



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**

September 14, 2021

PLEASE NOTE: This zoning change is only for the property that is 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 you are a property owner within 200 feet of the boundary, as required by State Statute.

DEAR PROPERTY OWNER:

The City Plan Commission will hold a public hearing regarding a proposed carry-out restaurant with drive-through use within the former Starbucks building located at 5160 West Capitol Drive, and a request for a freestanding monument sign and Type B building wall signage on the site located on the north side of West Capitol Drive and west of North 56th Street, within the Midtown Center Development Incentive Zone (DIZ) overlay, in the 2nd Aldermanic District. The Midtown DIZ overlay was created in 2000 for the properties shown on the back of the notice to promote retail and commercial uses at the former Capitol Court mall. The overlay establishes permitted and prohibited uses, as well as design standards for developments within the overlay. This site is located within Sub Area B of the overlay, which limits the number of freestanding signs in the sub area to two, both of which are already in place to serve the multi-tenant commercial buildings to the north of this site. The overlay also requires Type A signage that does not exceed 100 square feet in area per tenant.

A carry-out restaurant with drive-through use is allowed in the overlay but is subject to a public hearing and approval by the City Plan Commission. Additionally, as part of its approval in 2003, the Starbucks was allowed to have a monument sign on the site. However, that sign has since been removed and the previous approval is no longer valid. Consistent with the previously approved sign, Wing Stop is proposing a Type A monument sign that will be 6 feet total in height and 24 sq. ft. in area. The building wall signs will total 124 square feet in area. Wing Stop's corporate branding requires that the individual sign letters are attached to a green backer panel, which is considered Type B signage per the zoning code. **Please refer to the reverse side of this notice for map details.**

Date: Monday, September 27, 2021
Time: 1:30 p.m. (Public Hearing scheduled for 1:30 p.m.)
Webinar meeting information: See City Plan Commission website at:
<https://city.milwaukee.gov/CPC> for access.



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 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 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 webinar meeting. Registration information to join the webinar 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.

If you are unable to email your testimony or join the webinar meeting but wish to convey your comments by voice message or text, you may contact Planning staff at (414) 708-0626 during the meeting. Staff will monitor messages and relay your comments to the commissioners during the public testimony portion of the meeting.

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 numbers 210796 and 210797, the 5610 W. Capitol zoning files. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email PlanAdmin@milwaukee.gov.

Sincerely,

 for
Lafayette L. Crump
Executive Secretary
City Plan Commission

