

File No. 201560. A substitute ordinance relating to the Tenth Amendment to the General Planned Development known as Milwaukee Metro Center to allow a second freestanding sign on the Phase 5 site located at 11301 West Metro Auto Mall, on the south side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District.

File No. 201561. Substitute resolution relating to a Minor Modification to the Detailed Planned Development known as Metro Center, Phase 5 to allow a second freestanding sign and additional building wall signs for Heiser Toyota located at 11301 West Metro Auto Mall, on the south side of West Metro Auto Mall, east of U.S. Highway 41 and 45, in the 5th Aldermanic District.

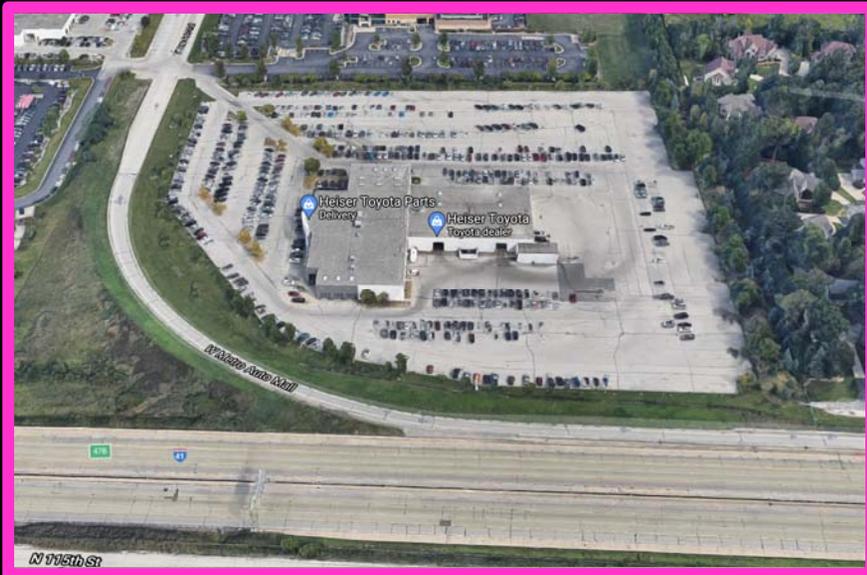
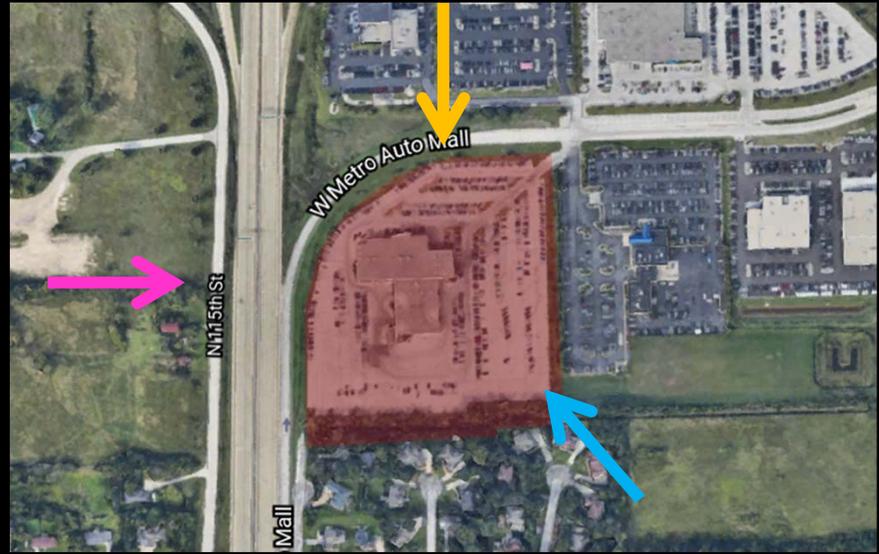
File Nos. 201560 (10th Amendment) & 201561 (DPD Minor Modification).



File Nos. 201560 & 201561. Site Context Photos.



View from West Metro Auto Mall looking south



Aerial view looking east



View from internal lot looking north-west

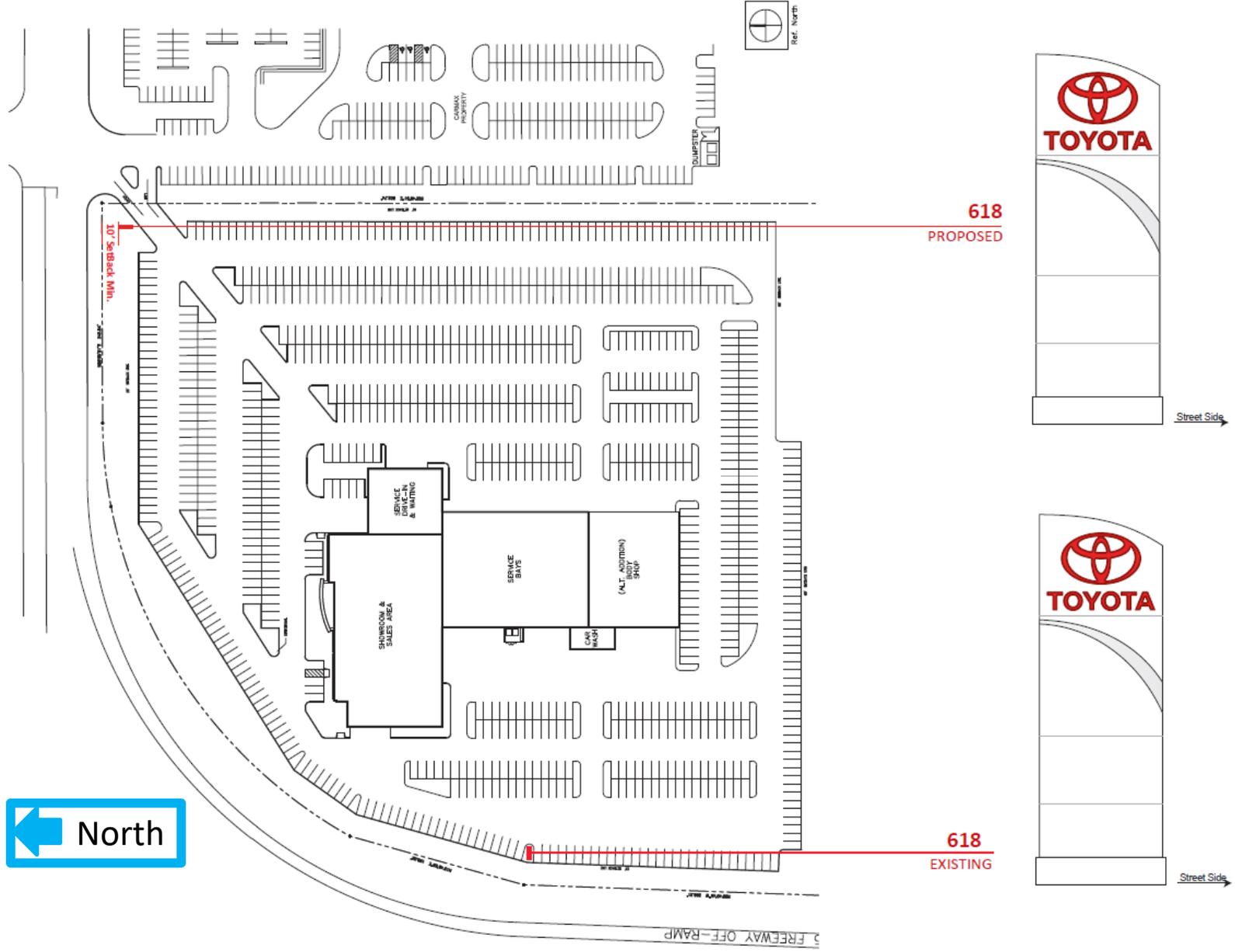
File Nos. 201560 & 201561. Consistency with Area Plan.



Northwest Side Plan

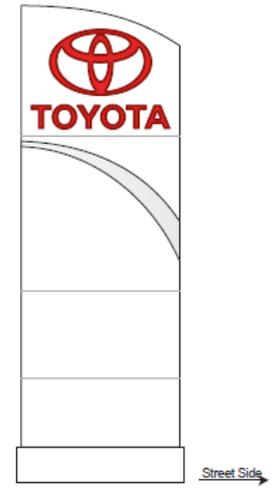
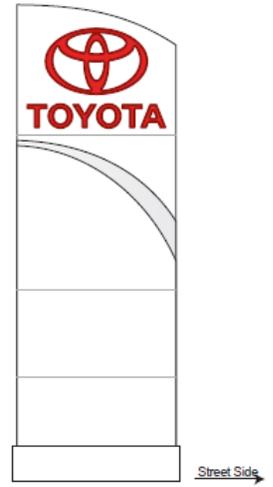
- Located within the District 3 subarea.
- Calls for design features, including signage, which create a strong edge along the right-of-way (p. 70).
- Design preference feedback found that signage with landscape (for freestanding) and architectural details were preferred (p. 63).
- **The proposed minor modification and amendment are not inconsistent with the Northwest Side Area Plan.**

File Nos. 201560 & 201561. Site Plan.

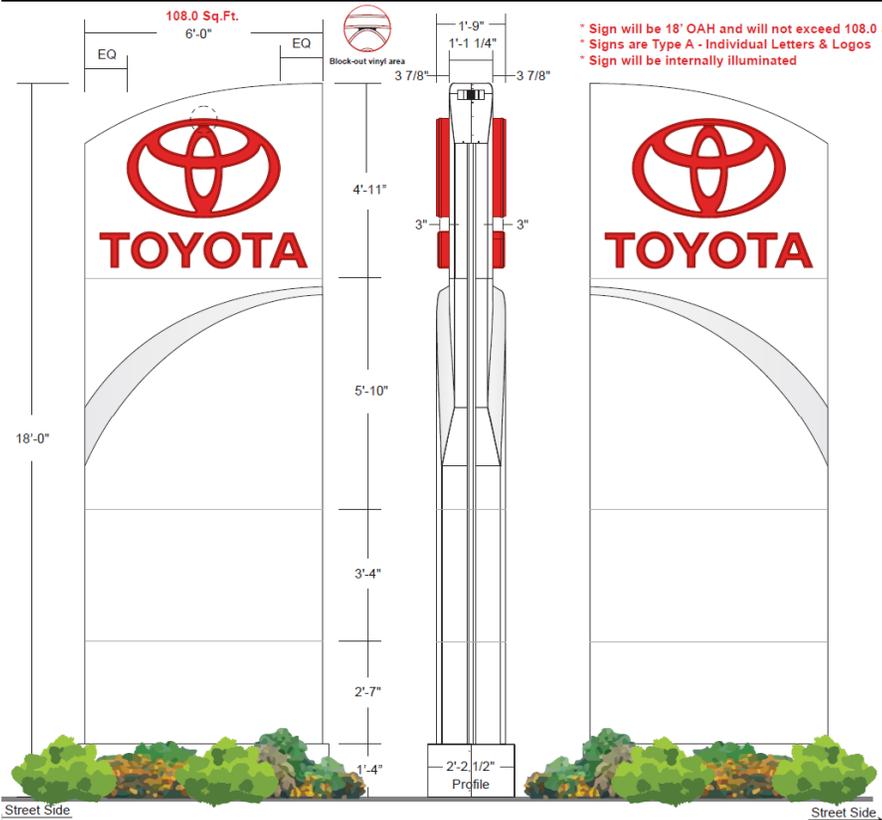


618
PROPOSED

618
EXISTING



File Nos. 201560 & 201561.
Exhibits.



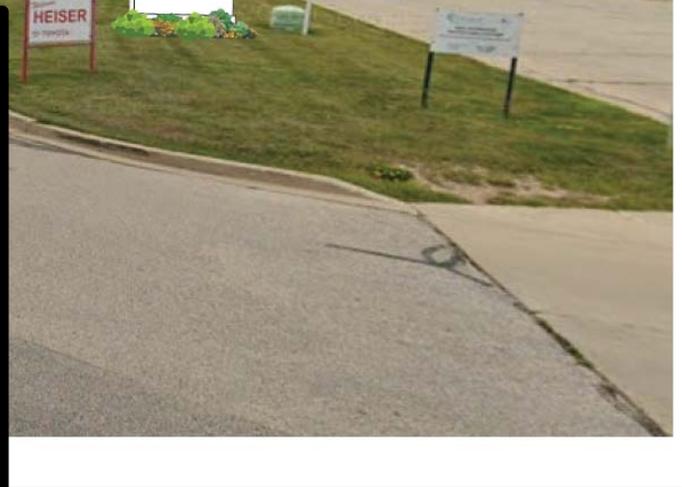
* Sign will be 18' OAH and will not exceed 108.0 SqFt.
* Signs are Type A - Individual Letters & Logos
* Sign will be internally illuminated

Specifications

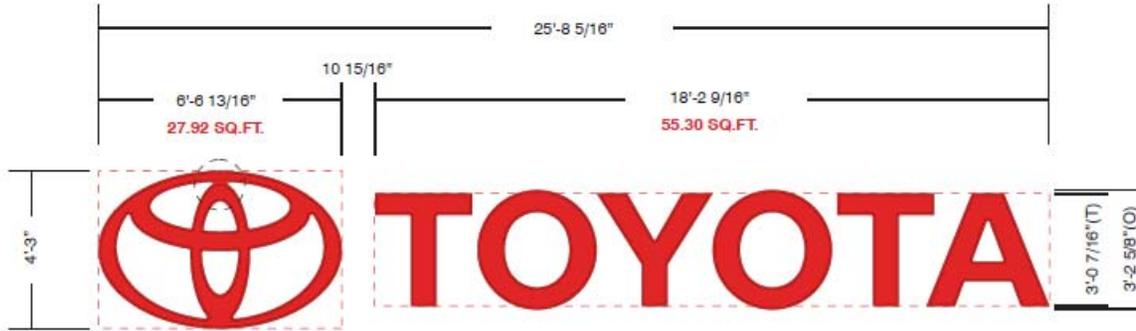
- 618 - D/F Illuminated Pylon Sign (PROPOSED)**
- 1/8" aluminum fabricated panels
Painted Toyota white
 - Toy-2: Panned & embossed molded Toyota logo
(2'-6"h x 3'-10 3/8"w) **7.61 sq.ft.**
 - Clamshell trim
 - Lexan polycarbonate: Bayer Red D99
 - 3M 3635-20B block out vinyl applied second surface
 - Aluminum coil pre-painted red
 - Illuminated with red LED
 - Panned & embossed molded Toyota letters
(10 1/2"h x 5'-2 15/16"w) **4.58 sq.ft.**
 - Clamshell trim
 - Lexan polycarbonate: Bayer Red D99
 - Aluminum coil pre-painted red
 - Illuminated with red LED
 - 1/8" aluminum 3D "Swoosh"
 - Painted 31 Medium Gray
 - Electrical hook-up by others

Colors

- White Acrylic Face
- Bayer Red D99 : Lexan polycarbonate
- 3M 3635-20B Block out Vinyl
- 31 Medium Gray



File Nos. 201560 & 201561. Exhibits.



Sign will be 4'-3" H x 25'-8 5/16" W and will not exceed 109.19 Sq.Ft. in size

Sign will be 2'-6" H x 10'-0 1/2" W and will not exceed 25.10 Sq.Ft. in size

Measurements to be confirmed of available area



WEST ELEVATION