



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

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October 18, 2016

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

Dear Committee Members:

File No. 160609 relates to a Minor Modification to the Detailed Planned Development known as St. Ann Center for Intergenerational Care to allow signage at 2450 West North Avenue, located in the block bounded by West Meinecke Avenue, West Medford Avenue, North 24th Street, West North Avenue, and North 25th Street, in the 15th Aldermanic District.

This minor modification to the Detailed Planned Development (DPD) is being requested by St. Ann Center for Intergenerational Care to permit building wall signage and a freestanding sign for the site, as well as temporary signage to advertise events and programs. In 2013, a Detailed Planned Development (DPD) was established for St. Ann Center for Intergenerational Care at 2450 West North Avenue (File No. 121324). The DPD permitted construction of a 2-story facility that provides services that include community-based health and educational programming for children, the elderly, and adults with disabilities, as well as personal care services and childcare and respite services. The original DPD approval did not include signage for the facility. Now that the center is in operation, St. Ann Center has assessed its needs for signage and proposes to add the following:

- Building wall signage: Quantity two (2) signs located on the south and west elevations of the building on the spire located next to the drive canopy, illuminated with LEDs, aluminum and polycarbonate, 40 square feet each sign.
- Freestanding monument sign: perpendicular to North Ave behind the security fence (location marked submittal site plan), 13' high and 10' wide, aluminum construction with polycarbonate and steel vertical supports, with an 18.75 sq. ft. changeable electronic message sign.
- Temporary signs: Up to (3) 3' x 10' Temporary vinyl Graphic Banners to display enrollment, events, etc.

Since the proposed minor modification is consistent with the previously approved DPD and will allow high quality signage for the site, the City Plan Commission at its regular meeting on October 17, 2016 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Stamper

