



Raposa Design

Architecture

12690 W. Greenbriar Ln., New Berlin, WI 53151
Ph: 262.751.5221 Fax: 262.754.4058

July 7, 2022

RE: Proposed dd's Discounts Façade Alteration
Application for Loomis Centre Development Incentive Zone (DIZ) Overlay District
Northwest Corner of S 27th Street and West Loomis Road
3539 S 27th Street

Please find enclosed our submittal for the Proposed dd's Discounts Located at the Northwest Corner of S. 27th Street and West Loomis Rd. dd's Discounts will be located in the northern part of the former HOB0 tenant space. Ownership of the property is excited to bring this new addition to the area and feel it will enhance the overall site. We feel that the project is consistent with the overlay standards. Per the overlay Standards the dd's Discounts is a permitted use per Item 13 of Exhibit A.

The Following Items are consistent with Design Principles and Performance Standards:

Site Design/Lot Requirements

- A. **Building Height** – The Max Height of the dd's Discounts entrance Canopy is 35'-0" Site Limit is 50'-0" (meets overlay standard)
- B. **Building Placement** – This Building is an inline retailer located in the existing multi -tenant building on the northern half of what was HOB0, in a space that is currently a blank wall. All setbacks are met based on the location of the tenant space in the existing building.
- C. **Parking (no changes proposed)**
- 275 Parking Stalls are currently exist for the multi-tenant building. We are over 10 per 1000 which exceeds the DIZ Guideline.
 - All spaces are to be lit with existing site lighting.
 - Parking is shared parking between neighboring retail facilities.
 - All parking areas are curbed with landscaping.
 - All Parking Elements meet the DIZ Guideline Standard.



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Cont. dd's Discount
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D. Landscaping Requirements and Site Improvements (No Changes Proposed)

- There are no proposed new parking stalls.
- Existing Site provides the Trees per parking space and the Decorative Metal Fencing and will remain as currently constructed.
- DD's does not use outside Storage.
- DD's Does not use dumpsters.
- DD's will use an existing screened dock at the rear of the building.

E. Signage (See Separate Deviation Request)

- DD's will be provided signage on existing multi-tenant monument signs.
- DD's will submit a separate package for Signage that includes a request to deviate from the overlay design standards. Temporary banner signs and window signs shall meet the general provisions of the zoning code.

F. Lighting

- Existing Site Lighting will be utilized.
- There are decorative downlight sconces on the façade.

G. Hours of Operation – The store will operate during the hours established by the DIZ Standards.

Building Design

A. Massing

- The building massing is consistent with the mid-box retail establishment in-line with Michaels and Ross Dress for Less.

B. Facades

- The Front Façade (East Elevation) steps out from the main massing of the building creating interest in its multiple steps in depth as well as height. This articulation clearly establishes the main entrance of the building. Additionally, wall plaque graphics will be placed on either side of the entrance. These graphics will be static (not electronic).
- There are no side elevations due to the location of the tenant.
- The West Façade incorporates steps and provides screening for the truck dock.
- The East Façade incorporate sconces to wash the building in light during the evening and night hours. Security lighting is provided north façade by the truck dock.
- There is also down lighting incorporated under the main entry elements to light the sidewalk during evening and nighttime hours.



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Cont. DD's

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C. Materials

- The Facades will comprise of a Wainscot Color Integral Split Face Masonry Units, Painted Split face Masonry Units, EIFS, Aluminum Frames & Clear Vision Glazing which is consistent with the existing portions of the building.

Materials (cont.)

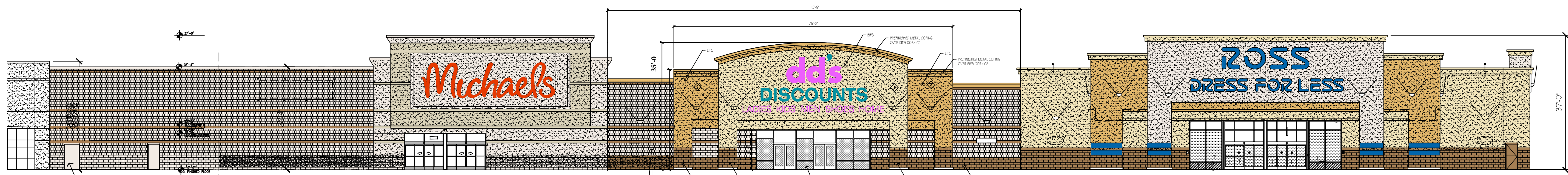
- The EIFS on the new portion of the building is at less than 35%, which is in line with the DIZ Requirements.
- Roof Top Units will be screened in accordance with the Design Standard.
- Building Material Sample shall be submitted to the Department of City Development for review, upon request.

If you need any additional information please let me know.

Sincerely,

Raposa Design

Russell J. Raposa
Principal

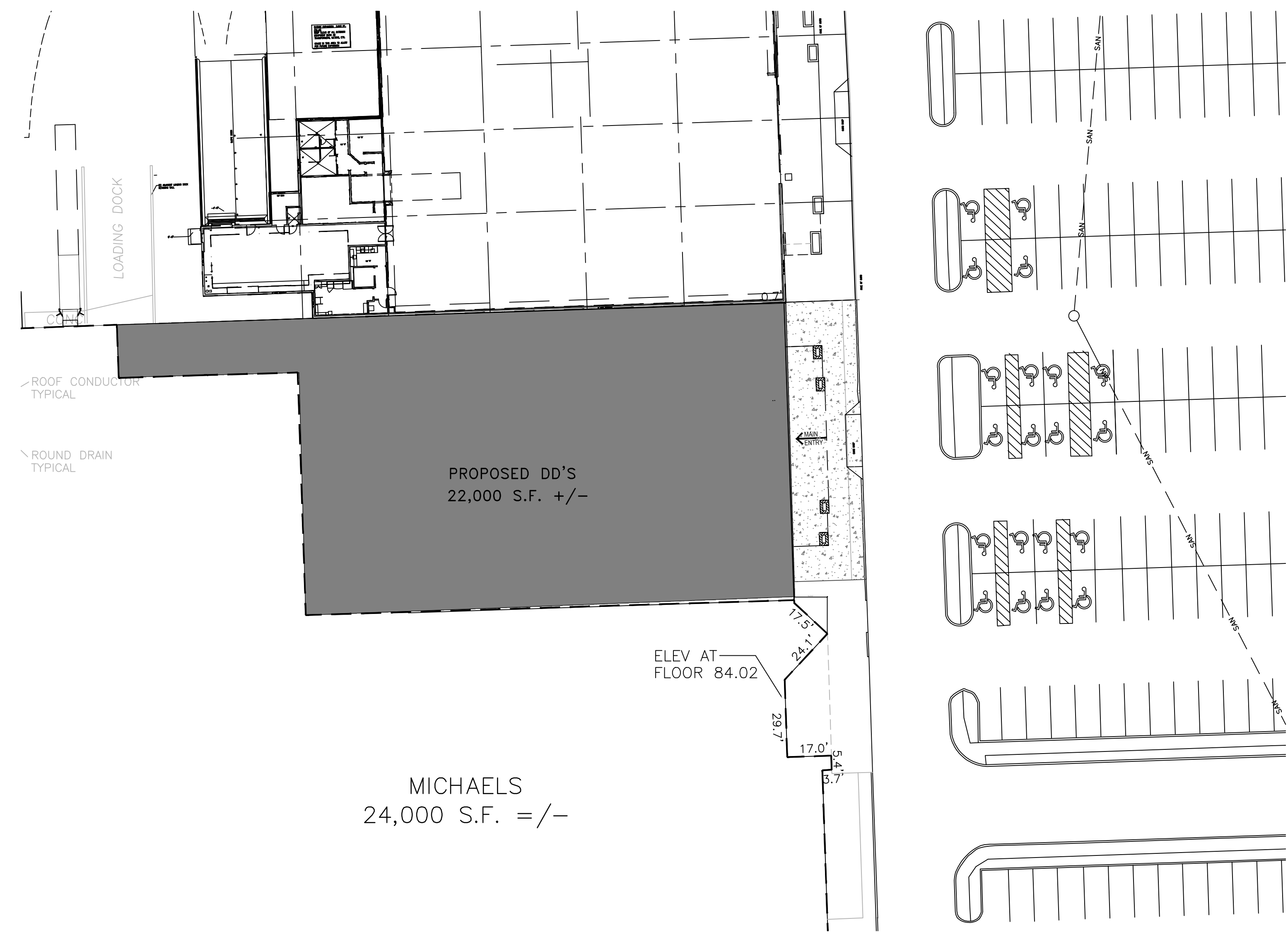


1 East Elevation
1/16"=1'-0"

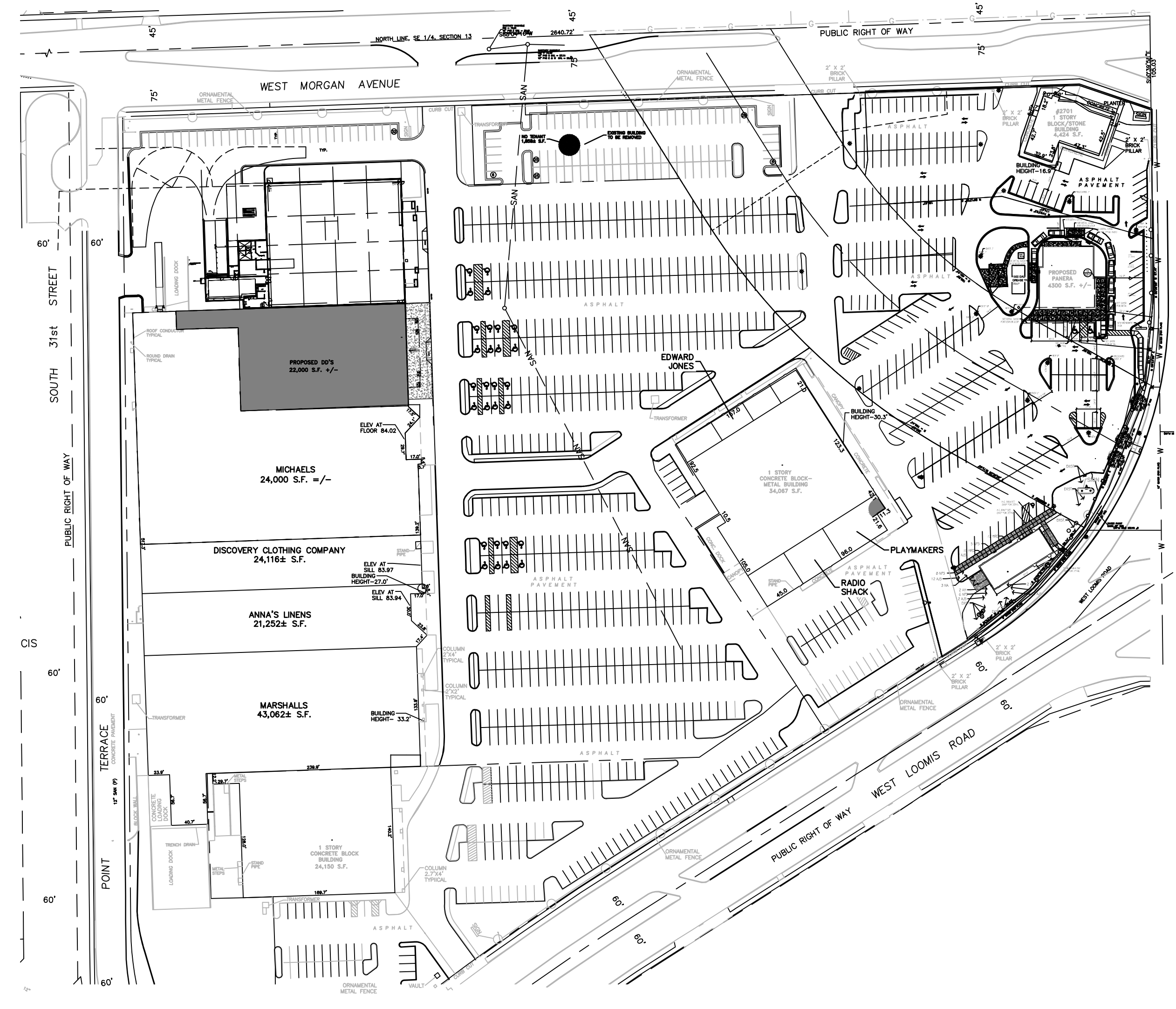
COLOR LEGEND BY LRV% (LRV% = LIGHT REFLECTIVE VALUE)			
THESE COLORS ARE BASED ON THE SHERRIN-WILLIAMS INTERIOR COLOR DECK. THEY REPRESENT TONE AND VALUE BY LRV % ONLY. ACTUAL LRV IS AFFECTED BY THE SURFACE APPLICATION AND TEXTURE. HEAVY TEXTURE SURFACES MUST BE LIGHTENED TO ONE EQUIVALENT LRV LEVEL.			
NO.	COLOR NAME	SW NUMBER	LRV%
1	FULL MOON	SW 6679	78%
2	TORCHLIGHT	SW 6374	50%
3	SMOKEY TOPAZ	SW 6117	23%
4	PNG PURPLE 1" OVER MEMORY	PANTONE	



2 Existing East Elevation
1/16"=1'-0"



4 Enlarged Site Plan
1"=30'



3 SITE PLAN
1"=100'



**RAPOSA
DESIGN**

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Ponit Loomis Shopping Center

dd's Discount
3539 S 27th Street
Milwaukee, WI 53221

SHEET TITLE
**Overall Site Plan
& Building Elevation**

DATE OF ISSUE 03/26/20

SYMBOL	REVISION DESCRIPTION	DATE

JOB: RD120.21
DRAWN: RJR
CHECKED: RJR
DATE: 03/22/21

SHEET:

A2