

**Exhibit A**  
**File No. 230726**  
**Minor Modification to a Detailed Planned Development known as Park Place, Stage 17**  
**11414 W. Park Place**  
**October 3, 2023**

**Previous File History and Project Summary**

This site is part of the Park Place General Planned Development (GPD; Sub Area B), which establishes, among other things, a permitted use list and signage standards. A Detailed Planned Development (DPD) known as Park Place, Stage 17 was approved in 1999 as File No. 990936 to allow for the development of a 3-story, 90,000 sf office building. The DPD was amended in 2001 as File No. 001086 to allow changes to the previously approved development, including building and tenant signage. The DPD was modified in 2012 as File No. 111581 to permit one additional tenant wall sign on the building, for a total of 3 signs.

**Minor Modification Summary**

This Minor Modification will increase the number of allowable building wall signs from 3 to 4 to accommodate a new tenant within the building that will be occupying 17,064 sf which would better represent and communicate the tenant spaces and uses of this building to the public. The proposed increases in quantity and size would better reflect the spaces development that has occurred over time and help to establish an improved scope of visual language going forward.

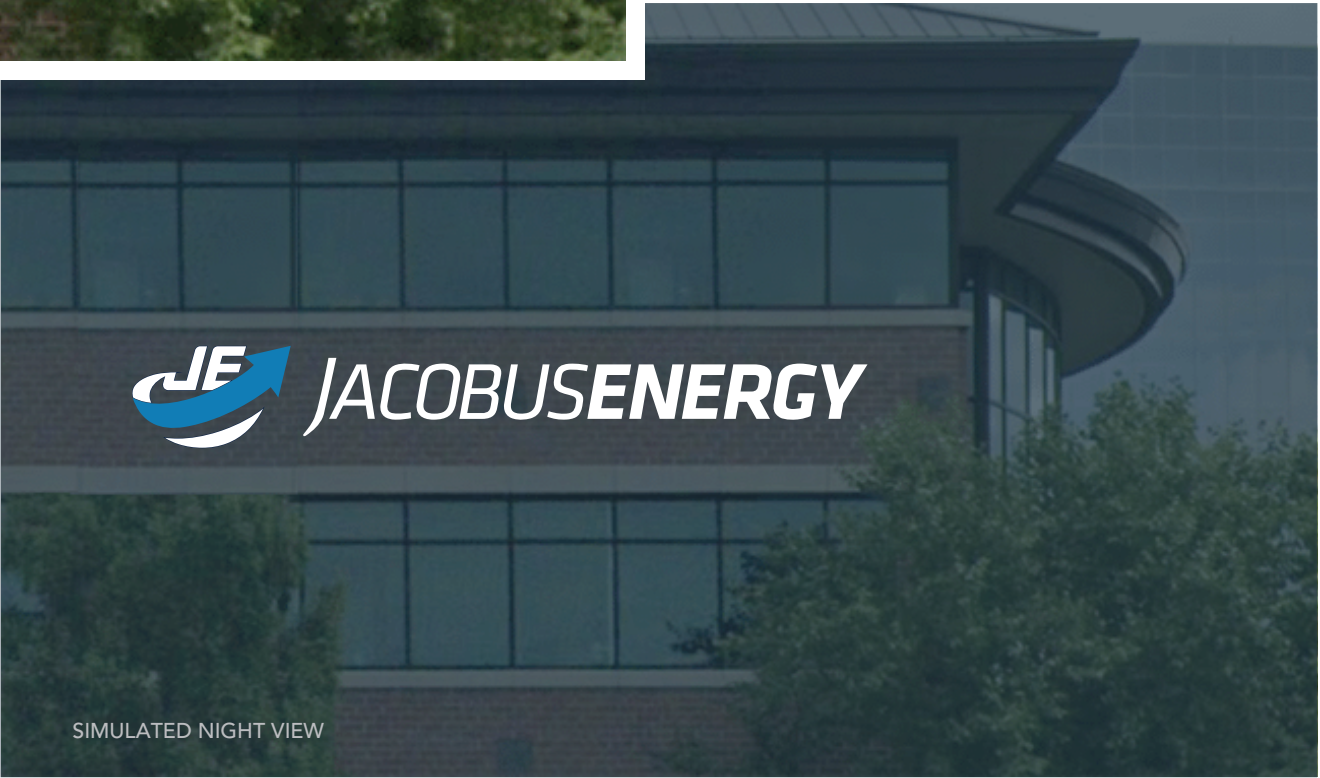
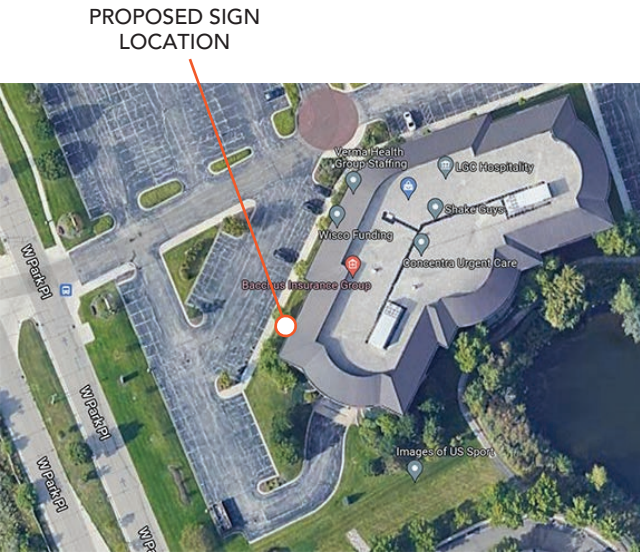
The currently allowable building wall signage includes:

- Park Place GPD allows 2 building wall signs identifying the building's major tenants, mounted parallel to the building's façade most parallel to and facing US Highways 41 & 45. Signs shall not exceed 20 sf for buildings up to 4 stories, including the subject site. Signs must consist of individual letters and logos.
- As part of FN 111581, an approximately 10' wide x 2.1' tall (with logo reaching approx. 4.2' tall) Type A building wall sign with a total of 40 sf. Sign will consist of individual letters and be internally illuminated.
- As part of this file, a fourth sign will be allowed. The sign shall consist of individual letters and logos, and may be up to 75 sf in area. The proposed sign will be 3'-11" Tall x 28'-6" Wide and will be internally illuminated. The sign will be installed on the upper sign band on the South West corner facing the front parking area and a portion of West Park Place.

All other aspects of the DPD remain unchanged.

**List of Attachments**

1. Vicinity map
2. Site photos
3. Sign drawings



CHANNEL LETTERS - 1

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THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



Fab & Install: Exterior Channel Letters  
Tenant Panels

Project Address:  
Jacobus Energy LLC  
11414 W Park Place, Suite 300  
Milwaukee, WI 53224

Description:	Date:	By:
01		
02		
03		
04		
05		
06		
07		
08		
09		
10		

Concept Notes:

37888497	1	X
OPPORTUNITY NO.	PACKAGE NO.	REV NO.
07/05/23	XX" = 1'-0"	
DATE:	SCALE:	
JPG	JCB	XXX
DRAWN BY:	ACCT MGR:	CHECK BY:
B	C-1	CH1
SIZE:	SHEET NO:	CONCEPT ID:
XXXXX		
QUOTE NO.		





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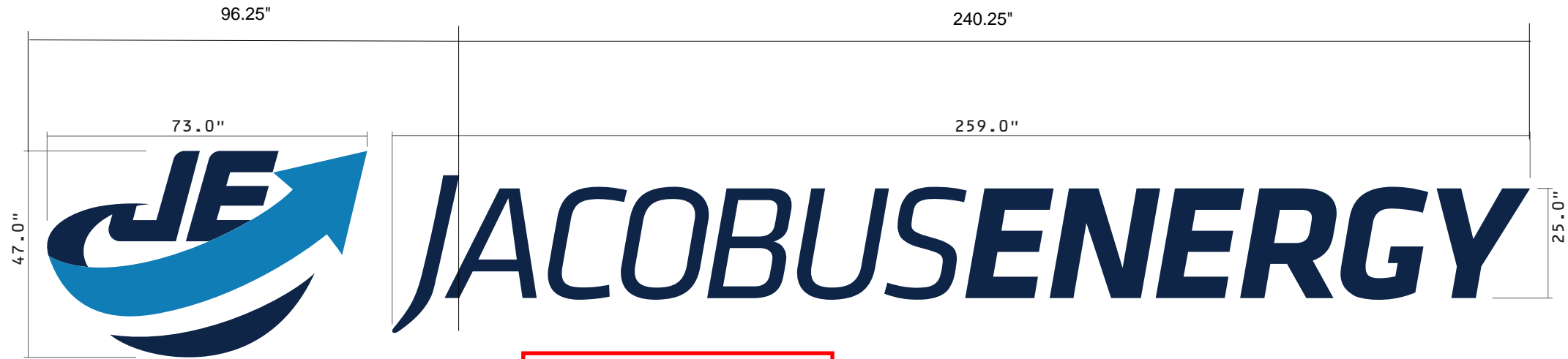
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DRAWN BY:	ACCT MGR:	CHECK BY:
B	C-2	CH1
SIZE:	SHEET NO:	CONCEPT ID:
XXXXXX		
QUOTE NO.		



47" x 96.25" = 31.4 sq. ft  
25" x 240.25" = 41.7 sq. ft.  
TOTAL SQ. FT. = 73.1 sq. ft.

**CHANNEL LETTERS - 1**  
FACE LIT CHANNEL LETTERS, TRANS ACRYLIC FACES w/PRINTED PERF VINYL & STOCK/PRINTED TRANS VINYL, 5" RETURNS, FLUSH MOUNT TO FACE  
QUANTITY: 1 SET, FINAL SIZE & LOCATION TBD  
SCALE: 0.375"= 1'-0"    APPROX 108 SQR FT AS SIZED



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 [www.signeffecttz.com](http://www.signeffecttz.com)

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