

August 21, 2020

Bader Philanthropies Headquarters Building

Property Address: 3300 N. Dr. Martin Luther King, Jr. Drive

File Number: 200461

### Previous File History and Project Summary

A Detailed Planned Development (DPD) known as Bader Philanthropies was established in 2016 as File Number 160607 to facilitate the development of the Bader Philanthropies headquarters. The DPD zoning states, among other things, allowable signage for the site. While a freestanding sign was not contemplated at the time the DPD was established, general parameters for a future sign were included. However, the DPD noted that a digital sign was not to be installed.

Since the time the DPD was established, Bader Philanthropies has come to realize the benefit that a digital freestanding sign could bring, including the ability to advertise neighborhood and community events such as the COVID Free Public Testing. The purpose of this minor modification is to allow an on-premise automatic changeable message freestanding sign.

### Minor Modification to Detailed Plan Project Description

The original Detailed Plan Project File 160607 states the following with respect to freestanding signs:

3. Site statistics:

N. Signs:

b. Freestanding Signs:

1) No monument sign is proposed at this time. A monument may be submitted in the future for review by staff for approval or referral as a minor amendment.

2) Future monument sign will be limited to a 50 square foot sign face and may be double sided. Maximum height of 10'. Internal letter or exterior sign face illumination to be painted metal box, illuminated acrylic letters and masonry base.

Bader Philanthropies is requesting the following Minor Change to Detailed Plan Project File 200461

3. Site statistics:

N. Signs:

b. Freestanding Signs:

- 1) A monument sign with a changeable message is proposed to be installed on the corner of W. Concordia Ave. and N Dr. Martin Luther King Jr. Drive. Sign will be parallel to W. Concordia Ave. (Ex. 2)

- 2) Set backs:
  - a. N. Dr. Martin Luther King Jr. Drive 10'
  - b. W. Concordia Ave.: 10'
- 3) Monument sign will be limited to a 50 square foot sign face and will be double sided. Maximum height of 6'. The display area of automatic changeable message signs shall be included in the calculation of the total display area of the applicable sign type.
- 4) Materials (as detailed on drawing Ex. 1):
  - a. Cabinet – Lexan
  - b. Logo Graphics – Vinyl
  - c. EDS Unit – Changeable Message Component – Aluminum and
  - d. Non-Illuminated letters – Aluminum
  - e. Base Cap – Aluminum
  - f. Base – Masonry
- 5) Sign will have a standard brightness of 5,000 NITs (candelas per square meter) during daylight hours, and 500 NITs (candelas per square meter) between dusk to dawn.
- 6) Sign shall be equipped with an automatic dimmer/shut-off mechanism to automatically dim illumination or shut the sign off if illumination limits are exceeded. Sign shall also be equipped with a mechanism to freeze the display, display a static image or shut off the sign in case of display malfunction.
- 7) Sign will not contain flashing, intermittent or moving sections or intermittent or flashing lights, except for intermittent display of time and temperature may be displayed.
- 8) The display area, other than time and temperature displays, and each portion thereof may be changed once every 8 seconds.
- 9) Changeable message sign shall not be located within 400 feet of any residential district from which the sign face is visible. The distance shall be calculated as the shortest measurable distance between the nearest point of the sign to the edge of the residential zoning district, in a straight line and without regard to intervening structures.
- 10) Sign will not have audio speakers and all forms of pyrotechnics.
- 11) The vertical geometric plane of the sign's illuminated face shall be not more than 30 degrees from perpendicular to the property line of the nearest neighboring property zoned residential.
- 12) Daytime sign light output from 30 minutes before sunrise to 30 minutes after sundown shall be limited to 465 lumens. Nighttime sign light output from 30 minutes after sundown to 30 minutes before sunrise shall be limited to 28 lumens.
- 13) Sign shall not interfere in any way with the clear visibility of any traffic control signal.

14) There will be base plantings around the sign and two trees that are in the sight lines of the sign will be repositioned as shown on the attached drawing. (Ex. 3)

All other aspects of the DPD zoning remain unchanged.

# SIGN SPECIFICATIONS

## Ex. 1 - File Number 200461



922 S. 70th St., Milwaukee, WI 53214  
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### Project



Milwaukee, WI

Scale: 3/8"=1'

Original Page Size: 11" x 17"

### Notes

YELLOW COLOR [TBD]

DARK GREY [TBD]

LIGHT GREY [TBD]

### Revisions

REV	DESCRIPTION	BY	DATE
01	size/layout	seb	08.10.20
02	layout/material	seb	08.10.20

Rep.: Blair Benes

Drawn By: Sarah Biagioni Orig. Date: 08/06/20

Sign Loc. No.

# MON-01

D/F Monument

Sign. Type

## 89445

OPP - Project - Job No.

## C02

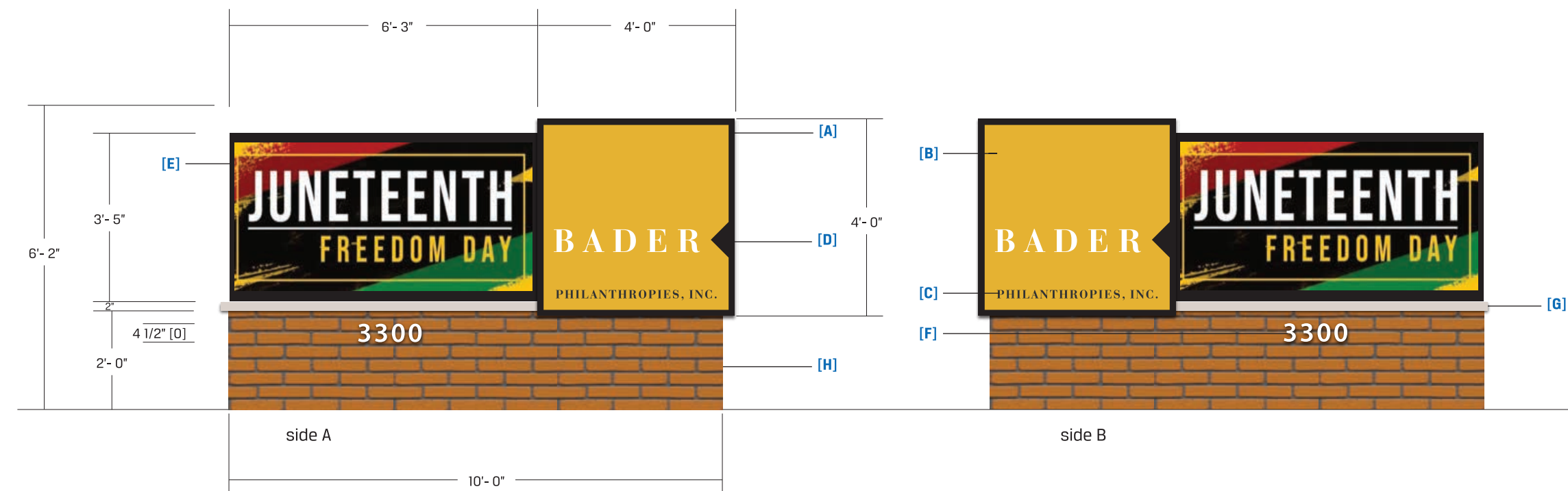
Design



proposed layout - approx. size & location



proposed layout - night view



### [A] - CABINET

Lighting: Lit  
Material: Lexan  
Face Color: White  
Cabinet Color: Black  
Voltage: [TBD]  
Installation: New Structure

### [B] - GRAPHICS

Material: Vinyl  
Color: Yellow [TBD]

### [C] - GRAPHICS

Material: Vinyl  
Color: Dark Grey [TBD]

### [D] - GRAPHICS

Material: Vinyl  
Color: Black

### [E] - EDS UNIT

Voltage: [TBD]  
Manufacturer: Watchfire  
Model: W10mm  
Cabinet Size: 41"h x 6'-3"  
Viewing Area: 36"h x 6'-0"  
Pixel Matrix: 90 x 180  
Installation: Built into Structure

### [F] - NON-ILLUMINATED LETTERS

Description: FCO  
Material: Aluminum  
Depth: 1/8"  
Face Color: White  
Returns: White  
Installation: Flush to masonry base

### [G] - BASE CAP

Material: Aluminum  
Color: Paint Light Grey [TBD]

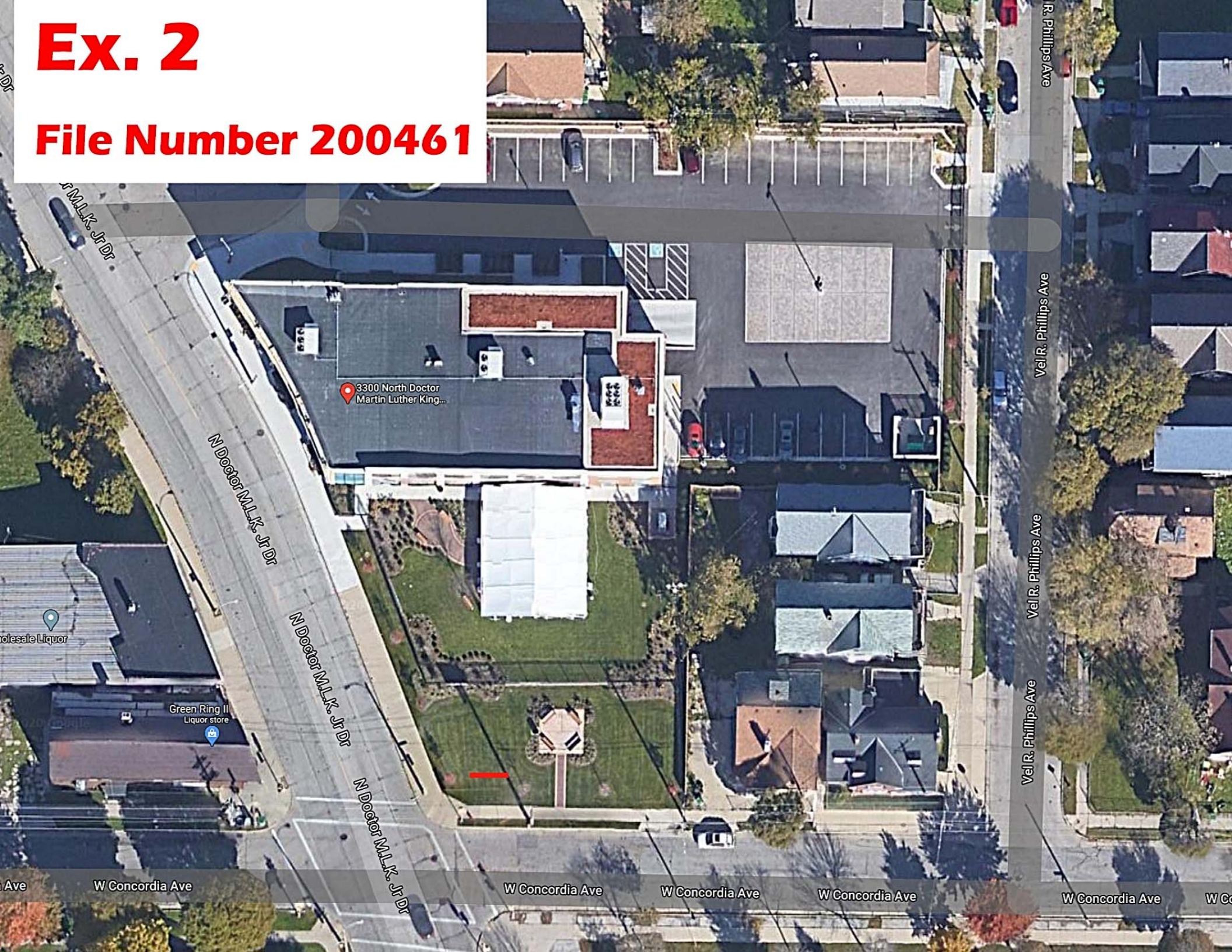
### [H] - BASE

Material: Masonry



# Ex. 2

File Number 200461



3300 North Doctor Martin Luther King...

N Doctor M.L.K. Jr Dr

N Doctor M.L.K. Jr Dr

N Doctor M.L.K. Jr Dr

Vel R. Phillips Ave

Vel R. Phillips Ave

Vel R. Phillips Ave

W Concordia Ave

W Concordia Ave

W Concordia Ave

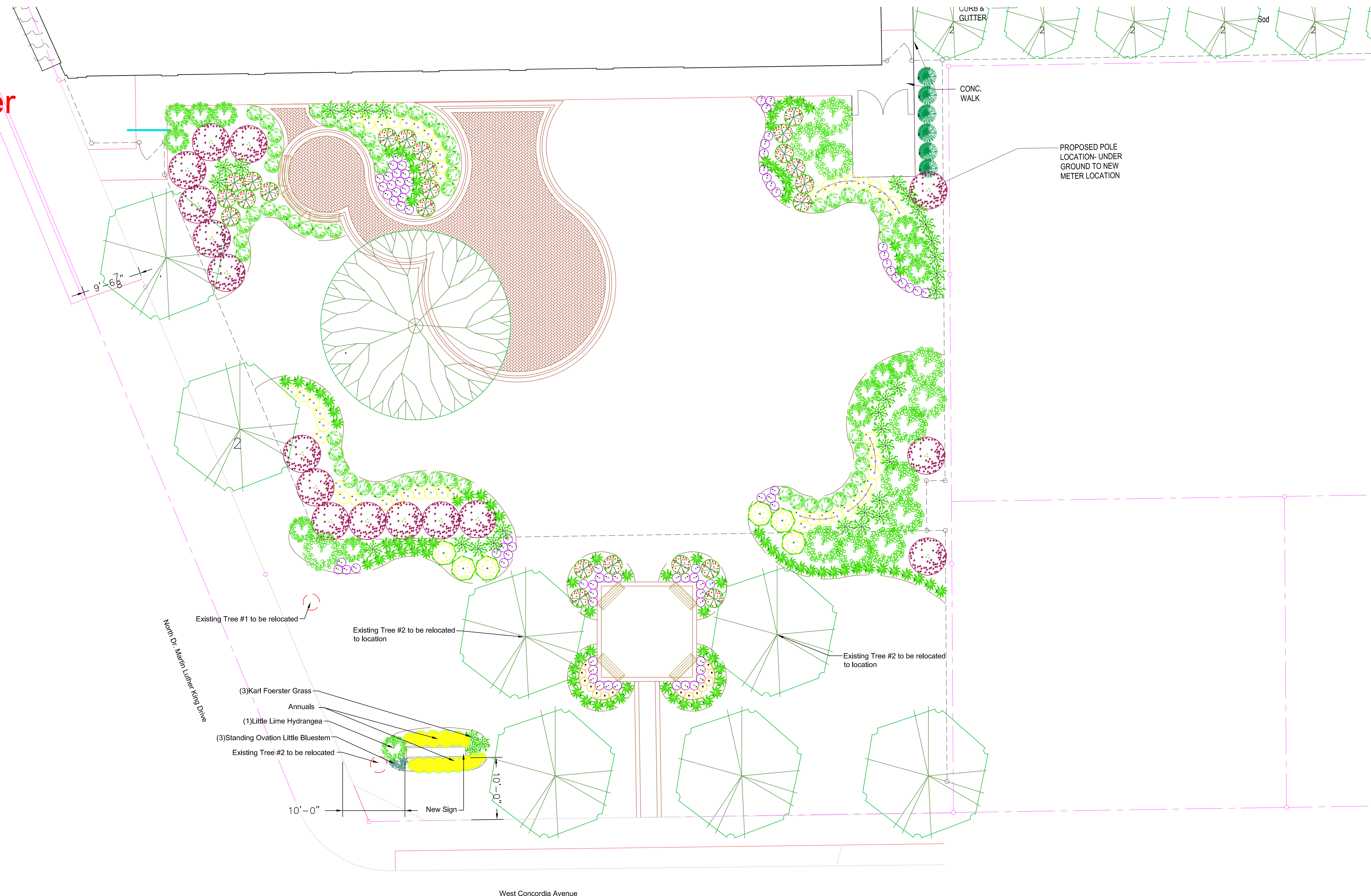
W Concordia Ave

W Concordia Ave

W Concordia Ave



Ex. 3  
File Number  
200461



- Existing Tree #1 to be relocated
- Existing Tree #2 to be relocated to location
- (3) Karl Foerster Grass
- Annuals
- (1) Little Lime Hydrangea
- (3) Standing Ovation Little Bluestem
- Existing Tree #2 to be relocated

Plant List

Quan	Common Name	Botanical Name	Size
(1)	Little Lime Hydrangea	Hydrangea paniculata 'Jane'	24"
(3)	Karl Foerster Grass	Calamagrostis acutiflora 'Karl Foerster'	3 Gal.
(3)	Standing Ovation Little Bluestem	Schizachrium scoparium 'Standing Ovation'	1 Gal.
(50 sf)	Varied Annuals		

  
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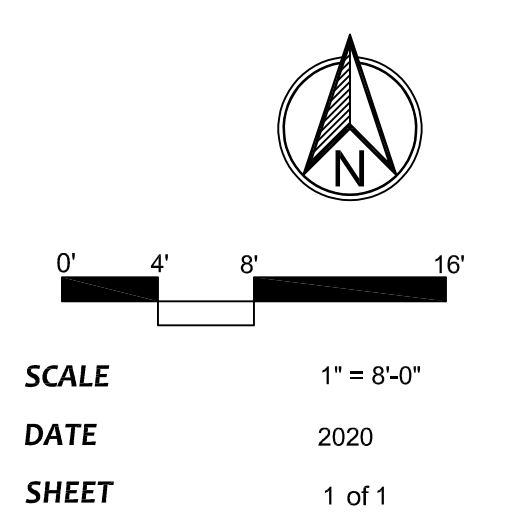
LANDSCAPE DEVELOPMENT BY  
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LANDSCAPE DEVELOPMENT FOR  
**Bader Philanthropies**  
3300 N Dr Martin Luther King Dr  
Milwaukee, WI

REVISIONS

Δ	DATE	DESCRIPTION

PROJECT NUMBER



LANDSCAPE  
PLAN

L1.0

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