City of Milwaukee

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

March 26, 2025

PLEASE NOTE: This hearing relates to the property that is marked as "subject site" as shown on the map on the reverse side of this notice. If your property is not located at 3804 S. 27th Street, then you are receiving this notice because you are a property owner within 200 feet of the subject site, as required by State Statute.

DEAR PERSON OF INTEREST:

The City Plan Commission (CPC) will hold a public hearing regarding a proposal to utilize the existing building and parking lot located at 3804 South 27th Street as a light motor vehicle sales facility. This site is within the S. 27th/Howard Development Incentive Zone (DIZ) overlay, in the 13th Aldermanic District. The S. 27th/Howard DIZ was created in 2010 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 light motor vehicle sales facility is permitted within the overlay zone, but is subject to a public hearing and approval by CPC.

This site is currently owned by Giuffre IV, LLC and was previously occupied by American Freight & Mattress. Car City Auto Sales, which previously occupied this site approximately 14 years ago, wishes to return to the site and operate an auto dealership within the existing building and parking lot. In addition to the use approval, the DIZ overlay also requires that landscaping is added on the west side of the site, along Wilson Creek. Other site improvements will be implemented, including but not limited to perimeter landscaping and a pedestrian connection along S. 27th Street. **Please refer to the reverse side of this notice for map details.**

Date: Monday, April 7, 2025
Time: 1:30 p.m. (Public Hearing scheduled for 2:10 p.m.)
Location: Room 301-B – City Hall (200 E. Wells St.)
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.

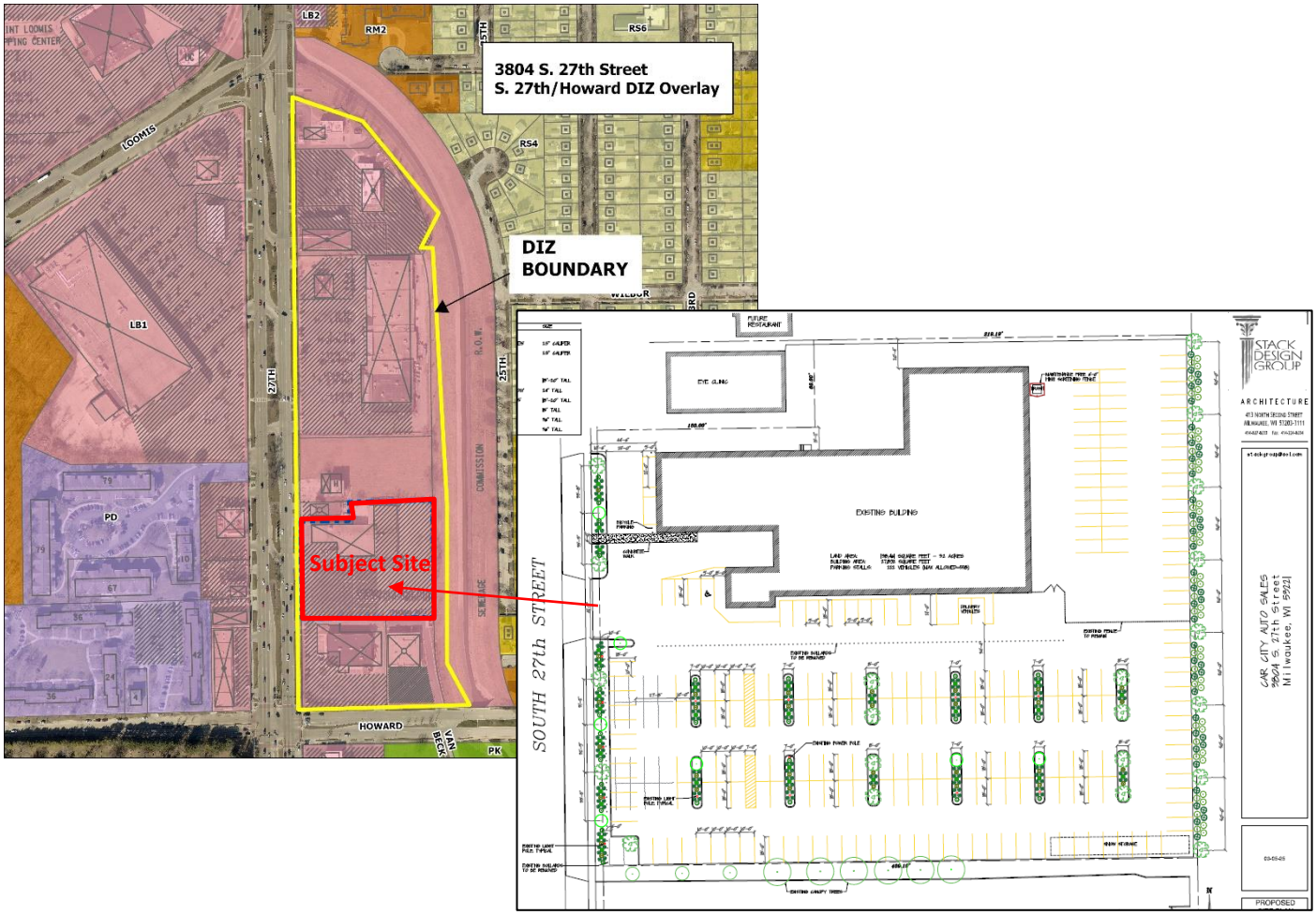
This is a public hearing. Those wishing to provide testimony relating to this matter are encouraged to do so by emailing Planning staff at PlanAdmin@Milwaukee.gov at least one business day prior to the start of the meeting. Those wishing to provide testimony during the meeting will be asked to do so 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 the 3804 S. 27th Street zoning overlay file. 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