

**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 3<sup>rd</sup> 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

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11330 W Metro Auto Mall  
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File Name: 61614 Russ Darrow Mazda Brandbook\_120419

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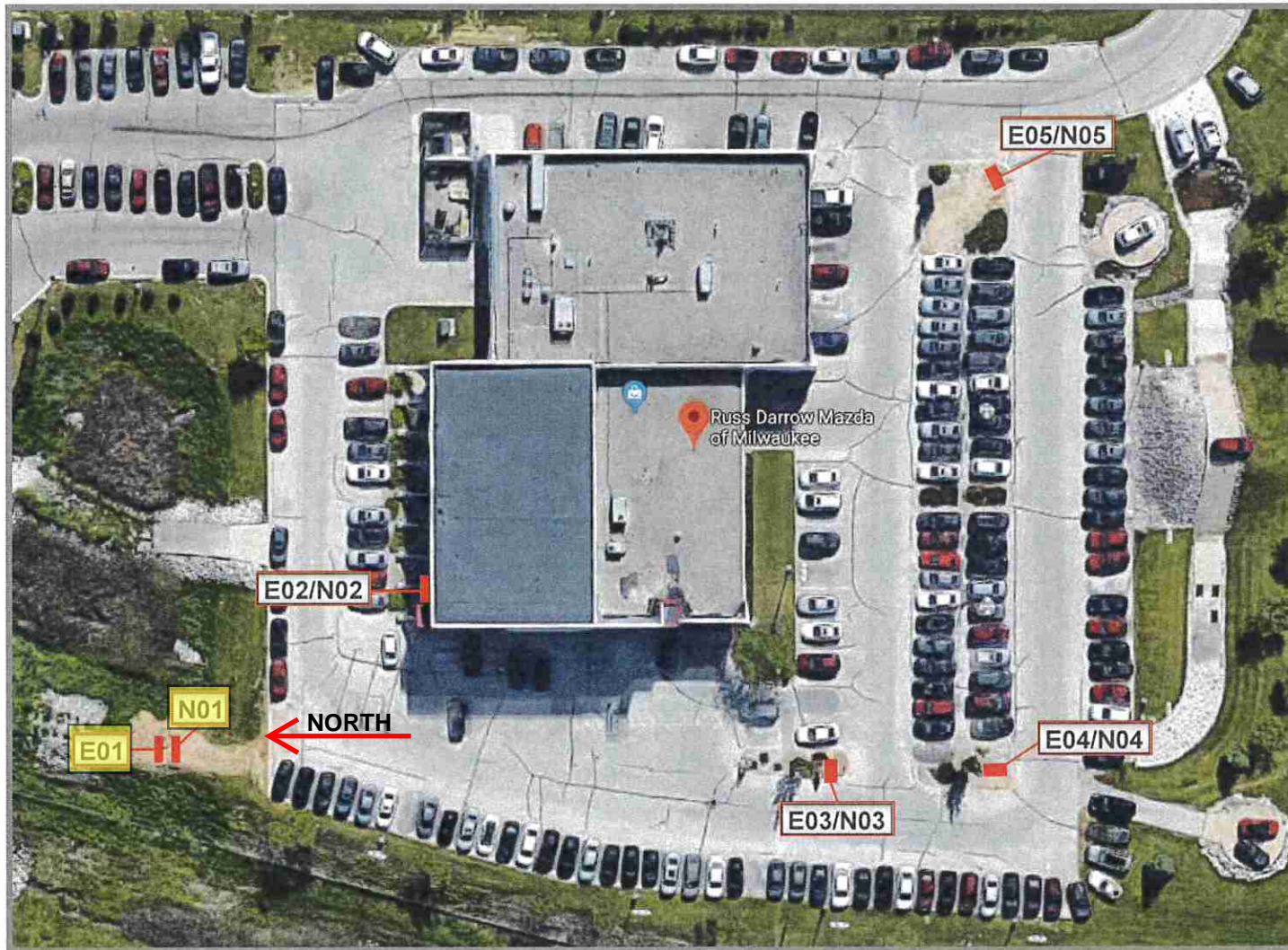
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## Existing Site Plan



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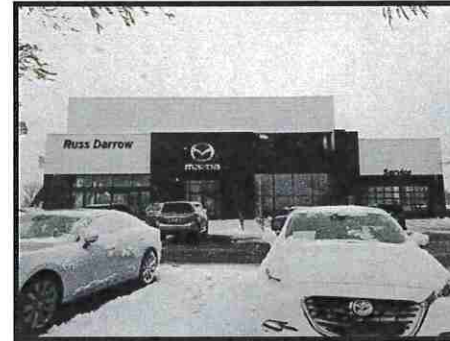
## OVERVIEW PHOTOS



01



02



03



04



05



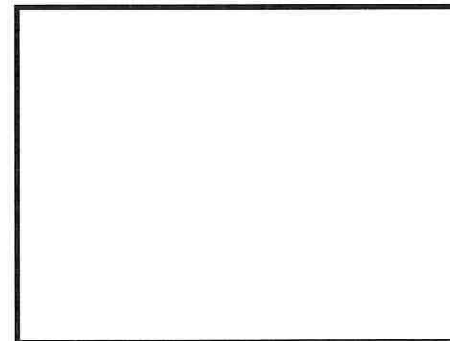
06



07



08



09



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Sign Code, Inc.			
Pre-Permit Sign Info			
Property ID: <u>Mazda</u>	Completion Date: <u>11/1/19</u>		
Site Name: <u>Russ Darrow Mazda</u>			
Address: <u>11330 W Metro Auto Mall</u>			
City, ST Zip: <u>Milwaukee, WI 53224</u>			
Zoning & Permit			
1. Zoning/Class:	<u>DPD Detailed Planned Development</u>		
2. Contact & Title:	<u>Kristin Connelly</u>		
3. Phone Number:	<u>414.286.5714</u>	Email:	<u>Kristin.Connelly@milwaukee.gov</u>
4. Address:	<u>809 North Broadway, Milwaukee, WI 53202</u>		
5. Jurisdiction:	<u>City/Town of: Milwaukee</u>		
6. Permit Fees:	<u>Based on cost of signage; minimum \$50</u>		
7. Time Frame:	<u>30 days</u>	Expires:	<u>6 months</u>
8. Permit for Sign Box replacement?	<u>Yes</u>	Pole Signs?	<u>No</u>
9. Permit for Face replacement?	<u>Yes</u>	Wall Signs?	<u>Yes</u>
10. Permit Req for Sign Relocation?	<u>Yes</u>	Directionals?	<u>Yes</u>
11. Engineer Seals required?	<u>Upon request</u>		
12. Other Restrictions?	<u>Perm window signs, if &gt;25% of the area of a window shall be ind w/wall signage; only the % exceeding 25% counted</u>		
Wall Signs			
1. Square Footage:			
A. Formula	<u>See attached approved variances for the Main bldg in 2014, and for the tower in 2016; if any additional signage is desired, must go for a Minor Adjustment; refacing existing signage requires a permit.</u>		
B. Max. Sq. Feet:			
C. Max. Per Face:			
D. Calc. Method:			
E. Allowable square footage per building face / elevation:			
Primary:			
Secondary:			
Side:			
Rear:			
F. Allowances transferrable?			
2. # allowed:			
3. Max Letter Ht:			
4. Min. Height above grade:			
5. Max. Height above grade:			
6. Max Projection from Bldg Face:			
7. Illumination:			
Freestanding Signs			
1. Square Footage:	<u>Count only largest sign face</u>		
A. Formula	<u>See attached approved variances for the Main bldg in 2014, and for the tower in 2016; if any additional signage is desired, must go for a Minor Adjustment; refacing existing signage requires a permit.</u>		
B. Max. Sq. Feet:			
C. Max. Per Face:			
D. Overall Height:			
E. Min. Clearance:			
2. # allowed:			
3. Shared Pylon?			
4. Min. distance betw. signs:			
5. Setbacks:			
A. Front:			
B. Side:			
6. Line of Sight Clearance:			
7. Wind Load:			
8. Illumination:			
9. Architectural requirements for the design of the base?			
Directionals			
1. Permit Required?	<u>Yes</u>	2. # Allowed:	<u>1 per entrance/exit</u>
3. Allowable Area:	<u>6 sf; not counted in aggregate signage allowed</u>		
4. Maximum Height:	<u>Not stipulated; submit for review</u>		
5. Logo/Copy allowed?	<u>NTE 1/3 of display area</u>		
Note:			
Temporary Signs			
1. "Coming Soon" banner allowed?	<u>Yes</u>	2. Permit Required?	<u>Yes</u>
3. Allowable time-frame for banner:	<u>60 days</u>		
4. Restrictions:	<u>Grand Opening or Anniversary only</u>		
5. Freestanding Temporary Signs allowed?	<u>No</u>	6. Permit Required?	<u>N/A</u>
7. Allowable time-frame for freestanding:			
8. Restrictions:			
Variance Info			
1. Meeting Date:	<u>Meets as needed</u>	2. App. Deadline:	<u>6 weeks prior to meeting; City will notify</u>
3. Processing Time:	<u>30-90 days</u>		
4. Documents Required:	<u>8</u> # of Sets	Building elevations	<input checked="" type="checkbox"/>
5. Filing Fee:	<u>Minimum \$100</u>	Plot plan	<input checked="" type="checkbox"/>
		Graphic Drawings	<input checked="" type="checkbox"/>
		Installation drawings	<input checked="" type="checkbox"/>
		Photo of existing	<input checked="" type="checkbox"/>
		Stress Analysis	<input type="checkbox"/>
		Legal description	<input checked="" type="checkbox"/>
		Engineer Seal	<input type="checkbox"/>
		Owner Auth	<input checked="" type="checkbox"/>
Interested party must attend meeting to answer questions			



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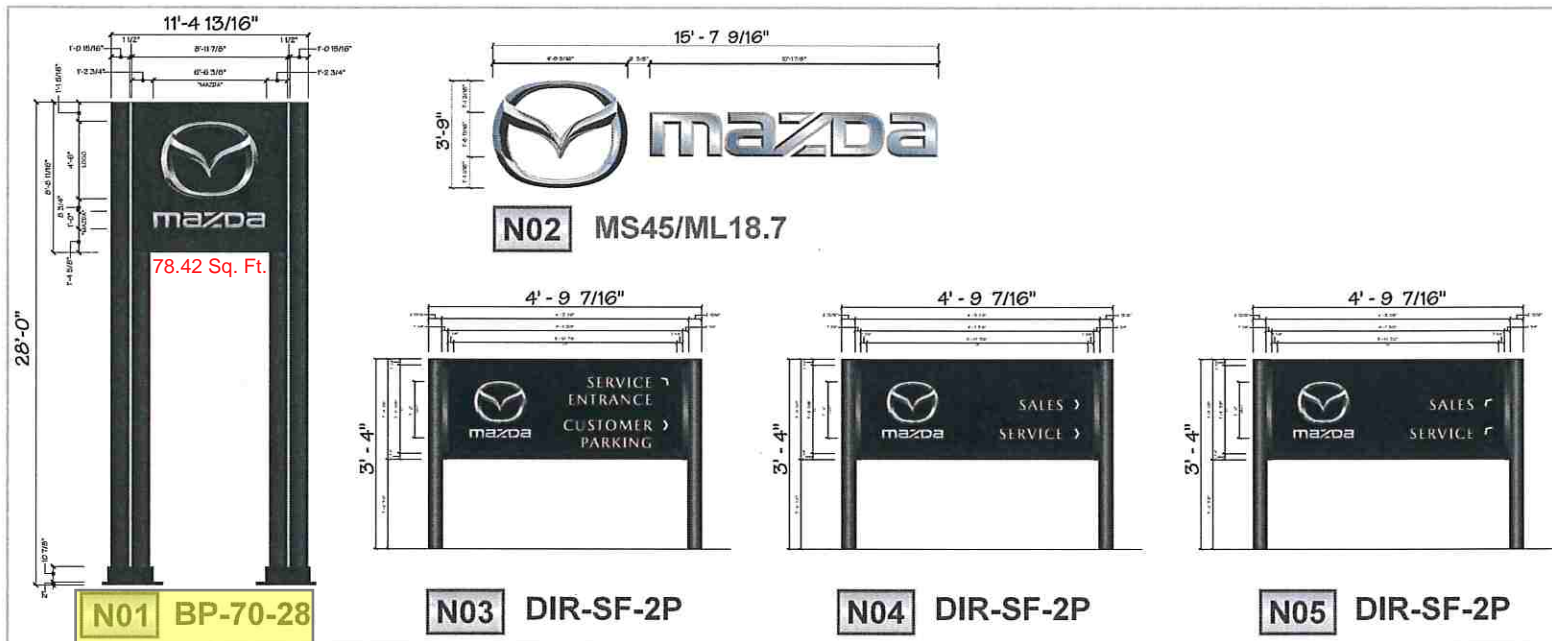
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#### Sign Inventory

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	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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## Existing Condition

### NOTES:

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



### NOTES:

N01 - 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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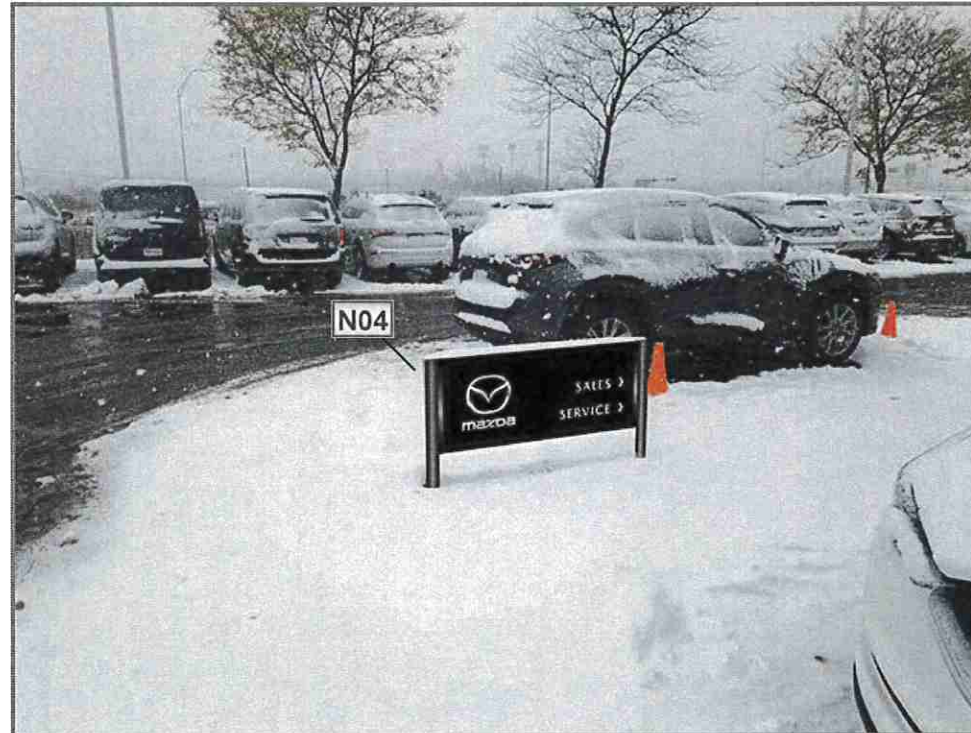
## Existing Condition

### 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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