



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 24, 2022
6:00 PM
City Hall – Room 128

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

- 2A. **Conditional Use permit for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16** S. 66 St. (Tax Key No. 454-0655-000).**
- 2B. **Site, Landscaping and Architectural plans for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16** S. 66 St. submitted by Angie Tabrizi on behalf of the Mandel Group (Tax Key No. 454-0655-000).**

Overview and Zoning

This is the next phase of Mandel Group's "The Market at Six Points" project that proposes to construct about 13,200-sf of new retail and event space area called the Market at Six Points.

Since the group's initial submission and selection by the City of West Allis in 2015, it has completed more than \$50 million in investment on the broader project site bounded by W. National Ave., S. 66 St., W. Mitchell St., and the railroad. To recap: SoNa Lofts, an 110-unit apartment building, is under construction to the west and Makers Row phase 1 (to the north) is about to begin construction.

This phase, phase 2, will add 13,200 sq. ft. of newly constructed, food-centric commercial space to the broader mixed-use development. This will amplify the regional value of the West Allis Farmer's Market and create cross-marketing of the Farmer's Market with high-



draw, creative food venues. It will also make the area more attractive to residents who want more things to do within walking distance of their neighborhood. In other words, to keep people in the neighborhood longer to enjoy what the area has to offer.

Expected tenants include restaurants, food product producers, and a wine bar with event space. The emphasis has been to attract local West Allis businesses and new businesses from Metro Milwaukee looking to make their mark on the industry (creative destinations), not national chains. Between all tenants, expected hours of operation are 6am - 12am daily.

The subject property, 16** S. 66 St., is zoned C-3. Restaurant, Event Space (5,000 or more sq. ft.), and Food Production (limited) uses are Conditional Uses in the C-3 zoning district. A public hearing for the Conditional Use permit is scheduled for Tuesday, September 6, 2022.

Site and Landscaping Plan

The site's layout is designed to concentrate activity along street frontages closest to the Farmer's Market and nestle parking and building services to the interior of the larger The Market at Six Points development area. Buildings will be located along the North and East edges of the lot. These will be setback from the lot lines to create space for outdoor patios. Retaining walls will be used to separate the public sidewalk from the patios to account for changes in elevation. An outdoor reception garden for the building's event space will be located behind the building along the West property line.

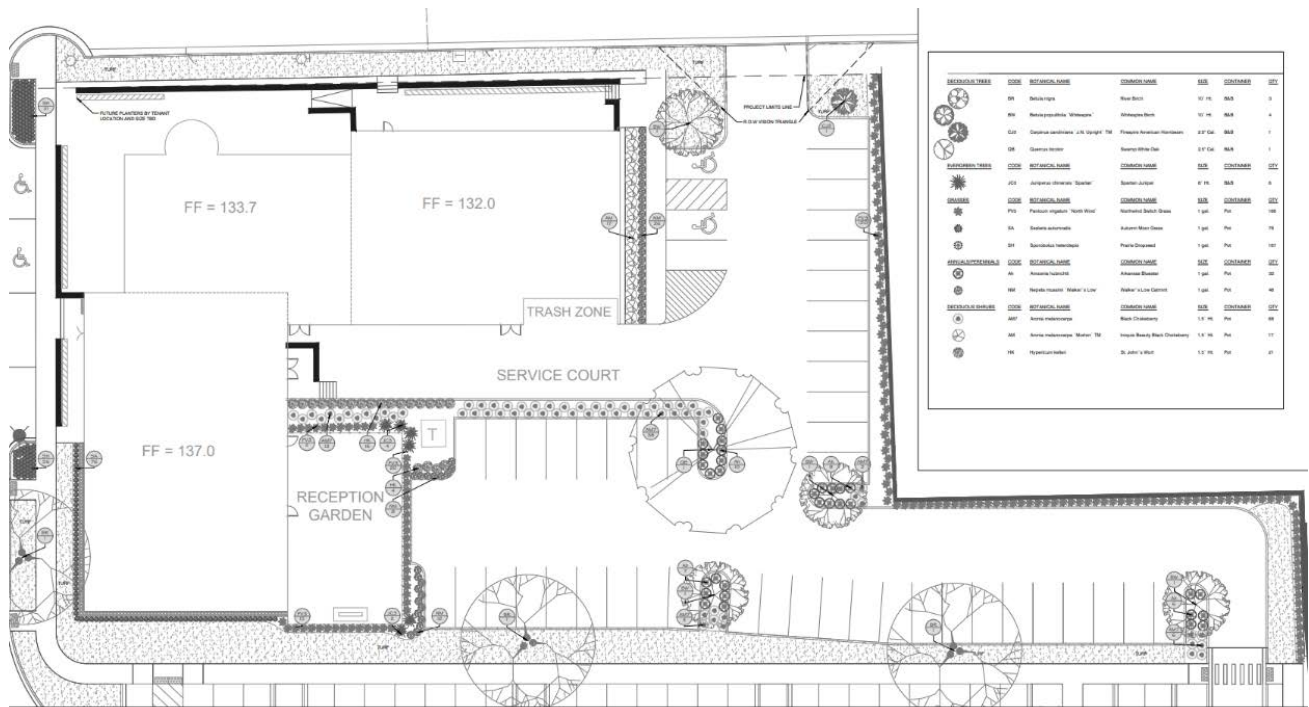
Parking and building services will be located on the South and West sides of the lot. A service court directly behind the buildings will house trash collection and space for delivery vehicles. Fifty-one (51) parking spaces will be provided on site, including 2 ADA spaces, with street parking also available. Additional off-street overflow parking is available within the neighborhood (meaning a short walk) and will be noted at the Plan Commission meeting. Parking will be open to the public, including for the Farmer's Market. Parking and building services will be accessed by a driveway on the Southern end of the East (S. 66th St.) lot line and by an internal connection to the broader development site at the Southwestern corner of the site.

The site will include several trees and a variety of shrubs, grasses, and perennials. Initial plans include 15 trees (5 species), 106 deciduous shrubs (3 species), and nearly 500 grasses and perennials (5 species). Most plantings will be located surrounding the parking lot and buffering the outdoor reception area from parking and building services. The City Forester has recommended improvements to the plan, including changing certain species and planting in different patterns. The landscape refinements will be worked out with staff.

Design Concept

The intent of Makers Row is to include unique commercial buildings detailed to recall the character of repurposed industrial buildings, inspired by other projects from elsewhere in the country.

One stellar example is the Diskin Cider Building from Nashville. An industrial service building was repurposed in a near-downtown neighborhood that now houses Diskin Cider's production operations, tasting room, and events space. The exterior has been reskinned with a sharp-looking, tasteful palette of materials with carefully selected glazing, signage, and lighting. The interior reflects the industrial character of the original, steel-framed building.



Makers Row Design

Makers Row Phase 2 has been designed to evoke the area's historic industrial past in alignment with Makers Row Phase 1. Phase 2 includes a high degree of variation on the exterior skin and massing, giving the feel of a project that evolved over time through a series of additions and expansions.



The singular most unique element of this proposal is the architectural homage to the vintage milk can at the building's Northeast corner. This unique identifier aligns with a key tenant's brand and attracts distinctive, visual interest to the corner. The antique form aligns with the historic and food-based theme of the neighborhood.



The design heavily values active outdoor uses. A broad, prominent entry patio at the corner, public seating, and outdoor dining lay the foundation for a vibrant, active district. Large, operable overhead doors create multi-functional indoor-outdoor space. Generous awnings, landscaping, and retention walls add detailing, weather protection, and a sense of enclosure that make the space attractive to use.



Architectural Plan

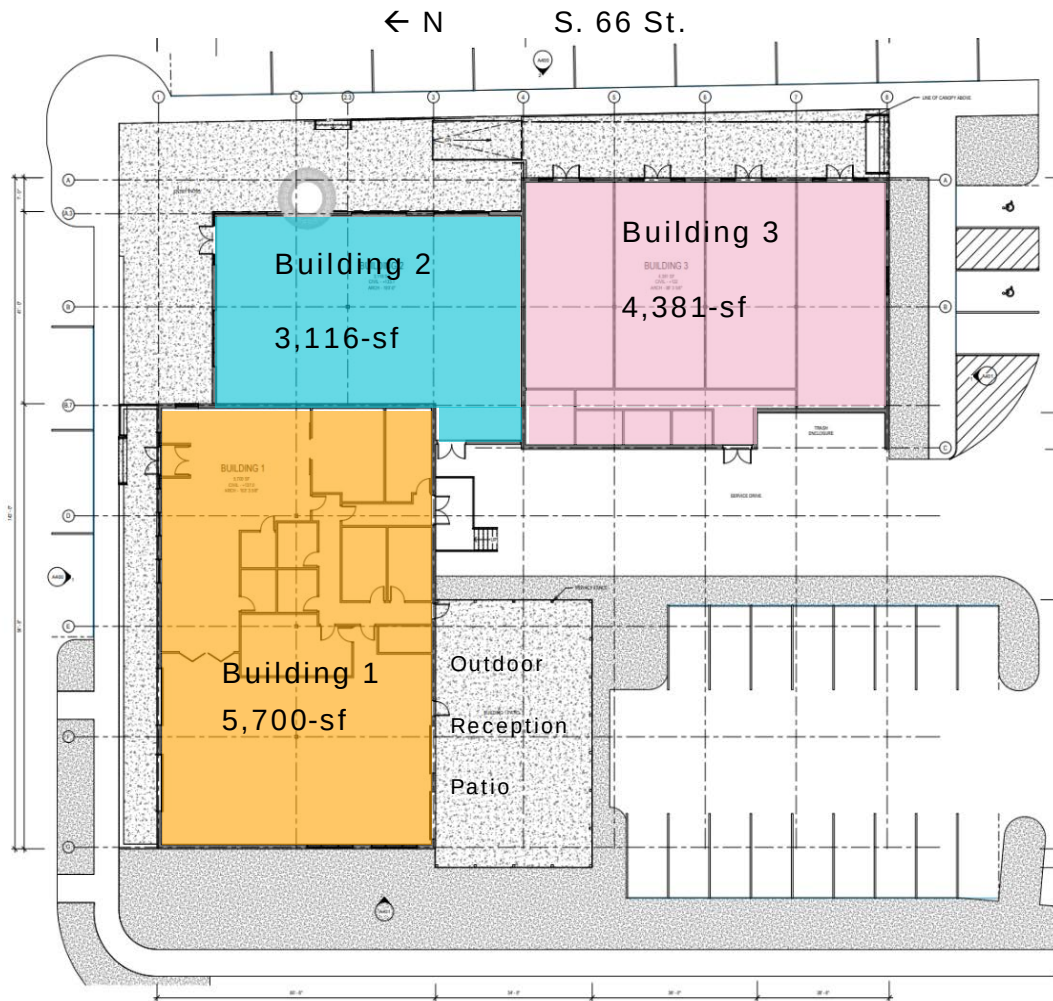
The 1-story building is divided into 3 principal forms, each with a different – but complementary – design. The building's principal material will be metal panel, intended to evoke industrial styles historically associated with the area. 4 different types of metal panels will be used, with different color finishes (several grays and a brown), different orientations (vertical and horizontal), types (corrugated and flat), and spacing between panels or corrugation. Cedar cladding will also be used as an accent material to strategically soften the façade and tastefully highlight signage.

Clear, storefront-style glass will be used prominently on the North and East façades. 6 large, operable overhead doors will be featured on the Northwestern structure. A large awning will be featured along the façade of the Southeastern structure.



Floor Plan

The building will be divided into 3 principal spaces: Building 1 (orange), Building 2 (blue), and Building 3 (pink). Building 1 (5,700 sq. ft.) will hold an event space and opens to an outdoor reception area. It includes several smaller rooms. Building 2 (3,116 sq. ft.) will host the anchor restaurant. Building 3 (4,381 sq. ft.) will be subdivided into 4 smaller spaces, approximately 1,000 sq. ft. each, and will house several smaller restaurants.



Recommendation: Recommend approval of the Conditional use permit and the Site, Landscaping and Architectural plans for The Market at Six Points, a proposed food-centric collection of restaurants, limited food production and retail uses, located at 16** S. 66 St. submitted by Angie Tabrizi on behalf of the Mandel Group (Tax Key No. 454-0655-000) subject to the following conditions:

(Item 1-2 is 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.

2. Revised site plan being submitted to the Planning and Zoning Office to indicate the following: (a) an alternate material being added to building 2 to soften the exterior look (for example additional cedar plank); (b) consideration of an awning over the outdoor patio on the north side of Building 1; (c) a landscaping plan being approved by Forestry with an attention to include some taller plantings or screening on site (ideally along the south and west side of the property), (d) Lighting plan approved by Planning Office, (e) refuse screening details; (f) a pedestrian connection being added (near the southwest corner of the outdoor reception area) from the proposed walkway along the west side of the site to the proposed parking lot.