



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

CITY PLAN COMMISSION --

Resolution approving building wall signage for Gallery 507, located at 507 West North Avenue, on the south side of West North Avenue, west of North 5th Street, in the 6th Aldermanic District, relative to the Development Incentive Zone known as Bronzeville Cultural and Entertainment District.

- Analysis -

This resolution approves a Type B building wall sign for Gallery 507 located at 507 West North Avenue as it relates to the Bronzeville Cultural and Entertainment District Development Incentive Zone overlay.

Whereas, The City of Milwaukee has established performance standards for the review of new developments and alterations to existing buildings and site work for properties located within the Bronzeville Cultural and Entertainment District Development Incentive Zone (DIZ) overlay, which is generally bounded by land on the north and south sides of West North Avenue, at and west of North Dr. Martin Luther King Jr. Drive and east of Interstate 43, as approved by the Common Council on November 22, 2022 as File No. 220772; and

Whereas, The Bronzeville Center for the Arts, Inc. (“BCA”) was created to highlight and celebrate African American art, and is near completion of its newly built facility, Gallery 507, that will serve as BCA’s office and art gallery; and

Whereas, The DIZ overlay incorporates the building wall signage standards from the underlying Local Business (LB2) zoning district and provides additional guidance that a new Type B sign should have a similar appearance to Type A signs; and

Whereas, Two signs are proposed on the front façade of the building, including one Type A wall sign and one Type B wall sign; and

Whereas, The Type A wall sign is consistent with the overlay standards and therefore allowed; and

Whereas, The Type B sign requires City Plan Commission approval since it contains elements not explicitly permitted in the overlay standards, including exceeding the quantity of signs allowed in a 25 foot lineal segment and exceeding the allowable square footage;; and

Whereas, The proposed Type B sign is designed to maximize opportunities to inform the public and passersby of Bronzeville Center for the Arts’ Gallery 507 activities and program offerings, is integrated into the design of the building façade, and meets the intent of the overlay; and therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the proposed Type B sign for 507 West North Avenue is hereby approved; and, be it

Further Resolved, That the owner, or their assignees, are responsible for maintaining site improvements in accordance with approved plans; and, be it

Further Resolved, That the Department of City Development is authorized to review and approve minor modifications and signage of said plans deemed necessary that are consistent with the approved design standards and the Milwaukee Code.

CPC 3/4/24