



City of West Allis

Meeting Agenda

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, August 24, 2022

6:00 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF MINUTES

1. [22-0442](#) July 27, 2022 Draft Minutes

Attachments: [July 27, 2022 Draft Minutes](#)

D. NEW AND PREVIOUS MATTERS

- 2A. [22-0450](#) Conditional Use permit for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16** S. 66 St.

Attachments: [\(CUP-SLA\) - 16** S. 66 St - Makers Row 2](#)

- 2B. [22-0451](#) Site, Landscaping and Architectural plans for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16** S. 66 St. submitted by Angie Tabrizi on behalf of the Mandel Group (Tax Key No. 454-0655-000).

- 3A. [22-0452](#) Certified Survey Map to split the existing lot located at 10230-10288 W. National Ave. into 2 lots, submitted by Patrick Shay d/b/a Advanced Building Corporation.

- 3B. [22-0453](#) Conditional Use permit for Biggby Coffee, a proposed restaurant with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave.

Attachments: [\(CUP-SLA\) - 10230-10288 W. National Ave - Biggby Coffee](#)

- 3C. [22-0454](#) Site, Landscaping, and Architectural plans for Biggby Coffee, a proposed restaurant with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave. (Tax Key No. 485-9990-011).

- 4A. [22-0455](#) Conditional Use Permit for XLock Biosciences, a proposed Research Laboratory, to be located at 662 S. 94 PI.

Attachments: [\(CUP-SLA\) - 662 S 94 PI - XLock Biosciences](#)

- 4B. [22-0456](#) Site, Landscaping, and Architectural Plans for XLock Biosciences, a proposed Research Laboratory, to be located at 662 S. 94 Pl., submitted by Brian Volkman, d/b/a XLock Biosciences. (Tax Key No. 416-0012-003)
5. [22-0457](#) Site, Landscaping, and Architectural plans for O'Reilly Auto Parts, a proposed Automobile Parts Sales use, to be located at 11135 W. National Ave., submitted by Griffin Bobbett, d/b/a O'Reilly Auto. (Tax Key No. 520-9965-036)
- Attachments:** [\(SLA\) - 11135 W. National Ave - O'Reilly Auto Parts](#)
6. [22-0458](#) Site, Landscaping, and Architectural plans for Bluemound Training Center, an existing Light Industrial use, located at 330 S. 116 St., submitted by Sommer Strnad, d/b/a WEC Energy Group. (Tax Key No. 414-9993-002)
- Attachments:** [\(SLA\) - 330 S 116 St - Bluemound Training Center](#)
7. [22-0459](#) Ordinance to amend Chapter 19 zoning ordinance for house cleaning edits
- Attachments:** [\(ORD\) Zoning Code Edits](#)
8. [22-0460](#) Discussion regarding Design Review Guidelines
- Attachments:** [Design Review Guidelines](#)
[Design Review Guidelines DRAFT](#)
9. [22-0461](#) Plan Commission project tracking updates

E. ADJOURNMENT



All meetings of the Plan Commission are public meetings. In order for the general public to make comments at the committee meetings, the individual(s) must be scheduled (as an appearance) with the chair of the committee or the appropriate staff contact; otherwise, the meeting of the committee is a working session for the committee itself, and discussion by those in attendance is limited to committee members, the mayor, other alderpersons, staff and others that may be a party to the matter being discussed.

NOTICE OF POSSIBLE QUORUM

It is possible that members of, and possibly a quorum of, members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

NON-DISCRIMINATION STATEMENT

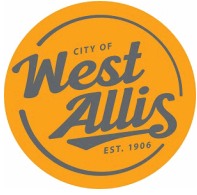
The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

AMERICANS WITH DISABILITIES ACT NOTICE

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

LIMITED ENGLISH PROFICIENCY STATEMENT

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.



City of West Allis

Meeting Minutes

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, July 27, 2022

6:00 PM

City Hall, Common Council Chambers
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

B. ROLL CALL

- Present** 7 - Wayne Clark, Brian Frank, Eric Torkelson, Jessica Katzenmeyer, Dan Devine, Kathleen Dagenhardt, and David Raschka
Excused 2 - Rossi Manka, and Brandon Reinke (PC Alternate)

Others Attending

Crystal (6500 Bar), Jim Hoerig, Troy Meyer

Staff

Steve Schaer, AICP, Manager of Planning and Zoning
Zac Roder, Senior Planner

C. APPROVAL OF MINUTES

1. [22-0395](#) June 22, 2022 Draft Minutes

Attachments: [June 22, 2022 \(draft minutes\)](#)

Torkelson moved to approve this matter, Dagenhardt seconded, motion carried.

D. NEW AND PREVIOUS MATTERS

- 2A. [22-0399](#) Conditional Use Permit for AS Towing LLC, a proposed Light Motor Vehicle Service use, to be located at 5225 W. Electric Ave.

Attachments: [\(CUP-SLA\) - 5225 W Electric Ave - AS Towing LLC](#)

- 2B. [22-0400](#) Site, Landscaping and Architectural Plans for AS Towing LLC, a proposed Light Motor Vehicle Service use, to be located at 5225 W. Electric Ave., submitted by Alejandra Sosa, d/b/a AS Towing LLC. (Tax Key No. 474-0009-000)

Torkelson moved to approve, Katzenmeyer seconded, motion carried by roll call vote:

Passed The Block Vote

Items 2A & 2B were considered together.

Zac Roder presented

Wayne Clark - referenced another towing company near 84 and National Ave parking in street. Asked who will enforce conditional use items. City Planning, Code

Enforcement staff and WAPD may enforce illegally parked vehicles in the street or upon the site (if overparked contrary to the approved site plan).

Brian Frank and Eric Torkelson in favor of enforcement and tracking this property and limiting long term storage.

Recommendation: *Approve the Site, Landscaping and Architectural Plans for AS Towing LLC, a proposed Light Motor Vehicle Service use, to be located at 5225 W. Electric Ave., submitted by Alejandra Sosa, d/b/a AS Towing LLC. (Tax Key No. 474-0009-000) subject to the following conditions:*

(Items 1-2 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. *Common Council approval of the Conditional Use Permit.*
2. *Revised site plan being submitted to the Planning and Zoning Office to indicate the following notes: (a) the number of vehicles on site shall be equal to the number of off-street parking stalls in accordance with the approved site plan. (b) overnight company tow vehicle off-street parking spaces shall be indicated on plan and a clear access path/lane shall be maintained from the street to the overhead bay doors (c) an agreement from the property owner acknowledging that long term outdoor vehicle staging/storage shall be conducted at an alternate location/property in the City of Milwaukee (d) service and/or repair work shall be conducted indoors and not may be conducted within the public right-of-way, or outside of the building/approved repair bay areas, (e) overhead bay doors being kept closed during operation to minimize noise.*
3. *Sidewalk Repair. The grant of this special use is subject to compliance with Policy No. 2806 of the Revised Municipal Code relative to the City's sidewalk improvement policy as it relates to damaged, (if any) abutting sidewalk.*

Torkelson moved to approve, Katzenmeyer seconded, motion carried by roll call vote:motion.

Aye: 6 - Frank, Torkelson, Katzenmeyer, Devine, Dagenhardt, and Raschka

No: 1 - Clark

3. [22-0401](#) Site, Landscaping and Architectural Plans for L&W Supply, an existing light industrial warehousing and storage use, located at 1707 S. 101 St., submitted by Lisa Van Handel, d/b/a Corporate Contractors Inc. (Tax Key No. 449-9999-006)

Attachments: [\(SLA\) - 1707 S 101 St - L&W Supply](#)

Zac Roder presented

Recommendation: *Approve the Site, Landscaping and Architectural Plans for L&W Supply, an existing light industrial warehousing and storage use, located at 1707 S. 101 St., submitted by Lisa Van Handel, d/b/a Corporate Contractors Inc. (Tax Key No. 449-9999-006) subject to the following conditions:*

(Items 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. Maintenance of existing landscaping in accordance with the approved plan.

Torkelson moved to approve this matter, Dagenhardt seconded, motion carried..

4. [22-0402](#) Site, Landscaping and Architectural Plans for 6500 Bar & Grill, a proposed tavern, to be located at 6500 W. Greenfield Ave., submitted by James Hoerig, d/b/a 6500 Bar & Grill. (Tax Key No. 439-0148-000)

Attachments: [\(SLA\) - 6500 W Greenfield Ave - 6500 Bar & Grill](#)

Steve Schaer presented

Recommendation: Approval of the Site, Landscaping and Architectural Plans for 6500 Bar & Grill, a proposed tavern, to be located at 6500 W. Greenfield Ave., submitted by James Hoerig, d/b/a 6500 Bar & Grill. (Tax Key No. 439-0148-000), subject to the following conditions:

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

1. Apply for a [liquor license](#) [<https://www.westalliswi.gov/1911/Licenses-and-Permits-Applications>](https://www.westalliswi.gov/1911/Licenses-and-Permits-Applications). Include an operational description of the business include a food menu and description of the construction/implementation schedule for opening the business.
2. Revised Site, Landscaping, Screening and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a) show the extent and details of the outdoor patio area on the west side of the building; (b) the plans show a decorative entrance canopy over the SE entry door. Details of this alteration are needed if it's proposed, (d) any maintenance repairs to the garage and refuse area to be noted on plans. Contact Steven Schaer, Manager of Planning and Zoning at 414-302-8466 with further questions.
3. A signage and lighting plan being submitted to and approved by the Planning office.
4. 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.

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

5. [22-0403](#) Signage Plan for Crawdaddy's, an existing restaurant, located at 9427 W. Greenfield Ave., submitted by Troy Meyer, d/b/a Crawdaddy's. (Tax Key No. 450-0022-001)

Attachments: [SIGN - 9427 W Greenfield Ave - Crawdaddys](#)

Steve Schaer presented

Recommendation: Recommend approval of the Signage Plan for Crawdaddy's, an

existing restaurant, located at 9427 W. Greenfield Ave., submitted by Troy Meyer, d/b/a Crawdaddy's. (Tax Key No. 450-0022-001), based on the sign's positive visual impact, unique design and imagination, strong graphic character, inventive representation of the business and logical placement, which comprehensively satisfy the requirements of the City's Sign Code Creative Sign Subsection.

As a condition of approval, staff recommends the following deliverables be submitted:

1. As part of the signage permit review, submit a wall anchoring plan to show the specific wall type and anchoring method at each anchor point. Since there are different exterior masonry wall materials on the exterior of the building, the building code requires details of proper anchoring method at each surface.

Clark moved to approve this matter, Frank seconded, motion carried.

6. [22-0404](#) Signage Plan for 2 Brothers-in-law Vintage, an existing neighborhood retail use, located at 7332 W. Becher St., submitted by Ed Check, d/b/a 2 Brothers-in-law Vintage. (Tax Key No. 476-0337-001)

Attachments: [SIGN - 7332 W Becher St - 2 Brothers-in-law Vintage](#)

Zac Roder presented

Recommendation: Recommend approval of the Signage Plan for 2 Brothers-in-law Vintage, an existing neighborhood retail use, located at 7332 W. Becher St., submitted by Ed Check, d/b/a 2 Brothers-in-law Vintage. (Tax Key No. 476-0337-001)

Clark moved to approve this matter, Katzenmeyer seconded, motion carried.

7. [22-0405](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Becher St. corridor in alignment with the 2040 Comprehensive Plan.

Attachments: [ORD - Becher St Rezoning](#)

Zac Roder presented

Recommendation: Recommend approval of the ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Becher St. corridor in alignment with the 2040 Comprehensive Plan.

Frank moved to approve this matter, Dagenhardt seconded, motion carried.

8. [22-0406](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. National Ave. corridor in alignment with the 2040 Comprehensive Plan.

Attachments: [ORD - National Ave Rezoning](#)

Zac Roder presented

Recommendation: Recommend approval of the ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Becher St.

corridor in alignment with the 2040 Comprehensive Plan.

Katzenmeyer moved to approve this matter, Dagenhardt seconded, motion carried.

- 9. [22-0407](#) Discussion regarding Design Review Guidelines

Discussion ensued with questions being answered by staff.

This matter was Discussed.

- 10. [22-0408](#) Plan Commission project tracking updates

Discussion ensued with questions being answered by staff.

E. ADJOURNMENT

There being no other business, a motion was made by Wayne Clark and seconded by Brian Frank to adjourn at 7:00 pm.

The motion carried unanimously.



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STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 24, 2022
6:00 PM
City Hall – Room 128

Watch: <https://www.youtube.com/user/westalliscitychannel>

- 2A. **Conditional Use permit for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16** S. 66 St. (Tax Key No. 454-0655-000).**
- 2B. **Site, Landscaping and Architectural plans for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16** S. 66 St. submitted by Angie Tabrizi on behalf of the Mandel Group (Tax Key No. 454-0655-000).**

Overview and Zoning

This is the next phase of Mandel Group’s “The Market at Six Points” project that proposes to construct about 13,200-sf of new retail and event space area called the Market at Six Points.

Since the group’s initial submission and selection by the City of West Allis in 2015, it has completed more than \$50 million in investment on the broader project site bounded by W. National Ave., S. 66 St., W. Mitchell St., and the railroad. To recap: SoNa Lofts, an 110-unit apartment building, is under construction to the west and Makers Row phase 1 (to the north) is about to begin construction.

This phase, phase 2, will add 13,200 sq. ft. of newly constructed, food-centric commercial space to the broader mixed-use development. This will amplify the regional value of the West Allis Farmer’s Market and create cross-marketing of the Farmer’s Market with high-



draw, creative food venues. It will also make the area more attractive to residents who want more things to do within walking distance of their neighborhood. In other words, to keep people in the neighborhood longer to enjoy what the area has to offer.

Expected tenants include restaurants, food product producers, and a wine bar with event space. The emphasis has been to attract local West Allis businesses and new businesses from Metro Milwaukee looking to make their mark on the industry (creative destinations), not national chains. Between all tenants, expected hours of operation are 6am - 12am daily.

The subject property, 16** S. 66 St., is zoned C-3. Restaurant, Event Space (5,000 or more sq. ft.), and Food Production (limited) uses are Conditional Uses in the C-3 zoning district. A public hearing for the Conditional Use permit is scheduled for Tuesday, September 6, 2022.

Site and Landscaping Plan

The site's layout is designed to concentrate activity along street frontages closest to the Farmer's Market and nestle parking and building services to the interior of the larger The Market at Six Points development area. Buildings will be located along the North and East edges of the lot. These will be setback from the lot lines to create space for outdoor patios. Retaining walls will be used to separate the public sidewalk from the patios to account for changes in elevation. An outdoor reception garden for the building's event space will be located behind the building along the West property line.

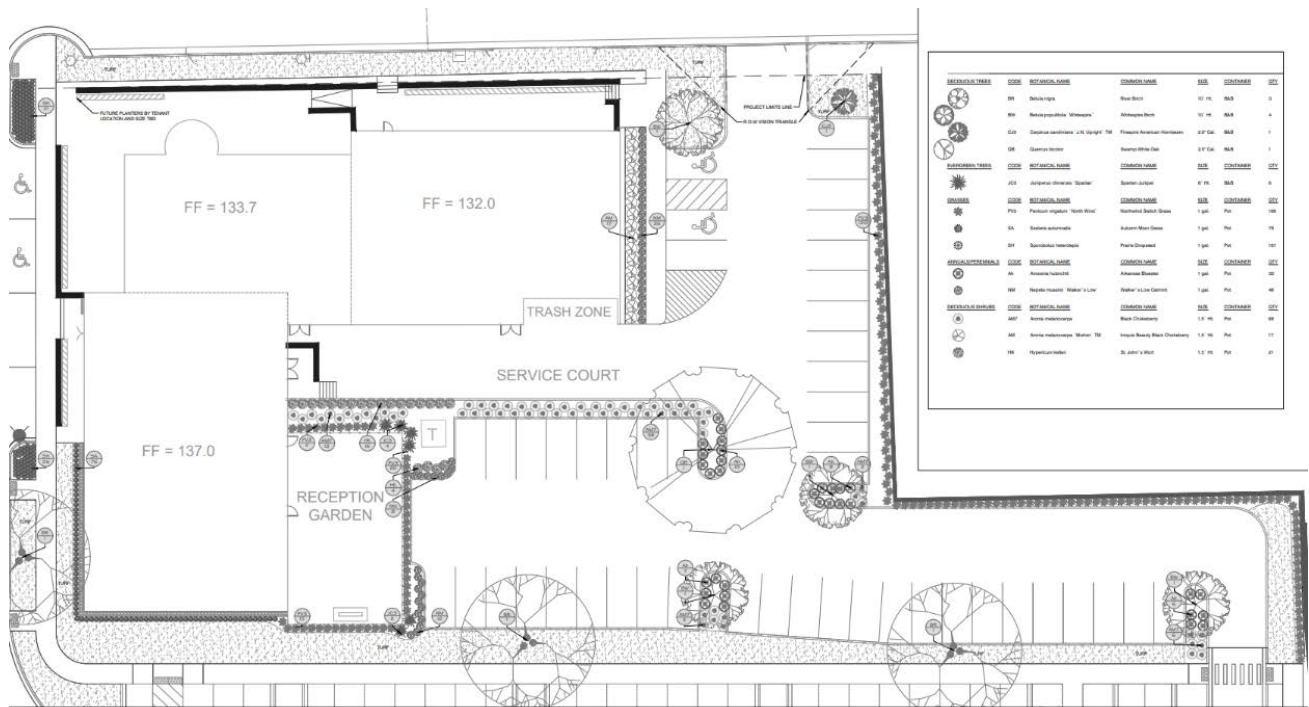
Parking and building services will be located on the South and West sides of the lot. A service court directly behind the buildings will house trash collection and space for delivery vehicles. Fifty-one (51) parking spaces will be provided on site, including 2 ADA spaces, with street parking also available. Additional off-street overflow parking is available within the neighborhood (meaning a short walk) and will be noted at the Plan Commission meeting. Parking will be open to the public, including for the Farmer's Market. Parking and building services will be accessed by a driveway on the Southern end of the East (S. 66th St.) lot line and by an internal connection to the broader development site at the Southwestern corner of the site.

The site will include several trees and a variety of shrubs, grasses, and perennials. Initial plans include 15 trees (5 species), 106 deciduous shrubs (3 species), and nearly 500 grasses and perennials (5 species). Most plantings will be located surrounding the parking lot and buffering the outdoor reception area from parking and building services. The City Forester has recommended improvements to the plan, including changing certain species and planting in different patterns. The landscape refinements will be worked out with staff.

Design Concept

The intent of Makers Row is to include unique commercial buildings detailed to recall the character of repurposed industrial buildings, inspired by other projects from elsewhere in the country.

One stellar example is the Diskin Cider Building from Nashville. An industrial service building was repurposed in a near-downtown neighborhood that now houses Diskin Cider's production operations, tasting room, and events space. The exterior has been reskinned with a sharp-looking, tasteful palette of materials with carefully selected glazing, signage, and lighting. The interior reflects the industrial character of the original, steel-framed building.



Makers Row Design

Makers Row Phase 2 has been designed to evoke the area's historic industrial past in alignment with Makers Row Phase 1. Phase 2 includes a high degree of variation on the exterior skin and massing, giving the feel of a project that evolved over time through a series of additions and expansions.



The singular most unique element of this proposal is the architectural homage to the vintage milk can at the building's Northeast corner. This unique identifier aligns with a key tenant's brand and attracts distinctive, visual interest to the corner. The antique form aligns with the historic and food-based theme of the neighborhood.



The design heavily values active outdoor uses. A broad, prominent entry patio at the corner, public seating, and outdoor dining lay the foundation for a vibrant, active district. Large, operable overhead doors create multi-functional indoor-outdoor space. Generous awnings, landscaping, and retention walls add detailing, weather protection, and a sense of enclosure that make the space attractive to use.



Architectural Plan

The 1-story building is divided into 3 principal forms, each with a different – but complementary – design. The building’s principal material will be metal panel, intended to evoke industrial styles historically associated with the area. 4 different types of metal panels will be used, with different color finishes (several grays and a brown), different orientations (vertical and horizontal), types (corrugated and flat), and spacing between panels or corrugation. Cedar cladding will also be used as an accent material to strategically soften the façade and tastefully highlight signage.

Clear, storefront-style glass will be used prominently on the North and East façades. 6 large, operable overhead doors will be featured on the Northwestern structure. A large awning will be featured along the façade of the Southeastern structure.



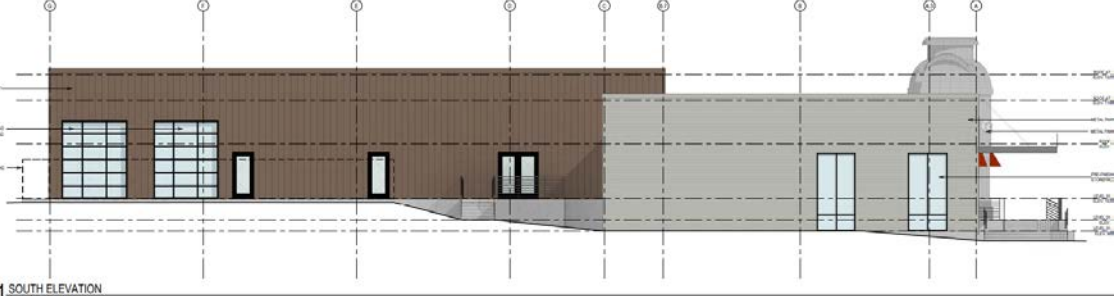
2 EAST ELEVATION



1 NORTH ELEVATION



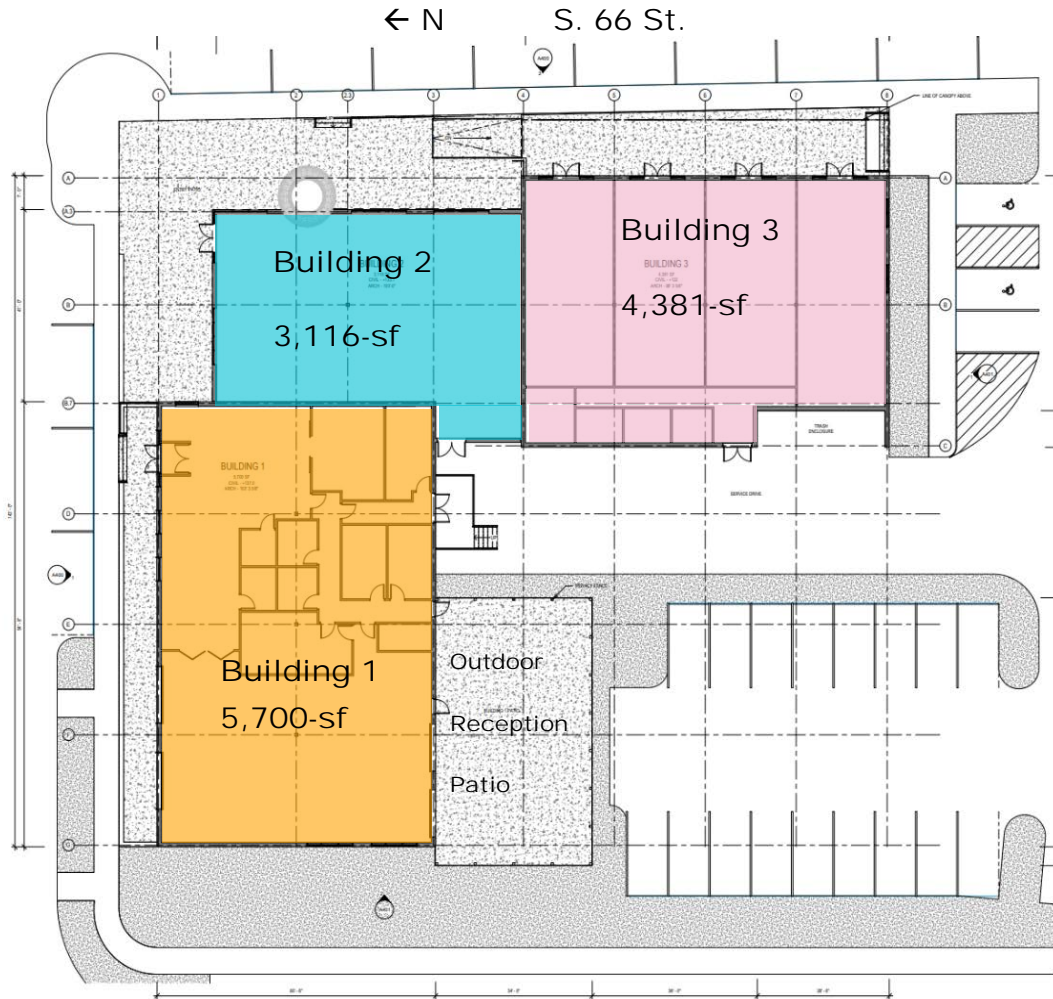
2 WEST ELEVATION



1 SOUTH ELEVATION

Floor Plan

The building will be divided into 3 principal spaces: Building 1 (orange), Building 2 (blue), and Building 3 (pink). Building 1 (5,700 sq. ft.) will hold an event space and opens to an outdoor reception area. It includes several smaller rooms. Building 2 (3,116 sq. ft.) will host the anchor restaurant. Building 3 (4,381 sq. ft.) will be subdivided into 4 smaller spaces, approximately 1,000 sq. ft. each, and will house several smaller restaurants.



Recommendation: Recommend approval of the Conditional use permit and the Site, Landscaping and Architectural plans for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16** S. 66 St. submitted by Angie Tabrizi on behalf of the Mandel Group (Tax Key No. 454-0655-000) subject to the following conditions:

(Item 1-2 is 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. Common Council approval of the Conditional Use Permit.

2. Revised site plan being submitted to the Planning and Zoning Office to indicate the following: (a) an alternate material being added to building 2 to soften the exterior look (for example additional cedar plank); (b) consideration of an awning over the outdoor patio on the north side of Building 1; (c) a landscaping plan being approved by Forestry with an attention to include some taller plantings or screening on site (ideally along the south and west side of the property), (d) Lighting plan approved by Planning Office, (e) refuse screening details; (f) a pedestrian connection being added (near the southwest corner of the outdoor reception area) from the proposed walkway along the west side of the site to the proposed parking lot.



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 24, 2022
6:00 PM
City Hall – Room 128

Watch: <https://www.youtube.com/user/westalliscitychannel>

- 3A. **Certified Survey Map to split the existing lot located at 10230-10288 W. National Ave. into 2 lots, submitted by Patrick Shay d/b/a Advanced Building Corporation.**
- 3B. **Conditional Use permit for Biggby Coffee, a proposed restaurant use with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave.**
- 3C. **Site, Landscaping, and Architectural plans for Biggby Coffee, a proposed restaurant use with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave. (Tax Key No. 485-9990-011).**

Overview and Zoning

The applicant is proposing to build a Biggby Coffee restaurant, a chain based in Michigan with over 230 locations across the country, as a drive-through in a newly created outlot of 10230-10288 W. National Ave. The proposed development will split the existing lot into 2 and build a new 483 sq. ft. building with a drive-through and walk-up window.

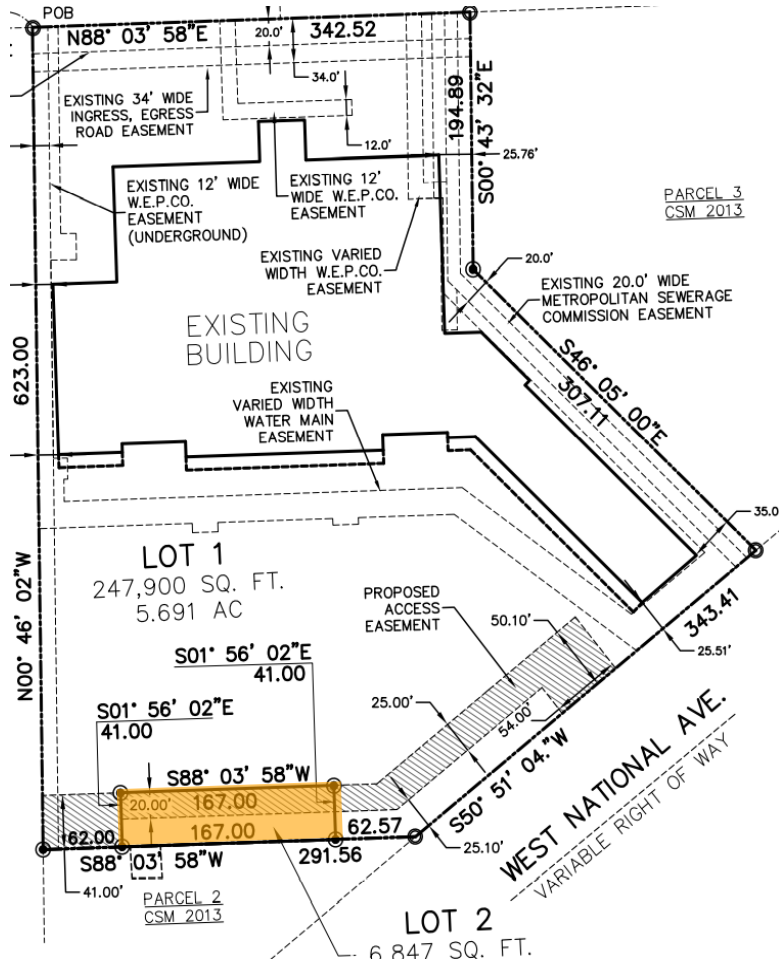
The drive-through coffee shop will operate a single drive lane during traditional business hours throughout the week. The project is expected to be completed within fall 2022 – spring 2023.



10230-10288 W. National Ave. is zoned C-4. Restaurant with drive-through service is a Conditional Use in the C-4 district. A public hearing for the Conditional Use permit is scheduled for Tuesday, September 6th.

Certified Survey Map

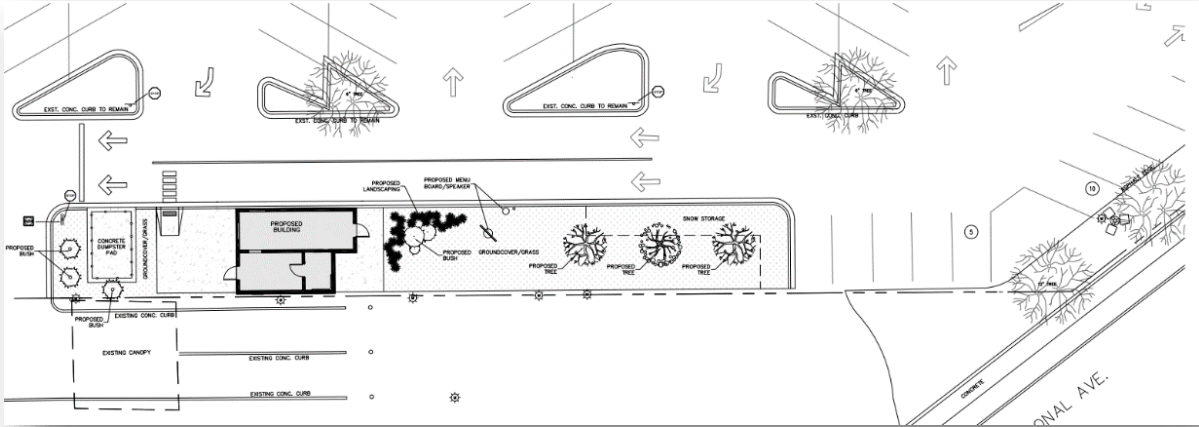
The parcel will be split into 2 lots via Certified Survey Map. A new, 0.24-acre parcel will be created along the Southern edge of the property for the proposed Biggby Coffee. An access easement will be included to allow cross-access for each site.



Site and Landscaping Plan

This small, linear site will be arranged to allow drive-through and vehicle traffic to the North and built area to the South. From West to East, the built area includes landscaping, a refuse enclosure, a concrete patio for patrons, the building, and more landscaping surrounding the menu board for the drive-through line.

There are no parking spaces included within the creation of the new lot, up to 5 are allowed in accordance with the parking maximum (maximum 5 parking spaces allowed according to Sec. 19.44). Vehicle parking will be adequately serviced by the existing shared parking lot surrounding the property.



Architectural Plan

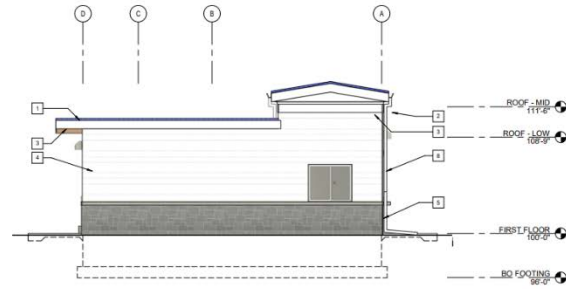
The small 1-story building façade will primarily be composed of white cement board and stone veneer. Blue metal roofing and 2 orange metal doors will accent the façade in alignment with the Biggby branding. A drive-through window on the North side and walk-up window on the West side will be included.



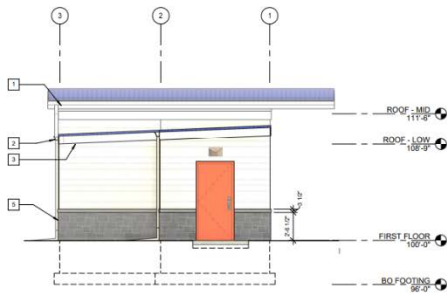
6432 Blue Star Hwy, Saugatuck, MI



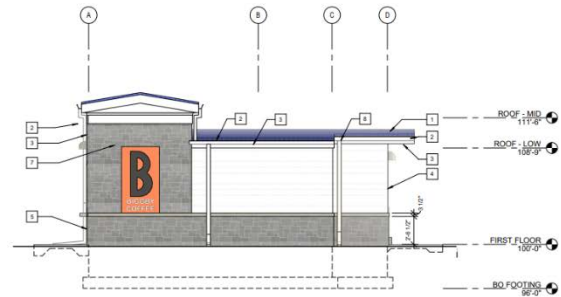
B1 West Elevation



North Elevation



East Elevation



South Elevation

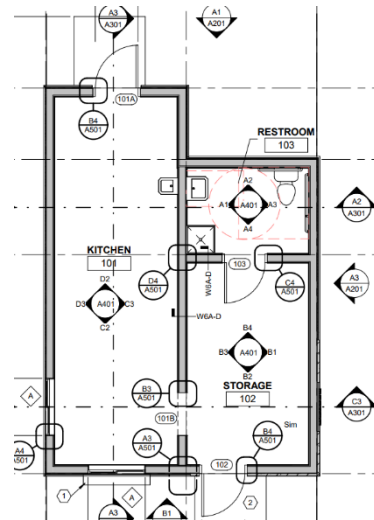
Floor Plan

The 438 sq. ft. building will include a simple layout of kitchen, storage, and restroom.

Recommendation: Recommend approval of the Site, Landscaping, and Architectural plans for Biggby Coffee, a proposed restaurant use with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave. (Tax Key No. 485-9990-011) subject to the following conditions:

(Item 1-2 is 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. Common Council approval of the Conditional Use Permit (scheduled September 6, 2022).
2. Revised site, landscaping, and architectural plan being submitted to the Planning and Zoning Office to indicate the following: (a) accurate notations for directions on the elevations, (b) consideration of a patio space for outdoor dining (would require a publicly accessible restroom), (c) landscaping plan and species details being provided in a revised plan and being approved by the City Forester; (d) proposed traffic control measures being reviewed/approved by Engineering Department.





STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 24, 2022
6:00 PM
City Hall – Room 128

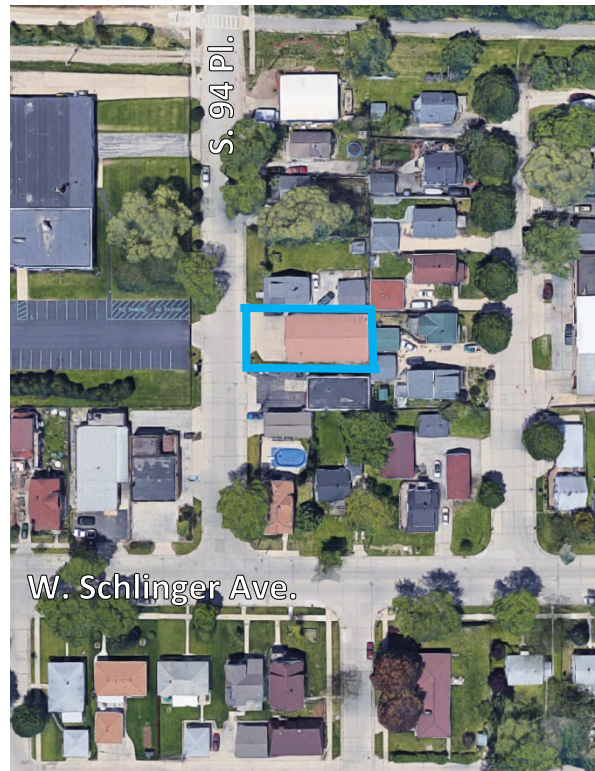
Watch: <https://www.youtube.com/user/westalliscitychannel>

- 4A. Conditional Use Permit for XLock Biosciences, a proposed Research Laboratory, to be located at 662 S. 94 Pl.**
- 4B. Site, Landscaping, and Architectural Plans for XLock Biosciences, a proposed Research Laboratory, to be located at 662 S. 94 Pl., submitted by Brian Volkman, d/b/a XLock Biosciences. (Tax Key No. 416-0012-003)**

Overview and Zoning

XLock Biosciences is a biopharmaceutical research and development company that is proposing to relocate its research laboratory from the Medical College of Wisconsin to its existing office located at 662 S. 94 Pl. The company is researching proteins that can be used as anti-inflammatories to alleviate symptoms of common health issues like psoriasis.

Laboratory activities include the cultivation of bacteria engineered to produce specific proteins. The bacteria used is a widely used lab strain that poses no health risk and is easily disposed water after treatment with bleach or other sterilization. Less than 100 grams of purified proteins will be stored on site. None of XLock’s research production, or office activities produce noise, fumes, or other waste/disturbances that would be perceptible to neighbors or passerby.



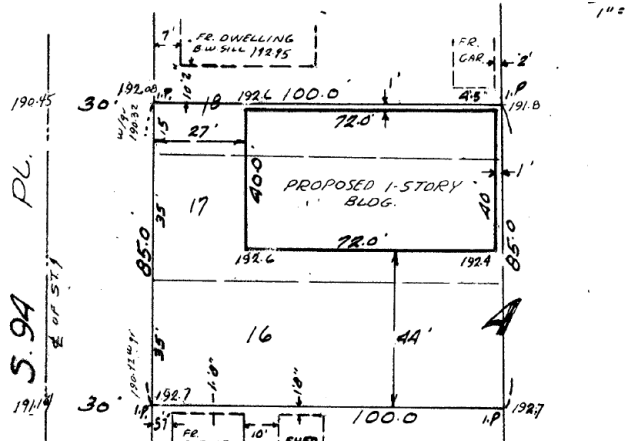
Hours of Operation

Monday - Friday: 8am - 5pm

The lot is zoned C-3. The proposed laboratory changes the classification from a permitted use (Neighborhood Service) to a Conditional Use (Research Laboratory) in the C-3 district. A public hearing is scheduled for Tuesday, September 6th.

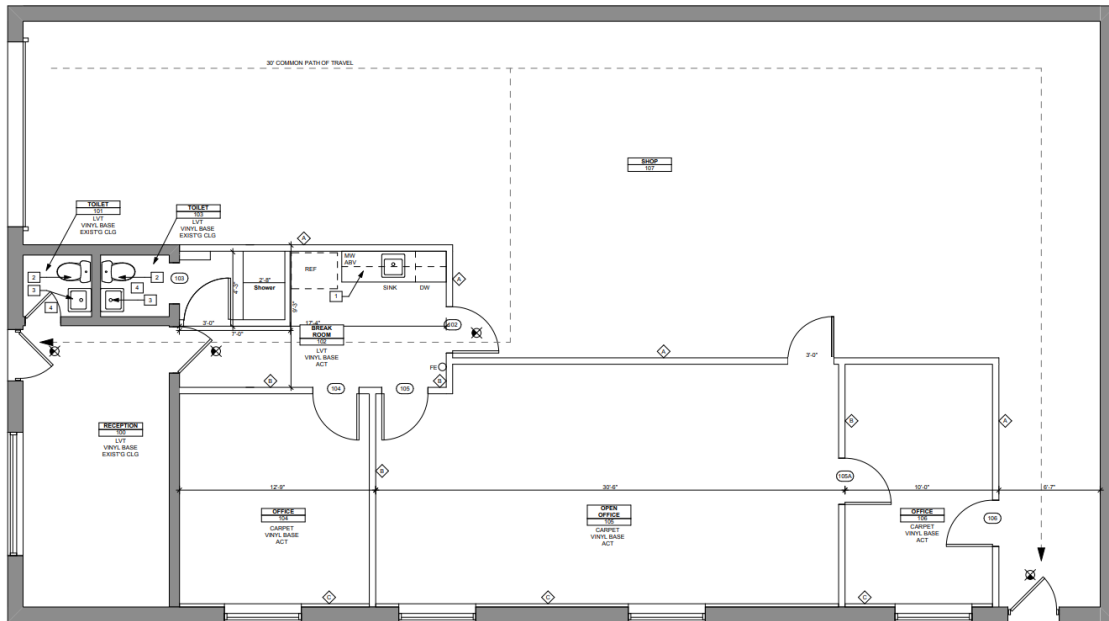
Site Plan

No changes are proposed to the site. The following survey was created in 1963 and remains in place today.



Floor Plan

Minor changes are proposed to convert 500 sq. ft. of office space to laboratory space. Changes include new sinks, drains, and electrical outlets.



Recommendation: Recommend approval of the Site, Landscaping, and Architectural Plans for XLock Biosciences, a proposed Research Laboratory, to be located at 662 S. 94 Pl., submitted by Brian Volkman, d/b/a XLock Biosciences. (Tax Key No. 416-0012-003) subject to the following conditions:

(Item 1 is 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. Common Council approval of the Conditional Use Permit.



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 24, 2022
6:00 PM
City Hall – Room 128**

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5. **Site, Landscaping, and Architectural plans for O'Reilly Auto Parts, a proposed Automobile Parts Sales use, to be located at 11135 W. National Ave., submitted by Griffin Bobbett, d/b/a O'Reilly Auto. (Tax Key No. 520-9965-036)**

Overview and Zoning

O'Reilly Auto Parts is planning to move locations to the former Michael's store adjacent to Home Depot at 11135 W. National Ave. The company is positioning specialty stores at strategic locations in their markets in order to offer customers a wider array of products and get these products to them quicker. The new store will have more employees, customers, and delivery driver pickup trucks at this location.

The property is zoned C-4. Automobile Parts Sales is a permitted use in the C-4 district.

Proposed Changes

To prepare the site to move into the new location, O'Reilly proposed several changes to the layout of the parking lot. Staff noted that the site does not comply with Sec. 19.44(2) of the zoning code. The parking lot has space for 121 vehicles. The zoning code allows up to 3 parking spaces per 1,000 sq. ft. of gross floor area open to the public for Automobile Parts Sales uses. Therefore, no more than 75 parking spaces are allowed for this property.

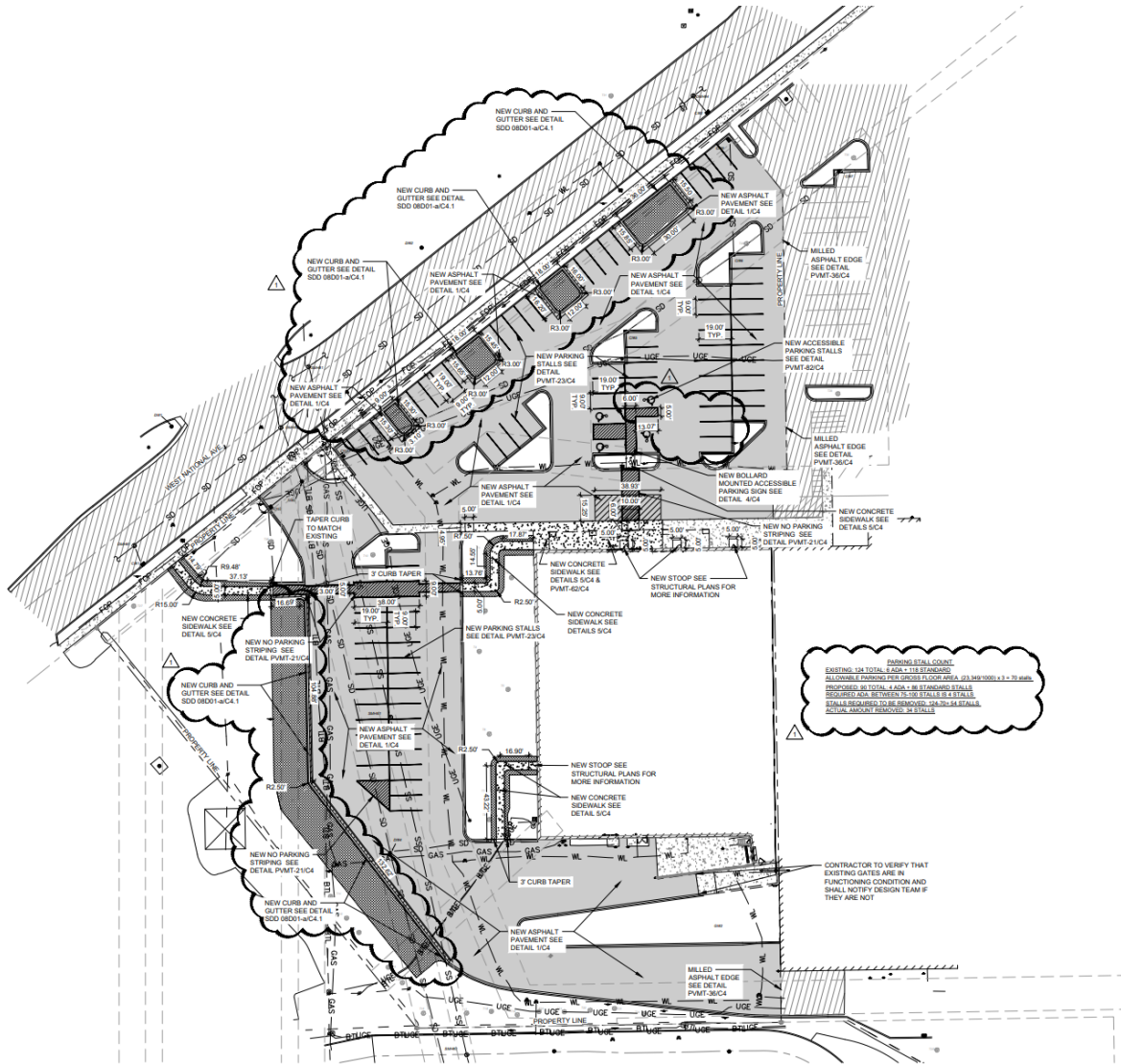
The site was built prior to the adoption of this regulation and is a legal nonconforming use. Because changes are proposed to the noncompliant parking lot, staff requested O'Reilly eliminate parking stalls to come into compliance with the code. O'Reilly noted that 75 parking spaces is not enough to fit the needs of the store, which would ideally have 50 spaces for employees with overlapping shifts, 15 spaces for company pickup trucks, and at least 25 spaces for customers during peak hours. Therefore, O'Reilly offered to compromise at 90 parking spaces. Staff supports this compromise.



This change would re-establish a legal nonconforming use at 90 parking spaces. Common Council is not required to waive the parking requirement because the site is already a legal nonconforming use.

Site Plan

The proposed changes to the parking lot include reorganizing the layout and relocating a sidewalk. Parking stalls will also be removed along the Southwestern and Northwestern edges of the property. This space will be merged into existing landscaping and used to create new landscaped islands.



Recommendation: Approve the Site, Landscaping, and Architectural plans for O'Reilly Auto Parts, a proposed Automobile Parts Sales use, to be located at 11135 W. National Ave., submitted by Griffin Bobbett, d/b/a O'Reilly Auto. (Tax Key No. 520-9965-036) subject to the following conditions:

(Item 1-2 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 landscaping plan being submitted and approved by forestry.
2. Lighting plan approved by Planning and Zoning office.



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 24, 2022
6:00 PM
City Hall – Room 128

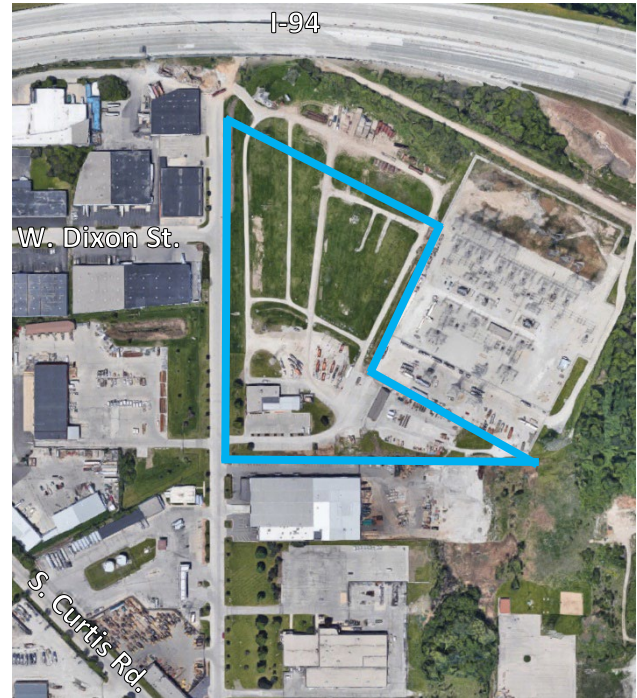
Watch: <https://www.youtube.com/user/westalliscitychannel>

6. **Site, Landscaping, and Architectural plans for Bluemound Training Center, an existing Light Industrial use, located at 330 S. 116 St., submitted by Sommer Strnad, d/b/a WEC Energy Group. (Tax Key No. 414-9993-002)**

Overview and Zoning

WEC Energy Group (WE Energies) has an existing training center located at 330 S. 116 St. The company is planning to build a 2,000 sq. ft. garage addition to the existing building. This space will be used for training purposes and will enclose the existing confined space training area.

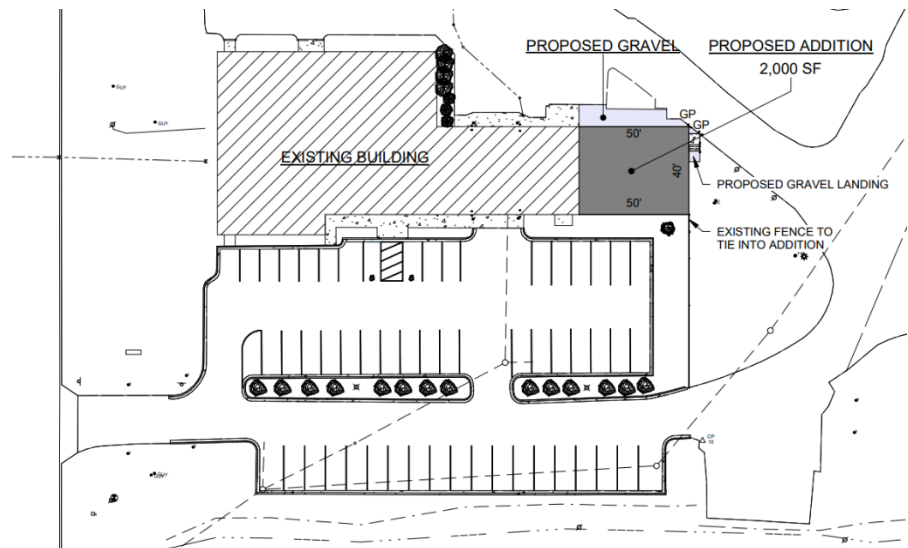
The property is zoned M-1. Light Industrial is a Limited Use in the M-1 district.



Site Plan

The proposed addition will extend the existing building to the east.

A gravel landing will be added to the east of the addition. Gravel will also be added to replace an unkempt grassy patch to the north of the addition.



Architectural Plan

The addition will be designed to complement the existing structure, which will also be improved as part of this project. Cementitious panels will be added near the base of the existing building façade to protect against wear and tear along the pavement. Paneling will match the style of the existing building in a complementary “desert sand” color. Bollards will be strategically placed to prevent damage.

The addition will have 1 entrance/exit on the east side of the building. The addition will be accessible from the existing building.



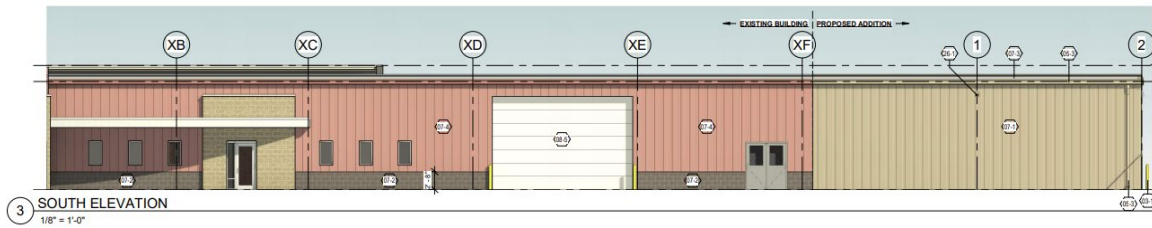
NORTH



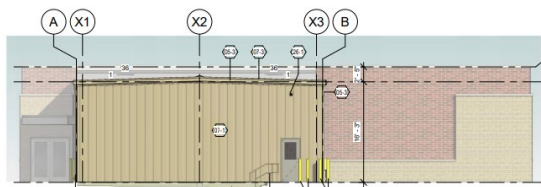
NORTHEAST



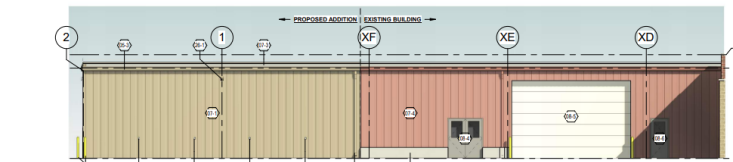
SOUTH



3 SOUTH ELEVATION
1/8" = 1'-0"



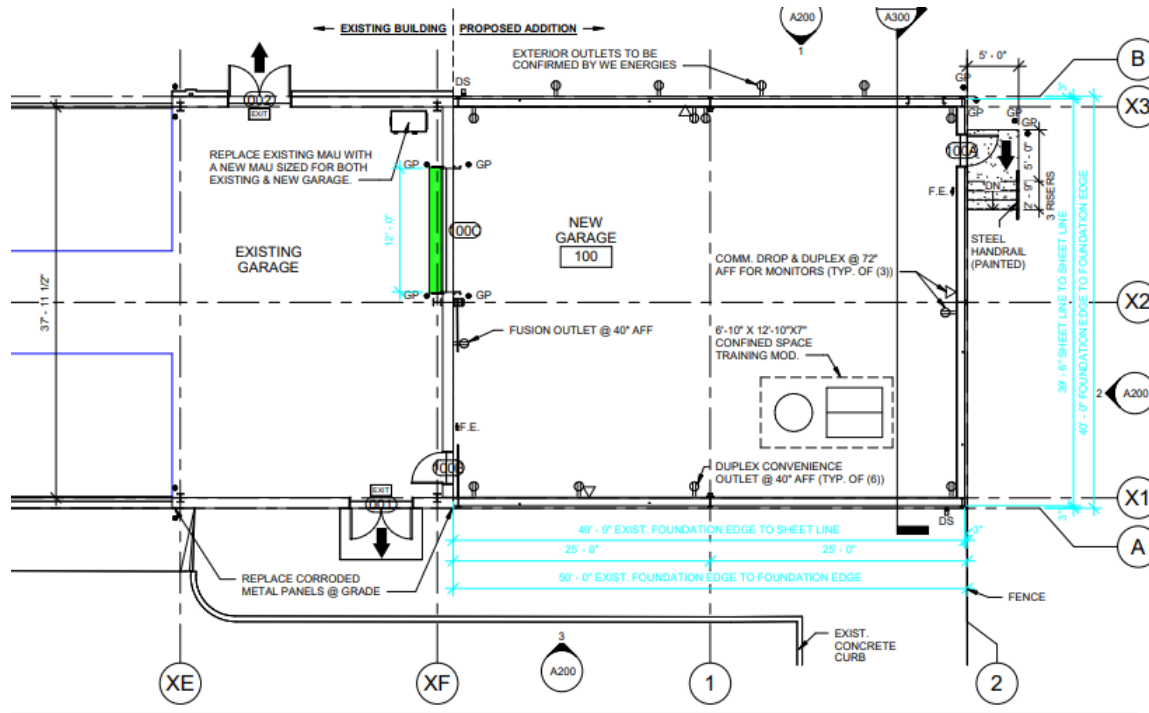
2 EAST ELEVATION
1/8" = 1'-0"



1 NORTH ELEVATION
1/8" = 1'-0"

Floor Plan

The addition will be connected to the existing garage and includes internal door and garage door openings. The addition will be 1 large room. The confined space training module, currently located outdoors, will be enclosed within the new building.



Recommendation: Approve the Site, Landscaping, and Architectural plans for Bluemound Training Center, an existing Light Industrial use, located at 330 S. 116 St., submitted by Sommer Strnad, d/b/a WEC Energy Group. (Tax Key No. 414-9993-002)



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 24, 2022
6:00 PM
City Hall – Room 128**

Watch: <https://www.youtube.com/user/westalliscitychannel>

7. Ordinance to amend Chapter 19 zoning ordinance for house cleaning edits.

Overview

Since adopting the new zoning code May 6, 2022, Planning and Zoning staff has collaborated with the City Attorney's office to identify small errors in the zoning code and make certain adjustments and additions.

Small Changes

- **19.14(2)(b):** "special use" to "conditional use"
- **19.21:** "1-unit" changed to "detached" dwellings in the intention statement for RA-1, RA-2, and RA-3 districts.
- **19.32:** allow Hotels as a Conditional Use in C-2
- **Secondhand Article vs. Jewelry:** split Secondhand Article from Secondhand Jewelry sales. Define each in 19.16. Allow Secondhand Article as Permitted in Commercial Districts. Only allow Secondhand Jewelry as a Conditional Use in C-4.
- **19.41:** rename "Structure Size and Location" to "Building Size and Location" to describe regulations more accurately.
- **19.42:** rename "Residential Accessory Structures" to "Residential Accessory Building" to describe regulations more accurately.
- **19.43:** add 5. Fences are allowed in front yards of commercial and industrial districts in accordance with an approved site plan.
- **19.44(3):** add caps to the minimum bicycle parking requirements (minimum required shall not exceed) for Retail, Service, Civic & Institutional, Medical, and Automobile Parts Sale uses.
- **19.44(5):** add "Private Road" language. Clarify restricted locations of vehicle parking in residential yards. Specify that no lot may contain more than 1 garage, no attached garage may exceed 1,000 sq. ft.

Industrial Districts

Background: When reviewing the zoning code, staff recognized inconsistencies with the application of the terms "Industrial" and "Manufacturing." The term "Industrial" is more heavily used in the code because it is broader than the term "Manufacturing." Industrial uses include manufacturing, but the term manufacturing does not necessarily encompass all industrial uses. For example, warehousing is a type of industrial use, but is not a manufacturing use.

In the May 6 update, the term "Manufacturing" was used to describe the zoning districts intended for industrial uses. The term "Industrial" is more appropriate and the zoning code should be updated to reflect this.

Proposed Changes:

- Rename “Manufacturing Districts” “Industrial Districts”
- Change “M-1” and “M-2” district titles to “I-1” and “I-2”

Adult Day Care Center

Background: In the May 6 update, Adult Day Care Centers were inadvertently folded in with Neighborhood or General Service and only allowed in Commercial Districts as a permitted use. The previous code and intent of the update was to treat Adult Day Care Centers more similar to Child Care Centers, allowing them in all zoning districts (except C-1) as a Conditional Use.

Proposed Changes:

- **19.16 Definitions:** add new definition for Adult Day Care Centers, referring to Wis. State Statutes.
- **19.32 Principal Uses:** add new category for Adult Day Care Center, allow as Conditional Use in all Residential Districts and the P district, allow as Permitted Use in C-2, C-3, C-4, I-2, and I-2.

Advanced Manufacturing

Background: Over the past year, Economic Development and Planning staff identified a problem with the city’s treatment of certain industrial users. The code is carefully restrictive of industrial uses, which is valuable to protect the health, safety, and general welfare of the public. However, technological advancements have allowed certain desirable, job-dense industries to operate without the negative impacts typical of manufacturing. To better accommodate these industries, staff is proposing a new use category “Advanced Manufacturing.”

Proposed Changes:

- **19.16 Definitions:** Advanced Manufacturing = the act of converting raw materials into finished products by using manual or mechanized transformational techniques in a manner that does not produce any vibration, odor, emission, or noise outside of a building.
- **19.32 Principal Uses:** add to table, allow as Conditional Use in C-3, C-4, allow as Permitted Use in I-1, I-2*
- **19.34 Conditional Use Criteria:** Add criteria for Advanced Manufacturing, in C-3 may not have outdoor storage of materials

Antennas/Wireless Facilities

Background: The City Attorney’s office identified several regulations in the zoning code that do not align with recent case law or state regulations regarding antennas and other wireless facilities.

Proposed Changes:

- **19.16 Definitions:** new definitions added for Class 1 and Class 2 Collocation of Mobile Service Facility, Mobile Service Support Structure
- **19.32 Principal Uses:** create new category for Class 1 Collocation of Mobile Service Facility, allow as Conditional Use in all districts. Create new category for Class 2

Collocation of Mobile Service Facility, allow as Permitted Use in all districts. Create new category for Mobile Service Support Structure, allow as Conditional Use in all districts.

- **19.35 Accessory Uses:** create new category for Class 1 Collocation of Mobile Service Facility, allow as Conditional Use in all districts. Create new category for Class 2 Collocation of Mobile Service Facility, allow as Permitted Use in all districts. Create new category for Mobile Service Support Structure, allow as Conditional Use in all districts.
- **19.37 Other Use Regulations:** add 5. Mobile Tower Siting to describe application process and regulations.

3-4 Unit Dwellings

Background: One goal of the May 6 update was to allow more choice in housing for West Allis residents by better accommodating a variety of housing types in the zoning code. Since the May 6 update, staff identified a change that would improve how small apartment buildings and mixed-use buildings are regulated.

3-4 Unit Dwellings are often found in the city's Commercial Districts and are an appropriate and desirable addition to these areas. Currently, 3-4 Unit Dwellings are a Conditional Use in Commercial Districts. This use does not cause significant impacts on Commercial Districts and should be encouraged. To better promote this use, staff recommends making 3-4 Unit Dwellings a Permitted Use in Commercial Districts.

Proposed changes:

- **19.32 Principal Uses:** change the use classification for 3-4 Unit Dwellings from Conditional to Permitted in C-1, C-2, C-3, and C-4.



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 24, 2022
6:00 PM
City Hall – Room 128**

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8. Discussion regarding Design Review Guidelines.

Overview

Over the past several months, staff drafted an updated version of the City’s Design Review Guidelines (“the guidelines”). This included public input from a survey of 480 residents, business owners, and property owners. This update of the guidelines, originally adopted in 1998, modernizes the standards for new development. Clearly defining our community’s expectations will lead to improved design that makes our city a better place to be. The updated guidelines will also enhance the design review process by making it clearer and more transparent with a framework for a more consistent and objective design review process. It will also improve communication between staff and applicants, while giving Plan Commission more leverage to require higher quality design features.

Format

The guidelines include an introductory section, which shares background on the guidelines, describes how they will be used, and outlines the structure by clarifying its goals and objectives.

The “Design Guidelines” section details each guideline with example images, grouped by the objective they are intended to support.

The final section includes the “Plan Commission Checklist,” which staff will use to share an assessment of how a given project meets the guidelines with the Plan Commission.

Draft Guidelines

Please review the draft guidelines. At this Plan Commission meeting, staff will share an overview of the document and Plan Commissioners can ask questions and share suggestions. This will advise our final draft, which we plan to share with Plan Commission in September and bring to Common Council for adoption in October.

Draft Design Review Guidelines

City of West Allis



Table of Contents

Background

- 2. Introduction
- 3. Using the Design Guidelines
- 4. Goals and Objectives

Design Guidelines

- 5. Context: Neighbor (1a)
- 7: Context: Site (1b)
- 9. Public Realm: Active Ground Floor (2a)
- 11. Public Realm: Build for People (2b)
- 13: Public Realm: Mitigate Impacts (2c)
- 15. Quality: Building (3a)
- 17. Quality: Environment (3b)
- 19. Technical Standards

Plan Commission Checklist

- 20. Plan Commission Checklist

Introduction

Development of the built environment significantly influences how our city looks and functions. Development frames the public realm and provides opportunities for living, working, and interaction. All the while, it influences how we move and engage with our surroundings.

Design review plays a crucial role in shaping our built environment. Through this process, the community can influence how it is built.

This overhaul of the City's Design Review Guidelines ("the guidelines"), originally adopted in 1998, modernizes the standards for new development. Clearly defining our community's expectations will lead to improved design that makes our city a better place to be. The updated guidelines will also enhance the design review process by making it clearer and more transparent with a framework for a more consistent and objective design review process. It will also improve communication between staff and applicants.



The guidelines closely align with the **City's Strategic Plan**, including:

- **Focus Area #1 Community:** To have a community that is healthy, accessible, attractive, and open to all community members and visitors.
- **Focus Area #2 Destination:** To have a community that attracts business, engages in partnerships, and is considered a safe and attractive place to live, work, and visit
- **Focus Area #4 Infrastructure (4.2):** Encourage a diverse, vibrant built environment that protects the community's natural resources, encourages sustainable growth, and complements existing development
- **Focus Area #5 Organizational Excellence:** To have a City Government that... is accountable and transparent in its practices

Using the Design Guidelines

Design guidelines are approval criteria that must be met as part of design review for new development or significant redevelopment projects. They serve as parameters for discussion and deliberation. The design guidelines are not mandatory for minor projects, such as plan amendments, but still serve as a framework for review. In these cases, Plan Commission may require compliance with certain guidelines.

Staff and the Plan Commission must tie their comments, and ultimately their decision, to the guidelines. Discussion and deliberation should be organized around and focused on whether the proposal meets or does not meet the guideline.

Proposals that meet all the applicable guidelines will be approved. Proposals that do not meet all the applicable guidelines will be denied.

If the decision-maker approves the proposed design, they may add conditions to their approval, which require revisions to the design to ensure the proposal's compliance with the guidelines.

Using the Document

1. **Objective** serves as the approval criteria
2. **Background** outlines why the guideline is important and details the intent of the approval criteria
3. **Guidelines** outlines how to meet the objective. Other approaches not listed may also be used.
4. **Example Images** illustrate examples of design strategies found already in use in West Allis
5. **Quotes** share the perspective of West Allis residents, business & property owners

1 → **2b Public Realm Build for People**
Provide room for publicly available spaces for sitting, resting, eating, socializing, and moving

2 → **Background**
The best built environments are those in which people do not just move through but want to stay and enjoy. Good design should create a destination with a strong sense of place by providing opportunities for sitting, resting, eating, socializing, and moving. Publicly available spaces also provide for a gradual transition from the public realm to semi-private entries, to private interior spaces.

3 → **Guidelines**

i. Offer intentional, publicly accessible spaces with features for resting, socializing, and other forms of human engagement
Spaces like open courtyards with a variety of seating, planters, trees, overhead lighting, special paving patterns, water features, or public art can support a variety of activities and invite people to pause, socialize, and engage with their surroundings.

ii. Place and program spaces to be accessible and well-used
Easy access from the sidewalk, functionality for multiple uses, and active uses can ensure a space succeeds. Large open spaces should not feel exclusive, but accessible with amenities like seating or shade and points of interest like art of natural features.

iii. For built-out sites, provide subtle public amenities integrated into the building itself
Shade from awnings, overhangs, or carved-out entries, wide sills or rails for leaning, wide steps, benches for bus stops, and planters can all be incorporated into the built form to blend the public and private realms.

iv. Provide pedestrian pathways and internal connections, especially on full-block development
These connectors can offer opportunities for seating, landscaping, and artwork to create more intentional shared spaces. Add to street fronting sidewalks to create additional width for increased comfort and an improved sense of place.

4 → **i. Including playful and unique seating opportunities, natural features, and a variety of opportunities for engagement encourages people to spend time in a space.**

4 → **ii. Placing outdoor dining between the building and pedestrian arteries it will be seen and used. Pergola provide enclosure and shade, and people allow spaces to be used year-round.**

4 → **iii. Carving out building edges for a covered entry smooths the transition between the public and private realm, expands the sidewalk, provides weather protection and space for planters to collect themselves.**

4 → **iv. Providing internal pathways with ample landscaping, permeable users to amenities and exit other while creating functional, interesting spaces to move through and spend time collected themselves.**

5 → **"I love public, car-free spaces like the one between Public Table and Koppel's Inn!"**
recommendation from West Allis property owner

Goals and Objectives

The City of West Allis' design guidelines are rooted in 3 broad **goals**. These goals are benchmarks that frame the design guidelines and design review process.

Several specific **objectives** are derived from each goal. Meeting these objectives will foster well-designed projects that contribute positively to the built environment and satisfy the intent of the overarching goals.

1. Context

Build on the context of the site and its surroundings

- a. **Neighbor:** Contribute to a sense of place and create positive relationships with neighboring properties
- b. **Site:** Integrate and enhance the site's features

2. Public Realm

Contribute to a vibrant public realm that is accessible, attractive, and inclusive to all community members and visitors.

- a. **Active Ground Floor:** Design the sidewalk level of buildings to be active and human-scaled
- b. **Build for People:** Provide room for publicly available spaces for sitting, resting, eating, socializing, and moving
- c. **Mitigate Impacts:** Mitigate the impact of parking and building services

3. Quality

Promote quality development that will stand the test of time and contribute to the community's resilience

- a. **Building:** Design with quality materials and strategies
- b. **Environment:** Design for resilience and protect natural features

In the following section, **guidelines** specify how a development can accomplish these objectives. These guidelines are grouped by the objective they are designed to support.



Context

Neighbor

Contribute to a sense of place and create positive relationships with neighboring properties

Background

Development should complement the place it inhabits, enhancing the character of a place rather than diminishing it. New development must respond to its immediate surroundings, including the adjacent sites and those across the street. Design should foster positive relationships between sites with respectful architecture and thoughtful connections.

Guidelines

i. Contribute to a vibrant and fine-grained street wall

Buildings should add to a sense of enclosure around the public realm and augment the form of the street wall by contributing to its rhythm and variety. Smaller lots lead to inherently more walkable, exciting places. Buildings on larger lots should break up building massing, divide into separate and unique destinations at street-level, and use texturing of materials and signage, repetition of multiple doors, decorative windows, and prominent entrances to contribute to a fine-grained environment.

ii. Scale building mass to context

Increase the height and bulk at prominent corners while stepping down height and mass adjacent to low density residential.

iii. Reinforce neighboring historic structures

Give deference to landmarks by stepping down towards the landmark height or allowing a wide berth. Reinforce the local context by integrating materials, proportions, and patterns found in the area to new development. Acknowledge local character-defining architectural features and respond to nearby historic, cultural, or civic resources.

iv. Build and maintain connectivity to neighboring sites

Create visual and physical links to adjacent pedestrian pathways and open spaces. Respect interior connections with neighbors. Setbacks should offer pathways, trails, and open spaces.



i. Building to the lot line comfortably encloses the space around the street. The area is dense and walkable with many destinations in arm's reach. Buildings on small lots with a variety of façade designs and signage add rhythm and interest.



ii. This proposed development concentrates its height and mass next to the main commercial street and corner. It then decreases to 3-stories, then 2-story rowhomes (not pictured) as it moves south towards its residential neighbor.



iii. The lot on the right defers to the historic post office by giving a wide berth with generous side setback and by limiting its height. It also uses brick, a defining feature of buildings in the area.



iv. These restaurants visually and physically join their sites by creating a shared outdoor dining space.

“Things on the same block should have a sense of unison to make it seem more welcoming and collective.”
 – West Allis resident



Context Site

Integrate and enhance the site's features

Background

Building on context requires drawing inspiration from the existing conditions and physical features of the development site itself. By responding to the immediate site, design can contribute to its location's uniqueness and create more dynamic destinations in West Allis.

Guidelines

i. Orient the front of the building to the primary street frontage

Buildings on development sites should be situated such that the front of the building faces the front of the site.

ii. Capitalize on the unique physical features and boundaries of the site

The unique qualities of a site may offer opportunities for design features such as prominent entries at high-visibility corners or curving streets, space on unusually shaped sites that can be incorporated into the public realm, or additional buffer for pedestrians from moving vehicles.

iii. Re-purpose architectural elements, feature historic remnants, and retain character defining details

Retain and incorporate historic features of the site where possible to augment the sense of place and uniqueness. Deconstruct and reuse materials within the development such as lumber, machinery, stone, or architectural features where possible.

iv. Create additions that reference existing architecture

Buildings are products of their own time. Additions should not be replications but should thoughtfully respond to existing architecture. This may include continuing proportions, vertical, and horizontal lines, referencing rhythms of pillars, windows, bays, or other features, and logically connecting structures.



i. Orienting towards the street frontage enables an active streetscape and sense of place.



ii. This unique building responds to the corner lot by filling out the site while increasing massing and incorporating an entrance at the corner.



iii. Retaining historic features like the lights and original sign frame lend a historic feel to this building.



iv. This balcony addition references the historic industrial feel of the building while playing on the complementary colors of a neighboring building.

“Be open to innovation and creativity. Don’t make everything look similar.”
– West Allis business owner



Public Realm

Active Ground Floor

Design the sidewalk level of buildings to be active and human-scaled

Background

Thriving public realms are framed by built environments that feel comfortable and inviting for all users. Ground floor architecture should contribute to a welcoming and active streetscape.

Guidelines

i. Design tall and clear commercial ground floors

Commercial ground floors should be visually accessible and appealing from the outside. Ground floors should be tall, ideally 14 ft., with large, transparent storefront windows, multiple entries, interesting features, and visual displays that welcome people walking by and blend the public and private realm. Interior display racks should not block views from the outside.

ii. Soften the street edge

Thoughtfully blend the public and private commercial realms by providing awnings, covered entries, room for informal retail displays, planters, and outdoor seating. Buffer the public and private residential realms by using generous stoops, porches, and layered landscaping to create semi-private spaces.

iii. Locate active uses next to the public sidewalk

Where possible, incorporate active uses near the street. Outdoor patios, dining, and balconies can add eyes on the street and contribute to an active public realm on its edges.

iv. Do not include blank walls, particularly along street frontages

Blank walls and featureless facades should be avoided at all costs. To soften the impact of existing blank walls, provide landscaping and canopy or public art.



i. Tall ground floors with large, clear windows invite passerby to look inside. Planters blend the distinction between sidewalk and building.



ii. Site grading, landscaping, and semi-private enclosed porches soften the space between the building and sidewalk.



iii. Activating the front of the lot with outdoor dining adds to a compelling, vibrant streetscape.



iv. This building made the best of an old blank wall facing the street by adding a large mural.

What do you like about the design of your favorite building in West Allis?

“Buildings close to the street, outdoor seating, overhead doors open to the street.”

“Canopies... large windows that engage pedestrians, architectural detail, ability to have first floor retail/second level housing.”

– West Allis residents



Public Realm

Build for People

Provide room for publicly available spaces for sitting, resting, eating, socializing, and moving

Background

The best built environments are those in which people do not just move through but want to stay and enjoy. Good design should create a destination with a strong sense of place by providing opportunities for sitting, resting, eating, socializing, and moving. Publicly available spaces also provide for a gradual transition from the public realm to semi-private entries, to private interior spaces.

Guidelines

- i. Offer intentional, publicly accessible spaces with features for resting, socializing, and other forms of human engagement**

Spaces like open courtyards with a variety of seating, planters, trees, overhead lighting, special paving patterns, water features, or public art can support a variety of activities and invite people to pause, socialize, and engage with their surroundings.

- ii. Place and program spaces to be accessible and well-used**

Easy access from the sidewalk, functionality for multiple uses, and active uses can ensure a space succeeds. Large open spaces should not feel exclusive, but accessible with amenities like seating or shade and points of interest like art or natural features.

- iii. For built-out sites, provide subtle public amenities integrated into the building itself**

Shade from awnings, overhangs, or carved out entries, wide sills or rails for leaning, wide steps, benches for bus stops, and planters can all be incorporated into the built form to blend the public and private realms.

- iv. Provide pedestrian pathways and internal connections, especially on full-block development**

These connections can offer opportunities for seating, landscaping, and artwork to create more intentional shared spaces. Add to street fronting sidewalks to create additional width for increased comfort and an improved sense of place.



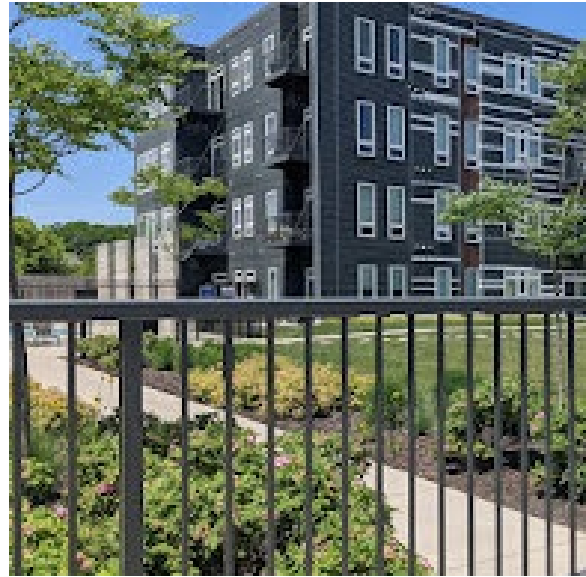
i. Including plentiful and unique seating opportunities, natural features, and a variety of opportunities for engagement encourages people to spend time in a space.



ii. Placing outdoor dining between the building and sidewalk ensures it will be seen and used. Pergolas provide enclosure and shade, and firepits allow spaces to be used year-round.



iii. Carving out building edges for a covered entry smooths the transition between the public and private realm, expands the sidewalk, provides weather protection and space for patrons to collect themselves.



iv. Providing internal pathways with ample landscaping connects users to amenities and each other while creating functional, interesting spaces to move through and spend time.

“More public, car-free spaces like the one between Public Table and [Kegel’s Inn]!”
-recommendation from West Allis property owner



Public Realm Mitigate Impacts

Mitigate the impact of parking and building services

Background

Many developments have necessary functions that detract from the experience of the public realm, particularly for people walking. While these features must share space with people, they should be located and designed in ways which minimize their impact.

Guidelines

- i. **Locate vehicle parking areas away from the public sidewalk while strategically buffering from the public realm and neighbors**

Vehicle parking should not be located in front of the building. Parking areas should be buffered from the public realm and neighbors with ample landscaping, canopy trees, low walls, fences, or gathering places.

- ii. **Place refuse areas, loading docks, outdoor utilities, and utility rooms away from street-facing facades and provide careful screening**

Where possible, tuck outdoor utilities into building alcoves and place building services in the lot's rear. Screening elements should be designed to match materials and style of the building.

- iii. **Prevent lighting spill off the lot and shield lighting sources from the public realm and neighboring properties**

Lighting shall be installed to avoid glare or reflection onto adjacent properties or the public realm. Incorporate light shielding that reflects light away from the street. Exposed LED rope or strip lighting and flashing, blinking, or rotating lights are not allowed.

- iv. **Use thoughtful fencing or masonry walls to delineate the private realm and shield property functions from neighbors and the public realm**

Decorative metal fencing or masonry walls should be used, particularly in the lot's front, when delineating private space. Wood fencing or masonry walls should be used for screening purposes. Chain link fencing is not allowed, except for non-street fronting lot lines in manufacturing districts. Structural components should face the inside of the lot.



i. Buffering side vehicle parking from the sidewalk with a public gathering space, including benches and trees, adds to the public realm rather than detracting from it.



ii. Screening refuse containers within an alcove designed in concert with the materials of the building minimizes its impact.



iii. Shielding lighting from public view highlights building features and signage while limiting glare to the sidewalk and neighbors.



iv. Ornamental metal fencing delineates spaces in an attractive manner and adds character to a place, which is particularly beneficial along street frontages.

85% of survey respondents preferred ornamental metal fencing styles over chain link or wooden fencing



Quality Building

Design with quality materials and strategies

Background

The buildings that are built today should stand the test of time so that future generations will choose to keep and adapt them for their own use. This requires using quality materials that will withstand Wisconsin's varying climate and quality design approaches that produce perpetually desirable forms which defy fluctuations of fads and trends.

Guidelines

i. Use quality building materials such as brick, wood, and decorative concrete

Use sturdy, durable exterior materials that will endure for the long run. Materials with a known history of poor performance are not allowed. Plain walls of concrete block or metal surfaces are not acceptable, except when not visible to the public realm in industrial areas. Painting of masonry materials is discouraged.

ii. Emphasize the ground floor, particularly entrances

Due to frequency of use, the ground floor and building openings need to resist wear and tear while also providing interest at the human-scale. Use tall ground floor heights, high-quality materials, unique details, and craftsmanship to give special attention to these areas.

iii. Thoughtfully integrate exterior building features into the design

Balconies, awnings, railing, lighting, signage, and stairs can add depth and texture and should be intentionally. Utilities and rooftop mechanical equipment should be hidden from view or integrated into the façade design.

iv. Use quality design approaches

Apply forms and materials consistently. Create a coherent, textured, organized façade with a balanced proportion of windows and wall area. Use materials to express where uses and activities belong.



i. Using enduring materials like brick masonry, decorative concrete (in this example stylized as wood), and metal features ensures a building will age well and enhances the community's image.



ii. Incorporating detail and craftsmanship at the ground floor and increasing texture and visual interest surrounding the entrance enhances the human-scale experience of the building.



iii. Integrating awnings, stairwells, and other exterior features into the design adds depth and leads to a more coherent and pleasing appearance.



iv. An organized façade, large and proportional windows, and a strong palette of materials and textures forms the basis for a harmonious design that is attractive and functional.

*“West Allis needs buildings that will **stand the test of time** - we have many historic buildings in our city that people enjoy today, new buildings should also be designed with this level of quality so that they will be loved in the future.”*

– Survey response



Quality Environment

Design for resilience and protect natural features

Background

The built environment plays a massive role in the health of our natural environment. Additionally, what is built today will have an impact on our environment long into the future. To protect future generations of West Allis, new development must raise the standard to preserve our shared air, water, and climate.

Guidelines

i. Design sites to protect and incorporate natural features

Development should protect existing trees, plantings, and soils wherever possible. New development should intentionally design interesting natural features into the site and should strive to use native trees, shrubs, grasses, and flowers.

ii. Design sites to manage and infiltrate stormwater runoff using native landscaping and green infrastructure

Strive to manage water where it falls. Developments can capture, absorb, or store precipitation with native landscaping, trees, bioswales, rain gardens, porous pavers, rain barrels or cisterns, or green roofs. By limiting runoff and lessening the burn on the sewer system, these strategies reduce water pollution and protect Lake Michigan.

iii. Reduce impervious surface with productive, compelling, pervious planting and gathering areas

Adding permeable, natural features to formerly impervious lots is encouraged. Large, impervious surfaces should be avoided. Large parking fields are encouraged to include green infrastructure to manage stormwater and should include substantial landscaping, pathways, and gathering places to break up bland, impervious spaces.

iv. Embody sustainability by incorporating renewable energy systems, low-carbon materials, adaptive reuse, and density

Consider environmentally friendly strategies to preserve natural resources and reduce carbon emissions. Adaptive reuse of existing buildings leads to energy savings and avoids harm from demolition pollutants, waste, and emissions. Density greatly reduces energy use per capita and is the foundation for an inherently sustainable community.



i. Strategically placing buildings to preserve existing trees and incorporating green spaces into the site design generates opportunities for respite from the urban environment, sequesters carbon, and respects existing life.



ii. Grading and draining impervious surfaces to bioswales and rain gardens filled with native plantings absorbs stormwater at the source, preventing runoff, pollution, and flooding downstream.



iii. Converting largely unused, impervious parking spaces into a green space with walkways and seating transforms an underwhelming site into an inviting place where people are encouraged to spend time and plants can thrive.



iv. Adapting an underutilized building for reuse reduces waste and pollution associated with demolition and construction and generates opportunities for creative, compelling spaces.

“We need more parks, trees, green roofs, and gardens to offset rising temperatures in the city.”
– West Allis property owner

Technical Standards

All Uses

1. EIFS and similar products are not allowed as a building material
2. Masonry should not be painted

Residential Uses

1. Chain link fencing is not allowed
2. At least 10% of the lot shall be landscaped

Commercial Uses

1. Chain link fencing is not allowed
2. Vinyl siding is not allowed as a building material
3. In the C-3 and C-4 district, at least 10% of the lot shall be landscaped
4. At least 40% of street facing façade shall be transparent, storefront windows

Industrial Uses

1. Chain link fencing is only allowed in rear or side yards adjacent to industrial properties
2. At least 10% of the lot shall be landscaped

Plan Commission Checklist

The following checklist will be used by staff to assess whether an individual project meets the design review guidelines. The checklist will be used to share the findings via staff report and presentation at the Plan Commission meeting.

Applicants are encouraged to use this checklist during the design process to assess whether it complies with the design review guidelines.

Goal	Objective		Criteria	Notes
1. Context		a. Neighbor	i.	
			ii.	
			iii.	
			iv.	
		b. Site	i.	
			ii.	
			iii.	
			iv.	
2. Public Realm		a. Active Ground Floor	i.	
			ii.	
			iii.	
			iv.	
		b. Build for People	i.	
			ii.	
			iii.	
			iv.	
		c. Mitigate Impacts	i.	
			ii.	
			iii.	
			iv.	
3. Quality		a. Building	i.	
			ii.	
			iii.	
			iv.	
		b. Environment	i.	
			ii.	
			iii.	
			iv.	