



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 21, 2019
6:00 PM**

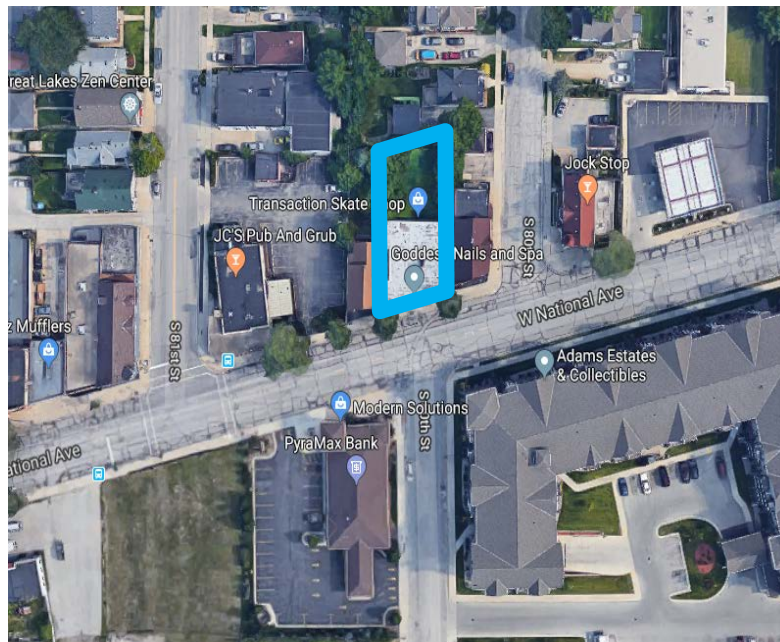
Room 128 – City Hall – 7525 W. Greenfield Ave.

2. **Application for a Special Use Permit for Cream City Print Lounge, a proposed instructor-led print studio, to be located at 8010 W. National Ave.**

Overview & Zoning

The applicant is proposing to open an entertainment print studio called Cream City Print Lounge, to be located at 8010 W. National Ave. The studio combines artistic apparel printing with local wine and beer via a guided step-by-step t-shirt printing class by an instructor.

The site is currently zoned C-2 Neighborhood Commercial District, which allows for Instruction or Training Facility as a Special Use. A public hearing has been scheduled for September 3, 2019.



Instruction or Training Facility use - Cream City Print Lounge is a new concept idea that is similar to paint and sip parties, but the finished product will be on wearable items instead of canvases. The print studio will invite groups to screen print together. Guests over the age of 21 will be offered complimentary wine, beer, and snacks. Interior seating will hold spaces for 10-15 people, but may someday allow more than 15 participants.

Hours – The proposed business will schedule their group sessions between 5pm – 10pm, Sunday to Thursday; 3pm – 10pm, Friday and Saturday, and will be open for retail shopping between 11am – 3pm on weekends.

Staffing – The business owner will staff the studio for the first year and hire up to two more instructors in the second year.

Background – Cream City Print and Lounge was the winner of the downtown BID’s “open up in downtown entrepreneur contest”, which came with a monetary award of \$500 and a waived business occupancy permit from the City of West Allis. The business owner sought an available storefront within the downtown corridor but was unable to find a space that suited their needs without extensive renovation, so they found another location at 8010 W. National Ave.

Tenant Space – The upper floor has 4 one-bedroom apartments. The lower level includes about 3,200 square feet of commercial space. The space the tenant will be occupying is 1,000 square feet of space.

Parking – Per zoning code Chapter 12.19, retail stores are required to provide 1 off-street parking space per 300 square feet of gross floor area, or 3 parking spaces. As part of the Special Use Permit, reduced parking may be permitted and customers would use street parking.

Site and Landscape Plan

The property currently has an approved site and landscape plan from February 2015. Property owners have completed construction on the approved plan. The property does not have any opportunity to maintain landscaping.



Recommendation: Recommend approval of the Application for a Special Use Permit for Cream City Print Lounge, a proposed instructor-led print studio, to be located at 8010 W. National Ave., subject to Common Council approval of the Special Use Permit (scheduled for September 3, 2019) and applicant’s acknowledgement signature on the Special Use Resolution being submitted to the Clerk’s Office.