



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, April 28, 2021  
6:00 PM**

**Virtual Meeting**

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

- 4A. Special Use Permit for State Fair Petro Mart, a proposed automobile convenience store and gas station, to be located at 8404 W. Greenfield Ave.**
- 4B. Site, Landscaping, and Architectural Plans for State Fair Petro Mart, a proposed automobile convenience store and gas station, to be located at 8404 W. Greenfield Ave., submitted by Gurinder Nagra, d/b/a State Fair Petro Mart. (Tax Key No. 442-0635-000)**

Items 4A and 4B may be considered together.

**Overview & Zoning**

Mr. Nagra has purchased the property and is proposing to convert the former 2,500-sf Auto Analyzer vehicle repair shop to a fuel station and convenience store. The project includes a small 600-sf building addition and interior and exterior building improvements. Site, landscaping and signage improvements to the property are also part of the scope of work.



The operations will include 24 hour 7 days/week customer service including sales of gas and groceries. The applicant has also applied for a license to sell fermented beverages/beer and is currently pending a License and Health/Common Council decision.



The property is about ½ acre and is zoned C-2 Neighborhood Commercial District which permits fuel stations as a special use.

<u>Building Information</u>	
BUILDING USE & OCCUPANCY: MERCANTILE GROUP M, GAS STATION, CONVENIENCE STORE	
CONSTRUCTION TYPE:	III-B
LOT AREA:	20,552 SQ.FT.
EXISTING ZONING:	C-2 NEIGHBORHOOD COMMERCIAL
EXISTING USE:	AUTO REPAIR SHOP
PROPOSED CHANGE OF USE:	GAS STATION, RETAIL SHOP, LIQUOR STORE
EXISTING BUILDING AREA:	2,487 SQ.FT.
NEW BUILDING ADDITION AREA:	630 SQ.FT.
TOTAL BUILDING AREA:	3,117 SQ.FT.
PARKING:	13 PARKING SPACES

The gas station is named State Fair Petro and the estimated project cost is \$1.2 million.

## Project Scope:

### Site improvements

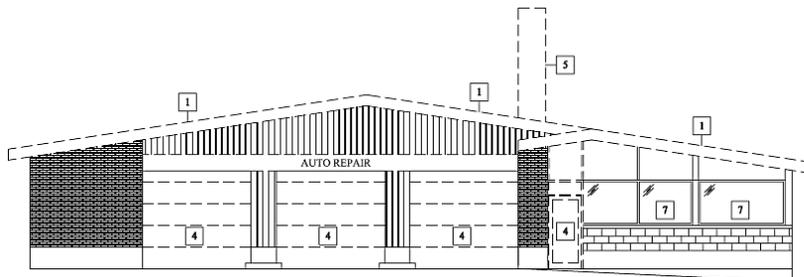
- Remove and replace existing canopy and install of 4 new fuel pumps
- Removal of concrete curbs on sides of existing repair bays
- Partial removal of concrete and asphalt surfaces along S 84 St and W. Greenfield Ave to provide new landscape areas
- New refuse enclosure
- New freestanding monument sign

### Exterior renovations and alterations

- 600-sf building addition (NE side) for a total area of 3,100-sf
- Roof alterations – remove and replace framing
- Remove repair bays for conversion to retail/grocery store, office and storage space
- Exterior upgrades to finishes (brick, nichiha, awnings and glass)
- New building lighting

### Interior renovations and alterations

- Remove interior walls, finishes and concrete floor
- New cashier area, office, bathrooms, storage and mechanical room
- Adding coolers (soft drinks – soda, juice and milk)
- Adding beer coolers
- New interior finishes



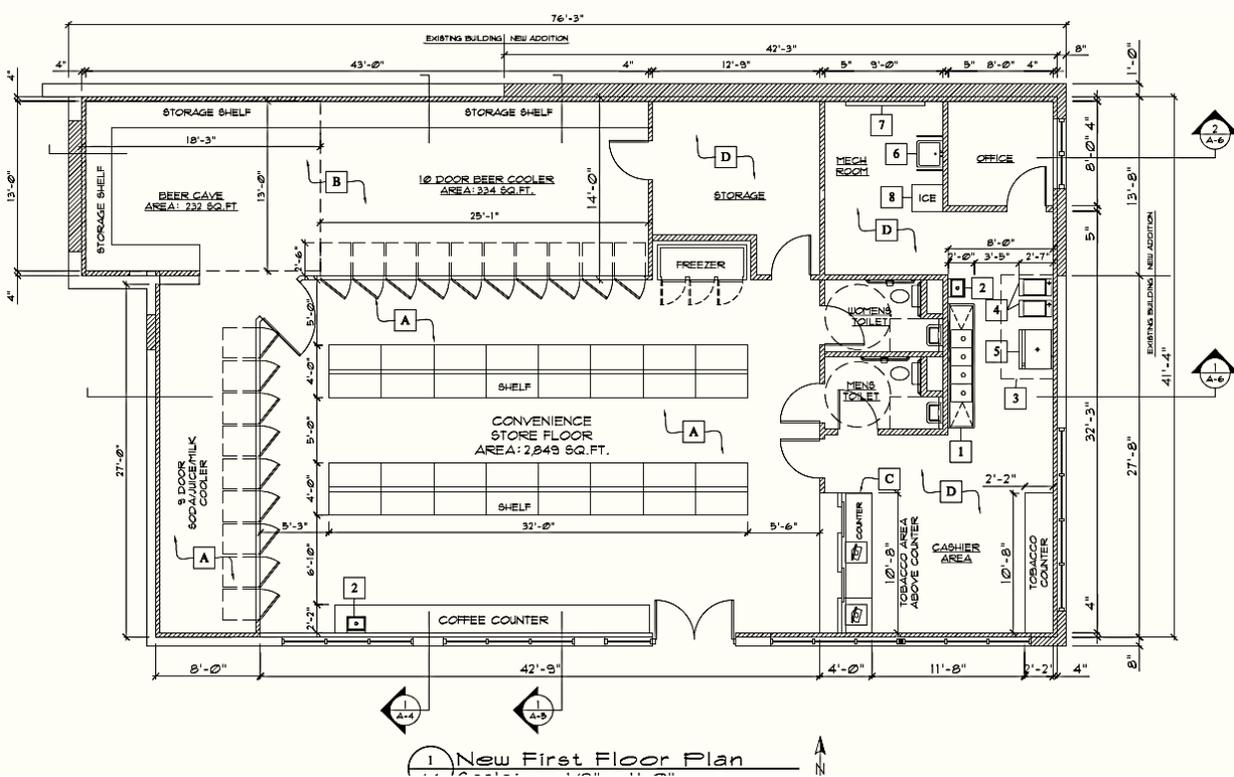
1 Existing South Elevation  
D-2 Scale: 1/8" = 1'-0"

DEMOLITION NOTES	
1	EXISTING ROOF SYSTEM TO BE REMOVED AND REPLACED
2	EXISTING DOOR TO BE REMOVED
3	EXISTING DOOR TO BE REMOVED, DOOR OPENING TO BE ENCLOSED W/ CONC. BLOCK
4	EXISTING DOOR TO BE REMOVED, DOOR OPENING TO BE ENCLOSED W/ CONC. BLOCK & NEW WINDOWS
5	EXISTING BRICK WALL TO BE REMOVED
6	EXISTING CMU WALL TO BE REMOVED
7	EXISTING WINDOW TO BE REMOVED AND REPLACED
8	PARTIAL CMU WALL TO BE REMOVED FOR NEW WINDOW OPENING
9	REMOVE TOP 2 COURSES OF EXISTING PARAPET WALL

## Architectural

The existing building elevation plan (pictured above) features existing overhead repair bay garage doors and gabled roof framing that will be removed for a new look. The remodeled building will feature two different color types of exterior brick (nutmeg and pebble gray), nichiha wood grain panels (cedar color), new split faced block, stone window sills, new storefront windows (south side) and spandrel glass (east side). New metal canopies will be placed over the window areas. The new materials will be integrated with existing exterior building materials which include split faced block and brick. Repair bay doors being replaced with a new storefront set of windows for the convenience grocery store.

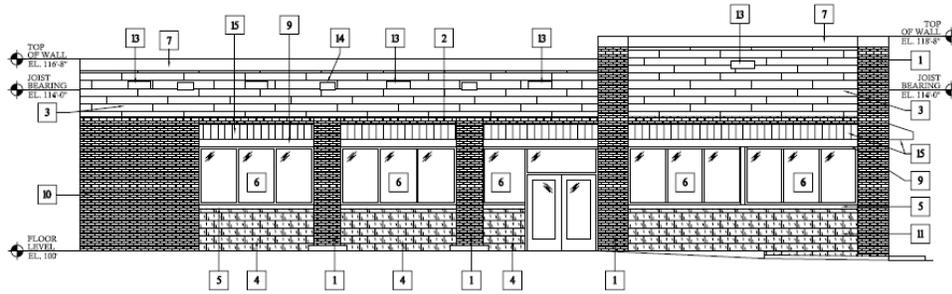
SYMBOL	AREA NAME	AREA SQ.FT	% OF STORE AREA
A	MERCHANDISE AREA:	1,397 SQ.F.T	49 %
B	BEER SALE AREA:	566 SQ.FT.	20 %
C	TOBACCO SALE AREA:	21 SQ.F.T	1%
D	STORAGE,MECH, RESTROOM CASHIER AREA:	865 SQ.FT.	30 %
TOTAL CONVENIENCE STORE FLOOR AREA:		2,849 SQ.FT.	100 %



Staff has worked with the applicant on increasing the size of the windows and including awning/canopies on the building for a more pronounced look. The original submittal included a narrower band of windows on the south and no windows on the east. The original plans also didn't include awning/canopies over storefront windows or any masonry on the proposed new pump canopy.

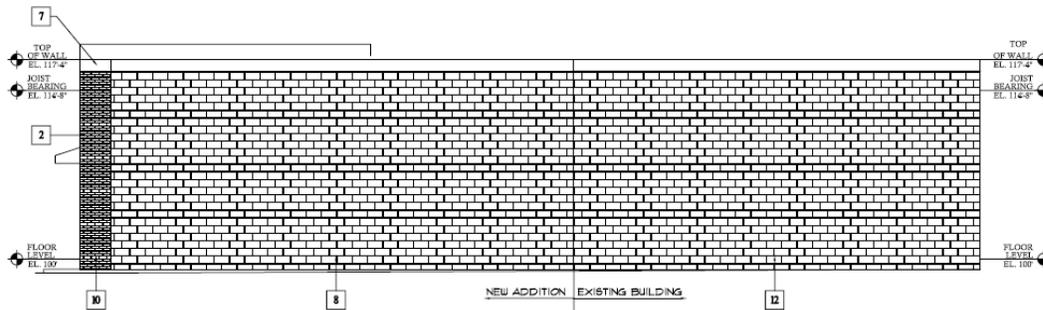
While many windows on the building feature transparent glass, spandrel/opaque glass is being used on the east side of the building (SE corner) where the internal store layout necessitates (back of shelving/equipment area).

In addition, to the above reference exterior updates to the main building, brick canopy columns to match the main building have also been included on the plans being presented to the Plan Commission.

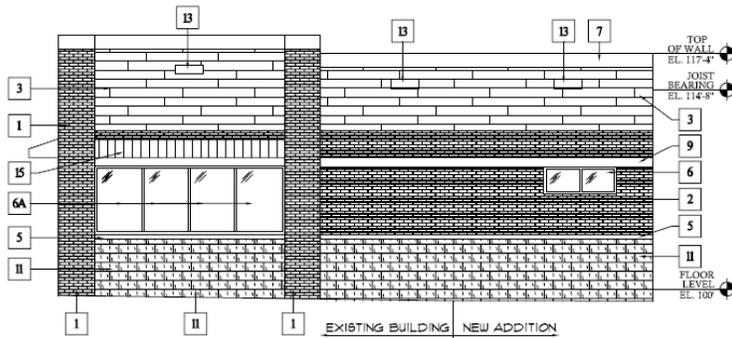


1 New South Elevation  
 Scale: 1/8" = 1'-0"

- NOTES
- 1 NEW THIN BRICK VENEER (COLOR : NUTMEG)
  - 2 NEW THIN BRICK VENEER (COLOR: PEBBLE GRAY)
  - 3 NEW NICHHA WOOD GRAIN PANELS COLOR: CEDAR
  - 4 NEW SPLIT FACE CMU
  - 5 NEW STONE SILL
  - 6 NEW TRANSPARENT WINDOWS
  - 6A NEW OPAQUE WINDOWS
  - 7 NEW METAL COPING
  - 8 NEW CMU WALL
  - 9 NEW DECORATIVE STONE BAND
  - 10 EXISTING BRICK
  - 11 EXISTING SPLIT FACE CMU
  - 12 EXISTING CMU WALL
  - 13 NEW EXTERIOR LIGHT FIXTURE
  - 14 NEW SCUPPERS
  - 15 NEW WINDOW AWNING WOVEN ACRYLIC W/ ALUMINUM FRAME

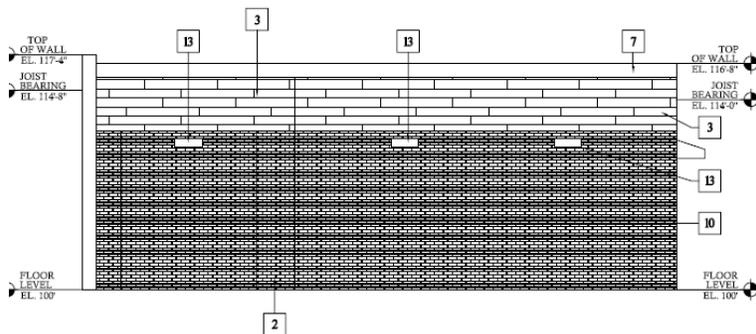


2 New North Elevation



1 New East Elevation  
 Scale: 1/8" = 1'-0"

- NOTES
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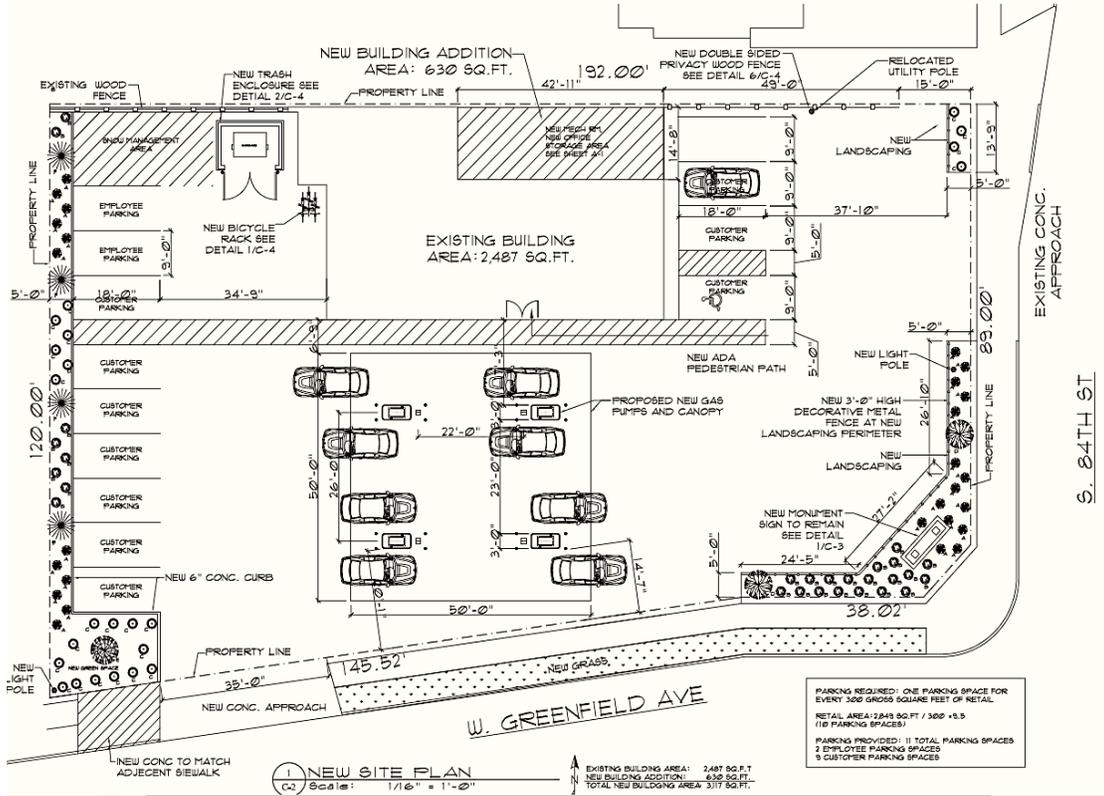
2 New West Elevation



lower density homes to the north. Commercial development to the south and State Fair park to the east. There currently isn't any buffer to the apartment building located to the west of the existing site, but the new plan calls for a 5-ft wide landscaping bed and plantings to help soften the edges of the property and provide some screening.

New asphalt paving is planned for the overall surface of the property (excepting new landscaping areas).

**Proposed Site & Landscaping plan**



PARKING REQUIRED: ONE PARKING SPACE FOR EVERY 300 GROSS SQUARE FEET OF RETAIL  
 RETAIL AREA: 2849 SQ.FT / 300 = 9.5 (10 PARKING SPACES)  
 PARKING PROVIDED: 11 TOTAL PARKING SPACES  
 2 EMPLOYEE PARKING SPACES  
 9 CUSTOMER PARKING SPACES

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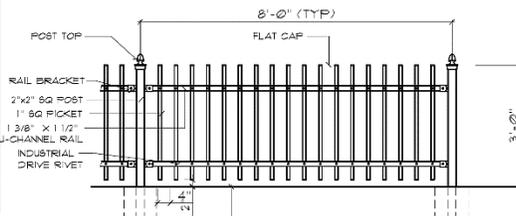
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 TOTAL NEW BUILDING AREA: 3,117 SQ.F.T.

LANDSCAPE PLANTING SCHEDULE

SYMBOL	QTY	BOTANIC NAME	COMMON NAME	SIZE
A	27	BYRNGA MEYER	DWARF KOREAN LILAC	36"
B	26	HYDRANGEA PANICULATA 'ANE	LITTLE LIME HYDRANGEA	36"
C	23	ROSA RUGOSA	BEACH ROSE	36"
D	2	MALUS RASPBERRY SPEAR	RASPBERRY SPEAR CRABAPPLE	8 FT.
E	1	BYRNGA RETICULATA	IVORY SILK JAPANESE LILAC	8 FT.
F	4	GINKGO BILBOA (MALE)	GINKGO (MALE)	8 FT.

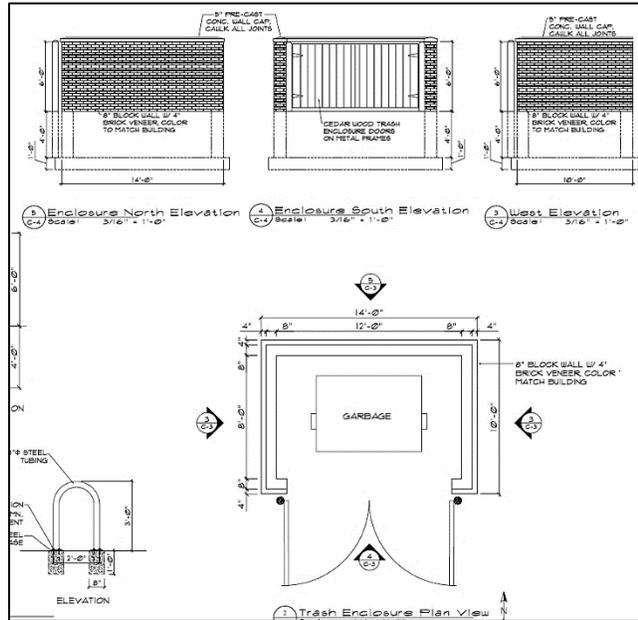


A new 4-sided refuse enclosure is planned on the west side of the building. The enclosure will include masonry walls to match the building's look. A wood gate will be added too. A double-sided wood fence will be installed on the NE side of the site to help buffer the residence to the north. The existing wood fence and retaining wall on the NW side of the site will remain.

### Signage and Lighting

New lighting is planned for the property. There are two existing light poles on the property (NE and SW corner of the site). The SW light pole will be replaced, and the NE pole will be removed and replaced on the east side of the property. A photometric plan has been included with the submittal and is under review.

Other lighting updates include new wall mounted fixtures on the exterior of the building and within under the new pump canopy.



The signage plans presented include the replacement of an existing 12-ft tall freestanding sign with a new compliant 10-ft tall freestanding sign at the corner of S. 84 St. and W. Greenfield Ave. Like the existing sign, it's located within the vision angle.

- The existing monument sign is 12-ft high, our ordinance allows a 10-ft tall sign @ up to 50-sf.
- The Plan Commission granted an appeal 15 years ago to raise the sign up to 12-ft because it was within the 20x20-ft vision triangle at the corner of S. 84 and W. Greenfield Ave. The added height was to allow visibility under the sign between the columns. Not a perfect solution, but one that worked at the time. More recently in 2020 Plan Commission has been recommending signs within the vision angle to be placed diagonally (like the BP at 60 and National).

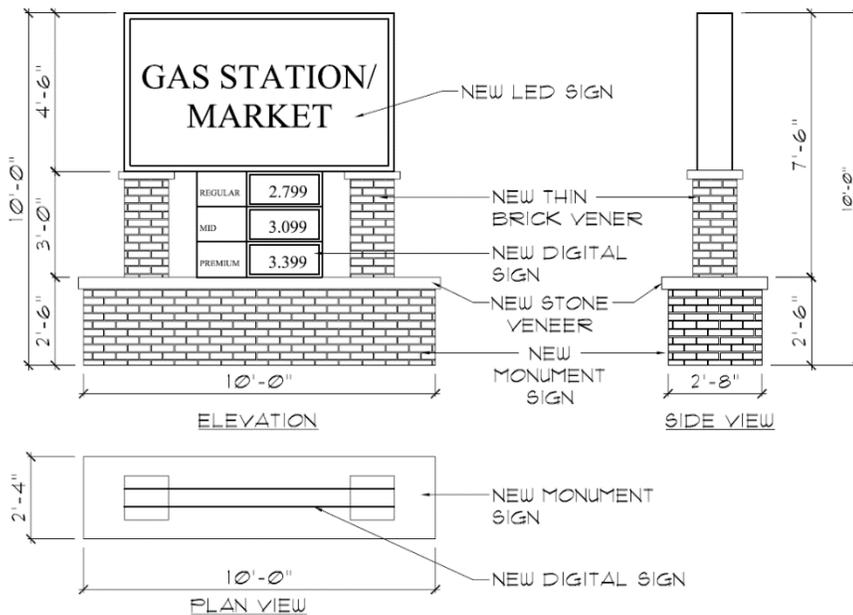
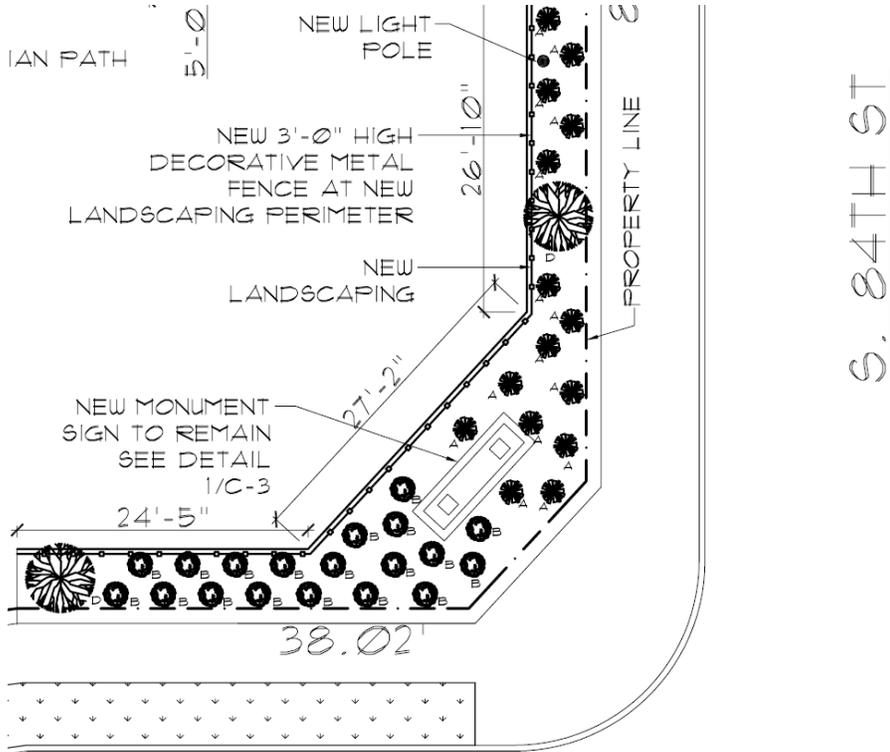


Since SF Petro is proposing to alter the sign's design and given the changes to the use, the property and the existing sign, it opens the door again to coming into compliance with the sign ordinance.

With the changes proposed a sign permit is required and would prompt review under our sign ordinance. The sign is being placed at an angled orientation to promote better visibility (like similar examples approved by the Plan Commission).

Signage plans will require the submittal of a signage permit and may be approved administratively (if Plan Commission approves of the location).

Staff would recommend approval of the new freestanding sign location as it is consistent with more recent 2020 approvals and promotes improved visibility than the existing monument sign (located within the vision angle).



1 New Monument Sign Detail

**Recommendation:** Common Council approval of the Special Use Permit for State Fair Petro Mart, a proposed automobile convenience store and gas station and the Site, Landscaping, and Architectural Plans for State Fair Petro Mart, to be located at 8404 W. Greenfield Ave., submitted by Gurinder Nagra, d/b/a State Fair Petro Mart. (Tax Key No. 442-0635-000) subject to the following conditions:

(Items 1-4 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) Landscaping revisions in accordance with the City Forester's recommendations; (b) fabric awning sample being provided (plastic awnings not permitted); (c) exterior lighting details being provided. Contact Steve Schaer, City Planner at (414) 302-8466 with any questions.
2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Steve Schaer, City Planner at (414) 302-8466 with any questions.
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 the estimated cost of demolition, potential driveway closure, and landscaping be executed by the applicant prior to the issuing of a building permit. Contact Steve Schaer, City Planner at (414) 302-8466 with any questions.
4. Common Council approval of the Special use (scheduled for May 4, 2020). Applicant's acknowledgement signature on the Special Use Permit Resolution.

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

5. Sign permit being applied for with Planning and Zoning for compliance review in accordance with the signage ordinance.
6. 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.