



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

Rocky Marcoux
Commissioner
rmarco@milwaukee.gov

Martha L. Brown
Deputy Commissioner
mbrown@milwaukee.gov

April 12, 2018

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

Dear Committee Members:

File No. 171725 relates to a Minor Modification to the Detailed Planned Development (DPD) known as Park Place, Stage 1 to permit additional building wall and freestanding signage at 11270 West Park Place, located on the northeast side of West Park Place, south of West Liberty Drive, in the 5th Aldermanic District.

This minor modification was requested by GLL US Office, LP, C/O Transwestern, and will allow additional building wall and freestanding signage at 11270 West Park Place. The site consists of a 15-story office building and parking structure. The DPD zoning currently permits two monument signs on the site. One sign is the 8' x 8' A.O. Smith Corp sign that was approved as part of a minor modification in 1995, and the other sign may be up to 10 feet in height and up to 50 square feet in area. The currently allowable building wall signage includes two wall signs identifying the building's major tenants, mounted parallel to the building's façade most parallel to and facing U.S. Highway 41 & 45. Wall signs shall not exceed 4 feet in height or 225 square feet in area. The signs are required to be of uniform type, size and color for each building, and must consist of individual letters and symbols.

One additional monument sign is proposed, which will be located at the north side entrance/exit of the circle drive, for a total of 3 freestanding signs. The additional sign will not exceed 8 feet in height and approximately 80 square feet in area, and will be constructed of aluminum materials and mounted on a steel pole. On the parking structure, up to 2 signs may be affixed to the street-facing façade of the structure at the street level. These signs will be up to 4 feet in height and 225 square feet in area, and will consist of individual channel letters and logos. For the office tower, the applicant proposes to increase the signage quantities from 2 to 4. The signage will continue to be individual letters and logos, and may be up to 6 feet in height and 450 square feet in area. The signs will be located on the top floor of the building along the roofline.

Since the proposed minor modification is consistent with the previously approved DPD and similar to signage requests elsewhere in the Park Place Business Park, the City Plan Commission at its regular meeting on April 9, 2018 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bohl

