

More Than Just a Dessert Shop

Paletería Yayo is bringing its established, community-focused brand from its original Milwaukee location on W. Lincoln Ave. to the heart of West Allis. Known for serving authentic Mexican-style *paletas* (gourmet popsicles) and an array of frozen treats, the new shop aims to be a hub for community connection.

What makes this proposal particularly exciting for the neighborhood is the requested operating hours. Plans submitted to the city indicate that the shop intends to be open daily from noon until midnight. For a block that has lacked evening activity for some time, the addition of late-night hours promises to breathe new life into the streetscape.

What's in the Plans?

The proposed layout for 5900 W. Burnham is designed to be as functional as it is inviting. According to city documents:

- **The Menu:** The shop will focus on their signature paletas, frozen desserts, and a unique selection of nonalcoholic cocktail-style drinks (mocktails).
- **The Vibe:** The interior will feature a mix of traditional tables and counter-style bar seating.
- **Entertainment:** Perhaps the most exciting feature is a compact performance stage, which will serve as a venue for local talent and contribute to that late-night atmosphere.
- **Production:** While the storefront serves the public, behind the scenes, production is expected to begin as early as 7 a.m. to keep the inventory stocked.

The project is strictly an interior renovation, meaning the historic 1928 structure's exterior will remain intact, preserving the character of the neighborhood. Customers and staff will utilize existing street parking in the area.

An October Opening?

The team behind Paletería Yayo has a clear roadmap. With a four- to six-month interior buildout planned, the owners are eyeing an **October 2026 opening date**.

First, the project must clear the city's approval process. City staff have already recommended approval for the necessary conditional-use permits and design reviews. The proposal is slated for potential final sign-off at the June 16 meeting. If the commission follows the staff's lead, renovations could begin almost immediately.

Why It Matters

This expansion is more than just a business move; it's a sign of growth for the area. Paletería Yayo has already proven its commitment to community, recently serving as the site of a beautiful mural on Lincoln Avenue that celebrates the legacy of *paleteros* (ice cream cart vendors).

Bringing that same culture and energy to West Allis is a win for local residents looking for a new spot to grab a dessert, enjoy a mocktail, and catch a local performance.

It looks like the corner of 5900 W. Burnham is ready to wake up. We'll be keeping a close eye on the June 16 meeting—stay tuned for updates as this exciting project moves toward its debut!