CITY OF FRANKLIN PLAN COMMISSION MEETING* FRANKLIN CITY HALL COUNCIL CHAMBERS 9229 W. LOOMIS ROAD, FRANKLIN, WISCONSIN AGENDA THURSDAY, MAY 6, 2021, 7:00 P.M.

The YouTube channel "City of Franklin WI" will be live streaming the Plan Commission meeting so that the public will be able to watch and listen to the meeting.

https://www.youtube.com/c/CityofFranklinWIGov.

- A. Call to Order and Roll Call
- **B.** Approval of Minutes
 - 1. Approval of regular meeting of April 22, 2021.
- C. **Public Hearing Business Matters** (action may be taken on all matters following the respective Public Hearing thereon)
- D. **Business Matters** (no Public Hearing is required upon the following matters; action may be taken on all matters)
 - 1. BIGGBY COFFEE FRANCHISE LOGO SIGN INSTALLATION WITHIN THE SHOPPES AT WYNDHAM VILLAGE COMMERCIAL RETAIL CENTER. Master Sign Program Amendment application by Franklin-Wyndham, LLC, property owner, to allow for the installation of logo signs that are larger than the standards of the Master Sign Program (MSP) for the Shoppes at Wyndham Village (the MSP limits signage to 26 inches high), specifically, a logo sign that is 42.7 inches high on the east façade, 38 inches high on the south façade and 48 inches high on the west façade, for property located at 7700 South Lovers Lane Road, Unit 100, zoned CC City Civic Center District; Tax Key No. 794-9999-006.
 - 2. **HOME DEPOT (STORE 4907) OUTDOOR SALES.** Temporary Use application by Home Depot USA, Inc., for outdoor seasonal trees, shrubs and landscape bagged goods sales, for property zoned Planned Development District No. 14 (Jewel-Osco/Home Depot) and FW Floodway District, located at 6489 South 27th Street; Tax Key No. 714-9996-015.
- E. Adjournment

^{*}Supporting documentation and details of these agenda items are available at City hall during normal business hours.

^{**}Notice is given that a majority of the Common Council may attend this meeting to gather information about an agenda item over which they have decision-making responsibility. This may constitute a meeting of the Common Council per *State ex rel. Badke v. Greendale Village Board*, even though the Common Council will not take formal action at this meeting.

Franklin Plan Commission Agenda

5/6/21

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[Note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, contact the City Clerk's office at (414) 425-7500.]

REMINDERS:

Next Regular Plan Commission Meeting: May 20, 2021

City of Franklin Plan Commission Meeting April 22, 2021 Minutes

000.

unapproved

A. Call to Order and Roll Call

Mayor Steve Olson called the April 22, 2021, regular Plan Commission meeting to order at 7:00 p.m. in the Council Chambers at Franklin City Hall, 9229 West Loomis Road, Franklin, Wisconsin.

Present were Mayor Steve Olson, Commissioners Patrick Leon, Patricia Hogan and Adam Burckhardt and Alderman Mark Dandrea, City Engineer Glen Morrow and City Attorney Jesse Wesolowski. Participating remotely was Commissioner Kevin Haley. Also present were Planning Manager Heath Eddy and Principal Planner Régulo Martínez-Montilya.

B. Approval of Minutes

1. Regular Meeting of April 8, 2021

Alderman Dandrea moved and Commissioner Hogan seconded approval of the April 8, 2021 regular meeting minutes. On voice vote, all voted 'aye'. Motion carried (6-0-0).

C. Public Hearing Business Matters

1. ILLIE TINTS AUTOMOTIVE WINDOW TINTING SERVICE

BUSINESS. Special Use application by Michael A. LaFuentes, owner of ILLIE Tints, LLC, to operate an automotive window tinting service business, with hours of operation from 9:00 a.m. to 5:00 p.m., Monday through Friday, and on Saturday from 9:00 a.m. to 2:00 p.m., in an existing building located at 8581 South 27th Street, property zoned B-4 South 27th Street Mixed-Use Commercial District; Tax Key No. 832-9997-000.

Planning Manager Heath Eddy presented the request by Michael A. LaFuentes, owner of ILLIE Tints, LLC, to operate an automotive window tinting service business, with hours of operation from 9:00 a.m. to 6:00 p.m., Tuesday through Saturday, in an existing building located at 8581 South 27th Street, property zoned B-4 South 27th Street Mixed-Use Commercial District; Tax Key No. 832-9997-

The Official Notice of Public hearing was read in to the record by Planning Manager Heath Eddy and the Public Hearing was opened at 7:05 p.m. and closed at 7:05 p.m.

Alderman Dandrea moved and City Engineer Morrow seconded a motion to recommend approval of a Resolution imposing conditions and restrictions for the approval of a Special Use for an automotive window tinting service business use upon property located at 8581 South 27th Street, with the addition of condition No. 4 to be prepared by staff relative to existing parking spaces encroaching into the right-of-way. On voice vote, all voted 'aye'. Motion carried (6-0-0).

D. Business Matters

1. FOREST PARK MIDDLE SCHOOL LAND COMBINATION.

Land Combination application by Franklin Public Schools for combining three (3) properties located at West Forest Hill Avenue: 8225-8255, Forest Park Middle School (39.39 acres), 8429, formerly "Luxembourg Gardens" (9.68 acres) and 8459 (3.85 acres) [the resulting Forest Park Middle School site will be approximately 54 acres], properties zoned I-1 Institutional District; Tax Key Nos. 838-9978-000, 839-9990-000 and 839-9991-004.

2. FRANKLIN VILLAGE SHOPPING CENTER SIGNAGE.

Master Sign Program Amendment application by Franklin Village Properties, LLC, property owner, to allow for signage changes within the shopping center, specifically, to remove the anchor tenant sign from the Master Sign Program (such sign was approved as part of the Master Sign Program but never installed), remove the existing Franklin Village pole sign, its electronic message center and bollards, and increase the multi-tenant pylon sign area from 152 square feet to 235 square feet [the alterations to the existing multitenant pylon sign are limited to sign cabinets (the location and structure of this sign will remain), this multi-tenant sign currently has 1 header cabinet and 7 tenants cabinets, while the applicant is proposing 1 header cabinet, 1 electronic message center and 1 tenants cabinet that may allow up to 16 tenant signs (the overall sign area with this amendment will be reduced from 917 square feet to 900 square feet, a 17 square foot decrease)], for property zoned B-3 Community Business District, located at 7101-7131 South 76th Street (Franklin Village); Tax Key No. 755-0038-001.

Principal Planner Régulo Martínez-Montilva presented the request by Franklin Public Schools for combining three (3) properties located at West Forest Hill Avenue: 8225-8255, Forest Park Middle School (39.39 acres), 8429, formerly "Luxembourg Gardens" (9.68 acres) and 8459 (3.85 acres) [the resulting Forest Park Middle School site will be approximately 54 acres], properties zoned I-1 Institutional District; Tax Key Nos. 838-9978-000, 839-9990-000 and 839-9991-004.

Alderman Dandrea moved and Commissioner Hogan seconded a motion to recommend approval of a Resolution conditionally approving a Land Combination for tax key nos. 838-9978-000, 839-9990-000 and 839-9991-004 (8225-8255, 8429 and 8459 West Forest Hill Avenue). On voice vote, all voted 'aye'. Motion carried (6-0-0).

Principal Planner Régulo Martínez-Montilva presented the request by Franklin Village Properties, LLC, property owner, to allow for signage changes within the shopping center, specifically, to remove the anchor tenant sign from the Master Sign Program (such sign was approved as part of the Master Sign Program but never installed), remove the existing Franklin Village pole sign, its electronic message center and bollards, and increase the multi-tenant pylon sign area from 152 square feet to 235 square feet [the alterations to the existing multi-tenant pylon sign are limited to sign cabinets (the location and structure of this sign will remain), this multi-tenant sign currently has 1 header cabinet and 7 tenants cabinets, while the applicant is proposing 1 header cabinet, 1 electronic message center and 1 tenants cabinet that may allow up to 16 tenant signs (the overall sign area with this amendment will be reduced from 917 square feet to 900 square feet, a 17 square foot decrease)], for property zoned B-3 Community Business District, located at 7101-7131 South 76th Street (Franklin Village); Tax Key No. 755-0038-001.

Alderman Dandrea moved and Commissioner Leon seconded a motion to adopt a Resolution approving an Amendment to the Master Sign Program for Franklin Village Shopping Center to allow for signage changes (7101-7131 South 76th Street). On voice vote, all voted 'aye'. Motion carried (6-0-0).

BALLPARK COMMONS MIDWEST ORTHOPEDIC SPECIALTY HOSPITAL BUILDING INDOOR SPORTS COMPLEX WITHIN PLANNED **DEVELOPMENT DISTRICT NO. 37** (THE ROCK SPORTS COMPLEX/BALLPARK **COMMONS) INCREASE IN** MAXIMUM SIGNAGE. Unified Development Ordinance §15-3.0442 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) Amendment (Major) application by Christopher D. Buday, River Rock Performance Properties, LLC (BPC County Land, LLC, property owner), to allow for signage changes, specifically, to increase the total sign face area (City of Franklin Municipal Code allows a maximum of approximately 750 square feet) for the new Indoor Sports Complex located at 7095 South Ballpark Drive, within Ballpark Commons, to a total of 12,507 square feet in area distributed in 38 signs, property zoned Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons); Tax Key No. 744-1005-000. [THE PUBLIC HEARING FOR THIS APPLICATION WAS PREVIOUSLY NOTICED FOR, OPENED AND CLOSED AT THE APRIL 8, 2021 MEETING AND THE SUBJECT MATTER IS CONTINUED FROM THE APRIL 8, 2021 PLAN **COMMISSION MEETING.**]

Principal Planner Regulo Martinez-Montilva presented the request by Christopher D. Buday, River Rock Performance Properties, LLC (BPC County Land, LLC, property owner), to allow for signage changes, specifically, to increase the total sign face area (City of Franklin Municipal Code allows a maximum of approximately 750 square feet) for the new Indoor Sports Complex located at 7095 South Ballpark Drive, within Ballpark Commons, to a total of 12,507 square feet in area distributed in 38 signs, property zoned Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons); Tax Key No. 744-1005-000.

Alderman Dandrea moved and Commissioner Leon seconded a motion to recommend approval of an Ordinance to amend §15-3.0442 of the Unified Development Ordinance Planned Development District No. 37 (the Rock Sports Complex/Ballpark Commons), to increase the maximum permitted sign face area of approximately 750 square feet to 10,633 square feet (distributed between 29 signs) for the indoor sports complex (at approximately 7095 South Ballpark Drive), with a sign area reduction of 50% for the illuminated North ID wall sign. On voice vote, all voted 'aye'. Motion carried (6-0-0).

4. KIDS CONNECTION
CHILDCARE CENTER DAYCARE
FACILITY. Site Plan application by
Kristopher A. Kraussel/B & B
Investments of Rawson, LLC
(Kristopher A. Kraussel and Tina M.
Kraussel, property owners) to allow for
construction of a 10,509 square foot
single-story building as well as an
associated 3,419 square foot playground
(aluminum fencing around the perimeter)
on the east side of the building, 47
parking spaces, two driveways with

Principal Planner Régulo Martínez-Montilva presented the request by Kristopher A. Kraussel/B & B Investments of Rawson, LLC (Kristopher A. Kraussel and Tina M. Kraussel, property owners) to allow for construction of a 10,509 square foot single-story building as well as an associated 3,419 square foot playground (aluminum fencing around the perimeter) on the east side of the building, 47 parking spaces, two driveways with connection to Rawson Avenue, landscaping, outdoor lighting and a bioretention basin on the west end of the property for onsite storm water management (a turn lane on Rawson Avenue, in the eastbound lane of traffic, will be constructed per

connection to Rawson Avenue, landscaping, outdoor lighting and a bioretention basin on the west end of the property for onsite storm water management (a turn lane on Rawson Avenue, in the eastbound lane of traffic, will be constructed per Milwaukee County requirements), with hours of operation Monday through Friday [child daycare services under Standard Industrial Classification Code No. 8351 is a Permitted Use in the B-4 South 27th Street Mixed-Use Commercial District], upon property located at 3030-3130 West Rawson Avenue (northwest corner of the intersection of Rawson Avenue and Riverwood Boulevard, approximately 2.21 acres of vacant land), zoned B-4 South 27th Street Mixed-Use Commercial District and FC Floodplain Conservancy District; Tax Key No. 738-9991-001, Requested Waivers of South 27th Street Design Overlay District Standards:

- a. 15-3.0353B. Coordination of site furnishings (lighting and site furnishings [benches, trash receptacles, bicycle racks, etc.])-request for waiver of this requirement.
- b. 15-3.0354C.1. Interior Landscaping for Off-street Parking Areas (a minimum of 20 square feet of interior landscaped island shall be provided per parking stall)-request for waiver of this requirement.
- c. 15-3.0355A.1. Building Character and Design (buildings located on prominent sites-such as key intersections, corners, terminations of street vistas, and on high points-shall be multi-story and exhibit quality architectural design to serve as landmarks)-request for waiver of this requirement.
- d. 15-3.0355B.8.d. Pedestrian Accessibility (buildings shall utilize a corner entrance to the building)-request for waiver of this requirement.
- e. 15-3.0355B.10.c. External Storage (all trash collection areas must be located within the structure, or behind the building in an enclosure)-request for waiver of this requirement.

Milwaukee County requirements), with hours of operation Monday through Friday [child daycare services under Standard Industrial Classification Code No. 8351 is a Permitted Use in the B-4 South 27th Street Mixed-Use Commercial District], upon property located at 3030-3130 West Rawson Avenue (northwest corner of the intersection of Rawson Avenue and Riverwood Boulevard, approximately 2.21 acres of vacant land), zoned B-4 South 27th Street Mixed-Use Commercial District and FC Floodplain Conservancy District; Tax Key No. 738-9991-001, Requested Waivers of South 27th Street Design Overlay District Standards:

Requested Waivers of South 27th Street Design Overlay District Standards:

a. 15-3.0353B. Coordination of site furnishings (lighting and site furnishings [benches, trash receptacles, bicycle racks, etc.])-request for waiver of this requirement.

Alderman Dandrea moved and Commissioner Leon seconded a motion to deny the waiver requested from required standards under 15-3.0353B. pertaining to site furnishings. On voice vote, all voted 'aye'. Motion carried (6-0-0).

b. 15-3.0354C.1. Interior Landscaping for Off-street Parking Areas (a minimum of 20 square feet of interior landscaped island shall be provided per parking stall)-request for waiver of this requirement.

Alderman Dandrea moved and Commissioner Burckhardt seconded a motion to waive the required standards under 15-3.03543C.1. pertaining to interior landscaping for off-street parking areas, with the condition that the hatched drop-off area shall be turned into a landscaped area. On voice vote, all voted 'aye'. Motion carried (6-0-0).

c. 15-3.0355A.1. Building Character and Design (buildings located on prominent sites-such as key intersections, corners, terminations of street vistas, and on high points-shall be multi-story and exhibit quality architectural design to serve as landmarks)-request for waiver of this requirement.

Alderman Dandrea moved and Commissioner Hogan seconded a motion to waive the required standards under 15-3.0355A.1. pertaining to building character and design. On voice vote, all voted 'aye'. Motion carried (6-0-0).

d. 15-3.0355B.8.d. Pedestrian Accessibility (buildings shall utilize a corner entrance to the building)-**request for waiver of this requirement.**

Alderman Dandrea moved and Commissioner Burckhardt seconded a motion to waive the required standards under 15-3.0355B.8.d. pertaining to pedestrian accessibility. On voice vote, all voted 'aye'. Motion carried (6-0-0).

e. 15-3.0355B.10.c. External Storage (all trash collection areas must be located within the structure, or behind the building in an enclosure)-request for waiver of this requirement.

Alderman Dandrea moved and Commissioner Hogan seconded a motion to waive the required standards under 15-3.0355B.10.c. external storage. On voice vote, all voted 'aye'. Motion carried (6-0-0).

Site Plan

Motion 1

Commissioner Leon moved to deny a Resolution approving a Site Plan for construction of a daycare building, playground, parking lot, driveways and stormwater basin with associated landscaping, fencing and lighting (3030-3130 West Rawson Avenue). Motion died due to lack of a second.

Motion 2

Alderman Dandrea moved and Commissioner Burckhardt seconded a motion to adopt a Resolution approving a Site Plan for construction of a daycare building, playground, parking lot, driveways and stormwater basin with associated landscaping, fencing and lighting (3030-3130 West Rawson Avenue). On roll call, four (4) voted 'aye', two (2) voted 'nay', no absents. Motion carried (4-2-0).

Commissioner Hogan moved and Commissioner Leon seconded a motion to adjourn the Plan Commission meeting of April 22, 2021 at 8:32 p.m. On voice vote, all voted 'aye'; motion carried. (6-0-0).

E. Adjournment



REPORT TO THE PLAN COMMISSION

Meeting of May 6, 2021

Master Sign Program Amendment

RECOMMENDATION: City Development Staff recommends approval of the Master Sign Program Amendment for the Shoppes at Wyndham Village development located at 7700-7800 South Lovers Lane Road, to accommodate signage for the Biggby Coffee, 7700 S Lovers Lane Rd. STE 100, subject to the conditions in the attached draft resolution.

Project Name: Shoppes at Wyndham Village Master Sign Program

Amendment for the Learning Experience

Project Address: 7700 S. Lovers Lane Road, Suite 100

Applicant: Keith Washington, Cream City Ventures

Property Owner: Franklin-Wyndham, LLC

Current Zoning: CC City Civic Center District

2025 Comprehensive Plan Mixed Use

Use of Surrounding Properties: Single-Family Residential to the north and south, church to

the east and a gas station to the west

Applicant Action Requested: Approval of the proposed Master Sign Program

Amendment

Planner: Marion Ecks, Associate Planner

Introduction and Project Description:

On April 5, 2021 the applicant submitted an application for a Master Sign Program (MSP) Amendment for the Shoppes at Wyndham Village development located at 7700-7800 South Lovers Lane Road.

Master Sign Program

The Master Sign Program for the Shoppes at Wyndham Village was originally established via Resolution 2008-2. It has been subsequently amended via Resolution 2009-016 to allow for Pick 'N Save signage to replace the existing Sendik's signage; in 2012, to change the overall sign type from illuminated box signs to individual illuminated channel letters; in 2014 to allow for the signs for the Summit Credit Union development, and in 2016 to allow for changes to the signage for the Target Store, and in 2021 to allow for signage for the Learning Experience Daycare.

The Municipal Code (§210-9. E(1), §210-9.F(6), etc.) requires that any Master Sign Program provide for consistent and cohesive signage throughout a development. This applies to materials, design, and color selection. The MSP for the Shoppes at Wyndham Village stipulates that "the

intent of the MSP is to set forth a theme as to placement, lettering style, color and related design considerations of signs, while at the same time reducing sign clutter."

Analysis

The applicants are requesting amendments to allow for an increase in the height of logo signage above the 26" standard of the MSP:

- o 42.7" on the eastern (entrance) façade
- o 38" on the southern (drive-through) façade
- o 48" on the western (street) façade

The proposed signage meets the standards for overall sign area and restricted color pallet for the MSP. In addition, the lettering of the signs is within the height limitation of the MSP. The increase in height is not out of proportion with neighboring signs or the building. For each sign, the logo is approximately the combined height of the two rows of letters.

The Inspection Services Department, who issues permits for commercial signage had no comments regarding the proposed amendment.

Additional Comments

The applicant must show that they have obtained approval for both revisions to the master sign program, and initial approval for any sign, from the operators of the Shoppes at Wyndham Village. A copy of a letter from Cloverleaf Real Estate (Franklin-Wyndham LLC) to that effect is included in your packets.

Staff has made the applicant aware that a Sign Permit shall be issued prior to installation of any new sign.

Staff Recommendation

City Development Staff recommends approval of the Master Sign Program Amendment for the Shoppes at Wyndham Village development located at 7700-7800 South Lovers Lane Road, to accommodate signage for the Biggby Coffee, 7700 S Lovers Lane Rd. STE 100, subject to the conditions in the attached draft resolution.

CITY OF FRANKLIN PLAN COMMISSION

MILWAUKEE COUNTY [Draft 4-27-21]

RESOLUTION NO. 2021-

A RESOLUTION APPROVING AN AMENDMENT TO THE MASTER SIGN PROGRAM FOR THE SHOPPES AT WYNDHAM VILLAGE COMMERCIAL RETAIL CENTER TO ALLOW FOR LARGER THAN STANDARD ALLOWED SIGNAGE SIZE FOR BIGGBY COFFEE SIGNAGE (7700 SOUTH LOVERS LANE ROAD, UNIT 100) (FRANKLIN-WYNDHAM, LLC, PROPERTY OWNER)

WHEREAS, Franklin-Wyndham, LLC, having petitioned the City of Franklin for the approval of an amendment to Resolution No. 2008-2, conditionally approving a Master Sign Program for The Shoppes at Wyndham Village Commercial Retail Center, as amended by Resolution No. 2009-016 and thereafter by Resolution No. 2012-001, 2014-004, 2016-005 and 2021-001, to allow for the installation of Biggby Coffee logo signs that are larger than the standards of the Master Sign Program (MSP) for the Shoppes at Wyndham Village (the MSP limits signage to 26 inches high), specifically, a logo sign that is 42.7 inches high on the east façade, 38 inches high on the south façade and 48 inches high on the west façade, upon property located at 7700 South Lovers Lane Road, Unit 100, and such application having been reviewed by City staff and the application and staff recommendations and suggested considerations having been reviewed by the Plan Commission at its meeting on May 6, 2021; and

WHEREAS, the Plan Commission having determined that the Franklin-Wyndham, LLC amendment to Master Sign Program application for Biggby Coffee, together with those staff recommendations and suggested considerations meets the purposes and intent of §210-9 of the Municipal Code of the City of Franklin and will promote the health, safety and welfare of the Community.

NOW, THEREFORE, BE IT RESOLVED, by the Plan Commission of the City of Franklin, Wisconsin, that the Franklin-Wyndham, LLC amendment to Master Sign Program application for Biggby Coffee be and the same is hereby approved, subject to the Franklin-Wyndham, LLC amendment to Master Sign Program application for Biggby Coffee, and plans City file-stamped on May 28, 2021, together with the following additional conditions, which conditions shall be incorporated into the Master Sign Program – The Shoppes at Wyndham Village Commercial Retail Center:

1. Franklin-Wyndham, LLC, successors and assigns, and any developer of The Shoppes at Wyndham Village Commercial Retail Center Master Sign Program for Biggby Coffee, located in Unit 100, shall pay to the City of Franklin the amount of all development compliance, inspection and review fees incurred by the City of Franklin, including fees of consults to the City of Franklin, for the Franklin-Wyndham, LLC

FRANKLIN-WYNDHAM, LLC - MASTER SIGN PROGRAM AMENDMENT
RESOLUTION NO. 2021-
Page 2
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Master Sign Program for Biggby Coffee, within 30 days of invoice for same. Any violation of this provision shall be a violation of the Unified Development Ordinance, and subject to §15-9.0502 thereof and §1-19 of the Municipal Code, the general penalties and remedies provisions, as amended from time to time.

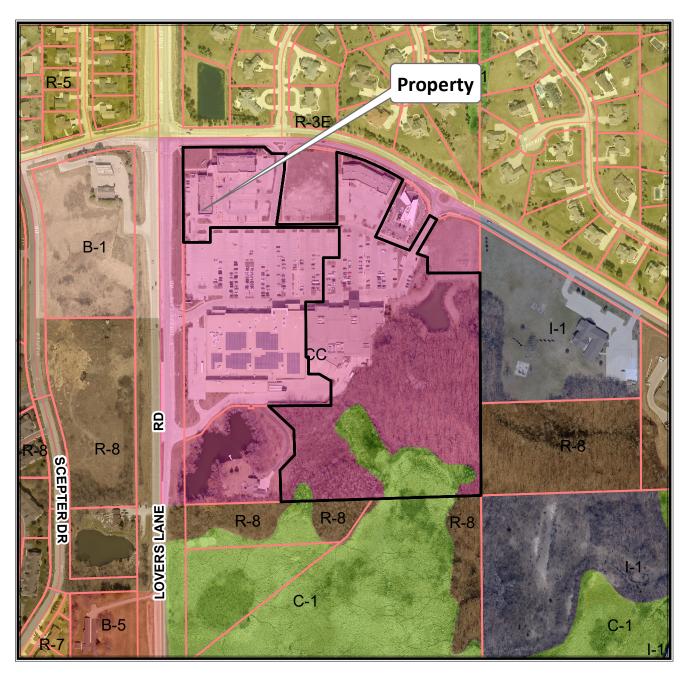
- 2. Compliance with the "City of Franklin Master Sign Program" document annexed hereto and incorporated herein amended as set forth below, and such amendments only being applicable to the Biggby Coffee development property.
- 3. The Master Sign Program is hereby amended to allow for an increase in the height of signage, to allow for logo sign that are 42.7 inches high on the east façade, 38 inches high on the south façade and 48 inches high on the west façade.

BE IT FURTHER RESOLVED, that all terms and conditions of Resolution No. 2008-2, as amended by Resolution Nos. 2009-016, 2012-001, 2014-004, 2016-005 and 2021-001, not specifically and expressly amended by or in direct conflict with this Resolution, shall remain in full force and effect.

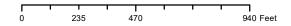
Introduced at a regular meeday of			ting of the Plan Commission of the City of Franklin this, 2021.		
			meeting of the Plan Commission of the City of, 2021.		
			APPROVED:		
			Stephen R. Olson, Chairman		
ATTEST:					
Sandra L.	Wesolowski,	City Clerk			
AYES	NOES	ABSENT			



7700 S. Lovers Lane Road TKN: 794 9999 006



Planning Department (414) 425-4024

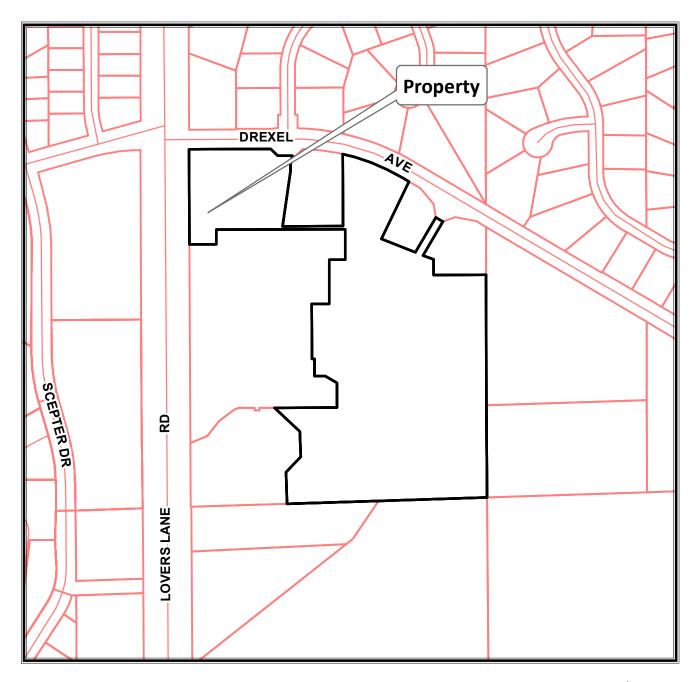


NORTH 2017 Aerial Photo

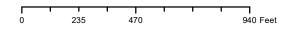
This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.



7700 S. Lovers Lane Road TKN: 794 9999 006



Planning Department (414) 425-4024



NORTH 2017 Aerial Photo

This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.



April 26, 2021

City of Franklin Department of City Development 9229 W. Loomis Rd. Franklin, WI 53132

Attn: Planning Commission

Subject: 7700 S. Lovers Lane Rd., suite 100, Biggby Coffee – request for Master Sign Plan amendment

Dear Planning Commission members:

Biggby Coffee is the tenant at 7700 S. Lovers Lane Rd., suite 100. On behalf of Biggby Coffee, we request an amendment to the existing Master Sign Plan. The retail tenant identification wall signs would deviate from both the 26" OAH and the white copy letter face requirements:

- 1. The colors of the proposed signs will be predominantly black and orange. They compliment the building's earth tones and will be easily legible.
- 2. The property is an end unit and is allowed three (3) signs—one for each elevation. Each sign is to be centered over the tenant space.
- 3. The sizes of the proposed signs are as follows -
 - #1 East elevation linear frontage measures at 32′-2″; allowable sign area is 48.25 sq ft; requested sign area is 43.7 sq ft, 4.55 sq ft less than allowed.
 - #2 South elevation linear frontage measures at 65'; allowable sign area is 97.5 sq ft; requested sign area is 34.38 sq ft, 63.12sq ft less than allowed.
 - #3 West elevation linear frontage measures at 32'-2"; allowable sign area is 48.25 sq ft; requested sign area is 54.83 sq ft, 6.58 sq ft more than allowed.
- 4. QSR tenant identification wall signs are proposed and requested be permitted. As noted, the proposed sign for the west elevation exceeds the allowable size by 6.58 sq ft and is visually appropriate for the wall space.
- 5. All wall signs proposed consist of a logo, individual letters, and a "drive thru" cabinet on raceways.
- 6. Included in the packet is:
 - a. a site plan showing the building's location, the frontage dimensions, and the sign locations on the building
 - b. & c. an elevation drawing for each side of the building proposed to have signage and details of the sign on its respective elevation; also included are building elevation drawings showing 26"H signs.
 - d. additional information
 - i. The sign faces of the logo, letters, and drive thru cabinet on raceways will be orange and black



ii. The LED's inside the logo, letters, and drive thru cabinet will be white

The reasons for the requested change are: 1) at only 26"H, the signs will be barely visible on the building unless one is very close to the building; 2) the coffee shop branding color is orange and black which will be recognizable to customers; and, 3) the design and finishes compliment the building design and colors.

Feel free to contact me with any comments or questions.

Sincerely,

Signs & Lines by Stretch

Ramona Marenda, Sales / Project Manager

RM

enc

City of Franklin Department of City Development

Date:

April 20, 2021

To:

Keith Washington, Cream City Ventures

From:

Department of City Development

RE:

Biggby Coffee Master Sign Program Amendment Application – Staff Comments

Please be advised that City Staff has reviewed the above application for property located at 7700 S. Lovers Lane Rd. Suite 100. Department comments are as follows for the Master Sign Program (MSP) Amendment Application date-stamped by the City of Franklin on April 5, 2021.

Response to Staff comments from Signs & Lines by Stretch on behalf of Keith Washington are in blue text.

Ordinance Requirements

§210-9: Master sign program.

The Plan Commission shall hear all requests for the establishment or amendment of a master sign program, make written findings, and approve, modify, approve with conditions, or deny such requests, in accordance with the standards of §210-9.D

- 1. Please note that §210-9.C requires that each individual sign must be applied for and permitted separately. A separate application for each sign in the amendment of the master sign program is provided by Signs & Lines by Stretch (Ramona Marenda, project manager).
- 2. All signage must also receive a sign permit from Inspection Services. The sign permit applications have been submitted to Steve Ketterhagen of Franklin's Inspection Services by Signs & Lines by Stretch (Ramona Marenda, project manager).

Requirements of the Master Sign Program – Shoppes at Wyndham Village

The MSP and subsequent amendments via Resolutions 2008-2, 2009-016, 2012-001, 2014-004, and 2016-005 for the Shoppes at Wyndham Village detail requirements for signage at this development.

- 3. Prior to approval, any sign must obtain initial approval from the owners of the Shoppes at Wyndham Village (ORD No. 2007-1934). An April 20, 2021 copy of the property owner's letter of approval for the larger, colored signs is included with each Master Sign Program amendment request.
- 4. Item 7(5) of Resolution 2012-001 requires that total signage for all signs at the Shoppes at Wyndham not exceed more than an increase of 100% of the standards of §210-4C(1)(d) and (e). Please verify that the proposed signage, does not exceed this allowance. We calculated the area of the signs at 7700 S. Lovers Lane Road, unit 100 according to the "sign area calculations & information". The three building frontages total 129'-4". Multiplying that distance by 1.5 results in a total maximum allowable sign area for the building of 194 sq. ft. Biggby Coffee is requesting a total signage area of 132.91 sq. ft. Thus, we are requesting 61.09 sq. ft. less signage than the maximum allowed.



April 20, 2021

Franklin Planning Commission 9229 W. Loomis Road Franklin, WI 53132

Re:

Biggby Coffee - 7700 Lovers Lane Road, Suite 100, Franklin, WI

Signage Package

To whom it may concern:

Please take this letter as Franklin-Wyndham, LLC's support of the signage package being proposed by our incoming tenant, Biggby Coffee. We feel the design and finishes are in line with those of a first class operator. As owners of the Shopping Center, we fully support an amendment to the Master Sign Program allowing for the design and installation of their sign package.

Thank you.

Very truly yours,

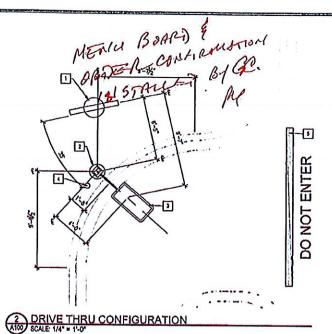
Franklin-Wyndham, LLC

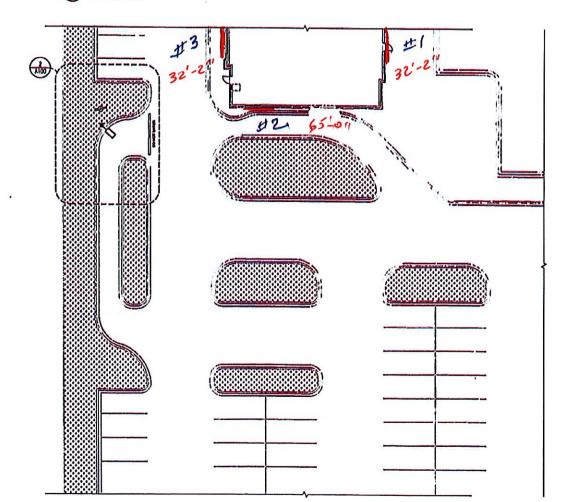
By: The Cloverleaf Real Estate Group, Inc.

Ross Cosyns Vice President

rec@cleafgroup.com

REC:lav





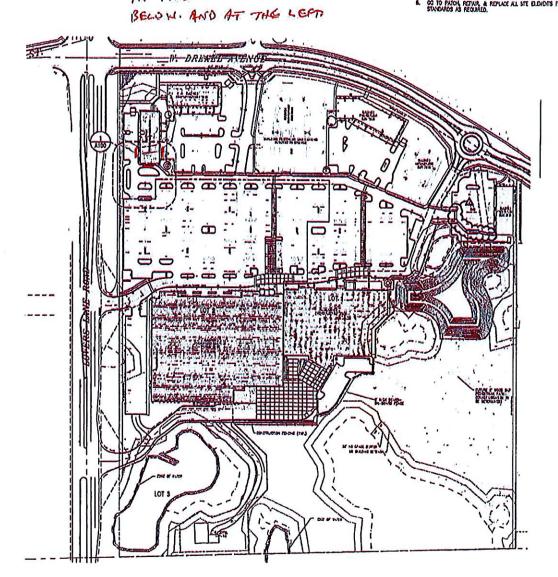
SITE PLAN SCALE: 1/16" = 1'-0"

KEYNOTES

- G.C. TO RISTALL HOM MENU BOARD, MODEL OTEXASA, G.C. TO PROVIDE CASSON FOLKMATION, 2°—0" X 4"—0 DEEP PER DRIVE THRU'S SPECEFICATIONS.
- G.C TO INSTALL NEW GROEK CONTRIBUTION SPEAKER, G.C TO PROVIDE CASSION FOLKBATON, 1'-6" DAMETER X 4'-0" DEEP PER DRIVE THRU'S SPECIFICATIONS
- ALTOWORKE SENSOR LOOP INSTALLED BY G.C PROVIDED BY OWNER.
- 5 PAYEMENT MANUNCS TO MAICH DEVELOPMENT STANDARDS VERBY ALL STRIPHIS & MARRIMON WITH LANGLERD PROR TO APPLICATION.

GENERAL NOTES

- 1. G.C. TO REPERCHE THE BOSSY DOME THRU SPEC BOOK FOR INSTALLATION DISTRUCTIONS FOR DRIVE THRU EQUIPADIT.
- 2. REFER TO ELECTRICAL DRAWINGS FOR ELECTRICAL INFORMATION.
- 3. C.C TO PROMOE (2) 3/4" CONDUITS FROM DRIVE THRU MENU BOARD TO
- 4. G.C TO PROVIDE (1) 3/4" CONDUST TO DRIVE TRHU SPEAKER TO BURDING.
- ALL PAYER, CURB, LANDSCAPE & STE BIFORMATION IS FOR REFERENCE ONLY— OF MAST FIELD YEARY CONDITIONS & REPORT DISCREPANCES TO THE OWNER BEFORE PROCEEDING.
- 6. OG TO PATCH, RETHIR, & REPLACE ALL SITE ELEMENTS PER DEVELOPMENT STANDARDS AS REQUALD.



SIGN LOCATIONS ARE NOTED

IN RED ON THE PLAN YIEW

3 AREA PLAN FOR REFERENCE ONLY
SCALE 1/16" = 1'-0"

INTERPLANS

ONE SOUTH 280 SUMMIT AVE \$URE D OAKBROOK TERRACE, IL 60181 PH 630,932,2336 FX 630,932,2339

THIS DOCUMENT IS NOT FOR REGULATORY APPROVAL, PERMITTING, OR CONSTRUCTION.



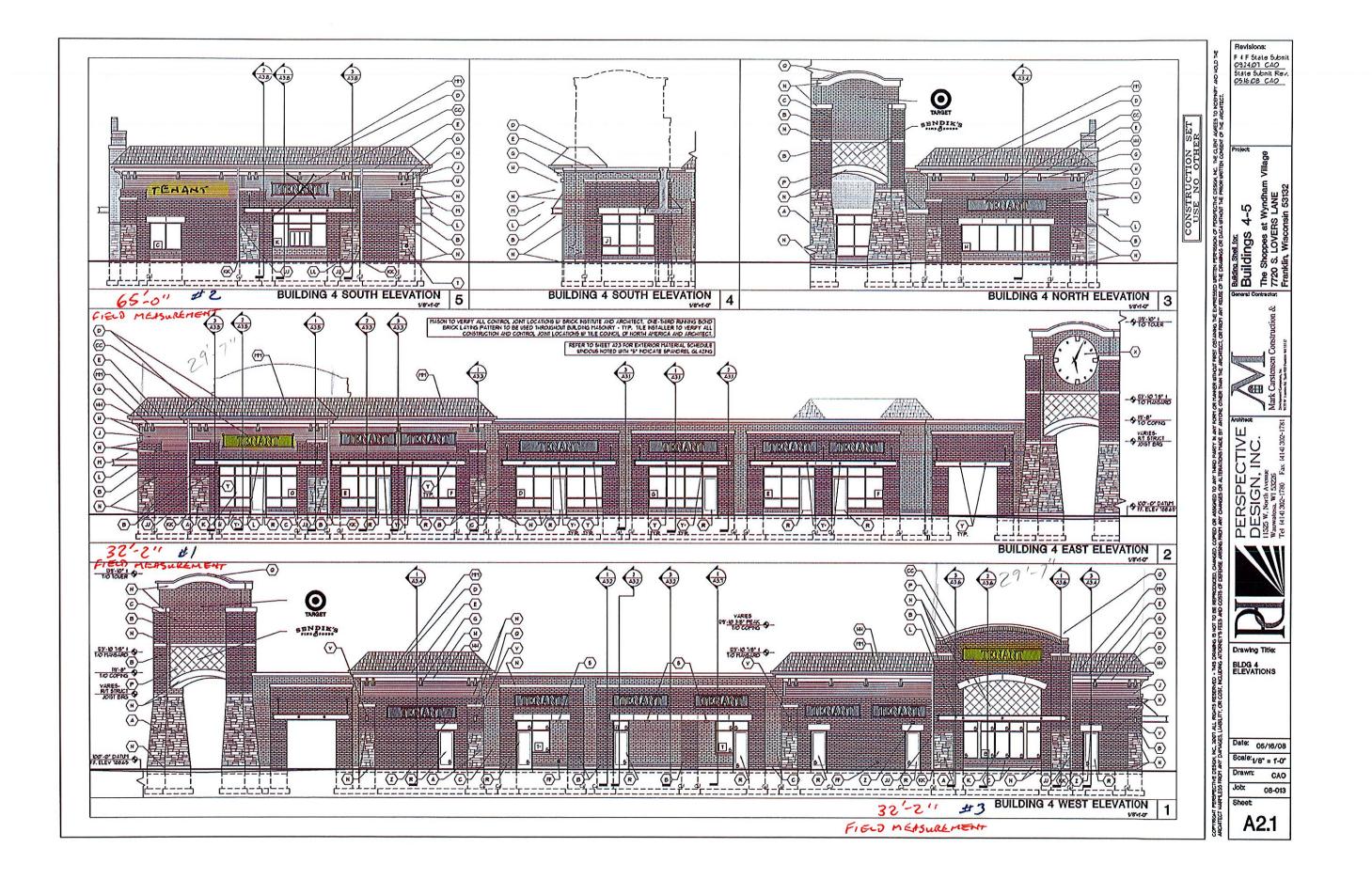
BIGGBY

COFFEE **SUITE 100**

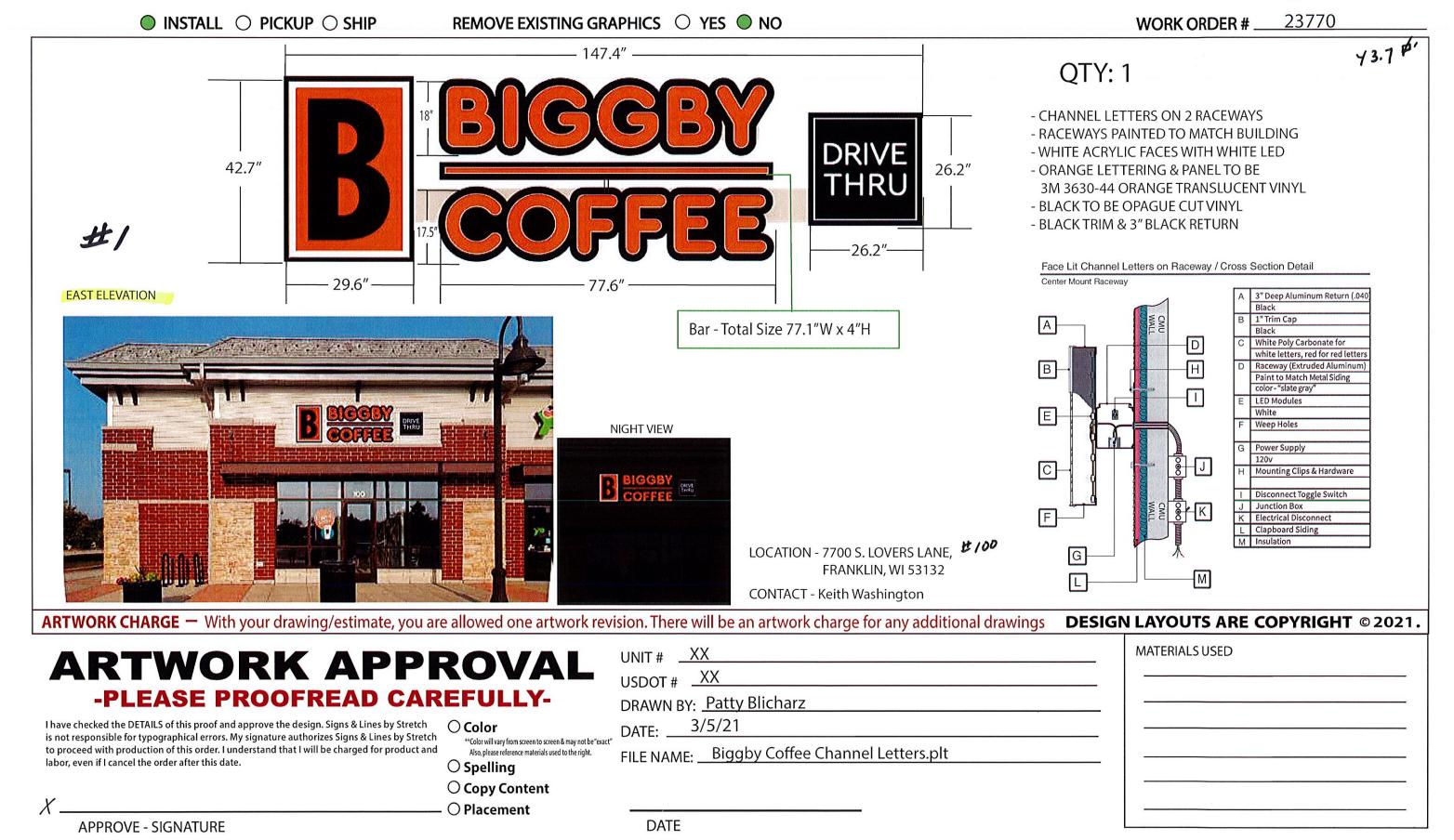
FRANKLIN, WISCONSIN 53137

NORTH

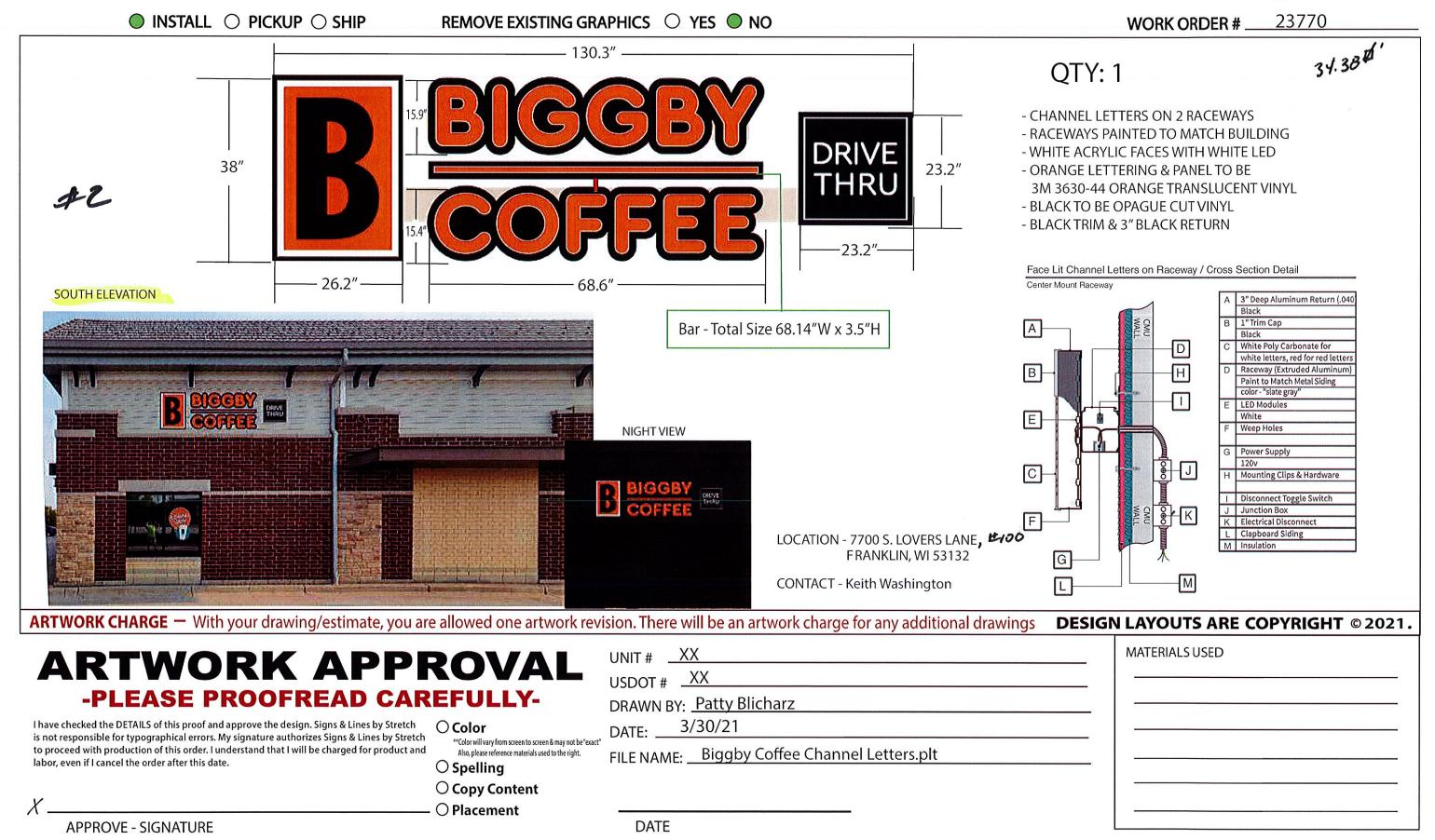
A100 DPINE THRUPLAN



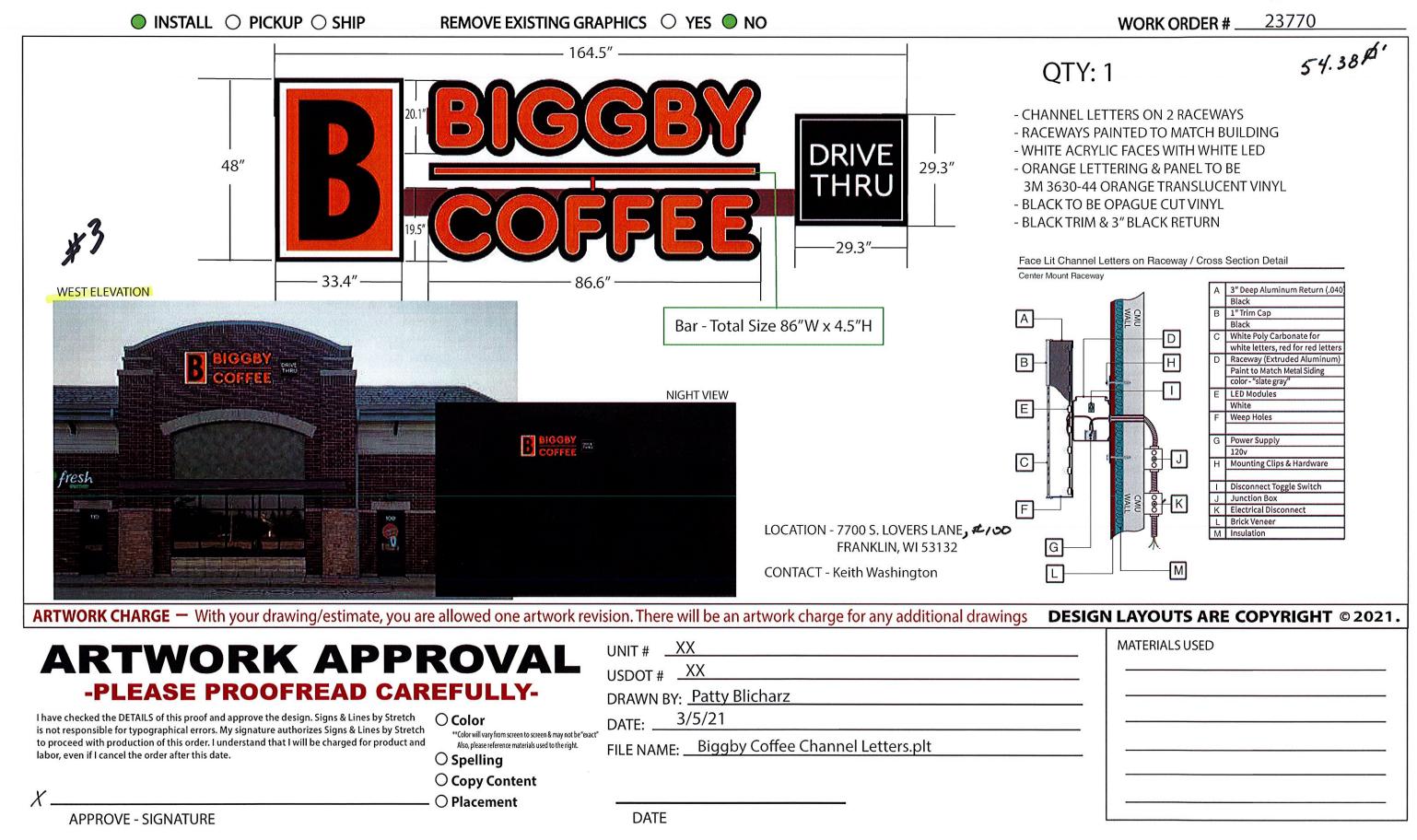




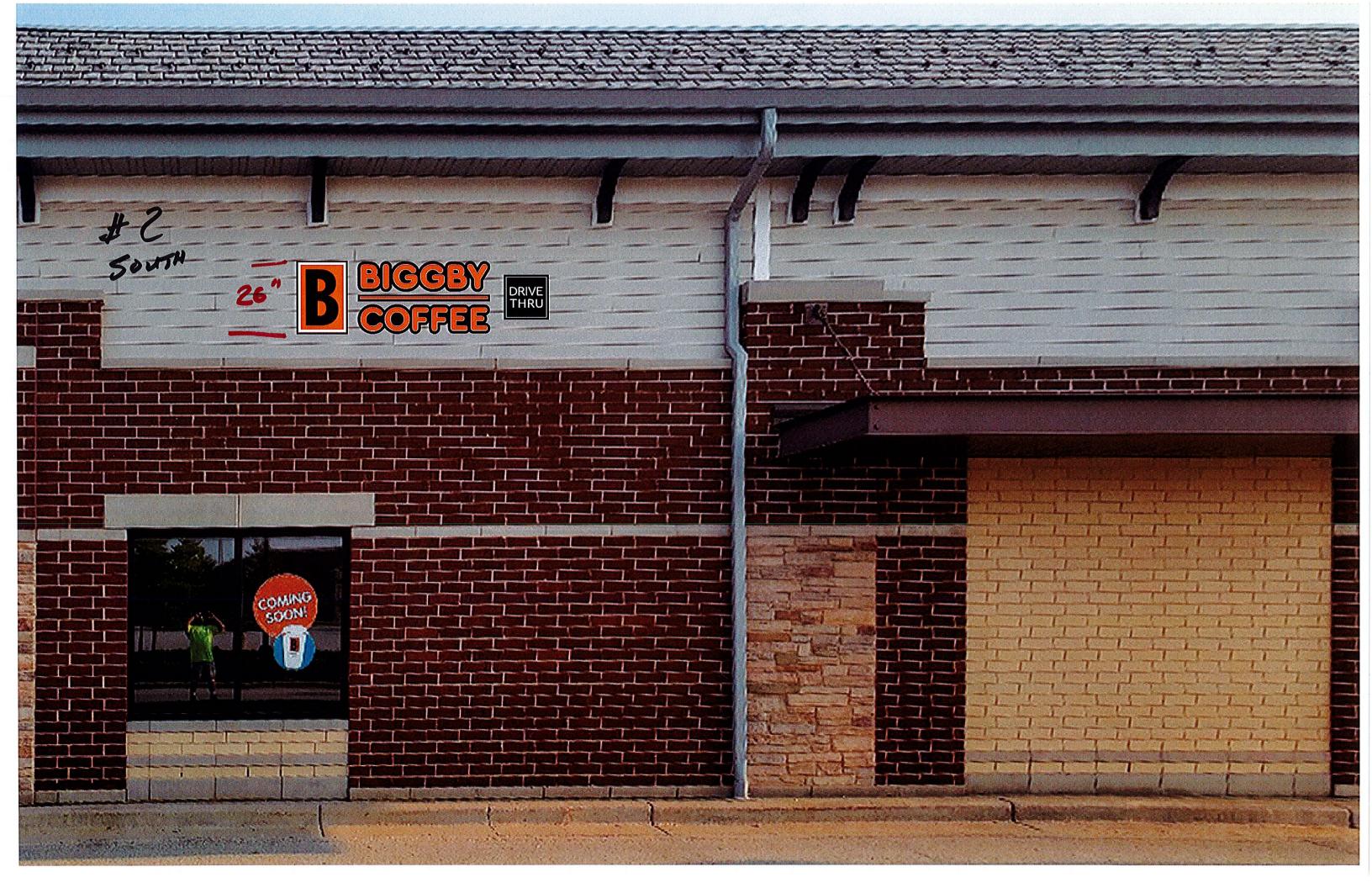


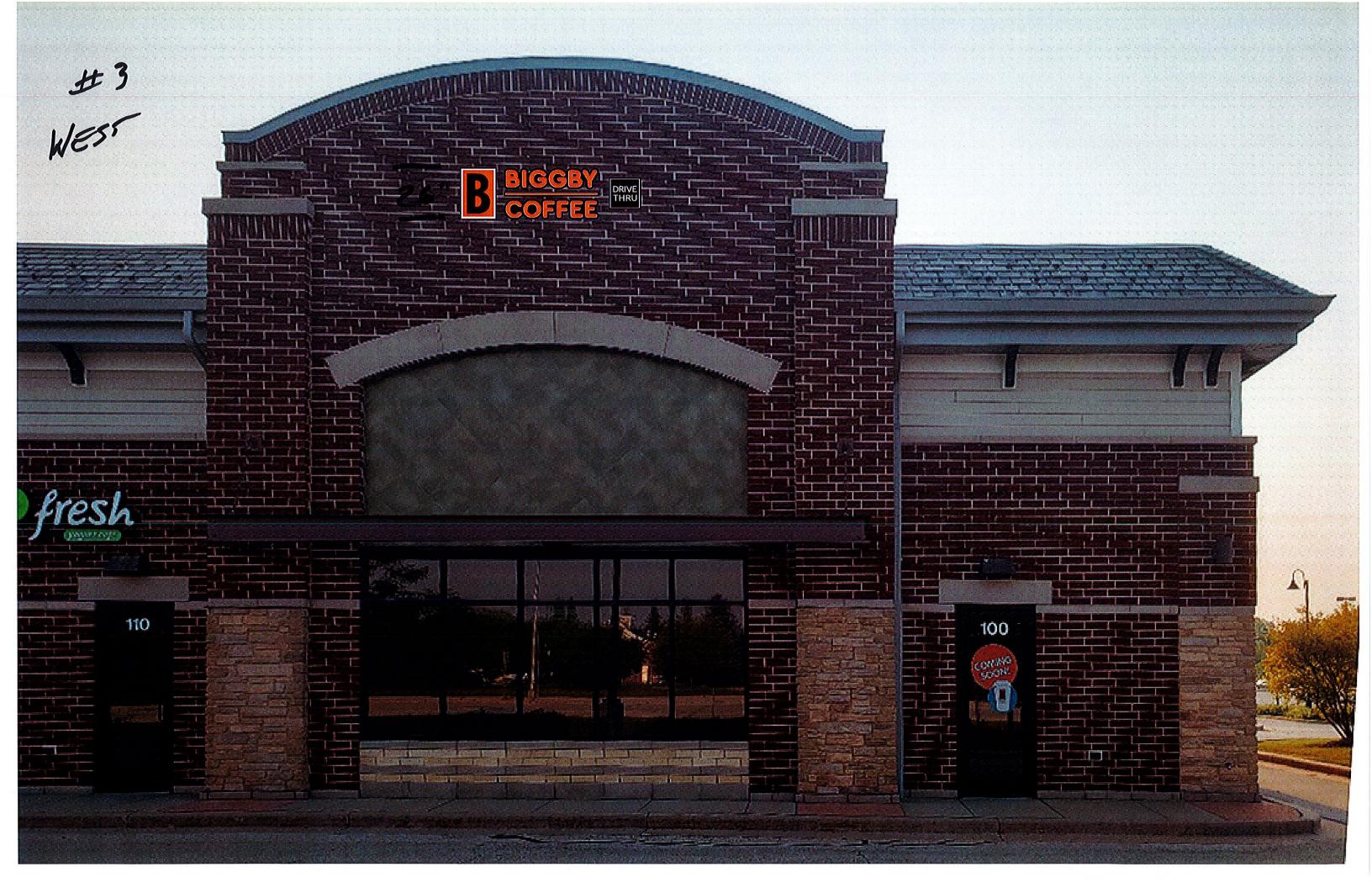














REPORT TO THE PLAN COMMISSION

Meeting of May 6, 2021

Temporary Use

RECOMMENDATION: City Development Staff recommends approval of this Temporary Use to allow The Home Depot to have outdoor seasonal sales of plant goods and commodity bagged goods from April 16, 2021 through July 15, 2021, upon property located at 6489 South 27th Street, subject to the conditions of approval in the attached resolution.

Project Name: 2021 Home Depot Seasonal Sales Area

Project Address: 6489 South 27th Street **Applicant:** Home Depot U.S.A., Inc.

Zoning: Planned Development District No. 14

Use of Surrounding Properties: Multi-Family Residential (north and west) Restaurants and Retail

(east) Retail (south)

2025 Comprehensive Plan: Commercial

Applicant Action Requested: Approval of the Temporary Use for outdoor seasonal sales of

plant goods and commodity bagged goods from April 16, 2021,

through July 15, 2021.

INTRODUCTION:

Temporary use application for seasonal plant sales and temporary fence corral for retail sales of trees, shrubs, and landscape bagged goods located in the parking lot as noted in the site plan. This temporary use is being requested for April 16, 2021 through July 15, 2021.

The applicant submitted this application after-the-fact on April 22, double-fee applies. City Development staff granted a temporary approval for 30 days expiring on May 16 (attached), subject to final approval by the Plan Commission.

BACKGROUND AND ANALYSIS:

The Plan Commission granted previous temporary use approvals for this seasonal sales area in 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016 and 2017.

The applicant has once again submitted an application for a temporary use in Planned Development District (PDD) No. 14 to allow for outdoor seasonal sales of plant goods, and landscape commodity bagged goods. All of the plant goods and commodity bagged goods will be placed within a fenced in corral measuring 120 feet long by 96 feet wide for a total area of 11,520 square feet. The fence will be metal and chain-link in style. The height of the fence will be six (6) feet which is in conformance with

Section 15-3.0803 (C) (2) of the Unified Development Ordinance. The 11,520 square foot corral area is shown on the site plan attached to the letter of intent, City file-stamped April 22, 2021.

PDD No. 14 (Ordinance No. 99-1553) allows for a seasonal display area for outdoor live plant material within a 40,000 square foot area shown on "Exhibit A," with location to be approved on an annual basis by the Plan Commission. Staff finds the location of the proposed outdoor seasonal sales area, as shown on the site plan, is consistent with the 40,000 square foot area shown on "Exhibit A" of Ordinance No. 99-1553.

Ordinance No. 2005-1858 provides for the administrative issuance of Temporary Use Permits by the Zoning Administrator and designees of the City Planning Department and to further specify the types of and conditions upon temporary uses, which may be permitted. Section 15-3.0804 (A)(4) states that, "Each individual outdoor sales event (up to 4 per year, per property) shall be no longer than 14 consecutive days; provided, however, that the total days of such temporary uses during a calendar year shall not exceed 30 calendar days. Owners must obtain a Temporary Use Permit for each such temporary outdoor sale before the use is permitted."

According to Section 15-3.0804(L) of the City of Franklin Unified Development Ordinance, "Each Temporary Use Permit shall specify the date upon which such use may commence and the date upon which such use shall expire; in no event, except as otherwise specifically and expressly set forth in this Section, shall any temporary use exceed 90 days in duration during any calendar year." The proposed outdoor seasonal tree and shrub sales event will start on April 16, 2021 and end on July 15, 2021, with a duration of exactly 90 days.

STAFF RECOMMENDATION:

City Development Staff recommends approval of the Temporary Use to allow The Home Depot to have outdoor seasonal sales of plant goods and commodity bagged goods from April 16, 2021 through July 15, 2021, upon property located at 6489 South 27th Street, subject to the conditions of approval in the attached resolution, including double-fee for after-the-fact submittal.

As previously noted, City Development staff granted a temporary approval for 30 days expiring on May 16th, subject to final approval by the Plan Commission.

STATE OF WISCONSIN

CITY OF FRANKLIN PLAN COMMISSION

MILWAUKEE COUNTY [Draft 4-28-21]

RESOLUTION NO.	2021-
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A RESOLUTION IMPOSING CONDITIONS AND RESTRICTIONS FOR THE APPROVAL OF A TEMPORARY USE FOR OUTDOOR SEASONAL TREE AND SHRUB SALES FOR PROPERTY LOCATED AT 6489 SOUTH 27TH STREET (HOME DEPOT U.S.A., INC., APPLICANT)

WHEREAS, Home Depot U.S.A., Inc. (Home Depot 4907) having petitioned the City of Franklin for the approval of a Temporary Use to allow for seasonal sales (April 16, 2021 through July 15, 2021) in The Home Depot store parking lot, with a 7 foot 5 inch wide by 6 foot high black wire fence around a 96 foot wide x 120 foot deep area of plant goods and commodity bagged goods, upon property located at 6489 South 27th Street; and

WHEREAS, the Plan Commission having found that the proposed Temporary Use, subject to conditions, meets the standards set forth under §15-3.0804 of the Unified Development Ordinance.

NOW, THEREFORE, BE IT RESOLVED, by the Plan Commission of the City of Franklin, Wisconsin, that the petition of Home Depot U.S.A., Inc. (Home Depot 4907) for the approval of a Temporary Use for the property particularly described in the preamble to this Resolution, be and the same is hereby approved, subject to the following conditions and restrictions:

- 1. The approval granted hereunder shall commence upon April 16, 2021 and terminate and expire on July 15, 2021.
- 2. All outdoor seasonal tree, shrub and commodity bagged goods sales shall take place within the 40,000 square foot area shown on "Exhibit A" of Ordinance No. 99-1553.
- 3. The approval granted hereunder is subject to verification by City Development Department staff that all the outdoor sales and display on The Home Depot's property are in conformance with Ordinance No. 99-1553.
- 4. Fire Lane access must be maintained.
- 5. This approval is conditional upon the payment of a double-fee due to after-the-fact submittal pursuant to Unified Development Ordinance Section 15-9.0502.

Introduced	at a regular meeting of the P	lan Commission of th	ne City of Franklin this
day of	, 2021.		

	EPOT U.S.A., II TION NO. 2021	NC. – TEMPORAR 	Y USE
		ed at a regular me	eting of the Plan Commission of the City of, 2021.
			APPROVED:
			Stephen R. Olson, Chairman
ATTEST:			Stephen R. Sisen, Chamman
Sandra L. V	Wesolowski, Ci	ty Clerk	
AYES	NOES	ABSENT	

Gail Olsen

From: Regulo Martinez-Montilva

Sent: Monday, April 26, 2021 2:49 PM

To: 'asm_4907@homedepot.com'

Cc: Heath Eddy; Gail Olsen

Subject: 6489 S 27th Street (Home Depot) - Temporary use

Importance: High

Hussein Baiyewu,

This email serves to inform your temporary use application for the seasonal sales area has been submitted after-the-fact, the City Development Department received your application on April 22 but the use started on April 16 according to your project summary. A double-fee applies to after-the-fact applications per Unified Development Ordinance Section 15-9.0502, please submit a \$50 check payable to the "City of Franklin" to the City Development Department.

City Development staff is partially approving your temporary use permit expiring on May 16, staff can approve temporary use permits for a maximum of 30 days. Your temporary use application is scheduled the May 6, Plan Commission meeting for decision on the final approval.

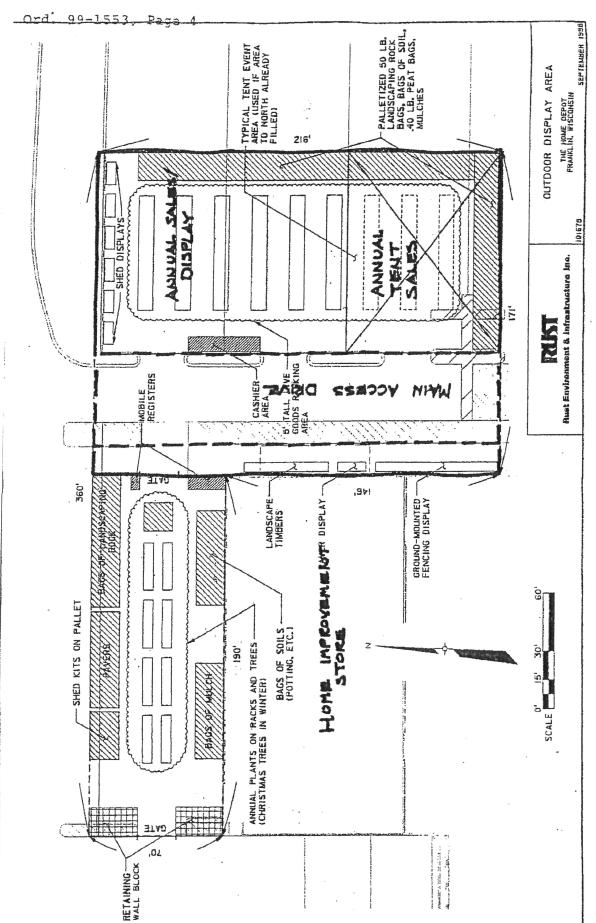
As previously recommended by staff, if you applied for and were able to receive Common Council approval of a Planned Development District amendment, allowing the subject seasonal sales area to be a permitted use, annual Temporary Use approvals would no longer be required.

Please contact me if you have any questions.

Thank you, **Régulo Martínez-Montilva, AICP**Principal Planner - Department of City Development
City of Franklin
9229 W. Loomis Road
Franklin, WI 53132

Phone (414) 425-4024 / 427-7564 RMartinez-Montilva@franklinwi.gov





ORD1999-1553, Exhibit A

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Planning Department 9229 West Loomis Road Franklin, Wisconsin 53132 Email: generalplanning@franklinwi.gov



Phone: (414) 425-4024 Fax: (414) 427-7691 Web Site: <u>www.franklinwi.gov</u>

Date of Application: U4/U8/2021

TEMPORARY USE APPLICATION

Comple	te, accurate and specifi	c information must be entered. <u>Please Print.</u>	
Applicant Name: Home Depot USA INC.	(Full Legal Name[s],): Applicant is Represented by (contact person) Name: Hussein Baiyewu	(Full Legal Name[s]):
Company:		Company: The Home Depot	
Mailing Address: 2455 Paces Ferry RD #C-20		Mailing Address: 6489 S 27th street	
City / State: Atlanta, GA	Zip: 30339	City / State: Franklin, WI	Zip: 53132
Phone: 770-433-8211		Phone: 414-304-1024	MARKAGE BEAUTIFUL AND
Email Address:		Email Address: asm_4907@homedepot.com	
Project Property Information: Property Address: 6489 S 27th street Property Owner(s): Home Depot		Tax Key Nos:	
***************************************		Existing Zoning:	
Mailing Address: 6489 S 27th Street		Existing Use: Parking	
City / State: Franklin, WI	Zip: 53132	Proposed Use: Temporary Outdoor Sales Area	
Email Address: asm_4907@homedepot.com		rioposed ose.	SPECIAL PORTEINES SPECIAL PORTEIN PROVINCE AND GLOCAL PAGE SECTION INCIDENT AND
Temporary Use Type (Check One):	* Indicates	that the Temporary Use is allowed without the issuance of a	Temporary Use Permit.
Commercial Temporary Outdoor Sales		Dumpsters for Construction Sites*	
Temporary Miscellaneous Outdoor Sales		Model Homes, Model Dwelling Units, & Pre-Construction	Sales Offices*
Christmas Tree Sales Lot		Temporary Roadside Stands for the Sale of Agricultural P	
☐ Concrete Batch/Asphalt Reprocessing Plants		Public Interest and Special Events*	
Other:	Andrew State Comment of the Comment	Construction Trailers/Temporary Mobile Offices*	
denoted on each respective plan or included http://www	en Project Narrative, i Plan. (See Section 15-3 d with the submittal, a franklinwi.gov/Home/f	3.0804 of the Unified Development Ordinance for information on the review and approval Planning/UnifiedDevelopmentOrdinanceUDO.htm	
 Submittal of Application for review is not 	ay be required Section 1 a guarantee of approva ther licenses or permits	.5-3.0804 of the Unified DevelopmentOrdinance. II. Approval of Temporary Use does not exclude potential req that may be required, contact the City Clerk's office at (414)	
of applicant's and property owner(s)' knowledge; (2) the applicant and property owner(s) agree that any a issued building permits or other type of permits, may execution of this application, the property owner(s) au	the applicant and propo pprovals based on reprovals based on reproved without not not the city of Frank while the application is	d other information submitted as part of this application are erry owner(s) has/have read and understand all information resentations made by them in this Application and its submotice if there is a breach of such representation(s) or any color is agents to enter upon the subject property(ies) sunder review. The property owner(s) grant this authorization	in this application; and (3) ittal, and any subsequently condition(s) of approval. By between the hours of 7:00
signed applicant's authorization letter may be provi	ded in lieu of the appl	is is an LLC, or from the President or Vice President if the b licant's signature below, and a signed property owner's a a, all of the owners of the property must sign this Application	uthorization letter may be
11/1/10		17/1/XX	
Signature - Property Owner David Steele - Vice President		Signature - Applicant K. David Steele - Vice President	
Name & Title (PRINT)		Name & Title (PRINT)	AND A SPORT OF THE SPACE OF THE AND ASSAULT AND ASSAULT AND ASSAULT AS
Date: <u>04/1</u>	3/2021	Date: <u>04</u> ,	/13/2021
Signature - Property Owner		Signature Applicant's Regresentative of Main	iae C
Name & Title (PRINT)		Name & Title (PRINT)	0,1
Date:		Date:	4/21/2021



6489 S 27th St. • Franklin, WI 53132 (414)304-1024 • Fax: (414)304-3416

Franklin Department of City Development 9229 West Loomis Road Franklin, WI 53132

To Franklin Planning Dept:

Enclosed is a temporary use application for our seasonal sales area in the parking lot of THE HOME DEPOT. The attached layout shows the exact area we are proposing to use. Listed below are the details.

Dates of Use:

April 16th through July 15th

Location:

Location of temporary fence corral will be used for retail sale of trees, shrubs, and landscape bagged good. Placement of the corral will be set in the parking lot as noted on the site plan attached. The

approximate size is 96 ft wide x 120 ft deep.

Fence Type:

7' wide x 5'8" high black wire fence panels

Power Required:

None

Hours of Operation:

Hours of operation will be that of the store:

Monday through Saturday: 6am-10pm

Sunday: 8am-9pm

Sincerely,

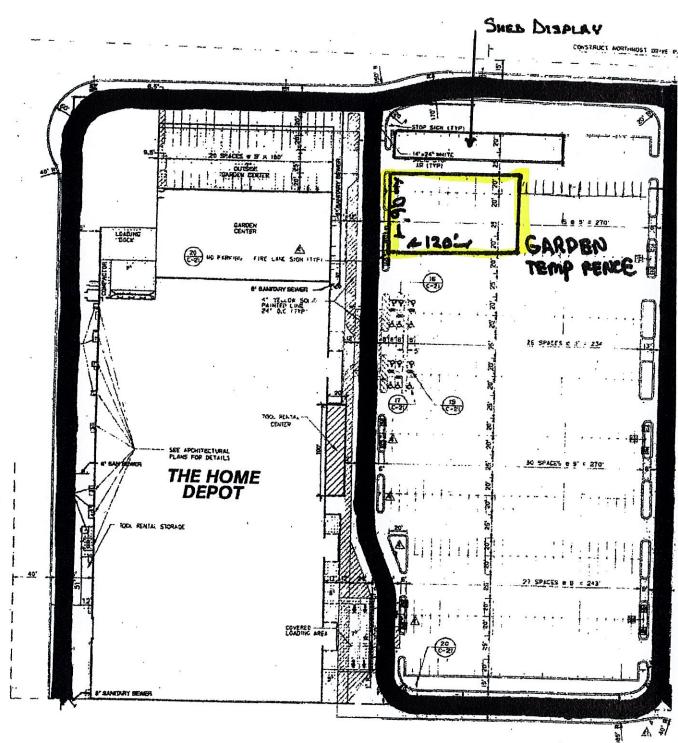
Brian Davis

Store Manager

Home Depot #4907

Franklin, WI

USA SECULO



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