

March 4, 2008

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

Dear Committee Members:

File No. 071409 relates to the establishment of a master sign program overlay district for property located at 6840 North 107th Street, in the 5th Aldermanic District.

This file will allow for one 12 foot high, three sided monument sign to replace three existing wood signs on the site. The three existing signs are posted on wooden legs and are not illuminated. They advertise the name of the church and the years it has been in existence, the Salem Lutheran Church website and service hours, and the Salem Evangelical Lutheran School. The sign that would replace the three existing signs will be a three-sided, 12 foot high by 9 feet 2 inch wide sign. The top portion of the sign will say "Salem Ev. Lutheran Church & School" and display a cross. The letters will be internally illuminated. In the middle of the sign will be a 1 foot 10 inch high LED reader sign, which will advertise service hours and other pertinent information. The bottom portion of the sign will show the church's address, 6840 N. 107th Street. This bottom portion will not be illuminated.

The zoning code limits freestanding signage in residential zoning districts to a maximum of one sign with a height of 6 feet and a maximum area of 24-36 square feet. However this is a vary large site (6.7 acres) with two land uses (a church and a school) that are setback a significant distance from the roadway and from neighboring land uses therefore a sign that exceeds the height and area requirements of standard zoning is needed for visibility.

It should be noted that the applicant must comply with City code rules regarding the duration of changeable messages.

On March 3, 2008, a public hearing was held and at that time nobody spoke in opposition. Since the proposed change complies with the Zoning Code and City plans for the area, the City Plan Commission at its regular meeting on March 3, 2008 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. James Bohl, Jr.