

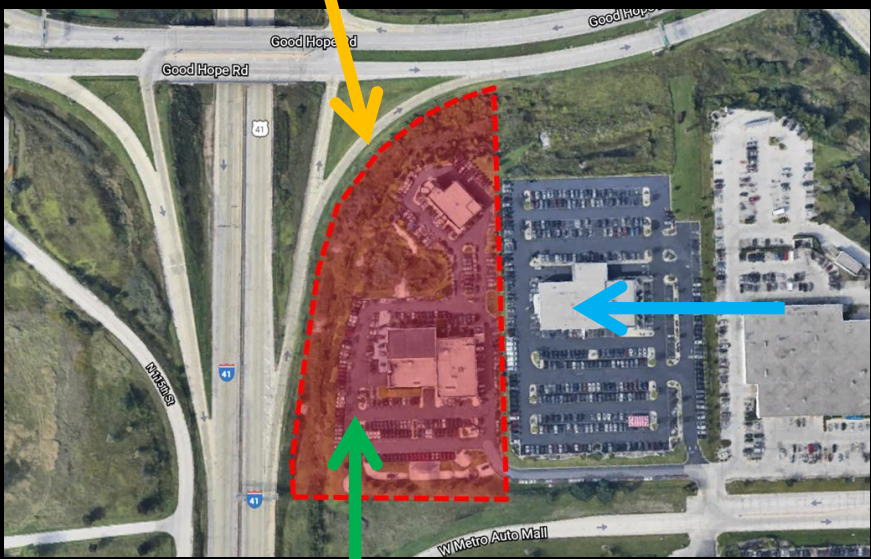
File No. 191948. Substitute resolution relating to a minor modification to the Detailed Planned Development known as Milwaukee Metro Center, Phase 1 for changes to a freestanding sign at 11330 West Metro Auto Mall, located on the north side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District.



File No. 191948. Site Context Photos.



View from Good Hope Road on-ramp looking south



View from internal drive looking north



Aerial view looking west



2008: Northwest Side Area Plan

- Supports high quality signage and asthenic improvements to commercial properties within the area.

Minor Modification to Detailed Planned Development

Russ Darrow Metro Mazda of Milwaukee
11330 West Metro Auto Mall, Milwaukee, WI

E01 - Existing Pylon

20' tall

69.2' Sq. Ft. Sign Face



N01 - Proposed Pylon

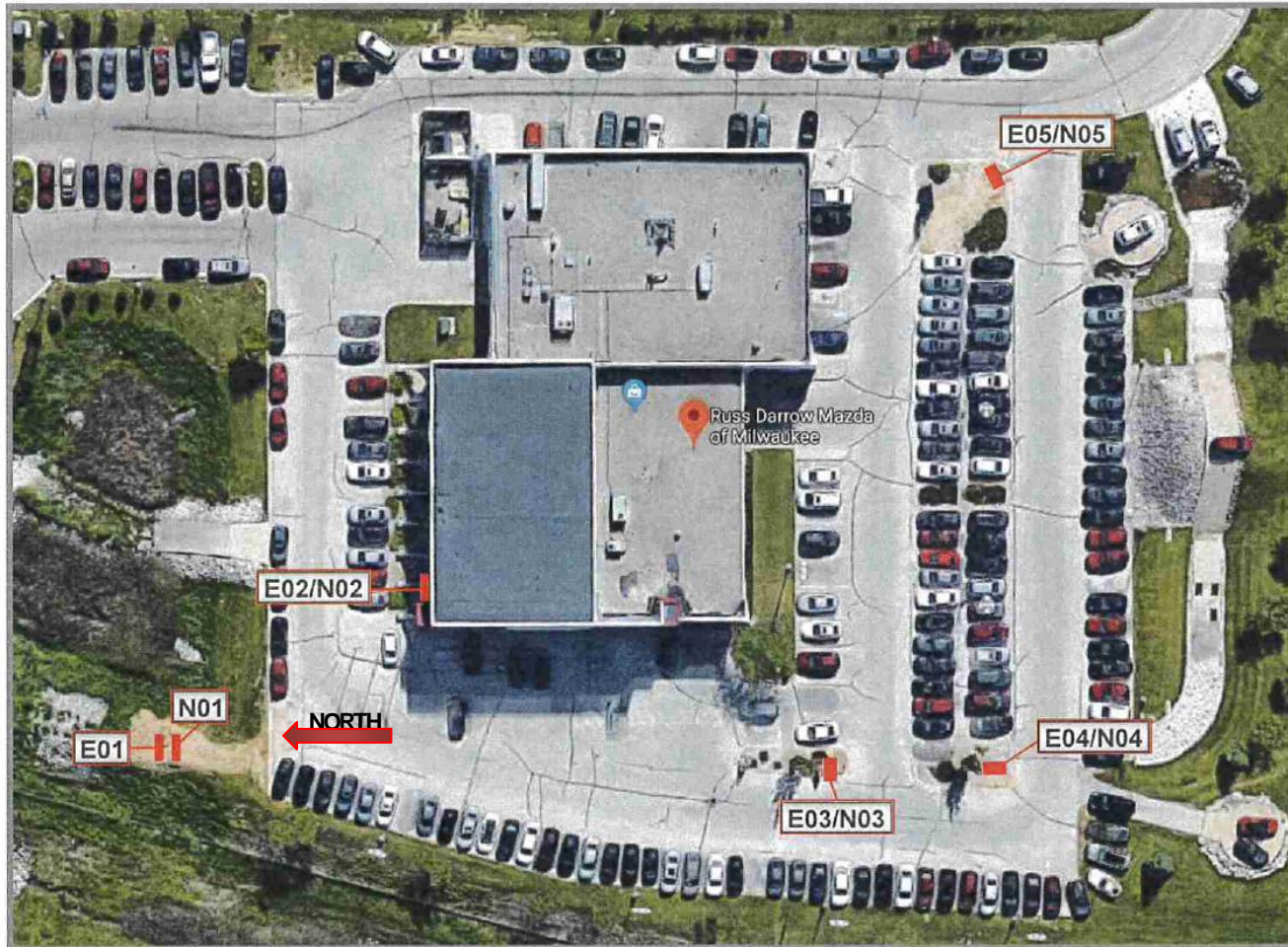
28' tall

78.4' Sq. Ft. Sign Face

- 9.2' Sq. Ft. increase in Sign Face
- 8' increase in height (30' max allowed)



Existing Site Plan



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Drawn By: GLH

Creation Date: 12/04/19

Rev. 1: 12/06/19	Rev. 6:
Rev. 2:	Rev. 7:
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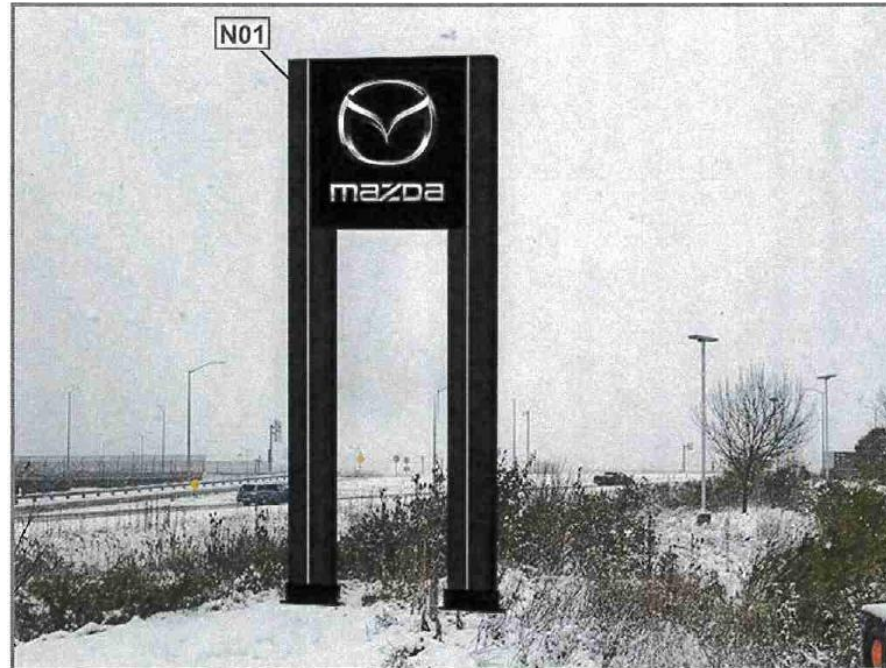


Existing Condition

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.

if1111-1:30.1

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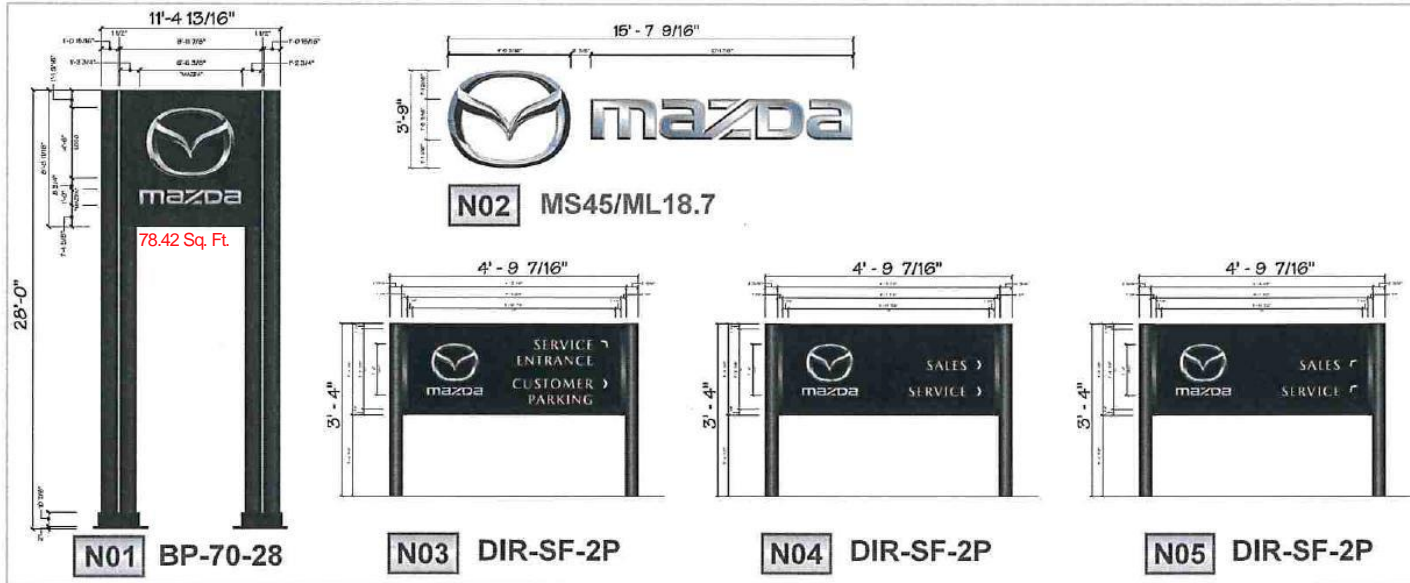
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Sign Inventory

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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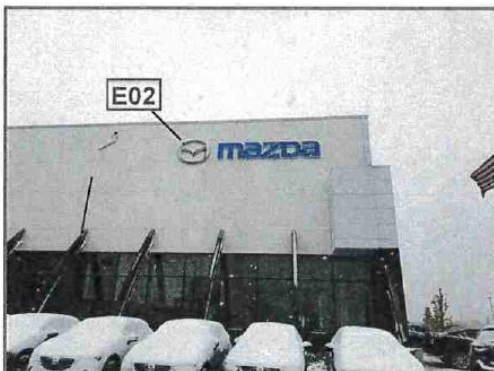
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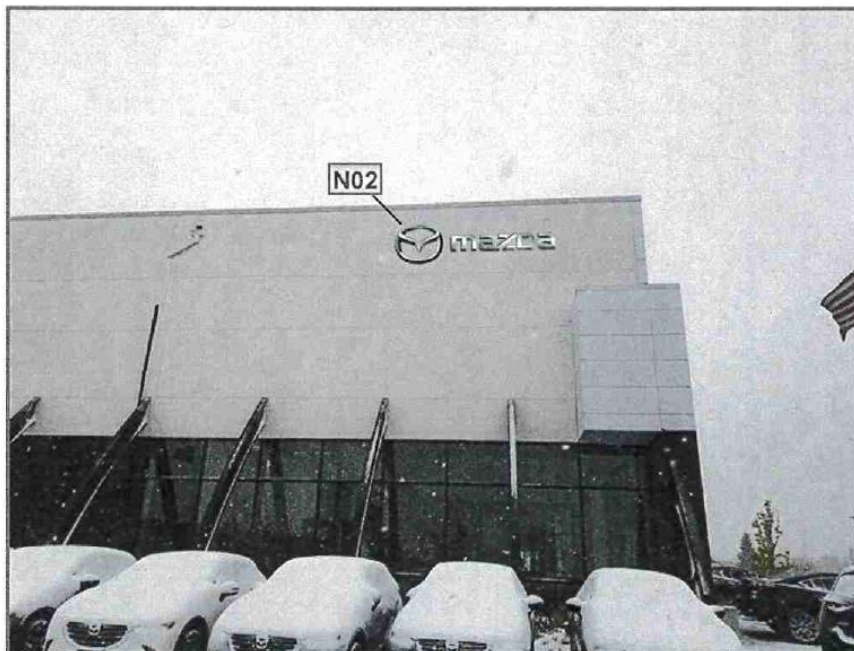
Existing Condition

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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