



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

NOTICE OF PUBLIC HEARING

**CITY OF MILWAUKEE - City Plan Commission
809 North Broadway
Milwaukee, Wisconsin**

June 18, 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 350 West Layton Avenue, on the north side of West Layton Avenue, east of South 5th Street. This site is within 5th/Layton (aka Layton Plaza) Development Incentive Zone (DIZ) overlay, in the 13th Aldermanic District. The 5th/Layton DIZ overlay was created in 2004 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. 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.

In 2022, two quick service restaurants with drive-through facilities were approved for the site, which was subsequently divided into two lots. The Taco John's restaurant has been constructed on the western lot, and the subject site that was approved for a Popeye's restaurant remains vacant. Milbrew Holdings, LLC is proposing to develop 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 standards with respect to building materials and design. Pedestrian walkways will be provided from West Layton Avenue and through the site to the north, east and west, consistent with the previously approved site plan, and will direct non-vehicular customers to a walk-up door at the building. **Please refer to the reverse side of this notice for map details.**

Date: Monday, June 30, 2025
Time: 1:30 p.m. **(Public Hearing scheduled for 1:45 p.m.)**
Location: 1st Floor Boardroom - 809 N. Broadway
Virtual meeting access information: See City Plan Commission website at
<https://city.milwaukee.gov/CPC>.

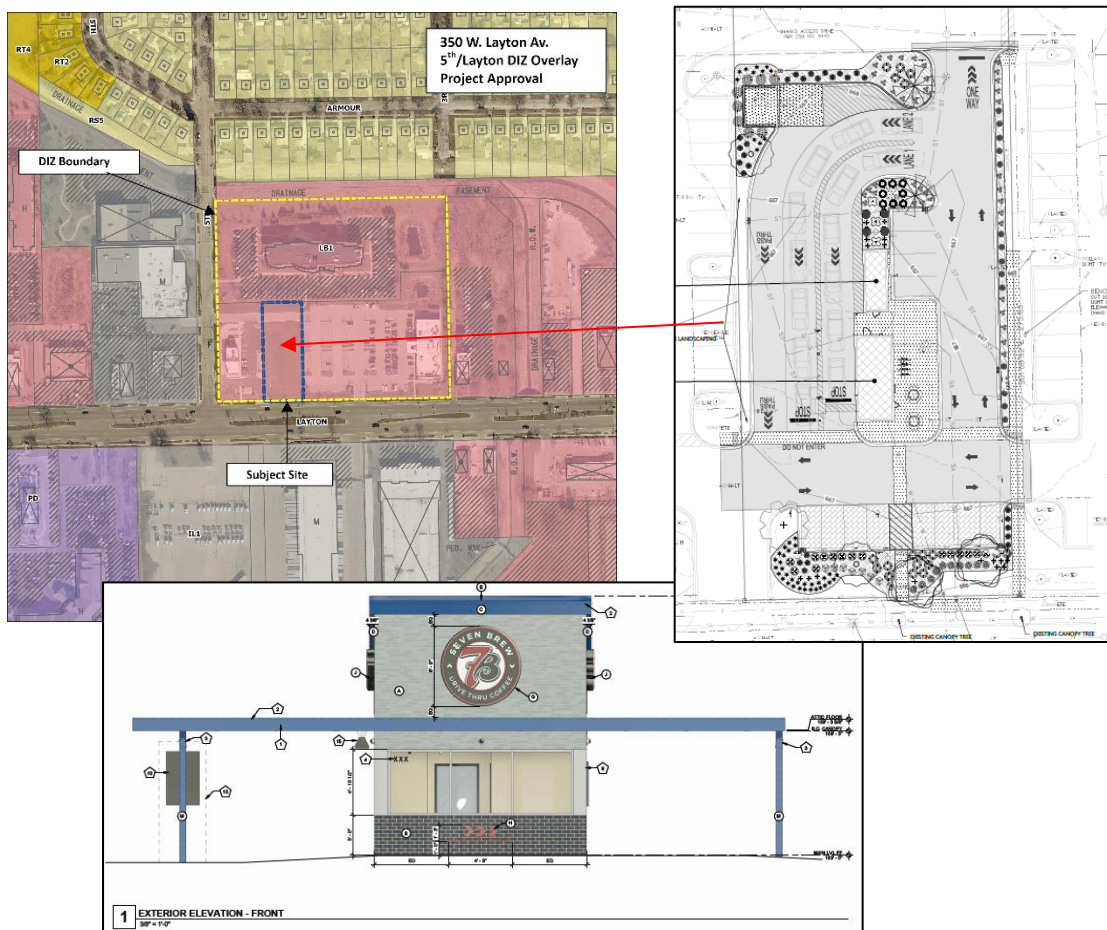
This meeting will be hosted both in-person and online.



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 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. 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 file number 250279, the 350 W. Layton Av. (5th/Layton DIZ Overlay) file. If you wish to submit a letter to the commission regarding this proposal, you may email PlanAdmin@milwaukee.gov.



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>.