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 69.2 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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IMPORTANT APPROVAL NOTIFICATION

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

| 95100 NOT IN | ١ |
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| Date: | |
| Approved As Shown | |
| Approved with Changes Noted | |

Authorized Signature: Print Name:

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.



OVERVIEW PHOTOS









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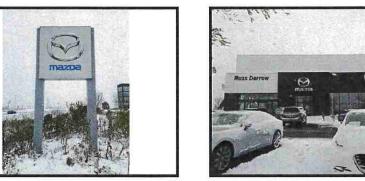
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Rev. 4: Rev. 5: Rev.10: IMPORTANT APPROVAL NOTIFICATION RECOMMENDED SIGNAGE. Authorized Signature: Print Name: Date: _ Approved As Shown Approved with Changes Noted









06



05

08

02





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04

| | | | 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 | | | | | | |
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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: |
| Rev. 3: | Rev. 8: |
| Rev. 4: | Rev. 9: |
| Rev. 5: | Rev.10: |

IMPORTANT APPROVAL NOTIFICATION

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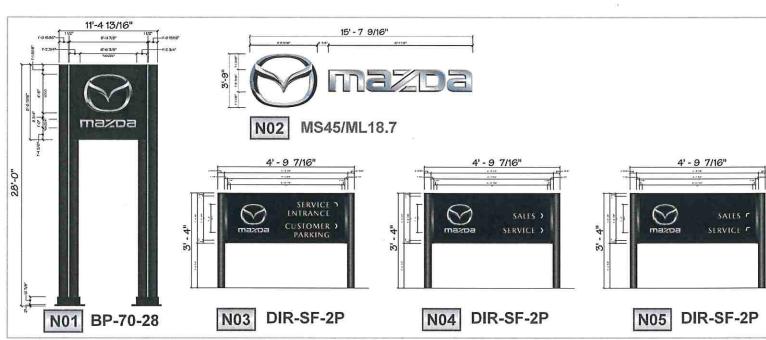
Authorized Signature:

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|--|------|
| Date: | - |
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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 |



DEALER IDENTIFICATION PROGRAM

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

File Name: 61614 Russ Darrow Mazda Brandbook_120419

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Drawn By: GLH

| Creation Date: 12/0 | 4/19 |
|---------------------|---------|
| Rev. 1: 12/06/19 | Rev. 6: |
| Rev. 2: | Rev. 7: |
| Rev. 3: | Rev. 8: |
| Rev. 4: | Rev. 9: |
| Rev. 5: | Rev.10: |

Authorized Signature:

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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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Rev. 4: Rev. 5:

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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



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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NOTES:

E03 - Dealer to remove and dispose of existing Service Entrance and Customer Parking

directional sign

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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NOTES:

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

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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NOTES:

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

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 \scrt " S1/L2 "SERVICE \scrt "



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