



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

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

May 19, 2026

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 301-B

Dear Committee Members:

File Number 252247 relates to the Minor Modification to the Detailed Planned Development (DPD) known as Riverwest Apartments to allow additional signage on the mixed-use building located at 1132 East North Avenue, on the north side of East North Avenue, west of North Commerce Street, in the 3rd Aldermanic District.

This Minor Modification was requested by the property owner, GenCap KG North Avenue 50, LLC, and relates to allowable signage for the building, which contains ground floor commercial space for the Riverwest Food Accelerator and 91 residential units. Current building signage includes a flag sign, located on the eastern side of the building, and a wall-mounted sign, which fronts E. North Avenue. The Minor Modification will allow an additional Type A wall sign above the Commerce Street commercial tenant entrance to support FoodRight, Inc., which will occupy space within the Riverwest Food Accelerator. Additionally, the file will allow window signs consistent with the general provisions of the zoning code, and in the future, additional Type A wall signs compliant with the Local Business, LB3 district signage standards. All other aspects of the DPD remain unchanged.

This item was considered by the City Plan Commission at its regularly scheduled meeting on Monday, May 18, 2025. A representative from FoodRight spoke about the programs provided by their organization. The City Plan Commission recommended approval of the subject file.

Sincerely,

for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

CC: Ald. Brower

