

April 6, 2004

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

Dear Committee Members:

Attached is File No. 031448, being a substitute ordinance relating to the Fourth Amendment to the General Planned Development (GPD) known as Milwaukee Metro Center, located on land South of West Good Hope Road between West Fond du Lac Avenue and U.S. Highway 41 & 45, in the 15th Aldermanic District.

This proposed amendment would allow for an off premise sign as a permitted use. The amendment to the detailed plan would allow for the removal of the existing freestanding Hummer sign located on the west side of the site and replaced with an off premise sign advertising Bergstrom Chevrolet. The existing Hummer Type A sign is 24 feet in height and 85 square feet in area. The proposed off premise sign now meets these standards. All other aspects of the general plan would remain the same.

A public hearing was held on March 8, 2004 at which time no one spoke in opposition to this proposed amendment. Since this proposed zoning change is consistent with City plans for the area, the City Plan Commission at its regular meeting on March 8, 2004 recommended that this substitute ordinance be approved conditioned on providing a revised Owner's Written Narrative.

Sincerely,

Patricia S. Algiers
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Nardelli
File