



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**

**July 6, 2022**

***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 the request to deviate from the design standards established by the Loomis Centre Development Incentive Zone (DIZ) Overlay for an 18,000 square foot dd's Discounts retail space located on the northwest corner of the Loomis Centre site, on the south side of West Morgan Avenue, west of South 27<sup>th</sup> Street, in the 13<sup>th</sup> Aldermanic District.

The Looms Centre DIZ was instituted in 2000 and establishes permitted and prohibited uses, as well as design standards for developments within the overlay. The design standards for building wall signs state that a tenant may have wall signs totaling 200 square feet in area, and the signs may not exceed 6 feet in height. Signs must also be Type A, consisting of individual letters. dd's Discounts is requesting a deviation from the signage standards to exceed the maximum area and height because their retail space is set back approximately 700 feet from South 27<sup>th</sup> Street. Additionally, wall graphics are proposed to be integrated into the storefront design, which are considered Type B signs. **Please refer to the reverse side of this notice for map details.**

Date: Monday, July 18, 2022

Time: 1:30 p.m. (Public Hearing scheduled for 1:45 p.m.)

Location: 1<sup>st</sup> Floor Boardroom, 809 North Broadway (attendees are encouraged to wear a mask in the hearing room)

Virtual meeting access information: See City Plan Commission website at:  
<https://city.milwaukee.gov/CPC>.

The US Centers for Disease Control (CDC) has recommended limiting large indoor gatherings and hosting events virtually when possible to limit the spread of COVID-19. This meeting will be hosted both in-person and online to best protect the public health of the community, including meeting participants.

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](mailto: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. Those attending in person are encouraged to wear a mask

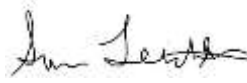


and socially distance within the meeting room. If you prefer to participate virtually, registration information to join the virtual meeting is available on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. When registering, please indicate whether you may wish to speak during your item 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 the Loomis Centre deviation file. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email [PlanAdmin@milwaukee.gov](mailto:PlanAdmin@milwaukee.gov).

Sincerely,



for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission

