



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday,
June 24, 2026 Room 128, 6:00 PM**

2. Site, Landscaping, and Architectural Design Review for Storage Five West Allis, a proposed Light Industrial use, at 7840 W. Hicks St. (Tax Key No. 477-0142-000)

Overview and Zoning

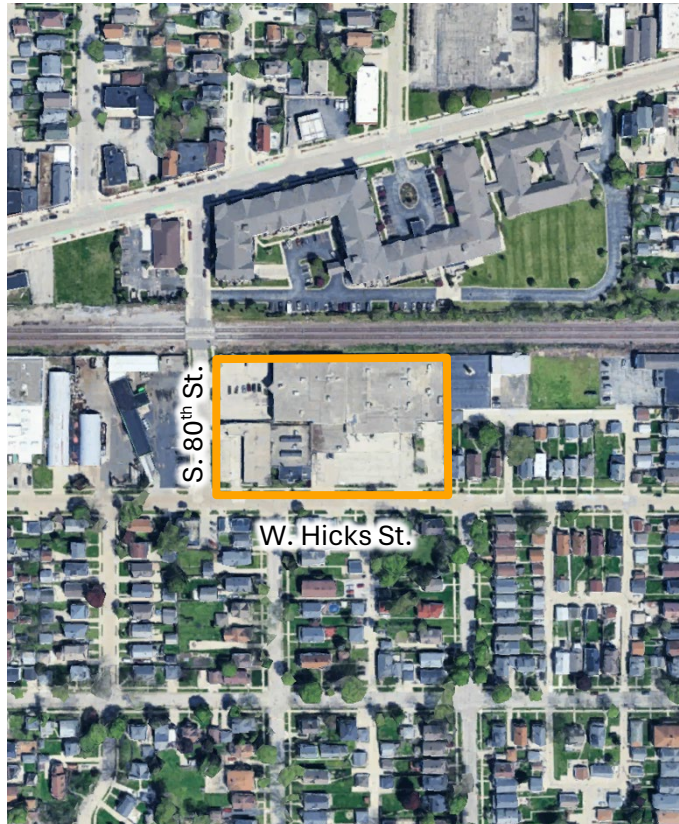
Storage Five is proposing a new multi-story, 133,532 sq. ft. climate controlled self-storage business. The proposed business will renovate and expand an existing industrial building to accommodate the new self-storage facility.

The timeline for completion of the work is expected to take 12-18 months from the issuance of building permits.

Hours of Operation:

- Office: 9:30 a.m. – 6:00 p.m.
- Customer Access: 6:00 a.m. – 10:00 p.m.
- 24/7 Access is available but requires management approval

7840 W. Hicks St. is zoned I-1. In the I-1 zoning district, self-storage is considered a Light Industrial use which is Limited in the I-1 District. Limited Use Criteria permits self-storage if the lot is at least 2 acres and at least 20% of the lot is landscaped.



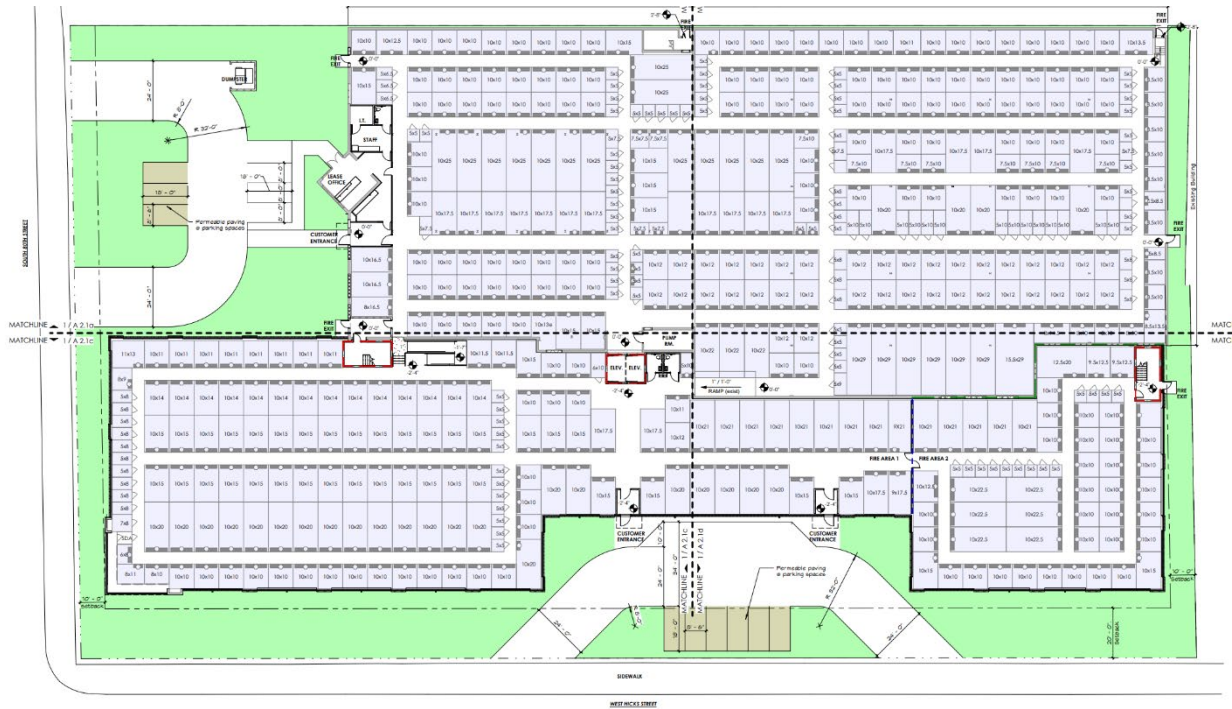
Site & Landscaping Plan

The proposal includes a plan to completely renovate and repurpose the existing industrial building on-site. The existing building has been expanded multiple times. The portion of the building to be repurposed is located on the northern portion of the lot. The new 2-story addition is to be located to the south of these existing areas. The proposed front setback of the addition is 26.3 ft and the side setback is 10 ft. Both setbacks meet the minimum setbacks required for the I-1 district. The maximum floor area ratio (FAR) for the building in the I-1 district is 1.5. The proposed FAR for this project is below that maximum at 1.17 FAR.

Site access is given off of both Hicks St and 80th St through a total of 4 driveways leading into two semi-circular drives. These semi-circular drives lead different entrances for the storage facility. Connected to these drives are parking areas. The total parking on site is 11 stalls, well below the maximum allowed. No bicycle racks were shown on the proposed plans. Per the gross square footage of the building, 10 bike racks are required. It is recommended that the bicycle racks are separated between the west and south entrances of the proposed facility.

Per Zoning Code regulations, a minimum of 20% of the lot is required to be landscaped/permeable for the Light Industrial use to be permitted. The project area is 114,426 sq. ft., which requires approximately 22,452 sq. ft. of landscaped/permeable area. The plans show the existing pervious area increasing from 7,900 sq. ft. to 22,452 sq. ft. through a combination of landscaping and permeable paving. This results in no net increase in total impervious area and satisfies the 20% minimum requirement.

The landscaping shown on the site primarily functions to aesthetically soften the building. A variety of bushes and shrubs line the perimeter of the public facing portions of the building. Additionally, the two permeable parking areas near the semi-circular driveways both are screened with shrubs and trees. The refuse area on site is also screened with trees in addition to fencing.



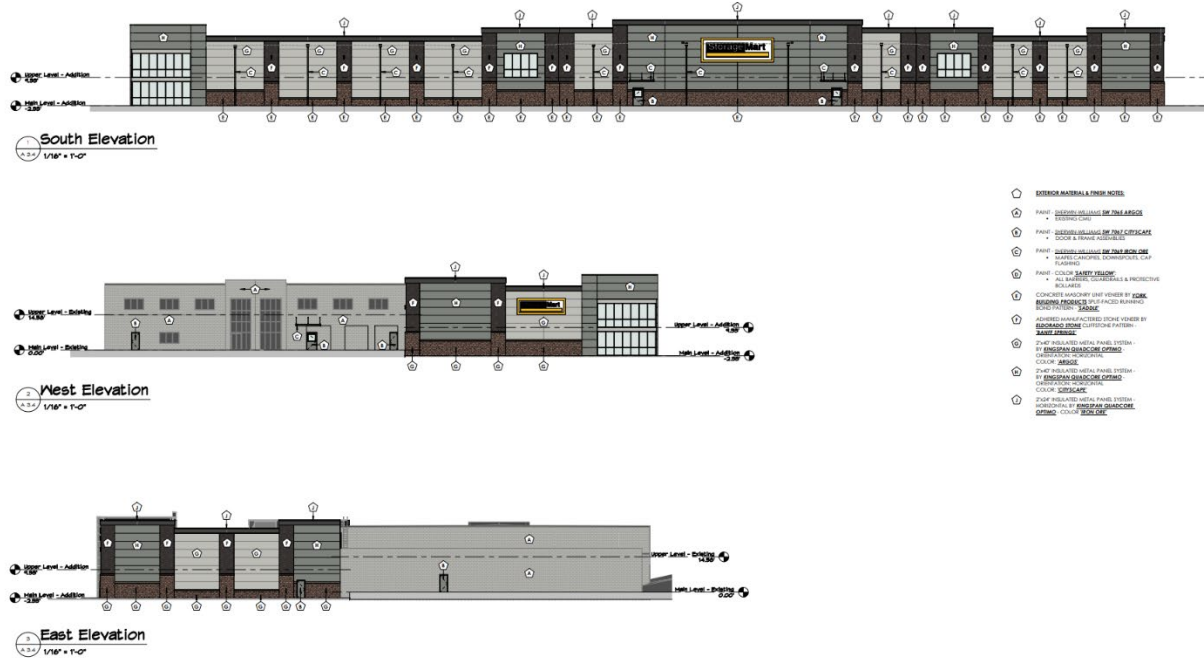
Architectural Plan

The submitted architectural elevations show a substantial exterior renovation of the existing industrial building and the construction of a new two-story addition. The updated plans include exterior material and finish notes, including painted existing CMU, painted door and frame assemblies, painted accessory items such as exposed gutters/downspouts and cap flashing, concrete masonry unit veneer, adhered manufactured stone veneer, and insulated metal panel systems in coordinated gray tones. The south elevation, which is the primary elevation visible from W. Hicks St., includes the greatest level of architectural treatment, with storefront-style glazing, brick/stone base elements, vertical masonry accents, horizontal metal paneling, varied parapet heights, entrance canopies, and wall plane/material changes to reduce the appearance of a long industrial façade.

The west elevation includes similar treatment near the customer entrance and addition, while portions of the existing building remain more utilitarian in appearance. The north and east elevations are less detailed and appear to retain existing wall area, which is less visible from the primary public frontages but should still be maintained in a finished condition.

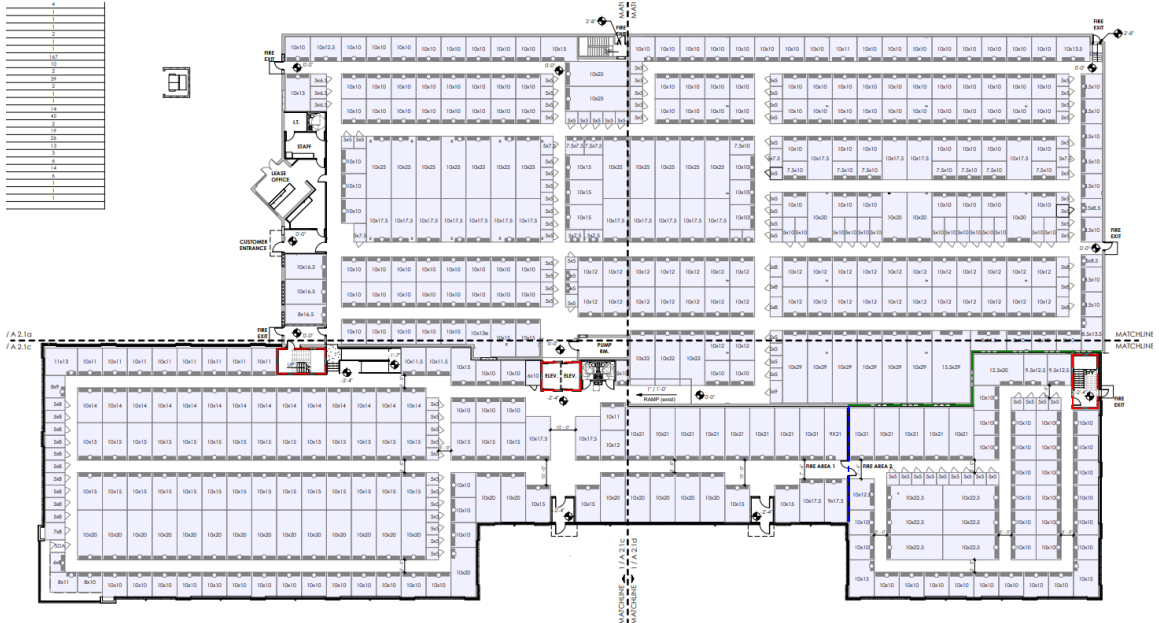
Staff notes that signage is shown on the elevations for general design intent. Final sign location, size, illumination, color, and style will require separate review through the sign permit process. Given the residential properties across W. Hicks St., staff recommends that final signage and

lighting be reviewed to ensure compliance with City standards and to limit unnecessary glare or visual impacts toward nearby residences.



Floor Plan

The interior floor plan is designed to maximize the amount of climate-controlled storage space within the renovated building and new addition. A total of 884 storage units are shown across two levels, with 532 units on the main level and 352 units on the upper level. The main level includes customer entrances on the west and south sides, a leasing office on the west side, staff/support spaces, restrooms, storage corridors, and fire exits. The upper level is accessed by stairs and elevators located near the central customer circulation area. The plans also show a pump room and interior fire-area separation, with most of the upper level dedicated to storage units.



Composite Main Level Renovated Floor Plan
 1/8" = 1'-0"



Composite Upper Level Renovated Floor Plan
 1/8" = 1'-0"

RENOVATION



Public Comment

The applicant hosted a public neighborhood meeting for the project on June 18, 2026, from 4:00 p.m. to 8:00 p.m. The meeting was intended to provide the community with an opportunity to review the proposal and discuss questions directly with the project applicant.

Staff received public comments regarding the proposed redevelopment, including concerns about the proximity of the use to nearby residential properties, the overall fit of a self-storage facility near homes, and the potential for moving trucks or related customer traffic to travel through residential streets. Staff also received a nearby resident phone inquiry regarding the potential for moving truck traffic in the neighborhood.

In response to these comments, the applicant stated that self-storage is generally one of the quieter and less intensive uses allowed in the I-1 District and that most customers are expected to access the facility by personal vehicle. The applicant further stated that large moving trucks are expected to be rare, that smaller box truck activity is more common but still substantially less frequent than personal vehicle trips, and that customer visits vary widely, with some tenants visiting often and others visiting infrequently.

Staff recommends conditions related to final landscaping, lighting, signage, bicycle parking, and architectural details as shown on the approved plans. Any substantial modifications to site circulation or access arrangements shall be subject to staff review and approval.

Design Guidelines

The proposal is considered a significant redevelopment and is therefore subject to the City's Design Review Guidelines. Overall, staff finds that the project generally meets the intent of the applicable guidelines through the adaptive reuse of an existing industrial building, architectural enhancements, additional landscaping, permeable paving, and improved customer access and circulation. While a self-storage facility does not create the same level of street activity as commercial or mixed-use development, the proposal incorporates new entrances, storefront glazing, sidewalks, landscaping, and internalized vehicle circulation that improve the site's relationship to the public realm. The architectural improvements, including updated materials, wall treatments, canopies, and coordinated building elements, substantially enhance the appearance of the property.

See attached Plan Commission checklist for further reference.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for Storage Five West Allis, a proposed Light Industrial use, at 7840 W. Hicks St. (Tax Key No. 477-0142-000) subject to the following conditions:

1. All required [building](#), [occupancy](#), [stormwater](#), and related permits shall be obtained prior to commencing work or occupying the facility.
2. Submittal of revised plans to the Planning & Zoning office showing the required bicycle parking spaces for 10 bicycles, preferably split between the west and south customer entrances where practical.
3. Final signage shall require separate review and approval through the sign permit process and shall comply with all applicable location, size, illumination, and design standards.
4. Final site, civil, landscaping, architectural, lighting, stormwater checklist, and utility plans shall be submitted for review and approval by the applicable City departments prior to permit issuance.
5. The applicant shall coordinate construction staging details with City staff and any complete any [drive-way and right-of-way permits](#).