



Honey Creek Corporate Center  
Minor Modification to Detailed Planned Development  
Honey Creek Phase 2 – File No. 160471

This minor modification to the Detailed Planned Development (DPD) known as Honey Creek Phase 2 is being requested by Poblocki Sign Company to approve sign details for a multi-tenant Honey Creek Corporate Center monument sign. This statement, together with the below described exhibits and supporting materials, comprises the modification.

I. List of exhibits

- a. Site plan (Location of new proposed sign marked. Red line showing approximate I-94 expansion)
- b. Earth view map of old freestanding signage before I-94 expansion
- c. PYL-01 Sign renderings for proposed sign
- d. PYL-01 Sign rendering of night conditions to simulate proposed illumination
- e. Site Photos

II. Description of minor modification

In 1988, a General Planned Development (GPD) was established for the Honey Creek Corporate Center as File No. 881840 to set development parameters for the phased development of an office park. In 1996, the Detailed Planned Development (DPD) for Phase 1 development (File No. 961722) was approved for construction of the northernmost building, as well as a multi-tenant freestanding sign for the entire corporate center. The land has since been subdivided to accommodate the development of Phases 2, 3 and 4. The DPD for Phase 2 was approved in 1998 as File No. 980060 to permit construction of the building that sits on the southeast portion of the corporate center. The parcel for Phase 2 includes the area that had been previously approved for a multi-tenant freestanding sign, which was in place up until recently when expansion of Interstate 94 began within the zoo interchange project began. Due to this expansion, the sign was required to be removed as there is now a large retaining wall where the old freestanding sign was which is now the on-ramp from 84<sup>th</sup> Street. The old freestanding sign was centered along the southern property line. The previously approved sign parameters included the allowance of up to 120 sq ft of sign area with ground mounted illumination. Materials were to be brick with columns and a sloped metal roof.

Greywolf Partners and Poblocki Sign Company, on behalf of the Honey Creek Corporate Center, is proposing a minor modification to permit a revised sign that will have an overall height of 20' with the 6' tall base being constructed of the same stone as other signage on campus which was recently installed. Each side will have allowance for six tenant panels that are 1'6"X11' (17.6 sq ft each) in size. The Honey Creek Corporate Center branding will be at the top of the sign in the same manner as the other signage on campus and be 1'6"X12' (18 sq ft). With the six tenant panels and the



Honey Creek branding the total copy space per side would be 123.6 sq ft. As stated above the base will be stone to match other signage on campus as well as the stone used on the buildings. The main sign cabinet where the tenant panels are will be illuminated internally by LED's with ONLY the tenant name copy (not the entire tenant panel face) being illuminated. The Honey Creek branding at the top of the sign will be also be illuminated by LED's with these being fabricated aluminum back-lit (halo-lit) letters as shown on the night rendering. The sign will be placed in the southeast corner of the property as this is the only area where a sign can be visible with the nature of the 94 expansion. We will be placing this sign outside of the PLE in that area as well. Additionally, the area around the base of the sign will be landscaped in such a nature as has been done around other signage and in other landscaped areas on campus (Final plan TBD).

All other aspects of the DPD will remain unchanged.

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**Project**

**Honey Creek Corporate Center**

Wauwatosa, Wisconsin

Scale: NTS

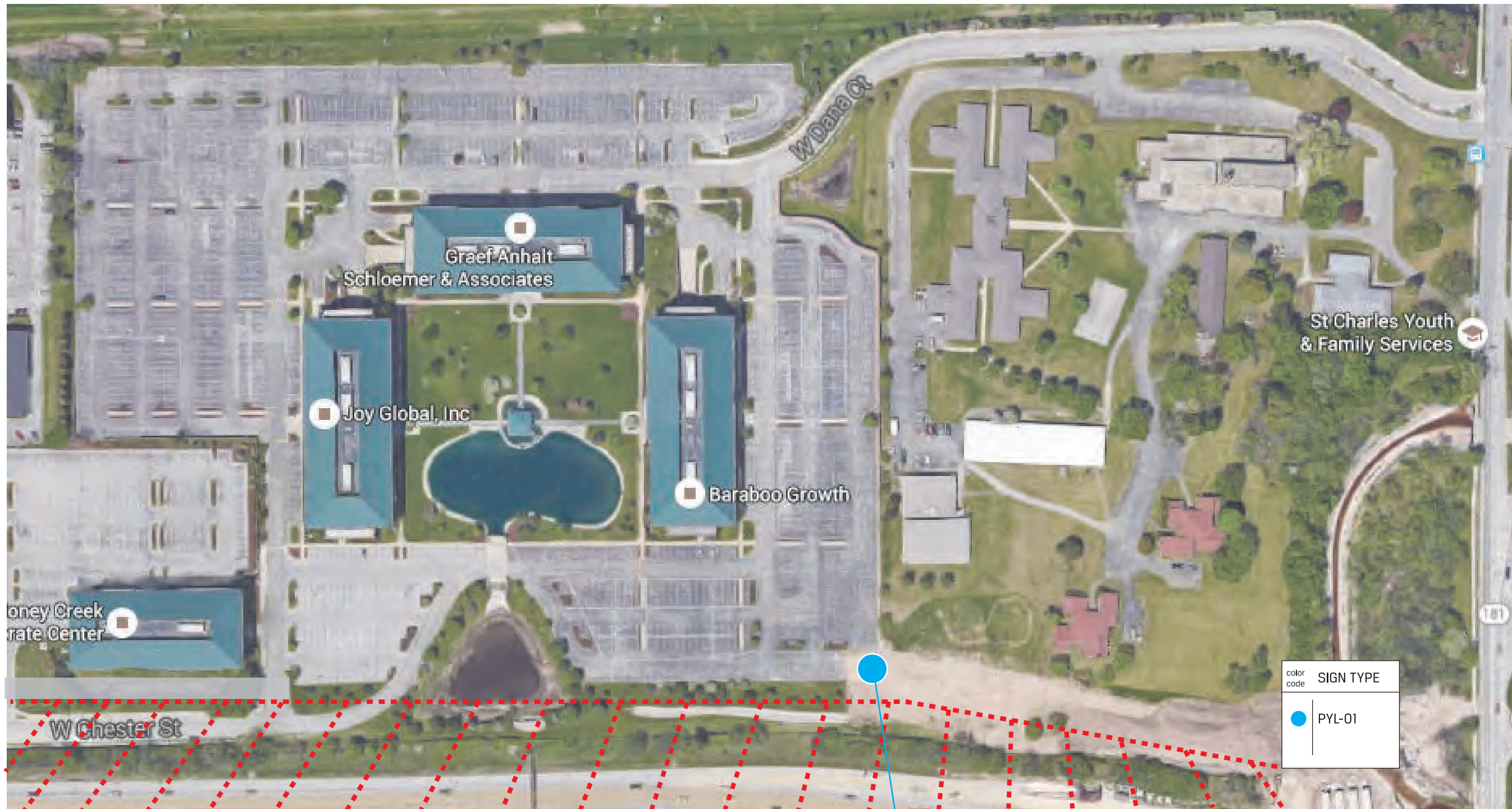
Original Page Size: 11" x 17"

**Notes**

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**Revisions**

REV	DESCRIPTION	BY	DATE
01	sign additions	sew	05.19.16
02	locations/layout	sew	06.15.16
03	remove existing locs.	sew	08.29.16



PYL-01  
[Location of proposed pylon/monument sign]

Rep.: Mike Kinsella

Drawn By: Sarah Watson Orig. Date: 12/08/15

**Sign Loc. No. permits**

**00**

Site Plan

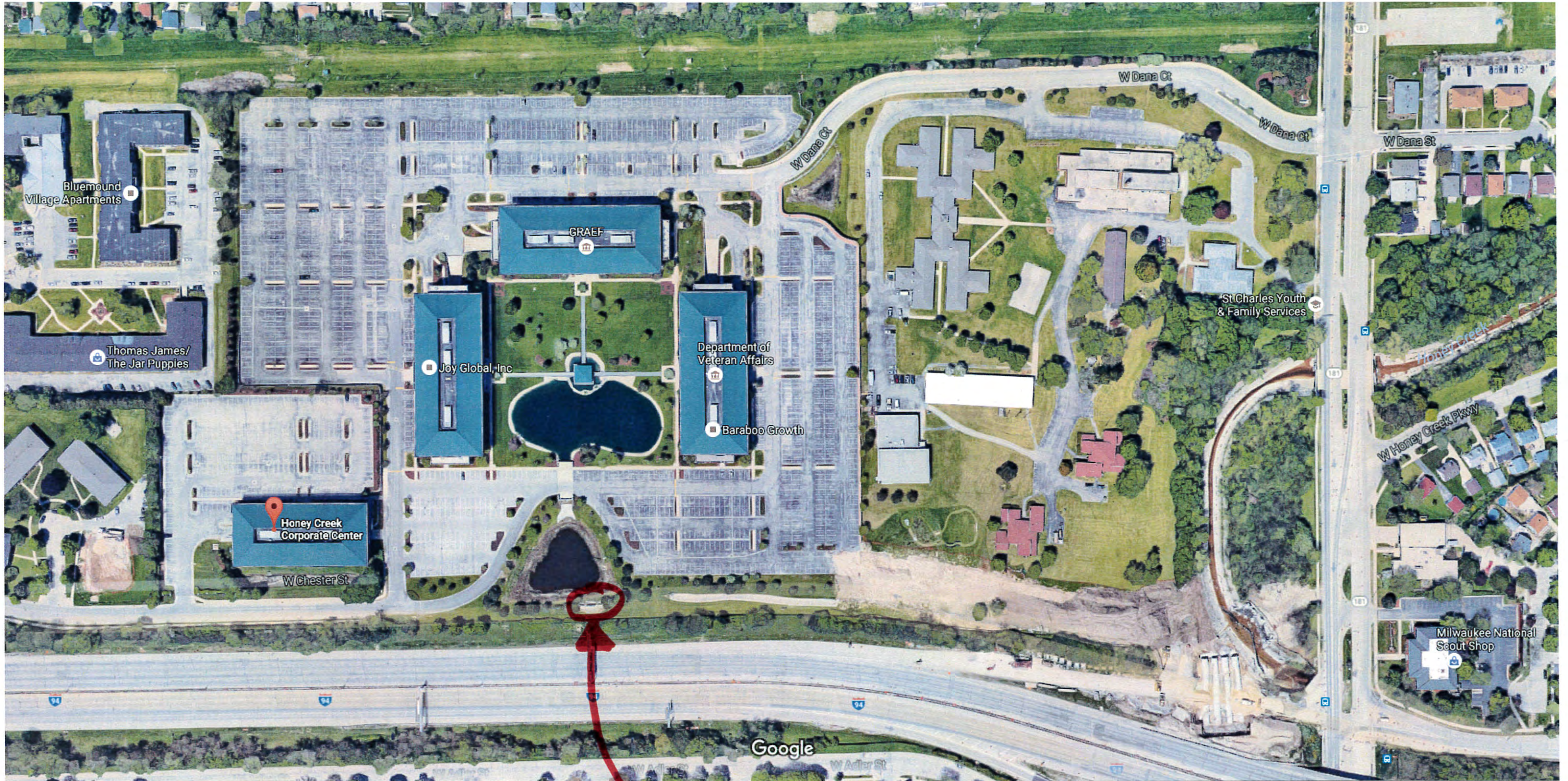
Sign. Type

**70238**

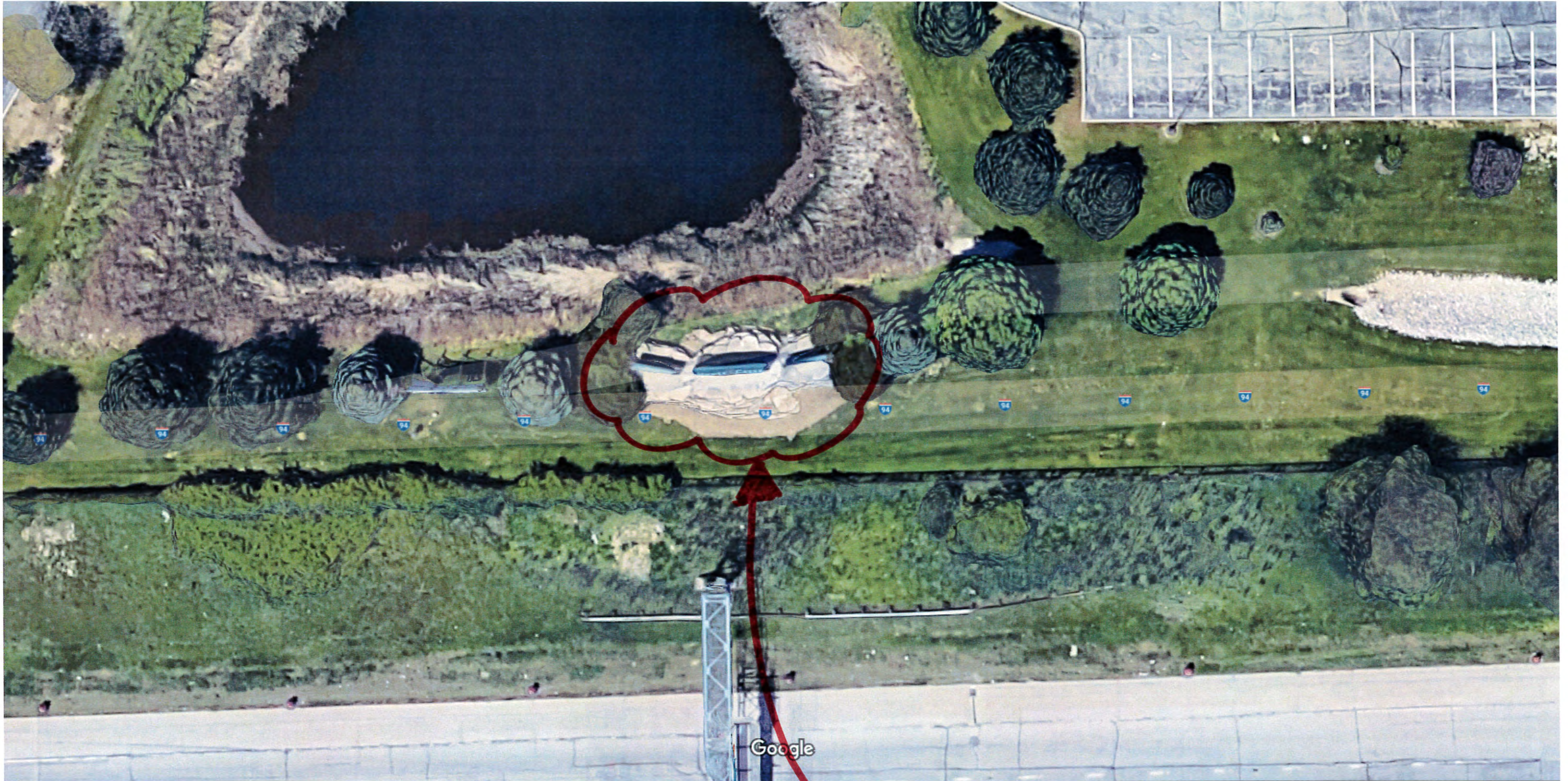
OPP - Project - Job No.

**J01**

Design



LOCATION OF OLD SIGN



LOCATION OF OLD  
SIGN

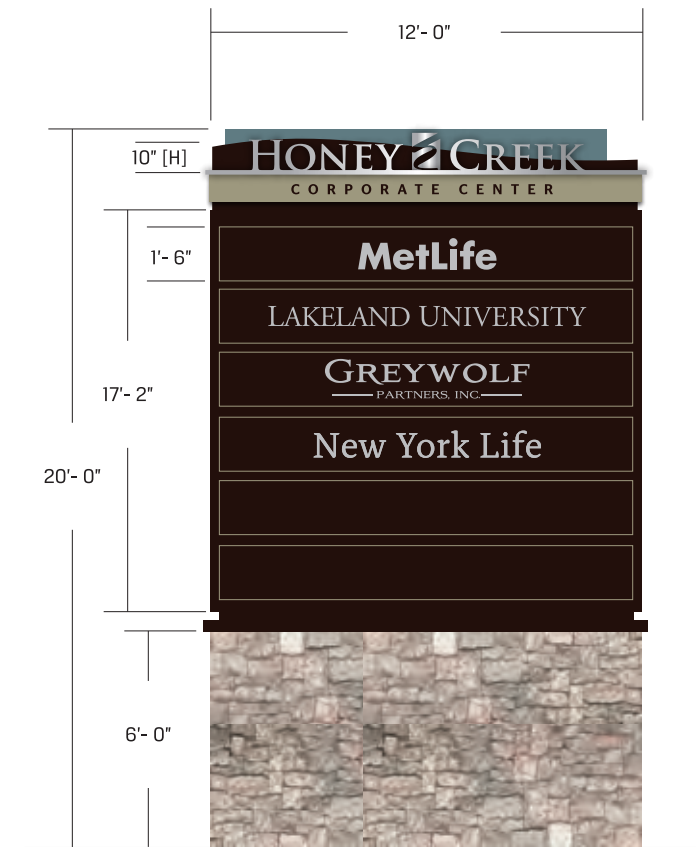


proposed location - approx. size & location

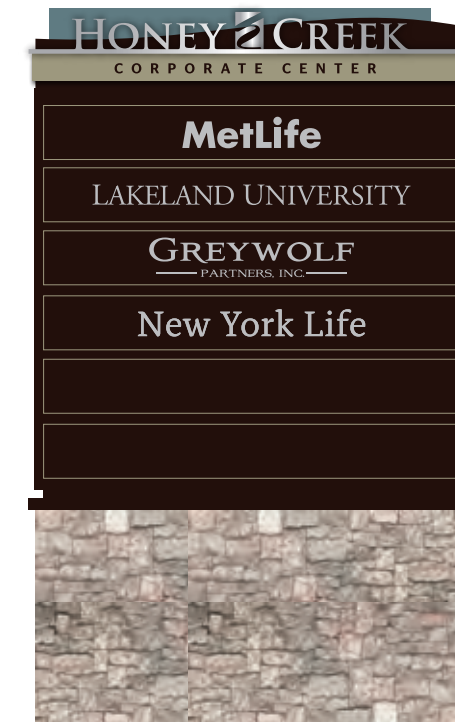


proposed location - approx. size & location

Square footage of copy space [206 sq ft.]



west



east

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**Project**

**Honey Creek Corporate Center**  
Wauwatosa, Wisconsin

Scale: 3/16"=1'  
Original Page Size: 11" x 17"

**Notes**

**Revisions**

REV	DESCRIPTION	BY	DATE

Rep: Mike Kinsella

Drawn By: Sarah Watson Orig. Date: 08/05/16

Sign Loc. No. .

**PYL-01**

D/F Pylon  
Sign. Type

**70238**  
OPP - Project - Job No.

**C08**  
Design

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**Project**

**Honey Creek  
Corporate Center**

Wauwatosa, Wisconsin

Scale: 3/16"=1'

Original Page Size: 11" x 17"

**Notes**

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**Revisions**

REV	DESCRIPTION	BY	DATE
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Rep.: Mike Kinsella

Drawn By: Sarah Watson      Orig. Date: 08/29/16

**Sign Loc. No. PH01**

**PYL-01**

D/F Pylon

Sign. Type

**70238**

OPP - Project - Job No.

**C08**

Design



proposed layout - day view



proposed layout - night view



Fart Cam Webcam Technology

SEKO

CAT





EXIT 304

100

Mayfair Rd  
108 th St

RAMP CLOSED



560-UHN

Chevrolet BLIZZARD

Green Bay  
Traffic  
FOLLOW  
NORTH

Fond du Lac

WEST  
Madison

LEFT  
LANE  
SIGNAL

STOP  
WHEN  
RED

