



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

**Lafayette L. Crump**

Commissioner

**Vanessa L. Koster**

Deputy Commissioner

**5<sup>th</sup> Ald. District**  
**Ald. Westmoreland**

**CITY PLAN COMMISSION  
ZONING REPORT**

**File No.** [230726](#)

**Location:** 11414 West Park Place, on the south side of West Liberty Drive, north of West Park Place

**Applicant/  
Owner:** Sign Effectz on behalf of Melrose Milwaukee Holdings LLC

**Current  
Zoning:** Detail Planned Development (DPD) known as Park Place, Stage 17

**Proposed  
Zoning:** Minor Modification to DPD

**Proposal:** In 1999, the Detail Planned Development known as Park Place, Stage 17 was established to allow for the development of a 3-story, 90,000 square foot office building for Liberty Property Trust. The DPD has been amended subsequently to allow for additional building and site signage. The DPD currently allows 3 building wall signs (two 20 square foot signs and one 40 square foot sign).

This minor modification will allow for a fourth building sign. The additional wall sign is requested as a new tenant, Jacobus Energy, has signed a lease to occupy 17,064 square feet of the building. The sign shall consist of individual letters and logos and may be up to 75 square feet in area. The proposed sign will be internally illuminated. The sign will be installed on the upper sign band on the southwest corner facing the front parking area and a portion of West Park Place.

All other aspects of the previously approved DPD remain unchanged.

**Adjacent Land Use:** Commercial uses are to the North, South, and East. The interstate highway is to the West.

**Consistency with  
Area Plan:** The proposed modification is within the planning area of the Northwest Side Area Plan, which was adopted in 2007, and 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 (p. 97). Feedback during the process regarding commercial signage focused on signage legibility (p. 63). The proposed modification for signage is consistent with the Northwest Side Area Plan.

**Previous City  
Plan Commission**

**Action:**

4/23/2012 - City Plan Commission recommended for adoption a substitute resolution relating to a minor modification to the Detailed Planned Development known as Park Place, Stage 17, for additional signage, on land located on the south side of West Liberty Drive, east of West Park Place, in the 5th Aldermanic District. ([FN 111581](#))

10/1999 – City Plan Commission recommended for adoption of a substitute ordinance changing the zoning from Detailed Planned Development (DPD) for a planned development known as Park Place, Stage 3, to General Planned Development (GPD) for a planned development known as Park Place, on land located North of West Good Hope Road and West of North 107th Street, in the 15th Aldermanic District. ([FN 990938](#))

6/1999 – City Plan Commission recommended for adoption a substitute ordinance relating to the change in zoning from Detailed Planned Development (DPD) for a planned development known as Park Place, Stage 3, to General Planned Development (GPD) for a planned development known as Park Place, on land located North of West Good Hope Road and West of North 107th Street, in the 15th Aldermanic District. ([FN 990417](#))

**Previous Common  
Council Action:**

5/22/2012 – Common Council approved a substitute resolution relating to a minor modification to the Detailed Planned Development known as Park Place, Stage 17, for additional signage, on land located on the south side of West Liberty Drive, east of West Park Place, in the 5th Aldermanic District. ([FN 111581](#))

11/9/1999 – Common Council approved a substitute ordinance changing the zoning from Detailed Planned Development (DPD) for a planned development known as Park Place, Stage 3, to General Planned Development (GPD) for a planned development known as Park Place, on land located North of West Good Hope Road and West of North 107th Street, in the 15th Aldermanic District. ([FN 990938](#))

7/29/1999 – Common Council approved a substitute ordinance relating to the change in zoning from Detailed Planned Development (DPD) for a planned development known as Park Place, Stage 3, to General Planned Development (GPD) for a planned development known as Park Place, on land located North of West Good Hope Road and West of North 107th Street, in the 15th Aldermanic

District. ([FN 990417](#))

**Staff**

**Recommendation:**

Since the proposed additional building wall sign is necessary for a new, major tenant within the multi-tenant office building and is high quality (Type A) in nature, and is consistent with previous minor modifications to other DPDs within the Park Place office park, staff suggests that the City Plan Commission recommends approval of the subject file.