



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

CITY PLAN COMMISSION –

Resolution approving a request to deviate from the performance standards established by the South 27th/Howard Development Incentive Zone Overlay to allow relief from a minimum building height standard for a new drive-through coffee shop proposed for 3702 South 27th Street, on the east side of South 27th Street, north of West Howard Avenue, in the 13th Aldermanic District.

- Analysis -

This resolution approves a request to deviate from a Development Incentive Zone (DIZ) Overlay standard relating to minimum building height at 3702 South 27th Street, on the east side of South 27th Street, north of West Howard Avenue.

Whereas, The City of Milwaukee has established a permitted use list and design standards for the review of new developments, building alterations and site work on properties located within the Development Incentive Zone generally bounded by West Loomis Road to the north, West Howard Avenue to the south, South 27th Street to the west and Wilson Creek to the east and established by Section 295-1007(2)(b).0018 of the Milwaukee Code; and

Whereas, The site was previously occupied by a sit-down restaurant and MilBrew Holdings, LLC is proposing to redevelop it into a drive-through coffee shop, and a restaurant with drive-through facility use is an allowable use per the DIZ overlay, subject to a public hearing before the City Plan Commission; and

Whereas, The site layout and building design are subject to the DIZ overlay design standards with respect to setbacks, interior parking lot landscaping, building materials and design, and signage, among other items, and all queueing for the drive-through facility will occur on site; and

Whereas, The proposed plans are consistent with the applicable DIZ overlay design standards with the exception of the minimum building height, and the applicant is seeking a deviation from this standard; and

Whereas, The DIZ overlay requires that new buildings are a minimum of 22' tall, and the proposed 530 square foot building will be 19' – 3 7/16" tall, which is 2' – 8 9/16" short of the minimum required height; and,

Whereas, The applicant has stated that the building height is a brand standard, and the buildings are prefabricated and constructed in a facility according to State-approved plans, and then shipped to the sites, and shipping constraints do not allow for a taller building; and,

Whereas, The applicant has enhanced other elements of the proposal, including the building materials, landscaping, and pedestrian connection in lieu of not meeting the minimum height standard; and therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the proposed deviation request 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 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 their 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 standards and the Milwaukee Code.

CPC 05/19/25