

MILWAUKEE METRO AUTO MALL PLANNED DEVELOPMENT
DETAILED PLANNED DEVELOPMENT (Metro Center, Phase 8)
SUB AREA A – PARCEL 3
RUSS DARROW GROUP – TWO BUILDINGS
HONDA AUTOMOBILE DEALERSHIP
CHRYSLER DODGE RAM & JEEP
10851 W. Metro Auto Mall

PROJECT: Description and Owner's Statement of Intent

A General Planned Development (GPD) known as Milwaukee Metro Center was established in 1985 to allow phased development, primarily consisting of automobile dealerships, within the boundary. Seven phases have been constructed so far, including 5 dealerships. The subject site has remained vacant to date and is currently zoned GPD. This Detailed Plan Development (DPD) in Milwaukee Metro Center is hereby submitted by Russ Darrow Group to allow two automobile dealerships to be constructed on the site. This statement, together with the below described exhibits and supporting materials, comprises the Detailed Plan Development for development of Sub Area A – Parcel 3 / currently addressed as 10851 W. Metro Auto Mall.

I. LIST OF EXHIBITS

1. Owner's State of Intent & Site Photos
2. Vicinity Map
3. Site Survey – site boundaries.
4. Development Plan – Proposed site plan, proposed structures, site open space, site lighting location, site signage, pedestrian and vehicle circulation, parking, display parking and refuse container location.
5. Site Grading and Utility Plan – Existing and proposed topography, location of storm sewer, sanitary sewer and water utilities. Parking and roadway storm water control inlets. Storm water containment Pond.
6. Site Utility and Plumbing Plan – Detailed Utility Plan
7. Landscape Plan – Green Space Plantings and location
8. Site Lighting Plan – Photometric of LED Full Cut Off light fixtures.
9. Chrysler Dodge Ram and Jeep Dealership Exterior Elevations and Floor Plan.
10. Honda Exterior Elevations and Floor Plan.
11. Site Statistics.

II. DESCRIPTION OF THE DEVELOPMENT

Site

The Detailed Planned Development consists of development of approximately 10.67 acres of land in the Metro Auto Mall Development.

The development will include two new automotive dealerships. A Chrysler Dodge Ram and Jeep Automotive Dealership along with a Honda Automotive Dealership. The proposed buildings will be designed and constructed per the respective manufacture's requirements. The proposed structures contain office, showroom, parts and automotive 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 interactive environment. Sales guides are available to assist. All vehicles displayed, indoors and outdoors, are clearly shown on the attached site map as is display locations for sales vehicles. There are no adjacent residential developments.

Chrysler Dodge Ram and Jeep

The Chrysler Dodge Ram & Jeep dealership will have an approx. 25,717 sq. ft. building footprint with a 5,875 sq. ft. mezzanine for a total building sq. ft. of 31,592 sq. ft. The Chrysler Dodge Ram and Jeep building is designed per Fiat Chrysler Corporation architectural specifications. The design is modern and sleek. The showroom is aluminum storefront framing and glass / aluminum composite panel. The Chrysler entrance portal is 28' tall. The main showroom area is 26.5' tall. The Jeep showroom is 26-8' tall. The Service Lane Height is 20.5' tall. The different building heights help create an architectural interesting building. The building has a modern exiting look. The architecture is the national design for a Chrysler Dodge Ram and Jeep.

Honda

The Honda Dealership will be approximately 35,433 sq. ft. in size. The Honda Building is designed per Honda Corporation architectural specifications. The design is modern and sleek. The showroom is aluminum storefront framing and glass / aluminum composite panel (ACM)/ Exterior Insulation Finish System (E.I.F.S.) The entrance portal is ACM and has a height of 30'. The main showroom area is 27' in height and is predominately clear anodized aluminum storefront with EIFS above the storefront. The service lane entrance has a height of 22'. The different heights help create an architectural interesting building. The architecture is the national design for a Honda Automotive Dealership.

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.

1. Hours of Operation shall be:
 - a) Service and Maintenance – 7:00 AM to 9:00 PM, Monday through Saturday

- b) Sales – 9:00 AM to 9:00 PM, Monday through 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.
 3. No vehicle may be displayed with its hood up, trunk 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 Sign Exhibit shall be applied to any building or structure or strung on wires or otherwise used on site.
 5. Site Lighting will be 20' tall poles with full cut off LED light fixtures. Shall conform to that shown in attached Exhibit. 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 PM, the entire site illumination would be reduced to a low intensity level. Lighting submitted meets GPD rules.
 6. Security will be designed to prevent or deter 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.
 8. Financing for cars sold or leased on-site shall not permit weekly or monthly car payment 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 Neighborhood Services and Milwaukee Police Departments.

OWNER'S STATEMENT OF INTENT – Exhibit 1

III. COMPLIANCE WITH STANDARDS

The Detailed Planned Development for or comply with the standards by Section 295-812 and 295-813 as follows:

- A. Size – The project site contains 10.67 vacant acres. The development will include the entire parcel. Russ Darrow Group is proposing to develop a 10.6739 acres site addressed as 10851 W. Metro Auto Mall, Milwaukee. The Property is zoned under a General Planned Development allowing automotive retail dealerships. The proposed project requires a Detailed Planned Development approval. The development will have two buildings. A Chrysler Dodge Ram and Jeep Automotive Dealership of approximately 35,433 sq. ft. and a Honda Automotive Dealership of approximately 25,717 sq. ft.
- B. Setbacks – The location of the structures are shown on the Development Plan. See attached Plan.
 - Chrysler Jeep:
 - North: 158.2' South: 236.9' East: N/A West:58.8'
 - Honda:
 - North: 184.2' South:145' East:158.3' West: N/A
- C. Screening and Open Spaces – There are no adjacent residential properties. Nevertheless, the Landscape Plan, shows extensive landscaping in the interior and the perimeter of the site. The plan shows the agreed upon landscaping between the Darrow Property and the Church Property to the East. The landscape plan was revised from the original submittal to satisfy the Church's concerns. The project is screened from the neighboring properties by other properties. Screening – the rear of the property has a 250' land buffer owned and maintained by Car Max. On the southern end of this buffer there is a 15' tall earth berm with additional landscaping on top, with approximately 8' tall Evergreen Trees. The West of the property abuts Car Max and GPD screening will be followed.
- D. Landscaping – Per attached revised plan. Two meetings have taken place with the adjacent Church Property and the current plan addresses their concerns. The landscape plan is drawn to City of Milwaukee 295-405-2 Parking Lot code.
- E. Circulation Facilities – Per attached Plan. Circulation between the dealerships will be allowed the kept clear based on the attached parking lot plan. Circulation Facilities – There are three main entry points.
- F. Lighting – Per attached Plan. The site lighting will be full cut off LED light pole lighting. The lighting is designed so no ambient light leaves the property. Project lighting has been revised to 20' tall poles on 3' tall concrete bases.
- G. Parking – Per attached Plan. CDR & J will have approximately 315 parking spots. Honda will have approximately 417 parking spots.

- H. Utilities – All utilities, including storm and sanitary sewers, water mains and laterals, parking and roadway storm inlets, and the like are or will be installed underground. Per attached Plan.
- I. Signage – Signage is described and located on The Building elevations and Proposed Site Plan layout. Building Signage will be individual internally illuminated, plastic faced light bar, metal sided letters. New directional signs are proposed. New monument sign is proposed and is shown on the site plan.

Honda Building Signage – All Signage Internally Lite

Building – “Service Center” 73 sq. ft.

Building – Service “Badges” 13 sq. ft. each x 3 = 39 sq. ft.

Building – Car Wash Badge – 13 sq. ft.

Building – “Honda” - 56 sq. ft.

Building – Trademark “H” – 80 sq. ft.

Building – Dealer Name – 71 sq. ft.

Building – New Car Delivery Badges – 13 sq. ft. each x 2 = 26 sq. ft.

Northside 332 sq. ft. Westside 26 sq. ft.

Total Building Signage 358 sq. ft.

Honda Site Signage – Honda monument sign will need a GPD amendment.

Monument Sign – Type A Freestanding Sign. 10’x10’x15’

The Sign Area is 10’x10’ with a height of 15’. Sign is internally lite.

Note: Honda free-standing sign will need amendment to the GPD

Directional Sign – Non-Illuminated 4’9” tall by 5’-6” Length. 15 sq ft.

Chrysler Dodge Ram and Jeep Signage - Building

Building – Chrysler 12.22 sq. ft.

Building – Dealer Name CDR– 25.23 sq. ft.

Building – Dodge – 5.10 sq. ft

Building – Ram – 12.83 sq. ft.

Building – Dealer Name Jeep – 25.23

Building – Jeep – 30.33 sq. ft.

Building – Service / Express 53.54 sq. ft.

Total Chrysler Dodge Ram and Jeep Sign Building Square Feet

164.48

Chrysler Dodge Ram and Jeep Signage - Site

Pylon / Install an Internally lite Pylon sign. 18’ tall sign face 5’-4-1/8” x 6’-4-1/8” 33.0 sq. ft.

Directional Signage – Monument sign 4’ tall sign are 1’-6” x 5’-1/4”.

Site Statistics:

Gross Land Area	10.67 Acres/ 464,936 sq. ft.
Maximum Land covered by both buildings	61,150 sq. ft. 13.2% of the site area
Maximum Land Devoted to parking and drives	284,848 sq. ft. / 6.66 acres 61.3% of the site area
Minimum Land Devoted to Green Space	118,938 sq. ft. / 2.73 acres 25.5 % of the site area
Total Pervious - Green Space	118,938 sq. ft. / 2.73 acres 25.5% of the site
Total Impervious- Pavement and Buildings	345,998 sq. ft. / 8.06 acres 75.5% of the site area
Typical parking dimensions	18'x9'
Site Surface Parking Stalls / 315 - CDR & J / 417 - Honda	732

IV. MINOR CHANGES

Darrow Group expressly retains the right to make reasonable minor changes provided that the limitations are minor in nature, subject to City staff review and approval.