



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

Ald. Moore
10th Ald. District

CITY PLAN COMMISSION ZONING REPORT

File No: [241594](#)

Location: 7025 West Main Street; on the south side of West Main Street, west of South 70th Street

Applicant/Owner: Robert Montemayor (Owner) and Kenneth Peters (Applicant, president of SethLED)

Current Zoning: Detailed Planned Development (DPD) known as “7025 West Main Street”

Proposed Zoning: Minor Modification to DPD

Proposal: The subject site, 7025 W. Main Street, was rezoned from Commercial Service (CS) to a Detailed Planned Development (DPD) in 2011 to allow the construction of an approximately 40,000 sf grocery store with pharmacy (Wal-Mart Market). The Wal-Mart Market store was constructed and operated for several years before closing in May 2024.

The site was purchased by Monterrey Market Main LLC in January 2025, and will be used as a Monterrey Market grocery store. Two other Monterrey Market grocery stores are in operation, including one within a former Toys R’ Us building. The store at this location will offer grocery, produce, deli, meats and liquor. Additionally, there will be two tenant spaces within the building that are anticipated to be occupied by an office use and a small restaurant use. All of these uses are allowed by the DPD zoning, which utilizes the CS zoning allowable use list.

The owner is requesting a minor modification to the DPD zoning to allow changes to the freestanding sign standards that were established as part of the original DPD. The DPD allows two freestanding monument signs, one on each of the street frontages (W. Main Street and S. 70th Street). Presently, there is only one sign at the north entrance along S. 70th Street. Because the grocery building sits far back from S. 70th Street and is separated by a public alley and other properties, the sign is located on an adjacent property that serves as an access drive to the store (631 S. 70th Street), which was previously owned by Wal-Mart and now owned by Monterrey Market. That site is zoned LB1, though the sign approval is part of the DPD zoning. The property located at 655 S. 70th Street (zoned LB1) is also

owned by Monterrey Market (previously owned by Wal-Mart) and used as a second vehicular access point from S. 70th Street.

The DPD currently allows a monument sign that consists of a 4' – 6" tall Type A sign face on a 2' – 8" tall brick masonry base. The owner is requesting to replace the sign face with a new face that is taller and consists of a combination of Type A sign plates plus an electronic changeable message component. The monument base will remain.

This minor modification will allow a new sign face as follows:

- The sign face height will increase from 4' – 6" to 6' – 3" and will be placed on the existing brick monument base.
- The upper 30% of the sign face will consist of routed aluminum with acrylic letters (Type A per the zoning code). Only illumination will be from the letters. Monterrey Market will occupy the top portion of this part of the sign, and two tenant sign plates (removable routed aluminum) will be placed below it.
- The lower 70% of the sign will be a high resolution 6mm pixel pitch EMC.
- The digital sign will only display on-premise messaging and will not change more than once every 8 seconds. Video display is not allowed.

Minor exterior changes will be made to the building, including the replacement of existing doors with new ones on the north façade to work with the store layout. All windows of the main building façade will remain open, and pedestrian paths within the parking lot will stay. The non-brick portion of the wall above the main entrance will be painted to match the Monterrey Market branding. Building wall signage will also be updated to reflect the Monterrey Market branding and will not exceed the allowable signage that was approved in the original DPD.

Adjacent Land Use:

Single and two-family residences (zoned RT3) are to the north of the site. Industrial uses (zoned IL1 and IO1) are to the west and south, and commercial uses (zoned LB1) are to the east.

Consistency with Area Plan:

This site is located in the West Side Area Plan, which was approved in 2009. The Plan recommends that signage be complementary to the design characteristics and materials of the building and that high-quality signage be used for large format uses. The Plan also recommends defining primary entrances for commercial uses. The proposed Type A + EMC monument sign meets the policies and recommendations in the West Side Area Plan.

Previous City Plan Action:

05/16/2011 – City Plan Commission recommended conditional approval of the change in zoning from Commercial Service to a Detailed Planned Development, for commercial development, on land located on the south side of West Main Street

and west of South 70th Street. (FN [101339](#))

Previous Common

Council Action:

06/14/2011 – Common Council approved the change in zoning from Commercial Service to a Detailed Planned Development, for commercial development, on land located on the south side of West Main Street and west of South 70th Street. (FN [101339](#))

Recommendation:

Since the proposed sign will retain the existing monument base, the top portion of the sign will be Type A in design, and the applicant has agreed to the restrictions requested by the Dept. of Public Works with respect to the frequency of change for the electronic changeable message component of the sign and prohibition of video or motion, staff recommends approval of the subject file.