



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

Project Narrative – Development Incentive Overlay Zone (DIZ) Deviation 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 vehicle windows. The door allows easier access to the meals without passing them through a



Chick-fil-A, Inc. | 5200 Buffington Road Atlanta, Georgia 30349-2998 | chick-fil-a.com | 404.765.8000

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 – Deviation Request

The CFA development has been designed to meet the design guidelines and performance standards of the Loomis Centre DIZ to the maximum extent practicable. However, the CFA development will require the following deviations from the DIZ guidelines and standards:

- Deviation to allow relief from the standard that new buildings shall be built with at least one wall located primarily within 25' of a public street or main driving aisle.
- Deviation to allow for the proposed CFA monument sign.

Building Setback Deviation:

The building setback deviation has been requested 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. 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 is being 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.

Building Setback Deviation Criteria (Per Section 295-311-9-c):

- **The purpose of the overlay zone is met.**

CFA believes that the proposed building location meets the purpose of the overlay zone. The DIZ guidelines promote locating the building within 25' of public frontages. CFA has positioned the building as close as practicable to the Morgan Avenue and 27th Street frontages while incorporating the drive-thru lane and landscape buffers. Due to constraints of the property and the proposed use, the building will need to have setbacks greater than 25'. Even though the setback exceeds 25', the building placement promotes pedestrian connectivity and creates an attractive presence at the prominent intersection corner.

- **The deviation improves the aesthetics of the site.**

The proposed building location allows there to be sufficient landscape buffers along the Morgan Avenue and 27th Street frontages. These buffers have been attractively landscaped and incorporate ornamental fencing & screen walls to provide year-round interest to the site.

- **If applicable, the deviation addresses one or more unique site factors that make application of the standard impractical.**

Due to the unique shape of the subject property, the building, drive-thru lane, and parking lot have been positioned in a way to establish a safe and functional vehicle & pedestrian traffic pattern and provide for adequate parking & efficient traffic circulation. The building has been positioned as close as possible to the roadway frontages while maintaining the proposed drive-thru and required landscaping. Compliance with the setback requirements would prevent the proposed development and similar uses.



- **The deviation is consistent with the comprehensive plan.**

CFA believes that the proposed building setback deviation is consistent with the comprehensive plan. The proposed use is in line with the comprehensive plan and the proposed setback is similar to that of other adjacent uses.

Freestanding Sign Deviation:

A deviation to allow for the CFA monument sign has been requested since CFA will be required to remove the existing Zebbs pylon sign located at the northeast corner of the property as part of site demolition process. CFA is proposing to install the new monument sign in the same location as the Zebbs sign. The monument sign is proposed to have an overall height of 14'-0". The brick base 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 reader board will be located directly underneath the main logo icon sign. The monument sign has been designed to meet Type A sign requirements. The sign is proposed to have the white of the logo routed & illuminated. The red background of the sign will not be illuminated. CFA is an impulse driven quick service restaurant that relies on signage to alert potential customers of their location. The proposed sign will be essential to notify motorists traveling along the arterial roadways of the restaurant's location. The sign will give motorists sufficient time to make safe vehicular maneuvers to enter or maneuver to the restaurant site.

Deviation Criteria (Per Section 295-311-9-c):

- **The purpose of the overlay zone is met.**

CFA believes that the proposed monument sign meets the purpose of the overlay zone. The DIZ guidelines promote compatibility with neighboring developments and excellence in design. The proposed sign will be compatible with the sign that was installed as part of the neighboring Panera Bread development to the south. The proposed sign has also been designed to meet Type A sign requirements. The white of the logo will be routed & illuminated. The red background of the sign will not be illuminated. A brick base will be incorporated that will match the brick veneer of the adjacent screen wall & principal building. The sign is proposed to be integrated into the decorative perimeter fencing/wall of the site per overlay guidelines.

- **The deviation improves the aesthetics of the site.**

The monument sign has been designed with a brick base that will match the brick veneer of the adjacent screen wall and principal building. The screen wall along the east frontage and ornamental fence along the north frontage will tie into the monument sign base. The area around the monument sign will also be attractively landscaped, providing additional interest to the site.

- **If applicable, the deviation addresses one or more unique site factors that make application of the standard impractical.**

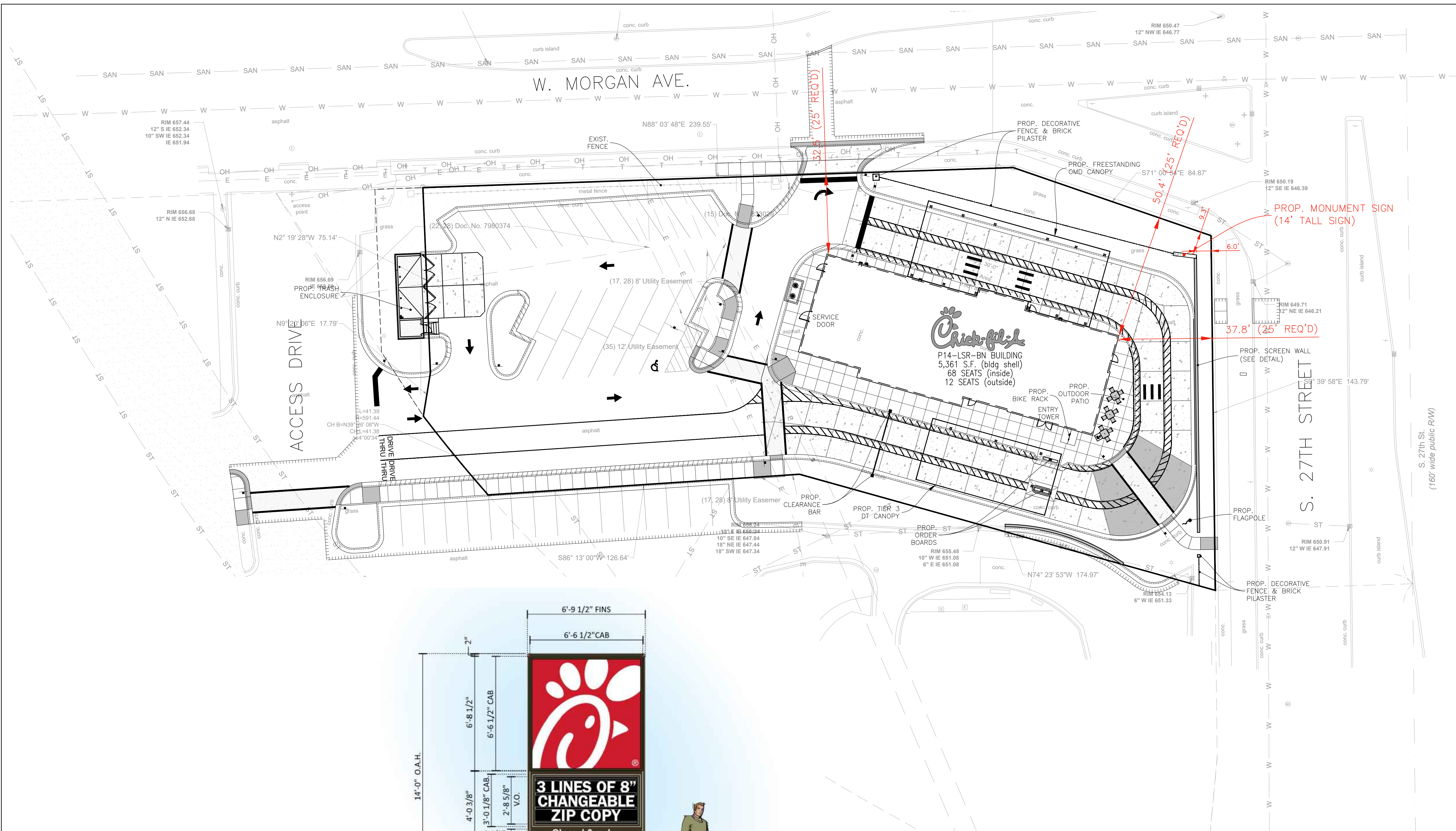
A deviation to allow for the CFA monument sign has been requested since the existing Zebbs sign will be required to be demolished as part of the demolition of the existing building. CFA is proposing to install the new monument sign in the same location as the Zebbs sign.



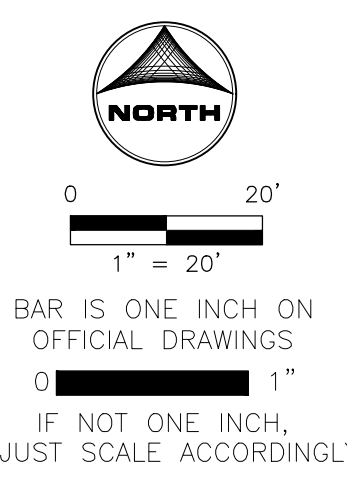
Design of the sign will be consistent with surrounding monument signs in the area that were granted similar deviations. Since the subject site is located at the hard corner of the Morgan Avenue & 27th Street intersection, the proposed monument sign will be essential to notify motorists traveling along the arterial roadways of the restaurant's location. The sign will give motorists sufficient time to make safe vehicular maneuvers to enter or maneuver to the restaurant site.

- **The deviation is consistent with the comprehensive plan.**

CFA believes that the proposed monument sign deviation is consistent with the comprehensive plan. The proposed monument sign has been designed to compliment the principal building and will provide interest to the 27th Street corridor & surrounding area. The sign will bring interest to the roadway corridor by incorporating extensive landscape around the base of the sign. The aesthetic of the roadway corridor and corner of the intersection will also be improved by the proposed brick screen wall and decorative fence which will tie into the base of the sign. It should also be noted that the proposed sign aligns with the other monument signs that have been installed along the 27th Street frontage.



A D/F MONUMENT SIGN SCALE: 1/4" = 1'-0"
 ONE (1) REQUIRED - MANUFACTURE AND INSTALL 72.54 SQFT
 G.C. TO REMOVE AND DISCARD ONE EXISTING D/F ZEBB'S MONUMENT.
 MANUFACTURE AND INSTALL ONE NEW D/F MONUMENT SIGN IN THE SAME LOCATION.



PRELIMINARY
 NOT FOR CONSTRUCTION



Chick-fil-A

Chick-fil-A
 5200 Buffington Road
 Atlanta, Georgia
 30349-2998

HRGreen
 HRGreen.com

CHICK-FIL-A
 27TH & LOOMIS (WI) FSU
 2701 W. MORGAN AVENUE
 MILWAUKEE, WI 53221

FSU# 05405

REVISION SCHEDULE
 NO. DATE DESCRIPTION

PRELIMINARY

ENGINEER'S PROJECT #	2202468
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SHEET	DIZ DEVIATION EXHIBIT

SHEET NUMBER
EX-A