



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. Brower
3rd Ald. District

CITY PLAN COMMISSION
ZONING REPORT

- File No:** [252012](#)
- Location:** 728 E. Pleasant Street; north of E. Pleasant Street, between N. Cass Street and N. Van Buren Street.
- Applicant/Owner:** Chiara Housing and Services Inc (owner/applicant)
- Current Zoning:** Detailed Planned Development (DPD) known as St. Rita Square
- Proposed Zoning:** Minor Modification to DPD – St. Rita Square
- Proposal:** In 2018, the subject site was rezoned from Two-Family Residential (RT4) to a Detailed Planned Development (DPD) to allow the construction of a 6-story senior living facility and a church. The DPD was modified later that year to allow changes to the previously approved building designs.

This Minor Modification relates to allowable signage for the senior living facility known as St. Rita Square, which has been open since 2018. Current building wall signage includes two Type A wall signs located on the west and south facades of the building at the corner of N. Van Buren St. and E. Pleasant St., and there is a monument sign near the main entrance and drop-off area along E. Pleasant St.

Currently, the DPD allows the following temporary and permanent signage:

- Entry wall sign will be 6'0" H x 16'0" W maximum with potential for elements of the sign graphic to extend beyond the height constraint – see elevations of File No. 170508 (original DPD) for example sign
 - Building name and address will be incorporated into the entry sign.
 - Sign construction to meet Chapter 244 of the Milwaukee Zoning Ordinance
- Building signage will include illuminated letters or individual raised lettering consistent with the design of the building exterior.
- Additional directional signage may be necessary, and will be submitted to staff for review and approval prior to permit issuance.

- Temporary signage will be utilized during leasing and special events, and shall not exceed 36 sf.

This minor modification will allow the following signage on the senior building:

- Blade sign – One (1) blade sign is proposed for the west (Van Buren), on the east elevation of the building, to the right of the garage. The proposed non-illuminated wall sign is 11’8”H x 4’ W. Signage is 30 square feet. The “SENIOR LIVING” letters would be opaque acrylic letters, on an aluminum face.

Per the Milwaukee Code of Ordinances, the blade sign should not project more than 4 feet into the public right-of-way and be no less than 10 feet above the adjacent sidewalk grade.

Adjacent Land Use:

Properties to the north and west are zoned Two-Family Residential (RT4), but consist of a broad range of uses, including residential buildings, commercial businesses, and an elementary school. An athletic park, zoned PK, is located to the east. Several multi-story residential properties are to the south of the subject site, zoned RM6.

Consistency with Area Plan:

The subject site is within the boundary of the Northeast Side Area Plan, which was adopted in 2009 and amended in 2012 and 2018. More specifically, the site is located within the Lower East Side sub-area. The Northeast Side Area Plan aims to enhance this sub-area’s character by allowing for context-sensitive development options and supporting a variety of lifestyle options. The plan encourages attracting new residents to the area and promoting aging within the community. These objectives can be further accomplished by improving the visibility of the senior living facility. The proposed minor modification is consistent with the Northeast Side Area Plan.

Previous City Plan Action:

12/3/2018 – City Plan Commission recommended approval of a Minor Modification to the Detailed Planned Development known as St. Rita Square to allow minor changes to the previously approved building design for a senior living facility and church on the north side of East Pleasant Street between North Cass Street and North Van Buren Street. ([FN 181130](#)).

2/18/2018 – City Plan Commission recommended conditional approval of the change in zoning from Two-Family Residential, RT4, to a Detailed Planned Development, DPD, known as St. Rita Square for a senior living facility and church on the north side of East Pleasant Street between North Cass Street and North Van Buren Street. ([FN 170508](#)).

Previous Common Council Action:

12/18/2018 – Common Council approved a Minor Modification to the Detailed Planned Development known as St. Rita Square to allow minor changes to the

previously approved building design for a senior living facility and church on the north side of East Pleasant Street between North Cass Street and North Van Buren Street. ([FN 181130](#)).

3/27/2018 – Common Council approved the change in zoning from Two-Family Residential, RT4, to a Detailed Planned Development, DPD, known as St. Rita Square for a senior living facility and church on the north side of East Pleasant Street between North Cass Street and North Van Buren Street. ([FN 170508](#)).

Recommendation:

Since the proposed blade sign consists of a high-quality design and will allow additional visibility for the senior living facility, staff recommends approval of the subject file.