

File No. 171725

Minor Modification to a Detailed Planned Development known as

Park Place, Stage 1

11270 West Park Place

March 9, 2018

This site is located within the Park Place Planned Development which includes a General Planned Development (GPD- reference Area B) and Detailed Planned Development (DPD) known as Park Place, Stage 1, which was approved in 1982 (File number 80-1920c, d, e) to permit construction of a 15-story office building and parking structure. The DPD was modified as File number 950274 on 06/07/1995 to allow A.O. Smith Corp the right to install a monument at one Place Plaza. A minor modification is being requested to allow additional freestanding and building wall signage on the site to accommodate tenant needs.

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, 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. Highways 41 & 45. Wall signs shall not exceed 4 feet in height or 225 square feet in area. The signs are required to be of a uniform type, size and color for each building, and must consist of individual letters and symbols.

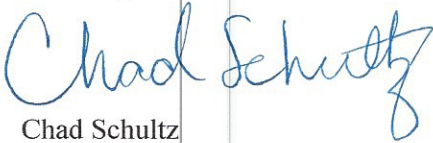
Innovative Signs, as the Sign Contractor for The Manitowoc Company under the Transwestern Building owner, is hereby requesting a Minor Modification to the Detailed Planned Development at 11270 W Park Place to allow additional signage on the site as follows.

1. One additional monument sign is being proposed which will be located at the North side entrance/ exit of the circle drive, for a total of 3 signs. This additional sign will not exceed 8 feet in height and approximately 80 square feet in area per sign face. The sign will be constructed of aluminum materials and mounted on a steel pole. The monument sign face will be Type A with individual letters and logos (as opposed to a cabinet).
2. The Monument Sign will be internally illuminated with LED lights. The 3rd Monument Sign will be set back from the right of way 20 feet.
3. Parking structure signage: Up to 2 signs may be affixed to the street-facing façade of the parking structure at the street level. These signs will be up to 4 feet in height and 225 square feet in area. They will consist of individual channel letters and logos and will have front LED illumination.

1. Office tower signage: Increase signage quantities from 2 to 4. Placement may be on glass facades. Signage will continue to be individual letters and logos but may be 6 feet in height and 450 square feet in area. The signs will be placed along the roofline of the top floor of the building.
2. Slight modifications to these standards based on tenant needs may be reviewed and approved by staff on case by case basis.

All other aspects of the DPD zoning will remain unchanged.

Sincerely,



Chad Schultz

President- Owner
Innovative Signs



Proposed Monument

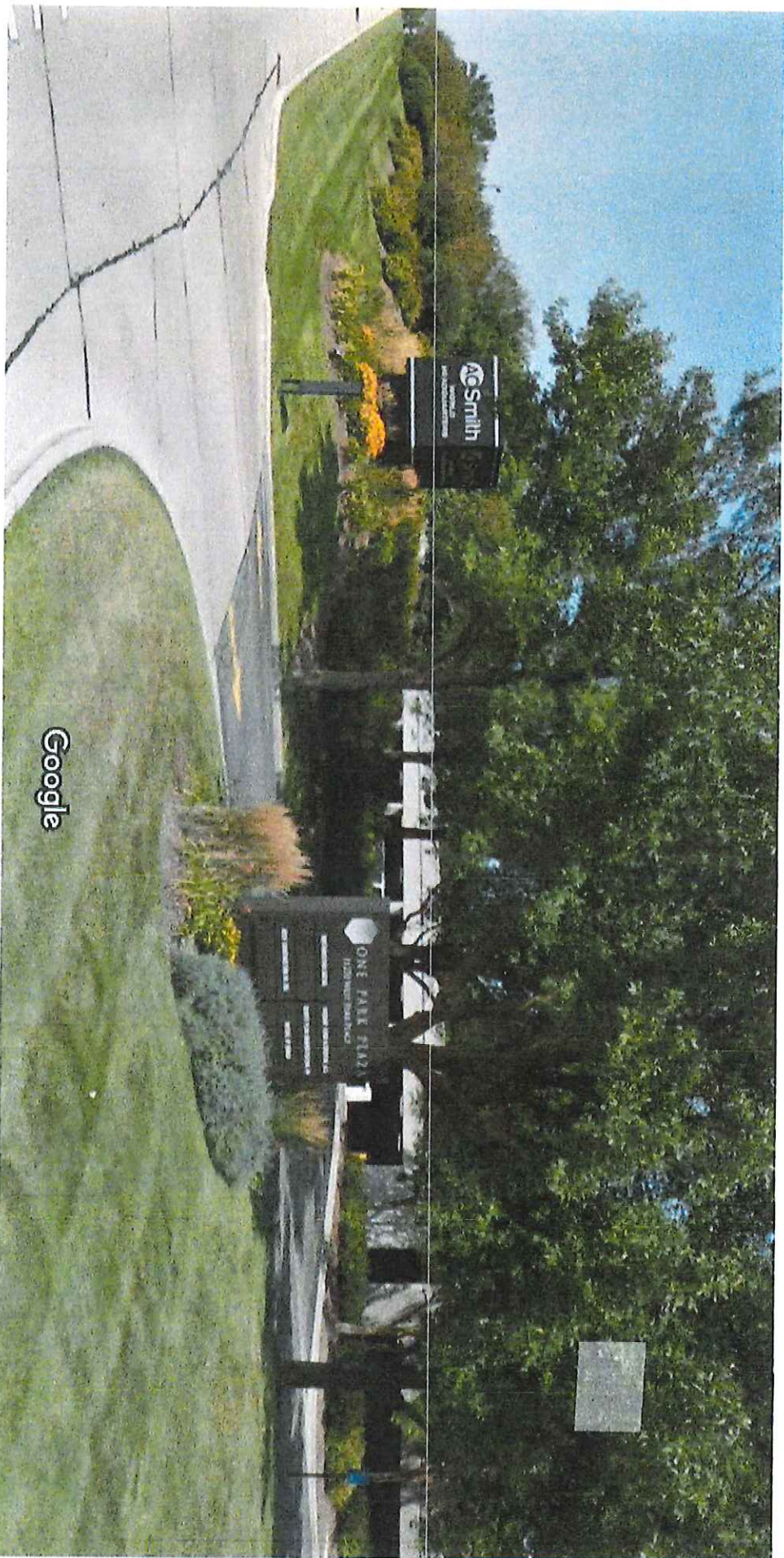
Proposed Wall Mount

Existing Monuments

50 ft
Map data ©2018 Google

W Park Pl

EXISTING SIGNS ON SITE



Google

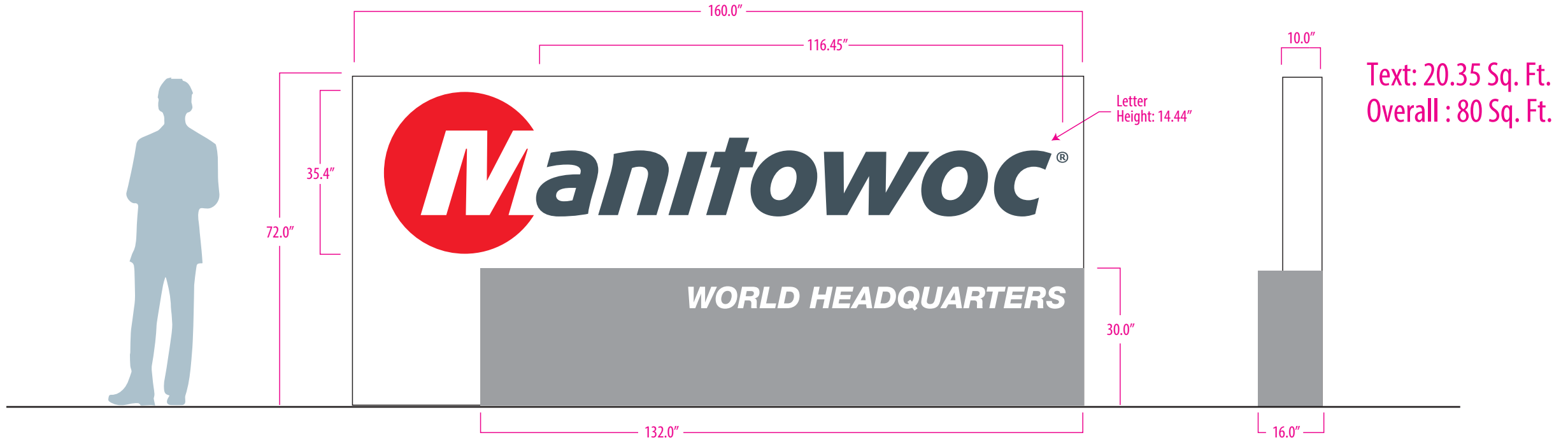
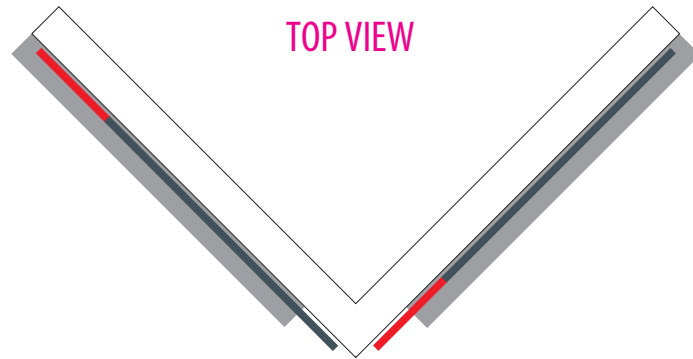
Image capture: Aug 2017 © 2018 Google

Milwaukee, Wisconsin



Google, Inc.

Street View - Aug 2017



www.Innovative-Signs.com

Client

Manitowoc

EST/INV #

Size

See Above

Quantity

■ 1 □ 2 □ 3 □ 4 □ 5 □ 88

Materials & Specs

Monument

Aluminum Construction
 Halo Lit Text
 White and Red Illumination
 Non Lit Aluminum Letters
 "WORLD HEADQUARTERS"

Colors

- Gray
- White
- Red
- Light Gray

Revisions

- REVISION
- REVISION
- REVISION
- REVISION
- REVISION

Representative

Chad S.

Designer

Nick Mason

Date: 04/03/2018



Monument sign will be set back 20' from the lot line



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See Above

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■ 1 □ 2 □ 3 □ 4 □ 5 □ 88

Materials & Specs

Monument

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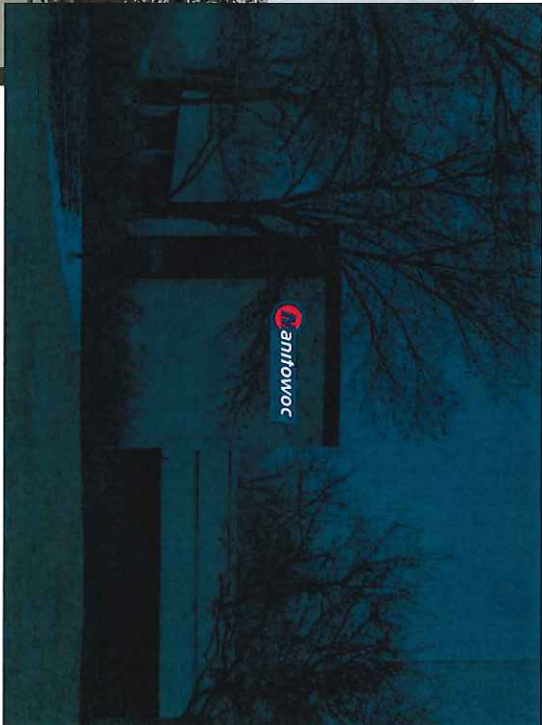
Representative

Chad S.

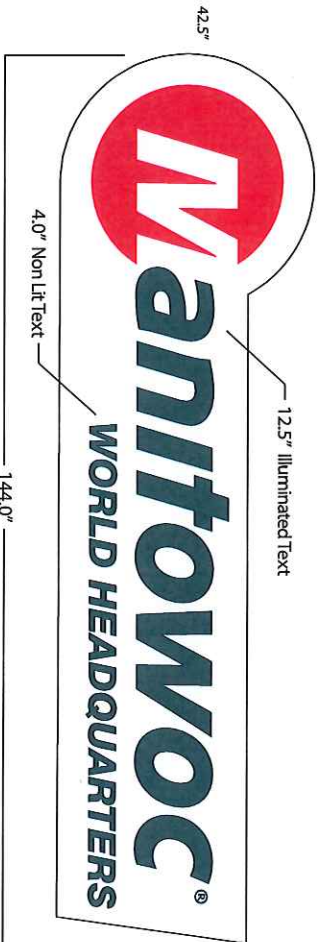
Designer

Nick Mason

Date: 04/03/2018



SIDE VIEW



Client **Manitowoc**

EST/INV #

Size **See Above**

Quantity 1 2 3 4 5 88

Materials & Specs

Wall Signage
Aluminum Construction
Internal Illumination
Non-Lit Backer Panel

Colors

Gray
 White
 Red

Revisions

REVISION
 REVISION
 REVISION
 REVISION

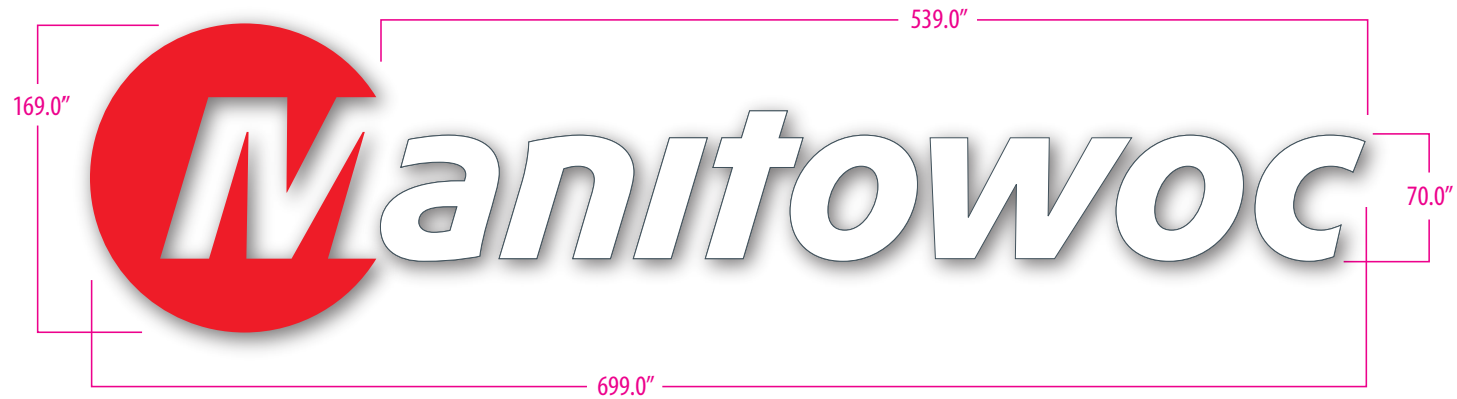
Representative

Chad S. Designer
Nick Mason
Date: 3/09/2018



www.Innovative-Signs.com

430 Sq. Ft.



www.Innovative-Signs.com

Client

Manitowoc

EST/INV #

Size

See Above

Quantity

■ 1 □ 2 □ 3 □ 4 □ 5 □ 88

Materials & Specs

Channel Set

LED Illumination
Translucent Faces

Colors

- Gray Returns
- White LED
- Red
- White Faces

Revisions

- REVISION
- REVISION
- REVISION
- REVISION
- REVISION

Representative

Chad S.

Designer

Nick Mason

Date: 04/02/2018