



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

Lafayette L. Crump
Commissioner

Vanessa L. Koster
Deputy Commissioner

March 8, 2021

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

Dear Committee Members:

File No. 201281 relates to a Minor Modification to the Detailed Planned Development known as Renaissance's Park Lafayette to allow additional signage on the multi-family residential building located on the northeast corner of North Prospect Avenue and East Lafayette Place, in the 3rd Aldermanic District.

In 2005, Common Council approved a Detailed Planned Development known as Renaissance's Park Lafayette to permit 2, 20-story multi-family buildings and townhomes with a total of 313 units (File number 050580). Among other things, the DPD established signage standards for the building and site. The applicant, Mandel Group, is now seeking a Minor Modification to the DPD to allow additional signage. Specifically, this minor modification would allow wall signs to be affixed to the low garden walls adjacent to the townhomes at the corner of Lafayette and Prospect as well as acknowledge the relocation of the projecting sign that was previously approved but not installed from the Prospect Avenue residential entrance to the Lafayette Place entrance. Two wall signs are proposed to be attached to the existing garden walls at the corner which are approximately 5-feet from the property line. The wall signs will be cabinet boxes, measuring 2-feet high, 14-feet wide and 3" deep, constructed of aluminum and internally lit with LED lighting.

Since the proposed wall signs are high quality and the relocation of the projecting sign does not negatively impact the development, the City Plan Commission at its regular meeting on March 8, 2021 recommended approval of the subject file.

Sincerely,

for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Kovac

