



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

Rocky Marcoux
Commissioner
rmarco@milwaukee.gov

Martha L. Brown
Deputy Commissioner
mbrown@milwaukee.gov

March 9, 2020

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

Dear Committee Members:

File No. 191667 relates a minor modification to the Detailed Planned Development known as Park Place, Stage 28 to allow a monument sign at the Comfort Suites hotel located at 10831 West Park Place, on the south side of West Park Place, west of North 107th Street, in the 5th Aldermanic District.

In February 2006 a DPD known as Park Place, Stage 28 was approved for the subject site to allow construction of a hotel. The DPD contemplated building wall signage but not freestanding signs. In November of 2019, the applicant sought a minor modification to the DPD to permit a monument sign on the site (File No. 191014). The file was recommended for approval by CPC on November 11, 2019, but placed on file by Common Council on December 17, 2019. Now, the applicant is once again seeking a minor modification to the DPD to permit the same originally proposed monument sign on the site. The minor change will allow the installation of one monument sign, not to exceed 8 feet in height and 88 square feet, that will direct traffic to the entrance of Comfort Suites.

Representatives from the sign contractor and a lawyer representing the applicant spoke about the plans for the sign, including the need for a higher-than-usual base due to the slope on the site. Since the proposed monument sign is consistent with the DPD zoning, the City Plan Commission, at its regular meeting on March 9, 2020, recommended approval of the subject file conditional upon language being added to the narrative noting that the dimensions of the sign are "not to exceed" the dimensions shown in the exhibits.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Dodd

