



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

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

Ald. Taylor
9th Ald. District

CITY PLAN COMMISSION ZONING REPORT

File No: [241872](#)

Location: 11800 West Park Place, on the north side of West Park Place, south of West Lake Park Drive

Applicant/Owner: Signworks on behalf of Granite Haven LLC (owner)

Current Zoning: Detailed Planned Development (DPD) known as Park Place Stage 19

Proposed Zoning: Minor Modification to the DPD

Proposal: This site is within the Park Place General Planned Development boundary. In 2000, the Detailed Planned Development (DPD) known as Park Place, Stage 19 was established to allow the construction of a 2-story, 57,400 square foot office building. The DPD currently allows for 1 building wall sign that is up to 32 square feet in area. The DPD requires signs to be mounted on the elevation facing W. Park Place and they must be located above the second-floor windows. The sign may be internally illuminated.

This minor modification will allow for additional, and larger wall signage to meet the needs of tenants within the building. Specifically, the modified standards for building wall signs will be as follows:

- Increase the number of allowable building wall signs from 1 to 4.
- All signs will be Type A, consisting of individual letters and logos.
- Each sign may be up to 60 square feet and internally illuminated.
- Signs may be placed on the west, north, and south faces of the building and above the second story windows of the building.
- Signs will be located in the brick area above the windows and will not overhang any decorative building elements or windows.

All other aspects of the DPD zoning remain unchanged.

Adjacent Land Use: Surrounding parcels are zoned Detailed Planned Development and are apart of the greater Park Place business park. Parcels have office buildings and surface parking. To the west is State Highway 41.

Consistency with Area Plan: The subject site is within the planning area of the Northwest Side Area Plan, which was adopted in 2007, and amended in 2017. The site is located in “District 4” of the Area Plan. Recommendations pertaining to signage focus on ensuring that industrial and business parks have appropriate, uniform signage that identifies the park at each gateway (p. 97). Feedback during the process regarding commercial signage focused on signage legibility (p. 63). The proposed modification for signage is consistent with the Northwest Side Area Plan.

Previous City Plan Action: 9/2000 – City Plan Commission recommended approval of the change in zoning from General Planned Development (GPD) to a Detailed Planned Development (DPD known as Park Place, Stage 19 on land located on the south side of West Lake Park Drive, northeast of West Park Place, in the 15th Aldermanic District (File No. [000418](#)).

Previous Common Council Action: 10/10/2000 – Common Council approved the change in zoning from General Planned Development (GPD) to a Detailed Planned Development (DPD known as Park Place, Stage 19 on land located on the south side of West Lake Park Drive, northeast of West Park Place, in the 15th Aldermanic District (File No. [000418](#)).

Recommendation: Since this minor modification will allow additional Type A wall signage on the existing building to accommodate future tenant needs and is consistent with past minor modifications for other buildings within the Park Place Business Park with respect to increasing the quantity and sizes of allowable building wall signs, staff recommends approval of the subject file.