

**MINUTES OF THE PLAN COMMISSION MEETING HELD AT THE
GREENFIELD CITY HALL ON TUESDAY, APRIL 14, 2020**

1. The meeting was called to order at 6:00 p.m. by Mayor Michael Neitzke

ROLL CALL:	Mayor Michael Neitzke	Present
	Ald. Karl Kastner	Present
	Mr. Brian Weis	Excused
	Ms. Denise Collins	Present
	Ms. Christine Hallen	Excused
	Mr. Steve Rogers	Present
	Mr. Don Carlson	Present
	Mr. Michael Braswell (alt.)	Present
	Mr. Robert Krenz (alt.)	Present

ALSO PRESENT: Kristi Porter – Community Development Manager

2. Approval of the minutes from the March 10, 2020 meeting.

Motion by Mr. Carlson, seconded by Ms. Collins, to approve the March 10, 2020 Regular Meeting minutes. Motion carried unanimously, with Mr. Rogers abstaining.

3. Discussion regarding the previous Common Council meeting(s).

At the March 17th meeting the public hearing for the existing Lightspeed at 4251 S. 27 to a limited-service restaurant and bar venue (27 Social) was held and the Special Use approved as presented.

4A. Special Use Permit for Heights Finance Corporation, a consumer lending business to be located within the multi-tenant commercial building at 3831 S. 108 St., submitted by Sharlette Metts, d/b/a Heights Finance Corporation. (Tax Key No. 563-9990-002)

4B. Site Plan Review for Heights Finance Corporation, a consumer lending business to be located within the multi-tenant commercial building at 3831 S. 108 St., submitted by Sharlette Metts, d/b/a Heights Finance Corporation. (Tax Key No. 563-9990-002)

Items 4A & 4B were considered together.

Overview and Zoning

Heights Finance Corporation is currently located within the multi-tenant commercial building at the southwest corner of Hwy 100 and W. Beloit Rd., at 3828 S. 108 St. and has been in that space since 2009. They are proposing to move to a new tenant space (3831 S. 108 St.) within the same shopping center; however, there is no Special Use Permit on file for their existing location, so they are a non-conforming use and a new

Special Use Permit is required for the new tenant space. The property is zoned C-4 Regional Business District, which permits Consumer Lending uses as a Special Use. To help expedite Heights' move to the new tenant space and given the fact that they have been at the property for 11 years, staff has scheduled a public hearing for April 21, 2020.

Hours of operation will be 8:30am – 5:30pm, Monday – Friday. The business employs five (5) people with an estimated 25 customers per day. The new lease runs until March 31, 2023.

Heights Finance Corporation ("Heights") is a traditional installment loan provider licensed and operating in the states of Illinois, Indiana, Kentucky, Missouri, Tennessee, and Wisconsin. Heights originates loans through a network of branches located primarily in small to medium geographic markets.

Heights loans are approximately 92% direct to the consumer, with the remainder made up of a mix of retail installment contracts. Heights customer base is made up primarily of "sub-prime" borrowers who are solicited via direct mail, email, print, through the website, and through approved retail (nonautomotive) dealers.

Heights interest rate vary based on state, loan amount, type of collateral and customer FICO scores, but are, in all cases, compliant with usury limits imposed by the state in which each loan is originated. Loan terms vary as well – never less than 13 months, and generally not exceeding 60 months – and are always within limits established by each respective state.

Heights neither originates, renews, or rollovers any payday loan. Heights does offer refinancing of loans for the benefit of its borrowers while remaining compliant with individual state lending requirements. Heights neither originates nor renews any loans secured in whole or in part by the consumers' interest in any real estate holdings. Heights Finance Corporation secures loan transactions with non-purchase money interest in the consumers' personal property and/or interest in a titled vehicle.

Site Plan Review

A site plan was not submitted, but the Zoning Code allows for the comprehensive review of the condition of the site as part of the Plan Commission review. There are some site improvements that should be addressed and most require basic clean-up. There are building materials scattered on the ground around the two maintenance/shed buildings that should be cleaned up. There are building materials stored in the back of the building that should be removed. The refuse enclosure is functional on two (2) sides and is not screening the dumpsters. Staff was not able to determine if the doors are intact/just kept open or if they are broken. If the doors are broken, they need to be fixed to maintain a four-sided enclosure. There is a grease dumpster that is kept out in the open that needs to be moved inside the enclosure.

Recommendation: Recommend Common Council approval of the Special Use Permit and Site Plan Review for Heights Finance Corporation, a consumer lending business to be located within the multi-tenant commercial building at 3831 S. 108 St., submitted by Sharlette Metts, d/b/a Heights Finance Corporation (Tax Key No. 563-9990-002), subject to Plan Commission comments, staff comments, and the following conditions:

(The work associated with Item 1 is required to be satisfied within six (6) months of the Plan Commission approval.)

- 1) A letter being submitted to the Community Development Division stating the following will take place: (a) all building material/debris throughout the site being picked up and/or discarded; (b) all dumpsters, including the grease bin, being located within the refuse enclosure; (c) the refuse enclosure being constructed/maintained in a manner that all four sides are closed and the dumpsters are out of view at all times.

A representative from Heights Finance was present to answer questions.

Ms. Porter gave a presentation on the item, stressing that they are an existing tenant within the strip mall (since 2009) and are moving to a different tenant space. At the time of their original occupancy, the City had not yet adopted the NAICS code, so there was no Special Use requirement for this classification of tenant. They are not a payday loan facility, with 92% of their loans direct to the consumer. Their customer base consists primarily of sub-prime borrowers, with loan terms ranging from 13 months to 60 months.

Motion by Mayor Neitzke, seconded by Ald. Kastner, to recommend approval of a Special Use Permit and a Site Plan Review for Heights Finance Corporation, a consumer lending business to be located within the multi-tenant commercial building at 3831 S. 108 Street, subject to Plan Commission and staff comments, and the public hearing being held and approved at the April 21st Common Council meeting. Tax Key No. 563-9990-002. Motion carried unanimously.

5. **Architectural Plans for exterior façade improvements to various buildings at the Greenbrook Terrace Apartments, located at 4905-4980 and 5000-5080 S. Greenbrook Terrace, submitted by Tom Schroeder, d/b/a Community Roofing and Restoration. (Tax Key Nos. 619-9998-004 and 619-9998-003)**

Greenbrook Terrace has submitted plans to reside all 20 of the apartment buildings at the Greenbrook Terrace multi-family residential complex (52nd & Edgerton). The existing siding will has been removed and replaced with pre-finished James Hardie “Sierra 8” wood grain fiber cement panels in either 4’ x 8’ or 4’ x 10’ sections. All corners, windows and doors are framed as well with the cement wood grain trim boards.

In addition to new siding, all original windows are replaced with energy-efficient twin pane low-e argon gas-filled windows with fiberglass frames. Window opening sizes will remain the same throughout the buildings.

The design/look of the buildings has not changed with the new siding. The site has refuse enclosures throughout and is generally in good condition. Staff doesn't recommend any site improvements and recommends approval of the architectural residing.

Recommendation: Recommend Common Council approval of the Architectural Plans for exterior façade improvements to various buildings at the Greenbrook Terrace Apartments, located at 4905-4980 and 5000-5080 S. Greenbrook Terrace, submitted by Tom Schroeder, d/b/a Community Roofing and Restoration. (Tax Key Nos. 619-9998-004 and 619-9998-003)

Motion by Ald. Kastner, seconded by Ms. Collins, to recommend approval of the Architectural Plans for exterior façade improvements to various buildings at the Greenbrook Terrace Apartments, located at 4905-4980 and 5000-5080 S. Greenbrook Terrace, subject to Plan Commission and staff comments, and authorize this item to be expedited to the April 21st Common Council meeting. Tax Key Nos. 619-9998-004 and 619-9998-003. Motion carried unanimously.

6. Master Signage Plan for Starbucks, to be located at 4306 W. Layton Ave., submitted by Jaime Dieman, d/b/a Innovative Signs, Inc. (Tax Key No. 601-9852-001)

Starbucks, currently under construction for its new location at W. Loomis Rd. & W. Layton Ave., is proposing a Master Signage Plan for all signs on the property. The Sign Code allows for 102 sq. ft. of signage at this property, to be apportioned between one (1) wall sign and one (1) monument sign. Starbucks is proposing the following sign inventory (uppercase letters identified on site plan):

- 1) South wall – (B) internally-illuminated round Starbucks logo wall sign, 20 sq. ft. in area.
- 2) South wall – (A) internally-illuminated “Starbucks” channel letter wall sign, 22 sq. ft. in area.
- 3) South wall – (C) internally-illuminated “Drive Thru” cabinet wall sign, 7 sq. ft. in area.
- 4) West wall – (A) internally-illuminated “Starbucks” channel letter wall sign, 22 sq. ft. in area.
- 5) West wall – (C) internally-illuminated “Drive Thru” cabinet wall sign, 7 sq. ft. in area.
- 6) West wall – (B) internally-illuminated round Starbucks logo wall sign, 20 sq. ft. in area.
- 7) Monument sign – (K) internally-illuminated 28 sq. ft., 10-ft. high monument sign located at the corner of W. Loomis Rd. & W. Layton Ave.
- 8) Directional signs – (E & F) three (3) directional signs, 3.5 sq. ft. each, 3 ft. 10 in. in height. One directional will be placed at the W. Loomis Rd. driveway, one will be placed at the S. 43 St. driveway and one will be placed at the drive-thru lane exit.
- 9) Clearance Bar – (G) located at the beginning of the drive-thru lane, 2 sq. ft. in area.
- 10) Freestanding Pre-menu Board – (H) internally-illuminated 7 sq. ft. in area, located in the drive-thru lane.

11) Freestanding Digital Order Screen Board with Canopy – (J) internally-illuminated 17 sq. ft. in area, located in the drive-thru lane. This is where the speaker is located.

12) Freestanding Menu Board – (I) internally-illuminated 23 sq. ft. in area, located in the drive-thru lane.

The above-listed signage inventory totals 185 sq. ft. of signage, of which 49 sq. ft. are menu board/drive-thru-related. Staff feels that the proposed wall signs, monument sign and directional signs are proportionate to the building and size of the property and don't impose a cluttered look. However, to architecturally integrate with the design of the building, staff recommends a masonry base (brick or stone) to match the building on all freestanding signs.

Recommendation: Approve the Master Signage Plan for Starbucks, to be located at 4306 W. Layton Ave., submitted by Jaime Dieman, d/b/a Innovative Signs, Inc. (Tax Key No. 601-9852-001), subject to a revised signage plan being submitted to show masonry bases on all freestanding signs, to match the building.

A representative with Innovative Signs was available to answer questions.

Discussion occurred on removing the drive-thru “chevrons” on the monument sign. The Plan Commission agreed with Staff's recommendation that all freestanding signs shall have a masonry base to match the building materials. There was discussion regarding lowering the monument sign to 8 feet in height, but the Plan Commission ultimately approved the monument sign as presented at 10 feet in height with a masonry base.

Motion by Mayor Neitzke, seconded by Ald. Kastner, to recommend approval of a Master Signage Plan for Starbucks, to be located at 4306 W. Layton Avenue, subject to Plan Commission and staff comments. Tax Key No. 601-9852-001. Motion carried unanimously.

7. Signage Plan Appeal for a Temporary Sign to be located at the 84 South development at 8900 Sura Ln., submitted by Jim Cavanaugh, d/b/a Cushman & Wakefield/Boerke and Scott Yauck, d/b/a Greenfield Development Partners Holdings, LLC. (Tax Key No. 606-9980-014)

In an effort to solicit future tenants and businesses at 84 South, the developer is requesting a variance from the Sign Code to install an 8' x 8' real estate sign along the I-894 property line. The sign will be located in front of the vacant parcel between Aurora and Steinhafels. The sign will be approximately 4-6 feet off of the ground and will be V-shaped so traffic from both directions can see the sign. The applicant is requesting approval of the sign for one (1) year.

Recommendation: Approve the Signage Plan Appeal for a Temporary Sign to be located at the 84 South development at 8900 Sura Ln., submitted by Jim Cavanaugh, d/b/a Cushman & Wakefield/Boerke and Scott Yauck, d/b/a Greenfield Development Partners Holdings, LLC. (Tax Key No. 606-9980-014)

Motion by Mayor Neitzke, seconded by Ald. Kastner, to recommend approval of a Signage Plan Appeal for a Temporary Sign to be located at the 84 South development at 8900 Sura Lane, subject to Plan Commission and staff comments. Tax Key No. 606-9980-014. Motion carried unanimously.

8. Community Development Manager Report.

Ms. Porter stated that the Common Council approved the TIF District for the rehabilitation hospital on 103rd Street & Oklahoma Avenue. Great Life will be before the May Plan Commission with a revised conceptual plan, with more buildings throughout the site, differing from their original four-story building proposal, which was denied by the Common Council for a Comprehensive Land Use Plan amendment request.

9. Adjournment.

Motion by Mr. Carlson, seconded by Mr. Rogers, to adjourn the meeting at 6:28 p.m. Motion carried unanimously.

Respectfully submitted,

Alison J. Meyer
Administrative Assistant

Distributed April 17, 2020