

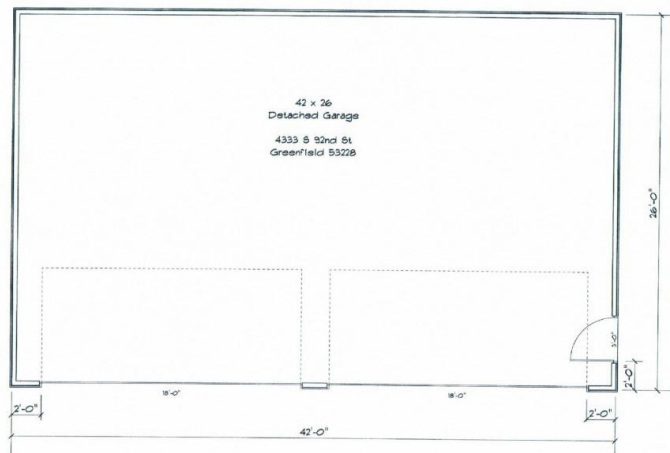
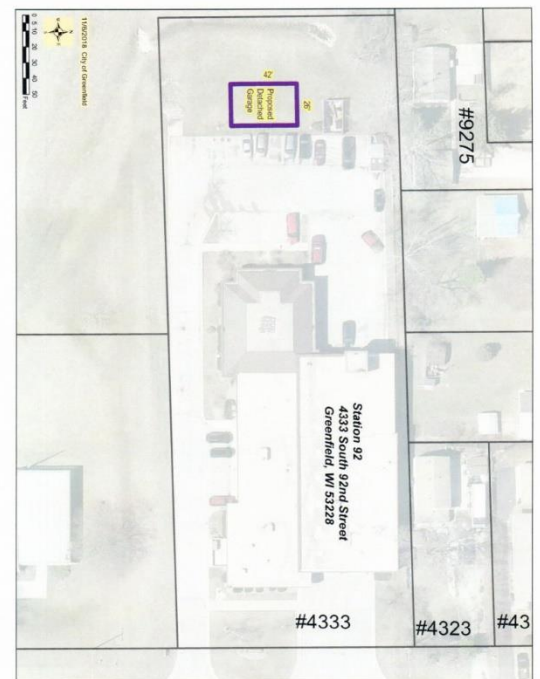
**STAFF REPORT
GREENFIELD PLAN COMMISSION
TUESDAY, DECEMBER 11, 2018
6:30 PM**

ROOM 100 – CITY HALL – 7325 W. FOREST HOME AVE., GREENFIELD, WI 53220

1. **Roll Call**
2. **Approval of the minutes from the November 13, 2018 meeting.**
3. **Discussion regarding last Common Council meeting.**
4. **Site and Architectural Plans for construction of a garage at Fire Station No. 2, located at 4333 S. 92 St., submitted by Assistant Fire Chief George Weber, d/b/a Greenfield Fire Department. (Tax Key No. 607-9982-009)**

Overview and Zoning

The Greenfield Fire Department is proposing to build a detached garage for Fire Station #2, located at 4333 S. 92 St. The garage will be used to house utility vehicles, trailer, plows, yard equipment and equipment relating to the department’s public education program. Currently, some of these items are stored in the parking lot and exposed to weather elements due to lack of space on the apparatus floor. The 1.37-acre parcel is zoned I (Institutional).



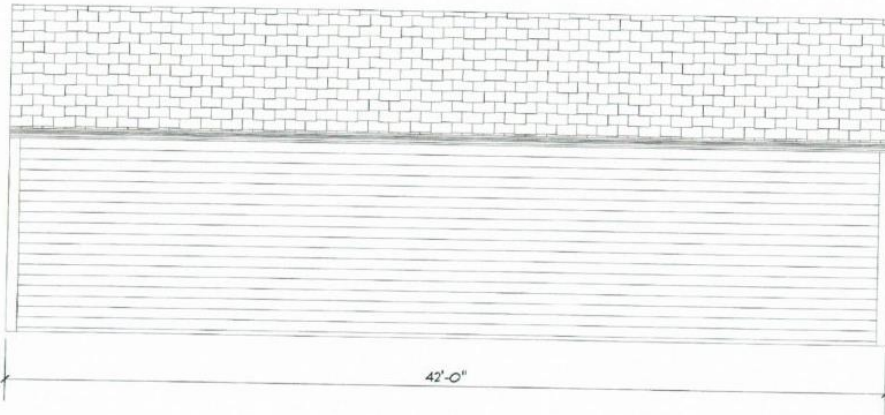
Site and Architectural Plans

The 1,092 square foot garage will be located at the back of the driveway, at the western end of the parking lot. The garage will be 42 feet wide by 26 feet deep and contain (2) 18’ X 8’ doors. The exterior will be constructed with LP Smart siding, fascia, and soffit. The roof will be

constructed of 30-year dimensional shingles with a ridge vent along the ridge line. One entrance door will be located on the north façade with a sidewalk connecting to the parking lot. The foundation will be slab-on-grade and a retaining wall will be required to level the ground for the garage due to a grade change behind the parking lot. The garage construction will result in the loss of approximately five (5) parking spaces, leaving 19 parking spaces on premises.



FRONT ELEVATION
SCALE: 1/4" = 1'-0"

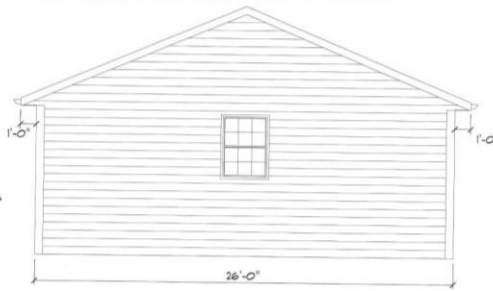


REAR ELEVATION
SCALE: 1/4" = 1'-0"

- 36" Fiberglass Service Door
- LP Soffit/Fascia
- 4 Door Trim
- Seamless Gutters



RIGHT ELEVATION
SCALE: 1/4" = 1'-0"



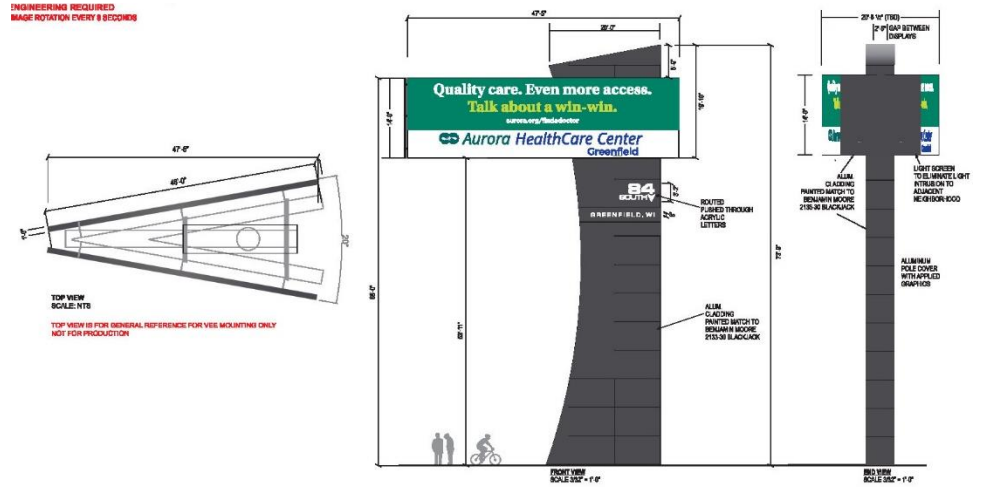
LEFT ELEVATION
SCALE: 1/4" = 1'-0"

Recommendation: Recommend Common Council approval of the Site and Architectural Plans for construction of a garage at Fire Station No. 2, located at 4333 S. 92 St., submitted by

Assistant Fire Chief George Weber, d/b/a Greenfield Fire Department. (Tax Key No. 607-9982-009), subject to Plan Commission and staff comments.

5. Signage Plan Appeal for a digital freestanding sign, to be located at the 84 South Development at 9100 W. Sura Ln., submitted by Scott Yauck, d/b/a Cobalt Partners, LLC and Sarah Peters, d/b/a Jones Sign. (Tax Key No. 606-9980-015)

Cobalt Partners is seeking approval for a billboard sign that would be fronting I-894, just north of the Aurora parking structure. When the City approved land uses in 2015 for the 84 South development, a “billboard” was included in the list of possible land uses. A billboard-sized sign does not meet the City’s Sign Code and a sign this size should ultimately be approved by the Common Council.

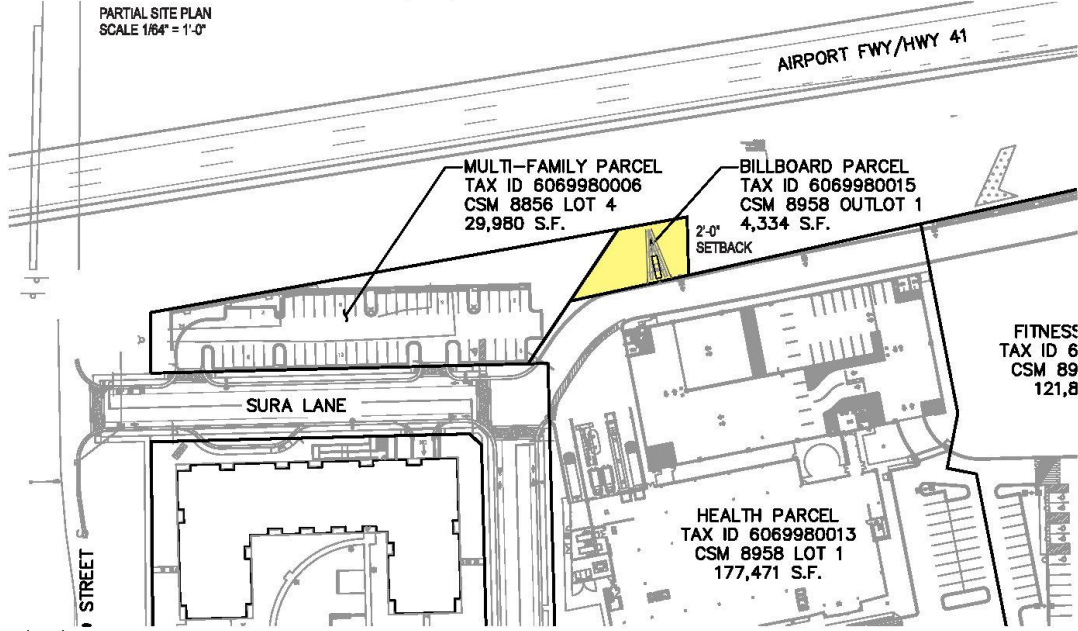


The proposed sign is 68 feet in height. Staff’s number one concern is brightness, height and impact on the neighborhood and surrounding residences. The sign manufacturer will provide an explanation of brightness at the Plan Commission meeting. The sign design includes a 47’5” x 14’ electronic display board. The top of the board measures 68 feet above grade and the top of the aluminum-clad support structure measures 73’9” above grade. The structural pole is surrounded in a scored, aluminum-clad cover, slate in color to match the existing pylon signs at the development. The pole cover would feature the text “84 South” and “Greenfield, WI” on it.

For height comparison, the billboard located at the Public Works property on 53rd & Layton, abutting the freeway, was reduced in height (after the fact) from 75 feet to 60 feet after many of the neighbors on the north side of the freeway expressed displeasure of brightness and height.



BB 1 D/S BILLBOARD STRUCTURE W/ DIGITAL DISPLAYS (QTY 1)



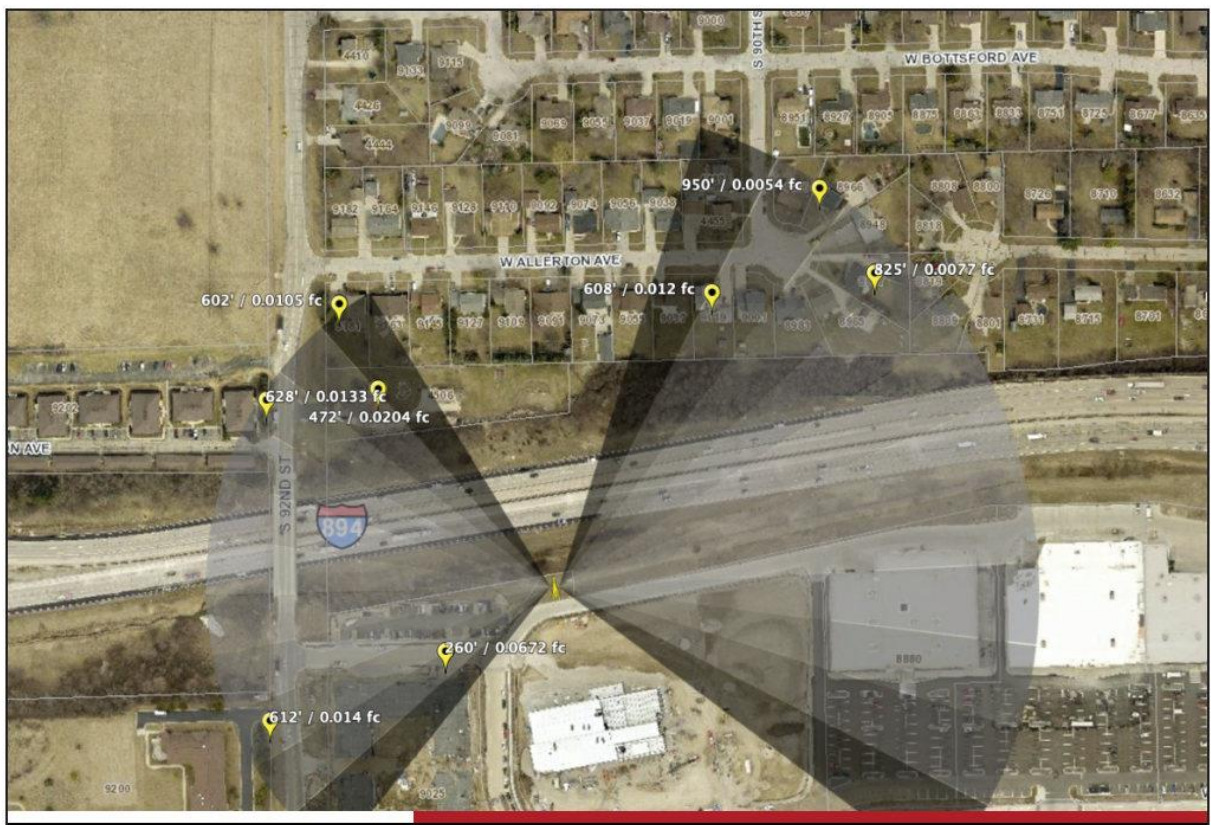
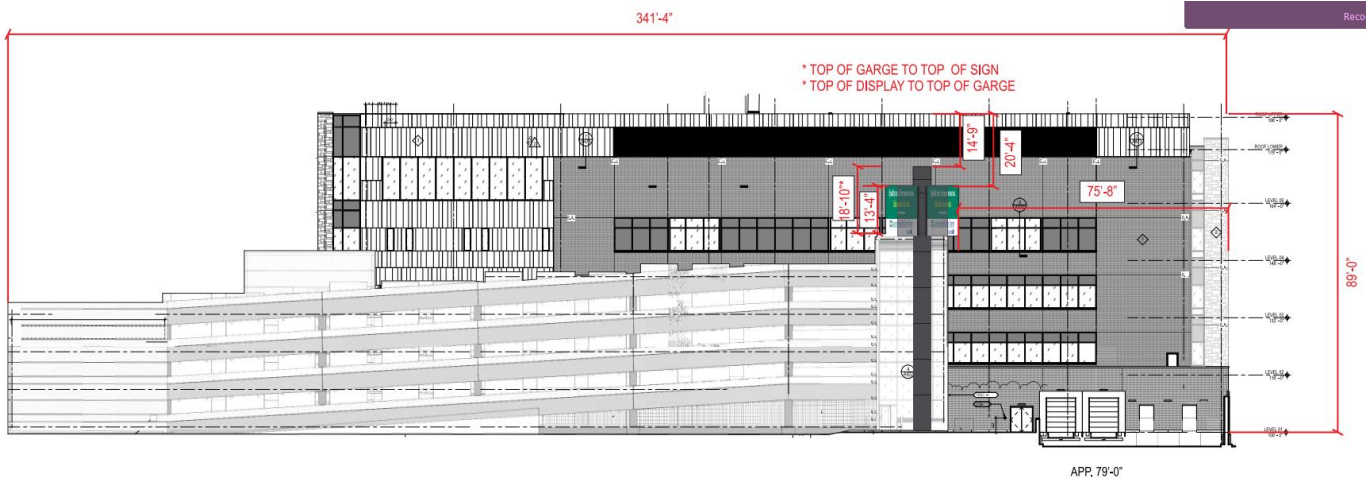
JONES SIGN Your Vision. Accomplished. WWW.JONESIGN.COM	JOB # 236008_R1 DATE: 11.08.18 DESIGNER: Jim Papp SALES REP: K. Morris PROJECTOR: J. Sullivan	1 11.08.18 JC APPROVED FOR THE SUBMITTAL OF ALL DOCUMENTS. (ASAP) CHANGES FROM THE PLANS SHOULD BE MADE IMMEDIATELY.	CLIENT APPROVAL DATE		84 SOUTH DEVELOPMENT 1-431-884 MILWAUKEE, WI DESIGN PHASE: CONCEPTUAL	SHEET NUMBER 2.0
		2 11.08.18 JC APPROVED FOR THE SUBMITTAL OF ALL DOCUMENTS. (ASAP) CHANGES FROM THE PLANS SHOULD BE MADE IMMEDIATELY.	LANDLORD APPROVAL DATE			

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use in conjunction with a project being prepared for you by JONES SIGN. It is not to be shown to anyone outside of your organization, nor is it to be used, reproduced, copied or exhibited by any member. Use of this design or the related contents of this design in any application by any other company, without the express written permission of JONES SIGN, is forbidden by law and carries a civil liability of up to 50% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, when specified. We cannot guarantee exact reproduction in recycling compatibility of various materials and joints used. All sizes and dimensions are illustrated for client's concept of project and are not to be considered as being exact size or exact scale.

The electronic display boards would be situated in a triangle-shape on top of the structural pole, with a one-foot gap between the boards on the north side, closest to the freeway, and a 20-degree angle between the boards on the south side, closest to the parking structure. The sign manufacturer has provided a light distribution layout, showing the foot candle strength at various distances away from the boards. This will be further described by the sign manufacturer at the Plan Commission meeting.



The top of the parking structure west tower feature is 52 feet in height and the medical office building is 88 feet in height. The top of the proposed electronic display board would be 13.3 feet taller than the tower feature of the parking structure and the top of the aluminum pole cover would be nearly 19 feet taller than the tower feature of the parking structure. The top of the proposed electronic display board would be approximately 24 feet taller than the upper parking level of the parking structure and the top of the aluminum pole cover would be nearly 30 feet taller than the upper parking level of the parking structure. This item will be further discussed at the Plan Commission meeting. Staff does not have a recommendation to provide at this time.



The Common Council will also review and vote on the proposed sign variance. Ultimately, the billboard needs approval from the Wisconsin DOT before the City would issue a permit.

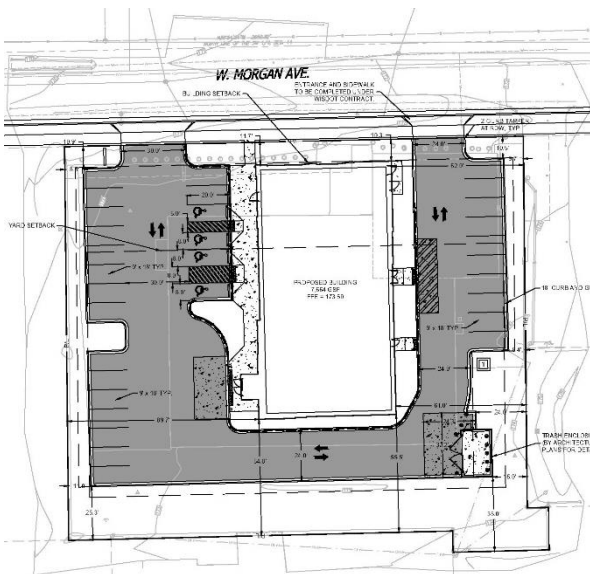
Recommendation: Staff does not have a recommendation to provide at this time.

6. **Site, Landscaping and Architectural Plans for proposed new construction of Fresenius Kidney Dialysis Center, to be located at 5125 W. Morgan Ave., submitted by Dr. Gregory V. Warren, d/b/a MNA Greenfield, LLC. (Tax Key No. 622-0006-000)**

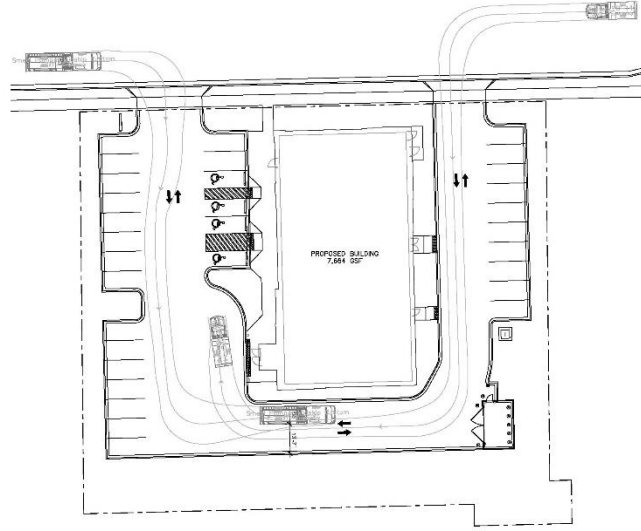
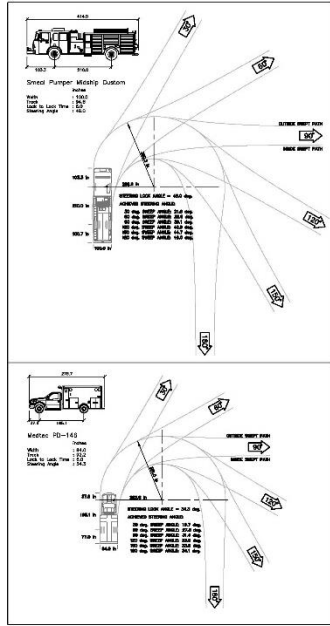


Overview and Zoning

MNA Greenfield, LLC is proposing to construct a new, single-story, outpatient clinic for use by Fresenius Medical Care (FMC) to provide dialysis services for patients at 5125 W. Morgan Ave. The property is 0.91 acres in size and currently houses Morgan Avenue Greenhouses, Inc. The property is zoned C-2 Community Commercial and a kidney dialysis center is a permitted use in that zoning district.

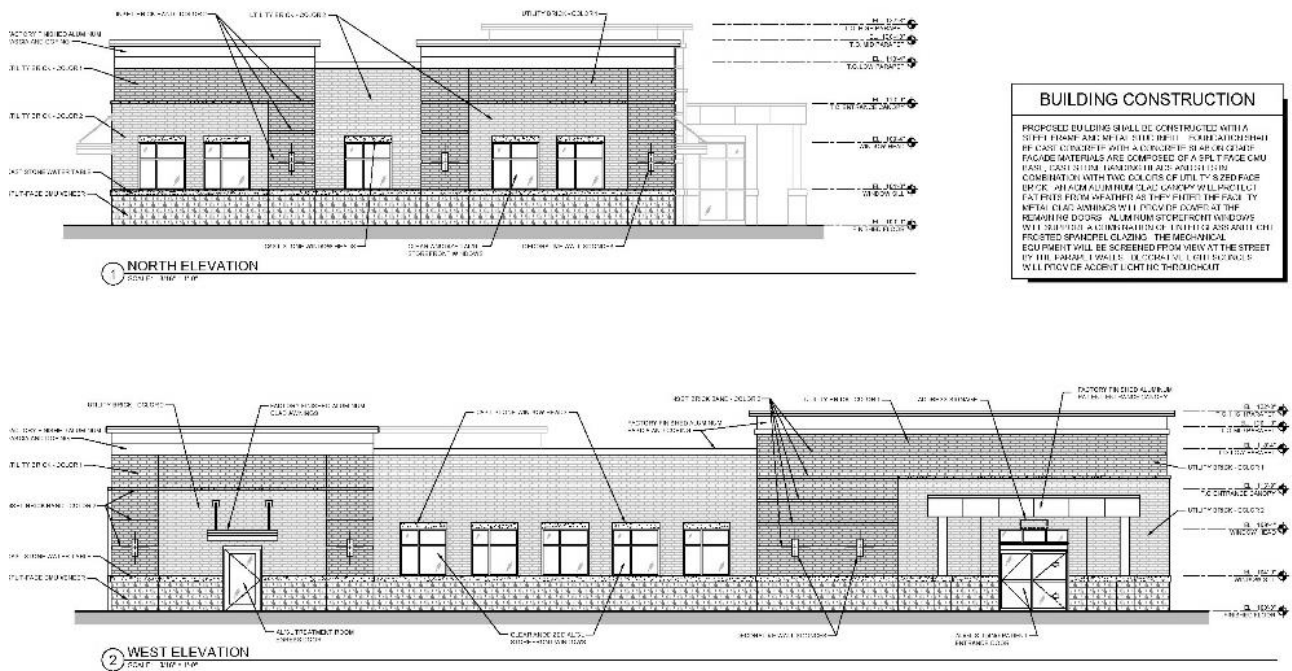


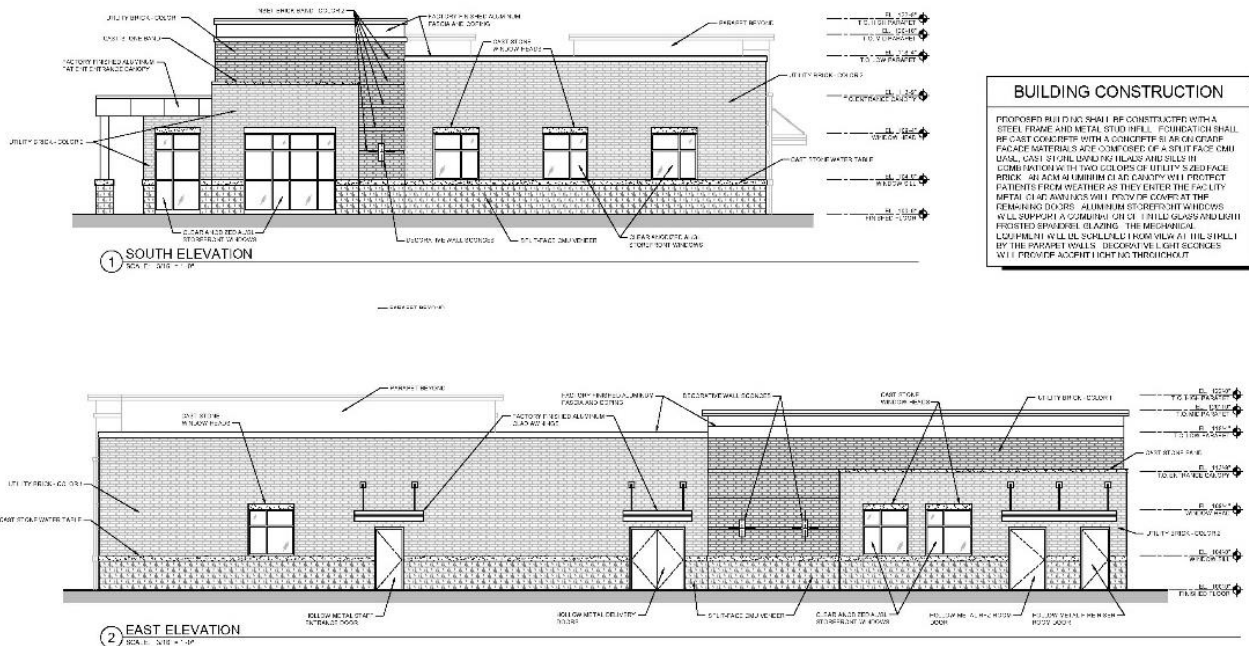
The dialysis center would begin with two treatment shifts, which would be performed 6:00AM to 5:00PM, Monday through Friday. The clinic may add a third treatment shift if there is sufficient demand and would operate 6:00AM to 5:00PM Monday through Saturday. At full capacity, the center would be staffed by 10 staff members at any given time. The majority of patients will be delivered to the clinic and picked up following treatment and will not contribute to the needs of on-site parking.



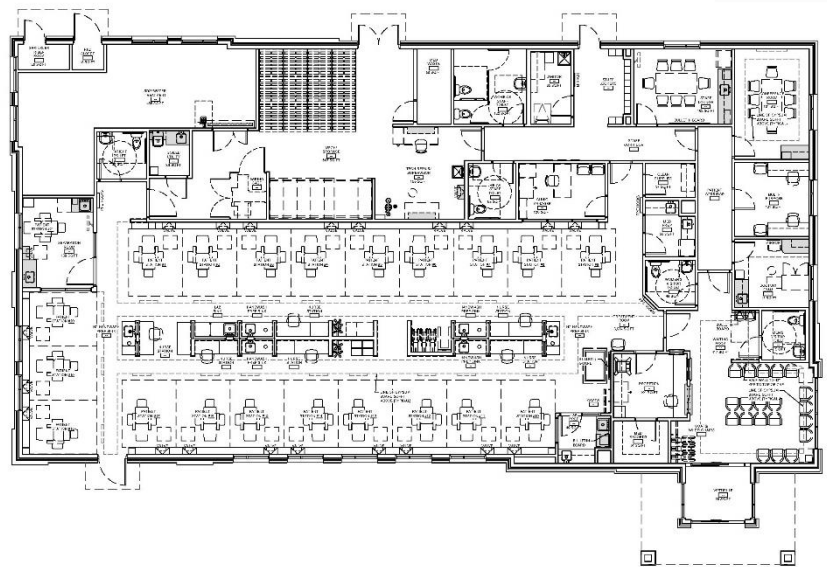
Site, Landscaping, Lighting and Architectural Plans

The proposed 7,664-sq. ft. building will contain 21 in-center dialysis patient stations and associated physician/nurse and other staff support areas, including equipment infrastructure to support the dialysis operations. The proposed development would entail demolishing the existing commercial building and associated greenhouses, with construction anticipated to start in January 2019 and continue through early summer. Construction is anticipated to take place in conjunction with the reconstruction of W. Morgan Ave.





The proposed building will be constructed with a steel frame and metal stud infill. The foundation will be cast concrete with a concrete slab on grade. Façade materials will be composed of a split face C.M.U. base, cast stone banding heads and sill, with a combination of two colors of utility sized face brick. An ACM aluminum clad canopy will cover the main entry doors and metal clad awnings will provide cover at the remaining doors. Aluminum storefront windows will support a combination of tinted glass and light frosted spandrel glazing. Mechanical equipment will be screened from view at the street by parapet walls. Decorative light sconces will provide accent lighting throughout.



The proposed development will include 31 on-site parking spaces, including four (4) ADA stalls. Code requires 77 parking stalls and the applicant would require a waiver on the required parking spaces provided. The western, southern, and eastern property lines are enclosed by a six-foot tall chain link fence, which would remain. The southern and eastern portions of the subject property which abut residentially zoned parcels would be raised with a 2-foot tall berm and landscaped with a mix of evergreens, broadleaf evergreen shrubs, and deciduous shrubs to

recommend a waiver from the Common Council, as the Code suggests through the section reference above. A photometric plan has been submitted and reviewed by staff.



Recommendation: Recommend Common Council approval of the Site, Landscaping and Architectural Plans for proposed new construction of Fresenius Kidney Dialysis Center, to be located at 5125 W. Morgan Ave., submitted by Dr. Gregory V. Warren, d/b/a MNA Greenfield, LLC. (Tax Key No. 622-0006-000), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 4 are required to be satisfied prior to the issuance of permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

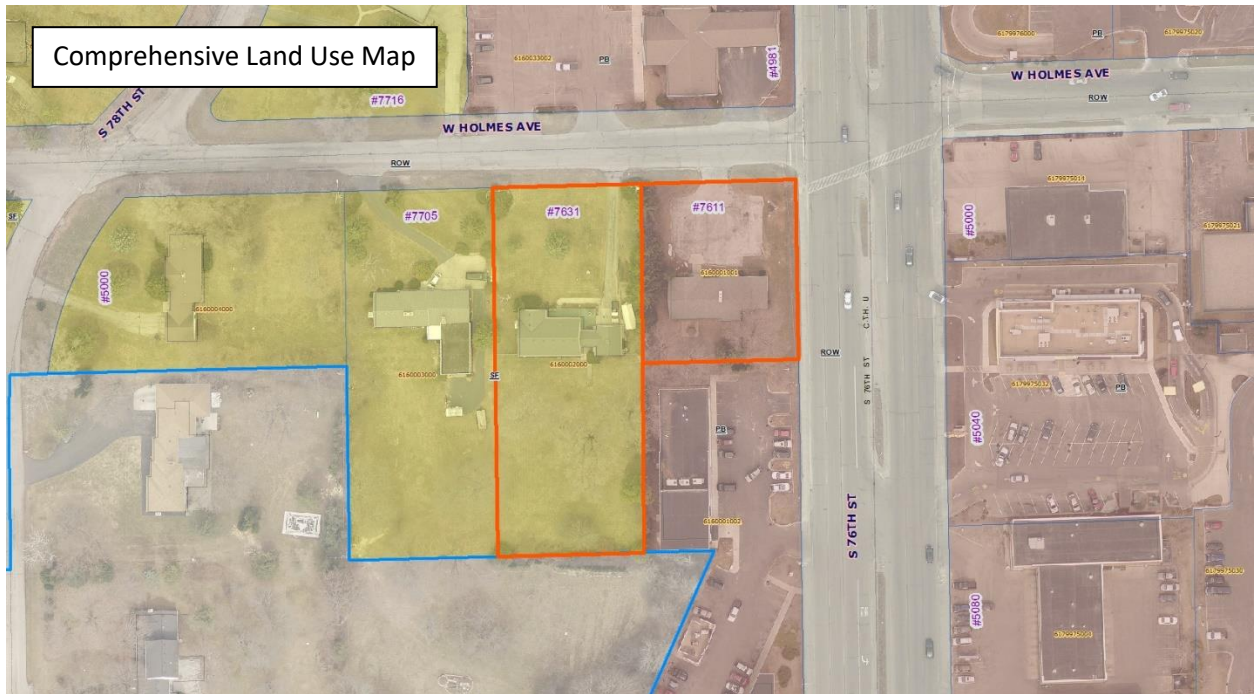
1. A revised landscaping plan, if applicable, as recommended by the City Forester.
 2. An estimated cost of landscaping and screening being submitted to the Community Development Division for approval.
 3. A letter of credit or other form of security as required under 21.06.0304 of the Municipal Code in the amount of 125% of the estimated cost of landscaping and screening.
 4. Permit application and approved plans being submitted to the Engineering Department for necessary driveway permit.
7. **Conceptual Plan for proposed new construction of a multi-tenant commercial building, to be located at 7611 and 7631 W. Holmes Ave., proposed rezoning of the property located at 7631 W. Holmes Ave., from R-2 Single-Family Residential Conservation District to C-4 Regional Business District, and proposed Land Use Map amendment to the 2008 City of Greenfield Comprehensive Plan for the property located at 7631 W. Holmes Ave. from Single Family to**

Planned Business, submitted by Michael Colombo, d/b/a JTS Architects and Andrew Goodman, d/b/a GMX Real Estate Group. (Tax Key Nos. 616-0001-001 and 616-0002-000)

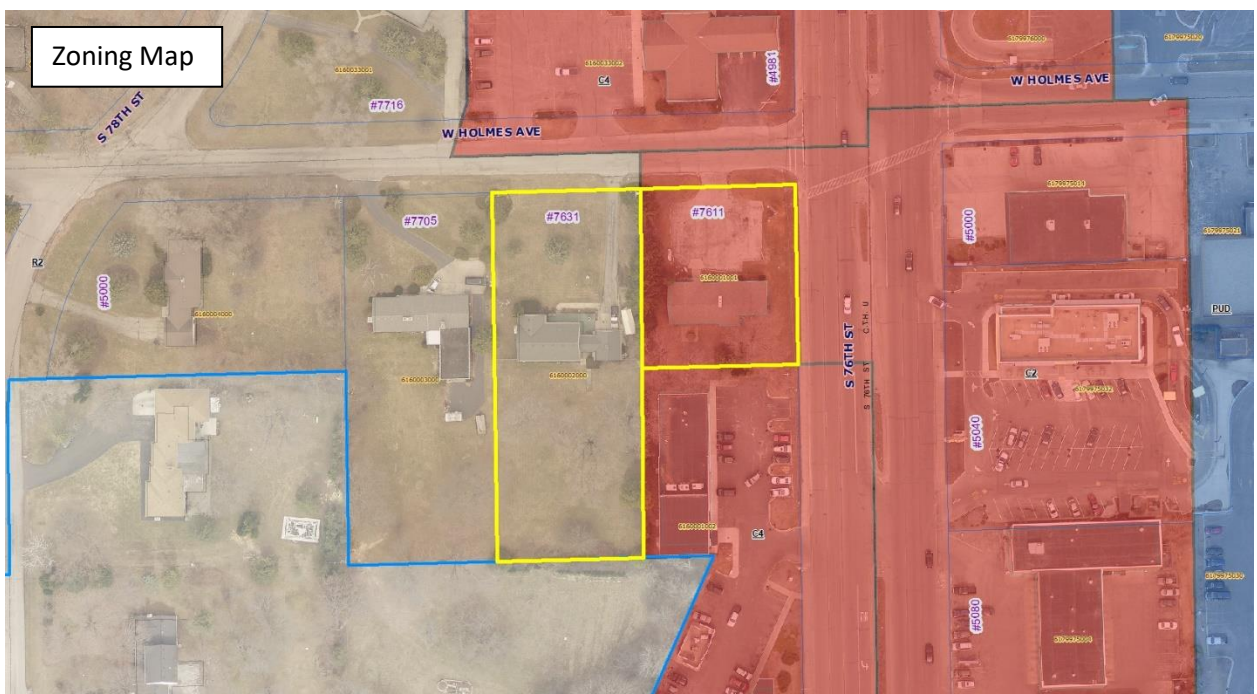
The developer, GMX Real Estate Group, LLC is proposing the acquisition and consolidation of 7611 W. Holmes Ave. and 7631 W. Holmes Ave. for a combined +/- 1.2 acre site at the southwest intersection of S. 76 St. and W. Holmes Ave. The developer is proposing a commercial project which encompasses one (1) proposed building with a drive-thru facility to accommodate between two (2) and five (5) tenants. With the successful tenant openings in the 84 South project in the trade area, the developer stated that there continues to be strong potential demand for additional restaurants and retailers who have a desire to locate within the Greenfield marketplace. GMX Real Estate Group has substantial leasing interest from a number of national and regional restaurants. The intention is to start construction in the Spring/Summer 2019 with planned tenant openings scheduled for Fall 2019 through Spring/Summer 2020.



The project development team consists of: Andrew Goodman, Kevin Mottlowitz and Paul Takacs of GMX Real Estate Group, LLC; Mike Colombo and Scott Shust of JTS Architects; Scott DiGilio and Matt Whisler of RTM Engineering; and, Tod Stanton of Design Perspectives. Collectively, the development team is based in the Chicagoland area but has been involved with in excess of 8,000,000 sf of retail projects across the country. A few of the teams' most recent Wisconsin-based projects include The Shoppes of Lake Geneva, which includes Starbucks, AT&T, MOD Pizza, Game Stop and Aspen Dental; and The Shoppes at Drexel Square in Oak Creek, which includes Potbelly Sandwich, Five Guys Burgers, MOD Pizza, Orange Leaf Frozen Yogurt and Men's Hair House.

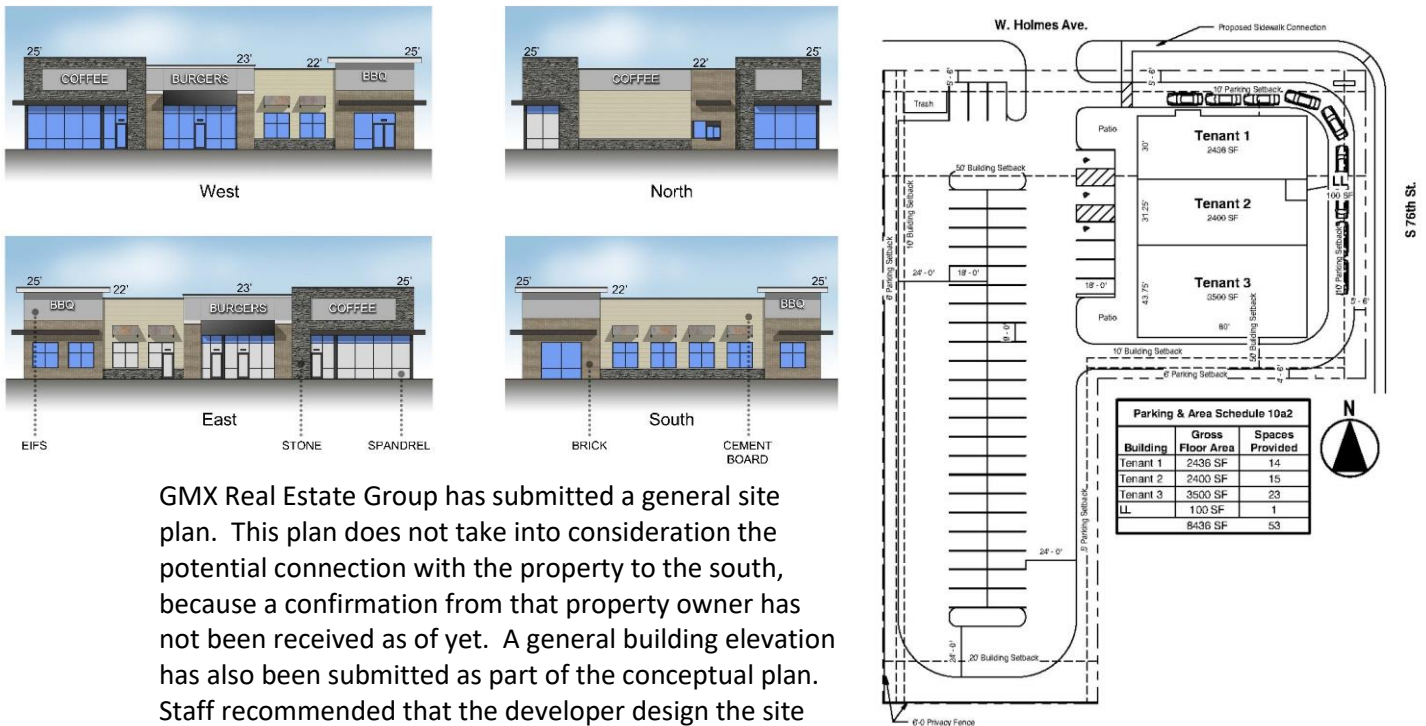


GMX Real Estate Group is seeking to rezone both development parcels to C-4 Regional Business District. The western parcel, 7631 W. Holmes Ave., is currently zoned R-2 Single-Family Residential Conservation District, and the eastern parcel is currently zoned C-2 Community Commercial District. The developer is also requesting the Plan Commission and Common Council to consider a Land Use Map Amendment to the 2008 City of Greenfield Comprehensive Plan for the western residential property. The Land Use Map identifies that parcel as remaining Single Family. The proposed amendment would change that parcel's land use to PB Planned



Business, consistent with the parcels fronting S. 76 St. The developer is also seeking zoning exemptions for parking (shortage) and setbacks. GMX Real Estate Group anticipates future tenants to require Special Use Permits (likely some sort of restaurant uses) and outdoor patio uses intended to permit commercial development, which is compatible with the desired overall community character of the area in general. A wide range of retail, restaurant and related land uses are permitted within this zoning district and this district is intended to provide the principal zoning district for commercial development.

The developer is interested in linking the development with the property to the south (Kessler's, Qdoba, Jimmy John's, etc.) through an access easement, providing one long private connection between W. Edgerton Ave. and W. Holmes Ave. The connection would exemplify a frontage road, providing easy access for all customers without them having to go onto S. 76 St., an extremely busy road. City staff promotes the connection concept and is waiting for a response from the Kessler's/Qdoba/Jimmy John's group.



GMX Real Estate Group has submitted a general site plan. This plan does not take into consideration the potential connection with the property to the south, because a confirmation from that property owner has not been received as of yet. A general building elevation has also been submitted as part of the conceptual plan. Staff recommended that the developer design the site layout with the building as close to the street frontage as possible, preserving the urban edge with a building rather than a parking lot. This results in the building encroaching within the C-4 setback requirements. Per Sec. 21.04.0304 of the Greenfield Municipal Code, "The Plan Commission will evaluate the impact of the standards for building setback/placement and parking lot layout with new construction on a site by site basis and will determine under Site, Building, and Landscape Review what the appropriate building setback/placement and parking lot layout will be within the context of total site review. That recommendation will be forwarded to the Common Council for consideration." This decision will be made with final site and architectural review at a future meeting date. The site will be short on parking, which is another exemption the developer will seek at a future meeting date; however, staff would recommend that a 300 sq. ft. landscape island be placed in the middle of

the long row of parking stalls, as is required per the Zoning Ordinance. A solid fence and heavy landscaping is also recommended along the residential property lines.

Staff would also request that if this project proceeds, a detailed truck delivery and refuse pick-up schedule and maneuvering/drop-off route be provided for review. In addition, pedestrian connections from the right-of-way and parking areas should be shown on final plans. Staff has recommended that a sidewalk be constructed in the right-of-way along W. Holmes Ave., connecting the S. 76 St. sidewalk to the proposed development.

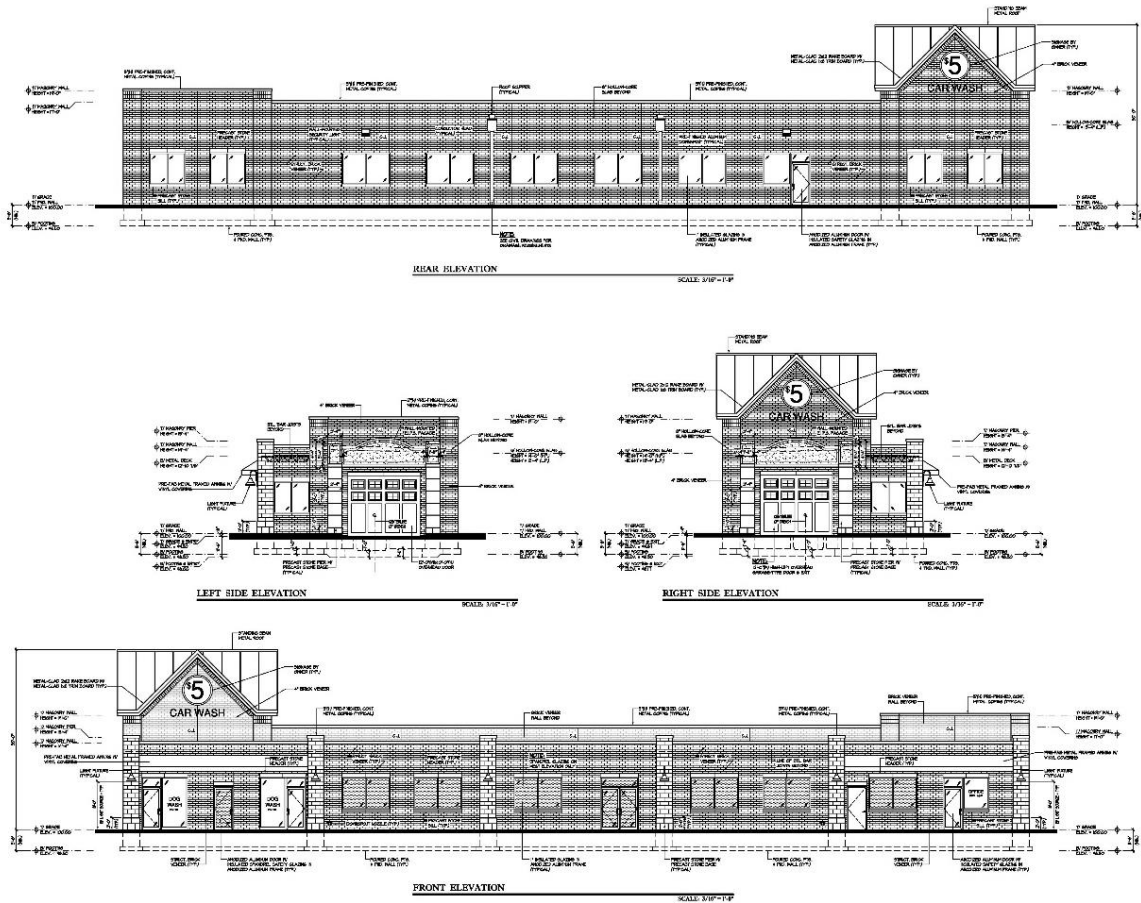
8. Conceptual Plan for proposed new construction of Tsunami Express Carwash, to be located at 55 and 5520 W. Layton Ave., submitted by Tracey Erickson, d/b/a Erickson Enterprises, LLC. (Tax Key Nos. 602-9943-003 and 602-9943-004)**

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 extant single-family residence and accessory structure at 5520 W. Layton Ave. would be demolished for this development. The properties are zoned C-2 Community Commercial District, which would allow a car wash as a Special Use.



The building will be constructed of non-combustible material with a masonry veneer. The roof will be constructed of both rubber and standing seam metal materials. Entrance to the property

will be provided from the extant Meijer driveway off W. Layton Ave. Twenty-eight (28) on-site parking spaces are proposed.



The project will have a state-of-the-art express carwash that will offer free vacuums, and will also have self-serve pet washes. This will be the 14th express carwash that Erickson Enterprises has constructed and operated in Wisconsin, Illinois, Indiana, and Kansas.

Tsunami Express Carwash will be open Monday - Saturday from 7:00 am to 9:00 pm and closed on Sundays. 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 4 minutes from the time they pay to the completion of the wash. At the completion of the wash, patrons can either exit or stay and vacuum their vehicles. Vacuums are free to anyone regardless of whether they purchase a wash.

The site provides some challenges, including steep grade changes and existing wetlands. A bridge may be required at the entrance of the property to accommodate the wetlands and the approximately 15-foot (15') grade change over the first forty feet of the driveway. An underground retention system is proposed to be located under the parking lot.

- 9A. **Special Use Review for a proposed restaurant, El Chivolin, to be located at 4171 S. 76 St., submitted by Francisco Alvarez-Espinoza, d/b/a El Chivolin Restaurant, LLC. (Tax Key No. 570-8957-000)**
- 9B. **Site Plan for a proposed restaurant, El Chivolin, to be located at 4171 S. 76 St., submitted by Francisco Alvarez-Espinoza, d/b/a El Chivolin Restaurant, LLC. (Tax Key No. 570-8957-000)**

Items 9A and 9B may be considered together.

Overview and Zoning

This property came before the Plan Commission in January 2018 for Special Use Review of a new tenant/owner. The restaurant was going to be called Ambient. The applicant at that time did purchase the property, but never opened the restaurant. Mr. Alvarez-Espinoza of El Chivolin, is leasing the property from the new owner to open a Mexican seafood restaurant. The lease terms expire October 2021. Mr. Alvarez-Espinoza has years of experience in the restaurant business, most recently cooking at Tu Casa. Proposed hours of operation are 8:00am – 12:00am (midnight), Thursday – Sundays; 10:00am – 11:00pm Mondays – Wednesdays.



Given the Plan Commission and Common Council’s approval of the former Ambient Restaurant in January, staff does not constitute the proposed El Chivolin Restaurant as a major change and recommends that the need for a public hearing be waived.

Site Plan

A site and landscaping plan was not submitted, but the site is in good condition and staff has no further recommendations.

Off-street parking required per code = 60 (20 stalls/1,000 sq. ft.)
 TOTAL off-street parking provided (based off of aerial photo) = 43

Staff did note that a wall sign was installed on the south wall without a permit and reminds the applicant that permit applications must be received for all proposed signs, including a face change to the existing monument sign.

Recommendation: Approve the Special Use Review and Site Plan for El Chivolin, a proposed restaurant, to be located at 4171 S. 76 St., submitted by Francisco Alvarez-Espinoza, d/b/a El Chivolin Restaurant, LLC. (Tax Key No. 570-8957-000)

10A. Special Use Permit for a proposed wellness and massage therapy business, Essential Yoga Wellness Center, to be located at 4406 S. 68 St., Suite 106, submitted by Susan Lancaster, d/b/a Essential Yoga, LLC. (Tax Key No. 603-0148-000)

10B. Site Plan for a proposed wellness and massage therapy business, Essential Yoga Wellness Center, to be located at 4406 S. 68 St., Suite 106, submitted by Susan Lancaster, d/b/a Essential Yoga, LLC. (Tax Key No. 603-0148-000)

Items 10A and 10B may be considered together.

Overview and Zoning

The applicant, Ms. Lancaster, is leasing approximately 920 sq. ft. for a yoga and massage therapy business at 4406 S. 68 St., Suite 106. The property is zoned C-1 Neighborhood Commercial District, which permits massage therapists as a Special Use. A public hearing can be scheduled as early as January 15, 2019.



Ms. Lancaster is the owner of Essential Yoga, LLC. Services provided include: Small Group Yoga classes (1 – 5 people), massage therapy (1 – 2 clients), and wellness classes and workshops (10 people). Business hours will be Monday – Friday, 8:00 am – 9:00 pm; and Saturday 8:00 am – 6:00 pm.

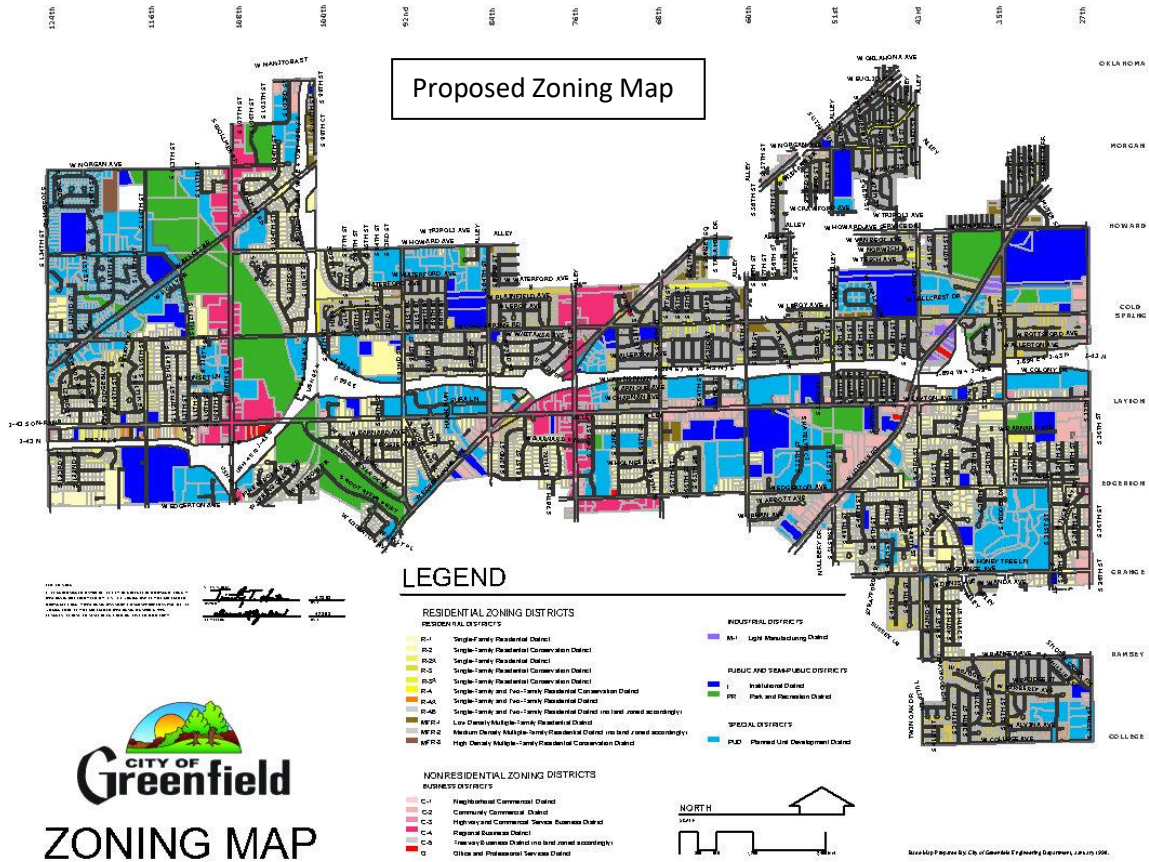
Site Plan

This property went through a recent site review by the Plan Commission and Common Council in July and August 2018 when reviewing a Special Use Permit application for a separate massage therapy tenant. At that time, the Plan Commission and Common Council recommended that a refuse enclosure be constructed around the dumpsters in the southeast corner of the property. The property owner has provided a plan showing such. As was required by the Plan Commission and Common Council, construction of the enclosure shall be completed by July 2019.

Thirty-five (35) parking spaces are required for all uses in the multi-tenant commercial building and 44 off-street stalls are provided on site.

(Items 1 through 11 are required to be satisfied prior to the issuance of a demolition permit and parking lot construction permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site and Landscaping Plans being submitted to the Community Development Division to show the following: (a) fire hydrant at SE corner of lot being adjusted/replaced (as directed by MSWW); (b) a storm inlet rather than a concrete flume being installed along the south lot line of 4969 St. 27 St.; (c) landscaping quantities and species being provided; and, (d) poured curb being installed around the transformer pad at the 4955 S. 27 St. site.
2. A grading plan being submitted and approved by the Engineering Department.
3. Completion of City Engineering Division civil plan review process.
4. A lighting/photometric plan being provided to the Community Development Division for approval.
5. Ingress/egress and access easement agreements between 4969 and 4955 S. 27 St. being submitted to the Engineering Department for review and approval.
6. A trucking/delivery plan for all deliveries to 4969 and 4955 S. 27 St. being submitted to the Community Development Division for review and approval.
7. An estimated cost of landscaping and screening being submitted to the Community Development Division for approval.
8. 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.
9. A statement being provided by the property owner that proposed site improvements to 4969 S. 27 St. shall be completed by July 2019 and that if the approved site improvements are not completed by the July 2019 deadline date, the site shall be turned to a completely seeded/grassed condition or required stormwater management measures shall be installed at 4969 S. 27 St. and said property shall be combined with 4955 S. 27 St. through a Certified Survey Map approval process.
10. A statement being provided by the property owner that site, landscaping, architectural and civil engineering plans will be submitted to the Community Development Division for Plan Commission review of new construction of a commercial building by July 2019.
11. Permit application and approved plans being submitted to the Engineering Department for necessary driveway permit along W. Holmes Ave.



Recommendation: Recommend Common Council approval of the Ordinance to Repeal and Recreate the Official Zoning Map of the City of Greenfield following a public hearing.

13. **Community Development Manager Report.**
14. **Adjournment.**