



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 22, 2023
6:00 PM

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

7. Site, Landscaping, and Architectural Plans for Boucher Lincoln, an existing Light Motor Vehicle sales use, at 3161 S. 108th St. (Tax Key No. 523-9986-010)

Overview and Zoning

The single tenant commercial building located at 3161 S. 108th St is the current site of Boucher Lincoln. The owner of the building is proposing to renovate the building's façade. Additionally, electric vehicle charging stations are to be added to the site. No other changes to the site are proposed.

The property at 3161 S. 108th St. is zoned C-4. Light Motor Vehicle Sales is a Conditional Use in the C-4 district.

Architectural

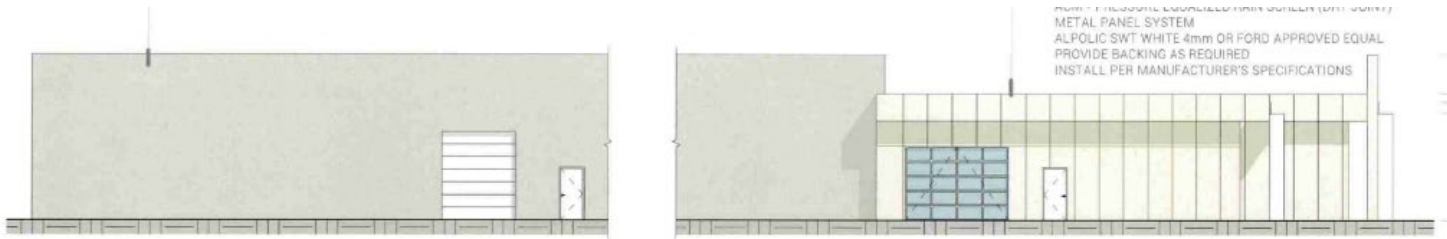
The proposed changes are prompted by a branding update requested by the Ford Motor Company. Various changes are proposed to the south, north, and east facades. The ACM paneling on the existing building will be re clad with porcelain wall cladding. A brown ACM metal panel system strip is to run along portions of the east and north façade. The brick towards the rear of the building is to be repainted as well.

The current signage area and the vertical element of the existing building is to be removed in the proposed plans. The proposed building is uniform in height. New signage is proposed on the east façade.





1 | Right Elevation
1/16" = 1'-0"



2 | Left Elevation
1/16" = 1'-0"

Site and Landscaping

The only proposed site change is the addition of electric vehicle charging stations. To accommodate for growing industry demands, Boucher Lincoln, is proposing these charging stations on the Southwest corner of the site. Staff have no concerns regarding these additions.

Currently, refuse is not in a screened trash enclosure and is situated in the open on the southern portion of the property. To comply with design review guidelines, staff is recommending the addition of a trash enclosure on the property. Screening elements



Design Guidelines

Project is not considered a new development or significant redevelopment due to minimal proposed changes. Design guidelines are not mandatory but serve as a framework for review. Some design review guidelines for the proposed project on the existing site are satisfied.

See attached Plan Commission checklist and [Design Review Guidelines](#) for further details.

Recommendation: Approve the Site, Landscaping, and Architectural Plans for Boucher Lincoln, an existing Light Motor Vehicle sales use, at 3161 S. 108th St. (Tax Key No. 523-9986-010) 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. Submit updated plans to the Planning & Zoning office to show refuse enclosures on the site.
2. Sign Plan is submitted to the Planning & Zoning office subject to approval by Planning & Zoning.

PLAN COMMISSION CHECKLIST


1.

Goal:
Context

Objective	Criteria		Notes
a. Neighbor	i. Street wall	<input type="radio"/>	
	ii. Scale	<input type="radio"/>	
	iii. Historic neighbors	<input type="radio"/>	
	iv. Connectivity	<input type="radio"/>	
b. Site	i. Orientation	<input type="radio"/>	
	ii. Unique features	<input type="radio"/>	
	iii. Historic elements	<input type="radio"/>	
	iv. Additions	<input type="radio"/>	


2.

Goal:
Public Realm

Objective	Criteria		Notes
a. Active Ground Floor	i. Tall and clear ground floor	<input type="radio"/>	
	ii. Street edge	<input type="radio"/>	
	iii. Active uses	<input type="radio"/>	
	iv. No blank walls	<input type="radio"/>	
b. Build for People	i. Engaging spaces	<input type="radio"/>	
	ii. Accessible spaces	<input type="radio"/>	
	iii. Built-out site	<input type="radio"/>	
	iv. Pedestrian connections	<input type="radio"/>	
c. Mitigate Impacts	i. Vehicle parking	<input type="radio"/>	
	ii. Utilities and services	<input type="radio"/>	
	iii. Lighting	<input type="radio"/>	
	iv. Fencing	<input type="radio"/>	

3.

Goal:
Quality

Objective	Criteria		Notes
a. Building	i. Quality materials	<input type="radio"/>	
	ii. Ground floor	<input type="radio"/>	
	iii. Exterior features	<input type="radio"/>	
	iv. Quality design	<input type="radio"/>	
b. Environment	i. Natural features	<input type="radio"/>	
	ii. Manage stormwater	<input type="radio"/>	
	iii. Reduce impervious surface	<input type="radio"/>	
	iv. Embody sustainability	<input type="radio"/>	