

September 1, 2004

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

Dear Committee Members:

Attached is File No. 040395, being a substitute ordinance establishing a Master Sign Program Overlay District ("MSP"), on land located on the west side of South 27<sup>th</sup> Street and south of West Grange Avenue, in the 12th Aldermanic District.

This ordinance establishes a Master Sign Program Overlay Zone and approves Exhibit A relating to sign design standards. The owner of the automobile dealership is in the process of modifying the former Harris Lumber Company building for an existing Kia showroom and service center with vehicle display space on the same parcel where a Suzuki automobile dealership is proposed. The owner has requested the establishment of a Master Sign Program Overlay Zone to provide them with more flexibility in developing signage for both dealerships. In addition to allowing more flexibility in sign height and size, the overlay zone is intended to encourage consistency of sign design within a development.

This proposal will allow the replacement of an existing 'Kia' pylon sign and replacement with a 'Suzuki' monument sign and remove existing sign structure and install a new 'Kia' sign; both located on South 27<sup>th</sup> Street. The Suzuki monument sign would be 12 feet in height and 5 feet in width. The proposed new Kia freestanding sign would be 14 feet in height and about 8.5' in width. Each face of both monuments would contain a Type A sign (individual, cut-out letters) with aluminum clad base and frame. The number of freestanding signs may not equal one more than, or 50% more than the number of signs otherwise permitted, whichever is greater. The two proposed freestanding signs conforms to this standard since one freestanding sign is currently permitted. The height of any freestanding sign will not exceed 50% of the maximum height otherwise allowed. The LB1 zoning allows for a maximum height of 14 feet. Neither of the proposed freestanding signs exceed 21 feet.

The proposal also establishes a wall sign program for each of the automobile dealerships. The program indicates both existing wall signs and Type A wall signs composed of individual internally illuminated letters mounted to the front façade above each automobile dealership. The signage along the front façade of the Kia dealership would remain (see attached photos). A new wall sign at the service area and replacement of a Kia building sign on the north elevation are proposed. These signs would have to conform to display area standards of the MSP. A directional sign measuring 12 square feet is also proposed to be located in the front setback area, near the building. A portion of this sign area would also be counted in the overall display area. Current zoning permits one, 6 square foot entrance/exit sign.

The wall signage for the Suzuki dealership would include a Type A roof sign and Type B wall signs. The proposed signs are as follows:

1. The main roof sign would be affixed to a canopy like structure that is attached to the east facade of the building. Attached to this structure are 3 proposed signs:
  - a. The Suzuki symbol sign would measure 6' high x 11' wide or 66 square feet. An alternative size measures 4'6" high x 9' wide, or 40.5 square feet.
  - b. The 'Suzuki' sign would measure 2'2" high x 11' wide or 23.75 square feet. An alternative sign measures 1'9" high x 9' wide, or 15.75 square feet.
  - c. The 'Rosen' sign would measure 1'3" high x 24' wide or 30 square feet.
2. Two signs indicating the service area are proposed:
  - a. The 'parts and service' sign would measure 2'2" high x 5'2" wide or 11.2 square feet
  - b. The 'service' sign would measure 1'5" high x 5' wide or 7 square feet

The proposed roof and wall sign area for the Suzuki would be about 138 square feet or 104.5 square feet with the smaller, alternate signs. Under current zoning, the maximum area for Type A roof signs is 100 square feet and Type B wall signs is 32 square feet and the number of signs permitted are 1 per 25 lineal feet. With the MSP, the overall total display area may not exceed 50% more than allowed. This amount cannot be determined at this time since specifications of the existing Kia wall signs have not been provided.

On Monday, August 9, 2004, the City Plan Commission held a public hearing. At that time, the sign manufacturer clarified the type of signage that was proposed and no neighbors spoke in opposition. Since this proposed rezoning is consistent with City plans for the area, the City Plan Commission at its regular meeting on August 9, 2004 recommended approval of the attached substitute ordinance conditioned on:

1. Providing specifications for the 'Kia' freestanding sign to confirm definition of Type A sign
2. Providing specification for the 'Kia' existing and proposed wall signs to confirm the total area
3. Using the Suzuki alternative wall signs to meet MSP requirements, if necessary, when overall sign area is provided.

Sincerely,

Martha L. Brown  
Acting Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Witkowiak