



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 7, 2025**

***PLEASE NOTE: This hearing relates to 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 of the subject site.***

### **PERSON OF INTEREST:**

The City Plan Commission (CPC) will hold a public hearing regarding a proposal to construct a drive-through coffee shop on the site located at 3702 S. 27<sup>th</sup> Street, on the east side of S. 27<sup>th</sup> Street, north of W. Howard Avenue. This site is within the S. 27th/Howard Development Incentive Zone (DIZ) overlay, in the 13th Aldermanic District. The S. 27th/Howard DIZ overlay was created in 2010 for the properties shown on the back of this notice, and establishes permitted and prohibited uses, as well as design standards for developments within the overlay zone. Where the overlay is silent, the base (Local Business, LB1) zoning standards continue to apply. A drive-through coffee shop (restaurant with drive-through facility) is permitted within the DIZ overlay, but is subject to a public hearing and approval by CPC. A request to deviate from the DIZ overlay's minimum building height standard is also being considered.

This site was previously occupied by a sit-down restaurant (Wong's Wok). MilBrew Holdings, LLC is proposing to redevelop the site into a 7 Brew drive-through coffee shop. The 530 square foot building and 250 square foot standalone cooler will comply with the DIZ overlay design standards with respect to building materials and design, and an enhanced pedestrian connection from S. 27<sup>th</sup> Street will direct non-vehicular customers to a walk-up door at the building. In addition to the overall project approval, MilBrew Holdings, LLC is also requesting to deviate from the DIZ overlay's minimum building height standard of 22'. The building, which will be 19' – 3 7/16" in height, is prefabricated and constructed in a facility according to State-approved plans, and then shipped to the site. Therefore, the building is not able to meet the minimum height design standard. **Please refer to the reverse side of this notice for map details.**

Date: Monday, May 19, 2025  
Time: 1:30 p.m. (Public Hearing scheduled for 2:00 p.m.)  
Location: 1<sup>st</sup> 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.



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>.

3702 S. 27th Street  
S. 27th/Howard DIZ Overlay  
Deviation and Project Approval

SUBJECT SITE

DIZ BOUNDARY

1000TH

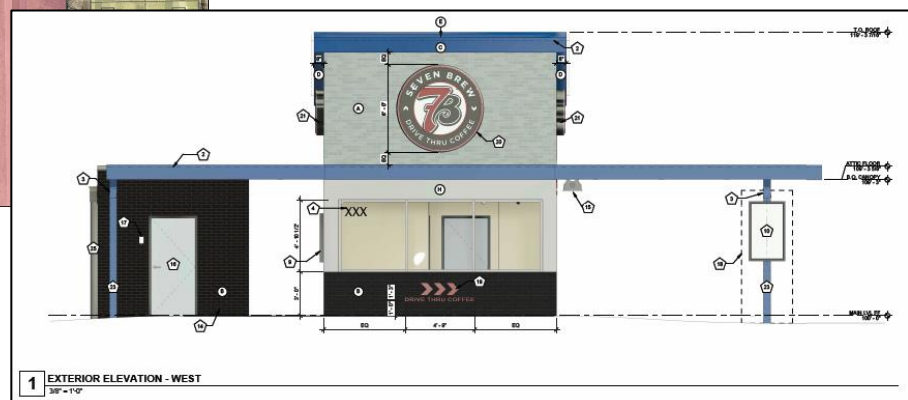
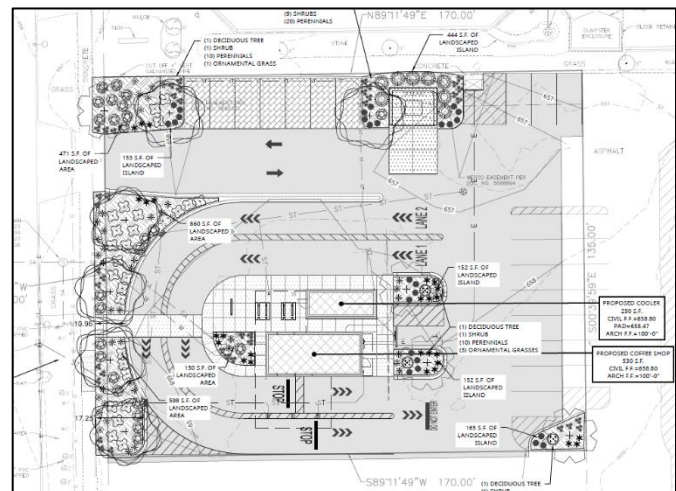
27TH

WILBUR

27TH

LB1

PD



Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For additional information or to request this service, contact the Administration Office at 286-5800, (FAX) 286-0851 or by writing to the Coordinator at City Development, 809 N. Broadway, Milwaukee, WI 53202. Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code are required to register with the City Clerk's License Division. Lobbyists appearing before a Common Council committee are required to identify themselves as such. More information is available at <http://city.milwaukee.gov/Lobbying>.