



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

**Rocky Marcoux**  
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Deputy Commissioner  
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October 8, 2013

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

Dear Committee Members:

File No. 130633 relates to a First Amendment to a Master Sign Program (MSP) overlay for the property located at 6814 North 107th Street, on the south side of West Metro Boulevard and east of North 107th Street, in the 5th Aldermanic District.

This amendment was requested by Salem Evangelical Lutheran Church, and would permit additional freestanding signs to be added to the MSP. In 2007, a Master Sign Program (MSP) was established to permit a freestanding sign that exceeds what the base (RS3) zoning permits. The larger sign was needed in order to consolidate three existing signs for the church and school uses that are on a large, 6.7 acre site. The original MSP permitted one, 12 foot high, and 9 foot wide, 3-sided monument sign on the Salem Lutheran Church site. This amendment would allow the installation of one additional freestanding monument sign in the near future, and the potential to add two additional way finding signs at some point in the future.

The sign that would be installed in the near future would be located at the driveway on the southeast corner of the property to better identify the entrance to the church and school, and to make the addresses more visible to visitors and emergency responders. The new monument sign would be 5' by 3', aluminum-faced with reflective lettering. In the future, the church may add one exit sign at the drive on North 107th Street, and one entrance sign at the driveway on Fond du Lac Avenue. Both signs would be approximately 3' x 3', and would be similar in design and materials to the monument sign.

Since the proposed additional signage is needed in order to direct church and school members to parking locations on the large site, the City Plan Commission at its regular meeting on October 7, 2013 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. James Bohl, Jr.

