



STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
WEDNESDAY, OCTOBER 25, 2017  
6:00 PM

ROOM 128 – CITY HALL – 7525 W. GREENFIELD AVE.

- 3A. Special Use Permit for Super Liquor & Grocery, a proposed liquor and grocery store and mixed use, to be located at 5801-5815 W. Beloit Rd. submitted by Paraminder "Goldie" Singh and Iqbal Kaur of GGI Real Estate, LLC (prospective property owner).
- 3B. Site, Landscaping and Architectural for Super Liquor & Grocery, a proposed liquor and grocery store and mixed use, to be located at 5801-5815 W. Beloit Rd. submitted by Paraminder "Goldie" Singh and Iqbal Kaur of GGI Real Estate, LLC, prospective property owner (Tax Key No. 455-0098-000).

**Overview and Zoning**

Built in 1926, the property has historically been a tavern. More recently, the former Colony Club property, included a mixed use occupancy (an assembly occupancy with party/banquette hall, a corner tavern, and two residential apartments on the second floor). The site is zoned C-2, Neighborhood Commercial. The property is 9,700-sf or about 0.22 acres in size.



The property has not been unoccupied for over a year, and as of 2015-16 is currently under the control of Milwaukee County.



The applicant has an offer to purchase the property from Milwaukee County.

The applicant has previously applied for a Class A packaged liquor sales license for this location which is currently pending License and Health Committee review. One of the conditions of License and Health Committee is to first obtain Special Use approval before a liquor license may be issued. As part of the special use review a site, landscaping and architectural plan have been submitted for Plan Commission consideration. A special use public hearing will also be scheduled expected for November 21.

The total building area including basement is about 6,700-sf (3,600 sf per first floor, 1,500 sf second floor).

Proposed Scope of Work

Interior and exterior alterations to an existing multi-tenant commercial building that has been vacant for some time. The development plan will convert the former 3,252 sf assembly hall occupancy into a liquor store with grocery sales and delicatessen offering both American and ethnic India food.

The deli area will be 776 sf including kitchen and sales counter area. The Secure liquor and sales counter area is 460 sf and wines will be displayed on sales floor shelving units of about 400 sf. The walk-in cooler and freezer will occupy approximately 736 sf for refrigerated malt beverages, soda, energy beverages, dairy products, prepackaged food products, frozen foods, and fresh vegetables.

Canned and dry goods would also be displayed on the main sales floor area for approx. 125 sf. The remaining area is interior accessible circulation, accessible toilet room, and the vestibule entrance.

The estimated floor area dedicated to liquor and beer sales is 1,360 sf (42% of the store area).

Hours of operation

Seven days a week from 8am to 10pm. The sale of alcoholic beverages shall be in accordance with licensing requirements and per the State law (State of Wisconsin).

Phased improvements. This development project will be completed in three phases:

Phase One - the liquor store, grocery, and deli will begin phase I, and will be completed within 6 months of permit issuance.

Phase Two – the former corner tavern space will be divided into up to three commercial retail or office spaces, and will be completed within 6 months from the completion of Phase I scope of work.

Phase Three - renovation of the second floor residential apartments and the completion of the exterior building façade changes as depicted on the conceptual construction documents.



**Architecture**

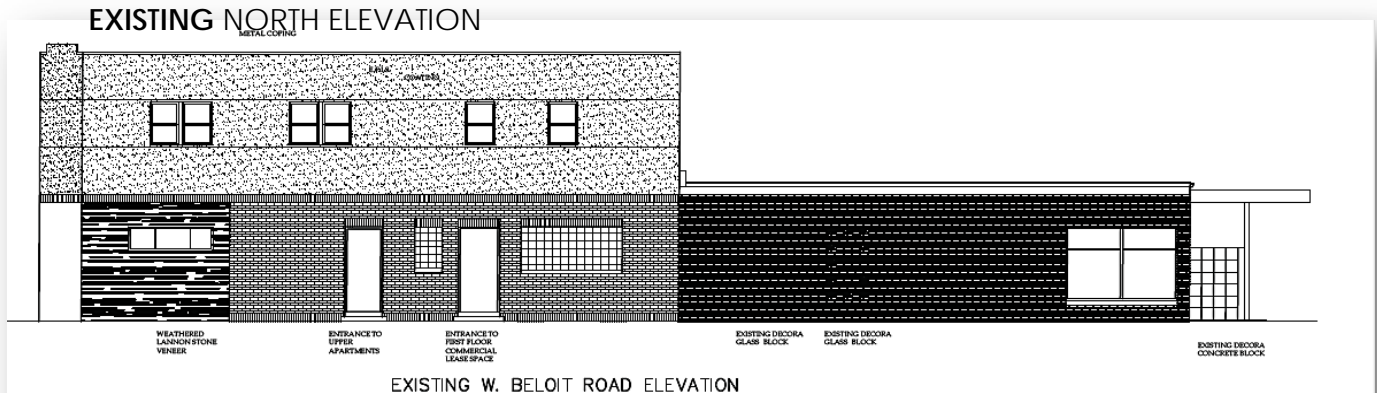
The applicant is proposing to renovate the interior and exterior of the building. The exterior elevations are provided below.

Proposed improvements include:

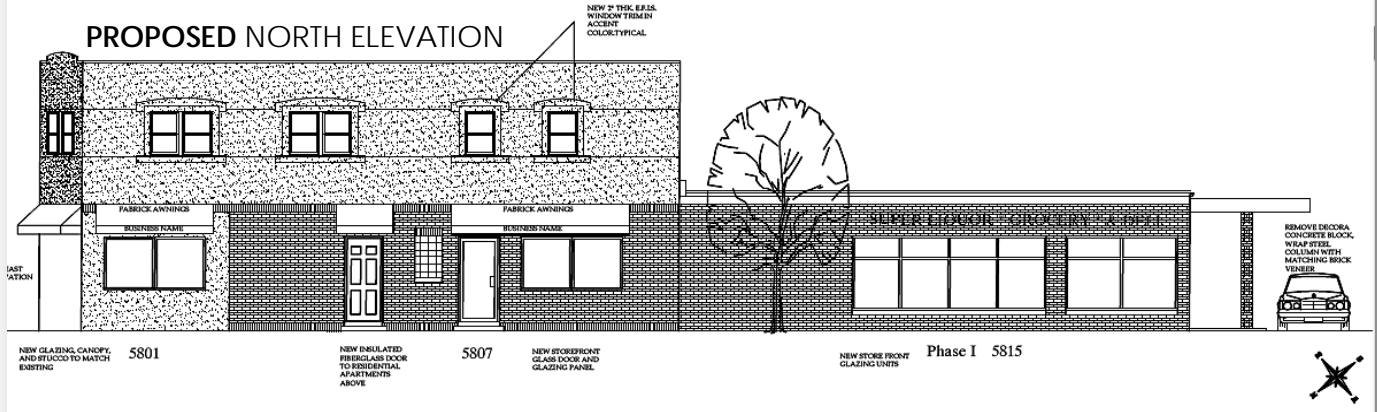
- New storefront window openings and transparent glass
- Fabric awnings
- New doors
- Added window trim accents
- Repainting the rear (single story portion of the building in a neutral color)



**EXISTING NORTH ELEVATION**  
(facing Beloit Rd)



**EXISTING W. BELOIT ROAD ELEVATION**



**PROPOSED W. BELOIT ROAD ELEVATION**





Staff comment/recommendation-Architecture:

- a. No new EIFS as proposed at storefront. Alternates recommended or keep existing lannon stone (at minimum).
- b. The existing EIFS coating which covers brick on the second floor is proposed to remain. Consider removing some EIFS (a test area) to investigate the previous method of attaching the EIFS covering and quality of brick beneath.
- c. Window sills being added/specified on plan under new window areas. Confirm window transparency on plans.
- d. Confirm style/spec and color of exterior material details on plans including window framing, trim, brick, doors, awnings.
- e. Awning details. Fabric is good as proposed, but the style suggested could be updated for a more contemporary look (perhaps steeper pitch and no sides)
- f. Additional awning being added over east (kitchen) door).
- g. Any new lighting on the exterior of the building needs to be indicated on plan.

**Signage:**

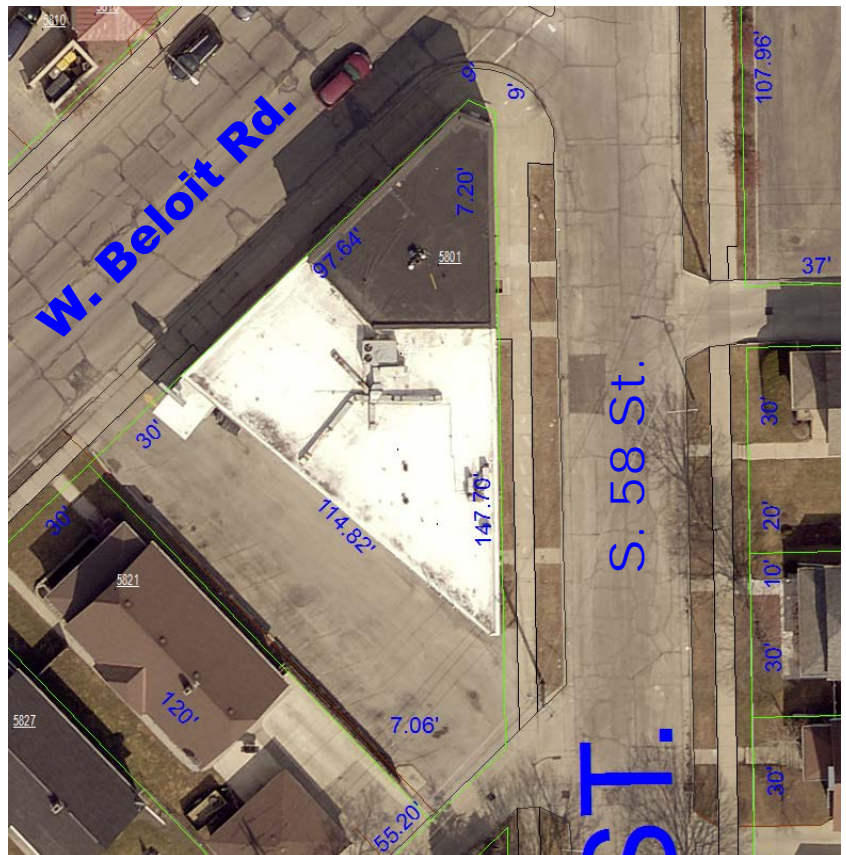
The applicant is proposing to remove the existing pole sign (on the west canopy) and east wall sign on the (corner of the building). Signage permits will be required for new signage.

**Site and Landscaping**

The building footprint occupies the majority of the site, but there is currently an off-street paved parking area on the west side of the building. The existing parking configuration is angled facing a residence to the west. Access to the property is available via S. 58 St. and from W. Beloit Rd. On-street parking is also available within the area.

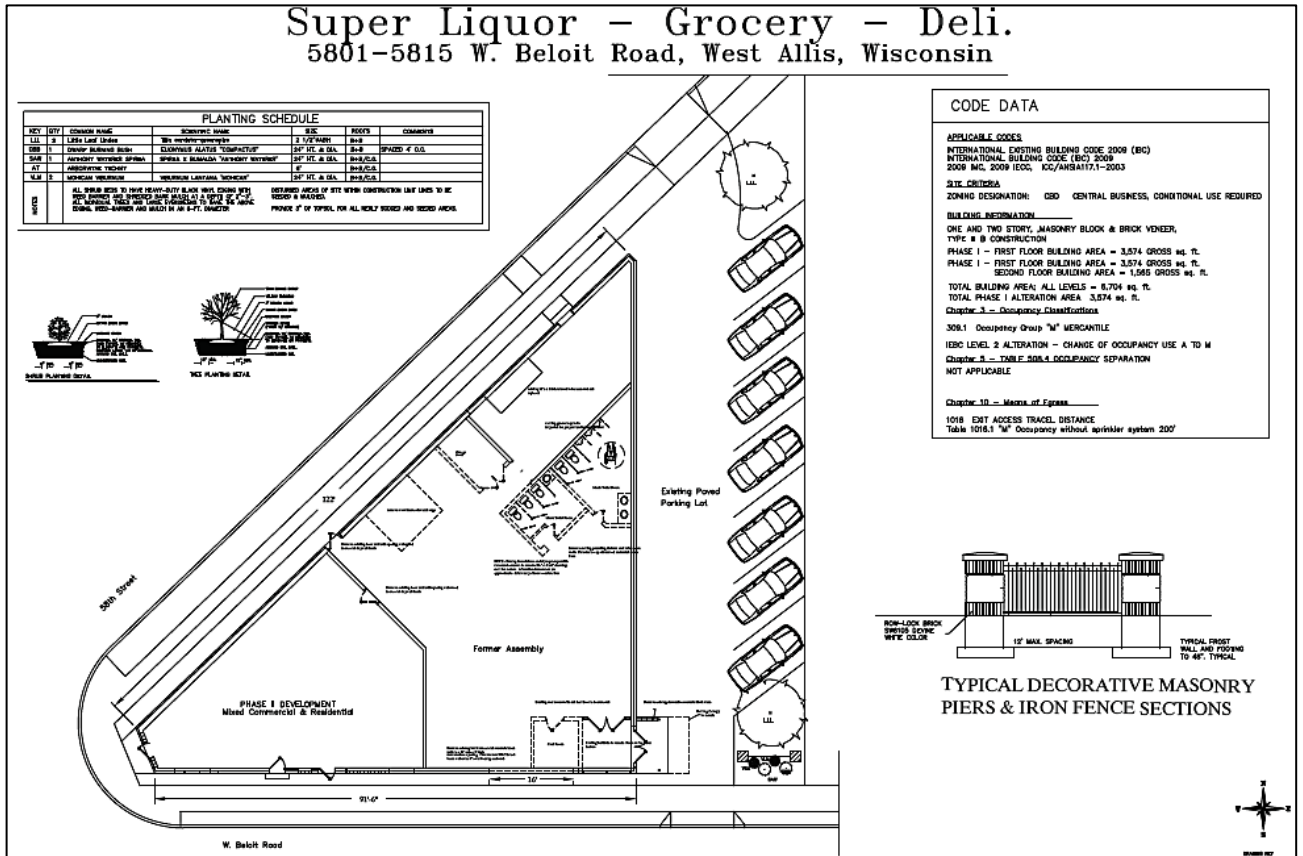
S. 58 St. is a one way/south street. The south to north directional flow through the parking lot's angled parking is proposed to remain consistent.

Cars pull up to the edge of pavement facing a residential home to the west. The abutting residential property to the west has an existing fenced rear yard, but the remainder of the property is exposed to the existing parking area of the commercial property. There is about 3-ft between the house to the west and the property line of the subject commercial property.



Staff would prefer there be some additional buffer between the parking lot and residential home, but there isn't much room as is. Given angled parking, staff is recommending some buffer be added by removing some asphalt along the west side of the parking lot for a landscape area and/or flipping the orientation of the stalls.

The architect is working on a revised plan that flips the orientation of the parking lot to face the building. This would also promote some additional greenspace along the west edge of the parking lot for inclusion of some landscape screening. Additional details to be provided at the meeting.



**Recommendation:** Recommend Common Council approval of the Special Use Permit for Super Liquor & Grocery, a proposed liquor and grocery store and mixed use, to be located at 5801-5815 W. Beloit Rd. and approval of the Site, Landscaping and Architectural for Super Liquor & Grocery, a proposed liquor and grocery store and mixed use, to be located at 5801-5815 W. Beloit Rd. submitted by Paraminder "Goldie" Singh and Iqbal Kaur of GGI Real Estate, LLC, prospective property owner (Tax Key No. 455-0098-000), subject to the following conditions:

(Items 1 through 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. Revised Site, Landscaping, Screening and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a)

construction schedule being provided to indicate scope and completion of all work proposed; (b) indicate the location of west property line relative to location of existing residential home; (c) ~~provide an option~~ to flip parking orientation to face building, **exiting onto W. Beloit Rd.**, with additional greenspace/screening being added along the west side of the parking lot; (d) along the east side of the building remove concrete paving between walk and building, remove remnant step, install perennial landscaping along the east building foundation; (e) delineate ground cover (mulch and/or grass) within proposed greenspace areas; (e) show the location of a 4-sided screened refuse enclosure and large enough to accommodate tenant dumpsters and containers. Wood board on board and/or masonry to match the building is recommended; (f) maintain existing lannon stone on the corner of the building, or as an alternate consider larger windows and brick infill; (g) window sills being added/specified on plan under new window areas. Confirm window transparency on plans. (h) confirm style/spec and color of exterior material details on plans including window framing, trim, brick, doors, awnings; (i) any new lighting on the exterior of the building needs to be indicated on plan. Contact Steve Schaer at 414-302-8460 with further questions.

2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Steven Schaer, City Planner at 414-302-8460.
3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. Contact Steven Schaer, Manager of Planning and Zoning at 414-302-8460.
4. Confirmation of a minor grant of privilege for the installation of awnings over the city right-of-way.
5. Common Council approval of the Special Use Permit and applicant's acknowledgement signature on the Special Use Resolution being submitted to the Clerk's Office. (A public hearing has not yet been scheduled)

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

6. Sign permits being applied for in accordance with the signage ordinance.
7. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.