



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, February 22, 2023  
6:00 PM**

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

- 2A. Conditional Use Permit for Dunham Auto Sales, a proposed Light Motor Vehicle Sales (indoor) use, at 6047 W. Beloit Rd.**
- 2B. Site, Landscaping, and Architectural Design Review for Dunham Auto Sales, a proposed Light Motor Vehicle Sales (indoor) use, at 6047 W. Beloit Rd. (Tax Key No. 475-0015-002)**

**Overview and Zoning**

Dunham Transmissions is an existing automotive business located at 6047 W. Beloit Rd. Dunham Transmission would like to be able to sell up to 5 cars inside the building to supplement their existing business.

No interior or exterior changes are proposed; there is already sufficient open space within the building for sales space. All car sales would be done inside the building with only not for sale, customer, and employee cars located outside.

Hours of Operation: Monday - Friday 8am - 5pm

6047 W. Beloit Rd. is zoned I-1. Light Motor Vehicle Sales (indoor) is a Conditional Use in the I-1 zoning district.



**Site & Landscaping Plan**

Dunham Auto is not proposing any site or landscaping changes as part of this proposal.

The existing site includes a building on the South portion of the lot and a paved parking lot to the North.

Staff recommends installing a 4-sided refuse enclosure to house the garbage carts that are currently placed in the area noted in orange.

The lot also includes a post that does not seem to serve any purpose. Staff recommends removal.





**Architectural Plan**

Dunham Auto is not proposing any architectural changes.

**Floor Plan**

Light Motor Vehicle Sales will be contained to a 2,300 sq. ft. area at the front (Northwest) portion of the building.



**Design Guidelines**

Project is not considered a new development or significant redevelopment due to minimal proposed site changes. Design guidelines are not mandatory but serve as a framework for review.

See attached Plan Commission checklist.

**Recommendation:** Approve the Site, Landscaping, and Architectural Design Review for Dunham Auto Sales, a proposed Light Motor Vehicle Sales (indoor) use, at 6047 W. Beloit Rd. (Tax Key No. 475-0015-002) 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. Common Council approval of the Conditional Use Permit.
2. Submit updated plans to the Planning & Zoning office to show a) 4-sided refuse enclosure, b) removal of unnecessary post.

# PLAN COMMISSION CHECKLIST


1.

**Goal:**  
Context

Objective	Criteria		Notes
a. Neighbor	i. Street wall	<input type="radio"/>	
	ii. Scale	<input type="radio"/>	
	iii. Historic neighbors	<input type="radio"/>	
	iv. Connectivity	<input type="radio"/>	
b. Site	i. Orientation	<input type="radio"/>	
	ii. Unique features	<input type="radio"/>	
	iii. Historic elements	<input type="radio"/>	
	iv. Additions	<input type="radio"/>	


2.

**Goal:**  
Public Realm

Objective	Criteria		Notes
a. Active Ground Floor	i. Tall and clear ground floor	<input type="radio"/>	
	ii. Street edge	<input type="radio"/>	
	iii. Active uses	<input type="radio"/>	
	iv. No blank walls	<input type="radio"/>	
b. Build for People	i. Engaging spaces	<input type="radio"/>	
	ii. Accessible spaces	<input type="radio"/>	
	iii. Built-out site	<input type="radio"/>	
	iv. Pedestrian connections	<input type="radio"/>	
c. Mitigate Impacts	i. Vehicle parking	<input type="radio"/>	
	ii. Utilities and services	<input type="radio"/>	
	iii. Lighting	<input type="radio"/>	
	iv. Fencing	<input type="radio"/>	

3.

**Goal:**  
Quality

Objective	Criteria		Notes
a. Building	i. Quality materials	<input type="radio"/>	
	ii. Ground floor	<input type="radio"/>	
	iii. Exterior features	<input type="radio"/>	
	iv. Quality design	<input type="radio"/>	
b. Environment	i. Natural features	<input type="radio"/>	
	ii. Manage stormwater	<input type="radio"/>	
	iii. Reduce impervious surface	<input type="radio"/>	
	iv. Embody sustainability	<input type="radio"/>	