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City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
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2009-0745 Special Use Permit Introduced

Special Use Permit for Fitness 19, a proposed fitness center to be located within the Towne Centre shopping center at 6900 W. Greenfield Ave.

Introduced: 11/17/2009

Controlling Body: Safety & Development Committee

Plan Commission

COMMITTEE RECOMMENDATION

File

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<i>12/15/09</i>	<input checked="" type="checkbox"/>		Barczak				
			Czaplewski				
			Kopplin	✓			
			Lajsic	✓			
			Narlock	✓			
			Reinke	✓			
			Roadt				
			Sengstock				
		<input checked="" type="checkbox"/>	Vitale	✓			
			Weigel				
			TOTAL	<i>5</i>	<i>0</i>		

SIGNATURE OF COMMITTEE MEMBER

[Signature]
Chair

Vice-Chair

Member

COMMON COUNCIL ACTION

PLACE ON FILE

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<i>DEC 15 2009</i>	<input checked="" type="checkbox"/>		Barczak	✓			
			Czaplewski	✓			
			Kopplin	✓			
			Lajsic	✓			
			Narlock	✓			
			Reinke	✓			
			Roadt	✓			
			Sengstock	✓			
		<input checked="" type="checkbox"/>	Vitale	✓			
			Weigel	✓			
			TOTAL	<i>10</i>			

Planning Application Form

City of West Allis ■ 7525 West Greenfield Avenue, West Allis, Wisconsin 53214
414/302-8460 ■ 414/302-8401 (Fax) ■ <http://www.ci.west-allis.wi.us>

Applicant or Agent for Applicant

Agent is Representing Owner Leasee

Name Karing Blasco
 Company Fitness 19
 Address 17215 SE Wax Rd
 City Covington State WA Zip 98042
 Daytime Phone Number 253 639 1920 ex 4#
 E-mail Address karing@fitness19.com
 Fax Number 253 639 1927
 Project Name/New Company Name (if applicable) _____

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Daytime Phone Number _____
 E-mail Address _____
 Fax Number _____

Application Type and Fee (Check all that apply)

- Request for Rezoning: \$500.00 (Public Hearing required)
Existing Zoning: _____ Proposed Zoning: _____
- Request for Ordinance Amendment \$500.00
- Special Use: \$500.00 (Public Hearing required)
- Transitional Use \$500.00 (Public Hearing Required)
- Level 1 Site, Landscaping, Architectural Plan Review \$100.00
- Level 2 Site, Landscaping, Architectural Plan Review \$250.00
- Level 3 Site, Landscaping, Architectural Plan Review \$500.00
- Site, Landscaping, Architectural Plan Amendments \$100.00
- Extension of Time: \$250.00
- Certified Survey Map: \$500.00 + \$30.00 County Treasurer
- Planned Development District \$1500.00 (Public Hearing required)
- Subdivision Plats: \$1500.00 + \$100.00 County Treasurer + \$25.00 for reapproval
- Signage Plan Review \$100.00
- Street or Alley Vacation/Dedication: \$500.00
- Signage Plan Appeal: \$100.00

Agent Address will be used for all official correspondence.

Property Information


Property Address West Allis Towncenter ^{6900 W} Greenfield Ave
 Tax Key Number 439-001-008
 Current Zoning C-3
 Property Owner _____
 Property Owner's Address _____
 Existing Use of Property _____
 Structure Size 8000 SF Addition _____
 Construction Cost Estimate: Hard _____ Soft _____ Total _____
 Landscaping Cost Estimate _____
 Total Project Cost Estimate: 200K
 Previous Occupant _____

Attach detailed description of proposal.

In order to be placed on the Plan Commission agenda, the Department of Development must receive a completed application, appropriate fees, a project description, 6 sets of scaled, folded and stapled plans (24" x 36") and 1 electronic copy (PDF format) of the plans by the last Friday of the month, prior to the month of the Plan Commission meeting.

Attached Plans include: (Application is incomplete without required plans, see handout for requirements)

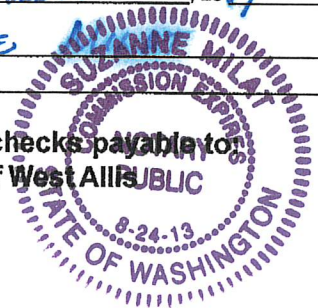
- Site Plan Floor Plans Elevations Signage Plan Legal Description Certified Survey Map
- Landscaping/Screening Plan Grading Plan Utility System Plan Other _____

Applicant or Agent Signature  Date: 10/29/09

Subscribed and sworn to me this 29th day of October, 2009

Notary Public: Suzanne Milat
 My Commission: 8-24-13

Please make checks payable to:
CITY OF WEST ALLIS



Please do not write in this box

Application Accepted and Authorized by: _____

Date: _____

Meeting Date: _____

Total Fee: _____



October 30, 2009

To: City of West Allis—Fitness 19 at West Allis Town Center

Fitness 19 is a unique personal fitness and weight loss studio specializing in a short 20 to 45 minute workouts. Our non-structured format is used by customers wanting to improve their health. The price is \$19 per month with a month to month contract.

The concept is a “dry” fitness club, no showers, swimming pools, or jacuzzis. The lay out of the +/- 8000 sq ft fitness studio is simple; it’s an open area with cardio equipment and some weight resistance machines.

We provide a combination of the best cardio and weight loss equipment available along with weight loss and nutrition guidance at a very affordable price in a small, user-friendly environment without the expensive “amenities” of a large fitness club. We do offer some personal training which is available upon member request. By far, our largest client groups are couples and families.

Because we are **open from 5:00 am. to 10:00 pm 7 days a week** many of our members enjoy their work-out very early in the morning before the other retailers are open or after they have closed. The balance of our members use the club evenly and continually throughout the day for short periods. Occasionally there is a slight increase between 6:30 pm to 8:30 pm Monday through Wednesday tapering off as the weekend approaches with a decrease in customer traffic Friday, Saturday and Sunday. In other words, we generally have a reverse customer cycle from other parking intensive retailers such as restaurants, movie theaters etc. While there are approximately 62 pieces of equipment on-site they are never all in use at the same time; 50% usage would be extremely unusual. The reason is simple; the market will not allow an over-crowded fitness studio in that if a member can not easily move from one piece of equipment to another to continue his/her work-out, that member will cancel. As a result, we must place about 40% more equipment in the club than what will ever be used at any given time. The anticipated total number of members enrolled is about 2000 people; however our typical occupancy at any time is about 10-20 people during non-peak hours and not more than 45-50 (**including the 3 - 4 employees**) in an unusually busy peek time. Keep in mind, about 30% of our members carpool with a friend or family member which would place a parking load of 7 to 35 parking stalls required.

Another significant contributing factor to the minimal amount of parking required and the rapid parking turnover is the fact that there are no classes of any kind, no aerobic floors no basketball and racquetball courts, no showers and no locker rooms, no pools or Jacuzzi’s, no saunas, no lounge areas, no lobby, no meeting rooms. In short, the member

comes in wearing his/her work out clothes, performs his/her work-out and goes home to shower. Again, this means that there is a very low impact on our occupancy and parking.

As a side note, because many of our members are using the club more than once a week they often do their grocery and other cross shopping before or after working out which even further minimizes any parking impact.

In short, Fitness 19 will be a good tenant for West Allis Town Center and a wonderful asset for the community of West Allis.

Please do not hesitate to call with any questions or comments.

Sincerely,

Karina Blasco

Fitness 19

Where You Can Afford To Get Fit

(253) 227.6420



CITY CLERK/TREASURER'S OFFICE
414/302-8200 or 414/302-8207 (Fax)
www.ci.west-allis.wi.us
Paul M. Ziehler
City Admin. Officer, Clerk/Treasurer
Monica Schultz
Assistant City Clerk
Rosemary West
Treasurer's Office Supervisor

December 28, 2009

Ms. Karina Blasco
Fitness 19
17215 SE Wax Rd.
Covington, WA 98042

Dear Ms. Rustad:

On December 15, 2009 the Common Council approved a Resolution relative to determination of Special Use Permit for Fitness 19, a proposed fitness center to be located within the Towne Centre shopping center at 6706 W. Greenfield Ave.

Please sign and return the enclosed copy of Resolution No. R-2009-0268 to the Clerk's Office within ten (10) days upon receipt of this letter.

Sincerely,

Monica Schultz
Assistant City Clerk

/jl

enc.

cc: John Stibal
Ted Atkinson
Steve Schaar
Barb Burkee
Ramco Properties Assoc., P. O. Box 4900, Dept. 365, Scottsdale, AZ 85261



City of West Allis

7525 W. Greenfield Ave.
West Allis, WI 53214

Resolution

File Number: R-2009-0268

Final Action: 12/15/2009

Sponsor(s): Safety & Development Committee

Resolution relative to determination of Special Use Permit for Fitness 19, a proposed fitness center to be located within the Towne Centre shopping center at 6706 W. Greenfield Ave.

WHEREAS, Karina Blasco, d/b/a Fitness 19, duly filed with the City Administrative Officer-Clerk/Treasurer an application for a special use permit, pursuant to Sec. 12.42(2) and Sec. 12.16 of the Revised Municipal Code, to establish a fitness center within a portion of the Towne Centre Shopping Center; and,

WHEREAS, after due notice, a public hearing was held by the Common Council on December 15, 2009, at 7:00 p.m., in the Common Council Chamber to consider the application; and,

WHEREAS, the Common Council, having carefully considered the evidence presented at the public hearing and the following pertinent facts noted:

1. The applicant, Karina Blasco, d/b/a Fitness 19 has offices at 17215 SE Wax Rd., Covington, WA 98042.
2. The applicant has a valid offer to lease space within the Towne Centre Shopping Center located at 6706 W. Greenfield Ave., West Allis, Milwaukee County, Wisconsin, more particularly described as follows:

All that land of the owner being located in the Southeast $\frac{1}{4}$ and Southwest $\frac{1}{4}$ of Section 34, Township 7 North, Range 21 East, City of West Allis, Milwaukee County, State of Wisconsin describes as follows:

Parcel 3 of the Certified Survey Map No. 4756.

Tax Key No. 439-0001-014

Said land being located at 6700-38 W. Greenfield Ave.

3. The applicant is proposing to establish an 8,000 sq. ft. fitness center in a portion of the Towne Centre Shopping Center.
4. The aforesaid premises is zoned C-3 Community Commercial District under the Zoning Ordinance of the City of West Allis, which permits physical culture and health services, including

health clubs, as a special use, pursuant to Sec. 12.42(2) and Sec. 12.16 of the Revised Municipal Code.

5. The subject property is part of a block along the north side of W. Greenfield Ave. between S. 70 St. and S. Six Points Crossing, which is zoned for commercial purposes. Properties to the north and east are developed as commercial and industrial. Properties to the south and west are developed as commercial.

6. The proposed development should not adversely contribute to traffic volumes or traffic flow in the area.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis that the application of Karina Blasco, d/b/a Fitness 19, to establish a fitness center within the Towne Centre Shopping Center, is hereby granted on the following grounds:

That the establishment, maintenance and operation of the proposed use, with the imposition of certain conditions hereinafter set forth, reasonably satisfies the standards set forth in Secs. 12.16 of the Revised Municipal Code, so as to permit the issuance of a special use permit as therein provided.

BE IT FURTHER RESOLVED that said special use permit is granted subject to the following conditions:

1. Site, Landscaping, Screening, Signage and Architectural Plans. The grant of this special use permit is subject to and conditioned upon the site, landscape and floor plans approved on December 2, 2009, by the City of West Allis Plan Commission as provided in Sec. 12.13 of the Revised Municipal Code of the City of West Allis. No alteration or modification of the approved plan shall be permitted without approval by the Plan Commission.
2. Building Plans and Fire Codes. The grant of this special use is subject to building plans being submitted to and approved by the Department of Building Inspections and Neighborhood Services and by the Fire Department.
3. Fitness Area. The floor area for the fitness center will consist of approximately 8,000 square feet of area within the Towne Centre Shopping Center.
4. Hours of Operation. The hours of operation will be 5:00 a.m. - 11:00 p.m., seven days a week.
5. Off-Street Parking. Fifty-three (53) parking stalls are required for the proposed fitness center and a total of one thousand one hundred twenty-six (1,126) parking spaces are required for the Towne Center Shopping Center. A total of one thousand seventy-seven (1,077) parking spaces are provided on site. Towne Center Fitness will be used most frequently during non-typical retail hours, early in the morning and late at night.
6. Litter. Employees shall inspect the area and immediate vicinity and pick up litter on a daily basis. Refuse enclosure doors shall remain closed at all times.

7. Window Signage. Any building window signage shall not exceed twenty (20) percent of each window's area.

8. Outdoor Storage. No outdoor storage is permitted on site. No advertising on vehicles (vehicle advertising) shall be permitted on site.

9. Marketing Displays. The use of pennants, special lighting, flags, streamers or other signage typically temporary in nature, hanging, floating or attached to a structure or vehicle shall not be permitted.

10. Lighting. All outdoor lighting shall be shielded in such a manner that no light splays from the property boundaries.

11. 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.

12. Expiration of Special Use Permit. Any special use approved by the Common Council shall lapse and become null and void one (1) year from and after that approval if the use has not commenced, construction is not underway, or the owner has not obtained a valid building permit. An extension of these time limitations may be granted without a public hearing by the Common Council by resolution reauthorizing the special use in accordance with the following criteria:

A. The applicant requesting the extension shall complete a planning application available from the Department of Development and shall submit a \$250.00 extension fee.

B. A written explanation for the extension of time shall accompany the planning application along with a timeline/schedule for obtaining necessary permits, zoning, state and municipal approvals and a target date for construction start;

C. The request for extension shall be submitted within sixty (60) days of the expiration of the special use permit;

D. The extension, if granted, shall be valid for a period of six (6) months. If no building permit has been issued and construction has not commenced within six (6) months from and after the extension has been granted, the special use shall become null and void.

13. Miscellaneous.

A. Applicant is advised that the foregoing conditions are reasonably necessary to protect the public interest and to secure compliance with the standards and requirements specified in Sec. 12.16 of the Revised Municipal Code; that the issuance of the special use is expressly subject to compliance with said conditions.

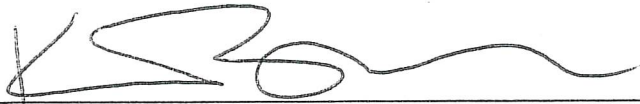
B. The use, as granted herein, is subject to applicant's compliance with all other state and local laws and regulations which may be applicable to the proposed use of the real estate in question.

C. The special use, as granted herein, shall run with the land and benefit and restrict all future owners and occupants of the property, unless the use shall lapse or be terminated and the use will not be altered or extended (including structural alterations and/or additions) without the approval of the Common Council, following public hearing, all as provided in Sec. 12.16 of the Revised Municipal Code.

14. Lapse. If the applicant does not meet all of the terms and conditions set forth in this grant of a special use within one year of the granting thereof, then the Special Use Permit shall lapse and become null and void and the applicant shall forfeit any right to use the property as conferred by the Special Use Permit. The failure of the applicant to meet the terms and conditions of the Special Use Permit shall subject the permit to being declared void by the Common Council after notice to the applicant and a hearing before the Safety and Development Committee. Upon a finding and recommendation by the Committee to the Common Council on the matter, the applicant and/or any interested person may make comments regarding the matter to the Common Council prior to the Common Council's next regular meeting following the recommendation. Upon the Common Council's finding that the Special Use Permit has lapsed and become void, the applicant shall cease all operations at the property.

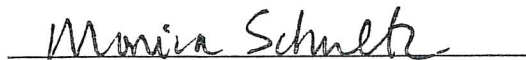
15. Acknowledgement. That the applicant signs an acknowledgment that he has received these terms and conditions and will abide by them.

The undersigned applicant agrees to the terms and conditions and has agreed that the grant of the Special Use Permit is conditioned on meeting the terms and conditions of this resolution.



Karina Blasco, d/b/a Fitness 19

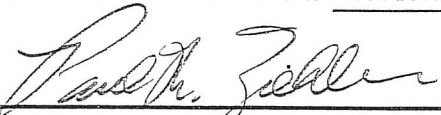
Mailed to applicant on the
28 day of December 2009


Assistant City Clerk

cc: Dept. of Development
Dept. of Building Inspections and Zoning
Div. of Planning & Zoning


ZON-R-741-12-18-09

ADOPTED AS AMENDED 12/15/2009



Paul M. Ziehler, City Admin. Officer, Clerk/Treas.

APPROVED AS AMENDED 12/21/09



Dan Devine, Mayor