



**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 a request to deviate from the performance standards established by the Loomis Centre Development Incentive Zone (DIZ) overlay to allow a monument sign and relief from a building setback standard for a new 5,360 square foot restaurant with drive-through proposed for 2701 West Morgan Avenue, on the west side of South 27th Street, south of West Morgan Avenue, in the 13th Aldermanic District.

- Analysis -

This resolution approves the request to deviate from the Loomis Centre DIZ performance standards relating to freestanding signage and building setbacks for a 5,360 square foot restaurant with drive-through facility.

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 freestanding monument signs to one per main entrance to advertise multiple tenants within the retail center, and require new buildings to be built with at least one wall located primarily within 25 feet of a public street or main driving aisle, and

Whereas, Chick-fil-A is requesting to deviate from these performance standards to allow one monument sign at the corner of S. 27<sup>th</sup> Street and W. Morgan Avenue, which will replace an existing nonconforming sign, and the building to be placed farther than 25 feet back from both streets; and

Whereas, The signage deviation is being requested because the restaurant will be constructed on an outlot of the shopping center and desires visibility at the major intersection, and the proposed sign will be 14 feet, which is the maximum height of a freestanding in the Local Business, LB1, zoning district, with a masonry base and will be integrated into the landscape screen walls; and

Whereas, The building setback deviation is being requested to allow enough space along the north and east sides of the site to accommodate the double drive-through facility and sufficient landscape border along the street edges; and, therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the proposed deviation request 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 conditioned on necessary agreements being in place between the Milwaukee Metropolitan Sewerage District (MMSD),

applicant, and property owner prior to site work commencing on the portion of land owned by MMSD; 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 06/05/23**