

Raposa Design ■ Architecture

12690 W. Greenbriar Ln., New Berlin, WI 53151
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April 6, 2015

OWNER/CLIENT:

Kristin D Connelly
City of Milwaukee
Dept. of City Planning
809 N. Broadway, 2nd Floor
Milwaukee, WI 53202

RE: Proposed Ross Dress for Less
Application for Development Incentive Zone (DIZ) Overlay District
Northwest Corner of S 27th Street and West Loomis Road

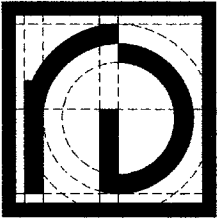
Dear Ms. Connelly:

Please find enclosed our submittal for the Proposed Ross Dress for Less Restaurant Located at the Northwest Corner of S. 27th Street and West Loomis Rd. Ownership of the property is excited to bring this new addition to the area and feel it will enhance the overall site. We feel that the project is consistent with the overlay standards. Per the overlay Standards the Ross Dress for Less is a permitted use per Item 13 of Exhibit A.

The Following Items are consistent with Design Principles and Performance Standards:

Site Design/Lot Requirements

- A. **Building Height** – The Max Height of the Ross Addition is 37'-0" Site Limit is 50'-0"
- B. **Building Placement** – This Building is an addition to the Existing Building the proposed setback standard of 25' is not applicable per Item B-1 in Section II of the DIZ Guideline. The addition is 78'-0" from the North Lot Line (Side Yard) and 86' From the West Lot Line (Rear Yard).
- C. **Parking**
- 275 Parking Stalls are provided for the 25,000 s.f. Addition. We are over 10 per 1000 which exceeds the DIZ Guideline.
 - All spaces are to be lit with existing site lighting.
 - Parking is shared parking between neighboring retail facilities.
 - All parking areas are curbed with landscaping.
 - All Parking Elements meet the DIZ Guideline Standard.



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Cont. Ross Dress For Less
DIZ Submittal Pg. 2

D. Landscaping Requirements and Site Improvements

- Landscaping Meets the City of Milwaukee Zoning Code 295-75
- There are no proposed new parking stalls.
- Existing Site provides the Trees per parking space and the Decorative Metal Fencing and will remain as currently constructed.
- Ross does not use outside Storage.
- Ross Does not use dumpsters.
- Wing wall is provided for on the loading dock.
- We have added trees along the north wall to break up the façade.
- We have added perennials in a bed on the NE corner of the new building for color. This will welcome customers entering the site from Morgan avenue.

E. Signage

- Ross will be provided signange on existing monument signs.
- Building signage will be individual letters with no raceways, that meet the DIZ Standards.
- Ross will submit a separate Package for Signage that will meet the Zoning or will go for a variance based on their submittal.

F. Lighting

- Existing Site Lighting will be utilized.

G. **Hours of Operation** – The store will operate during the hours established by the DIZ Standards.

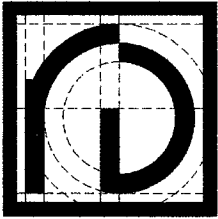
Building Design

A. Massing

- The building massing is consistent with the mid-box retail establishment in-line with Ross.

B. Facades

- The Front Façade (East Elevation) steps out from the main massing of the building creating interest in its multiple steps in depth as well as height. This articulation clearly establishes the main entrance of the building.
- The North Façade continues with changes in height of parapets incorporating change in materials and creating interest.
- The West Façade incorporates steps and provides screening for the truck dock.
- The East and North Facades incorporate sconces to wash the building in light during the evening and night hours. Security lighting is provided along the west and north façade as well. There is also down lighting incorporated under the main entry elements to light the sidewalk during evening and nighttime hours.
- Lighting was added to the North wall for illumination during evening hours.



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Cont. Ross Dress For Less
DIZ Submittal Pg. 3

C. Materials

- The Facades will comprise of a Wainscot Color Integral Split Face Masonry Units, Painted Split face Masonry Units, EIFS, Aluminum Frames & Clear Vision Glazing. Which is consistent with the existing portions of the building.

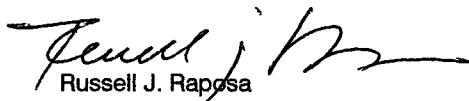
Materials (cont.)

- The EIFS on the new portion of the building is at less than 35%
- Roof Top Units will be screened in accordance with the Design Standard.
- Building Material Sample shall be submitted to the Department of City Development for review, upon request.

If you need any additional information please let me know.

Sincerely,

Raposa Design



Russell J. Raposa
Principal