



**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 29, 2021

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

Dear Committee Members:

File Nos. 201352 and 201353 relate to the 13th Amendment to the General Planned Development, GPD, known as Park Place and a Minor Modification to the Detailed Planned Development, DPD, known as Park Place, Stage 4. The former adds business service as a permitted use within Sub Area D of the GPD, while the latter allows additional signage on the property located at 11700 West Lake Park Drive, on the north side of West Lake Park Drive, west of North 113th Street, in the 5th Aldermanic District (and also within Sub Area D). Both zoning changes were requested by Mindful Staffing Solutions.

The Park Place GPD serves as a zoning master plan for all of the properties located within the Park Place office park, and further breaks the GPD boundary down in to 7 sub areas. It establishes, among other things, a list of uses that are permitted within each sub area. This amendment to the GPD was requested by Mindful Staffing Solutions to add business service as a permitted use at 11700 West Lake Park Drive, which is part of Sub Area D. The business service use is defined as an establishment primarily engaged in rendering services to businesses on a fee or contract basis including but not limited to advertising services, business or computer equipment sales, employment agencies or commercial photography studios.

The Detailed Planned Development (DPD) known as Park Place, Stage 4 was approved in 1984 to allow the construction of a garden office building and two garden tech centers. The subject site, 11700 W. Lake Park Drive, is comprised of a one-story building that is approximately 32,300 square feet in area and approximately 300 feet in length. Currently, zero building wall signs are permitted. While only one sign is proposed to be installed at this time for Mindful Staffing Solutions, this file provides the allowance of up to 3 building wall signs to be installed on the building. Signs will be mounted on the front, south façade (facing Lake Park Drive) in the brick band area above the windows.

On March 29, 2021, a public hearing was held and at that time nobody from the public spoke in opposition to the files. A representative from Alderwoman Dodd's office expressed support for the files. Since the Business Service use is compatible and complementary to the other uses currently allowed in Sub Area D and will allow a wider variety of uses within the existing buildings, the City Plan Commission at its regular meeting on March 29, 2021 recommended approval of file 201352. Additionally, because the proposed minor modification will allow up to three building wall signs to meet the needs of the current and future tenants of the building, the City Plan Commission at its regular meeting on March 29, 2021 also recommended approval of file 201353.



Sincerely,

 for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Dodd