

**NOTICE OF PUBLIC HEARING**

**CITY OF MILWAUKEE  
City Plan Commission  
809 North Broadway  
Milwaukee, Wisconsin**

**October 8, 2015**

**DEAR PROPERTY OWNER:**

The City Plan Commission will hold a public hearing regarding the request for deviation from one of the design standards established by the Loomis Centre Development Incentive Zone (DIZ) Overlay for the new, 25,000 square foot Ross Dress for Less retail establishment located on the northwest corner of the Loomis Centre site, on the south side of West Morgan Avenue, west of South 27th Street, in the 13th Aldermanic District. The Loomis Centre DIZ was instituted in 2000, and establishes permitted and prohibited uses, as well as design standards for developments within the overlay. The design standards for building wall signage state that one tenant may have up to 200 square feet total of wall signs, and the signs may not exceed 6 feet in height. Ross Dress for Less is requesting a deviation to the signage standards to exceed the maximum square footage of signage because their retail space is on a corner and has two street-facing facades. Additionally, the larger signage will be more visible from 27<sup>th</sup> Street (from which the store is set back approximately 700 feet), and will be more proportionate with the building façade. Ross Dress for Less is proposing two wall signs: one, 351 square foot building sign on the east (27<sup>th</sup> Street) façade and one, 144 square foot building sign on the north (Morgan Avenue-facing) façade. **Please refer to the reverse side of this notice for map details.**

Date: Monday, October 19, 2015  
Time: 1:40 p.m.  
Place: Department of City Development  
809 North Broadway, Milwaukee, WI  
Room: First Floor Board Room

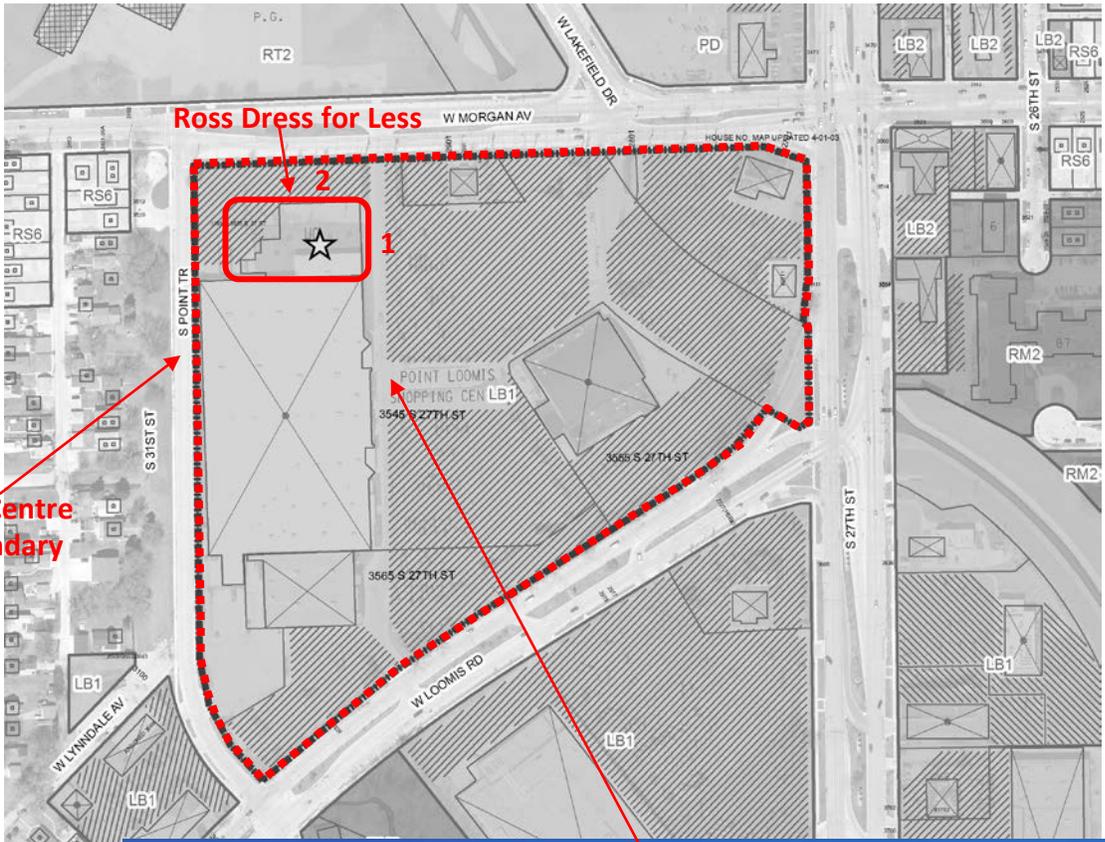
Interested parties will be offered an opportunity to express their views on the proposal prior to consideration by the City Plan Commission and Common Council. Your attendance and comments at this meeting are invited so you can make a complete examination of all aspects of the proposal.

**Submissions for this project (drawings, etc.) are available online at <http://city.milwaukee.gov/cityplancommissionCPC/LoomisCentreDIZ.htm>. For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on the Ross Dress for Less signage at Loomis Centre. If you wish to submit a letter to the commission regarding this proposal, you may email [PlanAdmin@milwaukee.gov](mailto:PlanAdmin@milwaukee.gov).**

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For additional information or to request this service, contact the Dept. of City Development ADA Coordinator at: (PH) 414-286-6076, (FAX) 414-286-0851 or by writing to the ADA Coordinator at: Dept. of City Development, 809 N. Broadway, 3rd Floor, Milwaukee, WI 53202-3617. Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. Registered lobbyists appearing before a Common Council Committee are required to identify themselves as such. More information is available at [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby).



Loomis Centre  
DIZ Boundary

Multi-tenant commercial building



1. 27<sup>th</sup> Street façade (proposed signage)



2. Morgan Avenue façade  
(proposed signage)

