



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

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July 17, 2018

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 180044 relates to the 2nd Amendment to the General Planned Development, GPD, known as Freshwater Plaza to update the signage standards for the development site located on the north side of East Greenfield Avenue, east of South 1st Street, in the 12th Aldermanic District.

This amendment was requested by Wangard Partners, Inc. and will approve a master sign program for the multi-tenant site and establish standards for various sign types within the development, including but not limited to freestanding, building, directional, and wayfinding signs. In instances where a Detailed Planned Development (DPD) has been approved for a particular building within the development, either the DPD-approved signage or the GPD signage rules may apply. Building wall signage will generally follow the Type A standards allowed in the Local Business, LB2, zoning district except where otherwise noted in the GPD amendment. Three freestanding signs may be placed within the development. There is one existing sign (Sign A) attached to the downspout of the mixed-use building at the corner of 1st and Greenfield, and it is integrated into the water feature. Sign B is proposed to be located along the access drive on South 1st Street. The applicant is requesting for this sign to be 19 feet in height and have 5 tenant face plates (for the Cermak grocery store and four future tenants for the Phase III mixed-use building), as well as an LED message board for Cermak. Sign C is proposed to be located along East Greenfield Avenue, adjacent to the future water feature and future Phase III mixed-use building. This sign is proposed to be 14 feet in height and will have five tenant face plates.

On June 25, 2018, a public hearing was held and at that time, nobody appeared to speak on the item. Staff stated concern regarding the proposed height of Sign B along 1st Street, as it exceeds the maximum height allowed in commercial districts (14 feet), and newer freestanding signs along this corridor have been lower than the maximum allowed height. The commissioners agreed with this analysis, and stated that there was not a persuasive argument to allow a sign that high. All parties agreed that a 17 foot tall sign along 1st Street would be acceptable. Since the proposed GPD amendment establishes signage standards for the entire development site, the City Plan Commission recommended at its regular meeting on June 25, 2018 recommended approval of the subject file conditioned on the applicant incorporating staff comments regarding the proposed signs into the narrative, and reducing the height of Sign B to 17 feet.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Perez

