

File No. 220770. A substitute ordinance relating to the 4th Amendment to the Detailed Planned Development known as Southgate Marketplace to allow for changes to an existing multi-tenant commercial building located at 3333 South 27th Street, on the west side of South 27th Street, north of West Morgan Avenue, in the 11th Aldermanic District.



File No. 220770. Site context.



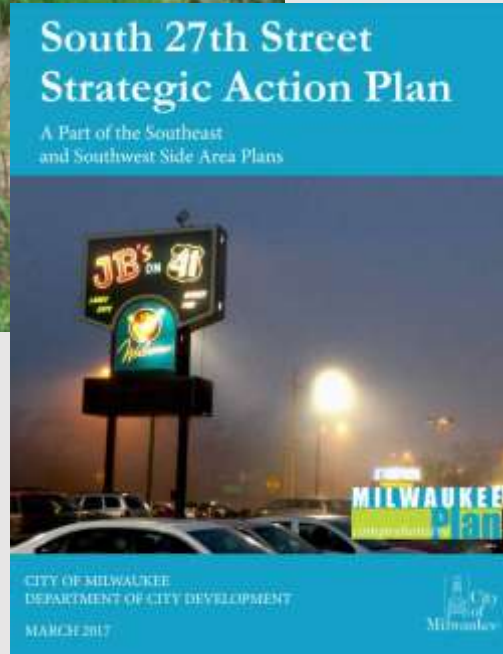
View from Lakefield Drive looking northeast



View from West Morgan Ave looking north



View from S 27th St looking west



Southwest Side Area Plan & South 27th Street Strategic Action Plan

- The S. 27th Street Strategic Action plan recommends strategies to attract new development to underused parking lots in the corridor
- The Plan recommends quality signage to add interest and activation to the building environment.
- The proposed development fulfills these recommendations and is therefore consistent with the relevant comprehensive plans.

EXISTING EAST ELEVATION AT PROPOSED ENTRY



EXISTING NORTH EAST ELEVATION AT PROPOSED ENTRY



EXISTING NORTH ELEVATION



EXISTING NORTH ELEVATION LOOKING WEST



EXISTING SOUTH ELEVATION AT ADDITION LOCATION

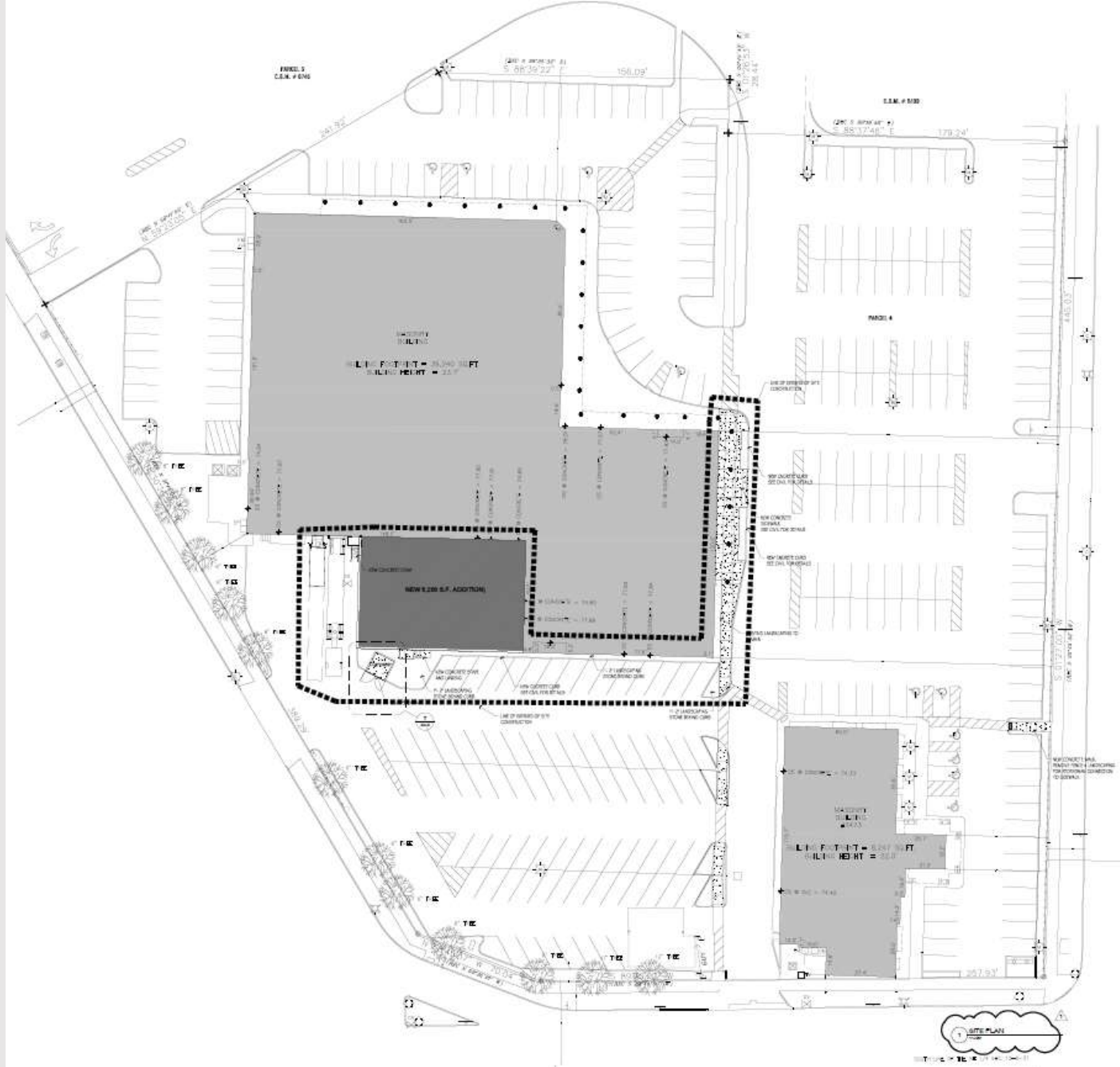


EXISTING SOUTH ELEVATION LOOKING NORTH FROM SOUTH EAST



EXISTING WEST ELEVATION LOOKING EAST





SITE PLAN

NOTES: 1. SEE ALL NOTES ON SHEETS 1-4

LEGEND

East Elevation	S1
East Elevation (Logo)	S2
South Elevation	S3
North Elevation	S4
Pylon	P1
Monument	M1



Site Plan - Overview

Project No.	7132
Project	Signage Package
Location	3333 S 27th St Milwaukee, WI 53215
Orig. Draft	12.07.2021
Project Mgr.	Doug Franklin
Designer	Liz Morgan
Rev. Art	Liz Morgan
Rev. Date	01.24.2022
Page Rev.	001
Rev. Details	Add S4 sign

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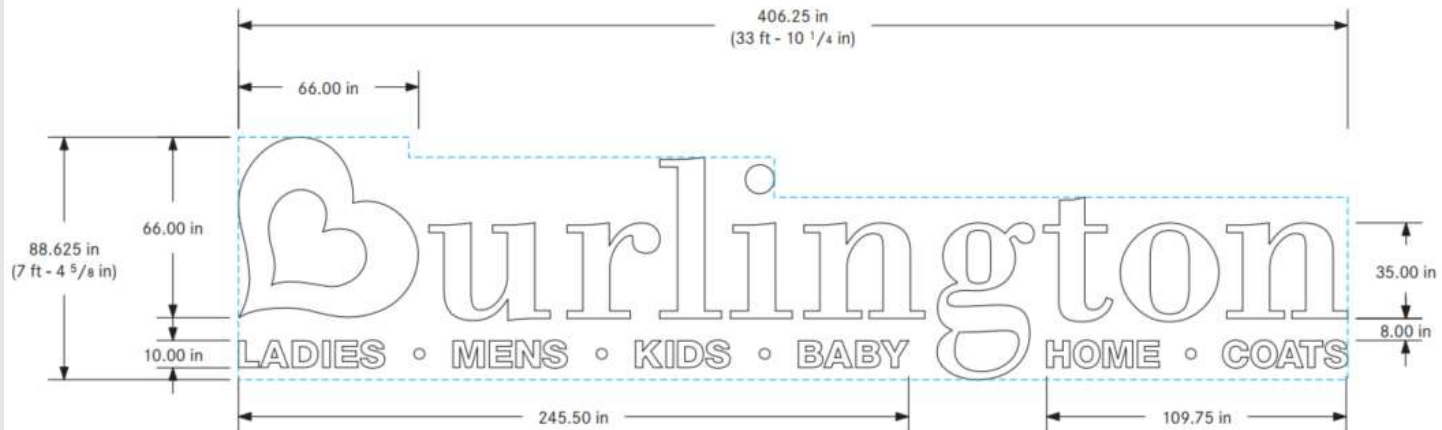
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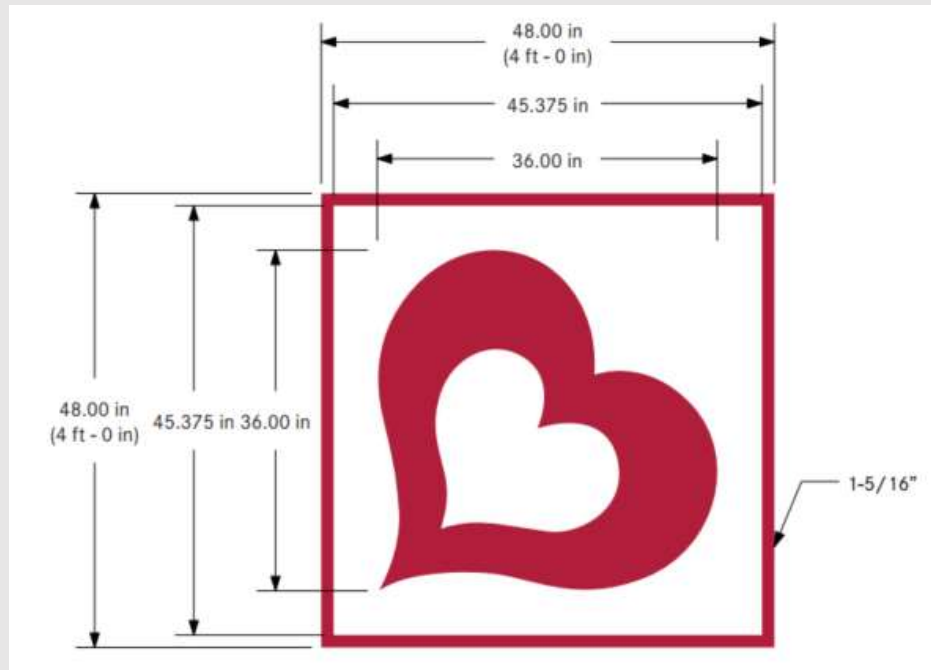
Burlington

LADIES • MENS • KIDS • BABY HOME • COATS



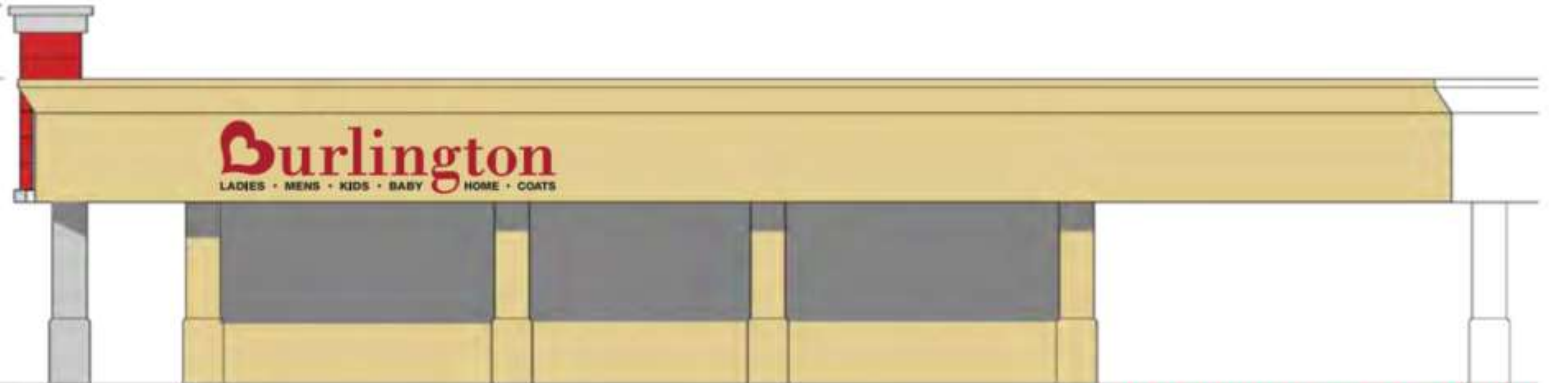


RENDER IS AND ESTIMATION - **FIELD VERIFICATION REQUIRED**
SIGN TO BE CENTERED WITHIN AREA



T.O. PARAPET
ELEV. 21'-7"

T.O. PARAPET
ELEV. 17'-6"



RENDER IS AND ESTIMATION - **FIELD VERIFICATION REQUIRED**



LETTERSET SIZED TO FIT WITHIN SIGN AREA



▲ EXISTING



▲ PROPOSED



RETAINER: 1.5"

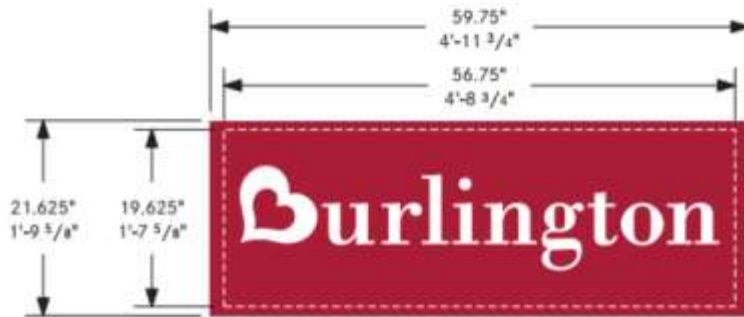


▲ EXISTING



▲ PROPOSED

EAST FACE:



WEST FACE:

