



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 the request to occupy an existing building as a carry-out restaurant with drive-through, and a deviation from the performance standards established by the Midtown Center Development Incentive Zone (DIZ) overlay to allow a freestanding monument sign, exceed the total allowable square footage of building wall signs, and permit Type B wall signs on the site located at 5610 West Capitol Drive, on the north side of West Capitol Drive, west of North 56th Street, in the 2nd Aldermanic District.

- Analysis -

This resolution approves a carry-out restaurant with drive-through use and a deviation request relating to site and building wall signage relative to the Midtown Center DIZ performance standards.

Whereas, The City of Milwaukee has established performance standards for the review of new developments and alterations to existing buildings and site work at properties located within the Midtown Center Development Incentive Zone, which is generally bounded by West Congress Street, West Fond du Lac Avenue, North 54th Street, West Capitol Drive, and North 60th Street, and was established by Section 295-91.0044 of the former Milwaukee Code; and

Whereas, The Midtown Center DIZ performance standards prescribe, among other things, a permitted and prohibited use list and building wall and freestanding sign requirements; and

Whereas, The use list permits a carry-out restaurant with drive-through use but is subject to a public hearing and approval by the City Plan Commission, and the design standards limit the number of freestanding signs within Sub Area B, which this site is within, to two and requires Type A building wall signage that does not exceed 100 square feet in total area for a single-tenant space smaller than 10,000 square feet; and

Whereas, The carry-out restaurant with drive-through use is compatible with the surrounding uses within Midtown Center and will bring additional customers and activity to the area; and

Whereas, Wing Stop's corporate branding requires channel letters to be affixed to a backer plate thereby classifying the signage as Type B, and the building is 4-sided as opposed to a lineal tenant space in a multi-tenant building, thereby requiring additional building wall signage for visibility, both items of which require a deviation from the overlay standards; and

Whereas, The proposed Type B signs are Type A in nature in that the channel letters are attached to a non-illuminated backer plate, and the total square footage of wall signage is less than that of the previous occupant and is proportionate to the building facades; and

Whereas, There are two freestanding signs currently within Sub Area B of the overlay, and the applicant, Wing Stop, is requesting a deviation to allow a freestanding monument sign on its site located at 5610 West Capitol Drive; and



Whereas, This site was previously occupied by Starbucks from 2003-2019, and a freestanding monument sign was approved by the City Plan Commission as part of the overall site approval in 2003, and subsequently removed from the site when Starbucks vacated the premises in 2019; and Wing Stop is requesting a freestanding monument sign that is consistent with the size, height, and location of the previously approved Starbucks sign; and, therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the proposed carry-out restaurant with drive-through use is consistent with the intent of the Midtown Center DIZ and the proposed deviation meets the criteria set forth in the ordinance that the purpose of the overlay zone has been met, the deviation improves the aesthetics of the site, and is consistent with the comprehensive plan; and, be it

Further Resolved, That the owner, or its 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, such as building and site signage of said building deemed necessary to complete the development and which are consistent with the approved design standards and the Milwaukee Code.

CPC 09/27/21 APPROVED.