

1/24/2025

City of Waukesha
Community Development Dept.
201 Delafield Street
Waukesha, WI 53188

Planning Commission Submittal New Building - Starbucks

Please accept our Planning Commission Submittal for the Final Site Plan & Architectural Review for the proposed Starbucks building at Presidents Plaza on 101 W Sunset Dr.

Starbucks is proposing to construct a new 2,570 sf, single story building with a drive thru and an approximately 330 sf outdoor patio area. The building is consistent with Starbucks' new prototype but also includes upgrades (raised parapets, façade articulation, materials in contrasting yet complimentary colors and textures) to ensure consistency with the future vision of the surrounding neighborhood.

Per recent discussion and feedback with the city, staff recommended that we also provide some additional information on a few items:

Item #1) Reduction in Parking Stalls. Prior to initial discussions with staff and a preliminary site plan & architectural review early in the process, we prepared a parking matrix that included available stalls, business peak times, and stall requirements per code – all agreed, which was confirmed by the PC Board at our prior meeting, that the amount of proposed parking stalls is sufficient due to different peak times and cross access / cross parking relationships allowing for shared use of parking. We have re-included this matrix with our submittal for reference.

Item#2) Drive-thru order board volume control. Starbucks will use an automatic volume control (AVC) system at this location, which is standard for all of their new/recent locations. This system automatically controls speaker volume, which has been tested to produce only 36dBA (comparable volume to a whisper) at a distance of 16' – note that the adjacent residential properties are ±32' away and are also buffered with an opaque fence and several layers of landscaping, so noise pollution is anticipated. Also note that the monitors used also are equipped with ambient light sensor to dim the screens automatically.

The following documents have been submitted for your review and comment:

Document List:

- Application Fees / Engineering Review Deposits will be dropped off at city hall
- Application for Development Review
- Development Review Checklist
- Renderings
- Elevations and Architectural Plans
- Site Engineering and Grading Plans
- Landscaping Plans
- CSM
- Stormwater and Erosion Control Permit Application
- Storm Sewer Exhibit
- MSA Review Comments Response



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