

Exhibit A
File No. 252247
Detailed Planned Development - Riverwest Apartments
Minor Modification
2323 N. Commerce Street
April 22, 2026

Previous File History and Project Summary

In 2023, the subject site was rezoned to a Detailed Planned Development (DPD) known as Riverwest Apartments (File No. 211510) to allow a new mixed-use development on the site. The 4-story building has been constructed, and contains the Riverwest Food Accelerator along with 91 apartments. The development includes indoor and outdoor parking.

Minor Modification Summary

This minor modification relates to building signage to support the Riverwest Food Accelerator located on the ground floor of the building. The FoodRight Inc. Team occupies the space and from this location they operate programs like the "Good School Food" movement that partners with Milwaukee public Schools to cultivate healthy school environments and bring more culturally-minded and student approved foods to Milwaukee Public School's cafeterias through parent, student and community involvement.

FoodRight Inc. also leads the "Youth Chef Academy", YCA was originally created for 7th & 8th graders; students who are just beginning to discover self-advocacy. Teaching students about health and nutrition, as well as providing them with the skills and weekly practice of cooking, empowers them to change the way they eat at home.

FoodRight Inc. also hosts a Family Cookshop to invite local participants to learn to plant seeds and learn plant-based simple recipes; fostering connection to the entire growing and cooking process, and teaching culinary skills to encourage healthy cooking at home.

FoodRight Inc. empowers youth and families to eat foods that sustain life-long health through gardening and culinary skills.

Currently, the DPD allows the following building wall signage:

- See elevations from File No. 211510 for placement of signs.
- Flag sign at residential lobby.
- Wall-mounted sign at the corner of E. North Avenue and N. Commerce Street.
- Temporary signs for construction and leasing – 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.
 - Anticipated sign for FoodRight will be approximately 60 sqft. Minor adjustments may be made to the design of the sign, but as shown in the drawing, the illuminated letterset is approximately 47 sqft and the non-lit tag line is approximately 9sqft. Tag line may be installed at a later date than the letterset.

Minor Modification Owner's Written Narrative

- 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.

List of Attachments

1. Vicinity map
2. Site photos
3. Sign details

River Press



N Humboldt Blvd

anley Pl

E Walworth St

UW-Milwaukee
RiverView Hall

RiverView

Barline Trail



2323

East North
Avenue Bridge

E North Ave



E North Ave



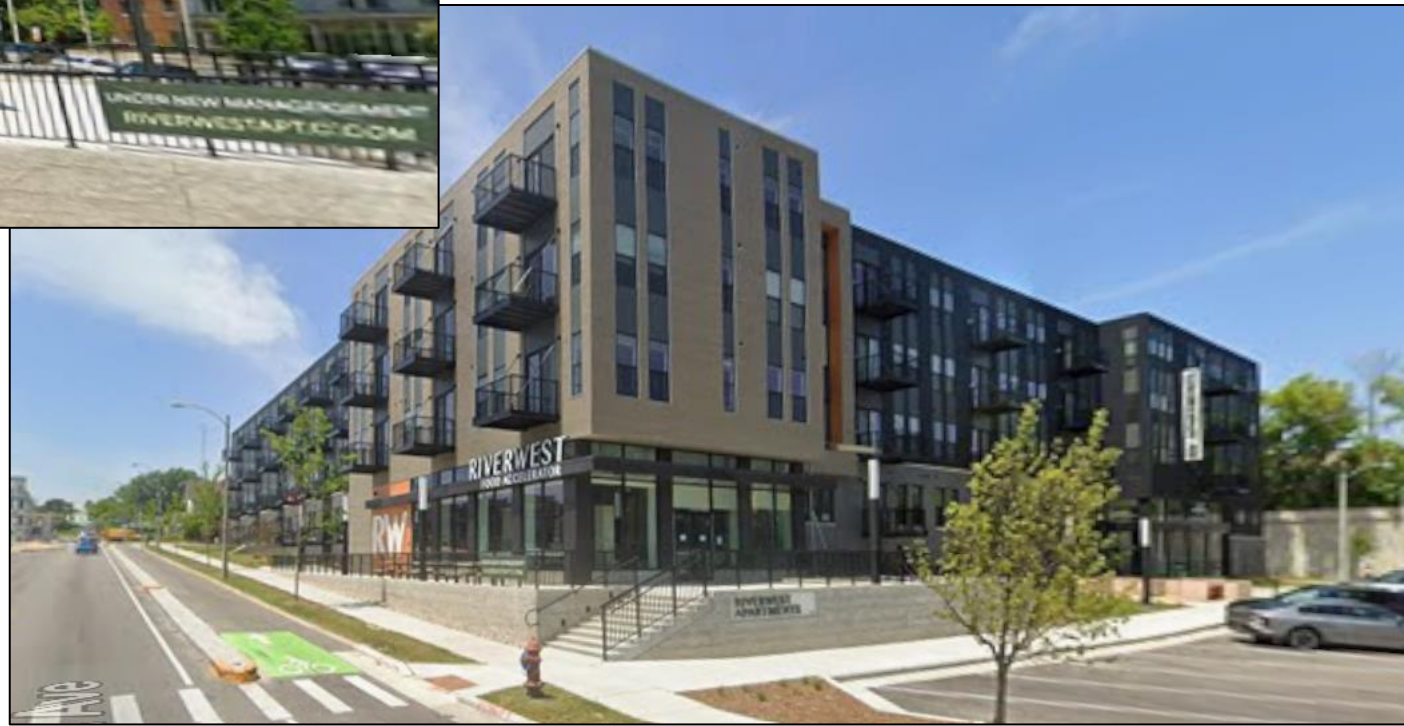
Adventure Rock MKE

Pick 'n Save

N Commer

Beláy Apartments
by Three Sixty Real

Google Street View Images – June 2025



Food Right

Grow Strong. Live Long. Cook.

PROPOSED EXTERIOR SIGNAGE

Milwaukee, WI

Project # 6488 rev.00

Created 03.20.26



FACE-LIT LETTERS

1 - FACE-LIT LETTERS

Illumination: Internal White LEDs
Faces: 3/16" 7328 White Acrylic – □
Returns: 5" Deep .040 Standard Black Coil – ■
Trimcap: 1" Black Jewelite – ■
Installation: Raceway

2 - GRAPHICS

Material: Translucent Vinyl
Color: Match PMS 165c Orange – ■

3 - RACEWAY

Material: Fabricated Aluminum
Color: Paint to Match Canopy [TBD]
Installation: Bottom Mount Flush to Top Of Canopy

4 - GRAPHICS

Material: 1/2" FCO Acrylic
Color: Paint White, Satin Finish – □

NOTE: RACEWAY COLOR TBD



1 Proposed Layout
DAY VIEW



2 Proposed Layout
NIGHT VIEW



3 Sign Detail

elevated identity
Brand Forward. Experience Driven.

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 This document represents an approximation of material colors specified. Actual product colors may vary from this print or digital image.

CLIENT: **Food Right**

ADDRESS: 2323 North Commerce Street

CITY/STATE: Milwaukee, WI 53212

PROJECT #: **6488**

DATE: 03.20.26

SCALE: 1"=1'

Client Approval:

X SIGNATURE DATE

APPROVAL STAMP

REV 01: .
 REV 02:
 REV 03:
 REV 04:
 REV 05:
 REV 06:
 REV 07:
 REV 08:

DATE:
 DATE:
 DATE:
 DATE:
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 DATE:
 DATE:

REP: Blair Benes
 PH: 262.389.0012
 DESIGNER: MH

SIGN TYPE:
FLL.1a
SHEET: 1.00