



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 22, 2022
6:00 PM**

Supplemental item

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

S-1. Revised Site, Landscaping and Architectural Plans for The Deco, a proposed event space, to be located at 7140 W. Greenfield Ave., submitted by Rich Pipek, d/b/a The Deco. (Tax Key No. 440-0310-000)

Overview and Zoning

In April, the Plan Commission approved the special use and site, landscaping and architectural plans for The Deco, that will serve as an event planning space located in Downtown West Allis at the NE corner of S. 71 St. and W. Greenfield Ave.

Walter Holtz owns the property. After purchasing the property in 2017, Mr. Holtz operated an antique store from this location, but has decided to pursue and event venue. The applicant will obtain necessary building permits and municipal approvals to use the property for an upscale wedding venue business that will be providing ceremonies and receptions onsite. The applicant also indicates using the space for corporate functions as well.

The building is approximately 20,400 sq. ft. The floor areas consist of a full basement and two main floors (at 7,200-sf each) with a partial second level - the second level being a partial/floor with views to the level below, and the fourth level being a partial floor/mezzanine.

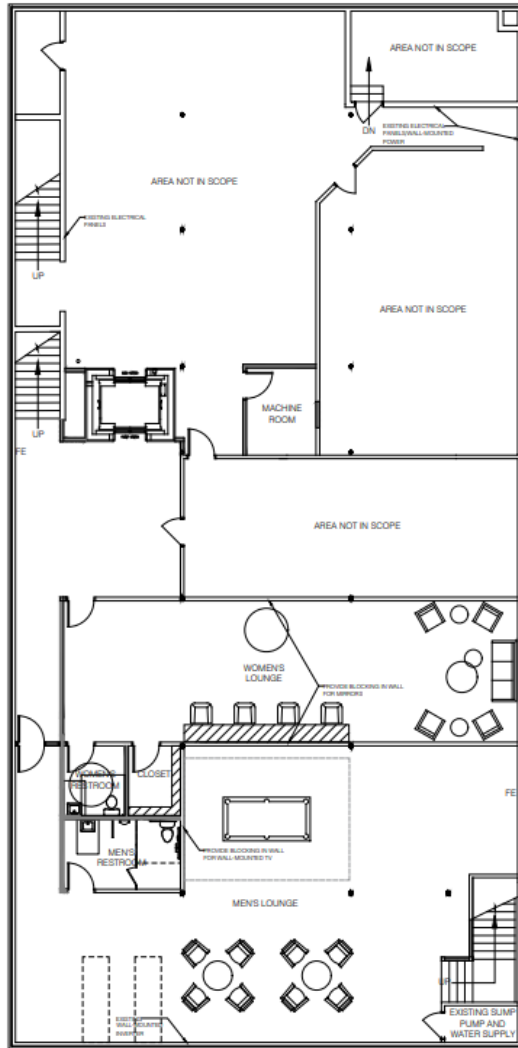
The vision is to develop the basement as a lounge and preparation area for wedding parties/customers, the first floor would provide the reception hall area, the second-floor balcony would provide some additional event space and serve as an balcony overlook (of the first floor activities) and include restrooms, lounge and photobooth. The third floor would provide space for ceremonies. The event space areas/floors would be accessible via a new elevator.

Zoning: C-1 Central Business District

Allows for places of assembly which are more than 5,000 sq. ft. as a Special Use. The Common Council approved the Special Use Permit at the May 17, 2022, public hearing.

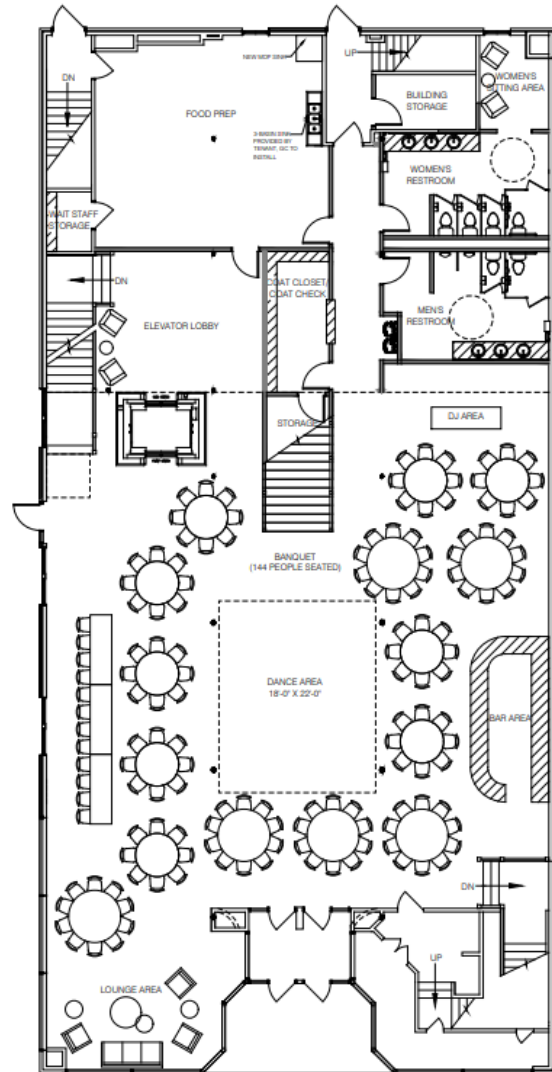


Timeline - pending, but the bulk of work is anticipated being completed in the summer of 2022 with completion in the fall of 2022. Current anticipated construction costs are approximately \$950,000.



BASEMENT PROPOSED PLAN

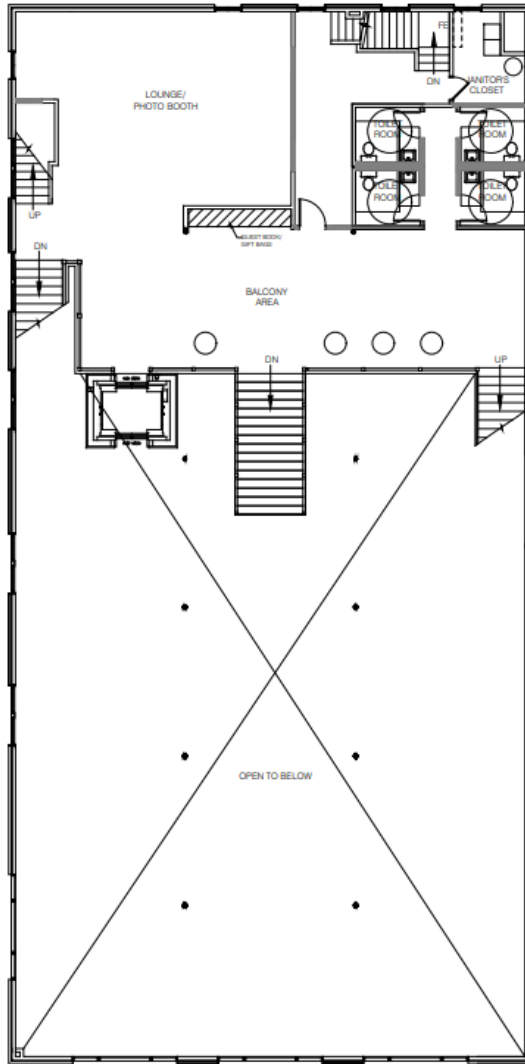
SCALE: 1/16"=1'-0"



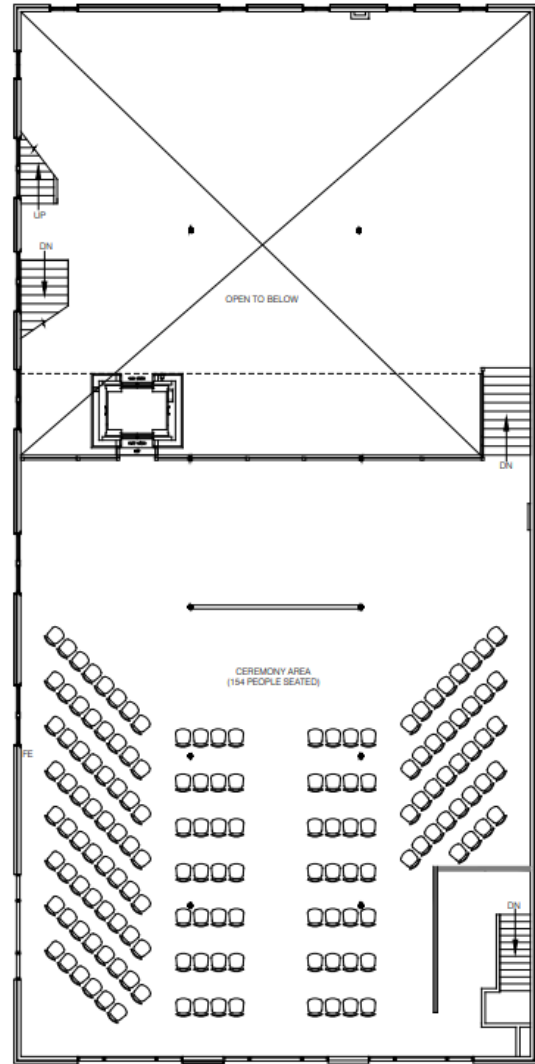
1ST FLOOR PROPOSED PLAN

SCALE: 1/16"=1'-0"





2ND FLOOR PROPOSED PLAN
SCALE: 1/16"=1'-0" NORTH



3RD FLOOR PROPOSED PLAN
SCALE: 1/16"=1'-0" NORTH

Revised Architectural plan

The building was originally constructed for JC Penney in 1936. Over time many of the original architectural elements and 2nd floor windows along W. Greenfield Ave. were covered with an aggregate siding. Earlier this year the city granted permission for the owner to do some exploratory work into uncovering the old window opening locations and removing the previously applied aggregate siding. The work created a dramatic change in what was otherwise a coverall hiding the original design intent, however, given the adhesives used to cover brick there was concern that the original brick would not survive the exploratory renewal work.

April's Plan Commission approval included the following exterior changes:

- New windows and a new exterior façade treatment – Large format porcelain tiles to cover damaged brick portions of the building on the second-floor front facade

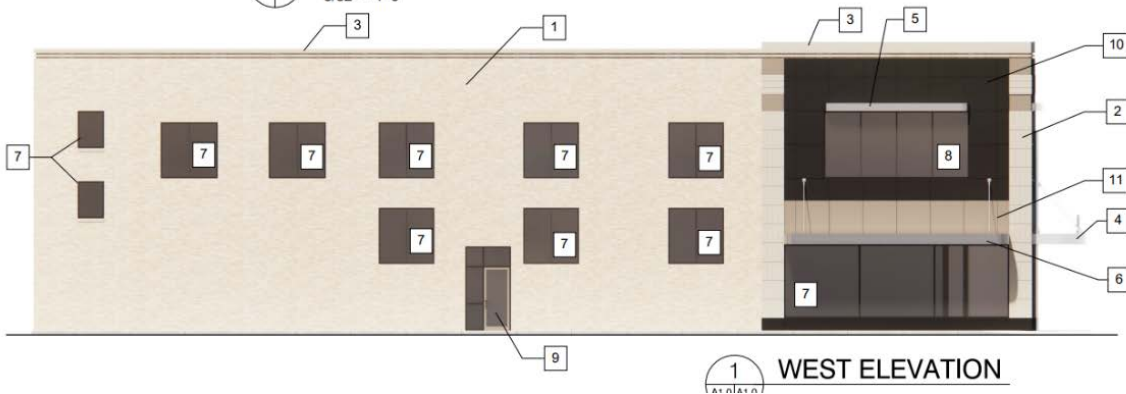
April Plans (approved):



KEY NOTES:

- 1 EXISTING CREAM CITY BRICK
- 2 EXISTING DECORATIVE CONCRETE PIERS
- 3 EXISTING PRECAST CONCRETE COPING
- 4 EXISTING POLISHED METAL CANOPY - TO BE CLEANED/POLISHED
- 5 NEW SHALLOW POLISHED METAL CANOPIES TO MATCH EXISTING
- 6 NEW WEST FACADE METAL CANOPY - MATCH EXISTING
- 7 NEW BLACK ALUMINUM STOREFRONT WINDOWS IN EXISTING OPENINGS
- 8 NEW BLACK ALUMINUM STOREFRONT WINDOWS IN FORMER ORIGINAL BUILDING OPENINGS
- 9 NEW BLACK ALUMINUM STOREFRONT DOOR AND SIDE LITES
- 10 NEW LARGE FORMAT PORCELAIN TILE - DARK GREY
- 11 NEW LARGE FORMAT PORCELAIN TILE - LIGHT GREY
- 12 NEW BUILDING LIGHTING, DIRECTED AT BUILDING FACADE
- 13 NEW CHANNEL LETTER/NEON SIGN "THE DECO" 12'-0" x 2'-6" (30 SF)

2 NORTH ELEVATION
 A1.0 | A1.0
 3/32" = 1'-0"



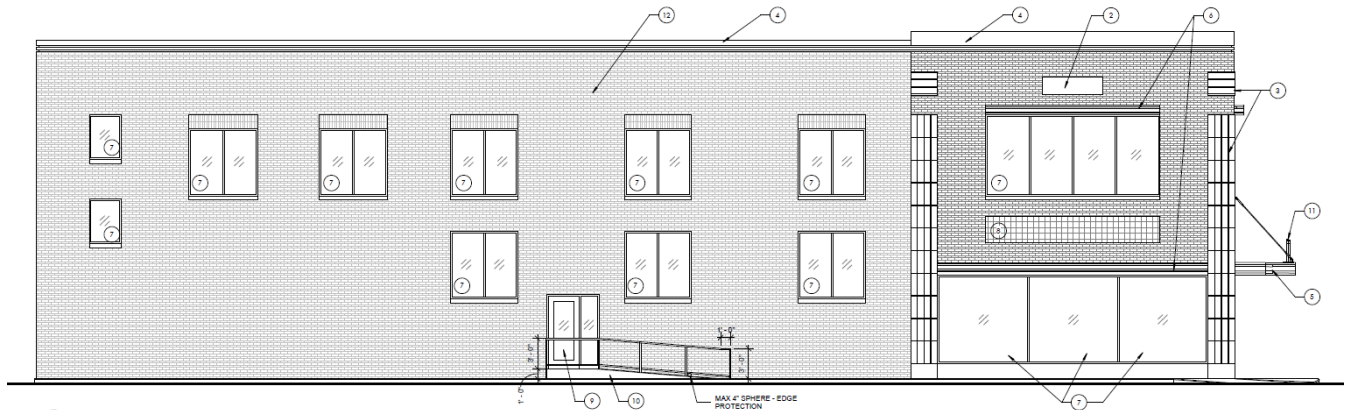
1 WEST ELEVATION
 A1.0 | A1.0

June's Supplemental item (revised):

- Restoration of brick, including tuck-pointing and painting the brick exterior a dark gray (SW Iron Ore) color.
- Keyed elevation notes tagged "1" & "2" are changes from the April approval.



2 SOUTH ELEVATION
 A3.2 | A5.0
 3/16" = 1'-0"



1 WEST ELEVATION
A32(A53) 1/16" = 1'-0"

KEYED ELEVATION NOTES	
TAG #	DESCRIPTION
1	RESTORED EXISTING BRICK - PAINTED SW 7069 IRON ORE
2	RESTORED EXISTING CONCRETE PANEL - PAINTED SW 7069 IRON ORE
3	EXISTING DECORATIVE CONCRETE PIERS TO REMAIN
4	EXISTING CONCRETE COPING TO REMAIN
5	EXISTING METAL CANOPY TO REMAIN - REPAIR DENT AND POLISH
6	NEW SHALLOW METAL WINDOW EYEBROW CANOPIES, 10" DEEP X 10" TALL
7	NEW BLACK ANODIZED ALUMINUM STOREFRONT WINDOWS IN EXISTING OPENINGS
8	CMU FORMER SIGN PANEL AREAS TO BE COVERED IN NEW GOLD COLORED EXTERIOR TILE MOSAIC, SPEC TBD
9	NEW BLACK ANODIZED ALUMINUM STOREFRONT DOOR AND SIDELIGHT IN NEW OPENING
10	NEW CONCRETE LANDING AND RAMP, 1:12 MAX SLOPE, VERIFY EXACT GRADE CHANGE IN FIELD. PROVIDE NEW FREE STANDING PAINTED STEEL HANDRAIL (1 1/2" DIAMETER) AND WALL MOUNTED HANDRAIL (NOT VISIBLE)
11	NEW CHANNEL LETTER/NEON SIGN "THE DECO" 12'-0" X 2'-6" (30 SF)
12	EXISTING CREAM CITY BRICK TO REMAIN - NO PAINT
13	EXISTING ALUMINUM STOREFRONT DOORS, SEE PLAN FOR NOTES REGARDING HARDWARE CHANGES



The exterior alteration to the approved plans requires PC approval per [19.13 of the zoning code](#).

Recommendation: Approval of the revised architectural (brick restoration) option or the porcelain tile option (as approved at the April 27 Plan Commission meeting) for the Deco, a proposed event space located at 7140 W. Greenfield, Ave. subject to applicable building permits.