



**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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June 10, 2014

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

Dear Committee Members:

File No. 140199 relates to a minor modification to a Detailed Planned Development for changes to the approved signage for the athletic field and parking complex on land located in the block bounded by North Broadway, East Knapp Street, North Market Street and North Water Street, in the 3rd Aldermanic District.

This file was requested by the Milwaukee School of Engineering, and will allow for minor changes to the previously approved building signage for the athletic field and parking facility. The facility will be named after Dr. Hermann Viets, President of the Milwaukee School of Engineering (MSOE), and as such, the previously approved signage for "Raider Field" will be replaced with signage that notes the official name, and some additional signage will be added to the building. Specific changes include the following:

1. Southeast corner: The addition of one sign on the southeast corner with freestanding, non-illuminated metal letters on top of the canopy. The sign will read "VIETS FIELD" that will cover an area of 28'5" long by 3' tall. This sign will replace the depressed lettering in concrete retaining wall that reads "MSOE RAIDER FIELD."
2. Southwest corner: A new sign consisting of individual reverse halo metal lettering will be added on the southwest corner that reads "VIETS FIELD." This will be located on the cornice above the window opening and stretch 24' long and 2'6" tall.
3. Northwest corner: A new sign will be added below the existing MSOE logo on the northwest corner that reads "VIETS FIELD." This will also be reverse halo illuminated signage with dimensions of 6'6" wide by 4'4" tall.

All other aspects of the previously approved DPD remain unchanged.

Since the proposed signage is consistent with the previously approved DPD, the City Plan Commission at its regular meeting on June 9, 2014 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Nik Kovac

