

PLAN COMMISSION STAFF REPORT

Tuesday, January 14, 2020 – 6:00 p.m.

1. **Roll Call**
2. **Approval of the minutes from the December 10, 2019 meeting.**
3. **Discussion regarding last Common Council meetings.**
- 4A. **Special Use Permit for a proposed Verizon Wireless communication antenna, to be located at the YMCA located at 11311 W. Howard Ave., submitted by Keith Nyman, agent of Verizon Wireless. (Tax Key No. 566-9997-001)**
- 4B. **Site, Landscaping and Architectural Plans for a proposed Verizon Wireless communication antenna, to be located at the YMCA located at 11311 W. Howard Ave., submitted by Keith Nyman, agent of Verizon Wireless. (Tax Key No. 566-9997-001)**

Items 4A and 4B may be considered together.



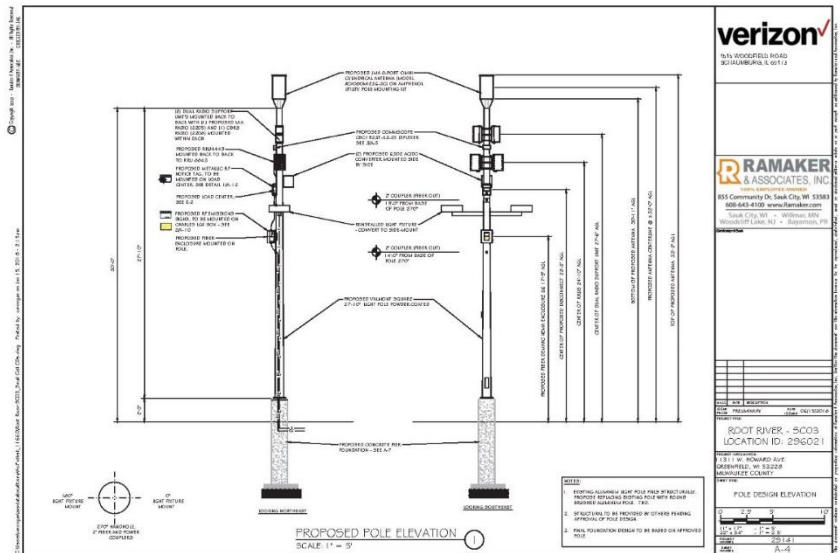
Overview and Zoning

As part of Verizon Wireless' new Small Cell initiative to get to 5G, Verizon Wireless is proposing to install a communication antenna in the southwestern portion of the parking lot of the YMCA. The property is zoned "I Institutional District," which permits

Commercial Communication Towers as a Special Use. A public hearing will be required. This item was before the Plan Commission on August 14, 2018, but Verizon never pulled a permit and the approval expired after one (1) year. The project scope remains the same as it was proposed in 2018.

Site, Landscaping and Architectural Plans

The existing 20' Valmont light pole will be replaced with a 30' Valmont light pole painted to match, adding an antenna at the top of the pole, with associated radios and fiber box below. The existing light fixture will be attached on the new pole at the 20' level. Total above grade level with antenna canister will be 33'-2".



Underground utilities (Power and Fiber) will be brought to the location via directional boring, with power and fiber running into conduits within the new foundation and then inside the pole to the required protrusion to connect to the attached fiber box, radios or antenna atop the pole.

The Municipal Code includes locational requirements for commercial communication towers, such a restrictions to rear and side yards. The proposed antenna location is close to Beloit Rd., which is technically the rear yard of the YMCA, which has a W. Howard Ave. address. The code requires antennas to not be located closer to the street than the principal use, which in this case is not feasible with the multiple uses of open space on the YMCA site. The applicant will detail additional technical reasons for the chosen tower location. Staff recommends that the Plan Commission and Common Council waive the locational requirements and allow for the new 33-ft. light pole/antenna to be located within the parking lot close to W. Beloit Rd. as it is not a substantial height increase to the existing light pole.

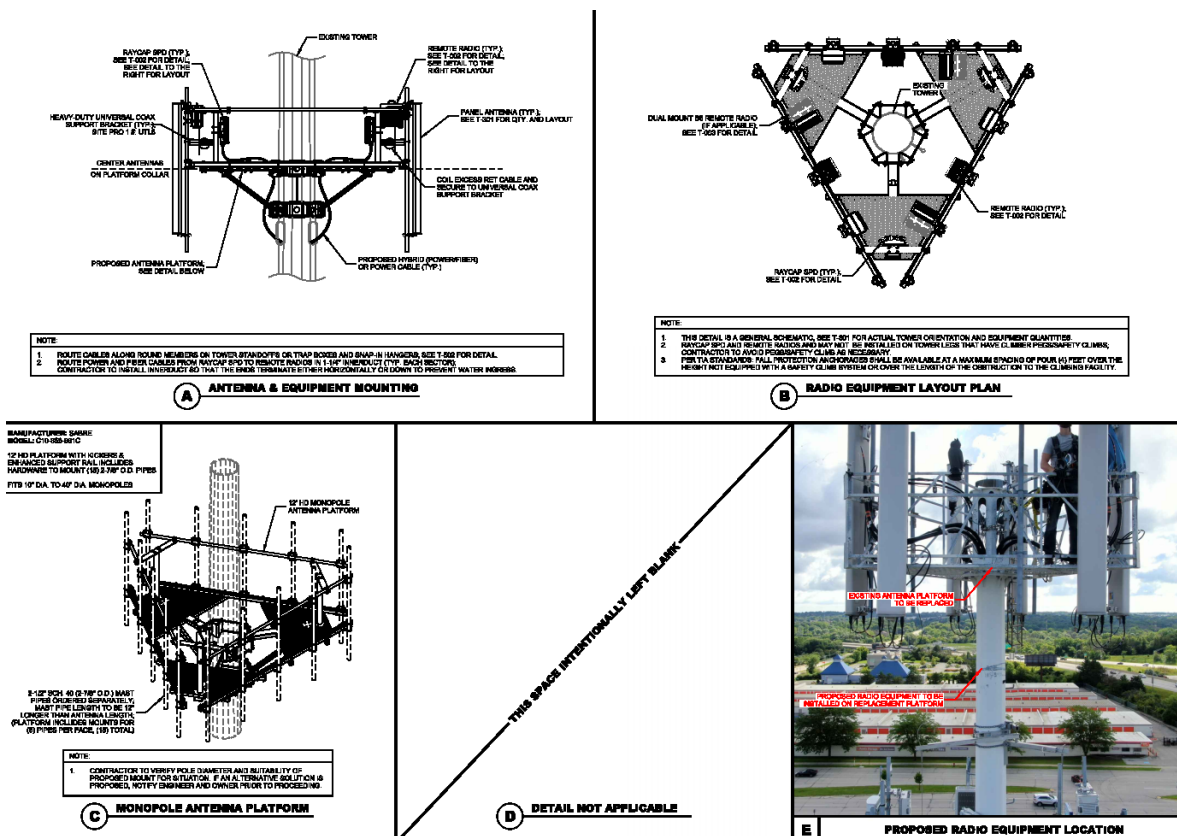
Given the fact that the scope of the project is the exact same as the 2018 proposal, a public hearing has been scheduled for January 21, 2020.

Recommendation: Recommend Common Council approval of the Special Use Permit for a proposed Verizon Wireless communication antenna, to be located at the YMCA located at 11311 W. Howard Ave., submitted by Keith Nyman, agent of Verizon Wireless. (Tax Key No. 566-9997-001), subject to Plan Commission comments, staff comments, and Common Council approval of the Special Use Permit and Site, Landscaping and Architectural Plans for a proposed Verizon Wireless communication

antenna, to be located at the YMCA located at 11311 W. Howard Ave., following a public hearing.

- 5A. **Special Use Review for US Cellular to upgrade equipment and replace antennas at the telecommunications tower at Bill's Auto Service, 4737 S. 108th Street, submitted by Lori Kopecky, d/b/a United States Cellular Operating Company, LLC. (Tax Key No. 612-8997-006)**
- 5B. **Site and Architectural Plans for US Cellular to upgrade equipment and replace antennas at the telecommunications tower at Bill's Auto Service, 4737 S. 108th Street, submitted by Lori Kopecky, d/b/a United States Cellular Operating Company, LLC. (Tax Key No. 612-8997-006)**

Items 5A and 5B may be considered together.

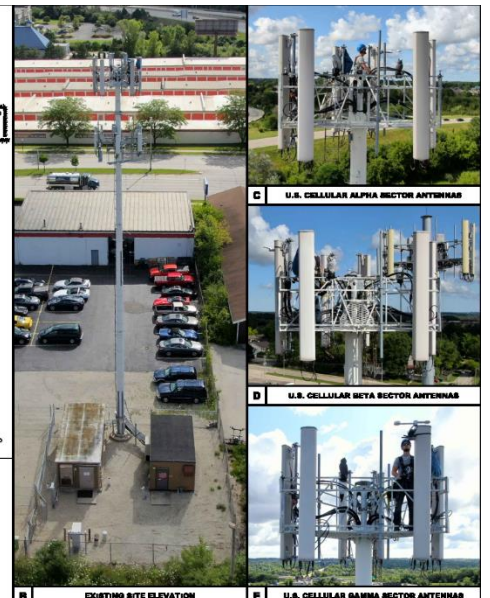
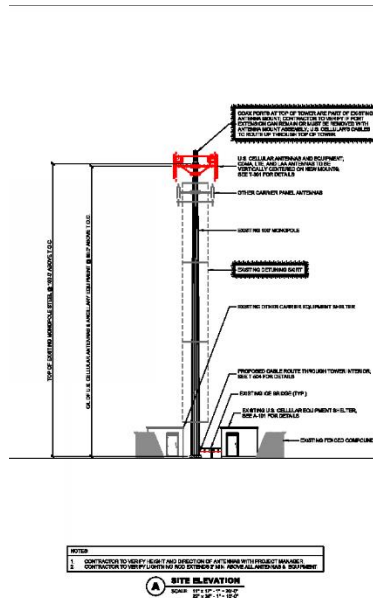
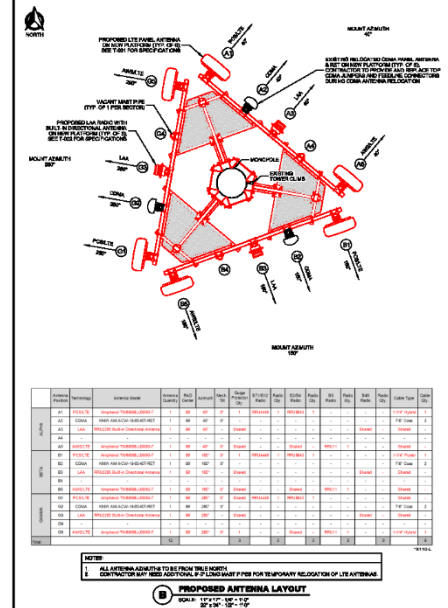
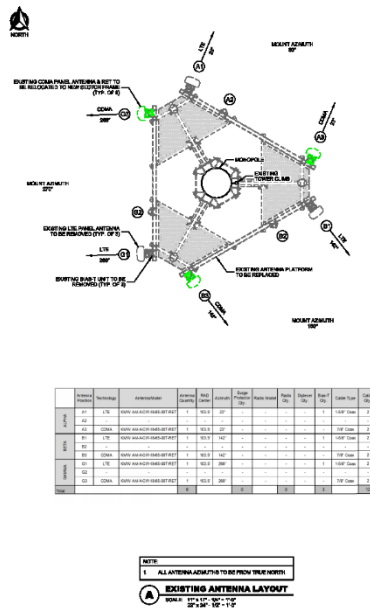


Overview and Zoning

US Cellular is proposing to remove three (3) antennas and replace them with six (6) 5G antennas and upgrade equipment within the existing telecommunications cabinet at Bill's Auto Tech, located at 4737 S. 108 St. The property is zoned C-4 Regional Business District, which permits Commercial Communication Towers as a Special Use.

Site and Architectural Plans

Two (2) telecommunications towers are located within a gravel lot behind the parking lot of Bill's Auto Tech. The northern monopole is 120' tall and is enclosed in a chain-link fence enclosure. No changes are proposed for this tower with this project. The southern monopole is 100' tall and is also enclosed in a chain-link fence enclosure with two equipment enclosures. The proposed scope of work includes US Cellular remove three (3) antennas to replace with six (6) 5G antennas at the 99' level of the southern tower. The project will also install new radio remote units (RRUs) associated with the new antennas. A new equipment platform will replace the existing on the tower and new cable will be installed on the tower. Within the US Cellular equipment enclosure, new equipment is proposed within the existing equipment rack. The tower height will not be increased and the compound will not change in size. A structural analysis report was completed by American Tower Corporation in May 2019, concluding the structure meets the requirements per applicable codes and the tower and foundation can support the equipment proposed.



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 did not have any concerns with the existing conditions. Staff recommends that this item be expedited to the January 21, 2020 Common Council meeting.

Recommendation: Recommend Common Council approval of the Special Use Review and the Site and Architectural Plans for US Cellular to upgrade equipment and replace

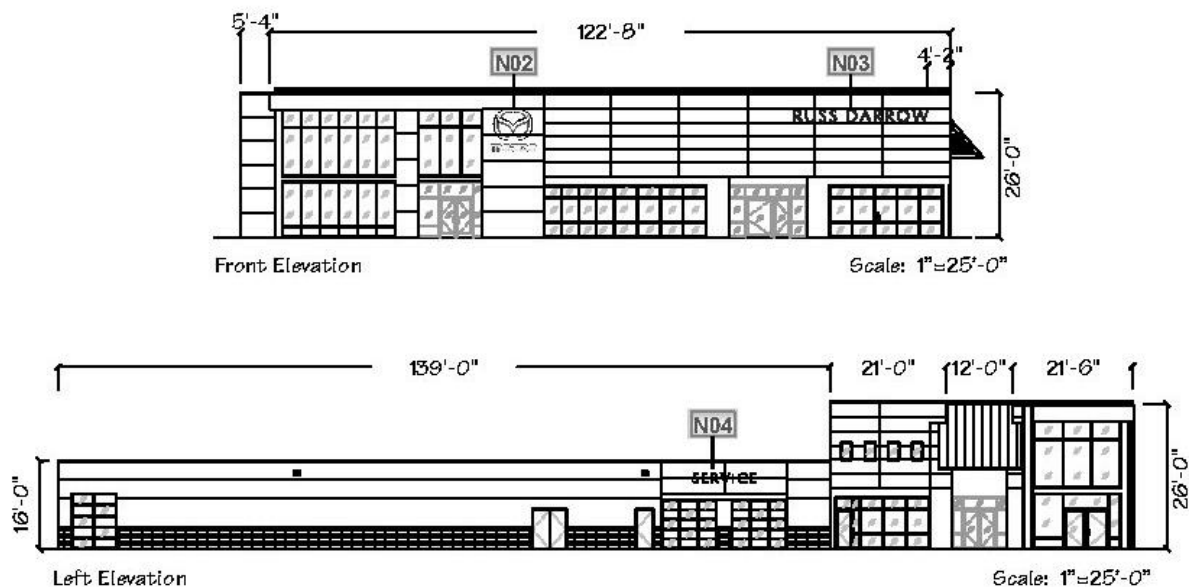
antennas at the telecommunications tower at Bill's Auto Service, 4737 S. 108th Street, submitted by Lori Kopecky, d/b/a United States Cellular Operating Company, LLC. (Tax Key No. 612-8997-006)

6. Master Signage Plan for Russ Darrow Mazda of Greenfield, an existing business located at 3520 S. 108 St., submitted by Eric Rohs, d/b/a Sign Effectz, Inc., and Michael W. Darrow, d/b/a Russ Darrow Mazda. (Tax Key No. 562-9997-001)

The Russ Darrow Mazda automotive dealership on Hwy 100 is in the process of a major facelift to their existing building. Mazda Motor Corporation USA has developed a new image for their brand, called "Retail Evolution." As part of the new image for their brand, Russ Darrow is proposing all new signage for their building and site.

The property is allowed up to 224 sq. ft. of signage, which includes one (1) wall sign and one (1) monument sign. The approval of a Master Signage Plan would impose a max number and area of wall signage on the property and allow Mazda to switch out future wall signage within those parameters, without needing Plan Commission approval.

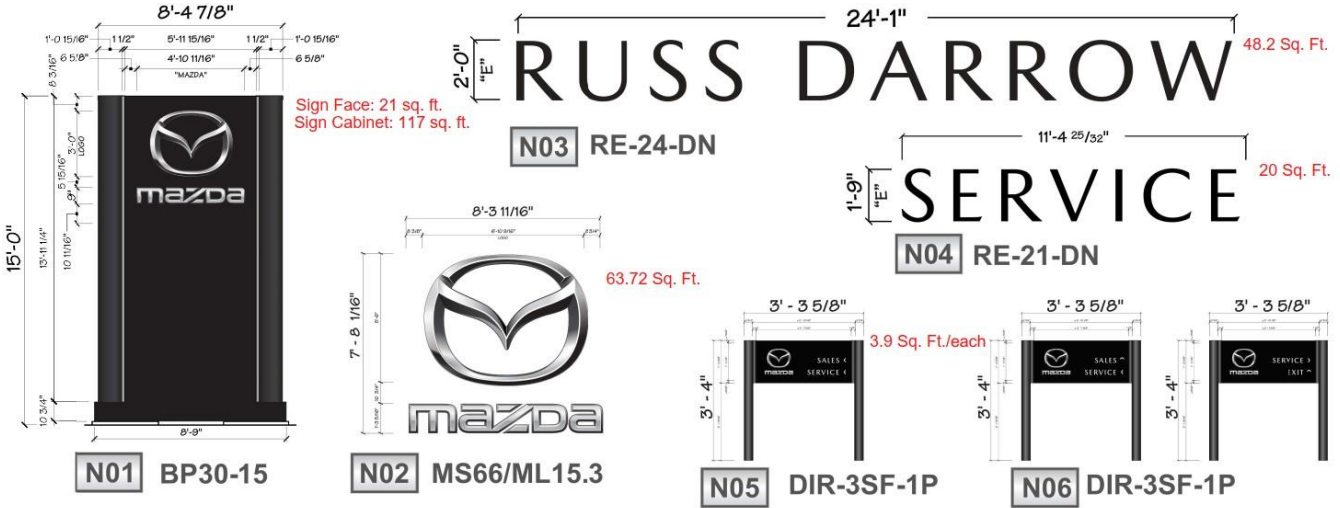
Proposed Signage



The proposed master signage plan proposed is as follows:

- A. Monument sign – 15' tall, 117 sq. ft. sign cabinet with 21 sq. ft. Mazda logo
- B. West elevation wall signs:
 - 1. "Mazda" logo sign - 63.72 sq. ft.
 - 2. "Russ Darrow" channel letters – 42.2 sq. ft.
- C. North elevation wall signs:
 - 1. "Service" channel letters - 20 sq. ft.
- D. Directional signs:

E. TOTAL: 250.72 sq. ft.

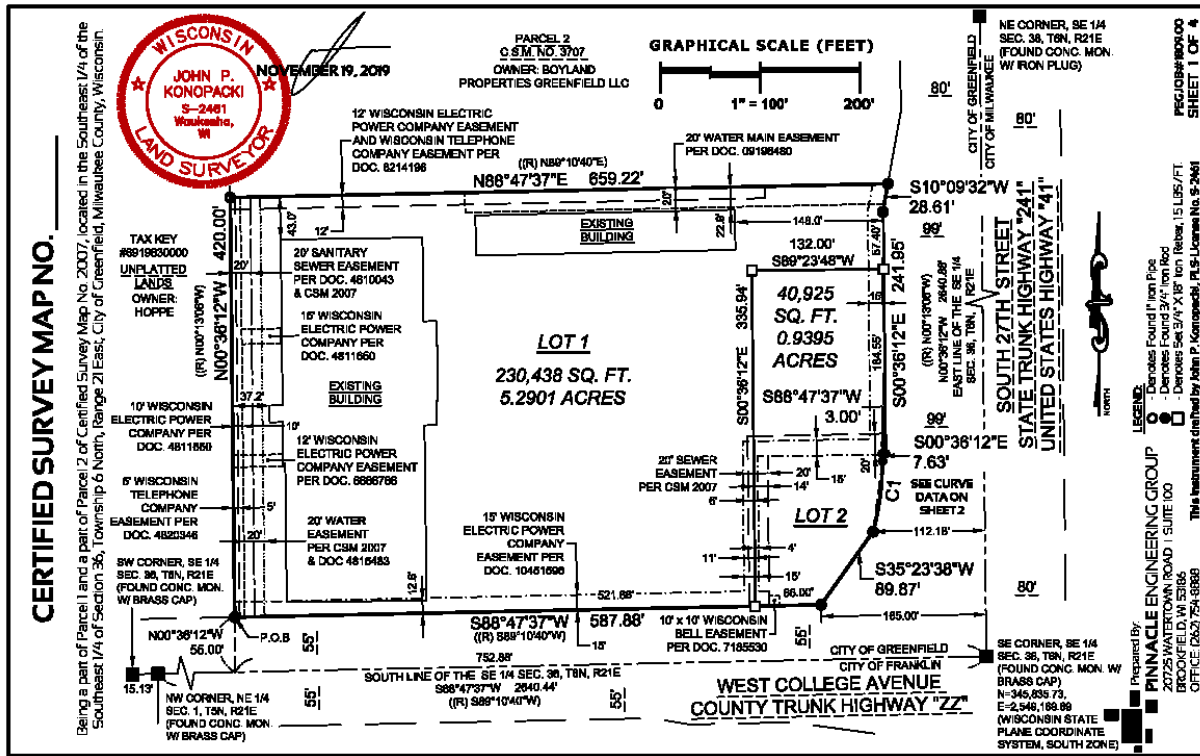


Recommendation: Recommend approval of the Master Signage Plan for Russ Darrow Mazda of Greenfield, an existing business located at 3520 S. 108 St., submitted by Eric Rohs, d/b/a Sign Effectz, Inc., and Michael W. Darrow, d/b/a Russ Darrow Mazda. (Tax Key No. 562-9997-001)

7. **Certified Survey Map to recombine two existing parcels located at 6201-6269 S. 27 St. and 6279 S. 27 St., submitted by J.J. Alaily, d/b/a College Venture JV, LLC. (Tax Key Nos. 691-9841-015 & 691-9841-001)**



The owners of the multi-tenant shopping center at 6201-6269 S. 27 St. have recently acquired an excess parcel from the Wisconsin Department of Transportation on the corner of W. College Ave. and S. 27 St. Prior to WisDOT acquisition of the parcel for intersection improvements, the excess parcel contained a branch location of The Equitable Bank. The parcels are both zoned PUD Planned Unit Development.



PARKING SUMMARY:

RETAIL PARKING

30,177 S.F. @ 5 STALLS PER 1,000 S.F. = 151 STALLS REQUIRED
151 STALLS PROVIDED

FITNESS CENTER PARKING

268 WORKOUT STATIONS X 0.5 = 134 STALLS REQUIRED
6,464 S.F. @ 4 STALLS PER 1,000 S.F. = 26 STALLS REQUIRED
160 TOTAL STALLS REQUIRED
178 STALLS PROVIDED

The proposed CSM will recombine the two existing parcels to create two new lots for the shopping center. Lot 1 will be 5.29 acres and encompasses the existing

shopping center. Lot 2 will be 0.94 acres and will combine the former Taco City Site and the excess land from the DOT minus the right-of-way retained by WisDOT. The creation of Lot 2 for future development was discussed during the 2015 City approval process and was the intent of the applicant. The applicant has provided parking calculations

showing Lot 1 will retain 329 parking spaces, which satisfies the requirements in the Zoning Code. The proposed northern property line between the two lots cuts through the driveway to the property and a cross-access agreement will need to be executed prior to recording the CSM.

The Engineering Department staff has requested that a fully executed cross-access agreement between the two parcels be provided to the City prior to recording since the driveway off of S. 27 St. will cut through the proposed property line between Lot 1 and Lot 2. Staff recommends that this item be expedited to the January 21, 2020 Common Council meeting.

Recommendation: Common Council approval of the Certified Survey to recombine two existing parcels located at 6201-6269 S. 27 St. and 6279 S. 27 St., submitted by J.J. Alaily, d/b/a College Venture JV, LLC (Tax Key Nos. 691-9841-015 & 691-9841-001), subject to a fully executed cross-access agreement between the two parcels being provided to the City, and Plan Commission and staff comments, to be expedited to the January 21, 2020 Common Council meeting.

- 8A. Special Use Review for LaChinampa Mexican Food, LLC, a proposed change of tenancy for the existing restaurant located at 5442 W. Forest Home Ave., submitted by Oscar David Vega Aguilar, d/b/a LaChinampa Mexican Food, LLC. (Tax Key No. 566-8988-001)**
- 8B. Site Plan Review for LaChinampa Mexican Food, LLC, a proposed change of tenancy for the existing restaurant located at 5442 W. Forest Home Ave., submitted by Oscar David Vega Aguilar, d/b/a LaChinampa Mexican Food, LLC. (Tax Key No. 566-8988-001)**

Items 8A and 8B may be considered together.

Overview and Zoning

The applicant is proposing to open a new restaurant called LaChinampa Mexican Food. The property is zoned C-2 Community Commercial District, which permits limited-service restaurants as a Special Use. The change in tenancy triggers review of the Special Use Permit, site conditions, etc. The change in tenancy does not require a public hearing, unless deemed necessary by the Plan Commission. No interior or exterior alterations are proposed. The new tenant has 15 years of working in the restaurant business. The restaurant has and will continue to focus food sales as mainly carry-out, and will also prepare food for the operator's food truck that is located in Milwaukee. The restaurant will employ approximately three (3) people. The tenant has a six (6)-month lease, with the option to extend. Hours of operation will be 10:00am – 8:00pm, seven (7) days/week.



Site Plan Review

The Special Use Review triggers full site review. This item came before the Plan Commission in July 2019, at which time the Plan Commission required that the pavement between the sidewalk and curb be removed and replaced with grass prior to occupancy of the new tenant at the time. The property owner has taken care of this condition.



Staff recommends that this item be expedited to the January 21, 2020 Common Council meeting.

Recommendation: Recommend Common Council approval of the Special Use Review and the Site Plan Review for LaChinampa Mexican Food, LLC, a proposed change of tenancy for the existing restaurant located at 5442 W. Forest Home Ave., submitted by Oscar David Vega Aguilar, d/b/a LaChinampa Mexican Food, LLC (Tax Key No. 566-8988-001), subject to Plan Commission comments, staff comments.

- 9A. **Special Use Permit for Bargain Thrift Mart, a proposed resale shop, to be located at 4450 S. 108 St., submitted by Brad Peterson, d/b/a Premier Liquidation, LLC. (Tax Key No. 608-9991-002)**
- 9B. **Site Plan Review for Bargain Thrift Mart, a proposed resale shop, to be located at 4450 S. 108 St., submitted by Brad Peterson, d/b/a Premier Liquidation, LLC. (Tax Key No. 608-9991-002)**

Items 9A and 9B may be considered together.

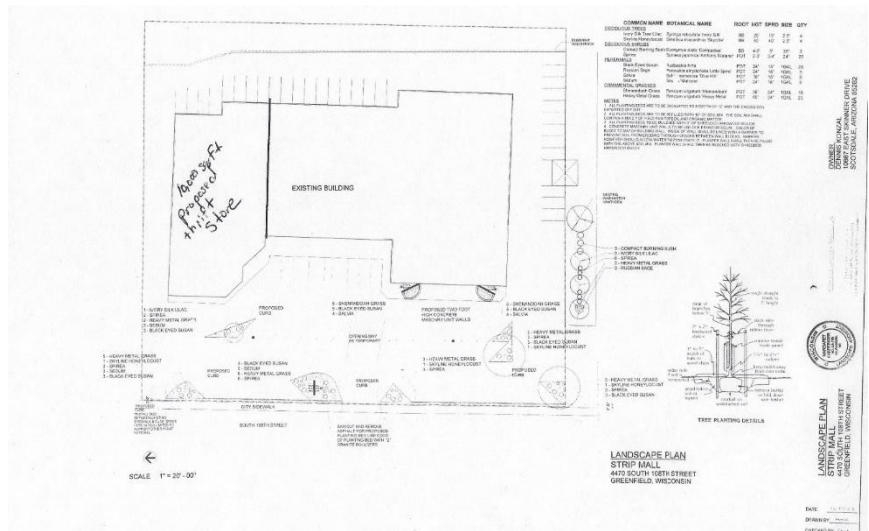
Overview and Zoning

The applicant is proposing to occupy approximately 10,000 sq. ft. of tenant space within the existing multi-tenant commercial building located at 4450 S. 108 St. with a thrift store. The property is zoned C-4 Regional Business District, which permits “Used Merchandise Stores” as a Special Use. The proposed Special Use will require a public hearing, which can be held as early as February 19, 2020, with the Plan Commission’s authorization.

The business was founded in 2003 and expanded to a West Allis processing/warehouse facility in 2013. The inventory is



acquired through the moving and storage industry. They currently sell our products through online sales, live auctions, and flea markets but have not had a retail sales location. They envision the Bargain Thrift Mart store as a place to provide high quality merchandise at a fair price and to provide exemplary service to their customers. The applicant anticipates 4-5 full-time employees and hours of operation for the Bargain Thrift Mart would be 9:00AM – 8:00PM, 7 days per week. They anticipate doing \$50,000 in improvements to the current tenant space. No donations are accepted at the Greenfield location and signs will be posted at the front and rear of the building stating “No donations taken at this establishment. Dumping strictly prohibited.”



Site, Landscaping and Lighting Plans

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. Generally, the site is in fair condition but does require improvements. The property has an approved landscaping plan from 2003 but staff observed landscaping materials missing the landscaping islands that should be replaced to adhere to the approve plan.

The property has two dumpster enclosures, both of which are in need of repair. The enclosure along the rear of the building has peeling paint, missing slats, and doors in disrepair. The enclosure on the southern property line appears structurally sound but the doors are falling off and need to be replaced. Additionally, two dumpsters were in the drive behind the building outside of the dumpster enclosure. The dumpster enclosures should be reconstructed or repaired to accommodate all dumpsters onsite. Staff recommends that a 4-sided board-on-board refuse enclosure with a personal door be reconstructed to replace the enclosure at the rear of the building. The fencing



between the rear drive and Kulwicki Park is in severe disrepair and should be replaced or removed. The parking lot striping is faded and the lot should be repainted.



Staff recommends that all site and landscaping improvements be completed by August 2020.

Parking required for the thrift store (10,000 sq. ft.): 5 spaces/1,000 sq. ft. of gross floor area for shopping centers (3 stores or more) = 50 spaces required for the thrift store.

Parking required for the remaining two (2) retail stores: 5 spaces/1,000 sq. ft. of gross floor area for Wild Birds Unlimited = 26; 1.5 spaces/1,000 sq. ft. of gross floor area for Hunt's Flooring = 38

Total off-street parking required (per code) = 114

Total off-street parking provided = 74

The off-street provided parking shortage may be waived by the Common Council as part of the Special Use Permit approval.

Recommendation: Recommend Common Council approval of the Special Use Permit and the Site Plan Review for Bargain Thrift Mart, a proposed resale shop, to be located at 4450 S. 108 St., submitted by Brad Peterson, d/b/a Premier Liquidation, LLC. (Tax Key No. 608-9991-002), 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 an occupancy permit associated with the proposed project reviewed by the Plan Commission. The work listed in item 1 is required to be completed by August 2020.)

1. Revised Site and Landscaping Plans being submitted to the Community Development Division to show the following: (a) the existing slatted chain link and wooden fence along the entire east property being removed or replaced; (b) 4-sided board-on-board refuse enclosure with personnel doors capable of enclosing necessary dumpsters replacing enclosure behind the building; (c) replacement or repair of doors on southern refuse enclosure; (d) landscaping coming into compliance with the 2003 plan; (e) notation that all faded parking lot striping, included ADA markings, will be repainted; and, (f) notation that no outdoor storage will take place on the property.
 2. Common Council approval of the Special Use Permit following a public hearing.
- 10. Site and Architectural Plans for Medical WeightLoss & Wellness, Inc., a proposed weight loss clinic, to be located at 4666 S. 35 St., submitted by Aaron Stanton, d/b/a Construction Management Associates. (Tax Key No. 599-8921-000)**

Overview and Zoning

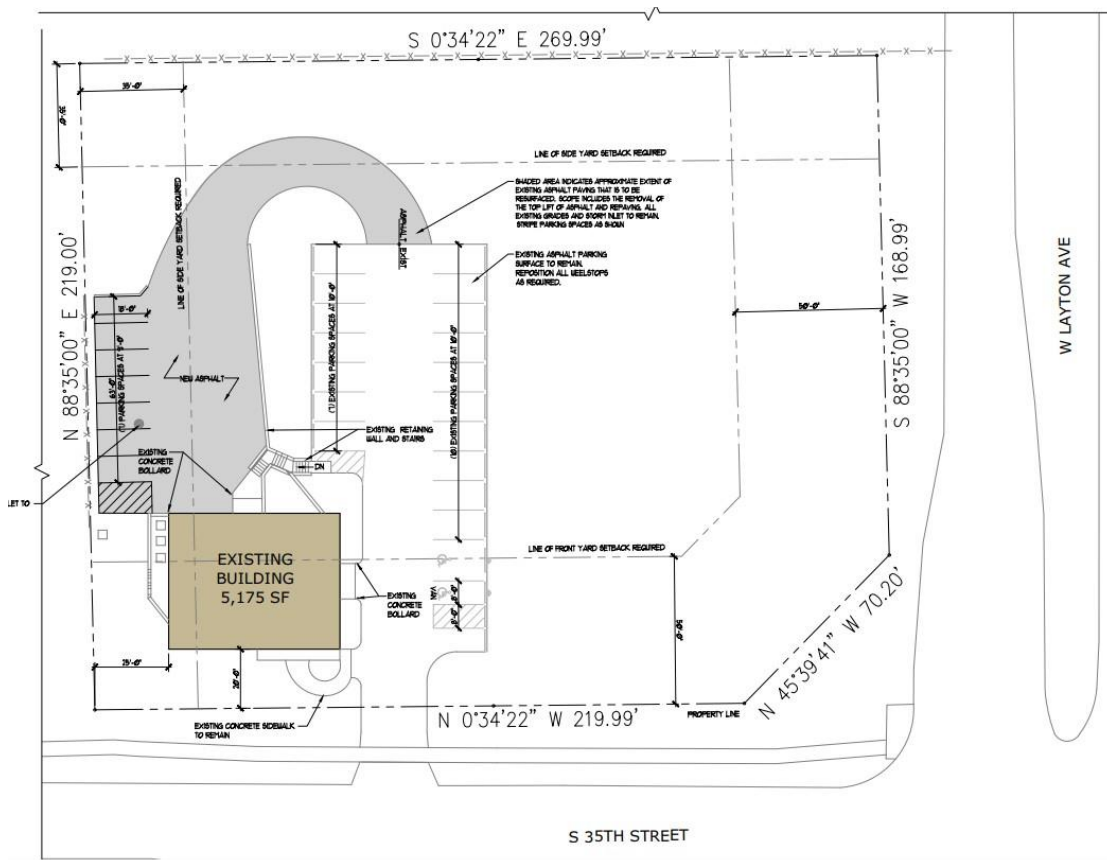
Medical WeightLoss & Wellness, Inc. clinics have purchased the 1.36 acre former doctor's office parcel located at 4666 S. 35 St. for use as a medical weight loss clinic. The clinic will offer medically supervised programs consisting of a combination of adherence

to a ketogenic diet, vitamin injections, oral vitamin supplements, supportive counseling by a nurse, and prescriptive therapy. The facility will operate Monday, Tuesday and Thursday from 6 am to 6 pm and Wednesday from 7 am to 7pm. They have been in business for 9 years and will have 15 full-time employees. The property is zoned C-3 Highway and Commercial Service Business District, which permits a “Diet and Weight Reducing Center” as a permitted use.



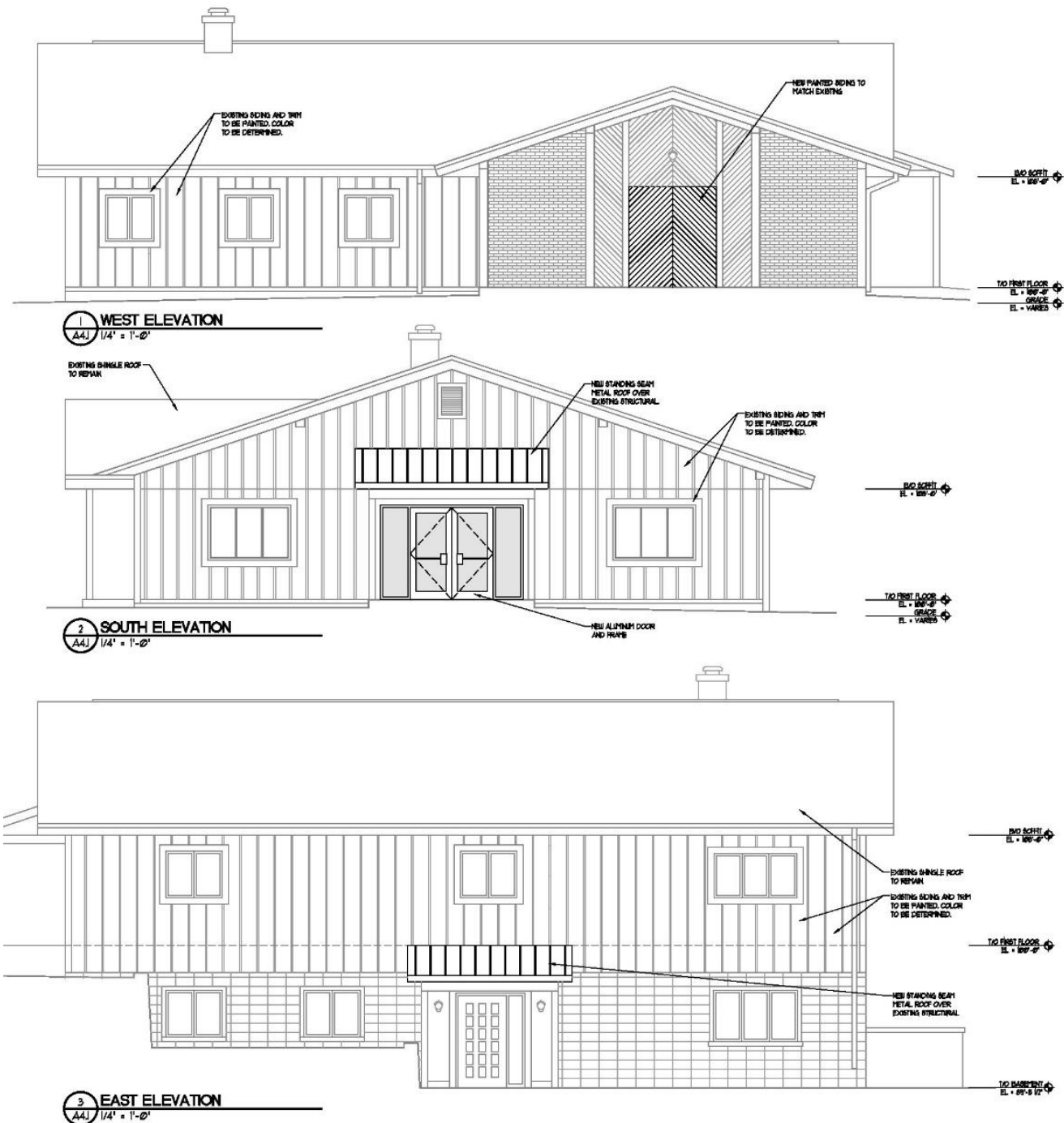
Site and Architectural Plans

Medical WeightLoss & Wellness, Inc. is proposing to make exterior building alterations, which include the removal of the existing entry along S. 35 St., the addition of a colored standing seam metal roof at the canopy over the south entry door and the painting of the exterior siding. The S. 35 St. entry opening will be sided and painted to match the existing siding.



Exterior site improvements include repaving the lower portion of the existing parking lot and the semi-circular drive connecting the upper and lower parking areas. Only extant

impervious surface will be repaved and no new impervious surface will be added to the site.



A site visit by staff revealed areas in need of improvement. There are areas along the eastern property line and eastern drive that are overgrown with brush and small trees that need to be cleared and cleaned up. The small retaining wall on the northern side of the building is leaning and needs to be repaired or rebuilt. Likewise, both the larger retaining wall and wall along the steps at the lower parking lot are in disrepair and need to be shored up and/or rebuilt. One of the concrete steps from the lower parking lot to

the upper lot is cracked and should be repaired. The concrete is also cracked along the sidewalk to the west entrance. While this entrance is to be closed, the sidewalk should be repaired to reduce the likelihood of tripping.

No landscape plan was submitted with this proposal and no approved landscape plan exists on file. The site did not appear to have any landscaping material planted and will need to be brought into compliance with the landscaping requirements in the Zoning



Code. Staff recommends a landscape plan be submitted to Community Development for approved by Plan Commission and Common Council.

No lighting plan was submitted and no lighting plan was located on file. No exterior lighting was observed for the parking areas. Staff recommends an exterior lighting plan be submitted to Community Development meeting the requirements in the Zoning Code.

Staff recommends that this item be expedited to the January 21, 2020 Common Council meeting.

Recommendation: Recommend Common Council approval of the Site and Architectural Plans for a proposed medical weight loss clinic, to be located at 4666 S. 35 St., submitted by Aaron Stanton, d/b/a Construction Management Associates. (Tax Key No. 599-8921-000), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 3 are required to be satisfied prior to the issuance of building permits and a Certificate of Occupancy associated with the proposed work reviewed by the Plan Commission. 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) repair or replacement of retaining wall along north elevation of building and lower parking lot; (b) repair or replacement of wall along stairway from lower parking lot to upper parking lot; (c) repair of cracked step on exterior stairway; (d) repair of cracked sidewalk along west façade; (e) removal of brush/trees/debris along eastern drive and property line; (f) landscape plan meeting requirements found in the Greenfield Zoning Code with landscaping species and quantity modifications at the request of the City Forester, if applicable; and, (g) exterior lighting plan meeting requirements found in the Greenfield Zoning Code.
 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.
- 11A. Special Use Permit for Holistic Home & Hospice, an existing home health care service, located at 8777 W. Forest Home Ave., submitted by Sahr Lebbie, d/b/a Holistic Home & Hospice. (Tax Key No. 615-9945-003)**
- 11B. Site Plan Review for Holistic Home & Hospice, an existing home health care service, located at 8777 W. Forest Home Ave., submitted by Sahr Lebbie, d/b/a Holistic Home & Hospice. (Tax Key No. 615-9945-003)**

Items 11A and 11B may be considered together.

Overview and Zoning

The applicant is proposing to occupy 3,770 sq. ft. of tenant space for a home health care services business within the multi-tenant commercial building at 8777 W. Forest Home Ave. The site is zoned C-1 Neighborhood Commercial District, which permits “Home Health Care Services” (NAICS code 621610) as a Special Use. Holistic Home & Hospice is a home health company based locally in southeast Wisconsin that provides



services to patients in the comfort of their home. They work with a multidisciplinary team that includes doctors, nurses, social worker, chaplain, CNA, personal care workers and their administrative staff. Their speciality is in home care by providing personal and supportive care as well hospice by providing end of life care at the comfort of the client's home. This proposal requires a public hearing, which could be scheduled as early as February 19, 2020.

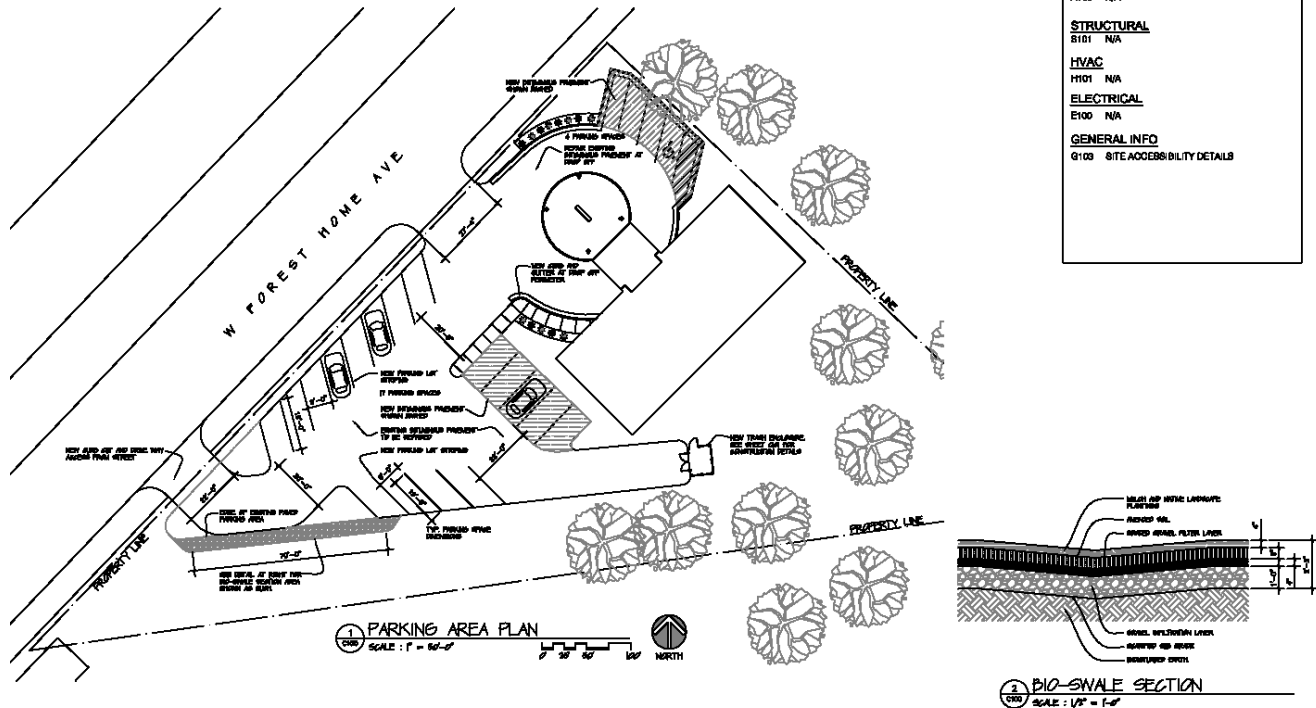
The business employs thirteen (13) administrative/office staff in the building and one hundred fifty (150) field employees. They have an estimated twenty (20) guest visitors monthly. Hours of operation will be 8:00am – 5:00pm, Monday – Friday.

The business has been located in their current space since early 2017 but did not obtain a Certificate of Occupancy and was unaware their use required a Special Use Permit. The business has a number of expired building, plumbing, and electrical permits which were never finalized by the respective inspectors. Monument



Proposed Site Improvements for: Holistic Home and Hospice, LLC

8777 W Forest Home, Greenfield WI, 53228



signage was had also added without obtaining a sign permit but a sign permit was recently issued.

Site & Landscaping Plan

The proposed site plan includes an additional one-way entrance into the site from W. Forest Home Ave. south of the existing entrance. Engineering staff has suggested reducing the size of the southern entrance to 14'. Arrows indicating drive direction should be added to the site. Staff suggests the bioswale shown south of the new entrance drive is removed. Engineering staff has requested a grading plan be submitted to review stormwater flow from the site. A sidewalk should be added to connect the refuse enclosure with the proposed sidewalk adjacent to the new parking spaces.

The proposed landscaping plan needs to be amended to include more plant material throughout the site. Plant material should be added to the circular area containing the monument sign. Base plantings should also be added to the front of the building. It may also be possible to add plant material adjacent to the proposed parking spaces in the circular drive.

The proposed tenant requires thirteen (13) parking spaces and the entire multi-tenant commercial building center (6,570 sq. ft.) requires 22 off-street parking spaces (3.3/1,000 sq. ft.). The proposed site plan shows twenty-one (21) parking spaces,



Recommendation: Recommend Common Council approval of the Special Use Permit and the Site Plan Review for Holistic Home & Hospice, an existing home health care service, located at 8777 W. Forest Home Ave., submitted by Sahr Lebbie, d/b/a Holistic Home & Hospice (Tax Key No. 615-9945-003), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 4 are required to be satisfied prior to the issuance of a Certificate of Occupancy associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly. All work associated with the proposed project is to be completed prior to December 2020.)

1. A revised Site, Landscaping and Architectural Plan being submitted to the Community Development Division to show the following: (a) parking lot striping designating off-street parking spaces with dimensions added for all spaces; (b) directional arrows added to the parking lot and driveways; and, (c) reduction in the size of the southern entrance to 14 feet; (d) removal of the bio-swale area near the southern driveway; (e) grading plan submitted to the Engineering

Division; (f) sidewalk added connecting the personnel door of the refuse enclosure to the proposed parking lot sidewalk; and, (g) landscaping plan with additional plant material added to circular drive, in front of the building, and near the proposed parking spaces in the circular drive with landscaping species and quantity modifications at the request of the City Forester, if applicable.

2. A letter from the applicant stating the following: (a) parking lot potholes have been patched and repaired; (b) deteriorated portion of the lawn has been repaired; (c) dead/fallen trees have been removed and branches and debris removed from the site
 3. Permits taken out to final/close the work completed under the expired building, electric, and plumbing permits.
 4. Common Council approval of the Special Use Permit, following a public hearing.
- 12A. Site, Landscaping, and Architectural Plans for Ascension Wisconsin Hospital – Greenfield Campus, a proposed hospital, to be located at 4935 S. 76 St., submitted by Melissa Edwards, d/b/a PhiloWilke Partnership. (Tax Key No. 616-8974-001)**
- 12B. Master Signage Plan for Ascension Wisconsin Hospital – Greenfield Campus, a proposed hospital, to be located at 4935 S. 76 St., submitted by Melissa Edwards, d/b/a PhiloWilke Partnership. (Tax Key No. 616-8974-001)**

Items 12A and 12B may be considered together.





Overview and Zoning

Ascension Hospital System is proposing to open a new hospital in Greenfield. The project includes an \$8,000,000 retrofit and occupation of the 38,324 sq. ft. Barnes & Noble building located on S. 76 St. The Barnes & Noble lease ends summer 2020. Ascension is proposing to enter into a 12-year lease agreement for the building.

Ascension Hospital System has formed a partnership with Emerus, which specializes in the construction and management of neighborhood hospitals. Emerus operates 25+ similar facilities around the country with over 1.6 million patients served. Emerus employs over 1,600 nationwide, and works with leading health systems across the nation, including Dignity Health, Baptist Health, The Hospitals of Providence and Baylor Scott & White Health, Ascension, Allegheny Health Network, Baptist Health System, Integris and MultiCare.

This project is designed and will be licensed as a General Hospital in accordance with Wisconsin Hospital Standards Chapter DHS 124. The primary function of the facility will be to provide Emergency Care Services with the ability to also provide nursing care



for patients who will require an overnight stay (longer than 24 hours). To meet this intended use, the facility is designed as a General Hospital as defined and classified in DHS 124.02(6). The building will also include a medical office and imaging component. The hospital portion will occupy approximately 19,200 sq. ft., the medical office building (MOB) portion will occupy approximately 12,000 sq. ft., the imaging center will occupy approximately 3,800 sq. ft., and common space/receiving area will occupy the remaining 3,300 sq. ft. The property is zoned C-4 Regional Business Districts, which permits

hospitals as a permitted use. A public hearing is not required as part of the approval process—the Plan Commission and Common Council are simply reviewing the proposed site, landscaping and architectural modifications. The City Forester has yet to review and comment on the landscaping plan. Any comments will be passed along to the architect/engineer and developer.



The facility will provide Emergency Care Services with the ability to also provide Nursing care for patients who will require an overnight stay (longer than 24 hours). This will NOT be a trauma intake hospital. For example, if someone calls 911 and is having a heart attack or is in a vehicular accident and needs immediate medical attention, they will not be allowed to be taken to this location—they will need to be transported to one of the larger regional medical centers, such as Froedtert. However, another example would be that if your child has a sports injury and you need to take him/her to an emergency room, you may drive your child to this location. Also, private ambulance companies, such as Bell Ambulance, may transport patients to and from this location. Staff has made it very clear to Ascension that ambulance companies under contract for this location are to NOT use their sirens and lights when coming and going, as the proposed hospital abuts a residential neighborhood to the west.

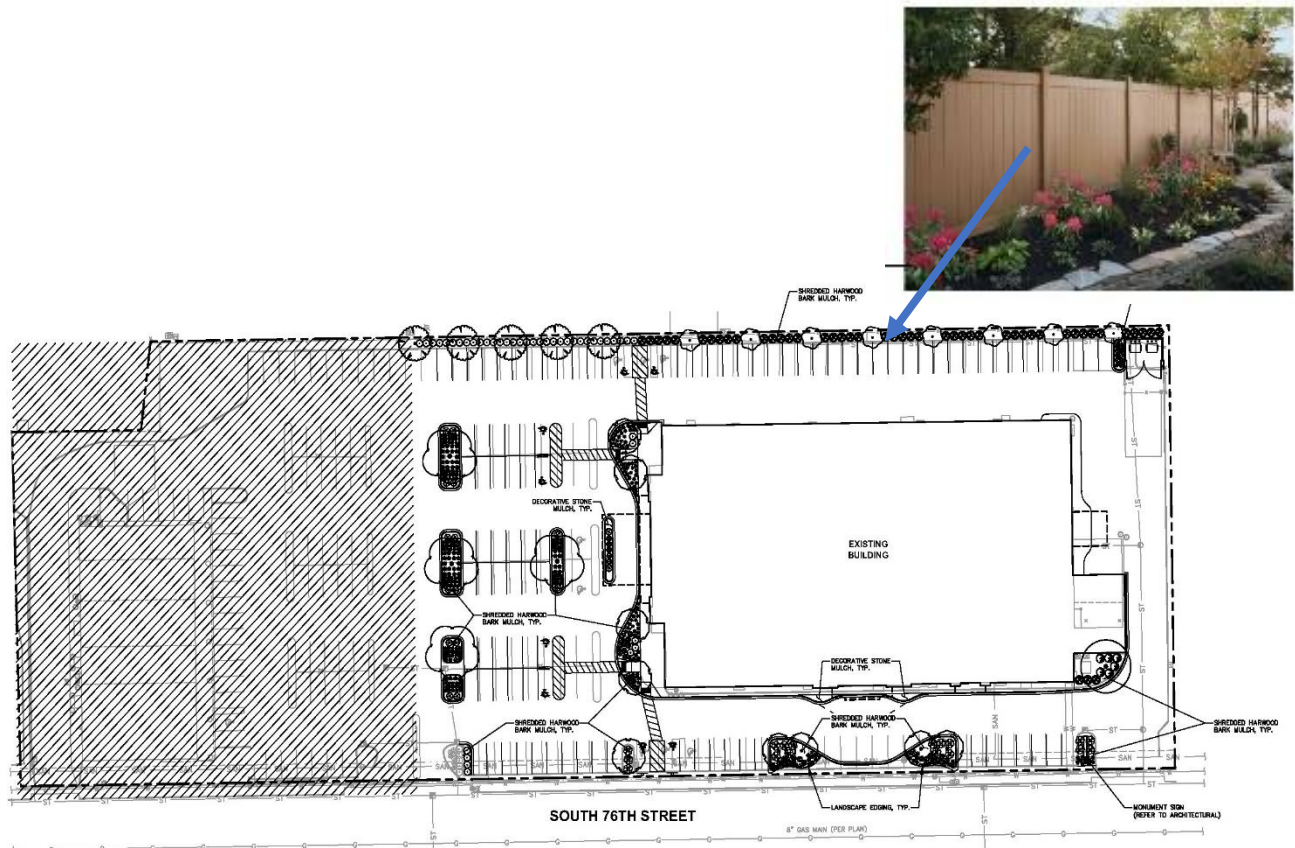
With the projected patient demand, each department shall be staffed as follows:

- Emergency Department: 18 staff members including six (6) ER tech, six (6) ER nurses and six (6) ER physicians.
- In-patient Unit: Eight (8) staff members including six (6) nurse and two (2) physician
- Imaging Department: Six (6) radiology technicians
- Dietary: One (1) dietician (contract)

- Administration: Two (2) staff members

The facility projects an average of 36 patients per day. The projected demand upon each department is indicated as follows:

- Emergency Department: 36 patients per day
- In-patient Unit: 1-2 patients per day
- Imaging Department: 24 patients per day
- Transfers to other facilities: 3 patients per day



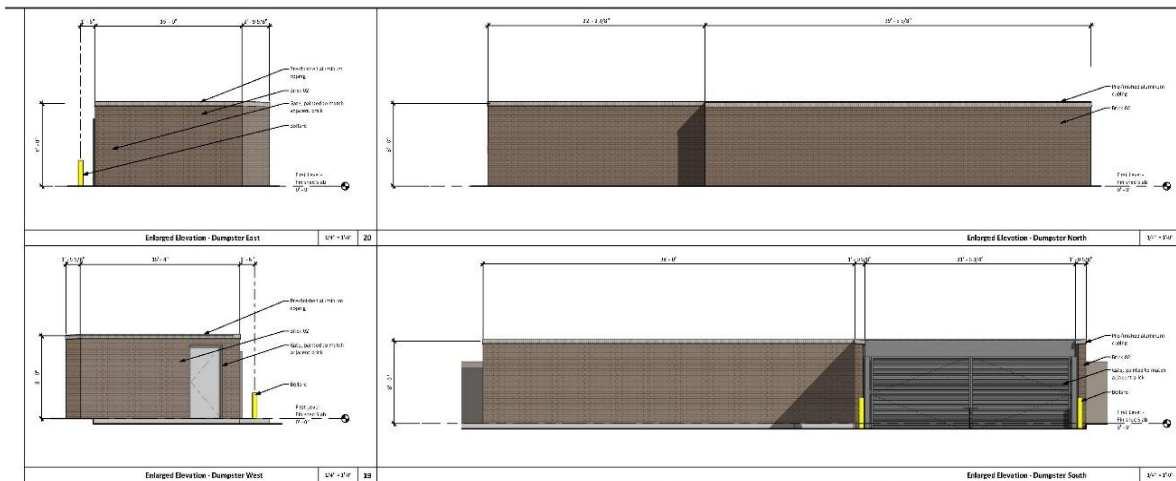


Site, Landscaping, and Architectural Plans

The project consists of the renovation of an existing Barnes and Nobel bookstore. The 1-story structure is constructed of loadbearing CMU walls along with a roof structure of steel trusses and bar joists. The project scope for exterior will consist of the addition of three steel supported canopies, the addition of approximately twenty storefront windows and three (3) new entry points. The existing CMU walls and the upper EIFS material will be painted earth tone colors. The four “columns” on the south and east facades will be retrofitted with a new shape and covered with two (2) tones of brick veneer. A new “column” will be added to the east façade for the imaging center entrance. The existing sloped loading dock shall be infilled to provide space for a new



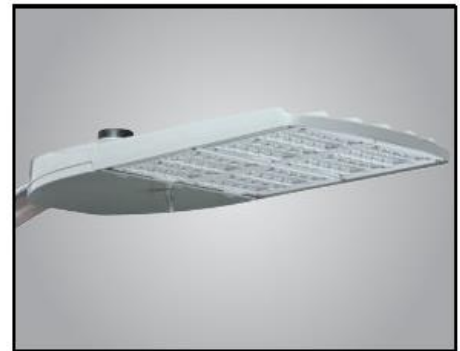
natural gas generator and its enclosure. A new eight foot high wood fence will be installed along the western property line to shield the adjacent residences. And a new refuse enclosure will be constructed at the northwest corner of the site. A few site modifications will be made, including minor parking reconfiguration and landscaping improvements.



New refuse enclosure

Lighting/Photometric Plan

The proposal package included a lighting and photometric plan. The two (2) existing parking lot light pole fixtures will be replaced with new LED heads (same number of heads as currently exist). The building will include recessed can down lighting under the canopies. No building up lighting is proposed.



Parking

Hospitals: 2 spaces/1 bed + 8 spaces for queuing = 40 spaces

Office: 10 spaces/1,000 NSF + 6 spaces for queuing + 1 spaces/practitioner and/or employee = 197 spaces

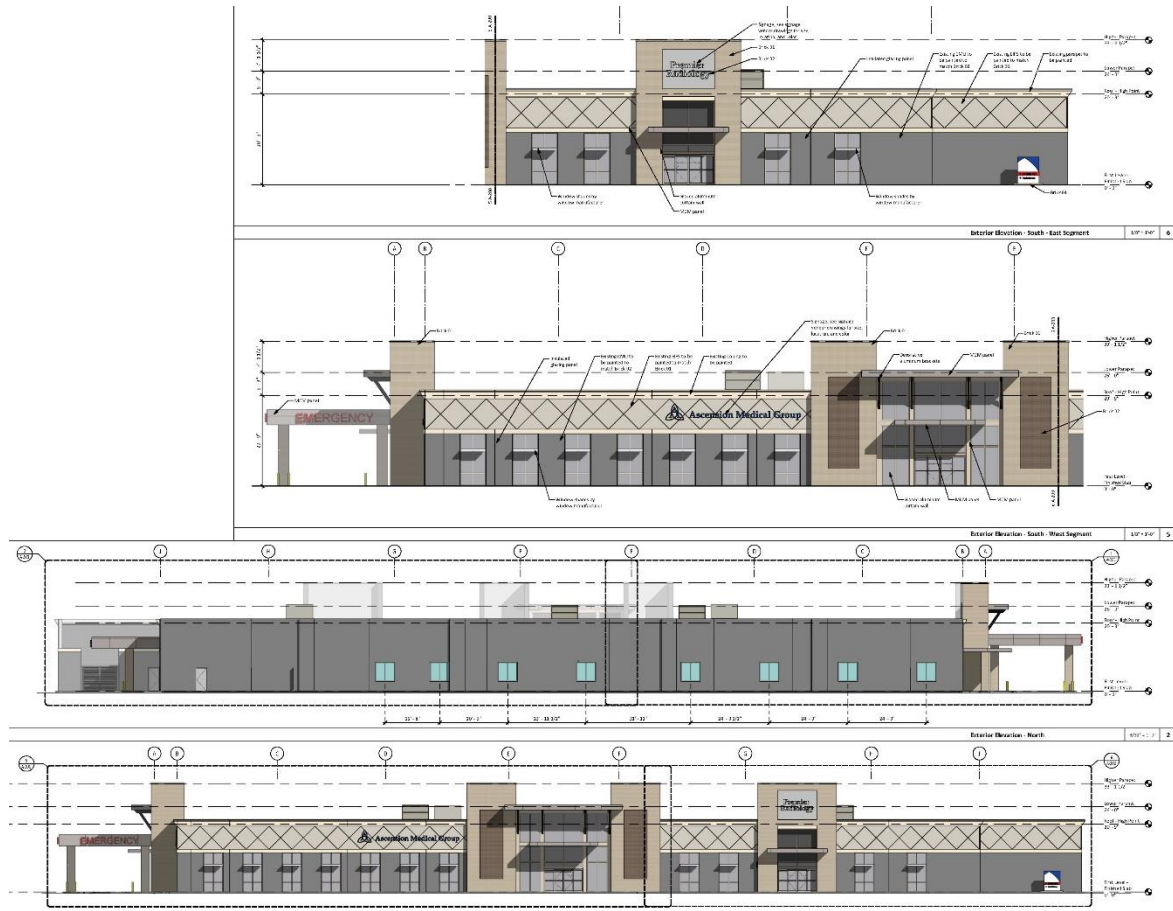
Total off-street parking required per code = 237 spaces

TOTAL off-street parking provided = 106 spaces

The 106 provided spaces covers the northern 2/3 of the site. The site is shared with a multi-tenant commercial building to the south that has 67 of its own parking spaces. The hospital is short on parking per the code, but it is a permitted use and may go in, despite the code parking requirement. Staff is not concerned about a shortage of parking on site and believes that the Code's parking requirements could/should be relaxed/modified in the future when it comes to medical uses/hospital uses. As mentioned above, there will be approximately 35 employees at the facility and a

projection of 65 patients/day, certainly not all at the same time. There should be sufficient on-site parking.

Ambulance traffic will be directed to a receiving area in the back (north end) of the building. There is a specific canopy and signage that will direct ambulances to this particular entrance.

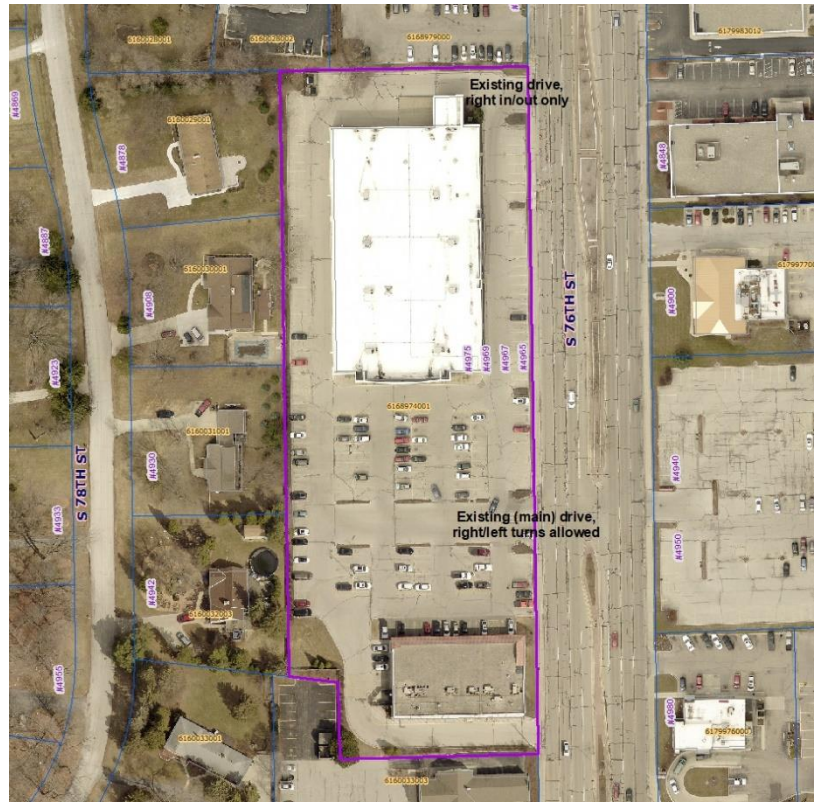


Traffic Impact Analysis

City staff asked Ascension to hire a traffic study consultant for the project and its impact and need for a traffic signal on S. 76 St. Here is a summary of the findings:

Traffic Analysis & Design, Inc. has completed a traffic and safety study for the redevelopment of the Barnes & Noble site to the Ascension Health Care development. To conduct this study, traffic data and traffic counts were conducted, crash data from the past five years were compiled and analyzed, existing traffic operations were analyzed, and future traffic operations were analyzed with the Ascension Health Care operational. The following is a summary of the recommendations of the traffic and safety study:

- *76th Street & Holmes Avenue: Install traffic signals with a southbound protected-permitted left-turn phase. Reconfigure or restripe the east approach to allow for a shared left-turn/through lane and exclusive right-turn lane. Install countdown timers and high-visibility crosswalks for pedestrian safety. Actuate the traffic signal and coordinate with the adjacent signal at 76th Street/Edgerton Avenue (about 670 feet to the south). Even though traffic volumes may not be high enough to justify a signal volume warrant, based on a crash history of 3.3 crashes per year and some of those crashes involving pedestrians, the signal and crosswalks may be eligible for HSIP funding to help reduce pedestrian-related crashes at the intersection. A signal at this location will also need to be approved by Milwaukee County.*



- *76th Street & Main Site Driveway: Recommend negotiating a cross-access agreement with the camera shop on the south side of the property. A cross-access agreement would allow the medical office building and adjacent strip retail drivers to make a left-turn out onto northbound 76th Street at a (potentially) signalized full-access intersection. After Holmes Avenue is signalized, modify the median at the main site driveway to restrict left turns and through movements from exiting the eastbound and westbound driveways. Lefts in, rights in, and rights out would still be allowed. It is noted that traffic volumes and crash data at this intersection is not high enough to warrant or justify a traffic signal at this intersection.*
- *76th Street & North Site Driveway: No modifications are needed or warranted.*

The Engineering Division has asked Milwaukee County to review the data and findings and analyze the need for a signal at the main site driveway or at W. Holmes Ave. This discussion will continue between City staff, Milwaukee County and Ascension.

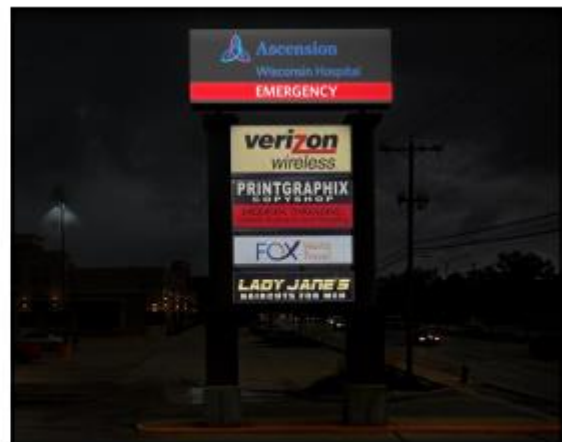
Master Signage Plan

The hospital project is requesting additional signage beyond the code allowance. Below is a summary of the proposed signage package:

- a) Existing pylon sign along S. 76 St.: replace the Barnes & Noble sign panel with a 116 sq. ft. "Ascension Wisconsin Hospital, Emergency" panel. This panel will have an opaque background and at night, only the Ascension Wisconsin Hospital and the red Emergency line will be illuminated.
- b) Construct a new monument sign at the northern driveway, six (6) ft. in height, 66 sq. ft. in area. Again, this monument sign will have an opaque background with only the text illuminating at night. There is a brick base added to the sign. This monument sign may need to be moved, as the initial plan shows it being constructed over a sanitary sewer line. The sign needs to stay outside of a 10'x10' vision triangle at the corner of the drive.
- c) Construct a new directional sign at the northeast corner of the building, directing "emergency" and "ambulance," five (5) ft. in height, 15 sq. ft. in area. This sign will not be illuminated. There is a brick base added to the sign.
- d) Construct a new directional sign within a landscape bed near the building entrance, directing "ambulance," five (5) ft. in height, 15 sq. ft. in area. This sign will not be illuminated. There is a brick base added to the sign.
- e) South building elevation: Erect a 91 sq. ft. "Ascension Wisconsin Hospital" wall sign and a 34 sq. ft. "Emergency" sign on the canopy.
- f) East building elevation: Erect a 267 sq. ft. "Ascension Medical Group" wall sign and a 39 sq. ft. "Premier Radiology" wall sign.
- g) North building elevation: Erect a 34 sq. ft. "Ambulance" sign on the canopy.



Day Render



Night Render

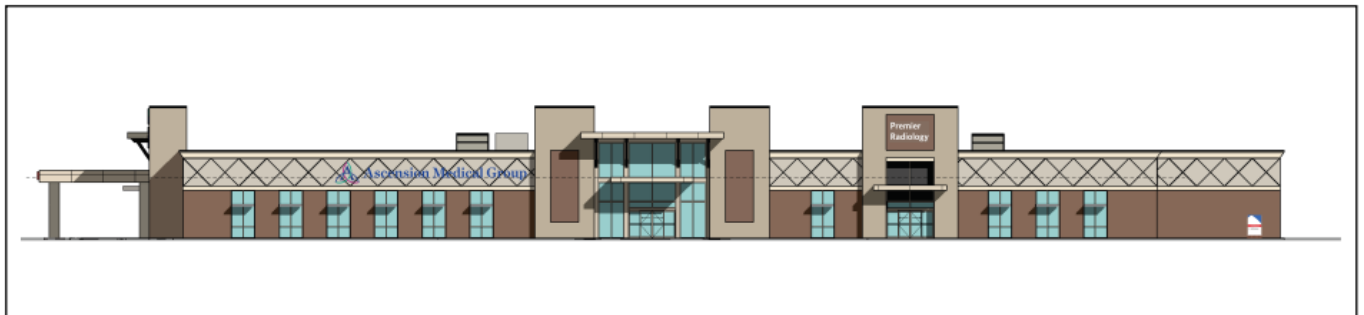
Staff recommends approval of the Master Signage Plan.



Day Render



Night Render



East Elevation

Det:



South Elevation

Recommendation: Recommend Common Council approval of the Site, Landscaping, and Architectural Plans and the Master Signage Plan for Ascension Wisconsin Hospital – Greenfield Campus, a proposed hospital, to be located at 4935 S. 76 St., submitted by Melissa Edwards, d/b/a PhiloWilke Partnership (Tax Key No. 616-8974-001), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 4 are required to be satisfied prior to the issuance of building permits associated with the proposed project reviewed by the Plan Commission.)

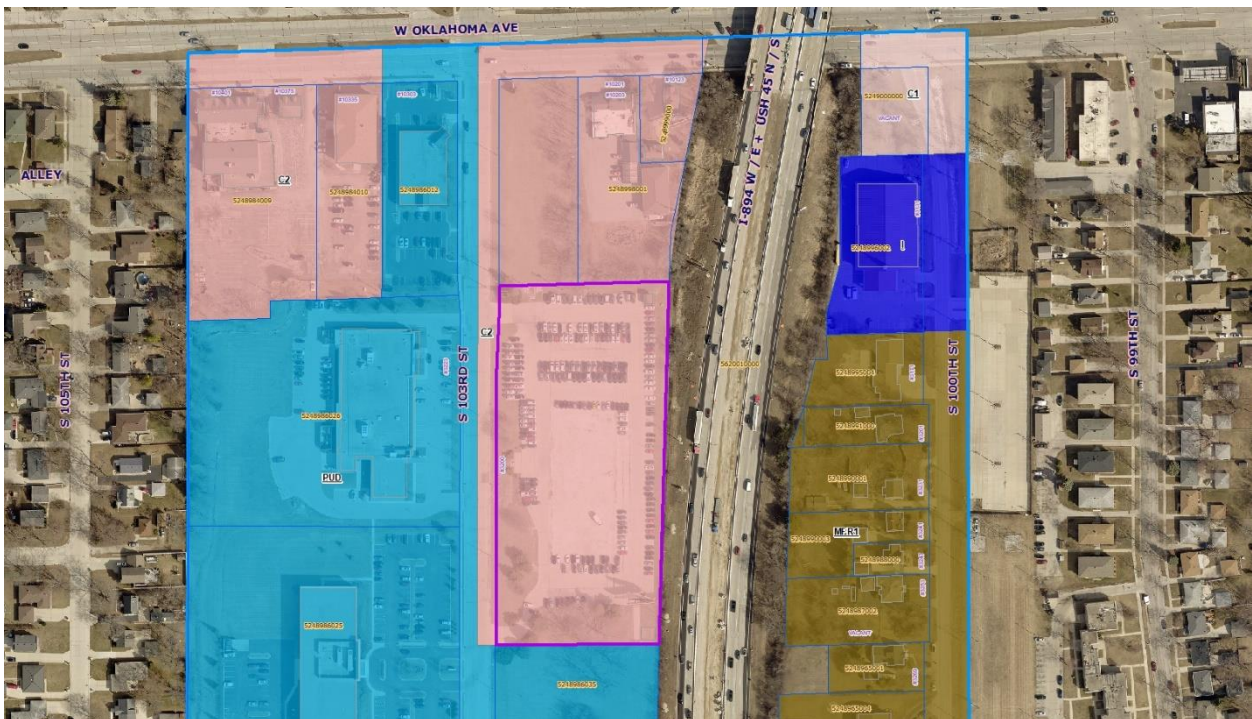
1. Revised Landscaping Plans being submitted to the Community Development Division to show the following: (a) landscaping species and quantity modifications at the request of the City Forester, if applicable.
2. An estimated cost of landscaping and screening being submitted to the Community Development Division for approval.
3. A letter of credit or other form of security as required under 21.06.0304 of the Municipal Code in the amount of 125% of the estimated cost of landscaping and screening.
4. A civil plan set being submitted to the Engineering Division for review and approval.

13A. Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 3200 S. 103 St. from C-2 Community Commercial District to C-4 Regional Highway Business. (Tax Key No. 524-8986-034)

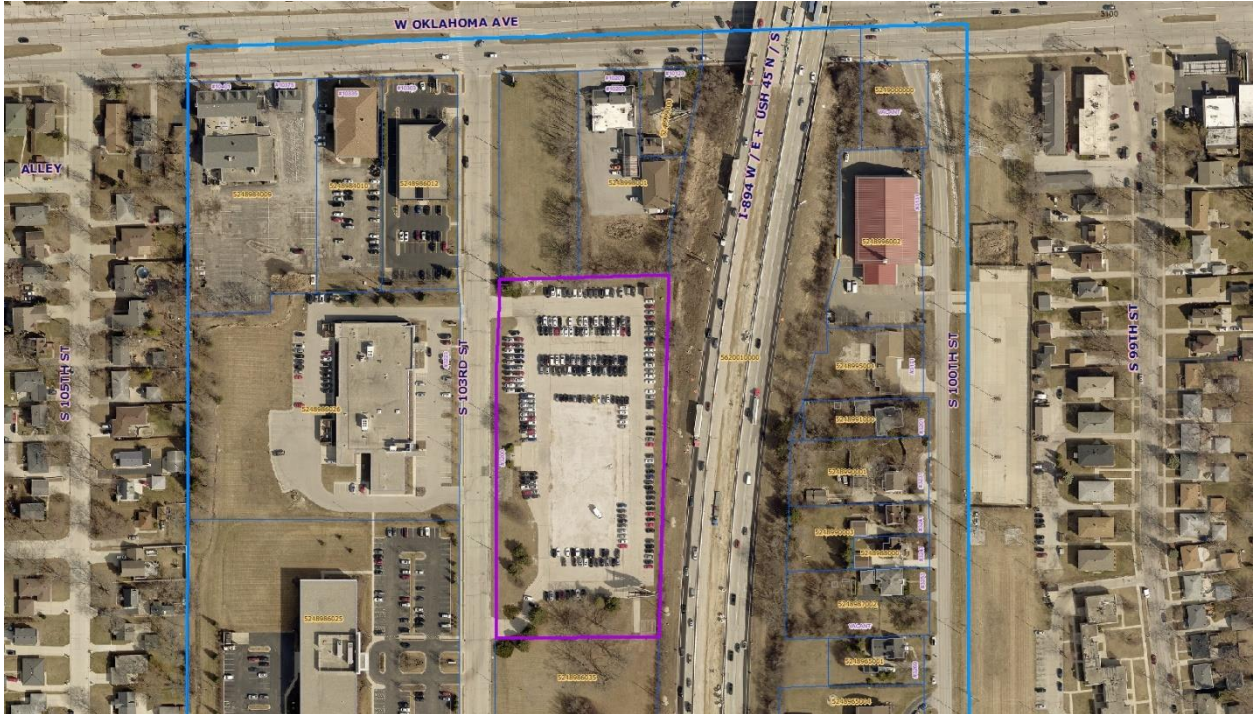
13B. Site, Landscaping and Architectural Plans for Milwaukee Rehabilitation Hospital, a proposed hospital, to be located at 3200 S. 103 St., submitted by Alex Bennet, d/b/a WB Development Partners, LLC and Scott Mayer, d/b/a QPS Employment Group, Inc. (Tax Key No. 524-8986-034)

Items 13A and 13B may be considered together.

Overview and Zoning



WB Development Partners, LLC, based out of Irving, TX, is proposing to construct a \$15,000,000, three (3)-story, 48,000 sq. ft., 40-bed inpatient physical therapy rehabilitation hospital (24/7) on the approximate four (4)-acre vacant site where the former Knights of Columbus building used to stand. The site is currently being used as a temporary parking lot for Schlossmann's Honda overflow inventory. The property is zoned C-2 Community Commercial District. A hospital is a permitted use in the C-4 Regional Business District, hence the request to rezone the property to C-4. Staff supports the rezoning, as S. 103 St. is a business-oriented road that includes other medical uses, such as the Children's Hospital medical office building across the street.



An Inpatient Rehabilitation Facility (IRF) provides intensive rehabilitation services using an interdisciplinary team approach in a hospital environment. Admission to an IRF is appropriate for patients with complex nursing, medical management, and rehabilitative needs. Rehabilitation programs at IRFs are supervised by rehabilitation physicians and include services such as physical and occupational therapy, rehabilitation nursing, and speech-language pathology. Ninety (90%) of the patients come from acute care settings and stay 12-14 days so that they can be discharged back to their homes. This type of hospital is slightly new to the Milwaukee region. This is a similar use to the Rehabilitation Hospital of Wisconsin in Waukesha; however in Waukesha, they offer outpatient therapy—this proposed Greenfield location will strictly be inpatient. Nobis Rehabilitation Partners, based in Dallas, TX, will run the operations of the facility.

On any given day, the average occupancy of the 40 beds will be approximately 85-90%. The facility will staff approximately 60 people during the day and 40 at night. Here is a summary of the types and numbers of staffing:

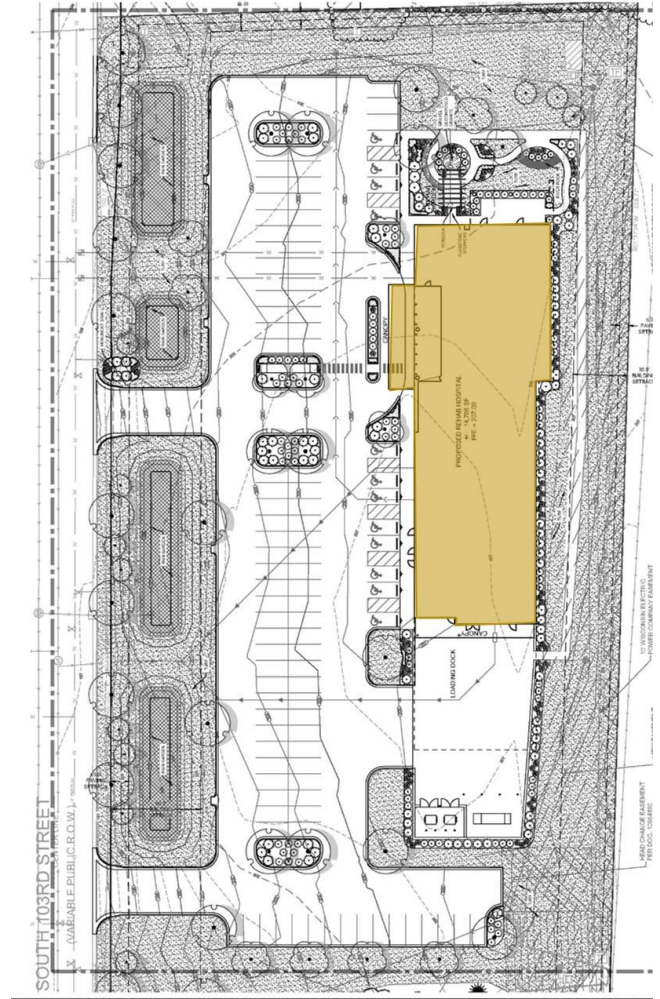
- a. Nursing and Therapy [Clinical]- 30

- b. Food services-6
- c. Marketing/Admissions- 5
- d. Case Managers/Business office/Medical Records- 5
- e. Housekeeping- 4
- f. Admin- 4
- g. Pharmacy- 3
- h. Materials/Facilities- 3

Site, Landscaping and Architectural Plans

Each floor of the proposed 3-story hospital will be approximately 15,000 sq. ft. in area. The building will be situated closest to the eastern property line, along the freeway, with the parking lot on the west side of the building along S. 103 St. The main entrance and pick-up/drop-off canopy will be located on the west building façade. There will be a total of three (3) driveway entrances off of S. 103 St. Driveway permits will be required from the Engineering Division.

The site will be well landscaped with parking lot landscape islands, rain gardens and additional landscaping along S. 103 St., grass along the north, east and south sides of the building, foundation planting along the building footprint, the maintenance of mature trees along the south property line, and the addition of a “rehab garden” on the north side of the building. The City Forester has yet to review and comment on the landscaping plan. Any comments will be passed along to the architect/engineer and developer.



The 3-story hospital will be entirely constructed of modular brick and clear glass windows. A cast stone material will separate the brick at each of the three (3) building level transitions. Rooftop mechanicals will be screened with a pre-formed metal screen, champagne in color. Louvered sun shade canopies will be erected above the windows on the east building elevation. The second and third floors at the north entrance of the building, wrapping around the corner of the east building elevation, will be constructed of floor-to-ceiling glass windows, creating a welcoming and eye-catching building feature for freeway traffic and southbound traffic on S. 103 St.

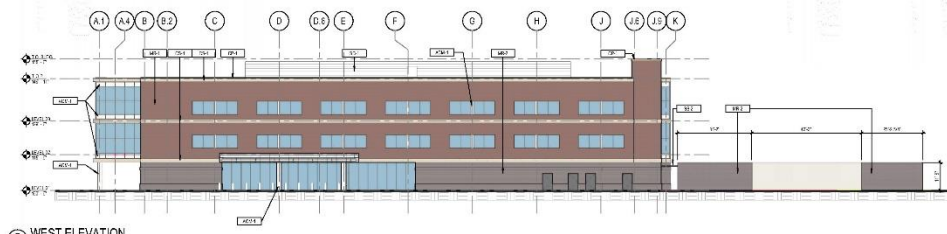


The south side of the building will include a 12-ft. modular brick screening wall/loading area, enclosing approximately 7,800 sq. ft. in area where mechanicals and refuse will be kept/screened. Trucks will enter this area from the parking lot, as there is a 46-ft. wide vehicular opening on the west side of the screening wall. Staff does not recommend any building design modifications.

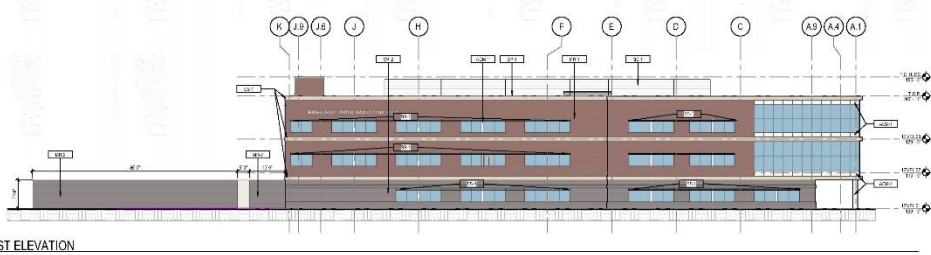




NORTHWEST CORNER VIEW



2 WEST ELEVATION
118' - 10"



1 EAST ELEVATION
118' - 10"

EXTERIOR ELEVATION LEGEND	
	BRICK
	GLASS
	STONE
	METAL
	CONCRETE
	WOOD
	PAINT
	ASPHALT
	GRASS
	TREES
	SHRUBS
	FENCES
	PATHS
	LANDSCAPING

Perkins&Will

Pinnacle Engineering Group
 PLAN | DESIGN | DELIVER
 3200 S 103RD ST., GREENFIELD, WI 53227
 761.533.1111

GREENFIELD REHAB HOSPITAL
 3200 S 103RD ST., GREENFIELD, WI 53227

ELEVATIONS

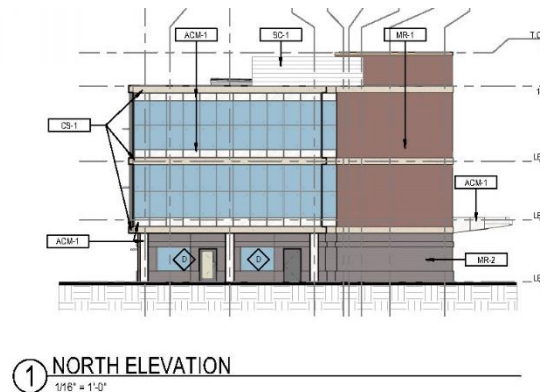
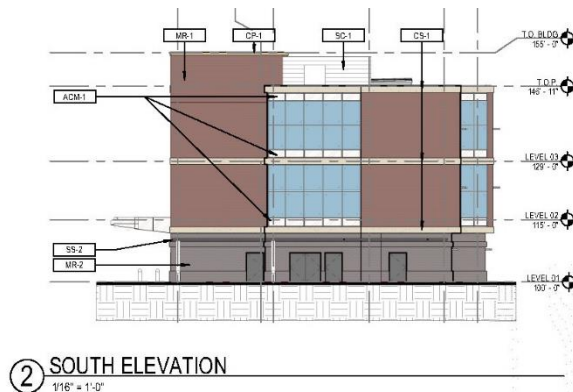
REVISIONS

SHEET
A03

www.pinnacle-engr.com

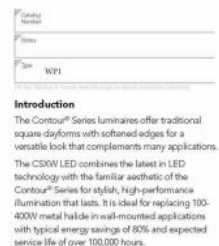
FOR REVIEW ONLY

TITLE PAGE



Lighting/Photometric Plan

The proposal included a lighting and photometric plan. There will be 12 light poles with LED full cutoff heads, and eight (8) contour series LED wall-mounted building lights. Light splay is nearly zero around the property perimeter lines. There are no residential uses in the general area.



Parking

The hospital will likely be short on parking per the code. Required parking numbers need to be provided yet in order for the parking requirements to be determined. This can be further discussed at the Plan Commission meeting. Per Sec. 21.04.0304 of the Greenfield Municipal Code (C-4, the proposed zoning), "The Plan Commission will evaluate the impact of the standards for building setback/placement and parking lot layout with new construction on a site by site basis and will determine under Site, Building, and Landscape Review what the appropriate building setback/placement and parking lot layout will be within the context of total site review. That recommendation will be forwarded to the Common Council for consideration." Staff is not concerned about a shortage of parking on this site and believes that the Code's parking requirements could/should be relaxed/modified in the future when it comes to medical uses/hospital uses. There will be 109 on-site parking provided.

Recommendation: Recommend Common Council approval of the Ordinance to amend the official Greenfield Zoning Map by rezoning the property located at 3200 S. 103 St.

from C-2 Community Commercial District to C-4 Regional Highway Business and the Site, Landscaping and Architectural Plans for Milwaukee Rehabilitation Hospital, a proposed hospital, to be located at 3200 S. 103 St., submitted by Alex Bennet, d/b/a WB Development Partners, LLC and Scott Mayer, d/b/a QPS Employment Group, Inc. (Tax Key No. 524-8986-034), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 8 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 Landscaping Plans being submitted to the Community Development Division to show the following: (a) landscaping species and quantity modifications at the request of the City Forester, if applicable.
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. The required approval and/or permits from WDNR/MMSD for sanitary sewer and storm water management and from WDNR/Milwaukee Water Works for water distribution.
5. A civil plan set and stormwater management report being submitted to the Engineering Division for review and approval.
6. A Master Signage Plan being submitted to the Community Development Division for Plan Commission review and approval.
7. Approval from the Assessor's Office for a separate tax key assignment for the two (2) existing parcels.
8. Common Council approval of the rezoning request from C-2 to C-4, following a public hearing.

14. Community Development Manager Report

15. Adjournment.