

## **3804 S. 27<sup>th</sup> Street S. 27<sup>th</sup>/Howard Development Incentive Zone (DIZ) Overlay**

Car City of Milwaukee  
Automobile Sales

### **Project Narrative – Development Incentive Overlay Zone (DIZ) Application**

#### **Site Summary**

Norma Herrera is proposing an adaptive reuse of the existing building formerly occupied by the American Freight and Mattress Company located at 3804 S. 27<sup>th</sup> Street in the City of Milwaukee. The property is approximately 3.2 acres, zoned Local Business (LB1) and is located within the 27<sup>th</sup>/Howard Development Incentive Zone (DIZ) Overlay. With 300 lineal feet of frontage on South 27<sup>th</sup> Street, it is surrounded by commercial businesses on three sides and its east property line is bounded by the Wilson Park Creek flowage.

The existing building was constructed to be used as a car dealership. The applicant for this proposal had occupied this building 14 years ago when it was the home of Car City Auto Sales, prior to the establishment of the DIZ overlay. That business had relocated to the north west corner of 27<sup>th</sup> Street and Forest Home Avenue where the applicant still operates their business today. The success of that business has led to the need for more space and an expansion of their operation. The applicant is proposing to re-occupy the building again and bring the building back to the use that it was designed to house. The DIZ states that a light motor vehicle sales facility is allowed subject to a public hearing and approval by the City Plan Commission.

The proposed development includes a substantial increase in landscaping as the existing property is nearly entirely covered in asphalt paving or built structure. Linear landscaping is proposed along 27<sup>th</sup> Street as well as along the property line that borders the Wilson Creek drainage easement. Within the parking lot several landscape islands are proposed that break up the vast expanse of paving. The landscape islands are defined within concrete curbing and they exceed the minimum size requirements by nearly 60%. For a site with an existing building that is not being altered or added to, the DIZ regulates the landscaping along Wilson Creek, and the balance of the landscaping is under the purview of the zoning code. Specifically, the DIZ requires:

- Landscape screening is provided at the rear of the site along Wilson Creek, including the planting of street-type trees no greater than 50' on center, and are not closer than 20' to light fixtures.
- Additionally, a 10' deep landscape buffer is to be provided at the rear of the property facing Wilson Creek, which may be placed on MMSD's land to the east with their permission.

- That landscaping shall consist of trees and shrubs. Plants should be 3' in height and trees at least 2.5 inches in caliper at the time of planting. Two staggered rows of shrubs are required every 20' on center, and trees are required every 50' on center.

Landscaping on the east side of the site adjacent to Wilson Creek as shown on the landscape plan does meet the DIZ standards with respect to the buffer width and quantity and type of plantings. This DIZ-required landscaping is shown on the MMSD property to the east of the site, and the applicant intends to contact MMSD to seek permission to place the landscaping on their property. If this is not possible, the applicant will either de-pave a portion of their lot to accommodate the landscaping on their site or request a deviation from this standard. The applicant will provide a final landscaping plan and, if the Wilson Creek landscaping will be located on MMSD's property, a written agreement from them to DCD Planning staff for review and approval prior to the issuance of the occupancy permit for this site. All landscaping, including the landscaping required by the zoning code and the Wilson Creek landscaping required by the DIZ, will be installed within 90 days of the issuance of the occupancy permit. All landscaping is to be maintained in accordance with s. 295-405-1-f of the Milwaukee Zoning Code. Specifically, all required landscaping materials, including trees, plants, and fences or walls, shall be properly maintained and replaced as needed to maintain code and zoning overlay compliance.

Since the existing building was originally built to serve the exact use that is proposed, very little is needed to accommodate the applicant's needs. The existing building falls within the current setback requirements and exceeds the amount of clear vision glazing required by zoning code. A pedestrian connection has been added from S. 27<sup>th</sup> Street to the building, and a bicycle rack has also been placed near the building entrance, consistent with the DIZ and LB1 requirements.

The hours of operation of the business will be Monday through Friday 9:00 am to 8:00 pm and Saturday 9:00 am to 6:00 pm. The business will be closed on Sundays.

### **Property Configuration**

The property has one vehicular access point from 27<sup>th</sup> Street. No change is proposed to the curb cut or vehicular traffic configuration that exists.

Four customer parking stalls are planned in front of the portion of the building that is further from the street and an additional nine customer parking stalls are located along the side of the building. The remaining parking stalls are available for display of the vehicles that are available for sale.

The site layout has an efficient and logical flow of both vehicular and pedestrian traffic. The pedestrian pathways will be concrete to provide contrast and visual prominence from the surrounding asphalt.

The LB1 zoning of the property calls for a maximum front setback of 70 feet. The existing building is situated about 45 feet from the west property line. The front façade exceeds the glazing requirements for LB1 zoning. All glazing shall be clear, transparent glass without tinting or spandrel panels.

### **Deliveries and Refuse/Recycling**

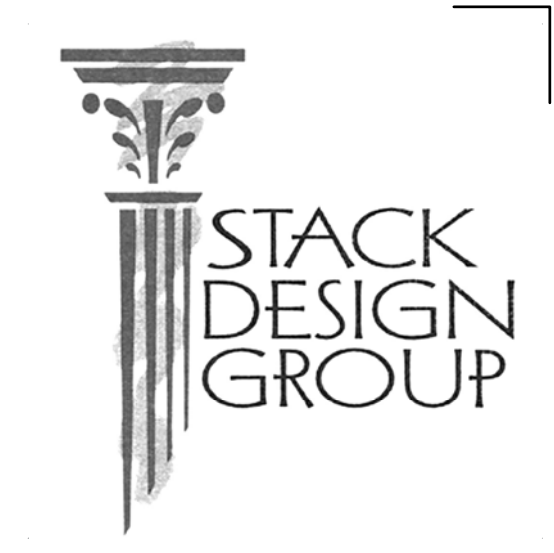
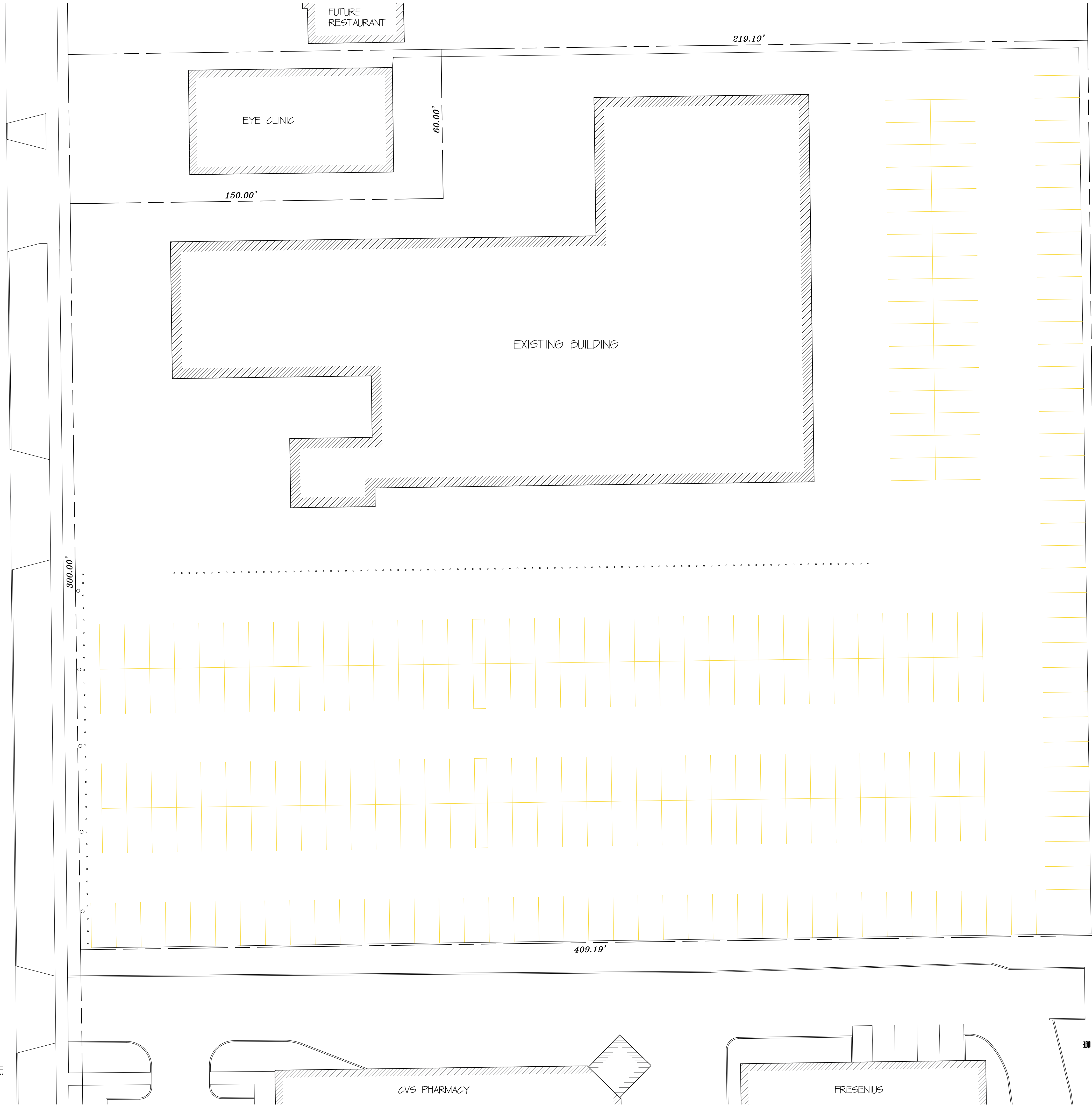
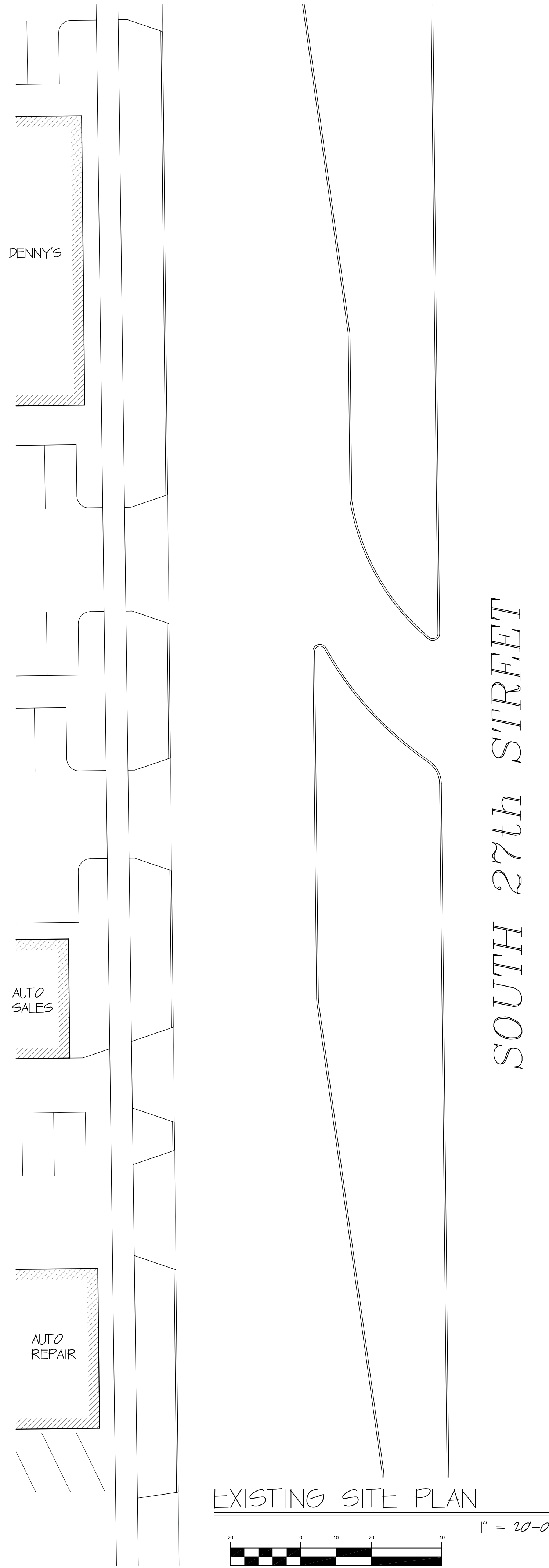
A designated delivery vehicle area is provided along the south side of the building near large overhead doors and a service door to the shop area. The trash location is behind the building and screened by a 6 foot high maintenance free fence. The trash location is situated in a manner that allows for easy maneuvering of the refuse pick up vehicle. This is compliant with the DIZ standards.

### **Building Elevations**

The exterior of the existing building is proposed to be brought back to the look of the building exactly as it was when the applicant previously occupied the property. The extent of that work involves painting of existing exterior surfaces.

The applicant has a two year lease on the property. At the time of the renewal the applicant will investigate costs of a potential alteration to renovate the exterior appearance. The applicant understands future proposed alterations may require an additional approval by the City Plan Commission.

We believe this proposal complies with all applicable DIZ overlay standards.



ARCHITECTURE

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Milwaukee, WI 53221

03-01-25

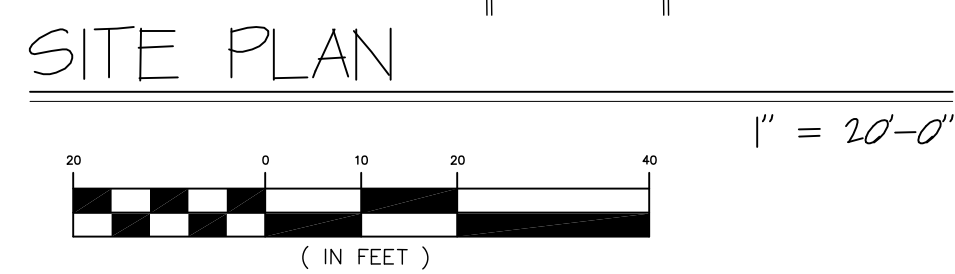
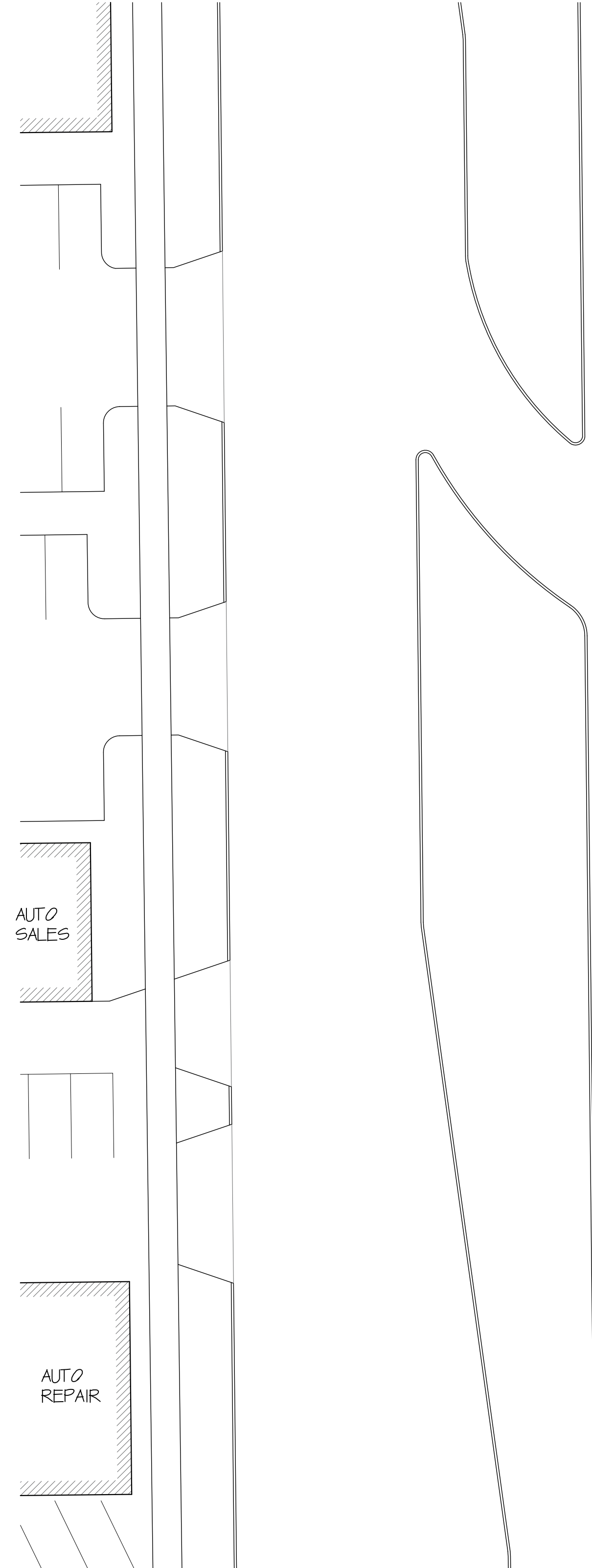
EXISTING  
SITE PLAN

**S-1**

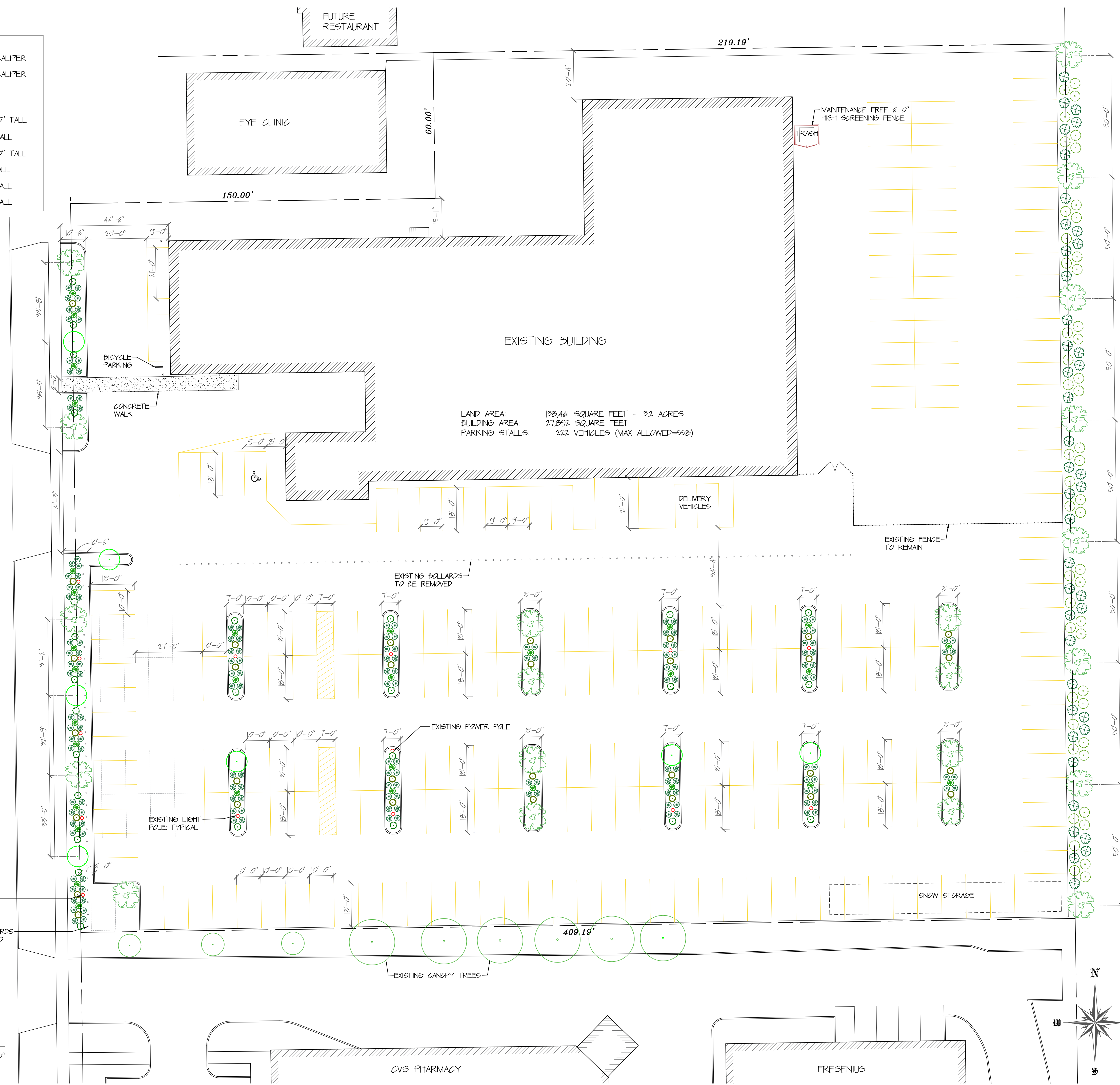
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LANDSCAPE SCHEDULE

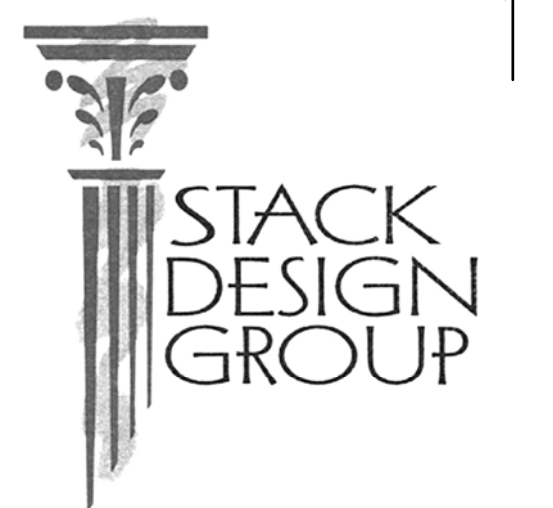
SYMBOL	QUAN.	COMMON NAME	BOTANICAL NAME	SIZE
<b>CANOPY TREES</b>				
HL	21	STREET KEEPER HONEYLOCUST	GLEPITSIA TRIACANTHOS 'DRIVES'	25" CALIPER
RD	7	EASTERN REDBUD	CERCIS CANADENSIS	25" CALIPER
EX		EXISTING DECIDUOUS TREE		
<b>SHRUBS</b>				
GF	162	GOLDFLAME SPIREA	SPIREA JAPONICA 'GOLDFLAME'	18"-20" TALL
DW	28	ARCTIC FIRE DOGWOOD	CORONUS STOLONIFERA 'FARROW'	24" TALL
EU	26	DWARF WINGED EUONYMUS	EUONYMUS ALATUS 'COMPACTUS'	18"-20" TALL
BW	21	GREEN GEM BOXWOOD	BUXUS 'GREEN GEM'	18" TALL
ND	49	LITTLE DEVIL NINEBARK	PHYSCARPUS OPULIFOLIUS	36" TALL
DB	42	DWARF BUSH-HONEYSUCKLE	DIERVILLA IONICERA	36" TALL



SOUTH 27th STREET



LAND AREA: 198,461 SQUARE FEET - 3.2 ACRES  
 BUILDING AREA: 27,892 SQUARE FEET  
 PARKING STALLS: 222 VEHICLES (MAX ALLOWED=558)



ARCHITECTURE

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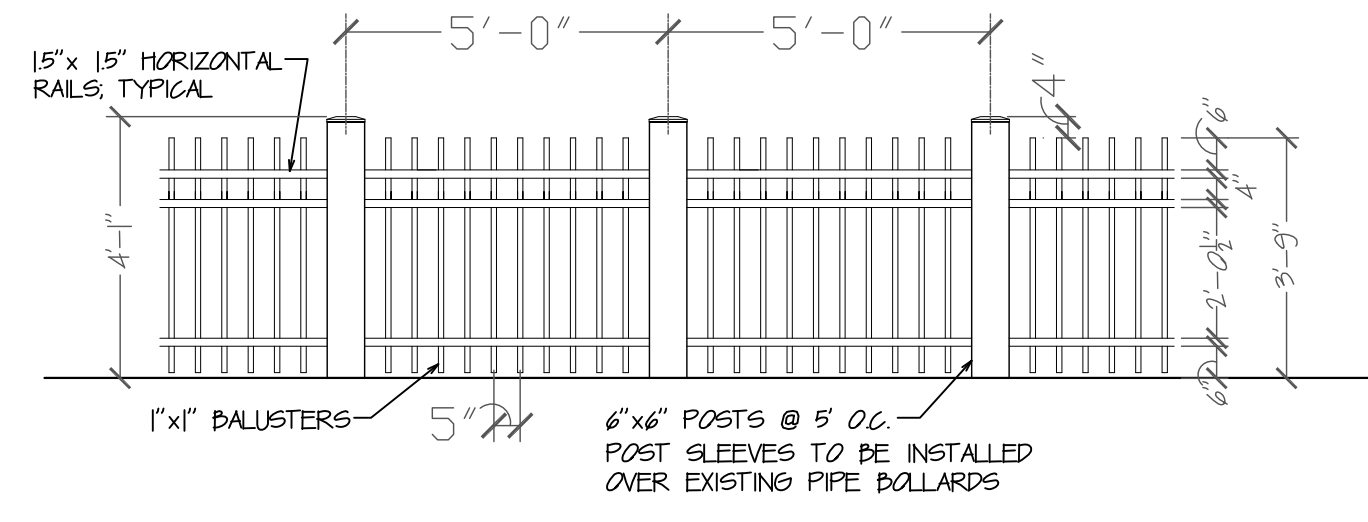
stackgroup@aol.com

CAR CITY AUTO SALES  
 3804 S. 27th Street  
 Milwaukee, WI 53221

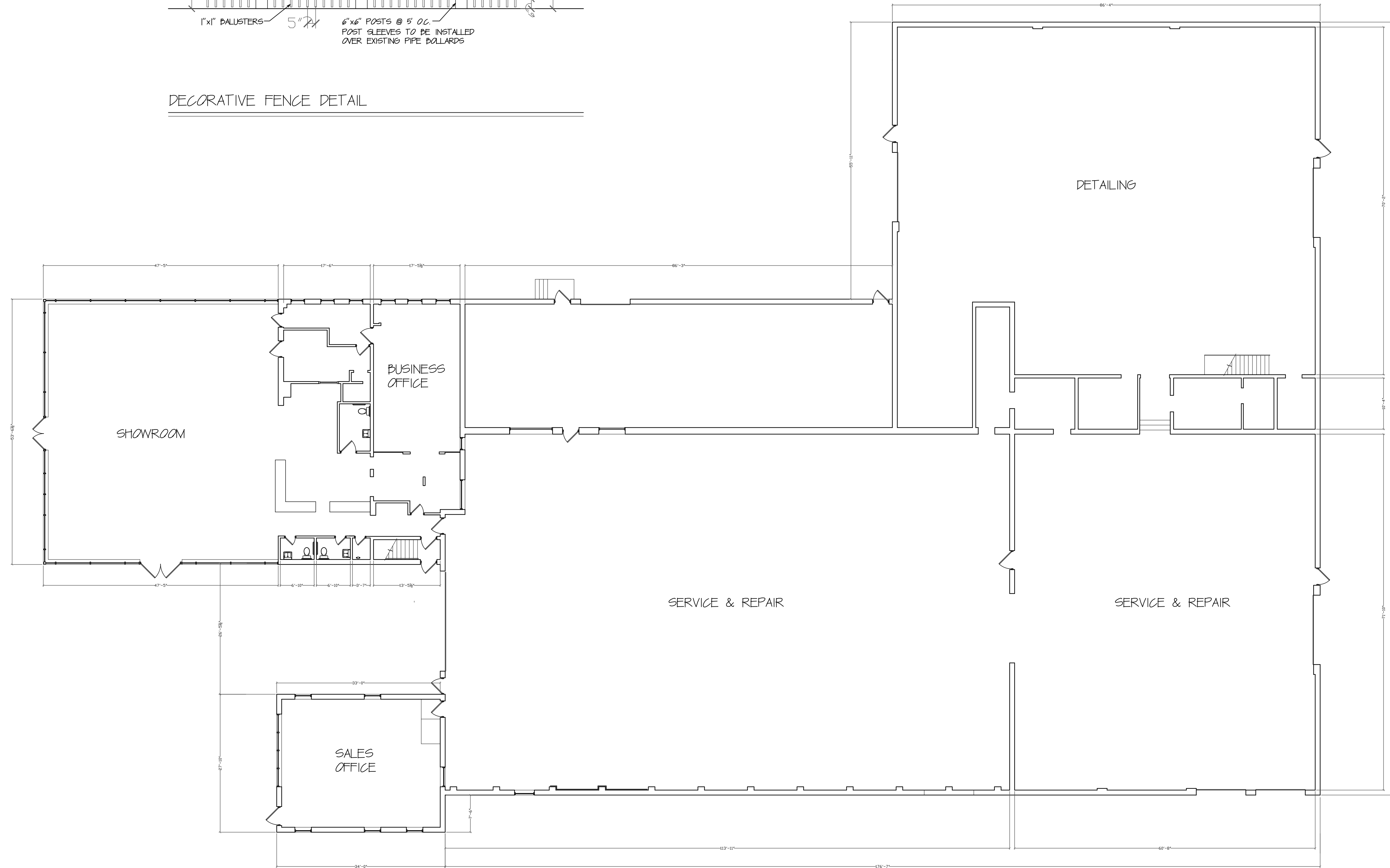
03-05-25

PROPOSED  
 SITE PLAN

S-2



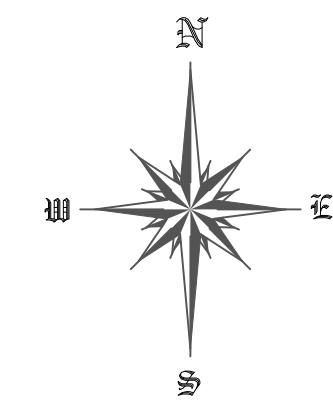
DECORATIVE FENCE DETAIL



EXISTING FLOOR PLAN

27,892 SQUARE FEET

1/8" = 1'-0"



03-01-25

EXISTING  
FLOOR PLAN

A-1

3804 S. 27<sup>th</sup> Street

Street Keeper Honeylocust



SUMMER



AUTUMN

3804 S. 27<sup>th</sup> Street

Eastern Redbud



SPRING



SUMMER



AUTUMN



3804 S. 27<sup>th</sup> Street

Gold Flame Spirea



SPRING



SUMMER



AUTUMN

3804 S. 27<sup>th</sup> Street

Arctic Fire Dogwood



SPRING



SUMMER



AUTUMN



WINTER

3804 S. 27<sup>th</sup> Street

Dwarf Winged Euonymus



SPRING



SUMMER



AUTUMN

3804 S. 27<sup>th</sup> Street

Green Gem Boxwood



SPRING



SUMMER



AUTUMN

3804 S. 27<sup>th</sup> Street

Little Devil Ninebark



SPRING



SUMMER



AUTUMN

3804 S. 27<sup>th</sup> Street

Dwarf Bush Honeysuckle



SPRING



SUMMER



AUTUMN



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