



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

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June 28, 2017

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

Dear Committee Members:

File No. 170287 relates to a Minor Modification to the Detailed Planned Development (DPD) known as Metcalfe Park Center to permit an extension of hours for a day care, and building signage at 3624 West North Avenue, located on the north side of West North Avenue, east of North 37th Street, in the 15th Aldermanic District.

This zoning change was requested by the Johnson Family Childcare & Learning Center, and will permit the day care to operate 24 hours per day, Monday through Saturday, as well as approve building wall signage. A day care use has occupied a portion of the building for many years. The new operator and applicant for this minor modification, Johnson Family Childcare and Learning Center, have been located within the building since May 1, 2017. The operating plan for the existing day care includes: 60 children, 2 shifts, hours of operation from 6:00 am to midnight (consistent with the requirements of the GPD zoning), Monday through Saturday. The day care sees the need to expand its hours of operation from 6:00 am to midnight Monday through Saturday to 24 hours per day Monday through Saturday to accommodate an expressed need by parents who work 3rd shift.

Additionally, the General Planned Development (GPD) zoning, which establishes general standards for the entire Planned Development, states that only Type A building wall signs are permitted. The applicant is requesting a Type B sign to be placed on the North Avenue façade of the building. The sign will be 3 feet by 8 feet, for a total of 24 square feet. The sign will be constructed with aluminum for the framing a poly carbonate facing and will illuminate using LEDs. This proposed sign is consistent with the surrounding commercial zoning, LB2. This minor modification will also allow for a temporary banner sign for the purpose of advertising enrollment for the day care to be placed on the building for not more than 60 days per calendar year. This temporary banner sign will not exceed 16 square feet and will be securely affixed to the building along North Avenue or 37th Street. All other aspects of the DPD are not affected by this minor modification.

Since the proposed change in hours is necessary to meet the needs of the customers, the sign meets the standards of a Type B sign within a Local Business (LB2) zoning district and is not inconsistent with the comprehensive area plan, the City Plan Commission at its regular meeting on June 26, 2017 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Stamper

