



**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. Spiker**  
**13<sup>th</sup> Ald. District**

**CITY PLAN COMMISSION**  
**ZONING REPORT**

**Ordinance File No.**      [220380](#)

**Location:**                      3545 South 27<sup>th</sup> Street (Michael's)

**Applicant/**  
**Owner:**                              Russell Raposa (applicant) / Point Loomis LLC (owner)

**Current**  
**Zoning:**                              Local Business (LB1), Loomis Centre Development Incentive Zone (DIZ)

**Proposal:**                              This file refers to proposed facade alterations for an existing multi-tenant building to accommodate a new retail space for Michael's located at 3545 South 27th Street, on the northwest corner of the Loomis Centre site, on the south side of West Morgan Avenue, west of South 27th Street, in the 13th Aldermanic District, relative to a Development Incentive Zone known as Loomis Centre, established by Section 295-91.0041 of the former Milwaukee Code.

Michael's previously occupied the southernmost retail space within the multi-tenant building, and has now moved to a portion of the former HOB0 space, which was divided into two separate units. The front entrance of the former HOB0 will be altered and modernized to accommodate the new tenant. The façade alterations are consistent with the overlay standards:

- The façade height at the entrance will be raised to 37', which is below the overlay maximum height of 50'.
- The massing of the building is consistent with the adjacent retail tenants in the building, and the raised entrance canopy establishes a hierarchy between the building elements.
- The front entrance is clearly identifiable and visible from streets, and easily accessible and inviting to pedestrians.
- Proposed materials include painted split-faced masonry units, EIFS, and glazing with aluminum frames, consistent with the existing tenant spaces. The EIFS on the new portion of the building is at 34.1% for the entire building, which is less than the maximum standard of 35%.

- The glazing will be transparent vision glass with anti-graffiti film.
- Lighting will be used on the front façade to enhance the architecture of the building.
- Rooftop equipment will be screened in materials compatible with the main building structure.
- No changes are proposed to the existing surface parking lot, landscaping, or building placement.
- The building wall signs will be consistent with the DIZ standards with respect to maximum height, square footage, and type.

**Adjacent Land Use:**

The other properties within the shopping center are also zoned as Local Business (LB1). Properties to the east and south include Local Business (LB1) and Multi-Family Residential (RM2) zoning districts. Lots to the west are zoned as Single-Family Residential (RS6). There is a school located to the north of the site, zoned as Two-Family Residential (RT2). The General Planned Development known as Southgate Marketplace is also located to the north of the site.

**Consistency with Area Plan:**

This property is located in the Southwest Side Area Plan boundaries. The Southwest Side plan was adopted in 2009 and amended in 2017 with the South 27<sup>th</sup> Street Strategic Action Plan. The Southwest Side Plan makes specific recommendations for commercial development and South 27<sup>th</sup> Street. Specifically, the Plan recommends unified signage, upgrading façades with architectural details, and visibility from streets. Therefore, the Southwest Side Plan’s recommendations are consistent with the Loomis Centre DIZ, and the proposed alterations are not in conflict with the Southwest Side Plan.

**Previous City Plan Action:**

10/19/2015 – The City Plan Commission approved the request for deviation from the performance standards established by the Loomis Centre Development Incentive Zone (DIZ) for building signage that exceeds the allowable amount for the new, 25,000 square foot Ross Dress for Less retail establishment located on the northwest corner of the Loomis Centre site, on the south side of West Morgan Avenue, west of South 27th Street, in the 13th Aldermanic District. (FN 150811)

4/13/2015 – The City Plan Commission approved a site plan and building elevations for the construction of a 25,000 square foot retail building addition that will be located on the northwest corner of the Loomis Centre site, on the south side of West Morgan Avenue, west of South 27th Street, in the 13th Aldermanic District, relative to a Development Incentive Zone known as Loomis Centre, established by Section 295-91.0041 of the former Milwaukee Code. *Allowed for the building addition which currently hosts Ross Dress for Less.* (FN 141865)

4/2000 – Ordinance to establish a Development Incentive Zone (DIZ) for land located on the North Side of West Loomis Road and West of South 27th Street, in the 11th Aldermanic District. (FN 991964)

**Previous Common**

**Council Action:**

5/19/2000 – The Common Council approved an ordinance to establish a Development Incentive Zone (DIZ) for land located on the North Side of West Loomis Road and West of South 27th Street, in the 11th Aldermanic District. (FN 991964)

**Recommendation:**

Since the proposed façade alterations are consistent with the overlay standards and adjacent tenant spaces within the building, staff recommends that the City Plan Commission approves the subject file.