



Department of City Development

Housing Authority
Redevelopment Authority
City Plan Commission
Historic Preservation Commission
NIDC

Rocky Marcoux
Commissioner

Martha L. Brown
Deputy Commissioner

Memo

Date: October 13, 2005

To: City Clerk's Office

Cc: File

From: Planning Administration

RE: File No. 050579, General Planned Development Milwaukee County Zoo Bliffert site

Attached is an additional sheet relating to sign standards that meets the conditions of approval.

Milwaukee County Zoo – Bliffert Site Development

SIGN AMENDMENT TO GENERAL DEVELOPMENT PLAN

Signage for the proposed development shall conform to the Milwaukee Commercial District sign standards – LB2. It is anticipated that 1 freestanding sign would be provided near the corner of Mayfair Road and W. Bluemound Road and 1 freestanding sign would be provided at the entrance drive at 106th street. The 106th street sign would identify access to the site. The freestanding signs would be 300'-600' apart. Wall signage will be integrated into the Hotel building design along Mayfair avenue. If the Restaurant noted on the site plan is independently run wall signage would be provided for it also.