



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

11th Ald. District
Ald. Borkowski

CITY PLAN COMMISSION
ZONING REPORT

Ordinance File No. [220770](#)

Location: 3333 South 27th Street

Applicant/
Owner: Midland Management LLC (owner) / Raposa Design Architecture (applicant)

Current
Zoning: Detailed Planned Development (DPD) known Southgate Marketplace

Proposed
Zoning: 4th Amendment to the DPD known as Southgate Marketplace

Proposal: This file relates 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.

The applicant is requesting changes to the existing multi-tenant commercial building to allow for the addition of a new retail tenant. The specific changes include the following:

- A 5,280 sq. ft. building addition at the southwest corner of the existing building.
- The parapet above the new tenant entrance will be raised 4 feet to a height of 21'-7".
- Storefront windows on the north elevation will be filled and clerestory windows will be added in this location.
- A building wall sign for the new tenant will be added with additional Type A wall signs on the south elevation.

Building Design: The east façade will feature a new entry element, with a raised parapet and a new cornice detail on the existing EIFS canopy. The walls on either side of the entry will have a stone appearance porcelain tile that differentiates the storefront from adjacent tenants.

On the north elevation, storefront glazing will be removed and replaced with clerestory windows to accommodate the interior layout. Cement board panels will infill the window spaces and add articulation to the façade.

Circulation, Parking, and Loading:

The building addition removes approximately 24 spaces and 16 new spaces will be added along the south side of the new addition, resulting in a net loss of 8 spaces.

Bike racks will be provided to the north of the new entrance, adding 8 new bike parking spaces.

Existing Loading Docks will be removed from the West and South of the building. The Furthest west dock will remain for CITI TRENDS. A new dock will be located on the South Façade just to the west of the new addition for Burlington. Loose dumpsters will be removed. A new brick dumpster enclosure will be added to the southwest corner of the new addition.

At the time that this report was drafted, the architect working with the Dept. of Public Works on providing more direct pedestrian connections from the new tenant space to the adjacent streets.

Signage:

A larger, Type A building wall sign will be added to the new tenant's entrance. This new sign will be up to approximately 227 sq. ft. Additional Type A building wall signs will be allowed on the south façade in compliance with LB2 standards, totaling approximately 94 sq. ft. Temporary banner signs, 32 sq. ft. in area, are proposed for the duration of construction.

Adjacent Land Use:

This site is located in the Southgate Marketplace GPD, which includes the subject retail building, Walmart, three small commercial buildings, and a theatre. Properties to the east along S 27th Street include commercial and retail, and are zoned as Local Business (LB2). A similar shopping center, Loomis Center, is located to the south which is zoned Local Business (LB1). Properties to the west are zoned as Two-Family Residential (RT2).

Consistency with Area Plan:

The proposed amendment to Southgate Marketplace Detailed Planned Development is consistent with the goals and recommendations of the Southwest Side Area Plan (adopted in 2009) and the South 27th Street Strategic Action Plan (adopted in 2017). The South 27th Street Strategic Plan was completed in coordination with Business Improvement District #41, including recommending strategies to attract new development to underused parking lots in the corridor. Additionally, 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.

Previous City

Plan Action:

6/1999 – This file established the General Planned Development (GPD), rezoning from Local Business (L/D/40) to GPD. (FN 981538)

7/23/2001 – The City Plan Commission recommended approval of this file, which permits a minor modification to the Southgate Marketplace DPD to allow exterior changes to the retail building C, which is the subject of this file. (FN 010410)

Previous Common Council Action:

7/2/1999 – The Common Council approved the rezoning from Local Business (L/D/40) to GPD. (FN 981538)

8/2/2001 – The Common Council approved the minor modification to the Southgate Marketplace DPD to allow exterior changes to the retail building C. (FN 010410)

Staff

Recommendation:

Since the proposed building addition and façade changes will support the creation of a new tenant space within the building and the proposed signage will be Type A high quality signs, staff suggests that the City Plan Commission recommends approval of the subject file.