



City of West Allis

Meeting Agenda

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, February 22, 2023

6:00 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF MINUTES

1. [23-0093](#) January 25, 2023

Attachments: [January 25, 2023](#)

D. NEW AND PREVIOUS MATTERS

- 2A. [23-0095](#) Conditional Use Permit for Dunham Auto Sales, a proposed Light Motor Vehicle Sales (indoor) use, at 6047 W. Beloit Rd.

- 2B. [23-0096](#) Site, Landscaping, and Architectural Design Review for Dunham Auto Sales, a proposed Light Motor Vehicle Sales (indoor) use, at 6047 W. Beloit Rd. (Tax Key No. 475-0015-002)

Attachments: [\(CUP-SLA\) Dunham Auto - 6047 W Beloit Rd.](#)

- 3A. [23-0097](#) Conditional Use Permit for Fire Cycle Fitness, a proposed Instruction/Training (16 or more persons at one time) use, at 1468 S. 84 St.

- 3B. [23-0098](#) Site, Landscaping, and Architectural Design Review for Fire Cycle Fitness, a proposed Instruction/Training (16 or more persons at one time) use, at 1468 S. 84 St. (Tax Key No. 452-0713-000).

Attachments: [\(CUP-SLA\) Fire Cycle - 1468 S 84 St.](#)

4. [23-0099](#) Site, Landscaping, and Architectural Design Review for Burnham Business Center II, a proposed Light Industrial use, at 52** W. Burnham St. (Tax Key No. 474-0002-001)

Attachments: [\(SLA\) Burnham Business Center II - 52** W Burnham St.](#)

5. [23-0100](#) Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010)

Attachments: [\(SLA\) Storage Rentals of America - 11108 W Lapham St.](#)

6. [23-0101](#) Site, Landscaping, and Architectural Design Review for Joya Zam, a proposed Neighborhood Retail use, at 9611 W. Greenfield Ave. (Tax Key No. 450-0104-000)

Attachments: [\(SLA\) Joyas Zam - 9611 W Greenfield Ave.](#)
7. [23-0102](#) Site, Landscaping, and Architectural Design Review for Boucher Lincoln, an existing Light Motor Vehicle Sales use, at 3161 S. 108 St. (Tax Key No. 523-9986-010)

Attachments: [\(SLA\) Boucher Lincoln - 3161 S 108 St.](#)
8. [23-0103](#) Ordinance to Amend Section 19.01 of the West Allis Revised Municipal Code, relative to rezoning 6604-20 W. Mitchell St. from I-1 to C-3.

Attachments: [\(ORD\) Higgins Rezoning - 6604-20 W Mitchell St.](#)
9. [23-0104](#) Vacation and discontinuance of a portion of public right of way along S. 55th St. Between W. Mobile St. (north) and W. Mobile St. (south).

Attachments: [\(VAC\) S 55 St and UPRR](#)
10. [23-0110](#) Discussion regarding site design considerations for Dunkin' and accessory drive-through service at 7801-19 W. Greenfield Ave.
11. [23-0105](#) Comprehensive Planning 2045 discussion.
12. [23-0106](#) Project tracking updates.

E. ADJOURNMENT



All meetings of the Plan Commission are public meetings. In order for the general public to make comments at the committee meetings, the individual(s) must be scheduled (as an appearance) with the chair of the committee or the appropriate staff contact; otherwise, the meeting of the committee is a working session for the committee itself, and discussion by those in attendance is limited to committee members, the mayor, other alderpersons, staff and others that may be a party to the matter being discussed.

NOTICE OF POSSIBLE QUORUM

It is possible that members of, and possibly a quorum of, members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

NON-DISCRIMINATION STATEMENT

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

AMERICANS WITH DISABILITIES ACT NOTICE

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

LIMITED ENGLISH PROFICIENCY STATEMENT

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.



City of West Allis

Meeting Minutes

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, January 25, 2023

6:00 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

B. ROLL CALL

Present 6 - Wayne Clark, Brian Frank, Eric Torkelson, Dan Devine, Kathleen Dagenhardt, and David Raschka

Excused 3 - Rossi Manka, Jessica Katzenmeyer, and Brandon Reinke (PC Alternate)

Others Attending

Ald. Roadt, Patrick Schloss, Bob Monnat, Christopher Bauman, Carl Panzenhagen, Robin Lucks

Staff

Steve Schaer, AICP, Manager of Planning and Zoning
Zac Roder, Lead Planner
Jack Kovnesky, Planner

C. APPROVAL OF MINUTES

1. [23-0027](#) December 7, 2022

Attachments: [December 7, 2022](#)

Clark moved to approve this matter, Frank seconded, motion carried.

D. NEW AND PREVIOUS MATTERS

- 2A. [23-0028](#) Conditional Use Permit for Healium, a proposed Instruction/Training (16 or more persons at one time) use, at 6675 W. National Ave.

Clark moved to approve items #2A & #2B, Frank seconded, motion carried.

- 2B. [23-0029](#) Site, Landscaping, and Architectural Design Review for Healium, a proposed Instruction/Training (16 or more persons at one time) use, at 6675 W. National Ave. (Tax Key No. 454-0654-000)

Attachments: [\(CUP-SLA\) Healium - 6675 W Nat'l Ave](#)

Items 2A & 2B taken together.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for Healium, a proposed Instruction/Training (16 or more persons at one time) use, at 6675 W. National Ave. (Tax Key No. 454-0654-000) subject to the following conditions:

(Item 1 is 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. Common Council approval of the Conditional Use Permit.
2. New address assignment being requested of the Code Enforcement Department.

Clark moved to approve items #2A & #2B, Frank seconded, motion carried.

Passed The Block Vote

Clark moved to approve items #2A & #2B, Frank seconded, motion carried.

4. [23-0032](#)

Site, Landscaping, and Architectural Design Review for Blast Cleaning Technologies, a proposed Light Industrial use, at 404 S.116th St. (Tax Key No. 414-9992-015)

Attachments: [\(SLA\) Blast Cleaning Technologies - 404 S 116 St](#)

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for Blast Cleaning Technologies, a proposed Light Industrial use, at 404 S. 116th St. (Tax Key No. 414-9992-015) subject to the following conditions:

(Item 1 is 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. Submit updated plans to the Planning & Zoning office to show a) bollards protecting exterior equipment; b) width of North side drive lane.
2. Certified Survey Map to combine the rear and front parcels into 1 lot. The CSM being submitted within 6 months of Planning Commission approval.
3. Replant dead or missing plants in accordance with the approved landscaping plan.

Frank moved to approve this matter, Clark seconded, motion carried.

3A. [23-0030](#)

Conditional Use Permit for Chase Bank, a proposed Neighborhood Service with accessory drive-through service, at 2678 S.108th St.

Clark moved to approve items #3A - #3B, Raschka seconded, motion carried.

3B. [23-0031](#)

Site, Landscaping, and Architectural Design Review for Chase Bank, a proposed Neighborhood Service with accessory drive-through service, at 2678 S.108th St. (Tax Key No. 485-9990-009)

Attachments: [\(CUP-SLA\) Chase - 2678 S 108 St](#)

Items 3A & 3B taken together.

Recommendation: Approve the Site, Landscaping, and Architectural Plans for Chase Bank, a proposed Neighborhood Service, to be located at 2678 S. 108th St. submitted by Terron Wright, The Architects Partnership, Ltd. d/b/a Chase Bank. (Tax Key No. 485-9990-009) subject to the following conditions:

(Item 1 is 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. *Common Council approval of the Conditional Use Permit (I think we need to schedule a date for the public hearing yet).*
2. *Revised site and landscaping plan being submitted to the Planning and Zoning Office to indicate the following:*
 - a. *Notation on the site plan to indicate removal of the existing non-conforming pole sign*
 - b. *Updated landscaping plan being approved by the City Forester.*
3. *A surety bond or letter or other form of security as required under Sec. 19.13(2) (e) 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.*

Clark moved to approve items #3A - #3B, Raschka seconded, motion carried.

Passed The Block Vote

Clark moved to approve items #3A - #3B, Raschka seconded, motion carried.

5. [23-0033](#) Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010)

Attachments: [\(SLA\) Storage Rentals of America - 11108 W Lapham St](#)

Recommendation: Hold the Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010).

Updated plans should be submitted to show the following:

1. *Submit updated plans to the Planning & Zoning office to show (a) architectural elevations and exterior materials complementary to the existing buildings on site and adjacent area.*

This item was held based on staff recommendation. Raschka motioned, seconded by Clark to accept staff recommendation.

6. [23-0034](#) Vacation and discontinuance of a portion of public right-of-way near the intersection of S. 92nd St. and W. Cleveland Ave.

Attachments: [\(VAC\) 92nd & W. Cleveland Ave](#)

Recommendation: Common Council approval of the Vacation and discontinuance of a portion of public right-of-way near the intersection of S. 92nd St. and W. Cleveland Ave. subject to public notice and a public hearing in accordance with State Statutes.

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

7. [23-0035](#) Planning & Zoning 2022 Annual Report

An annual report was presented by staff.

8. [23-0036](#) Project Tracking Updates

Brief overview of recent projects completed or under construction was presented by staff.

A request for an overview of OpenGov processes and applications be added to the February Plan Commission agenda.

E. ADJOURNMENT

There being no other business, a motion was made by Frank, seconded by Clark to adjourn at 6:41 p.m.



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STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 22, 2023
6:00 PM

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

- 2A. Conditional Use Permit for Dunham Auto Sales, a proposed Light Motor Vehicle Sales (indoor) use, at 6047 W. Beloit Rd.**
- 2B. Site, Landscaping, and Architectural Design Review for Dunham Auto Sales, a proposed Light Motor Vehicle Sales (indoor) use, at 6047 W. Beloit Rd. (Tax Key No. 475-0015-002)**

Overview and Zoning

Dunham Transmissions is an existing automotive business located at 6047 W. Beloit Rd. Dunham Transmission would like to be able to sell up to 5 cars inside the building to supplement their existing business.

No interior or exterior changes are proposed; there is already sufficient open space within the building for sales space. All car sales would be done inside the building with only not for sale, customer, and employee cars located outside.

Hours of Operation: Monday - Friday 8am - 5pm

6047 W. Beloit Rd. is zoned I-1. Light Motor Vehicle Sales (indoor) is a Conditional Use in the I-1 zoning district.



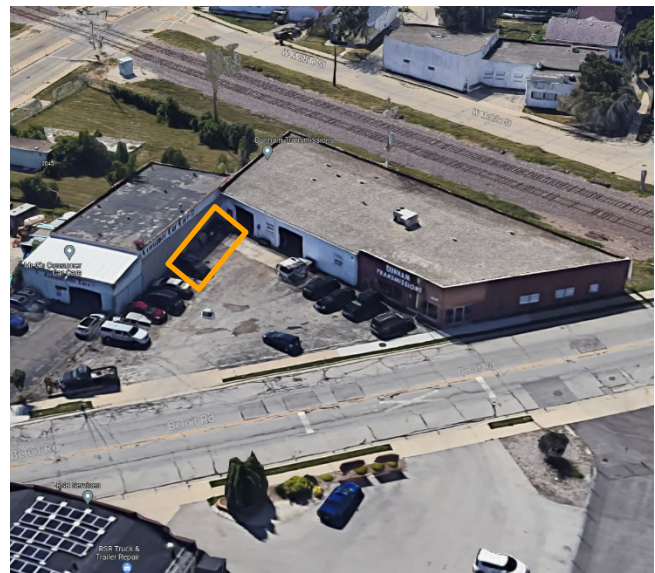
Site & Landscaping Plan

Dunham Auto is not proposing any site or landscaping changes as part of this proposal.

The existing site includes a building on the South portion of the lot and a paved parking lot to the North.

Staff recommends installing a 4-sided refuse enclosure to house the garbage carts that are currently placed in the area noted in orange.

The lot also includes a post that does not seem to serve any purpose. Staff recommends removal.





Architectural Plan

Dunham Auto is not proposing any architectural changes.

Floor Plan

Light Motor Vehicle Sales will be contained to a 2,300 sq. ft. area at the front (Northwest) portion of the building.



Design Guidelines

Project is not considered a new development or significant redevelopment due to minimal proposed site changes. Design guidelines are not mandatory but serve as a framework for review.

See attached Plan Commission checklist.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for Dunham Auto Sales, a proposed Light Motor Vehicle Sales (indoor) use, at 6047 W. Beloit Rd. (Tax Key No. 475-0015-002) subject to the following conditions:


(Item 1-2 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. Common Council approval of the Conditional Use Permit.
2. Submit updated plans to the Planning & Zoning office to show a) 4-sided refuse enclosure, b) removal of unnecessary post.

PLAN COMMISSION CHECKLIST


1.

Goal:
Context

Objective	Criteria		Notes
a. Neighbor	i. Street wall	<input type="radio"/>	
	ii. Scale	<input type="radio"/>	
	iii. Historic neighbors	<input type="radio"/>	
	iv. Connectivity	<input type="radio"/>	
b. Site	i. Orientation	<input type="radio"/>	
	ii. Unique features	<input type="radio"/>	
	iii. Historic elements	<input type="radio"/>	
	iv. Additions	<input type="radio"/>	


2.

Goal:
Public Realm

Objective	Criteria		Notes
a. Active Ground Floor	i. Tall and clear ground floor	<input type="radio"/>	
	ii. Street edge	<input type="radio"/>	
	iii. Active uses	<input type="radio"/>	
	iv. No blank walls	<input type="radio"/>	
b. Build for People	i. Engaging spaces	<input type="radio"/>	
	ii. Accessible spaces	<input type="radio"/>	
	iii. Built-out site	<input type="radio"/>	
	iv. Pedestrian connections	<input type="radio"/>	
c. Mitigate Impacts	i. Vehicle parking	<input type="radio"/>	
	ii. Utilities and services	<input type="radio"/>	
	iii. Lighting	<input type="radio"/>	
	iv. Fencing	<input type="radio"/>	

3.

Goal:
Quality

Objective	Criteria		Notes
a. Building	i. Quality materials	<input type="radio"/>	
	ii. Ground floor	<input type="radio"/>	
	iii. Exterior features	<input type="radio"/>	
	iv. Quality design	<input type="radio"/>	
b. Environment	i. Natural features	<input type="radio"/>	
	ii. Manage stormwater	<input type="radio"/>	
	iii. Reduce impervious surface	<input type="radio"/>	
	iv. Embody sustainability	<input type="radio"/>	



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- 3A. **Conditional Use Permit for Fire Cycle Fitness, a proposed Instruction/Training (16 or more persons at one time) use, at 1482 S. 84 St.**
- 3B. **Site, Landscaping, and Architectural Design Review for Fire Cycle Fitness, a proposed Instruction/Training (16 or more persons at one time) use, at 1482 S. 84 St. (Tax Key No. 452-0713-000).**

Overview and Zoning

Fire Cycle Fitness is a spin and yoga studio planning to locate in the vacant retail space of the Element 84 apartment building. Fire Cycle Fitness will be making alterations to the tenant space; no exterior changes will occur.

Hours of Operation:

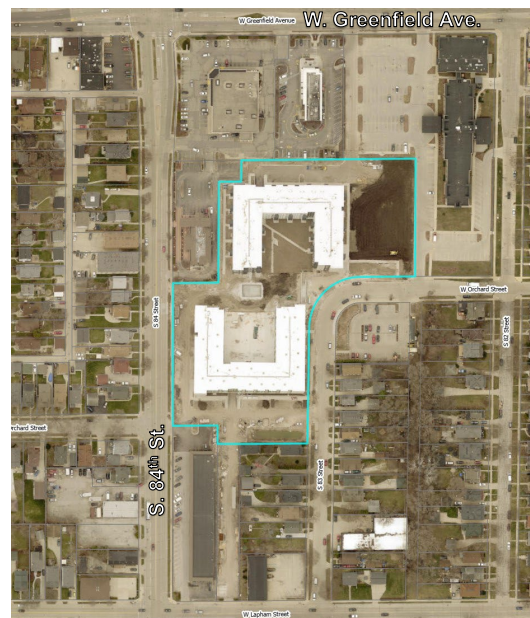
Monday – Thursday: 6am – 7pm

Friday: 7am – 5pm

Saturday: 8am – 12pm

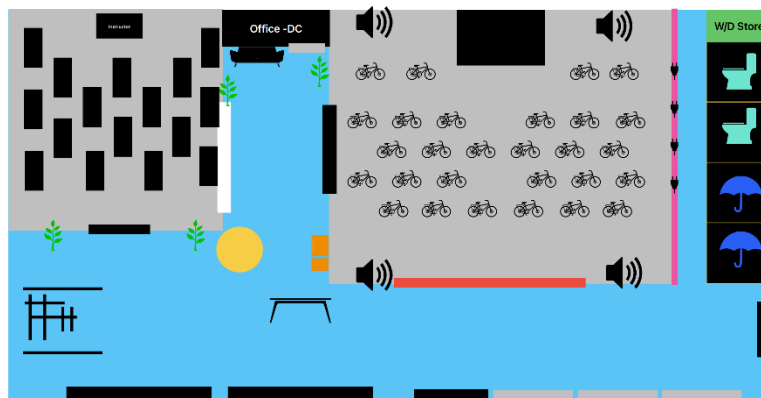
As needed for special events or private classes

1482 S. 84 St. is zoned C-3. Instruction/Training (16 or more persons at one time) is a Conditional Use in the C-3 district.



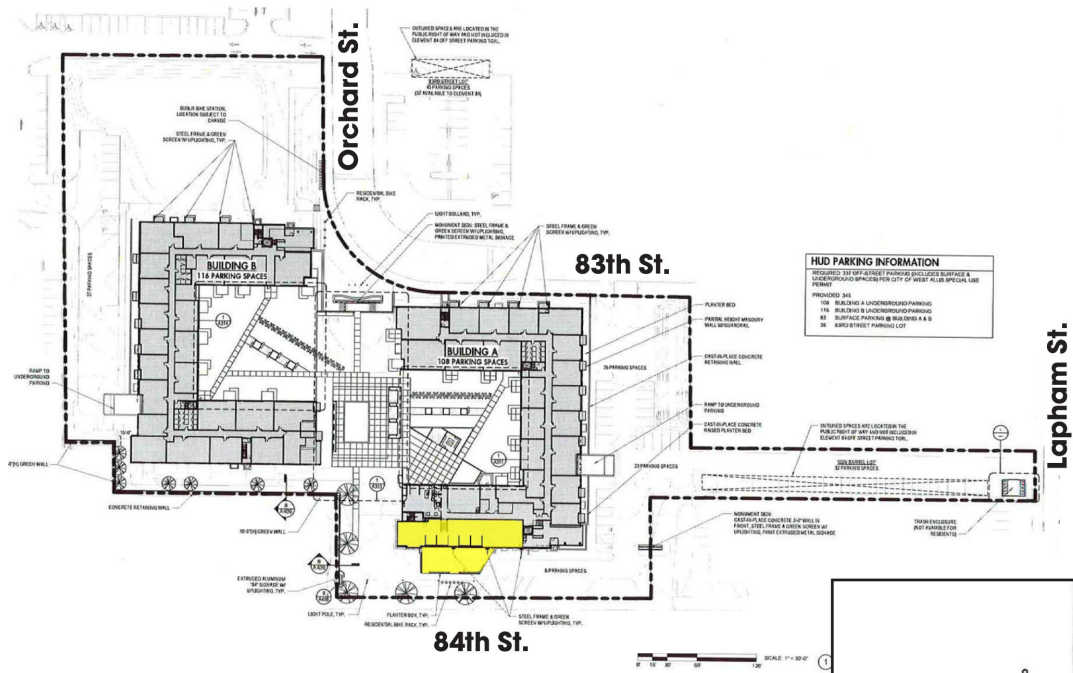
Floor Plan

The tenant space will include a studio space for exercise classes including a yoga and spin room. Other features include an office, 2 bathrooms, a storage area, reception and waiting area, and changing area. Preliminary floor plans were submitted, a detailed plan is required for building permits.



Site Plan

The proposed business will locate in the Southern building in the Western retail space facing S. 84 St. No site changes are proposed.



Design Guidelines

The project is not considered a new development or significant redevelopment. The guidelines will not be used as a reference for this project due to its limited scope and lack of exterior changes.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for Fire Cycle Fitness, a proposed Instruction/Training (16 or more persons at one time) use, at 1482 S. 84 St. (Tax Key No. 452-0713-000) subject to the following conditions:

(Item 1 is 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. Common Council approval of the Conditional Use Permit.
2. New address assignment being requested of the Code Enforcement Department.



STAFF REPORT
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6:00 PM

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4. Site, Landscaping, and Architectural Design Review for Burnham Business Center II, a proposed Light Industrial use, at 52 W. Burnham St. (Tax Key No. 474-0002-001)**

Overview and Zoning

Burnham Business Center II is a proposed speculative industrial/office development by Jeff Hall of Colliers International. The project would closely resemble the existing Burnham Business Center I located immediately adjacent to the East in West Milwaukee.

The proposal includes 2 buildings of 85,000 and 60,000 sq. ft. (total of 145,000 sq. ft.).

A construction schedule has not been set; ideally the project team would like to break ground in 2023.

Hours of operation: tbd

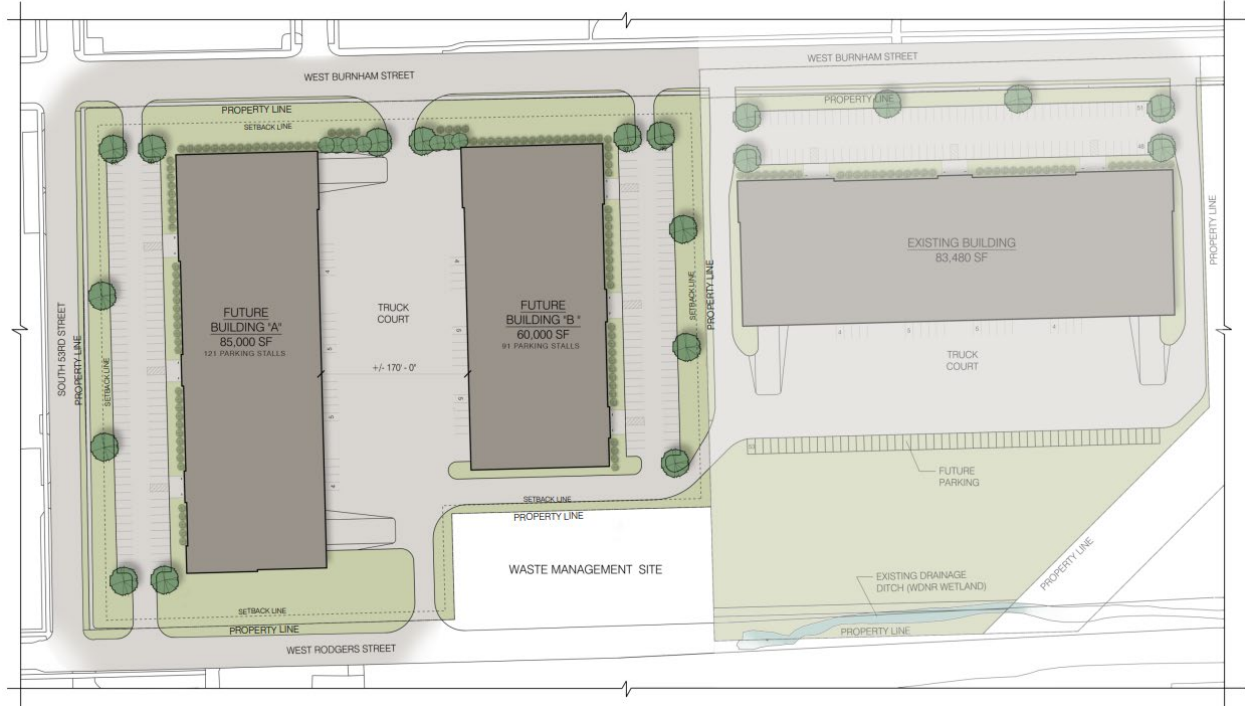
52** W. Burnham St. is zoned I-1. Light Industrial uses are a Limited Use in the I-1 district.



Site & Landscaping Plan

At this time, Burnham Business Center II has only submitted preliminary site plans. Staff and the project's architect met and collaborated to identify a series of changes to the preliminary plan depicted below.

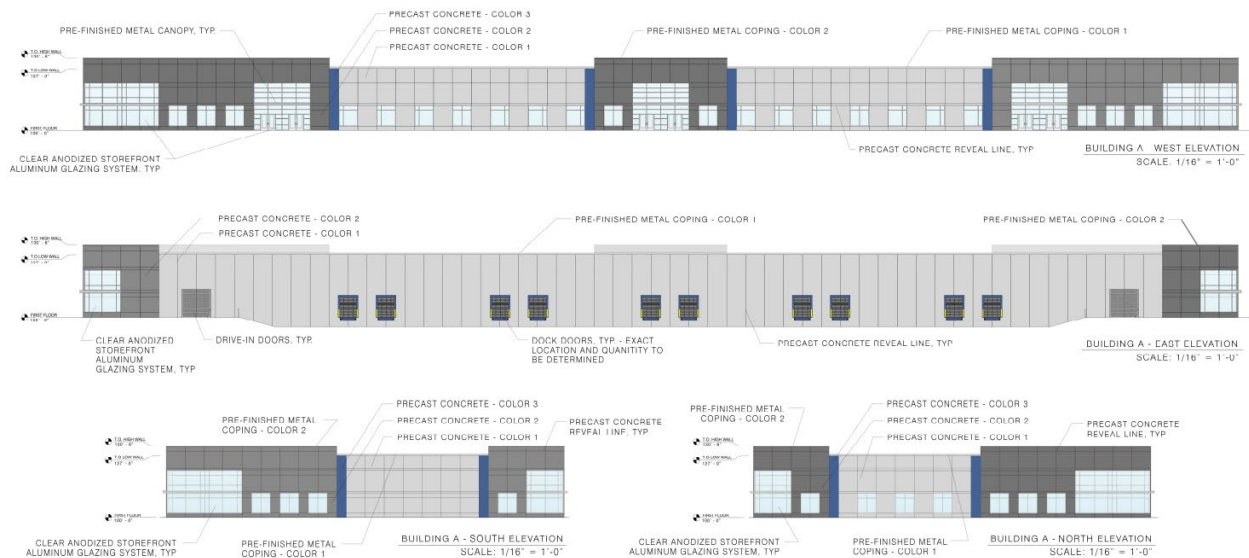
Proposed changes include relocating and eliminating certain driveways, adding sidewalk connections, adding plaza and entrances facing W. Burnham St., shielding the central loading bay from the primary street, adding landscaping, breaking up parking areas with landscaping islands, and adding refuse enclosures.

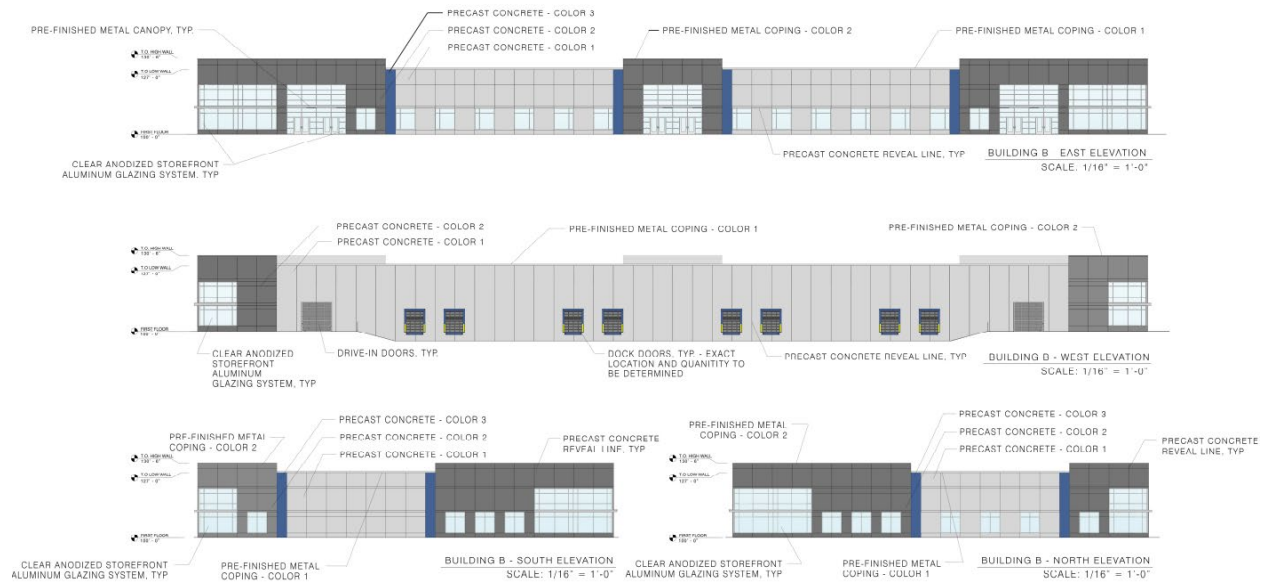


A more complete set of plans are expected prior to the Plan Commission meeting. A supplemental staff report will be shared with Plan Commissioners.

Architectural Plan

The proposed architectural plan is more complete though will also change in the updated submission. The proposed buildings will primarily be composed of pre-cast concrete panels in 3 different colors. This material will be complemented with metal canopies and aluminum window framing. Windows will be transparent and storefront style.





Floor Plan

At this time, no floor plans are included. The proposed building will essentially be a shell. As a speculative industrial/office proposal, specific floor plans for individual tenants would be designed as needed and would be approved through the City's Building Permit process.

Design Guidelines

Project is considered a new development; compliance with the Design Guidelines is mandatory.


See attached Plan Commission checklist. The initial proposal failed to satisfy most objectives.

Recommendation: Hold the Site, Landscaping, and Architectural Design Review for Burnham Business Center II, a proposed Light Industrial use, at 52** W. Burnham St. (Tax Key No. 474-0002-001)

PLAN COMMISSION CHECKLIST


1.

Goal:
Context

Objective	Criteria		Notes
a. Neighbor	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	
b. Site	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	


2.

Goal:
Public Realm

Objective	Criteria		Notes
a. Active Ground Floor	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	
b. Build for People	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	
c. Mitigate Impacts	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	

3.

Goal:
Quality

Objective	Criteria		Notes
a. Building	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	
b. Environment	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	



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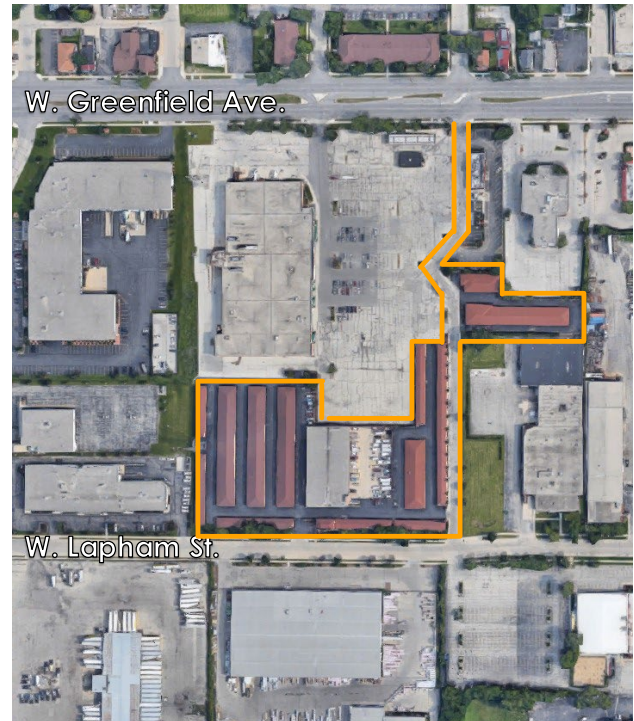
5. Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010)

Overview and Zoning

Storage Rentals of America (SROA) is proposing to demolish an existing paved vehicle storage area and construct a 3-story, 19,160 sq. ft. climate controlled self-storage building. The proposed building will be built up against an existing building but will not be connected to it.

Hours of Operation: 9:30am – 5:30pm

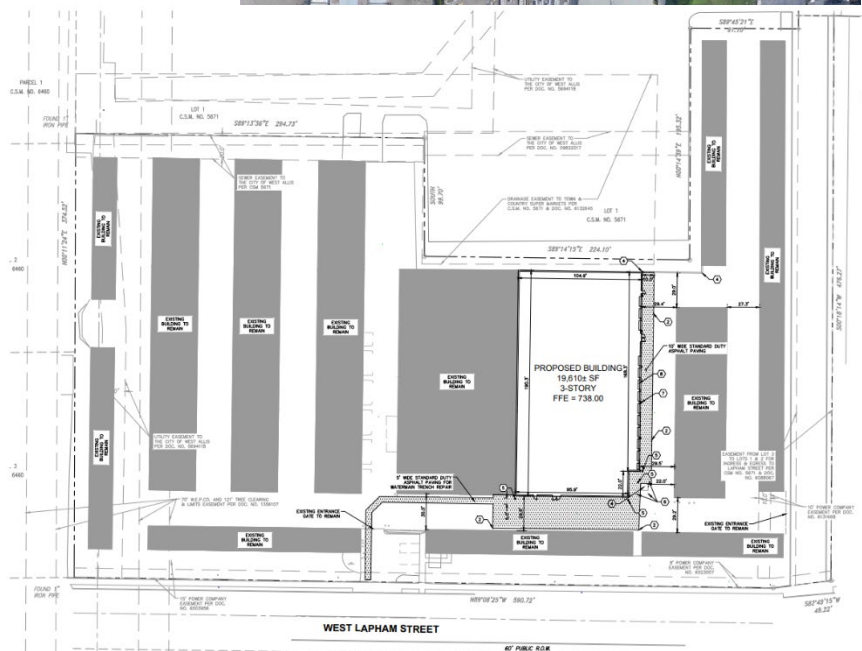
11108 W. Lapham St. is zoned C-3. Light Industrial uses are not allowed in the C-3 district. The use is legal non-conforming, but since the overall land area of the existing property is not expanding, the building addition is allowed to proceed (subject to Plan Commission site, landscaping and architectural design review and building permits).



Site & Landscaping Plan

The proposed new building will be centrally located on the site, replacing the former outdoor vehicle storage area. Direct vehicle access will be available via garage doors on the East side of the building. No other site changes are proposed.

SROA is not proposing any changes to the previously approved landscaping plan.

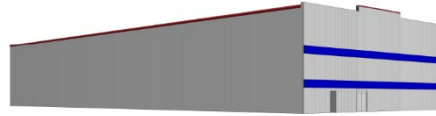


Architectural Plan

At the time of this writing, the applicant has not submitted an updated architectural plan. An updated plan is expected prior to Plan Commission on February 22.

Since the previous Plan Commission, meeting, Staff met with the architect and applicant and agreed on a series of changes to improve the architectural plan. Changes include adding windows, adding details to the Northern façade, adjusting the color of the attached existing building, and improving the quality of materials to quality metal paneling or fiber cement board.

If an updated plan is received as expected, staff will share a supplemental staff report with Plan Commissioners.



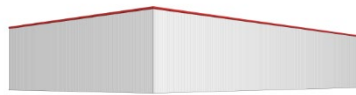
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AD201.0.3 - FRONT RIGHT



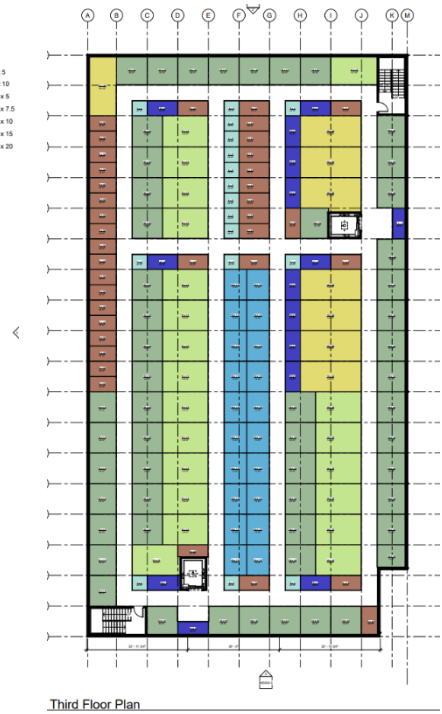
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AD201.0.1 - REAR LEFT

Floor Plan

The interior floor plan is designed to maximize the amount of storage space available in the building. The first-floor's East side includes units that open directly to the building's exterior. Discussed changes to add windows would result in a several units reoriented, windows would align with hallways.



Design Guidelines

The project is considered significant redevelopment; compliance with the design guidelines is mandatory.

The initial proposal failed to meet 3 of the guidelines:

- **1b. Context - Site:** The addition does not respond to the existing architecture. Additions do not need to be replications but should thoughtfully respond to the existing architecture. The addition's design is not integrated with any of the existing buildings.
- **2a. Public Realm – Active Ground Floor:** The addition includes prominent, blank walls.
- **3a. Quality – Building:** The addition uses low-quality materials, and has a featureless design without sufficient depth or texture.

See attached Plan Commission checklist for further reference.


Recommendation: Hold the Site, Landscaping, and Architectural Design Review for Storage Rentals of America, an existing Light Industrial use, at 11108 W. Lapham St. (Tax Key No. 448-9993-010). Updated plans should be submitted to show the following:

1. Submit updated plans to the Planning & Zoning office to show (a) architectural elevations and exterior materials complementary to the existing buildings on site and adjacent area.

PLAN COMMISSION CHECKLIST


1.

Goal:
Context

Objective	Criteria		Notes
a. Neighbor	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	
b. Site	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	


2.

Goal:
Public Realm

Objective	Criteria		Notes
a. Active Ground Floor	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	
b. Build for People	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	
c. Mitigate Impacts	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	

3.

Goal:
Quality

Objective	Criteria		Notes
a. Building	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	
b. Environment	i.	<input type="radio"/>	
	ii.	<input type="radio"/>	
	iii.	<input type="radio"/>	
	iv.	<input type="radio"/>	



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 22, 2023
6:00 PM

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6. Site, Landscaping, and Architectural Design Review for Joya Zam, a proposed Neighborhood Retail use, at 9611 W. Greenfield Ave. (Tax Key No. 450-0104-000).

Overview and Zoning

Joya Zam currently operates as a vendor at 7 Mile Fair in Caledonia, WI. The growth of the business has allowed Joya Zam to seek expansion into the property at 9611 W. Greenfield Avenue.

9611 W. Greenfield Ave. is zoned C-2. Neighborhood Retail is a permitted use in the C-2 Zoning District. The business intends to sell new jewelry only. Due to the nature of the business, a Conditional Use Permit is not needed.

Hours of Operation: 9:00am-6:00pm



Site & Landscaping Plan

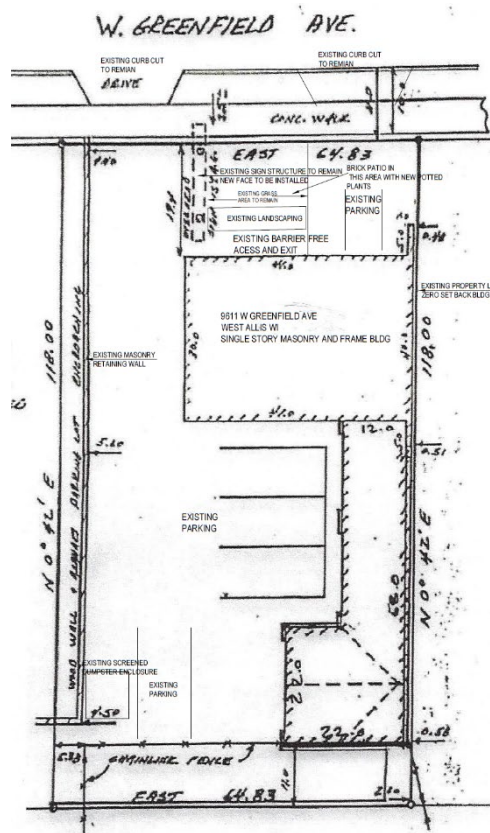
Several changes to the site are proposed. Engineering and Planning are requiring vacation of the existing curb cut on Greenfield Avenue to eliminate traffic safety concerns. Abutting W. Greenfield Ave. is a concrete pad that was previously used as a parking stall. This parking stall will be eliminated during the curb cut vacation process. Pedestrian access is provided by the concrete pad on the front of the property. The existing refuse enclosure on the site is to remain unchanged.



The owner intends to utilize the existing non-conforming pole sign on the property. The existing non-conforming pole sign shall remain so if no other signage is utilized on the property. Upon request of additional signage, the existing non-conforming freestanding sign is required to be replaced.

Five existing parking stalls are proposed to be utilized on the site. Per Code, a maximum of three stalls per 1,000 sq ft of gross floor area open to the public is allowed. While the number of stalls is below the maximum number of stalls allowed, staff is requesting the parking stall furthest south to be eliminated to prevent internal traffic conflicts between other customers and the proposed interior employee parking. Additionally, the traffic stall on the concrete pad abutting Greenfield Ave is to be removed as well.

No landscaping plan was provided. The applicant expressed intent to remove existing landscaping on the property. Any changes to the landscaping on the property require a landscape plan to be submitted. To increase the design review guidelines emphasis on enhancing the public realm, staff recommends that subtle public amenities are incorporated to the site. This may take place in the form of benches and planters. Additionally, the parking pad may be replaced for additional landscaping to be implemented.

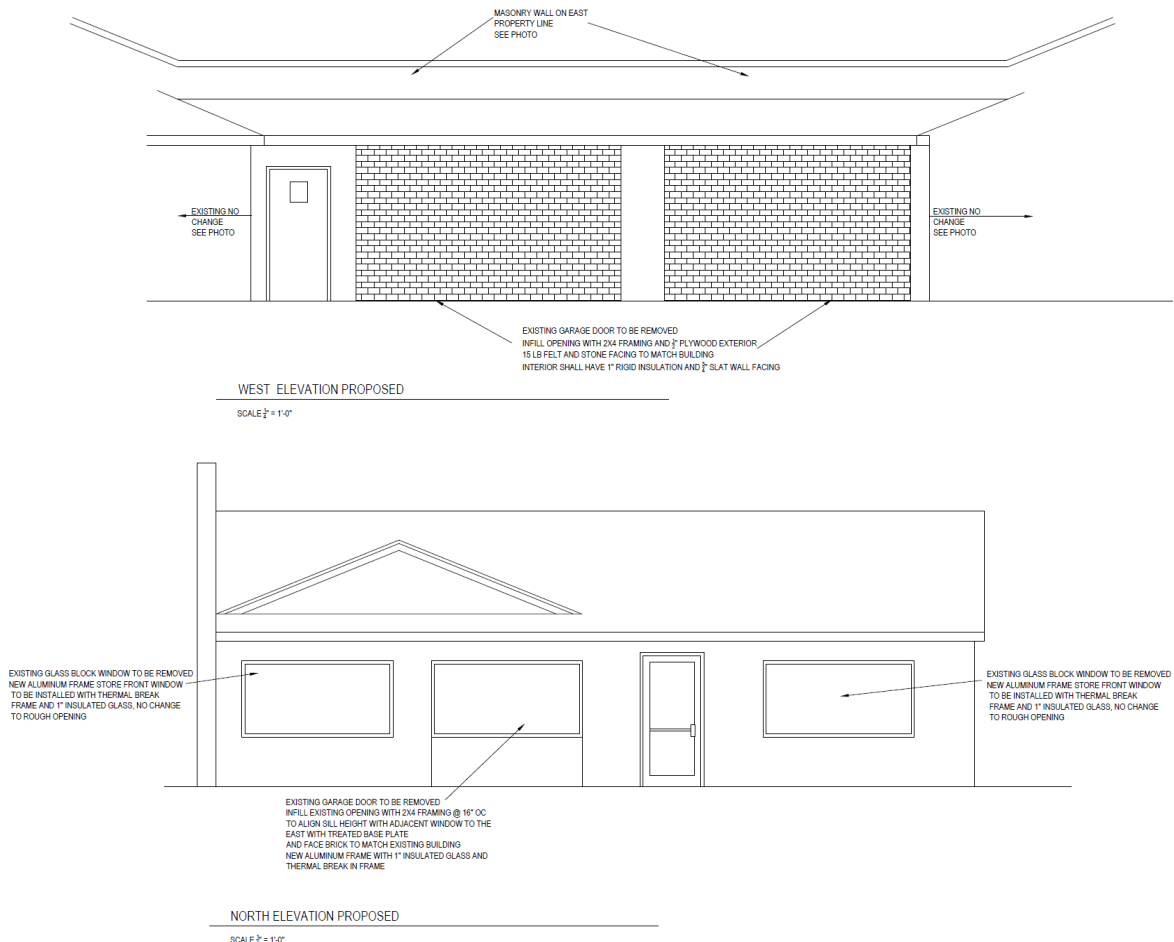


Architectural Plan

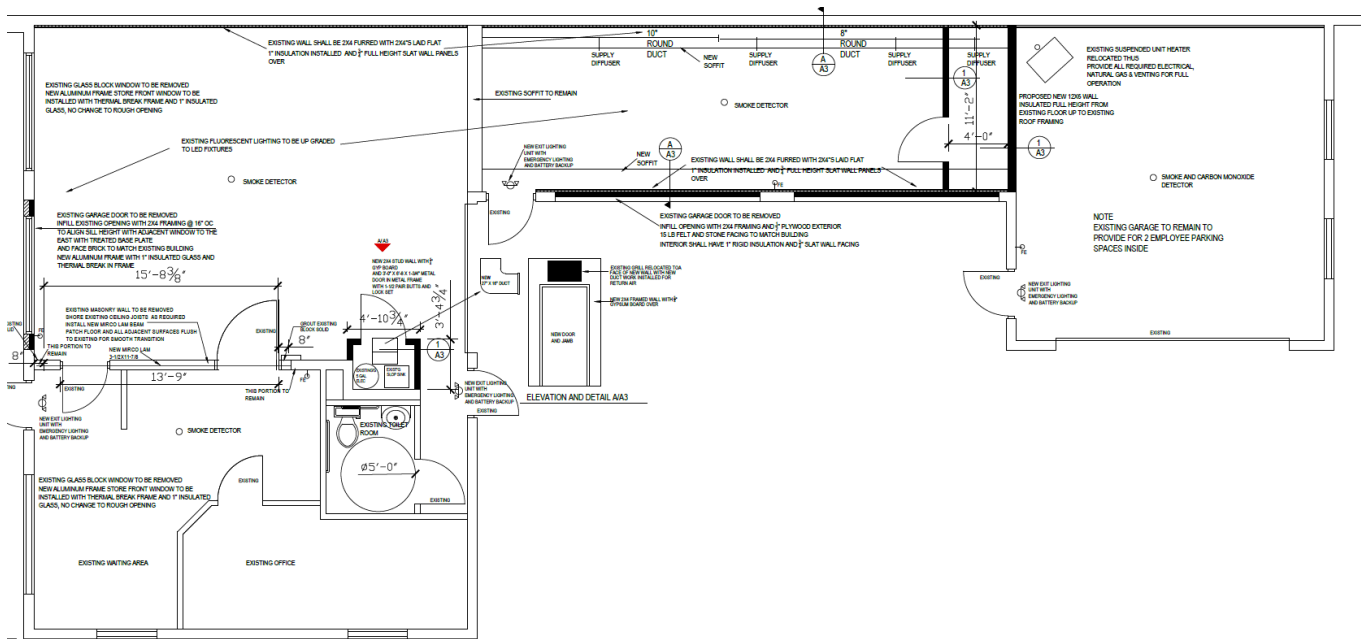
Numerous architectural changes are proposed for the building, largely on the west and north façades. Currently the north, front-facing façade has two glass block windows, an overhead garage door, and a door entrance for customers. As proposed, the existing block windows on the front facing façade are to be removed and replaced with standard storefront windows. Additionally, the overhead garage door is to be removed. Replacing the overhead door is a new knee wall and a window aligned with the existing adjacent windows on the façade. No other changes to the front façade are proposed.



Currently on the west elevation are three overhead garage doors, three rear access doors, and two glass block windows. Two of the overhead garage doors are proposed to be removed. The garage doors are to be replaced with stone to match the existing materials on the west façade. The other garage door on the southwest corner is to remain. The proposal does not include replacement of the existing glass block windows on the southwest façade. Due to visibility along Greenfield Ave and to ensure conformance with the Design Review Guidelines, staff is recommending these windows are replaced with standard storefront windows matching the adjacent windows on the front façade. No façade changes are proposed on the east and south elevations.



The interior of the building also sees additional investment and changes. Additional areas will be open to the public in the building, with jewelry cases lining the east interior wall. New LED lighting will replace the existing fluorescent lighting. The existing office, restroom, and waiting area are to remain unchanged. A new interior wall will be placed to form a garage on the south portion of the building. The garage will be used for interior employee parking.



Design Guidelines

This project is not considered a significant redevelopment due to minimal proposed changes. Design guidelines are not mandatory but serve as a framework for review.

See attached Plan Commission checklist and [Design Review Guidelines](#) for further details. The proposed project for the existing building satisfies some criteria.

Recommendation: Approve the Site, Landscaping, and Architectural Plans for Joya Zam, a proposed Neighborhood Retail use, to be located at 9611 W. Greenfield Ave. (Tax Key No. 450-0104-000) subject to the following conditions:


(Items 1 and 2 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 and landscaping plan being submitted to the Planning and Zoning Office to indicate the following:
 - a. Notation on the site plan to indicate removal of the parking stall on the south edge of the property and the parking stall on the concrete pad abutting Greenfield Ave.
 - b. Notation on the site plan to indicate the vacation of the curb cut along Greenfield Ave.
 - c. Any additions or changes to the landscaping plan being approved by the City Forester.
2. Revised architectural plan being submitted to the Planning and Zoning Office to indicate the following:
 - a. Removal and replacement of the glass block windows on the west façade to match the proposed adjacent windows on the front façade of the existing building.
3. Sign plan being submitted to the Planning and Zoning Office for any proposed signage on the building. Removal of the existing non-conforming freestanding sign will be required upon any additional signage installed.

PLAN COMMISSION CHECKLIST


1.

Goal:
Context

Objective	Criteria		Notes
a. Neighbor	i. Street wall	<input type="radio"/>	
	ii. Scale	<input type="radio"/>	
	iii. Historic neighbors	<input type="radio"/>	
	iv. Connectivity	<input type="radio"/>	
b. Site	i. Orientation	<input type="radio"/>	
	ii. Unique features	<input type="radio"/>	
	iii. Historic elements	<input type="radio"/>	
	iv. Additions	<input type="radio"/>	


2.

Goal:
Public Realm

Objective	Criteria		Notes
a. Active Ground Floor	i. Tall and clear ground floor	<input type="radio"/>	
	ii. Street edge	<input type="radio"/>	
	iii. Active uses	<input type="radio"/>	
	iv. No blank walls	<input type="radio"/>	
b. Build for People	i. Engaging spaces	<input type="radio"/>	
	ii. Accessible spaces	<input type="radio"/>	
	iii. Built-out site	<input type="radio"/>	
	iv. Pedestrian connections	<input type="radio"/>	
c. Mitigate Impacts	i. Vehicle parking	<input type="radio"/>	
	ii. Utilities and services	<input type="radio"/>	
	iii. Lighting	<input type="radio"/>	
	iv. Fencing	<input type="radio"/>	

3.

Goal:
Quality

Objective	Criteria		Notes
a. Building	i. Quality materials	<input type="radio"/>	
	ii. Ground floor	<input type="radio"/>	
	iii. Exterior features	<input type="radio"/>	
	iv. Quality design	<input type="radio"/>	
b. Environment	i. Natural features	<input type="radio"/>	
	ii. Manage stormwater	<input type="radio"/>	
	iii. Reduce impervious surface	<input type="radio"/>	
	iv. Embody sustainability	<input type="radio"/>	



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7. Site, Landscaping, and Architectural Plans for Boucher Lincoln, an existing Light Motor Vehicle sales use, at 3161 S. 108th St. (Tax Key No. 523-9986-010)

Overview and Zoning

The single tenant commercial building located at 3161 S. 108th St is the current site of Boucher Lincoln. The owner of the building is proposing to renovate the building's façade. Additionally, electric vehicle charging stations are to be added to the site. No other changes to the site are proposed.

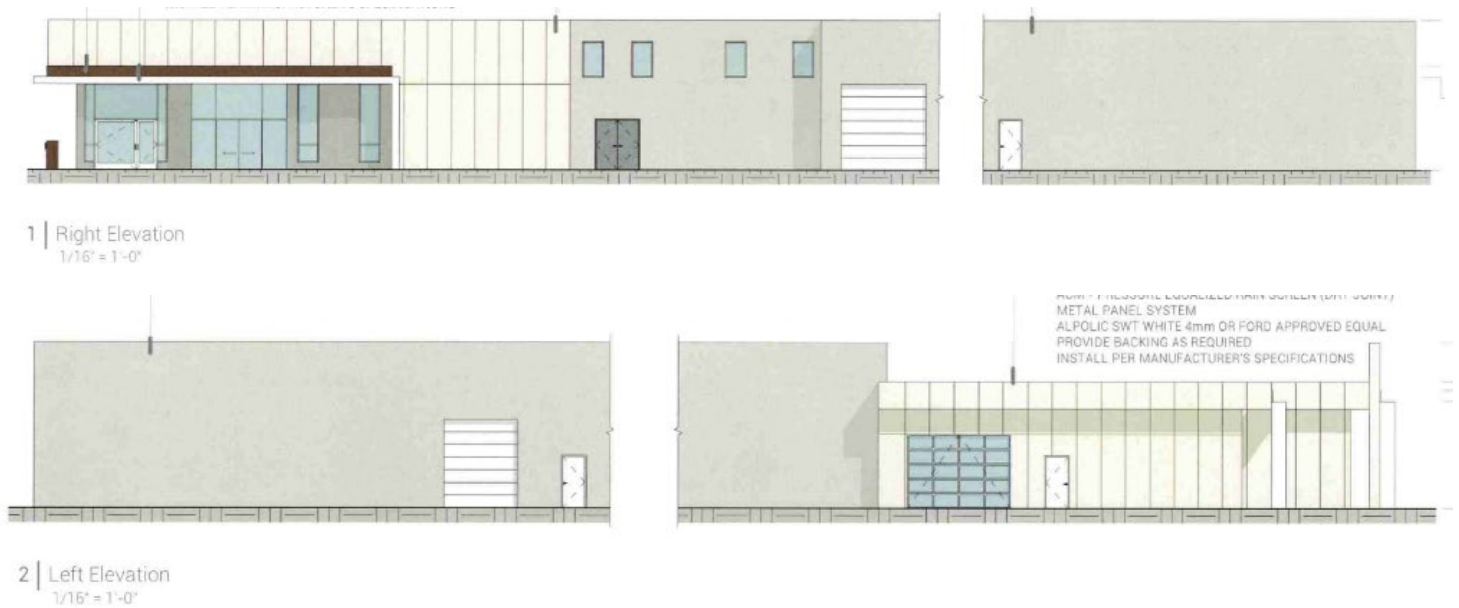
The property at 3161 S. 108th St. is zoned C-4. Light Motor Vehicle Sales is a Conditional Use in the C-4 district.

Architectural

The proposed changes are prompted by a branding update requested by the Ford Motor Company. Various changes are proposed to the south, north, and east facades. The ACM paneling on the existing building will be reclad with porcelain wall cladding. A brown ACM metal panel system strip is to run along portions of the east and north façade. The brick towards the rear of the building is to be repainted as well.

The current signage area and the vertical element of the existing building is to be removed in the proposed plans. The proposed building is uniform in height. New signage is proposed on the east façade.





Site and Landscaping

The only proposed site change is the addition of electric vehicle charging stations. To accommodate for growing industry demands, Boucher Lincoln, is proposing these charging stations on the Southwest corner of the site. Staff have no concerns regarding these additions.

Currently, refuse is not in a screened trash enclosure and is situated in the open on the southern portion of the property. To comply with design review guidelines, staff is recommending the addition of a trash enclosure on the property. Screening elements



Design Guidelines

Project is not considered a new development or significant redevelopment due to minimal proposed changes. Design guidelines are not mandatory but serve as a framework for review. Some design review guidelines for the proposed project on the existing site are satisfied.

See attached Plan Commission checklist and [Design Review Guidelines](#) for further details.

Recommendation: Approve the Site, Landscaping, and Architectural Plans for Boucher Lincoln, an existing Light Motor Vehicle sales use, at 3161 S. 108th St. (Tax Key No. 523-9986-010) subject to the following conditions:


(Item 1 is 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. Submit updated plans to the Planning & Zoning office to show refuse enclosures on the site.
2. Sign Plan is submitted to the Planning & Zoning office subject to approval by Planning & Zoning.

PLAN COMMISSION CHECKLIST


1.

Goal:
Context

Objective	Criteria		Notes
a. Neighbor	i. Street wall	<input type="radio"/>	
	ii. Scale	<input type="radio"/>	
	iii. Historic neighbors	<input type="radio"/>	
	iv. Connectivity	<input type="radio"/>	
b. Site	i. Orientation	<input type="radio"/>	
	ii. Unique features	<input type="radio"/>	
	iii. Historic elements	<input type="radio"/>	
	iv. Additions	<input type="radio"/>	


2.

Goal:
Public Realm

Objective	Criteria		Notes
a. Active Ground Floor	i. Tall and clear ground floor	<input type="radio"/>	
	ii. Street edge	<input type="radio"/>	
	iii. Active uses	<input type="radio"/>	
	iv. No blank walls	<input type="radio"/>	
b. Build for People	i. Engaging spaces	<input type="radio"/>	
	ii. Accessible spaces	<input type="radio"/>	
	iii. Built-out site	<input type="radio"/>	
	iv. Pedestrian connections	<input type="radio"/>	
c. Mitigate Impacts	i. Vehicle parking	<input type="radio"/>	
	ii. Utilities and services	<input type="radio"/>	
	iii. Lighting	<input type="radio"/>	
	iv. Fencing	<input type="radio"/>	

3.

Goal:
Quality

Objective	Criteria		Notes
a. Building	i. Quality materials	<input type="radio"/>	
	ii. Ground floor	<input type="radio"/>	
	iii. Exterior features	<input type="radio"/>	
	iv. Quality design	<input type="radio"/>	
b. Environment	i. Natural features	<input type="radio"/>	
	ii. Manage stormwater	<input type="radio"/>	
	iii. Reduce impervious surface	<input type="radio"/>	
	iv. Embody sustainability	<input type="radio"/>	



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WEST ALLIS PLAN COMMISSION
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8. Ordinance to Amend Section 19.01 of the West Allis Revised Municipal Code, relative to rezoning 6604-20 W. Mitchell St. from I-1 to C-3. (Tax Key No. 454-0254-002)

Overview and Zoning

The subject property is located on the NW corner of S. 66 St and W. Mitchell St.; it is currently the home of Higgins Tower Service. This is a family owned and operated business that has over 50 years of experience in the aerial tower industry. Higgins provides a wide variety of aerial tower installation, maintenance, emergency repair, removal, and ancillary services, as well as specialized work on church steeples, flagpoles, and similar structures.

Existing Zoning: I-1 Light Industrial District.

Proposed Zoning: C-3, Community Commercial District

Future Land Use 2040 plan: Mixed Use

Last year, Higgins Tower Service met with the city about site improvements and subsequently received Plan Commission approval of their site and architectural plan to upgrade access to their property, install building, site, and landscaping improvements. Planning and Economic Development staff also expressed the recommended 2040 land use plan to rezone the property to commercial, like that of the nearby Makers Row and SoNa Lofts redevelopment area. Of note, rezoning would not serve as a barrier for the continued operations of Higgins but was sought to realign the property for the future, should Higgins decided to sell or move.

This year, Planning has requested and received 1st District alderperson sponsorship to rezone the property from I-1 to C-3 (commercial zoning that aligns with the abutting Makers Row and SoNa Lofts properties to the North). An [area context summary](#) shows the Higgins property situated within the larger Six Points Redevelopment neighborhood area.

1. Planning has previously expressed the City's interest to rezone the property to Commercial (with Higgins)
2. Rezoning would also better align the property with that of the 2040 Land Use Map which indicates mixed use.
3. To best serve the future of the neighborhood and to align the zoning with the 2040 land use plan, staff request Plan Commission recommend approval.
4. If rezoned, and if Higgins were to sell or move from the property, future users (if not similar exactly similar to Higgins) would need to comply with the commercial zoning.

A public hearing before Common Council is scheduled for March 7th.



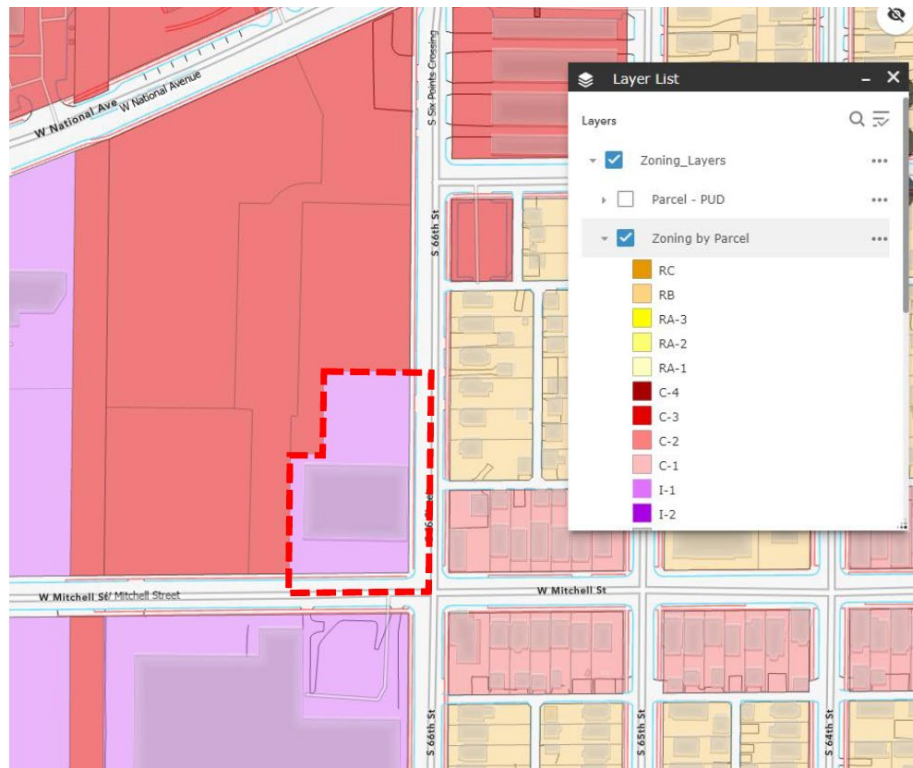
Street view - [454-0254-002](#) | 6604-6620 W MITCHELL ST

Proposed Rezoning
Map for property:

**6604-6620 W
MITCHELL ST**
(454-0254-002)



Action:
I-1, Light industrial to
C-3, Community
commercial district



Recommendation: Common Council approval of the Ordinance to Amend Section 19.01 of the West Allis Revised Municipal Code, relative to rezoning 6604-20 W. Mitchell St. from I-1 to C-3 (Tax Key No. 454-0254-002).



STAFF REPORT
WEST ALLIS PLAN COMMISSION
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6:00 PM

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

9. Vacation and discontinuance of a portion of public right of way along S. 55th St. Between W. Mobile St. (North) and W. Mobile St. (South).

Overview and Zoning

The reason to vacate is to reduce the City's ongoing maintenance and liability expense for this section of public right of way on S. 55 St. With the S. 55 St. crossing being eliminated, the WisDOT will agree to bring the at grade rail crossing at W. Beloit Rd. up to current standards including the installation of new railroad signal equipment. This year, WisDOT is starting a reconstruction project from S. 60 St. to W. Lincoln Ave. The railroad signal equipment cannot accommodate the closely spaced crossings at Beloit, 60th, 57th, and 55th Streets. Therefore, the rail crossing at S. 55 St. has been slated to be closed.

The railroad property is the only abutting property and will be sent notice of the public hearing. State Statutes requires publishing a class 3 notice and personal service on abutting landowners at least 30 days before a public hearing or, if they can't be personally served, the notice needs to be mailed to them at least 30 days ahead of time. Any abutting owner can object to discontinuance by filing a written objection; it would then take a 2/3 vote by the council to override that objection.

On January 10, the item was introduced to the Common Council and council directed staff to proceed with public notice and a hearing. Staff is of the opinion that it is in the public interest to vacate the subject areas from city right-of-way and make them private (taxable) property.

The schedule for review as follows:

1/10/23 Council introduction at 7pm

2/22/23 Plan Commission meeting at 6pm

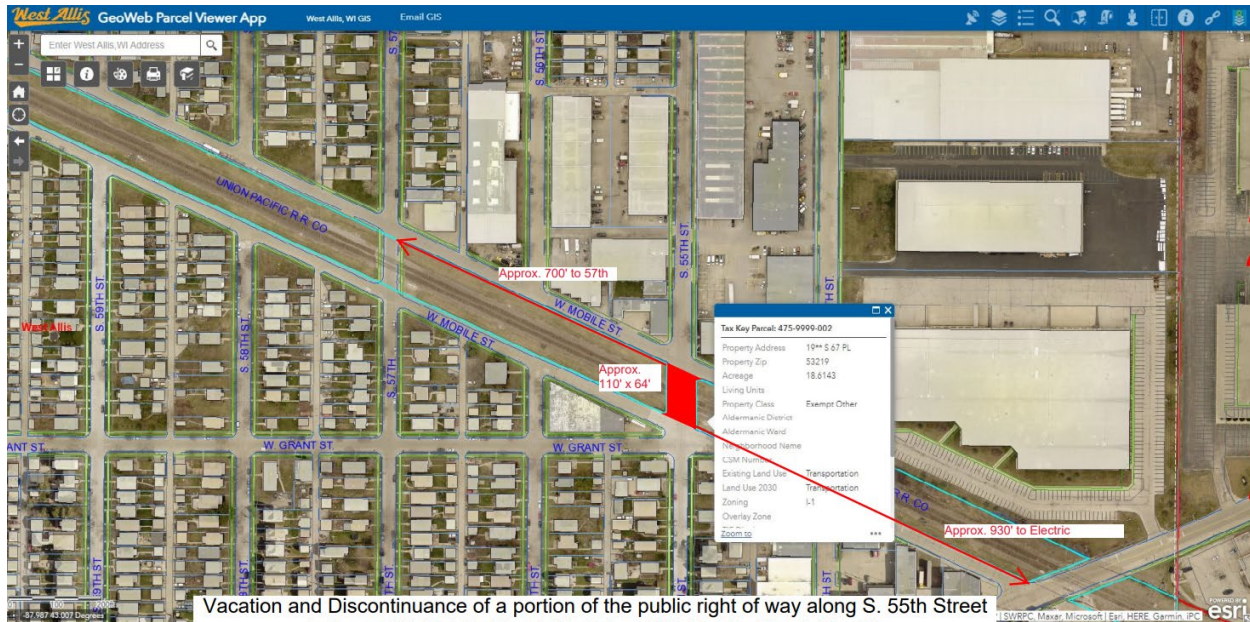
3/21/23 Council Public Hearing – decision/action date where it will pass or fail

Property land use along S. 55 St. summarized as follows:

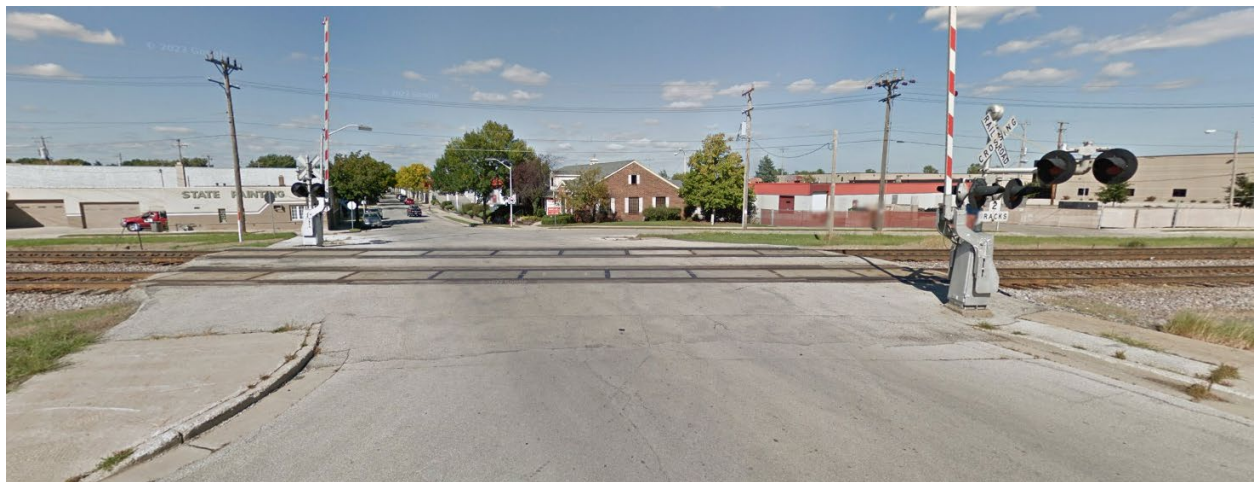
North of tracks – light industrial businesses

South of tracks – residential and mixed use

Closing the crossing will mean properties north and south of the rail crossing at S. 55 St. will need to travel parallel to the railroad along Mobile Street to access another crossing point (next closest opportunities are at either S. 57 St. to the west or Electric Ave. on the east.)



[Street View](#) S. 55 St. at grade crossing of the Union Pacific Rail Road



Recommendation: Common Council approval of the Vacation and discontinuance of a portion of public right-of-way near the intersection of S. 92nd St. and W. Cleveland Ave. subject to public notice and a public hearing in accordance with State Statutes.