

February 16, 2012

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

Dear Committee Members:

File No. 111297 relates to a minor modification to a Detailed Planned Development (DPD), to clarify uses and signage standards, located on the south side of East Conway Street and east of South Kinnickinnic Avenue, in the 14th Aldermanic District.

This minor modification was requested by 2452 KK, LLC, and will clarify the permitted uses and signage standards for the commercial space of the existing building. Currently, the only uses listed for the commercial space include: general retail, general office, sit down restaurant and health club. With this minor modification, all uses that are permitted in the Local Business (LB2) zoning district will be permitted for the ground floor commercial space.

Additionally, currently the signage standards for the commercial space state that each commercial tenant may have only one wall sign. However, there is one prospective commercial tenant that will have two entrances. Thus, the signage section of the narrative is being updated to state that, should one tenant have two separate entrances, they may have one additional wall sign. The overall quantity of signage that was previously approved as part of the DPD is not being increased; rather, it is simply allowing tenants that occupy larger spaces to have more than one sign.

Since the proposed minor modification is consistent with the previously approved DPD, the City Plan Commission at its regular meeting on February 6, 2012 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Tony Zielinski