



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

CITY PLAN COMMISSION --

Resolution approving the request for a deviation from the performance standards established by the Midtown Center Development Incentive Zone (DIZ) overlay to allow a freestanding monument sign on the site located at 5610 West Capitol Drive, on the north side of West Capitol Drive, west of North 56th Street, in the 2nd Aldermanic District.

- Analysis -

This resolution approves the request for deviation from the Midtown Center DIZ performance standards as they relate to freestanding signs.

Whereas, The City of Milwaukee has established performance standards for the review of new developments and alterations to existing buildings and site work at properties located within the Midtown Center Development Incentive Zone, which is generally bounded by West Congress Street, West Fond du Lac Avenue, North 54th Street, West Capitol Drive, and North 60th Street, and was established by Section 295-91.0044 of the former Milwaukee Code; and

Whereas, The Midtown Center DIZ performance standards prescribe, among other things, building wall and freestanding sign requirements, and limit the number of freestanding signs within Sub Area B, which this site is within, to two; and

Whereas, There are two freestanding signs currently within Sub Area B, and the applicant, First-Citizens Bank, is requesting a deviation to allow a freestanding monument sign on its site located at 5610 West Capitol Drive; and

Whereas, This site was previously occupied by Starbucks from 2003-2019, and a freestanding monument sign was approved by the City Plan Commission as part of the overall site approval in 2003, and subsequently removed from the site when Starbucks vacated the premises in 2019; and

Whereas, First-Citizens Bank is requesting a freestanding monument sign that is consistent with the size, height, and location of the previously approved Starbucks sign; and, therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the proposed deviation meets the criteria set forth in the ordinance that the purpose of the overlay zone has been met, the deviation improves the aesthetics of the site, and is consistent with the comprehensive plan; and, be it

Further Resolved, That the owner, or its assignees, are responsible for maintaining site improvements in accordance with approved plans; and, be it

Further Resolved, That the Department of City Development is authorized to review and approve minor modifications, such as building and site signage of said building deemed necessary to complete the development and which are consistent with the approved design standards and the Milwaukee Code.



CPC 11/09/2020

APPROVED.