



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

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January 22, 2019

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

Dear Committee Members:

File No. 181209 relates to a Minor Modification to the Detailed Planned Developments (DPD) known as Columbia St. Mary's Main Hospital and Columbia St. Mary's Phase 1 (Water Tower Medical Commons) to allow additional site signage on land located on the north side of East North Avenue between North Prospect Avenue and North Terrace Avenue, in the 3rd Aldermanic District.

In 2005 a General Planned Development (GPD) was established for the entire Columbia St. Mary's hospital campus, and individual DPDs were subsequently approved for the specific phases of construction. The GPD and DPDs established, among other items, signage regulations for the allowable signs within the Planned Development. The signage that currently exists on the site constitutes the allowable freestanding and building wall signs for the campus. The applicant, Ascension Columbia St. Mary's is seeking a Minor Modification to the DPDs to permit additional ground signage throughout the campus to further accentuate the entrances to certain areas within the hospital campus. Specifically, 11 total ground signs consisting of 1 Type A freestanding ground sign (Ascension Ground Emblem) and 10 Type B freestanding ground sign beacons are proposed at four general locations.

Since the proposed minor modification is consistent with the previously approved DPDs, allows additional signage to demark building entrances and is not inconsistent with the Northeast Area Comprehensive Plan recommendations, the City Plan Commission, at its regular meeting on January 22, 2019, recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Kovac

