

November 27, 2007

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

Dear Committee Members:

File No. 070929 relates to the establishment of a master sign program (MSP) overlay district for property located at 1212, 1236 and 1300 South Layton Boulevard in the 8th Aldermanic District.

This file will allow for more flexibility in the application of sign regulations for Ascension Lutheran Church due to the size, frontage configuration and number of tenants on the site. Ascension Church is proposing a total of 4 new signs in addition to their 15 existing signs. The 15 existing signs are wall signs permitted under code. Current Two-Family Residential zoning would permit two 24 sq. ft. Type A monument signs.

The four proposed signs are design so as to blend with the architectural styles of the church, and with the surrounding neighborhood. Two of the proposed signs will be back lit and constructed with die cut panels. Following is a table that outlines the four proposed signs. Please reference the plot plan for locations of the signs.

Sign	Dimensions	Description	Illumination
A	8'-8" high x 6'-0" wide	Double face monument	Illuminated
B	11'-3" high x 6'-0" wide	Double face monument	Illuminated
C	6'-0" high x 6'-0" wide	Double face post and panel	Non-lit
D	5'-0" high x 3'-0" wide	Double face post and panel	Non-lit

Proposed "Sign C" would replace an existing double face identification sign of similar size. Two alternative locations for Sign B are offered. Staff recommends the proposed "B1" location.

On November 26, 2007, a public hearing was held and at that time nobody spoke in opposition. Since the proposed change complies with the Zoning Code and City plans for the area, the City Plan Commission at its regular meeting on November 26, 2007 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Robert Donovan