

Exhibit A
File No. 191821
Minor Modification to a Detailed Planned Development known as 2900 N. Oakland
2900 N. Oakland Avenue
March 10, 2020

Previous File History and Project Summary

A Detailed Planned Development (DPD) for the subject site was approved by the Common Council in November 2017 as File No. 161714. The DPD allowed for construction of a 5-story mixed use residential apartment building consisting of 55 apartment units above approximately 5,000 square feet of ground floor commercial space, as well as 59 interior parking spaces.

Minor Modification Summary

The DPD established specific signage standards for the building identification as well as tenant signs. One permanent building identification sign is allowed at the residential lobby entrance on Locust Street, and may be approximately 13' wide by 1' – 8" in height, and consist of individual letters that will be backlit, if illuminated. All tenant signage will be located within the signage band above the commercial storefront glazing, and will be Type A wall signs.

The applicant/owner is requesting a minor modification to allow two additional building identification signs, as well as more flexibility in tenant signage options.

List of Attachments

1. Vicinity map
2. Site photos
3. Drawings

Proposed Changes

Building Identification Signs:

We are proposing (2) Two signs that read "THE EASTSIDER" that will be installed on the South and West elevations of the building, at the corner of N. Oakland Ave. and E. Locust Street. The overall size of the signs is 24" high by 228" wide. The signs are 38 sq. ft. each. The signs are a Type A and are illuminated with LED lighting. The signs are Halo Lit from behind. The letters are Aluminum construction, painted Black, with a line routed out of the face and backed with a White Acrylic. These lines also are illuminated. The letters will be pin mounted 2" from the wall to allow for the Halo lighting to illuminate on the wall.

Tenant Signs:

In addition to allowing Type A signs (consistent with 295-407-2-b-2-a of the zoning code; individual letters and logos) to be placed within the sign band area, Type A projecting signs will be permitted provided the bracket is placed within the sign band area and is painted to match the sign band. All other rules with respect to projecting signs into the right-of-way will be followed. We will allow each tenant (1) One projecting sign over the business entrance, following all codes on size, projection, and sign type.

Consistent with the existing DPD, window signs within the commercial space shall not cover more than 25% of the glazed area of any window, and will follow provisions set forth in 295-407-2-b-7 of the zoning code.

All other aspects of the DPD remain unchanged.



Project:
Millennial Partners -
The East Sider

Description:
Channel letters, Halo and Face lit

Project Location:
Milwaukee, WI

Billing Location:
Milwaukee, WI

CONCEPT DEVELOPMENT

Sales Rep: CB Date: 03/09/20
Design: JPG

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Notes: Survey Req'd Permit Req'd Need Prod. Art

REVISIONS:

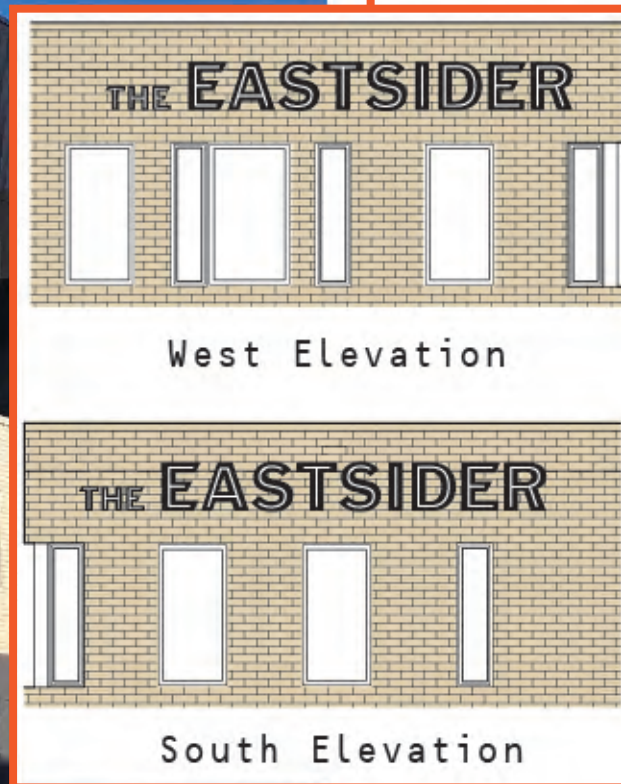
Rev A	_shift signs(s) out from corners	By JPG	Date 03/02/20
Rev B		By -	Date
Rev C		By -	Date
Rev D		By -	Date
Rev E		By -	Date
Rev F		By -	Date

Scale: xx" = 1' - 0"
Original Page Size: 11" x 17"

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INS - PROJ NO. DESIGN PG REV NO.

6
CONCEPT PKG NO.

ESTIMATE NO.





Concept 2 REV2



Project:
**Millennial Partners -
The East Sider**

Description:
Channel letters, Halo and Face lit

Project Location:
Milwaukee, WI

Billing Location:
Milwaukee, WI

CONCEPT DEVELOPMENT

Sales Rep: CB Date: 03/09/20
Design: JPG

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Rev B		By -	Date
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Rev F		By -	Date

Scale: xx" = 1' - 0"
Original Page Size: 11" x 17"

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INS - PROJ NO.	DESIGN PG	REV NO.

6
CONCEPT PKG NO.

ESTIMATE NO.



Project:
**Millenial Partners -
The East Sider**

Description:
Halo Lit Channel letters

Project Location:
Milwaukee, WI

Billing Location:
Milwaukee, WI

CONCEPT DEVELOPMENT

Sales Rep: CB Date: 03/09/20
Design: JPG

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Notes: Survey Req'd Permit Req'd Need Prod. Art

REVISIONS:

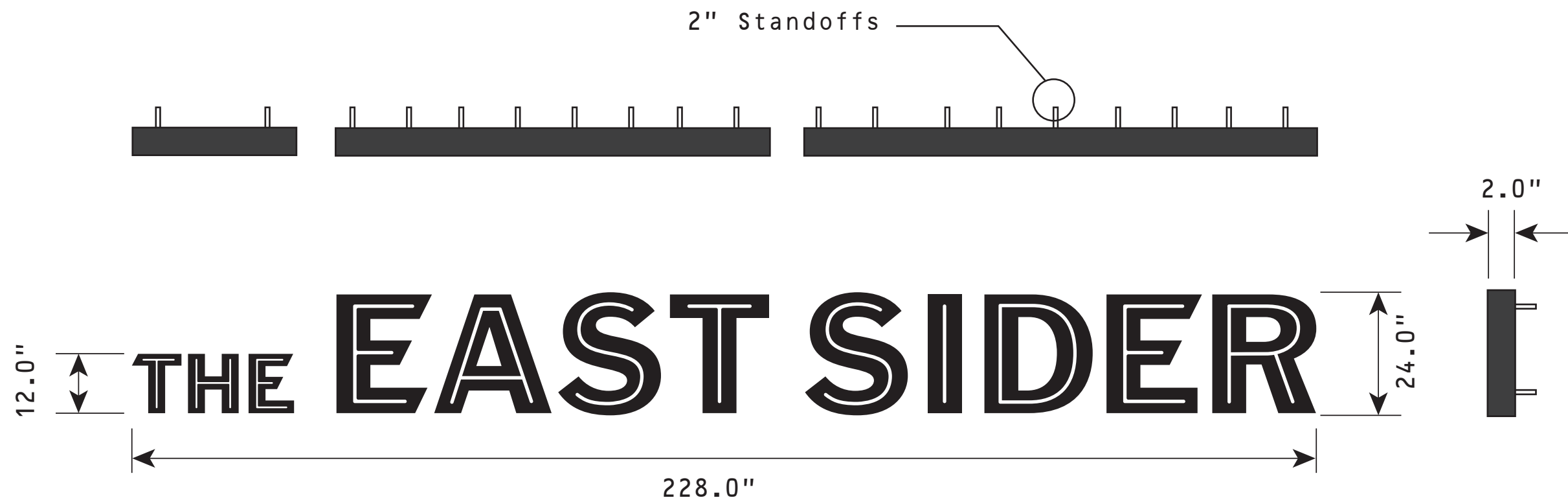
Rev A	revise face color	By JPG	Date 03/02/20
Rev B	add descriptions and notations	By JPG	Date 03/11/20
Rev C	-	By -	Date -
Rev D	-	By -	Date -
Rev E	-	By -	Date -
Rev F	-	By -	Date -

Scale: 1/2" = 1' - 0"
Original Page Size: 11" x 17"

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INS - PROJ NO. DESIGN PG REV NO.

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CONCEPT PKG NO.

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WEST and SOUTH ELEVATION - HALO-LIT CHANNEL LETTERS

(2) Sets Req'd 1/2" = 1-0'

Fabricate and install (2) sets of 12"h and 24"h x 228"w total length Halo-lit Channel letters to building faces, West and South elevations.
120V Primary Electrical Connection, Hook-up by Locally Lisenced Electrician.
Adjustments made per survey for clearance(s) and exact locations.

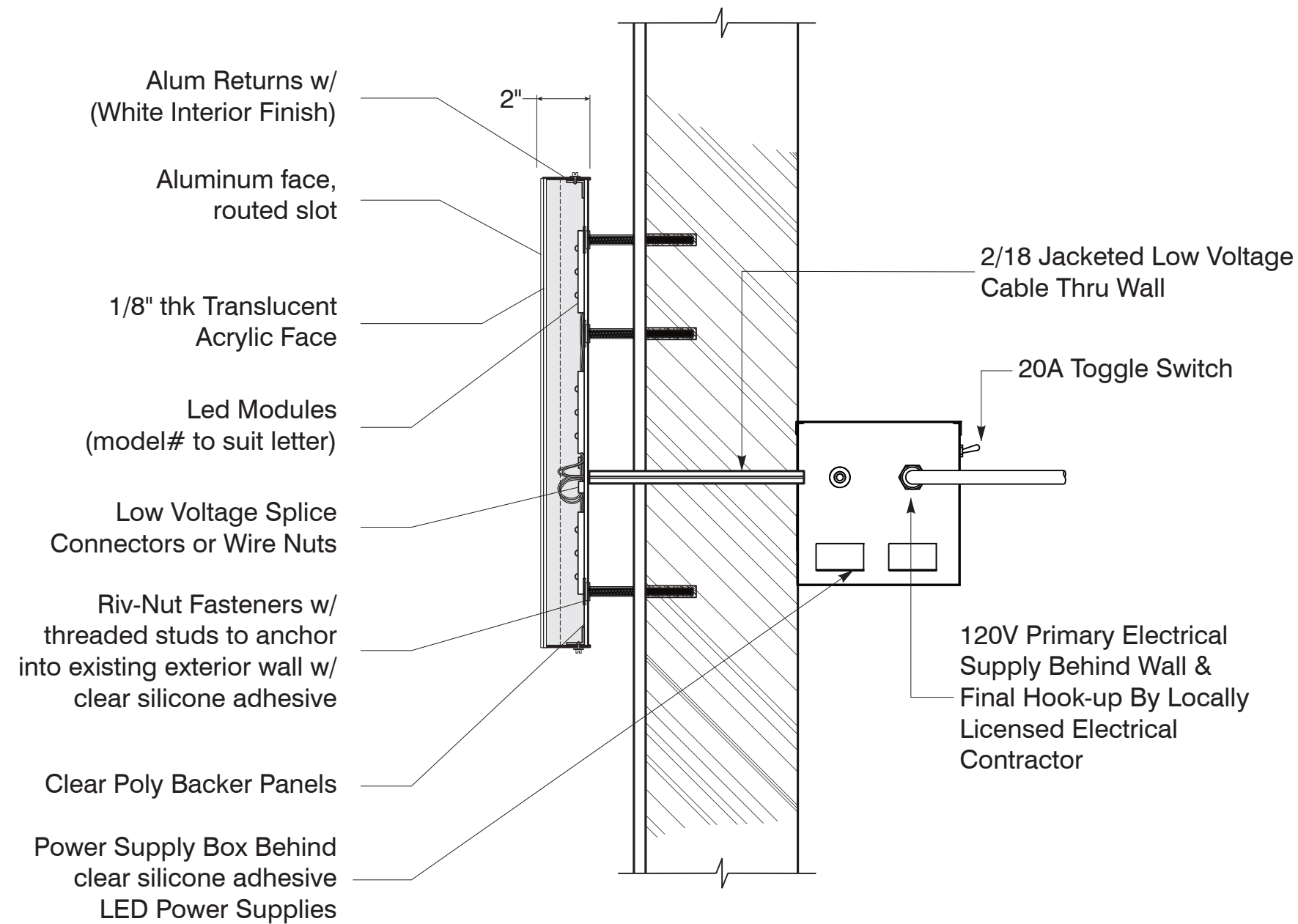
COLOR SCHEDULE:

	0.118" thk #7328 White Acrylic		Prefinished Black Alum. Coil Stock
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2" Face/Halo-Lit Channel Letter w/ Remote Pwr | Side Detail, Typ
 2 - 0" = 1' - 0" Scale



Project :
 The EASTSIDER

Description:
 Face / Halo lit channel
 Flush mount

Project Name and Address
 Milwaukee, WI

Billing Location (if different):
 Milwaukee, WI

Project #: 27293736

Rev.	Description	Date	Init
01	revised notations	03/11/20	JPG
02			
03			
04			
05			

Concept Notes:
 [Insert]

CONCEPT BY: JPG		SALES REP: CB	
DATE: 03/09/20		SCALE: 2-0" = 1'-0"	
B	1	C-1	2
SIZE.	CONCEPT NO.	SHEET NO.	REV.

PACKAGE #: 6 **PAGE #:** 04 **VERSION:** 00

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Rev.	Description	Date	Init
01			
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Concept Notes:
 [Insert]

CONCEPT BY: JPG		SALES REP: CB	
DATE: 03/11/20		SCALE: 2-0" = 1'-0"	
B	1	C-1	2
SIZE.	CONCEPT NO.	SHEET NO.	REV.

PACKAGE #: 06 **PAGE #:** 05 **VERSION:** 00

