



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
WEDNESDAY, JUNE 24, 2020
6:00 PM
VIRTUAL MEETING**

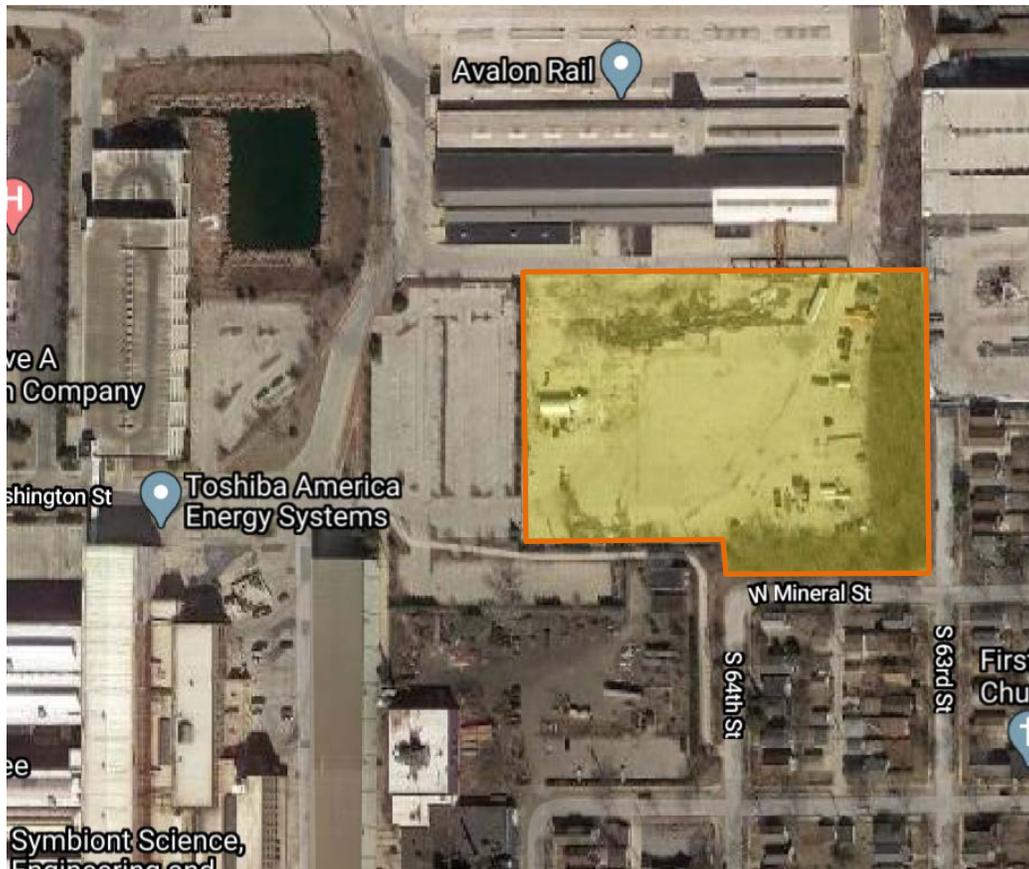
1. **Approval of the minutes from the May 27, 2020 Plan Commission meeting.**
- 2A. **Special Use Permit for 160 Driving Academy, a proposed business to be located at 900 Block S. 63 St.**
- 2B. **Site, Landscaping and Architectural Plans for 160 Driving Academy, a proposed business to be located at 900 Block S. 63 St., submitted by Terry Hardin. (Tax Key No. 439-0001-048)**

Items 2A and 2B may be considered together.

Overview & Zoning

160 Driving Academy is a truck driving training facility with 55 locations across the country with 2 of them in Wisconsin. The proposed location for the newest 160 Driving Academy is a large paved lot just south of Avalon Rail and east of Toshiba in the 900 Block of S. 63 St.

Terry Hardin of 160 Driving Academy has submitted an application to build out a truck driving training facility.

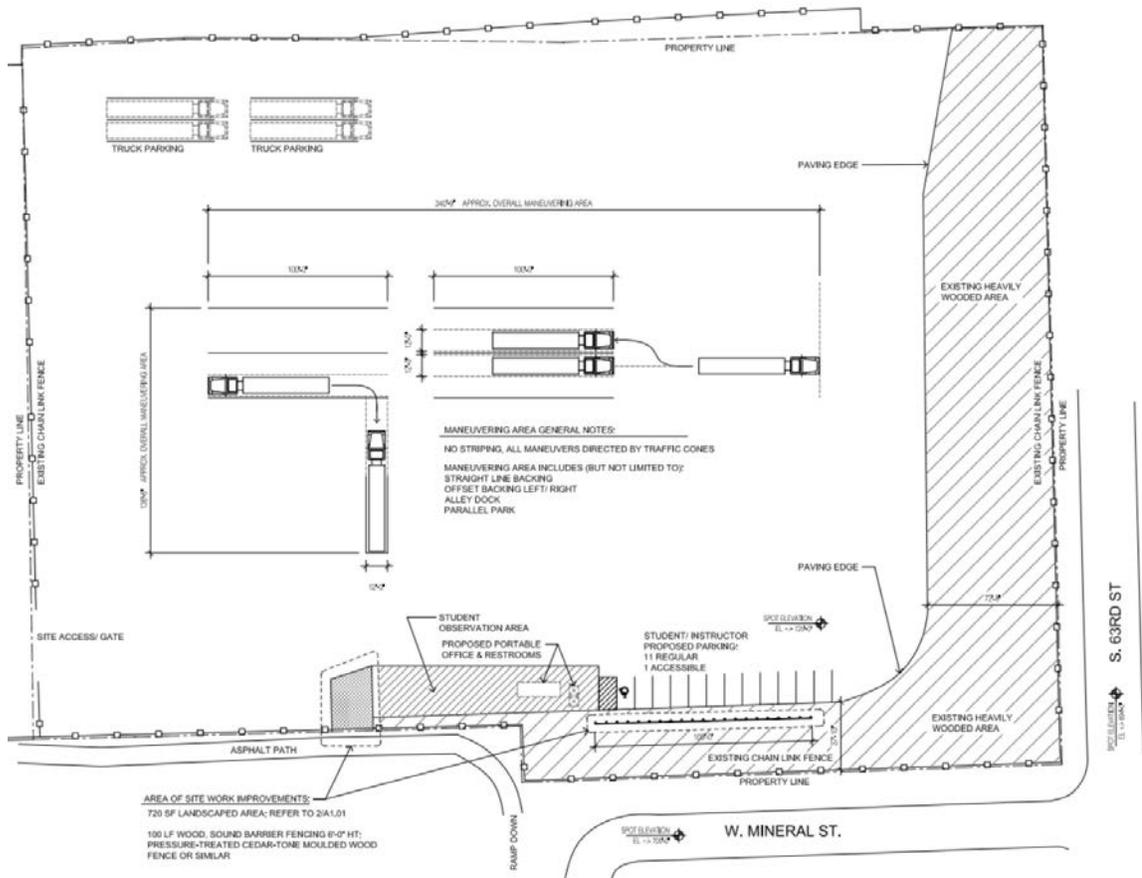


160 Driving Academy is a training facility for people to ultimately get their Commercial Driver's License (CDL). The site will be used as a training and maneuver range where students would learn truck safety, operations, integral parts of the truck (Pre-trip), basic maneuvers such as starting, stopping, steering, shifting, braking, and exercises such as straight back, and off-set parking.

900 Block S. 63 St. is zoned M-1 Manufacturing District. An instructional training facility is considered a Special Use in the M-1 district and requires a Special Use Permit. A public hearing regarding the Special Use Permit application is scheduled for July 14, 2020.

Site, Landscaping and Architectural Plans

The applicant is proposing to occupy almost the entire paved lot. The proposed space will include a portable office and portable restrooms. The space will also include a 720 square foot landscaped area and a wooden fence meant to serve as a sound barrier from the nearby residential neighborhood. The dense wooded area surrounding the lot will also serve as a buffer between the training facility and residential homes to the south. Truck maneuvering zones will be delineated with cones. Hours of operation are Monday through Friday, 8am – 4:30pm.



Off-street parking code requires commercial transportation facilities to have 1 space for every one thousand (5,000) square feet of gross floor area. The proposed training facility space has 226,909 square feet, which requires 45 off-street parking spaces. Staff recommends that the amount of parking stalls be equivalent to the number of students and staff on site.

Recommendation: Recommend Common Council approval of the Application for a Special Use Permit for 160 Driving Academy, a proposed business, to be located at 900 Block S. 63 St., and approval of the Site, Landscape and Architectural Plans for 160 Driving Academy, a proposed business, to be located at 900 Block S. 63 St., submitted by Terry Hardin. (Tax Key No. 439-0001), subject to the following conditions:

(Items 1 through 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.)

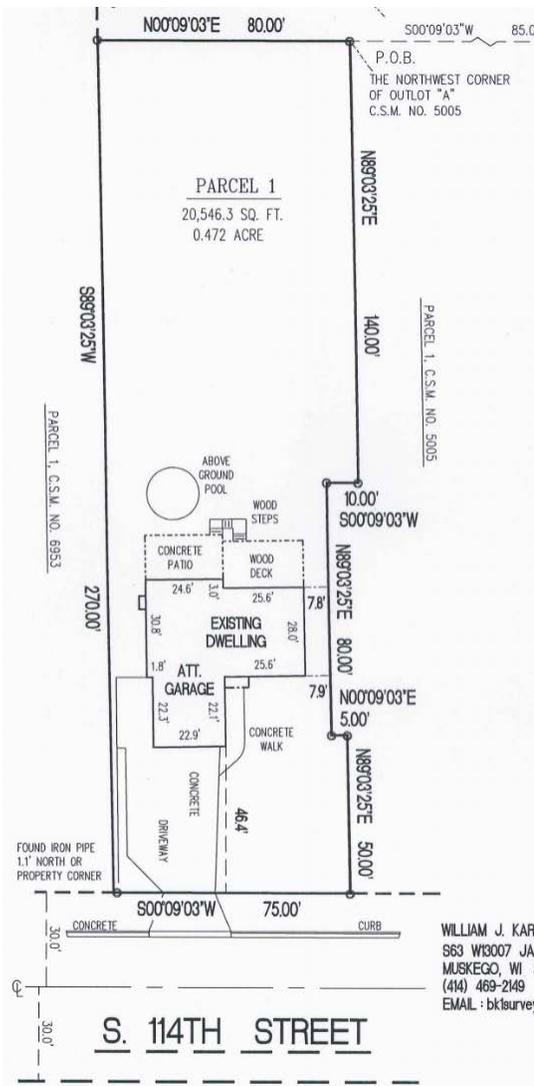
1. An indication of the maximum number of students and staff on site at any one time.
2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Tony Giron, Planner at 414-302-8469.
3. A surety bond or other form of security as required under 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, Planner at 414-302-8469.
4. Common Council approval of the Special Use Permit (scheduled for July 14, 2020) and applicant's acknowledgement signature on the Special Use Resolution being submitted to the Clerk's Office.

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

5. Signage plan being provided for staff review and approval.
 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.
3. **Certified Survey Map to combine two properties into one lot of record located at 3253 S. 114 St. submitted by Janice Carini, property owner (Tax Key Nos. 523-9973-009 and 523-9973-005).**

Overview & Zoning

The owner, Janice Carini, of the residential property at 3253 S. 114 St. has submitted a Certified Survey Map (CSM) to legally combine the two parcels. The owner would like to simplify the legal paperwork/payments associated with owning two adjacent properties.



The Plan Commission's recommendation will be forwarded to the Common Council for consideration. Upon approval and final revisions from staff, the CSM will be recorded with the Milwaukee County Register of Deeds.

Recommendation: Recommend Common Council approval of the Certified Survey Map to combine the existing parcels located at 3253 S. 114 St. into 1 parcel, submitted by Janice Carini. (Tax Key Nos. 523-9973-009 and 523-9973-005)

4. **Site, Landscaping and Architectural Plans Amendment for Station No. 6, an existing tavern, for a proposed outdoor grill, located at 6800 W. Becher St., submitted by Mark Lutz, property owner (Tax Key No. 476-0105-000).**

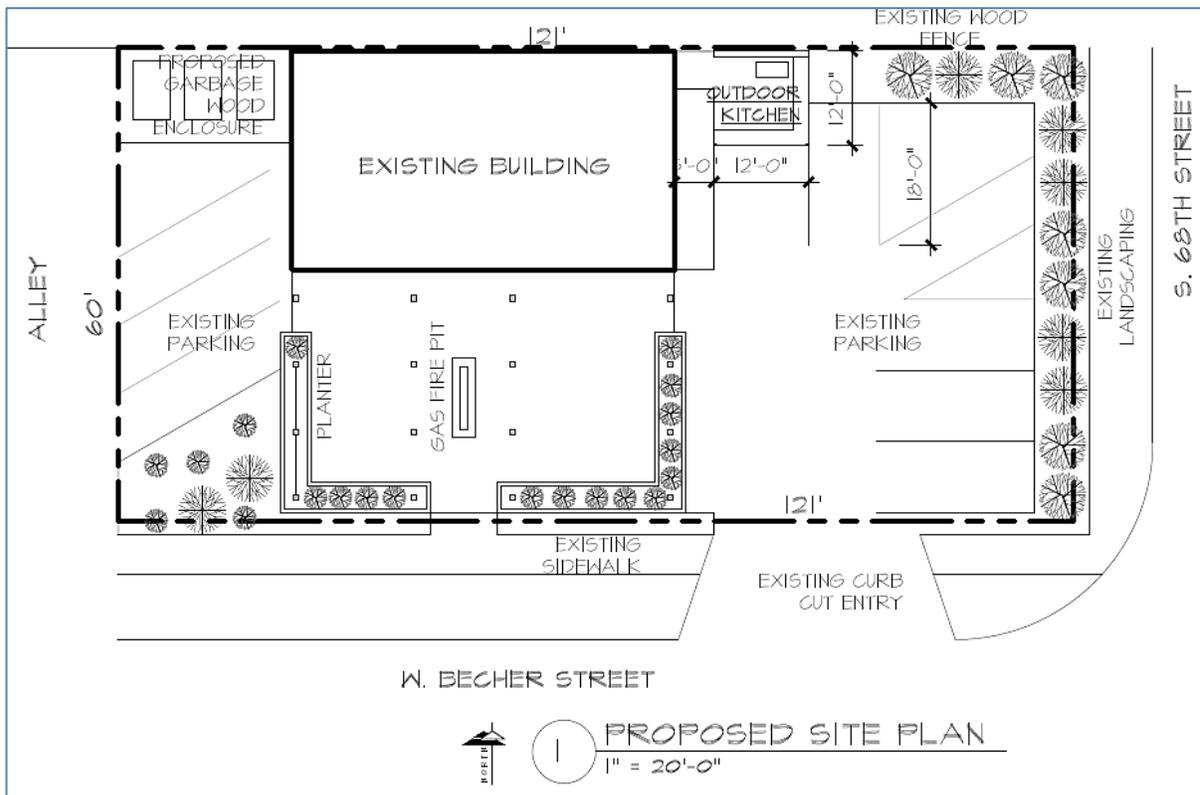
Overview and Zoning

Station No. 6 is an existing 1,300-sf tavern and beer garden approved by special use permit in June 2019 under R-2019-0372. The establishment offers outdoor seating under a pergola, an outdoor natural gas fireplace, an indoor pub area and small parking lot. The property is zoned C-2, Neighborhood Commercial District.

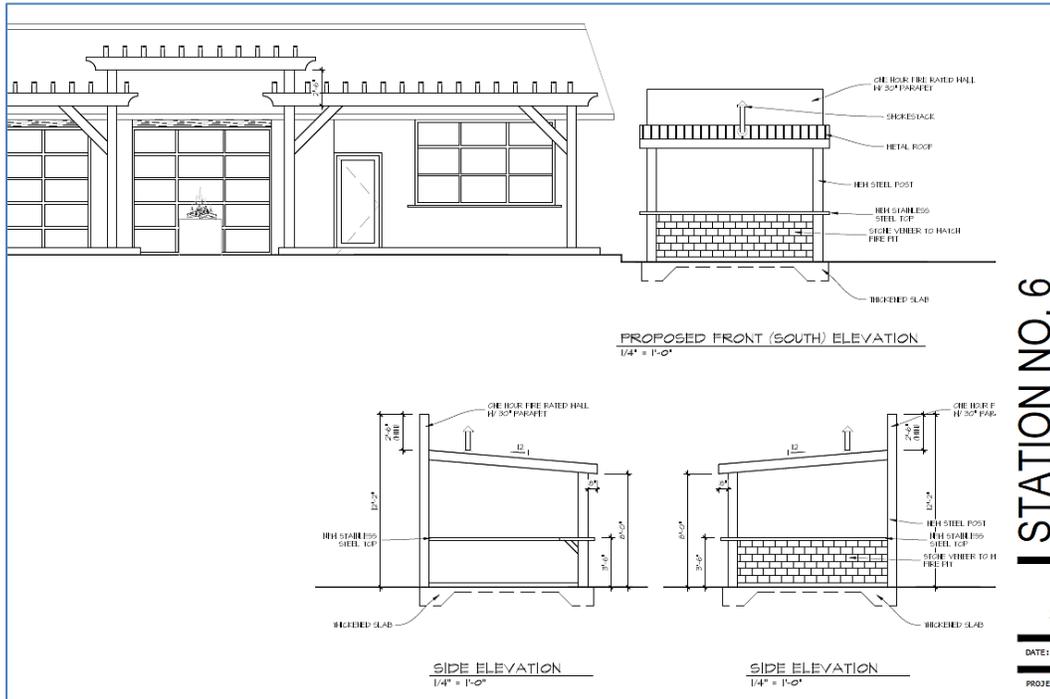


The proposal before Plan Commission is to add an outdoor grilling area (12-ft x 12-ft) and including a service counter on the north end of the parking lot and in proximity to the existing building.

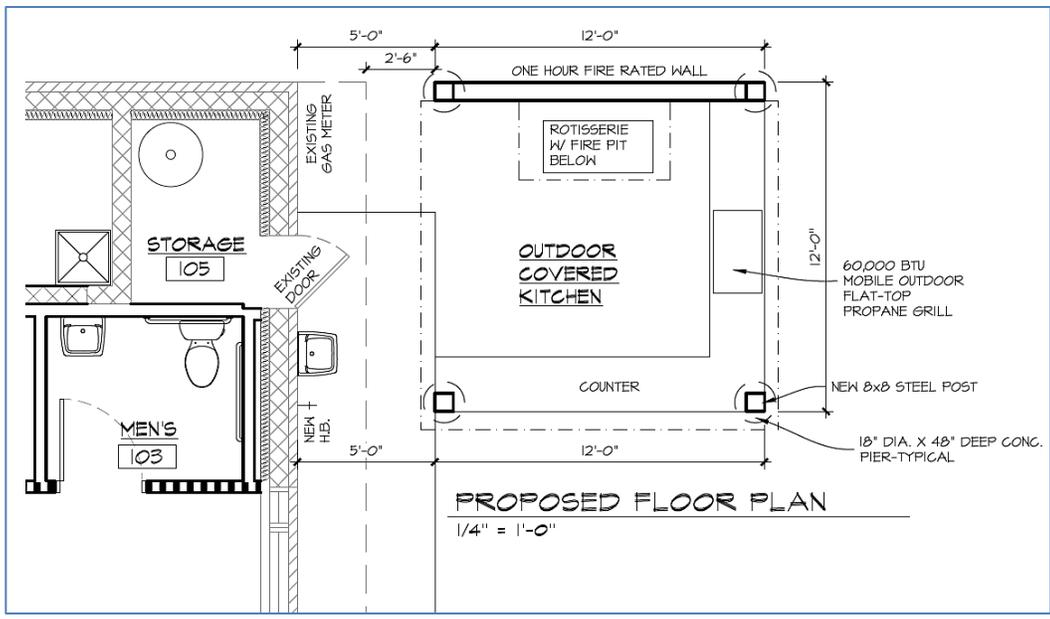
The area would feature an overhead roof structure for weather protection. Steel welded commercial grade propane grill including a rotisserie will be installed. A 12-ft tall fire rated wall will be installed on the north side of the grill all other materials will be structural steel tubing for the frame, a standing seam metal roof to match the butcher shop awnings, and two service counters (one facing south and one facing east) that would be faced with brick to match the existing patio fireplace and stainless steel counter tops.



Grilled meals sourced from Becher Meats such as brats, hamburgers, chicken would be served for customers and neighbors. The grill would be used primarily on weekends between noon and 8:00pm.



STATION NO. 6
DATE:
PROJECT



The existing property offers nine parking stalls. One of the parking stalls will be modified as a result of the new grill structure. When the grill is not in use, a smaller vehicle could use the space south of the grill area (example compact car or motor cycle). City bicycle racks will be installed along W. Becher St. as this area is experiencing more ride up customer traffic.

Recommendation: Approval of the Site, Landscaping and Architectural Plans Amendment for Station No. 6, an existing tavern, for a proposed outdoor grill, located at 6800 W. Becher St., submitted by Mark Lutz, property owner (Tax Key No. 476-0105-000) 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 the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping, Screening and Architectural Plans being submitted to and approved by the Department of Development to show the following: (a) details of the proposed fire rated wall; (b) an ADA parking stall being provided on site. Contact Steven Schaeer, Manager of City Planning at (414) 302-8466 with further questions.

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

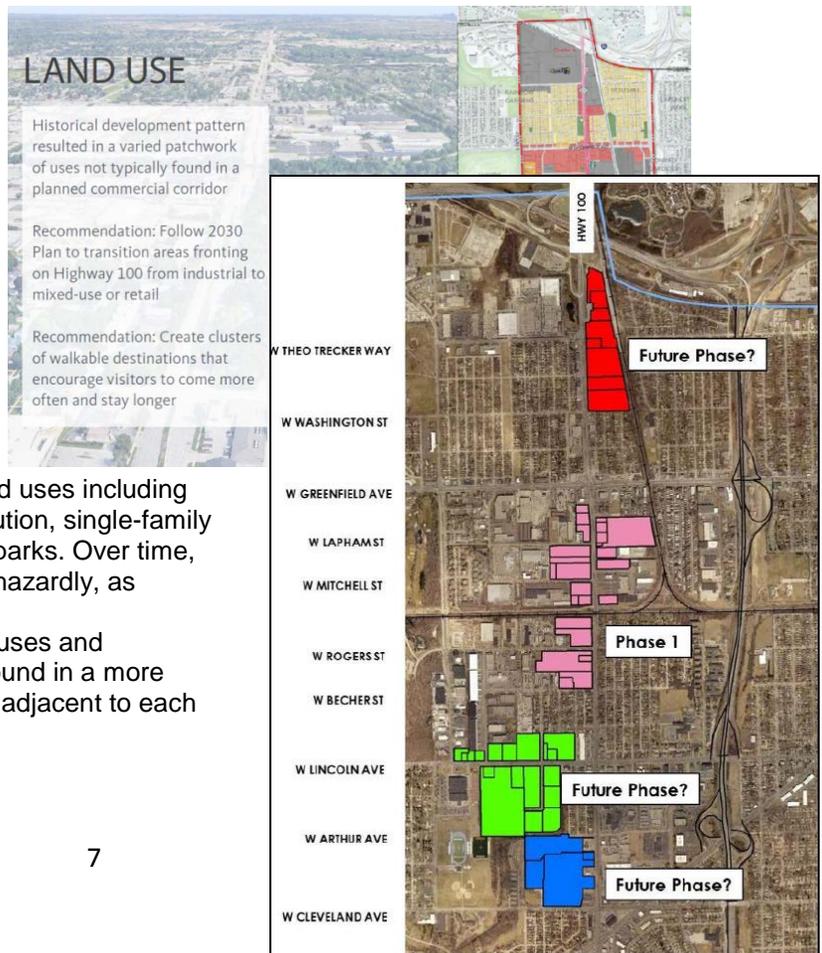
2. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.

5. Ordinance to rezone the following properties from M-1, manufacturing district to C-3, Community Commercial District in conformance with the 2030 Future Land Use plan: 1000 S. 108 St., 924 S. 108 St., 800 S. 108 St., 7 S. 108St., 650 S. 108 St., 610 S. 108 St., 530 S. 108 St., 528 S. 108 St. (Tax Key No. 444-9992-000, 444-9993-001, 444-9995-002, 444-9997-002, 415-9992-004, 415-9992-002, 415-9994-003, 415-9994-002).**

Project Overview and Purpose

Simply put the proposed rezoning of 8 properties, in what will be referred to as the North Gateway segment of the Hwy 100 corridor, is intended to align the zoning with the future land use recommended in the 2030 Comprehensive Plan and 2020 Hwy 100 Corridor Plan.

The Hwy 100 corridor is a product of nearly 100 years of development and evolved from a neighborhood to industry, to one of the City's primary commercial corridors. The 3.5 mile long corridor contains a varied mix of land uses including retail, commercial, light industrial, distribution, single-family residential, mobile homes, schools, and parks. Over time, these uses have evolved somewhat haphazardly, as demands on the corridor have changed. There are several areas of incompatible uses and adjacencies that would not typically be found in a more planned major transportation corridor, or adjacent to each other.



Prior rezoning's along Hwy 100.

In December of 2016, the City rezoned lands along Hwy 100 between W. Greenfield Ave. south to W. Becher St.) from manufacturing to commercial in an effort to align with the 2030 Comprehensive plan. In total about 21 properties were rezoned from M-1, Manufacturing to C-3, Community Commercial.

2030 Comprehensive Plan: [westalliswi/2030-Comprehensive-Plan](#)

Chapter 9, Redevelopment Opportunities of the 2030 Comprehensive Plan identified 27 concept areas for redevelopment within the City. The Hwy 100 Northern Gateway is included with the concept areas. The goal for this area is to guide development to maximize the tax value, be compatible with surrounding uses, and provide a benefit to West Allis citizens. This area serves as the heart of the Zoo Interchange -- the highest traffic volumes in the State of Wisconsin. Underutilized properties within this corridor will experience economic pressures to be redeveloped with higher densities and increased taxable value.

Specific Recommendations: East Side of Hwy 100, locate a multi-story hotel or other commercial use in the northern section of the site. Utilize this building as a signature building and gateway into the City. Explore adaptive reuse of properties by assembling underutilized properties.

Hwy 100 Corridor Plan

The Hwy 100 Corridor Plan was adopted in February 2020, by the Common Council: [Hwy-100-Corridor-Study](#). The plan was the result of a 6 month process involving 6 stakeholder meetings and 2 community meetings and included an online survey with over 300 participants. The adopted plan offers a strategy that provides a road map for short and long term improvements, strengthens identity, attracts a more diverse and dynamic mix of new users, and sustains growth and economic vitality along the Corridor. The Plan was designed to improve economic performance and identity of the Highway 100 Corridor by building on current strengths, shoring up weak areas, and targeting a competitive mix of uses.

The Corridor contains several large store vacancies (i.e., Pick'n Save, HOBO and Sam's Club), as well as persistent vacancy and lackluster performance in the smaller stores.

- This is particularly evident on Greenfield Avenue and in the northern gateway segment of the Corridor between the railroad/West Allis Cross Town Connector and I-94.
- an opportunity to reposition vacant and underutilized areas for a higher and better use. This 2020 Hwy 100 Plan identifies two areas in the northern portion of the corridor for more intense redevelopment.

Changing the course of these trends requires a deliberate strategy. From the Planning perspective, the rezoning and updating the zoning ordinance are necessary to help promote the desired development pattern (a more diverse and dynamic mix of new users). This may also be coupled with implementing appropriate economic development financing tools.

Project Area (Northern Gateway)

On April 22, 2020 the Common Council adopted a moratorium to consider the existing zoning and future and land use vision for the Highway 100 Corridor including lands located within an area east of State Highway 100 (STH100) to the existing railroad right-of-way and from W. Washington St. to the north City limits.

The 2030 land use map (shown next page) outlined a vision based on the 2030 Comprehensive Plan. The current Zoning of this area is largely manufacturing, which does not conform to the Future Land Use map, which is adopted as Commercial.

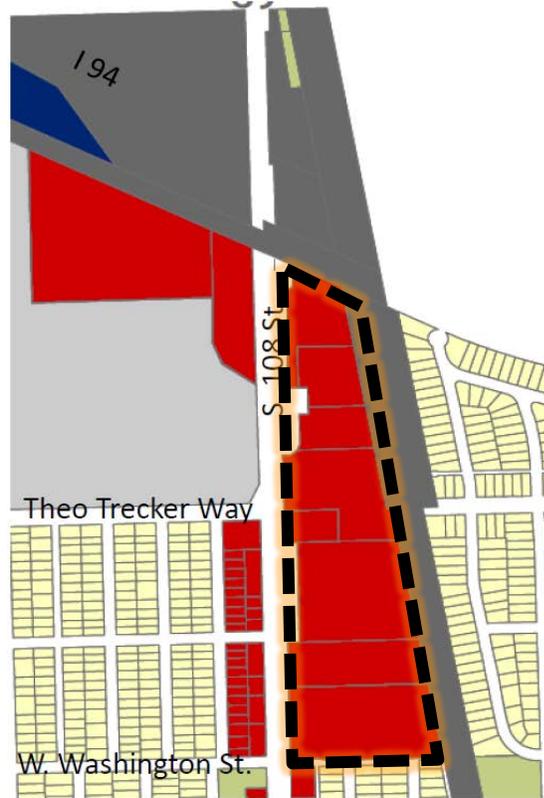
In order to align these policy documents, the City is imposed a moratorium in an effort to consider the future land use and rezoning of properties currently zoned M-1/Manufacturing to Commercial zoning. The moratorium expires on August 18, 2020.

- The proposed rezoning area consists of 8 properties (about 30 acres) all zoned M-1, Manufacturing.
- All of the subject properties front the Hwy 100 corridor.

Zoning Map



Land Use Map



Zoning Districts and Uses Permitted business uses for respective zoning districts may be found within the City's Revised Municipal Code sections 12.42/C-3 Commercial District and 12.45/M-1 Manufacturing District: westallis.municipalcodeonline

Non-conforming Uses (If Rezoned to Commercial)

- Existing uses, even if becoming non-conforming under a new commercial zoning may continue to operate as previously approved;
- Future uses would be required to conform to the commercial zoning district standards, unless the new use is a similar use and within 12 months of the previous occupancy..

PropertyAddress	Use	Ex Zoning	Land Area	Existing Zoning	Proposed C-3 Zoning
528 S 108 St	Playtime, Doggy Daycare	M-1	3	Conforming	Non-Conforming
530 S 108 St	Ryder, Transport/Truck Rental	M-1	2	Conforming	Non-Conforming
610 S 108 St	Northern Tool, Retail store	M-1	2	Conforming	Conforming
650 S 108 St	Graybar, Warehouse with Office	M-1	5	Conforming	Non-Conforming
7** 108 St	Parking lot	M-1	1	Conforming	Conforming
800 S 108 St	Former HOBO, Vacant Retail	M-1	7	Conforming	Non-Conforming
924 S 108 St	Uhaul,	M-1	4	Conforming	Non-Conforming
1000 S 108 St	Mayfair Village, Mobile Home Community	M-1	7	Non-Conforming	Non-Conforming
			30		

Under the existing manufacturing zoning 7 of the 8 properties are considered conforming uses. The Mayfair Village Mobile Home Park is considered non-conforming as residential uses are not allowed in manufacturing districts. If rezoned to commercial all properties, except for the Northern Tool property and a small parking lot fronting Hwy 100 (near HOB0), would be considered non-conforming.

Common Council Public Hearing Tuesday, July 14 - 7:00 pm (City Hall Common Council Chambers). Rezoning of property is a policy decision of the Common Council, and while the Department of Development recommends rezoning the properties to Commercial per the 2030 Land Use Plan and the Highway 100 Corridor Plan, will continue to further discuss any concerns with property owners, the Plan Commission and Common Council.

Recommendation: Common Council Approval of an Ordinance to rezone the following properties from M-1, manufacturing district to C-3, Community Commercial District in conformance with the 2030 Future Land Use plan: 1000 S. 108 St., 924 S. 108 St., 800 S. 108 St., 7** S. 108St., 650 S. 108 St., 610 S. 108 St., 530 S. 108 St., 528 S. 108 St. (Tax Key No. 444-9992-000, 444-9993-001, 444-9995-002, 444-9997-002, 415-9992-004, 415-9992-002, 415-9994-003, 415-9994-002).

6. Signage Plan Appeal for B&K Bar Supply/Supplement warehouse building, existing retail businesses, located at 7100-7110 W. Greenfield Ave. submitted by Chris Cronin of JNB Signs, Inc. (Tax Key No. 440-0314-000).

Overview

The B&K Bar Supply/Supplement Warehouse has requested approval of a sign plan appeal to place a fourth wall sign on its existing building. A total of (2) are allowed by code. The following



(3) wall signs were approved in 2004 before our updated sign code was in place.

- (1) "Bar Supply" icon wall sign on the south (front) elevation – 15 sf
- (2) "B&K" wall sign on the southeast (diagonal) elevation – 6.5 sf
- (3) "Bar Supply" wall sign on the east (front) elevation – 15 sf



The sign appeal for the third sign includes:

- (4) "Supplement Warehouse" wall sign on the south (front) elevation – 28.5 sf

The total of all 4 wall signs = 36.5 sf.
Total signage proposed = 65 sf total
Total signage allowed = 96 sf

Staff believes that all of the proposed signs add to the classic character of the building. The sign as proposed will not result in an undue concentration of signage, which renders it difficult or confusing to read existing signs. The proposed sign is unique and of exceptional design and style so as to enhance the area. Staff has no problem recommending that the Plan Commission approve the fourth wall sign proposed.

Recommendation: Plan Commission approval of the Signage Plan Appeal for B&K/Supplement Warehouse located at 7100-7110 W. Greenfield Ave. submitted by Chris Cronin of JNB Signs, Inc. (Tax Key No. 440-0314-000)



South Building Elevation - Before



South Building Elevation - AFTER

7. **Architectural Plan Amendments for murals of original artwork on existing buildings located at 7506-08 W. Greenfield Ave., 7400 W. Greenfield Ave., 6900 W. Greenfield Ave., 6610 W. Greenfield Ave., submitted on behalf of the West Allis Artscape Committee, the West Allis Living Streets project, and Wallpapered City (Tax Key No. 440-0445-000, 440-0415-001, 439-0001-007, 439-0001-032).**

Background

The City of West Allis Artscape Committee aims to positively increase the visual character of the city through a variety of artistic endeavors. Most recently, the Artscape Committee has partnered with Wallpapered City, a team of local mural artists and curators, to kick-start the West Allis Living Streets (WALS) mural project.



Four buildings/walls along Greenfield Avenue have been selected as part of the Living Streets project. Three of the four artists will be selected under a currently open Call for Artists. The fourth artist was requested via a special artist invitation, due to the large scale of the mural and the level of expertise required for such a project.

7400 W. Greenfield Ave. – Lamplight Inn Special Artist Invitation

Thomas “Detour” Evans has accepted the ArtScape Committee’s special artist invitation to commission a mural for the Lamplight Inn building at 7400 W. Greenfield Ave. Detour is a nationally recognized artist known for his vibrant portraits, and he specializes in large-scale public art. The mural is proposed to be 5-stories tall and to be located on the south-facing facade.



7506-08 W. Greenfield Ave. - Open Call for Artists

Artists are being requested to submit proposals for an approximately 14 feet x 30 feet mural, to be painted on the west wall of 7506-08 W. Greenfield Ave. This building is located across the street from City Hall and has recently been renovated, including an updated storefront system and new lighting fixtures.



6900 W. Greenfield Ave. – Open Call for Artists

Artists are also being requested to submit proposals for an approximately 25 feet x 40 feet mural on a south-facing wall of the West Allis Towne Center. The mural will enhance an existing pedestrian area along Greenfield Ave.



6610 W. Greenfield Ave. – Open Call for Artists

Finally, artists are being requested to submit proposals for a mural on the future Reunion Restaurant building, located at 6900 W. Greenfield Ave. Improvements to the Reunion Restaurant site were recently approved by Plan Commission, which include a front patio/outdoor dining addition, an outdoor volleyball court, and outdoor bar and fire pit area. The mural is to be located on the top half of the east wall, with an approximate size of 12 feet x 37 feet.



Plan Commission Role

Under the Creative Sign section of City Code, Plan Commission has an established process for approving exterior murals intended to be used as business signage. However, strictly artistic murals seem to fall into a grey area under existing formal approval processes.

Staff does not wish to over-regulate artistic programs or place the responsibility of approving artistic designs upon the Plan Commission. However, staff also recognizes that adding large murals to the exterior of buildings represents a significant change in the urban landscape and the visual character of structures.

Staff is working to establish a more formal process for approving large-scale murals that are not considered signage, whether that request come internally from a City body or externally from a private building owner. In the meantime, staff is requesting Plan Commission's support of the proposed locations for the West Allis Living Streets program, assuming there are no major concerns related to proposed walls.

Actual design proposals are not expected to come before Plan Commission. A jury of City staff and local residents will be formed to review the Call for Artists responses and to select the winning mural designs. Wallpapered City will be present to help facilitate the jury selection process.

Recommendation: Approval of the Architectural Plan Amendments for murals of original artwork on existing buildings located at 7506-08 W. Greenfield Ave., 7400 W. Greenfield Ave., 6900 W. Greenfield Ave., 6610 W. Greenfield Ave., submitted on behalf of the West Allis Artscape Committee, the West Allis Living Streets project, and Wallpapered City (Tax Key No. 440-0445-000, 440-0415-001, 439-0001-007, 439-0001-032).