

April 24, 2012

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

Dear Committee Members:

File No. 111581 relates file relating to a minor modification to the Detailed Planned Development known as Park Place - Stage 17, for additional signage, on lands located on the south side of West Liberty Drive, east of West Park Place, in the 5th Aldermanic District.

This minor modification was requested by Liberty Property Trust, and will permit one additional tenant wall sign. The General Planned Development (GPD) only permits two building wall signs as of right, and requires a minor modification to the DPD to add additional signage. The additional wall sign is requested as a new tenant, Regus, has signed a lease to occupy 13,500 sf of the building, or approximately 16% of the building, and requires a sign as part of their lease. Regus provides a flexible workspace center consisting primarily of executive suites and shared office space. The wall sign will consist of individual letters, and will be 40 sq ft in area.

Since the proposed zoning change is consistent with the recommendations of the Northwest Side Comprehensive Area Plan and is compatible with the two other wall signs on the building, the City Plan Commission at its regular meeting on April 23, 2012 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. James Bohl, Jr.