



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 28, 2023
6:00 PM

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

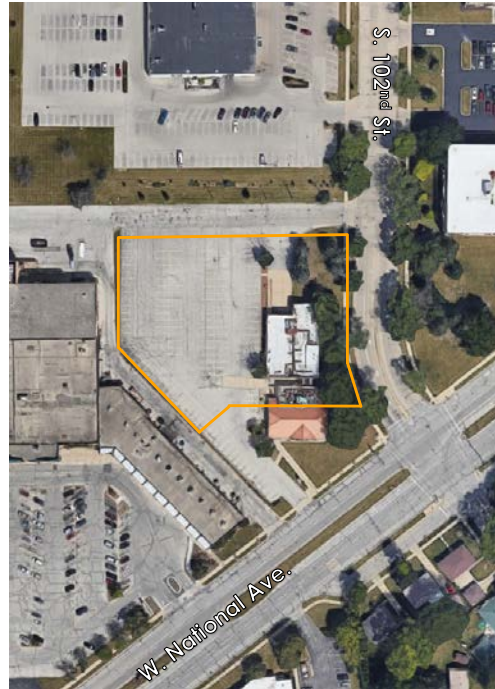
3. Site, Landscaping, and Architectural Design Review for Eye Care Specialists Clinic, a proposed Medical Clinic, at 10200 W. National Ave. (Tax Key No. 485-9990-013)

Overview and Zoning

The Luther Group is proposing to develop a new outpatient ophthalmology clinic – Eye Care Specialists (ECS) – on the northern portion of the proposed 10200 W. National Ave. site.

ECS provides comprehensive care for eye conditions to more than 200,000 people throughout SE Wisconsin. ECS will be moving from their current aging and inefficient clinic located in the nearby Lincoln Center III building. ECS also operates 2 other clinics located in Wauwatosa and Milwaukee. ECS will have 5 physicians, 19 full-time staff, and 3 part-time staff in the proposed location.

The total area of the proposed clinic will be approximately 13,300 sq. ft. A portion of the existing building on site will be saved with a new addition to the north. Construction is anticipated to begin Q3 of 2023 and be completed by Q3 of 2024.



Hours of Operation:

Monday – Friday: 7:00am – 7:00pm

Saturday: 7:00am – 5:00pm

Patients may be seen outside of normal business hours in cases of an urgent medical matter. Staff typically work in the building 1-2 hours before and after clinic hours, or occasionally later.

10200 W. National Ave. is zoned C-3, and medical clinics are a permitted uses.

Site Plan

The applicant is proposing to construct a new single story building addition to the north of the existing building. The southern portion of the existing building will be demolished.

The site will be laid out with the building and landscaping buffer on the eastern front of the lot near S. 102nd St. and parking to the western rear.

West Allis has a maximum front setback of 20' in the C-3 zoning district. The portion of the existing building that will remain is set back 30' from the East lot line and is legal nonconforming as it was built prior to the implementation of this rule. The proposed addition will be built in line with the existing building to facilitate a logical interior layout, but will include a feature that extends to 25' from the front lot line to

more closely align with the code. The applicant will seek a variance from the Board of Appeals for the front setback; staff will recommend the Board of Appeals approve this request.

The parking lot includes significant changes from the site's original layout. This portion of the existing site currently has 113 parking spaces. A maximum of 67 spaces are allowed for a 13,300 sq. ft. medical clinic. The number of vehicle parking spaces on this portion of the site will be reduced from 113 to 90; a reduction in nonconformity that can be approved by Plan Commission. This figure was agreed upon between staff and the applicant; it satisfies the Ophthalmic Construction Consulting Firm's recommendation for 1 space per 150 sq. ft. of clinic space.

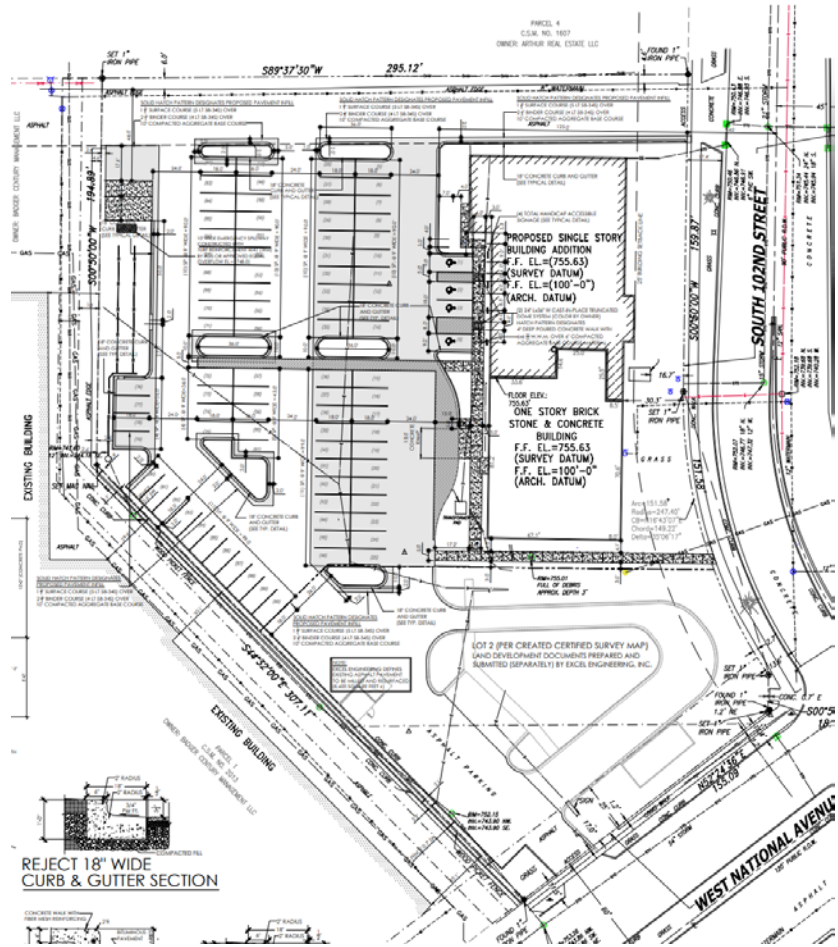
The parking lot also includes the addition of landscaping islands. 2 will be placed on the north edge of the property to better buffer the lot from the alley shared with Target, Piggly Wiggly, and others. Staff recommends the central landscaping islands be modified so that the pedestrian walkway be centered between 2 portions of landscaping, rather than alongside and potentially blocked by misparked vehicles. Landscaping and a refuse enclosure will be added along the west lot line.

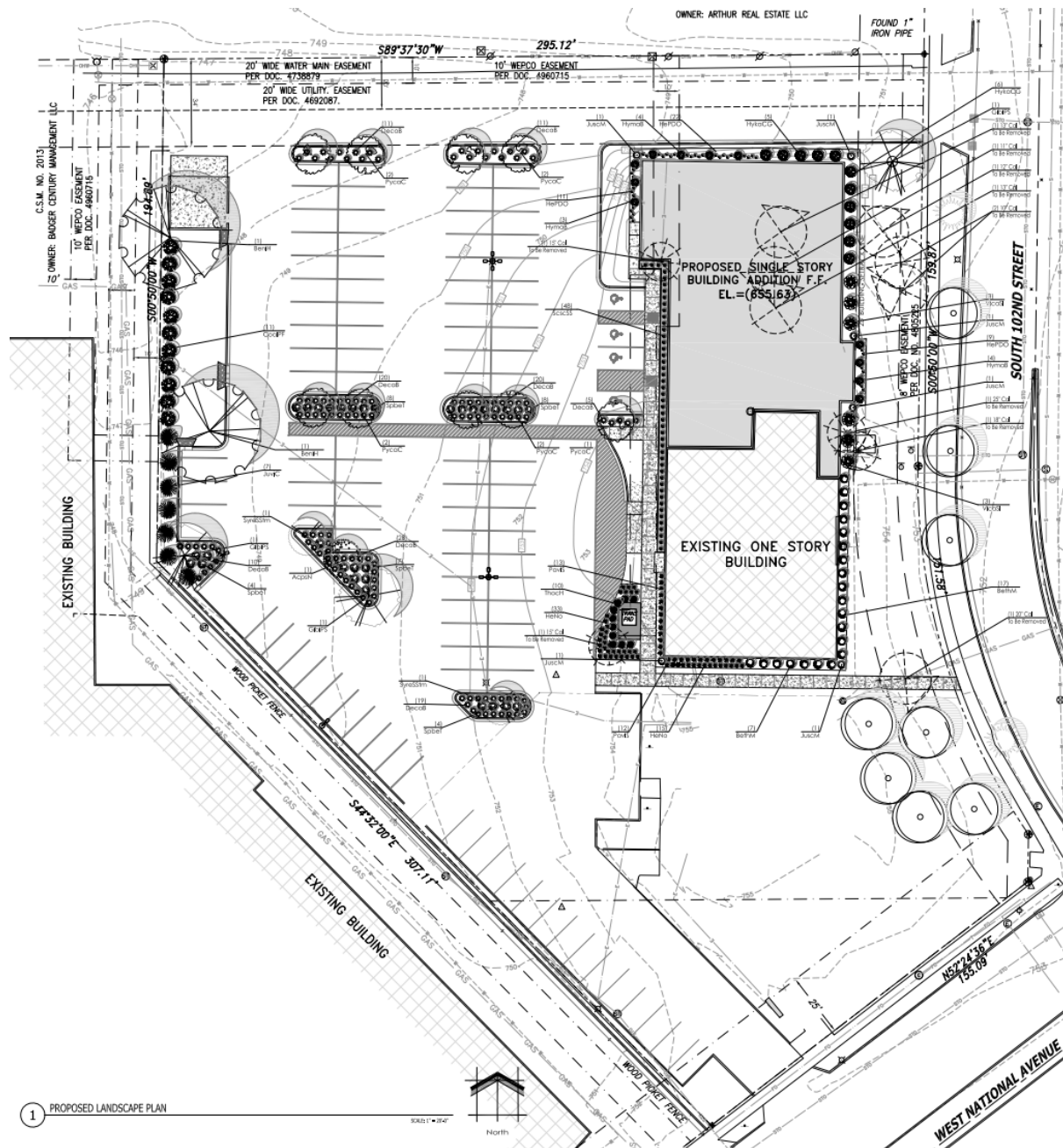
Other features include pedestrian connections with a sidewalk along the west edge of the building that connects to sidewalk from the proposed development to the south and S. 102nd St. along the south edge of the building. Additionally, the site includes a drive-up pick-up/drop-off near the entrance; an important feature as some patients may be unable to drive themselves to or from the clinic. The site requires 1 outdoor bicycle parking space; none are proposed. Staff recommends adding 1 outdoor bicycle rack.

Landscaping Plan

Ten (10) trees will be removed which were in or close to the proposed addition or sidewalks. A significant number of new plants will be added surrounding the building and in new landscaping areas created in the parking lot.

Plantings around the building will primarily include perennial deciduous shrubs, daylilies, and native grasses with several coniferous shrubs at certain locations. Parking lot landscaping will include trees such as maples, pear and birch trees paired with native grasses and broadleaf shrubs. Larger shrubs and coniferous trees will also function as a shield on the west lot line.





Architectural Plan

The proposed exterior façade will evoke a modern look with plenty of windows and a bright yet simple mix of materials. Most of the building will be white stacked bond masonry, with wood-look metal panel accents and dark bronze metal coping acting as a cap. The middle section of the west and east façade will include white vertical metal panels to add visual interest.

Clear, aluminum, storefront windows will be featured regularly and will rise to the height of the building to accent the western rear entrance. This entrance will also be accented and protected from the elements by a wood-look metal panel canopy with under-canopy lighting. The portion of the building that protrudes to

the east to add visual interest and more closely align with setback code will also be differentiated by larger windows and prominent wood look-metal panel.

The southeast portion corner of the building, which will be prominently visible from the corner at 102nd and National and houses the lobby, will be uniquely designed with large, tall windows capped by the wood-look metal panels.



Floor Plan

The building's entrance is located on the southwest side of the building.

The lobby will be located on the south end of the building with seating at the southeast corner.

Patient rooms and offices will be located on the northern 2/3 of the building.



Design Guidelines

The proposed project is considered a major redevelopment. Compliance with the design guidelines is mandatory. The proposal satisfies all applicable criteria except for the following:

- 2bi. Engaging spaces: Does not have space for resting or other forms of human engagement outside the building. Consider adding bench for patients awaiting pickup by the entrance.

See attached Plan Commission checklist.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for Eye Care Specialists Clinic, a proposed Medical Clinic, at 10200 W. National Ave. (Tax Key No. 485-9990-013) subject to the following conditions:

1. Common Council approval of a Certified Survey Map to split parcel into 2 lots.
2. Application being made to the Board of Appeals for consideration and approval of a (5-ft) variance within the front yard setback area.
3. Revisions to Site, Landscaping, and Architectural plans showing a) addition of one (1) bicycle parking rack; b) addition of a bench near the front entrance; c) align sidewalk to meet Caribou Coffee's along the south property line; d) realign mid-parking lot landscaping islands and pedestrian walkway so the sidewalk runs through the landscaping island.
4. Documentation and approval showing compliance with the City of West Allis Stormwater Management Ordinance, to be submitted to the Code Enforcement Department by a registered Civil Engineer. A stormwater permit must be obtained from the City Building Inspector. Contact Mike Romens, Building Inspector, at 414-302-8413.
5. Approval of Traffic Impact Analysis and, if necessary, other minor modifications by the City Engineer.
6. Planned work or modifications within City right-of-way shall be coordinated with City Engineering. Driveway permits being applied for and obtained through City Engineering for any modifications. Contact Greg Bartelme (414) 302-8367.

PLAN COMMISSION CHECKLIST

1.

Goal:
Context

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Neighbor	i. Street wall	<input type="checkbox"/>	
	ii. Scale	<input type="checkbox"/>	
	iii. Historic neighbors	<input type="checkbox"/>	
	iv. Connectivity	<input type="checkbox"/>	
b. Site	i. Orientation	<input type="checkbox"/>	
	ii. Unique features	<input type="checkbox"/>	
	iii. Historic elements	<input type="checkbox"/>	
	iv. Additions	<input type="checkbox"/>	

2.

Goal:
Public Realm

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Active Ground Floor	i. Tall and clear ground floor	<input type="checkbox"/>	
	ii. Street edge	<input type="checkbox"/>	
	iii. Active uses	<input type="checkbox"/>	
	iv. No blank walls	<input type="checkbox"/>	
b. Build for People	i. Engaging spaces	<input type="checkbox"/>	
	ii. Accessible spaces	<input type="checkbox"/>	
	iii. Built-out site	<input type="checkbox"/>	
	iv. Pedestrian connections	<input type="checkbox"/>	
c. Mitigate Impacts	i. Vehicle parking	<input type="checkbox"/>	
	ii. Utilities and services	<input type="checkbox"/>	
	iii. Lighting	<input type="checkbox"/>	
	iv. Fencing	<input type="checkbox"/>	

3.

Goal:
Quality

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Building	i. Quality materials	<input type="checkbox"/>	
	ii. Ground floor	<input type="checkbox"/>	
	iii. Exterior features	<input type="checkbox"/>	
	iv. Quality design	<input type="checkbox"/>	
b. Environment	i. Natural features	<input type="checkbox"/>	
	ii. Manage stormwater	<input type="checkbox"/>	
	iii. Reduce impervious surface	<input type="checkbox"/>	
	iv. Embody sustainability	<input type="checkbox"/>	