



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, January 27, 2021**  
**6:00 PM**

**Virtual Meeting**

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

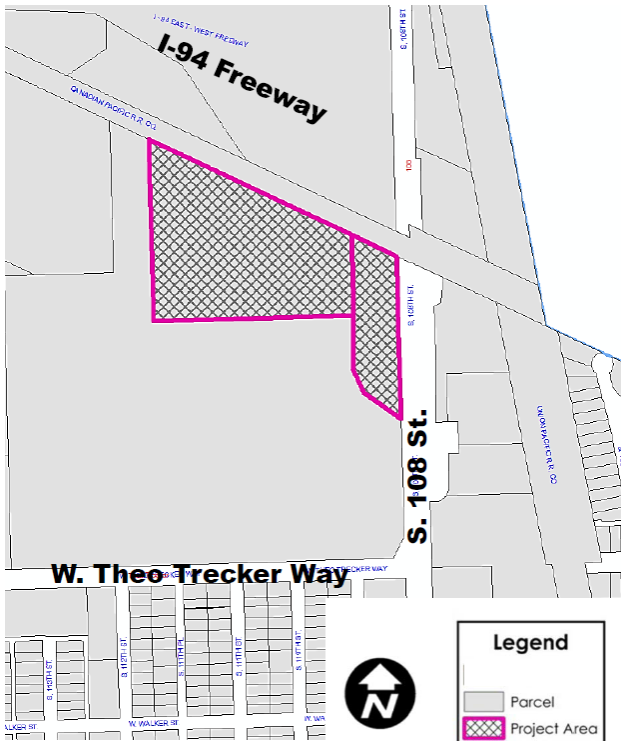
9. **Ordinance to amend the Official West Allis Zoning Map by rezoning properties, located at 331-33 S. 108 St., and 1\*\* Block of S. 108 St. from M-1, Light Industrial to C-3, Community Commercial District (Tax Key No. 414-9990-001 and 414-9991-002).**



**Overview and Zoning**

The purpose of this recommended rezoning is to align the zoning of the property (light industrial) with the 2030 Future Land Use Plan (commercial). Planning and Zoning and Economic Development staff are recommending the rezoning from the existing M-1, light industrial district to a C-3, community commercial district to the Plan Commission (1/27/21) and

Common Council (public hearing 2/2/21). The 2030 Future Land Use of the properties is Commercial.



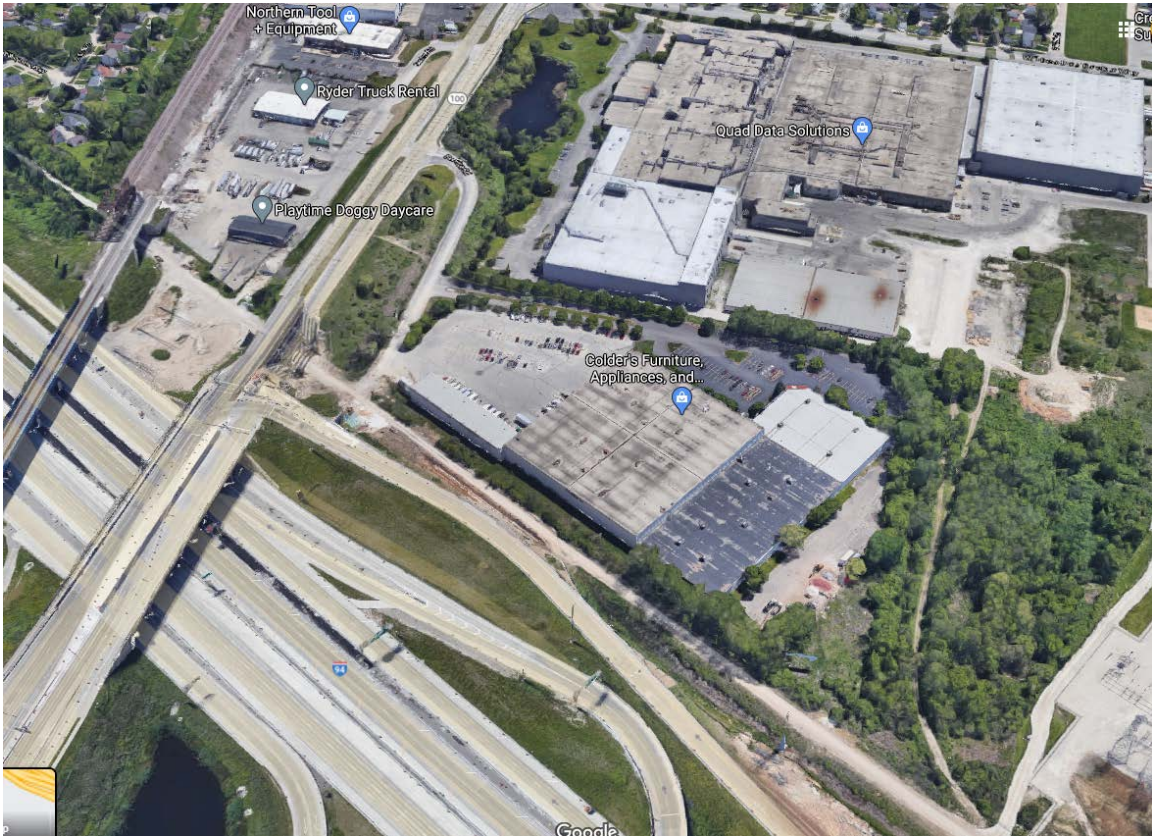
The subject properties include 15 acres of property at the north gateway of the Hwy 100 corridor:

- An existing Colder's showroom and distribution site at 331-333 S. 108 St. (12 acres);
- An abutting existing City owned property fronting Hwy 100 (3 acres).

The schedule for consideration started in October of 2020 when both a presentation from an interested buyer/the Kriete Group and on the same agenda a moratorium proposal were shared with the Common Council for consideration.

The City is fortunate to benefit from its central location and it's also ideal to have new businesses interested in locating in the City. However, there is an opportunity that may be lost if the City doesn't consider this area's premier location within

the larger context of the Hwy 100 corridor (the North Gateway Opportunity area of the Hwy 100 Corridor Study) and the metropolitan region.



### Facts and Options to Consider

- The City doesn't control the 12 acre Colder's property as it is privately owned by Felker Family LP.
- Current 2020 assessed value (Colder's property) is \$6,255,700 (L\$1,271,600 + I \$4,984,100)



Two options are summarized within the scope of our 2030 Comprehensive Plan and Hwy 100 corridor study so as to guide the best result in support of the long-term vision for future West Allis and the Hwy 100 corridor. Of note, there are only a handful of sites in the metro area that have the visibility to attract a marquee development.

On October 6, 2020 a moratorium was presented and adopted by Common Council. The moratorium recognizes the importance of the site and provides the City additional time to consider the future land use and development possibilities for this Interstate frontage within the Zoo Interchange.

On the same night, a trucking company interested in adaptively improving the property for their corporate offices, truck sales, warehouse and repair facility shared their conceptual plan toward the purchase and redevelopment of the Colder's site. While the Common Council decided to adopt the moratorium, they also suggested that the prospect prepare additional information to help in the decision-making process.

For purpose of making a decision on the rezoning matter before Plan Commission there are two options:

(1) Maintaining existing M-1 zoning – no zoning change and thereby continuing to work with prospective buyers of the property within the scope of the existing M-1, light manufacturing district.

(2) Rezoning the property to Commercial – the rezoning option would change the zoning from M-1, light manufacturing, to C-3, Community Commercial zoning district. This option would align commercial zoning with the 2030 City's future land use plan and seek to implement the strategy outlined within the Hwy 100 Corridor Study.

- A rezoning effort would seek a more dynamic mix of commercial uses for this site. Stakeholder meetings conducted during the process of the Hwy 100 study indicated that avoiding passing by or through traffic, with an emphasis on improving connections and seeking a mix of destination uses would be the best solution to transform the image and vitality of the corridor so people could walk, bike to/from or park and stay longer.
- According to the market study findings, the Corridor has market potential to attract a range of development types including entertainment, hotel, office, medical, industrial/flex, and retail, restaurants, apartments, and senior housing. The current M-1, light manufacturing zoning will limit residential uses as it focuses more so on allowing industrial uses.
- If rezoned, light industrial uses would not be allowed within the commercial zoning district.

#### **Visioning and staff comment**

The recommendations in our 2030 Comprehensive Plan and the Hwy. 100 Corridor study are visionary in nature. These plans look to the future, envisioning what the Colder's site and the surrounding sites could be at their greatest and best use. These plans are intended



set the stage for new, creative, and inspiring ideas, growth and development along Hwy 100.

It is the Planning and Zoning's belief that manufacturing uses fronting the corridor are not in alignment with the vision and energy the City hopes to create in this area. Given the unique nature of this site and, more broadly speaking, this segment of the Hwy 100 corridor, it's important that we seek to determine if a light manufacturing use is the greatest and best use at this location.

Planning staff's stance is that the City could expand its horizon of potential suiters for this area. The north gateway area is a welcoming point into West Allis. The subject area has just over 1,200-ft of frontage along Interstate 94 and about 700-ft of frontage on Hwy 100. WisDOT traffic counts indicate about 45,000 vehicle trips per day on Hwy 100. Further, this area is uniquely positioned in the regional context being a centralized location and in proximity to the Zoo Interchange, Mayfair Mall, the Mayfair Collection, the Technology Innovation Center at Research Park, Froedtert Hospital and the Medical College of WI.



The property sits within the nexus of Waukesha and Milwaukee Counties and will add market value and have the ability to attract a wide range of bustling commercial users.

Consider the following reasons in support of rezoning the property to commercial:

1. Location - Given the sites prime location along the interstate, the property possesses the potential to be one of the top 5 locations in the City, and perhaps the Milwaukee Metropolitan region for redevelopment if properly marketed.
2. Market potential - Within the shadow of this site the City of Wauwatosa is also facing similar challenges/opportunities with a recent concept for a high-rise apartment at Hwy 100 and W. Bluemound Rd. In the City of Brookfield, Landmark Credit Union has built a 5-story 160,000-sf headquarters along Interstate 94. More recently, Cobalt Partners announced a

new entertainment, hotel, office and housing redevelopment in the City of Greenfield near Loomis Rd. on each side of Interstate 894.

- Simply put, there are several redevelopment options well within our City's wheelhouse.
- Is the best West Allis can aspire to be a light industrial use?

The City has come a long way with new beginnings with impactful successes not even contemplated a few years ago. There are only a handful of sites in the metro that have the visibility to attract a marquee development. Just imagine what a little time and some good marketing could induce. The Highway 100 Corridor Study articulated a visualization of a robust commercial corridor with capacity to accept a mix of dynamic uses that will further brand the positive image of West Allis.

3. Settle or explore the market – This is one of the first known development opportunities being considered for the property. Colder's has occupied the site since about 1983 (almost 40 years). The Development Department believes there are other opportunities to explore toward a higher and better use. The freeway visibility at the Zoo interchange should be enough to catch the eye many high-end developers and uses that can inspire the public's perspective of what West Allis's view is of the city's future. The market has yet to be fully tested in that the property has not been widely marketed for sale.

4. Public cost – The most recent prospective buyer has indicated that they will be asking for money. That being said, there may not be any immediate property tax relief to the City's taxpayers.

If the city is going to invest money into something the development will need to convey a lasting image and value proposition that answers the following: "What do we want West Allis to be?" And, "This is what West Allis is going to be."

**Recommendation:** Common Council approval of the Ordinance to amend the Official West Allis Zoning Map by rezoning properties, located at 331-33 S. 108 St., and 1\*\* Block of S. 108 St. from M-1, Light Industrial to C-3, Community Commercial District (Tax Key No. 414-9990-001 and 414-9991-002) scheduled for 2/2/21.