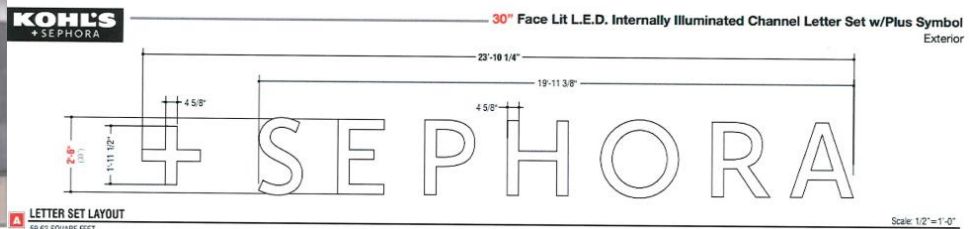


PLAN COMMISSION STAFF REPORT

Tuesday, July 12, 2022 – 6:00 p.m.

1. Roll Call
2. Approval of the minutes from the June 14, 2022 meeting.
3. Discussion regarding last Common Council meetings.
4. Signage Plan Appeal for Kohl's Sephora, an existing business located at 8750 W. Sura Ln., submitted by Steve Ignarski, d/b/a Prairie Sign and Lighting LLC. (Tax Key No. 606-9980-011)

Kohl's/Sephora is seeking a signage variance, requesting additional signage beyond what the Sign Code allows for. The Master Sign Program in the Sign Code permits single-tenant buildings 25,000 square feet or greater and less than 100,000 square feet of building area with 3 wall signs. Kohl's/Sephora has three (3) wall signs approved, totaling 445 sq. ft. The maximum size allowed by the Sign Code at this location is 481.5 sq. ft. Kohl's/Sephora is proposing to add a 59.3 sq. ft. "+ Sephora" wall sign to the rear elevation facing I-894. Staff recommends approval of the signage waiver.



Recommendation: Approve the Signage Plan Appeal for Kohl's Sephora, an existing business located at 8750 W. Sura Ln., submitted by Steve Ignarski, d/b/a Prairie Sign and Lighting LLC. (Tax Key No. 606-9980-011)

- 5A. **Special Use Permit for DankHouse, a proposed CBD retailer to be located within the multi-tenant commercial building at 3829 S. 108 St., submitted by Xavier Bitseedy, d/b/a DankHouse, LLC. (Tax Key No. 563-9990-002)**
- 5B. **Site Plan Review for DankHouse, a proposed CBD retailer to be located within the multi-tenant commercial building at 3829 S. 108 St., submitted by Xavier Bitseedy, d/b/a DankHouse, LLC. (Tax Key No. 563-9990-002)**

Overview and Zoning

The applicant, Mr. Bitseedy, is proposing to occupy approximately 1,500 sq. ft. of tenant space within the existing multi-tenant commercial building at 3829 S. 108 St. for DankHouse, a proposed CBD retailer. The location is zoned C-4 Regional Business District, which allows CBD retailers as a Special Use. The proposed hours of operation are 9:00 am – 9:00pm, daily. They anticipate between 20-25 customers daily. They will offer CBD wellness products such as lotions, gummies, tinctures, seltzer drinks, CBD flower, and CBD products for pets. They anticipate having 4-5 employees. The applicant has an active Wisconsin Department of Revenue Seller's Permit.

This proposal requires a public hearing, which could be scheduled as early as August 16, 2022.





Site Plan Review

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. Staff observed numerous site issues on a recent visit. There were numerous areas of asphalt deterioration in the driveways and parking lot that need to be repaired. Various wood and storage material was located behind the outbuildings and rear driveway. Empty cardboard boxes were stacked along the south sidewalk, adjacent to the Grandpa Frank's tenant space. The luminaires in the parking lot are angled up and need to be lowered to 90 degrees. The parking lines in the parking lot are faded and the lot needs to be restriped. The refuse enclosure is located on a gravel driveway on an adjacent lot owned by Milwaukee County. The enclosure also appears too small for the number of dumpsters on site. Staff was unable to find building permits for the enclosure and no agreement with the adjacent property owner was found by staff indicating an easement to locate and construct a refuse enclosure on the adjacent property. Staff recommends a code-compliant board-on-board or masonry refuse enclosure be constructed on the subject property within one year and the gravel drive lane on the adjacent property returned to a natural vegetative state or improved as otherwise directed by Milwaukee County.



The refuse enclosure is located on a gravel driveway on an adjacent lot owned by Milwaukee County. The enclosure also appears too small for the number of dumpsters on site. Staff was unable to find building permits for the enclosure and no agreement with the adjacent property owner was found by staff indicating an easement to locate and construct a refuse enclosure on the adjacent property. Staff recommends a code-compliant board-on-board or masonry refuse enclosure be constructed on the subject property within one year and the gravel drive lane on the adjacent property returned to a natural vegetative state or improved as otherwise directed by Milwaukee County.

Shopping centers with three (3) or more tenants require five (5) off-street parking spaces per 1,000 gross square feet of building area. The 9,500 sq. ft. shopping center would require 48 off-street parking spaces. The site has 83 off-street parking spaces.

Recommendation: Recommend Common Council approval the Special Use Permit and Site Plan Review for DankHouse, a proposed CBD retailer to be located within the multi-tenant commercial building at 3829 S. 108 St., submitted by Xavier Bitseedy, d/b/a DankHouse, LLC (Tax Key No. 563-9990-002), subject to Plan Commission and staff comments, and the following conditions:

(Items 1 through 3 are required to be satisfied prior to the issuance of building permits and/or Certificate of Occupancy associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly. The work associated with Item 1 must be completed within one year of Common Council approval.)

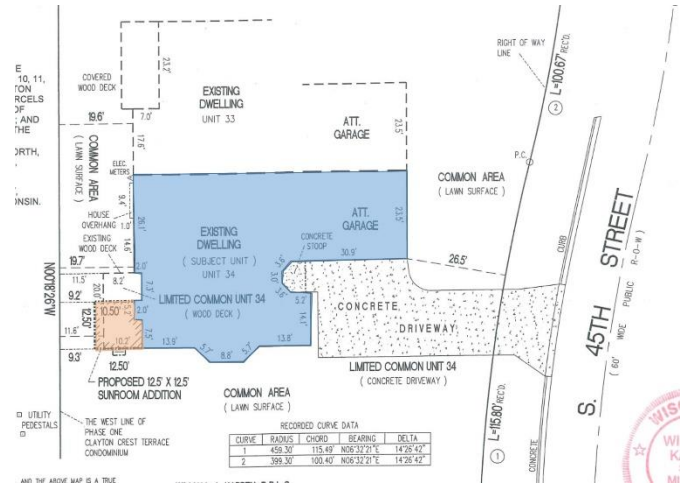
1. A Site Plan being submitted to the Community Development Division to show the following: (a) a board-on-board or masonry refuse enclosure with personnel door; (b) potholes and damaged asphalt repaired throughout the site; (c) restriping of faded parking lines; and, (d) the gravel drive lane and refuse enclosure location on the adjacent property returned to a natural vegetative state or improved as otherwise directed by Milwaukee County.
 2. A letter being submitted to the Community Development Division from the property owner stating that the trash and storage has been removed from the site, the light luminaires have been pointed down, and the mulch pile has been removed from the parking lot.
 3. Common Council approval of the Special Use Permit (public hearing to be scheduled for August 16, 2022).
6. **Planned Unit Development (PUD) Site Plan Amendment for a sunroom addition to a condominium within the Clayton Crest Terrace development located at 5425 S. 45 St., submitted by Christine Lucia, owner, and Shavonda Greene, d/b/a Champion Window Company of Milwaukee, LLC. (Tax Key No. 647-1149-000)**

Overview and Zoning

The condominium owner at 5425 S. 45 St. would like to construct a sunroom addition to the back of her unit.

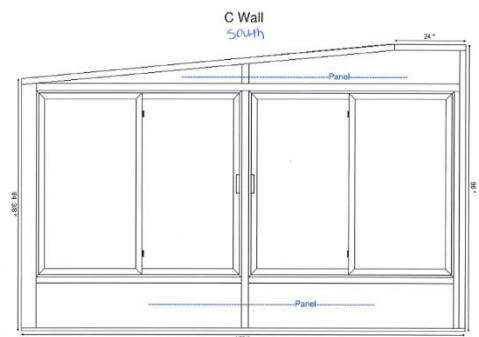
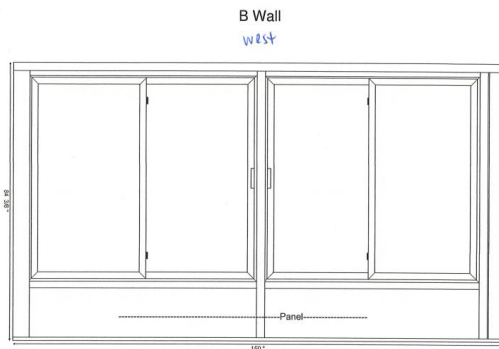
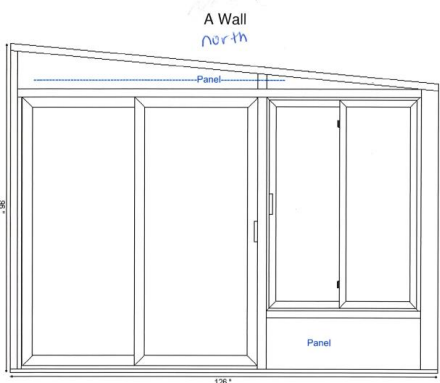
Normally an addition to a single-family/condo would not require Plan Commission review, however this development is under an approved PUD site plan from its original development in 1991. A previous and similar sunroom addition project for a different condo unit was proposed and presented before the Plan Commission in 1996. The applicant received approval for the addition from the condominium association in May.





Site and Architectural Plans

The condo has an existing wood deck in the rear, set back 11.6 ft. from the rear property line. The deck will be demolished and replaced with a 156 sq. ft. sunroom addition that will be situated 9.2 ft. from the rear property line. There was not a definitive rear yard setback established with this particular PUD in 1991. The City's Zoning Code requires a 25-ft. rear yard setback for any general PUD-zoned parcel. However, given the configuration of this condo development—there is a large common area in the middle surrounded by condos around the perimeter streets—staff doesn't have any concerns with the proposed sunroom construction and location in respect to the setback and site plan amendment.



Recommendation: Recommend Common Council approval of the Planned Unit Development (PUD) Site Plan Amendment for a sunroom addition to a condominium within the Clayton Crest Terrace development located at 5425 S. 45 St., submitted by Christine Lucia, owner, and Shavonda Greene, d/b/a Champion Window Company of Milwaukee, LLC (Tax Key No. 647-1149-000), subject to Plan Commission and staff comments.

- 7A. Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 5401 W. Layton Ave. from C-2 Community Commercial District to PUD Planned Unit Development District (PUD #4). (Tax Key No. 619-9997-003)**

7B. Site, Landscaping and Architectural Plans for Verde Terrace Apartments, a proposed new construction multi-family housing development, to be located at 5401 W. Layton Ave., submitted by Michael A. Testa, d/b/a Ogden & Company, Inc., and Jonathan Ross d/b/a Ogden & Company Investment Partners LLC. (Tax Key No. 619-9997-003)

Items 7A and 7B may be considered together.



Overview

Ogden & Company, Inc. is Wisconsin's largest full-service real estate firm, serving the Southeastern Wisconsin community since 1929. With a vast range of services and experience from new development and commercial brokerage to property management and residential realty, Ogden offers a full range of real estate services to the surrounding communities. The Ogden & Company Investment Partners + Ogden Multifamily Partners teams have participated in an excess of 3,000 units in SE Wisconsin markets and Ogden & Company, Inc. currently manages over 3,000 units. Their development team has identified the property at 5401 W. Layton Ave. as one that they feel would be an excellent opportunity for new development. The River Falls Recreation Center (RFRC) ownership has indicated that due to health and family issues, they are no longer able to operate their business and wish to sell the land for use in a project that would benefit the community as a whole. Ogden has the property under contract and has labeled their proposal as "Verde Terrace Apartments," a market-rate multi-family development consisting of two (2) four-story buildings and approximately 205,000 sf of living space, with a projected value of approximately \$59 million. Ogden has teamed up with Korb + Associates Architects for the building and site design.

Verde Terrace Apartments incorporate many natural, green elements, including green spaces, nature paths, or the green incorporated into the façade design. Project Verde will offer a substantial package of amenities to draw in quality tenants and ensure that they are able to work, live, and play here; this is their nod to the RFRC. Their amenity package will include a pool, pickleball courts, a dog run area, outdoor grilling stations, poolside cabanas, firepits incorporated into the green spaces, golf simulators, and private workspaces for tenants to use and enjoy freely – this site has a long history of providing fun, safe activities for people to enjoy together, and Verde Terrace /Ogden wishes to uphold that tradition.



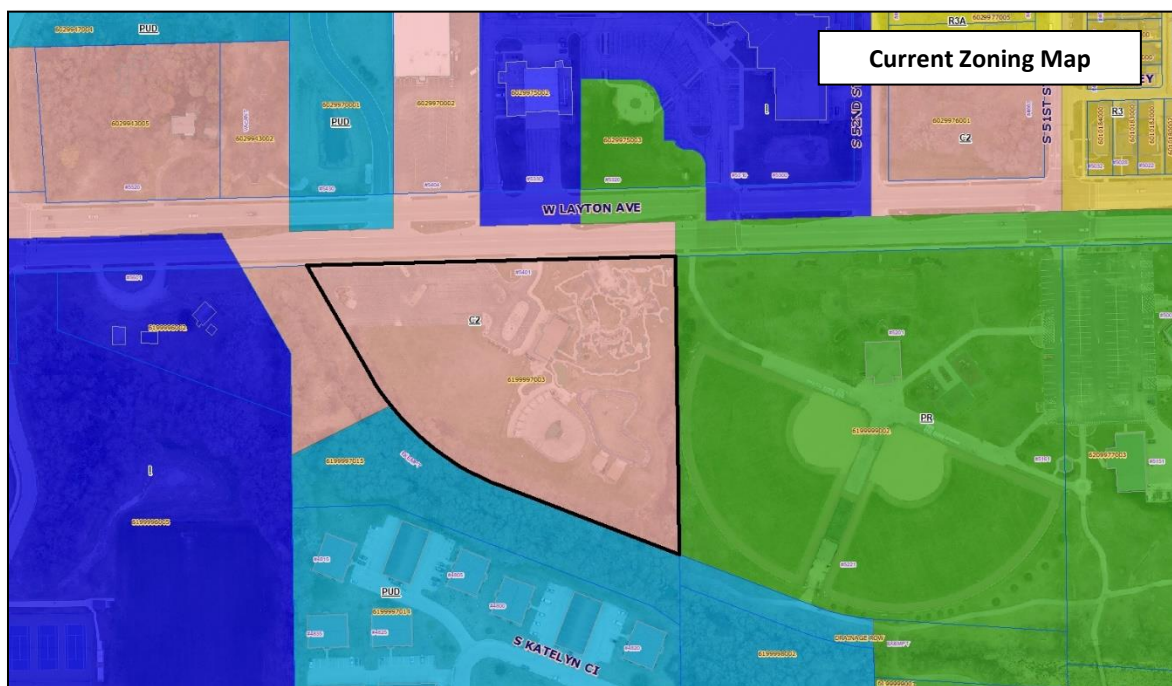
Ogden's research has shown a need for a multitude of unit types and styles to cater to a growing, varying pool of renters who are exiting cities and urban life for a more suburban atmosphere that still provides the amenities of urban living. Verde Terrace Apartments will feature 257 studio, 1-bedroom, 1-bedroom + den, 2-bedroom, and 3-bedroom units with an average of 803 sf per unit. The western building is smaller, with 114 units, and the larger eastern building includes 143 units. Ogden feels that the mix of unit types and styles, as well as quality finishes and amenities, promises to attract that diverse pool of renters who will call Project Verde and the City of Greenfield home for years to come. Ogden anticipates a 14-month construction timeframe.

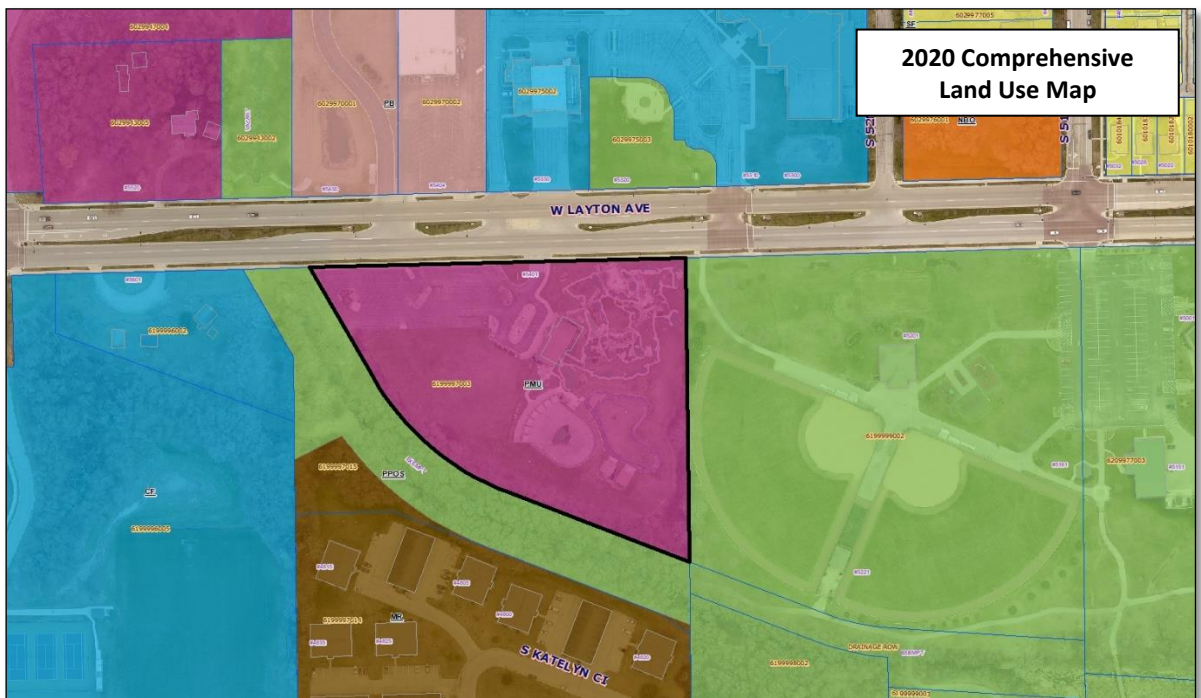


Ordinance to Rezone and Comprehensive Land Use Map

The River Falls Family Fun Center is currently zoned C-2 Community Commercial District. The 2020 Comprehensive Land Use Map identifies this parcel as “Planned Mixed Use.” Planned Mixed Use could encompass commercial and residential uses together, or either use on its own. Ogden’s floor plan identifies lobbies, a leasing office and a business center for tenants in their first-floor space. Ogden is proposing to rezone the parcel from C-2 to Planned Unit Development (PUD #4). The rezone request is in general conformance with the general objectives of the Comprehensive Land Use Plan.

The City’s Zoning Ordinance general Planned Unit Development section requires a minimum of 5 acres to rezone to PUD. This parcel meets that requirement, as it is 5.04 acres in size.





The draft PUD #4 Ordinance identifies one (1) permitted use for this parcel—multi-family residential. Uses to the north are commercial and the City’s library, police station and fire station; uses to the east are public park; uses to the south are multi-family residential; and uses to the west are institutional/school. Additional restrictions in the draft Ordinance include:

Type of Standard	Standard
Landscape Surface Ratio and Floor Area	
Minimum Open Space Ratio (OSR)	0.40
Lot Dimensional Requirements	
Maximum Gross Density	51 units/ acre
Minimum Front Yard (feet)	25
Minimum Side Yard (feet)	25
Minimum Side Yard on Corner Lot (feet)	25
Minimum Rear Yard (feet)	25

Minimum Distance Between Buildings (feet)	$\frac{3}{4}$ the height of the tallest building or 20 feet (whichever is greater)
In connection with the approval of Site Plans, the Plan Commission may waive the above Open Space Ratio and Floor Area or the Lot Dimensional Requirements or both within Planned Unit Development District # 4. The Plan Commission may consider the applicable standards in making such determinations.	
Maximum Building Height	
Principal Structure (stories/ft.)	4.0/50
Accessory Structure (stories/ft.)	1.0/15
Upon approval of Site Plans, the Plan Commission may waive the maximum height regulations.	

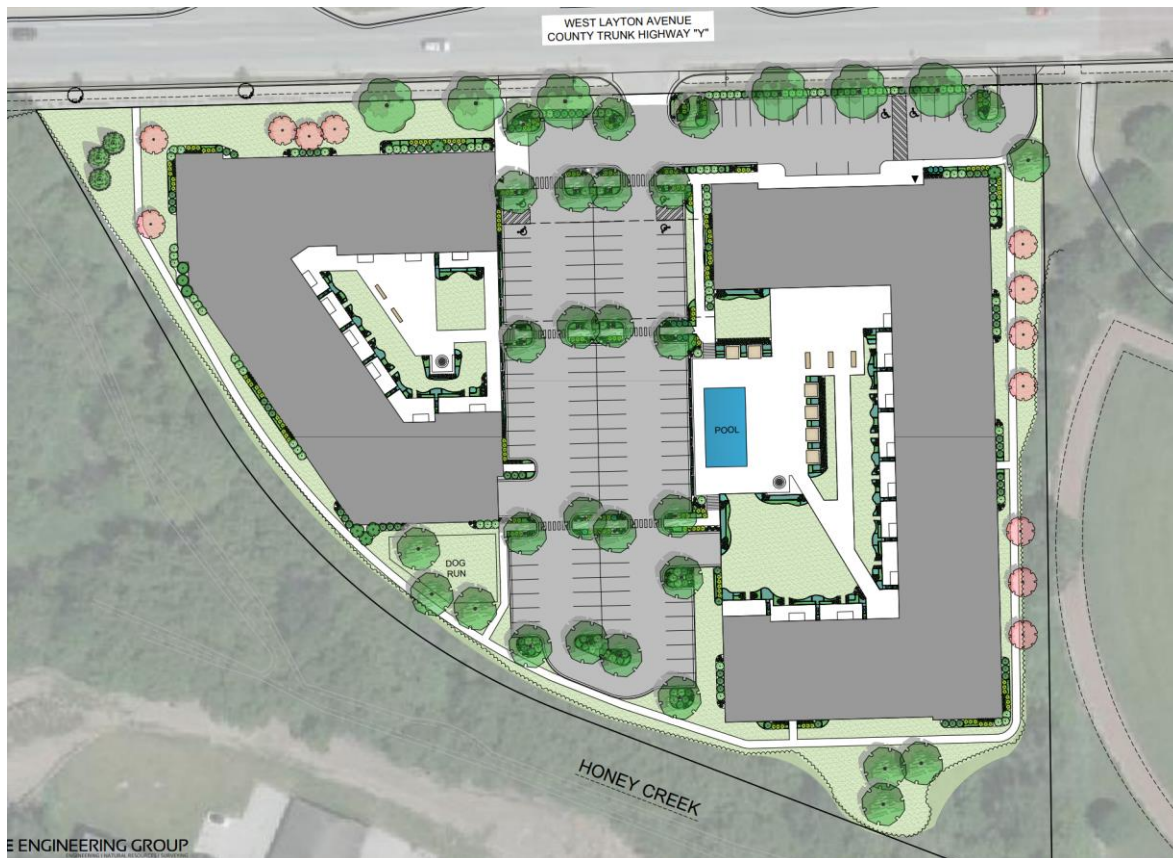
The PUD section of the Zoning Ordinance sets a maximum gross density (GD) (*the quotient of the total number of dwelling units on a site divided by the base site area of a site*) of 8 units/acre and a maximum net density (ND) (*the quotient of the total number of dwelling units divided by the net buildable site area of a site*) of 12 units/acre. For comparison, the PUD section of the Zoning Code allows for a maximum GD of 25 units/acre for assisted living. The City's Zoning Ordinance was written in 1998 and recently, the City's density policy has substantially transformed. The City has approved much-denser multi-family developments, which maximizes property value. The proposed Verde Terrace Apartments would have a GD of 51 units/acre. For comparison, the GD for Forte at 84 South and the Cobalt Loomis Crossing multi-family project are both approximately 40 units/acre.

The setbacks and OSR are consistent with the City's general residential PUD setback restrictions. Ogden's proposal meets the OSR and setback requirements. A public hearing would be required for the rezone, which could be scheduled as early as August 16, 2022.

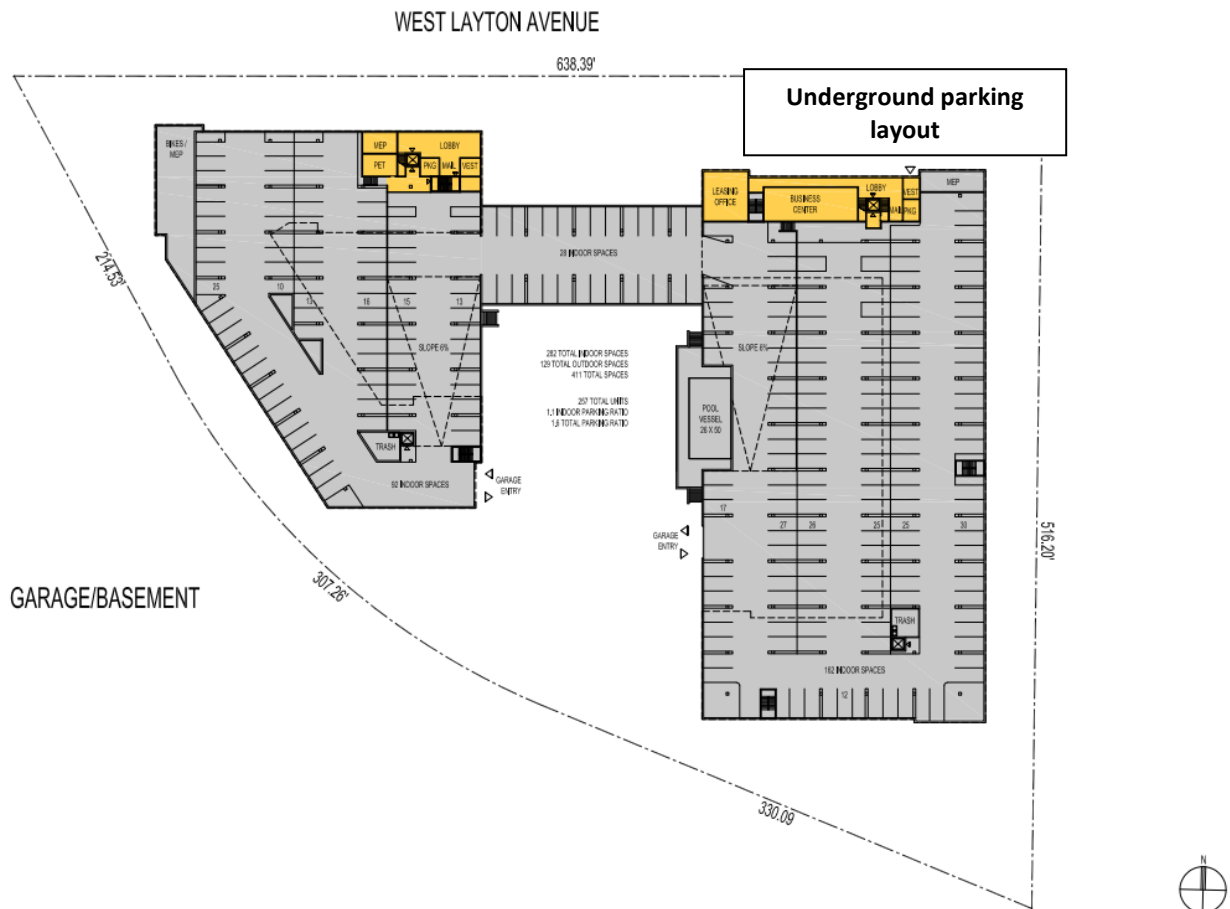


Site Plan

Ogden's site plan includes two (2) four-story U-shaped buildings that would house a total of 257 units. The western building is the smaller of the two (2) and would include 114 units. The eastern building would include 143 units. The U-shaped buildings include courtyards that would house a pool, outdoor grilling stations, poolside cabanas and fire pits.



The buildings would include underground parking that has a corridor that connects the two (2) buildings, plus roughly 129 on-site outdoor parking spaces. Ogden has met with the Greenfield Fire Department to ensure that the site layout meets their access needs. The site would include two (2) driveways to W. Layton Ave., one being the existing curb cut to RFRC, plus a new one on the far east side that would be restricted to a right-turn in/out only.



The unit breakdowns and parking calculations are provided in the table below. There are a total of 411 parking spaces provided, which is a 1:1.60 ratio of units/parking spaces. Of the 411 spaces, 282 are underground. The site also provides a loading area right in front of the lobbies, which is very convenient for move-in/move-out days. The City's Zoning Code requires that 50% of all off-street parking spaces for multi-family developments shall be enclosed. Ogden's proposal meets that requirement, with 69% of all spaces being underground. The Code would require 530 parking spaces for this proposed development, the proposal provides 411 off-street parking spaces, a shortage of 119 off-street parking spaces. As previously mentioned, the City's Zoning Code was written in 1998 and staff would suggest does not meet today's parking standards. In comparison, the Cobalt Loomis/Layton multi-family development (approved in July 2021) proposed a parking ratio of 1.73 spaces/unit. That development was required to provide 558 spaces, and provided 465, a shortage of 93 off-street parking spaces. Staff does not foresee a parking issue for the property and is confident that Ogden is well-versed in parking demand based off of the 3,000+ units that they manage.

	Studio	550	1 bed	725	1+ Den	875	2 bed	1150	3 bed	1350	Total Units	Parking	Gross SF
West 4	4		10		9		5		1		29		28,316
West 3	4		10		9		5		1		29		28,316
West 2	4		10		9		5		1		29		28,316
West 1	4		11		6		5		1		27		28,316
West B**												120	47,091
West TOTAL	16		41		33		20		4		114	120	160,355
	Studio	550	1 bed	725	1+ Den	875	2 bed	1150	3 bed	1350	Total Units	Parking	Gross SF
East 4	3		23		6		4		2		38		36,158
East 3	3		23		6		4		2		38		36,158
East 2	3		23		6		4		2		38		36,158
East 1	2		18		5		2		2		29		36,158
East B												162	61,065
East TOTAL	11		87		23		14		8		143	162	205,697
TOTAL UNITS	27		128		56		34		12		257		
% TOTAL	11%		50%		22%		13%		5%		100%		
** Includes Basement Passage parking and SF											TOTAL SF		366,052
												TOTAL INDOOR PARKING	282
												SURFACE PARKING	129
												TOTAL PARKING	411
													110%
													50%
													160%

Bedroom Type	Number of units in project	Code Requirements	Number of Stalls Required
Efficiency	27	1.5 spaces per dwelling unit + 0.5 spaces per dwelling unit for guest parking.	41 + 14 = 55
One-bedroom	128 + 56 = 184	1.5 spaces per dwelling unit + 0.5 spaces per dwelling unit for guest parking.	276 + 92 = 368
Two-bedroom	34	2 spaces per dwelling unit + 0.25 spaces per dwelling unit for guest parking.	68 + 9 = 77
Three-bedroom	12	2 spaces per dwelling unit + 0.5 spaces per dwelling unit for guest parking.	24 + 6 = 30

Floor plan layouts are provided in the pictures below.

FLOOR 1 / AMENITY



FLOORS 24





Architectural Plans

Each of the two (2) buildings is U-shaped with a courtyard in the center. All exteriors of the two buildings will be constructed of a combination of brick and hardiplank cement board siding. To mix up the windows, some window units will include a fiber cement panel. The panel colors vary throughout the building with green, mustard and burgundy earth tones. Every unit will have its own sliding door and balcony with frosted glass railings. The north elevation of the east

building, along W. Layton Ave., will be constructed entirely of brick. The north elevation of the west building, along W. Layton Ave., is proposed to be constructed about 60% of brick. Staff would recommend increasing the brick content along this building elevation. The brick wraps around each tip of the U-shaped buildings, and into the courtyard. The majority of the building material within the courtyards and in the back along the south elevations, is hardiplank cement board siding, but there is some use of brick along all elevations. The eastern building is larger and has a more extensive east elevation facing Konkel Park. The building design includes a vertical mid-section of brick to break up the lengthy façade.

The lower level lobbies along W. Layton Ave. will be constructed of storefront window units, allowing for substantial daylight to reach into the lobby area of the buildings.







Recommendation: Recommend Common Council approval of the Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 5401 W. Layton Ave. from C-2 Community Commercial District to PUD Planned Unit Development District (PUD #4) (Tax Key No. 619-9997-003), and the Site, Landscaping and Architectural Plans for Verde Terrace Apartments, a proposed new construction multi-family housing development, to be located at 5401 W. Layton Ave., submitted by Michael A. Testa, d/b/a Ogden & Company, Inc., and Jonathan Ross d/b/a Ogden & Company Investment Partners LLC (Tax Key No. 619-9997-003), subject to Plan Commission and staff comments, and the following conditions:

(Items 1 through 12 are required to be satisfied prior to the issuance of permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping and Architectural Plans being submitted to the Community Development Division to show the following: (a) additional brick on the north elevation of the western building; (b) landscaping specie/quantity recommendations as provided by the City Forester.
2. An estimated cost of landscaping and screening being submitted to the Community Development Division for approval.
3. A letter of credit or other form of security as required under 21.06.0304 of the Municipal Code in the amount of 125% of the estimated cost of landscaping and screening.
4. A Civil Plan set and Stormwater Management Plan showing modifications/requirements as directed by the Engineering Department.
5. A letter of credit or other form of security for Engineering expenses, as required per the Planned Unit Development Agreement.

6. Payment of the City's impact fee of \$1,806.00 per new dwelling unit.
7. A photometric plan and colored cut-sheets and design details of all exterior lighting, including on the building.
8. Permit application approvals from WDNR/MMSD for sanitary permits, WDNR/Milwaukee Water Works for water permits, and WDNR/MMSD for stormwater permits.
9. All necessary new easement agreements (utility, cross-access, etc.) being approved by the Engineering Department and recorded and old easement agreements being released and recorded where necessary, as directed by the Engineering Department.
10. Permit application approvals from WDNR for wetland fill permits and from FEMA for floodplain modifications.
11. Common Council approval of the Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 5401 W. Layton Ave. from C-2 Community Commercial District to PUD Planned Unit Development District (PUD #4), following a public hearing.
12. An executed Planned Unit Development (PUD) Agreement signed by the applicant and the City. Said PUD Agreement will require certain security and cash payments/deposits from applicant and will be defined in the Agreement once drafted by the City.

14. Community Development Manager Report

15. Adjournment.