



Chick-fil-A 27th & Loomis (Milwaukee, WI)

Project Narrative – Development Incentive Overlay Zone (DIZ) Application

Site Summary

Chick-fil-A (CFA) is proposing to redevelop an approximate 0.96-acre parcel located at the southwest corner of S. 27th Street and Morgan Avenue in the City of Milwaukee. The CFA site is more specifically located at 2701 W. Morgan Avenue. The property is zoned Local Business 1 and is located within the Loomis Centre Development Incentive Zone (DIZ). The subject site is surrounded by commercial and retail uses on all sides.

A single story Zebbs Family Restaurant currently stands at the CFA parcel surrounded by an asphalt parking lot. CFA will raze the restaurant building & associated parking lot and will redevelop the site with a new single story 5,361 square foot free-standing restaurant, outdoor patio seating, dual drive-thru facility with free-standing canopies, parking areas, and associated utilities. Operating hours for CFA restaurants are generally Monday thru Saturday, between 6:00 AM to 10:30 PM, closed on Sundays. CFA will employ approximately 60-80 people with 15-20 employees at the restaurant during the largest shift. Approximately 120 construction jobs will be created by construction of the restaurant.

Lot Layout/Configuration

The CFA building will be constructed on the east side of the site in order to achieve the following: create attractively landscaped perimeter and interior areas; establish a safe and functional vehicle and pedestrian traffic pattern; provide for adequate parking and efficient traffic circulation; and to place a modern building with quality materials in a prominent location in the City.

A screen wall with brick veneer is proposed to be installed on the east side of the site in between the drive-thru lane and property line. This screen wall will provide grade relief as well as shield the headlights of the vehicles within the drive-thru lane. Decorative fence and pilasters are proposed to be installed on the north side of the site and at the southeast corner of the property.

Pedestrian access to the new store will be provided from multiple locations: Morgan Avenue; 27th Street; and the shopping center development sidewalk to the west of the site. All sidewalk crossings will be constructed of colored concrete and will be striped & signed. A speed table is proposed at the pedestrian crossing across the drive-thru lane at the southeast corner of the site.

The outdoor patio to the east of the new building will feature 3 tables (for a total of 12 outdoor seats). A decorative fence will be installed around the perimeter to create a barrier between the patio and the adjacent parking lot.

Parking for CFA will be located to the west of the restaurant building with the required perimeter and interior parking lot landscaping. The number of parking spaces proposed will exceed City Code



requirements and a Board of Zoning Appeals (BOZA) variance has been requested. The number of parking stalls being proposed will be paramount for the new CFA development. These parking stalls will be utilized by dine-in, mobile order, and 3rd party delivery customers. Having these parking stalls in close vicinity to the store will reduce the travel distance and number of vehicular access drives customers will need to cross to get to the store, thus increasing safety. The site has been designed with a sufficiently long drive-thru queue which will minimize backups within the parking lot and onto the adjacent roadways. The proposed development will maintain the site's existing access points to Morgan Avenue (right-out only access) and the shopping center access drive on the west side of the site (full access).

Offsite Improvements

Per the recommendations listed in the project's Traffic Impact Analysis report, some offsite traffic improvements are proposed as part of the CFA project. Left turn flashing arrows will be installed for all approaches at the Morgan Avenue / Lakefield Drive intersection. A dedicated thru arrow pavement marking will also be added to one of the southbound lanes of Lakefield Drive. The existing Morgan Avenue / 27th Street intersection traffic signal will also be modified to add a left turn arrow for the eastbound Morgan Avenue approach. All required agreements pertaining to these traffic improvements will be finalized with DPW prior to the issuance of building permits.

Drive-Thru Features & Operations

CFA will install two free-standing canopies over the drive-thru lane: An order point canopy to be located directly south of the CFA building; and an order meal delivery canopy to be located on the north side of the CFA building, over the pick-up window.

CFA's drive-thru operation consists of two lanes of customer ordering and two lanes of meal fulfillment. This dual flex lane concept allows the restaurant operator to use the outer lane as either a second meal fulfillment lane or as a by-pass lane at their discretion to properly support the operational needs of his or her business. If/when the outer lane is not in use, a series of magnetic delineators will be used to merge cars back into one lane for meal fulfillment at the window. Providing the two full lanes gives the operator the most flexibility to service their guests effectively and efficiently.

Additionally, Chick-fil-A has a philosophy of encouraging a team member forward drive-thru operation to provide a personal guest experience and increase overall efficiency. CFA has achieved this through incorporating the ability for team members to take meal orders and payment face-to-face prior to guests arriving at the meal fulfillment area and through team members executing outdoor meal delivery in the meal fulfillment area.

Enhancements have also been made at the pick-up window through implementation of a drive thru door. The enhancement constitutes replacing the typical window with a multi-function door, that also can function as a window. The purpose of the drive thru door is to allow team members to stage more meals and beverages indoors while they are delivering meals outside, directly to



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vehicle windows. The door allows easier access to the meals without passing them through a small window. This change helps to create an efficient drive-thru operation and improve the overall guest experience. During non-peak times or periods of inclement weather, the door can be closed and will function as a standard pickup window. Innovative features such as these are what have earned Chick-fil-A best drive-thru in America for ten consecutive years as determined by a nationally recognized quick service authority. Out of all the quick service restaurants surveyed, Chick-fil-A scored the highest in order accuracy, friendliness of the order takers, and speed of service.

Deliveries & Refuse/Recycling

Standard deliveries to the site via smaller box trucks will typically occur daily during non-peak operating hours. Larger semi-truck deliveries will occur after operating hours via key drops and will occur 2-3 times a week.

A dual bin trash enclosure has been situated on the west side of the site and will be constructed utilizing materials to compliment the restaurant building. The dumpsters inside of the enclosure will be screened from the front by durable double gates with prefinished plastic lumber (weathered wood).

Signage

CFA's signage will be attractive and compliant with the City Code including building signage, a monument sign, and directional signage. The existing Zebbs pylon sign is proposed to be replaced with a new CFA monument sign at the northeast corner of the site. The brick base of the new monument sign will match the brick veneer of the adjacent screen wall. A DIZ Deviation for the proposed monument sign will be required.

Building Elevations

The Chick-fil-A building has been designed with a mixture of brick veneer, prefinished metal, and glass. The materials align with the adjacent buildings in the surrounding commercial area. The mechanical units for heating/cooling will be located on the roof and will be screened via a parapet wall. Accent light via wall sconces are proposed around the building to provide nighttime interest.



Loomis Centre DIZ – Design Guidelines & Performance Standards

The CFA development has been designed to meet the design guidelines and performance standards of the Loomis Centre DIZ to the maximum extent practicable. The proposed restaurant development has been designed to be compatible with the surrounding uses, pedestrian-friendly, utilize appealing architectural features, and designed with an efficient layout. Per the Loomis Centre DIZ guidelines, sit-down restaurants with drive-thru facilities are permitted but the drive-thru facility is subject to approval by the City Plan Commission. The CFA development is similar to the neighboring Panera Bread development to the south.

Performance Standards

A. Height Limitations

The proposed CFA building has been designed with a height of 20'-4.5", thus meeting the DIZ maximum height requirement of 50'.

B. Building Placement

Due to the unique shape of the subject property and given the proposed restaurant with drive-thru use, the building has been positioned as close as practicable to the Morgan Avenue and 27th Street frontages, but will exceed the overlay standard of at least one wall of a new building being located primarily within 25' of a public street or main drive aisle. The building location was established in order to fit the proposed drive-thru lane, sufficiently large landscape buffer, and screen wall/decorative fence in between the building and roadway frontages. The CFA building will be setback 32.5' from Morgan Avenue and 37.8' from 27th Street. Since these setbacks exceed the maximum required 25' setback, a DIZ Deviation has been requested. CFA believes that the proposed building location and site layout will do the following: establish a safe and functional vehicular & pedestrian traffic pattern; help minimize adverse impacts to adjacent properties; and enhance the pedestrian experience.

C. Parking, Circulation, and Access

The CFA parking lot has been designed with a total of 24 parking stalls. DIZ guidelines only specify a parking requirement for retail uses so the underlying zoning requirement (maximum 3.5 spaces per 1,000 square feet GFA) applies. Since CFA is proposing more parking than is allowed, a parking variance from BOZA has been requested. The proposed parking stalls are located to the west of the building and are not located in any required setbacks. The parking area will be illuminated and landscaped to meet City requirements. The parking lot has been designed to maintain access to Morgan Avenue and the shopping center access drive to the west. Pedestrian connectivity throughout the parking lot has been provided via sidewalks and crosswalks which will be constructed of colored concrete & will be striped & signed.

D. Landscaping, Open Space, and Site Improvements

The CFA development has been designed to satisfy the landscape requirements of City Code. The perimeter and interior areas of the site will be attractively landscaped to enhance the appeal of the corner of the Morgan Avenue/27th Street intersection. Ornamental fence and brick pilasters are proposed to be installed along the Morgan Avenue frontage and at the very southeast corner of the property. A screen wall with brick veneer is proposed to be installed on the east side of the site in between the drive-thru lane and 27th Street frontage.



This screen wall will provide grade relief as well as shield the headlights of the vehicles within the drive-thru lane. The screen wall will have a height of 3' on the drive-thru lane side of the wall and a 4' height on the 27th Street side. A dual bin trash enclosure has been situated on the west side of the site and will be constructed utilizing materials to compliment the restaurant building. The dumpsters inside of the enclosure will be screened from the front by durable double gates with prefinished plastic lumber (weathered wood). Landscape screen is also proposed around the enclosure.

E. Signage

CFA's proposed signage will be attractive and will provide additional interest to the intersection corner & roadway corridor. The proposed signage will include building signage, a monument sign, and directional signage. The existing Zebbs pylon sign is proposed to be removed and replaced with a new CFA monument sign at the northeast corner of the site. The brick base of the new monument sign will tie in and match the brick veneer of the adjacent screen wall. The ornamental fence along the north frontage will also tie into the monument sign base. A DIZ Deviation for the proposed monument sign is being requested. The monument sign and building wall logo sign are both proposed to be Type A signs. These signs are proposed to have the white of the logo routed & illuminated. The red background of the sign will not be illuminated.

F. Lighting

The proposed parking and building lighting has been designed to prevent glare onto the adjacent roadways and properties. The height of the parking lot light poles will not exceed 20' in order to satisfy DIZ requirements. Accent light via wall sconces are proposed around the building to provide nighttime interest.

G. Hours of Operation

Operating hours for CFA restaurants are generally Monday thru Saturday, between 6:00 AM to 10:30 PM, closed on Sundays. These hours of operation meet the Loomis Centre DIZ requirements.

Building Design

A. Massing

The proposed CFA building will incorporate articulation on all four elevations to break up the massing of the wall and provide interest. The building has been positioned as close as practicable to the Morgan Avenue / 27th Street intersection to create a strong presence as well to anchor the corner of the development to the intersection. Additionally, by placing the building at the hard corner it creates an inviting experience for pedestrians walking along either frontage. Given the proposed architectural design of the building, the CFA development will create an attractive presence at the prominent corner.

B. Facades

All of the building facades have been designed to create architectural interest from the surrounding roadways and adjacent properties through articulation, alternating colors of brick and metal accents. The building's main entrance has been well defined by a set of double doors located at the southeast corner of the building. A pedestrian connection from 27th Street has been proposed which will lead guests right to the front door while pedestrian



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sidewalk connections have been provided to Morgan Avenue as well as the shopping center internal sidewalk network for additional connectivity. Accent light via wall sconces are proposed around the building to provide nighttime interest.

C. Materials

The Chick-fil-A building has been designed with a mixture of brick veneer, prefinished metal, and glass. The materials align with the adjacent buildings in the surrounding commercial area. The mechanical units for heating/cooling will be located on the roof and will be screened via a parapet wall.