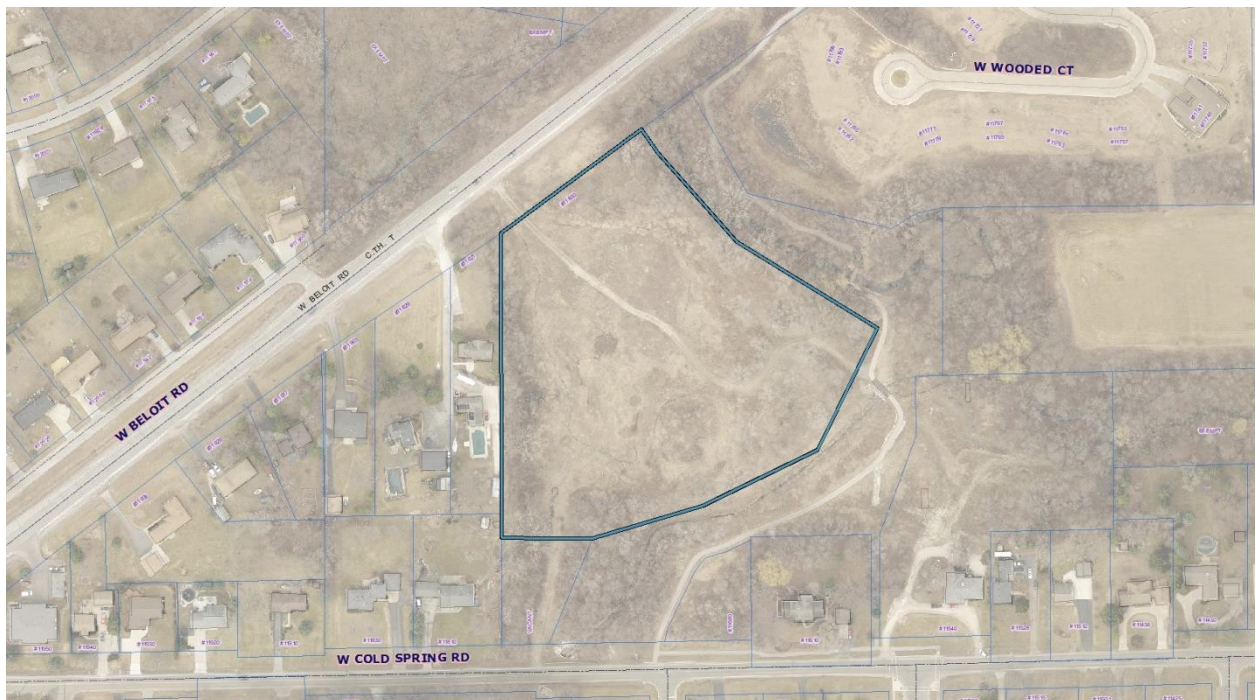


**STAFF REPORT
GREENFIELD PLAN COMMISSION
TUESDAY, FEBRUARY 13, 2018
6:30 PM**

ROOM 100 – CITY HALL – 7325 W. FOREST HOME AVE.

- 1. Approval of the minutes from the January 9, 2018 meeting.**
- 2A. Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 11800 W. Beloit Rd. from R-1 Single-Family Residential District to PUD Planned Unit Development District. (Tax Key No. 565-9955-007)**
- 2B. Ordinance to adopt a Land Use Map amendment to the 2008 City of Greenfield Comprehensive Plan for the property located at 11800 W. Beloit Rd. from Single Family to Mixed Residential. (Tax Key No. 565-9955-007)**
- 2C. Site, Landscaping and Architectural Review of Pearson Point, a proposed multi-family development, to be located at 11800 W. Beloit Rd., submitted by Raymond Chou, d/b/a Pearson Point, LLC. (Tax Key No. 565-9955-007)**

Items 2A, 2B and 2C may be considered together.



Overview and Zoning

Pearson Point, LLC has an offer to purchase the property located at 11800 W. Beloit Rd., pending City approval of the rezoning, the land use map amendment, and the site, landscaping and architectural plans for a 48-unit multi-family market-rate apartment development. The proposed development name is "Pearson Point." The property is currently zoned R-1 Single-

Family Residential District, which does not permit multi-family dwelling units. The City's 2008 Comprehensive Plan also identified this property's use as Single Family. The developer has submitted an application to amend both the zoning and future land use identification for the property, of which both require a public hearing and Common Council approval.

The proposed rezoning of PUD Planned Unit Development allows for flexibility to have more than one (1) main unit on a parcel, which would be needed for the proposed three (3) 16-unit building complex. The zoning code requires a minimum land area of five (5) acres for a residential PUD and the existing 6.37-acre site meets the land area requirement. Other Residential PUD standards include:



	Zoning Code PUD Standards	Pearson Point Proposal
Minimum Open Space Ratio	0.40	0.58+
Maximum Gross Density	8	7.38
Maximum Net Density	12	7.38
Minimum Lot Area (acres)	5	~6.5
Setbacks	25 ft.	Varies. All meet code.
Minimum Dwelling Unit Size for One-Bedroom Units	800 sq. ft.	815 sq. ft.
Minimum Dwelling Unit Size for Two-Bedroom Units	1,000 sq. ft.	1,391 sq. ft.

The proposed 48-unit development would be comprised of three (3) 16-unit townhouse-style apartment buildings, all with attached parking garages in the rear. There would be a total of 24 one-bedroom units and 24 two-bedroom units.

Building acreage: 0.87 acres
 Parking and walkway acreage: 1.77 acres
 Green space acreage: 3.86 acres (59%)

Public hearings will be held on the rezoning and proposed 2008 Land Use Map amendment, with the Plan Commission's recommendation to hold such hearings. Ordinance amendments will need to be approved by the Common Council for the rezoning and land use amendment. If the Plan Commission recommends that said public hearings be held, they could be scheduled as soon as March 20, 2018. In addition, the developer will be required to enter into a Planned Unit Development Agreement between the City, to be drafted by staff.

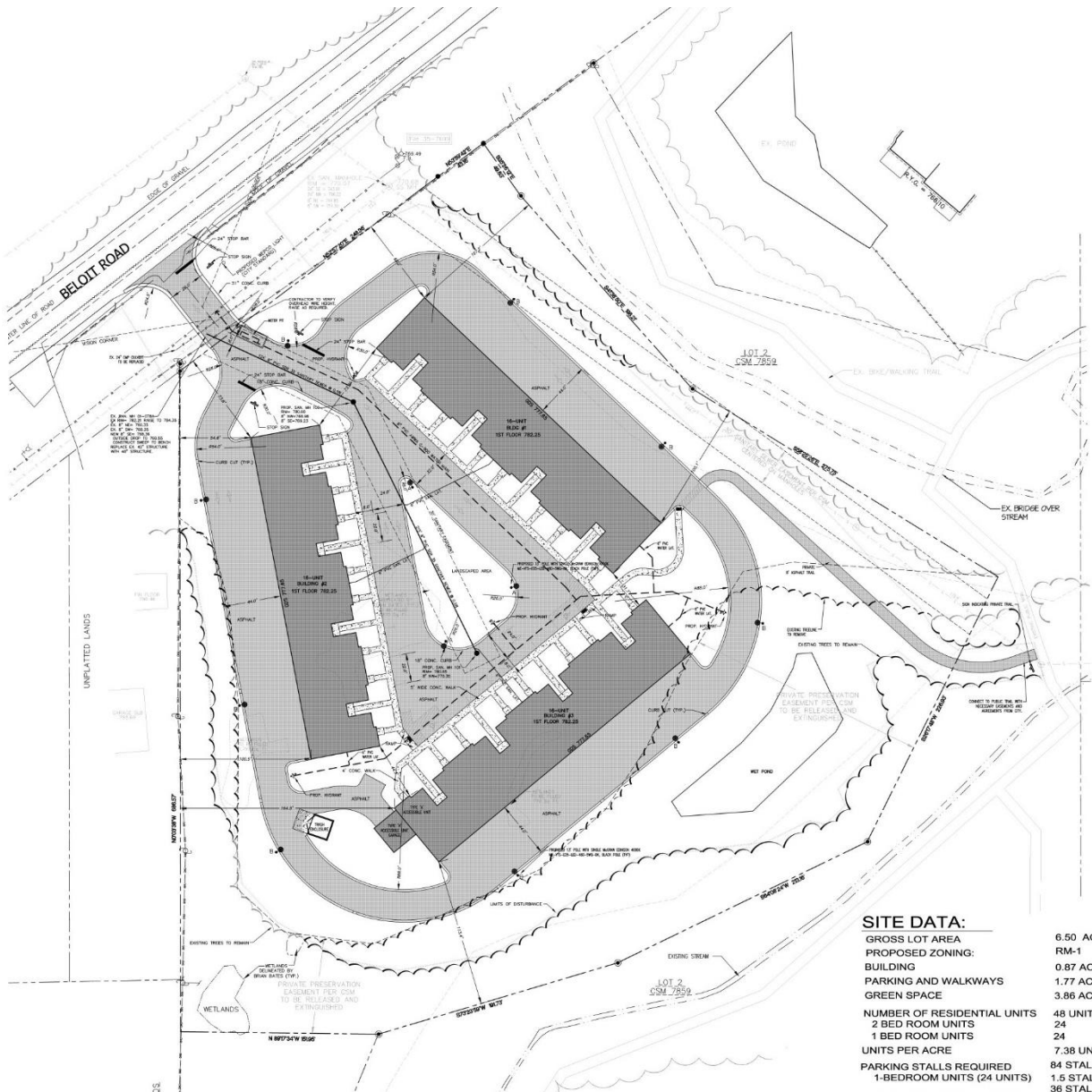
Site, Landscaping and Lighting Plans

The site's only entrance/exit is a driveway off of W. Beloit Rd, and once you enter the site, it's laid out in a courtyard fashion with guest parking located within the internal courtyard, the buildings creating a triangle-like shape, and the private drive with access to the garages being

situated around the perimeter of the buildings. The drive will have a poured curb, as requested by the Engineering Department. A private pathway will also connect the apartment complex to the city public trail to the southeast, of which an easement will need to be obtained from the City. A wet pond will be constructed at the southeast corner of the parcel. Various wetland delineation exists throughout the site, which are accepted by the City. The developer must provide the necessary WDNR wetland permitting correspondence to allow for wetland filling as they move through the permitting process.

Parking Stalls required: 84 spaces for tenants + 18 spaces for guests = 102 total.

Parking Stalls provided: 85 spaces for tenants (73 in garage) + 26 spaces for guests = 111 total, of which 2 are designated ADA stalls, per code requirement.



The Engineering Department has thoroughly reviewed the site plans and has submitted comments to the developer pertaining to stormwater management, Milwaukee Water Works future involvement, easements, etc. The comments were minor enough that the Engineering Department feels comfortable working with the developer on necessary modifications.

The developer has supplied a photometric lighting plan, showing that light splay will not go beyond the property lines. Nine (9) 13-ft. black LED light poles with 6" arms will be located along the exterior drive, facing straight down, and three (3) 13-ft. black LED light poles with 6" arms will be located in the internal courtyard, also facing straight down. Staff has asked for a colored detailed light pole specification to be supplied, as a condition of approval.



The City Forester has reviewed the landscape plans and had minimal comments/specie modification suggestions. Those comments have been forwarded to the developer and plan modifications can be handled between staff and the developer.

The City Forester also walked the site with the developer to discuss the City's Natural Resource Features Protection Intent. The City's policy is that 70% of the existing trees over 4" in diameter be preserved on this type of development. On this site, nearly all of the large trees are along the outer edges of the property where they can be preserved. The developer anticipates that all but one group of Cotton Wood near the retention pond location should be able to be preserved. Per the City Forester, the development should have no problem meeting the City's requirements with the retention of trees and the proposed landscaping. The developer and City Forester will walk the site again once the site is staked out.



Architectural Plans

Pearson Point will include three (3) two-story buildings, each with 16 units, totaling 48 units. Each building will be identical in design. The interior facades facing the courtyard will include large windows on the first and second floor. Portions of the first floor will be constructed of a stone veneer and other portions will be constructed of a square edge wood siding material. Metal columns will support the second-floor projection and stone sills will be constructed at the base of the windows. Portions of the second floor will be constructed of a square edge wood siding material and other portions will be constructed of a cedar wood siding. Mitered wood corner boards will be used at all corners/edges of the building. The roof material for the projecting portions of the building will be constructed of standing seam metal and the room material for the recessed portions of the building will be constructed of architectural shingle. Roof material lifespans will range from 20-35 years for the shingle and 20-50 years for the standing seam metal roof.



The side elevations of the buildings will have a stone veneer base with square edge wood siding material utilized on the top half of the building. Three (3) windows will be included on each side elevation.

The exterior facades facing the exterior driveway will include first-floor wood-stained garage doors and a stone veneer base between each of the garage doors. The second-floor design includes large windows, square edge wood siding, and eight (8) projecting balconies on each building. The balconies will be protected with glass railing. Architectural shingle roofing will be visible from the rear.

4. 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.
5. Permit application and approved plans being submitted to Milwaukee County and the Engineering Department for necessary driveway permit.
6. Permit application approvals from WDNR/MMSD for sanitary permits, WDNR/Milwaukee Water Works for water permits, and WDNR/MMSD for stormwater permits.
7. Permit application approvals from WDNR for wetland fill permits.
8. Common Council approval of the Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 11800 W. Beloit Rd. from R-1 Single-Family Residential District to PUD Planned Unit Development District following a public hearing.
9. Common Council approval of the Ordinance to adopt a Land Use Map amendment to the 2008 City of Greenfield Comprehensive Plan for the property located at 11800 W. Beloit Rd. from Single Family to Mixed Residential following a public hearing.
10. An executed Planned Unit Development (PUD) Agreement signed by the applicant and the City. Said PUD Agreement will require certain security and cash payments/deposits from applicant and will be defined in the Agreement once drafted by the City.

3. Conceptual Plan Review, including rezoning from R-1 Single-Family Residential District to PUD Planned Unit Development District and a Comprehensive Land Use Map amendment from Single Family to Mixed Residential, for Brightlife Community, a multi-family housing project, to be located at 11940 W. Edgerton Ave., submitted by Greg Petrauski, d/b/a Apple-Hales Corners, LLC. (Tax Key Nos. 611-8964-000, 611-8965-002 and 611-8965-001)

The applicant, Apple-Hales Corners, LLC has submitted a conceptual plan application to construct approximately 120 units of independent senior apartments, 12 townhouse-style units, and another 42 units years out in the future on approximately 16.07 acres of land. The entire development would cater to independent senior living. This would be a phased development. The applicant owns approximately 11.38 acres of



RINKA|CHUNG

BRIGHTLIFE COMMUNITY
GREENFIELD, WI

the site today and would partner with the adjacent property owner to the west to develop the remaining 4.69 acres (identified as “Parcel B” on the conceptual site plan). The unit mix would include one-bedroom units, one-bedroom + den units, and two-bedroom units. The 120 two-building independent senior units (three (3) stories in height) would be constructed in two (2) phases and would include underground parking and a walkway connecting the two (2) buildings). The 12 townhouse-style buildings would be constructed as six (6) side-by-side buildings, likely in a later phase. The last approximate 42 units would be built years down the road.



The applicant held a neighborhood meeting regarding a general concept of senior living in November 2017 with about 50 attendees present.

The developer has contracted with Rinka Chung Architecture, Inc., which is the same firm that provided site design for the 84 South development. Rinka Chung has provided conceptual site plans for Brightlife Community, factoring in key components such as 250-ft. buffers from existing residents (the distance equal to approximately one block), retaining as much green space, forestry and wetlands as possible, incorporating and maintaining walkable pathways throughout the site, etc.

The site is currently zoned R-1 Single Family Residential District and would require a rezone to Planned Unit Development, allowing for multiple buildings on the site. In addition, the City’s 2008 Comprehensive Land Use Map calls for this area to be a single-family use. Land Use Map amendment would be required. Public hearings would be required for both the rezone and land

use map amendment, which would come later in time if the Plan Commission chose to move forward with the proposal.

The southern-most section of land abuts the Village of Hales Corners, whose jurisdiction begins about 200 feet north of W. Edgerton Ave. and continues south. The proposed development needs access to W. Edgerton Ave. through a private drive, which would start in the Village of Hales Corners, branching off of W. Edgerton Ave., going north 200 feet into the Village, and would then cross the municipal boundary, entering into the City of Greenfield and entering into the development. The developer would need to work closely with both the City and Village throughout the entirety of the proposed development.



The properties contain numerous wetland delineations and the development will ultimately need WDNR approval to build around said wetlands.

The proposed development does not utilize or request an extension of the public right-of-way through W. Holmes Ave. nor W. Carpenter Ave. to the northwest of the development, nor does it request an extension of the public right-of-way through W. Barnard Ave. to the north. There would be no public roads going through the proposed senior development. However, there is dedicated “future” right-of-way mapped within the proposed land mass, which would eventually require “demapping” approval by the Common Council.

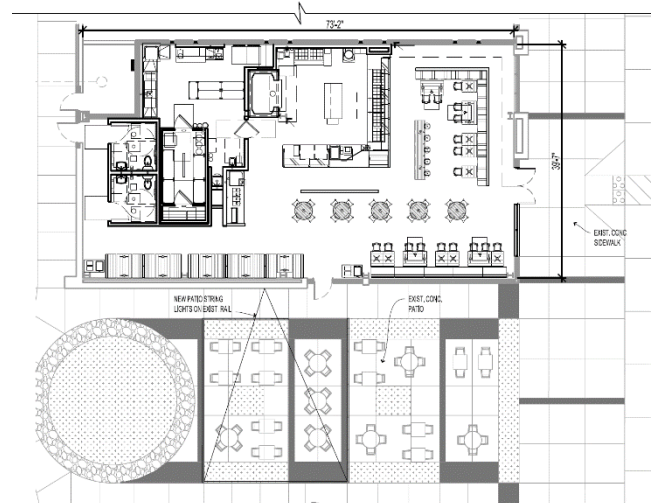
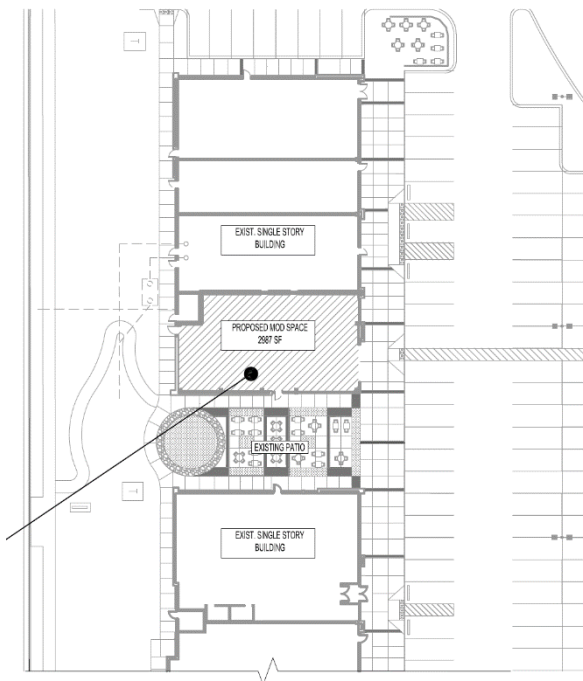
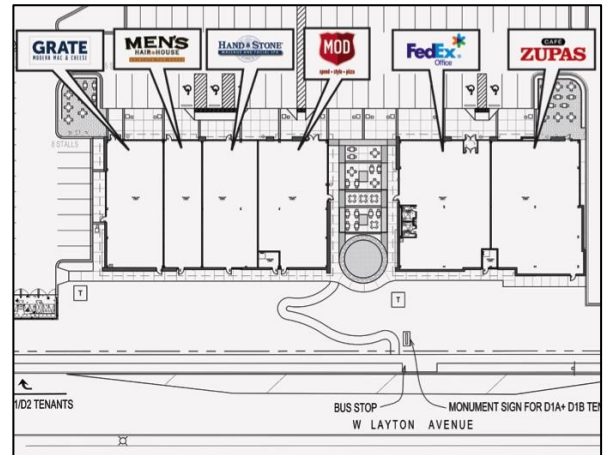
The developer's concept of Brightlife Community is one of a premium senior community offering a high level of amenities (fitness, community area, hair salon/barber, etc.) that come at a premium rental rate.

- 4A. **Special Use Permit for MOD Pizza, to be located at 8833 Sura Ln., submitted by Alexia Taylor, d/b/a Interplan, LLC. (Tax Key No. 606-0053-004)**
- 4B. **Site Review for MOD Pizza, to be located at 8833 Sura Ln., submitted by Alexia Taylor, d/b/a Interplan, LLC. (Tax Key No. 606-0053-004)**

Items 4A and 4B may be considered together.

Overview and Zoning

MOD Pizza is proposing to occupy approximately 2,987 sq. ft. of tenant space within the "D-1" building of the 84 South development, right along W. Layton Ave. The property is zoned PUD, which requires restaurants to obtain a Special Use Permit. MOD Pizza is a casual dining restaurant that will offer interior (seating for approximately 78) and exterior seating, along with take-out orders. The restaurant will also be offering beer. Hours of operation will be 10:30am to 10pm. MOD Pizza will employ approximately 30 people, with the largest shift being 12 employees at a time. The zoning code requires 60 parking spaces for the MOD Pizza. The approved site plan allows for sufficient shared parking of all uses in the 84 South development.



Local MOD Pizza restaurants can be found in Wauwatosa, Shorewood and New Berlin. MOD Pizza's menu can be found at: <https://modpizza.com/menu/>

Site Plan

MOD Pizza is proposing to utilize the outdoor dining space to their east for approximately 28 patrons, and is also proposing to serve beer on the outdoor patio. The applicant is working simultaneously with the Clerk's Office on a liquor license application.

Recommendation: Common Council approval of the Special Use Permit and Site Plan for MOD Pizza, to be located at 8833 Sura Ln., submitted by Alexia Taylor, d/b/a Interplan, LLC. (Tax Key No. 606-0053-004), to be expedited to the February 20, 2018 Common Council meeting.

5. Ordinance to amend Section 21.04.0603 of the Municipal Code pertaining to Offices of All Other Misc. Health Practitioners.

Greenfield's Municipal Zoning Code includes a Table of all permitted and special uses in the City's various zoning districts, using the NAICS system of categorizing all possible uses. Recently, an amendment was approved, classifying massage parlors as special uses; however the amendment did not distinguish massage therapists as special uses. The NAICS system catalogues "massage therapists" under the category of "offices of all other misc. health practitioners." Given past issues with massage uses, the Police Department has requested that all possible massage uses be required to obtain a Special Use Permit. This proposed ordinance amendment would accomplish this by requiring "offices of all other misc. health practitioners" to obtain a Special Use Permit in all commercially-zoned districts.

Ordinance to amend Section 21.04.0603 of the Municipal Code pertaining to Offices of All Other Misc. Health Practitioners.

The Common Council of the City of Greenfield do ordain as follows:

PART I. Subsection 21.04.0600 of the Greenfield Municipal Code is hereby amended to read as follows:

* * *

*Table 21.04.0603
PERMITTED AND SPECIAL USES IN THE
NONRESIDENTIAL ZONING DISTRICTS*

		Zoning District Classification											HPO	AO	FW	FF	GFP	SW
NAICS	INDEX ITEM DESCRIPTION	C-1	C-2	C-3	C-4	C-5	O	BP	M-1	I	PR	PUD	{a}	{b}	{c}	{c}	{c}	{d}
621399	Offices of All Other Misc. Health Practitioners	S	S	S	S	S	S	S				S						

* * *

PART II. All ordinances or parts of ordinances contravening the provisions of this ordinance are hereby repealed.

PART III. This ordinance shall take effect and be in force from and after its passage and publication.

The Ordinance amendment requires a Class II publication and a public hearing. With the blessing of the Legislative Committee (February 19th), a public hearing can be scheduled for March 20, 2018.

Recommendation: Common Council approval of the Ordinance to amend Section 21.04.0603 of the Municipal Code pertaining to Offices of All Other Misc. Health Practitioners.

6. Master Signage Plan for Forté Apartments, to be located at 9025, 9075, 9125 and 9175 Sura Ln., submitted by Deb Burton, Poblocki Sign Company, LLC. (Tax Key No. 606-0053-005)

The Forté Apartments (built by Fiduciary as part of the 84 South development) have submitted a Master Signage Plan, which required Plan Commission approval. The site is zoned PUD, which allows for signage flexibility.

The four-building apartment development signage proposal includes one (1) main wall sign per building and two (2) monument signs. Two (2) of the wall signs are designed with individual illuminated letters, saying "Forté Apartments," (61.66 sq. ft. each) and two (2) of the wall signs are designed as an illuminated capital "F" (12.5 sq. ft. each). In addition, a 13.75 sq. ft. "leasing office" canopy sign will be erected on one (1) of the buildings. Staff recommends that the words "Apartments" be removed from the two wall signs.

Each of the two (2) monument signs will be 40 sq. ft. in area and 7 ft. 3 in. in height, with one located along W. Layton St. and one located along S. 92 St. The signs will be located outside of the vision triangles for safety purposes. The aluminum cabinet signs will include 4 ft. 11"-high brick columns on both sides to match the buildings, and will include ½" push-thru lettering that will illuminate at night.



Recommendation: Approval of the Master Signage Plan for Forté Apartments, to be located at 9025, 9075, 9125 and 9175 Sura Ln., submitted by Deb Burton, Poblocki Sign Company, LLC. (Tax Key No. 606-0053-005), subject a revised Master Signage Plan being submitted with the words “apartments” being removed from the wall signs.

7. **Temporary Signage Plan Appeal for Aldi, located at 4615 W. Layton Ave., submitted by Lisa Neal, Doyle Signs, Inc. (Tax Key No. 620-9979-008)**



Aldi has begun their store remodeling, and during this transition period, has requested a temporary signage plan that exceeds the Signage Ordinance’s limit, hence requiring Plan Commission approval. All permanent wall and monument signage will be removed during the remodeling period, triggering the request for excessive temporary signage. The sign code allows for not more than one (1) 24-sq. ft. temporary banner at a time, for a period not to exceed 30 days. Aldi is requesting two (2) 32-sq. ft. wall banners at a time, that will transition from “We’re Open During Remodeling” to “Temporarily Closed for Remodeling.” In addition, Aldi is requesting two (2) 32-sq. ft. temporary freestanding signs along W. Layton Ave. The sign code typically doesn’t allow for freestanding banners; however given the circumstances of the remodeling project and the removal of the permanent monument sign panels during construction, staff recommends that the freestanding banners be allowed in this situation.

Recommendation: Approve the Temporary Signage Plan Appeal for Aldi, located at 4615 W. Layton Ave., submitted by Lisa Neal, Doyle Signs, Inc. (Tax Key No. 620-9979-008)

8. Discussion/action relative to scheduling a public hearing for the future Point Burger proposal, to be located at 4463 S. 108 St. (Tax Key No. 609-9994-013)

Point Burger is anticipating submittal of a Special Use Permit application for the March 13, 2018 Plan Commission meeting (located at the previous Budget Theater site). The developer has requested that the Plan Commission consider allowing for the scheduling of a public hearing for the proposed restaurant at the March 20, 2018 meeting. Staff does not object to the request and is ready to move forward with the appropriate notifications, if directed so by the Plan Commission.

9. Community Development Manager Report.

The City will be constructing a new pavilion at Konkel Park this spring, with an anticipated opening date of Memorial Day. Below is the rendering.



10. Adjournment.