



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 22, 2022
6:00 PM
City Hall – Room 128

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

4. **Site, Landscaping, and Architectural Plan amendment for Cleveland Liquor, an existing liquor store located at 9131 W. Cleveland Ave. submitted by Hemant Khuttan d/b/a Cleveland Liquor. (Tax Key 517-0184-000).**



Overview and Zoning

The applicant/property owner was before the Plan Commission in December and received approval to construct a new ADA ramp at 9131 W. Cleveland Ave. The property is zoned C-2 Neighborhood Commercial District, which permits alcohol beverage sales. This business has a Class A liquor sales license issued earlier this year.

Exterior updates

The purpose for this month's Plan Commission item is to consider some more recent improvements that the owner would like to establish toward opening to store.

- The exterior alterations include new lighting, signage, and a metal accent wall on a portion of the storefront. Below are some photographs taken Friday 6/17/22 to show the work to date.



Exterior work

Mixed use building. Cleveland Liquor, Cut Above salon and apartment above.

1. View from Cleveland Ave. sidewalk. New signage and metal siding.

2. New signage will require a signage permit and the new corrugated metal siding at the corner requires Plan Commission approval. The metal siding replaces a compressed fiberwood siding tha

New storefront windows simply replacements to the old.

3. Metal siding installed in two layers and will be removed so that the upper layer overlaps the lower layer (rain run-off). The new siding is slightly inset on a similar plane as the new windows.

Staff recommending a frame around all or a portion of new metal siding to showcase and reflect similar design characteristic of new window framing.

The owner, Mr. Khuttan, has been responsive and is working with staff on updates. He has agreed to remove the metal siding, and if approved, will replace it to be layered properly. Staff is recommending framing as a method to better showcase the metal panel.

He is also making parking lot improvements that will include new blacktop and parking stall striping and a refuse enclosure. Of note, a significant portion of the parking lot is within City right-of-way. See aerial view below.

Status quo or to vacate (City Right of Way)

The City of West Allis maintains right of way upon what is paved for access to parking lot to the north and very west of this property. The new ADA ramp is within City ROW. A Privilege of Encroachment has been applied for an in process with our City Attorney's Office and will be granted.

Engineering, Attorney and Planning Office, thinking long-term, are in favor of the city sponsoring a vacation and discontinuance of the public right of way and granting it to the property owner. If this occurs, the land area would become private property and taxable.

City Right-of-Way (ROW)

- The City owns most of parking lot north and west of property
- New staircase/ramp on northside of building is within public ROW
 - Privilege of Encroachment is in process
- City Planning and Engineering recommend vacating land to property owner



Signage & Lighting – The city [signage ordinance](#) (link to summary hand-out guide) will allow for a maximum of two signs total area of both shall not exceed 75-sf of signage. The new existing sign is 42-sf in area (14x3). There is another pre-existing projecting sign on the S. 92 St. side of the building that will need to be factored into the total if it is staying/being refaced.

- Keep in mind that all sign faces (if internally illuminated) should be opaque, meaning that the text may illuminate, but in this case the white background should not illuminate at night.
- Since five exterior LED lights are planned on the building (2 on north and 3 on west), it's important you show us the lighting plan and fixture types before it gets installed – it will need permit approval first. The City wants to ensure lighting is directed downward to avoid nuisance light trespass from the property.

Recommendation: Approve the Site, Landscaping, and Architectural Plans for Cleveland Liquor, an existing liquor store located at 9131 W. Cleveland Ave. submitted by Hemant Khuttan d/b/a Cleveland Liquor. (Tax Key 517-0184-000), 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. Revised Site, Landscaping, and Architectural Plans being submitted to the Planning & Zoning program to show the following: (a) parking layout striping plan, (b) a four-sided refuse enclosure within property boundaries. Location, fence and gate details being provided on a site plan, (c) firewood container being noted on the site plan; (d) metal siding being removed and replaced in accordance with City Code Enforcement/Inspections, (e) a framework of consistent color to adjacent storefront windows being applied around the new metal siding. Contact Steven Schaer, Manager of Planning and Zoning at 414-302-8466, or planning@westalliswi.gov.

2. Signage and lighting plans being submitted for review and [permit](#).

Remaining condition being considered for sponsorship by a City Council member or Council Committee.

3. City to sponsor Right-of-way vacation being applied for or sponsored to discontinue a portion of right-of-way.