



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 27, 2019
6:00 PM
Room 128 – City Hall – 7525 W. Greenfield Ave.

- 6A. Special Use Permit for State Fair Liquor & Food, Inc., a proposed liquor store to be located at 9127 W Lincoln Ave.
- 6B. Site, Landscaping and Architectural Plans for a proposed liquor store to be located at 9127 W. Lincoln Ave., submitted by Pabitra Halder, d/b/a State Fair Liquor & Food, Inc. (Tax Key No. 487-0091-000)

Items 6A and 6B may be considered together.



Overview and Zoning

State Fair Liquor & Food, is a convenience store that sells groceries and alcoholic beverages. The business is relocating and has applied for a liquor license transfer request from their current location at 1568 S. 81 St. to a new 2,500-sf lease space at 9127 W. Lincoln Ave. The transfer request was approved subject to necessary requirements by the L&H Committee and the Council at the meeting on February 5, 2019.

Necessary/required in follow up to the Council's approval of the class A license (packaged sales for off-site consumption), is the adoption of the special use resolution after a Common Council public hearing which is scheduled for March 5, 2019. If adopted, subsequent inspections by the Fire Department, Health, BINS will also be conducted and then a business occupancy permit may be issued.

Zoning. The site is currently zoned C-2, Neighborhood Commercial District, which requires businesses with alcohol beverage sales (Class A License for original and/or transfer applications) to obtain a special use permit prior to gaining an occupancy permit. *RMC 12.41(2)(dd) Alcohol beverage sales (Class A License for original and/or transfer applications).* [Ord. O-2017-0016, 3/21/2017]

Business Operations. The applicant, Mr. Prabita Halder, has submitted a floor plan and basic scope of merchandise sold which includes retails sales: food and grocery items, alcohol, tobacco (less than 20% of floor area), a coffee counter, cooler space for

beverages. The front of the store will feature a service counter. The retail sales floor area is about 2,000-sf. Additionally, about 500-sf of the lease space will be back of house/storage area.

Hours of operation. Open daily, 7 days/week between 9am to 9pm.

Parking. A total of 15 parking spaces are required for the properties retail uses. This includes 7 parking stalls that are required for the State Fair Liquor retail use calculated as 2,000-sf @ 1 parking space / 300-sf of retail space (includes 500-sf @ 1/1,500-sf for storage area in the store). A total of 15 parking spaces are shown as being provided on site.

Site and Landscaping

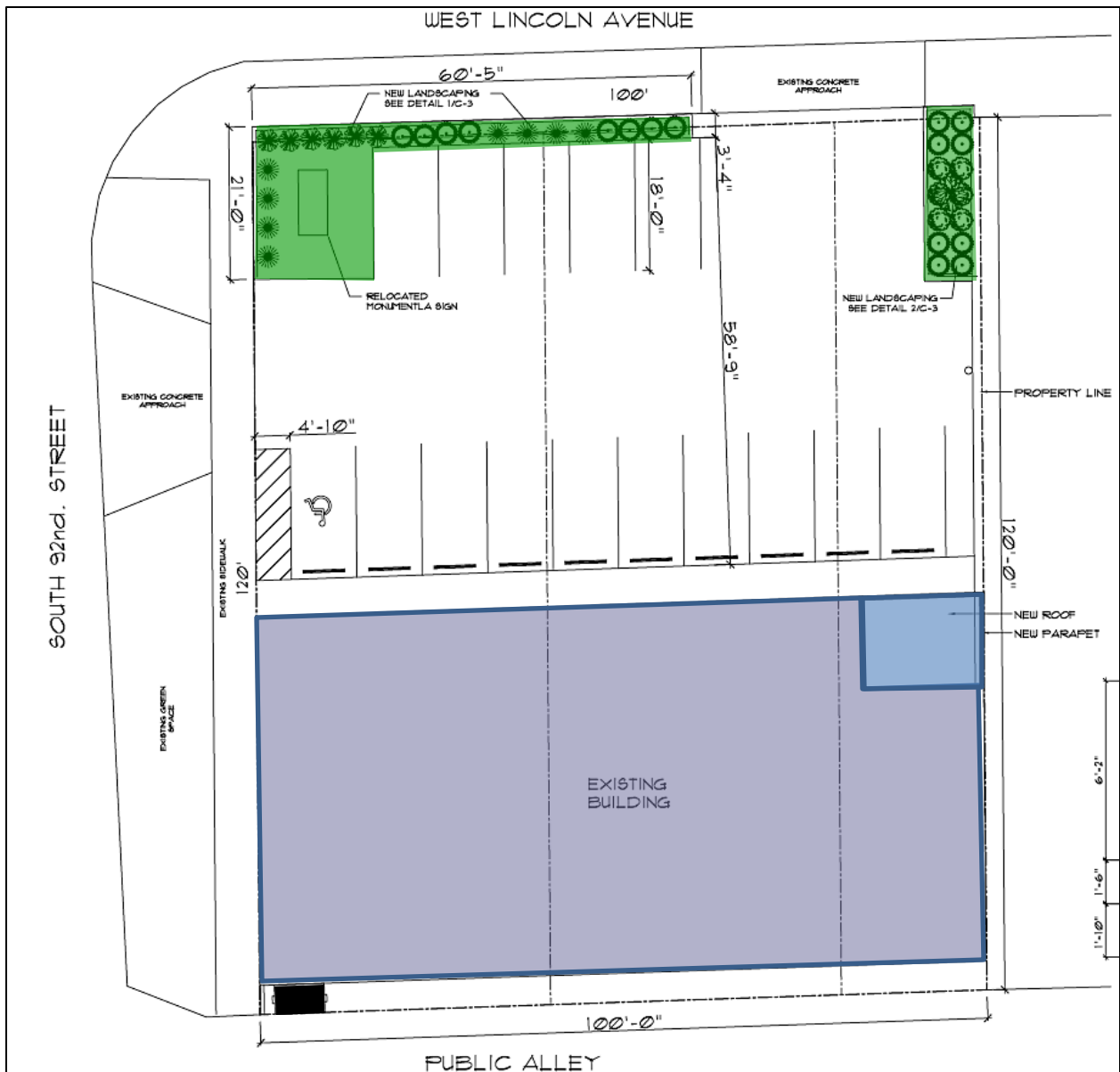
The tenant (State Fair Liquor) is seeking occupancy to operate their store and the building owner (EA Jaber) is also proposing to update the overall property and building. As part of the process, the property owner is also seeking approval to make site and exterior building improvements to the overall property. Currently, the site features very little landscaping, with pavement up to the public sidewalk along W. Lincoln Ave. and along S. 92 St. The proposed site and landscaping improvements would increase the amount of pervious area and improve curb appeal of the site.



Of note, the Plan Commission is complemented in its 2015 recommendation of site, landscaping and architectural improvements for the Cousin’s site across the street (9124 W. Lincoln Ave.) as it has served as an inspiration for the property owner of the 9127 W. Lincoln Ave. site. Image enhancements lead to improved economic vitality of the City.

The following site and landscaping changes are proposed:

1. Saw cutting/removal of asphalt and soil amendments for new landscaping areas;
2. Removal of wheel stops from the street frontage and installation of a poured concrete curb
3. New landscaping areas along the frontage of S. 92 St. and W. Lincoln Ave. landscaping species consist of perennial plantings and bushes.
4. Relocate the freestanding sign to the NW corner of the site within an expanded landscaping bed.



Refuse area. The existing refuse area is located behind the building on a narrow stretch of property about 6-ft wide (between building and alleyway). The existing refuse area is screened on 2 sides via the south building wall and a small wood fence along s. 92 St. Staff notes, there isn't sufficient space between the alleyway and the building to recommend additional refuse screening. Staff does not recommend moving the refuse area to the front of the building.

Freestanding Signage. The existing freestanding/monument sign location is on the east side of the site and setback about 20-ft from the property line fronting W. Lincoln Ave. The plans show the sign being relocated to the NW corner of the site and within an expanded landscaping bed. Specific details of the sign installation and placement with respect to the location within or outside of the 20x20-ft vision triangle will be considered at time of permitting.

Architecture

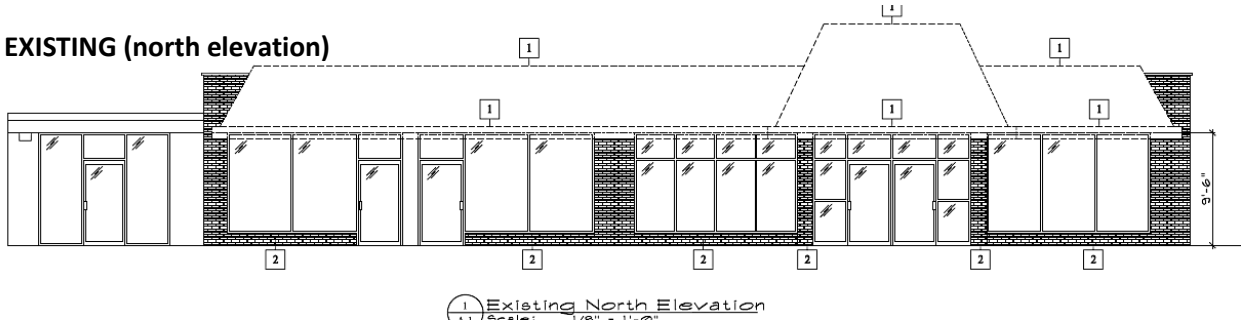
The existing building is 4,800-sf was constructed in 1974. In the years since construction has been used as a multi-tenant commercial building for a variety of retail uses. More recently, the property owner has begun to update the interior of the building for a new retail tenant and is also interested in modernizing the look of the building.

The initial set of building elevations submitted to City Planning show a corrugated metal siding to replace the existing mansard roof. While not initially opposed to the concept of a corrugated siding to replace the existing dated mansard look, Planning suggested that the existing brick façade be exposed rather than covered again. A revised set of architectural plans have been submitted and are shared and summarized below.

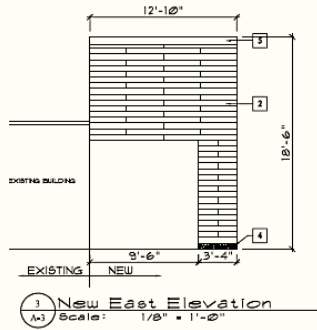
Exterior updates to the existing building include:

1. The north/front façade will be modified by removing the existing mansard roof overhang feature to expose the underlying brickwork. Brickwork will be cleaned and tuck pointed as needed for a consistent look with the rest of the brick on the building.
2. A new covered entrance feature clad with wood siding will be added on the northeast side of the building.
3. In addition, two new flat bracketed canopies will be added over the storefront entrances of the new State Fair Liquor store and the existing US Cellular store.
4. New light fixtures will be added on the north storefront wall of the building;
5. The east and south elevations consist of painted concrete block and will be repainted. It is recommended that the paint is of earth tones which reflect natural materials.
6. The existing brick on the north and west sides of the building will remain natural/unpainted. Staff does not recommend painting the brick.

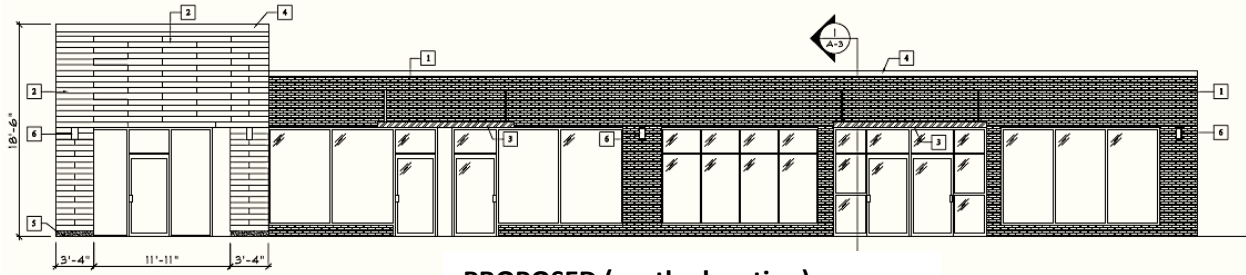
EXISTING (north elevation)



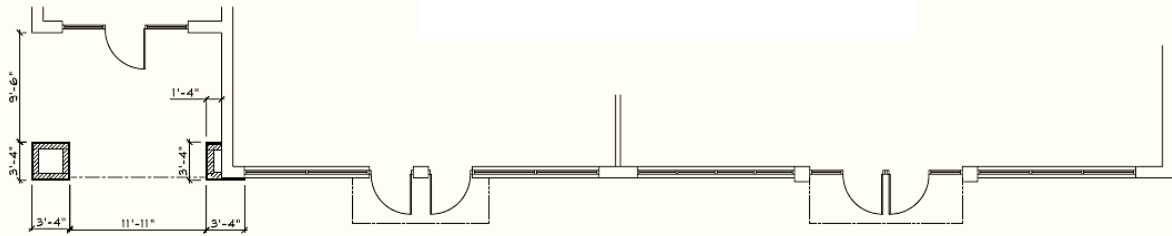
PROPOSED (north elevation)



NOTES	
1	EXISTING BRICK
2	NEW IPE WOOD SIDING
3	NEW CANOPY
4	NEW METAL COPING
5	NEW PVC BASE TRIM BOARD
6	NEW LIGHT FIXTURES



PROPOSED (north elevation)



PROPOSED (partial floor plan north side of building)

PROPOSED (perspective north side of building)



Tenant Wall Signage

A signage plan has not been submitted with the special use application, but will be presented for staff review should the special use be approved. For multi-tenant buildings of 3 or more tenants, the sign ordinance will allow wall signage at a proportion of 1.5-sf x the width of the tenant space. A sign permit and design review/approval is required in advance of installation.

Window signage is allowed, but shall not exceed 20% of the window's area and installed on the interior side of the window.

Recommendation: Recommend Common Council approval of the Special Use Permit for State Fair Liquor & Food, Inc., a proposed liquor store to be located at 9127 W Lincoln Ave. and approval of the Site, Landscaping and Architectural Plans for a proposed liquor store to be located at 9127 W. Lincoln Ave., submitted by Pabitra Halder, d/b/a State Fair Liquor & Food, Inc. (Tax Key No. 487-0091-000), subject to the following conditions:

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

1. Revised Site, Landscaping and Architectural Plans being submitted to the Department of Development to show the following: (a) an updated floor plan layout of the new store; (b) increase the width of the proposed planting area to at least 4-ft wide and provide poured concrete curb details on plans; (c) color details of new exterior materials and paint colors; (d) a bicycle rack being incorporated into the site plan; (e) a note on the building elevations that window signage shall not exceed 20% of each window's area; (f) exterior lighting details of any new light fixtures being provided; (g) incorporate the City Forester's landscaping recommendations around the base of the sign; (h) a schedule indicating the proposed start and completion date of the scope of site, landscaping and architectural improvements. Contact Steven Schaer, City Planner at (414) 302-8460 with any questions.
2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Steven Schaer, City Planner at (414) 302-8460 with any questions.
3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. Contact Steve Schaer, City Planner at 414-302-8460.
4. Common Council approval of the Special Use Permit and applicant's acknowledgement signature on the Special Use Resolution being submitted to the Clerk's Office. (A public hearing is scheduled for March 5, 2019).

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

5. Sign Plan details via a Sign Permit Application to be submitted to the Department of Development for review and approval.
6. 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.

