

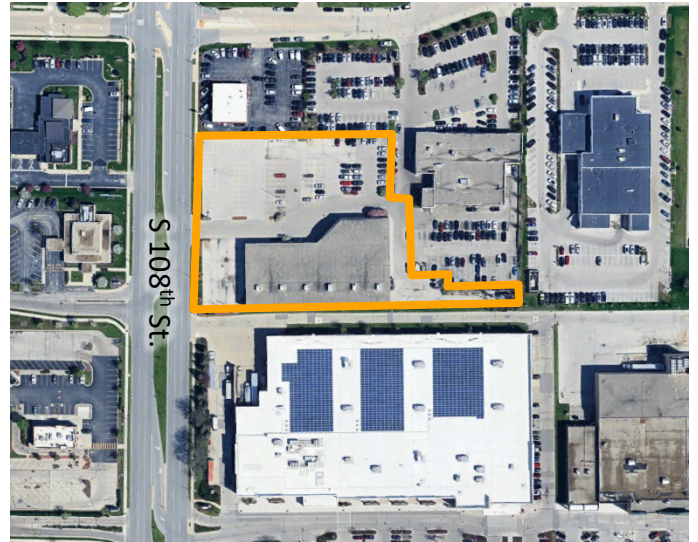


**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, April 23, 2025**  
**City Hall, Room 128**  
**6:00 PM**

- 2A. Conditional Use Permit for The Picklr, a proposed Instruction/Training (31 or more persons at one time) use, at 2550 S. 108th St.**
- 2B. 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 proposal for 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 will be a pickleball facility that will feature 10 courts, all contained indoors. The business will also feature a full pro shop, grab and go food and drink options, and a private event space. Members of The Picklr will 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. It will also include an enclosed community space, ideal for hosting corporate and celebratory events.



Staffing of the business will typically include two employees on site. The 10 courts may accommodate up to four players each. At times, Picklr will also utilize our community space for private parties, which could be between 25-50 additional people. The Picklr West Allis will be open to the public and offer monthly and annual memberships as well as daily passes. League events are part of our regular programming, and we would anticipate the same occupancy as a typical day as outlined above. We will likely host intraclub tournaments monthly and additional tournaments a few times a year that could potentially draw 150-200 people between players and spectators.

Demolition/renovation of the interior space for the Picklr will take approximately 10 weeks from permit issuance.

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 proposed operations of business are 6 A.M. to 12:00 A.M. daily.

**Site Plan**

The proposal provided at the time of this staff report does not propose site changes. Per the applicant, there are plans for alterations to the existing site, however, they are waiting to begin more comprehensive work after a decision has been made on the Conditional Use Permit. Plan

Commission will be provided with the opportunity at a succeeding meeting to review and grant a decision upon these site changes.

Staff notes that the property is under an approved site and landscaping plan from 1994, and has recommended some site maintenance improvements in accordance with that plan. Other considerations for site alterations will be evaluated as part of Picklr's subsequent site plan submittal.

Pre-existing landscaping areas require replenishing and the site's existing refuse area, pavement condition in areas, and internal sidewalks, etc. should be evaluated. A scope of work is recommended to best coordinate overall improvements planned. This project is currently only seeking Conditional Use Permit review.

The former Dunham's site has an existing parking count of about 114 parking spaces.

Access to the site is primarily from S. 108 St., but there is also an existing shared cross access easement with IA Hyundai that will remain in place.



### **Floor Plan**

The proposed changes to the existing building show an overhaul to accommodate the new use. The primary entrance for the business is maintained in the same location as the previous tenant, located on a diagonal wall on the north side of the building. After entering patrons are met with a check-in desk and a pro shop. The majority of the building's interior is taken up by a total of 10 pickleball courts. Scattered along with these pickleball courts are small viewing areas for spectators. In the center of the building is a community room that can be utilized for events. Additionally, restrooms that also include changing rooms are located on the southeast corner of the building.



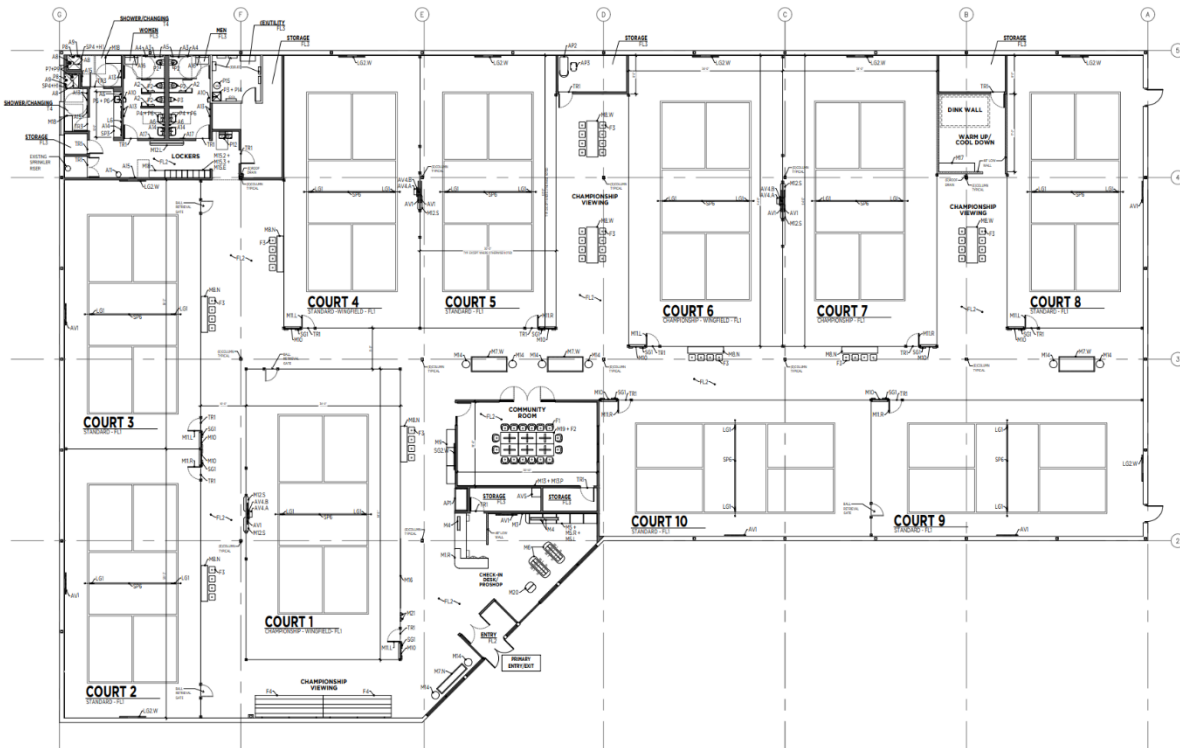
### Architectural Plan

The applicant is proposing exterior paint and signage updates to the existing building. After reviewing the Conditional Use Permit, the applicant will submit more comprehensive plans detailing architecture and site changes. However, given the existing nature of the building, architectural changes are anticipated to be only minor.



### Design Review Guidelines:

At this time design review guidelines will not be required due to only the use being considered for approval. However, Design Review Guidelines will be considered for the Site, Landscaping, and Architectural review guidelines that are to follow at a succeeding Plan Commission meeting.

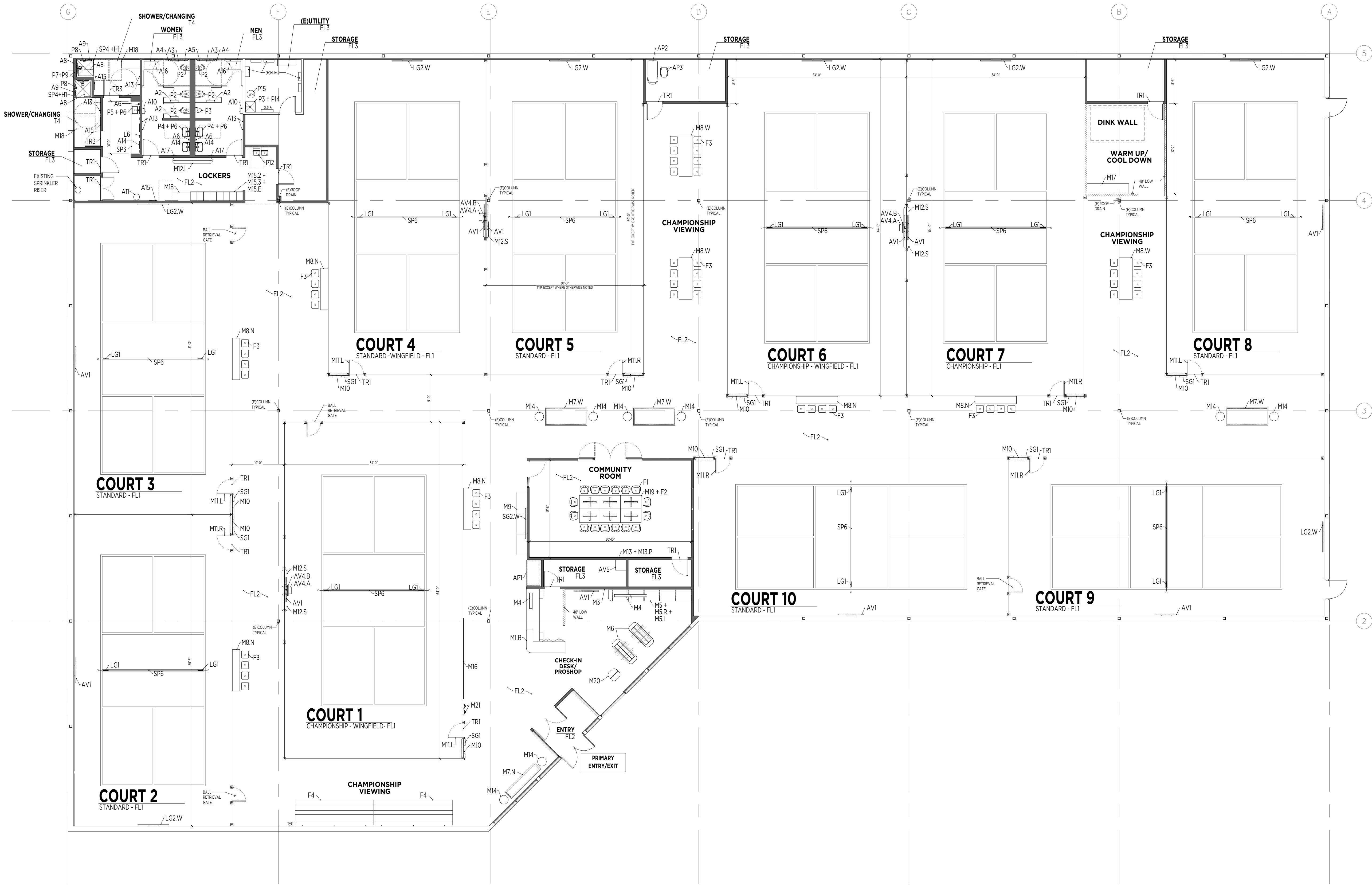


**Recommendation:** Approve the Site, Landscaping, and Architectural plans for The Picklr, a proposed Instruction/Training (31 or more persons at one time) use, at 2550 S. 108th St. (Tax Key Parcel: 485-9990-016).

(Items 1-2 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 (May 6, 2025)
2. A Site, Landscaping, Architectural Plan being submitted to Planning & Zoning to show: (a) a scope of work being prepared and submitted to the Planning and Zoning Office to identify required property site/landscaping maintenance and exterior updates to the building: provide exterior paint color details, pavement and walkway repair, identifying the refuse pick-up area and replacing the 4-sided enclosure fencing, replacing and adding landscaping (plants and trees) within pre-existing areas on site in accordance with the approved plan from 1994; (b) any proposed additional site alterations to be shown on a site/landscaping plan (c) bicycle parking in accordance with Chapter 19.44 of the Zoning Code (d) any lighting updates or improvements to ensure compliance with West Allis Municipal Code.





- GENERAL NOTES:**
- LARC DOCUMENTS ARE BASED ON PROVIDED AS-BUILTS; VERIFY ALL DIMENSIONS IN FIELD, INCLUDING CEILING HEIGHTS & (E) UTILITIES.
  - LAYOUT REPRESENT BRAND GUIDELINE DESIGN INTENT; SUBJECT TO CODE REVIEW, ENGINEERING & SPECIFIC FIELD CONDITIONS.
  - CALLOUTS & TAGS REPRESENT BRAND GUIDELINE DESIGN INTENT; SEE SPECIFICATIONS.
  - NOT SHOWN: EMERGENCY LIGHTING, MECHANICAL SYSTEMS, FIRE PROTECTION PIPING & SPRINKLERS.
  - MILLWORK & FURNITURE QUANTITIES SHOWN REPRESENT FULL UTILIZATION OF SPECIFIC LOCATION LAYOUT.
    - QUANTITIES MAYBE ADJUSTED PER BUDGET AND PREFERENCE
    - SEE BRANDING BUDGET COST MATRIX IN THE PICKLR LIBRARY FOR QUANTITIES USED TO ESTABLISH PER COURT COST.
  - NOT EVERY ITEM IN LEGEND IS SHOWN ON DRAWINGS, NOR INCLUDED.

- SHEET NOTES:**
- ALL NEW WALLS SHOWN PER LEGEND AT A UNIFORM WIDTH. IF DIMENSIONED, TO FINISH. AOR TO DETERMINE ACTUAL DIMENSION PER SPECIFIC FINISH, ROUGH UTILITY & STRUCTURAL REQUIREMENTS.
  - PROVIDE 2' X 6' ACCESS PANEL WITH CENTER AT 60" AFF. IN THE WALL DIRECTLY BEHIND THE ILLUMINATED HERO SIGN FOR ELECTRICAL CONNECTION.
  - PROVIDE POWER & DATA CABLE TO ALL CENTER COURT PORTALS WITH AV EQUIPMENT AS LOCATED ON PLAN. SEE A+D GUIDELINE & PICKLR LIBRARY FOR SPECIFICATION. CABLING CAN BE DROPPED FROM ABOVE OR ALONG FENCE FROM PERIMETER WALL.
  - LOW WALLS TO HAVE WOOD OR SOLID SURFACE CAP, COLOR TO MATCH WALL PAINT.

LEGENDS:		MILLWORK (QUANTITY)	
<b>PAINT</b>		<b>TRIM</b>	
PT1	WHITE	TR1	LVP TRANSITION
PT2	BLACK	TR2	TILE TRANSITION AT WALL
PT3	DARK GREY	TR3	TILE + LVP AT FLOOR
PT4	LIGHT GREY		
PT5	DARK BLUE		
PT6	LIGHT BLUE		
<b>FLOOR</b>		<b>SPECIALTY</b>	
FL1	COURT SURFACE & SURROUND	SP1	AED
FL2	LVP	SP2	FRP
FL3	CONCRETE	SP3	SOLID SURFACE
FL4	WALK OFF MAT	SP4	GLASS
<b>BASE</b>		SP5	FENCING
B1	RUBBER BASE	SP6	COURT NETTING
<b>TILE</b>		SP7	COURT WALL PROTECTION
T1	WALL TILE - FULL HEIGHT	SP8	GUARDRAIL
T2	WALL TILE - WAINSCOT	SP9	SUSPENDED CLOUD
T3	WALL TILE - CHANGING RM/SHOWER	SP10	HANDRAIL
T4	FLOOR TILE - SMALL	SP11	OVERHEAD ROLL-UP DOOR
T5	FLOOR TILE - LARGE		
<b>TRIM</b>		<b>PLUMBING</b>	
TR1	LVP TRANSITION	P1	TOILET - FLOOR MOUNT
TR2	TILE TRANSITION AT WALL	P2	TOILET - WALL HUNG
TR3	TILE + LVP AT FLOOR	P3	URINAL
		P4	SINK - WALL MOUNT
		P5	SINK - UNDERMOUNT
		P6	FAUCET - TOILET & BEAUTY BAR
		P7	SHOWERHEAD - FIXED
		P8	SHOWERHEAD - HANDHELD
		P9	SHOWER CONTROL
		P10	SHOWER PAN (ALT OPTION)
		P11	SHOWER DRAIN COVER
		P12	DRINKING FOUNTAIN
		P13	MOP SINK
		P14	MOP SINK FAUCET
		P15	WATER HEATER
		P16	FAUCET - KITCHENETTE
		<b>ACCESSORY</b>	
		A1	TOILET PARTITIONS
		A2	TOILET PAPER & SEAT COVER COMBO
		A3	TOILET PAPER HOLDER
		A4	TOILET SEAT COVER
		A5	GRAB BAR
		A6	SOAP DISPENSER - GENERAL
		A7	TOWEL DISPENSER - WALL MOUNTED
		A8	SHOWER TRANSFER SEAT
		A9	SOAP DISPENSER - SHOWER
		A10	SANITARY PRODUCT DISPENSER
		A10.R	SANITARY PRODUCT DISPENSER - RECESSED
		A11	WASTE BIN - FREESTANDING
		A12	WASTE BIN - WALL MOUNTED
		A13	WALL HOOKS
		A14	MIRROR - COUNTER
		A15	MIRROR - FULL HEIGHT
		A16	BABY CHANGING STATION
		A17	TOWEL DISPENSER & WASTE BIN - RECESSED
		<b>DOOR HARDWARE</b>	
		H1	SHOWER DOOR HINGE
		H2	SHOWER DOOR PULL
		H3	DOOR PULL
		<b>WALL TYPES:</b>	
		(E) WALL	
		(N) WALL - FULL HEIGHT	
		(N) WALL - HEIGHT AS NOTED ON PLAN OR PER CEILING HEIGHT.	
		<b>FENCING ELEMENTS (QUANTITY)</b>	
		ENTRY PORTAL (10)	
		CENTER PORTAL - OPEN (3)	
		CENTER PORTAL - CLOSED (0)	
		BALL RETRIEVAL GATE (4)	
		<b>* QUANTITIES PER CONCEPT PLAN. TO BE VERIFIED WITH FINAL CONSTRUCTION DRAWINGS</b>	

THE PICKLR ® | WEST ALLIS, WI  
S. 108TH & W. ARTHUR AVE, WEST ALLIS, WI 98406

A101 - draft  
FINAL CONCEPT PLAN  
03.26.2025

LARC  
architecture | design