



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 23rd, 2024
Common Council Chambers
6:00 PM**

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4. Site, Landscaping, and Architectural Design Review for the Barrel House, a proposed general retail use at 1350 S 108th St. (Tax Key Parcel: 444-0484-000)

Overview and Zoning

The building located at 1350 S 108th St. was previously occupied by Carpet Town, who operated at this site from 1980 until 2022. The applicant seeks to open a new business at this location called the Barrel House, which is intended to be a liquor store as well as a wine and bourbon tasting room, occupying a building 10,006 sq.ft. in area. Roughly 85% of the building's use will be dedicated to the sale of liquor and cigars whereas 15% of operations will be dedicated to a wall-separated bar and tasting area. The total area dedicated to the sale of nicotine products such as cigars will not exceed 10% of the building's floor area.

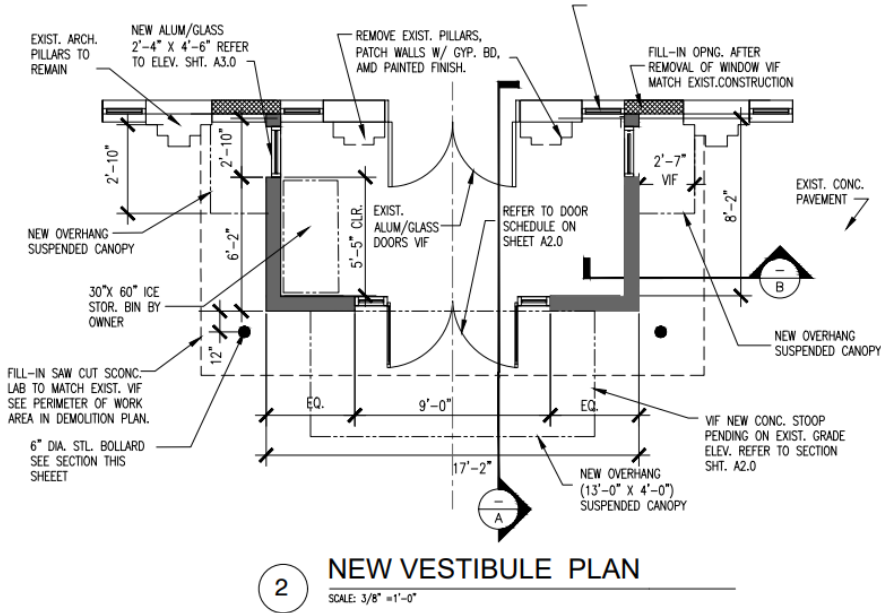


The proposed business' hours of operation will be 8 am to 2 pm Sunday through Thursday with hours extending slightly from 8 am to 2:30 pm Friday and Saturday. The property is zoned C-3 and will be occupied by a general retail use, a permitted use within the zoning context of this property.

Floor Plan

Minor updates are proposed to the building's interior to change the bulk of the interior from a carpet sales showroom to accommodate the liquor store and tasting room. Generally, the building's interior will be subject to minor renovations to create or maintain the following features:

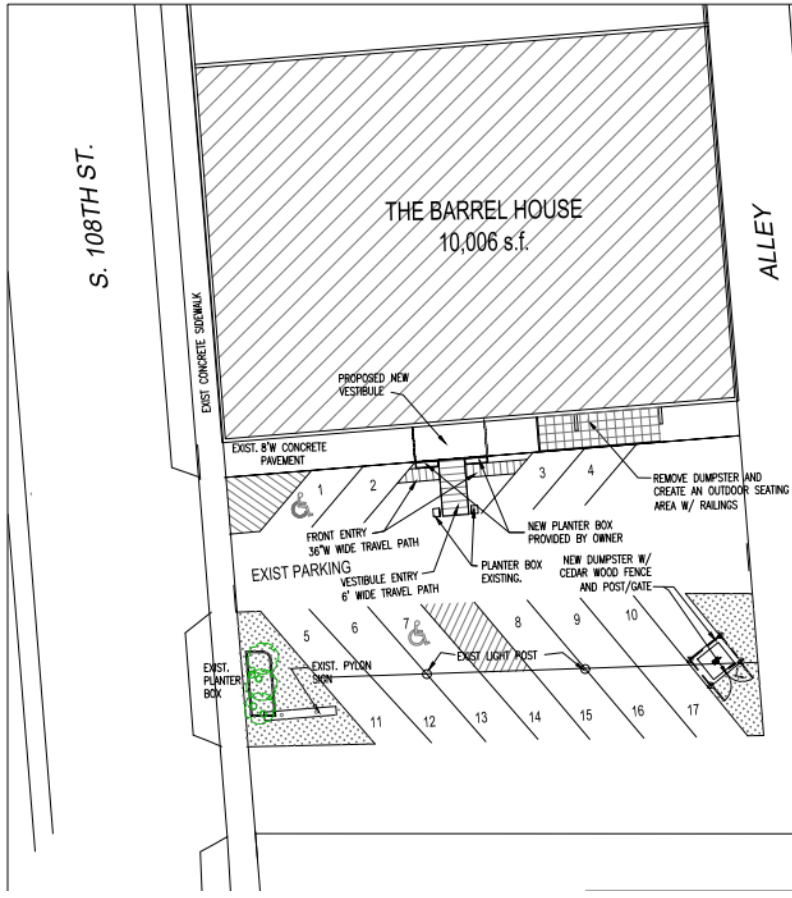
Along the building's western wall, a wine cellar room will be constructed. Along the building's northern wall, an existing room will be converted to accommodate an IT and storage room, an 11 ft deep beer cave will be constructed, and an existing office space will continue to be used as an office. The eastern wall of the building will maintain its delivery vestibule and existing storage space. Two restroom facilities and a utility area are present along this wall also and will not be altered. A bar and tasting room area accommodating roughly 700 sq.ft. in area will be created along the eastern wall also.



2 NEW VESTIBULE PLAN
SCALE: 3/8" = 1'-0"

The greatest number of changes are proposed along the southern, parking lot-adjacent wall of the building. A cashier area will be located along this wall as well as a new cigar display area and humidor. A notable addition in this area includes plans for a new entrance vestibule. This 90 sq. ft. entrance feature will be updated with a new concrete stoop, and cement wall panel additions with concrete bond beams and rebar. While serving as the main entrance to the building, this area will also be used

to store an ice bin. Adjacent to the new vestibule, the applicant proposes a new patio feature that will exist between the entrance vestibule and a side entrance.



Landscaping Plan

Landscaping: Given the site's proximity to Highway 100, it is important to consider the landscaping features of this site and their overall visual impact from a major thoroughfare. While no landscaping plan has been formally submitted for review, some existing landscaping features and the proposed use of these features have been identified through a site plan. The proposed 200 sq.ft. patio adjacent to the entrance vestibule will be enclosed by a 4 ft. high cedar wood post fence for privacy and screening. Seven planter boxes will hang from this fence to create an inviting outdoor feature with four tables and seating to serve as an extension of the bar and tasting room. No exterior lighting features are indicated on submitted plans. Staff recommend the indication of existing and proposed lighting features of the site subject to review. The applicant should submit a landscaping plan indicating proposed plant species that will occupy the planters hanging along the new fencing. Additionally, upon a staff site inspection, staff note that

there are several empty planters and planter boxes located at the building's entrance, left behind by the previous occupants. Staff recommend that the applicant should leverage these resources and fill these planters with various species to create an attractive storefront display area.

Signage and Lighting: There is existing freestanding signage in the form of a pylon sign on the site that was utilized by the previous business. This existing signage is considered be a legal, non-conforming sign. The applicant plans to use this existing signage and has been advised that while they would be allowed to update the signage with their business name and information, the sign's format cannot be changed to an electronic message center (EMC) sign without an approved new sign permit. Additionally, the site plan shows landscaping features being extended to reach the area under the pylon sign as well as the location of a planter box adjacent to the sign along S. 108th St. Staff recommends the indication of species that will be planted in this area and a more detailed plan explaining how landscaping features will be extended to this asphalted area. Proposed southern elevation plans indicate proposed wall signage with a new, box lit sign logo. Detailed plans of this sign have not been submitted but are subject to permitting and approval administratively.

Refuse Container Location and Screening: A refuse enclosure currently exists at the entrance of the building where the proposed patio is planned to be located. A new dumpster with a cedar food fence and post gate will be relocated to the parking lot, adjacent to the alleyway and next to parking stalls 10 and 17.

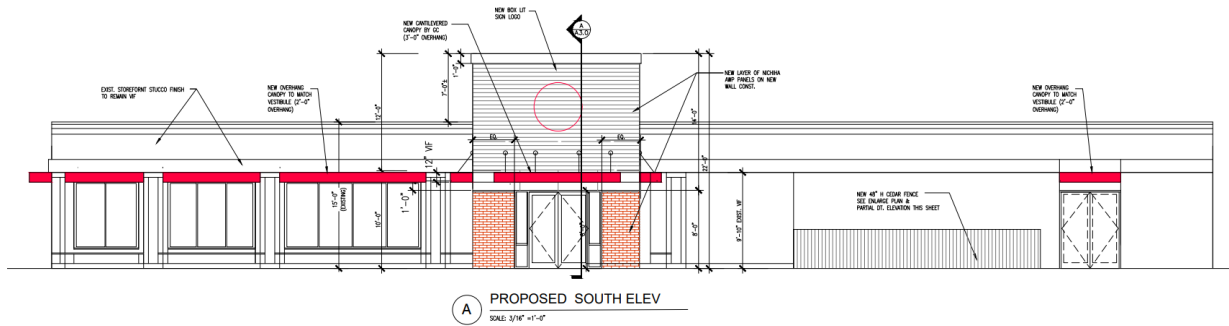
Parking Considerations: The parking lot accompanying this site is in good condition, with direct access to a short alleyway extending from S. 108th St. Two accessible parking spaces and 15 standard parking spaces are shown on submitted plans. The parking area is in good condition, with minimal cracking or pitting and prominent lane striping.

Architectural Plan



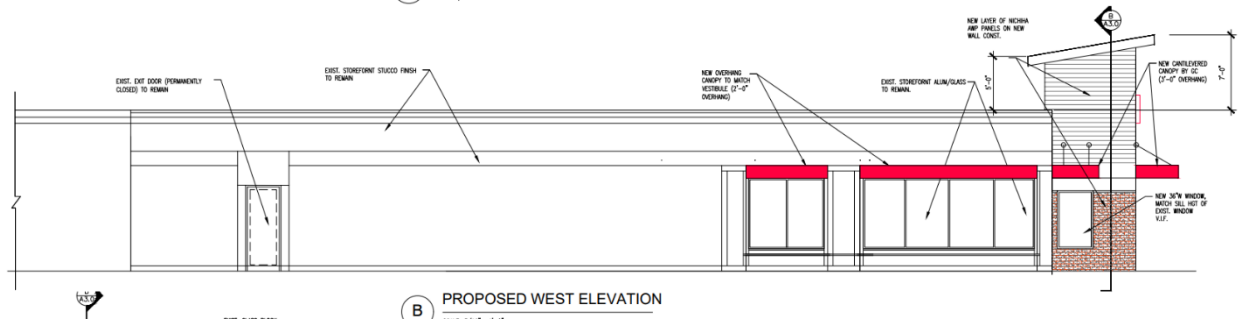
Generally, the building's façade appears to be in good condition. However, there are some sections of the façade that area crumbling and require repair, though those areas are few in number. Staff recommend the removal and replacement of any existing stucco façade features in disrepair, such as the region pictured to the left:

Proposed Southern Elevation



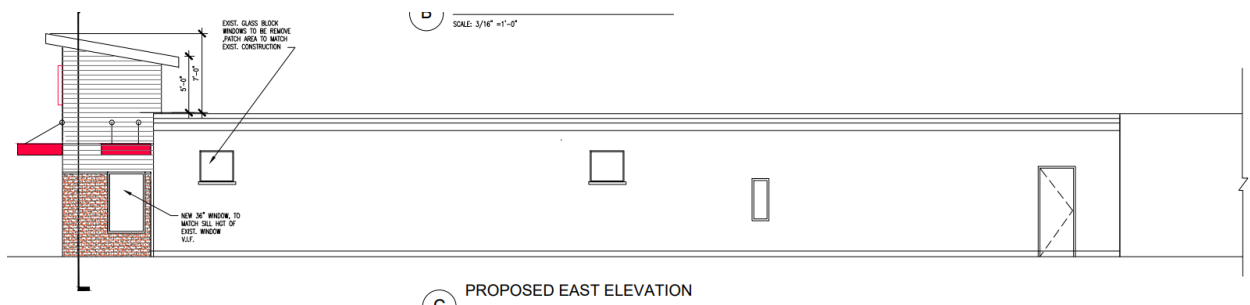
The existing stucco storefront finish of this elevation will remain, though some areas require maintenance. The applicant proposes new 2 ft. overhang canopies that will match the vestibule entrance. The entryway to the building will be updated with a new 3 ft. cantilevered canopy feature as well as new layers of Nichiha panel siding above the entryway. An additional canopy overhand above the side entrance leading to the patio is also accounted for in this architectural plan.

Proposed Western Elevation



The western elevation indicates an existing exit door that will remain permanently closed as well as three additional 2 ft. overhang canopies on this side of the building. The storefront's existing window features will remain, with an additional window constructed along with the new vestibule entrance, which will match existing window features.

Proposed Eastern Elevation



Along the eastern elevation, a new window will be constructed within the new vestibule feature to match existing windows on the building. Existing block windows along this side will be removed, and the stucco façade will be patched with matching materials to fill in gaps here. An existing door is located toward the back of the building along this elevation.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for the Barrel House, a proposed general retail use at 1350 S 108th St. (Tax Key Parcel: 444-0484), subject to the following conditions:

1. The submission of a Site, Landscaping, and Architectural Plan submitted to the Planning Office to show the following: (a) an indication of additional landscaping measures along the western edge of the property to extend beneath the existing pylon signage, species list included; (b) the indication of plant species to be installed within the hanging planter boxes along the new patio fencing; (c) the use of existing planters and planter boxes along the storefront to create an attractive storefront feature, with proposed plant species indicated (d) an updated architectural plan to indicate sections of the existing stucco façade in need of repair as well as indications of the scope of proposed repairs. Contact Emily Wagner, Planner, at 414-302-8465.
2. Signage plans for the proposed wall sign to be reviewed for compliance and subject to permitting.
3. Outdoor photometric lighting plans to be reviewed for compliance.