logo cut into metal panel frame. Pylon will be on steel standards covered with aluminum panels. The 24' Chevrolet pylon sign has

been approved prior to this amendment. The 18' Chevrolet pylon sign will require an amendment to the existing general and detailed plan for the Bergstrom Chevrolet site. This amendment is being submitted for Common Council's review. Signage will meet all requirements of S 295 and CH 244

IV. MINOR MODIFICATIONS

Subject to the limitations contained in Section 295-813(4) of the Milwaukee Code of Ordinances, and in order to maintain flexibility as the development proceeds, Bergstrom Automotive expressly retains the right to make reasonable minor modifications provided that the limitations contained in the above cited section of the ordinance are not exceeded.

Respectfully submitted by: Bergstrom Automotive

Agent: Stephen Gries

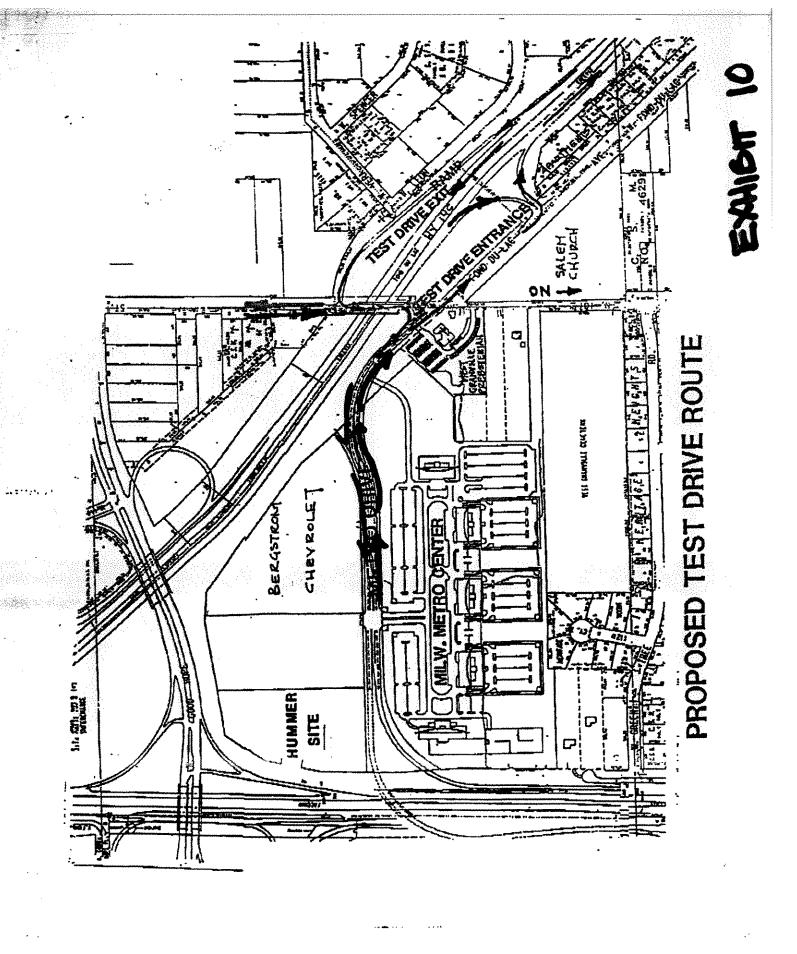
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V. PROJECT STATISTICAL DATA

TOTAL SITE AREA BUILDING COVERAGE PARKING GREEN SPACE 11.1897 ACRES

55,202 SF 683 SPACES 141,102 SF



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Illuminated Pylon Sign night view



COMMON COUNCIL RESOLUTION NO.

MIL'NAUKEE METRO CENTER

AMENDED STAGE ONE DETAILED PLANNED DEVELOPMENT BERGSTROM GOLDEN EAGLE DEALERSHIP

CITY OF MILHAUKEE, MILHAUKEE COUNTY, MISCONSIN

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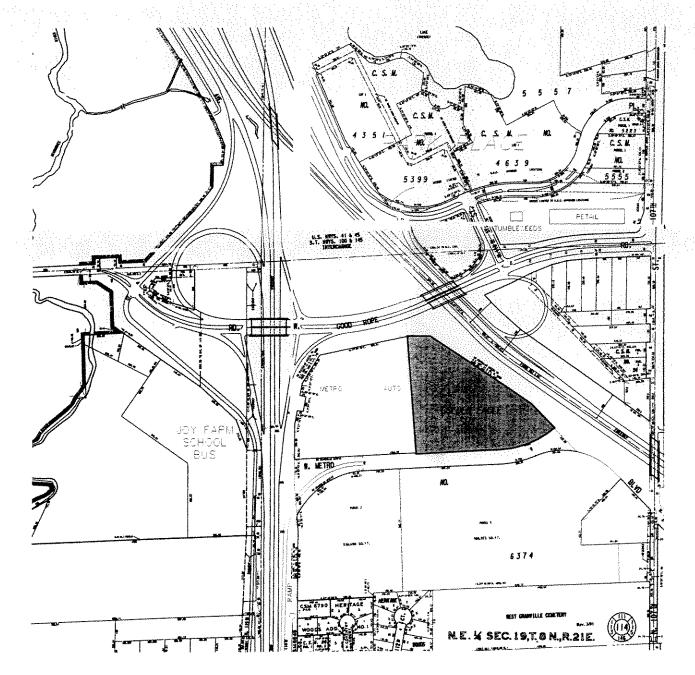
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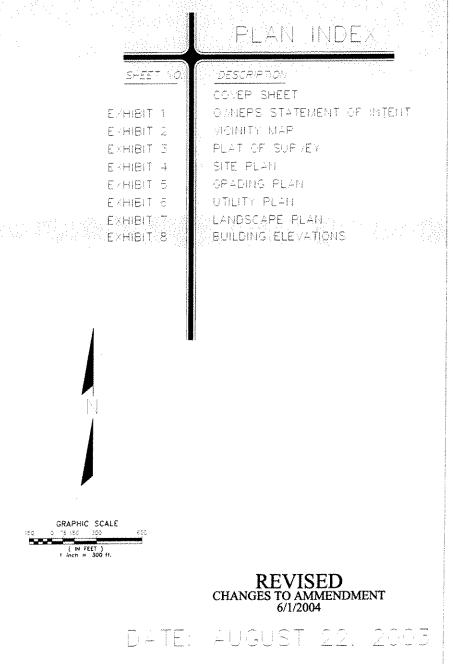
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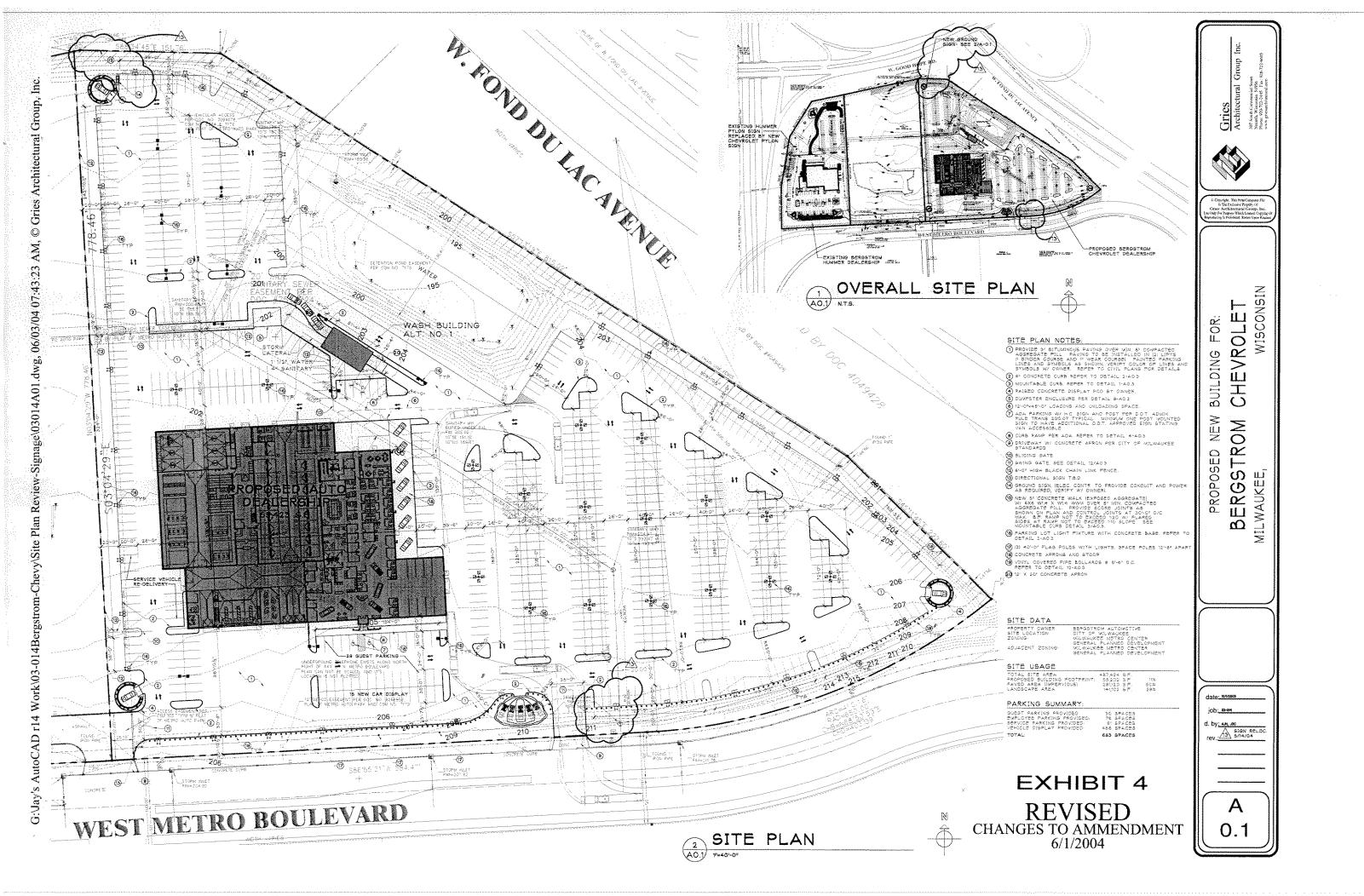
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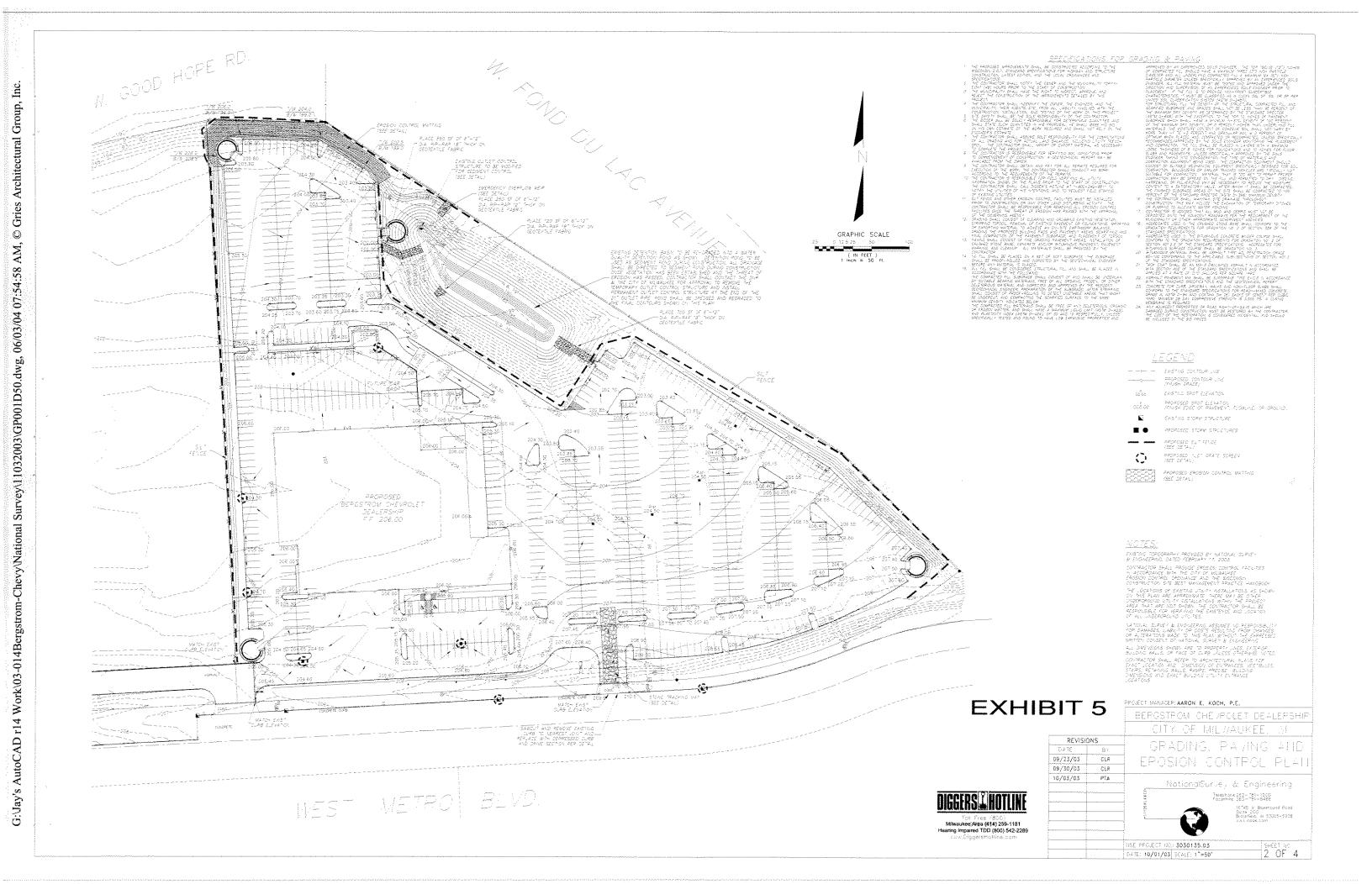
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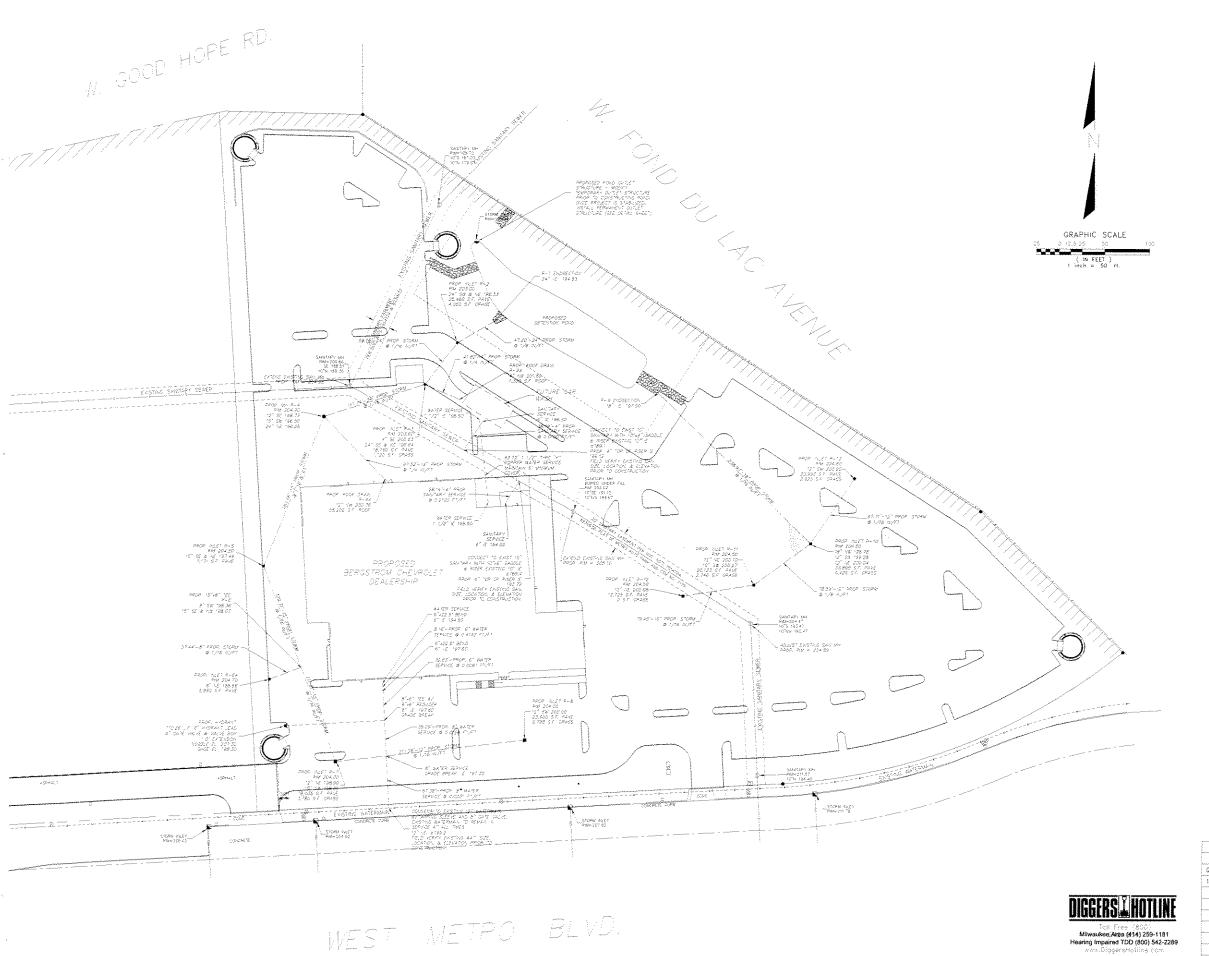
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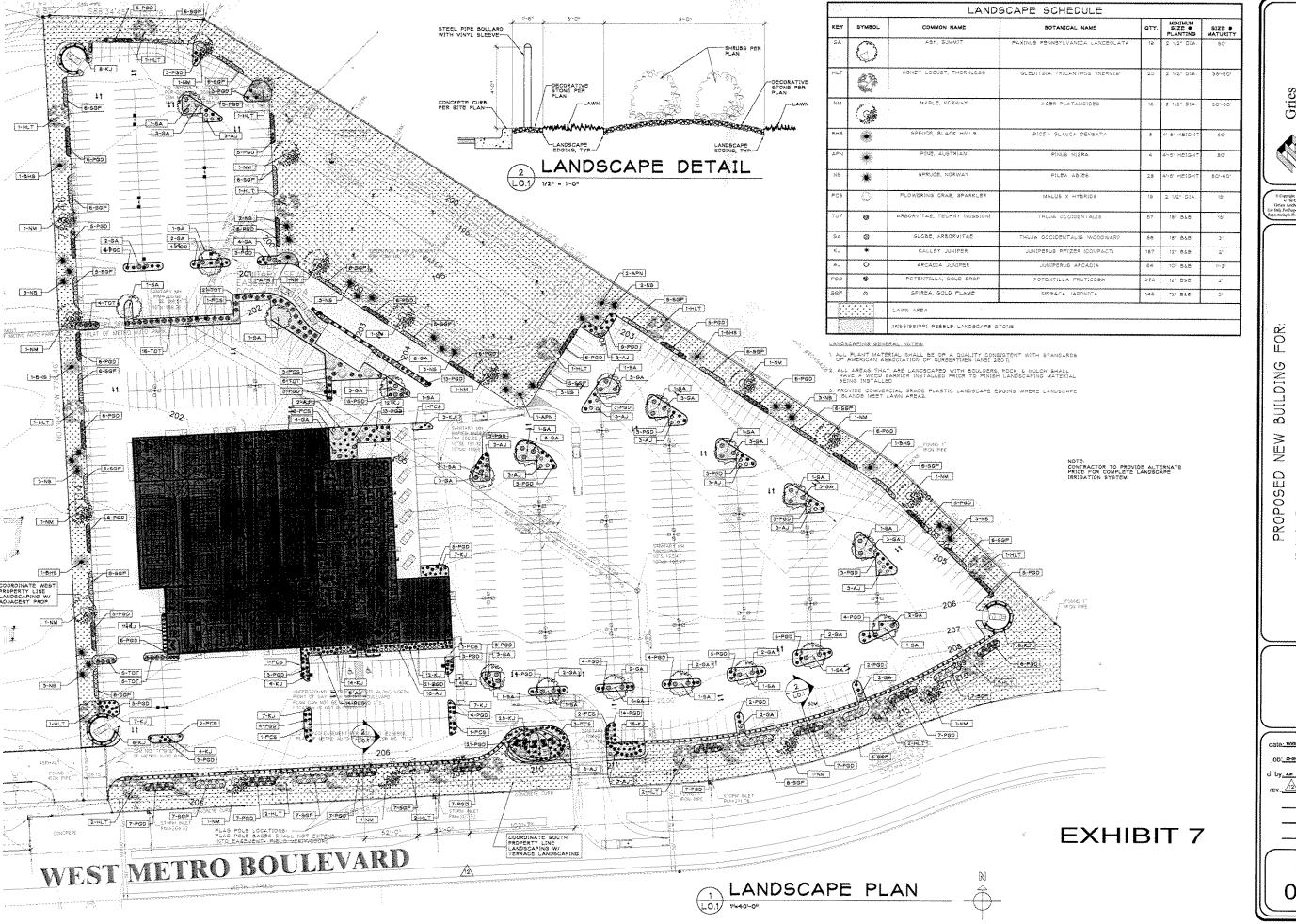
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EXHIBIT 6

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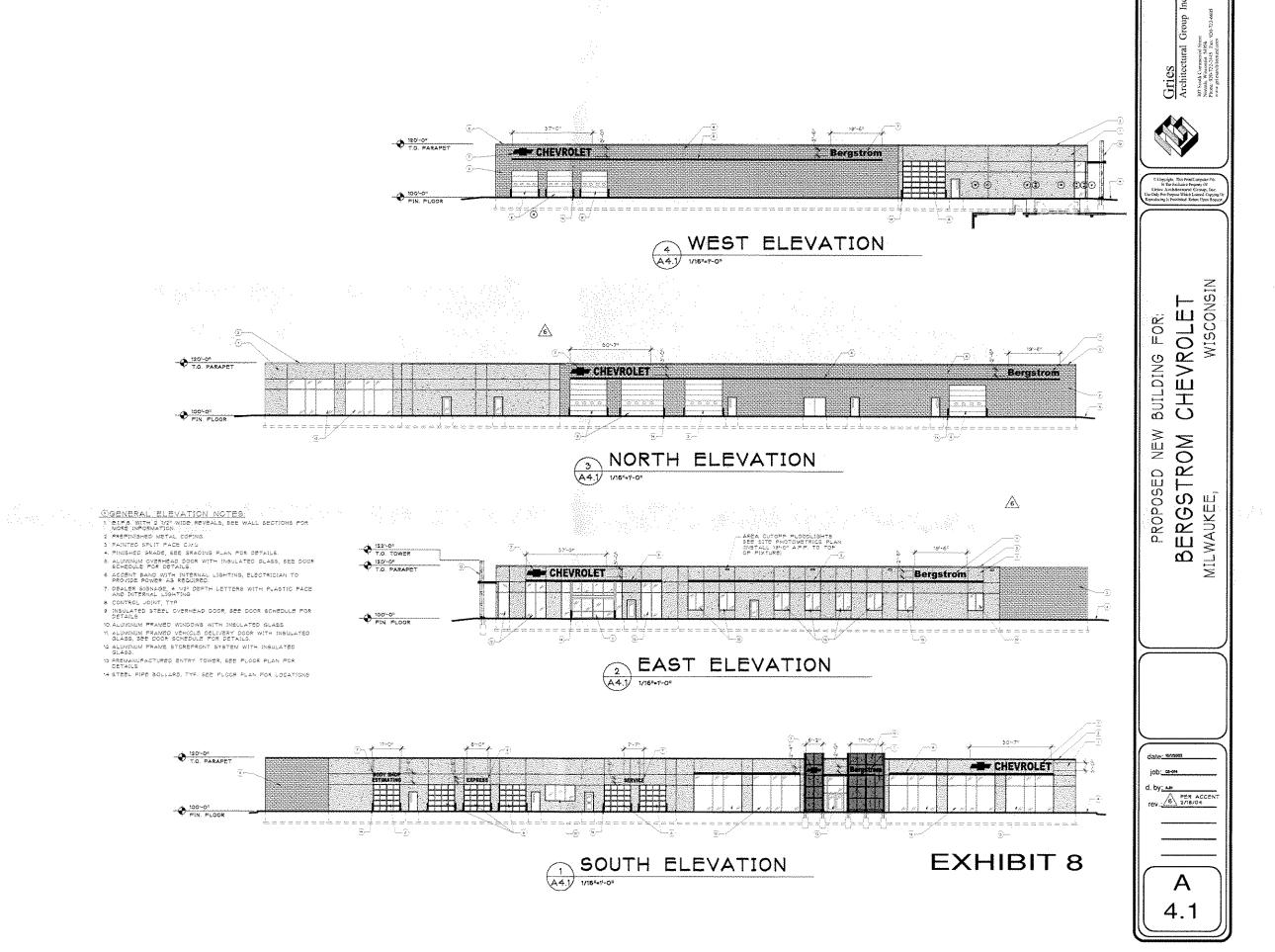
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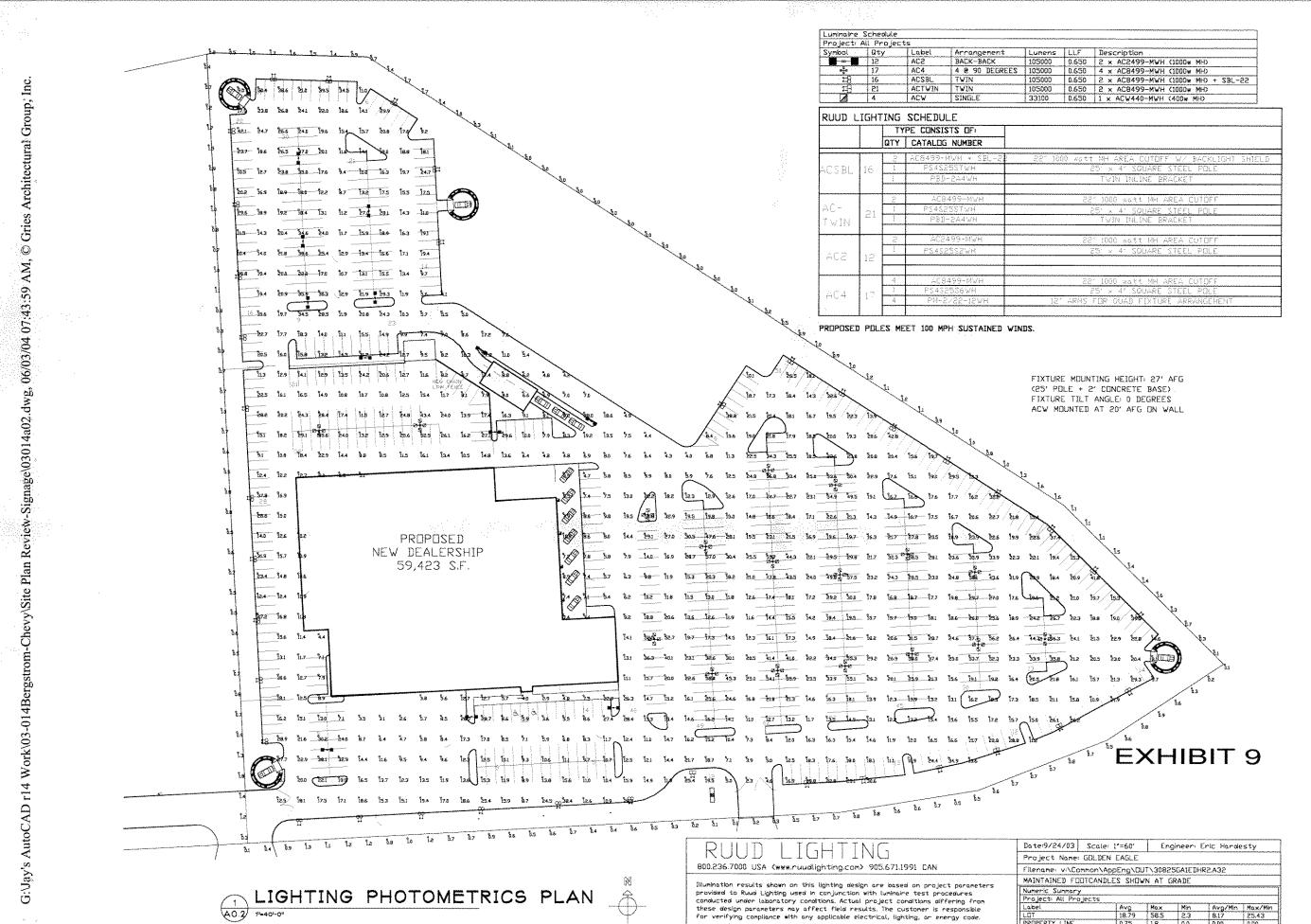




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