



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

**Rocky Marcoux**  
Commissioner  
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Deputy Commissioner  
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February 17, 2015

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

Dear Committee Members:

File No. 141508 relates to a minor modification to the Detailed Planned Development known as St. Luke's Medical Center, Phase 1, for facade modifications to an existing building located at 2900 West Oklahoma Avenue, on the north side of West Oklahoma Avenue, west of South 27th Street, in the 11th Aldermanic District.

This minor modification was requested by Aurora Health Care, Metro Inc., and will permit the installation of graphic film to existing glass in the parking structure that was not previously approved as part of the Detailed Planned Development. ZEBRADO, on behalf of St. Luke's, is proposing to add graphics to a portion of the glazing in the parking structure stair towers as a means to improve wayfinding for the parking structure. These graphics will serve as a visual cue for access to the site and parking, and will also act as a graphic reference that reflects current St. Luke's messaging campaigns. A minor modification to the DPD zoning is required to permit the graphic panels to cover existing glazing for a semi-permanent period of time.

The proposed graphic panels will be a vinyl material and affixed to the existing windows. No messaging, words, letters or logos are proposed as part of the panels. The panels will be located on the south and east-facing facades of the stair towers, and would cover approximately 30-50% of the glazing. The graphic panels will be semi-transparent, and are envisioned to last between 3 months and 2 years prior to replacement or maintenance.

Since the proposed minor modification is consistent with the previously approved DPD and will improve wayfinding for the hospital's customers, the City Plan Commission at its regular meeting on February 16, 2015 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Joe Dudzik

