

November 15, 2011

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

Dear Committee Members:

File No. 110862 relates to the establishment of a Master Sign Program (MSP) Overlay District known as East Pointe Marketplace, to establish signage standards for a portion of the property located at 605 East Lyon Street, on the north side of East Ogden Street and east of North Jefferson Street, in the 3rd Aldermanic District.

This file will create uniform building signage standards for future tenants of the multi-tenant building at the commercial marketplace. This overlay will allow larger, Type A wall signs to be attached to the building covering the existing brick recesses. The new signs will be attached to perforated rectangular screens centered between the existing pilasters of the building maintaining 8" of exposed existing brick around the signs. The screens will conceal any exposed electrical raceways in addition to providing a uniform appearance. Any new signs will not pass over architectural elements or existing pilasters. Current site freestanding signs and awnings are not included in this MSP.

A public hearing was held on November 14, 2011, at which time no one objected to the proposal. Since the proposal is consistent with the Downtown Plan and will allow East Pointe Marketplace to attract tenants with these updated signage standards, the City Plan Commission, at its regular meeting on November 14, 2011, recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Nik Kovac