



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, March 28, 2018
6:00 PM
ROOM 128 – CITY HALL – 7525 W. GREENFIELD AVE.

- 2A. Special Use Permit for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave.
- 2B. Site, Landscaping and Architectural Plans for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave., submitted by Tim Kratz, d/b/a Sevan Multi-Site Solutions, LLC. (Tax Key No. 453-001-008)
- 2C. Certified Survey Map to create a parcel for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave., submitted by Tim Kratz, d/b/a Sevan Multi-Site Solutions, LLC. (Tax Key No. 453-001-008)

Items 2A., 2B., and 2C. to be considered together.

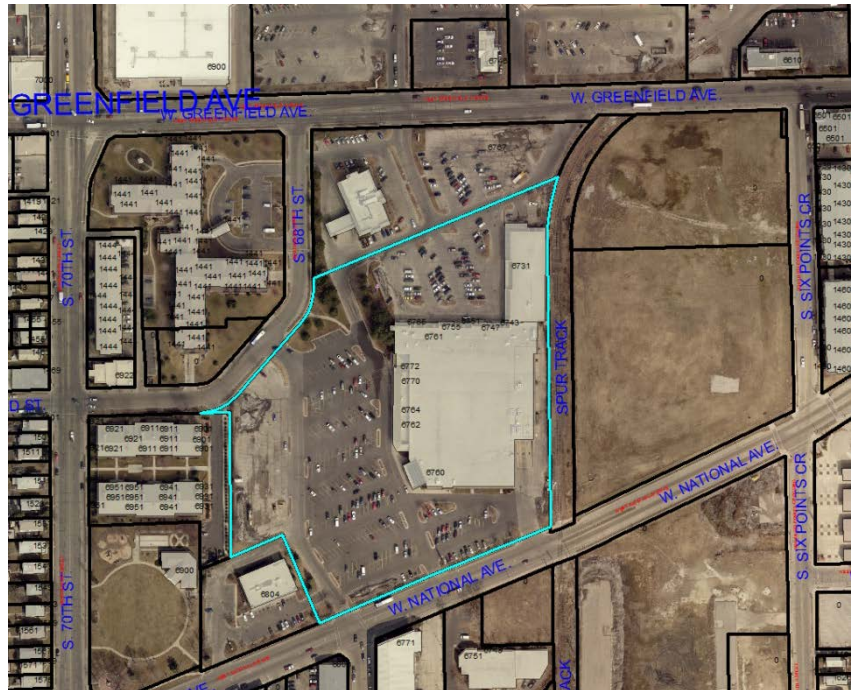
Overview and Zoning

The applicant, Roundy's is proposing to place a Fuel Center within the property it leases at 6760 W. National Ave. The existing 10-acre parcel which includes a Pick 'n Save grocery store along with other small commercial tenants is located along the north side of W. National Ave. situated between S. 68 St. to the west and a railroad spur track to the east. The site is zoned C-3 Community Commercial District which allows Fuel Centers as a Special Use. A Public Hearing was scheduled for March 6, 2018 and the Common Council took action to "hold" this item until such time that the Plan Commission made a recommendation on the project.

The existing site actually has 2 levels, the lower level of which includes the Pick 'n Save and its associated parking area and the northern "upper" portion of the site which includes a mix of small commercial tenants and associated parking lot, on the upper portion of the site to the north.

Surrounding Area Information

The site is located in the middle of an area that is in the early stages of major private investment which will reposition many of the surrounding properties. Immediately to the east of this site Mandel Group has begun construction on their Six Points/Farmers Market Redevelopment which will include nearly 200 residential units which will have views of and be major users of this Pick 'n Save site. Additionally, immediately to the



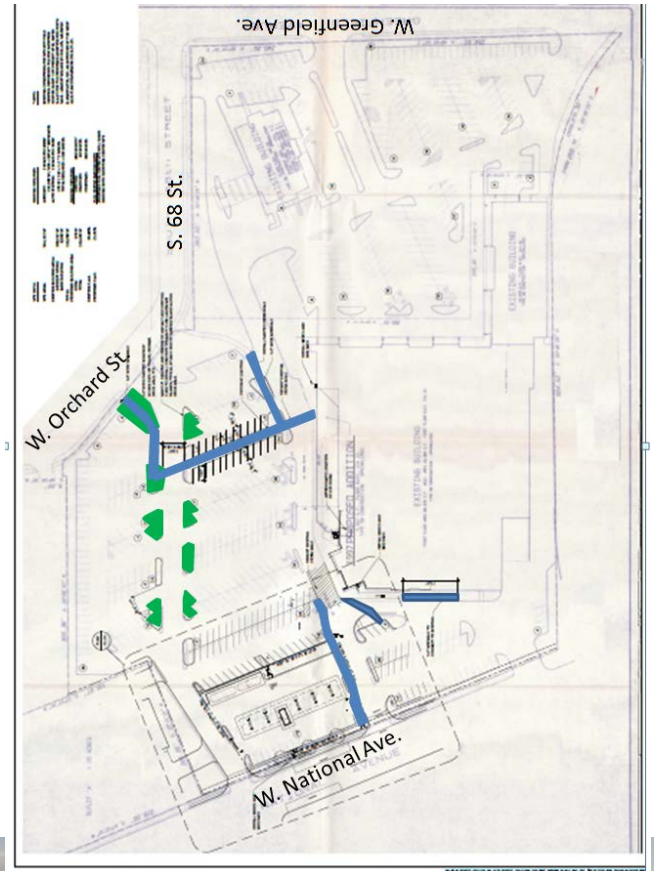
south of this site, is a CDA owned property, known as the “white building” because it is clad in white siding. However, what is behind that siding is a potentially striking all glass building that is being marketed to various developers for a future corporate office location. That future office building will have direct views and access to the Pick ‘n Save parking lot under review as part of this submittal. There is also much happening to the north of this site as well, with what looks to be a substantial potential investment in the West Allis Towne Centre as well as an even bigger picture potential redevelopment and potential investment in the nearly 25 acres of existing office buildings and parking lots along both sides of S. 70 St., north of W. Greenfield Ave.

Application Background and Description

Kroger operates more than 1,500 grocery store fuel centers nationally. Regarding fuel sales, customers do not enter the fuel kiosk but complete transactions at the credit card readers at each fuel dispenser or at a transaction window located at the front of the fuel kiosk. Kroger estimates that seventy percent of fueling traffic comes from customers whom are already in the grocery store lot. The fuel facilities are open to the public and require no membership. Kroger offers limited outdoor selling, i.e. ice, soda vending, dry goods on the exterior of the transaction kiosk and limited sales of convenience items from within the kiosk.

The underground petroleum storage tank and piping systems are designed, installed, and operated to comply with or exceed federal, state, and local guidelines.

Architecturally, the design intent for the fuel station is to be transparent to provide visibility to the shopping center while integrating features and color schemes of the shopping center store.



The fuel centers are complementary to the grocery store with exterior lighting being dark-sky compliant and wholly on the shopping center sites.

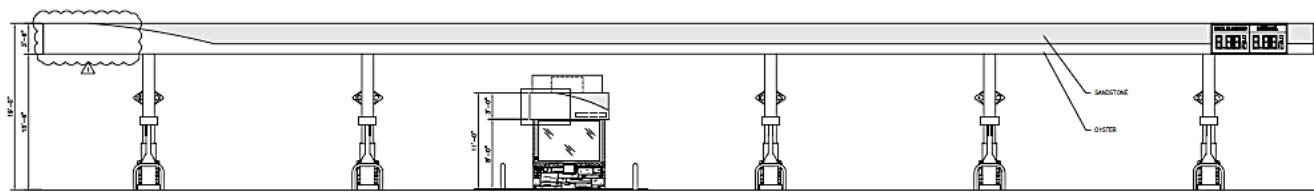
Roundy's stores, including Pick 'n Save, are a wholly-owned subsidiary of Kroger. The proposed fuel facility, if approved, will be a \$1.45-million-dollar investment to align the existing grocery store categories with a modern grocery store offering. The fuel facility will consist of a 24' x 145' fuel canopy, a 178-square foot fuel transaction kiosk, five multi-product fuel dispensers, two underground storage tanks and limited outdoor sales.

The fuel station will be constructed within a completely paved area of the existing Market Square Shopping Center parking lot in an individual outlot, by means of a certified survey map, which will allow the applicant to comply with the singular building-per-lot provision.

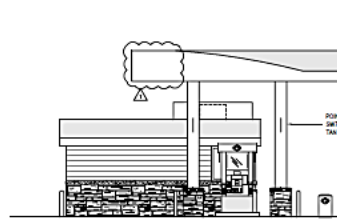


Architectural

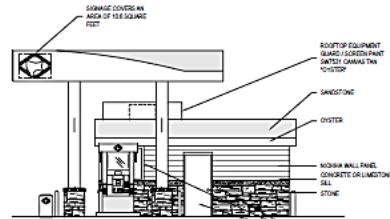
The proposed elevations of the fuel center kiosk show a stone veneer base, with a concrete or limestone sill above with nichiha cement board siding above. The windows are proposed to face the north or the parking lot area. Staff is concerned about the proposed utility connections and downspouts facing W. National Ave. It would like the applicant to explore another way to configure the kiosk so that those items face the north or that the applicant screen them in a tasteful way.



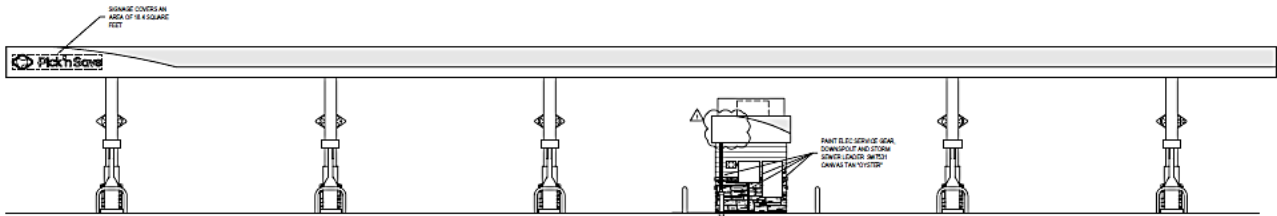
1 FRONT (NORTH) ELEVATION
SCALE 3/8\"/>



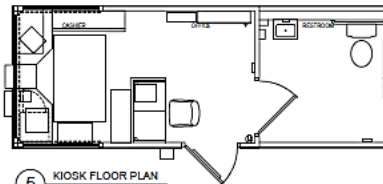
2 LEFT (EAST) ELEVATION
SCALE 3/8\"/>



3 RIGHT (WEST) ELEVATION
SCALE 3/8\"/>



4 REAR (SOUTH) ELEVATION
SCALE 3/8\"/>



5 KIOSK FLOOR PLAN
SCALE 3/8\"/>

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For the fuel canopy the applicant is proposing to place stone veneer at the base of the column supports up to approximately 3' high, with exposed columns, for the remaining 12.5' of the columns. Staff would like to see a decorative treatments on the column supports extended up to approximately 10' high. From the 3' high mark up to the canopy roof, the columns are proposed to be painted a tannish color in order to blend in with the site as much as possible. Again, staff would like to see the decorative base extended up to cover at least the 10' mark of the canopy supports.

Site and Landscaping

The fuel station will be served by the two existing approaches by means of existing access easements that exist for the shopping center. Landscaping will be substantially augmented to attempt to meet the current municipal design intent.

The proposed construction will maintain existing drainage patterns and result in an increase in pervious area.

The proposed alteration to the approved site and landscape plan for the Pick 'n Save parking lot triggers a full site and landscape review of the site and as such staff has asked Roundy's take a look at the site in its entirety.

Please note that on top of the improvements proposed by the applicant and the recommended improvements from staff that the City has sent the property owner a notice to get the site into conformance with the previously approved plans, over time it appears that some of the landscaping on site has died off and that some of it has been intentionally removed from the site. The property owner has since been working to replace missing and or dead landscaping.

In addition to the proposed fuel center improvements, the applicant has proposed to put in additional landscape islands to help frame in the non-descript western most drive which runs from north to south. Staff would like to ensure that all islands are appropriately landscaped and utilize a bark mulch material for the ground cover around them, instead of the existing stone mulch used on the site. Staff also recommends that the existing stone mulch used be replaced with a bark mulch to match what will be used in the new landscape islands. Additionally, within the proposed fuel center frontage only, staff would like to see the front landscape area expanded back (north) along W. National Ave. in order to create a larger landscape buffer in front of the gas station. There appears to be quite a bit of excess, unprogrammed pavement between the fuel center pumps and the W. National Ave. landscaped frontage. (approximately 45' between the nearest pump and the closest edge of the landscaping along W. National Ave.) and staff feels like that would be a good opportunity to help create a nice, lush, green front yard for the fuel center.

Pedestrian access paths are also proposed for the site. One of them will run along the main vehicular drive into site off of W. National Ave. and is designed to get pedestrians from W. National Ave. to the main entrance in a safe and comfortable manner. Additionally, a pedestrian spine with complimentary landscaping and pedestrian lighting on both sides has been added to connect the northernmost store entrance/exit to Pick 'n Save to S. 68 St./W. Orchard St. That spine will also break off on the south to connect pedestrian to the existing sidewalk which takes pedestrian north, up S. 68 St. The applicant has also proposed to repaint the crosswalks between the parking lot and the 2 main entrances.

Staff views these pedestrian connections as a key to the proposed improvements as there is substantial pedestrian traffic coming to this site from all directions and in its current form, pedestrians are forced to uncomfortably make their way thru areas designed for vehicles only. There are a few minor things that staff would like to work out with them, such as finding a way to address an existing pedestrian desire line off of W. Orchard St which leads into the site, either by creating a connection to the proposed pedestrian spine or by blocking off the pedestrian desire line which cuts across a grass and mulched area on the west end of the site.

Staff has asked the applicant to expand the sidewalk along the front of the store, however the applicant has indicated that sidewalk cannot be expanded because it is part of an existing easement which does not allow for such alterations. Staff has requested to see the details of that easement to further understand the purpose of it, if it is found that the easement is outdated or for some other reason is obsolete, staff recommends that the front sidewalk be widened.

The pedestrian connections being added are a similar approach to the approval of the multi-tenant commercial center on HWY 100 and Cleveland approved by the Plan Commission in March of 2017 which provided 3 pedestrian paths (2 of them with lighted bollards and adjacent landscaping) to the main sidewalk along the front of the shopping center in what was previously designed as an auto oriented parking lot. Construction on that approved plan will begin within the next month. Additionally, staff recommends that the applicant address the undersized sidewalk in front of the Pick n' Save grocery store which does not

provide for a comfortable pedestrian experience getting to the main entrance. Finally, staff recommends that the crosswalks between the 2 main entrances and exits be repainted to alert drivers to pedestrian crossings.

Additional details that staff would like to see addressed include, showing the existing cart corrals on the plans and considering a way to address the existing issue of carts being left by the bus stop along W. National Ave., without adding a bulky cart corral to that area, perhaps a less bulky and smaller scale cart corral could be looked at in that area.

Lastly, staff would like to understand how the western most parking area to the west of the western drive thru the site is leased and/or subleased as it is in constant non-compliance, with various trailers and large semi-trucks parked within it for substantial periods of time. Those types of uses are not compliant within the C-3 Community Commercial Zoning District. If there is no use for this site as part of the Pick 'n Save use staff would like to discuss how this area could be better utilized long-term.

Signage

The applicant has proposed a nearly 30 sf. ft., 8' high freestanding sign for the fuel center with a base to match the split face block panels proposed on the kiosk portion of the fuel center. As proposed that sign appears to be located within the vision triangle. Staff recommends that the sign be relocated to be outside of the required, 10' x 20' vision triangle. Additionally, the sign code requires that decorative sides and top be included on free standing signage and thus staff recommends that change as well. Finally, the sign code requires that landscaping surround the sign at 2 times the sign face area which would be approximately 60 sq. ft. of landscaping, the applicant will just need to show that they can meet this requirement. These requirements will not be noted in the actual conditions of approval for this project as the applicant can either choose to meet the requirements in the code and receive a staff approval or it can apply for a variance to the sign code at a future meeting.

The site also contains an existing non-conforming freestanding sign along W. National Ave. In accordance with Section 13.21(A) of the Municipal Code, all signage on the site shall conform when there is any alteration to a sign that requires a sign permit. As such staff cannot issue permits for other signs on the existing site until there is an agreement from the property owner that the existing non-conforming sign will come down within 2 years of Plan Commission approval of this plan.

Parking

SITE DATA:

SITE AREA:	554,122 SF
EXISTING BUILDING AREA:	
GROCERY STORE:	108,222 SF
BANK BUILDING:	8,046 SF
TOTAL:	116,268 SF
PROPOSED BUILDING AREA:	
KIOSK	178 SF
TOTAL	116,446 SF
EXISTING F.A.R.	20.98%
PROPOSED F.A.R.	21.01%

PARKING REQUIRED:

GROCERY:	1 SPACE PER 300SF
	116,268 SF / 300 = 387.6 ~ 388 SPACES
AUTO STATION:	1 SPACE PER 150SF
	178 SF / 150 = 1.2 ~ 2 SPACES
TOTAL REQUIRED =	390 SPACES

PARKING PROVIDED:

EXISTING:	666 SPACES*
REMOVED:	87 SPACES
PROPOSED:	579 SPACES

FUEL CENTER PARKING NOTE
 PROPOSED FUEL CENTER SITE WILL SHARE
 PARKING WITH SHOPPING CENTER SITE

Recommendation: Recommend Common Council approval of the Special Use Permit, Certified Survey Map for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave. as well as approval of the Site, Landscaping and Architectural Plans for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave.

(Items 1-8 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping, Screening and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a) raising the level of the masonry treatments on the canopy supports to go halfway up the support columns (material of which to be approved by staff); (b) ensuring that utilities on the south side of the kiosk building are appropriately screened; (c) addressing the existing desire line (worn out area in the grass and mulch) that pedestrians use coming off of W. Orchard St. into the site, consider extending landscaping, extending a sidewalk or adding a fence; (d) bark mulch in the proposed and the existing landscape islands; (e) detailed cut sheets for all improvements proposed (i.e. lighting, benches and bike racks) to be approved by staff; (f) expanded sidewalk along the narrowed portion of the sidewalk on the front elevation of the Pick 'n Save grocery store, unless it can otherwise be shown that there is an existing easement in place that is necessary/needed to restrict the expansion of the sidewalk; (g) cart corrals being shown on the plans; (h) a cart corral solution near the bus stop along W. National Ave.; (i) expanding the finished landscaped area along the fuel center frontage to the north to create a more green front yard for the fuel center; (j) landscaping species and number to be approved by the City Forester. Contact Shaun Mueller, Senior Planner at (414) 302-8460 with further questions.
2. Information provided to City Staff as to how the rear, western portion of the parking lot is used, currently appears to be used for truck and trailer parking which is not code compliant in the C-3 Zoning District.
3. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Shaun Mueller, Senior Planner at (414) 302-8460 with any questions.
4. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. Contact Shaun Mueller, Senior Planner at (414) 302-8460 with any questions.
5. Common Council approval of the Special Use Permit (scheduled to be placed back on the April 4 Safety and Development Committee Agenda).
6. Common Council approval of the Certified Survey Map (Scheduled to be placed on the April 4 Safety and Development Committee Agenda).
7. A signed statement from the property owner that the non-conforming freestanding sign will be removed within 2 years from the date of this Plan Commission approval.

8. Documentation and approval showing compliance with the City of West Allis Stormwater Management Ordinance, to be submitted to the Engineering Department by a registered Civil Engineer.

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

9. A photometric and lighting plan to be approved by staff.
10. 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.