



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. Burgelis
11th Ald. District

CITY PLAN COMMISSION ZONING REPORT

File No: [240937](#)

Location: 3300 South 30th Street, on the west side of South 27th Street, south of West Euclid Avenue

**Applicant/
Owner:** Kanaan LLC

**Current
Zoning:** Detailed Planned Development known as Southgate Marketplace, Phase 2

**Proposed
Zoning:** 1st Amendment to the Detailed Planned Development

Proposal: This site is a part of the General Planned Development (GPD) known as Southgate Marketplace, which was established in 1999 and serves as a master zoning plan for the entire shopping center, inclusive of the subject site and land to the east and south of it. The subject site is also part of the Detailed Planned Development (DPD) known as Southgate Marketplace, Phase 2, which contains a building that was formerly occupied by Marcus Cinemas. A DPD known as Southgate Marketplace, Phase 1 entails the balance of the land within the PD boundary. The GPD and DPDs reference the allowable uses within the Local Business (LB1) zoning district as those allowed within the PD boundary.

Kanaan LLC recently purchased the subject site and is requesting to amend the Southgate Marketplace Phase 2 DPD to allow an assembly hall use within the existing building, as well as exterior building and site changes. In the LB1 zoning district, an assembly hall becomes a Special Use if it is not accessory to a restaurant or a tavern. Therefore, this amendment is necessary to allow a principal use assembly hall. The former cinema building is proposed to be reused as a banquet (assembly) hall with a 1,068 patron occupant load and approximately 12-30 employees. The banquet hall is anticipated to operate 7 days a week from 8 am to midnight as needed by individual clients.

Interior building changes:

Several changes will be made to the interior of the building, including the addition of a warming kitchen to aid the catering staff in serving the banquet hall. The floors of all but one theater will be leveled to accommodate the banquet hall space, and one of the existing theaters will remain as a theater for special events. Existing restrooms will be modified and updated to meet code requirements. The existing concessions will be opened up and utilized as a reception area with a bar.

Exterior building changes:

The main entrance area on the east side of the building will be remodeled, and materials including a thin-set stone veneer and EIFS cornice will be used in the areas being altered. Some windows will be blocked in with materials matching the adjacent walls, including CMU. Some exterior service doors will be removed, as they are no longer needed. A covered porte-cochere drop off area will be provided along the entrance for loading.

Site changes:

The site is 5.7 acres in size (nearly all of which is comprised of impervious pavement and the existing building), and approximately 3 acres will be used to accommodate the banquet hall. The parking area within the project boundary will be repaved and landscaped as described below for use by the banquet hall employees and patrons. The remaining site will remain as is, with the intent of having future developments.

Circulation, Parking, and Loading:

Vehicular access and parking:

The access points to the site remain unchanged via Ohio Street to access S. 30th Street on the west and S. 27th Street on the east. There is a common shared access agreement for W. Lakefield Dr. to the south. 184 parking stalls will be provided for employees and patrons, including 8 accessible stalls. This exceeds the required amount of 31 parking stalls that would typically be required by the zoning code based on the floor area. Additional parking stalls will be available via an existing shared access/parking agreement with surrounding parcels within the shopping center. Patron drop-off and pick-up queuing space is available directly north of the new porte-cochere addition, on the northeast side of the building. Employee and catering parking will be available along the south side of the building. Deliveries will take place on the south side of the building via a ramp.

Pedestrian access:

The main entrance remains on the east side of the building. There will be several striped concrete pedestrian paths through the parking lot and to the main entrance.

Bicycle parking:

10 short-term bicycle parking stalls and 5 long-term indoor parking stalls will be provided. Bicycle parking, including rack type, will follow the provisions of the zoning code.

Landscaping and

Screening: New landscaping will be added within the parking area with the intent of creating separation between the proposed development and future uses of this site while maintaining connectivity. New landscaping conforms to the current zoning code requirements for interior parking lot landscaping. The existing dumpster enclosure on the north side of the building will be re-built in the same location with a new 6' high wood privacy fence.

Signage: No freestanding signage is proposed. Future building wall signs will be Type A and proportional to the building façade. Signage has not yet been determined, and will be reviewed by DCD staff prior to the issuance of permits. Any temporary signs will follow the general provisions of the zoning code. Directional signs may be added as deemed necessary to allow proper circulation and wayfinding.

Lighting: The exterior of the building will have wall mounted, full cut-off LED light fixtures. Lighting surrounding the remodeled portion of the parking lot will be updated. New exterior lighting will be pole mounted, full cut-off LED light fixtures. Staff has requested that the applicant clarify the maximum height of the new light poles.

Community Outreach: A community meeting was hosted by Alderman Burgelis on November 16th 2024. The applicant and architect were present, along with approximately 12 residents and the director of the S. 27th Street Business Improvement District. The applicant reported that there weren't any major objections to the proposal by the attendees. There were questions regarding lighting and security cameras, as well as circulation to the site.

Adjacent Land Use: Single family homes and a church are to the north of the site. Commercial uses within the Southgate Marketplace PD are to the east and south, including the Southgate Walmart, and Wilson Creek is to the west.

Consistency with Area Plan: The site is located within the Southwest Side Area Plan. The Southwest Side Area Plan was adopted in 2009 and amended in 2017 with the South 27th Street Strategic Action Plan. The Strategic Plan highlights the importance of improving landscaping and pedestrian connections in parking lots to improve the visual appeal of the area and specifically recommends shared parking where possible. Additionally, the Southwest Side Area Plan calls for retrofitting vacant buildings and encouraging a variety of uses on commercial corridors. The proposed amendment to the DPD is consistent with the Southwest Side Area Plan.

Previous City Plan Action: 12/18/1999 – City Plan Commission recommended approval of a Minor Modification to Phase 2 of the Southgate Marketplace DPD to allow exterior changes to the cinema building (FN [991531](#)).

06/14/1999 - City Plan Commission recommended approval of Phase 2 of a Detailed Planned Development (DPD) known as Southgate Marketplace (FN [990520](#)).

05/22/1999 - City Plan Commission recommended approval of a change in zoning from Local Business to General Planned Development (GPD) known as Southgate Marketplace (FN [981538](#)).

Prior to being part of the Southgate Marketplace Planned Development, the subject site was zoned as a separate DPD for the cinema use (File Nos. 91199 and 930275).

**Previous Common
Council Action:**

02/08/2000 – Common Council approved a Minor Modification to Phase 2 of the Southgate Marketplace DPD to allow exterior changes to the cinema building (FN [991531](#)).

11/09/1999 – Common Council approved Phase 2 of a Detailed Planned Development (DPD) known as Southgate Marketplace (FN [990520](#)).

06/22/1999 – Common Council approved a change in zoning from Local Business to General Planned Development (GPD) known as Southgate Marketplace (FN [981538](#)).

Prior to being part of the Southgate Marketplace Planned Development, the subject site was zoned as a separate DPD for the cinema use (File Nos. 91199 and 930275).

Recommendation:

Since this proposed amendment to the DPD zoning will allow the reuse of the former cinema building and substantial landscaping will be added to the reconstructed parking lot, and the proposal is consistent with the Southwest Side Plan recommendations, staff recommends approval of the subject file conditioned on the applicant submitting updated exhibits that incorporate minor changes and clarifications as requested by DPW and DCD. These items include:

1. Confirming that the pedestrian connection to the S. 29th Street right-of-way will be constructed concurrent with the banquet hall.
2. Clarifying details of dumpster enclosure to ensure that the dumpsters can be accessed properly.
3. Consider DPW's recommendation to rebuild the pedestrian ramp on the south end of the east side of the building to meet the current code requirements.
4. Updating the landscape plan to show the new ramp for deliveries proposed to be located near the southwest corner of the building, as shown on the architectural and civil plans, and reflect the concrete material for the pedestrian walks.