



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, April 23, 2025**  
**City Hall, Room 128**  
**6:00 PM**

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

**7. Ordinance to amend limited use criteria for automotive uses.**

**Overview & Zoning**

An ordinance amendment for Council consideration relative to automotive uses. The change is summarized as creating a new use classification of “Light Vehicle Services (limited)” and a new definition for such uses. Such uses would be allowed as limited uses without the requirement to be separated from residential districts, but subject to site, landscaping, and architectural design review.

**Definition** include a new definition to offer distinction

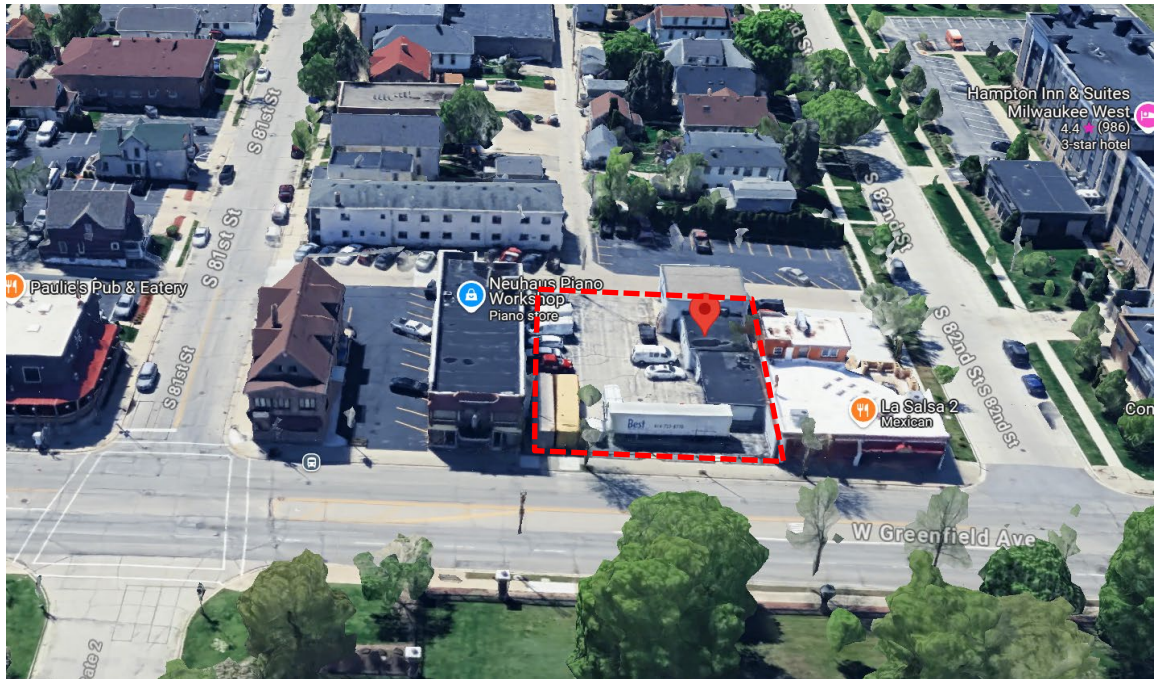
Current (to remain)	Light Motor Vehicle Service	The maintenance, repair, or enhancement of motor vehicles having a gross vehicle weight rating of 10,000 pounds or less for compensation
Proposed (new)	Light Motor Vehicle Service (limited)	Auto glass services including glass repair, replacement, or tint enhancement for motor vehicles having a gross weight rating of 10,000 pounds or less for compensation

New use and definition

A summary of the existing ordinance regulations and some additional data is shared in the bullet points below. A proposed ordinance amendment option is also shared for your consideration at the end of this report.



The Common Council was introduced to the ordinance amendment at the April 15 Council meeting and directed staff to refer the matter to Plan Commission.



Here are some current background facts of the existing ordinance:

- [Light motor vehicle services](#) are considered [conditional uses](#) in all of our commercial (except C-1) and industrial districts.
- The [conditional use criteria](#) require that no conditional use permit may be issued when adjacent to a lot zoned residential or used as residential. It's common for zoning district lines run down the centerline of streets and alleys.
- 64% of all commercial properties in the city are directly abutting residential or abutting but separated by an alley. The other 36% of commercial properties in the city don't abut residential.
- There are approximately 66 light motor vehicle services in West Allis (services/repair shops). Some of these properties were establish prior to the current zoning ordinance and therefore considered legal non-conforming uses.
- Legal non-conforming (legacy) uses that are in business may continue to operate. If those places go out of business, another similar use (example another light motor vehicle service use) may take their place as long as it's done within 12 months. After a lapse in that term, the property would need to be used in accordance with the zoning ordinance.

Catalyst – David Gonzalez of Dynamic Auto Glass and Tint Service, recently approached the City with interest in leasing commercial property at 8123 W Greenfield Ave. (an 11,000-sf ~ 0.25 acre site with approx.. 2,500-sf building). The lot is zoned C-2, but the conditional use criteria restrict light vehicle service uses as the commercial lot abuts a residential zoning district. The business has reached their alderpersons to seek Common Council consideration of a zoning ordinance text amendment.



While this is one property, ordinance amendments should be considered within the balance of the city overall. A draft ordinance will be prepared for further consideration and action before the City Plan Commission and Common Council (which requires a public hearing).

The building and site at 8123 W. Greenfield Ave. is currently being used as storage and was previously Best Electric. As part of the ordinance amendment language (text amendment), the property will be subject to a site, landscaping, and architectural design review. This will require the following:

1. Business operational plan indicating the type of business, hours, number of vehicles on site, customer drop off pick up procedure, how long vehicles stay on site, typical business operations on site or within the community.
2. Site plan of the overall property and any proposed improvements (for example the plan indicating removal of the trailer and bollards along W. Greenfield Ave., proposed landscaping improvements along the frontage of the site, parking lot striping, refuse location on site or within building, any exterior improvements to the building like exterior paint updates, window openings...). If you have a basic floor plan of the building and how it will function this will help in understanding the use as well.



**Recommendation:** Common Council approval of an ordinance to amend limited use criteria for automotive uses.

(Items 1-3 are required as part of the occupancy permit process):

1. Business operational plan indicating the type of business, hours, number of vehicles on site, customer drop off pick up procedure, how long vehicles stay on site, typical business operations on site or within the community.
2. A Site, Landscaping, Architectural Plan being submitted to Planning & Zoning to show: (a) removal of the trailer from the property, (b) a site and landscaping plan to show proposed site alterations (indicating removal of the trailer and bollards along W. Greenfield Ave., proposed landscaping improvements along the frontage of the site, parking lot striping, refuse location on site or within building, any exterior improvements to the building like exterior paint updates, window openings, lighting and signage). (c) a floor plan of the building and how it will function.
3. A signage and lighting plan permit requirement in compliance with West Allis Municipal Code.



# Definition include a new definition to offer distinction

Current  
(to remain)

Light Motor Vehicle  
Service

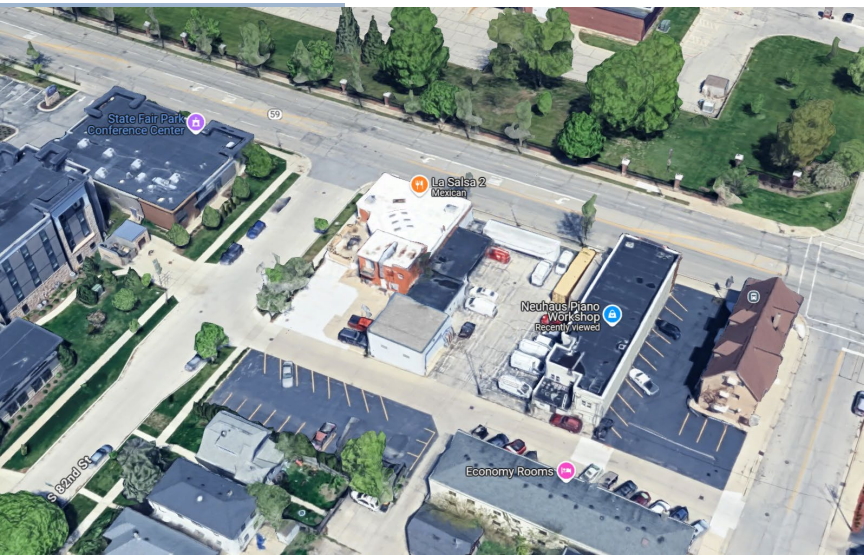
The maintenance, repair, or enhancement of motor vehicles having a gross vehicle weight rating of 10,000 pounds or less for compensation

Proposed  
(new)

Light Motor Vehicle  
Service (limited)

Auto glass services including glass repair, replacement, or tint enhancement for motor vehicles having a gross weight rating of 10,000 pounds or less for compensation

New use and definition



# Ordinance update consideration (Automotive Uses)

## Existing Principal Use Table

Automotive	RA-1	RA-2	RA-3	RB	RC	C-1	C-2	C-3	C-4	I-1	I-2	P	SF
Automobile Parts Sales								P	P	P	P		
Car Wash Service									C	C	L		
Fuel Sales							C	C	C	C	C		
Heavy Motor Vehicle Sales										C	P		
Heavy Motor Vehicle Service											C		
Light Motor Vehicle Sales (indoor)								C	C	C	P		
Light Motor Vehicle Sales									C	C	P		
Light Motor Vehicle Service							C	C	C	C	C		

## Existing Limited Use Criteria

8. Automotive		
Principal Use	District(s)	Criteria
Car Wash Service	I-2	Permitted if not located on a lot which shares a lot line with a lot zoned residential

## Proposed Principal Use Table

Automotive	RA-1	RA-2	RA-3	RB	RC	C-1	C-2	C-3	C-4	I-1	I-2	P	SF
Automobile Parts Sales								P	P	P	P		
Car Wash Service									C	C	L		
Fuel Sales							C	C	C	C	C		
Heavy Motor Vehicle Sales										C	P		
Heavy Motor Vehicle Service											C		
Light Motor Vehicle Sales (indoor)								C	C	C	P		
Light Motor Vehicle Sales									C	C	P		
Light Motor Vehicle Service							C	C	C	C	C		
Light Motor Vehicle Service (limited)							L	L	L	L	L		

New limited use classification

## Proposed Limited Use Criteria

8. Automotive		
Principal Use	District(s)	Criteria
Car Wash Service	I-2	Permitted if not located on a lot which shares a lot line with a lot zoned residential
Light Motor Vehicle Service (limited)	C-2,C-3, C-4, I-1, I-2	Permitted when on-site services are performed indoors. Site plan subject to design review.

New limited use criteria



Auto Service Business	Location	District
1 Allis Automotive Repair	6205 W Lincoln Ave	1
2 Auto Body Specialists	6024 W Mitchell St	1
3 Bamrah Motors	5538 W National Ave	1
4 Dunhams Transmissions	6047 W Beloit Rd	1
5 El Patron	5330 W Lincoln Ave	1
6 Expert Car Care Inc	6803 W National Ave	1
7 Fairview Motors	1965 S 60 St	1
8 Fremuts Garage	6500 W Beloit Rd	1
9 K&K Autobody	6125 W Burnham St	1
10 Kwik Finish Colors Autobody	1361 S 59 St	1
11 Magic Aut Repairs	1230 S 60 St	1
12 Mission Auto Body	1412 S 62 St	1
13 Mr G's Consumer Car Care	6023 Beloit Rd	1
14 Quinn Auto Body	5710 W National Ave	1
15 R&D Auto Repair	5630 W Mobile St	1
16 R&R Auto Service	5525 W Beloit Rd	1
17 Reyes Auto Body	6607 W Mitchell St	1
18 Richlen & Sons Inc	6808 W Lincoln Ave	1
19 Richlen Garage	6427 W Lincoln Ave	1
20 RSR Services	6036 W Beloit Rd	1
21 Ruiz Auto Repair	5237 W Electric Ave	1
22 Super Speed Auto Body	5612 W National Ave	1
23 Uncle Willie's Auto Service	5606 W Burnham St	1
24 Upham Auto Care	2081 S 56 St	1
25 A-1 Motors	7623 W Greenfield Ave	2
26 Big Boyz Mufflers and More	8108 W National Ave	2
27 Buds Transmissions (out of business?)	1462 S 81 St	2
28 CM Best Mufflers & Brakes	8205 W Lincoln Ave	2
29 D&R Automotive	8200 W National Ave	2
30 Fleet Auto Services	7400 W National Ave	2
31 Gallegos Automotive	7606 W Greenfield Ave	2
32 Lincoln Auto Service & Tires	7202 W Lincoln Ave	2
33 Mid Coast Automotive	1904 S 74 St	2
34 Miller Auto	1910 S 73 St	2
35 Motor Service & Machine	1903 S 69 St	2
36 Precision Auto Body	1645 S 83 St	2
37 Sunbusters Glass Tinting	1927 S 70th St	2
38 Total Auto Repair	7905 W Lincoln Ave	2
39 ABC Auto & Tire	8704 W Greenfield Ave	3
40 Alarmtronix	855 S 84 St	3
41 Amplified Audio and Remote Start	729 S 84 St	3
42 Brownell Quality Collision	10414 W Greenfield Ave	3
43 Concurs	9508 W National Ave	3
44 Fairview Sales & Services	8400 W Becher St	3
45 J&S Accel Auto and Truck Repair	662 S 93 St	3
46 Komptech Automotive Services	8832 W Greenfield Ave	3
47 Lllc	9400 W National Ave	3
48 Mufflers Plus	9200 W National Ave	3
49 Otto's Automotive	9802 W Schlinger Ave	3
50 Superior Window Tinting	723 S 84 St	3
51 West Allis Auto Body	8808 W National Ave	3
52 West Allis Auto Repair	9009 W National Ave	3
53 West Allis Car Care	10204 W Greenfield Ave	3
54 Your Auto Repair	9706 W Schlinger Ave	3
55 Auto Repair Shop (in business?)	8440 W Cleveland Ave	4
56 The Mechanics	9435 W Lincoln Ave	4
57 Goodyear Auto Service	10757 W National Ave	4
58 International Auto Collision Center	10221 W Arthur Ave	4
59 A&W Auto Service	1212 S 108 St	5
60 Caliber	11330 W Lincoln Ave	5
61 Montez Auto Repair	11321 W Greenfield Ave	5
62 Prestige	11133 W Rogers St	5
63 Safelite Auto Glass	10708 W Orchard St	5
64 Scott's Automotive	2042 S 114th St	5
65 Southtown Tire and Auto	2906 S 108 St	5
66 Ziebart of West Allis	2021 S 108 St	5

