



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 22, 2026
6:00 PM

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

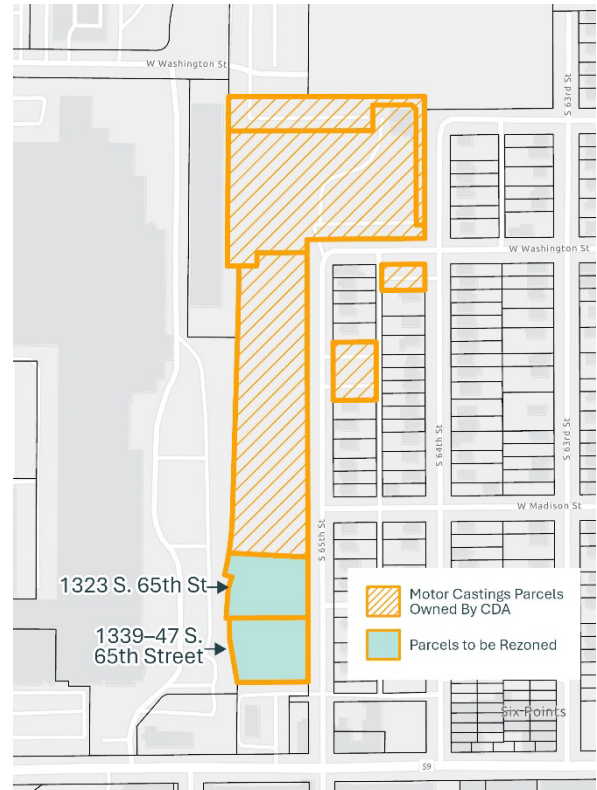
2. Ordinance to amend the Zoning Map and 2045 Comprehensive Plan Future Land Use Map for properties along S. 65th St.

Overview

The Community Development Authority (CDA) owns the former six-acre Motor Castings site. Adjacent to the site are remnant Motor Castings parcels privately owned that are located at 1323 S. 65th Street (office) & 1339–47 S. 65th Street (warehouse).

The City previously rezoned the Motor Castings parcels and the adjacent office building parcel to commercial to prevent nuisance uses incompatible with the surrounding neighborhood from arising. The warehouse parcel was not rezoned as it was identified as a potential site for an industrial user. The use did not move forward, and the building remains vacant. The industrial zoning of [1339–47 S. 65th Street](#) allows uses such as landscape operations, truck storage, automotive repair, and other noise- or odor-generating activities that conflict with the residential redevelopment envisioned for the broader district

While the property at [1323 S. 65th St.](#) is zoned Commercial, the existing and future land uses do not align with the redevelopment vision of the area.

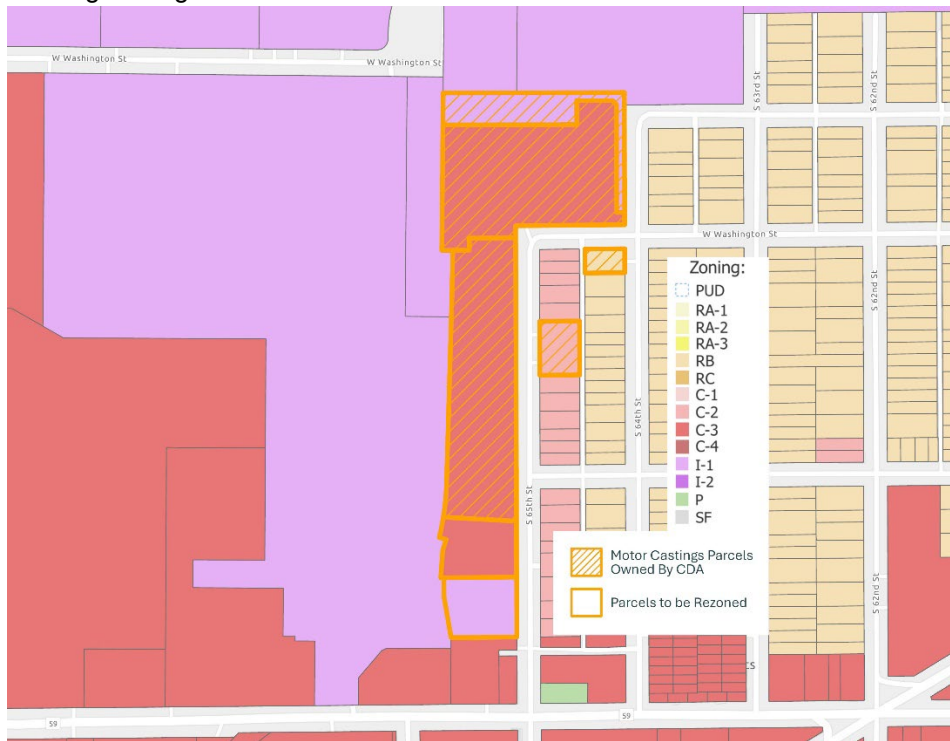


To proactively address any potential nuisances or incompatible land uses, staff recommends rezoning the property at **1339–47 S. 65th Street** from **industrial** to **commercial** and amending the future land use from **industrial** to **commercial mixed**. Staff recommends the property at 1323 S. 65th St. to retain the C-3 zoning, but, have the future land use amended from **industrial** to **commercial mixed**. This action would:

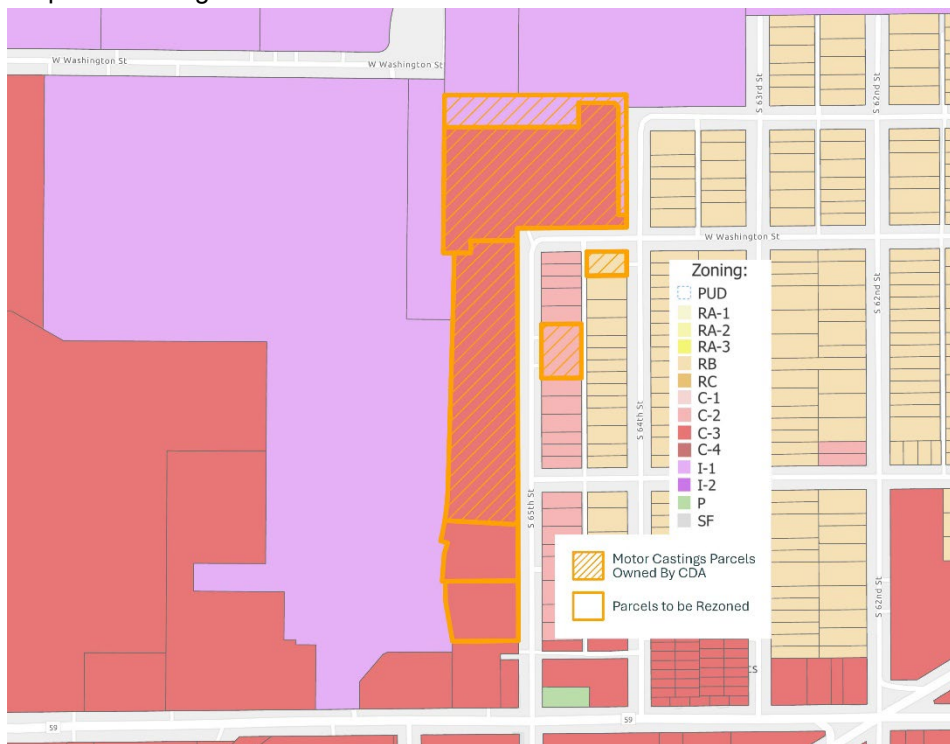
- Align all parcels within the former Motor Castings area under a unified zoning classification
- Reduce the risk of disruptive industrial uses emerging during critical redevelopment efforts
- Increase clarity and predictability for developers evaluating the area for investment
- Strengthening the City's ability to guide future uses consistent with long-term plans and community expectations

Maps of the proposed changes to the Zoning Map and 2045 Comprehensive Plan can be found below:

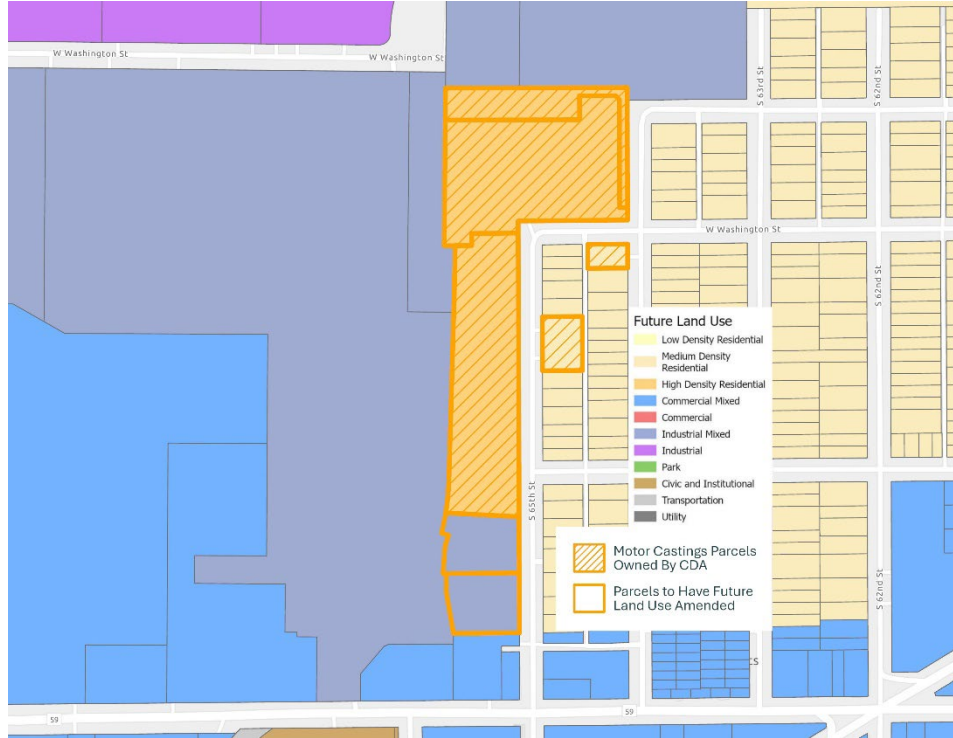
- Existing Zoning:



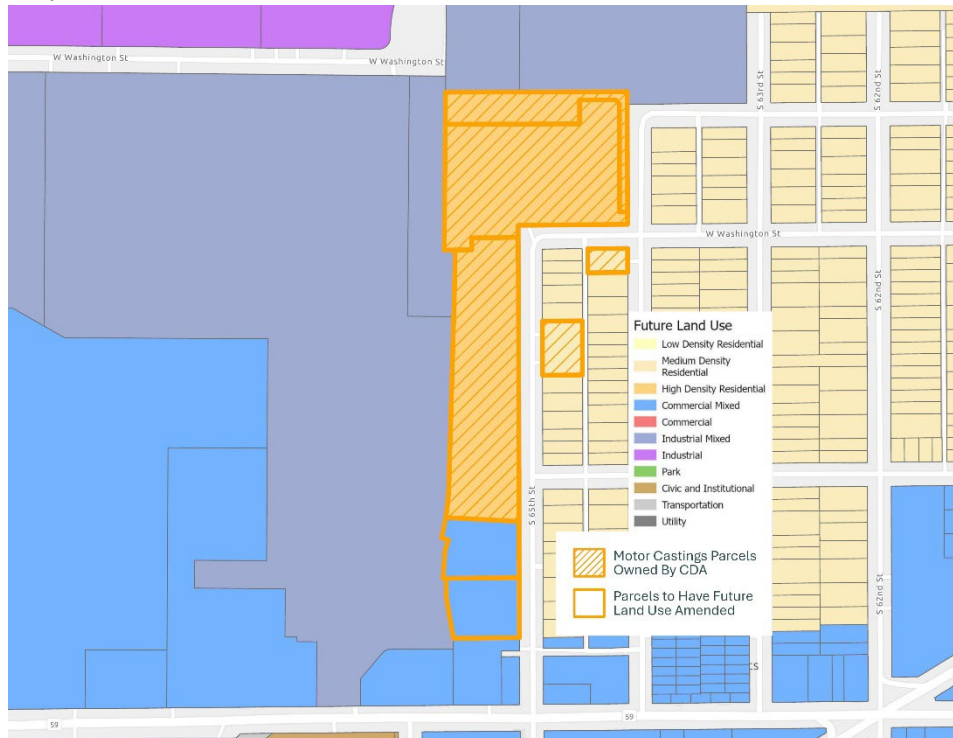
- Proposed Zoning



- Existing Future Land Use:



- Proposed Future Land Use



Analysis: Rezoning the parcel at 1339-47 S. 65th St and amending the Future Land Use to Commercial Mixed would provide enhanced flexibility for uses that would be compatible with the adjacent neighborhood. A variety of uses are supported through both the rezoning and land use amendments that provide pathways to future redevelopment and investment.

Recommendation: Common Council approval of the Ordinance to amend the Zoning Map and 2045 Comprehensive Plan Future Land Use Map for properties along S. 65th St.



