



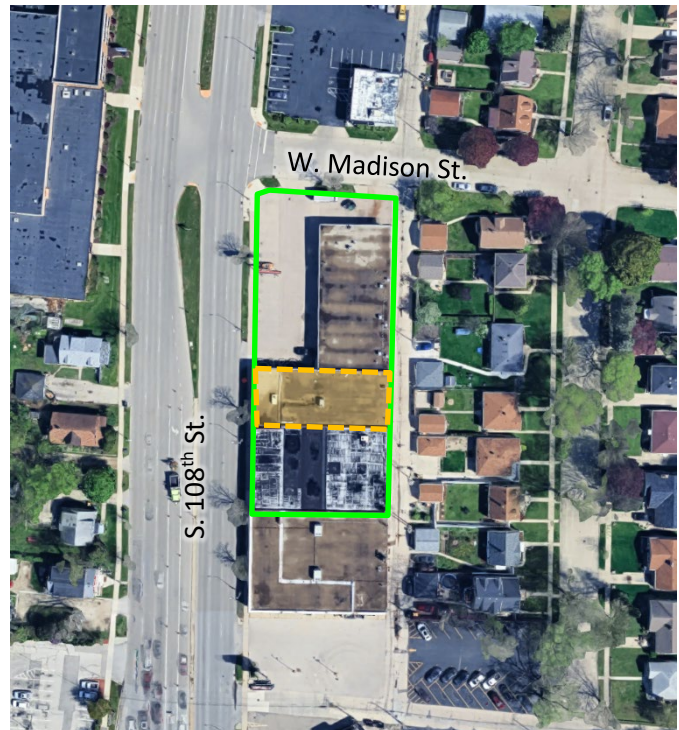
**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, July 23, 2025**  
**6:00 PM**

- 4A. Conditional Use Permit for The Butcher's Word, a proposed Food Production Use, at 1320 S. 108th St. (Tax Key No. 444-0485-001)**
- 4B. Site, Landscaping, and Architectural Design Review for The Butcher's Word, a proposed Food Production Use, at 1320 S. 108th St. (Tax Key No. 444-0485-001)**

**Overview and Zoning**

William Byers is taking his many years of experience in the restaurant and meat processing industries and putting it into a new butcher store in West Allis. The Butcher's Word is a proposed butcher shop with retail displays of fresh meat cases, coolers, freezers, etc. The space also seeks to be a community gathering space with cooking classes, tasting events and presentations from regional farmers.

The proposed business takes over the space of the former America's Furniture Gallery. The property is zoned C-3. Butcher shops are considered a Food Production use which is a Conditional Use in the C-3 district.



The business plans to open in Fall of 2025. A total of 8-10 staff members are expected to be employed by the business. The proposed hours of operation for the business are as follows:

Monday – Saturday: 9 a.m. – 7 p.m.  
Sunday: 9 a.m. – 5 p.m.

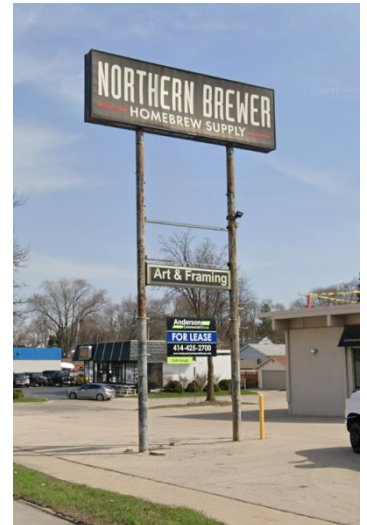
### Site Plan

A site plan was submitted by the applicant, however, most work is to be completed in the interior of the building. No major site changes are proposed. Existing landscaping is located near the proposed main entrance, however the distressed condition and survivability has been noted by staff and the applicant. Where possible, staff recommends landscaping elements such as planter boxes, trellis', a small patio/seating option, or other features on the site to contribute some natural features to the already built-out site.



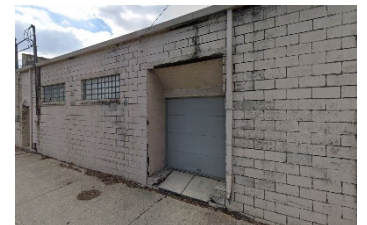
Not indicated on the site plan is a location for refuse. Design guidelines require refuse areas to be enclosed by a four-sided structure, and not obstruct the alleyway.

The existing pole signage on the site is considered non-conforming. While the existing condition may continue without alteration (excepting repainting existing sign faces), the existing signage is encouraged by staff to be replaced by a conforming freestanding sign that can incorporate the proposed business and other tenants in the multitenant commercial building.



### Architectural Plan

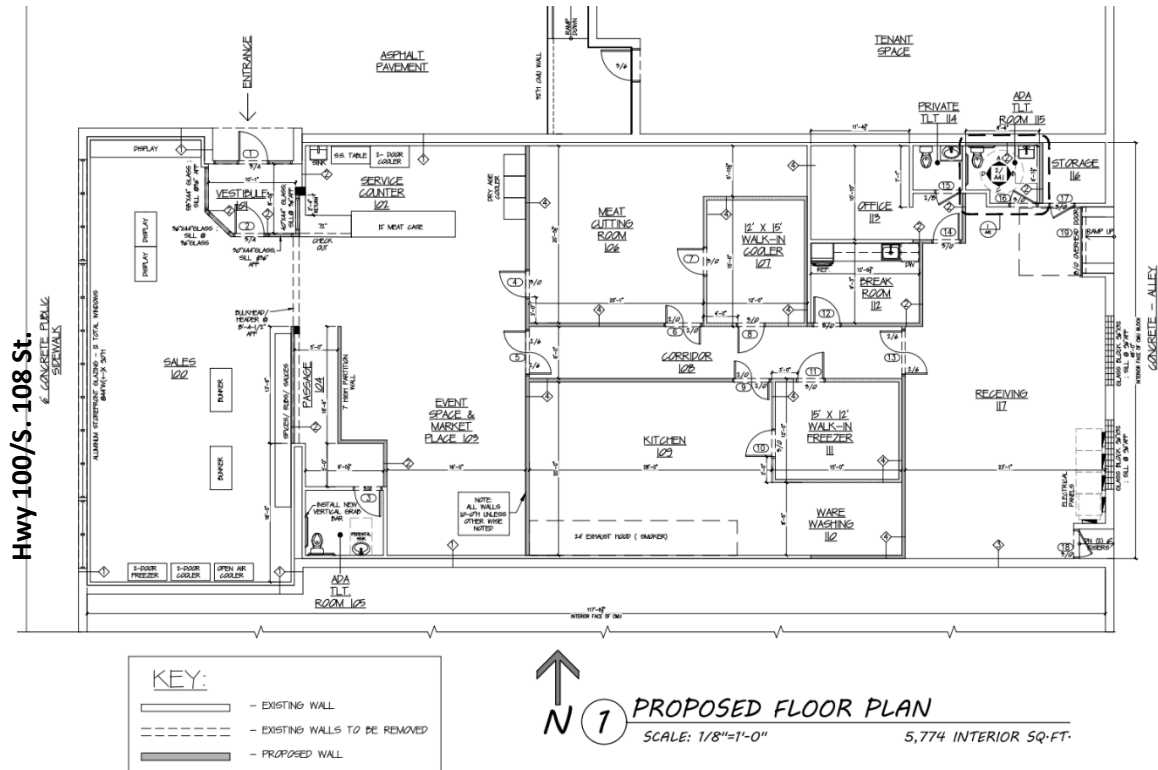
No major changes to the exterior of the building are proposed as part of this project. However, upon inspection staff noticed that the rear/east facing wall of the building needs maintenance (faded/chipping paint & dirt). Staff recommends restoration of the rear façade to resolve any exterior maintenance issues.



### Floor Plan

A floor plan has been submitted by the applicant showing the overhaul to the existing property. The main entrance of the business is to be located along the northwestern wall off of the existing parking lot. The main entrance first leads to a vestibule which opens to a larger retail area with coolers, shelving, and other display areas. An event & market space area is coupled with the butcher service counter. Bathrooms are also provided in this area. Beyond the retail and event area of the business, a corridor leads to the kitchen, meat cutting room, walk-in freezers

and coolers, an office, and a receiving area. The receiving area is fed by a ramp to the rear alley. To ensure this rear alley and receiving area does not cause conflict with the adjacent neighborhood, staff is requesting more information on the frequency of deliveries and other needed details.



## Design Guidelines

This project is considered a minor redevelopment. Design guidelines are not required for this project.

**Recommendation:** Common Council approval of the conditional use and approval of the Site, Landscaping, and Architectural Design Review for The Butcher's Word, a proposed Food Production Use, at 1320 S. 108th St. (Tax Key No. 444-0485-001) subject to the following conditions:

(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. Common Council approval of the Conditional Use Permit (Scheduled for August 12th, 2025)

2. A revised site and landscaping plan being submitted to show the following:  
(a) front entry site improvements (landscaping elements such as planter boxes, trellis', a small patio/seating option, or other features on the site to contribute some natural features to the already built-out site); (b) refuse location and screening plan; (c) confirmation of exterior maintenance improvements specifically on the rear of the building; (d) location of an outdoor bicycle rack.
3. Building permits being applied for with the Code Enforcement Department for review.
4. Scope of work being indicated on signage and lighting. Will the property be keeping pole sign and repaneling existing sign faces or removing the pole sign? Removal and replacement will require a signage permit and design review application with the Planning & Zoning Department.