

**10TH AMENDMENT TO THE GENERAL PLAN OF  
MILWAUKEE METRO CENTER  
FILE NUMBER 201560**

**GENERAL PLAN PROJECT DESCRIPTION  
AND OWNER'S STATEMENT OF INTENT (THE "STATEMENT")**

The 10<sup>th</sup> Amendment to the General Planned Development (GPD) known as Milwaukee Metro Center allows a second freestanding sign to be located at 11301 W. Metro Auto Mall as requested by Heiser Toyota. For the benefit of having one complete document that includes previously approved amendments, sections from previous Amendments have been included in this document, and those sections that have not changed as the result of this 10<sup>th</sup> Amendment have been noted as unchanged.

Except as specifically provided below, all terms will have the meanings set forth in Milwaukee Code of Ordinances Chapter 295 (the "Zoning Code").

**Previous Amendment History (Unchanged)**

The Milwaukee Metro Center planned development was originally approved by the Common Council of the City of Milwaukee (the "Common Council") on May 14, 1985 (the "Original General Plan") as a general planned development (FN 84-672). The Original General Plan provided for the staged deferred development of a 58.2 acre site. The First Amendment to the GPD was approved in 1993 (FN 920758) to reflect changes required by the realignment of access configurations and to include property acquired by the owner since approval of the Original General Plan.

The Second Amendment to the GPD for Milwaukee Metro Center was approved in 1997 (FN 940332) to accommodate significant proposed changes to the surrounding transportation network, including the relocation of Metro Center and an interim ramp from U.S. Highway 45 (the "Second Amended GPD"). The Second Amended GPD provided for a hotel and offices on 40.32 acres of land bounded on the north and west by West Metro Boulevard and bounded on the east by North 107th Street ("Area A") and for a single user new and used automobile dealership on 23.19 acres of land bounded on the south by West Metro Boulevard, on the east by Fond du Lac Freeway, on the north by West Good Hope Road and on the west by U.S. Highways 41 and 45 ("Area B"). Since the approval of the Second Amended GPD, Area B has been divided into three parcels. Three auto dealerships have been or are currently being developed on Area B pursuant to three separate detailed plans. Area A has remained undeveloped.

The Third Amendment to the GPD was approved in 2004 (FN 031239). The Third Amended GPD expanded the boundaries of Milwaukee Metro Center to include four adjacent parcels acquired by the Applicant since the Common Council approved the Second Amended GPD. The Third Amended GPD also amended the zoning regulations as they apply to Area A to allow the division of Area A into six separate parcels to be developed for light motor vehicle sales, rental, repair, body shop and outdoor storage (collectively, the "Light Motor Vehicle Uses"), and sit-down restaurant, general office, bank or other financial institution, medical office or health clinic uses.

The Fourth Amendment to the GPD was approved in 2004 (FN 031448) to allow an off- premise sign

on one parcel in Area B to advertise a different parcel in Area B.

The Fifth Amendment to the GPD was approved in 2006 (FN 060035) to change the permitted uses for Parcel 6 of Area A and divide the parcel into three (3) lots.

The Sixth Amendment to the GPD was approved in 2007 (FN 070065) to allow for a second light motor sales facility to be constructed on the west parcel (original Hummer facility).

The Seventh Amendment to the GPD was approved in 2007 (FN 070283) to consolidate land in Sub Area A into 4 parcels, adding a net of 15,000 square feet of building area. In total, the amendment combined Parcels 3, 4, and 5 of Area A into a single parcel, known as Parcel 3, and renamed Parcel 6 (in the aggregate) as Parcel 4. Two of the parcels that were combined were previously identified for the development of a sit-down restaurant, and the third was identified for a future automobile dealership. The newly created parcel (Parcel 3 on the site plan) was to be developed as an auto dealership for light motor vehicle sales and repair.

The Eighth Amendment to the GPD (FN 111711) was requested by the Russ Darrow Group, and proposes to change the freestanding signage standards for the Nissan dealership site at 11212 West Metro Boulevard, located within Sub Area B.

The Ninth Amendment to the GPD (FN 160467) was requested by the Russ Darrow Group, and proposes to increase the allowable square footage of wall signage on the former Smart Car building (tower element) located at 11330 West Metro Auto Mall (Phase 1), within Sub Area B.

This Tenth Amendment to the GPD (FN 201560) was requested by Heiser Toyota and will allow a second freestanding monument sign on the site located at 11301 W. Metro Auto Mall, within Sub Area A.

1. **PERMITTED USES. (unchanged)**

(a) Area B. Area B includes three separate parcels: the original Hummer Parcel, the Chevrolet Parcel and the parcel located between the original Hummer Parcel and Chevrolet Parcel (the "Nissan Parcel"). The following uses are permitted within Area B:

- (i) General Office;
- (ii) Light Motor Vehicle Sales, Repair and Body Shop;
- (iii) Business Services;
- (iv) Commercial Hotel;
- (v) Community Serving Uses;
- (vi) Medical Office and Health Clinic;

- (vii) Private Non-commercial Club or Lodge; and
- (viii) Research and Development; and
- (ix) Off-premise signs.

In addition, the following uses are permitted provided they are located within a general office or commercial hotel:

- (i) Government Office;
- (ii) Bank or other Financial Institution;
- (iii) Travel Agency;
- (iv) Sit-down Restaurant;
- (v) Personal Service Establishment;
- (vi) Indoor and Outdoor Recreation Facilities, Health Club and Theater; and
- (vii) Tavern;

In addition, the accessory uses normally associated with any of the above listed uses are permitted in Area B. Finally, Day Care Center uses are permitted within Area B.

- (b) Area A. Area A presently includes four light motor vehicle sales facilities (presently Toyota, Car Max, Honda and Jeep dealerships), residential parcels, and an undeveloped parcel.

The following uses are permitted uses at Area A:

- (i) Light Motor Vehicle Sales;
- (ii) Light Motor Vehicle Rental, Repair, Body Shop and Outdoor Storage provided such uses are accessory to Light Motor Vehicle Sales;
- (iii) Sit-down Restaurant (but excluding taverns);
- (iv) General Office;
- (v) Bank or Other Financial Institution;
- (vi) Medical Office;
- (vii) Health Clinic;

- (ix) Accessory Use Parking Lots and other accessory uses normally associated with the above listed permitted uses; and
- (x) Parcel 4 only, single family residential (and such accessory uses as may be permitted under the Zoning Code and/or any declaration of restrictions encumbering such Parcel).

All reasonable efforts shall be made to prevent noise generated by the above uses from becoming a nuisance to the adjoining property owners.

2. **BUILDING LOCATION AND SIZE. (unchanged)**

- (a) Area B The west parcel was originally developed with a single light motor vehicle facility (formerly Hummer, now GM Certified Used Car dealership. Hummer’s sales were moved to the Bergstrom Chevrolet store on the east parcel as part of FN 080263). An additional light motor vehicle facility (Smart Car) was developed on the north end of this west parcel.

The Smart Car facility added building floor area of 5,760 sq. ft. The aggregate area does not include the floor area of the five level “Architectural display element” and associated equipment room. As part of the 9<sup>th</sup> Amendment, the “Architectural display element” will be utilized as wall signage for the Russ Darrow Nissan dealership.

A Nissan dealership was developed on the middle lot (11212 West Metro Bl). Given this addition, a maximum of four automobile dealerships will be developed on Area B.

- (b) Area A (Nonresidential Parcels). Area A presently includes four light motor vehicle sales facilities: presently Toyota, Car Max, Honda and Jeep dealerships. The remainder of the land is undeveloped.

**(Note: Added back per language noted in the 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> Amendments. This section was inadvertently omitted following the 6<sup>th</sup> Amendment, which specifically addressed the west parcel of Area B, originally the Hummer and Smart Car dealerships):** The hours of operation of the Light Motor Vehicle Uses will be restricted as follows: motor vehicle sales will be restricted to 9:00 a.m. to 9:00 p.m. Monday through Thursday and 9:00 a.m. to 10:00 p.m. Friday and Saturday; motor vehicle rental, repair and body shop services will be restricted to 7:00 a.m. to 7:00 p.m. Monday through Saturday. No vehicle test drives will be permitted on residential streets, including North 107th Street south of Metro Boulevard. No vehicle will be displayed with its hood or trunk lid up or doors open. No vehicle will be displayed on a ramp or moving platform except in specialty display areas. No more than four vehicles will be displayed at the same time in any specialty display area.

3. **SPACE BETWEEN STRUCTURES (unchanged)**. The minimum spacing between buildings (other than permitted accessory structures in Parcel 4 of Area A, residences)

shall be the greater of 25 linear feet or one half the combined height of the two buildings in question, but in any event, not less than required by the Wisconsin Building Code.

(a) Area B West Parcel. The spacing between the original Hummer facility and the original Smart Car facility will be approximately 200 feet. Buildings will be not less than required by the Wisconsin Building Code.

4. **SETBACKS (unchanged)**. Setbacks shall be at least 25 feet around the perimeter of the Proposed GPD site. In addition, setbacks of at least 10 feet shall be maintained along the common lot lines of the Parcels.

(a) Area A - Parcel 4. The minimum front yard setback shall be 50 feet. Rear yard setbacks shall be 25 feet. Minimum side yard setbacks shall be 6.25 feet from either lot line but the aggregate setback from both lot lines shall be at least 25 feet.

(b) Area B - West Parcel. Setbacks shall be at least 25 feet around the perimeter of the proposed GPD Site. In addition, setbacks of at least 10 feet will be maintained along the common lot lines of the Parcels.

5. **SCREENING (unchanged)**. See language in Fifth Amendment regarding screening to adjacent uses.

(a) Parking and Auto Display Areas. Parking and auto display areas shall be landscaped in compliance with the Zoning Code standards for Type "A" landscaping.

(b) Area A. The uses located on Area A are screened or will be screened from adjacent uses according to detailed plans approved for Area A. Any detailed plan approved for Parcel 3 shall include appropriate landscaping along the east boundary of Parcel 3 to screen the development on Parcel 3 from the adjacent church property to the east. Screening on each Parcel will be installed simultaneously with the completion of development of such Parcel pursuant to a detailed plan and will be continuously maintained.

(c) Area B. The uses located on Area B are screened from adjacent uses according to detailed plans approved for Area B.

6. **OPEN SPACES (Nonresidential Parcels) (unchanged)**. All permanent open and unpaved areas shall be landscaped with a combination of grass and shrubs. All temporary unpaved areas shall be seeded. All landscaping will be continuously maintained. Landscaping shall be installed simultaneously with the completion of development pursuant to a detailed plan.

7. **CIRCULATION (unchanged).** Traffic circulation within and to the GPD Site shall provide for safe and convenient movement of pedestrians and vehicles, including emergency and municipal vehicles and delivery vehicles. Metro Boulevard is the main public street providing a connection from U.S. Highways 41 and 45 to North 107<sup>th</sup> Street and thence North to West Good Hope Road. This connection was included by the Wisconsin Department of Transportation (“DOT”) in its recommendations for improvements to the transportation system of the area including Metro Center. Non-public roadways, parking and loading areas shall be constructed in conformance with the standards of the American Concrete Institution and/or comparable public street standards.
- (a) **Area B West Parcel.** Traffic circulation within the existing west parcel will be modified only slightly to allow for easy and direct access to the original Smart Car facility. Plans will provide for safe and convenient movement of pedestrians and vehicles, including emergency and municipal vehicles and delivery vehicles.
8. **PARKING (unchanged).** No on-street parking shall be allowed. Off-street loading facilities shall be located near the uses they support and will be screened and landscaped. Off-street parking spaces shall be designed in accordance with applicable standards of the Zoning Code. Common parking areas servicing more than one building or use are permitted, except the total number of spaces to serve a particular building shall be located within 500 feet of that building. The minimum number of parking spaces required shall be as follows:

Use	Minimum Ratio
Commercial and office uses and research and development uses	One space per 400 feet of gross floor area minimum.
Light motor vehicle uses	See statistical summary.
Sit-down restaurants and taverns	One space per 125 square feet of gross floor area.
Commercial hotel	One space per room plus one space per 400 square feet of net lobby or administrative space.
Community-serving uses	One space per 300 square feet of gross floor area.
Entertainment and recreation uses	To be determined in the detailed plan.
Single family residential uses	In conformity with the Zoning Code.

- (a) Area A. Up to 2,240 surface parking spaces will be developed and maintained on Area A for use as customer and employee parking and vehicle display and storage, allocated among the nonresidential Parcels as shown on the Statistical Sheet attached to this Statement as Exhibit D. The exact number and location of parking spaces will comply with the standards contained in this Amendment and will be described in detailed planned development applications for each Parcel submitted prior to development.
  - (b) Area B. Area B has been developed with parking in accordance with detailed plans submitted for Area B.
  - (c) Area B West Parcel. Minor parking modifications were made to accommodate the original Smart Car facility, adjacent inventory, guests and employee parking. No on street parking shall be allowed. Originally there were a total of 165 parking stalls. The new configuration allows for approximately 161 parking stalls.
- 9. **LOADING AND DELIVERIES (unchanged).** Each auto dealer will have no more than five vehicle delivery trips per day. Each facility within Areas A and B will prohibit vehicle delivery truck drivers from waiting in any public right of way.
- 10. **LIGHTING (Nonresidential parcels) (unchanged).** Site lighting will be non-intrusive and focused to the interior of the development. Light pole heights shall not exceed 24 feet. All site illumination will be dimmed to low intensity level at 10:00 p.m. Site lighting shall have cut-off fixtures that ensure that lighting levels and glare are controlled as follows:
  - (a). No light source shall be visible from an adjoining property or public right-of-way.
  - (b) Where adjoining properties are zoned residential, the maximum illumination at the property line shall be one foot-candle; in all other circumstances, the maximum illumination at the property line shall be five foot-candles.
- 11. **UTILITIES (Nonresidential parcels) (unchanged).** All utility lines shall be installed underground. Transformers and substations may be exterior installed, but will be screened from view.
  - (a) The modification to the west parcel of Area B will be confined to an area less than one acre (43,560 sf). The modified area will include reconfiguration of the existing dry detention pond. No additional impervious surface area (the aggregate of building and paved surface) will be constructed. Additionally, the modified area will contain approximately 1,000 sf more landscape (green) area than presently exists.
- 12. **SIGNS (Nonresidential parcels) (updated regarding 11301 W. Metro Auto Mall).**

Specific signage pursuant to the following standards will be contained in detailed plans, which will show specific signs and locations.

(a) On-premise Freestanding Signs.

- (i) Area B (Nissan parcel – 11212 W. Metro. Russ Darrow Nissan is requesting an 18'-6" sign on the north end of the property. The sign is to be viewed from Good Hope Road which is considerably higher than the Nissan Property. The 18'-6" height was chosen to match the height of the existing Bergstrom Chevrolet sign on the adjacent property. We also are installing a monument sign on the south entry to the property for customers on Metro Blvd to locate our dealership. A directional sign for the service write up lane is also proposed.
- (ii) Area B. One pylon sign not exceeding 40 feet in height with not more than 250 square feet of display area is permitted on the original Hummer (west) parcel. Additionally, one Type A ground sign not exceeding 15 feet in height with not more than 150 square feet of display area is allowed on each site in Area B. A second ground sign, which must be a monument (Type A) sign, may go on each site as well, provided that the second sign does not exceed 8 feet in height and 60 square feet of display area. The second sign should be located near the entrance of each site in Area B. Freestanding signage has been or is being located on Area B pursuant to three approved detailed plans.
- (iii) Area A (updated). One freestanding sign may be located on each Parcel to advertise the use of such Parcel. Each freestanding sign may be 18 feet in height. The maximum display area of any freestanding sign shall not exceed 100 square feet if a Type A Freestanding Sign, or 50 square feet if a Type B Freestanding Sign (as defined in Exhibit C attached hereto).

Per the 10<sup>th</sup> Amendment to the GPD, two freestanding signs are allowed at 11301 W. Metro Auto Mall (Heiser Toyota). The existing freestanding sign is placed on the west side of the site in compliance with the originally approved DPD and a second freestanding sign is proposed to be located at the entrance along Metro Auto Mall. This sign will not exceed 18 feet in height. The maximum display will not exceed 108 square feet. The sign will be internally illuminated and will be set back 10 feet from the property line. See File No. 201561, Minor Modification to the DPD known as Metro Center, Phase 5, for sign details.

- (b) On-premise building signs. Illuminated and non-illuminated wall signs and projecting signs identifying commercial buildings, may be used at Area A and Area B.



- (i) Area B: West parcel: Wall signs located on the original Smart Car facility shall not exceed 2,050 square feet. This square footage includes each window bay in the 5-story architectural tower element (2 bays per floor, each of which is 18' x 10') and one additional, 10' x 25' wall sign that will also be affixed to the architectural tower element behind the window bays. There will be no additional free-standing signs at this site. See File No. 160466, a Minor Modification to the DPD known as Metro Center, Phase 1, for additional signage details.
  - (ii) Area B. No wall sign located on Area B shall exceed 235 square feet, with the exception of the west parcel as noted above. Wall signage has been or is being located on Area B pursuant to three detailed plans.
  - (iii) Area A. Wall signs and projecting signs may be used to advertise the uses located within Area A. One wall sign or projecting sign per each 25 lineal feet of building façade may be located on each building. The maximum display area of any wall sign may not exceed 90 square feet if a Type A Wall Sign (as defined in Exhibit C) or 32 square feet if a Type B Wall Sign (as defined in Exhibit C) except that the square footage allocations for two adjoining 25 foot building façade segments may be combined to allow a sign larger than the maximum amount specified.
- (c) Other Advertising Devices. Except during grand opening events, no balloons, pennants, flags, streamers, spinners, tinsels or other similar advertising devices shall be used on Area A and Area B.
  - (e) Construction Signs. Non-illuminated signs of up to 36 square feet each and advertising construction may be located at Area A and Area B provided that such signs are removed upon completion of the advertised construction.
  - (f) Traffic Control Signs. Signs directing vehicular and pedestrian traffic, which may be illuminated, may be located on Area A and Area B. These signs shall conform to the requirements of the Zoning Code and the Manual on Uniform Traffic Control Devices, as applicable.
  - (g) Off-premise Signs. One off-premise sign may be located on the original Hummer Parcel. This sign may advertise the light motor vehicle sales facility located on the Chevrolet Parcel (west parcel in Sub Area B). This sign shall be a "Type A Freestanding Sign" (as defined in Exhibit C attached hereto), be no more than 24 feet tall and have no more than 250 square feet of sign area.

**EXHIBIT A  
(unchanged)**

Legal Description of General Planned Development

LOT 1, METRO AUTO PARK, LOTS 1 AND 2 OF CERTIFIED SURVEY MAP NO. 7179, PARCEL 2 OF CERTIFIED SURVEY MAP NO. 6374, PARCELS 1 AND 2 OF CERTIFIED SURVEY MAP NO. 7026, AND LANDS IN THE NORTHEAST 1/4, SOUTHEAST 1/4, SOUTHWEST 1/4 AND NORTHWEST 1/4 OF THE NORTHEAST 1/4 OF SECTION 19, TOWNSHIP 8 NORTH, RANGE 21 EAST, IN THE CITY OF MILWAUKEE, MILWAUKEE COUNTY, WISCONSIN, WHICH IS BOUNDED AND DESCRIBED AS FOLLOWS:

COMMENCING AT THE NORTHWEST CORNER OF SAID NORTHEAST ¼ SECTION; THENCE SOUTH 00°49'45" EAST ALONG THE WEST LINE OF SAID ¼ SECTION 1122.01 FEET TO A POINT; THENCE NORTH 82°01'15" EAST 226.76 FEET TO A POINT ON THE EAST LINE OF U.S. HIGHWAY 41 AND 45 AND THE POINT OF BEGINNING OF THIS DESCRIPTION; THENCE NORTH 09°27'15" EAST 100.00 FEET TO A POINT; THENCE SOUTH 80°32'45" EAST 40.00 FEET TO A POINT; THENCE NORTH 09°27'15" EAST 100.00 FEET TO A POINT; THENCE NORTH 80°32'45" WEST 40.00 FEET TO A POINT; THENCE NORTH 09°27'15" EAST 80.00 FEET TO A POINT; THENCE NORTH 31°43'43" EAST 225.30 FEET TO A POINT; THENCE NORTH 77°49'15" EAST 598.61 FEET TO A POINT; THENCE SOUTH 88°34'45" EAST 151.76 FEET TO A POINT; THENCE SOUTH 57°13'19" EAST 815.02 FEET TO A POINT; THENCE SOUTH 45°11'45" EAST 444.66 FEET TO A POINT; THENCE SOUTHEASTERLY 296.91 FEET ALONG THE ARC OF A CURVE WHOSE CENTER LIES TO THE SOUTHWEST WHOSE RADIUS IS 494.16 FEET WHOSE CHORD BEARS SOUTH 62°28'12" EAST 292.46 FEET TO A POINT; THENCE SOUTH 45°15'29" EAST 49.65 FEET TO A POINT; THENCE SOUTH 43°15'15" WEST 375.98 FEET TO A POINT; THENCE SOUTH 00°53'19" EAST 155.31 FEET TO A POINT; THENCE NORTH 87°10'09" EAST 496.40 FEET TO A POINT ON THE CENTERLINE OF NORTH 107TH STREET; THENCE SOUTH 00°53'19" EAST ALONG SAID CENTERLINE 267.99 FEET TO A POINT; THENCE SOUTH 87°10'09" WEST 1893.19 FEET TO A POINT; THENCE SOUTH 00°49'45" EAST 28.73 FEET TO A POINT; THENCE SOUTH 87°10'09" WEST 564.89 FEET TO A POINT; THENCE NORTH 00°49'45" WEST 366.21 FEET TO A POINT; THENCE NORTH 12°45'03" EAST 199.02 FEET TO A POINT; THENCE NORTH 05°36'21" WEST 200.92 FEET TO A POINT; THENCE NORTH 00°49'45" WEST 396.86 FEET TO THE POINT OF BEGINNING.

CONTAINING 68.741 ACRES.

## EXHIBIT B (unchanged)

### Landscaping Standards

#### A. PERIMETER LANDSCAPING AND EDGE TREATMENTS

1. Type of Landscape Treatment. All landscaped perimeters shall have trees planted 25 feet on center, either base shrubs or a low wall, and curbing to prevent landscaping from encroaching on public sidewalks. Variations in required landscaping and edge treatments occur because some situations require a more substantial edge, such as a masonry element or ornamental metal fencing, and because some situations call for eye-level surveillance through the perimeter area, while others dictate that the view of what is behind the perimeter should be obscured. Type "A" landscaping is primarily intended for application along street frontages of light motor vehicle parking lots. It requires regularly-spaced trees and continuous base shrubs, but not fences or walls. Fences are allowed, but not required. Plantings in the low-level and high-level zones shall create a continuous edge of plants. However, the eye-level zone shall be kept mostly open, consistent with the standards of paragraph 2.E. below, to allow for surveillance between parking lots and streets.

2. Requirements. Table A below contains the fence/wall and landscaping requirements. Prior to issuance of any permit for a use for which perimeter landscaping and edge treatments are required by this chapter, a landscaping and screening plan with specifications and an installation schedule shall be submitted to the commissioner for approval. When interpreting the requirements of Table A, the following standards shall apply:

a. Trees. Where required, trees shall be at least 2.5-inch-caliper size at the time of planting and of a deciduous street tree variety, including but not limited to maple, linden and ash, which has a leaf and branch structure that creates a uniform crown and an opaque tree canopy. If ornamental trees are used, they shall be spaced not more than 20 feet apart and the landscaped area must measure at least 10 feet in width. If an ornamental tree projects over a public sidewalk, such projection shall be at least 7 feet above grade.

b. Shrubs. Required shrubs may be either deciduous or coniferous, but shall meet the size requirements of Table A.

c. Landscaped Area. All required plantings shall be located within a landscaped area that meets the minimum width requirement of Table A and abuts the street property line of the property for which the landscaping is required. Where the landscaped area abuts a public sidewalk, a curb shall be provided or the landscaped area shall be recessed to prevent the depositing of soil, wood chips and other landscaping materials on the sidewalk.

d. Residential Buffers. A parking lot or structure which is within 25 feet of a wholly residential use shall be screened with an opaque wall or fence at least 6 feet in height erected and maintained between the parking area and the lot line separating the residential use from the parking area. If any adjoining building or fence meeting these height and opacity standards is on or substantially on the common property line, no wall or fence need be erected adjacent to the building or fence. If a residential fence is within 3 feet of the required fence or wall, the required height may be reduced to 3.5 feet. If there is an elevation difference between the parking area and the adjacent residential use, the height of the required fence shall be measured from the point of the higher elevation. Where the required fence or wall abuts a residential front yard, the height of the fence or wall shall be reduced to 3.5 feet. In no case shall a fence or wall be less than 3.5 feet in height. Where the parking area abuts an alley, no fence or wall shall be required.

e. Fence or Wall. Where a masonry wall, a fence with decorative metal pickets or a combination masonry wall/fence with decorative metal pickets is required, such wall or fence shall be provided throughout the length of the landscaped area. Masonry piers shall be spaced not more than 25 feet apart and shall also be provided on corners and at changes in fence direction. Piers shall be at least 16 inches wide and 16 inches deep, and shall have a minimum height of 3 feet and a maximum height of not more than one foot above the fence or wall. A decorative metal fence shall have an opacity not exceeding 50%, with fence pickets at least 0.75 inches wide and spaced no farther apart than an average of 5 inches on center. Masonry materials shall, in terms of color, texture and material type, be similar to or compatible with the materials used on the building located on the premises for which landscaping is required. If such building is not of masonry construction, the piers may be omitted or constructed of non-masonry material.

f. Berms. Berms shall not be considered a substitute for the landscaping and perimeter features required under this subsection.

g. Additional Plantings. Additional plantings are permitted and encouraged.

h. Encroachment into Public Right-of-Way. The required landscaped area may encroach into the public right-of-way if a masonry-pier-and-metal fence or a masonry wall conforming to the standards of paragraph 2.E. is provided. Such fence or wall shall be located on the non-public portion of the landscaped area. No tree or shrub shall be planted in the public right-of-way unless such planting is authorized by a permit issued by the commissioner of public works pursuant to section 116-52 of the City of Milwaukee Code of Ordinances.

i. Maintenance. Required landscaping and perimeter features shall be kept free of refuse and debris. Each detailed plan shall require that all plant materials be maintained on an ongoing basis, including seasonal tree and plant replacements, and further that all plant materials be selected and maintained in a manner compatible with nearby residential neighborhoods. Established trees shall not be removed and replaced with trees of smaller caliper, even if those trees meet the standards of this subsection.

TABLE A FENCE/WALL AND LANDSCAPING REQUIREMENTS		
		Type A Landscaping
Required Fence/ Wall	Fence or wall required?	Optional
	Fence/wall height requirements	Fence optional; see below
	Fence/wall materials required	Fence not required
	Fence/wall opacity	Fence not required
	Fence/wall location in landscaped area	If provided, adjacent to parking
Allowable Fence/ Wall	Masonry wall	Up to 4 ft. high
	Decorative metal fence	Up to 6 ft. high
	Wood fence, open	Up to 4 ft. high
	Wood fence, opaque	Up to 4 ft. high
	Chain link fence (coated wire only, except that existing fence described in paragraph 6(a)(i) can remain uncoated)	Up to 6 ft. high

TABLE A FENCE/WALL AND LANDSCAPING REQUIREMENTS		
		Type A Landscaping
Trees and Shrubs Required & Allowed	Minimum landscaped area width	5 ft.
	Deciduous street-type trees	Minimum 1 every 25 ft.
	Ornamental tree option	Minimum 1 every 20 ft. if landscaped area is at least 10 ft. wide
	Shrub spacing requirement	2 staggered rows with plants a max. of 4 ft. on center in each row; if a 4-ft. opaque fence is provided only one row shall be planted, max. 3ft.
	Shrub size, min. (at time of planting)	2 ft. in diameter
	Shrub height, min. (at time of planting)	2 ft.
	Shrub height, max. (at maturity)	3.5 ft.

## B. INTERIOR PARKING LOT LANDSCAPING

No interior parking lot landscaping shall be required for a parking lot having an area of less than 9,000 square feet. For a parking lot that is 9,000 square feet or more in area, one tree shall be provided for every 9,000 square feet of parking lot area or fraction thereof. Trees shall be at least 2.5-inch-caliper size at the time of planting and of a deciduous street tree variety, including but not limited to maple, linden and ash, that has a leaf and branch structure which creates a uniform crown and an opaque tree canopy. Required trees shall be evenly distributed throughout the parking lot; no parking space shall be located more than 54 feet from the base of a required tree.

## C. VISION TRIANGLE

1. General. A vision triangle shall be provided at each intersection of 2 streets, an alley and a street, or an access drive and a street.

2. Description. A vision triangle is the triangular area formed by connecting the point of intersection of the curbs at the intersection of 2 streets, or the point of intersection of the alley or driveway line with the side of sidewalk closest to the property line, with 2 other points each located an equal distance away from the point of intersection along the 2 lines that intersect. Where sidewalks are not present, the point of intersection shall be 4 feet street side of the property line, along the alley or driveway line extended.

3. Required Vision Triangles. The measured distance along the intersecting lines, as specified in paragraph 2, shall be 10 feet for the intersection of an access drive and a street.

4. Objects Within Vision Triangle. Opaque fences and other opaque objects, such as but not limited to coniferous trees and shrubs and utility boxes, located in the vision triangle shall not exceed 3 feet in height. Semi-opaque and open fences and other semi-opaque objects, such as but not limited to deciduous trees and shrubs, sign and utility poles, traffic standards, and masonry fence piers not exceeding 16 inches in width, shall be permitted.

## EXHIBIT C

### **Sign Standard Definitions (unchanged)**

For the purposes of this Statement, a "Type A Freestanding Sign" shall mean a sign characterized by a continuous sign base that extends from grade to the display area and is at least as wide as the display area of the sign. Only individual letters or symbols may be internally illuminated on Type A Freestanding Signs. Type A Freestanding Signs include, but are not limited, to letters or symbols cut from an opaque panel such as metal, pin-set letters where individual letters may be back-lit, carved entablature-type signs and other general individual- letter, non-illuminated signs. Type A Freestanding Signs are commonly referred to as "monument signs."

For the purposes of this Statement, a "Type B Freestanding Sign" shall mean a sign with a display area that has a background that is designed as an integral part of the sign. A Type B Freestanding Sign is typically a plastic-panel-faced box sign. Other types of freestanding signs which do not have the characteristics of a Type A Freestanding Sign are included in this category. Type B Freestanding Signs may be mounted on one or multiple poles or may have monument-type bases.

For the purposes of this Statement, a "Type A Wall Sign" shall mean a sign with a display area that does not have a background that is designed as an integral part of the sign. Only individual letters or symbols may be internally illuminated on Type A Wall Signs. Type A Wall Signs include, but are not limited to, individual raised letters attached to the wall, letters or symbols cut from an opaque panel such as metal, pin-set letters where individual letters are back- lit, non-illuminated pin-set letters, carved entablature-type signs, and other general individual- letter, non-illuminated signs. Type A Wall Signs shall be attached only to flat, opaque wall surfaces.

For the purposes of this Statement, a "Type B Wall Sign" shall mean a sign with a display area that has a background that is designed as an integral part of the sign. A Type B Wall Sign is typically a plastic-panel-faced box sign. A permanent banner sign with a display area that is parallel to the building façade is also a Type B Wall Sign. Other types of wall signs which do not have the characteristics of a Type A Wall Sign, including but not limited to board signs and painted-on wall signs, are included in this category. Type B Wall Signs shall be attached only to flat, opaque wall surfaces.

For the purposes of this Statement, a "Type A Projecting Sign" shall mean a sign with a display area that does not have a background that is designed as an integral part of the sign, except that a non-illuminated wood or metal board-type sign or a permanent banner sign shall be considered a Type A Projecting Sign. Only individual letters or symbols may be internally illuminated on Type A Projecting Signs. Type A Projecting Signs include, but are not limited to, letters or symbols cut from an opaque panel such as metal, pin-set letters where individual letters are back lit, and non-illuminated pin-set letters. If individual letters are used on a Type A Projecting Sign, they shall be applied to or affixed to a projecting board or to a cabinet not more than 12 inches thick in order for the sign to be considered a Type A Projecting Sign.

For the purposes of this Statement, a "Type B Projecting Sign" shall mean a sign with a display

area that has an illuminated overall background. A Type B Projecting Sign is typically a plastic-panel-faced box sign. Other types of projecting signs which do not have the characteristics of a Type A Projecting Sign are included in the Type B Projecting Sign category.



**EXHIBIT D (unchanged)**

STATISTICAL SHEET

METRO AUTO PARC

THIRD AMENDMENT TO GENERAL PLANNED DEVELOPMENT

AMENDED GPD STATISTICS

STATISTICAL COMPARISONS	AMENDED GPD			AREA A 63.27% of Amended GPD			AREA B 36.74% of Amended GPD		
	SQ. FT	ACRES	% OF TOTAL	SQ. FT	ACRES	% OF TOTAL	SQ. FT	ACRES	% OF TOTAL
Gross Land Area	----	68.74	----	----	43.49	----	----	25.25	----
Land on Site Devoted to Public Rights-of-way	----	5.49	----	----	3.44	7.89	----	2.06	----
Maximum Amount of Land on Site Covered by Principal Buildings	366,324	8.41	12.33	278,000	6.38	14.7	123,099	2.82	11.10
Maximum Amount of Land on Site Devoted to Parking and Drives	1,592,376	36.56	53.19	1,037,516	23.82	54.69	745,827	17.12	67.80
Minimum Amount of Land on Site Devoted to Open Space	794,705	18.24	26.53	442,735	10.16	23.32	446,233	10.24	40.55

AREA A STATISTICAL BREAKDOWN

SUMMARY INFORMATION	PARCEL 1	PARCEL 2	PARCEL 3	OUTLOT	PARCEL 6	TOTAL SITE
Number of Buildings	1-2	1-2	1-2	0	3	6 to 9
Parking Spaces	830	600	810	0	N/A	2,240
Maximum Parking Ratio (Spaces Per 1,000 Sq. Ft. of Building Area)	32	24	22	0	N/A	----

STATISTICAL COMPARISONS (EACH PARCEL)	Parcel 1 (sq. ft) (acres) (% of Parcel)	Parcel 2 (sq. ft) (acres) (% of Parcel)	Parcel 3 (sq. ft) (acres) (% of Parcel)	Parcel 4 (sq. ft) (acres) (% of Parcel)	Outlot (sq. ft) (acres) (% of Parcel)
Gross Land Area of Parcel	(564,489) (12.9589) (100%)	(435,600) (10) (100%)	(563,888) (12.9451) (100%)	(54,940) (1.2613) (100%)	(128,493) (2.9498) (100%)
Maximum Amount of Land Covered by Principal Buildings	(90,000) (2.1) (16%)	(90,000) (2.1) (21%)	(90,000) (2.1) (16%)	(8,200) (0.19) (15%)	(0) (0) (0)
Maximum Amount of Land Devoted to Parking and Drives	(365,904) (8.4) (64%)	(265,716) (6.1) (61%)	(370,696) (8.5%) (66%)	(35,200) (0.81) (7%)	(0) (0) (0)
Minimum Amount of Land Devoted to Open Space	(108,900) (2.5) (20%)	(78,408) (1.8) (18%)	(115,434) (2.6) (10%)	(11,500) (0.269) (21%)	(128,493) (2.9498) (100%)

AREA B STATISTICAL BREAKDOWN

SUMMARY INFORMATION	AS APPROVED IN CURRENT GPD	AS DEVELOPED PURSUANT TO APPROVED DETAILED PLANS
Number of Buildings	2	4
Parking Spaces	1,386	1,804
Maximum Amount of Land Covered by Principal Buildings	108,924 sq. ft./2.5 acres/10.8% of Area B	123,099 sq.ft./2.82 acres/11.1%
Maximum Amount of Land Devoted to Parking and Drives	554,860 sq. ft./12.7378 acres/54.9% of Area B	745,827 sq.ft./17.12 acres/67.80%
Minimum Amount of Land Devoted to Open Space	351,970 sq. ft./8.0801 acres/34.8% of Area B	446,233 sq.ft./10.24 acres/40.55%
Maximum Building Floor Area	120,000 sq. ft. if Motor Vehicle Uses; 450,000 sq. ft. if Office or Research and Development	Unknown
Maximum Number of Stories	2	Unknown
Maximum Height	30 feet Architectural elements of a building may exceed 30 feet and will be considered under the detailed plan development submittal.	Unknown