



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 22, 2023
6:00 PM

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

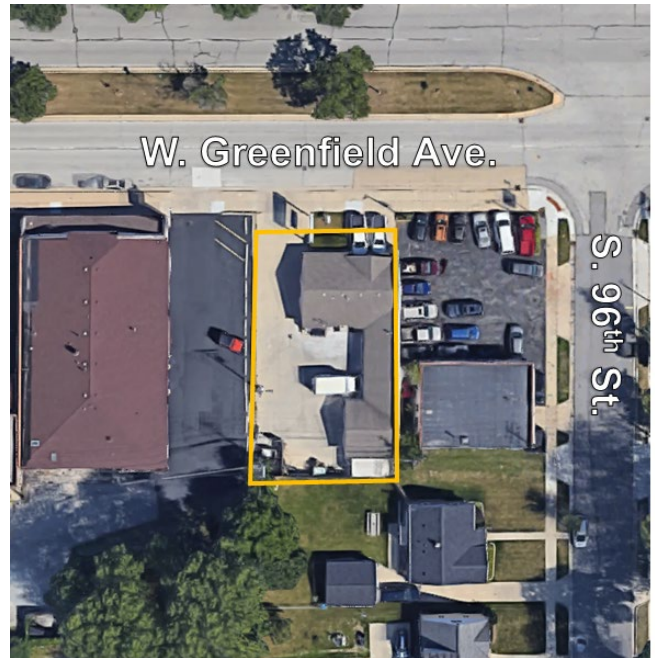
6. Site, Landscaping, and Architectural Design Review for Joya Zam, a proposed Neighborhood Retail use, at 9611 W. Greenfield Ave. (Tax Key No. 450-0104-000).

Overview and Zoning

Joya Zam currently operates as a vendor at 7 Mile Fair in Caledonia, WI. The growth of the business has allowed Joya Zam to seek expansion into the property at 9611 W. Greenfield Avenue.

9611 W. Greenfield Ave. is zoned C-2. Neighborhood Retail is a permitted use in the C-2 Zoning District. The business intends to sell new jewelry only. Due to the nature of the business, a Conditional Use Permit is not needed.

Hours of Operation: 9:00am-6:00pm



Site & Landscaping Plan

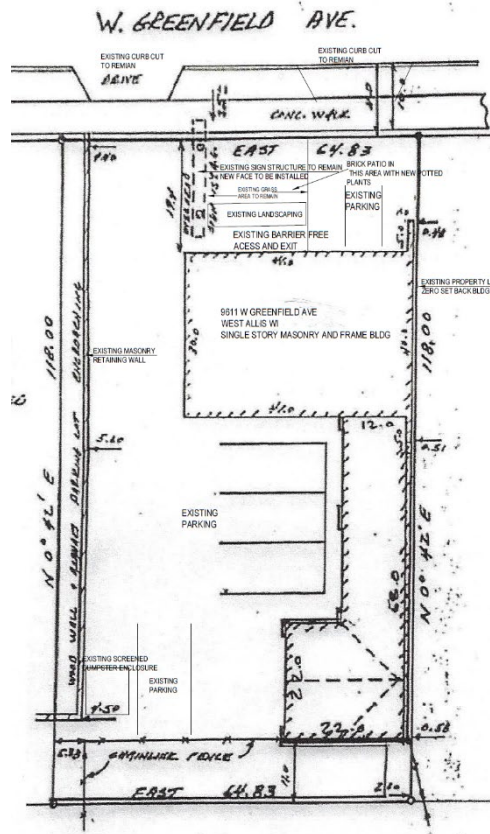
Several changes to the site are proposed. Engineering and Planning are requiring vacation of the existing curb cut on Greenfield Avenue to eliminate traffic safety concerns. Abutting W. Greenfield Ave. is a concrete pad that was previously used as a parking stall. This parking stall will be eliminated during the curb cut vacation process. Pedestrian access is provided by the concrete pad on the front of the property. The existing refuse enclosure on the site is to remain unchanged.



The owner intends to utilize the existing non-conforming pole sign on the property. The existing non-conforming pole sign shall remain so if no other signage is utilized on the property. Upon request of additional signage, the existing non-conforming freestanding sign is required to be replaced.

Five existing parking stalls are proposed to be utilized on the site. Per Code, a maximum of three stalls per 1,000 sq ft of gross floor area open to the public is allowed. While the number of stalls is below the maximum number of stalls allowed, staff is requesting the parking stall furthest south to be eliminated to prevent internal traffic conflicts between other customers and the proposed interior employee parking. Additionally, the traffic stall on the concrete pad abutting Greenfield Ave is to be removed as well.

No landscaping plan was provided. The applicant expressed intent to remove existing landscaping on the property. Any changes to the landscaping on the property require a landscape plan to be submitted. To increase the design review guidelines emphasis on enhancing the public realm, staff recommends that subtle public amenities are incorporated to the site. This may take place in the form of benches and planters. Additionally, the parking pad may be replaced for additional landscaping to be implemented.

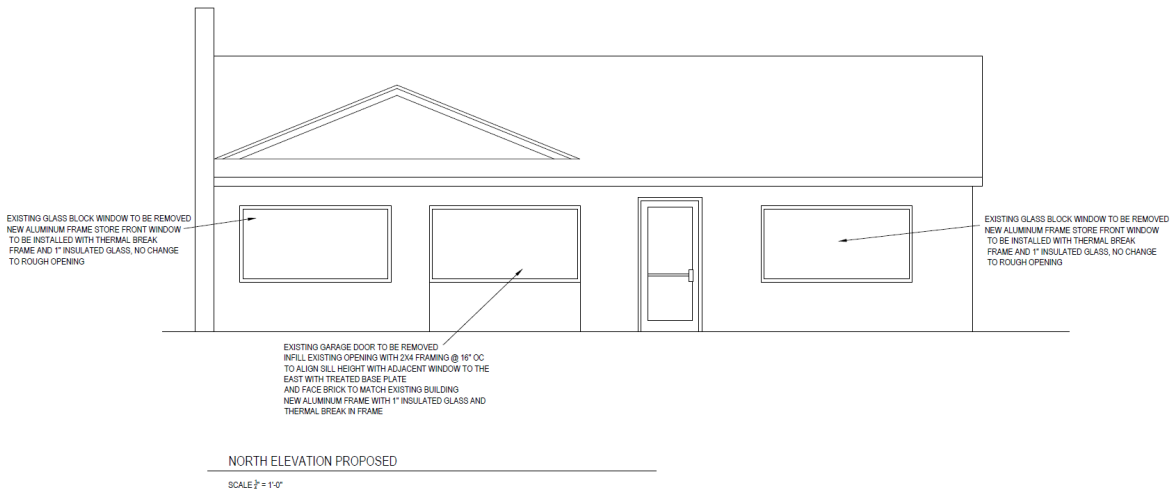
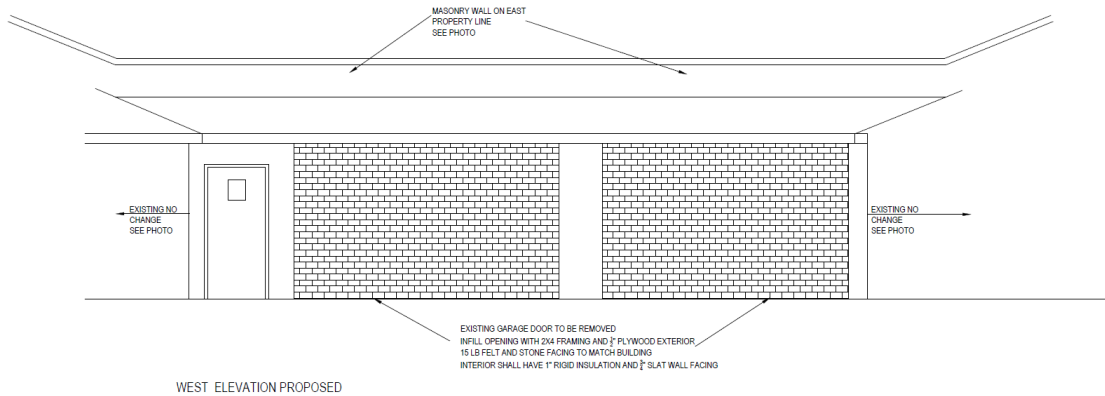


Architectural Plan

Numerous architectural changes are proposed for the building, largely on the west and north façades. Currently the north, front-facing façade has two glass block windows, an overhead garage door, and a door entrance for customers. As proposed, the existing block windows on the front facing façade are to be removed and replaced with standard storefront windows. Additionally, the overhead garage door is to be removed. Replacing the overhead door is a new knee wall and a window aligned with the existing adjacent windows on the façade. No other changes to the front façade are proposed.

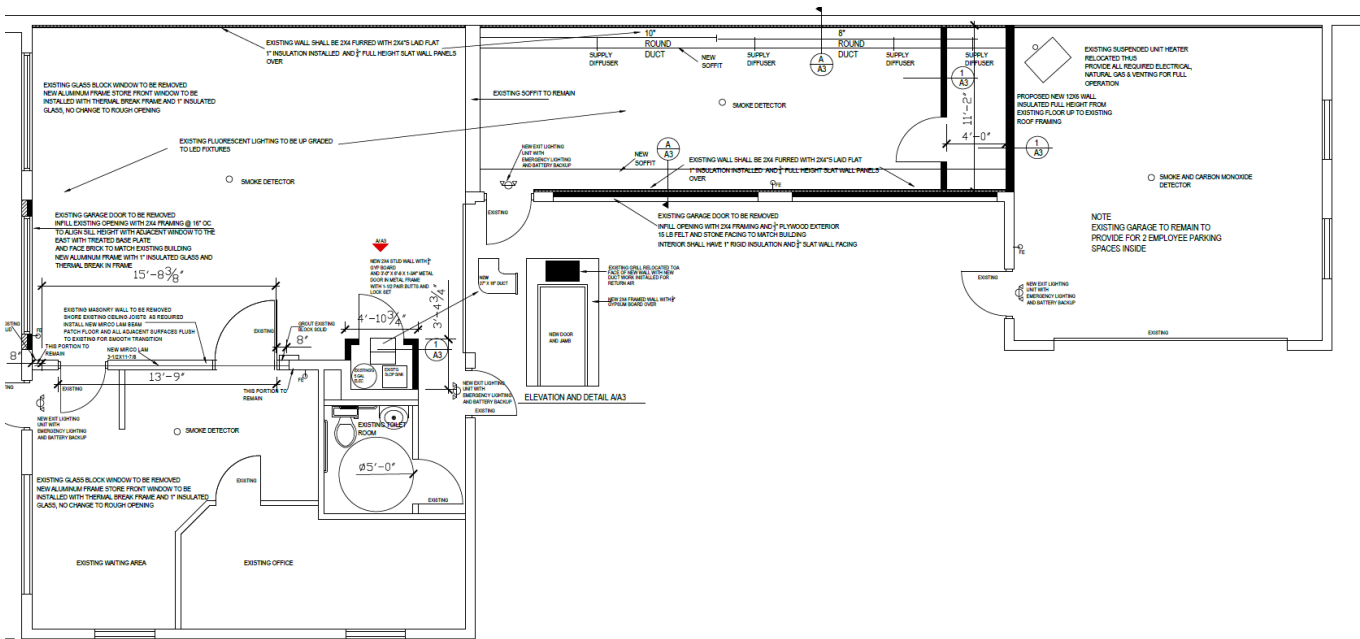


Currently on the west elevation are three overhead garage doors, three rear access doors, and two glass block windows. Two of the overhead garage doors are proposed to be removed. The garage doors are to be replaced with stone to match the existing materials on the west façade. The other garage door on the southwest corner is to remain. The proposal does not include replacement of the existing glass block windows on the southwest façade. Due to visibility along Greenfield Ave and to ensure conformance with the Design Review Guidelines, staff is recommending these windows are replaced with standard storefront windows matching the adjacent windows on the front façade. No façade changes are proposed on the east and south elevations.



Floor Plan:

The interior of the building also sees additional investment and changes. Additional areas will be open to the public in the building, with jewelry cases lining the east interior wall. New LED lighting will replace the existing fluorescent lighting. The existing office, restroom, and waiting area are to remain unchanged. A new interior wall will be placed to form a garage on the south portion of the building. The garage will be used for interior employee parking.



Design Guidelines

This project is not considered a significant redevelopment due to minimal proposed changes. Design guidelines are not mandatory but serve as a framework for review.

See attached Plan Commission checklist and [Design Review Guidelines](#) for further details. The proposed project for the existing building satisfies some criteria.

Recommendation: Approve the Site, Landscaping, and Architectural Plans for Joya Zam, a proposed Neighborhood Retail use, to be located at 9611 W. Greenfield Ave. (Tax Key No. 450-0104-000) subject to the following conditions:

(Items 1 and 2 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 and landscaping plan being submitted to the Planning and Zoning Office to indicate the following:
 - a. Notation on the site plan to indicate removal of the parking stall on the south edge of the property and the parking stall on the concrete pad abutting Greenfield Ave.
 - b. Notation on the site plan to indicate the vacation of the curb cut along Greenfield Ave.
 - c. Any additions or changes to the landscaping plan being approved by the City Forester.
2. Revised architectural plan being submitted to the Planning and Zoning Office to indicate the following:
 - a. Removal and replacement of the glass block windows on the west façade to match the proposed adjacent windows on the front façade of the existing building.
3. Sign plan being submitted to the Planning and Zoning Office for any proposed signage on the building. Removal of the existing non-conforming freestanding sign will be required upon any additional signage installed.

PLAN COMMISSION CHECKLIST

1.

Goal:
Context

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

2.

Goal:
Public Realm

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

3.

Goal:
Quality

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