

**MINUTES OF THE PLAN COMMISSION MEETING HELD AT THE
GREENFIELD CITY HALL ON TUESDAY, AUGUST 13, 2019**

1. The meeting was called to order at 6:00 p.m. by Mayor Michael Neitzke

ROLL CALL:	Mayor Michael Neitzke	Present
	Ald. Karl Kastner	Present
	Mr. Brian Weis	Present
	Ms. Denise Collins	Present
	Ms. Christine Hallen	Present
	Mr. Bradley Sponholz	Arrived 6:25 pm
	Mr. Steve Rogers	Present
	Mr. Don Carlson (alt.)	Present
	Mr. Robert Krenz (alt.)	Present

ALSO PRESENT: Kristi Johnson – Community Development Manager
Andrew Stern - Planner

2. Approval of the minutes from the July 9, 2019 meeting.

Motion by Ms. Hallen, seconded by Mr. Rogers to approve the July 9, 2019 Regular Meeting minutes. Motion carried unanimously, with Ms. Collins abstaining.

3. Discussion regarding last Common Council meetings.

No public hearings were held at the July 9th meeting. Ms. Johnson stated that Paul Sidhu, owner of 4969 S. 27th Street (house next to Paul's Liquor) had requested additional time to comply with Plan Commission requirements at the site. At the July 9th meeting, an extension to July, 2020 was granted to complete the parking lot work, and also an extension to July, 2021 to submit plans for a commercial building.

5. Signage Plan Appeal for Bob's Discount Furniture, an existing business located at 4585 S. 76 St., submitted by Eric Rohs, d/b/a Sign Effectz, Inc. (Tax Key No. 605-9944-013)

Bob's Discount Furniture, an existing business located at 4585 S. 76 St., is seeking a signage variance, requesting additional signage beyond what the Sign Code allows for. According to the Sign Code, "The gross allowable sign square footage permitted for each business site shall be determined by multiplying the lineal building front footage by a factor of 1.5 square feet with a maximum of 200 square feet permitted. The total number of signs permitted for each business site shall not exceed one wall sign and one monument sign except as outlined below." The lineal building frontage of Bob's Discount Furniture is approximately 234 ft., allowing for a total signage of 200 sq. ft.

The existing signage at Bob's Discount Furniture is as follows:

1. North elevation wall signs:
 1. "Bob's Discount Furniture" - 146 sq. ft.
 2. "Customer Pick Up" - 24 sq. ft.
- B. South elevation wall sign:
 - a. "Bob's Discount Furniture" - 146 sq. ft.
- C. East elevation Wall signs:
 - a. "Bob's Discount Furniture" - 346 sq. ft.
 - b. "Customer Pick Up" - 48 sq. ft.
- D. Pylon Signs:
 - a. Two (2) 90 sq. ft. "Bob's Discount Furniture" signs – 180 sq. ft.
- E. TOTAL: 892 sq. ft.

There is also a ClearChannel billboard located on the subject parcel adjacent to Interstate 894.

Bob's Discount Furniture is well beyond the 200 sq. ft. of signage allowed in the Sign Code. A signage waiver was approved in 2011 for the Ultimate Electronics tenant, which has subsequently been approved for future tenants at the time of their site/building/landscaping approval. Bob's Discount Furniture is requesting one additional 44.4 sq. ft. channel letter "Mattresses" wall sign for the east elevation. Due to the existing signage in excess of what is allowed in the Sign Code, and the two nonconforming pylon signs present, staff recommends approval of the east elevation wall signage with the condition that both the north pylon sign be removed and the east pylon sign be replaced with a conforming monument sign by August 2020.

Recommendation: Recommend approval of the Signage Plan Appeal for Bob's Discount Furniture, an existing business located at 4585 S. 76 St., submitted by Eric Rohs, d/b/a Sign Effectz, Inc. (Tax Key No. 605-9944-013), subject to removal of the north pylon sign and replacement of the east pylon sign with a conforming monument sign by August 2020.

Mr. Stern gave a presentation on this item.

Josh Brown with Sign Effectz was present to answer questions. He said tonight's request is to primarily spread the word that they sell mattresses. All other signs would remain, this is additional signage, exceeding what is allowed. It was noted that the mattress signage, along with the customer pick-up signage, are not necessarily part and parcel to the business, but rather seen as "auxiliary" signs at the site. Upon a new tenant occupying the site, the same signage area would require Staff review and would not necessarily be approved.

Discussion occurred on the re-do of the intersection that is in process and how that may affect the traffic pattern and the sight line for the pylon sign. It was decided that Bob's not do anything with the pylon sign until the road work is complete and the sight line evaluated by Staff prior to permit submittal.

Motion by Mayor Neitzke, seconded by Mr. Carlson to recommend approval of a Signage Plan Appeal for Bob's Discount Furniture, an existing business located at 4585 S. 76 Street, subject to Plan Commission and staff comments, and replacement of the east pylon sign with a conforming monument sign by August 2020. Tax Key No. 605-9944-013. Motion carried unanimously.

- 6. Revised Landscape Plans for TruStone Financial Federal Credit Union, a proposed business to be located at 8400 W. Forest Home Ave., submitted by Lyle Jacobson, d/b/a Tru Service Group. (Tax Key No. 615-9998-000)**

TruStone Financial Federal Credit Union, a proposed business to be located at 8400 W. Forest Home Ave., is seeking to revise the existing approved landscape plan. The site is an existing bank building and parking lot with new ownership located in the C-2 Community Commercial District. There are no changes to building usage and parking lot layout. There are also no changes to the overall existing landscape plan other than replacing dead, overgrown and diseased plant material with new plants in generally the same locations. The City Forester had no concerns with the proposed changes. Staff recommends approval of the revised landscape plan.

Recommendation: Recommend Common Council approval of the Revised Landscape Plans for TruStone Financial Federal Credit Union, a proposed business to be located at 8400 W. Forest Home Ave., submitted by Lyle Jacobson, d/b/a Tru Service Group. (Tax Key No. 615-9998-000)

Mr. Stern gave a presentation on this item.

Motion by Mayor Neitzke, seconded by Ms. Hallen, to recommend approval of Revised Landscape Plans for TruStone Financial Federal Credit Union, a proposed business to be located at 8400 W. Forest Home Avenue, subject to Plan Commission and staff comments, and authorize this item to be expedited to the August 20th Common Council meeting. Tax Key No. 615-9998-000. Motion carried unanimously.

- 7. Landscape Plans for Tsunami Express Car Wash, a proposed car wash to be located at 55** and 5520 W. Layton Ave., submitted by Tracey Erickson, d/b/a Erickson Enterprises, LLC. (Tax Key Nos. 602-9943-003 and 602-9943-004)**

Overview and Zoning

Erickson Enterprises is proposing to construct a car wash, operating as Tsunami Express Carwash, on 1.83 acres consisting of two properties just east of Meijer on W. Layton Ave. The eastern lot is vacant and contains wetlands and forested areas. The western lot, located at 5520 W. Layton Ave., contains an extant single-family residence and accessory structure which would be demolished for this development. Both properties are zoned C-2 Community Commercial District, which would allow a car wash as a Special Use. A public hearing could be scheduled as early as August 20, 2019. This item was before the Plan Commission as a Concept Plan in December 2018.

Tsunami Express Carwash will be open Monday - Saturday from 7:00 am to 9:00 pm and closed on Sundays. The project will have a state-of-the-art express carwash that will offer free vacuums and will also have self-serve pet washes. It will be manned with 2-3 persons throughout the day. Patrons will stay in their car as they are directed onto the conveyor. The length of time that it takes to get a wash is approximately four (4) minutes from the time they pay to the completion of the wash. At the completion of the wash, patrons can either exit the premises or stay to vacuum their vehicles. This will be the 14th express carwash that Erickson Enterprises has constructed and operated in Wisconsin, Illinois, Indiana, and Kansas.

At the July 9th Plan Commission meeting, the Plan Commission recommended a public hearing be scheduled for the proposed car wash on August 20th. The landscape plan was held for approval until the August Plan Commission meeting to accommodate a revised landscape plan and mitigation plan for the loss of trees within the proposed development.

Landscape Plans

The tree inventory and replacement calculations identify a total of 965 diameter inches of trees on site. The plan identifies 489 diameter inches of trees to be preserved. Total of 965 diameter inches of existing trees x 70% protection standard for nonresidential development equals 675 diameter inches to be preserved or replaced. The proposed landscape plan identifies 489 diameter inches of trees to be retained onsite post-development, however the City Forester has identified a maximum of 465 diameter inches that will be preserved. With this preservation calculation of 465" diameter inches and 198 diameter inches planted as per plan, there is a total of 663 diameter inches onsite. This leaves a shortage of 12 diameter inches short of policy goals. The site constraints are such that this shortage cannot be made up onsite. This shortage shall be mitigated offsite per the Natural Resource Protection Standards of the City of Greenfield Municipal Code. The Municipal Code specifies:

"Off-site mitigation may be permitted by the Plan Commission if:

1. Such off-site mitigation occurs within the same watershed as the natural resource feature, or property, being mitigated and follows the methods, requirements, standards, and/or criteria set forth under paragraph B. of Section 21.05.0103 of this Code.

2. All permitted off-site mitigation shall occur within the corporate limits of the City of Greenfield."

Per the City of Greenfield Tree Protection and Preservation Policy Manual, the replacement value of the trees is \$125 per diameter inch, which comes to a total of \$1,500 for mitigation of the 12 diameter inches of the trees required by code.

Recommendation: Recommend Common Council approval of the Landscape Plans for Tsunami Express Car Wash, a proposed car wash to be located at 55** and 5520 W. Layton Ave., submitted by Tracey Erickson, d/b/a Erickson Enterprises, LLC. (Tax Key Nos. 602-9943-003 and 602-9943-004), subject to Plan Commission comments, staff comments, and the following conditions:

1. Payment of \$1,500 for off-site mitigation of the trees required per the natural resource features protection standards of the City of Greenfield Municipal Code.
2. Common Council approval of the Special Use Permit, and Site, Landscaping and Architectural Plans, following a public hearing.

Mr. Stern gave a presentation on this item.

Mayor Neitzke spoke on the history of the site and how approximately 50 years ago there were no trees at the site. He requested that this item be approved without the tree mitigation fee, but asked that this new business kindly donate \$1,500 towards something that would benefit quality of life in Greenfield. Ald. Kastner questioned the retaining wall materials, to which Mr. Stern replied it will be modular block. It was requested that the retaining wall be well constructed of quality materials.

Motion by Mayor Neitzke, seconded by Mr. Carlson, to recommend approval of Landscape Plans for Tsunami Express Car Wash, a proposed car wash to be located at 55 and 5520 W. Layton Avenue, subject to Plan Commission and staff comments, and authorize this item to be expedited to the August 20th Common Council. Tax Key Nos. 602-9943-003 and 602-9943-004. Motion carried unanimously.**

- 8A. Architectural Plans for exterior façade improvements to Russ Darrow Mazda of Greenfield, an existing business located at 3520 S. 108 St., submitted by Chad Kemnitz, d/b/a Professional Consultants, Inc., and Mike Darrow, d/b/a Russ Darrow Greenfield, LLC. (Tax Key No. 562-9997-001)**
- 8B. Master Signage Plan for Russ Darrow Mazda of Greenfield, an existing business located at 3520 S. 108 St., submitted by Chad Kemnitz, d/b/a Professional Consultants, Inc., and Mike Darrow, d/b/a Russ Darrow Greenfield, LLC. (Tax Key No. 562-9997-001)**

Items 8A and 8B may be considered together.

The Russ Darrow Mazda automotive dealership on Hwy 100 is proposing a major facelift to their existing building. Mazda Motor Corporation USA has developed a new image for their brand, called “Retail Evolution.” The existing storefront is removed in favor of black aluminum while the remaining face is clad in black and white aluminum panels. Small portions of the new storefront material include dark grey EIFS. The existing north and south facades, constructed of brick, CMU block, and EIFS will be painted black/grey/white to match the new façade. Existing window and door frames will be painted black to match the new storefront. Existing canopies on the north and south facades will be painted black. The existing building footprint remains—no building addition is planned. Lighting details should be submitted to staff for review.

The entire showroom area will be renovated to Mazda specifications. A “jewel box” will be created in the southeast corner of the building, allowing a car to be displayed on a car lift.

The property is in excellent condition and staff does not have any recommended site improvements.

The façade remodel includes new wall signage for the building. The property is allowed up to 224 sq. ft. of signage, which includes one (1) wall sign and one (1) monument sign. Proposed wall signage includes:

1. 70 sq. ft. Mazda logo on the front façade
2. 39 sq. ft. “Russ Darrow” sign on the front façade
3. 16 sq. ft. “Service” sign on north facade

The approval of a Master Signage Plan would impose a max number and area of wall signage on the property (125 sq. ft.) and allow Mazda to switch out future wall signage within those parameters, without needing Plan Commission approval. The monument sign is capped at 37 sq. ft. in area and 10 ft. in height.

Recommendation: Recommend Common Council approval of the Architectural Plans for exterior façade improvements and Master Signage Plan for Russ Darrow Mazda of Greenfield, an existing business located at 3520 S. 108 St., submitted by Chad Kemnitz, d/b/a Professional Consultants, Inc., and Mike Darrow, d/b/a Russ Darrow Greenfield, LLC, (Tax Key No. 562-9997-001), subject to Plan Commission comments, staff comments, and a completed Master Signage Plan being submitted for approval.

Ms. Johnson gave a presentation on this item.

Motion by Mayor Neitzke, seconded by Mr. Weis, to recommend approval of Architectural Plans for exterior façade improvements and a Master Signage Plan for Russ Darrow Mazda of Greenfield, an existing business located at 3520 S. 108 Street, subject to Plan Commission and staff comments, and authorize this item to be expedited to the August 20th Common Council meeting. Tax Key No. 562-9997-001. Motion carried unanimously.

9. **Site, Landscaping and Architectural Plans for an addition to St. Jacobi Evangelical Lutheran Church, an existing church located at 8601 W. Forest Home Ave., submitted by Devin Winter, P.E., d/b/a Excel Engineering, Inc., and Mark Smrz, d/b/a St. Jacobi Evangelical Lutheran Church. (Tax Key No. 615-9942-001)**

Overview and Zoning

St. Jacobi Evangelical Lutheran Church, an existing church and school, is proposing a two-story, 8,690 sq. ft. building addition to the rear of the church building to create additional pre-K and fellowship space. The parcel contains the main church building, a residence, and a large school building on the southern portion of the parcel. The property is 5.38 acres and zoned I Institutional District, which permits a church and school as a permitted use. The project budget is \$3,700,000-\$3,900,000.

Site and Landscaping Plans

The proposed addition will be on the northeast portion of the existing church building. The addition would require the removal of twenty-two (22) parking spaces along the northeast property line, which would reduce the number of parking spaces from 130 to 108. The parking required by code is 92 parking spaces on Sundays and 34 during the week when school is in session. The two-story addition will have an 8,663 sq. ft. footprint. The total increase of 3,495 sq. ft. of impervious area is below the threshold for MMSD Green Infrastructure stormwater requirements of 5,000 sq. ft.

A concrete sidewalk will be built adjacent to the parking lot, leading to the new entrance on the south into the main church building and on the east into the addition. A retaining wall and railing will be adjacent to the sidewalk along the parking lot to accommodate the grade change to the addition entry. The sidewalk from the addition will extend north towards the property to the north, where the church has an agreement to use the adjacent parking lot for Sunday services.

A new 2,500 sq. ft. playground area will be constructed north of the building addition. The playground area will be covered with rubber mulch material. Because of grade differences, a retaining wall constructed of Versa-Lok modular block will be built adjacent to the playground area. A six-foot (6') tall board-on-board fence will enclose the playground area and screen it from the right-of-way.

The landscape plan proposes perennial flowers and shrubs will line the sidewalk areas adjacent to the building. The proposed addition will result in the removal of 36 diameter inches and replacement with 26 diameter inches of evergreen trees and removal of 70 diameter inches and replacement with 40 diameter inches of deciduous trees. The City Forester is working with the landscape architect to find an appropriate location on the southern portion of the parcel to replace the remainder of the lost diameter inches of trees.

A photometric plan provided as part of the approval shows there will be no light splay onto the neighboring properties from the lighting attached to the addition.

Architectural Plans

The proposed two-story building addition will be constructed of brick piers infilled with fiber cement lap siding. The proposed brick finishes and metal canopy match the existing church building. The addition will be 24'4" in height from the lowest grade. This will be shorter than the tallest portion of the peak of the church building. Because of the grade change and existing landscaping, much of the building addition will not be visible from the W. Forest Home Ave. right-of-way.

Recommendation: Recommend Common Council approval of the Site, Landscaping and Architectural Plans for an addition to St. Jacobi Evangelical Lutheran Church, an existing church located at 8601 W. Forest Home Ave., submitted by Devin Winter, P.E., d/b/a Excel Engineering, Inc., and Mark Smrz, d/b/a St. Jacobi Evangelical Lutheran Church (Tax Key No. 615-9942-001), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 3 are required to be satisfied prior to the issuance of building permits associated with the proposed project reviewed by the Plan Commission.)

1. Revised Site and Landscaping Plans being submitted to the Community Development Division to show the following: (a) landscaping species and quantity modifications at the request of the City Forester, if applicable; and, (b) retaining wall details.
2. An estimated cost of landscaping and screening being submitted to the Community Development Division for approval.
3. A letter of credit or other form of security as required under 21.06.0304 of the Municipal Code in the amount of 125% of the estimated cost of landscaping and screening.

Mr. Stern gave a presentation on this item.

A representative was present to answer questions.

Motion by Mayor Neitzke, seconded by Mr. Weis, to recommend approval of Site, Landscaping and Architectural Plans for an addition to St. Jacobi Evangelical Lutheran Church, an existing church located at 8601 W. Forest Home Avenue, subject to Plan Commission and staff comments, and authorize this item to be expedited to the August 20th Common Council meeting. Tax Key No. 615-9942-001. Motion carried unanimously.

10. Temporary Use Permit for Spirit Halloween, a proposed business located at 7801 W. Layton Ave., submitted by Tracy Greer, d/b/a Spirit Halloween, LLC. (Tax Key No. 616-8993-000)

Spirit Halloween is proposing to occupy the former Golf Galaxy building for their seasonal retail store. The user is proposing to open the store August 14th – November 2nd, with occupancy taking place until approximately November 15th. Hours of operation will vary. In the beginning, during the month of August, hours will be 11:00am – 7:00pm.

But as time approaches Halloween, hours will expand, with the longest operating period being 8:00am – 11:00pm the week before Halloween. The Municipal Code requires temporary uses longer than a 30-day duration, to be reviewed and approved by the Plan Commission.

Recommendation: Approve the Temporary Use Permit for Spirit Halloween, a proposed business located at 7801 W. Layton Ave., submitted by Tracy Greer, d/b/a Spirit Halloween, LLC. (Tax Key No. 616-8993-000)

Ms. Johnson gave a presentation on this item.

Tracy Greer with Sprit Halloween was present to answer questions. Mayor Neitzke stated he was disappointed that they had opened this location without proper approvals. Ms. Greer replied the management at Spirit Halloween had set a schedule for their

openings, to which they had to adhere. Mayor Neitzke stated that going forward, if the early opening were to happen again prior to proper approvals, he would not recommend approval of a temporary use permit.

Motion by Mayor Neitzke, seconded by Ald. Kastner to recommend approval of a Temporary Use Permit for Spirit Halloween, a proposed business located at 7801 W. Layton Avenue, subject to Plan Commission and Staff comments. Tax Key No. 616-8993-000. Motion carried unanimously.

11. Temporary Use Permit for Spirit Halloween, a proposed business located at 4260 S. 76 St., submitted by Tina Square, d/b/a Spirit Halloween, LLC. (Tax Key No. 571-8984-009)

Spirit Halloween is proposing to occupy tenant space at Spring Mall, the south building attached to Meyer's Family Restaurant, for their seasonal retail store. The user is proposing to open the store August 26th – November 2nd, with occupancy taking place until approximately November 15th. Hours of operation will vary. In the beginning, during the month of August, hours will be 11:00am – 7:00pm. But as time approaches Halloween, hours will expand, with the longest operating period being 8:00am – 11:00 pm the week before Halloween. The Municipal Code requires temporary uses longer than a 30-day duration, to be reviewed and approved by the Plan Commission.

Recommendation: Approve the Temporary Use Permit for Spirit Halloween, a proposed business located at 4260 S. 76 St., submitted by Tina Square, d/b/a Spirit Halloween, LLC. (Tax Key No. 571-8984-009)

Ms. Johnson gave a presentation on this item.

Tracy Greer with Sprit Halloween was present to answer questions. Mayor Neitzke stated he was disappointed that they had opened this location without proper approvals. Ms. Greer replied the management at Spirit Halloween had set a schedule for their openings, to which they had to adhere. Mayor Neitzke stated that going forward, if the early opening were to happen again prior to proper approvals, he would not recommend approval of a temporary use permit.

Motion by Mayor Neitzke, seconded by Ald. Kastner to recommend approval of a Temporary Use Permit for Spirit Halloween, a proposed business located at 4260 S. 76 Street, subject to Plan Commission and Staff comments. Tax Key No. 571-8984-009. Motion carried unanimously.

4. Conceptual Plan for The Lokal, a component of the 84 South development at the northwest corner of S. 84 St. and W. Layton Ave., submitted by Scott Yauck, d/b/a 84 South Restaurants, LLC, and Audry Grill, d/b/a RINKA, Inc. (Tax Key No. 606-0053-008)

This item will be further discussed at the Plan Commission meeting, including a presentation from the architect and developer.

Audry Grill with RINKA, Inc. gave a presentation on this item. There will be three buildings, with the focus of tonight's presentation being on buildings C1, C2 & C3, with the beer garden/plaza area in the center. These buildings will be a food and beverage use, with outdoor dining. In addition to the vehicular access points shown, there will be pedestrian site access from the public access at both 84th Street and Layton Avenue. The area will function year-round. The grid-like structure over the beer garden could be tented for use in winter months.

A video animation of the project was then presented.

Mr. Rogers questioned the tenting; asking with our climate why not a permanent roof? Ms. Grill responded they are still investigating alternate ways to cover that section, as they are still in the conceptual design phase of both construction and materials. Mr. Weis stated he agrees that a permanent roof would be a better option.

Ald. Kastner questioned the refuse enclosure plan, to which Ms. Grill showed how the refuse area would be laid out. There is no intent at this time to use refuse enclosures in the parking lot. Mr. Weis stated that as food users there would be a high volume of trash, and perhaps enclosures would be a good idea.

Mayor Neitzke spoke on another portion of the site that would be for City services use; with a possible "library carousel" being proposed. This is still in the planning/budgeting stage at this time. Also there would need to be a fiber optic component for this; of which the cost also needs to be researched.

Mayor Neitzke stated that as these plans progress, the City will need to see definite landscape plans. Ms. Grill stated they are working on the overall layout first; then will begin incorporating greenery, perhaps using moveable planters. Ms. Johnson stated that the use of rock mulch in landscaped areas would not be acceptable and that wood mulch would need to be incorporated in the plans.

Mayor Neitzke spoke on the desire for more unique tenants that would fit this more unique concept.

Conceptual Review. No action required.

12. Community Development Manager Report.

Ms. Johnson stated that Aurora is now open at 84 South. The former Knights of Columbus site off 103rd Street has had interest by a developer for a possible physical therapy/hospital tenant. Also an inquiry has been received about a possible medical use at the Barnes & Noble site on 76th Street. The LME Trucking terminal off of Hwy. 100 & Layton has closed and inquiries have been received about possible multi-family or a hotel at this location. Brixmor, owner of Spring Mall, has stated they've exhausted all major single users (Fleet Farm, Woodman's) at the site and will now look to pursue multi-use, such as single family or commercial. Mayor Neitzke stated he is not in favor of creating outlots to parcel off this site.

The City is involved in active conversations with WisDOT regarding the Loomis Crossing site. A letter has been submitted regarding the former “turf parcel”, where the freeway ramp goes past, asking them to consider this excess land as “surplus land”, that the City could then obtain ownership of.

13. Adjournment.

Motion by Mr. Weis, seconded by Ms. Collins, to adjourn the meeting at 7:15 p.m. Motion carried unanimously.

Respectfully submitted,

Alison J. Meyer
Administrative Assistant

Distributed August 20, 2019