



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

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July 15, 2014

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

Dear Committee Members:

File No. 140451 relates to a Minor Modification to the Detailed Planned Development known as Downer Avenue Redevelopment, Phase 1 on land located at 2574 - 2590 North Downer Avenue, on the east side of North Downer Avenue, south of East Bellevue Place, in the 3rd Aldermanic District.

This Minor Modification was requested by DAPL, LLC and would expand the commercial uses that are permitted for the tenant spaces within the mixed-use parking structure with ground floor commercial space, as well as amend the signage standards for the tenant spaces. Currently, the permitted uses for the non-parking area are restricted to General Retail Establishment and Financial Institution. The applicant has signed a lease with a Nail Spa (which is categorized as Personal Service per the zoning code); in an attempt to bring more clientele and foot traffic to Downer Avenue. Additional uses are proposed to be added in addition to the current uses, and are consistent with the spirit and intent of the Detailed Planned Development zoning as well as the Local Business (LB2) zoning district. Where applicable, limited use standards associated with the uses must be met.

Currently, the DPD allows Type A wall signage for commercial tenants. The only projecting signage that is permitted is to direct people to the drive-through ATM. The signage proposed was previously permitted as set forth in the existing DPD. The applicant is proposing to also allow one Type A projecting sign for each of the 2 ground floor vacant tenant spaces on the west façade of the building. One transom window pane above the nail spa will be removed to allow a louver for proper ventilation. This louver will be hidden under the window awning.

Since the proposed minor modification is consistent with the previously approved Detailed Planned Development, the City Plan Commission at its regular meeting on July 14, 2014 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Nik Kovac

