



**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**  
**13<sup>th</sup> Ald. District**

**CITY PLAN COMMISSION**  
**ZONING REPORT**

**File No.** 230709

**Location:** 3547 South 27<sup>th</sup> Street (Hibbett Sports)

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

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

**Proposal:** This file refers to proposed facade alterations for an existing multi-tenant building to accommodate a new 5,000 sf retail space for Hibbett Sports located at 3547 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, relative to a Development Incentive Zone known as Loomis Centre, established by Section 295-91.0041 of the former Milwaukee Code.

Hibbett Sports is a national athleisure wear retailer that plans to move into the remaining portion of the former HOB0 space, which was previously divided into two separate units for Michael's and dd's Discounts. A new entrance is being proposed to accommodate the new tenant. The façade alterations are consistent with the overlay standards:

- The façade height at the entrance is 25' – 4", which is below the overlay maximum height of 50'.
- The massing of the new storefront entrance is consistent with the adjacent retail tenants in the building, and the raised entrance element and metal canopy establish a hierarchy between the building elements.
- The front entrance is clearly identifiable and visible from streets, and easily accessible and inviting to pedestrians.
- Proposed materials include painted split-faced masonry units, painted hardie panels with reveals, aluminum frames and clear vision glass.

- Existing site lighting will be utilized, and there will also be down lighting incorporated under the main entry elements to light the sidewalk during evening and nighttime hours.
- 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.
- The building wall signs and sign panel on the multi-tenant monument sign will be consistent with the DIZ standards (as shown on the elevation) with respect to maximum height, square footage, and type. For building wall signs, Type A signage may be up to 5 feet in height and up to 200 sf in area.

**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 27<sup>th</sup> Street Strategic Action Plan. The Southwest Side Plan makes specific recommendations for commercial development and South 27<sup>th</sup> 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 alterations 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)

**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 are consistent with the overlay standards and adjacent tenant spaces within the building, staff recommends that the City Plan Commission approves the subject file.