

**STAFF REPORT
GREENFIELD PLAN COMMISSION
TUESDAY, JANUARY 8, 2019
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 December 11, 2018 meeting.**
3. **Discussion regarding last Common Council meeting.**
4. **Temporary Signage Plan Appeal for the former Sears Auto building located at 5200 S. 76 St., submitted by Dan Rosenfeld, d/b/a Mid America Real Estate WI, LLC. (Tax Key No. 650-9990-039)**

Dan Rosenfeld, d/b/a Mid America Real Estate WI, LLC, is seeking a signage variance requesting a temporary sign beyond what the Sign Code allows for at the former Sears Auto building at 5200 S. 76 St. According to the Sign Code, a temporary sign/banner shall not exceed 24 sq. ft. in area and the permit for the temporary sign shall expire after 30 days, with a maximum of four (4) temporary permits allowed per year. Mid America Real Estate WI, LLC's proposal includes one (1) temporary sign with an area of 299 sq. ft., to be located on the west wall of the former Sears Auto building. The sign would remain installed until the building was leased.



Recommendation: Approve the Signage Appeal for the former Sears Auto building located at 5200 S. 76 St., submitted by Dan Rosenfeld, d/b/a Mid America Real Estate WI, LLC. (Tax Key No. 650-9990-039)

- 5A. **Special Use Review for Sai Mart/BP, a new gas station tenant to be located at 4715 S. 27 St., submitted by Kavita Sharma, d/b/a Sunil Petro, Inc. (Tax Key No. 622-9999-000)**
- 5B. **Site Plan for Sai Mart/BP, a new gas station tenant to be located at 4715 S. 27 St., submitted by Kavita Sharma, d/b/a Sunil Petro, Inc. (Tax Key No. 622-9999-000)**

Items 5A and 5B may be considered together.

Overview and Zoning

The applicant, Ms. Sharma, plans to lease the existing gas station located at 4715 S. 27 St. The property is zoned C-3 Highway and Commercial Service Business District, which permits gas stations with convenience store as a Special Use. The change in tenancy triggers a Special Use review, including, site conditions, etc.



The tenant will operate the BP gas station and convenience store in the same manner as is currently run. Hours of operation will be 24/7. Ms. Sharma will employ roughly three (3) to five (5) people. Ms. Sharma has 15 years of experience working in gas stations/convenience stores. The business name of Sai Mart would remain the same, and the business would continue to sell beer and tobacco.

Site and Landscaping Plan

A site plan was not submitted, but the site is subject to review when the Plan Commission and Common Council consider Special Use reviews. The site was reviewed in June 2018 under a different application for an ownership change. At that time, a few site improvements were suggested and have since been taken care of, specifically pavement/curbing conditions in the northwest corner, along W. Layton Ave. Temporary advertising sail flags, such as the Boost flag, have been removed, but the applicant is reminded that they are not permitted. Staff also recommends that the property owner keep an eye on garbage scattered throughout the site and make an effort to pick up garbage on a daily basis around this busy intersection. Staff recommends that this item be expedited to the January 15, 2019 Common Council meeting.

Recommendation: Recommend Common Council approval of the Special Use Review and Site Plan for Sai Mart/BP, a new gas station tenant to be located at 4715 S. 27 St., submitted by Kavita Sharma, d/b/a Sunil Petro, Inc. (Tax Key No. 622-9999-000), subject to Plan Commission comments and staff comments, to be expedited to the January 15, 2019 Common Council meeting.

- 6A. Special Use Review for a new tenant of Jazzercise, an existing business located at 4168 S. 108 St., submitted by Shoshana Perlman and David Reiner, d/b/a SSD Fitness, LLC. (Tax Key No. 567-9972-004)**
- 6B. Site Plan for a new tenant of Jazzercise, an existing business located at 4168 S. 108 St., submitted by Shoshana Perlman and David Reiner, d/b/a SSD Fitness, LLC. (Tax Key No. 567-9972-004)**

Items 6A and 6B may be considered together.

Overview and Zoning

Shoshana Perlman and David Reiner, d/b/a SSD Fitness, LLC, are new owners taking over the existing Jazzercise fitness center located at 4168 S. 108 St. The Jazzercise facility occupies 1,790 sq. ft. within the existing multi-tenant commercial building. The property zoned C4 Regional Business District, which allows a fitness center as a Special Use. The change in ownership triggers review of the Special Use permit, site conditions, etc. The new owners will operate the Jazzercise in the same manner as it is currently run. The facility is only open for scheduled classes, with general hours of operation of 5:15 am to 8:15 pm, seven (7) days per week. There are seven employees at the facility, with one instructor on-site during a scheduled class. An average of 25 classes are held throughout the week. Class sizes vary from zero to 30, with an average of 10 participants per class. This is the applicants' first time owning a business, though they have been a part of the current business as associates under another owner for the last few years.



Site, Landscaping, Lighting and Architectural Plans

The perspective business owners do not plan any exterior building alterations. The site is in good condition with grass and landscaping on the west and north of the building. Staff did observe doors on the trash enclosures on the north and south of the property left open. Additionally, trash was seen in the alley behind the building. Staff has reached out to the landlord to address the garbage that was laying around in the rear of the building.



Off-street parking required per code for Jazzercise = 9 (5 spaces per 1,000 sq. ft.)
Off-street parking required for all other uses:
104

TOTAL off-street parking provided (based off of site plan) = 85

Recommendation: Approve the Special Use Review and Site Plan for Jazzercise, an existing business located at 4168 S. 108 St., submitted by Shoshana Perlman and David Reiner, d/b/a SSD Fitness, LLC (Tax Key No. 567-9972-004), subject to Plan Commission comments and staff comments, to be expedited to the January 15, 2019 Common Council meeting.

7. Conceptual Plan for proposed new construction of Dunkin' Donuts Restaurant, to be located at 7517 and 7535 W. Cold Spring Rd., submitted by Ravi Pandya, d/b/a Shree Saras 2, LLC and Ron Vari, d/b/a Vari Architects, Ltd. (Tax Key Nos. 604-9992-000 and 604-9990-000)

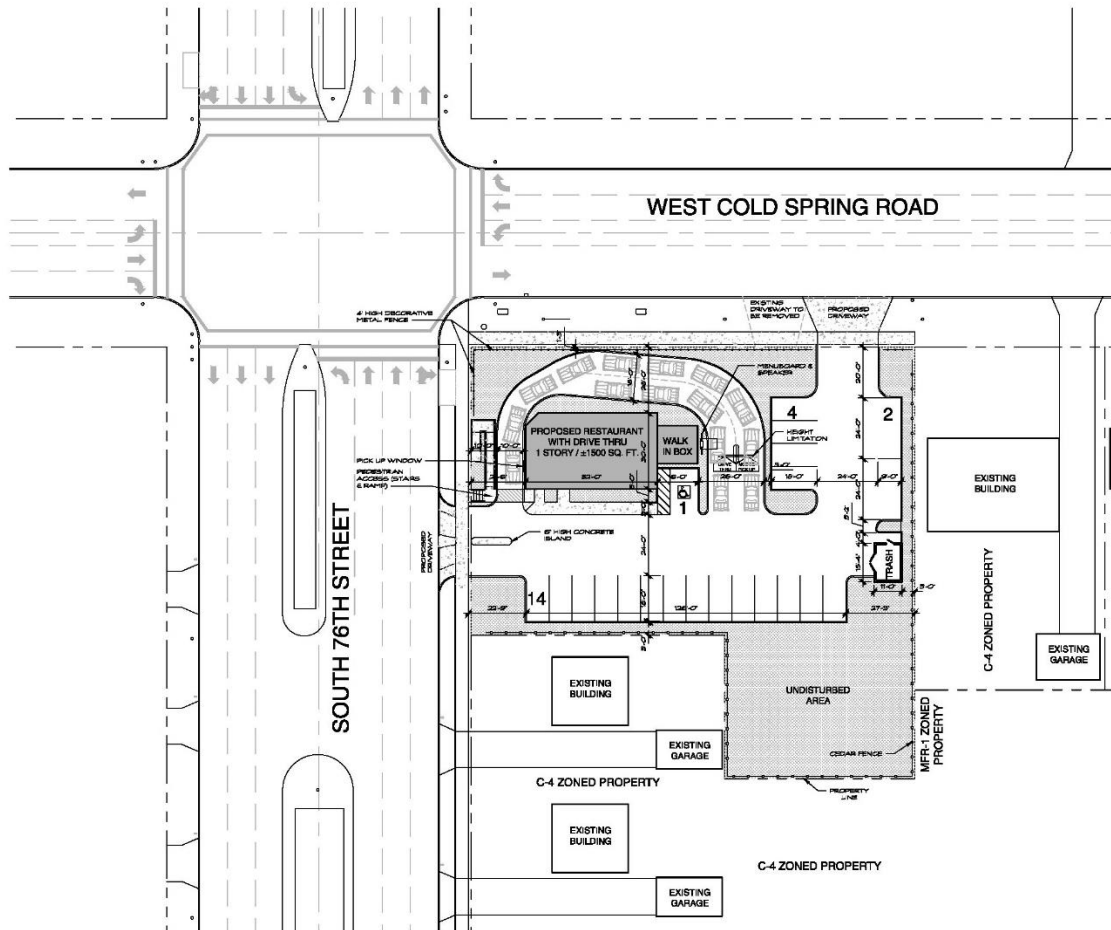
The developer, Shree Saras 2, LLC, proposes to redevelop two (2) lots on the southeast corner of S. 76 St. and W. Cold Spring Rd. with a new limited service restaurant with a drive-thru lane. The corner lot was formerly occupied by a single-family home which has since been demolished, and the lot is now vacant, covered with grass. The second lot is adjacent and immediately to the east and is currently occupied by a business. Both lots are zoned C-4 (Regional Business District). Apart from one abutting lot which is zoned as MFR-1 (Low Density Multi Family Residential), the rest of the block is also zoned C-4. A privacy fence will be installed along the interior property lines to provide screening from adjacent properties, and a landscaped buffer zone will be provided at the boundary with the MFR-1 district.



As part of the development, the proposal includes the removal of the existing driveways (one on each street frontage) and installation of one right-in/right-out driveway on S. 76 St. and one driveway on W. Cold Spring Rd. Since S. 76 St. is a County road with a bus stop, the developers have reached out to the responsible agencies with the proposal. Preliminary coordination with Milwaukee County Transit System and Milwaukee County Department of Transportation has resulted in favorable opinions about the proposed work.

Water, natural gas, electrical and storm and sanitary sewer services are available. It is likely that new connections will have to be made to those services but there appears to be sufficient capacity to serve the proposed building.

The developer proposes to demolish the existing (eastern) building and build a new, single tenant restaurant with an exterior walk in cooler and freezer box and a drive-thru lane. The proposed use is allowed in its current zoning district as a Special Use – Limited Service Restaurant. The building will be located close to the sidewalk, to maintain the urban edge of the neighborhood.



The development will be seeking an approval from the departure of the zoning ordinance for the minimum building setbacks, and the number of provided off-street parking spaces. Staff believes that the departure from building setback requirements will be consistent with the intent of the ordinances and will fit well with the neighboring commercial uses. Based on similar stores with a drive-thru facility, the developer, who has built several of the same uses, believes that the amount of parking spaces provided will be adequate for this use. Approximately 50% of patrons choose to use the drive-thru lane, thereby reducing the need for off-street parking and reducing time that customers spend on the property. The Municipal Code requires 20 off-street parking spaces/1,000 sq. ft. + 7 stacking spaces for the drive-thru, which amounts to 30 off-

street spaces for a 1,500 sq. ft. limited service restaurant. The proposed site plan provides 21 off-street parking spaces.



The picture above shows a typical architectural style for the proposed limited service restaurant. Staff would recommend that high quality masonry products be added to the material list and EIFS be limited as an accent material.

The restaurant will be serviced by a daily baked goods early morning delivery from an off-site baking location. In addition, a weekly or twice-weekly delivery of refrigerated and dry goods will occur. The deliveries take about 30 minutes and are scheduled so that they do not interfere with the peak service time. Adequate maneuvering space will be provided to allow for deliveries to take place wholly within the property. Refuse pick-up will be scheduled so that there is no garbage overflow and premises are kept in sanitary conditions.

Staff has worked with the developer on some site alterations, including the right-in/right-out pork chop that would be constructed at the S. 76 St. driveway, and a continuation of a raised concrete curb/island that would prohibit vehicles that are existing the drive-thru, to exit the site

and try to head southbound on S. 76 St. Existing vehicles would be forced to turn right, or northbound onto S. 76 St., or would be forced to exit onto W. Cold Spring Rd.

- 8A. Special Use Review for new ownership of the existing gas station and convenience store, to be Loomis Amoco, located at 5030 W. Loomis Rd., submitted by Dinar Singh, d/b/a BNR, Inc. (Tax Key No. 647-9976-001)**

- 8B. Site Plan for new ownership of the existing gas station and convenience store, to be Loomis Amoco, located at 5030 W. Loomis Rd., submitted by Dinar Singh, d/b/a BNR, Inc. (Tax Key No. 647-9976-001)**

Items 8A and 8B may be considered together.

Overview and Zoning

Mr. Singh is purchasing the existing gas station and convenience store located at 5030 W. Loomis Rd. The property is zoned C-3 Highway and Commercial Service Business District, which permits gas stations with convenience store as a Special Use. The change in ownership triggers review of the Special Use permit, site conditions, etc. The new owner will operate the gas station and convenience store in the same manner as is currently run but the Mobile name will change to Amoco. Hours of operation will be 5 am to 10 pm seven (7) days/week. Mr. Singh will employ roughly two (2) employees. Mr. Singh has 20 years of experience in the gas station business.

Site and Landscaping Plan

A site and landscaping plan was not submitted, but the site is subject to review when the Plan Commission and Common Council consider Special Use reviews. The site appears to be in relatively good condition. The poured concrete curb and asphalt parking lot do not show significant deterioration and the convenience store, canopy, and car wash are all in good condition. However, the trash enclosure is showing some spalling on some of the decorative concrete block. Pole light fixtures are angled up and staff recommends the lighting be adjusted to be parallel with the ground. Staff recommends that this item be expedited to the January 15, 2019 Common Council meeting.





Recommendation: Approve the Special Use Review and Site Plan for Loomis Amoco, a new gas station tenant to be located at 5030 W. Loomis Rd., submitted by Dinar Singh, d/b/a BNR, Inc. (Tax Key No. 647-9976-001), subject to Plan Commission comments, staff comments, and the following conditions, to be expedited to the January 15, 2019 Common Council meeting:

(Items 1 and 2 are required to be satisfied prior to the issuance of an occupancy permit associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. A letter from the applicant stating that all light head fixtures will be angled down to be at a parallel angle with the ground.
2. A letter from the applicant stating that all deteriorating refuse enclosure CMU blocks will be replaced within one (1) year of occupancy and that refuse enclosure doors will remain closed at all times.

9A. Special Use Review for Regional Finance Corporation of Wisconsin, a consumer lending business to be located within the existing multi-tenant commercial building at 7448 W. Holmes Ave., submitted by John Schachtel d/b/a Regional Finance Corporation of Wisconsin. (Tax Key No. 617-9975-020)

9B. Site Plan for Regional Finance Corporation of Wisconsin, a consumer lending business to be located within the existing multi-tenant commercial building at 7448 W. Holmes Ave., submitted by John Schachtel d/b/a Regional Finance Corporation of Wisconsin. (Tax Key No. 617-9975-020)

Items 9A and 9B may be considered together.

Overview and Zoning

Regional Finance Corporation of Wisconsin (“Regional”) is proposing to lease approximately 1,050 sq. ft. of tenant space within the multi-tenant commercial building at 7448 W. Holmes Ave. under a seven-year lease. The lending business falls under NAICS code 522291, “Consumer Lending,” or business establishments that primarily engage in making unsecured cash loans to

consumers. The property is zoned PUD, which permits consumer lending businesses as a Special Use. A public hearing will need to be held, which could be scheduled as early as February 20, 2019.



Loans or services that are provided include: personal installment loans; convenience check loans; retail installment sales contracts; credit life insurance; credit accident and health insurance; involuntary unemployment insurance; personal property insurance; vehicle single interest insurance; and, auto club.

Branches are generally staffed with two (2) to six (6) employees. The branch manager oversees operations of the branch and is responsible for approving loan applications. Each branch has one (1) or two (2) assistant managers who contact delinquent customers, review loan applications, and prepare operational reports. Generally, each branch also has a customer service representative who takes loan applications, processes loan applications, processes payments, and assists in the preparation of operational reports, collection efforts, and marketing activities.

Regional is normally open Monday through Friday from 9:00AM to 6:00PM. However, they do occasionally open for business on Saturdays from 8:00AM-2:00PM during certain promotional periods throughout the year. On average, existing customers visit branches once a month to make payments.

Site Plan

A site and landscaping plan was not submitted, but the site appears to be in good condition. A dumpster container is being kept outside of the existing enclosure. All refuse containers must be kept inside enclosures, and the enclosure doors must remain closed.



Off-street parking required per code (for all uses—shopping centers) (5 stalls/1,000 sq. ft.),
13,388 sq. ft. total = 67

TOTAL off-street parking provided (based off of aerial photo) = 62

The parking shortage may be waived by the Common Council.

Recommendation: Approve the Special Use Permit and Site Plan for Regional Finance Corporation of Wisconsin, a consumer lending business to be located within the existing multi-tenant commercial building at 7448 W. Holmes Ave., submitted by John Schachtel d/b/a Regional Finance Corporation of Wisconsin (Tax Key No. 617-9975-020), subject to Plan Commission comments and staff comments, and a public hearing held by the Common Council.

10. Community Development Manager Report.

11. Adjournment.