

**Exhibit A
File No. 201281**

**Minor Modification to a Detailed Planned Development known as Renaissance's Lafayette Place
1918 E. Lafayette Pl., 2036 N. Prospect Ave.
2.9.2021**

Previous File History and Project Summary

A Detailed Planned Development (DPD; File No. 050580) was established in 2005 to permit 2, 20-story multi-family buildings and townhomes for a total of 313 units. The DPD established, among other things, signage standards for the building and site. While the DPD zoning contemplated building wall signage, it did not include provisions for signage at the corner of the site (Lafayette and Prospect). Additionally, the approved projecting sign will be relocated from Prospect Avenue to Lafayette Place. The purpose of this minor modification is to allow wall signs to be affixed to the low garden walls adjacent to the townhomes at the corner of Lafayette and Prospect as well as the relocation of the projecting sign.

Minor Modification Summary

This minor modification acknowledges the relocation of a projecting sign that is allowed per the DPD zoning as well as approves two wall signs to be affixed to the low garden wall at the corner of Lafayette and Prospect.

Proposed Changes

Projecting sign:

- The DPD zoning currently allows a projecting sign but noted that it would be placed adjacent to the entrance along Prospect Avenue. This projecting sign will instead be placed adjacent to the residential entrance on Lafayette Place.
- The sign will be 144" high and 24" wide, with a total square footage of 24 square feet. It will be constructed of aluminum, acrylic and vinyl and will be illuminated with LEDs. It will meet the requirements of being installed 10' above grade, will not projecting more than 24" into the right of way (244.11.2)

Wall signs:

- This minor modification will allow two wall signs to be attached to the existing garden walls at the corner of Lafayette and Prospect. The garden walls are approximately 5' from the property line.
- The wall signs will be cabinet boxes, measuring 2' high, 14' wide and 3" deep, constructed of aluminum and internally lit with LED lighting.

All other aspects of the DPD will remain unchanged.



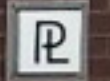
Prospect Ave



Lafayette Pl.



1900





1900





Qty: 2



www.Innovative-Signs.com

Client
Park Lafayette Tower
Front On Brick Sign
EST/ORD #
EST - 5829

Size
168.0" x 24.0"

Sides
 S/S D/S

Quantity
 1 2 3 4 5 88

Materials & Specs
Cabinet Box
- 3" Deep Aluminum Cabinet Box
- Cabinet Painted MP Silver Surfer
- 1" Deep Elegance Halo Lit Letters with Black Letter Face's
- Flush Mounted Letters
- Routed Out and Casacryl Backed Tagline
- Cabinet Box has a Shoebox Installation

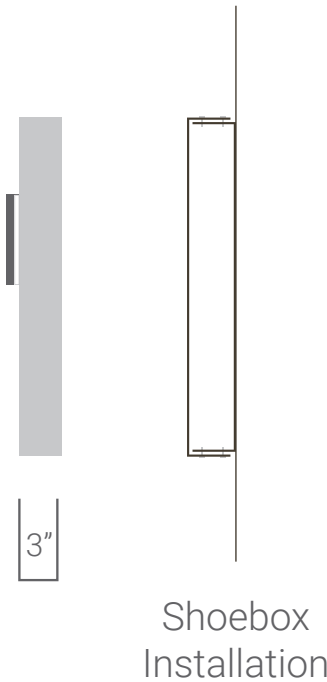
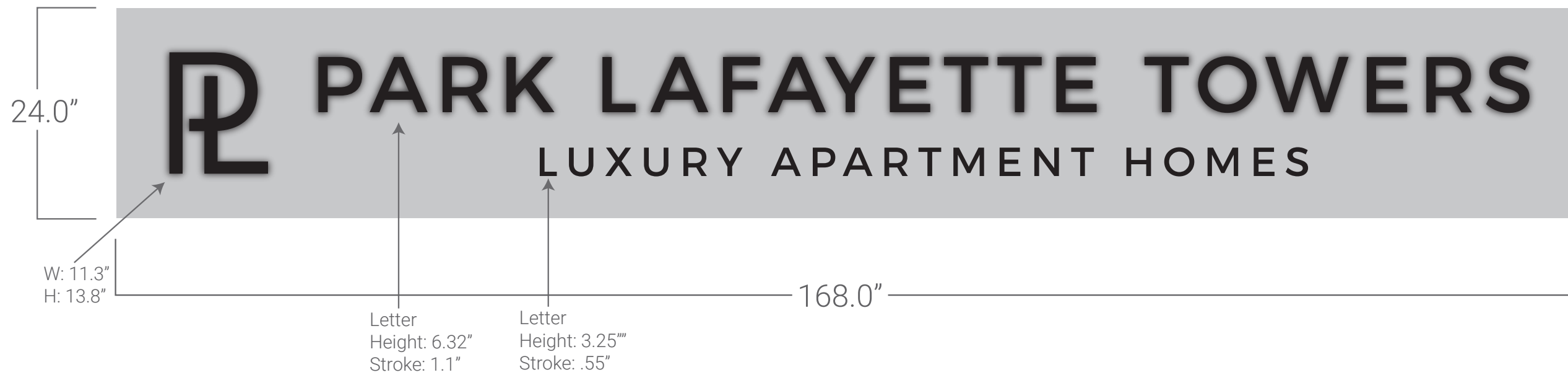
Colors
 Black
 MP 33172 Silver Surfer
 Casacryl
(White at Night)

Designer - Date
Brian Harrigan
02/08/2021

Project Manager
Beth D.

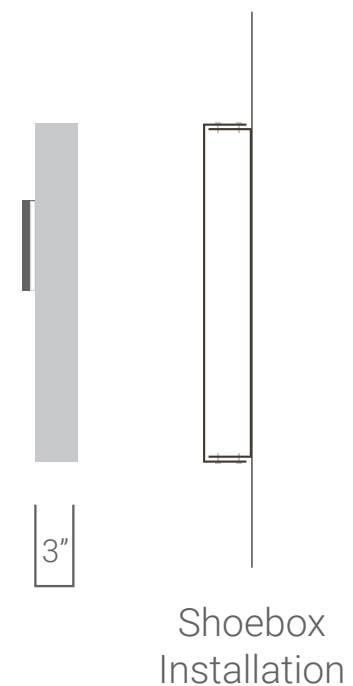


Qty: 2





Qty: 2



www.Innovative-Signs.com

Client
Park Lafayette Tower
Front On Brick Sign
EST/ORD #
EST - 5829

Size
168.0" x 24.0"

Sides
 S/S D/S

Quantity
 1 2 3 4 5 88

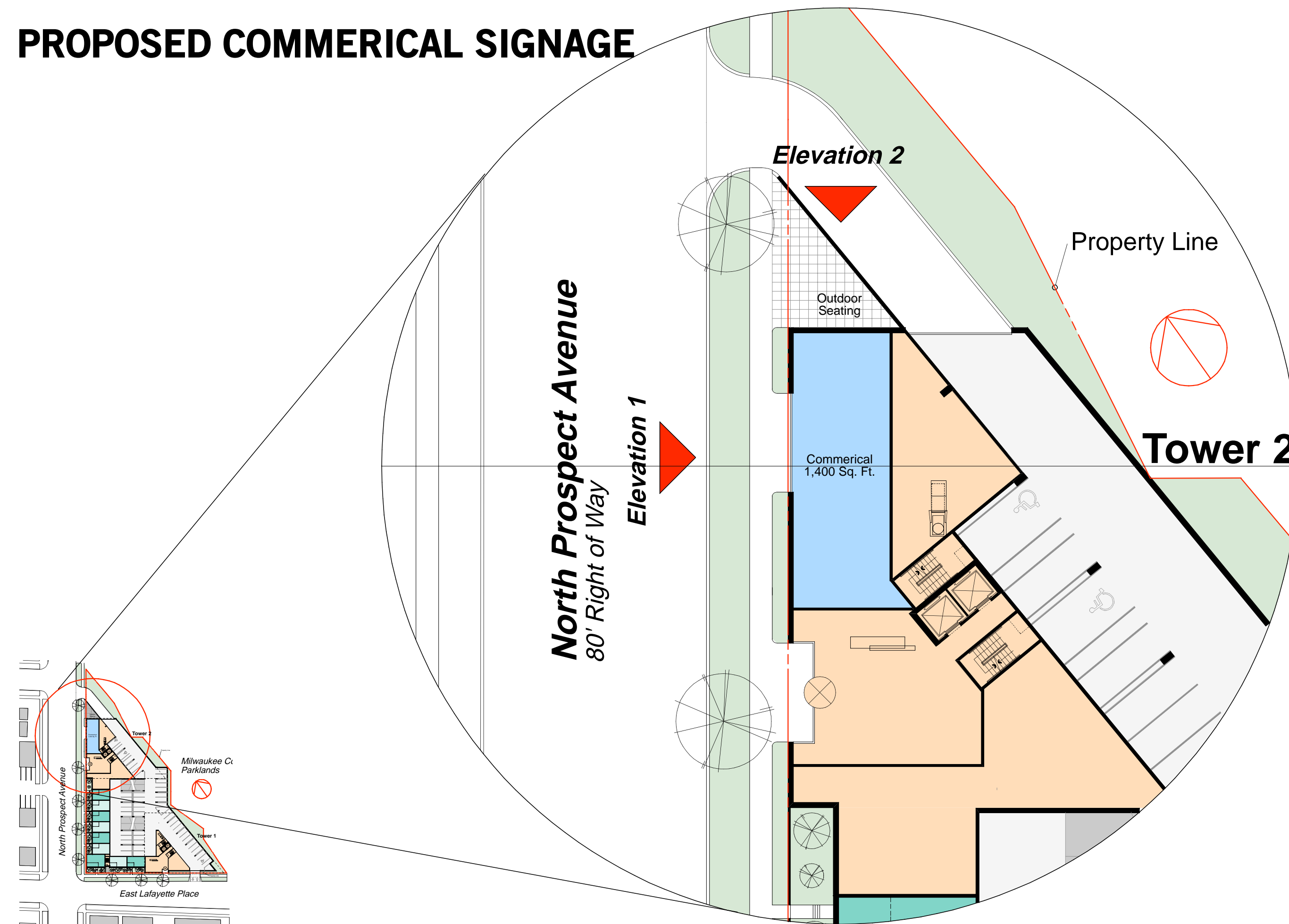
Materials & Specs
Cabinet Box
- 3" Deep Aluminum Cabinet Box
- Cabinet Painted MP Silver Surfer
- 1" Deep Elegance Halo Lit Letters with Black Letter Face's
- Flush Mounted Letters
- Routed Out and Casacryl Backed Tagline
- Cabinet Box has a Shoebox Installation

Colors
 Black
 MP 33172 Silver Surfer
 Casacryl
(White at Night)

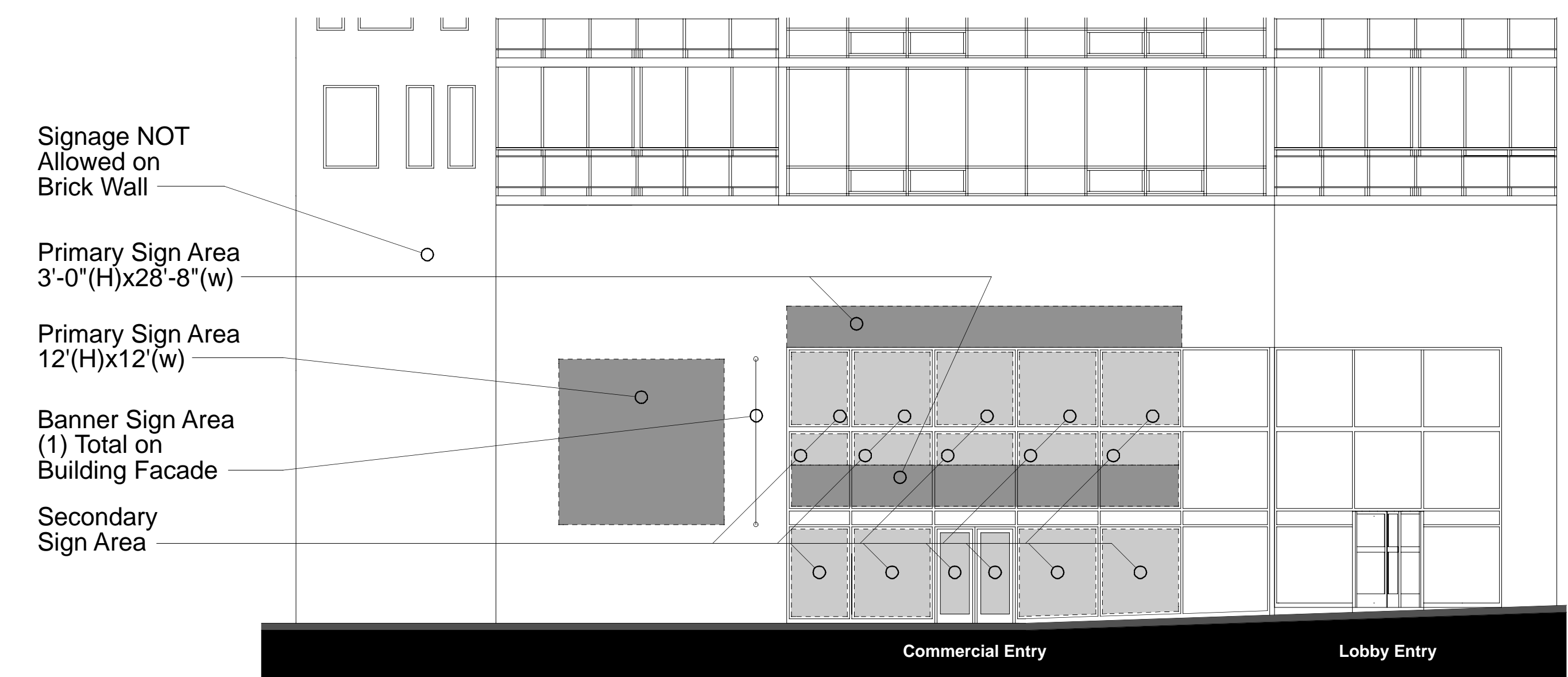
Designer - Date
Brian Harrigan
11/19/2020

Project Manager
Beth D.

PROPOSED COMMERCIAL SIGNAGE



Original signage proposed in 2005



Elevation 1
Primary Commercial Storefront Entry - North Prospect Avenue
Scale: 1/8"=1'-0"

Key Plan

Commercial Signage Plan
Scale= 1"=20'



Area of Visual Merchandizing Guidelines

The area of visual merchandising runs the full width of the storefront and 5'-0" into the leased premises. It includes all display windows and retail graphics, display fixtures, signs, materials, finishes, color and lighting fixtures within the area.

Sale and temporary event signs should be behind the zone, and no sale and temporary signs shall be taped or suction cupped onto the display windows, or hang from the storefront ceiling.



The use of the following materials is discouraged within the merchandise zone.

- Slatwall or slatwall fixture systems
- Stucco finish (unless approved by Landlord in writing)
- Wood grain plastic laminates
- Metal laminate wallboard
- Plastic laminate
- Simulated brick, stone or wood
- Cork or cork tile
- Plywood paneling or texture 1-11 plywood
- Carpeting on walls
- Pegboard walls and pegboard fixture
- Wood shingles or shakes
- Field painted aluminum
- Metal shelving
- Mirror walls



Cash wrap counters are discouraged in the merchandising zone.

No fluorescent lighting will be permitted within the merchandising zone.



Storefront Lighting Standards

Lighting must be tasteful and designed to enhance your storefront and the retail streetscape.

- Lighting must be appropriate to the building and must complement the architecture.
- Lighting must be stationary and not moving or animated in any form.
- Visible suspended fluorescent tubes will NOT be approved.
- Visible suspended neon tubes are NOT encouraged.

Storefront Signage Examples

Signage Guidelines

Encouraged:

- Cut metal letterforms, freestanding or pin-mounted.
- Cut metal logotypes, applied or pin-mounted.
- Wall mounted metal or porcelain enamel plaques.
- Stencil cut metal, visible from one side.
- Sandblasted metal or glass.
- Metal channel letters with halo illumination.
- Screenprinted logotypes on canvas awnings.
- Screenprinted logotypes on canvas banners.
- Screenprinted or gold leafed logotypes on glass.
- Clean, simple, minimally visible attachments.
- Hardware matching adjacent sign finishes, use mounting hardware that will NOT rust.
- Satin finished metals rather than highly polished finishes.

Discouraged:

- Plastic signfaces or signboxes.
- Internally illuminated plastic letters or signfaces.
- Formed or injection molded plastic signs.
- Paper or nylon signs or banners.
- Animated, flashing, blinking, rotating or audible signs.
- Signs with exposed lamps or tubing.
- Advertising pacards, banners, pennants, sale or other temporary signs.
- Signs projecting beyond lease line.

Signage Guidelines Continued

Pin-mounted Letterforms Encouraged:

- Pin-mounted letterforms on a colored plaque.
- Pin-mounted letterforms freestanding of a satin finished natural metal.
- Pin-mounted letterforms or prismatic letterforms mounted off the face of the storefront. Metals for mounting pins that will rust in the Milwaukee weather which will create unsightly streaks on the exterior finish materials of the building are NOT Allowed.

Graphics on Glass:

Graphics on the interior surface of storefront glass should be tasteful and minimal. Signage in this format is pedestrian friendly and smaller graphics frequently draw the viewer closer to a window display thereby engaging them in the merchandising zone.

This may serve as the only storefront identification in subtle form.

May potentially create an interesting play of light and shadows.

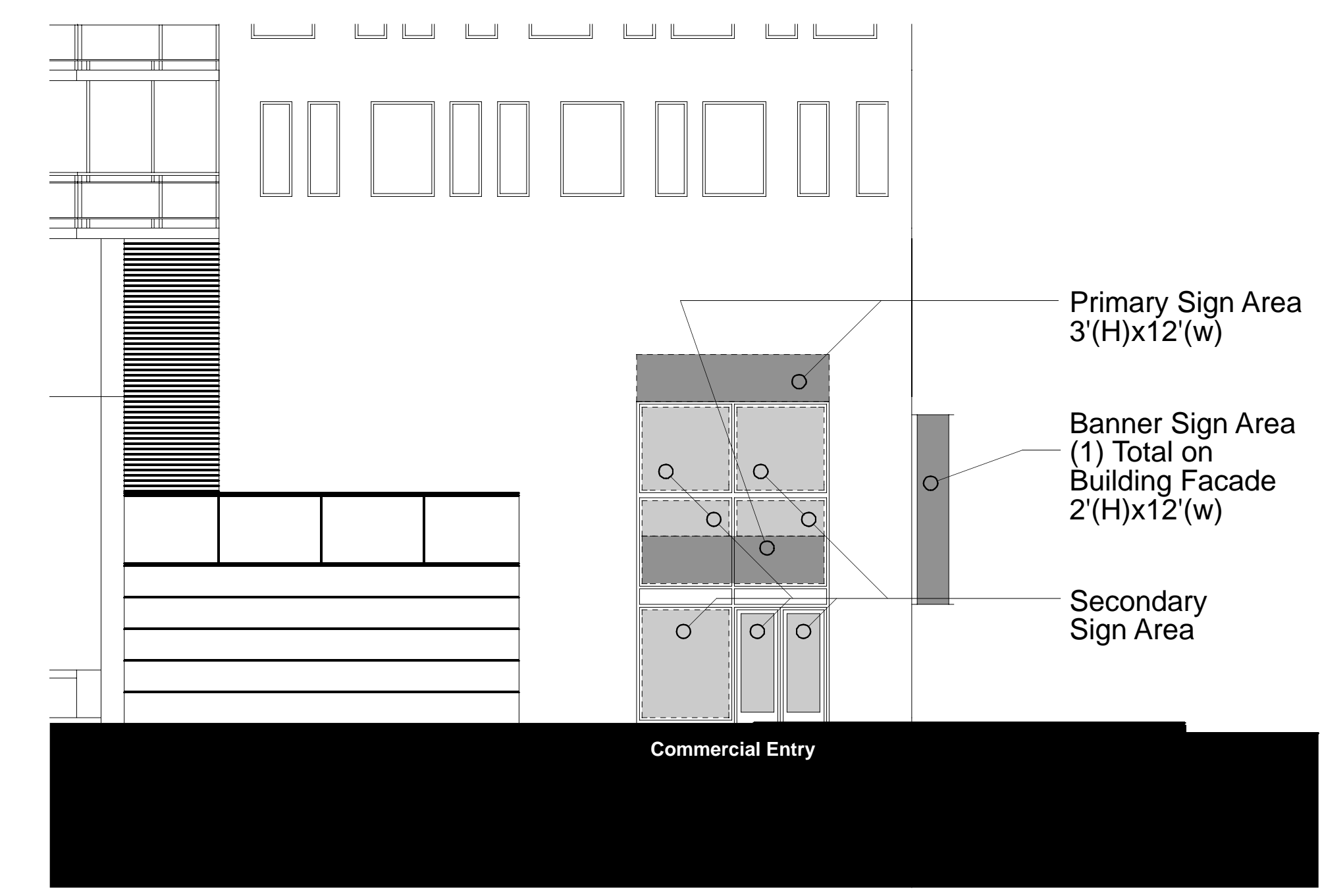
May serve as the only storefront identification in a very visible position on the storefront windows.

The larger scale and repetition of these graphics on glass are discouraged.

Encouraged Signage:

Halo lit letterforms pin-mounted off the building facade. This style of signage may be selectively lit with a secondary light source.

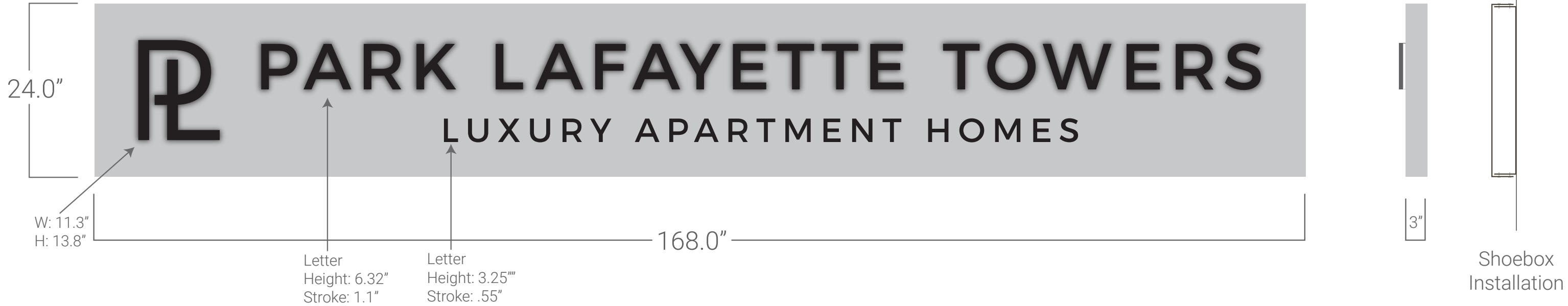
Stencil cut letters or numerals in a metal sign band add a tactile quality to a storefront.



Elevation 2
Secondary Commercial Entry - From North Prospect Avenue
Scale: 1/8"=1'-0"



Qty: 2



Client
Park Lafayette Tower
Front On Brick Sign
EST/ORD #
EST - 5829

Size
168.0" x 24.0"

Sides
 S/S D/S

Quantity
 1 2 3 4 5 88

Materials & Specs
Cabinet Box
- 3" Deep Aluminum Cabinet Box
- Cabinet Painted MP Silver Surfer
- 1" Deep Elegance Halo Lit Letters with Black Letter Face's
- Flush Mounted Letters
- Routed Out and Casacryl Backed Tagline
- Cabinet Box has a Shoobox Installation

Colors
 Black
 MP 33172 Silver Surfer
 Casacryl (White at Night)

Designer - Date
Brian Harrigan
11/19/2020

Project Manager
Beth D.