



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

Rocky Marcoux
Commissioner
rmarco@milwaukee.gov

Martha L. Brown
Deputy Commissioner
mbrown@milwaukee.gov

January 24, 2018

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

Dear Committee Members:

File No. 171209 relates a Minor Modification to the Detailed Planned Development known as Honey Creek Corporate Center, Phase II to permit additional building wall signage at 115 South 84th Street, located on the north side of Interstate 94, west of South 84th Street, in the 10th Aldermanic District.

This Minor Modification was requested by LSREF2 REO LLC and will permit additional building wall signs on the existing office building. Limited building wall signage is permitted on the building under the existing DPD, and just one building wall sign is currently on the building (south elevation). The owners of the building have found that this is not sufficient for current and future tenant needs. This minor modification will allow a total of 4 building wall signs on the building. The intended signage may be placed on the south, east or west facades of the building, and shall be located in the architectural precast sign band area on the 3rd floor. Each sign will consist of individual letters and may be internally illuminated. Logos will be offset from the signs if necessary in order to not cross over the precast section of the band area. Additionally, signs shall not cross precast panel joints where there is a change in precast panel colors. The height of the sign may not exceed 40 inches, and a logo may be taller provided that it does not go outside the brown precast sign band area. The length of the sign shall not exceed 25 feet.

Since the proposed minor modification will allow additional building wall signage to meet tenant needs and is consistent with the recently approved minor modification for Phase IV, the City Plan Commission at its regular meeting on January 22, 2018 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Murphy

