



STAFF REPORT
WEST ALLIS PLAN COMMISSION
 Wednesday, September 27, 2023
 6:00 PM

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

5. Site, Landscaping, and Architectural Design Review for Dunn's Sporting Goods, an existing Neighborhood Retail use, at 6034 W. National Ave. (Tax Key No. 439-0350-000)

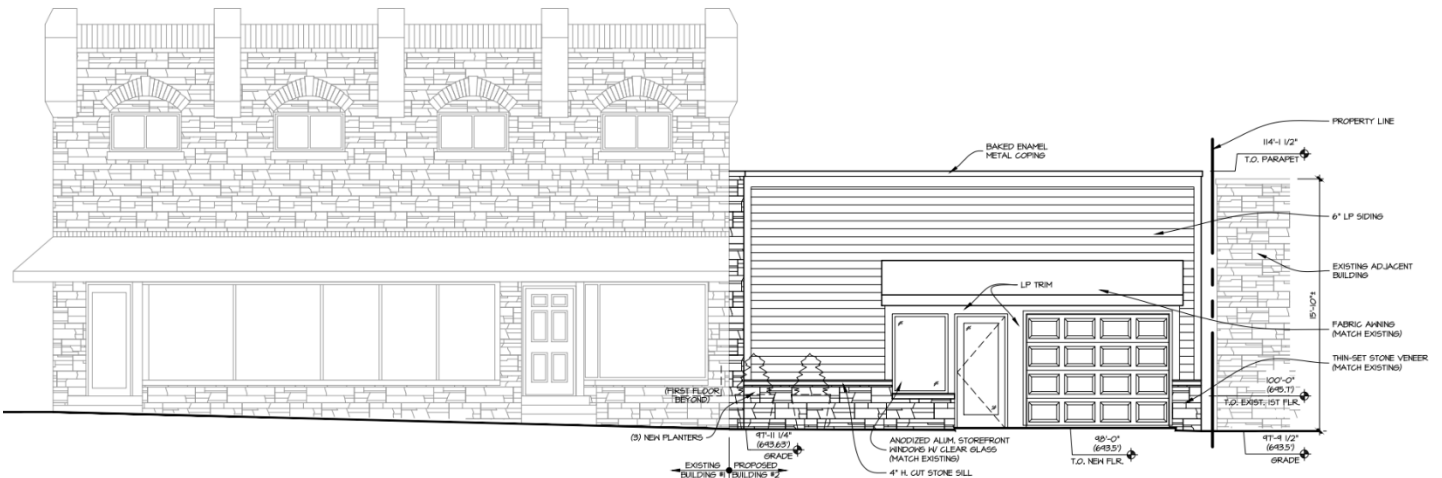
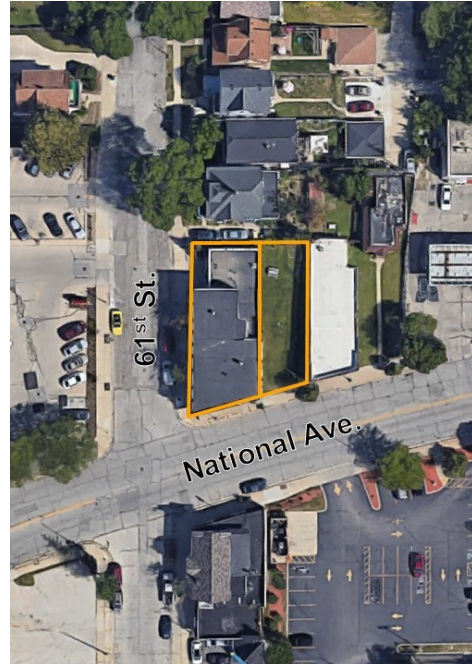
Overview & Zoning

The owner of Dunn's Sporting Goods has applied for a site, landscaping, and architectural design review for a 2,185 sq. ft. addition directly east of the existing building. The addition will make use of an undeveloped parcel. The proposed addition is for an expanded silk screen printing room along with accessory office areas. The proposed site is currently two separate parcels. A Certified Survey Map is to be submitted at a later date to combine the properties.

The property is zoned C-3. Neighborhood Retail is a permitted use. Hours of operation for Dunn's are to remain unchanged.

Architectural Plan

The proposed 2,185 sq. ft. addition will be designed to complement the exterior appearance of the existing building. The addition will consist of concrete block and wood stud framed walls. The roof will be a low-pitched, wood framed construction with integral roof drains. Materials used on the exterior include stone veneer on the north and south walls to match the existing building, along with horizontal LP Smart siding. Staff recommends adding more decorative elements to the proposed addition including but not limited to decorative lighting and an ornamental overhead garage door.



PROPOSED SOUTH ELEVATION

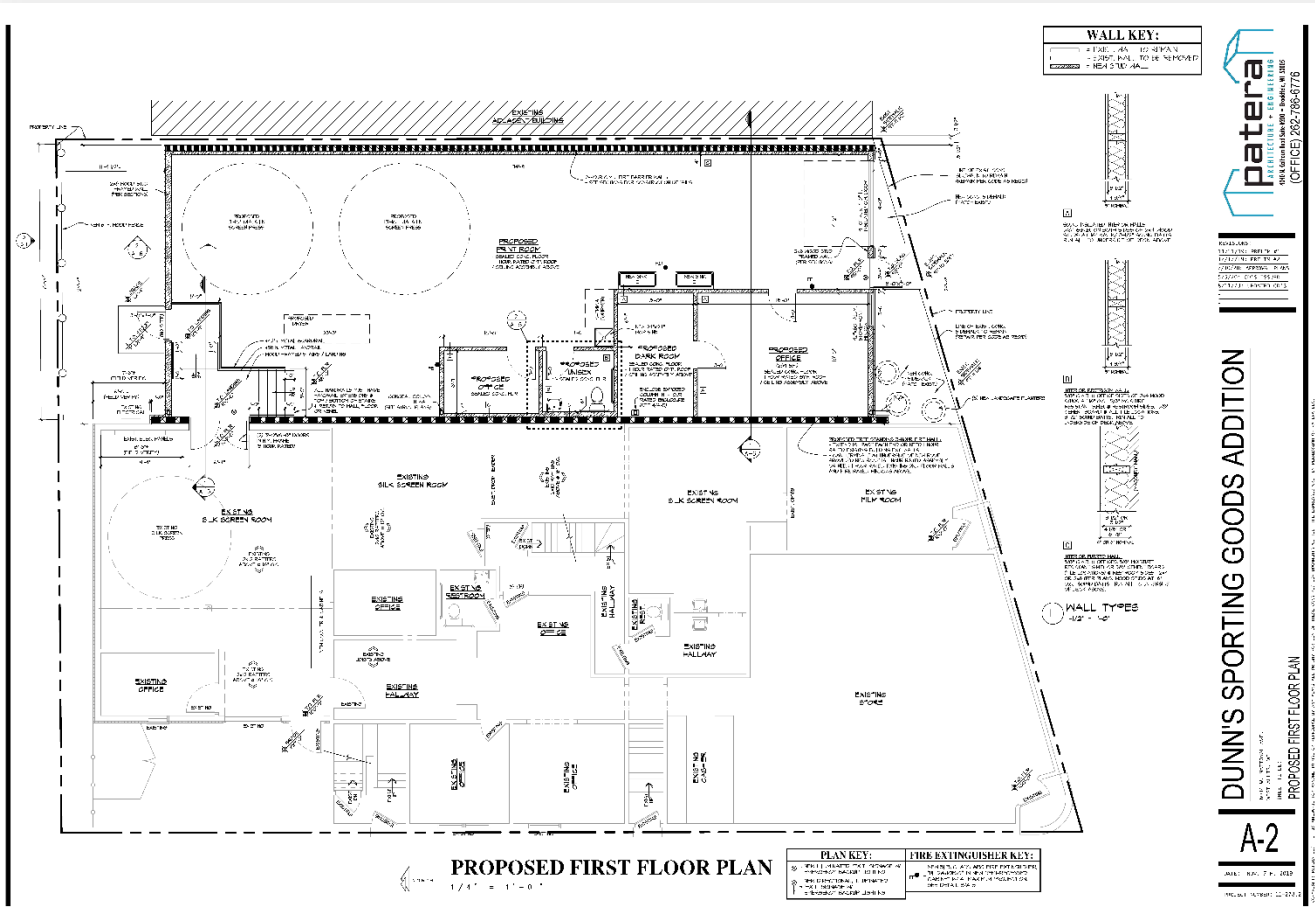
1/4" = 1'-0"

Site and Landscaping Plan

Beyond the addition, very minimal site changes are proposed. A small section of landscaping is shown on the south façade of the proposed addition. The proposed addition will utilize the existing refuse area. No other site changes are proposed.

Floor Plan

The proposed addition shows an ample amount of space for the existing business. The primary use of this space is for silk screen printing in a large open area. The addition also shows additional bathrooms and office space. The existing building is mostly separated by a firewall and is connected internally to the proposed addition through a fire door. There are no proposed changes to the floor plan of the existing building.



Design Guidelines

The proposal is considered a minor redevelopment; guidelines may be used as a framework but are not a requirement for approval. However, the project does satisfy the majority of criteria in the Design Guidelines.



Recommendation: Approval of the Site, Landscaping, and Architectural Design Review for Dunn's Sporting Goods, an existing Neighborhood Retail use, at 6034 W. National Ave. subject to the following conditions:

(Items 1-3 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. Submittal of a certified survey map to combine the parcels at 6034 W. National Ave. and 6026 W. National Ave.
2. Revised Architectural plans being submitted to the Department of Development to show decorative elements on the south façade of the proposed addition.
3. A Grant of Privilege obtained for obstructions projecting onto City right-of-way.