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

CITY PLAN COMMISSION --

Resolution approving a light motor vehicle sales facility use and site changes on the property located at 3804 South 27th Street, on the east side of South 27th Street, north of West Howard Avenue, relative to the Development Incentive Zone Overlay known as South 27th/Howard, in the 13th Aldermanic District.

- Analysis -

This resolution approves a light motor vehicle sales facility and site changes on the property located at 3804 South 27th Street, on the east side of South 27th Street, north of West Howard Avenue.

Whereas, The City of Milwaukee has established a permitted use list and design standards for the review of new developments, building alterations and site work on properties located within the Development Incentive Zone generally bounded by West Loomis Road to the north, West Howard Avenue to the south, South 27th Street to the west and Wilson Creek to the east and established by Section 295-1007(2)(b).0018 of the Milwaukee Code; and

Whereas, The site is currently owned by Giuffre IV, LLC and Norma Herrera plans to lease the site a light motor vehicle sales facility, which is an allowable use per the DIZ overlay, subject to a public hearing before the City Plan Commission; and

Whereas, This site was previously utilized as a light motor vehicle sales facility by the applicant approximately 14 years ago; and

Whereas, The applicant proposes to make improvements to the site including but not limited to a pedestrian connection, bicycle parking, and landscaping as required by the DIZ overlay and base, Local Business, zoning district; and

Whereas, There are no exterior alterations proposed to the existing building at this time; and

Whereas, The DIZ overlay requires landscaping along the east (Wilson Creek) frontage of the lot, and the landscape plan currently shows this occurring on the adjacent property owned by MMSD; and, therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the plans to utilize the site as a light motor vehicle sales facility and add the required landscaping along the east (Wilson Creek) frontage as required by the South 27th/Howard Development Incentive Zone are hereby approved conditioned on the applicant, prior to the issuance of an occupancy permit, submitting a final landscape plan and documentation on how the required landscaping along the Wilson Creek frontage will be addressed, and planting all required landscaping per the DIZ overlay and base zoning within 90 days of the issuance of the occupancy permit; and, be it

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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 standards and the Milwaukee Code.

CPC 04/07/25