



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 25, 2023
6:00 PM

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

- 3A. Conditional Use Permit for Checker's, a proposed Restaurant with accessory drive-through service, at 11013 W. Greenfield Ave.**
- 3B. Site, Landscaping, and Architectural Design Review for Checker's, a proposed Restaurant with accessory drive-through service, at 11013 W. Greenfield Ave. (Tax Key No. 448-9993-009)**

Overview and Zoning

The lot at 11013 W. Greenfield is the site of a former fuel service use and has been vacant for around a decade. A Checker's restaurant is now proposed for the site. The project team plans to start construction in March or April 2024. An 8-month construction schedule is anticipated.

Hours of Operation: 10am - 11pm daily

11013 W. Greenfield Ave. is zoned C-3. Restaurants are a Conditional Use in the C-3 zoning district. Accessory Drive-Through Service is also a Conditional Use in the C-3 district.

Site Plan

The existing building is to be demolished and replaced with the proposed Checker's building on the northern portion of the lot. The proposed building conforms with the 20' maximum front setback. The restaurant's drive-through service is directly south of the building, beginning with two lanes and menu boards beginning internally from the parking lot.



Access to the building is provided by an access drive from W. Greenfield Ave that connects internally to the proposed Checker's parking lot. Parking is situated to the rear of the proposed building. The proposed parking area includes 11 stalls; 10 are allowed by code. No bike parking is shown; 2 spaces (1 rack) are required by code

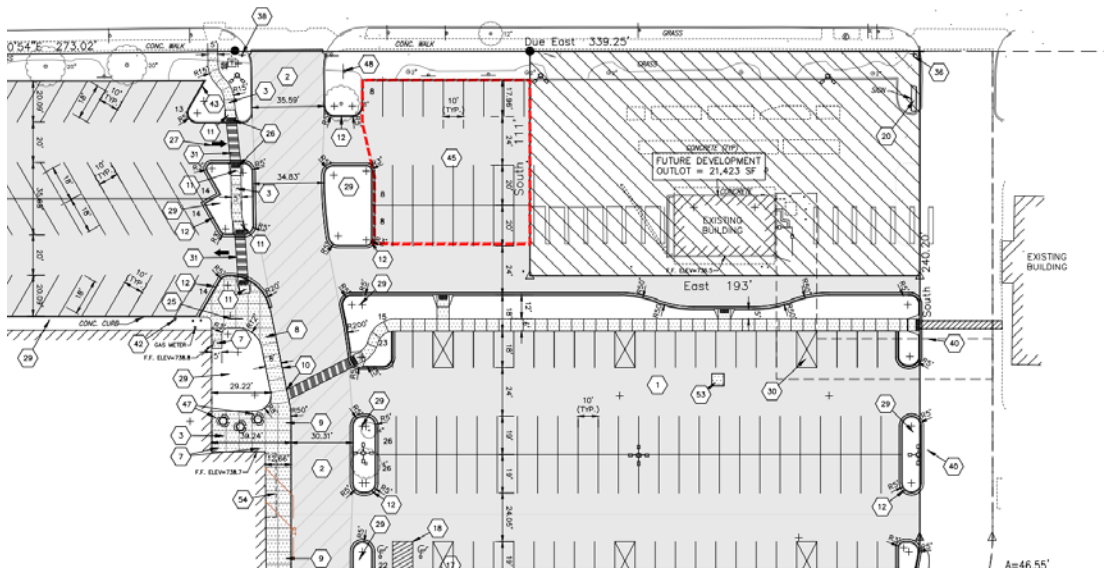
A trash enclosure is shown on the site in the parking lot. Checker's parking lot is buffered from Festival Food's existing parking lot by a landscape island. This landscape island will also serve as a pedestrian pathway that is required as part of a previous approval related to Festival Food's (See next page for details). Staff is recommending that this is shown on a revised site plan, along with an additional internal pedestrian connection to the public sidewalk along Greenfield Ave.

Landscaping Plan

A minimal landscaping plan was submitted by the applicant. Shown on the landscaping plan is a small mix of deciduous and evergreen shrubs along the north side of the building. Two trees are also shown on the site near the entrance of the drive-through. Staff is requesting additional landscaping in the following areas:

- Between the outdoor seating area and sidewalks
- Landscape island buffer located between the Checker's Parking lot and the drive-through
- Northwest corner of the site
- Landscape island buffer between Festival Food's parking lot and the proposed Checker's parking lot

A mix of shrubs, grasses, and trees shall be utilized to provide greater visual interest through natural elements.



Architectural Plan

The proposed building is 1-story and is approximately 1,520 square feet.

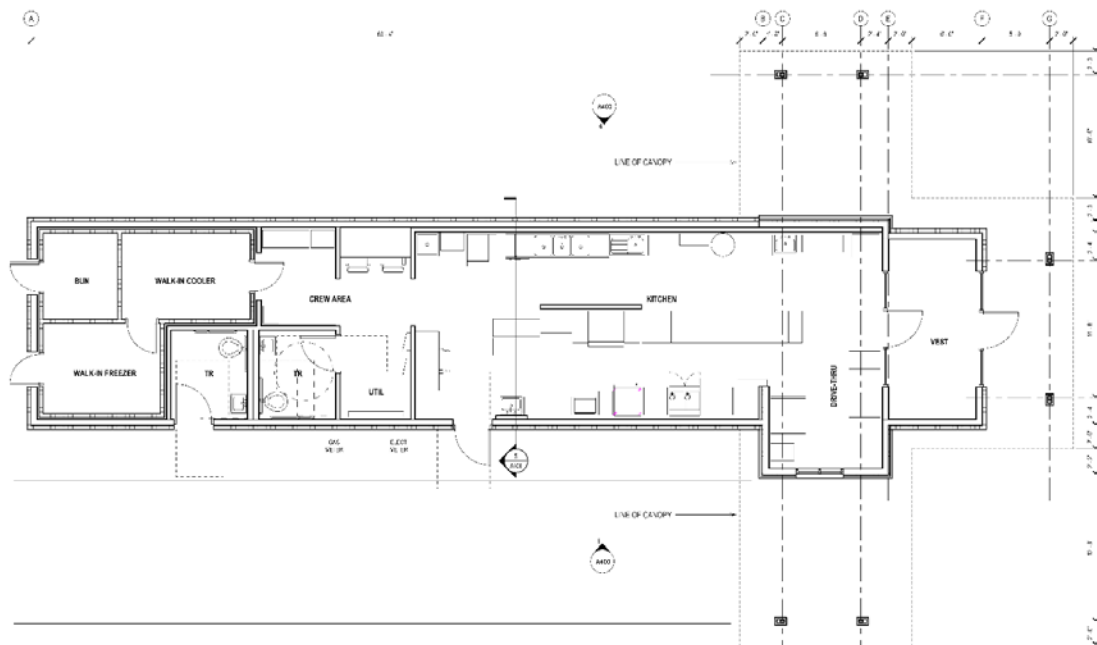
The proposed façade includes EIFS (white and red), glass paneling (multi-color), stainless steel cladding, and prefinished metal cladding (black). Staff advised the applicant that EIFS is not an accepted material; the applicant agreed to change EIFS to a higher quality material. The majority of the building is shown in a red color, customary to Checker's branding. Checkerboard designs appear on portions of the north, east, and south facades, providing visual interest. A mural is proposed on the north façade of the building.

A canopy affixed with stainless steel cladding wraps a portion of the building on the east end. This provides cover for customers utilizing the outdoor patio along with drive-through users.



Floor Plan

The applicant’s submittal included the floor plan for the 1,520 sq. ft. restaurant. Shown on the floor plan is a small vestibule on the east side of the building which allows access to a service counter. The vestibule is directly next to the kitchen and internal drive-through area. The kitchen makes up a large portion of the restaurant. Two restrooms are shown on the floor plan, with one available for public use. The west side of the building is occupied by an employee area and freezer spaces.



Design Guidelines

As is, the proposed plan satisfies all but 1 guideline objective:

- 3ai. Quality Materials: EIFS is not an accepted material due to history of poor performance.

The applicant has agreed to replace this with a higher quality material; at that point the project will satisfy all design guidelines.

The project also satisfies the drive-through specific technical standards:

1. Drive-through lanes should be located at the side or rear of buildings.
2. Driveways should be located as far away as possible from street intersections.
3. Driveways for corner sites should be located on the secondary street.

This project captures the intent of the City's design guidelines.

See attached Plan Commission checklist.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for Checker's, a proposed Restaurant with accessory drive-through service, at 11013 W. Greenfield Ave. (Tax Key No. 448-9993-009) subject to the following conditions:


(Item 1-2 are required to be satisfied prior to the issuance of permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Common Council approval of the Conditional Use Permit (scheduled for November 14, 2023).
2. Submit revised site, landscaping, and architectural plans to the Planning & Zoning office to show the following: a) replace EIFS with higher quality building material; b) removal of 1 parking space to comply with Sec. 19.44(2); c) addition of outdoor bike rack to comply with Sec. 19.44(3); d) landscaping planting plan approved by City Forestry e) incorporate an internal pedestrian walkway across the parking area (**per Festival site plan approval**) and connecting properties to W. Greenfield Ave. from the new internal walkways.

PLAN COMMISSION CHECKLIST


1.

Goal:
Context

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


2.

Goal:
Public Realm

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

3.

Goal:
Quality

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