

**CITY PLAN COMMISSION --**

Resolution approving 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

- Analysis -

This resolution approves the request to deviate from the Loomis Centre DIZ performance standards as they relate to building wall signage for the 25,000 square foot Ross Dress for Less space.

Whereas, The City of Milwaukee has established performance standards for the review of new developments and site work on properties located within a Development Incentive Zone, generally bounded by South 27<sup>th</sup> Street to the east, West Loomis Road to the south, South Point Terrace/South 31<sup>st</sup> Street to the west and West Morgan Avenue to the north and established by Section 295-91.0041 of the former Milwaukee Code; and

Whereas, The Loomis Centre DIZ performance standards limit building wall signage to 200 square feet per commercial tenant, and

Whereas, Ross Dress for Less is requesting to deviate from this performance standard to allow for a total of 495 square feet of building wall signage, which would include one, 341 square foot Type A sign on the 27<sup>th</sup> Street-facing façade and one, 144 square foot Type A sign on the Morgan Avenue-facing façade; and

Whereas, The deviation is being requested because the Ross Dress for Less store is a corner commercial space with two street frontages, and the building is set back approximately 700 feet from South 27<sup>th</sup> Street, which makes larger signage necessary in order to be visible from the street; and, therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the proposed deviation meets the criteria set forth in the ordinance that the purpose of the overlay zone has been met, the deviation improves the aesthetics of the site, addresses one or more unique site features that make the application of the standard impractical, and is consistent with the comprehensive plan, and is hereby approved; and, be it

Further Resolved, That the owner, or his assignees, are responsible for maintaining site improvements in accordance with approved plans; and, be it

Further Resolved, That the Department of City Development is authorized to review and approve minor modifications, such as building and site signage of said building deemed necessary to complete the development and which are consistent with the approved design guidelines and the Milwaukee Code.

**CPC 10/19/15 APPROVED.**