Exhibit A File No. 191948 Minor Modification to a Detailed Planned Development known as: Milwaukee Metro Center, Phase 1 Russ Darrow Mazda Metro 11330 West Metro Auto Mall Milwaukee, WI

Previous File History and Project Summary

The Detailed Planned Development (DPD) for Milwaukee Metro Center, Phase 1 was approved as file number 961134 in 1997 to allow construction of an automobile dealership. It was amended in 1998 as file number 980547 and again in 2002 as file number 011042 to allow additional signage on the site. The DPD was amended in 2004 as file number 031447 to allow an off-premise sign for Bergstrom Chevrolet on the site. In 2007, the 3rd Amendment to the DPD was approved as file number 070063 to allow a second automobile dealership (Smart Car) on the north end of the site. A minor modification to the DPD was approved in 2008 as file number 080264 to allow modifications to the dealerships and signage, and the dealership transitioned from Bergstrom Milwaukee Hummer Dealership to Bergstrom GM Certified Used Cars. Russ Darrow renovated the interior and exterior of the property to comply with Mazda Automobile Corporation Corporate Design in 2016, and a minor modification to the DPD was approved to do so (file number 160466).

Minor Modification Summary

Russ Darrow Group, through their agent, Chad Kemnitz/Professional Consultants, Inc. is asking for a Minor Modification to the DPD to allow changes to the maximum square footage allowed for an existing freestanding sign. Mazda Automotive Corporation has developed a new sign program for its franchise dealerships. The building signage will be changed to the new Mazda Corporate look, and does not require a minor modification as the square footage, quantity, and type of signs is within the allowance of the DPD zoning. Additionally, the directional signs will be updated, and will be replaced with signs of the same height and square footage.

There is one freestanding sign on the site currently, which will be replaced to meet the updated signage requirements of Mazda. The Detailed Planned Development allows for a 30' tall sign with a maximum of 60 square feet of sign face. The current sign is 20' tall and the sign face is 69.2 square feet. The replacement pylon sign, which will be placed in the same location as the current sign (along the west property line) is 28' tall, within the allowable height. The sign face of the new sign is 9.2 square feet larger than the current approved sign, for a total of 78.24 square feet. The square footage of the new sign is about 11.8% larger than the current sign face. A minor modification is necessary to approve an increase in the allowable square footage of the sign face.

Our hardship is caused by the National Sign program. The National Sign vendor makes a standard sign face with a 28' sign. The sign face requested is more proportional to the proposed height. The current pylon height is 20'.

We asking to replace the current pylon sign on the Northwest corner of the property.

List of Attachments

1. Vicinity map

Minor Modification Owner's Written Narrative - March 18, 2020

- 2. Site photos
- 3. Drawings

Proposed Changes

Drawings for both the proposed sign and existing sign are attached. The existing sign face is 69.2 sq. ft. and the proposed sign is 78.4 sq. ft., which is a difference of 9.2 sq. ft. We are requesting the Minor Modification to a Planned Development for a 9.2 sq. ft. increase in sign face. The height of the proposed pylon at 28' is within the compliance height of 30'. The face size is proportional to the new proposed height. The current Pylon height is 20'. Proportionally, the Existing Pylon is 3.46 sq. ft. of face per height and the Proposed Pylon Face is 2.8 sq. ft. of face per height. The wall sign and directional have already been permitted.

All other elements of the DPD zoning remain unchanged.





RUSS DARROW MAZDA BRAND BOOK



DEALER IDENTIFICATION PROGRAM

Site: 61614 - Russ Darrow Metro Milwaukee

Address:

Russ Darrow Metro Milwaukee 11330 W Metro Auto Mall Milwaukee, WI 53224

File Name: 61614 Russ Darrow Mazda Brandbook_120419

Page: 1 of 10

Drawn By: GLH

Creation Date: 12/04/19

Rev. 1: 12/06/19

6/19 Rev. 6:

Rev. 2:

Rev. 7: Rev. 8:

Rev. 3: Rev. 4:

Rev. 9:

Rev. 5:

Rev.10:



Existing Site Plan





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Page: 10 of 10 Drawn By: GLH

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	Rev. 1: 12/06/19	Rev. 6:				
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IMPORTANT APPROVAL NOTIFICATION

ONCE APPROVAL HAS BEEN RECEIVED, YOU WILL BE HELD FINANCIALLY RESPONSIBLE FOR ANY ADDITIONAL CHANGES OR ADJUSTMENTS TO THE RECOMMENDED SIGNAGE.

Authorized Signature:

rincivanie.	
Date:	
☐ Approved As Shown	
☐ Approved with Changes Noted	
This Brand Book represents the Mazda North America	

No variation will be permitted

Drawings are the exclusive property of AGI.

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OVERVIEW PHOTOS







Page: 2 of 10

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Rev. 5:

Address:

Creation Date: 12/04/19 Rev. 1: 12/06/19 Rev. 6: Rev. 2: Rev. 7: Rev. 3: Rev. 8: Rev. 4: Rev. 9:

Russ Darrow Metro Milwaukee 11330 W Metro Auto Mall Milwaukee, WI 53224

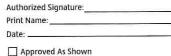
IMPORTANT APPROVAL NOTIFICATION

Rev.10:

DEALER IDENTIFICATION PROGRAM Site: 61614 - Russ Darrow Metro Milwaukee

File Name: 61614 Russ Darrow Mazda Brandbook_120419

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Approved with Changes Noted

This Brand Book represents the Mazda North American Operations approved location placement for proposed signs. No variation will be permitted

Drawings are the exclusive property of AGI. Any unauthorized use or duplication is not permitted.



2655 International Pkwy., Virginia Beach, VA 23452 PHONE: (757) 427-1900 - Fax (757) 430-1297 www.AGISign.com









06

09







			Pre-Permit Sign					
Property ID: Mazda					Completion Date:	11/1/19		
all and have the same	rrow Mazda			_			_	
-	Metro Auto Mali							
City, ST Zip: Milwauk	ee, WI 53224							
			Zoning & Perm	ilt				
1. Zoning/Class.	DPD Detailed Pla	anned Development						
2. Contact & Title:	Kristin Connelly							
 Phone Number: Address: 	414,286,5714	100	FORDS	Email:	Kristin.Connell	v@milwaukee	yon	
5. Jurisdiction:	City/Town of:	way, Milwaukee, Wi Milwaukee	53202					
6. Permit Fees:		signage; minimum	\$50					
7. Time Frame:	30 days		-		6 months			
8. Permit for Sign Box 9. Permit for Face rep		Yes			Pole Signs? No Wall Signs? Yes			
10. Permit Reg for Sign		Yes			Directionals? Yes			
11. Engineer Seals rec	uired? Upon re	equest						
12. Other Restrictions	Perm window	signs, if >25% of the ar	sa of a window shall be incl	w/wall sig	nage; only the % exc	seeding 25% cour	ted	
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Side								
Rear								
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DEALER IDENTIFICATION PROGRAM

Site: 61614 - Russ Darrow Metro Milwaukee

Address: Russ Darrow Metro 11330 W Metro Auto Milwaukee, WI 5322	Mall
File Name: 61614 Russ	Darrow Mazda Brandbook_120
Page: 3 of 10	
Drawn By: GLH	
Creation Date: 12/04	4/19
Rev. 1: 12/06/19	Rev. 6:
Rev. 2;	Rev. 7:
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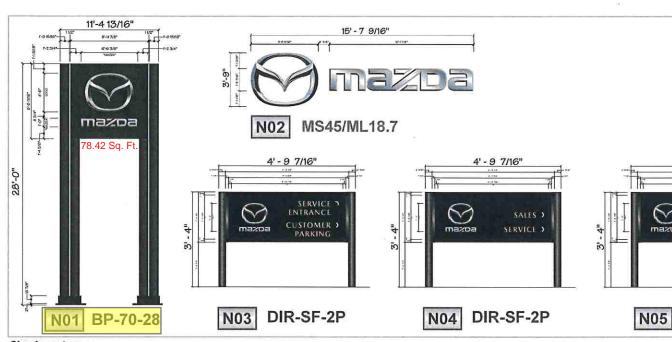
Authorized Signature:____

Print Name:	
Date:	-
Approved As Shown	
Approved with Changes Noted	
This Brand Book represents the Mazda North American Opera approved location placement for proposed signs. No variation will be permitted	tior

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Sign Inventory

Sign	Existing	Action	Proposed	Qty	Electrical Requirements
E01	Mazda Pylon	Remove/ Dispose	Dealer to remove and dispose of existing Mazda Pylon.	1	N/A
E02	Mazda logo/letterset	Remove/ Dispose	Dealer to remove and dispose of existing Mazda logo/letterset (Horizontal). Dealer responsible for patch and paint.	1	N/A
E03	Service Entrance/ Customer Parking directional sign	Remove/ Dispose	Dealer to remove and dispose of existing Service Entrance and Customer Parking directional sign	1	N/A
E04	Sales/Service directional sign	Remove/ Dispose	Dealer to remove and dispose of existing Sales and Service directional sign	1	N/A
E05	Sales/Service directional sign	Remove/ Dispose	Dealer to remove and dispose of existing Sales and Service directional sign	1	N/A
N01	N/A	Supply/ Install	AGI to supply and install BP70-28 pylon @ 28' OAH, Chrome Illuminated, on a new foundation. Dealer to provide electrical within 5' of connection.	1	1 20amp circuit @ 120vac
N02	N/A	Supply/ Install	AGI to supply and install MS45/ML18.7, 45" Chromed Brand Symbol & 18.7" Mazda Logotype Letters (Horizontal), Illuminated. Dealer to provide blocking of at least 3/4" plywood for structural backing. Dealer to provide electrical within 5' of connection and sufficient access.		1 20amp circuit @ 120vac
N03	N/A	Supply/ Install	AGI to install new 4'10" x 3'4" OAH Directional, Ground mount, SF 2 message panels, Illuminated, reading S1/L1 "SERVICE ENTRANCE >" S1/L2 "CUSTOMER PARKING>"	1	1 20amp circuit @ 120vac
N04	N/A	Supply/ Install	AGI to install new 4'10" x 3'4" OAH Directional, Ground mount, SF 2 message panels, illuminated, reading S1/L1 "SALES >" S1/L2 "SERVICE >"	1	1 20amp circuit @ 120vac
N05	N/A	Supply/ Install	AGI to install new 4'10" x 3'4" OAH Directional, Ground mount, SF 2 message panels, illuminated, reading S1/L1 "SALES " "S1/L2 "SERVICE "	1	1 20amp circuit @ 120vac



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4' - 9 7/16"

DIR-SF-2P

Drawn By: GLH

Creation Date: 12/	04/19
Rev. 1: 12/06/19	Rev. 6:
Rev. 2:	Rev. 7:
Rev. 3:	Rev. 8:
Rev. 4:	Rev. 9:
Rev. 5:	Rev.10:

IMPORTANT APPROVAL NOTIFICATION

ONCE APPROVAL HAS BEEN RECEIVED, YOU WILL BE HELD FINANCIALLY RESPONSIBLE FOR ANY ADDITIONAL CHANGES OR ADJUSTMENTS TO THE RECOMMENDED SIGNAGE.

Print Name:	
Date:	_
Approved As Shown	
Approved with Changes Noted	

Authorized Signature:_

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Existing Condition

NOTES:

E01 - Dealer to remove and dispose of existing Mazda Pylon.

Proposed Signage



NOTES:

NO1 - AGI to supply and install BP70-28 pylon @ 28' OAH, Chrome Illuminated, on a new foundation. Dealer to provide electrical within 5' of connection.



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Existing Condition

NOTES:

E02 - Dealer to remove and dispose of existing Mazda logo/letterset (Horizontal). Dealer responsible for patch and paint.

Proposed signage conforms to DPD Zoning. Like for like sign. Square footage and height not increasing. **Proposed Signage**



NOTES:

N02 - AGI to supply and install MS45/ML18.7, 45" Chromed Brand Symbol & 18.7" Mazda Logotype Letters (Horizontal), Illuminated. Dealer to provide blocking of at least 3/4" plywood for structural backing. Dealer to provide electrical within 5' of connection and sufficient access.



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Existing Condition

NOTES:

E03 - Dealer to remove and dispose of existing Service Entrance and Customer Parking directional sign Proposed signage conforms to DPD Zoning.

Like for like sign. Square footage and height not increasing.

Proposed Signage



NOTES:

N03 - AGI to install new 4'10" x 3'4" OAH Directional, Ground mount, SF 2 message panels, Illuminated, reading S1/L1 "SERVICE ENTRANCE *>"
S1/L2 "CUSTOMER PARKING >"



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Existing Condition

NOTES:

E04 - Dealer to remove and dispose of existing Sales and Service directional sign

Proposed signage conforms to DPD Zoning. Like for like sign. Square footage and height not increasing. **Proposed Signage**



NOTES:

N04 - AGI to install new 4'10" x 3'4" OAH Directional, Ground mount, SF 2 message panels, Illuminated, reading S1/L1 "SALES >" S1/L2 "SERVICE >"



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Existing Condition

NOTES:

E05 - Dealer to remove and dispose of existing Sales and Service directional sign

Proposed signage conforms to DPD Zoning. Like for like sign. Square footage and height not increasing. **Proposed Signage**



NOTES:

N05 - AGI to install new 4'10" x 3'4" OAH Directional, Ground mount, SF 2 message panels, Illuminated, reading S1/L1 "SALES "S1/L2 "SERVICE "



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