



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 22nd, 2025
6:00 PM

Watch: <https://www.youtube.com/user/westalliscitychannel>

- 5A. Conditional Use Permit to allow massage therapy at The Beauty Collective MKE, an existing use, at 11212 W. Greenfield Ave.**
- 5B. 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)**

Overview and Zoning

Brittany Huck is proposing to add two massage therapists to her existing business, The Beauty Collective MKE, at 11212 W. Greenfield Ave.

Current operations on site include makeup, facial, and waxing services broadly covered under an esthetician permit. The proposed tenants are adding Massage Therapy uses to the existing esthetician services presently offered by the business. Massage

Therapy is a Conditional Use in the C-3 district. A public hearing before the Common Council will be held following the Plan Commission's review.



The proposed hours of operation for the massage therapy suites are 9 am – 8 pm every day of the week. Both massage therapists are licensed under the state of Wisconsin and can provide proof of their licensure.

Property owner and Massage Therapy businesses on site shall:

1. State of WI licensed operation.
2. Maintain customer appointment records.
3. All customers enter/exit through common/public areas.
4. 24/7 video camera surveillance within common public access points.
5. Daytime hours (operators will not be open past 8 pm)

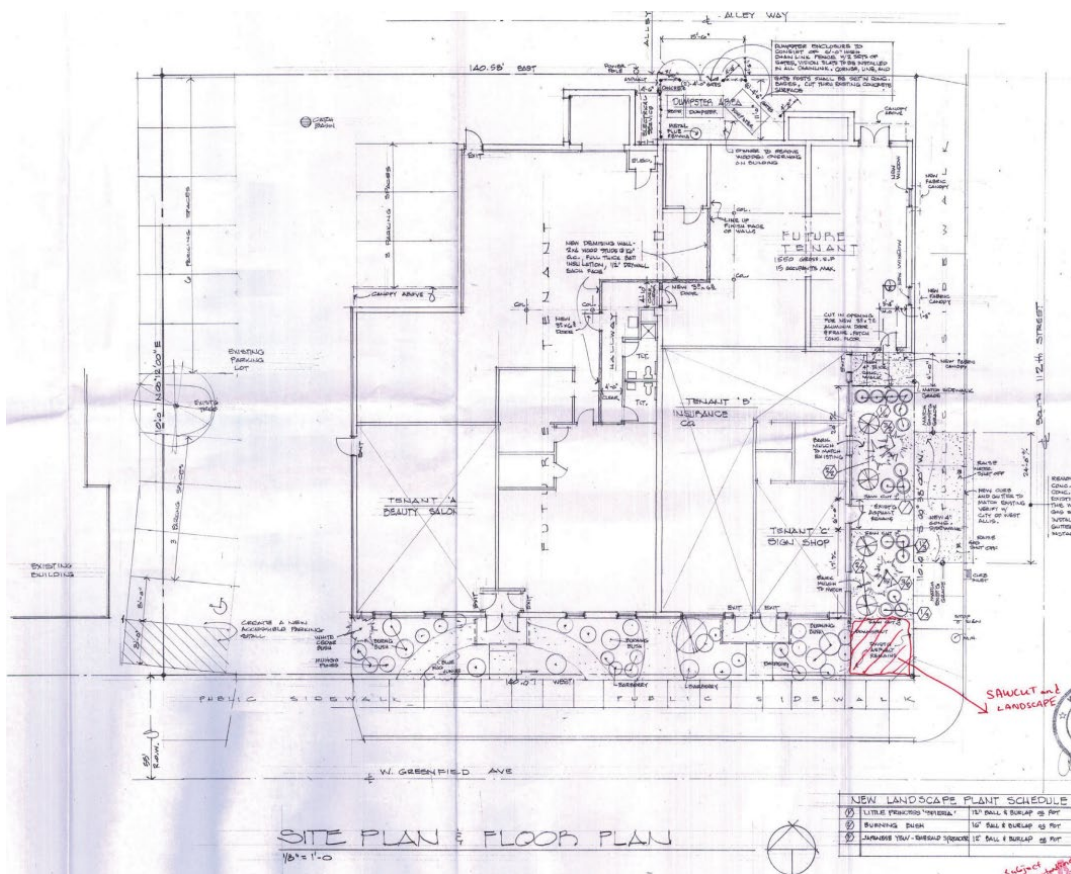
Site Plan

At this point, the applicant has stated that no alterations are proposed to the building's interior or exterior features to accommodate for the two new massage therapy uses on site.

The building presently offers four therapy rooms leased to tenants of the salon suites. Additionally, the site offers two restrooms, one office space, and a small mechanical room. The prospective massage therapists will occupy Suite 3 and Suite 4. No changes are proposed to the floor plan submitted by the applicant.

The site offers 12 parking spaces with one ADA parking stall. There are two entrances to the salon suites section of the building: one to the south and one to the west of the salon suite. An enclosed dumpster is featured to the north of the site abutting the alleyway. It is shared by multiple tenants of the building. No landscaping features will be altered on site.

At this time, the Planning department has not received any comments from other departments regarding this project and all departments have signed off on their review of [PLAN-25-68](#).



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.