



**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

May 12, 2021

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

Dear Committee Members:

File No. 201562 relates to a Minor Modification to the Detailed Planned Development (DPD) known as Western Building Products to allow additional signage on the property located at 7007 North 115th Street, on the west side of North 115th Street, south of West Good Hope Road, in the 5th Aldermanic District.

In 2019, a DPD was established as File No. 190159 to allow construction of a 326,000 square foot industrial building to serve as Western Building Products' new corporate headquarters on the property located at 7007 North 115th Street. Specifics regarding allowable freestanding and building wall signs were approved as part of the DPD. The DPD also included the possibility of a 75,000 square foot future expansion of the facility on the north end and noted that a second building wall sign might be requested at the time the building expansion occurred. Western Building Products is now requesting a minor modification to the DPD zoning to allow an internally illuminated Type "A" wall sign on the northern side of the east façade in advance of the future expansion. Currently, this proposed sign is not allowed.

The proposed request would seek to install the new illuminated letters on the north side of the eastern façade prior to the building expansion. The sign would be approximately 27'4-1/2" wide and 4'11" tall, for a total of 134.59 square feet. The letters will be constructed out of aluminum and the illumination will be high efficiency LED's. All other aspects of the DPD remain unchanged

Since the proposed second building wall sign is high quality and proportionate to the building façade, the City Plan Commission at its regular meeting on May 10, 2021 recommended approval of the subject file.

Sincerely,

for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Dodd

