



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

Ald. Murphy  
10th Ald. District

## CITY PLAN COMMISSION ZONING REPORT

**File No.** [231762](#)

**Location:** 135 South 84th Street, located on the north side of Interstate 94, east of South 92<sup>nd</sup> Street and west of South 84th Street

**Applicant/  
Owner:** Grey Wolf Partners, Inc.

**Current  
Zoning:** Detailed Planned Development (DPD) known as Honey Creek Corporate Center Phase 3

**Proposed  
Zoning:** Minor Modification to DPD

**Proposal:** The Honey Creek Corporate Center General Planned Development (GPD) was established in 1989 and has subsequently been modified. The GPD serves as the master zoning guide for the entire corporate center. Each of the buildings within the corporate center have also been rezoned to Detailed Planned Developments (DPD – Phases 1 – 4), and this site is within the DPD known as Honey Creek Corporate Center, Phase 3. The Phase 3 DPD was approved in 1999 to allow construction of the 3-story building, and modified in 2000 to allow changes to the building wall signage.

While the three other buildings within the Honey Creek Corporate Center have sought minor modifications to the DPD zoning to allow greater flexibility in allowable building wall signage, the DPD for Phase 3 has not yet done so, and the current allowances for signage are limited to:

- 2 building wall signs with individual letters not to exceed 18" in height (per file no. 000291)
- Signage should not be longer than 35' and will be centered on the south elevation at the 4th floor level (per file no. 990521)

The purpose of this minor modification is to allow more flexibility with respect to building wall signage, consistent with the other buildings within the corporate center. The applicant, Greywolf Partners, is requesting to modify the Phase 3 signage standards to be aligned with the signage standards of the Phase 2 building, which is east of this subject building and set back the same distance from the highway. The revised signage standards will be as follows:

1. Up to 4 building wall signs may be placed on the building.
2. Signage may be placed on the south, east or west facades of the building, and shall be located in the architectural precast sign band area of either the 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> floors.
3. All signs shall consist of individual letters. Logos shall be offset from the design, if necessary, in order to not cross over the precast section of the band area.
4. Signs may be internally illuminated.
5. Signs shall not cross precast panel joints where there is a change in precast panel colors. The height of the sign may not exceed 40 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 shall not exceed 25 feet.
6. Slight modifications to these standards based on tenant needs may be reviewed and approved by Staff on a case-by-case basis.

All other aspects of the DPD remain unchanged.

**Adjacent Land Use:**

Land to the north and east of this site are a part of the Honey Creek GPD boundary. Interstate I-94 is to the south. Properties to the west are designated as Multi-Family Residential (RM1).

**Consistency with  
Area Plan:**

The subject property is located within the boundaries of the West Side Comprehensive Area Plan. Honey Creek office complex was constructed prior to adoption of the West Side Plan. The West Side Plan recommends promoting high quality signage as an integral part of businesses campuses, and the requested minor modification will align signage standards with the Phase 2 building. The proposal is not in conflict with the West Side Plan's recommendations.

**Previous City  
Plan Action:**

12/3/2018 – City Plan Commission recommended for approval a substitute

resolution relating to a Minor Modification to the Detailed Planned Developments known as Honey Creek Corporate Center, Phases I, II and III to reduce the amount of surface parking and increase the landscaped open space at 115, 125 and 135 South 84th Street, located on the north side of Interstate 94, west of South 84th Street, in the 10th Aldermanic District. (FN [181018](#))

05/2000 – City Plan Commission recommended for approval a resolution permitting a minor modification to the Detailed Planned Development known as Honey Creek Corporate Center Phase 3, located on the North Side of the East-West Freeway (I-94) and West of South 84th Street, in the 16th Aldermanic District. (FN [000291](#))

11/1999 – City Plan Commission recommended for approval a resolution permitting a minor modification to the Detailed Planned Development known as Honey Creek Corporate Center Phase 3, located on the North Side of the East-West Freeway (I-94) and West of South 84th Street, in the 16th Aldermanic District. (FN 991275)

10/1999 – City Plan Commission recommended for approval a substitute ordinance relating to the approval of a detailed plan for Phase 3 of a General Planned Development known as Honey Creek Corporate Center and to change the zoning from General Planned Development (GPD) to Detailed Planned Development (DPD), on land located on the North Side of the East-West Freeway (I-94) and West of South 84th Street, in the 16th Aldermanic District. (FN 990519)

08/1999 – City Plan Commission recommended for approval an ordinance relating to the approval of an amended General Planned Development (GPD) known as Honey Creek Corporate Center, on land located on the North Side of the East-West Freeway (I-94) and West of South 84th Street, in the 16th Aldermanic District. (FN 990521)

05/1997 – City Plan Commission recommended for approval the owner's statement of intent as the general plan for a general planned development known as Honey Creek Corporate Center; amending the zoning map to change the area from Institutional (T/D/40) to General Planned Development (GPD) (FN 961721)

06/1989 – City Plan Commission recommended for approval the owner's statement of intent as the general plan for a general planned development known as Honey Creek Corporate Center; amending the zoning map to change the area from Institutional (T/D/40) to General Planned Development (GPD) (FN 881840)

**Previous Common  
Council Action:**

12/18/2018 – Common Council approved a substitute resolution relating to a Minor Modification to the Detailed Planned Developments known as Honey Creek Corporate Center, Phases I, II and III to reduce the amount of surface parking and increase the landscaped open space at 115, 125 and 135 South 84th Street, located on the north side of Interstate 94, west of South 84th Street, in the 10th Aldermanic District. (FN [181018](#))

06/30/2000 – Common Council approved a resolution permitting a minor modification to the Detailed Planned Development known as Honey Creek Corporate Center, located on the North Side of the East-West Freeway (I-94) and West of South 84th Street, in the 16th Aldermanic District. (FN [000291](#))

12/17/1999 – Common Council approved a resolution permitting a minor modification to the Detailed Planned Development known as Honey Creek Corporate Center, located on the North Side of the East-West Freeway (I-94) and West of South 84th Street, in the 16th Aldermanic District. (FN 991275)

11/9/1999 – Common Council approved a substitute ordinance relating to the approval of a detailed plan for Phase 3 of a General Planned Development known as Honey Creek Corporate Center and to change the zoning from General Planned Development (GPD) to Detailed Planned Development (DPD), on land located on the North Side of the East-West Freeway (I-94) and West of South 84th Street, in the 16th Aldermanic District. (FN 990519)

09/28/1999 – Common Council approved an ordinance relating to the approval of an amended General Planned Development (GPD) known as Honey Creek Corporate Center, on land located on the North Side of the East-West Freeway (I-94) and West of South 84th Street, in the 16th Aldermanic District. (FN 990521)

06/03/1997 – Common Council approved of the owner's statement of intent as the general plan for a general planned development known as Honey Creek Corporate Center; amending the zoning map to change the area from Institutional (T/D/40) to General Planned Development (GPD) (FN 961721)

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07/25/1989 – Common Council approved of the owner's statement of intent as the general plan for a general planned development known as Honey Creek Corporate Center; amending the zoning map to change the area from Institutional (T/D/40) to General Planned Development (GPD) (FN 881840)

**Recommendation:**

Since the proposed, updated wall signage standards for the Phase 3 building are consistent with the allowable signage for other the buildings within the corporate center, and will allow more flexibility for building tenants' signage needs, staff suggests that the City Plan Commission recommends approval of the subject file.