



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

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June 15, 2016

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

Dear Committee Members:

File No. 160118 relates to a Minor Modification to the Detailed Planned Development (DPD) known as the Kenilworth Building located on the south side of East Kenilworth Place between North Farwell Avenue and North Prospect Avenue to permit window graphics in the tenant space at 1903 East Kenilworth Place, in the 3rd Aldermanic District.

This minor modification was requested by JNB Signs Inc. on behalf of the commercial tenant (Toppers Pizza) to allow window graphics to be applied in a bay of windows along Farwell Avenue. The DPD zoning established signage parameters for commercial tenants within the building. However, the DPD did not note window graphics as an allowable sign type. Toppers Pizza, located in the northwest commercial space within the building (at the corner of East Kenilworth Place and North Farwell Avenue) is requesting a Minor Modification to allow for one opaque window graphic to be allowed in a bay of windows along Farwell Avenue, within its commercial space. The restaurant's back-of-house kitchen operations are located along this space, and therefore clear glazing is not appropriate. A window graphic is proposed to go within the bay of windows as a means to artfully activate this space in lieu of having clear glazing.

Specifically, the building window graphic will be placed on the stores side elevation, right side bay of windows along Farwell Avenue, and will display a Toppers store brand super hero graphic. The window graphic will be made of perforated vinyl, and will be approximately 143" W X 129" H. Since the vinyl will be digitally printed, the graphic will be affixed to the first surface on the outside of the building. Additional window graphics will be added to the windows, but do not obstruct the windows, and are therefore already permitted per the DPD zoning. These additional graphics include a translucent "Frosted Crown" vinyl graphic that will be applied to the inside (2nd surface) of another window. Seven small window ban vinyl graphics are proposed along the top of the doorways, and will be applied 2nd surface. These small window graphics will be opaque, but obscure only a small portion of the windows.

This DPD is located within the East Side Architectural Review Board (ARB) boundary. The ARB determined that this sign was consistent with the ARB's design standards, and issued a Certificate of Appropriateness on May 9th, 2016. All other aspects of the DPD zoning will remain unchanged, and the additional building wall signage on the Toppers retail space will follow what is currently permitted per the DPD zoning.

Since the proposed minor modification is consistent with the previously approved DPD, the proposed window graphic has received a Certificate of Appropriateness from the East Side Architectural Review Board, and allows activation of a portion of the glazing that would otherwise be blank, the City Plan Commission at its regular meeting on June 13, 2016 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Kovac

