



**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

**3<sup>rd</sup> Aldermanic District**  
**Ald. Brostoff**

**CITY PLAN COMMISSION**  
**ZONING REPORT**

**Resolution File No.**      [230330](#)

**Location:**                      1887 North Water Street

**Applicant/  
Owner:**                          Rule Enterprises

**Current  
Zoning:**                              Detailed Planned Development (DPD) known as Eighteen87 on Water

**Proposed  
Zoning:**                              Minor Modification to DPD

**Proposal:**                              In 2021, a Detailed Planned Development (DPD) was established for this site that allows construction of a 5-story, 79-unit residential building. A new Riverwalk and pedestrian connections were also approved. This building is currently under construction.

Building and site signage was approved as part of the DPD zoning, and included the allowance for temporary signage during construction and a canopy sign above the main building entrance on Water Street. That sign was to be 12 inches in height and consist of internally lit individual letters.

The proposed new building sign will be located at the roofline of the west elevation (southwest corner). The sign will contain the building name "EIGHTEEN 87 ON WATER" with individual letters and will not exceed 50 sf in area. The painted aluminum letters will be installed with LED lights for halo illumination, to minimize glare to neighboring properties. This sign will meet the lighting requirements of s. 295-409 of the zoning code, which states that the maximum illumination at the property line will be 1 foot candle.

Additionally, changes are being requested to the previously approved canopy sign above the main building entrance on Water Street. The revised sign will be slightly smaller than the approved 50 sf sign, and the fonts/words are changing to reflect the final name of the building. The placement of the sign remains the same as previously approved, and remains internally illuminated with individual letters

spelling out EIGHTEEN 87 ON WATER. Like the building wall sign, this canopy sign will be installed with LED lights for halo illumination.

All other aspects of the previously approved DPD remain unchanged.

**Adjacent Land Use:**

The site is bounded by a residential planned development known as Riverbridge to the east. To the north, across the Milwaukee River is the Beerline B which consists primarily of residential condominiums and apartment units. To the south, directly across North Water Street are residential condominiums and a residential neighborhood lies at the top of the hill further south. To the west is a MMSD utility access easement, which is a part of a vacant site zoned Planned Development that will be phase two of the River House Apartments.

**Consistency with Area Plan:**

The property is within the Northeast Side Area Plan. The DPD is highly consistent with the recommendations of the plan in terms of land use and design. The new signage proposed by the minor modification is appropriately scaled and will not diminish the quality of the design. The proposed minor modification to the DPD is consistent with the recommendations of the Northeast Side Area Plan.

**Previous City Plan Commission Action:**

7/12/21 – City Plan Commission recommended conditional approval of the change in zoning from Detailed Planned Development to a new Detailed Planned Development known as Eighteen87 on Water for a multi-family residential development located at 1887 North Water Street, on the north side of North Water Street, west of North Humboldt Avenue, in the 3rd Aldermanic District. (FN [210172](#))

7/12/21 – City Plan Commission conditionally approved a resolution approving the Riverwalk, site plan, and river-facing elevations for a proposed 5-story, 79 unit multi-family residential development located at 1887 North Water Street, relative to the Riverwalk Site Plan Review Overlay Zone (SPROZ) established by Section 295-91.0021 of the former Milwaukee Code, and a resolution approving a request for a deviation from the performance standards established by the Riverwalk Site Plan Review Overlay Zone (SPROZ) to allow the northeast and west segments of the Riverwalk at 1887 North Water Street to be 9 feet wide instead of the required 12 foot width and to deviate from the requirement that the Riverwalk be designed to connect to the future segment of Riverwalk to the west of the subject site, in the 3rd Aldermanic District. (FNs [210387](#) and [210388](#))

1/28/2013 – City Plan Commission recommended for adoption a substitute ordinance relating to the change in zoning from Industrial-Light to Detailed Planned Development, for housing, on land located on the north side of North Water Street, west of North Humboldt Avenue, in the 3rd Aldermanic District ([FN 120999](#)).

**Previous Common Council Action:**

7/27/21 – Common Council approved the change in zoning from Detailed Planned

Development to a new Detailed Planned Development known as Eighteen87 on Water for a multi-family residential development located at 1887 North Water Street, on the north side of North Water Street, west of North Humboldt Avenue, in the 3rd Aldermanic District. (FN [210172](#))

5/21/2013 – Common Council adopted a substitute resolution approving a Project Plan and a Development Agreement, authorizing expenditures and creating Tax Incremental District No. 79 (North Water Street Riverwalk), in the 3rd Aldermanic District ([FN 130053](#))

2/27/2013 – Common Council passed a substitute ordinance relating to the change in zoning from Industrial-Light to Detailed Planned Development, for housing, on land located on the north side of North Water Street, west of North Humboldt Avenue, in the 3rd Aldermanic District ([FN 120999](#)).

**Staff**

**Recommendation:**

Since the proposed minor modification will allow one additional building wall sign to assist with wayfinding, staff suggests that the City Plan Commission recommends approval of the subject file.