



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

NOTICE OF PUBLIC HEARING

**CITY OF MILWAUKEE - City Plan Commission
809 North Broadway
Milwaukee, Wisconsin**

May 24, 2023

PLEASE NOTE: A zoning change is being considered for the property within the boundary shown on the map on the reverse side of this notice. If your property is not within the zoning boundary, then you are receiving this notice because your property address is within 200 feet.

DEAR PERSON OF INTEREST:

The City Plan Commission will hold a public hearing regarding a proposal for a new Chick-fil-A restaurant with drive-through at 2701 West Morgan Avenue, which is located within the Loomis Centre Development Incentive Zone (DIZ) overlay. The Loomis Centre DIZ was created in 2000, and establishes permitted and prohibited uses, as well as design standards for developments within the overlay. While a restaurant with a drive-through is allowed per the overlay, a public hearing is required for the drive-through use so that specific details of the proposal may be examined. Deviations to the overlay's signage and building setback standards also require a public hearing.

Chick-fil-A is proposing to construct a 5,360 square foot restaurant with outdoor patio seating and a dual drive-through facility on the east side of the subject site, where a restaurant building currently exists. The drive-through will be located on the south, east and north sides of the building with a queue lane to the west along the south edge of the site. The applicant is requesting a deviation from a setback standard established by the overlay, which states that new buildings shall be built with at least one wall located primarily within 25 feet of a public street or main driving aisle. Due to the configuration of the drive-through and geometry of the site, and to allow sufficient space for landscaping along the street edges, the building will be set back 32.5 feet from W. Morgan Av. and 37.8 feet from S. 27th St. A deviation is also being requested to allow a new monument sign on the corner of Morgan and 27th Street, where a pylon sign serving the existing restaurant is currently placed. The overlay restricts freestanding signs within the retail center except for multi-tenant signs at the main entrance locations, so a deviation is necessary to approve a new sign for this development. The proposed monument sign would be 14 feet tall and placed in the same location as the existing pylon sign. **Please refer to the reverse side of this notice for map details.**

Date: Monday, June 5, 2023
Time: 1:30 p.m. (Public Hearing scheduled for 1:45 p.m.)
Location: 1st Floor Boardroom – 809 N. Broadway
Virtual meeting access information: See City Plan Commission website at:
<https://city.milwaukee.gov/CPC>.



This meeting will be hosted both in-person and online.

This is a public hearing. Those wishing to provide testimony relating to this matter are encouraged to do so by emailing Planning staff at PlanAdmin@Milwaukee.gov at least one business day prior to the start of the meeting. Those wishing to provide testimony during the meeting will be asked to do so by attending the meeting in person or participating virtually. If you prefer to participate virtually, registration information to join the virtual meeting is available on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. When registering, please indicate whether you may wish to speak during your item of interest so that staff can unmute you during the public testimony portion of the hearing.

Additionally, if possible, this meeting will be streamed live on the City Channel's website (Livestream 1 or 2): <https://city.milwaukee.gov/cityclerk/CityChannel>.

Additional documents for this project are available by clicking on the agenda posted on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. After opening the agenda, click on the link for this item and you will see the available documents listed as "Attachments." For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on file numbers 230119 and 230120, the 2701 W. Morgan Av. zoning file. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email PlanAdmin@milwaukee.gov.

Sincerely,

 for
Lafayette L. Crump
Executive Secretary
City Plan Commission

