



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

November 7, 2023

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

Dear Committee Members:

File No. 230726 relates to a Minor Modification to the Detailed Planned Development known as Park Place, Stage 17 to allow additional signage on an existing building located at 11414 West Park Place, on the south side of West Liberty Drive, north of West Park Place, in the 9th Aldermanic District.

In 1999, the Detail Planned Development (DPD) 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 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 has signed a lease to occupy 17,064 square feet of space within the building. The sign will consist of individual letters and logos, may be up to 75 square feet in area, and 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.

City Plan Commission considered this item at its regular meeting on Monday, November 6, 2023. At that time, a representative from Sign Effectz presented the proposal and answered questions. The City Plan Commission recommended approval of the subject file.

Sincerely,

 for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

c: Ald. Taylor

