

October 3, 2002

To the Honorable Common Council
Zoning, Neighborhoods and
Development Committee
City of Milwaukee

Dear Committee Members:

Attached is File No. 020722, being a substitute ordinance to amend a Development Incentive Zone (DIZ) known as the North Avenue Commerce Center, located on the north side of West North Avenue and west of North 25th Street, in the 7th Aldermanic District.

This ordinance will allow for revisions to the previously approved design standards for building signage. When initially approved, the intent of the building signage standards were specific to industrial or light industrial uses, not commercial and retail uses. Internally illuminated box signs were only permitted when recessed into the building. Since both buildings are constructed it is difficult to meet this standard. This revision will allow internally illuminated box signs, not exceeding 3 feet in height or 50 square feet in area. The sign copy area (or text) of the sign shall relate to the name and/or nature of the business. Permanent signs that advertise sales, prices, etc. shall not be allowed.

On September 30, 2002, a public hearing was held and at that time there was no opposition to the proposed amendment. Since this proposed zoning change is consistent with the City plans for the area and the previously approved overlay district, the City Plan Commission at its regular meeting on September 30, 2002 recommended approval of the attached substitute ordinance.

Sincerely,

Julie A. Penman
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Hines