

File Number 241872. A substitute resolution relating to a Minor Modification to the Detailed Planned Development known as Park Place, Stage 19 to allow additional signage on an existing building located at 11800 West Park Place, on the north side of West Park Place, south of West Lake Park Drive, in the 9th Aldermanic District.





File Number 241872. Context.



Aerial View

File Number 241872. Consistency with Comprehensive Plan.



## Northwest Side Area Plan

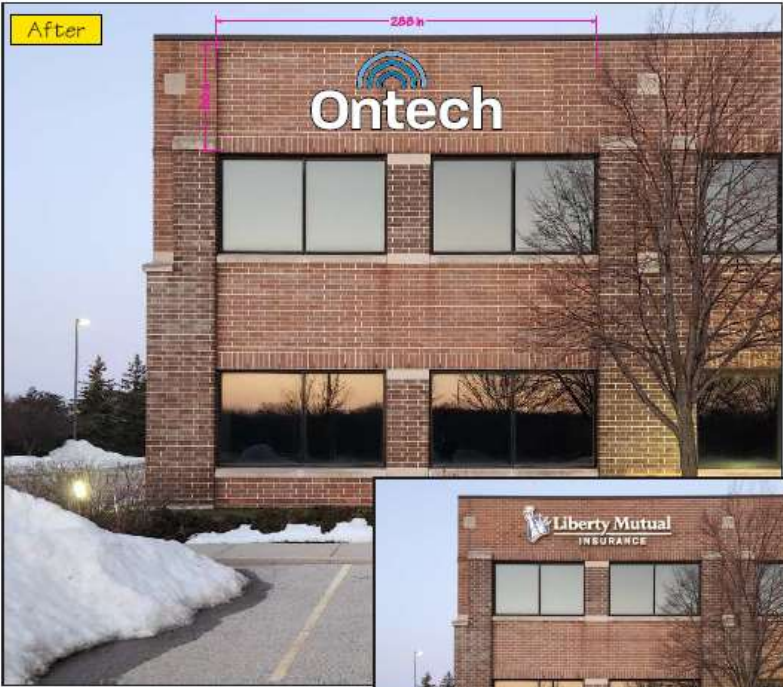
- Adopted in 2007, amended in 2017
- The site is located in “District 4” of the Area Plan. Recommendations pertaining to signage focus on ensuring that industrial and business parks have appropriate, uniform signage that identifies the park at each gateway
- Feedback during the process regarding commercial signage focused on signage legibility
- The proposed modification for signage is **consistent** with the Northwest Side Area Plan



Channel Letters



Front Elevation (West):



Address: 11800 W Park Pl, Milwaukee, WI



- JOB DETAILS:**
- Type-A Sign:  
LED Internally Illuminated  
Channel Letters  
- White Faces/Black Trim  
Caps & Returns  
- Translucent Vinyl Graphics
- ☒ Azure
  - ☒ Olympic Blue
  - ☒ Intense Bluse

- ☐ Customer Pickup
- ☐ Signworks Deliver
- ☒ Signworks Install
- ☐ Other \_\_\_\_\_
- ☐ Ship To \_\_\_\_\_

Customer Name: Ontech	Sales Representative: Dan	Designer: Lisa
Customer Address:	Job Location:	
File: 2025 Sketches/by name/Ontech		

**R1 3/19/2025**

Quote Number:

*These conceptual designs are the property of Signworks of Wisconsin, Inc. The drawing is for presentation only - actual colors may vary on the finished sign.*