



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, April 27, 2022
6:00 PM**

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

- 3A. **Special Use Permit for The Deco, a proposed event space, to be located at 7140 W. Greenfield Ave.**
- 3B. **Site, Landscaping and Architectural Plans for The Deco, a proposed event space, to be located at 7140 W. Greenfield Ave., submitted by Rich Pipek, d/b/a The Deco. (Tax Key No. 440-0310-000)**

Overview and Zoning

The Deco, will serve as an event planning space located in Downtown West Allis at the NE corner of S. 71 St. and W. Greenfield Ave. Walter Holtz owns the property. After purchasing the property in 2017, Mr. Holtz operated an antique store from this location, but has decided to pursue and event venue. The applicant will obtaining necessary building permits and municipal approvals to use the property for an upscale wedding venue business that will be providing ceremonies and receptions onsite. The applicant also indicates using the space for corporate functions as well.



The building was originally built as a department store in building in 1936. In 1986 the building was sold and repurposed as the Wedding Centre which sold and rented merchandise (tuxedos and similar items).



The building is approximately 20,400 sq. ft. The floor areas consist of a full basement and two main floors (at 7,200-sf each) with a partial second level - the second level being a partial/floor with views to the level below, and the fourth level being a partial floor/mezzanine.

The vision is to develop the basement as a lounge and preparation area for wedding parties/customers, the first floor would provide the reception hall area, the second-floor balcony would provide some additional event space and serve as an balcony overlook (of the first floor activities) and include restrooms, lounge and



photobooth. The third floor would provide space for ceremonies. The event space areas/floors would be accessible via a new elevator.

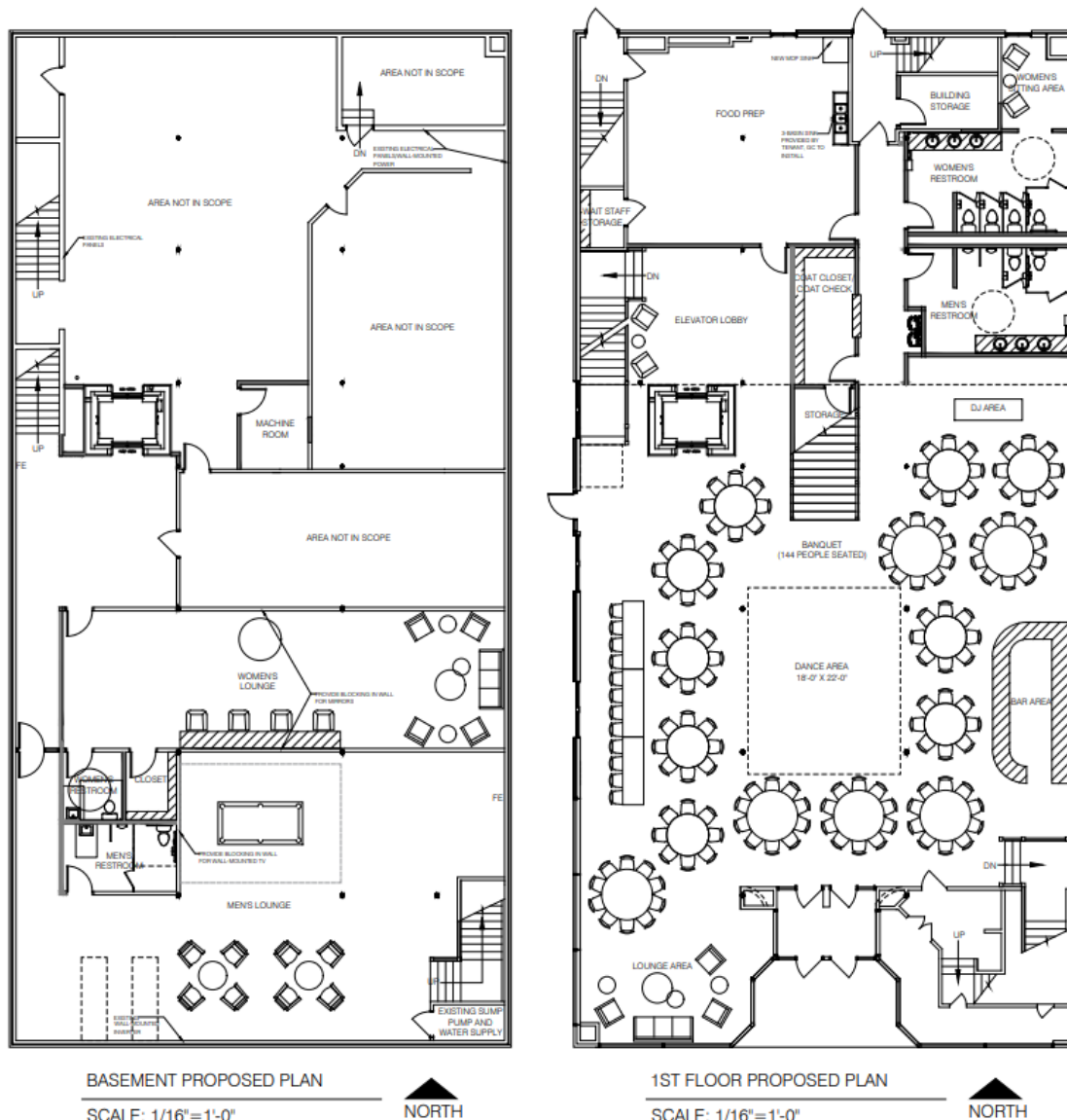
Zoning: C-1 Central Business District

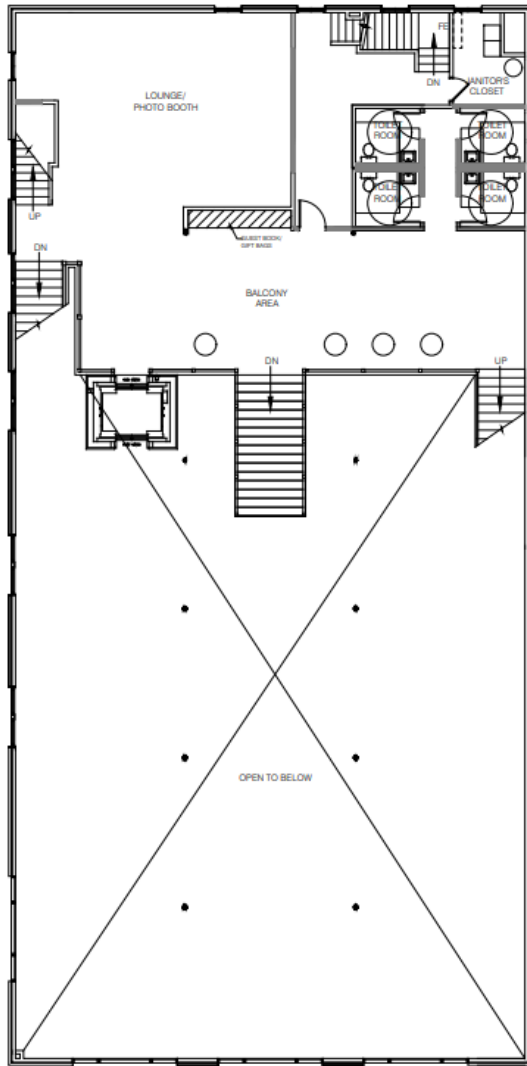
Allows for places of assembly which are more than 5,000 sq. ft. as a Special Use. The Public Hearing for the Special Use Permit is expected to be scheduled for May 17, 2022.

Hours of Operation & staffing: primarily Fridays and Saturdays from 5 P.M. to 11:30 P.M., although we are open to doing smaller functions including business get-togethers during the week as well.

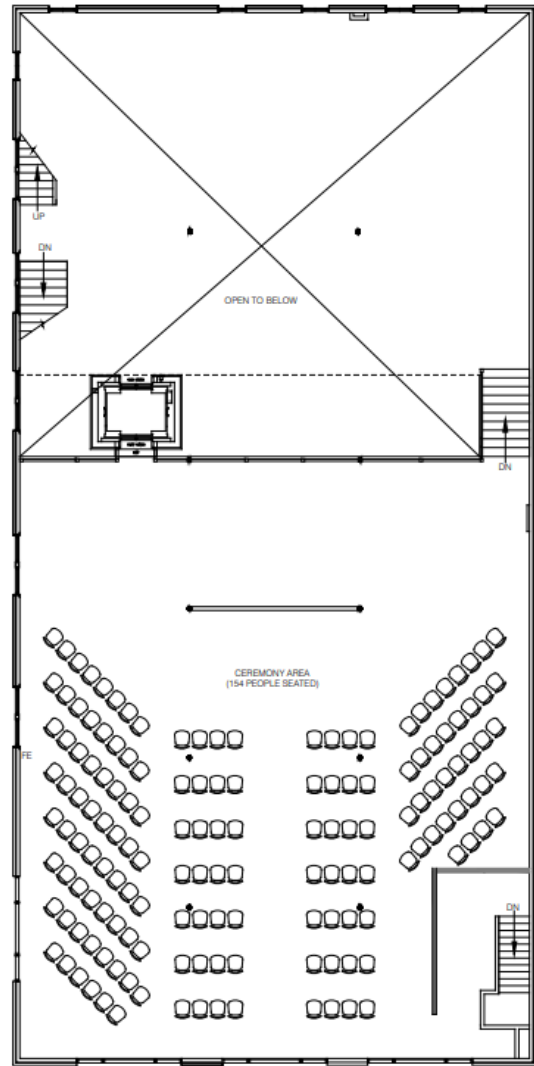
Number of employees on a typical wedding venue will be approximately 8 employees. This number may fluctuate depending on the size of the event.

Timeline - pending, but the bulk of work is anticipated being completed in the summer of 2022 with completion in the fall of 2022. Current anticipated construction costs is approximately \$800,000.





2ND FLOOR PROPOSED PLAN
 SCALE: 1/16"=1'-0" NORTH



3RD FLOOR PROPOSED PLAN
 SCALE: 1/16"=1'-0" NORTH

Architectural

The building was originally constructed for JC Penney in 1936 over time many of the original architectural elements and 2nd floor windows along W. Greenfield Ave. were covered with an aggregate siding. Earlier this year the city granted permission for the owner to do some exploratory work into uncovering the old window opening locations. The work created a dramatic change in what was otherwise a coverall hiding the original design intent.

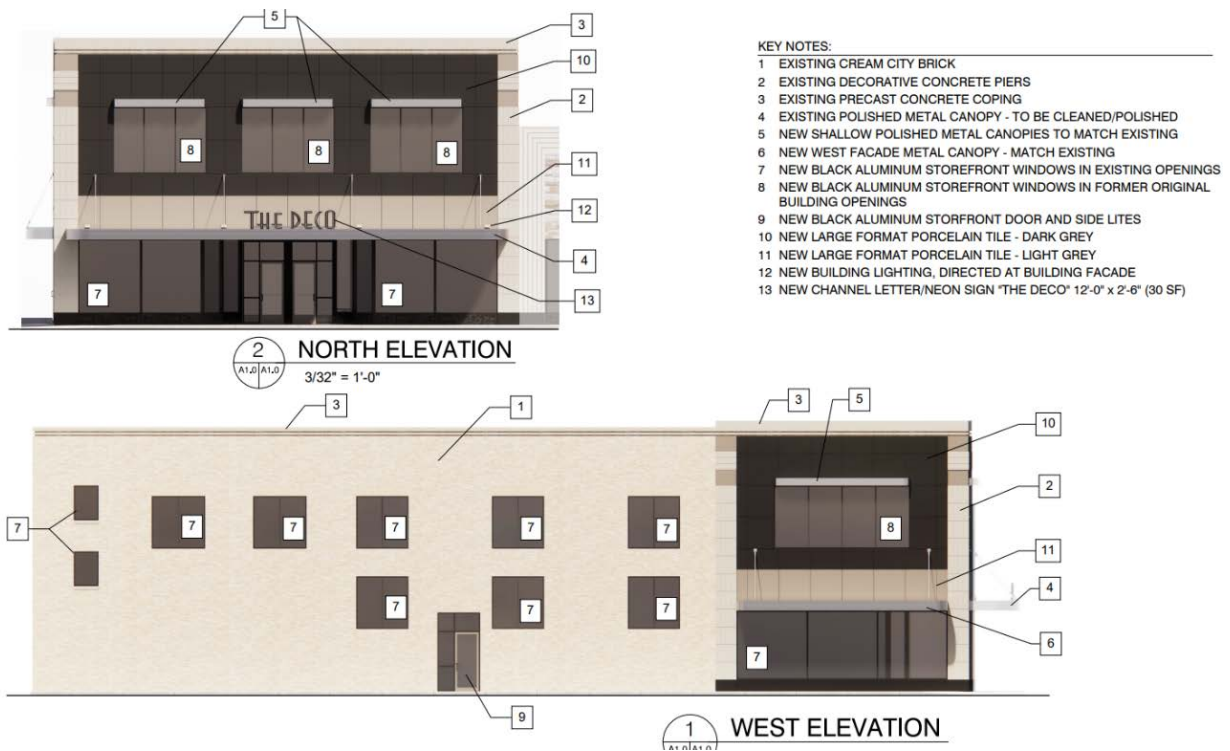
With this proposal the following exterior and interior changes are planned:

Exterior alternations include:

- New exterior façade treatment – Large format porcelain tiles
- New storefront windows – all existing storefront and punched window locations as well as 4 large second story windows being installed in original building window locations that have been covered in past renovations
- New canopy and window eyebrow features to match original canopy.
- New signage and lighting

Interior alterations include:

- Installation of a new 4 stop elevator making the venue accessible to all users
- New accessible multi stall restrooms on 3 floors
- Installation of a new central grand staircase
- Interior finish upgrades throughout



New windows will replace existing on the west and south elevations of the building.

Along the west, S. 72 St., elevation, the plan is to punch in a new entrance which would include a door and sidelight windows to match the replacement windows being put on the building.

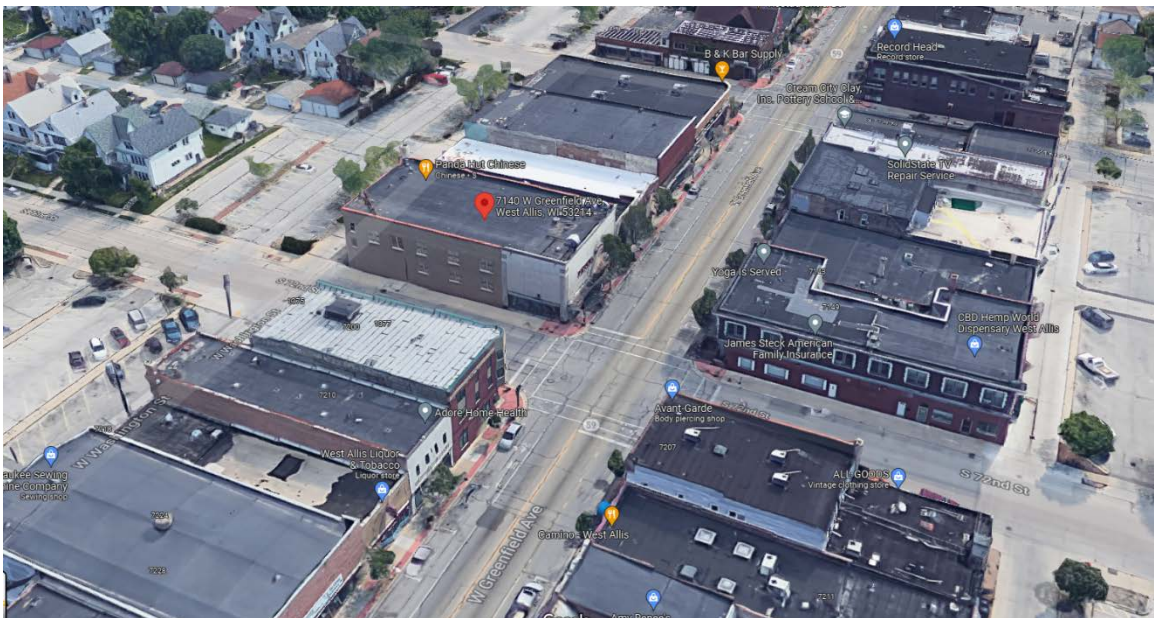
Parking

If all event spaces are utilized at once, the applicant anticipates it could have about 300 guests at one time.

Current parking requirements 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.

Staff notes that for larger events if customers utilize ride share services or carpool (like Uber and Lyft) it would further reduce demand for onsite parking needs. 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.



Site and Landscaping

There are no site changes proposed, as the building essentially encompasses the entire property. Staff recommendation calls for some more information on refuse dumpster locations. There is also a possibility that a consolidated dumpster area could be placed in the public parking lot area and staff would recommend that if this option is pursued the area be enclosed within a four-sided enclosure.



Signage

Signage plan has been submitted for staff review, the concept may be seen on the architectural elevations. Staff will work with the applicant on the plan.

Recommendation: Common Council approval of the Special Use Permit for The Deco a proposed event space located at 7140 W. Greenfield, Ave. and approval of the Site, Landscaping and Architectural Plans subject to the following conditions:

(Items 1-3 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 and indicate the frequency of commercial hauler pick-up; (b) identify kitchen fixtures, equipment and sinkage on a revised set of floor plans and if a full kitchen or prep kitchen; (c) west door ideally be level with adjacent sidewalk grade; (d) exterior lighting details; (e) window transparency details and on the rear of the building share any improvements or repair details. Contact Steve Schaer, Manager of Planning and Zoning, at (414) 302-8466 with any questions.
2. A projection describing number of events per year and planned operations for the use. (please express how The Deco will manage people coming and going during events, the total occupancy at one time a low, an average and during peak, access into building at any door or just specific doors, any special parking arrangements like valet, shuttle or rideshare services, security, cameras).
3. Common Council approval of the Special Use resolution (public hearing expected May 17, 2022).

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

4. 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.