



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

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December 8, 2014

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

Dear Committee Members:

File No. 141177 relates to a minor modification to the Detailed Planned Development known as Downer Avenue Redevelopment, Phase II for signage on the building located at 2524 East Webster Place, located on the north side of East Webster Place, west of North Downer Avenue, in the 3rd Aldermanic District.

This file will allow for one additional exterior wall sign for Shoreview Pediatrics, a tenant within the building. Specifically, Shoreview Pediatrics, an eight physician private pediatric practice that has been located at this site since 2007, is requesting a second sign to assist new customers with locating their business. Shoreview Pediatrics has received complaints from their new customers that the business is difficult to locate without signage specifically noting that their business is located within the building.

The additional wall sign will read "Shoreview Pediatrics, S.C.," and will be aesthetically identical to the existing "Downer Lakeview Commons" sign. The existing sign will be relocated from the first floor sign band area to the second floor of the building, and the new sign will be placed in the first floor sign band area. Like the existing sign, the new sign will be constructed of aluminum and the letters will be routed out of aluminum and painted Duranodic bronze. The sign will not be illuminated, and dimensions will be 20 feet in length by 2 feet in height, for a total of 40 square feet.

Since the proposed minor modification is generally consistent with the previously approved DPD, the City Plan Commission at its regular meeting on December 8, 2014 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Nik Kovac

