



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

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November 16, 2018

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 180881 relates to a Minor Modification to the Detailed Planned Development (DPD) known as Westlawn Revitalization - Phase I to modify the signage standards to allow a digital sign for the building located at 5560 North 62nd Street, on the south side of West Silver Spring Drive between North 60th Street and North 64th Street, in the 2nd Aldermanic District.

This minor modification was requested by the Housing Authority of the City of Milwaukee (HACM) and will modify the signage standards for the building located at 5560 North 62nd Street, on the east side of Westlawn. More specifically, HACM is requesting approval of one Type B digital sign that will be installed on the sign band/canopy of a commercial office space within an existing multifamily building located at 5560 North 62nd Street at Westlawn Gardens. Currently, the allowable building wall signage is restricted to Type A. The north facing commercial space is the new home for the Choice Neighborhood Initiative (CNI) offices (6131 West Silver Spring Drive). This office will be used to promote activities of the CNI, a place-based initiative to redevelop the Westlawn public housing neighborhood and to improve quality of life in the surrounding area. The proposed sign is another tool to reach out to the greater community that this office serves. A color, scrolling text LED sign (not to exceed 2 feet in height by 24 feet in length) that could be programmed with upcoming neighborhood activities, community meetings, and opportunities is the desired technology at this location. The sign will follow the standards set forth in the zoning code with respect to frequency of change and content displayed on the sign.

Since the proposed sign will assist the CNI office with respect to advertising programs and other components of the initiative, the City Plan Commission at its regular meeting on November 12, 2018 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Johnson

