

January 12, 2004

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

Dear Committee Members:

Attached is File No. 031145, being an ordinance to establish a Master Sign Program Overlay Zone for land located on the north side of West Mill Road and east of North 76<sup>th</sup> Street, in the 9<sup>th</sup> Aldermanic District.

This ordinance establishes a Master Sign Program Overlay Zone and approves Exhibit A relating to sign design standards.

The owner of the Mill Road Shopping Center is in the process of replacing two freestanding signs and has requested the establishment of a Master Sign Program Overlay Zone to provide them with more flexibility in developing signage for the center. 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 two existing large pylon signs with two freestanding monument signs; one located on West Mill Road and the other located on North 76<sup>th</sup> Street. The monument signs would be 21 feet in height and 10 feet in width. Each face of the monument would contain a Type A sign (individual, cut-out letters) and a Type B sign (signage with an illuminated background). The combined Type A and B sign areas would have to comply with the size requirements of the overlay zone.

The proposal also establishes a wall sign program for individual tenant spaces. The program requires Type A wall signs composed of individual internally illuminated letters mounted to the front façade above each tenant space. Most existing tenants already meet this standard except one. That tenant will be required to meet the standard at the time of lease renewal. New tenants moving into the center would also be required to meet the standard

A public hearing was held on January 12, 2004 at which time no one objected to the proposal.

Since the proposal is consistent with city plans for the area, the City Plan Commission, at its regular meeting on January 12, 2004 recommended approval of the attached ordinance.

Sincerely,

John R. Hyslop  
Manager, Planning Administration  
Department of City Development

cc: Ald. Richards  
file