



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

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

- 2. Site, Landscaping and Architectural Plans for Aspen Dental, a proposed dental office, to be located at 10707 W. Cleveland Ave, submitted by Boulder Venture (Tax Key No. 519-9996-001)**

**Overview & Zoning**

Boulder Venture submitted an application for a Site, Landscaping, and Architectural Plan for a proposed Aspen Dental (new construction) on a portion of the existing Office Max site at 10707 W. Cleveland Ave. The property is currently zoned C-4 Regional Commercial District. Medical clinics are a Permitted Use in this district.

Boulder Venture is proposing to construct a 3,500 square foot building for Aspen Dental within a portion of what is currently the Office Max parking lot. Construction is expected to begin in the spring of 2020 and be completed by August 2020.



Aspen Dental will perform general dentistry, having no complete sedation, no ambulatory requirements, and no med gas delivery system. Hours of operation are intended to be: Monday, Wednesday, Thursday 9:00am – 6:00pm; Tuesday 10:00am – 8:00pm; and Friday 8:00am – 1:00pm. Aspen Dental anticipates having 7 to 8 employees and to serve approximately 25 patients per day.

**Site and Landscape Plans**

Staff is continuing discussions with the applicant regarding site design. Up-to-date site and landscape plans and recommendations will be presented at the meeting. One known recommendation is that the applicant submit phased site and landscape improvement plans for the entire site, rather than solely focusing on the proposed Aspen Dental portion of the site.

**Architectural Plans**

Proposed building materials include a stone veneer, modular brick veneer, EIFS, and prefinished metal coping, with aluminum frame awnings. Staff recommends EIFS be removed from the architectural plans and replaced with an alternate material, in order to

increase the quality of building materials to be of a similar quality as other new developments in the city.



A majority of the proposed windows are shown with an insulated glazing (blue). This glazing will assist with privacy/screening into the building, but staff is recommending a sample be provided to staff for review and approval. The remaining proposed windows (white) are spandrel windows, which staff recommends be removed from the plans and replaced to match the other windows. Further, staff recommends at least one window be added to the rear of the building. Four-sided architecture is particularly important on this site, as all sides of the building will be visible from major roadways. Staff also recommends additional screening for the rooftop unit visible from the rear elevation.

### **Signage**

The current elevations show three wall signs. The applicant has been notified that only two wall signs are permitted under the Sign Code, and that one of the signs should be removed from current plans. Should the applicant wish to appeal for additional signage, they must come before Plan Commission with that request. Further, the applicant has indicated that Aspen Dental will be seeking a freestanding sign. Because an existing freestanding sign for Office Max is on the proposed Aspen Dental site, and only one freestanding sign is permitted per site, a second monument sign would not be permitted under the Sign Code.

### **Certified Survey Map**

The applicant has indicated that a Certified Survey Map (CSM) will be completed after construction. Staff recommends the CSM be applied for during the construction period and that the applicant provide a timeline to reflect the Plan Commission and Common Council meeting dates at which they intend to seek approval of the CSM. Staff has notified the applicant that Aspen Dental's business occupancy shall not be issued until an updated CSM has been recorded.

### **Recommendation**

A complete staff recommendation will be provided once requested Site, Landscape, and Architectural Plans (revised building location and phased site improvement plans) have been submitted and reviewed by staff.