



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, September 27, 2023  
6:00 PM**

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

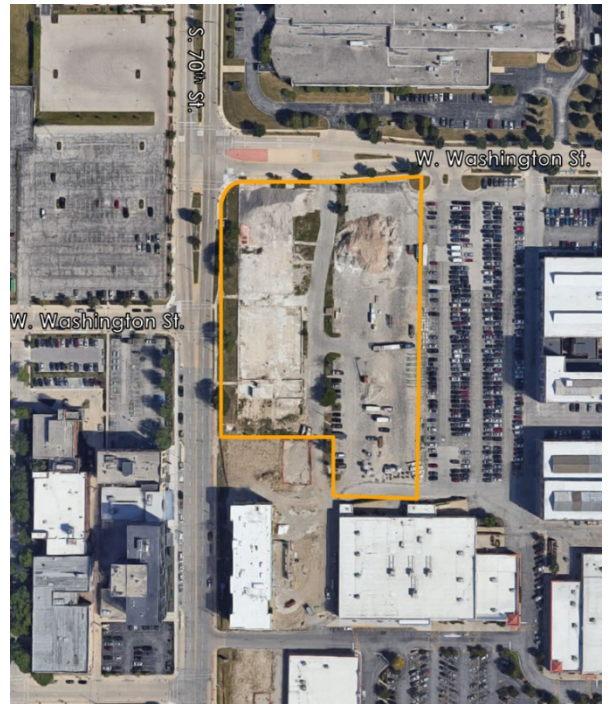
- 3A. Conditional Use Permit for Allis Yards, a proposed 5+ Unit Dwelling, at 1100 S. 70<sup>th</sup> St.**
- 3B. Site, Landscaping, and Architectural Design Review for Allis Yards, a proposed 5+ Unit Dwelling, at 1100 S. 70<sup>th</sup> St. (Tax Key No. 439-9002-000)**

**Overview and Zoning**

Once part of the Allis-Chalmers factory complex, the SE corner of 70<sup>th</sup> and Washington has sat vacant since the demolition of the factory's former office buildings nearly 5 years ago. Today, Land by Label is proposing a new, 264-unit apartment building at the site. This landmark development will greet people entering West Allis from I-94 at 70<sup>th</sup> St.

Once considered by other developers as a site for more office development, Land by Label recognized a dramatically changing market. With the growth of remote work, the reduction in household sizes, and other demographic and economic changes, the need for new housing is extremely high. In fact, the demand for housing in the Wauwatosa-West Allis submarket is some of the highest across the region with very low vacancy rates.

Land by Label anticipates starting construction in Summer 2024 with a 2-year project timeline. Apartments are expected to begin leasing in Summer 2026.

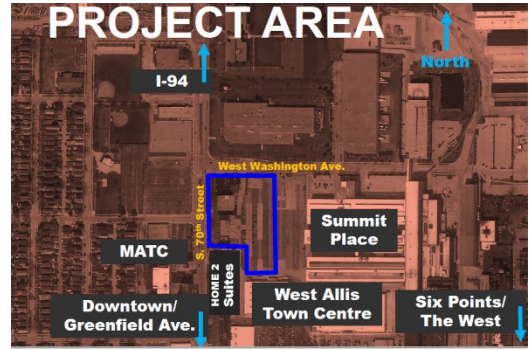


1100 S. 70<sup>th</sup> St. is zoned C-3. 5+ Unit Dwellings require Conditional Use Permits in the C-3 zoning district.



### Site Plan

Land by Label is proposing to purchase the western 3.75 acres of land of an existing 7-acre parcel located at 1100 S. 70<sup>th</sup> St. The eastern portion of this site is currently and will continue to be leased by Summit Place and used as parking for the office center's tenants. Land by Label will divide the site prior to development by a Certified Survey Map.



The proposed apartment building will take up most of the site. The building is designed to face S. 70<sup>th</sup> St. and will be situated within the 20' maximum setback along this frontage. A driveway leading to the building's central courtyard, visitor parking, and indoor tenant parking will be located at the middle of the site, aligned with the intersection of the Western leg of W. Washington St. The central courtyard will also include an outdoor amenity space for residents, including a pool. Pedestrian pathways will also connect through the middle of the site, through a breezeway next to the clubhouse to the East.

A greenway and walking path will be located on the East side of the property which could be aligned with future development on the parcel to the East. A greenway and walking path will also be included on the South side of the property. These paths will meet at an outdoor, fenced dog run at the Southeast corner of the site.



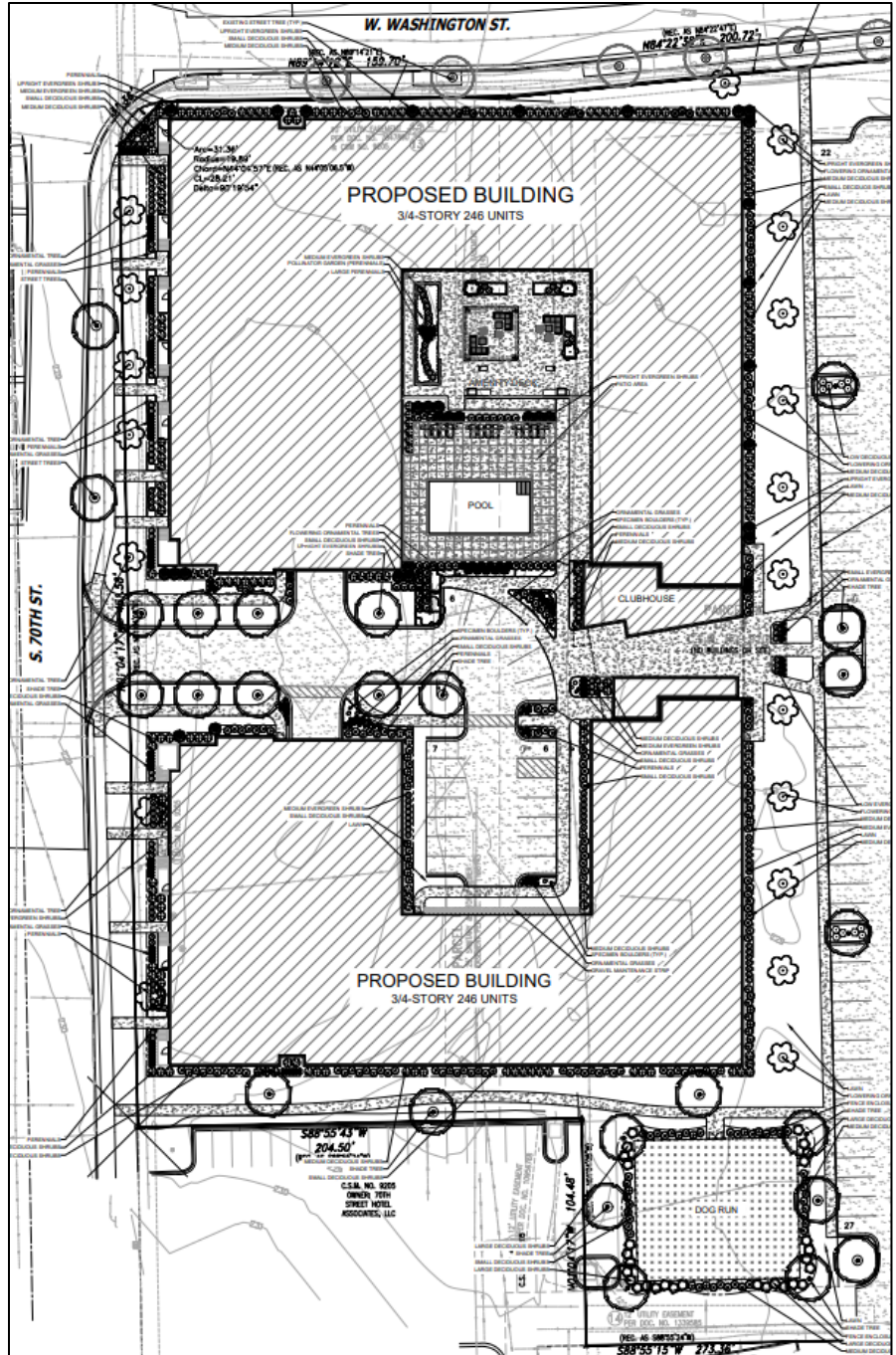
## Landscaping Plan

The proposed development will include a special emphasis on quality landscaping and highlighting natural features.

The site will be densely landscaped along the building. A variety of deciduous and evergreen shrubs will line the perimeter of the building. Flowering trees, ornamental grasses, and perennials will create a visual buffer between private, cantilevered patio entrances for townhome units along S. 70<sup>th</sup> St. and public sidewalks.

The internal courtyard will also include shade trees, small deciduous shrubs, and ornamental boulders. A pollinator garden will bring nature into the amenity patio while a variety of shrubs and ornamental grasses will create privacy through natural screening.

Greenways on the South and East sides will feature grass lawns with larger shade trees and smaller flowering trees. The dog run at the Southeast corner will feature large shrubs for screening and a cluster of shade trees.



## Architectural Plan

The proposed 246-unit apartment building will be split visually into 2 primary buildings. However, the buildings are connected on the second floor and joined by a striking 3<sup>rd</sup> structure with a lobby, community room, fitness center, and party deck that anchors the center of the development's interior courtyard and forms a unique breezeway to allow passage through the middle of the development for people walking.



The buildings will be primarily 5-stories tall, though each building dips down to 4-stories at the center of the development along S. 70<sup>th</sup> St. On the northern building, a stunning rooftop deck with a large canopy will offer beautiful views of the Brewers stadium, downtown Milwaukee, and West Allis. At this unique feature and primary entrance, the end of each building will vary aesthetically with increased use of brick and glass, larger balconies, and an emphasis on vertical lines.



The building includes both underground and first-floor indoor parking. To activate the primary street frontage, single-entry townhome units will line the first floor along S. 70<sup>th</sup> St. The developer plans to include a mural on the first-floor base of the building along W. Washington St. The building is anchored visually at the Northwest corner. This key intersection functions as one of the primary entrances to West Allis as visitors, employees, and residents enter the community from I-94 at S. 70<sup>th</sup> St. The building responds to this key design element by using full-height windows, wrap-around balconies, a dramatic awning, and a sign that will pay homage to the site and community's industrial heritage.



The architect and developer chose a suite of high-quality materials for the building. The façade will primarily be flat panel cement board in a pale color. Flat panel cement boards in dark grey will also be used as a primary accent to highlight windows. Light brown brick will line the first floor along the West elevation, rise at the center as the buildings dip down to 4-stories, and wrap around the corners. Cement will line the first-floor base on the other elevations. The building's key accent and most striking visual material will be wood look nichiha panels. These features will highlight rooflines, balcony wells, and the undersides of canopies. Metal coping will cap the attractive, variegated roofline that crowns the structure.



## Floor Plans

Both buildings are connected underground by an underground parking structure base. Drivers will access this parking garage by a ramp from the garage on the Northern building. (See next page for plans)

The first floor will include 10 townhomes on the West side of the building fronting S. 70<sup>th</sup> St. These townhomes will also share a hallway that connects the units to the first-floor parking garage. The majority of the first floor will be parking. The central entrance on the East end of the property will include the covered plaza that connects both sides of the development, a lobby, mail room, offices, work room, and amenities such as a game room and golf simulator. (See next page for plans)

The second floor of this feature will connect the two buildings and includes a fitness center, club room, and rooftop deck. 254 apartments, tenant storage, and trash rooms are contained on the rest of the second through fifth floors. The fifth floor also features a rooftop terrace.



### Second floor plan

#### Unit Mix

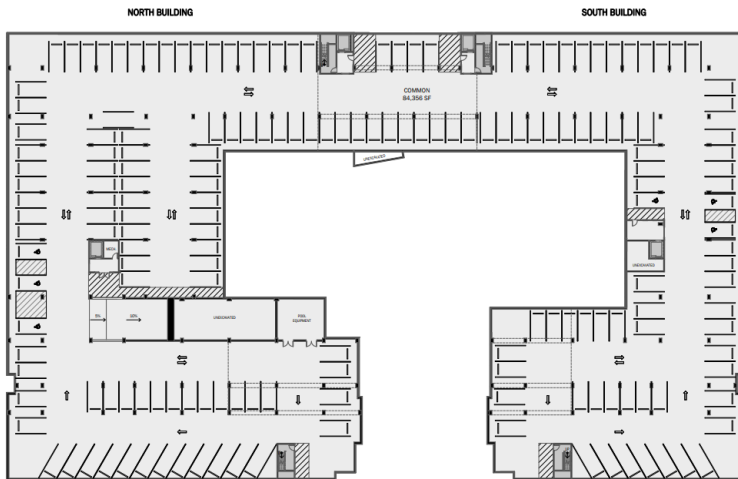
The 264 units include:

- 32 studios
- 96 1-beds
- 100 2-beds
- 18 3-beds

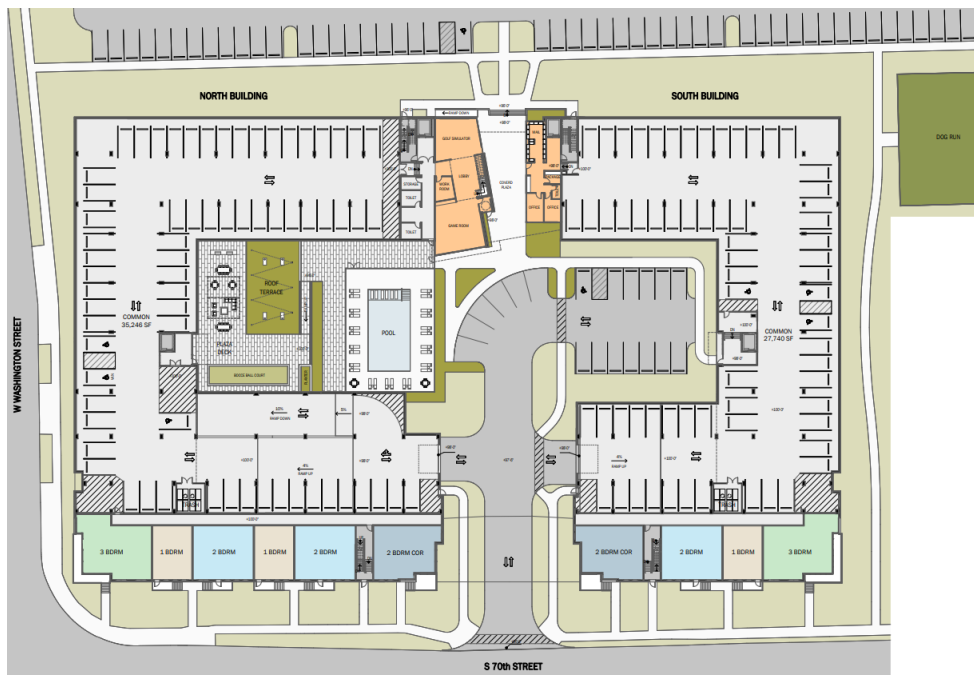
## Parking

Allis Yards will include 383 total parking stalls, a ratio of 1.55 stalls per unit. This is below the maximum requirement of 528 stalls (2 per unit).

The lower level will include 179 stalls. The first floor will include 122 stalls. In total there will be 301 enclosed stalls, 13 of which will be accessible.



The internal courtyard will include 19 stalls, including 1 accessible stall. A row of parking along the East side of the property will include 48 stalls, including 1 accessible stall. In total, there will be 69 outdoor stalls, 2 of which will be accessible.



Parking along the East side of the property may be removed with future development. If so, 335 spaces would remain. This 1.27:1 parking: unit ratio is more in line with recent housing developments in the city.

## Design Guidelines

Compliance with the design guidelines is mandatory for new development. The proposed project satisfies all applicable guideline requirements. Highlights include:

1. Context
  - a. Neighbor: Building contributes to the historic urban canyon effect along S. 70<sup>th</sup> St. Higher density scale is appropriate for site in major area. Material and style references to historic industrial area. Strong focus on pedestrian connectivity through and around site, improves access for an area with history of poor pedestrian design.
  - b. Site: Building oriented to 70<sup>th</sup>, highlights key corner, references historic elements of area. Building will serve as a landmark for people entering the city.
2. Public Realm
  - a. Active Ground Floor: strong blending of public and private realm and activating public realm with townhome private entries/patios along S. 70<sup>th</sup> St. Townhomes and mural prevent blank first floor walls along public facing sides. Dense landscaping prevents blank first floor walls on rear sides.
  - b. Build for People: one of development's strongest features is the programming of space for people. Courtyard is a major feature that offers features for socializing, is accessible. Pedestrian pathways and internal connections are another highlight. The unique breezeway through the middle of the site is both unique and highly functional.
  - c. Mitigate Impacts: vehicle parking primarily enclosed within building, also shielded from public realm by internal courtyard, rear placement. Services and utilities enclosed within building.
3. Quality
  - a. Building: high-quality building with compelling design, quality material palette, unique points of emphasis, and thoughtful integration of features like balconies and rooftop decks.
  - b. Environment: focus on integrating natural features. Reduction in impervious surfaces from site's previous condition. Increased density promotes reductions in energy use per capita.

See attached Plan Commission checklist.




**Recommendation:** Approve the Site, Landscaping, and Architectural Design Review for Allis Yards, a proposed 5+ Unit Dwelling, at 1100 S. 70th St. (Tax Key No. 439-9002-000) subject to the following conditions:

1. Revised Site, Landscaping, and Architectural plans submitted to show the following: a) at least 8 outdoor bicycle parking spaces and 49 indoor bicycle parking spaces to comply with Sec. 19.44 Vehicle Parking; b) building shifted 1-3 feet South and/or East to create additional visibility at NW corner; c) additional sidewalk on N side of internal driveway connecting plaza to S. 70<sup>th</sup> St.; d) Type II curb cuts along driveway entrance; e) North and East elevations approved by staff; f) work with city to include mural on North concrete base; g) landscaping and species plan approved by City Forestry; h) lighting plan approved by Planning & Zoning staff.
2. Submission and approval of a Traffic Impact Analysis memo. If plan revisions are required to accommodate needs for additional right-of-way along S. 70<sup>th</sup> St., Plan Commission re-approval will be required for design amendments.
3. Submission and approval of a Certified Survey Map. Easement or dedication may be required for sidewalk and bus stop features on NW corner of site. Easement may also be required for internal driveway along south property line.
4. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit.
5. Documentation and approval showing compliance with the City of West Allis Stormwater Management Ordinance, to be submitted to the Building Inspections and Neighborhood Services Department by a registered Civil Engineer. A stormwater permit must be obtained from the City Building Inspector. Contact Mike Romens, Building Inspector, at 414-302-8413.
6. Planned work or modifications within City right-of-way shall be coordinated with City Engineering. Driveway permits being applied for and obtained through City Engineering for any modifications. Contact Greg Bartelme (414) 302-8367.
7. Common Council approval of the Conditional Use permit.

# PLAN COMMISSION CHECKLIST


1.

**Goal:**  
Context

Objective	Criteria		Notes
a. Neighbor	i. Street wall	<input type="radio"/>	
	ii. Scale	<input type="radio"/>	
	iii. Historic neighbors	<input type="radio"/>	
	iv. Connectivity	<input type="radio"/>	
b. Site	i. Orientation	<input type="radio"/>	
	ii. Unique features	<input type="radio"/>	
	iii. Historic elements	<input type="radio"/>	
	iv. Additions	<input type="radio"/>	


2.

**Goal:**  
Public Realm

Objective	Criteria		Notes
a. Active Ground Floor	i. Tall and clear ground floor	<input type="radio"/>	
	ii. Street edge	<input type="radio"/>	
	iii. Active uses	<input type="radio"/>	
	iv. No blank walls	<input type="radio"/>	
b. Build for People	i. Engaging spaces	<input type="radio"/>	
	ii. Accessible spaces	<input type="radio"/>	
	iii. Built-out site	<input type="radio"/>	
	iv. Pedestrian connections	<input type="radio"/>	
c. Mitigate Impacts	i. Vehicle parking	<input type="radio"/>	
	ii. Utilities and services	<input type="radio"/>	
	iii. Lighting	<input type="radio"/>	
	iv. Fencing	<input type="radio"/>	

3.

**Goal:**  
Quality

Objective	Criteria		Notes
a. Building	i. Quality materials	<input type="radio"/>	
	ii. Ground floor	<input type="radio"/>	
	iii. Exterior features	<input type="radio"/>	
	iv. Quality design	<input type="radio"/>	
b. Environment	i. Natural features	<input type="radio"/>	
	ii. Manage stormwater	<input type="radio"/>	
	iii. Reduce impervious surface	<input type="radio"/>	
	iv. Embody sustainability	<input type="radio"/>	