



Planning Department

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PLAN COMMISSION MEETING NOTICE AND AGENDA Thursday, January 18, 2024 6:00 PM

Pewaukee City Hall Common Council Chambers
W240 N3065 Pewaukee Road, Pewaukee, WI 53072

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1. Call to Order and Pledge of Allegiance
 2. Discussion and Action Regarding Approval of the November 16, 2023 Meeting Minutes
 3. Discussion and Action Regarding a Recommendation to the Common Council for a Conditional Use Permit for AP Tattoo for Property Located at N20 W22951 Watertown Road Suite 113 for the Purpose of Operating a Professional Tattoo Parlor (PWC 0958982004)
 4. Discussion and Action Regarding a Recommendation to the Common Council for a Conditional Use Permit for M&M 2020/Muhammed Musaitif for Property Located at N20 W22951 Watertown Road Suite 105 for the Purpose of Operating a Multi-Cultural Convenience Store with Tobacco Products (PWC 0958982004)
 5. Discussion and Action Regarding the Site and Building Plans for Zeman Tool for Property Located at W228 N575 Westmound Drive for the Purpose of Constructing a 624 Square Foot Addition to the Existing Dock Area (PWC 0963999002)
 6. Discussion and Action Regarding the Site and Building Plans for Lakewood Baptist Church for Property Located at W274 N1490 Riverland Drive for the Purpose of Constructing a 676 Square Foot Detached Accessory Building (PWC 0940997002)
 7. Adjournment

Ami Hurd
Deputy Clerk

1/11/2024

NOTICE

It is possible that members of other governmental bodies of the municipality may be in attendance to gather information that may form a quorum. At the above stated meeting, no action will be taken by any governmental body other than the governmental body specifically referred to above in this notice.

Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format must contact the City Planner, Nick Fuchs, at (262) 691-6007 three business days prior to the meeting so that arrangements may be made to accommodate your request.

**CITY OF PEWAUKEE
PLAN COMMISSION AGENDA ITEM 2.**

DATE: January 18, 2024

DEPARTMENT: Planning

PROVIDED BY:

SUBJECT:

Discussion and Action Regarding Approval of the November 16, 2023 Meeting Minutes

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

11.16.23 meeting minutes

In attendance:

Mayor S. Bierce, Alderwoman C. Brown, D. Linsmeier (arrived at 6:26pm), A. Schoenemann, S. Sullivan, and C. Wunder.

Also in attendance:

City Planner & Community Development Director N. Fuchs, Administrator S. Klein, Department of Public Works Director M. Wagner, and Deputy Clerk A. Hurd.

1. Call to Order and Pledge of Allegiance

Chairman Bierce called the meeting to order at 6:02pm and requested everyone stand for the Pledge of Allegiance.

2. Discussion and Action Regarding Approval of the September 21, 2023 and October 19, 2023 Meeting Minutes

A motion was made and seconded (C. Brown, S. Sullivan) to approve the September 21, 2023 and October 19, 2023 meeting minutes. Motion Passed: 4-For, 0-Against, 1-Abstain (Bierce).

Chairman Bierce noted that he would be abstaining from the September 21st vote.

3. Discussion and Action Regarding the Site and Building Plans for Dr. Matt Smith for Property Located at W239 N1690 Busse Road for the Purpose of Developing a Dental Office (PWC 0954998002)

Mr. Fuchs stated this was an existing lot currently zoned B-6 and is a permitted use in the B-6 District. The proposal is for a single-story, 3,920 square foot dental office. Mr. Fuchs recommended approval conditioned on final grading and erosion control being approved by the Engineering Department.

Discussion took place regarding the ADA parking spots. Mark Hertzfeldt with Design 2 Construct stated he would coordinate with his civil engineer regarding the number of ADA spots and their location.

Mr. Hertzfeldt noted that there was not a large parapet on the building currently, and the HVAC has not been designed yet, but they plan to screen the units so they are not visible.

Commissioner Schoenemann referred to the west side and questioned why it seemed like it was all mulch and very little landscaping. Mr. Hertzfeldt stated it was proposed as mulch and plantings because it is so narrow in that area, and it will be difficult to maintain grass. It is not an area that would need screening from cars, as it is adjacent to a commercial building. Commissioner Schoenemann then referred to the right side of the building and felt it would be nice to have landscaping in that area as well. Mr. Hertzfeldt stated they were not against adding more landscaping.

A motion was made and seconded (C. Brown, C. Wunder) to approve the Site and Building Plans for Dr. Matt Smith with the addition of staff going over the landscaping plans. Motion Passed: 5-For, 0-Against.

4. Discussion and Action and Public Hearing for Lawrence Marincic/Carity Land Corporation/Ancient Oaks to Rezone Property Located at N18 W22670 Watertown Road from A-2 Agricultural and LC Lowland Conservancy to Rm-1 Multiple-Family Residential Planned Unit Development, LC Lowland Conservancy, and UC Upland Conservancy for the Purpose of Developing Four-Family and Duplex Owner-Occupied Condominiums (PWC 0958990005 & PWC 0958990006)

Mr. Fuchs stated the proposal was for a condominium development with a total of 96 units within 25 buildings on 32.66 acres. The net density comes out to about 3.77 units per acre, which is within the Rm-1 District standard. The Certified Survey Map is to combine the two existing properties and dedicate the public right-of-way, and in doing so, three separate parcels are being created. The purpose of the Conditional Use Permit is to get a reduction in the front and rear yard setbacks, as the Planned Unit Development option allows for up to a 30 percent reduction. The setbacks are proposed for 24.5 feet. The Site and Building Plans include a proposed access from North Avenue, and a public proposed road will extend north through the development to Elmwood Drive. The development does impact a wetland area, therefore DNR approval will be needed. There are also two smaller wetlands that will be filled on site. Mr. Fuchs noted that lighting and landscape plans were also submitted. There is a condition that adds notes to the CSM and condominium plat that the City is not responsible for the plantings within the cul-de-sacs. Mr. Fuchs recommended approval of all applications.

Chairman Bierce opened the public hearing at 6:21pm.

Mary Rosencrans (W222 N2113 Glenwood Lane) stated she was concerned about the traffic and felt nothing had been done to fix the traffic flow. She liked the look of the development but felt it could not be approved until the traffic flow was corrected.

Maria Tiegs (W224 N2329 Meadowood Lane) felt the development was not in the best interest of the Springdale Estates residents. Ms. Tiegs felt the traffic study from 2021 was not representative of the current traffic patterns. She felt all new developments should be stopped until solutions are made for the traffic issues. Ms. Tiegs requested there be no exit onto Elmwood Drive and felt the proposed entrance on North Avenue was poorly placed.

Commissioner Linsmeier arrived at this point (6:26pm).

Bart Gaffney (W221 N2653 Cherrywood Court) questioned if anyone approached the railroads to put an overpass over North Avenue. He felt there was plenty of room in the area for it.

Theresa Becker (W222 N2147 Glenwood Lane) stated she was concerned about the traffic, and she felt the speed limit was too high on North Avenue with all the curves. Ms. Becker also felt this would tax the school system even further.

Elliana Tiegs (W224 N2329 Meadowood Lane) stated she was concerned about traffic, noise, population, and dangerous intersections. She felt the traffic study was not an accurate representation of the usual traffic in the area. Ms. Tiegs also felt the flooding in the area could increase due to the development being placed on wetlands.

Tasha Spransy (W224 N2326 Elmwood Drive) felt the Plan Commission had a responsibility to weigh the interest of the current residents.

Paul Petterson (W226 N1619 North Avenue) stated traffic was critical and felt nothing had changed. He suggested putting a stoplight at the intersection of Watertown Road and North Avenue. The problems and risks would dramatically increase because of this. Mr. Petterson requested that this go back to square one and be tabled.

Kevin Messerschmidt (W224 N2247 Elmwood Drive) felt the project was gorgeous, but he was concerned about the traffic and the speeding. When the train backs up, the traffic on North Avenue and Elmwood Drive will back up. Mr. Messerschmidt questioned how this could move forward until the traffic issue is fixed.

Sandy Walker (W226 N1509 North Avenue) noted she does not have another road to exit onto besides Watertown Road. She felt it was a dangerous intersection and the traffic needed to be figured out.

Carrie Marincic (W226 N1719 North Avenue) stated she liked the building but felt the amount of people living there would be no different than the apartments that were turned down last time.

Steve Miazga (W224 N2280 Elmwood Drive) felt this was a good project, but it comes down to the traffic issue. He also felt the speed limit needed to be dropped on North Avenue. Mr. Miazga stated there was no safety relief in the area.

Larry Marincic (N30 W22121 Green Road) reminded the Commission that traffic is everywhere, and people need to take responsibility for themselves. He discussed the special assessments on the property. He did not believe he should be held accountable for the traffic flow when it is the County's responsibility. The problems already existing in Springdale Estates are problems caused by Springdale Estates residents, and he again questioned how they could be held responsible for that.

Nick Griswold (N18 W22736 Watertown Road) stated his parents own the farm next to the property in question. He stated he understands the traffic increases in the area, but felt this proposal was a drop in the bucket compared to what has been added in the last 50 years. Mr. Griswold did not see the carnage of what people were saying about the traffic.

Brian Dziwulski (N24 W22637 Meadowood Lane) felt compared to the projects that have previously come for this land, this is nice. The density is almost the same as Springdale Estates. The condos would be owner-occupied, and it is what we have been looking for. Mr. Dziwulski did not believe the current landowner could be held hostage by not approving this. He noted the City has held the rights to the land for the Elmwood Drive exit forever, so it is not something new. The City's Land Use Plan calls for the land to be exactly what is proposed. Mr. Dziwulski noted he has never seen property values lower when something like this goes in. He requested the Conditional Use Permit include a no left turn sign onto Elmwood Drive, and he wanted to make sure the development stayed as owner-occupied. He reiterated that he was for this development.

Caitlin Flood (W226 N2617 Oakwood Lane) stated she was in support of this project and felt it would be a great use of the vacant land and would drive up property values. She felt the traffic problems in Springdale Estates were from drivers who live in Springdale Estates.

Karen Raether (W226 N1455 North Avenue) felt this was all about the traffic, and she did not want that many units on the property.

Nate Leaders (W226 N1685 North Avenue) reiterated the traffic issue and felt it must be addressed.

Steve Walker (W226 N1509 North Avenue) was concerned about the traffic study because it seems old and the conditions in the area have changed. He requested an updated traffic study before this move forward. Chairman Bierce closed the public hearing at 7:11pm.

Commissioner Brown stated she likes the proposal and likes that it is owner occupied. She agreed that the Conditional Use Permit should make sure that it does not go into rentals. Commissioner Brown liked the fact that the whole property was being used for the development. She felt most of the traffic was coming from the Springdale Estates subdivision, and she did not want to pass up on a development like this.

The project petitioner, Bill Carity, stated he has moved the entrance further to the east along North Avenue so that there is more distance from the intersection. He referred to the traffic study and stated no one from his office has relied on that study to determine traffic generation, as it was specifically designed around the previous project for this property. Mr. Carity referred to the previous project and noted his current project has 45 percent less units and is a different type of use.

Commissioner Schoenemann questioned the value of the condos and stated she was impressed with the plans. Mr. Carity noted they have spared no expense and expected them to be about \$600,000 per unit. They are designed for retirement-age people, and he would like them to be owner-occupied.

Chairman Bierce questioned if a covenant could be added to the condo documents that that they cannot be rented like an Airbnb. Mr. Carity stated he would speak to legal counsel about that possibility.

Discussion took place regarding a no left turn sign at Elmwood Drive.

Commissioner Sullivan requested an updated traffic study. He felt the plans were beautiful. He also requested a right-in, right-out on the right-of-way to reduce the number of people turning left to go into Springdale Estates. Chairman Bierce agreed that a new traffic study was needed. He felt more meetings needed to occur with staff and the developer to come up with the best plan for the intersection to get as many people out of Springdale Estates as we can.

A motion was made and seconded (C. Brown, D. Linsmeier) to approve the Preliminary Certified Survey Map, the Rezoning to Rm-1, and the Site and Building Plans with the conditions that the landscape plan not put plantings in the City right-of-way, not requiring an updated traffic study, and discouraging more than just a sign of a left-hand turn coming onto Elmwood Drive, and an addition to the Conditional Use Permit that the condos need to be owner-occupied and no VRBO's allowed. Motion failed on a tie vote: 3-

For,

3-Against (Bierce, Sullivan, Wunder).

Mr. Fuchs referred to the condition on rentals and was unsure if the City could restrict that. Mr. Carity noted he would look into this and get back to the City.

Commissioner Sullivan noted he would be in favor of the motion if an updated traffic study was added as a part of the rezoning.

Mr. Fuchs did not believe a traffic study would give the Plan Commission what they were looking for. The study will go through traffic analysis counts but will not get into any redesigning of the intersection and will not make any recommendations.

A motion was made and seconded (D. Linsmeier, C. Brown) for everything in the first motion, with the requirement to have a traffic analysis done, and an analysis on configuring the intersection.

Discussion took place regarding the motion and what that meant for coming back to the Plan Commission or going to the Council.

Mr. Carity stated he could make a commitment that they will submit an intersection design to Engineering that precludes the ability to turn left onto Elmwood Drive.

Commissioner Linsmeier amended his motion, with Commissioner Brown seconding, for the developer to work with the City to design the exit onto Elmwood Drive to be a right turn only and giving the opportunity for City staff to approve that and taking out the requirement for a traffic study.

Motion failed on a tie vote: 3-For, 3-Against (Bierce, Sullivan, Wunder).

Commissioner Sullivan felt the traffic study was something easy to use when the public is arguing that a traffic study from 2021 was being used. He wanted to use the most recent data.

Mr. Fuchs recommended that the items be tabled if the Plan Commission wants to see the traffic study or any revisions to the intersection.

A motion was made and seconded (C. Wunder, S. Bierce) to table the item. No vote was taken.

Mr. Klein noted that the developer would have to agree to having the items tabled. Mr. Carity stated he would attempt to honor the timeframe before the next Plan Commission meeting on December 21st.

Discussion took place regarding traffic counts in the area.

Commissioner Schoenemann felt this property was being handcuffed because of the traffic. She noted that a development could be put up on the Brookfield side of this intersection that would add to more traffic counts that the City would have no influence over. Commissioner Schoenemann did not believe the new traffic study would pick up any of that. Commissioner Brown agreed and felt this development would be a big value to the City.

A motion was made and seconded (S. Sullivan, D. Linsmeier) to approve the development based on a traffic study being done on this property dated in 2023. Motion passed: 5-For, 1-Against (Wunder).

5. Discussion and Action Regarding a Preliminary Certified Survey Map for Lawrence Marincic/Carity Land Corporation/Ancient Oaks for Property Located at N18 W22670 Watertown Road for the Purpose of Developing Four-Family and Duplex Owner-Occupied Condominiums (PWC 0958990005 & PWC 0958990006)

Action taken in item 4.

6. Discussion and Action and Public Hearing for Lawrence Marincic/Carity Land Corporation/Ancient Oaks for a Conditional Use Permit for Property Located at N18 W22670 Watertown Road for the Purpose of Developing Four-Family and Duplex Owner-Occupied Condominiums (PWC 0958990005 & PWC 0958990006)

Action taken in item 4.

7. Discussion and Action Regarding the Site and Building Plans for Lawrence Marincic/Carity Land Corporation/Ancient Oaks for Property Located at N18 W22670 Watertown Road for the Purpose of Developing Four-Family and Duplex Owner-Occupied Condominiums (PWC 0958990005 & PWC 0958990006)

Action taken in item 4.

8. Adjournment

A motion was made and seconded (D. Linsmeier, C. Brown) to adjourn the meeting at 8:10pm. Motion Passed: 6-For, 0-Against.

Respectfully Submitted,

Ami Hurd
Deputy Clerk

**CITY OF PEWAUKEE
PLAN COMMISSION AGENDA ITEM 3.**

DATE: January 18, 2024

DEPARTMENT: Planning

PROVIDED BY:

SUBJECT:

Discussion and Action Regarding a Recommendation to the Common Council for a Conditional Use Permit for AP Tattoo for Property Located at N20 W22951 Watertown Road Suite 113 for the Purpose of Operating a Professional Tattoo Parlor (PWC 0958982004)

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

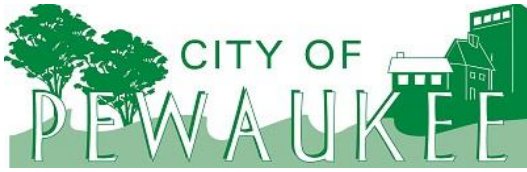
AP Tattoo staff report 1.18.24

AP Tattoo narrative

AP Tattoo floor plan

AP Tattoo lease brochure

AP Tattoo draft Conditional Use Permit



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REPORT TO THE PLAN COMMISSION

Meeting of January 18, 2024

Date: January 11, 2023

Project Name: AP Tattoo Conditional Use Permit Application

Project Address/Tax Key No.: N20W22951 Watertown Road, Suite 113 / PWC 0958982004

Applicant: Kelsey and Alvaro Perez

Property Owner: PEWAUKEE RETAIL PARTNERS LLC

Current Zoning: B-6 Mixed Use Business District and LC Lowland Conservancy District

2050 Land Use Map Designation: Retail/Service Commercial

Use of Surrounding Properties: Kwik Trip and Accent On Dance Studios to the north, M-2 zoned property to the south, M-1 zoned property to the east, and County Highway F and vacant land to the west.

Project Description and Analysis

The applicant filed a Conditional Use Permit requesting approval of a tattoo parlor business use to occupy existing tenant space located at N20W22951 Watertown Road, Suite 113.

The tenant space has an area of 1,089 square feet. The proposed hours of operations are Monday through Saturday, 11:00 a.m. to 7:00 p.m. The business will be closed on Sundays.

According to the applicant, the business will initially consist of two full-time employees, but will look for a part-time tattoo artist that would be anticipated to become a full-time position. The applicant is not proposing any exterior site or building modifications other than signage. The site contains about 82 parking spaces, which are shared by all tenants.

The property is zoned B-6 Mixed Use Business District. Note there is also LC Lowland Conservancy District along the rear or south property line.

The B-6 District allows permitted and conditional uses as allowed within the B-4 and B-5 Districts as well as “Any retail, service or office use that is compatible with those uses listed above as determined by the Plan Commission.”

It can also be noted that the B-6 Mixed Use Business District “is intended to provide for the orderly and attractive grouping of buildings which encompass more than one type of nonindustrial business use which are compatible from a traffic, density and general use standpoint.”

The B-4 District generally permits office use. The district intent states:

“The B-4, Office District is intended to provide for Individual or limited office, professional, and special service uses where the office activity would be compatible with neighborhood residential uses and not necessarily exhibit the intense activity of other business districts.”

The B-5 District generally permits auto sales and services type uses as well as building supply stores, motels and hotels, restaurants, transit stations, and commercial kennels. The B-5 District intent is below for review.

“The B-5, Highway Business District is intended to provide for the orderly and attractive grouping at appropriate locations along principal highway routes of those businesses and customer service establishments which are logically related to and dependent upon highway traffic or which are specifically designed to serve the needs of such traffic.”

It can further be noted that 2017 Act 67 made changes regarding Conditional Use Permits (see requirements below). The applicant has provided detailed information related to the proposed business use and staff does not find that the proposed use would have any adverse impacts to the site, other existing uses or adjacent properties, assuming recommended conditions of approval may be met.

(de) Conditional use permits.

1. In this paragraph:

- a.** “Conditional use” means a use allowed under a conditional use permit, special exception, or other special zoning permission issued by a city, but does not include a variance.
- b.** “Substantial evidence” means facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a conditional use permit and that reasonable persons would accept in support of a conclusion.

2.

- a.** If an applicant for a conditional use permit meets or agrees to meet all of the requirements and conditions specified in the city ordinance or those imposed by the city zoning board, the city shall grant the conditional use permit. Any condition imposed must be related to the purpose of the ordinance and be based on substantial evidence.
 - b.** The requirements and conditions described under subd. 2. a. must be reasonable and, to the extent practicable, measurable and may include conditions such as the permit's duration, transfer, or renewal. The applicant must demonstrate that the application and all requirements and conditions established by the city relating to the conditional use are or shall be satisfied, both of which must be supported by substantial evidence. The city's decision to approve or deny the permit must be supported by substantial evidence.
- 3.** Upon receipt of a conditional use permit application, and following publication in the city of a class 2 notice under ch. 985, the city shall hold a public hearing on the application.
 - 4.** Once granted, a conditional use permit shall remain in effect as long as the conditions upon which the permit was issued are followed, but the city may impose conditions such as the permit's duration, transfer, or renewal, in addition to any other conditions specified in the zoning ordinance or by the city zoning board.
 - 5.** If a city denies a person's conditional use permit application, the person may appeal the decision to the circuit court under the procedures contained in par. (e) 10.

Recommendation

Staff recommends approval of the proposed Conditional Use Permit for a tattoo parlor business use within tenant space located at N20W22951 Watertown Road, Suite 113, subject to the following conditions:

1. Applicant shall obtain all other governmental approvals, permits, licenses and the like, required for and applicable to the proposed tattoo parlor use, including but not limited to the State of Wisconsin Department of Safety and Professional Services.
2. All tattooists and body piercers shall hold a practitioner's license as issued by the State of Wisconsin Department of Safety and Professional Services.
3. Hours of operations shall not extend past 10:00 p.m. without an amendment to this Conditional Use Permit.
4. This Conditional Use Permit shall be subject to periodic review to ensure ongoing compliance with applicable City, County and State standards and regulations.



Alvaro Perez

Professional Tattoo Artist | alv_119@hotmail.com | (331) 803-1315 | Oconomowoc, WI 53066

Kelsey Perez

Innovation Manager and Sr. Product Development Specialist | knjumper@gmail.com
(331) 980-5894 | Oconomowoc, WI 53066

Dear Plan Commission Member or To Whom It May Concern,

Thank you for your time today. As husband and wife, proud parents, accomplished working professionals, and aspiring small business owners, we confidently stand before you requesting that our tattoo parlor and art studio, AP Tattoo, be approved to join the other small businesses in this wonderful city of Pewaukee. Our business will create jobs, inspire creativity, add diversity to the city, boost local economic growth, and promote community involvement. AP Tattoo meets all criteria as stated in the City of Pewaukee Municipal Code Chapter 17.0422 B-6, Mixed Use Business District, and Alvaro Perez has complied with Wisconsin Statutes and was granted a permit to operate as a Certified Tattooist in the State of Wisconsin as of December 6th, 2023.

At AP Tattoo, we believe that every tattoo has the potential to represent a significant and transformative experience in someone's life, and we are committed to creating beautiful, meaningful, tattoos for our clients. We believe that tattooing is not just an art form, but a tool for personal empowerment. This establishment will be proudly operated by Alvaro and Kelsey Perez, and we plan to expand our team overtime as we see fit. Alvaro has been tattooing professionally for almost 10 years and has a strong customer base that guarantees our business's success. Kelsey has been working in research and development for over 10 years and has earned two degrees - an Associates of Applied Science and a Bachelors in Project Management - qualifying her as a successful manager for this business. AP Tattoo's regular operating hours will be Monday through Saturday 11am - 7pm and closed on Sunday. We plan to close or close early on all major holidays.

Our goal is to bring creativity, individuality, friendship, and a place of belonging to the community. Tattooing is a spiritually healing art form where one artist does not fit everyone, and a single tattoo can change a person's life - that is why Alvaro Perez and our business, AP Tattoo, are a vital and unique addition to Pewaukee. Your acceptance and blessing of our tattoo shop will not only positively affect the city and community, but it will also provide for and support our beautiful family of four. Alvaro and Kelsey have put in countless hours to make AP Tattoo a reality, and we truly hope that you take part in welcoming our new business into the beautiful and growing city of Pewaukee.

Sincerely,

Alvaro and Kelsey Perez

Problem & Solution

Problem Worth Solving

AP Tattoos will provide a unique solution for tattoo enthusiasts in the Milwaukee suburb of Pewaukee by bringing recognized talent into an underserved market. Currently, those seeking quality tattoo work have limited options or need to travel 30+ minutes to Milwaukee, Madison, or even as far as Chicago.

Tattooing is an art form with roots dating back thousands of years. While the imagery has evolved, the core human desire for personal expression through body art has not. As tattoos become more culturally accepted, the popularity has grown exponentially. However, most artists work as contractors under the employ of tattoo shops that heavily control scheduling and limit creative freedom in exchange for space, equipment, and promotion.

Alvaro Perez recognized that by pairing his business acumen with the creative passions of a talented artist like himself, he could create an ideal situation fostering creativity and freedom while eliminating the typical burdens faced by new artists trying to establish themselves. With a built-in customer base and strong promotion as an extension of AP Tattoos trusted brand, a resident artist can focus purely on the artistry while benefiting from the shop's steady flow of patrons.

Our Solution

As a society, we have collectively endured a significant amount of stress in recent years. Tattoos have proven to be an immensely cathartic medium, serving as powerful reminders of our resilience. They represent our ability to overcome challenging circumstances, showcasing our inner strength and perseverance. In fact, tattoos often become tributes, symbolic representations of an individual's unique journey. Many individuals have even sought tattoos as a way to honor those they have lost during the pandemic. The process of getting a tattoo elicits a physiological response, triggering the release of norepinephrine, serotonin, and endorphins, while simultaneously reducing cortisol levels. This reaction promotes a sense of tranquility and effectively alleviates stress. In light of this, people are yearning for meaningful connections and are seeking a tangible symbol of their resilience and triumph over adversity.

Target Market

The Tattoo Artists industry in the US has experienced steady growth, with an average annual increase of 3.8% between 2017 and 2022. This is indicative of a thriving market with promising opportunities.

When it comes to tattoos, people have diverse motivations that drive them to get inked. Many view tattoos as a way to honor or remember someone or something dear to them, with an impressive 69% of tattooed adults considering this a significant reason behind their choice. Furthermore, 47% of individuals with tattoos use their body art as a means to express their beliefs and values, making a bold statement. Additionally, a considerable 32% of people choose to get tattoos to enhance their personal appearance, embracing body art as a form of self-expression and confidence.

It is fascinating to observe that there is a gender disparity in tattoo prevalence, with 38% of women having at least one tattoo, surpassing the 27% rate among men. This trend becomes even more pronounced within specific age groups, with 56% of women aged 18 to 29 and 53% of women aged 30 to 49 proudly sporting tattoos.

Moreover, it is worth noting the variation in tattoo rates among different racial and ethnic groups. Black Americans exhibit a higher tattoo rate, with 39% embracing tattoos as a form of self-expression. Among Hispanic individuals, the figures stand at 35%, while it is 32% for White individuals. Asian Americans, on the other hand, have a lower tattoo rate of 14%, showcasing the unique preferences and cultural differences that contribute to the vibrant tattoo industry.

Competition

Current Alternatives

AP Tattoo distinguishes itself from its competitors, such as Pewaukee Tattoo Parlour, Floaty Tattoo, and Custom Tattoo, by emphasizing a professional, hygienic, and inclusive tattoo experience for all individuals. Unlike Pewaukee Tattoo, which operates on an appointment-only basis, AP Tattoo welcomes walk-ins, ensuring that curious and enthusiastic potential clients have the opportunity to explore their first tattoo experience. At AP Tattoo, we recognize that one's affinity for tattoos often begins with a small piece, allowing individuals to gauge their pain tolerance and gradually work towards larger designs in the future.

What sets AP Tattoo apart from Floaty Tattoo is our commitment to providing personal and private work areas. We understand that getting a tattoo is a deeply personal experience that can leave individuals feeling vulnerable. It is our obligation to ensure that each client feels respected and comfortable, allowing them to

personalize their tattoo experience. Our work stations are thoughtfully separated from the storefront windows, ensuring that your tattoo session remains private and not on public display.

Lastly, AP Tattoo distinguishes itself from Custom Tattoo by offering a diverse selection of custom flash designs and the option for clients to choose smaller or "filler" pieces. We understand that some clients may need inspiration to determine their desired larger design or use a small flash piece as a starting point for a full sleeve. By offering flash designs, we provide clients with the convenience of walking in and selecting a design they love, possibly leading to an immediate tattoo session. This flexibility can greatly impact client retention, as individuals who initially visit the shop out of curiosity may be enticed by a flash design and choose to become walk-in clients.

In conclusion, AP Tattoo upholds stringent standards while presenting a wide array of tattoo design possibilities and experiences. At AP Tattoo, no individual or idea is turned away. We prioritize making this tattoo experience truly personal and tailored to each client's preferences and desires.

Our Advantages

AP Tattoos aims to implement a compelling strategy that not only attracts new tattoo enthusiasts but also captivates seasoned tattoo collectors. Our goal is to create an enticing environment and offer products and services that are irresistible to both customer segments. By doing so, we plan to establish long-lasting relationships with local clients who may initially seek only one tattoo, transforming them into loyal, repeat customers. Our strategy includes:

- Providing competitively-priced introductory tattoos, specially designed to entice and engage "tattoo newbies" looking to venture into the world of body art.
- Maintaining a team of highly skilled and talented artists who are dedicated to delivering exceptional work, ensuring that tattoo collectors are consistently impressed and eager to return.
- Offering a diverse selection of custom designs in various styles, catering to a wide range of preferences. This approach allows us to cater to the individual tastes and desires of each customer, broadening our appeal and capturing a larger market share.
- Expanding our revenue streams by offering additional products featuring designs by our esteemed tattoo artists. This not only generates extra income for our business but also allows our customers to showcase their affinity for body art through various merchandise.

Marketing & Sales

Marketing Plan

The marketing strategy of the business entails targeting a diverse range of potential customers in the Pewaukee area. Prior to the launch, the following tactics will be implemented:

- Printing multiple flyers to advertise the grand opening of the business. These flyers will be distributed in the vicinity of the shop, at local establishments, and handed out at events and on the street during the week leading up to the launch.
- Developing a basic website that includes contact information, directions, pricing for services, artist galleries showcasing their artwork, and images of products available for purchase in the shop along with their respective prices.
- Listing the website on search engines, local business databases, tattoo shop databases, and the Yellow Pages.
- Running advertisements in local newspapers to promote the grand opening.
- The grand opening itself will span five days and feature a promotional offer of a 25% discount (\$45) on introductory tattoos.
- As part of ongoing marketing efforts:
 - Business cards will continue to be distributed.
 - Flyers will be periodically printed to promote discounts and new products, which will then be posted in the surrounding area.
 - The website will be regularly updated with new products and artwork.

Sales Plan

Sales at AP Tattoos will be driven by a comprehensive strategy that maximizes word-of-mouth promotion. As part of this approach, we will provide clients with business cards to share with friends when they discuss their new tattoos. By distributing these cards and retaining client information, we can expand our customer base through personal referrals. In addition to leveraging word-of-mouth, our artists will actively promote their work in various settings. This includes wearing AP Tattoos shirts at parties, events, and during their daily interactions. By doing so, they will seize every opportunity to engage with potential clients and distribute business cards to interested individuals. Beyond these efforts, we will prioritize the health and satisfaction of our customers. Our receptionist will personally follow up with each client after a week to inquire about the healing process and express gratitude for their patronage. This personalized touch not only ensures customer satisfaction but also enhances our reputation as a caring and professional establishment. By combining these sales strategies, AP Tattoos will not only attract new clients but also foster loyalty among existing customers. We are

committed to providing an exceptional experience that extends beyond the tattoo itself, leaving a lasting impression on everyone we serve.

Operations

Locations & Facilities

We are seeking to establish our presence in a strategically chosen location, ideally spanning between 1,200 to 1,500 square feet. Our aim is to secure a spot that offers high visibility from the main road and experiences significant foot traffic. By situating our tattoo parlor and art studio within a thriving retail center, we can leverage the power of eye-catching signage to attract potential customers. This strategic positioning not only increases our chances of drawing in curious passersby but also enhances the credibility of our talented artists. Additionally, locating our business in close proximity to popular shopping destinations will entice individuals who may not have previously considered getting a tattoo, ultimately increasing footfall to our establishment. With a prime location, we can capture the attention of a wide range of clients and establish a successful presence in the Pewaukee community.

The proposed location for AP Tattoo is located in the Pewaukee Plaza located at N20W22951 Watertown Rd, Waukesha, WI 53186. This plaza is the perfect fit for our tattoo shop for the following reasons:

- 1. Ample Parking:** Over 50 parking spaces shared by all tenants in the plaza.
- 2. Great Traffic Counts:** Hwy F 34,700 VPD | Watertown Road 10,400 VPD
- 3. Advantageous Current Tenants:** Biggby Coffee, Jimmy Johns, Snack Depot, and The Crossings Restaurant offer food and beverages which is vital to a successful tattoo experience. Clients are required to eat and drink plenty of fluids prior to their appointment, and having these current tenants as our neighbors is beneficial for the health of our clients as well as the financial success of our business, and for the entire plaza.
- 4. Zoning Allows for Wide Range of Usages**

Technology

The INKbusiness software platform is a robust tool specifically designed to efficiently manage tattoo studios. With its user-friendly interface, the platform offers a wide range of features, including appointment scheduling, customer relationship management, artist management, and financial reporting.

In addition to these features, INKbusiness provides a convenient mobile app that enables studio owners to manage their operations from anywhere.

To streamline our payment processes, we will be implementing the LightSpeed POS system. This system allows us to accept various payment methods, including cash, credit/debit cards, and online payments for shop merchandise and tattoo aftercare supplies. By integrating the payment system with the POS system, we can automate transaction amounts, resulting in faster and more efficient checkouts for our customers, providing them with a seamless experience.

Equipment & Tools

Tattoo Machines - Coil or Rotary

Grommets

Rubber Bands

Disposable Nitrile Gloves - Medical Grade, Latex - Free, No Powder

Tattoo Needles / Cartridges - Turbo, shader, flat, round, and magnum. Special types like cartridge needles and textured needles also exist for those more advanced tattooists. Within each category, you find various sizes.

Grips, Tubes, and Tips - Grips will be required when tattooing in order to ensure a steady hand with every tattoo - it is up to the artist whether they would like to use disposable or metal reusable ones. Tips and tubes help you accurately insert the needle into your machine, ensure optimal ink flow, and aid in safe cleaning. You should always choose easy-to-clean tubes and tips, so you don't risk damaging your carefully selected needles.

Barrier Gel - This seals stencils to your client's skin, decreases heat, reduces needle burn, and vastly improves ink saturation.

Tattoo Ink and Ink Cups

Water Cups

Paper Towels

Petroleum Jelly/Ointment - Including numbing cream and ointment.

Rubbing Alcohol

Opti-cide Disinfectant/Surface Sterilizer

Sharps Disposal Containers

Medical Grade Waste Disposal

Surgical Drapes - Cover work areas/surfaces

Barrier Film - To hold surgical drapes in place

Arm Rests - To position clients comfortably while being tattooed

Adjustable Chair/ Tattoo Table - For clients to lay on while being tattooed

Work Station - Tool box to store supplies and materials for each artist. Top of the toolbox to be used for set up of inks, machines, and overall setup for a client tattoo.

Adjustable Lights/Light Headbands - For optimal precision and clarity

Stencil Paper and Stencil Printer

Editing Tools - iPad with applications such as Auto Desk, Procreate, and other drawing/editing software.

Markers - Skin-safe to draw stencils on clients prior to tattooing.

Milestones & Metrics

1. Average Tattoo Price - Total sales divided by number of customers. By tracking the average revenue per customer, you can see how much each customer is spending at your shop, allowing you to identify the areas with high and low revenue streams.

Average revenue per customer = Total revenue generated / Number of customers

2. Customer Satisfaction - Tracking the customer satisfaction rating lets you know how well your business is performing in terms of customer service and quality of work. It is important to aim for high scores, as they will help to attract new customers.

3. Number of Custom Designs Created - Tracking the number of custom tattoo designs created is a crucial KPI metric for tattoo shops. It helps to measure the creativity and efficiency of the tattoo artists in producing unique and personalized designs for their clients.

Number of custom designs created = Total number of custom designs / Total number of tattoo artists

4. New Customers - The number of new customers acquired KPI is crucial for tattoo shops looking to expand their customer base. The metric helps managers identify the most effective marketing strategies for customer acquisition and evaluate the effectiveness of current marketing strategies. This KPI can also be used to evaluate the performance of sales staff or determine the need to deploy more resources to attract potential customers.

(New Customers - Lost Customers) / Total Customers

5. Percent of Returning Customers - Measuring the percentage of repeat customers will show how many people return to your business and how loyal they are to it. This will affect your revenue in the long run, so it's important to understand it.

(Number of repeat customers ÷ Total customers) x 100 = Percentage of repeat customers.

6. Percentage of Revenue Generated from Ancillary Products - Percentage of revenue generated from ancillary products refers to the portion of a tattoo shop's total revenue that comes from products or services other than tattooing. This KPI is useful for evaluating the effectiveness of a shop's merchandising strategy, as well as its ability to generate additional revenue from non-core products and services.

(Revenue from ancillary products / Total Revenue) x 100

7. Average Time in Shop - Tattoo shops can use this KPI to identify areas where the tattooing process can be improved, such as reducing the time it takes to complete a tattoo or identifying bottlenecks in the tattooing process. This can lead to improved customer satisfaction and increased revenue for the tattoo shop.

*Average Time for Tattoo Completion = Total Time Taken to Complete All Tattoos /
Number of Tattoos Completed*

8. Estimated Amount of Customers Per Day - Depending on the size and details of the tattoo itself, we are expecting a minimum of 3-5 customers per day.

Company Overview

Ownership & Structure

The owners of AP Tattoos are Alvaro Perez and Kelsey Perez, who have been married for six years. Alvaro will serve as the primary tattoo artist and will be responsible for strategic planning, direct sales efforts, contracting, collaborating with the employed tattoo artists, and overseeing day-to-day operations. He will have the final decision-making authority when it comes to selecting designs for additional products. Kelsey will be in charge of managing the reception area, purchasing supplies and inventory management, handling phone and email inquiries, overseeing marketing efforts, managing bookkeeping and accounting tasks, managing payroll, handling insurance matters, and other administrative requirements. She will work in both the reception area and the office of the business as needed. The second tattoo artist to join AP Tattoos will initially work part-time and will quickly transition to full-time hours. Their compensation will be directly tied to the services they provide, with a 40% commission on tattoos performed and sales of designed products. Alvaro will supervise this artist and will seek an experienced professional with an established portfolio and customer base, who values the opportunity to focus solely on their craft without having to deal with the business operations and overhead concerns, which Alvaro and Kelsey will handle. AP Tattoos will operate as an LLC, as Alvaro and Kelsey are the sole owners of the business and will be personally liable for all debts and obligations of the business.

Shop Hours

Monday 11am - 7pm

Tuesday 11am - 7pm

Wednesday 11am - 7pm

Thursday 11am - 7pm

Friday 11am - 7pm

Saturday 11am - 7pm

Sunday CLOSED

We will be closed or may close the shop early on all major holidays.

Team

The management team at AP Tattoos brings a diverse set of skills and experience to successfully operate the tattoo parlor and art studio. With over seven years of tattoo experience, owner Alvaro Perez leads the talented team of tattoo artists. His dedication to his craft ensures customers receive high quality tattoo work.

Complementing Alvaro's artistic skills, his wife Kelsey Perez draws from her business education and project management experience to manage the business operations. Her organizational strengths and attention to detail are invaluable for running the financials, marketing, and general business management.

Together, Alvaro and Kelsey form a management team combining artistic talent and business acumen. Additional managers will be added to the team as the business grows and can benefit from more specialized roles. However, for a lean startup, Alvaro and Kelsey capably cover the diverse skills needed to manage AP Tattoos successfully.

Financial Plan

Forecast

We have made the following key assumptions in creating our financial forecasts for AP Tattoos:

- We expect steady growth in the tattoo industry nationwide as tattoos become more socially accepted.
- We anticipate being able to capture approximately 5% market share in our local area within the first year based on competitive research.
- Our average tattoo session price is forecasted to be \$150 plus tip, in line with current industry averages for custom work by reputable artists.
- We forecast total employee costs including payroll, benefits, and taxes to be approximately 30% of revenues - once our business grows and we gain additional artists/team members.
- Our rent and utilities are projected to account for 15% of revenues based on current commercial real estate rates.
- Cost of tattoo supplies is estimated at 5% of revenues.
- Marketing costs are budgeted at 10% of revenues to drive awareness and trial of our new studio.
- We aim to achieve a sustainable 30% profit margin once the studio matures after the first year of operations.

These assumptions draw upon thorough market research, financial analysis, and conservative growth estimates. We have high confidence in the accuracy of our projections, but will adjust key drivers as needed based on actual performance.

Financing

Use of Funds

The funds raised will be allocated towards several key areas in order to support the successful establishment and operation of AP Tattoos. These areas include the purchase of tattoo equipment and art supplies, marketing expenses to promote the opening, and working capital for daily operational expenses. To begin with, a portion of the funds will be dedicated to the purchase of high-quality tattoo equipment and art supplies. By investing in top-notch equipment from leading suppliers, such as tattoo machines, needles, and inks, as well as drawing materials, canvases, and paints, AP Tattoos will ensure that its artists have access to all the necessary tools to create exceptional tattoos and artwork. Furthermore, a significant portion of the funds will be allocated towards marketing expenses. These expenses will be utilized to build awareness and generate customer traffic

leading up to the grand opening. Specifically, funds will be invested in strategic social media advertising campaigns, local radio spots, newspaper ads, distribution of flyers, and the organization of engaging grand opening events. These marketing activities aim to not only attract a wide customer base but also establish AP Tattoos as a prominent and reputable tattoo parlor and art studio in the area. In addition, a portion of the funds will be dedicated to cover working capital and operating expenses. This includes essential costs such as rent, utilities, insurance, salaries, and other day-to-day expenses that are critical to the smooth operation of the business. By carefully managing the working capital, AP Tattoos will be able to ensure stability and effectively handle cash flow during the initial stages of the business. Lastly, a portion of the funds will be allocated towards decorating the retail space. This transformation will take a vacant storefront and turn it into a warm and inviting tattoo parlor. The funds will be utilized for installation of lighting, acquisition of furniture, and the finishing touches of the interior design. The end result will be a visually appealing and comfortable environment that will provide customers with a positive experience during their visit. Overall, the careful allocation of funds towards these various areas will provide AP Tattoos with the necessary resources to successfully open the tattoo parlor and art studio, hire talented staff members, acquire essential equipment and supplies, effectively promote the business, and support day-to-day operations. This strategic investment is integral to AP Tattoo's mission of becoming a premier establishment in Waukesha and beyond.

Sources of Funds

The initial funding for AP Tattoo will come from a \$10,000 loan that has already been approved, as well as \$5,000 in personal funds from the owners' savings accounts. This provides the business with \$15,000 in startup capital to cover initial expenses and operating costs as we establish the business.

After the first 6 months of operations, we intend to secure an additional small business line of credit of up to \$20,000 from our bank to assist with any cash flow needs as the business continues to grow and take on more customers. This line of credit will only be accessed on an as-needed basis for operating expenses and inventory.

Within the first 3 years of operations, we plan to explore additional funding options as necessary including business credit cards or applying for small business grants in order to fund growth plans including expanding staff, additional equipment purchases, and marketing campaigns. Ongoing operations will be funded through cash flow generated by tattoo services and retail art sales. We will reinvest a portion of profits each month to build up capital reserves, pay down any outstanding debt, and fund future growth opportunities.

Statements (Estimated)

Projected Profit and Loss

	2024	2025	2026
Revenue	\$52,200	\$64,200	\$77,400
Direct Costs	\$11,900	\$9,600	\$9,600
Gross Margin	\$40,300	\$54,600	\$67,800
Gross Margin %	77%	85%	88%
Operating Expenses			
Salaries & Wages	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Pewaukee Plaza Rent	\$1,362	\$1,416	\$1,472
Security Deposit	\$1,936		
Total Operating Expenses	\$3,298	\$1,416	\$1,472
Operating Income	\$37,002	\$53,184	\$66,328
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$5,661	\$8,137	\$10,149
Total Expenses	\$20,859	\$19,153	\$21,221
Net Profit	\$31,341	\$45,047	\$56,179
Net Profit / Sales	60%	70%	73%

Projected Balance Sheet (Estimated)

	2024	2025	2026
Cash	\$32,113	\$77,453	\$133,785
Accounts Receivable	\$1,483	\$1,884	\$2,586
Inventory			
Other Current Assets			
Total Current Assets	\$33,596	\$79,337	\$136,371
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$33,596	\$79,337	\$136,371
Accounts Payable	\$198	\$176	\$203
Income Taxes Payable	\$1,392	\$1,943	\$2,537
Sales Taxes Payable	\$665	\$830	\$1,064
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	\$2,255	\$2,949	\$3,804
Long-Term Debt			
Long-Term Liabilities			
Total Liabilities	\$2,255	\$2,949	\$3,804
Paid-In Capital			
Retained Earnings		\$31,341	\$76,388
Earnings	\$31,341	\$45,047	\$56,179
Total Owner's Equity	\$31,341	\$76,388	\$132,567
Total Liabilities & Equity	\$33,596	\$79,337	\$136,371

Projected Cash Flow Statement (Estimated)

	2024	2025	2026
Net Cash Flow from Operations			
Net Profit	\$31,341	\$45,047	\$56,179
Depreciation & Amortization			
Change in Accounts Receivable	(\$1,483)	(\$401)	(\$702)
Change in Inventory			
Change in Accounts Payable	\$198	(\$22)	\$27
Change in Income Tax Payable	\$1,392	\$551	\$594
Change in Sales Tax Payable	\$665	\$165	\$234
Change in Prepaid Revenue			
Net Cash Flow from Operations	\$32,113	\$45,340	\$56,332
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received			
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing			
Cash at Beginning of Period	\$0	\$32,113	\$77,453
Net Change in Cash	\$32,113	\$45,340	\$56,332
Cash at End of Period	\$32,113	\$77,453	\$133,785

Appendix (Estimated)

Profit and Loss Statement (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Total Revenue	\$3,700	\$4,200	\$4,300	\$4,400	\$4,500	\$4,600	\$4,700	\$4,800	\$4,900	\$4,700	\$3,700	\$3,700
Total Direct Costs	\$1,200	\$1,000	\$900	\$900	\$1,000	\$1,000	\$1,100	\$900	\$900	\$1,100	\$1,000	\$900
Gross Margin	\$2,500	\$3,200	\$3,400	\$3,500	\$3,500	\$3,600	\$3,600	\$3,900	\$4,000	\$3,600	\$2,700	\$2,800
Gross Margin %	68%	76%	79%	80%	78%	78%	77%	81%	82%	77%	73%	76%
Operating Expenses												
Salaries and Wages	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pewaukee Plaza Rent	\$1,362											
Security Deposit	\$1,936											
Total Operating Expenses	\$3,298	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Income	(\$798)	\$3,200	\$3,400	\$3,500	\$3,500	\$3,600	\$3,600	\$3,900	\$4,000	\$3,600	\$2,700	\$2,800
Income Taxes	\$0	\$368	\$520	\$535	\$536	\$551	\$550	\$597	\$612	\$551	\$413	\$428
Total Expenses	\$4,498	\$1,368	\$1,420	\$1,435	\$1,536	\$1,551	\$1,650	\$1,497	\$1,512	\$1,651	\$1,413	\$1,328
Net Profit	(\$798)	\$2,832	\$2,880	\$2,965	\$2,964	\$3,049	\$3,050	\$3,303	\$3,388	\$3,049	\$2,287	\$2,372
Net Profit / Sales	(22%)	67%	67%	67%	66%	66%	65%	69%	69%	65%	62%	64%

AP Tattoo

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Total Revenue	\$4,700	\$5,200	\$5,300	\$5,400	\$5,500	\$5,600	\$5,700	\$5,800	\$5,900	\$5,700	\$4,700	\$4,700
Total Direct Costs	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Gross Margin	\$3,900	\$4,400	\$4,500	\$4,600	\$4,700	\$4,800	\$4,900	\$5,000	\$5,100	\$4,900	\$3,900	\$3,900
Gross Margin %	83%	85%	85%	85%	85%	86%	86%	86%	86%	86%	83%	83%
Operating Expenses												
Salaries and Wages	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pewaukee Plaza Rent	\$1,416											
Security Deposit												
Total Operating Expenses	\$1,416	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Income	\$2,484	\$4,400	\$4,500	\$4,600	\$4,700	\$4,800	\$4,900	\$5,000	\$5,100	\$4,900	\$3,900	\$3,900
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	\$380	\$674	\$688	\$704	\$719	\$734	\$750	\$765	\$780	\$750	\$597	\$596
Total Expenses	\$2,596	\$1,474	\$1,488	\$1,504	\$1,519	\$1,534	\$1,550	\$1,565	\$1,580	\$1,550	\$1,397	\$1,396
Net Profit	\$2,104	\$3,726	\$3,812	\$3,896	\$3,981	\$4,066	\$4,150	\$4,235	\$4,320	\$4,150	\$3,303	\$3,304
Net Profit / Sales	45%	72%	72%	72%	72%	73%	73%	73%	73%	73%	70%	70%

	2024	2025	2026
Total Revenue	\$52,200	\$64,200	\$77,400
Total Direct Costs	\$11,900	\$9,600	\$9,600
Gross Margin	\$40,300	\$54,600	\$67,800
Gross Margin %	77%	85%	88%
Operating Expenses			
Salaries and Wages	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Pewaukee Plaza Rent	\$1,362	\$1,416	\$1,472
Security Deposit	\$1,936		
Total Operating Expenses	\$3,298	\$1,416	\$1,472
Operating Income	\$37,002	\$53,184	\$66,328
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$5,661	\$8,137	\$10,149
Total Expenses	\$20,859	\$19,153	\$21,221
Net Profit	\$31,341	\$45,047	\$56,179
Net Profit / Sales	60%	70%	73%

Balance Sheet (With Monthly Detail- Estimated)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Cash	(\$1,088)	\$1,373	\$4,947	\$7,090	\$10,820	\$14,633	\$16,108	\$20,188	\$24,417	\$25,849	\$29,131	\$32,113
Accounts Receivable	\$1,484	\$1,684	\$1,724	\$1,764	\$1,804	\$1,844	\$1,884	\$1,924	\$1,965	\$1,884	\$1,484	\$1,483
Inventory												
Other Current Assets												
Total Current Assets	\$396	\$3,057	\$6,671	\$8,854	\$12,624	\$16,477	\$17,992	\$22,112	\$26,382	\$27,733	\$30,615	\$33,596
Total Assets	\$396	\$3,057	\$6,671	\$8,854	\$12,624	\$16,477	\$17,992	\$22,112	\$26,382	\$27,733	\$30,615	\$33,596
Accounts Payable	\$990	\$220	\$198	\$198	\$220	\$220	\$242	\$198	\$198	\$242	\$220	\$198
Income Taxes Payable	\$0	\$368	\$888	\$535	\$1,071	\$1,622	\$550	\$1,147	\$1,759	\$551	\$964	\$1,392
Sales Taxes Payable	\$204	\$435	\$671	\$242	\$490	\$743	\$258	\$522	\$792	\$258	\$462	\$665
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$1,194	\$1,023	\$1,757	\$975	\$1,781	\$2,585	\$1,050	\$1,867	\$2,749	\$1,051	\$1,646	\$2,255
Total Liabilities	\$1,194	\$1,023	\$1,757	\$975	\$1,781	\$2,585	\$1,050	\$1,867	\$2,749	\$1,051	\$1,646	\$2,255
Paid-In Capital												
Retained Earnings												
Earnings	(\$798)	\$2,034	\$4,914	\$7,879	\$10,843	\$13,892	\$16,942	\$20,245	\$23,633	\$26,682	\$28,969	\$31,341
Total Owner's Equity	(\$798)	\$2,034	\$4,914	\$7,879	\$10,843	\$13,892	\$16,942	\$20,245	\$23,633	\$26,682	\$28,969	\$31,341
Total Liabilities & Equity	\$396	\$3,057	\$6,671	\$8,854	\$12,624	\$16,477	\$17,992	\$22,112	\$26,382	\$27,733	\$30,615	\$33,596

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Cash	\$34,079	\$38,253	\$41,612	\$43,891	\$48,854	\$53,922	\$56,030	\$61,309	\$66,694	\$68,735	\$73,295	\$77,453
Accounts Receivable	\$1,884	\$2,085	\$2,125	\$2,165	\$2,205	\$2,245	\$2,285	\$2,325	\$2,366	\$2,285	\$1,884	\$1,884
Inventory												
Other Current Assets												
Total Current Assets	\$35,964	\$40,338	\$43,737	\$46,056	\$51,059	\$56,167	\$58,315	\$63,634	\$69,059	\$71,020	\$75,179	\$79,337
Total Assets	\$35,964	\$40,338	\$43,737	\$46,056	\$51,059	\$56,167	\$58,315	\$63,634	\$69,059	\$71,020	\$75,179	\$79,337
Accounts Payable	\$488	\$176	\$176	\$176	\$176	\$176	\$176	\$176	\$176	\$176	\$176	\$176
Income Taxes Payable	\$1,772	\$2,446	\$1,742	\$704	\$1,423	\$2,157	\$750	\$1,515	\$2,295	\$750	\$1,347	\$1,943
Sales Taxes Payable	\$259	\$545	\$836	\$297	\$600	\$908	\$313	\$632	\$957	\$313	\$572	\$830
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$2,519	\$3,167	\$2,754	\$1,177	\$2,199	\$3,241	\$1,239	\$2,323	\$3,428	\$1,239	\$2,095	\$2,949
Long-Term Debt												
Long-Term Liabilities												
Total Liabilities	\$2,519	\$3,167	\$2,754	\$1,177	\$2,199	\$3,241	\$1,239	\$2,323	\$3,428	\$1,239	\$2,095	\$2,949
Paid-In Capital												
Retained Earnings	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341	\$31,341
Earnings	\$2,104	\$5,830	\$9,642	\$13,538	\$17,519	\$21,585	\$25,735	\$29,970	\$34,290	\$38,440	\$41,743	\$45,047
Total Owner's Equity	\$33,445	\$37,171	\$40,983	\$44,879	\$48,860	\$52,926	\$57,076	\$61,311	\$65,631	\$69,781	\$73,084	\$76,388

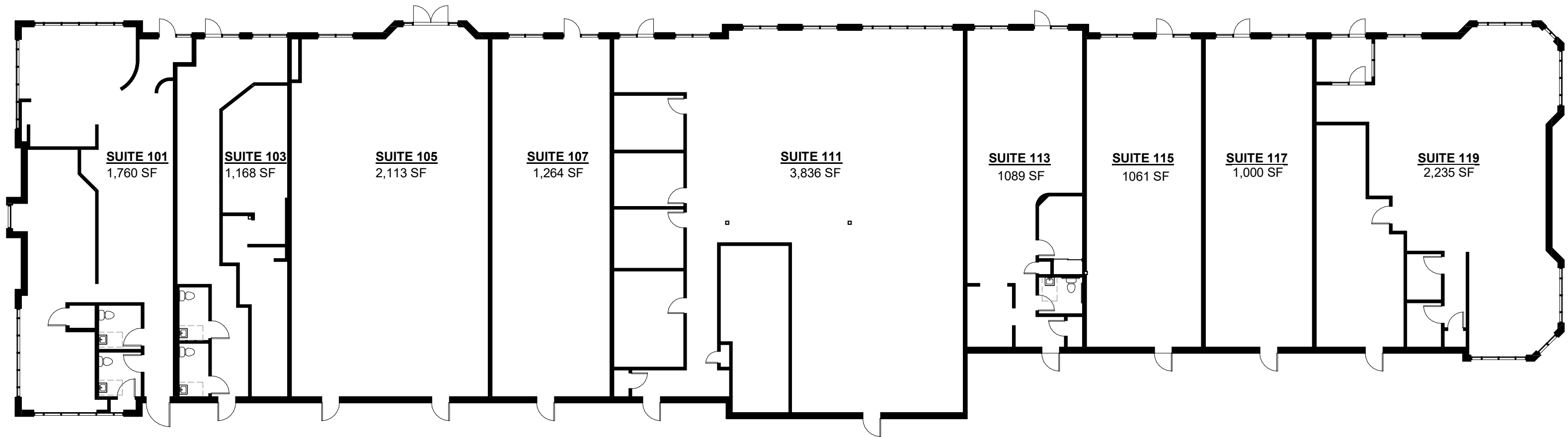
	2024	2025	2026
Cash	\$32,113	\$77,453	\$133,785
Accounts Receivable	\$1,483	\$1,884	\$2,586
Inventory			
Other Current Assets			
Total Current Assets	\$33,596	\$79,337	\$136,371
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$33,596	\$79,337	\$136,371
Accounts Payable	\$198	\$176	\$203
Income Taxes Payable	\$1,392	\$1,943	\$2,537
Sales Taxes Payable	\$665	\$830	\$1,064
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	\$2,255	\$2,949	\$3,804
Long-Term Debt			
Long-Term Liabilities			
Total Liabilities	\$2,255	\$2,949	\$3,804
Paid-In Capital			
Retained Earnings		\$31,341	\$76,388
Earnings	\$31,341	\$45,047	\$56,179
Total Owner's Equity	\$31,341	\$76,388	\$132,567
Total Liabilities & Equity	\$33,596	\$79,337	\$136,371

Cash Flow Statement (With Monthly Detail - Estimated)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Net Cash Flow from Operations												
Net Profit	(\$798)	\$2,832	\$2,880	\$2,965	\$2,964	\$3,049	\$3,050	\$3,303	\$3,388	\$3,049	\$2,287	\$2,372
Depreciation & Amortization												
Change in Accounts Receivable	(\$1,484)	(\$200)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	\$81	\$401	\$0
Change in Inventory												
Change in Accounts Payable	\$990	(\$770)	(\$22)	\$0	\$22	\$0	\$22	(\$44)	\$0	\$44	(\$22)	(\$22)
Change in Income Tax Payable	\$0	\$368	\$520	(\$353)	\$536	\$551	(\$1,072)	\$597	\$612	(\$1,208)	\$413	\$428
Change in Sales Tax Payable	\$204	\$231	\$236	(\$429)	\$248	\$253	(\$485)	\$264	\$270	(\$534)	\$204	\$203
Change in Prepaid Revenue												
Net Cash Flow from Operations	(\$1,088)	\$2,461	\$3,574	\$2,143	\$3,730	\$3,813	\$1,475	\$4,080	\$4,230	\$1,432	\$3,283	\$2,981
Cash at Beginning of Period	\$0	(\$1,088)	\$1,373	\$4,947	\$7,090	\$10,820	\$14,633	\$16,108	\$20,188	\$24,417	\$25,849	\$29,131
Net Change in Cash	(\$1,088)	\$2,461	\$3,574	\$2,143	\$3,730	\$3,813	\$1,475	\$4,080	\$4,230	\$1,432	\$3,283	\$2,981
Cash at End of Period	(\$1,088)	\$1,373	\$4,947	\$7,090	\$10,820	\$14,633	\$16,108	\$20,188	\$24,417	\$25,849	\$29,131	\$32,113

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Net Cash Flow from Operations												
Net Profit	\$2,104	\$3,726	\$3,812	\$3,896	\$3,981	\$4,066	\$4,150	\$4,235	\$4,320	\$4,150	\$3,303	\$3,304
Depreciation & Amortization												
Change in Accounts Receivable	(\$401)	(\$200)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	(\$40)	\$81	\$401	\$0
Change in Inventory												
Change in Accounts Payable	\$290	(\$312)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$380	\$674	(\$704)	(\$1,038)	\$719	\$734	(\$1,407)	\$765	\$780	(\$1,545)	\$597	\$596
Change in Sales Tax Payable	(\$406)	\$286	\$291	(\$539)	\$303	\$308	(\$595)	\$319	\$325	(\$644)	\$259	\$258
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$1,966	\$4,174	\$3,359	\$2,279	\$4,963	\$5,068	\$2,108	\$5,279	\$5,385	\$2,042	\$4,560	\$4,158

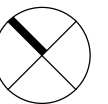
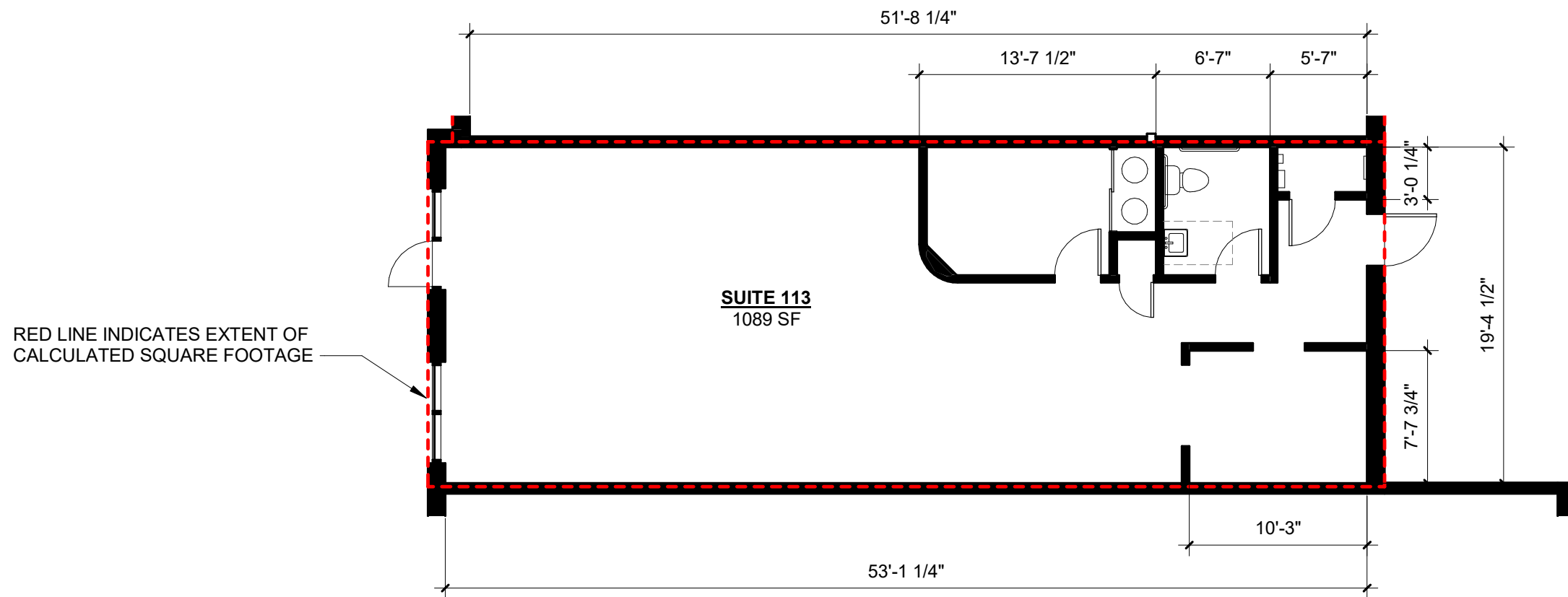
	2024	2025	2026
Net Cash Flow from Operations			
Net Profit	\$31,341	\$45,047	\$56,179
Depreciation & Amortization			
Change in Accounts Receivable	(\$1,483)	(\$401)	(\$702)
Change in Inventory			
Change in Accounts Payable	\$198	(\$22)	\$27
Change in Income Tax Payable	\$1,392	\$551	\$594
Change in Sales Tax Payable	\$665	\$165	\$234
Change in Prepaid Revenue			
Net Cash Flow from Operations	\$32,113	\$45,340	\$56,332
Investing & Financing			
Cash at Beginning of Period	\$0	\$32,113	\$77,453
Net Change in Cash	\$32,113	\$45,340	\$56,332
Cash at End of Period	\$32,113	\$77,453	\$133,785



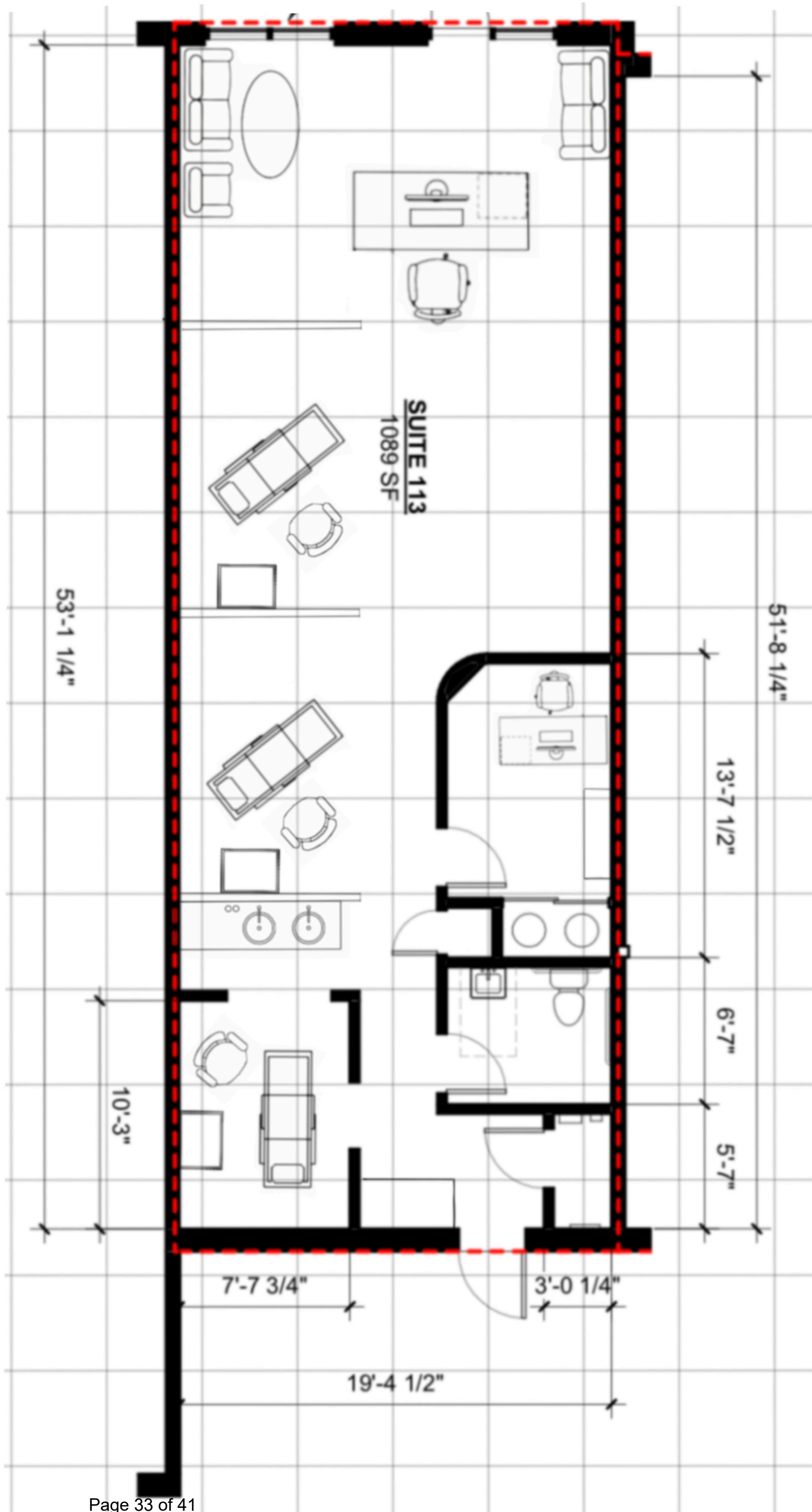
TOTAL SF:
15,526 SF



OVERALL



SUITE 113



PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



OFFERING SUMMARY

AVAILABLE SF:	1,061 SF up to 5,100 SF of Contiguous space
LEASE RATE:	Negotiable
LOT SIZE:	2.09 Acres
BUILDING SIZE:	15,722 SF
ZONING:	B-5

PROPERTY OVERVIEW

Excellent visibility along this high traffic corridor surrounded by corporate offices and near Microsoft and Anthem. Great signage opportunity with valuable exposure. Suites can be combined for up to 5,100 contiguous square feet.

Current tenants include Jimmy John's, Snack Depot, Biggby Coffee, Cloud City and The Crossings Restaurant.

PROPERTY HIGHLIGHTS

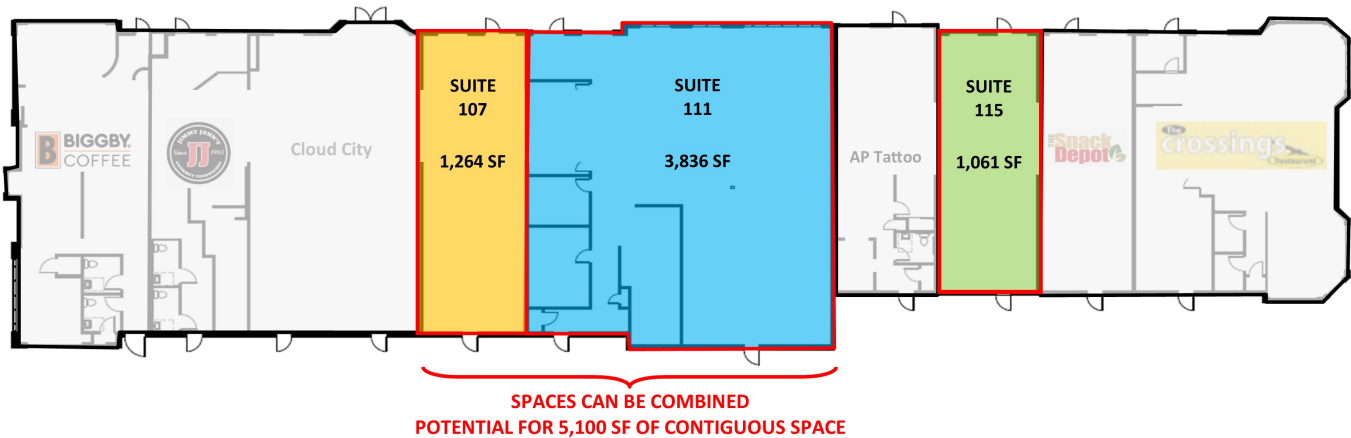
- Tenant Improvement Package Available
- Ample Parking
- Tax/Cam \$6.33 PSF (2024)
- Under New Ownership
- Great Traffic Counts: Hwy F 34,700 VPD | Watertown Road 10,400 VPD
- Zoning Allows for Wide Range of Usages

KW COMMERCIAL
14665 Galaxie Avenue, Suite 350
Apple Valley, MN 55124

MATTHEW KLEIN, CCIM
Senior Director Investment Services
O: 651.262.1002
C: 612.382.3403
matt@amkprop.com

PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



SUITE	TENANT	SIZE (SF)	LEASE TYPE	DESCRIPTION
Suite 107	Available	1,264 - 5,100 SF	Net	Combine for up to 5,100 SF Contiguous
Suite 111	Available	3,836 - 5,100 SF	Net	Combine for up to 5,100 SF Contiguous
Suite 115	Available	1,061 SF	Net	

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RETAIL FOR LEASE

PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



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Page 36 of 41

Each Office Independently Owned and Operated kwcmidwest.com/

RETAIL FOR LEASE

PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



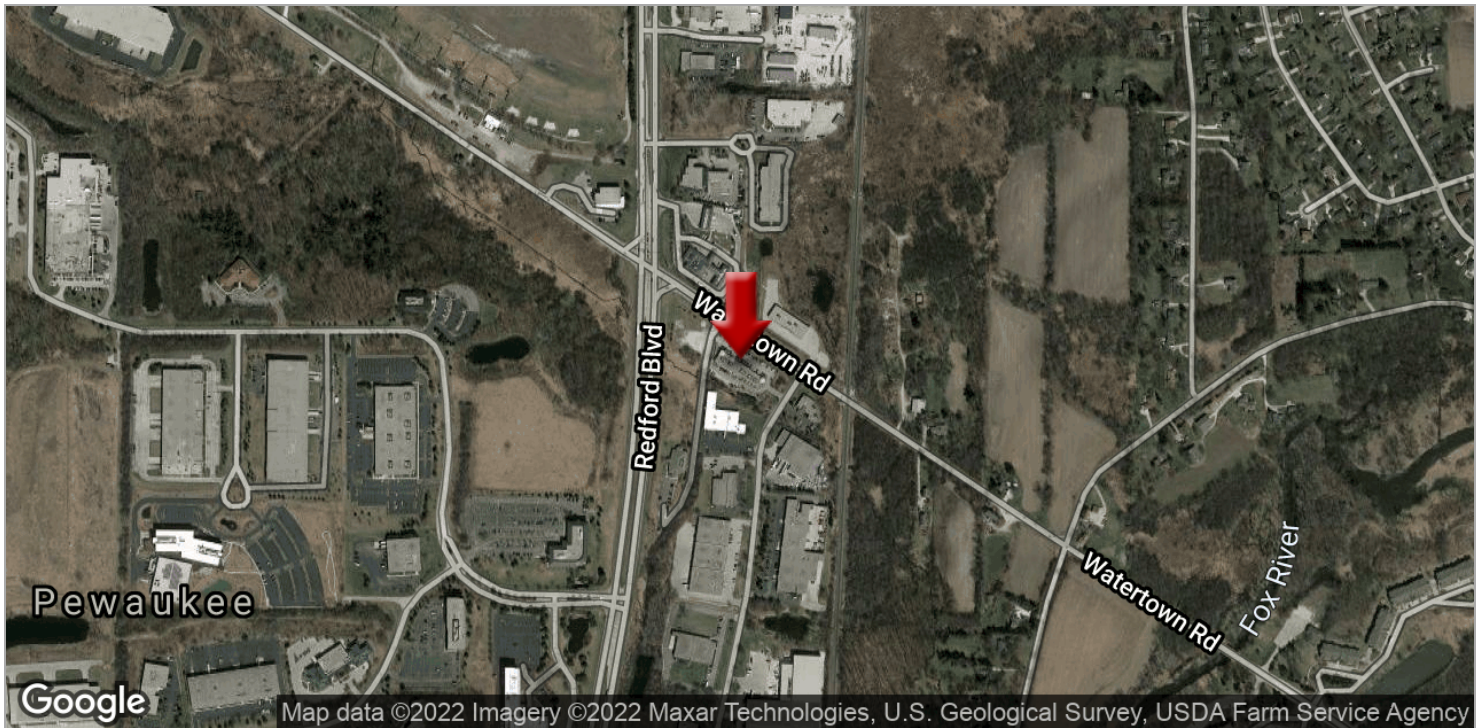
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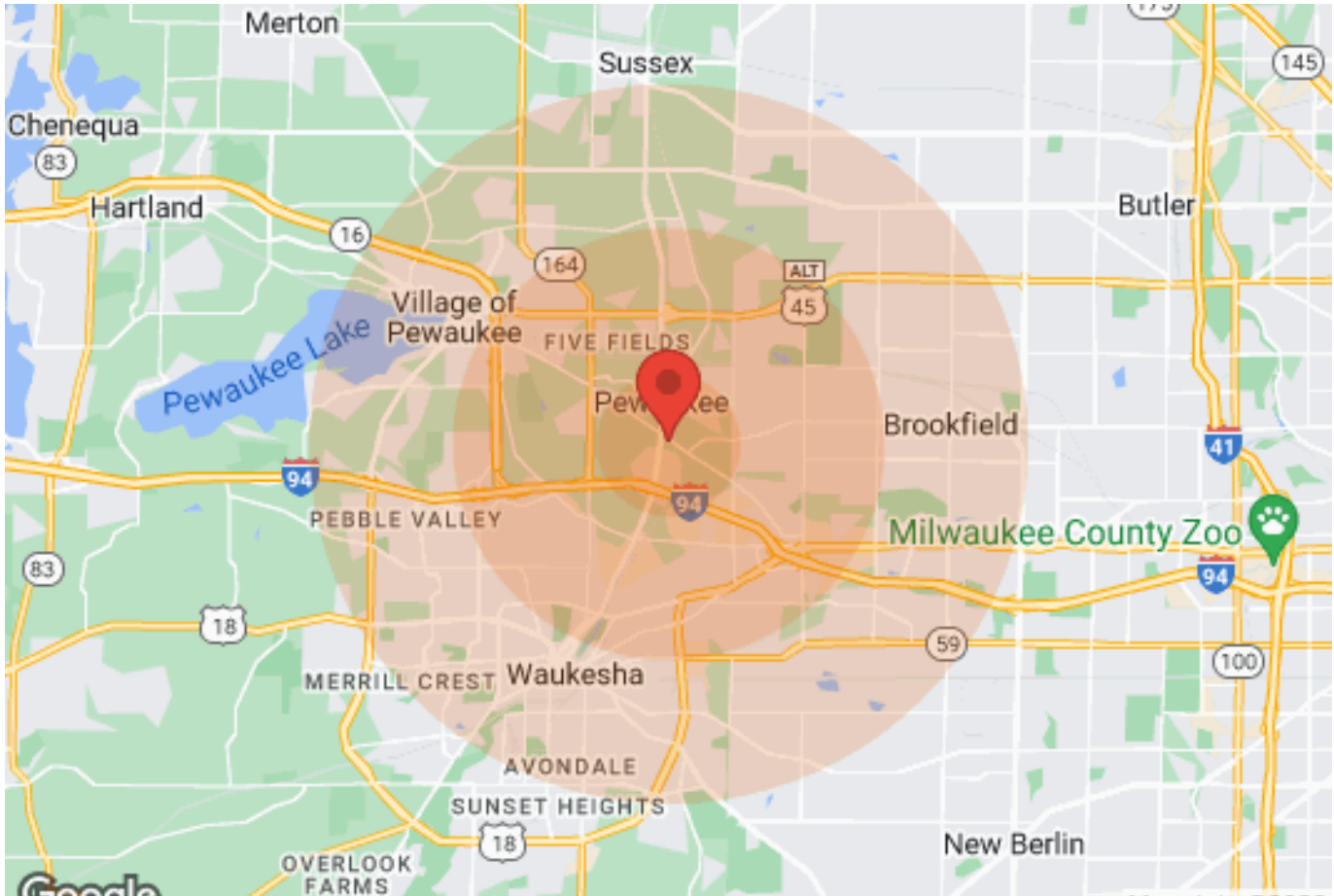


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PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



Population	1 Mile	3 Miles	5 Miles
Male	1,687	17,264	56,937
Female	1,915	18,141	60,485
Total Population	3,602	35,405	117,422

Age	1 Mile	3 Miles	5 Miles
Ages 0-14	493	5,876	20,015
Ages 15-24	399	4,489	15,033
Ages 25-54	1,202	13,445	45,366
Ages 55-64	572	4,591	15,263
Ages 65+	936	7,004	21,745

Race	1 Mile	3 Miles	5 Miles
White	3,440	32,150	108,301
Black	19	232	1,132
Am In/AK Nat	N/A	20	61
Hawaiian	N/A	N/A	5
Hispanic	32	2,441	7,684
Multi-Racial	36	1,896	6,740

Income	1 Mile	3 Miles	5 Miles
Median	\$73,824	\$68,152	\$67,074
< \$15,000	91	947	3,281
\$15,000-\$24,999	62	1,157	3,877
\$25,000-\$34,999	123	1,190	3,871
\$35,000-\$49,999	200	1,763	6,373
\$50,000-\$74,999	239	2,951	9,534
\$75,000-\$99,999	266	2,076	7,501
\$100,000-\$149,999	243	2,298	7,908
\$150,000-\$199,999	200	1,000	2,802
> \$200,000	115	1,010	2,708

Housing	1 Mile	3 Miles	5 Miles
Total Units	1,661	15,407	50,855
Occupied	1,574	14,703	48,043
Owner Occupied	1,209	9,504	32,530
Renter Occupied	365	5,199	15,513
Vacant	87	704	2,812

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20186454, Minnesota

Each Office Independently Owned and Operated

**A COVENANT
REGARDING THE ISSUANCE OF A
CONDITIONAL USE PERMIT
BY THE
CITY OF PEWAUKEE**

**TAX KEY NUMBER(S)
OR PARCEL(S) INVOLVED:** **CONDITIONAL USE
PERMIT:
NO. CUP-24-1-1**

PWC 0958982004

LEGAL DESCRIPTION:

UNIT 1 PEWAUKEE CROSSINGS CONDOMINIUM & UNDIV
INTEREST IN THE COMMON AREAS CREATED UNDER
DECLARATION RECORDED AS DOC #4436009 :: LOCATED IN
LOT 1 CSM #10295 VOL 97/229 PT NW1/4 & SW1/4 OF NW1/4
SEC 24 T7N R19E

**PERSON(S), AGENT(S) OR CORPORATION(S) PETITIONING
FOR PERMIT:**

AP Tattoo

Recording area

Name & Return Address

City of Pewaukee
W240N3065 Pewaukee Rd
Pewaukee, WI 53072

WHEREAS, It is understood by all parties to this covenant that Section 62.23 of WIS. Statutes prescribes the legal basis for the granting of a conditional use permit by a City and Chapter 17 of the City Codes and Ordinances provides for the issuance of such permits as well as the standards by which all such uses will be measured; and,

WHEREAS, The City Plan Commission has held a meeting on January 18, 2024; has reviewed the various elements of the petitioner's proposal; and has recommended that a Conditional Use Permit be granted to the above-named petitioner for the property/parcel identified above; and,

WHEREAS, The City Common Council held a public hearing meeting on February 5, 2024.

NOW, THEREFORE, let it be known that the City Common Council by its action on February 5, 2024 has, hereby, granted a Conditional Use Permit for the following use(s):

Operating a professional tattoo parlor.

FURTHER, such approved use of the above designated parcel(s) are hereby allowed based on the following conditions being continually met:

1. Applicant shall obtain all other governmental approvals, permits, licenses and the like, required for and applicable to the proposed tattoo parlor use, including but not limited to the State of Wisconsin Department of Safety and Professional Services.
2. All tattooists and body piercers shall hold a practitioner's license as issued by the State of Wisconsin Department of Safety and Professional Services.
3. Hours of operations shall not extend past 10:00 p.m. without an amendment to this Conditional Use Permit.
4. This Conditional Use Permit shall be subject to periodic review to ensure ongoing compliance with applicable City, County and State standards and regulations.

The parties hereto, namely the City of Pewaukee and the Equitable Owner of the property for which this conditional use has been sought, set their signatures or the signatures of their representatives below, thereby agreeing to the provisions and conditions set forth in this covenant.

Attest:

Signature of equitable owner

Date

Kelly Tarczewski
City Clerk

Steve Bierce
Mayor, City of Pewaukee

Date

State of Wisconsin
County of Waukesha

Signed or attested before me on _____, 2024 by Steve Bierce, Mayor and Kelly Tarczewski, Clerk.

(Seal)

Ami Hurd

My Commission expires _____

This instrument was drafted by Ami Hurd, Deputy Clerk

**CITY OF PEWAUKEE
PLAN COMMISSION AGENDA ITEM 4.**

DATE: January 18, 2024

DEPARTMENT: Planning

PROVIDED BY:

SUBJECT:

Discussion and Action Regarding a Recommendation to the Common Council for a Conditional Use Permit for M&M 2020/Muhanned Musaitif for Property Located at N20 W22951 Watertown Road Suite 105 for the Purpose of Operating a Multi-Cultural Convenience Store with Tobacco Products (PWC 0958982004)

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

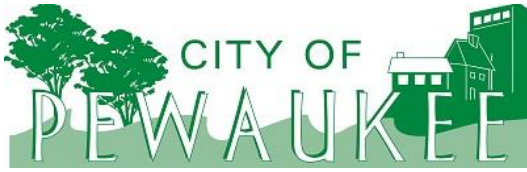
Musaitif convenience store staff report 1.18.24

Musaitif convenience store narrative

Pewaukee Crossings site plan

Musaitif convenience store staff comment responses

Musaitif convenience store draft Conditional Use Permit



Office of the Planner & Community Development Director
W240 N3065 Pewaukee Road
Pewaukee, Wisconsin 53072
Phone (262) 691-0770 Fax (262) 691-1798
fuchs@pewaukee.wi.us

REPORT TO THE PLAN COMMISSION

Meeting of January 18, 2024

Date: January 11, 2024

Project Name: Convenience Store Conditional Use Permit Application

Project Address/Tax Key No.: N20W22951 Watertown Road, Suite 105 / PWC 0958982004

Applicant: Mohanned Musaitif

Property Owner: PEWAUKEE RETAIL PARTNERS LLC

Current Zoning: B-6 Mixed Use Business District and LC Lowland Conservancy District

2050 Land Use Map Designation: Retail/Service Commercial

Use of Surrounding Properties: Kwik Trip and Accent On Dance Studios to the north, M-2 zoned property to the south, M-1 zoned property to the east, and County Highway F and vacant land to the west.

Project Description and Analysis

The applicant filed a Conditional Use Permit requesting approval of a convenience and tobacco store business use to occupy existing tenant space located at N20W22951 Watertown Road, Suite 105.

The tenant space has an area of 2,113 square feet. The proposed hours of operations are Monday through Sunday, 9:00 a.m. to 10:00 p.m.

According to the applicant, the business will initially consist of two full-time employees and one part-time employee. The applicant has also indicated that about 30% of sales are anticipated from tobacco sales and about 70% from other goods sold. Note there are no beer or liquor sales proposed.

The applicant is not proposing any exterior site or building modifications other than signage. The site contains about 82 parking spaces, which are shared by all tenants.

The property is zoned B-6 Mixed Use Business District. Note there is also LC Lowland Conservancy District along the rear or south property line.

The B-6 District allows permitted and conditional uses as allowed within the B-4 and B-5 Districts as well as “Any retail, service or office use that is compatible with those uses listed above as determined by the Plan Commission.”

It can also be noted that the B-6 Mixed Use Business District “is intended to provide for the orderly and attractive grouping of buildings which encompass more than one type of nonindustrial business use which are compatible from a traffic, density and general use standpoint.”

The B-4 District generally permits office use. The district intent states:

“The B-4, Office District is intended to provide for Individual or limited office, professional, and special service uses where the office activity would be compatible with neighborhood residential uses and not necessarily exhibit the intense activity of other business districts.”

The B-5 District generally permits auto sales and services type uses as well as building supply stores, motels and hotels, restaurants, transit stations, and commercial kennels. The B-5 District intent is below for review.

“The B-5, Highway Business District is intended to provide for the orderly and attractive grouping at appropriate locations along principal highway routes of those businesses and customer service establishments which are logically related to and dependent upon highway traffic or which are specifically designed to serve the needs of such traffic.”

It can further be noted that 2017 Act 67 made changes regarding Conditional Use Permits (see requirements below). The applicant has provided detailed information related to the proposed business use and staff does not find that the proposed use would have any adverse impacts to the site, other existing uses or adjacent properties, assuming recommended conditions of approval may be met.

(de) Conditional use permits.

1. In this paragraph:

- a.** “Conditional use” means a use allowed under a conditional use permit, special exception, or other special zoning permission issued by a city, but does not include a variance.
- b.** “Substantial evidence” means facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a conditional use permit and that reasonable persons would accept in support of a conclusion.

2.

- a.** If an applicant for a conditional use permit meets or agrees to meet all of the requirements and conditions specified in the city ordinance or those imposed by the city zoning board, the city shall grant the conditional use permit. Any condition imposed must be related to the purpose of the ordinance and be based on substantial evidence.
- b.** The requirements and conditions described under subd. 2. a. must be reasonable and, to the extent practicable, measurable and may include conditions such as the permit's duration, transfer, or renewal. The applicant must demonstrate that the application and all requirements and conditions established by the city relating to the conditional use are or shall be satisfied, both of which must be supported by substantial evidence. The city's decision to approve or deny the permit must be supported by substantial evidence.
- 3.** Upon receipt of a conditional use permit application, and following publication in the city of a class 2 notice under ch. 985, the city shall hold a public hearing on the application.
- 4.** Once granted, a conditional use permit shall remain in effect as long as the conditions upon which the permit was issued are followed, but the city may impose conditions such as the permit's duration, transfer, or renewal, in addition to any other conditions specified in the zoning ordinance or by the city zoning board.
- 5.** If a city denies a person's conditional use permit application, the person may appeal the decision to the circuit court under the procedures contained in par. (e) 10.

Recommendation

Staff recommends approval of the proposed Conditional Use Permit for a convenience and tobacco store business use within tenant space located at N20W22951 Watertown Road, Suite 105, subject to the following conditions:

1. Applicant shall obtain all other governmental approvals, permits, licenses and the like, required for and applicable to the proposed use and sale of tobacco products, including but not limited to the State of Wisconsin Department of Revenue.
2. Hours of operations shall not extend past 10:00 p.m. without an amendment to this Conditional Use Permit.
3. This Conditional Use Permit shall be subject to periodic review to ensure ongoing compliance with applicable City, County and State standards and regulations.

M&M 2020

N20 W22951 Watertown Road, Suite 105, Waukesha, WI 53186

12/27/2023

City of Pewaukee

W240N3065 Pewaukee Road
Pewaukee, Wisconsin, 53072

Dear City of Pewaukee,

We are writing to express my intent and enthusiasm regarding our proposal to establish a multicultural convenience store, including the sale of tobacco products, within the vibrant community of Pewaukee. Our vision is to contribute to the diversity and accessibility of goods and services available to the residents of Pewaukee, creating a welcoming environment for individuals of all backgrounds.

As prospective business owners, we are deeply committed to fostering inclusivity and addressing the diverse needs of our community. Our proposed multicultural convenience store aims to provide a wide range of products, reflecting the rich tapestry of cultures represented in Pewaukee. From international foods to unique cultural products, we aim to create a space that celebrates diversity and brings people together.

In addition to offering a multicultural selection of goods, our store will include a thoughtfully curated collection of tobacco products. We recognize that this category of products is in demand, and we are dedicated to ensuring responsible sales and adhering to all local regulations and guidelines. Our goal is to provide a comprehensive shopping experience that caters to the preferences and lifestyles of Pewaukee residents.

We understand the importance of community partnerships and engagement, and we are committed to collaborating with local organizations, businesses, and residents to ensure that our store aligns with the values and needs of Pewaukee. We believe that through open communication and collaboration, we can contribute positively to the local economy and enhance the cultural diversity of the city.

In recognizing the significance of health-conscious choices and the desire of many community members to lead healthier lifestyles, we plan to offer a carefully curated range of vitamins and supplements specifically tailored to support smoking cessation.

Our goal is to provide accessible resources for individuals seeking to quit smoking, empowering them to make positive choices and improve their overall well-being.

Thank you for considering our expanded proposal. We look forward to the possibility of contributing to the well-being of Pewaukee and establishing a store that reflects the city's commitment to cultural diversity and community health.

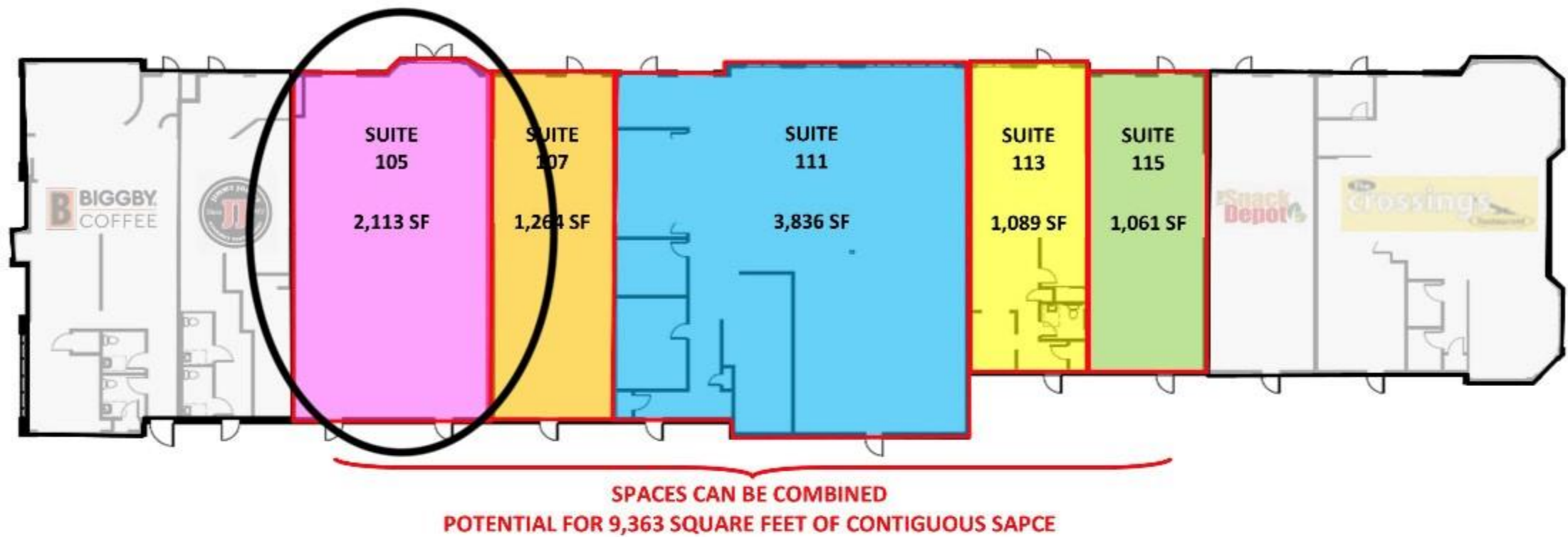
Sincerely,

Khaled Hamed and Mohanned Musaitif

RETAIL FOR LEASE

PEWAUKEE CROSSINGS

N20W22951 Watertown Road, Waukesha, WI 53186



SUITE	TENANT	SIZE (SF)	LEASE TYPE	DESCRIPTION
Suite 105	Available	2,113 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous
Suite 107	Available	1,264 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous
Suite 111	Available	3,836 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous
Suite 113	Available	1,089 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous
Suite 115	Available	1,061 - 9,363 SF	Net	Combine for up to 9,363 SF Contiguous

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Apple Valley, MN 55124

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matt@amkprop.com

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Date: January 5, 2024
To: Mohanned Musaitif
From: Nick Fuchs, Planner & Community Development Director
RE: Staff Comments - Conditional Use

Comments and Recommendations:

Below are comments and recommendations for the proposed development application for property located at N20W22951 Watertown Road (Tax Key No. PWC 0958982004).

1. What is the area (square feet) of the tenant space?

2113 Square Feet

1. What are the proposed hours of operations?

9:00 AM-10:00 Pm

1. How many full and part-time employees are anticipated?

2 Full Time, 1 Part Time

1. What is the anticipated percentage of sales from tobacco versus other goods sold?

70% other goods versus 30% tobacco

1. Are there any beer or liquor sales proposed or anticipated in the future?

No

1. Is there a specific number of parking spaces allotted to this tenant space? Is parking assigned or is parking shared by all tenants?

There isn't a specific number allotted and parking is shared between all the tenants.

1. Please provide a site plan that identifies the tenant space location.

Attached Below

1. Please confirm there are no exterior building or site changes other than signage.

There will be no site changes or exterior building changes besides signage.

**A COVENANT
REGARDING THE ISSUANCE OF A
CONDITIONAL USE PERMIT
BY THE
CITY OF PEWAUKEE**

**TAX KEY NUMBER(S)
OR PARCEL(S) INVOLVED:** **CONDITIONAL USE
PERMIT:
NO. CUP-24-1-2**

PWC 0958982004

LEGAL DESCRIPTION:

UNIT 1 PEWAUKEE CROSSINGS CONDOMINIUM & UNDIV
INTEREST IN THE COMMON AREAS CREATED UNDER
DECLARATION RECORDED AS DOC #4436009 :: LOCATED IN
LOT 1 CSM #10295 VOL 97/229 PT NW1/4 & SW1/4 OF NW1/4
SEC 24 T7N R19E

**PERSON(S), AGENT(S) OR CORPORATION(S) PETITIONING
FOR PERMIT:**

M&M 2020/Muhammed Musaitif

Recording area

Name & Return Address

City of Pewaukee
W240N3065 Pewaukee Rd
Pewaukee, WI 53072

WHEREAS, It is understood by all parties to this covenant that Section 62.23 of WIS. Statutes prescribes the legal basis for the granting of a conditional use permit by a City and Chapter 17 of the City Codes and Ordinances provides for the issuance of such permits as well as the standards by which all such uses will be measured; and,

WHEREAS, The City Plan Commission has held a meeting on January 18, 2024; has reviewed the various elements of the petitioner's proposal; and has recommended that a Conditional Use Permit be granted to the above-named petitioner for the property/parcel identified above; and,

WHEREAS, The City Common Council held a public hearing meeting on February 5, 2024.

NOW, THEREFORE, let it be known that the City Common Council by its action on February 5, 2024 has, hereby, granted a Conditional Use Permit for the following use(s):

Operating a multicultural convenience store with tobacco products.

FURTHER, such approved use of the above designated parcel(s) are hereby allowed based on the following conditions being continually met:

1. Applicant shall obtain all other governmental approvals, permits, licenses and the like, required for and applicable to the proposed use and sale of tobacco products, including but not limited to the State of Wisconsin Department of Revenue.
2. Hours of operations shall not extend past 10:00 p.m. without an amendment to this Conditional Use Permit.
3. This Conditional Use Permit shall be subject to periodic review to ensure ongoing compliance with applicable City, County and State standards and regulations.

The parties hereto, namely the City of Pewaukee and the Equitable Owner of the property for which this conditional use has been sought, set their signatures or the signatures of their representatives below, thereby agreeing to the provisions and conditions set forth in this covenant.

Attest:

Signature of equitable owner

Date

Kelly Tarczewski
City Clerk

Steve Bierce
Mayor, City of Pewaukee

Date

State of Wisconsin
County of Waukesha

Signed or attested before me on _____, 2024 by Steve Bierce, Mayor and Kelly Tarczewski, Clerk.

(Seal)

Ami Hurd
My Commission expires _____

This instrument was drafted by Ami Hurd, Deputy Clerk

**CITY OF PEWAUKEE
PLAN COMMISSION AGENDA ITEM 5.**

DATE: January 18, 2024

DEPARTMENT: Planning

PROVIDED BY:

SUBJECT:

Discussion and Action Regarding the Site and Building Plans for Zeman Tool for Property Located at W228 N575 Westmound Drive for the Purpose of Constructing a 624 Square Foot Addition to the Existing Dock Area (PWC 0963999002)

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

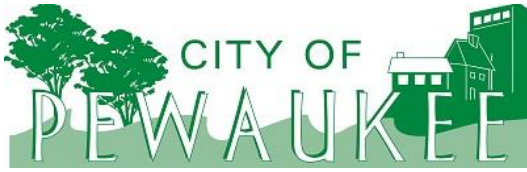
ATTACHMENTS:

Description

Zeman Tool staff report 1.18.24

Zeman Tool narrative

Zeman Tool revised plan set



Office of the Planner & Community Development Director
W240 N3065 Pewaukee Road
Pewaukee, Wisconsin 53072
Phone (262) 691-0770 Fax (262) 691-1798
fuchs@pewaukee.wi.us

REPORT TO THE PLAN COMMISSION

Meeting of January 18, 2024

Date: January 10, 2023

Project Name: Zeman Tool Site & Building Plan Review Application

Project Address/Tax Key No.: W228N575 Westmound Drive / PWC 0963999002

Applicant: Envision Design Architects

Property Owner: SCJ PARTNERS LLC

Current Zoning: M4-Industrial Park

2050 Land Use Map Designation: Manufacturing/Fabrication/Warehousing

Use of Surrounding Properties: M-2 zoned property to the north, Bluemound Road and vacant Rs-3 zoned property to the south, M-4 zoned properties to the east, and M-1 zoned properties to the west.

Project Description and Analysis

The applicant filed a Site & Building Plan Review Application for the construction of a 624 square foot addition to the existing building located at W228N575 Westmound Drive.

According to the applicant, the modifications are to provide a covered area for the existing dock and pallet storage. Associated grading and parking lot modifications are also proposed as well as a retaining wall. The addition includes a 12'-6" overhang extending north from the addition.

The proposed modifications will add a total of approximately 70 square feet of impervious surface to the site. The site does not currently comply with the minimum 40% greenspace requirement. As such, the applicant is proposing to compensate for the added impervious surface as part of this project by removing asphalt and adding greenspace along the drive within the northwest corner of the site. Therefore, the proposed modifications will not further the existing degree of nonconformity.

The addition consists of painted concrete masonry unit (CMU) split face block to match the existing. The height of the addition is 20'-9 1/2".

There is no change in the proposed use of the site.

Recommendation

Staff recommends approval of the proposed Site & Building Plan Review Application for Zeman Tool to construct a 624 square foot addition, subject to final grading, erosion control, utilities, and storm water management plans, as may be applicable, shall be approved by the Engineering Department prior to any land disturbing activities.

December 8th, 2023

Office of Planner & Community Development
W240 N3065 Pewaukee Road
Pewaukee, Wisconsin 53072
Attn: Nick Fuchs



Project Description for Proposed Zeman Tool Dock Addition:

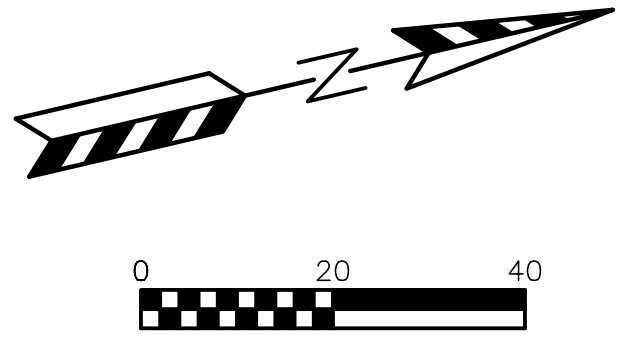
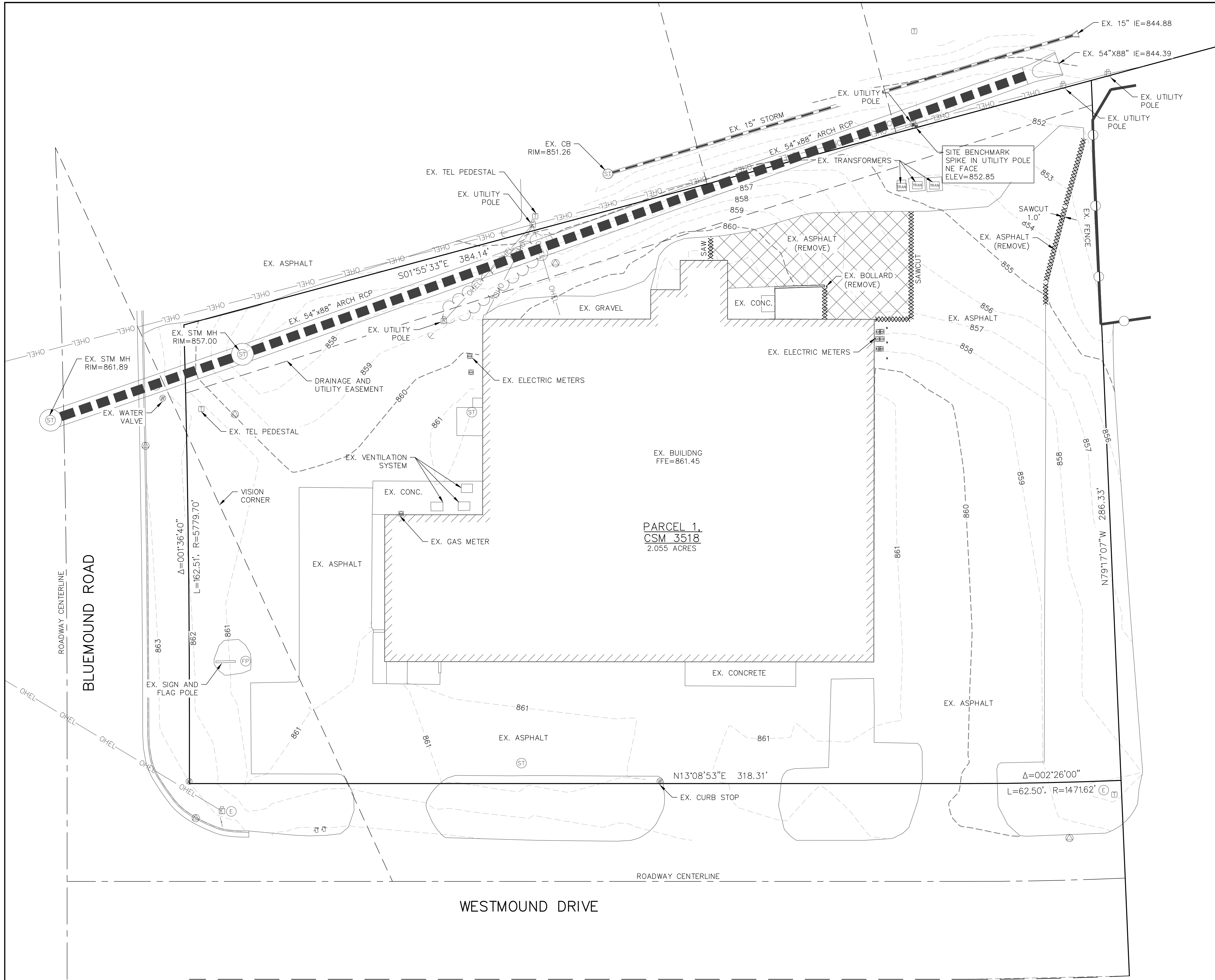
Zeman Tool is looking to add an outdoor covered addition to their dock area located on the Northwest corner of their existing building. This addition will not be visible to any public streets or sidewalks. We are seeking approval from the Plan Commission for a Site and Building Plan Review.

The current existing building area is approximately 26,196 S.F. and the covered addition will be 624 S.F. The main purpose of this addition is to provide a covered area for their existing dock as well as associated covered storage of pallets adjacent to the dock. As part of this addition, the approach to the addition as well as the area to the west of the addition will be graded and paved to accommodate the new addition. The existing impervious site area will be unchanged with exception to the 70 S.F. of added paving on the west side of the addition. The current business operations will remain the same with no changes to employee count or hours of operation.

All remodel work is anticipated to start as soon as all necessary approvals and permits have been obtained. We estimate this to be around the beginning of February with the possibility of a Spring 2024 start. Should you have any other questions or concerns regarding the information above, please contact the Architect whose information is below, thank you.

Sincerely,

Shaun Sullivan
Architect/Owner – Envision Design Architects
Email: envision3design@gmail.com
Phone: 262-327-4338



- LEGEND:**
- 896- - EXISTING MINOR CONTOUR.
 - 895- - EXISTING MAJOR CONTOUR.
 - OHEL- - OVERHEAD ELECTRIC LINE.
 - BuEl- - BURIED ELECTRIC LINE.
 - BuTel- - BURIED TELEPHONE LINE.
 - FO- - FIBER OPTIC LINE.
 - GAS- - GAS LINE.
 - SAN- - SANITARY SEWER MAIN OR LATERAL.
 - WAT- - WATER MAIN OR SERVICE.
 - - STORM SEWER LINE.
 - [ELEC] - ELECTRIC METER.
 - [GAS] - GAS METER.
 - [GAS VALVE] - GAS VALVE.
 - [FIRE HYDRANT] - FIRE HYDRANT.
 - [POWER POLE] - POWER POLE.
 - [SN] - SANITARY SEWER MANHOLE.
 - [ST] - STORM SEWER MANHOLE.
 - [INLET] - STORM SEWER INLET.
 - [TEL PED] - TELEPHONE PEDESTAL.
 - [TRAN] - TRANSFORMER.
 - [W VALVE] - WATER VALVE.

REVISIONS:	
NO.	DESCRIPTION

PSE
PARISH SURVEY & ENGINEERING
122 Wisconsin Street, West Bend, WI 53095
262.346.7800
www.parishse.com

PROJECT TITLE:
**ZEMAN TOOL ADDITION
W228 N575 WESTMOUND DRIVE
PEWAUKEE, WI 53186**

PLAN TITLE:
**EXISTING
CONDITIONS
PLAN**

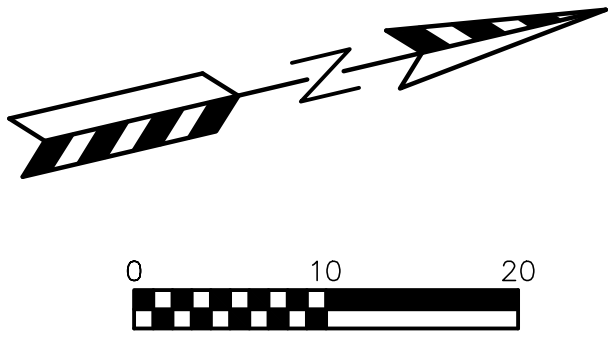
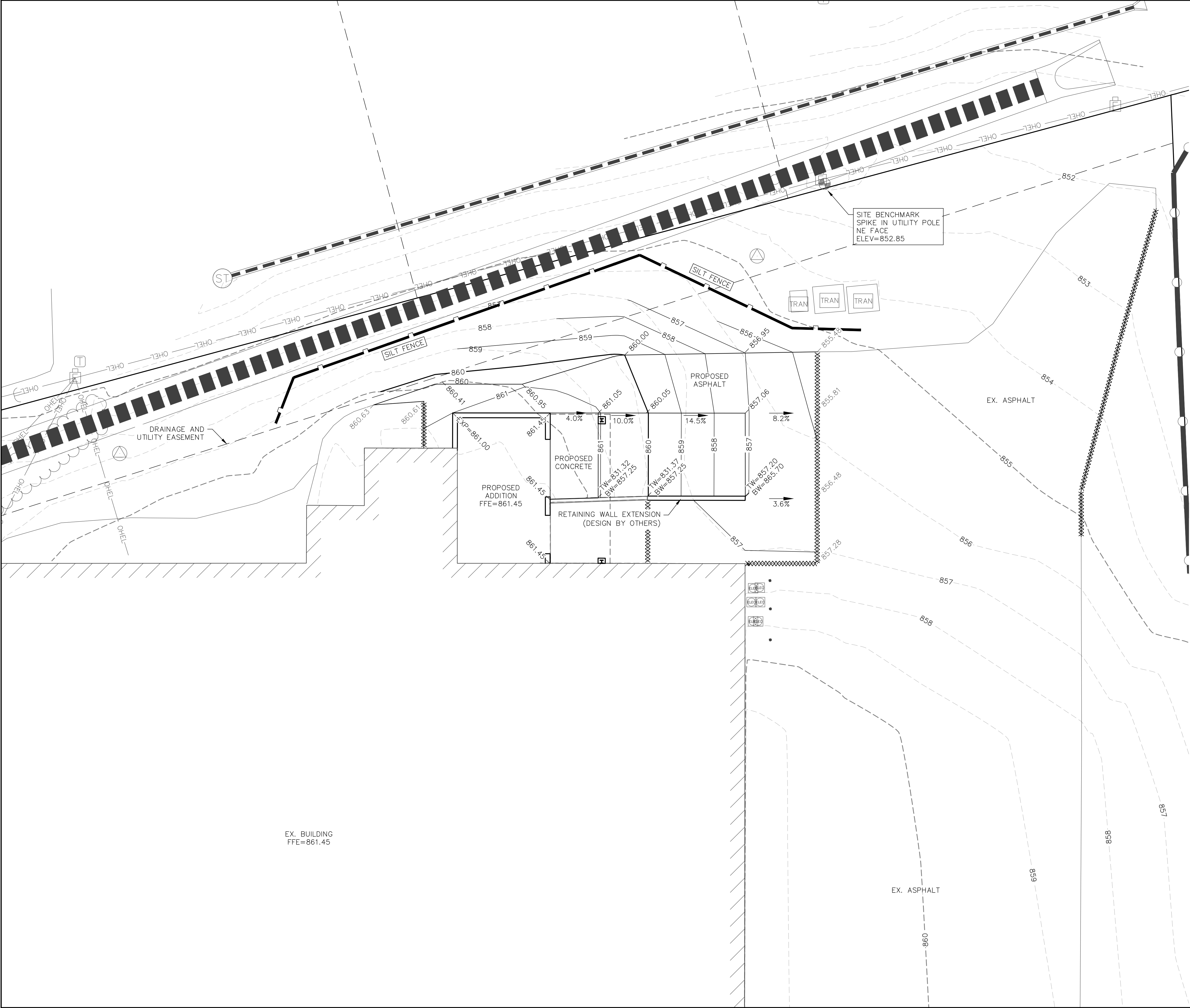
DRAWN BY:
JDR
DESIGNED BY:
JDR
CHECKED BY:
KJP

PLAN DATE:
12/19/2023

PROJECT NO:
\ED-13-23

SUBMITTAL

SHEET NO:
C1.01



- LEGEND:**
- 936 - EXISTING MINOR CONTOUR.
 - 935 - EXISTING MAJOR CONTOUR.
 - 936 - PROPOSED MINOR CONTOUR.
 - 935 - PROPOSED MAJOR CONTOUR.
 - PROPOSED STORM SEWER.
 - EXISTING STORM SEWER.
 - INSTALL WISDOT TYPE D INLET PROTECTION.
 - INSTALL SILT FENCE.
 - INSTALL DITCH CHECK.
 - DRAINAGE ARROW.

STAGES OF CONSTRUCTION TIME SCHEDULE:

APRIL 15, 2024

1. INSTALL SITE SILT FENCE, INLET PROTECTION AND TEMPORARY CONSTRUCTION ENTRANCES AS SHOWN ON PLANS. ANY ADDITIONAL CONSTRUCTION ENTRANCES IF APPROVED BY THE CITY OF PEWAUKEE SHALL HAVE A TRACKING PAD.

APRIL 16, 2024 – JULY 1, 2024

2. STRIP REMAINING TOPSOIL WITHIN GRADING LIMITS AND CONSTRUCT TEMPORARY TOPSOIL STOCKPILE LOCATION ACCORDING TO "SPECIFICATIONS FOR GRADING & EROSION CONTROL" ON "CONSTRUCTION NOTES PAGE".

3. BEGIN PROPOSED SITE GRADING – RESEED SECTIONS OF PROJECT THROUGHOUT THE GRADING PROCESS TO MINIMIZE RUN-OFF.

4. CONSTRUCT BUILDING PADS AND BUILDINGS.

5. CONTINUE SITE GRADING.

6. INSTALL BASE COURSES, PROPOSED PAVEMENTS

7. INSTALL LANDSCAPING.

8. APPLY FINAL STABILIZATION TO ENTIRE SITE.

JULY 2 – 15, 2024

ALL PERMANENT SEEDING SHALL BE COMPLETED BY SEPTEMBER 15. ALL TEMPORARY SEEDING SHALL BE COMPLETED BY OCTOBER 15 (REFER TO DNR STANDARD 1059.)

STABILIZATION FOR ALL EXPOSED SOIL AFTER OCTOBER 15 SHALL CONSIST OF ANONIC POLYACRYLAMIDE (PAM) IN ADDITION TO TEMPORARY SEEDING IN AREAS WITHOUT EROSION CONTROL MAT. PLACE PAM IN ACCORDANCE WITH WDNR TECHNICAL STANDARD 1050. AFTER OCTOBER 15 ALL SLOPES 4:1 OR STEEPER THAT ARE NOT PERMANENTLY VEGETATED SHALL HAVE EROSION MAT INSTALLED IN PREPARATION OF WINTER CONDITIONS.

SPREAD SALVAGED OR IMPORTED TOPSOIL IN PROPOSED LANDSCAPE AREAS AND RESTORE.

CONTRACTOR MAY MODIFY SEQUENCING AS NEEDED TO COMPLETE CONSTRUCTION IF EROSION CONTROLS ARE MAINTAINED IN ACCORDANCE WITH THE CONSTRUCTION SITE EROSION CONTROL REQUIREMENTS SET FORTH IN FEDERAL, STATE & LOCAL PERMITS. NOTIFY CITY OF PEWAUKEE PRIOR TO CHANGE.

AS CONDITIONS WARRANT DURING CONSTRUCTION ADDITIONAL BMPS SHALL BE INSTALLED TO REDUCE THE MIGRATION OF SEDIMENT THE THE MAXIMUM EXTENT PRACTICABLE.

REMOVE ALL TEMPORARY EROSION CONTROL MEASURES AFTER SITE IS STABILIZED AND STABILIZE AND AREAS DISTURBED BY REMOVAL OF BMPS.

REVISIONS:	
NO.	DESCRIPTION

PSE
PARISH SURVEY & ENGINEERING
122 Wisconsin Street, West Bend, WI 53095
262.346.7800
www.parishse.com

PROJECT TITLE:
**ZEMAN TOOL ADDITION
W228 N575 WESTMOUND DRIVE
PEWAUKEE, WI 53186**

PLAN TITLE:
**GRADING &
EROSION CONTROL
PLAN**

DRAWN BY:
JDR

DESIGNED BY:
JDR

CHECKED BY:
KJP

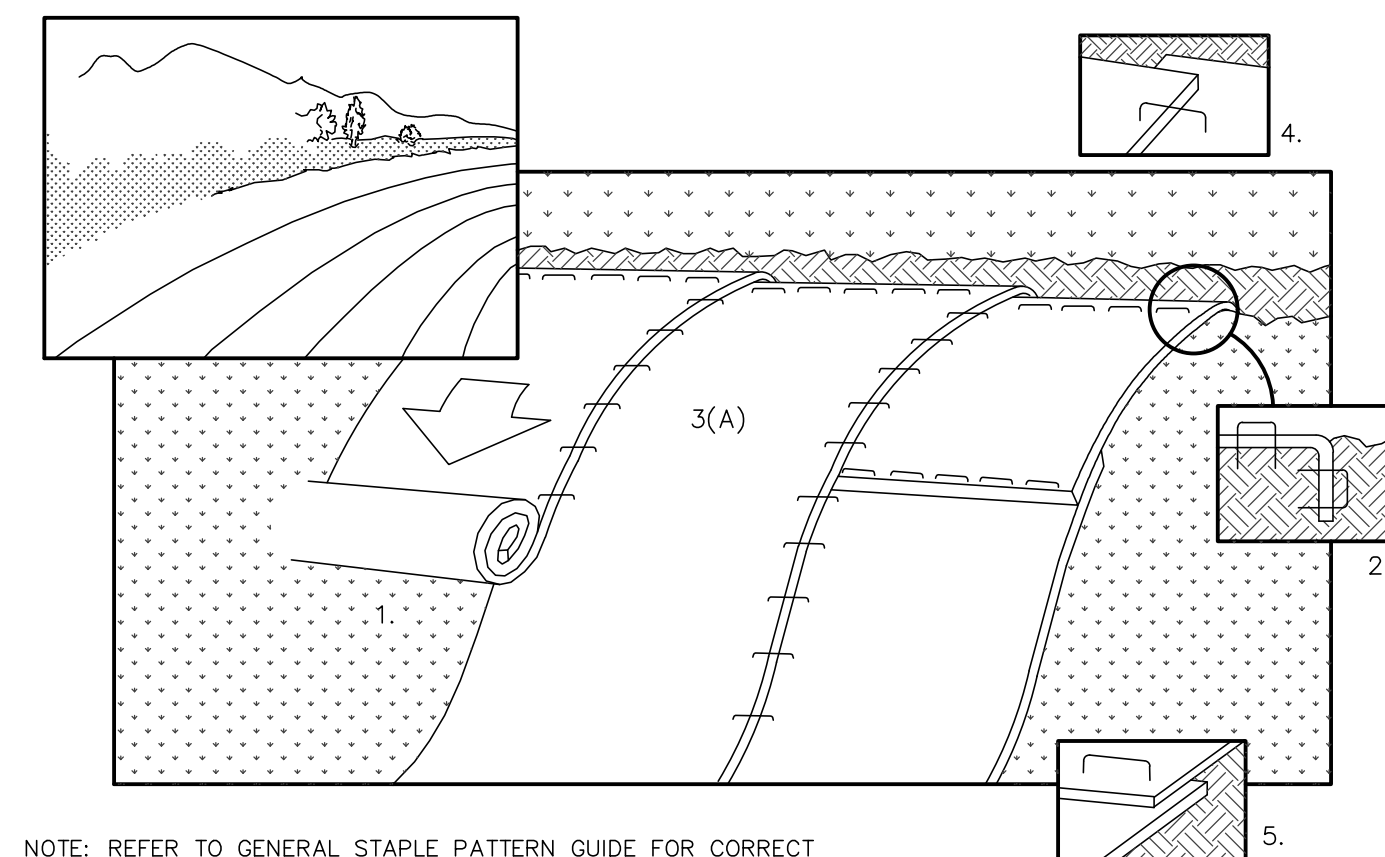
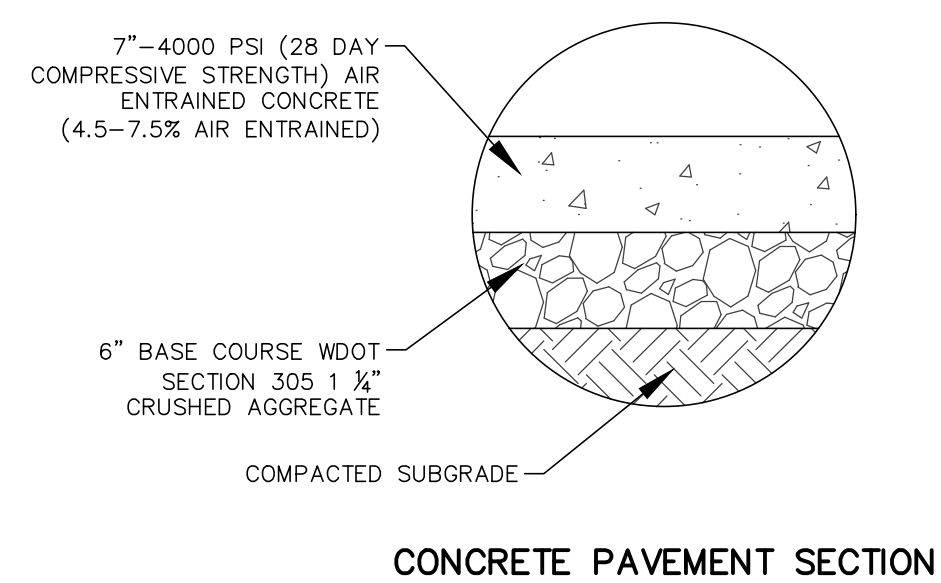
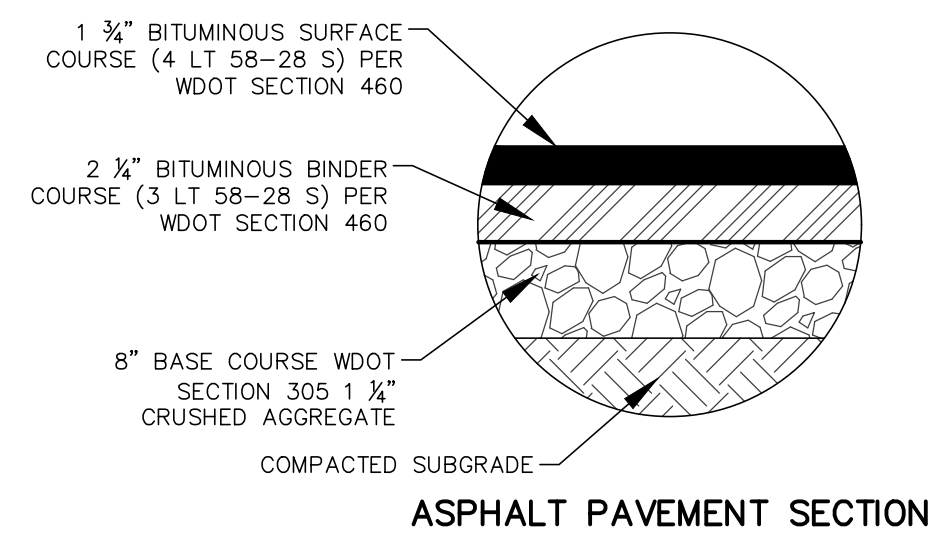
PLAN DATE:
12/19/2023


PROJECT NO:
\ED-13-23

SUBMITTAL

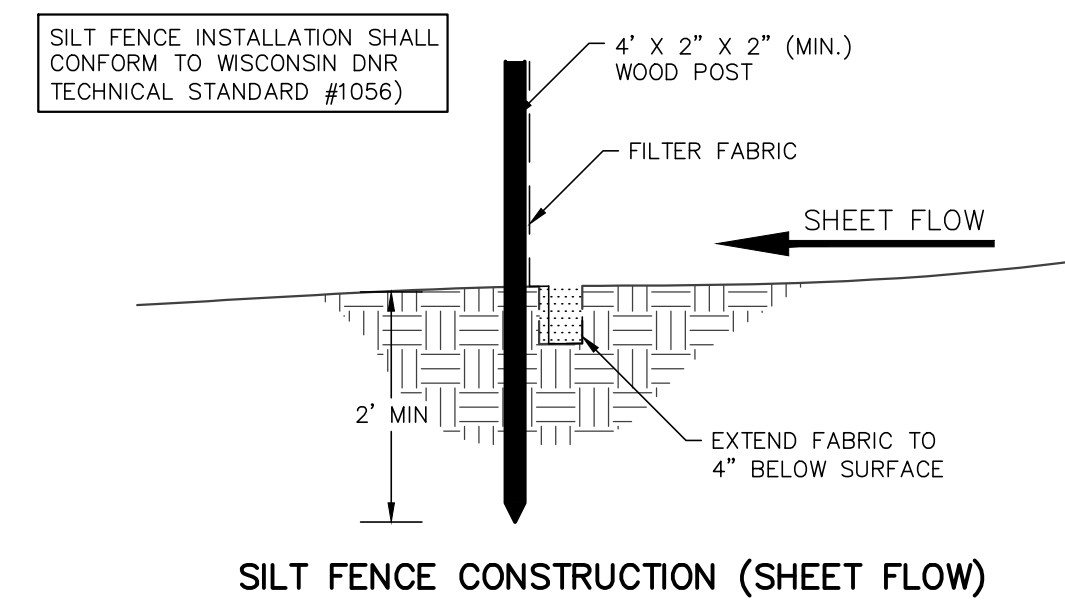
SHEET NO:
C1.03

MAXIMUM PERIOD OF BARE SOIL FOR SLOPES > 20%		
SLOPE AREA DRAINS TO SEDIMENT BASIN OR SEDIMENT TRAP?	MAXIMUM PERIOD OF BARE SOIL EXPOSURE (CALENDAR DAYS)	
	LAND DISTURBANCE BETWEEN SEPTEMBER 16TH AND MAY 1ST	LAND DISTURBANCE BETWEEN MAY 2ND AND SEPTEMBER 15TH
YES	90	90
NO	60	30



- NOTE: REFER TO GENERAL STAPLE PATTERN GUIDE FOR CORRECT STAPLE PATTERN RECOMMENDATIONS FOR SLOPE INSTALLATIONS.
- 
1. PREPARE SOIL BEFORE INSTALLING BLANKETS, INCLUDING APPLICATION OF FERTILIZER AND SEED.
NOTE: WHEN USING CELL-O-SEED DO NOT SEED PREPARED AREA. CELL-O-SEED MUST BE INSTALLED WITH PAPER SIDE DOWN.
 2. BEGIN AT THE TOP OF THE SLOPE BY ANCHORING THE BLANKET IN 6" DEEP X 6" WIDE TRENCH. BACKFILL AND COMPACT THE TRENCH AFTER STAPLING.
 3. ROLL THE BLANKETS (A.) DOWN OR (B.) HORIZONTALLY ACROSS THE SLOPE.
 4. THE EDGES OF PARALLEL BLANKETS MUST BE STAPLED WITH APPROXIMATELY 2" OVERLAP.
 5. WHEN BLANKETS MUST BE SPLICED DOWN THE SLOPE, PLACE BLANKETS END OVER END (SHINGLE STYLE) WITH APPROXIMATELY 4" OVERLAP. STAPLE THROUGH OVERLAPPED AREA, APPROXIMATELY
 6. ALL BLANKETS MUST BE SECURELY FASTENED TO THE SLOPE BY PLACING STAPLES/STAKES IN APPROPRIATE LOCATIONS AS RECOMMENDED BY THE MANUFACTURER.

EROSION CONTROL MAT – SLOPE INSTALLATION

[illegible]

PSE
PARISH SURVEY & ENGINEERING
122 Wisconsin Street, West Bend, WI 53095
262.346.7800 www.parishse.com

PROJECT TITLE:

**ZEMAN TOOL ADDITION
W228 N575 WESTMOUND DRIVE
PEWAUKEE, WI 53186**

PLAN TITLE:

CONSTRUCTION DETAILS

DRAWN BY:
JDR

DESIGNED BY:
JDR

CHECKED BY:
KJP

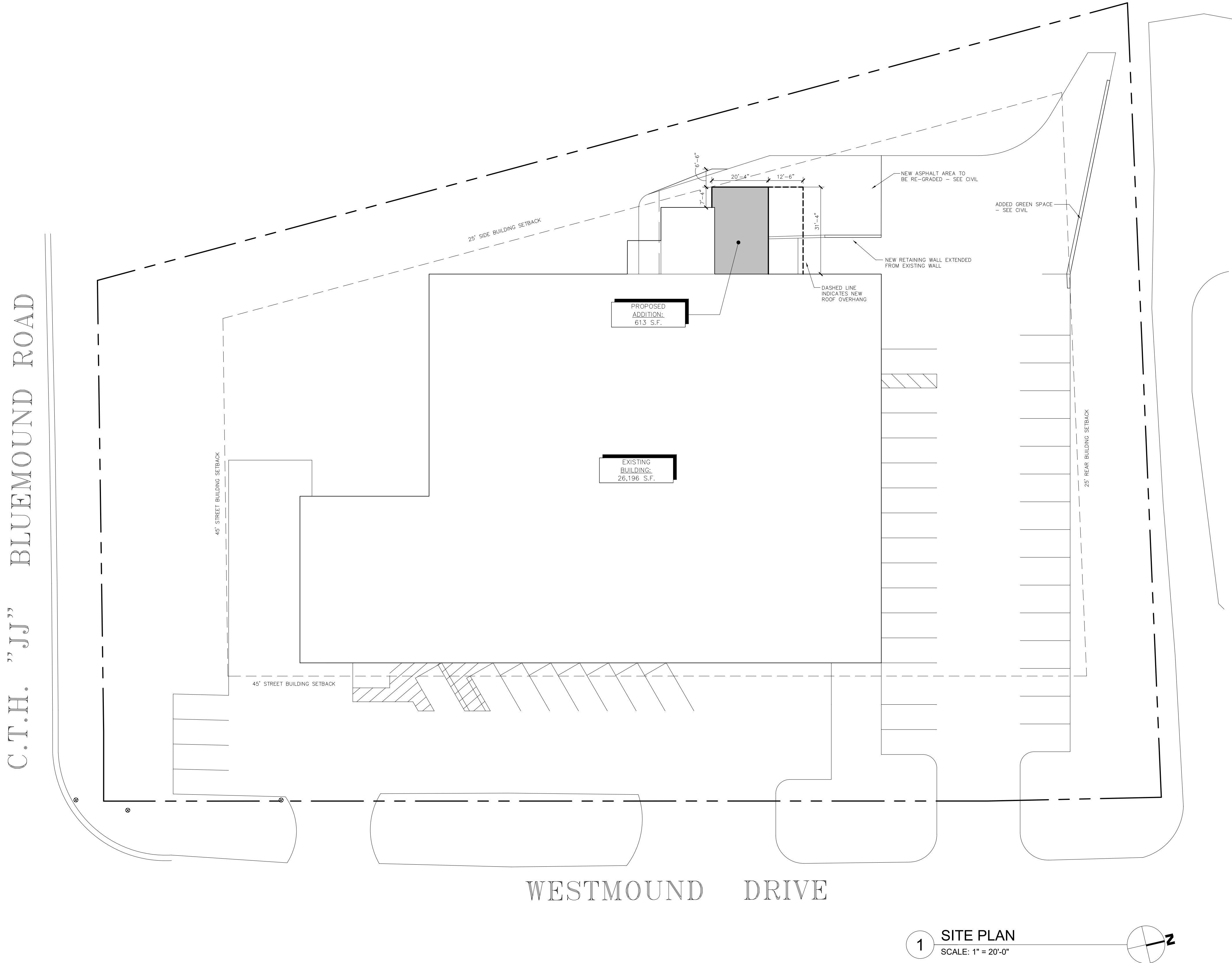
PLAN DATE:
12/06/2023

PROJECT NO:
\ED-13-23\

SUBMITTAL

SHEET NO:

C2.02



1 SITE PLAN
SCALE: 1" = 20'-0"

envision design
ARCHITECTURE

ZEMAN TOOL ADDITION
W228 N575 WESTMOUND DRIVE
PEWAUKEE, WI 53186

SHEET TITLE
SITE PLAN

REVISIONS	
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX

PROJECT NUMBER	
SET USE	PLAN COMMISSION
DATE	12.18.2023
SHEET	A1.0

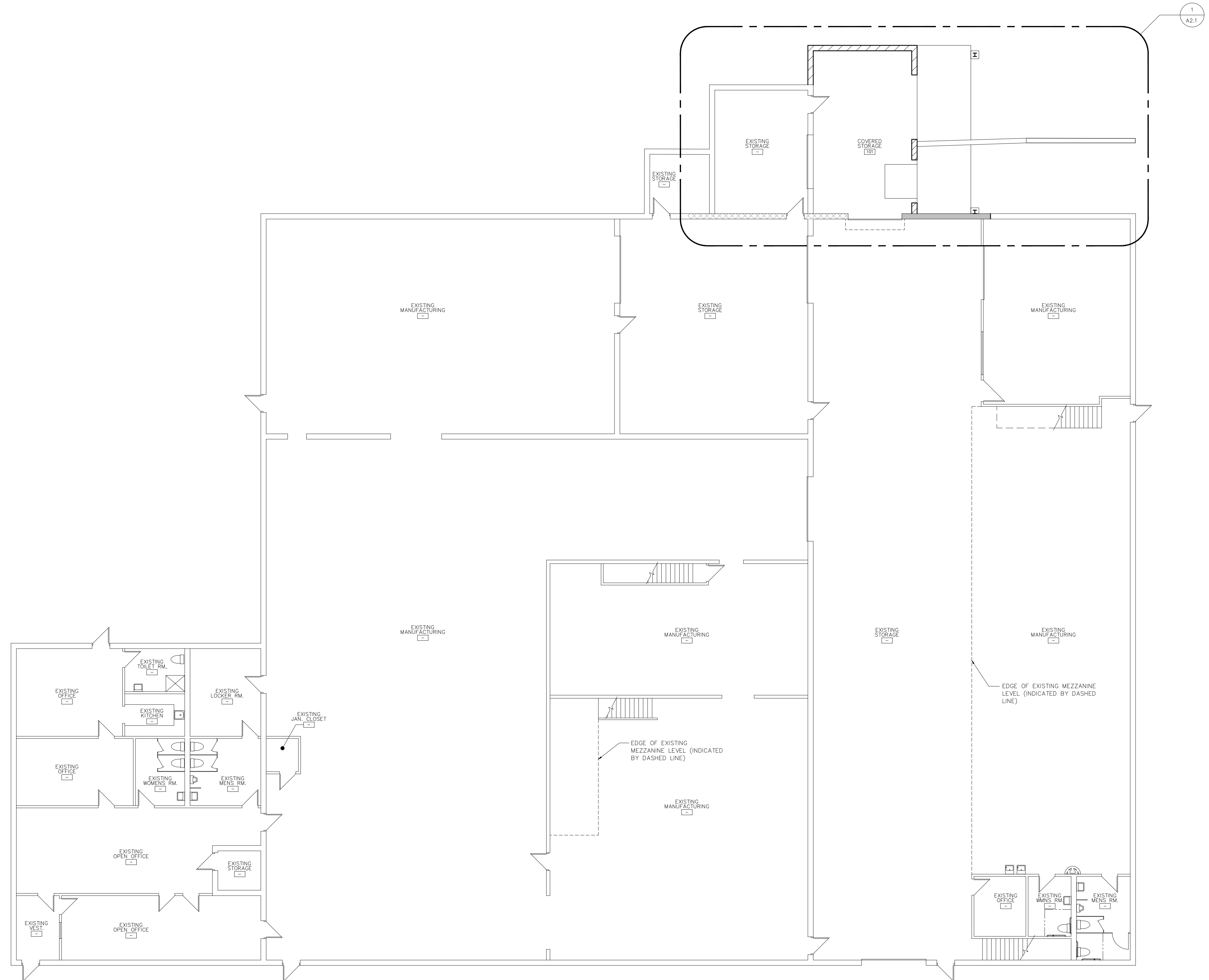
ZEMAN TOOL ADDITION
W228 N575 WESTMOUND DRIVE
PEWAUKEE, WI 53186

FIRST FLOOR PLAN

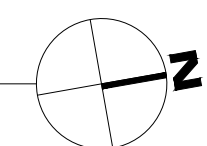
REVISIONS	
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX

PROJECT NUMBER	***
SET USE	PLAN COMMISSION
DATE	12.18.2023
SHEET	

A2.0



1 FLOOR PLAN
SCALE: 3/32" = 1'-0"

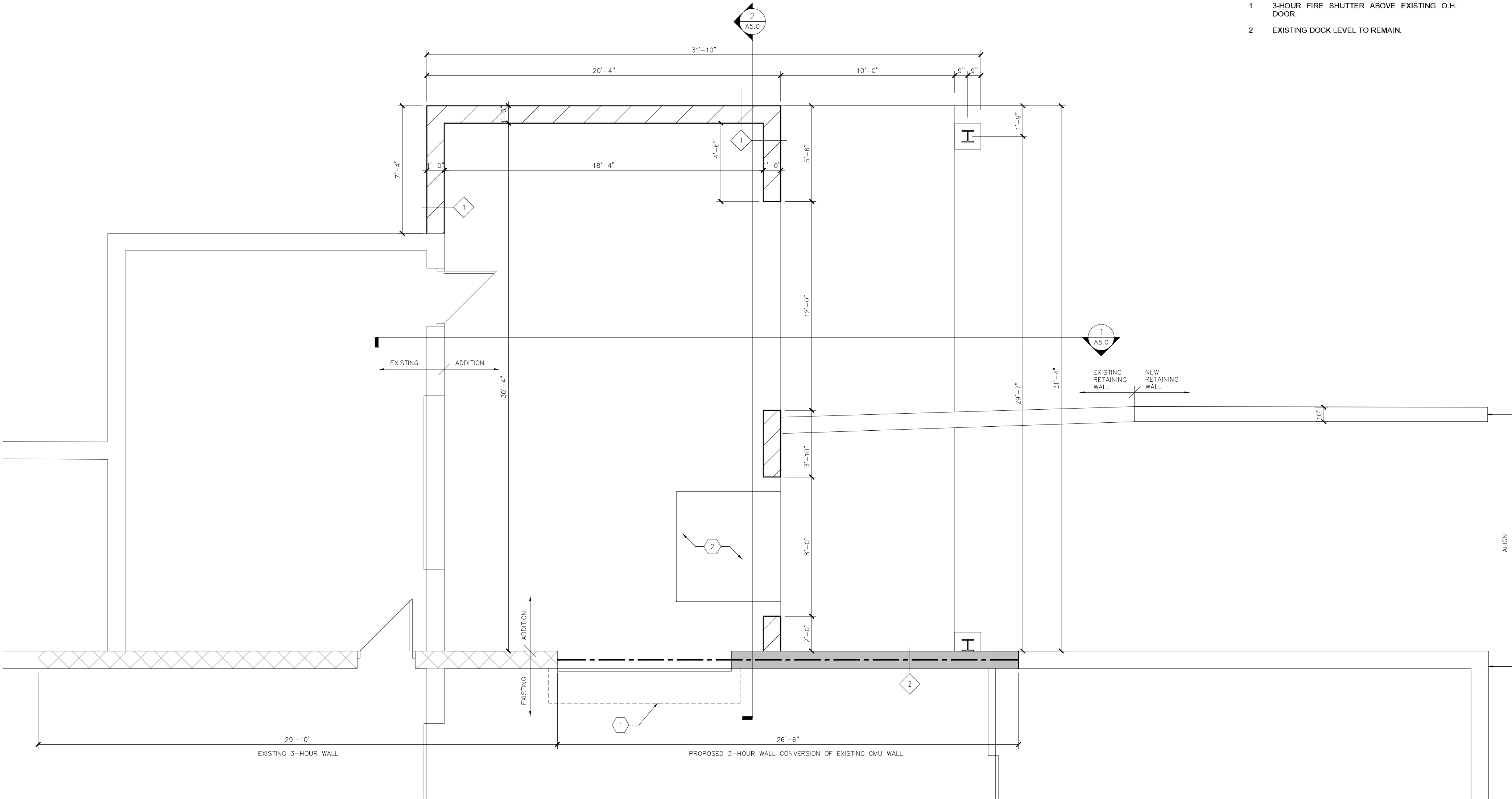


XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX

CONSTRUCTION NOTES:

GENERAL:

- 3-HOUR FIRE SHUTTER ABOVE EXISTING O.H. DOOR.
- EXISTING DOCK LEVEL TO REMAIN.

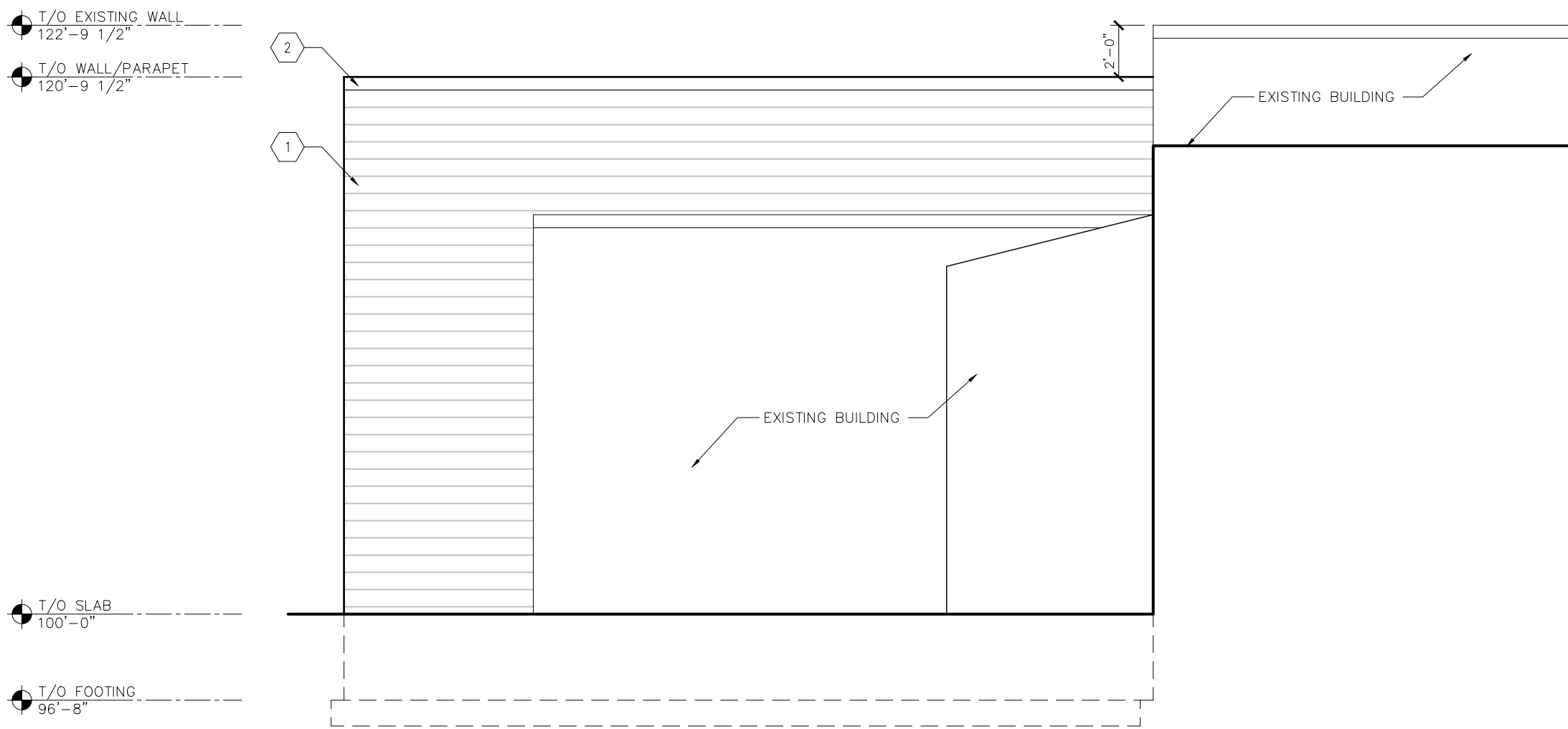


1 PARTIAL FLOOR PLAN
SCALE: 1/4" = 1'-0"

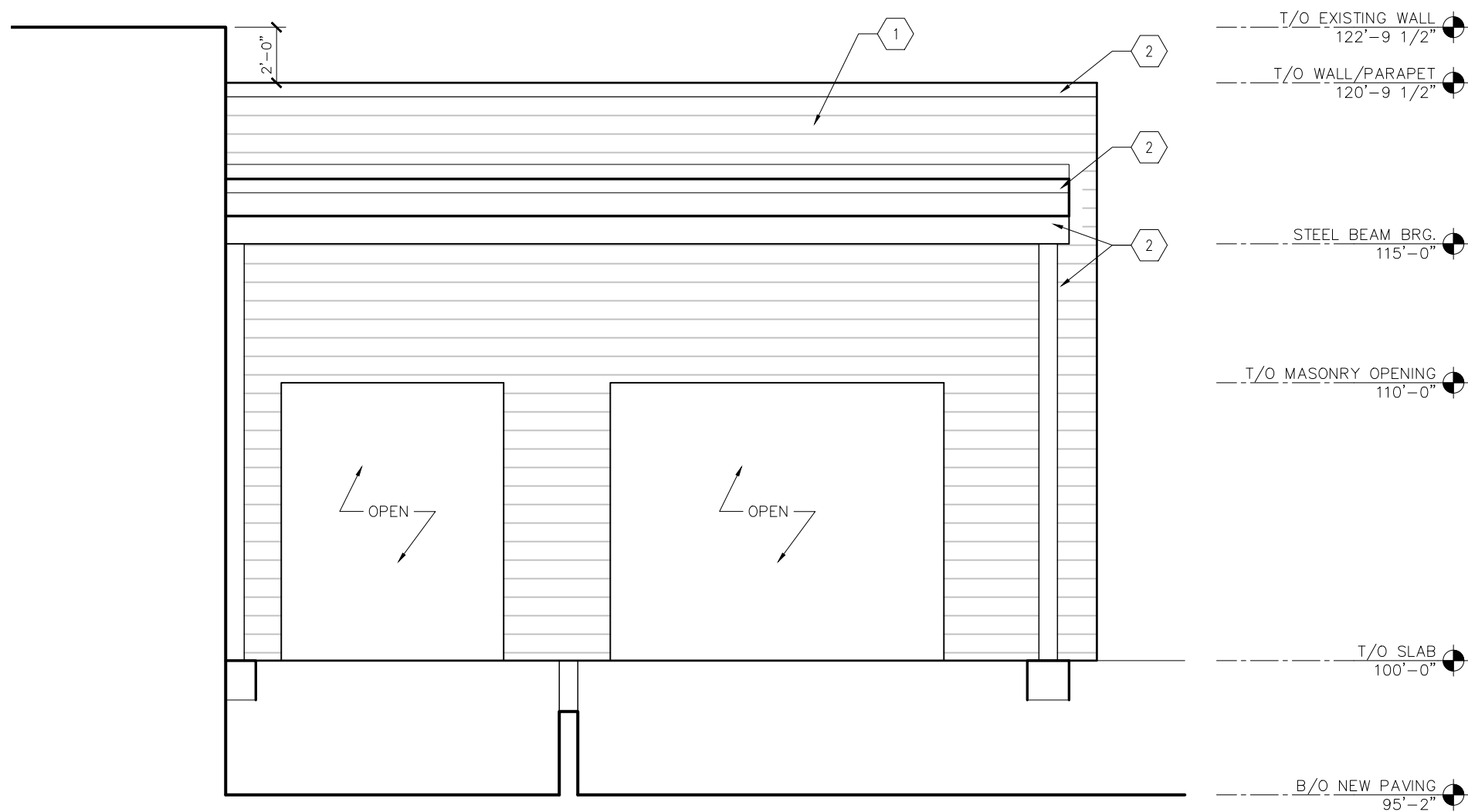
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XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX
XX.XX.XXXX	XX.XX.XXXX

EXTERIOR MATERIAL FINISHES:

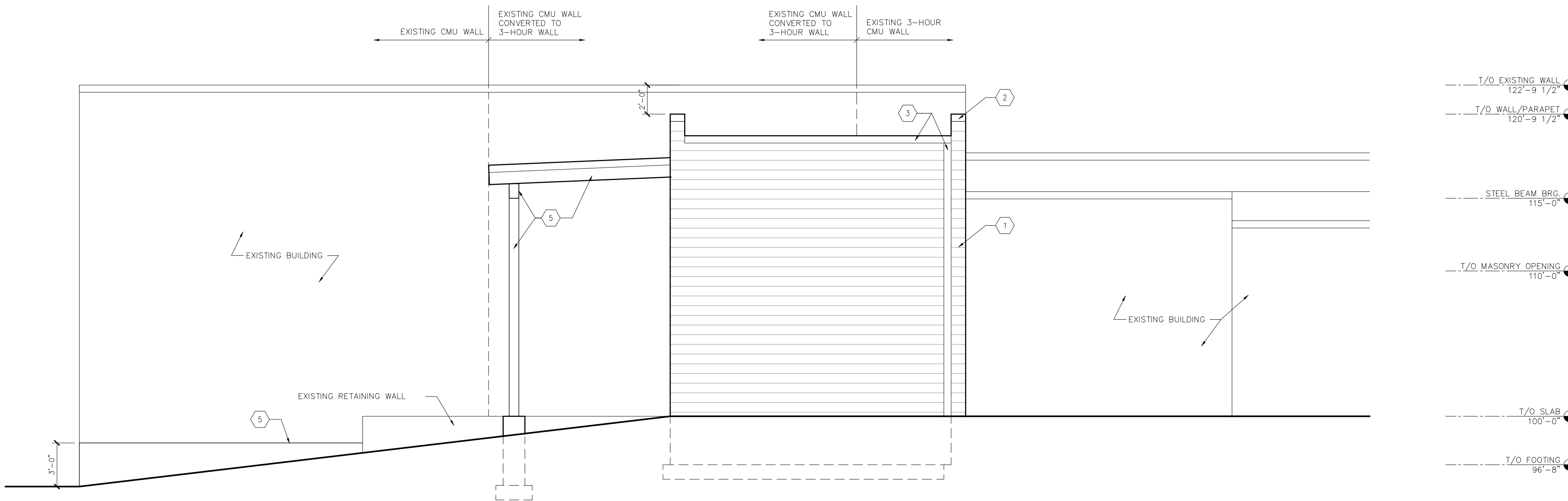
- 1 12" PAINTED & INSULATED C.M.U. DECORATIVE SPLIT FACE TO MATCH EXISTING
- 2 PRE-FINISHED METAL CAP TRIM w/ FLASHING TO MATCH EXISTING TRIM COLOR
- 3 PRE-FINISHED METAL GUTTER AND DOWNSPOUT w/FLASHING TO MATCH EXISTING TRIM COLOR
- 4 PREFINISHED STANDING SEAM METAL ROOF
- 5 STEEL COLUMN/BELM - PAINTED BLACK
- 5 POURED CONCRETE RETAINING WALL TO MATCH EXISTING



3 SOUTH ELEVATION
SCALE: 3/16" = 1'-0"



2 NORTH ELEVATION
SCALE: 3/16" = 1'-0"



1 WEST ELEVATION
SCALE: 3/16" = 1'-0"

**CITY OF PEWAUKEE
PLAN COMMISSION AGENDA ITEM 6.**

DATE: January 18, 2024

DEPARTMENT: Planning

PROVIDED BY:

SUBJECT:

Discussion and Action Regarding the Site and Building Plans for Lakewood Baptist Church for Property Located at W274 N1490 Riverland Drive for the Purpose of Constructing a 676 Square Foot Detached Accessory Building (PWC 0940997002)

BACKGROUND:

FINANCIAL IMPACT:

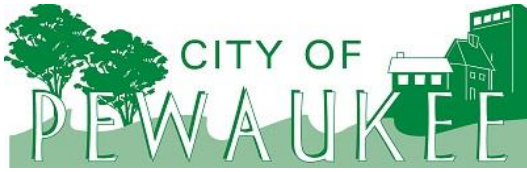
RECOMMENDED MOTION:

ATTACHMENTS:

Description

Lakewood Baptist Church staff report 1.18.24

Lakewood Baptist Church revised plans



Office of the Planner & Community Development Director
W240 N3065 Pewaukee Road
Pewaukee, Wisconsin 53072
Phone (262) 691-0770 Fax (262) 691-1798
fuchs@pewaukee.wi.us

REPORT TO THE PLAN COMMISSION

Meeting of January 18, 2024

Date: January 10, 2023

Project Name: Lakewood Baptist Church Site & Building Plan Review Application

Project Address/Tax Key No.: W274N1490 Riverland Drive / PWC 0940997002

Applicant: LAKEWOOD BAPTIST CHURCH INC

Property Owner: LAKEWOOD BAPTIST CHURCH INC

Current Zoning: I-1 Urban Institutional District

2050 Land Use Map Designation: Government/Institutional

Use of Surrounding Properties: Single-family residential to the north and west, Golf Road and I-94 to the south, and vacant land approved for a senior living development to the east.

Project Description and Analysis

The applicant filed a Site & Building Plan Review Application for the construction of a detached garage upon property located at W274N1490 Riverland Drive. The I-1 District permits “Garages for storage of licensed vehicles used in conjunction with the operation of a permitted use.” as well as “Permanent service buildings and facilities normally accessory to the permitted uses.”

The Zoning Code also allows accessory structures within nonresidential districts, subject to Plan Commission review and approval of a Site & Building Plan Review Application (see below).

“All accessory structures and uses in multifamily residential and nonresidential districts are permitted as may be allowed within each individual zoning district and with Plan Commission approval of a site and building plan review application for any building or site improvements. Also see § 340-2.10.”

According to the applicant, the garage will be utilized for storage of equipment, maintenance items, and the parking of a church vehicle in the future. The garage is located at the northeast corner of the parking lot and has an area of 676 square feet (26’ x 26’).

The garage is primarily located on existing greenspace, but about 104 square feet of asphalt will be removed. The garage consists of an overhead garage door and service door on the front or south elevation and two windows on both the east and west elevations. The siding, windows, and roof are designed to match the principal church building. The applicant noted that the only exterior lighting proposed is a coach style light.

The garage has a peak height of 19-feet. Note the I-1 District does not list a separate building height for principal and accessory structures (see below) and the accessory structure standards do not list a maximum height for nonresidential districts.

“Building height and size. (See § 340-2.10.) No building or structure or parts thereof shall exceed 35 feet in height except for radio or television transmitting towers.”

All I-1 District setbacks and development standards are met.

Recommendation

Staff recommends approval of the Lakewood Baptist Church Site & Building Plan Review Application to allow construction of a 676 square foot detached garage, subject to:

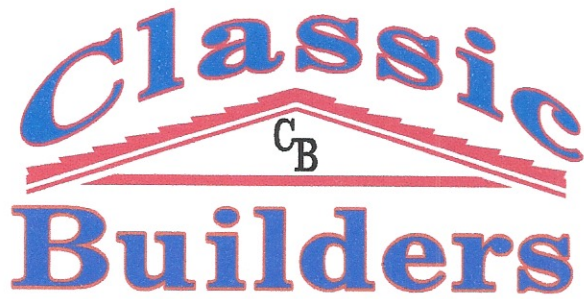
1. Submission of a Landscape Plan, for City Planner review and approval, which includes a minimum of two evergreen trees, with a minimum planting height of six feet, located on the berm to the north of the garage.
2. Final grading, erosion control, utilities, and storm water management plans, as may be applicable, shall be approved by the Engineering Department prior to any land disturbing activities.

To: Office of the Planner and Community Development Director

From: Lakewood Baptist Church

We have applied to build a small garage on the northeast corner of our existing parking lot. I am including some additional information that has been requested by the City of Pewaukee to complete our application process.

1. Narrative – We desire to build a 676-sf detached garage on the northeast corner of our parking lot. This structure will match our existing church in color, style, and window design. We plan to demo 104 sf of asphalt to complete this project. Classic Builders has been chosen to perform this work.
2. Site Plan – Classic Builders will submit this.
3. Grading / Erosion Control Plan – Classic Builders will submit this.
4. Stormwater Management Plan – this small, detached garage should fit within our current Stormwater Management plan.
5. Landscape plan – The west side of the garage will be asphalt, the north and east side will be grass and the south side will feature a 4 x 26 concrete apron.
6. Lighting plan – There will be 2 interior lights as well as an exterior coach light.
7. Building elevations – Classic Builders will submit this.
8. Sign Details – We do not plan on having any additional signage included with the garage.
9. Natural Resource delineations – We are not aware that any natural resources need to be delineated.



S83 W18901 Saturn Dr
Muskego, WI 53150
(P) 262-679-4800
(F) 262-679-4802

Grading and Erosion control plan

Dear City Engineer:

Re: New garage for Lakewood Baptist Church

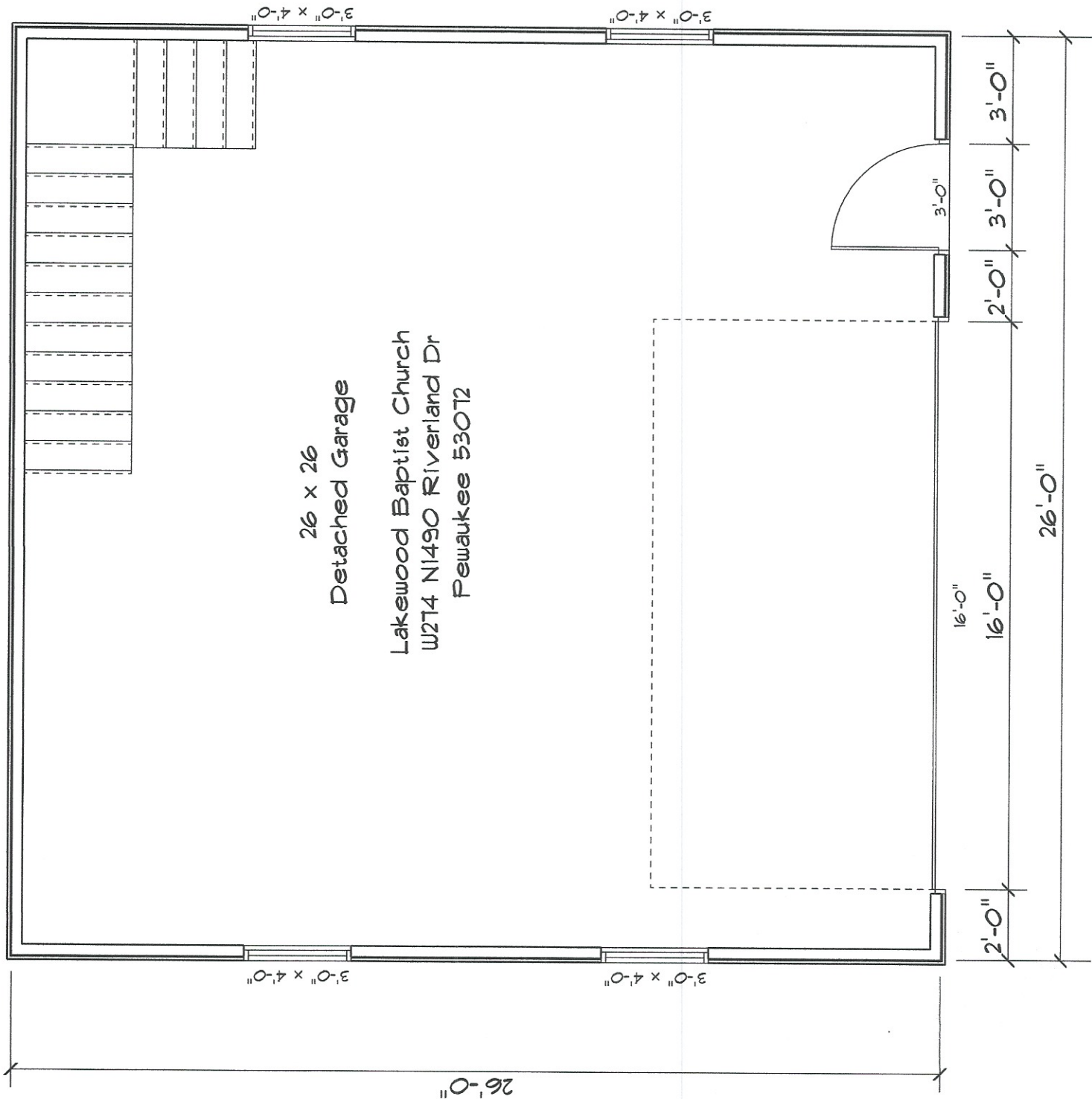
We will be building a new garage at the edge of the existing parking lot. The necessary excavation is minimal and should not result in runoff. Silt fence will be installed should there be runoff concerns.

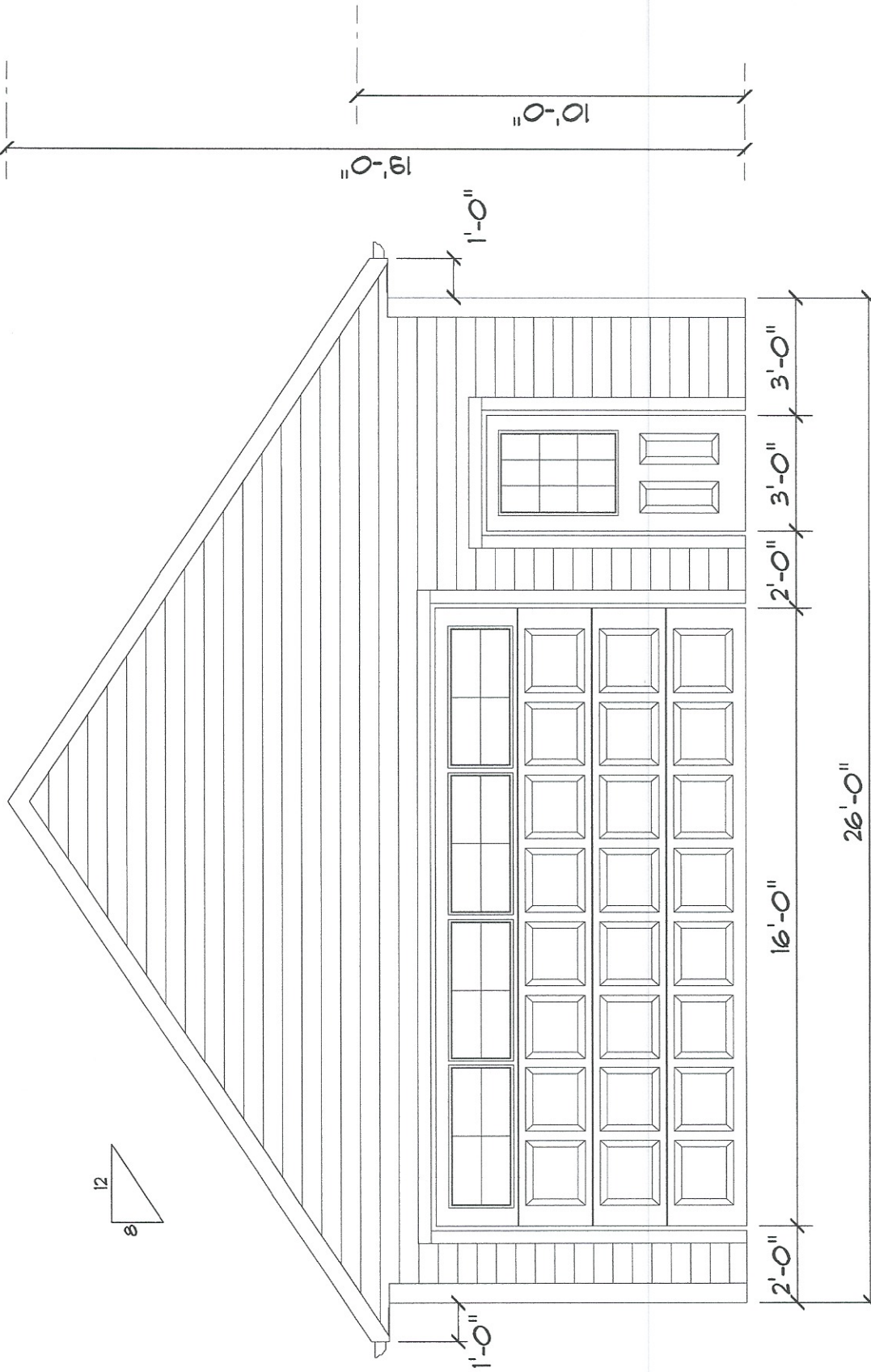
There will be no stockpiles of material or fill during this project.

The garage will be built into the existing grade and will not affect or change the surrounding grading.

Sincerely,

Jay Bollman
Classic Builders





16 x 8
Overhead Door

36" Fiberglass
Service Door

6x LP Siding

LP Door Trim

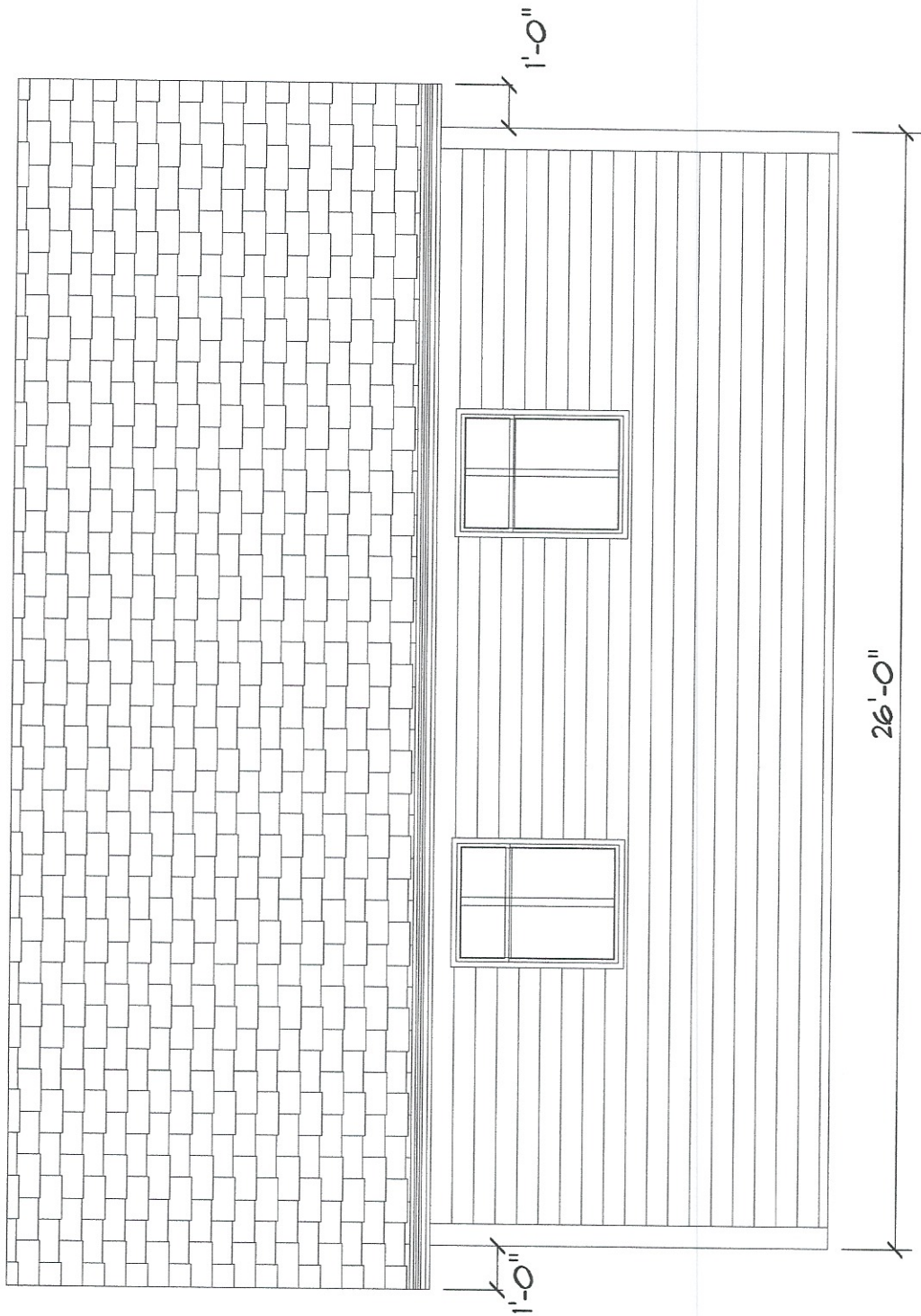
Aluminum
Soffit & Fascia

Seamless Gutters

FRONT ELEVATION

SCALE: 1/4" = 1'-0"

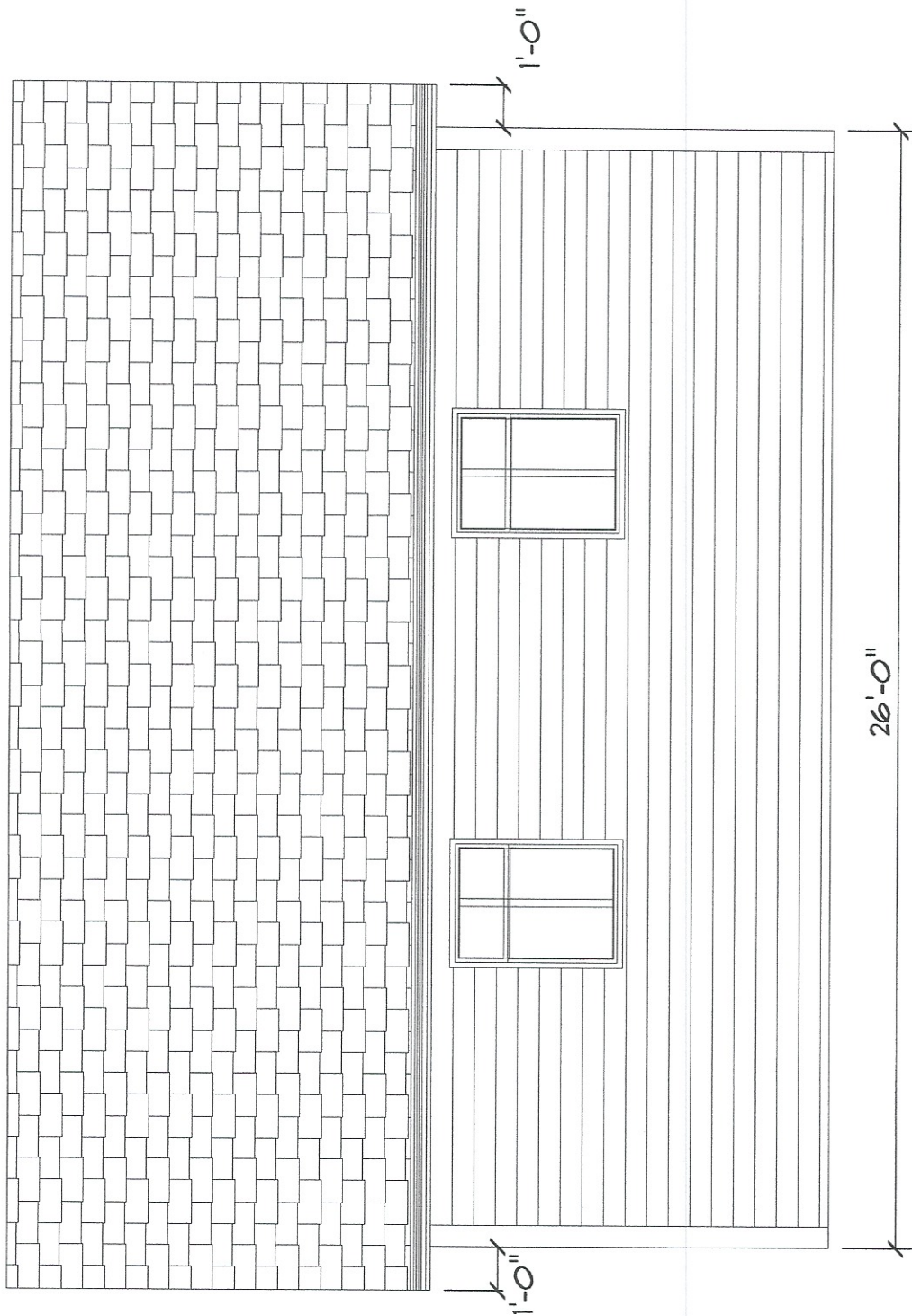
(2) 30x60
Fixed
Windows



RIGHT ELEVATION

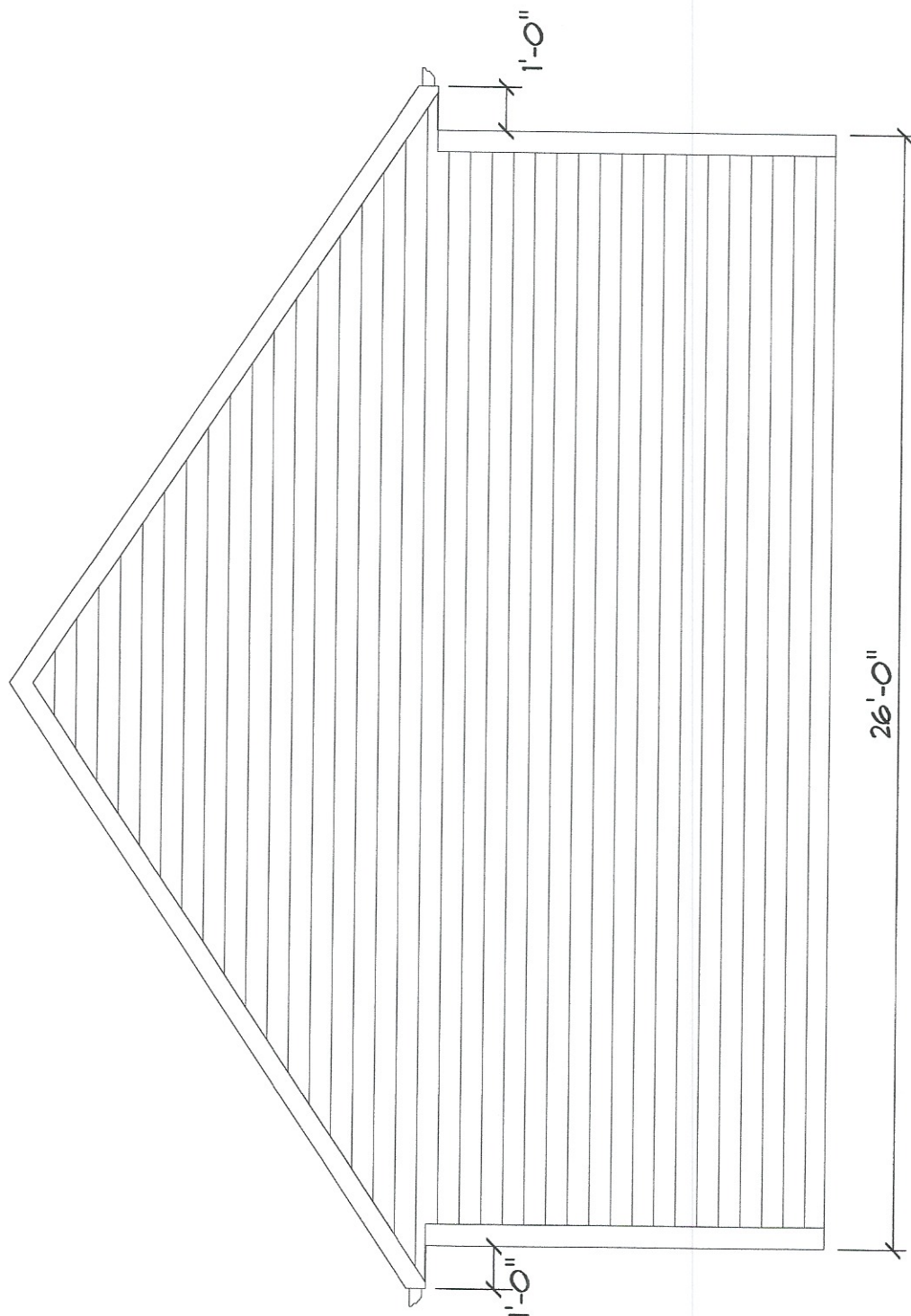
SCALE: 1/4" = 1'-0"

Dimensional
Shingles
(2) 30x60
Fixed
Windows



LEFT ELEVATION

SCALE: 1/4" = 1'-0"



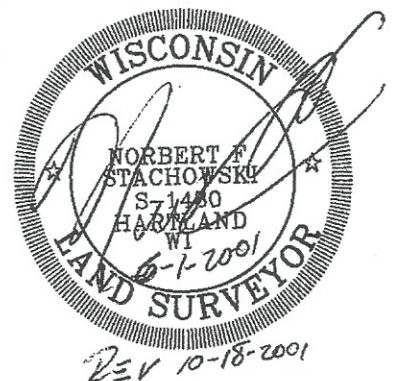
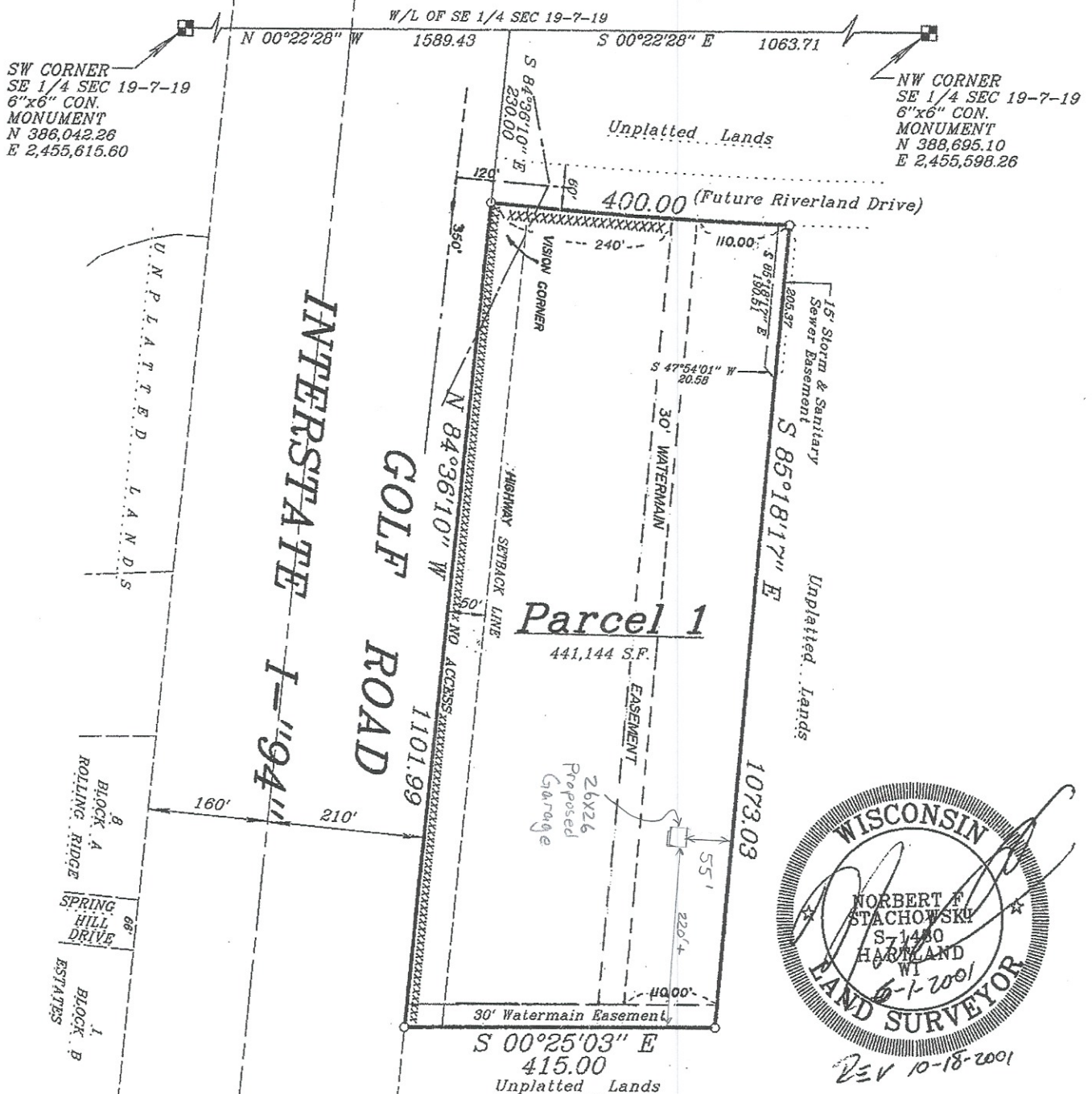
REAR ELEVATION

SCALE: 1/4" = 1'-0"

CERTIFIED SURVEY MAP NO. 9243

Being a part of the NW 1/4 of the SE 1/4 of Section 19, T 7 N, R 19 E, in the City of Pewaukee, Waukesha County, Wisconsin.

#	Radius	Delta	Length	Chord	Chord Bearing	Tan In	Tan Out
Par. 1	6147.64	03°43'41"	400.00	399.93	N 03°31'59.5" E	N 05°23'50" E	N 01°40'09" E



NOTE:

○—DENOTES 1"x24" IRON PIPE 1.13 LBS. PER LINEAL FOOT SET AT ALL LOT CORNERS UNLESS NOTED OTHERWISE.

BEARINGS REFER TO THE WISCONSIN STATE PLANE CO-ORDINATE SYSTEM SOUTH ZONE.

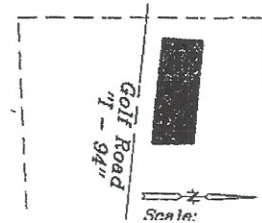
ACCESS RESTRICTION

AS OWNER I HEREBY RESTRICT NO OWNER, POSSESSOR, USER, NOR LICENSEE, NOR OTHER PERSON SHALL HAVE THE RIGHT OF DIRECT VEHICULAR INGRESS OR EGRESS WITH U.S. I-94 OR GOLF ROAD, AS SHOWN ON THIS C.S.M.: IT BEING EXPRESSLY INTENDED THAT THIS RESTRICTION SHALL CONSTITUTE A



Scale: 1" = 200'

GRAPHIC SCALE



SITE Plan
LAKEWOOD BAPTIST
W274N1490 Riverland Dr

