



# City of West Allis

## Meeting Minutes

### Plan Commission

7525 W. Greenfield Ave.  
West Allis, WI 53214

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Wednesday, February 24, 2021

6:00 PM

City Hall, Room - Virtual  
7525 W. Greenfield Ave.

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#### REGULAR MEETING

#### A. CALL TO ORDER

*The meeting was called to order at 6:06 p.m.*

#### B. ROLL CALL

- Present** 6 - Wayne Clark, Kathleen Dagenhardt, Brian Frank, Amanda Nowak, Eric Torkelson, and Rossi Manka
- Excused** 3 - Jon Keckeisen, David Raschka, and Ben Holt

#### Others Attending

John and Diane Knecht, Aaron Aspenson, Ron Reinowski, Fred Finch and Don Nummerdor

#### Staff

Steve Schaer, AICP, Manager of Planning and Zoning  
Tony Giron, Planner  
Erin Scharf, Zoning Administrator and Business Process Liaison

#### C. APPROVAL OF MINUTES

1. [21-0063](#) January 27, 2021 Draft Minutes of Regular & Supplemental Agendas

**Attachments:** [PC Draft Minutes of 1-27-21 \(Supplemental Agenda Item\)](#)  
[PC Draft Minutes 1-27-21 \(Regular Agenda\)](#)

**A motion was made by Clark, seconded by Frank, that this matter be Approved. The motion carried unanimously.**

#### D. NEW AND PREVIOUS MATTERS

2. [21-0083](#) Site, Landscaping, and Architectural Plans for 5801 W. National Ave. Renovation, to be located at 5801 W. National Ave., submitted by John and Diane Knecht. (Tax Key No. 438-0448-000).

**Attachments:** [5801 - W National Ave \(SLA\)](#)

**Recommendation:** Recommend Common Council approval of the Site, Landscaping, and Architectural Plans for 5801 W. National Ave. Renovation, to be located at 5801 W. National Ave., submitted by John and Diane Knecht. (Tax Key No. 438-0448-000), subject to the following:

*(Items 1 through 4 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. *Revised Site, Landscaping, and Architectural Plans being submitted to the Department of Development to show the following: (a) landscaping details of area to the east of building; and (b) details of a four-sided refuse enclosure being shown on the site plan; (c) Contact Tony Giron, City Planner at 414-302-8469.*
2. *A grant of privilege being submitted for proposed steps leading up to the new east door (plans should address the footings under the subject area). Contact Tony Giron, City Planner at 414-302-8469 to coordinate.*
3. *An estimated cost of paving, landscaping, and screening being submitted to the Department of Development for approval. Contact Tony Giron, City Planner at 414-302-8469.*
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 landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. Contact Tony Giron, City Planner at 414-302-8469.*

*(Remaining conditions of approval to be satisfied by the property owner within one year of Plan Commission approval)*

5. *Signage and exterior lighting plan being provided for staff review and approval.*
6. *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.*

**A motion was made by Clark, seconded by Dagenhardt, that this matter be Approved. The motion carried unanimously.**

3. [21-0084](#) Ordinance to amend the official zoning map with the removal of a PPD-2 Overlay, Planned Development District (PDD-2 Commercial), at 11013 and 11111-17 W. Greenfield Ave. submitted by Aaron Aspenson of Festival Foods (Tax Key No. 448-9993-009 and 448-9993-006)

**Attachments:** [Festival Foods - Remove PDD-2 11111 W Greenfield Ave \(REZONE\)](#)

***Recommendation:*** *Common Council approval of the Ordinance to amend the official zoning map with the removal of a PPD-2 Overlay, Planned Development District (PDD-2 Commercial), at 11013 and 11111 W. Greenfield Ave. submitted by Aaron Aspenson of Festival Foods (Tax Key No. 448-9993-009 and 448-9993-006). The public hearing is scheduled for March 16, 2021*

**A motion was made by Frank, seconded by Manka, that this matter be Approved. The motion carried unanimously.**

4. [21-0085](#) Master Sign Plan for Festival Foods, a proposed large retail development grocery store, to be located at 11111-17 W. Greenfield Ave., submitted by Aaron Aspenson on behalf of Festival Foods (Tax Key No. 448-9993-006).

**Attachments:** [Festival Foods - 11111 W Greenfield Ave Master Signage \(SIGN\)](#)

*Staff noted that the existing Club Self Storage sign is within an easement and Festival cannot remove it without consent of the Club Self Storage property owner. Staff will*

ensure that the existing non-conforming sign be maintained, or it could be removed if it falls into disrepair. Staff will also encourage the property owners to work together toward consolidating signage on site.

Wayne Clark requested follow up report to Plan Commission on the signage maintenance item.

**Recommendation:** Staff recommends approval of the Master Signage plan for Festival Foods located at 11111-17 W Greenfield Ave. submitted by Aaron Aspenson (Tax Key No. 488-9993-006). The signage is proportional to the building's setbacks and orientation on site relative to the street frontage and number of tenants. The proposed signage design also includes architectural features, offsets and individually mounted letters, versus using raceways which is a more appealing/quality design standard.

**A motion was made by Clark, seconded by Frank, that this matter be Approved. The motion carried unanimously.**

5. [21-0086](#)

Site, Landscaping and Architectural Plan for a proposed storage structure for Hein Electric, an existing business, located at 2030 S. 116 St. submitted by Ron Reinowski, vice president, Hein Electric (Tax Key No 481-9993-033)

**Attachments:** [Hein Electric - 2030 S 116 St \(SLA\)](#)

**Recommendation:** Recommend approval of site, landscaping and architectural plan for a proposed storage structure for Hein Electric, an existing business, located at 2030 S. 116 St. submitted by Ron Reinowski, vice president, Hein Electric (Tax Key No 481-9993-033), subject to the following conditions:

(Item 1 is 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. Revised Site, Landscaping, and Architectural Plans being submitted to the Department of Development to show the following: (a) infill landscaping being installed this spring in accordance with the City Forester's recommendation; (b) refuse enclosure details being provided to Planning and Zoning; (c) the fabric color being indicated on plans. Contact Steven Schaer, Manager of Planning and Zoning at 414-302-8466 with any questions.

**A motion was made by Clark, seconded by Frank, that this matter be Approved. The motion carried unanimously.**

6. [21-0087](#)

Signage Plan for Aspen Dental, a proposed dental office, to be located at 10757 W. Cleveland Ave., submitted by Sign Effectz, Inc. on behalf of Aspen Dental Management, Inc. (Tax Key No. 519-9996-003)

**Attachments:** [Aspen Dental - 10757 W Cleveland Ave - Aspen Dental \(SIGN\)](#)

Wayne Clark clarified that Aspen Dental knew of the non-conforming signage issue when they came before Plan Commission to seek approval of the site, landscaping and architectural plans to construct the building.

**Recommendation:** Approval of the Signage Plan Appeal for Aspen Dental, a proposed dental office, to be located at 10757 W. Cleveland Ave., submitted by Sign Effectz, Inc.

*on behalf of Aspen Dental Management, Inc. (Tax Key No. 519-9996-003).*

**A motion was made by Clark, seconded by Frank, that this matter be Approved.  
The motion carried unanimously.**

**E. ADJOURNMENT**

*There being no other business, a motion was made by Wayne Clark and seconded by Kathleen Dagenhardt to adjourn the Plan Commission meeting at 6:32 p.m.*

*The motion carried unanimously.*



All meetings of the {bdName} are public meetings. In order for the general public to make comments at the committee meetings, the individual(s) must be scheduled (as an appearance) with the chair of the committee or the appropriate staff contact; otherwise, the meeting of the committee is a working session for the committee itself, and discussion by those in attendance is limited to committee members, the mayor, other alderpersons, staff and others that may be a party to the matter being discussed.

**NON-DISCRIMINATION STATEMENT**

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

**AMERICANS WITH DISABILITIES ACT NOTICE**

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

**LIMITED ENGLISH PROFICIENCY STATEMENT**

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.