

July 19, 2005

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

Dear Committee Members:

Attached is File No. 050353, being an ordinance establishing a Master Sign Program Overlay District, on land located at 5727 South 27th Street, in the 13th Aldermanic District.

This ordinance establishes a Master Sign Program Overlay Zone and approves Exhibit A relating to sign design standards for an existing light automobile sales facility. The owner has requested the establishment of a Master Sign Program Overlay Zone to provide them with more flexibility in developing signage for their dealership. 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 would allow the replacement of two existing "Toyota" monument signs; both located on South 27th Street. It would also allow the replacement of three directional signs; all located within the site. The Toyota monument sign would be 19'-3" in height and 8 feet in width and the Toyota Used Car monument sign would be 17'-3" in height and 8 feet in width. Each face of both monuments would contain a Type A sign (individual, cut-out letters) with the embossed logo illuminated by a LED system and the channel letters illuminated by a white neon system. The proposed new directional signs are each 7 feet in height and 2'-3" in width. No additional or replacement wall signs are proposed.

According to the MSP requirements, 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 monument signs conform to this standard since one freestanding sign is currently permitted. The height of any freestanding sign will not exceed 150% of the maximum height otherwise allowed. The Local Business (LB1) zoning allows for a maximum height of 14 feet. Neither of the proposed freestanding signs exceed 21 feet.

According to the Master Sign Program Overlay Zone (MSP), the total display area of all signs on the site does not exceed 150% of the total display area otherwise allowed. LB1 zoning allows for a maximum of 100 s.f. of total display area within the site. Therefore, the entire site is allowed 150 s.f. of display area with the MSP and they conform with only 81 s.f. The LB1 zoning also allows for directional signs to be a maximum of 6 s.f. of display area. The directional signs conform to this standard since they do not exceed 9 s.f. of total display area.

On July 18, 2005, a public hearing was held and at that time there was no opposition to the proposed amendment. Since this proposed substitute ordinance is consistent with surrounding uses, the City Plan Commission at its regular meeting on July 18, 2005 recommended approval of the substitute ordinance conditioned on the following: 1. restrict the height of freestanding signs to 17'-3" and 19'-3".

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Witkowski

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