



STAFF REPORT
WEST ALLIS PLAN COMMISSION
WEDNESDAY, January 24, 2018
6:00 PM
ROOM 128 – CITY HALL – 7525 W. GREENFIELD AVE.

- 3A. Special Use Permit for Blaze Pizza, to establish a restaurant within the existing building (formerly F&F Tire Service) at 10730 W. National Ave.
- 3B. Site, Landscaping and Architectural Plans for Blaze Pizza, to establish a restaurant within the existing building (formerly F&F Tire Service) at 10730 W. National Ave., submitted by Daniel G. Beyer, d/b/a Dan Beyer Architects LLC on behalf of Robert Schmidt, Boulder Venture. (Tax Key No. 519-9996-002)

Items 3A and 3B may be considered together.

Overview and Zoning

Blaze Pizza is planning a new restaurant location in West Allis on the 0.23 acre site formerly known as F&F Tire Service. The property owner is Rust Realty, Inc. a.k.a. Boulder Venture, who will build to suit for the Blaze tenant.

The property is zoned C-4, Regional Commercial District, which permits restaurants as a special use.



Rust Realty Inc. plans to refurbish the existing retail building into a new 2,400 square foot retail building to be occupied by Blaze Fast Fired Pizza. Blaze Pizza offers a completely clean menu. There are no additives, preservatives or nitrates in any of the ingredients. Their dough is made fresh daily in house. Blaze Pizza is the fastest growing fast casual restaurant in the US. Pizza is now possible for lunch as their oven bakes them in 3 minutes. Blaze offers gluten free crust and they also have vegan options.

Blaze's typical hours of operation are M-Thr 1030am-10pm, Friday/ Saturday 1030am-11pm Sunday 1030am-9pm. Blaze Pizza offers both dine-in and carry-out options. The dining room is planned to accommodate approximately 50 guests, and there is additional seating on a planned 400 square foot outdoor patio.

Operational support such as food deliveries and garbage pick-up are scheduled for the early morning prior to store opening. Blaze typically staffs the store with 5-6 employees per shift, or 10-12 per day.

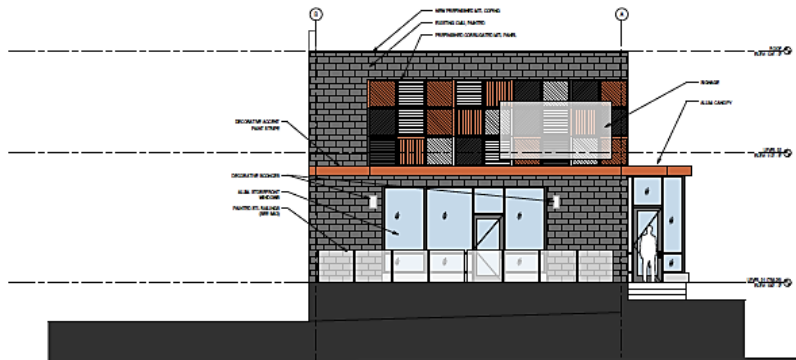
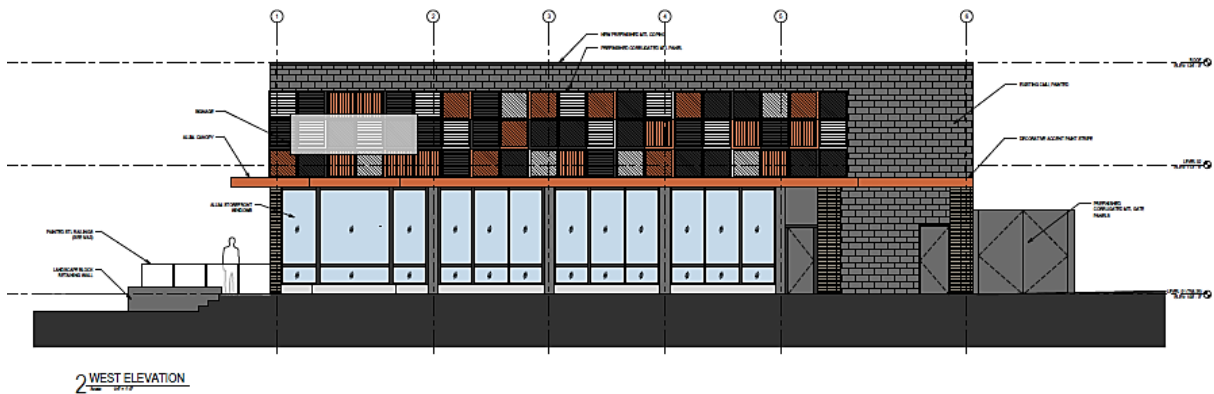
Blaze Fast Fired Pizza currently operates stores in Bayshore Mall, Brookfield, Milwaukee's East Side, and Racine. The West Allis location is planned to open by August 2018.

Architectural Plan

The existing building is a former tire store. The former showroom area will be removed/demolished and the former service area will be converted to the proposed restaurant and kitchen area. New storefront windows will replace existing overhead doors.

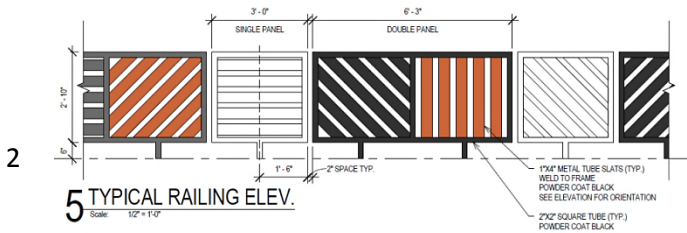
The second floor of the building will no longer be used for tire storage, but will instead be used to house mechanical (HVAC) equipment. The existing metal railing along the roofline will be removed from the building, and a new metal canopy will be installed on the west and north sides of the building. The canopy will project from the building about 3-ft and feature down lighting. On the east and south elevation a painted band/stripe will align horizontally with the new canopy to complete the look.

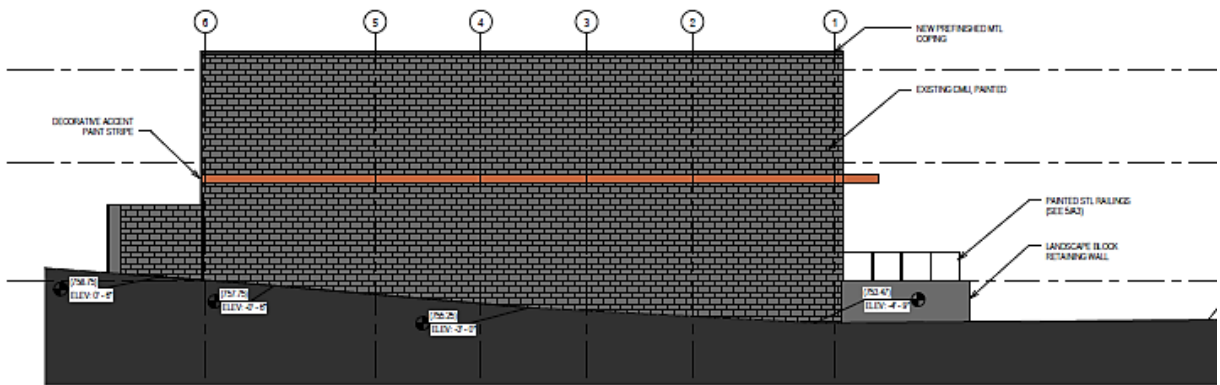
Aside from the new storefront that faces the intersection of Hwy 100 and National Ave., one of the more unique and memorable architectural items on the exterior design will include 2'x2' square slatted metal panels in the Blaze range of colors. The color pattern is varied and wraps around the west and north sides of the building.



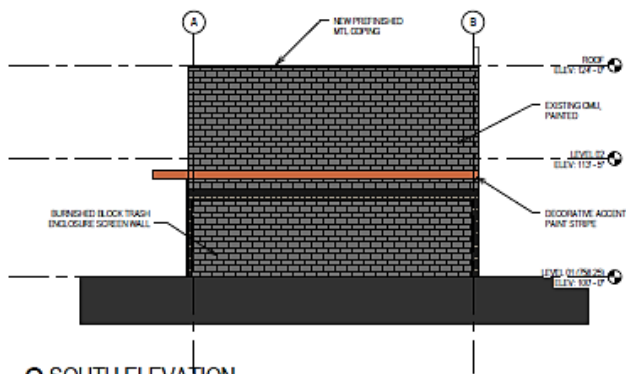
1 BLAZE PIZZA- TYP. DESIGN IMAGE

The existing building has a cement block exterior with some brick accents. The cement block will be repainted in a neutral color. The existing refuse area is located on the south end of the building and is surrounded within a wood fence. This location will be updated with a new brick surround.

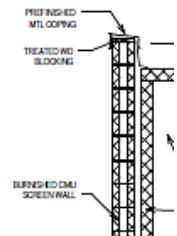




1 EAST ELEVATION
Scale: 1/8" = 1'-0"



2 SOUTH ELEVATION
Scale: 1/8" = 1'-0"



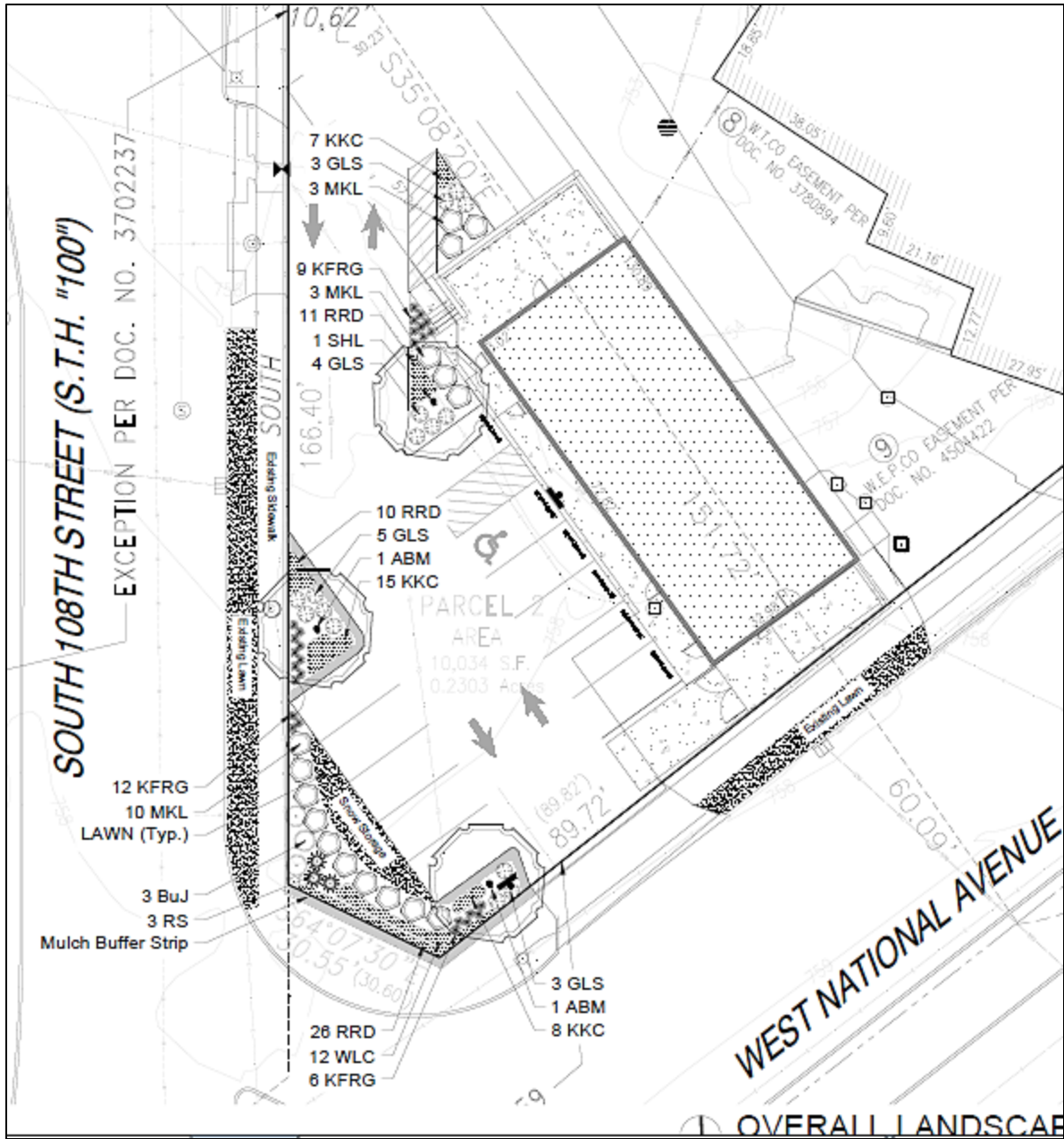
Site and Landscaping Plan

The property is located at the intersection of S. 108 St./Hwy 100 and W. National Ave.

The applicant is proposing to close one of the the Hwy 100 driveways on the west side of the property. Cross access will continue to be available with the Office Max property. The driveway on W. National Ave. will remain.

Parking stalls for nine vehicles was previously provided on site. With the proposed site changes, a total of 13 vehicles will be provided on site. The parking requirement is for a total of 15 off-street spaces, which will be provided when considering the shared parking with that of the Office Max property.

New landscaped areas are proposed at the corner of the site and along Hwy 100 and W. National Ave. A 460sf outdoor dining patio will be constructed on the north side of the building. Given the drop in elevation on the north side of the building, the patio will be elevated to the floor level of the restaurant. An interlocking landscaping block wall will manage the grade difference.



Signage and Lighting

A signage plan has not been proposed, but there are wall signage reference areas noted on the elevations. A signage permit and plan review will be required for any new signage proposed. Signage may be approved administratively through the signage permit process.

Aside from new light fixtures to be installed/recessed within the proposed storefront canopy and new wall sconces on the north elevation, no new lighting has been proposed within the

parking lot. If any other exterior lighting is proposed, plans confirming that light will not splay beyond the property line will need to be submitted.

Recommendation: Recommend Common Council approval of the Special Use Permit for Blaze Pizza, and approval of the Site, Landscaping and Architectural Plans for Blaze Pizza, to establish a restaurant within the existing building (formerly F&F Tire Service) at 10730 W. National Ave., submitted by Daniel G. Beyer, d/b/a Dan Beyer Architects LLC on behalf of Robert Schmidt, Boulder Venture. (Tax Key No. 519-9996-002) subject to the following conditions:

(Items 1 through 5 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. A Revised Site, Landscaping and Architectural Plan being submitted to the Department of Development to show the following: (a) a scale landscaping plan being submitted to the Department of Development for City Foresters review; (b) a lighting plan being submitted and consideration for additional decorative accent lighting on the exterior of the building; (c) identify the extent of new pavement on site; (d) bicycle racks being added to the site plan and details being noted on plan (inverted u or similar preferred); (e) clean up and replacement of an damaged concrete around the light pole on W. National Ave. Contact Steve Schaer, Manager of Planning and Zoning at (414) 302-8466 with any questions.
2. An estimated cost of landscaping and 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 landscaping and 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. Permit application for concrete work within Hwy 100 right-of-way contact Wisconsin Department of Transportation.
5. Common Council approval of the special use (scheduled for February 6, 2018). Applicant's acknowledgement signature on the Special Use Permit Resolution.

(Remaining conditions of approval to be satisfied within one year of Plan Commission approval ;)

6. A signage plan being submitted for permit review and approved by the Department of Development.
7. 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.