

File Number 252012. A substitute resolution relating to a Minor Modification to the Detailed Planned Development known as St. Rita Square to allow additional building signage on the existing building located at 728 East Pleasant Street, on the north side of East Pleasant Street, east of North Van Buren Street, in the 3rd Aldermanic District.

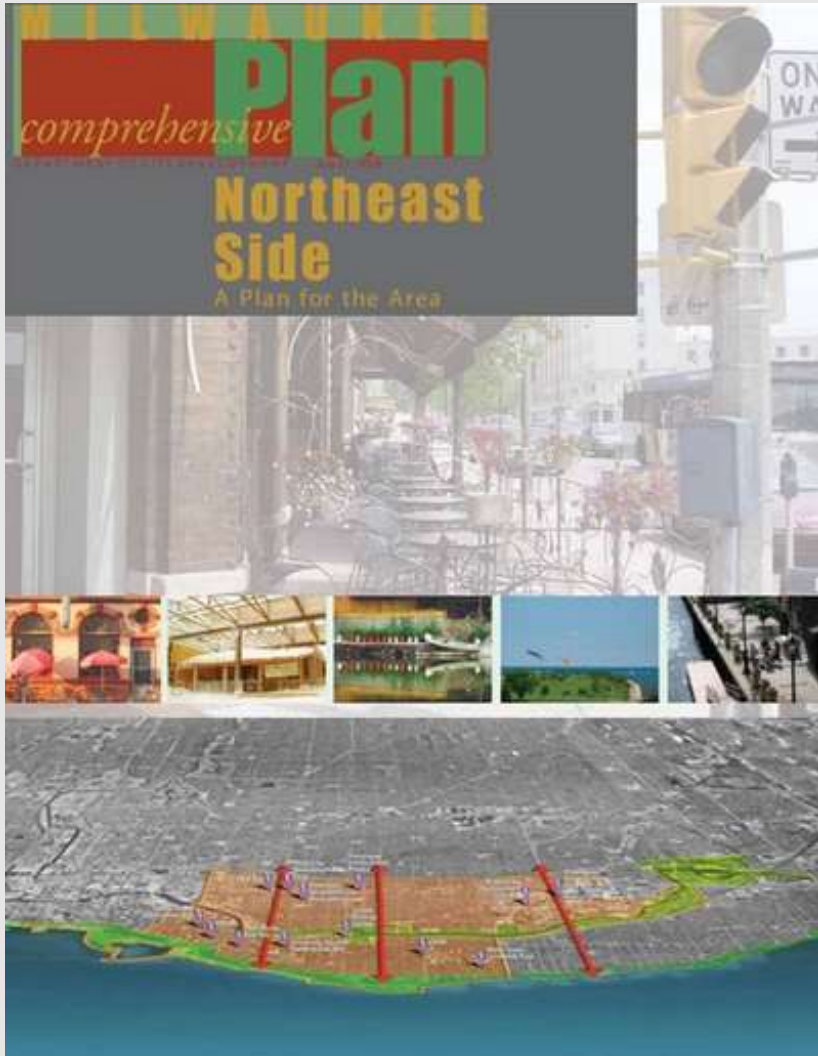


File Number 252012. Context.



Source: Urban Milwaukee

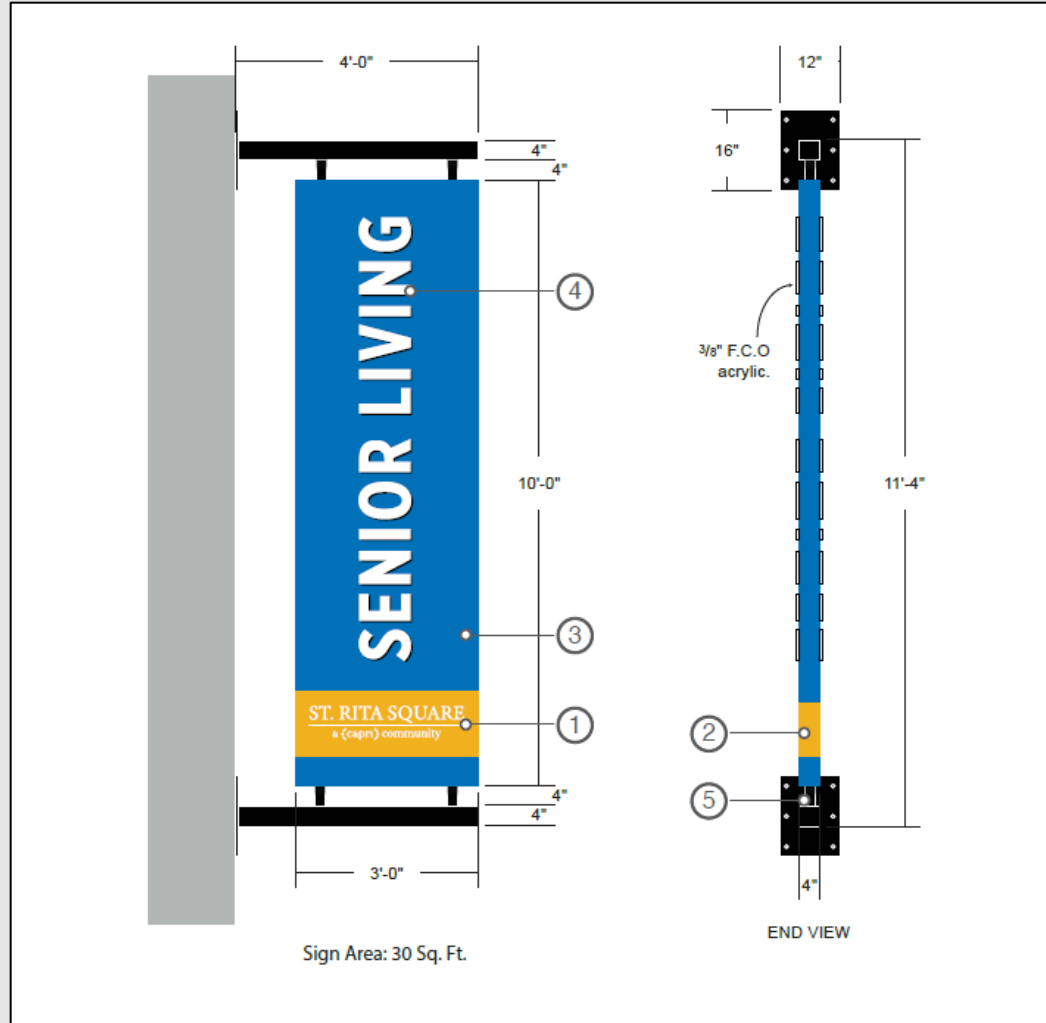
File Number 252012. Consistency with Comprehensive Plan.



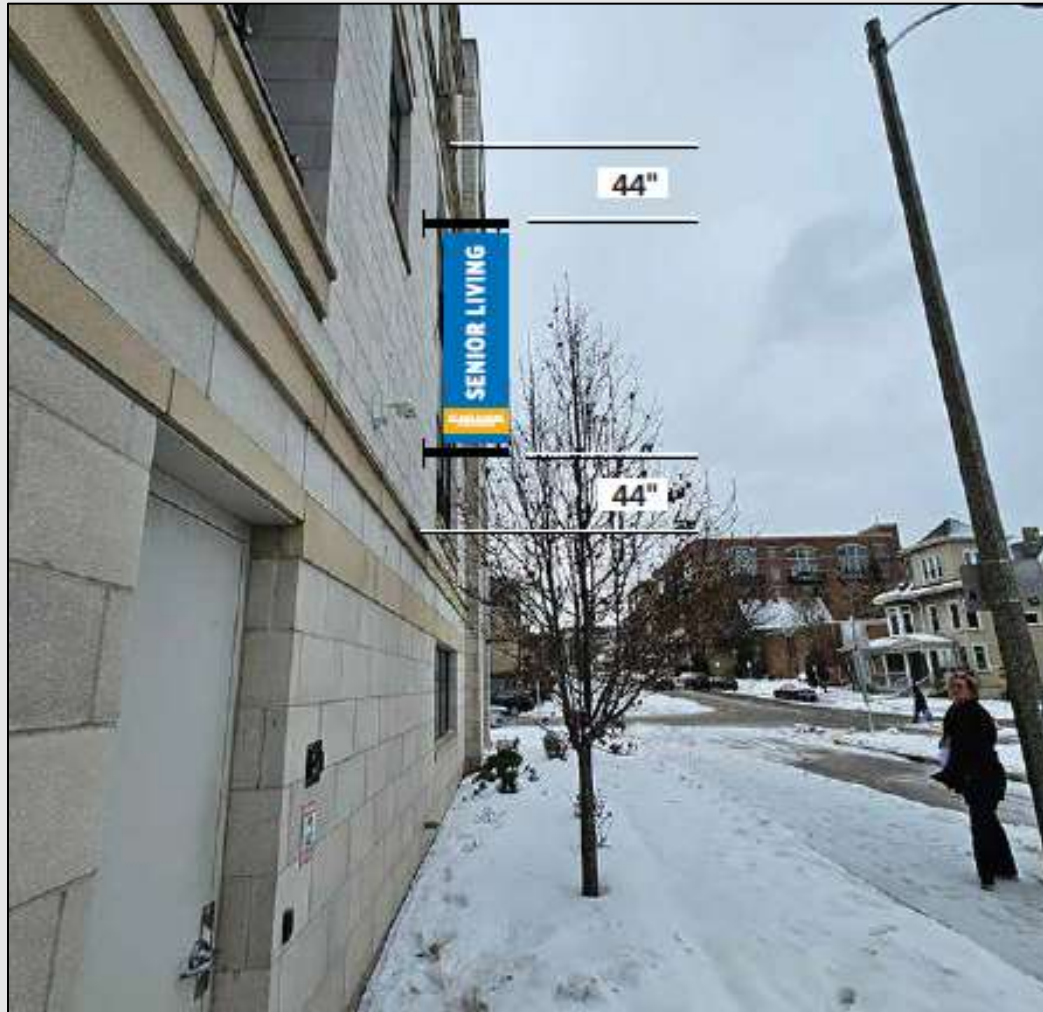
Northeast Side Area Plan

- The Plan was adopted in 2009 and has been amended since then. The site is located within the plan's Lower East Side sub-area.
- The Plan aims to enhance this sub-area's character by allowing for context-sensitive development options and supporting a variety of lifestyle options.
- The Plan encourages attracting new residents to the area and promoting aging within the community. These objectives can be further accomplished by improving the visibility of the senior living facility.
- **The proposed minor modification is consistent with the Northeast Side Area Plan.**

File Number 252012. Proposed Sign.



File Number 252012. Sign Rendering.



*Sign shown in these photo renderings are approximate, and may be different than actual installation.