



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, December 1, 2021  
6:00 PM  
City Hall – Art Gallery**

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

5. Site, landscaping, and architectural plans for proposed assembly event venue to the existing mixed-use building located at 7035-37 W. Greenfield Ave. submitted by Jim Hoerig, Architects Planners, on behalf of Anel Molina, property owner/manager (Tax Key No. 453-0039-000).

**Overview and Zoning**

In 2018, the owner of the property received Plan Commission approval for plans to update the second-floor area for an apartment use. That project also included the update of a rear staircase to access the second floor and installation of a refuse enclosure.



The existing mixed use building once was home to a former commercial tenant named Booked Solid Bookstore and is located in Downtown West Allis. The area is zoned C-1, Central Business District.

The proposal before Plan Commission, the owner is proposing to renovate the first-floor commercial tenant area for an assembly/event-space use. The use will be for private events, and the venue will be rented by the hours, per a competitive rate.

Tables and chairs will be available to facilitate presentations and events. Local restaurants will be catering, and they will benefit from this business opportunity as well.

A property manager will be hired to help keep the property rented and in good operations. A cleaning and organizing team (3 individuals), and an event coordinator to be present at all events (2 individuals), for a total of 6 people all working not more than 20 hours a week.

The venue will be intended to operate mostly on weekends, Thursdays to Saturday, with exception of some special occasions.



In addition to the interior updates, some exterior alterations area also planned on the exterior of the building. The changes have prompted Plan Commission review as a building permit is required.

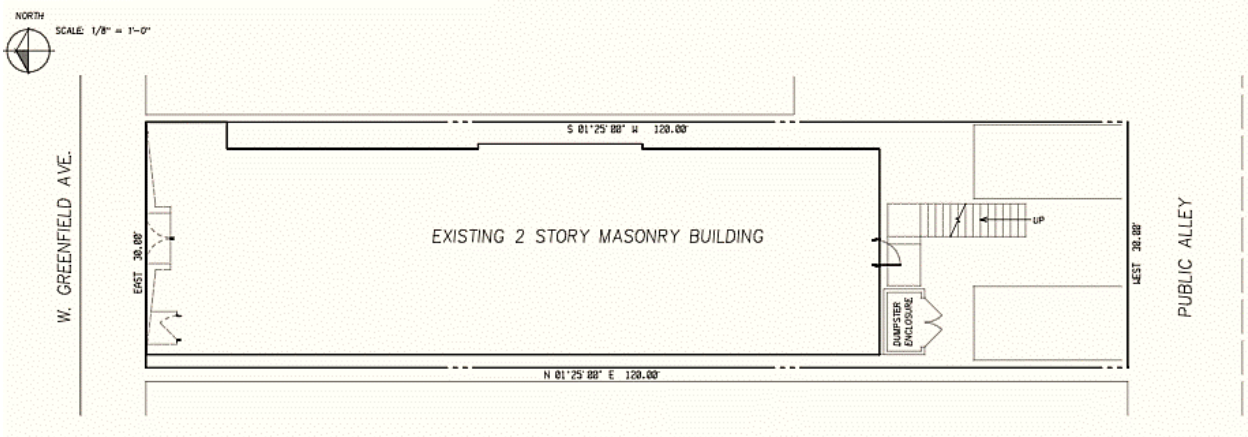
An assembly/event-space use is considered a permitted use in the C-1, Central Business District. The building is a mixed-use property.

- From the zoning perspective an event space less than 5,000-sf is a permitted use.
- The upper floor consists of one existing residential apartment.

In addition to the proposed construction work, the new commercial business will apply for a business occupancy permit prior to opening. The zoning is compatible for a use of this type in Downtwon West Allis.

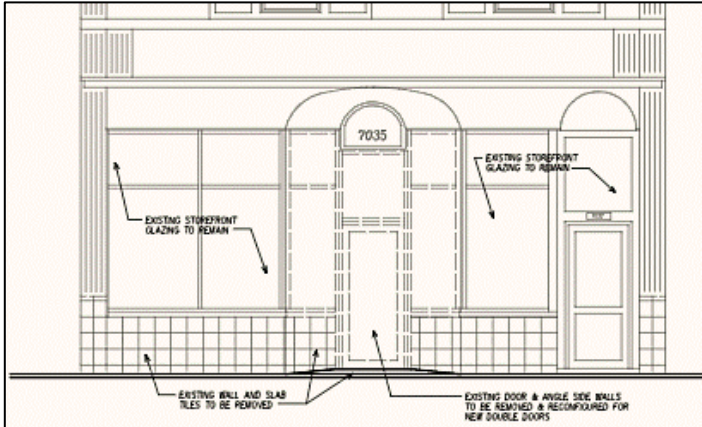
Parking for the site is currently available on a paved area behind the building for about 3 vehicles. Additionally, shared municipal parking is available within the Downtown West Allis area.

### SITE PLAN

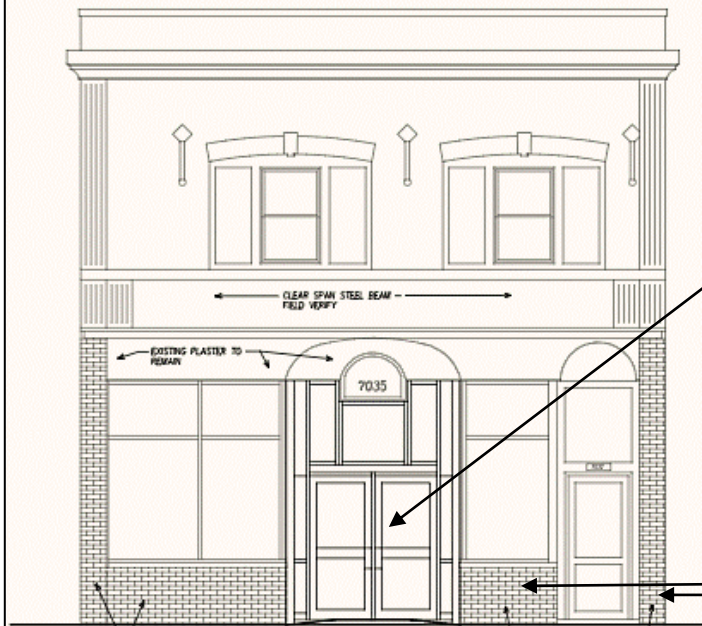


**Site, Landscaping and Architectural Plans**

The owner is establishing an assembly/event venue and proposing to make alterations to the south exterior façade facing W. Greenfield Ave. and internal alterations to the ground floor commercial space at 7035 W. Greenfield Ave.:



*existing front elevation*  
SCALE: 1/4" = 1'-0"



*proposed front elevation*  
SCALE: 1/4" = 1'-0"

North façade – Existing single door entry to commercial space. Also, note existing tile base material & fluted concrete corners



- Exterior scope of work – includes exterior remodel altering the front façade by demoing the existing single door on the north façade facing W. Greenfield Ave. creating a larger opening and thereby replacing the opening with a double door front entry set of doors.

- Additional brick veneer proposed to be added to cover two existing concrete fluted columns (on the northeast and northwest corners) and along the base of the storefront. The existing base material is a tile product.

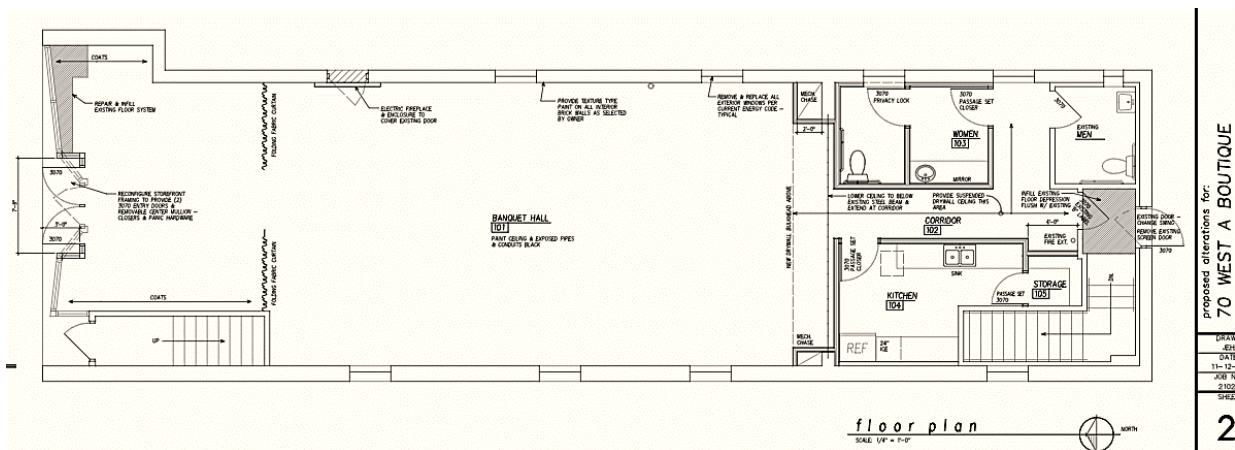
Staff comment on exterior architectural – If the existing tile material on the base of the building cannot be repaired, an alternate to brick veneer should be used on the façade of the building.

- Staff is recommending an alternate to brick veneer (such as a new tile) being utilized on the base of the building.
- A new brick will be difficult to match the original building brick color and covering the existing fluted concrete columns should be avoided as they are original design features that should be maintained.

### Floor Plan

The first floor is 2,285-sf. The storefront reconfiguration will include a double door entry to/from W. Greenfield Ave. The assembly area will feature an open floor plan within for various events. The rear of the floor space will feature new bathroom facilities, a small kitchen, storage and stairs to basement.

An existing exterior staircase accesses the second-floor apartment.



**Recommendation:** Approval of the Site, landscaping, and architectural plans for proposed assembly event venue to the existing mixed-use building located at 7035-37 W. Greenfield Ave. submitted by Jim Hoerig, Architects Planners, on behalf of Anel Molina, property owner/manager (Tax Key No. 453-0039-000), subject to the following conditions:

(Items 1 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, Screening and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a) an alternate exterior material to brick veneer being considered for the faced base material; (b) avoid covering original fluted concrete columns on the NE and NW corners of the building façade. Contact Steve Schaer at 414-302-8460 with further questions.