



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
WEDNESDAY, JUNE 22, 2016  
6:00 pm  
ROOM 128 – CITY HALL – 7525 W. GREENFIELD AVE.**

1. **Approval of the June 6, 2016 minutes.**
- 2A. **Special Use Permit for re-occupancy of a mixed-use commercial and residential building located at 6416-6418 W. National Ave.**
- 2B. **Site, Landscaping and Architectural Plans for re-occupancy of a mixed-use commercial and residential building located at 6416-18 W. National Ave., submitted by Gerald Macklin, d/b/a Midwest Commercial Funding, LLC (Tax Key No. 454-0204-000)**

Items 2A and 2B may be considered together.



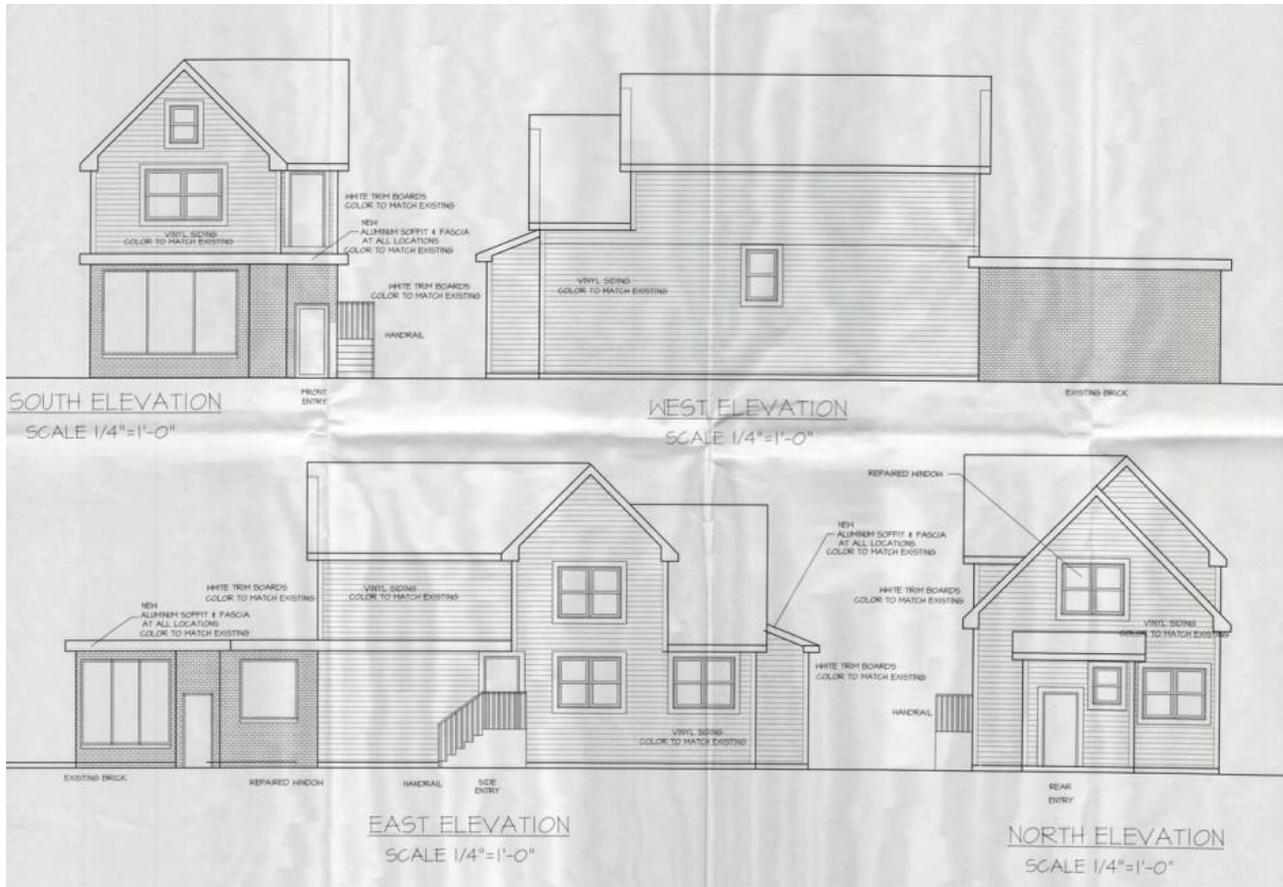
**Overview and Zoning**

This project first came before the Plan Commission in January 2011 in response to raze or repair orders that were issued in June 2010, and again in December of 2014 after the project had stalled. Since that time, the property underwent foreclosure, but has since been redeemed by the previous owner.

The property is zoned C-3 Community Commercial District, which permits mixed residential and commercial uses as a Special Use.

The most recently approved Special Use Permit allowed the property owner the chance to renovate and reoccupy the building. The terms of that Agreement stated that the applicant had 30 days to obtain/sign a Special Use Permit and 30 days subsequent to apply for building permits. A similar stipulation, including immediate pest removal, is being proposed at this time, to insure that the building renovations move forward. The City also currently has a court-issued raze order on the property.

Total project costs for the rehabilitation had been estimated to be approximately \$57,000.



**Site, Landscaping and Architecture**

At the time of the last review, the Plan Commission granted conditional approval of the project. The conditions, including additional architectural and site details, and removal of the inaccessible structure and concrete slab in the backyard were largely met. However, a few details remained to be confirmed, and will carry over as staff's recommended conditions of approval.

**Recommendation:** Recommend Common Council approval of the Special Use Permit for re-occupancy of a mixed-use commercial and residential building located at 6416-6418 W. National Ave. and approval of the Site, Landscaping and Architectural Plans for re-occupancy of a mixed-use commercial and residential building located at 6416-18 W. National Ave., submitted by Gerald Macklin, d/b/a Midwest Commercial Funding, LLC (Tax Key No. 454-0204-000), subject to the following conditions:

(Items 1-4 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping and Architectural Plans being submitted to the Department of Development to show the following: (a) indication of drainage via gutters; (b) notation of full site details, including fencing, if any; and, (c) location and screening of refuse areas for commercial and residential tenants. Contact Bart Griepentrog, Planner II at (414) 302-8469 with any questions.

2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval.
3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. The security form shall be submitted to and approved by the Department of Development, relative to the cost estimate as determined in Condition #2. Contact Steve Schaer, Planning Manager at (414) 302-8466.
4. Common Council approval of the Special Use Permit and applicant's acknowledgement signature on the Special Use Resolution being submitted to the Clerk's Office. (A public hearing has been scheduled for July 5, 2016.)

(Remaining conditions of approval to be satisfied by the property owner within one year of Plan Commission approval)

5. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.

**3. Site, Landscaping and Architectural Plans for Plaza 108, an existing multi-tenant commercial building located at 1461-1511 108 St., submitted by Matt Orval d/b/a MSI General Corporation. (Tax Key No. 448-9999-011)**



**Overview and Zoning**

Matt Orval, on behalf of the property owner Boschi Investments, has applied to implement architectural improvements to the existing strip mall located at 1461-1511 S. 108 St. The proposed improvements would provide a more modern storefront and new signage to the building. The proposed improvements are estimated to cost \$100,000.

The property is zoned M-1 Manufacturing District, which permits the existing retail and service uses within the building. Of note, this area is under larger consideration for a rezone to C-3 Community Commercial District, which would also permit retail and services uses, but preclude manufacturing uses, so as to align with the City's 2030 Future Land Use Plan.



## Architectural

In general, the eastern storefront elevation/layout of the building is proposed to remain; however, the architectural elements around the doors and windows will be updated. The existing standing-seam metal mansard roof will be removed and replaced with various forms of corrugated galvanized metal panels, SmartSide siding, capped with new metal coping. Aluminum tubing is also being proposed as canopy elements over the seven windows and doorways. Staff is recommending material and color samples, to confirm aesthetics and durability, as a condition of approval.

Staff would also like to see architectural elements carried over onto the southern façade, which is completely visible from the neighboring property and public right of way, and wrapped around the northern façade to better treat the edge transition. If compatible with floor layouts, staff would also like to see consideration of new windows on the northern and southern facades.



## Lighting

Architectural lighting is shown to accent the new façade, and staff is recommending the submission of the proposed lighting fixture style, as a condition of approval to accompany revised plans. The parking lot also features one four-head light pole, which is not proposed to change with this project. (Staff would also like to remind the property owner that rope lighting is not allowed around windows, and if installed, would be subject to enforcement.)

## Site and Landscaping

The site was most recently reviewed/approved for asphalt resurfacing in 2013, at which point as built landscaping was included with the approval. In order to accompany the architectural modernization of the façade, staff is recommending that a professional landscape plan be developed and submitted for review and approval to accompany this project, with attention to the vision triangle at the drive entrances, landscape bump outs at the entrances to provide visual interest and channel traffic at the driveways, landscape end caps within the parking lot, and perimeter landscaping along the southern property boundary.



Staff is also recommending that any garbage cans at the entrance of the tenant frontages be updated to match the modernized architecture, if proposed to remain, with consideration for pots/planters to add vegetation and visual interest to the façade.



Refuse containers for the tenants are maintained at the back of the building, along the western property line. As a condition of approval, staff is recommending that a screening plan be provided, with preference for four sided, wood fencing with gates.

### Parking

The site currently provides 72 parking stalls on site, and based on general retail occupancy (1:300) of the approximate 18,000 sq. ft. building, the site is required to have 60 stalls, per code. Three ADA stalls are also currently located on site. Depending on site modifications based on recommended site improvements, the parking accommodations may change, but would still be within requirements. Staff is also recommending inclusion of two bike racks on site, to be located at the north and south edges of the property.

### Signage

No specific signage is proposed with this application; however, the architectural improvements proposed will require the removal and re-installation of existing tenant wall signs. The building currently features a mix of wall signs, some individual letter signs, which are conforming to existing code, and some box signs, which are not. Reinstallation will require re-application for review of any wall signage and corresponding electrical permits.



The site also features a non-conforming pole sign, which will need to be taken down within a year of plan approval. If desired, a new replacement monument sign should be submitted to the Department of Development for review and approval.

**Recommendation:** Recommend approval of the Site, Landscaping and Architectural Plans for Plaza 108, an existing multi-tenant commercial building located at 1461-1511 108 St., submitted by Matt Orval d/b/a MSI General Corporation. (Tax Key No. 448-9999-011), subject to the following conditions:

(Items 1-4 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a) architectural material and color samples; (b) architectural treatment of the full southern elevation and partial northern elevation; (c) detailed landscape plan showing landscape "bump outs" along the entrances, end caps within the parking lot and south perimeter treatments; (d) updated garbage containers at tenant entrances, with consideration of pots/planters for vegetation; (e) architectural lighting specifications; (f) details of four-sided refuse screening; and, (g) inclusion of two bike racks; Contact Bart Griepentrog, Planner II, at (414) 302-8469 with any questions.

2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Steven Schaer, City Planner at 414-302-8460.
3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. The security form shall be submitted to and approved by the Building Inspections and Neighborhood Services Department, relative to the cost estimate as determined in Condition #3. Contact Steve Schaer, Planning Manager at (414) 302-8466.
4. Property owner's acknowledgement signature that the non-conforming pole sign will be removed within one year of plan approval.

(Remaining conditions of approval to be satisfied by the property owner within one year of Plan Commission approval)

5. Signage plans being submitted to and approved by the Department of Development.
6. Lighting plan being submitted to the Department of Development for review.
7. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.

**4A. Special Use Permit for Bright Minds Family Child Care, a proposed Daycare, to be located at 8802 W. Becher St.**

**4B. Site, Landscaping and Architectural Plans for Bright Minds Family Child Care, a proposed Daycare, to be located at 8802 W. Becher St., submitted by Tawana Watkins, doing business as Bright Minds Family Child Care LLC. (Tax Key No. 478-0072-001)**

Items 4A and 4B may be considered together.

**Overview and Zoning**

Bright Minds Family Child Care is a licensed home child care program currently in Milwaukee's Washington Heights Neighborhood. They interested in relocating their current childcare program to West Allis so that they may serve more families.

The property is zoned C-2/Neighborhood Commercial and Daycare uses are permitted as special uses.

- A former tenant, Thera-Dynamics PT, moved earlier this year to 8800 W. Lincoln Ave.
- Bright Minds Child Care, had previously applied for a special use in February, but that special use hearing was cancelled when the property owner received an offer to purchase from an investor who intended to purchase and then lease the property to a funeral home.
- The investor w/ funeral home tenant decided not to pursue purchasing the site given the cost of the abutting real estate combined with the cost of creating an additional parking to support the funeral home use.
- Coming back full circle, Bright Minds Child Care is back for another attempt to lease the property.



The estimated project cost is \$20,000 which includes interior build-out to convert the space to a day care.



### Parking

The site is .29 acres (13,000 sf) and the building is about 4,000 sf in area. Parking calculations are based upon the area of the building at a ratio of one parking stall for every 300 sf. Parking required per 12.19 of the RMC is 13 spaces. The site provides a total of 23 spaces (including 1 ADA stall).

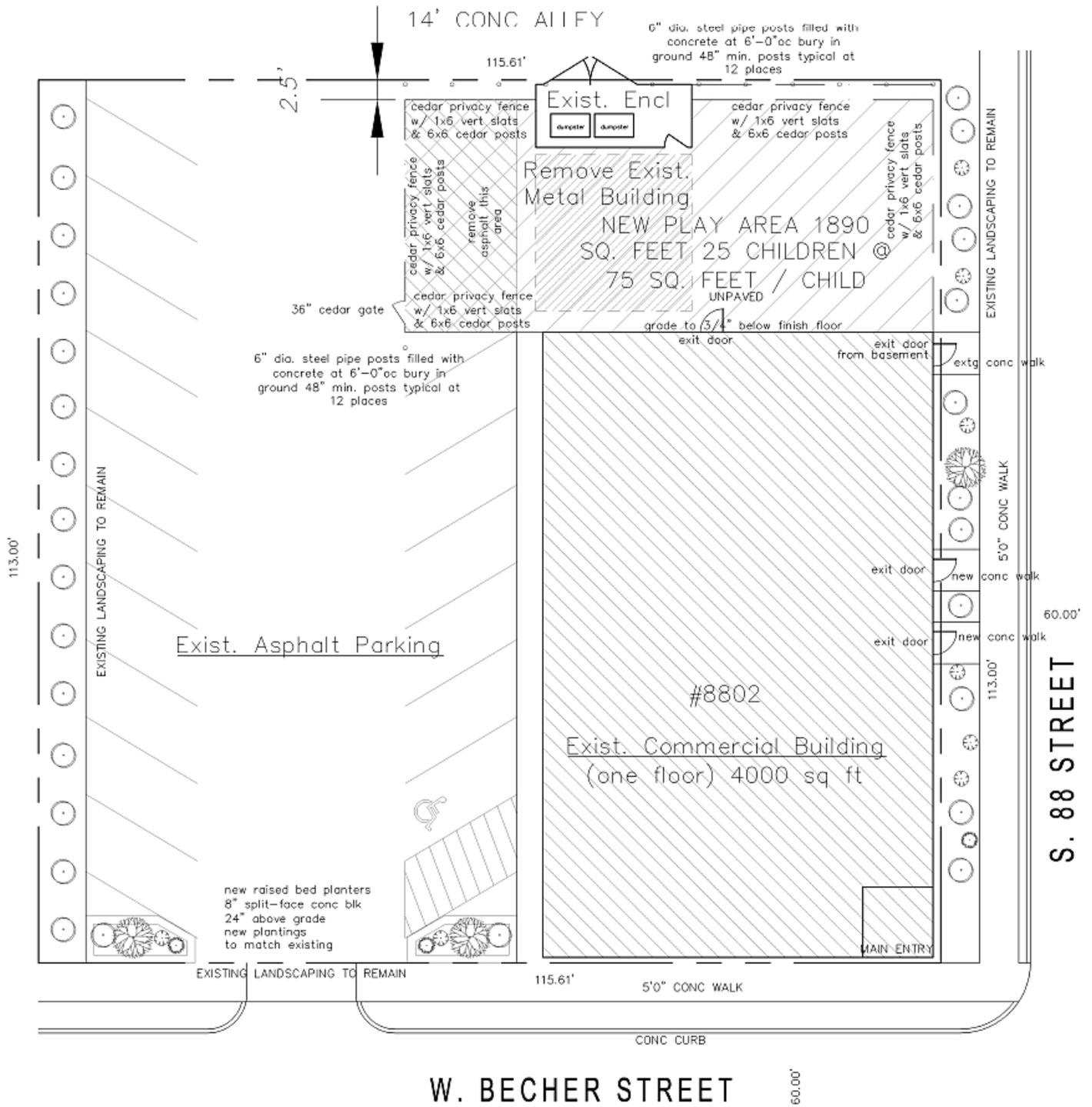


The applicant is proposing to remove the existing metal shed/Quonset hut, in the rear yard, as it is in poor condition and would also serve as a future outdoor play area.

Unimproved lot west 8800 block W. Becher St. (Tax Key No. 478-0070-000):

This lot is owned by another property owner and is not intended to be utilized as part of the day care use. If use of this unimproved lot is desired, staff is recommending paving and landscaping improvements need to be arranged with the property owner. If improvements cannot be arranged, the parking lot shall not be used by area businesses as the site does not meet the minimum construction standards for use as a parking lot (see zoning ordinance section [12.19\(3\) RMC](#))).

# Site and Landscaping Plan



Landscaping – The City will require an update to the existing landscaping areas as they have fallen into some disrepair. An additional landscaping island at the rear of the property along the alley will be recommended to the Plan Commission. The property is under an approved site and landscaping approval from 2002 and is in fair shape, but staff is recommending that the existing landscaping beds be updated including the following:

1. Installation of a landscape island at the north end cap of the parking lot.
2. Removal and replacement of dilapidated parking lot wheel stops, or installation of a poured curb.
3. Removal of wood timbers and installation of a masonry/landscape block edge to frame the existing landscaping area on the west side of the site (similar to what has been done on the front/south end of the parking lot fronting W. Becher St. and on the east side of the site facing S. 88 St.).
4. Freshen up the existing landscape areas (replace any dead landscaping, weeding, new mulch, straighten/true any misaligned landscaping blocks around existing planting areas).



**Architectural Plan**

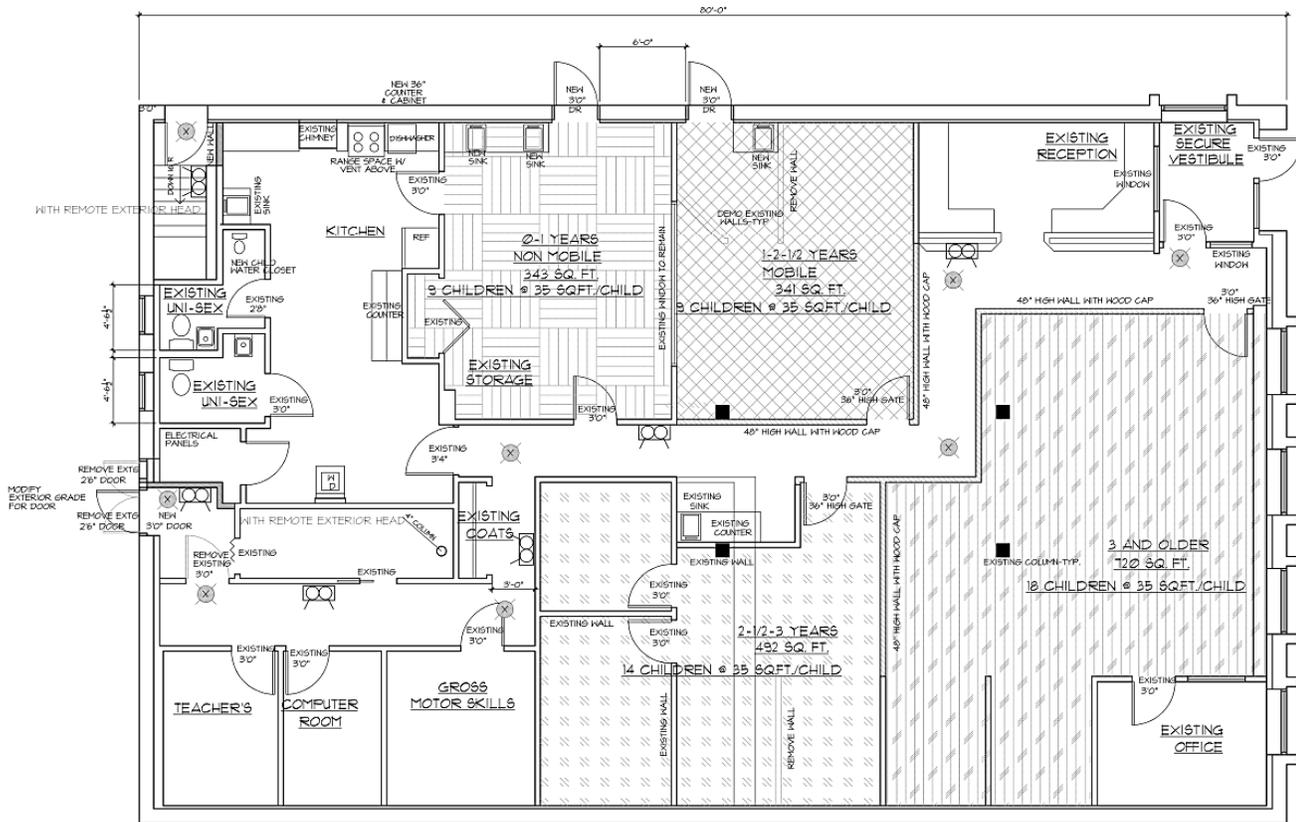
A new fire exit door is proposed on the east elevation of the building. The style of door is unknown at this point, but staff has recommended that the details be provided as part of the recommendation.

The location of the door will impact some of the existing landscaping on the east side of the building. Therefore, staff is also recommending an updated landscaping plan to not only address the landscaping improvements within the parking lot, but also on the east side of the building with the installation of a new door.

The existing aggregate coated fascia panels on the west elevation (parking lot side) are damaged and should be removed and replaced. An alternative to replacing with the same material is recommended. Part of the solution will include determining the underlying wall material. Staff was unable to determine the underlying wall material during a site visit, but it may be masonry block (similar to the rear of the building) or brick. Staff recommends that the property owner remove one of the damaged wall panels



to determine the underlying wall surface and work with staff on a plan and scope of work for the renovation of the west exterior wall of the building.



**W. Becher St.**

**Signage and lighting**



No new signage has been proposed with this application yet. Staff notes that there is an existing projecting roof sign that is not in conformance with the City sign ordinance and should be removed within a year.

A signage permit and plan review will be required for any new signage proposed. The property features about 115-ft of frontage along W. Becher St. based on the lot frontage at total of about 69 sf of signage is allowed for the property. Signage may be approved administratively through the signage permit process.

No new lighting has been proposed. If any lighting is proposed, plans confirming that light will not splay beyond the property line will need to be submitted.

**Recommendation:** Recommend Common Council approval of the Special Use Permit for Bright Minds Family Child Care, and approval of the Site, Landscaping and Architectural Plans for Bright Minds Family Child Care, a proposed Daycare, to be located at 8802 W. Becher St., submitted by

Tawana Watkins, Bright Minds Family Child Care (Tax Key No. 478-0072-001), subject to the following conditions:

(Items 1 through 4 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. A revised site, landscaping and architectural plan being submitted to the Department of Development to show the following: (a) site/landscape plan updates to show existing landscaping areas and proposed improvements near new fire exit (east side of site) and installation of a new raised landscaping island on the north parking row end-cap of the site (near the alley); (b) removal and replacement of dilapidated parking lot wheel stops, or installation of a poured curb; (c) removal of wood timbers and installation of a masonry/landscape block edge to frame the existing landscaping area on the planting bed located on the west side of the parking lot (similar to what has been done on the front/south end of the parking lot fronting W. Becher St. and on the east side of the site facing S. 88 St.); (d) freshen up the existing landscape areas (replace any dead landscaping, weeding, new mulch, straighten/true any misaligned landscaping blocks around existing planting areas); (e) play area surface being delineated on plans; (f) property owner to remove one or more of the damaged wall panels to determine the underlying wall surface and work with staff on a plan and scope of work for the renovation of the west exterior wall of the building. Contact Steve Schaer, Manager of Planning and Zoning at (414) 302-8460 with any questions.
2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Steven Schaer, City Planner at 414-302-8466.
3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. Contact Steven Schaer, Manager of Planning and Zoning at 414-302-8460.
4. Common Council approval of the Special Use Permit, and applicant's acknowledgement signature on the Special Use Resolution being submitted to the Clerk's Office (Public Hearing scheduled for July 5, 2016).
5. Property owner's acknowledgement that the non-conforming roof sign is removed within one year.

(Remaining conditions of approval to be satisfied within one year of Plan Commission approval;)

6. A revised signage plan being submitted to and approved by the Department of Development.
7. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.

**5A. Special Use Permit for Endless Autosport, an existing automobile accessory/part sales store, proposing to establish a vehicle repair and service business, to be located within an existing building at 10923 W. Mitchell St.**

**5B. Site, Landscaping and Architectural Plans for Endless Autosport, an existing automobile accessory/part, proposing to establish a vehicle repair and service business, to be located within an existing building at 10923 W. Mitchell St., submitted by AJ Konkol, d/b/a Endless Autosport. (Tax Key No. 448-9983-002)**

Items 5A and 5B may be considered together.

**Overview and Zoning**

Endless Autosport specializes in retail sales of aftermarket parts and accessories for import and domestic automobiles with a focus on high-end luxury and exotic vehicles. Whether performance or cosmetic based, they supply quality parts and consultation within the industry. They are applying for a special use to expand their services to include vehicle repair and labor services. The property is zoned M-1/Manufacturing which permits vehicle repair and services as a special use.

Endless Autosport is an existing business that was granted occupancy in 2015 as an auto parts and accessory retailer in 2015. Sales of auto parts and accessories is a permitted retail use.

Since about March of 2016, the business operations changed to include general repair work, performance upgrades (installation of aftermarket parts and accessories) and testing and tuning services (dynamometer/"dyno" service).

Earlier this year, the City received some noise complaints from another tenant on the same property. There have also been at least three other complaints of noise forwarded from nearby property owners at the west end of Mitchell St.



On April 26, 2016 Planning and the Health Department arranged for a meeting on site and with the cooperation of the business, several sound level readings of the dynamometer were conducted both on site and from W. Mitchell St. Based on this meeting the Planning and Health Department recommend the following:

- Noise issues should be addressed prior to Common Council approving the special use. A third party sound audit service should be hired to evaluate the sound levels of the dynamometer “dyno” service.
- Close the garage doors during operations. An existing muffler system has helped control exterior noise somewhat, but the business does not always close the doors when working. Noise within the interior of the complex will continue to be an issue if not managed with proper sound insulation measures.
- To prevent further noise from leaving the tenant space, a sound insulation “quiet room or booth” is recommended as a condition of the Common Council issuing the special use permit. Such systems are available and would be placed over the dyno machine area to further control noise on site.

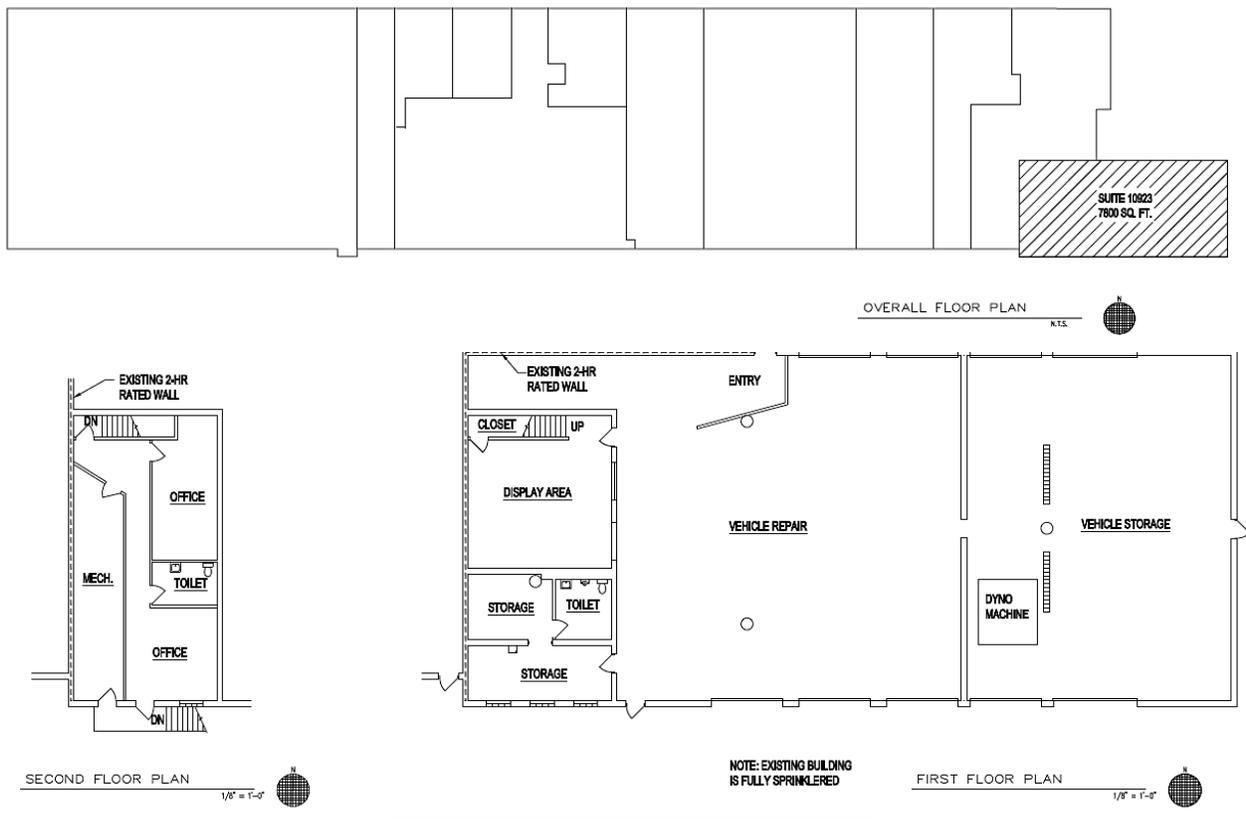
Endless Autosport has discontinued use of the dynamometer while they await special use approval.

Hours of Operation:

Monday to Friday 10am to 5pm, Saturday and Sunday by appointment only.

### Architectural/Floor Plan

The business is currently located within a 7,800-sf tenant space on the east end of a multi-tenant industrial building. No exterior or interior improvements are proposed. Overhead doors on the north and south sides of the building provide access to the vehicle repair/service and dyno area.



## Site and Landscaping

The property is under an approved site and landscaping plan. No additional improvements are proposed at this time. The existing landscape areas on site are in good condition. Refuse dumpsters will be kept within the building, or if located outside the tenant space enclosed within a 4-sided enclosure.

No outdoor storage is proposed. An employee and customer parking area is located just north of the service bay area. Vehicles will not be kept outdoors on site for extended periods. Overnight parking of customer vehicles being repaired will be kept indoors.



## Parking

The proposed use requires a total of 38 parking stalls. This is based on an estimated 3,000-sf vehicle service/repair area 3,000-sf indoor storage area and remaining 1,800-sf of office and retail area.

The overall property is required to provide 126 parking spaces. A total of 130 marked parking stalls currently exist on site, but additional paved area exists behind the building.



**Recommendation:** Common Council approval of the Special Use Permit for Endless Autosport, an existing automobile accessory/part sales store, proposing to establish a vehicle repair and service business, to be located within an existing building at 10923 W. Mitchell St. and approval of the Site, Landscaping and Architectural Plans for Endless Autosport, located within an existing building at 10923 W. Mitchell St., submitted by AJ Konkol, d/b/a Endless Autosport. (Tax Key No. 448-9983-002), subject to the following conditions:

(Items 1 through 5 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. An acoustic (sound/noise level) audit being conducted by a licensed professional independent contractor. Findings and recommendations being reviewed with the Planning Division and the Health Department. The goal of the audit is to analyze findings and develop an implementation plan toward noise reduction measures (both on site and in the surrounding area). Contact Sally Nusslock, Director of Health Department at (414) 302-8600 for further information.
2. A revised site, landscaping and architectural plan being submitted to the Department of Development to show the following: (a) site/landscape plan updates to delineate the location of customer, employee parking and any outdoor storage; (b) floor plan being amended to

delineate a quiet room/sound booth for the dyno area; (c) a note on plan indicating that overhead doors shall be kept closed to limit sound emissions to surrounding areas; (d) location of refuse being identified on plan. If located outside details of a four sided refuse enclosure. Contact Steve Schaer, Manager of Planning and Zoning at (414) 302-8466 with any questions.

3. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Steven Schaer, City Planner at 414-302-8466.
4. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. Contact Steven Schaer, Manager of Planning and Zoning at 414-302-8460.
5. Common Council approval of the Special Use Permit, and applicant's acknowledgement signature on the Special Use Resolution being submitted to the Clerk's Office (Public Hearing scheduled for July 5, 2016).

(Remaining conditions of approval to be satisfied within one year of Plan Commission approval;)

6. If signage is proposed, a signage plan being submitted to and approved by the Department of Development.
7. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.

**6. Creative Sign Plan for Seams Sew Perfect, an existing sewing business, located at 6339 W. Beloit Rd., submitted by Kathleen Wade, d/b/a Seams Sew Perfect. (Tax Key No. 475-0449-000)**

**Overview**

Kathleen Wade, the owner and operator of Seams Sew Perfect, has approached the City with an idea for creative signage along the western façade of her building. This façade abuts S. 64 St. and is visible from both S. 64 St. and W. Beloit Rd.

The property is permitted 102 sq. ft. of signage between two wall signs. The property currently has one wall sign, which was previously approved at 24 square feet. The proposal itself details approximately 180 sq. ft. of signage along the western frontage, so a variance as a Creative Sign is being sought from the Plan Commission.

There are additional yard signs/flags and window signage that need to be addressed, in order to become compliant. This requires the removal of the yard signage and a window signage plan proving that the signs are within the 20% guidelines detailed in the Sign Code.





The proposal is to install a hand painted sewing machine, measuring tape, spindle, pin cushion, and needle around the glass door along the façade. Based on the initial submission, staff is impressed with the quality of the work and is in favor of approving the concept. Justification for this determination is found below.

Based on the design requirements within the City's Sign Code, Creative Signs shall:

13.21(24)(c)1

- (a) constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area.
- (b) be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness and spirit.
- (c) provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale and proportion.

Staff believes that the proposal does constitute a substantial aesthetic improvement to the area, which is otherwise void of interest; features a unique design and inventiveness through its hand-painted design; and provides the strong graphic character desired.

Based on the contextual requirements within the City's Sign Code, Creative Signs shall:

13.21(24)(c)2 The sign shall contain at least one of the following elements:

- (a) classic historic design style
- (b) creative image reflecting current or historic character of the City of West Allis
- (c) symbols or imagery relating to the entertainment or design industry
- (d) inventive representation of the use, name or logo of the structure or business

Staff believes that (d) is clearly met with this proposal through the inventive use of the sewing related tools, which represent the business establishment.

Lastly, based on the architectural requirements within the City's Sign Code, Creative Signs shall:

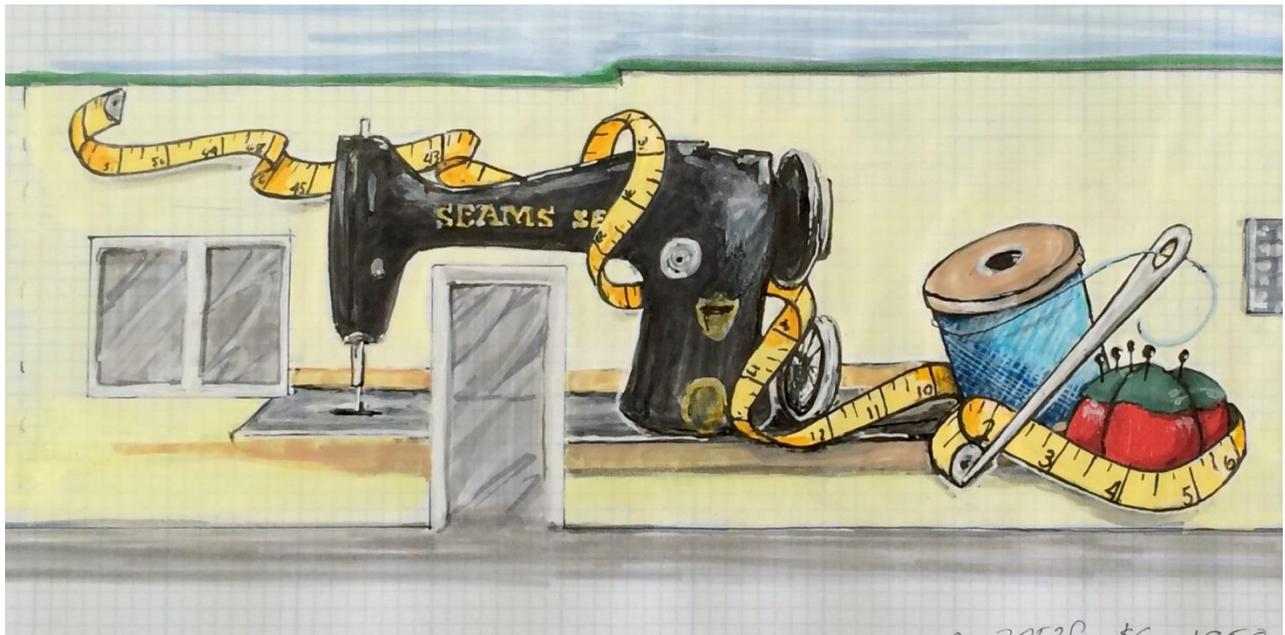
13.21(24)(c)3

- (a) utilize and/or enhance the architectural elements of the building
- (b) be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features/details of the façade.

Staff believes that (b) is met with this proposal because the placement of the signage works around the window, door, decorative façade, and roof line decoration on the western façade. Overall, the sign does not cover any key architectural features/details of the façade, satisfying the requirement.

**Recommendation:**

Recommend approval of the Creative Signage Plan for the Seams Sew Perfect, an existing sewing business, located at 6339 W. Beloit Rd., submitted by Kathleen Wade, d/b/a Seams Sew Perfect. (Tax Key No. 475-0449-000), subject to the following conditions: (A) removal of the existing yard signage in front of the building and (B) a window signage plan detailing compliance with the City Sign Code (under 20% total window area). Contact Ben Rohr, Planning Intern at (414) 302-8401 with any questions.





- Revised Site, Landscaping and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a) proposed landscape screening around the generator, associated equipment and west side of the parking lot; (b) fenced refuse screening; and, (c) installation of a new multi-rack bike rack within the parking lot. Contact Bart Griepentrog, Planner II, at (414) 302-8469 with any questions.

**8. Certified Survey Map to divide an existing parcel located at 6600 W. Washington St., into two new lots for the purposes of acquisition by 6682 LLC, submitted by Kyle Harmon/applicant for 6682 LLC. (Tax key No. 439-0001-035).**

**Overview**

The two (2) parcels proposed to be created through this Certified Survey Map are zoned M-1/Manufacturing, which has no requirements for minimum parcel frontage or minimum lot area.

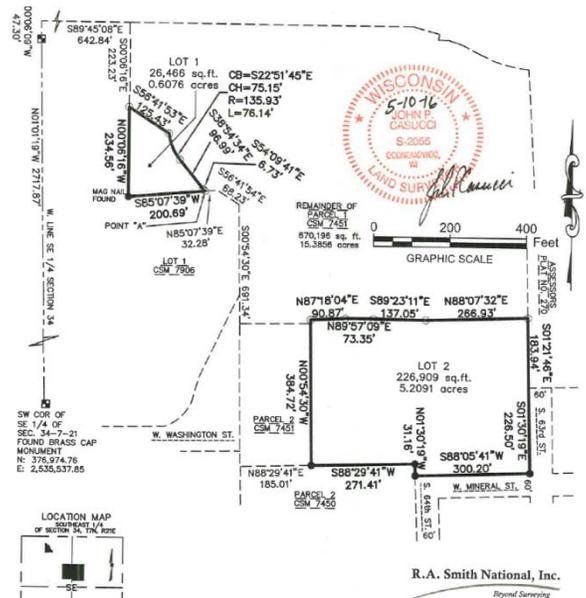
Two (2) new parcels are being carved out of larger parcels as the operators of the Summit Place Office Complex are purchasing these storage and parking areas from the manufacturing property owner to the north. The actual use of the parcels will not change as part of this CSM, the CSM is simply being used as a tool to define the boundaries of the sale of the lands.



Lot 1 will be 26,466 s.f. in area and has an existing driveway easement off of W. Washington St. which extends to the north, within this newly created lot are approximately 85 parking stalls.

Lot 2 will be 226,909 s.f. in area (5.21 acres) and includes approximately 200 parking stalls used by the Summit Place Office and a lay down area for some of the manufacturing tenants in the area. These uses will remain in place on this site.

To summarize, nothing on the ground is actually changing, there are simply 2 parcels being created to reflect the sale of land, in order to create these parcels, Plan Commission approval of the Certified Survey Map is needed to ensure that non-conforming lots are not being created. The 2 lots proposed are compliant with the M-1 Manufacturing requirements for lots size and frontage (M-1 has no specific restriction for either).



**Recommendation:** Recommend Common Council approval of the Certified Survey Map to divide an existing parcel located at 6600 W. Washington St., into two new lots for the purposes of acquisition by 6682 LLC, submitted by Kyle Harmon/applicant for 6682 LLC. (Tax key No. 439-0001-035).

9. **Master Sign Plan for Aurora West Allis Medical Center, 8901 W. Lincoln Ave, submitted by Poblocki Sign Company.**

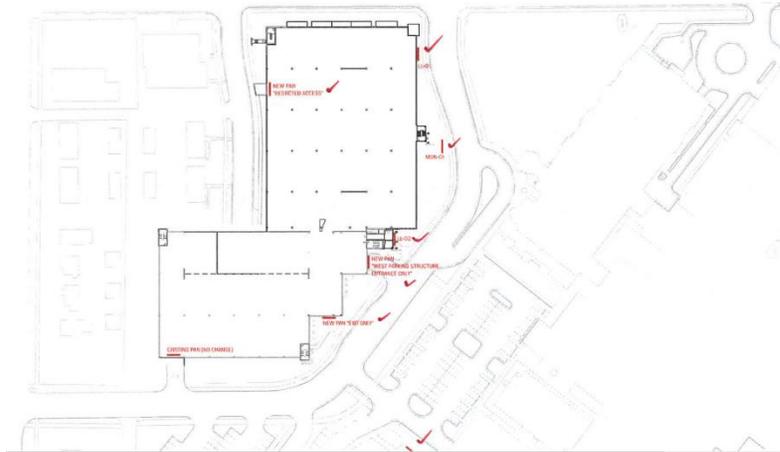
**Overview**

Aurora West Allis Medical Center is applying to place new signage on and along the proposed parking structure addition which is currently under construction. The hospital buildings on campus along with the parking structures over double the 300,000 sq. ft. area in which there is a formula for signage in the code and thus a Master Sign Plan which requires Plan Commission approval is in order for the proposed signage at the parking structure.

Aurora is proposing to place six (5) signs on and around the parking structure addition and one sign on the parking structure to the which will be located immediately south of W. Lincoln Ave. and east of S. 91 St.

The Sign Plans details include the following:

- A main wall sign 80 sq. ft. in area, individual letters mounted on a raceway and placed on the northeast corner of the building on the east elevation at the 3<sup>rd</sup> story level, labeled as "Aurora West Allis Medical Center"
- A 23 sq. ft. wall sign over the elevator lobby on the east side of the parking structure to be labeled as, "West Parking Structure"
- An 88 sq. ft. wall sign on the east parking structure, labeled, "East Parking Structure" to help differentiate between the 2 parking structures on campus
- A 13.75 sq. ft., 5' high directional sign placed on the east side of the structure addition. Staff recommends a minimum 2' masonry base to match all other signs on the campus.



The 3 signs below are exclusively flat wall signs, the code does not allow for exclusively flat wall signs, staff recommends that applicant consider individual letters in order to get the code required depth on the signs.

- A 42 sq. ft. aluminum wall sign over the eastern vehicular entrance as, "West Parking Structure Entrance Only"
- A 7.91 sq. ft. aluminum wall sign over the western vehicular employee only entrance, on the west elevation of the parking structure addition which states, "West Parking Structure Restricted Access"

- A 42 sq. ft. aluminum wall sign on the east elevation of the parking structure over the vehicular exit which states, "West Parking Structure Exit Only"

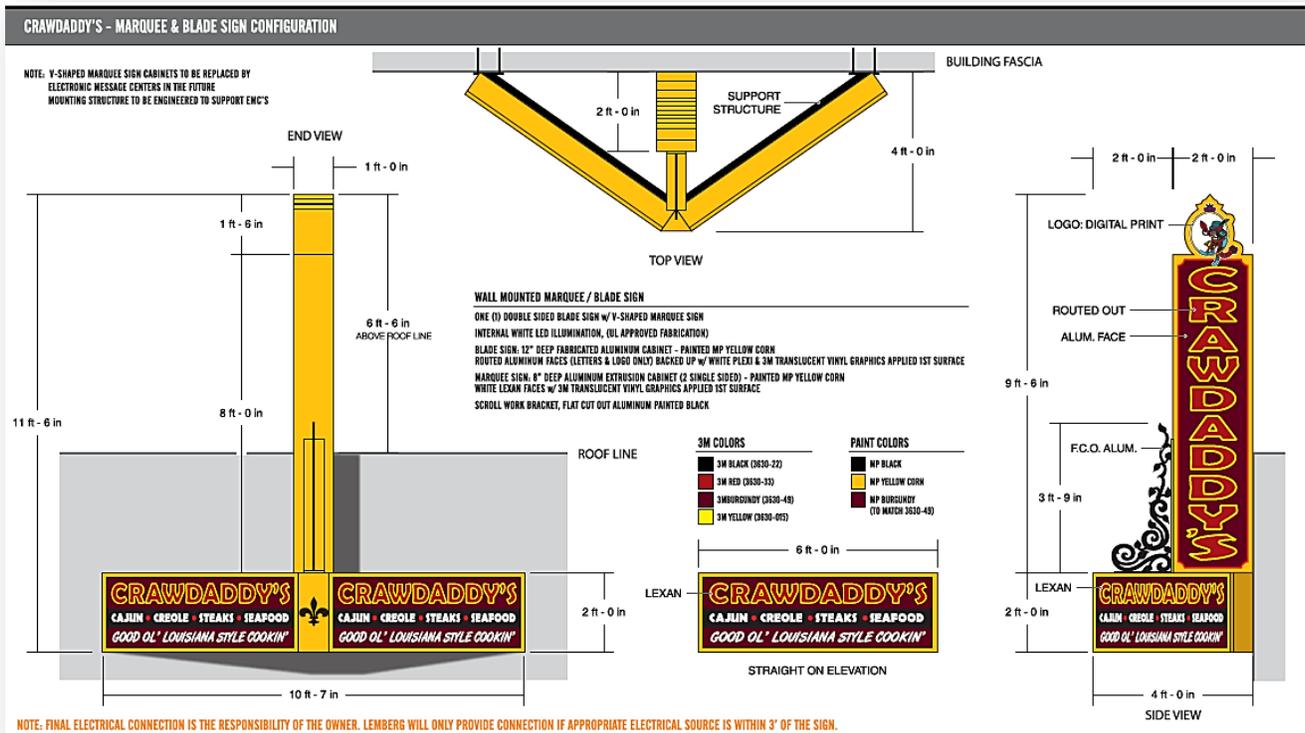
The size of all the signs appear to be within good proportion to the areas for which they are being located on, staff has no issue with the proposed size of the signage. The recommendation is for the aluminum wall signs to utilize individual letters and for the directional sign to add a minimum 2' high masonry base.

**Recommendation:** Approve the Master Signage Plan and Signage Plan Appeal for Aurora West Allis Medical Center, an existing business located at 8901 W. Lincoln Ave., subject to a minimum 2' high masonry base on the freestanding directional sign and subject to mountable individual letters being placed on the 3 aluminum wall signs.

**10. Signage Plan appeal for Crawdaddy's Restaurant, an existing business, located at 9427 W. Greenfield Ave., submitted by Lemberg Electric. (Tax Key No. 450-0022-001)**

Crawdaddy's is proposing to install a new v-shaped projecting sign over the front entrance to the restaurant and 4 new canvas awnings (situated over existing storefront windows openings) facing W. Greenfield Ave.

New signage will help improve the curb appeal of the existing building which is relatively flat and horizontal. In 2012, the previous owner installed storefront windows and an outdoor patio area. In 2013, a v-shaped projecting sign was added for Big Dogs, but was later removed when the building was sold.



Projecting/V-shaped Sign

The sign features a couple components (the v-shaped marquee and a vertical blade/projecting element) that have been integrated into one sign.

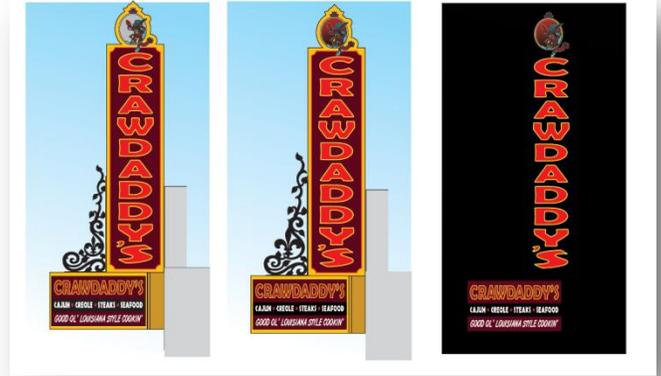
A variance is required as the maximum area of a projecting sign for a single story building is 16-sf and the proposed sign is 43-sf.

The new sign also extends above the roofline by about 6'-6".

A decorative flat cut out aluminum scroll pattern will be included as a transitional design element on the new main entrance sign. The Crawdaddy's logo will cap the new sign.

The overall area of the Crawdaddy's sign is about 43-sf (24-sf marquee plus a 19-sf vertical element). The overall building is allowed up to 125-sf of signage.

Day and night views of the sign are shown above to the right.



Awnings

Four new canvas awnings are proposed. The color is proposed to be a dark burgundy/cabernet color (similar to the color on the main entrance sign). Two options are proposed. The difference is minor, but consists of larger angled option and lesser angled option.

Existing signage

The removal of existing non-conforming pole sign on the northeast end of the site is recommended as a condition of the grant of a sign variance and sign permit.

Typically such non-conforming signage would need to be removed within a year, but the Plan Commission may grant an extension of time. Given the scope of the project staff is recommending Plan Commission grant an additional year to remove signage. The existing wall signs on the north elevation facing W. Greenfield Ave. will be removed as part of the installation of new awnings and projecting signage.



**Recommendation:** Recommend approval of the Signage Plan appeal for Crawdaddy's Restaurant, an existing business, located at 9427 W. Greenfield Ave., submitted by Lemberg Electric (Tax Key No. 450-0022-001), subject to the following conditions: (a) removal of the existing pole sign within two years of approval (by June 2018); (b) sign faces to be opaque (copy may be translucent); a revised plan showing the combination of awnings and main entrance signage; (c) verify the preferred awning design and size/area of copy on each awning. Contact Steve Schaer, Manager of Planning and Zoning at (414) 302-8466 with any questions.

**11. Request for an extension of time to remove existing pole signage at a multi-tenant commercial building at 1117-25 S. 108 St. submitted by Dennis Mesoloras, property owner (Tax Key No. 445-0717-000).**

The property owner is leasing a portion of the building to a new (hair salon) tenant on the south end of the building.

A previous hair salon tenant was in business for only 7 months and never installed signage their business sign as planned.

The new tenant would like to install a wall sign over the front entrance to the salon, but staff has indicated that the three existing pole signs on site will need to be removed as previously agreed.

The property owner has been involved with staff in discussing the issue and has since removed one of the three pole signs. He is willing to remove the remaining two pole signs, but needs more time to complete this task. The property owner indicates that the removal of existing pole signage now would result in loss of existing signage and



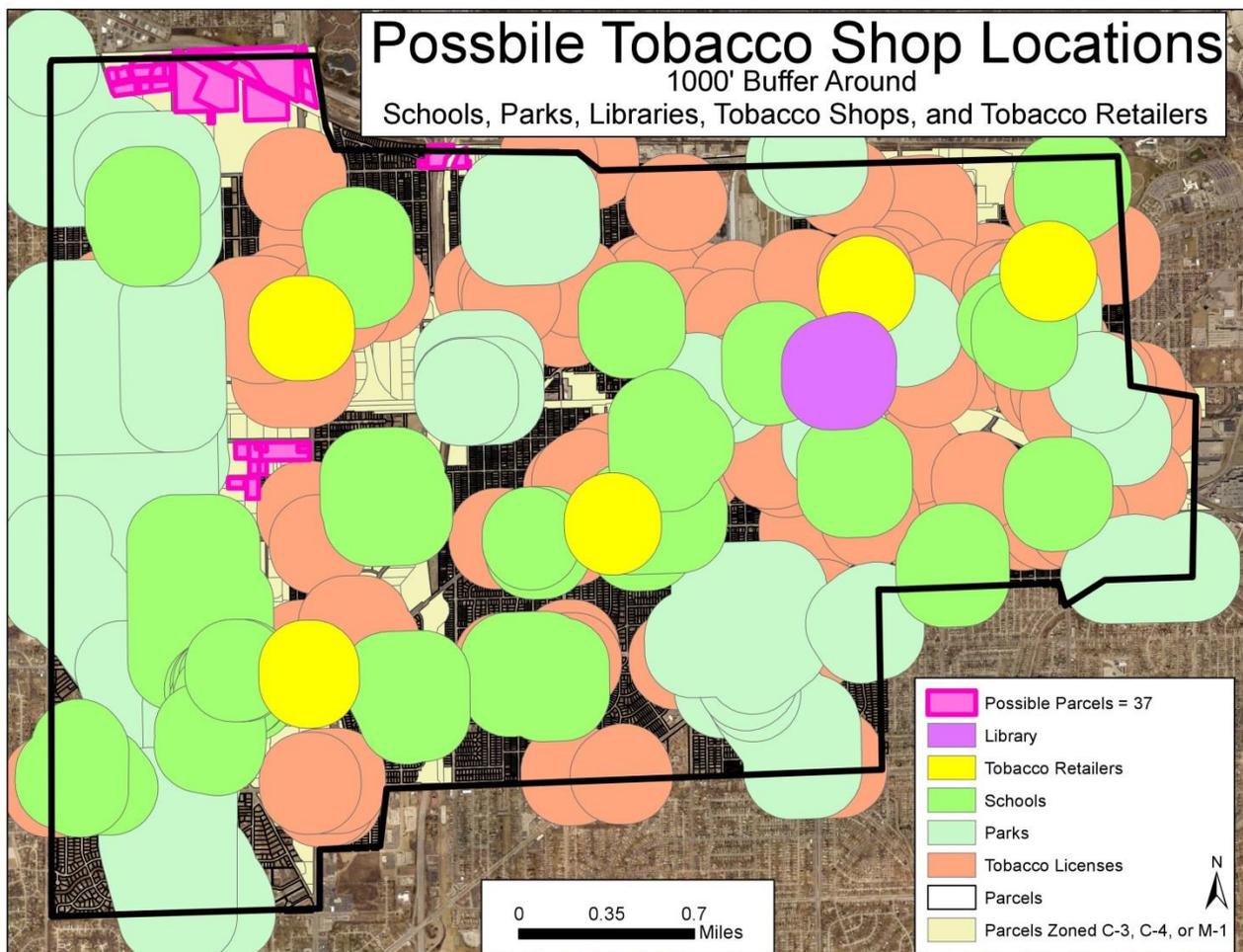
an immediate additional burden to small business owners, within his center, as they would incur the cost of installing new conforming signage.

Typically such non-conforming pole signage would need to be removed within a year, but the Plan Commission may grant an extension of time. The owner will work with the existing tenants on transitioning from existing pole signage to either projecting signage or wall signage, but more time is needed to accomplish this goal.

**Recommendation:** Recommend an allowance of a 2 year extension of time (until June of 2018) to remove existing pole signage at the multi-tenant commercial building at 1117-25 S. 108 St. (Tax Key No. 445-0717-000)

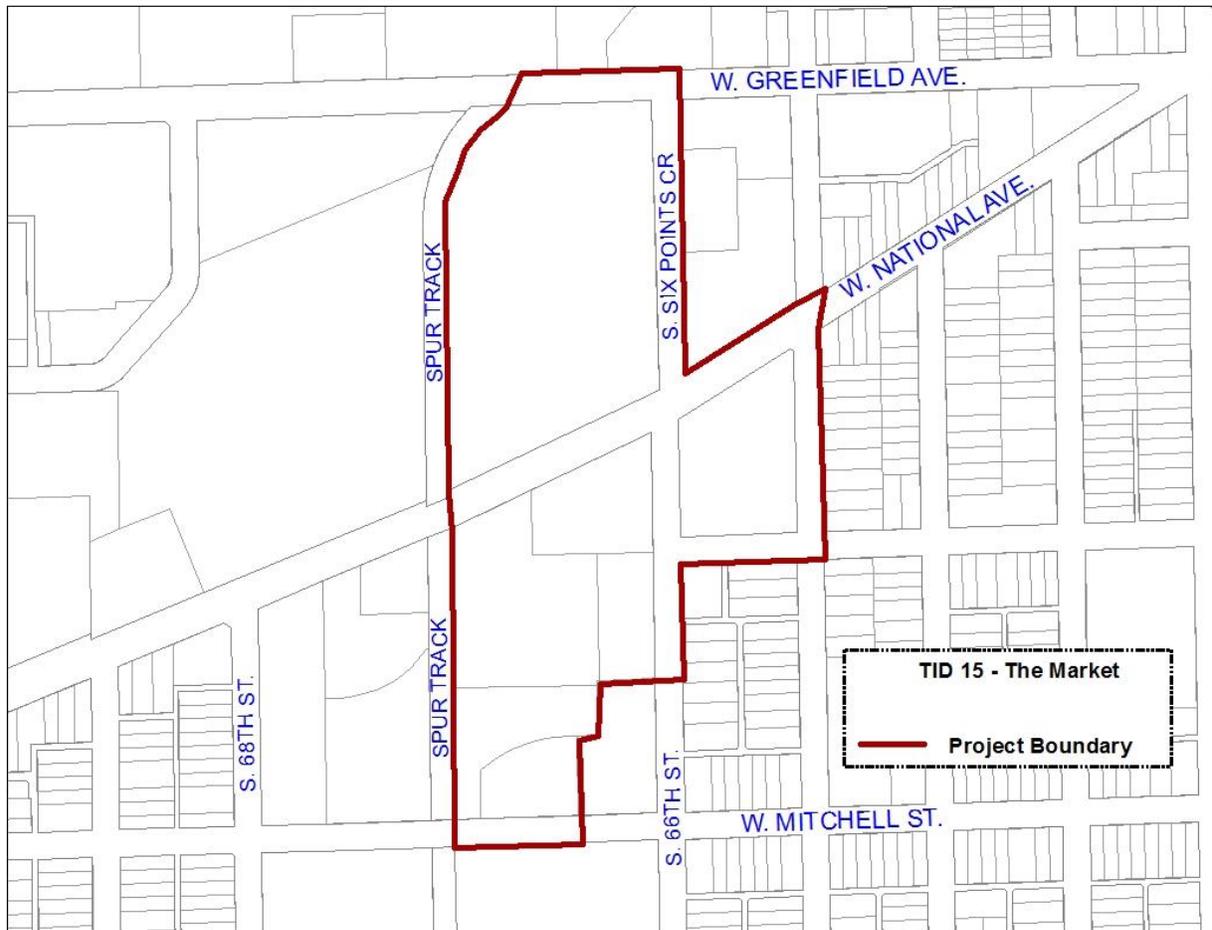
**12. Ordinance to amend 12.06 and 12.43 of the Revised Municipal Code relative to defining and permitting Tobacco Retailers.**

This item was presented to the Plan Commission at the May 25, 2016 meeting for consideration, but was recommended to be held, based on the expectation of a to be determined separation buffer and corresponding maps. Since last meeting that buffer has been recommended to be 1,000 ft. from similar uses, schools, libraries and zoned parkland. The below map indicates where such uses would still be allowed occupancy permits, as primary tobacco retailers.



**Recommendation:** Recommend Common Council approval of the Ordinance to amend subsections 12.06 and 12.40 and 12.42 of the Revised Municipal Code relative to Tobacco Retailers definitions and requirements, subject to the following conditions: 1. Confirmation of the proposed separation clause dimensions by the City Attorney; 2. Aldermanic and/or committee sponsorship; and, 3. The holding of a Public Hearing before the Common Council, which is scheduled for July 5, 2016. Contact Bart Griepentrog, Planner II, at (414) 302-8469 with any questions.

13. **Review of proposed Project Plan for Tax Incremental District (TID) Number Fifteen, City of West Allis, Wisconsin (The Market), as to conformance with the General Plan of the City.**



**Overview**

The Department of Development, on behalf of the Community Development Authority of the City of West Allis has drafted a plan for a Tax Incremental Financing District (TID 15 The Market) to guide future improvements within the proposed District.

The proposed district is approximately 16.33 acres, including right-of-way, and is generally located south of W. Greenfield Ave., west of 65 St., north of W. Mitchell St., and east of the Union Pacific Railroad spur track, between W. Mitchell St. and the W. Greenfield Ave. (see Project Boundary Map)

The District is comprised of seven parcels, six of which are owned by the Community Development Authority and one owned by the City of West Allis (Farmers Market).

Without a concentrated effort from the City, the redevelopment of the properties within this district will continue to blight the neighborhood. In order to prevent this from happening and facilitate useful redevelopment, the City is seeking to implement a tax incremental financing district in this area to help reposition it for a higher and better use.

The proposed TID would be utilized to facilitate redevelopment of the properties. The proposed budget for a developer funded TIF includes up to \$23 million in Project Costs for construction, administration, interest and contingency. These costs would be covered by revenue from new market tax credits and increment from new development.

The District is projected to be developed for mixed uses that include:

**NoNa (North of National Ave.)**

- Office building (30,000-sf to 35,000-sf) located on the northern edge of the parcel along Greenfield Ave.
- Residential apartments (210 total) located on the southern edge of the parcel along National Ave.

**SoNa (South of National Ave.)**

- Grocery Store/retail establishment (23,430 sq. ft. and 7,330 sq. ft.) located on the northern edge of the parcel along W. National Ave.
- Brew Pub (6,250 sq. ft.) located in the northeastern corner of the parcel between W. National Ave. and S. 66 St.
- Bistro (4,500 sq. ft.) located on the eastern side of the parcel along S. 66 St.
- Retail (7,330 sq. ft.) located on the eastern side of the parcel along S. 66 St. just south of the Brewpub.

The taxable value of the properties today is \$70,800. Once completed, the new development will increase the taxable value of the properties to \$32,542,700. The projected increment will pay off the proposed project costs within the 27 years permitted by State Statutes.

In regards to the proposed TID conforming to the general plan of the City, the area is currently zoned C-3 Community Commercial District, which permits the mixed uses projected for the area. Further, the City's 2030 Future Land Use Plan identifies both the NoNa and SoNa areas for mixed use. In addition, the Farmers Market is shown as Public and Semi Public which may require consideration a future land use map amendment, although the area is currently used for commercial purposes as well.

The District will undergo further review by the Joint Review Board, Community Development Authority and Common Council prior to expected adoption in August 2016. A complete copy of the draft plan is available at the Department of Development.

**Recommendation:** Recommend Common Council approval of the proposed Tax Incremental Financing District No. 15 – The Market, as to conformance with the general plan of the City.