

1. Submit updated plans that reflect the removal of both existing pylon signs.
2. Add more annual plantings to the landscape strip along South 27th Street.

October 21, 2019 Rev Nov. 8th, 2019

**Request to Deviate from Design Standards for Loomis Point Development Incentive Zone-
Panera Bread (3511 South 27th street)**

Panera Bread Company is requesting to deviation from 3 design standards established by the Loomis Centre Development Incentive Zone (DIZ). The three standards include a front building setback exceeding the DIZ Overlay Standard of 25 feet, to allow a total of 10 parking stalls (a 6 net increase due to allocating other stalls from in front of Zebb's) in the setback of the building and add a monument sign for the proposed Panera Bread development located in Loomis Point Development Incentive Zone.

Loomis Point Shopping Center is a retail center that was established in the Mid 80's on S 27th Street. The site is a conglomeration of buildings that disregarded design when the site was initially designed. Over the past several years, Loomis Point LLC has begun to enhance the site with new development & tenants to Include Ross Dress for Less and AT&T. Panera Bread Company has shown interest in locating to the Center in place of the former Boston Market. Loomis Point LLC is planning on removing the existing Boston Market building and replacing it with a 4,300 s.f. Panera Bread Company Restaurant with a drive thru.

This request for deviation is due to the unique design constraints of the existing site and specific need of the proposed usage of a drive thru site on an urban edge design standard. The parking moves customers closer to the building increasing the safety factor of the customers having to cross a main drive aisle to access entry into the building which is at the far east end of the building in accordance with the Overlay Design Standards. Additionally, while the overlay allows for existing pylon signs to remain, Panera Bread would like to replace this sign with a high quality monument sign. The DIZ only permits monument signs at the entrance points, and those signs must be integrated into the decorative perimeter fencing This request for deviation meets the criteria set forth in the appeals ordinance (Ch. 295- 311-9.c) as follows. The building relates to the physical character of the scale of the neighborhood.

1. Elements of the proposed development that meet the standard of the Overlay Standards:

- a. Panera (restaurant and drive thru) is an allowable use.
- b. There are no adverse impacts on adjacent properties.
- c. The existing circulation system within the site has been improved.
- d. We are encouraging linkage to the surrounding area.
- e. We have coordinated Landscaping and site improvements with building features.
- f. We are enhancing the pedestrian experience with additional access to the site from 27th Street and outdoor seating for customers.
- g. We are enhancing the visual impact of the site by adding more greenspace and landscaping into a large asphalt area, as well as replacing an existing pylon sign with a higher quality and more pedestrian-friendly monument sign with base plantings.

2. The deviation improves the site:

- a. The added parking to the east of the drive thru allows more customers to park closer to the main entrance of the building located on the Southeast corner (door faces 27th Street) in accordance with the Design Overlay Standards. This will create a safer environment for customers so that they do not have to cross one of the main site circulation drives. Additionally, an accessible pedestrian connection from the site to the sidewalk will be added.
- a. The added parking to the east of the drive thru entry has been set back 15 feet from the property line so that a wider (10 foot) landscape strip is created and so that landscape improvements along the front of the parking stalls can be added to enhance the pedestrian experience and to soften the appearance of the drive thru and parking field to the east of the proposed building. The landscaping along 27th Street will exceed the required landscaping, further supporting the goals of the Garden District.
- b. The building setback exceeding the 25 foot standard is created because of the drive thru design. The existing Boston Market exceeded the standard also because of a drive thru. With a drive thru and the necessity to have the door facing the street elevation per Design Overlay Standards, the building is pushed back past the 25 foot standard. The building however is within the setbacks established by the Zebb's Building to the North and the AT&T building to the South.
- c. The monument sign will replace a pylon sign, which is more auto-oriented. The monument sign is more pedestrian friendly and will have plantings along the base, further supporting the goals of the Garden District. The existing Boston Market pylon sign will not be reused, and both this and the Pizza Hut signs will be removed during construction of the new building.

3. The deviation addresses one or more unique site factors that make the application of standard impractical:

- a. The site design is based off of a use that requires a drive thru. The DIZ Standards for design states the building setback property line should not exceed 25 feet or exceed the setbacks of other buildings currently located on the site. The proposed Panera Bread requires a drive thru. The drive thru extends around the perimeter of the building which pushes the building back into the past the 25' designation. However, the proposed Panera is within the setback limitations of the AT&T building to the south and Zebb's Restaurant to the North. This setback is unique due to the necessity of a drive thru for the viability of the project.
- b. The DIZ parking, circulation and access state that "*parking within the setback shall be minimized*". We are proposing an additional net increase of 6 parking stalls to the east end of the site in front of the proposed Panera. There are currently 10 parking stalls abutting the East property line by Zebb's Restaurant. We are proposing re-allocating some of the existing parking stalls in front of Zebb's and adding an additional 6 stall to the east of the proposed building. In re-allocating the parking stalls we will increase safety and overall aesthetics to

the site. The existing stalls in front of Zebb's does not have any landscaping screening on the street side of the stalls. We will relocate 4 of the stalls to the new parking line and then increase the landscape buffer in front of the stalls to enhance the pedestrian experience while pedestrians walk along the site on the 27th Street sidewalk. We also are including a pedestrian connection to the sidewalk from the site.

- c. The overlay allows an existing pylon sign to remain, but does not account for replacment of that sign with a higher quality monument sign. It only allows monument signs at the entrances to the shopping center. Panera Bread would like to retain the right to a freestanding sign, but improve the quality of the sign by replacing the pole sign with a monument sign with a masonry base.

4. The deviation is consistent with the comprehensive plan: The City of Milwaukee's Comprehensive Plan promotes quality urban design, transportation options and employment opportunities.

- a. The proposed project meets the quality urban design standard with the overall building design and enhancing the site with more greenspace and landscaping.
- b. There site is on the Milwaukee bus line, as well as pedestrian, bicycle and automotive.
- c. The proposed project adds a combination of 60 full and part time positions.