



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, December 11, 2024**  
**6:00 PM**

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

**4. Site, Landscaping, and Architectural Design Review for La Finca, a proposed Restaurant (limited), at 7033 W. National Ave. (Tax Key No. 453-0602-000).**

**Overview and Zoning**

The new owner of the property at 7033 W. National Ave. is proposing a restaurant on the site. The property owner's intended tenant is [La Finca](#), a current coffee café operating in St. Francis. This would serve as La Finca's second location in Greater Milwaukee. Previously, the property was home to a light motor vehicle service use. To bring the restaurant vision to life, the existing building will undergo a major renovation encompassing new HVAC, electrical, plumbing, exterior changes, and a new interior build-out.



The property at 7033 W. National Ave is zoned C-2. Although the initial plan indicated 2,070 sq. ft. of restaurant

space, the applicant now intends to reduce it to under 2,000 sq. ft. By maintaining the restaurant's square footage below 2,000 sq. ft., the proposal qualifies as a limited use within the C-2 District, thereby eliminating the need for Conditional Use approval from the Common Council. If the applicant chooses not to reduce the square footage, a Conditional Use Permit would be required.

The proposed business plans to have 4-6 employees, with a mix of part-time and full-time staff. Construction is anticipated to being in December 2024 and complete in June 2025. Active demolition in the interior of the building has already begun.

Hours of Operation:

Monday – Friday: 6:30 a.m. to 5:00 p.m.

Saturday & Sunday: 7:00 a.m. to 5:00 p.m.

### **Site & Landscaping Plan**

The applicant has not submitted a site plan at this time due to the limited changes to the site. City staff have notified the applicant of the requirement to submit a site plan. At the time of this staff report, the applicant is awaiting receipt of a site plan completed by the project's architect. Despite not having a site plan, staff have included a few recommendations to ensure that the site aligns with the vision of the [National Ave. corridor plan](#). The site currently consists of 1,370 sq. ft. building positioned on the far south portion of the lot. The portion of the lot facing W. National Ave. is comprised of concrete that was used as parking and storage of vehicles for repair. The site has three access points. There is one access point off of W. National Ave. and two access points off of S. 71<sup>st</sup> St. After discussions with the Engineering Department, there are traffic safety concerns with the existing locations of the two access points closest to the intersection of S 71<sup>st</sup> St. & W. National Ave. The proximity of the access points to the street intersection, along with the small nature of the lot are driving these concerns. In meetings with the applicant, the concrete area was proposed to be a small parking area consisting of ADA parking stalls. This proposal may have to be adjusted to align with City of West Allis Engineering recommendations. To accommodate parking needs, staff is recommending that the applicant apply for a Commercial On-Street Accessibility Parking Zone permit. The current property owner also owns the two properties directly south at 1670 & 16\*\* S. 71<sup>st</sup> St. These properties may be able to accommodate parking for the proposed business. Additionally, staff have also suggested pursuing a shared parking agreement with the property at 7109 W. National Ave. In the case that these pursuits do not come to fruition, there is ample street parking in proximity to the proposed business.

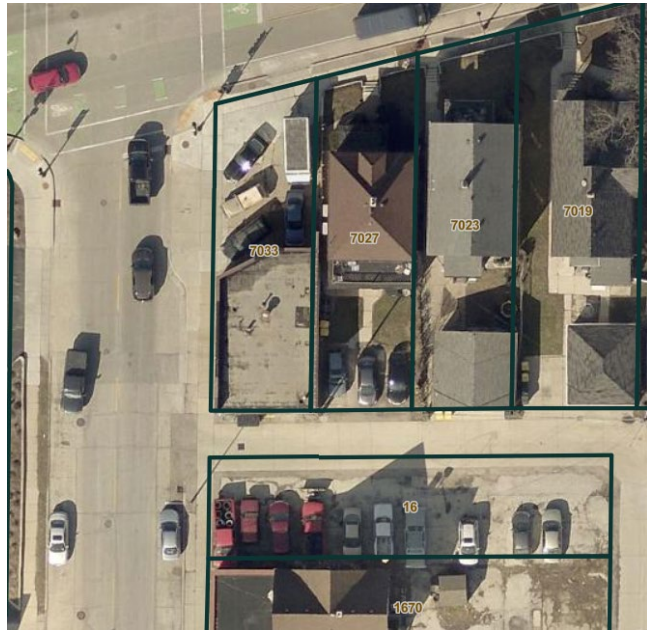
The difficulty of utilizing the concrete area for parking may provide the proposed business with additional space that may be used as an outdoor patio, food truck hub, or another community-focused amenity. These uses for the concrete area would align with the National Ave corridor plan in terms of enhancing streetscape appeal and fostering vibrant social spaces which will be bolstered by the proposed user La Finca.



*Station No. 6 Outdoor Patio (former parking area)*

A similar pattern of use can be found in West Allis at Station No. 6. The property at Station No. 6 was formerly used for a light motor vehicle service. The former concrete area used for parking & maintenance of vehicles was transformed into a vibrant patio for patrons to utilize. A similar type of use is recommended by staff for this project.

Staff would like to also note that the site does not have a refuse enclosure. Staff have included a recommendation to screen any refuse areas with a four-sided refuse enclosure. The Design Review Guidelines state that refuse areas should be placed away from street-facing facades. Given the lack of space for a rear refuse area, this requirement may be difficult to meet. The applicant should seek to consolidate trash collection. The applicant should seek to consolidate trash collection with the parking lot they own to the south of the alley.

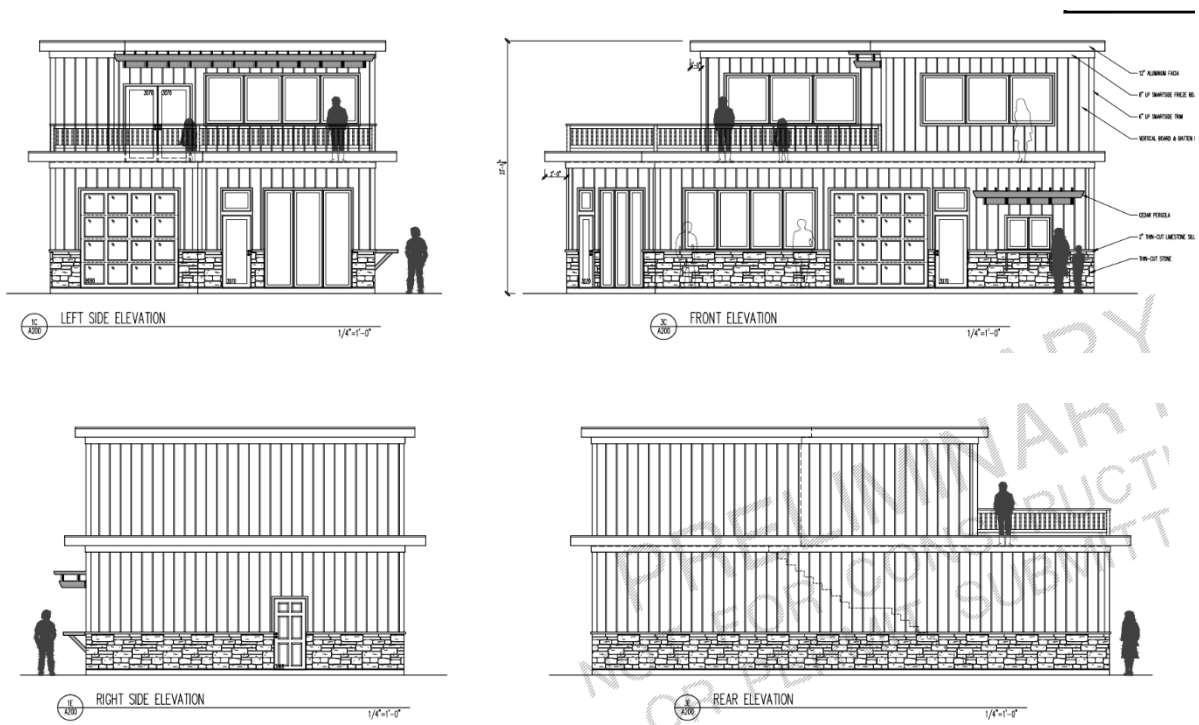


A landscaping plan was not provided by the applicant for this project at the time of this staff report. In meeting with the applicant, there will be a landscaping plan provided by the architect. Landscaping for this site will primarily be completed by features such as planter boxes and moveable greenery. Staff suggest utilizing wall-mounted planters or trellises to maximize greenery and provide a buffer to the residential property directly east.

### **Architectural Plan**

The architectural plan shows an overhaul to the exterior of the existing building. The proposed building features natural cut stone with ledgestone that wraps itself around the base of the entire building. Immediately above the stone is LP board and batten. As an alternative to the natural cut stone and LP siding proposal, the applicant has indicated that there may be an attractive brick underneath the existing metal siding. Staff has encouraged the applicant to remove areas of metal siding to explore what exists underneath, as this could potentially be an attractive option to the proposed.

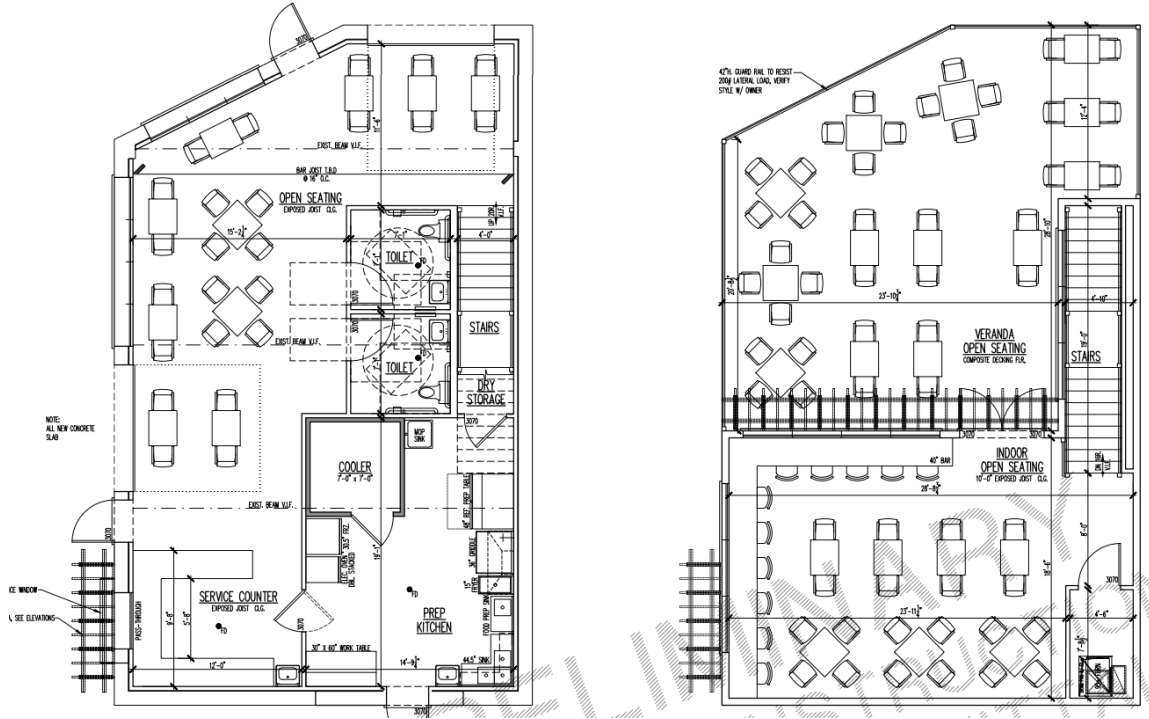
The elevation along W. National Ave. shows a storefront with an aesthetically pleasing design. A glass door provides access to the building. Next to this door are three large commercial storefront windows. There is also a large overhead garage door, with glass panels, serving as an additional access point. The rooftop patio seating area is also prominently visible from this façade. The visible second floor features from the street will be the seating area, glass entrance door, store front windows, black rod iron railing, and decorative pergola. Moving to the west façade, this serves as another prominent entry point. Proposed is a glass entry door along with another overhead garage door with glass paneling. Directly next to the glass door is a pedestrian walk-up window where orders can be placed. This feature is complemented by a pergola. Additional storefront windows make their way throughout the first floor of the west façade. Visible on the second floor on the west façade are more windows. The south and east elevations feature less prominent architectural features due to their less visible locations. The south elevation features a door that will be used for the business for needs such as refuse collection.



**Floor Plan**

The proposed business shows a revamped floor plan to accommodate for the restaurant use. Customer access to the first floor of the restaurant is provided by entry doors on the north and west sides of the building. Overhead garage doors can also be found providing access to the north and west sides of the building. The floor plan shows an open seating concept making up most of the first floor. Two restrooms are shown along with a prep kitchen, cooler, and dry storage area. Stairs

in the east portion of the building provide access to the second floor. The second floor shows an open seating area with tables and chairs, along with countertop seating. A utility closet is also shown. The indoor area leads directly to the outdoor patio area which includes additional seating.



### Design Guidelines

This project is considered a significant redevelopment due to proposed changes. Design guidelines are required for this project. See attached Plan Commission checklist and [Design Review Guidelines](#) for further details. The proposed project for the existing building satisfies all of the criteria.

**Recommendation:** Approve Site, Landscaping, and Architectural Design Review for La Finca, a proposed Restaurant (limited), at 7033 W. National Ave. (Tax Key No. 453-0602-000).

(Item 1 -4 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Site plan & Landscaping being submitted to the Planning and Zoning Office showing (a) access point revisions on W. National Ave. & S. 71<sup>st</sup> St with approval from the City Engineer, (b) a designated use of the concrete area (e.g. parking, patio, or other amenities), (c) the location of any refuse areas

and 4-sided screening details including consideration of locating refuse area south of alley, (d) the applicant apply for a Commercial On-Street Accessibility Parking Zone permit; (e) removal of test areas of existing metal panel siding to explore restoration of brick as an option of adding new siding; (f) landscaping amenities being located on site including planter boxes, wall-mounted planters, trellises, or other features to enhance streetscape and buffer adjacent properties (g) location of any lighting on the site.

2. Building permits being applied for with the Code Enforcement Department for review.
3. A driveway permit being applied for with the City Engineering Department for work within the City Right-of-Way. Also, if scaffolding is required for exterior renovations, a Temporary Street Occupancy permit is needed.
4. Common Council approval of a conditional use permit will be required if the building area is over 2,000-sf.



## **La Finca Coffee House**

**Project Address:** 7033 W National Ave West Allis, WI

**Applicant:** N&S Dream Properties LLC & La Finca Coffee House LLC

**Project Type:** Commercial

**Date:** 11/20/2024

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### **Scope of Work:**

The proposed project involves the renovation of the existing building located at 7033 W National Ave West Allis, WI. The scope of work includes new HVAC, electrical, plumbing, exterior renovations and interior build-out. This project will result in the addition of a new and upgraded facility to the National Ave Corridor adding a retail/Coffee shop that aims to enhance the property's functionality and appearance and service to the community.

### **Specific improvements will include:**

- Expansion of existing space with a second story addition with second story Veranda seating, remodeling of interior, which includes the installation of new systems such as HVAC, plumbing, electrical, garage doors etc.
- Refacing and upgrading exterior finishes with a board and batten exterior with natural stone accent on the first floor perimeter on 3 sides (North West and South) parking lot revamping, etc.

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**Proposed Use:**

The proposed use for the building is a retail Coffee House. The establishment will operate as a La Finca Coffee House, and is targeted to serve the whole community of West Allis and surrounding communities.

These hours are designed to accommodate the community needs, customer traffic, etc. Should the need arise, these hours may be adjusted seasonally or based on customer demand.

**Hours of Operation:**

The proposed hours of operation are as follows:

- Monday - Friday: 6:30 AM to 5:00 PM
- Saturday: 7:00 AM to 5:00 PM
- Sunday: 7:00 AM to 5:00 PM

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**Number of Employees:**

The business will employ full-time and part-time staff, including but not limited to managers, baristas, cashiers, cooks. The employee count is 4-6 at any given time. This number is expected to potentially increase depending on the growth and success of the business.

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**Construction Schedule:**

The construction process is expected to begin on 11/20/2024, with an estimated completion date of 06/01/25. The construction schedule is as follows:

- Phase 1: Demolition, site preparation, foundation work, rough framing, rough plumbing, rough electrical, and rough HVAC. – from 11/20/2024 to 12/30/2024
- Phase 2: Interior Concrete, framing, exterior finishes, continue rough trades – 12/30/24 to 03/01/2025



- Phase 3: Interior build-out, Finish electrical, finish plumbing, finish HVAC, inspections – 03/01/2025 to 06/01/2025

We anticipate 7 months to complete the construction and prepare the building for occupancy. We will account for any delays in supply chain issues and will advise.

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### **Planned Opening Date:**

We expect to open the business to the public on 06/15/2025 or sooner if timeline allows. This timeline accounts for any required inspections and the completion of final interior finishes and furnishings. The opening will include a grand opening event and promotions for which the community will be invited as well as elected officials if available.

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### **Building Elevations & Exterior Materials:**

Please see in application attachments of the building elevations for all sides of the building, illustrating the proposed changes to the exterior. The elevations show the building's exterior, such as windows, doors, exterior renderings and signage locations.

### **Exterior Materials:**

The exterior materials used in the project will include:

- Material 1: Lp Board and Batten for the upper façade, Natural cut stone with ledgestone top offering a modern yet traditional look.
- Material 2: Dark aluminum window and door frames with tempered glass, for accent features, which will add a sleek, contemporary element.
- Material 3: Black rod iron metal railing for second story railing, cedar tone wood accents, treated wood deck for second story veranda seating, concrete for the driveway/parking lot, or other outdoor areas.
- Sleek handmade, wood sign

These materials have been chosen for both their aesthetic appeal, community enhancement and durability in the local climate.

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**Conclusion:**

The proposed project aims to revitalize the site and bring a high-quality establishment to the community. We are confident that the improvements and the new use of the space will align with the City of West Allis's vision for the National Ave Corridor and City of West Allis overall development goals and growth. We look forward to working with the City to ensure the project meets all necessary codes and regulations.

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**Attachments: See application**

1. Building Elevations (All Sides of the Building)
2. Site Plan
3. Architectural Renderings (if applicable)





**DEMOLITION PLAN LEGEND**

--- EXISTING FRAME WALLS & OTHER ITEMS

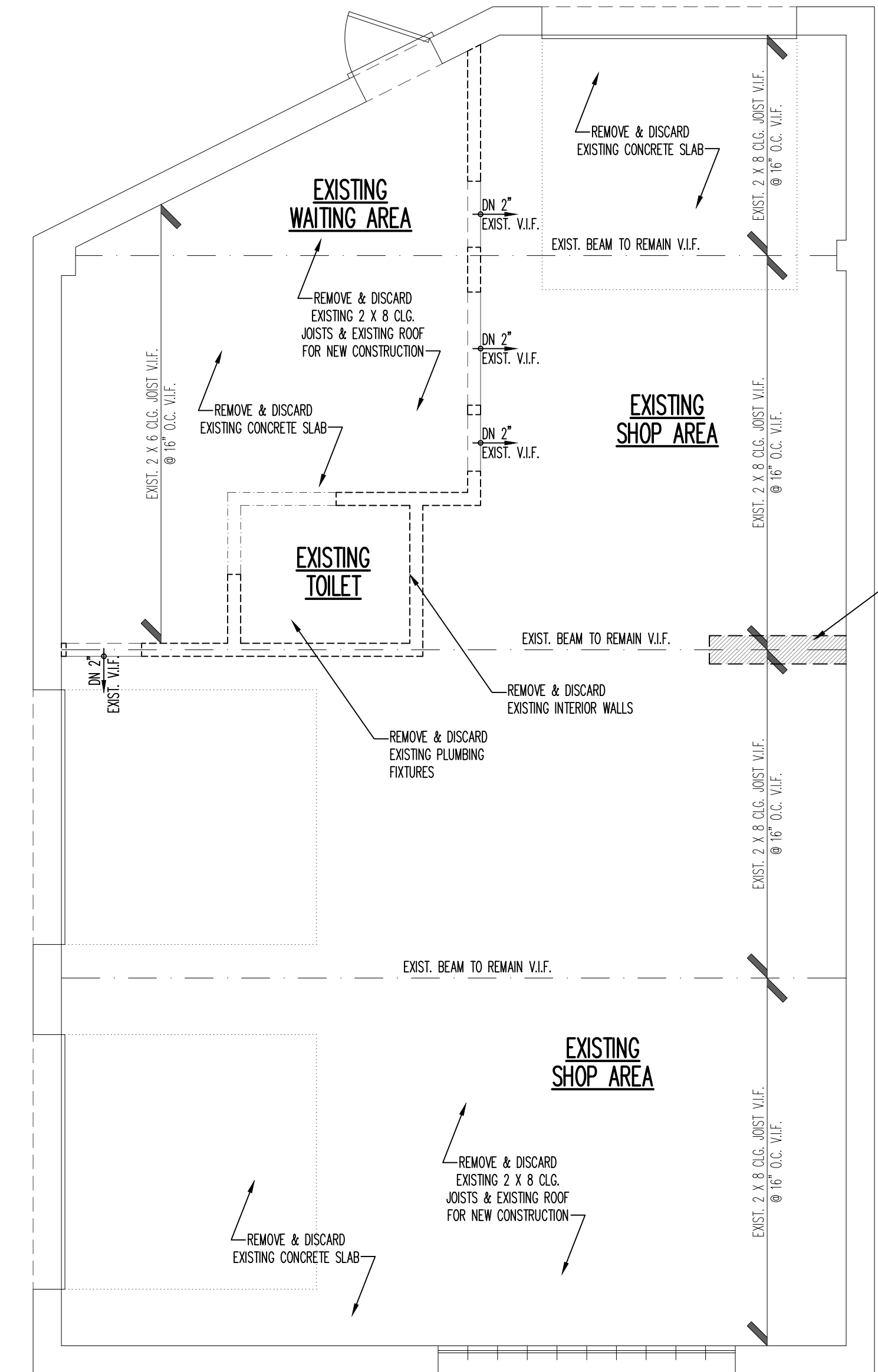
- - - WALLS & OTHER ITEMS TO BE ALTERED, REMOVED, REPLACED, DEMOLISHED OR DISCARDED PER PROPOSED PLANS

NOTE: ALL DIMENSIONS OF EXISTING WALLS & EXISTING SPACES TO BE VERIFIED IN FIELD BY G.C. PRIOR TO ORDERING OF ANY/ALL MATERIALS & PRIOR TO CONSTRUCTION.

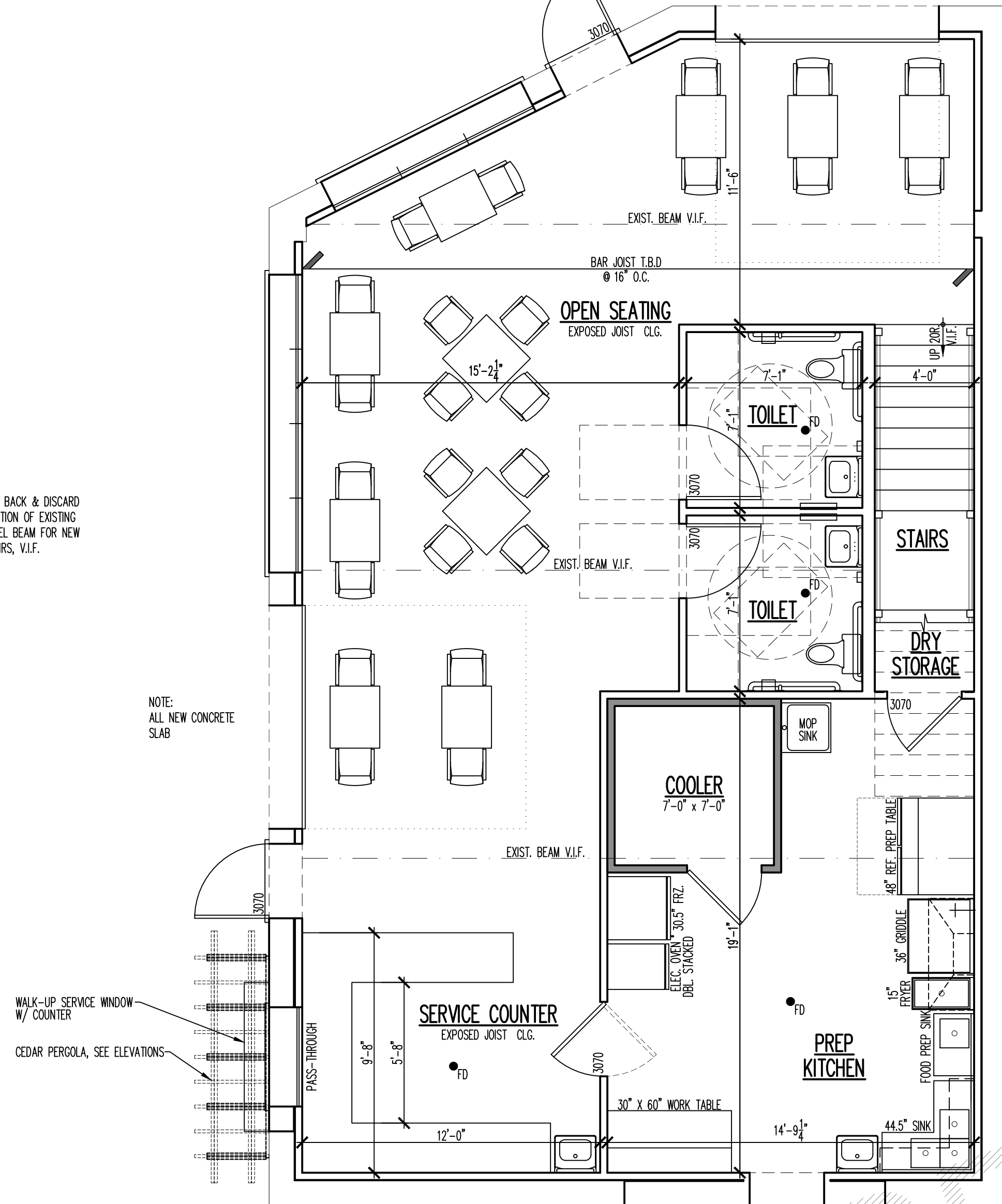
NOTE: SUPPORT OR REMOVE ABOVE STRUCTURE PRIOR TO ANY DEMOLITION.

ALA SQUARE FOOTAGE	
EXISTING BUILDING	1370.9
PROPOSED FIRST FLOOR	1370.9
PROPOSED SERVICE AREA	160.3
PROPOSED PREP KITCHEN	293.4
PROPOSED SEATING AREA	580.2
PROPOSED SECOND FLOOR	1285.4
PROPOSED INDOOR SEATING AREA	700.4
PROPOSED VERANDA SEATING AREA	520.2

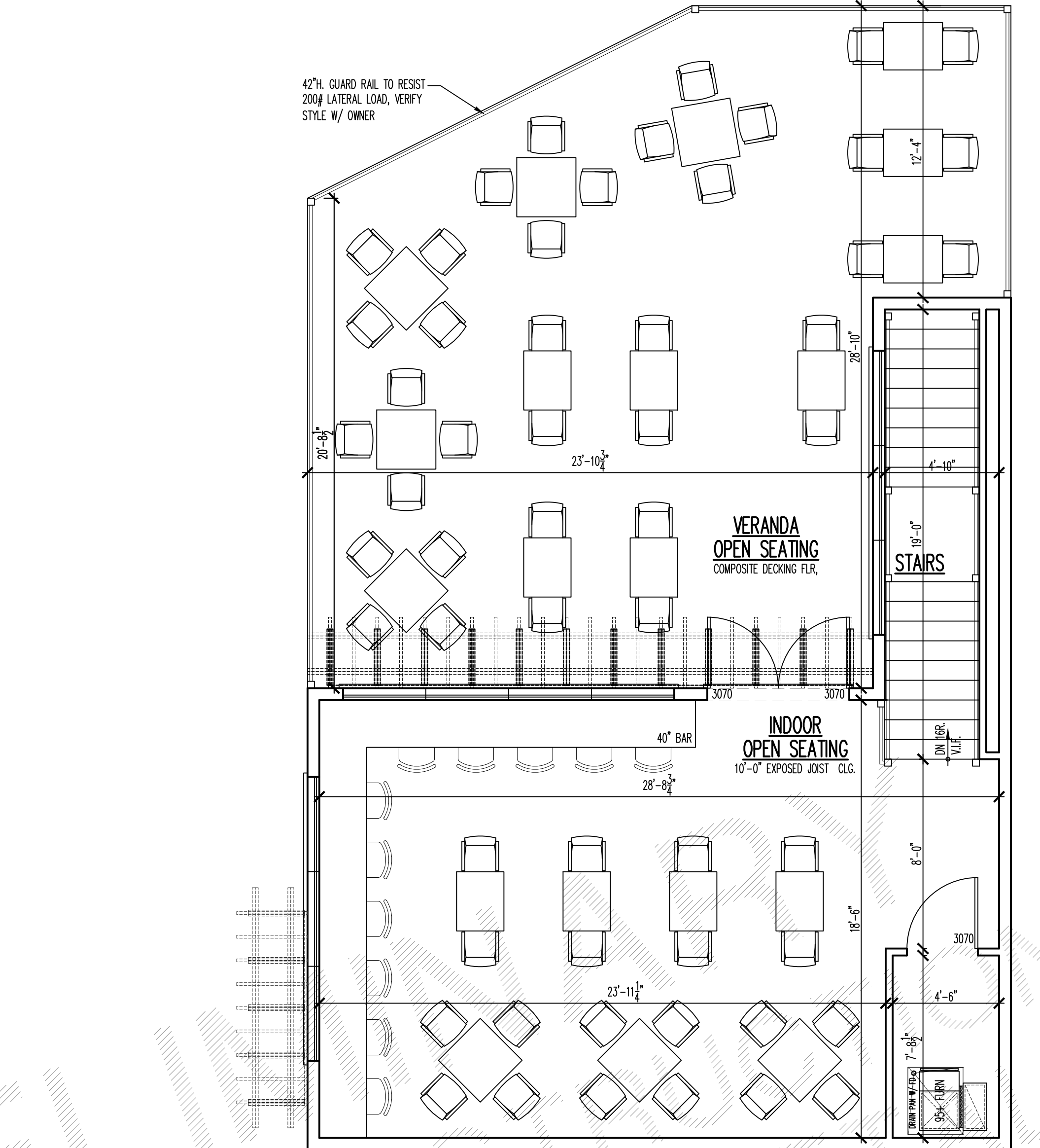
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1E A100 FIRST FLOOR DEMOLITION PLAN 1/4"=1'-0"



1E A100 FIRST FLOOR DEMOLITION PLAN 1/4"=1'-0"



1E A100 FIRST FLOOR DEMOLITION PLAN 1/4"=1'-0"

**PRELIMINARY**  
 LA FINCA COFFEE HOUSE  
 7033 W. NATIONAL AVENUE  
 WEST ALLIS, WI 53214  
 Architects & Planners, Inc.  
 IL Telephone: 615-788-9200 WI Telephone: 262-259-0021  
 2800 Behan Road at Rt. 176 98 W. Main St.  
 Crystal Lake, IL 60014 Lake Geneva, WI 53147  
 40 Crystal St. 1700 E. Racine Ave.  
 Cary, IL 60013 Waukegan, WI 53186  
 Job Number: 24266  
 Sheet Number: A100  
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**ELEVATION NOTES**

- \* DO NOT SCALE ELEVATIONS. VERIFY WALL HEIGHTS WITH PLANS, CONTACT ARCHITECT WITH ANY DISCREPANCIES
- \* WHEN INTERSECTING TWO ROOF PLANES WITH DIFFERENT ROOF PITCHES, BLOCK TOP OF STUD WALL OR BEAM AS REQUIRED TO ALLOW FASCIAS TO LINE UP RETAINING A COMMON EAVE DISTANCE.
- \* SEE ROOF PLAN FOR TYPICAL EAVE AND RAKE DISTANCES UNLESS OTHERWISE NOTED ON ELEVATIONS
- \* IF RIDGE AND SOFFIT VENTS PROVIDE LESS THAN THE CODE MINIMUM, ADD CAN VENTS AS NEEDED TO THE REAR AND SIDE ELEVATIONS

**WINDOW NOTES**

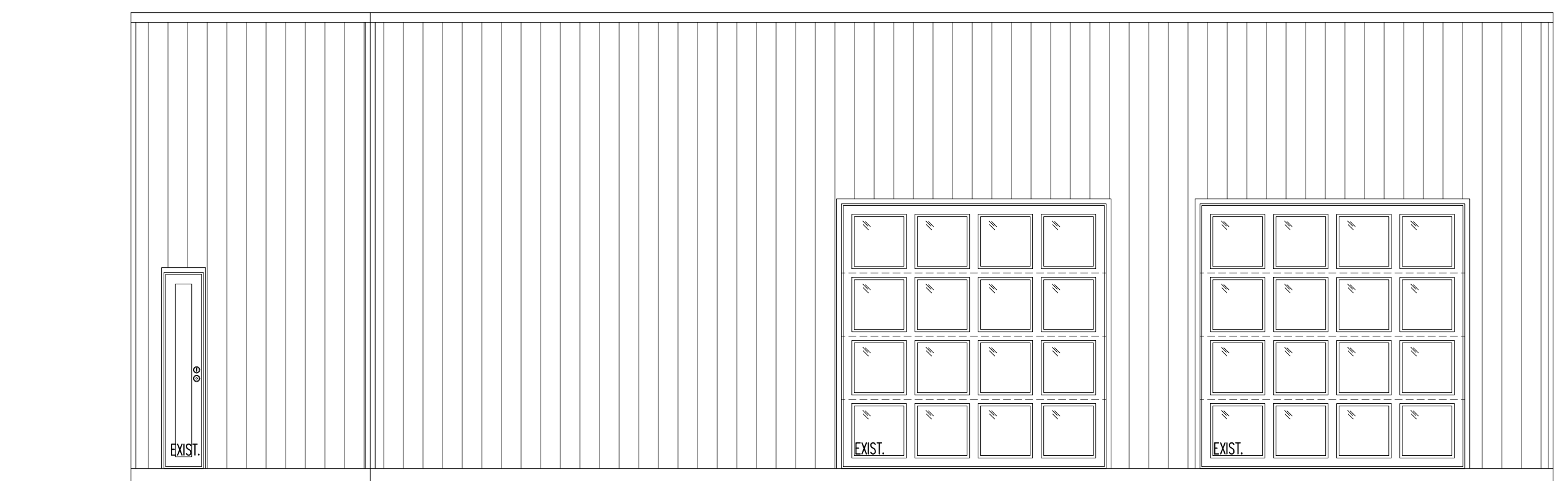
- \* ALL WINDOWS ARE DESIGNATED IN ROUGH OPENING, SHOWN IN FEET & INCHES TO BE MET WITHIN 2" OR EXCEEDED, DEPENDING ON MFG.
- EXAMPLE: 2555 = 2'-5" X 5'-5"
- EXAMPLE: 3086 = 3'-0" X 6'-8"
- EXAMPLE: 18080 = 18'-0" X 8'-0"

TEMPERED GLASS = (T)  
 FIXED WINDOW = (F)  
 EGRESS WINDOW = (E)  
 DOOR OR WINDOW PANE SLIDES RIGHT = (R)  
 DOOR OR WINDOW PANE SLIDES LEFT = (L)

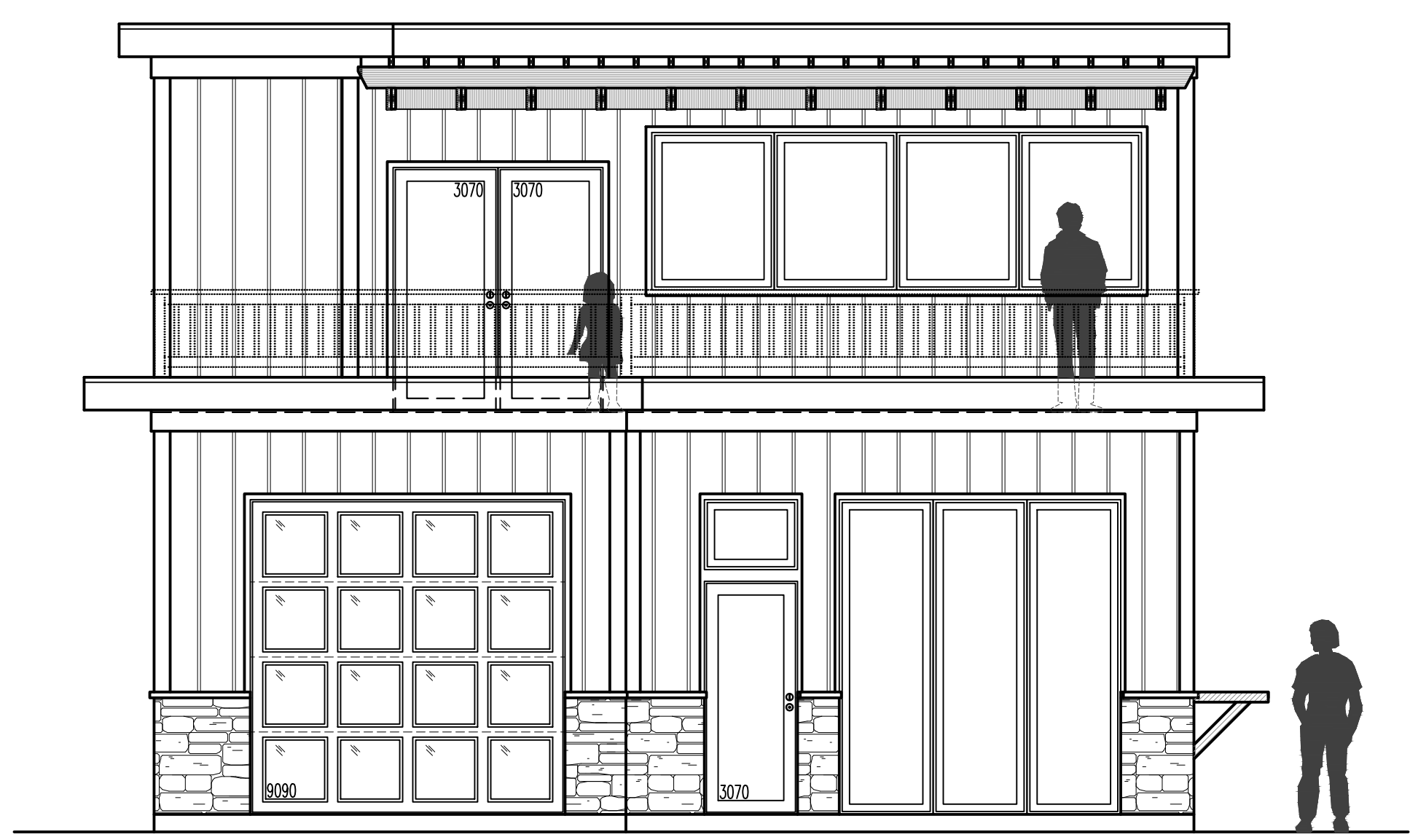
**REMODELING & ADDITION NOTES**

- \* WHEN ALIGNING NEW ROOF PLANES WITH EXISTING, VERIFY EXISTING ROOF PITCH IN FIELD PRIOR TO PURCHASE OR ORDERING OF ROOFING STRUCTURAL AND FINISHING MATERIALS.
- \* ALL NEW SIDING TO MATCH EXISTING UNLESS OTHERWISE NOTED. VERIFY WITH OWNER.
- \* ALL NEW FASCIA, FRIEZE AND SOFFITS TO MATCH EXISTING UNLESS OTHERWISE NOTED. VERIFY WITH OWNER.
- \* VERIFY SIZE OF WINDOWS IN FIELD PRIOR TO PURCHASE.
- \* ALL BEDROOMS MUST BE PROVIDED ONE EGRESS WINDOW SIZE TO MEET LOCAL CODE. VERIFY LOCATION WITH PLANS AND OWNER.

NO.	DATE	BY	DESCRIPTION
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2	10-27-24	AM	DESIGN DEVELOPMENT
3	10-27-24	AM	DESIGN DEVELOPMENT
4	10-27-24	AM	DESIGN DEVELOPMENT
5	10-27-24	AM	DESIGN DEVELOPMENT



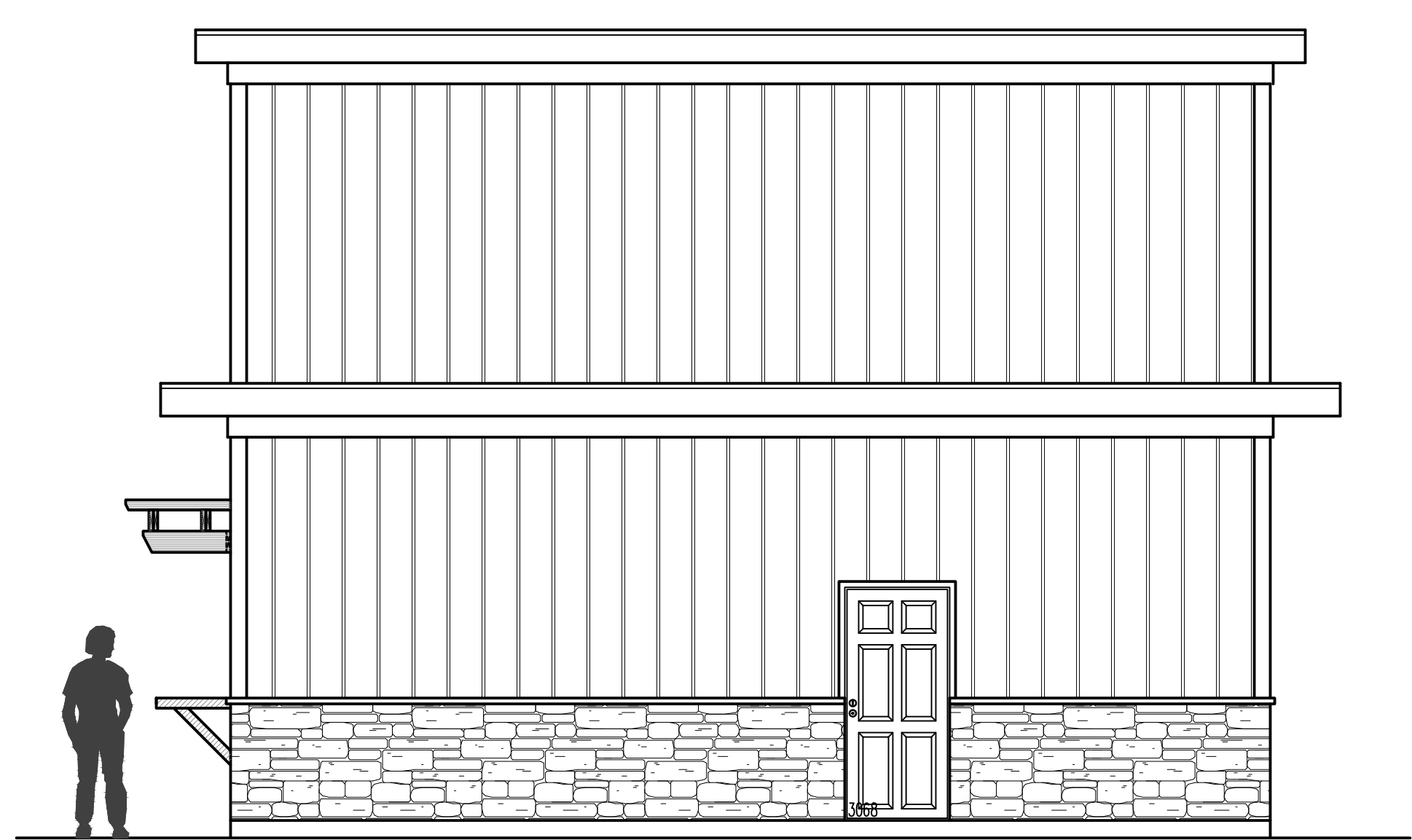
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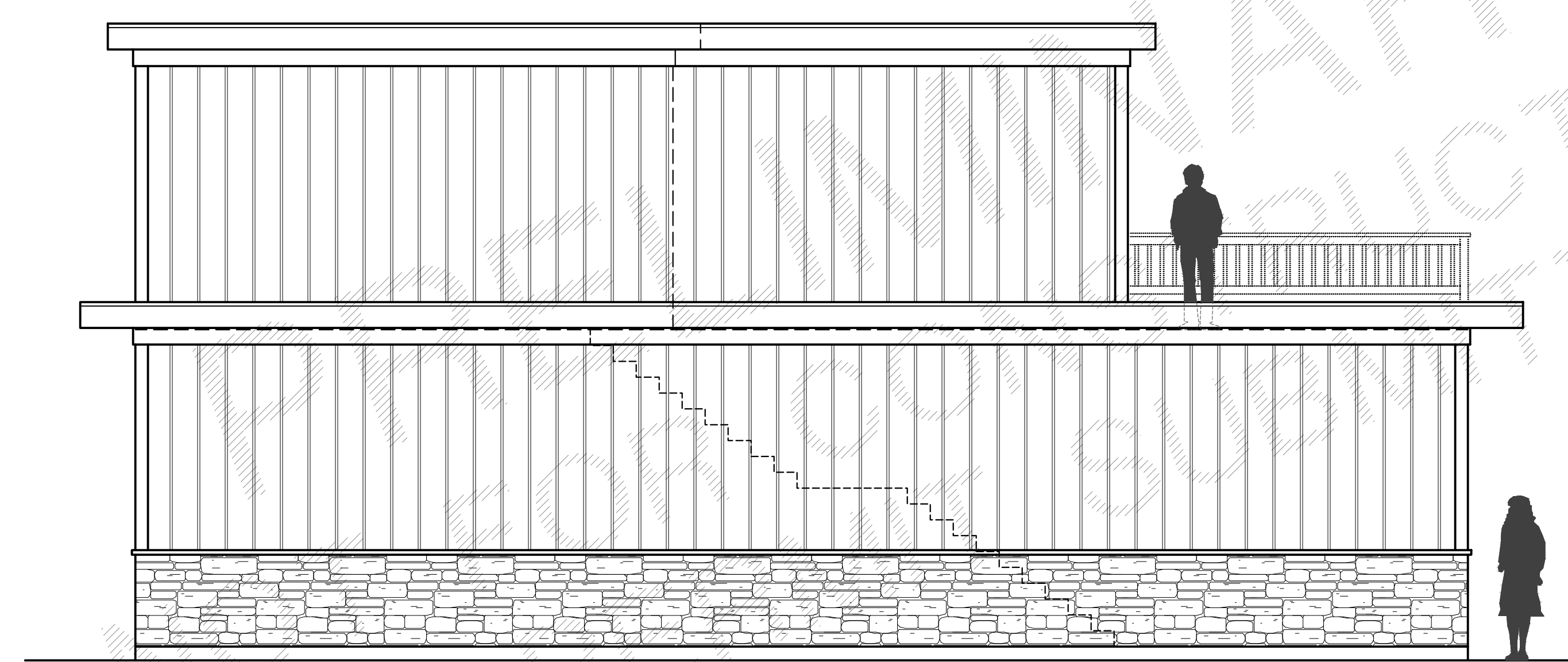
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3C  
A200  
FRONT ELEVATION  
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1E  
A200  
RIGHT SIDE ELEVATION  
1/4"=1'-0"



3E  
A200  
REAR ELEVATION  
1/4"=1'-0"

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