



March 4th, 2015

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

RE: Proposed Popeye’s Louisiana Kitchen
Application for Development Incentive Zone (DIZ) Overlay District
Northwest Corner of South 27th Street and West Loomis Road

Dear Kristin D. Connelly:

Please find our enclosed submittal for the proposed Popeye’s restaurant located at 27th and Loomis. We are excited to bring this new development project to the DIZ Overlay district, and feel that the project is consistent with the overlay standards. Per the DIZ standards the Popeye’s Louisiana Kitchen is a permitted use, per item I. 40. “Type B (sit-down) restaurants

The following items are consistent with Design Principles and Performance Standards:

SITE DESIGN/LOT REQUIREMENTS

- A. **Height Limitation** - The maximum height of the building is 19’-4”, which meets the DIZ standard of 50’.
- B. **Building Placement** - The proposed building is located approximately 25’ from the public right-of-way, which meets the DIZ standard of 25’.
- C. **Parking, Circulation and Access**
 - The parking ratio provided is 6/1000sf which meets the DIZ minimum requirement of 3/1000sf.
 - All parking spaces will be lighted for security. (meets DIZ standard)
 - Parking is shared between neighboring retail facilities. (meets DIZ standard)
 - Pedestrian connection is provided to building entrance (meets DIZ standard)
 - All parking areas and drive aisles are curbed with landscaping (meets DIZ standard)
- D. **Landscaping, open space and site improvements**
 - Landscaping meets City of Milwaukee code 295-75. (meets DIZ standard)
 - 4 trees are provided for 15 total spaces, which meets the DIZ minimum standard of one tree per 30 spaces.

Woolpert, Inc.
1815 South Meyers Road, Suite 120
Oakbrook Terrace, IL 60181-5226
630.424.9080

- Existing ornamental fence with brick columns shall remain (meets DIZ standard)
- Dumpster enclosure is screened (meets DIZ standard)

E. Signage

- Proposed monument sign is 15 feet in height and 49 square feet of area, which meets the DIZ maximum standard “One monument sign shall be provided and will not exceed 20 feet in height or 200 sf. Area”

F. Lighting

- Existing lighting for Loomis center will be maintained for the proposed development (meets DIZ standard)

G. Hours of Operation

- The restaurant will be open from 8am to 10pm (meets DIZ standard hours of operation between 6am and midnight)

BUILDING DESIGN

A. Massing

- The façade of the building is articulated with raised parapets that undulate on all four side of the structure to emphasize the front facade, entrances and drive-thru. All entrances are highlighted with standing seam metal canopies.
- The building placement helps define the boundary of the larger property providing a screening element to the large parking field while maintaining views to the larger anchor tenant. By placing the building closer to the street we are creating a more urban/ pedestrian feel to the streetscape.

B. Facades

- The front façade will draw attention from the street due to its juxtaposition to the street axis. Furthermore it has a taller parapet and projects out toward the street from the core of the building.
- The entrances are marked with metal canopies and are located in direct visual contact with the parking field.
- The east façade is articulated with varied height parapets, vision glass, a metal canopy, balcony and a brick in-lay pattern.
- As indicated in item 3 the building is articulated with window, shutters, canopies and a balcony as well as varying height parapets, all of which help relate the building to human scale.
- Gooseneck lighting is provided around the three primary sides of the building to wash the building in light during the evening and night hours. Security lighting is

provided as well at the service side of the building. The decorative lighting is consistent with the styling of the building

C. Materials

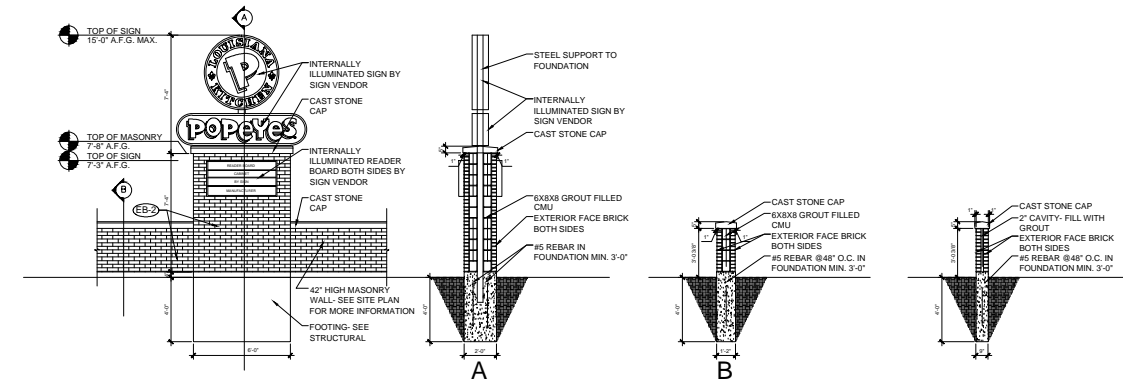
- The façades visible from the public street and interior drive aisle for the center are articulated with a two tone brick exterior with areas of brick in-lay, metal canopy/ balcony and shutters.
- The materials that makeup the exterior are brick, metal storefront & glass, metal canopies, balcony and brick in-lay.
- Rooftop equipment will be screened from public view by the varied height parapets
- All glazing is vision glass.
- Sample will be provided upon request

If you need additional information, please let me know.

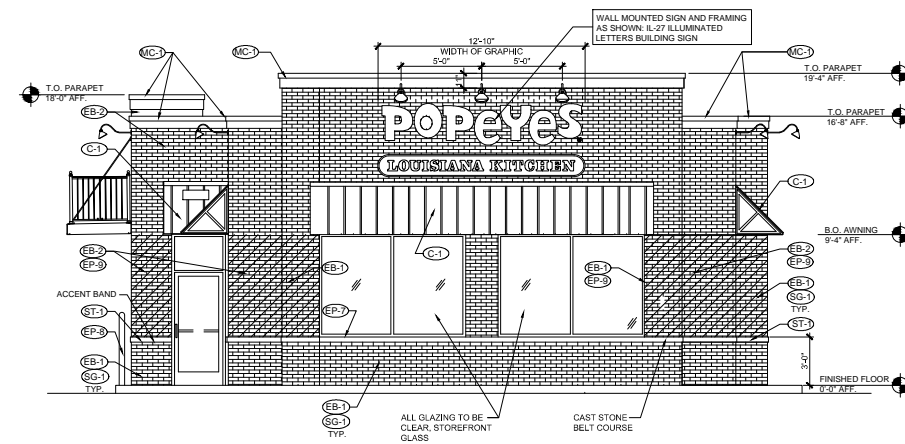
Sincerely,

Woolpert, Inc.

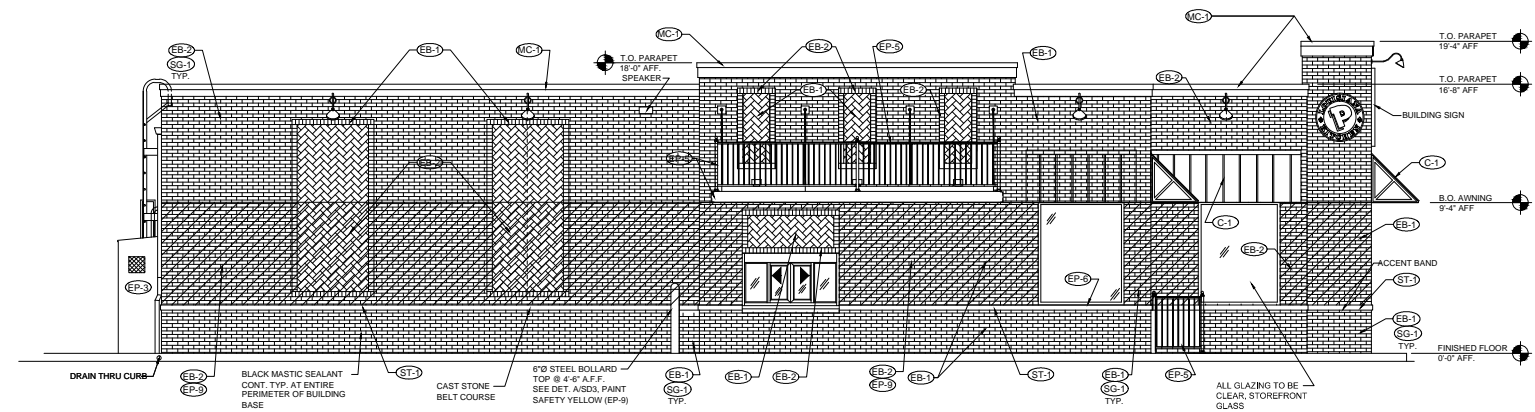
Tim Reber, PE



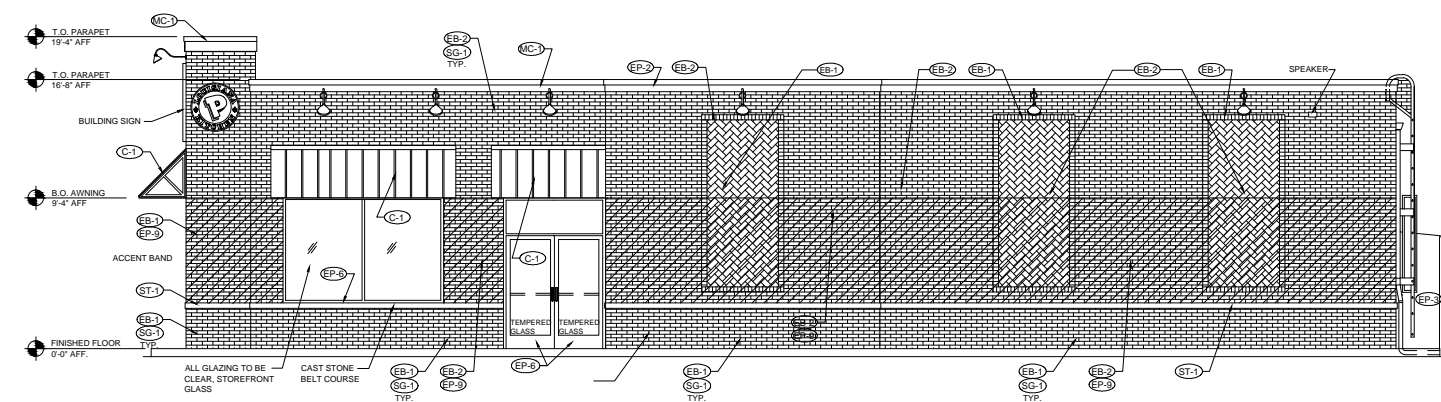
MONUMENT SIGN & MASONRY WALL ELEV. & SECTIONS



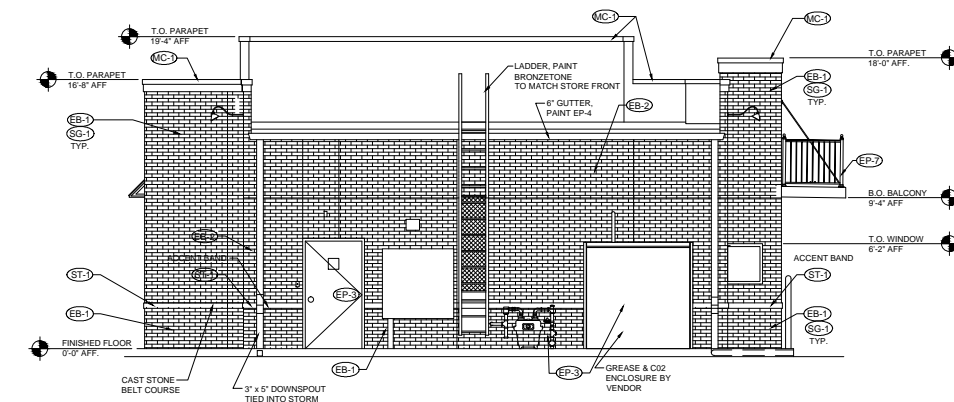
EAST ELEVATION (27TH ST. FACING)



SOUTH ELEVATION (LOOMIS FACING)



NORTH ELEVATION



WEST ELEVATION

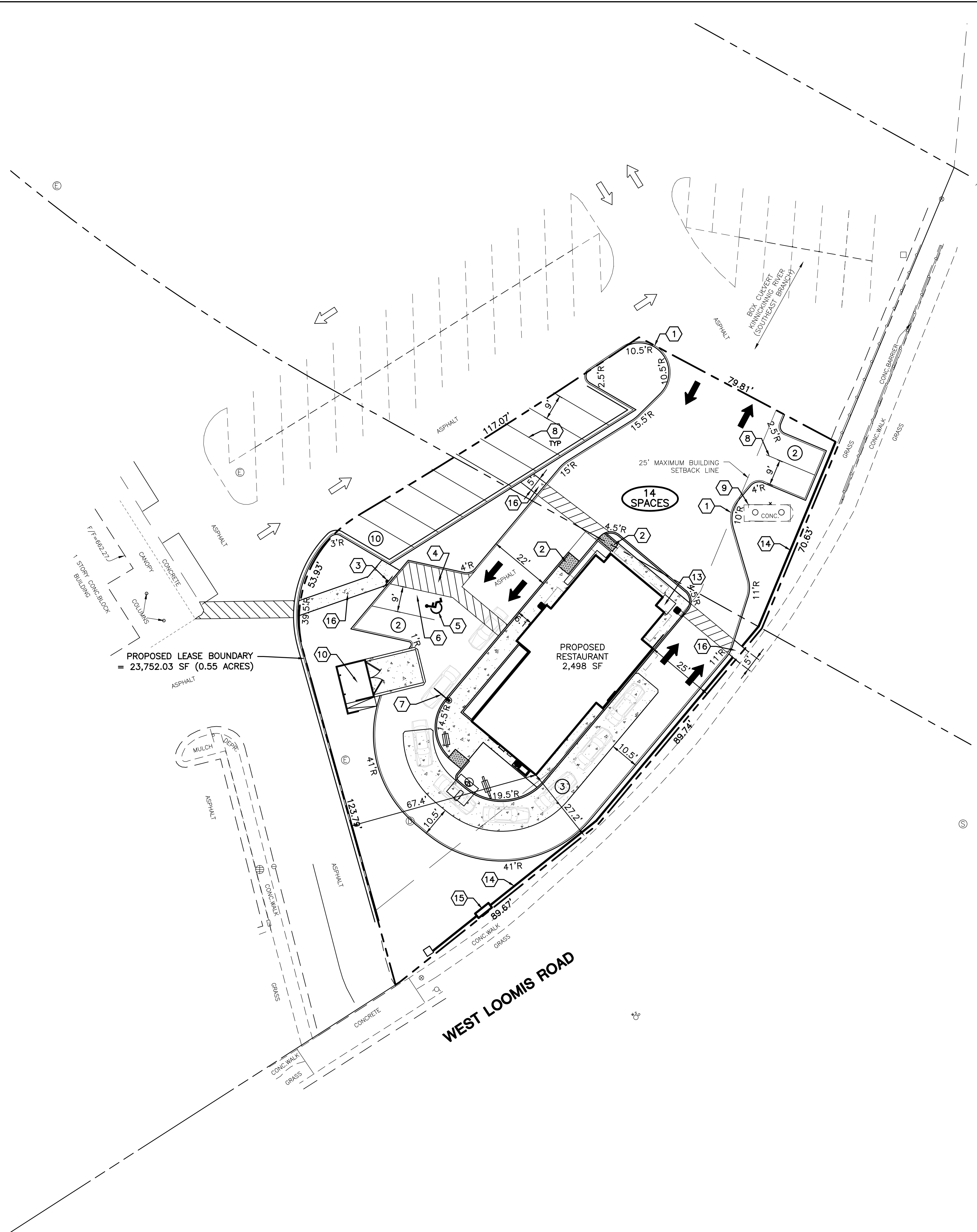


NEW DRIVE-THRU RESTAURANT
 POPEYES'S LOUISIANA CHICKEN
 27th & LOOMIS
 MILWAUKEE, WI

03-03-2015



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SOUTH 27TH STREET

WEST LOOMIS ROAD

SITE KEY NOTES

- NO. DESCRIPTION
- ① CONCRETE CURB AND GUTTER
- ② ACCESSIBLE RAMP
- ③ ACCESSIBLE PARKING SIGN
- ④ 4" WIDE STRIPES 4' O.C. AT 45° ANGLE, THERMOPLASTIC YELLOW
- ⑤ ACCESSIBLE SYMBOL
- ⑥ ACCESSIBLE PARKING SPACES & THEIR ACCESS AISLES SHALL BE 2% MAX. SLOPE IN ALL DIRECTIONS
- ⑦ CLEARANCE BAR
- ⑧ 4" PARKING STALL STRIPE, TRAFFIC YELLOW PAINT
- ⑨ EXISTING MONUMENT SIGN TO REMAIN
- ⑩ REFUSE ENCLOSURE (SEE ARCH. PLANS FOR DETAILS)
- ⑪ "DO NOT ENTER", "EXIT ONLY" SIGNS
- ⑫ "RIGHT TURN ONLY" SIGN
- ⑬ BIKE RACK
- ⑭ 4' HIGH MASONRY WALL, SEE ARCHITECTURAL DRAWINGS
- ⑮ PROPOSED MONUMENT SIGN, SEE ARCHITECTURAL DRAWINGS
- ⑯ PROPOSED CONCRETE WALK

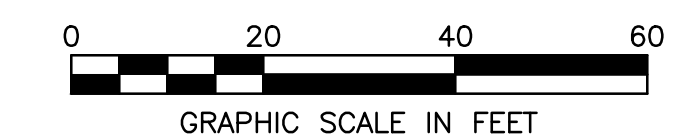
SITE LEGEND

- [Symbol] INDICATES LIGHT DUTY PAVEMENT
- [Symbol] INDICATES HEAVY DUTY PAVEMENT
- [Symbol] INDICATES NEW CONCRETE PAVEMENT
- [Symbol] LIGHT POLES
- [Symbol] EXISTING CURB AND GUTTER
- [Symbol] POSITIVE SLOPED CURB
- [Symbol] ACCESSIBLE SIDEWALK RAMP WITH DETECTABLE WARNING
- ⑩ INDICATES PARKING COUNT
- 100 SPACES INDICATES PARKING TOTAL FOR SURROUNDING AREA
- ① C700 INDICATES DETAIL LOCATION (DETAIL NUMBER/DETAIL SHEET)
- [Symbol] EXISTING BOUNDARY
- [Symbol] PROPOSED LEASE BOUNDARY



SITE NOTES

1. ALL DIMENSIONS, RADII AND COORDINATES ARE TO BACK OF CURB WHERE APPLICABLE. ALL RADII SHALL BE 'X' UNLESS INDICATED OTHERWISE.
2. ALL PAVEMENT MARKING SHALL BE YELLOW IN COLOR UNLESS INDICATED OTHERWISE.
3. ALL CURB & GUTTER ON-SITE SHALL BE "POSITIVE", UNLESS NOTED OTHERWISE (SEE DETAILS).
4. ALL CURB AND GUTTER ON-SITE SHALL BE B6.12 UNLESS OTHERWISE NOTED.
5. ADA DETECTABLE WARNINGS/TRUNCATED DOMES TO BE PROVIDED AT SIDEWALKS ON EITHER SIDE OF EACH DRIVEWAY CROSSING.
6. WHERE NEW PAVEMENT IS TO BE PLACED OVER CURBED ISLANDS THAT HAVE BEEN REMOVED, CONTRACTOR TO PROVIDE AGGREGATE BASE & BINDER COURSE MATCHING THE EXISTING PAVEMENT SECTIONS PRIOR TO PLACEMENT OF SURFACE COURSE.
7. PRIOR TO COMPLETING OVERLAY, CONTRACTOR TO INSPECT PAVEMENT CONDITIONS. PATCH AND CRACK FILL AS NEEDED.
8. CONTRACTOR TO PERFORM PAVEMENT RESTORATION FOR ALL BUILDING FOOTINGS AND UTILITY INSTALLATIONS. CONTRACTOR TO PROVIDE 8" AGGREGATE BASE, 3" BINDER COURSE, AND 1.5" SURFACE COURSE OR MATCH THE EXISTING PAVEMENT SECTION, WHICHEVER IS GREATER.
9. AREAS OF PAVEMENT RESTORATION SHALL BE PROOF ROLLED TO DETERMINE IF FULL DEPTH RESTORATION IS REQUIRED OR IF ONLY THE BITUMINOUS MATERIAL IS TO BE REPLACED.



REVISION	
No.	DATE

PROJECT No:	074917
DATE:	03/04/15
DES.:	
DR.:	
CXD.:	

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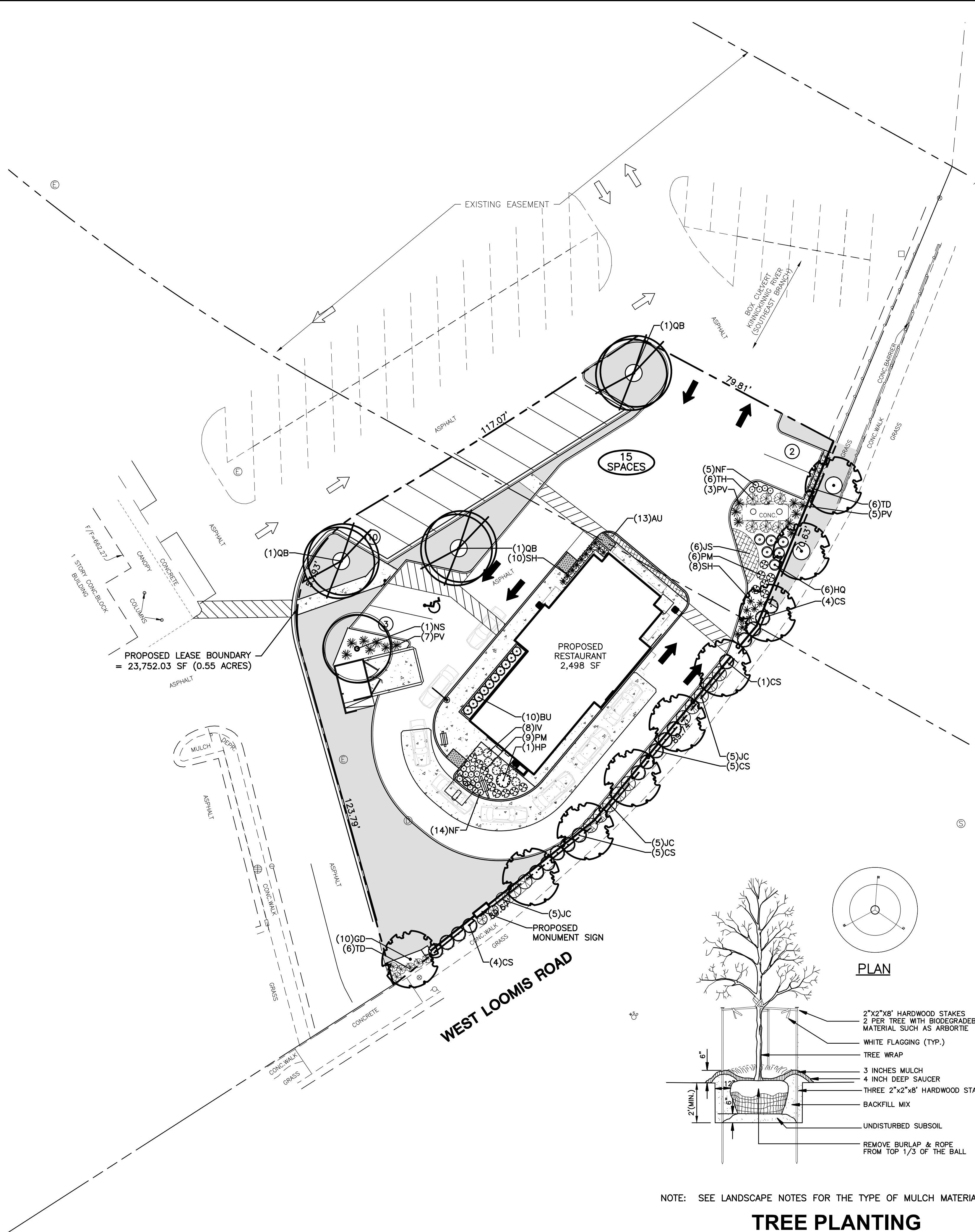
WOOLPERT

SITE IMPROVEMENT PLANS
POPEYE'S LOUISIANA KITCHEN
LOOMIS CENTRE - 27TH AND LOOMIS
MILWAUKEE, WISCONSIN

SITE PLAN

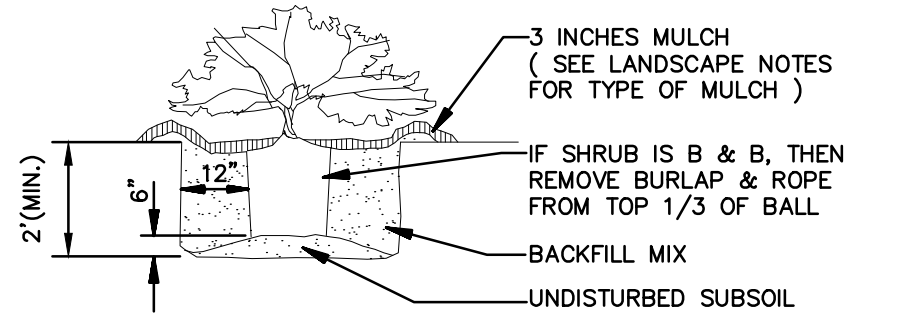
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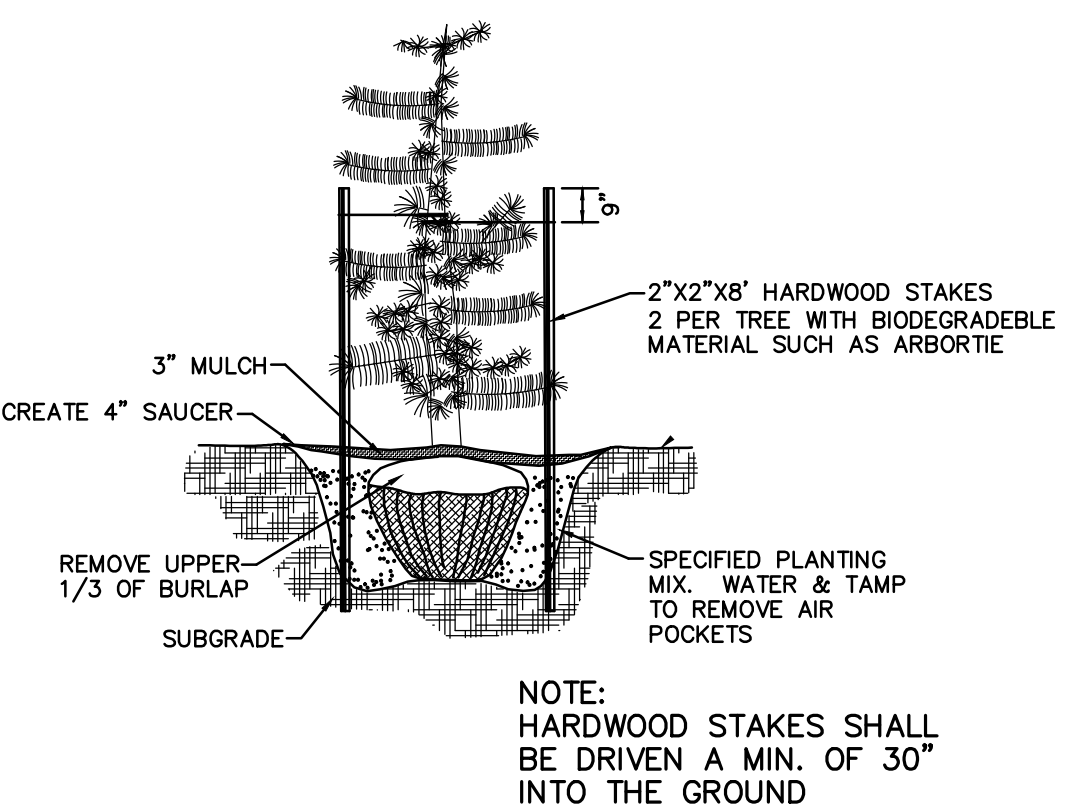


SOUTH 27TH STREET

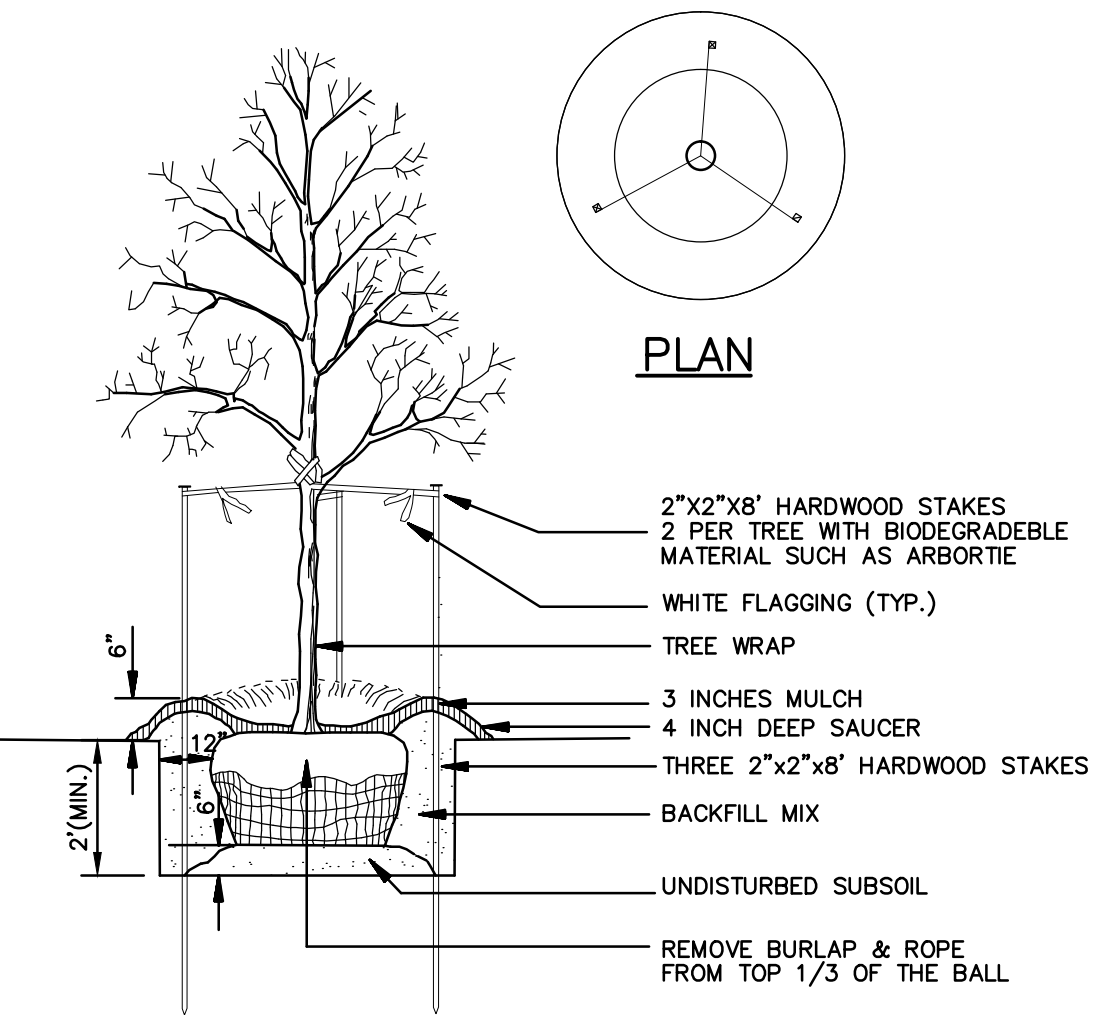
WEST LOOMIS ROAD



SHRUB PLANTING
N.T.S.



EVERGREEN PLANTING DETAIL
N.T.S.



TREE PLANTING
N.T.S.

NOTE: SEE LANDSCAPE NOTES FOR THE TYPE OF MULCH MATERIAL TO USE.

LANDSCAPE NOTES

- ALL PLANT MATERIAL SHALL CONFORM TO THE AMERICAN ASSOCIATION OF NURSERYMEN, ANSI Z60.1, CURRENT EDITION.
- ALL WORK SHALL BE DONE IN STRICT ACCORDANCE WITH THE MILWAUKEE LANDSCAPE ORDINANCE.
- ALL PLANTED AREAS AND LANDSCAPE ISLANDS SHALL RECEIVE A 3" LAYER OF SHREDDED HARDWOOD BARK MULCH.
- THE SIZES OF PLANT MATERIAL SHOWN IN THE PLANT CHART ARE THE MINIMUM REQUIRED AT THE TIME OF PLANTING. CONTRACTOR TO PROVIDE INFORMATION AT TIME OF BIDDING IF ALTERNATE MATERIALS ARE SUGGESTED.
- ALL LANDSCAPE MATERIAL INSTALLED SHALL BE MAINTAINED BY THE LANDSCAPE CONTRACTOR UNTIL FINAL ACCEPTANCE BY THE OWNER.
- ALL DISTURBED AREAS NOT RECEIVING PLANTINGS (INCLUDING RIGHT-OF-WAYS) SHALL RECEIVE SIX INCHES OF TOPSOIL, SEED, AND WATER UNTIL A HEALTHY STAND OF GRASS IS ESTABLISHED.

LANDSCAPE CODE SUMMARY

PERIMETER LANDSCAPING AND EDGE TREATMENTS (295-405.1.b)

TYPE A: ONE TREE 25 FEET ON CENTER WITH BASE SHRUBS
 REQUIRED:
 250 LF OF FRONTAGE = 10 TREES + SHRUBS
 PROVIDED:
 10 SHADE TREES
 60 SHRUBS

INTERIOR PARKING LOT LANDSCAPING (295-405.2)

TWO TREES & TWO SHRUBS PER 8 SPACES
 REQUIRED:
 15 SPACES = 3.75 TREES & SHRUBS
 PROVIDED:
 4 SHADE TREES
 6 SHRUBS & GROUNDCOVER AROUND EXISTING SIGN

PERMANENT SEEDING

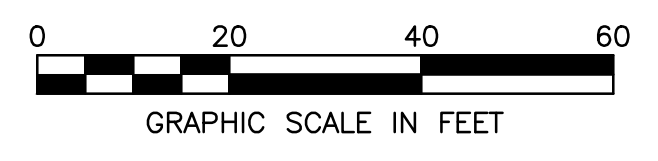
ALL FILL AND CUT SLOPES SHOULD BE SEEDDED IMMEDIATELY AFTER CONSTRUCTION. SEED TO THE FOLLOWING GRASS MIXTURES:
 (1) 6# TURF TYPE TALL FESCUE (TRIPLE BLEND)
 8# 12-12-12 FERTILIZER
 1 1/2 BALES OF STRAW PER 1000 SQUARE FEET ON 2:1 OR STEEPER SLOPES USE:
 (2) 2# CROWNVEITCH
 1 1/2# TALL FESCUE
 1 1/2# PERENNIAL RYEGRASS
 20# 5-10-10 FERTILIZER
 2 BALES OF STRAW PER 1000 SQUARE FEET

BACKFILL MIX

3 PARTS SOIL REMOVED FROM PLANT PIT
 1 PART TOP SOIL
 1 PART PEAT MOSS
 1 PART COMPOSTED COW MANURE
 PREPARE SOIL IN SHRUB AND PERENNIAL BEDS TO 12 INCH MINIMUM DEPTH.

TAG	QTY	SCIENTIFIC NAME	COMMON NAME	COND.	SIZE	REMARKS
SHADE TREE						
GD	10	Gymnocladus dioica 'Espresso'	Fruitless KY Coffeetree	B&B	2.5" cal. 14'ht. 7'wd	Full, well shaped
NS	1	Nyssa sylvatica	Black Gum	B&B	2.5" cal. 14'ht. 7'wd	Full, well shaped
QB	3	Quercus bicolor	Swamp White Oak	B&B	2.5" cal. 14'ht. 7'wd	Full, well shaped
EVERGREEN SHRUB						
BU	10	Buxus x 'Glencoe'	Chicagoland Green Boxwood	#3 cont.	18"ht. x 18"wd.	Full, vigorous
JC	15	Juniperus chinensis 'Sea Green'	Sea Green Juniper	B&B	24"ht. x 24"wd.	Full, vigorous
PM	15	Pinus mugo 'Mops'	Dwarf Mugo Pine	#3 cont.	18"ht. x 18"wd.	Full, vigorous
TD	12	Taxus x media 'Densiflora'	Dense Yew	#3 cont.	18"ht. x 18"wd.	Full, vigorous
TH	6	Thuja occidentalis 'Woodwardii'	Woodward Globe Arborvitae	B&B	24"ht. x 24"wd.	Full, vigorous
DECIDUOUS SHRUB						
CS	19	Cornus sericea 'Isanti'	Isanti Red Twig Dogwood	B&B	24"ht. x 24"wd.	Full, vigorous
HP	1	Hydrangea paniculata 'Limelight'	Limelight Hydrangea	B&B	48"ht. x 24"wd.	Full, vigorous, on 24" standard
HQ	6	Hydrangea quercifolia 'Sykes Dwarf'	Oakleaf Hydrangea	B&B	24"ht. x 24"wd.	Full, vigorous
IV	8	Itea virginica 'Little Henry'	Little Henry Sweetspire	#3 cont.	18"ht. x 18"wd.	Full, vigorous
ORNAMENTAL GRASS						
PV	15	Panicum virgatum 'Shenandoah'	Shenandoah Switchgrass	#2 cont.		Full, vigorous
SH	18	Sporobolus heterolepis	Prairie Dropseed	#2 cont.		Full, vigorous
GROUNDCOVER / PERENNIAL						
AU	13	Arctostaphylos uva-ursi 'Massachusetts'	Common Bearberry	#3 cont.		30" on center
JS	6	Juniperus chinensis sargentii 'Viridia'	Green Sargent Juniper	#3 cont.		4' on center
NF	19	Nepeta x faassenii 'Walker's Low'	Walker's Low Catmint	#1 cont.		

* QUANTITIES ARE PROVIDED FOR CONVENIENCE ONLY. CONTRACTOR IS RESPONSIBLE FOR ALL QUANTITIES OF PLANTS ON LANDSCAPE PLAN.

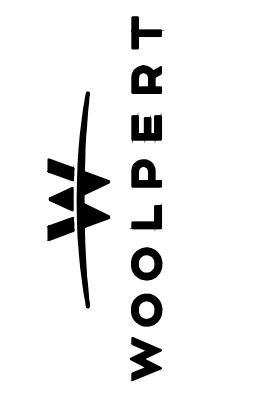


NO.	REVISION

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074917				

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SITE IMPROVEMENT PLANS
POPEYE'S LOUISIANA KITCHEN
 LOOMIS CENTRE - 27TH AND LOOMIS
 MILWAUKEE, WISCONSIN
LANDSCAPE PLAN

SHEET NO.
C500



