

August 15, 2006

To the Honorable Common Council  
Zoning, Neighborhoods and Development Committee  
City of Milwaukee

Dear Committee Members:

File No. 060526 permits a minor modification to the Detailed Planned Development known as Columbia St. Mary's Prospect West, Phase 1, located on the North Side of East North Avenue and West of North Prospect Avenue, in the 3rd Aldermanic District.

This file allows for the final approval of building mounted signage, wayfinding and graphics plans for Whole Foods Market, which meet the specifications for wall signs previously approved for the Detailed Planned Development. The currently sponsored Minor Modification only allows for Whole Foods signage, however, the architect is requesting approval of all Columbia St. Mary's signage per a proposed substitute resolution. Although the two freestanding signs (one for Whole Foods and one for Columbia St. Mary's) were submitted as part of this Minor Modification, they were not approved as part of the Detailed Planned Development.

Since the proposal is consistent with the approved Detailed Planned Development, the City Plan Commission at its regular meeting on August 14, 2006, recommended approval of the Whole Foods signage, in addition to Columbia St. Mary's wall signage, if the alderman will sponsor the substitute resolution.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. D'Amato