



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

Ald. Spiker
13th Ald. District

CITY PLAN COMMISSION ZONING REPORT

Ordinance File No. [220378](#) (deviation request) and [220379](#) (façade alterations)

Location: 3539 South 27th Street (dd's Discounts)

**Applicant/
Owner:** Russell Raposa (applicant) / Point Loomis LLC (owner)

**Current
Zoning:** Local Business (LB1), Loomis Centre Development Incentive Overlay (DIZ)

Proposal: These files refer to the proposed development of a new retail space for dd's Discounts, located at 3539 South 27th Street, on the northwest corner of the Loomis Centre site, on the south side of West Morgan Avenue, west of South 27th Street, in the 13th Aldermanic District. File number 220378 relates to a request for deviation from the performance standards established by the Loomis Centre Development Incentive Zone (DIZ) overlay relating to building signage. File number 220379 relates to the proposed façade alterations associated with this new retail space.

The Loomis Centre DIZ establishes permitted and prohibited uses, as well as design standards for developments within the overlay. The applicant is requesting a deviation from the wall signage standards (outlined below), and approval of the façade alterations to add an entrance for this new tenant space.

The former HOBO tenant space, which is within a multi-tenant commercial building, will be divided to create two new retail spaces, one of which will be occupied by dd's Discounts. The building is set back approximately 700 feet from South 27th Street. To create a new entrance for the retail space, the façade will be built out with split face block, EIFS materials, and new glazing elements. dd's Discounts will occupy 18,000 sq. ft. of interior retail space, and 113 ft of linear frontage. The façade alterations are consistent with the overlay standards:

- The maximum height of the entrance canopy is 35', which is below the overlay maximum height of 50'.
- The entrance massing is consistent with the other tenant spaces within the building. The raised canopy above the entrance establishes a hierarchy between the building elements.

- The front entrance is clearly identifiable and visible from streets, and easily accessible and inviting to pedestrians.
- This new tenant space will replace a currently blank section of the building wall.
- The glazing will be transparent vision glass with anti-graffiti film.
- The amount of EIFS does not exceed 35%, which is the maximum amount the overlay allows. The building materials are consistent with the rest of the building and neighboring tenant spaces.
- Lighting will be used on the front façade to enhance the architecture of the building.
- Rooftop equipment will be screened in materials compatible with the main building structure.
- No changes are proposed to the existing surface parking lot, landscaping, or building placement.

Deviation Request:

The design standards for building wall signs state that a tenant may have wall signs totaling 200 square feet in area, and the signs may not exceed 6 feet in height. Signs must also be Type A, consisting of individual letters.

dd's Discounts is proposing to have 3 Type A signs on the upper portion of the entrance canopy and 2 Type B wall plaque graphics on either side of the entrance. Consistent with the other retailers in the building, there will be two under canopy hanging signs directing customers to the entrance. Dd's Discounts is requesting a deviation from the signage standards for the following items:

- Allow for approximately 303 sq. ft. of total wall signage area (exceed maximum area).
- Allow one sign to be 7' in height (exceed maximum height of sign).
- Allow 2 Type B wall signs (wall plaque graphics, which will be static, non-changeable message signs)

The applicant has requested this deviation for larger signage given their retail space is set back approximately 700 feet from South 27th Street. The wall plaque graphics, considered Type B signs, will provide additional visual interest and improve the aesthetics of the site, which is currently a blank wall. The addition of this tenant space is consistent with the purpose of the overlay zone and the comprehensive plan.

Staff feels the 4 deviation criteria relating to meeting the purpose of the overlay, improving the aesthetics of the site, addressing one or more unique site factors that make the application of the standard impractical, and consistency with the comprehensive plan have been met.

Adjacent Land Use:

The other properties within the shopping center are also zoned as Local Business (LB1). Properties to the east and south include Local Business (LB1) and Multi-

Family Residential (RM2) zoning districts. Lots to the west are zoned as Single-Family Residential (RS6). There is a school located to the north of the site, zoned as Two-Family Residential (RT2). The General Planned Development known as Southgate Marketplace is also located to the north of the site.

**Consistency with
Area Plan:**

This property is located in the Southwest Side Area Plan boundaries. The Southwest Side plan was adopted in 2009 and amended in 2017 with the South 27th Street Strategic Action Plan. The Southwest Side Plan makes specific recommendations for commercial development and South 27th Street. Specifically, the Plan recommends unified signage, upgrading façades with architectural details, and visibility from streets. Therefore, the Southwest Side Plan's recommendations are consistent with the Loomis Centre DIZ, and the proposed façade alterations and deviation are not in conflict with the Southwest Side Plan.

**Previous City
Plan Action:**

4/2000 – Ordinance to establish a Development Incentive Zone (DIZ) for land located on the North Side of West Loomis Road and West of South 27th Street, in the 11th Aldermanic District. (FN 991964)

10/19/2015 – The City Plan Commission approved the request for deviation from the performance standards established by the Loomis Centre Development Incentive Zone (DIZ) for building signage that exceeds the allowable amount for the new, 25,000 square foot Ross Dress for Less retail establishment located on the northwest corner of the Loomis Centre site, on the south side of West Morgan Avenue, west of South 27th Street, in the 13th Aldermanic District. (FN 150811)

4/13/2015 – The City Plan Commission approved a site plan and building elevations for the construction of a 25,000 square foot retail building addition that will be located on the northwest corner of the Loomis Centre site, on the south side of West Morgan Avenue, west of South 27th Street, in the 13th Aldermanic District, relative to a Development Incentive Zone known as Loomis Centre, established by Section 295-91.0041 of the former Milwaukee Code. (FN 141865)

**Previous Common
Council Action:**

5/19/2000 – The Common Council approved an ordinance to establish a Development Incentive Zone (DIZ) for land located on the North Side of West Loomis Road and West of South 27th Street, in the 11th Aldermanic District. (FN 991964)

Recommendation:

Since the proposed façade alterations will facilitate the addition of a new tenant space within the multi-tenant building and the criteria for the signage deviation have been met, staff recommends that the City Plan Commission approves File Nos. 220378 and 220379.