



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, March 25, 2026
City Hall, Art Gallery
6:00 PM

6. **Site, Landscaping, and Architectural plan for The Picklr, a proposed Instruction/Training (31 or more persons at one time) use, at 2550 S. 108th St. (Tax Key Parcel: 485-9990-016).**

Overview & Zoning

The Picklr is located at the site of the former Dunham's Sports retail store (2.4 acre site with 30,000-sf building). The Picklr is a pickleball facility featuring 10 courts, all contained indoors. The business also features a full pro shop, grab and go food and drink options, and a private event space. Members of The Picklr have access to unlimited open play, league play, and tournaments and an option to enroll in private and semi-private lessons and clinics by The Picklr's certified trainers.



The Picklr was previously taken to Plan Commission for review in April of 2025 and received approval from the Common Council for the Conditional Use Permit in May of 2025. However, Site, Landscaping, and Architectural Design review was not approved by Plan Commission. At the time, the Picklr was pursuing a Conditional Use Permit to ensure approval before moving forward with any changes to the site, landscaping, or architecture.

The property is zoned C-4. Instruction/Training (31 or more persons at one time) uses are considered conditional uses in the C-4 district. The hours of operations of the business are 6 A.M. to 11:00 P.M. daily.

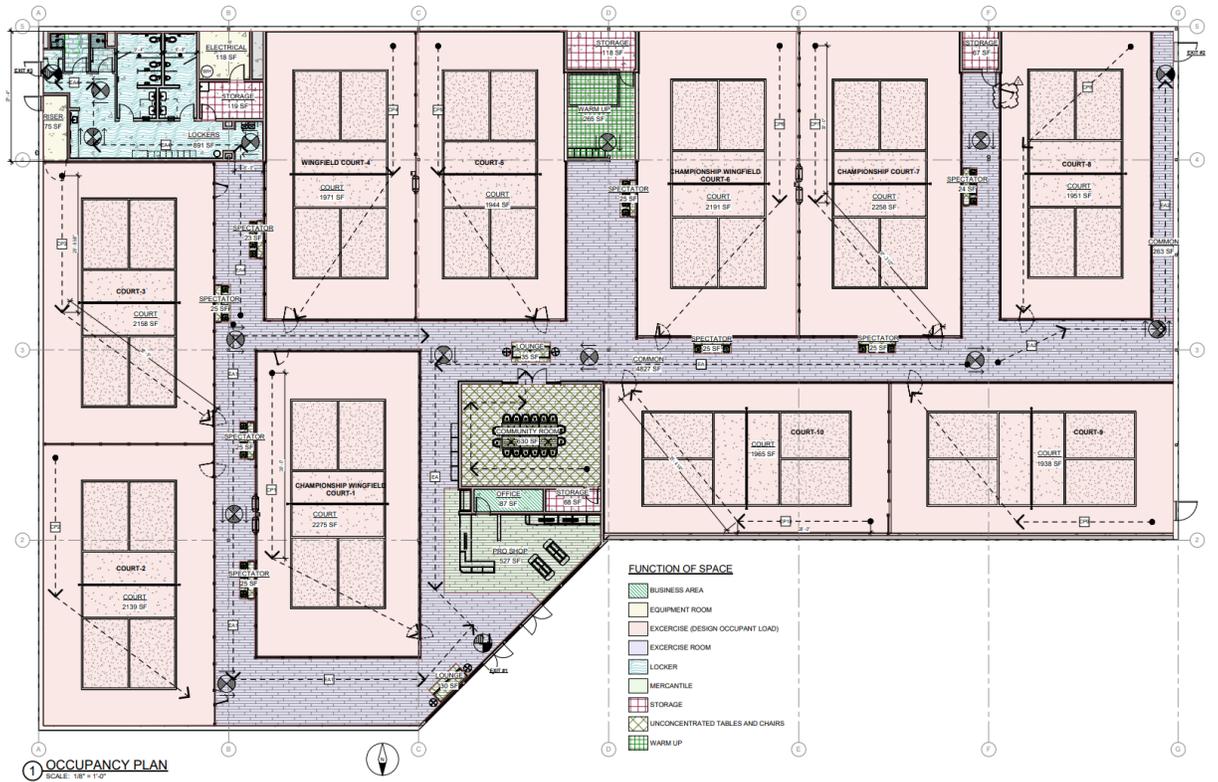
Site & Landscaping Plan

The property is under an approved site and landscaping plan from 1994. Several features of the original 1994 plan have deteriorated overtime. The Picklr is proposing to revive these features through the submittal of a new landscaping and site plan. Shown on the plan is a mix of trees and shrubs along the western property line aligning HWY 100. Additionally, interior landscaping on the existing landscaping islands in the parking lot shows trees mixed with ornamental grasses. Further landscaping is shown along the building. Since writing the staff report, the applicant has fixed the previously damaged screening around the refuse area. The applicant opted not to alter the existing pavement in the parking lot. The 1994 site plan remains intact. However, the applicant must include bicycle parking per code. A minimum of 10 spaces is required. The applicant has been informed of this requirement, and they intend to satisfy said requirement.



Floor Plan

The floor plan was built as submitted receiving building permits, conforming to all applicable codes.



Architectural Plan

Minor exterior changes have been completed at the property including painting and signage, completed with required permits. Due to the building's general condition, no other changes have been proposed.

Design Review Guidelines:

This project involves an existing building with no significant exterior alterations. The proposed improvements are primarily interior in nature and do not modify the building's façade, site layout, or overall visual character as viewed from the public right-of-way beyond landscaping. Because the scope of work does not trigger changes subject to adopted design standards, formal design review guidelines are not required for this project

Recommendation: Approve the Site, Landscaping, and Architectural plans for The Picklr, a proposed Instruction/Training (31 or more persons at one time) use, at 2550 S. 108th St. (Tax Key Parcel: 485-9990-016) subject the following:

1. A revised Site, Landscaping, Architectural Plan being submitted to Planning & Zoning to note and pavement repairs on site, and also identify bicycle parking in accordance with Chapter 19.44 of the Zoning Code
2. Approval of the landscaping plan by the City Forester