

**MINUTES OF THE PLAN COMMISSION MEETING HELD AT THE  
GREENFIELD CITY HALL ON TUESDAY, FEBRUARY 12, 2019**

**1. The meeting was called to order at 6:30 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	Present
	Mr. Bradley Sponholz	Present
	Mr. Steve Rogers	Excused
	Mr. Don Carlson (alt.)	Present
	Mr. Robert Krenz (alt.)	Present

ALSO PRESENT: Kristi Johnson – Community Development Manager  
Andrew Stern - Planner

**2. Approval of the minutes from the January 8, 2019 meeting.  
Motion by Mr. Sponholz, seconded by Ms. Collins to approve the January 8, 2019  
Regular Meeting minutes. Motion carried unanimously.**

**3. Discussion regarding last Common Council meeting.**  
At the January 15, 2019, public hearings were held for Essential Yoga (4406 S. 68) and a change to the Zoning Map from a black and white map to a color map. Both items were approved as presented.

**4. Signage Plan Appeal for Advance Dental Treatment Center, an existing business located at 10707 W. Beloit Rd., submitted by Paul Butler, d/b/a Image 360 New Berlin, and Dr. Bill Carini, d/b/a Advance Dental Treatment Center. (Tax Key No. 562-9945-005)**

Paul Butler, d/b/a Image 360 New Berlin, is seeking a signage variance requesting a monument sign taller than what the Sign Code allows for Advance Dental Treatment Center building at 10707 W. Beloit Rd. According to the Sign Code, a monument sign shall not exceed 10 feet in height.

Advance Dental currently has one monument sign with a size of 28 sq. ft. and a height of 7' 2". Advance Dental Treatment Center proposes to replace the existing monument sign with one (1) monument sign with an area of 72.9 sq. ft. and an overall height of 16' from grade. The monument sign base will be constructed of brick, with the supports faced with aluminum. The sign will contain an electronic message center that is 85" x 36". The top of the sign will consist of a 13" tall x 130" wide channel letter-type LED lighted toothbrush.

Staff has concerns regarding the overall height of the monument sign being six (6) feet taller than is allowed by code. The proposed sign would be out of scale with surrounding monument signs and would be over twice as tall as the existing monument sign. To accommodate a reduction in height, staff suggests the space between the base of the

monument sign and the electronic message center be removed and the telephone number incorporated into the main sign face. Staff suggests the height of the monument sign be limited to ten feet (10') from grade with an allowance of 13" for the proposed lighted toothbrush, bringing the overall height of the sign to 11' 1" from grade.

**Recommendation:** Approve the Signage Plan Appeal for Advance Dental Treatment Center, an existing business located at 10707 W. Beloit Rd., submitted by Paul Butler, d/b/a Image 360 New Berlin, and Dr. Bill Carini, d/b/a Advance Dental Treatment Center for a monument sign limited in height to 11' 1". (Tax Key No. 562-9945-005)

Paul Butler, d/b/a Image 360 New Berlin, was present to answer questions.

Under discussion, approval was granted for desired overall sign height of 13' as there did not appear it would cause a problem with visibility. It was noted that the Sign Code prohibits movement of the display; the text would need to display for five seconds at a time, then switch to a new message.

**Motion by Mr. Carlson, seconded by Mr. Sponholz, to recommend approval of a Signage Plan Appeal for Advance Dental Treatment Center, an existing business located at 10707 W. Beloit Road, subject to Plan Commission and staff comments. Tax Key No. 562-9945-005. Motion carried unanimously.**

- 5A. **Special Use Permit for the proposed new construction of Dunkin' Donuts Restaurant, to be located at 7575 W. Cold Spring Rd., submitted by Ravi Pandya, d/b/a Shree Saras 2, LLC and Ron Vari, d/b/a Vari Architects, Ltd. (Tax Key Nos. 604-9992-000 and 604-9990-000)**
- 5B. **Certified Survey Map to combine two existing parcels located at 7517 and 7535 W. Cold Spring Rd., submitted by Ravi Pandya, d/b/a Shree Saras 2, LLC and Ron Vari, d/b/a Vari Architects, Ltd. (Tax Key Nos. 604-9992-000 and 604-9990-000)**
- 5C. **Site, Landscaping and Architectural Plans for the proposed new construction of Dunkin' Donuts Restaurant, to be located at 7575 W. Cold Spring Rd., submitted by Ravi Pandya, d/b/a Shree Saras 2, LLC and Ron Vari, d/b/a Vari Architects, Ltd. (Tax Key Nos. 604-9992-000 and 604-9990-000)**
- 5D. **Signage Plan Appeal for the proposed new construction of Dunkin' Donuts Restaurant, to be located at 7575 W. Cold Spring Rd., submitted by Ravi Pandya, d/b/a Shree Saras 2, LLC and Ron Vari, d/b/a Vari Architects, Ltd. (Tax Key Nos. 604-9992-000 and 604-9990-000)**

Items 5A, 5B, 5C, and 5D may be considered together.

### **Overview and Zoning**

The developer, Shree Saras 2, LLC, proposes to redevelop two (2) lots on the southeast corner of S. 76 St. and W. Cold Spring Rd. with a new limited service restaurant with a drive-thru lane. The corner lot was formerly occupied by a single-family home which has since been demolished, and the lot is now vacant, covered with grass. The second lot is adjacent and immediately to the east and is currently occupied by a business, which will be demolished. Both lots are zoned C-4 Regional Business District, which permits

Limited Service Restaurants as a Special Use. A public hearing could be scheduled as early as March 19, 2019. Apart from one abutting lot which is zoned as MFR-1 (Low Density Multi Family Residential), the rest of the block is also zoned C-4.

The restaurant will be serviced by a daily baked goods early morning delivery from an off-site baking location. In addition, a weekly or twice-weekly delivery of refrigerated and dry goods will occur. The deliveries take about 30 minutes and are scheduled so that they do not interfere with the peak service time. Proposed hours of operation are 5am – 9pm, seven (7) days/week. The restaurant is estimated to employ a total of 15 people.

### **Certified Survey Map**

The proposal includes the combination of two (2) parcels to make one 0.5529-acre parcel. The Engineering Department will provide any minor comments/suggested edits to the applicant.

### **Site, Landscaping and Architectural Plans**

As part of the development, the proposal includes the removal of the existing driveways (one on each street frontage) and installation of one right-in/right-out driveway on S. 76 St. and one driveway on W. Cold Spring Rd. Since S. 76 St. is a County road with a bus stop, the developers have reached out to the responsible agencies with the proposal. Preliminary coordination with Milwaukee County Transit System and Milwaukee County Department of Transportation has resulted in favorable opinions about the proposed work.

The development is seeking an approval from the departure of the zoning ordinance for the minimum building setbacks, and the number of provided off-street parking spaces. Staff believes that the departure from building setback requirements will be consistent with the intent of the ordinances and will fit well with the neighboring commercial uses. Based on similar stores with a drive-thru facility, the developer, who has built several of the same uses, believes that the amount of parking spaces provided will be adequate for this use. Approximately 50% of patrons choose to use the drive-thru lane, thereby reducing the need for off-street parking and reducing time that customers spend on the property. The Municipal Code requires 20 off-street parking spaces/1,000 sq. ft. + 7 stacking spaces for the drive-thru, which amounts to 30 off-street spaces for a 1,500 sq. ft. limited service restaurant. The proposed site plan provides 21 off-street parking spaces and stacking for 15 vehicles in the double-lane drive-thru. The Common Council may waive the 9-stall parking shortage.

Staff has worked with the developer on some site alterations, including the S. 76 St. right-in/right-out curb cut, and a continuation of a raised concrete curb/island that would prohibit vehicles that are existing the drive-thru, to exit the site and try to head southbound on S. 76 St. Existing vehicles would be forced to turn right, or northbound onto S. 76 St., or would be forced to exit onto W. Cold Spring Rd.

The site perimeter will include a 6-ft. high cedar fence along the south and east property lines, and a 4-ft. high decorative aluminum fence along W. Cold Spring Rd. and along S. 76 St., north of the driveway. The 4-ft. decorative fence is intended to keep pedestrians from entering and crossing the drive-thru on the north side of the site. A retaining wall

will be constructed along the east property line. The engineer is working on the wall specs, but its highest point will be approximately 24" in height and will taper down towards the north and south sides of the wall.

A four-sided brick refuse enclosure will be constructed at the southeast corner of the parking lot. The enclosure will include cedar wood doors and a personnel door for employees to use.

The one-story Dunkin' Donuts building will be constructed mostly with an earth tone brick. The top portion above the cornice, will be constructed of two different-looking fiber cement siding materials. The cornice, dividing the brick from the fiber cement materials, will be constructed of a pre-finished black colored metal band. A yellow-colored metal canopy accent beam will be included on the south and west elevations. The proposal includes a section of wood texture fiber cement siding on the west and north elevations. These blank rectangular-shaped features seem out-of-place and staff recommend that they be removed from the architectural proposal. The north elevation also includes four (4) display windows for signage. These are true windows with walls behind them that open from the outside (casement style) for graphics to be inserted in to. These casement style window fixtures may be considered part of the architecture of the building and not signage. The south, west and north elevations include pink and white 2" x 2" extruded metal channel pieces as a decorative accent. The metal channel pieces will be located on the vertical fiber cement surrounding the drive-thru window and around the two (2) wall signs on the north and south elevations. The south building elevation includes five (5) large storefront windows and the main building entrance door. The east elevation includes a freezer/cooler. Staff recommends a revised landscaping plan that includes taller plant materials will help conceal the metal cooler.

The City Forester's recommended landscaping changes will be shared with the applicant. The site includes wood mulch for ground material in all the planting areas.

### **Lighting Plan**

A photometric lighting plan has been submitted for staff review, showing that light splay will be minimal at the property lines. Staff requests a notation that a shield will be placed on the light fixture closest to the abutting residential property line. Six (6) single-head 20-ft. tall LED light poles will be provided on site.

### **Signage Plan Appeal**

The applicant is proposing two (2) 25 sq. ft. wall signs, one on the south elevation and one on the north elevation, each stating the word "Dunkin'." In addition, two (2) smaller signs are proposed: "America Runs on Dunkin'" (12.67 sq. ft. on the north elevation) and "Something Fresh is Always Brewing" (13.25 sq. ft. on the west elevation) are proposed. These smaller signs are shown on the wood textured fiber cement sections of the building that staff is recommending be removed from the proposal, however staff feels that the signs are proportional and would fit within the design of the building.

Two 6-ft. tall monument signs are proposed to be located to the west of the W. Cold Spring Road driveway and the south side of the S. 76<sup>th</sup> Street driveway. The monument sign locations could be an obstruction to vehicles as they are leaving the Dunkin' Donuts site, as they will need to look left for oncoming traffic. Staff recommends that the monument signs be located at least five (5) feet off of the property line. Three directional signs proposed – two are allowed. Staff is requesting brick bases, and a limitation of 4 ft. in height.

The Sign Code allows for one (1) wall sign and one (1) freestanding sign. Staff recommends that a waiver be granted for the four (4) proposed wall signs, two monument signs and three directional signs (which should include brick bases, not to exceed 4 ft. in height).

**Recommendation:** Recommend Common Council approval of the Special Use Permit, Site, Landscaping and Architectural Plans, and Signage Plan Appeal for the proposed new construction of Dunkin' Donuts Restaurant, to be located at 7575 W. Cold Spring Rd., and approval of the Certified Survey Map to combine two existing parcels located at 7517 and 7535 W. Cold Spring Rd., submitted by Ravi Pandya, d/b/a Shree Saras 2, LLC and Ron Vari, d/b/a Vari Architects, Ltd. (Tax Key Nos. 604-9992-000 and 604-9990-000), subject to Plan Commission and staff comments, and the following conditions:

(Items 1 through 9 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) refuse enclosure elevations; (b) all fence type cross-sections; (c) retaining wall cross-sections; (d) alternate grease trap location away from the drive-thru lane; (e) modified landscaping plan that considers the steel door location on the south side of the building, that includes taller plant materials to conceal the freezer/cooler, and any other modifications at the recommendation of the City Forester; (f) building light fixture details, and (g) shield on light fixture next to residential property.
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 revised Certified Survey Map being submitted to the Engineering Division showing modifications for any comments the Engineering Division may have.
5. Permit application and approved plans being submitted to Milwaukee County and the City of Greenfield Engineering Department for necessary driveway permits.

6. Permit application approvals from WDNR/MMSD for sanitary permits and WDNR/Milwaukee Water Works for water permits.
7. A grading plan being submitted to the Engineering Division for review and approval.
8. Common Council approval of the Special Use Permit, Site, Landscaping and Architectural Plans, Signage Appeal Plans and the Certified Survey Map, following a public hearing.
9. A revised signage plan being submitted to the Community Development Division showing a brick base on the monument signs, brick bases on directional signs, and directional signs being reduced to 4ft. in height.

Ravi Pandya was present to answer questions.

Ms. Johnson gave a presentation on tonight's submittal.

Discussion occurred on the placement of the monument signs; with the Staff recommendation of five foot from the property lines ensuring there are no sight issues. City Code allows monument signs up to 10 feet in height; the proposed are 5 feet. It was determined that to move the placement of the monument signs, and any resulting changes to sight lines, would need to be looked at further by Staff. Also Staff needs to make sure the lighting code is followed and the lot is well lit.

**Motion by Mayor Neitzke, seconded by Ms. Collins, to recommend approval of a Special Use Permit, Certified Survey Map, Site, Landscaping and Architectural Plans, and Signage Plan Appeal for the proposed new construction of Dunkin' Donuts Restaurant, to be located at 7575 W. Cold Spring Road, subject to Plan Commission and Staff Comments, and authorize the public hearing process to begin. Tax Key Nos. 604-9992-000 and 604-9990-000. Motion carried unanimously.**

- 6A. Special Use Review for new tenancy of the existing Clark gas station and convenience store located at 4621 W. Forest Home Ave., submitted by Saif Mian, d/b/a S&Z Oil Mart, Inc. (Tax Key No. 531-1117-001)**
- 6B. Site Plan for new tenancy of the existing Clark gas station and convenience store located at 4621 W. Forest Home Ave., submitted by Saif Mian, d/b/a S&Z Oil Mart, Inc. (Tax Key No. 531-1117-001)**

Items 6A and 6B may be considered together.

### **Overview and Zoning**

The applicant, Mr. Mian, plans to lease the existing Clark gas station located at 4621 W. Forest Home Ave. The property is zoned C-2 Community Commercial District, which permits gas stations with convenience store as a Special Use. The change in tenancy triggers a Special Use review, including, site conditions, etc. The tenant will operate the Clark, or S&Z Oil Mart gas station and convenience store in the same manner as is currently run. The business has been family owned and operated since 1982. Mr. Mian will continue the family-run business with a one-year lease for the first year and then a

month to month lease after. The business will employ approximately 3-5 people. The hours of operation will be Monday-Saturday 5am-12am and Sundays 6am-10pm. Mr. Mian has been in the gas station business for over eight (8) years.

### **Site and Landscaping Plan**

A site plan was not submitted, but the site is subject to review when the Plan Commission and Common Council consider Special Use reviews. Staff reached out to the applicant regarding two (2) concerns of the site condition. A portion of the board-on-board fence along the west property line is in poor condition and is leaning over. Staff recommends that the fence either be replaced or repaired by June 2019. While visiting the site staff noticed a substantial amount of outdoor storage of salt bags, firewood, etc. Per the Zoning Code, outdoor storage and display of merchandise is not permitted, except propane tanks or other flammable materials. Staff recommends that all non-permitted outdoor display items be removed prior to a certificate of occupancy being issued. Staff recommends that this item be expedited to the February 20, 2019 Common Council meeting.

**Recommendation:** Approve the Special Use Review and Site Plan for tenancy of the existing Clark gas station and convenience store located at 4621 W. Forest Home Ave., submitted by Saif Mian, d/b/a S&Z Oil Mart, Inc. (Tax Key No. 531-1117-001), subject to Plan Commission comments and staff comments, to be expedited to the February 20, 2019 Common Council meeting, and subject to the following conditions:

1. A letter being submitted to the Community Development Division from the applicant, stating that the west property line board-on-board fencing will be repaired or replaced by June 2019.
2. A letter being submitted to the Community Development Division from the applicant, stating that all outdoor sales and display items, except propane tanks or other flammable materials, will be immediately removed.

No one was present to represent this item.

Mayor Neitzke noted that the collection bins for clothes and shoes donations cannot be at the property as they are not allowed in Greenfield.

**Motion by Ald. Kastner, seconded by Mr. Carlson, to recommend approval of a Special Use Review and Site Plan for new tenancy of the existing Clark gas station and convenience store located at 4621 W. Forest Home Ave., submitted by Saif Mian, d/b/a S&Z Oil Mart, Inc., subject to Plan Commission and staff comments, and authorize this item to be expedited to the February 20<sup>th</sup> Common Council meeting. Tax Key No. 531-1117-001. Motion carried unanimously.**

7. **Site, Landscaping and Architectural Plans for conversion of an existing single-family home to a commercial use located at 5041 W. Forest Home Ave., submitted by Scot Schmidt, d/b/a Home Path Financial, L.P. (Tax Key No. 531-0201-300)**

### **Overview and Zoning**

The property located at 5041 W. Forest Home Ave. has been used as a single-family home since its existence. Home Path Financial, L.P. ("Home Path") purchased the home out of foreclosure from the U.S. Department of Housing and Urban Development (HUD) in 2016. Home Path is proposing to convert the 1,425 sq. ft. single-family home

to a commercial use. The home is located on a stretch of property zoned C-2 Community Commercial District. The Comprehensive Plan identifies this stretch of properties as Neighborhood Business/Office (NBO). The proposed conversion from residential to commercial meets the planned future use of the parcel.

Home Path is targeting future tenants such as a chiropractor, real estate office, accountant, architect, engineer, attorney, etc. These types of uses are permitted uses. If a user requires a Special Use Permit, that tenant would need to come before the Plan Commission and Common Council for approval and a public hearing would be required. An occupancy permit is required, whether a permitted use or special use.

### **Site, Landscaping and Architectural Plans**

Home Path is proposing to make a few exterior building alterations, which include the removal of the existing rear entry enclosure and 2<sup>nd</sup> floor balcony above it; the addition of an ADA-accessible ramp to the rear entry; and, removal of the existing guardrail at the front entry. The second floor balcony gap will be filled with brick to match the existing brick façade. The handicap ramp will include steel railings. Staff recommends a notation on revised plans to include the paint color, which is recommended to be black.

Off-street parking required per code for general office use = 5 (3.3 spaces per 1,000 sq. ft.)

TOTAL off-street parking provided = 5, including 1 ADA stall

Street parking is not available immediately in front of the building due to a bus stop, but would be available west of the parcel.

Home Path is proposing the following parking configuration: one (1) new ADA stall in the front of the property, which would result in a loss of open space; two (2) parking spaces within the existing garage; two (2) parking spaces in the rear paved surface. The parking configuration will be challenging, working with the existing layout for a single-family home. With the addition of the ADA ramp along the east side of the building, the drive aisle will be reduced to 11' 3", which doesn't meet the City's code requirement of 12' for one-way traffic and 24' for two-way traffic.

The proposed parking locations would not meet front yard and rear yard setback requirements and would require Zoning Board of Appeals approval.

The applicant is proposing to keep the garbage containers in the garage, which would be rolled out for commercial refuse pick-up.

The Plan Commission may approach this proposal three (3) different ways:

1. Recommend approval to the Common Council, subject to approval from the Zoning Board of Appeals for the parking setbacks, or possibly the Board of Appeals would not approve setbacks but would rather approve an off-street parking shortage.
2. Hold the item and wait for Zoning Board of Appeals decision.
3. Recommend denial to the Common Council and Zoning Board of Appeals.

**Recommendation:** To be determined at the Plan Commission meeting.



Scot Schmidt was present to answer questions. Discussion occurred on the difficulties of the site to achieve adequate parking flow and adequate parking spaces. There is a lot next door with only a garage on it that had a recent sale, which prohibits the ability to expand the parking. It was determined that the best use is to have the structure remain as a residential home. It was decided to recommend denying the conversion of the home to commercial use along with not recommending that this item go before the Zoning Board of Appeals regarding overriding the parking requirements.

**Motion by Ms. Hallen, seconded by Mr. Krenz, to recommend to deny approval of the Site, Landscaping and Architectural Plans for conversion of an existing single-family home to a commercial use located at 5041 W. Forest Home Avenue, subject to Plan Commission and Staff comments. Tax Key No. 531-0201-300. Motion carried 6-1, with Mr. Carlson voting in favor of allowing a commercial use utilizing parking along Forest Home Avenue.**

**8. Architectural and Site Plans and Signage Plan Appeal for proposed modifications to Walmart, an existing business located at 10600 W. Layton Ave., submitted by Jennifer Cobbs, d/b/a Cyntergy. (Tax Key No. 608-9995-010)**

**Architectural Plans**

Walmart is proposing to re-paint portions of the building exterior as well as update wall signage and make parking identification changes in an effort to “update” the building to meet Walmart’s current branding package. The current branding standard includes gray tone field color paints with blue and orange accent paints. Blue is Walmart’s brand color and the orange identifies Walmart’s Online Grocer Pickup (OGP) initiative. The exterior work is intended to be completed as part of a mostly cosmetic interior remodel of the store.

The proposal includes painting the current earth-tone brown EIFS upper middle section of the front façade with a gray paint and replacing the current earth-tone brown film panels with gray and blue panels behind the Walmart sign. In addition, Walmart is proposing to paint a portion of the northwest corner of the building, which is currently an earth-tone tan color, with orange paint, identifying “Pickup” as a new amenity to the store.

**Site Plans**

Walmart is also proposing to alter the site plan with 10 parking spaces being designated to OGP only. These 10 spaces would be located in the 4<sup>th</sup>-most southern parking aisle on the site. Each stall would be identified with orange paint striping, orange “pickup” text would be painted on the pavement, and a pickup sign would be located at the front of each stall. Orange directional pavement arrows would also be painted in the drive aisle.

**Signage Plans**

Walmart is proposing to alter all the wall signage on the building, including the addition of a new “Pickup” sign at the northwest corner of the building and new verbiage for divisions of the store (i.e. “Market” is changing to “Grocery”). The overall signage area will be reduced from 729 sq. ft. to 696 sq. ft. plus 40 sq. ft. of tenant signage. The signage proposal is summarized below.

**SIGNAGE DISCLOSURES**

PER 2013 RELOCATION PLANS, THE TOTAL BUILDING SIGNAGE IS 728.58 SF. THIS AMOUNT WAS APPROVED THROUGH THE PLANNING COMMISSION. WALMART WILL BE ALLOWED TO HAVE THAT AMOUNT OR LESS ON THE BUILDING. THUSLY IN ORDER TO ADD A "PICKUP & SPARK" SIGN ON THE BUILDING, WALMART WILL HAVE TO REDUCE THE REMAINING SIGNAGE ON THE BUILDING TO KEEP THE SQUARE FOOTAGE AT 728.58 SF OR BELOW. CABINET SIGNS ARE NOT ALLOWED.

EXISTING SIGNAGE SCHEDULE							NEW & ETR SIGNAGE SCHEDULE						
SIGNAGE LOCATION	QTY	LIGHTED	COLOR	SIZE	INDIVIDUAL AREA	TOTAL AREA	SIGNAGE LOCATION	QTY	LIGHTED	COLOR	SIZE	INDIVIDUAL AREA	TOTAL AREA
<b>FRONT EXISTING SIGNAGE</b>							<b>NEW FRONT SIGNAGE</b>						
Walmart	1	LED	WHITE	5'-6"	298.00	SF 298.00	Walmart	1	LED	WHITE	5'-6"	299.04	SF 299.04
* (Spark)	1	LED	YELLOW				* (Spark)	1	LED	YELLOW			
Market	1	N/A	WHITE	2'-0"	23.23	SF 23.23	Grocery	1	N/A	WHITE	2'-0"	26.27	SF 26.27
Home & Pharmacy	1	N/A	WHITE	2'-0"	59.92	SF 59.92	Home & Pharmacy	1	N/A	WHITE	2'-0"	60.74	SF 60.74
Outdoor Living	1	N/A	WHITE	2'-0"	49.43	SF 49.43	Lawn & Garden	1	N/A	WHITE	2'-0"	37.34	SF 37.34
<b>TOTAL FRONT EXISTING SIGNAGE</b>						<b>430.58</b>	<b>TOTAL NEW FRONT SIGNAGE</b>						<b>497.31</b>
<b>REAR EXISTING SIGNAGE</b>							<b>NEW REAR SIGNAGE</b>						
Walmart	1	LED	WHITE	5'-6"	298.00	SF 298.00	Walmart	1	LED	WHITE	4'-6"	198.26	SF 198.26
* (Spark)	1	LED	YELLOW				* (Spark)	1	LED	YELLOW			
<b>TOTAL REAR EXISTING SIGNAGE</b>						<b>298.00</b>	<b>TOTAL NEW REAR SIGNAGE</b>						<b>198.26</b>
<b>TOTAL EXISTING BUILDING SIGNAGE</b>						<b>728.58</b>	<b>TOTAL NEW &amp; ETR BUILDING SIGNAGE</b>						<b>695.57</b>
<b>TENANT EXISTING SIGNAGE</b>							<b>EXISTING TO REMAIN TENANT SIGNAGE</b>						
Subway	1	N/A	N/A	2'-0"	20.00	SF 20.00	Subway (ETR)	1	N/A	N/A	2'-0"	20.00	SF 20.00
US Bank	1	N/A	N/A	2'-0"	20.00	SF 20.00	US Bank (ETR)	1	N/A	N/A	2'-0"	20.00	SF 20.00
<b>TOTAL TENANT EXISTING SIGNAGE</b>						<b>40.00</b>	<b>TOTAL ETR TENANT SIGNAGE</b>						<b>40.00</b>

**Staff Recommendation:**

The City of Greenfield’s adopted “Site Development Standards” document includes an entire section on building color that states the following:

1. Establish a palette of exterior building colors for use throughout the site. The limited number of coordinated and complementary colors to be used should be subtle and harmonious...
2. ... In general, colors should be integral rather than applied to exterior building materials.
3. Colors for predominant façade materials and for roof materials should be in a range of earth tones (e.g. creams, tans, browns or grays) which reflect the natural character of materials.
4. Colors for secondary façade materials should be compatible with the predominant colors, either within a complementary range of colors or in contrasting colors for accents. When such contrasting colors are utilized, they should not dominate the visual character of the setting.

Walmart’s project description identifies the reasoning for the proposal as being a branding initiative. Bright blue and orange colors are intended to dominate the visual character of the building, which contradicts the City’s Site Development Standards identified above. Staff does not recommend approval of any of the painting or building color modifications that are proposed. This Walmart was built less than seven (7) years ago in 2012 and Walmart’s proposal at the time met the City’s Site Development Standards. Staff does not recommend any deviation from the original architectural design of the building.

Staff does recommend approval of the proposed site modification for the 10 OGP parking spaces and recommends approval of the new signage package.

**Recommendation:** Recommend approval of the Architectural, Site and Signage Plans for proposed modifications to Walmart, an existing business located at 10600 W. Layton Ave., submitted by Jennifer Cobbs, d/b/a Cyntergy (Tax Key No. 608-9995-010), subject to Plan Commission comments and staff comments, to be expedited to the February 20, 2019 Common Council meeting, and subject to the following conditions:

(Item 1 is 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. A new signage proposal that eliminates any exterior building façade alterations.

A representative with Cyntergy was present to answer questions.

Ms. Johnson gave a presentation of this item. The Cyntergy rep stated that Walmart is rolling their online pickup service out nationwide, as are many other retailers. The rollout has been implemented in stages, and is already in place in several locations in southeastern Wisconsin. Discussion occurred on the color scheme being used for this rollout, which now incorporates orange into the primarily blue color scheme. The Cyntergy rep stated that with their new branding the addition of orange indicates that a store is now offering online pickup. It was the desire of the Plan Commission to leave the building color as-is with no painting, approve the additional signage, and also approve the parking modifications for the online pickp service.

**Motion by Ms. Hallen, seconded by Ald. Kastner, to recommend approval of the Architectural and Site Plans and Signage Plan Appeal for proposed modifications to Walmart, an existing business located at 10600 W. Layton Avenue, subject to Plan Commission and staff comments, and expedite this item to the February 20<sup>th</sup> Common Council meeting. Tax Key No. 608-9995-010. Motion carried unanimously.**

9. **Signage Plan Appeal for Smokin Glass, a new business located at 4649 S. 108 St., submitted by Leah Perez, d/b/a Signarama, and Justin Beese, d/b/a Smokin Glass. (Tax Key No. 609-0033-001)**

Smokin Glass, a new business located at 4649 S. 108 St., is seeking a signage variance, requesting additional signage beyond what the Sign Code allows for and for sign colors outside of the established master sign plan for the retail complex. According to the Sign Code, "total number of signs permitted for each business site shall not exceed one wall sign and one monument sign." The Sign Code stipulates that the "colors must be uniform and in compliance with a master sign plan for the site on file with the City."

Smokin Glass is located in a corner tenant space of the Omega Shopping complex. The lineal building frontage of Smokin Glass is 74.6 ft., which would allow for a maximum of 50 sq. ft. Smokin Glass is requesting two wall signs, totaling 47.9 square feet. Prior tenants in this tenant space have been permitted two wall signs. Additionally, Smokin Glass requesting a waiver from the master sign plan for the complex. While no master sign plan was located in City files, every permitted sign for the complex dating back to 1993 has been blue, matching the color of the gabled roofs above the entryways. Smokin Glass is proposing white lettering with black for the first letter of each word. This design matches the company's branding.

Smokin Glass proposal includes the following:

- A. East wall: 28.0 sq. ft.
- B. South wall: 19.9 sq. ft.
- C. TOTAL: 47.9 sq. ft.

**Recommendation:** Staff recommends approval of two wall signs but does not have a recommendation regarding the variance to the color of the master sign plan.

Leah Perez was present to answer questions.

**Motion by Ms. Hallen, seconded by Ms. Collins, to recommend approval of a Signage Plan Appeal for Smokin Glass, a new business located at 4649 S. 108 Street, subject to Plan Commission and staff comments. Tax Key No. 609-0033-001. Motion carried unanimously.**

**10. Signage Plan Appeal for Milwaukee Leather, an existing business located at 4230 W. Loomis Rd., submitted by Scott Applin, d/b/a The Sign Guyz, and Mohammad Maqbool, d/b/a Milwaukee Leather. (Tax Key No. 600-9969-002)**

Milwaukee Leather, an existing business formerly known as Real Leather, is seeking a signage variance, requesting additional signage beyond what the Sign Code allows for. According to the Sign Code, "total number of signs permitted for each business site shall not exceed one wall sign and one monument sign" with the exception that "a business site with over 300 feet of lot frontage may have a third permanent sign (*only a monument sign*) not exceeding 24 square feet in area and not exceeding the total calculated sign square footage (1.5 × lineal building front footage)."

The Milwaukee Leather building is located on a unique triangular shaped parcel bound by S. 43<sup>rd</sup> St., S. 43<sup>rd</sup> St. service road cul-du-sac, and Loomis Rd. All four (4) facades of the building face street right-of-way and the lineal building frontage of Milwaukee Leather is approximately 480 feet, allowing for a total signage of 200 sq. ft. Because Milwaukee Leather is located on a corner lot, an additional monument is allowed per the Sign Code but not for an additional wall sign. Milwaukee Leather is requesting two additional wall signs beyond what is allowed in the Sign Code.

Milwaukee Leather's proposal includes the following:

- A. South wall: 71.9 sq. ft.
- B. East wall: 23.22 sq. ft.
- C. North wall: 5.1 sq. ft.
- D. Monument sign: 28 sq. ft.
- E. TOTAL: 128.22 sq. ft.

The three wall signs and monument sign panel were installed on the premises by the sign contractor without permits.

**Recommendation:** Approve the Signage Appeal for Milwaukee Leather, an existing business located at 4230 W. Loomis Rd., submitted by Scott Applin, d/b/a The Sign Guyz, and Mohammad Maqbool, d/b/a Milwaukee Leather. (Tax Key No. 600-9969-002)

No representative was present for this item. It was noted that the area behind the previous signage needs to be repaired and painted.

**Motion by Mayor Neitzke, seconded by Ms. Hallen, to recommend approval of the Signage Plan Appeal for Milwaukee Leather, an existing business located at 4230 W. Loomis Road, subject to Plan Commission and staff comments. Tax Key No. 600-9969-002. Motion carried unanimously.**

- 11. 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)**

**Item held over.**

- 12. Community Development Manager Report.  
None.**

- 13. Adjournment.  
Motion by Mr. Carlson, seconded by Mr. Krenz, to adjourn the meeting at 7:45 p.m.  
Motion carried unanimously.**

Respectfully submitted,

Alison J. Meyer  
Administrative Assistant

Distributed February 18, 2019

DRAFT