



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

Rocky Marcoux
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May 13, 2020

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

Dear Committee Members:

File No. 191821 relates to a Minor Modification to the Detailed Planned Development known as the Eastsider for the mixed-use building at 2900 North Oakland Avenue to allow additional building identification and tenant signage, located on the northeast corner of North Oakland Avenue and East Locust Street, in the 3rd Aldermanic District.

This minor modification was requested by Locust Prop. Co. LLC and will allow additional building identification signage as well as more flexibility with respect to tenant signage. In 2017, Common Council approved a Detailed Planned Development (DPD) for the subject site (File Number 161714) to allow for construction of a 5-story mixed-use residential apartment building that is now constructed. The applicant/owner is now requesting a minor modification to allow two additional building identification wall-signs, as well as more flexibility in tenant signage options, including the allowance of projecting signs. All other aspects of the DPD remain unchanged.

At the virtual City Plan Commission on May 11, 2020 the applicant's sign contractor spoke about the signage proposal and answered questions from the commissioners on commercial tenant occupancy rates.

Since the minor modification is consistent with the previously approved DPD and will allow additional flexibility for tenant signage as well as increase visibility of the building with the additional identification signs, the City Plan Commission at its regular meeting on May 11, 2020 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Kovac

