



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

**Rocky Marcoux**  
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Deputy Commissioner  
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November 16, 2018

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

Dear Committee Members:

File No. 180882 relates to a Minor Modification to the Detailed Planned Development (DPD) known as Marquette University Valley Fields Complex to allow modifications to the previously approved signage for the temporary dome structure at 1818 West Canal Street, located on the north side of West Canal Street, west of North 16th Street, in the 8th Aldermanic District.

This minor modification was requested by Marquette University and will allow the university to replace the existing banner on the north side of the Seasonal Air Supported Structure with a new larger Marquette University banner that includes sponsor recognition. The current DPD for Valley Fields limits the type/size of signage and fabric banners. The existing Marquette University logo banners on the dome structure are each approximately 30ft x 30ft in size. The intended size for the new MU - Town Bank banner on the North elevation is approximately 30ft x 90ft. The existing Marquette University banner on the East elevation would not be modified. The banners would be connected/interlaced with the fabric of the dome system similar to the existing Marquette University - MU logo banners.

The Seasonal Air Supported Structure is installed yearly in mid/late fall and decommissioned each spring. By code, the structure cannot be utilized for more than 180 days. During this period of time, the banners will be placed on the North and East elevations. The intent will be to utilize focused LED spotlights to illuminate the banners during the evening and early morning hours.

Since the proposed minor modification is consistent with the previously approved DPD and will allow for display of sponsorship on the dome structure, the City Plan Commission at its regular meeting on November 12, 2018 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Donovan

