



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

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

Dear Committee Members:

File No. 171628 relates to a Minor Modification to the Detailed Planned Development known as 1st and Greenfield (Freshwater Plaza) - Phase 1 to allow window signage for the mixed-use building located at 1314 South 1st Street, on the east side of South 1st Street, north of East Greenfield Avenue, in the 12th Aldermanic District.

This minor modification was requested by the UPS Store to permit signs to cover approximately 75 percent of the windows of the storefront at 1314 South 1st Street. Additionally, a provision has been added by staff to allow window signage consistent with the general provisions of the zoning code for all other storefronts within the mixed-use building. In November 2014, the Freshwater Plaza development site was rezoned to General Planned Development (GPD) and concurrently, the DPD known as 1st and Greenfield – Phase I was approved for the Cermak grocery store and subject mixed-use building at the corner of 1st and Greenfield.

The GPD and DPD establish design standards for the mixed-use building, including signage and locations of entrances. Window signs are not permitted within the mixed-use building, and the DPD states that the glazing along the street will remain transparent. However, up to 50% of the glazing along the facades facing the parking lot may contain spandrel glass to accommodate back of spaces for the retail. Additionally, the DPD states that the primary entrance doors shall be located on the front (street) façade and may not be secured (locked) doors.

The UPS Store, which occupies one storefront along South 1st Street, is oriented such that the primary entrance faces the parking lot as opposed to 1st Street. Approximately 75% of the windows have been covered by signage by the applicant to shield the back-of-house operations, and the door along South 1st Street is not operable. Per the applicant, the primary reason for the entrance to be on the east (parking lot) side of the building is that the accessible parking and ramp access is on the east side of the building. The UPS Store receives parcels from customer throughout the day which must be in a secure packing area, which is the reason for part of the building being walled off from customers. The space along South 1st Street is used for the secure packing area. This minor modification also adds a provision to the DPD to allow window signage for all other storefronts within the building consistent with the general provisions of the zoning code. All other storefronts within the mixed-use building may have window signage not to exceed 25% of the glazed area of a window, consistent with the general provisions of the zoning code (295-407-2-b-7).

The UPS Store's request to have approximately 75% blocked by signage, and the door facing the street, which was intended to be the main entrance, blocked is in violation of the Detailed Planned Development (DPD) zoning, which does not permit window signage and requires the main entrance to be along the street. This would also not be permitted per the general provisions of the zoning code. These general provisions would be followed if the site was zoned Local Business (LB2) instead of the DPD zoning, and would permit not more than 25% of each window to be covered by signage. A front entrance would be required along the street or within a



minimal distance around the corner from the site. These requirements are built into the zoning code to address both good urban design and public safety. In addition to this situation not being allowed anywhere as-of-right per the zoning code, Crime Prevention Through Environmental Design (CPTED) principles state that there should be the ability to naturally surveil (through glazing) the activity that goes on both within the store and along the street. When the windows are blocked within the pedestrian zone, there is no opportunity for natural surveillance.

Since the proposed request to cover the UPS storefront windows by approximately 75% and remove the access along South 1st Street is not consistent with the previously approved GPD and DPD, and is in conflict with the general provisions of the zoning code and CPTED principles, the City Plan Commission at its regular meeting on March 12, 2018 recommended that the file is amended to only include the provision to allow window signs that do not exceed 25% coverage in each window within the mixed-use building, consistent with the general provisions of the zoning code for all other commercial districts.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Perez