

Milwaukee Metro Center
Minor Modification to Detailed Planned Development
Metro Center, Phase 1 – File No. 160466
11330 West Metro Auto Mall – former Smart Car facility
Russ Darrow Group

This minor modification to the Detailed Planned Development (DPD) is being requested by the Russ Darrow Group to permit additional building wall signage on the former Smart Car building. This statement, together with the below described exhibits and supporting materials, comprises the modified DPD.

- I. List of exhibits
 - a. Owner's statement of intent
 - b. Vicinity map
 - c. Site photos
 - d. Signage details

- II. Description of minor modification

In 1996, File No. 961134 established a Detailed Planned Development (DPD) for all of Area B (north of West Metro Auto Mall) within the Milwaukee Metro Center Planned Development. This DPD, known as Metro Center, Phase 1, was amended in 1998 as File No. 980547 to permit construction of a used automobile dealership at 11330 West Metro Auto Mall. The DPD was subsequently modified in 2001 (File No. 011042) to approve plans for a Hummer automobile dealership instead of the previously approved plans. In 2003, a second amendment to the DPD zoning was approved as File No. 031447 to allow for an off-premise sign for the Bergstrom Chevrolet dealership to be placed on the Hummer dealership site. Thereafter, in 2007, a third amendment to the DPD zoning was approved as File No. 070063 to allow for a second car dealership, Smart Car, on the north portion of this site. In 2008, the DPD was further modified as File No. 080264 to permit site and building changes as the result of conversion of the Hummer dealership to Bergstrom GM Certified Used Car dealership. Finally, in 2014, a minor modification was approved for the DPD as File No. 141108 to allow site and building changes as the result of conversion of the Bergstrom dealership (Fiat) to Russ Darrow Mazda Automotive.

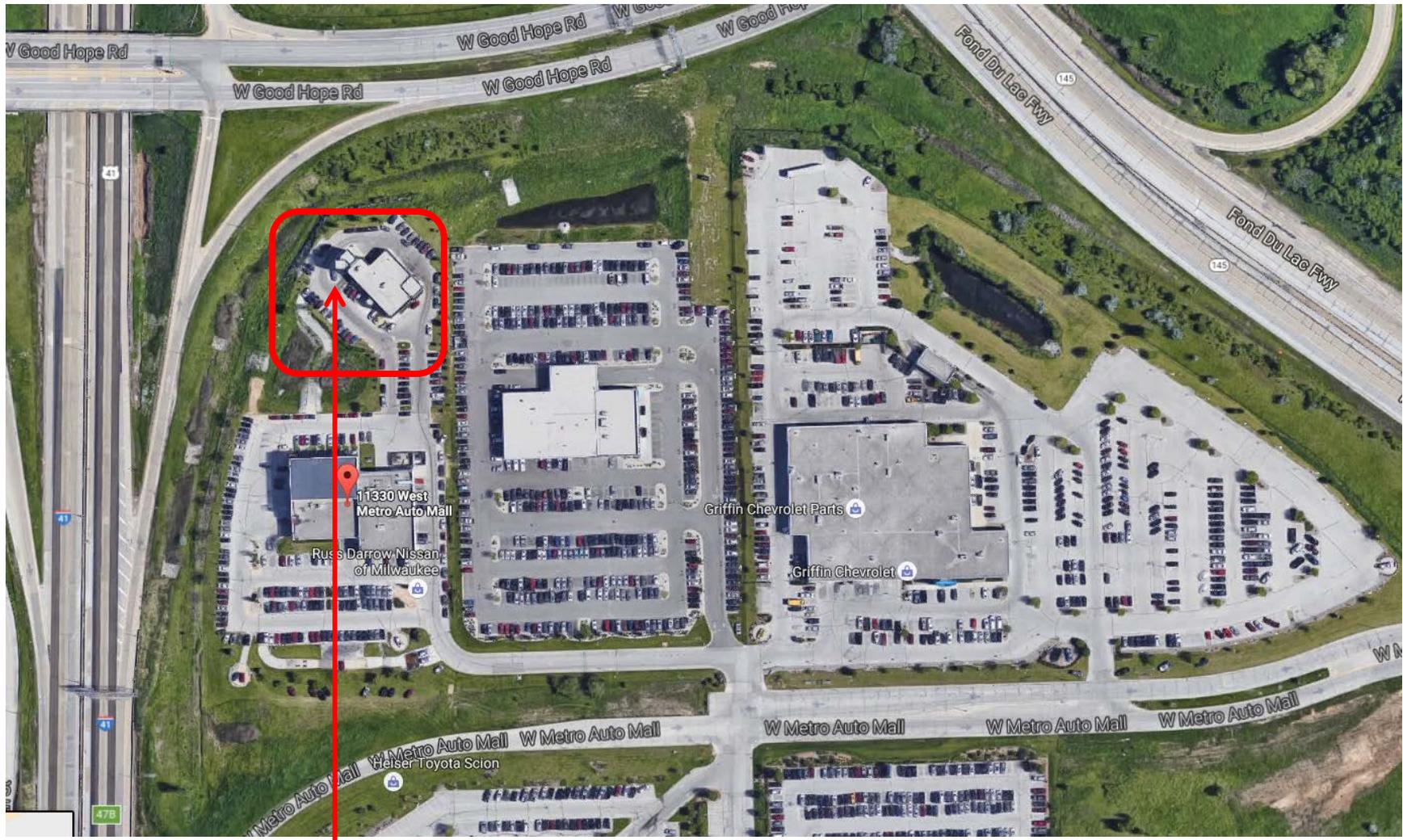
This minor modification affects the former Smart Car building on the north portion of the subject site. When the Smart Car building was constructed, it included 5-story architectural display element on the north side of the building that had display bays on two sides of the tower (one on each level). The bays displayed cars within them, and were glazed with a clear aluminum curtainwall window system. Now that the Darrow Group has acquired this site for their Mazda dealership, which is within the former Hummer building, they would like to utilize this architectural display element as signage to advertise the models of vehicles offered at the dealership. This will improve the aesthetic of the tower, which is otherwise blank. It will also create more visibility for the dealership, which is otherwise not very visible from the highway. The bays, each of which has two display boxes that are approximately 18' by 10', or 180 square feet each (total of 360 sq ft per level x 5 levels = 1800 sq ft), are not large enough to house actual vehicles, so signage is proposed to be affixed behind the curtainwall glazing system to preserve the intent of the display bays. The material of the signs will

be a 3M Controltac graphic film, and will be illuminated both on the interior and exterior. Please see attached for material specs.

The top window bay will display the dealership name, and the lower three bays will display vehicle models. The ground floor bay may advertise deals in addition to the dealership name and vehicle models. The backgrounds of the graphics will be designed so as to give the appearance that the content of the sign is within a display window. Please see art attached.

Additionally, a large, 10ftx25ft (250 sq ft)- sign advertising directions on how to access the dealership will be on the north side of the tower element. The background of the sign will be black to match the color of the building. The tower is lit internally and we will also have light shining from the ground. All lighting will meet the requirements of the Milwaukee Code of Ordinances.

The total square footage of building wall signage on this tower element will be approximately 2050 square feet.



Additional signage on architectural tower element of former Smart Car facility.

Russ
Darrow
GROUP
METRO AUTO MALL



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SELECTION

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IJ180 With Comply™ Adhesive IJ180C With Comply™ Adhesive IJ180Cv3

Quick Links

[3M Graphics Warranties](#)
[Technical Information Selector](#)
[Safety Data Sheets \(SDS\)](#)
[Flammability \(ASTM E84 Reports\)](#)
[Videos](#)

Product Description

- For Solvent, UV, and Latex Inkjet printing
- 2-mil, white, vinyl film with a luster finish

Product Features

- Excellent hiding power
- Pressure-activated adhesive for easy sliding, tacking, snap-up and repositioning
- Flexible; conforms to compound curves, corrugations and rivets
- Many finished graphic constructions can be stretched up to 130% (i.e., a 10 inch [25 cm] piece of film can stretch to 13 inches [33 cm]) without primer or relief cuts and maintain lift resistance; see "Stretchability" on page 6
- Films IJ180C and IJ180Cv3 have Comply™ Adhesive air release channels for fast, easy, bubble-free installations
- Film IJ180Cv3 air release channels are non-visible and have improved air release
- Removable with heat and/or chemicals
- Expected Performance Life of 10 years (unwarranted period for unprinted film with no graphic protection, applied to a flat, vertical, outdoor surface)

Recommended Types of Graphics and End Uses

- Wraps for vehicles, straight trucks, semi-trucks and semi-trailers; emblems or striping
 - Horizontal vehicle wraps when protected with 3M overlaminates 8528, 8548G, 8549L, or 8900
- Walls, indoor and outdoor graphics and signs, including point-of-purchase and displays
- Watercraft graphics (above the static water line only)
- Bus graphics
- Small format original equipment manufacturer's (OEM) decorative and identification graphics, cautionary and safety labeling

When constructed and used as described in this Bulletin, these types of graphics and end uses may be warranted by the 3M™ MCS™ Warranty or the 3M Performance Guarantee. Please read the entire Bulletin for details.

Recommended Compatible Products

See 3Mgraphics.com/warranties for a complete list of compatible products that are approved by 3M for use with the base film covered in this Bulletin and used for the creation of a graphic that may be eligible for the 3M™ MCS™ Warranty or 3M Performance Guarantee.

OEM Inkjet Inks and Printers for the 3M Performance Guarantee

See the [3M Performance Guarantee Matrix](#) for a complete list of compatible OEM Inkjet Inks and Printers that are approved by 3M for use with the base film covered in the Bulletin and used for the creation of a graphic that may be eligible for the 3M Performance Guarantee.



Graphic Protection

- [3M™ Scotchcal™ Gloss Overlamine 8518](#)
- [3M™ Scotchcal™ Luster Overlamine 8519](#)
- [3M™ Scotchcal™ Matte Overlamine 8520](#)
- [3M™ Scotchcal™ Gloss Overlamine 8528](#) *with horizontal vehicle warranty*
- [3M™ Envision™ Gloss Wrap Overlamine 8548G](#) *with horizontal vehicle warranty*
- [3M™ Envision™ Luster Wrap Overlamine 8549L](#) *with horizontal vehicle warranty*
- [3M™ Scotchcal™ Luster Overlamine 8908](#)
- [3M™ Scotchcal™ Matte Overlamine 8909](#)
- [3M™ Scotchcal™ Ultra Matte Overlamine 8915](#)
- [3M™ Screen Print Gloss Clear 1920DR](#)
- [3M™ Screen Print UV Gloss Clear 9740i](#)
- [3M™ Piezo Inkjet Protective Clear 8530](#)
- [3M™ Wrap Overlamine Series 8900](#)

Application Tapes

See [3M Instruction Bulletin AT-1](#) to determine what application tape is recommend for your film or finished graphic.

Other Products

- [3M™ Edge Sealer 3950](#)
- [3M™ Edge Sealer Tape 8914](#)
- [3M™ Vehicle Channel Applicator Tool VCAT-2](#)
- [3M™ Roller S \(small hard roller\)](#)
- [3M™ Roller L \(large hard roller\)](#)
- [3M™ Scotchgard™ Paint Protection Film SGH6](#)

Certificate of 3M™ MCS™ Warranty

Graphics manufacturers who produce digitally printed graphics made with all 3M Graphics Products, including 3M Ink purchased through a qualified 3M Distributor or 3M Printing Partner, may register to be recognized with a Certificate of 3M™ MCS™ Warranty. Only graphics manufacturers having a current Certificate of 3M™ MCS™ Warranty are eligible to extend this warranty to their customers.

NOTE: For non-digitally printed Finished Graphics, check your eligibility for the 3M™ MCS™ Warranty by viewing the 3M Graphics Warranty Period Selector at www.3Mgraphics.com/warranties.

Characteristics

These are typical values for unprocessed product. Processing may change the values.

Physical Characteristics

Characteristic	Value
Material	Cast vinyl
Film Color	White, opaque
Thickness	Without adhesive: 2 mil (0.05 mm) With adhesive: 3–4 mil (0.08–0.10 mm)
Adhesive	Film IJ180: Pressure-activated (slide, tack, snap-up, reposition) Films IJ180C, IJ180Cv3 (all versions): Pressure-activated (slide, tack, snap-up, reposition) with air release channels
Adhesive Color	Gray
Liner	Polyethylene-coated paper
Adhesion, Typical 24 hours after application	ABS 4–5 pounds/inch (0.72–0.89 kg/cm) Acrylic enamel 3–4 pounds/inch (0.54–0.72 kg/cm) Aluminum, anodized 7–8 pounds/inch (1.26–1.43 kg/cm) Aluminum, etched 5–6 pounds/inch (0.89–1.08 kg/cm) Chrome 4–5 pounds/inch (0.72–0.89 kg/cm) Fruehauf pre-painted panels 3–5 pounds/inch (0.54–0.89 kg/cm)
Tensile Strength	5 pounds/inch at 73 °F (0.9kg/cm at 23 °C)
Chemical Resistance	<ul style="list-style-type: none"> Resists mild alkalis, mild acids, and salt Excellent resistance to water (<i>does not include immersion</i>) Resists occasional fuel spills
Flammability	ASTM E84 reports: IJ180 , IJ180C , and IJ180Cv3 or go to the On-line Product Catalog at 3Mgraphics.com All other test reports: call 1-800-328-3908

Application Characteristics

Characteristic	Value
Finished Graphic Application Recommendation	<p>Surface type: flat, with and without rivets, simple curves, compound curves, and corrugations</p> <p>Substrate type: ABS resins, aluminum, chrome, glass, fiberglass reinforced plastics, paint (check adhesion to powder-coated or water-based paints), fiberglass with gel coat</p> <p>Application method: Dry</p> <p>Application temperature: air and substrate</p> <ul style="list-style-type: none"> Flat without rivets: 40–100 °F (4–38 °C) Curves or corrugations with rivets: 50–100 °F (10–38 °C) Compound curves and/or watercraft: 60–90 °F (16–32 °C)
Applied Shrinkage	0.015 inches (0.4 mm)
Temperature Range After Application	-65 to +225 °F (-60 to +107 °C) (not for extended periods of time at the extremes)
Graphic Removal	Removable with heat and/or chemicals from most substrates within the Warranty Period at 50 °F (10 °C) minimum (air and substrate)

Warranty Information

Warranty Coverage Overview

The warranty coverage for eligible graphics is based on the user both reading and following all applicable and current 3M Graphics Product and Instruction Bulletins. The warranty period for eligible graphics is as stated in the 3M Graphics Warranties Matrices at the time that the film was purchased. Information found at [3Mgraphics.com/warranties](https://www.3Mgraphics.com/warranties) includes:

- [3M Graphics Warranties Bulletin](#)
 - This bulletin contains information on limitations and exceptions, and warranty period reductions for 3M Graphics Warranties. The warranty period may be reduced and stipulations may apply for certain constructions and applications, and graphic exposures as covered in this Bulletin.
- [3M Graphics Warranties Selector](#)
 - Use this selector to search for your vertical warranty period by product number, ink type, and ink/printer platform.
- [U.S. Desert Southwest Region Map](#)
 - Use this map of hot, arid desert areas to determine if you are subject to reduced warranted durabilities.

The warranties set forth in this Bulletin are made in lieu of all other express or implied warranties, including any implied warranty of merchantability, fitness for a particular purpose, or arising out of a course of dealing, custom, or usage of trade.

3M Basic Product Warranty

3M Graphics Products are warranted to be free of defects in materials and manufacture at the time of shipment and to meet the specifications stated in its applicable 3M Graphics Product Bulletin and as further set forth in the [3M Graphics Warranties Bulletin](#).

Limited Remedy

The limited remedy applicable to each warranty is addressed in the 3M Graphics Warranties Bulletin found at [3MGraphics.com/warranties](https://www.3Mgraphics.com/warranties).

Limitation of Liability

Except where prohibited by law, 3M SHALL NOT UNDER ANY CIRCUMSTANCES BE LIABLE TO PURCHASER OR USER FOR ANY DIRECT (EXCEPT FOR THE LIMITED REMEDY PROVIDED IN THE 3M GRAPHICS WARRANTIES BULLETIN), INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, LABOR, NON-3M MATERIAL CHARGES, LOSS OF PROFITS, REVENUE, BUSINESS, OPPORTUNITY, OR GOODWILL) RESULTING FROM OR IN ANY WAY RELATED TO 3M'S GRAPHICS PRODUCTS, SERVICES, OR THIS BULLETIN. This limitation of liability applies regardless of the legal or equitable theory under which such losses or damages are sought.

Warranty Period Matrices

See the 3M Graphics Warranties Matrices at [3MGraphics.com/warranties](https://www.3Mgraphics.com/warranties), for vertical warranty period information specific to your film.

Additional Limitations

See the 3M Graphics Warranties Bulletin at [3MGraphics.com/warranties](https://www.3Mgraphics.com/warranties), for terms, additional limitations of your warranty, if any, information on reduced warranties for different exposures, and limitations of liability.

Factors that Affect Graphic Performance Life

The actual performance life of a graphic is affected by:

- the combinations of graphics materials used.
- complete ink drying or curing.
- selection, condition and preparation of the substrate.
- surface texture.
- application methods.
- angle and direction of sun exposure.
- environmental conditions.
- cleaning or maintenance methods.

Graphics Manufacturing



CAUTION

Before using any equipment, always read the manufacturer's instructions for safe operation.

Inkjet Printing

Always read and follow the ink manufacturer's written instructions on usage.

Total Ink Coverage

The maximum recommended total ink coverage for this film is:

- **270%** when printed with all approved 3M solvent inkjet inks.
- **280%** when printed with all approved 3M UV inkjet inks.
- **280%** when printed with all approved 3M latex inkjet inks.
- **250%** when printed on the Mimaki JV5 Series printer with HS ink series ([3M Performance Guarantee](#)).

Do not exceed the recommended total ink coverage for the ink series used on this product. Having too high a total physical ink amount on the product results in media characteristic changes, incomplete drying, overlamine lifting, and/or poor graphic performance. For additional details about total ink coverage, refer to the 3M Product and Instruction Bulletin for 3M inks or the [3M Performance Guarantee Matrix](#) for OEM inks.

Completely Dry Graphics

IMPORTANT NOTE

Incomplete drying can result in graphic failure including curling, increased shrinkage and adhesion failure, which are not covered under any 3M Graphic Warranty.

See the ink's 3M Product and Instruction Bulletin for more details.

Cutting

See [3M Instruction Bulletin 4.1](#) for Sheeting, Scoring and Film Cutting details.

Graphic Protection

Graphic protection may improve the appearance, performance and durability of the graphic. Click on the graphic protection options listed in the "Recommended Compatible Products" on page 1 or see the [3M Graphics Market Product Catalog](#), for more information.

Application Tapes

There are two types of application tapes. See [3M Instruction Bulletin AT-1](#) to determine what application tape is recommended for your film or finished graphic.

Premasking Tape

Increases stiffness during application while preventing stretching and damage. Use when little or no liner is exposed. See [3M Instruction Bulletin 4.3](#) for complete details.

Prespacing Tape

Holds cut and weeded letters or graphics in place during application and after removing the film liner, while preventing stretching and damage. Use when large amounts of liner are exposed. See [3M Instruction Bulletin 4.3](#) for complete details.

Application and Installation

In addition to other 3M Bulletins specified in this document, the following Bulletins provide details that you may need to successfully apply a graphic.

- [3M Instruction Bulletin 5.36](#). Application Techniques for Automobiles, Vans and Buses. Complete the 3M Pre-Installation Inspection Record found in this Instruction Bulletin prior to manufacturing or applying a graphic to an automobile, van, or bus.
- [3M Instruction Bulletin 5.37](#). A Guide to Understanding and Applying Graphics to Common Smooth and Textured Wall Surfaces.
- [3M Instruction Bulletin 5.4](#). Application, Fleet Trucks.
- [3M Instruction Bulletin 5.42](#). Application, Special Considerations for Watercraft. Complete the 3M Pre-Installation Inspection Record found in this Instruction Bulletin prior to manufacturing or applying a graphic to a watercraft.
- [3M Instruction Bulletin 5.5](#). Application, General Procedures for Interior and Exterior Dry Application.
- [3M Product and Instruction Bulletin V-Tools](#). 3M™ Vehicle Channel Applicator Tools.

CAUTION

UV inkjet inks may crack if too much heat is used during graphic application to complex curves and deep contours as well as around rivets. When using heat during application, make sure the film surface temperature does not exceed 212°F (100°C). For best results, **always do a test application** of a printed graphic to determine how much heat can be used without damaging the image.

CAUTION

3M recommends using additional heat in the post-application process for vehicle graphics. During this process, 3M only recommends using a heat gun to make sure the film surface temperature reaches a minimum of 200°F (93°C) and does not exceed 225°F (107°C).

Pressure-activated Adhesive

The pressure activated adhesive on this film offers:

- smooth sliding into position on a substrate;
- fast finger tacking to check position; and
- easy snap-up and repositioning when you need it.

The **snap-up and reposition feature is lost:**

- when firm pressure with a squeegee or other application tool is applied.
- at application temperatures above 100°F (38°C) even if only light finger pressure was used for tacking.
- if any part of the film is removed from the original liner and reapplied to the same or another liner.
- solvent from inkjet ink has not completely dried or cured, which affects both slideability and snap-up.

Working with Air Release Channels

Air release channels are a characteristic of films with Comply™ adhesive that allow trapped air to exit through the edges of the graphic.

- The channels will be damaged and effective air removal affected if you remove and attempt to change liners or reapply the same liner.
- For the best results, always work from the center out to the edges of the graphic to allow trapped air to exit through the air release channels. If the channels are closed off by firm pressure and air is trapped, use an air release tool to aid in removing air bubbles. See [3M Instruction Bulletin 5.4](#) for details.

Video

Click [here](#) to see how 3M's Comply™ adhesive technology works.

Stretchability

Many finished graphic constructions can be stretched without primer or relief cuts and maintain lift resistance.

- For Automobiles, Vans and Buses, see [3M Instruction Bulletin 5.36](#) for details and exceptions.
- For Straight trucks, semi-trucks and semi-trailers, see [3M Instruction Bulletin 5.4](#) for details and exceptions.

3M™ Tape Primer 94

3M recommends that where the film will be stretched, particularly on the edges of the film, use primer to maximize a graphic's bond to its substrate.

Maintenance and Cleaning

Use a cleaner designed for high-quality painted surfaces. The cleaner must be wet, non-abrasive, without strong solvents, and have a pH value between 3 and 11 (neither strongly acidic nor strongly alkaline). See [3M Instruction Bulletin 6.5](#) for details.

Removal

Removal requires heat and/or chemicals. The ease and rate of removal depends on a number of factors. See [3M Instruction Bulletin 6.5](#) for details.

Shelf Life, Storage and Shipping

Shelf Life

The shelf life is **never more than 3 years** from the date of manufacture on the original box.

If you process the film, the shelf life is changed to **1 year** from the processing date, but not later than the 3 year maximum from the manufacturing date.

Storage Conditions

- 40° to 100 °F (4° to 38 °C)
- Out of sunlight
- Clean, dry area
- Original container
- Bring the film to room temperature before use

Shipping Finished Graphics

Flat, or rolled printed side out on 6 inch (15 cm) or larger core. This helps prevent the application tape, if used, from popping off.

Health and Safety



When handling any chemical products, read the manufacturers' container labels and the Safety Data Sheets (SDS) for important health, safety and environmental information. To obtain SDS sheets for 3M products go to 3M.com/SDS, or by mail or in case of an emergency, call 1-800-364-3577 or 1-651-737-6501.

When using any equipment, always follow the manufacturers' instructions for safe operation.

Bulletin Change Summary

For the most current 3M Technical Information available to successfully use this product, please view this Bulletin electronically and click on the blue underlined links to view the relevant documents.

Release Q OCT-2015:

- Added 3M™ Wrap Overlamine Series 8900 to "Graphic Protection" on page 2.

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