Doral Corp
427 E Stewart St
Milwaukee, WI 53207
Within the Port of Milwaukee – Sub Area B (Center) DIZ Overlay
Request to Deviate from Signage Standards

The site located at 427 E. Stewart Street is located within the Port of Milwaukee – Sub Area B Development Incentive Zone (DIZ), and more specifically the Center, or B-2 section of the overlay. This DIZ was established in 2011 and sets a permitted/prohibited use list as well as design standards for properties within it. This site consists of an existing multi-story, multi-tenant building.

Doral Corp has been a tenant of this location since 1999, and shares portions of the first and second floor of the building. There are approximately twenty-three (23) tenants that occupy various portions of the building. Doral Corp is a metal fabricator in this Industrial Office (IO2) zoning and this use is permitted within the overlay district, therefore aligns with the goals of the overlay.

The DIZ overlay states that 1 building wall sign is allowed for every 25 lineal feet of frontage (consistent with the IO2 zoning standards). Type A signs can be up to 120 square feet and Type B signs may be up to 25 square feet. We're seeking approval to deviate from the standard of one (1) sign for every 25 lineal feet on two facades of the building to allow a second sign within that 25 lineal feet segment There is one existing Type A sign in each of the segments for another tenant on the corner of S Allis St and E Stewart St located between the 1st and 2nd floors. Doral Corp is looking to place their signs between the 2nd and 3rd floors, above the existing signs. One will be on the S. Allis Street façade and the other will be on the E. Stewart Street façade. The proposed signs are Type A and approximately 45 square feet each, which is well within the 120 square foot allowance. The existing building wall signs are approximately 42 square feet each.

The corner location provides the desired visibility from multiple locations and provides a consistent 'theme' of sign placement on the building. Placement of the signs 25ft from the existing signs on either elevation would make give the appearance that no thought was put into sign placement.

Responses to Deviation Criteria:

1. The purpose of the overlay zone has been met.
   a. Response: The use is allowed per the overlay, and the signs will support a major, long-standing tenant within the building. If this second sign on both segments is approved, collectively, the square footage of both signs within the 25-foot segment is still below the allowed 120 square feet of sign area.

2. The deviation improves the aesthetics of the site.
   a. Response: The second sign on each façade is aligned with the existing sign below it, creating a cohesive sign aesthetic, while providing the desired visibility for the customer, and their customers.

3. If applicable, the deviation addresses one or more unique site factors that make application of the standard impractical.
    a. Response: The building Doral Corp. occupies is a several hundred-thousand square feet, and given its location, the corner of Stewart St. and Allis St provides the most visibility.

4. The deviation is consistent with the comprehensive plan.
    a. Response: These signs are within the Harbor District's Water and Land Use Plan area. Signage recommendations of the plan are geared more specifically to wayfinding and other signage for the wider public. However, these proposed signs are Type A and high quality, and will support an existing business that is allowed in the DIZ.
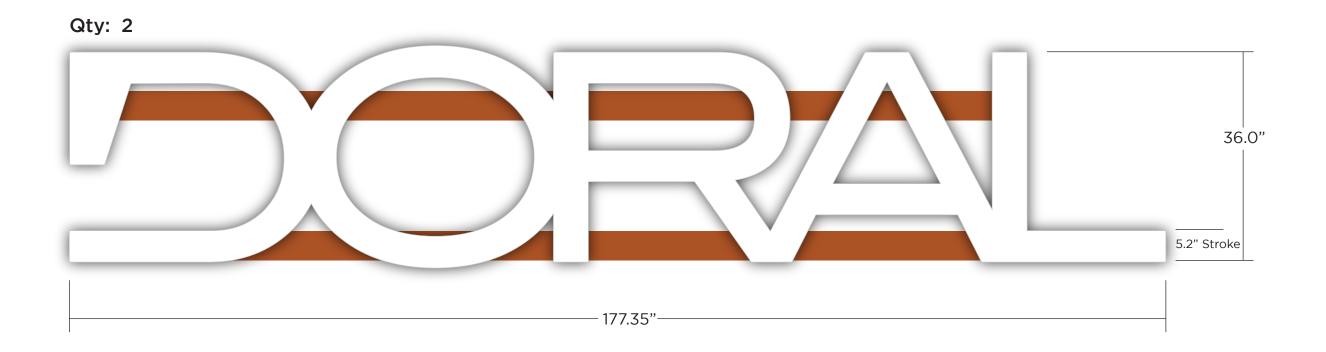
Sign 1 - Day

Our power out

Sign 2 - Day

Our power out

Sign 1 - Night

Sign 2 - Night

Channel Letters

www.Innovative-Signs.com

Qty: 2

36.0"

5.2" Stroke

177.35"

3D

Customer

Doral Corp.
Channel Letters

Date	Project Manager
12/21/2022	Shaun R.

Order #	Designer
EST - 10388	Brian H.

Trim Cap	Surveyor
3/4" White	Shaun R.

Return	Acrylic Faces
White	7328 White

Letter Height	Mounting
See Left	6" h Raceway

Materials & Specifics

Channel Letters - Face Lit
- White LED's

Colors

☐ White Acrylic
☐ White Trim Cap & Returns

▬ Raceway Color TBD

Approval
Signature: