

Ascension Lutheran Church

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November 8, 2007

REVISED

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Department of City Development
Attention: Ed Richardson
809 N. Broadway
Milwaukee, WI

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DEPT. OF
City Development

To Whom It May Concern:

Ascension Lutheran Church respectfully requests the Department of City Development for inclusion in the Master Sign Program of the City of Milwaukee. Because of the size of our property and the fact that the building has three addresses to facilitate identification of different portions of the campus, we find our current signage to be outdated, inadequate and presents a less than pleasing face to our church facility.

We will address the 5 required findings that are delineated in the 295-1017 Master Sign Program Overlay Zone created for such needs in our city. In section 2 f. of the MSP (Allowable Deviations) it is stated that 'A master sign program may include more than one freestanding sign per site or other deviations from the standards of this section, such as but not limited to the maximum size or height of individual signs, provided the master sign program meets the intent of the provisions of this section.

In section 2g. (Required findings) we respond to the following 5 findings:

1. With our proposed signage the overall quality of the site and surrounding area will be greater with the master sign program than with application of the regulations and standards of this chapter. We will be able to address the needs of our facility and do this within a reasonable and responsible way so as to enhance the appearance of our neighborhood.
2. Our building was built over a period of 50 years and has a blend of architectural elements. We believe that the proposed signage is compatible with these varying styles and elements. We will incorporate some masonry work from the old south lawn sign into the new south lawn sign. And the other proposed signage will fit nicely with current architectural styles and future enhancements.
3. The proposed signage will accommodate the signage needs of both current and future occupants of our church site. Size, color and information are design elements which will help communicate to the public the needed information as they access this busy church building.

"One Church, One Body, One Spirit, Serving All People."

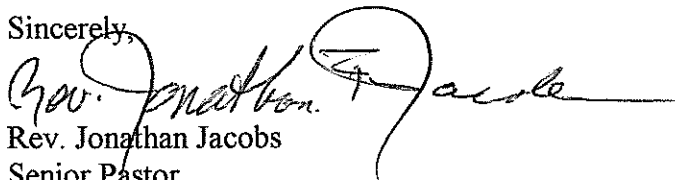
Ascension Lutheran Church is a community of disciples of Christ who proclaim and witness God's love. We seek to include and to invite all to participate in our ministry to anticipate God's kingdom of justice.

4. Ascension is on a large campus which fronts on Layton Boulevard between Scott and Greenfield. Besides the ministries and worship spaces of Ascension Lutheran church our building is the home of the Greater Milwaukee Synod, Lutheran Social Services programs and offices, Sojourner Truth House, Batterers Anonymous and the Southside Organizing Committee.
5. We believe that the proposed master sign program meets the intent of the sign standard of the base zoning district. We find ourselves in a mixed residential district and want to maintain a residential feel yet also make the campus more attractive and accessible for all who use the building.

This letter, along with the site plans, scale drawings and pictures, is our formal request for consideration. It is our hope that this will allow us to work with the city as we move forward to improve the signage for our building. We do want you to note that after working with the staff at DCD we have opted to use die cut panels on the two signs which will be back lit. We believe that this will offer a more pleasing sign and yet be readable after sunset. The die cut panels enable us to use the burgundy panels in each section of the sign so that there is a consistency in color and effect. .

We look forward to working with the city on this project. We hope that we will be able to move ahead with the project in the very near future. Thank you for your attention and consideration of our proposal.

Sincerely,

A handwritten signature in black ink that reads "Rev. Jonathan Jacobs". The signature is written in a cursive style with a large, stylized initial "J".

Rev. Jonathan Jacobs
Senior Pastor
Ascension Lutheran Church