



# City of West Allis

## Meeting Agenda

### 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

*To reduce health risks associated with the COVID-19 virus, we are encouraging the Public to monitor the Plan Commission meeting remotely using the following Live Stream option:  
<https://www.youtube.com/user/westalliscitychannel/live>*

*Plan Commissioners and Applicants will receive further instructions on accessing a virtual Zoom meeting to organize a quorum and to participate in the meeting's agenda items.*

#### A. CALL TO ORDER

#### B. ROLL CALL

#### 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 \(Regular Agenda\)](#)

#### 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 \(SLA\)](#)

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 \(REZONE\)](#)

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 \(SIGN\)](#)

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 \(SLA\)](#)

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 \(SIGN\)](#)

## E. ADJOURNMENT



All meetings of the Plan Commission 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.

### NOTICE OF POSSIBLE QUORUM

It is possible that members of, and possibly a quorum of, members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

### 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.



# City of West Allis

## Meeting Minutes

### Plan Commission

7525 W. Greenfield Ave.  
West Allis, WI 53214

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Wednesday, January 27, 2021

6:00 PM

Virtual  
7525 W. Greenfield Ave.

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#### REGULAR MEETING - SUPPLEMENTAL AGENDA (draft minutes)

- Present** 4 - Wayne Clark, Brian Frank, Eric Torkelson, and Rossi Manka  
**Excused** 5 - Kathleen Dagenhardt, Jon Keckeisen, Amanda Nowak, David Raschka, and Ben Holt

#### NEW AND PREVIOUS MATTERS

- S1** [21-0045](#) Site, Landscaping and Architectural Plan for proposed new construction of a single family home on an undeveloped lot at 801 S. 91 St. submitted by Heatherlee Muehlius, property owner (Tax Key No. 442-0086-000)

**Attachments:** [S1 \(SLA\) 809 S 91 St](#)

*Correction to address initially stated on the agenda was noted and confirmed.*

*Section 12.13(3)(b)(iv)(B) provides an allowance for variances by the Planning Commission for single family new home construction. A motion was made by Wayne Clark and seconded by Brian Frank to accept the staff recommendation.*

**Recommendation:** *Approve the Site, Landscaping, and Architectural Plans for a new single-family home and detached garage, to be located at 809 S 91st St. submitted by Heatherlee Muehlius (Tax Key No. 442-0086-000), with reduced "green space" being less than the 25% as required per section 12.12 of the municipal code.*

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

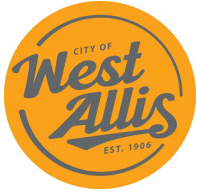
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# City of West Allis

## Meeting Minutes

### Plan Commission

7525 W. Greenfield Ave.  
West Allis, WI 53214

Wednesday, January 27, 2021

6:00 PM

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

#### REGULAR MEETING (draft minutes)

#### A. CALL TO ORDER

*The meeting was called to order at 6:00 p.m.*

#### B. ROLL CALL

- Present** 4 - Wayne Clark, Brian Frank, Eric Torkelson, and Rossi Manka  
**Excused** 5 - Kathleen Dagenhardt, Jon Keckeisen, Amanda Nowak, David Raschka, and Ben Holt

#### Staff

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

#### Others Attending

Dan Nowak, Dana Spandet, Don Nummerdor, Fred Fisher, Robert Schmidt

#### C. APPROVAL OF MINUTES

1. [21-0004](#) December 2, 2020 Draft Minutes of Regular & Supplemental Agendas

**Attachments:** [PC Draft Minutes Of 12-2-20 \(Supplemental Agenda Item\)](#)  
[PC Draft Minutes of 12-2-20 \(Regular Agenda\)](#)

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

#### D. NEW AND PREVIOUS MATTERS

- 2A. [21-0032](#) Special use permit for Flour Girl & Flame, a proposed restaurant and limited food production business, to be located at 8121-23 W. National Ave.

**Attachments:** [Flour Girl & Flame - 8121-23 W National Ave \(SUP-SLA\)](#)

**This matter was Approved on a Block Vote.**

- 2B. [21-0033](#) Site, Landscaping, and Architectural Plans for Flour Girl & Flame, a proposed restaurant and limited food production business, to be located at 8121-23 W. National Ave., submitted by Dan Nowak, d/b/a Flour Girl & Flame. (Tax Key No. 452-0601-000).

**Attachments:** [Flour Girl & Flame - 8121-23 W National Ave \(SUP-SLA\)](#)

*Items 2A and 2B were considered together.*

*Recommend Common Council approval of the Special Use Permit for Flour Girl & Flame, a proposed restaurant and limited food production business, to be located at 8121-23 W. National Ave., and approval of the Site, Landscaping, and Architectural Plans for Flour Girl & Flame, a proposed restaurant and limited food production business, to be located at 8121-23 W. National Ave., submitted by Dan Nowak, d/b/a Flour Girl & Flame. (Tax Key No. 452-0601-000), subject to the following conditions:*

*(Items 1 through 3 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) A four-sided refuse enclosure; (b) confirmation of easement agreement with railroad. Contact Tony Giron, Planner at 414-302-8469.*
- 2. 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, Planner at 414-302-8469.*
- 3. Common Council approval of the Special Use (scheduled for February 2, 2021) and applicant's acknowledgement of the Special Use Permit Resolution.*

**This matter was Approved on a Block Vote.**

### **Passed The Block Vote**

**A motion was made by Torkelson, seconded by Manka, to approve all the actions on item nos. 2A & 2B on a Block Vote. The motion carried unanimously.**

3. [21-0034](#) Certified Survey Map to split the existing parcel located at 10707 W. Cleveland Ave. and 10757 W. Cleveland Ave. into 2 parcels, submitted by Robert E. Schmidt III, d/b/a Bolder Venture (Tax Key No. 519-9996-003).

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

***Recommendation:*** *Recommend Common Council approval of the Certified Survey Map to split the existing parcel located at 10707 W. Cleveland Ave. and 10757 W. Cleveland Ave. into 2 parcels, submitted by Robert E. Schmidt III, d/b/a Bolder Venture (Tax Key No. 519-9996-003), subject to the following conditions:*

- 1. The balance of an outstanding sidewalk special assessment on the parcel must be paid to the City prior to the recording of the Certified Survey Map.*
- 2. Revise and resubmit CSM per comments from Engineering related to dedicated land language.*

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

4. [21-0035](#)

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 \(SIGN\)](#)

*The sign contractor noted that the business intended to open in 6 weeks and needs to install signage.*

*The initial motion was made by Wayne Clark and seconded by Rossi Manka to accept the staff recommendation for denial. However after discussion with the applicant, Wayne Clark (motioner) and Rossi Manka (seconded) both rescinded their motions and changed the course of action as follows:*

*A motion was made by Wayne Clark and seconded by Rossi Manka to place the application on file as it doesn't meet the sign ordinance. The directive to the applicant was to apply for a sign permit, for a 45-sf sign that will conform to the sign ordinance. A subsequent request for a sign variance to appeal for an additional 45-sf wall sign.*

**Recommendation:** *Place the Signage Plan Appeal application for Aspen Dental on file for 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).*

*The Planning Commission directive place the application on file as it doesn't meet the sign ordinance. The directive to the applicant is to apply for a sign permit, for a 45-sf sign that will conform to the sign ordinance. This may be approved administratively by Planning staff. A subsequent request for a sign variance to appeal for an additional 45-sf wall sign may then be submitted to Planning and Zoning for a future meeting before the Plan Commission. The Plan Commission offered a special meeting to address the appeal request.*

**A motion was made by Clark, seconded by Manka, that this matter be Placed on File. The motion carried unanimously.**

5. [21-0036](#)

Ordinance to amend the official West Allis Zoning Map by rezoning property located at 1436 S. 92 St. from RC-2, Residence District to C-2, Neighborhood Commercial District submitted by Andy Lopac (Tax Key No. 451-0228-002).

**Attachments:** [Rezone - 1436 S 92 St \(ORD\)](#)

*Recommendation: Common council approval of the Ordinance to amend the official West Allis Zoning Map by rezoning property located at 1436 S 92 St. from RC-2, Residence District to C-2, Neighborhood Commercial District submitted by Andy Lopac (Tax Key No. 451-0228-002) scheduled for 2/2/21.*

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

6. [21-0037](#) Site, Landscaping, and Architectural Plans for a new garage, to be located at 1436 S. 92 St. submitted by Andy Lopac (Tax Key No. 451-0228-002).

**Attachments:** [1436 S 92 St - SLA](#)

**Recommendation:** Approve the Site, Landscaping, and Architectural Plans for a new garage, to be located at 1436 S. 92 St. submitted by Andy Lopac (Tax Key No. 451-0228-002) subject to the following conditions:

A motion was made by Eric Torkelson and seconded by Wayne Clark to **modify** and accept the staff recommendation

(Items 1 through 3 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 and approved by the Department of Development to show the following: (a) overall site plan showing entire property (buildings, site features including proposed garage); (b) additional infill landscaping along the north side of the property to screen from the neighbor; (c) show all access points to the garage. If accessing the garage from another property, confirmation of an easement with neighboring properties; (d) **revised elevations to show changes relative to the relocated garage door (from east side to the north side of the building)**. Contact Tony Giron, at 414-302-8460 with any questions.
2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Tony Giron, City Planner at 414-302-8460.
3. 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 414-302-8460.

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

7. [21-0038](#) Ordinance to amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 Land Use) for properties located at 6500 W. Washington St., 1323 S. 65 St., and 1339-1347 S. 65 St. from Industrial and Office to Commercial Land Use.

**Attachments:** [Rezone - Motor Castings \(ORD\)](#)

**This matter was Approved on a Block Vote.**

8. [21-0039](#) Ordinance to amend the Official West Allis Zoning Map by rezoning properties, located at 6500 W. Washington St., 1323 S. 65 St., 1339-1347 S. 65 St. and portions of City right-of-way from M-1, Light Industrial to C-3, Community Commercial District (Tax Key Nos. 439-0001-037, 439-0139-002, 439-0140-001).



**Attachments:** [Rezone - Motor Castings \(ORD\)](#)

Items 7 & 8 were taken together.

**Staff recommendation:** Common Council approval of the following:

7. Ordinance to amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 Land Use) for properties located at 6500 W. Washington St., 1323 S. 65 St., and 1339-1347 S. 65 St. from Industrial and Office to Commercial Land Use.

; and,

8. Ordinance to amend the Official West Allis Zoning Map by rezoning properties, located at 6500 W. Washington St., 1323 S. 65 St., 1339-1347 S. 65 St. and portions of City right-of-way from M-1, Light Industrial to C-3, Community Commercial District (Tax Key Nos. 439-0001-037, 439-0139-002, 439-0140-001).

**This matter was Approved on a Block Vote.**

### Passed The Block Vote

**A motion was made by Clark, seconded by Frank, to approve all the actions on item nos. 7 & 8 on a Block Vote.**

**The motion carried unanimously.**

#### 9. [21-0040](#)

Ordinance to amend the Official West Allis Zoning Map by rezoning properties, located at 331-33 S. 108 St., and 1\*\* Block of S. 108 St. from M-1, Light Industrial to C-3, Community Commercial District (Tax Key No. 414-9990-001 and 414-9991-002).

**Attachments:** [Rezone M1-331-33 S 108 St & 1\\*\\* Block of S 108 St to C3 \(ORD\)](#)

**Recommendation:** Common Council approval of the Ordinance to amend the Official West Allis Zoning Map by rezoning properties, located at 331-33 S. 108 St., and 1\*\* Block of S. 108 St. from M-1, Light Industrial to C-3, Community Commercial District (Tax Key No. 414-9990-001 and 414-9991-002) scheduled for 2/2/21.

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

**The motion carried unanimously.**

#### 10. [21-0041](#)

Ordinance to Adopt the City of West Allis 2040 Comprehensive Plan.

**Attachments:** [2040 Comprehensive Plan \(ORD\)](#)

**Recommendation:** Common Council approval of the Ordinance to Ordinance to Adopt the City of West Allis 2040 Comprehensive Plan. Hearing - February 17, 2021.

**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 Rossi Manka to adjourn the Plan Commission meeting at 7:00 p.m.



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**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, February 24, 2021  
6:00 PM  
Virtual Meeting**

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

- 2. 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).**

**Overview & Zoning**

The applicant is a new owner, who has purchased the former (“Texanol”) property and is proposing to renovate their building by making significant improvements to the upstairs residential unit where they will reside. Once the residential upgrades are made, the new owners will shift their focus upon updating the first-floor area for a commercial tenant.

- Eventually the overall intent being to convert the existing building to a mixed-use property. At that time, a special use, will then be required as marketing efforts lead to commercial tenant prospects for the first-floor space.



The site is currently zoned C-3 Community Commercial District.

History repeats - The building was originally built in 1925 as a mixed use with a store on the ground floor and an apartment above. In 1937, two additions (a storefront addition along W. National Ave. and a 13-ft x 69-ft retail shop addition along the west property line) were constructed. In the 1950's the building was converted to an engineering office and laboratory for T.H. Cochrane Labs. Based on a web search, *Eastman Texanol™ ester alcohol is the premier coalescent agent for latex paints. In 1962, the latex paint industry was in its infancy. The industry was transitioning from oil-based paints to water-based*

paints, and paint formulators quickly recognized the superior performance of Texanol (which has continued to evolve, becoming the gold standard in paint worldwide).

Future use and operations – The proposed use of the vacant commercial space is unknown at this time, but the new owners have indicated that they are seeking a tenant that would support the community’s needs. The residential unit on the second floor will now serve as the Knecht’s.

Site Plan

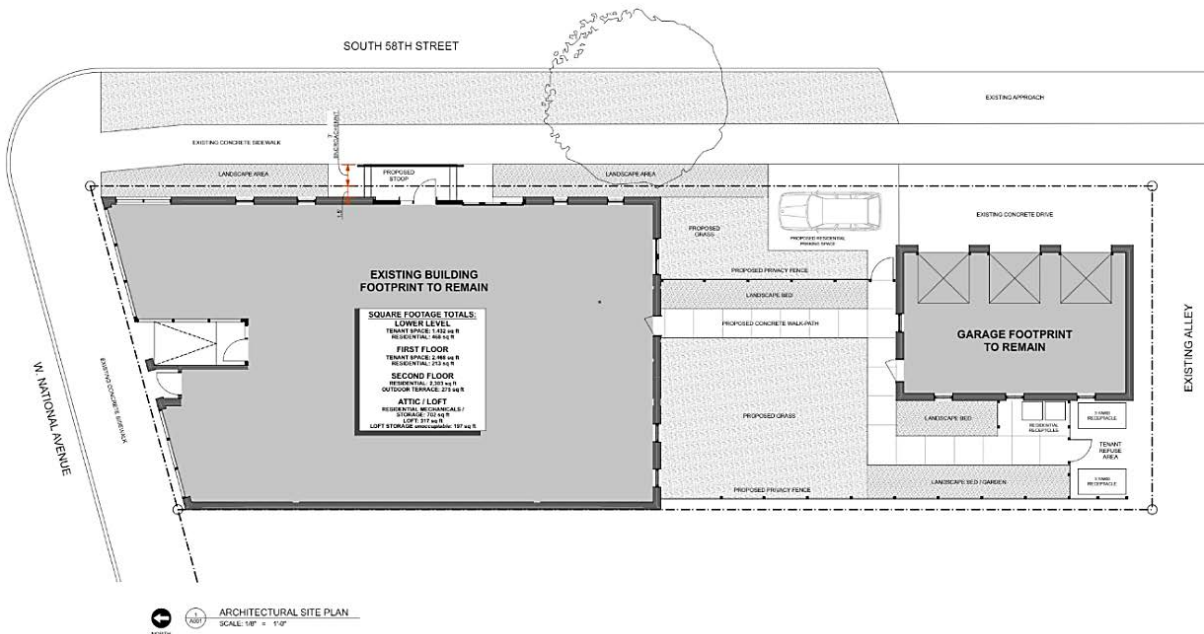
- Addition of a privacy fence along the western property line
- Proposed stoop (ingress/egress) along the east side of the building
- Proposed concrete path connecting rear entrance to garage and refuse enclosures
- Proposed refuse areas
- Proposed residential parking space



Landscaping Plan

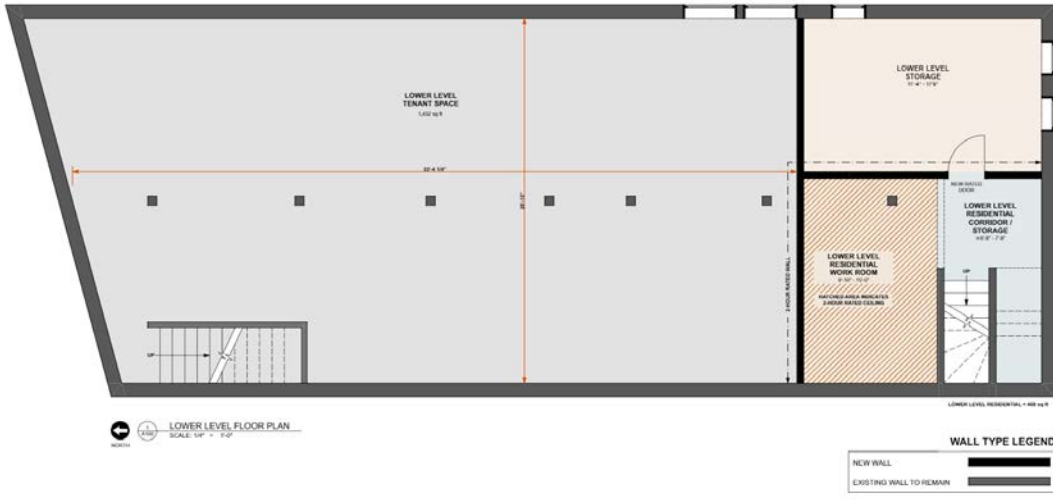
- Proposed grass and landscape beds in backyard
- Will need to identify landscaping along eastern frontage of building

Parking – Per zoning code Chapter 12.19, is required to have 3 spaces for a 4-bedroom residential dwelling. The current site plan has 4 parking spaces.



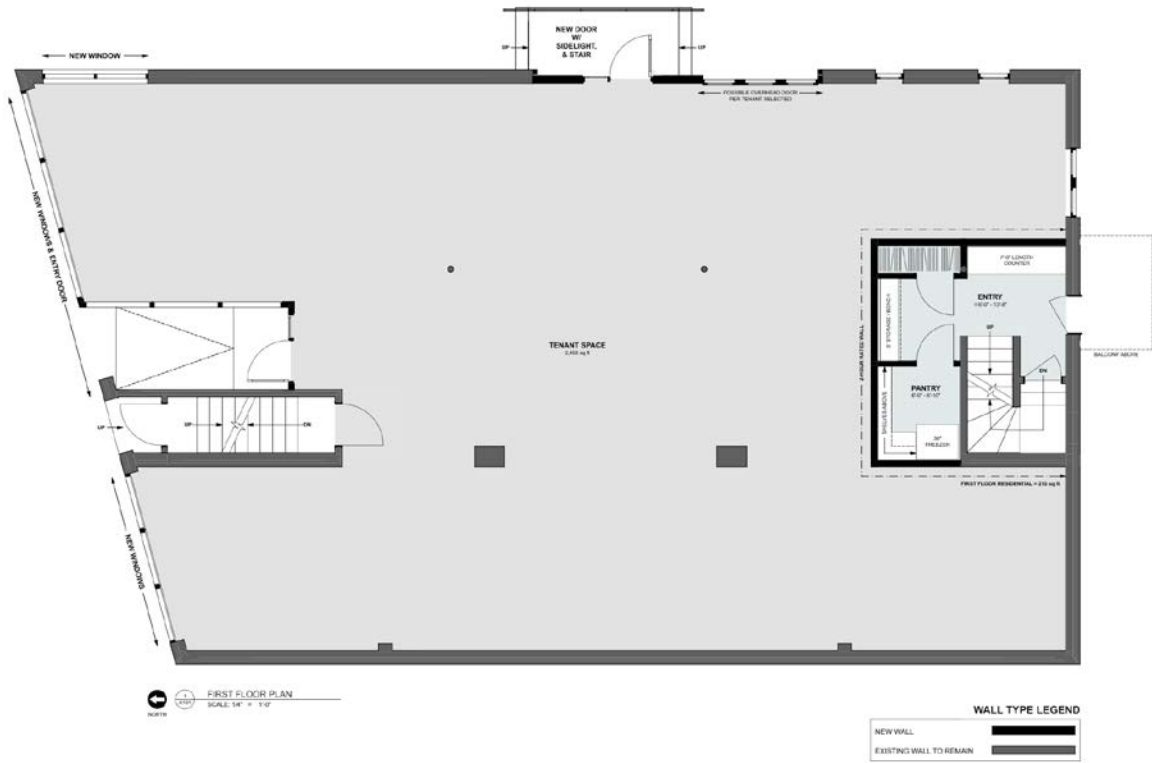
Lower Level Floor Plan

- New walls proposed in rear of lower level
- New rooms will be for storage, work room, and residential corridor
- Commercial tenant space is 1,432 square feet



First Level Floor Plan

- New walls proposed in rear of lower level
- New rooms will be for residential entry and pantry

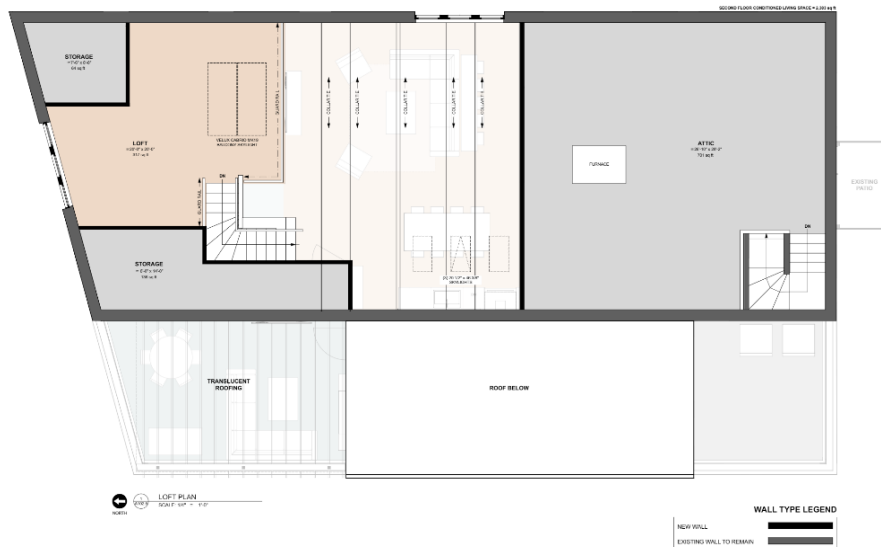


## Second Level Floor Plan

- 2,303 square feet
- 4 bedrooms, 3 bathrooms
- Everything will be taken down to the studs for a significant renovation
- Replacing all wiring and plumbing
- Additional space will be enclosed above the first-floor addition on the west side of the unit to include a game room and office/bedroom. As part of the building permit process this addition will prompt the need for a fire-resistant wall behind the corrugated metal panels.
- Roofline will be extended over the northwest section to create an outdoor patio



## Loft Floor Plan

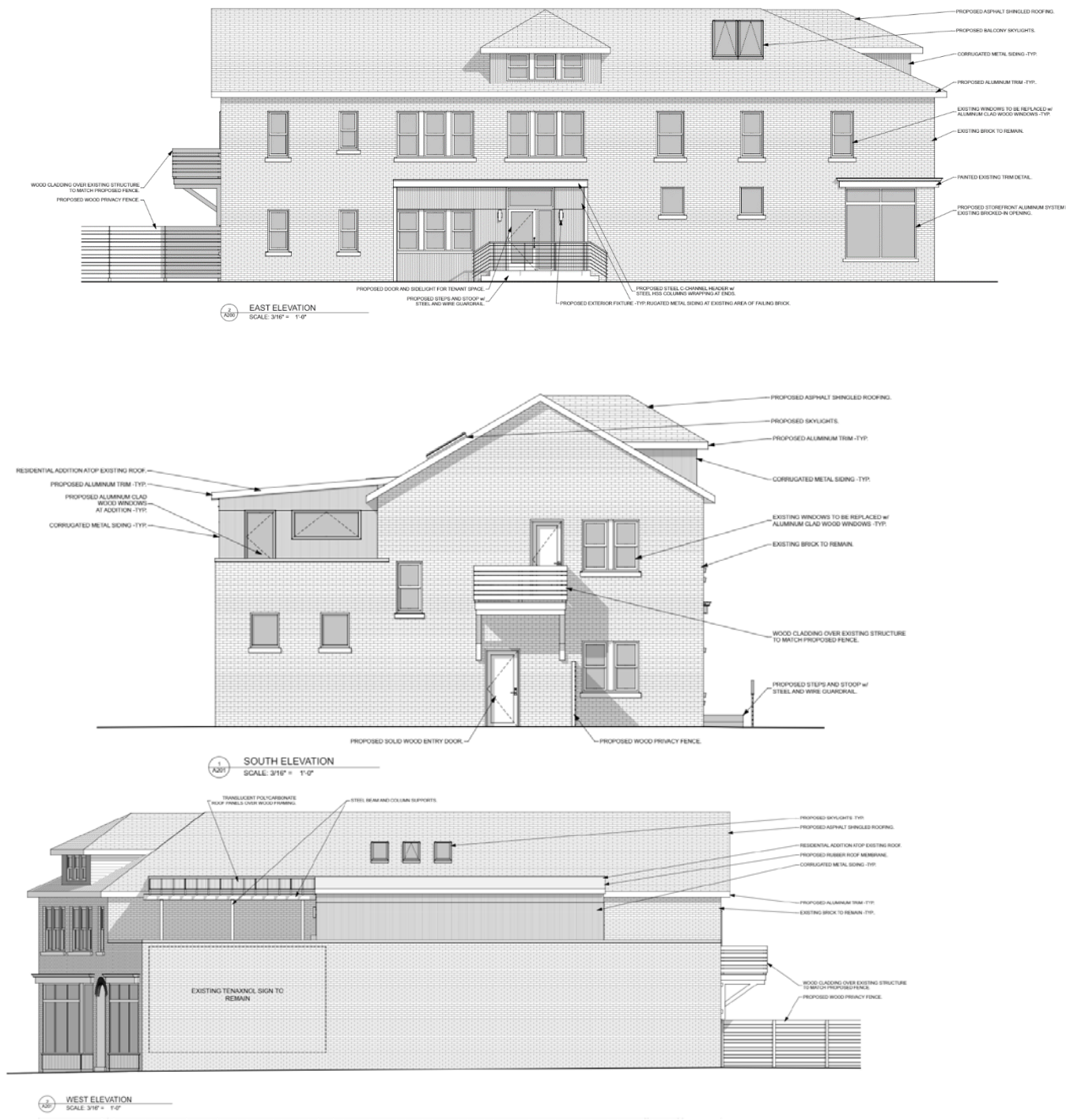


- 317 square feet of loft space
- 200 square feet of storage space
- Furnace in attic

## Exterior Elevations

- All windows replaced with aluminum clad wood windows
- Proposed skylights
- New asphalt single roof
- Painted trim on building façade
- Corrugated metal siding added throughout, especially in areas of failing brick
- Wood cladding over existing balcony structure
- Existing painted “Texanol” wall sign on the west elevation was painted by the Derse Co. in 1977. It will remain as a nod to the history of this building.





**Signage** – Future business signage review and permitting will follow the special use process. Signage permits may be considered and approved administratively if in compliance with the signage ordinance.



**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.



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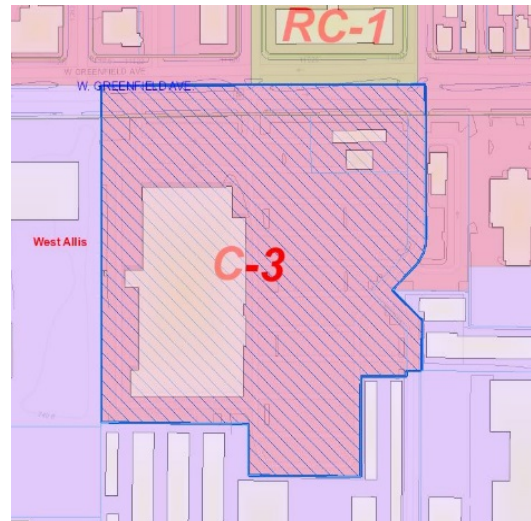
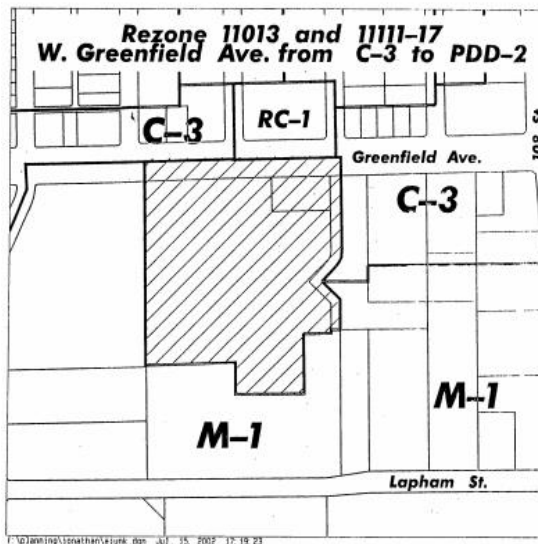
3. **Ordinance to amend the official zoning map with the removal of a PPD-2 Overlay, Planned Development District (PDD-2 Commercial), at 11013 and 11111-17 W. Greenfield Ave. submitted by Aaron Aspenson of Festival Foods (Tax Key No. 448-9993-009 and 448-9993-006).**

**Overview & Zoning**

In August 2020, Plan Commission approved a Special Use Permit and the Site, Landscape, and Architectural Plans for a proposed Festival grocery store located at 11111-17 W. Greenfield Avenue. As a condition of the approval the PDD-2 overlay district was required to be removed within one year. The PDD-2 overlay zone is no longer needed as it was established by the previous property owner and tenant (Jewel grocery store) so as to develop more than one principle building on a property.

- This item is Festival's follow up to satisfy the Plan Commission's August 2020 directive.

The property is currently zoned C-3, Community Commercial District, with a PDD-2 Commercial Overlay District. The subject PDD-2 is an overlay zoning district also covers the former fuel station property (at 11013 W. Greenfield Avenue).



**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.



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- 4. 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).**

**Signage Plan**

Festival Foods is in the processes of renovating the existing grocery store along with painting the exterior of their building as well as installing new business signage on the north and east elevations.

The renderings below were presented in the initial site plan approval which came before Plan Commission in 2020.

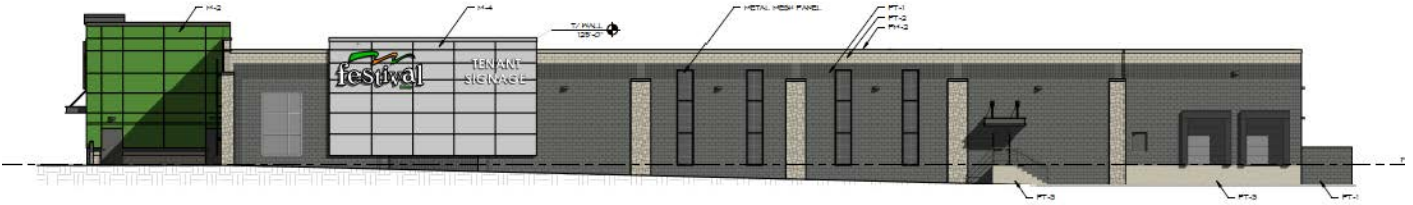


The signage review is being considered under the master signage program where building area is greater than 50,000-sf and less than 300,000 are required to obtain Plan Commission approval for their signage plans - section [13.21\(13\) Sign Code](#).

The existing building is about 84,600-sf.



**Wall Signage** – The signage ordinance indicates the following (*italicized*):  
*Number. Buildings greater than twenty-five thousand (25,000) and less than one hundred thousand (100,000) square feet of building area may be permitted two (2) wall signs on an exterior wall of the business in which the sign identifies.*



**NORTH ELEVATION**  
 SCALE: 3/32" = 1'-0"



**EAST ELEVATION**  
 SCALE: 3/32" = 1'-0"

*Area. Buildings greater than fifty thousand (50,000) square feet and less than three hundred thousand (300,000) square feet of building area shall be permitted four hundred (400) square feet in wall sign area, plus additional signage area computed by the following formula: five-tenths (0.5) square foot times the setback length of the building from the street frontage.*

- The total area of the building is about 84,600-sf
- The building is setback 133-ft from Greenfield Ave
- The total area of proposed new signage is 873-sf, and 550-sf of signage is allowed.
- There are two smaller tenants inside the Festival store, one being Caribou Coffee which is not requesting building signage. The other small tenant is TBD.

*Design. Artistic qualities, design relief and articulation of signage including raised letters, framing, insets/offsets and unique shapes are encouraged.*

- A. *The sign face shall be constructed of aluminum, masonry, or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.*
- B. *Exclusively flat wall signs shall not be acceptable. Acceptable alternatives include:*
  - a. *Raised/channeled letters;*
  - b. *Individual letters;*
  - c. *Oddly shaped signs; and*
  - d. *Two-inch thick (minimum) border around the wall sign.*

- The signage is proportional to the building, its setbacks and orientation.

- Signage has also been aesthetically designed to integrate with the approved exterior architectural features.
- Individually mounted letters, versus using mounting channels/raceways, is a more appealing/quality design choice utilized by Festival.



**Freestanding/monument sign**

The existing freestanding sign on site was used by the previous Pick 'n Save store. This sign features brick cap and base. The overall height is 12-4"-ft and the area is 75-sf.



The existing sign faces will be updated and repainted to correlate to the main building's new image.

**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 signage It also includes architectural features, offsets and individually mounted letters, versus using raceways which is a more appealing/quality design standard.



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
 Wednesday, February 24, 2021  
 6:00 PM  
 Virtual Meeting

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

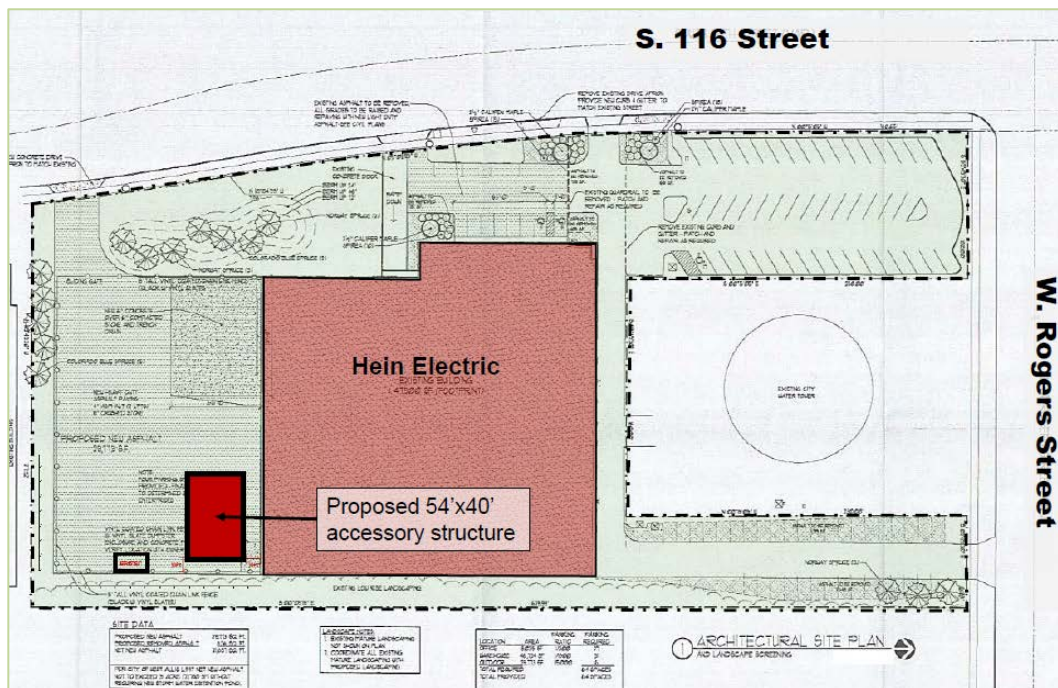
- 5. **Site, landscaping and architectural plan for a proposed storage structure for Hein Electric, an existing business, located at 2030 S. 116 St. submitted by Ron Reinowski, vice president, Hein Electric (Tax Key No 481-9993-033)**

**Overview & Zoning**

Hein Electric Supply is an independent electrical distributor with its headquarters in West Allis, and other locations in Downtown Milwaukee, Grafton, Menomonee Falls, Oak Creek, Oconomowoc, Pewaukee, Waukesha, and West Bend.

The 3.6-acre property is located on the east side of S. 116 St. and is zoned M-1, light industrial district. Hein is considered a permitted light industrial use within the zoning district. The existing property consists of a 54,900-sf building with an accessory outdoor yard area on the south side of the building. Surrounding properties are zoned and developed for light industrial use.

The proposal submitted by Hein includes the installation of an accessory storage structure on the south side of the main building. The purpose and intent of the building is for bulk storage of galvanized electrical conduit which is too long to manage within our warehouse. Precipitation, along with winter salt, is causing our inventory to rust, resulting in a high rejection and discard percentage. In addition, light poles awaiting delivery to jobsites would be stored inside, as they currently experience deterioration of their protective wrappers, resulting in damage during transportation.



### Site, landscaping and Architectural plans

The site/landscape plan submitted shows the new accessory building being setback 200-ft from the west property line along S. 116 St., up to 10-ft from the east fence-line (the fence line is approximately 20-ft from the east property line) and 10-ft from the south exterior wall of the main building.

The accessory building is approximately 54-ft wide by 40-ft deep by 22-ft tall, with a full wall on the north side and a half wall on the upper portion facing south. It will sit on a course of solid concrete block. The structure will sit upon existing asphalt pavement within the yard area.

- The property is under an approved site and landscaping plan from 2004 and the property is in good condition. The frontage along S. 116 St. and W. Rogers St. is well landscaped and an 8-ft tall fence surrounds the outdoor storage yard on the south side of the property. The City Forester has recommended some replacement infill landscaping of 3 spruce trees along S. 116 St. which Hein will replace this spring.
- The existing refuse area will be relocated to the southeast corner of the yard and be screened within a 4-sided enclosure (20x12 fenced in area) to match the surrounding fencing.



The 12.5 oz. Fabric Cover is energy-efficient and features a 20 year warranty

This 12.5 oz. polyethylene fabric cover is an energy-efficient option that enables users to save money on a monthly basis. Natural light filters through, eliminating the need for artificial daytime lighting, while the climate-sensitive cover keeps it warmer in the winter and cooler in the summer.

#### The ClearSpan 12.5 oz. Fabric Cover Advantage

- |   |   |
|---|---|
| Natural lighting - Reduce energy costs by eliminating daytime lighting. | Rip-stop weave - Stops potential tears in their tracks. |
| Climate sensitive - Cut heating and cooling costs.                      | 100% recyclable.  |
| Low maintenance - Rain keeps the cover looking clean.                   | Flame-retardant options available.                      |
|   | Exceptional 20 year warranty.                           |



**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.



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, February 24, 2021  
6:00 PM**

**Virtual Meeting**

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

6. **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)**

**Overview**

Aspen Dental, a new dental facility currently under construction at 10757 W. Cleveland Ave., is requesting to exceed the Sign Code by 45-square feet.

The parcel in question is located within the outlot area of the existing Office Max property. The area previously served as parking for Office Max and includes an 80 square foot non-conforming free-standing sign. Despite being a non-conforming sign, at the request of the developer, Plan Commission allowed for the sign to remain in place for the remainder of the existing Office Max lease.

At the January Plan Commission meeting, the Commission placed the Aspen Dental application on file as it didn't meet the sign ordinance. The directive from the Planning Commission to the applicant was to apply for a sign permit, for a 45-sf sign that will conform to the sign ordinance.

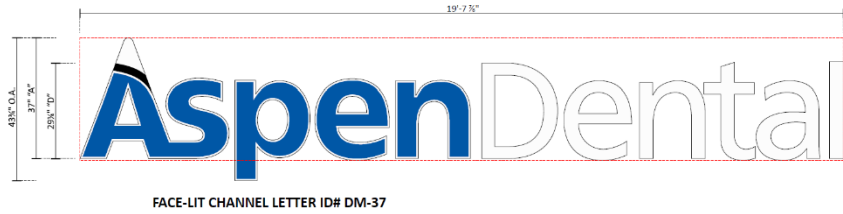
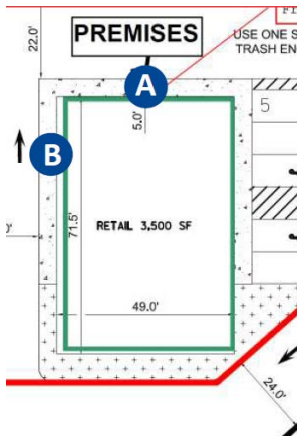
- This step has since been completed and has been approved administratively by the Planning staff.
- The subsequent request is for a sign variance to appeal for an additional 45-sf wall sign on the north elevation of the new building.

The parcel is permitted a maximum of 125 square feet of signage (combined total of both free-standing and wall signs). Given the existing non-conforming free-standing sign on site, plus the recent staff approval of an additional 45 square feet wall signage on the west elevation, no additional signage area remains available for a new Aspen Dental wall sign on the north elevation (facing W. Cleveland Ave.)

**Signage Plan Appeal Request**

Aspen Dental is proposing to install an additional 45 square foot wall sign. When combined with the existing 80 square feet non-conforming free-standing Office Max sign, the recently approved 45square foot west wall sign and the proposed 45 square foot signage (the subject appeal) would be equal to 170 square feet on site. Meaning this proposal is 45 square feet over what is permitted by Code.





NORTH ELEVATION - DM-37



WEST ELEVATION - DM-37

**Considerations**

The Sign Code identifies three criteria to be considered when Plan Commission reviews a request for a sign variance. The criteria and staff's considerations of those criteria (italicized) are as follows:

- 1) The sign as proposed will not result in an undue concentration of signage, which renders it difficult or confusing to read existing signs.
  - *While the amount of signage exceeds the Sign Code by 45 square feet, and the signage, two wall signs and one non-conforming free-standing sign, will be concentrated on the northwest corner of the site. Staff notes that the applicant*

*has reduced the area of wall signage from 60-sf each to 45-sf each. Staff is supports the change as it reduces the concentration of wall signage.*



- 2) The proposed sign is unique and of exceptional design or style so as to enhance the area.
  - *The sign's design and style is favorable to our Code (channel lettering), and is typical of other commercial wall signage along the Hwy 100 corridor.*
- 3) Site difficulties: unusual site factors preclude the construction of a sign in accordance with this section, which would be visible to the roadway adjacent to the site frontage.
  - *A sign constructed in accordance with the Sign Code, at 45 square feet, would be fully visible to the roadway, and would be in line with signage from similarly sized buildings in the area. Wall signs on the neighboring Spectrum, for example, are 47.45 square feet.*

Staff supports the applicants sign appeal request as Aspen Dental has modified the signage plan in alignment with staff and Plan Commission's directives from last month.

**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).