

**MINUTES OF THE PLAN COMMISSION MEETING HELD AT THE
GREENFIELD CITY HALL ON TUESDAY, MAY 14, 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	Present
	Ms. Denise Collins	Present
	Ms. Christine Hallen	Present
	Mr. Bradley Sponholz	Present
	Mr. Steve Rogers	Present
	Mr. Don Carlson (alt.)	Present
	Mr. Robert Krenz (alt.)	Present

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

**2. Approval of the minutes from the April 9, 2019 meeting.
Motion by Ms. Hallen, seconded by Ms. Collins to approve the April 9, 2019
Regular Meeting minutes. Motion carried unanimously, with Mr. Sponholz
abstaining.**

3. Discussion regarding the last Common Council meeting.
There were no public hearings held at the April 16th Common Council meeting.

**4. Signage Plan for a digital freestanding sign, to be located at the 84 South
Development at 9100 W. Sura Ln., submitted by Scott Yauck, d/b/a Cobalt
Partners, LLC and Sarah Peters, d/b/a Jones Sign. (Tax Key No. 606-9980-015)**

Cobalt Partners is seeking approval for a billboard sign that would be fronting I-894, just north of the Aurora parking structure. When the City approved land uses in 2015 for the 84 South development, a “billboard” was included in the list of possible land uses. The Plan Commission and Common Council will review the design of the billboard-sized sign.

The proposed sign is 68 feet in height. Staff’s number one concern is brightness, height and impact on the neighborhood and surrounding residences. The sign manufacturer will provide an explanation of brightness at the Plan Commission meeting. The sign design includes a 47’5” x 14’ electronic display board. The top of the board measures 68 feet above grade and the top of the aluminum-clad support structure measures 73’9” above grade. The structural pole is surrounded in a scored, aluminum-clad cover, slate in color to match the existing pylon signs at the development. The pole cover would feature the text “84 South” and “Greenfield, WI” on it.

For height comparison, the billboard located at the Public Works property on 53rd & Layton, abutting the freeway, was reduced in height from 75 feet to 60 feet after many of the neighbors on the north side of the freeway expressed displeasure of brightness and height.

The electronic display boards would be situated in a triangle-shape on top of the structural pole, with a one-foot gap between the boards on the north side, closest to the freeway, and a 20-degree angle between the boards on the south side, closest to the parking structure. The sign manufacturer has provided a light distribution layout, showing the foot candle strength at various distances away from the boards. This will be further described by the sign manufacturer at the Plan Commission meeting.

The top of the parking structure west tower feature is 52 feet in height and the medical office building is 88 feet in height. The top of the proposed electronic display board would be 13.3 feet taller than the tower feature of the parking structure and the top of the aluminum pole cover would be nearly 19 feet taller than the tower feature of the parking structure. The top of the proposed electronic display board would be approximately 24 feet taller than the upper parking level of the parking structure and the top of the aluminum pole cover would be nearly 30 feet taller than the upper parking level of the parking structure.

A civil site plan is requested to be provided, showing details such as curb cuts to the service drive, a parking pad location for maintenance vehicles (if proposed), etc. This item will be further discussed at the Plan Commission meeting. Staff does not have a recommendation to provide at this time.

Recommendation: Staff does not have a recommendation to provide at this time, other than if approved, a civil site plan would be required to be submitted to the Engineering Department for review, showing details such as curb cuts to the service drive, and a parking pad location for maintenance vehicles (if proposed).

Scott Yauck with Cobalt Partners gave a presentation on the sign.

At this time technical difficulties with the audio system began occurring. Mayor Neitzke spoke on how the City is in the process of looking into using streaming services for meetings rather than over-the-air broadcast methods.

Discussion on the sign resumed with Mayor Neitzke giving some historical background on the one-time ownership of this site by the Greenfield School District and how Cobalt Partners came to take ownership and their development of the site to date.

Kevin Morris and Josh Sahotsky with Jones Sign were present. Mr. Morris gave a presentation on the aesthetics and lighting of the sign. He spoke on how they used a crane truck to determine the correct height in correlation with the grade and existing vegetation eastbound and westbound along the overpass, taking into consideration Federal and State regulations on managing the existing vegetation.

Mr. Sahotsky spoke on the technological aspects of the sign, including the dimming ability, and how the brightness and message feature is controllable remotely.

Sign content will be approximately 25% Aurora-themed messages, along with a mix of for sale message space and possible public service information.

Ald. Kastner questioned if they are willing to address the curb cut, parking and service access at the site as requested by City staff, to which Mr. Morris replied yes.

Motion by Ald. Kastner, seconded by Mr. Weis to recommend approval of a digital freestanding sign, to be located at the 84 South Development at 9100 W. Sura Lane, submitted by Scott Yauck, d/b/a Cobalt Partners, LLC and Sarah Peters, d/b/a Jones Sign, subject to Plan Commission and Staff Comments, and authorize this item to be expedited to the May 21st Common Council meeting. Tax Key No. 606-9980-015. Motion carried unanimously

5. Architectural Plans for exterior façade improvements to the future Orthopaedic Hospital of Wisconsin tenant space within the multi-tenant commercial building located at 4830 S. 76 St., submitted by Adam Stein, d/b/a Logic Design & Architecture, Inc., and Fred Stalle, d/b/a Mid-America Real Estate – Wisconsin, LLC. (Tax Key No. 617-9983-012)

Orthopaedic Hospital of Wisconsin, the prospective tenant in the multi-tenant commercial building, is proposing exterior façade improvements to the building. The proposed exterior work includes extending the existing front entry canopy with no change in height or color/finish. The existing canopy will be partially removed and extended approximately sixteen feet (16') to the north. Exterior EIFS, CMU Split-Faced Column Base, and brick column materials/colors will be matched to the existing adjacent finishes of the center.

Orthopaedic Hospital of Wisconsin will be occupying the remaining two (2) vacant tenant spaces of the center and intends on signing a ten-year lease assuming the requested exterior improvements are made. The primary service offered at this location will be outpatient physical therapy. They also have locations at 60th and Layton in Greenfield, as well as Glendale and Cedarburg.

Staff visited the site and had no concerns with the site condition. Because one of the tenant spaces had previously been occupied by a Wing Stop restaurant, staff recommends the grease trap be removed prior to occupancy of Orthopaedic Hospital of Wisconsin.

Recommendation: Recommend Common Council Approval of the Architectural Plans for exterior façade improvements to the future Orthopaedic Hospital of Wisconsin tenant space within the multi-tenant commercial building located at 4830 S. 76 St., submitted by Adam Stein, d/b/a Logic Design & Architecture, Inc., and Fred Stalle, d/b/a Mid-America Real Estate – Wisconsin, LLC. (Tax Key No. 617-9983-012), subject to Plan Commission comments, staff comments, and the following conditions, to be expedited to the May 21, 2019 Common Council meeting:

1. Removal of the grease trap from the 4828 S 76 St. tenant space prior to occupancy.

2. Building permits for the proposed exterior building improvements may be issued after Common Council approval on May 21, 2019.

Mr. Stern gave a presentation on this item.

The architect was present to address questions on this item.

Mayor Neitzke noted that the monument sign on W. Barnard Avenue significantly obstructs view as you are traveling north on S. 76th Street, to the point that it is extremely dangerous. The property owner needs to address this issue and he suggested that Staff approach the landlord regarding the signage concern. Mayor Neitzke also noted that there needs to be locational signage and additional handicap stalls as this will be a medical use (physical therapy). The architect spoke on how there will be entrances from both the front and the back.

Motion by Ald. Kastner, seconded by Ms. Collins, to recommend approval of Architectural Plans for exterior façade improvements to the future Orthopaedic Hospital of Wisconsin tenant space within the multi-tenant commercial building located at 4830 S. 76 Street, subject to Plan Commission and staff comments, and authorize this item to be expedited to the May 21, 2019 Common Council meeting. Tax Key No. 617-9983-012. Motion carried unanimously.

- 6A. **Special Use Permit for Your CBD Store, Greenfield, a proposed CBD oil store, to be located within the multi-tenant commercial building at 4168 S. 108 St., submitted by Derek and Kinga Smars, d/b/a Your CBD Store, Greenfield. (Tax Key No. 567-9972-004)**
- 6B. **Site Plan Review for Your CBD Store, Greenfield, a proposed CBD oil store, to be located within the multi-tenant commercial building at 4156 S. 108 St., submitted by Derek and Kinga Smars, d/b/a Your CBD Store, Greenfield. (Tax Key No. 567-9972-004)**

Items 6A and 6B may be considered together.

Overview and Zoning

The applicants propose opening a cannabidiol (CBD) store, Your CBD Store, Greenfield, within the multi-tenant commercial building at 4156 S 108 St. The proposed CBD oil store would occupy approximately 1,790 sq. ft. within the existing building. Your CBD Store, Greenfield will provide a store where patrons can speak with a CBD professional to discuss best treatment options for their ailments. The applicants will sell CBD infused creams, tinctures, gummies, and pet treats. The applicants anticipate having 3-5 employees working at the store. Proposed hours of operation are Monday-Friday, 10:00 am – 7:00 pm; Saturday-Sunday, 11:00 am – 4:00 pm.

The property is zoned C-4 Regional Business District, which permits “All Other Miscellaneous Store Retailers” (which specifically includes marijuana stores, medical or recreational) with a Special Use Permit.

Site Plan

While the applicant didn't submit a site plan, the site is subject to Plan Commission review with the Special Use Permit. Staff visited the property, which was also recently reviewed for the Jazzercise and New Massage Special Use Reviews. Staff found the persistent problems remain, with doors on the trash enclosures left open and trash/storage in the alley behind the building. These conditions were also observed at this location at the time of the Jazzercise and New Massage Special Use reviews. Staff has again reached out to the landlord to address the garbage and open refuse container doors but recommends a letter from the property owner prior to occupancy stating that all trash/storage has been removed from behind the building and trash enclosure doors will remain closed

Off-street parking required per code for "Miscellaneous retail stores" = 9 (5 spaces per 1,000 sq. ft.)

Off-street parking required for all other uses: 104

TOTAL off-street parking provided (based off of site plan) = 85

The Common Council may waive the parking shortage requirement.

A public hearing would be required and could be scheduled as early as June 18, 2019, with Plan Commission approval for the project to move forward.

Recommendation: Recommend Common Council Approval of the Special Use Permit and Site Plans for Your CBD Store, Greenfield, a proposed CBD oil store, to be located within the multi-tenant commercial building at 4156 S. 108 St., submitted by Derek and Kinga Smars, d/b/a Your CBD Store, Greenfield. (Tax Key No. 567-9972-004), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 and 2 are required to be satisfied prior to the issuance of an occupancy permit associated with the proposed project reviewed by the Plan Commission.)

1. A letter from the property owner stating the following: (a) all garbage and storage has been removed from behind the building; (b) trash enclosure doors will remain closed at all times.
2. Common Council approval of the Special Use Permit, following a public hearing.

Mr. Stern gave a presentation on the item. He noted that he has reached out to the property manager regarding the storage and garbage behind the building and the refuse container doors being left open and has not heard back from him. Staff recommends a letter from the property owner stating that all trash and storage has been removed and that the refuse container doors will remain closed at all times be provided prior to issuance of occupancy.

Motion by Mr. Sponholz, seconded by Ald. Kastner, to recommend approval of a Special Use Permit and a Site Plan Review for Your CBD Store, Greenfield, a proposed CBD oil store, to be located within the multi-tenant commercial building at 4168 S. 108 Street, subject to Plan Commission and staff comments, and authorize the public hearing process to begin. Tax Key No. 567-9972-004. Motion carried unanimously.

- 7A. Special Use Permit for American Behavioral Clinics, a proposed behavioral health medical clinic to be located at 6815 W. Layton Ave., submitted by David Winston, d/b/a ABC Medical Clinics, S.C. (Tax Key No. 617-0117-000)**
- 7B. Site Plan Review for American Behavioral Clinics, a proposed behavioral health medical clinic to be located at 6815 W. Layton Ave., submitted by David Winston, d/b/a ABC Medical Clinics, S.C. (Tax Key No. 617-0117-000)**

Items 7A and 7B may be considered together.

Overview and Zoning

American Behavioral Clinics (ABC), through “Winston Properties” has an offer to purchase the former Accommodating Petz building located at 6815 W. Layton Ave. The offer is contingent upon City approval of the Special Use Permit. The property is currently zoned C-2 Community Commercial District, which permits NAICS code 621112, “Offices of Physicians, Mental Health Specialists” as a Special Use. A public hearing could be scheduled as soon as June 18, 2019.

ABC is currently located at 7330 W. Layton Ave., where they have been for over 25 years (opened in 1994). Approximately two (2) years ago they purchased the property to their east, 7308 W. Layton Ave., to help alleviate space shortage and lack of parking, but they are simply out of room to accommodate the needs of their growing patient base and expand services. They have been looking for a larger facility and would like to maintain their presence in Greenfield, hence the offer to purchase the property at 6815 W. Layton Ave. and migrate ABC’s existing services to this new location. ABC is owned by Dr. James Winston, who has been recognized by Milwaukee Magazine as Milwaukee’s top Psychiatrist since 2004.

ABC provides treatment for a variety of mental health and behavioral issues, including ADHD, depression, anxiety, mood disorders, schizophrenia, and PTSD. Additionally, they offer treatment for relationship and family conflict, grief and loss, workplace and school issues, alcohol and drug dependencies, and a variety of other challenges facing people of all ages and backgrounds. ABC incorporates innovative approaches to optimize a person’s cognitive, emotional, interpersonal, and behavioral functioning. Today, American Behavioral Clinics has five (5) active locations (Greenfield, Wauwatosa, Elm Grove, Mequon and Elkhorn) and treats close to 10,000 active patients, including 4,000 active patients in Greenfield.

ABC employs Board Certified Psychiatrists, Licensed Clinical Psychologists, Certified Licensed Clinical Social Workers, Certified Professional Counselors, and Certified Drug and Alcohol Counselors. They anticipate employing approximately 25 staff members at the new facility.

General office hours will be Monday – Friday, 8am to 6pm. Staff may be present as early as 6am and as late as 10pm. Occasionally a patient may be at the facility as late as early as 7:30am or as late as 9pm, by appointment only. The clinic will be open on Saturdays by appointment only, 7am – 5pm.

American Behavioral Clinics will be making interior remodeling modifications. The existing building is 14,765 sq. ft. in area.

Site and Landscaping Review

A site plan was not submitted, but the site is subject to review with the Plan Commission and Common Council consider Special Use Permits. Staff reached out to the applicant regarding site conditions. The property does not have an approved landscaping plan, but given the condition of the site, staff recommends that one be submitted, to be reviewed and approved by the City Forester. Site concerns and recommended improvements include:

1. Redesign of the paved section along the north property line, between the curb stops and sidewalk, to include a new retaining wall and landscaping within the newly-formed landscape bed.
2. Repavement/restriping of parking lot with a poured curb in the parking lot section north of the building.
3. New landscaping within existing beds.
4. Removal of the fence behind the building, currently used as an enclosure for animals.
5. A four-sided board-on-board refuse enclosure with a personnel door being constructed.

Staff recommends that the applicant be given one (1) year to complete the recommended site improvements.

Recommendation: Recommend Common Council Approval of the Special Use Permit and Site Plan Review for American Behavioral Clinics, a proposed behavioral health medical clinic to be located at 6815 W. Layton Ave., submitted by David Winston, d/b/a ABC Medical Clinics, S.C. (Tax Key No. 617-0117-000), subject to Plan Commission comments, staff comments and the following conditions:

(The work listed in items 1 through 3 are required to be satisfied by June 2020. Contractors applying for permits should be advised accordingly.)

1. Revised Site and Landscaping Plans being submitted to the Community Development Division to show the following: (a) new formed asphalt/poured curb around the north section of the parking lot, north of the building.; (b) resurfacing/restriping of the entire parking lot; (c) redesign of the paved section along the north property line, between the curb stops and sidewalk, to include a new retaining wall and landscaping within the newly-formed landscape bed; (d) new landscaping within existing beds, to be approved by the City Forester; (e) removal of the fence behind the building, currently used as an enclosure for animals; (f) a 4-sided board-on-board refuse enclosure with a personnel door.
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. Common Council approval of the Special Use Permit following a public hearing.

Ms. Johnson gave a presentation on this item.

David Winston was present to answer questions. It was requested that a Site Plan be furnished well in advance of the public hearing, to which Mr. Winston said he would have that available in a couple of weeks. It was also noted that a site/landscaping plan must be submitted prior to occupancy being granted

Motion by Ald. Kastner, seconded by Mr. Weis, to recommend approval of a Special Use Permit and a Site Plan Review for American Behavioral Clinics, a proposed behavioral health medical clinic to be located at 6815 W. Layton Avenue, subject to Plan Commission and staff comments, and with a site/landscaping plan to be submitted prior to occupancy being granted, and authorize the public hearing process to begin. Tax Key No. 617-0117-000. Motion carried unanimously.

- 8A. Special Use Permit for GRIT, a proposed personal training business to be located within the multi-tenant commercial building at 6405 W. Forest Home Ave., submitted by Randy Steiskal, d/b/a GRIT. (Tax Key No. 572-8992-006)**
- 8B. Site Plan Review for GRIT, a proposed personal training business to be located within the multi-tenant commercial building at 6405 W. Forest Home Ave., submitted by Randy Steiskal, d/b/a GRIT. (Tax Key No. 572-8992-006)**

Items 8A and 8B may be considered together.

Overview and Zoning

The applicant seeks to operate a personal training business, leasing an approximately 912 sq. ft. location at 6405 W. Forest Home Ave. The multi-tenant commercial building site is zoned C-3 Highway and Commercial Service Business District, which would allow “All Other Personal Services” as a Special Use. The applicant has experience in personal training, working both independently and formerly at Xperience Fitness. The applicant has a National Academy of Sports Medicine (NASM) Personal Training certificate and is currently enrolled in NASM Corrective Exercise Specialist certificate program. The applicant will offer 30 and 60-minute training sessions, bi-weekly coaching, corrective programs, stretching programs, and macro coaching. The applicant will be the sole employee and will have hours of operation of 6:00 am – 10:00 pm, daily.

Site and Landscaping Plan

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. The site is in need of improvements. Staff observed concrete curb stops pushed into the grass and trash located on the premises. No refuse container was observed on the property and

Staff recommends the construction of a four-sided board-on-board refuse container enclosure for the existing and future tenants. The parking striping on the rear of the building is faded and should be re-striped. Staff recommends the pylon sign along W. Forest Home Ave. displays signage for the vacant Candy’s Homestyle Laundry and State Farm tenant spaces and should be removed and either replaced with a landscaped island or with a monument-style sign within a landscaped island. The wall

signs for both of these vacant spaces should be removed immediately. Staff recommends that the Plan Commission grant an extension of time/phased site and landscaping improvement plan, and signage conformance, allowing the property owner time to complete the improvements within two years (June, 2021).

Off-street parking required per code for GRIT = 5 (4 spaces per 1,000 sq. ft. of other activity area or portion thereof, plus 1 space per employee)

Off-street parking required for all other uses: 11

TOTAL off-street parking provided (based off of site plan) = 18

Staff recommends that a public hearing be scheduled for this item, as soon June 18, 2019.

Recommendation: Recommend Common Council approval of the Special Use Permit and Site Plans for GRIT, a proposed personal training business to be located within the multi-tenant commercial building at 6405 W. Forest Home Ave., submitted by Randy Steiskal, d/b/a GRIT. (Tax Key No. 572-8992-006), subject to Plan Commission comments and staff comments, and subject to the following conditions:

(Items 1 and 2 are required to be satisfied prior to the issuance of occupancy associated with the proposed work reviewed by the Plan Commission. All work associated with the proposed project is to be completed prior to June, 2021.)

1. Revised Site and Landscaping Plans being submitted to the Community Development Division to show the following: (a) construction of a refuse enclosure, to be 4-sided board-on-board enclosure with a personnel door; (b) parking spaces re-striped in the rear parking area.
2. A letter from the property owner indicating that all trash and storage on the premises, including the concrete curb stops, has been removed and the wall signs for the vacant tenant spaces at 6401 & 6405 W. Forest Home Ave. have been removed.

(The work listed in item 3 is required to be satisfied by June 2021. Contractors applying for permits should be advised accordingly.)

3. A signage plan being submitted to the Community Development Division for review and approval including the removal of the pylon sign and construction of a code-conforming monument sign on the property.

Mr. Stern gave a presentation on this item.

Randy Steiskal was present to answer questions.

Motion by Ms. Hallen, seconded by Mr. Sponholz, to recommend approval of a Special Use Permit and a Site Plan Review for GRIT, a proposed personal training business to be located within the multi-tenant commercial building at 6405 W. Forest Home Avenue, subject to Plan Commission and staff comments, and authorize the public hearing process to begin. Tax Key No. 572-8992-006. Motion carried unanimously.

- 9A. **Special Use Permit for Alloy Wheel Repair Specialists of Wisconsin, a wheel repair business to be located at 4420 S. 108 St., submitted by Brian Hansen, d/b/a Alloy Wheel Repair Specialists of Wisconsin, LLC and Mike Judson, d/b/a J&A Management Services, LLC. (Tax Key No. 608-9991-001)**
- 9B. **Site Plan Review for Alloy Wheel Repair Specialists of Wisconsin, a wheel repair business to be located at 4420 S. 108 St., submitted by Brian Hansen, d/b/a Alloy Wheel Repair Specialists of Wisconsin, LLC and Mike Judson, d/b/a J&A Management Services, LLC. (Tax Key No. 608-9991-001)**

Items 9A and 9B may be considered together.

Overview and Zoning

Alloy Wheel Repair Specialists of Wisconsin, LLC (AWRS Wisconsin) is a newly-formed company, but is a sister company to Milwaukee Alloy Wheel Repair Specialists, Inc., which has been in business in Wisconsin for 15 years. AWRS Wisconsin intends to enter into a five (5)-year lease for the former Badger Transmission building at 4420 S. 108 St. This building and the building to the south, occupied by Richlonn's Goodyear, are situated on one parcel of land. The Badger Transmission building has been vacant for more than one year and is subject to a brand new Special Use Permit. The property is currently zoned C-4 Regional Business District, which permits NAICS code 811118, "Other Automotive Mechanical and Electrical Repair and Maintenance" uses as a Special Use. This category includes uses such as automotive wheel alignment shops. AWRS Wisconsin will offer wheel repair needs to dealerships and to the public, such as refinishing, wheel straightening, wheel remanufacturing, welding, CNC machining, powder coating, and OEM wheel sales. A public hearing could be scheduled as soon as June 18, 2019.

AWRS Wisconsin plans to employ approximately 10 people, fulltime. Business hours of operation will be Monday – Friday, 8:00am – 8:00pm; Saturday 8:00am – 5:00pm, closed Sunday.

Site and Landscaping Review

A site plan was not submitted, but the site is subject to review with the Plan Commission and Common Council consider Special Use Permits. Staff reached out to the property management company regarding site conditions. The property is under an approved landscaping plan from 2003, and quite a bit of landscaping is missing on the site. In addition, the 2003 landscaping plan is lacking species/quantity details in parking lot islands and beds along the building foundation. Staff recommends that the site come into compliance with the 2003 plan, that additional landscaping be planted along the building foundation (currently beds of mulch), that existing landscape beds receive some much-needed maintenance, and that an as-built landscaping plan be submitted to the Community Development Division for record-keeping purposes.

Staff noted additional recommended site improvements when visiting the property:

1. Much of the poured curb has been destroyed by snow plows and needs to be repaired/replaced.
2. An existing slatted chain link fence along the entire east property line is in disrepair and falling over and needs to be removed.

3. A boat located along the east property line needs to be removed from the property.
4. Slats missing from the refuse enclosure need to be installed.
5. Wheel stops that have been pushed/moved need to be retained in their proper location.
6. Loose chunks of asphalt throughout the parking lot need to be cleaned up.
7. Outdoor storage of tires and trailers next to the Richlonn Goodyear needs to be removed. Outdoor storage is not permitted on site.

Staff recommends that all site and landscaping improvements be completed by year-end 2019.

Signage

Existing wall signage needs to be removed from the building and the building façade needs to be repainted under the individual letters once removed. Section 19.13 of the Municipal Code (the Sign Code) states that, “Any change in ownership, tenancy of premises and/or change in special use shall necessitate that the signs for the premises be brought into compliance with the provisions of this chapter.” Staff recommends that the pylon sign be brought into compliance, but that additional time be provided for this unexpected expense. Staff recommends that the Plan Commission grant two (2) years’ time (June 2021) for the pylon sign to be removed and a monument sign to be constructed on site.

Recommendation: Recommend Common Council Approval of the Special Use Permit and Site Plan Review for Alloy Wheel Repair Specialists of Wisconsin, a wheel repair business to be located at 4420 S. 108 St., submitted by Brian Hansen, d/b/a Alloy Wheel Repair Specialists of Wisconsin, LLC and Mike Judson, d/b/a J&A Management Services, LLC (Tax Key No. 608-9991-001), subject to Plan Commission comments, staff comments and the following conditions:

(The work listed in item 1 is required to be satisfied by June 2020; item 2 is required to be satisfied by December 31, 2019. Contractors applying for permits should be advised accordingly.)

1. Revised Site and Landscaping Plans being submitted to the Community Development Division to show the following: (a) destroyed poured curb being repaired/replaced; (b) the existing slatted chain link fence along the entire east property being removed; (c) notation that the boat located along the east property line being removed from the property; (d) missing chain link slats on the refuse enclosure being installed; (e) wheel stops that have been pushed/moved being retained in their proper location; (f) all loose chunks of asphalt throughout the parking lot being removed/cleaned up; and, (g) notation that no outdoor storage will take place on the property.

2. Revised Landscaping Plan being submitted to the Community Development Division to show the following: (a) landscaping coming into compliance with the 2003 plan; (b) additional landscaping being planted along the building foundation (currently beds of mulch), to be approved by the City Forester; (c) existing landscape beds receive some maintenance, including new mulch, pruning of plant, etc.; and, (d) an as-built landscaping plan.
3. Common Council approval of the Special Use Permit following a public hearing.

(The work listed in item 4 is required to be satisfied by June 2021. Contractors applying for permits should be advised accordingly.)

4. A signage plan being submitted to the Community Development Division for review and approval including the removal of the pylon sign and construction of a code-conforming monument sign on the property.

A representative was present to answer questions on this item.

Ald. Kastner questioned why no Site/Landscaping plan was submitted, as that is part of a Special Use Permit and allows the City to request any necessary improvements. The representative stated they would be willing to take on landscaping improvements themselves as they want to make sure the appearance is definitely kept up. Their main request tonight is to have the two islands in the middle of the parking lot allowed to be removed as they interfere with snow plowing and water flow.

Motion by Mayor Neitzke, seconded by Ms. Hallen, to recommend approval of a Special Use Permit and a Site Plan Review for Alloy Wheel Repair Specialists of Wisconsin, a wheel repair business to be located at 4420 S. 108 Street, subject to Plan Commission and staff comments, and authorize the public hearing process to begin. Tax Key No. 608-9991-001. Motion carried unanimously.

- 10A. **Ordinance to amend Section 21.04.0603 of the Municipal Code pertaining to Contractors being permitted as a Special Use in the C-4 Regional Business District and C-5 Freeway Business District.**
- 10B. **Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 4343 S. 27 St. from C-3 Highway and Commercial Service Business District to C-4 Regional Business District. (Tax Key No. 599-8996-000)**
- 10C. **Special Use Permit for Tom's Dependable Heating, a proposed plumbing and heating contractor to be located at 4343 S. 27 St., submitted by James Weiss, d/b/a Tom's Dependable Heating. (Tax Key No. 599-8996-000)**
- 10D. **Site Plan Review for Tom's Dependable Heating, a proposed heating and cooling contractor to be located at 4343 S. 27 St., submitted by James Weiss, d/b/a Tom's Dependable Heating. (Tax Key No. 599-8996-000)**

Items 10A, 10B, 10C, and 10D may be considered together.

Overview and Zoning

Tom's Dependable Heating has applied for an ordinance amendment, rezoning, and Special Use Permit, which would all be necessary in order for the business to purchase the property at 4343 S. 27 St., and operate the business at that location. The Zoning Code, as it is written today, does not permit Specialty Trade Contractors in the City, except a select few as a Special Use in the M-1 Manufacturing District. An draft ordinance amendment, permitting some Specialty Trade Contractors, those that don't require heavy equipment and outdoor material storage, was presented before the Legislative Committee on April 29, 2019, and received favorable recommendation for Common Council approval.

The City of Greenfield has approximately 12 parcels zoned M-1, of which most are in the Loomis Crossing park-n-ride area. The proposed ordinance would permit contractors (a variety of home improvement-type contractors) as a Special Use in the C-4 Regional Business District and C-5 Freeway Business District. Properties zoned C-4 are generally located along the City's busiest streets, such as S. 76 St. and Hwy 100. Properties on S. 27 St. are not zoned C-4, but could easily be justified to be zoned C-4 because they are located along one of the City's busiest corridors where you would typically have more intensively-used businesses.

The City of Greenfield utilizes the North American Industry Classification System (NAICS) code system to determine if certain uses are permitted or require a Special Use Permit. The NAICS code system has a variety of types of contractors (see picture below). The proposed ordinance would allow codes 238160 thru 238390 as Special Uses. The other contractor codes are heavier users with bigger machinery/trucks and likely would require material storage on site. Those contractors would not be allowed in the City, which is the way the code reads today.

The second part of the ordinance, amending Section 21.04.0703, regulates the use of the property in which contractors would occupy in the C-4 and C-5 zoning districts. A site and landscaping plan must be submitted with the Special Use Permit application, which would be required to delineate commercial vehicle parking areas, a four-sided refuse enclosure, and a notation that no outdoor storage would take place on site.

The applicant, Tom's Dependable Heating, is proposing to rezone 4343 S. 27 St. from C-3 Highway and Commercial Service Business District to C-4 Regional Business District. If the Ordinance Amendment and rezoning are approved, Tom's Dependable Heating would also require a Special Use Permit. A public hearing may be scheduled as early as June 18, 2019 for all three (3) requests.

Site and Landscaping Plan

As the proposed ordinance suggests, a site and landscaping plan was submitted for staff review. This property is under an approved landscaping plan from 2014. Some site improvements have never been completed, such as gates on the refuse enclosure and a board-on-board 6-ft. tall perimeter fence along the south and west property lines (which abut residential properties). In addition, some landscaping is missing. The applicant

added details on the site plan such as commercial vehicle parking locations (on the west side of the building), employee and customer parking areas, and a notation that no outdoor storage will take place on the property. Staff recommends that the site be brought into compliance with the 2014-approved plan by December 31, 2019.

Recommendation: Recommend Common Council Approval of the Ordinance to amend Section 21.04.0603 of the Municipal Code pertaining to Contractors being permitted as a Special Use in the C-4 Regional Business District and C-5 Freeway Business District, the Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 4343 S. 27 St. from C-3 Highway and Commercial Service Business District to C-4 Regional Business District, and the Special Use Permit and Site and Landscaping Plans for Tom's Dependable Heating, a proposed heating and cooling contractor to be located at 4343 S. 27 St., submitted by James Weiss, d/b/a Tom's Dependable Heating (Tax Key No. 599-8996-000), subject to Plan Commission comments, staff comments and the following conditions:

(Items 1 through 2 are required to be satisfied prior to a Certificate of Occupancy being granted.)

1. A letter being submitted to the Community Development Division stating that the site will be brought into compliance with the 2014-approved plan by December 31, 2019.
2. Common Council approval of the Ordinance Amendment, the Rezoning and the Special Use Permit following a public hearing.

Ms. Johnson gave a presentation on this item.

Motion by Ms. Collins, seconded by Mr. Sponholz, to recommend approval of:

An Ordinance to amend Section 21.04.0603 of the Municipal Code pertaining to Contractors being permitted as a Special Use in the C-4 Regional Business District and C-5 Freeway Business District.

An Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 4343 S. 27 St. from C-3 Highway and Commercial Service Business District to C-4 Regional Business District. Tax Key No. 599-8996-000

A Special Use Permit for Tom's Dependable Heating, a proposed plumbing and heating contractor to be located at 4343 S. 27 St., submitted by James Weiss, d/b/a Tom's Dependable Heating. Tax Key No. 599-8996-000

A Site Plan Review for Tom's Dependable Heating, a proposed heating and cooling contractor to be located at 4343 S. 27 St., submitted by James Weiss, d/b/a Tom's Dependable Heating. Tax Key No. 599-8996-000

Subject to Plan Commission and staff comments, and authorize the public hearing process to begin. Tax Key No. 599-8996-000. Motion carried unanimously.

11. **Conceptual Plan for proposed new construction of a multi-family apartment complex, The Grove, to be located at 50** S. 124 St., for proposed Land Use Map amendment to the 2008 City of Greenfield Comprehensive Plan for the property located at 50** S. 124 St. (Tax Key No. 611-8972-001) from Public Park & Open Space to Mixed Residential and for the properties located at 50** S. 124 St. (Tax Key Nos. 611-8968-000 and 611-8967-000) from Single Family to Mixed Residential, for proposed rezoning of the properties located at 50** S. 124 St. (Tax Key Nos. 611-8972-001, 611-8968-000 and 611-8967-000) from R-1 Single-Family Residential District to PUD Planned Unit Development – Residential, and for proposed Certified Survey Map to combine three existing parcels located at 50** S. 124 St., submitted by James Heffernan, d/b/a JTS DOMI Development, LLC. (Tax Key Nos. 611-8972-001, 611-8968-000 and 611-8967-000)**

Overview and Zoning

The applicant, James Heffernan, has submitted a conceptual plan application to construct 96 units of apartments within twelve (12) 8-unit buildings on approximately 12.685 acres of land. The proposed development name is “The Grove.” The project would require City approval of the rezoning, the land use map amendment, a certified survey map, and the site, landscaping and architectural plans. The property is currently zoned R-1 Single-Family Residential District, which does not permit multi-family dwelling units. The City’s 2008 Comprehensive Plan identified this property’s uses as both Public Park-Open Space and Single-Family. The developer would need to amend both the zoning and future land use identification for the property, of which both require a public hearing and Common Council approval.

The Grove is designed for empty nesters and retirees as a high end, low-density, multi-family housing community amidst nearly thirteen acres of a park like setting. The community targets those who desire maintenance free living and freedom from the burdens of yard work and snow removal without sacrificing distinctive design and the spaciousness, privacy, and amenities of single-family living. Each unit has its own private at-grade entrance and an attached two-car garage. The two-car garage provides the flexibility to store possessions that come with transitioning from a single-family home.

The proposed rezoning of PUD Planned Unit Development allows for flexibility to have more than one (1) main unit on a parcel, which would be needed for the proposed twelve (12) 8-unit building complex. The zoning code requires a minimum land area of five (5) acres for a residential PUD and the existing 12.69-acre site meets the land area requirement. Other Residential PUD standards include:

	Zoning Code PUD Standards	The Grove Proposal
Minimum Open Space Ratio	0.40	0.474
Maximum Gross Density	8	7.46
Minimum Lot Area (acres)	5	12.685
Setbacks	25 ft.	Varies. All meet code.
Minimum Dwelling Unit Size for Two-Bedroom Units	1,100 sq. ft.	1,200 sq. ft.
Minimum Dwelling Unit Size for Three-Bedroom Units	1,300 sq. ft.	1,600 sq. ft.

The proposed 96-unit development would be comprised of twelve (12) 8-unit townhouse-style apartment buildings, all with attached two-car parking garages. There would be a total of 48 two-bedroom units and 48 two-bedroom + den units. The maximum gross density of 7.46 units per acre for The Grove compares with 9.02 units per acre at the nearby Falcon Glen development on W. Edgerton Ave.

Building acreage: 3.03 acres
 Parking and walkway acreage: 3.79 acres
 Green space acreage: 5.86 acres (46.1%)

This would be a phased project with a two-three year timeframe. The applicant anticipates building in three (3) phases with each phase constructing four (4) buildings. Phasing would be dictated by market acceptance and lease up. Construction for each phase would be approximately six (6) months.

The proposed development would require a certified survey map to split the existing three (3) parcels into eight (8) new parcels. The table below contains site calculations for the proposed parcels:

SITE CALCULATIONS:

Lot #	Lot Size (Acres)	Wetland Area (Acres)	Open Space (Acres)	Open Space (%)
1	2.016	0.727	0.807	40.03%
2	1.007	0.999	0.434	43.10%
3	1.143	0.696	0.570	49.87%
4	1.032	0.635	0.455	44.09%
5	1.860	0.301	0.805	43.28%
6	1.028	0.443	0.451	43.87%
7	2.268	0.635	1.086	47.88%
8	2.331	0.423	0.958	41.10%
Site Total	12.685	4.859	5.566	43.88%
Offsite (ROW)	0.388	0.201	-	-

The site has traditionally been challenging to develop due site conditions of the three existing parcels. Various wetland delineations exist throughout the site, as well as a large pond. The City Natural Resource Protection standards provide that ponds and wetlands have a 100% protection standard with no mitigation allowed for residential development of ponds but mitigation permitted for the filling of wetlands with WDNR approval. Passage of 2017 Wisconsin Act 183, enacted on March 28, 2018, has exempted certain wetland impacts from state permit requirements if the discharge into a state wetland occurs in an urban area and certain criteria are met. These criteria mandate that the discharge does not affect more than one acre of wetland per parcel, the discharge does not affect a rare and high quality wetland, and the development related to the discharge is done in compliance with any applicable storm water management zoning ordinance or storm water discharge permit. Importantly, Act 183 also contains a preemption of local regulation of nonfederal or artificial wetlands. This states, "If a local government has in effect on March 30, 2018, an ordinance or resolution regulating nonfederal wetlands or artificial wetlands, the ordinance or resolution does not apply and may not be enforced." This removes the ability of City to enforce the

protection standards of ponds and wetlands found in the Natural Resource Protection Standards established in City code. WDNR approval is required to fill the existing pond and wetlands and staff recommends the developer provide the necessary WDNR wetland permitting approval prior to holding a neighborhood meeting.

Site and Landscaping Plans

The development would have two (2) entrances on S. 124 St. and would be serviced by a private U-shaped drive with a poured curb. Staff recommends acceleration/deceleration lanes be provided at the site entrances. A private walkway will circle the development along the private drive. An underground stormwater management area will be constructed at the eastern portion of the lawn area of the parcel.

Parking Stalls required: 19 spaces for tenants and guests per building = 228 total.
Parking Stalls provided: 36 spaces for tenants and guests per building (16 spaces for tenants in garage) = 432 total, of which 12 are designated ADA stalls, exceeding the per code requirement.

Staff recommends a reduction in the number of off-street parking to more closely align with the parking standards in the Code and provide additional greenspace adjacent to neighboring properties.

A landscape plan was not provided but the applicant provided a development worksheet outlining the standards and how the development will meet the landscape standards. The City's Natural Resources Conservation policy is that 70% of the existing trees over 4" in diameter be preserved on this type of development. At this time, it is unclear if the development will meet the City's requirements with the retention of trees and the proposed landscaping. The developer and City Forester will need to walk the site to evaluate the existing conditions.

Architectural Plans

The Grove will include twelve (12) two-story buildings, each with 8 units, totaling 96 units. Each building will be identical in design. The Grove's architecture is characterized by:

- Simple scalable forms.
- Soft color palettes.
- Traditional sloped roof architecture.
- Large windows bringing warmth and light into each home every day.
- Feature elements include covered livable outdoor patios and porches.
- Natural landscaping along fence lines.
- Dark sky principles for site lighting.

The exterior facades facing the exterior driveway will include first-floor garage doors and a stone veneer between each of the garage doors and on the projecting side-facing garages. The second-floor design includes large windows and vertical wood siding. Rooflines are broken into differing heights to highlight individual residences with visually divided bedroom dormers. Architectural shingle roofing will be visible from the front. Building height is limited at a residential scale to thirty-five feet. Staff suggests the stone veneer be expanded to include all first floor elevations, including the inner courtyard.

The side elevations of the buildings will have a stone veneer on the garage and front projection and a stone veneer base with vertical wood siding material utilized on the top half of the building. Three (3) banks of windows will be included on each side elevation.

Staff recommends the stone veneer be expanded to include all of the first floor elevation on the side facades.

The interior facades facing the courtyard will include large windows on the first and second floor. Both floors are constructed of vertical wood siding, though staff recommends a stone veneer for the first level elevation. Small shed-roof dormers project from the half-story above the second floor. A private 10' x 19' patio/veranda with a built-in vented gas grill designed for year-round outdoor enjoyment is also present. This outdoor amenity is covered on three sides and roofed to allow enhanced privacy and to comfortably experience the outdoors even during inclement weather. The units will have only single level, no-step living homes, which means front door stoops and entrances from the private attached garages are ramped. All homes are equipped with zero threshold showers. Unique to the market, private elevators from the garage to the second-floor units will be initially provided for select units, but offered in all second-floor units as market demand determines. Residential elevators eliminate the need to climb stairs, but can also be used as dumbwaiters to ease everyday activities like moving luggage and groceries from the garage.

Jim Heffernan, the developer, was present to answer questions.

Mr. Stern gave a presentation on this item.

Mayor Neitzke stated he is not aware of any other development where we are taking a small number of CSMs, or even one CSM, and dividing that into multiple CSMs for one complete project. Mr. Stern replied that generally a PUD is one parcel that can support multiple buildings and allows for flexibility on one parcel. Mayor Neitzke said he feels the entire development should be under one CSM. Currently there are three CSMs covering the overall site that the developer would like to go to eight CSMs

Mayor Neitzke stated he feels the plan is very dense and doesn't factor in the natural surroundings; noting that the pond on site is man-made, as it was "created" by development. He acknowledged the large crowd of neighboring property owners that were in attendance. He also stressed to the interested parties who were in the audience that tonight's meeting is not a public hearing and that the place for commentary is at the Common Council meeting when the properly noticed public hearing is held.

Ms. Hallen stated she feels this does not fit into the surrounding neighborhood. Mr. Weis stated he feels in general a developer should be able to submit a plan that makes sense and works with the neighborhood and upon City approvals go forth with developing the site. It was noted that the developer stated pursuing single-family homes at this site does not make sense financially.

Jim Heffernan then spoke on the item. He stated his family has owned this land for 26 years. He stated they did go door-to-door to let neighboring homeowners know of tonight's meeting, along with giving them his contact information if they wanted to talk further. He stated he is open to meeting with neighbors and is interested in holding a neighborhood meeting.

Mayor Neitzke stated that the official notification range is a 400' radius from the boundaries of the site. All property owners within this range would receive notification from the City of a public hearing, along with the Village of Hales Corners and the City of New Berlin. It is up to Mr. Heffernan if he chooses to go beyond the 400' radius in reaching out to the more outlying neighbors.

Mr. Hefferan then proceeded to give some historical background of the site, including wetland designations and the detention pond to the north. What he learned while researching the site was that to develop the neighborhood to the north they moved the water from there onto this site. This is one of the challenges at the site and one of the reasons why this land has remained undeveloped.

Conceptual Review. No action required.

12. 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)

The developer, Somerstone, LLC, proposes to redevelop one lot on the northeast corner of W. Layton Ave. and W. Loomis Rd. with a new limited service Starbucks coffee shop and restaurant with a drive-thru lane. The corner lot is currently occupied by a Citgo gas station and convenience store with an attached car wash. The lot is 0.52 acres and zoned C-3. Adjacent lots are zoned commercial with the exception of four properties zoned R-4 Single-Family and Two-Family Residential Conservation District to the northeast of the subject property along S. 43 St. The proposed use is allowed in its current zoning district as a Special Use – Limited Service Restaurant.

The proposal includes the removal of the existing petroleum equipment, including tanks, pumps, and canopy. The entrance off W. Layton Ave. would be removed and the parcel would be accessed from W. Loomis Rd. and S. 43 St. The proposal also includes removal of the car wash portion of the building and repurposing this area as the drive thru lane for the restaurant. The existing convenience store portion of the site would be retained and converted into a 2,900 sq. ft. coffee shop/restaurant. The estimated hours of operation for the restaurant are 5 am to 10 pm. Between ten (10) and twenty (20) employees are anticipated to work daily, with an average of four (4) per shift. Starbucks anticipates 450 transactions per day, based on \$1 million dollars in sales.

The proposed site plan includes an exterior patio area adjacent to the west façade. A bicycle rack is proposed adjacent to the east facade and a landscaped monument sign is proposed at the W. Layton/W. Loomis intersection. The refuse container is proposed to be located in the northeast corner of the parcel along S. 43 St. Landscaping screening is proposed within the right-of-way along S. 43 St. and along the northern property line.

The development will be seeking an approval from the departure of the zoning ordinance for the number of provided off-street parking spaces. The Municipal Code requires 20 off-street parking spaces/1,000 sq. ft. + 7 stacking spaces for the drive-thru, or fifty-eight (58) off-street spaces for a 2,900 sq. ft. limited service restaurant. The proposed site plan provides twenty-four (24) off-street parking spaces (41% of the spaces required by code), and eight (8) stacking spaces for the drive-thru. Starbucks corporate estimates sixty-five (65) percent of their business will be conducted through the drive-thru. Staff believes both the number of parking spaces and the number of proposed stacking spaces to be inadequate based on anticipated sales and transactions per day.

The developer contracted for a traffic study conducted by Traffic Analysis & Design, Inc. (TADI) in January 2019. TADI calculated that based on the Institute of Transportation Engineer's (ITE) Trip Generation Manual, 10th Edition, 2019, the Starbucks development would generate 260 new trips (135 entering/125 exiting) during a typical weekday morning peak hour. Of the 260 driveway trips, approximately 130 are expected to be pass-by trips resulting in 130 new trips (70 entering/60 exiting) during a typical weekday morning peak hour. During a typical weekday evening peak hour, the development is expected to generate 125 new trips (65 entering/60 exiting). Of the 125 driveway trips, approximately 60 are expected to be pass-by trips resulting in 65 new trips (35 entering/30 exiting) during a typical weekday evening peak hour. On a typical weekday, the proposed development is expected to generate approximately 2,380 new trips of which 1,190 are expected to be pass-by trips resulting in approximately 1,190 new trips (595 entering/595 exiting) under full build conditions.

The traffic study recommended several changes to the intersections adjacent to the proposed development, without which several movements at the Layton Avenue intersection with 43rd Street are expected to operate unacceptably under the 2019 Existing and 2019 Full Build traffic conditions. Milwaukee County Department of Transportation has agreed with the improvements recommended in the report. The developer has agreed to construct the proposed improvements as part of the development. These improvements are as follows:

S. 43rd St. & W. Layton Ave.:

1. Change the intersection to left-in/right-in/out.
2. Provide an eastbound left turn lane of the maximum length possible given the median restrictions, but not less than 75ft. Milwaukee County reserves the right to remove this movement in the future if crashes making this movement become a problem.
3. Provide a westbound turn lane that is no shorter than existing.
4. Change the pavement marking on the south approach to right only and provide signage for right only on both the north and south approaches (one way and right turn signs) per the MUTCD.
5. Provide do not block intersection signs on the east approach for westbound traffic and pavement marking boxes on the pavement to signify the area to be kept clear.

First median opening to the east of S. 43rd St. & W. Layton Ave.:

1. Provide an eastbound turn lane that is the length of the queue plus 75ft per the WisDOT FDM, if there is an expected queue of zero cars the lane shall be 100ft plus taper.
2. Remove all cable guard between the intersection of 43rd St and this median opening.
3. Provide curbs.

The majority of the four elevations would be constructed of LP Smartside siding installed over the extant split-face CMU block of the current gas station building. Tile accents are proposed at the entryway and at the drive-thru. Painted split-face CMU accents are proposed around the windows on the south, east, and west elevation. Staff also recommends adding windows or spandrel glass to the north and/or elevation to avoid a large blank elevation.

The development team consists of Jimmy Rosen and John Thomsen from Somerstone and Tim Knedprath from Wellspring Construction Group. Somerstone has been involved in over \$3.5 billion worth of investment real estate transactions, with recent developments including Starbucks locations in New Berlin, Sussex, Pewaukee, Middleton, and Bellevue, Wisconsin; a Chick-fil-A in Pewaukee; Planet Fitness locations in Menomonee Falls and Eau Claire; and Fresh Thyme and Cousins Subs developments in Menomonee Falls.

Staff believes this redevelopment of this parcel will be positive for the community but has concerns with the project as proposed. Retaining and retrofitting the existing building presents challenges, including limiting the architectural creativity for the building design and providing a site layout that is challenging for the proposed use. Staff recommends changes to the design and layout of the site and building. Good urban design would locate the building close to the sidewalk to maintain the urban edge of the neighborhood. This would also allow for the drive-thru lane to relocate closer to the corner, providing the opportunity to increase stacking space either by doubling stacking lanes or increasing the length of the drive-thru lane. This would provide a safer, more cohesive site design. Relocating the building would also allow for creativity with regard to the shape, design, and materials used for the building. The shape of the parcel provides an opportunity to design a unique, non-rectangular building. As mentioned elsewhere, staff recommends a façade primarily of high-quality masonry material.

Staff recommends that if the project proceeds as proposed with the retention of the existing gas station building, moderate changes to the building, such as the addition of windows or spandrel glazing to the north and/or east elevation, be incorporated into the façade. Staff's primary concern is the site layout providing space for eight stacking spaces for vehicles for the drive-thru. Based on the peak hour numbers provided by the traffic study, this may be inadequate and may result in safety issues with cars backing up onto S. 43 St. or W. Layton Ave. Staff is also concerned twenty-four (24) off-street parking spaces may not be sufficient given the numbers anticipated by the traffic study. The intersection at W. Loomis Rd. and W. Layton Ave. is one of the busiest in the City. Corporate projections and traffic study results suggest this will be a successful and busy location for the proposed Starbucks. For the sake of comparison, the recently approved Dunkin Donuts location at S. 76 St and W. Cold Spring Road provided twenty-one (21) off-street parking spaces and fifteen (15) stacking spaces for a building roughly half the size of the proposed Starbucks. Given staff's concern, if the project proceeds, staff recommends Starbucks and the City enter into an agreement providing for the closure of the S. 43 St. entrance if drive-thru stacking vehicles backing onto S. 43 St. and/or W. Layton Ave. becomes a safety concern. Staff looks forward to working with the developer to produce a cohesive and safe site layout and design consistent with other Starbucks locations the developer has designed.

Mr. Stern gave a presentation on this item.

Don Lee with Traffic Analysis & Design, whom performed the traffic study, was present to answer questions.

Mr. Weis stated the eastbound traffic lane at Layton Avenue, which is normally busy in the mornings, would be further congested by the addition of a Starbucks. Mr. Stern acknowledged the lack of room at Loomis Road to alleviate this. Ms. Hallen agreed with Mr. Weis, and also stated she feels there would be major safety concerns, especially along S. 43rd Street with traffic backups and that the intersection is already a dangerous one.

Ms. Hallen also questioned the shortage of parking spaces in relation to the Code, citing the need for customer and employee parking and the shortfall. She also stated that she doesn't understand how one who would be commuting thru the area would exit 43rd Street, and also voiced concern for the safety of children waiting for school buses. Mr. Lee commented that the total number of trips counted was 2,100; however, half of the trips are pass-by's, which are those cars that would be commuting thru the area separate from Starbucks' customers. Starbucks would add approximately 1,000 "new" trips to the area beyond from the existing traffic flow.

Mr. Lee stated that the left turn-in area is currently congested, and that trying to turn from the south at this area will be eliminated, thus creating the potential for drivers to then make a U-turn at the intersection. The biggest problem they noted were the left turning vehicles turning west onto Layton and merging into traffic to then make a right onto Loomis.

Mr. Weis stated he does not dispute any findings in the traffic study, but is concerned about a Starbucks at this location, given the peak rush hour traffic in the mornings. Mayor Neitzke said there is no question that a Starbucks would improve this intersection overall. Mr. Lee stated that the counts for the intersection of Moorland & National, which houses a Starbucks, closely mirrored the counts for this location; along with having the same exact stacking distance, and they also had less overall parking spaces available. Based on what Starbucks is anticipating sales-wise, with an estimated 10 vehicles every 15 minutes during their peak morning rush, this layout has been proven to work successfully with these counts and stacking availability.

Further discussion on the potential for additional traffic, potential for additional danger and how any redevelopment of this area would most certainly add to the existing traffic. Mr. Stern noted that one of the Staff recommendations was that if they were confident in their site layout, they could enter into an agreement that if it does become an issue in the future, that that entrance would be closed. Mr. Lee noted that there did not appear to be any issue with the Loomis exit. He also noted that Milwaukee County agrees with the traffic study his firm performed, and that all findings point to the traffic flow working for this type of use.

Conceptual Review – No action required.

- 13A. Special Use Review for new ownership of Friends on Forest Home, an existing tavern business located at 5614 W. Forest Home Ave., submitted by Maureen Jane Fox, d/b/a T&M Fox, LLC. (Tax Key No. 556-9001-000)**

13B. Site Plan Review for new ownership of Friends on Forest Home, an existing tavern business located at 5614 W. Forest Home Ave., submitted by Maureen Jane Fox, d/b/a T&M Fox, LLC. (Tax Key No. 556-9001-000)

Items 13A and 13B may be considered together.

Overview and Zoning

The applicant, Mrs. Fox and her husband, plans to purchase the existing tavern located at 5614 W. Forest Home Ave. The property is zoned C-2 Community Commercial District, which permits taverns as a Special Use. The change in ownership triggers review of the Special Use permit, site conditions, etc. The new owner will operate Friends on Forest Home in the same manner as is currently run. Hours of operation will be Sunday – Thursday, 11am – 2am; Friday – Saturday, 11am – 2:30am. The Fox’s will employ roughly six (6) people. Friends on Forest Home has a hall for rent behind the main bar that can be rented for hosting a variety of events.

Site Plan Review

This property went through the same review in June 2018. The Plan Commission and Common Council recommended the following improvements: the west property line fence being removed and replaced with a new board-on-board wood fence; cut-off light fixtures being attached to light poles; and wheel stops that had been pushed off of the parking lot, being fixed and attached in their proper locations. The applicant at the time was given until year-end 2019 to complete the site improvements. The current owner has been in contact with staff and is addressing the cut-off fixtures in the very near future. A site plan addressing the board-on-board fence has been submitted and approved by staff. Site work (installation of new fence and cleaning-up of wheel stops) is still recommended to be completed by year-end 2019. Staff recommends that this item be expedited to the May 21, 2019 Common Council meeting.

Signage

Section 19.13 of the Municipal Code (the Sign Code) states that, “Any change in ownership, tenancy of premises and/or change in special use shall necessitate that the signs for the premises be brought into compliance with the provisions of this chapter.” Staff recommends that the pylon sign be brought into compliance, but that additional time be provided for this unexpected expense. Staff recommends that the Plan Commission grant two (2) years’ time (June 2021) for the pylon sign to be removed and a monument sign to be constructed on site.

Recommendation: Recommend Common Council approval of the Special Use Review and Site Plan Review for new ownership of Friends on Forest Home, an existing tavern business located at 5614 W. Forest Home Ave., submitted by Maureen Jane Fox, d/b/a T&M Fox, LLC (Tax Key No. 556-9001-000), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 2 are required to be satisfied prior to the issuance of a Certificate of Occupancy associated with the proposal reviewed by the Plan Commission.)

1. A letter being submitted to the Community Development Division stating that various site work (installation of new fence and cleaning-up of wheel stops) will be completed by year-end 2019.

2. Common Council approval of the Special Use Review for Friends on Forest Home, a new tavern tenant to be located at 5614 W. Forest Home Ave., to be expedited to the May 21, 2019 Common Council meeting.

(The work listed in item 3 is required to be satisfied by June 2021. Contractors applying for permits should be advised accordingly.)

3. A signage plan being submitted to the Community Development Division for review and approval including the removal of the pylon sign and construction of a code-conforming monument sign on the property.

Ms. Johnson stated that this will be a new ownership, as opposed to the change of tenant that came before the Plan Commission in the past year. It was noted that there are outstanding items from that Special Use and Site Review (shields on lighting and curb stops, along with a fencing plan, with it being noted that the fencing plan has since been received) that need to be resolved by the end of 2019, and with also two years being granted for signage compliance. All of these issues have been communicated to tonight's applicant.

Motion by Mayor Neitzke, seconded by Ms. Hallen to recommend approval of a Special Use Review and a Site Plan Review for new ownership of Friends on Forest Home, an existing tavern business located at 5614 W. Forest Home Avenue, subject to Plan Commission and Staff Comments, and authorize this item to be expedited to the May 21st Common Council meeting. Tax Key No. 556-9001-000. Motion carried unanimously.

14. Ordinance to amend Section 21.06.0203 of the Municipal Code pertaining to Off-street Parking and On-Site Queuing Requirements for Use Types.

The City of Greenfield's Zoning Code was adopted in 1998. Since then, numerous amendments have been made to accommodate change over time. One of those gradual changes has been off-street parking standards in the restaurant and bar/tavern industry. In addition, since 1998, the City of Greenfield has become more urbanized and today, very little land is available for development.

The Municipal Code today requires that 20 off-street parking spaces be provided for every 1,000 sq. ft. of gross floor area. That means that a Red Robin-sized building would require 140 off-street parking spaces. The Red Robin property has 118 off-street parking spaces. A Noodles-sized building would require 62 off-street parking spaces. The Noodles property has approximately 40 off-street parking spaces.

Staff took a poll of surrounding communities and their off-street parking requirements. Communities' standards varied from 33 spaces/1,000 gross sq. ft., to 2.5 spaces/1,000 gross sq. ft. Many of these other municipal codes haven't been updated in years. Developers consistently state that the industry standard for a restaurant use is 10 spaces/1,000 gross sq. ft. and national chains wouldn't build unless they met that standard.

The Common Council must waive parking shortages for every new restaurant and bar/tavern that proposes to develop, if the proposed site plan does not meet the Code's off-street parking requirements. To be more in line with industry standards, to consider the reality of limited land availability in Greenfield, to reduce the potential number of parking shortage waivers required by the Common Council, and to take into consideration carpooling trends for types of food establishments, staff is recommending to reduce the minimum required parking to the following:

Bars/Taverns:	15 spaces/1,000 gross sq. ft.
Restaurants without a drive-thru:	15 spaces/1,000 gross sq. ft.
Restaurants with a drive-thru:	10 spaces/1,000 gross sq. ft.

This item was presented in front of the Legislative Committee on April 29, 2019 and received favorable recommendation to the Common Council for approval. A public hearing may be scheduled as soon as June 18, 2019.

Recommendation: Recommend Common Council approval of the Ordinance to amend Section 21.06.0203 of the Municipal Code pertaining to Off-street Parking and On-Site Queuing Requirements for Use Types.

Motion by Mayor Neitzke, seconded by Ms. Hallen, to recommend approval of an Ordinance to amend Section 21.06.0203 of the Municipal Code pertaining to Off-street Parking and On-Site Queuing Requirements for Use Types, subject to Plan Commission and Staff comments, and authorize the public hearing process to begin. Motion carried unanimously.

15. Community Development Manager Report.
None.

16. Adjournment.
Motion by Mr. Sponholz, seconded by Ms. Hallen, to adjourn the meeting at 10:04 p.m. Motion carried unanimously.

Respectfully submitted,

Alison J. Meyer
Administrative Assistant

Distributed May 29, 2019