



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

14<sup>th</sup> Ald. District  
Ald. Dimitrijevic

**CITY PLAN COMMISSION  
ZONING REPORT**

**File No.** 221883

**Location:** 427 East Stewart Street

**Applicant/  
Owner:** Doral Corp (tenant), Industrial Group Inc. (owner)

**Current  
Zoning:** Industrial Office (IO2), within the Port of Milwaukee – Sub Area B (Center)  
Development Incentive Zone (DIZ)

**Proposed  
Zoning:** Deviation from the Port of Milwaukee – Sub Area B Development Incentive Zone (DIZ)

**Proposal:** The site located at 427 E. Stewart Street is located within the Port of Milwaukee – Sub Area B Development Incentive Zone (DIZ), and more specifically the Center, or B-2 section of the overlay. This DIZ was established in 2011 and sets a permitted/prohibited use list as well as design standards for properties within it. This site consists of an existing multi-story, multi-tenant building. The applicant is proposing two additional building wall signs, which requires a deviation from the DIZ standards.

The DIZ overlay states that 1 building wall sign is allowed for every 25 lineal feet of frontage (consistent with the IO2 zoning standards). The applicant, Doral Corp, has been a tenant at this location since 1999 and is seeking approval to deviate from this signage standard to allow a second sign within that 25 lineal feet segment on two facades of the building. There is one existing Type A sign in each of the segments for another tenant on the corner of S Allis St and E Stewart St, located between the 1st and 2nd floors. Doral Corp. is looking to place their signs between the 2nd and 3rd floors, above the existing signs. Additional DIZ standards specify that Type A signs can be up to 120 square feet and Type B signs may be up to 25 square feet. The proposed signs are Type A and approximately 45 square feet each. In comparison, the existing building wall signs are approximately 42 square feet each.

**Deviation Criteria  
& Responses:**

The applicant has provided the following responses to the 4 criteria outlined in the zoning code relating to a deviation request:

1. The purpose of the overlay zone is met.
  - The proposed signs together have an area of approximately 90 square feet, which is within the 120 square feet maximum area for Type A signage. The new signs will support an existing, long-standing tenant with a use that is approved by the DIZ.
2. The deviation improves the aesthetics of the site.
  - The placement of the proposed signs will be aligned with the signs below, creating a cohesive aesthetic and providing visibility for customers.
3. If applicable, the deviation addresses one or more unique site factors that make application of the standard impractical.
  - The building and tenant's space cover a large area, and the placement of the new signs at the corner of Stewart St. and Allis St. provides the most visibility.
4. The deviation is consistent with the Comprehensive Plan.
  - The site is located within the Harbor District Water and Land Use Plan area. See *Consistency with the Area Plan* section below for more detail.

**Adjacent Land Use:**

Properties across East Bay St. to the south of the site consist of residential uses in the Two-Family Residential (RT4) district. Properties to the north of the site are designated as Heavy Industrial (IH). Other nearby properties are designated as Industrial Light (IL2) and Industrial Office (IO2)

**Consistency with  
Area Plan:**

This property is located within the Harbor District Water and Land Use Plan (WaLUP) Area. The WaLUP was adopted by the Common Council in February of 2018. The proposed deviation is consistent with the recommendations of the Comprehensive Plan.

**Previous City  
Plan Commission  
Action:**

6/27/2011 – The City Plan Commission recommended approval of four files that relate to zoning changes and the establishment of the Port of Milwaukee Development Incentive Zone (DIZ), including Sub Area B-2 (which the subject site is located in.)

**Previous Common  
Council Action:**

7/6/2011 – The Common Council approval of four files that relate to zoning changes and the establishment of the Port of Milwaukee Development Incentive Zone (DIZ).

**Staff****Recommendation:**

Staff reviewed the responses to the deviation criteria and have concluded that this request for two additional building wall signs on the Allis and Stewart Street facades meets the intent of the overlay and satisfies the criteria. Because the deviation criteria have been met, the placement of the wall signs at the proposed locations will provide the greatest visibility for this long-term building tenant, and all other signage standards with respect to square footage and type meet the DIZ standards, staff recommends that the City Plan Commission approves the subject file.