



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

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May 4, 2016

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

Dear Committee Members:

File No. 151884 relates to a Minor Modification to the Detailed Planned Development (DPD) known as Columbia St. Mary's Prospect West, Phase 1 to permit additional signage for the Medical Commons parking structure at 2311 North Prospect Avenue, located on the north side of East North Avenue, west of North Prospect Avenue, in the 3rd Aldermanic District.

Columbia St. Mary's is requesting a minor modification to the DPD known as Columbia St. Mary's Prospect West, Phase 1 to allow for two projecting parking identification signs, to be located near the medical commons parking entrance along North Prospect Avenue (the Whole Foods parking will remain available exclusively to its customers). The reason for this request is to increase awareness of public parking availability, location, and pertinent costs (if any).

Both signs will be projecting. One sign will be a red circle, measuring 3'6" in diameter, with the letter "P". This sign will be internally illuminated with white LEDs. Below the circular sign will be a programmable text display, with red text, measuring 3'6" in width and 1'9" in height. The sign will change messages to note times that parking will be free and available to the public.

The East Side Architectural Review Board (ARB) reviewed the signs and determined that the design, materials and colors proposed are consistent with the design guidelines by the district. A Certificate of Appropriateness (COA) was issued for the two signs.

Since the minor modification is necessary to direct customers to public parking within the structure at applicable times, the City Plan Commission at its regular meeting on April 15, 2016 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Kovac

