

November 5, 2021
City of West Allis
7525 W Greenfield Ave
West Allis, Wisconsin

Re: Common Council Meeting November 16, 2021
Comments on Proposed Amend Zoning Ordinance 2040 Comprehensive plan

Greetings:

The owners of the Southtown Plaza Shopping Center located at 2908 S 108th Street (Tax Parcel 519-0339-019) want to share our concern about the potential adverse economic effect with changing property zoning from C-4 to C-3. In particular eliminating "nominal price retail" facilities which would include Dollar Tree, Dollar General, Popshef, Five Below and Ollies Discount Store.

Southtown Plaza was developed more than 25 years ago with bay depths of 125 to 200 feet deep. At the time there was an abundance of tenants with space requirements ranging from 10,000 to 25,000 square feet. Today many of the retailers who formerly would lease "deep bay" stores have ceased or cut their size requirements. This is largely due to the competition from the e-commerce market with overnight delivery, no bricks and mortar overhead (other than warehouse space) and on line shopping offering cheaper prices and free returns.

One example of a community which enacted a similar restriction is South Holland, IL. In 2000 South Holland refused to permit a dollar store to open in a closed Walgreens at 162224 South Park Ave. This facility sat vacant for 16 years before it was torn down and replaced with a smaller footprint restaurant use. Stores that sit vacant for extended time become obsolete and have an adverse effect on adjoining tenants due to the decrease in cross shopping traffic.

Southtown Plaza has had a number of mid-size retailers declare Bankruptcy including Hancock Fabrics March 2007 (which is now leased to Dollar Tree and would be non-conforming under the proposed C-3 zoning) and Chuck E Cheese March 2020.

We strongly urge West Allis to permit dollar and discount outlet stores in an existing center in this district with bay depths of 100 feet or more. This will allow owners of somewhat obsolete deep bay stores to market to nominal priced retail users which today is the largest retailing group entering into leases on stores ranging between 10,000 and 25,000 square feet.

Sincerely

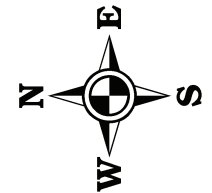
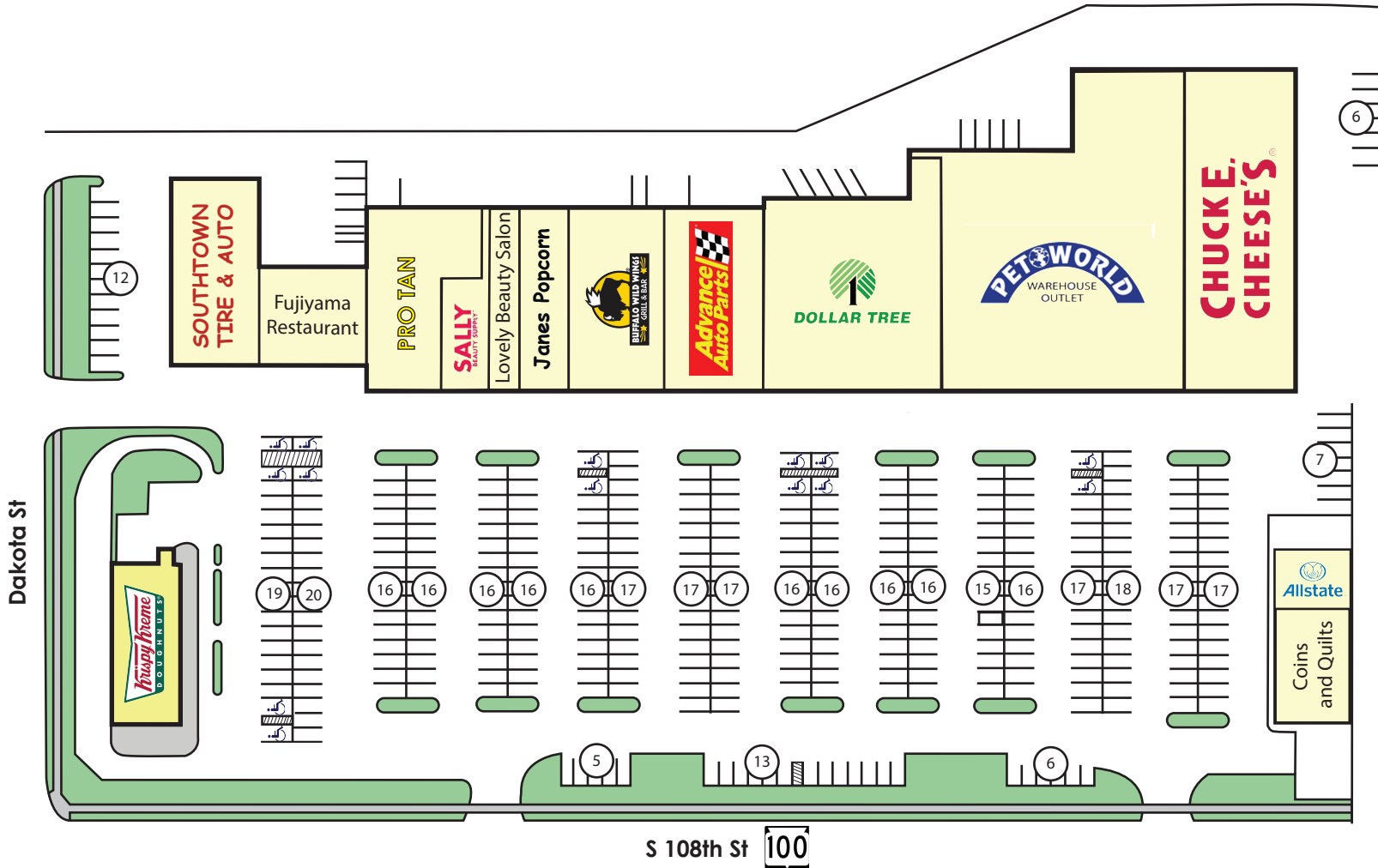
A handwritten signature in blue ink, appearing to read "Dale Dobroth".

Dale Dobroth
Manager

Southtown Plaza

West Allis, Wisconsin

Southtown Tire and Auto	5,685 sq ft
Fujiyama Sushi	3,913 sq ft
Pro Tan	6,181 sq ft
Sally Beauty Supply	2,296 sq ft
Lovely Beauty Salon	2,250 sq ft
Janes Popcorn	3,450 sq ft
Buffalo Wild Wings	6,368 sq ft
Advance Auto Parts	7,485 sq ft
Dollar Tree	13,630 sq ft
Pet World	26,148 sq ft
Chuck E. Cheese's	14,000 sq ft
Coins and Quilts	3,500 sq ft
Allstate	1,500 sq ft
Krispy Kreme	4,500 sq ft



****not to scale****

September 3, 2021

Dollar Tree president and CEO Michael Witynski said 85% of the units the retailer opens in 2022 will feature Family Dollar and Dollar Tree under one roof. All items at Dollar Tree cost \$1, while Family Dollar features multiple price points. The first such combo store opened in March, and the retailer was operating 105 as of the end of the second quarter. “We can reach 3,000 of these stores in rural markets alone,” Witynski said. “We anticipate 400 new, renovated or relocated combo stores next year.” Combo stores on average deliver 23% more sales than traditional Dollar Trees, he said.

The expansions of midsize discount operators like **Five Below, Dollar Tree, Dollar General and Dollar General’s Popshelf** concept, announced in October 2021, also will be important for landlords seeking to backfill. Popshelf is looking for space around 9,000 square feet, and they see the value in backfilling a Pier 1 space or a former Rite Aid building on an outparcel,” he noted. **“If the landlord gets that size space back, there are only a select few retailers they can call on nationally.”**

According to Dollar General, Popshelf’s target customer is a suburban woman in a household that has a total annual income of \$50,000 to \$125,000. While Popshelf is a potential competitor with Five Below on price, it focuses on a different part of the market. “Five Below is more geared toward kids,” Mitzel said. “We’re excited to see where Popshelf goes.”

Jun. 10, 2021-- Ollie’s Bargain Outlet, Inc. (Ollie’s), one of America’s largest closeout retailers, is hosting a nationwide hiring event. “It’s an exciting time for Ollie’s as we continue to expand our store presence across the country. This year alone we have opened 20 new stores with 30 more slated to open by the end of 2021,” said John Swygert, President and CEO of Ollie’s Bargain Outlet, Inc. “

Ollie’s Bargain Outlet, Inc., founded in 1982, is one of America’s largest retailers of closeouts and excess inventory, offering real brands at real bargain prices. Ollie’s has a huge variety of famous brand-name merchandise in every department – food, books, housewares, toys, electronics, domestics, clothing, furniture, health and beauty, flooring, seasonal items and so much more – at up to 70 percent off the fancy stores’ prices. You never know what you’ll find at one of Ollie’s 406 “semi-lovely” stores and growing in Alabama, Arkansas, Connecticut, Delaware, Florida, Georgia, Indiana, Kansas, Kentucky, Louisiana, Massachusetts, Maryland, Michigan, Mississippi, Missouri, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Virginia and West Virginia.