

Exhibit A

File No. 181209

Minor Modification to a Detailed Planned Development known as

CSM Main Hospital 2315-2415 N Lake Dr. & 2220 E North Ave. & CSM Prospect East Phase 1  
2320 N Lake Dr.

In 2005, General Planned Development (GPD; FN 031746) was established for the phased development of the Columbia St. Mary's campus, generally located on the north side of East North Avenue between North Prospect Avenue and North Terrace Avenue. Subsequently, a Detailed Planned Development (DPD) was approved for the main hospital campus in 2006 as FN 050826. This DPD was subsequently modified in 2007 as FN 061212 to permit minor changes to the façade materials and design for the main hospital building. Additionally, in 2005 a DPD (FN 031747) was approved for the phase known as Columbia St. Mary's Phase 1 (aka Water Tower Medical Commons). This DPD was amended in 2008 as FN 060259 to approve the design of the parking structure, and again in 2013 as FN 121487 to remove the property located at 2430 N. Lake Drive from the DPD. A third phase known as Prospect West Medical Commons (FN 031747) was approved as a DPD in 2005 and is not affected by this minor modification.

The previously approved DPDs establish, among other things, signage requirements. The applicant, Ascension Columbia St. Mary's, is proposing a Minor Modification to the DPD zoning to permit additional ground signage throughout the campus. Specifically, 11 total ground signs, 1 type A Free Standing Ground sign (Ascension Ground Emblem 81 SQ.FT.; 9' tall by 8' 11 1/8" wide) and 10 type B Free Standing Signs (Beacons 11.5 SQ.FT. each; approximately 7' 8 & 1/16" tall by 1' & 6" wide). The locations of the additional signs requested include:

1. The hospital main entrance on Lake St and visible at the corner of North Ave, 1 Ground Emblem and 4 Beacons.
2. Two (2) Beacons at the entrance of the Women's Hospital on Lake St (West Side of Street).
3. Two (2) Beacons at the entrance of the Ascension Water Tower Medical Center on Lake St. (East Side of Street).
4. Two (2) Beacons at the Main Hospital Parking Garage entrance on prospect Ave (East Side of Street).

The 4 beacons at the Main Hospital entrance on Lake Street will be internally illuminated with LED lights. The ground emblem and remaining 6 beacons will not illuminate.

Slight modifications to these standards based on tenant needs may be reviewed and approved by staff on a case by case basis.

All other aspects of the DPD zoning will remain unchanged.



**Ascension  
Columbia St. Mary's  
Hospital**

November 19, 2018

City of Milwaukee  
Department of City Development

Dear Sir or Madam,

Ascension Columbia St. Mary's Hospital Milwaukee respectfully asks for consideration of ten beacons and one ground emblem in the modification of the detailed planning for zoning for our hospital campus. The recently approved and installed signs improve the vehicular navigation and campus wayfinding by adding color and direction. At the time of development, the wayfinding strategy did not include arrival signs at the destination. The additional signs will complete the wayfinding system, directing patients and visitors to the main entrance of the hospital adding clarity in navigating the urban environment.

The blue beacons will serve as vertical wayfinding elements and are used to direct patient and visitors to the main entrance of the hospital.

The ground element representing Ascension Columbia St. Mary's is used to create a campus feel and sense of place at the corner of North and Lake Street at the main entrance of the hospital. This will positively contribute to the pedestrian environment and emphasize the campus entry at the intersection. The element will also serve as an easily identifiable landmark to assist in patient pick-up and drop-off at the hospital main entrance.

In addition to providing wayfinding, the beacons and ground element are visual representations of the mission and values the associates and care-providers strive to live in our community and hospitals. The beacons are inscribed with our values and the ground element a representation of the trinity and our 800-year legacy of delivering care.

Thank you for the consideration,

Kelly Elkins, MPH  
President  
Ascension Columbia St. Mary's

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*Ascension Wisconsin*