

April 10, 2012

Common Council file number 111581

Minor Modification to the Detailed Planned Development (DPD) - Park Place, Stage 17

11414 West Park Place (existing three story multi-tenant commercial office building)

Below is a summary of points that explain the intent of the minor modification:

1. Purpose of the sign - Regus (RGN- Milwaukee I LLC) has signed a lease to occupy 13,500 sf of the building, or approximately 16% of the building, and requires a sign as part of their lease. The Park Place General Planned Development (GDP) only permits two building wall signs as of right, and requires a minor modification to the Detailed Planned Development (DPD) to add additional signage.
2. Dimensions of the sign - 115" wide, the letters will be 25" H, however, with the symbol above the "g" the total height is 50". The total square footage of the sign will be 40 sf. The sign will consist of individual letters and will be internally illuminated. The source of illumination will not be visible.
3. Currently at this location there are three full time staff on-site to support 58 executive suites. Regus provides flexible workspace center consisting primarily of executive suites and shared office workspace. They have leased approximately 20 - 25% of the executive suites.
4. All other aspects of the building will remain the same.