



Heiser Toyota - 48036

11301 West Metro Auto Mall
Milwaukee, Wisconsin, 53224

Exhibit A
File No. 201561
Minor Modification to a Detailed Planned Development known as Metro Center, Phase 5
Heiser Toyota
11301 West Metro Auto Mall
April 13, 2021

Previous File History and Project Summary

In 1985, a General Planned Development (GPD) known as Milwaukee Metro Center was established for the properties located on the north and south sides of West Metro Auto Mall. The GPD has subsequently been amended several times and contains zoning standards for a number of items including but not limited to freestanding signs, allowable uses, and landscaping requirements for the automobile dealerships within the boundary. Each dealership also has a Detailed Planned Development (DPD) that approves site and project specifics. The DPD for the subject site, 11301 W. Metro Auto Mall, was approved in 2005 as File No. 041696, Metro Center, Phase 5 and allowed a first phase, 53,400 square foot building and possible future building to the east of it. This DPD was modified in 2016 as File No. 160693 to update the previously approved landscape plan.

Minor Modification Summary

The original DPD approved building wall signs and allowed one freestanding sign, consistent with the GPD. An amendment to the GPD (File No. 201560) is underway to allow a second freestanding sign on the subject site. Heiser Toyota is requesting a minor modification to the DPD to allow two additional building wall signs to be placed on the west (highway-facing) façade of the building and approve the signage specifics for a second freestanding sign on the site, which will be located near the main entrance drive along Metro Auto Mall.

Over time, the signs might require updating to reflect new logos, etc. DCD Planning staff may administratively approve these changes provided the updated signs are substantially similar to and consistent with the DPD zoning.

List of Attachments

1. Vicinity map
2. Site photos
3. Site plan noting the placement and setbacks of the second freestanding sign
4. Drawings (building wall sign details and freestanding sign details)

Proposed Changes

Building Wall Signs:

1. Two building wall signs will be placed on the west (highway-facing) façade of the building as shown in the attached drawings.
2. Toyota logo and letters will be 4'-3" (h) by 25'-8 5/16" (w) and not exceed 109.19 square feet in size. These signs are Type A (individual letters and logos).
3. Individual Dealer Name letters will be 2'-6" (h) by 10'-0 1/2" (w) and not exceed 25.10 square feet in size
4. Signs will be internally illuminated.

Freestanding Sign:

1. The existing freestanding sign on the west side of the site will remain.

Minor Modification Owner's Written Narrative

2. A second freestanding sign will be placed at the driveway entrance along West Metro Auto Mall on the northeast corner of the site. It will be 10 feet from the property line.
3. The sign will not exceed 18 feet in height and 108.0 square feet in sign area.
4. The sign will be internally illuminated.
5. Landscaping such as perennials and shrubs will be placed around the base of the sign.
6. See sign drawings for additional sign details, such as placement and setbacks.

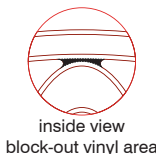
All other aspects of the DPD remain unchanged.

NON-STANDARD VOLTAGE - 277 Volts

Specifications

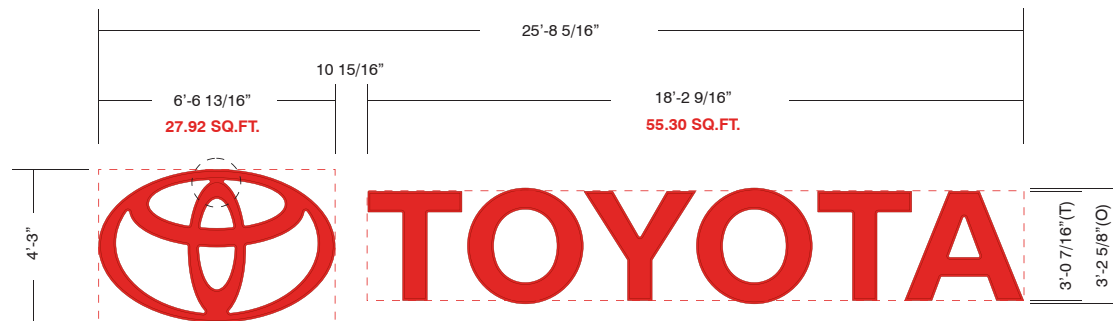
TB51 - Illuminated Logo & Letters
Panned & embossed clamshell trim
Lexan Polycarbonate: Bayer Red D99
Aluminum Coil Pre-Painted red
3M 3635-20B block out vinyl applied second surface
Illuminated with red LED
Electrical hook-up by others

Signs are internally illuminated



Colors

- Bayer Red D99
3M 3635-20B Block out vinyl



Sign will be 4'-3" H x 25'-8 5/16" W and will not exceed 109.19 Sq.Ft. in size



Measurements to be confirmed of available area

WEST ELEVATION

Project ID

LM2-31452

Date: NOV-21-2019
Scale: 3/16" = 1'-0"
Sales: L.Milligan
Designer: C.Sabatino

Rev. #: R1

Date: 08-JAN-2021

Revision Note:
Move TB to left side

Conceptual

Information Required:

Master

Electrical

- 120V
347V
Other 277V

Customer Approval

Signature
MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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TOYOTA
48036
Heiser Toyota
11301 West Metro Auto Mall
Milwaukee, WI

Sign Item

SG1





Specifications

TDNI-30 - Illuminated Channel Letters

- Aluminum cabinets black
- F-trim retainers black
- 3/16" white pigmented acrylic faces #2447
- 3m black perforated vinyl 3635-222 applied first surface
- Illuminated with white led
- Electrical hook-up supplied by others

Signs are internally illuminated

Colors

- White pigmented acrylic faces #2447
- 3M 3635-222 black perforated vinyl

Sign will be 2'-6" H x 10'-0 1/2" W and will not exceed 25.10 Sq.Ft. in size

Measurements to be confirmed of available area



WEST ELEVATION

Project ID

LM2-31452

Date: JAN-21-2021
Scale: 3/16" = 1'-0"
Sales: L.Milligan
Designer: C.Sabatino

Rev. #:
Date:

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V 347V
 Other _____

Customer Approval

Signature _____
MM/DD/YYYY _____

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TOYOTA
48036
Heiser Toyota
11301 West Metro Auto Mall
Milwaukee, WI

Sign Item

SG2

Project ID

LM2-36609

Date: JAN-12-2021
 Scale: N.T.S.
 Sales: L.Milligan
 Designer: C.Sabatino

Rev. #: R1
Date: 21-JAN-2021

Revision Note:

Conceptual

Information Required:

Master

Electrical


120V 347V
 Other _____

Customer Approval

Signature _____
 MM/DD/YYYY _____

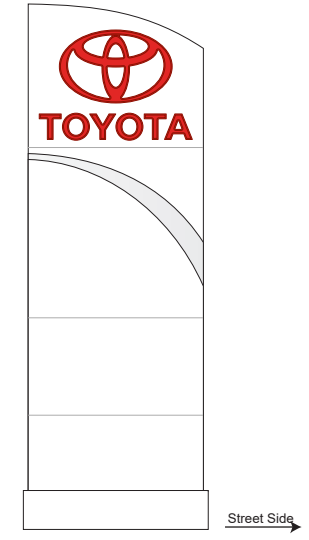
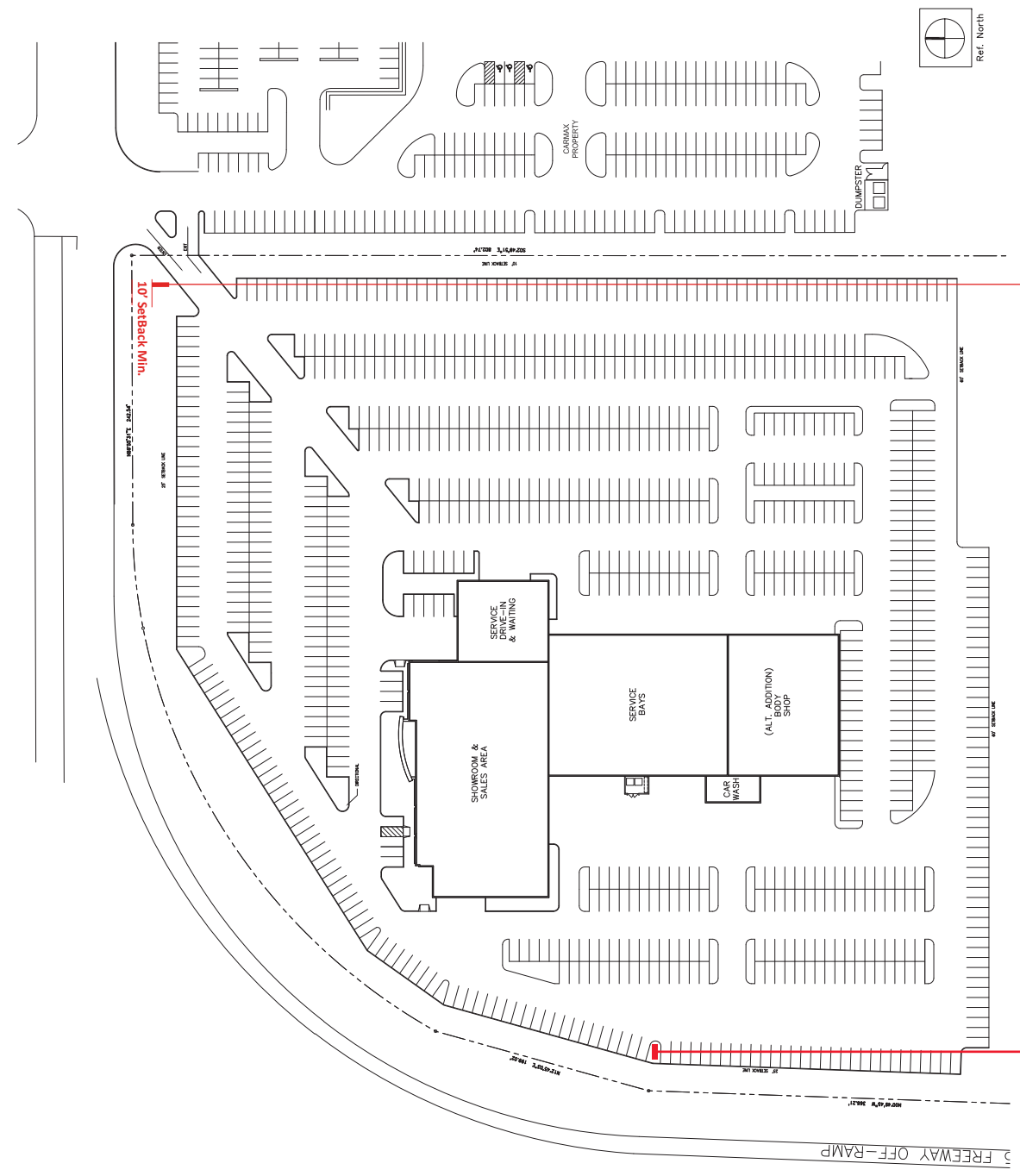
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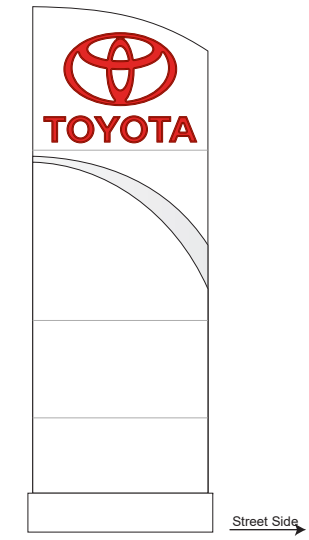
 **TOYOTA**
 48036
Heiser Toyota
 11301 West Metro Auto Mall
 Milwaukee, WI

Sign Item

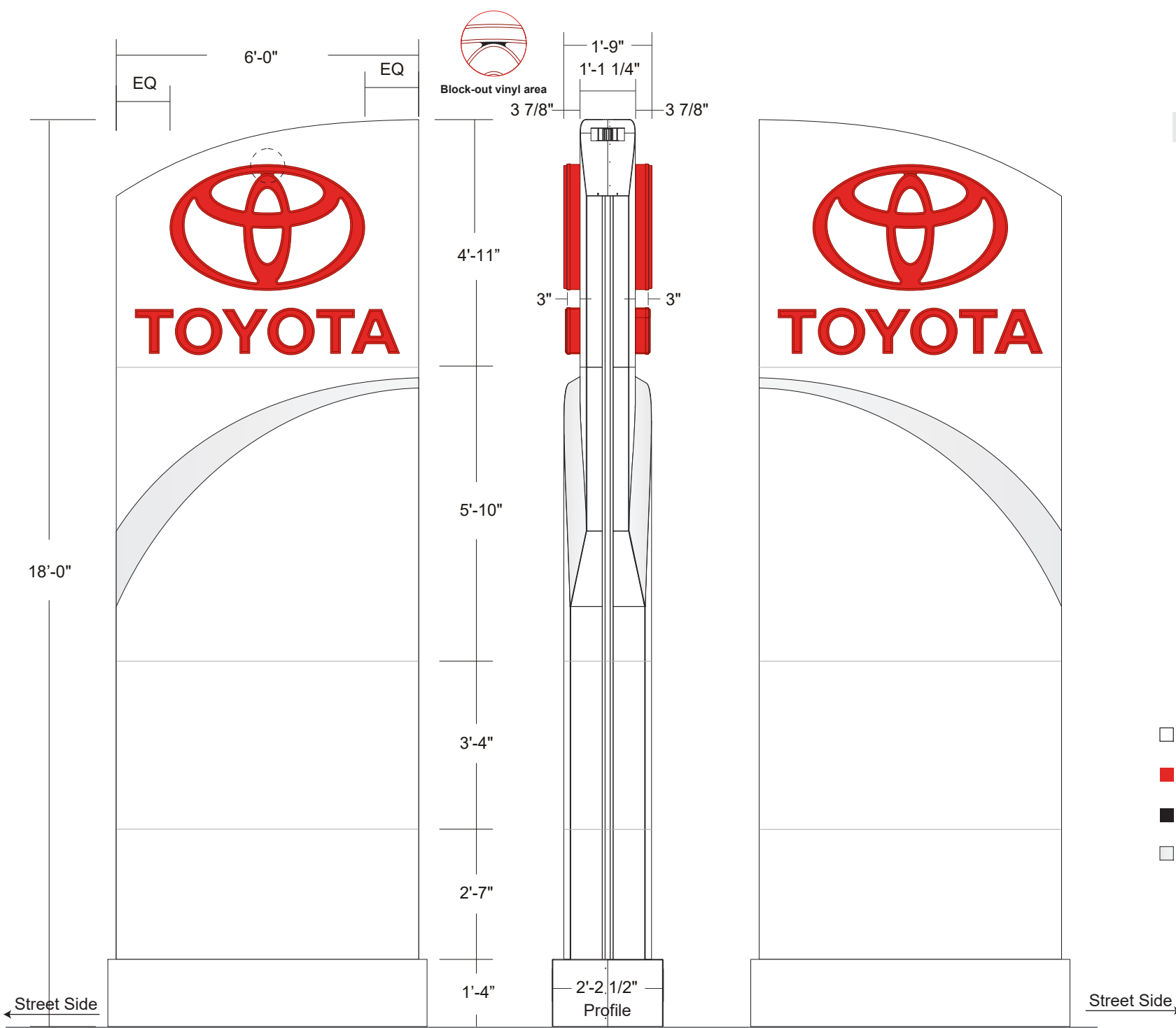
Site Plan



618
PROPOSED



618
EXISTING



Specifications

618 - D/F Illuminated Pylon Sign (EXISTING)

- 1/8" aluminum fabricated panels
Painted Toyota white
- Toy-2: Panned & embossed molded Toyota logo
(2'-6"h x 3'-10 3/8"w) **7.61 sq.ft.**
Clamshell trim
Lexan polycarbonate: Bayer Red D99
3M 3635-20B block out vinyl applied second surface
Aluminum coil pre-painted red
Illuminated with red LED
- Panned & embossed molded Toyota letters
(10 1/2"h x 5'-2 15/16"w) **4.58 sq.ft.**
Clamshell trim
Lexan polycarbonate: Bayer Red D99
Aluminum coil pre-painted red
Illuminated with red LED
- 1/8" aluminum 3D "Swoosh"
Painted 31 Medium Gray
- Electrical hook-up by others

Colors

- White Acrylic Face
- Bayer Red D99 : Lexan polycarbonate
- 3M 3635-20B Block out Vinyl
- 31 Medium Gray

Project ID

LM2-36609
Date: JAN-12-2021
Scale: 3/8" = 1'-0"
Sales: L.Milligan
Designer: C.Sabatino

Rev. #:
Date:

Revision Note:

Conceptual

Information Required:

Master

Electrical

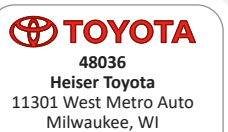
- 120V 347V
- Other _____

Customer Approval

Signature _____
MM/DD/YYYY _____

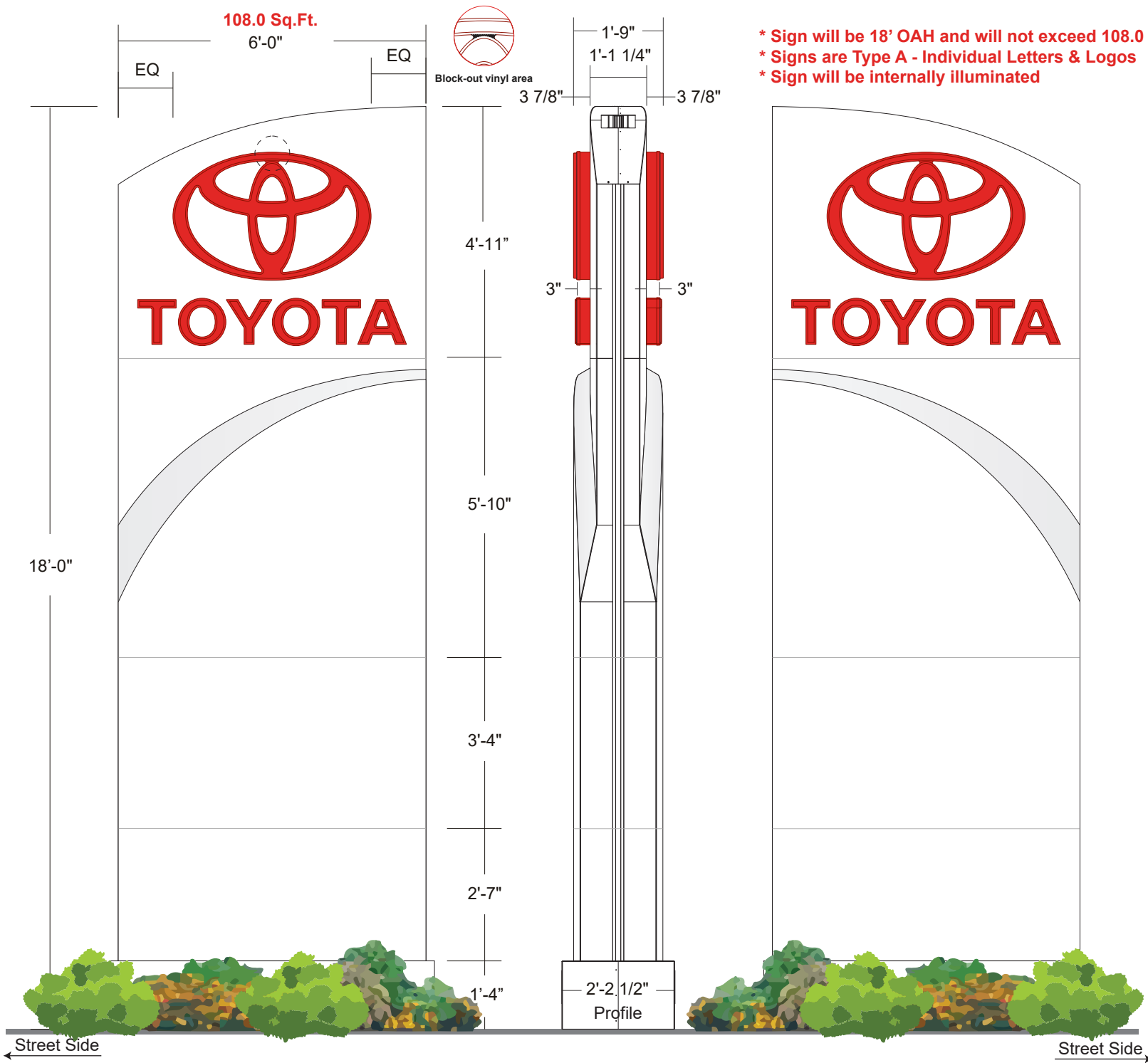
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Sign Item





* Sign will be 18' OAH and will not exceed 108.0 SqFt.
 * Signs are Type A - Individual Letters & Logos
 * Sign will be internally illuminated

Specifications

618 - D/F Illuminated Pylon Sign (PROPOSED)

- 1/8" aluminum fabricated panels
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Colors

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- 3M 3635-20B Block out Vinyl
- 31 Medium Gray

Project ID

LM2-36609

Date: JAN-12-2021
 Scale: 3/8" = 1'-0"
 Sales: L.Milligan
 Designer: C.Sabatino

Rev. #:
 Date:

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V 347V
 Other _____

Customer Approval

Signature _____
 MM/DD/YYYY _____

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TOYOTA
 48036
 Heiser Toyota
 11301 West Metro Auto
 Milwaukee, WI

Sign Item

SG3





PROPOSED- 618 PYLON

Project ID

LM2-36609

Date: JAN-12-2021
 Scale: N.T.S.
 Sales: L.Milligan
 Designer: C.Sabatino

Rev. #:
Date:

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V 347V
 Other _____

Customer Approval

Signature _____
 MM/DD/YYYY _____

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TOYOTA
 48036
 Heiser Toyota
 11301 West Metro Auto
 Milwaukee, WI

Sign Item
 Site Photo



Project ID

LM2-36609

Date: JAN-12-2021
 Scale: N.T.S.
 Sales: L.Milligan
 Designer: C.Sabatino

Rev. #:
Date:

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V 347V
 Other _____

Customer Approval

Signature _____
 MM/DD/YYYY _____

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Sign Item

Vicinity Map

