



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 28, 2020
6:00 PM
Virtual Meeting**

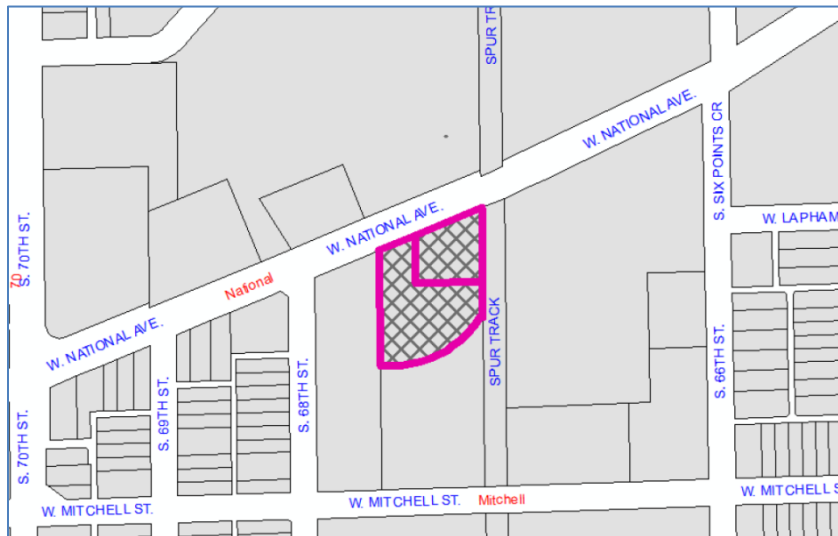
Watch: <https://www.youtube.com/user/westalliscitychannel>

3A. Determination of surplus Community Development Authority property located at 6749-6751 and 67 W. National Ave. (Tax Key No. 454-0251-001 and 454-0252-000)**

Overview

On behalf of the Community Development Authority, the above referenced site is located within the 68th and National Ave. Redevelopment Area. The City is interested in redeveloping the subject properties.

As with any Public/City-owned land sales or transfers of interest, the Plan Commission's role is to make a determination that the property is surplus.



Staff offers the following basis for Plan Commission's consideration:

- The City of West Allis has received a letter of intent to purchase the property and will enter into a purchase and sale agreement for a future commercial use development.
- Future development is applicable to zoning and land use regulations, public works, building and fire codes;
- The sale of the lot will make the property taxable;
- The City would no longer have to maintain the lot.
- The Redevelopment Plan conforms to the long range comprehensive plan for the City.

The Community Development Authority will consider the land sale on November 10, 2020.

Recommendation: Recommend Common Council approval of the determination of surplus Public/City-owned surplus property located at surplus Community Development Authority property located at 6749-6751 and 67** W. National Ave. (Tax Key No. 454-0251-001 and 454-0252-000) on the basis that the proposed redevelopment area satisfy

the City's public purpose in conformance of the 2030 comprehensive land use plan for said land; and, and the sale of this land would result in taxable property and relieve the City of maintenance of the property.

- 3B. Special Use Permit for 414 Brewing Company, a proposed brew pub, to be located at 6749-6751 W. National Ave.**
- 3C. Site, Landscaping, and Architectural Plans for 414 Brewing Company, a proposed brew pub, to be located at 6749-6751 W. National Ave. submitted by John Onopa d/b/a 414 Brewing Company (Tax Key No. 454-0251-001 and 455-0252-000).**

Items 3B and 3C may be considered together.



Overview & Zoning

The project area includes two properties that are currently owned and under the control of the Community Development Authority. The properties represent a 1.3 acre portion of a larger 5 acre redevelopment area that was created in 2019 to attract new business to catalyze growth and a new image for the area which is located just west of the Farmers Market area and southwest of The West, a new 177 unit apartment development.

The applicant is proposing to purchase the property and renovate to open a brewery with tap room, to be located at 6749-6751 W. National Ave. (current location of Perfect Screw Products Corporation). The brewery will have an on-site taproom and outdoor beer garden.

The site is currently zoned M-1 Manufacturing District, but as part of the redevelopment of this area, staff is taking into consideration that not only this property, but the overall redevelopment block area be rezoned to C-3, Community Commercial District. That being said, the existing M-1, manufacturing district will not result in an obstacle to the breweries plan to move forward toward purchasing and using the land.

The recommended C-3, Community Commercial District will allow food production limited, restaurants and outdoor extensions as a special use. Food production, limited, is defined as *an establishment that manufactures food products to be sold to consumers, retailers or wholesalers for final consumption or distribution, including, but not limited to, bakeries, caterers, candy and ice cream stores, delicatessens and meat markets, breweries, distilleries, and services based for mobile food services; this does not include the transformation of livestock.*



Brewery use and Operations – The site is formerly home to Perfect Screw, a manufacturing use building within a manufacturing zoning district. The Brewing Company has an letter of intent to purchase the building. They want to utilize the 10,000 square foot building for a 15 barrel brew house and on-site tap room with large bar, various seating areas, and a private event space. The site plan has designated areas for an outdoor bar, beer garden, 2 on-site food trucks, 50 customer parking stalls, 2 sand volleyball courts, and other outdoor gathering spaces. In all, the facility is designed to accommodate 300 total patrons. They hope to expand their building to the south in 3 years. The applicants indicate that the brewery will initially have the capacity to fill 1,300 barrels per year and grow to 3,500 barrels per year in 5 years. With their proposed expansion they hope to be able to produce 8,500 barrels.

Business Services – Sale of beer, hard seltzer, and soda. They will partner with local food trucks for on-site service directly adjacent to the building. Outdoor beer garden will include volleyball, bocce ball, and corn hole. Occasional live music indoors and outside. An enclosed refuse area will be located behind the building.

Commercial Vehicle Storage – One Sprinter van for off-site deliveries. Short party bus (20 person) for Brewer game shuttles.

Staffing – The Brewery will initially hire 12 full time employees and will have up to 20 employees within 3 years.

Hours - Monday 4:00 pm – 12 pm, Closed Tuesday, Wednesday 11 am – 12 pm, Thursday 11 am – 1 am, Friday 11 am – 1 am, Saturday 10 am – 1 am, Sunday 11 am – 9 pm.

Target Schedule

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|---|-------------------|
| Planning Commission | October 28, 2020 |
| Common Council Approval | November 4, 2020 |
| Property Sale Agreement | November 10, 2020 |
| Release Brewhouse Engineering | November 16, 2020 |
| Bank Loan Closing | January 2, 2021 |
| TTB License Application | January 3, 2021 |
| Release Brewing Equipment Production | January 3, 2021 |
| Begin Construction on Bldg Improvements | January 15, 2021 |
| Brewhouse Installations Begin | May 1, 2021 |
| Opening Date | June 15, 2021 |

Architectural and Floor Plan

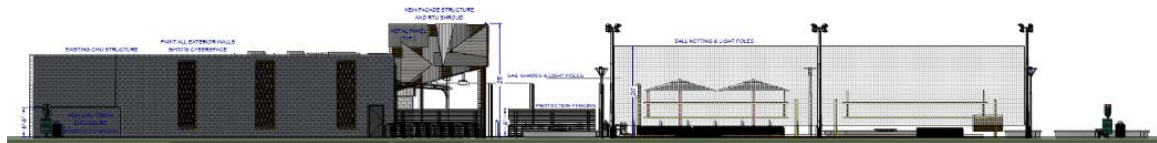
The eastern half of the building will be the seating area, complete with a bar, waiting lounge, ADA compliant restrooms, a dance floor/meeting room, an office, and a walk-in cooler. The western half will be the brewery space with an area for packaging, shipping, and receiving.



Exterior – The entire exterior will be painted a grayish color. The main entrance at the northwest corner will have a collage of new decorative metal adorning the exterior. The same decorative element will serve as a screen from the remote terminal unit on the roof. A series of trellises will adorn the exterior. An outdoor bar will be added to the northern elevation.



NORTH ELEVATION
SCALE: 1/8" = 1'-0"



EAST ELEVATION
SCALE: 1/8" = 1'-0"



WEST ELEVATION
SCALE: 1/8" = 1'-0"



SOUTH ELEVATION
SCALE: 1/8" = 1'-0"

Site, landscaping and Screening Plan

The brewery will be combining 2 parcels and adding a portion of a third property (also owned by the CDA) to the south to complete their vision. The northeastern parcel is roughly the location of the volleyball court. The site plan shows 2 volleyball courts, a bocce pit, a corn hole area, decorative benches, sail shades, an outdoor bar, a space for a food truck to park, and plenty of outdoor seating. The site plan also includes a sidewalk along the eastern site boundary and railroad tracks. A bike rack is proposed for the northeast corner of the building.

South of the building, a concrete slab will be removed and a 4-sided refuse enclosure will be added to the southeast corner. To complete the parking schematic, the City intends to sell the Brewery the southeast corner of the lot. The landscaping proposed throughout the site is adequate. The dark blue line on the image below represents the proposed expansion that the brewery hopes to accomplish in 5 years. The red line on the west side of the site plan is where there is an existing barricade as well as WE Energies power lines. The City is exploring the option of burying the lines.



Parking – Per zoning code Chapter 12.19, the assembly areas like tap rooms/taverns and restaurants are required to provide 1 off-street parking space per 150 square feet of gross floor area. Brewery production areas may be considered at one parking space for every 1,500-sf of floor area. The current site plan shows about 57 parking spaces, but there is also the potential for more off-street parking that could be created to the south (undeveloped CDA lands).

The timing of future shared parking on CDA lands is unknown at this time, but would evolve as an eventual redevelopment of the 6771 W. National Ave. property (former

Kearny and Trecker site), comes to fruition. The overall redevelopment area could share parking areas for the benefit of future development sites.

Lighting – Athletic directional lighting will be used to illuminate the volleyball court and outdoor areas. The outdoor bar will have their own lights as well as string lights on either side of it.

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 Special Use Permit for 414 Brewing Company, a proposed brew pub, to be located at 6749-6751 W. National Ave. and approval of the Site, Landscaping, and Architectural Plans for 414 Brewing Company, a proposed brew pub, to be located at 6749-6751 W. National Ave. submitted by John Onopa d/b/a 414 Brewing Company (Tax Key No. 454-0251-001)., subject to the following:

(Items 1 through 7 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) detailed exterior plans being submitted to the Department of Development for approval to address window and door details, exterior siding material and color considerations, rooftop screening, all details being identified on plan; (b) WeEnergies utility coordination relative to overhead utility considerations being noted; (c) floor plan use areas being calculated relative to zoning ordinance parking ratios; (d) realign the W. National Ave. driveway to straddle west property line; (e) realign off-set parking stalls on the north end of the parking lot to align with the balance of off-street parking stalls on the west side of the building; (f) Include a north-south pedestrian walkway connection from the sidewalk along W. National Ave. to extend into the site along the west side of the building providing an access way linking front and rear building entrances/exits; (g) include an east-west pedestrian walkway within the southern parking field; (h) easement considerations being delineated on the plan between abutting properties and street right of way; (i) a landscaping plan being provided (subject to the approval of the City Forester) to indicate species, size and quantities; (j) landscaping areas being included between the two garage doors along the southern elevation of the building; (k) perimeter volleyball court netting; (l) bike rack accommodations being located in close proximity to the main entrance; and (m) truck delivery/loading areas being shown relative to expected type of design vehicle. Contact Tony Giron, City Planner at 414-302-8469.
2. 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.

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 414-302-8469.
4. Documentation and approval showing compliance with the City of West Allis Stormwater Management Ordinance, to be submitted to the Building Inspections and Neighborhood Services Department by a registered Civil Engineer. A stormwater permit must be obtained from the City. Contact Mike Romans, Plumbing Inspector at 414-302-8413.
5. Driveway permits being applied for through the City Engineering Department. Contact Greg Bartelme at (414) 302-8367.
6. Common Council approval of the special use (scheduled for November 4, 2020) and applicant's acknowledgement of the special use resolution.
7. Common Council approval of a certified survey map being submitted to the Department of Development.

(Remaining conditions of approval to be satisfied by the property owner prior to occupancy)

8. Rezoning of the property to C-3, Community Commercial District by the Department of Development.
9. Lighting plan being submitted to the Department of Development for review and approval, to include, lighting locations, cut sheets of fixtures as well as photometric plans.

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

10. Signage plan being provided for staff review and approval.
11. 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.