



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, September 25, 2024
6:00 PM

Watch: <https://www.youtube.com/user/westalliscitychannel>

3. Site, Landscaping, and Architectural Design Review for façade property at 7113 W. National Ave. (Tax key Parcel: 453-0609-000).

Overview & Zoning

The building at 7113 W. National Ave. was built in 1927 and designed by A.L. Steffel. Originally housing John Welsand's harness shop on the lower level, with his residence above, the building continued operating under his name until 1945. Over time, the building housed various businesses, including Dooley's Fur Shop and Gritzmacher Printing Company. The two-story brick building exemplifies Twentieth Century Commercial architecture with elements influenced by the German Renaissance Revival. The building's distinctive features include a stepped parapet with stone coping, stone insets, and brick detailing. The planned facade alteration will restore the building's historic character.



Architectural Plan

The proposed exterior renovation for building focuses on restoring the front facade. The plan includes replacing the boarded-up storefront with new aluminum store front windows and doors, sitting atop a limestone window sill. Wood panels with raised wood trim moldings appear directly above the storefront windows. Brick matching the existing brickwork is proposed below the storefront windows. The overall architectural plan enhances the buildings architectural integrity and maintains its historic character.



Design Guidelines

The proposal is considered a minor redevelopment; guidelines may be used as a framework but are not a requirement for approval.

Recommendation: Approval of Site, Landscaping, and Architectural Design Review for façade property at 7113 W. National Ave. (Tax key Parcel: 453-0609-000) subject to the following condition:

1. A driveway permit being applied for with City Engineering Department for work within the City Right-of-Way.