



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 a request to deviate from the performance standards established by the Port of Milwaukee Sub Area B (Center) Development Incentive Zone (DIZ) to allow additional building wall signage on an existing building located at 427 East Stewart Street, on the south side of East Stewart Street, east of South Allis Street, in the 14th Aldermanic District.

- Analysis -

This resolution approves a request to deviate from the performance standards established by the Port of Milwaukee – Sub District B (Center) Development Incentive Zone overlay for the property located at 427 East Stewart Street, on the south side of East Stewart Street, east of South Allis Street, in the 14th Aldermanic District.

Whereas, The City of Milwaukee has established a permitted use list and design standards for the review of new developments and site work on properties located within a Development Incentive Zone, generally located on the east side of South 1st Street, south of East National Avenue and north of East Bay Street, and established by Section 295-1007(2)(b).0020 of the Milwaukee Code; and

Whereas, The Port of Milwaukee – Sub Area B (Center) DIZ was approved by the Common Council in 2011 to guide development with respect to uses and design standards, including but not limited to signage; and

Whereas, Doral Corp., a metal fabricator company, has been a tenant within the building located at 427 E. Stewart St. since 1999 and is requesting to add two building wall signs at the corner of Stewart and Allis Street in order to provide visibility for their business; and

Whereas, The DIZ overlay states that 1 building wall sign is allowed for every 25 lineal feet of frontage (consistent with the base zoning standards), and another tenant within the building already has building wall signs in these areas; and

Whereas, The proposed wall signs will be placed between the second and third floors of the Allis and Stewart Street building facades, one floor above the existing wall signs; and

Whereas, The proposed deviation meets the four criteria set forth in the zoning code, including the purpose of the overlay being met, the deviation improves the aesthetics of the site, the deviation addresses one or more unique site factors that make application of the standard impractical; and the deviation is consistent with the comprehensive plan; and therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the requested deviation from the performance standard of the Development Incentive Zone known as Port of Milwaukee – Sub District B (Center) is hereby approved conditioned on the applicant adjusting the width and placement of the proposed signs to align with the existing signs on the lower floor of the building unless those adjustments are infeasible due to utility service conflicts; 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 04/24/23 CONDITIONALLY APPROVED.