

CITY PLAN COMMISSION --

Resolution approving the request for deviation from the performance standards established by the Loomis Centre Development Incentive Zone (DIZ) for the building setback, parking placement, and a monument sign for the new 4,300 square foot restaurant with drive-through proposed for 3511 South 27th Street, located on the west side of South 27th Street, south of West Morgan Avenue, in the 13th Aldermanic District.

- Analysis -

This resolution approves the request to deviate from the Loomis Centre DIZ performance standards as they relate to the building setback, parking placement, and a monument sign for a 4,300 Panera restaurant and drive-through.

Whereas, The City of Milwaukee has established a permitted use list and design standards (collectively, performance standards) for the review of new developments and site work on properties located within a Development Incentive Zone, generally bounded by South 27th Street to the east, West Loomis Road to the south, South Point Terrace/South 31st 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 applicant, Point Loomis LLC, is proposing to construct a 4,300 square foot Panera restaurant and drive-through on the former Boston Market site and is requesting a deviation from three of the Loomis Centre DIZ design standards, including the building front setback, parking placement, and the replacement of an existing pylon sign with a monument sign, and

Whereas, The building setback along South 27th Street is proposed to be approximately 63 feet, which is greater than the maximum setback of 25 feet as prescribed in the DIZ, to accommodate a drive-through lane, pass-through lane, and parking with a landscape strip; and

Whereas, The addition of 6 net parking spaces, for a total of 10 parking spaces, are located within the front setback area along South 27th Street to provide safer and more accessible parking for customers given the site layout, and the DIZ requires parking in the setback area to be minimized; and

Whereas, The DIZ allows existing pylon signs to remain and restricts monument signs to entrance points, and must be integrated into the decorative perimeter fencing, and the applicant wishes to remove the existing pylon signs for the Boston Market and Pizza Hut and replace one of the existing pylon signs with a monument sign; and

Whereas, Staff has reviewed the requested deviation from three design standards and reasons for them, and feels they are acceptable because the landscaping along South 27th Street will be substantially increased, the monument sign, which is more pedestrian-friendly and will have base plantings, will replace two existing pylon signs on the site, and an accessible pedestrian connection from the sidewalk along South 27th Street to the building will be added, as well as outdoor dining space, and all of these pedestrian-scaled amenities will contribute toward the goals of the South 27th Street Strategic Action Plan and the Garden District; 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 conditioned on the applicant submitting final plans that show the outdoor dining area and accessible pedestrian connection, and confirms that the two pylon signs will be removed during construction of the new building; 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 11/11/19 CONDITIONALLY APPROVED.