

**STAFF REPORT  
GREENFIELD PLAN COMMISSION  
TUESDAY, FEBRUARY 12, 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 January 8, 2019 meeting.
3. Discussion regarding last Common Council meeting.
4. Signage Plan Appeal for Advance Dental Treatment Center, an existing business located at 10707 W. Beloit Rd., submitted by Paul Butler, d/b/a Image 360 New Berlin, and Dr. Bill Carini, d/b/a Advance Dental Treatment Center. (Tax Key No. 562-9945-005)

Paul Butler, d/b/a Image 360 New Berlin, is seeking a signage variance requesting a monument sign taller than what the Sign Code allows for Advance Dental Treatment Center building at 10707 W. Beloit Rd. According to the Sign Code, a monument sign shall not exceed 10 feet in height.

Advance Dental currently has one monument sign with a size of 28 sq. ft. and a height of 7' 2". Advance Dental Treatment Center proposes to replace the existing monument sign with one (1) monument sign with an area of 72.9 sq. ft. and an overall height of 16' from grade. The monument sign base will be constructed of brick, with the supports faced with aluminum. The sign will contain an electronic message center that is 85" x 36". The top of the sign will consist of a 13" tall x 130" wide channel letter-type LED lighted toothbrush.



*Existing monument sign*

*Proposed monument sign*

Staff has concerns regarding the overall height of the monument sign being six (6) feet taller than is allowed by code. The proposed sign would be out of scale with surrounding monument signs and would be over twice as tall as the existing monument sign. To accommodate a reduction in height, staff suggests the space between the base of the monument sign and the electronic message center be removed and the telephone number incorporated into the main sign face. Staff suggests the height of the monument sign be limited to ten feet (10') from grade with an allowance of 13" for the proposed lighted toothbrush, bringing the overall height of the sign to 11' 1" from grade.

**Recommendation:** Approve the Signage Plan Appeal for Advance Dental Treatment Center, an existing business located at 10707 W. Beloit Rd., submitted by Paul Butler, d/b/a Image 360 New Berlin, and Dr. Bill Carini, d/b/a Advance Dental Treatment Center for a monument sign limited in height to 11' 1". (Tax Key No. 562-9945-005)

- 5A. Special Use Permit for the proposed new construction of Dunkin' Donuts Restaurant, to be located at 7575 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)**
- 5B. Certified Survey Map to combine two existing parcels 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)**
- 5C. Site, Landscaping and Architectural Plans for the proposed new construction of Dunkin' Donuts Restaurant, to be located at 7575 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)**
- 5D. Signage Plan Appeal for the proposed new construction of Dunkin' Donuts Restaurant, to be located at 7575 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)**

Items 5A, 5B, 5C, and 5D may be considered together.

### **Overview and Zoning**

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, which will be demolished. Both lots are zoned C-4 Regional Business District, which permits Limited Service Restaurants as a Special Use. A public hearing could be scheduled as early as March 19, 2019. 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.

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. Proposed hours of operation are 5am – 9pm, seven (7) days/week. The restaurant is estimated to employ a total of 15 people.



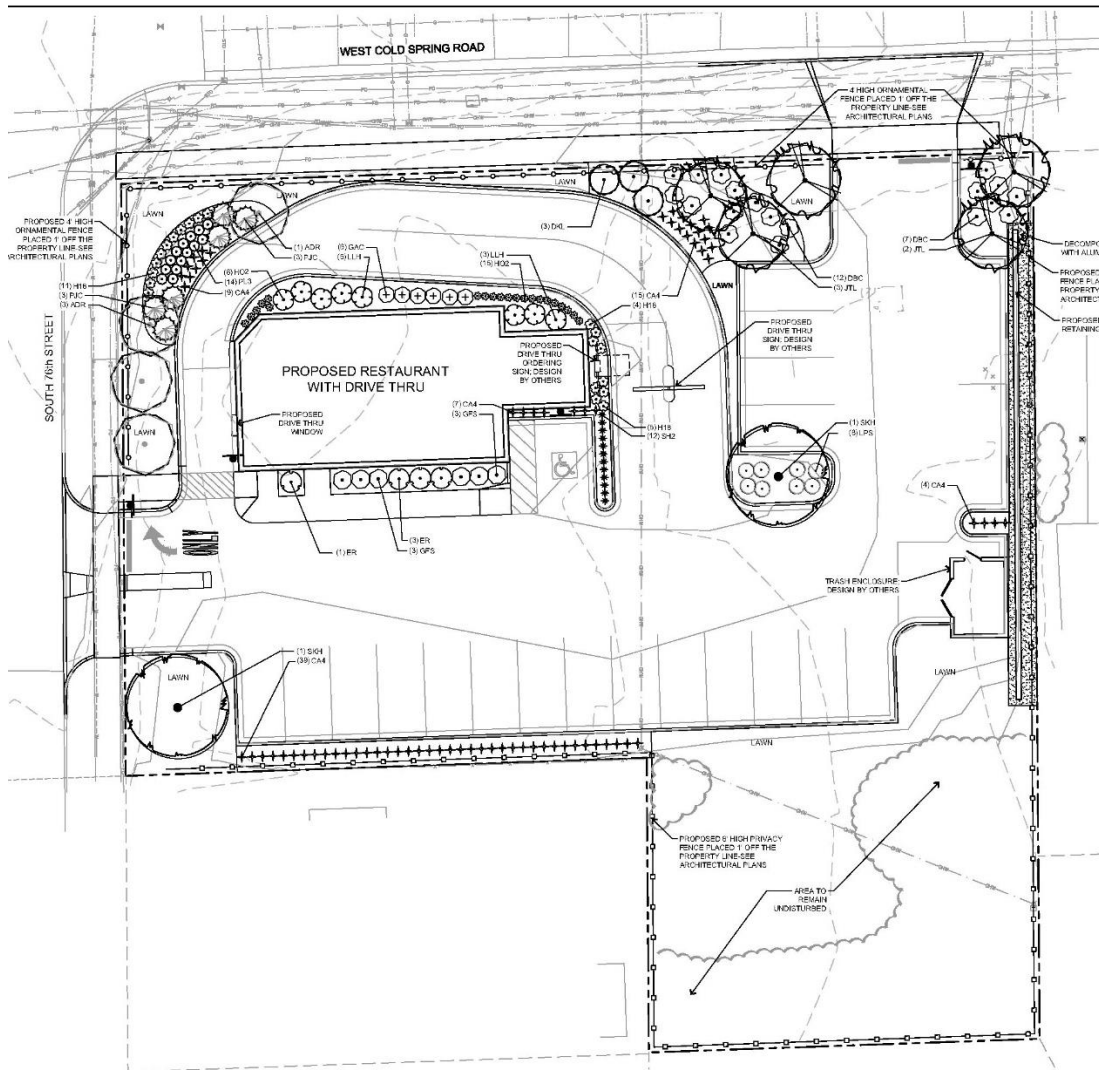
**Certified Survey Map**

The proposal includes the combination of two (2) parcels to make one 0.5529-acre parcel. The Engineering Department will provide any minor comments/suggested edits to the applicant.

**Site, Landscaping and Architectural Plans**

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.

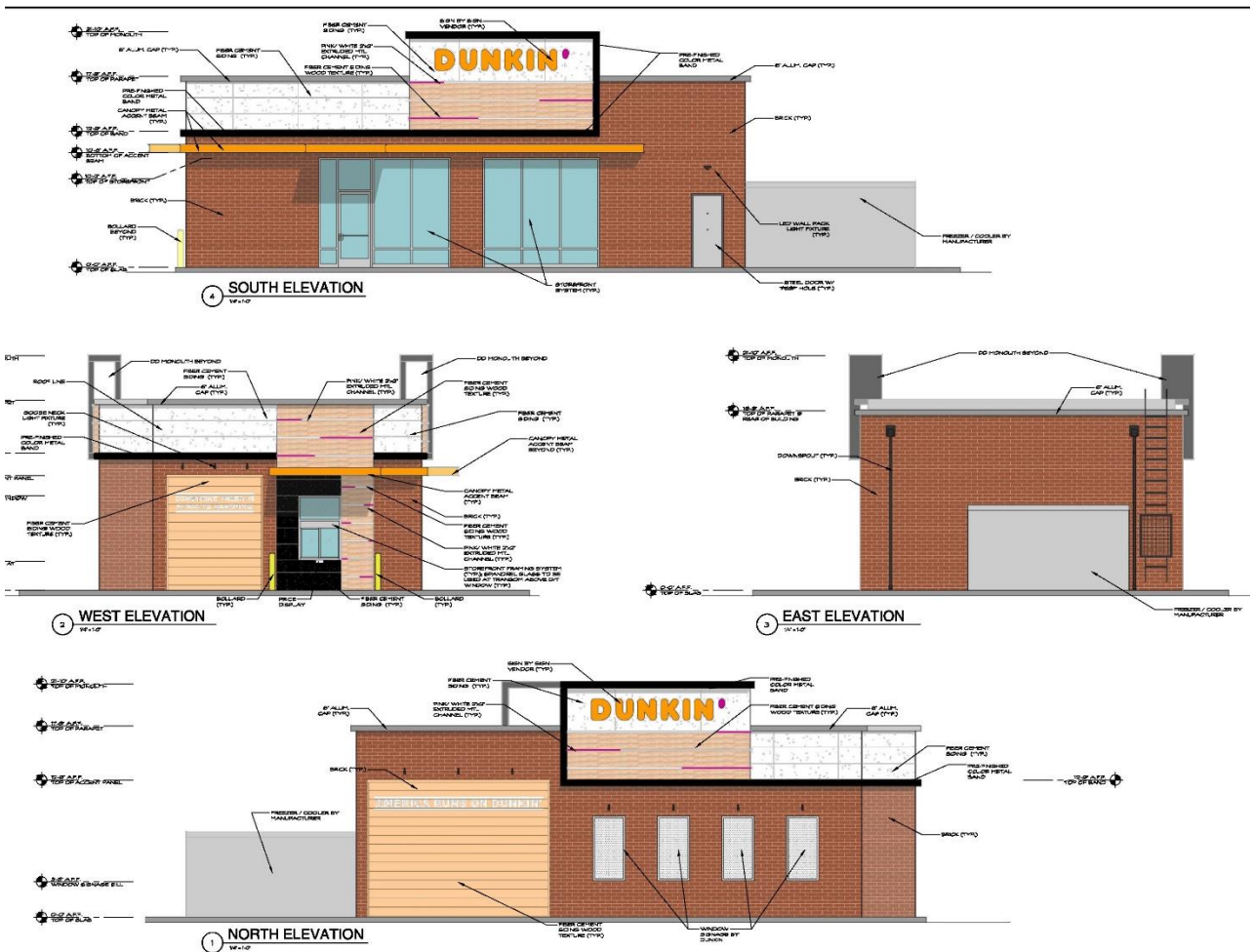
The development is seeking an approval from the departure of the zoning ordinance for the minimum building setbacks, and the number of provided off-street parking spaces. Staff believes that the departure from building setback requirements will be consistent with the intent of the ordinances and will 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 and stacking for 14 vehicles in the double-lane drive-thru. The Common Council may waive the 9-stall parking shortage.



Staff has worked with the developer on some site alterations, including the S. 76 St. right-in/right-out curb cut, 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.

The site perimeter will include a 6-ft. high cedar fence along the south and east property lines, and a 4-ft. high decorative aluminum fence along W. Cold Spring Rd. and along S. 76 St., north of the driveway. The 4-ft. decorative fence is intended to keep pedestrians from entering and crossing the drive-thru on the north side of the site. A retaining wall will be constructed along the east property line. The engineer is working on the wall specs, but its highest point will be approximately 24" in height and will taper down towards the north and south sides of the wall.

A four-sided brick refuse enclosure will be constructed at the southeast corner of the parking lot. The enclosure will include cedar wood doors and a personnel door for employees to use.



The one-story Dunkin' Donuts building will be constructed mostly with an earth tone brick. The top portion above the cornice, will be constructed of two different-looking fiber cement siding materials. The cornice, dividing the brick from the fiber cement materials, will be constructed of a pre-finished black colored metal band. A yellow-colored metal canopy accent beam will be included on the south and west elevations. The proposal includes a section of wood texture fiber cement siding on the west and north elevations. These blank rectangular-shaped features seem out-of-place and staff recommend that they be removed from the architectural proposal. The north elevation also includes four (4) display windows for signage. These are true windows with walls behind them that open from the outside (casement style) for graphics to be inserted in to. These casement style window fixtures may be considered part of the architecture of the building and not signage. The south, west and north elevations include pink and white 2" x 2" extruded metal channel pieces as a decorative accent. The metal channel pieces will be located on the vertical fiber cement surrounding the drive-thru window and around the two (2) wall signs on the north and south elevations. The south building elevation includes five (5) large storefront windows and the main building entrance door. The east elevation includes a freezer/cooler. Staff recommends a revised landscaping plan that includes taller plant materials will help conceal the metal cooler.

The City Forester's recommended landscaping changes will be shared with the applicant. The site includes wood mulch for ground material in all the planting areas.

### **Lighting Plan**

A photometric lighting plan has been submitted for staff review, showing that light splay will be minimal at the property lines. Staff requests a notation that a shield will be placed on the light fixture closest to the abutting residential property line. Six (6) single-head 20-ft. tall LED light poles will be provided on site.



### **Signage Plan Appeal**

The applicant is proposing two (2) 25 sq. ft. wall signs, one on the south elevation and one on the north elevation, each stating the word "Dunkin'." In addition, two (2) smaller signs are proposed: "America Runs on Dunkin'" (12.67 sq. ft. on the north elevation) and "Something Fresh is Always Brewing" (13.25 sq. ft. on the west elevation) are proposed. These smaller signs are shown on the wood textured fiber cement sections of the building that staff is recommending be removed from the proposal, however staff feels that the signs are proportional and would fit within the design of the building.

A 6-ft. tall monument sign is proposed to be located to the west of the W. Cold Spring Rd. driveway. The monument sign location could be an obstruction to vehicles as they are leaving the Dunkin' Donuts site, as they will need to look left for oncoming traffic. Staff recommends that the monument sign be located at least five (5) feet off of the property line.

The Sign Code allows for one (1) wall sign and one (1) freestanding sign. Staff recommends that a waiver be granted for the four (4) proposed wall signs.

**Recommendation:** Recommend Common Council approval of the Special Use Permit, Site, Landscaping and Architectural Plans, and Signage Plan Appeal for the proposed new construction of Dunkin' Donuts Restaurant, to be located at 7575 W. Cold Spring Rd., and approval of the Certified Survey Map to combine two existing parcels 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), subject to Plan Commission and staff comments, and the following conditions:

(Items 1 through 9 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. Revised Site, Landscaping and Architectural Plans being submitted to the Community Development Division to show the following: (a) refuse enclosure elevations; (b) all fence type cross-sections; (c) retaining wall cross-sections; (d) alternate grease trap location away from the drive-thru lane; (e) modified landscaping plan that considers the

steel door location on the south side of the building, that includes taller plant materials to conceal the freezer/cooler, and any other modifications at the recommendation of the City Forester; and, (f) building light fixture 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.
  4. A revised Certified Survey Map being submitted to the Engineering Division showing modifications for any comments the Engineering Division may have.
  5. Permit application and approved plans being submitted to Milwaukee County and the City of Greenfield Engineering Department for necessary driveway permits.
  6. Permit application approvals from WDNR/MMSD for sanitary permits and WDNR/Milwaukee Water Works for water permits.
  7. A grading plan being submitted to the Engineering Division for review and approval.
  8. Common Council approval of the Special Use Permit, Site, Landscaping and Architectural Plans, Signage Appeal Plans and the Certified Survey Map, following a public hearing.
  9. A revised signage plan being submitted to the Community Development Division showing a brick base on the monument sign.
- 6A. Special Use Review for new tenancy of the existing Clark gas station and convenience store located at 4621 W. Forest Home Ave., submitted by Saif Mian, d/b/a S&Z Oil Mart, Inc. (Tax Key No. 531-1117-001)**
- 6B. Site Plan for new tenancy of the existing Clark gas station and convenience store located at 4621 W. Forest Home Ave., submitted by Saif Mian, d/b/a S&Z Oil Mart, Inc. (Tax Key No. 531-1117-001)**

Items 6A and 6B may be considered together.

### **Overview and Zoning**

The applicant, Mr. Mian, plans to lease the existing Clark gas station located at 4621 W. Forest Home Ave. The property is zoned C-2 Community Commercial 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 Clark, or S&Z Oil Mart gas station and convenience store in the same manner as is currently run. The business has been family owned and operated since 1982. Mr. Mian will continue the family-run business with a one-year lease for the first year and then a month to month lease after. The business will employ approximately 3-5 people. The hours of operation will be Monday-Saturday 5am-12am and Sundays 6am-10pm. Mr. Mian has been in the gas station business for over eight (8) years.



### **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. Staff reached out to the applicant regarding two (2) concerns of the site condition. A portion of the board-on-board fence along the west property line is in poor condition and is leaning over. Staff recommends that the fence either be replaced or repaired by June 2019. While visiting the site staff noticed a substantial amount of outdoor storage of salt bags, firewood, etc. Per the Zoning Code, outdoor storage and display of merchandise is not permitted, except propane tanks or other flammable materials. Staff recommends that all non-permitted outdoor display items be removed prior to a certificate of occupancy being issued. Staff recommends that this item be expedited to the February 20, 2019 Common Council meeting.

**Recommendation:** Approve the Special Use Review and Site Plan for tenancy of the existing Clark gas station and convenience store located at 4621 W. Forest Home Ave., submitted by Saif Mian, d/b/a S&Z Oil Mart, Inc. (Tax Key No. 531-1117-001), subject to Plan Commission comments and staff comments, to be expedited to the February 20, 2019 Common Council meeting, and subject to the following conditions:

1. A letter being submitted to the Community Development Division from the applicant, stating that the west property line board-on-board fencing will be repaired or replaced by June 2019.
2. A letter being submitted to the Community Development Division from the applicant, stating that all outdoor sales and display items, except propane tanks or other flammable materials, will be immediately removed.

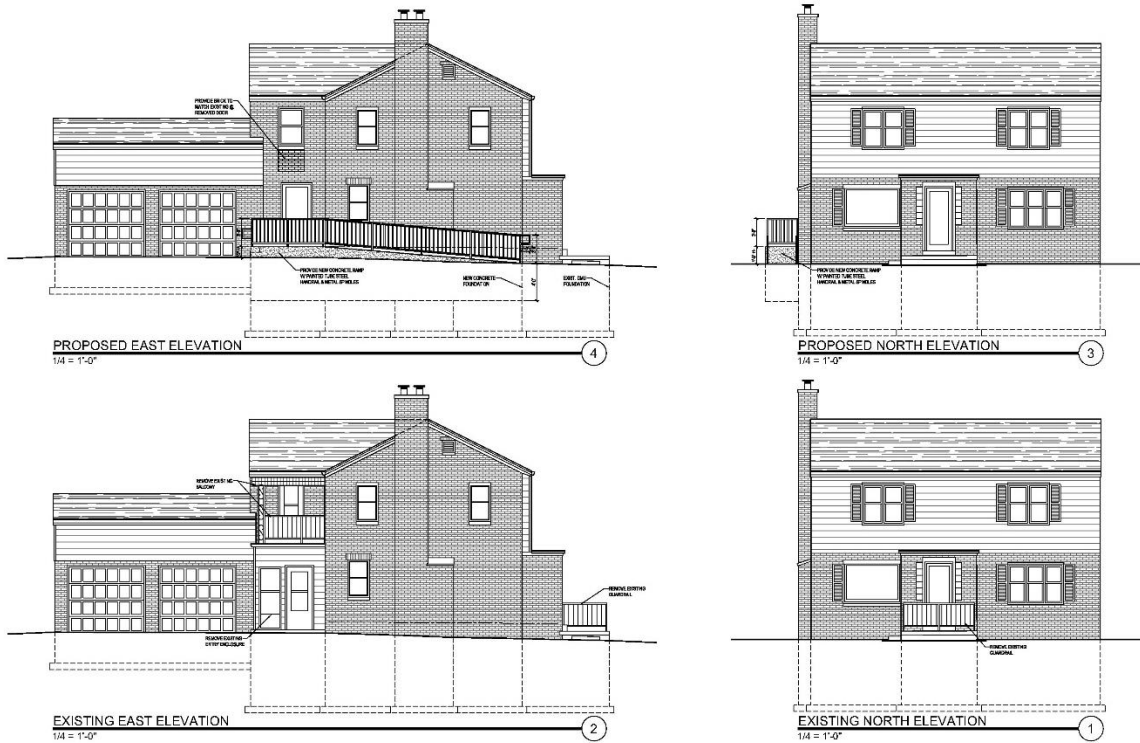
7. **Site, Landscaping and Architectural Plans for conversion of an existing single-family home to a commercial use located at 5041 W. Forest Home Ave., submitted by Scot Schmidt, d/b/a Home Path Financial, L.P. (Tax Key No. 531-0201-300)**

**Overview and Zoning**

The property located at 5041 W. Forest Home Ave. has been used as a single-family home since its existence. Home Path Financial, L.P. (“Home Path”) purchased the home out of foreclosure from the U.S. Department of Housing and Urban Development (HUD) in 2016. Home Path is proposing to convert the 1,425 sq. ft. single-family home to a commercial use. The home is located on a stretch of property zoned C-2 Community Commercial District. The Comprehensive Plan identifies this stretch of properties as Neighborhood Business/Office (NBO). The proposed conversion from residential to commercial meets the planned future use of the parcel.



Home Path is targeting future tenants such as a chiropractor, real estate office, accountant, architect, engineer, attorney, etc. These types of uses are permitted uses. If a user requires a Special Use Permit, that tenant would need to come before the Plan Commission and Common



Council for approval and a public hearing would be required. An occupancy permit is required, whether a permitted use or special use.

**Site, Landscaping and Architectural Plans**

Home Path is proposing to make a few exterior building alterations, which include the removal of the existing rear entry enclosure and 2<sup>nd</sup> floor balcony above it; the addition of an ADA-accessible ramp to the rear entry; and, removal of the existing guardrail at the front entry. The second floor balcony gap will be filled with brick to match the existing brick façade. The handicap ramp will include steel railings. Staff recommends a notation on revised plans to include the paint color, which is recommended to be black.

Off-street parking required per code for general office use = 5 (3.3 spaces per 1,000 sq. ft.)

TOTAL off-street parking provided = 5, including 1 ADA stall

Street parking is not available immediately in front of the building due to a bus stop, but would be available west of the parcel.

Home Path is proposing the following parking configuration: one (1) new ADA stall in the front of the property, which would result in a loss of open space; two (2) parking spaces within the existing garage; two (2) parking spaces in the rear paved surface. The parking configuration will be challenging, working with the existing layout for a single-family home. With the addition of the ADA ramp along the east side of the building, the drive aisle will be reduced to 11' 3", which doesn't meet the City's code requirement of 12' for one-way traffic and 24' for two-way traffic.

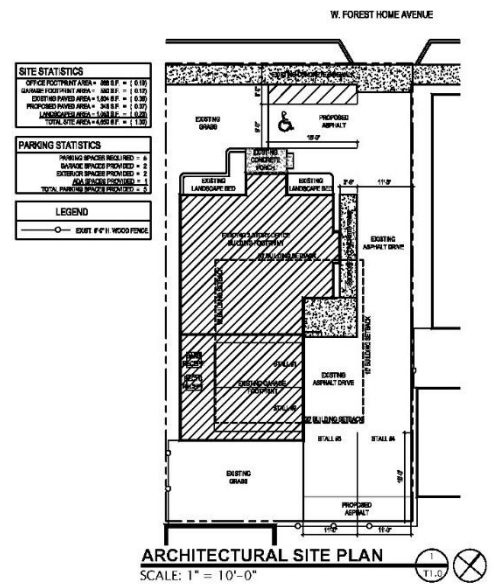
The proposed parking locations would not meet front yard and rear yard setback requirements and would require Zoning Board of Appeals approval.

The applicant is proposing to keep the garbage containers in the garage, which would be rolled out for commercial refuse pick-up.

The Plan Commission may approach this proposal three (3) different ways:

1. Recommend approval to the Common Council, subject to approval from the Zoning Board of Appeals for the parking setbacks, or possibly the Board of Appeals would not approve setbacks but would rather approve an off-street parking shortage.
2. Hold the item and wait for Zoning Board of Appeals decision.
3. Recommend denial to the Common Council and Zoning Board of Appeals.

**Recommendation:** To be determined at the Plan Commission meeting.



8. **Architectural and Site Plans and Signage Plan Appeal for proposed modifications to Walmart, an existing business located at 10600 W. Layton Ave., submitted by Jennifer Cobbs, d/b/a Cyntergy. (Tax Key No. 608-9995-010)**



**Architectural Plans**

Walmart is proposing to re-paint portions of the building exterior as well as update wall signage and make parking identification changes in an effort to “update” the building to meet Walmart’s current branding package. The current branding standard includes gray tone field color paints with blue and orange accent paints. Blue is Walmart’s brand color and the orange identifies Walmart’s Online Grocer Pickup (OGP) initiative. The exterior work is intended to be completed as part of a mostly cosmetic interior remodel of the store.

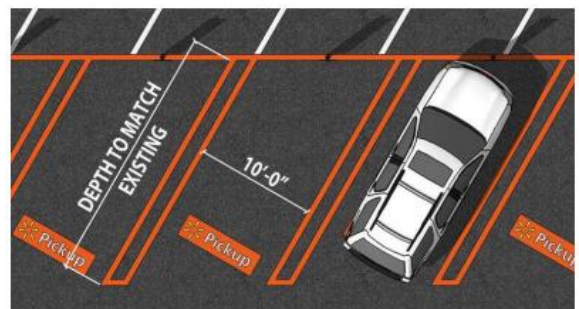
The proposal includes painting the current earth-tone brown EIFS upper middle section of the front façade with a gray paint and replacing the current earth-tone brown film panels with gray and blue panels behind the Walmart sign. In addition, Walmart is proposing to paint a portion of the northwest corner of the building, which is currently an earth-tone tan color, with orange paint, identifying “Pickup” as a new amenity to the store.



FRONT ELEVATION

**Site Plans**

Walmart is also proposing to alter the site plan with 10 parking spaces being designated to OGP only. These 10 spaces would be located in the 4<sup>th</sup>-most southern parking aisle on the site. Each stall would be identified with orange paint striping, orange “pickup” text would be painted on the pavement, and a pickup sign would be located at the front of each stall. Orange directional pavement arrows would also be painted in the drive aisle.





PROPOSED 10 DESIGNATED PARKING STALLS 02-12-19

EXAMPLE (FROM ANOTHER LOCATION) OF EXISTING 45 DEGREE OGP DESIGNATED PARKING STALLS



**Signage Plans**

Walmart is proposing to alter all the wall signage on the building, including the addition of a new “Pickup” sign at the northwest corner of the building and new verbiage for divisions of the store (i.e. “Market” is changing to “Grocery”). The overall signage area will be reduced from 729 sq. ft. to 696 sq. ft. plus 40 sq. ft. of tenant signage. The signage proposal is summarized below.

SIGNAGE DISCLOSURES													
PER 2013 RELOCATION PLANS, THE TOTAL BUILDING SIGNAGE IS 728.58 SF. THIS AMOUNT WAS APPROVED THROUGH THE PLANNING COMMISSION. WALMART WILL BE ALLOWED TO HAVE THAT AMOUNT OR LESS ON THE BUILDING. THUSLY IN ORDER TO ADD A "PICKUP & SPARK" SIGN ON THE BUILDING, WALMART WILL HAVE TO REDUCE THE REMAINING SIGNAGE ON THE BUILDING TO KEEP THE SQUARE FOOTAGE AT 728.58 SF OR BELOW. CABINET SIGNS ARE NOT ALLOWED.													
EXISTING SIGNAGE SCHEDULE							NEW & ETR SIGNAGE SCHEDULE						
SIGNAGE LOCATION	QTY	LIGHTED	COLOR	SIZE	INDIVIDUAL AREA	TOTAL AREA	SIGNAGE LOCATION	QTY	LIGHTED	COLOR	SIZE	INDIVIDUAL AREA	TOTAL AREA
<b>FRONT EXISTING SIGNAGE</b>							<b>NEW FRONT SIGNAGE</b>						
Walmart	1	LED	WHITE	5'-6"	298.00	SF 298.00	Walmart	1	LED	WHITE	5'-6"	299.04	SF 299.04
* (Spark)	1	LED	YELLOW				* (Spark)	1	LED	YELLOW			
Market	1	N/A	WHITE	2'-0"	23.23	SF 23.23	Grocery	1	N/A	WHITE	2'-0"	26.27	SF 26.27
Home & Pharmacy	1	N/A	WHITE	2'-0"	59.92	SF 59.92	Home & Pharmacy	1	N/A	WHITE	2'-0"	60.74	SF 60.74
Outdoor Living	1	N/A	WHITE	2'-0"	49.43	SF 49.43	Lawn & Garden	1	N/A	WHITE	2'-0"	37.34	SF 37.34
<b>TOTAL FRONT EXISTING SIGNAGE</b>						<b>430.58</b>	Vision Center	1	N/A	WHITE	1'-0"	8.49	SF 8.49
							Pickup	1	LED	WHITE	2'-6"	65.43	SF 65.43
							* (Spark)	1	LED	YELLOW			
							<b>TOTAL NEW FRONT SIGNAGE</b>						<b>497.31</b>
<b>REAR EXISTING SIGNAGE</b>							<b>NEW REAR SIGNAGE</b>						
Walmart	1	LED	WHITE	5'-6"	298.00	SF 298.00	Walmart	1	LED	WHITE	4'-6"	198.26	SF 198.26
* (Spark)	1	LED	YELLOW				* (Spark)	1	LED	YELLOW			
<b>TOTAL REAR EXISTING SIGNAGE</b>						<b>298.00</b>	<b>TOTAL NEW REAR SIGNAGE</b>						<b>198.26</b>
<b>TOTAL EXISTING BUILDING SIGNAGE</b>						<b>728.58</b>	<b>TOTAL NEW &amp; ETR BUILDING SIGNAGE</b>						<b>695.57</b>
<b>TENANT EXISTING SIGNAGE</b>							<b>EXISTING TO REMAIN TENANT SIGNAGE</b>						
Subway	1	N/A	N/A	2'-0"	20.00	SF 20.00	Subway (ETR)	1	N/A	N/A	2'-0"	20.00	SF 20.00
US Bank	1	N/A	N/A	2'-0"	20.00	SF 20.00	US Bank (ETR)	1	N/A	N/A	2'-0"	20.00	SF 20.00
<b>TOTAL TENANT EXISTING SIGNAGE</b>						<b>40.00</b>	<b>TOTAL ETR TENANT SIGNAGE</b>						<b>40.00</b>

**Staff Recommendation:**

The City of Greenfield’s adopted “Site Development Standards” document includes an entire section on building color that states the following:

1. Establish a palette of exterior building colors for use throughout the site. The limited number of coordinated and complementary colors to be used should be subtle and harmonious...
2. ... In general, colors should be integral rather than applied to exterior building materials.
3. Colors for predominant façade materials and for roof materials should be in a range of earth tones (e.g. creams, tans, browns or grays) which reflect the natural character of materials.
4. Colors for secondary façade materials should be compatible with the predominant colors, either within a complementary range of colors or in contrasting colors for accents. When such contrasting colors are utilized, they should not dominate the visual character of the setting.

Walmart’s project description identifies the reasoning for the proposal as being a branding initiative. Bright blue and orange colors are intended to dominate the visual character of the building, which contradicts the City’s Site Development Standards identified above. Staff does not recommend approval of any of the painting or building color modifications that are proposed. This Walmart was built less than three (3) years ago in 2016 and Walmart’s proposal at the time met the City’s Site Development Standards. Staff does not recommend any deviation from the original architectural design of the building.

Staff does recommend approval of the proposed site modification for the 10 OGP parking spaces and recommends approval of the new signage package.

**Recommendation:** Recommend approval of the Architectural, Site and Signage Plans for proposed modifications to Walmart, an existing business located at 10600 W. Layton Ave., submitted by Jennifer Cobbs, d/b/a Cyntergy (Tax Key No. 608-9995-010), subject to Plan Commission comments and staff comments, to be expedited to the February 20, 2019 Common Council meeting, and subject to the following conditions:

(Item 1 is 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 new signage proposal that eliminates any exterior building façade alterations.

**9. Signage Plan Appeal for Smokin Glass, a new business located at 4649 S. 108 St., submitted by Leah Perez, d/b/a Signarama, and Justin Beese, d/b/a Smokin Glass. (Tax Key No. 609-0033-001)**

Smokin Glass, a new business located at 4649 S. 108 St., is seeking a signage variance, requesting additional signage beyond what the Sign Code allows for and for sign colors outside of the established master sign plan for the retail complex. According to the Sign Code, “total number of signs permitted for each business site shall not exceed one wall sign and one

monument sign.” The Sign Code stipulates that the “colors must be uniform and in compliance with a master sign plan for the site on file with the City.”



**Smokin Glass**

Overall Size: 174" w x 16.5" h



**Smokin**

Overall Size: 96.6" w x 16.5" h

**Glass**

Overall Size: 71" w x 16.5" h

Channel Letter LED Face Lit Raceway  
Block Font Style

Return Color: Black, Depth: 5"

White Acrylic Face with Day/Nite Perf Blank on B&G Only  
Raceway - 3.5" x 3.5" x 98.6", 71"  
Qty: 1

Smokin Glass is located in a corner tenant space of the Omega Shopping complex. The lineal building frontage of Smokin Glass is 74.6 ft., which would allow for a maximum of 50 sq. ft. Smokin Glass is requesting two wall signs, totaling 47.9 square feet. Prior tenants in this tenant space have been permitted two wall signs. Additionally, Smokin Glass requesting a waiver from the master sign plan for the complex. While no master sign plan was located in City files, every permitted sign for the complex dating back to 1993 has been blue, matching the color of the gabled roofs above the entryways. Smokin Glass is proposing white lettering with black for the first letter of each word. This design matches the company’s branding.

Smokin Glass proposal includes the following:

- A. East wall: 28.0 sq. ft.
- B. South wall: 19.9 sq. ft.
- C. TOTAL: 47.9 sq. ft.

**Recommendation:** Staff recommends approval of two wall signs but does not have a recommendation regarding the variance to the color of the master sign plan.

**10. Signage Plan Appeal for Milwaukee Leather, an existing business located at 4230 W. Loomis Rd., submitted by Scott Applin, d/b/a The Sign Guyz, and Mohammad Maqbool, d/b/a Milwaukee Leather. (Tax Key No. 600-9969-002)**

Milwaukee Leather, an existing business formerly known as Real Leather, is seeking a signage variance, requesting additional signage beyond what the Sign Code allows for. According to the Sign Code, “total number of signs permitted for each business site shall not exceed one wall sign and one monument sign” with the exception that “a business site with over 300 feet of lot frontage may have a third permanent sign (*only a monument sign*) not exceeding 24 square feet in area and not exceeding the total calculated sign square footage (1.5 × lineal building front footage).”

The Milwaukee Leather building is located on a unique triangular shaped parcel bound by S. 43<sup>rd</sup> St., S. 43<sup>rd</sup> St. service road cul-du-sac, and Loomis Rd. All four (4) facades of the building face street right-of-way and the lineal building frontage of Milwaukee Leather is approximately 480 feet, allowing for a total signage of 200 sq. ft. Because Milwaukee Leather is located on a corner lot, an additional monument is allowed per the Sign Code but not for an additional wall sign. Milwaukee Leather is requesting two additional wall signs beyond what is allowed in the Sign Code.

Milwaukee Leather’s proposal includes the following:

- A. South wall: 71.9 sq. ft.
- B. East wall: 23.22 sq. ft.
- C. North wall: 5.1 sq. ft
- D. Monument sign: 28 sq. ft.
- E. TOTAL: 128.22 sq. ft.





The three wall signs and monument sign panel were installed on the premises by the sign contractor without permits.

**Recommendation:** Approve the Signage Appeal for Milwaukee Leather, an existing business located at 4230 W. Loomis Rd., submitted by Scott Applin, d/b/a The Sign Guyz, and Mohammad Maqbool, d/b/a Milwaukee Leather. (Tax Key No. 600-9969-002)

**11. Conceptual Plans for a proposed Starbucks coffee shop to be located at 4306 W. Layton Ave., submitted by Tim Knedprath, d/b/a Wellspring Construction, LLC and Jimmy Rosen, d/b/a Somerstone, LLC. (Tax Key No. 601-9852-001)**

The developer, Somerstone, LLC, proposes to redevelop one lot on the northeast corner of W. Layton Ave. and W. Loomis Rd. with a new limited service Starbucks coffee shop and restaurant with a drive-thru lane. The corner lot is currently occupied by a Citgo gas station and convenience store with an attached car wash. The lot is 0.52 acres and zoned C-3. Adjacent lots are zoned commercial with the exception of four properties zoned R-4 Single-Family and Two-Family Residential Conservation District to the northeast of the subject property along S. 43 St. The proposed use is allowed in its current zoning district as a Special Use – Limited Service Restaurant.



The proposal includes the removal of the existing petroleum equipment, including tanks, pumps, and canopy. The entrance off W. Layton Ave. would be removed and the parcel would be accessed from W. Loomis Rd. and S. 43 St. The proposal also includes removal of the car wash portion of the building and repurposing this area as the drive thru lane for the restaurant. The existing convenience store portion of the site would be retained and converted into a 2,900 sq. ft. coffee shop/restaurant. The estimated hours of operation for the restaurant are 5 am to 10 pm. Between ten (10) and twenty (20) employees are anticipated to work daily, with an average of four (4) per shift. Starbucks anticipates 450 transactions per day, based on \$1 million dollars in sales.



**SITE DATA**

LOT SIZE:	.52 ACRES
	22,563 SF
BUILDING COVERAGE:	
ALLOWED -	3,835 SF (17%)
PROVIDED -	2,900 SF (13%)
IMPERVIOUS SURFACE:	
ALLOWED -	18,050 SF (80%)
PROVIDED -	17,784 SF (79%)
OPEN SPACE:	
REQUIRED -	4,512 SF (20%)
PROVIDED -	4,779 SF (21%)
PARKING:	
PROVIDED -	24 SPACES
RATIO -	8.28 SPACES / 1,000 SF

**SITE PLAN**

SCALE: 1" = 20'-0"



The proposed site plan includes an exterior patio area adjacent to the west façade. A bicycle rack is proposed adjacent to the east facade and a landscaped monument sign is proposed at the W. Layton/W. Loomis intersection. The refuse container is proposed to be located in the

northeast corner of the parcel along S. 43 St. Landscaping screening is proposed within the right-of-way along S. 43 St. and along the northern property line.

The development will be seeking an approval from the departure of the zoning ordinance for the number of provided off-street parking spaces. The Municipal Code requires 20 off-street parking spaces/1,000 sq. ft. + 7 stacking spaces for the drive-thru, which amounts to 58 off-street spaces for a 2,900 sq. ft. limited service restaurant. The proposed site plan provides 24 off-street parking spaces and eight (8) stacking spaces for the drive-thru. Starbucks corporate estimates sixty-five (65) percent of their business will be conducted through the drive-thru. Staff believes both the number of parking spaces and the number of proposed stacking spaces to be inadequate based on anticipated sales and transactions per day.

The developer contracted for a traffic study conducted by Traffic Analysis & Design, Inc. (TADI) in January 2019. TADI calculated that based on the Institute of Transportation Engineer's (ITE) Trip Generation Manual, 10<sup>th</sup> Edition, 2019, the Starbucks development would generate 260 new trips (135 entering/125 exiting) during a typical weekday morning peak hour. Of the 260 driveway trips, approximately 130 are expected to be pass-by trips resulting in 130 new trips (70 entering/60 exiting) during a typical weekday morning peak hour. During a typical weekday evening peak hour, the development is expected to generate 125 new trips (65 entering/60 exiting). Of the 125 driveway trips, approximately 60 are expected to be pass-by trips resulting in 65 new trips (35 entering/30 exiting) during a typical weekday evening peak hour. On a typical weekday, the proposed development is expected to generate approximately 2,380 new trips of which 1,190 are expected to be pass-by trips resulting in approximately 1,190 new trips (595 entering/595 exiting) under full build conditions. The traffic study recommended several changes to the intersections adjacent to the proposed development, without which several movements at the Layton Avenue intersection with 43rd Street are expected to operate unacceptably under the 2019 Existing and 2019 Full Build traffic conditions.





The picture above shows the elevations for the proposed limited service restaurant. The majority of the four elevations would be constructed of LP Smartside siding installed over the extant split-face CMU block of the current gas station building. Tile accents are proposed at the entryway and at the drive-thru. Painted split-face CMU accents are proposed around the windows on the south, east, and west elevation. Staff recommends that high quality masonry products be used as the primary façade material and LP Smartside siding be limited as an accent material. Staff also recommends adding windows or spandrel glass to the north elevation to avoid a large blank elevation.

The development team consists of Jimmy Rosen and John Thomsen from Somerstone and Tim Knepprath from Wellspring Construction Group. Somerstone has been involved in over \$3.5 billion worth of investment real estate transactions, with recent developments including Starbucks locations in New Berlin, Sussex, Pewaukee, Middleton, and Bellevue, Wisconsin; a Chick-fil-A in Pewaukee; Planet Fitness locations in Menomonee Falls and Eau Claire; and Fresh Thyme and Cousins Subs developments in Menomonee Falls.



Staff believes this redevelopment of this parcel will be positive but has numerous concerns with the project as proposed. Retaining and retrofitting the existing building presents challenges, including limiting the architectural creativity for the building design and providing a site layout that is inadequate for the proposed use. As described above, if the current building is retained and repurposed, staff recommends high quality masonry products be used as the primary façade material and LP Smartside siding be limited as an accent material. Because of the location of the existing building, the site layout only allows space for eight stacking spaces for vehicles for the drive-thru. Staff has concerns that this is inadequate and will result in safety issues with cars backing up onto S. 43 St. or W. Layton Ave. at peak hours. Staff also believes the size of the parcel may also be too small to provide adequate parking and stacking spaces required for the proposed traffic generated by the restaurant. Undeveloped space exists immediately north of the subject parcel and staff recommends the developer contact the adjacent property owner to purchase a portion of the parcel to combine with the subject property.

Staff recommends that if the project proceeds, the developer make changes to the design and layout of the site and building. Good urban design would locate the building close to the sidewalk to maintain the urban edge of the neighborhood. This would also allow for the drive-thru lane to relocate closer to the corner, providing additional stacking space and moving the parking to the interior of the parcel. This would provide a safer, more cohesive site design. Relocating the building would also allow for creativity with regard to the shape, design, and materials used for the building. The shape of the parcel provides an opportunity to design a unique, non-rectangular building. As mentioned elsewhere, staff recommends a façade primarily of high-quality masonry material. The intersection at W. Loomis Rd. and W. Layton Ave. is one of

the busiest in the City. Corporate projections and traffic study results suggest this will be a successful and busy location for the proposed Starbucks. Staff looks forward to working with the developer to produce a cohesive and safe site layout and design consistent with other Starbucks locations the developer has designed.



*Somerstone New Berlin Starbucks*

**12. Community Development Manager Report.**

**13. Adjournment.**