



City of West Allis

Meeting Agenda

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, June 23, 2021

6:30 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF MINUTES

1. [21-0259](#) May 26, 2021 Draft Minutes

Attachments: [May 26, 2021 Draft Minutes](#)

D. NEW AND PREVIOUS MATTERS

- 2A. [21-0260](#) Special Use Permit for Cobalt Partners parking lot, a proposed parking lot, to be located at 23** S. 102 St.

- 2B. [21-0261](#) Site, Landscaping, and Architectural Plans for Cobalt Partners parking lot, a proposed parking lot, to be located at 23** S. 102 St., submitted by Bill Ohm, d/b/a Cobalt Partners. (Tax Key No. 485-9996-014).

Attachments: [\(SUP-SLA\) 2300 block S 102 St parking lot](#)

3. [21-0262](#) Site, Landscaping, and Architectural Plans for improvements on an existing manufacturing property located at 6048 W. Beloit Rd., submitted by Michael Hajek on behalf of Phoenix Investors, property owner. (Tax Key No. 475-0038-002).

Attachments: [Phoenix Investors \(SLA\) 6048 W Beloit Rd](#)

4. [21-0263](#) Ordinance to amend the official zoning map by rezoning property located at 10200 W. National Ave. (unoccupied former Bakers Square) from C-4 Regional Commercial to C-3 Community Commercial.

Attachments: [\(Rezone\) 10200 W National Ave](#)

- 5A. [21-0264](#) Special Use Permit for a haunted house to be located within an existing commercial building (former Michael's) located at 11135 W. National Ave.

- 5B. [21-0265](#) Site, Landscaping and Architectural for a haunted house to be located within an existing commercial building (former Michael's) located at 11135 W. National Ave. submitted by Scott Cowman d/b/a Root of All Evil (Tax Key No. 520-9965-036)

Attachments: [SUP-SLA\) Haunted House \(former Michael's\)](#)

6. [21-0266](#) Certified Survey Map to split the existing parcel located at 27** S. Waukesha Rd. into two parcels, submitted by Jarrod Barber, Claire Childre, Rebecca Childre, Cory Kannenberg (Tax Key No. 521-9937-002).

Attachments: [\(CSM\) 27** S Waukesha Rd](#)

7. [21-0267](#) Signage Plan Appeal for Carries Crispies an existing business located at 7133 W. Becher St. submitted by Brian Cieslak, owner (Tax Key No. 453-1057-000).

Attachments: [Carrie's Crispies \(Sign\) 7133 W Becher St](#)

8. [21-0268](#) Site, Landscaping and Architectural Plan amendment (new exterior siding) for Dollar General, an existing business, located at 1715-17-23 S 76 ST., submitted by Shaunti Althoff, Legacy Commercial Property on behalf of Highland Ventures Ltd., property owner (Tax Key No. 453-0433-002).

Attachments: [Dollar General \(SLA\) 1715 S 76 St](#)

E. ADJOURNMENT



All meetings of the Plan Commission are public meetings. In order for the general public to make comments at the committee meetings, the individual(s) must be scheduled (as an appearance) with the chair of the committee or the appropriate staff contact; otherwise, the meeting of the committee is a working session for the committee itself, and discussion by those in attendance is limited to committee members, the mayor, other alderpersons, staff and others that may be a party to the matter being discussed.

NOTICE OF POSSIBLE QUORUM

It is possible that members of, and possibly a quorum of, members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

NON-DISCRIMINATION STATEMENT

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

AMERICANS WITH DISABILITIES ACT NOTICE

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

LIMITED ENGLISH PROFICIENCY STATEMENT

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.



City of West Allis

Meeting Minutes

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, May 26, 2021

6:00 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

B. ROLL CALL

- Present** 5 - Wayne Clark, Kathleen Dagenhardt, Brian Frank, Amanda Nowak, and Jessica Katzenmeyer
Excused 4 - Rossi Manka, David Raschka, Eric Torkelson, and Ben Holt

Others Attending

Tony of Ogden and Company (Element 84)

Staff

Steve Schaer, AICP, Manager of Planning and Zoning
Tony Giron, Planner

C. APPROVAL OF MINUTES

1. [21-0210](#) April 28, 2021 Draft Minutes

Attachments: [April 28, 2021 Draft Minutes](#)

A motion was made by Dagenhardt, seconded by Clark, that this matter be Approved. The motion carried unanimously.

D. NEW AND PREVIOUS MATTERS

- 2A. [21-0227](#) Special Use Permit for 9242 W. National Ave. Renovation, a proposed mixed, residential and commercial use, to be located at 9242 W. National Ave.

Attachments: [\(SUP-SLA\) 9242 W National Ave.](#)

This matter was Approved on a Block Vote.

- 2B. [21-0228](#) Site, Landscaping, and Architectural Plans for 9242 W. National Ave. Renovation, a proposed mixed, residential and commercial use, to be located at 9242 W. National Ave., submitted by Michelle Rothschild, d/b/a National Properties. (Tax Key No. 479-0601-000)

Attachments: [\(SUP-SLA\) 9242 W National Ave.](#)

Items 2A & 2B were taken together.

Tony Giron presented.

Brian Frank questioned if the Plan Commission should hold action until such time that the applicant presents detailed site, landscaping and architectural plans. Staff indicated that the applicant will be closing on the real estate later this month and a recommendation for conditional approval would help set in motion the desired result (more detailed site, landscaping and architectural plans).

Recommendation: *Recommend Common Council approval of the Special use and approval of the Site, Landscaping, and Architectural Plans for 9242 W. National Ave. Renovation, a proposed mixed use (residential and commercial), to be located at 9242 W. National Ave., submitted by Michelle Rothschild, d/b/a National Properties. (Tax Key No. 479-0601-000), subject to the following:*

(Items 1 through 3 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) a detailed floor plan for both floors; (b) a detailed site and landscaping plan; (c) closure of one of the existing driveways; and (d) location and details of a four-sided refuse enclosure being shown on the site plan. Contact Tony Giron, City Planner at 414-302-8469.*
- 2. A driveway permit being applied for with the City Engineering Department for closure/modification of an existing driveway. Contact Greg Bartelme at (414) 302-8367.*
- 3. Common Council approval of the special use (scheduled for June 15, 2021) 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)

- 4. Common Council approval of a Certified Survey Map identifying the property as one individual property.*
- 5. Signage and exterior lighting plan being provided for staff review and approval.*
- 6. 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.*

This matter was Approved on a Block Vote.

Passed The Block Vote

A motion was made by Clark, seconded by Dagenhardt, to approve all the actions on item nos. 2A & 2B on a Block Vote. The motion carried unanimously.

3. [21-0229](#) Site, Landscaping, and Architectural Plans for Station No. 06 Beer Garden, an existing tavern, located at 6800 W. Becher St., submitted by Mark Lutz, d/b/a Station No. 06. (Tax Key No. 476-0105-000)

Attachments: [Station No. 06. \(SLA\) 6800 W Becher St.](#)

Tony Giron presented. Of note the Plan Commission modified the staff recommendation to remove the cost estimate and surety requirement.

A motion was made by Wayne Clark and seconded by Kathleen Dagenhardt, to approve the Site, Landscaping, and Architectural Plans (as modified) for Station No. 06 Beer Garden, an existing tavern, located at 6800 W. Becher St., submitted by Mark Lutz, d/b/a Station No. 06. (Tax Key No. 476-0105-000)

Recommendation: *Approve the Site, Landscaping, and Architectural Plans for Station No. 06 Beer Garden, an existing tavern, located at 6800 W. Becher St., submitted by Mark Lutz, d/b/a Station No. 06. (Tax Key No. 476-0105-000) subject to the following conditions:*

(Items 1 through 5 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 and approved by the Planning & Zoning program to show the following: (a) updated landscaping plan (species subject to City Foresters recommendation); (b) specify edging around new landscaping area; (c) ADA stall being shown within the parking area on the west side of the building. Contact Tony Giron, 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 Tony Giron, 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 landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. Contact Tony Giron, City Planner at 414-302-8460.*~~
4. *Driveway permit being applied for with the City Engineering Department for closure/modifications to existing driveway openings. Contact Greg Bartleme at (414) 302-8367.*

Application being made with the City Clerk's Office for necessary licensed extension of premise.

A motion was made by Clark, seconded by Dagenhardt, that this matter be Approved as Amended. The motion carried unanimously.

4. [21-0230](#) Site, Landscaping, and Architectural Plans for Element 84 Fenced Dog Space, an existing multi-tenant building, located at 1482 S. 84 St., submitted by Ogden & Company, d/b/a Element 84 Apartments. (Tax Key No. 452-0713-000)

Attachments: [Element 84 Fenced Dog Space \(SLA\) 1482 S 84 St.](#)

Tony Giron presented. Of note the Plan Commission modified the staff recommendation as the applicant had satisfied the remaining conditions of approval since the preparation of the staff report.

A motion was made by Wayne Clark and seconded by Brian Frank, to approve the Site, Landscaping, and Architectural Plans (as modified) for Element 84 Fenced Dog Space, an existing multi-tenant building, located at 1482 S. 84 St., submitted by Ogden & Company, d/b/a Element 84 Apartments. (Tax Key No. 452-0713-000)

Recommendation: *Approve the Site, Landscaping, and Architectural Plans for Element 84 Fenced Dog Space, an existing multi-tenant building, located at 1482 S. 84 St., submitted by Ogden & Company, d/b/a Element 84 Apartments. (Tax Key No. 452-0713-000) ~~subject to a revised Site, Landscaping, and Architectural details/plans being submitted to and approved by the Planning & Zoning office to show the following: (a) a detail of proposed fence type; and (b) indication of hours of operation.~~ Contact Tony Giron, at 414-302-8460 with any questions.*

A motion was made by Clark, seconded by Frank, that this matter be Approved as Amended. The motion carried unanimously.

5. [21-0231](#) Site, Landscaping, and Architectural Plans for Two (2) - New Construction Duplexes, located at 1938-40 S 55th St and 1942-44 S 55th St, submitted by Jim Cisco of AMCS, Incorporated (Tax Key No. 474-0024-002 and 474-0025-000)

Attachments: [1938-40 S 55 St & 1942-44 S 55 St \(SLA\) Duplexes](#)

Steve Schaer presented. Of note the applicant is Jim Cisco of AMCS, Incorporated (removed Ogden reference)

Some discussion toward owner occupancy and/or single-family usage, but otherwise in alignment with existing zoning.

Recommendation: *Approve the Site, Landscaping, and Architectural Plans for Two (2) - New Construction Duplexes, located at 1938-40 S 55th St and 1942-44 S 55th St, submitted by Jim Cisco of AMCS, Incorporated (Tax Key No. 474-0024-002 and 474-0025-000) subject to the following conditions being submitted to the Planning and Zoning office: (a) window trim being consistently applied around all four sides of the building (windows and doors); (b) confirmation that exterior materials on garage are consistent with main building (house) materials; (c) walkways on sites being shown (from city sidewalk to front porch & garage to house); (d) landscaping details (tree and perennial plantings) being provided. Contact Steven Schaer at 414-302-8460 with any*

questions.

A motion was made by Clark, seconded by Katzenmeyer, that this matter be Approved. The motion carried unanimously.

E. ADJOURNMENT

There being no other business, a motion was made by Brian Frank and seconded by Amanda Nowak to adjourn the Plan Commission meeting at 6:20 p.m.

The motion carried unanimously.



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**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 23, 2021
6:30PM
City Hall – Room 128**

- 2A. Special Use Permit for Cobalt Partners parking lot, a proposed parking lot, to be located at 23** S. 102 St.**

- 2B. Site, Landscaping, and Architectural Plans for Cobalt Partners parking lot, a proposed parking lot, to be located at 23** S. 102 St., submitted by Bill Ohm, d/b/a Cobalt Partners. (Tax Key No. 485-9996-014).**

Overview and Zoning

The 1-acre undeveloped property is zoned C-4, Regional Commercial District and parking lots are considered special uses. The lands are located south of the Holiday Inn and Suites and a new surgery center under construction. The subject parking lot is also located just north of an existing office building. The property owner is developing the parking lot with the intent for surrounding medical and office uses to utilize it for additional parking. A site, landscaping and stormwater management plan has been submitted to the City for review.

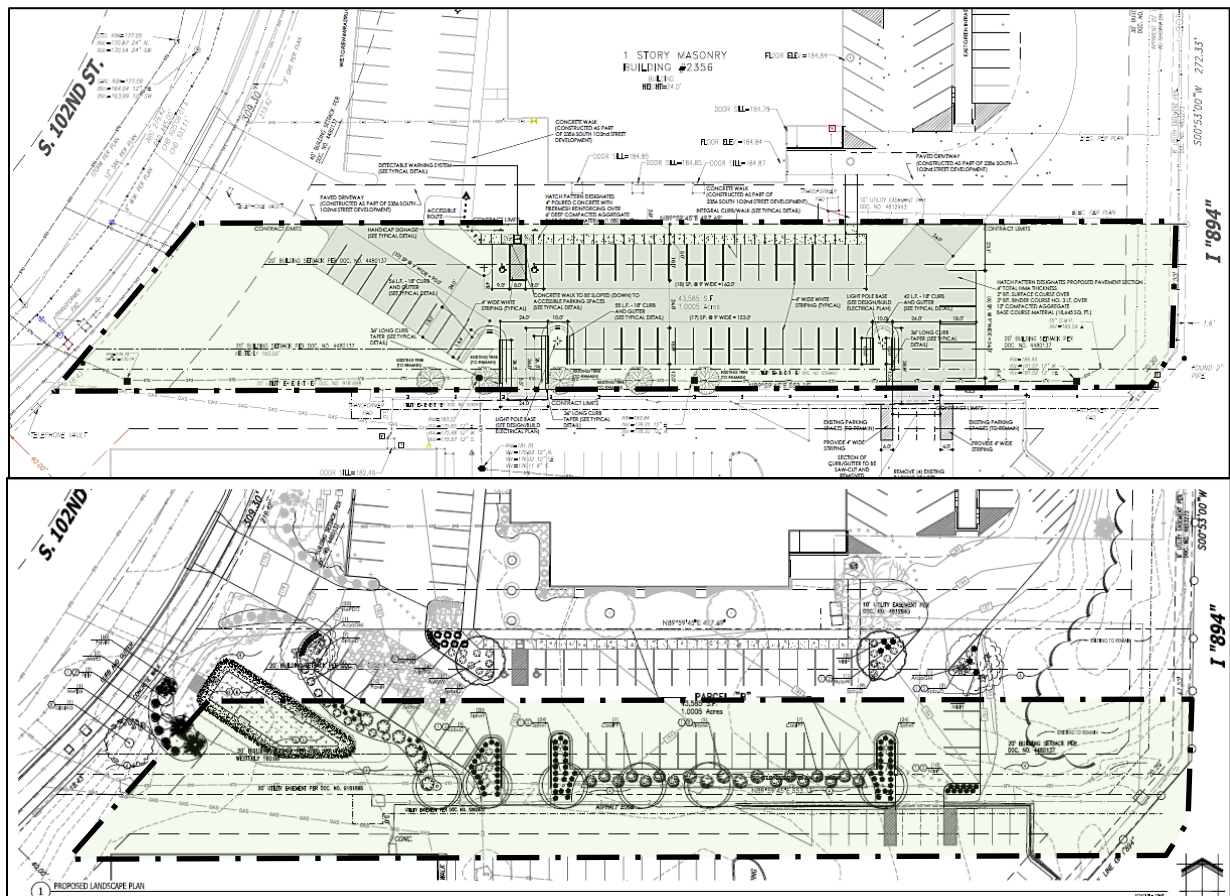


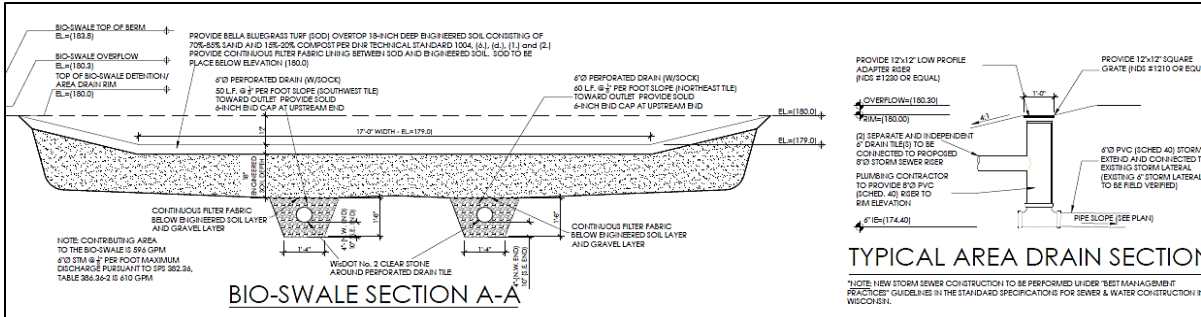
Site and Landscaping Plan

The stand-alone parking lot will feature fifty-one (53) stalls and include 2 handicap accessible stalls. Two (2) drive connections to the south to the existing lot at 2400 South 102nd Street office building and two (2) drive connections to the north to the proposed lot at 2356 South 102nd Street (medical/surgery clinic). A pedestrian walkway is included along the north side of the parking lot. The owner of 2400 South 102nd Street and the owner of 2356 South 102nd Street have entered into an agreement to share use of this new parking lot, including parking stalls and driveway access. The existing lot is not intended to be combined with adjacent lots at this time, but will offer cross-access between the properties north and south.

Since about 19,000-sf of the site will be impervious with new pavement area, a Milwaukee Metropolitan Sewerage District (MMSD) Green Infrastructure stormwater control plan has been included with the site plan.

- The new pavement surface will drain east to west into a new bio-swale. The bio-swale's purpose is to capture surface water run-off suspend/filter the water thereby suspending solids within the swale. Water runoff will naturally attenuate on site within the local watershed area - this helps reduce flooding.
- In the event of a large storm event, the bio-swale system is designed to allow water to collect and then enter an overflow drain which is tied into the City stormwater system.





Recommendation: Common Council approval of Special Use Permit for Cobalt Partners parking lot, a proposed parking lot, to be located at 23** S. 102 St. and approval of the site, landscaping and architectural for Cobalt Partners proposed parking lot, to be located at 23** S. 102 St., submitted by Bill Ohm, d/b/a Cobalt Partners. (Tax Key No. 485-9996-014). Subject to the following conditions:

(Items 1 thru 3 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. Common Council approval of the special use permit (public hearing scheduled for July 13, 2021).
2. Revised Site, Landscaping, and Architectural Plans being submitted to the Department of Development to City Forester approval of the landscaping species type and quantity; Contact Steven Schaer, Manager of Planning and Zoning at 414-302-8466.
3. Documentation and approval showing compliance with the City of West Allis Storm water Management Ordinance, per Building Inspections and Neighborhood Services Department. Contact Mike Romans, Plumbing Inspector at 414-302-8413.



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 23, 2021
6:30PM
City Hall – Room 128

3. **Site, Landscaping, and Architectural Plans for improvements on an existing manufacturing property located at 6048 W. Beloit Rd., submitted by Michael Hajek on behalf of Phoenix Investors, property owner. (Tax Key No. 475-0038-002).**

Overview and Zoning

The 2-acre property was acquired by Phoenix West Allis, LLC in 2019. Prior to their purchase of the property the site was vacant property zoned M-1, light industrial district and formerly the site of Able Equipment Co. Able owned and operated the site since 1984. Able's business included material handling, storage, sales service and manufacturing. Prior to their ownership/use the site was used by Hollandam, Inc. as a packaging and distribution center for flower bulbs (1983-84) and prior to that by the Wisconsin Cheesemakers Guild for storage and packaging (1960-1983).



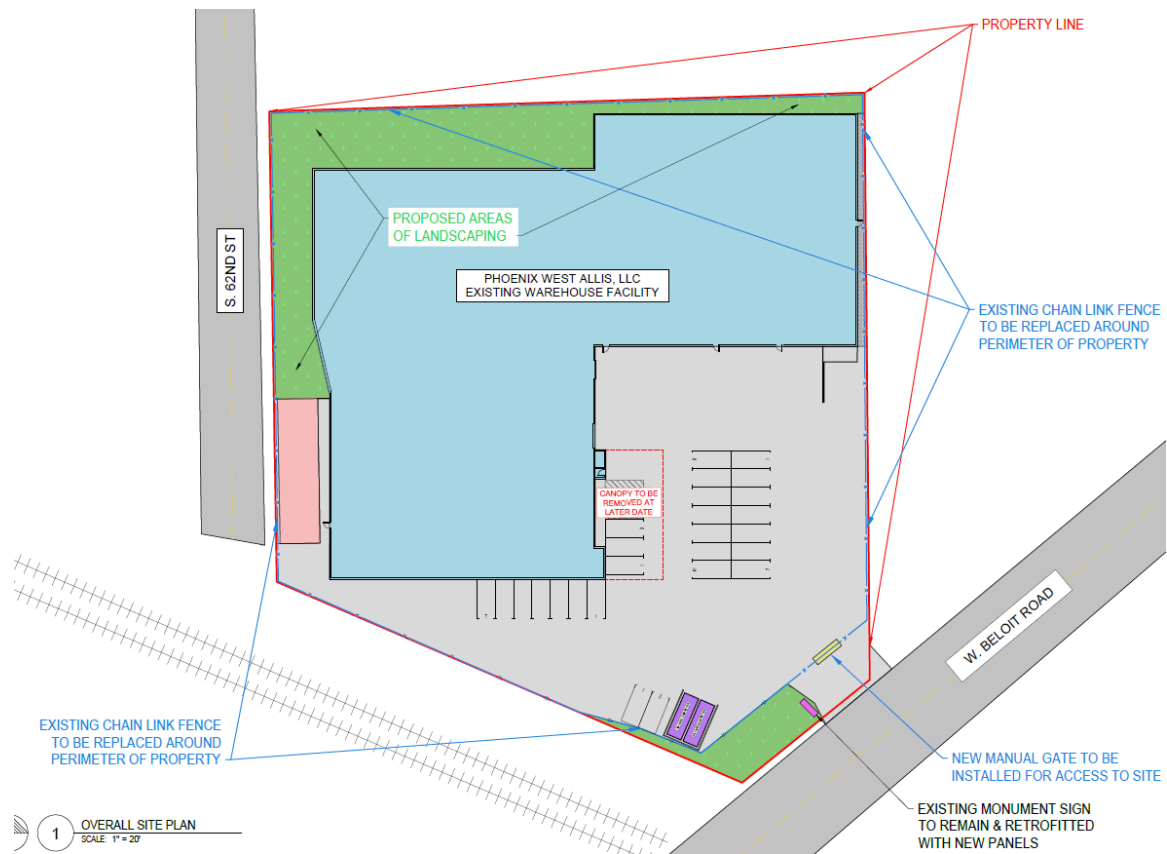
Lands surrounding this property are primarily zoned M-1, light manufacturing. To the south and west is a Union Pacific railway corridor and our City Municipal Yard. Property to the north and west is occupied by Unit Drop Forge and properties to the east and south are used for auto repair and light industrial uses.

The property owner is rehabilitating the property for their use as a property management company and will also be creating space for an additional tenant within the building. A site, landscaping and exterior scope of work have been submitted for Plan Commission review.

Site, Landscaping and Architectural Plans (scope of work)

- a. Replace fencing around perimeter of property in the same location it previously existed. Add an access gate on West Beloit Road. The height of the fence will be 8', similar to surrounding businesses in the area. Fence along Beloit Rd will be setback about 20-ft to allow for vehicle staging at the gate access (while opening the gate and to provide landscape features along Beloit Rd).

- b. Repave asphalt parking lot in the same configuration as it currently exists. Provide striping and signs, as required by code. Grade will remain basically the same with minimal grinding to occur to remove tree stumps adjacent to the building.
- c. Landscaping in areas previously approved and adding fence screening along W Beloit Road to meet the required 10% of the site and to enhance curb appeal along W Beloit Rd.
- d. Paint/stain the exterior of the building in tones of grey and white. Sample Drawings are included in our application along with before and after photos of another building in Wauwatosa exemplifying our typical color scheme.
- e. Replace current sign panels with new business names and possibly give the posts a new coat of paint. All other features, size and height of the sign remain "as is". Planter with trees will be rebuilt and modified to enhance appearance and curb appeal.



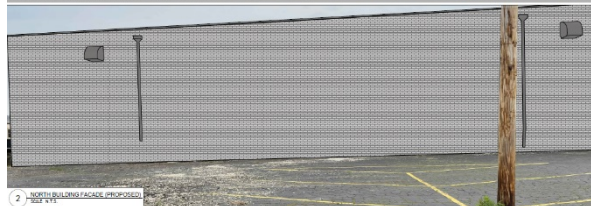
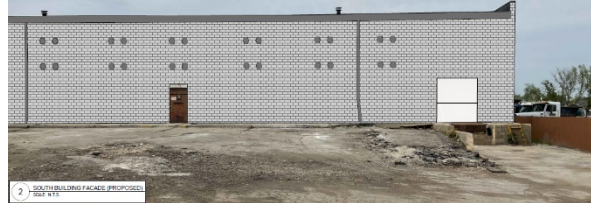
Floor Plan

- Phoenix will occupy a 30,912-sf area (blue area) and the space also includes a 4,300-sf second floor area above an existing covered dock.
- A 14,950-sf space will be prepared for a future tenant (gray area).



Architectural plans for the exterior

- Paint/stain the exterior of the building in tones of grey and white. Sample photo renderings are included below (before and after)



Recommended Landscaping areas

- Staff is recommending additional landscaping areas on the end caps of parking rows and east side of the site.
- Perimeter fencing being upgraded from chain-link to a black coated chain-link or similar.



Recommendation: Approval of the Site, Landscaping, and Architectural Plans for improvements on an existing manufacturing property located at 6048 W. Beloit Rd., submitted by Michael Hajek on behalf of Phoenix Investors, property owner. (Tax Key No. 475-0038-002) Subject to the following conditions:

(Items 1 through 3 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) a detailed landscaping plan being provided to show plantings within proposed and recommended landscape areas (tree and perennial plantings recommended throughout). Four (4) landscaping areas being added to the site (at the parking row end caps and east

side of site). Landscaping species subject to City Forester review/approval; (b) a black vinyl coated chain-link fence or similar being provided around the perimeter of the site; (c) extent of paving work being shown on plans and coordinated with City Engineering grades along W. Beloit Rd.; (d) relocate 30 yard dumpsters on site (away from W. Beloit Rd.) and indicate method of screening;(e) details of repairs to dock area on the SE side of the building. Contact Steven Schaer, Manager of Planning and Zoning (414) 302-8466 with any questions.

2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval.
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.

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

4. Signage and lighting and photometric plan being submitted to the Department of Development for approval.



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 23, 2021
6:30 PM
City Hall – Room 128**

4. **Ordinance to amend the official zoning map by rezoning property located at 10200 W. National Ave. (unoccupied former Bakers Square) from C-4 Regional Commercial to C-3 Community Commercial.**

Rezoning Request

With the sponsorship of District 5 Alderpersons, the Planning and Zoning is presenting an ordinance to amend the official zoning map to the Planning Commission and Common Council. The property located at 10200 W. National Ave. is proposed to be rezoned from C-4, Regional Commercial to C-3, Community Commercial. The parcel under consideration is located between a shopping center (Piggly Wiggly) to the west and S. 102 St. to the east, and W. National Ave. to the south. This amendment is consistent with the 2040 Comprehensive Plan’s Future Land Use Map which recommends a commercial land use be maintained.

The intent of the ordinance is to proactively change the zoning of this property from C-4 to C-3 in order to prevent undesirable uses at this property. There was once a proposal for an auto dealership use.

Most uses in C-3 are also allowed in C-4. However, here’s a sample of the primary differences of uses that would no longer be allowed on the Bakers Square site if rezoned to C-3, Community Commercial District.

Differences between uses

<u>C-4, Regional Commercial (Existing zoning)</u>	<u>C-3, Community Commercial (Proposed zoning)</u>
Nominal price retail stores	Not Permitted
Outdoor vehicle display dealerships	Not Permitted
Outdoor sales and display	Not Permitted
Check Cashing money order payday loan	Not Permitted
Kennels	Not Permitted
Pawn Shops and secondhand jewelry dealers	Not Permitted
Thrift	Not Permitted
Floor Area Ratio = 1.0	Floor Area Ratio = 1.5

Building Setbacks

Front and Corner Side Yard. ten (10) feet in depth	Front. No required setback
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Side and Rear Yard. Same as required in C-3 District

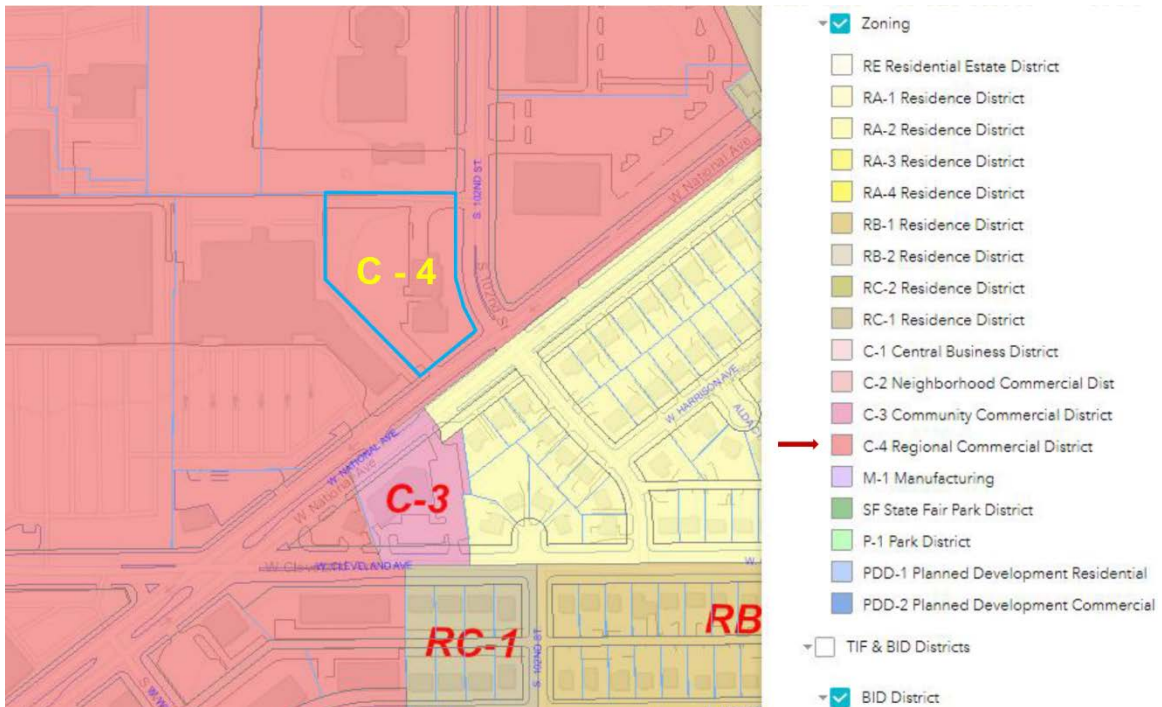
Side and Rear. There shall be a ten-foot setback from any side or rear lot line that abuts a lot located in a residential zoning district or a lot in a commercial zoning district used for a single- or two- family dwelling and such use is not a nonconforming use

Required Conditions. All uses permitted in the C-3 District shall be subject to the following conditions:

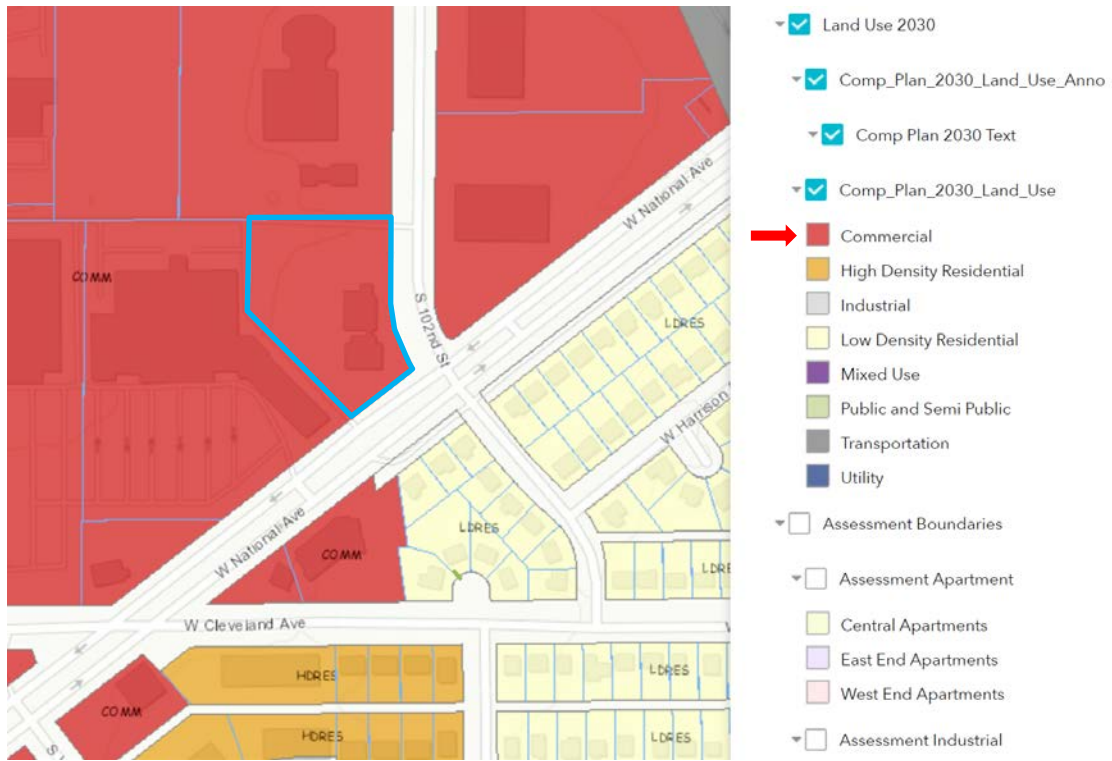
1. All business, servicing, repair or processing, storage or merchandise display, except for off-street parking or loading, and as otherwise modified in this Section, shall be conducted completely within enclosed buildings.
2. All business establishments shall contain a minimum of 10% of storefront floor area to on-site retail or consumer service area.
3. Processes and equipment employed and goods processed or sold shall be limited to those which are not objectionable by reason of odor, dust, smoke cinders, gas, fumes, noise, vibration, refuse matter or water-carried waste.

Each district is regulated by the same parking requirements (per 12.19 of the municipal code: [Parking Regulations](#))

Current Zoning Map



Future Land Use Map



Recommendation: Approval of ordinance to amend the official zoning map by rezoning property located at 10200 W. National Ave. (unoccupied former Bakers Square) from C-4 Regional Commercial to C-3 Community Commercial, submitted by City of West Allis. (Tax Key No. 485-9990-013)



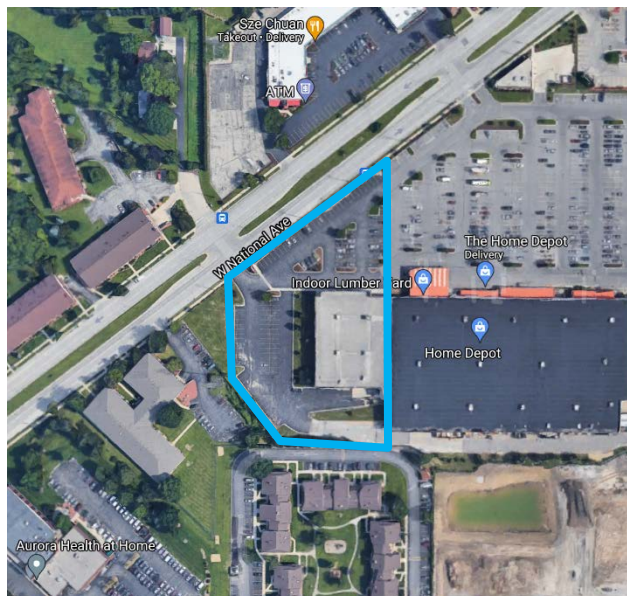
STAFF REPORT
WEST ALLIS PLAN COMMISSION
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- 5A. Special use permit for a haunted house to be located within an existing commercial building (former Michael's) located at 11135 W. National Ave.**
- 5B. Site, landscaping and architectural for a haunted house to be located within an existing commercial building (former Michael's) located at 11135 W. National Ave. submitted by Scott Cowman d/b/a Root of All Evil (Tax Key No. 520-9965-036).**

Items 5A and 5B may be considered together.

Overview & Zoning

The applicant is proposing to lease the former Michael's site at 11135 W. National Ave. to build out and operate an indoor Haunted House as well as an escape game, paintball gallery, football bowling, giant pong, and video games. Outside, they plan to have various food trucks, axe throwing, and other games. The outside area will be fenced off. The applicant emphasizes safety as a priority with hired off-duty police officers, metal detectors, and video surveillance. They plan to operate between September 24th to November 6th between 6pm to 12:30am. They have expressed interest in getting a beer vendor license. The property at 11135 W. National Ave. is zoned C-4 Regional Commercial District. Under the City's Zoning Code, we are treating this use as a Place of Assembly for over 15 people and that use requires a Special Use Permit. A public hearing regarding the Special Use Permit application for Root of All Evil is scheduled for July 13, 2021.



Operations

Hours of operation
21 days between September 24 – November 16
Thursday – Sunday: 6 pm – 12:30 am

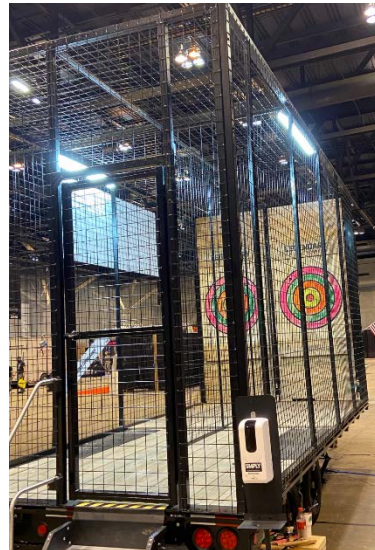
This operation is intended to be temporary. If they do well this first year, the applicant may make this a more permanent establishment, which will require more stringent code adherence and likely an updated term on the special use.

This project expects to employ up to 40 people. The total project cost is estimated at \$100,000.

The project has a strong emphasis on safety. They will hire off-duty officers, have metal detectors, video surveillance, and radio communication.

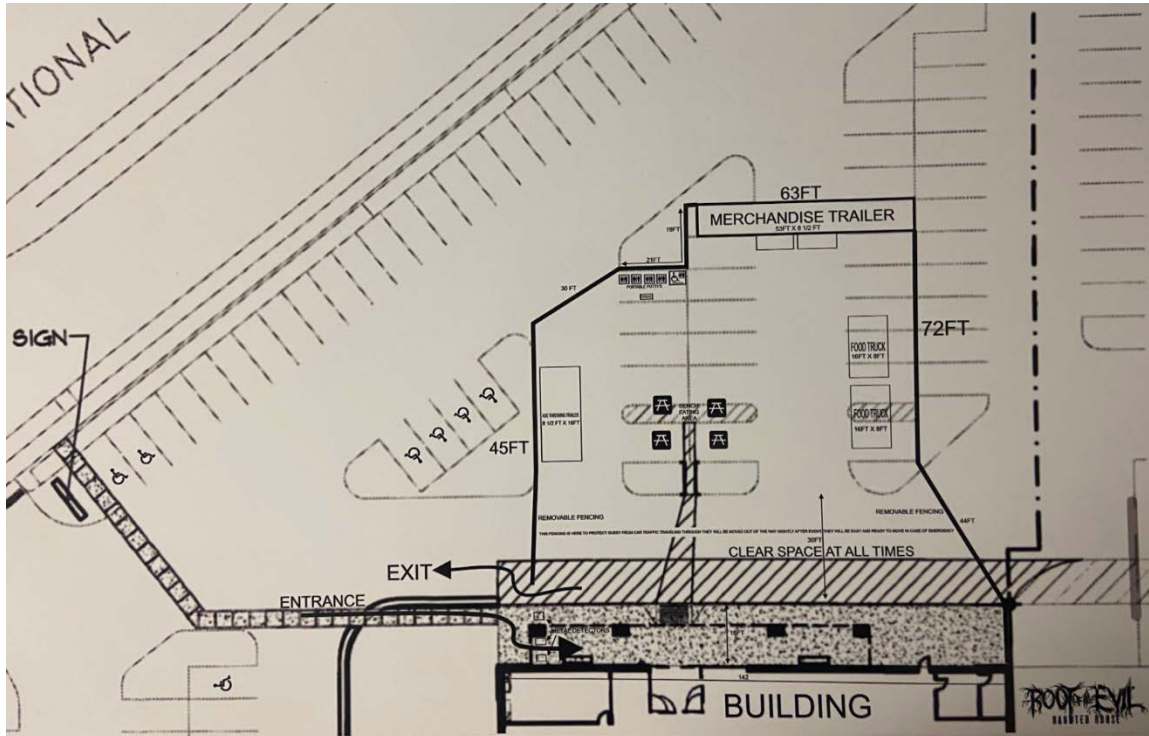
Architectural Plans

The applicant is not proposing any architectural changes to the property.



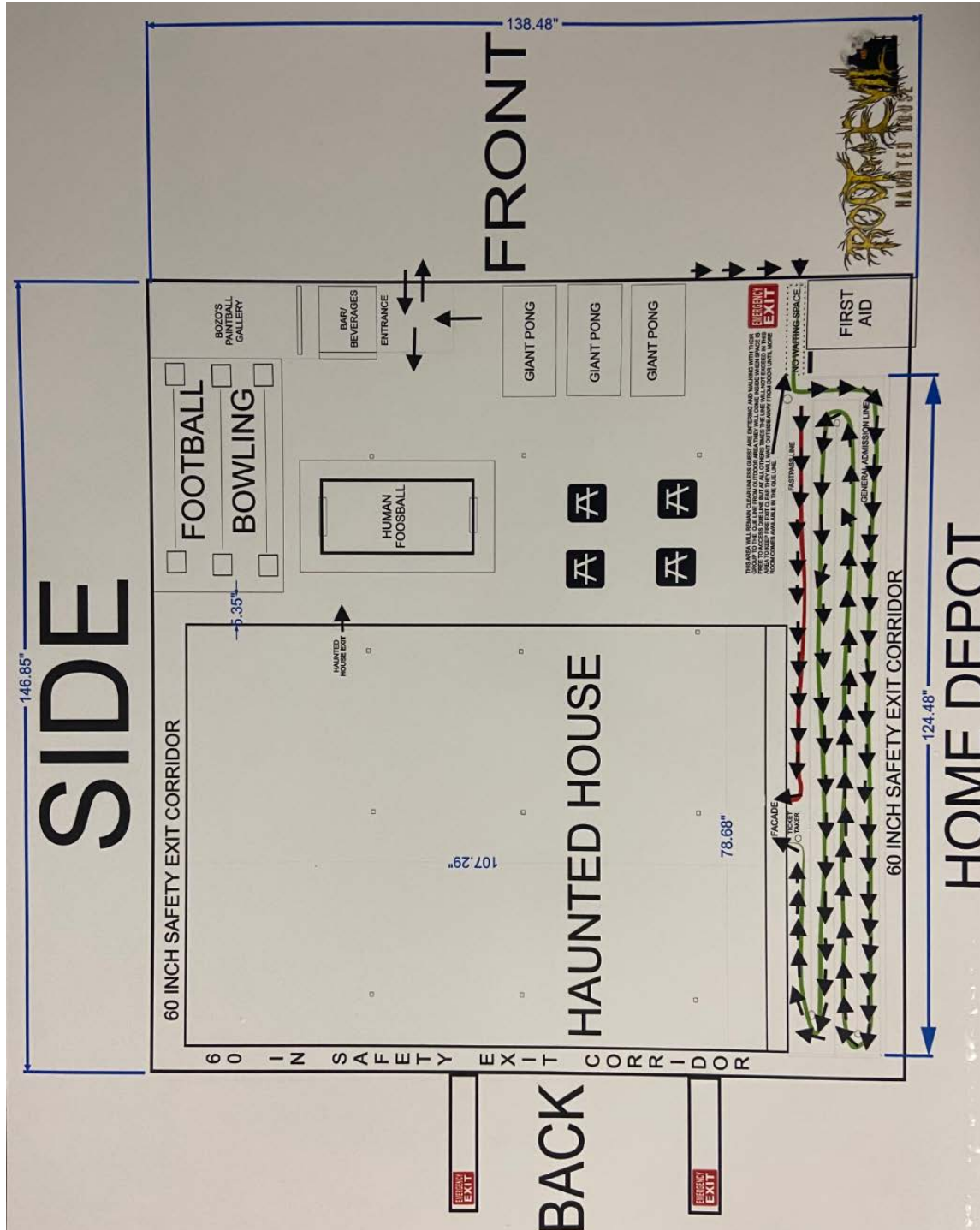
Site & Landscaping Plan

The applicant is not proposing any new landscaping than what has already been approved from a previous plan. The applicant will be adding an outdoor fenced off space for games, food, merchandise, and portable restrooms to the north of the front entrance. The southern portion of the fence will be moved at the end of every night and in case of emergencies to allow for vehicular movement in front of the stores.



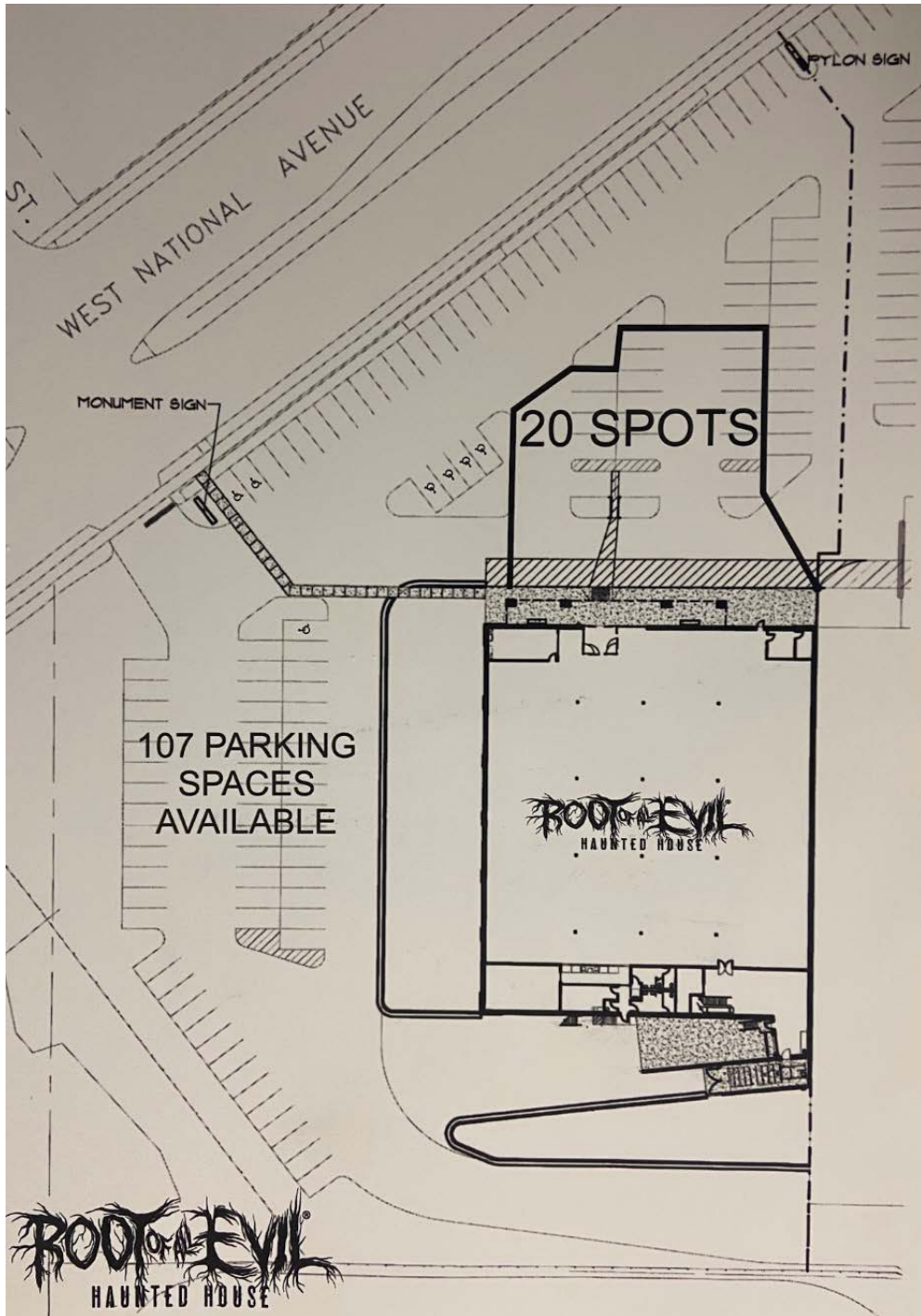
Floor Plan

The commercial space is approximately 20,000 square feet. The front/north part of the building will be accessed by the main entrance and house various games like football bowling, human foosball, and giant pong. The rear half of the building will be the haunted house, which is accessible via the emergency exit in the front of the building and in the rear. The haunted house is roughly 8,400 square feet and consists of a labyrinth of rooms, which takes about 25 minutes to walk through. Actors will hide in built in closets for optimal scares. There will be emergency exits provided.



Parking Plan

The fenced in area will occupy 20 parking stalls, leaving 107 parking spaces available. The Place of Assembly/theater use requires one space for every one hundred square feet of area. Based on the code the applicant is required to have 200 off-street parking stalls. Based on a study from a consultant, Haunted House attendees have an average of 3.4 people per vehicle. The applicant is seeking support from Home Depot to use some of their parking stalls after they close. Common Council in its consideration of the use, on a temporary basis, may modify or set the total off-street parking requirement.



Recommendation: Recommend Common Council approval of the Special use permit for a haunted house to be located within an existing commercial building (former Michael's) located at 11135 W. National Ave., and approval of the site, landscaping and architectural plans submitted by Scott Cowman d/b/a Root of All Evil (Tax Key No. 520-9965-036), 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 Planning & Zoning program to show the following: (a) details and proof of contract with security services; (b) confirmation of any shared parking arrangements; (c) plans to indicate trash and recyclable containers on site and waste hauler/removal services contract; (d) ADA parking being provided and properly designed; (e) scope of work to detail the date when removal of fencing and other apparatus will be removed from the site after the completion of the event. Contact Tony Giron, Planner at 414-302-8469.
2. Common Council approval of the Special Use (scheduled for July 13, 2021) and applicant's acknowledgement of the Special Use Permit Resolution.

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

3. Sign permit being applied for with Planning and Zoning for compliance review in accordance with the signage ordinance.

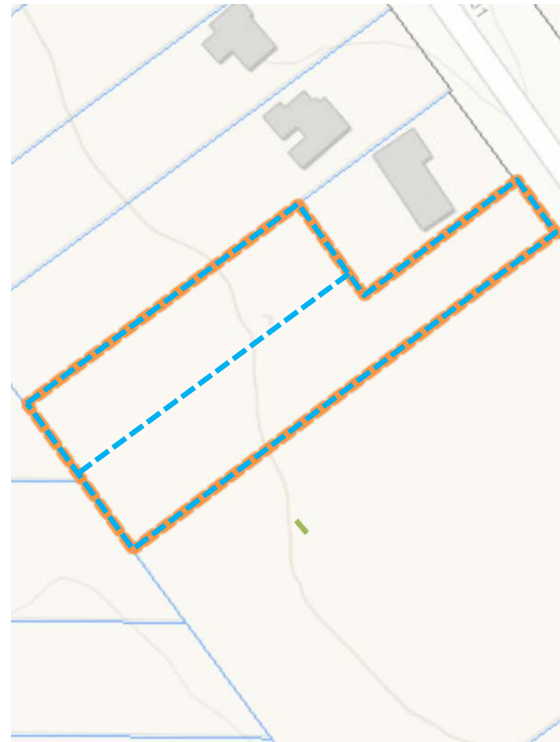


**STAFF REPORT
WEST ALLIS PLAN COMMISSION
WEDNESDAY, JUNE 23, 2021
6:30 PM
City Hall – Room 128**

- 6. **Certified Survey Map to split the existing parcel located at 27** S. Waukesha Rd. into two parcels, submitted by Jarrod Barber, Claire Childre, Rebecca Childre, Cory Kannenberg (Tax Key No. 521-9937-002).**

Overview & Zoning

The property is for sale and the prospective buyers seek to split the property and build two new single family homes. The residential property is currently undeveloped and located in the 2700 block of S. Waukesha Rd. The buyers have submitted a Certified Survey Map (CSM) to legally split one parcel into two lots. The existing property is just over an acre of land (44,600-sf) on an irregular shaped lot with 50-ft of frontage along S. Waukesha Rd. and opening up to 140-ft of width further west. The zoning district requirements will necessitate 10,000-sf of land for each lot, access to S. Waukesha Rd, and conform to building setback requirements. Zoning requirements are met with the proposed subdivision. Upon completion of the lot split, and closing on the property, the buyers will submit their plans for single family homes to the City for permitting.



The Plan Commission's recommendation will be forwarded to the Common Council for consideration. Upon approval and final revisions from staff, the CSM will be recorded with the Milwaukee County Register of Deeds.

Recommendation: Recommend Common Council approval of the Certified Survey Map to split the existing parcel located at 27** S. Waukesha Rd. into two parcels, submitted by Jarrod Barber, Claire Childre, Rebecca Childre, Cory Kannenberg (Tax Key No. 521-9937-002).



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 23, 2020
6:30 PM
City Hall – Room 128

7. **Signage plan appeal for Carries Crispies an existing business located at 7133 W. Becher St. submitted by Brian Cieslak, owner (Tax Key No. 453-1057-000).**

Overview & Zoning

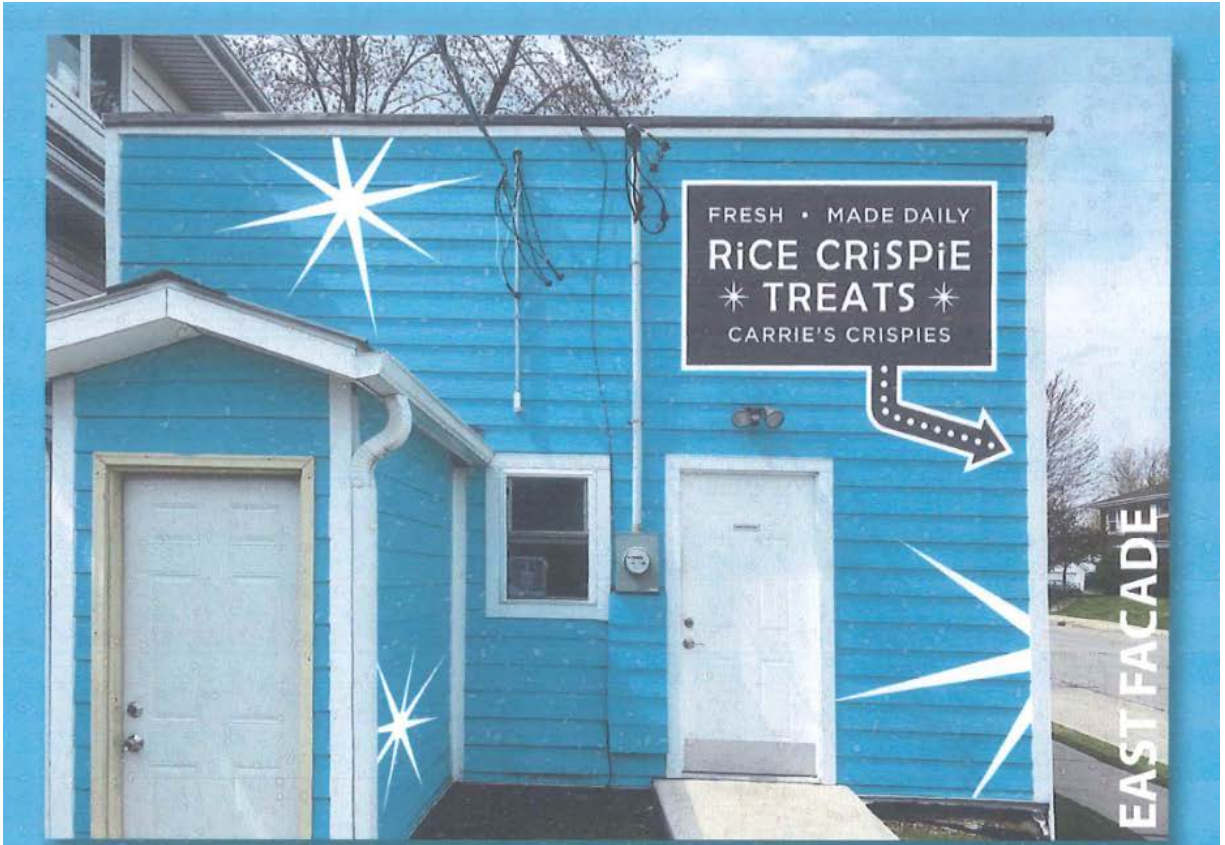
Carrie's Crispies is an existing food production and processing facility with retail for direct and indirect consumption, which specializes in the making of gourmet rice crispie treats, located at 7133 W. Becher St. The property is zoned C-2 Neighborhood Commercial District.

In looking to enhance the property and create a stronger connection with the neighborhood, the owner would like to have artistic elements and directional signage painted onto three sides of their building. The owner/applicant was approved for a sign appeal in July of last year for the painted logo sign. The applicant was advised to apply for a sign plan appeal when they presented their updated sign plan as it does not conform to the code.

Sign Plan Appeal

Under the Sign Code, the property is permitted up to two wall signs totaling no more than 60 square feet of wall signage (100 ft. lot frontage x 0.6). The approved painted logo is less than 60 square feet, which meets the Sign Code, and is the only wall sign on site. The applicant is requesting a sign plan appeal to allow additional signs under the Sign Code's Creative Sign subsection. The additional signage proposed is over their allotted square footage.





Creative Signs Criteria

The Creative Sign subsection was created to “establish standards and procedures for the design, review and approval of creative signs” that do not otherwise conform to the existing code. The Plan Commission has the authority to approve creative signs.

In order to qualify as a creative sign, “the sign shall: (a) Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area. (b) Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit. (c) Provide strong graphic character through the imaginative use of graphics, color, texture, quality material, scale and proportion.”

The sign shall also conform to contextual criteria by including “one of the following elements: (a) Classic historic design style. (b) Creative image reflecting the current or historic character of the City. (c) Symbols or imagery relating to the entertainment or design industry. (d) Inventive representation of the use, name or logo of the structure or business.”

Staff finds the mural to be in alignment with the Creative Signs criteria as it relates to having a positive visual impact on an otherwise blank/windowless wall, being spirited, being of an appropriate scale and proportion, and reflecting an inventive representation of the business.

Below is an example of what similar painted signs looks like on vinyl siding.



Recommendation: Recommend approval of the Signage plan appeal for Carries Crispies an existing business located at 7133 W. Becher St. submitted by Brian Cieslak, owner (Tax Key No. 453-1057-000).



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 23, 2021
6:30 PM
City Hall – Room 128**

8. **Site, Landscaping, and Architectural Plans for an existing multi-tenant commercial property, located at 1715 S. 76 St., submitted by Shaunti Althoff, d/b/a Legacy Commercial Property. (Tax Key No. 453-0433-001)**

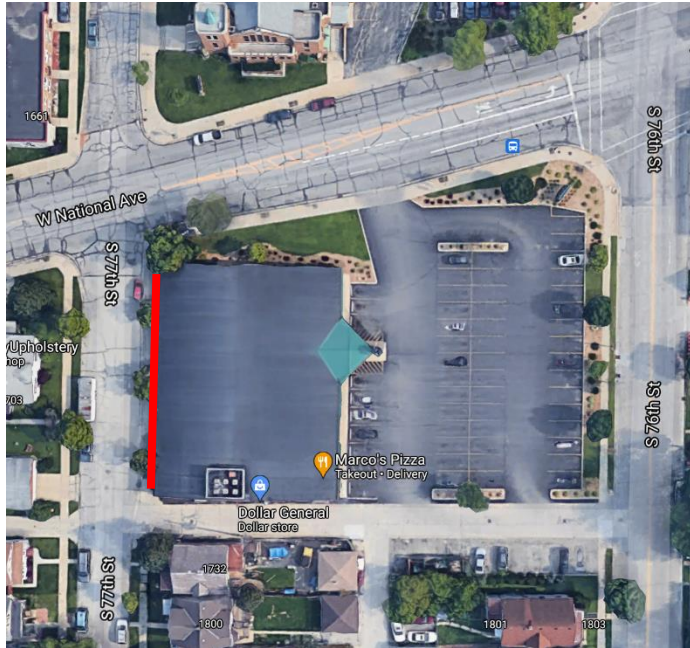
Overview and Zoning

The multi-tenant commercial building located at 1715 S. 76 St. is anchored by Dollar General and is zoned C-2, Neighborhood Commercial District

Metal Siding

The applicant had begun to install metal siding on the west elevation of the building facing S. 77 St. to resolve a City issued violation for failing brick. The work to resolve the violation was initiated without an approved architectural plan or building permit. City Staff noticed the siding being installed and called for a stop order. Planning staff asked for the property owner to either remove the siding or submit a Site, Landscaping, and Architectural Plan amendment.

According to the City’s design guidelines, “The City requires the use of quality building materials such as brick, wood, and decorative concrete materials. Plain concrete block or unfinished metal surface materials are not acceptable in commercial and multi-family districts but may be acceptable in industrial areas with the approval of the Plan Commission.”





Recommendation: Denial of the Site, Landscaping, and Architectural Plans for an existing multi-tenant commercial property, located at 1715 S. 76 St., submitted by Shaunti Althoff, d/b/a Legacy Commercial Property. (Tax Key No. 453-0433-001).

- Staff recommends working with Planning and Building Inspections staff through the design review and building permit process. Metal siding is not the recommended design solution for this building.