



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

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

Ald. Brower
3rd Ald. District

CITY PLAN COMMISSION ZONING REPORT

File No: [252247](#)

Location: 2323 N. Commerce Street; on the east side of N. Commerce Street, north of E. North Avenue

Applicant/Owner: GenCap KG North Avenue 50, LLC (owner/applicant)

Current Zoning: Detailed Planned Development (DPD) known as Riverwest Apartments

Proposed Zoning: Minor Modification to DPD

Proposal: In 2023, the subject site was rezoned to a Detailed Planned Development (DPD) to allow the construction of a 4-story, mixed-use development. The building contains the Riverwest Food Accelerator and 91 apartment units. The Riverwest Food Accelerator space on the ground floor of the building will be occupied by FoodRight Inc. and hosts food-related activities and education programs.

This Minor Modification was requested by the property owner, GenCap KG North Avenue 50, LLC, and relates to allowable signage for the commercial space within the building. Current building signage includes a flag sign, located on the eastern side of the building, and a wall-mounted sign, which fronts E. North Avenue. Additionally, the DPD permits temporary construction and leasing signs.

Currently, the DPD allows the following building signage:

- Flag sign at the residential lobby. (existing)
- Wall-mounted sign at the corner of E. North Avenue and N. Commerce Street, on the North Avenue façade. (existing)
- Temporary signs for construction and leasing, which will be coordinated and installed per City Ordinances.

This minor modification will allow the following additional signage:

- Type A wall sign above the Commerce Street commercial tenant entrance at the corner of E. North Avenue and N. Commerce Street.

- Anticipated sign for FoodRight Inc. will be approximately 60 square feet. Minor adjustments may be made to the design of the sign, but as shown in the drawing, the illuminated letterset is approximately 47 square feet and the non-lit tag line is approximately 9 square feet. Tag line may be installed at a later date than the letterset.
- The FoodRight text and orange logo will be face lit via internal LEDs, the faces will be acrylic with a subsurface diffuser to prevent any visual hotspots.
- The non-lit tag line text will be ½” thick flat cut painted acrylic letters.
- The wiring will be concealed via a roof-mounted raceway, matching the approach of the existing River West sign.
- Window signs consistent with the general provisions of the zoning code.
- Additional Type A wall signs that are compliant with the LB3 district signage standards may be approved by DCD Staff.

All other aspects of the DPD remain unchanged.

Adjacent Land Use:

Residential buildings are located to the north of the site, zoned Two-Family Residential (RT4). A grocery store, medical clinic, and mixed-use residential complex are located to the south of the site; all properties are zoned Planned Development (PD). A university dormitory hall zoned PD is to the east of the site, and residential properties zoned RT4 are to the west.

Consistency with Area Plan:

The subject site is within the boundary of the Northeast Side Area Plan, which was adopted in 2009 and amended in 2012 and 2018. More specifically, the site is located within the Riverwest sub-area. The Northeast Side Area Plan aims to enhance this sub-area’s character by allowing for context-sensitive development options and promoting the commercial sites within areas such as Riverwest. These objectives can be further accomplished by improving the visibility of the Riverwest Food Accelerator space. The proposed minor modification is consistent with the Northeast Side Area Plan.

Previous City Plan Action:

4/4/2022 – City Plan Commission recommended conditional approval of a substitute ordinance relating to the change in zoning from a Detailed Planned Development known as ReadCo to a new Detailed Planned Development known as Riverwest Apartments to allow a mixed-use residential building at 1132, 1136-46 and 1164 East North Avenue. (FN [211510](#))

Previous Common Council Action:

7/11/2023 – Common Council adopted a resolution authorizing the sale of the City-owned property at 1136-46 East North Avenue. (FN [230327](#))

7/11/2023 – Common Council passed a substitute ordinance relating to the change in zoning from a Detailed Planned Development known as ReadCo to a new Detailed Planned Development known as Riverwest Apartments to allow a mixed-use residential building at 1132, 1136-46 and 1164 East North Avenue. (FN [211510](#))

Recommendation:

Since this minor modification will allow an additional Type A wall sign for the Riverwest Food Accelerator tenant that is consistent with the previously approved signage for the mixed-use building, staff recommends approval of the subject file.