



City of West Allis

Meeting Agenda

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, October 26, 2022

6:00 PM

City Hall, Art Gallery
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF MINUTES

1. [22-0598](#) September 28, 2022

Attachments: [September 28, 2022 Draft Minutes](#)

D. NEW AND PREVIOUS MATTERS

- 2A. [22-0610](#) Conditional Use Permit for multifamily apartments, a proposed 5+ Unit Dwelling, to be located at 8530-56 W. National Ave.

- 2B. [22-0611](#) Site, Landscaping, and Architectural plans for multifamily apartments, a proposed 5+ Unit Dwelling, to be located at 8530-56 W. National Ave., submitted by David Lyon, d/b/a Three Leaf Partners. (Tax Key No. 478-9998-003)

Attachments: [\(CUP-SLA\) Three Leaf Apartments - 8530-56 W National Ave.](#)

3. [22-0614](#) Site, Landscaping, and Architectural plans for Dunkin Donuts, an existing restaurant with accessory drive-through service, located at 2865 S. 108 St., submitted by Mario Valentini, d/b/a Pandya Network. (Tax Key No. 520-9965-012)

Attachments: [\(SLA\) Dunkin Remodel - 2865 S 108 St.](#)

4. [22-0615](#) Signage Plan for Maker's Row, a proposed food-centric collection of restaurants, limited food production and retail uses, to be located at 6601 W. National Ave., 16** S. 66 St., and 66** W. Mitchell St., submitted by Eric Rohs, d/b/a Mandel Group Inc. (Tax Key Nos. 454-0653-000, 454-0655-000, and 454-0656-000)

Attachments: [\(SIGN\) Makers Row - 6601 W National Ave.](#)

5. [22-0617](#) Six-month extension of time to commence State Fair Petro Mart, a proposed fuel sales and retail use, to be located at 2904 S. 84 St. submitted by Luis Barbosa, d/b/a Gurinder S. Nagra. (Tax Key No. 516-9988-001)
Attachments: [\(Ext\) extension of time gas station - 2904 S 84 St.](#)
6. [22-0618](#) Six-month extension of time to commence State Fair Petro Mart, a proposed fuel sales and retail use, to be located at 8404 W. Greenfield Ave., submitted by Luis Barbosa, d/b/a Gurinder S. Nagra. (Tax Key No. 442-0635-000)
Attachments: [\(Ext\) extension of time gas station - 8404 W Greenfield Ave.](#)
7. [22-0619](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Greenfield Ave. corridor in alignment with the 2040 Comprehensive Plan.
Attachments: [\(ORD\) Greenfield Ave Rezoning](#)
8. [22-0620](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties in alignment with the 2040 Comprehensive Plan
Attachments: [\(ORD\) Other Rezoning](#)
9. [22-0616](#) Request to create a pedestrian mall upon a portion of S. 72 St., street right-of-way, on north side of W. Greenfield Ave. between the alley and W. Greenfield Ave.
Attachments: [\(PROP\) S 72 St Street Plaza](#)
10. [22-0621](#) Project tracking updates

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, September 28, 2022

6:02 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

B. ROLL CALL

- Present** 7 - Wayne Clark, Brian Frank, Jessica Katzenmeyer, Dan Devine, Brandon Reinke (PC Alternate), Kathleen Dagenhardt, and David Raschka
- Excused** 2 - Rossi Manka, and Eric Torkelson

Others Attending

Gary Tree, Jim Fuchs, Bill Henry

Staff

Steve Schaer, AICP, Manager of Planning and Zoning
Zac Roder, Senior Planner

C. APPROVAL OF MINUTES

1. [22-0497](#) August 24, 2022 Draft Minutes

Attachments: [August 24, 2022 Draft Minutes](#)

Katzenmeyer moved to approve this matter, Dagenhardt seconded, motion carried.

D. NEW AND PREVIOUS MATTERS

- 2A. [22-0540](#) Certified Survey Map to split the existing lot located at 10230-10288 W. National Ave. into 2 lots, submitted by Patrick Shay d/b/a Advanced Building Corporation.

Katzenmeyer moved to approve the Consent Agenda, items #2A - #2C, Frank seconded, motion carried on a consent vote.

- 2B. [22-0541](#) Conditional Use permit for Biggby Coffee, a proposed restaurant with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave.

Katzenmeyer moved to approve the Consent Agenda, items #2A - #2C, Frank seconded, motion carried on a consent vote.

- 2C. [22-0542](#) Site, Landscaping, and Architectural plans for Biggby Coffee, a proposed restaurant with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave. (Tax Key No. 485-9990-011)

Attachments: [\(CSM-CUP-SLA\)- 10230-10288 W Nat'l Ave - Biggby Coffee](#)

Steve Schaer presented.

Recommendation: Recommend Common Council approval of the Conditional use, Certified Survey Map and Site, Landscaping, and Architectural plans for Biggby Coffee, a proposed restaurant use with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave. (Tax Key No. 485-9990-011) subject to the following conditions:

(Item 1-2 is 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 Certified Survey Map and Conditional Use Permit (returning to Council - expected October 4, 2022).
2. Revised site, landscaping, and architectural plan being submitted to the Planning and Zoning Office to indicate the following: (a) accurate notations for directions on the elevations, (b) landscaping plan and species details being provided in a revised plan and being approved by the City Forester; (c) proposed traffic control measures being reviewed/approved by Engineering Department; (d) certified survey map being updated in alignment with site plan changes.

Katzenmeyer moved to approve the Consent Agenda, items #2A - #2C, Frank seconded, motion carried on a consent vote.

Passed The Block Vote

Katzenmeyer moved to approve the Consent Agenda, items #2A - #2C, Frank seconded, motion carried on a consent vote.

3. [22-0543](#) Site, Landscaping, and Architectural Plans for JHF Investments private warehouse, an existing Light Industrial use located at 12300 W. Adler Ln., submitted by William Henry, d/b/a JHF Investments II LLC. (Tax Key No. 413-9994-019)

Attachments: [\(SLA\) - 12300 W Adler Ln](#)

Zac Roder presented.

Recommendation: Approve the Site, Landscaping, and Architectural Plans for JHF Investments private warehouse, an existing Light Industrial use located at 12300 W. Adler Ln., submitted by William Henry, d/b/a JHF Investments II LLC. (Tax Key No. 413-9994-019) subject to the following conditions:

(Item 1 is 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.)

An alternate exterior building material to EIFS siding being presented to the Planning & Zoning Office. Contact Zac Roder, Lead Planner at zroder@westalliswi.gov <<mailto:zroder@westalliswi.gov>>

Frank moved to approve this matter, Reinke (PC Alternate) seconded, motion carried.

4. [22-0544](#) Certified Survey Map to adjust the existing parcels located at 1657-73 S. 108 St. and 109** W. Mitchell St., submitted by Marcus Sengstock, d/b/a West Allis Real Estate Holding, LLC. (Tax Key Nos. 448-9979-006 and 448-9979-007)

Attachments: [\(CSM\) - Pallas-Days Inn Lot Split](#)

Zac Roder presented.

Recommendation: *Common Council approval of the Certified Survey Map to adjust the existing parcels located at 1657-73 S. 108 St. and 109** W. Mitchell St., submitted by Marcus Sengstock, d/b/a West Allis Real Estate Holding, LLC. (Tax Key Nos. 448-9979-006 and 448-9979-007) subject to any technical corrections.*

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

5. [22-0545](#) Resolution to repeal and replace the Planning Department's Site, Landscaping, and Architectural Plan Design Review Guidelines

Attachments: [\(RES\) - Design Review Guidelines](#)

Zac Roder presented.

Recommendation: *Recommend approval of the resolution to repeal and replace the Planning Department's Site, Landscaping, and Architectural Plan Design Review Guidelines.*

A public hearing will be conducted at a future date yet to be determined. Staff would like the opportunity for Plan Commission and Common Council to review the document and ask any questions.

Clark moved to approve this matter, Frank seconded, motion carried.

6. [22-0546](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Beloit Rd. corridor in alignment with the 2040 Comprehensive Plan

Attachments: [\(ORD\) - Beloit Rd Rezoning](#)

Zac Roder presented

Recommendation: *Recommend Common Council approval of the ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Beloit Rd. corridor in alignment with the 2040 Comprehensive Plan. Scheduled for October 18, 2022.*

Clark moved to approve this matter, Katzenmeyer seconded, motion carried.

7. [22-0547](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Lincoln Ave. corridor in alignment with the 2040 Comprehensive Plan

Attachments: [\(ORD\) - Lincoln Ave Rezoning](#)

Zac Roder presented

Recommendation: Recommend Common Council approval of the ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Lincoln Ave. corridor in alignment with the 2040 Comprehensive Plan. Scheduled for October 18, 2022.

Clark moved to approve this matter, Frank seconded, motion carried.

- 8. [22-0548](#) Plan Commission project tracking updates

This matter was Discussed.

- 9. [22-0549](#) Discuss November/December meeting date

Members will be able to vote on the following dates for the combined meeting: November 30, 2022, December 7, 2022, December 14, 2022

This matter was Discussed.

E. ADJOURNMENT

There being no other business, a motion was made by Kathleen Dagenhardt and seconded by Brian Frank to adjourn at 6:45 p.m.



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**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 26, 2022
6:00 PM**

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

- 2A. Conditional Use Permit for multifamily apartments, a proposed 5+ Unit Dwelling, to be located at 8530-56 W. National Ave.**

- 2B. Site, Landscaping, and Architectural plans for multifamily apartments, a proposed 5+ Unit Dwelling, to be located at 8530-56 W. National Ave., submitted by David Lyon, d/b/a 3 Leaf Partners. (Tax Key No. 478-9998-003)**

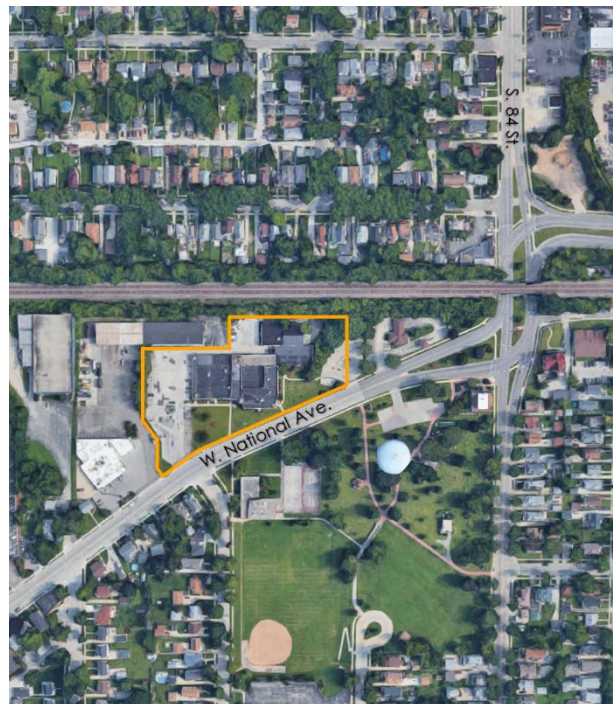
Items 2A and 2B may be considered together.

Overview and Zoning

[Three Leaf Partners](#) has submitted a proposal to develop a market-rate rental community consisting of 247 apartment homes at 8530-56 W. National Ave. The project is estimated to cost \$48 million.

The proposed site is the current location of the Clark Oil Building, a commercial office building. The lot is 3.22 acres.

The property is zoned C-2. Dwellings with 5+ Units are allowed as a Conditional Use in the C-2 district. A conditional use is a use that is allowed upon meeting all conditions specified in the zoning code and those imposed by the common council. A public hearing before the Common Council will be held following the Plan Commission’s review.



Context: Planning

In 2016, the City adopted the National Avenue Corridor Strategic Plan (“the plan”). This plan calls for more housing, public improvements, and coordinated investment within this key corridor that runs through the heart of West Allis.

The National Avenue corridor has seen significant redevelopment since the strategic plan was adopted. Projects like streetscaping improvements and reconstruction between S. 70 St. and S. 82 St., The West Living, SoNa Lofts, Maker’s Row, Ope! Brewing, and Flour Girl & Flame have transformed the Eastern portion of the corridor. However, the transformation has yet to catch on to the West of S. 84 St.

The proposed development falls squarely within the “Honey Creek Crossing” target investment area identified by the plan. The plan specifically identified the north side of National Avenue as a key redevelopment opportunity and called for higher-intensity residential development.



Context: Location

The proposed development site is located directly across the street from Honey Creek Park. The water tower, West Allis Historic Society and historic log schoolhouse are across the street/south of the site. Low-density residential development is across the street and to the West of S. 86 St.

The adjacent lot to the east is underutilized and ripe for redevelopment. Adjacent lots to the west are developed and used for light industrial and commercial purposes ([Dan Krall Hydraulics](#), [Cook Specialty Co](#), and a [multi-tenant commercial](#) site along W. National Ave.). Further west is the [Sunrise Apartments](#), a six-story senior housing development.

The site is bordered to the north by the Union Pacific railroad.





Conceptual rendering of 2021 proposal

Context: 2021 Proposal

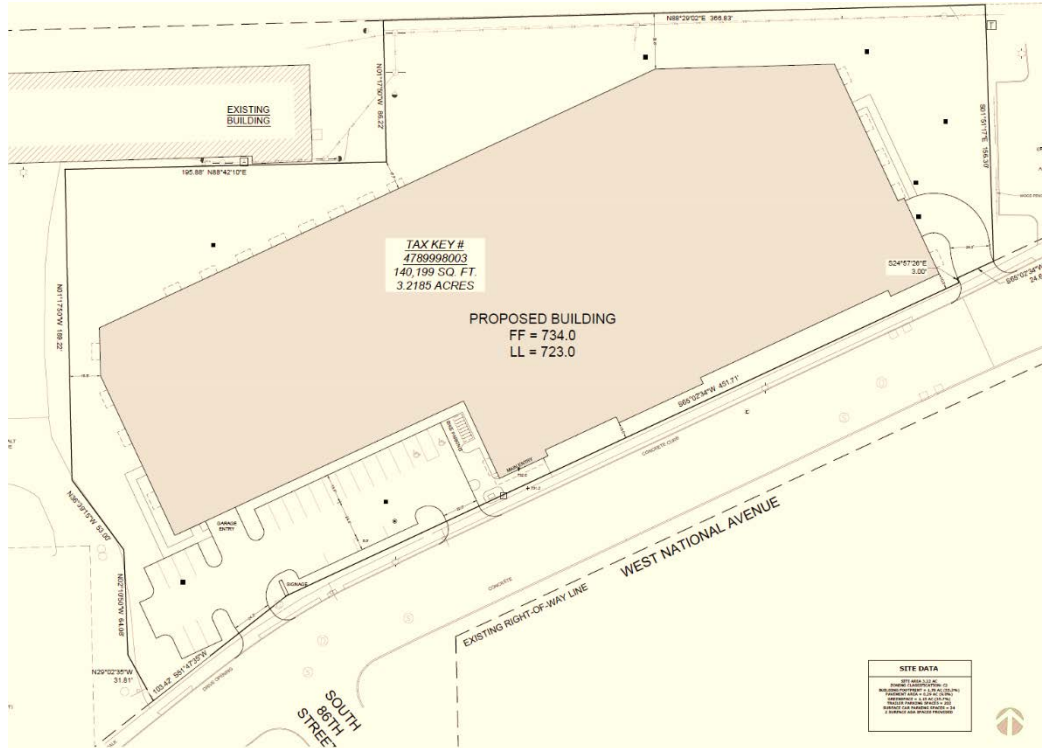
In late 2021, the City approved a rezoning of the property from split M-1 and C-2, to C-2 in accordance with the 2040 Comprehensive Plan. This action was initially proposed by Bethesda Lutheran Communities, a non-profit that was partnering with Catalyst Partners to potentially develop a 200-unit mixed-income apartment building at the site. While conceptual plans were shared with the City, a site, landscaping, and architectural plan review was not conducted at this time.

In early 2022, following the rezoning, the developers applied for low-income housing tax credits but were unsuccessful. Soon after, Bethesda Lutheran Communities decided to shift its organizational strategy. It would no longer function as a developer but would focus solely on managing its existing communities.

Its project partner, Catalyst Partners, maintained control of the site after Bethesda Lutheran opted out of the project. Later in 2022, Catalyst Partners merged with Three Leaf Development to become Three Leaf Partners. Following the merger, Three Leaf Partners revived the project in its present form in response to changing market conditions.

Site Plan

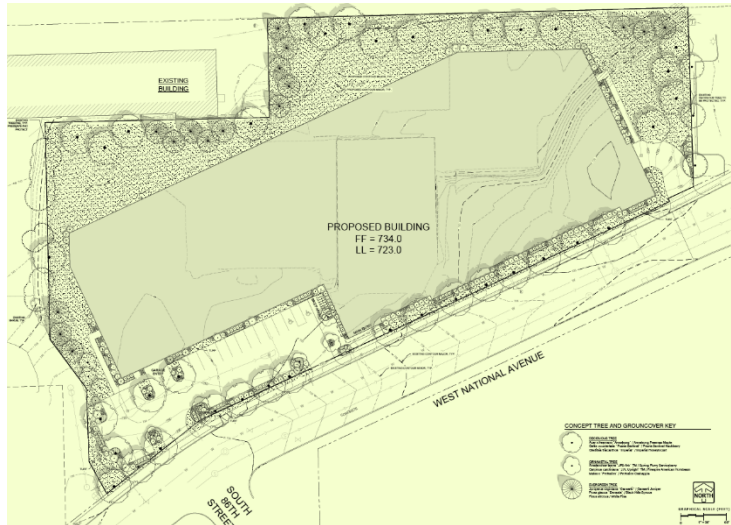
Three Leaf Partners is proposing to construct a 140,199 sq. ft. building on the site. The building will be roughly centered on the uniquely shaped parcel and oriented close to the front lot line, 10' at its nearest point (the minimum required by code). There will be 2 vehicular access points to the building: 1 to the lower garage at the East end of the site, and another to the main garage and surface parking lot at the West end of the site. The Western driveway will align with S. 86 St. The main entrance will be located near the middle of the building at the East end of the surface parking lot and will face W. National Ave.



Landscaping Plan

Preliminary landscaping plans include extensive tree plantings on the site. Landscaped planting beds will surround the building on 3 sides, new street trees will be planted on the property's border with W. National Ave., and trees will provide buffers to the side and rear of the property.

Final landscaping plans will be reviewed by the City Forester before building permits will be issued.





Architectural Plan

The proposed 140,199 sq. ft. building will be 6-stories and 68' tall. Due to the sloping grade of the site, parts of the East end of the building will be up to 80' from grade. The building's height is similar to the nearby 6-story Sunrise Apartments, which is approximately 62' tall and appears taller because it is built on land elevated above street-level. The proposed building is also located directly across from Honey Creek Park, a large open space, and the West Allis water tower – which is roughly double the proposed height. Staff finds the proposed height appropriate for the site.



Above the first floor, the building will rise in an S-shape surrounding 2 amenity decks. The Western “front-yard” amenity deck will open to the South while the Eastern “back-yard” amenity deck will be more private, opening to the North.



The building's lobby and active amenities like the co-working space and gym will be located near the middle of the building facing the street frontage to provide activation. Taller, storefront-style windows will be used in these portions of the ground floor to blend the public and private realm, opening a view into the building. An inviting, street-facing entrance includes a generous awning, plaza, landscaping, and a unique sculpture.

The first 5 stories will be composed principally of cream-colored brick facing W. National Ave. and wrapping around to the East and West. Several versions of fiber cement panel will be used as an accent to break up the mass of the structure and complement the brick. Horizontally slatted, dark grey fiber cement panel will be used in recesses on the front-facing façade and will be the principal material for the rear-facing façade. Light grey and yellow panels will be used as accents between windows. The proposed development incorporates a sound blend of complementary materials and a welcoming color palette.





The 6th story will be stepped back several inches from the rest of the façade. It will also be visually differentiated from the rest of the façade with exclusively fiber cement panels. The top of the structure will also include cornice features with broader caps at key focal points.

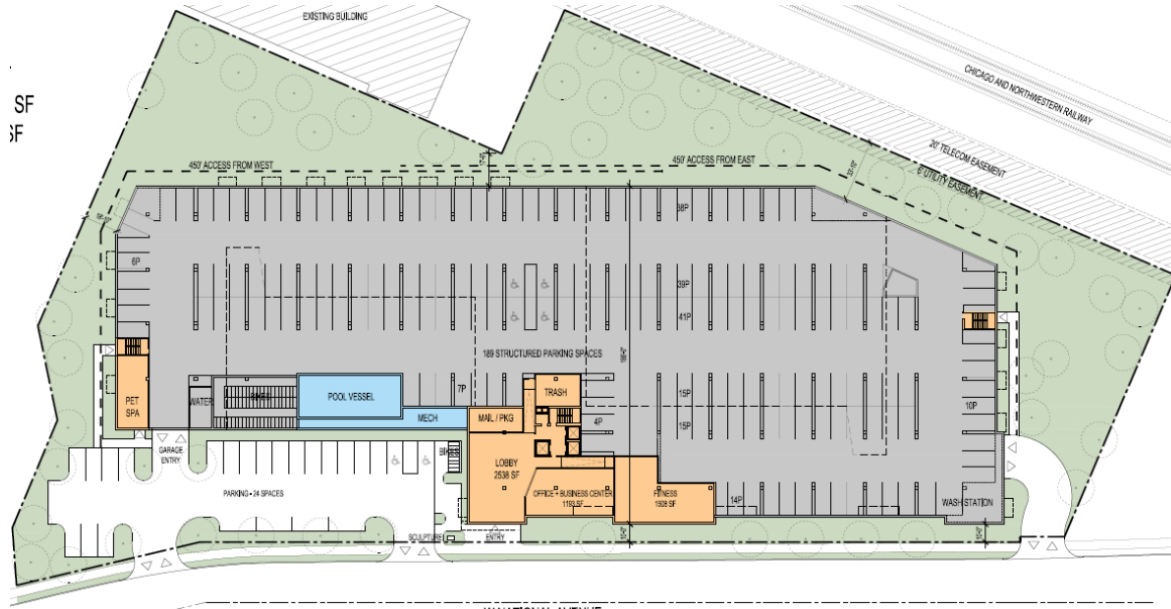
Units will have balconies. Balconies facing W. National Ave. on the East end of the building will have aluminum railings with glass. These balconies will fill recess space. All other balconies will protrude from the façade and include entirely aluminum railings.

Floor Plans

The 247-unit building will include a strong mix of unit types:

Number	Type	Size
9	Studio	450 SF
40	Junior 1-bed	550 SF
89	1-bed	625-775 SF
26	1-bed with den	875 SF
73	2-bed	1000-1150 SF
10	3-bed	1275 SF

No units will be located on the first floor. The bulk of the first floor will be parking. A pet spa will be located by the Western side door. Other active uses will be located near the front and middle of the building. These include a lobby, office/business center, and fitness room.



The second floor will have 2 fewer units than floors 3-6, which will share the same layout. In place of those 2 units, the second floor will include a club room, which can be rented out by tenants for gatherings. The second floor also includes access to the amenity decks. The Western "front yard" amenity deck will be oriented towards the south and will have a pool and cabanas. The Eastern "back yard" amenity deck will be oriented towards the north and will include a dog run, grill stations, outdoor games, and a fire pit.



Second floor layout

Parking

A total of 319 parking spaces will be provided on site. A maximum of 494 vehicle parking spaces are allowed by code.

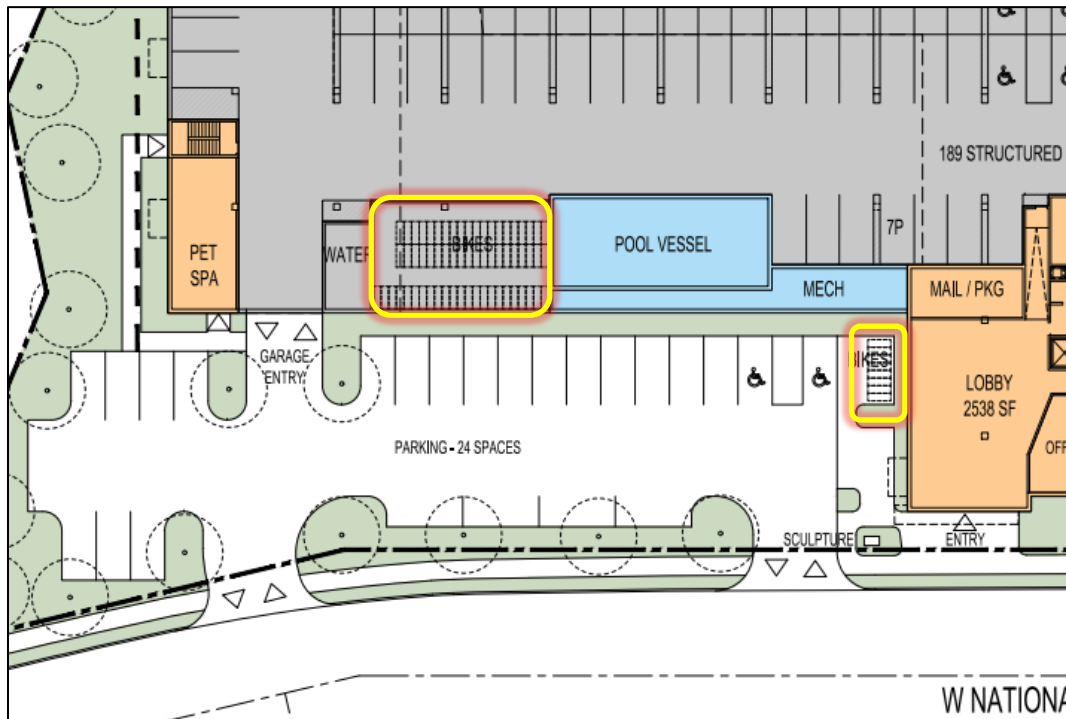
- 295 indoor, structured vehicle parking spaces will be provided. 106 of these spaces will be in the lower garage and accessed by the Eastern driveway. The remaining 189 spaces will be located on the ground floor and accessed by the Western driveway. 9 indoor ADA stalls will be included.
- 24 outdoor vehicle parking spaces, including 2 ADA spaces, will be provided in the surface parking lot. Ample, underused street parking is also available adjacent to the site.



REAR COURTYARD EAST ELEVATION

Overall, the development will provide 1.3 parking spaces per unit. This is in line with similar modern developments, such as SoNa Lofts, which has a parking ratio of 1.4 spaces to units. Changing market conditions, from increased remote work to increased use of delivery services, allow residential developments to have lower vehicle parking ratios than in the past.

The development proposes 63 indoor bike parking spaces and 8 outdoor spaces. The plans submitted show indoor bike parking located adjacent to the parking garage within the at ground level and the outdoor spaces being located adjacent to the main entrance. The zoning code requires 49 indoor bike parking spaces and 8 outdoor bike parking spaces.



Bike parking – indoor and outdoor locations

Recommendation: Approve the Site, Landscaping and Architectural Plans for multifamily apartments, a proposed 5+ Unit Dwelling, to be located at 8530-56 W. National Ave., submitted by David Lyon, d/b/a Three Leaf Partners. (Tax Key No. 478-9998-003) subject to the following conditions:

(Item 1-5 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 Office to show the following: a) landscaping and species plan approved by City Forestry; b) incorporate decorative elements such as art or trellises to south exterior wall abutting surface parking lot; c) add seating area for entrance plaza; d) provide indoor and outdoor bike parking details. Contact Zac Roder, Lead Planner, at 414-302-8465 with any questions.
2. 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.
3. Documentation and approval showing compliance with the City of West Allis Stormwater Management Ordinance, to be submitted to the Building Inspections and Neighborhood Services 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.

4. 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.
5. Common Council approval of the Conditional Use permit.



STAFF REPORT
WEST ALLIS PLAN COMMISSION
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3. **Site, Landscaping, and Architectural plans for Dunkin Donuts, an existing restaurant with accessory drive-through service, located at 2865 S. 108 St., submitted by Mario Valentini, d/b/a Pandya Network. (Tax Key No. 520-9965-012).**

Overview and Zoning

The owner of Dunkin Donuts is proposing to remodel the existing building at 2865 S. 108 St. The update will adapt the current building to fit Inspire Brands' new design for its franchises, upgrading its cosmetic appearance. Construction will begin in December.

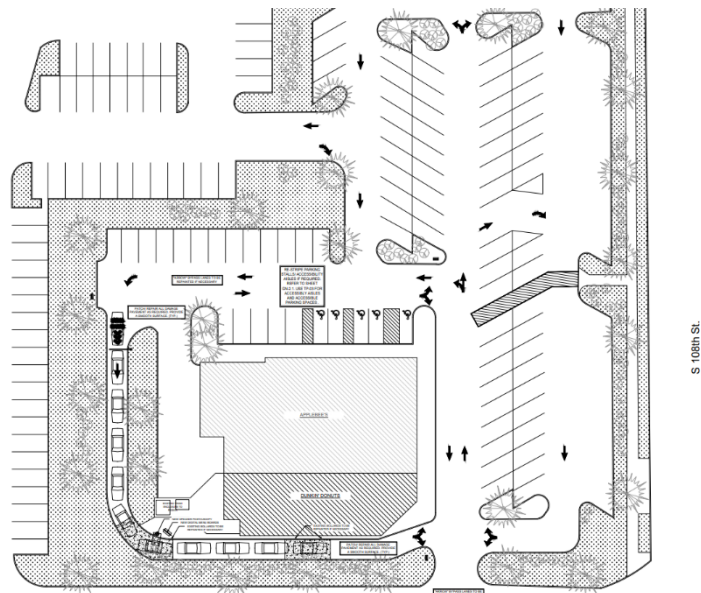
Hours of Operations:
5am – 8pm Daily

The property is zoned C-4. Restaurant with accessory Drive-Through Service is a Conditional Use in the C-4 district. The business has a Conditional Use Permit.



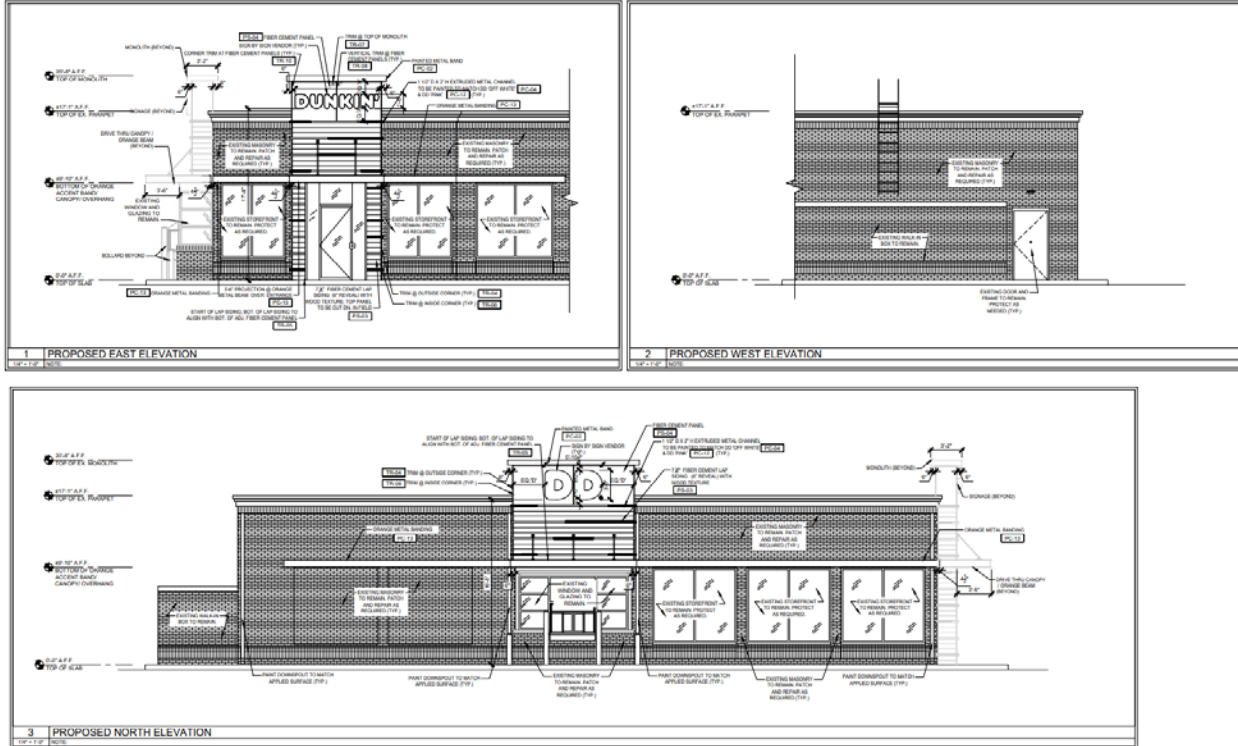
Site Plan

Proposed changes to the site are minimal. The drive-through clearance bar and menu boards will be updated.



Architectural Plan

Façade alterations are proposed including demo and rebuilding/updating the existing entrance tower (east elevation) and drive-through tower (south elevation). New exterior finishes will include fiber cement and new signage elements. The existing fabric awnings will be replaced with a flat bracketed orange metal awning on the south and east elevations. A building and sign permit is required for the scope of work. Exterior lighting will be replaced with new exterior light fixtures.



Floor Plan

Improvements to the interior include a variety of replacements. Existing seating and décor, interior finishes in the dining room, bathrooms, and service areas, and light fixtures will be replaced. Bathrooms will be made ADA compliant with new fixtures.

Recommendation: Approve the Site, Landscaping, and Architectural plans for Dunkin' Donuts, an existing restaurant with accessory drive-through service, located at 2865 S. 108 St., submitted by Mario Valentini, d/b/a Pandya Network. (Tax Key No. 520-9965-012)



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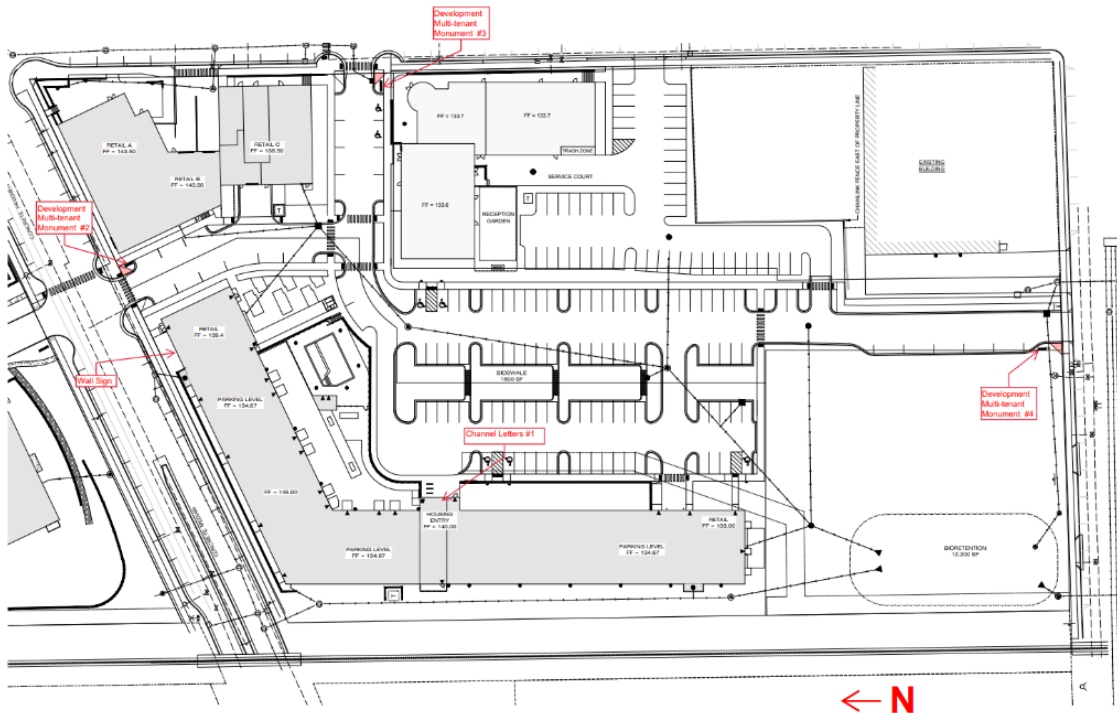
4. **Signage Plan for Maker's Row, a proposed food-centric collection of restaurants, limited food production and retail uses, and SoNa Lofts, a 5+ Unit Dwelling, to be located at 6601 W. National Ave., 16** S. 66 St., 66** W. Mitchell St., and 6675 W. National Ave., submitted by Eric Rohs, d/b/a Mandel Group Inc. (Tax Key Nos. 454-0653-000, 454-0655-000, 454-0656-000, and 454-0654-000).**

Overview

Makers Row is a proposed food-centric collection of restaurants, limited food production and retail uses. SoNa Lofts is a 5+ Unit Dwelling.

To enhance the development, the applicant is proposing 3 freestanding signs on 3 different parcels for Makers Row. The applicant is also proposing 2 wall signs for SoNa Lofts. The development is over 25,000 sq. ft. (approximately 160,000 sq. ft.) and qualifies for the City's Master Sign Program.

The applicant was advised to apply for a sign plan appeal and sign permit concurrently.

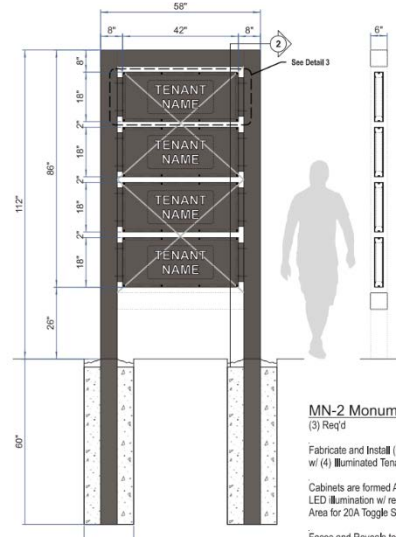


Freestanding Signs

Per the Sign Code, freestanding signs must have a 2' tall masonry base and landscaping equal to twice the area of the sign face. The applicant is proposing steel freestanding signs with a modern design intended to complement the development's unique aesthetic and tie-in to a broader theme.

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."

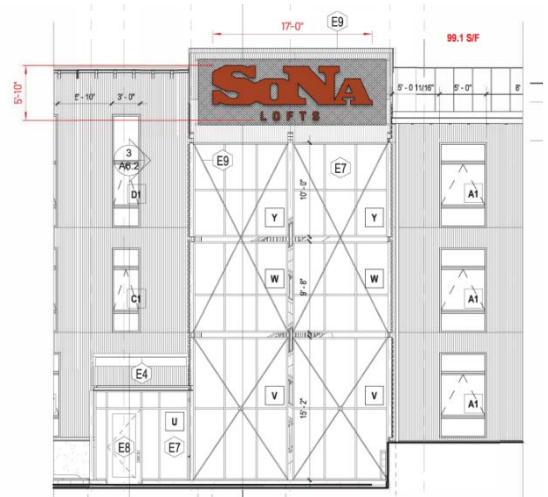
The sign shall also conform to contextual criteria by including "one of the following elements: (a) Classic historic design style. (b) Creative image reflecting the current or historic character of the City. (c) Symbols or imagery relating to the entertainment or design industry. (d) Inventive representation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



Staff finds the steel freestanding signs meet the Creative Signs criteria. The design constitutes an aesthetic improvement to the site and positively impacts the surrounding area by contributing to a clean, unique visual appearance. The design is an inventive representation of the development with an imaginative use of texture and quality material. The design complements the buildings by continuing the metal, industrial aesthetic and nodding to the classic design style of the area.

Wall Signs

Per the Sign Code, a maximum of 125 sq. ft. of wall signage is allowed. The applicant is proposing to install 2 wall signs to SoNa Lofts with a total size of 165.6 sq. ft. Under the Master Sign Program, 400 sq. ft. of wall signage is allowed.



Recommendation: Recommend approval of the Signage Plan for Maker's Row, a proposed food-centric collection of restaurants, limited food production and retail uses, and SoNa Lofts, a 5+ Unit Dwelling, to be located at 6601 W. National Ave., 16** S. 66 St., 66** W. Mitchell St., and 6675 W. National Ave., submitted by Eric Rohs, d/b/a Mandel Group Inc. (Tax Key Nos. 454-0653-000, 454-0655-000, 454-0656-000, and 454-0654-000).



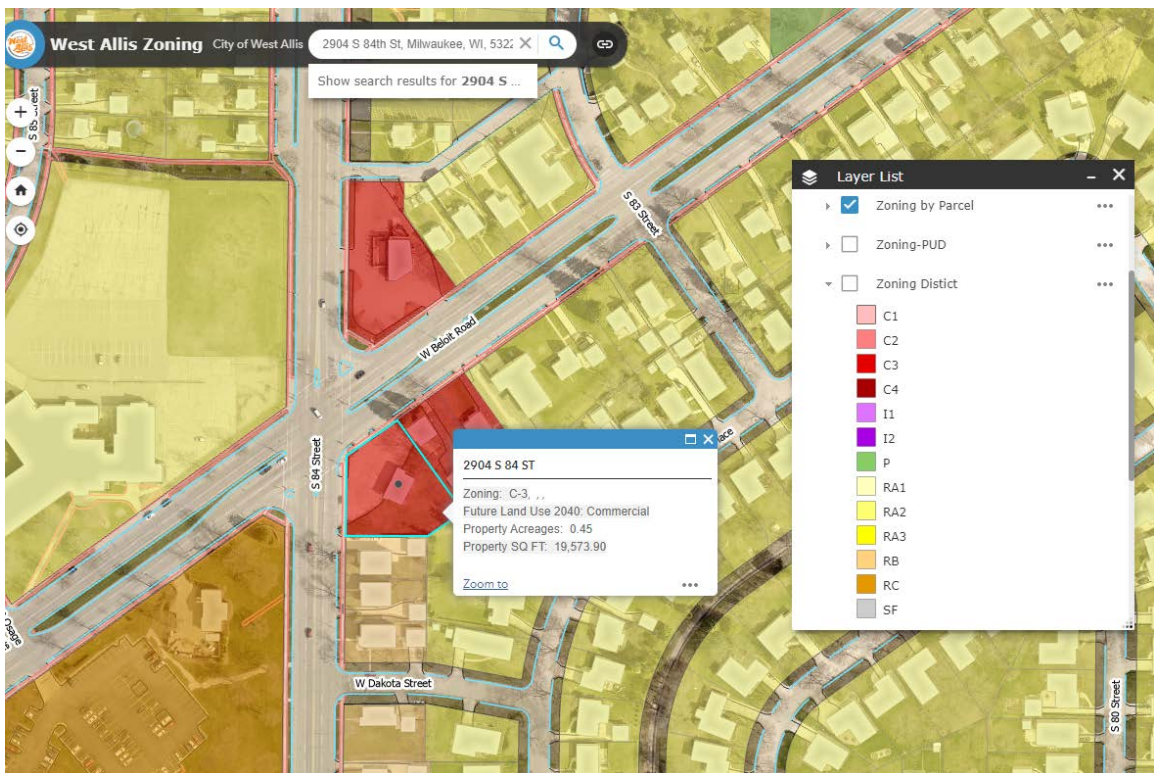
STAFF REPORT
WEST ALLIS PLAN COMMISSION
 Wednesday, October 26, 2022
 6:00 PM

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5. **Six-month extension of time to commence State Fair Petro Mart, a proposed fuel sales and retail use, to be located at 2904 S. 84 St. submitted by Luis Barbosa, d/b/a Gurinder S. Nagra. (Tax Key No. 516-9988-001).**

Overview and Zoning

The project involved a conditional use and was approved by Plan Commission on October 27, 2021 and by Common Council on November 16, 2021.



Existing zoning map

A building permit was applied for on October 4, 2022 but has not yet been issued. Since we are nearing the one-year mark, the owner will need to apply for an extension of time to keep the conditional use permit alive in alignment with the terms of the zoning ordinance.

Stipulations of the conditional use approved under R-2021-0671 indicate the following:

- o *Expiration of Conditional use permit. Any conditional use approved by the Common Council shall lapse and become null and void one (1) year from and after that approval if the use has not commenced, construction is not underway, or the owner has not obtained a valid building permit. An extension of these time*

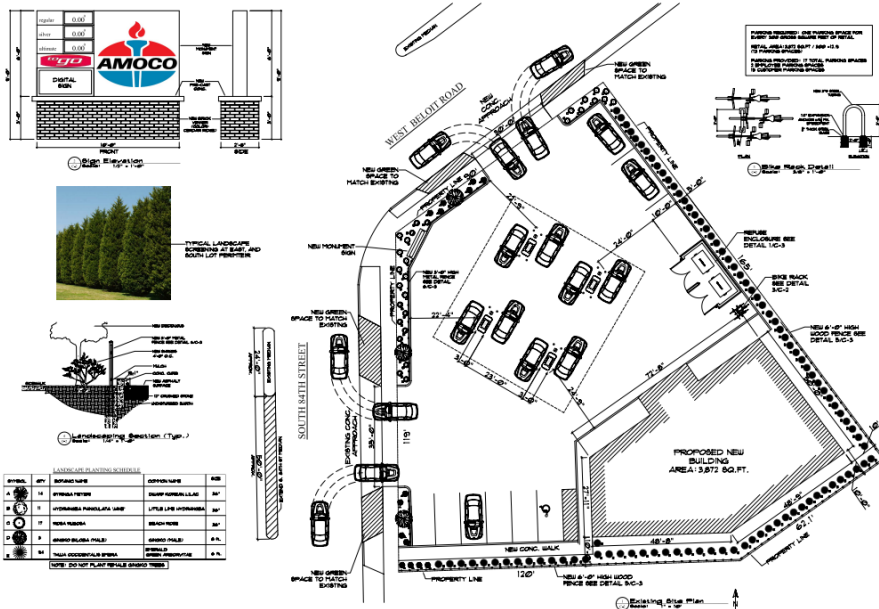
limitations may be granted without a public hearing by the Common Council by resolution reauthorizing the conditional use in accordance with the following criteria:

- A. The applicant requesting the extension shall complete a planning application available from the Department of Development and shall submit a \$250.00 extension fee.
- B. A written explanation for the extension of time shall accompany the planning application along with a timeline/schedule for obtaining necessary permits, zoning, state and municipal approvals and a target date for construction start;
- C. The request for extension shall be submitted within sixty (60) days of the expiration of the special use permit;
- D. The extension, if granted, shall be valid for a period of six (6) months. If no building permit has been issued and construction has not commenced within six (6) months from and after the extension has been granted, the conditional use shall become null and void.

EXISTING FRONT FACADE



PROPOSED NEW FRONT FACADE



The property owner has submitted an explanation and schedule with their request for a six-month extension to obtain a building permit and commence the project.

Date: October 14, 2022

Project: Proposed Gas Station – Convenience Store
At 2904 S. 84th St., West Allis, WI 53214

Subject: Request for an Extension of Time on the Conditional Use Permit approved in 2021

Proposed Project Timetable

2022

November-December Asbestos Report – Remediation

2023

January	Complete construction drawings
February	Apply for plan review, demolition permits, and construction permits
March-April	Building demolition
April-May	Start excavation for installation of underground gas tanks, canopy and gas pumps
June	Start building construction and site development
July	Construction and site development in progress
August	Construction and site development in progress
September	Construction and site development in progress
October	Complete construction – site development
November	Apply for occupancy permit – construction inspections
December	Complete unforeseen items

Recommendation: Council approval of a six-month extension of time to commence a proposed fuel sales and retail use, to be located at 2904 S. 84 St. submitted by Luis Barbosa, d/b/a Gurinder S. Nagra. (Tax Key No. 516-9988-001).



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- 6. **Six-month extension of time to commence State Fair Petro Mart, a proposed fuel sales and retail use, to be located at 8404 W. Greenfield Ave., submitted by Luis Barbosa, d/b/a Gurinder S. Nagra. (Tax Key No. 442-0635-000)**

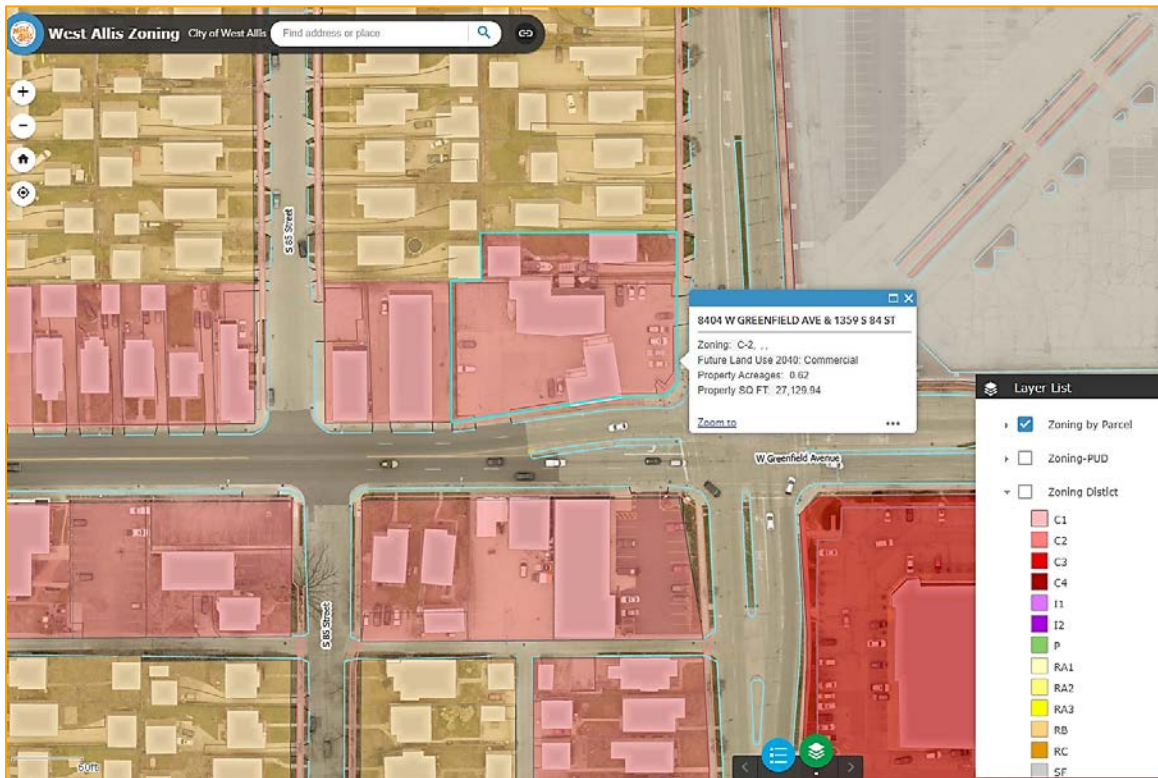
Overview and Zoning

The project involved a conditional use, a certified survey map and rezoning of land and was approved by Plan Commission on October 27, 2021 and by Common Council on November 16, 2021.

Since this time the subject properties at 8404 W. Greenfield Ave. and 1359 S. 84 St. have been combined via certified survey map and the overall property is zoned C-2, neighborhood commercial district.



Existing building (south elevation)



Existing zoning map

A building permit has not yet been applied for or issued. Since we are nearing the one-year mark, the owner will need to apply for an extension of time to keep the conditional use permit alive in alignment with the terms of the zoning ordinance.

Stipulations of the conditional use approved under R-2021-0670 indicate the following:

- o *Expiration of Conditional use permit. Any conditional use approved by the Common Council shall lapse and become null and void one (1) year from and after that approval if the use has not commenced, construction is not underway, or the owner has not obtained a valid building permit. An extension of these time limitations may be granted without a public hearing by the Common Council by resolution reauthorizing the conditional use in accordance with the following criteria:*

A. The applicant requesting the extension shall complete a planning application available from the Department of Development and shall submit a \$250.00 extension fee.

B. A written explanation for the extension of time shall accompany the planning application along with a timeline/schedule for obtaining necessary permits, zoning, state and municipal approvals and a target date for construction start;

C. The request for extension shall be submitted within sixty (60) days of the expiration of the special use permit;

D. The extension, if granted, shall be valid for a period of six (6) months. If no building permit has been issued and construction has not commenced within six (6) months from and after the extension has been granted, the conditional use shall become null and void.

The property owner has submitted an explanation and schedule with their request for a six-month extension to obtain a building permit and commence the project.



2021 proposed south elevation and existing street view from S. 84 St.

Date: October 14, 2022

Project: Proposed Gas Station – Convenience Store
At 8404 W. Greenfield Ave. and 1359 S. 84th St., West Allis, WI 53214

Subject: Request for an Extension of Time on the Conditional Use Permit approved in 2021

Proposed Project Timetable

2022

November-December	Coordination with WE Energies for removal of underground and above ground electrical easements on the north property line of 8404 W. Greenfield Ave.
	Asbestos Report – Remediation for commercial and residential properties to be demolished

2023

January	Disconnect electrical, gas, water, and sewer lines
February	Apply for building demolition
March	Complete construction drawings for new building and site development
	Apply for plan review, demolition permits, and construction permits
April	Start of building demolition of commercial and residential units
May	Start excavation for installation of underground gas tanks, canopy and gas pumps
June	Start building construction and site development
July	Construction and site development in progress
August	Construction and site development in progress
September	Construction and site development in progress
October	Complete construction – site development
November	Apply for occupancy permit – construction inspections
December	Complete unforeseen items

Recommendation: Common Council approval of a six-month extension of time to commence State Fair Petro Mart, a proposed fuel sales and retail use, to be located at 8404 W. Greenfield Ave., submitted by Luis Barbosa, d/b/a Gurinder S. Nagra. (Tax Key No. 442-0635-000).



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7. Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Greenfield Ave. corridor in alignment with the 2040 Comprehensive Plan.

Overview

This proposal would rezone 22 properties along the W. Greenfield Ave. corridor.

The proposed zoning changes are intended to:

1. Eliminate split zoning (where a single property is in multiple zoning districts) to avoid confusion
2. Align the corridor's zoning with the 2040 Comprehensive Plan and Future Land Use Map
3. Encourage more organized and consistent development
4. Guide future development towards the City's vision of a vibrant, active, commercial and residential mixed-use corridor

Most proposed rezonings will change a property's zoning from "split" (ex: C-2 commercial and RB residential) to the most appropriate district of the two. Properties directly along Greenfield Ave will typically be adjusted to solely a commercial district while properties that are not directly along Greenfield Ave will typically be adjusted to RA-3.

Feedback

Two (2) publications were conducted in the official paper and a mailer was sent to property owners of impacted properties. A public information meeting was held Wednesday, October 12. Approximately 10 people attended. A notice of public hearing was also published in the Official City newspaper.

Staff has received general inquiries but no objections to date.

Recommendation: Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Greenfield Ave. corridor in alignment with the 2040 Comprehensive Plan.



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8. Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties in alignment with the 2040 Comprehensive Plan.

Overview

This proposal would rezone 46 “split-zoned” properties.

The proposed zoning changes are intended to:

1. Eliminate split zoning (where a single property is in multiple zoning districts) to avoid confusion
2. Align zoning with the 2040 Comprehensive Plan and Future Land Use Map
3. Encourage more organized and consistent development

Most proposed rezonings will change a property’s zoning from “split” (ex: C-2 commercial and RB residential) to the most appropriate district of the two.

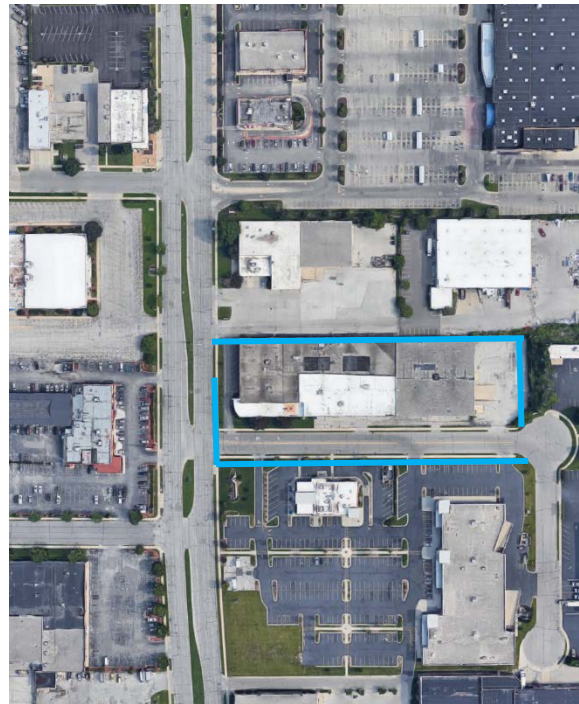
Feedback

Two (2) publications were conducted in the official paper and a mailer was sent to property owners of impacted properties. A public information meeting was held Wednesday, October 12. Approximately 10 people attended.

1650 S. 108 St.

One property owner has indicated concern regarding the proposed rezoning to staff. 1650 S. 108 St. (Map ID #45) is currently split-zoned C-3 and I-1. Staff is proposing rezoning the property to C-3. Able Distributing uses the site as a retail showroom and warehouse. This use is classified as “Commercial Light Industrial Flex” and is allowed as a Conditional Use in C-3 and I-1. The owner is concerned a rezoning would limit their potential use for the site if Able were to change their business or add additional tenant spaces.

This property was previously up for rezoning during the Highway 100 Corridor rezoning in 2021. It was not rezoned at that time because, at the time, the use would not have been allowed in C-3. Staff and the property owner agreed it would be best to hold off and create a more appropriate use category for the type of business as part of the City’s comprehensive zoning code update. This unique use influenced staff to include “Commercial Light Industrial Flex” as a use in the May 2022 zoning code update.



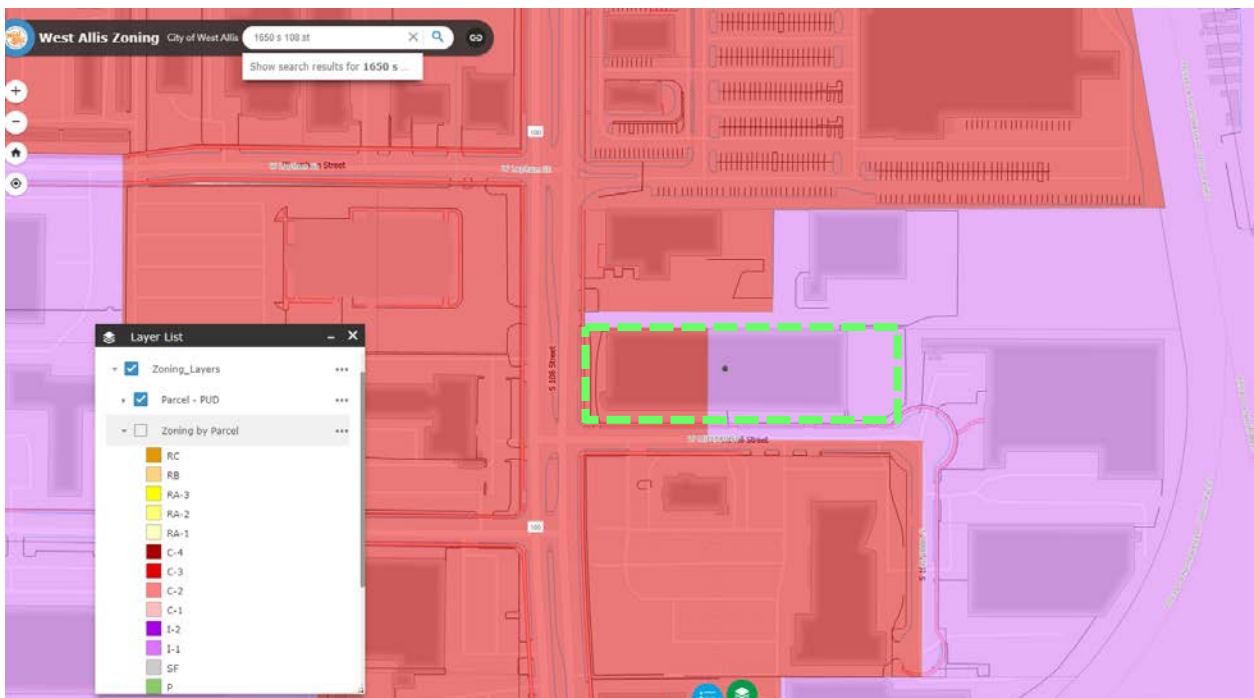
Staff has identified 3 options to proceed:

1. Proceed to rezone as C-3
2. Remove from rezoning list. Leave as split zoned
3. Change to rezone as I-1 (would require 2040 future land use map change too)

Option 1 is the preferred option.

Option 2 is not desirable, as it would contradict the City's goal to eliminate split-zoning citywide. Continuation of split zoning could increase confusion in land use decisions and would be one of the only remaining split zoned properties in the City.

Option 3 causes some concern, as the property could be reused for other potentially incompatible uses, like self-storage, and thereby not align with the 2040 Comprehensive Plan's Future Land Use map nor with the City's Highway 100 Corridor Study.



Existing zoning map, 1650 S 108 St (highlighted)

Recommendation: Recommend Common Council approval of the Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties in alignment with the 2040 Comprehensive Plan.



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9. **Request to create a pedestrian mall upon a portion of S. 72 St., street right-of-way, on north side of W. Greenfield Ave. between the alley and W. Greenfield Ave.**

Overview

Planning would like to discuss the concept of a pedestrian mall on an approximate 60-ft x 120-ft portion of S. 72 St. (just north of W. Greenfield Ave.). The concept is basic at this point to gauge interest and feedback, and it may be of interest to the BID and local business for special events and future programming. The objective is that a change would be supportive of a thriving Main Street Community (that is Downtown West Allis).

Creation of a plaza would function as a public gathering space for the downtown. The Downtown BID would be able to use the space for programming during parades, City, and BID organized events. The space could also be utilized for weeknight summer events such as small-scale acoustic or low-amplified music performances.



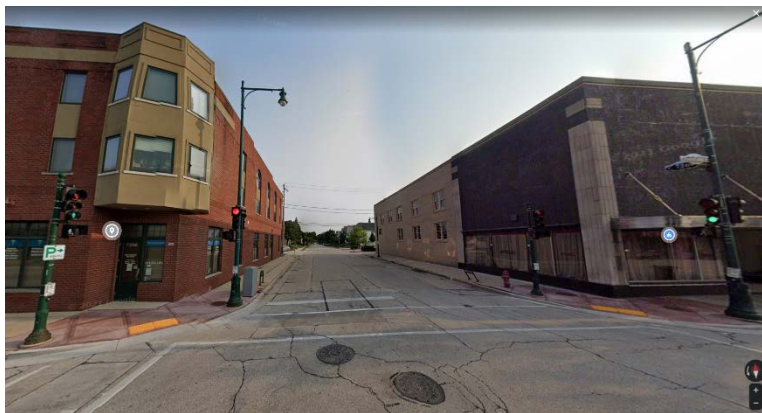
The portion of street could remain right-of-way (ROW) and would not need to be vacated but would be designated as a pedestrian mall. Per WI State Statute Sec. 66.0905, municipalities may limit vehicular traffic/designate a pedestrian mall by ordinance after review by plan commission and a public hearing with Class 1 notice. This method would allow for situation to be opened back up for traffic with ease and would allow for what could amount to as a trial period to see how it goes. If all goes well, a more permanent real estate solution could be pursued.

The Deco, an event venue currently under construction at the east end of the proposed plaza (7140 W. Greenfield Ave.), would like to partner with the BID to help activate the space by using the space during wedding season (April-October) on Fridays and Saturdays and providing beverage service for City/BID events. The Deco has indicated they would pay for improvements and provide seating for the plaza.

- Walter Holtz, the owner of the property at 7140 W. Greenfield Ave., has submitted a vision and supporting documentation indicating he would like to create a shared use Downtown Plaza within the right of way area on S. 72 St., north of W. Greenfield Ave., to the southern border of the alley. A general area plan and answers to some basic operational questions linked here: [7140 W Greenfield Ave](#)

Initially, the plaza could be built in a temporary manner. Planters and/or barricades could be used to close the space to vehicular traffic. If a pilot period is successful, permanent improvements could be installed.

The City's Planning and Economic Development teams support this effort. Adding public space in our downtown will encourage people to spend more time in the downtown, improves the pedestrian experience and traffic flow along Greenfield, provides opportunities for the BID and local businesses, and will help make West Allis a destination.



An informal gathering to share a concept for closing a portion of S. 72 St. to motorists and for the creation of a shared use area in Downtown West Allis just north of W. Greenfield Ave. is planned for Thursday, **11/10 at 6pm, Room 128**

Recommendation: No action - Discussion only. A public informational meeting (informal gathering) will be held on Thursday, November 10, at 6pm at West Allis City Hall.

