



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

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

- 2A. Conditional Use Permit for Dunkin', a proposed Restaurant with accessory drive-through service, at 7801 W. Greenfield Ave.**
- 2B. Site, Landscaping, and Architectural Design Review for Dunkin', a proposed Restaurant with accessory drive-through service, at 7801 W. Greenfield Ave. (Tax Key No. 452-0566-000)**

**Overview and Zoning**

The lot at 7801 W. Greenfield Ave. has been vacant since 2015. Ravi Pandya of Pandya Network, a Dunkin' franchisee, purchased the site and is proposing a 2-tenant building. The building would include a Dunkin' restaurant with accessory drive-through service and space for another restaurant tenant to be named later. The project team plans to finish construction by Fall 2023.

Hours of Operation: 5am - 8pm daily

7801 W. Greenfield Ave. is zoned C-2. Restaurants are a Conditional Use in the C-2 zoning district. Accessory Drive-Through Service is also Conditional Use in the C-2 district.



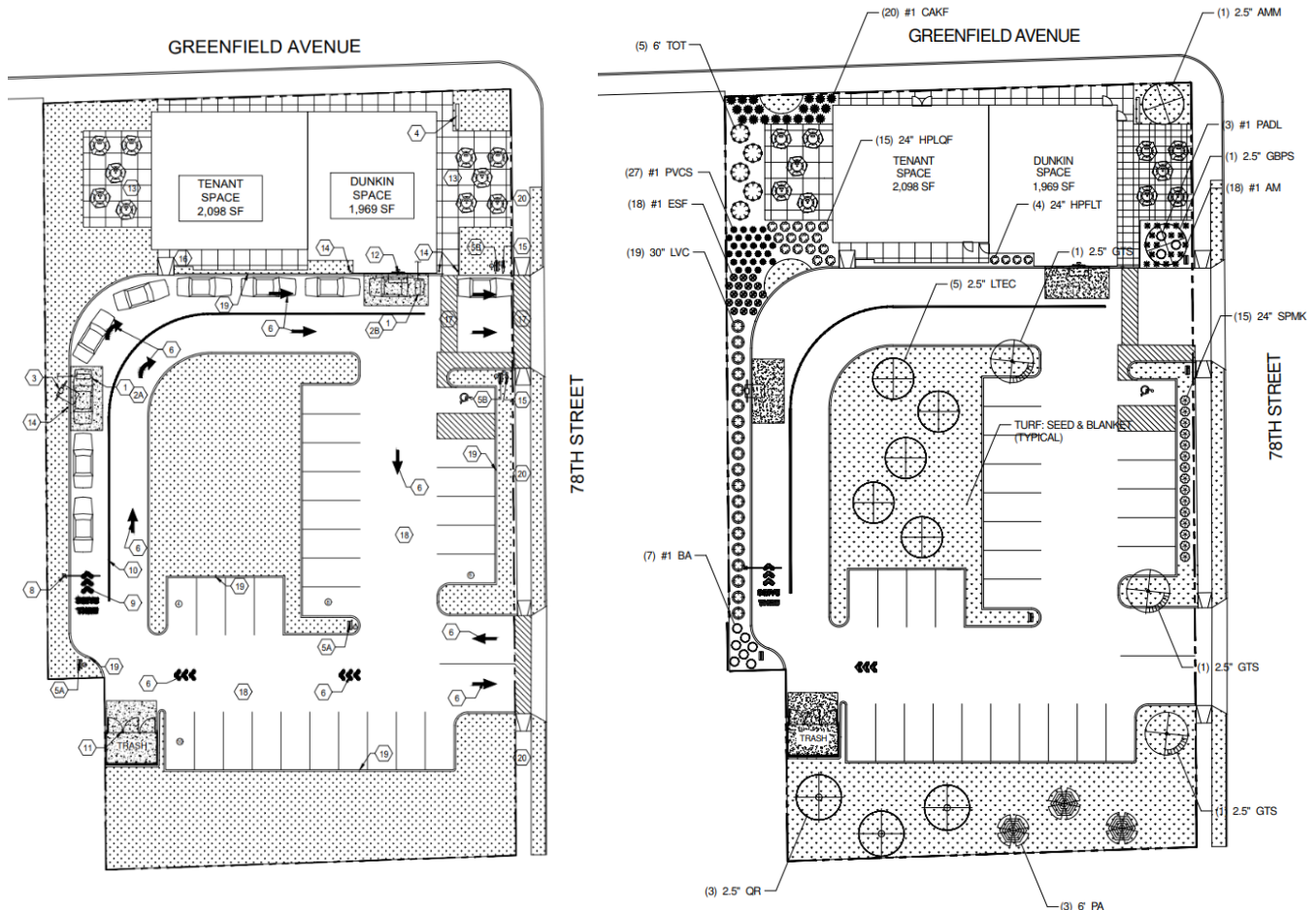
**Site Plan**

Dunkin's proposed site layout is designed to complement the main-street style development along W. Greenfield Ave. The building is located close to the lot line, well within the 10' maximum front setback. The entrances to the building are connected to the public sidewalk by more paving, creating a functionally wider sidewalk along W. Greenfield Ave. Active, outdoor dining areas for both tenant spaces are included on either side of the building, adjacent to W. Greenfield Ave. and at the corner with S. 78<sup>th</sup> St. This layout activates the street frontage, contributes to the street wall and public realm, and strongly orients the development towards pedestrians.

Parking and drive-through service are located at the rear of the site, separated from the main street by the building, buffered from S. 78<sup>th</sup> St. by landscaping, and accessible via 2 driveways along S. 78<sup>th</sup> St. Drive-through patrons will enter via the Southern driveway, drive along the West lot line to place an

order, and receive service along the rear of the building before exiting via the Northernmost driveway to S. 78<sup>th</sup> St. The Northernmost driveway functions as exit only.

The proposed parking area includes 28 stalls; 26 are allowed by code. The applicant has agreed to adjust plans to eliminate 2 parking stalls to comply with the code. No bike parking is shown; 2 spaces (1 rack) are required by code. The applicant has agreed to add bike parking to comply with the code.



**Landscaping Plan**

The proposed landscaping plan includes ample landscaping with 17 different species. The Northwest corner of the lot, adjacent to an outdoor dining space, is the most densely planted with a variety of ornamental grasses along with arborvitae and bushes to the visually buffer the neighboring site and the rear drive-through. The Northeast corner of the lot is also densely planted with 2 trees and low ornamental grasses and perennials.

The centrally located landscaping bed will function as green infrastructure, collecting stormwater from the parking lot and drive-through. Plans include certain trees which City Forestry has indicated will not thrive in wet soil conditions and should be updated.

Plantings along the West and East lot line will buffer the site from the neighbor and street. 7 trees, including ginkgo, spruces, and oaks, will be planted on the South end of the site to buffer from residential neighbors.

### Architectural Plan

The proposed building is 1-story and 4,067 sq. ft. Most of the structure is 17' 3" tall, with decorative monoliths rising above each tenant's entrance to 21' 9".

The proposed façade includes fiber cement panels (light grey), thin brick veneer (dark grey), EIFS (tan and accent colors), and metal banding. Staff advised the applicant that EIFS is not an accepted material; the applicant agreed to change EIFS to a higher quality material.

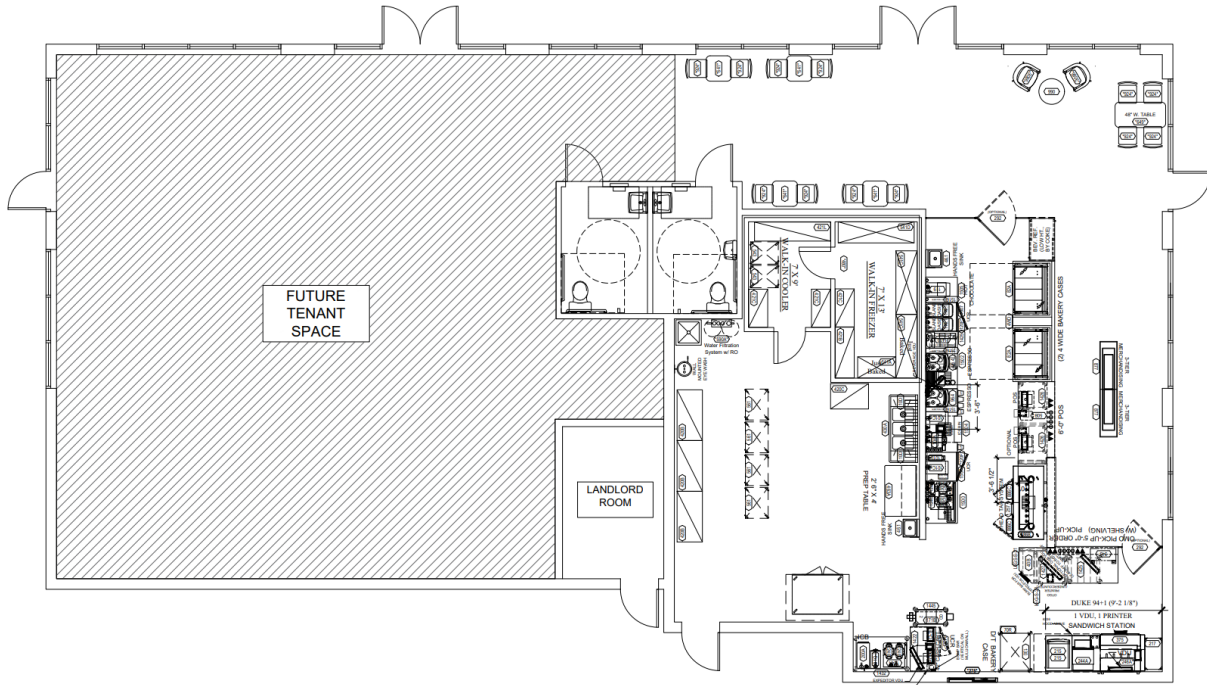
The lower 10' of the proposed façade is primarily thin brick veneer with large, storefront style windows and glass doors on the front (North) and sides (East and West). This section is divided by metal banding from the upper fiber cement panel portion of the façade. This metal banding is painted orange over the Dunkin' tenant space and grey elsewhere. Decorative painted metal parapets top the front of the structure. The upper fiber cement paneling wraps partially around the East and West sides and continues above the drive-in service window on the Eastern rear. The rest of the rear is thin brick veneer.

4 vertical elements in a different material (shown as EIFS in plans) frame the façade. 2 of these elements are located above the main tenant entrances on the front, 1 bookends the South end of the East side elevation, and 1 frames the drive-through service window on the rear. The East side vertical element is the only one that does not extend to above the parapet line. The front elements are slightly different, with Dunkin's dropping down to ground level around the entrance windows and the other tenant space solely above the middle metal banding.



## Floor Plan

The proposed floor plan includes 2 connected tenant spaces. Dunkin's space is located on the East side and is 1,969 sq. ft. The other restaurant tenant's is located on the West side and is 2,098 sq. ft. Both spaces are open to each other at the front and share restroom facilities. The future tenant's space is unplanned at this point. Dunkin's space includes seating and service areas open to the public on the North and East sides of the space; the service counter is centrally located facing East. Kitchen and drive-through service areas for employees are located to the West and South.



## Design Guidelines

As is, the proposed plan satisfies all but 1 guideline objective:

- 3ai. Quality Materials: EIFS is not an accepted material due to history of poor performance.

The applicant has agreed to replace this with a higher quality material; at that point the project will satisfy all design guidelines.

The project also satisfies the drive-through specific technical standards:

1. Drive-through lanes should be located at the side or rear of buildings.
2. Driveways should be located as far away as possible from street intersections.
3. Driveways for corner sites should be located on the secondary street.

This project captures the intent of the City's design guidelines. The development is properly suited to its context: maintaining the pedestrian-oriented commercial main-street design of the corridor, activating the corners with outdoor dining, and protecting vehicle storage and service at the rear. The development complements the public realm with active outdoor uses, people-friendly design, and thoughtful mitigation of parking and services. With changes to EIFS materials, the project will also be of high quality from a building and environmental standpoint.

See attached Plan Commission checklist.

**Recommendation:** Approve the Site, Landscaping, and Architectural Design Review for Dunkin', a proposed Restaurant with accessory drive-through service, at 7801 W. Greenfield Ave. (Tax Key No. 452-0566-000) subject to the following conditions:

(Item 1-5 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 (scheduled for April 18, 2023).
2. Submit revised site, landscaping and architectural plans to the Planning & Zoning office to show the following: a) replace EIFS with higher quality building material; b) replace proposed pole sign on site plan with conforming freestanding sign base; c) removal of 2 parking spaces to comply with Sec. 19.44(2); d) addition of outdoor bike rack to comply with Sec. 19.44(3); e) landscaping planting plan approved by City Forestry.
3. Documentation and approval showing compliance with the City of West Allis Stormwater Management Ordinance, to be submitted to the Code Enforcement Department by a registered Civil Engineer. A stormwater permit must be obtained from the City Building Inspector. Contact Mike Romens, Building Inspector, at 414-302-8413.
4. Planned work or modifications within City right-of-way shall be coordinated with City Engineering. Driveway permits being applied for and obtained through City Engineering for any modifications. Contact Greg Bartelme (414) 302-8367.
5. Common Council approval of a Certified Survey Map to combine both parcels into one lot.



# PLAN COMMISSION CHECKLIST

1.

**Goal:**  
Context

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Neighbor	i. Street wall	<input type="checkbox"/>	
	ii. Scale	<input type="checkbox"/>	
	iii. Historic neighbors	<input type="checkbox"/>	
	iv. Connectivity	<input type="checkbox"/>	
b. Site	i. Orientation	<input type="checkbox"/>	
	ii. Unique features	<input type="checkbox"/>	
	iii. Historic elements	<input type="checkbox"/>	
	iv. Additions	<input type="checkbox"/>	

2.

**Goal:**  
Public Realm

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Active Ground Floor	i. Tall and clear ground floor	<input type="checkbox"/>	
	ii. Street edge	<input type="checkbox"/>	
	iii. Active uses	<input type="checkbox"/>	
	iv. No blank walls	<input type="checkbox"/>	
b. Build for People	i. Engaging spaces	<input type="checkbox"/>	
	ii. Accessible spaces	<input type="checkbox"/>	
	iii. Built-out site	<input type="checkbox"/>	
	iv. Pedestrian connections	<input type="checkbox"/>	
c. Mitigate Impacts	i. Vehicle parking	<input type="checkbox"/>	
	ii. Utilities and services	<input type="checkbox"/>	
	iii. Lighting	<input type="checkbox"/>	
	iv. Fencing	<input type="checkbox"/>	

3.

**Goal:**  
Quality

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Building	i. Quality materials	<input type="checkbox"/>	
	ii. Ground floor	<input type="checkbox"/>	
	iii. Exterior features	<input type="checkbox"/>	
	iv. Quality design	<input type="checkbox"/>	
b. Environment	i. Natural features	<input type="checkbox"/>	
	ii. Manage stormwater	<input type="checkbox"/>	
	iii. Reduce impervious surface	<input type="checkbox"/>	
	iv. Embody sustainability	<input type="checkbox"/>	