



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

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

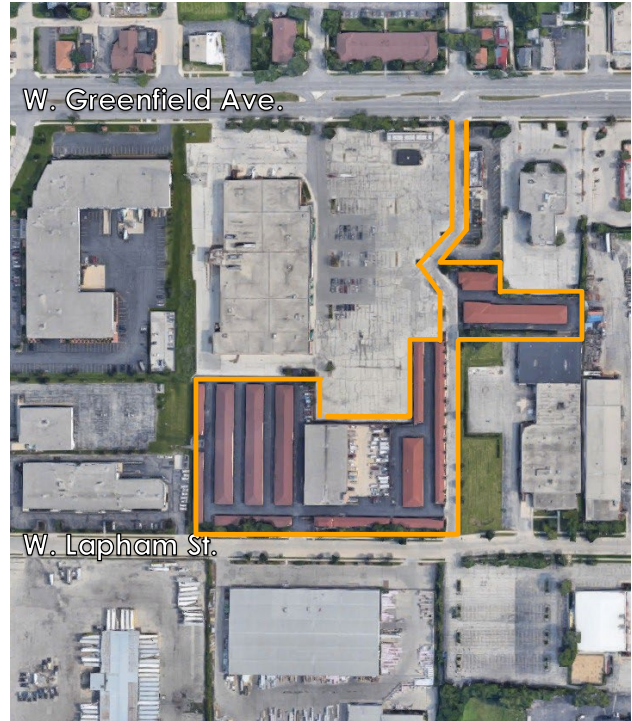
5. Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010)

Overview and Zoning

Storage Rentals of America (SROA) is proposing to demolish an existing paved vehicle storage area and construct a 3-story, 19,160 sq. ft. climate controlled self-storage building. The proposed building will be built up against an existing building but will not be connected to it.

Hours of Operation: 9:30am – 5:30pm

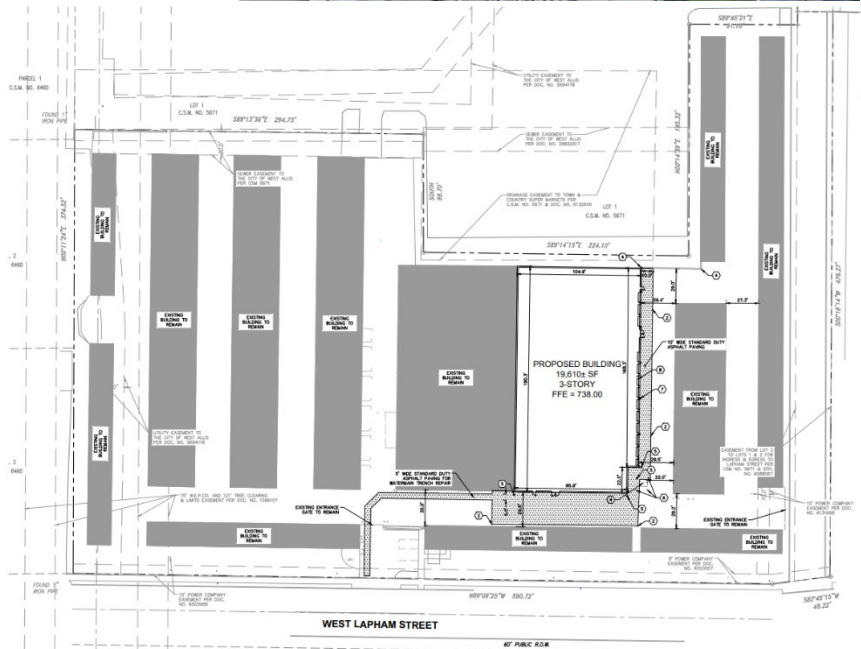
11108 W. Lapham St. is zoned C-3. Light Industrial uses are not allowed in the C-3 district. The use is legal non-conforming, but since the overall land area of the existing property is not expanding, the building addition is allowed to proceed (subject to Plan Commission site, landscaping and architectural design review and building permits).



Site & Landscaping Plan

The proposed new building will be centrally located on the site, replacing the former outdoor vehicle storage area. Direct vehicle access will be available via garage doors on the East side of the building. No other site changes are proposed.

SROA is not proposing any changes to the previously approved landscaping plan.

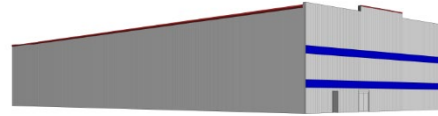


Architectural Plan

At the time of this writing, the applicant has not submitted an updated architectural plan. An updated plan is expected prior to Plan Commission on February 22.

Since the previous Plan Commission, meeting, Staff met with the architect and applicant and agreed on a series of changes to improve the architectural plan. Changes include adding windows, adding details to the Northern façade, adjusting the color of the attached existing building, and improving the quality of materials to quality metal paneling or fiber cement board.

If an updated plan is received as expected, staff will share a supplemental staff report with Plan Commissioners.



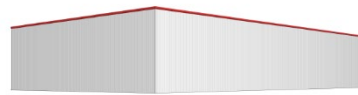
AD201.0.4 - FRONT LEFT



AD201.0.3 - FRONT RIGHT



AD201.0.2 - REAR RIGHT



AD201.0.1 - REAR LEFT

Floor Plan

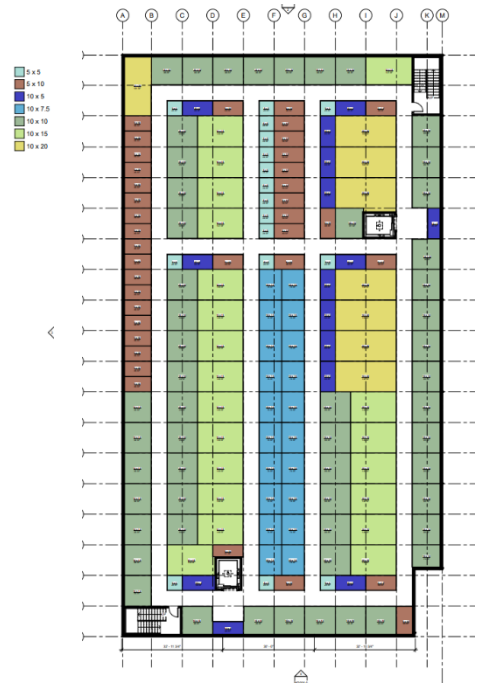
The interior floor plan is designed to maximize the amount of storage space available in the building. The first-floor's East side includes units that open directly to the building's exterior. Discussed changes to add windows would result in a several units reoriented, windows would align with hallways.



0.0 - First Floor Plan



Second Floor Plan



Third Floor Plan

Design Guidelines

The project is considered significant redevelopment; compliance with the design guidelines is mandatory.

The initial proposal failed to meet 3 of the guidelines:

- **1b. Context - Site:** The addition does not respond to the existing architecture. Additions do not need to be replications but should thoughtfully respond to the existing architecture. The addition's design is not integrated with any of the existing buildings.
- **2a. Public Realm – Active Ground Floor:** The addition includes prominent, blank walls.
- **3a. Quality – Building:** The addition uses low-quality materials, and has a featureless design without sufficient depth or texture.

See attached Plan Commission checklist for further reference.

Recommendation: Hold the Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010). Updated plans should be submitted to show the following:

1. Submit updated plans to the Planning & Zoning office to show (a) architectural elevations and exterior materials complementary to the existing buildings on site and adjacent area.

PLAN COMMISSION CHECKLIST

1.

Goal:
Context

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Neighbor	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	
b. Site	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	

2.

Goal:
Public Realm

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Active Ground Floor	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	
b. Build for People	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	
c. Mitigate Impacts	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	

3.

Goal:
Quality

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Building	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	
b. Environment	i.	<input type="checkbox"/>	
	ii.	<input type="checkbox"/>	
	iii.	<input type="checkbox"/>	
	iv.	<input type="checkbox"/>	