



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Tuesday, February 27, 2018
6:00 PM

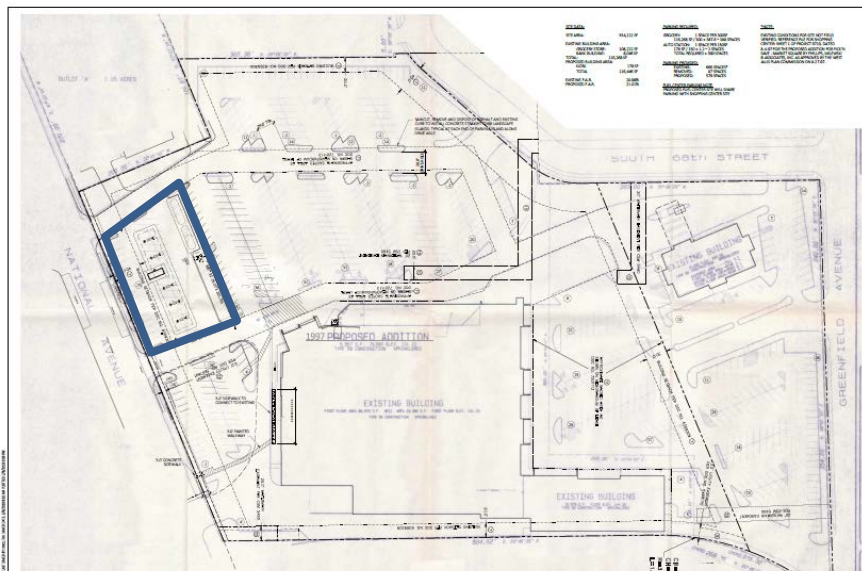
ROOM 220 – CITY HALL – 7525 W. GREENFIELD AVE.

- 4A. Special Use Permit for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave.
- 4B. Site, Landscaping and Architectural Plans for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave., submitted by Tim Kratz, d/b/a Sevan Multi-Site Solutions, LLC. (Tax Key No. 453-001-008)
- 4C. Certified Survey Map to create a parcel for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave., submitted by Tim Kratz, d/b/a Sevan Multi-Site Solutions, LLC. (Tax Key No. 453-001-008)

Items 4A., 4B., and 4C. to be considered together.

Overview and Zoning

The applicant, Roundy's is proposing to place a Fuel Center within the property that it leases at 6760 W. National Ave. The existing 10-acre parcel which includes a Pick 'n Save grocery store along with other small commercial tenants is located along the north side of W. National Ave. situated between S. 68 St. to the west and a railroad spur track to the east. The site is zoned C-3 Community Commercial District which allows Fuel Centers as a Special Use. A Public Hearing is scheduled for March 6, 2018.



The site actually runs quite a ways north of the Pick 'n Save tenant space itself and includes a mostly vacant multi-tenant commercial space and associated parking lot, on the upper portion of the site to the north.

Surrounding Area Information

The site is located in the middle of an area that is in the early stages of major private investment which will reposition many of the surrounding properties. Immediately to the east of this site Mandel Group has begun construction on their Six Points/Farmers Market Redevelopment which will include nearly 200 residential units which will have views of and be major users of this Pick 'n Save site. Additionally, immediately to the south of this site, is a CDA owned property, known as the "white building" because it is clad in white siding. However, what is behind that siding is a potentially striking all glass building that is being marketed to various developers for a future corporate office location. That future office building will have direct views and access to the Pick 'n Save parking lot under review as part of this submittal. There is also much happening to the north of this site as well, with what looks to be a substantial potential investment in the West Allis Towne Centre as well as an even bigger picture potential redevelopment and potential investment in the nearly 25 acres of existing office buildings and parking lots along both sides of S. 70 St., north of W. Greenfield Ave.

Application Background and Description

Kroger operates more than 1,500 grocery store fuel centers nationally. Regarding fuel sales, customers do not enter the fuel kiosk but complete transactions at the credit card readers at each fuel dispenser or at a transaction window located at the front of the fuel kiosk. Kroger estimates that seventy percent of fueling traffic comes from customers whom are already in the grocery store lot. The fuel facilities are open to the public and require no membership. Kroger offers limited outdoor selling, i.e. ice, soda vending, dry goods on the exterior of the transaction kiosk and limited sales of convenience items from within the kiosk.

The underground petroleum storage tank and piping systems are designed, installed, and operated to comply with or exceed federal, state, and local guidelines.

Architecturally, the design intent for the fuel station is to be transparent to provide visibility to the shopping center while integrating features and color schemes of the shopping center store. The fuel centers are complementary to the grocery store with exterior lighting being dark-sky compliant and wholly on the shopping center sites.

Roundy's stores, including Pick 'n Save, are a wholly-owned subsidiary of Kroger. The proposed fuel facility, if approved, will be a \$1.45-million-dollar investment to align the existing grocery store categories with a modern grocery store offering. The fuel facility will consist of a 24' x 145' fuel canopy, a 178-square foot fuel transaction kiosk, five multi-product fuel dispensers, two underground storage tanks and limited outdoor sales.

The fuel station will be constructed within a completely paved area of the existing Market Square Shopping Center parking lot in an individual outlot, by means of a certified survey map, which will allow the applicant to comply with the singular building-per-lot provision.

Architectural

The elevation and rendering of the proposed fuel facility kiosk indicates, "split faced block panels". The concept from the applicant is to match the existing grocery store, as

this fuel center is a part of their offerings. Roundy's is also considering options for inclusion in the West Allis Artscape mural project to provide an improvement to the east side of the existing shopping center building that will face the proposed apartment development although staff has not received a concept or application submittal to date.



Staff would like to see more modern materials used on the fuel station kiosk than what are currently proposed. As proposed the fuel station is designed to match the existing Pick 'n Save Grocery Store which was constructed nearly 30 years ago. It is a building that looks dated and is one of the few Pick 'n Saves in the region that has not seen its exterior updated in the last 30 years. Staff recommends that the applicant not attempt to match it but consider the use of more modern materials on the Fuel Station.

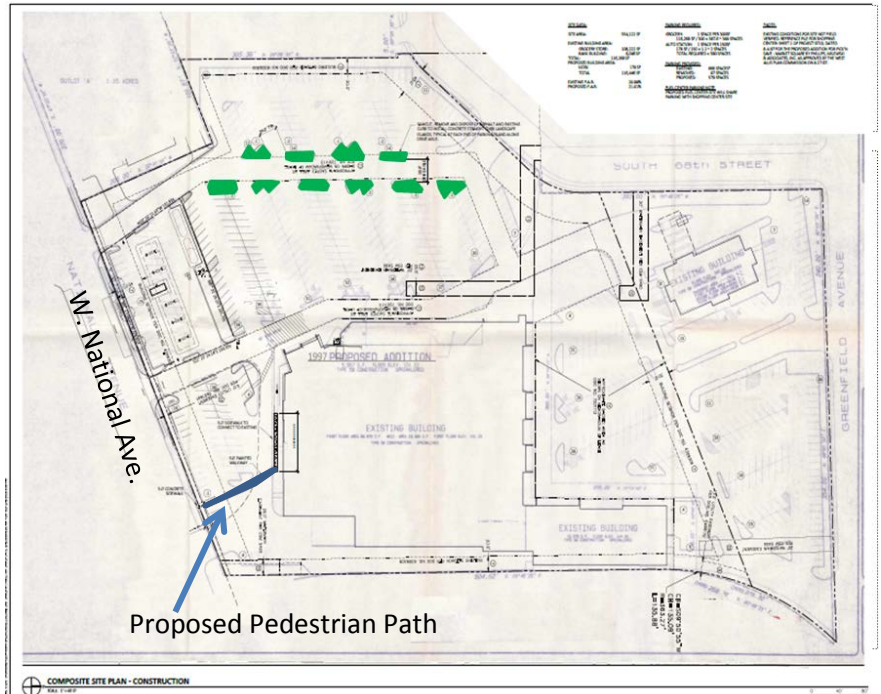
In order to be consistent with previous gas station approvals staff recommends that the canopy supports be clad in brick and/or other masonry product, to be approved by staff, to complement the kiosk itself.

Site and Landscaping

The fuel station will be served by the two existing approaches by means of existing access easements that exist for the shopping center. Landscaping will be substantially augmented to attempt to meet the current municipal design intent.

The proposed construction will maintain existing drainage patterns and result in an increase in pervious area.

The proposed alteration to the approved site and landscape plan for the Pick 'n Save parking lot triggers a full site and landscape review of the site and as such staff has asked Roundy's take a look at the site in its entirety.



Please note that on top of the improvements proposed by the applicant and the recommended improvements from staff that the City has sent the property owner a

notice to get the site into conformance with the previously approved plans, over time it appears that some of the landscaping on site has died off and that some of it has been intentionally removed from the site.

In addition to the proposed fuel center improvements and landscaping which will help frame in that site, as part of this project scope, a pedestrian access path from W. National Ave. to the store is proposed by the applicant. Additionally, Roundy's is proposing to install 10 new landscape islands which would frame in its existing western parking lot drive which runs south to north from W. National Ave. to S. 68 St.

Staff recommends that the applicant install additional pedestrian connections which get pedestrians from W. National Ave. and S. 68 St. to the front door of Pick 'n Save in a safe and efficient manner both in the daytime and at night. As such staff recommends that some pedestrian level lighting such as lighted bollards along with landscaping be proposed along sidewalks which would lead to the walk along the front of Pick 'n Save. This is a similar approach to the approval of the multi-tenant commercial center on HWY 100 and Cleveland approved by the Plan Commission in March of 2017 which provided 3 pedestrian paths (2 of them with lighted bollards and adjacent landscaping) to the main sidewalk along the front of the shopping center in what was previously designed as an auto oriented parking lot. Construction on that approved plan will begin within the next month. Additionally, staff recommends that the applicant address the undersized sidewalk in front of the Pick n' Save grocery store which does not provide for a comfortable pedestrian experience getting to the main entrance. Finally, staff recommends that the crosswalks between the 2 main entrances and exits be repainted to alert drivers to pedestrian crossings.

Lastly, staff would like to understand how the western most parking area to the west of the western drive thru the site is leased and/or subleased as it is in constant non-compliance, with various trailers and large semi-trucks parked within it for substantial periods of time. Those types of uses are not compliant within the C-3 Community Commercial Zoning District. If there is no use for this site as part of the Pick 'n Save use staff would like to discuss how this area could be better utilized long-term.

Signage

The applicant has proposed a nearly 30 sf. ft., 8' high freestanding sign for the fuel center with a base to match the split face block panels proposed on the kiosk portion of the fuel center. As proposed that sign appears to be located within the vision triangle. Staff recommends that the sign be relocated to be outside of the required, 10' x 20' vision triangle. Additionally, the sign code requires that decorative sides and top be included on free standing signage and thus staff recommends that change as well. Finally, the sign code requires that landscaping surround the sign at 2 times the sign face area which would be approximately 60 sq. ft. of landscaping, the applicant will just need to show that they can meet this requirement. These requirements will not be noted in the actual conditions of approval for this project as the applicant can either choose to meet the requirements in the code and receive a staff approval or it can apply for a variance to the sign code at a future meeting.

The site also contains an existing non-conforming freestanding sign along W. National Ave. In accordance with Section 13.21(A) of the Municipal Code, all signage on the site shall conform when there is any alteration to a sign that requires a sign permit. As such staff cannot issue permits for other signs on the existing site until there is an agreement

from the property owner that the existing non-conforming sign will come down within 2 years of Plan Commission approval of this plan.

Parking

<u>SITE DATA:</u>		<u>PARKING REQUIRED:</u>	
SITE AREA:	554,122 SF	GROCERY:	1 SPACE PER 300SF 116,268 SF / 300 = 387.6 ~ 388 SPACES
EXISTING BUILDING AREA:		AUTO STATION:	1 SPACE PER 150SF 178 SF / 150 = 1.2 ~ 2 SPACES
GROCERY STORE:	108,222 SF	TOTAL REQUIRED =	390 SPACES
BANK BUILDING:	8,046 SF		
TOTAL:	116,268 SF	<u>PARKING PROVIDED:</u>	
PROPOSED BUILDING AREA:		EXISTING:	666 SPACES*
KIOSK	178 SF	REMOVED:	87 SPACES
TOTAL	116,446 SF	PROPOSED:	579 SPACES
EXISTING F.A.R.	20.98%	FUEL CENTER PARKING NOTE	
PROPOSED F.A.R.	21.01%	PROPOSED FUEL CENTER SITE WILL SHARE PARKING WITH SHOPPING CENTER SITE	

Recommendation: Recommend Common Council approval of the Special Use Permit, Certified Survey Map for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave. as well as approval of the Site, Landscaping and Architectural Plans for the proposed Pick 'n Save Fuel Center to be located within the parking lot of the existing Pick 'n Save at 6760 W. National Ave.

(Items 1-8 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping, Screening and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a) more modern architectural materials used on the kiosk portion of the fuel center; (b) masonry piers along the canopy supports (material of which to be approved by staff); (c) additional and expanded pedestrian connections from the right of ways to the main entrance; (d) landscaping along the pedestrian entrances thru the parking lot; (e) pedestrian level lighting along the pedestrian entrances; (f) detailed cut sheets for all improvements proposed (i.e. lighting) to be approved by staff; (g) benches being added to the plan; (h) at least 3 bike racks; (i) expanded sidewalk along the narrowed portion of the sidewalk on the front elevation of the Pick 'n Save grocery store; (j) landscaping species and number to be approved by the City Forester. Contact Shaun Mueller, Senior Planner at (414) 302-8460 with further questions.
2. Information provided to City Staff as to how the rear, western portion of the parking lot is used, currently appears to be used for truck and trailer parking which is not code compliant in the C-3 Zoning District.
3. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Shaun Mueller, Senior Planner at (414) 302-8460 with any questions.

4. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. Contact Shaun Mueller, Senior Planner at (414) 302-8460 with any questions.
5. Common Council approval of the Special Use Permit (Public Hearing scheduled for March 6 and the necessary signatures).
6. Common Council approval of the Certified Survey Map.
7. A signed statement from the property owner that the non-conforming freestanding sign will be removed within 2 years from the date of this Plan Commission approval.
8. Documentation and approval showing compliance with the City of West Allis Stormwater Management Ordinance, to be submitted to the Engineering Department by a registered Civil Engineer.

(Remaining conditions of approval to be satisfied within one year of Plan Commission approval;)

9. 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.