



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, December 11, 2024
6:00 PM**

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

- 2A. Conditional Use Permit for The Emerald, a proposed Event Space (5,000 or more sq. ft.), at 7546 W. Greenfield Ave.**

- 2B. Site, Landscaping, and Architectural Design Review for The Emerald, a proposed Event Space (5,000 or more sq. ft.), at 7546 W. Greenfield Ave. (Tax Key No. 440-0442-000)**

Overview and Zoning

The new owner, Wally Holtz, of the property at 7546 W. Greenfield Ave. is proposing the existing building to be converted to an event space. The building most recently housed a furniture retail store. The proposed event space will be named The Emerald. The owner and operator of The Emerald has an event space located in Downtown West Allis, The Deco. Services at The Emerald will include upscale event space for various group functions, full service bar, and catered meals if needed by customers.

The property at 7546 W. Greenfield Ave is Zoned C-1. Event Space or Theater (5,000 or more sq. ft.) are considered Conditional Uses in the C-1 district.

Construction is anticipated to being in January 2025 and complete in May 2025.

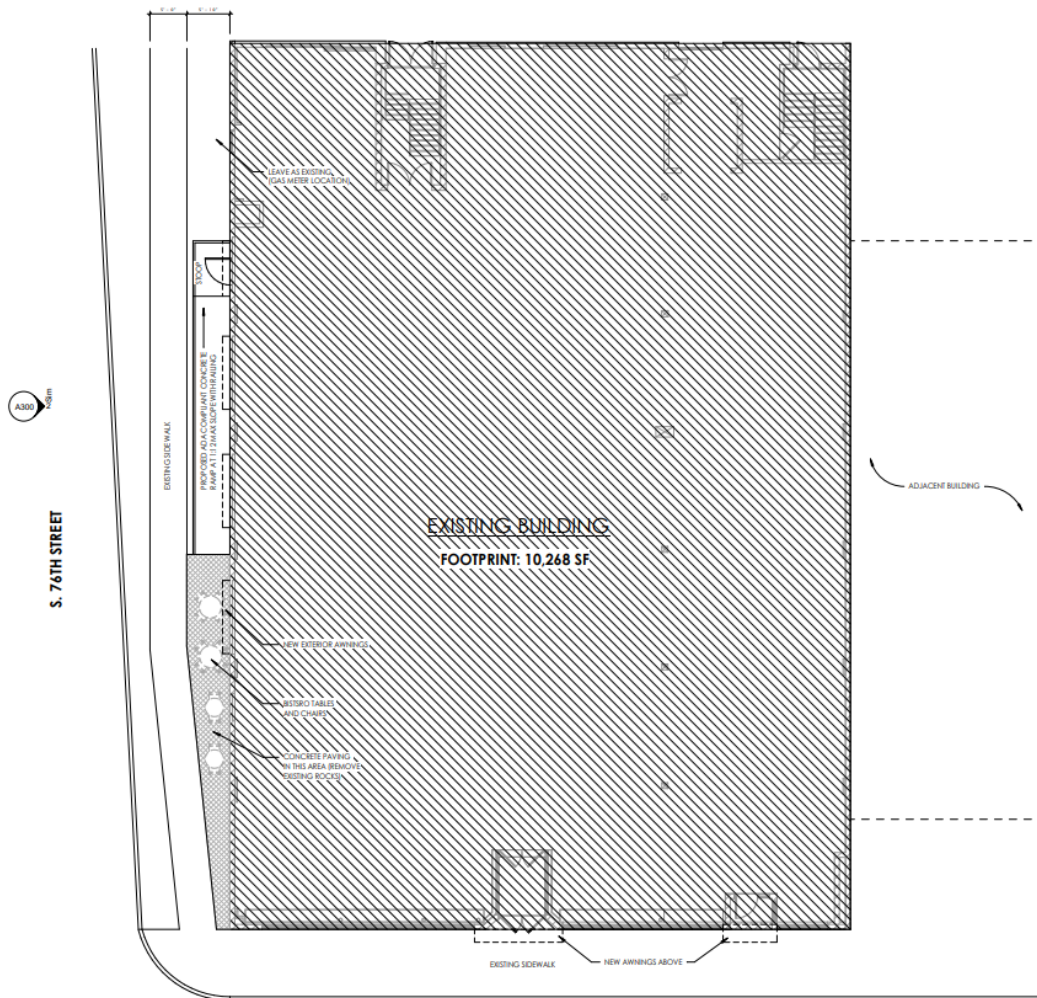
Hours of Operation:

7 Days a week: 8 a.m. to 2:30 a.m.

Site & Landscaping Plan

Due to the layout of the existing site, very minimal site changes are proposed. The site is nearly entirely built out with a single-story building occupying the lot. The existing building has a footprint of 10,268 sq. ft. A small sliver of open space is present on the west side of the property. A small exterior patio will be placed in this space along with a proposed ADA compliant concrete ramp. The site plans show no refuse area. Any refuse areas must be screened by a four sided enclosure and cannot be placed on a street facing façade. Due to the limited space, it is recommended that trash collection be consolidated if possible. Additionally, there may be an opportunity for trash collection to take place from the existing overhead garage door that faces the alley. Due to the built-out nature of the property, a

landscaping plan has not been provided. Where possible, the site should incorporate moveable greenery such as planter boxes to enhance aesthetics.



Parking

The site has access to no parking of its own. Parking will be accomplished primarily by on-street parking in addition to existing off-street public parking in the City of West Allis Downtown. In addition to this parking, the applicant has been in communication with the City of West Allis to potentially utilize the existing parking lot at City Hall, subject to specified agreements with the City Attorney. An analysis of the parking has been complete and has found an ample number of parking spaces in proximity to the proposed event space. Utilizing municipal parking (not including City Hall parking) there is a total of 164 parking stalls within a 2-minute walk. This increases to 236 parking stalls if City Hall parking is to be included. Within a 5-minute walk there are 305 parking stalls, 377 including City Hall. Staff are recommending a parking plan to ensure that arrangements are appropriate.



Architectural Plan

The applicant has provided an architectural plan for the project. Shown on the south façade, facing W. Greenfield Ave., is a exterior modification that includes new storefront windows, new awnings, repainted entry walls, cleaned and repainted brick, and other minor repairs to the façade material. The main, glass entry doors are to remain as existing. Proposed on the west elevation facing S. 76th St. are a variety of changes. New store front windows topped with awnings are proposed on this façade, replacing what is currently blocked in masonry. A new side entry, glass door with an ADA compliant ramp is shown as well. The rest of the façade is

composed of existing brick, with a mural to be painted on the southern portion of the west façade. Additional decorative features include light fixtures and hanging planter baskets. The north façade facing the existing alley has no changes beyond enhancing the exterior through maintenance. There is an existing overhead garage door that could serve as a bay for refuse, as there is not ample space for refuse collection on the site. The east façade is currently unexposed, directly adjacent to the building to the east.

A variety of recommendations have been provided to enhance the architecture of the building. The proposed design offers significant opportunities for enhancement through thoughtful refinements. Reintroducing transom-style windows or similar

elements above the storefronts would not only pay homage to the building's original character but also allow for additional natural light and visual interest. These windows could feature clear or decorative glazing to align with the modern aesthetic while preserving historical integrity. Incorporating this detail would create a more dynamic and engaging façade, contributing to both the building's charm and its connection to the community's architectural history.



Example of historical architectural features to work off are highlighted in yellow

While the exterior paint colors are currently marked as "TBD," selecting tones that complement the hanging baskets and awnings will ensure a cohesive aesthetic, especially if contrasting or complementary colors are used for the banding and brick to highlight architectural features. Durability in these finishes are crucial to withstand the climate and maintain visual appeal over time. Adding hanging baskets and up-down lighting on the south elevation, similar to the west elevation, would improve the street-facing presence and create a welcoming atmosphere, particularly during evening hours. Lighting fixtures should align with the building's aesthetic while providing efficient illumination, potentially with warm-toned LEDs.

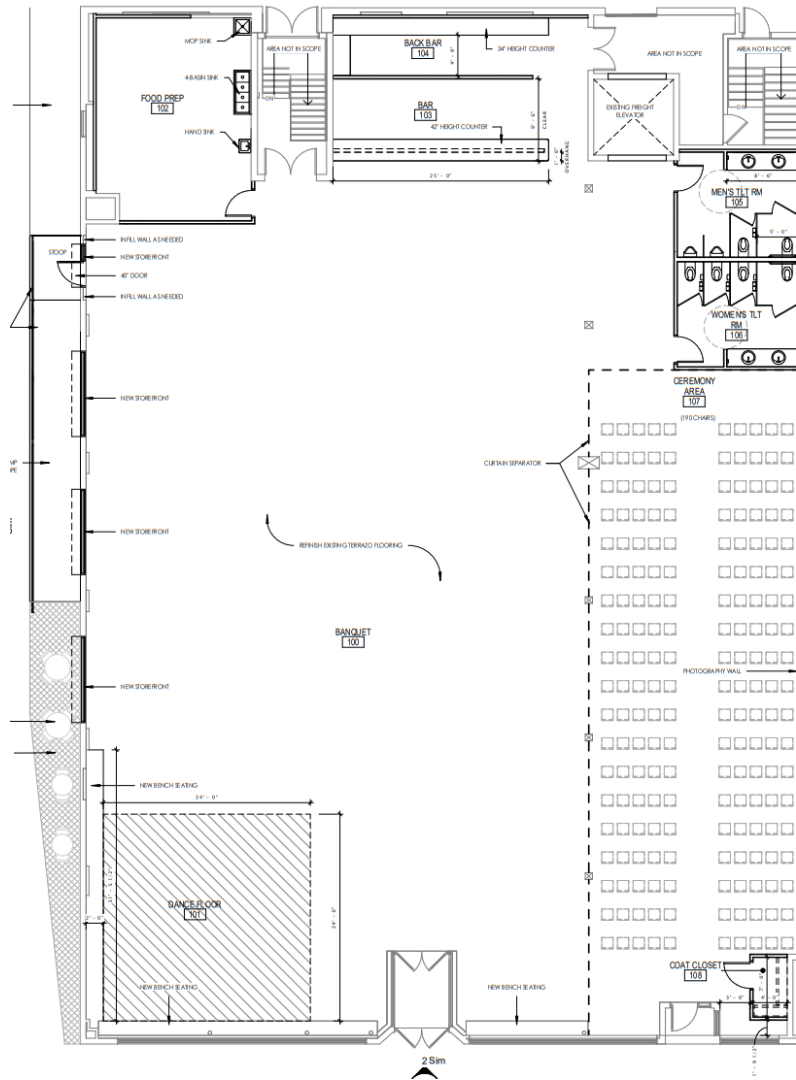
The current plans depict an elongated arch that appears disproportionate to the existing. Clarification is needed on whether the roofline will revert to its original stepped design or if other adjustments are intended, as well as whether the front door will shift to align under the arch; these decisions should prioritize pedestrian flow and ADA compliance. Additionally, the proposed new storefronts must balance modern aesthetics with historical character, using transparent or semi-transparent

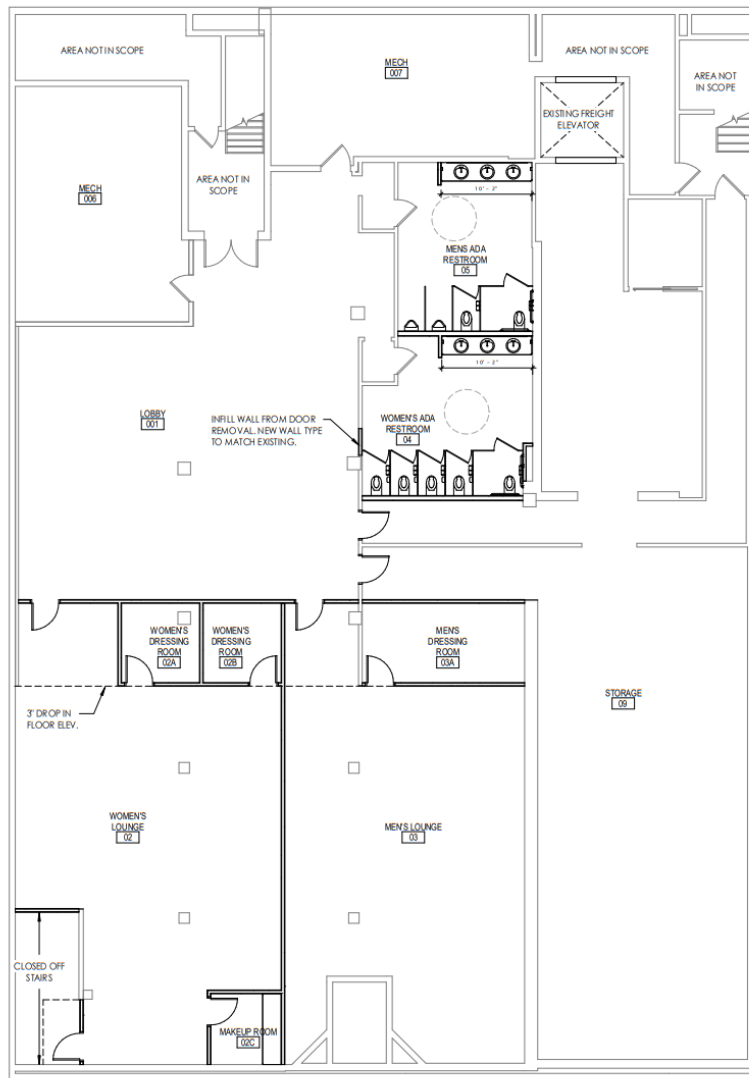
glazing and subtle framing to enhance the façade. Alterations to the masonry openings on the rear elevation should retain structural integrity while harmonizing with the updated design

Floor Plan

The proposed event space shows a revamped floor plan for the existing building. The first floor is accessed via entrances along W. Greenfield Ave. and S. 76th St. These entrances lead into a wide open, banquet area for events. A dance floor occupies space in the banquet area in the southwest corner of the building. Additionally, a ceremony area with space for 190 seats is shown. The wide open banquet area is also serviced by a bar on the northern part of the building. Restrooms, food prep area, and a freight elevator to the basement are also shown. The lower level is accessed via an elevator. Additional restrooms are shown on the lower level. In addition to these restrooms are women's and men's lounges with individual dressing rooms. The lower level also features two mechanical rooms along with storage.

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2 Sim





Design Guidelines

This project is considered a significant redevelopment due to proposed changes. Design guidelines are required for this project. See attached Plan Commission checklist and [Design Review Guidelines](#) for further details. The proposed project for the existing building satisfies most of the criteria. Enhancements to the architectural details of the building will allow the Design Review guidelines to be satisfied.

Recommendation: Common Council approval of the conditional use and approval of the Site, Landscaping, and Architectural Design Review for The Emerald, a proposed Event Space (5,000 or more sq. ft.), at 7546 W. Greenfield Ave. (Tax Key No. 440-0442-000) subject to the following conditions:

(Item 1 -6 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 January 14th, 2025)
2. Revised Site plan, Landscaping, and Architectural Plan being submitted to the Planning and Zoning Office showing a) the location of any refuse areas and 4-sided screening details b) landscaping amenities being located on site including planter boxes, wall-mounted planters, trellises, or other features to enhance streetscape c) additional enhancements to the architecture of the building to capture aesthetic appeal and historical integrity (for example restoring the roofline to its previous “stepped” original appearance and the addition of accent lighting).
3. A projection describing number of events per year and planned operations for the use. (please express how The Emerald will manage people coming and going during events, the total occupancy at one time a low, an average and during peak, access into building at any door or just specific doors, parking arrangements like valet, shuttle, rideshare services etc, security, cameras).
4. A parking agreement being submitted for shared use of City Hall parking lot subject to approval by the City of West Allis.
5. Building permits being applied for with the Code Enforcement Department for review.
6. A driveway permit being applied for with City Engineering Department for work within the City Right-of-Way. Also, if scaffolding is required for exterior renovations, a Temporary Street Occupancy permit as needed for any work obstructing public sidewalks.

11.15.2024

The Emerald

7546 West Greenfield Avenue

Project Description

Building Improvements

Interior:

New Men's and Women's ADA compliant bathrooms, Full Service Bar, Prep kitchen for caterers, dressing/changing rooms, exposing bowstring trusses, MEP/FP modifications, various new finishes.

Exterior:

New windows at south elevation with awnings at both entrances, New windows with awnings along the west elevation at original window openings that are currently bricked in, New exterior lighting and hanging planters at west elevation, New ADA ramp along the west elevation with new paved surface along sidewalk to accommodate a few bistro tables, repainting facade.

Timeline

Pending plan commission approval at the December 11th hearing and Common Council approval at the January 14th hearing:

Construction start: on or about January 15, 2025

Construction completion/Occupancy: on or about May 1, 2025

Operation and Services

Renting upscale event space for various group functions

Full Service Bar

Catered meals if needed by customers

Hours of Operation

8am - 2:30am, 7 days a week, to allow for morning, afternoon, and evening events for customers.

SHEET INDEX	
ASP100	SCHEMATIC SITE PLAN
A050	DEMOLITION PLANS
A100	PROPOSED ALTERATIONS
A300	EXTERIOR ELEVATIONS
A301	EXTERIOR ELEVATIONS
A302	EXTERIOR ELEVATIONS



PROJECT LOCATION
(TRUE NORTH)



PROJECT

7546 GREENFIELD AVE.

WEST ALLIS, WISCONSIN

**PROGRESS DOCUMENTS
NOT FOR CONSTRUCTION**
THESE DOCUMENTS REFLECT PROGRESS AND INTENT AND MAY BE SUBJECT TO CHANGE, INCLUDING ADDITIONAL DETAIL. THESE ARE NOT FINAL CONSTRUCTION DOCUMENTS AND SHALL NOT BE USED FOR FINAL BIDDING OR CONSTRUCTION-RELATED PURPOSES.

OWNER

WALLY HOLTZ

REVISIONS

NO.	DESCRIPTION	DATE
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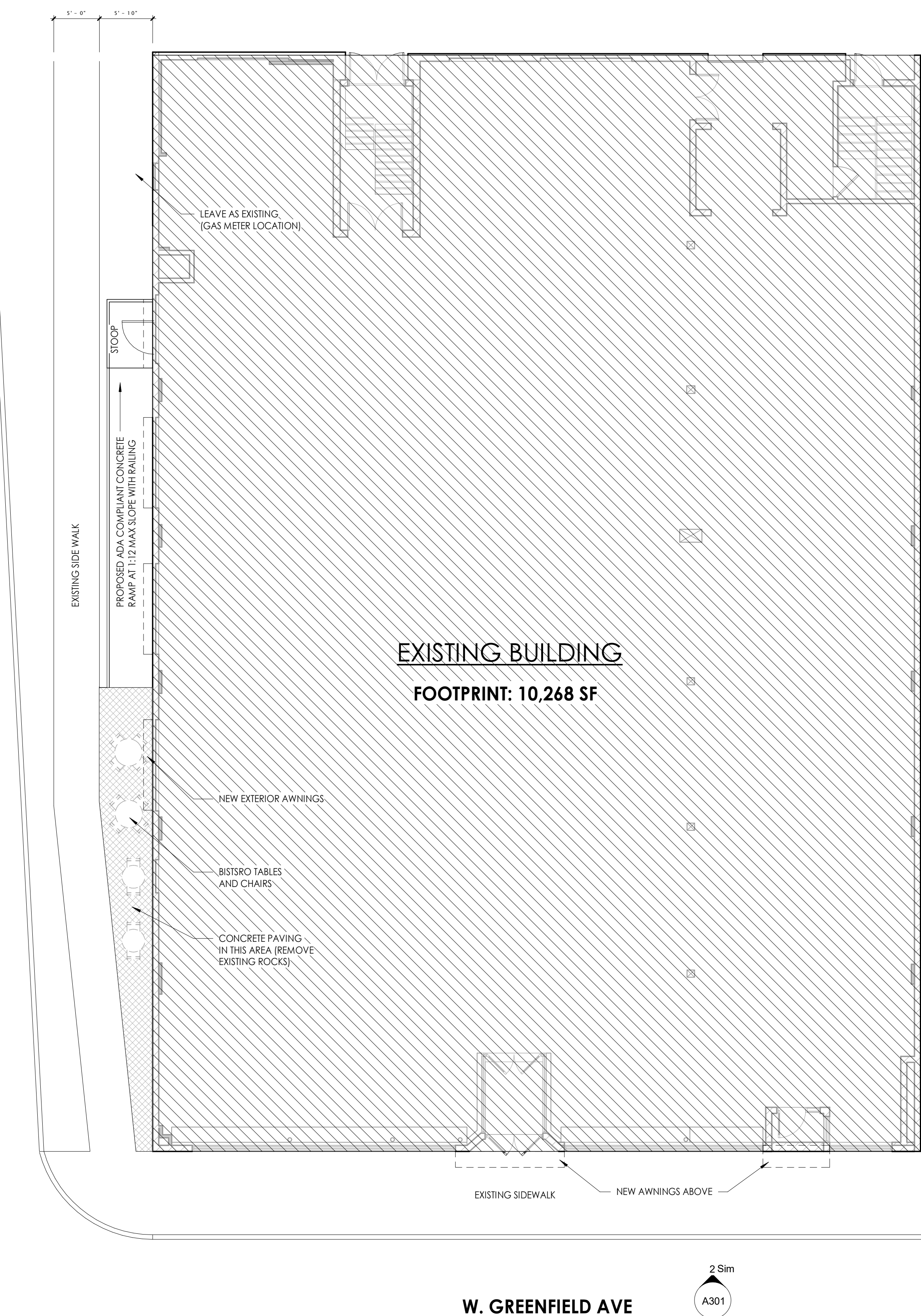
INFORMATION

PROJECT DESIGNER: DENK & CO
PROJECT MANAGER: MJU
PROJECT NUMBER: 241001
ISSUED FOR: PROGRESS DRAWINGS
DATE: 11.15.2024

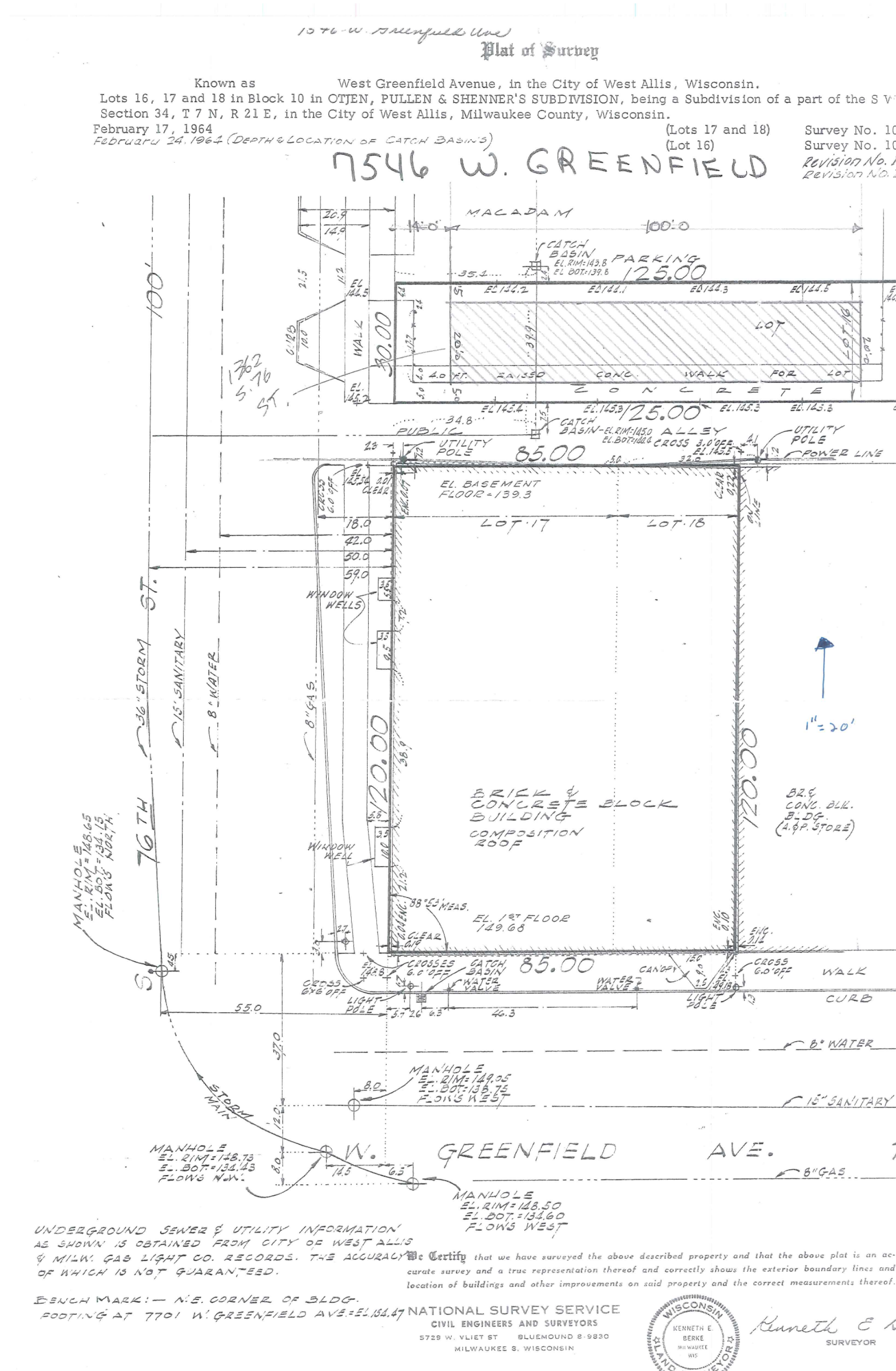
SHEET

SCHEMATIC SITE PLAN

ASP100



ADJACENT BUILDING

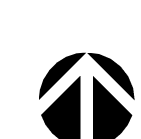


UNDERGROUND SEWER & UTILITY INFORMATION AS SHOWN IS OBTAINED FROM CITY OF WEST ALLIS & MILWAUKEE GAS LIGHT CO. RECORDS. THE ACCURACY OF WHICH IS NOT GUARANTEED.

BENCH MARK: N.E. CORNER OF BLDG. FOOTING AT 7701 W. GREENFIELD AVE. ELEV. 141.11

NATIONAL SURVEY SERVICE
CIVIL ENGINEERS AND SURVEYORS
5729 W. VULF ST. BLUEMOUND, WI 53005
MILWAUKEE, WISCONSIN

WISCONSIN
STATE SURVEYOR
KIMBERLY E. B. SURVEYOR



PROJECT
7546 GREENFIELD AVE.
 WEST ALLIS, WISCONSIN

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OWNER
 WALLY HOLTZ

REVISIONS





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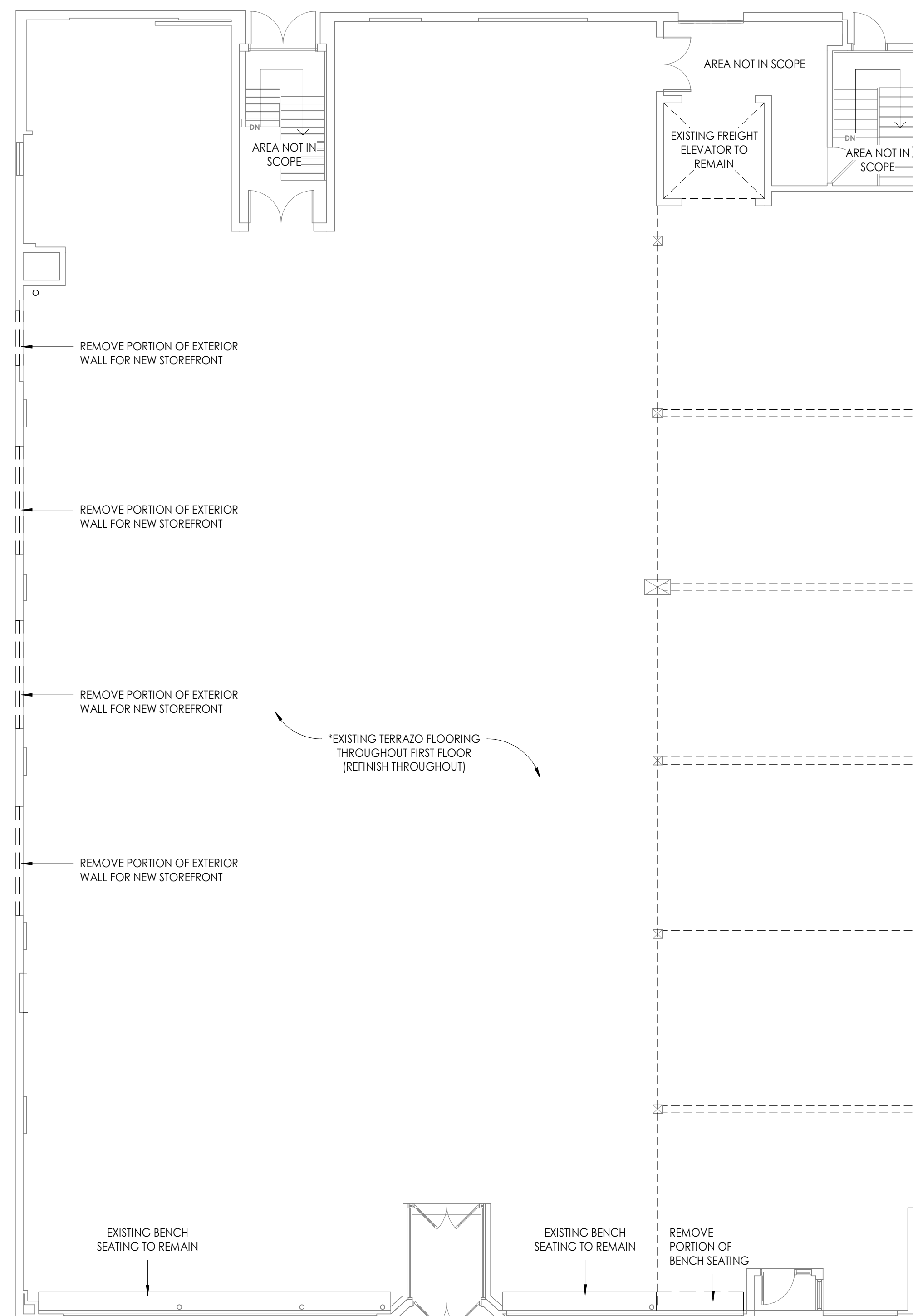
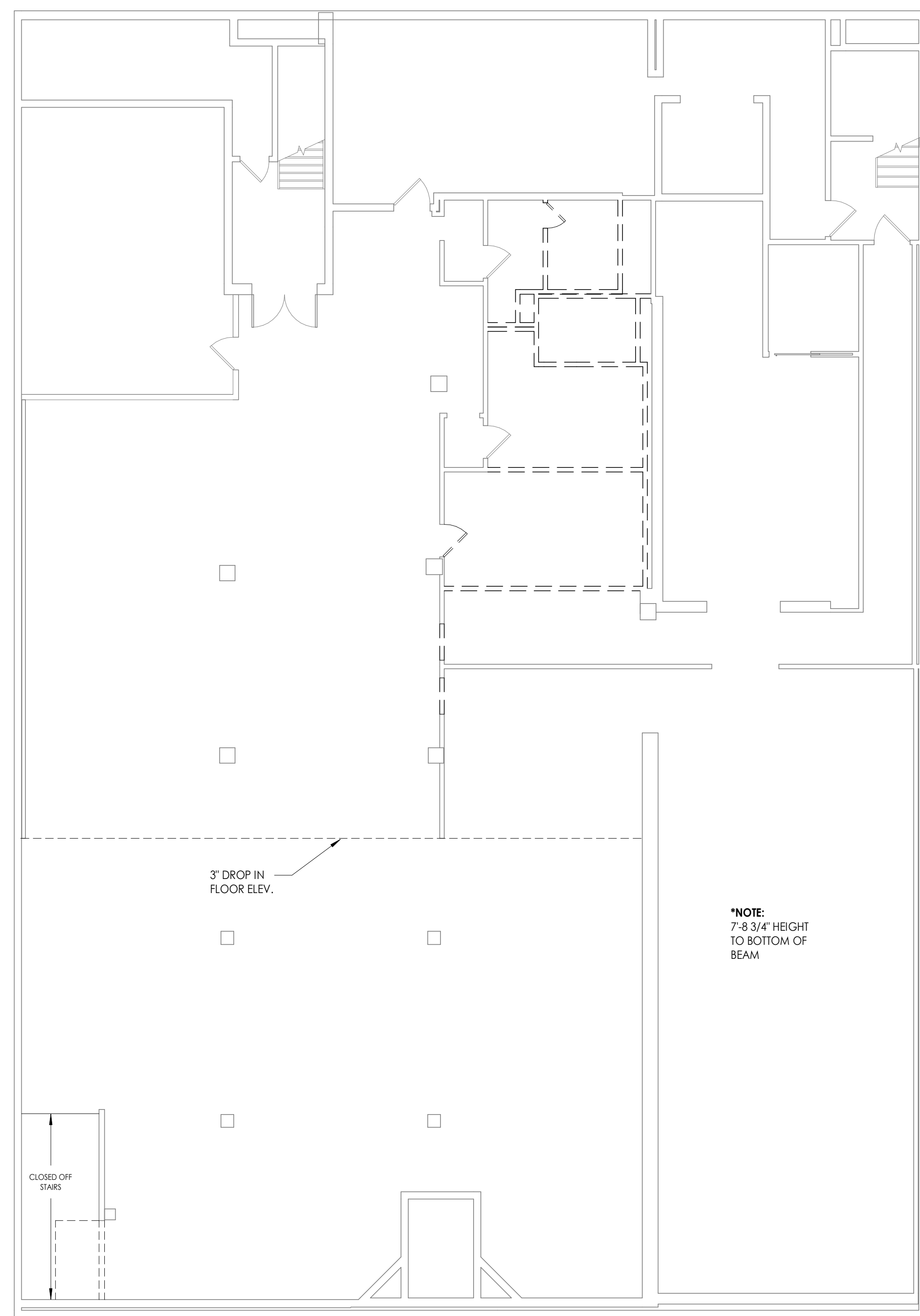
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SHEET
 DEMOLITION PLANS

DEMOLITION PLAN LEGEND

	EXISTING CONSTRUCTION TO REMAIN
	EXISTING CONSTRUCTION TO BE DEMOLISHED
	EXISTING DOOR TO REMAIN
	EXISTING DOOR TO BE REMOVED



PROJECT
7546 GREENFIELD AVE.
 WEST ALLIS, WISCONSIN

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OWNER
 WALLY HOLTZ

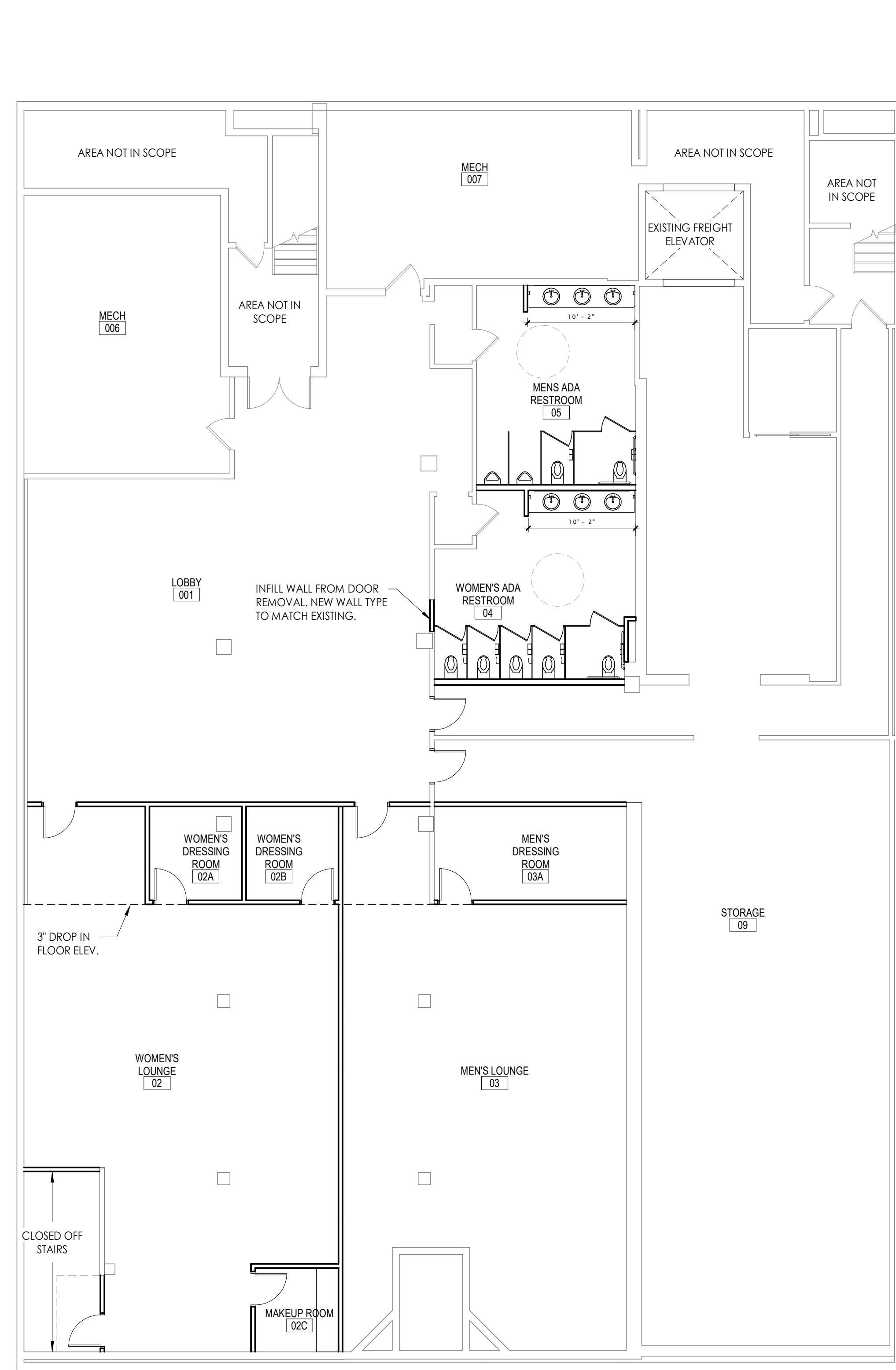
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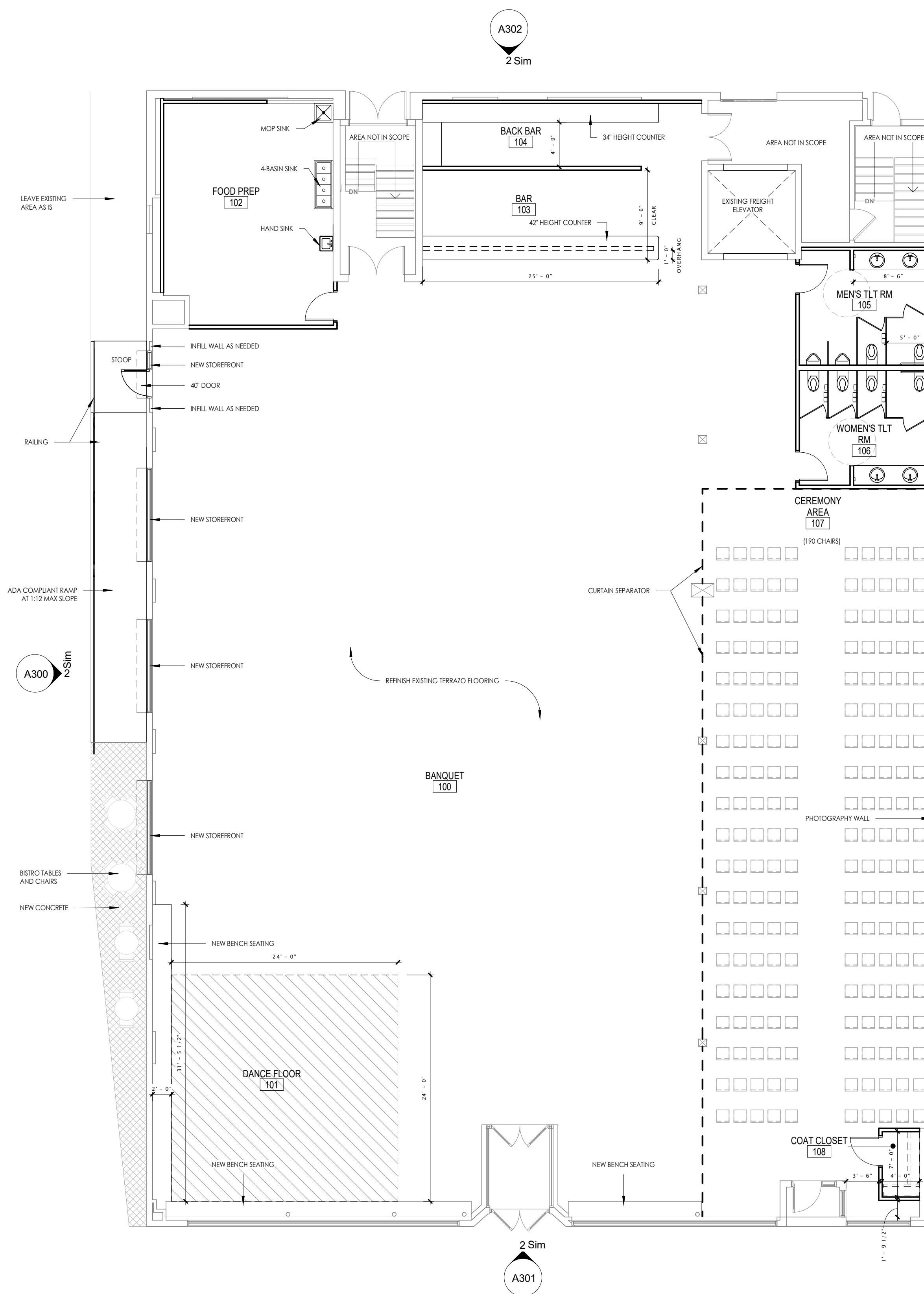
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SHEET
 PROPOSED ALTERATIONS

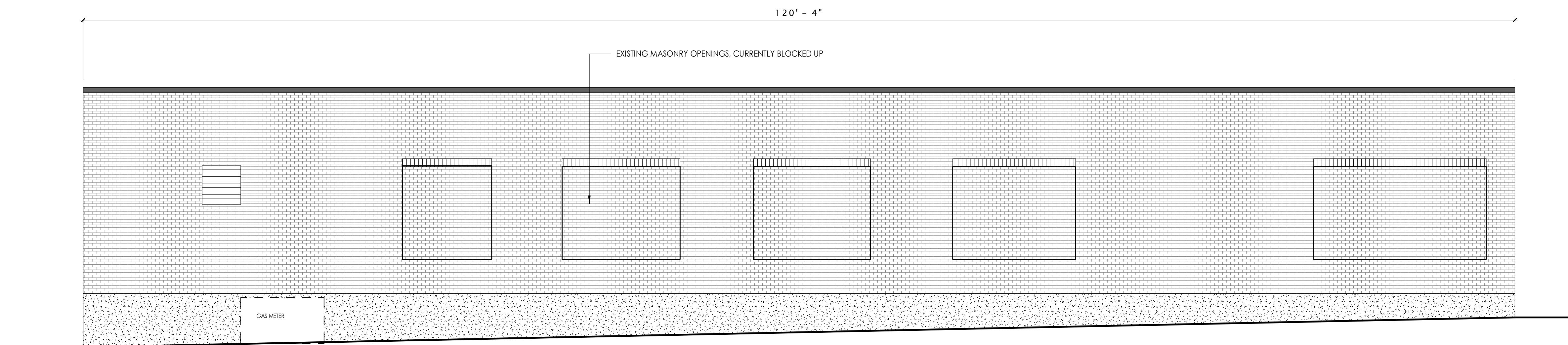


1 LOWER LEVEL - PROPOSED ALTERATION
 1/8" = 1'-0"



2 1ST FLOOR - PROPOSED ALTERATION
 1/8" = 1'-0"





1 S. 76TH STREET ELEVATION - EXISTING
3/16" = 1'-0"

PROJECT

7546 GREENFIELD AVE.

WEST ALLIS, WISCONSIN

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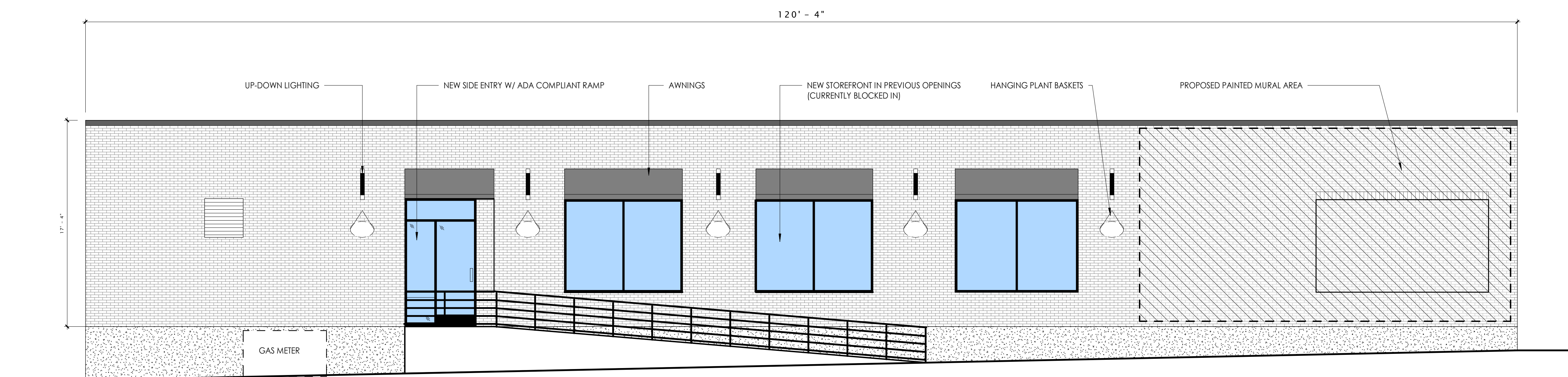
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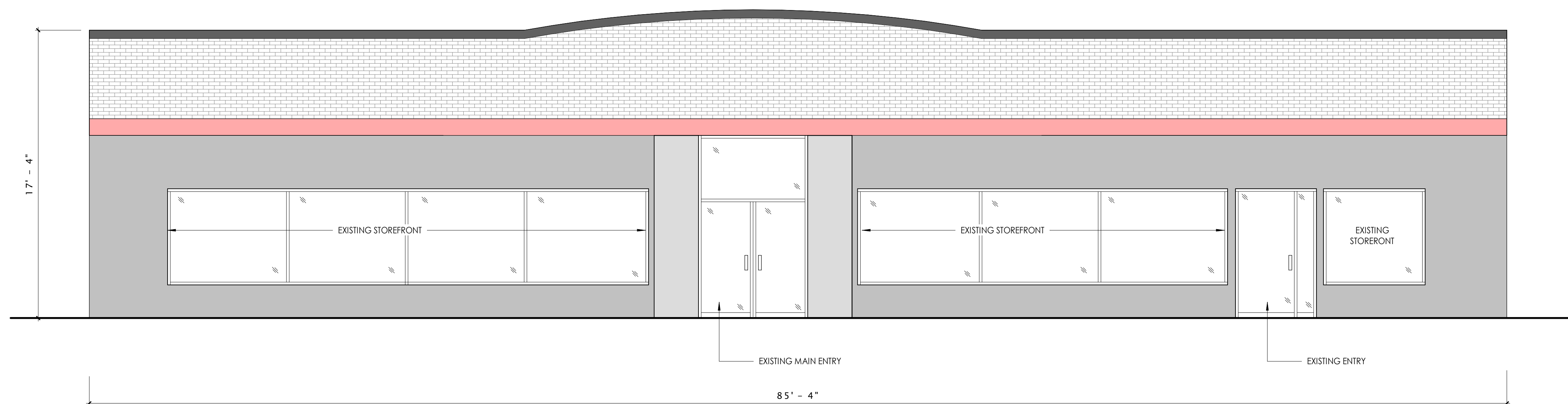
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SHEET

EXTERIOR ELEVATIONS



2 S. 76TH STREET ELEVATION - PROPOSED SCOPE
3/16" = 1'-0"



1 W. GREENFIELD AVE ELEVATION - EXISTING
1/4" = 1'-0"

PROJECT

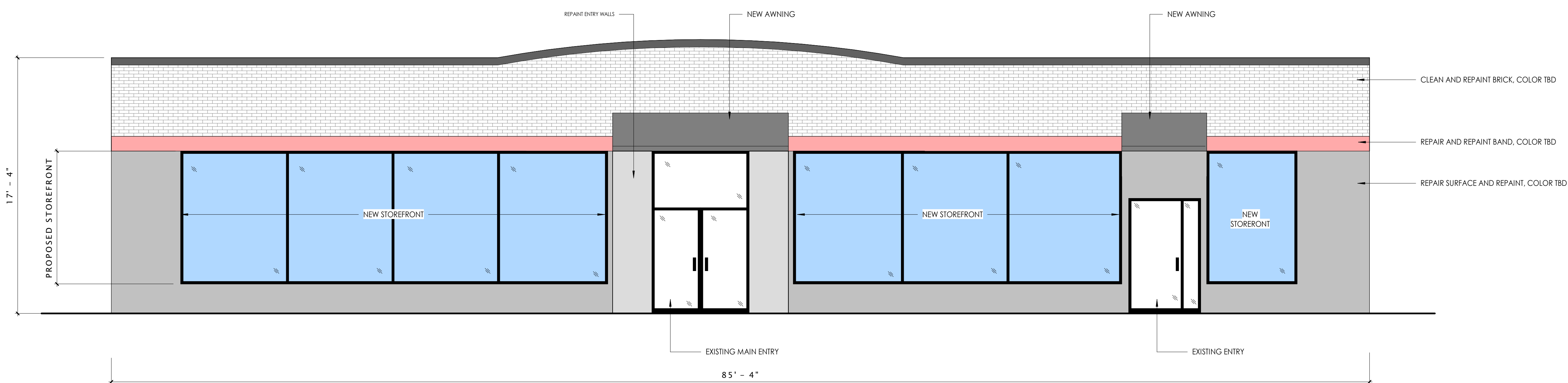
7546 GREENFIELD AVE.

WEST ALLIS, WISCONSIN

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OWNER

WALLY HOLTZ



2 W. GREENFIELD AVE ELEVATION - PROPOSED SCOPE
1/4" = 1'-0"

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SHEET

EXTERIOR ELEVATIONS

A301

PROJECT

7546 GREENFIELD AVE.

WEST ALLIS, WISCONSIN

OWNER

WALLY HOLTZ

REVISIONS

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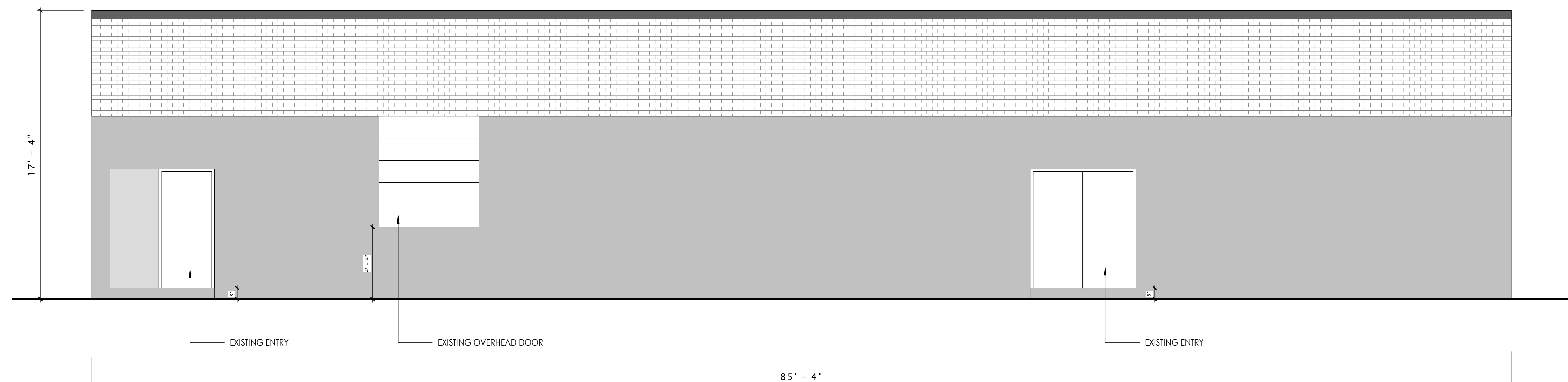
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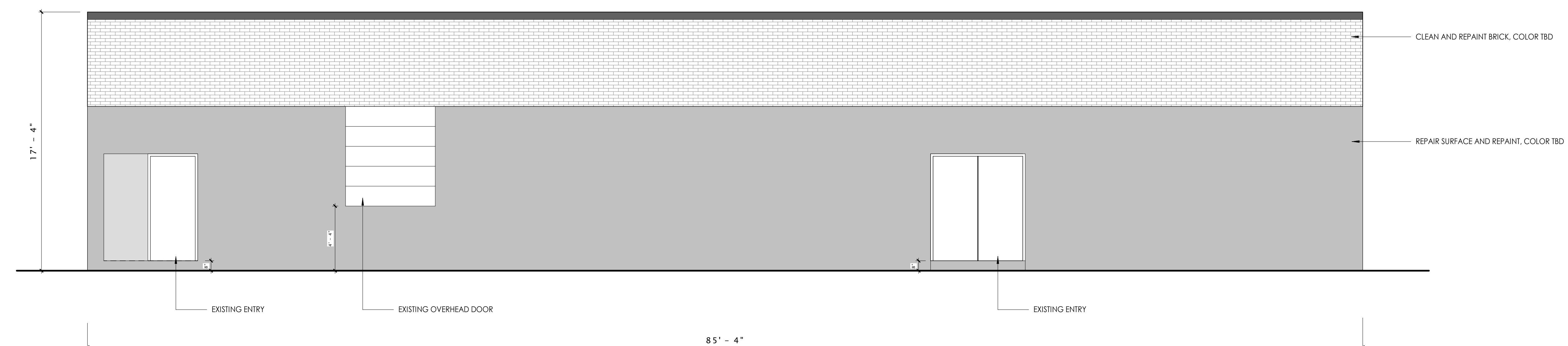
EXTERIOR ELEVATIONS

A302



1 REAR ALLEY ELEVATION - EXISTING
1/4" = 1'-0"

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2 REAR ALLEY ELEVATION - PROPOSED SCOPE
1/4" = 1'-0"

1576-W. Greenfield Ave

Plat of Survey

Known as West Greenfield Avenue, in the City of West Allis, Wisconsin.

Lots 16, 17 and 18 in Block 10 in OTJEN, PULLEN & SHENNER'S SUBDIVISION, being a Subdivision of a part of the S W Section 34, T 7 N, R 21 E, in the City of West Allis, Milwaukee County, Wisconsin.

February 17, 1964

February 24, 1964 (DEPTH & LOCATION OF CATCH BASINS)

(Lots 17 and 18)

(Lot 16)

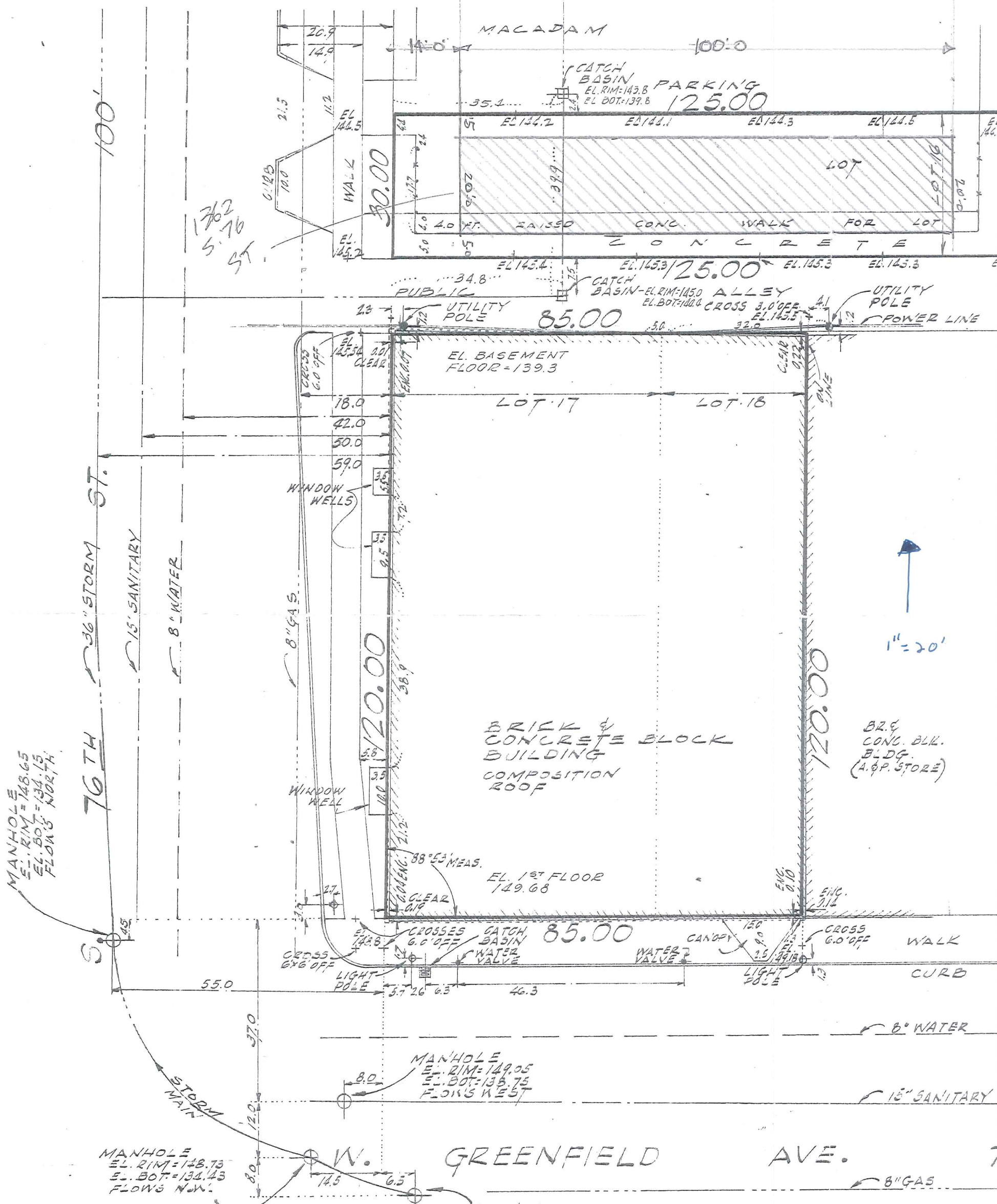
Survey No. 10

Survey No. 10

Revision No. 1

Revision No. 2

7546 W. GREENFIELD



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We Certify that we have surveyed the above described property and that the above plat is an accurate survey and a true representation thereof and correctly shows the exterior boundary lines and location of buildings and other improvements on said property and the correct measurements thereof.

BENCH MARK: - N.E. CORNER OF BLDG. FOOTING AT 7701 W. GREENFIELD AVE. = EL. 134.47

NATIONAL SURVEY SERVICE
CIVIL ENGINEERS AND SURVEYORS
5729 W. VLIET ST. BLUEMOUND 8-9830
MILWAUKEE 5, WISCONSIN



Kenneth E. Berke
SURVEYOR