



# City of West Allis

## Meeting Agenda

### Plan Commission

7525 W. Greenfield Ave.  
West Allis, WI 53214

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Wednesday, September 28, 2022

6:00 PM

City Hall, Room 128  
7525 W. Greenfield Ave.

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#### REGULAR MEETING

#### A. CALL TO ORDER

#### B. ROLL CALL

#### C. APPROVAL OF MINUTES

1. [22-0497](#) August 24, 2022 Draft Minutes

**Attachments:** [August 24, 2022 Draft Minutes](#)

#### D. NEW AND PREVIOUS MATTERS

- 2A. [22-0540](#) Certified Survey Map to split the existing lot located at 10230-10288 W. National Ave. into 2 lots, submitted by Patrick Shay d/b/a Advanced Building Corporation.

- 2B. [22-0541](#) Conditional Use permit for Biggby Coffee, a proposed restaurant with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave.

- 2C. [22-0542](#) Site, Landscaping, and Architectural plans for Biggby Coffee, a proposed restaurant with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave. (Tax Key No. 485-9990-011)

**Attachments:** [\(CSM-CUP-SLA\)- 10230-10288 W Nat'l Ave - Biggby Coffee](#)

3. [22-0543](#) Site, Landscaping, and Architectural Plans for JHF Investments private warehouse, an existing Light Industrial use located at 12300 W. Adler Ln., submitted by William Henry, d/b/a JHF Investments II LLC. (Tax Key No. 413-9994-019)

**Attachments:** [\(SLA\) - 12300 W Adler Ln](#)

4. [22-0544](#) Certified Survey Map to adjust the existing parcels located at 1657-73 S. 108 St. and 109\*\* W. Mitchell St., submitted by Marcus Sengstock, d/b/a West Allis Real Estate Holding, LLC. (Tax Key Nos. 448-9979-006 and 448-9979-007)

**Attachments:** [\(CSM\) - Pallas-Days Inn Lot Split](#)

5. [22-0545](#) Resolution to repeal and replace the Planning Department's Site, Landscaping, and Architectural Plan Design Review Guidelines  
**Attachments:** [\(RES\) - Design Review Guidelines](#)
6. [22-0546](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Beloit Rd. corridor in alignment with the 2040 Comprehensive Plan  
**Attachments:** [\(ORD\) - Beloit Rd Rezonings](#)
7. [22-0547](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Lincoln Ave. corridor in alignment with the 2040 Comprehensive Plan  
**Attachments:** [\(ORD\) - Lincoln Ave Rezonings](#)
8. [22-0548](#) Plan Commission project tracking updates
9. [22-0549](#) Discuss November/December meeting date

**E. ADJOURNMENT**



All meetings of the Plan Commission are public meetings. In order for the general public to make comments at the committee meetings, the individual(s) must be scheduled (as an appearance) with the chair of the committee or the appropriate staff contact; otherwise, the meeting of the committee is a working session for the committee itself, and discussion by those in attendance is limited to committee members, the mayor, other alderpersons, staff and others that may be a party to the matter being discussed.

**NOTICE OF POSSIBLE QUORUM**

It is possible that members of, and possibly a quorum of, members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

**NON-DISCRIMINATION STATEMENT**

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

**AMERICANS WITH DISABILITIES ACT NOTICE**

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

**LIMITED ENGLISH PROFICIENCY STATEMENT**

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.



# City of West Allis

## Meeting Minutes

### Plan Commission

7525 W. Greenfield Ave.  
West Allis, WI 53214

Wednesday, August 24, 2022

6:00 PM

City Hall, Room 128  
7525 W. Greenfield Ave.

#### REGULAR MEETING (draft minutes)

#### A. CALL TO ORDER

#### B. ROLL CALL

- Present** 8 - Wayne Clark, Brian Frank, Rossi Manka, Eric Torkelson, Jessica Katzenmeyer, Dan Devine, Kathleen Dagenhardt, and David Raschka
- Excused** 1 - Brandon Reinke (PC Alternate)

#### Others Attending

Bob Monat/Mandel Group, Gary Tree/Giggby Coffee, Al Scheinpflug/Waterstone Bank, Francis Peterson/Xlock. Tiffany Lawson/O'Reilly Auto Parts rep., We Energies rep

#### Staff

Steve Schaer, AICP, Manager of Planning and Zoning  
Zac Roder, Senior Planner

#### C. APPROVAL OF MINUTES

1. [22-0442](#) July 27, 2022 Draft Minutes

**Attachments:** [July 27, 2022 Draft Minutes](#)

Frank moved to approve this matter, Katzenmeyer seconded, motion carried.

#### D. NEW AND PREVIOUS MATTERS

- 2A. [22-0450](#) Conditional Use permit for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16\*\* S. 66 St.

**Attachments:** [\(CUP-SLA\) - 16\\*\\* S. 66 St - Makers Row 2](#)

Raschka moved to approve the items #2A & #2B, Katzenmeyer seconded, motion carried.

- 2B. [22-0451](#) Site, Landscaping and Architectural plans for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16\*\* S. 66 St. submitted by Angie Tabrizi on behalf of the Mandel Group (Tax Key No. 454-0655-000).

*Steve Schaer presented modifications to the plans originally presented in the staff report many of the items in item 1 were satisfied with the submittal of revised plans on the day of the planning commission meeting. However, David Raschka made some comments which were received favorably by the applicant. David Raschka made a motion, and seconded by Jessica Katzenmeyer, accept the staff recommendation with the following modifications: carry the exterior cedar plank elements above the east windows around to*

the south elevation, and install a canopy or alternately better articulate the north elevation of the building. Plan Commission granted staff authority to work out the details with the applicant.

**Recommendation:** Recommend approval of the Conditional use permit and the Site, Landscaping and Architectural plans for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16\*\* S. 66 St. submitted by Angie Tabrizi on behalf of the Mandel Group (Tax Key No. 454-0655-000) subject to the following conditions:

(Item 1-2 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.
2. Revised site plan being submitted to the Planning and Zoning Office to indicate the following: (a) carry the exterior cedar plank elements above the east windows around to the south elevation; (b) consideration of an awning over the outdoor patio on the north side of Building 1, or as an alternate improvement better articulate the north elevation of the building ; ~~(c) a landscaping plan being approved by Forestry with an attention to include some taller plantings or screening on site (ideally along the south and west side of the property), (d) Lighting plan approved by Planning Office, (e) refuse screening details; (f) a pedestrian connection being added (near the southwest corner of the outdoor reception area) from the proposed walkway along the west side of the site to the proposed parking lot.~~

Raschka moved to approve items #2A & #2B, Katzenmeyer seconded, motion carried.

### Passed The Block Vote

Raschka moved to approve items #2A & #2B, Katzenmeyer seconded, motion carried.

- 3A. [22-0452](#) Certified Survey Map to split the existing lot located at 10230-10288 W. National Ave. into 2 lots, submitted by Patrick Shay d/b/a Advanced Building Corporation.

**Recommendation:** This item was tabled to allow the applicant time to address Planning Commission comments during the meeting.

Clark moved to table this matter, Raschka seconded, motion carried.

- 3B. [22-0453](#) Conditional Use permit for Biggby Coffee, a proposed restaurant with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave.

**Attachments:** [\(CUP-SLA\) - 10230-10288 W. National Ave - Biggby Coffee](#)

**Recommendation:** This item was tabled to allow the applicant time to address Planning Commission comments during the meeting.

Clark moved to table this matter, Raschka seconded, motion carried.

3C. [22-0454](#)

Site, Landscaping, and Architectural plans for Biggby Coffee, a proposed restaurant with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave. (Tax Key No. 485-9990-011).

*Recommendation:* This item was tabled to allow the applicant time to address Planning Commission comments during the meeting.

Clark moved to table this matter, Raschka seconded, motion carried.

4A. [22-0455](#)

Conditional Use Permit for XLock Biosciences, a proposed Research Laboratory, to be located at 662 S. 94 Pl.

Attachments: [\(CUP-SLA\) - 662 S 94 Pl - XLock Biosciences](#)

Torkelson moved to approve items #4A - #4B, Clark seconded, motion carried.

4B. [22-0456](#)

Site, Landscaping, and Architectural Plans for XLock Biosciences, a proposed Research Laboratory, to be located at 662 S. 94 Pl., submitted by Brian Volkman, d/b/a XLock Biosciences. (Tax Key No. 416-0012-003)

Zac Roder presented

*Recommendation:* Recommend approval of the Site, Landscaping, and Architectural Plans for XLock Biosciences, a proposed Research Laboratory, to be located at 662 S. 94 Pl., submitted by Brian Volkman, d/b/a XLock Biosciences. (Tax Key No. 416-0012-003) 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.

Torkelson moved to approve items #4A - #4B, Clark seconded, motion carried.

### Passed The Block Vote

Torkelson moved to approve items #4A - #4B, Clark seconded, motion carried.

5. [22-0457](#)

Site, Landscaping, and Architectural plans for O'Reilly Auto Parts, a proposed Automobile Parts Sales use, to be located at 11135 W. National Ave., submitted by Griffin Bobbett, d/b/a O'Reilly Auto. (Tax Key No. 520-9965-036)

Attachments: [\(SLA\) - 11135 W. National Ave - O'Reilly Auto Parts](#)

Zac Roder presented.

*Recommendation:* Approve the Site, Landscaping, and Architectural plans for O'Reilly Auto Parts, a proposed Automobile Parts Sales use, to be located at 11135 W. National Ave., submitted by Griffin Bobbett, d/b/a O'Reilly Auto. (Tax Key No. 520-9965-036) subject to the following conditions:

(Item 1-2 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. A landscaping plan being submitted and approved by forestry.
2. Lighting plan approved by Planning and Zoning office.

**Clark moved to approve this matter, Katzenmeyer seconded, motion carried.**

6. [22-0458](#) Site, Landscaping, and Architectural plans for Bluemound Training Center, an existing Light Industrial use, located at 330 S. 116 St., submitted by Sommer Strnad, d/b/a WEC Energy Group. (Tax Key No. 414-9993-002)

**Attachments:** [\(SLA\) - 330 S 116 St - Bluemound Training Center](#)

Zac Roder presented.

**Recommendation:** Approve the Site, Landscaping, and Architectural plans for Bluemound Training Center, an existing Light Industrial use, located at 330 S. 116 St., submitted by Sommer Strnad, d/b/a WEC Energy Group. (Tax Key No. 414-9993-002)

**Frank moved to approve this matter, Katzenmeyer seconded, motion carried.**

7. [22-0459](#) Ordinance to amend Chapter 19 zoning ordinance for house cleaning edits

**Attachments:** [\(ORD\) Zoning Code Edits](#)

Zac Roder presented

**Katzenmeyer moved to approve this matter, Clark seconded, motion carried.**

8. [22-0460](#) Discussion regarding Design Review Guidelines

**Attachments:** [Design Review Guidelines](#)  
[Design Review Guidelines\\_DRAFT](#)

Zac Roder presented

9. [22-0461](#) Plan Commission project tracking updates

Zac Roder presented

## E. ADJOURNMENT

There being no other business, a motion was made by David Raschka and seconded by Rossie Manka to adjourn at 7:43 p.m.



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**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, September 28, 2022**  
**6:00 PM**  
**City Hall – Room 128**

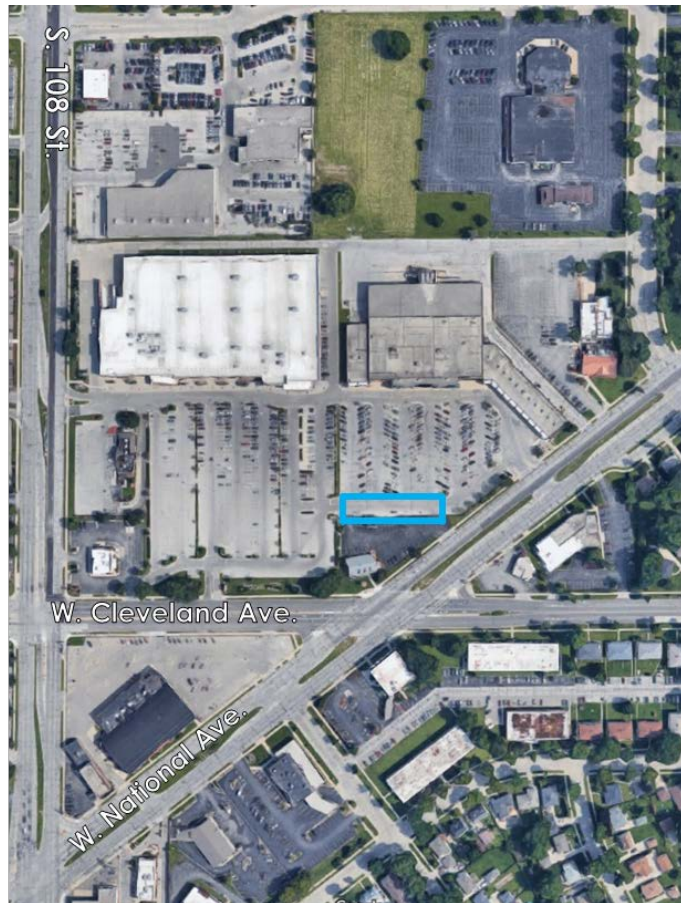
Watch: <https://www.youtube.com/user/westalliscitychannel>

- 2A. **Certified Survey Map to split the existing lot located at 10230-10288 W. National Ave. into 2 lots, submitted by Patrick Shay d/b/a Advanced Building Corporation.**
- 2B. **Conditional Use permit for Biggby Coffee, a proposed restaurant use with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave.**
- 2C. **Site, Landscaping, and Architectural plans for Biggby Coffee, a proposed restaurant use with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave. (Tax Key No. 485-9990-011).**

**Overview and Zoning**

This item was held at last month's Plan Commission meeting to allow the applicant to work with staff on site planning items including: shifting the building away from the nearby bank, snow-storage, traffic flow and landscaping.

The property owner is Badger Century Management, who is working on re-positioning this Shopping center property (home to [Piggly Wiggly](#)) to be competitive and viable within the West Allis and Metro Milwaukee market. The most recent tenant to gain occupancy within this shopping center is [Wing Stop](#). In November, the City expects to welcome the [Zoom Room](#). As part of the process of improvement the landlord has made additional investments in site improvements including additional landscaping islands and speed bumps within the parking lot of the Shopping center. Furthermore, the landlord updated an accessible ramp into the property connecting it to W. National Ave. and improved the driveway approach from W. National Ave. into the shopping center. Additional sidewalk maintenance improvements are also planned to be underway in the coming week.



The Biggby applicant is proposing to build a Biggby Coffee restaurant, a chain based in Michigan with over 230 locations across the country, as a drive-through in a newly

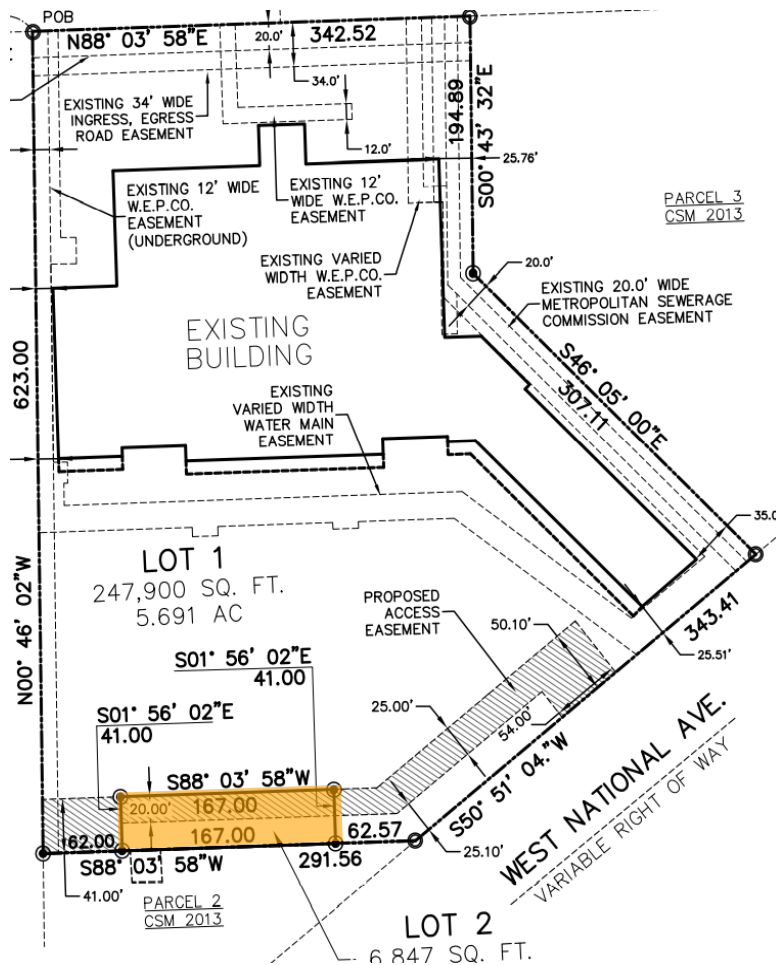
created outlot of 10230-10288 W. National Ave. The proposed development will split the existing lot into 2 and build a new 483 sq. ft. building with a drive-through and walk-up window.

The drive-through coffee shop will operate a single drive lane during traditional business hours throughout the week. The project is expected to be completed within fall 2022 – spring 2023.

10230-10288 W. National Ave. is zoned C-4. Restaurant with drive-through service is a Conditional Use in the C-4 district. A public hearing for the Conditional Use permit was conducted on September 6 and held for Plan Commission’s recommendation. A return to Common Council is expected Tuesday, October 4.

**Certified Survey Map**

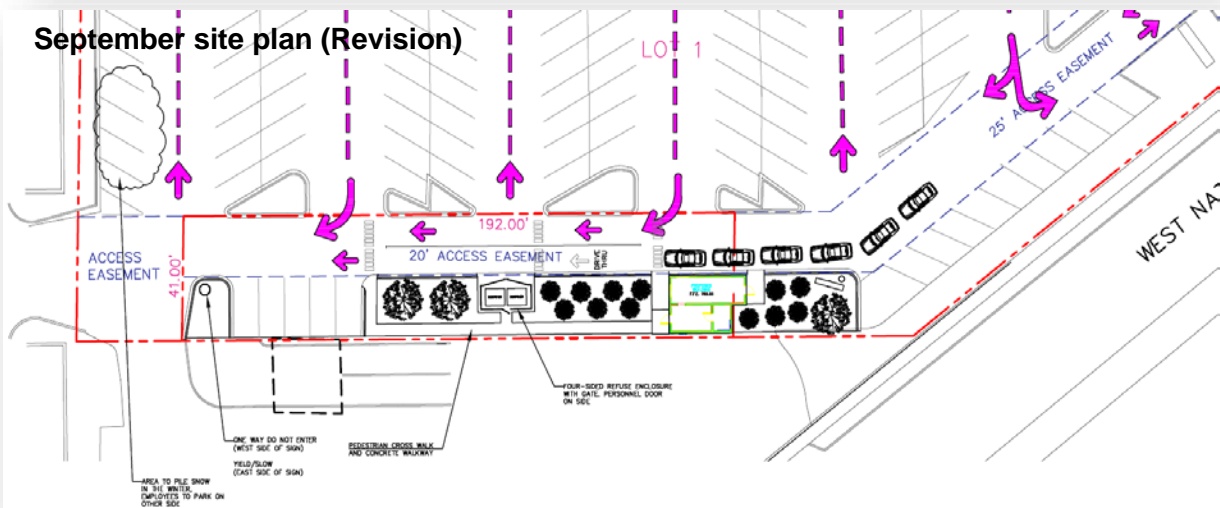
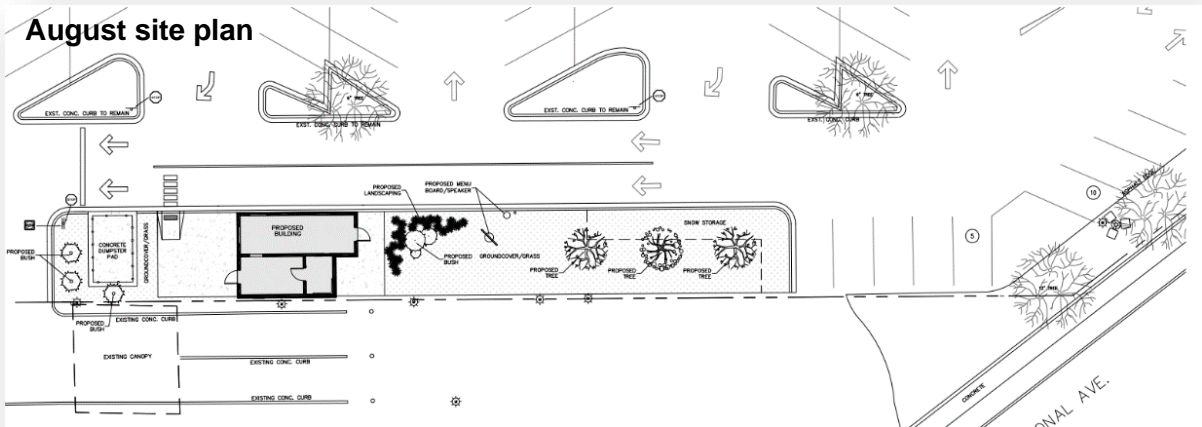
The parcel will be split into 2 lots via Certified Survey Map. A new, 0.24-acre parcel will be created along the Southern edge of the property for the proposed Biggby Coffee. An access easement will be included to allow cross-access for each site.



**Site and Landscaping Plan**

This small, linear site will be arranged to allow drive-through and pass-by vehicle traffic to the north and the built area to the South. From west to east, the built area includes landscaping, a refuse enclosure, a concrete walkway from parking, the building, and more landscaping surrounding the menu board for the drive-through line.

There are 5 parking spaces included within the creation of the new lot, based on the max parking requirements 1.5, or 2 are allowed on site in accordance with the parking maximum (Sec. 19.44). The property owner is trying to maintain a certain number of parking spaces per their lease agreements with tenants. Vehicle parking will be adequately serviced by the existing shared parking lot surrounding the property.



Changes coordinated with nearby businesses and landlord include:

1. Building and refuse enclosure shifted east away from neighboring bank drive-thru
2. 5 parking stalls located on west end of site
3. Pedestrian walkway added from parking to building
4. Crosswalk delineations and signage added

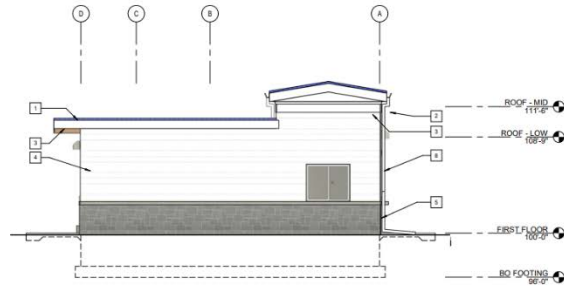
## 5. Snow storage location shown

### Architectural Plan

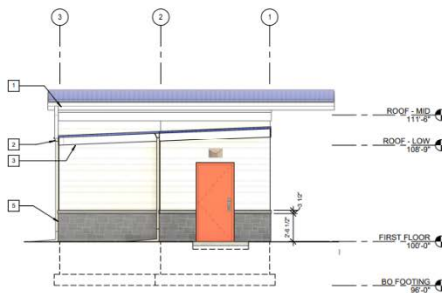
The small 1-story building façade will primarily be composed of white cement board and stone veneer. Blue metal roofing and 2 orange metal doors will accent the façade in alignment with the Bigby branding. A drive-through window on the North side and walk-up window on the West side will be included.



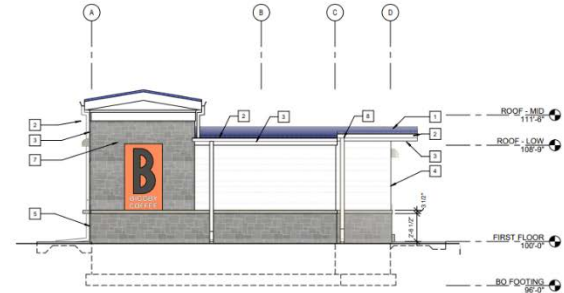
B1 West Elevation



North Elevation



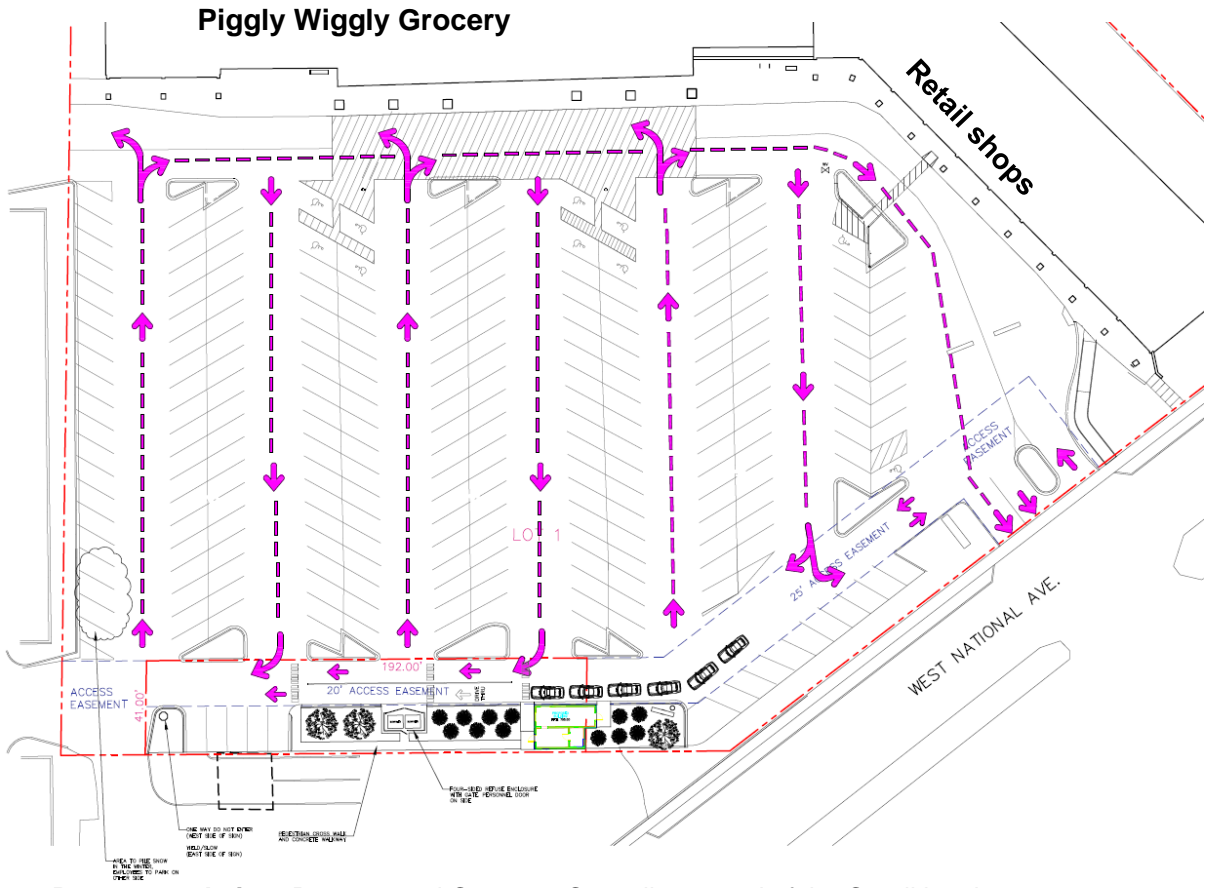
East Elevation



South Elevation

### Floor Plan

The 438 sq. ft. building will include a simple layout of kitchen, storage, and restroom. The Bigby operations employ up to 3 employees within the building. Menu items include not only coffee and similar beverages, but also food items which are served but not prepared in the facility. Lane stacking is shown at 6 vehicles on the site plan, but there is additional capacity at this site. Peak hour business for Bigby is morning and likely prior to most businesses on site opening.



**Recommendation:** Recommend Common Council approval of the Conditional use, Certified Survey Map and Site, Landscaping, and Architectural plans for Biggly Coffee, a proposed restaurant use with drive-through service, to be located within a portion of the property at 10230-10288 W. National Ave. (Tax Key No. 485-9990-011) subject to the following conditions:

(Item 1-2 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 Certified Survey Map and Conditional Use Permit (returning to Council - expected October 4, 2022).
2. Revised site, landscaping, and architectural plan being submitted to the Planning and Zoning Office to indicate the following: (a) accurate notations for directions on the elevations, (b) landscaping plan and species details being provided in a revised plan and being approved by the City Forester; (c) proposed traffic control measures being reviewed/approved by Engineering Department; (d) certified survey map being updated in alignment with site plan changes.



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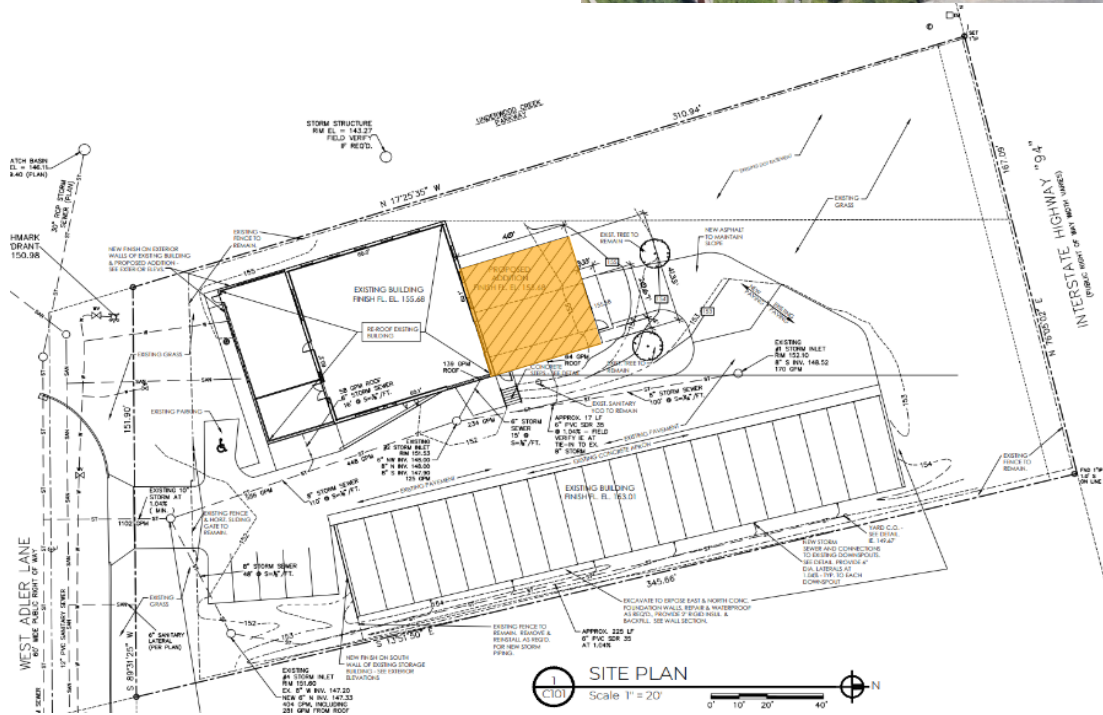
Watch: <https://www.youtube.com/user/westalliscitychannel>

3. **Site, Landscaping, and Architectural Plans for JHF Investments private warehouse, an existing Light Industrial use located at 12300 W. Adler Ln., submitted by William Henry, d/b/a JHF Investments II LLC. (Tax Key No. 413-9994-019)**

**Overview and Zoning**

The property owner of 12300 W. Adler Ln. is proposing an 1,653 sq. ft. addition to the existing warehouse building. Other work on the main building includes interior repairs and improvements to bathrooms, mechanical, electrical, and plumbing systems. Exterior repairs will also be made to the accessory storage building. The warehouse is used for personal use of the property owner and includes an office.

The property is zoned M-1. Light Industrial is a Limited Use in the M-1 district.



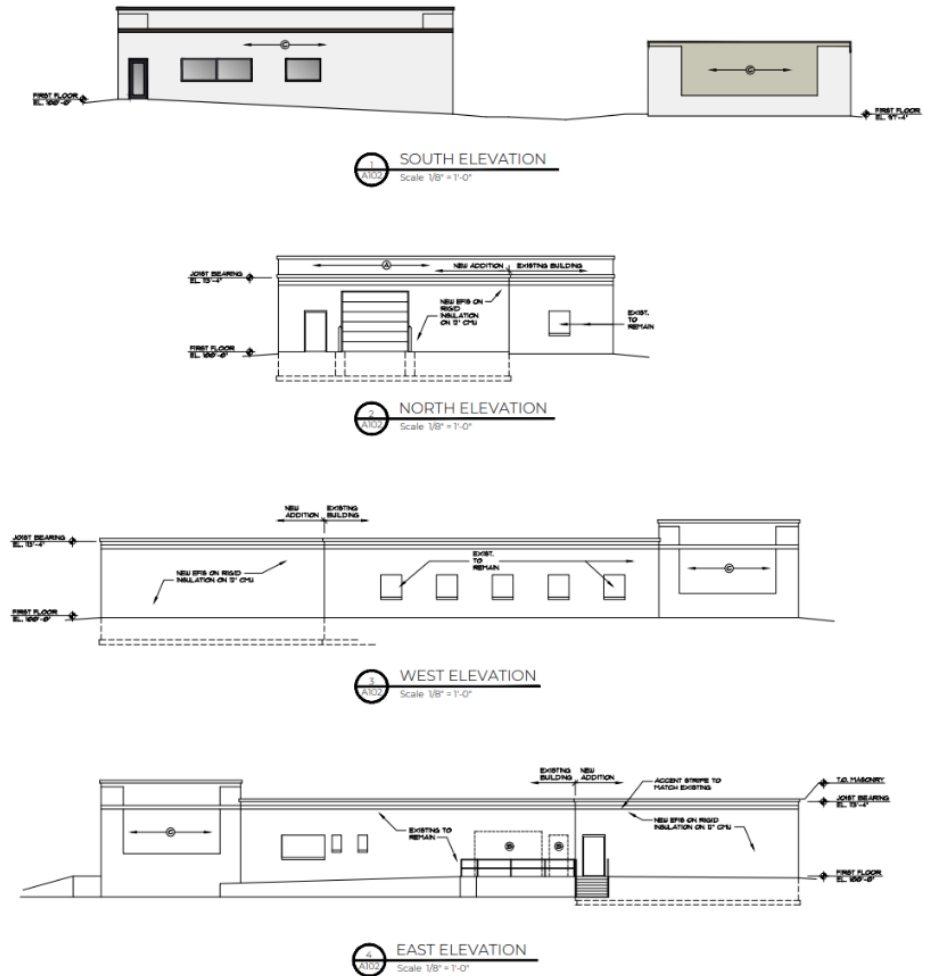
## Site Plan

The proposed 1,653 sq. ft. addition will be made to the North side of the existing warehouse building replacing a portion of the driveway. New asphalt paving will be done to correct the slope of the driveway. No other site changes are proposed.

## Architectural Plan

The new addition will be the same height as the existing building. Plans indicate that the addition will be a different material than the existing building, which is composed of CMU block. The applicant is proposing EIFS for the addition. EIFS is not an allowed building material due to its history of poor performance.

New downspouts will be added to the east wall of the accessory storage building. These will be connected to existing storm sewer inlets to correct and improve drainage.



**Recommendation:** Approve the Site, Landscaping, and Architectural Plans for JHF Investments private warehouse, an existing Light Industrial use located at 12300 W. Adler Ln., submitted by William Henry, d/b/a JHF Investments II LLC. (Tax Key No. 413-9994-019) 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. An alternate exterior building material to EIFS siding being presented to the Planning & Zoning Office. Contact Zac Roder, Lead Planner at [zroder@westalliswi.gov](mailto:zroder@westalliswi.gov).



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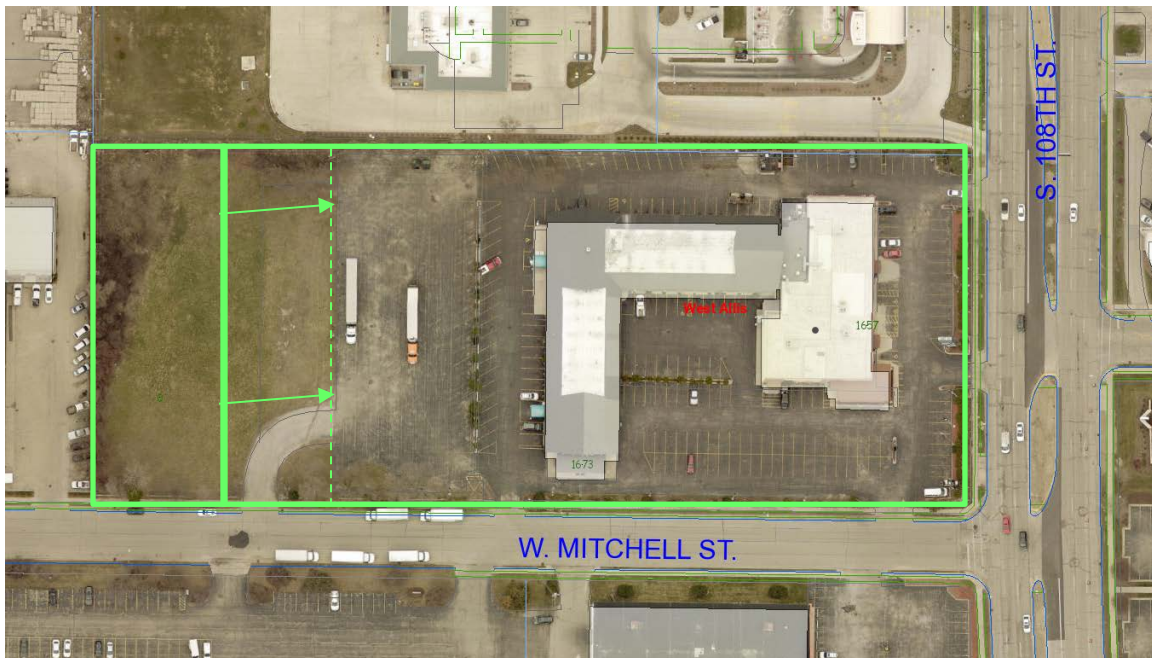
4. **Certified Survey Map to adjust the existing parcels located at 1657-73 S. 108 St. and 109\*\* W. Mitchell St., submitted by Marcus Sengstock, d/b/a West Allis Real Estate Holding, LLC. (Tax Key Nos. 448-9979-006 and 448-9979-007)**

**Overview**

West Allis Real Estate Holding LLC. is proposing to convey approximately 0.6 acres of vacant land from the West end of the parcel located at 1657-73 S. 108 St. and add it to the adjacent lot at 109\*\* W. Mitchell St., which the applicant also owns.

The intent of this change is to increase the area of the vacant west lot (west of hotel site). Goal being preparation for future development. No development is planned at the time; increasing the size of the parcel from 0.76 to 1.38 acres will increase the opportunities for significant developments.

Both parcels are zoned C-3.







**Recommendation: Common Council approval of the** Certified Survey Map to adjust the existing parcels located at 1657-73 S. 108 St. and 109\*\* W. Mitchell St., submitted by Marcus Sengstock, d/b/a West Allis Real Estate Holding, LLC. (Tax Key Nos. 448-9979-006 and 448-9979-007) subject to any technical corrections.



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**Wednesday, September 28, 2022**  
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**5. Resolution to repeal and replace the Planning Department's Site, Landscaping, and Architectural Plan Design Review Guidelines**

**Overview**

Over the past several months, staff drafted an updated version of the City's Design Review Guidelines ("the guidelines"). This included public input from a survey of 480 residents, business owners, and property owners. This update of the guidelines, originally adopted in 1998, modernizes the standards for new development. Clearly defining our community's expectations will lead to improved design that makes our city a better place to be. The updated guidelines will also enhance the design review process by making it clearer and more transparent with a framework for a more consistent and objective design review process. It will also improve communication between staff and applicants, while giving Plan Commission more leverage to require higher quality design features.

**Format**

The guidelines include an introductory section, which shares background on the guidelines, describes how they will be used, and outlines the structure by clarifying its goals and objectives. **Link to guidelines:** [Draft Guidelines](#)

The "Design Guidelines" section details each guideline with example images, grouped by the objective they are intended to support.

i. Orienting towards the street frontage enables an active streetscape and sense of place.

ii. This unique building responds to the corner lot by filling out the site while increasing massing and incorporating an entrance at the corner.

iii. Retaining historic features like the lights and original sign frame lend a historic feel to this building.

iv. This balcony addition references the historic industrial feel of the building while playing on the complementary colors of a neighboring building.

“  
Be open to innovation and creativity. Don't make everything look similar.  
— West Allis business owner  
”

West Allis Design Review Guidelines 7

# 1a

## CONTEXT NEIGHBOR



Contribute to a sense of place and create positive relationships with neighboring properties

### BACKGROUND

Development should complement the place it inhabits, enhancing the character of a place rather than diminishing it. New development must respond to its immediate surroundings, including the adjacent sites and those across the street. Design should foster positive relationships between sites with respectful architecture and thoughtful connections.

### GUIDELINES

- i. Contribute to a vibrant and fine-grained street wall**  
Buildings should add to a sense of enclosure around the public realm and augment the form of the street wall by contributing to its rhythm and variety. Smaller lots lead to inherently more walkable, exciting places. Buildings on larger lots should break up building massing, divide into separate and unique destinations at street-level, and use texturing of materials and signage, repetition of multiple doors, decorative windows, and prominent entrances to contribute to a fine-grained environment.
- ii. Scale building mass to content**  
Increase the height and bulk at prominent corners while stepping down height and mass adjacent to low density residential.
- iii. Reinforce neighboring historic structures**  
Give deference to landmarks by stepping down towards the landmark height or allowing a wide berth. Reinforce the local context by integrating materials, proportions, and patterns found in the area to new development. Acknowledge local character-defining architectural features and respond to nearby historic, cultural, or civic resources.
- iv. Build and maintain connectivity to neighboring sites**  
Create visual and physical links to adjacent pedestrian pathways and open spaces. Respect interior connections with neighbors. Setbacks should offer pathways, trails, and open spaces.



i. Building to the lot line comfortably encloses the space around the street. The area is dense and walkable with many destinations in arm's reach. Buildings on small lots with a variety of facade designs and signage add rhythm and interest.



ii. This proposed development concentrates its height and mass next to the main commercial street and corner. It then decreases to 3-stories, then 2-story rowhomes (not pictured) as it moves south towards its residential neighbor.



iii. The lot on the right defers to the historic post office by giving a wide berth with generous side setback and by limiting its height. It also uses brick, a defining feature of buildings in the area.



iv. These restaurants visually and physically join their sites by creating a shared outdoor dining space.

“

Things on the same block should have a sense of unison to make it seem more welcoming and collective.

— West Allis resident

”

# 3a

## QUALITY BUILDING

Design with quality materials and strategies



### BACKGROUND

The buildings that are built today should stand the test of time so that future generations will choose to keep and adapt them for their own use. This requires using quality materials that will withstand Wisconsin's varying climate and quality design approaches that produce perpetually desirable forms which defy fluctuations of fads and trends.

### GUIDELINES

- i. Use quality building materials such as brick, wood, and decorative concrete**  
Use sturdy, durable exterior materials that will endure for the long run. Materials with a known history of poor performance are not allowed. Plain walls of concrete block or metal surfaces are not acceptable, except when not visible to the public realm in industrial areas. Painting of masonry materials is discouraged.
- ii. Emphasize the ground floor, particularly entrances**  
Due to frequency of use, the ground floor and building openings need to resist wear and tear while also providing interest at the human scale. Use tall ground floor heights, high-quality materials, unique details, and craftsmanship to give special attention to these areas.
- iii. Thoughtfully integrate exterior building features into the design**  
Balconies, awnings, railings, lighting, signage, and stairs can add depth and texture and should be intentionally. Utilities and rooftop mechanical equipment should be hidden from view or integrated into the facade design.
- iv. Use quality design approaches**  
Apply forms and materials consistently. Create a coherent, textured, organized facade with a balanced proportion of windows and wall area. Use materials to express where uses and activities belong.



i. Using enduring materials like brick masonry, decorative concrete (in this example stylized as wood), and metal features ensures a building will age well and enhances the community's image.



ii. Incorporating detail and craftsmanship at the ground floor and increasing texture and visual interest surrounding the entrance enhances the human-scale experience of the building.



iii. Integrating awnings, stairwells, and other exterior features into the design adds depth and leads to a more coherent and pleasing appearance.



iv. An organized facade, large and proportional windows, and a strong palette of materials and textures forms the basis for a harmonious design that is attractive and functional.

“

West Allis needs buildings that will stand the test of time – we have many historic buildings in our city that people enjoy today, new buildings should also be designed with this level of quality so that they will be loved in the future.

— Survey response

”

# 3b QUALITY ENVIRONMENT

Design for resilience and protect natural features



## BACKGROUND

The built environment plays a massive role in the health of our natural environment. Additionally, what is built today will have an impact on our environment long into the future. To protect future generations of West Allis, new development must raise the standard to preserve our shared air, water, and climate.

## GUIDELINES

**i.** Design sites to protect and incorporate natural features

Development should protect existing trees, plants, and soils whenever possible. New development should intentionally design interesting natural features into the site and should strive to use native trees, shrubs, grasses, and flowers.

**ii.** Design sites to manage and infiltrate stormwater runoff using native landscaping and green infrastructure

Strive to manage water where it falls. Developments can capture, absorb, or store precipitation with native landscaping, trees, bioswales, rain gardens, porous pavers, rain barrels or cisterns, or green roofs. By limiting runoff and lessening the burn on the sewer system, these strategies reduce water pollution and protect Lake Michigan.

**iii.** Reduce impervious surface with productive, compelling, previous planting and gathering areas

Adding permeable, natural features to formerly impervious lots is encouraged. Large, impervious surfaces should be avoided. Large parking lots are encouraged to include green infrastructure to manage stormwater and should include substantial landscaping, pathways, and gathering places to break up blank, impervious spaces.

**iv.** Embody sustainability by incorporating renewable energy systems, low-carbon materials, adaptive reuse, and density

Consider environmentally friendly strategies to preserve natural resources and reduce carbon emissions. Adaptive reuse of existing buildings leads to energy savings and avoids harm from demolition pollutants, waste, and emissions. Density greatly reduces energy use per capita and is the foundation for an inherently sustainable community.



i. Strategically placing buildings to preserve existing trees and incorporating green spaces into the site design generates opportunities for respite from the urban environment, sequesters carbon, and respects existing life.



ii. Grading and draining impervious surfaces to bioswales and rain gardens filled with native plantings absorbs stormwater at the source, preventing runoff, pollution, and flooding downstream.

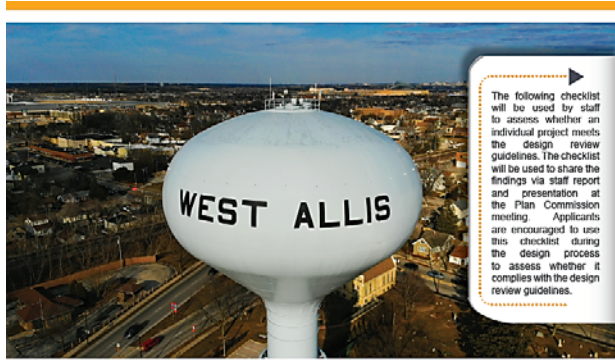


iii. Converting largely unused, impervious parking spaces into a green space with walkways and seating transforms an uninviting site into an inviting place where people are encouraged to spend time and plants can thrive.



iv. Adapting an underutilized building for reuse reduces waste and pollution associated with demolition and construction and generates opportunities for creative, compelling spaces.

“ We need more parks, trees, green roofs, and gardens to offset rising temperatures in the city  
 — West Allis property owner ”



The following checklist will be used by staff to assess whether an individual project meets the design review guidelines. The checklist will be used to share the findings via staff report and presentation at the Plan Commission meeting. Applicants are encouraged to use this checklist during the design process to assess whether it complies with the design review guidelines.

## TECHNICAL STANDARDS

**ALL USES**

- EFS and similar products are not allowed as a building material.
- Masonry should not be painted.
- Barbed wire fencing is not allowed.

**RESIDENTIAL USES**

- Chain link fencing is not allowed.
- At least 10% of the lot shall be landscaped.

**COMMERCIAL USES**

- Chain link fencing is not allowed.
- Vinyl siding is not allowed as a building material.
- In the C-3 and C-4 district, at least 10% of the lot shall be landscaped.

**INDUSTRIAL USES**

- Chain link fencing is only allowed in rear or side yards adjacent to industrial properties.
- At least 10% of the lot shall be landscaped.

## PLAN COMMISSION CHECKLIST

Objective	Criteria		Notes
<b>1. Goal: Context</b>	a. Neighbor	i.	
		ii.	
		iii.	
		iv.	
	b. Site	i.	
		ii.	
		iii.	
		iv.	
<b>2. Goal: Public Realm</b>	a. Active Ground Floor	i.	
		ii.	
		iii.	
		iv.	
	b. Build for People	i.	
		ii.	
		iii.	
		iv.	
	c. Mitigate Impacts	i.	
		ii.	
		iii.	
		iv.	
<b>3. Goal: Quality</b>	a. Building	i.	
		ii.	
		iii.	
		iv.	
	b. Environment	i.	
		ii.	
		iii.	
		iv.	

The “Technical Standards” are a list of specific standards that must be met for different uses.

The final section includes the “Plan Commission Checklist,” which staff will use to share an assessment of how a given project meets the guidelines with the Plan Commission.

**Guidelines**

Please review the proposed guideline document.

**Recommendation:** Recommend approval of the resolution to repeal and replace the Planning Department’s Site, Landscaping, and Architectural Plan Design Review Guidelines.

A public hearing will be conducted at a future date yet to be determined. Staff would like the opportunity for Plan Commission and Common Council to review the document and ask any questions.



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, September 28, 2022  
6:00 PM  
City Hall – Room 128**

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

**6. Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Beloit Rd. corridor in alignment with the 2040 Comprehensive Plan.**

**Overview**

This proposal would rezone 65 properties along the W. Beloit Rd. corridor. 61 of these properties are currently “split-zoned” C-2 and RB.

The proposed zoning changes are intended to:

1. Eliminate split zoning (where a single property is in multiple zoning districts) to avoid confusion
2. Align the corridor’s zoning with the 2040 Comprehensive Plan and Future Land Use Map
3. Encourage more organized and consistent development
4. Guide future development towards the City’s vision of a vibrant, active, commercial and residential mixed-use corridor



Most proposed rezonings will change a property’s zoning from “split” (ex: C-2 commercial and RB residential) to the most appropriate district of the two. Properties directly along Beloit Rd will typically be adjusted to solely a commercial district while properties that are not directly along Beloit Rd will typically be adjusted to RB.

**Feedback**

2 mailers were sent to property owners of impacted properties. A public information meeting was held Tuesday, September 13. 2 people attended. A notice of public hearing was also published in the Official City newspaper.

Staff has received general inquiries but no objections to date.

**Recommendation:** Recommend Common Council approval of the ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Beloit Rd. corridor in alignment with the 2040 Comprehensive Plan. Scheduled for October 18, 2022.



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, September 28, 2022**  
**6:00 PM**  
**City Hall – Room 128**

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

**7. Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Lincoln Ave. corridor in alignment with the 2040 Comprehensive Plan.**

**Overview**

This proposal would rezone 64 properties along the W. Lincoln Ave. corridor. 62 of these properties are currently “split-zoned” C-2 and RB.

The proposed zoning changes are intended to:

1. Eliminate split zoning (where a single property is in multiple zoning districts) to avoid confusion
2. Align the corridor’s zoning with the 2040 Comprehensive Plan and Future Land Use Map
3. Encourage more organized and consistent development
4. Guide future development towards the City’s vision of a vibrant, active, commercial and residential mixed-use corridor

Most proposed rezonings will change a property’s zoning from “split” (ex: C-2 commercial and RB residential) to the most appropriate district of the two. Properties directly along Lincoln Ave will typically be adjusted to solely a commercial district while properties that are not directly along Lincoln Ave will typically be adjusted to RB.

**Feedback**

A mailer was sent to property owners of impacted properties. A public information meeting was held Tuesday, September 13. 2 people attended. A notice of public hearing was also published in the Official City newspaper.

Staff has received general inquiries, and one request to maintain status quo for a property that is not split zoned, but otherwise no objections to date.

**Recommendation:** Recommend Common Council approval of the ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Lincoln Ave. corridor in alignment with the 2040 Comprehensive Plan. Scheduled for October 18, 2022.