

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. Civil Site Plan/Paving Details
4. Grading, Drainage (showing the existing and proposed topography at one foot contour intervals, location of storm sewers, parking and roadway storm inlets and elevations)
5. Utility and Plumbing Plan
6. Site Plan (showing proposed structures, site open spaces, site lighting, site signage, pedestrian and vehicular circulation, parking, loading facilities and refuse collection facilities)
7. Lighting Photo Metrics
8. Landscaping Plan (showing the proposed landscape screening and plant locations, quantity, type and size)
9. First Level Floor Plan
10. Building Elevations (showing all façade elevations of the proposed building with material descriptions and wall signage)
11. Site Photo's and Building Rendering
12. Test Drive Route

II. DESCRIPTION OF THE DEVELOPMENT

The amended project consists of one structure containing approximately 5,416 aggregate square feet devoted to office, showroom, architectural display element 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 are 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 – Exhibit 1

1. Hours of Operation shall be: Sales, Service and Maintenance - 7:30 a.m. to 8:00 p.m. Monday through Friday; 8:00 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 "12".
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 indicated on the attached plans 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 "6" and "7". 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 (Exhibit "7").
6. Security will be designed to prevent or defer crime on-site through techniques included, but not limited to, lighting, security gates, landscape placement, and surveillance cameras.
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 contains 5.09 acres of which 0.98 acres of the site will be disturbed/redeveloped.
- B. Setbacks – Setbacks along the north and south perimeters of the project boundary shall be 25 feet. 10 foot setbacks are required at the east property line.
- C. Screening and Open Spaces – There are no adjacent residential uses requiring screening. Nevertheless, the landscape plan (Exhibit “8”) 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 Automotive and Milwaukee Metro Center Developer 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”, “6” and “8”). All landscaping will be consistent with the quality standards set forth by the American Association of Nurserymen (ANSI 260.1).
- 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 “6”). 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 “6” and “7”).
- 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 “5”) and will be or already have been installed underground.
- G. Signage – Signage is described and located on Exhibit “6” and “10”. Building Signage will be individual internally illuminated, plastic faced light bar, metal sided letters. Building and directional signage will be submitted at a later date for the Common Council review. Signage will

meet all requirements of S 295 and CH 244. **NO** pylon signs will be added to this site.

#### 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:

4.27.07

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

**NAME & TYPE OF BUSINESS**

Bergstrom Smart, 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 5.09 gross acres of which approximately 0.98 acres will be redeveloped to accommodate the new Smart Car facility.

**SIZE OF BUILDING**

The proposed dealership will be 5,416 square feet and will be constructed primarily of structural steel, masonry and metal panel.

**TRADE AREA**

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

**NUMBER OF EMPLOYEES**

There will be approximately 8 employees when this business is fully established.

**HOURS OF OPERATION**

7:30 a.m. to 8:00 p.m. Monday through Friday

8:00 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 directional signage for our customers as well as building wall signs.

## BERGSTROM SMART CAR PROPERTY

### PROPOSED OVERALL PROJECT SITE STATISTICAL DATA

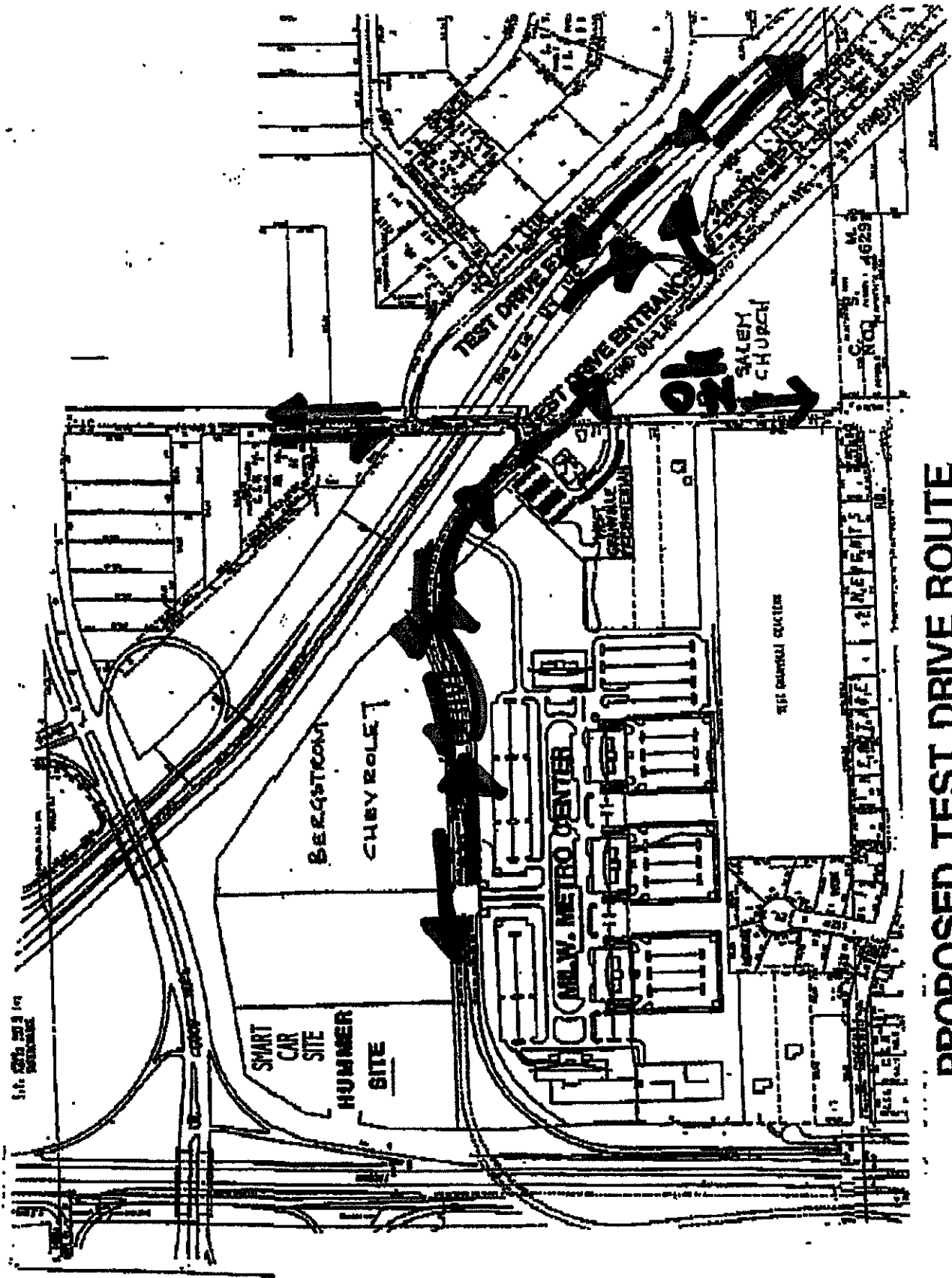
TOTAL SITE AREA	221,830 S.F.	5.09 ACRES
BUILDING COVERAGE (Hummer + Smart)	25,150 S.F	11%
IMPERVIOUS SURFACE	91,084 S.F	41%
GREEN SPACE	105,596 S.F	48%

### EXISTING CONDITIONS AT PROPOSED AREA OF DISTURBANCE

SITE AREA TO BE MODIFIED	42,990 S.F.	0.98 ACRES
BUILDING COVERAGE	0 S.F	0%
IMPERVIOUS SURFACE	27,640 S.F	64%
GREEN SPACE	15,350 S.F	36%

### PROPOSED CONDITIONS AT PROPOSED AREA OF DISTURBACNE

SITE AREA TO BE MODIFIED	42,990 S.F.	0.98 ACRES
BUILDING COVERAGE (Smart)	5,416 S.F	13%
IMPERVIOUS SURFACE	21,849 S.F	51%
GREEN SPACE	15,597 S.F	36%



**PROPOSED TEST DRIVE ROUTE**