



**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

## **CITY PLAN COMMISSION --**

Resolution approving the request for a deviation from the performance standards established by the Loomis Centre Development Incentive Zone (DIZ) overlay relating to building signage for dd's Discounts, located at 3539 South 27th Street, on the northwest corner of the Loomis Centre site, on the south side of West Morgan Avenue, west of South 27th Street, in the 13th Aldermanic District.

- Analysis -

This resolution approves the request to deviate from the Loomis Centre DIZ performance standards relating to building wall signage for the 18,000 square foot dd's Discounts retail space.

Whereas, The City of Milwaukee has established a permitted use list and performance standards for the review of new developments and site work on properties located within a Development Incentive Zone, generally bounded by South 27<sup>th</sup> Street to the east, West Loomis Road to the south, South Point Terrace/South 31<sup>st</sup> 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 Loomis Centre DIZ performance standards limit building wall signage to 200 square feet per commercial tenant, sign height to 6 feet, and requires Type A signage with individual letters and logos, and

Whereas, dd's Discounts is requesting to deviate from these performance standards to allow for a total of 303 square feet of building wall signage, which will include 3 Type A signs totaling approximately 288 square feet on the upper part of the 27<sup>th</sup> Street-facing façade, one of which has a height of 7 feet, and 2 Type B wall plaque graphics on either side of the entrance, totaling 14.66 square feet; and

Whereas, The deviation is being requested because the building that dd's Discounts is within is set back approximately 700 feet from South 27<sup>th</sup> Street, which makes larger signage necessary in order to be visible from the street, and the wall plaque graphics will allow additional visual interest on the blank portions of the façade that cannot have transparent glass; 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; 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 guidelines and the Milwaukee Code.

**CPC 07/18/22**