



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 for deviation from the performance standards established by the Layton Plaza Development Incentive Zone (DIZ) overlay for the proposed development of two restaurants with drive-through facilities on the property located at 350 West Layton Avenue, on the north side of West Layton Avenue, east of South 5th Street, in the 13th Aldermanic District.

- Analysis -

This deviation will allow the proposed development to deviate from performance standards relating to setbacks, wall signs, and off-premise signage for the site located at 350 West Layton Avenue.

Whereas, The City of Milwaukee has established performance standards for the review of new developments and site work on properties located within a Development Incentive Zone, generally bounded by Layton Avenue to the south, and South 5th Street on the west; and

Whereas, The Layton Plaza DIZ performance standards state that buildings shall have a minimum 75 foot setback from South 5th Street, secondary wall signs shall not exceed 3 feet in height and 51 square feet in area, and off-premise signs are prohibited; and

Whereas, Taco John's, which will be placed on the west side of the site along South 5th Street, is requesting to deviate from the minimum 75 foot setback and instead place the building approximately 17 feet 6 inches from the west property line; and

Whereas, Popeye's, which will be placed on the east side of the site, is requesting that one secondary wall sign exceeds the 3 foot height and 51 square foot maximums to allow an 8 foot 4 inch, approximately 94 square foot painted sign on the east elevation; and

Whereas, An off-premise monument sign is requested for the Courtyard by Marriott hotel that is located to the north of the development site along South 5th Street and within the overlay boundary to direct guests to the hotel from Layton Avenue; and

Whereas, The deviations are being requested to allow both quick service restaurants to fit adequately on the site and the Taco John's building to be placed closer to the Layton and 5th Street corner, allow a prototypical sign on the Popeye's building that is aesthetically appropriate for the façade, and increase visibility to the existing hotel north of the subject site; and, therefore be it

Resolved, By the City Plan Commission of Milwaukee that the proposed deviations meet the criteria set forth in the ordinance that the purpose of the overlay zone has been met, the deviations improve the aesthetics of the site, address one or more unique site features that make the application of the standards impractical, and are consistent with the comprehensive plan, and are hereby approved; 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 05/16/22