



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

Ald. Spiker
13th Ald. District

CITY PLAN COMMISSION ZONING REPORT

- File No:** 251590
- Location:** 1010 West Layton Avenue; on the north side of West Layton Avenue, east of South 13th Street
- Applicant/Owner:** Baraka Roastery Inc. (Owner)
- Current Zoning:** Local Business (LB1) and within a Development Incentive Zone ([DIZ](#)) Overlay known as Bouraxis Layton (aka 938 W. Layton)
- Proposed Zoning:** Project Approval as it relates to the Bouraxis Layton DIZ Overlay
- Proposal:** This file relates to the enhancement of a façade by increasing glazing at the primary entrance of 1010 West Layton Avenue, a multi-tenant building located within the Bouraxis-Layton (or 938 W. Layton) DIZ Overlay. The DIZ, which was established in 2005, entails a permitted and prohibited use list along with design standards that apply to site work, new construction, and building alterations and additions. Where the overlay is silent, the base zoning (Local Business, LB1) standards continue to apply.
- A coffee shop will occupy 2,932 square feet within the building. This is an allowable use per the DIZ overlay. No site changes are proposed as part of this new occupancy. Some exterior alterations to the Layton Avenue (south) façade within this tenant space are proposed, and are subject to the DIZ overlay design standards. More specifically, the existing façade is being updated to incorporate additional glazing and modernized storefront elements. Per the applicant, these improvements are intended to increase transparency, enhance visual appeal, and strengthen street engagement.
- DIZ Review:** The proposed façade renovation at 1010 W Layton Ave fully supports the objectives of the Bouraxis Layton DIZ overlay. By increasing glazing, modernizing the storefront, and strengthening the pedestrian interface, the project advances the DIZ goals of creating high-quality, visually appealing, and pedestrian-friendly development along Layton Avenue and is compliant with the applicable DIZ overlay standards. Below is a summary of how the façade modifications meet the DIZ standards:

DIZ Standard	Analysis of Project
Establish hierarchy between building elements. For example, articulate entrances and building corners.	The entrance is being opened up with additional glazing and a double-glass door. The existing awnings will be replaced with a modernized canopy to accentuate the entrance of this tenant space.
Building must have a storefront window system with vision glass. Minimum clear/transparent glazing along the primary frontage (per tenant space) is 50% based on the lineal frontage of the store.	Currently, 20.4% of the tenant space is comprised of windows, all of which entail clear vision glass (100%). The amount of frontage that will be comprised of windows will be increased to 37.5%, all of which will be clear vision glass.
Provide a variety in building design.	These façade modifications will modernize and distinguish this tenant space from the balance of the building while increasing the amount of glazing along the Layton Av. frontage.
Create a welcoming, connected and engaging building edge along public streets.	Increased glazing establishes a stronger visual connection between the interior and exterior, supporting activation along the Layton Av. frontage. The interior floor plan places customer seating along the windows, which will further activate both the public realm and the tenant space.
Utilize high-quality building materials and detailing.	The new glazing system entails a clean, contemporary architectural expression consistent with the DIZ standard, and promotes consistency and aesthetic improvement within the corridor, supporting long-term revitalization objectives.

Adjacent Land Use: A mix of industrial uses are located around the property, including industrial light (IL1) and industrial office (IO1). There are commercial uses to the south (zoned LB1).

Consistency with Area Plan: The proposed coffee shop at 1010 W. Layton is within the Southeast Side Plan Area. The Southeast Side Area Plan was approved by the Common Council in 2008 and has been amended since then.

The use is allowed per the Development Incentive Zone and will add a welcome option for residents living and employees working in the area. The proposed development reuses an existing building and makes improvements to both the building interior and exterior, including increased glazing that will create an attractive storefront and aesthetic improvements that will modernize the building appearance. These improvements align with the Comprehensive Plan’s recommendation to attract a mix of retail uses within commercial corridors, to reuse vacant buildings, and to make aesthetic improvements along commercial

corridors (p. 97, Southeast Side Area Plan). Overall, the proposed development is consistent with the aims of the Comprehensive Plan.

**Previous City
Plan Action:**

6/30/2025 – City Plan Commission recommended approval of a resolution approving site changes and exterior building modifications to an existing multi-tenant building located at 1010 West Layton Avenue, relative to a Development Incentive Zone Overlay known as Bouraxis Layton. ([FN 250280](#))

6/6/2005 – City Plan Commission conditionally approved a site plan and building elevations for the construction of a 22,348 square foot and 6,180 commercial buildings at 938 West Layton Avenue, relative to a Development Incentive Zone known as Bouraxis Layton LLC established by Section 295-1007.0008 of the former Milwaukee Code, in the 13th Aldermanic District.

6/6/2005 (referred to staff on 4/18/2005) – City Plan Commission recommended approval of the change in zoning from Industrial Light (IL1) to Local Business (LB1) for the property located at 938 West Layton Avenue, in the 13th Aldermanic District. (FN [041582](#))

06/06/2005 (referred to staff on 4/18/2005) – City Plan Commission recommended approval of an ordinance establishing a Development Incentive Zone (DIZ), on land located at 938 West Layton Avenue, in the 13th Aldermanic District. (FN [041595](#))

**Previous Common
Council Action:**

7/6/2005 – Common Council approved the change in zoning from Industrial Light (IL1) to Local Business (LB1) for the property located at 938 West Layton Avenue, in the 13th Aldermanic District. (FN [041582](#))

07/06/2005 – Common Council approved an ordinance establishing a Development Incentive Zone (DIZ), on land located at 938 West Layton Avenue, in the 13th Aldermanic District. (FN [041595](#))

Recommendation:

Since the proposed façade modifications are consistent with the DIZ overlay design standards, staff recommends approval of the subject file.