

September 23, 2016

**City of New Berlin**  
**Planning Commission**  
3805 S Casper Dr  
New Berlin, WI 53151

RE: New Berlin City Center Concept Review– PDQ Food Stores, Inc

Dear Plan Commission Members,

On behalf of PDQ Food Stores, Inc regarding the property located at 15055 West National Avenue, I am submitting this letter describing the proposed operations, property use, and development objectives for your consideration. PDQ Food Stores, Inc is seeking the interpretation of the Planned Unit Development at the City Center as described below which would allow for the property to be developed given the information in this concept review.

**Concept Review:**

Based on our review of The New Berlin City Center Planned Unit Development Overlay District (Ordinance No. 2526), we are asking for clarification on the “General Automotive” category that is specified as a prohibited use in the document text. Our goal is to demonstrate the diversity of the retail operations that PDQ Food Stores, Inc provides to a community.

While there is a component of PDQ Food Store’s business that will accommodate retail fuel sales to the community, the larger focus of the retail store operation is highlighted as permitted uses in the Principal Uses Section of the PUD document. Primarily, the retail operation that is designed to serve the neighborhood includes a fresh delicatessen with made-to-order sandwiches, rotisserie chicken, on-site fresh made bakery items, beer & wine sales, and gourmet brewed coffee. In addition, there are hundreds of grocery items offered in the store including daily needs items such as milk, bread, fruit, snacks, assorted beverages and ice. Attached to this document are interior store photos showing current store offerings of a newly built store that opened in Madison, WI in mid 2016.

To highlight specifics from the Planned Unit Development document, the B-2/PUD Village district section specifically discusses in its Principal Uses section the allowable permitted uses of Bakeries, Confectionery, Ice cream, and Yogurt stores, Delicatessens, Grocery Stores, Packaged Beverage Stores and Restaurants. The objective of the development of this property is to provide each these items to the neighborhood, and would also be permitted given the framework of the PUD.

**Proposal Summary:**

This concept review is for a new PDQ Food Stores building to be approximately 6,126 SF in size with 10 fuel islands and 28 parking stalls for customers and employees. The store materials will consist of a mixture of brick masonry, decorative block masonry, cast stone, asphalt shingles, and metal trim work, Signage will include building-mounted and pylon signage and landscaping incorporating native species and stone outcroppings.

**City Center Design Guidelines:**

With this concept review, our goal is to work within the guidelines set forth in the City Center Design Guidelines document that was adopted by the Plan Commission on May 2, 2011.

The site is configured with the food store anchoring the intersection of Michelle Witmer Memorial Drive and National Avenue, providing consistency with the development on the South side of the intersection. Much of the fueling canopy would be blocked from view when stopped at the stoplight heading eastbound on National Avenue. The primary focus is on this intersection, with elements creating interest at the corner for both vehicular and pedestrian/bike traffic. We are proposing a vibrant art piece that would be lit at night to create interest in the day and night time. This is adjacent to a patio at this intersection, which is sunken into grade approximately 3'. There are two sidewalk connections at this corner to the patio area, with a pedestrian entrance on the North and West sides.

The site is designed with attention to the pedestrian and bicycle visitors. A covered bike rack is located on the Southeast corner of the building, with sidewalk connections to the patio and food store. Pedestrians are able to enjoy walking through a short-grass prairie area at the south corner of the site, enjoying the view of the library and adjacent areas with a bench near the top. Visitors are also able to enjoy the patio area, which may be programmed for small events.

Vehicular access is limited to one entrance off of National Avenue (approximately 138 LF from the West property line) and one entrance off of Library Lane (utilizing existing curb opening, which is in line with the parking on the opposite side of the street). This traffic pattern allows for ease of access for fuel trucks, as well as a simple pattern for visitors getting fuel. A dumpster enclosure is located at the Southwest corner of the building, with the walls integrated into the building design to make this feature less obvious. This also partially screens the South parking from the street view. The parking areas are located adjacent to the building in order to minimize vehicular and pedestrian crossings.

The parking and fueling areas are proposed to be screened with landscaping. A short-grass prairie is proposed at the south corner, with a biofilter device pretreating the stormwater runoff from the parking area. There are existing street trees along Michelle Witmer Memorial Drive, of which we are proposing to add one at the south end. Additional street trees are planned along National Avenue and Library Lane, except for the tight area at the intersection of Michelle Witmer Memorial Drive and National Avenue. Landscaping areas will accent the primary intersection and patio area. Two retaining walls will be needed on site due to the grade change across the site – one at the primary intersection and one on the East side. Utilities would be screened from view.

Lighting would be provided around the site, with particular emphasis on the outdoor patio area. This will allow for the use of the patio to extend beyond daylight hours. Building mounted gooseneck sign lights will illuminate building signage to give a pedestrian friendly feel following the recommendations from the Design Guidelines.

Stormwater runoff from the site will be directed to the Northeast and Southeast existing storm sewer systems. Based on discussions with Nicole Hewett (City of New Berlin), this site already has been included in stormwater calculations for the adjacent wet detention ponds. The northern portion of the lot will be directed to the northeast to run to the existing wet detention pond on the lot to the East. The southern portion of the lot will be directed to the Southeast to run to the existing wet detention pond on the South side of Library Lane. The storm catch basins adjacent to the fueling area will have oil skimming structures with sumps in order to capture oils on site prior to discharging into the wet detention pond. The south parking lot will discharge into a biofilter as a means of pretreating this runoff area. This biofilter will be connected to the shortgrass prairie area, and will incorporate native plantings.

### **Building Architecture:**

The building will incorporate a clock tower element at the Northwest corner of the site. This creates an architectural feature at this important intersection that could become a way-finding element for the city. We also wanted to create a continuous street edge from the corner; so, adjacent to the tower are

storefront windows, fabric awnings and landscaped terraces on the North and West sides. The North side features a sunken outdoor café gathering space for patrons. This space is surrounded by lush landscaping and building mounted awning.

The building features a shingled hip roof to match the surrounding architectural style and also screen the rooftop mounted HVAC equipment. This roof also extends onto the gas pump canopy integrating it into the building architecture. The architectural trim details on the building will be matched on the canopy.

Building materials would be a mixture of clay brick masonry, decorative block masonry and cast stone accents. Trim work would be metal. As discussed above, the building would feature fabric canopies and a steel canopy over the main entry and café seating as well as aluminum storefront windows.

Signage would consist of building-mounted signage with architectural gooseneck sign lights, as well as a pylon sign for fuel prices. Lighting treatments on the canopy will be energy efficient recessed LED lighting that is motion sensitive and will glow full only when a customer car is underneath the canopy and will return to a soft glow once the car exits. Energy efficient lighting is used in all applications when possible.

**Neighborhood “E” Plan:**

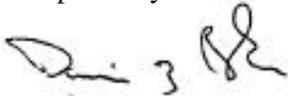
The corner of Michelle Witmer Memorial Drive and National Avenue has been designed to serve as a gathering space visible from the street. As noted above, this space could be programmed to have small events and/or music, and the focal point of the art piece creates a sense of place for this area. Lighting will allow use of this space in day and evenings.

This place is accessible by vehicle, bicycle or pedestrian access, and all modes have attractive entries into the site. A pedestrian trail through the native seeding area will provide a unique perspective of the City Center. Vehicular circulation and parking is easy to anticipate and understand.

Natural materials, from the building materials through the landscape plantings and stone outcroppings, are proposed.

The goal of PDQ Food Stores, Inc is to integrate an attractive building into the existing City Center development by using purposeful design elements, architecture, and materials that compliment both the intent of the Planned Unit Development as well as simply provide a convenient place for neighborhood shoppers to visit, gather and shop. We look forward to being a good neighbor to the surrounding businesses and residents and will strive to provide an exceptional experience with our store.

Respectfully Submitted,



Daniel J Bertler  
PDQ Food Store, Inc Representative  
Owner, Supreme Structures, Inc

Attachment: Photos of Example Store Interior



**Deli Island and Grocery Isles**



**Fresh Delicatessen and Coffee Bar**



**Dining Area inside store**



**Dining and Checkout**



**Packaged Beverage Offerings**