

April 7, 2004

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

Dear Committee Members:

Attached is File No. 031447, being a substitute ordinance relating to the Second Amendment to the Detailed Planned Development (DPD), Phase 1, known as Milwaukee Metro Center, on land located on the North Side of West Metro Boulevard and East of U.S. Highway 41 and 45, in the 15th Aldermanic District.

This amendment to the detailed plan would allow for the removal of the existing freestanding Hummer sign located on the west side of the site to be replaced with an off premise sign advertising Bergstrom Chevrolet. The proposed off premise sign is a Type A sign measuring 24 feet in height and about 90 square feet in area, which is consistent with the existing freestanding Hummer sign.

On Monday March 8, 2004, the City Plan Commission held a public hearing. At that time, no one spoke in opposition to the proposed amendment. Since this proposed amendment to the detailed plan is consistent with City plans for the area and the general plan standards, the City Plan Commission at its regular meeting on March 8, 2004 recommended approval of the attached substitute ordinance conditioned on providing details of the proposed sign.

Sincerely,

Patricia S. Algiers
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Nardelli