



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

Lafayette L. Crump
Commissioner

Vanessa L. Koster
Deputy Commissioner

September 23, 2020

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

Dear Committee Members:

File No. 200461 relates to a Minor Modification to the Detailed Planned Development known as Bader Philanthropies to allow a digital monument sign with LED changeable messages at its headquarters located at 3300 North Dr. Martin Luther King Jr. Drive, on the east side of North Dr. Martin Luther King Jr. Drive, north of West Concordia Avenue, in the 6th Aldermanic District.

In 2016, a Detailed Planned Development (DPD) was established to facilitate the development of the Bader Philanthropies headquarters. While a freestanding sign was not included in the initial development of the site, the DPD did establish general parameters for a future sign, including size and materials. However, the DPD noted that a digital sign was not to be installed. Bader Philanthropies is now seeking a minor modification to the DPD to allow the construction of a monument sign that includes a digital changeable message sign. They propose using the sign to advertise neighborhood and community events.

The sign would be set back 10 feet from the corner of W. Concordia Ave. and N Dr. Martin Luther King Jr. Drive. As per the original DPD, the sign will be double-sided and limited to 6 ft tall and a 50 sq. ft sign face that includes a 20 sq. ft. automatic changeable message and a cabinet Bader Philanthropies logo with vinyl graphics and letters. The masonry base will have an aluminum cap and aluminum letters with the street address and there will be base plantings around the sign. All other aspects of the DPD zoning remain unchanged.

At the virtual City Plan Commission on September 21, 2020 a representative from Bader Philanthropies answered questions about the proposed sign. Since the proposed sign is compliant with the surrounding LB2 zoning and will allow Bader Philanthropies to advertise neighborhood and community events, the City Plan Commission at its regular meeting on September 21, 2020 recommended approval of the subject file.

Sincerely,

for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Cogg

