



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, January 22, 2020
6:00 PM**

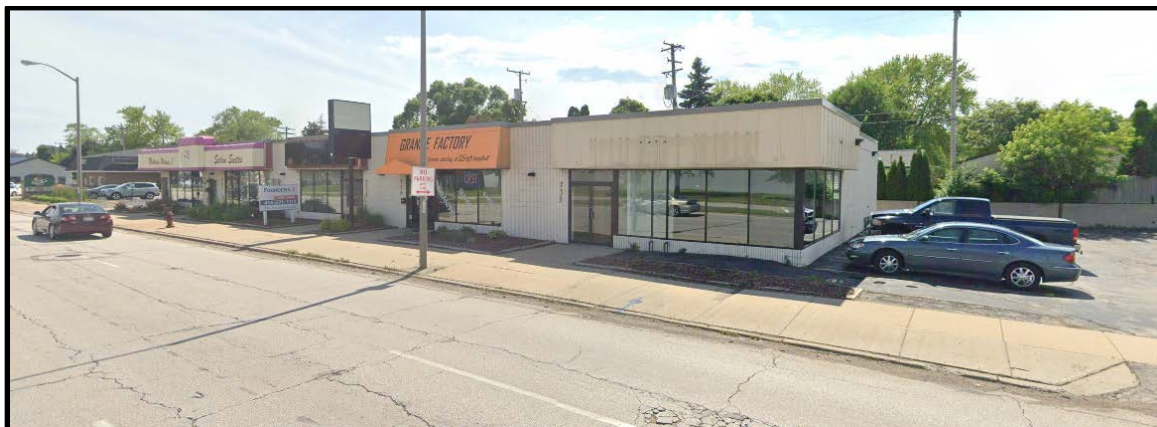
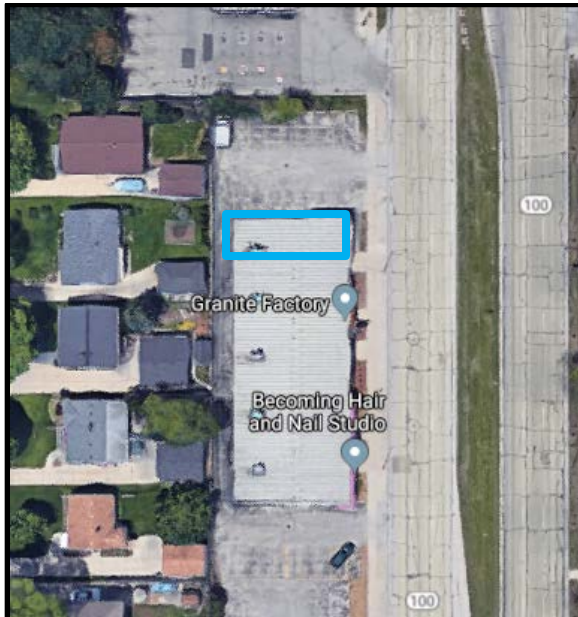
Room 128 – City Hall – 7525 W. Greenfield Ave.

- 4A. Special Use Permit for 2011 Massage, a proposed massage business, to be located at 735 S. 108 St.**

- 4B. Site, Landscaping and Architectural Plans for 2011 Massage, a proposed massage business, to be located at 735 S. 108 St., submitted by Fong Chiu (Tax Key No. 445-0006-001)**

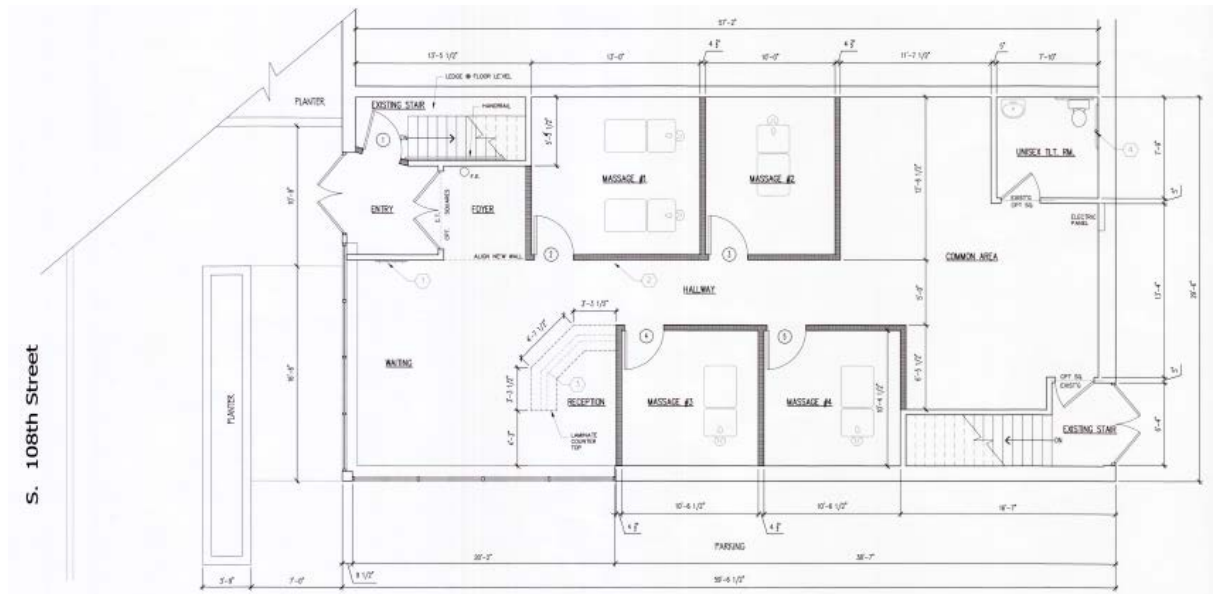
Items 4A and 4B may be considered together.

Overview & Zoning



Fong Chiu, has submitted an application to transform the former home of Mattress Savings into a massage business. Chiu's intent is to build out four separate massage rooms. Massage styles will consist of oriental body work, Swedish, deep tissue, reflexology, release point and foot massage. Chiu expects to have up to 3 masseuses working in the space. Expected hours of operation are Monday – Saturday 9am – 10pm and Sunday 10am – 9pm.

The property is currently zoned C-3 Community Commercial District. A massage business is considered a Special Use in the C-3 district and requires a Special Use Permit. A public hearing regarding the Special Use Permit application is scheduled for February 19, 2020.



Site, Landscaping and Architectural Plans

The building's interior will be reconfigured to a reception space, four massage rooms, and a unisex bathroom. The entire space is 1,688 square feet. The exterior façade of the building will remain the same. Staff recommends the removal of the existing non-conforming pole sign.

The total floor area for the existing building is 1,688 square feet. The off-street parking requirement for service establishments is 1 space for every 300 square feet of gross floor area, or 5 parking spaces. The existing site has 16 parking spaces on the north end of the parking lot near the proposed business, so they have sufficient parking available.

Non-conforming Sign

The property owner has agreed to remove the existing non-conforming pole sign. However, the sign is currently written into a lease for an existing tenant. Also, due to the cost of a significant amount of improvements made to interior commercial spaces, as well as upcoming projects like repaving the parking lot, the owner has requested up to 4 years-time to remove the pole sign.

Recommendation: Common Council approval of the Special Use Permit for a proposed massage business, to be located at 735 S. 108 St., and approval of the Site, Landscaping and Architectural Plans for a proposed massage business, to be located at 735 S. 108 St., submitted by Fung Chiu, (Tax Key No. 445-0006-001), subject to the following conditions:

(Items 1 through 2 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, and Architectural Plans being submitted to the Department of Development to show the following: (a) Property owners acknowledgement to remove the existing non-conforming pole sign. Contact Tony Giron, City Planner at 414-302-8469.
2. Common Council approval of the special use (scheduled for February 19, 2020) and applicant's acknowledgement of the special use resolution.

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

3. Signage plan being provided for staff review and approval.
4. 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.