

**Exhibit A**  
**File No. 241040**  
**4<sup>th</sup> Amendment to the General Planned Development known as Kilbourn Square**  
**2303 W. State St.**  
**November 25, 2024**

**Previous File History**

This site is part of the Planned Development known as Kilbourn Square. More specifically, a General Planned Development (GPD) was established in 1999 for the entire campus and serves as an overall zoning guide for items including but not limited to signage, allowable uses, and other development standards. Additionally, there are three Detailed Planned Developments (DPDs) that have been established for the various phases within Kilbourn Square. Phase 1 covers the easternmost part of the campus that is occupied by Milwaukee Academy of Science. Phase 2 covers the southwest part of the campus along with one parcel north of W. State Street, east of N. 22<sup>nd</sup> Street, and Phase 3 covers the balance of the campus, generally west of N. 23<sup>rd</sup> Street, south of W. State Street. Each of the DPD phases has been amended or modified over time.

An existing parking lot located on the west side of N. 23<sup>rd</sup> Street, south of W. State Street, remains zoned General Planned Development and is the subject of this GPD amendment. It had previously been part of the Kilbourn Square, Phase 3 DPD but was rezoned back to GPD in 2012 to allow a conceptual residential development on the lot, which has not yet occurred and will require a future change in zoning to DPD when it does.

The Kilbourn Square GPD file history is as follows:

- File No. 981288 – established the GPD (approved in 3/1999)
- File No. 001733 – 1<sup>st</sup> Amendment to GPD to revise the allowable use list (approved in 9/2001)
- File No. 021630 – 2<sup>nd</sup> Amendment to GPD to revise the allowable use list (approved in 5/2003)
- File No. 111112 – 3<sup>rd</sup> Amendment to GPD to change the zoning of the subject site (2303 W. State St.) from DPD – Kilbourn Square Phase 3 back to GPD to approve conceptual plans for a potential future residential development. The existing parking lot will continue to be utilized until that development occurs. (approved in 1/2012).

This Amendment only changes the allowable freestanding signage for the existing parking lot located at 2303 W. State Street. Reference prior GPD amendments for all other GPD standards and allowable uses, including parameters for a future residential development on the subject site.

**Proposal Summary**

City on a Hill, a nonprofit agency that provides services including but not limited to free dental care services, mental health services, medical care, youth employment and development services, and skills building and parenting services. They have been at this location since December 29<sup>th</sup>, 2000, and have offices on the east side of N. 23<sup>rd</sup> Street. They own and utilize the existing parking lot at the subject site.

The purpose of this GPD amendment is to allow one new automatic changeable message freestanding sign and memorialize the allowance of an existing noncompliant freestanding sign along the perimeter of the existing parking lot at 2303 W. State Street. The 3<sup>rd</sup> Amendment to the GPD was specific to a potential future residential development, and when that is ready to occur, outlines specifically that the signs for that development will be monument-style. It also notes that all signage within the campus, including this site, will be consistent with an integrated mixed use development and comply with the

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signage standards included in the original GPD narrative exhibit (File No. 981288). These rules remain applicable to this existing parking lot, as the residential development has not yet occurred.

Currently, there is one freestanding sign at the entrance location mid-block along N. 23<sup>rd</sup> Street, which has been on the site for several years though it does not comply with the GPD standards as it is not a monument sign. City on a Hill is requesting to update the sign face plates and memorialize the allowance of this sign. Additionally, they are requesting to add an automatic changeable message sign at the corner of W. State St. and N. 23<sup>rd</sup> Street. The GPD prohibits automatic changeable message signs and requires freestanding signs to be monument-style.

### Sign Details:

1. Existing sign at the south entrance along N. 23<sup>rd</sup> St (currently noncompliant):
  - a. Material – Aluminum posts and aluminum panel (painted dark grey)
  - b. Dimensions – approximately 7'-4" wide x 10'-1" tall
  - c. Allowances for sign faces
    - i. Aluminum Composite Material (ACM) panel w/ [V-1 - V-5] vinyl graphics applied 1st surface or direct print graphics
    - ii. Flush mount panel to existing sign structure w/ fasteners through face, paint exposed fasteners to match sign face
    - iii. Prep and paint existing sign structure (Matthews Black)
    - iv. Sign face may have multiple tenant panels for use by whomever utilizes the lot.
2. New changeable message sign:
  - a. Sign will be located at the corner of N. 23<sup>rd</sup> Street and W. State Street as shown on the site plan, and will be placed outside of the vision triangle and entirely on private property.
  - b. Messaging will be on-premise only. Off-premise messaging is prohibited.
  - c. Sign is subject to the standards in s. 295-407-4 of the zoning code. Additionally, messages will remain static when displayed and will change only at set intervals of not less than once every 8 seconds, per MCO s. 295-407-4-c-1.
  - d. Sign will have a maximum overall height of 6' and sign/display area will not exceed 32 square feet.
  - e. The monument base of the sign will be constructed with masonry brick.

### **Reason for Sign Request**

City on a Hill seeks to retain the existing sign at the N. 23<sup>rd</sup> Street entrance and repurpose it as a single-face panel sign to direct employees and visitors to our parking lot. While the primary use of the sign will be for City on a Hill, it may also include future tenants' names if needed to guide their employees or visitors to the parking area. Additionally, they are proposing to install a new monument-style electronic message sign like those permitted for Milwaukee Public Schools (MPS).

### **Memorialize the existing sign along N. 23<sup>rd</sup> Street:**

1. **Description:** There is an existing sign located along 23<sup>rd</sup> Street that lacks a clear permit history and does not comply with the current GPD signage rules. It is a Type B freestanding sign with Type B face panels.

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2. **Action Requested:** We seek to include this sign in our zoning amendment request to bring it into full compliance with city regulations. This involves obtaining the necessary permits and ensuring the sign meets all applicable standards under the revised GPD.
3. **Rationale:** By formalizing the status of the existing sign, we aim to rectify any past oversights and ensure all signage on our property adheres to legal and aesthetic standards. This action reflects our dedication to compliance and community responsibility.

### **Rationale for the allowance of a new automatic changeable message sign request is as follows:**

1. **Functionality:** The sign will display static messages that can be updated periodically to communicate important information about City on a Hill's services, events, and community programs. Importantly, it will not feature scrolling messages, moving images, flashing lights, or any animations. Messages will remain static when displayed and will change only at set intervals of not less than once every 8 seconds.
2. **Acknowledgment of Zoning Restrictions:** We understand that the current zoning does not formally allow Electronic Message Centers, possibly due to concerns about the distracting nature of moving and flashing images. Our proposed sign specifically addresses these concerns by eliminating such features, ensuring it does not cause distractions or disturbances in the surrounding area.
3. **Communication and Engagement:** This new sign will enhance our ability to engage with the local community by providing timely updates on health services, educational programs, safety alerts, and community events. By adhering to the design standards of MPS signs and respecting zoning intentions, we aim to integrate a communication tool that is both effective and compatible with the community's character.
4. **Consistency with Surrounding Character:** While the GPD currently prohibits such signs, the proposed electronic message sign has been designed to blend with the architectural and aesthetic character of the surrounding Kilbourn Square development. The sign's design ensures it is not obtrusive and complements the visual harmony of the neighborhood.
5. **Technological Advancement:** The use of modern electronic signage aligns with the city's goals of integrating technology to improve communication and operational efficiency. This sign represents an advancement from static signage, providing a versatile and adaptive communication platform that can respond to the community's evolving needs. Our collaboration with the CDGA, ReCast, and Summer of Healing programs with the City of Milwaukee and the Behavioral Health Services (BHS) at Milwaukee County inform our thinking that more robust communication mediums are needed for our community to leverage available resources at this critical time.

### **Compliance with zoning intent:**

- **Consistency with Neighborhood Character:** Both signs will be designed to align with the architectural and aesthetic character of the Kilbourn Square area. The new monument-style

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sign's dimensions and style are modeled after MPS guidelines, which are accepted standards within the community.

- **Addressing Zoning Concerns:** We acknowledge that the zoning restrictions on Electronic Message Centers may stem from concerns about moving or flashing images causing distractions. By ensuring our sign does not include these features, we are respecting the intent of the zoning code and mitigating potential issues.
- **Clarification of Process:** Based on guidance from city officials, we are pursuing an amendment to the GPD zoning to accommodate the proposed signage. This approach ensures that we follow the appropriate procedures and regulations.
- **Commitment to Collaboration:** We welcome any questions or input from city officials and are committed to working collaboratively to ensure the proposed sign meets all requirements and addresses any concerns. Our signage partner, Marshall Sign, is also available to provide detailed specifications and answer technical questions.

### Community benefits:

- **Improved Access to Services:** Enhanced visibility of our programs will lead to greater utilization of health, dental, mental health, and social services, contributing to better health outcomes and quality of life in the community.
- **Support for Youth and Employment Programs:** Promoting our youth employment and development services will provide more opportunities for local youth to engage in meaningful activities, gain skills, and find employment, which benefits the broader local economy.
- **Safety and Emergency Communication:** The ability to display real-time safety alerts and emergency information will enhance community safety and preparedness.

The requested zoning amendment to include both the new monument-style electronic message sign and the existing sign along 23rd Street is integral to advancing City on a Hill's mission and supporting the needs of the community. By explicitly addressing zoning concerns and designing the sign to avoid features that may have led to the initial restrictions, we believe this proposal balances our communication needs with the city's zoning intentions and the neighborhood's aesthetic values.

We are committed to working with city officials to ensure full compliance and to contributing positively to the Kilbourn Square area.

### District Standards (s. 295-907):

Proposed uses:	Unchanged. Refer to previous GPD files. Site continues to be used as a surface parking lot.
Density (sq. ft. of lot area/dwelling unit):	N/A for existing parking lot. 3 <sup>rd</sup> Amend. to GPD still applies with respect to potential future residential development.
Space between structures:	N/A for existing parking lot. 3 <sup>rd</sup> Amend. to GPD still applies with respect to potential future residential development.

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<p>Anticipated setbacks (approximately):</p>	<p>This site is an existing parking lot. 3<sup>rd</sup> Amend. to GPD still applies with respect to potential future residential development.</p> <p>North: Unchanged          South: Unchanged          East: Unchanged          West: Unchanged</p>
<p>Screening:</p>	<p>Unchanged.</p> <p>Utilitarian objects and mechanical units visible from public streets shall be properly screened. The zoning code standards for screening of objects and other elements shall be used as a baseline for any necessary screening. Details will be provided in the DPD exhibits.</p>
<p>Open space:</p>	<p>Unchanged.</p> <p>Open spaces shall be designed appropriately based on the intended use and the purpose they will serve. Details will be provided in the DPD exhibits.</p>
<p>Circulation, parking and loading:</p>	<p>Pedestrian access: Pedestrian access to the parking lot is available at the 3 vehicular entrances where there are breaks in the perimeter fencing and at 1 sidewalk entrance where the fence perimeter is broken off of N 23<sup>rd</sup> St where lot abuts the black fenced parking lot.</p> <p>Automobile access and parking: There are 2 existing vehicular access points from N. 23<sup>rd</sup> Street and one access point along N. 24<sup>th</sup> Street. No new access points are planned.</p> <p>Bicycle parking: Bicycle parking is provided on the East side of 23<sup>rd</sup> Street, to the side of our 940-building entrance and contains space to secure/store up to 12 bicycles. If additional bike parking is requested we would be open to adding this along the East fence surround our parking lot. Space could be provided for 24+ bikes if required.</p> <p>Loading (deliveries, move in-/outs if residential, trash removal): N/A – there are not any trash bins within the parking lot, and loading does not typically occur within the lot.</p>
<p>General landscaping standards for all buffers and parking lots:</p>	<p>The original GPD states that the perimeter of the site was to be upgraded with decorative metal fencing and additional landscaping. This remains part of City on a Hill’s long term vision for the site, and they recognize the importance of enhancing the site’s appearance and plan to integrate these elements as resources allow. The replacement fence is envisioned to be either new black decorative or black chain-linked fencing with access gates.</p> <p>In the shorter term, City on a Hill will enhance the landscaping with the planting of shrubs along the W. State Street edge of the parking lot where there currently are some existing trees and a grass border.</p>

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	<p>City on a Hill will work with DCD staff to finalize the landscape plans for this north edge of the lot.</p> <p>All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.</p> <p>The existing site or interim condition must be maintained in an orderly fashion consistent with the zoning standards of the site prior to rezoning to GPD, including all existing turf and landscaping, until such time that future development occurs.</p>
Lighting:	<p>No changes are proposed to the existing parking lot lighting, which includes halogen and LED light poles.</p> <p>Lighting shall comply with s. 295-409 of the zoning code. Lighting details will be provided in the DPD exhibits.</p>
Anticipated signs (type, square footage, quantity and placement):	<p>Freestanding signs: This GPD amendment allows for 2 freestanding signs, one of which exists at the entrance along N. 23<sup>rd</sup> Street as described above and the other is a new automatic changeable message sign at the corner of N. 23<sup>rd</sup> St. and W. State St., also described above. The sign will have a masonry brick monument base, maximum overall height of 6’, and maximum 32 square foot sign face.</p> <p>Building wall signs: N/A</p> <p>Temporary signs: N/A</p> <p>Other signs: N/A</p> <p>Illumination: LED internally illuminated</p>

**Site Statistics:**

Gross land area:	Approx. 102,500 sf
Maximum amount of land covered by principal buildings (approx.):	Sq. ft.: 32 (existing guard shack) % of site: less than 1%
Maximum amount of land devoted to parking, drives and parking structures (approx.):	Sq. ft.: 89,500 (note: this was calculated utilizing Google Earth and taken dimensions of the entire parking lot including sidewalks. Drives were calculated using roughly 12’ wide by length of vehicle paths through the lot. Parking spaces were derived using the average parking space dimensions of 9’ x 18’, then divided by the total parking lot square feet minus drives. % of site: 79%

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Minimum amount of land devoted to landscaped open space (approx.):	Sq. ft.: 4,590 (note: this was calculated via measurements of all areas currently covered with grass or trees) % of site: 4%
Max. dwelling units per building and overall:	N/A for existing parking lot. 3 <sup>rd</sup> Amend. to GPD still applies with respect to potential future residential development.
Max. proposed dwelling unit density (lot area per dwelling unit):	N/A for existing parking lot. 3 <sup>rd</sup> Amend. to GPD still applies with respect to potential future residential development.
Proposed number of buildings:	N/A for existing parking lot. 3 <sup>rd</sup> Amend. to GPD still applies with respect to potential future residential development.
Bedrooms per unit (anticipated unit mix):	N/A for existing parking lot. 3 <sup>rd</sup> Amend. to GPD still applies with respect to potential future residential development.
Parking spaces provided (approx):	Automobile spaces: 405 Ratio per residential unit: N/A Spaces per 1000 sq ft for non-residential uses: 3.6 based on building sqft of approx. 113,000 sqft (estimated sf of the 4 buildings utilized by City on a Hill)