



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

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July 15, 2014

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

Dear Committee Members:

File No. 140491 relates to a Minor Modification to a Detailed Planned Development known as 1150 North Water Street for signage changes on land located on the east side of North Water Street, south of East Juneau Avenue, in the 4th Aldermanic District.

This Minor Modification was requested by the Milwaukee School of Engineering, and would permit minor changes to the previously approved building signage. The language "UNIVERSITY" will be added to four of the MSOE box signs, one on each of the building elevations that were part of the original DPD approval. The addition of "UNIVERSITY" is to clarify that MSOE is an educational institution. Four signs that read "UNIVERSITY" will increase the currently proposed MSOE logo sign height located on each façade of the building from 16'-0" to 19'-6". Original signs were proposed to be attached to a spandrel and metal panel apparatus that will be similar in look to the building's glazing system. This will remain the same. The north and west elevations will require the corner roof wall to be raised slightly to accommodate sign change.

Since the proposed change is consistent with the previously approved Detailed Planned Development, the City Plan Commission at its regular meeting on July 14, 2014 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Robert Bauman

