



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 24, 2022
6:00 PM
City Hall – Room 128**

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

8. Discussion regarding Design Review Guidelines.

Overview

Over the past several months, staff drafted an updated version of the City's Design Review Guidelines ("the guidelines"). This included public input from a survey of 480 residents, business owners, and property owners. This update of the guidelines, originally adopted in 1998, modernizes the standards for new development. Clearly defining our community's expectations will lead to improved design that makes our city a better place to be. The updated guidelines will also enhance the design review process by making it clearer and more transparent with a framework for a more consistent and objective design review process. It will also improve communication between staff and applicants, while giving Plan Commission more leverage to require higher quality design features.

Format

The guidelines include an introductory section, which shares background on the guidelines, describes how they will be used, and outlines the structure by clarifying its goals and objectives.

The "Design Guidelines" section details each guideline with example images, grouped by the objective they are intended to support.

The final section includes the "Plan Commission Checklist," which staff will use to share an assessment of how a given project meets the guidelines with the Plan Commission.

Draft Guidelines

Please review the draft guidelines. At this Plan Commission meeting, staff will share an overview of the document and Plan Commissioners can ask questions and share suggestions. This will advise our final draft, which we plan to share with Plan Commission in September and bring to Common Council for adoption in October.