



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

## **NOTICE OF PUBLIC HEARING**

**CITY OF MILWAUKEE - City Plan Commission  
809 North Broadway  
Milwaukee, Wisconsin**

**May 4, 2022**

***PLEASE NOTE: A zoning change is being considered for the property within the boundary shown on the map on the reverse side of this notice. If your property is not within the zoning boundary, then you are receiving this notice because your property address is within 200 feet.***

### **DEAR PERSON OF INTEREST:**

The City Plan Commission (CPC) will hold a public hearing regarding a proposal for two quick service restaurants with drive-through facilities at 350 West Layton Avenue, within the Layton Plaza Development Incentive Zone (DIZ) overlay, in the 13<sup>th</sup> Aldermanic District. The Layton Plaza DIZ overlay was created in 2004 for the properties shown on the back of this notice, and establishes permitted and prohibited uses, as well as design standards for developments within the overlay. The quick service restaurant with drive-through use is permitted within the overlay, but is subject to a public hearing and approval by the CPC. Additionally, while the buildings and site designs largely meet the overlay design standards, the applicant (300 West, LLC) is requesting a deviation from three of the design standards, which are noted below.

As part of the development, the subject site will be divided into two lots. A Taco John's is planned for the west lot and Popeye's will be on the east. The overlay establishes rules with respect to building wall and freestanding signs. Off-premise signs are prohibited by the overlay, and the applicant is requesting a monument (off-premise) sign on the southwest corner of the site to guide people to the Courtyard by Marriott hotel located north of this site. The overlay requires secondary building wall signs under 3' in height, and one sign exceeding this height is proposed for the Popeye's restaurant. Finally, the overlay requires a minimum 75' setback from South 5<sup>th</sup> Street. A setback of approximately 17 – 22' is proposed for the Taco John's building. **Please refer to the reverse side of this notice for map details.**

Date: Monday, May 16, 2022  
Time: 1:30 p.m. (Public Hearing scheduled for 2:10 p.m.)  
Location: 1<sup>st</sup> Floor Boardroom, 809 North Broadway (wearing a mask is encouraged at all times within the hearing room)  
Virtual meeting access information: See City Plan Commission website at:  
<https://city.milwaukee.gov/CPC>.

The US Centers for Disease Control (CDC) has recommended limiting large indoor gatherings and hosting events virtually when possible to limit the spread of COVID-19. This meeting will be hosted both in-person and online to best protect the public health of the community, including meeting participants.

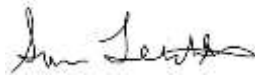


This is a public hearing. Those wishing to provide testimony relating to this matter are encouraged to do so by emailing Planning staff at [PlanAdmin@milwaukee.gov](mailto:PlanAdmin@milwaukee.gov) at least one business day prior to the start of the meeting. Those wishing to provide testimony during the meeting will be asked to do so by attending the meeting in person or participating virtually. Those attending in person are encouraged to wear a mask and socially distance within the meeting room. If you prefer to participate virtually, registration information to join the virtual meeting is available on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. When registering, please indicate whether you may wish to speak during your item of interest so that staff can unmute you during the public testimony portion of the hearing.

Additionally, if possible, this meeting will be streamed live on the City Channel's website (Livestream 1 or 2): <https://city.milwaukee.gov/cityclerk/CityChannel>.

Additional documents for this project are available by clicking on the agenda posted on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. After opening the agenda, click on the link for this item and you will see the available documents listed as "Attachments." For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on the restaurants at Layton Plaza. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email [PlanAdmin@milwaukee.gov](mailto:PlanAdmin@milwaukee.gov).

Sincerely,



for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission

