

**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, December 2, 2020
6:00 PM
Virtual Meeting**

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

- 5A. **Special Use Permit for Perspective Brewing Company, a proposed microbrewery, to be located at 7506-7508 W. Greenfield Ave.**
- 5B. **Site, Landscaping, and Architectural Plans for Perspective Brewing Company, a proposed microbrewery, to be located at 7506-7508 W. Greenfield Ave., submitted by Naus Brewing LLC d/b/a Perspective Brewing Company. (Tax Key No. 440-0445-000)**

Items 5A and 5B may be considered together.

Overview & Zoning

Perspective Brewing LLC submitted an application to open a microbrewery at 7506-7508 W. Greenfield Ave. Perspective Brewing is proposing to sell both alcoholic and non-alcoholic craft beverages for craft beer enthusiasts and health-conscious adults alike.



Perspective Brewing is proposing an interior taproom with seating for 39 persons, where small snacks such as charcuterie boards, popcorn, and pretzels will be available. The applicant is also proposing an outdoor beer garden with seating for an additional 28 persons, and space for a food truck to park and serve food to brewery patrons on weekends. Perspective Brewing is proposing to start with the limited hours of:

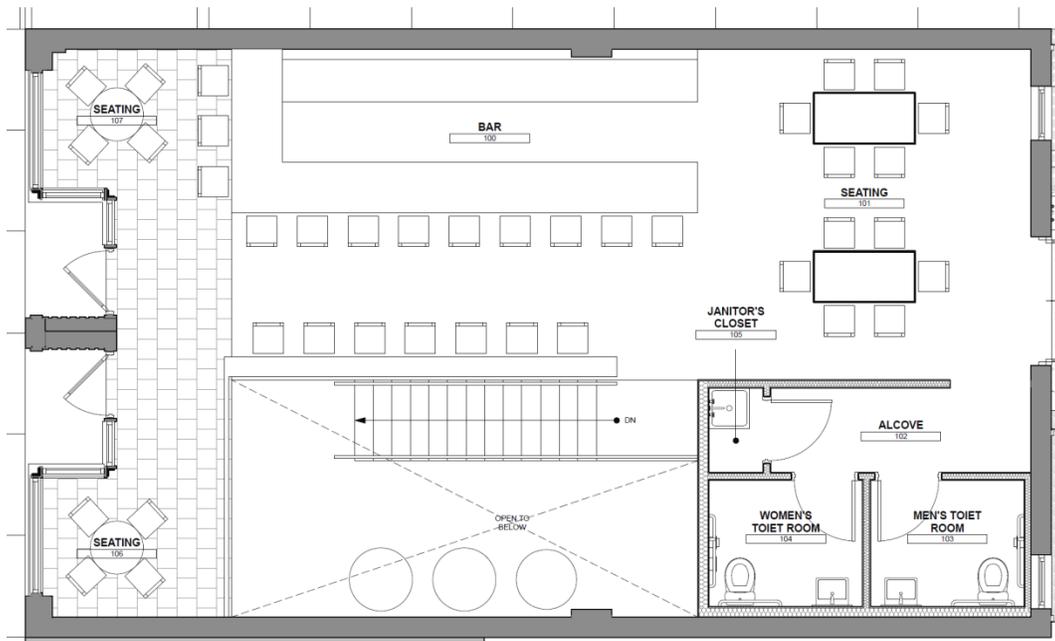
Wednesdays: 4pm – 10pm
Thursdays: 4pm – 10pm
Fridays: 3pm – 11pm
Saturdays: 11am – 11pm
Sundays: 11am – 8pm

Perspective Brewing intends to grow slowly over time and will expand hours of service based on demand. They plan to open with 4 employees and, similarly, expand as demand requires. The partners of Perspective Brewing have expressed their excitement for the opportunity to offer a unique gathering space for community members and to be a part of the continued growth and progress of West Allis.

The property at 7506-7508 W. Greenfield Ave. is in our Downtown and zoned C-1 Central Business District. Under the City's Zoning Code, microbreweries fall under our "food production, limited" definition, and require a Special Use Permit. A public hearing regarding the Special Use Permit application for Perspective Brewing is scheduled for December 15, 2020.

Interior Building Plans

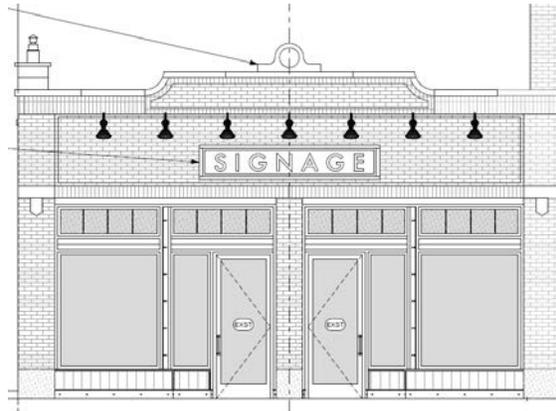
Perspective Brewing is proposing to combine the two existing tenant spaces into one open space. An interior wall will be removed, a bar to serve their craft beers will be installed along the western wall, and restroom facilities will be updated to Code. The applicant is proposing to remove a portion of the floor in the southeastern section of the building. This exposed area will be protected with a guardrail and will provide patrons with a view of the brewhouse/tanks on the lower level. The remainder of the lower level will be used for storage.



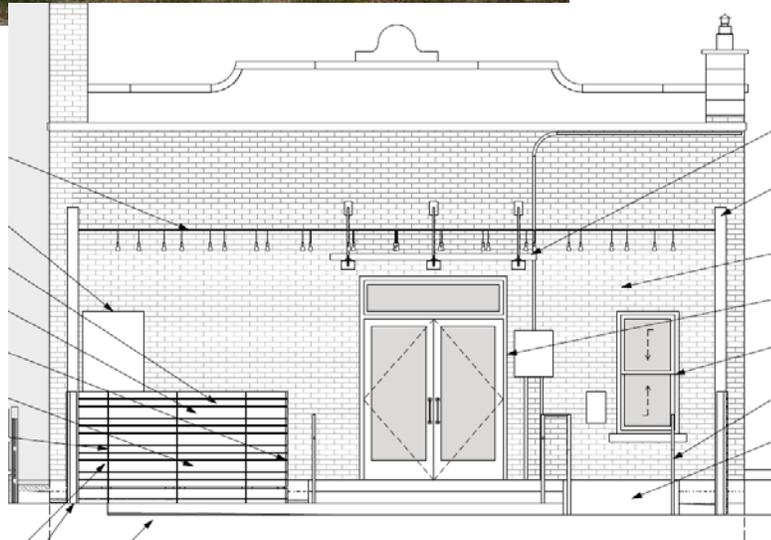
Architectural Plans

The property recently underwent a façade update, which was assisted with City funding, and is in excellent condition. At this time, only one architectural update is proposed for the front of the building, which is to re-install the building's original decorative stone cornice cap on the south elevation.

The mural on the western elevation, which was recently completed as part of the West Allis Living Streets program, will remain.

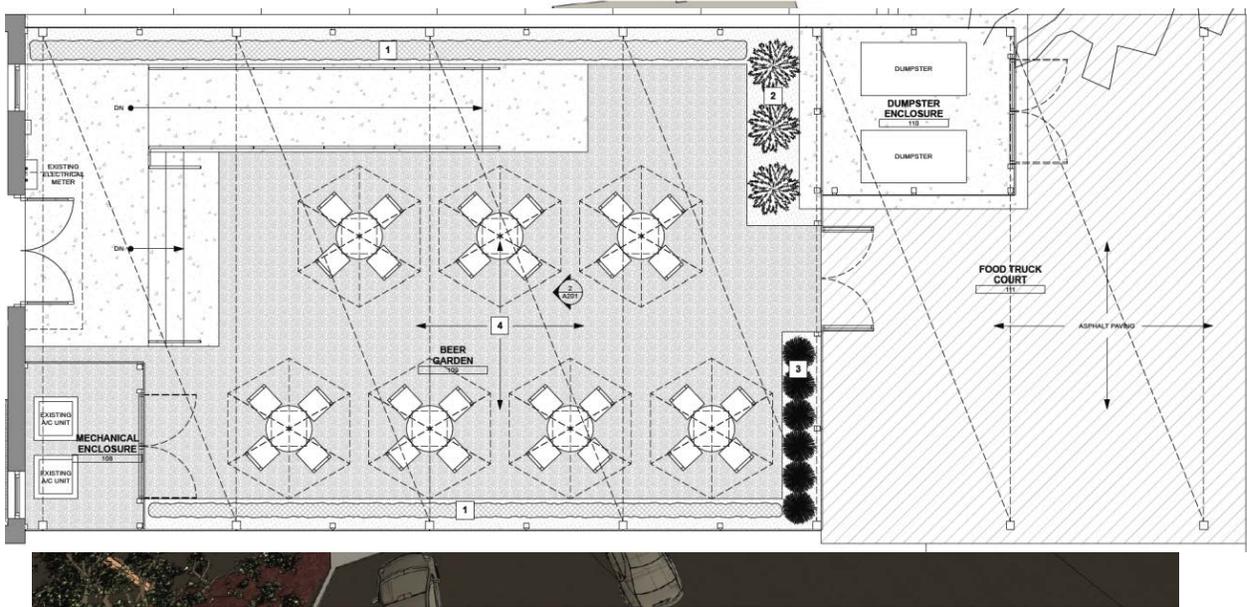


For the rear/north elevation of the building, the applicant is proposing to remove all existing paint and repair/tuckpoint existing masonry as needed, and to clean, prime and paint all brick. The existing window frames will be primed and painted black. A new set of aluminum and glass doors to the beer garden are proposed, with a steel and cedar awning above. A new set of stairs and a ramp made of concrete, with steel handrails, will be installed to transition from the doorway to the beer garden at grade. A cedar enclosure is proposed to be built around the existing air conditioning units.

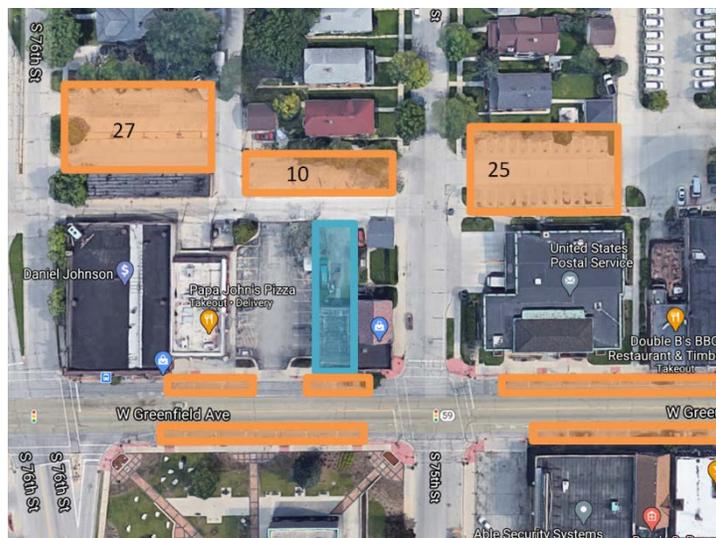


Site and Landscaping Plans

Proposed site and landscape improvements to the rear of the property include creating a patio/beer garden space, an asphalt parking stall for a food truck, and room for a refuse enclosure/concrete pad. The beer garden space will be enclosed with a cedar fence and will be lit with string lights. Landscaping is proposed around the perimeter of the beer garden, including a mix of perennial flowers, ornamental grass, and juniper shrubs.



One parking stall is identified on the site plan, which is intended to be utilized by a food truck on the weekends. While Code calls for 10 parking stalls, street parking is available and there are shared municipal lots within the Downtown. As part of the Special Use Permit, reduced parking may be permitted and customers can rely on street parking and shared municipal lots, as has historically been the case for the Downtown commercial district.



Recommendation

Recommend Common Council approval of the Special Use Permit for Perspective Brewing Company, a proposed microbrewery, to be located at 7506-7508 W. Greenfield Ave., and approval of the Site, Landscaping, and Architectural Plans for Perspective Brewing Company, a proposed microbrewery, to be located at 7506-7508 W. Greenfield Ave., submitted by Naus Brewing LLC d/b/a Perspective Brewing Company. (Tax Key No. 440-0445-000), 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) City Forester approval of the landscaping species and number; (b) building paint color. Contact Katie Bennett, Lead Planner at 414-302-8463.
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 Katie Bennett, Lead Planner at 414-302-8463.
3. Common Council approval of the Special Use (scheduled for December 15, 2020) and applicant's acknowledgement of the Special Use Permit Resolution.