



PLAN COMMISSION STAFF REPORT
Tuesday, September 9, 2025 – 6:00 p.m.

1. **Roll Call.**
2. **Approval of the Minutes from the August 12, 2025 meeting.**
3. **Discussion regarding last Common Council meeting.**
- 4A. **Special Use Permit for Goodyear Auto Service, a proposed auto repair business, located at 8333 W. Layton Ave., submitted by A.J. Ritter, d/b/a The Goodyear Tire and Rubber Company (Tax Key No. 616-8987-004)**
- 4B. **Site Review for Goodyear Auto Service, a proposed auto repair business, located at 8333 W. Layton Ave., submitted by A.J. Ritter, d/b/a The Goodyear Tire and Rubber Company (Tax Key No. 616-8987-004)**

Items 4A and 4B may be considered together or separately.

Overview and Zoning

The applicant, A.J. Ritter, is proposing to operate Goodyear Auto Service, a retail auto tires sales and service business, in approximately 4,400 sq. ft. of tenant space within the existing commercial building located at 8333 W. Layton Ave. A Citgo service station currently operates out of the western side of the building. The Goodyear Tire and Rubber Company operates over 500 retail locations across the country and has been in operation for over 100 years. The applicant has been the Compliance Coordinator for Goodyear Retail for nine years and has opened new locations across the country.



The proposed use, general automotive repair, is a Special Use in the C-3 Highway and Commercial Service Business District. A public hearing, as required by the Special Use, can be scheduled as soon as the October 21, 2025 Common Council meeting. The proposed hours of operation are 8:00am to 6:00pm, daily. There will be six (6) full-time employees.



Site Review

A site plan was not submitted, but the site is subject to review when the Plan Commission and Common Council consider a Special Use Permit. The site underwent review in March 2023 as part of a special use permit process. Overall, the site has remained in good shape. The property owner has indicated that they have plans to resurface the parking lot.



During the site visit, Staff noticed a temporary directional sign adjacent to the drive lane heading to the car wash. Looking at historical images, the temporary sign has been installed since at least November 2016. The sign must be removed in compliance with Section 19.12, which regulates temporary signage. The property owner has told staff that they will remove the sign.



The existing service station and proposed sales and repair business requires 19 parking spaces (8 spaces per 1,000 sq. ft.). A total of 27 regular stalls are provided.

Staff recommends approval and that a public hearing be scheduled for the October 21, 2025 Common Council meeting.

Recommendation: Recommend Common Council approval of the Special Use Permit and Site Review for Goodyear Auto Service, a proposed auto repair business, located at 8333 W. Layton Ave., submitted by A.J. Ritter, d/b/a The Goodyear Tire and Rubber Company (Tax Key No. 616-8987-004), subject to Plan Commission and staff comments, and the following conditions:

(Item 1 is required to be completed prior to the issuance of a Certificate of Occupancy)

1. Removal of temporary signage adjacent to the drive lane heading to the car wash.

5A. Special Use Permit for Adagio Sound Healing & Wellness Studio, a proposed personal wellness service and massage parlor, located at 5538 W. Forest Home Ave., submitted by Bernard Ruño, d/b/a Adagio Sound Healing and Wellness Studio (Tax Key No. 556-8982-000)

5B. Site Review for Adagio Sound Healing & Wellness Studio, a proposed personal wellness service and massage parlor, located at 5538 W. Forest Home Ave., submitted by Bernard Ruño, d/b/a Adagio Sound Healing and Wellness Studio (Tax Key No. 556-8982-000)



Items 5A and 5B may be considered together or separately.

Project Overview & Zoning

The applicant, Bernard Ruño, is proposing to operate Adagio Sound Healing and Wellness Studio, a wellness service and massage parlor, in the 1,250 sq. ft. commercial tenant space within the building at 5538 W. Forest Home Ave. This space was previously occupied by Nyob Zoo TV, a television broadcast business. There is a grandfathered residential use that will continue in the remaining 1,750 sq. ft. of the building.

The applicant is a Master Sound Practitioner, trained at the Art of Healing School of Energy Medicine in Elm Grove, and is pursuing certification in Indigenous Filipino Manual Medicine at the Kailukuan School in California. He also studied Traditional Chinese Medicine and Western healing modalities at Milwaukee's East-West Healing Arts Institute. His partner, David Kotlewski, is a retired Milwaukee Public Schools music teacher and current House Manager at the Milwaukee Symphony Orchestra's Bradley Symphony Center.

The proposed use, personal care services, is a Special Use in the C-2 Community Commercial District. A public hearing, as required by the Special Use, can be scheduled as early as the October 21, 2025 Common Council meeting. The proposed hours of operation are 10:00am to 9:00pm, Tuesday through Sunday. There will be one full-time and one part-time employee.

Site Review

A site plan was not submitted, but the site is subject to review when the Plan Commission and Common Council consider a Special Use Permit. Overall, the site is in good shape with very few items to note.



There are a few exterior lights that are not compliant with code. Staff recommends that either shields be added or they be replaced with lighting that is parallel to the ground.

The exterior of the building does not reflect the extensive interior renovations of the property. While the exterior finishes of the building have been maintained well, the overall aesthetics would benefit greatly from updating. The applicant



has indicated that they anticipate completing such projects within the next few years but does not have any specific plans at this time.

The proposed use, personal care services, requires five (5) parking spaces. There are three (3) spaces located on site. Common Council may waive the shortage. The applicant has indicated that some of their larger group sessions may host as many as 20 individuals. Between the lack of on-site parking, and the State's removal of street parking on all Greenfield portions of W. Forest Home Ave., staff has significant concerns that parking will become an issue for clients and the neighboring properties. Staff recommends that the applicant create a parking plan to accommodate at least twenty vehicles. Such a plan may require entering into a parking agreement with a neighboring property. Such an agreement should be provided to the Community Development Division prior to the issuance of an Occupancy Permit.

Staff recommends approval and that a public hearing be scheduled for the October 21st Common Council meeting.

Recommendation: Recommend Common Council approval of the Special Use Permit and Site Review for Adagio Sound Healing & Wellness Studio, a proposed personal wellness service and massage parlor, located at 5538 W. Forest Home Ave., submitted by Bernard Ruño, d/b/a Adagio Sound Healing and Wellness Studio (Tax Key No. 556-8982-000), subject to Plan Commission and staff comments, and the following conditions:

(Items 1 and 2 are required to be satisfied prior to the issuance of a Certificate of Occupancy)

1. All exterior lighting fixtures are removed, repositioned, or replaced to be parallel with the ground in compliance with code requirements.
2. A parking plan being submitted to the Community Development Division which provides adequate parking for up to twenty vehicles. If such a plan includes the establishment of an agreement with a separate property, such agreement shall be provided to the Community Development Division at the time of submittal of the parking plan.

6A. Special Use Permit for Metamorphosis Medi Spa, a proposed medical spa, to be located at 2745 W. Layton Ave. Suite 105, submitted by Michelle Pinkert and Terry Kirby, d/b/a Metamorphosis Medi Spa (Tax Key No. 622-9984-001)

6B. Site Review for Metamorphosis Medi Spa, a proposed medical spa, to be located at 2745 W. Layton Ave. Suite 105, submitted by Michelle Pinkert and Terry Kirby, d/b/a Metamorphosis Medi Spa (Tax Key No. 622-9984-001)

Items 6A and 6B may be considered together.

Overview and Zoning

The applicants, Michelle Pinkert and Terry Kirby, are proposing to lease a 750 sq. ft. tenant space in the existing Layton Medical Building, located at 2745 W. Layton Ave., to operate a medical spa business.



The business will offer non-invasive beauty services such as facials, waxing, IV wellness, body cavitation, botox, and facial fillers. There will be four (4) part-time employees. Three employees are Registered Nurses, all with prior experience in esthetics. The remaining employee has recently become State certified in esthetics.

The property is zoned C-2 Community Commercial District, which regulates medical spas as a Special Use. A public hearing, as required for a new Special Use Permit, can be scheduled as early as October 21, 2025. The business is proposed to be open 7:00am to 7:00pm, daily.

Signage Review

The existing freestanding sign and the wall signs are legal nonconforming signs. The existence of the signs pre-date the current sign code. Greenfield Municipal Code allows no more than two (2) wall signs and does not permit them to be “box” signs. Additionally, monument signs must have a masonry base that is at least the same width as the sign face. A Special Use Permit approval is a triggering event for legal

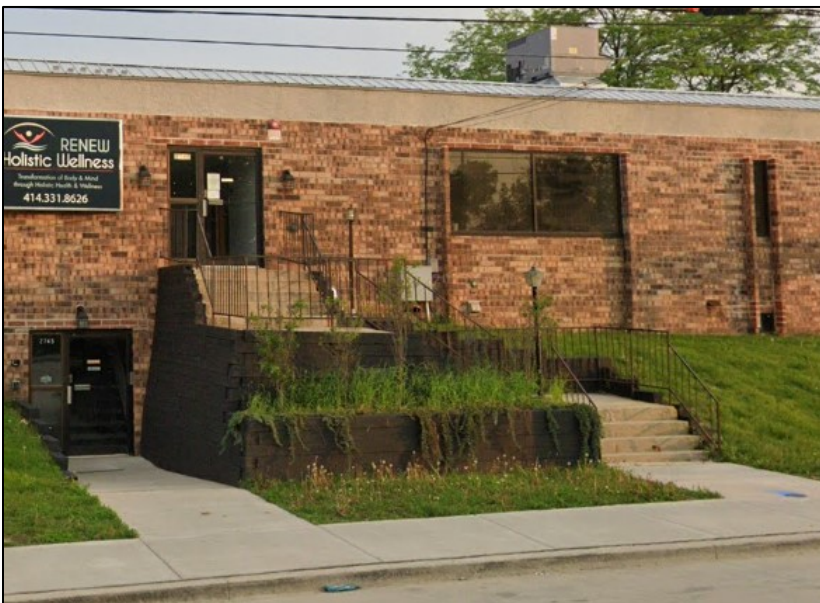


nonconforming signage to be brought into compliance. Code requires compliance within 24 months.

Staff met with the property owners and the owners are requesting 36 months to comply with the Sign Code. Code does permit Plan Commission to offer a 12-month extension. Staff requests that Plan Commission waive the \$250 extension fee.

Site Review

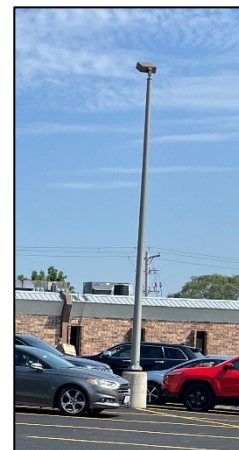
A site plan was not submitted but the Zoning Code allows for the comprehensive review of the conditions of the site as part of the Special Use permit process. Overall, the site is in good condition but a few issues were identified during the site visit.



When the property owners were asked about their plans for updating certain aspects of their property, they stated that they had been avoiding making updates to avoid needing to bring their legal nonconforming signs into compliance with the current sign code. Staff explained that any special use or sign permit application would trigger this requirement.

The owners mentioned that they are interested in removing the existing staircase on the front of the building and improving the overall front entrance of the building. Such a change to the architecture of the building would require review by Plan Commission and Common Council. At that time, a landscaping plan may be submitted since there is not currently a landscaping plan on file.

One compliance issue observed by staff was with lighting in the rear of the property. The pole light in the rear parking area on the property is not compliant with Code; the light will either need to be removed or repositioned to be parallel with the ground in compliance with the Municipal Code. The property owners stated that they would like to do the work themselves but only rent a lift once per year and they have already done that this year.



The tenant space requires 4 spaces for their use (5 per 1,000 sq. ft. of retail space). The entire property's uses require 39 parking spaces; 40 stalls are provided.

Staff recommends approval and that a public hearing be scheduled for the October 21st Common Council meeting.

Recommendation: Recommend Common Council approval of Special Use Permit and Site Review for Metamorphosis Medi Spa, a proposed medical spa, to be located at 2745 W. Layton Ave. Suite 105, submitted by Michelle Pinkert and Terry Kirby, d/b/a Metamorphosis Medi Spa (Tax Key No. 622-9984-001), subject to Plan Commission and staff comments.

(Item 1 shall be satisfied prior to the issuance of a Certificate of Occupancy. Item 2 is required to be satisfied within 36 months)

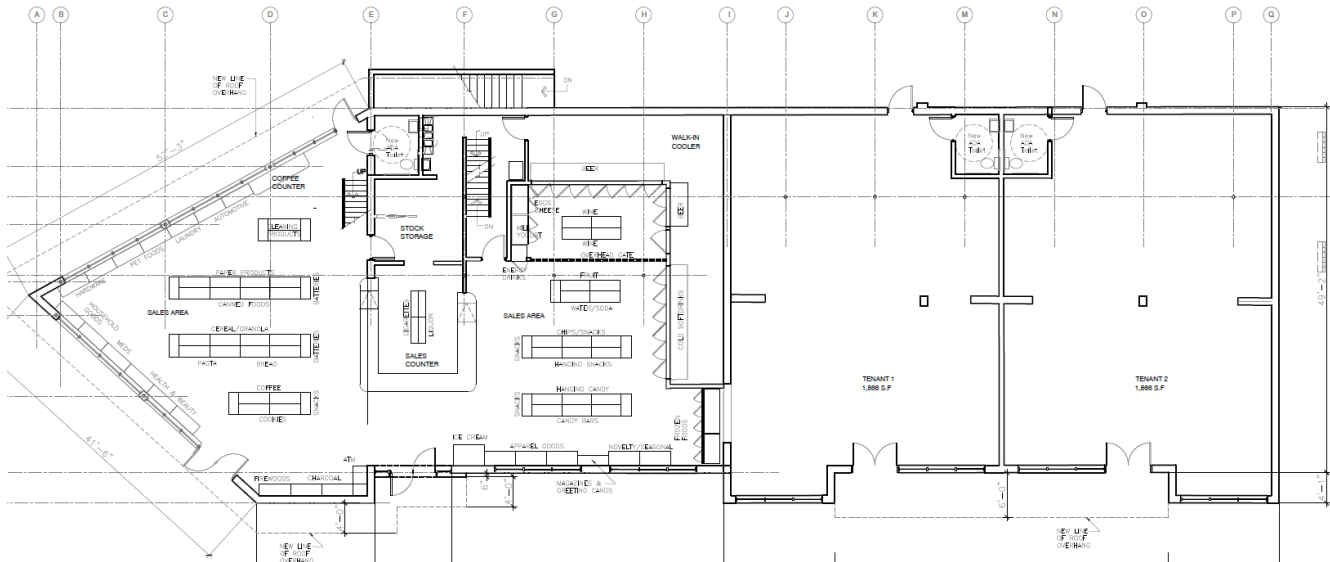
1. A letter being submitted to the Community Development Division stating that the pole light, located in the parking lot, will be removed or repositioned to be parallel to the ground within the timeframe established by Plan Commission.
2. Removal and/or replacement of the legal nonconforming freestanding sign and the wall signs.

7. Site, Landscaping, and Architectural Plans for Kwik Market, a proposed convenience retailer, to be located at 6437 W. Forest Home Ave., submitted by Guriqbal S. Sra, represented by Gerry Ramos, d/b/a Ramos & Associates (Tax Key No. 572-8989-002)

Overview and Zoning

The site is currently being used as a staging and parking area for the construction along W. Forest Home Ave. The former Schweitzer's Lawn Equipment Center and Repair building, located at 6437 W. Forest Home Ave. was purchased last year. In April and May 2024, the new owner brought a Site, Landscaping, and Architectural Plan to the Plan Commission. The May 2024 version was





interior build out being designed for the specific business and submitted for separate occupancy approvals. As mentioned, the applicant does not have any current tenants in place for either space. Any future tenant would need to apply for a separate occupancy permit. The addition of the tenant spaces aligns the front façade to present a more cohesive, intentional look for the building.

A trash enclosure for three (3) dumpsters is located at the rear of the property. Side access to the trash enclosure will be provided. Staff communicated concerns regarding garbage truck access and maneuverability with the proposed location. The updated site plans depict a John’s Disposal rear loading truck maneuvering behind the building using the new drive.

The site design allows for a total of 34 customer parking stalls. Of the 34 stalls on the property, there will be 3 handicapped accessible parking stalls and 7 electric vehicle charging stations. Additionally, there will be 3 parking stalls in the back of the building for employees. A service drive is provided at the south end of the property that leads to the rear entrances for the tenant spaces, providing delivery access to the service doors, along with the location of the dumpster enclosure. The driveway leads and connects to the north side parking and driveway.

Conceptual landscaping is shown on the Site Plan with the intent of coordinating with the City Forester and the Planning Department before finalizing as the design process progresses. A lighting package was not submitted as part of the application.

Present Day



Previous



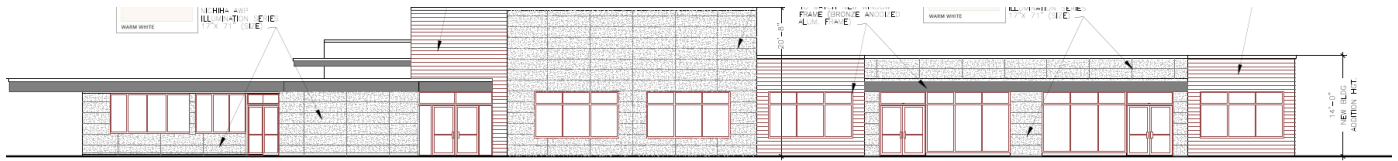
Current



Architectural Plans

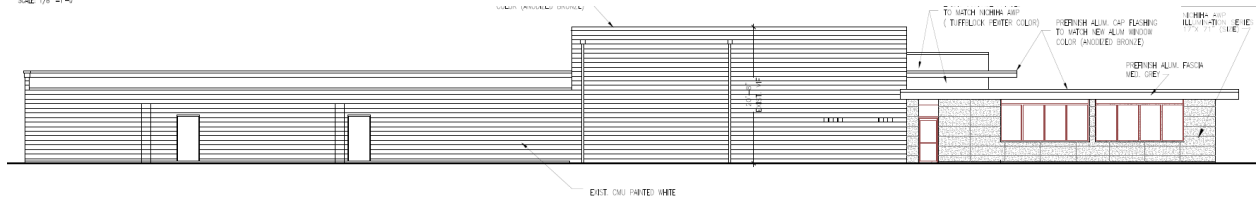
Compared to the previous submittal, the biggest difference is with the architectural treatment of the building. Specifically, the current proposal offers a more intentional, cohesive approach to the southern portion of the building that was not present during the previous submittal.

The proposed renovation includes the removal of all original windows and window frames. New infill walls would selectively fill in some window openings. New windows will be installed 3 feet above floor finish to allow for counters inside the store. The 3' wall will be finished with Nichiha fiber cement panels or equivalent to match the façade



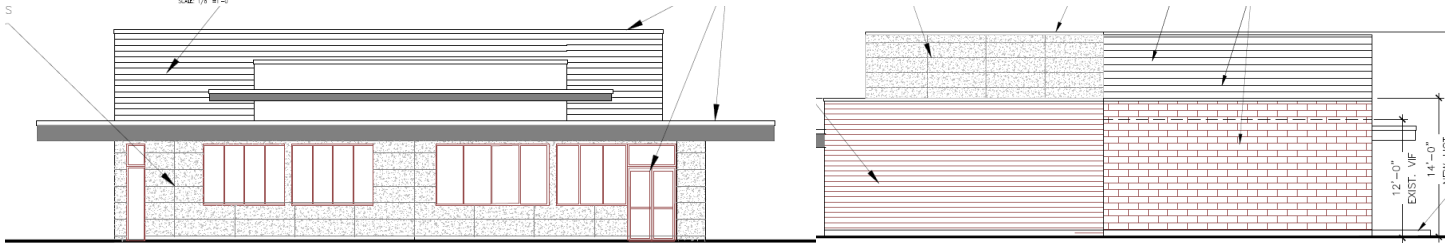
PROPOSED WEST ELEVATION

SCALE: 1/8" = 1'-0"



PROPOSED EAST ELEVATION

SCALE: 1/8" = 1'-0"



PROPOSED NORTH ELEVATION

PROPOSED SOUTH ELEVATION

treatment. The storefront window system including new aluminum doors shall be anodized bronze finish. On the west side of the building there are four existing narrow windows. The masonry between the two pairs will be removed to allow for two large openings that will have aluminum windows to match the others.

The original building has a deep overhang on the west side. An existing overhead door under this overhang is being converted to a main entrance with aluminum frame double doors with sidelights. The existing canopy and its steel post will be removed and a narrower cantilevered canopy to be blended with the canopy on the side will be provided. The main façade of the building will be utilizing a combination of Nichiha fiber cement panels, Nichia AWP Wood series (Vintagewood, Redwood), Nichiha AWP Modern Series (Tuffblock, Pewter Color) and Nichiha AWP Illumination Series (Warm White).



The existing concrete block of the building will be cleaned and painted white or Tuffblock Pewter color to match Nichiha fiber cement panels. The face of the canopy will be painted medium grey. The aluminum cap flashing and fascia will be painted to match anodized bronze color windows.



A civil plan set has not been submitted and will be needed prior to the issuance of building permits. The City is requesting that the owner grant a permanent sanitary sewer easement to the City. When the existing sanitary sewer was rerouted to connect to the MMSD MIS in 1959, a formal easement with the property owner was never executed and the City would like to rectify that. The Engineering Department also has concerns with the management of stormwater given the increase of impervious surface and drainage right-of-way to the east of the property. The Engineering Department has recommended that the building downspouts should be connected to the sewer.

Photometric Plans

A photometric plan has not been submitted.

Staff recommends that this item be expedited to the September 16th Common Council meeting.

Recommendation: Recommend Common Council approval of the Site, Landscaping, and Architectural Plan for Kwik Market, a proposed convenience retailer, to be located at 6437 W. Forest Home Ave., submitted by Guriqbal S. Sra, represented by Gerry Ramos, d/b/a Ramos & Associates (Tax Key No. 572-8989-002), subject to Plan Commission and staff comments, and the following conditions:

(Items 1 through 5 are required to be satisfied prior to the issuance of any building, electrical, or plumbing permit associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly)

1. Civil Plan Set being submitted to the Engineering Division for review and approval. The Civil Plan Set shall include a site plan, a grading plan, a utility plan, and an erosion control plan. Any modifications or requirements are as directed by the Engineering Division, subject to change in order to meet Municipal Code requirements.
2. A photometric plan being submitted to the Community Development Division for review and approval, including light pole light head cut sheets, pole

elevations/height/details, and new exterior building light fixtures and cut sheets replacing all existing exterior light fixtures.

3. Revised Landscaping Plan being submitted to the Community Development Division of all proposed landscaping species and quantities to be reviewed and approved by the City Forester, as applicable.
 4. An estimated cost of landscaping and screening being submitted to the Community Development Division for approval.
 5. A letter of credit or other form of security as required by Municipal Code in the amount of 100% of the estimated cost of landscaping and screening.
8. **Site, Landscaping, & Architectural Plans for a proposed multi-tenant retail building, to be located at 4691 S. 27th St., submitted by Asaad Jaber, represented by Emad Nadi, d/b/a ETN Engineering. (Tax Key No. 599-8888-001)**

Overview & Zoning

The applicant is proposing a new 2-tenant, 3,500 sq. ft. commercial building on this property, located on the northwest corner of W. Layton Ave. and S. 27th St. This property previously appeared before Plan Commission on July 8, 2025. Since that meeting, the gas station building has been razed.

The 0.37-acre property is zoned C-3 Highway Commercial District.



Changes since July Submittal

The biggest change since July has been the relocation of the building from the northwest corner of the property to the northeast corner alongside S. 27th St. The main entrance of the building will face south toward W. Layton Ave. Because the building has been moved from the previously proposed location, the result is a better traffic flow within the parking lot, both for customers and for delivery drivers and garbage trucks.

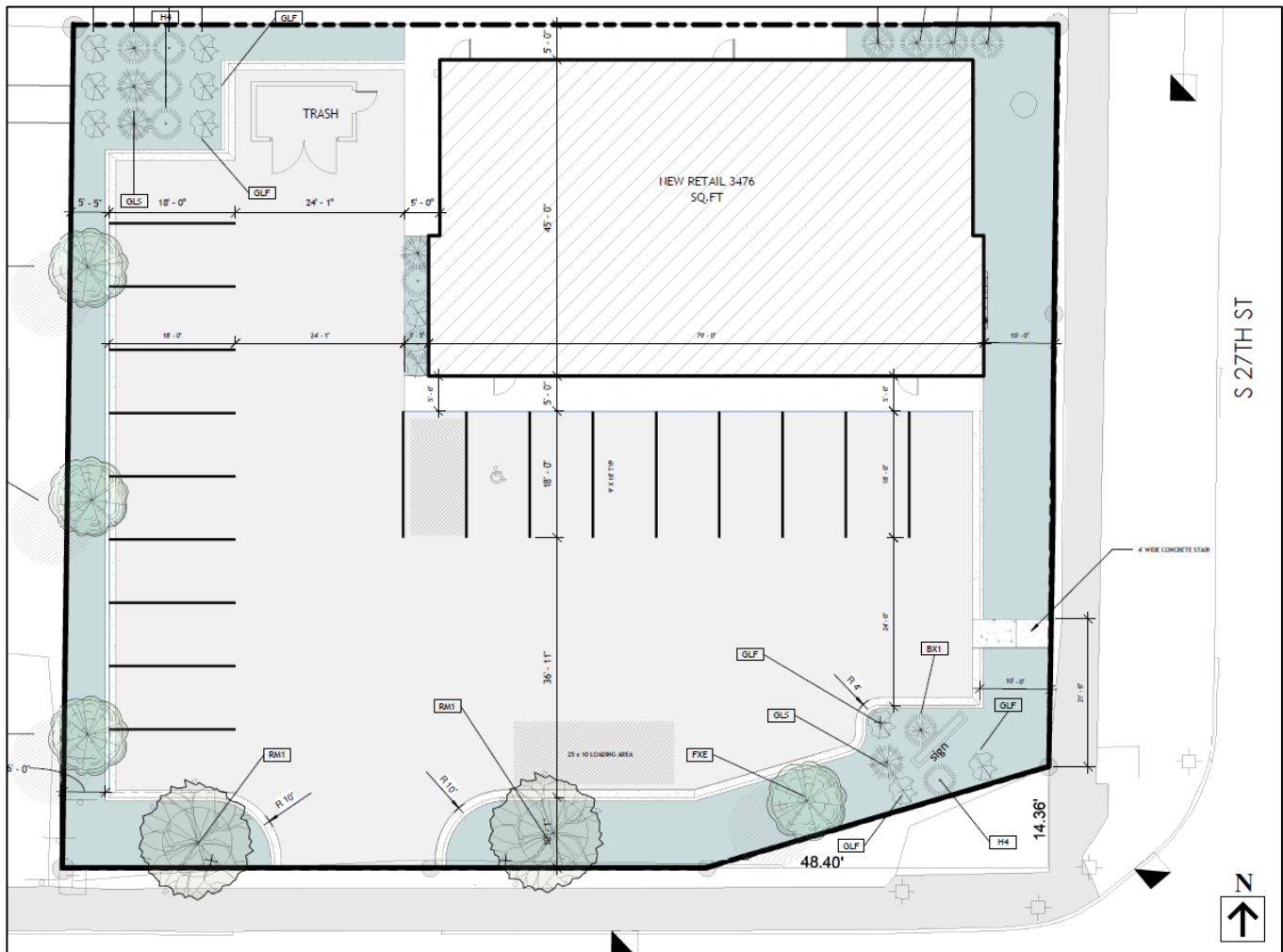
Additionally, the previous proposal was for a 3-tenant, 3,900 sq. ft. building. The current proposal is for a smaller building that is designed to accommodate two (2) tenants.

Site and Landscape Plan

The former gas station has been razed and the property is currently vacant. The proposed building is 3,476 sq. ft. and is designed to support two (2) individual tenants. The WisDOT, as part of their overall S. 27th Street project, has removed the previous access to this site from S. 27th St. As a result, the only access to the site will be off W. Layton Ave. Entrances to the tenant spaces will face W. Layton Ave. Code identifies the landscape surface ratio (LSR) requirement for this district of 20%, which is met with the new submittal. The landscaping plan has been reviewed by the City Forester and the comments have been sent to the applicant to make the necessary amendments.

The applicant does not have tenants in place for either space. Any future tenants would need to apply for a separate occupancy permit.

A trash enclosure for one (1) dumpster is located adjacent to the building. A man door is being provided, consistent with the requirements of the code. The current location of the dumpster does not raise concerns.



Architectural Plans

The proposed building will mainly consist of brick veneer in the color Sandcastle, with accents provided by metal awnings and stone veneer in the color White Elm and cement woodgrain cladding in the color Redwood. The entirety of the building will be wrapped with a base of concrete blocks in the color Sea Salt and a concrete smoothface sill above.



Photometric Plans

The applicant has submitted a photometric plan that is mostly compliant with Code. The plan includes the installation of nine (9) wall lights. One of the proposed fixtures is not a compliant fixture. Staff will work with the applicant to get a revised plan that is fully Code compliant.

Staff recommends approval and that this item be expedited to the September 16th Common Council meeting.

Recommendation: Recommend Common Council approval of the Site, Landscaping, & Architectural Plans for a proposed multi-tenant retail building, to be located at 4691

S. 27th St., submitted by Asaad Jaber, represented by Emad Nadi, ETN Engineering. (Tax Key No. 599-8888-001).

(Items 1 through 5 are required to be satisfied prior to the issuance of any building, electrical, or plumbing permit associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly)

1. A revised Civil Plan Set and a Stormwater Management Plan showing modifications/ requirements as directed by the Engineering Division, if applicable, be submitted.
2. A revised Photometric Plan be submitted to the Community Development Division for review and approval.
3. Revised Landscaping Plan being submitted to the Community Development Division of all proposed landscaping species and quantities to be reviewed and approved by the City Forester, as applicable.
4. An estimated cost of landscaping and screening be submitted to the Community Development Division for approval.
5. A letter of credit or other form of security as required by Municipal Code in the amount of 100% of the estimated cost of landscaping and screening.

9. Ordinance to amend the official Greenfield Zoning Map by rezoning a portion of the property located at 4333 S. 27th St. from C-1 Neighborhood Commercial District to C-2 Community Commercial District, submitted by Department of Neighborhood Services Staff (Tax Key No. 599-9000-001)

It was recently noticed that the property located at 4333 S. 27th St has two zoning designations on one lot, also known as being “split-zoned”. It is not good planning practice to have a parcel split-zoned, so the rezoning proposal before the Plan Commission would clean up the split-zone situation.

The northeastern corner of the lot is zoned C-3 Highway and Commercial Service Business and the remainder of the lot is zoned C-2 Community



Commercial District. If rezoned, the entire parcel would be C-2 Community Commercial District

From the history Staff was able to piece together, this property had historically consisted of a few parcels, initially a gas station and a few houses. The bank was constructed in the early 1970s, however, the parcels it sits on were not combined until the early 2000s. This combination was done administratively, and care was not taken to ensure the zoning designations were the same.

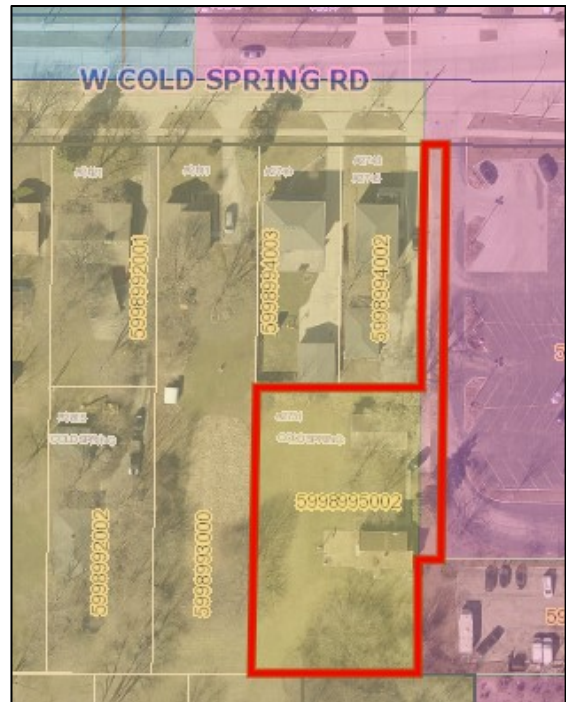
The proposed rezone would not affect the operations of the current occupant, US Bank. Staff have spoken with a representative of the property owner, and they are aware of the City's intentions to rezone the remnant section of the property.

Staff recommends approval and that a public hearing be scheduled for the October 21st Common Council meeting.

Recommendation: Recommend Common Council approval of the ordinance to amend the official Greenfield Zoning Map by rezoning a portion of the property located at 4333 S. 27th St. from C-1 Neighborhood Commercial District to C-2 Community Commercial District, submitted by Department of Neighborhood Services Staff (Tax Key No. 599-9000-001).

10. **Ordinance to amend the official Greenfield Zoning Map by rezoning a portion of the property located at 2731 W. Cold Spring Rd. from C-2 Community Commercial District to R-3 Single Family Residential Conservation District, submitted by Department of Neighborhood Services Staff (Tax Key No. 599-8995-002)**

During review of the previous agenda item, Staff noticed that the adjacent residential property located at 2731 W. Cold Spring Rd. is also split-zoned. At the time the bank parcels were combined, the guidance from the City was that the residential parcel should acquire 15 ft. from the bank property so that they would have full access to W. Cold Spring Rd., not via an easement as had been the case prior. When this combination was done, the zoning designation of the land in question was not taken into account.



The driveway portion of the property is currently zoned C-2 Community Commercial District and the remaining portion is zoned R-3 Single Family Residential Conservation District. If rezoned, the entire parcel would be R-3 Single Family Residential Conservation District.

The rezoning of the property will not affect the continued use of the property as a single-family residence. Staff have spoken with the property owners, and they are aware of the City's intention to rezone the driveway section of their parcel.

Staff recommends approval and that a public hearing be scheduled for the October 21st Common Council meeting.

Recommendation: Recommend Common Council approval of the Ordinance to amend the official Greenfield Zoning Map by rezoning a portion of the property located at 2731 W. Cold Spring Rd. from C-2 Community Commercial District to R-3 Single Family Residential Conservation District, submitted by Department of Neighborhood Services Staff (Tax Key No. 599-8995-002)

11. **Community Development Report.**
12. **Adjournment.**