

Approved Conditionally by CPC on 11/11/2019

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 Oct 28th, 2019

Project Narrative

Loomis Point Development Incentive Zone- Panera Bread (3511 South 27th street)

Panera Bread company is requesting approval for a new 4,300 s.f. restaurant with drive thru at Loomis Point Shopping Center. 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 the 4,300 s.f. Panera Bread Company Restaurant with a drive thru and an outdoor seating area.

The proposed building and site are designed to meet the DIZ requirements. The request does include 3 specific deviations outlined in the attached Deviation request.

CITY OF MILWAUKEE
 DEVELOPMENT INCENTIVE ZONE GUIDELINE
 LOOMIS CENTRE NW CORNER OF S27TH STREET & W LOOMIS ROAD

| DESIGN GUIDELINE STANDARD | DIZ CONDITION | PROPOSED CONDITION | REMARKS |
|---------------------------|--|---|--|
| PERMITTED USES | TYPE 'A' RESTAURANT (SIT DOWN) TYPE 'B' RESTAURANT (CARRYOUT) | | PANERA BREAD MEETS THE STANDARD |
| DRIVE-THRU- | PROVIDED THAT ANY DRIVE-THRU IS ACCESSORY TO ANOTHER PERMITTED USE, IS NOT LOCATED WITHIN 200 FEET OF A RESIDENTIAL DISTRICT, DOES NOT FACE SOUTH 31ST STREET AND IS SUBJECT TO A PUBLIC HEARING AND APPROVAL BY CITY PLAN COMMISSION. | PANERA DRIVE THRU FACES WEST INWARD TO THE RETAIL CENTER AND IS NOT WITHIN 200' OF A RESIDENTIAL AREA | PANERA BREAD MEETS THE STANDARD |
| HEIGHT LIMITATIONS | NO STRUCTURE MAY EXCEED 50' | PANERA BREAD MAX HEIGHT IS 23'-0" | PANERA BREAD MEETS THE STANDARD |
| BUILDING PLACEMENT | NEW BUILDING SHALL BE BUILT WITH ONE WALL LOCATED PRIMARILY WITHIN 25 FEET OF A PUBLIC WAY OR MAIN DRIVING AISLE | 62'-3" | DEVIATION BECAUSE OF THE SITE CONSTRAINTS AND LOCATION OF THE DRIVE THRU THE 25' LIMIT IS NOT ATTAINABLE |

| DESIGN GUIDELINE STANDARD | DIZ CONDITION | PROPOSED CONDITION | REMARKS |
|---------------------------|--|--|--|
| BUILDING PLACEMENT | MAXIMUM SETBACKS FROM PROPERTY LINES FOR NEW BUILDINGS SHALL NOT EXCEED THE SETBACKS FOR OTHER BUILDINGS CURRENTLY LOCATED OR TO BE LOCATED ON THE SITE. | PANERA BREAD SITS WITHIN THE SETBACK OF ZEBB'S RESTAURANT AND THE AT&T RETAIL BUILDING. | PANERA BREAD SITS WITHIN THE EXISTING SETBACK ESTABLISHED BY ZEBB'S AND THE AT&T RETAIL BUILDING OFF OF 27 TH STREET. |
| PARKING | A RATIO OF NOT LESS THAN 3PARKING SPACES PER 100 S.F. OF RETAIL BUILDING SHALL BE MAINTAINED | LOOMIS CENTER PROVIDES CROSS PARKING EASMENT BETWEEN ALL OF THE FACILITIES ON THE SITE AND PROVIDE 4 STALLS PER 100 S.F. | PANERA BREAD MEETS THE STANDARD |
| PARKING N THE SETBACK | PARKING WITHIN THE SETBACK SHALL BE MINIMIZED. | PANERA BREAD IS PROPOSING 11 STALLS IN THE SETBACK. | DEVIATION PANERA BREAD WILL DEVELOP A RE-ALLOCATION OF 6 STALLS FROM THE SOUTH OF ZEBB'S AND ADDING THEM INTO A CONTINUOUS PARKING TREE TO THE EAST SETBACK IN FRONT OF PANERA |
| SHARED PARKING | COMMON MULTIPLE BUILDINGS AND USES SHALL BE ENCOURAGED | LOOMIS CENTER PROVIDES CROSS PARKING EASMENT BETWEEN ALL OF THE FACILITIES ON THE SITE | PANERA BREAD MEETS THE STANDARD |
| DRIVING AISLES | MAIN DRIVING AISLES SHALL BE ALIGNED WITH THE PUBLIC STREETS IN THE SURROUNDING URBAN GRID, WHERE POSSIBLE. | N/A | N/A |

| DESIGN GUIDELINE STANDARD | DIZ CONDITION | PROPOSED CONDITION | REMARKS |
|---------------------------|--|---|------------------------------------|
| DRIVING AISLES | MAIN DRIVING AISLES IN THE PARKING FIELD SHALL PROVIDE CURBED ISLANDS AND LANDSCAPING PEDESTRIAN WALKWAYS AND CROSSINGS | CURBING IS BEING PROVIDED FOR NEW PARKING AREAS | PANERA BREAD MEETS THE STANDARD |
| LANDSCAPING | ALL LANDSCAPING TO SATISFY THE INTENT OF SECTION 295-75 OF THE CITY OF MILWAUKEE ZONING CODE | PANERA BREAD IS PROPOSEING LANDSCAPING OVER AND ABOVE THE CITY OF MILWAUKEE ZONING STANDARD | PANERA BREAD EXCEEDS THE STANDARDS |
| | IN PARKING AREAS, A MINIMUM OF ONE TREE PER 30 PARKING SPACES SHALL BE PROVIDED AND DISTRIBUTED WITH A MAXIMUM OF 350 FEET BETWEEN EACH TREE. | PANERA BREAD IS PROPOSEING LANDSCAPING OVER AND ABOVE THE CITY OF MILWAUKEE ZONING STANDARD | PANERA BREAD EXCEEDS THE STANDARDS |
| | DECORATIVE METAL FENCING, MASONRY WALLS OR A COMBINATION OF BOTH, IN COMBINATION WITH LANDSCAPING, SHALL BE USED TO SCREEN PARKING AREAS ALONG STREETS. FENCE/WALL MATERIALS SHALL BE COORDINATED WITH BUILDING MATERIALS. BRICK PIERS MUST USE FACE (SMALL-SCALE) BRICK. FENCE WALLS MAY USE MATERIALS SIMILAR IN APPEARANCE TO FACE BRICK. | OVERALL SITE MEETS THE STANDARD | N/A |

| DESIGN GUIDELINE STANDARD | DIZ CONDITION | PROPOSED CONDITION | REMARKS |
|---------------------------|---|--|--|
| LANDSCAPING | OUTDOOR STORAGE, DUMPSTERS AND SERVICE AREAS TO BE SCREENED | DUMPSTER ENCLOSURE WILL BE BOARD ON BOARD ENCLOSURE WITH LANDSCAPE SCREENING | PANERA BREAD MEETS THE STANDARDS |
| | ALONG 31 ST STREET, WING WALLS WILL BE PROVIDED ALONG LOADING DOCKS | N/A | |
| SIGNAGE | EXISTING SIGNS MAY REMAIN BE REPAIRED AND REPLACED BUT NOT EXPANDED | N/A | |
| | BILLBOARD (OFF PREMISES SIGNS) ARE NOT PERMITTED | N/A | |
| | PYLON SIGNS FOR NEW USES ARE NOT PERMITTED | N/A | |
| | ONE MONUMENT SIGN PER ENTRANCE IS PERMITTED. NO MONUMENT SIGN SHALL EXCEED 20 FEET IN HEIGHT OR 200 SQUARE FEET IN AREA ON ANY ONE FACE. ALL MONUMENT SIGNS WILL BE INTEGRATED INTO DECORATIVE PERIMETER FENCING. | PANERA BREAD IS PROPOSING A NEW MONUMENT SIGN IN PLACE OF THE EXISTING PYLON SIGN. | DEVIATION PANERA BREAD WILL DEVELOP A NEW MONUMENT SIGN AS A REPLACEMENT FOR THE EXISTING PYLON SIGN THAT EXISTED FOR THE BOSTON MARKET. |

| DESIGN GUIDELINE STANDARD | DIZ CONDITION | PROPOSED CONDITION | REMARKS |
|---------------------------|---|--|----------------------------------|
| SIGNAGE | INTERNALLY ILLUMINATED SIGNS FOR NEW USES ARE NOT PERMITTED UNLESS THEY ARE FRAMED AND COORDINATED WITH OTHER SITE ELEMENTS AND BUILDING MATERIALS | N/A | |
| | INETRNALLY ILLUMINATED LETTERS ARE PERMITTED IF RACEWAYS ARE VISIBLE | PANERA BREAD IS PROPOSING INTERNALLY LIT SIGNAGE ON RECEWAYS PAINTED TO MATCH BUILDING | PANERA BREAD MEETS THE STANDARDS |
| | INDIVIDUAL PIN-SET METAL LETTERS THAT ARE BACKLIT ARE ENCOURAGED | N/A | |
| | BUILDING SIGNAGE SHALL NOT EXCEED 6 FEET IN HEIGHT OR 200 S.F. IN AREA FOR EACH NEW USE. | BUILDING SIGNAGE IS 2'-8" IN HEIGHT AND EACH SINE IS LESS THAN 12 S.F. EACH | PANERA BREAD MEETS THE STANDARDS |
| | INTERNALLY ILLUMINATED AWNINGS ARE NOT PERMITTED. PRINTED FABRIC AWNINGS ARE PERMITTED IF THEIR DESIGN RELATES TO THE BUILDING FENESTRATION PATTERNS. | PANERA BREAD IS PROPOSING FABRIC AWNINGS THAT ALIGN WITH THE FENESTRATION PATTERNS | PANERA BREAD MEETS THE STANDARDS |

| DESIGN GUIDELINE STANDARD | DIZ CONDITION | PROPOSED CONDITION | REMARKS |
|---------------------------|--|--|----------------------------------|
| LIGHTING | ALL PARKING AREAS (FOR MOTOR VEHICLES AND BICYCLES SHALL BE LIGHTED TO ENHANCE SECURITY | OVERALL SITE HAS LOT LIGHTING. | PANERA BREAD MEETS THE STANDARDS |
| | LIGHTING SHALL BE DESIGNED AND LOCATED TO PREVENT GLARE ONTO PUBLIC STREETS AND ADJOINING PROPERTIES | ALL EXISTING SITE LIGHTING IS FULL CUTOFF AND DOES NOT LEAVE THE SITE | PANERA BREAD MEETS THE STANDARDS |
| | MAXIMUM POLE LIGHTS SHALL NOT EXCEED 20 FEET IN HEIGHT LOCATED IN THE PARKING LOT. | ALL LIGHTING IS EXISTING. | PANERA BREAD MEETS THE STANDARDS |
| BUILDING DESIGN: MASSING | ESTABLISH HEIRARCHY BETWEEN THE BUILDING ELEMENTS. ARTICULATE ENTRANCES AND BUILDING CORNERS. | BUILDING IS DESIGNED WITH ARTICULATION OF ELEMENTS EMPHASIZING ENTRY AND CORNERS. | PANERA BREAD MEETS THE STANDARDS |
| | EMPHASIZE STREET CORNERS WITH PLACEMENT OF BUILDINGS. | N/A | |
| BUILDING DESIGN: FACADES | FRONT FACADES SHALL INTERACT WITH AND DRAW ATTENTION FROM SURROUNDING STREETS | BUILDING IS DESIGNED WITH ARTICULATION OF ELEMENTS EMPHASIZING ENTRY AND CORNERS DRAWING ATTENTION FROM THE SUURONDING AREAS | PANERA BREAD MEETS THE STANDARDS |

| DESIGN GUIDELINE STANDARD | DIZ CONDITION | PROPOSED CONDITION | REMARKS |
|---------------------------|--|---|----------------------------------|
| | BUILDING ENTRANCES SHALL BE CLEARLY IDENTIFIABLE AND VISIBLE FROM THE FROM STREETS AND EASILY ACCESSIBLE AND INVITING TO PEDESTRIANS | THE BUILDING ARTICULATES AT THE MAIN ENTRY WITH CANOPIES AND CLEAR GLAZING TO ATTRACT PEDESTRIANS. | PANERA BREAD MEETS THE STANDARDS |
| | BLANK UNMODULATED WALLS FOR NEW BUILDINGS FACING WEST MORGAN AVE AND WEST LOOMIS ROAD ARE NOT PERMITTED | NO PROPOSED WALLS ARE BLANK OR UNMODULATED. | PANERA BREAD MEETS THE STANDARDS |
| | ALL FACADES VISIBLE FROM PUBLIC STREETS SHALL BE MODULATED WITH ARTICULATED BAYS, WINDOWS AND OPENINGS, VARYING COLOR AND TEXTURE AND/OR OTHER ARCHITECTURAL DETAILS THAT RELATE TO THE HUMAN SCALE. | PROPOSED BUILDING FACADES ARTICULATE AND CONTAIN TEXTURE AND GLAZING TO DRAW INTEREST AND RELATE TOT THE HUMAN SCALE. | PANERA BREAD MEETS THE STANDARDS |
| | LIGHTING SHALL ENHANCE THE ARCHITECTURE OF THE BUILDING AS WELL AS PROVIDE ENHANCED SECURITY AND VISUAL APPEAL. | BUILDING LIGHTING WILL BE IN ENTRANCE CANOPIES AND ENHANCE THE ARCHITECTURAL DESIGN AND SECURITY. | PANERA BREAD MEETS THE STANDARDS |

| DESIGN GUIDELINE STANDARD | DIZ CONDITION | PROPOSED CONDITION | REMARKS |
|------------------------------|---|--|----------------------------------|
| BUILDING SCALE: MATERIALS | ALL WALLS VISIBLE FROM PUBLIC STREETS SHALL CONTAIN ARCHITECTURALLY SIGNIFICANT MATERIALS | PROPOSED BUILDING CONTAINS ARCHITECTURALLY SIGNIFICANT MATERIALS | PANERA BREAD MEETS THE STANDARDS |
| | EXTERIOR INSULATION AND FINISH SYSTEMS SHALL NOT EXCEED 35% OF THE EXTERIOR WALL AREA | THE PROPOSED BUILDING EIFS IS 28% | PANERA BREAD MEETS THE STANDARDS |
| | ROOFTOP EQUIPMENT SHALL BE SCREENED IN MATERIALS COMPATIBLE WITH THE MAIN BUILDING STRUCTURE. | ANY ROOFTOP EQUIPMENT WILL BE SCREENED WITH COMPATIBLE MATERIALS | PANERA BREAD MEETS THE STANDARDS |
| | GLAZING SHALL BE TRANSPARENT, VISION GLASS | PROPOSED BUILDING IS DESIGNED WITH CLEAR VISION GLASS | PANERA BREAD MEETS THE STANDARDS |
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