



**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

**Ald. Zamarripa**  
**8th Ald. District**

## **CITY PLAN COMMISSION ZONING REPORT**

**File No:** [250250](#)

**Location:** 320 S. 19<sup>th</sup> Street; on the south side of West Potawatomi Circle, west of South 16<sup>th</sup> Street

**Applicant/Owner:** Forest County Potawatomi Community of WI

**Current Zoning:** General Planned Development (GPD) and Detailed Planned Development (DPD) known as Forest County Potawatomi Legacy District, Phase 1

**Proposed Zoning:** Minor Modification to DPD – Forest County Potawatomi Legacy District, Phase 1

**Proposal:** 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. 19<sup>th</sup> 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. The proposed signs are as follows:

- Sign A – north elevation, top of structure (W. Potawatomi Circle) – 62.5 square feet
- Sign B – south elevation, top of structure (S. 19<sup>th</sup> Street) – 62.5 square feet
- Sign C – east elevation, top of structure at entrance (S. 16<sup>th</sup> Street) – 60 square feet

- Sign G – west elevation, second floor above structure entrance (S. 19<sup>th</sup> Street)  
– approx. 56 square feet

**Adjacent Land Use:**

The Potawatomi Casino and Hotel (within the PD zoning) is to the north, surface parking for the casino and hotel (within the PD zoning) is to the west, the Canadian Pacific Kansas City Railway is to the south, and industrial uses are to the east.

**Consistency with Area Plan:**

The proposed minor modification is consistent with the Menomonee Valley 2.0 Area Plan, which was adopted by the Common Council in 2015 and has been amended subsequently. The Plan states that entertainment uses, such as the Potawatomi Casino and Hotel, rely on the easy access afforded by their location within the Valley, and entrances should be clearly marked with well-designed signage. The proposed directional and wayfinding signage meets Plan goals and recommendations.

**Previous City Plan Action:**

8/19/2013 – City Plan Commission recommended approval of the 2<sup>nd</sup> Amendment to the DPD known as Forest County Potawatomi Legacy District, Phase 1 for parking on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [130454](#))

4/8/2013 – City Plan Commission recommended conditional approval of a Minor Modification to the DPD known as Forest County Potawatomi Legacy District, Phase 1, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [121720](#))

2/27/2012 – City Plan Commission recommended conditional approval of the change in zoning from GPD to a DPD and approval of the 1<sup>st</sup> Amendment to the DPD known as Forest County Potawatomi Legacy District, Phase 1 to facilitate future development on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [111296](#))

10/1/2007 – City Plan Commission recommended approval of a Minor Modification to the DPD known as Forest County Potawatomi Legacy District, Phase 1, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [070842](#))

4/23/2007 – City Plan Commission recommended approval of a Minor Modification to the DPD known as Forest County Potawatomi Legacy District, Phase 1, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [070100](#))

9/12/2005 – City Plan Commission recommended approval of the change in zoning from GPD to a Detailed Planned Development (DPD) known as Forest County Potawatomi Legacy District, Phase 1, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [050468](#))

9/12/2005 – City Plan Commission recommended approval of the change in zoning from Industrial Heavy to a General Planned Development known as the Forest County Potawatomi Legacy District, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [050469](#))

**Previous Common Council Action:**

9/24/2013 – Common Council approved the 2<sup>nd</sup> Amendment to the DPD known as Forest County Potawatomi Legacy District, Phase 1 for parking on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [130454](#))

4/30/2013 – Common Council approved a Minor Modification to the DPD known as Forest County Potawatomi Legacy District, Phase 1, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [121720](#))

4/11/2012 – Common Council approved the change in zoning from GPD to a DPD and approval of the 1<sup>st</sup> Amendment to the DPD known as Forest County Potawatomi Legacy District, Phase 1 to facilitate future development on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [111296](#))

10/23/2007 – Common Council approved a Minor Modification to the DPD known as Forest County Potawatomi Legacy District, Phase 1, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [070100](#))

5/8/2007 – Common Council approved a Minor Modification to the DPD known as Forest County Potawatomi Legacy District, Phase 1, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [070100](#))

9/27/2005 – Common Council approved the change in zoning from GPD to a Detailed Planned Development (DPD) known as Forest County Potawatomi Legacy District, Phase 1, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [050468](#))

9/27/2005 – Common Council approved the change in zoning from Industrial Heavy to a General Planned Development known as the Forest County Potawatomi Legacy District, on land located on the south side of West Canal Street, west of South 16<sup>th</sup> Street, in the 8<sup>th</sup> Aldermanic District. (FN [050469](#))

**Recommendation:**

Since the minor modification will allow 4 new wall signs to be placed on the parking structure as a means to provide greater visibility and wayfinding for the parking structure, and the signs are Type A in design, staff recommends approval of the subject file.