



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 24, 2020
6:00 PM
Virtual Meeting**

5. Ordinance to rezone the following properties from M-1, manufacturing district to C-3, Community Commercial District in conformance with the 2030 Future Land Use plan: 1000 S. 108 St., 924 S. 108 St., 800 S. 108 St., 7 S. 108St., 650 S. 108 St., 610 S. 108 St., 530 S. 108 St., 528 S. 108 St. (Tax Key No. 444-9992-000, 444-9993-001, 444-9995-002, 444-9997-002, 415-9992-004, 415-9992-002, 415-9994-003, 415-9994-002).**

Project Overview and Purpose

Simply put the proposed rezoning of 8 properties, in what will be referred to as the North Gateway segment of the Hwy 100 corridor, is intended to align the zoning with the future land use recommended in the 2030 Comprehensive Plan and 2020 Hwy 100 Corridor Plan.

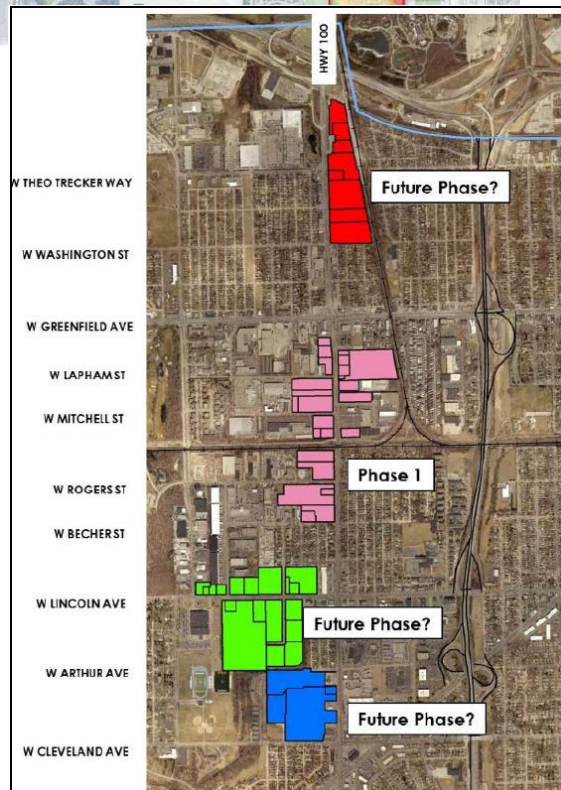
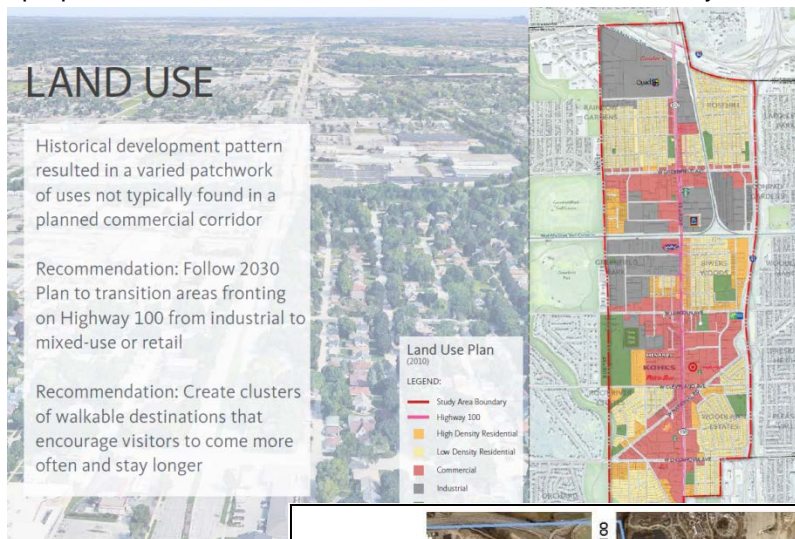
The Hwy 100 corridor is a product of nearly 100 years of development and evolved from a neighborhood to industry, to one of the City's primary commercial corridors. The 3.5 mile long corridor contains a varied mix of land uses including retail, commercial, light industrial, distribution, single-family residential, mobile homes, schools, and parks. Over time, these uses have evolved somewhat haphazardly, as demands on the corridor have changed. There are several areas of incompatible uses and adjacencies that would not typically be found in a more planned major transportation corridor, or adjacent to each other.

Prior rezonings along Hwy 100.

In December of 2016, the City rezoned lands along Hwy 100 between W. Greenfield Ave. south to W. Becher St.) from manufacturing to commercial in an effort to align with the 2030 Comprehensive plan. In total about 21 properties were rezoned from M-1, Manufacturing to C-3, Community Commercial.

2030 Comprehensive Plan: westalliswi/2030-Comprehensive-Plan

Chapter 9, Redevelopment Opportunities of the 2030 Comprehensive Plan identified 27 concept areas for redevelopment within the City. The Hwy 100 Northern Gateway is included with the concept areas. The goal for this area is to guide development to maximize the tax value, be compatible with surrounding uses, and provide a



benefit to West Allis citizens. This area serves as the heart of the Zoo Interchange -- the highest traffic volumes in the State of Wisconsin. Underutilized properties within this corridor will experience economic pressures to be redeveloped with higher densities and increased taxable value.

Specific Recommendations: East Side of Hwy 100, locate a multi-story hotel or other commercial use in the northern section of the site. Utilize this building as a signature building and gateway into the City. Explore adaptive reuse of properties by assembling underutilized properties.

Hwy 100 Corridor Plan

The Hwy 100 Corridor Plan was adopted in February 2020, by the Common Council: [Hwy-100-Corridor-Study](#). The plan was the result of a 6 month process involving 6 stakeholder meetings and 2 community meetings and included an online survey with over 300 participants. The adopted plan offers a strategy that provides a road map for short and long term improvements, strengthens identity, attracts a more diverse and dynamic mix of new users, and sustains growth and economic vitality along the Corridor. The Plan was designed to improve economic performance and identity of the Highway 100 Corridor by building on current strengths, shoring up weak areas, and targeting a competitive mix of uses.

The Corridor contains several large store vacancies (i.e., Pick'n Save, HOBO and Sam's Club), as well as persistent vacancy and lackluster performance in the smaller stores.

- This is particularly evident on Greenfield Avenue and in the northern gateway segment of the Corridor between the railroad/West Allis Cross Town Connector and I-94.
- an opportunity to reposition vacant and underutilized areas for a higher and better use. This 2020 Hwy 100 Plan identifies two areas in the northern portion of the corridor for more intense redevelopment.

Changing the course of these trends requires a deliberate strategy. From the Planning perspective, the rezoning and updating the zoning ordinance are necessary to help promote the desired development pattern (a more diverse and dynamic mix of new users). This may also be coupled with implementing appropriate economic development financing tools.

Project Area (Northern Gateway)

On April 22, 2020 the Common Council adopted a moratorium to consider the existing zoning and future and land use vision for the Highway 100 Corridor including lands located within an area east of State Highway 100 (STH100) to the existing railroad right-of-way and from W. Washington St. to the north City limits.

The 2030 land use map (shown next page) outlined a vision based on the 2030 Comprehensive Plan. The current Zoning of this area is largely manufacturing, which does not conform to the Future Land Use map, which is adopted as Commercial.

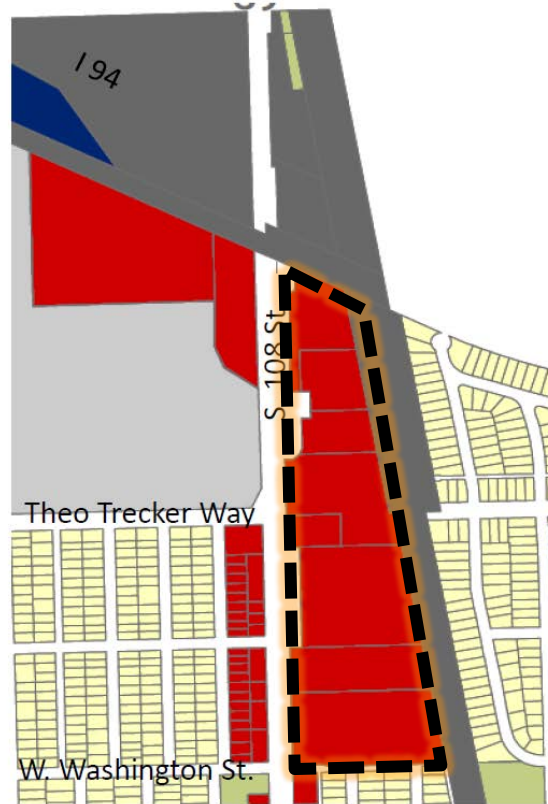
In order to align these policy documents, the City is imposed a moratorium in an effort to consider the future land use and rezoning of properties currently zoned M-1/Manufacturing to Commercial zoning. The moratorium expires on August 18, 2020.

- The proposed rezoning area consists of 8 properties (about 30 acres) all zoned M-1, Manufacturing.
- All of the subject properties front the Hwy 100 corridor.

Zoning Map



Land Use Map



Zoning Districts and Uses Permitted business uses for respective zoning districts may be found within the City's Revised Municipal Code sections 12.42/C-3 Commercial District and 12.45/M-1 Manufacturing District: westallis.municipalcodeonline

Non-conforming Uses (If Rezoned to Commercial)

- Existing uses, even if becoming non-conforming under a new commercial zoning may continue to operate as previously approved;
- Future uses would be required to conform to the commercial zoning district standards, unless the new use is a similar use and within 12 months of the previous occupancy..

PropertyAddress	Use	Ex Zoning	Land Area	Existing Zoning	Proposed C-3 Zoning
528 S 108 St	Playtime, Doggy Daycare	M-1	3	Conforming	Non-Conforming
530 S 108 St	Ryder, Transport/Truck Rental	M-1	2	Conforming	Non-Conforming
610 S 108 St	Northern Tool, Retail store	M-1	2	Conforming	Conforming
650 S 108 St	Graybar, Warehouse with Office	M-1	5	Conforming	Non-Conforming
7** 108 St	Parking lot	M-1	1	Conforming	Conforming
800 S 108 St	Former HOB0, Vacant Retail	M-1	7	Conforming	Non-Conforming
924 S 108 St	Uhaul,	M-1	4	Conforming	Non-Conforming
1000 S 108 St	Mayfair Village, Mobile Home Community	M-1	7	Non-Conforming	Non-Conforming
			30		

Under the existing manufacturing zoning 7 of the 8 properties are considered conforming uses. The Mayfair Village Mobile Home Park is considered non-conforming as residential uses are not allowed in manufacturing districts.

If rezoned to commercial all properties, except for the Northern Tool property and a small parking lot fronting Hwy 100 (near HOB0), would be considered non-conforming.

Common Council Public Hearing Tuesday, July 14 - 7:00 pm (City Hall Common Council Chambers). Rezoning of property is a policy decision of the Common Council, and while the Department of Development recommends rezoning the properties to Commercial per the 2030 Land Use Plan and the Highway 100 Corridor Plan, will continue to further discuss any concerns with property owners, the Plan Commission and Common Council.

Recommendation: Common Council Approval of an Ordinance to rezone the following properties from M-1, manufacturing district to C-3, Community Commercial District in conformance with the 2030 Future Land Use plan: 1000 S. 108 St., 924 S. 108 St., 800 S. 108 St., 7** S. 108St., 650 S. 108 St., 610 S. 108 St., 530 S. 108 St., 528 S. 108 St. (Tax Key No. 444-9992-000, 444-9993-001, 444-9995-002, 444-9997-002, 415-9992-004, 415-9992-002, 415-9994-003, 415-9994-002).