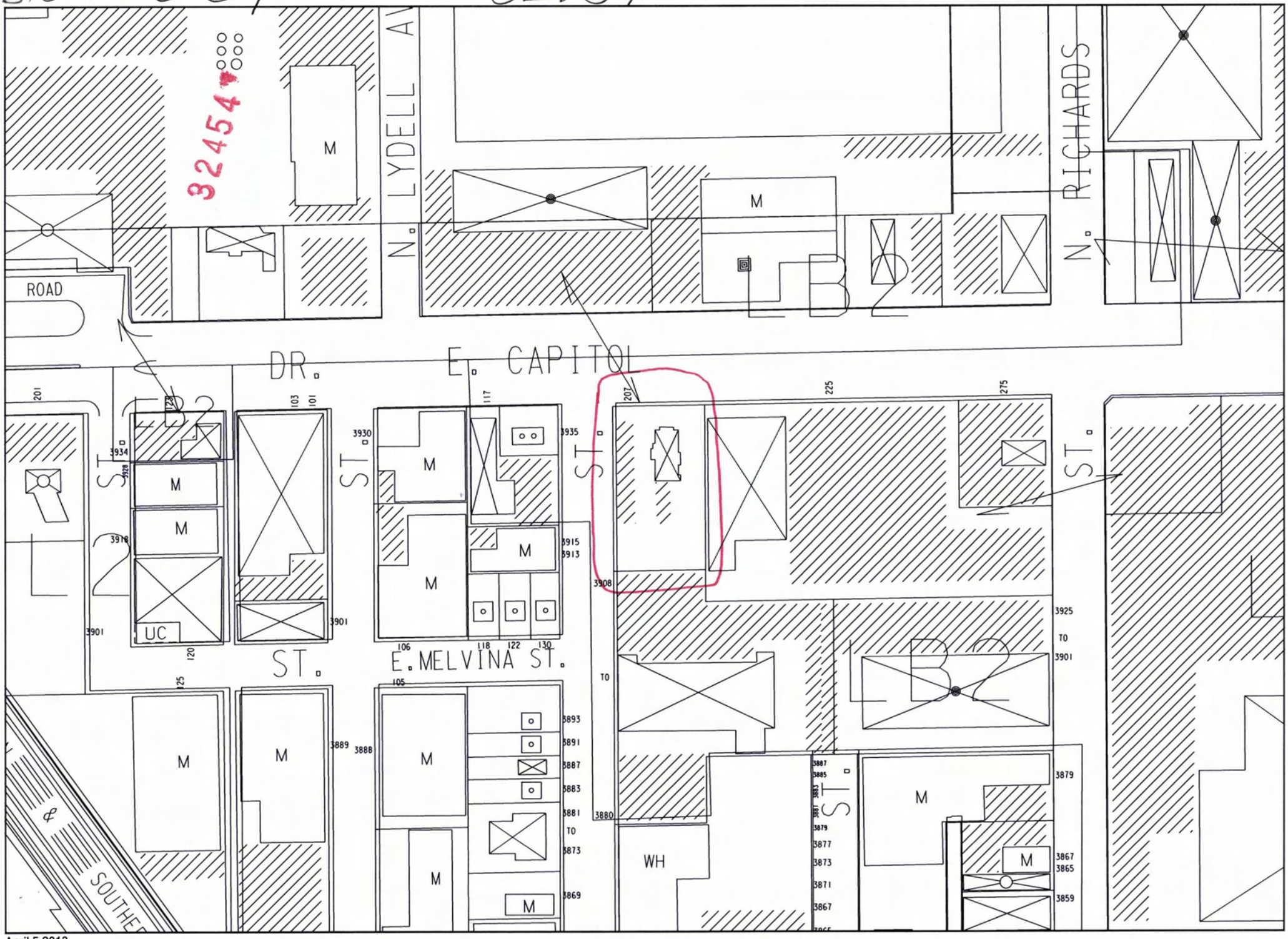
207 E Capetol #32454



April 5 2013

32454

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CITY OF MILWAUKEE

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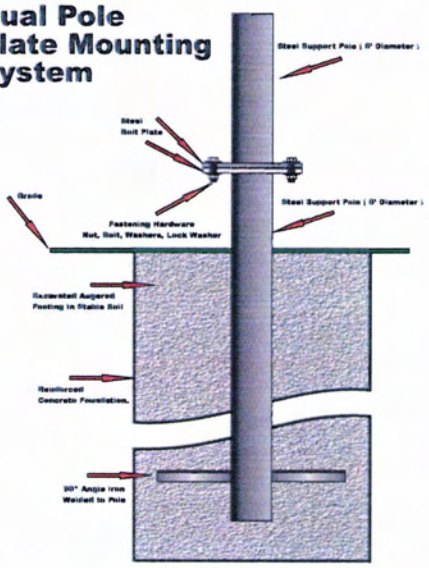
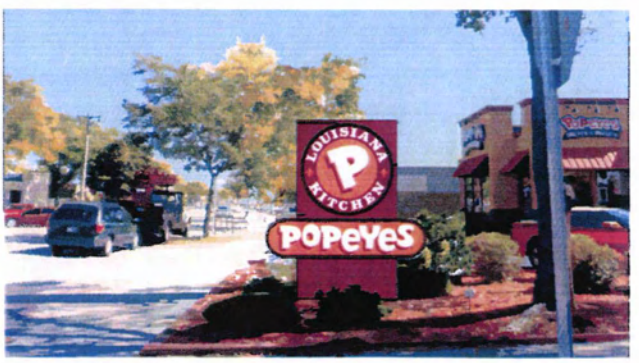
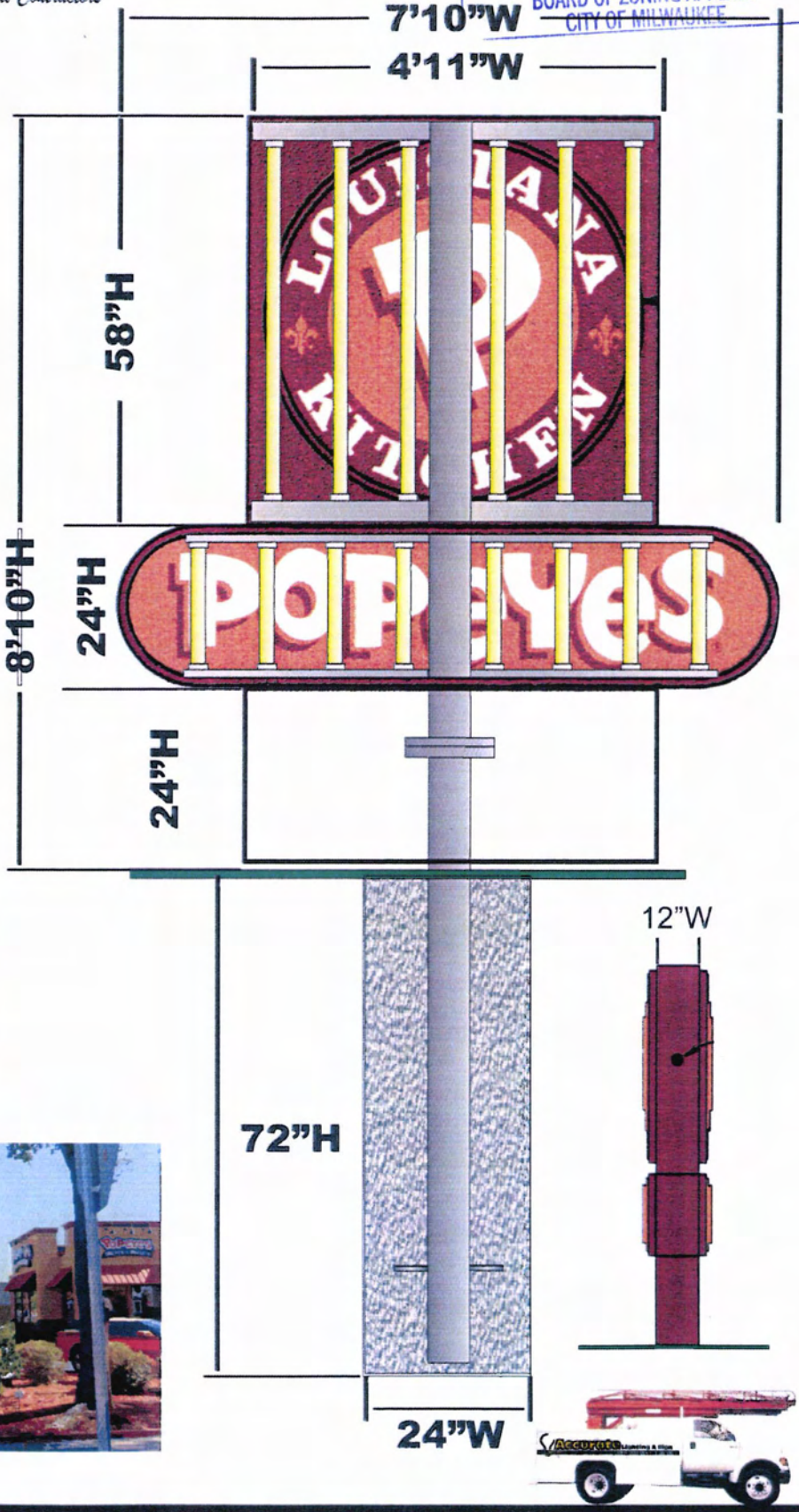
Popeye's Restaurant
Brodersen Mgnt. JBB Foods
207 E. Capitol Drive
Milwaukee, WI. 53212
414-963-9339

Dual Pole Plate Mounting System







N89 W14332 Patrita Drive, Menomonee Falls, WI 53051 Phone: 262-255-3555 mba@buetowlighting.com

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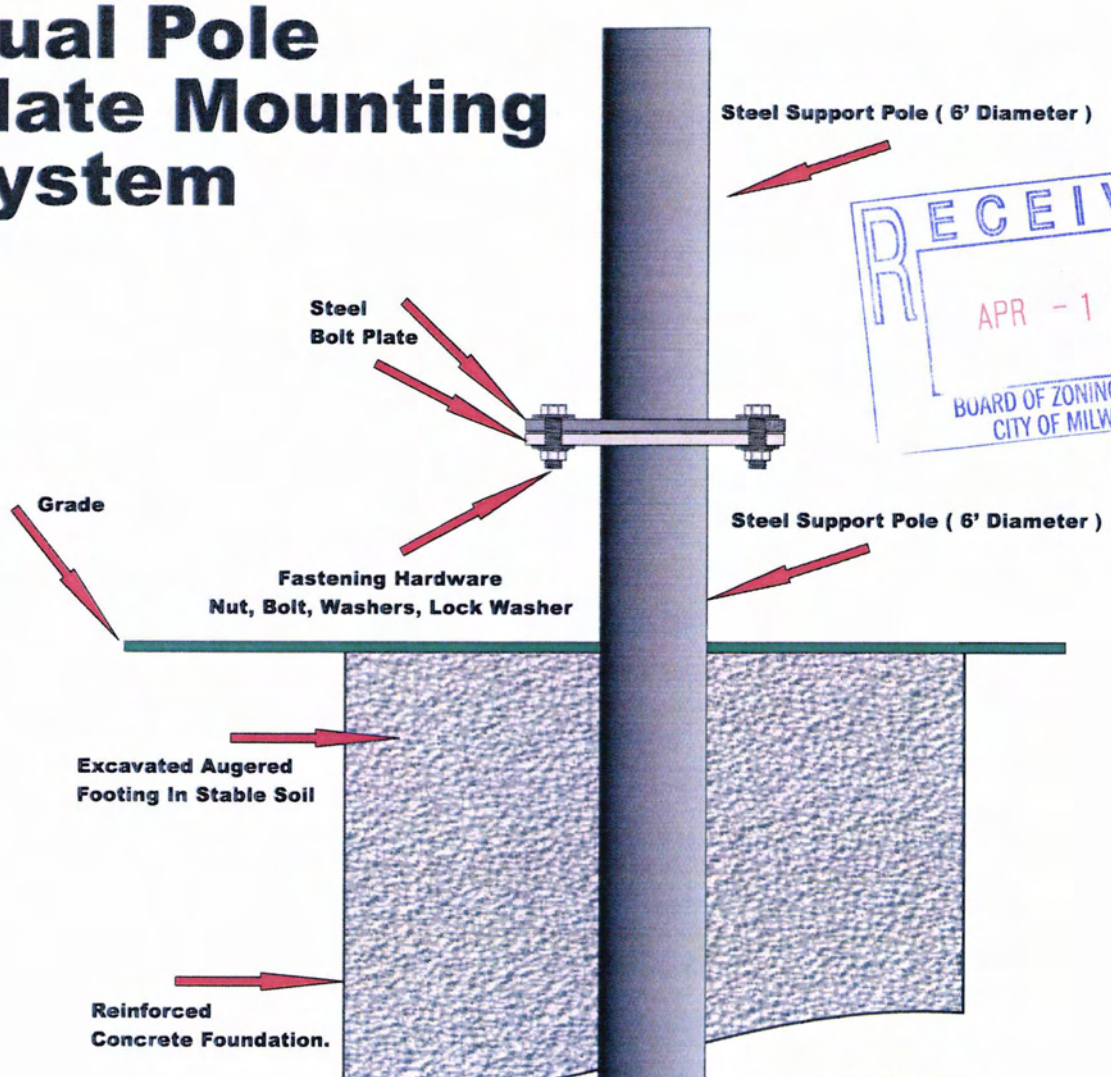

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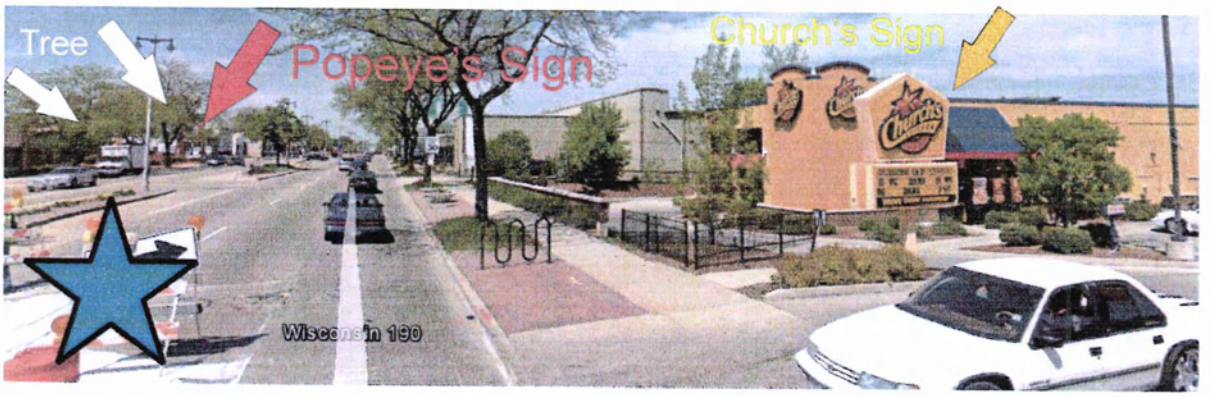
C

D



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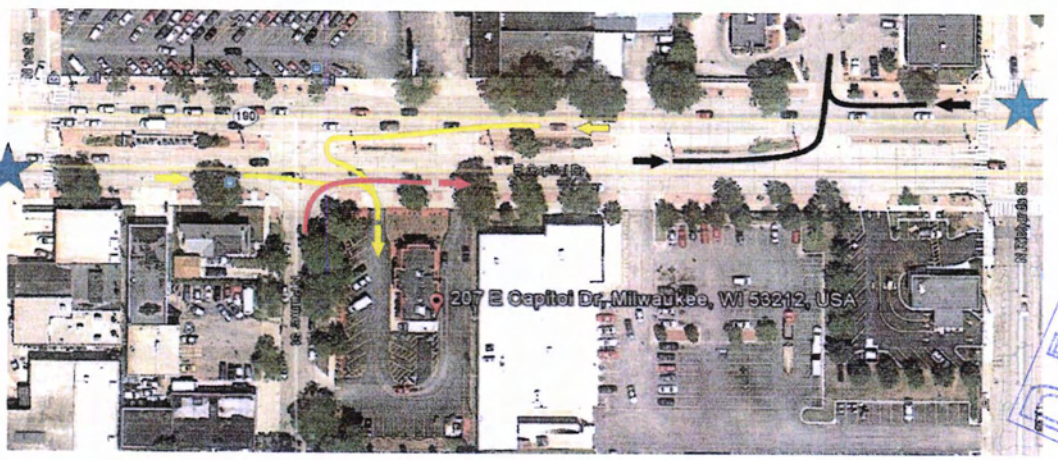

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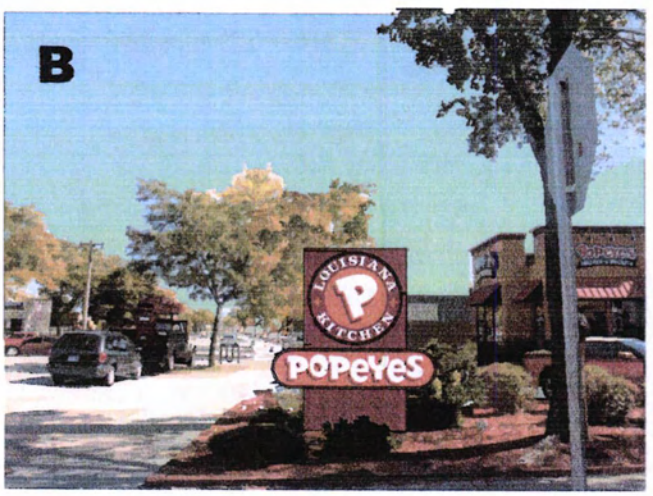
B



A

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DO NOT SCALE DRAWING

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32454

#1. (Preservation Of Intent)

What we are planning to do will fit in with the rest of the uses that have been zoned in this area.

By granting the variance, we will be able to erect a sign structure that is similar to our competitor (Church's Chicken) located (1) block east of Popeye's on the North side of Capitol Drive.

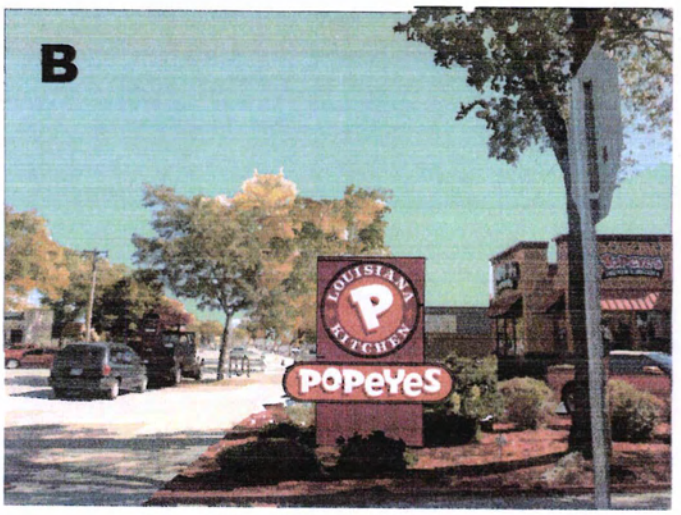
The square footage of our proposed sign is similar to (Church's Chicken) but the height of the sign is considerably lower than (Church's Chicken).

We believe that by enclosing the pole and match bolt plate, we will be able to eliminate what we consider to be an eye sore. However, if the variance requires Popeye's to eliminate the skirt from the structure, (We Will).

The variance will allow us to fit in with our competitor, that is zoned for commercial use by allowing us to have a similar in height and width street sign.

Note; Please see and compare illustrations (B and D).

B



D

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#2. (Exceptional Circumstances)

This lot is different from all of the other lots in the immediate area and this difference is the reason that we require a variance, and therefore, the reason is not common to all the lots in this area.

When traveling east bound on Capitol Dr., while driving on the (Inside) lane, and moving at the posted (Speed Limit) of 30 MPH, it is not only (Very) difficult to make the required lane change to gain access to the property in the allotted time after seeing the business sign, but it is border line (Dangerous) to make the required lane change or changes in time, once the sign is visible. The same applies to the west bound lane as well, depending on traffic conditions. Note; Please see illustration (F).

To gain access to (Popeye's) vehicle entrance while traveling (West Bound), you must first gain access to the left turn lane, then do a (U-Turn) and then make a (Sharp Right Turn) immediately after making the (U-Turn) and this all needs to be done with-in (30') of the inside or west bound turning lane. Note; Please see illustration (F).

It is also considerably more difficult to gain access to the property after making the (U-Turn) during high peak traffic hours because of the side street traffic attempting to turn east bound onto Capitol Dr Note; Please see illustration (F).

There is simply not enough time to negotiate a (Safe Lane Change) to gain access onto the property, in the allotted time frame, after seeing the business sign.

The Milwaukee Police Department considers a (U-Turn) maneuver from the west bound inside turning lane, heading south, traveling across (2) traffic lanes and (1) parking lane, to gain access to the property vehicle entrance drive-way, a dangerous and illegal action.

Because of the difficulty level it takes to gain vehicle access to the property, this reason is why this property is different from other properties in the immediate area.

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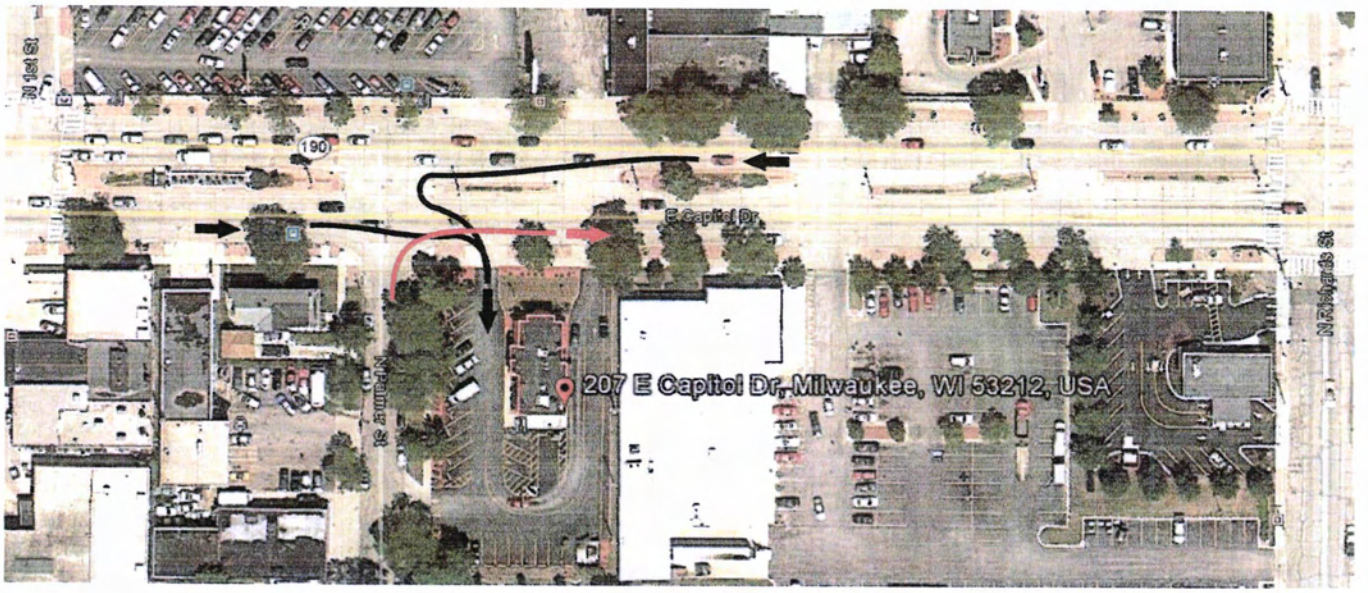
#2. (Exception of Circumstances)

This lot (Is) different and the reason for a variance is (Not) common to other lots in this area.

The geographical location of this lot is different from other lots in the immediate area because of the nature of the property use, the traffic flow during peak time frames of operation and the ease of vehicle access to the property driveway entrance located on the west half of the north lot line.
Note; Please see illustration (F).

The lot location directly affects the use of this property as it directly and indirectly affects vehicle access to the property for drive-thru traffic / business.

The level of difficultly it currently takes to gain access to the property is the direct result of the property vehicle entrance position or placement in relation to the distance it is to the north west corner.
This includes but is not limited to the vehicle traffic merging onto Capitol Drive from the side street running parallel to the west lot line and the pedestrian traffic.
Note; Please see illustration (A).



F

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#3. (Preservation of Property Rights)

What we are planning to do for this property will allow us to enjoy this property in the same way that our neighbors enjoy their property.

By granting this variance, we will be able to improve the aesthetics of the property as viewed by the east and west bound moving traffic on Capitol Dr.

The simple action of down sizing the main sign will create a wide open and un-congested visual effect and space at that corner of the property.
Note; Please compare illustration (A) to illustration (B).

There would no longer be a massive towering sign to take away from the aesthetics of the landscaping on this part of the property.
Note; Please see illustration (A).

This will allow us to improve the appearance of the landscaping on that part of the property.

Popeye's takes great pride in the appearance of their property by making sure that the lot is clean and free of debris to the best of our ability.
Popeye's staff is instructed to pick up garbage multiple times a day.

We also perform regular scheduled lighting and landscaping maintenance to make sure that this property presents itself to be aesthetically appealing and inviting to the eye.

Even the appearance of the building is very important to us by selecting paint color tones that are warm and non-intrusive to the eye.

All of the reasons listed above but not limited too, will allow neighborhood residents, our customers, our staff members and the property owners enjoy this property as our neighboring business owners enjoy their properties.

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#4. (Absence of Detriment)

This variance will (Not) cause harm to our neighbors or the public at large.
This variance will actually make the conditions safer for our neighbors and the public.

By granting the variance, it will actually create a smaller (Fall Zone) by almost 75%.
The (Fall Zone Foot Print) would be reduced from 32' to 9' out from the base of the sign.

The amount of sign substrates seen in illustration (A) is (16).
The amount of substrates in itself presents a risk in a wind storm if a substrate is blown out.
The amount of sign substrates in the (New) low profile sign seen in illustration (B) is (4).
The risk of a (Substrate Blow Out) is reduced by 75% based on the number of substrates.

The installation of a lower profile sign, will increase sign's visibility from greater distances. It will provide or allow the potential customer, ample time to negotiate the travel path that is required to gain access to the property's vehicle entrance with-in a reasonable amount of time.
This will minimize the potential risk of cross traffic or merging traffic accident conditions that may or can occur as the direct result of a customer attempting to negotiate and or gain access onto the restaurants property vehicle entrance. This concern is based on existing traffic paths of the east and west bound traffic lanes.
See illustration (C, D & E) for traffic visibility illustrations.

Minimizing the potential risks listed above, should be ample reasons to grant the variance.

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#4. (Absence of Detriment)

The existing or (Main Sign Cabinets) that identifies the business, with the (Popeye's) wording and logo is currently placed to high to be effective advertising.
Note; Please see illustration (A).

The view is obstructed by tree's while driving east bound and tree's while driving west bound on Capitol Dr.
Note; Please illustration (C) and (D).

It is difficult to see the sign until you are just a few hundred feet away from the property, while traveling east bound and few more hundred feet while traveling west bound on Capitol Dr, at the posted speed limit of 30 MPH.
Note; Please see illustration (C) and (D).

When traveling east bound on Capitol Dr., while driving on the (Inside) lane, and moving at the posted (Speed Limit) of 30 MPH, it is not only (Very) difficult to make the required lane change to gain access to the property in the allotted time after seeing the business sign, but it is border line (Dangerous) to make the required lane change or changes in time, once the sign is visible. The same applies to the west bound lane as well, depending on traffic conditions.
Note; Please see illustration (F).

To gain access to (Popeye's) vehicle entrance while traveling (West Bound), you must first gain access to the left turn lane, then do a (U-Turn) and then make a (Sharp Right Turn) immediately after making the (U-Turn) and this all needs to be done with-in (30') of the inside or west bound turning lane.
Note; Please see illustration (F).

It is also considerably more difficult to gain access to the property after making the (U-Turn) during high peak traffic hours because of the side street traffic attempting to turn east bound onto Capitol Dr
Note; Please see illustration (F).

Because of the overall height and weight of the sign structure, if it is hit by a vehicle and falls, it is conceivable that it can cause a massive amount of damage to personal and public property.
It is also conceivable that it can also cause a death or deaths under the right conditions.
Note; Please see illustration (A).

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#5. (Hardship Use)

Hardship is caused by the existing (Sign Size) zoning code. Let me explain why.

The existing sign structure is (32'H X 14'W) = 448 sq. ft.
The (Popeye's) image is 84' sq. ft.. The reader board is (4'H X 10'L) or 40 sq. ft.

We wish to down size to a lower profile sign with a smaller square footage and foot print.

It was and still is our belief that the City Of Milwaukee recognizes the value and welcomes the down sizing of the sign structure. This down size will improve the property aesthetics.

The square footage of advertising space of the proposed sign is 41 sq. ft.
The main or dominant body of the proposed sign is 5'W X 5'H = 25 sq. ft. with an additional cabinet directly below the main cabinet 8'W X 2"H = 16 sq. ft.

However, this does not include the skirt that covers an area of 10 sq. ft. at the sign base.
The skirt is for aesthetics only and can be removed from the sign design if required.

With out the variance, and by not allowing Popeye's to install the lower profile sign, it will potentially and or eventually create a lower flow of vehicle traffic for the drive thru. Please take note; (Drive-Thru) sales account for 75% to 85% of the business income.

When potential customers have difficulty gaining access to the property as a direct result of business identification thru poor sign visibility from far distances, it usually results in the customer bypassing the business all together.

This equates to lower sales and profits which affects the property and what would be considered to be deemed (reasonable use). With out a high traffic flow for drive thru sales, the property (use) as a restaurant is not considered reasonable.

This issue or concern is not common to other properties in the immediate area because of the nature of our businesses.
They do not experience the same type traffic patterns or flow to and from the property during breakfast, lunch and dinner hours as we do.
75% of Popeye's client base, like all fast food restaurants, come from hungry impulse buyers on a limited time frame.

Easy sign visibility from a far distance allows the customer time to negotiate a safe travel path to the property or business vehicle entrance.

The (New) low profile sign will provide this to our customer base.

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FORM BA-4 REV. 6/00

City of Milwaukee

BOARD OF ZONING APPEALS - CITY OF MILWAUKEE

NOTICE OF APPEAL AND APPLICATION FOR REVIEW

32454

Address of Property Affected 207 E Capital Dr. Milw. WI

Petitioner Info:
Petitioner Name: *(must have legal interest in land)* Popeye's Restaurant

Mailing Address: 5150 N. Pt. Washington Rd #299 Milw. WI.

City/State: Milw. WI.

Zip Code: 53217

Phone: 414-963-9339

Fax:

Contact Info:
Name of person to contact with any questions: Accurate Lighting + Sign Randy Buetow

Mailing Address: N89 W14332 Patrita Dr N

City/State: Menomonee Falls, WI

Zip Code: 53051

Phone: 262-255-3555

Fax: 262-255-1810

Relationship to Petitioner _____
e.g. Architect, Attorney, Contractor, etc.

Property Information:

Present Use of Property Commercial - Restaurant - Fast Food - Carry Out

Proposed Use of Property Same

Total Anticipated Investment in Property* $ 10,000.00 In Signage

** REQUIRED - Please fill-in the estimated dollar amount necessary to complete the proposed project or implement the proposed use.*

Do you:
- ☒ Own the property
- ☐ Lease the property, If so what is term of lease: _____ yrs. w/ options? _____
- ☐ Have an offer to purchase the property
- ☐ Have another type of interest in the property _____

Petitioner's Signature: Darrell Stille **Date:** 4-1-13

For Staff Use Only:

Previous BOZA history at this site:	☒YES ☐NO	Lot Area:	25228
If yes what was last Case No.	30284	Zoning:	LB2
Hearing date:	6/17/10	Quarter Section:	273
Is the use of the property changing:	☐YES ☒NO	Aldermanic Dist.:	6
Is this a new operator:	☐YES ☒NO		

#1366

207 E CAPITOL DR
Apr/01/2013/02:07 PM
1-0227991 Mgr: [illegible] $100.00

Validation for $100 Fee Must Appear Here
Type 0209

Note:
Depending upon you application, you may be required to pay additional fees prior to your hearing. For a complete list of fees, please refer to § 200-33-65 Milw. Codes. This application will not be accepted for review unless the validation block indicates that the FEE has been paid. ALL FEES ARE NON-REFUNDABLE. Please make checks payable to: "City of Milwaukee – Treasurer".

WHITE — BOZA YELLOW — PETITIONER

32454

City of Milwaukee

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NOTICE

DATE: April 5, 2013

TO: Rocky Marcoux, Commissioner, Department of City Development
Jeffrey S. Polenske, City Engineer, Department of Public Works
Art Dahlberg, Commissioner, Department of Neighborhood Services

FROM: Lindsey St. Arnold Bell, Secretary

RE:

Premises:	207 E. Capitol Dr.
	A/K/A 201 E. Capitol Dr.
Case No:	32454
Petitioner:	Popeye's Restaurant, petitioner
Contact:	Accurate Lighting and Sign; (262) 255-3555
	Randy Buetow
Type of Appeal:	Dimensional Variance
Reason:	to erect a freestanding sign that exceeds the maximum allowed area (allowed 32 sq.ft. / proposed 50 sq.ft.).
Zoning:	LB2
Section Being Appealed:	295-605-5

On April 1, 2013, Popeye's Restaurant filed an application to erect a freestanding sign that exceeds the maximum allowed area (allowed 32 sq.ft. / proposed 50 sq.ft.). Please review the enclosed materials and provide any comments, concerns or recommendations relating to the proposed Dimensional Variance.

The Board must determine whether the application for the Dimensional Variance requested is consistent with the findings that must be made pursuant to s. 295-311 of the Milwaukee Code of Ordinances.

To enable the Board to be apprised of all the facts, and how this use will affect the present and future use of neighboring property, we would appreciate it if your Department would review the enclosed material and send us your comments on how this proposed use will affect the existing uses in the neighborhood. A complete record of the information submitted is available in the Board office.

If you have any questions or require additional information, please do not hesitate to contact the Board office.

Encls.
C: Ald. Milele Coggs, Dist. 6

809 N. Broadway, Milwaukee, Wisconsin, 53202-3617 Phone (414) 286-2501 - Fax (414) 286-2555

MILWAUKEE

32454

City of
Milwaukee
Development Center

BOZA Referral Letter

809 N. Broadway Milwaukee, WI 53202-3617 414-286-8210

Premise: 207 E. CAPITOL DR.
Zoning: LB2
Proposed use: Restaurant, fast-food/carry-out
Historic status:
Applicant
Don Castellano
Accurate Lighting & Sign
N89 W14332 Patritia Drive
Menomonee Falls, WI 53051
Phone: (262) 255-3555

Ald. District 6
Lot area: 25,228 SF
Code citation: Commercial (295-603-1)

Owner
POPEYES EAST CAPITOL CORP
C\O BRODERSEN MGMT
5150 N PT WASHINGTON RD #299
GLENDALE WI 53217

Your request for a permit cannot be granted at this time because, in accordance with the City of Milwaukee's zoning ordinance, the project requires approval by the Board of Zoning Appeals for the following:

Dimensional Variance Required

Code Section	Dimension	Required	Proposed	Shortage/Excess
Commercial sign (295-605-5)	Freestanding Type B sign	32sqft	50sqft	18sqft

Comments: Popeyes Chicken

Plan examiner: _____ **Issued**: 3/22/2013 **Project ID**: 86215

If you wish to pursue this request, you must file an application with the Board of Zoning Appeals. An informational booklet is available to assist you in this process; information also is available on the Internet at www.mkedcd.org/BOZA. If you have questions about the zoning appeals process, please feel free to contact the Board office at (414) 286-2501.

You must appeal this denial within 30 days of March 22, 2013. If you do not file an appeal within 30 days, you will need to obtain another statement of denial from the Milwaukee Development Center before pursuing your zoning appeal.

If you have questions regarding occupancy or building permits, please call the Milwaukee Development Center at (414) 286-8211. Permit information is available on the Internet at www.mkedcd.org/build.

0403

32454

City of Milwaukee

Board of Zoning Appeals

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Secretary
Lindsey St. Arnold Bell

May 8, 2013

PUBLIC NOTICE

RE: 207 E. Capitol Dr.
A/K/A 201 E. Capitol Dr.
Popeye's Restaurant, petitioner

To Whom It May Concern:

A request was made by Popeye's Restaurant for a Dimensional Variance to erect a freestanding sign that exceeds the maximum allowed area (allowed 32 sq.ft. / proposed 50 sq.ft.). This proposal requires approval from the Board of Zoning Appeals. City ordinance also requires all property owners within 150 feet of the subject premises to be notified of the public hearing.

This request has been scheduled for approval THURSDAY, MAY 16, 2013, based on the evidence submitted by the applicant and the reviews that have been conducted by City staff. A copy of the staff report is enclosed.

No oral testimony will be taken at this meeting. The Board does not require that the applicant or any interested party appear in person at the hearing. However, if you are interested in attending, the hearing is open to the public and will be held in Room 301-A of City Hall, 200 E. Wells St., at 4:00 p.m.

If you object to the above referenced request being approved, please make your objections known to the Board office in writing. Objections may be mailed, hand-delivered, or faxed to the Board office. If any objections are received, the matter will not be approved at this meeting and instead will be adjourned to the next available date so that additional testimony may be taken.

If objections are received, and the above referenced matter is adjourned to a later date to allow additional testimony, notice of that hearing will be mailed to all parties receiving this notice.

Your written comments regarding this request are invited so that a complete examination of all aspects of the appeal can be made. If you have any questions or need more information regarding this matter, please feel free to contact the Board office at 286-2501. If you have written comments or objections you would like to submit for the record, please include your name, mailing address and signature. Written information may be mailed to the Board office or sent via facsimile to 286-2555.

BOARD OF ZONING APPEALS
Lindsey St. Arnold Bell
Board Secretary

C: Ald. Milele Coggs, Dist. 6

5/16/13 (5)

2523 N. Martin L King Jr Dr.	Milwaukee Health Services, Inc. 2555 N. Martin L King Jr Dr. Milwaukee, WI 53212	Milwaukee Health Services, Inc. 2555 N. Martin L King Jr Dr. Milwaukee, WI 53212 32454
Paul Mackey 2555 N. Martin L King Jr Dr. Milwaukee, WI 53212		
632 E. Center St.	Anthony J Miller 629 S. 105th ST. West Allis, WI 53214	Anthony J Miller 629 S. 105th ST. West Allis, WI 53214
Anthony Miller 632 E. Center St. Milwaukee, WI 53212		
243 E. Center St.	Dr. Luis A. Baez, PhD. Centro Hispano 614 W. National Av. Milwaukee, WI 53204	Dr. Luis A. Baez, PhD. Centro Hispano 614 W. National Av. Milwaukee, WI 53204
Robert Conrad 1648 S. 37th St. Milwaukee, WI 53215		
207 E. Capitol Dr.	Popeye's Restaurant 5150 N. Port Washington Rd. #299 Milwaukee, WI 53217	Popeye's Restaurant 5150 N. Port Washington Rd. #299 Milwaukee, WI 53217
Accurate Lighting and Sign Randy Buetow N89 W14332 Patritia Dr. Menomonee Falls, WI 53051		
1125 W. Waterford Av.	Jon E. Krohn Jet Intermodal & Jet Repair Services 445 W. Oklahoma Av. Milwaukee, WI 53207	Jon E. Krohn Jet Intermodal & Jet Repair Services 445 W. Oklahoma Av. Milwaukee, WI 53207
Domenic Ferrante Mike Byrne 3885 N. Brookfield Rd. Suite 200 Brookfield, WI 53045	Robert Messier 4244 S. 10th St. Milwaukee, WI 53221	Ruth Buttke 4200 S. 10th St. Milwaukee, WI 53221

32454

City of Milwaukee

Board of Zoning Appeals

Chairwoman
Catherine M. Doyle

Vice Chairman
Henry Szymanski

Members
Donald Jackson
Martin E. Kohler
Jose L. Dominguez Jr.

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Leni M. Siker

Secretary
Lindsey St. Arnold Bell

May 10, 2013

NOTICE OF ADJOURNMENT

RE: 207 E. Capitol Dr.
A/K/A 201 E. Capitol Dr.
Popeye's Restaurant, petitioner

To Whom It May Concern:

A request was made by Popeye's Restaurant for a Dimensional Variance to erect a freestanding sign that exceeds the maximum allowed area (allowed 32 sq.ft. / proposed 50 sq.ft.). This proposal requires approval from the Board of Zoning Appeals. City ordinance also requires nearby property owners to be notified of the public hearing.

On May 16, 2013, the Board of Zoning Appeals had scheduled to meet to consider the application involving the above referenced premises, however, **this item will be adjourned** and will be scheduled at the next available public hearing. Notices of any future hearing will be mailed to all parties who received this notice approximately one week prior to the hearing.

Your written comments regarding this request are invited so that a complete examination of all aspects of the appeal can be made. If you have any questions or need more information regarding this matter, please feel free to contact the Board office at 286-2501. If you have written comments or objections you would like to submit for the record, please ***include your name, mailing address, signature, and the address at the top of this notice***. Written information may be mailed to the Board office or sent via facsimile to 286-2555.

BOARD OF ZONING APPEALS
Lindsey St. Arnold Bell
Board Secretary

C: Ald. Milele Coggs, Dist. 6

NOTE:

* Limited parking for persons attending meetings in City Hall is available at reduced rates (3 hour limit) at the Milwaukee Center, southwest corner, E. Kilbourn and N. Water Street. Parking tickets must be validated in Room 205, City Hall (City Clerk's Office).

* Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. To request this service, contact the Department of City Development, 809 N. Broadway, Milwaukee, WI 53202, telephone 286-5939.

City of Milwaukee

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May 28, 2013

NOTICE OF PUBLIC HEARING

RE: 207 E. Capitol Dr.
A/K/A 201 E. Capitol Dr.
Popeye's Restaurant, petitioner

To Whom It May Concern:

A request was made by Popeye's Restaurant for a Dimensional Variance to erect a freestanding sign that exceeds the maximum allowed area (allowed 32 sq.ft. / proposed 50 sq.ft.). This proposal requires approval from the Board of Zoning Appeals. City ordinance also requires all property owners within 150 feet of the subject premises to be notified of the public hearing.

On THURSDAY, JUNE 6, 2013, at 4:30 p.m., or soon thereafter, in City Hall, 200 East Wells Street, Third Floor, Common Council Committee Rooms, Room 301-A, the Board of Zoning Appeals will meet to consider the application involving the above referenced premises.

Please note that most items scheduled for public hearing have been scheduled for approximately 5 to 10 minutes. If an item takes longer than its allotted time, the item may be adjourned to the next available hearing date. Additionally, if you are the Applicant, your attendance is highly recommended for the purposes of participating in this public hearing.

Therefore, the Board requests that any information, either for or against this appeal, be given to the Board office (see address on bottom of letterhead) at least 48 hours prior to the hearing. Interested parties will be offered a limited opportunity to express their views at the hearing.

Your written comments regarding this request are invited so that a complete examination of all aspects of the appeal can be made. If you have any questions or need more information regarding this matter, please feel free to contact the Board office at 286-2501. If you have written comments or objections you would like to submit for the record, please include your name, mailing address and signature. Written information may be mailed to the Board office or sent via facsimile to 286-2555.

BOARD OF ZONING APPEALS
Lindsey St. Arnold Bell
Board Secretary

C: Ald. Milele Coggs, Dist. 6

809 N. Broadway, Milwaukee, Wisconsin, 53202-3617 Phone (414) 286-2501 - Fax (414) 286-2555

MILWAUKEE

6/6/17 (8)

32454

5962 N. Lovers Lane Rd.	Carl R Munson 12127 W. Good Hope Rd. Milwaukee, WI 53224	Carl R Munson 12127 W. Good Hope Rd. Milwaukee, WI 53224
3700 N. Teutonia Av.	Sonya Robinson 1838 N. 25th St. Milwaukee, WI 53205	Sonya Robinson 1838 N. 25th St. Milwaukee, WI 53205
207 E. Capitol Dr. Accurate Lighting and Sign Randy Buetow N89 W14332 Patritia Dr. Menomonee Falls, WI 53051	Popeye's Restaurant 5150 N. Port Washington Rd. #299 Milwaukee, WI 53217	Popeye's Restaurant 5150 N. Port Washington Rd. #299 Milwaukee, WI 53217
5017 W. Capitol Dr. James Ramsey 5017 W. Capitol Dr. Milwaukee, WI 53216	NU2U Appliances 5017 W. Capitol Dr. Milwaukee, WI 53216	NU2U Appliances 5017 W. Capitol Dr. Milwaukee, WI 53216

207 E. Capitol

32454

Parcel/Ownership

TAXKEY	PROPERTY ADDRESS	OWNER NAME 1	OWNER NAME 2	OWNER NAME 3	MAIL ADDRESS	CITY, STATE AND ZIP CODE
2420216000	208 E CAPITOL DR	D & M PROPERTIES LLC			208 E CAPITOL DR	MILWAUKEE WI 53212-
2420401000	100 E CAPITOL DR	RICHARD R PIEPER	SUZANNE E PIEPER	C\O PIEPER PROPERTIES	234 W FLORIDA ST	MILWAUKEE WI 53204-
2730202000	207 E CAPITOL DR	POPEYES EAST CAPITOL CORP	C\O BRODERSEN MGMT		5150 N PT WASHINGTON RD #299	GLENDALE WI 53217-
2730223000	3935 N PALMER ST	PINKEYS CAPITAL AUTO	BODY CORP		120 W MELVINA ST	MILWAUKEE WI 53212-
2730224000	117 E CAPITOL DR	HUMM FAMILY TRUST	C\O RUDOLPH MUDROCH, TR		PO BOX 5246	ELM GROVE WI 53122-5246
2730225000	3913 N PALMER ST	JAMES S MAGESTRO			2523 E BEVERLY RD	SHOREWOOD WI 53211-
2730226000	118 E MELVINA ST	GERALD J YOUNG	KELLY J STAR		118 E MELVINA ST	MILWAUKEE WI 53212-
2730227000	122 E MELVINA ST	CHRIS M HOUGHTALING			122 E MELVINA ST	MILWAUKEE WI 53212-
2730228000	130 E MELVINA ST	RAUL RODRIGUEZ SR	% SUPPORTIVE COMM SERVICES		620 S 76TH ST STE 140	MILWAUKEE WI 53214-1599
2731961000	3900 N PALMER ST	GOODWILL INDUSTRIES OF	SOUTHEASTERN WI INC		6055 N 91ST ST	MILWAUKEE WI 53225-
2739962100	225 E CAPITOL DR	ALDI INC # 19			9342 S 13TH ST	OAK CREEK WI 53154-

Record Count: 11

Radius: 150.0 feet and Center of Circle: 207 E Capitol DR

32454

Assessment Detail and Listing Characteristics

Taxkey	Premise Address	Nbhd	Plat	Assessment County	Class
2730202000	207 E CAPITOL DR	6440	27301	Milwaukee	Special Mercantile

Ownership Information

POPEYES EAST CAPITOL CORP
C\O BRODERSEN MGMT
5150 N PT WASHINGTON RD #299
GLENDALE WI 53217

Conveyance

Deed Type	WD
Date	1993-09-01
Fee	697.50

Name Change: 2006-10-23

Assessment Information

Year	Current	Previous
Land	151400	151400
Imprv	424600	424600
Total	576000	576000

Org Year	Drop Year	Zoning	Ald. District	Census
		LB2	6	044-413

Legal Description

ISLAND AVENUE LAND COMPANY'S SUBD NO 1 IN NE 1/4 SEC 8-7-22 BLOCK 1 LOTS 3 TO 9 INCL & S 2' LOT 2 BID #25

Lot Sqft	Lot Acres	Lot Frontage	Lot Depth	Excess Land	Total Sqft
25228	0.0000	0	0	0.0000	25228

Building	Stories	Description	Gross Area	Units	Exterior Wall	Year Built
1	1.0	Fast Food Operation	2181	1	Other	1994

Building	Unit Nr	Use Description	Area	Floor	Similar Units	Mkt Rent SqFt
1	207	Fast Food Adq Seating	2181	1	1	25.00

Recent Permits Owner History Sale History Assessment History Tax Balance About Site

Data Provided By Assessor Query From: 10.5.9.214

1
150

City of Milwaukee

Zoning Administration Group Staff Report

Premises: 207 E. Capitol Dr.
A/K/A 201 E. Capitol Dr.

Case No. 32454

Request: to erect a freestanding sign that exceeds the maximum allowed area (allowed 32 sq.ft. / proposed 50 sq.ft.)

Petitioner: Popeye's Restaurant, petitioner

Type of Appeal: Dimensional Variance

Filing Date: April 1, 2013

Zoning of Premises: LB2

Section of Code being Appealed: 295-605-5

Alderman & District: Ald. Milele Coggs, Dist. 6

FINDINGS OF THE DEPARTMENTS

DPW: Provided the proposed use is developed and operated according to the plans submitted, DPW believes the use can be operated in a manner which will not have a significant adverse impact on traffic circulation, parking or any use of the public right-of-way.

Department of Public Works

DCD: Based on written information submitted by the applicant, provided no neighborhood objections are identified, and provided the proposed use is developed and operated according to the plans submitted, DCD believes the use can be operated in a manner which will not have a significant adverse impact on adjoining property or the neighborhood in general and that the use is designed located and operated in a manner so that the public health, safety and welfare is protected.

Department of City Development

DNS: DNS believes that this use can be developed in a manner that will be consistent with the Milwaukee building code. The plan of operation appears to be enforceable.

Department of Neighborhood Services

BOZA STAFF RECOMMENDATION

Based on the evidence submitted by the applicant, the information received from the departments and the case summary, the BOZA staff recommends that this Dimensional Variance be granted, provided that no neighborhood objections are identified, based on the criteria being met, and recommends that this use be approved to run with the land provided the applicant complies with any conditions listed above.

Board of Zoning Appeals

Board of Zoning Appeals
CASE SUMMARY

Hearing Dates: June 06, 2013 and May 16, 2013

Case Number: 32454

Premises: 207 E. Capitol Dr.
A/K/A 201 E. Capitol Dr.

Request: to erect a freestanding sign that exceeds the maximum allowed area (allowed 32 sq.ft. / proposed 50 sq.ft.)

Petitioner: Popeye's Restaurant

Type of Appeal: Dimensional Variance

Pre-App Filing Date: April 01,2013

Zoning of Premises: LB2

Section of Code being Appealed: 295-605-5

Max. Area of Freestanding Sign	32 sq.ft.
Proposed	50 sq.ft.
Excess	18 sq.ft.

Alderman and District: Ald. Milele Coggs, District 6

Interest in Land/Investment: Property Owner/$10,000

BOZA Notes: This matter was adjourned from the May 16th consent agenda at the request of an interested party. Staff's recommendation, without the benefit of any oral testimony having been taken on the matter, was for approval to run with the land.

DNS Notes: DNS believes that this use can be developed in a manner that will be consistent with the Milwaukee building code and that the public health and safety will be protected. The plan of operation appears to be enforceable.

Traffic(DPW) Notes: Provided the proposed use is developed and operated according to the plans submitted, DPW believes the use can be operated in a manner which will not have a significant adverse impact on traffic circulation, parking or any use of the public right of way.

DCD Notes: Based on a review of the information submitted by the petitioner relative to this proposal and without benefit of any testimony which may be presented at the Board of Zoning Appeals hearing, the Department of City Development finds that the criteria for a variance under s.295-311 of the City Code have been met.

Aldermanic Notes:

Neighborhood Notes:

06/06 Hrg.
Item No. 50

Board of Zoning Appeals

CASE SUMMARY

Hearing Dates: May 16, 2013

Case Number: 32454

Premises: 207 E. Capitol Dr.
A/K/A 201 E. Capitol Dr.

Request: to erect a freestanding sign that exceeds the maximum allowed area (allowed 32 sq.ft. / proposed 50 sq.ft.)

Petitioner: Popeye's Restaurant

Type of Appeal: Dimensional Variance

Pre-App Filing Date: April 01,2013

Zoning of Premises: LB2

Section of Code being Appealed: 295-605-5

Max. Area of Freestanding Sign	32 sq.ft.
Proposed	50 sq.ft.
Excess	18 sq.ft.

Alderman and District: Ald. Milele Coggs, District 6

Interest in Land/Investment: Property Owner/$10,000

BOZA Notes: Based on the evidence submitted by the petitioner, provided that no neighborhood objections are identified, and based on the review conducted by staff, this request has been scheduled for approval on the consent agenda. Board staff recommends that this request be granted to run with the land provided the applicant complies with any conditions listed below.

DNS Notes: DNS believes that this use can be developed in a manner that will be consistent with the Milwaukee building code and that the public health and safety will be protected. The plan of operation appears to be enforceable.

Traffic(DPW) Notes: Provided the proposed use is developed and operated according to the plans submitted, DPW believes the use can be operated in a manner which will not have a significant adverse impact on traffic circulation, parking or any use of the public right of way.

DCD Notes: Based on a review of the information submitted by the petitioner relative to this proposal and without benefit of any testimony which may be presented at the Board of Zoning Appeals hearing, the Department of City Development finds that the criteria for a variance under s.295-311 of the City Code have been met.

Aldermanic Notes:

Neighborhood Notes:

207 E. Capitol Dr.

32454

Copy of decision sent to:

6-11-13

Popeye's Restaurant

5150 N. Port Washington Rd. #299

Milwaukee, WI 53217

50

Accurate Lighting & Sign

A Division Of Frank R. Buetow Company, Inc. Since 1955

Your Full Service Sign And Lighting Electrical Contractors

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Popeye's Restaurant
207 E. Capitol Drive
Milwaukee, WI. 53212

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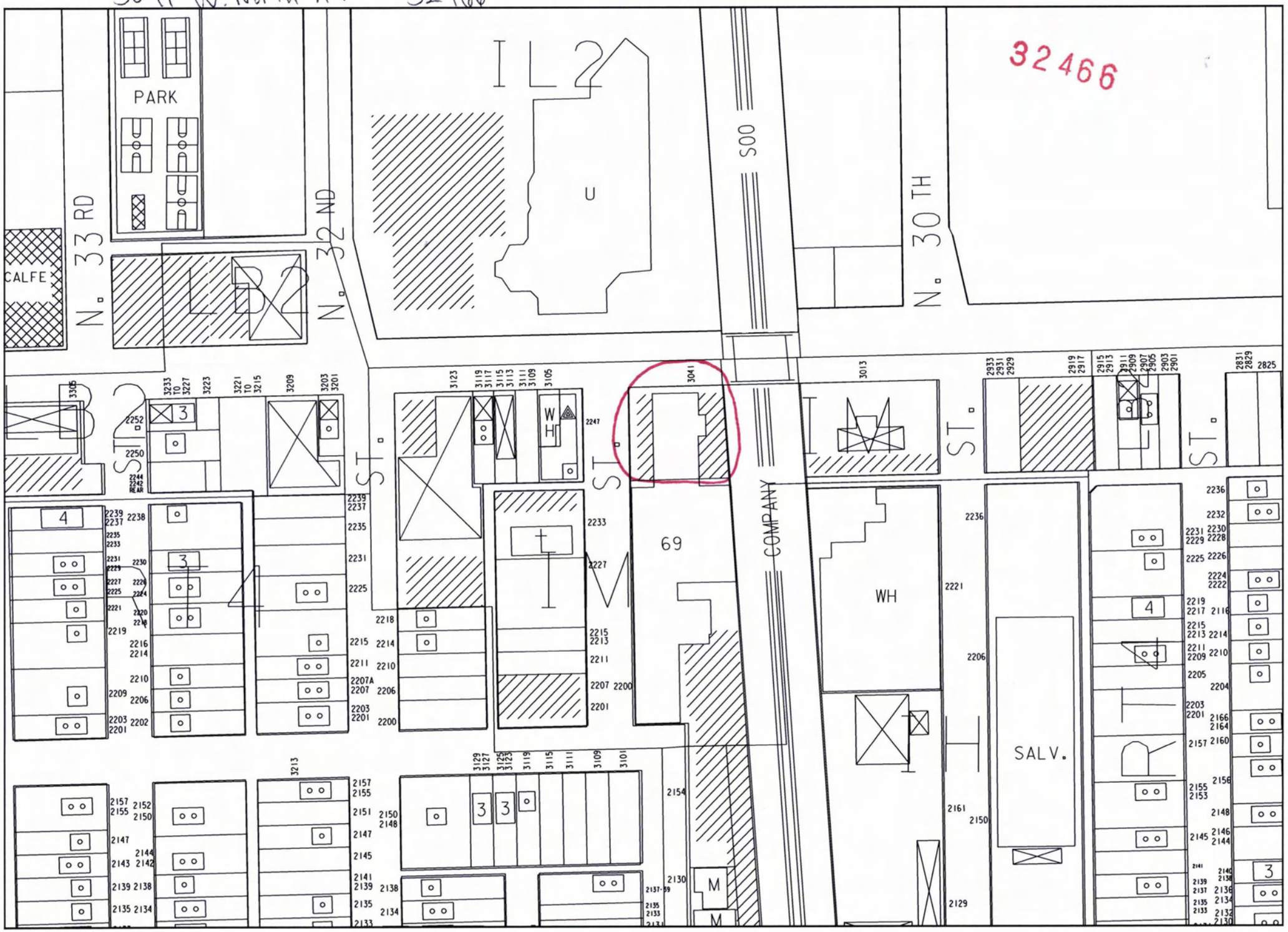
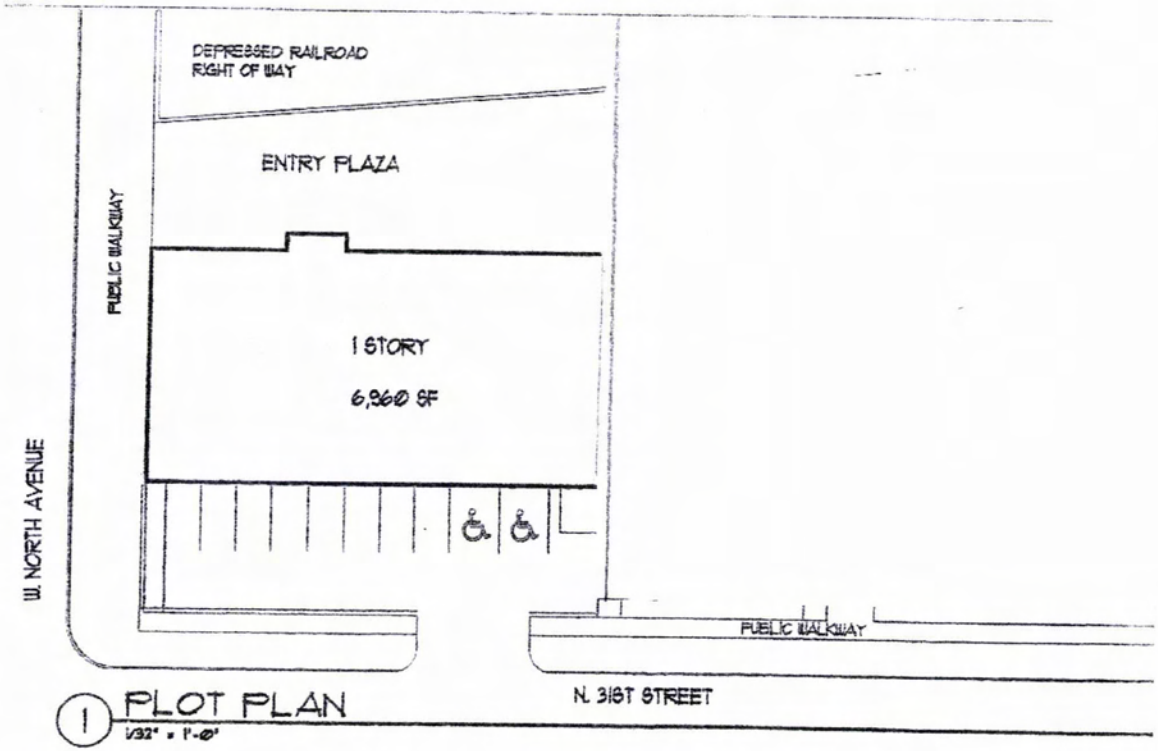
CITY OF MILWAUKEE

CRC MKE SCANNED 08/29/2013

3041 W. North Av. 32466



32466



PARKING PLAN

~~CAJUN JAZZ AND BLUES~~
3041 W. NORTH AVE.
MILWAUKEE, WI 53208

~~Table of Contents~~

~~2. OPERATIONS PLAN~~
A) PARKING PLAN

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KEITH B. TERRY
PROPERTIES / DEVELOPMENT
MILWAUKEE, WISCONSIN ~~OCTOBER 30, 2011~~

4/3/2013

WILSON DESIGNERS

3041 North
PROPERTY OWNER

3041 W North
ADDRESS

116' - 0"

60' - 6"

OFFICE
234 SF

VESTIBULE #2
178 SF

16' - 3"

10' - 8"

TOILET RM #3
30 SF

UTILITY RM
46 SF

UP

STORAGE
15 SF

EXISTING MENS ROOM
191 SF

EXISTING WOMENS ROOM
309 SF

9' - 9"

EXISTING TOILET ROOM
86 SF

EXISTING WATER HEATER

UP

EXISTING RAMP

EXISTING SKYLIGHTS ABOVE

EXISTING SKYLIGHTS ABOVE

EXISTING CLUB SEATING
2743 SF

EXISTING STAGE AND DANCE FLOOR
425 SF

DN

RAMP

DN

DN

DN

EXISTING AUDIO BOTH
110 SF

EXISTING SEATING AREA
321 SF

VESTIBULE #1
61 SF

NORTH

1 2 3 4 5 6 7 8

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EXISTING FLOOR PLAN

1/8" = 1'-0"

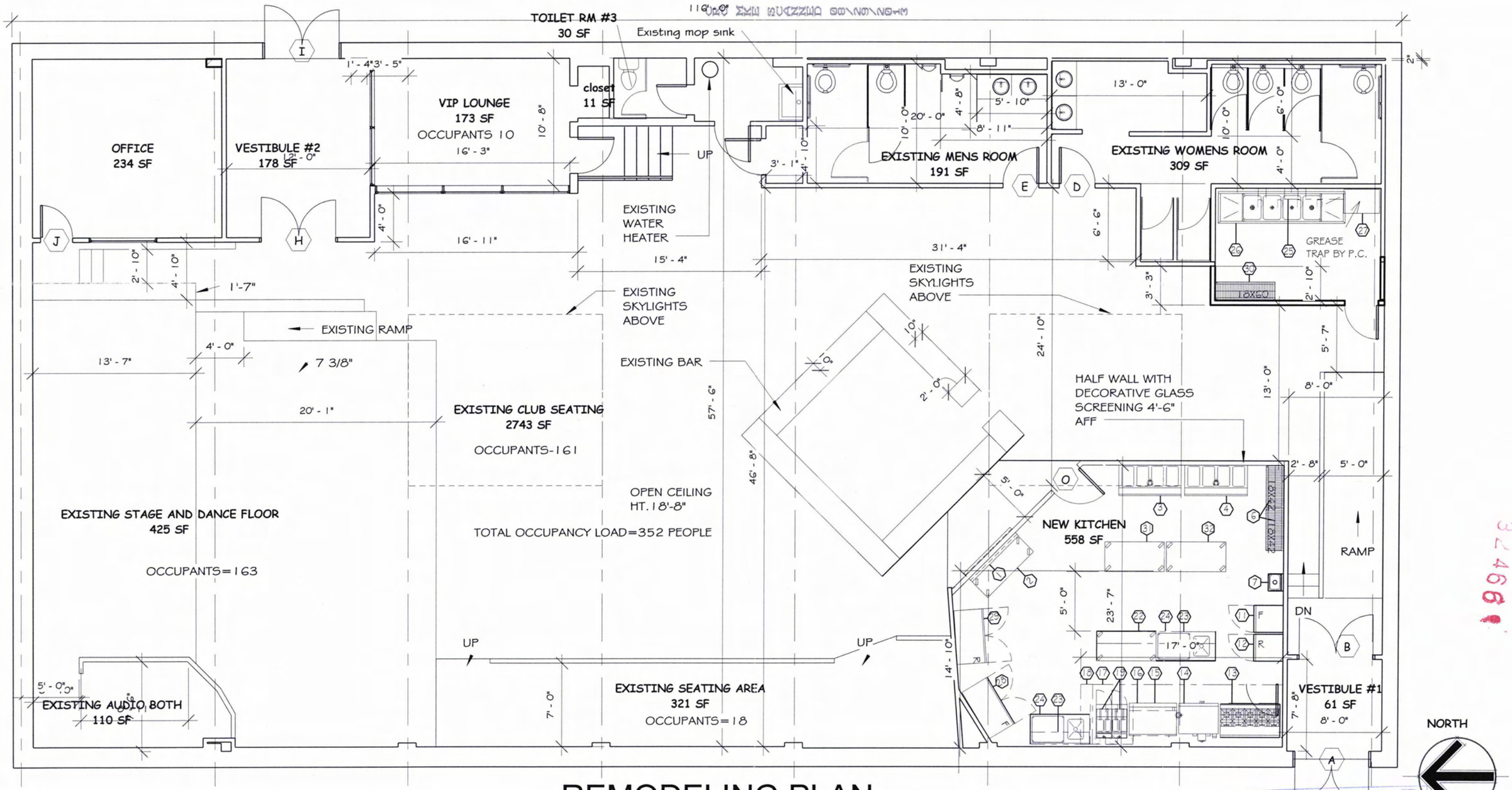
WILSON DESIGNERS
8084 N 66TH ST BROWNDEER ,WI 53223

PROJECT NAME

WILSON DESIGNERS

3041 North
PROPERTY OWNER

3041 W North
ADDRESS



REMODELING PLAN

1/8" = 1'-0"

WILSON DESIGNERS
8084 N 66TH ST BROWNDEER ,WI 53223

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PROJECT
NAME

WILSON DESIGNERS

3041 North
PROPERTY OWNER

3041 W North
ADDRESS

CODE ANALYSIS

APPLICABLE CODES

INTERNATIONAL BUILDING CODE 2009(IBC)
2006 IMC, 2006 IECC, 2006 IFC, ICC/ANSIA117.1-2003
WISCONSIN ENROLLED COMMERCIAL BUILDING CODE 2006

SITE CRITERIA

ZONING DESIGNATION:
LOT SIZE: +/- 50000 SF

BUILDING INFORMATION

EXISTING ONE STORY,MASONRY BUILDING WITH A EXISTING MEMBRANE ROOF SYSTEM, FULL BASEMENT

ORIGINAL BUILDING AREA- +/-7200 S.F.
PROPOSED PHASE 1 DEMOLITION OF REAR BOILER BUILDING AND INTERIOR FLOORS, CEILINGS, FURRED INTERIOR WALLS, INTERIOR WALLS ON 1ST, AND 2ND OF MAIN BUILDING

CHAPTER 3 - OCCUPANCY CLASSIFICATION

305.2 OCCUPANCY GROUP A-2: 1ST FLOOR NIGHT CLUB RESTAURANT

CHAPTER 5 - GENERAL BUILDING HEIGHTS AND AREAS

TABLE 503 GROUP A-2: CONSTRUCTION TYPE IIIB

3 STORY AND 14,000 S.F. ALLOWED

CHAPTER 6 - TYPE OF CONSTRUCTION

TABLE 601 - TYPE III B - 0 HOUR RATING FOR STRUCTURAL FRAMING, FLOOR CONSTRUCTION AND ROOF

TABLE 602 - TYPE III B - EXTERIOR WALLS AND FIRE SEPARATION DISTANCE: LESS THAN 5'= 2 HR

CHAPTER 7 - FIRE RESISTANCE RATED CONSTRUCTION

704.2.2 PROJECTION FROM WALLS OF TYPE III A CONSTR. SHALL BE OF ANY APPROVED MATERIAL.

CHAPTER 9 - FIRE PROTECTION CONSTRUCTION

903.2.2 GROUP F-1 PROTECTED BY AN AUTOMATIC SPRINKLER SYSTEM.

CHAPTER 10 - MEANS OF EGRESS

NUMBER BY TABLE 1004.1.1 BASED ON ACTUAL NUMBER = 352 PERSONS - RESTAURANT

= 352 PERSONS - BUILDING TOTAL OCCUPANT LOAD

1005.1 TABLE 1005.1 GROUP "A" WITH SPRINKLERS
0.15 OCCUPANT (352 x .20) =52"

1016.1 EXIT ACCESS TRAVEL DISTANCE. MAXIMUM LENGTH OF EXIT ACCESS TRAVEL REQUIRED I OCCUPANCY E WITHOUT SPRINKLER SYSTEM SHALL NOT EXCEED 200 FEET.

1019.1 MINIMUM NUMBER OF EXITS, 1019.1 WITH AN OCCUPANT LOAD BETWEEN 1 AND 500 = 2 REQUIRED EXITS REQUIRED (PER STORY).

Equipment List

Item	Description	
1	SHELVING	
2	MOBILE WORKTABLE	
3	HOT FOOD WELL TABLE	
4	HOT FOOD WELL TABLE	
5	OPEN NUMBER	
6	SHELVING	
7	HAND SINK	
8	OPEN NUMBER	
9	OPEN NUMBER	
10	OPEN NUMBER	
11	REACH-IN FREEZER	
12	REACH-IN REFRIGERATOR	
13	OPEN BURNER RANGE	
14	DOUBLE STACKED CONVECTION OVEN	
15	REFRIGERATED BASE	
16	GRIDDLE	
17	EXHAUST HOOD	
18	FIRE SUPPRESSION SYSTEM	
19	FRYERS	
20	OPEN NUMBER	
21	MOBILE WORKTABLE	
22	MOBILE WORKTABLE	
23	WALL SHELF	
24	WORKTABLE W/ SINK	
25	WALL SHELF	
26	4-COMPARTMENT SINK	
27	GREASE TRAP	(BY OTHERS)
28	REACH-IN FREEZER	
29	REACH-IN REFRIGERATOR	
30	SHELVING	
31	MOBILE WORKTABLE	
32	MOBILE WORKTABLE	
33	WATER HEATER	(BY OTHERS)
34	CHEMICAL STORAGE SHELVING	
35	MOP SINK	(BY OTHERS)

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PROJECT NAME

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3041 NORTH
GARFIELD PARK

3041 West North Avenue

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Front View

Left Side

Right Side

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PLAN OF OPERATIONS

Address: 3041 West North Avenue, Milwaukee, WI 53208
Business Name: 3041 North
Business Type: Urban Country Club
Building Spec: 7200 sq. ft., masonry construction.

PROPOSED OPERATIONS

3041North exudes class in an urban environment- Metcalfe Park.

3041North will serve as an entertainment, education, and restaurant venue.

3041North is a venue for people who want to be a part of a positive private club atmosphere.

Welcome to 3041North "The World's First Urban Country Club for the Soul."

What's an urban country club for the soul? Milwaukee's only venue that provides healthy lifestyle options in an unique setting. 3041North will provide customers with a venue to connect with one another through music, fitness, art, dance, food and social events. Members will be invited to join social clubs that build and strengthen relationships. 3041North will offer activities for all ages that include adult and youth music classes, cycling, chess, book clubs, travel, investment and more.

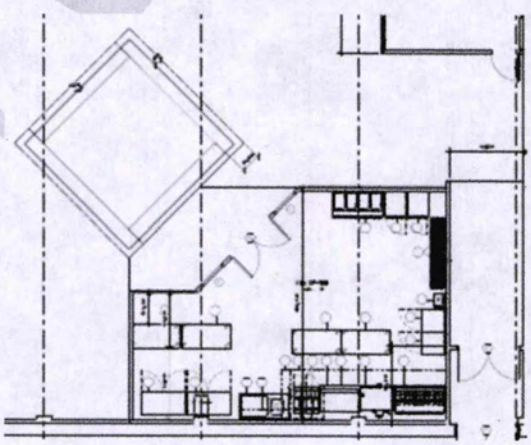
3041 NORTH
GARFIELD PARK

32466

The effort to open 3041North started in September of 2012. The staff has done a wonderful job of developing the product concept. The first step was to connect with the community and survey the need for such a venue by marketing through the use of social media; which led to the creation and launch of our website www.3041north.com. There we collect market data and statistics. Data collected indicates that the community would support 3041North. This was determined through a series of focus groups.

What's unique - 3401North is an upscale, 7200 square foot facility with state-the-art audio/video systems and a clear view open concept kitchen.

3041North boasts a spacious and inviting outdoor patio.



3041North will provide its patrons free Wi-Fi to accommodate their business needs.

3041North will generate revenue through seven (7) revenue streams that comprise the company's products and services:

- Access & Entertainment
- Membership Fees
- Educational Courses
- Food & Beverage
- Venue Rental
- Nutrition & Wellness
- Advertising

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GARFIELD PARK

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3041 NORTH

GARFIELD PARK

CONTACT INFORMATION

Serina Chavez
3041 W. North Avenue
Milwaukee, WI 53208
t: 414.301.1003
e: info@3041north.com
w: www.3041north.com

32466

PROPERTY

- 3041North faces North on the corner of 31st and North Avenue, directly across from the WE Energies Complex, the building is now vacant.
- Facing west, across the street is a commercial building and vacant brown fields.
- Adjacent to 3041North, Garfield Park Apartments, a 67 unit residential complex.
- Facing east is a railroad right of way.

CONCERNS

Any increase in traffic created by 3041North will not pose a problem for other businesses or residents in the area.

- 3041North will provide optional parking services to and from the facility.
- 3041North will obtain a private, certified security service.
- Public parking lots will be utilized
- Leased parking areas will be utilized by Valet service
- Collaborate with the area Business Improvement District to remediate brown field 2227 N 31st to create support parking.

CUSTOMERS

3041North appeals to three major market segments:

Professionals – We appeal to adults and couples seeking to interact through the arts and socializing. Our professional customers will range in age from 35 to 50.

Tourists and Business Travelers – Tourism generated $2.5 billion in the greater Milwaukee area in 2010. We will target this demographic through direct marketing.

Senior Citizens - Senior citizens represent 13% of the Milwaukee County population. 3041North will offer music events, ballroom dancing, and workshops specifically designed for our senior patrons (50 and older).

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3041 NORTH
GARFIELD PARK

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EMPLOYEES

3041North will employ a highly professional and knowledgeable staff consisting of:

- 8 full time
- 13 part –time
- 4 non-key staff members

HOURS OF OPERATIONS

The hours of operations will be:

- Tuesday – Sunday
- 10am – 1:30am
- Closed Monday

TRAFFIC PATTERNS

3041North's parking lot will permit:

- 8 standard spaces
- 2 Handicap accessible spaces
- Additional off street parking is available on North 31st and on West North Avenue.

Deliveries from outside vendors will occur on the North Avenue entrance:

- Waste management services will service 3041North twice (2) a week.
- Food and beverage deliveries once (1)a week
- Loading zone for Valet Parking

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CITY OF MILWAUKEE

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STATEMENT OF SPECIAL USE

PROTECTION OF PUBLIC HEALTH SAFETY AND WELFARE

Ambassadors will be hired to monitor activity inside and outside of the establishment, and to maintain cleanliness. They will be equipped with instant walkie-talkie/mobile phones to communicate all activity. They will be trained to handle emergencies (illnesses, criminal activity, and other random action). Their role will be similar to that of neighborhood patrol, however, they will have specialized training to handle threats of security and other emergencies. Operation of a vehicle patrol will occur within the prescribed duties and responsibilities of the Ambassadors. Their main operative is to greet patrons in a friendly manner and provide great customer service in a non-threatening environment.

Emergencies are any threats to life and/or property that require an immediate response from police, fire, or EMS; including crimes in progress or serious injury or illness. The Ambassadors will have access to both a land-line and cell telephones in order to contact the following agencies:

- 3rd District Police Department (414) 935-7232
- Non-Emergency Fire Department (414) 286-8999
- Fire Department Emergency (414) 347-2323

PROTECTION OF PROPERTY

- The business will adopt a *Code of Conduct* on premises policy and signage will be posted on the property.
- Surveillance cameras will be installed on the interior and exterior of the building to capture activity.

Patrons will be made aware of 3041North security measures and rules, as posted on the premises. In addition, business cards will be provided to ambassadors and local authorities in case criminal activities are witnessed.

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3041 NORTH
GARFIELD PARK

TRAFFIC AND PEDESTRIAN SAFETY

- There are 10 on-site parking spaces and ample street parking. The vacant lot on the corner of 31st and Garfield is an option, if secured from the City.
- Ambassadors will monitor the activity during open business hours.

CONSISTENCY WITH COMPREHENSIVE PLAN

3041North's proposal is consistent with the city's comprehensive plan in part by promoting a healthy lifestyle, quality and safe venue, and employment opportunities in the community.

- 3041North will offer workshops focused on wellness, arts, and financial planning.
- The venue is a 7,200 square foot complex. The venue will be equipped with state-of-the-art audio, lighting, and video systems. The general appearance will be clean, open, and pleasing to all customers.
- 3041North will provide an "Ambassador" service to its patrons by the use of a private, certified security company. The ambassadors will continuously monitor the grounds to ensure the safety of its patrons and neighbors of 3041North.
- 3041North will employ a highly professional and knowledgeable staff consisting of
    - 8 full time
    - 13 part –time
    - 4 non-key staff members

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FORM BA-4 REV. 6/00

BOARD OF ZONING APPEALS - CITY OF MILWAUKEE 32466

NOTICE OF APPEAL AND APPLICATION FOR REVIEW

City of Milwaukee

Address of Property Affected 3041 W North Avenue, Milwaukee, WI

Petitioner Info:
Petitioner Name: *(must have legal interest in land)* Keith B Terry
3041 NORTH

Mailing Address: 920 W. Silver Spring Dr.

City/State: Glendale WI

Zip Code: 53209.

Phone: (414) 678-1859

Fax:

Contact Info:
Name of person to contact with any questions: Serina Chavez

Mailing Address: 3041 W. North Ave

City/State: Milwaukee, WI 53208

Zip Code: 53208

Phone: (414) 301-1003.

Fax:

Relationship to Petitioner management
e.g. Architect, Attorney, Contractor, etc.

Property Information:

Present Use of Property BUSINESS OFFICES

Proposed Use of Property URBAN COUNTRY CLUB

Total Anticipated Investment in Property* $ 40,000.00

** REQUIRED - Please fill-in the estimated dollar amount necessary to complete the proposed project or implement the proposed use.*

Do you:
- ☒ Own the property
- ☐ Lease the property, If so what is term of lease: _____ yrs. w/ options? _____
- ☐ Have an offer to purchase the property
- ☐ Have another type of interest in the property _____

Petitioner's Signature: _____ **Date:** 3-23-2013

For Staff Use Only:

Previous BOZA history at this site:	☑YES ☐NO	Lot Area:	15300
If yes what was last Case No.	24901	Zoning:	IM
Hearing date:	05/08/2003	Quarter Section:	349
Is the use of the property changing:	☑YES ☐NO	Aldermanic Dist.:	15
Is this a new operator:	☑YES ☐NO		

3041 W NORTH AV
Apr/04/2013/12:32 PM
1-0228414/dhawki/$100.00

Validation for $100 Fee Must Appear Here
Type 0209

Note:
Depending upon you application, you may be required to pay additional fees prior to your hearing. For a complete list of fees, please refer to § 200-33-65 Milw. Codes. This application will not be accepted for review unless the validation block indicates that the FEE has been paid. ALL FEES ARE NON-REFUNDABLE. Please make checks payable to: "City of Milwaukee – Treasurer".

WHITE — BOZA YELLOW — PETITIONER

BOARD OF ZONING APPEALS
CITY OF MILWAUKEE

May 21, 2013

TSRH North, LLC
Kyle Schuhmacher & Eric Tresslar, Owners
638 S. vail Av.
Arlington, IL 60005

32546

RE: 1659 N. Farwell Av.
A/K/A 1661 N. Farwell Av.
TSRH North, LLC, petitioner

Dear TSRH North, LLC:

Your Special Use application to occupy the premises as a second-hand sales facility has been reviewed by staff and has been determined to be complete. At this time, no additional information is required in order for staff to complete the analysis of your application. Below, you will find a confirmation of the section(s) of the zoning code that you are appealing.

295-603-1
A second hand sales facility is a Special Use in a Local Business District.

$300.00 is the balance due as required by s. 200-33-65 of the Milwaukee Code of Ordinances to process your appeal. Checks may be made payable to the City of Milwaukee. All fees are non-refundable. Please acknowledge receipt of this letter and your intent to proceed by completing the bottom portion of this letter and returning it to the Board office along with the required fee. You may either use the return envelope provided or you may hand deliver your response.Please respond to this letter as soon as possible. This will help to ensure a prompt response from the Board. It is necessary for you to complete and return this notice (including all fees) to the BOZA office before your appeal will be heard by the Board. If we do not receive a response within sixty (60) days, your application may be dismissed and staff may dispose of your application materials.

Depending upon the Board's caseload at the time you return this information to the Board office, your application will be scheduled for a hearing within approximately three (3) to four (4) weeks. You can expect written notification from the Board via U.S. mail approximately one (1) week prior to the hearing. In the meantime, if you have any questions regarding this matter, please do not hesitate to contact the Board office at 286-2501.

Checks may be made payable to the City of Milwaukee.

Please Note: This form should be signed by the "petitioner" listed on the original application.

Premises: 1659 N. Farwell Av.

Fee Balance: $300.00

Petitioner: TSRH North, LLC

Contact: TSRH North, LLC
Kyle Schuhmacher & Eric Tresslar, Owners
638 S. vail Av.
Arlington, IL 60005

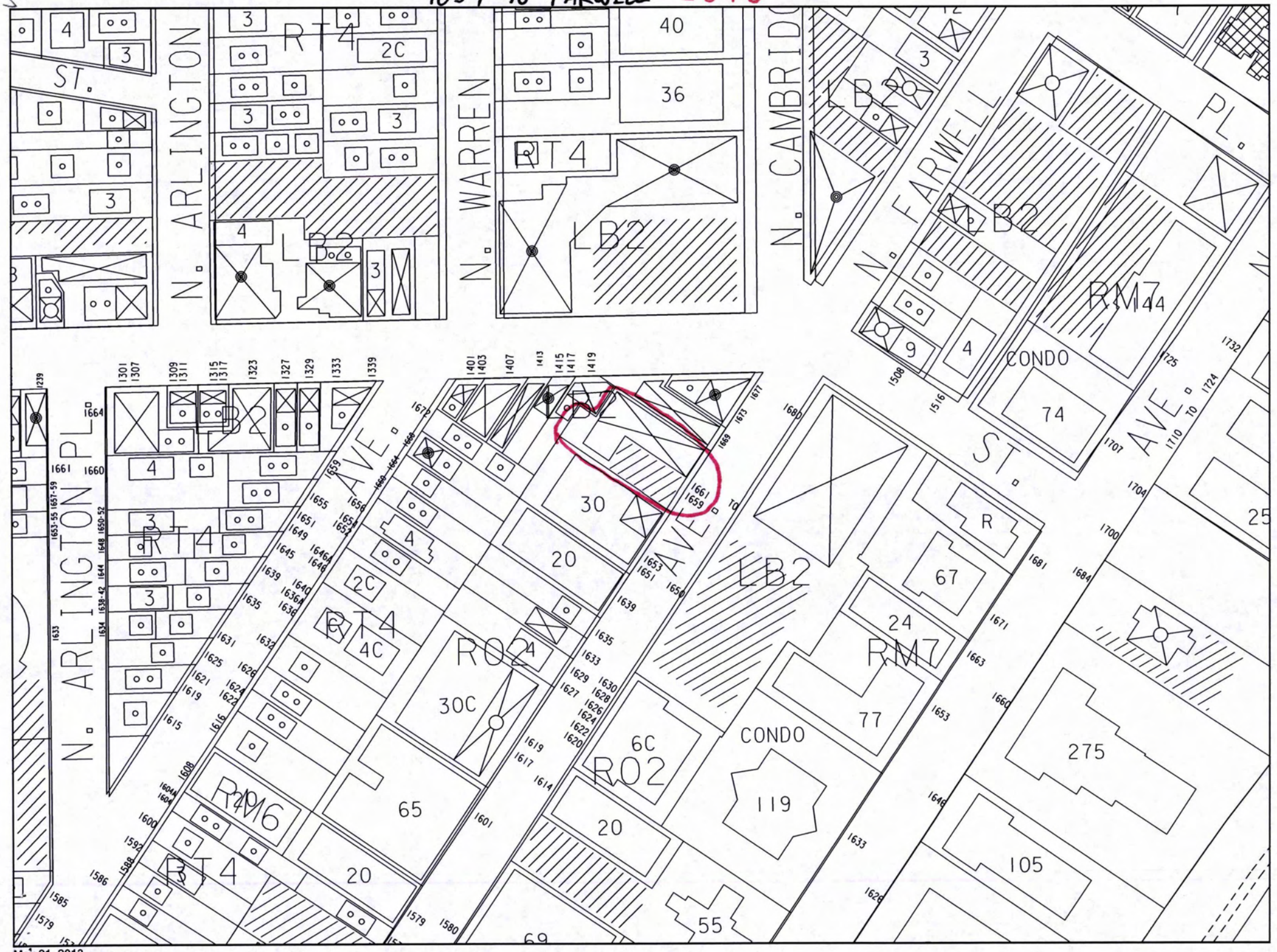
For office use - 1659 N FARWELL AV
Validation for amount of fee must appear here: Tue/04/2013/01:30 PM
2-0234065/dhawki/$300.00

Type 0210

If paying by credit card, please provide the following information:
VISA MasterCard Card Number _____ Exp. __/__

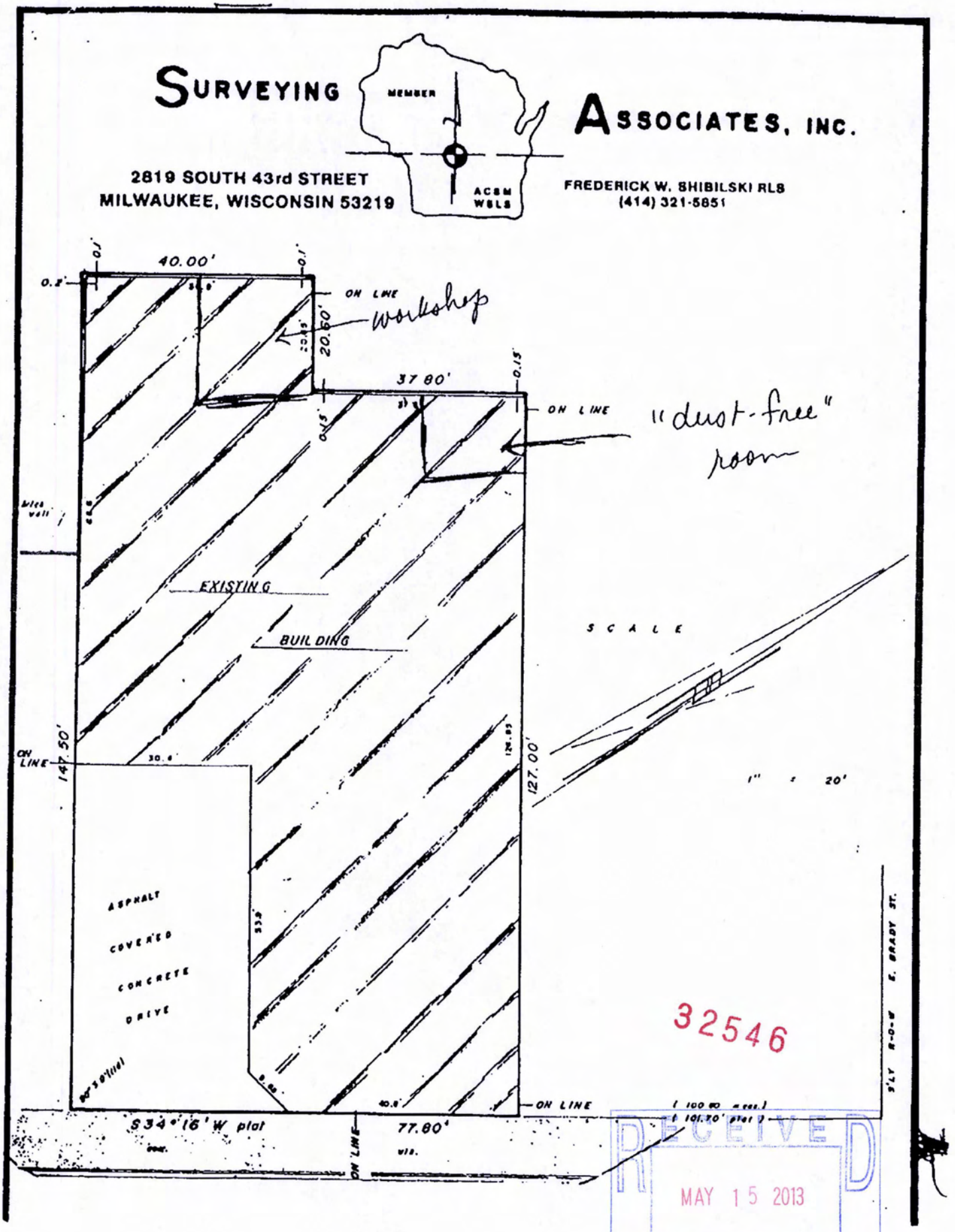
Petitioner's Signature: _____ **Date:** Jun 4th 13

1659 N FARWELL 32546



May 21, 2013

EXHIBIT A



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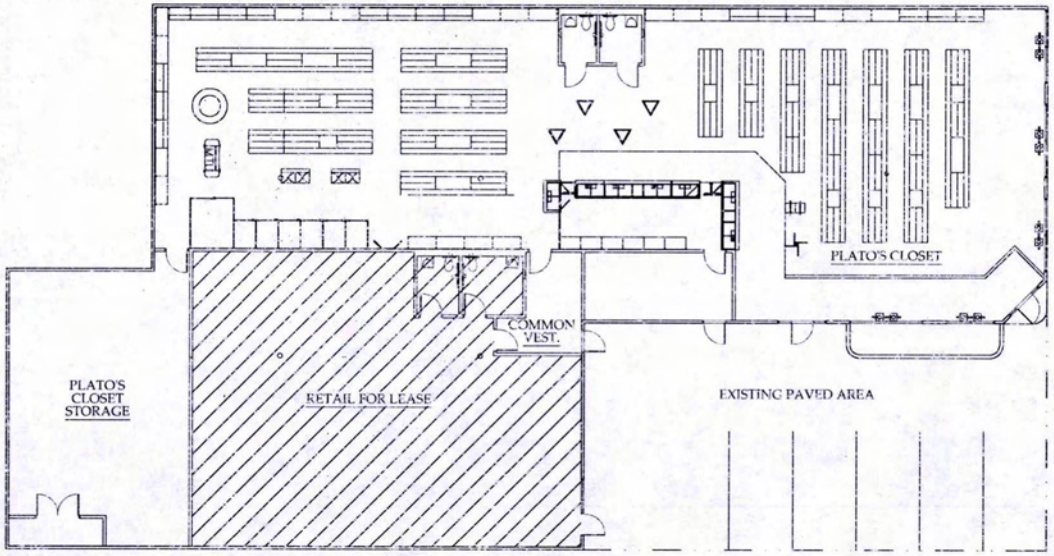

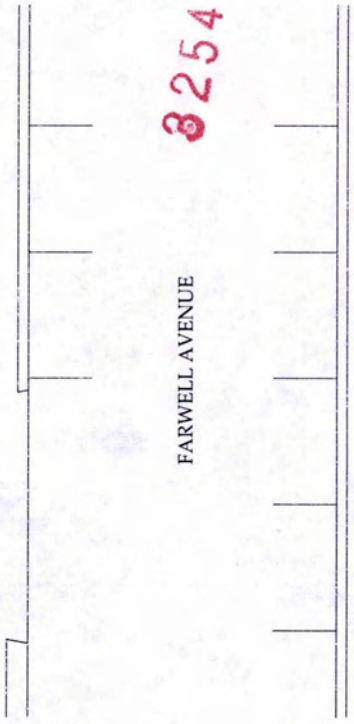

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SITE PLAN: 0 4 8 16 FEET

PLAN NORTH

PLATO'S CLOSET

1659-1661 NORTH FARWELL -- MILWAUKEE, WISCONSIN

MAY 15, 2013 #13085

©CORNERSTONE ARCHITECTS LTD. 2013

Cornerstone Architects Ltd.

PLATO'S CLOSET

Individual Internally Illuminated RACEWAY L.E.D. Letter Sets

Linear

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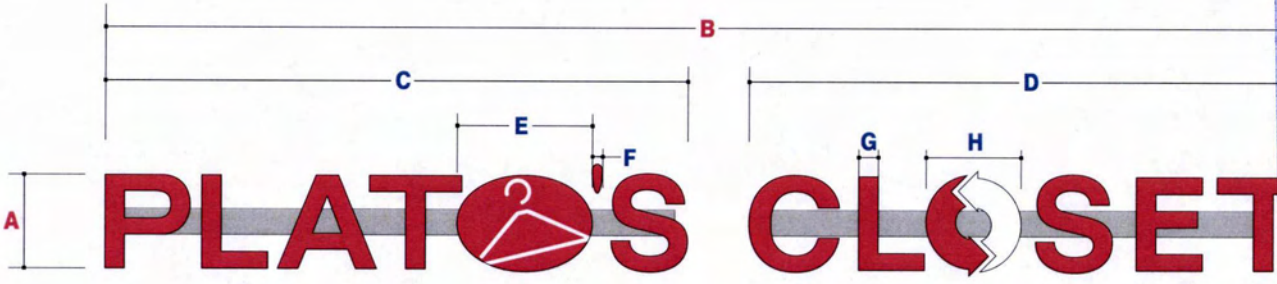


"R" MARK IS 1/4"WHITE ACRYLIC W/ APPLIED BLACK VINYL
FLUSH STUD MOUNT TO WALL

LETTER SET LAYOUT — SCALE: VARIES

VINYL SPECIFICATIONS

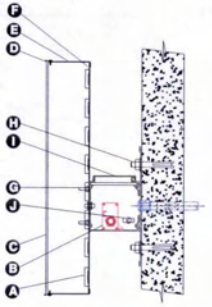
3M TRANSLUCENT VINYL APPLIED TO # 7328 WHITE ACRYLIC FACES

- 3M #3630-33 TRANS. RED

VARIOUS SIZES

A	B	C	D	E	F	G	H	AREA - Sq.Ft.
18"	19'-4 1/4"	9'-4 1/2"	9'-0"	2'-2 1/8"	2"	3 3/4"	1'-6 3/8"	29.1
20"	21'-6 1/2"	10'-5"	10'-0 1/4"	2'-5"	2 1/8"	4 1/8"	1'-8 3/8"	36
24"	25'-9 5/8"	12'-6"	12'-0"	2'-10 7/8"	2 5/8"	5"	2'-0 1/2"	51.5
30"	32'-3 1/8"	15'-7 1/2"	15'-0"	3'-7 1/2"	3 3/8"	6 1/4"	2'-6 1/2"	80.6
36"	38'-8 1/2"	18'-8 1/2"	18'-0"	4'-4 3/8"	4"	7 1/2"	3'-0 3/4"	116.1

L.E.D. Letters on Raceway



A ILLUMINATION	LED	AgiLight LED
	COLOR	WHITE SIGNRAYZ BASE
B POWER SUPPLY	TYPE	AgiLight GLED60W
C FACE	MATERIAL	3/16" ACRYLIC
	COLOR	#7328-WHITE
	VINYL	SEE COLOR SCHED.
D RETAINER	TYPE	TRIM CAP
	SIZE	3/4" / 1" OVER 18"
	COLOR	BLACK
E RETURN	MATERIAL	.040 x 5.3" COIL
	COLOR	BLACK PRE-COAT
	DEPTH	5" FINISHED
F BACK	MATERIAL	.063 ALUMINUM
	COLOR	WHITE
G MOUNTING	TYPE-MAIN	1/4-20 NC STUD
	TYPE-2ND	#8 TEK FASTENER
H RCWY MTG	TYPE	PER SITE CONDITIONS
	LENGTH	-
I RACEWAY	SIZE	5"x5"
	COLOR	PAINT TO MATCH BLDG.
J SWITCH	TYPE	DISCONNECT/TOGGLE
	LOCATION	RACEWAY END CAP
K KICKER	TYPE	SIZE/TYPE AS NEEDED
	COLOR	MATCH RACEWAY

*2 WEEP HOLES PER LETTER REQUIRED (1/4" DIA.).
*CAULK REQUIRED.
*UL LISTED PRODUCT
*ALL ELECTRICAL OUTS LOCATED FOR RACEWAY OR REMOTE APPLICATION.

FOR LETTERS UNDER 18" HT. USE .032 x 5.3" COIL FOR RETURN

VARIOUS

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585 Bond Street - Lincolnshire, IL 60069
PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: PLATO'S CLOSET

LOCATION: VARIOUS
SALESMAN: JB
DESIGNER: MSO
DATE: 2/10/12

☑ Artwork
☑ Design
☑ Survey
All boxes checked to Enter Order

c UL us LISTED

COMPANION FILES

-
-

PRODUCTION PROCESSING

Kieffer Item #
Job # A121973
-001 faces
-002 raceway

REVISION:	INITIALS:	DATE:
A Change return to .040	MSO	7/31/12
B Add 20" to standards	MSO	9/10/12

B62361B

3-5461

PLATO'S CLOSET

Site Identification

Front Elevation

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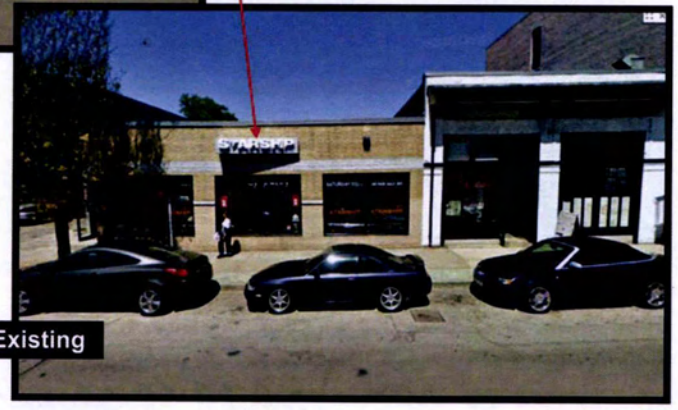
Proposed

RACEWAY TO BE PAINTED TO MATCH FASCIA.

Existing Signage
WILL BE REMOVED.
Wall will be patched
and repaired as needed.



Existing

A
24" LETTER SET
REFERENCE DWG.
#B62361B
for specifications & color details
Raceway Mounted 51.50 sq ft

Milwaukee, WI

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www.kieffersigns.com

CUSTOMER: PLATO'S CLOSET
LOCATION: Milwaukee, WI
SALESMAN: JB
DESIGNER: JRS
DATE: 05/13/13

REQUIRED
• Technical Survey

c UL us LISTED

COMPANION FILES

PRODUCTION PROCESSING
Kieffer Item #
Job #
-001
-002

INITIALS: JRS DATE: 5/14/13

REVISION: A Rev to RCWY mount. B C D E F G H I J

B64718

Plan Of Operation BOZA Submittal

Proposed Project:
Opening of a Plato's Closet Retail Store

Location:
1659-1661 N Farwell Ave
Milwaukee, WI 53202

32546

Plato's Closet is a national franchise chain with over 325 locations in the United States and Canada. The primary focus of the business is the buying and selling of gently used teen and 20 something fashions. Plato's Closet is unlike the thrift stores of the past in that they have the appearance of your typical mall clothing store. The interior of the store is well organized and the design is carefully controlled by the Franchisor Winmark Corporation. When you enter a Plato's Closet the only sign that you are not in one of the National mall chains is that prices are significantly lower. The exterior of the store is also held to high standards by the franchisor and will be consistent with other fashion retailers in your community.

The Proposed site is an 8,740 SF building with an existing retail space in the front and office space in the rear. The retail space will be remodeled and expanded to provide a sales floor of roughly 4,500 SF. The store will have primary operating hours of 10:00 AM to 9:00 PM. The adjacent businesses are a new/used record store to the north and a Tattoo Parlor to the south.

The store will employ between 15-20 staff members and have 4-6 working at most times. All customers are required to fill out a form and show ID prior to selling anything to the store. This information is matched with all inventory purchased and kept in our system for future reference. Any suspicious sales activity is reported to police.

My partner and I currently own and operate a Plato's Closet in the Brookfield Fashion Center located in Brookfield Wisconsin. This store has been very well received by the other tenants in the center and the greater community. To get a better idea of the stores appearance I welcome you to visit the Brookfield stores website at www.platosclosetbrookfield.com.

Sincerely,

Eric A. Tresslar

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Statement of Special Use

Plato's Closet Retail Store
1659-1661 N. Farwell Avenue
Milwaukee, WI 53202

The new Plato's Closet retail store is proposed for a now vacant single story retail/office building located at 1659-1661 N. Farwell Avenue.

1. **Protection of Public Heath Safety and Welfare.**

a. The proposed project will turn a now vacant single story retail/office building into a Plato's Closet retail store. The building will be remodeled and the exterior aesthetics improved. The remodeling project will be done to code with all applicable life safety issues addressed. The on going maintenance of this property will also improve from its current vacant state. The operation of this business will bring a large number of shoppers into the area and should help to increase business in the local economy.

2. **Protection Of Property**

a) The proposed project will turn an now vacant building into a vibrant retail destination. The operation of this business will be done in a manner that is consistent with other clothing retailers in the area. The business should have no negative impact on surrounding businesses and should in fact increase foot traffic in the area thus benefiting neighboring retail locations. Additional the store will provide flexible employment for a demographic, 16-24 year old, that have historically faced challenges finding employment.

3. **Traffic and Pedestrian Safety**

a) The building currently has 5-6 on site parking spaces that will remain in their current configuration with the parking being accessed off of Farwell Avenue. We however believe that the majority of our customers will come to the store on foot having parked elsewhere in the area or simply walked from their residence or other local businesses. These customers will access the facility from a front entrance off of the existing sidewalk on the west side of Farwell Avenue. Access to this business will be similar to the majority of existing retail stores in the area.

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4. Consistency with Comprehensive Plan.

a) This project will align favorably with the comprehensive plan for the Lower East Side. Many of the items outlined in the plan are consistent with the Proposed Plato's Closet. Historical Plato's Closets are considered a destination location. This location will be only the third Plato's Closet in the entire Milwaukee metropolitan area and therefore should attract shoppers from a large area. Additionally this project will cause a now vacant building to be remodeled and brought back into use. Located on Farwell Avenue the opening of this store should help strengthen the retail environment and intensify use of other businesses located along Farwell Avenue.

End Of Statement Of Special Use

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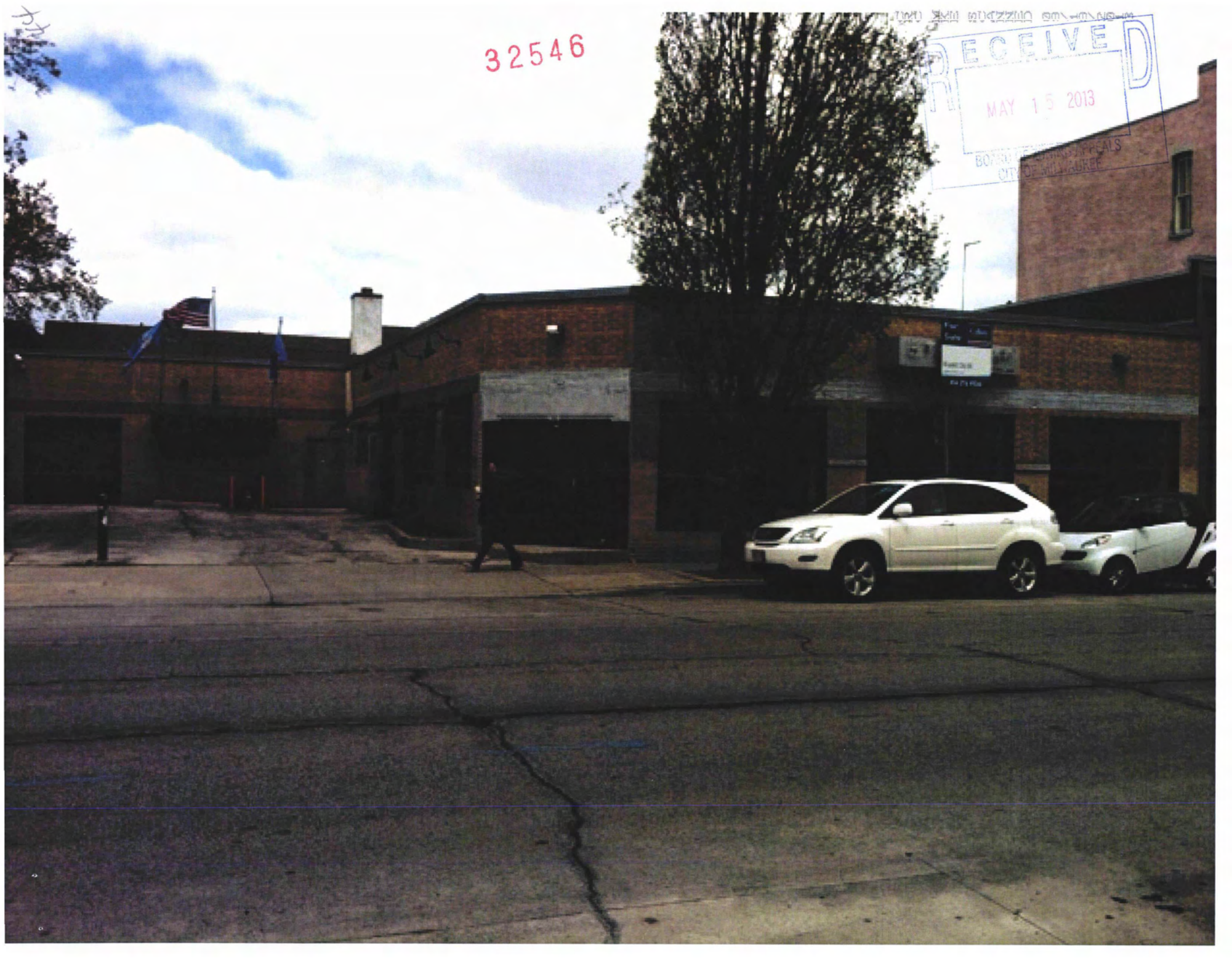
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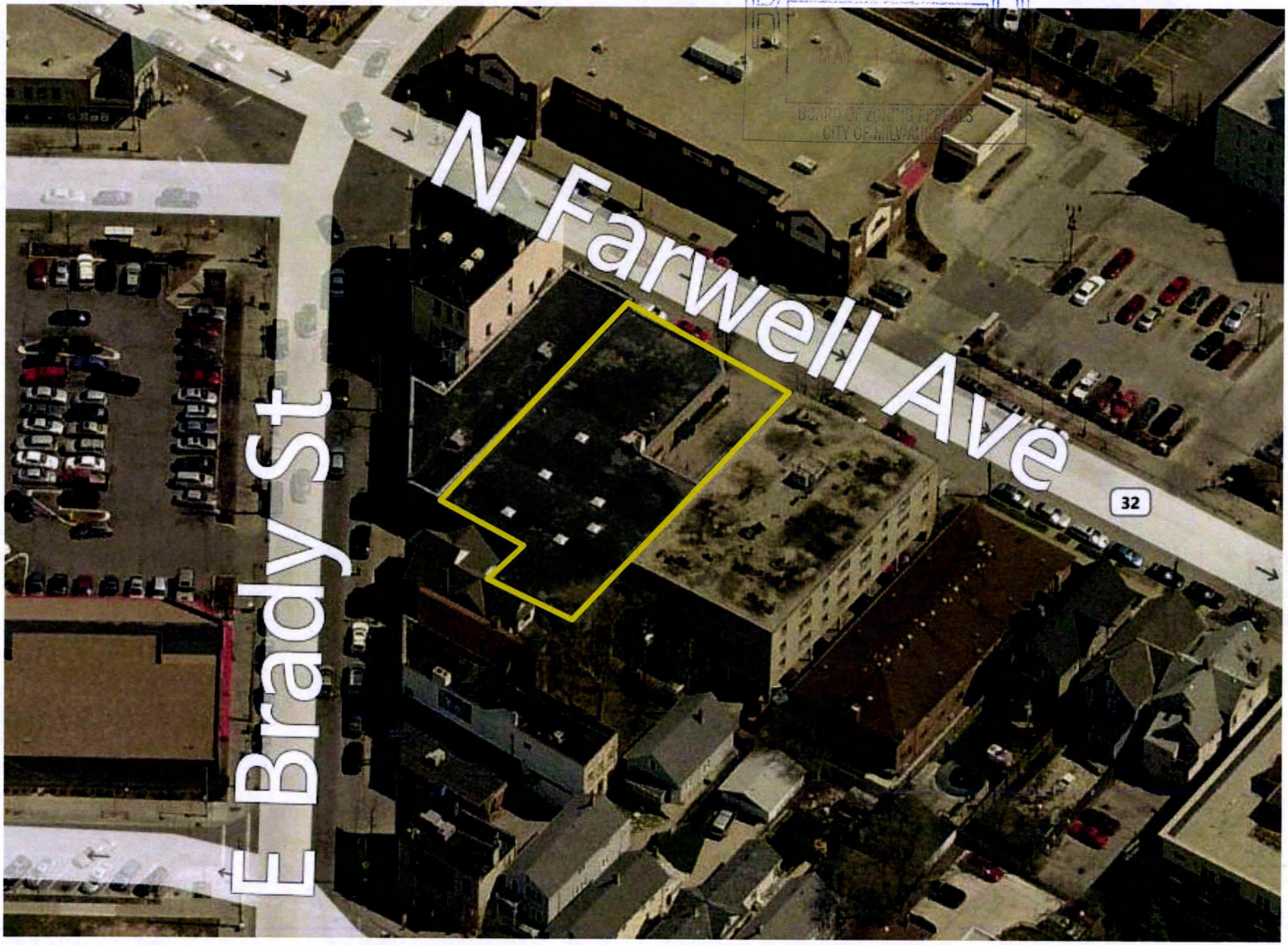

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