



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

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July 17, 2018

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

Dear Committee Members:

File No. 180437 relates to a Minor Modification to the Detailed Planned Development (DPD) known as the Jacobus Company Development, Phase 1, to permit additional wall signs for the existing building at 11729 West Bradley Road, located on the south side of West Bradley Road, east of West Park Place, in the 5th Aldermanic District.

This minor modification was requested by Park Place Technology Center, LLC and will permit additional wall signs on the existing building. A General Planned Development (GPD) for the development known as Jacobus Company Development (File No. 931788) was approved in 1994, and established a master plan for phased development of office, research and development, and light industrial uses. In 2000, a Detailed Planned Development (DPD; File No. 000676) known as the Jacobus Company Development, Phase 1 was approved to permit construction of a one-story, approximately 67,700 square foot building along West Bradley Road. This DPD permitted two freestanding signs along the street frontage but did not contemplate any building wall signage. In 2007, the DPD was modified as File No. 070373 to permit construction of 11 surface parking stalls to supplement the existing, 103-space surface parking lot.

The applicant, Park Place Technology Center, is proposing a Minor Modification to the DPD zoning to permit wall signage on the existing building. Specifically, up to 4 building wall signs will be allowed along the north (Bradley Road) elevation. The signs will be Type A with individual letters and logos, and will be placed in the sign band area above the glazing. The signs will be up to 75sq. ft. in area. At this time, there is one sign proposed to go on the building in the near future, and is approximately 50 square feet. This sign will be for the benefit of a new tenant that is a wholesaler for home remodeling (building materials). The other signs may be placed on the building in the future as tenant needs arise. The signs will be internally illuminated with LED lights (front illuminating). Slight modifications to these standards based on tenant needs may be reviewed and approved by staff on a case by case basis. All other aspects of the DPD zoning will remain unchanged.

Since the proposed minor modification will permit additional wall signage for the needs of current and future tenants and the signage will be Type A, the City Plan Commission at its regular meeting on July 16, 2018 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Tess Reiss

