



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

July 1, 2025

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

Dear Committee Members:

File Number 250250 relates to a Minor Modification to the Detailed Planned Development known as Forest County Potawatomi Legacy District, Phase 1, to allow additional wall signs on the parking structure located at 320 South 19th Street, on the south side of West Potawatomi Circle, west of South 16th Street, in the 8th Aldermanic District.

The Forest County Potawatomi Legacy District was rezoned from Industrial Heavy (IH) to a General Planned Development (GPD) in 2005, and has been modified and amended subsequently. Additionally, the casino, hotel and parking areas (inclusive of the surface lots and parking structure) were rezoned to a Detailed Planned Development – Phase 1 in 2005, and subsequently modified and amended. A DPD – Phase 2 was also established for the biogas generation facility in 2011 and later amended.

This Minor Modification relates to the Phase 1 DPD, and more specifically the parking structure located at 320 S. 19th Street. Forest County Potawatomi Community of Wisconsin is updating the directional and wayfinding signage for the parking structure and dock area that serve the casino and hotel. These directional and wayfinding signs are consistent with the DPD – Phase 1 zoning. This Minor Modification will allow 4 new Type A, face-lit channel letter wall signs on the parking structure. Each sign will be placed on a backer panel painted to match the pre-cast concrete parking structure.

This file was considered by the City Plan Commission on Monday, June 30, 2025. A representative from the sign company presented on the item. The City Plan Commission recommended approval of the subject file.

Sincerely,

for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

CC: Ald. Zamarripa

