



May 2, 2025

Project Deviation Narrative

Project: 7 Brew Milwaukee
3702 S 27th Street
Milwaukee, WI 53221
File No. 250041

MilBrew Holdings is requesting to Deviate from Performance or Design Standards Within an Overlay Zone for the redevelopment of parcel 19680030 located at 3702 S 27th Street in the City of Milwaukee for a 7 Brew drive-thru coffee shop with associated parking. The property is currently zoned LB1 – Commercial Local Business with a Development Incentive Zone (DIZ) overlay – 27th/Howard. An application to the City Plan Commission has been submitted for overall approval of the project as it relates to the DIZ use and design standards (File No. 250040) and a submittal to the Board of Zoning Appeals for a variance to exceed the maximum allowed parking spaces has been made on April 24, 2025.

The project is deviating from the DIZ overlay standard for building height. The DIZ overlay standard allows a minimum building height of 22' and a maximum height of 90'. The proposed building height is 19'-3 7/16". The building height is a 7 Brew brand standard; these buildings are prefabricated and constructed in a facility according to State approved plans and they are then shipped to the site. Due to the unique shipping and construction constraints, the building is required to be built at this height, therefore, the DIZ overlay standard cannot be met.

The deviation mentioned above meets the following deviation criteria from City Zoning Chapter 295-301:

1. *The purpose of the overlay is met.*
 - a. The overall purpose of the overlay is being met. This development will provide a pedestrian-friendly environment with enhanced pedestrian connections. Enhanced landscape screening along S 27th St will be provided to beautify the area. Other site improvements such as site lighting, picnic tables, and a bike rack are provided to improve conditions for non-vehicular customers. The front of the building will be facing S 27th Street, to meet the intent of the overlay for building placement, and the overall building design (less the building height) will meet the DIZ design standards.
2. *The deviation improves the aesthetics of the site.*
 - a. The property will be transformed into commercial development that is aesthetically pleasing with high-quality exterior materials. In lieu of meeting the minimum building height, the coffee shop and cooler building will be made of full modular brick to further enhance the site. The proposed project will include enhanced landscaping along the S 27th St. We are meeting the minimum requirements for trees and shrubs along S 27th St, but we are providing an additional 49 perennials/ornamental grasses. The DIZ requires the landscape

screening along a street edge to be a minimum of 5', plus an extra 2' in width if the maximum parking allowed is exceeded. Onsite parking is being exceeded; therefore, the minimum required landscape width is 7'. This development will exceed this requirement by providing a minimum landscaping width of 10.96' along the street edge. With the additional landscape screening width and plants provided, this will improve the aesthetic along the street edge.

3. *If applicable, the deviation addresses one or more unique site factors that make the application of the standard impractical.*
 - a. As mentioned previously, the building is prefabricated and constructed in a facility according to State approved plans and then shipped to the site. The building is required to be built at this height due to the shipping and construction constraints and therefore the building height requirement cannot be met, making the application of the standard impractical.
4. *The deviation is consistent with the comprehensive plan.*
 - a. The deviation will remain consistent with the comprehensive plan. From the S 27th St Design Charrette, the focus is to transform a suburban, auto-oriented corridor into a series of walkable destinations to serve both the neighborhood and the region. While the business model is centered around a drive-thru coffee and beverage shop, there is a walk-up door provided for pedestrians. Additionally, there is an 8' wide concrete walk through the drive-thru lanes, to help motorists distinguish between the crosswalk and drive-thru lanes. Underneath the canopy structure of the building there are (2) benches and a bike rack being provided to improve conditions for pedestrians and cyclists, and make the site and corridor more welcoming for these types of users.

Overall, the property and S 27th Street will be transformed into a commercial development that is aesthetically pleasing with high-quality exterior materials on the building along with improved landscaping designed to ensure species resiliency and complimentary style. Additional perennials/ornamental grasses and an increased landscape buffer along S 27th St is being provided to offset the building height requirements.