



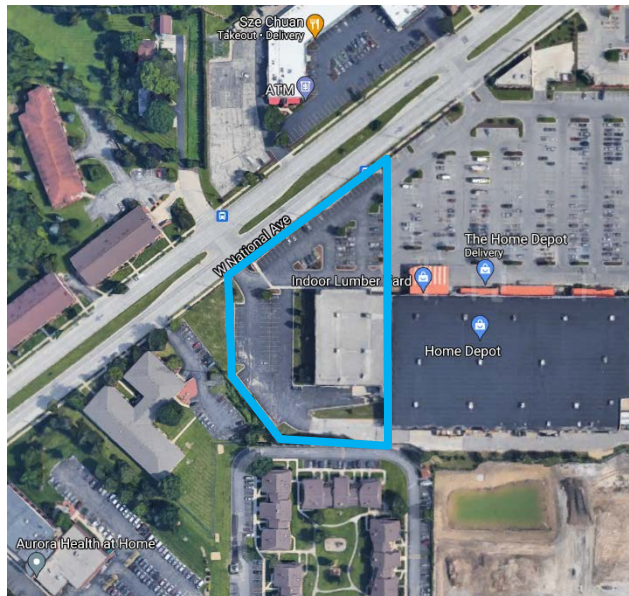
STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 23, 2021
6:30 PM
City Hall – Room 128

- 5A. Special use permit for a haunted house to be located within an existing commercial building (former Michael's) located at 11135 W. National Ave.**
- 5B. Site, landscaping and architectural for a haunted house to be located within an existing commercial building (former Michael's) located at 11135 W. National Ave. submitted by Scott Cowman d/b/a Root of All Evil (Tax Key No. 520-9965-036).**

Items 5A and 5B may be considered together.

Overview & Zoning

The applicant is proposing to lease the former Michael's site at 11135 W. National Ave. to build out and operate an indoor Haunted House as well as an escape game, paintball gallery, football bowling, giant pong, and video games. Outside, they plan to have various food trucks, axe throwing, and other games. The outside area will be fenced off. The applicant emphasizes safety as a priority with hired off-duty police officers, metal detectors, and video surveillance. They plan to operate between September 24th to November 6th between 6pm to 12:30am. They have expressed interest in getting a beer vendor license. The property at 11135 W. National Ave. is zoned C-4 Regional Commercial District. Under the City's Zoning Code, we are treating this use as a Place of Assembly for over 15 people and that use requires a Special Use Permit. A public hearing regarding the Special Use Permit application for Root of All Evil is scheduled for July 13, 2021.



Operations

Hours of operation
21 days between September 24 – November 16
Thursday – Sunday: 6 pm – 12:30 am

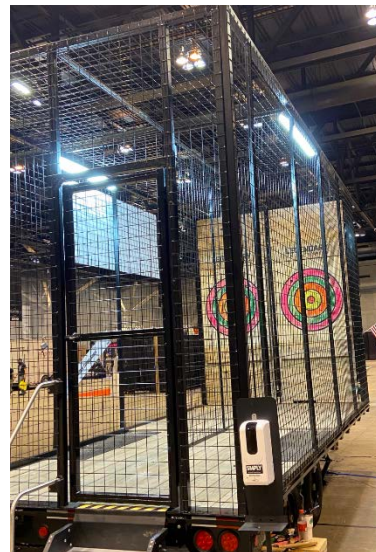
This operation is intended to be temporary. If they do well this first year, the applicant may make this a more permanent establishment, which will require more stringent code adherence and likely an updated term on the special use.

This project expects to employ up to 40 people. The total project cost is estimated at \$100,000.

The project has a strong emphasis on safety. They will hire off-duty officers, have metal detectors, video surveillance, and radio communication.

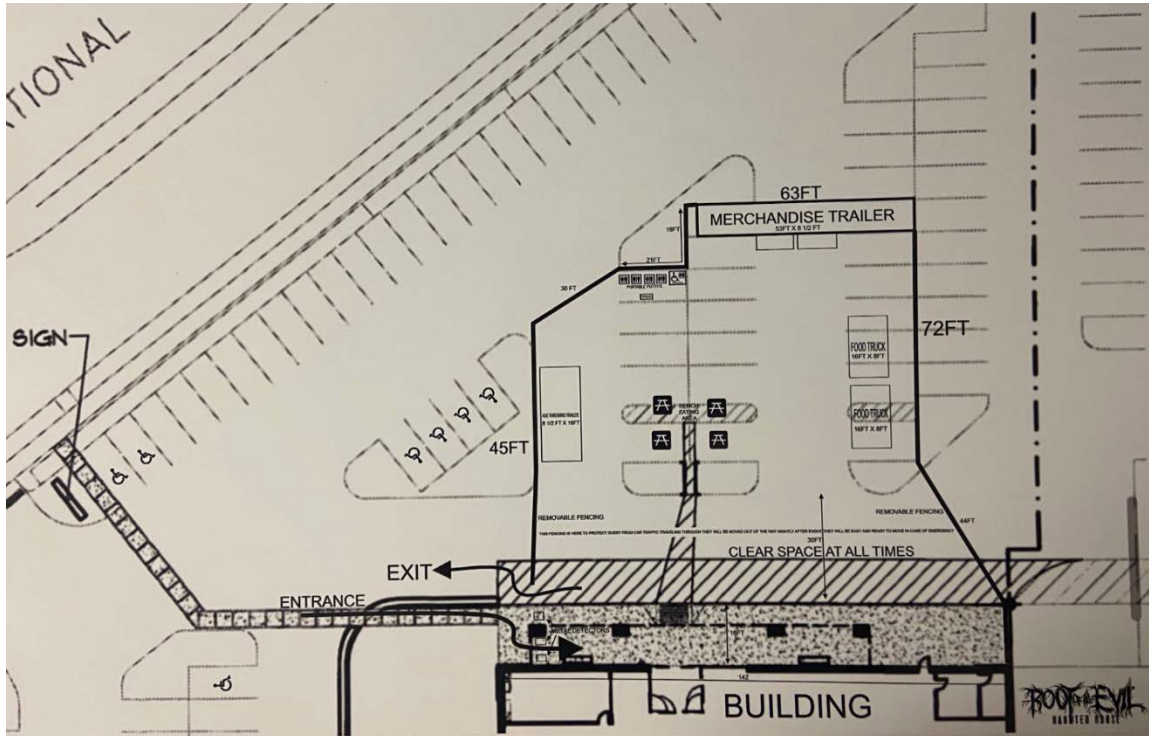
Architectural Plans

The applicant is not proposing any architectural changes to the property.



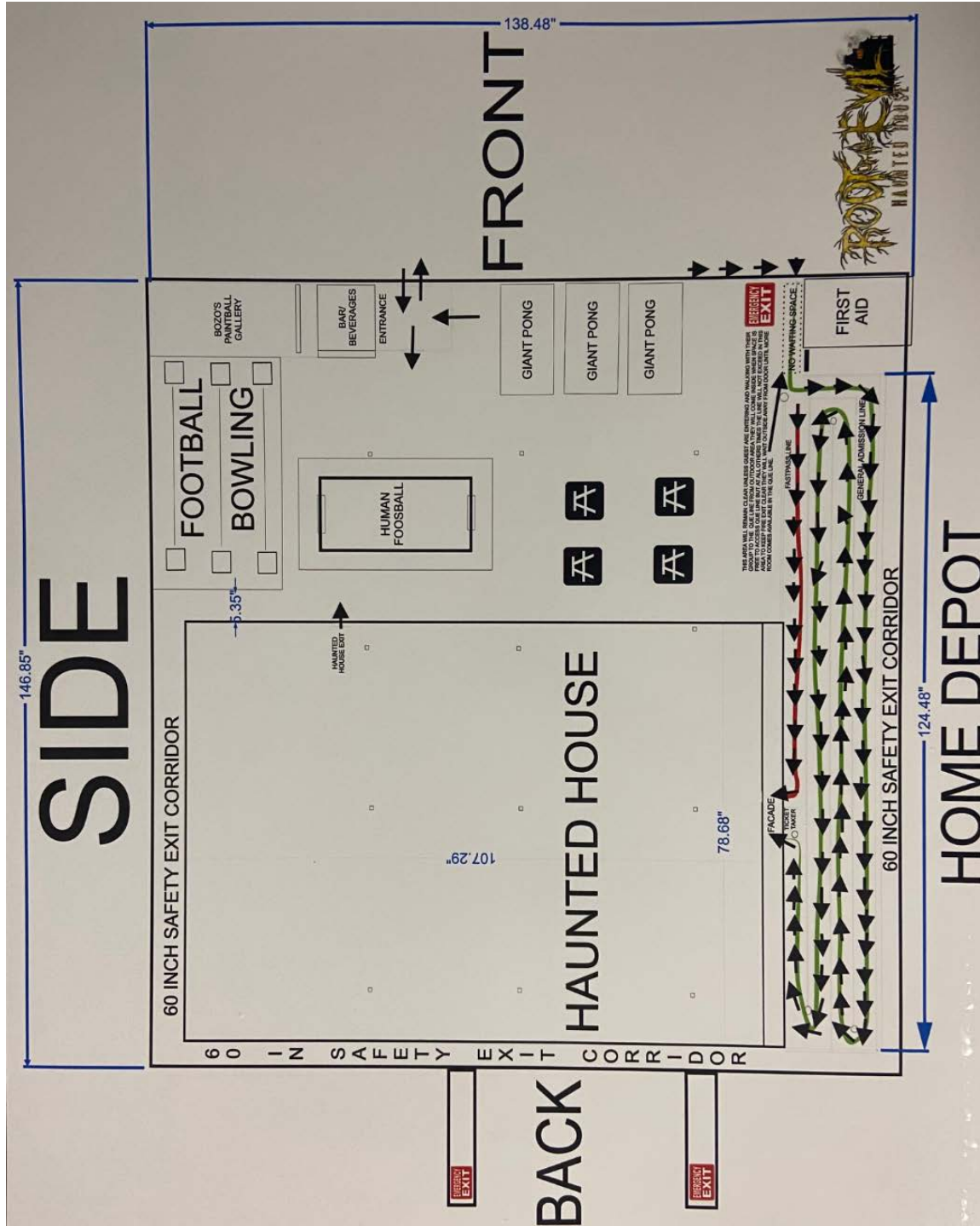
Site & Landscaping Plan

The applicant is not proposing any new landscaping than what has already been approved from a previous plan. The applicant will be adding an outdoor fenced off space for games, food, merchandise, and portable restrooms to the north of the front entrance. The southern portion of the fence will be moved at the end of every night and in case of emergencies to allow for vehicular movement in front of the stores.



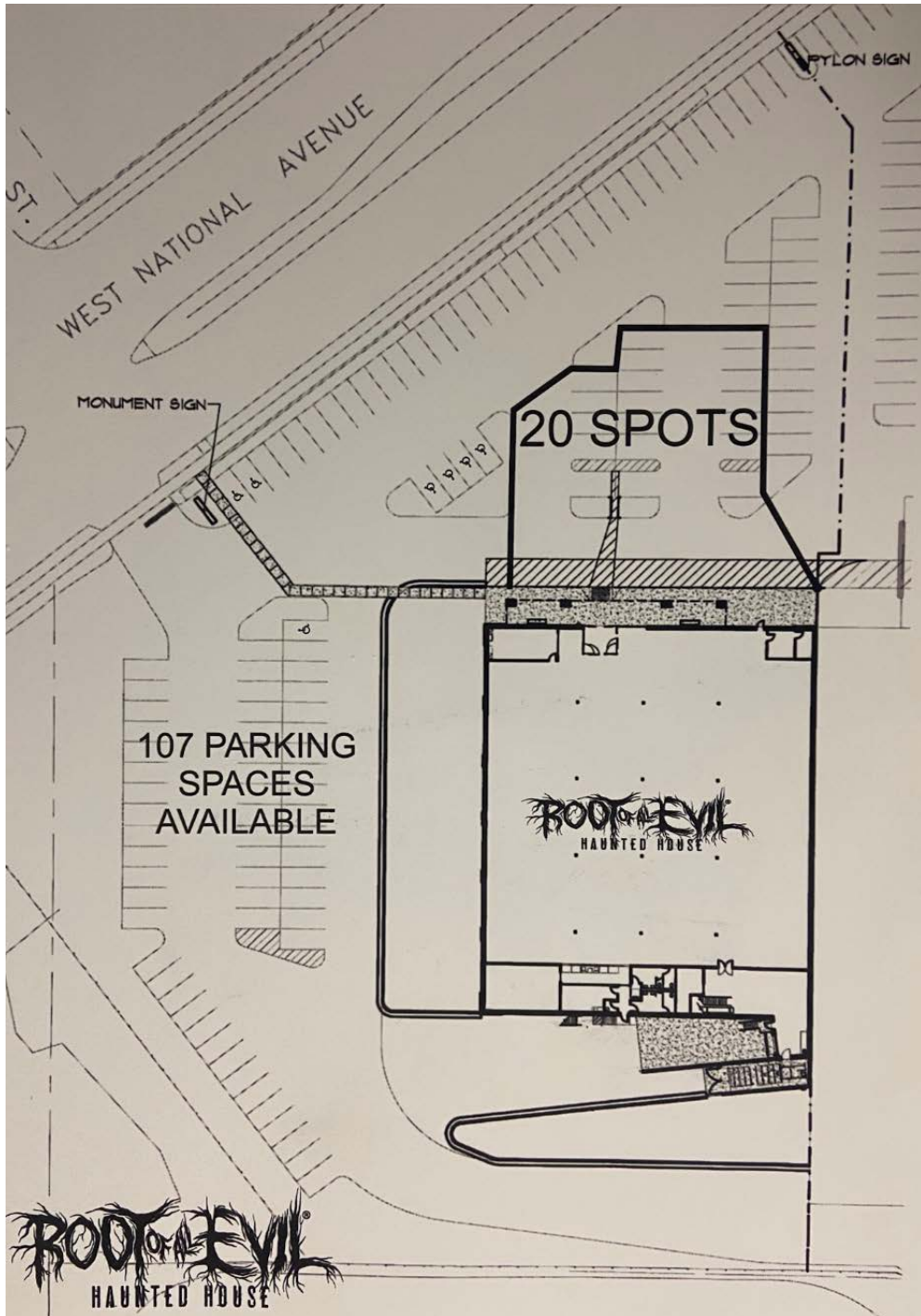
Floor Plan

The commercial space is approximately 20,000 square feet. The front/north part of the building will be accessed by the main entrance and house various games like football bowling, human foosball, and giant pong. The rear half of the building will be the haunted house, which is accessible via the emergency exit in the front of the building and in the rear. The haunted house is roughly 8,400 square feet and consists of a labyrinth of rooms, which takes about 25 minutes to walk through. Actors will hide in built in closets for optimal scares. There will be emergency exits provided.



Parking Plan

The fenced in area will occupy 20 parking stalls, leaving 107 parking spaces available. The Place of Assembly/theater use requires one space for every one hundred square feet of area. Based on the code the applicant is required to have 200 off-street parking stalls. Based on a study from a consultant, Haunted House attendees have an average of 3.4 people per vehicle. The applicant is seeking support from Home Depot to use some of their parking stalls after they close. Common Council in its consideration of the use, on a temporary basis, may modify or set the total off-street parking requirement.



Recommendation: Recommend Common Council approval of the Special use permit for a haunted house to be located within an existing commercial building (former Michael's) located at 11135 W. National Ave., and approval of the site, landscaping and architectural plans submitted by Scott Cowman d/b/a Root of All Evil (Tax Key No. 520-9965-036), subject to the following conditions:

(Items 1 through 2 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping, and Architectural Plans being submitted to the Planning & Zoning program to show the following: (a) details and proof of contract with security services; (b) confirmation of any shared parking arrangements; (c) plans to indicate trash and recyclable containers on site and waste hauler/removal services contract; (d) ADA parking being provided and properly designed; (e) scope of work to detail the date when removal of fencing and other apparatus will be removed from the site after the completion of the event. Contact Tony Giron, Planner at 414-302-8469.
2. Common Council approval of the Special Use (scheduled for July 13, 2021) and applicant's acknowledgement of the Special Use Permit Resolution.

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

3. Sign permit being applied for with Planning and Zoning for compliance review in accordance with the signage ordinance.