



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

Lafayette L. Crump  
Commissioner

Vanessa L. Koster  
Deputy Commissioner

February 15, 2021

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

Dear Committee Members:

File No. 201142 relates to the establishment of a Master Sign Program overlay known as Druml Company Master Sign Program for the properties located at 1930, 1950-1966 and 2000-2030 South 4th Street, on the east side of South 4th Street, north of West Becher Street, in the 12<sup>th</sup> Aldermanic District

This overlay was requested by the Druml Company and will establish signage standards for the multi-tenant, multi-building sites owned by the applicant. Establishing a Master Sign Program would allow signs on the multi-tenant site previously occupied by Paul Davis Restoration, which no longer occupies the premises and has removed their previous non-conforming signs. For all other sign types and locations not listed in the Master Sign Program document, the signage requirements in the general provisions of the code and the site's base zoning district (Industrial-Mixed, IM) remain in effect. Provided proposed signage meets the limits and standards of the Master Sign Program overlay, permits may be issued by staff without additional City Plan Commission review and approval.

There are two off-premise signs (billboards) currently on the site which are not included in the Master Sign Plan overlay. They are required to follow the base zoning (IM) and any future necessary variances or special allowances must be granted by the Board of Zoning Appeals. There is also one sign that falls within the 50-foot Harbor District Riverwalk Site Plan Review Overlay Zone (SPROZ). This sign will be Type A, meeting the SPROZ requirements for approval. The MSP also allows for the installation of Riverwalk wayfinding and identity signage on the site, if desired in the future, which can also be approved at a staff level provided the signs meet the SPROZ requirements.

On February 15, 2021, the City Plan Commission held a virtual public hearing on the subject file. Commissioners asked the applicant about the property's tenants and further details about lighting. Since the proposed Master Sign Program Overlay Zone approves high quality signage that meets the needs of this multi-building, multi-tenant site, the quantity, type, size and placement of the signs is consistent with those that were previously on the site, and the overlay is consistent with the Harbor District Plan recommendations, the City Plan Commission at its meeting on February 15, 2021 recommended approval of the subject file.

Sincerely,

for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Pérez

