



**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.



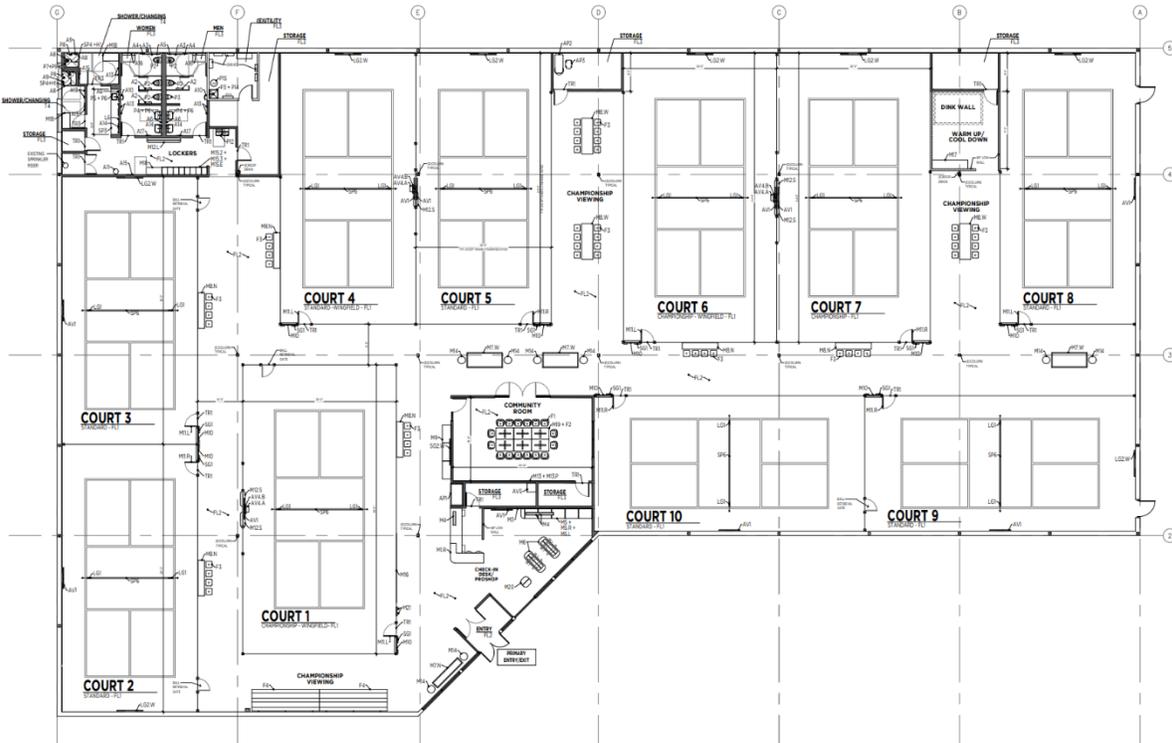
### Architectural Plan

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:

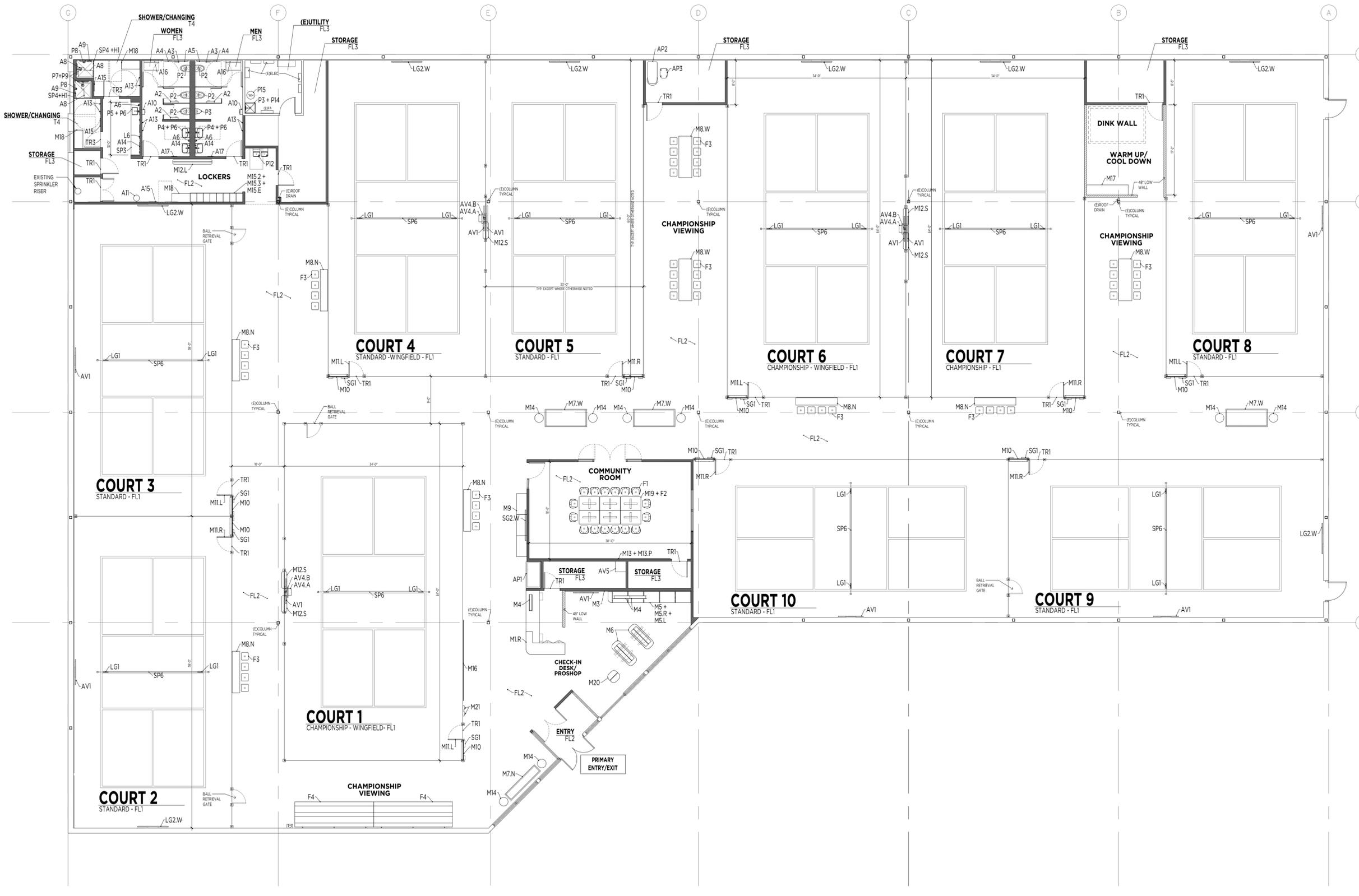
At this time design review guidelines will not be required due to only the use being considered for approval. However, Design Review Guidelines will be considered for the Site, Landscaping, and Architectural review guidelines that are to follow at a succeeding Plan Commission meeting.



**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. CABLEING 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:**

<b>PAINT</b>	<b>MILLWORK (QUANTITY)</b>
PT1 WHITE	M1.R DESK - RIGHT RETURN (1)
PT2 BLACK	M1.L DESK - LEFT RETURN (0)
PT3 DARK GREY	M2 BACK BAR CABINET - OPTIONAL (0)
PT4 LIGHT GREY	M3 SLATWALL (6)
PT5 DARK BLUE	M4 PADDLE RACK DISPLAY (3)
PT6 LIGHT BLUE	M5 SLATWALL LOWER CAB - CENTRAL (4)
	M5.R SLATWALL LOWER CAB - RIGHT END (0)
	M5.L SLATWALL LOWER CAB - LEFT END (1)
<b>FLOOR</b>	M6 ISLAND DISPLAY W/ CAP - (2)
FL1 COURT SURFACE & SURROUND	M6.C ISLAND CAP ONLY
FL2 LVP	M7.W LOUNGE - WIDE (3)
FL3 CONCRETE	M7.N LOUNGE - NARROW (1)
FL4 WALK OFF MAT	M8.W BAR - WIDE (3)
	M8.N BAR - NARROW (6)
<b>BASE</b>	M9 PODIUM SET (1)
B1 RUBBER BASE	M10 COURT ENTRY PANEL - TYP (10)
	M10.R COURT ENTRY PANEL - HALF-PANEL (0)
<b>TILE</b>	M11 COURT ENTRY GATE - LEFT HINGE (5)
T1 WALL TILE - FULL HEIGHT	M11.R COURT ENTRY GATE - RIGHT HINGE (5)
T2 WALL TILE - WAINSCOT	M12.L BENCH - LONG (1)
T3 WALL TILE - CHANGING RM/SHOWER	M12.S BENCH - SHORT (5)
T4 FLOOR TILE - SMALL	M13 WAINSCOT (4)
T5 FLOOR TILE - LARGE	M13.P WAINSCOT WITH PADDLE (1)
<b>TRIM</b>	M14 END TABLE (8)
TR1 LVP TRANSITION	M15.2 LOCKERS - 2 DOOR (4)
TR2 TILE TRANSITION AT WALL	M15.3 LOCKERS - 3 DOOR (4)
TR3 TILE + LVP AT FLOOR	M15.E LOCKERS - END PANEL (1)
	M16 SLOGAN FENCE PANEL (1)
	M17 CUBBY STORAGE (1)
	M18 ADA BENCH SLAB (3)
	M19 TABLE TOP (6)
	M20 PARTNER DISPLAY (1)
	M21 PADDLE UP (2)

**SPECIALTY**

SP1 AED	<b>FURNITURE (QUANTITY)</b>
SP2 FRP	F1 CHAIR (16)
SP3 SOLID SURFACE	F2 TABLE BASE (6)
SP4 GLASS	F3 BAR STOOL (4)
SP5 FENCING	F4 PORTABLE BLEACHERS - OPTIONAL (2)
SP6 COURT NETTING	
SP7 COURT WALL PROTECTION	<b>LIGHTING</b>
SP8 GUARDRAIL	L1 SUSPENDED HIGH BAY
SP9 SUSPENDED CLOUD	L2 SUSPENDED DOWNLIGHT
SP10 HANDRAIL	L3 CIRCULAR PENDANT
SP11 OVERHEAD ROLL-UP DOOR	L4 SUSPENDED DOWNLIGHT
	L5 WALL SCONCE
	L6 WALL SCONCE - BEAUTY BAR
	L7 RECESSED CAN - SMALL
	L8 RECESSED CAN - LARGE
	L9 LINEAR DOWNLIGHT
	L10 EXHAUST FAN/LIGHT COMBO
	L11 PENDANT
	L12 WAFER DOWNLIGHT
	L13 SUSPENDED CYLINDER
	L14 EMERGENCY LIGHT
	L15 EXIT LIGHT
	L16 EXHAUST FAN

**PLUMBING**

P1 TOILET - FLOOR MOUNT	<b>AUDIO-VISUAL</b>
P2 TOILET - WALL HUNG	AV1 TV
P3 URINAL	AV2 SPEAKER
P4 SINK - WALL MOUNT	AV3 SECURITY CAMERA
P5 SINK - UNDERMOUNT	AV4.A AI WINGFIELD UNIT - NET BOX
P6 FAUCET - TOILET & BEAUTY BAR	AV4.B AI WINGFIELD UNIT - CAMERA
P7 SHOWERHEAD - FIXED	AV5 AV RACK
P8 SHOWERHEAD - HANDHELD	
P9 SHOWER CONTROL	<b>APPLIANCE</b>
P10 SHOWER PAN (ALT OPTION)	AP1 DISPLAY GRAB N' GO
P11 SHOWER DRAIN COVER	AP2 COURT CLEANING MACHINE
P12 DRINKING FOUNTAIN	AP3 BALL MACHINE
P13 MOP SINK	
P14 MOP SINK FAUCET	<b>GRAPHICS</b>
P15 FAUCET - KITCHENETTE	GR1 BRANDED WINDOW VINYL

**ACCESSORY**

A1 TOILET PARTITIONS	<b>LOGO (QUANTITY)</b>
A2 TOILET PAPER & SEAT COVER COMBO	LG1 LOGO - NET (2 SETS PER COURT)
A3 TOILET PAPER HOLDER	LG2.B LOGO - XL @ COURT WALL - BLACK (0)
A4 TOILET SEAT COVER	LG2.W LOGO - XL @ COURT WALL - WHITE (8)
A5 GRAB BAR	LG3 LOGO - FRONT COUNTER/DESK (1)
A6 SOAP DISPENSER - GENERAL	
A7 TOWEL DISPENSER - WALL MOUNTED	<b>SIGNAGE</b>
A8 SHOWER TRANSFER SEAT	SG1 COURT MARKER NUMBER
A9 SOAP DISPENSER - SHOWER	SG2.B ILLUMINATED HERO SIGN - BLACK (0)
A10 SANITARY PRODUCT DISPENSER	SG2.W ILLUMINATED HERO SIGN - WHITE (1)
A10.R SANITARY PRODUCT DISPENSER - RECESSED	
A11 WASTE BIN - FREESTANDING	<b>FENCING ELEMENTS (QUANTITY)</b>
A12 WASTE BIN - WALL MOUNTED	ENTRY PORTAL (10)
A13 WALL HOOKS	CENTER PORTAL - OPEN (3)
A14 MIRROR - COUNTER	CENTER PORTAL - CLOSED (0)
A15 MIRROR - FULL HEIGHT	BALL RETRIEVAL GATE (4)
A16 BABY CHANGING STATION	
A17 TOWEL DISPENSER & WASTE BIN - RECESSED	

\* QUANTITIES PER CONCEPT PLAN. TO BE VERIFIED WITH FINAL CONSTRUCTION DRAWINGS

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

**A101 - draft**  
**FINAL CONCEPT PLAN**  
 03.26.2025