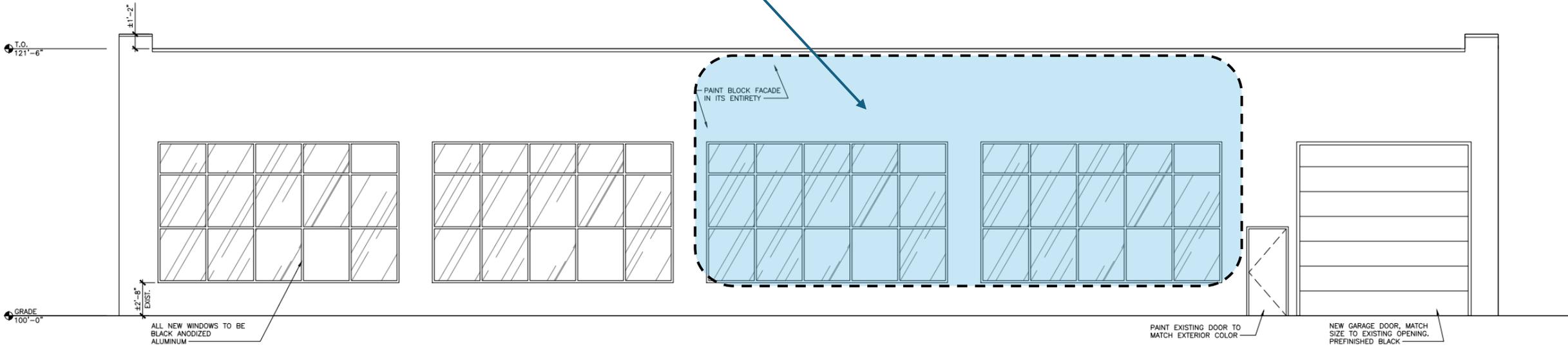


6325 W National Ave.



Infill two window openings For new Mural Location

PAINT COLOR SCHEME	
SW 6186 "DRIED THYME"	MAIN BUILDING COLOR
SW 6440 "COURTYARD"	DARK GREEN ACCENT COLOR (MARQUEE & COLUMNS AT ENTRY)
SW 8917 "SHELL WHITE"	CREAM ACCENT COLOR (EXISTING VERTICAL SIDING AT ENTRY)



West Elevation

WEST ELEVATION
SCALE: 1/4"=1'-0" (30x42)

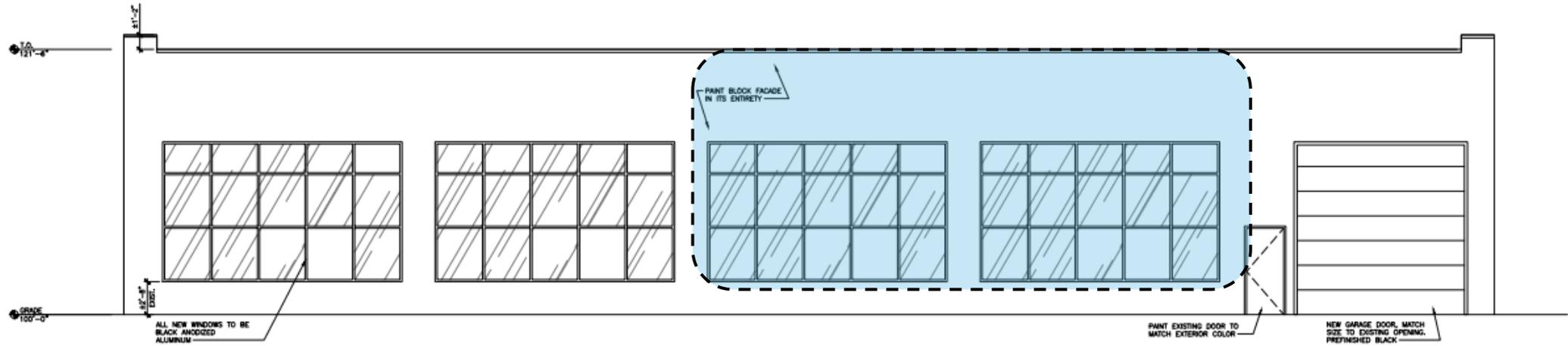


Mural Location



Approved Plan December 2023

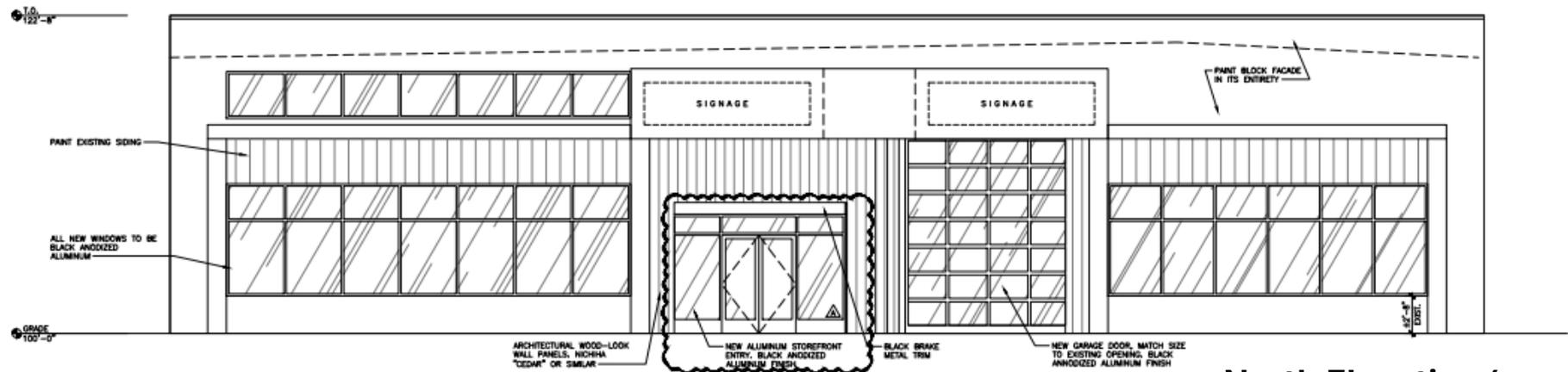
PAINT COLOR SCHEME	
SW 6106 "DRIED THYME"	MAIN BUILDING COLOR
SW 6440 "COURTYARD"	DARK GREEN ACCENT COLOR (MARQUEE & COLUMNS AT ENTRY)
SW 5917 "SHELL WHITE"	CREAM ACCENT COLOR (EXISTING VERTICAL SIDING AT ENTRY)



West Elevation (Area of Work)

WEST ELEVATION
SCALE: 1/4"=1'-0" (30x42)

2



North Elevation (no change)

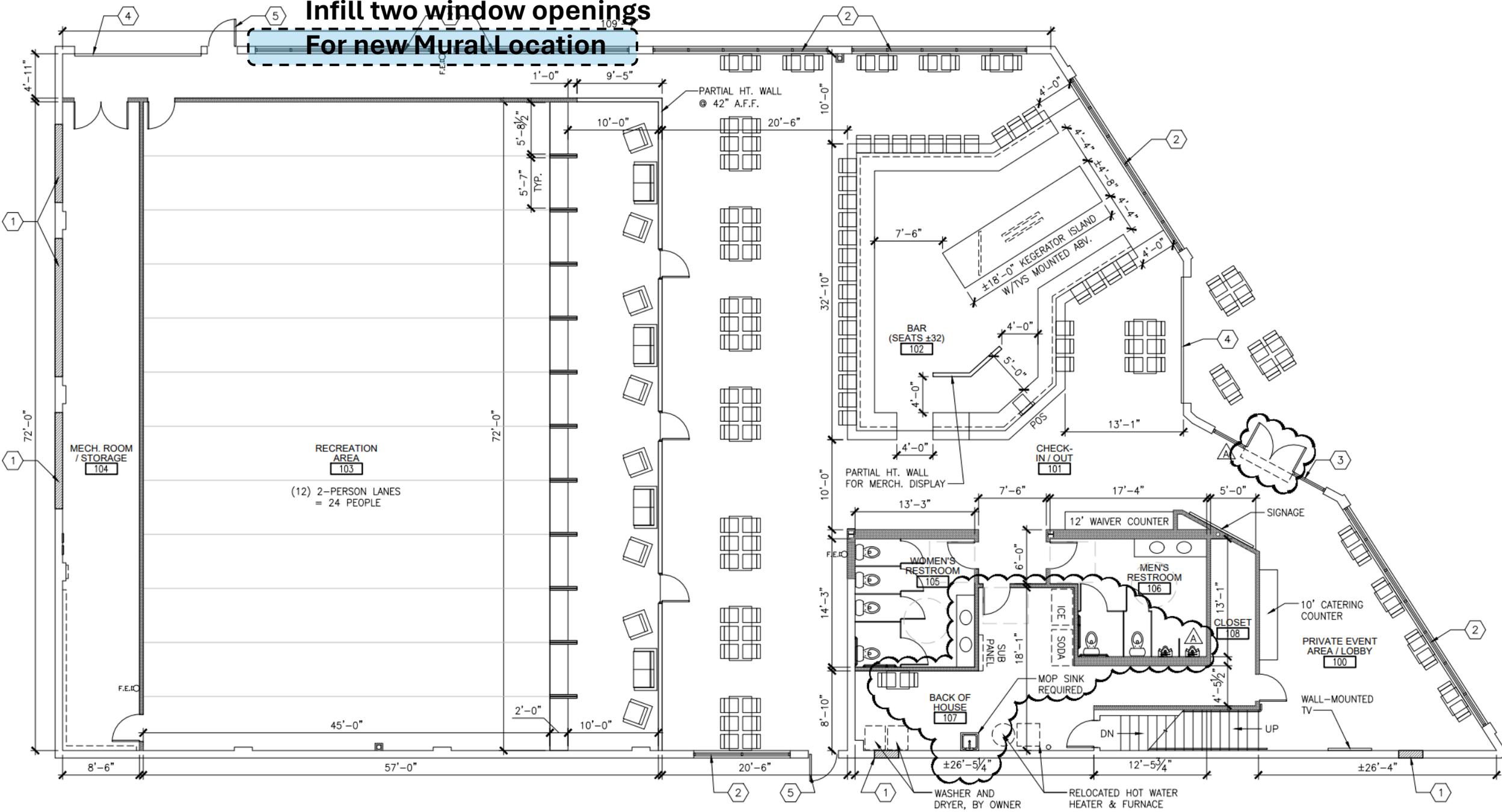
NORTH ELEVATION
SCALE: 1/4"=1'-0" (30x42)

1

MKE Brewer themed concept (not actual proposed artwork)



Infill two window openings For new Mural Location





**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, December 14, 2023
5:00 PM**

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

- 3A. Conditional Use Permit for Bars & Recreation, a proposed Recreation (indoor) and Tavern use, at 6325 W. National Ave.
- 3B. Site, Landscaping, and Architectural Design Review for Bars & Recreation, a proposed Recreation (indoor) and Tavern use, at 6325 W. National Ave. (Tax Key No. 454-0122-001)

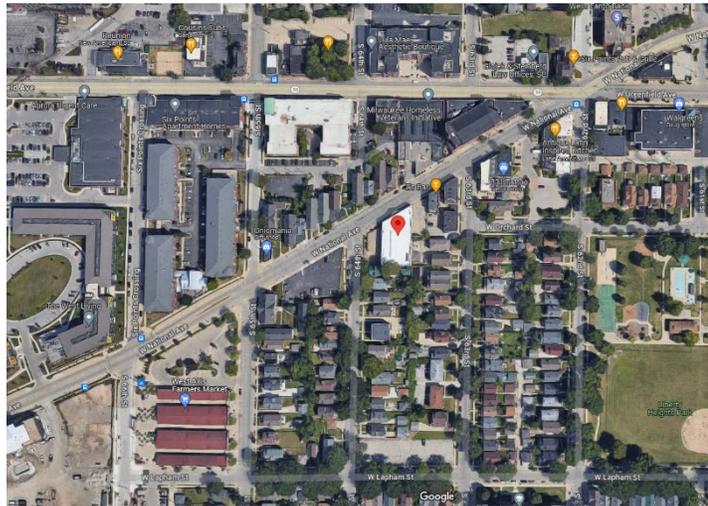
Overview and Zoning

Bars and Recreation is a group of activity bars offering immersive experiences with cutting-edge activities, creative drinks, and customer service. Bars and Rec has purchased the former Cas-Tech building at 6325 W. National Ave. in April of 2022.

The concept planned for the West Allis location would offer an entertainment destination for groups of 2-6 players per area, combinable for large groups of up to 50 (half the facility) or 100 (entire facility) playing at the same time. Playing areas can be reserved in blocks of 1.5 hours for small groups or 3+ hours for larger groups. Like all Bars & Rec facilities, the concept will be designed as a fully immersive experience including custom-built playing areas, equipment, and décor. The percentage of sales related to the types of business planned on site include 60% entertainment, 25% alcohol, 10% food, and 5% other/retail.



Existing building 6325 W. National Ave. built in 1948



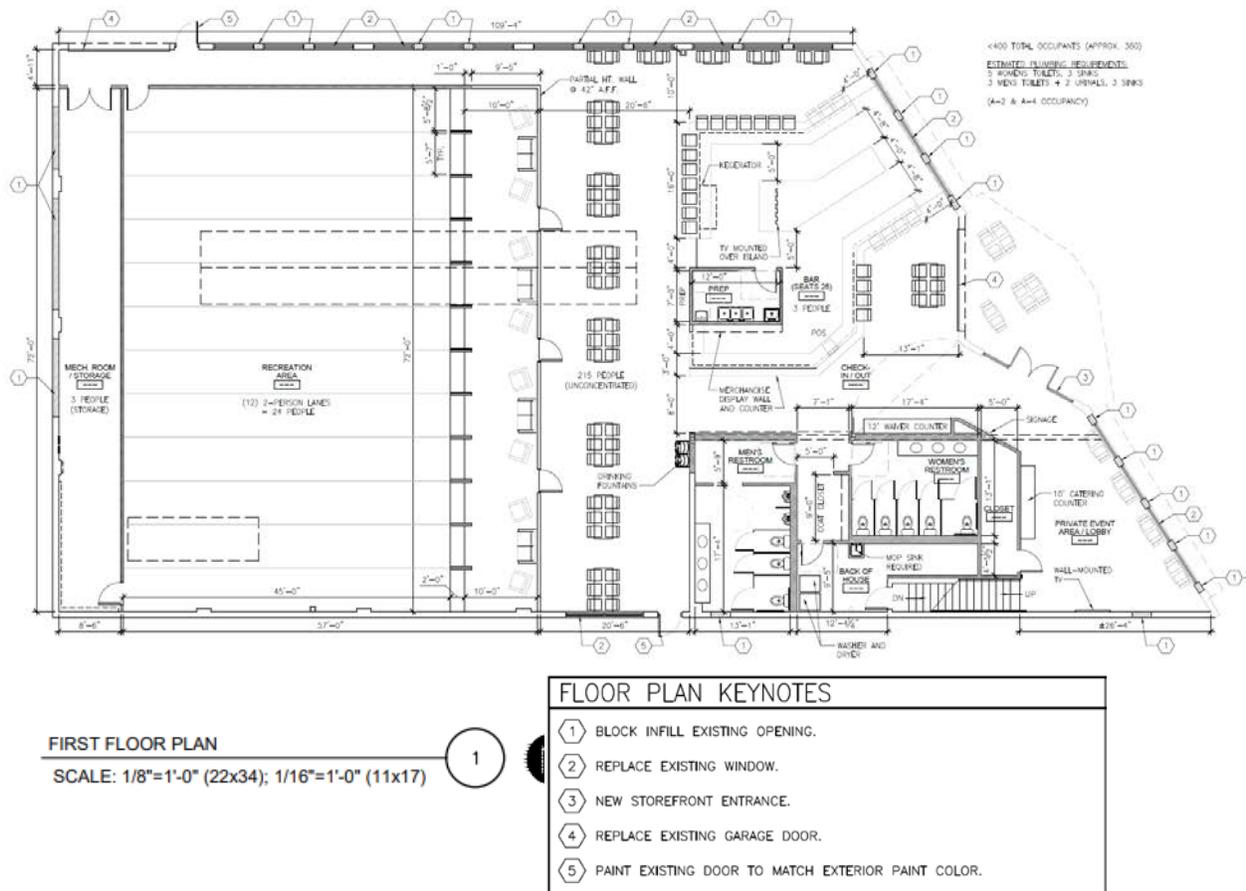
Hours: open to the public Wednesday-Sunday from approximately 4:00pm-midnight on weeknights, and 11:00am-1:00am on weekends. The establishment may also be open Mondays and Tuesdays after demand becomes more stable.

The property is zoned C-3 commercial district and while a tavern is considered a permitted use (and regulated under the existing class B license), the indoor recreation use is a conditional use within the C-3 commercial zoning district. The zoning definition of indoor recreation is a primary function of the business where individual customers and groups will assemble, typically by appointment, to play games of skill for entertainment purposes.

The project schedule ahead includes a public hearing being conducted first on December 12 @ 7pm, and then followed by Planning Commission on December 14 @ 5pm. It's a bit different from typical order, but with our end of year meeting schedule being limited, Planning has recommend advancing in this manner to expedite the public notice and participation process in advance of the Planning Commission. Plan Commission design review consideration being conducted on December 14th.

Bars and Recreation anticipates construction being commenced in the first quarter of 2024 with a soft opening contemplated in Spring. A project description provided by the applicant is included with this staff report.

Floor Plan - The overall building is about 12,450-sf which includes a nearly 1,600-sf mezzanine. Floor areas will be remodeled from their prior industrial use to include a customer lobby, bar, seating areas, entertainment/play area, and a mezzanine for special events.



The overall floor area from an occupancy standpoint will be about 360 people. The recreation area will feature 12, 2-person lanes (24 people) with adjacent viewing and seating area for 215 people (unconcentrated). The bar area seats 25, and additional seating will be located in the front lobby and a few tables are shown outside in front of the building. The mezzanine level will offer a special event area for 49 people. Staff notes that there are about 250 parking spaces within 1000-ft of the property. This includes city parking lots, the subject B&R property, and on-street parking.



Site and Landscaping

There are two accessory off-street parking lots on each side (east and west) of the building. The west lot will feature 6 parking spaces (includes one ADA stall) and is accessible from S. 64 St. and the east lot has 8 parking spaces and is accessible from W. National Ave.

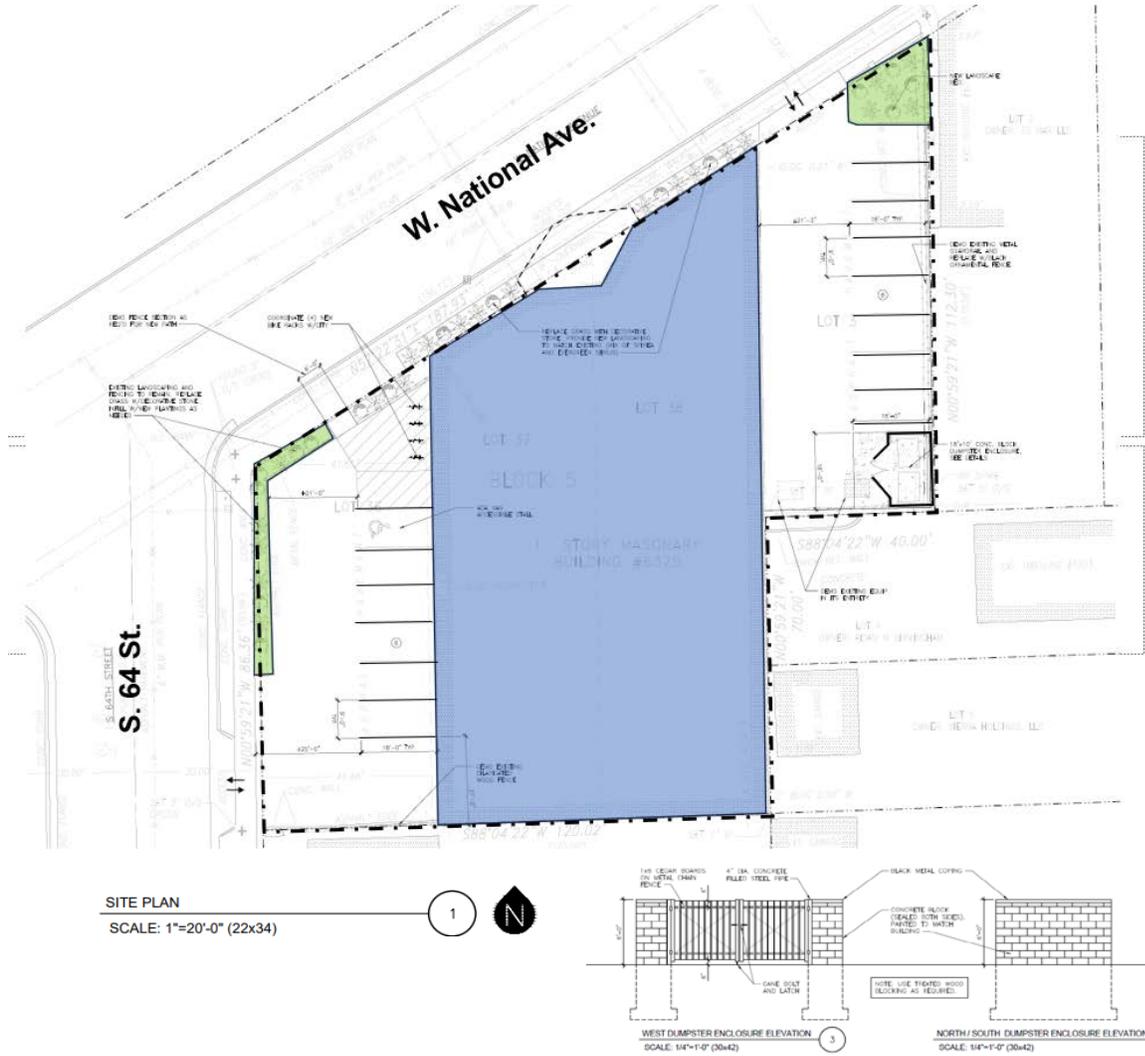
East parking lot - The existing guardrail along the east side of the property will be removed, and a new decorative black metal fence will be installed around the east and south perimeter of the parking lot. A new landscaping bed will also be installed at the NE corner of the property. Staff is recommending that the landscaping plan include a schedule to identify species and quantity on site.

West parking lot – The existing west parking lot features a black ornamental fence and landscaping. These features will remain but be modified to infill and freshen up the landscaping, and also to remove a section of fencing to allow for direct access to/from the front door of the building to the parking lot. An



old section of fencing and pipe railing on the very south end of the parking lot will be removed. On the north end of the parking lot near W. National Ave. 4 bike racks will be installed and also a new ADA parking space with accessible aisle.

The refuse area will be located on the east side of the building and enclosed within a 4-sided enclosure. A former Cas-Tech filtration system will be removed from the site (currently in the east parking area).



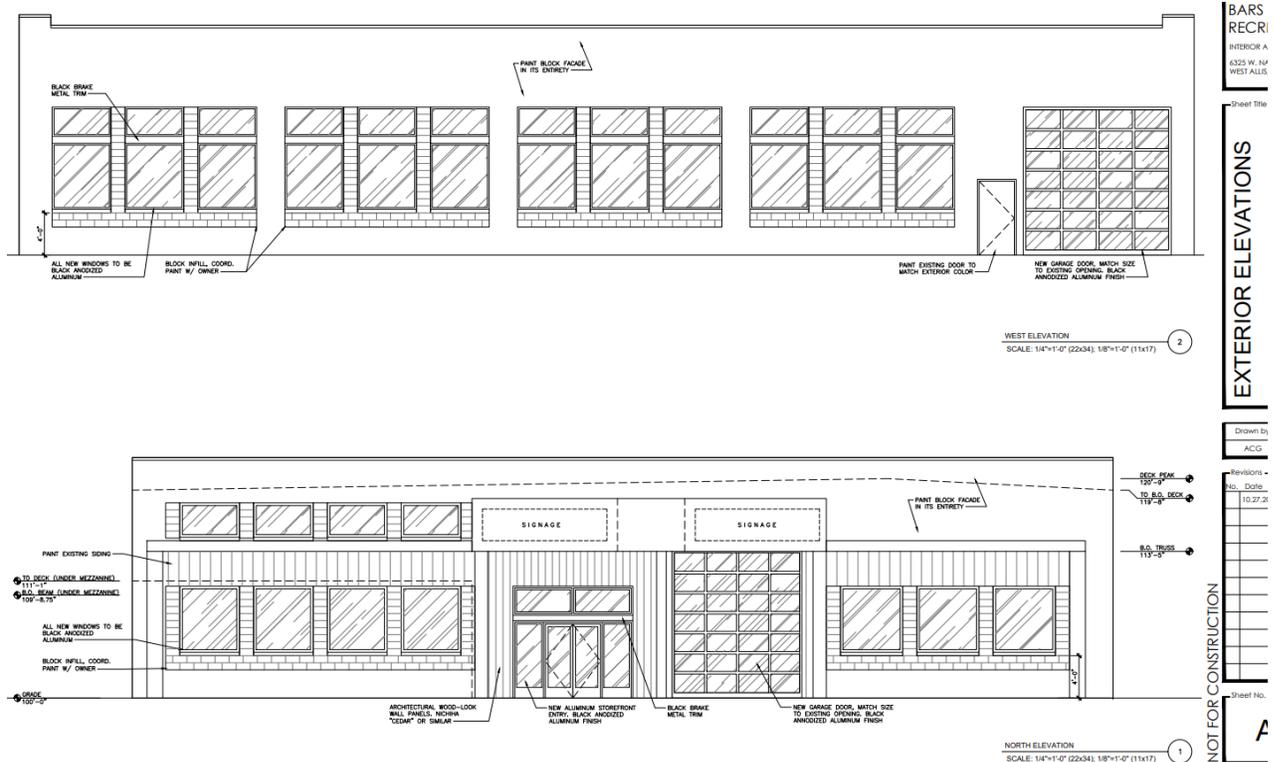
The redesigned W. National Ave. corridor streetscape was completed and reopened over the summer. The new public sidewalk fronts alongside the north side of the building, a new hardscaped terrace area, street trees, and curb extension are featured along the street frontage. The site/landscaping plan should reflect the new streetscape geometry. Any proposed outdoor seating areas will need to be located so as to not impede passage of pedestrian foot-traffic along the city sidewalk.



Architectural

Overall, the architectural presentation is a welcome change for this adaptive reuse of a former light industrial building. The following staff comment (also reflected in the recommendation):

- As proposed in the plan submittal, the existing window openings will be reduced in size to accommodate the new window systems. Staff isn't opposed to the removal of existing glass block but is recommending the applicant install a new window that fits the existing opening vs. cement block infill of openings (and smaller windows) on north and west facades. Our preference is to preserve existing opening size with a similar but more modern/energy efficient "shop window."



Exterior materials include repainting the overall building (cement block and metal siding), new business signage (upon existing projecting canopy/marquee), new windows, new siding materials within the main entry area ([nichiha](#) "cedar" or similar fiber cement product). The south and east elevations will offer infill of existing openings.



Recommendation: Common Council approval of the conditional use and approval the Site, Landscaping, and Architectural Design Review for Bars & Recreation, a proposed Recreation (indoor) and Tavern use, at 6325 W. National Ave. (Tax Key No. 454-0122-001), subject to the following conditions:

(Item 1-2 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. Common Council approval of the Conditional Use Permit (Public Hearing December 12, 2023).
2. Revised site, landscaping, and architectural plans being submitted to the Planning and Zoning Office to show the following: (a) new windows that fit existing openings on north and west facades; (b) evaluate structural integrity of retaining wall and adjacent parking lot, abate any rodent issues, and repair/replace as necessary; (c) new metal fence details being provided; (d) site and landscaping plan revisions to accurately show W. National Ave. streetscape as built; (e) landscaping plan to include a schedule to identify species and quantity on site;.
3. Signage and exterior lighting plans being submitted to the Planning and Zoning Office for permit design review.