

PLAN COMMISSION STAFF REPORT

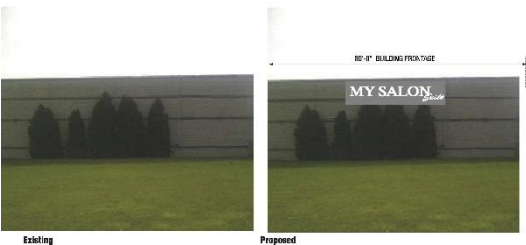
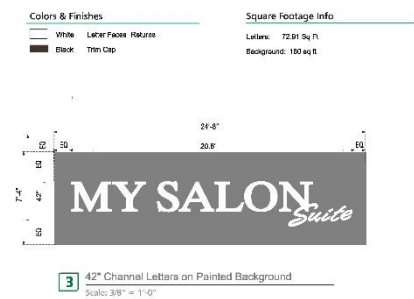
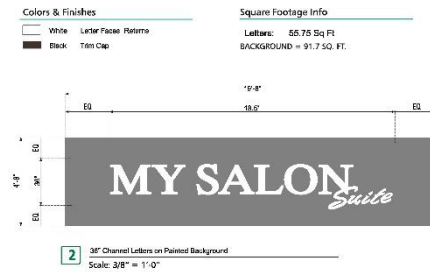
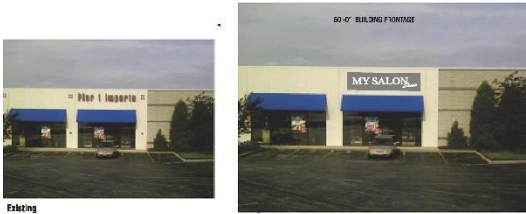
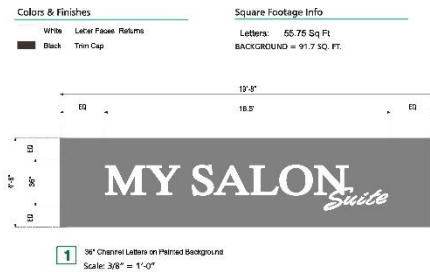
Tuesday, January 12, 2021 – 6:00 p.m.

1. **Roll Call**
2. **Approval of the minutes from the December 8 and December 15, 2020 meetings.**
3. **Discussion regarding last Common Council meetings.**
4. **Signage Plan Appeal for My Salon Suite, a proposed beauty salon to be located at 5170 S. 76 St., submitted by Wayne Palmer, d/b/a Prodigy Lighting & Sign LLC. (Tax Key No. 650-8998-009)**

My Salon Suite, a permitted use and a newly-proposed beauty salon to be located at the former Pier One store at 5170 S. 76 St, is seeking a signage variance, requesting additional signage beyond what the Sign Code allows for. The Sign Code permits gross allowable sign square footage permitted for each business site by multiplying the lineal building front footage by a factor of 1.5 square feet with a maximum of 200 square feet permitted. The total number of signs permitted for each business site is limited to one wall sign and one monument sign.

My Salon Suite currently has an approved 55.75 sq. ft. wall sign along the southern façade and a 100.9 sq. ft. panel insert for the pylon sign along Southridge Service Drive. My Salon Suite is seeking a waiver for an additional two (2) wall signs. The proposed wall sign on the east façade is 55.75 sq. ft. and the proposed sign on the west façade is 72.9 sq. ft. The total signage proposed is 283.5 sq. ft. (of which 184.4 sq. ft. is wall signage). The previous tenant, Pier One, also had three walls signs and pylon sign consistent with what My Salon Suite is proposing.

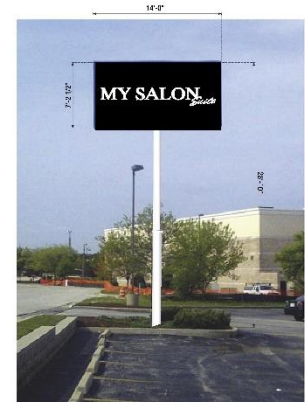




SCOPE: Quantity (2) Reface Only
Remove existing Flex Face
Install New Opaque Flex Face
Letters: Redacted Cutout



4 D/E Pylon Sign
Not to Scale



Recommendation: Approve the Signage Plan Appeal for My Salon Suite, a proposed beauty salon to be located at 5170 S. 76 St., submitted by Wayne Palmer, d/b/a Prodigy Lighting & Sign LLC. (Tax Key No. 650-8998-009)

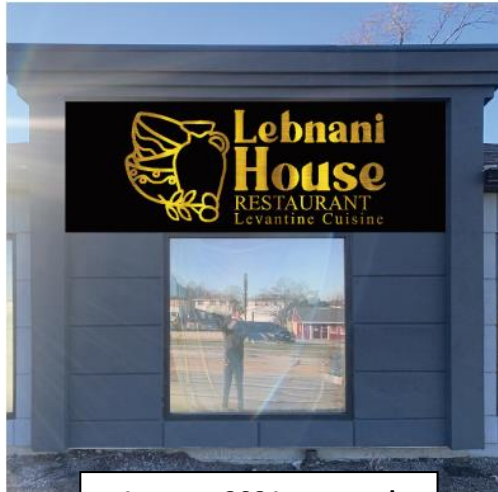
5. **Signage Plan Appeal for Lebnani House, a proposed restaurant to be located at 5051 S 27 St., submitted by Moe Saed, d/b/a Khalek Building Services. (Tax Key No. 622-9946-001)**

Lebnani House, a proposed restaurant to be located at 5051 S 27 St., is seeking a signage variance, requesting additional signage beyond what the Sign Code allows for. The Sign Code permits gross allowable sign square footage permitted for each business site by multiplying the lineal building front footage by a factor of 1.5 square feet with a maximum of 200 square feet permitted. The total number of signs permitted for each business site is limited to one wall sign and one monument sign. The



lineal building front footage for Lebnani House is thirty-seven (37) feet, for a maximum signage allowed of 55.5 sq. ft.

Lebnani House is seeking 111.2 sq. ft. of signage, consisting of a 63.9 sq. ft. monument sign and 47.3 sq. ft. wall sign. This is 55.7 sq. ft. more than is permitted by the Sign Code. The monument sign also includes a changeable copy sign with a size of 30.5 sq. ft., which is larger than the 24 sq. ft. allowed by code.



January 2021 proposal



June 2020 proposal

Staff has concerns with the signage plan as proposed. Staff recommends the size of the changeable copy sign within the monument sign adhere to the sign code and be no larger than 24 sq. ft. Staff also recommends the brick base of the monument sign extend to the width of the proposed sign for a more cohesive appearance. The wall sign is also out of scale from what was shown during the Special Use Permit approval in June 2020 and is out of scale with the projection on the east façade. Staff recommends the size of the carrier box be reduced in size to approximately the size of the text and logo for the restaurant. This wall sign would be 98" by 41", for a total of 27.9 sq. ft. versus the 47.3 sq. ft. sign proposed. The smaller sign would be more proportional with the façade and would not reduce the size of the lettering or logo for the restaurant. These modifications would result in a total of no more than 85.3 sq. ft. of overall signage.



PUSH THROUGH CHANNEL LETTERS
LOGO + ALL LETTERS
SIZES IN DRAWING
FACE PUSH THROUGH ACRYLIC LETTERS
GOLD VINYL FACE
TRIMCAPS N/A
RETURNS [SIDES] CLEAR ACRYLIC 0.5" PUSH
BACKED BY MAX METAL SHEET
MOUNTING FLUSH MOUNTED TO WALL
ILLUMINATION LED - GOLD COLOR

MOUNTING BOX MOUNTING BOX TO BE BLACK OR MATCH WALL

AUTHORIZED SIGNER: NASER HAMDAN
 TYPE OF SIGN: MONUMENT + WALL SIGN
 ADDRESS: 5051 S 27TH ST, MILWAUKEE, WI 53221

APPROVAL SIGNATURE & DATE

I SOLEMNLY SWEAR THAT I AM THE OWNER OF THE PROPERTY AND I AM RESPONSIBLE FOR THE SIGNAGE. I HAVE READ THE DETAILS OF THE SIGNAGE PRIOR TO SIGNING.



MONUMENT SIGNAGE
EMC SCREEN (LED TV) + PUSH THROUGH
LETTERS
SIZES IN DRAWING
FACE PUSH THROUGH ACRYLIC LETTERS
GOLD VINYL FACE
TRIMCAPS N/A
RETURNS [SIDES] CLEAR ACRYLIC 0.5" PUSH
BACKED BY MAX METAL SHEET
MOUNTING FLUSH MOUNTED TO WALL
ILLUMINATION LED - GOLD COLOR

MOUNTING BOX MOUNTING BOX TO BE BLACK OR MATCH WALL

LED TV SCREEN (EMC)
QUALITY 5MM SCREEN
COLOR FULL RGB COLOR SPECTRUM
WARRANTY
 1 YEAR LABOR / 5 YEAR PARTS
CAPABILITY WIFI CAPABLE ALTERATIONS
WATER WATER-PROOF
OPENING FRONT
NOVA STAR RECEIVING CARD
CONTROLLER NOVA STAR T82

AUTHORIZED SIGNER: NASER HAMDAN
 TYPE OF SIGN: MONUMENT + WALL SIGN
 ADDRESS: 5051 S 27TH ST, MILWAUKEE, WI 53221

APPROVAL SIGNATURE & DATE

I SOLEMNLY SWEAR THAT I AM THE OWNER OF THE PROPERTY AND I AM RESPONSIBLE FOR THE SIGNAGE. I HAVE READ THE DETAILS OF THE SIGNAGE PRIOR TO SIGNING.



Recommendation: Approve the Signage Plan Appeal for Lebni House, a proposed restaurant to be located at 5051 S 27 St., submitted by Moe Saed, d/b/a Khalek Building Services. (Tax Key No. 622-9946-001), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 is required to be satisfied prior to the issuance of sign permits associated with the proposed project reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. New signage plan submitted to the Community Development Division showing a changeable copy sign of no larger than 24 sq. ft., a brick base matching the width of the monument sign, and a wall sign no larger than 28 sq. ft.

6. **Conceptual Plan Review for an Ordinance to amend Section 21.04.0603 of the Municipal Code pertaining to All Other Amuse. & Rec. Ind.-Firearm Ranges being permitted as a Special Use in the C-4 Regional Business District and C-5 Freeway Business District, and for a Special Use Permit and new construction of a firearm range and gun shop, Shoot Point Blank, to be located at 10557 W. Layton Ave., submitted by Ken Knuckles, d/b/a Development Management Group, LLC, and Brad Copp, d/b/a ComptonAddy. (Tax Key No. 613-8996-018)**

ComptonAddy is interested in purchasing the vacant parcel at 10557 W. Layton Ave., on the south side of W. Layton Ave., in between the First Weber office building and Mister Car Wash, across the street from Walmart. The 1.55-acre site is zoned C-4 Regional Business District. The developer is interested in constructing an approximate 10,550 sq. ft. building that would include an indoor firing range and retail firearm sales.



The business name would be Shoot Point Blank (SPB). SPB opened its first store in 2012 and has developed nearly 30 new locations in seven (7) different states. The City's Zoning Code requires a Special Use Permit for "Sporting Goods Store" (NAICS code 451110, which includes gun sales); however, a shooting range use is not permitted in the C-4 Zoning District. "All Other Amusement and Recreational Industries" (NAICS code 713990, which includes shooting clubs, recreational) uses are allowed as a Special Use in the M-1 Light Manufacturing District only.

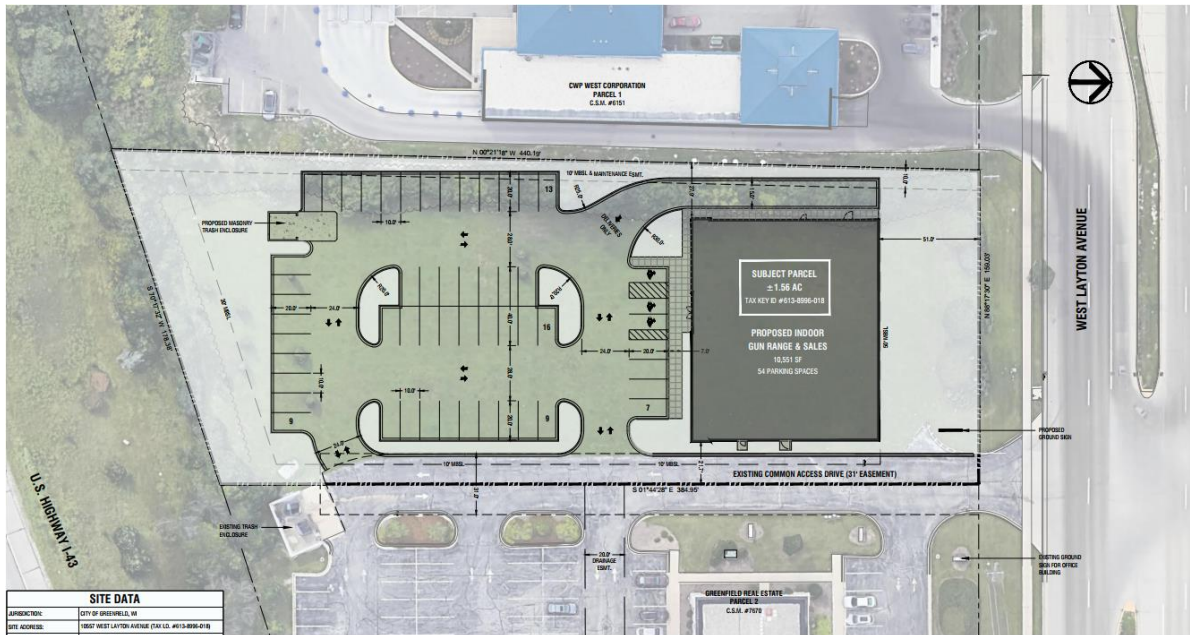
The applicant is requesting the Plan Commission to consider the concept of an ordinance amendment to allow uses in Code 713990 as a Special Use in the C-4 District, rather than just the M-1 District. Below is a list of example business types that fall under Code 713990, taken from <https://www.naics.com/search/>.

2017 NAICS	Index Entries for 713990
713990	Amateur sports teams, recreational
713990	Amusement device (except gambling) concession operators (i.e., supplying and servicing in others' facilities)
713990	Amusement ride concession operators (i.e., supplying and servicing in others' facilities)
713990	Archery ranges
713990	Athletic clubs (i.e., sports teams) not operating sports facilities, recreational
713990	Aviation clubs, recreational
713990	Ballrooms
713990	Baseball clubs, recreational
713990	Basketball clubs, recreational
713990	Bathing beaches
713990	Beach clubs, recreational
713990	Beaches, bathing
713990	Billiard parlors
713990	Billiard rooms
713990	Boating clubs without marinas
713990	Boccie ball courts
713990	Bowling leagues or teams, recreational
713990	Boxing clubs, recreational
713990	Boys' day camps (except instructional)
713990	Bridge clubs, recreational
713990	Camps (except instructional), day
713990	Canoeing, recreational
713990	Carnival ride concession operators (i.e., supplying and servicing in others' facilities)
713990	Coin-operated nongambling amusement device concession operators (i.e., supplying and servicing in others' facilities)
713990	Concession operators, amusement device (except gambling) and ride
713990	Curling facilities
713990	Dance halls
713990	Discotheques (except those serving alcoholic beverages)
713990	Driving ranges, golf
713990	Fireworks display services
713990	Fishing clubs, recreational
713990	Fishing guide services
713990	Fishing piers
713990	Flying clubs, recreational
713990	Football clubs, recreational
713990	Galleries, shooting
713990	Girls' day camps (except instructional)
713990	Gocart raceways (i.e., amusement rides)

713990	Gocart tracks (i.e., amusement rides)
713990	Golf courses, miniature
713990	Golf courses, pitch-n-putt
713990	Golf driving ranges
713990	Golf practice ranges
713990	Guide services (i.e., fishing, hunting, tourist)
713990	Guide services, fishing
713990	Guide services, hunting
713990	Guide services, tourist
713990	Gun clubs, recreational
713990	Hockey clubs, recreational
713990	Hockey teams, recreational
713990	Hookah lounges (except primarily selling food and beverages)
713990	Horse rental services, recreational saddle
713990	Horseback riding, recreational
713990	Hunting clubs, recreational
713990	Hunting guide services
713990	Ice hockey clubs, recreational
713990	Jukebox concession operators (i.e., supplying and servicing in others' facilities)
713990	Kayaking, recreational
713990	Lawn bowling clubs
713990	Miniature golf courses
713990	Mountain hiking, recreational
713990	Nightclubs without alcoholic beverages
713990	Nudist camps without accommodations
713990	Observation towers
713990	Outdoor adventure operations (e.g., white water rafting) without accommodations
713990	Outfitters (i.e., providing trips and equipment)
713990	Pack trains (i.e., trail riding), recreational
713990	Paintball, laser tag, and similar fields and arenas
713990	Para sailing, recreational
713990	Picnic grounds
713990	Pinball machine concession operators (i.e., supplying and servicing in others' facilities)
713990	Ping pong parlors
713990	Pool halls
713990	Pool parlors
713990	Pool rooms
713990	Racetracks, slot car (i.e., amusement devices)
713990	Raceways, gocart (i.e., amusement rides)
713990	Recreational camps without accommodations
713990	Recreational day camps (except instructional)
713990	Recreational sports clubs (i.e., sports teams) not operating sports facilities
713990	Recreational sports teams and leagues

713990	Riding clubs, recreational
713990	Riding stables
713990	Rifle clubs, recreational
713990	River rafting, recreational
713990	Rowing clubs, recreational
713990	Saddle horse rental services, recreational
713990	Sailing clubs without marinas
713990	Sea kayaking, recreational
713990	Shooting clubs, recreational
713990	Shooting galleries
713990	Shooting ranges
713990	Skeet shooting facilities
713990	Slot car racetracks (i.e., amusement devices)
713990	Snowmobiling, recreational
713990	Soccer clubs, recreational
713990	Sports clubs (i.e., sports teams) not operating sports facilities, recreational
713990	Sports teams and leagues, recreational or youth
713990	Stables, riding
713990	Summer day camps (except instructional)
713990	Tourist guide services
713990	Trail riding, recreational
713990	Trampoline facilities, recreational
713990	Trapshooting facilities, recreational
713990	Waterslides (i.e., amusement rides)
713990	Wax figure exhibitions, amusement
713990	White water rafting, recreational
713990	Yacht clubs without marinas
713990	Youth sports league teams

Some of these business types will not be conducive to Greenfield's urban environment (i.e. yacht clubs, beaches), but most would be possible. The Plan Commission and Common Council have occasionally split up lists within a particular code, allowing only some of the uses/business types listed.



Site and Architectural Plans

SPB would propose an approximate 10,550 sq. ft. single-story building on the vacant parcel. A general breakdown of the various uses inside the building are: range area – 65%; retail and viewing area – 25%; classroom – 5%; balance being receiving/storage, restrooms, office, etc. The building would be set back 50 feet off of W. Layton Ave. with the parking lot on the south or rear side of the building. Access is proposed from the existing shared driveway with the First Weber office building where there is a 31-ft. wide access easement between the two (2) properties. No new driveway is proposed off of W. Layton Ave. SPB has provided pictures of existing buildings in their portfolio, as shown below. If this proposal were to move forward, staff's comments on building and site layout design include the following:

1. EIFS-type material tip-up panel construction would not be recommended for approval, other than for accent material use. Staff would expect high-quality masonry building materials as shown in the Mokena, IL building example below.
2. Windows, even if spandrel glass, will be recommended on all four (4) building elevations as they will all be visible from either the road or parking lot.
3. Reduce drive lanes from 28 ft. to 24 ft., reduce parking stall sizing, and reduce the number of parking spaces to try to retain mature trees along the west property line.

The applicant will need to supply information for parking calculation determination, as the Code reads the following for rifle ranges: 1 space per 10 linear ft. of driving or firing line plus 1 space per employee. The retail portion of the floor plan would require 5 spaces/1,000 gross sq. ft.



Knoxville, TN



Naperville, IL



Merrillville, IN



Mokena, IL

Staff does not provide recommendations for conceptual plans. The requested ordinance amendment will be further discussed at the Plan Commission meeting.

7. **Community Development Manager Report**
8. **Adjournment.**