



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

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

May 21, 2025

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 301-B

Dear Committee Members:

File Number 241872 relates 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.

In 2000, the Detailed Planned Development (DPD) known as Park Place, Stage 19 was established to allow the construction of a 2-story, 57,400 square foot office building on the subject site. The DPD currently allows for 1 building wall sign that is up to 32 square feet in area. This file will allow an increase in the quantity of wall signs from 1 to 4, and an increase in area to 60 square feet each. The signs will be Type A with individual letters, and may be placed on the west, north and south faces of the building within the brick area above the second story windows.

The City Plan Commission heard this item at its regularly scheduled meeting on Monday, May 19, 2025. The building owner and a representative of the sign company were present and answered questions regarding the proposal. The City Plan Commission recommended approval of the subject file.

Sincerely,

for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

CC: Ald. Taylor