

68



# City of West Allis Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
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2004-0470      Special Use Permit      In Committee

Special use application submitted by Scott McGlinchey d/b/a Q to establish a BBQ restaurant within a portion of the Berkshire mixed use building located at 64\*\* W. Greenfield Ave.

Introduced: 8/3/2004

Controlling Body: Safety & Development Committee  
Plan Commission

### COMMITTEE RECOMMENDATION

*File*

ACTION DATE:	MOVER	SECONDER		AYE	NO
<u>8/3/04</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Barczak	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Czaplewski	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Dobrowski	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Kopplin	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Lajsic	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Narlock	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Reinke	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Sengstock	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vitale	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Weigel	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			TOTAL	<u>5</u>	<u>—</u>

*has not pd signage review yet*

### SIGNATURE OF COMMITTEE MEMBER

*[Signature]*      \_\_\_\_\_      \_\_\_\_\_  
Chair      Vice-Chair      Member

### COMMON COUNCIL ACTION **PLACE ON FILE**

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>AUG 03 2004</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Barczak	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Czaplewski	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Dobrowski	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Kopplin	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Lajsic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Narlock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Reinke	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Sengstock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Vitale	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	Weigel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			TOTAL	<u>8</u>	<u>—</u>	<u>—</u>	<u>—</u>

LAW OFFICES OF  
**HIPPENMEYER, REILLY, MOODIE & BLUM, S.C.**

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July 2, 2004

City of West Allis  
Office of the City Clerk  
7525 W. Greenfield Ave.  
West Allis, WI 53214

Re: Special Use Permit for Q real American food Greenfield, LLC  
For a Portion of the Retail Space Located at 1414 S. 65<sup>th</sup> St.

Dear Sir or Madam:

Enclosed please find the Planning Application Form, a check made payable to the City of West Allis in the amount of \$500.00, eight (8) copies of a site plan, eight (8) copies of floor plans, eight (8) copies of elevations and a diagram of the sign (the elevations also show the location of the sign).

Please call either myself (262-363-5050) or Scott McGlinchey (414-719-7758) if you have any questions, comments or concerns.

Sincerely,

**HIPPENMEYER, REILLY, MOODIE & BLUM, S.C.**



Shawn N. Reilly

SNR:sg

Enclosures

cc Mr. Scott McGlinchey

Drawer: 1

City of West Allis, WI

\*\*\* CUSTOMER RECEIPT \*\*\*

Oper: MSCHULTZ      Type: OC      Drawer: 1  
Date: 7/06/04 02      Receipt no:      4962

Description	Quantity	Amount
GH      CLK SPECIAL USE PERMIT	1.00	\$500.00

Trans number:                      10256

G/L account number:

10000004420107

MCGLINCHEY, SCOTT

Tender detail

CK CHECK PAY	6150	\$500.00
Total tendered		\$500.00
Total payment		\$500.00

Trans date:      7/06/04      Time: 15:02:47

\*\*\* THANK YOU FOR YOUR PAYMENT \*\*\*

# Planning Application Form

City of West Allis n 7525 West Greenfield Avenue, West Allis, Wisconsin 53214  
414/302-8460 n 414/302-8401 (Fax) n http://www.ci.west-allis.wi.us

## Applicant or Agent for Applicant

Name Scott T. McGlinchey  
Company Q real American food Greenfield, LLC  
Address W349 S10115 Bittersweet Ct  
City Eagle State WI Zip 53119  
Daytime Phone Number (414) 719-7758  
E-mail Address mchosers@wi.rr.com  
Fax Number (262) 363-9727  
Project Name/New Company Name (If applicable) \_\_\_\_\_

Check if the above is agent for applicant and complete Agent is Representing Section in upper right of form.

Agent Address will be used for all official correspondence.

## Property Information

Property Address not yet assigned  
Tax Key Number not yet assigned  
Current Zoning PUD  
Property Owner 80 West Allis, LLC  
Property Owner's Address \_\_\_\_\_

Existing Use of Property presently in construction for 80 residential units and a total of 9,450 s.f. of commercial property

Lot Size 1.34 acres  
Structure Size 114,867 Addition \_\_\_\_\_  
(includes parking garage)  
Construction Cost Estimate: Hard 245K Soft 5K Total 250,000  
Landscaping Cost Estimate not applicable  
Total Project Cost Estimate: \$250,000  
For Multi-tenant Buildings, Area Occupied 2,890 s.f.  
Previous Occupant N/A

Attach legal description for Rezoning, Conditional Use or Planned Development District (PDD)

Attach detailed description of proposal.

Attached Plans Include: (Application is incomplete without required plans, see handout for requirements)

Site Plan     Floor Plans     Elevations     Signage Plan     Legal Description     Certified Survey Map  
 Landscaping/Screening Plan     Grading Plan     Utility System Plan     Other \_\_\_\_\_

Applicant or Agent Signature  Date: July 2, 2004  
Scott T. McGlinchey

Subscribed and sworn to me this \_\_\_\_\_ day of July, 2004

Notary Public:   
My Commission: is permanent, State of Wisc

Please make checks payable to:  
City Of West Allis

## Agent is Representing ~~(Owner)~~ (Leasee)

Name N/A  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Daytime Phone Number \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
Fax Number \_\_\_\_\_

## Application Type and Fee

(Check all that apply)

- Request for Rezoning: \$500.00 (Public Hearing required)  
Existing Zoning: \_\_\_\_\_ Proposed Zoning: \_\_\_\_\_
- Request for Ordinance Amendment \$500.00
- Special Use: \$500.00 (Public Hearing required)
- Transitional Use \$500.00 (Public Hearing Required)
- Level 1 Site, Landscaping, Architectural Plan Review \$100.00
- Level 2 Site, Landscaping, Architectural Plan Review \$250.00
- Level 3 Site, Landscaping, Architectural Plan Review \$500.00
- Site, Landscaping, Architectural Plan Amendments \$100.00
- Certified Survey Map: \$500.00 + \$30.00 County Treasurer
- Planned Development District \$1500.00 (Public Hearing required)
- Subdivision Plats: \$1500.00 + \$100.00 County Treasurer + \$25.00 for reapproval
- Signage Plan Review \$100.00
- Sign: Permit Fee \_\_\_\_\_
- Conceptual Project Review \_\_\_\_\_
- Street or Alley Vacation: \$500.00
- Board of Appeals: \$100.00

Please do not write in this box

Application Accepted and Authorized by:

Date: \_\_\_\_\_

Meeting Date: \_\_\_\_\_

Total Fee: \_\_\_\_\_

**SUPPLEMENT TO  
Q REAL AMERICAN FOOD GREENFIELD, LLC  
PLANNING APPLICATION FOR  
SPECIAL USE PERMIT**

Q real American food Greenfield, LLC, is requesting a Special Use Permit from the City of West Allis to locate a barbecue restaurant in a portion of the retail space of The Berkshire. The Berkshire is located at the corner of west Greenfield Avenue and south 65<sup>th</sup> Street. The attached plans show the location of the restaurant in relation to the rest of the building.

It is our understanding that The Berkshire has already received a Special Use Permit from the City of West Allis. Therefore, the information presented herein does not include all the information that would normally be provided with a Special Use Application. The materials submitted do not discuss the compatibility with nearby buildings, the design façade of the building, where refuse facilities are to be located (as this is already known), setbacks, landscaping, or building materials. The exterior of the building will remain the same except for the placement of a sign by the applicant. The issues discussed will include signage, lighting and parking.

It is assumed that the Planning Department, Department Heads, Planning Commission and City Council may be reviewing and referring to the Plan Development District Application for The Berkshire submitted by General Capital. Pursuant to the code of the City of West Allis, however, a restaurant is also required to obtain a Special Use Permit.

The present, sole owner of Q real American food Greenfield, LLC (hereafter referred to as "Q"), is Scott T. McGlinchey. Scott is the executive chef and owner of Heaven City Restaurant,

a fine dining establishment located in Mukwonago, Wisconsin. Heaven City Restaurant has consistently been ranked as one of the top southeastern Wisconsin restaurants since it opened 15 years ago. Heaven City Restaurant received four stars from Journal/Sentinel Food Critic, Dennis Ghetto. Scott has been an outstanding contributing member to the greater Milwaukee area. He has been involved in numerous local charity dinners and benefits. The largest charity event he is involved in is the WKLH "Christmas is for Kids" dinner program. Last year, approximately 4,000 people were fed at this one-day charity event.

Scott McGlinchey also enjoys good barbecue. Approximately two years ago, Scott developed an interest in barbecue competitions on a national level. He and a number of friends have formed a barbecue team and travel throughout the United States competing in barbecue competition events. Due to his interest in barbecue, Scott has also developed an interest in opening a number of barbecue restaurants in southeastern Wisconsin. Another Q location is being completed in Bay View, Wisconsin and is scheduled to be open for business in August 2004.

Barbecue is not grilling. Barbecue is the slow, gentle cooking of seasoned meats by the use of indirect heat and smoke. The heat of the "pit" (also called a smoker) is kept at between 200° and 225°. The "smoke" necessary for cooking is minimal. Since the meat is cooked for a long time, the smoke must be very gentle. The meat, such as brisket or pork shoulder, is cooked for 14 hours or more.

Q will offer the following items on its menu:

**Entrees.** Chicken, ribs, hot links, brisket and pork (all cooked in a "pit").

**Sides.** Coleslaw, cornbread w/honey butter, home made French fries, cheesehead cheese corn, potato salad and ranch beans.

It is anticipated the restaurant will be open for lunch and dinner daily, seven days a week. The busy times for Q will be Friday and Saturday evenings. It is anticipated that there will be a steady dinner crowd on Friday and Saturday. It is unlikely, however, that the restaurant will ever exceed capacity (meaning that there will be people waiting to get in). Q will also be offering carry out. It is expected that the carry out will be more than 50% of the business. Q will be requesting a license to sell beer only. The restaurant is not be designed or marketed as a "tavern." There will be no bar in the establishment.

Mr. Steve Schaer indicated that the Plan Commission members or City Council may have questions pertaining to the "pit" (smoker). Mr. Schaer thought that there may be questions about the amount of smoke created through the cooking process. The amount of smoke that is generated by a smoker is very low. The cooking process requires gentle, even smoke, never heavy smoke. As indicated above, a smoker cooks at approximately 200° to 225°. Its source of fuel is wood pellets. The smoker has been designed so that it is not be possible for smoke to escape from the pit except through the chimney. The pit will be constructed with a hood over the pit. The hood would catch any smoke that would escape when the pit doors are opened. In addition, prior to the doors of the pit being opened, there is a fan that will

be turned on that sucks the smoke out the pit (and into the chimney) before the doors are opened. The chimney, which is five inches in diameter, is single-piece construction and will be extended up and beyond the building by ten (10) feet.

The building is four-stories high and located on a hill. Because the building is on a hill and due to the height of the chimney (four stories plus ten feet), once the smoke leaves the chimney, the prevailing winds off of or to the lake, should immediately disburse the smoke so that there should be no adverse effect on the neighborhood.

One of the main issues that will need to be addressed by the Plan Commission and City Council is the parking issue. The Berkshire has 11 parking spots on the east side of the building that will be used for the retail space. There is also a public lot on the north side of Greenfield Avenue adjacent to the building and ample street parking available. We would like the Plan Commission and City Council to take into consideration when addressing this issue that many of the orders will be for take out. Therefore, a great number of customers will need to use the parking lot and city street for only a short period of time. In addition, it was anticipated, at the time that the Berkshire complex obtained a Special Use Permit, that a restaurant would be located on the premises.

We also request that the Plan Commission and City Council consider that while the number of on-site parking spaces that are available for the retail tenants of the building is not high, the parking lot will be used quite efficiently. It is expected that the other tenants in the retail portion of this complex will mainly use the parking lot during weekdays. Q's greatest need for parking will be at night and on weekends. While it is obvious that city streets will be needed for



parking, we would also remind the Plan Commission and Council to consider that other restaurants in the area also require the use of street parking.

Q will be asking the City approve a loading zone on 65<sup>th</sup> Street for delivery trucks as well as for pick up of take out orders. Q would like to have the take out business delivered directly to the vehicles in the delivery area. This issue, however, will need to be discussed with the City of West Allis in further detail after the Planning Department has had additional time to consider this request

Due to time constraints in submitting the materials by the due date, a meeting with the Planning Department personnel did not occur prior to the submission of these materials. Q will, however, meet with the Planning Department personnel after they have had an opportunity to review the materials submitted.

Thank you for your review and consideration of this proposal. We feel that this restaurant will be an asset to the community and we hope we can convince you that Q will be a one piece of the puzzle that continues to help West Allis grow economically and remain vibrant.