

**MINUTES OF THE PLANNING COMMISSION MEETING HELD AT THE
GREENFIELD CITY HALL ON TUESDAY, JANUARY 13, 2015**

1. The meeting was called to order at 6:30 p.m. by Mayor Neitzke

ROLL CALL:	Mayor Michael Neitzke	Present
	Ald. Karl Kastner	Present
	Mr. Brian Weis	Present
	Ms. Denise Collins	Present
	Mr. Frederick Hess	Present
	Ms. Christine Hallen	Present
	Mr. Bradley Sponholz	Present
	Mr. Steve Rogers (alt.)	Excused
	Mr. Don Carlson (alt.)	Present

ALSO PRESENT: Charles Erickson – Community Development Manager

2. Motion by Mr. Hess, seconded by Ms. Collins to approve the December 9, 2014 minutes. Motion carried 6-0-1 with Ms. Hallen abstaining.

3. Discussion regarding the Common Council meetings held on December 16th & January 6th. At the December 16th meeting the Public Hearing was held for the rezoning and Land Use Plan change request from the House of Wisdom church (116th & Layton) for the adjacent single family parcel (11637 W. Layton), and it was approved. Also approved was the proposal for Water Stone Bank (5000 W. Loomis). At the January 6th meeting the Public Hearing for the Special Use for Denny's (4695 S. 108th Street) was held. The request was denied on a 2-3 vote (i.e. initial motion was to approve).

4. James Ostrowski, Meijer Stores Limited Partnership, 855 S. Randal Road, St. Charles, IL 60174, represented by Paul Phillips, Greenberg Farrow, 1050 S. Grider Street, Appleton, WI 54914 requests a PUD Amendment/Site, Building. Landscaping Review/Special Uses (gas/convenience store, alcohol product sales in the grocery store, pharmacy drive-up, & outdoor display/sales) in conjunction with the proposed construction of a 193K s.f. grocery/general merchandise structure with a 22K s.f. attached garden center, and a separate 2,500 s.f. gas/convenience building at the former Mt. Carmel site, 5700 W. Layton Avenue. Tax Key #602-9947-003 & 602-9945-001. [[Follow-up to discussion at the August, September, & December PC meetings.]]

No action. Item held over.

5. Scott Yauck, Cobalt Partners, 207 N. Milwaukee Street, Milwaukee, WI 53202 requests a Conceptual Project Review for a potential mixed use development – commercial/office/retail/residential – for an approx. 40 acre area between Layton Avenue, S. 84th Street, I-894, and S. 92nd Street (aka: 'Chapman School area').

1. Background: As part of a process that started a number of months ago Cobalt would like to introduce their potential mixed use development concept for the Chapman School area (+40 acre area between Layton Avenue, S. 84th Street, I-894, and S. 92nd Street) that could include in various dimensions: commercial, office, retail, medical, hospitality, and residential. See attached PC application and Land Use Plan summary, along with a very preliminary 'mapping' layout.

This past October, Cobalt entered into an agreement with the GF School District regarding their proposed offer-to-purchase of the 10 acre Chapman School parcel, and then in November the City approved a Memo of Understanding (see attached) with Cobalt to work together in evaluating/analyzing/creating a positive, long-term redevelopment plan.

There are very positive early signs here beyond just their dealings for the 10 acre school district land and with the City:

- They have been able to get an agreement with the ‘farmers field’ owner for that 10 acres – east of 92nd Street & south of 894 – to be included in the proposed development area.
- They have an agreement with Steinhafels for their corner lot and the seven single family lots they own to the north and west of their store. In very general terms, Cobalt would construct a new building for them in exchange for the land, and likely other considerations.
- A neighborhood informational meeting will be held at Steinhafels on January 7th.
- A copy of the Business Journal article from Nov. 9th is attached.

2. Parking/Traffic Flow/Access/Curbed Parking Lot: A traffic study will be needed to determine access to/from 84th, 92nd and Layton Avenue. As everyone is aware, the proximity of the I-894 off-ramp onto 84th Street will need to be addressed, particularly given the holiday season traffic flow in that area.

Recommendation: No formal action needed at this point. Staff remains very supportive of the Cobalt efforts. It’s anticipated that Cobalt would come back to the February Plan Commission to start the formal rezoning process.

Scott Yauck and Dan Roskopf with Cobalt Partners and Steve Andersen with Andersen Commercial were present to answer questions and provided a PowerPoint presentation on the project and company background.

Mr. Yauck gave some information on Cobalt Partners. It is a real estate development firm founded in 2005. They have done a number of projects similar to the one being presented tonight and have a Costco development currently underway in Menomonee Falls. The goal is to create a mixed use destination at the site composed of retail, office, housing, restaurant, fitness and hospitality. They’ve done preliminary site layouts to get a feel of what would fit there based on the those types of uses, thus creating a total tax base of approximately \$90-100 million, with the current tax base being about \$8 million. Job creation is estimated at 250 jobs. They’re under contact with the School District, with that being signed this past November. They also have an exchange agreement with Steinhafels for their parcel and 8 neighboring houses. The 10 acre farm field is also under contract and discussions have begun with the neighbors about the possibility of acquiring their properties, with a neighborhood information meeting being held last week and over 40 people attending. These types of projects require a public/private approach, and can’t happen without TIF monies. They’ve entered into a Memorandum of Understanding with the City which equates to a type of preliminary development agreement. Between now and March they will be working on a market analysis, development of a master plan, a financial model, and lastly an implementation plan.

Mr. Yauck then gave some demographic information, both currently and what is projected in the future, along with information on some developments he has worked on in Menomonee Falls called “White Station”.

He then showed the proposal, which contains a mix of office and retail (with Costco being the large box anchor), a 3-4 story apartment which will be pedestrian friendly, and also restaurants and a possible hotel.

Ald. Kastner said he liked the access points, which Mr. Yauck said were designed in keeping with a pedestrian friendly development. Mr. Yauck said they are presenting this tonight from a zoning perspective, rather than as a site plan. He showed a zoning overlay showing two zones to best show the larger commercial development area (shown as Zone A) versus the more predominately mixed use/residential portion (shown as Zone B).

Ms. Hallen requested a map of the homes that they would like to acquire to which Mr. Yauck said they didn't have that tonight but could provide it. She then questioned the receptiveness of the homeowners to selling, to which Mr. Yauck said when the neighborhood meeting was held, a representative from Steinhafels was present, and they answered questions and presented a formula they're using for valuing the homes. Ms. Hallen said her concern is the property owner that chooses not to sell and how then would they be impacted by the surrounding development.

Mr. Weis stated he liked the proposal, and it was the best idea in the past 20 years for this site. He feels there might be concern with neighbors about the 5-story buildings. Perhaps a 3-story might be more complementary. Mr. Yauck said for a multi-family use they would keep it to 3-4 stories. As for multi-story office use, he'd keep that along I-894 so it would be less intrusive to neighbors.

Mayor Neitzke stated there have been several attempts to develop this area over the past decade. The neighborhood is changing. Land prices have gone down dramatically. Some neighbors are anxious as to what is going to be in their backyard while others want to leave. There seems to be a lot of encouraging reaction to someone coming forward to develop this area. The City asks that anyone involved with such a project be fair and reasonable to the residents, that is absolutely critical. It is his understanding that the offers being provided are excess of fair market value, with a higher premium being paid if acceptance is quicker.

Mayor Neitzke spoke on Mr. Yauck's ties to the Greenfield area, having grown up near the Milwaukee-Greenfield border and also spoke on his understanding of the local market. He feels Mr. Yauck's knowledge cannot only get the project done but get it done well.

Ms. Hallen expressed her concern for the homeowners and how in such situations developers often pit homeowners against one another and she hopes none of that occurs here. Ideally new development would replace all the homes, not have a few homes left out and in turn surrounded by something they don't want.

Mayor Neitzke spoke on how when past developers tried to acquire residential properties some homeowners tried to work directly with the end user rather than the developer, which doesn't work since the lots were not commercially developable individually. At this location, many of the homes are currently being rented and many of the original homeowners are gone. Some homeowners probably have deferred repairs and/or improvements under the premise that something is coming to the area and it's just a matter of when. He also noted other properties near this site have redevelopment potential as well.

Ms. Collins stated she likes the overall layout idea. Mr. Hess questioned the capability of the sanitary sewer system to which it was replied there aren't believed to be any problems in this area due to sizing issues but everything would certainly be looked into. Mr. Sponholz stated he likes the mixed use concept. Mayor Neitzke cited 140,000 daily vehicle counts along I-894, to which Mr. Yauck replied that this is a great traffic count and also good density.

Ms. Hallen requested an update on the parcels acquired at Cobalt's next return to the Plan Commission. Mayor Neitzke noted that projects such as this take a tremendous amount of time to come to fruition and it is desirable to keep this continually moving along.

Conceptual review. No action required. Item anticipated to return to the February 10th Plan Commission.

6. **Brian Adamson, ICAP Development, 1234 N. 10th Street, Suite 300, Milwaukee, WI 53205 represented by Adam Heindel, AIA, Consolidated Construction, 4300 N. Richmond Street, Appleton, WI 54913 requests a PUD Amendment/Site, Building, Landscaping Review for exterior improvements proposed for the 'Greenfield Emporium Square' at 6205 S. 27th Street. One of the tenant changes initiating this effort is that Xperience Fitness, a proposed 24/7 operation, will be occupying the entire 33,000 s.f. of the vacant Drug Emporium space. Tax Key #691-9841-015.**

1. Background: Brian Adamson (ICAP), prospective new owner of GF Emporium Square, requests a PUD Amendment, and Site/Building/Landscaping Review for exterior improvements proposed for this site at 6205 S. 27th Street. One of the tenant changes initiating this effort is that Xperience Fitness a 24/7 operation, which will be occupying the entire 33,000 s.f. of the vacant Drug Emporium space, which also involves major interior renovations. See attached Description of Proposal.

The fitness type of use in itself, is a Permitted Use within a PUD under the NAICS #713940 – 'Fitness & Recreational Sport Centers'; see attached ZC excerpt.

2. Architectural Review/Exterior Materials: ICAP is looking at some exterior changes to the existing building fascia areas (i.e. leaving existing brick as is); see attached color pictures of existing buildings and proposed elevation changes and color renderings (i.e. a potential later Phase 2-type of façade change is shown for the Dollar Tree portion of the larger building).
3. Parking/Traffic Flow/Access/Curbed Parking Lot: Site improvements include: paving over where the former car wash building was located for more parking and removing the former Joe-to-Go building and create more parking there as well, along with parking lot re-striping and creating actual landscape islands.

The existing asphalt will be repaired and sealed, with new concrete curb. Each parking endcap will be replaced and contain one deciduous tree and five shrubs, along with the three new landscape islands. The plan provides exactly the 151 stalls required for retail ($30,177 \text{ s.f.} \div 5 \text{ stalls/1000 s.f.} = 151$). Fitness centers require 1 stall per 2 workout stations, 4 spaces per 1,000 sq. ft., and 1 stall per employee.

- $268 \text{ workout stations} \times .5 = 134 \text{ stalls required}$
- $6,464 \text{ s.f.} \div 4 \text{ stalls/1000} = 26 \text{ stalls required}$
- 160 total required stalls listed [# of employees____?]; 178 provided.

The retention of both drive approaches off of College is desired by ICAP due to future outlot development possibilities. Other future site changes could include that whenever WisDOT may finish the 27th Street improvement project, the excess land that was the former Equitable Bank building site at the NW corner of 27th & College will be available to ICAP; they also have control of the former Taco City site that was north of the bank, because it is part of this same Emporium Square tax key parcel.

4. Storm Drainage/Grading (lot & building): Will utilize existing storm drainage system.
5. Lighting (building & site): Existing light poles will remain, with one new pole to match the existing ones located on the new parking endcap near the parking lot's southeastern corner.

6. HVAC/Utility Box Screening: The HVAC location (i.e. ground or roof) for the Xperience use still needs to be identified will be located (ground or roof).
7. Signage: Due to additional ROW that WisDOT is acquiring along 27th Street, that existing monument sign will be relocated to the south side of the northeast entrance off 27th St., and the other near the southeast entrance off College Ave. is being shifted easterly to be closer to the 27th St. corner. One of these existing monument signs is about 20' tall and the other is about 15' high. These higher dimensions were approved by the City in 2006 as an alternative to a 35' pylon sign.

A new master sign plan for new tenants' signage has been proposed by ICAP and is attached.

8. Landscaping/Buffer Yard: It's understood per the site plan that some new landscape islands are being added, and the existing ones are being rejuvenated. Each of the 13 islands will have a deciduous tree and some understory and hardy shrubs/grasses/perennials. However, staff has noted that the perimeter of the lot is currently without significant landscaping. Any additions would be desirable, even if it were street trees in the 27th St. and College ROW areas.
9. Landscaping Cash Deposit/Letter of Credit: When a landscaping plan is submitted, the following are pertinent financial security requirements: 125% of the landscaping costs with 30% retained for two years after initial planting. Furthermore, an on-going condition of approval will be that the landscaping will be subject to annual review by the City to make all landscaping features are still being maintained, and that any dead/dying landscaping be replaced as necessary.
10. Street Trees: See #11.
11. City Forester Site Inspection: Yet to occur, but he will be able to offer suggestions on landscaping improvements.
12. Police Department: Per input from the Police Chief, some of the highest incidents of crime relative to theft in GF, are the fitness centers/gyms such as the YMCA & former Cardinal Fitness. This is a common and national trend. Individuals using the fitness center leave valuables in vehicles while they work out which leads to a high incidence of theft from parked vehicles. Secondly, they see a high incidence of theft of valuables from lockers. They would require the installation of quality video surveillance of minimally both locker room entrances and high quality video of the parking lot. Further follow-up with the PD would be advisable.
13. Miscellaneous: The caged area on the building's west side may need to be removed as a potential fire hazard.

Recommendation: Approve subject to Plan Commission and staff comments, and authorize this item to be expedited to the January 20th Common Council meeting.

Brian Adamson with ICAP Development and Adam Heindel with Consolidated Construction were present to answer questions.

Ald. Kastner questioned if there could be signs at the center for the smaller shop area having 'parking only' to which Mr. Adamson replied that their parking plan reconfiguration shows that there are now parking stalls shifted to the front of the small shop spaces and that would be dedicated parking for these small shop tenants. The Cash for Gold stand-alone building is going to be demolished and paved over for additional parking.

There are plans to re-façade the center, reface the canopy area, and add lighting. Mr. Adamson said they are also working on establishing a master sign program for the center, to create more uniformity with new tenants going forward. The WisDOT improvements that are happening at the site results in them losing a 14 foot section along 27th Street. That is affecting a small portion of the outlot area and also the existing monument sign; so they are requesting approval to move the monument sign. Mayor Neitzke asked if they could make the monument sign look better, with a more modern appearance to which it was replied that they want to keep the size and will work to change the

parapet look and casing to freshen it up. Mayor Neitzke mentioned that our Sign Code does not allow the seemingly large number of temporary signs along sidewalks, which are commonly installed without permit by the small shop tenants at this center. Mr. Adamson said that is also being covered in the sign program they are developing.

Motion by Ms. Hallen, seconded by Mr. Weis to recommend approval of a PUD Amendment/Site, Building, Landscaping Review for exterior improvements proposed for the ‘Greenfield Emporium Square’ at 6205 S. 27th Street, subject to Plan Commission and staff comments, and authorize this item to be expedited to the January 20th Common Council meeting. One of the tenant changes initiating this effort is that Xperience Fitness, a proposed 24/7 operation, will be occupying the entire 33,000 s.f. of the vacant Drug Emporium space. Tax Key #691-9841-015. Motion carried unanimously.

7. Marian Stanis, Greenfield Auto Body, 4739 S. 27th Street, Greenfield, WI 53221, represented by Don Kurkowski, Architects/Planners SC, 1545 S. 84th Street, West Allis, WI 53214, requests Special Use Amendment & Site/Building/Landscaping Review for a proposed 1,500 s.f. addition to the existing building. Tax Key #622-9998.

1. Background: Greenfield Auto Body has proposed a 1,500 s.f. building addition on the south side of the building to be used as a holding area for vehicles and inside storage of trash dumpsters. See attached PC application and project description letter.
2. Architectural Review/Exterior Materials: The addition will match the existing building in materials and color (earth tone split-faced CMU with accent) and feature a metal overhead door. Product samples will be presented at the meeting.
3. Parking/Traffic Flow/Access/Curbed Parking Lot: The ‘tightness’ of the site is simply handled as a daily operational matter for this business for the past +25 years. Typically adding building square footage would trigger the need for more on-site parking, however, in this instance where the building addition basically is covering an outside storage area that scenario doesn’t apply – in part given the nature of the business. Furthermore, according to Mr. Stanis, he has an understanding with the BP gas/convenience store property owner immediately to the north to park some of his ‘finished’ vehicles on that lot if ever need be.
4. Storm Drainage/Grading (lot & building): The proposed new roof-top area will need to be connected to the existing underground storm conductor. Along the entire south side of the parcel is a ‘trench drain’ which handles the run-off from the now ‘Sonic’ site (i.e. higher elevation; actually is the same main that handles run-off from Target, etc.).

Given the close proximity of that storm main to the lot line, prior to the digging of the footing for the addition, clear identification of this storm main location and its full depth will need to be determined. That way both the construction of the addition and/or the integrity/functionality of the storm main is not negatively affected – both short-term or long-term.

5. Landscaping/Buffer Yard: Some effort to add green space is needed and that could be at the NE corner and SE corner of the site. Whether it’s a curbed landscape island, or an above-ground planter, something needs to be proposed.
6. Fire Department: The existing building is already sprinklered, and the new addition would be as well. Due to the encroachment on the side yard setback (10’ → 0’), there still may be a possible need for a fire wall; that would be determined as part of the Building Permit review process.
7. Miscellaneous: The building encroachment into the C-2 sideyard setback (10’) is addressed per ZC Table 21.04.0302 (c) – see attached.

Recommendation: Approve subject to Plan Commission and staff comments, and authorize this item to be expedited to the January 20th Common Council meeting.

Mr. Stanisz was present to answer questions. Mr. Erickson noted it would be desired that there be some greenspace/landscaping added, but it is recognized that this is a tight site to work with. Mayor Neitzke noted that the Sonic nearby has a large grassy area, which provides the appearance of greenspace in this area, and also noted that there is really no other use that would work at this site.

Motion by Ms. Hallen, seconded by Mr. Sponholz to recommend approval of a Special Use Amendment as a minor change and the Site/Building/Landscaping Review for a proposed 1,500 s.f. addition at Greenfield Auto Body, 4739 S. 27th Street, subject to Plan Commission and staff comments and authorize this item to be expedited to the January 20th Common Council meeting. Tax Key #622-9998. Motion carried unanimously.

8. Khurram Sajjad Ali, E & M Enterprises LLC, 4691 S. 27th Street, Greenfield, WI requests a Special Use Review as the new operator of the Supreme Gas & Food Station at this same location. Tax Key #599-8888.

1. Background: Khurram Sajjad Ali requests a Special Use Review as the new operator of the gas/convenience store, continuing with the same operation which was last changed in 2010 – see attached PC/CC minute excerpts.
2. Architectural Review/Exterior Materials: Come spring time, the canopy and building need to be repainted.
3. Hours of Operation: Sat-Sun (5 A.M. – 10:00 P.M.), & Mon-Fri (5 A.M. – 12:00 A.M.)
4. Miscellaneous: Any ‘open’ items identified via a new Occupancy-related inspection for this operator change, must be completed.

Recommendation: Approve subject to Plan Commission and staff comments, and authorize this item to be expedited to the January 20th Common Council meeting.

Mr. Ali was present to answer questions. Mayor Neitzke noted that in 2010 plans were presented to add landscaping and better lighting to the exterior and also to repaint the building. As of today, none of those things have happened. Those requirements still exist and a timetable needs to be implemented before approval is given by the Common Council. It was asked of Mr. Ali to present a timetable for these improvements, to start this Spring, prior to the January 20th Common Council meeting.

Motion by Mayor Neitzke, seconded by Mr. Weis to recommend approval of a Special Use Review for Khurram Sajjad Ali, E & M Enterprises LLC, as the new operator of the Supreme Gas & Food Station at 4691 S. 27th Street, subject to Plan Commission and staff comments, and authorize this item to be expedited to the January 20th Common Council meeting. Tax Key #599-8888. Motion carried unanimously.

9. Kurt Hodermann, Wisconsin Wings Inc., PO Box 668, Brookfield, WI 53008, requests a Special Use to open a ‘Wing Stop Restaurant’ in a vacant tenant space of the Outback Plaza, 4828 S. 76th Street. Tax Key #617-9983-012.

1. Background: Kurt Hodermann requests a Special Use to open a ‘Wing Stop Restaurant’ in a vacant tenant space of the Outback Plaza at 76th & Holmes. See attached PC application, project narrative, floor plan, and menu.
2. Architectural Review/Exterior Materials: Most of the modifications are within the building, but the only exterior change is that the main entrance door is proposed to change into a glass door, along with the addition of a window next to that door to have a more inviting store front.

3. Parking/Traffic Flow/Access/Curbed Parking Lot: This is a multi-tenant location with a cross access agreement between neighbors (the Outback property to the east has the same owner). This arrangement will need to supplement the onsite parking for this parcel Wingstop serves 130-150 customers per day but this predominately, 70%, is take out per the project narrative.
4. Dumpster/Screening/Gated (materials used): A grease bin will need to be added to the existing enclosure near the south side of the parcel, which is picked up monthly. However, staff is concerned about the practical transportation of the cooking grease from within the restaurant to this outside enclosure that may be +150' away across the parking lot.
5. Hours of Operation: 10:00 A.M. – 12:00 A.M. Daily
6. Miscellaneous: As noted in the project narrative, Mr. Hoderman has also applied for a Class B Beer License. The consideration of that license will occur at the same Common Council (CC) meeting when the public hearing on this Special Use will occur.

He has been informed about the formal public hearing process involving a Special Use request in that these are held at a CC meeting typically 4 – 6 weeks after the PC has made a recommendation to the CC. Part of the process involves mailing the hearing notice to all property owners within 400' of the parcel boundaries about 2 weeks in advance of the meeting, along with a single notice in the GF NOW weekly newspaper.

Furthermore, as a practical matter, staff also suggests that when applicants who have a project that requires a formal public hearing at a future CC meeting, that it can be important to make an effort to 'reach-out' to the now affected neighboring property owners in advance of the formal public hearing so that the impacted property owners are better informed about what is actually being proposed earlier than later. This is done by staff providing electronically the exact same property owner mailing list based upon the same 400' radius line. An applicant can host a neighborhood information meeting on-site or at a separate location or here at the City Hall or go door-to-door, or do a mailing, etc. The list has not been prepared yet. In this instance since the neighboring property owners within 400' are all commercial-types, this outreach may be limited for practical purposes.

Recommendation: Approve subject to Plan Commission and staff comments, and authorize the public hearing process to proceed.

Mr. Hoderman was present to answer questions.

Motion by Ms. Collins, seconded by Mr. Weis to recommend approval of a Special Use to open a 'Wing Stop Restaurant' in a vacant tenant space of the Outback Plaza, 4828 S. 76th Street, subject to Plan Commission and staff comments, and authorize the public hear process to begin with a favorable recommendation. Tax Key #617-9983-012. Motion carried unanimously.

10. Community Development Manager Report.
None.

11. Motion by Mr. Weis, seconded by Ms. Hallen to adjourn the meeting at 7:40 p.m. Motion carried unanimously.

Respectfully submitted,

Alison J. Meyer
Administrative Assistant

Distributed January 28, 2015