



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 25, 2021
6:00 PM
City Hall – Room 128

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

4. **Site, Landscaping, and Architectural Plans for Wendy’s, an existing restaurant, located at 10933 W. Greenfield Ave., submitted by Michael Blaeser, d/b/a Blaeser Construction. (Tax Key No. 448-9993-005)**

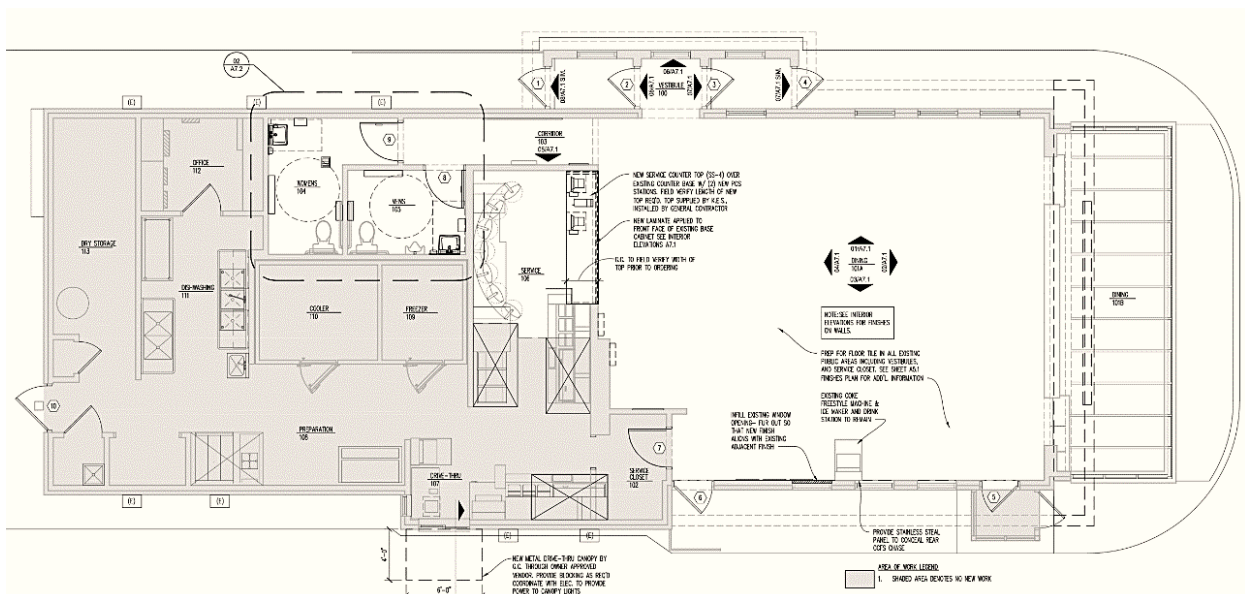
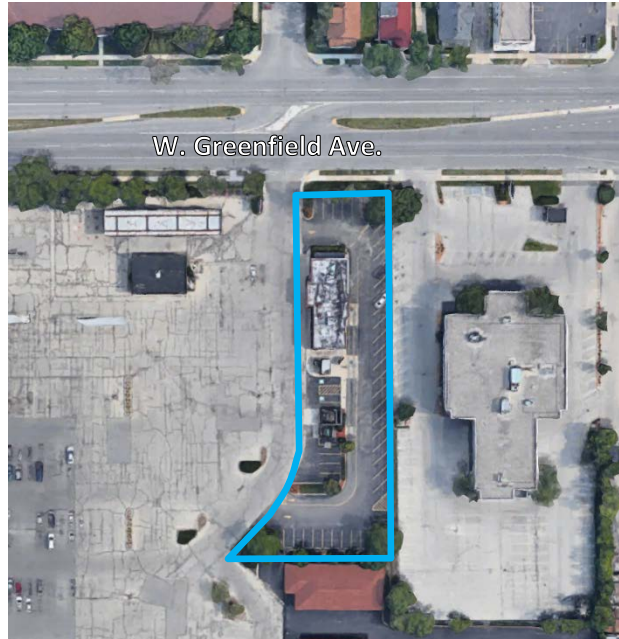
Overview and Zoning

The Wendy’s franchise owner is proposing to update the property located at 10933 W. Greenfield Ave. This Wendy’s franchise has had various owners since it opened in 1984. The applicant is proposing to update both the interior and exterior. The business is a restaurant use and is considered a permitted use in the C-3, Community Commercial District.

Existing hours of operation for Wendy’s are:
 Sunday – Thursday 6:30 am – 11 pm
 Friday & Saturday 6:30 am – 12 am

Floor Plan

Most improvements will be made to the customer facing portion of the restaurant. A new counter and point of sales systems will be installed, the floor will be retiled, and restrooms will be entirely renovated.



Site and Landscaping Plan

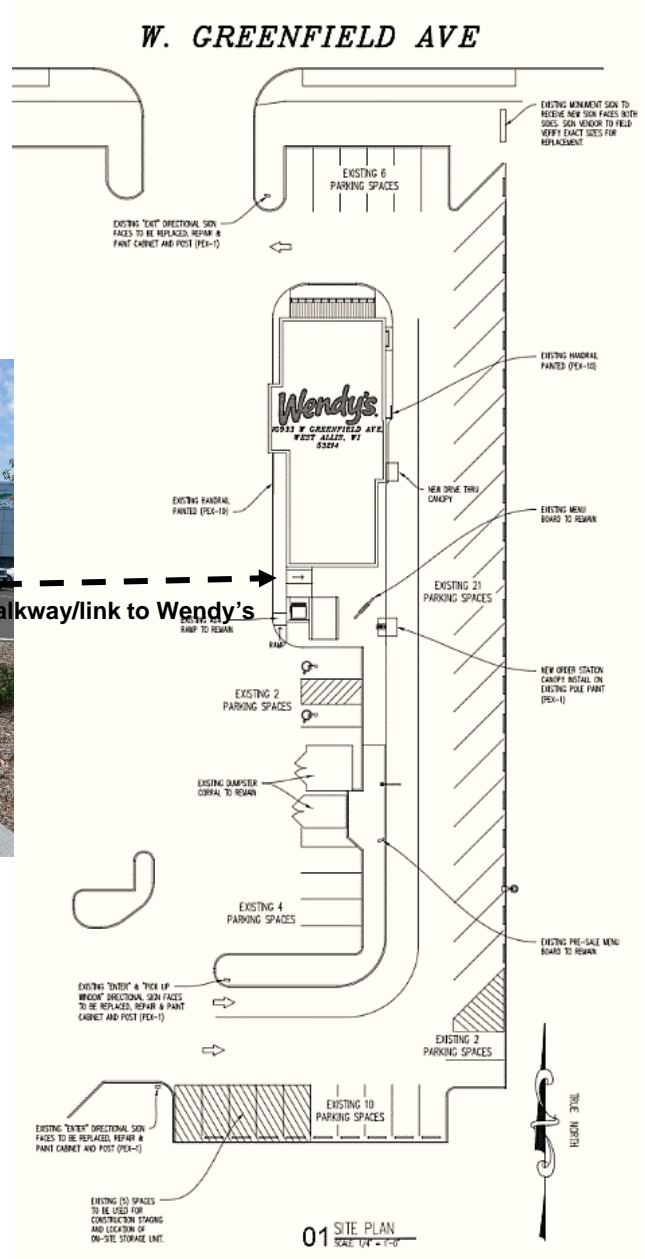
While the developer is not proposing any changes to the site and landscaping, Planning staff is recommending site and landscaping updates to be incorporated into the scope of the project. The recommended changes would bring the project more in line with the recently adopted HWY 100 Corridor plan, which calls for increased walkability and connectivity between

sites. The new neighbor to the west is Festival Foods, a large grocery store that has done a lot to increase the curb appeal of their site (and parking lot) by enhancing the walkability of the entire property. In 2022 Festival has a site plan to install a landscaped pedestrian walkway from their storefront to the Wendy's site.



Staff is recommending that Wendy's site plan acknowledge a future pedestrian connection to Festival Foods property (from the west entry point of their restaurant). Festival Foods will be resealing their parking lot and creating that connection in summer 2022. Wendy's has stated that they will accommodate the request when their lot is resealed and restriped but have not indicated when that will happen. The site plan should reflect the change.

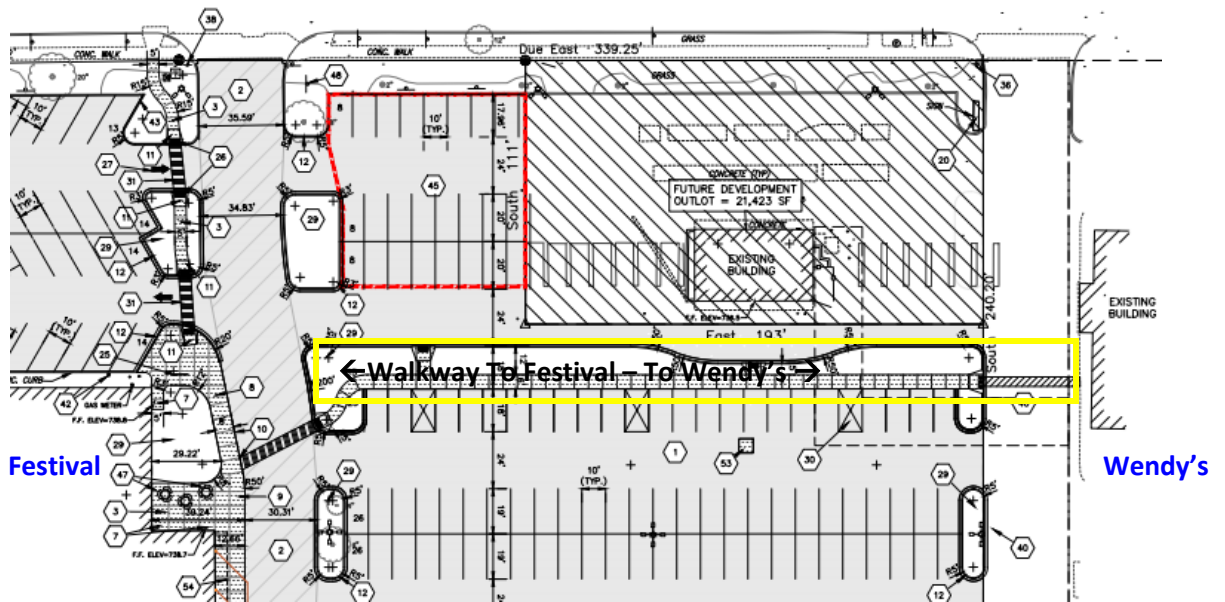
Staff has requested that shrubs and/or perennials be planted along the west side of the building. It would act as a buffer to the shared drive aisle and soften up the west side of the property. They will accommodate this request. They will also be adding a metal railing on the northern curb ramp to match the one on the southern curb ramp.



WEST GREENFIELD AVENUE (S.T.H. 59)

VARING WIDTH PUBLIC ROW

ASPHALT PAVEMENT



Lastly, the zoning ordinance requires 19 parking stalls, but Wendy's has 45 parking stalls. Staff would like to see a reduction in parking stalls in exchange for added landscaping. The developer raised concerns regarding cost but have proposed installing a couple of landscaping islands to break up the long run of parking along the east side of the property. The staff recommendation indicates that the plans incorporate additional landscaping on site.

Architecture

The curved fascia on the eastern façade will be removed and replaced with flat corrugated metal panels. The eastern façade will be updated by removing the canvas cover over the

solarium. The north and south fascia will be repainted. Below is an example of a similar project with color samples.

M-6 Architectural Metal Panel



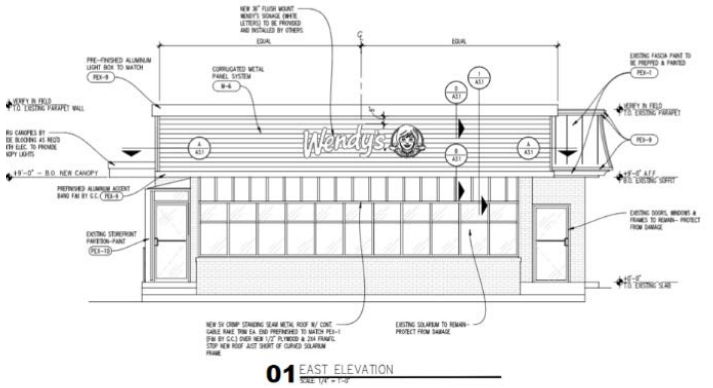
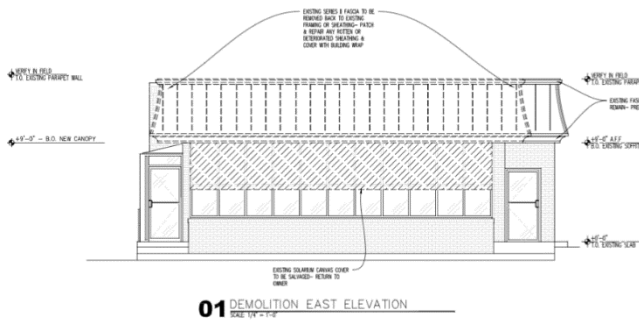
SWR75 RED 6

Pex-9 Silver (metal accent bands and paint to match)

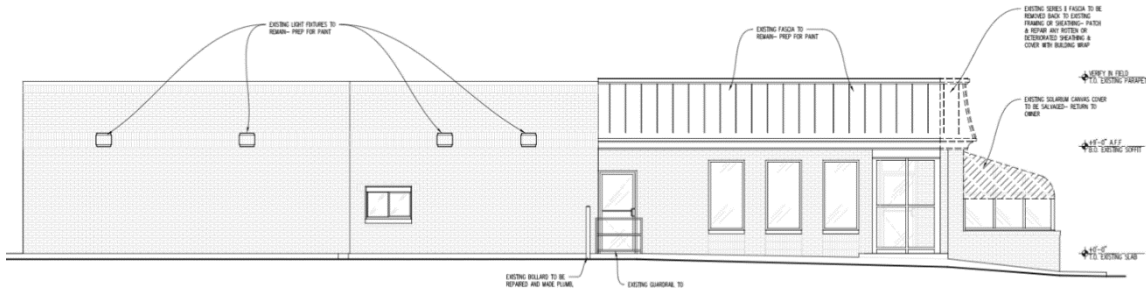


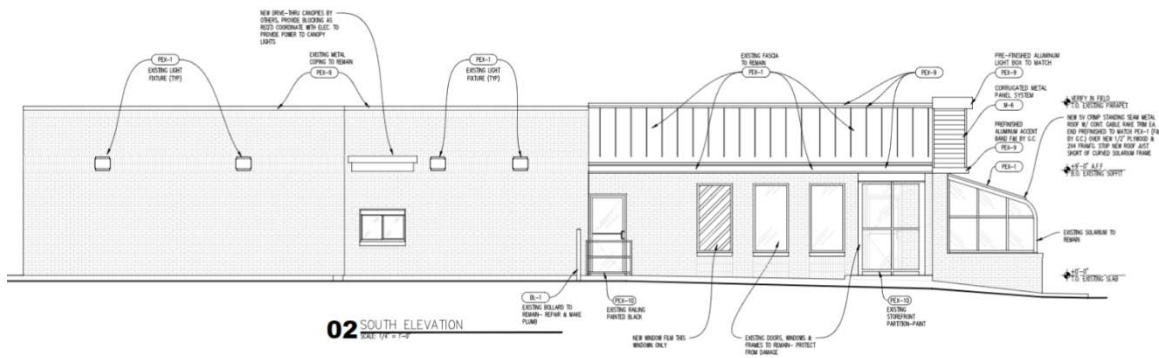
PAV900METH 6

PEX-1 Exterior Dark Bronze



A drive-thru canopy will be added over the pay window. The window in front of the soda machine will be tinted.





Recommendation: Approve the Site, Landscaping, and Architectural Plans for Wendy's, an existing restaurant, located at 10933 W. Greenfield Ave., submitted by Michael Blaeser, d/b/a Blaeser Construction. (Tax Key No. 448-9993-005) 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 and approved by the Planning & Zoning program to show the following: (a) a pedestrian connection to Festival Foods on the west side of their property; (b) shrubs and/or perennials be planted along the west side of the building; (c) a reduction in parking stalls in exchange for added landscaping; (d) railing repair/replacement on west entry; and (e) schedule for implementing final Plan Commission recommendations. 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.