



City of West Allis

Meeting Minutes

Plan Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Wednesday, October 22, 2025

6:00 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

B. ROLL CALL

Present 5 - Wayne Clark, Brandon Reinke, Lisa Coons, David Raschka, Kathleen Dagenhardt

Excused 3 - Brian Frank, Eric Torkelson, Jessica Katzenmeyer

Others Attending

Luis Barbosa and Team,
John Onopa
Deshun Marvel, Olumide Awosika

Staff

Steve Schaer, Director of Planning & Zoning,
Jack Kovnesky, Planner
Emily Wagner, Planner

C. APPROVAL OF MINUTES

1. [25-0435](#) September 24, 2025

Attachments: [September 24, 2025 \(draft minutes\)](#)

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

D. NEW AND PREVIOUS MATTERS

- 4A. [25-0422](#) Conditional Use Permit for AMP Automotive LLC, a proposed Light Motor Vehicle Sales use, at 10150 W. National Ave.

Items 4A & 4B were taken together.

Jack Kovnesky presented.

Recommendation: Approve the Site, Landscaping, and Architectural Design Review for AMP Automotive LLC, a proposed Light Motor Vehicle Sales use, at 10150 W. National Ave. (Tax Key No. 485-9996-019) subject to the following:

1. Common Council approval of the Conditional Use Permit (Scheduled for November 11, 2025).
2. A revised site plan shall be submitted to the Planning & Zoning Office identifying the two parking stalls to be utilized by AMP Automotive LLC. The business shall be limited to the use of a maximum of two (2) parking stalls for business-related purposes with no mechanical work on-site.
3. Regular property maintenance of existing landscaping areas and refuse screening

is an expectation and staff will note any areas needing improvement.

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

4B. [25-0423](#)

Site, Landscaping, and Architectural Design Review for AMP Automotive LLC, a proposed Light Motor Vehicle Sales use, at 10150 W. National Ave. (Tax Key No. 485-9996-019)

Attachments: [\(CUP-SLA\) AMP Automotive](#)

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

5A. [25-0420](#)

Conditional Use Permit to allow massage therapy at The Beauty Collective MKE, an existing use, at 11212 W. Greenfield Ave.

Items 5A & 5B were taken together.

Emily Wagner presented.

The hours amended: Unit 3 - Monday - Sunday from 10 a.m. to 7 p.m. & Unit 4 - Monday - Sunday from 9 a.m. to 8 p.m

Independent contractors operating within the building - 2 room suites.

Recommendation: *Common Council approval of the Conditional Use Permit and Site, Landscaping, and Architectural Design Review for the Beauty Collective MKE, an massage therapy use, at 11212 W. Greenfield Ave. (Tax Key No. 445-0329-001).*

- 1. Common Council approval of the Conditional Use permit.*
- 2. Business shall operate within State of WI licensed operations, maintain records of customer appointments, and install cameras in customer lobby area, operating within daytime hours*

Dagenhardt moved to approve this matter, Clark seconded, motion carried.

5B. [25-0421](#)

Site, Landscaping, and Architectural Design Review for The Beauty Collective MKE, an existing use, at 11212 W. Greenfield Ave. (Tax Key No. 445-0329-001)

Attachments: [\(CUP-SLA\) The Beauty Collective MKE](#)

Dagenhardt moved to approve this matter, Clark seconded, motion carried.

7. [25-0432](#)

Site, Landscaping, and Architectural Design Review for S&A Bellas Suite Beauty Salon, a proposed Neighborhood Service use, at 7500 W. Lincoln Ave. (Tax Key No. 476-0657-000)

Attachments: [\(SLA\) S&A Bellas Suite Beauty Salon](#)

Emily Wagner presented.

Recommendation: *Approve the Site, Landscaping, and Architectural Design Review for S&A Bellas Suite Beauty Salon, a proposed Neighborhood Service use, at 7500 W. Lincoln Ave. (Tax Key No. 476-0657-000) subject to the following conditions:*

- 1. A revised site, landscaping, and architectural plan being submitted to the City Planning Office to show the following: (a) a revised parking plan that creates an ADA-compliant parking stall. The parking lot could also be reconfigured to accommodate fewer parking stalls or resized/enlarged reorientate stalls so as to not*

back out to the street; (b) relocation of the refuse container on a paved surface and contiguous with the proposed paved parking area, (c) additional landscape or screening along the north property line to buffer adjacent residential use.

2. *Driveway permit being applied for with Engineering Department for any modification work required by Engineering Department within Right-of-way to existing openings on S. 75 St. and W. Lincoln Ave.*
3. *An exterior site lighting plan for the overall properties being provided to identify existing and proposed exterior lighting. Fixture details being provided.*
4. *Any new signage shall be submitted for signage design review and permitting.*

Raschka moved to approve this matter, Dagenhardt seconded, motion carried.

8. [25-0433](#)

Site, Landscaping, and Architectural Design Review for site changes to Ope Brewing, an existing business at 6751 W. National Ave. (Tax Key No. 454-9001-000).

Attachments: [\(SLA\) Ope](#)

Steve Schaer presented.

Recommendation: *Approval of the Site, Landscaping, and Architectural Design Review for site changes to Ope Brewing, an existing business at 6751 W. National Ave. (Tax Key No. 454-9001-000)., subject to the following conditions:*

(Item below 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. *A revised site and landscaping plan being submitted to show the following: (a) construction details of the stage, band shelter and shed being submitted, (b) building permits being applied for with the Code Enforcement Department for review.*

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

9. [25-0431](#)

Sign Plan Appeal for the WAWM Activity and Fitness Center, an existing indoor recreation use, at 1300 S. 109 St. (Tax Key No. 445-0715-002)

Attachments: [\(SIGN\) WAWM Rec Center](#)

Jack Kovnesky presented.

Recommendation: *Approval of the Sign appeal for the WAWM Activity and Fitness Center, an existing indoor recreation use, at 1300 S. 109 St. (Tax Key No. 445-0715-002) subject to a submittal of a Grant of Privilege for encroachment into the City right-of-way.*

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

6. [25-0424](#)

Site, Landscaping, and Architectural Design Review for alterations to an existing building/property at 7836 W. Becher St. (Tax Key No. 477-0173-000)

Attachments: [\(SLA\) 7836 W Becher St.](#)

Emily Wagner presented.

Recommendation: Approval of the Site, Landscaping, and Architectural Design Review for alterations to an existing building/property at 7836 W. Becher St. (Tax Key No. 477-0173-000) subject to the following conditions:

1. A revised site, landscaping, and architectural plan being submitted to the City Planning Office to show the following: (a) exterior material color and finishes shown on the architectural plans; (b) confirmation of the refuse area and enclosure details.
2. An exterior site lighting plan for the overall properties being provided to identify existing and proposed exterior lighting. Fixture details being provided.
3. Submit a signage plan for design review and permitting.

Dagenhardt moved to approve this matter, Raschka seconded, motion carried.

2A. [25-0425](#)

Conditional Use Permit for Makers Row restaurant and lounge, at 6601 W. National Ave.

Items 2A & 2B were taken together.

Steve Schaer presented.

Recommendation: Common Council approval of the conditional use and approval of the Conditional use for a proposed restaurant, at 6601 W National Ave (Tax Key No. 454-0653-001), and approval of the site, landscaping, and architectural design review, subject to the following conditions:

(Item 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 (Schedule to be determined)
2. A revised site and landscaping plan being submitted to show the following: (a) details of the exterior building shell improvements, (b) site and landscaping plan details and changes/improvements (landscaping elements such as planter boxes, trellis', patio/seating details, walkways, or other features on the site); (c) refuse location and screening plan; (d) location of an outdoor bicycle racks in accordance with [WAMC 19.44 <https://westallis.municipalcodeonline.com/book?type=ordinances>](https://westallis.municipalcodeonline.com/book?type=ordinances).
3. Building permits being applied for with the Code Enforcement Department for review.
4. Signage and lighting plans being submitted for permit review.

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

2B. [25-0426](#)

Site, Landscaping, and Architectural Design Review for Makers Row restaurant and lounge, at 6601 W. National Ave (Tax Key No. 454-0653-001)

Attachments: [\(CUP-SLA\) Makers Row Restaurant and Lounge](#)

Clark moved to approve this matter, Dagenhardt seconded, motion carried.

3A. [25-0427](#)

Conditional Use Permit for Fork Farms, a proposed Production use, at 6601 W. National Ave.

Items 3A & 3B were taken together.

Steve Schaer presented.

Production use, at 6601 W National Ave. and Site, Landscaping, and Architectural Design plans (Tax Key No. 454-0653-001), subject to the following conditions:

(Item 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 (Schedule to be determined)
2. A revised site and landscaping plan being submitted to show the following: (a) details of the exterior building shell improvements, (b) site and landscaping plan details and changes/improvements (landscaping elements such as planter boxes, trellis, patio/seating details, walkways, or other features on the site); (c) refuse location and screening plan; (d) location of an outdoor bicycle racks in accordance with WAMC 19.44 <<https://westallis.municipalcodeonline.com/book?type=ordinances>>.
3. Building permits being applied for with the Code Enforcement Department for review.
4. Signage and Lighting plan being submitted for permitting.

Raschka moved to approve this matter, Dagenhardt seconded, motion carried.

3B. [25-0428](#)

Site, Landscaping, and Architectural Design Review for Fork Farms, a proposed Production use, at 6601 W. National Ave (Tax Key No. 454-0653-001)

Attachments: [\(CUP-SLA\) Fork Farms](#)

Raschka moved to approve this matter, Dagenhardt seconded, motion carried.

10. [25-0434](#)

Selection of an alternate date for the November/December Plan Commission meeting.

The next meeting date will be December 10, 2025 at 5:30 p.m.

This matter was Discussed.

11. [25-0429](#)

Project Tracking.

E. ADJOURNMENT

There being no other business, a motion was made by Wayne Clark, seconded by Kathleen Dagenhardt to adjourn at 6:57 p.m.



All meetings of the Plan Commission are public meetings. In order for the general public to make comments at the committee meetings, the individual(s) must be scheduled (as an appearance) with the chair of the committee or the appropriate staff contact; otherwise, the meeting of the committee is a working session for the committee itself, and discussion by those in attendance is limited to committee members, the mayor, other alderpersons, staff and others that may be a party to the matter being discussed.

NON-DISCRIMINATION STATEMENT

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

AMERICANS WITH DISABILITIES ACT NOTICE

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

LIMITED ENGLISH PROFICIENCY STATEMENT

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.