



Architecture and Civil Engineering Services

Greenfield WI 53221
414. 676 0670

12/08/2025

Project Address: 1010 W Layton Ave, Milwaukee, WI 53221

Applicable Overlay: 938 W Layton Ave – Bouraxis Layton DIZ

Scope of Work: Façade enhancement with increased glazing at the primary entrance

Project Overview

1010 W. Layton Av. is a multi-tenant building located within the Bouraxis-Layton (aka 938 W.Layton) Development Incentive Zone Overlay, which was established in 2005. The base zoning is Local Business, LB1, and where the overlay is silent, the base zoning standards continue to apply. The DIZ overlay entails a permitted and prohibited use list along with design standards that apply to site work, new construction, and building alterations and additions. In 2005, the City Plan Commission approved building plans for Phase 1 and Phase 2 buildings. The Phase 1 building has been constructed on the west portion of the site and is the subject of this file. The Phase 2 building has not yet been constructed on the east portion of the site, which remains vacant.

A coffee shop will occupy 2932 square feet within the building. This is an allowable use per the DIZ overlay. No site changes are proposed as part of this new occupancy. Some exterior alterations to the south (Layton Av.) façade are proposed, and are subject to the DIZ overlay design standards.

The proposed project includes exterior façade improvements at the primary storefront entrance along Layton Avenue. The existing façade is being updated to incorporate additional glazing and modernized storefront elements. These improvements are intended to increase transparency, enhance visual appeal, strengthen street engagement, and better align the building with the vision and objectives of the Bouraxis Layton DIZ.



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Compliance With the DIZ Overlay Design Standards

Below is a summary of the DIZ overlay principles as well as the specific design standards that apply to the proposed façade modifications:

1. Enhancement of Street Presence and Visibility

The proposal increases the amount of glass at the main entrance, creating a more open and inviting façade along Layton Avenue. This improves visibility into the tenant space, supports pedestrian-oriented design goals, and contributes to an active and visually engaging streetscape.

Specific to the DIZ overlay standards:

- Front facades shall be oriented to Layton Av. As explained above, this standard has been met.
- Buildings must have a storefront window system with vision glass at the first level. Minimum glazing along the primary frontage (per tenant space) is 50% based on the lineal frontage of the first floor. Currently, 20.4% of the frontage is comprised of glazing. With the proposed improvements, that will increase to 37.5%. All glass will be clear vision glass and the floor plan is set up to have customer seating along the windows.

2. Architectural Quality and Modernization

The new glazing system introduces a clean, contemporary architectural expression consistent with the high-quality materials and detailing encouraged by the DIZ. The updated storefront promotes consistency and aesthetic improvement within the corridor, supporting long-term revitalization objectives.

Specific to the DIZ overlay standards:

- This modification to the façade provides variety in the building design, which is encouraged by the DIZ overlay.
- The enhancement of the main entrance of the tenant space with the additional glazing and double-door entry, along with a single, cohesive awning enhances the visibility of the entrance from the street and is easily accessible and inviting to pedestrians.
- As required by the DIZ, the glazing is transparent, vision glass.



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3. Pedestrian-Oriented Design

Greater façade transparency promotes safety and walkability by enabling natural surveillance and reinforcing the pedestrian experience. The clear and open entry aligns with the design principles emphasizing accessible, human-scaled building frontages.

4. Visual Connectivity to the Public Realm

The increased glazing establishes a stronger visual connection between the interior and exterior, supporting activation of the Layton Avenue frontage. The interior floor plan places customer seating along the windows, which will further activate both the public realm and the tenant space. This complies with the DIZ intent to create welcoming, connected, and engaging building edges along public streets.

5. Compatibility with Surrounding Development

The improvements are designed to complement surrounding commercial properties while upgrading the overall appearance of the building. The work does not alter the building massing or footprint but enhances its compatibility within the Layton Avenue commercial corridor through improved façade quality.

Conclusion

The proposed façade renovation at 1010 W Layton Ave fully supports the objectives of the Bouraxis Layton Development Incentive Zone. By increasing glazing, modernizing the storefront, and strengthening the pedestrian interface, the project advances the DIZ goals of creating high-quality, visually appealing, and pedestrian-friendly development along Layton Avenue and is compliant with the applicable DIZ overlay standards. The improvements represent a positive reinvestment in the corridor and will contribute to the continued activation and enhancement of the surrounding area.

Thank you for your consideration.

Yours sincerely,
Mahmoud Jassar, PE
(414).676.0670
Mahmoud.Jassar@Gmail.com



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