



**Housing Authority of the City of Milwaukee
Modernization and Development Services
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Milwaukee, WI 53202
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**Minor Modification to Detailed Planned Development (DPD)
Westlawn Revitalization – Phase I**

Project Description

Location: Lot 1 in Block 2, Westlawn East Subdivision in NE ¼ of the NE ¼ of Section 34, Township 8, North Range 21 E

File Number: 180881

The east side of Westlawn was rezoned from a General Planned Development (File Number 100532) to a Detailed Planned Development known as Westlawn Revitalization, Phase 1 in 2010 as File Number 100531 to allow for mixed-use multi-family development. In 2013, a Minor Modification to the DPD (File Number 130729) was approved by the Common Council to permit an express library center. In 2015, the 1st Amendment to the DPD (File Number 141407) permitted construction of a management and maintenance facility, and in 2016, the Second Amendment to the DPD (File Number 160619) approved the plans for the remaining 165 residential units (for a total of 415 units), as well as improvements to the outdoor spaces.

The DPD zoning establishes specific signage standards for the commercial tenant spaces within the development. The Housing Authority of the City of Milwaukee is requesting a Minor Modification to the DPD zoning to permit the installation of one Type B digital sign and to permit the installation of window signage.

This statement, together with the accompanying photos and related materials, constitutes and supports the modification to the Detailed Planned Development.

ENUMERATION OF DOCUMENTS

Statement:

Detailed Planned Development Proposed Modifications and Owners Statement of Intent

PHOTO LIST

Westlawn Aerial Photo Looking South with ID
5555 North 62nd Street North Elevation with ID

DETAILED PLANNED DEVELOPMENT PROPOSED MODIFICATIONS

HACM proposes to install digital signage on 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 that could be programmed with upcoming neighborhood activities, community meetings, and opportunities is the desired technology at this location. The sign will be placed on the sign band area of the canopy element of the building. The sign will only be used to advertise the community functions and activities of this office under the standards outlined in 295-407-4 with respect to automatic changeable message signs. If in the future the commercial space is rented to another party, the signage will only be used specific to that occupant's business. If the future occupant does not wish to have the digital sign, then the sign age will comply with the DPD (File Number 160619) standards.

The installation of window signs with up to 25% coverage consistent with general provisions of the code yet not originally included in the original DPD.

Any future, minor design changes to the signage, exterior of the buildings and site plans on the east side of Westlawn may be submitted for review and approval by city staff.

All other aspects of the DPD zoning remain unchanged.



N

New Sign

West Silver Spring Drive

North 60th Street

North 6th Street



**Maximum 24" High by 24' Wide
Digital Signage**





Professional custom content creation is included with every A Series LED sign purchased.

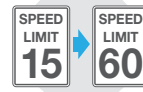
- A-Series signs pass these tests: Signal Integrity, Cold Start, Thermal, Impact & Flame, Rain, Immunity, and Surge Protection
- Units operate in temps from -40° to +50°C (-40° to 122°F)
- Life tested and rated for 10+ years
- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
- Certified 100% weather proof
- 100% fully-front serviceable
- Industry-leading 5-year warranty with 2-year on-site labor
- Ooh!Media™ software makes content creation, editing and scheduling powerfully easy
- AlphaNet™ software

ENHANCED RESOLUTION

Adaptive's A-Series Premier model is one of the industry's clearest outdoor full color boards. Maximize message impact and attract traffic to your business. Its higher resolution is ideal for attention-grabbing messages, info and images.

SPEED READ

Premier signs are effective for establishments with traffic ranging from 15 mph to 60 mph.



HIGHLY VISIBLE NEAR

- Heavy pedestrian traffic
- Busy intersections
- City streets



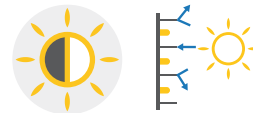
4,000 QUINTILLION COLORS

Vivid colors command attention. Images and text jump off the screen in crisp, vibrant light.



CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

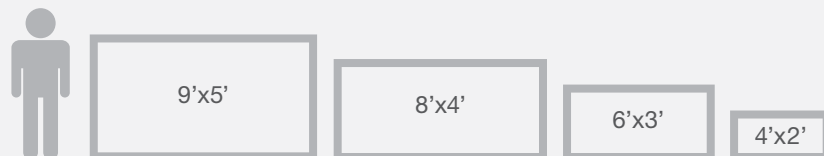


WIDE VIEWING ANGLE

Industry-leading viewing angles ensure viewers get longer, more accurate exposure.



ALL-WEATHER DESIGN popular sizes include:



Why Adaptive?

CERTIFIED SUPERIORITY

Displays are engineered for precise heat management, structural stability, and corrosion, water, and wind resistance. Every unit is burned-in and subjected to stringent quality tests. All Adaptive LED signs are:



TEMPERATURE TESTED

Signs handle torturous temps from -22°F to 122°F (-30°C to +50°C) at full solar load.



UL LISTED

Signs meet or exceed rigorous safety standards for design and manufacturing.



CLIMATE TESTED

Signs perform reliably in extreme coastal, desert, southern and northern climates.



ROHS COMPLIANT

All designs meet stringent global hazardous material restrictions.



LIFE TESTED

Helps ensure maximum longevity of every Adaptive LED display.



ELECTRICAL TESTED

Products pass surge protection; electrical fast transient, ESD and radiated emissions tests.



UL ENERGY VERIFIED

UL-verified products consume less energy and decrease overall operating expenses.

Compare & Choose



IDEAL FOR advanced animated messages, detailed motion graphics, dynamic videos

MOST EFFECTIVE FOR passing pedestrians to vehicles ≤ 50 mph

HIGHLY VISIBLE near traffic, city streets, busy intersections, and vehicle traffic



IDEAL FOR basic animated messages, simple motion graphics, short videos, sales, announcements, and info

MOST EFFECTIVE FOR passing traffic of 25-60 mph

HIGHLY VISIBLE NEAR city streets, heavy pedestrian traffic, and busy intersections



IDEAL FOR static images, attention grabbing headlines, messages, and information

MOST EFFECTIVE FOR passing traffic of 25-65 mph

HIGHLY VISIBLE NEAR busy intersections, major highways, rural areas



For zoning ordinances requiring single color or text-only LED signage

IDEAL FOR single color, bold or multi-line ads, messages, news, sales, and announcements

MOST EFFECTIVE FOR passing traffic of 10-65 mph

HIGHLY VISIBLE NEAR city streets, busy intersections, major highways, rural areas, and close pedestrian / vehicle traffic



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