Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

Lafayette L. Crump
Commissioner

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Deputy Commissioner

Ald. Spiker
13th Ald. District

CITY PLAN COMMISSION
ZONING REPORT

File No: 241815

Location: 3804 S 27th Street; on the east side of S. 27th Street, north of W. Howard Avenue

Applicant/Owner: Norma Herrera (applicant; lease holder/business operator); Giuffre IV, LLC (owner)

Current Zoning: Local Business (LB1) and located within 27th/Howard Development Incentive Zone (DIZ) Overlay

Proposal: The applicant is proposing to redevelop an 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, which was established in 2010 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 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 east 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 as required by the base (LB1) zoning.

DIZ Review: The DIZ design standards are based on whether a proposal entails an existing building or includes the construction of a new building or an alteration or addition to an existing building. In this case, this site has an existing building that is not proposed to be altered or added onto. The applicant has submitted a matrix evaluating how their proposal meets each of the applicable DIZ standards. Staff has reviewed it and concluded that the proposal does align with the DIZ standards with the following notes:

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1. Wilson Creek landscaping as required by the DIZ is shown on the adjacent property owned by MMSD. The applicant has indicated that they will reach out to MMSD to obtain formal permission to place the required landscaping on their property. Prior to the issuance of an occupancy permit for this site, the applicant is to submit a memo outlining how this DIZ standard is met. This could include a copy of a formal agreement with MMSD, a revised landscape plan that shows the landscaping occurring on the west side of the subject property, or an approved deviation from this overlay standard if they determine the standard cannot be met and wish to seek relief from it.

2. There is not sufficient information provided in the exhibit for staff to determine whether the proposed building-mounted sign as referenced in the zoning review matrix meets the overlay (and base zoning) standards. Per the DIZ, all signage must be Type A. The quantity and square footage standards are set by the base (LB1) zoning.

A table including the applicant's explanation of how the standards are met is available as an attachment to this staff report.

Adjacent Land Use: Surrounding land uses are zoned for Local Business (LB1) and include a mix of retail establishments. Directly north is the historic Wildenberg Hotel building and vacant land. Wilson Creek is to the east.

Consistency with Area Plan: The proposed light motor vehicle sales facility is consistent with the comprehensive plan. The Southwest Side Area Plan was adopted by the Common Council in 2009 and amended with the South 27th Strategic Action Plan, which was adopted by the Common Council in 2017. The Strategic Action Plan, in particular, notes that the South 27th Street corridor is home to many light motor vehicle sales facilities and this use is to be supported. Furthermore, a key goal of the South 27th Street Strategic Action Corridor Plan is to promote beautification efforts along this auto-oriented corridor, such as improved landscaping as part of site improvements when redeveloping a site. The proposal meets the standards for site improvement in the South 27th Street and Howard Ave DIZ and furthers the goal of increasing the aesthetic appeal of businesses along South 27th Street with extensive landscaping improvements. The proposal is consistent with the comprehensive plan.

Previous City Plan Action: 10/18/2010 – City Plan Commission recommended approval of a substitute ordinance to establish a Development Incentive Zone on land located generally along the east side of South 27th Street between West Howard Avenue and West Loomis Road (FN 090919)

Previous Common Council Action:

03/03/2015 – Common Council approved a substitute resolution granting a special privilege to Giuffre IV LLC to install and maintain five private light poles in the public right-of-way for the premises 3804 South 27th Street, in the 13th Aldermanic District. (FN 130216)

11/23/2010 – Common Council approved a substitute ordinance to establish a Development Incentive Zone on land located generally along the east side of South 27th Street between West Howard Avenue and West Loomis Road (FN 090919)

Recommendation: Since the proposal to use this site as a light motor vehicle sales facility is consistent with the prior use of the site and the proposal entails other site improvements including the addition of substantial perimeter and interior parking lot landscaping as well as a pedestrian connection and bicycle parking, staff recommends approval of the subject file with the condition that the applicant demonstrates compliance with the Wilson Creek landscaping DIZ standard prior to the issuance of an occupancy permit.

3804 S 27th Street Zoning Review Matrix (see also Legistar file for full version)

Standard	27th/Howard DIZ (standards here)	Applicant Analysis of Proposal
Uses	See DIZ use list. Light motor vehicle sales facility is allowed, but subject to a public hearing by the City Plan Commission	
Building Placement **N/A. Existing building is not proposed to be changed.**	• Position buildings to provide parking opportunities on the sides of the buildings and provide opportunities to create public open spaces, safer walkways and landscaping. • Position buildings to allow unifying landscaped perimeter for the entire site and along Wilson Creek. • Renovate parking configuration to allow linear perimeter landscaping. • Orient the fronts of new buildings and/or building entrances to the primary streets. • 70% of primary façade shall face 27th St. • Max building setback is 70' from property line to building.	Customer parking is provided at side if the building. The product sold is the automobiles so those are displayed to be visible by the public. Dedicated pedestrian walkways are provided within the paved areas. Wilson Creekside has continuous landscaping South side already has a landscape buffer; it is redundant to provide a row of trees along south Setback meets requirements. The structure is existing so there is no way to reconfigure façade percentage.

Building Design **N/A. Existing building is not proposed to be changed.**	• Facades must be articulated to provide visual interest. • Building materials must be of high quality • Establish hierarchy between building elements by establishing a base, middle and top to the front elevation. • Max allowable height for new buildings is 90'. • Min allowable height for new buildings is 22'. Prominent architectural elements should be integrated to project above the front façade of a building averaging 22' in height. • No one tenant/retailer shall exceed a building footprint of 100,000 sf. • Front facades shall be oriented to primary street frontage (S. 27th St). If not possible, very high quality design and materials will be required. • Unarticulated walls facing 27th St. are prohibited. Facades must be articulated with bays, windows, varying color and texture	The existing façade has deep overhangs; It is not a flat building face. The business operator does not own the building; consideration should be given to the investment into landscaping to make up for façade investment costs. Building will have one tenant occupying 27, 892 sq. ft. Front façade orients towards the primary street frontage Existing storefront glass is highlighted with a red aluminum color. The base of the building and upper portion are differentiated in color. An aluminum cap flashing adds additional color contrast. The façade facing 27th Street contains the most architecturally significant materials and nearly all of the fenestration.

	and/or other details that relate to the human scale. • All facades visible from the street must contain the most architecturally significant materials and fenestration. This includes decorative masonry and block, brick, cut stone, glass, architecturally finished metal cladding and architectural precast panels. EIFS cannot be used on the lower 1/3 of the building. • 75% of glazing on the first floor of commercial buildings must be transparent glass. • Screen mechanical system and trash areas from view of the right-of-way with fencing and/or landscaping. When using shrubs, minimum height must be at least the same height as the equipment/trash containers.	100% of the glazing is clear vision glass The trash area is located behind the building and a maintenance-free 6' high screening fence will be installed to create a dumpster enclosure.
Access, Parking and Circulation **Complies**	• Site must support multiple modes of transportation, including auto, transit, bicycle and pedestrians. • Provide safe and well-lit parking for bicycles within 40' of building entrances. • Enhance opportunities for landscaping within the parking lots and along the perimeter, especially along the backside adjacent to Wilson Creek. • Visually create smaller parking areas with landscape screening within and along parking lot edges. Surface parking lots should have curbed, landscaped islands. • Pedestrian walkways from parking areas to the building must be at least 5' wide and delineated in a different, durable material or color than the parking lot surface. • Provide safe pedestrian connections between public sidewalks, transit stops, and building entrances.	Bicycle parking is included. The site is accessible to public transportation. Bicycle parking is within 20 feet of the main entrance The proposed landscaping is very extensive for this property as the existing site currently is a large expanse of asphalt paving. Curbed landscape islands have been created within the paved areas. The pedestrian walkways exceed the minimum requirement. The pathway leading to the 27th Street city sidewalk will be poured concrete, potentially stained or tinted.

	• Visually screen delivery areas from view of residential areas with street-type trees spaced no greater than 50' on center. • Max # of parking stalls for new general retail uses is 5 spaces per 1000 gsf of floor area. Max may be exceeded if either the landscaping screening buffer area along S. 27th St. is increased by an additional 2' in width and contains a combination of trees and shrubs. Increased landscape area shall run the length of the surface parking area where the max parking ratio is exceeded. • Provide shared parking where feasible.	The delivery area is separated and distinct. The vehicles making deliveries will not be the type requiring screening as they will be standard size vehicles like a pick-up truck or standard van. The number of parking stalls provided does not exceed the maximum allowed. 558 allowed; 222 provided
Landscaping **Intends to comply with DIZ standards. Applicant will need to confirm agreement with MMSD to place landscaping on their adjacent property or adjust their plans/seek a deviation prior to the issuance of an occupancy permit.**	• Landscape screening at the rear of the sites and delivery areas along Wilson Creek shall include street-type trees spaced 50' on center. Trees shall not be planted closer than 20' from light fixtures. • Landscaping along a street edge must be a minimum of 5' in width. This is required to be increased in width if max parking is exceeded (see above section). • Surface parking lots are required to have interior landscaped and curbed islands to visually divide the lot. Each landscaped island shall measure at least 150 sf in area and 3' in depth. • Each landscaped island shall include 1 deciduous tree (min. caliper of 2.5"); and 1 shrub (2' min height at time of planting) OR 1 native or ornamental grass (min 2 gallon size container); and 10 groundcover plants (min 2" container) or perennials (min 4.5" container) • In parking areas located in the front setback, no parking space shall be located more than 70' from a landscaped area.	Wilson Creek landscaping exactly meets the requirements. The width of the landscaping area along 27th Street exceeds 10 feet. Interior curbed landscape islands are proposed; All islands exceed the minimum requirements. All landscape islands that do not have a light pole have a deciduous tree. Multiple shrubs are proposed in islands where a tree would be too close to a light pole. All height and caliper requirements have been met. No parking space is greater than 70 feet from a landscape area.

	• Use a combination of ornamental and native plant species for perimeter and interior landscaping. • Planting of trees in the tree border as long as they are not closer than 40' to an existing tree. Will require review by DPW. • Pervious pavement and other stormwater management techniques are encouraged within the site. • Along the Wilson Creek side of the site, provide a 10' deep landscaped buffer. This width may be reduced if a landscape easement is granted for a landscape buffer within the adjacent property owned by MMSD. • Landscaping at the rear lot line should consist of trees (min 2.5" caliper at time of planting) planted every 50' on center and shrubs (3' high at time of planting) in 2 staggered rows, planted 20' on center.	The landscape buffer along Wilson Creek is proposed on the east side of the property line. This matches the location of the property to the north as that landscaping was approved to be on the MMSD side of the property line. No jog would occur between the two parcels. Shrubs along Wilson Creek are proposed as 3 foot high at the time of planting and in two staggered rows.
Site Improvements **Complies**	• Public spaces including outdoor cafes, courtyards or plazas are recommended to be located in visible areas such as along the street frontage or at entrances. • Provide site amenities including but not limited to public art in public spaces or landscaped areas. • Site amenities including benches, bike racks, trash receptacles, light fixtures, planters and so on should be coordinated throughout the parcel. • Exterior lighting should be used to enhance the architectural elements of buildings facing a street. • Light poles within parking areas may not exceed 30' in height. Lower height pedestrian lighting is encouraged along pedestrian walkways.	Then existing light pole locations will remain. The light fixture at the top of the pole will be replaced to meet requirements. The pole will be replaced if they exceed 30'. The exact height of the poles was not verifiable.

Signage **Additional information required in order to determine compliance.**	• Place signs so that they are visible below tree canopies. • Freestanding signs at major entrances along S. 27th St. must be monument in type. If signs are below 14' in height, one additional monument sign might be allowed (requires discussion with DCD staff). • All signs must be Type A. • For each development, a tenant sign and directional signs are allowed.	A building mounted sign is proposed in the same location as existed when this business previously occupied the building. A new monument sign is not being proposed at this time. Permits shall be required for all signage.