



City of West Allis

Meeting Agenda

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, July 27, 2022

6:00 PM

City Hall, Common Council Chambers
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF MINUTES

1. [22-0395](#) June 22, 2022 Draft Minutes

Attachments: [June 22, 2022 \(draft minutes\)](#)

D. NEW AND PREVIOUS MATTERS

- 2A. [22-0399](#) Conditional Use Permit for AS Towing LLC, a proposed Light Motor Vehicle Service use, to be located at 5225 W. Electric Ave.

Attachments: [\(CUP-SLA\) - 5225 W Electric Ave - AS Towing LLC](#)

- 2B. [22-0400](#) Site, Landscaping and Architectural Plans for AS Towing LLC, a proposed Light Motor Vehicle Service use, to be located at 5225 W. Electric Ave., submitted by Alejandra Sosa, d/b/a AS Towing LLC. (Tax Key No. 474-0009-000)

3. [22-0401](#) Site, Landscaping and Architectural Plans for L&W Supply, an existing light industrial warehousing and storage use, located at 1707 S. 101 St., submitted by Lisa Van Handel, d/b/a Corporate Contractors Inc. (Tax Key No. 449-9999-006)

Attachments: [\(SLA\) - 1707 S 101 St - L&W Supply](#)

4. [22-0402](#) Site, Landscaping and Architectural Plans for 6500 Bar & Grill, a proposed tavern, to be located at 6500 W. Greenfield Ave., submitted by James Hoerig, d/b/a 6500 Bar & Grill. (Tax Key No. 439-0148-000)

Attachments: [\(SLA\) - 6500 W Greenfield Ave - 6500 Bar & Grill](#)

5. [22-0403](#) Signage Plan for Crawdaddy's, an existing restaurant, located at 9427 W. Greenfield Ave., submitted by Troy Meyer, d/b/a Crawdaddy's. (Tax Key No. 450-0022-001)

Attachments: [SIGN - 9427 W Greenfield Ave - Crawdaddys](#)

6. [22-0404](#) Signage Plan for 2 Brothers-in-law Vintage, an existing neighborhood retail use, located at 7332 W. Becher St., submitted by Ed Check, d/b/a 2 Brothers-in-law Vintage. (Tax Key No. 476-0337-001)
Attachments: [SIGN - 7332 W Becher St - 2 Brothers-in-law Vintage](#)
7. [22-0405](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Becher St. corridor in alignment with the 2040 Comprehensive Plan.
Attachments: [ORD - Becher St Rezonings](#)
8. [22-0406](#) Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. National Ave. corridor in alignment with the 2040 Comprehensive Plan.
Attachments: [ORD - National Ave Rezonings](#)
9. [22-0407](#) Discussion regarding Design Review Guidelines
10. [22-0408](#) Plan Commission project tracking updates

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

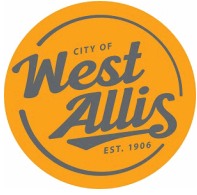
The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

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, June 22, 2022

6:00 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

B. ROLL CALL

Present 6 - Wayne Clark, Brian Frank, Rossi Manka, Eric Torkelson, Jessica Katzenmeyer, and Kathleen Dagenhardt

Excused 3 - Dan Devine, Brandon Reinke (PC Alternate), and David Raschka

Others Attending

Ald. Roadt, Reina Takamura-Kohl, John Gall-Garc, Gabriela Perez Ignacio, Tim Kabara, Maplegrove, Ben Vogelander, Mike Colton, Luis Barahena

Staff

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

C. APPROVAL OF MINUTES

1. [22-0337](#) May 25, 2022 Draft Minutes

Attachments: [May 25, 2022 Draft Minutes](#)

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

D. NEW AND PREVIOUS MATTERS

- S1 [22-0356](#) Revised Site, Landscaping and Architectural Plans for The Deco, a proposed event space, to be located at 7140 W. Greenfield Ave., submitted by Rich Pipek, d/b/a The Deco (Tax Key No. 440-0310-000).

Attachments: [\(SUP-SLA\) - 7140 W Greenfield Ave - The Deco revised plans](#)

Steve Schaer presented.

Recommendation: Approval of the revised architectural (brick restoration) option or the porcelain tile option (as approved at the April 27 Plan Commission meeting) for the Deco, a proposed event space located at 7140 W. Greenfield, Ave. subject to applicable building permits.

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

2. [22-0340](#) Site, Landscaping and Architectural Plans for Dollar General, an existing General Retail use, located at 1715 S. 76 St., submitted by Ben Voigtlander, d/b/a Kahl LLC. (Tax Key No. 453-0433-002)

Attachments: [\(SLA\) 1715 S 76 St - Dollar General Building](#)

Zac Roder presented.

Discussion ensued with the applicant and questions were answered by staff.

Recommendation: Deny the Site, Landscaping and Architectural Plans for Dollar General, an existing General Retail use, located at 1715 S. 76 St., submitted by Ben Voigtlander, d/b/a Kahll LLC. (Tax Key No. 453-0433-002). The applicant has the option to appeal the Planning Commission decision to the Common Council.

Torkelson moved to deny this matter, Katzenmeyer seconded, motion carried.

3. [22-0341](#)

Certified Survey Map to combine the existing parcels located at 8404 W. Greenfield Ave. and 1359 S. 84 St. into 1 parcel, submitted by Gurinder Nagra, d/b/a SF Petro Mart, Inc. (Tax Key Nos. 442-0635-000 and 442-0604-000)

Attachments: [CSM - 8404 W Greenfield Ave- SF Petro Mart](#)

Steve Schaer presented.

Recommendation: Common Council approval of the Certified Survey Map to combine the existing parcels located at 8404 W. Greenfield Ave. and 1359 S. 84 St. into 1 parcel, submitted by Gurinder Nagra d/b/a State Fair Petro Mart, Inc. (Tax Key Nos. 442-0635-000 and 442-0604-000).

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

4. [22-0342](#)

Site, Landscaping, and Architectural Plan amendment for Cleveland Liquor, an existing liquor store located at 9131 W. Cleveland Ave. submitted by Hemant Khultan d/b/a Cleveland Liquor. (Tax Key 517-0184-000).

Attachments: [\(SLA\) 9131 W Cleveland Ave - Cleveland Liquor](#)

Steve Schaer presented. The Plan Commission indicated that the new material is not in keeping with the other siding materials on the building and since code enforcement indicated that it's not installed property shall be removed.

Katzenmeyer moved to deny this matter on the basis that the new metal siding material installed on the north elevation is contrary to the original design intent (another material on the building) and installed incorrectly per code enforcement department, Manka seconded, motion carried.

5. [22-0343](#)

Ordinance to amend section 19.01, the Official West Allis Zoning Map, for property located at 1455 S. 97 St. (tax key no. 450-9968-003).

Attachments: [\(ORD\) - 1455 S 97 St - Maplegrove Treatment Center](#)

Zac Roder presented.

Recommendation: Recommend Common Council approval of the Ordinance to amend section 19.01, the Official West Allis Zoning Map, for property located at 1455 S. 97 St. (Tax key no. 450-9968-003). Public hearing being scheduled for July 12, 2022.

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

6. [22-0344](#) Signage Plan appeal for a new freestanding sign at Taqueria El Toro located at 8322 W. Lincoln Ave. (Tax Key No. 477-0660-000).

Attachments: [\(SIGN\) 8322 W Lincoln Ave - Tacqueria El Toro](#)

Steve Schaer presented.

Recommendation: Approval of a new freestanding sign at Taqueria El Toro located at 8322 W. Lincoln Ave., subject to the following conditions:

(Items 1-2 below are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping and Signage Plan being submitted to and approved by the Planning Office to show the following: (a) site/landscaping plan to show specific sign location, height, landscaping and meet the sign ordinance requirements and approval of City Engineering; (b) internally illuminated sign - sign faces being opaque in accordance with signage ordinance, (c) masonry base details and dimensions. Contact Steve Schaer at 414-302-8466 or planning@westalliswi.gov <<mailto:planning@westalliswi.gov>> with further questions.

2. Driveway permit being applied for with the city to close the W. Lincoln Ave. driveway nearest intersection

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

7. [22-0345](#) Discussion regarding eliminating split-zoned properties

Zac Roder presented.

This matter was Discussed.

8. [22-0346](#) Plan Commission project tracking update

Zac Roder presented.

This matter was Discussed.

E. ADJOURNMENT

There being no other business, a motion was made by Jessica Katzenmeyer and seconded by Brian Frank to adjourn at 6:47pm.

The motion carried unanimously.



All meetings of the {bdName} 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.

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STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 27, 2022
6:00 PM
City Hall – Common Council Chambers

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

- 2A. Conditional Use Permit for AS Towing LLC, a proposed Light Motor Vehicle Service use, to be located at 5225 W. Electric Ave.**
- 2B. Site, Landscaping and Architectural Plans for AS Towing LLC, a proposed Light Motor Vehicle Service use, to be located at 5225 W. Electric Ave., submitted by Alejandra Sosa, d/b/a AS Towing LLC. (Tax Key No. 474-0009-000)**

Overview and Zoning

The property owner of 5225 W. Electric Ave. is proposing to open a towing and auto repair business, AS Towing LLC, within their existing 7,600 SF industrial building. The building is currently home to 2 associated tenants, a towing business and an auto repair shop, which would continue to operate at the site.

The property is zoned M-1. Light Motor Vehicle Service is a Conditional Use in this zoning district.

The applicant is not proposing any changes to the site. AS Towing LLC will primarily function as a towing operation but will also service vehicles on site. 3 tow trucks will be stored on site and the owner expects to service 3 vehicles at any given time.

Proposed hours of operation are:
Monday - Sunday: 8:00 am – 7:00 pm



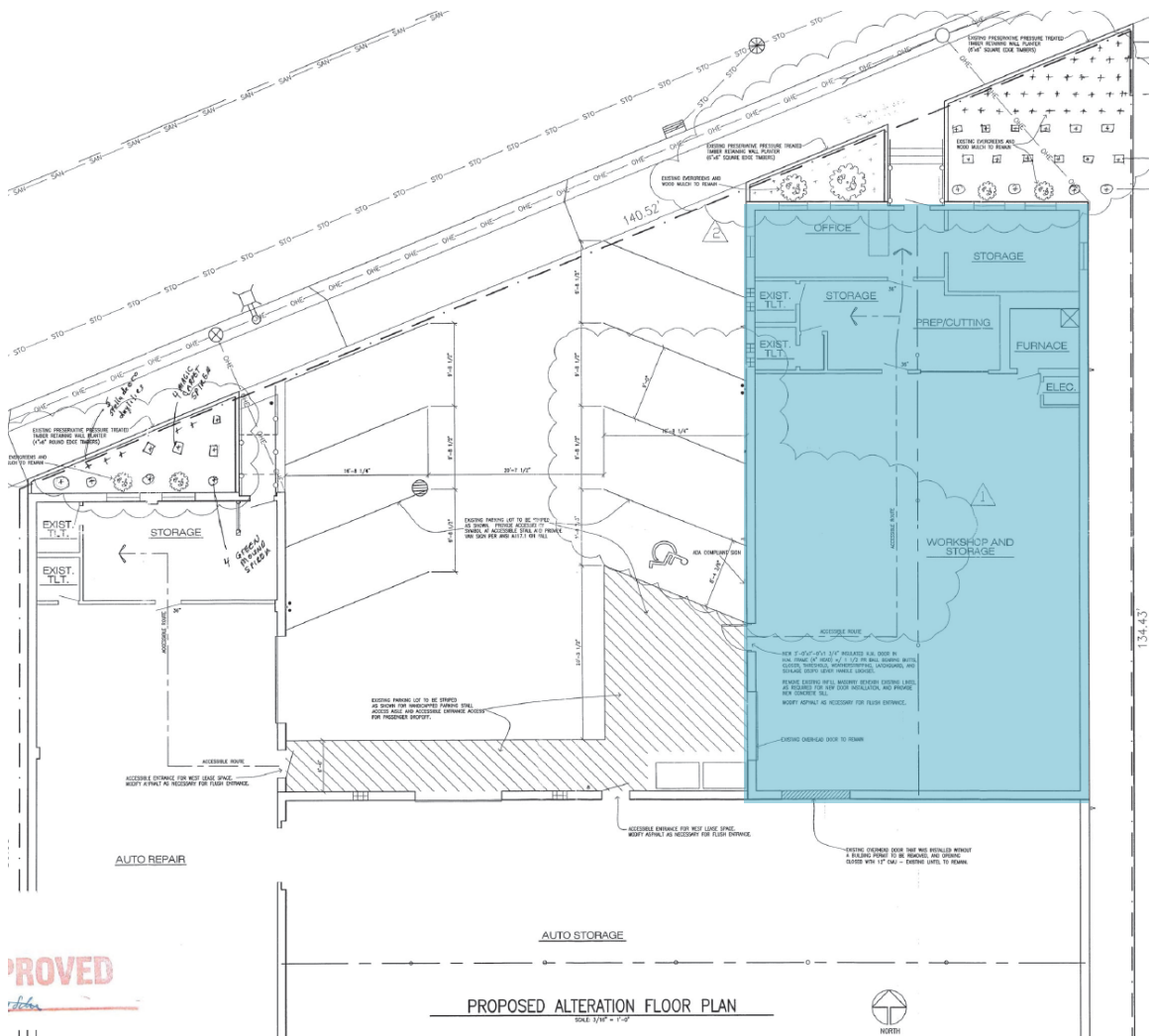
Site and Landscaping Plan

The applicant does not propose any significant changes to the site's existing layout.

The proposed user will operate in the building's Eastern tenant space. The existing businesses operate from the Western and Southern portions of the building. The tenants will share a single driveway and 7 vehicle parking stalls (including 1 ADA stall). Each tenant has their own vehicle entry door into their portion of the building.

The site's planter beds were in poor condition but were recently weeded and replanted by the property owner.

Staff does not recommend requiring a surety bond for this project.



Site Conditions

Upon the initial submission of the application, staff made several visits to the site. At the time, the site was being used by the existing businesses in a manner that exceeded the site’s designed capacity.

The parking lot was consistently filled with more vehicles than it is designed for. The parking lot includes 7 stalls (including 1 ADA stall), but repeated visits showed that additional vehicles are being stored in the parking lot. The ADA stall is also being improperly blocked, and the vehicle pathways into garages are impeded by tow trucks and their attached vehicles. On one occasion, it appeared work on a vehicle was occurring outdoors.



The existing business was operating in violation of its Conditional Use Permit, which requires all vehicles be stored within the building, the parking lot solely be used for employee and customer parking, and no repair vehicles shall be parked in the City right-of-way.

Site Improvements

Staff held the item from June’s Plan Commission agenda and worked with the property owner to address the issues at the site. The property owner was very receptive, and wanted to make any changes necessary to ensure their new business could move in.

To address the root cause of the problem, the property owner agreed to store the vehicles that are not currently being serviced at a different property. This would resolve overcrowding on the site and the violations of the existing business’ permit.

The property owner is now renting space at a lot in Milwaukee (6683 N 40th St) to store vehicles. The businesses will transport vehicles for service to this site as needed. The parking lot will solely be used to store employee and company vehicles. Staff made visits to the site and confirmed it was in manageable, improved condition.



Recommendation: Approve the Site, Landscaping and Architectural Plans for AS Towing LLC, a proposed Light Motor Vehicle Service use, to be located at 5225 W. Electric Ave., submitted by Alejandra Sosa, d/b/a AS Towing LLC. (Tax Key No. 474-0009-000) subject to the following conditions:

(Items 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. Common Council approval of the Conditional Use Permit.
2. Revised site plan being submitted to the Planning and Zoning Office to indicate the following notes: (a) the number of vehicles on site shall be equal to the number of off-street parking stalls in accordance with the approved site plan. (b) overnight company tow vehicle off-street parking spaces shall be indicated on plan and a clear access path/lane shall be maintained from the street to the overhead bay doors (c) an agreement from the property owner acknowledging that long term outdoor vehicle staging/storage shall be conducted at an alternate location/property in the City of Milwaukee (d) service and/or repair work shall be conducted indoors and not may be conducted within the public right-of-way, or outside of the building/approved repair bay areas, (e) overhead bay doors being kept closed during operation to minimize noise.
3. Sidewalk Repair. The grant of this special use is subject to compliance with Policy No. 2806 of the Revised Municipal Code relative to the City's sidewalk improvement policy as it relates to damaged, (if any) abutting sidewalk.



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3. **Site, Landscaping and Architectural Plans for L&W Supply, an existing light industrial warehousing and storage use, located at 1707 S. 101 St., submitted by Lisa Van Handel, d/b/a Corporate Contractors Inc. (Tax Key No. 449-9999-006)**

Overview and Zoning

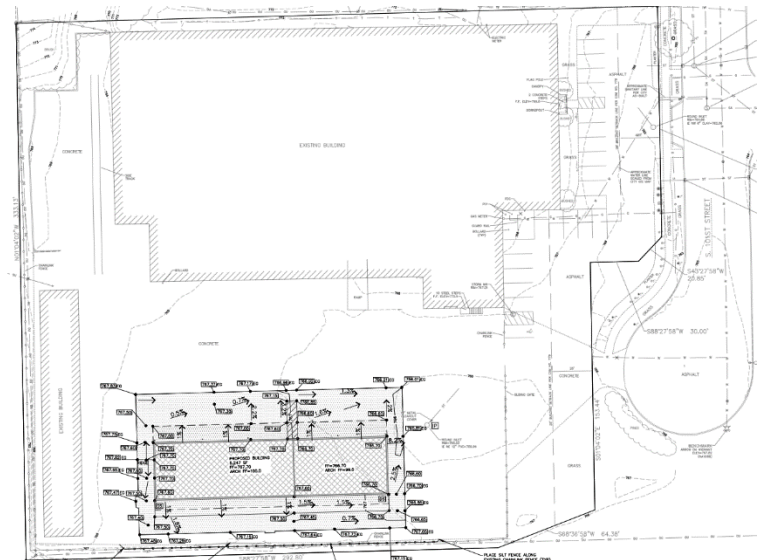
Corporate Contractors Inc. (CCI) is proposing to add a new metal storage shed at the existing L&W Supply property. The proposed accessory structure will be used to store materials on site.

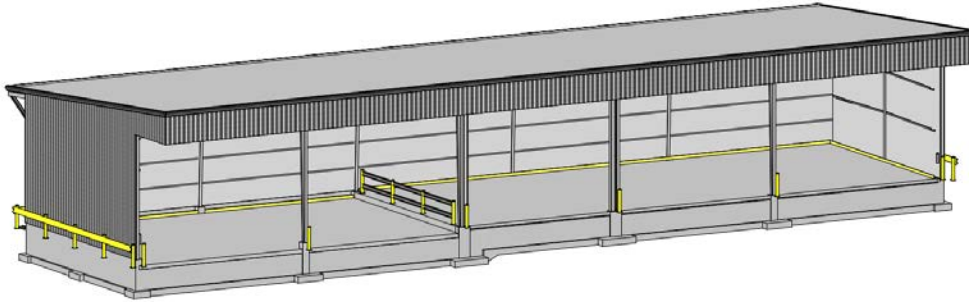
The property is zoned M-1. Building materials distribution is considered a Light Industrial use, a permitted limited use in the M-1 district.



Site Plan

The proposed 5,427 SF storage shed will be located along the southern side of the property, replacing a portion of a paved surface.

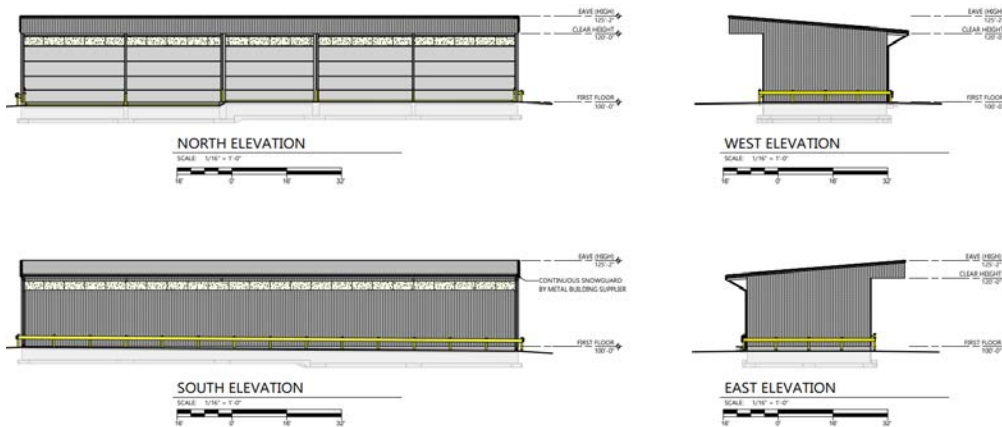




Architectural Plan

The proposed storage shed will be a 3-sided structure, opening towards the North. This will face inwards to the center of the lot and the principal building. The interior will be open, except for a dividing railing where the floor height changes 1’.

The building will be primarily gray, corrugated metal panels. Translucent wall panels near the top of the Southern wall will allow southern light into the structure. Steel framing, trim, and yellow safety features will also be visible. The structure type and design match the existing storage shed along the Western edge of the property.



Recommendation: Approve the Site, Landscaping and Architectural Plans for L&W Supply, an existing light industrial warehousing and storage use, located at 1707 S. 101 St., submitted by Lisa Van Handel, d/b/a Corporate Contractors Inc. (Tax Key No. 449-9999-006) subject to the following conditions:

(Items 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. Maintenance of existing landscaping in accordance with the approved plan.



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 27, 2022
6:00 PM
City Hall – Common Council Chambers

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4. **Site, Landscaping and Architectural Plans for 6500 Bar & Grill, a proposed tavern, to be located at 6500 W. Greenfield Ave., submitted by James Hoerig, d/b/a 6500 Bar & Grill. (Tax Key No. 439-0148-000)**



This was formerly Scotty's Perfect Timing tavern, and the property has been vacant for over 5 years.

Mr. Montrell Morris has purchased the building and submitted a plan to renovate the building internally, for a bar and grill and second floor office space.

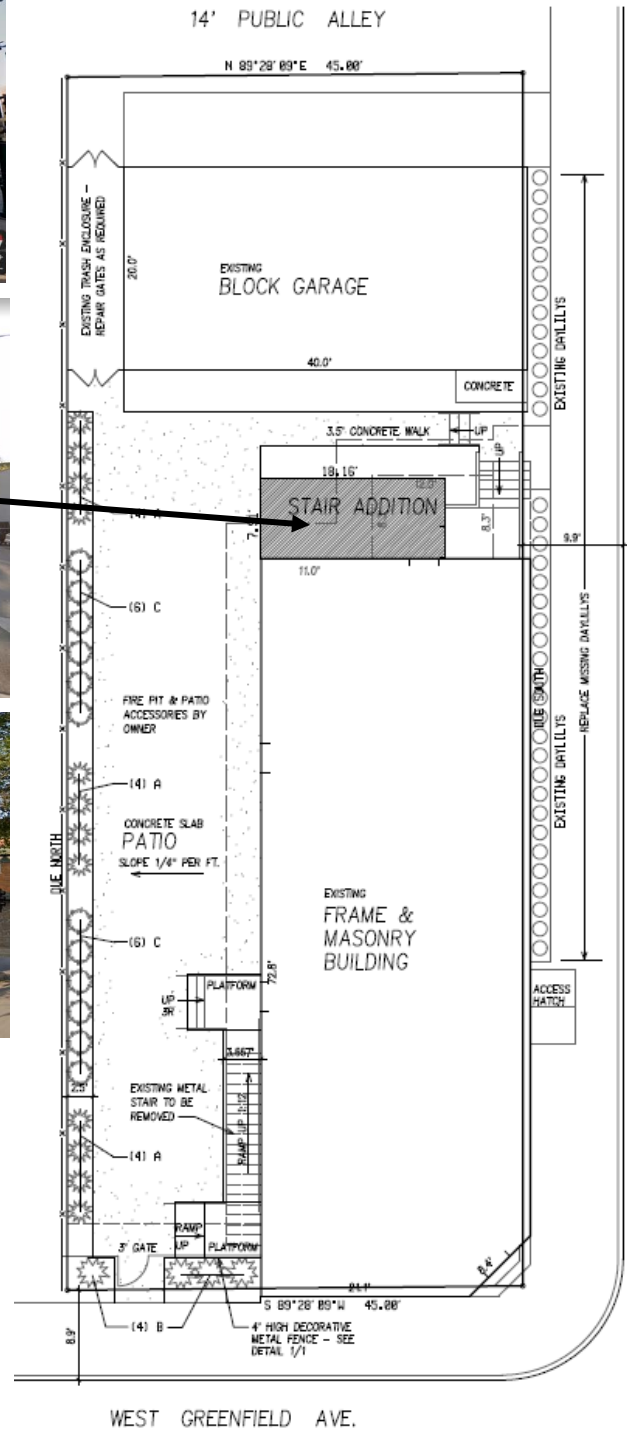
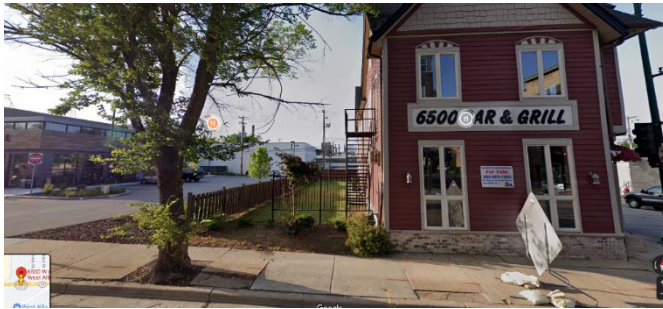
The use of the building for a tavern and office space is a permitted use in the C-3, Community Commercial zoning district.

The 1st floor will be a bar facility that serves food. The floor plans show 58 seats at tables and another 12 seats at a bar. The application indicates a posted seating capacity of 99 persons. The facility will have 5 employees. The hours of operation will be: - Monday - Saturday: 11 am to 2am - Sunday: 11 am to 9pm

The 2nd floor will be an office lease space with an anticipated capacity of 12 persons.



Exterior building alterations are proposed on the north side of the building with a small, enclosed staircase addition. The exterior of the addition will match the existing building in materials and color. On the west side of the building, an area is shown for an outdoor patio.



Recommended that the applicant submit a menu and share more information on the business operations including a construction/implementation schedule as these will be questions the Common Council license and Health Committee will ask in their consideration of a [liquor license](#).

- A liquor license and outdoor extension of premise should be applied for the proposed use and any proposed accessory outdoor extension of premise (patio/dining area).

All licensing would come before the Common Council/License and Health Committee for consideration for both the tavern inside and any planned outdoor extension of licensed premise.

Before opening for business, permits would need final inspections and a [business occupancy permit](#) would be issued.

Architectural and Site Plans

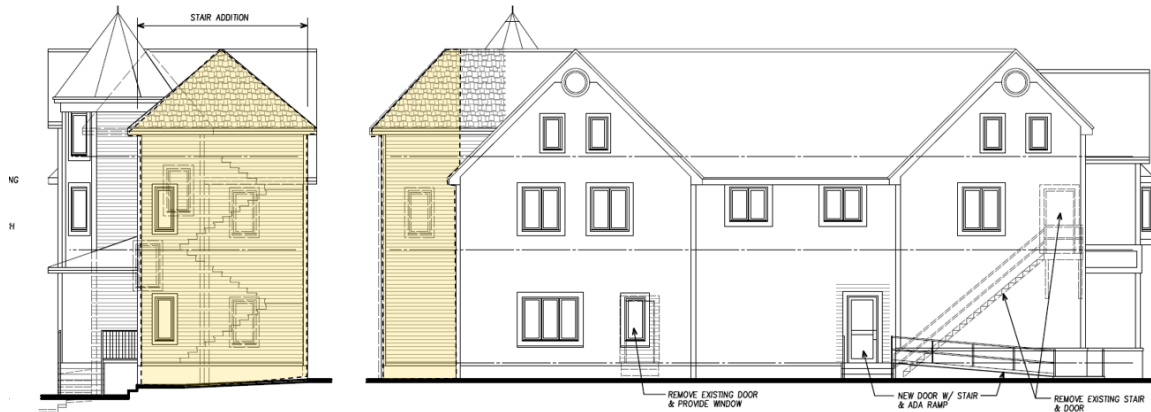
An existing enclosed staircase will be removed from the north side of the building and a new and larger enclosed staircase will be built in place on the north side of the building (highlighted below). New lap siding, to match existing, will be used for the new enclosed staircase on the north side of the building.



south elevation

east elevation

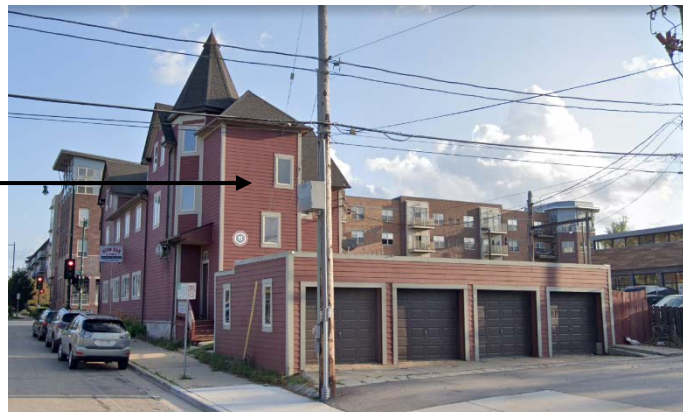
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north elevation

west elevation

View from S. 65 St. looking south toward the back of the 6500 W. Greenfield Ave building. The existing enclosed staircase will be removed.



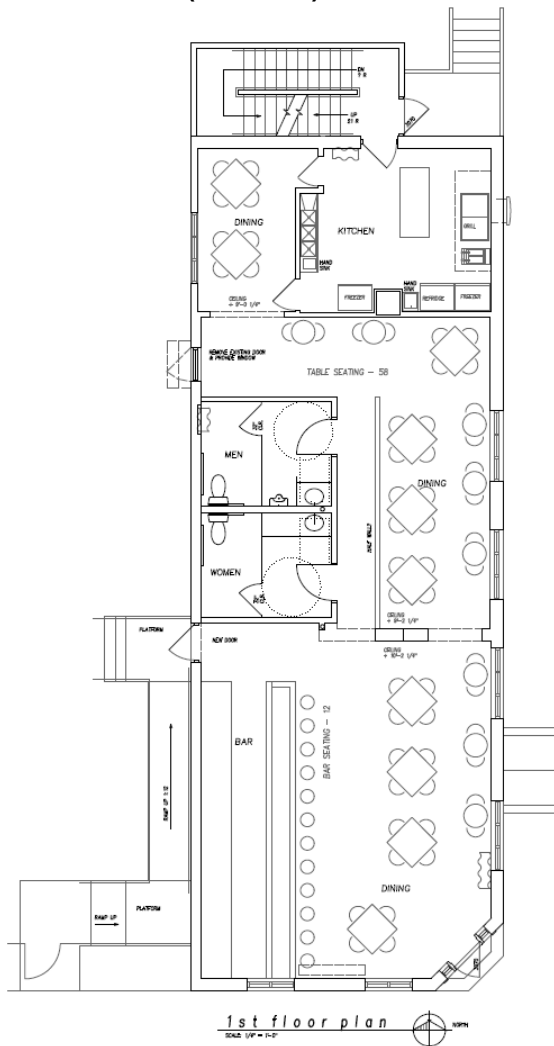
On the west side of the building, an existing metal staircase on the exterior of the building will be removed along with an existing door way at grade. A new door way with stair and ADA ramp will be added for access between the indoor area and the patio.

Site/ Landscaping - Proposed site and landscaping improvements include adding new landscaping along the west side of the property consisting of Karl Forester perennial grasses and hydrangea in accordance with the City Forester's recommendation. The proposed outdoor patio area will be enclosed within a fenced area consisting of a wood fence on the west (Cousin's restaurant fence), and a new metal decorative fence being installed along W. Greenfield Ave. The rear of the yard area is enclosed by an existing refuse enclosure and 3-car garage.

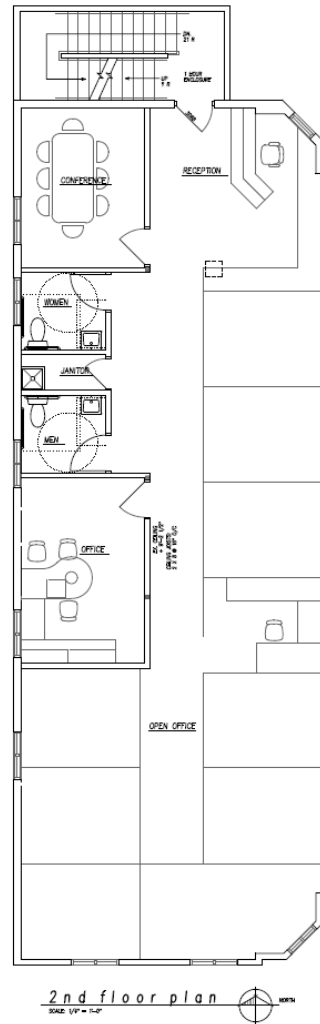
The overall outdoor yard area is about 17-ft wide x 90-ft long. The patio area would be serviced by a new door being added on the west elevation. The plans show the west yard area being paved with concrete, Staff is requesting more information if the overall area would be used for outdoor dining.

- Staff is recommending a revised plan to show more detail and the extent of outdoor patio area on the west side of the building.

Floor Plan Bar (first floor)



Floor Plan Office (second floor)



Recommendation: Approval of the Site, Landscaping and Architectural Plans for 6500 Bar & Grill, a proposed tavern, to be located at 6500 W. Greenfield Ave., submitted by James Hoerig, d/b/a 6500 Bar & Grill. (Tax Key No. 439-0148-000), subject to the following conditions:

(Items 1 through 4 are required to be satisfied prior to the grant of licensing and issuance of permits associated with the proposed work as reviewed by Plan Commission. Contractors applying for permits should be advised accordingly).

1. Apply for a [liquor license](#). Include an operational description of the business include a food menu and description of the construction/implementation schedule for opening the business.
2. Revised Site, Landscaping, Screening and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a) show the extent and details of the outdoor patio area on the west side of the building; (b) the plans show a decorative entrance canopy over the SE entry door. Details of this alteration are needed if it's proposed, (d) any maintenance repairs to the garage and refuse area to be noted on plans. Contact Steven Schaer, Manager of Planning and Zoning at 414-302-8466 with further questions.
3. A signage and lighting plan being submitted to and approved by the Planning office.
4. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 27, 2022, 6:00 PM
Common Council Chambers – City Hall – 7525 W. Greenfield Ave.

5. Signage Plan for Crawdaddy's, an existing restaurant, located at 9427 W. Greenfield Ave., submitted by Troy Meyer, d/b/a Crawdaddy's. (Tax Key No. 450-0022-001)

Overview

Troy Meyer, the proprietor of Crawdaddy's on Greenfield, is applying for a Sign Plan Appeal to allow for a mural display on the north side of the building. If approved, Mr. Meyer would hire an artist by the name of Fred Kaems, he is very well known in the mural community, and the estimated cost of the mural is \$9,200.00.

The north wall of the building is masonry consisting of a fluted split faced block and aggregate masonry paneling. A 5-ft wide metal fascia caps the north elevation and would be repainted. Because the existing exterior surface alternates and consists of different materials, it would be difficult to paint a mural upon. The artist is planning using a wood board upon which to paint the mural, and then apply to the north wall.

The following specifications are provided by the applicant: Crawdaddies mural structure installation all wood used in the mural support structure will be UC4A Pressure-Treated 2x6s.

All wood fasteners will be GRK #9 R4s with are AC-257 approval for use with UC3/UC4 treated wood designations. Angle Brackets connecting the wood frame to the cementitious wall are 50 ct. Simpson Strong Tie ML24Z which are ASME approved for use with UC3/UC4 designations Concrete Fasteners will be ¼" diameter Tapcon Anchors. 2.5" long. Approx 100 will be used to secure the mural support structure to the cementitious wall. Tapcons are designed to be used in concrete and are coated to resist corrosion. Each fastener has ability to resist shear of 1,670 lbs, and tension of 2,020 lbs. The wooden support structure will bear on the concrete, so the positive connection is holding the wooden support structure to the cementitious wall, but not carrying the weight of the wooden support structure



Plan Commission decision

The basis for the appeal is that the applicant believes the proposed signage meets the criteria of the Sign Code's Creative Sign section – 13.21(24). Plan Commission consideration required.



Creative Sign Requirements

The "Design Quality" criteria of the Creative Sign section requires that signs shall:

13.21(24)(c)1

- a. Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area.
- b. Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit.
- c. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.

Additionally, the "Contextual" criteria requires at least that the sign shall contain:

13.21(24)(c)2d – Inventive representation of the use, name or logo of the structure or business.

And, the "Architectural" criteria in 13.21(24)(c)3 states that the sign shall utilize and/or enhance the architectural elements of the building and be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features/details of the façade.

Based on the proposed design in relation to the above criteria, staff is in agreement with the applicant that these requirements have been met and believes a Creative Sign Plan should be approved. The sign features a creative way of advertising the business, provides a positive visual impact to the surrounding area and is located on a side wall so as to not cover architectural features of the building.



For reference, in 2020 the Plan Commission approved the following mural on the east wall of the building.



Recommendation: Recommend approval of the Signage Plan for Crawdaddy's, an existing restaurant, located at 9427 W. Greenfield Ave., submitted by Troy Meyer, d/b/a Crawdaddy's. (Tax Key No. 450-0022-001), based on the sign's positive visual impact, unique design and imagination, strong graphic character, inventive representation of the business and logical placement, which comprehensively satisfy the requirements of the City's Sign Code Creative Sign Subsection.

As a condition of approval, staff recommends the following deliverables be submitted:

1. Signage permit - <https://www.westalliswi.gov/348/Sign-Review-Approval>
2. Floor plan and cross-section elevation with the specific anchoring system being included on in plans.



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 27, 2022
6:00 PM
City Hall – Common Council Chambers**

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

- 6. Signage Plan for 2 Brothers-in-law Vintage, an existing neighborhood retail use, located at 7332 W. Becher St., submitted by Ed Check, d/b/a 2 Brothers-in-law Vintage. (Tax Key No. 476-0337-001)**

Overview & Zoning

2 Brothers-in-Law Vintage is an existing neighborhood retail business. The property is zoned C-2.

To enhance their property, the applicant is proposing a painted wall sign. The applicant was advised to apply for a sign plan appeal and sign permit concurrently.

Sign Plan Appeal

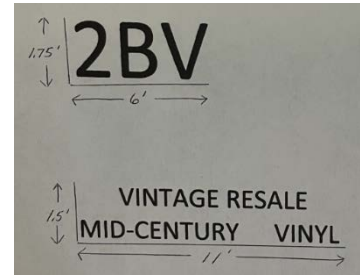
Under the Sign Code, the property is permitted up to two wall signs totaling no more than 43.2 square feet of wall signage. The business owner is proposing to install 2 wall signs, totaling 27 square feet of area. The signs would be painted directly onto the façade. Because painted wall signage is not something that staff may approve administratively under the sign code, the applicant is requesting a sign plan appeal to allow this painted wall sign under the Sign Code's Creative Sign subsection. The creative sign section grants businesses the opportunity to present their proposal before Plan Commission.

Creative Signs Criteria

The Creative Sign subsection was created to "establish standards and procedures for the design, review and approval of creative signs" that do not otherwise conform to the existing code. The Plan Commission has the authority to approve creative signs.



In order to qualify as a creative sign, “the sign shall: (a) Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area. (b) Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit. (c) Provide strong graphic character through the imaginative use of graphics, color, texture, quality material, scale and proportion.”



The sign shall also conform to contextual criteria by including “one of the following elements: (a) Classic historic design style. (b) Creative image reflecting the current or historic character of the City. (c) Symbols or imagery relating to the entertainment or design industry. (d) Inventive representation of the use, name or logo of the structure or business.”

Staff finds the painted wall sign to be in alignment with the Creative Signs criteria. The design constitutes an aesthetic improvement to the site and positively impacts the surrounding area by contributing to a clean, unique visual appearance of the storefront and is an inventive representation of the business. The design complements the building by continuing the existing black accent color and uses a smooth, modern font to a positive effect. The signage is well placed and scaled for the building.

Recommendation: Recommend approval of the Signage Plan for 2 Brothers-in-law Vintage, an existing neighborhood retail use, located at 7332 W. Becher St., submitted by Ed Check, d/b/a 2 Brothers-in-law Vintage. (Tax Key No. 476-0337-001)



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

Overview

This proposal would rezone 95 properties along the W. Becher St. corridor. 85 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 Becher St will typically be adjusted to solely a commercial district while properties that are not directly along Becher St will typically be adjusted to a residential-only district.

Feedback

Two (2) mailers were sent to property owners of impacted properties. A public information meeting was held Wednesday, July 6. Seven (7) people attended. The notice of public hearing was also published in the Official City newspaper.

Staff has received general inquiries, and one request to maintain status quo, but otherwise no objections to date.

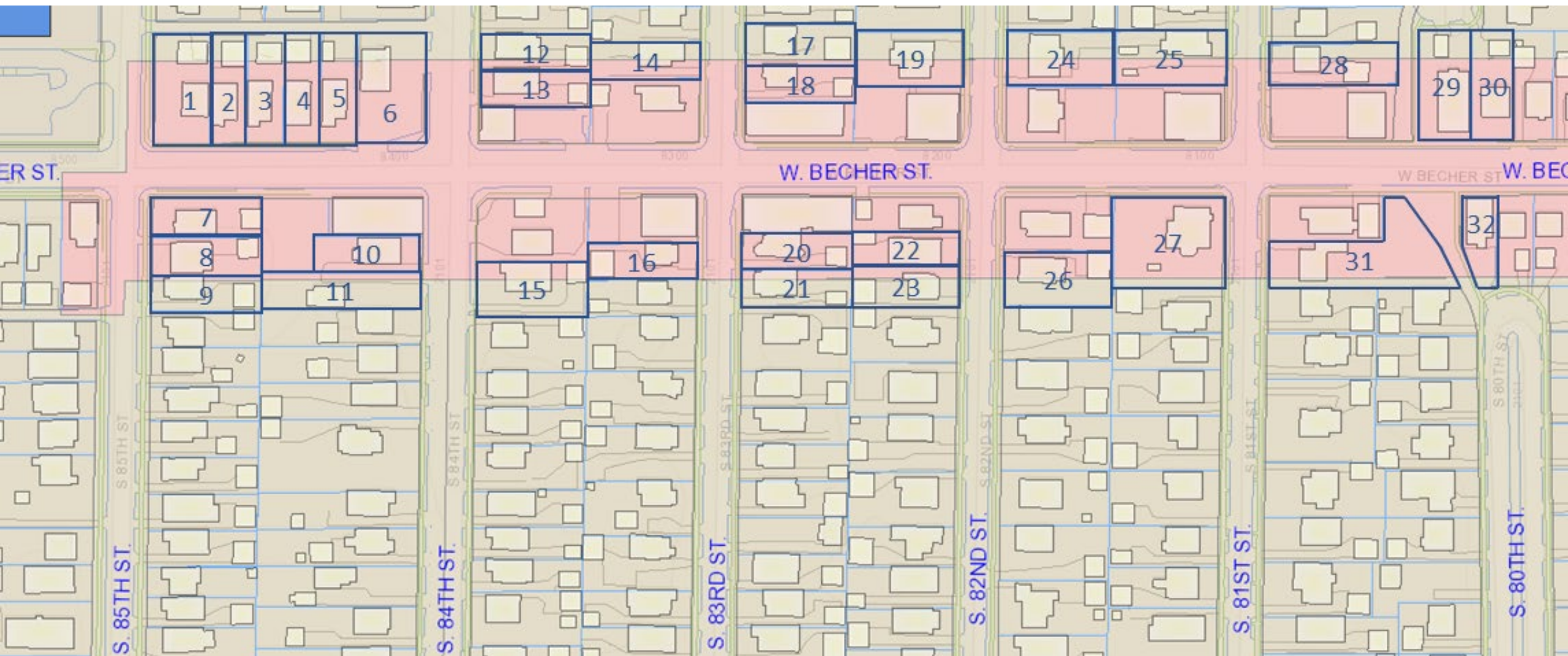
Recommendation: Recommend approval of the ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. Becher St. corridor in alignment with the 2040 Comprehensive Plan.

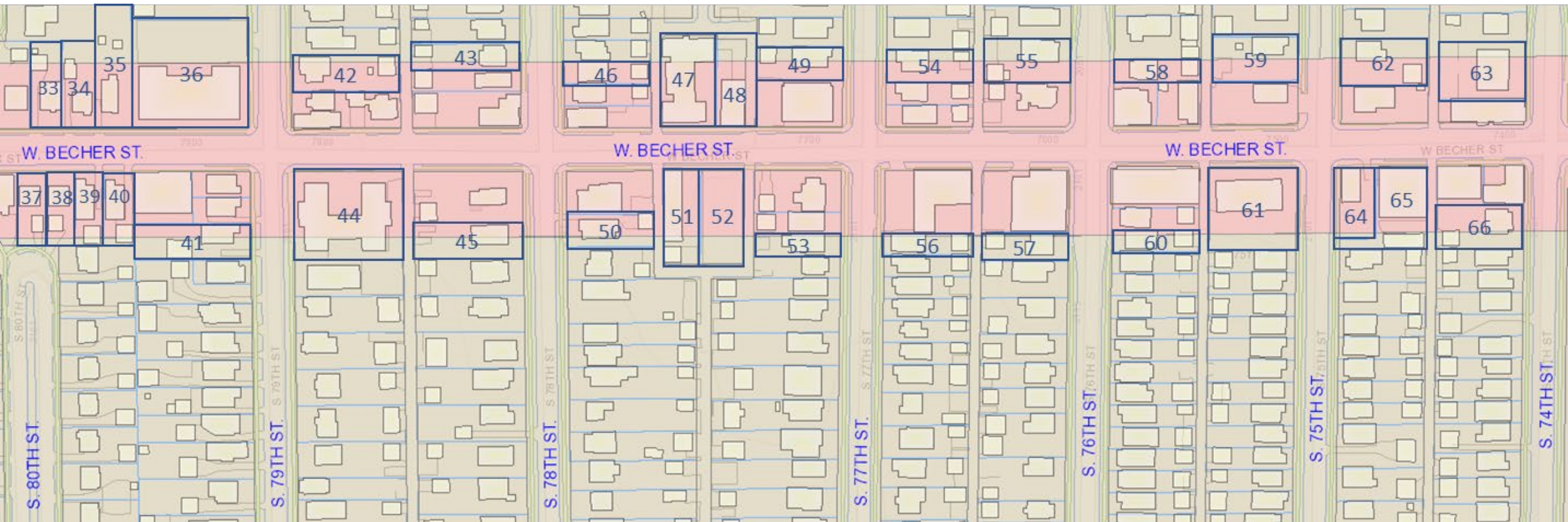
Becher St Corridor Rezoning

MapID	Address	Taxkey	Existing Zoning	Proposed Zoning
1	8432 W Becher St	478-0015-000	C-2, RB	RB
2	8428 W Becher St	478-0014-000	C-2, RB	RB
3	8422-24 W Becher St	478-0013-000	C-2, RB	RB
4	8418 W Becher St	478-0012-000	C-2, RB	RB
5	8410-12 W Becher St	478-0011-000	C-2, RB	RB
6	8400 W Becher St	478-0010-001	C-2, RB	C-2
7	2100-02 S 85 St	478-0488-000	C-2	RB
8	2106-08 S 85 St	478-0487-000	C-2	RB
9	2110 S 85 St	478-0486-000	C-2, RB	RB
10	2107-09 S 84 St	478-0454-001	C-2	RB
11	2113 S 84 St	478-0455-000	C-2, RB	RB
12	2064-66 S 84 St	477-0403-000	C-2, RB	RB
13	2070-72 S 84 St	477-0402-000	C-2	RB
14	2067-69 S 83 St	477-0426-000	C-2, RB	RB
15	2110 S 84 St	477-0532-000	C-2, RB	RB
16	2107 S 83 St	477-0500-000	C-2, RB	RB
17	2064 S 83 St	477-0454-000	C-2, RB	RB
18	2068 S 83 St	477-0455-000	C-2	RB
19	2067 S 82 St	477-0325-000	C-2, RB	RB
20	2106 S 83 St	477-0481-000	C-2	RB
21	2110 S 83 St	477-0482-000	C-2, RB	RB
22	2107-09 S 82 St	477-0377-000	C-2	RB
23	2111 S 82 St	477-0378-000	C-2, RB	RB
24	2066 S 82 St	477-0338-000	C-2, RB	RB
25	2065 S 81 St	477-0335-000	C-2, RB	RB
26	2108 S 82 St	477-0374-000	C-2, RB	RB
27	2103 S 81 St	477-0347-001	C-2, RB	C-2
28	2066 S 81 St	477-0279-000	C-2, RB	RB
29	8008 W Becher St	477-0281-000	C-2, RB	C-2
30	8000-02 W Becher St	477-0282-000	C-2, RB	C-2
31	2108 S 81 St	477-0668-000	C-2, RB	RB
32	8003 W Becher St	477-0694-000	C-2, RB	C-2
33	7936-38 W Becher St	477-0283-000	C-2, RB	C-2
34	7930 W Becher St	477-0284-000	C-2, RB	C-2
35	7924 W Becher St	477-0290-000	C-2, RB	C-2
36	7910 W Becher St	477-0236-001	C-2, RB	C-2
37	7941 W Becher St	477-0695-000	C-2, RB	C-2
38	7935 W Becher St	477-0696-000	C-2, RB	C-2
39	7929 W Becher St	477-0697-000	C-2, RB	C-2
40	7925 W Becher St	477-0699-000	C-2, RB	C-2
41	2109 S 79 St	477-0214-000	C-2, RB	RB
42	2066 S 79 St	477-0172-000	C-2, RB	C-2
43	2067-69 S 78 St	477-0176-000	C-2, RB	RB
44	7829-33 W Becher St	477-0190-000	C-2, RB	C-2
45	2111-13 S 78 St	477-0208-000	C-2, RB	C-2

MapID	Address	Taxkey	Existing Zoning	Proposed Zoning
46	2068-70 S 78 St	477-0122-001	C-2, RB	C-2
47	7726 W Becher St	477-0120-000	C-2, RB	C-2
48	7718-22 W Becher St	477-0119-000	C-2, RB	C-2
49	2067-69 S 77 St	477-0117-000	C-2, RB	RB
50	2108 S 78 St	477-0760-000	C-2, RB	C-2
51	7731-33 W Becher St	477-0762-000	C-2, RB	C-2
52	77** W Becher St	477-0763-000	C-2, RB	C-2
53	2113 S 77 St	477-0751-000	C-2, RB	RB
54	2066 S 77 St	477-0090-000	C-2, RB	RB
55	2065-67 S 76 St	477-0086-000	C-2, RB	RB
56	2112 S 77 St	477-0747-000	C-2, RB	RB
57	2113 S 76 St	477-0738-000	C-2, RB	RB
58	2068 S 76 St	476-0396-000	C-2, RB	RB
59	2065 S 75 St	476-0391-001	C-2, RB	RB
60	2112-14 S 76 St	476-0441-001	C-2, RB	RB
61	2101-13 S 75 St	476-0411-001	C-2, RB	C-2
62	2066-68 S 75 St	476-0371-000	C-2, RB	RB
63	2071 S 74 St	476-0367-001	C-2, RB	C-2
64	7429-31 W Becher St	476-0475-001	C-2, RB	C-2
65	7419-25 W Becher St	476-0473-000	C-2, RB	C-2
66	2109 S 74 St	476-0445-000	C-2, RB	C-2
67	2066 S 74 St	476-0336-000	C-2, RB	RB
68	2065-67 S 73 St	476-0340-000	C-2, RB	RB
69	7229 W Becher St/7320 W Grant St	476-0476-000	C-2, RB	RC
70	2068 S 73 St	476-0319-000	C-2, RB	RB
71	2069-71 S 72 St	453-0894-000	C-2, RB	RB
72	2113-15 S 72 St	453-1059-000	C-2, RB	RB
73	2068 S 72 St	453-0913-000	C-2, RB	RB
74	2065 S 71 St	453-0908-000	C-2, RB	RB
75	2069-71 S 71 St	453-0909-000	C-2	RB
76	2108 S 72 St	453-1056-001	C-2	RB
77	2112 S 72 St	453-1055-000	C-2, RB	RB
78	2113 S 71 St	453-1027-000	C-2, RB	RB
79	2070 S 71 ST	453-0942-004	C-2, RB	C-2
80	7006 W Becher St	453-0941-000	C-2, RB	C-2
81	2108-10 S 71 St	453-1022-000	C-2	RB
82	2112 S 71 St	453-1021-000	C-2, RB	RB
83	2111-13 S 70 St	453-0993-000	C-2, RB	RB
84	6926 W Becher St	453-0974-000	C-2, RB	C-2
85	6918-22 W Becher St	476-0086-000	C-2, RB	C-2
86	2069 S 69 St	476-0084-000	C-2, RB	C-2
87	2112 S 70 St	453-0976-001	C-2, RB	RB
88	2109-11 S 69 St	476-0188-000	C-2, RB	RB
89	2064 S 69 St	476-0108-000	C-2, RB	RB
90	2069-71 S 68 St	476-0104-000	C-2, RB	C-2

MapID	Address	Taxkey	Existing Zoning	Proposed Zoning
91	2108-10 S 69 St	476-0185-000	C-2, RB	RB
92	2109 S 68 St	476-0155-000	C-2, RB	RB
93	2113-15 S 68 St	476-0156-000	C-2, RB	RB
94	2068 S 68 St	476-0136-000	C-2, RB	C-2
95	6775 W Becher St	476-0138-001	C-2, RB	C-2







STAFF REPORT
WEST ALLIS PLAN COMMISSION
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8. Ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. National Ave. corridor in alignment with the 2040 Comprehensive Plan.

Overview

This proposal would rezone 91 properties along the W. National Ave. corridor.

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 National Ave will typically be adjusted to solely a commercial district while properties that are not directly along National Ave will typically be adjusted to a residential-only district.

Feedback

Two (2) mailers were sent to property owners of impacted properties. A public information meeting was held Wednesday, July 6. Seven (7) people attended. The notice was also published in the Official City newspaper.

Staff has received no objections to date.

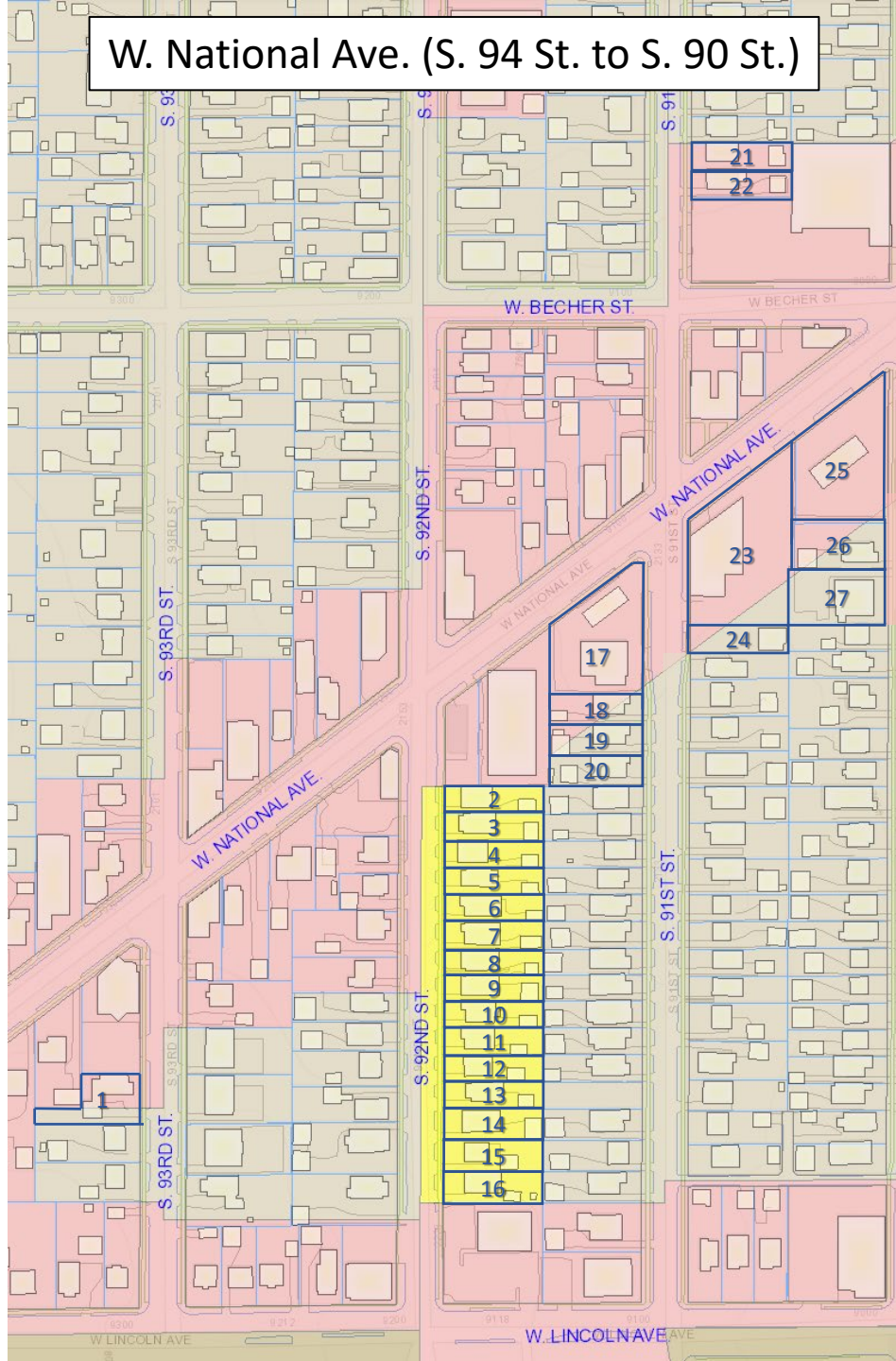
Recommendation: Recommend approval of the ordinance to amend section 19.01, the Official West Allis Zoning Map, for certain properties along the W. National Ave. corridor in alignment with the 2040 Comprehensive Plan.

National Ave Corridor Rezoning

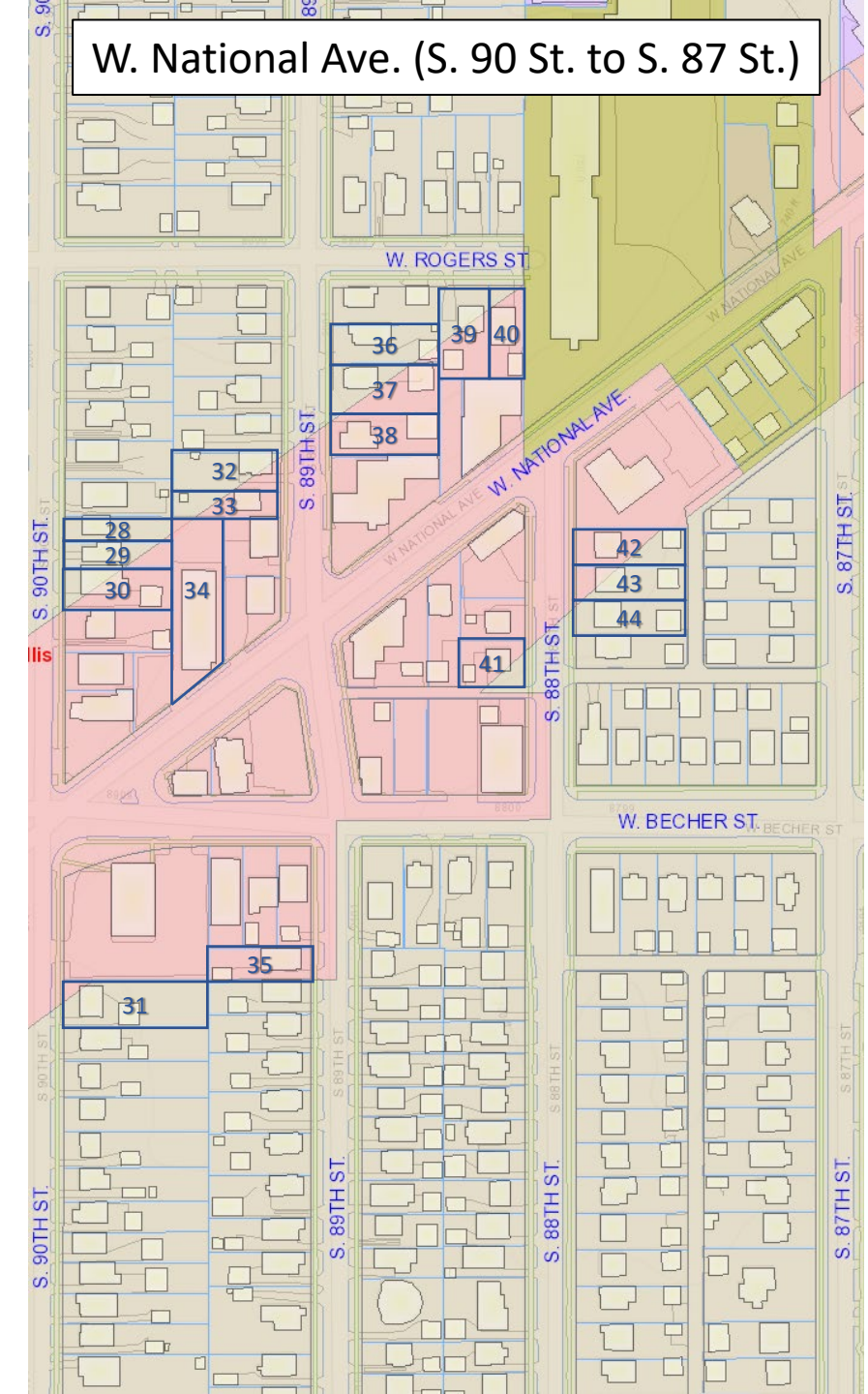
ID	Address	Taxkey	Existing Zoning	Proposed Zoning
1	2197 S 93 St	479-0762-000	C-2, RB	RB
2	2158 S 92 St	479-0840-000	RA-3	RB
3	2162 S 92 St	479-0841-000	RA-3	RB
4	2166 S 92 St	479-0839-000	RA-3	RB
5	2170-70A S 92 St	479-0811-000	RA-3	RB
6	2174 S 92 St	479-0838-000	RA-3	RB
7	2176 S 92 St	479-0837-000	RA-3	RB
8	2180 S 92 St	479-0836-000	RA-3	RB
9	2184 S 92 St	479-0835-000	RA-3	RB
10	2186 S 92 St	479-0834-000	RA-3	RB
11	2190 S 92 St	479-0833-000	RA-3	RB
12	2194 S 92 St	479-0832-000	RA-3	RB
13	2196 S 92 St	479-0831-000	RA-3	RB
14	2202 S 92 St	479-0830-000	RA-3	RB
15	2208 S 92 St	479-0829-000	RA-3	RB
16	2214 S 92 St	479-0828-000	RA-3	RB
17	9111 W National Ave	479-0804-000	C-2, RB	C-2
18	2153 S 91 St	479-0805-000	C-2, RB	RB
19	2157 S 91 St	479-0806-000	C-2, RB	RB
20	2161 S 91 St	479-0807-000	C-2, RB	RB
21	2056 S 91 St	478-0236-000	C-2	RB
22	2062 S 91 St	478-0235-000	C-2	RB
23	9033-39 W National Ave	479-0851-000	C-2, RB	C-2
24	2144 S 91 St	479-0850-000	C-2, RB	RB
25	9009 W National Ave	479-0844-000	C-2, RB	C-2
26	2131 S 90 St	479-0845-000	C-2, RB	RB
27	2137 S 90 St	479-0846-000	C-2, RB	RB
28	2036 S 90 St	478-0263-000	C-2, RB	RB
29	2040 S 90 St	478-0262-000	C-2, RB	RB
30	2046-48 S 90 St	478-0261-000	C-2, RB	RB
31	2118 S 90 St	479-0877-000	C-2, RB	RB
32	2027 S 89 St	478-0253-000	C-2, RB	RB
33	2033 S 89 St	478-0254-000	C-2, RB	RB
34	8916 W National Ave	478-0257-001	C-2, RB	C-2
35	2115 S 89 ST	478-0320-000	C-2, RB	RB
36	2006 S 89 St	478-0276-000	C-2, RB	RB
37	2014 S 89 St	478-0275-000	C-2, RB	RB
38	2022 S 89 St	478-0274-000	C-2, RB	RB
39	8807-09 W Rogers St	478-0270-003	C-2, RB	RB
40	8803 W Rogers St	478-0270-002	C-2, RB	RB
41	2059 S 88 St	478-0076-001	C-2, RB	C-2
42	2040 S 88 St	478-0094-000	C-2, RB	RB
43	2046 S 88 St	478-0095-000	C-2, RB	RB
44	2050 S 88 St	478-0096-000	C-2, RB	RB
45	8656 W National Ave	478-9993-001	M-1, C-2, RB	M-1
46	8600 W National Ave	478-9997-001	M-1, C-2	M-1
47	8626-36 W National Ave	478-9994-001	M-1, C-2	C-2
48	2008 S 87 St	478-0038-000	C-2, RB	RB
49	2014 S 87 St	478-0039-000	C-2, RB	RB

MapID	Address	Taxkey	Existing Zoning	Proposed Zoning
50	2022 S 87 St	478-0040-000	C-2, RB	RB
51	1975 S 86 St	478-0067-001	C-2, RB	RB
52	1979 S 86 St	478-0066-000	C-2, RB	RB
53	2001 S 86 St	478-0065-000	C-2, RB	RB
54	1964-2060 S 86 St/2020 S 85 St	478-0001-002	C-2, RB, P	RC
55	1981 S 84 St/8435-37 W National Ave	478-0030-001	C-2, RB, P	P
56	1934 S 84 St	477-0479-000	C-2	RB
57	1938 S 84 St	477-0478-000	C-3, RB	RB
58	1929 S 83 St	477-0475-000	C-2	RB
59	1935 S 83 St	477-0476-000	C-2	RB
60	1939 S 83 St	477-0477-000	C-2, RB	RB
61	1710-12 S 80 St	452-0709-000	C-2, RB	RB
62	7920 W National Ave	452-0708-000	C-2, RB	C-2
63	7902 W National Ave	452-0536-000	C-2, RB	C-2
64	7815-27 W Lapham St	452-0595-000	C-2, RB	RC
65	7400 W National Ave	453-0398-000	C-2, RB	C-2
66	7421 W National Ave	453-0526-006	C-2, RB	RC
67	1668-70 S 71 St/7018 W Mitchell St	453-0604-000	RB	C-2
68	6431 W National Ave/1524 S 65 St	454-0235-000	C-3, RB	RC
69	64** W National Ave	454-0234-000	C-3, RB	RC
70	64** W National Ave	454-0233-000	C-3, RB	RC
71	6423 W National Ave	454-0232-000	C-3, RB	RC
72	1532-34 S 65 St	454-0236-000	C-3, RB	RC
73	64** W National Ave	454-0080-000	C-3, RB	C-2
74	1523 S 64 St	454-0081-000	C-3, RB	RB
75	6325 W National Ave	454-0122-001	C-3, RB	C-3
76	1510-12 S 64 St	454-0120-000	C-3, RB	RB
77	6309-11 W National Ave	454-0093-000	C-3, RB	C-3
78	1441 S 63 St/6301-05 W National Ave	454-0092-000	C-3, RB	C-3
79	1503-05 S 63 St	454-0095-000	C-3, RB	RB
80	6227-31 W National Ave	454-0078-000	C-3, RB	C-3
81	1436 S 63 St	454-0076-000	C-3, RB	C-3
82	62** W National Ave	454-0073-001	C-3, RB	C-3
83	6207-11 W National Ave	454-0072-000	C-3, RB	C-3
84	1421 S 62 St	454-0071-001	C-3, RB	C-3
85	14** S 62 St	454-0074-000	C-3, RB	C-3
86	14** S 62 St	454-0075-000	RB	C-3
87	6100-30 W NATIONAL AVE	439-0329-002	C-3, C-2, RB	C-3
88	58** W NATIONAL AVE	438-0299-000	C-3, RB	C-3
89	5806-08 W NATIONAL AVE	438-0298-000	C-3, RB	C-3
90	1305-07 S 58 St	438-0296-000	C-3, RB	RB
91	5800 W NATIONAL AVE - 1317 S 58 ST	438-0297-000	C-3, RB	C-3

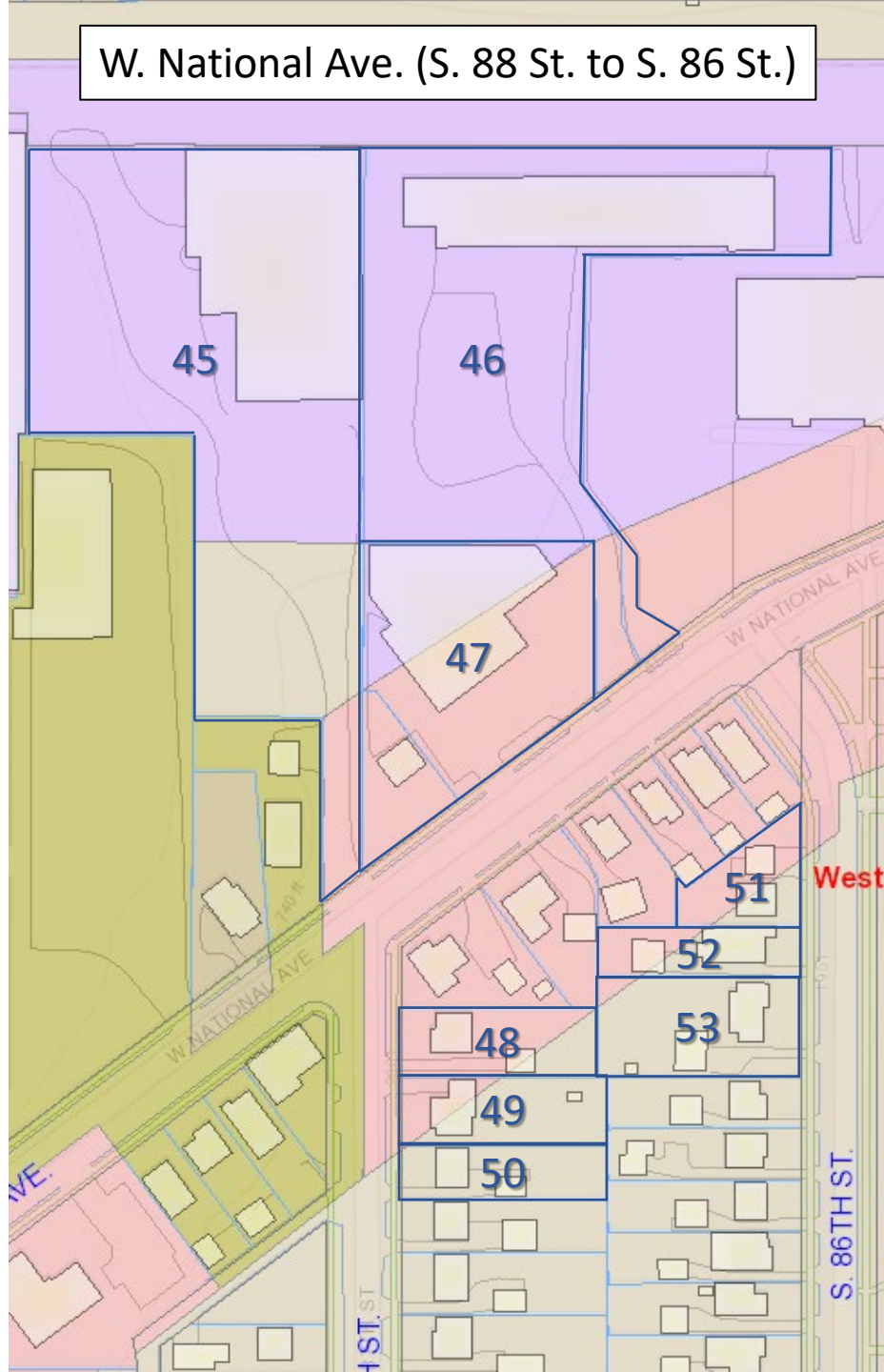
W. National Ave. (S. 94 St. to S. 90 St.)



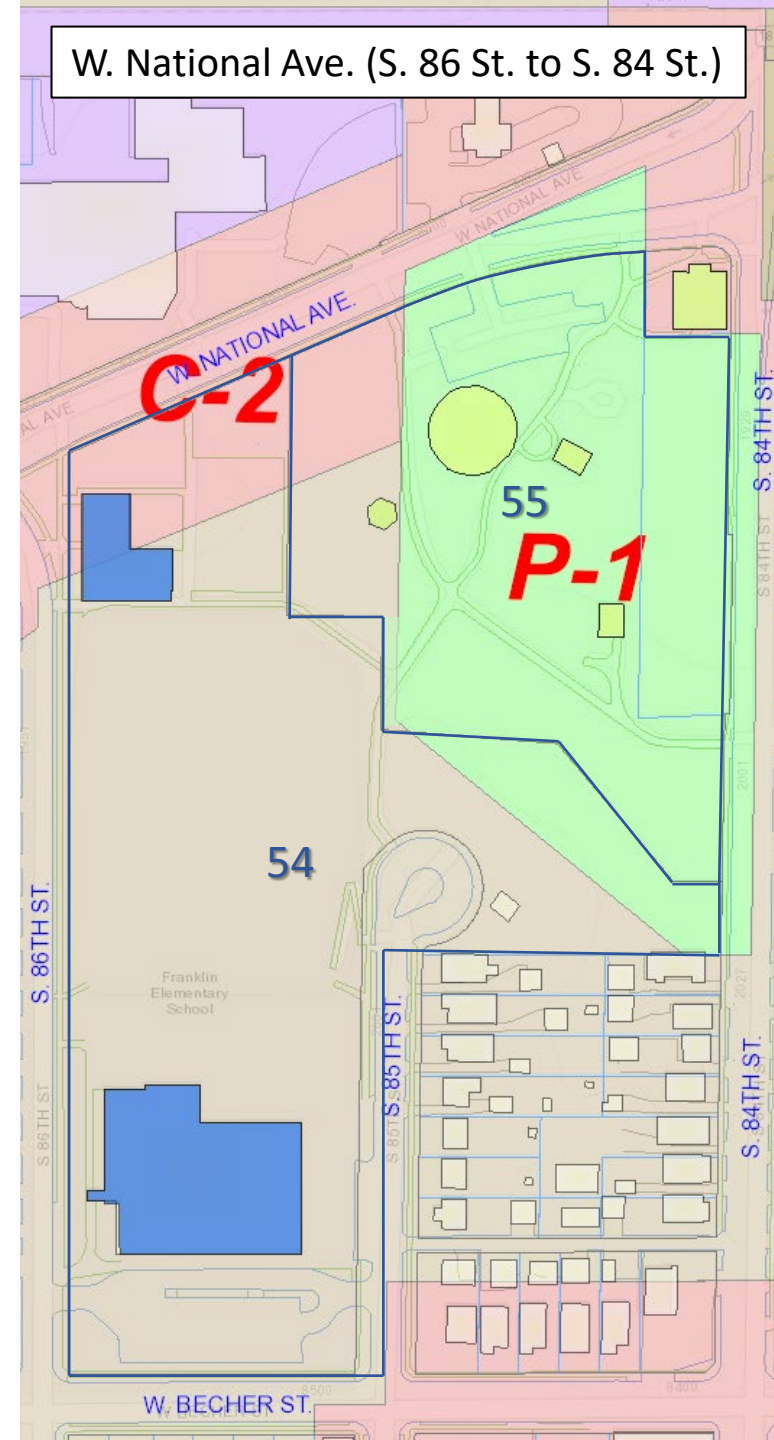
W. National Ave. (S. 90 St. to S. 87 St.)



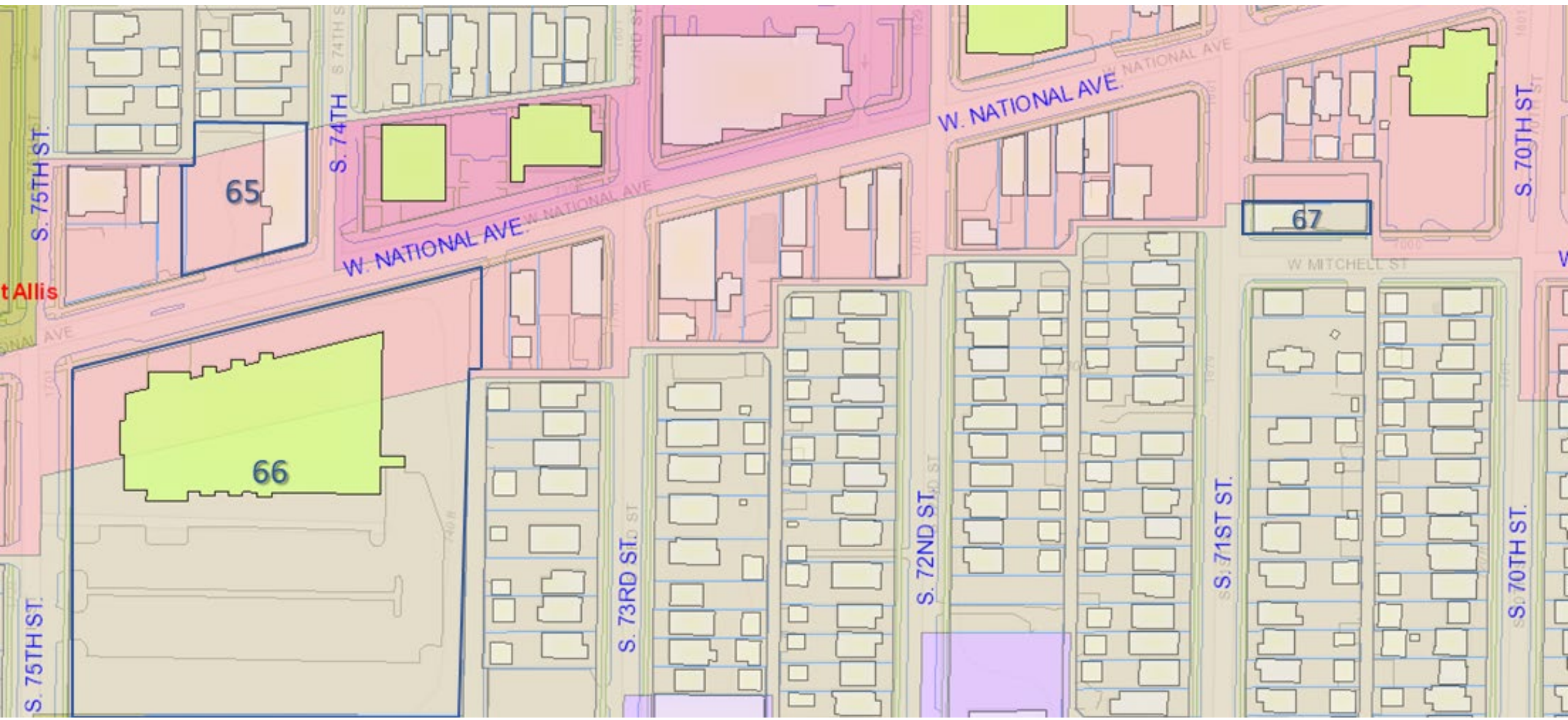
W. National Ave. (S. 88 St. to S. 86 St.)



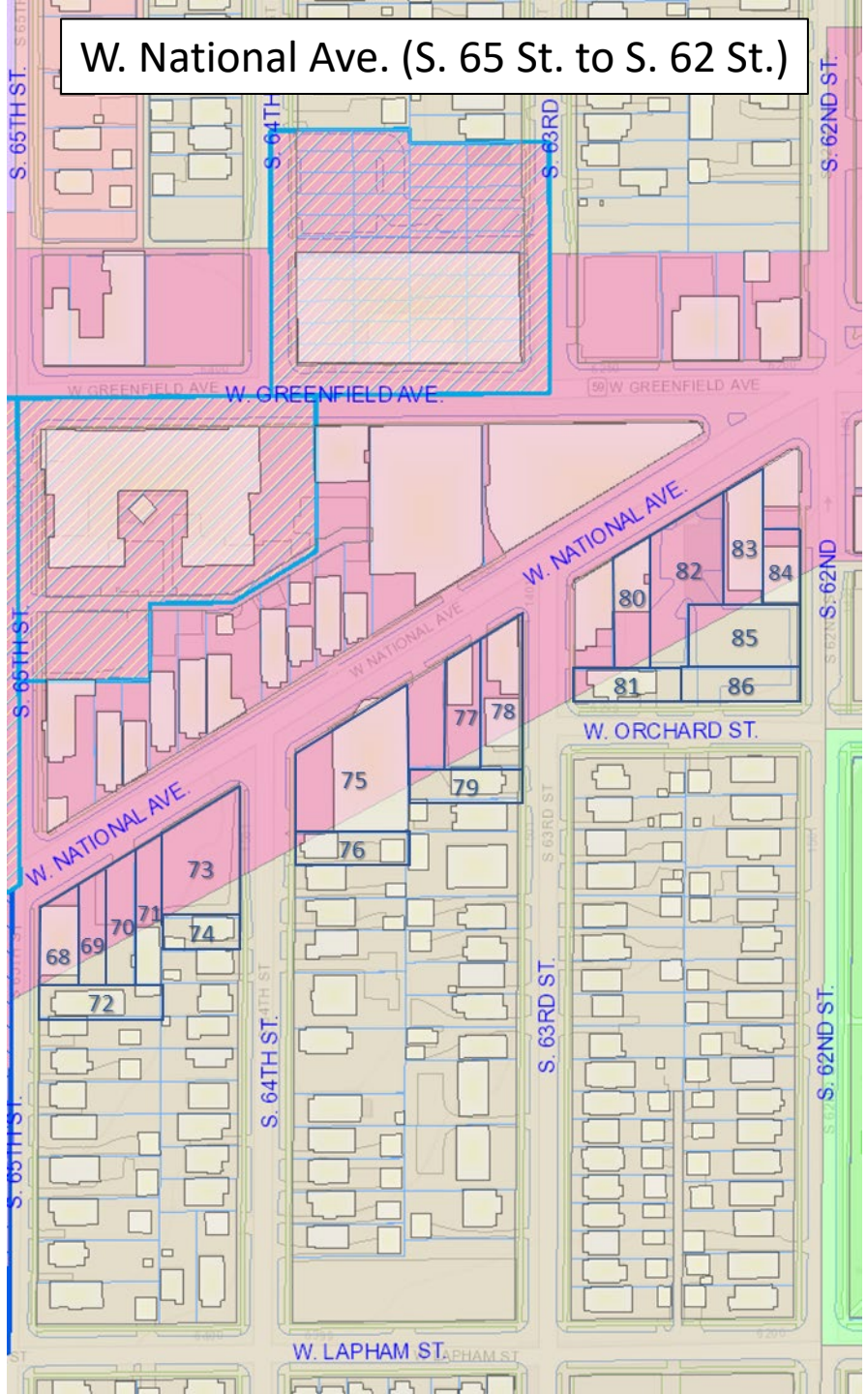
W. National Ave. (S. 86 St. to S. 84 St.)



W. National Ave. (S. 75 St. to S. 70 St.)



W. National Ave. (S. 65 St. to S. 62 St.)



W. National Ave. (S. 62 St. to S. 58 St.)

