



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 26, 2025
6:00 PM**

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

- 2A. Conditional Use Permit for The Armory Hockey Development Center, a proposed Instruction/Training (31 or more persons at one time) use, at 11111 W. Greenfield Ave.**

- 2B. Site, Landscaping, and Architectural Design Review for The Armory Hockey Development Center, a proposed Instruction/Training (31 or more persons at one time) use, at 11111 W. Greenfield Ave. (Tax Key No. 448-9993-006)**

Overview and Zoning

The existing commercial building at 11111 W. Greenfield Ave. has two tenant spaces. The northern tenant space is occupied by Festival Foods. The southern tenant space is currently unoccupied and will be built to suit a new tenant. The Armory Hockey Development Center is proposed to be Wisconsin’s first purpose-built hockey training facility, using [synthetic ice](#) and advanced training tools to provide a cost-effective alternative to traditional on-ice training.

The property at 11111 W. Greenfield Ave. is Zoned C-3. Instruction/Training (31 or more people at one time) and indoor recreation uses are considered a Conditional Uses.



The proposed business intends to be open in June 2025. The business anticipates hiring 2-3 full-time employees and 5-10 part-time/seasonal staff.

Hours of Operation:

- In-Season Hours (September – May)
 - Monday – Friday: 2:00 p.m. – 10:00 p.m. (8:00 a.m. – 2:00 p.m. by appointment)

- Saturday – Sunday: 9:00 a.m. - 5:00 p.m.
- Summer Hours (June – August)
 - Monday – Friday: 8:00 a.m. – 10:00 p.m.
 - Saturday – Sunday: 9:00 a.m. – 5:00 p.m.

Festival Foods hours of operation by comparison are 6am to 10pm daily.

Site Plan

A site plan was previously developed and approved for the Festival Foods use and more recently Checkers Restaurant. The new Armory Hockey tenant space will utilize the existing parking lot and existing screened refuse area. No changes are proposed by the applicant or property owner.

Architectural Plan

The exterior of the building was completed as part of the Festival Foods occupancy, and there are not any changes proposed by the tenant or property owner. The tenant space will utilize signage. Any new signage will require a permit and design review for compliance with our City's Sign Ordinance.

Floor Plan

A floor plan has been submitted by the applicant to show a different option that the business may utilize depending on the desired operations. The applicant has given a primary option for the floor plan titled Facility Layout Option 1. This floor plan shows the main entrance on the east side (existing location as built) of the building opening to a reception/lobby area. Adjacent to the reception area is a retail pro shop and restroom facilities. Immediately across from the pro shop and restrooms is a full-scale gym with strength training equipment. Placed next to this area is a floor hockey rink that may also be used as a multi-sport court. Working further in the building is a Rapid Shot Training System which functions like a batting cage, but for hockey. Next to the Rapid Shot is a synthetic ice rink that replicates a traditional refrigerated ice rink. Each of these areas will be accessible via a long walkway that also functions as an open-changing area.

Two other facility layout options were provided by the applicant. Overall, these options do not differ significantly from Option 1. Both Options 2 & 3 remove the Rapid Shot area. Option 2 shows a larger synthetic ice rink, due to the loss of the Rapid Shot. Option 3 shows a larger weightlifting area.

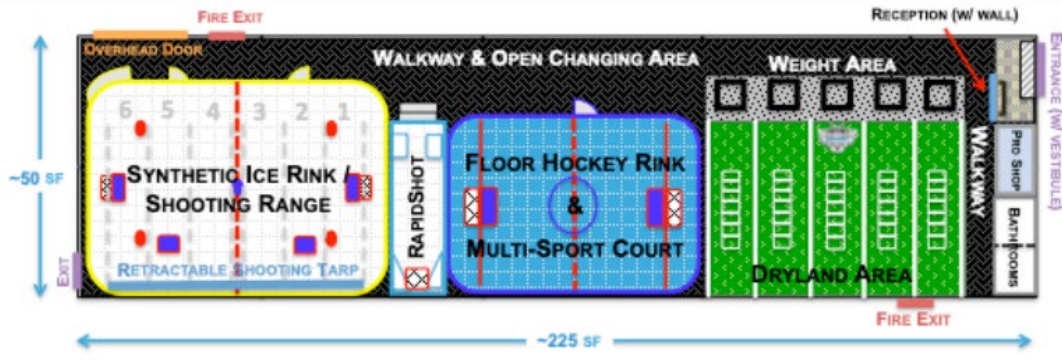
FACILITY LAYOUT (OPTION 1)



11,353 SQ FT PURPOSE-BUILT HOCKEY TRAINING FACILITY

- 80' x 40' SYNTHETIC ICE RINK / SHOOTING RANGE W/ RETRACTABLE SHOOTING TARP
- RAPID SHOT TRAINING SYSTEM (33' x 13')
- 50' x 30' FLOOR HOCKEY RINK / MULTI-SPORT COURT
- 50' x 30' DRYLAND AREA
- 50' x 10' WEIGHT LIFTING AREA
- PRO SHOP / SKATE SHARPENING



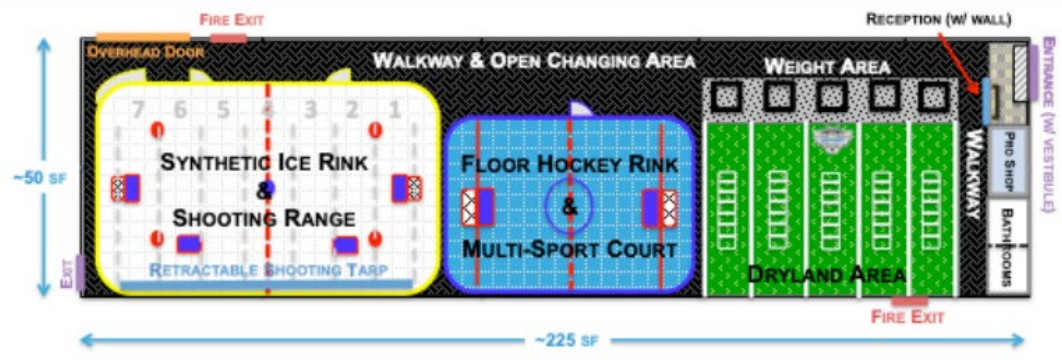


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- PRO SHOP / SKATE SHARPENING



FACILITY LAYOUT (OPTION 2)



11,353 SQ FT PURPOSE-BUILT HOCKEY TRAINING FACILITY

- 90' x 40' SYNTHETIC ICE RINK / SHOOTING RANGE W/ RETRACTABLE SHOOTING TARP
- 50' x 30' FLOOR HOCKEY RINK / MULTI-SPORT COURT
- 50' x 30' DRYLAND AREA
- 50' x 10' WEIGHT LIFTING AREA
- PRO SHOP / SKATE SHARPENING



Design Guidelines

This project is considered a minor redevelopment. Design guidelines are not required for this project.

Recommendation: Common Council approval of the conditional use and approval of the Site, Landscaping, and Architectural Design Review for The Armory Hockey Development Center, a proposed Instruction/Training (31 or more persons at one time) use, at 11111 W. Greenfield Ave. (Tax Key No. 448-9993-006) 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.)

1. Common Council approval of the Conditional Use Permit (Scheduled for March 4th, 2025)
2. Building permits being applied for with the Code Enforcement Department for review.
3. Signage permits being applied for with the Planning & Zoning Department for review.

The Armory Hockey Development Center

Plan of Operation



DEVELOPMENT CENTER

Tony Donovan, Owner
January 30, 2025

Executive summary 3

Company overview 3

Business structure 3
Nature of the business 3
Company Mission & Values 4
Industry 5
Background information 5
Business objectives 5
Team/Employees 5

Products and services 6

Customer segmentation 6

Product 18
Promotion 18

Logistics and operations plan 7

Location 7
Suppliers 8
Facilities & Equipment 9
Hours of Operation 10
Point of Sale 10
Inventory 10

Description of interior build out 10

Appendix 12

Floor Plan Options 12
Facility Images 13
Training Area Descriptions/Details 17
Exterior Signage 19

Executive summary

Total Development Hockey d/b/a The Armory Hockey Development Center is a limited liability company and first of its kind purpose-built hockey training facility in Wisconsin. Equipped with synthetic ice training areas that replicate refrigerated ice training environments at a fraction of the cost, and the latest innovations in hockey-specific training systems and tools, The Armory Hockey Development Center addresses a need in the Southeastern Wisconsin youth hockey market for a more accessible, affordable and holistic hockey training experience.

The target audience for The Armory Hockey Development Center is current and aspiring hockey players and coaches of all ages, ability levels, and backgrounds who want to explore the sport in a low risk setting and focus on fundamental skill development to supplement their on-ice training and long-term development. Given the projected growth of youth hockey, the scarcity and expense of available ice time, and the highest paying per player segment of the \$19 billion youth sports industry, there's a strong market to support a specialized hockey training facility in the Milwaukee market.

The Armory Hockey Development Center aims to provide an abundance of hockey-specific training methods and personalized instruction at a comparatively affordable price per session to the traditional on-ice only approach, offering a tiered membership pricing structure consistent to that of well-established hockey training centers across the country. The Armory Hockey Development Center will promote its services by offering introductory in-season pricing packages to local youth hockey associations and high-school programs, by advertising in local ice rinks and on youth association websites, via its own company website and social media channels, and through partnerships with the Milwaukee Admirals and University of Wisconsin Men's and Women's hockey programs.

The Armory Hockey Development Center is pre-launch currently, and projects earning over \$30,000 a month within the first year of launch. The business is run by its founder, Tony Donovan, who has extensive playing and coaching experience in the youth hockey industry and is an MBA trained business executive with marketing experience across several industries and with two Fortune 100 global corporations.

Company overview

Business structure

Total Development Hockey d/b/a The Armory Hockey Development Center will operate as a Limited Liability Company run by the founder and majority owner, Tony Donovan.

Nature of the business

The Armory Hockey Development Center is a hockey training facility that provides innovative hockey training aids, specialized programming, and elite-level instruction to hockey players and coaches. Our services include private and small group lessons, weekly skills clinics, strength and conditioning training, spring/summer/fall camps, individual skills analysis, player and coaching consultation, training aid/facility rentals, open facility access (members only), skate sharpening and access to the latest in hockey training aids.

The Armory Hockey Development Center is following an already existing business model, but will be the first of its kind in the Milwaukee area. Examples of successful and thriving hockey training centers in other U.S. metro markets include [Method Hockey](#) in Philadelphia (PA), [Battery Hockey Academy](#) in Columbus (OH), [Hockey Development Center](#) in San Diego (CA), and [Extra Hour Hockey Training](#) in San Jose (CA), to name a few.

Company Mission & Values

The Armory Hockey Development Center is purpose-built for hockey players and coaches to provide the most enjoyable and holistic hockey development experience possible, as a supplement to traditional on-ice training and competition, in an affordable and inclusive way, to foster long-term athlete and character development, physical and mental health and well-being, and life-long love and growth of the game of hockey.

The Armory Hockey Development Center's guiding principle is, "As many (hockey participants) as possible, for as long as possible, in the best environment possible."

The values The Armory Hockey Development Center lives by are:

- **Joy:** Extensive research has proven a strong correlation between enjoyment, intrinsic motivation, and talent development in any endeavor. To that end, The Armory strives to create the most enjoyable, fun-filled hockey training experience possible for our athletes.
- **Inclusion:** All current and aspiring hockey players have a place at The Armory, regardless of athletic ability, background, economic status, race or creed. Our inclusive approach ensures that each and every one of our Armory athletes is provided the absolute best opportunity for individual growth and development.
- **Athlete-centered:** We get to know our athletes on a personal level, tailoring our mentorship and training approach to meet their individual needs both on and off the ice. We empower our athletes to own their training experience, prioritizing their personal goals and supporting them every step of the way.
- **Development-driven:** We focus on the development process and journey, not the allure and "trap" of immediate outcomes and short-term results. We understand that development is not linear, embrace that each athlete's journey is unique, and allow them time and space to develop at their own pace.
- **Safety & Mutual Respect:** We ensure an environment of physical and psychological safety at all times. We maintain high and unwavering standards for mutual respect and sportsmanship. The Armory is a safe space for our athletes to be themselves, to experiment, explore, and test the limits of their physical and mental capabilities through the sport of hockey.

Industry

The Armory Hockey Development Center operates in the youth sports industry, an estimated \$19 billion industry with 60 million participants in the United States. Ice Hockey is one of the fastest growing segments of the industry with the highest per participant annual expenditure.

Background information

Tony Donovan, the founder of Total Development Hockey, LLC, has a long history in the youth hockey industry, as both a player and coach, and is a USA Hockey Level 5 certified coach, the highest level attained by only 10% of youth hockey coaches in the country. Professionally, he is an MBA trained Business Executive with Marketing experience across several industries and with two Fortune 100 global corporations, Caterpillar and General Electric. He is combining both passions to capitalize on an emerging niche market: purpose-built hockey training centers utilizing synthetic ice instead of high-cost, high-maintenance refrigerated ice, and state-of-the-art hockey training aids, to offer more affordable and individualized training and to capture demand caused by a lack of available ice time at local rinks.

Business objectives

Tony aims to have The Armory Hockey Development Center ready to launch by June of 2025 to capitalize on summer off-season training opportunities and the desire of local youth associations' and high school programs' to incorporate off-ice training into their season curriculums and offset the inadequacy of available in-season ice time. By working with the local associations and high school programs during the season (October – February), players, families, and coaches will gain exposure to The Armory Hockey Development Center, driving participation and annual memberships in the off-season (March – September).

After a year in business, Tony anticipates over \$400,000 in annual revenue from in-season agreements with local associations/high school programs, individual/family memberships, facility rentals, and specialized training clinics and camps. With this anticipated success, Tony plans to replicate the model in the hockey-rich area of Madison, WI and eventually to expand state-wide and nationally into other established and emerging hockey communities to grow the game.

Team/Employees

Currently, Tony Donovan is the sole full-time employee of The Armory Hockey Development Center, but plans to hire a full staff, including a full-time Director of Hockey & Programming that is well-known and accomplished in the hockey industry, and a full-time Director of Strength and Conditioning with a background in hockey-based training, both of which will oversee daily operations and establish credibility.

Additionally, Tony will appeal to the large population of high school and college hockey participants in the area to offer full and part-time instructor positions, as well as paid

internships to local college students studying kinesiology and/or athletic training certification.

Tony anticipates having 2-3 full-time, hourly employees (in addition to himself), as well as 5-10 part-time/seasonal hourly staff. Employment needs may increase as the business grows.

Products and services

The Armory Hockey Development Center is solving a specific problem – hockey players, families, coaches, and associations want a more accessible, affordable and holistic hockey training experience than is currently available via traditional on-ice only training options. Equipped with synthetic ice training surfaces that replicate traditional refrigerated ice training environments, modern and innovative hockey training systems and tools, and providing individualized and developmentally appropriate training by highly trained instructors, The Armory Hockey Development Center will offer a better, holistic hockey training experience than what exists in the Milwaukee market currently.

The Armory Hockey Development Center's Services include:

- Hockey-specific training aids (e.g., 80ft x 40ft synthetic ice rink/shooting range, 50ft x 30ft floor hockey rink/multi-sport court, RapidShot Hockey Training System, Sense Arena Virtual Reality cognitive training tool, Brrrn Board slide boards, PowerSkater stride training system).
- Individual, small group, and team lessons.
- Specialized clinics and camps (both in-facility and at local ice rinks).
- Player evaluations/skills analysis.
- Weight training.
- Plyometric, agility, and speed training.
- Mental strength and mindfulness training.
- Rental of synthetic ice, floor hockey rink/multi-sport court, weight/turf area for individual, small group & team training.
- Consultation (e.g., Video Review/Analysis, Training Plans, etc.).
- 3v3 / 4v4 competitions (on synthetic rink & floor hockey rink).
- Self-guided training during "open rink" / "open gym" times.
- Try Hockey for Free, Learn-to-Skate, Learn-to-Play and 8U Development programs.
- ProShop offering skate sharpening, hockey accessories (i.e., tape, wax, laces, etc), and Armory branded merchandise/apparel for purchase.

Customer segmentation

The target audience for The Armory Hockey Development Center is current and aspiring hockey players and coaches of all ages, ability levels, and backgrounds who want to explore the sport in a low risk setting and focus on fundamental skill development not typically afforded to players during on-ice team-based training due to the hourly expense of ice time. Specifically, we specialize in offering a more accessible and lower cost alternative to on-ice only training for youth and high school aged players, elite level players, and coaches looking to offer their own programming and instruction in a more profitable way.

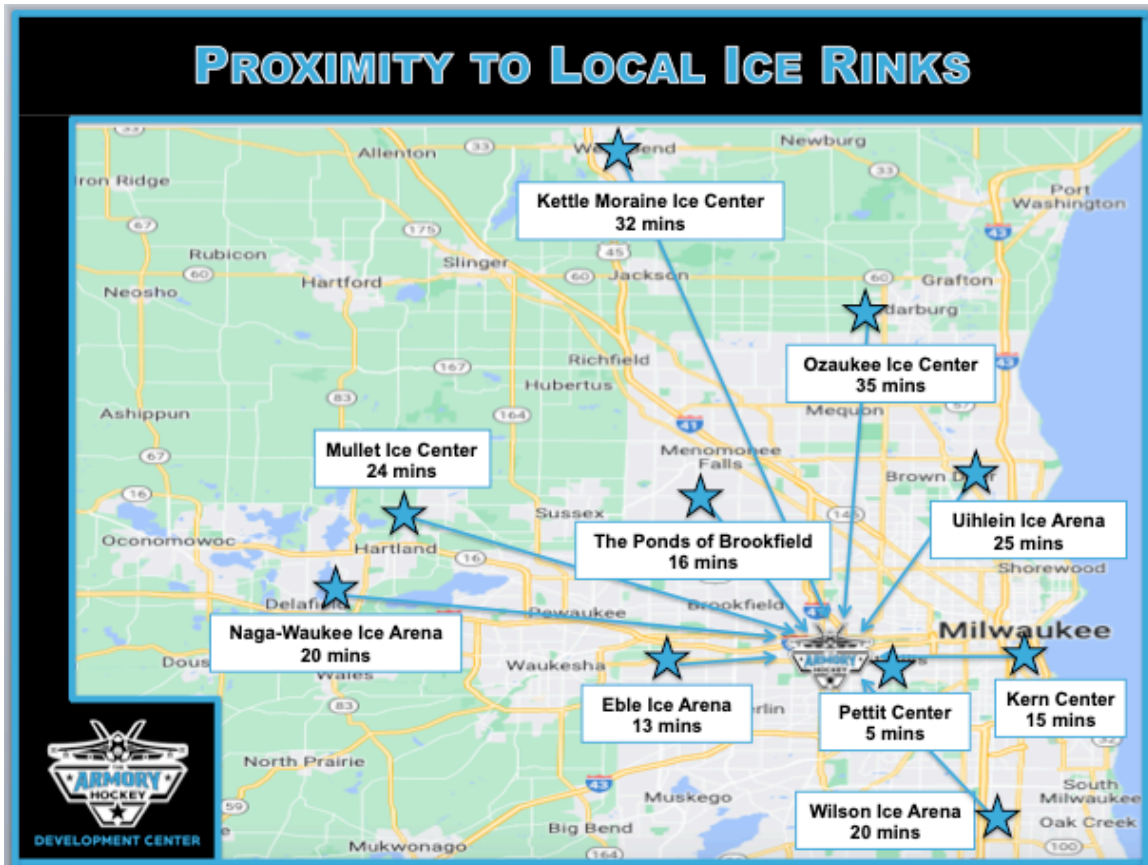
The most common customer is the hockey parent – typically ranging in age from 30-50 years, college educated, and generally affluent), of youth players ranging in age from 6 to 18 years old, looking for affordable, convenient, and consistent hockey-specific training that fosters long-term development and improvement. They are driven to afford their children every opportunity to advance and succeed in their areas of interest and tend to associate with like-minded individuals who also have children participating in youth hockey.

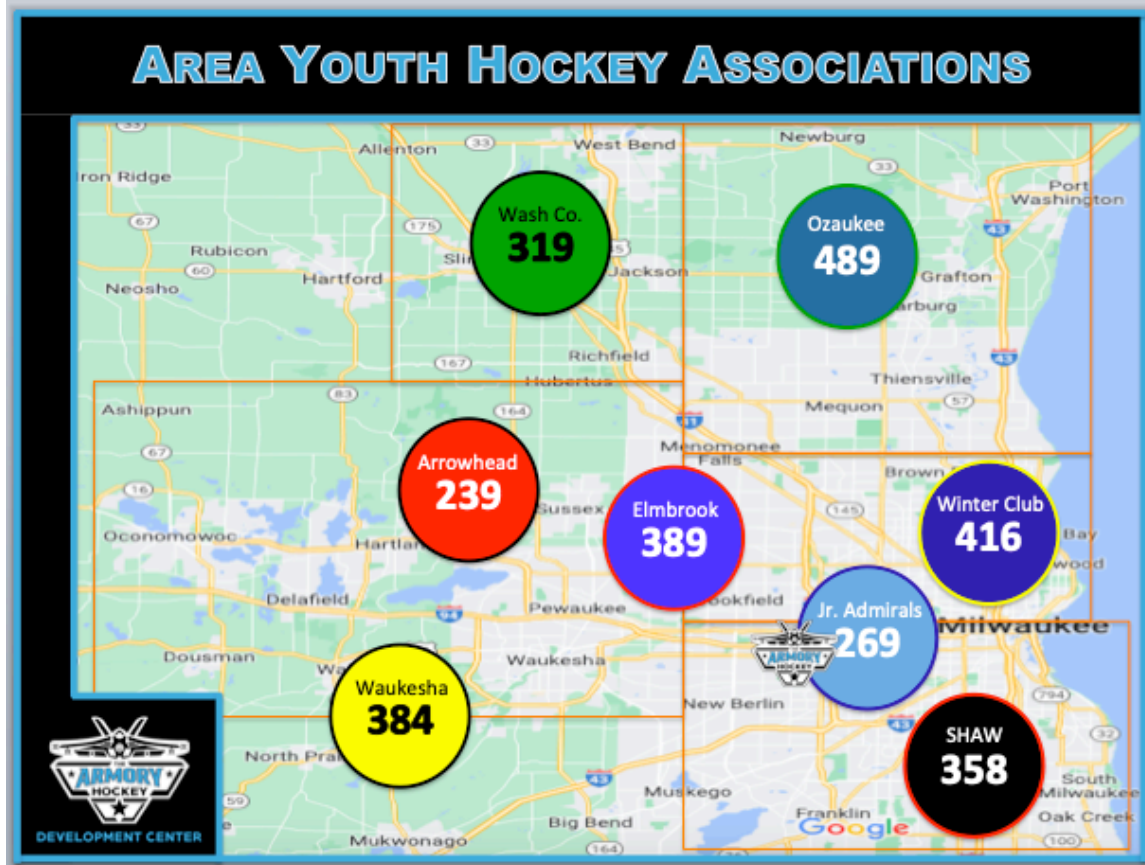
Logistics and operations plan

The logistics of establishing and delivering The Armory Hockey Development Center’s services are an important factor in the business’ projected success.

Location

The Armory Hockey Development Center will be located in West Allis, WI, within a 2.5 miles of the Pettit National Ice Center, and within a 20-mile radius of nearly every existing ice rink in the greater Milwaukee area, including Naga-Waukee Ice Arena in Delafield (WI), Eble Park Ice Arena, The Ponds of Brookfield Ice Arena in Brookfield (WI), Howard G. Mullett Ice Center in Hartland (WI), the Ozaukee Ice Center in Mequon (WI), the Uihlein Ice Arena in River Hills (WI), and the MSOE Kern Center in Milwaukee, WI. These facilities are home to nearly 2,200 registered youth and high school hockey players, which constitutes 75% of the total market in the Milwaukee area.





Suppliers

Tony is working with industry-leading suppliers in the hockey training tools and solutions space, and leading indoor athletic training facility suppliers, including the following:

- [KwikRink® Synthetic Ice Rinks](#) / [Global Synthetic Ice](#) – Leading suppliers of synthetic ice.
- [EZ Ice](#) – Suppliers of recreational indoor/outdoor rink systems (i.e., dasher boards, shielding, and floor hockey panels).
- [Athletica Sport Systems](#) / [Becker Arena Products](#) / [Rink Systems, Inc.](#) – Original Equipment Manufacturers (OEM) of hockey dasher boards & plexiglass.
- [RapidShot](#) – OEM of RapidShot patented hockey shooting system.
- [Sense Arena](#) – Producer and supplier of patented virtual reality hockey training tool.
- [On Deck Sports](#) – Supplier of indoor facility sport turf & netting.
- [Brrrn](#) – Producer and supplier of Brrrn Board slide boards that replicate skating stride.
- [Stryde Hockey](#) – Producer and supplier of Power Skater off-ice training system.
- [Rogue](#) / – Suppliers of high-quality weight and exercise equipment.

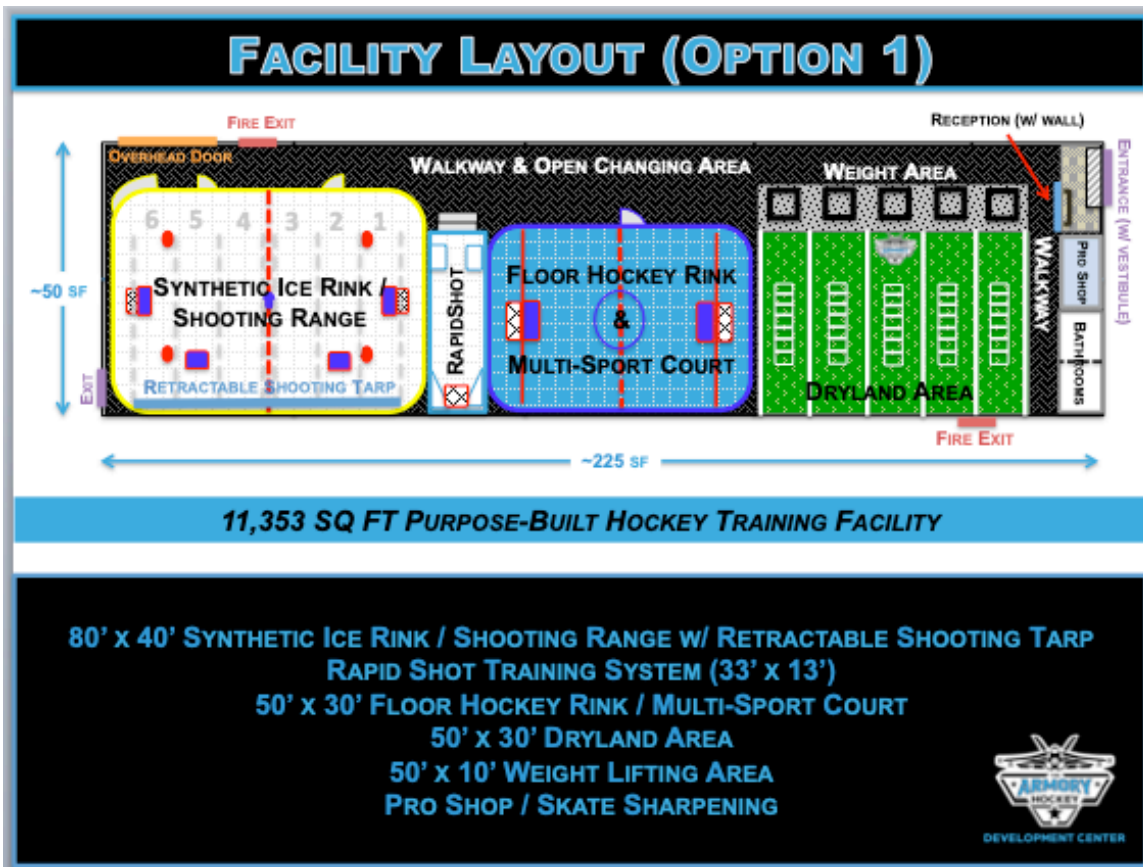
Facilities & Equipment

The Armory Hockey Development Center will be the largest purpose-built hockey training facility in Wisconsin, the only facility of its type in the State offering a full synthetic ice training surface that replicates a traditional refrigerated ice rink, the latest in hockey training tools and systems – like the area’s first RapidShot Training System – and a large floor hockey rink/multi-sport area for floor hockey and sport sampling activities.

The facility will also include a full-scale gym with strength training equipment (i.e., weights/racks/bands/cables) and an expansive indoor turf area for plyometric, agility, speed, and mobility training.

A small pro shop offering skate sharpening, basic hockey accessories (e.g., stick tape, stick wax, skate laces, etc.), and branded apparel for purchase will be part of the facility as well.

Below is a proposed floor plan for the building on W. Greenfield Ave in West Allis (WI).



Additional floor plan options & building images are provided in the appendix.

Hours of Operation

The Armory Hockey Development Center plans to operate according to the following hours of operation:

In-Season Hours (Sept – May)

- Monday – Friday: 2:00 – 10:00 PM (8:00 AM – 2:00 PM by appointment)
- Saturday – Sunday: 9:00 AM – 5:00 PM

Summer Hours (June – August)

- Monday – Friday: 8:00 AM – 10:00 PM
- Saturday – Sunday: 9:00 AM – 5:00 PM

Point of Sale

Customers will reserve and pay for training services in advance via The Armory Hockey Development Center's website. Sign-up priority for training sessions, lessons, specialty clinics, camps, and leagues will be based on membership level.

Purchases of Armory Hockey apparel/merchandise, skate sharpening, and hockey accessories via the Pro Shop can be made in the facility.

If slots are available, in-facility purchases of additional training aid usage can also be made in-facility, however on-line reservation and payment will be preferred.

Inventory

Given the nature of the hockey training services provided, The Armory Hockey Development Center holds minimal inventory. The only supplies held in inventory include hockey tape, stick wax, laces, and promotional apparel and merchandise for sale.

Description of interior build out

The following description of the interior build out plan was pulled directly from Exhibit D of the lease agreement.

1) Plans and Specifications. Landlord shall contract with an architect, engineer, and/or other design professional licensed by the State of Wisconsin ("Landlord's Design Professional") to prepare plans and specifications ("Landlord's Plans") for the following improvements of the Premises (collectively, the "Landlord's Work"):

Div. 02 – Existing Conditions

- Demo of existing interior corridor walls, doors, door hardware
- Existing office at front of space to remain and be reused

Div. 04 – Masonry

- Patching of masonry openings

Div. 08 – Openings

- (3) HM doors, frames and hardware
- Replacement of damaged door hardware
- No interior aluminum entrances included.

Div. 09 – Finishes

- Steel stud framing and drywall of bathrooms to underside of mezzanine
- Drywall patching of existing walls
- Resilient flooring at bathrooms
- ACT at bathroom ceilings
- Block fill, prime, paint all exterior walls

Div. 10 – Specialties

- Bathroom accessories
- Bathroom partitions are NOT INCLUDED

Div. 21 – Fire Suppression:

- Rework existing wet-pipe fire suppression system to upright heads

Div. 22 – Plumbing:

- Install a separate water meter (meter provided by city)
- Furnish and Install the Following Fixtures
- 2-ADA floor mounted, water closets
- 2-ADA wall hung lavatories, single handle faucet trap wrap
- 2-3" nickel bronze floor drains
- 2-Instaneous water heaters for lavs
- Relocate existing 8" storm riser, approximately 6', to existing north wall

Div. 23 – HVAC

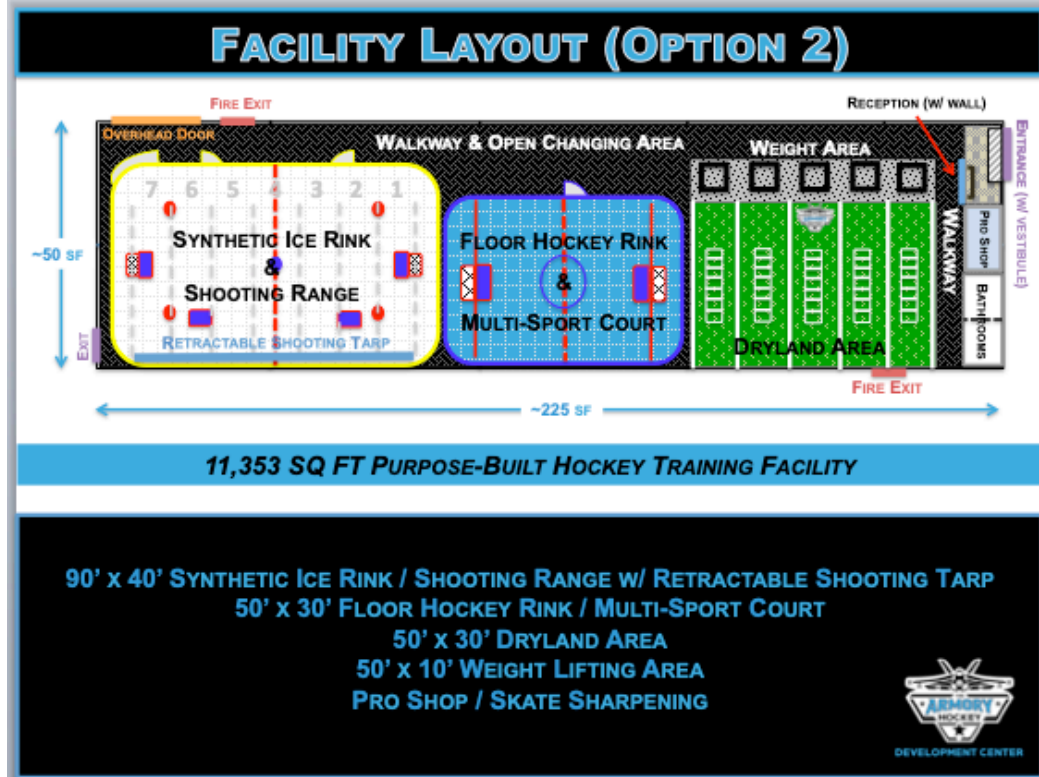
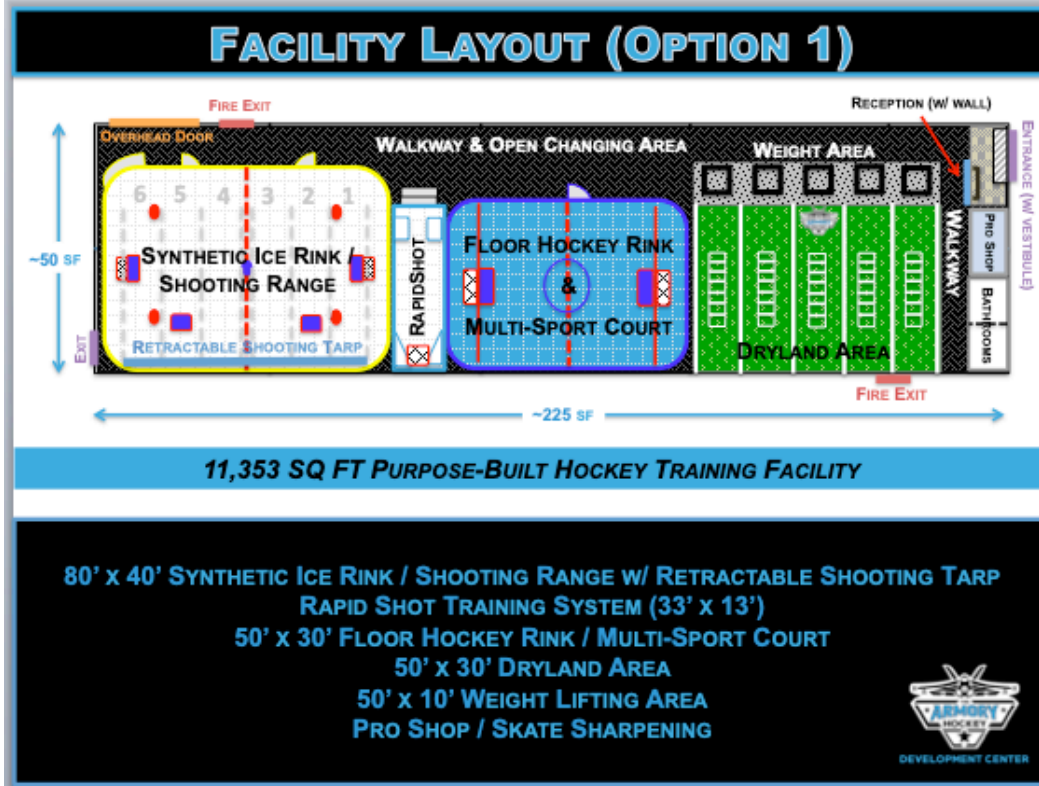
- Install (1) 10-ton RTU and curb
- Provide exhaust fans and venting for bathrooms

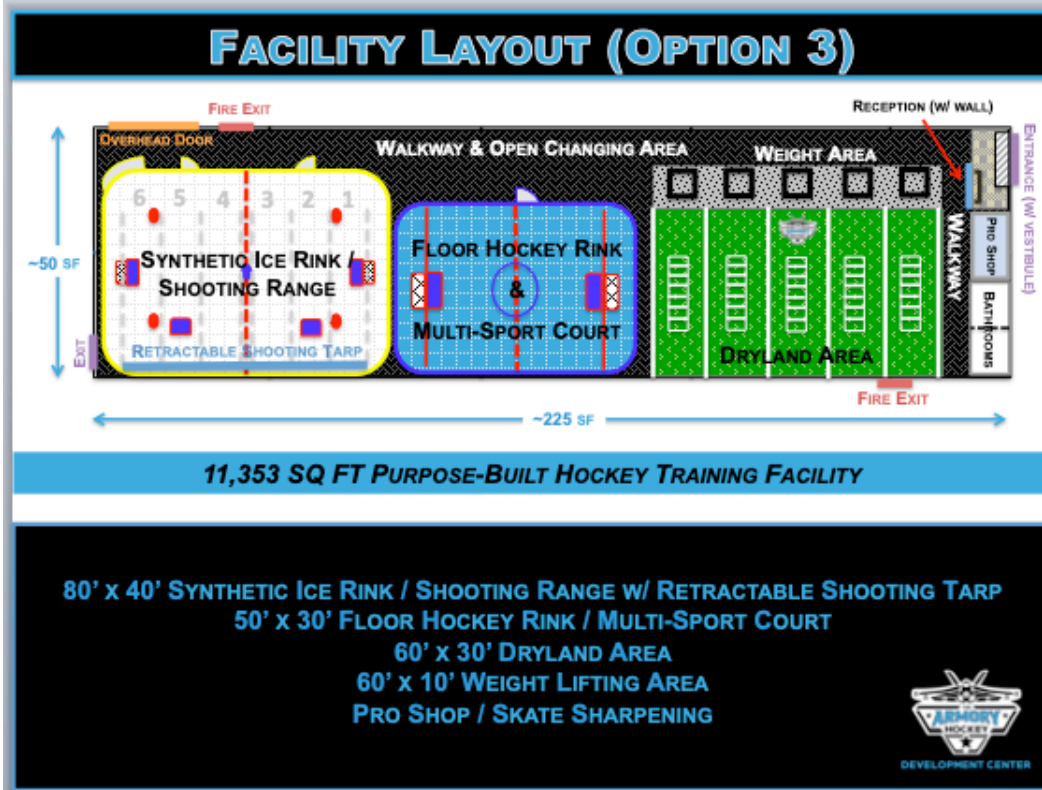
Div. 26 – Electrical:

- New Panel in Tenant Space
- Metered from Main Service
- Breaker to feed new panel in Tenant Space
- Feeder from Main to Tenant Space
- 2x4 LED high-bay lighting
- Exit Signage
- Battery back-up "frog-eyes" for egress
- Power to RTU
- Code required outlets
- Fire Alarm not included

Appendix

Floor Plan Options





Facility Images



FACILITY IMAGE 2



VIEW OF ENTRANCE FROM INSIDE



FACILITY IMAGE 3



Wall being removed

VIEW FROM FRONT TO BACK



FACILITY IMAGE 4



Wall being removed

VIEW FROM BACK TO FRONT



FACILITY IMAGE 5



Pro Shop & Staff Office

Future Bathroom Location

VIEW OF FRONT (RIGHT OF ENTRANCE)



FACILITY IMAGE 6



Future Bathroom Location

Fire Exit on South Wall

VIEW OF FRONT
(EXIT ON SOUTH WALL)



FACILITY IMAGE 7



Rear Overhead Door

Rear Fire Exit

VIEW OF BACK NORTH CORNER
(OVERHEAD DOOR & BACK EXIT)



Training Area Descriptions/Details


SYNTHETIC ICE RINK / SHOOTING RANGE








DIMENSIONS: 80'/90' (L) x 40' (W)
ALUMINUM DASHER BOARDS
TEMPERED GLASS SHIELDING
MAX CAPACITY:
16 PLAYERS/ATHLETES (RINK)
18-21 PLAYERS/ATHLETES (SHOOTING RANGE)



THICK PANELS
Panels are roughly 4' x 8' in size (95" x 48") and 1/2" thick



PRO PANELS
Panels weigh 80lbs each



FLOOR HOCKEY RINK / MULTI-SPORT AREA







ULTRA BASE COURT
COURT TILE FOUNDATION

Ultra Base Court Tile Foundation provides a solid, stable, well-draining concrete or asphalt base alternative for today's modular sport tiles.

DIMENSIONS: 50' (L) x 30' (W)
ALUMINUM RE-ENFORCED PLASTIC BOARDS & NET SHIELDING
PLASTIC COURT TILE FLOORING
NON-PERMANENT/ANCHORED INSTALL
MAX CAPACITY: 16 PLAYERS/ATHLETES





INDOOR TURF / DRYLAND AREA



GT48 ARTIFICIAL TURF

With 48 ounces of yarn per square yard, GT48 is a plusher version of its close relative GT34. The polyethylene yarn and 5mm foam pad provide a soft feel both under foot and with skin contact. GT48 is a great option for anyone looking to add a custom look to their indoor facility.

DIMENSIONS: 50'-60' (L) x 30' (W)
MAX CAPACITY: 20 PLAYERS/ATHLETES

	PROPERTY	VALUE	DESCRIPTION
PRODUCT PROPERTIES	Fiber Type		Polyethylene
	Pile Height	3/4 in	ASTM D5823
	Color(s)		Green
	Primary Backing		ArmorLoc 3L™ Stabilized Woven PP/PET Multilayer
	Coating		Polyurethane Silverback / 5 mm Foam
	Roll Size	15 ft Wide	Length Cut to Specification



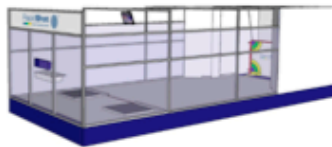
RAPIDSHOT HOCKEY TRAINING SYSTEM

RapidShot 
 Hockey Training System


DIMENSIONS: 33' (L) x 13' (W) x 10' (H)
ENCLOSED, MECHANICAL HOCKEY SHOT TRAINER
OPEN OVERHEAD / NO COVER
MAX CAPACITY: 1 PLAYER/ATHLETE AT A TIME


FEATURES:

- Lane Dimensions: 32'8" x 12'6" x 9'10"
- Automated Puck Collection System
- Right & Left Sided Puck Passing Machines
- Proprietary Shot Tracking Technology
- Polycarbonate Glass Enclosure
- Synthetic Ice for Skate Use
- Elevated Skate Height Shooting Platforms



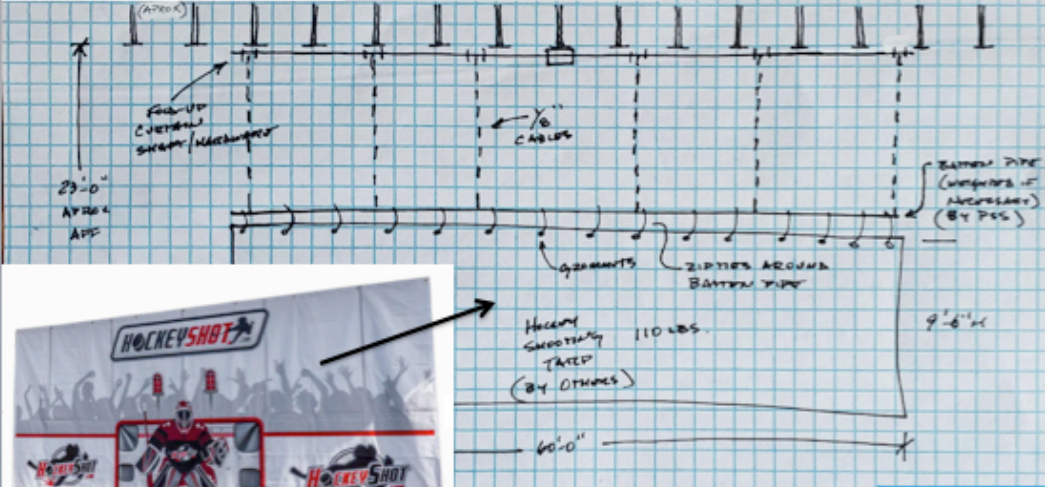
RETRACTABLE SHOOTING TARP







H&B Specialized Products, Inc

5/10/24





DIMENSIONS: 60' (W) x 9'6" (H)
SUSPENDED, MECHANICAL OPERATION



Exterior Signage (Proposed)

STOREFRONT SIGNAGE (PROPOSED)



LED-LIT CHANNEL LETTER SIGN
"DEVELOPMENT CENTER" NON-LIT WHITE ACRYLIC



Pre-Existing Approved Plans (Festival Foods and Checkers)

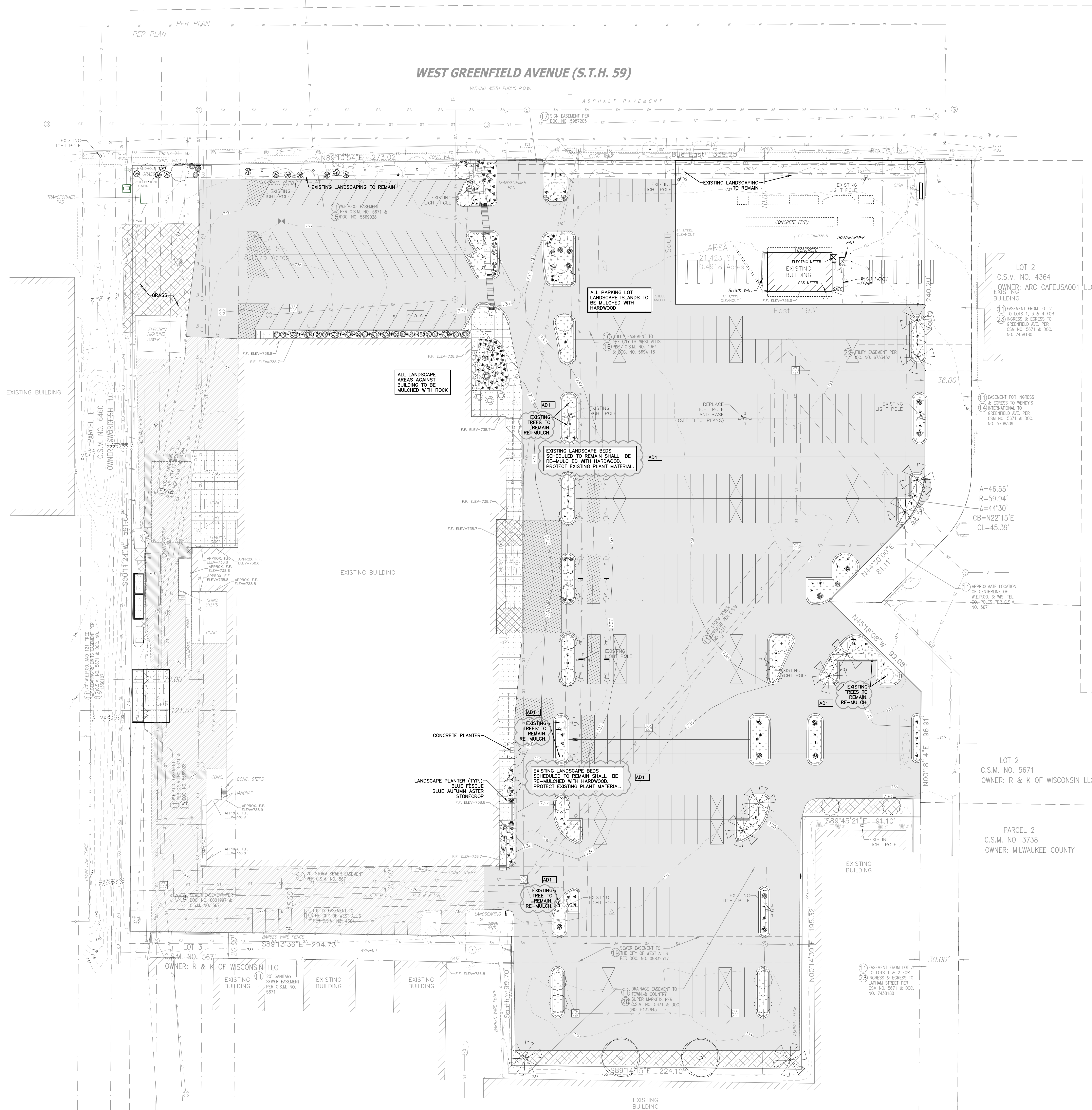


APPROVED
By K. Bennett at 2:44 pm, Dec 09, 2020

SPECIFICATION NOTE:
SEE SHEET C0.1 FOR PLAN
SPECIFICATIONS AND REQUIREMENTS

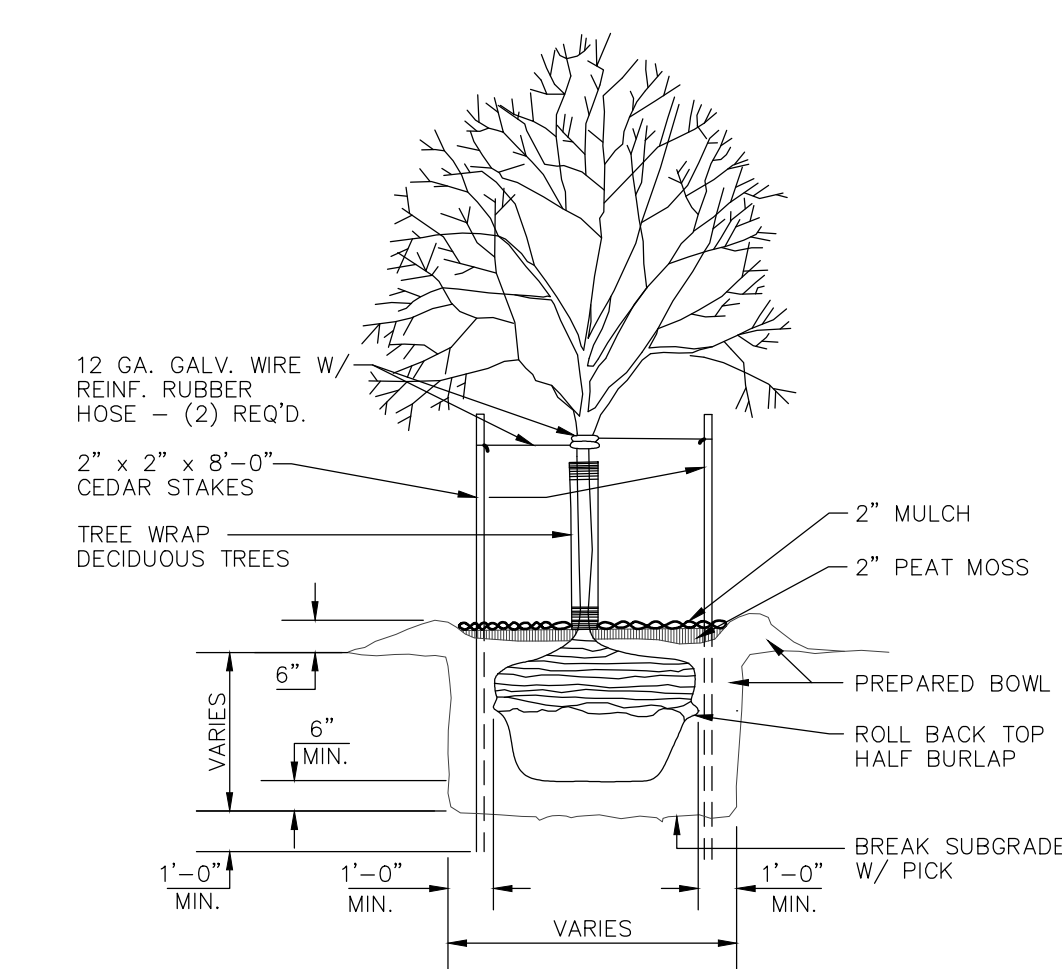
EROSION MATTING LOCATION

PROJECT INFORMATION

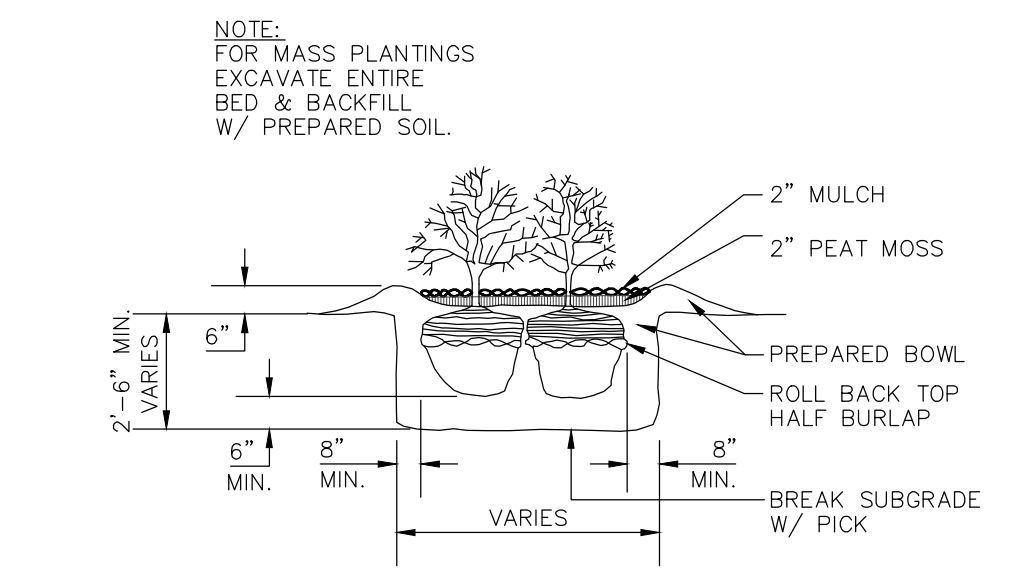


LANDSCAPING PLANTING SCHEDULE				
SYMBOL	COMMON NAME	BOTANICAL NAME	PLANTED SIZE	QUANTITY
DECIDUOUS TREES				
⊙	Flowering Crabapple (Spring Snow)	Malus x hybrid (Spring Snow)	2.5"	13
⊙	Jack Dwarf Flowering Pear	Pyrus calleryana 'Jazzam'	2.5"	15
⊙	Skyline Honeylocust	Edilizia tricanthos 'Skyline'	2.5"	10
⊙	Autumn Blaze Maple	Acer freemanii 'Jeffers'	2.5"	2
EVERGREEN TREES				
⊙	Blue Wonder Blue Spruce	Picea glauca 'Blue Wonder'	2"	11
⊙	Dwarf Norway Spruce	Picea abies 'Pumila'	2"	11
DECIDUOUS SHRUBS				
⊙	Shrub Roses	Exploren series 'Alex Mackenzie'	1 gal pot	17
⊙	Red Twigg Dogwood	Cornus alba	30"-36"	3
⊙	Dwarf Bush Honeysuckle	Diervilla lonicera	24 MIN.	15
⊙	Babo Panicum Hydrangea	Hydrangea paniculata	1 gal pot	7
⊙	Quick Fire Hardy Hydrangea-Tree Form	Hydrangea paniculata 'Bulk' Tree Form	3'-4'	10
PERENNIALS				
⊙	Karl Foerster Reed Grass	Clomogrostis x oculiformis 'Karl Foerster'	1 gal pot	102
⊙	Daylilies 'Stella de Oro'	Hemerocallis 'Stella de Oro'	1 gal pot	47
⊙	Blue Fescue	Festuca glauca 'Blue Whiskers'	1 gal pot	2
⊙	Blue Autumn Aster	Aster 'blue autumn'	1 gal pot	8
⊙	Stonecrop	Seum 'Superstar'	1 gal pot	2

- LAWN AREAS
- HARDWOOD MULCH
- STONE MULCH



TREE PLANTING DETAIL
NO SCALE



SHRUB PLANTING DETAIL
NO SCALE

PROPOSED GROCERY DEVELOPMENT FOR:
FESTIVAL FOODS - WEST ALLIS, WI
 11111 W. GREENFIELD AVENUE • WEST ALLIS, WI 53214

PROFESSIONAL SEAL

SHEET DATES

SHEET ISSUE OCT. 9, 2020
 REVISIONS
 BIDS/CONSTRUCTION
 AD1 OCT. 20, 2020

JOB NUMBER
2018680

SHEET NUMBER

C1.4

APPROVED
By K. Bennett at 2:44 pm, Dec 09, 2020

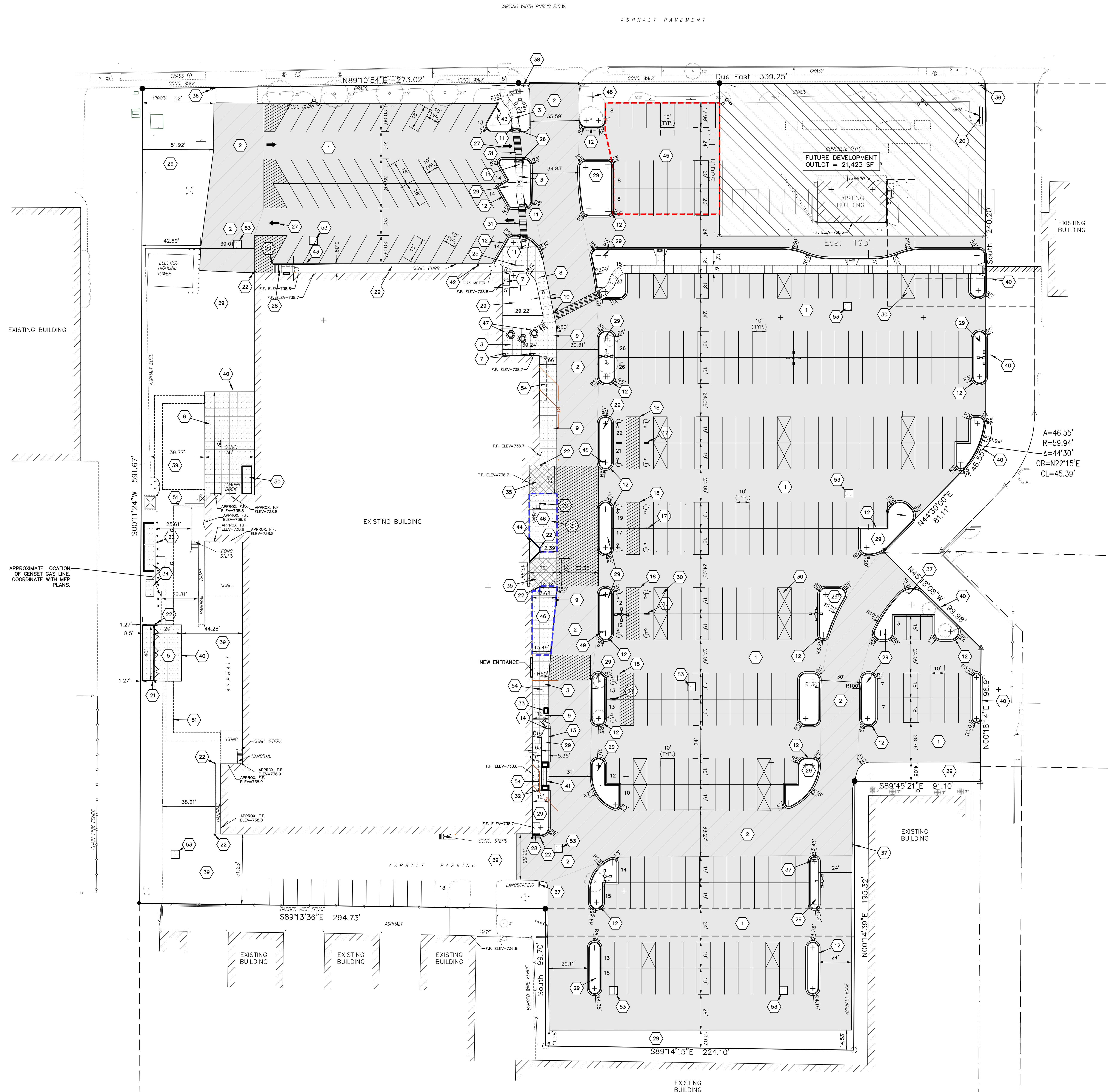
Phase 2 / Contingency Plan by August 1, 2022

SPECIFICATION NOTE:
SEE SHEET C0.1 FOR PLAN
SPECIFICATIONS AND REQUIREMENTS



CONTINGENCY PLAN
THIS CONTINGENCY PLAN INCLUDING THE RAISED PEDESTRIAN CONNECTION TO BE SUBMITTED FOR PLAN COMMISSION REVIEW BY NO LATER THAN AUGUST 1, 2022.

WEST GREENFIELD AVENUE (S.T.H. 59)



EXISTING SITE DATA			
	AREA (AC)	AREA (SF)	RATIO
PROJECT SITE	8.11	353,164	
BUILDING FLOOR AREA	1.95	85,108	24.1%
PAVEMENT (ASP. & CONC.)	5.71	248,888	70.5%
TOTAL IMPERVIOUS	7.67	333,996	94.6%
LANDSCAPE/ OPEN SPACE	0.44	19,168	5.4%

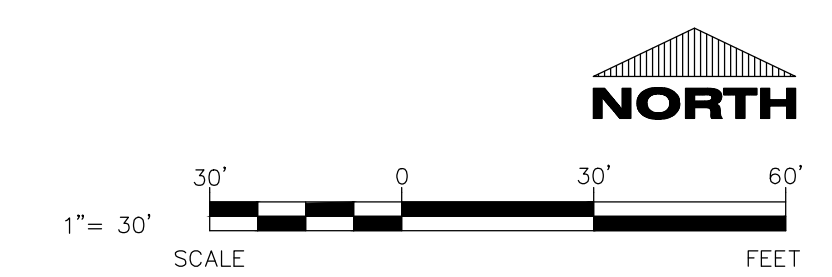
PROPOSED SITE DATA			
	AREA (AC)	AREA (SF)	RATIO
PROJECT SITE	8.11	353,164	
BUILDING FLOOR AREA	1.95	85,108	24.1%
PAVEMENT (ASP. & CONC.)	5.34	232,640	65.9%
TOTAL IMPERVIOUS	7.29	317,748	90.0%
LANDSCAPE/ OPEN SPACE	0.81	35,416	10.0%

- SITE PLAN KEYNOTES**
- 1 STANDARD ASPHALT SECTION (TYP.)
 - 2 HEAVY DUTY ASPHALT SECTION (TYP.)
 - 3 CONCRETE SIDEWALK (TYP.)
 - 5 DUMPSTER PAD/APRON CONCRETE (TYP.)
 - 6 LOADING DOCK CONCRETE (TYP.)
 - 7 CONCRETE STOOP (TYP.) SEE ARCH. PLANS FOR DETAILS.
 - 8 RAISED CONCRETE WALK (TYP.)
 - 9 FLUSH CONCRETE WALK (TYP.)
 - 10 TAPER WALK 0" TO 6" IN 18'
 - 11 CURB RAMP (TYP.)
 - 12 18" CURB & GUTTER (TYP.)
 - 14 CURB TAPER (TYP.)
 - 17 HANDICAP SIGN (TYP.)
 - 18 HANDICAP STALL & STRIPING PER STATE CODES.
 - 20 MONUMENT/PYLON SIGN - UPDATE EXISTING SIGN PANEL (DETAILS & APPROVAL BY SIGN VENDOR) BRICK MONUMENT SIGN BASE TO BE PAINTED - REFERENCE ARCHITECTURAL EXTERIOR PAINTING SPECIFICATIONS.
 - 21 DUMPSTER ENCLOSURE (SEE ARCH PLANS FOR DETAILS)
 - 22 6" CONCRETE BOLLARDS (SEE DETAIL ON ARCH. PLAN)(TYP.)
 - 25 BIKE RACK (TYPE & COLOR BY OWNER)
 - 26 DETECTABLE WARNING PLATE (TYP.)
 - 27 TRAFFIC FLOW ARROWS. COLOR TO MATCH PARKING STALL STRIPING.
 - 28 STAIRS - (SEE ARCH. PLANS)
 - 29 GREENSPACE/LANDSCAPING - SEE LANDSCAPE PLAN (TYP.)
 - 30 CART CORRAL (TYP.)
 - 31 CROSSWALK STRIPING
 - 32 RAISED PLANTER BOX WITH HANDRAIL - SEE ARCH. PLANS
 - 33 CONCRETE PLANTER - 48"x36"x36" ITEM-TF4202
 - 34 CONCRETE GENERATOR PAD AND ELECTRIC EQUIPMENT PAD BY EQUIPMENT SUPPLIER - SEE ELEC. PLANS
 - 35 SAWCUT 2"x2" SQUARE PATTERN 1/4" DEEP AT 45° ANGLE
 - 36 TRUCK ENTRANCE SIGN
 - 37 FESTIVAL TRUCK ROUTE SIGN WITH APPLICABLE ARROW
 - 38 NO SEMI TRUCK DELIVERIES SIGN
 - 39 CRACK FILL AND SEAL
 - 40 REMOVE & REPLACE ASPHALT AS NECESSARY ADJACENT TO SITE CONCRETE/CURB.
 - 41 SITE STAIRS (SEE DETAIL)
 - 42 EV CHARGING STATION
 - 43 VERTICAL CURB HEAD
 - 44 PROPOSED CART ENTRANCE
 - 45 SEASONAL SALES AREA - PUMPKIN BLOWOUT- FIRST SATURDAY IN OCTOBER 7 AM TO 5 PM
 - 46 SEASONAL SALES AREA - PLANT BLOWOUT- THE 3 DAYS BEFORE MOTHER'S DAY 7 AM TO 5 PM
 - 47 HEX RECYCLED PLASTIC PICNIC TABLE - 46", CEDAR H-2560C - ULINE (TYP.)
 - 48 NON-CONFORMING FREESTANDING SIGN WILL BE REMOVED WITHIN 5 YEARS FROM THE DATE OF PLAN COMMISSION APPROVAL.
 - 49 PEDESTRIAN SIGN (TYP.)
 - 50 TRASH COMPACTOR (SEE ARCH. PLANS)
 - 51 APPROXIMATE PAVEMENT REPLACEMENT FOR UTILITY CONSTRUCTION.
 - 53 6" THICK 6'x6' CONCRETE PAD AROUND STORM DRAIN
 - 54 CANDOPY (TYP.)

(X) IDENTIFICATION: KEYNOTE ITEM(QUANTITY) - IF NO () = QUANTITY IS 1

PAVEMENT HATCH KEY:

[Hatch Pattern]	STANDARD ASPHALT
[Hatch Pattern]	HEAVY DUTY ASPHALT
[Hatch Pattern]	CRACK FILL & SEAL
[Hatch Pattern]	CONCRETE



CIVIL SITE PLAN - CONTINGENCY

PROPOSED GROCERY DEVELOPMENT FOR:
FESTIVAL FOODS - WEST ALLIS, WI
 11111 W. GREENFIELD AVENUE • WEST ALLIS, WI 53214

PROFESSIONAL SEAL

SHEET DATES

SHEET ISSUE	OCT. 29, 2020
REVISIONS	

JOB NUMBER
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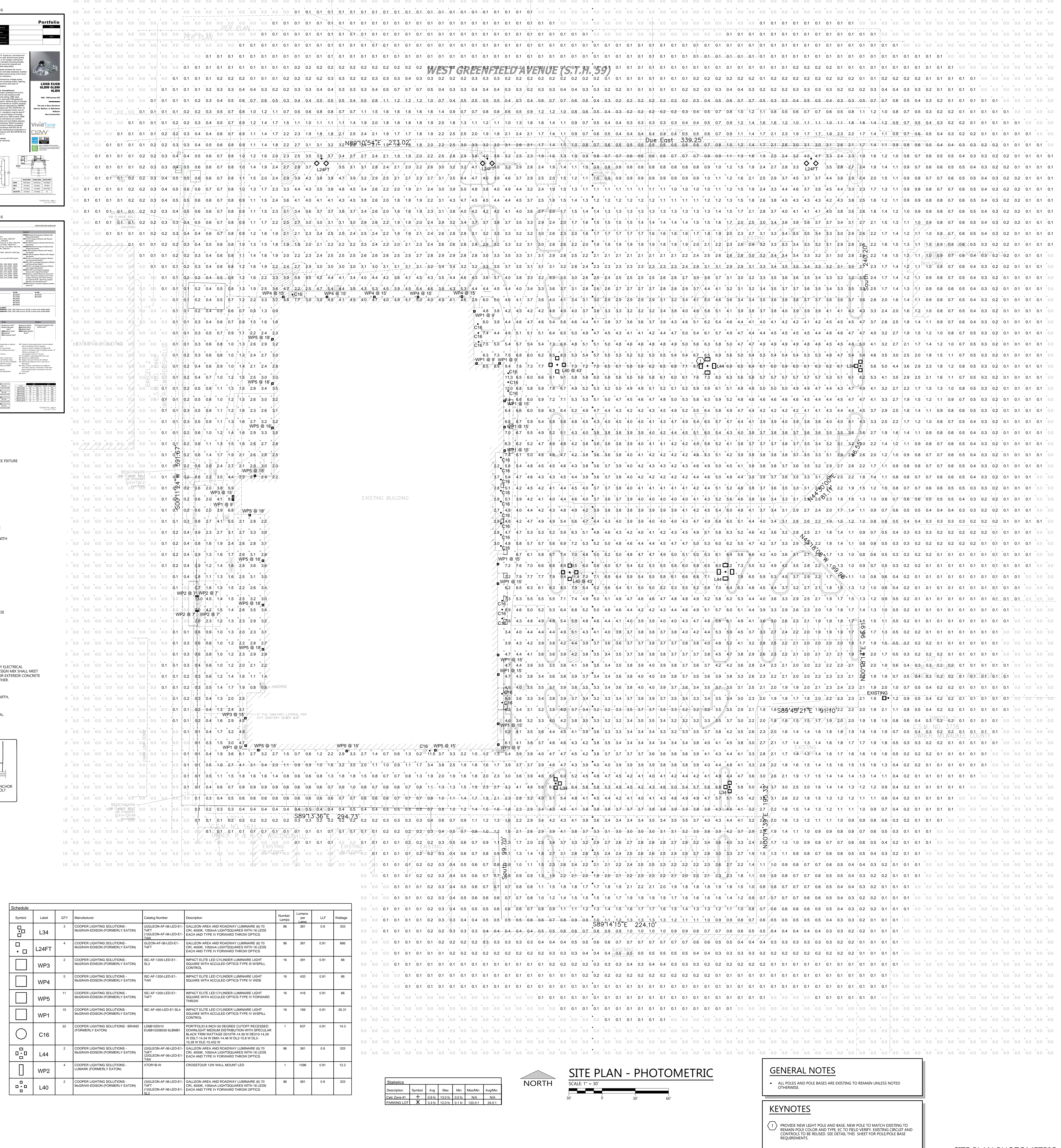
McGraw-Edison
LIGHT FIXTURE: WP1, WP3, WP4, WPS
LIGHT FIXTURE: C16
LIGHT FIXTURE: L34

McGraw-Edison
LIGHT FIXTURE: WP1, WP3, WP4, WPS
LIGHT FIXTURE: C16
LIGHT FIXTURE: L34

Lumark
LIGHT FIXTURE: WP1
LIGHT FIXTURE: WP2

NEW LIGHT POLE DETAIL
NO SCALE

EXISTING LIGHT POLE DETAIL
NO SCALE

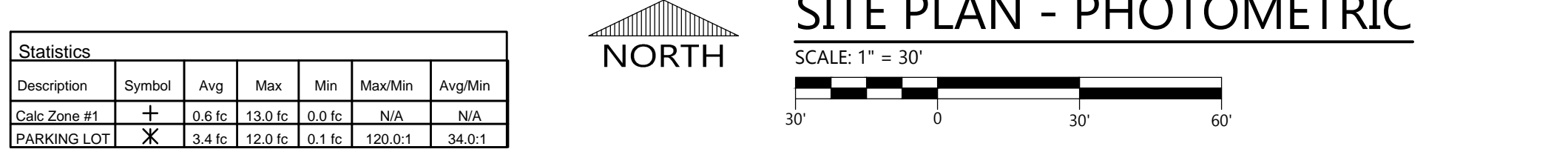


GENERAL NOTES

- ALL POLES AND POLE BASES ARE EXISTING TO REMAIN UNLESS NOTED OTHERWISE.

KEYNOTES

- PROVIDE NEW LIGHT POLE AND BASE TO MATCH EXISTING TO REMAIN POLE COLOR AND TYPE. I.C. TO FIELD VERIFY EXISTING CIRCUIT AND CONTROLS TO BE REUSED. SEE DETAIL SHEET FOR POLE/BASE REQUIREMENTS.



Symbol	Label	QTY	Manufacturer	Listing Number	Description	Number Lamps	Lumens per Lamp	ULF	Wattage
[Symbol]	L34	3	COOPER LIGHTING SOLUTIONS - MCGRAW-EDISON (FORMERLY EATON)	GLECON-AF-06-LED-E1-1FT	GALLEON AREA AND ROADWAY LUMINAIRE @ 70 TO 80' CHL 400K 1500MA LIGHTSQUARES WITH 16 LEDs EACH AND TYPE N FORWARD THROW OPTICS	96	381	0.9	333
[Symbol]	L24FT	4	COOPER LIGHTING SOLUTIONS - MCGRAW-EDISON (FORMERLY EATON)	GLECON-AF-06-LED-E1-2FT	GALLEON AREA AND ROADWAY LUMINAIRE @ 70 TO 80' CHL 400K 1500MA LIGHTSQUARES WITH 16 LEDs EACH AND TYPE N FORWARD THROW OPTICS	96	381	0.91	666
[Symbol]	WP3	2	COOPER LIGHTING SOLUTIONS - MCGRAW-EDISON (FORMERLY EATON)	ISC-AF-120-LED-E1-3L	IMPACT ELITE LED CYLINDER LUMINAIRE LIGHT SQUARE WITH ACCULED OPTICS TYPE N WISPELL CONTROLS	16	391	0.91	66
[Symbol]	WP4	11	COOPER LIGHTING SOLUTIONS - MCGRAW-EDISON (FORMERLY EATON)	ISC-AF-120-LED-E1-4W	IMPACT ELITE LED CYLINDER LUMINAIRE LIGHT SQUARE WITH ACCULED OPTICS TYPE N WISPELL CONTROLS	16	420	0.91	66
[Symbol]	WP5	5	COOPER LIGHTING SOLUTIONS - MCGRAW-EDISON (FORMERLY EATON)	ISC-AF-120-LED-E1-TURT	IMPACT ELITE LED CYLINDER LUMINAIRE LIGHT SQUARE WITH ACCULED OPTICS TYPE N FORWARD THROWN	16	416	0.91	66
[Symbol]	WP1	15	COOPER LIGHTING SOLUTIONS - MCGRAW-EDISON (FORMERLY EATON)	ISC-AF-40-LED-E1-6L4	IMPACT ELITE LED CYLINDER LUMINAIRE LIGHT SQUARE WITH ACCULED OPTICS TYPE N WISPELL CONTROLS	16	169	0.91	35.31
[Symbol]	C16	20	COOPER LIGHTING SOLUTIONS - BRAND (FORMERLY EATON)	LDBR10010 (LDBR10003) HUBMNT	PORTFOLIO 6 INCH 40 DEGREE CUTOFF RECESSED SQUARE LUMINAIRE WITH 16 LEDS @ 70 TO 80' CHL 400K 1500MA LIGHTSQUARES WITH 16 LEDs EACH AND TYPE N FORWARD THROWN OPTICS	1	637	0.91	14.3
[Symbol]	L44	4	COOPER LIGHTING SOLUTIONS - MCGRAW-EDISON (FORMERLY EATON)	GLECON-AF-06-LED-E1-4FT	GALLEON AREA AND ROADWAY LUMINAIRE @ 70 TO 80' CHL 400K 1500MA LIGHTSQUARES WITH 16 LEDs EACH AND TYPE N FORWARD THROW OPTICS	96	381	0.91	333
[Symbol]	WP2	4	COOPER LIGHTING SOLUTIONS - MCGRAW-EDISON (FORMERLY EATON)	ATON-B-N	CROSSROAD 12W WALL MOUNT LED	1	1336	0.91	12.2
[Symbol]	L40	3	COOPER LIGHTING SOLUTIONS - MCGRAW-EDISON (FORMERLY EATON)	GLECON-AF-06-LED-E1-3FT	GALLEON AREA AND ROADWAY LUMINAIRE @ 70 TO 80' CHL 400K 1500MA LIGHTSQUARES WITH 16 LEDs EACH AND TYPE N FORWARD THROW OPTICS	96	381	0.91	333

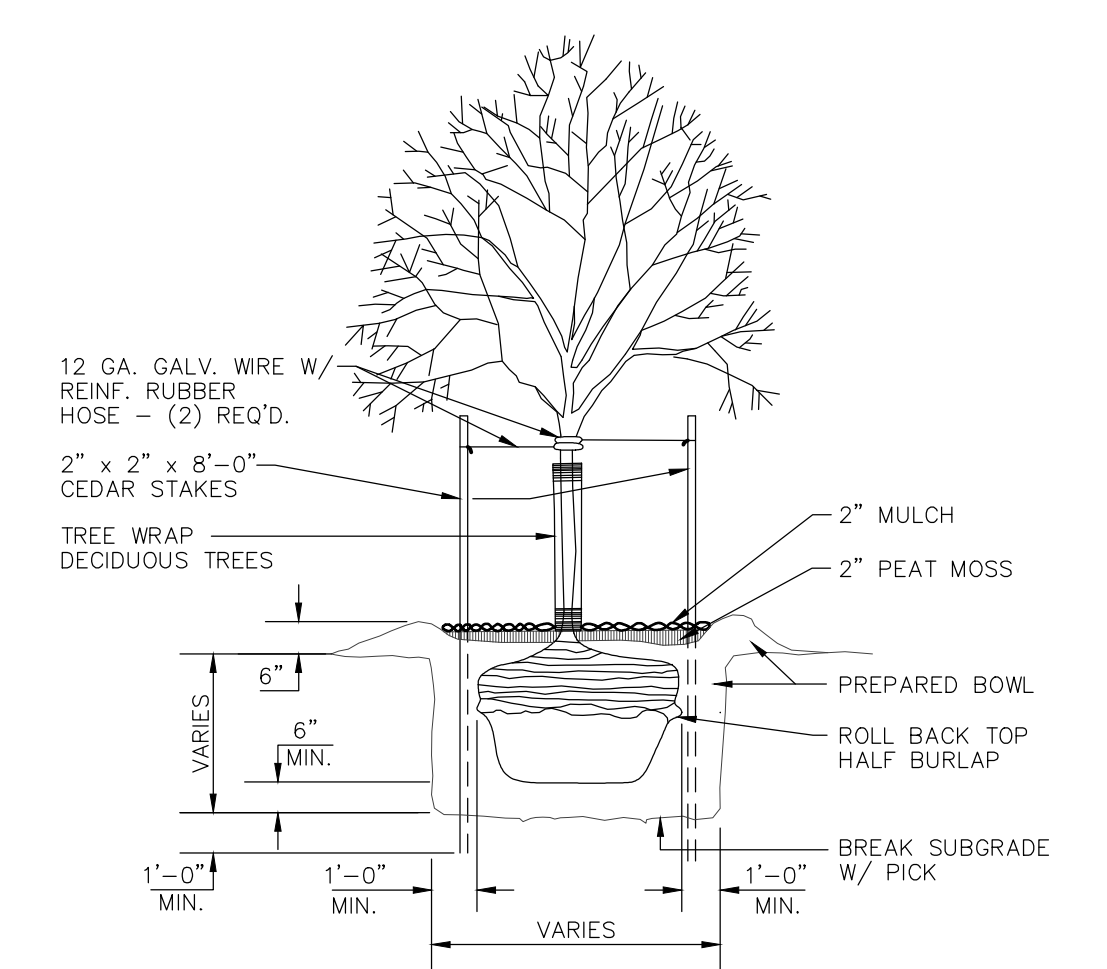
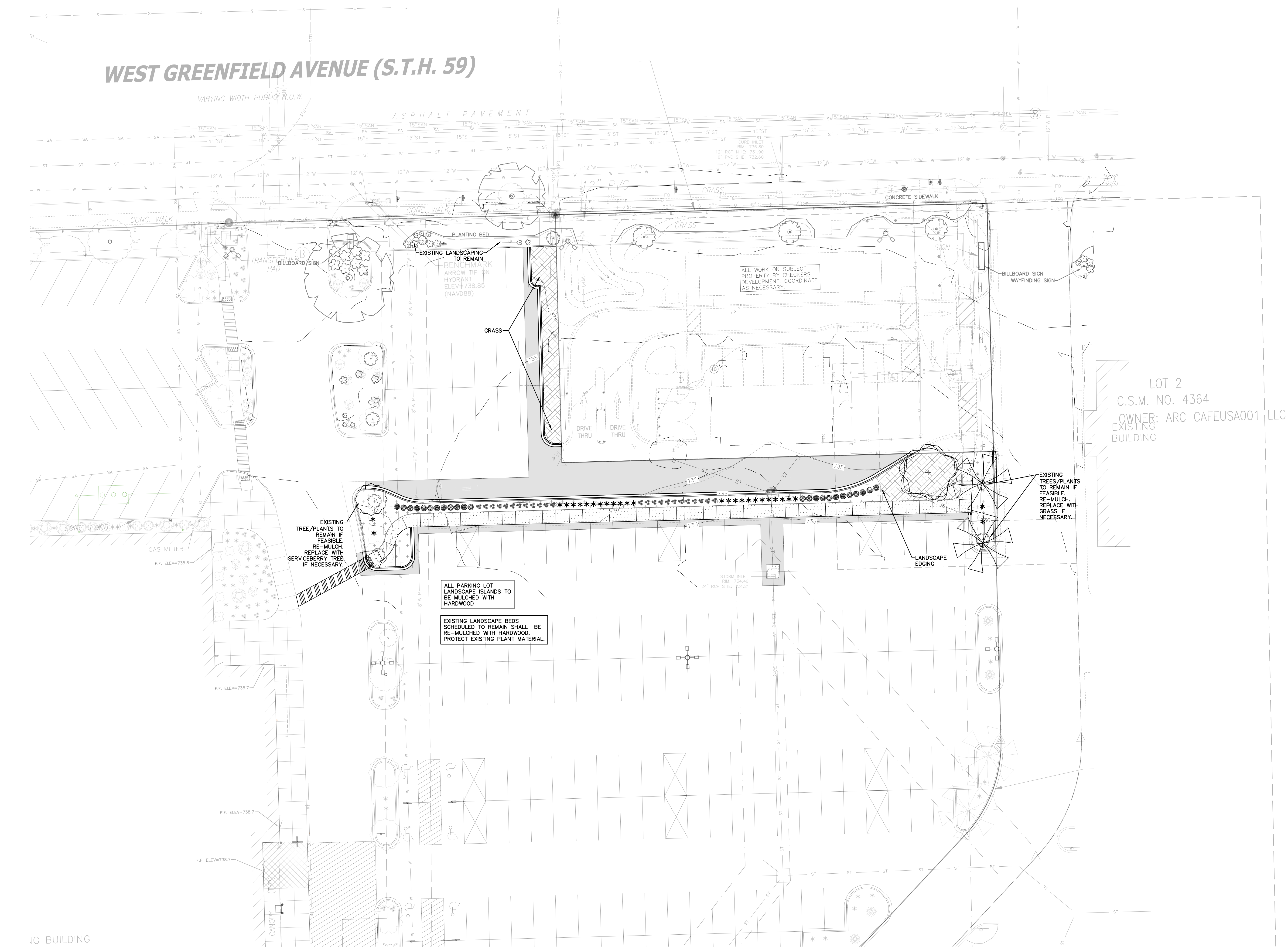


PROJECT INFORMATION

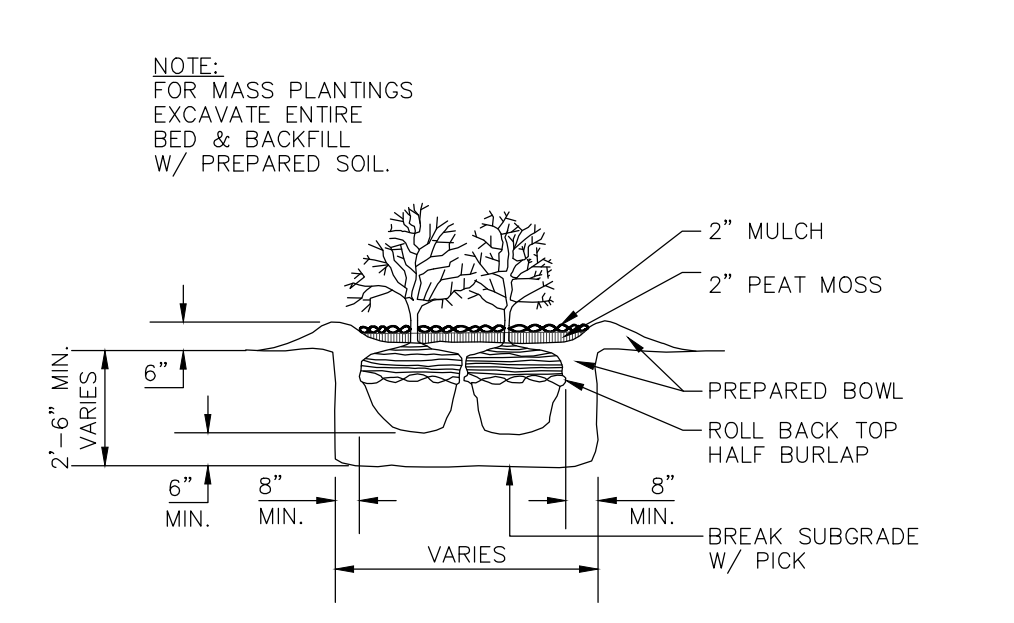
PROPOSED SITE IMPROVEMENTS FOR:
FESTIVAL FOODS - WEST ALLIS, WI
11111 W. GREENFIELD AVENUE • WEST ALLIS, WI 53214

LANDSCAPING PLANTING SCHEDULE				
SYMBOL	COMMON NAME	BOTANICAL NAME	PLANTED SIZE	QUANTITY
DECIDUOUS TREES				
○	Autumn Brilliance Serviceberry	Amelanchier x grandiflora 'Autumn Brilliance'	8"	TBD (1)
○	Redmond Linden	Tilia x 'Redmond'	3"	1
PERENNIALS				
*	Kari Foerster Reed Grass	Clomagrassia x scutiflora 'Kari Foerster'	1 gal pot	24
*	Daylily 'Stella de Oro'	Hemerocallis 'Stella de Oro'	1 gal pot	24
*	Little Bluestem Grass	Scalachyrium scoparium	1 gal pot	24

- LAWN AREAS - BASE BID: SEED AND MULCH. ALTERNATE BID: SOO
- HARDWOOD MULCH



TREE PLANTING DETAIL
NO SCALE



SHRUB PLANTING DETAIL
NO SCALE

CONTAMINATED SOILS
THE PROJECT SITE CONTAINS KNOWN SHALLOW SOIL CONTAMINATION PER BRRTS #02-41-174498 & BRRTS #07-41-576224. ALL WORK PROPOSED WITHIN AND BELOW THE SITE BUILDING FOOTPRINT AND CONCRETE IS SUBJECT TO THE CONDITIONS OF THE MMR PRE-APPROVAL. CONSTRUCTION OF CONTAMINATED SOILS ENCOUNTERED DURING EXCAVATION ACTIVITIES SHALL BE DOCUMENTED BY AN ENVIRONMENTAL PROFESSIONAL AND TRANSPORTED TO A MMR APPROVED FACILITY. REFER TO THE MATERIALS MANAGEMENT PLAN (MMP) PREPARED BY TRC AND DATED MARCH 2024. CONTAMINATED MATERIAL ENCOUNTERED SHALL NOT BE USED AS BACKFILL. CONTAMINATED MATERIAL TEMPORARILY STORED ON-SITE SHALL FOLLOW THE MMP. REFER TO DETAIL ON SHEET C2.0. CONTRACTOR TO ENSURE THAT ALL EARTHWORK SHALL INCORPORATE THE REQUIREMENTS OF THE MATERIALS MANAGEMENT PLAN.

CONTRACTOR IS REQUIRED TO PERFORM WORK IN A SAFE AND REASONABLE MANNER. CONTRACTOR MUST COMPLY WITH ALL APPLICABLE LAWS IN PERFORMING THE WORK AND MUST MEET THE MOST STRINGENT STANDARD OF (A) ALL OWNER REQUIREMENTS, (B) ALL CONTRACTOR SAFETY REQUIREMENTS, AND (C) ALL FEDERAL, STATE, AND LOCAL REQUIREMENTS IN ORDER TO PROMOTE THE SAFE AND ORDERLY EXECUTION OF THE WORK.

THE CONTRACTOR SHALL PERFORM WORK IN ACCORDANCE WITH ALL APPLICABLE LOCAL, STATE, AND FEDERAL LAWS, REGULATIONS AND ORDINANCES INCLUDING, BUT NOT LIMITED TO CH. 295, WIS. STATS. AND WIS. ADMIN. CODE CHS. NR 700-754. IN THE EVENT THAT CONTAMINATED MEDIA (E.G., SOIL, GROUNDWATER, SOLID WASTE, INDUSTRIAL/HISTORIC FILL) ARE ENCOUNTERED DURING WORK, THE CONTRACTOR SHALL TERMINATE ACTIVITIES IN THE AREA AND NOTIFY THE OWNER (AARON ASPENSON, (608) 779-2708) AND OWNER'S ENVIRONMENTAL CONSULTANT (MIKE URSIN, (815) 275-8478) IMMEDIATELY. UNDER NO CIRCUMSTANCES SHOULD CONTAMINATED MEDIA BE REMOVED FROM THE WORK AREA BY ANY MEANS UNTIL APPROPRIATE WASTE PROFILING AND DISPOSAL APPROVALS ARE OBTAINED.

PROFESSIONAL SEAL

SHEET DATES
SHEET ISSUE APR. 12, 2024

REVISIONS

JOB NUMBER
230437800

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