



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, January 25, 2023
6:00 PM

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

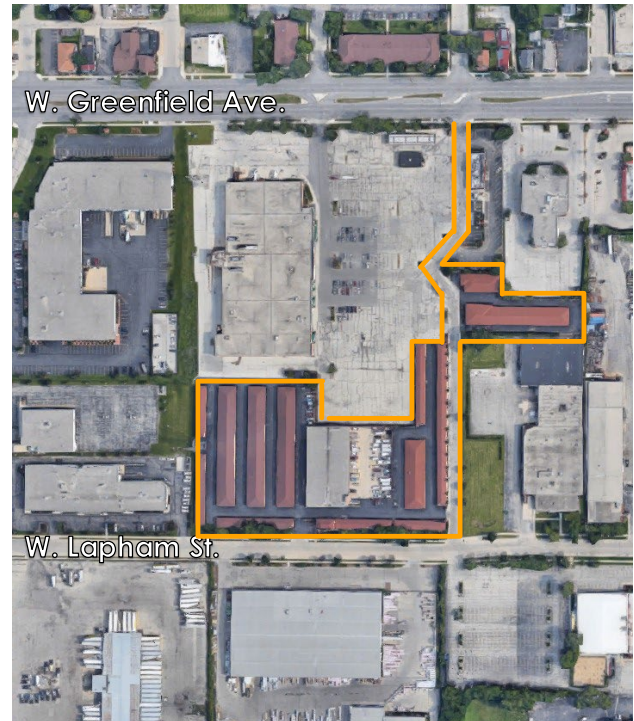
5. Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010)

Overview and Zoning

Storage Rentals of America (SROA) is proposing to demolish an existing paved vehicle storage area and construct a 3-story, 19,160 sq. ft. climate controlled self-storage building. The proposed building will be built up against an existing building but will not be connected to it.

Hours of Operation: 9:30am – 5:30pm

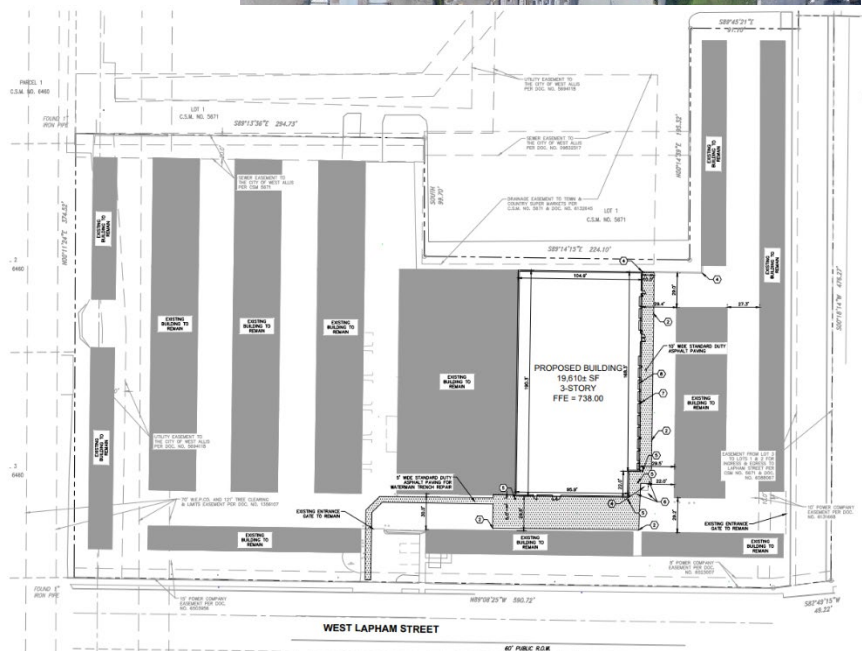
11108 W. Lapham St. is zoned C-3. Light Industrial uses are not allowed in the C-3 district. The use is legal non-conforming, but since the overall land area of the existing property is not expanding, the building addition is allowed to proceed (subject to Plan Commission site, landscaping and architectural design review and building permits).



Site & Landscaping Plan

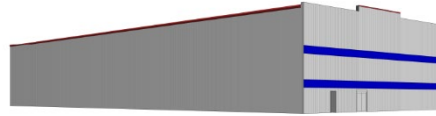
The proposed new building will be centrally located on the site, replacing the former outdoor vehicle storage area. Direct vehicle access will be available via garage doors on the East side of the building. No other site changes are proposed.

SROA is not proposing any changes to the previously approved landscaping plan.



Architectural Plan

The applicant submitted an architectural plan; staff is working with the architect on alternate materials and design for the exterior of the building. The initial proposal included a corrugated metal exterior which does not align well with the existing materials. Staff advised the applicant to redesign the building with higher quality materials and design approaches. Staff will provide a summary presentation and recommendation on the architectural plans at the Plan Commission meeting.



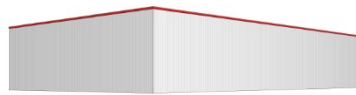
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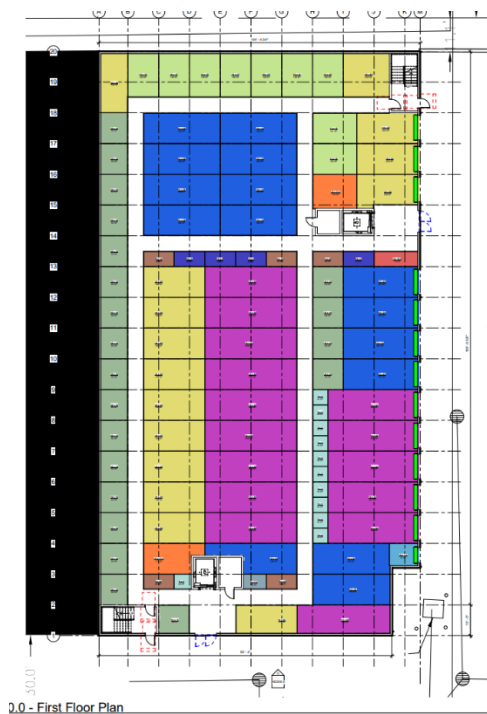
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Floor Plan

The interior floor plan is designed to maximize the amount of storage space available in the building. The first-floor's East side includes units that open directly to the building's exterior.



Design Guidelines

The project is considered significant redevelopment; compliance with the design guidelines is mandatory.

The initial proposal fails to meet 3 of the guidelines:

- **1b. Context - Site:** The addition does not respond to the existing architecture. Additions do not need to be replications but should thoughtfully respond to the existing architecture. The addition's design is not integrated with any of the existing buildings.
- **2a. Public Realm – Active Ground Floor:** The addition includes prominent, blank walls.
- **3a. Quality – Building:** The addition uses low-quality materials, and has a featureless design without sufficient depth or texture.

See attached Plan Commission checklist for further reference.

Recommendation: Hold the Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010). Updated plans should be submitted to show the following:

1. Submit updated plans to the Planning & Zoning office to show (a) architectural elevations and exterior materials complementary to the existing buildings on site and adjacent area.

PLAN COMMISSION CHECKLIST

1.

Goal:
Context

Objective	Criteria		Notes
a. Neighbor	i.	☐	
	ii.	☐	
	iii.	☐	
	iv.	☐	
b. Site	i.	☐	
	ii.	☐	
	iii.	☐	
	iv.	☐	

2.

Goal:
Public Realm

Objective	Criteria		Notes
a. Active Ground Floor	i.	☐	
	ii.	☐	
	iii.	☐	
	iv.	☐	
b. Build for People	i.	☐	
	ii.	☐	
	iii.	☐	
	iv.	☐	
c. Mitigate Impacts	i.	☐	
	ii.	☐	
	iii.	☐	
	iv.	☐	

3.

Goal:
Quality

Objective	Criteria		Notes
a. Building	i.	☐	
	ii.	☐	
	iii.	☐	
	iv.	☐	
b. Environment	i.	☐	
	ii.	☐	
	iii.	☐	
	iv.	☐	