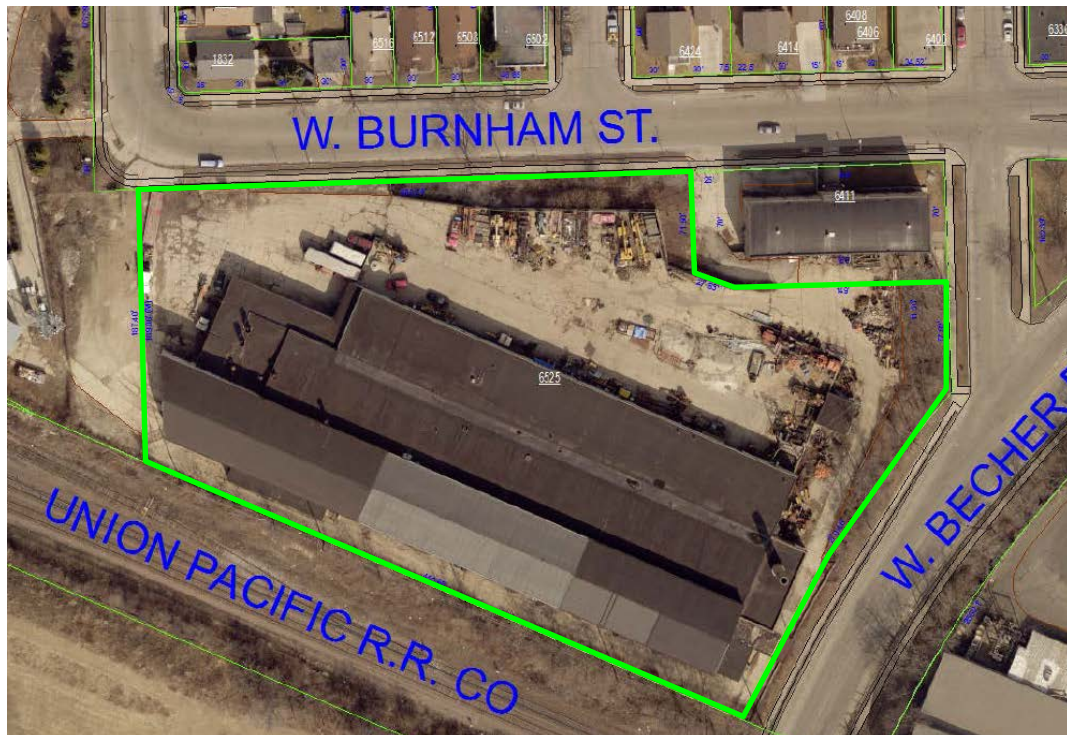




STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, July 25, 2018  
6:00 pm  
City Hall – Room 128– 7525 W. GREENFIELD AVE.

4. Site, Landscaping and Architectural Plan for MagraHearth, LLC, a new business proposing exterior building alterations and site improvements within the existing building located at 6525 W. Burnham St., submitted by Craig Podlesnik, Podvacic Holdings, LLC, d/b/a MagraHearth, LLC and Adam Stein, architect Logic Design and Architecture, Inc. (Tax Key No. 475-0006-001).



### Overview and Zoning

Podvavic Holdings has acquired/closed on the property located at 6525 West Burnham Street, West Allis. Owners Craig Podlesnik and Dave Kovacic now own the existing 61,000 square foot building and will begin the renewal of the 70-year-old former manufacturing facility. The building was previously owned and utilized as storage by Source Services for decades.

The property is zoned M-1, Manufacturing, which permits manufacturing and storage uses.



Three new businesses will relocate to the site. Craig Podlesnik is the President of MagraHearth and StoneCraft Studios, while David Kovacic and Kelly Kovacic own Northern Tool and Fastner. A summary of each business follows:

### Stonecraft Studios

Started in 2002, is a fireplaces manufacture and service company. The business provides a wide range of services including:

- Hearth Services
- Masonry
- Paint and Stain
- Rocksteps
- Outdoor living and landscape

Stonecraft (<http://stonecraftstudios.com/>) generates a majority of its revenue from masonry work with a focus on working with new home builders to install fireplaces.

### MagraHearth

In 2014, Craig started MagraHearth (<http://magrahearth.com/>) a manufacturer of proprietary, non-combustible mantels that allows for installation closer to the actual fireplace itself. Building codes generally specify that combustible mantles must be placed 12 inches above the fireplace opening. The mantles produced by MagraHearth are made at a warehouse/production space at 2152 S. 114<sup>th</sup> St. in West Allis. Their lease is up in September and they will move all operations to the new property.

MagraHearth's mantles are made from a patented, lightweight concrete blend which very closely mimics the feel and overall look of wood. The product itself is not patented.



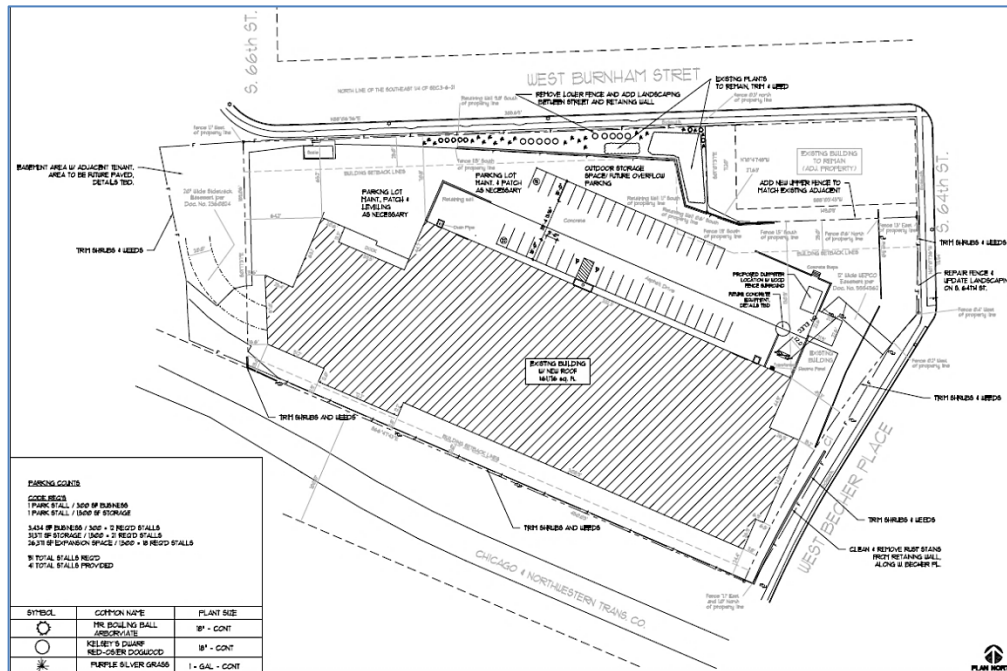
The company has also developed a modular fireplace surround that is built to fit certain models of Mendota fireplaces. These full masonry surrounds are assembled in six pieces and delivered onsite.

MagraHearth is a fairly new business that has experienced continued growth since coming into the market. Their products are carried by 500 dealers throughout the U.S.

### Northern Tool & Fastener

David Kovacic and his wife Kelly have owned Northern Tool and Fastener for 32 years. The company occupies space in the same building as MagraHearth and will also invest and relocate to the proposed property. The business provides various tools and fasteners to many local contractors of varying sizes. One of their larger customers is CG Schmidt.

Northern Tool & Fastener was established in 1992 as a women owned business. The business services the construction industry of SE WI in fasteners, power / hand tools and accessories for contractors. In 2013 the business added a partner to the company and opened a location in Chicago IL.



### Site and Landscaping Plan

A summary of site and landscaping improvements will include:

- Removal of barb wire fencing along W. Burnham St. (near sidewalk) and installation of infill landscaping within the existing grade;
- Parking lot and pavement improvements to the overall site;
- Re-stripping of the parking lot area and inclusion of ADA accessible parking
- Refuse enclosure area being provided on site and screened from view.
- Clean up of existing retaining wall fronting W. Becher Pl.



Below: The W. Burnham St. frontage currently feature a barb wire fence that will be removed and replaced with landscaping



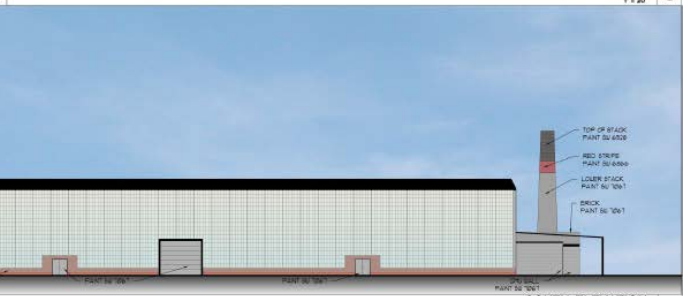
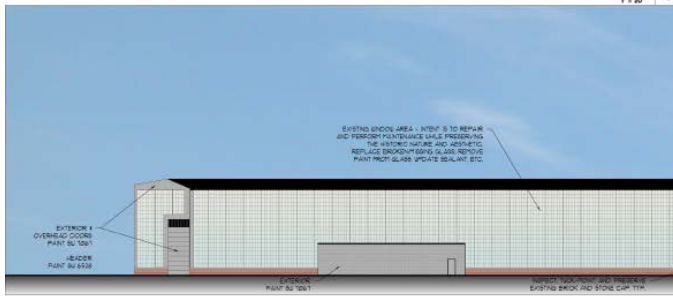
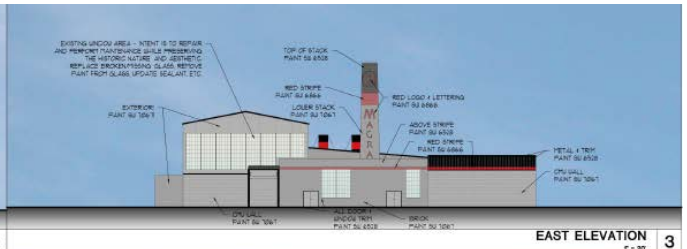
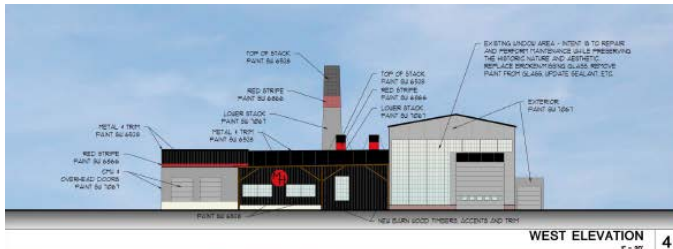
Above: The W. Becher Pl. frontage currently features a retaining wall that will be cleaned and existing vegetation will be trimmed/maintained.

### **Architectural Plan**

The existing building is about 61,000-sf and will be updated as part of the new ownership and occupancy. The existing building features a high-bay shop and storage area and office space which will be renovated for the new uses.

A summary of exterior improvements includes:

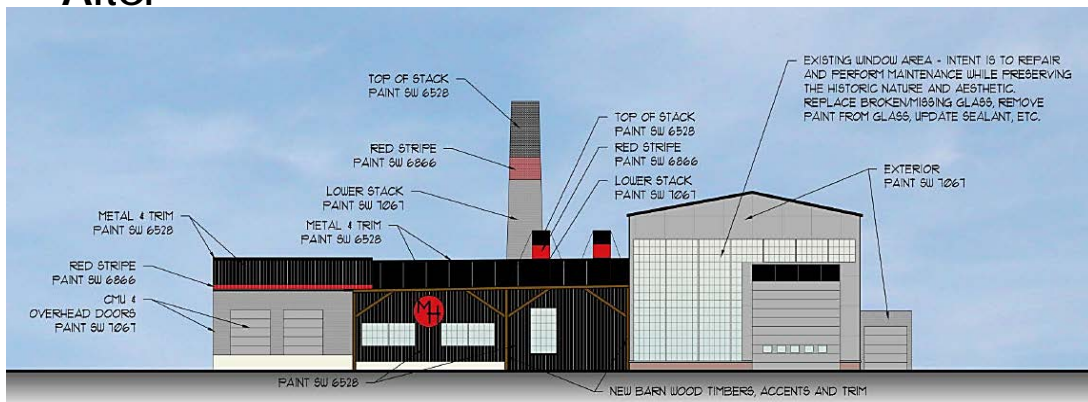
- a. Repainting the overall building (colors are represented in the elevations and range from light gray to dark gray with red accents);
- b. Repair and spot replacement and refurbishing of existing shop windows on the building;
- c. Installation of exterior "timber" framework on the northwest side of the building.



Before

WEST ELEVATION

After



WEST ELEVATION

**Recommendation:** Recommend Site, Landscaping and Architectural Plan for MagraHearth, LLC, a new business proposing exterior building alterations and site improvements within the existing building located at 6525 W. Burnham St., submitted by Craig Podlesnik, Podvacic Holdings, LLC, d/b/a MagraHearth, LLC and Adam Stein, architect Logic Design and Architecture, Inc. (Tax Key No. 475-0006-001), subject to the following conditions:

(Items 1 through 3 are required to be satisfied prior to any work being done that is associated with the proposal reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a) specific exterior materials being noted; (b) additional landscaping infill species being coordinated with the City Forestry Department; (c) a schedule improvements being provided, including paving improvements within the easement area on the west side of the site; (d) details of outdoor storage and screening; Contact Steven Schaer, Planning Manager at 414-302-8460 with any questions.
2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Steven Schaer, City Planner at 414-302-8460.
3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. The security form shall be submitted to and approved by the Building Inspections and Neighborhood Services Department, relative to the cost estimate as determined in Condition #2. Contact Steve Schaer at (414) 302-8460.

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

4. Signage and lighting plan being provided for staff review and approval.
5. 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.