



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

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May 4, 2016

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

Dear Committee Members:

File No. 151837 relates to a Minor Modification to the Detailed Planned Development known as Honey Creek Corporate Center, Phase IV, to permit additional building wall signage at 9000 West Chester Street, located on the north side of West Chester Street, east of South 92nd Street, in the 10th Aldermanic District.

This minor modification was requested by Greywolf Partners, Inc. to permit modifications to signage standards to allow for up to four wall signs on an existing, 4-story office building within the Honey Creek business park. Greywolf Partners has expressed the need for additional wall signage to accommodate major tenants in the building. Staff worked with Greywolf Partners to revise the signage standards based on their specific signage proposals, and to increase flexibility regarding which facades could have signage. Requirements for the signage include allowing up to 4 building wall signs to be placed on either the south, east or west facades of the building, provided they are located in the architectural precast sign band area on the 3rd floor. All signs shall consist of individual letters, and logos shall be offset from the signs if necessary in order to not cross over the precast section of the sign band areas. Signs may be internally illuminated, and shall not cross precast panel joints where there is a change in precast panel colors. The height of the sign may not exceed 36 inches, and a logo may be taller provided that it does not go outside the brown precast sign band area. The length of the sign will not exceed 25 feet.

Since the proposal is consistent with the previously approved DPD and will allow additional signage to meet tenant needs, the City Plan Commission at its regular meeting on April 15, 2016 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Murphy

