

September 13, 2004

To the Honorable Common Council
Zoning, Neighborhoods and
Development Committee
City of Milwaukee

Dear Committee Members:

Attached is File No. 040498, being a resolution relating to the minor modification to the Detailed Planned Development (DPD) known as Park Place, Stage 16, on land located North side of West Park Place and south of West Calumet Road, in the 5th Aldermanic District.

This minor modification will allow for the removal and replacement of wall signs for the Hilton Garden Inn at Park Place, Sub-Area 'B' to meet new corporate logo standards. The current general plan standards allows for up to two wall signs, each with a maximum of 20 square feet in area for buildings not more than 4 stories in height. It also allows for Council approval of additional signage either at the detail plan phase or as a minor modification.

The applicant now proposes to remove an internally illuminated, Type A logo sign and keep the 'Hilton' sign on the south elevation until the freestanding signage is resolved. This logo wouldn't be replaced. The internally illuminated, Type A wall sign displaying 'Hilton' on the west elevation would be removed and replaced with 'Hilton Garden Inn' at the same location. The proposed wall sign would also be internally illuminated with individual letters in the color red instead of white to allow greater visibility from the street. The proposed sign would measure 4'6" in height and 24.9 square feet in area.

On Monday, August 9, 2004 the City Plan Commission recommended that this resolution be referred to staff at the request of the applicant. On Monday, September 13, 2004, the City Plan Commission heard this item. At that time, the hotel manager attended to answer questions relating to the request. Since this proposed minor modification is consistent with the approved general planned development for the area, the City Plan Commission at its regular meeting on September 13, 2004 recommended approval of the attached resolution.

Sincerely,

Martha L. Brown
Acting Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bohl
File