



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

Rocky Marcoux
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September 22, 2016

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

Dear Committee Members:

File No. 160471 relates to a Minor Modification to the Detailed Planned Development known as Honey Creek Corporate Center, Phase II for the addition of a project identification sign at 125 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 Greywolf Partners, Inc. and will permit the addition of a Honey Creek Corporate Center project identification sign on the site. In 1988, a General Planned Development (GPD) was established for the Honey Creek Corporate Center to set development parameters for the phased development of an office park. The DPD for Phase 2 was approved in 1998 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 84th Street. The old freestanding sign was centered along the southern property line, and the previously approved sign parameters included the allowance of up to 120 sq. ft. of sign area with ground mounted illumination.

Greywolf Partners and Poblocki Sign Company, on behalf of the Honey Creek Corporate Center, are proposing a minor modification to permit a revised multi-tenant monument 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. The sign will be placed on the southeast corner of the property in order to be visible from the interstate.

Since the proposal is consistent with the previously approved DPD and will allow a new multi-tenant campus sign, the City Plan Commission at its regular meeting on September 19, 2016 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Murphy

