



City of West Allis

Meeting Minutes

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, July 23, 2025

6:00 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

B. ROLL CALL

Present 5 - Wayne Clark, Brian Frank, Jessica Katzenmeyer, Brandon Reinke, Kathleen Dagenhardt

Excused 4 - Eric Torkelson, Dan Devine, Lisa Coons, David Raschka

Others Attending

Ald. Grisham, City of West Allis
Robert Blau, Fairview Partners, LLC
Erin Wurtzbacher, Betsy Peckenpaugh, John Peine Architects, Kristy Casey; Optimist's Bazaar
Jeff Hutt, Jason McClure; Beloit Rd. Baptist
David Kircher, Phoenix Financial
William Byers, The Butcher's Word
Evan Crossman, Isaiah Minning, Ryan Neidringer, Katie Monachos; Rinka Architecture

Staff

Steve Schaer, AICP, Director of Planning and Zoning
Jack Kovnesky, Planner
Emily Wagner, Planner

C. APPROVAL OF MINUTES

1. [25-0264](#) June 25, 2025

Attachments: [June 25, 2025 \(draft minutes\)](#)

Katzenmeyer moved to approve this matter, Frank seconded, motion carried.

D. NEW AND PREVIOUS MATTERS

2. [25-0265](#) Site, Landscaping, and Architectural Design Review for F Street 92, LLC, a proposed 5+ Unit Dwelling use, at 1405 S. 92nd St. (Tax Key No. 450-0502-000)

Attachments: [2-3 \(SLA-CSM\) St Al's Redevelopment at 1405 S 92 St](#)

Items 2 & 3 were taken together.

Emily Wagner presented.

Wayne Clark inquired if the developer agreed to the items presented, for example the EV charging port and so forth. Ald. Grisham expressed some concerns and questions,

stating that both herself along with Ald. Kuehn have been working very closely with our community on this development and has some feedback to address. Concerns with the color and the roof line design and character of the development. Visitor parking was addressed along with the traffic concerns with increased congestion in the residential area. Emily Wagner confirmed that staff has brought these concerns to the Engineering Department and we typically defer to their judgment on these issues.

The applicant addressed the concerns presented and offered feedback on the quality of material at the baseline and to flip the terrace on NW to NE. The white paneling actually has a variation of design and texture type of fiber in the panel and won't be as stark as displayed on the rendering.

Additional discussion ensued regarding the amenities, traffic load and parking concerns.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for F Street 92, LLC, a proposed 5+ Unit Dwelling use, at 1405 S. 92nd St. (Tax Key No. 450-0502-000) and Certified Survey Map to split the existing parcel at 1405 S. 92nd St. into two parcels. (Tax Key No. 450-0502-000) subject to the following conditions:

1. Common Council approval of the Certified Survey Map subject to technical corrections.
2. Revised Site, Landscaping, and Architectural plans submitted to show the following:
(a) For all buildings submit updated elevations and a material board to reflect the updated elevations color selections and textures; (b) On the mid-rise building submit updated elevations. Reconsideration of building massing along the frontage with W. Greenfield Ave., and at the NE and NW corners facing intersections. Some Plan Commissioners expressed a need for a 4th level terrace on the NE corner, stronger rooflines, and questioned the (white) exterior material color selection; (c) The first floor base material being reconsidered to reflect an higher quality alternate material; (d) Visitor parking being indicated on the site plan; (e) Twenty-eight indoor bicycle parking spaces and show location of outdoor bicycle parking to comply with Sec. 19.44 Vehicle Parking; (f) One EV charging station in the parking plan; (g) Increase landscaping screening for the southern parking lot and overall plan subject to City Forester review approval; (h) Coordination with City Forestry on adding and/or replacement of street trees around the site; (i) Fence details for the overall site, ~~and replacement of chain-link fencing with a more decorative variety of fencing;~~ (j) Submission of refuse enclosure plan details; (k) Submission of retaining wall type, height, and grading details; (l) Grading plan with respect to the slope of the driveway entrance to the underbuilding parking.
3. Documentation and approval showing compliance with the City of West Allis Stormwater Management Ordinance, to be submitted to the Building Inspections and Neighborhood Services 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:
 - a. traffic impact memo being prepared for City Engineering to indicate vehicle trips given change in use.
 - b. driveway permits being applied for and obtained through City Engineering for proposed modifications, and;
 - c. The northern entrance on S. 92 St. should be a right in/right out situation and the

island extended to prevent left turns from the driveway nearest the intersection with W. Greenfield Ave.

5. *Signage and site lighting plan being submitted for design review.*

Katzenmeyer moved to approve this matter, Dagenhardt seconded, motion carried by the following vote:

Aye: 4 - Clark, Frank, Katzenmeyer, Dagenhardt

No: 1 - Reinke

3. [25-0266](#)

Certified Survey Map to split the existing parcel at 1405 S. 92nd St. into two parcels. (Tax Key No. 450-0502-000)

Items 2 & 3 were taken together.

Katzenmeyer moved to approve this matter, Dagenhardt seconded, motion carried by the following vote:

Aye: 4 - Clark, Frank, Katzenmeyer, Dagenhardt

No: 1 - Reinke

4A. [25-0267](#)

Conditional Use Permit for The Butcher's Word, a proposed Food Production Use, at 1320 S. 108th St.

Frank moved to approve the items #4A & #4B, Katzenmeyer seconded, motion carried.

4B. [25-0268](#)

Site, Landscaping, and Architectural Design Review for The Butcher's Word, a proposed Food Production Use, at 1320 S. 108th St. (Tax Key No. 444-0485-001)

Attachments: [4 \(CUP-SLA\) The Butchers Word 1320 S 108th St](#)

Items #4A & #4B were taken together.

Jack Kovnesky presented.

Wayne Clark inquired on who controls the signage, and was advised that it's the owner of the property with further details outline by Mr. Kovnesky.

Staff was requested to report back to Plan Commission with sign updates.

Recommendation: Common Council approval of the conditional use and approval of the Site, Landscaping, and Architectural Design Review for The Butcher's Word, a proposed Food Production Use, at 1320 S. 108th St. (Tax Key No. 444-0485-001) subject to the following conditions:

(Item 1-4 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 August 12, 2025)*

2. *A revised site and landscaping plan being submitted to show the following: (a) front entry site improvements (landscaping elements such as planter boxes, trellis', a small patio/seating option, or other features on the site to contribute some natural features to the already built-out site); (b) refuse location and screening plan; (c) confirmation of exterior maintenance improvements specifically on the rear of the building; (d) location of an outdoor bicycle rack.*
3. *Building permits being applied for with the Code Enforcement Department for review.*
4. *Scope of work being indicated on signage and lighting. Will the property be keeping pole sign and repaneling existing sign faces or removing the pole sign? Removal and replacement will require a signage permit and design review application with the Planning & Zoning Department.*

Frank moved to approve the items #4A & #4B, Katzenmeyer seconded, motion carried.

Passed The Block Vote

Frank moved to approve the items #4A & #4B, Katzenmeyer seconded, motion carried.

5. [25-0269](#) Site, Landscaping, & Architectural Design Review for a proposed ramp at Beloit Road Baptist Church, an existing Religious Institution use, at 8337 W. Beloit Rd. (Tax Key No. 516-0271-000)

Attachments: [5 \(SLA\) Beloit Baptist Church Ramp](#)

Jack Kovnesky presented.

Recommendation: *Approve the Site, Landscaping, & Architectural Design Review for a proposed ramp at Beloit Road Baptist Church, an existing Religious Institution use, at 8337 W. Beloit Rd. (Tax Key No. 516-0271-000)*

1. *Site plan being updated to show a replacement landscaping area along the north side of the new ramp.*
2. *A building permit being submitted with the Code Enforcement Department.*
3. *If a replacement sign is planned, a signage permit application and plans being submitted for design review and permit with the Planning & Zoning Department.*

Frank moved to approve this matter, Dagenhardt seconded, motion carried.

6. [25-0270](#) Site, Landscaping, and Architectural Design Review for Tri-City Bank, an existing General Service use, at 10909 W. Greenfield Ave. (Tax Key No. 448-9996-002)

Attachments: [6 \(SLA\) Tri City Bank](#)

Jack Kovnesky presented.

Recommendation: *Approve the Site, Landscaping, and Architectural Design Review for Tri-City Bank, an existing General Service use, at 10909 W. Greenfield Ave. (Tax Key No. 448-9996-002) subject to the following conditions:*

1. A revised site & landscaping plan being submitted to the Planning & Zoning office to show a) a total of 11 parking stalls removed to conform with [Sec. 19.44](#) <https://westallis.municipalcodeonline.com/book?type=ordinances> of the Zoning Code b) additional landscaping areas created through the removal of existing pavement with species and locations indicated c) modification of the northeast access driveway to a right out configuration along W. Greenfield Ave. d) an outdoor bicycle rack added e) internal pedestrian accommodations.
2. Street Excavation and Driveway Approach Permits being applied for with the Engineering Department for review.

Katzenmeyer moved to approve this matter, Frank seconded, motion carried.

7. [25-0271](#) Sign Plan Appeal for All Goods, a proposed Neighborhood Retail use, at 8436 W. Greenfield Ave. (Tax Key No. 442-0632-000)

Attachments: [7 \(SIGN\) All Goods](#)

Jack Kovnesky presented.

Recommendation: Recommend approval of the Sign Plan Appeal for All Goods, a proposed Neighborhood Retail use, at 8436 W. Greenfield Ave. (Tax Key No. 442-0632-000), based on the sign's satisfaction of the requirements of the City's Sign Code Creative Sign Subsection.

Katzenmeyer moved to approve this matter, Dagenhardt seconded, motion carried.

8. [25-0272](#) Sign Plan Appeal for Fairview Partners, LLC, at 12221 W. Fairview Ave. (Tax Key No. 413-9996-009)

Attachments: [8 \(SIGN\) Blau Plumbing 12221 W Fairview Ave](#)

Steve Schaer presented.

Brian Frank inquired why this needs to be so large, is this for advertising? It's becoming a billboard advertising just for your content or others? Robert Blau replied the vision to expand from single business to multiple tenant center, requests the larger sign to accommodate visibility at speed, height with adjacent grades. Will provide "in kind" advertising to the City.

Staff noted that on or off premise signage is immaterial. The area, height, percentage of messaging over sign ordinance limits is at issue. Staff shared past precedent (Iron Workers sign) approval in 2018.

Recommendation: Recommend denial of the Sign Plan Appeal for Fairview Partners, LLC, at 12221 W. Fairview Ave. (Tax Key No. 413-9996-009). The basis for rejecting the proposal as follows:

1. The proposed sign significantly exceeds the area, height, digital display allowances and doesn't meet the design or landscaping requirements within sec 13.21(13)(g)(i)(v) (vii)(ix)(xii) more specifically referenced below.
2. The proposed features fully digital sign faces (100% of each sign face) and sign

exceeds the 35% limit described in sec. 13.21(19): The changeable copy portion of the sign must occupy a secondary position to the name of tenant. The area of changeable copy and electronic message centers shall not exceed thirty-five percent (35%) of the sign face.

3. Approval of the proposal would set an exceptional precedent to allow other properties along the interstate corridors of the city to construct similar signs.
4. Adhering to the existing sign ordinance is reasonable and has the purpose as listed in sec. 13.21(1)(c)(d)(i) regulation of signs within the City is necessary and in the public interest: (c) to promote a healthy and properly designed business environment, (d) to provide for the expression of both commercial and noncommercial speech, and (i) does not regulation sign content.

Freestanding signage 13.21(13)(g) Master Sign Program.

- i. **Multi-tenant commercial buildings, or buildings/centers greater than twenty-five thousand (25,000) and less than fifty thousand (50,000) square feet of building area may be permitted one (1) freestanding sign of no more than seventy-five (75) square feet in area, ten (10) feet in height, and subject to Plan Commission approval.**
- ii. Buildings/centers greater than fifty thousand (50,000) and less than one hundred thousand (100,000) square feet of building area may be permitted one (1) sign per building/center of one hundred fifty (150) square feet in area, not to exceed twelve (12) feet in height, subject to Plan Commission approval.
- iii. Buildings/centers greater than one hundred thousand (100,000) and less than three hundred thousand (300,000) square feet of building area may be permitted one (1) freestanding sign per arterial street of one hundred fifty (150) square feet in area each, or one (1) sign per building/center of two hundred twenty-five (225) square feet in area, neither to exceed fifteen (15) feet in height, subject to Plan Commission approval.
- iv. Determination of signage area for buildings or centers greater than three hundred thousand (300,000) square feet of building area shall be determined by the Plan Commission.
- v. **Where changeable copy or electronic message center signage is permitted pursuant to Section 13.21(19), the area of the changeable copy sign must be included in the total computation of allowable signage and subject to Plan Commission review.**
- vi. The Planning and Zoning Program Staff and the Plan Commission shall not approve any Master Sign Plan greater than fifteen (15) feet in height, except for centers over three hundred thousand (300,000) square feet in building area, which height shall be subject to Plan Commission discretion.
- vii. **Freestanding signs must be architecturally integrated with the principal building on the property. The base, sides, and top of the sign shall be constructed of masonry or other approved durable materials. The tone and texture of the base, sides, and top shall reflect the principal building construction as close as possible or shall enhance the exterior architecture of the principal building. The base of the sign shall be a minimum of two (2) feet in height.**
- viii. The color scheme of the sign shall complement the color scheme of the principal building.
- ix. **Architectural features (such as sills, piers, reveals, capstones, medallions, etc.) which are part of the architectural makeup of the principal building shall be incorporated into the sign.**
- x. The sign face shall be constructed of aluminum, masonry, or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque

background.

xi. The sign structure or post of a freestanding sign must be wrapped in or constructed of a material compatible with the materials utilized in the construction of the building to which the sign refers. The width of the base of the sign must be equal to or greater than the width of the sign face.

xii. **Landscaping requirements. Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign.** For example, twenty (20) square feet of sign area equals forty (40) square feet of landscaped area. The Plan Commission may reduce or waive this requirement if it is determined the additional landscaping would not contribute significantly to the overall aesthetic character of the project.

Frank moved to deny this matter, Reinke seconded, motion carried.

9. [25-0273](#)

Sign Plan Appeal for The Armory Hockey, at 11111 W. Greenfield Ave.
(Tax Key No. 448-9993-006)

Attachments: [9 \(SIGN\) The Armory 11111 W Greenfield Ave](#)

Jack Kovnesky presented.

Recommendation: Recommend approval of the Sign Plan Appeal for The Armory Hockey, at 11111 W. Greenfield Ave. (Tax Key No. 448-9993-006).

Frank moved to approve this matter, Katzenmeyer seconded, motion carried.

10. [25-0274](#)

Project Tracking

This matter was Discussed.

E. ADJOURNMENT

There being no other business, a motion was made by Katzenmeyer, seconded by Frank to adjourn at 7:43 p.m.



All meetings of the Plan Commission are public meetings. In order for the general public to make comments at the committee meetings, the individual(s) must be scheduled (as an appearance) with the chair of the committee or the appropriate staff contact; otherwise, the meeting of the committee is a working session for the committee itself, and discussion by those in attendance is limited to committee members, the mayor, other alderpersons, staff and others that may be a party to the matter being discussed.

NON-DISCRIMINATION STATEMENT

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

AMERICANS WITH DISABILITIES ACT NOTICE

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

LIMITED ENGLISH PROFICIENCY STATEMENT

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.