

**First Amendment to the Master Sign Program (MSP) Overlay
File No. 130633
Salem Lutheran Church
6840 North 107th Street**

In 2007, a Master Sign Program was established to permit one, 12 foot high, 3-sided monument sign on the Salem Lutheran Church site (FN 071409). The zoning code limits freestanding signage in residential zoning to a maximum of one sign with a height of 6 feet and a maximum area of 24-36 square feet. However, this is a large, 6.7 acre site with two land uses (church and school) that are setback a significant distance from the roadway and from the neighboring land uses. Therefore, it is appropriate to permit signage that exceeds the height and area requirements of standard zoning.

The originally approved, 3-sided monument sign as part of the MSP replaced three existing, non-illuminated wood signs. Specifically, the dimensions of the new monument sign are 12 feet in height by 9 feet, 2 inches in width. The top portion of the sign is internally illuminated and says, "Salem Ev. Lutheran Church & School" and has a cross. The middle section of the sign is a 1 foot, 10 inch high LED reader sign that advertises service hours and other pertinent information. The bottom portion of the sign is also illuminated, and shows the church's address, 6840 North 107th Street. The sign is installed at the corner of North 107th Street and West Fond du Lac Avenue.

Salem Lutheran Church is requesting an amendment to the current MSP for the property located at 6840 North 107th Street in the city of Milwaukee to add additional signage to the site. This year, the Church would like to install a 5 foot by 3 foot aluminum faced entrance sign with reflective lettering at their driveway on the southwest corner of the property. Visitors and emergency responders have difficulties finding the addresses since the buildings are set off the road and the view is blocked by the Historical church building.

In the future, the church may construct an exit sign at the other drive on North 107th Street; about 150 feet north of the entrance sign to limit the confusion drivers have with entering the premises. It would be of the same design and color as the entrance sign, and would be approximately 3' by 3'. This sign will be submitted to DCD staff for review and approval in advance of installation.

Finally, the Church has a driveway coming off of Fond du Lac Avenue, which isn't for common use now, but plans are designed to use it in the future. At that time, the Church would like to install a similar entrance sign, 3' wide by 5' high aluminum faced with reflective lettering. This sign will be submitted to DCD staff for review and approval in advance of installation.