



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

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November 11, 2019

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

Dear Committee Members:

File No. 191014 relates a Minor Modification to the Detailed Planned Development (DPD) known as Park Place, Stage 28 to allow a monument sign at the Comfort Suites hotel located at 10831 West Park Place, on the south side of West Park Place, west of North 107th Street, in the 5th Aldermanic District.

The applicant is seeking a minor modification to the DPD to permit a monument sign on the site. The minor change will allow the installation of one monument sign, not to exceed 8 feet in height and 88 square feet, that will direct traffic to the entrance of Comfort Suites. The structure of the sign will be fabricated aluminum with routed letters with an acrylic backer. The sign will be lit using LED illumination. The base footing will be constructed with steel. Base plantings will be placed around the sign. The sign will be placed at the entrance of the access drive and will be placed outside the required 10 foot vision triangle as required per s. 295-405-2-g-3-a of the zoning code.

The building wall signs will be replaced with similar Type A signs (consistent with the DPD) and are not part of this minor modification. Comfort Suites will decrease the wall signs from four to three, but retains the right to add the fourth Type-A building wall sign (not to exceed the square footage of the original signage) at some point in the future. All other aspects of the DPD will remain unchanged.

Since the proposed monument sign is consistent with the DPD zoning, the City Plan Commission, at its regular meeting on November 11, 2019, recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Dodd

