



STAFF REPORT
WEST ALLIS PLAN COMMISSION
 Wednesday, April 22, 2026
 6:00 PM, Room 128

- 5A. **Conditional Use Permit for The Tennyson, a proposed Event Space (5,000 or more sq. ft.) use, at 6601 W. National Ave.**

- 5B. **Site, Landscaping, and Architectural Design Review for The Tennyson, a proposed Event Space (5,000 or more sq. ft.) use, at 6601 W. National Ave. (Tax Key No. 454-9005-000)**

Overview and Zoning

The subject property is part of the Makers Row development located at 6600 W. National Avenue. The development was constructed in 2023 following approval of a comprehensive site and landscaping plan in 2022, which established the overall layout, circulation, and exterior design standards for the site.

The applicant is proposing to occupy a portion of Building C with “The Tennyson,” a private event venue. The Tennyson is operated by [Antigua](#), a restaurant located at 6207 W. National Ave. As proposed, the use would occupy a large interior space exceeding 5,000 square feet, which classifies it as a Conditional Use within the C-3 zoning district.

The proposal includes modifications to the previously approved site plan, specifically related to outdoor patio space and associated landscaping.

Hours of Operation are broken down into different event types.

Day	Event Type	Event Hours
Monday – Thursday	Corporate/Professional Events.	7:00 a.m. – 10:00 p.m.
Friday	Corporate or Private Events	8:00 a.m. – 12:00 a.m.
Saturday	Private Social Events	10:00 a.m. – 12:00 a.m.
Sunday	Private Social Events	10:00 a.m. – 10:00 p.m.



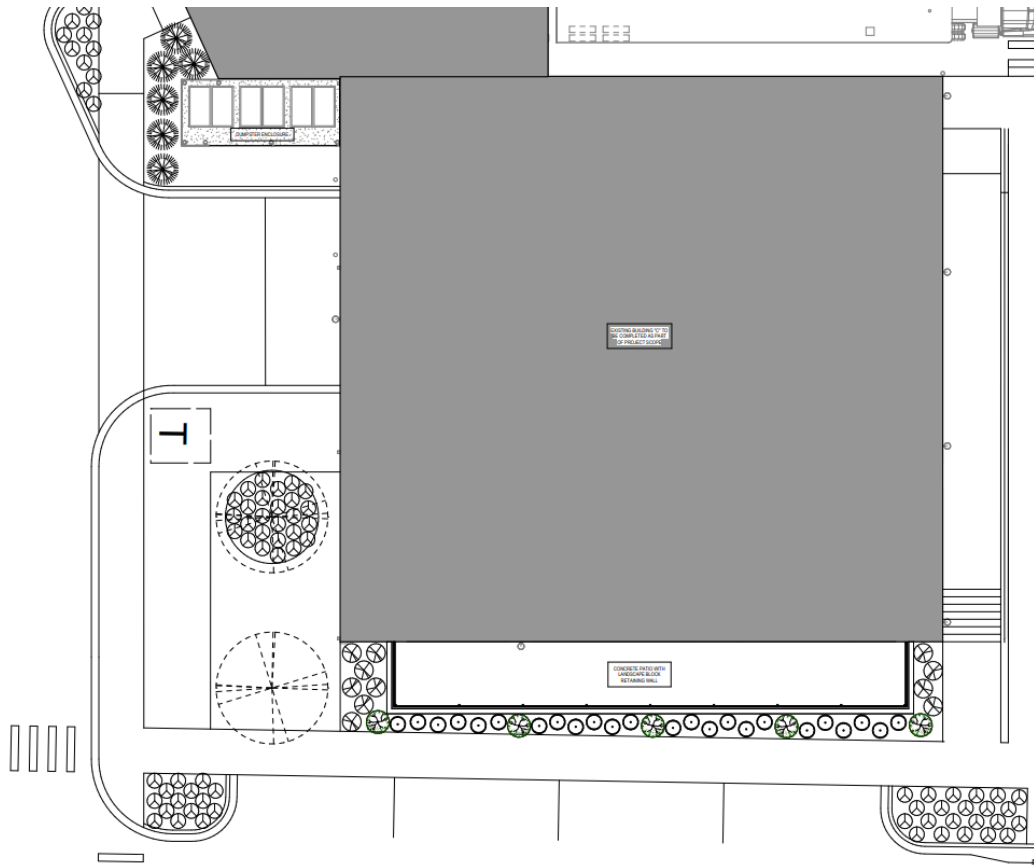
Site & Landscaping Plan

The overall Makers Row site was previously approved, however, the proposal includes modifications to Building C's site, including:

- Construction of a new outdoor patio on the south side of the building
- Installation of retaining walls, guardrails, and landscaping enhancements
- Minor façade improvements including canopy and storefront adjustments

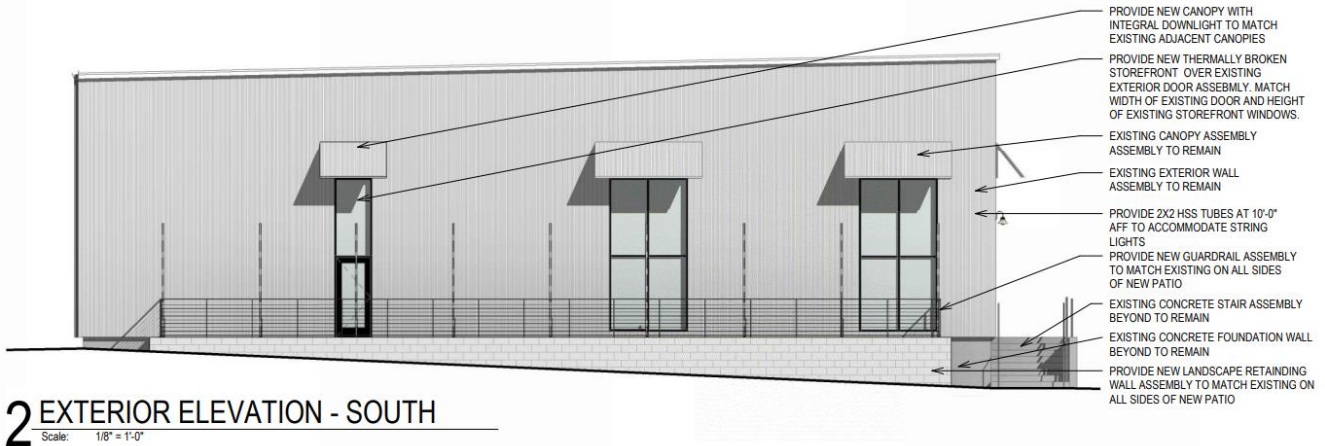
The patio is intended as an accessory space for event guests and will not include outdoor live music. Landscaping has been updated to reflect the inclusion of the new patio. Lining the new patio is a mix of Palm Sedge, Switch Grass, and St. John's Wort. Buffering the rear of the building is Crimson Spire Oak, Spartan Juniper, and Prairie Dropseed.

Parking is existing off-street and on-street to support the business. The business intends to have clients received advance parking guidelines to direct guest flow and reduce congestion as needed.



Architectural Plan

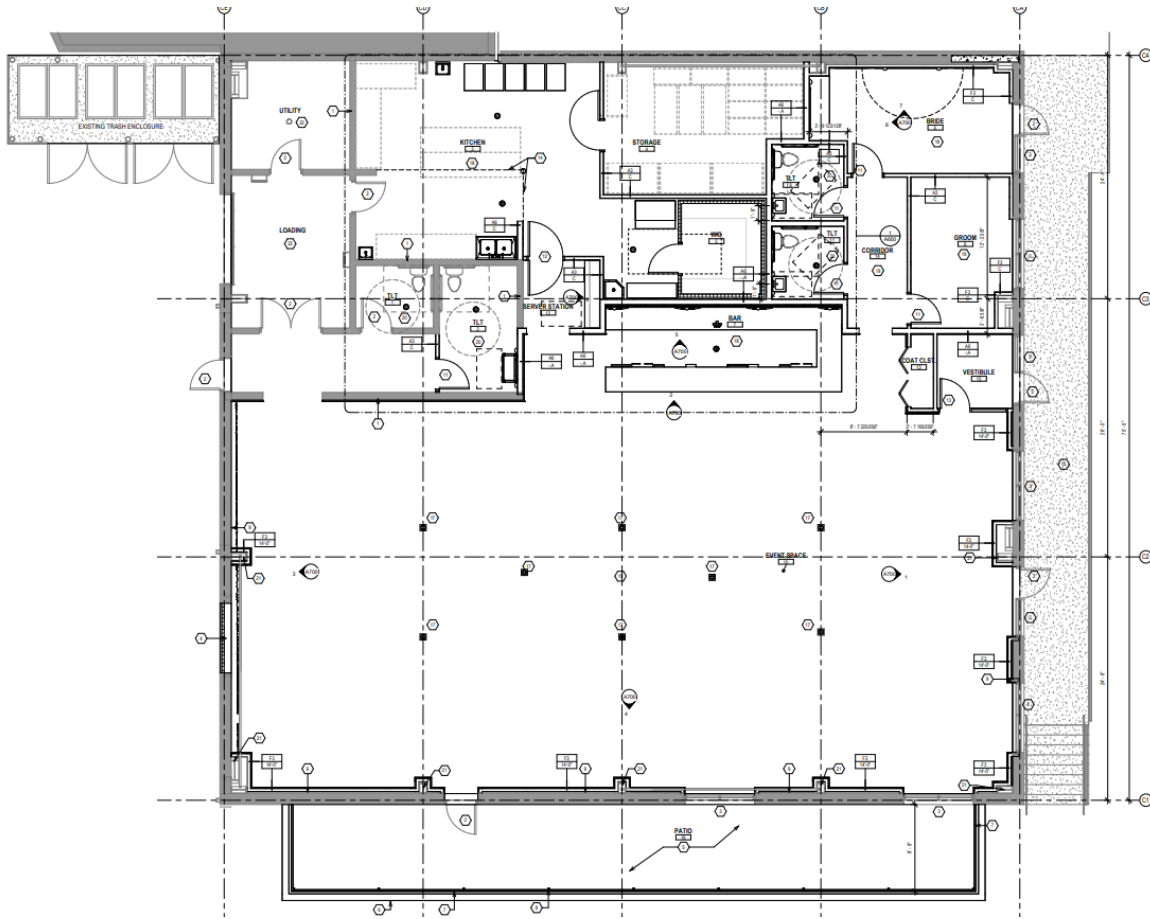
The applicant is proposing minor modifications to the existing building. Changes are proposed on the south façade with installation of a new canopy with integrated downlighting, designed to match the style and proportions of existing canopies on the building façade. There is also addition of a thermally broken storefront system at the existing exterior door location, aligning with the height of the existing storefront windows. Details are shown for the new patio as well. The patio will utilize metal guardrail consistent with existing railing details and landscape block retaining walls to match existing materials. Also for the patio is installation of vertical steel posts for overhead string/café lighting for the patio area.



Floor Plan

The submitted floor plan shows the built-out interior of the building. The main entrance is located off of 66th St. Multiple doors lead into the large, open event space. Within the event space is a counter bar and corridors leading to rooms that support the events. A corridor on the east side of the building leads to a dressing rooms for the bride & groom, along with restrooms. Behind the bar is a servers station that leads directly into a kitchen area complete with storage and a walk in

cooler. The kitchen leads into more supportive rooms such as loading and utility. Two additional restrooms are located near the loading room.



Design Guidelines

This building was approved previously as part of the Makers Row development. The tenant improvements/changes proposed may be considered as a minor change and therefore the Design guidelines checklist is not included.

Recommendation: Common Council approval of the conditional use and approval of the Site, Landscaping, and Architectural Design Review for The Tennyson, a proposed Event Space (5,000 or more sq. ft.) use, at 6601 W. National Ave. (Tax Key No. 454-9005-000)

(Items 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 May 19, 2026)
2. A revised site plan being submitted to show two outdoor bicycle racks in accordance with [WAMC 19.44](#)
3. Scope of work being indicated on signage and lighting. A signage permit will be required with the Planning & Zoning Department.
4. Any concrete work done in the City Right of Way will require a [Permit](#) from Engineering. Additionally, any contractors will need to be licensed and bonded in the City.
5. Building permits being applied for with the Code Enforcement Department for review.



**Record No:
PLAN-26-25**

Planning Application

Status: Active

Submitted On: 4/7/2026

Primary Location

6601 W NATIONAL AVE
West Allis, WI 53214

Owner

Makers Row QOZB, LLC
330 E Kilbourn Ave Suite
600 S Milwaukee, WI,
53202

Applicant

daniel beyer
 414-403-1025
 dan@danbeyerarchitects.com
 507 S 2nd Street
Suite 125
Milwaukee, Wisconsin 53204

PLANNING & ZONING APPLICATION

Contact the Planning & Zoning Department with any questions. Thank you.

planning@westalliswi.gov

PLAN COMMISSION APPLICATION REQUIREMENTS

In order to be placed on the Plan Commission agenda, Planning & Zoning **MUST** receive the following by the last Friday of the month, prior to the month of the Plan Commission meeting:

- Completed OpenGov application
- Application Fees
- Project Description
- Set of plans attached to this application

TYPE OF APPLICANT

Type of Applicant*

I represent the property owner

APPLICATION TYPES

Choose which process you are applying for. *

Conditional Use

Conditional Uses require a public hearing. Other requirements include site, landscaping and architectural plan review.

Choose from the dropdown the total value of your project.

Conditional Use - Site, Landscaping, Architectural Design Review *

Site, Landscaping, Architectural Design Review* 

Level 2: Project Cost \$5,000+ (Fee \$525)

Level 2: Project Cost \$5,000+ (Fee \$525)

Business/Project Name*

Will you be selling alcohol?*

The Tennyson

Yes

Will you be selling or serving food?*

Yes

Selling alcohol in the City of West Allis requires a license. Apply for an Alcohol Beverage Retail License through the City's online application:

Alcohol Beverage Retail License application

Breweries are licensed by the Wisconsin Department of Revenue and do not require a local license. Please click on the link below to go to their website for more information.

WI DOR Breweries Fact Sheet

Selling food in the City of West Allis requires a license. Apply for a Food License through the City's online application:

Food License application

Will the existing use of the building change?*

No

Are new buildings/and or structures being constructed as part of this project?*

No

Notice Regarding Building Permits and Plan Reviews

Have you reached out to the Code Enforcement Department?*

No, I have not contacted them yet.

MAKER'S ROW - THE TENNYSON BUILD OUT EXTERIOR IMPROVEMENTS

PLAN COMMISSION

04/08/2026

DBA PROJECT # 2508-002

TENANT:
ANTIGUA
6207 WEST NATIONAL AVE
WEST ALLIS, WI 53214

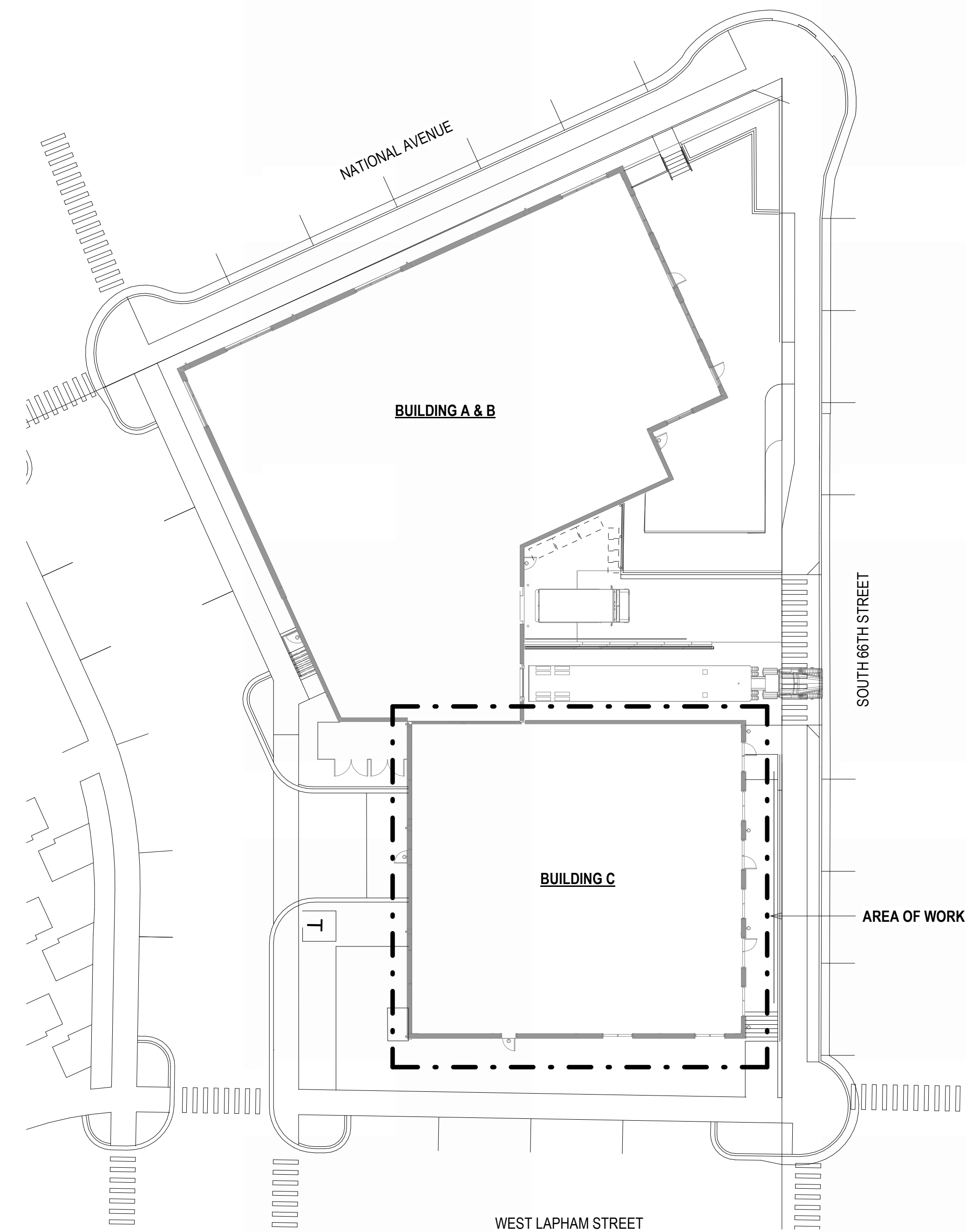
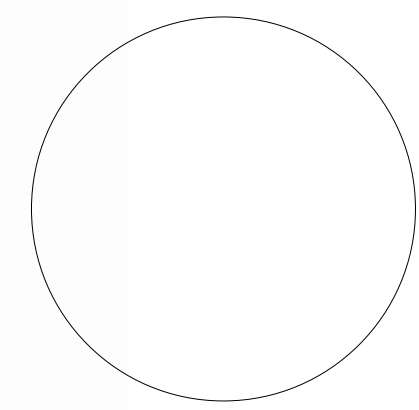
OWNER:
MANDEL GROUP
CONTACT: ROBERT MONNAT
330 E KILBOURN AVE
MILWAUKEE, WI 53204

ARCHITECT:
DAN BEYER ARCHITECTS

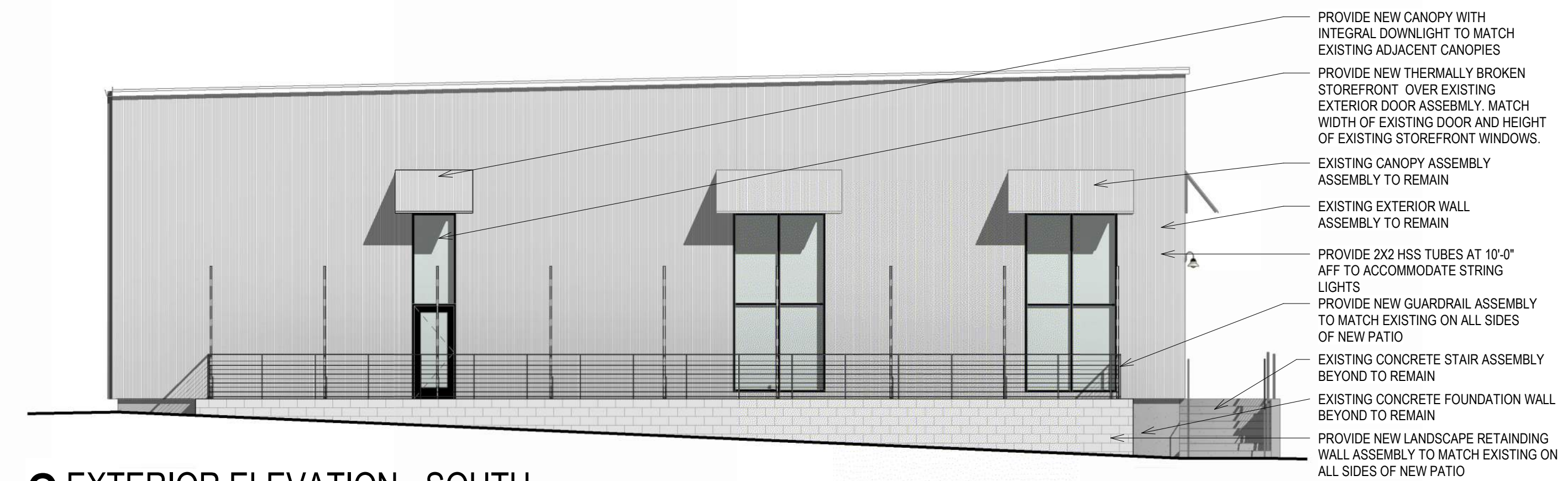
CONTACT: DANIEL BEYER
507 S. 2ND STREET, SUITE 125
MILWAUKEE, WI 53204
TEL. (414) 239-8267

SHEET INDEX

T000	TITLE SHEET
CIVIL	SITE PLAN
A020	ARCHITECTURAL SITE PLAN
A200	NEW WORK PLAN



1 EXISTING SITE
Scale: 3/64" = 1'-0"



2 EXTERIOR ELEVATION - SOUTH
Scale: 1/8" = 1'-0"



VIEW 01

RENDERING IS ONLY TO GIVE GENERAL DESIGN INTENT ONLY AND MAY NOT REPRESENT FINAL DESIGN



VIEW 02

RENDERING IS ONLY TO GIVE GENERAL DESIGN INTENT ONLY AND MAY NOT REPRESENT FINAL DESIGN

DAN BEYER ARCHITECTS
507 S. 2ND STREET, STE 125
MILWAUKEE WI, 53204
414-239-8267

CONSULTANTS:

NOT FOR CONSTRUCTION
THESE DRAWINGS ARE RELEASED FOR DESIGN DEVELOPMENT PURPOSES ONLY. THEY ARE NOT TO BE USED FOR REGULATORY APPROVAL, PERMIT, OR CONSTRUCTION PURPOSES.

MAKER'S ROW - THE TENNYSON BUILD OUT
EXTERIOR IMPROVEMENTS
6800 WEST NATIONAL AVENUE
WEST ALLIS, WISCONSIN

SHEET TITLE
TITLE SHEET

REVISIONS:

NO.	DATE	DESCRIPTION

SCALE	VARIABLES
PROJECT NUMBER	2508-002
SET TYPE	PLAN COMMISSION
DATE ISSUED	04/08/2026
SHEET NUMBER	T000

© COPYRIGHT 04/08/2026 DAN BEYER ARCHITECTS

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MAKERS ROW - THE TENNYSON BUILD OUT
 EXTERIOR IMPROVEMENTS
 6800 WEST NATIONAL AVENUE
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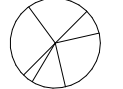
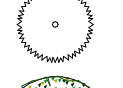




SHEET TITLE
 ARCHITECTURAL SITE PLAN

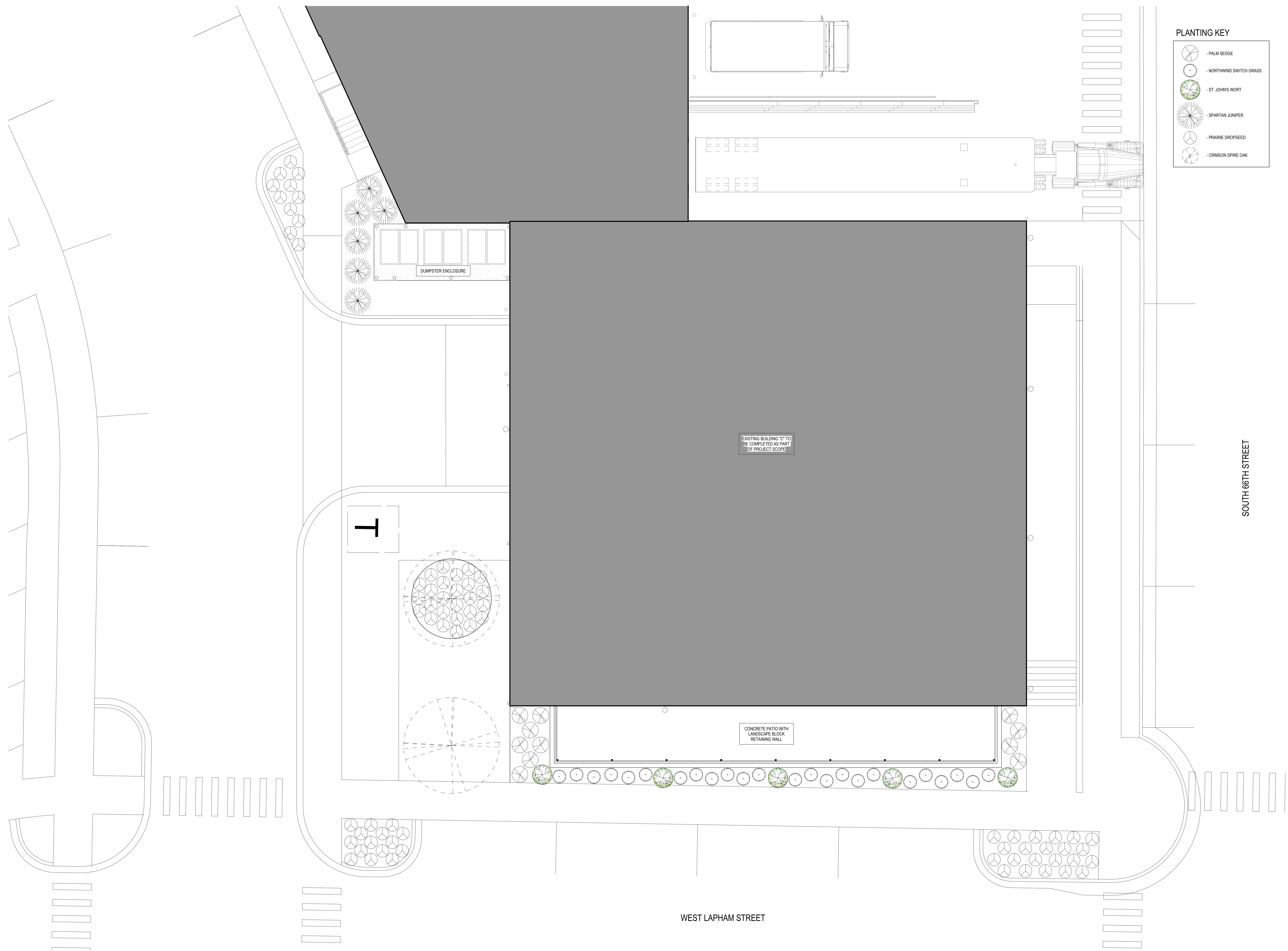
REVISIONS:

NO.	DATE	DESCRIPTION

SCALE	VARIES
PROJECT NUMBER	2508-002
SET TYPE	PLAN COMMISSION
DATE ISSUED	04/08/2026
SHEET NUMBER	A020

PLANTING KEY

-  - PALM SEDGE
-  - NORTHWIND SWITCH GRASS
-  - ST. JOHNS WORT
-  - SPARTAN JUNIPER
-  - PRAIRIE DROPS EED
-  - CRIMSON SPIRE OAK



WEST LAPHAM STREET

SOUTH 66TH STREET

MEMORANDUM

PROJECT: Makers' Row, Tennyson Buildout
SUBJECT: Plan Commission Application Information
PROJECT NO.: 2603-005
DATE: February 7, 2026

We request that the above-mentioned project be placed on the agenda for the Agenda of the April 22nd Plan Commission Meeting and be reviewed for a Conditional Use as well as for modifications and additional improvements to the exterior design of Building C at Makers' Row.

CONDITIONAL USE

Please see attached Plan of Operation from the owners of The Tennyson

EXTERIOR IMPROVEMENTS

The improvements to the exterior include the following:

- The addition of a new exterior patio on the south side of the building. This patio will be used by The Tennyson's guests during events and will allow their guests to get some fresh air on nice days and nights and will also allow The Tennyson to flip the room if dining service is provided. There is no plan for outdoor live music on the patio.
- The patio will be lit by string lights / café lights at night.
- As part of the inclusion of the patio, we are modifying the south door on the exterior façade by enlarging the transom light above the door so that the opening height matches the height of the other window openings on this façade.
- Finally, the landscaping area where the patio is being placed will be modified as indicated in the drawings.

Upon approval of the project from Plan Commission, the team will begin working on creating the Permit Drawings for the project. We would expect drawings to be submitted sometime in late summer 2026, early fall 2026.

END OF MEMORANDUM



Proposed Operating Hours & Operational Commitments

The Tennyson by Antigua | West Allis, WI

The Tennyson by Antigua will operate as a private, reservation-only event venue. It will not be open to the public, and it will not operate as a bar or nightclub.

All events will be pre-scheduled, time-limited, and supervised on-site.

Event Focus by Day

Weekday Operations | Monday - Thursday

Weekday use will focus primarily on corporate and professional events:

- Business meetings and training
- Corporate luncheons and dinners
- Corporate galas and fundraisers
- Educational seminars and conferences

Weekday events end earlier in the evening.

Weekend Operations | Friday - Sunday

On the weekends, the venue will focus on hosting social events:

- Wedding Receptions
- Quinceaneras
- Anniversaries and milestone celebrations
- School celebrations – graduations, prom, etc.

All weekend events will remain pre-scheduled, staffed, and supervised, with clearly defined start and end times.



Proposed Operating Hours

Events will operate with approved hours, with all activities concluding no later than midnight, and most events ending earlier.

Day	Event Type	Event Hours (Latest End Time)
Monday – Thursday	Corporate / Professional Events	7:00 AM – 10:00 PM
Friday	Corporate or Private Events	8:00 AM – 12:00 AM (Midnight)
Saturday	Private Social Events	10:00 AM – 12:00 AM (Midnight)
Sunday	Private Social Events	10:00 AM – 10:00 PM

Setup and breakdown will be managed with scheduled event windows to minimize impact on surrounding properties.

Community Responsibility & Operational Controls

The Tennyson is committed to operating as a responsible and well-managed venue. We will prioritize safety, order, and neighborhood compatibility. The following operational controls will be in place:

Crowd Control

All events will be private, and we will require our customers to provide us with a guest list prior to their event. Our staff will control the flow as guests arrive and depart for the evening. We will not allow any unsupervised access to the premises.

Parking Management

Clients will receive advance parking guidelines to direct guest flow and reduce congestion. Staff will monitor arrival and departure periods to maintain traffic flow and safety.

Noise Management

Management will monitor sound levels throughout each event to ensure compliance with local noise ordinances.



Sound levels will be measured using a decibel meter and will not exceed typical municipal guidelines of 50 to 60 dBA at the property line during evening hours.

Operational controls include:

- Set internal volume limits of 85 to 90 dBA for DJs and entertainment
- Reduce bass levels after 10:00 PM
- Exterior doors will be kept closed during events
- Speaker placement directed away from windows and entrances
- Use interior materials, including curtains to help reduce sound transmission

Responsible Alcohol Service

Alcohol service will follow all state and local regulations, and it will be served by trained, licensed professionals. No self-service or unsupervised alcohol consumption will be permitted. Our staff will actively monitor guest behavior and consumption.

All music and entertainment will end at the designated closing time, with guests departure managed promptly thereafter.