



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

Ald. Bauman
4th Ald. District

CITY PLAN COMMISSION ZONING REPORT

File No: [241040](#)

Location: 2303 West State Street, on the west side of North 23rd Street, south of West State Street

**Applicant/
Owner:** City on a Hill, Inc.

**Current
Zoning:** Kilbourn Square General Planned Development (GPD)

**Proposed
Zoning:** 4th Amendment to the GPD

Proposal: This site is part of the General Planned Development (GPD) known as “Kilbourn Square,” which was established in 1999 for the entire campus and serves as an overall zoning guide for items including but not limited to signage, allowable uses, and other development standards. Additionally, there are three Detailed Planned Developments (DPDs) that cover the various phases within Kilbourn Square. The GPD and each of the DPD phases has been amended or modified over time.

The existing parking lot located at 2303 W. State Street, on the west side of N. 23rd Street, south of W. State Street, remains zoned General Planned Development and is the subject of this GPD amendment. It had previously been part of the Kilbourn Square, Phase 3 DPD but was rezoned back to GPD in 2012 to allow a conceptual residential development on the lot, which has not yet occurred and will require a future change in zoning to DPD when it does. Until that time, the rules of the original GPD with respect to site signage continue to apply. The GPD requires all freestanding signs to have a monument base, and prohibits electronic changeable message signs.

City on a Hill is a nonprofit agency that has had its offices within the campus since 2000 and provides services including but not limited to health care, employment and skills development. The surface parking lot at 2303 W. State Street is owned and utilized by City on a Hill, who is requesting to amend the GPD zoning to allow

two freestanding signs on the parking lot site, including an electronic changeable message sign at the corner of N. 23rd Street and W. State Street. Further details of the signs are as follows:

1. Existing freestanding sign: This file will memorialize the allowance of an existing freestanding sign located along N. 23rd Street, at one of the parking lot entrances. This sign has been on site for several years though it does not comply with the GPD standards as it is not a monument sign. The sign is approximately 10' tall and 7' – 4" wide. The structure will remain as-is, which entails aluminum posts and aluminum panel. The face plates will change to allow multiple panels as needed in order to identify the organizations that utilize the parking lot.

Sign details:

- Aluminum Composite Material (ACM) panel w/ [V-1 - V-5] vinyl graphics applied 1st surface or direct print graphics
- Flush mount panel to existing sign structure w/ fasteners through face, paint exposed fasteners to match sign face
- Prep and paint existing sign structure (Matthews Black)
- Sign face may have multiple tenant panels for use by whomever utilizes the lot.

2. New electronic changeable message sign: At the corner of N. 23rd and W. State Streets, the electronic changeable message sign will be used to advertise services and events that are offered by their organization. The sign will only advertise for events that are on-premise. The applicant states the sign will not feature scrolling messages, moving images, flashing lights, or any animations, in order to limit distractions. The messages will remain static when displayed and will change only at set intervals. See Exhibit A for a more detailed rationale for this sign provided by the applicant.

Sign details:

- Sign will be located at the corner of N. 23rd Street and W. State Street as shown on the site plan, and will be placed outside of the vision triangle and entirely on private property.
- Messaging will be on-premise only. Off-premise messaging is prohibited.
- Sign is subject to the standards in s. 295-407-4 of the zoning code. Additionally, messages will remain static when displayed and will change only at set intervals of not less than once every 8 seconds, per MCO s. 295-407-4-c-1.
- Sign will have a maximum overall height of 6' and sign/display area will not exceed 32 square feet.
- The monument base of the sign will be constructed with masonry brick.

Other:

- Access points to the parking lot remain unchanged.
- The original GPD states that the perimeter of the site was to be upgraded with decorative metal fencing and additional landscaping. This remains part of City on a Hill's long term vision for the site, and they plan to integrate these elements as resources allow.
- In the shorter term, City on a Hill will enhance the landscaping within the planting of shrubs along the W. State Street edge of the parking lot where there currently are some existing trees and a grass border. They will work with DCD staff to finalize the landscape plans for this north edge of the lot.

Adjacent Land Use:

To the north are parcels zoned for Local Business (LB2) and include multi-family residential, a church, and other commercial uses. Parcels to the east and to the south are included in the GPD, and include office and residential uses, as well as a parking lot. To the west is a mix of parcels zoned for Multi-Family Residential (RM6), Two Family Residential (RT3) and Local Business (LB2) that include rooming house and commercial uses.

Consistency with Area Plan:

The proposed amendment to the Kilbourn Square General Pan Development is consistent with the relevant comprehensive plan. The Near West Side Area Plan was adopted by the Common Council in 2004 and has been updated. The City on a Hill development, located at 2303 W. State Street, was identified as a catalytic site in the Near West Side Area Plan, which identifies this redevelopment as key to providing much-needed housing and services. Furthermore, the Plan identifies the need to make institutional uses inviting with visual landmarks. The proposed amendment to provide improved signage, in a way that is consistent with the neighborhood context and is of high quality design, supports the goals of the comprehensive plan.

Previous City Plan Action:

11/01/2011 – City Plan Commission recommended approval of a Third Amendment to change the zoning of the subject site (2303 W. State St.) from DPD – Kilbourn Square Phase 3 back to GPD to approve conceptual plans for a potential future residential development. The existing parking lot will continue to be utilized until that development occurs (FN [111112](#))

02/05/2003 - City Plan Commission recommended approval of a Second Amendment to the Kilbourn Square GPD to revise the allowable use list (FN [021630](#))

03/11/2001 - City Plan Commission recommended approval of a First Amendment to the Kilbourn Square GPD to revise the allowable use list (FN [001733](#))

11/1/1998 – City Plan Commission recommended approval of the creation of the General Planned Development (GPD) known as Kilbourn Square, on land located

North of West Wells Street and West of North 20th Street, in the 4th Aldermanic District (FN [981288](#))

Previous Common Council Action:

01/18/2012 – Common Council approved a Third Amendment to change the zoning of the subject site (2303 W. State St.) from DPD – Kilbourn Square Phase 3 back to GPD to approve conceptual plans for a potential future residential development. The existing parking lot will continue to be utilized until that development occurs (FN [111112](#))

05/13/2003 – Common Council approved a Second Amendment to the Kilbourn Square GPD to revise the allowable use list (FN [021630](#))

09/25/2001 - Common Council approved a First Amendment to the Kilbourn Square GPD to revise the allowable use list (FN [001733](#))

03/02/1999 – Common Council approved the creation of the General Planned Development (GPD) known as Kilbourn Square, on land located North of West Wells Street and West of North 20th Street, in the 4th Aldermanic District (FN [981288](#))

Recommendation:

Since this proposed amendment will memorialize the allowance of an existing, noncompliant freestanding sign and approve a new electronic changeable message sign that is neighborhood scaled with a monument base that will communicate services offered by the applicant, staff recommends approval of the subject file.