



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

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

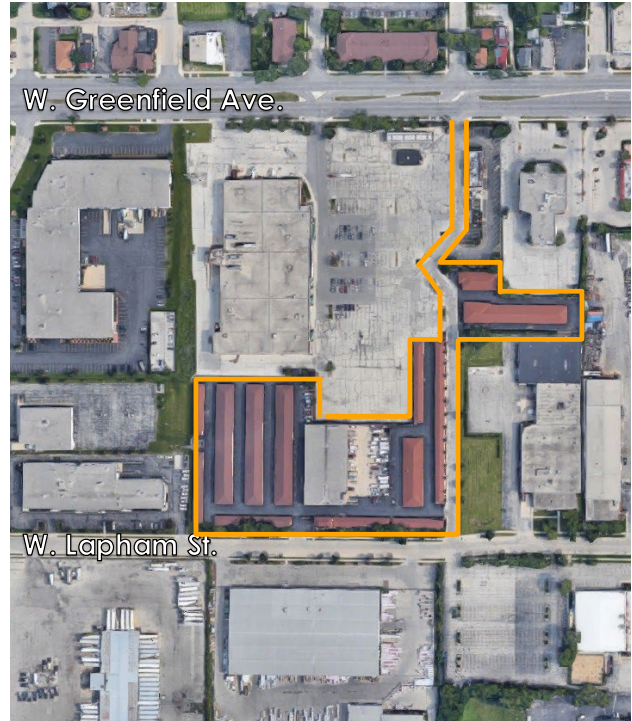
5. Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010)

Overview and Zoning

Storage Rentals of America (SROA) is proposing to demolish an existing paved vehicle storage area and construct a 3-story, 19,160 sq. ft. climate controlled self-storage building. The proposed building will be built up against an existing building but will not be connected to it.

Hours of Operation: 9:30am – 5:30pm

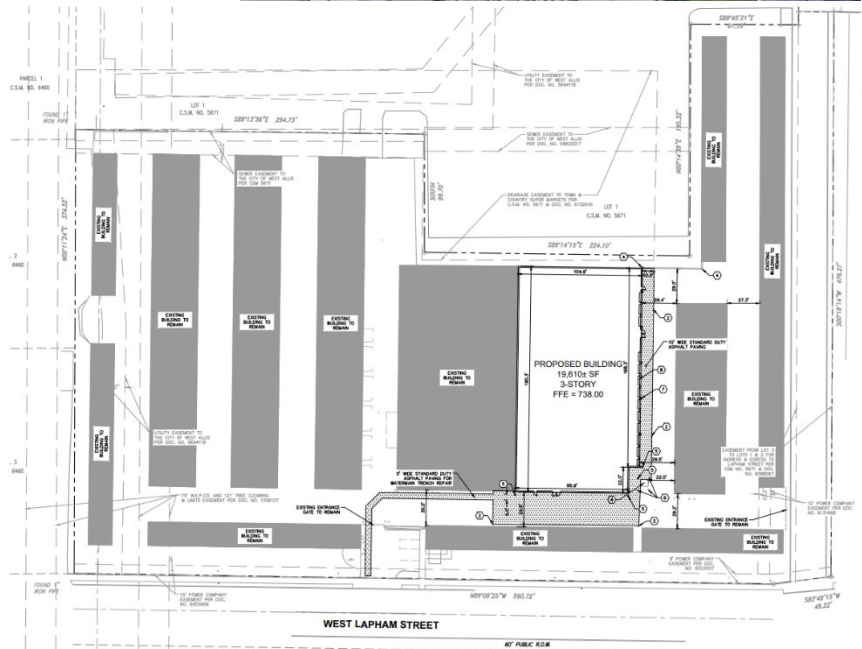
11108 W. Lapham St. is zoned C-3. Light Industrial uses are not allowed in the C-3 district. The use is legal non-conforming, but since the overall land area of the existing property is not expanding, the building addition is allowed to proceed (subject to Plan Commission site, landscaping and architectural design review and building permits).



Site & Landscaping Plan

The proposed new building will be centrally located on the site, replacing the former outdoor vehicle storage area. Direct vehicle access will be available via garage doors on the East side of the building. No other site changes are proposed.

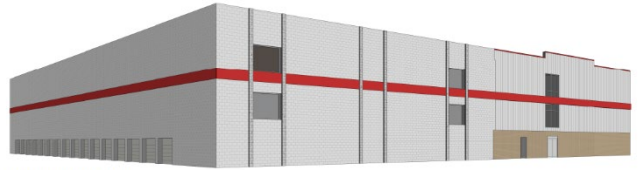
SROA is not proposing any changes to the previously approved landscaping plan.



Architectural Plan

Since the previous Plan Commission, meeting, Staff met with the architect and applicant and agreed on a series of changes to improve the architectural plan. Changes include adding windows, adding details to the Northern façade, adjusting the color of the attached existing building, and improving the quality of materials to quality metal paneling or fiber cement board.

The applicant submitted an updated set of architectural plans responding to staff comments.



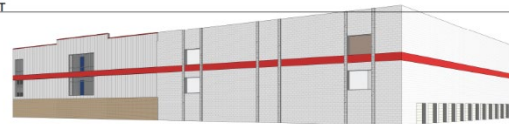
AD201.0.4 - FRONT LEFT



AD201.0.3 - FRONT RIGHT

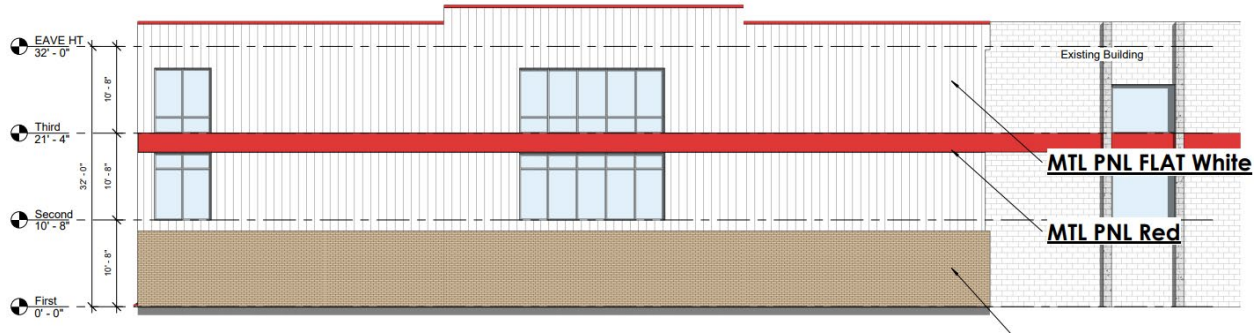


AD201.0.2 - REAR RIGHT

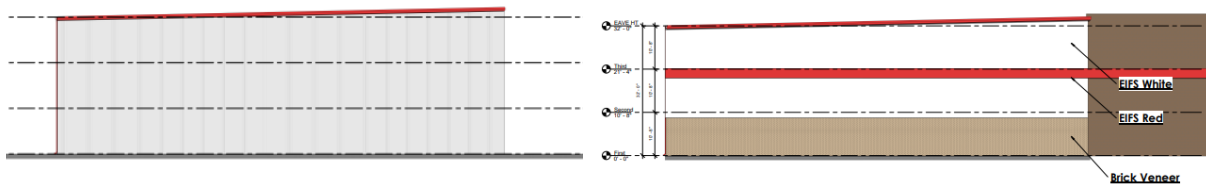


AD201.0.1 - REAR LEFT

The upper levels of the North façade are visible from W. Greenfield Ave. and the Festival Foods. The updated architectural plans include new, higher quality materials including flat metal panel in white and red and a brick veneer at the base. The North façade now includes a raised central feature of the roof, a large central set of windows and a set of windows at the corner looking into the staircase. Additionally, the original structure will be painted white to match the addition.



Updated submission



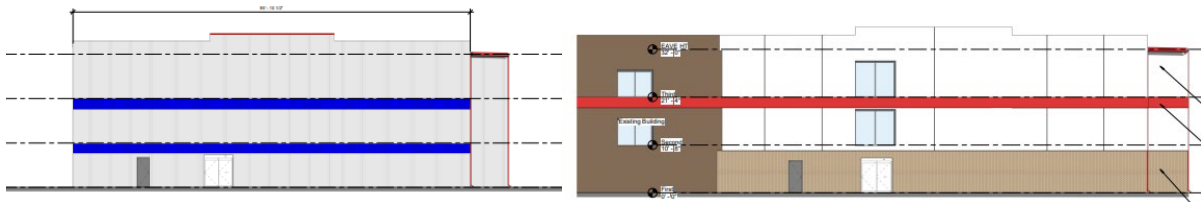
Original submission

First update

The upper levels of the South façade are visible from W. Lapham St. and is the front of the property. The updated architectural plan includes a set of windows and carries the red cornice across the top. Staff recommends adding a second set of windows to the right of the current set. This will help to visually balance the building, as the original structure has 2 sets of windows.



Updated submission



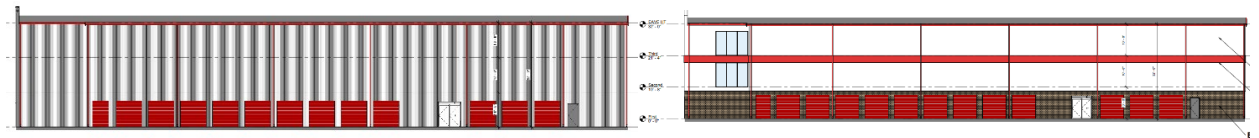
Original submission

First update

The East façade is slightly modified from previous submittals. A set of windows align with corridors at the Southeast corner. Brick veneer will be wrapped around the first story and flat metal panels across upper stories. (Colors appear slightly distorted in the pictures below due to compression of lines.)



Updated submission

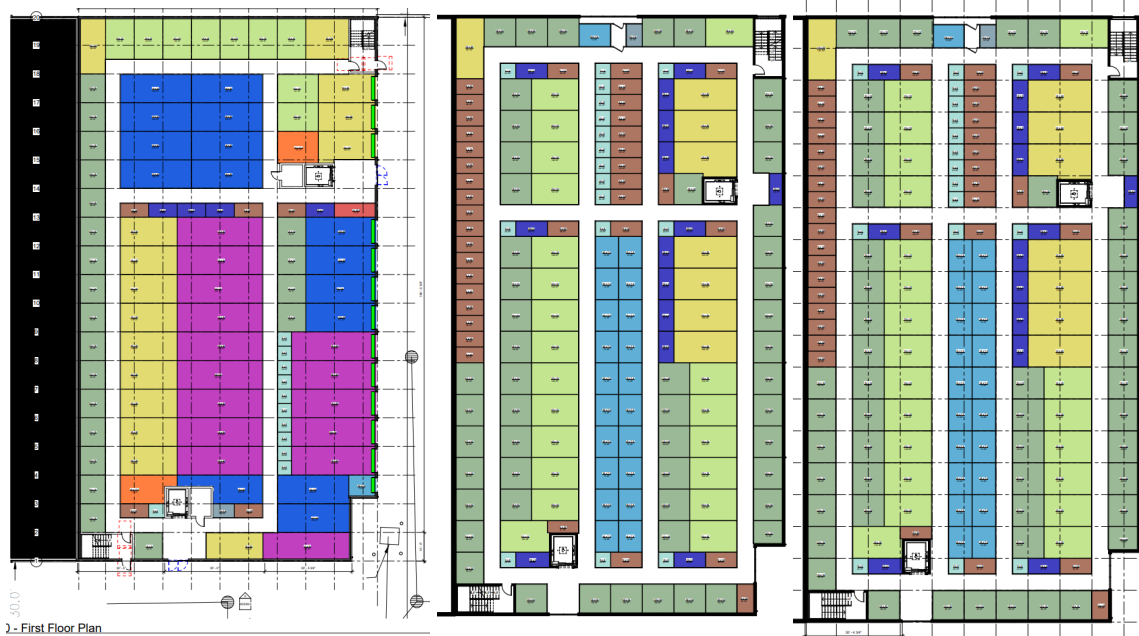


Original submission

First update

Floor Plan

The interior floor plan is designed to maximize the amount of storage space available in the building. The first-floor's East side includes units that open directly to the building's exterior. The second and third floor includes certain units shifted to allow for windows.



Design Guidelines

The project is considered significant redevelopment; compliance with the design guidelines is mandatory.

The updated proposal mostly responds to the 3 design guidelines original submissions failed to meet:

- **1b. Context - Site:** The addition complements the existing building without exactly replicating. The addition should balance the façade; there are some imbalances due to window alignment.
- **2a. Public Realm – Active Ground Floor:** No visible blank walls.
- **3a. Quality – Building:** Improved materials and façade details.

See attached Plan Commission checklist for further reference.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010) subject to the following conditions:

(Item 1 shall be satisfied prior to the issuance of building permits)

1. Submit updated plans to the Planning & Zoning office to show (a) second set of windows on the Southern façade.

PLAN COMMISSION CHECKLIST

1.

Goal:
Context

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Neighbor	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	
b. Site	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	

2.

Goal:
Public Realm

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Active Ground Floor	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	
b. Build for People	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	
c. Mitigate Impacts	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	

3.

Goal:
Quality

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Building	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	
b. Environment	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	