

- 4A. **Special Use Permit for Evenement, LLC a proposed event planning business to be located at 7140 W. Greenfield, Ave.**
- 4B. **Site, Landscaping and Architectural Plans for Evenement, LLC, a proposed event planning business to be located at 7140 W. Greenfield Ave., submitted by Janelle Meyer-Brown, d/b/a Evenement, LLC. (Tax Key No: 440-0310-000)**

Overview and Zoning

Evenement, LLC, an event planning and design company, which serves Southeast Wisconsin, has an approved offer to purchase the commercial property at 7140-44 W. Greenfield Ave. Janelle Meyer-Brown (owner of evenement, LLC) upon completing the purchase of 7140-44 W. Greenfield Ave. and obtaining all the necessary Building Permits and municipal approvals will begin renovation of this building, which will be used for



event planning and events.

The applicant is proposing to develop the former Wedding Centre building into an approximate 20,400 sq. ft. event/meeting space along with auxiliary offices for employees of the business. The vision is to develop the 7,200 sq. ft. lower level and the 7,200 sq. ft. 1st floor level into programmed event space. The 6,000 sq. ft. 2nd floor space will also act as a combination of event space along with seating for potential business meetings. Additionally, employees of the business will use these shared event and conference spaces during non-peak daytime hours for their individual office spaces.

The site is zoned C-1 Central Business District which allows for places of assembly which are more than 5,000 sq. ft. as a Special Use. The Public Hearing for the Special Use Permit is scheduled for September 5, 2017.

The applicant anticipates holding weddings on Fridays and Saturdays and business meetings and luncheons during the week. The applicant has detailed out how typical weekdays and weekends could operate and hours of operation could range from 5:30 a.m. – 1:00 a.m.

In regards to the business meetings, the applicant envisions luncheons, and breakfast



meetings during the week. Those could begin as early as 6:00 am whereas "after five" events and/ or corporate gatherings during the week and dinner events that occur from 5:00-10:00 pm. History shows that the applicant could perhaps have these opportunities 2 or 3 times per week.

The interior of the building will be completely reconstructed and include a new elevator, a fire sprinkler system, and the middle of the 2nd and 3rd floors will be cut out to allow for a grand staircase with a large chandelier which would hang down and be visible from all floors. The estimated cost for the interior improvements will be nearly \$1 million. It is expected that the interior improvements could take as long as 6 months. Details of the interior remodel proposed are below.

Overall, the plan is to give the interior a classic "Breakfast at Tiffany's" feel, Hollywood glam and old classic elegance in the heart of West Allis.

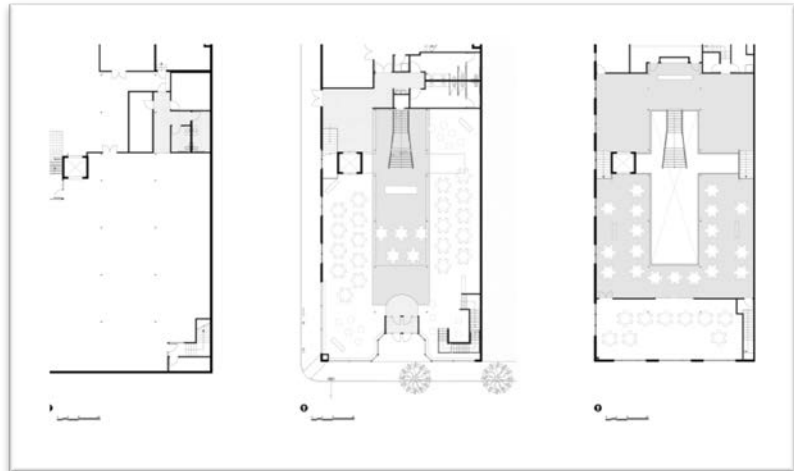
LOUNGE: LOWER LEVEL

The lower level will act as a lounge only available by rental for private events, for cocktail hour space or an after dinner dessert lounge, etc. This space will be able to be accessed privately from the new side door along S. 72 St. as well as through the main level for combined events.

MAIN LEVEL

BALLROOM:

When you enter either off the side or front street entry, your attention will be caught by the 10-15+ foot chandelier suspended above you and the significant dinner/ dancing space lying in front of you, as well as the impressive staircase leading up to the balcony surrounding the chandelier and open with an intriguing view of the main level view, all accessible by an elevator.



BALCONY: UPPER FLOOR

There will be access to the balcony by means of an elevator or by ascending the grand staircase from the main floor. It will act as an area for cocktails and appetizers before dinner and can act as a space to serve dinner.

Parking



If all event spaces are utilized at once, the applicant anticipates it could have as many as 500 guests at one time.

In accordance with Sec. 12.19 of the Revised Municipal Code, 143 parking spaces are required, including six (6) ADA spaces. No off-street parking spaces are provided on site.

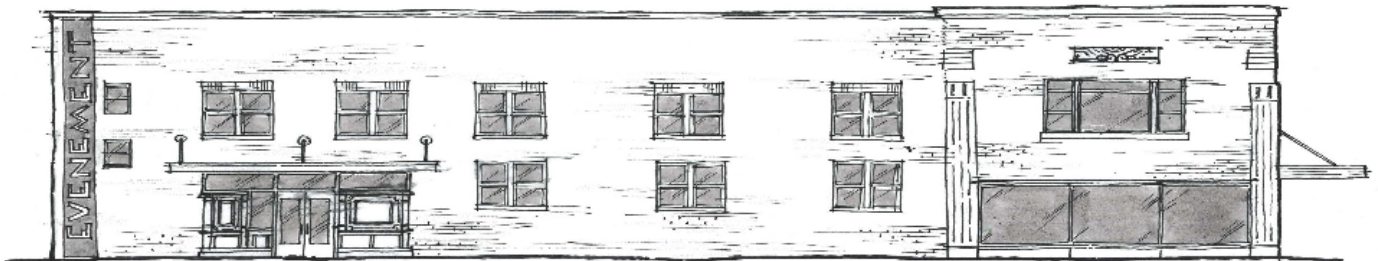
There are 385 off-street public parking spaces available for use for the Downtown West Allis businesses, along with 161 on-street parking spaces available within the commercially zoned area of the Downtown West Allis Business District.

The applicant has indicated within its project description that on top of using some of the off-street municipal parking spaces referenced above that it may also provide a mix of valet and shuttle parking for certain events.

According to Section 12.19(8)(iii) of the Revised Municipal Code, credit shall be given for public off-street parking spaces located within two hundred (200) feet of any premises in the C-1 Central Business District; provided, however, that the credit will be given only for uses listed in paragraphs (7), (26), (37) and (38) of the schedule set forth in Subsection (7). The proposed use for this property categorized as, "meeting halls" within Section 12.19(7)(a)(24) does not fall within any of those categories, however, in accordance with Section 12.16(9)(a) of the Revised Municipal Code, the Common Council can agree to change the minimum requirements of the code as they pertain to off-street parking in order to approve this Special Use Permit. In doing so with the justification that based on the existing mix of uses that off-street public parking is already established within the Downtown West Allis Business District as there are 385 off-street public parking spaces available and 161 on-street parking spaces available and that during the majority of the peak times that the applicant for this Special Use Permit will be active (Friday and Saturday evenings) much of the Downtown West Allis Business District parking is available for the public to utilize.

Architectural

The building was originally constructed for JC Penney in 1938 and many of the original architectural elements and 2nd floor windows along W. Greenfield Ave. have since been covered with stone.



 WEAFF ARCHITECTS
1111 W. GREENFIELD AVE.
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The plan for evenement is to essentially return the covered 2nd floor windows and architectural elements back to their original form. This will be done by removing the stone which covers the original brick and windows and then to restore/replace the brick and to put in new aluminum windows where the original 2nd floor windows were located. Additionally the metal canopy over the main entrance will be repaired and the storefront windows along W. Greenfield Ave. will be replaced.

Along the west S. 72 St. elevation, the plan is to punch in a new entrance which would include windows to match the replacement windows being put on the building and a metal canopy to match the metal canopy above the main entrance on W. Greenfield Ave.

Existing windows on the S. 72 St. elevation and the rear elevation, which face the alley, will be repaired and painted where possible.

Site and Landscaping

The applicant expects the new entrance being punched in along the S. 72 St. elevation to be the most used entrance to the building because of its proximity to the public parking lot behind the building. There are no site changes proposed per se, as the building essentially encompasses the entire property. There may be a need for additional dumpsters. If that is the case, the City would like to ensure that if they are located along the building that they would be screened on 2 sides. But, if they are placed in the public parking lot that they would be enclosed with a four-sided refuse enclosure.

Signage

No signage plan has been submitted to this point, staff will work with the applicant on the plan once it is submitted.

Staff Comments

Staff is recommending submittal of updated/more detailed plans to address the following items:

- The refuse area being addressed. Staff notes that a parking stall north of the alley could be adapted to accommodate a more appropriate refuse coral area than up against the rear of the building.
- More specific construction details on the window replacements, brick repair and replacement, canopy repair, architectural feature restoration, and window restorations as they come into focus.
- Details of any lighting being added to the building.

Recommendation: Recommend Common Council approval of the Special Use Permit for Evenement, LLC a proposed event planning business to be located at 7140 W. Greenfield, Ave. and the Site, Landscaping and Architectural Plans for Evenement, LLC, a proposed event planning business to be located at 7140 W. Greenfield Ave., submitted by Janelle Meyer-Brown, d/b/a Evenement, LLC. (Tax Key No: 440-0310-000), subject to the following conditions:

(Items 1-4 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. A revised Site, Landscaping and Architectural Plan being submitted to the Department of Development to show the following: (a) dumpster location with an enclosure to be approved by staff; (b) specific plans for window and door replacement and restorations and for the new windows doors and canopy; (c) details of the brick restoration method and replacement details in including

material samples if applicable; (d) details on the restoration and/or recreation of the architectural features shown on the plan; and, (e) lighting details. Contact Shaun Mueller, Senior Planner, at (414) 302-8470 with any questions.

2. An estimated cost of the dumpster screening being submitted to the Department of Development for approval. Contact Steven Schaer, City Planner at 414-302-8466.
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 the dumpster screening shall be executed by the applicant prior to the issuing of a building permit. Contact Steve Schaer, City Planner at 414-302-8466.
4. Common Council approval of all signatures on the Special Use Permit Resolution.

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

5. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.