

**STAFF REPORT
GREENFIELD PLAN COMMISSION
TUESDAY, MAY 14, 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 April 9, 2019 meeting.**
- 3. Discussion regarding last Common Council meeting.**
- 4. Signage Plan 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)**

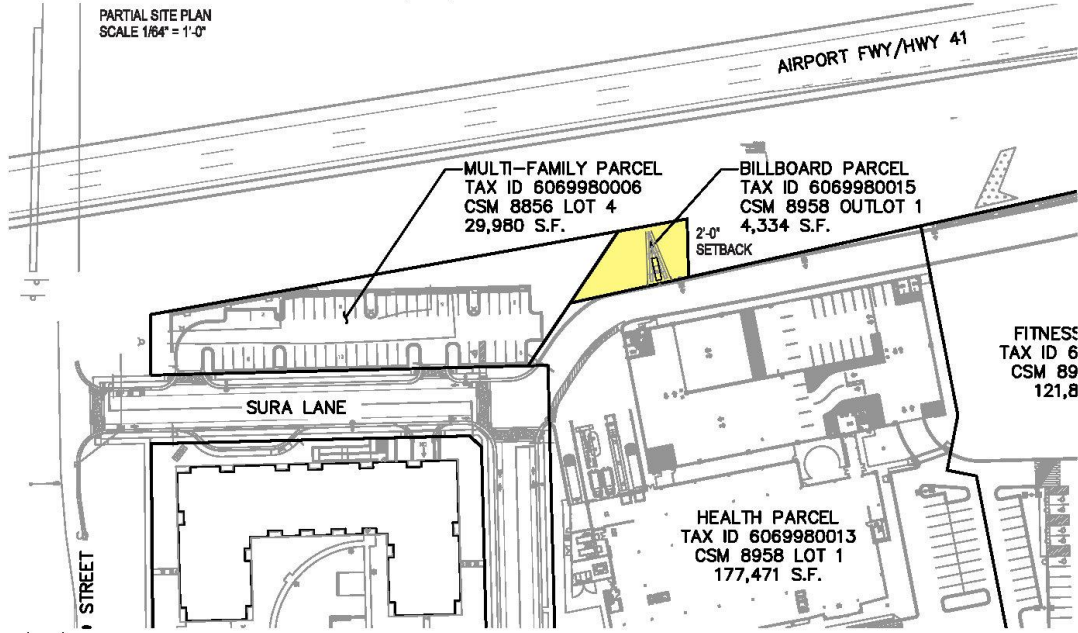
Cobalt Partners is seeking approval for a billboard sign that would be fronting I-894, just north of the Aurora parking structure. When the City approved land uses in 2015 for the 84 South development, a “billboard” was included in the list of possible land uses. The Plan Commission and Common Council will review the design of the billboard-sized sign.

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 from 75 feet to 60 feet after many of the neighbors on the north side of the freeway expressed displeasure of brightness and height.



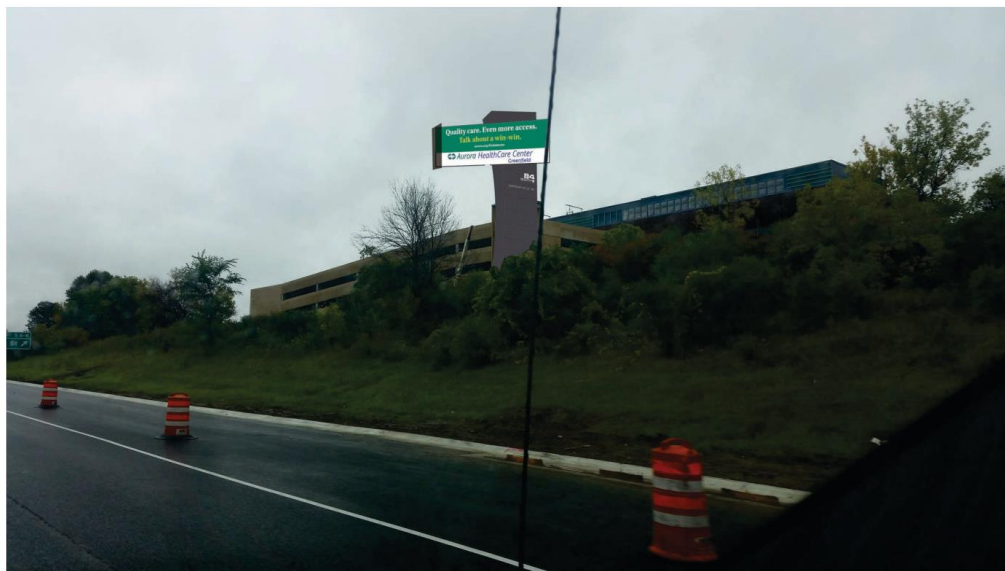
BB 1 D/S BILLBOARD STRUCTURE W/ DIGITAL DISPLAYS (QTY 1)



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 CONCEPTUAL APPROVAL AND LANDSCAPE DESIGN FOR THE BILLBOARD STRUCTURE	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 CONCEPTUAL APPROVAL AND LANDSCAPE DESIGN FOR THE BILLBOARD STRUCTURE	LANDSCAPE APPROVAL DATE			

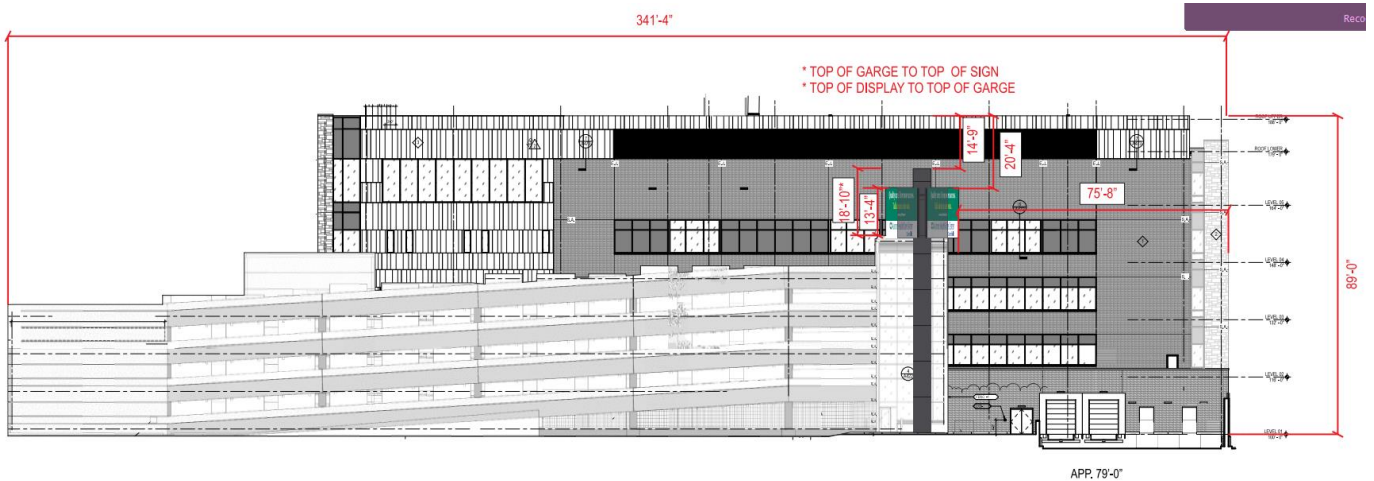
This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use in conjunction with a project being prepared for you by JONES SIGN. It is not to be shown, reproduced, copied or exhibited to any third party. Use of this design or the related contents of this design in any application by any other company, without the express written permission of JONES SIGN, is forbidden by law and carries a civil penalty of up to 3x the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact reproduction to varying color materials and print runs. All sizes and dimensions are illustrated for concept of project and are not to be considered as being exact size or exact scale.

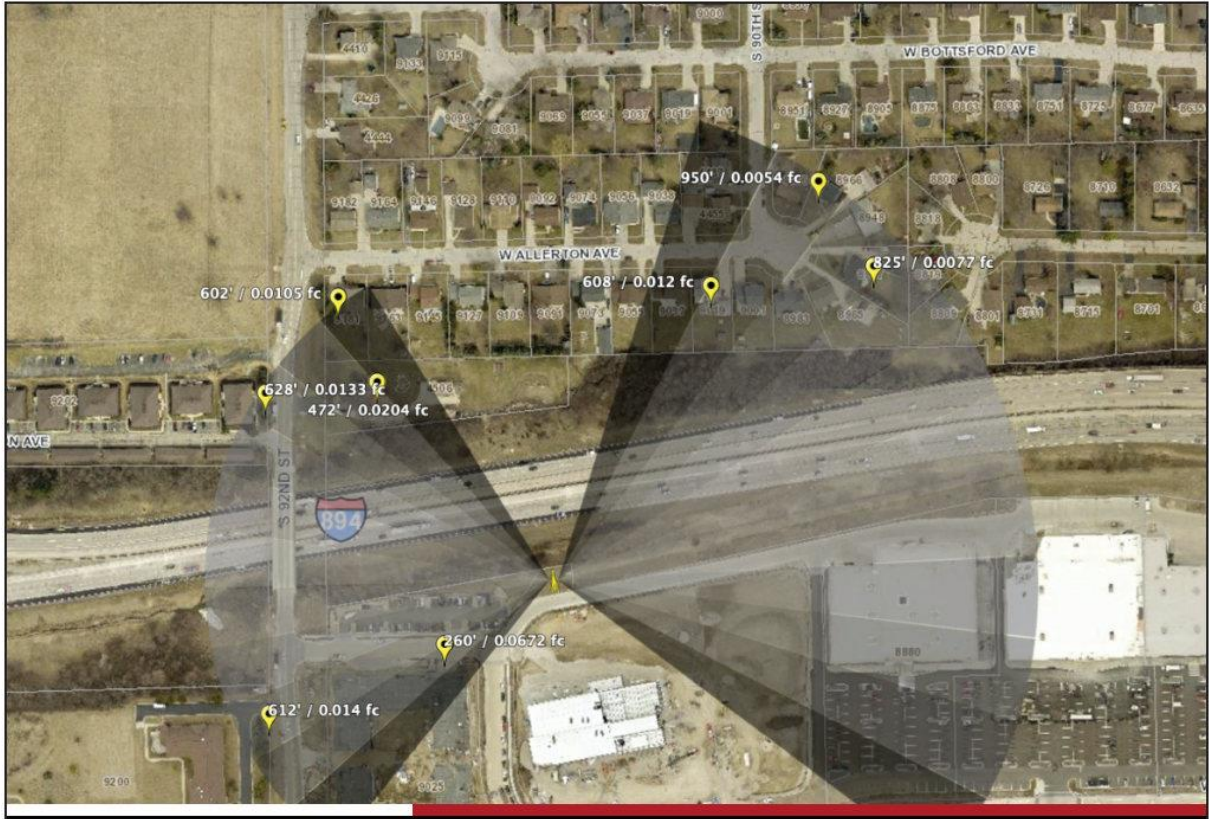
The electronic display boards would be situated in a triangle-shape on top of the structural pole, with a one-foot gap between the boards on the north side, closest to the freeway, and a 20-degree angle between the boards on the south side, closest to the parking structure. The sign manufacturer has 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.

A civil site plan is requested to be provided, showing details such as curb cuts to the service drive, a parking pad location for maintenance vehicles (if proposed), etc. This item will be further discussed at the Plan Commission meeting. Staff does not have a recommendation to provide at this time.

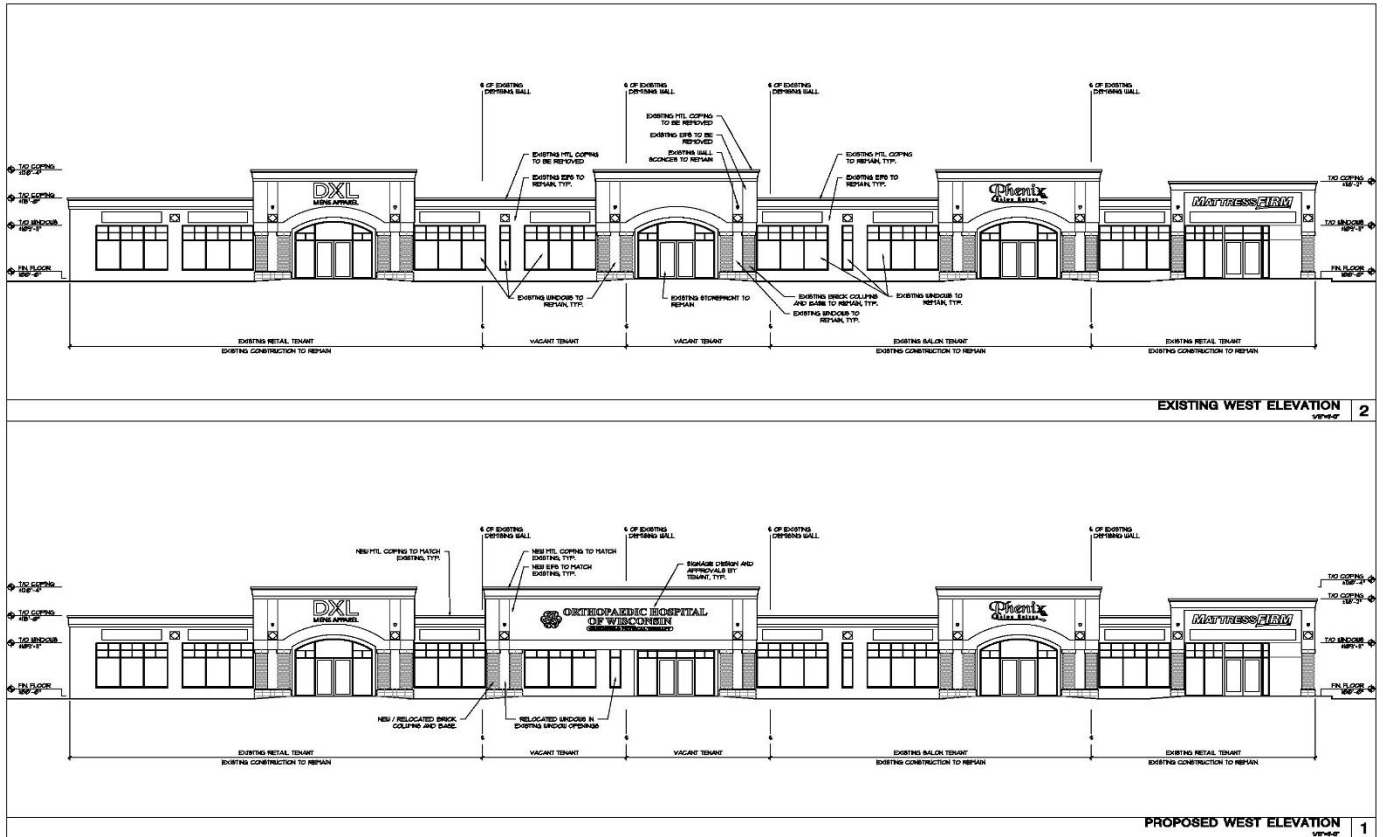




Recommendation: Staff does not have a recommendation to provide at this time, other than if approved, a civil site plan would be required to be submitted to the Engineering Department for review, showing details such as curb cuts to the service drive, and a parking pad location for maintenance vehicles (if proposed).

5. **Architectural Plans for exterior façade improvements to the future Orthopaedic Hospital of Wisconsin tenant space within the multi-tenant commercial building located at 4830 S. 76 St., submitted by Adam Stein, d/b/a Logic Design & Architecture, Inc., and Fred Stalle, d/b/a Mid-America Real Estate – Wisconsin, LLC. (Tax Key No. 617-9983-012)**

Orthopaedic Hospital of Wisconsin, the prospective tenant in the multi-tenant commercial building, is proposing exterior façade improvements to the building. The proposed exterior work includes extending the existing front entry canopy with no change in height or color/finish. The existing canopy will be partially removed and extended approximately sixteen feet (16') to the north. Exterior EIFS, CMU Split-Faced Column Base, and brick column materials/colors will be matched to the existing adjacent finishes of the center.



Orthopaedic Hospital of Wisconsin will be occupying the remaining two (2) vacant tenant spaces of the center and intends on signing a ten-year lease assuming the requested exterior improvements are made. The primary service offered at this location will be outpatient physical therapy. They also have locations at 60th and Layton in Greenfield, as well as Glendale and Cedarburg.

Staff visited the site and had no concerns with the site condition. Because one of the tenant spaces had previously been occupied by a Wing Stop restaurant, staff recommends the grease trap be removed prior to occupancy of Orthopaedic Hospital of Wisconsin.





Recommendation: Recommend Common Council Approval of the Architectural Plans for exterior façade improvements to the future Orthopaedic Hospital of Wisconsin tenant space within the multi-tenant commercial building located at 4830 S. 76 St., submitted by Adam Stein, d/b/a Logic Design & Architecture, Inc., and Fred Stalle, d/b/a Mid-America Real Estate – Wisconsin, LLC. (Tax Key No. 617-9983-012), subject to Plan Commission comments, staff comments, and the following conditions, to be expedited to the May 21, 2019 Common Council meeting:

1. Removal of the grease trap from the 4828 S 76 St. tenant space prior to occupancy.
2. Building permits for the proposed exterior building improvements may be issued after Common Council approval on May 21, 2019.

- 6A. Special Use Permit for Your CBD Store, Greenfield, a proposed CBD oil store, to be located within the multi-tenant commercial building at 4168 S. 108 St., submitted by Derek and Kinga Smars, d/b/a Your CBD Store, Greenfield. (Tax Key No. 567-9972-004)**
- 6B. Site Plan Review for Your CBD Store, Greenfield, a proposed CBD oil store, to be located within the multi-tenant commercial building at 4156 S. 108 St., submitted by Derek and Kinga Smars, d/b/a Your CBD Store, Greenfield. (Tax Key No. 567-9972-004)**

Items 6A and 6B may be considered together.

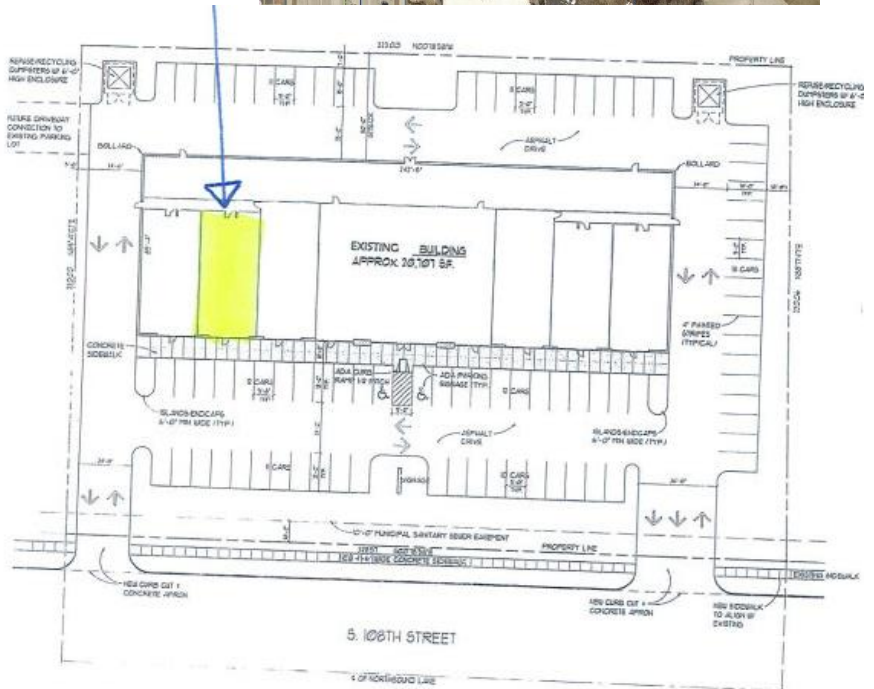
Overview and Zoning

The applicants propose opening a cannabidiol (CBD) store, Your CBD Store, Greenfield, within the multi-tenant commercial building at 4156 S 108 St. The proposed CBD oil store would occupy approximately 1,790 sq. ft. within the existing building. Your CBD Store, Greenfield will provide a store where patrons can speak with a CBD professional to discuss best treatment options for their ailments. The applicants will sell CBD infused creams, tinctures, gummies, and pet treats. The applicants anticipate having 3-5 employees working at the store. Proposed hours of operation are Monday-Friday, 10:00 am – 7:00 pm; Saturday-Sunday, 11:00 am – 4:00 pm.

The property is zoned C-4 Regional Business District, which permits “All Other Miscellaneous Store Retailers” (which specifically includes marijuana stores, medical or recreational) with a Special Use Permit.

Site Plan

While the applicant didn't submit a site plan, the site is subject to Plan Commission review with the Special Use Permit. Staff visited the property, which was also recently reviewed for the Jazzercise and New Massage Special Use Reviews. Staff found the persistent problems remain, with doors on the trash enclosures left open and trash/storage in the alley behind the building. These conditions were also observed at this location at the time of the Jazzercise and New Massage Special Use reviews. Staff has again reached out to the landlord to address the garbage and open refuse container doors but recommends a letter from the property owner prior to occupancy stating that all trash/storage has been removed from behind the building and trash enclosure doors will remain closed



Off-street parking required per code for “Miscellaneous retail stores” = 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

The Common Council may waive the parking shortage requirement.



A public hearing would be required and could be scheduled as early as June 18, 2019, with Plan Commission approval for the project to move forward.

Recommendation: Recommend Common Council Approval of the Special Use Permit and Site Plans for Your CBD Store, Greenfield, a proposed CBD oil store, to be located within the multi-tenant commercial building at 4156 S. 108 St., submitted by Derek and Kinga Smars, d/b/a Your CBD Store, Greenfield. (Tax Key No. 567-9972-004), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 and 2 are required to be satisfied prior to the issuance of an occupancy permit associated with the proposed project reviewed by the Plan Commission.)

1. A letter from the property owner stating the following: (a) all garbage and storage has been removed from behind the building; (b) trash enclosure doors will remain closed at all times.
2. Common Council approval of the Special Use Permit, following a public hearing.

- 7A. Special Use Permit for American Behavioral Clinics, a proposed behavioral health medical clinic to be located at 6815 W. Layton Ave., submitted by David Winston, d/b/a ABC Medical Clinics, S.C. (Tax Key No. 617-0117-000)**
- 7B. Site Plan Review for American Behavioral Clinics, a proposed behavioral health medical clinic to be located at 6815 W. Layton Ave., submitted by David Winston, d/b/a ABC Medical Clinics, S.C. (Tax Key No. 617-0117-000)**

Items 7A and 7B may be considered together.



Overview and Zoning

American Behavioral Clinics (ABC), through “Winston Properties” has an offer to purchase the former Accommodating Petz building located at 6815 W. Layton Ave. The offer is contingent upon City approval of the Special Use Permit. The property is currently zoned C-2 Community Commercial District, which permits NAICS code 621112, “Offices of Physicians, Mental Health Specialists” as a Special Use. A public hearing could be scheduled as soon as June 18, 2019.

ABC is currently located at 7330 W. Layton Ave., where they have been for over 25 years (opened in 1994). Approximately two (2) years ago they purchased the property to their east, 7308 W. Layton Ave., to help alleviate space shortage and lack of parking, but they are simply out of room to accommodate the needs of their growing patient base and expand services. They have been looking for a larger facility and would like to maintain their presence in Greenfield, hence the offer to purchase the property at 6815 W. Layton Ave. and migrate ABC’s existing services to this new location. ABC is owned by Dr. James Winston, who has been recognized by Milwaukee Magazine as Milwaukee’s top Psychiatrist since 2004.

ABC provides treatment for a variety of mental health and behavioral issues, including ADHD, depression, anxiety, mood disorders, schizophrenia, and PTSD. Additionally, they offer treatment for relationship and family conflict, grief and loss, workplace and school issues, alcohol and drug dependencies, and a variety of other challenges facing people of all ages and backgrounds. ABC incorporates innovative approaches to optimize a person’s cognitive, emotional, interpersonal, and behavioral functioning. Today, American Behavioral Clinics has five (5) active locations (Greenfield, Wauwatosa, Elm Grove, Mequon and Elkhorn) and treats close to 10,000 active patients, including 4,000 active patients in Greenfield.

ABC employs Board Certified Psychiatrists, Licensed Clinical Psychologists, Certified Licensed Clinical Social Workers, Certified Professional Counselors, and Certified Drug and Alcohol Counselors. They anticipate employing approximately 25 staff members at the new facility.

General office hours will be Monday – Friday, 8am to 6pm. Staff may be present as early as 6am and as late as 10pm. Occasionally a patient may be at the facility as late as early as 7:30am or as

late as 9pm, by appointment only. The clinic will be open on Saturdays by appointment only, 7am – 5pm.

American Behavioral Clinics will be making interior remodeling modifications. The existing building is 14,765 sq. ft. in area.



Site and Landscaping Review

A site plan was not submitted, but the site is subject to review with the Plan Commission and Common Council consider Special Use Permits.

Staff reached out to the applicant regarding site conditions. The property does not have an approved landscaping plan, but given the condition of the site, staff recommends that one be submitted, to be reviewed and approved by the City Forester. Site concerns and recommended improvements include:

1. Redesign of the paved section along the north property line, between the curb stops and sidewalk, to include a new retaining wall and landscaping within the newly-formed landscape bed.
2. Repavement/restriping of parking lot with a poured curb in the parking lot section north of the building.
3. New landscaping within existing beds.
4. Removal of the fence behind the building, currently used as an enclosure for animals.
5. A four-sided board-on-board refuse enclosure with a personnel door being constructed.



Staff recommends that the applicant be given one (1) year to complete the recommended site improvements.

Recommendation: Recommend Common Council Approval of the Special Use Permit and Site Plan Review for American Behavioral Clinics, a proposed behavioral health medical clinic to be located at 6815 W. Layton Ave., submitted by David Winston, d/b/a ABC Medical Clinics, S.C. (Tax Key No. 617-0117-000), subject to Plan Commission comments, staff comments and the following conditions:

(The work listed in items 1 through 3 are required to be satisfied by June 2020. 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) new formed asphalt/poured curb around the north section of the parking lot, north of the building.; (b) resurfacing/restriping of the entire parking lot; (c) redesign of the paved section along the north property line, between the curb stops and sidewalk, to include a new retaining wall and landscaping within the newly-formed landscape bed; (d) new landscaping within existing beds, to be approved by the City Forester; (e) removal of the fence behind the building, currently used as an enclosure for animals; (f) a 4-sided board-on-board refuse enclosure with a personnel door.
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. Common Council approval of the Special Use Permit following a public hearing.

8A. Special Use Permit for GRIT, a proposed personal training business to be located within the multi-tenant commercial building at 6405 W. Forest Home Ave., submitted by Randy Steiskal, d/b/a GRIT. (Tax Key No. 572-8992-006)

8B. Site Plan Review for GRIT, a proposed personal training business to be located within the multi-tenant commercial building at 6405 W. Forest Home Ave., submitted by Randy Steiskal, d/b/a GRIT. (Tax Key No. 572-8992-006)

Items 8A and 8B may be considered together.

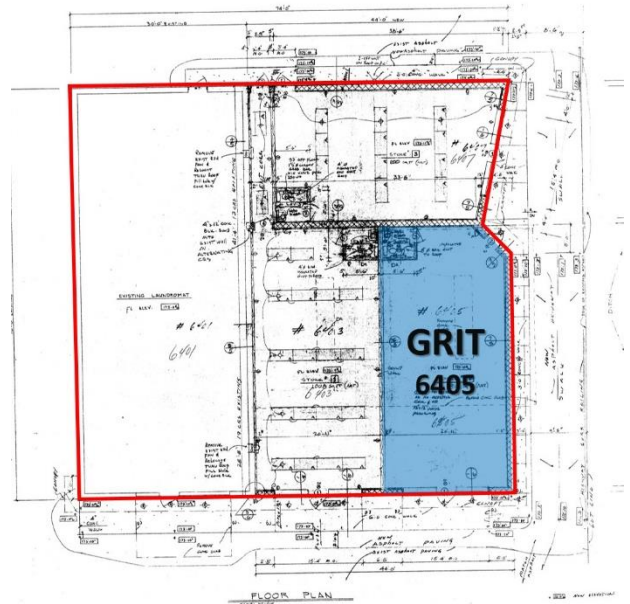
Overview and Zoning

The applicant seeks to operate a personal training business, leasing an approximately 912 sq. ft. location at 6405 W. Forest Home Ave. The multi-tenant commercial building site is zoned C-3 Highway and Commercial Service Business District, which would allow “All Other Personal Services” as a Special Use. The applicant has experience in personal training, working both independently and formerly at Xperience Fitness. The applicant has a National Academy of Sports Medicine (NASM) Personal Training certificate and is currently enrolled in NASM Corrective Exercise Specialist certificate program. The applicant will offer 30 and 60-minute training sessions, bi-weekly coaching, corrective programs, stretching programs, and macro coaching. The applicant will be the sole employee and will have hours of operation of 6:00 am – 10:00 pm, daily.



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 permits. The site is in need of improvements. Staff observed concrete curb stops pushed into the grass and trash located on the premises. No refuse container was observed on the property and staff recommends the construction of a four-sided board-on-board refuse container enclosure for the existing and future tenants. The parking striping on the rear of the building is faded and should be re-striped. Staff recommends the pylon sign along W. Forest Home Ave. displays signage for the vacant Candy’s Homestyle Laundry and State Farm tenant spaces and should be removed and either replaced with a landscaped island or with a monument-style sign within a landscaped island. The wall signs for both of these vacant spaces should be removed immediately. Staff recommends that the Plan Commission grant an extension of time/phased site and landscaping improvement plan, and signage conformance, allowing the property owner time to complete the improvements within two years (June, 2021).



Off-street parking required per code for GRIT = 5 (4 spaces per 1,000 sq. ft. of other activity area or portion thereof, plus 1 space per employee)
Off-street parking required for all other uses: 11

TOTAL off-street parking provided (based off of site plan) = 18



Staff recommends that a public hearing be scheduled for this item, as soon June 18, 2019.

Recommendation: Recommend Common Council approval of the Special Use Permit and Site Plans for GRIT, a proposed personal training business to be located within the multi-tenant commercial building at 6405 W. Forest Home Ave., submitted by Randy Steiskal, d/b/a GRIT. (Tax Key No. 572-8992-006), subject to Plan Commission comments and staff comments, and subject to the following conditions:

(Items 1 and 2 are required to be satisfied prior to the issuance of occupancy associated with the proposed work reviewed by the Plan Commission. All work associated with the proposed project is to be completed prior to June, 2021.)

1. Revised Site and Landscaping Plans being submitted to the Community Development Division to show the following: (a) construction of a refuse enclosure, to be 4-sided board-on-board enclosure with a personnel door; (b) parking spaces re-stripped in the rear parking area.

2. A letter from the property owner indicating that all trash and storage on the premises, including the concrete curb stops, has been removed and the wall signs for the vacant tenant spaces at 6401 & 6405 W. Forest Home Ave. have been removed.

(The work listed in item 3 is required to be satisfied by June 2021. Contractors applying for permits should be advised accordingly.)

3. A signage plan being submitted to the Community Development Division for review and approval including the removal of the pylon sign and construction of a code-conforming monument sign on the property.

- 9A. Special Use Permit for Alloy Wheel Repair Specialists of Wisconsin, a wheel repair business to be located at 4420 S. 108 St., submitted by Brian Hansen, d/b/a Alloy Wheel Repair Specialists of Wisconsin, LLC and Mike Judson, d/b/a J&A Management Services, LLC. (Tax Key No. 608-9991-001)**
- 9B. Site Plan Review for Alloy Wheel Repair Specialists of Wisconsin, a wheel repair business to be located at 4420 S. 108 St., submitted by Brian Hansen, d/b/a Alloy Wheel Repair Specialists of Wisconsin, LLC and Mike Judson, d/b/a J&A Management Services, LLC. (Tax Key No. 608-9991-001)**

Items 9A and 9B may be considered together.

Overview and Zoning

Alloy Wheel Repair Specialists of Wisconsin, LLC (AWRS Wisconsin) is a newly-formed company, but is a sister company to Milwaukee Alloy Wheel Repair Specialists, Inc., which has been in business in Wisconsin for 15 years. AWRS Wisconsin intends



to enter into a five (5)-year lease for the former Badger Transmission building at 4420 S. 108 St. This building and the building to the south, occupied by Richlonn's Goodyear, are situated on one parcel of land. The Badger Transmission building has been vacant for more than one year and is subject to a brand new Special Use Permit. The property is currently zoned C-4 Regional Business District, which permits NAICS code 811118, "Other Automotive Mechanical and Electrical Repair and Maintenance" uses as a Special Use. This category includes uses such as automotive wheel alignment shops. AWRS Wisconsin will offer wheel repair needs to dealerships and to the public, such as refinishing, wheel straightening, wheel remanufacturing, welding, CNC machining, powder coating, and OEM wheel sales. A public hearing could be scheduled as soon as June 18, 2019.



AWRS Wisconsin plans to employ approximately 10 people, fulltime. Business hours of operation will be Monday – Friday, 8:00am – 8:00pm; Saturday 8:00am – 5:00pm, closed Sunday.

Site and Landscaping Review

A site plan was not submitted, but the site is subject to review with the Plan Commission and Common Council consider Special Use Permits. Staff reached out to the property management company regarding site conditions. The property is under an approved landscaping plan from 2003, and quite a bit of landscaping is missing on the site. In addition, the 2003 landscaping plan is lacking species/quantity details in parking lot islands and beds along the building foundation. Staff recommends that the site come into compliance with the 2003 plan, that additional landscaping be planted along the building foundation (currently beds of mulch), that existing landscape beds receive some much-needed maintenance, and that an as-built landscaping plan be submitted to the Community Development Division for record-keeping purposes.



Staff noted additional recommended site improvements when visiting the property:

1. Much of the poured curb has been destroyed by snow plows and needs to be repaired/replaced.
2. An existing slatted chain link fence along the entire east property line is in disrepair and falling over and needs to be removed.
3. A boat located along the east property line needs to be removed from the property.
4. Slats missing from the refuse enclosure need to be installed.
5. Wheel stops that have been pushed/moved need to be retained in their proper location.
6. Loose chunks of asphalt throughout the parking lot need to be cleaned up.
7. Outdoor storage of tires and trailers next to the Richlonn Goodyear needs to be removed. Outdoor storage is not permitted on site.

Staff recommends that all site and landscaping improvements be completed by year-end 2019.

Signage

Existing wall signage needs to be removed from the building and the building façade needs to be repainted under the individual letters once removed. Section 19.13 of the Municipal Code (the Sign Code) states that, “Any change in ownership, tenancy of premises and/or change in special use shall necessitate that the signs for the premises be brought into compliance with the provisions of this chapter.” Staff recommends that the pylon sign be brought into compliance, but that additional time be provided for this unexpected expense. Staff recommends that the Plan Commission grant two (2) years’ time (June 2021) for the pylon sign to be removed and a monument sign to be constructed on site.



Recommendation: Recommend Common Council Approval of the Special Use Permit and Site Plan Review for Alloy Wheel Repair Specialists of Wisconsin, a wheel repair business to be located at 4420 S. 108 St., submitted by Brian Hansen, d/b/a Alloy Wheel Repair Specialists of Wisconsin, LLC and Mike Judson, d/b/a J&A Management Services, LLC (Tax Key No. 608-9991-001), subject to Plan Commission comments, staff comments and the following conditions:

(The work listed in item 1 is required to be satisfied by June 2020; item 2 is required to be satisfied by December 31, 2019. 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) destroyed poured curb being repaired/replaced; (b) the existing slatted chain link fence along the entire east property being removed; (c) notation that the boat located along the east property line being removed from the property; (d) missing chain link slats on the refuse enclosure being installed; (e) wheel stops that have been pushed/moved being retained in their proper location; (f) all loose chunks of asphalt throughout the parking lot being removed/cleaned up; and, (g) notation that no outdoor storage will take place on the property.
2. Revised Landscaping Plan being submitted to the Community Development Division to show the following: (a) landscaping coming into compliance with the 2003 plan; (b) additional landscaping being planted along the building foundation (currently beds of mulch), to be approved by the City Forester; (c) existing landscape beds receive some maintenance, including new mulch, pruning of plant, etc.; and, (d) an as-built landscaping plan.
3. Common Council approval of the Special Use Permit following a public hearing.

(The work listed in item 4 is required to be satisfied by June 2021. Contractors applying for permits should be advised accordingly.)

4. A signage plan being submitted to the Community Development Division for review and approval including the removal of the pylon sign and construction of a code-conforming monument sign on the property.

10A. Ordinance to amend Section 21.04.0603 of the Municipal Code pertaining to Contractors being permitted as a Special Use in the C-4 Regional Business District and C-5 Freeway Business District.

10B. Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 4343 S. 27 St. from C-3 Highway and Commercial Service Business District to C-4 Regional Business District. (Tax Key No. 599-8996-000)

- 10C. Special Use Permit for Tom’s Dependable Heating, a proposed plumbing and heating contractor to be located at 4343 S. 27 St., submitted by James Weiss, d/b/a Tom’s Dependable Heating. (Tax Key No. 599-8996-000)**
- 10D. Site Plan Review for Tom’s Dependable Heating, a proposed heating and cooling contractor to be located at 4343 S. 27 St., submitted by James Weiss, d/b/a Tom’s Dependable Heating. (Tax Key No. 599-8996-000)**

Items 10A, 10B, 10C, and 10D may be considered together.

Overview and Zoning

Tom’s Dependable Heating has applied for an ordinance amendment, rezoning, and Special Use Permit, which would all be necessary in order for the business to purchase the property at 4343 S. 27 St., and operate the business at that location. The Zoning Code, as it is written today, does not permit Specialty Trade Contractors in the City, except a select few as a Special Use in the M-1 Manufacturing District. An draft ordinance amendment, permitting some Specialty Trade Contractors, those that don’t require heavy equipment and outdoor material storage, was presented before the Legislative Committee on April 29, 2019, and received favorable recommendation for Common Council approval.



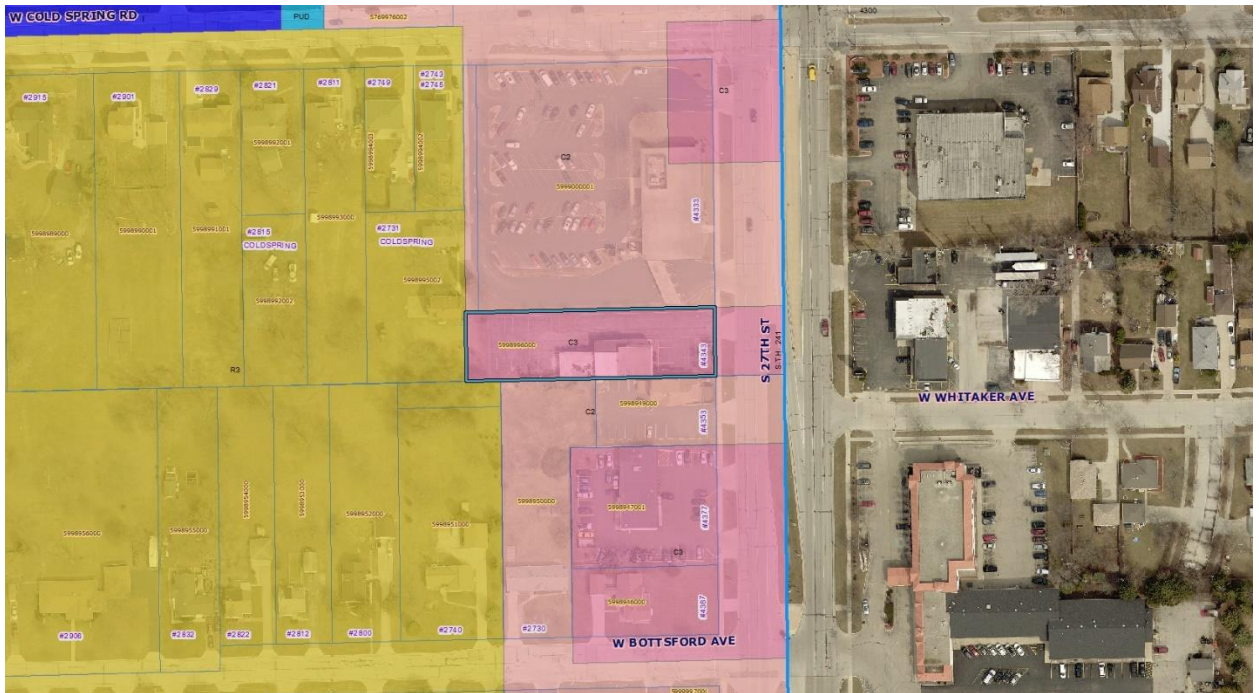
The City of Greenfield has approximately 12 parcels zoned M-1, of which most are in the Loomis Crossing park-n-ride area. The proposed ordinance would permit contractors (a variety of home improvement-type contractors) as a Special Use in the C-4 Regional Business District and C-5 Freeway Business District. Properties zoned C-4 are generally located along the City’s busiest streets, such as S. 76 St. and Hwy 100. Properties on S. 27 St. are not zoned C-4, but could easily be justified to be zoned C-4 because they are located along one of the City’s busiest corridors where you would typically have more intensively-used businesses.

The City of Greenfield utilizes the North American Industry Classification System (NAICS) code system to determine if certain uses are permitted or require a Special Use Permit. The NAICS code system has a variety of types of contractors (see picture below). The proposed ordinance would allow codes 238160 thru 238390 as Special Uses. The other contractor codes are heavier users with bigger machinery/trucks and likely would require material storage on site. Those contractors would not be allowed in the City, which is the way the code reads today.

The second part of the ordinance, amending Section 21.04.0703, regulates the use of the property in which contractors would occupy in the C-4 and C-5 zoning districts. A site and landscaping plan must be submitted with the Special Use Permit application, which would be

required to delineate commercial vehicle parking areas, a four-sided refuse enclosure, and a notation that no outdoor storage would take place on site.

The applicant, Tom's Dependable Heating, is proposing to rezone 4343 S. 27 St. from C-3 Highway and Commercial Service Business District to C-4 Regional Business District. If the Ordinance Amendment and rezoning are approved, Tom's Dependable Heating would also require a Special Use Permit. A public hearing may be scheduled as early as June 18, 2019 for all three (3) requests.



Proposed as Special Uses



NAICS Title	NAICS Code	Common Keywords
Poured Concrete Foundation and Structure Contractors	238110	Chimney, concrete, construction
Structural Steel and Precast Concrete Contractors	238120	Balcony, precast concrete, installation
Framing Contractors	238130	Building framing (except structural steel)
Masonry Contractors	238140	Brick veneer, installation
Glass and Glazing Contractors	238150	Curtain wall, glass, installation
Roofing Contractors	238160	Asphalt roof shingle installation
Siding Contractors	238170	Aluminum siding installation
Other Foundation, Structure, and Building Exterior Contractors	238190	Awning installation
Electrical Contractors and Other Wiring Installation Contractors	238210	Airport runway lighting contractors
Plumbing, Heating, and Air-Conditioning Contractors	238220	Air system balancing and testing
Other Building Equipment Contractors	238290	Antenna, household-type, installation
Drywall and Insulation Contractors	238310	Acoustical ceiling tile and panel installation
Painting and Wall Covering Contractors	238320	Bridge painting
Flooring Contractors	238330	Access flooring installation
Tile and Terrazzo Contractors	238340	Ceramic tile installation
Finish Carpentry Contractors	238350	Aluminum door and window, residential-type, installation
Other Building Finishing Contractors	238390	Bathtub refinishing, on-site
Site Preparation Contractors	238910	Aerial or picker truck, construction, rental with operator
All Other Specialty Trade Contractors	238990	Artificial turf installation

Site and Landscaping Plan

As the proposed ordinance suggests, a site and landscaping plan was submitted for staff review. This property is under an approved landscaping plan from 2014. Some site improvements have never been completed, such as gates on the refuse enclosure and a board-on-board 6-ft. tall perimeter fence along the south and west property lines (which abut residential properties). In addition, some landscaping is missing. The applicant added details on the site plan such as commercial vehicle parking locations (on the west side of the building), employee and customer parking areas, and a notation that no outdoor storage will take place on the property. Staff recommends that the site be brought into compliance with the 2014-approved plan by December 31, 2019.



Recommendation: Recommend Common Council Approval of the Ordinance to amend Section 21.04.0603 of the Municipal Code pertaining to Contractors being permitted as a Special Use in the C-4 Regional Business District and C-5 Freeway Business District, the Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 4343 S. 27 St. from C-3 Highway and Commercial Service Business District to C-4 Regional Business District, and the Special Use Permit and Site and Landscaping Plans for Tom’s Dependable Heating, a proposed heating and cooling contractor to be located at 4343 S. 27 St., submitted by James Weiss, d/b/a Tom’s Dependable Heating (Tax Key No. 599-8996-000), subject to Plan Commission comments, staff comments and the following conditions:

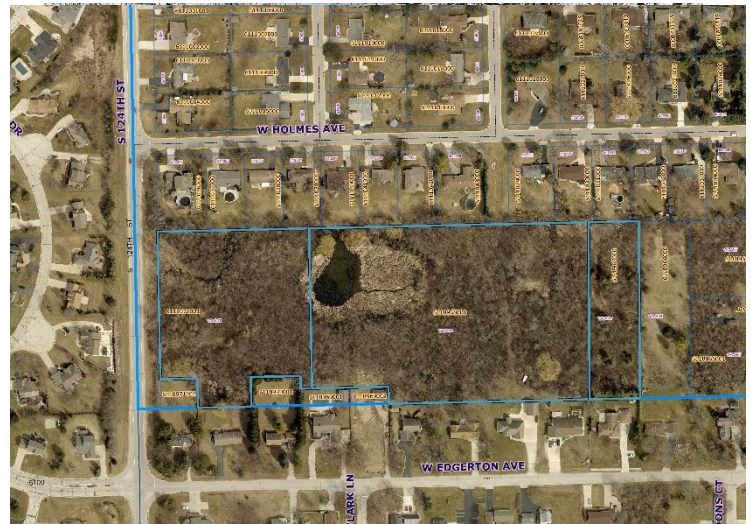
(Items 1 through 2 are required to be satisfied prior to a Certificate of Occupancy being granted.)

1. A letter being submitted to the Community Development Division stating that the site will be brought into compliance with the 2014-approved plan by December 31, 2019.
2. Common Council approval of the Ordinance Amendment, the Rezoning and the Special Use Permit following a public hearing.

11. **Conceptual Plan for proposed new construction of a multi-family apartment complex, The Grove, to be located at 50** S. 124 St., for proposed Land Use Map amendment to the 2008 City of Greenfield Comprehensive Plan for the property located at 50** S. 124 St. (Tax Key No. 611-8972-001) from Public Park & Open Space to Mixed Residential and for the properties located at 50** S. 124 St. (Tax Key Nos. 611-8968-000 and 611-8967-000) from Single Family to Mixed Residential, for proposed rezoning of the properties located at 50** S. 124 St. (Tax Key Nos. 611-8972-001, 611-8968-000 and 611-8967-000) from R-1 Single-Family Residential District to PUD Planned Unit Development – Residential, and for proposed Certified Survey Map to combine three existing parcels located at 50** S. 124 St., submitted by James Heffernan, d/b/a JTS DOMI Development, LLC. (Tax Key Nos. 611-8972-001, 611-8968-000 and 611-8967-000)**

Overview and Zoning

The applicant, James Heffernan, has submitted a conceptual plan application to construct 96 units of apartments within twelve (12) 8-unit buildings on approximately 12.685 acres of land. The proposed development name is “The Grove.” The project would require City approval of the rezoning, the land use map amendment, a certified survey map, and the site, landscaping and architectural plans. 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 identified this property’s uses as both Public Park-Open Space and Single-Family. The developer would need 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 Grove is designed for empty nesters and retirees as a high end, low-density, multi-family housing community amidst nearly thirteen acres of a parklike setting. The community targets those who desire maintenance free living and freedom from the burdens of yard work and snow removal without sacrificing distinctive design and the spaciousness, privacy, and amenities of single-family living. Each unit has its own private at-grade entrance and an attached two-car garage. The two-car garage provides the flexibility to store possessions that come with transitioning from a single-family home.

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 twelve (12) 8-unit building complex. The zoning code requires a minimum land area of five (5) acres for a residential PUD and the existing 12.69-acre site meets the land area requirement. Other Residential PUD standards include:

	Zoning Code PUD Standards	The Grove Proposal
Minimum Open Space Ratio	0.40	0.474
Maximum Gross Density	8	7.46
Minimum Lot Area (acres)	5	12.685
Setbacks	25 ft.	Varies. All meet code.
Minimum Dwelling Unit Size for Two-Bedroom Units	1,100 sq. ft.	1,200 sq. ft.
Minimum Dwelling Unit Size for Three-Bedroom Units	1,300 sq. ft.	1,600 sq. ft.

The proposed 96-unit development would be comprised of twelve (12) 8-unit townhouse-style apartment buildings, all with attached two-car parking garages. There would be a total of 48 two-bedroom units and 48 two-bedroom + den units. The maximum gross density of 7.46 units per acre for The Grove compares with 9.02 units per acre at the nearby Falcon Glen development on W. Edgerton Ave.



Building acreage: 3.03 acres
 Parking and walkway acreage: 3.79 acres
 Green space acreage: 5.86 acres (46.1%)

This would be a phased project with a two-three year timeframe. The applicant anticipates building in three (3) phases with each phase constructing four (4) buildings. Phasing would be dictated by market acceptance and lease up. Construction for each phase would be approximately six (6) months.

The proposed development would require a certified survey map to split the existing three (3) parcels into eight (8) new parcels. The table below contains site calculations for the proposed parcels:

SITE CALCULATIONS:

Lot #	Lot Size (Acres)	Wetland Area (Acres)	Open Space (Acres)	Open Space (%)
1	2.016	0.727	0.807	40.03%
2	1.007	0.999	0.434	43.10%
3	1.143	0.696	0.570	49.87%
4	1.032	0.635	0.455	44.09%
5	1.860	0.301	0.805	43.28%
6	1.028	0.443	0.451	43.87%
7	2.268	0.635	1.086	47.88%
8	2.331	0.423	0.958	41.10%
Site Total	12.685	4.859	5.566	43.88%
Offsite (ROW)	0.388	0.201	-	-

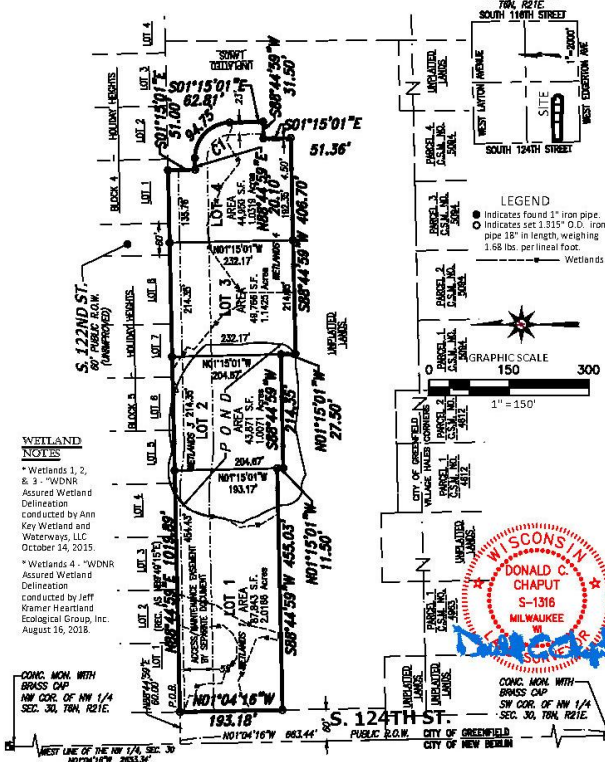
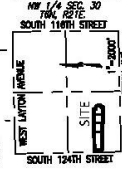
CERTIFIED SURVEY MAP NO.

A redivision of part of the Southwest 1/4 of the Northwest 1/4 of Section 30, Town 6 North, Range 21 East, in the City of Greenfield, Milwaukee County, Wisconsin.

Bearings are referenced to the Wisconsin State Plane Coordinate System (South Zone), in which the West line of the NW 1/4 of Section 30 bears N01°04'16"W.

Subdivider:
DOMI Development, LLC
6510 W. Forest Home Ave. Ste. 200
Milwaukee, WI 53220

VICINITY MAP



WETLAND NOTES
* Wetlands 1, 2, & 3 - "WDNR Assured Wetland Delineation conducted by Ann Key Wetland and Waterways, LLC, October 14, 2015.
* Wetlands 4 - "WDNR Assured Wetland Delineation conducted by Jeff Kramer Heartland Ecological Group, Inc. August 16, 2016.

LEGEND
● Indicates found 1" iron pipe.
○ Indicates set 1.315" O.D. iron pipe 38" in length, weighing 1.68 lbs. per linear foot.
○ Wetlands



CURVE (ARC LENGTH) (RADIUS) (DELTA ANGLE) (CHORD BEARING) (CHORD LENGTH)
C1 105.24' 87.00' 160°00'00" S54°6'15"01" E 184.75'



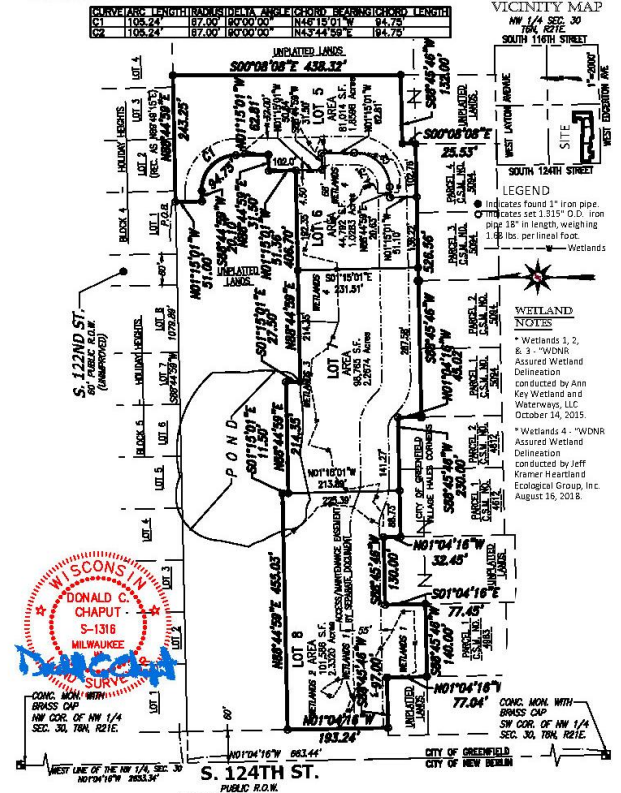
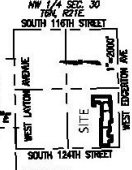
This instrument was drafted by Donald C. Chaput Professional Land Surveyor S-1316
Date: March 20, 2019
Drawing No. 3064-3-Per
Sheet 1 of 3 Sheets

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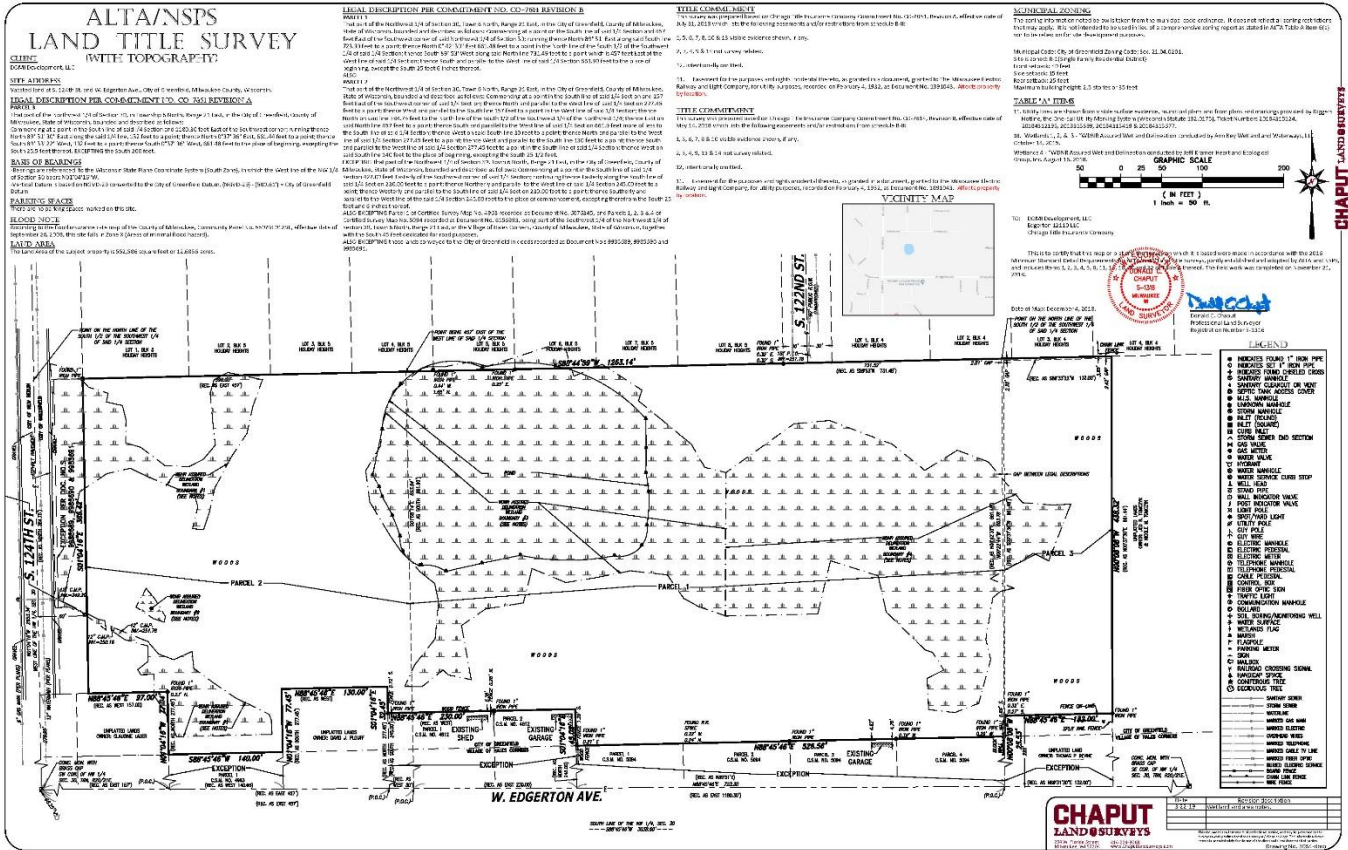


CURVE (ARC LENGTH) (RADIUS) (DELTA ANGLE) (CHORD BEARING) (CHORD LENGTH)
C1 105.24' 87.00' 160°00'00" S54°6'15"01" E 184.75'



This instrument was drafted by Donald C. Chaput Professional Land Surveyor S-1316
Date: March 20, 2019
Drawing No. 3064-3-Per
Sheet 1 of 3 Sheets

The site has traditionally been challenging to develop due site conditions of the three existing parcels. Various wetland delineations exist throughout the site, as well as a large pond. The City Natural Resource Protection standards provide that ponds and wetlands have a 100% protection standard with no mitigation allowed for residential development of ponds but mitigation permitted for the filling of wetlands with WDNR approval. Passage of 2017 Wisconsin Act 183, enacted on March 28, 2018, has exempted certain wetland impacts from state permit requirements if the discharge into a state wetland occurs in an urban area and certain criteria are met. These criteria mandate that the discharge does not affect more than one acre of wetland per parcel, the discharge does not affect a rare and high quality wetland, and the development related to the discharge is done in compliance with any applicable storm water management zoning ordinance or storm water discharge permit. Importantly, Act 183 also contains a preemption of local regulation of nonfederal or artificial wetlands. This states, "If a local government has in effect on March 30, 2018, an ordinance or resolution regulating nonfederal wetlands or artificial wetlands, the ordinance or resolution does not apply and may not be enforced." This removes the ability of City to enforce the protection standards of ponds and wetlands found in the Natural Resource Protection Standards established in City code. WDNR approval is required to fill the existing pond and wetlands and staff recommends the developer provide the necessary WDNR wetland permitting approval prior to holding a neighborhood meeting.



Site and Landscaping Plans

The development would have two (2) entrances on S. 124 St. and would be serviced by a private U-shaped drive with a poured curb. Staff recommends acceleration/deceleration lanes be provided at the site entrances. A private walkway will circle the development along the private drive. An underground stormwater management area will be constructed at the eastern portion of the lawn area of the parcel.

Parking Stalls required: 19 spaces for tenants and guests per building = 228 total.

Parking Stalls provided: 36 spaces for tenants and guests per building (16 spaces for tenants in garage) = 432 total, of which 12 are designated ADA stalls, exceeding the per code requirement.

Staff recommends a reduction in the number of off-street parking to more closely align with the parking standards in the Code and provide additional greenspace adjacent to neighboring properties.

A landscape plan was not provided but the applicant provided a development worksheet outlining the standards and how the development will meet the landscape standards. The City's Natural Resources Conservation policy is that 70% of the existing trees over 4" in diameter be preserved on this type of development. At this time, it is unclear if the development will meet

The side elevations of the buildings will have a stone veneer on the garage and front projection and a stone veneer base with vertical wood siding material utilized on the top half of the building. Three (3) banks of windows will be included on each side elevation. Staff recommends the stone veneer be expanded to include all of the first floor elevation on the side facades. The interior facades facing the courtyard will include large windows on the first and second floor. Both floors are constructed of vertical wood siding, though staff recommends a stone veneer for the first level elevation. Small shed-roof dormers project from the half-story above the second floor. A private 10' x 19' patio/veranda with a built-in vented gas grill designed for year-round outdoor enjoyment is also present. This outdoor amenity is covered on three sides and roofed to allow enhanced privacy and to comfortably experience the outdoors even during inclement weather.

Back Elevation



Left Side Elevation



Right Side Elevation



The units will have only single level, no-step living homes, which means front door stoops and entrances from the private attached garages are ramped. All homes are equipped with zero threshold showers. Unique to the market, private elevators from the garage to the second-floor units will be initially provided for select units, but offered in all second-floor units as market demand determines. Residential elevators eliminate the need to climb stairs, but can also be used as dumbwaiters to ease everyday activities like moving luggage and groceries from the garage.



12. 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.

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.



SITE DATA

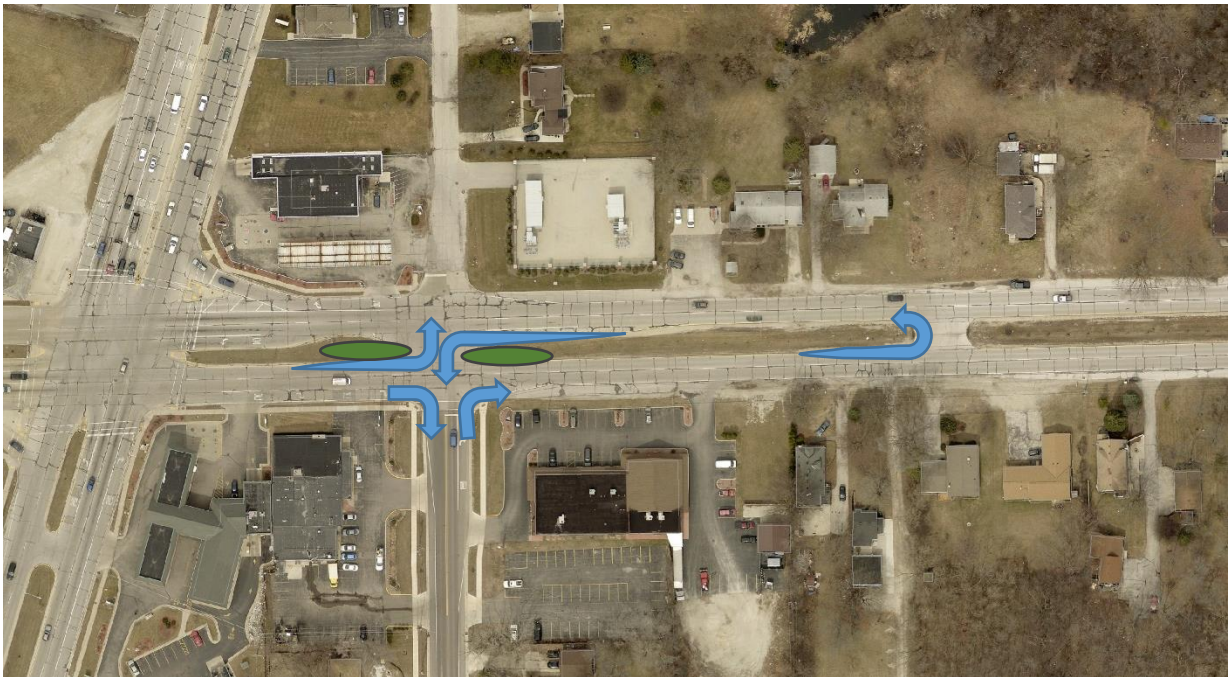
LOT SIZE:	.52 ACRES
	22,563 SF
BUILDING COVERAGE:	
	ALLOWED - 3,835 SF (17%)
	PROVIDED - 2,900 SF (13%)
IMPERVIOUS SURFACE:	
	ALLOWED - 18,050 SF (80%)
	PROVIDED - 17,784 SF (79%)
OPEN SPACE:	
	REQUIRED - 4,512 SF (20%)
	PROVIDED - 4,779 SF (21%)
PARKING:	
	PROVIDED - 24 SPACES
	RATIO - 8.28 SPACES /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

SITE PLAN
SCALE: 1" = 20'-0" ① N

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, or fifty-eight (58) off-street parking spaces for a 2,900 sq. ft. limited service restaurant. The proposed site plan provides twenty-four (24) off-street parking spaces (41% of the spaces required by code), 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, 10th 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. Milwaukee County Department of Transportation has agreed with the improvements recommended in the report. The developer has agreed to construct the proposed improvements as part of the development. These improvements are as follows:

S. 43rd St. & W. Layton Ave.:

1. Change the intersection to left-in/right-in/out.
2. Provide an eastbound left turn lane of the maximum length possible given the median restrictions, but not less than 75ft. Milwaukee County reserves the right to remove this movement in the future if crashes making this movement become a problem.

3. Provide a westbound turn lane that is no shorter than existing.
4. Change the pavement marking on the south approach to right only and provide signage for right only on both the north and south approaches (one way and right turn signs) per the MUTCD.
5. Provide do not block intersection signs on the east approach for westbound traffic and pavement marking boxes on the pavement to signify the area to be kept clear.

First median opening to the east of S. 43rd St. & W. Layton Ave.:

1. Provide an eastbound turn lane that is the length of the queue plus 75ft per the WisDOT FDM, if there is an expected queue of zero cars the lane shall be 100ft plus taper.
2. Remove all cable guard between the intersection of 43rd St and this median opening.
3. Provide curbs.

The picture below 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 also recommends adding windows or spandrel glass to the north and/or 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 for the community but has 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 challenging for the proposed use. Staff recommends 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 the opportunity to increase stacking space either by doubling stacking lanes or increasing the length of the drive-thru lane. 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.

Staff recommends that if the project proceeds as proposed with the retention of the existing gas station building, moderate changes to the building, such as the addition of windows or spandrel glazing to the north and/or east elevation, be incorporated into the façade. Staff's primary concern is the site layout providing space for eight stacking spaces for vehicles for the drive-thru. Based on the peak hour numbers provided by the traffic study, this may be inadequate and may result in safety issues with cars backing up onto S. 43 St. or W. Layton Ave. Staff is also

concerned twenty-four (24) off-street parking spaces may not be sufficient given the numbers anticipated by the traffic study. 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. For the sake of comparison, the recently approved Dunkin Donuts location at S. 76 St and W. Cold Spring Road provided twenty-one (21) off-street parking spaces and fifteen (15) stacking spaces for a building roughly half the size of the proposed Starbucks. Given staff's concern, if the project proceeds, staff recommends Starbucks and the City enter into an agreement providing for the closure of the S. 43 St. entrance if drive-thru stacking vehicles backing onto S. 43 St. and/or W. Layton Ave. becomes a safety concern. 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

- 13A. Special Use Review for new ownership of Friends on Forest Home, an existing tavern business located at 5614 W. Forest Home Ave., submitted by Maureen Jane Fox, d/b/a T&M Fox, LLC. (Tax Key No. 556-9001-000)**

- 13B. Site Plan Review for new ownership of Friends on Forest Home, an existing tavern business located at 5614 W. Forest Home Ave., submitted by Maureen Jane Fox, d/b/a T&M Fox, LLC. (Tax Key No. 556-9001-000)**

Items 13A and 13B may be considered together.

Overview and Zoning

The applicant, Mrs. Fox and her husband, plans to purchase the existing tavern located at 5614 W. Forest Home Ave. The property is zoned C-2 Community Commercial District, which permits taverns as a Special Use. The change in ownership triggers review of the Special Use permit, site conditions, etc. The new owner will operate Friends on Forest Home in the same manner as is currently run. Hours of operation will be Sunday – Thursday, 11am – 2am; Friday – Saturday, 11am – 2:30am. The Fox’s will employ roughly six (6) people. Friends on Forest Home has a hall for rent behind the main bar that can be rented for hosting a variety of events.



Site Plan Review

This property went through the same review in June 2018. The Plan Commission and Common Council recommended the following improvements: the west property line fence being removed and replaced with a new board-on-board wood fence; cut-off light fixtures being attached to light poles; and wheel stops that had been pushed off of the parking lot, being fixed and attached in their proper locations. The applicant at the time was given until year-end 2019 to complete the site improvements. The current owner has been in contact with staff and is addressing the cut-off fixtures in the very near future. A site plan addressing the board-on-board fence has been submitted and approved by staff. Site work (installation of new fence and cleaning-up of wheel stops) is still recommended to be completed by year-end 2019. Staff recommends that this item be expedited to the May 21, 2019 Common Council meeting.

Signage

Section 19.13 of the Municipal Code (the Sign Code) states that, “Any change in ownership, tenancy of premises and/or change in special use shall necessitate that the signs for the premises be brought into compliance with the provisions of this chapter.” Staff recommends

that the pylon sign be brought into compliance, but that additional time be provided for this unexpected expense. Staff recommends that the Plan Commission grant two (2) years' time (June 2021) for the pylon sign to be removed and a monument sign to be constructed on site.

Recommendation: Recommend Common Council approval of the Special Use Review and Site Plan Review for new ownership of Friends on Forest Home, an existing tavern business located at 5614 W. Forest Home Ave., submitted by Maureen Jane Fox, d/b/a T&M Fox, LLC (Tax Key No. 556-9001-000), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 2 are required to be satisfied prior to the issuance of a Certificate of Occupancy associated with the proposal reviewed by the Plan Commission.)

1. A letter being submitted to the Community Development Division stating that various site work (installation of new fence and cleaning-up of wheel stops) will be completed by year-end 2019.
2. Common Council approval of the Special Use Review for Friends on Forest Home, a new tavern tenant to be located at 5614 W. Forest Home Ave., to be expedited to the May 21, 2019 Common Council meeting.

(The work listed in item 3 is required to be satisfied by June 2021. Contractors applying for permits should be advised accordingly.)

3. A signage plan being submitted to the Community Development Division for review and approval including the removal of the pylon sign and construction of a code-conforming monument sign on the property.

14. Ordinance to amend Section 21.06.0203 of the Municipal Code pertaining to Off-street Parking and On-Site Queuing Requirements for Use Types.

The City of Greenfield's Zoning Code was adopted in 1998. Since then, numerous amendments have been made to accommodate change over time. One of those gradual changes has been off-street parking standards in the restaurant and bar/tavern industry. In addition, since 1998, the City of Greenfield has become more urbanized and today, very little land is available for development.

The Municipal Code today requires that 20 off-street parking spaces be provided for every 1,000 sq. ft. of gross floor area. That means that a Red Robin-sized building would require 140 off-street parking spaces. The Red Robin property has 118 off-street parking spaces. A Noodles-sized building would require 62 off-street parking spaces. The Noodles property has approximately 40 off-street parking spaces.

Staff took a poll of surrounding communities and their off-street parking requirements. Communities' standards varied from 33 spaces/1,000 gross sq. ft., to 2.5 spaces/1,000 gross sq.

ft. Many of these other municipal codes haven't been updated in years. Developers consistently state that the industry standard for a restaurant use is 10 spaces/1,000 gross sq. ft. and national chains wouldn't build unless they met that standard.

The Common Council must waive parking shortages for every new restaurant and bar/tavern that proposes to develop, if the proposed site plan does not meet the Code's off-street parking requirements. To be more in line with industry standards, to consider the reality of limited land availability in Greenfield, to reduce the potential number of parking shortage waivers required by the Common Council, and to take into consideration carpooling trends for types of food establishments, staff is recommending to reduce the minimum required parking to the following:

Bars/Taverns:	15 spaces/1,000 gross sq. ft.
Restaurants without a drive-thru:	15 spaces/1,000 gross sq. ft.
Restaurants with a drive-thru:	10 spaces/1,000 gross sq. ft.

This item was presented in front of the Legislative Committee on April 29, 2019 and received favorable recommendation to the Common Council for approval. A public hearing may be scheduled as soon as June 18, 2019.

Recommendation: Recommend Common Council approval of the Ordinance to amend Section 21.06.0203 of the Municipal Code pertaining to Off-street Parking and On-Site Queuing Requirements for Use Types.

15. Community Development Manager Report.

16. Adjournment.