

June 21, 2004

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

Dear Committee Members:

Attached is File No. 040097, being a substitute ordinance relating to the First Amendment to the Detailed Planned Development (DPD), Phase 3, known as Milwaukee Metro Center, on land located on the North Side of West Metro Boulevard and East of U.S. Highway 41 and 45, in the 15th Aldermanic District.

This amendment would allow for the relocation and design alterations to the previously approved Type B freestanding sign. The sign is proposed be relocated from the entrance along West Metro Boulevard to the rear of the site along West Good Hope Road. The fourth amendment to the general plan does not regulate the location of this freestanding sign. The 18-foot height of the freestanding sign would remain the same. Instead of a bare pole, an aluminum panel frame is proposed around the pole of the sign, but currently is not as wide as the sign face. Modifications to the sign face and design are proposed to reflect the corporate logo requirements. The previously approved sign area was 41 square feet. The proposed sign area would be approximately the same area since only the individual letters would be back lit. All other aspects of the previously approved detail plan remain the same.

On Monday June 21, 2004, the City Plan Commission held a public hearing. At that time, no neighbors attended the hearing. One constituent emailed his opposition to the amendment, which was read into record. The Alderman also attended the hearing and stated that he did not object to the relocation and design revisions to the freestanding sign based on his site visit and concurred that the relocation would be further away from the residential area to the east. Since this proposed amendment to the detailed plan is consistent with City plans for the area and the general plan standards, the City Plan Commission at its regular meeting on March 8, 2004 recommended approval of the attached substitute ordinance conditioned on the following:

Page 2
File No. 040097

1. Revising the sign design to meet general plan standards for Type A signage
2. Removing the off premise sign from the detailed planned development documents
3. Adding setback dimensions to the site plan to indicate the specific location of the sign

Sincerely,

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

cc: Ald. Bohl
File