

MILWAUKEE METRO CENTER  
AMENDED DETAILED PLANNED DEVELOPMENT  
BERGSTROM AUTOMOTIVE  
PROJECT: Description and Owner's Statement of Intent

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.

I. LIST OF EXHIBITS

1. Owner's State 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 (showing the proposed landscape screening and plant locations, quantity, type and size) and light standards
7. Landscaping Plan
8. Building Elevations (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 sales vehicles. Please note that automobiles are displayed in landscaped bays with landscaping 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" 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.
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 is internally illuminated, plastic faced. Used Car ground sign will be a 15' high internally illuminated, plastic faced logo on metal standards. The 40' Chevrolet pylon sign will require an amendment to the existing general and detailed plan for the Bergstrom Hummer site. This amendment will be submitted at a later date for the Common Council 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

Date:

Oct. 13, 2003

V. PROJECT STATISTICAL DATA

TOTAL SITE AREA	11.1897 ACRES
BUILDING COVERAGE	45,490 SF 1.04 AC
PARKING	683 SPACES
GREEN SPACE	14,102

**PLAN OF OPERATION  
BERGSTROM CHEVROLET  
METRO BLVD. SITE  
MILWAUKEE, WI 53224**

**NAME & TYPE OF BUSINESS**

Bergstrom Chevrolet, owned and operated by Bergstrom Automotive. This is a franchised new vehicle dealership, offering new and used vehicles for sale, service, parts and financing.

**SIZE OF SITE**

Our Metro Blvd. property is approximately 11.1897 acres and approximately 975 feet wide and 778 feet deep.

**SIZE OF BUILDING**

The proposed dealership will be 60,465 square feet and will be constructed primarily of structural steel and masonry.

**TRADE AREA**

This dealership will service primarily those customers in the northwest area of metropolitan Milwaukee.

**NUMBER OF EMPLOYEES**

There will be approximately 120 employees when this business is fully established.

**HOURS OF OPERATION**

7:00 a.m. to 9:00 p.m. Monday through Friday

7:00 a.m. to 5:00 p.m. Saturday

Closed Sunday

**TRAFFIC PATTERN**

All customer and employee parking will be provided for on site. Minimal local delivery and supply vehicles will be entering and exiting the site during normal business hours. Vehicle and parts transport vehicles will be unloaded, loaded only on the dealership premises.

**PARKING**

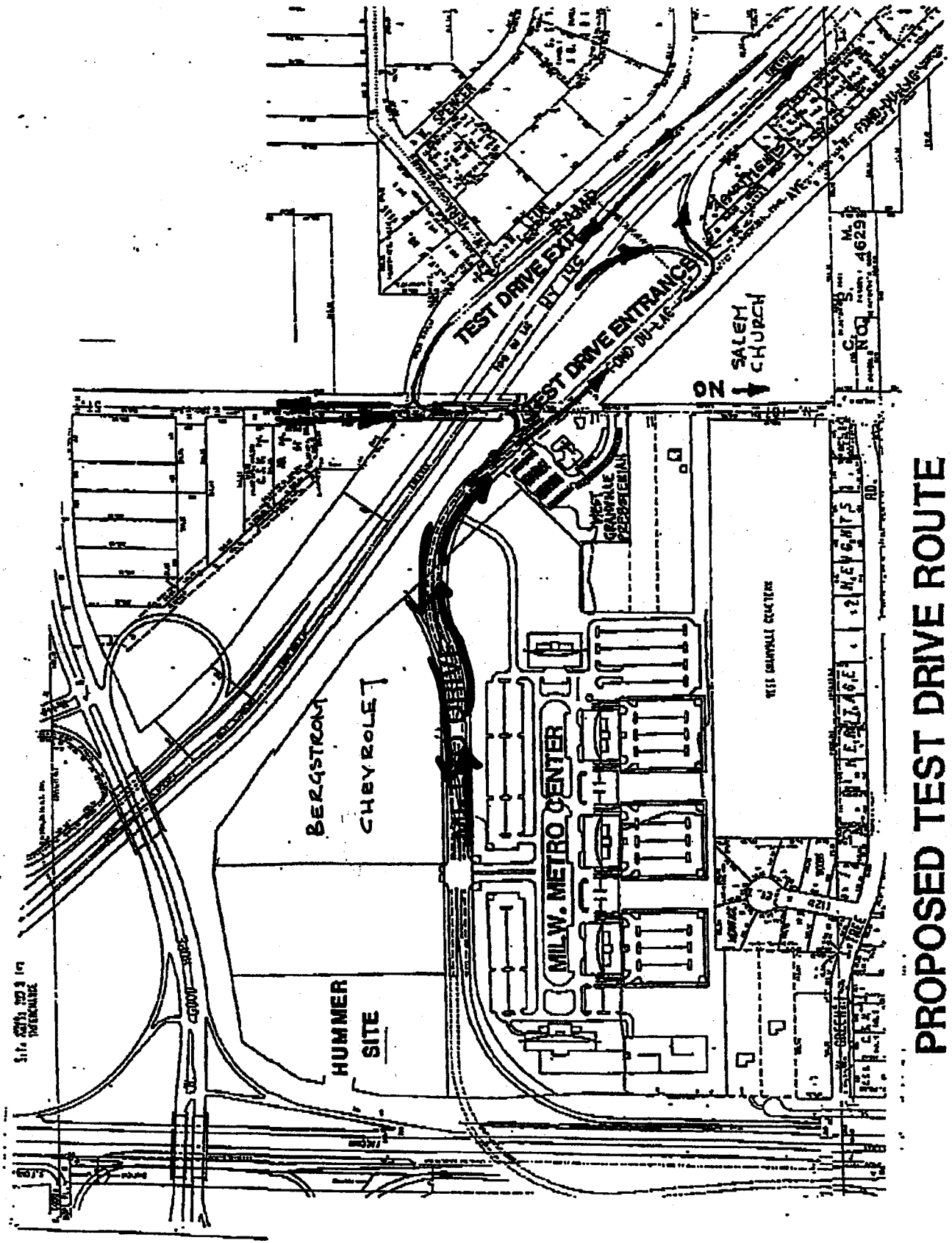
This site has adequate space for new and used vehicle display, customer parking and employee parking. There will be no parking on Metro Blvd. All vehicles kept at this site will be new or used retail vehicles owned by the Bergstrom Automotive customers and employees.

#### **LOADING/UNLOADING**

Trash pickup will be accomplished three times a week between the hours of 8:00 a.m. and 5:00 p.m. Unloading and loading of vehicles and parts transport trucks will occur only on the premises.

#### **SIGNAGE**

We will go through the proper process to insure that our signs meet local ordinances and are to the City of Milwaukee's liking. We must have an individual brand sign and certified Use Car as well as directional signage for our customers as well as building wall signs.



PROPOSED TEST DRIVE ROUTE

COMMON COUNCIL RESOLUTION NO.

# MILWAUKEE METRO CENTER

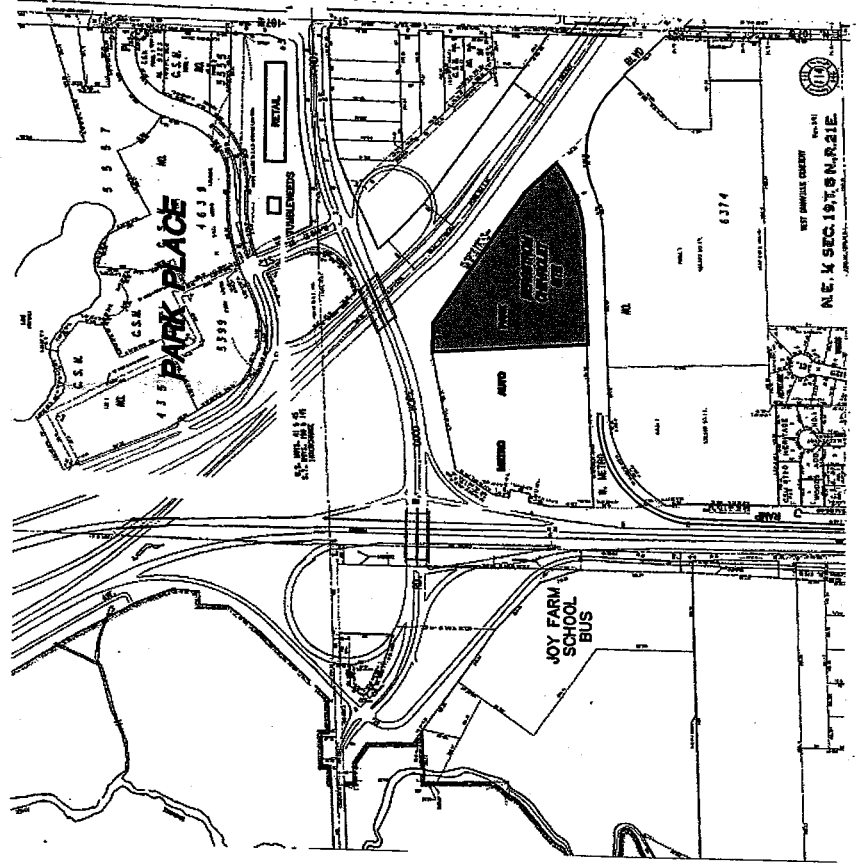
AMENDED STAGE ONE DETAILED PLANNED DEVELOPMENT  
BERGSTROM CHEVROLET DEALERSHIP

CITY OF MILWAUKEE, MILWAUKEE COUNTY, WISCONSIN

**OWNER:**  
BERGSTROM AUTOMOTIVE  
150 NORTH GREEN BAY ROAD  
NEENAH, WI 54956  
PH: 920/722-1111  
FAX: 920/729-1111

**ARCHITECT**  
GRIES ARCHITECTURAL GROUP INC.  
307 SOUTH COMMERCIAL STREET  
NEENAH, WI 54956  
PH: 920/722-2445  
FAX: 920/722-6605

**ENGINEER:**  
National Survey & Engineering  
2000 N. 10TH ST.  
PO BOX 200  
NEENAH, WI 54956  
PH: 920/722-2445  
FAX: 920/722-6605



## PLAN INDEX

### DESCRIPTION

COVER SHEET  
OWNERS STATEMENT OF INTENT  
VICINITY MAP  
PLAT OF SURVEY  
SITE PLAN  
GRADING PLAN  
UTILITY PLAN  
LANDSCAPE PLAN  
BUILDING ELEVATIONS  
LIGHTING PLAN

### SHEET NO.

EXHIBIT 1  
EXHIBIT 2  
EXHIBIT 3  
EXHIBIT 4  
EXHIBIT 5  
EXHIBIT 6  
EXHIBIT 7  
EXHIBIT 8  
EXHIBIT 9

DATE AUGUST 25, 2003



SEE PROJECT NO.: 3030135.03  
DATE: 06/25/03 SCALE: 1" = 10' 1"

[illegible]

WEST GRANVILLE CEMENT  
NE. 4 SEC. 19, T. 8 N., R. 21 E.  
Rt. 4, 300

**"MILWAUKEE METRO  
CENTER" GENERAL  
PLANNED DEVELOPMENT**

JOHN P. CALUCCI  
REGISTERED LAND SURVEYOR 5-2003

# PROJECT

- [illegible]

**DETAILED PLANNED DEVELOPMENT  
BERGSTROM CHEVROLET DEALERSHIP  
MILWAUKEE, WISCONSIN**

**EXHIBIT 3**

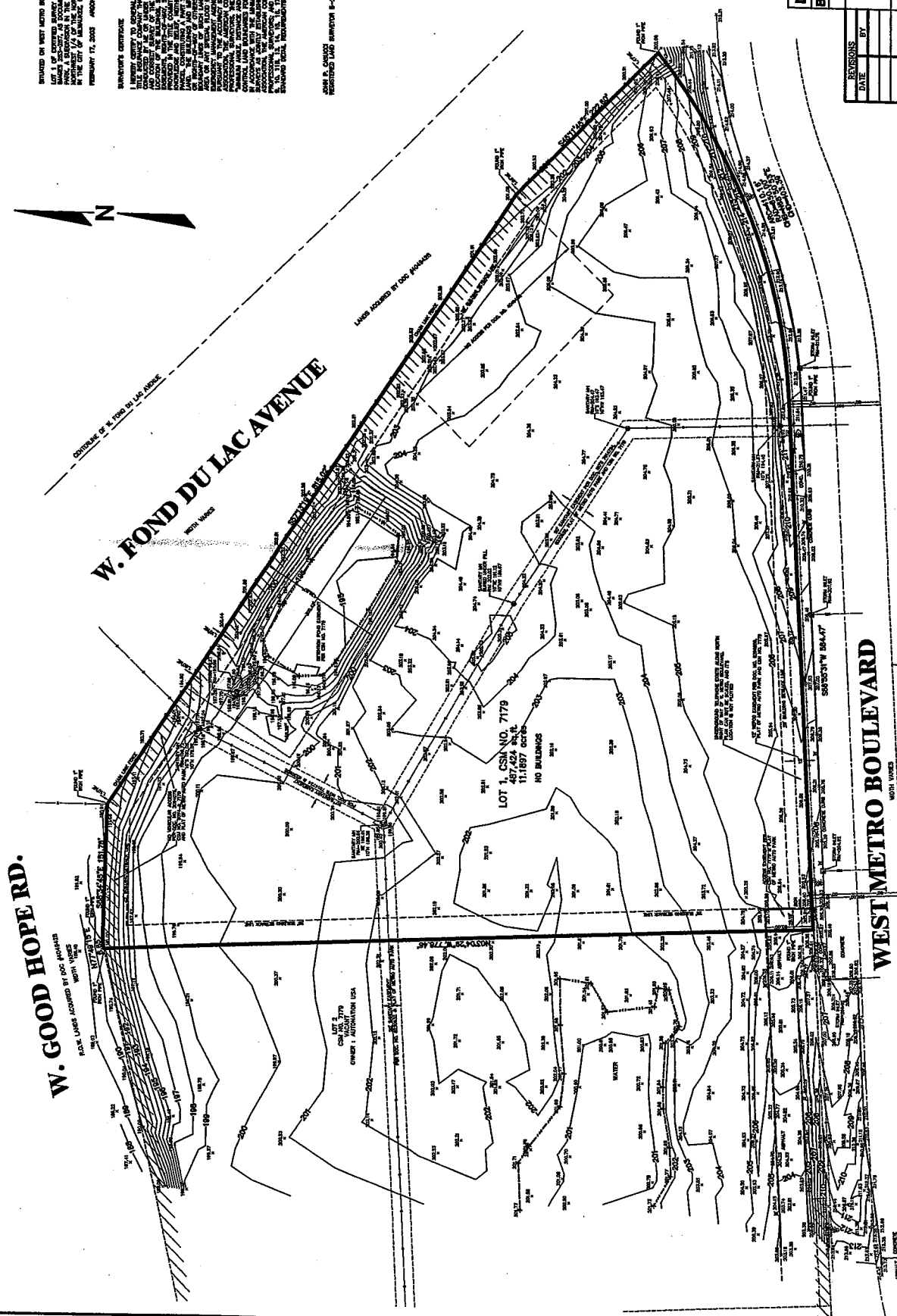
## EXHIBIT C PLAT OF SURVEY

National Survey &amp; Engineering

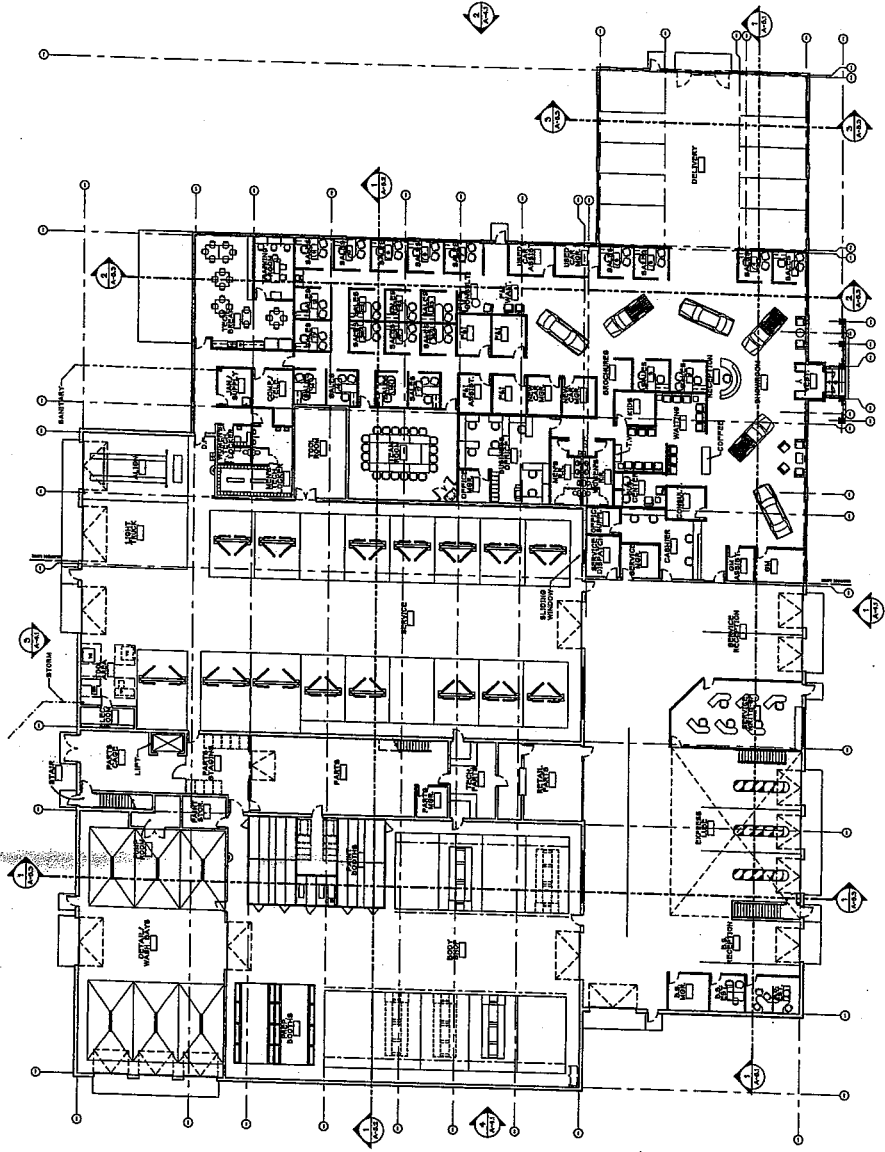


NSF PROJECT NO.: 3030133.03  
DATE: 08/25/03 SCHE

### PART 3



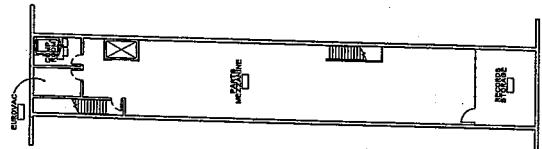




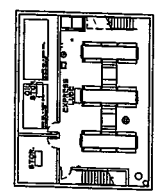
**REVISED**  
SITE PLAN REVIEW  
10/1/2003



**OVERALL FIRST FLOOR PLAN**  
FIRST FLOOR TOTAL: 65,502 S.F.  
1  
A1.1

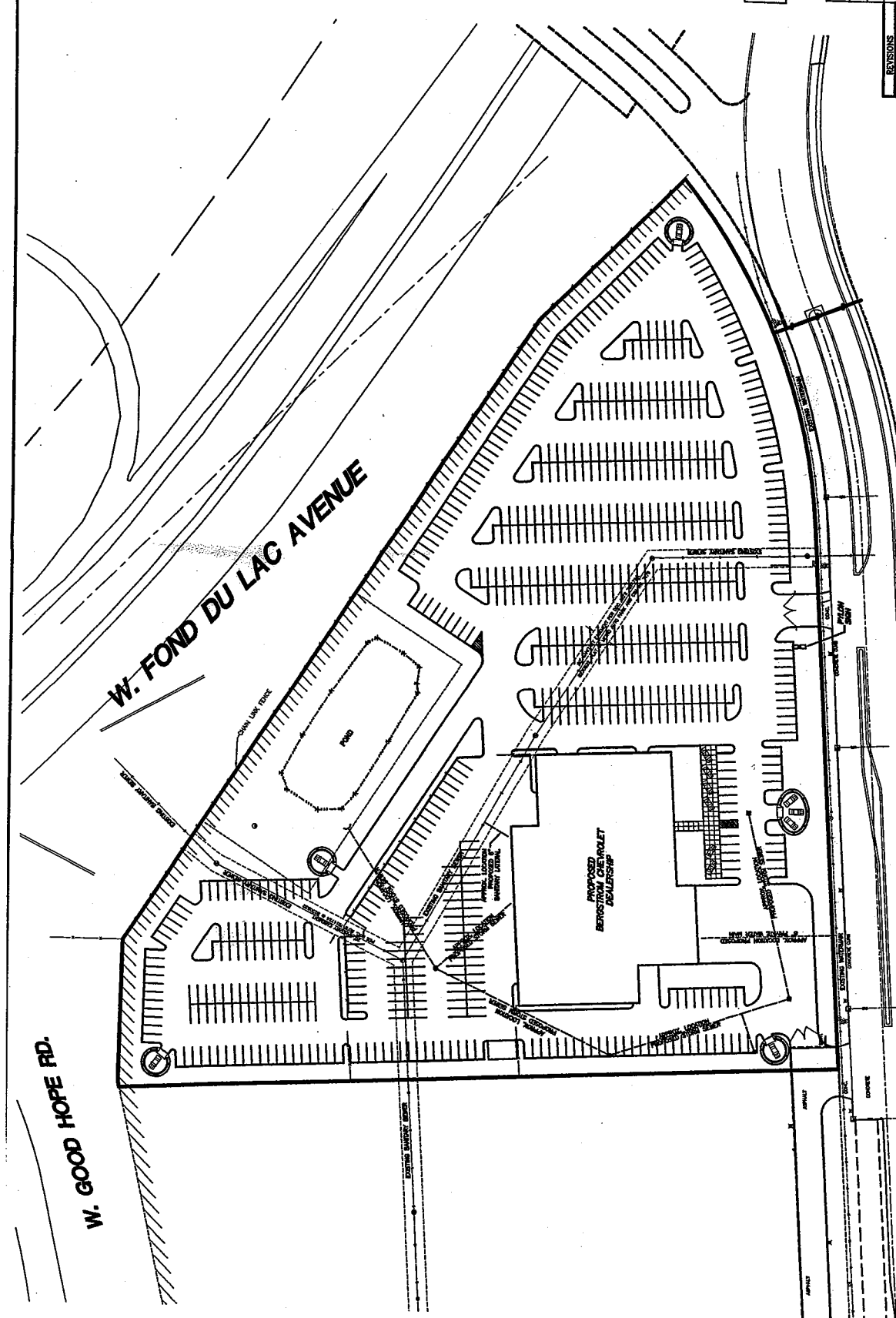


**PARTS MEZZANINE PLAN**  
SECOND FLOOR PARTS: 5,500 S.F.  
2  
A1.1



**EXPRESS LUBE BASEMENT PLAN**  
BASEMENT LUBE PRT: 1,000 S.F.  
2  
A1.1





**PROPOSED  
BERGSTROM CHEVROLET**

**WEST METRO BLVD.**

**PARCEL 3**  
**C.S.M. NO. 6374**

THE UNDERGROUND UTILITY INFORMATION AS SHOWN HEREON IS BASED, IN PART, UPON INFORMATION FURNISHED BY UTILITY COMPANIES AND THE LOCAL MUNICIPALITY; WHILE THIS INFORMATION IS BELIEVED TO BE RELIABLE, ITS ACCURACY AND COMPLETENESS CANNOT BE GUARANTEED NOR CERTIFIED.

**DETAILED PLANNED DEVELOPMENT  
BERGSTROM CHEVROLET DEALERSHIP  
MILWAUKEE, WISCONSIN**

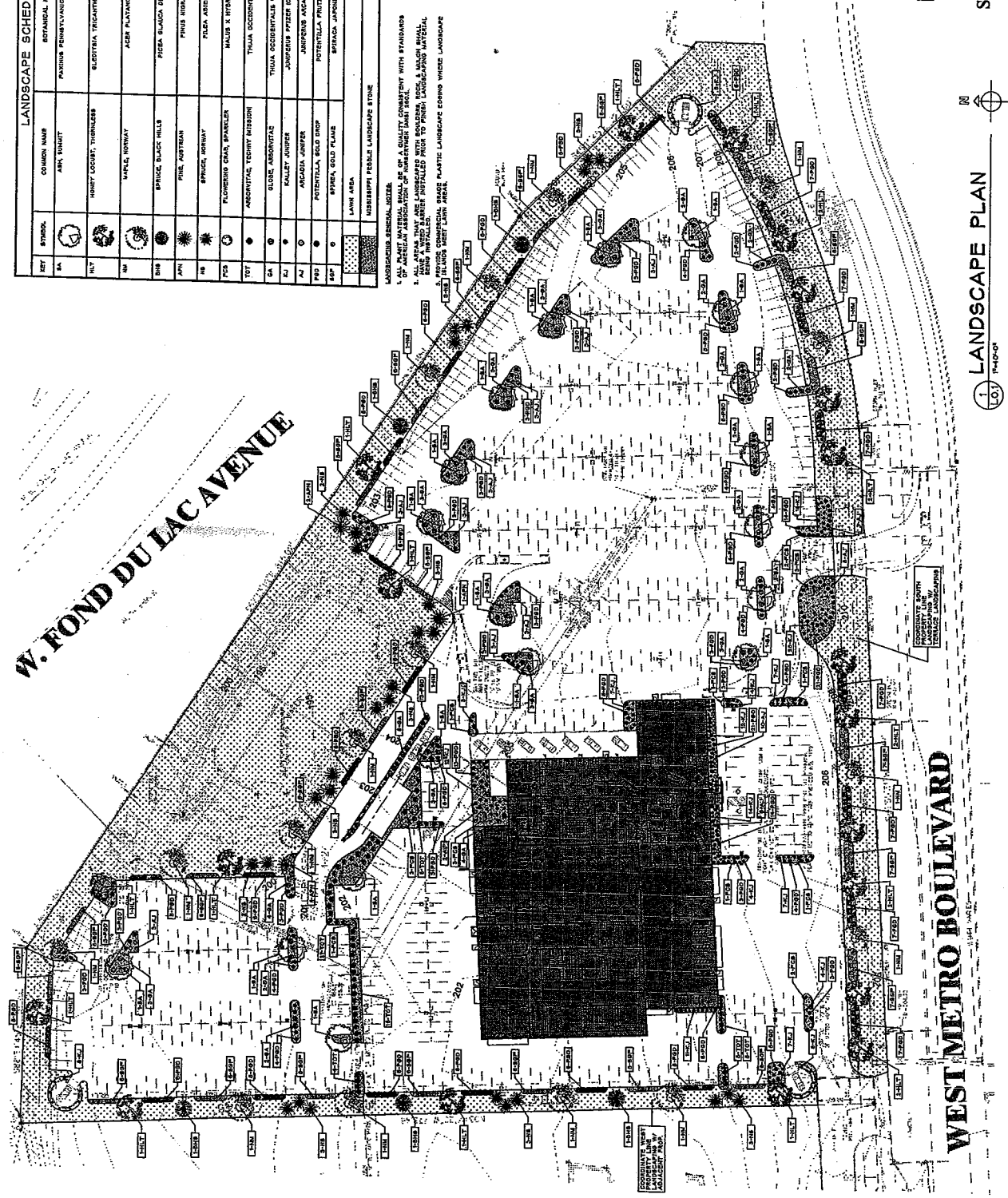
**EXHIBIT 6**  
**UTILITY PLAN**

**National Survey & Engineering**  
Telephone  
800-751-2000  
800-751-6400  
7040 W. Mineral Road  
Suite 200  
Overland, MI 48050-9898

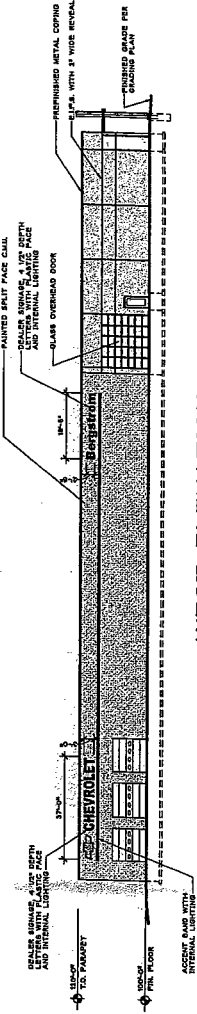
INSE PROJECT NO.: 3030134.03  
DATE: 08/23/03 SCALE: 1 OF 1

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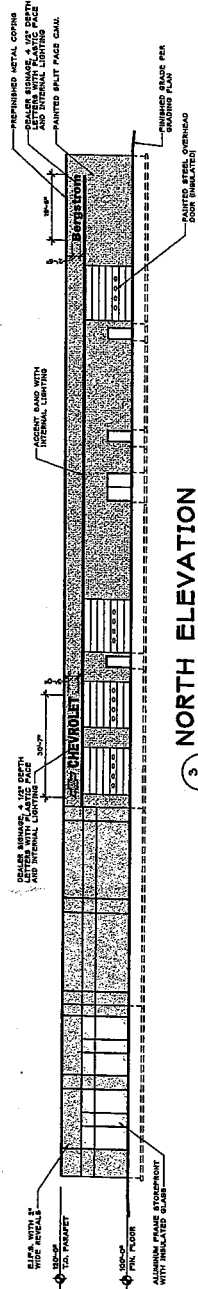
**EXHIBIT 7**  
**REVISED**  
**SITE PLAN REVIEW**  
**10/1/2003**



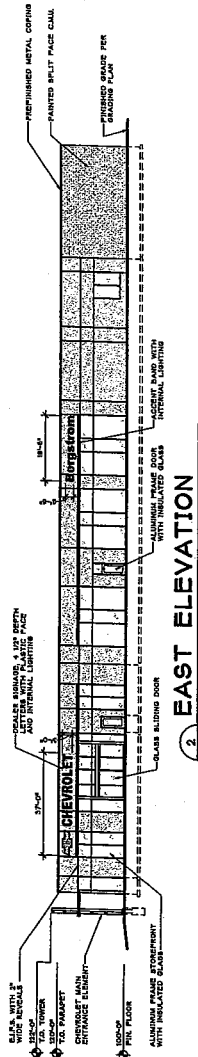
LANDSCAPE STONE						
SET	SYMBOL	COMMON NAME	SCIENTIFIC NAME	QTY.	MINIMUM MASTING MATERIAL	SIZE OF STONE
SA		ASH, SHUNT	PARSON PENNSYLVANIA LANDSCAPE	18	3 1/2 DIA.	8"
AN		HONEY LOCUST, THINLEAF	ELEUTHERIA TREASURES NODDAP	30	3 1/2 DIA.	30-40"
AM		MAPLE, NORWAY	ACER PLATANOIDES	15	3 1/2 DIA.	30-40"
BM		SPRING BLACK HILLS	PISEA BLUNDA DERRATA	8	4-9" HEIGHT	8"
AM		PINE, AMERICAN	PIBUS NODA	4	4-9" HEIGHT	8"
MB		SPRING, NORWAY	PIBUS NODA	25	4-9" HEIGHT	30-40"
PCS		FLORISSING CHAD, PARTLER	MAUS X PERSIDA	18	3 1/2 DIA.	19"
TOT		ANDRETTATZ TECHY MISSION	THUNA OCCIDENTALIS	27	10" DIA.	19"
GA		GLURE ANDRETTATZ	THUNA OCCIDENTALIS NODDAPWAP	28	12" DIA.	2"
AL		KALLET JENSE	JANPESICA PIZZER COMPACT.	17	17" DIA.	2"
AN		ANCAVA JENSE	JANPESICA ANCAVA	64	17" DIA.	19-2"
MS		POTRELLA, GOLD DROP	POTRELLA POTRELLA	570	17" DIA.	2"
ASP		BEPSA, GOLD PLAME	BEPSICA JAPONICA	148	17" DIA.	2"
LAWN AREA						
MISSISSIPPI PEEBLE LANDSCAPE STONE						



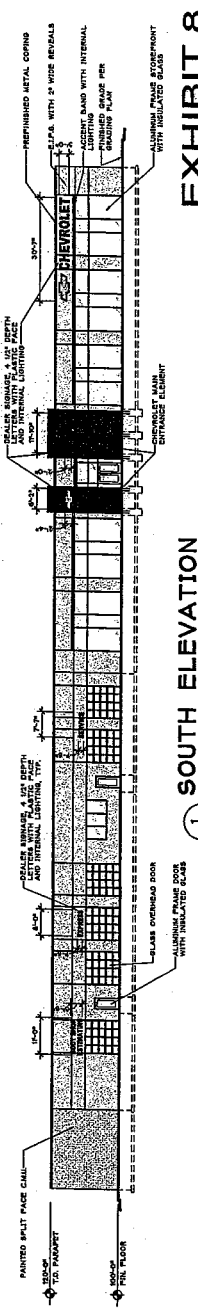
WEST ELEVATION  
 4.1  
 1/16"=1'-0"



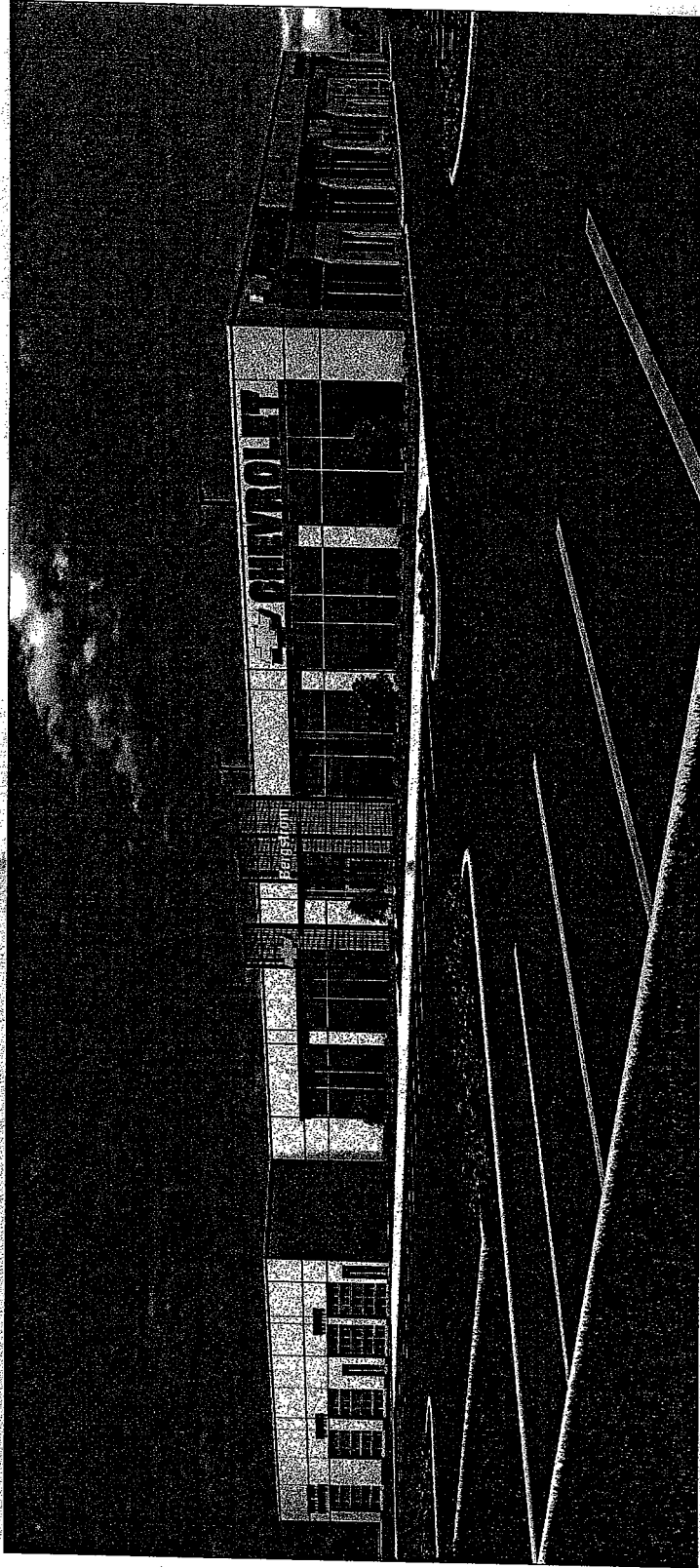
NORTH ELEVATION  
 3.1  
 1/16"=1'-0"



EAST ELEVATION  
 2.1  
 1/16"=1'-0"



SOUTH ELEVATION  
 1.1  
 1/16"=1'-0"



REVISED  
SITE PLAN REVIEW  
10/1/2003

A  
4.2

DATE: 10/1/2003  
BY: [signature]  
REV: [signature]

PROPOSED NEW BUILDING FOR:  
BERGSTROM CHEVROLET  
MILWAUKEE,  
WISCONSIN



Gries  
Architectural Group Inc.  
301 South Commercial Street  
Milwaukee, Wisconsin 53204  
Phone: 414.224.4444 Fax: 414.224.4444  
www.griesarchitect.com

Technical drawing of a rectangular structure, likely a foundation or wall section, showing dimensions and labels.

**Dimensions:**

- Overall width: 10'-0"
- Overall height: 2'-0"
- Internal width: 8'-0"
- Internal height: 1'-0"

**Labels and Notes:**

- Top left corner: 1/2" CONC. SLAB
- Top center: 1/2" CONC. SLAB
- Top right corner: 1/2" CONC. SLAB
- Right side: 1/2" CONC. SLAB
- Bottom right corner: 1/2" CONC. SLAB
- Bottom center: 1/2" CONC. SLAB
- Bottom left corner: 1/2" CONC. SLAB
- Left side: 1/2" CONC. SLAB
- Top left corner: 1/2" CONC. SLAB
- Top center: 1/2" CONC. SLAB
- Top right corner: 1/2" CONC. SLAB
- Right side: 1/2" CONC. SLAB
- Bottom right corner: 1/2" CONC. SLAB
- Bottom center: 1/2" CONC. SLAB
- Bottom left corner: 1/2" CONC. SLAB
- Left side: 1/2" CONC. SLAB

1  
AO.2 LIGHT PHOTOMETRIC PLAN  
10-10-02