



HWY 100 CORRIDOR COMMUNITY MEETING





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PROJECT OVERVIEW & GOALS



- City of West Allis
- Evaluate Corridor
- Review Market and Economic Opportunities
- Planning, Zoning and Design Implications
- Assess Feasibility and Implementation

OUR APPROACH

MARKET PROGRAM



PHYSICAL CONTEXT



COMMUNITY ENGAGEMENT



GOALS OF TODAY



- Overview of the Project and Process.
- Initial Findings.
- Opportunities, Obstacles and Areas of Focus.
- Gather input and opinions from attendees of today's meeting.



WHAT WE HAVE HEARD SO FAR



STAKEHOLDER INTERVIEWS September 5, 2016

Who we talked with

MEETING 1

Steve Shaer	Manger, Planning and Zoning
John F. Stibal	Director
Cory Clark	Intern
Tony Giron	Planner
Patrick Schloss	Community Dev. Manager

MEETING 2

John Ford	Catalyst Partners
Thomas Balistreri	Colder's
Robert Elkin	WDOT
Eric Lynde	SEWRPC
Karin Gale	CDA
Patrick Mitchell	Police Chief

MEETING 3

Robert Schmidt II	Boulder Venture
Jim Taylor	Oscars
Brian Frank Plan	Commission/Rosehill
James Dorman	Amalga Composites
Jack Deluca	Amalga Composites

MEETING 4

Wayne Clark	PC/CDA
Don Nehmer	PC
Marty Lexmond	WAWM School Dist.
Tim Szuta	Alphonso's Pizza Owner
Aaron Sondhi	Menchies

MEETING 5

Ed Lisinski	Director of BINS
Pete Daniels	City Engineer
Traci Gengler	Principal Engineer
Mason Pooler	Fire Chief
Rebecca Grill	City Administrator

MEETING 6

Ald. Michael May	3rd District
Ald. Gary Barczak	3rd District
Ald. Kevin Haass	4th District
Ald. Rosalie Reinke	4th District
Ald. Dan Roadt	4th District

MEETING 7

Dan Devine	Mayor
Ald. Michael Czaplewski	1st District Council
Tom Lajsic	President
Gerry Schmidt	Local Resident
Brenda Schmidt	Local Resident

Highway 100 - Current Impressions

- **Convenient access** to many stores, many of which are **doing well**.
- A place to **drive through** without a distinctive identity.
- **Run down, tired, boring strip** that could be anywhere in America.
- **Older businesses left behind.** Overabundance of check cashing places.
- **Not a regional shopping destination**, just a bunch of empty stores.
- A **reason to for developers to pay attention** with new investments like Holiday Inn.

Highway 100 - What we want:

- **A mixed-use walkable destination** (like Mayfair Collection in Wauwatosa)
- **Entertainment**- restaurant, movie theater, detinations for early evenings
- **Nicer restaurants**, craft breweries (distinctive and local)
- **Large employers** (like Quad Graphics or a medical user)
- **Research park** (like in Wauwatosa)
- **Multifamily residential** (condos, apartments, senior apartments)
- Youth Sports Center
- Amazon Distribution Facility
- Health Clinic
- Maker space
- High-end storage
- Light manufacturing (but not fronting on Hwy 100).

Highway 100 - What we don't want

- **Widen or add bike lanes** to Highway 100
- **More check cashing stores**, vaping stores, tattoo parlors, etc.
- **More self-storage**
- **Fake town center** (such as Bayshore Mall)
- **Non-profits filling vacant retail boxes**
- **More strip malls**
- **More big box**

Highway 100 - Goals

- **Become a destination**, with a greater diversity of attractions/ unique businesses, a unique place to spend time. Draw people here and stay here from the region
- **Improve local and regional perceptions** of the Corridor. A place to visit vs. a place to drive thru.
- **Attract viable business**, especially unique local businesses.
- **Aesthetically pleasing/more attractive** (streetscaping, nicer businesses)
- **More walkable.** Improve connectivity.
- **Inject some life in the dead zones**

COMMUNITY FEEDBACK - ONLINE SURVEY

The City of West Allis distributed a survey to residents, employees, and business owners throughout the Study Area.

231 Respondents

193 Residents (84%)

15 Business Owner/Employee (6%)

23 Did not disclose (10%)

AREA STRENGTHS AND POTENTIAL FROM SURVEY RESPONDENTS:



High potential between Greenfield and I-94

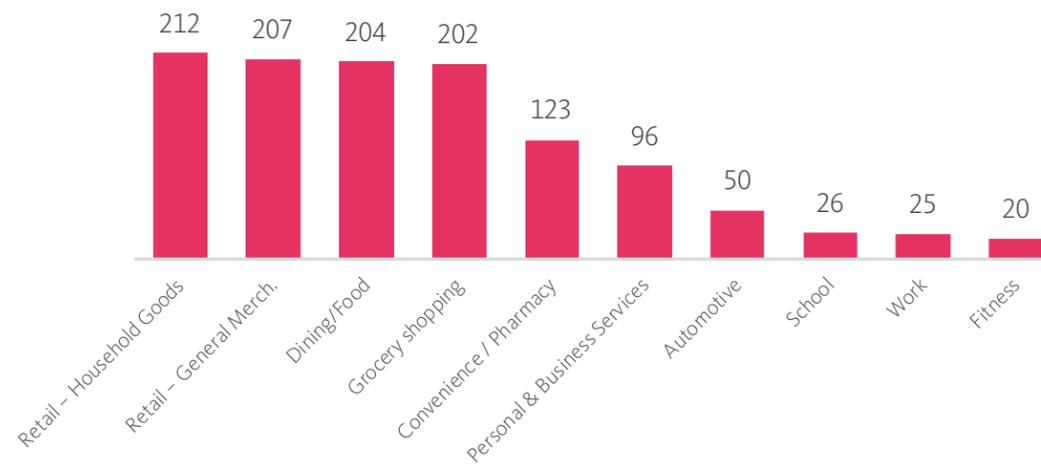


Demand for dining, grocery, & convenience

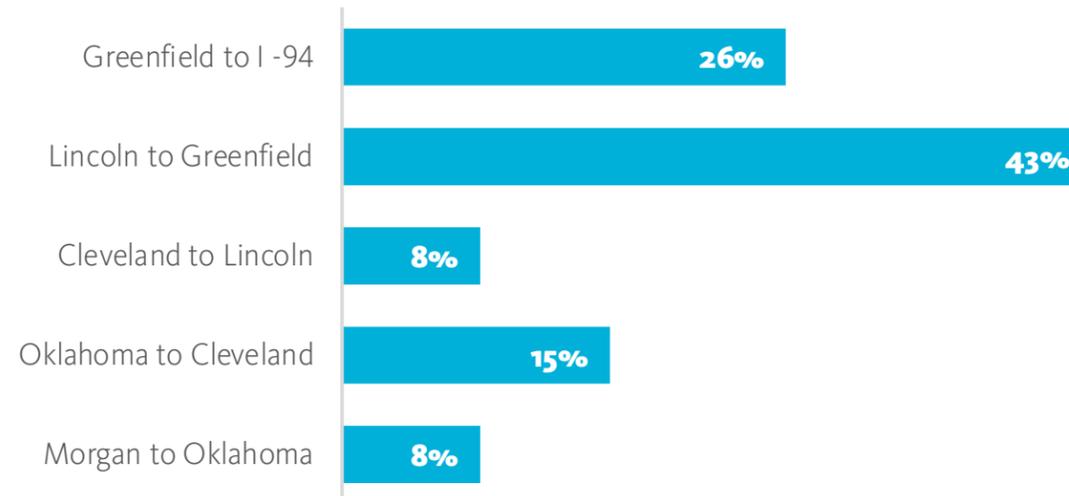


Demand for general merchandise and household goods

"Why do you visit the Highway 100 Study Area?"



"Which two sections of Highway 100 have the greatest potential for improving the desirability of the corridor?"



MARKET ANALYSIS



14,192 Employees 11,731 Residents

13,912

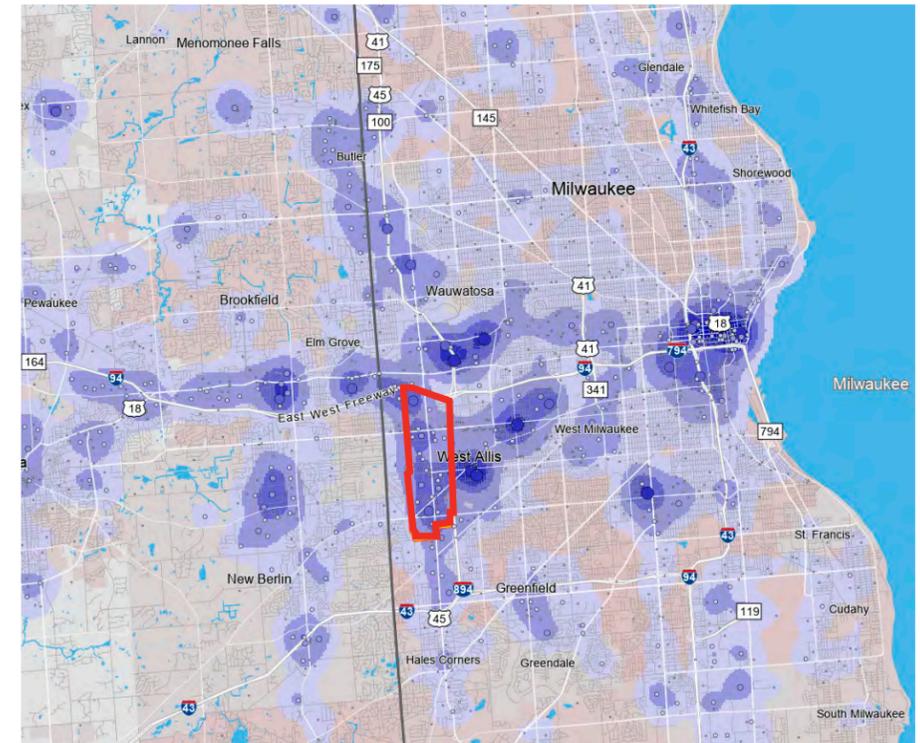
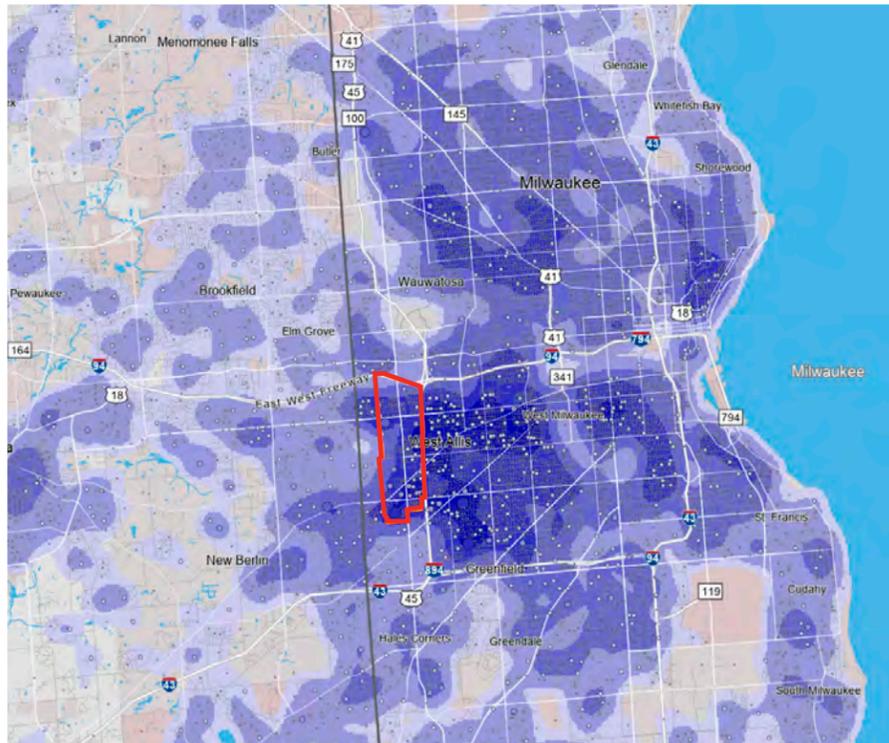
workers commute to the Study Area each day

280

Live + Work
in the
Study Area

6,142

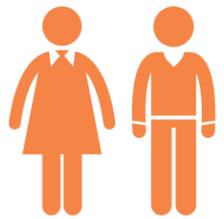
residents commute from the Study Area each day



Densely populated with residents and employees
High throughput area for commuters using Hwy 100
Residents primarily commuting elsewhere (Wauwatosa, Downtown, West Allis)

RESIDENT GROUPS AND SPENDING

Four Primary Household Types in the Study Area



MIDDLE GROUND

2,042 Households (34%)

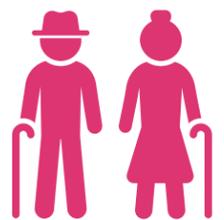
- **Largest** household type in Study Area
- **Well-educated** individuals or couples
- Most live in **rental apartment** complexes.
- Lead **active lifestyles** and high **health and wellness** spending
- Above average in **convenience and grocery** spending
- **Tech-savvy** and digitally literate households



GEN X URBAN

1,692 Households (28%)

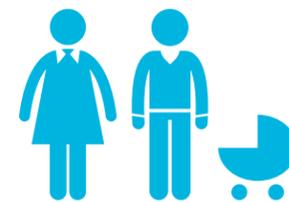
- **Highest earners** in the Study Area
- Homeowners in **quiet neighborhoods** near **parks** and **schools**
- Above average **convenience** and grocery spending
- Propensity towards **health and wellness** spending



SENIOR STYLES

1,204 Households (20%)

- **Oldest** household type in Study Area
- Individuals or couples adapting to life as **empty nesters**.
- Live in **senior living complexes** or mobile homes
- Propensity towards **health and wellness** spending
- **Lowest spending** households in Study Area.



METRO FUSION

828 Households (14%)

- Mostly **single-parent** and **single-person** households.
- Primarily **renters** with **young children**
- Highly **diverse and well educated**
- Highest **convenience** and **grocery** spending
- **Tech-savvy** and digitally literate households



RETAIL & FOOD

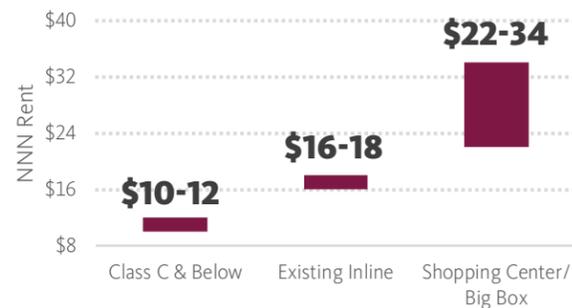
Pros:

- High density of households
- High throughput/traffic
- New product performing well

Cons:

- Lack of connectivity/access.
- Competition in Wauwatosa.
- Overparked in some areas.
- Dated product and format.

STUDY AREA RENTAL RATES



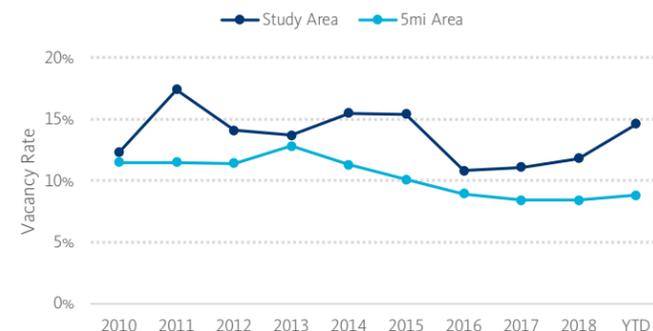
OFFICE

Class B & B+ Office and Medical Office have best alignment within the Study Area's market.

102nd St and Lincoln Ave are the largest office and medical office space clusters.

No new office inventory within the Study Area since 2000. Over 940k SF has been added within 5 miles since 2010.

VACANCY RATE (%)



FLEX/INDUSTRIAL

Area of strength for the corridor. Outperforming nearby markets.

Optimal for **secondary streets**, rather than on Hwy 100.

Attracts the **daytime population**, with many Study Area employees working in manufacturing-zoned areas.

INVENTORY (VS. OFFICE)

5x more Flex/Industrial SF than Office SF in the Study Area

VS.

2x more Flex/Industrial SF than Office SF within 5 miles



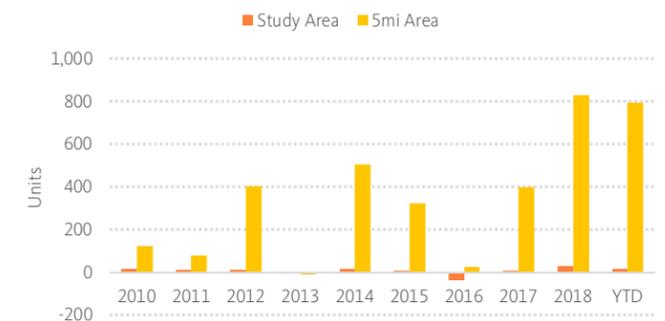
MULTI-FAMILY

Low-density, market rate, senior living and assisted living have best alignment within the Study Area's market.

Smaller (**50-75 units**) product best suitable for the Study Area.

Mostly dated product, but **positive absorption in the broader market** - indicating demand in surrounding communities.

DIRECT NET ABSORPTION (UNITS)



KEY TAKEAWAYS

Densely populated corridor for commuting in and out

Very few live-work households

Highest expected growth is anticipated in healthcare

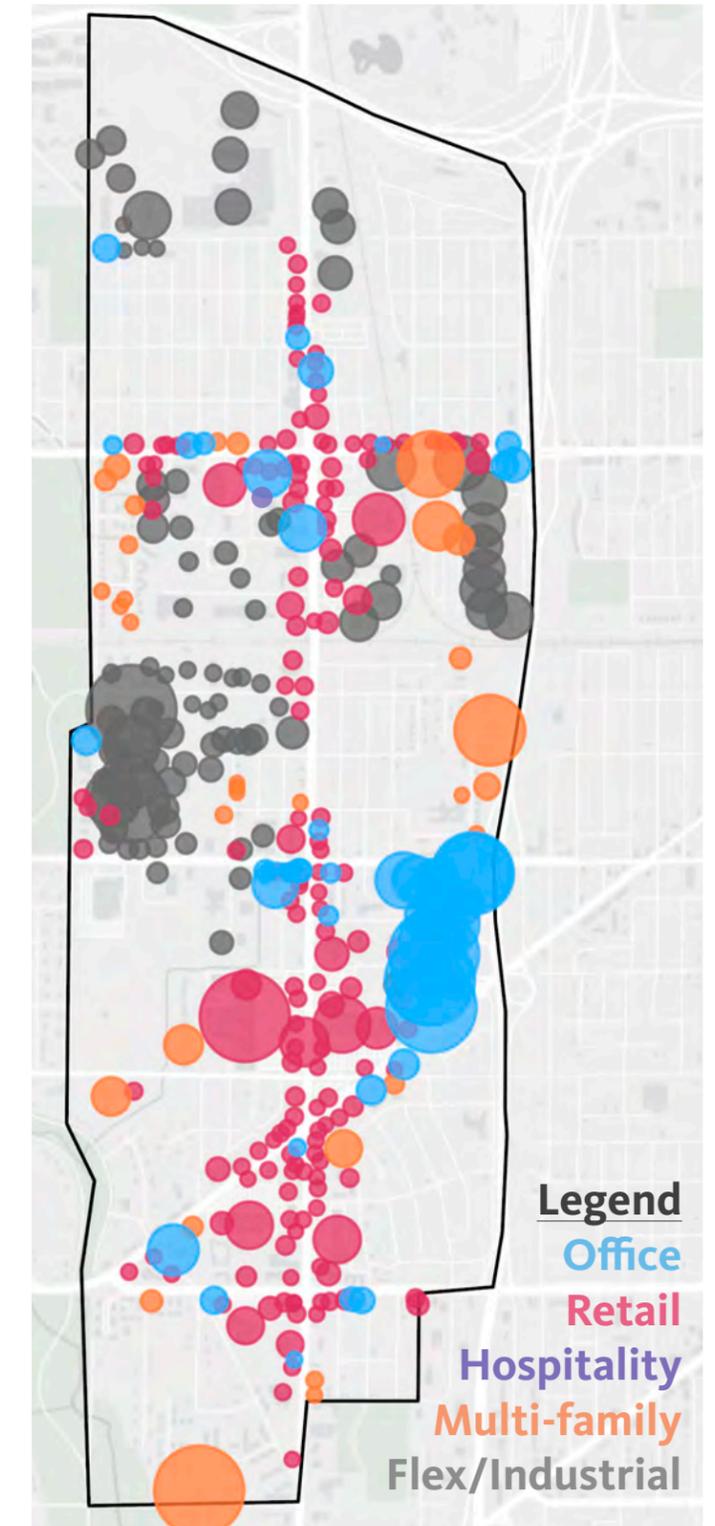
Residents spend on convenience, grocery, and health & wellness

Traffic & safety are primary community concerns

North and South sections have different conditions

Targeted office and multi-family opportunities

Retail, entertainment, and f&b have format and typology challenges



TYPICAL SPACE MODULES BY LAND USE

RETAIL & FOOD

2-20k SF



WORK

40-160k SF



HEALTH

10-50k SF



RECREATION

10,000-100k SF



LIVE

75-100k SF



An aerial photograph of a suburban neighborhood. A major road runs vertically through the center, intersecting with a horizontal road. The area is filled with residential houses, parking lots, and some commercial buildings. The sky is overcast with grey clouds. The text "Existing Conditions Survey & Analysis" is overlaid in the center of the image.

Existing Conditions Survey & Analysis

EXISTING CONDITIONS SURVEY



EXISTING CONDITIONS SURVEY

This is a long corridor with the potential and capacity for **multiple centers of activity.**

There is a lot going on (e.g. industrial activity, schools, retail, etc.) it is just unfocused and isolated.

Lacking interconnectivity between use/activities. This is probably based on the auto oriented character of the corridor's history.

The corridor is generally well occupied with individual vacancies scattered throughout.

Based on the survey, there seems to be preference for investment on the north side of the corridor

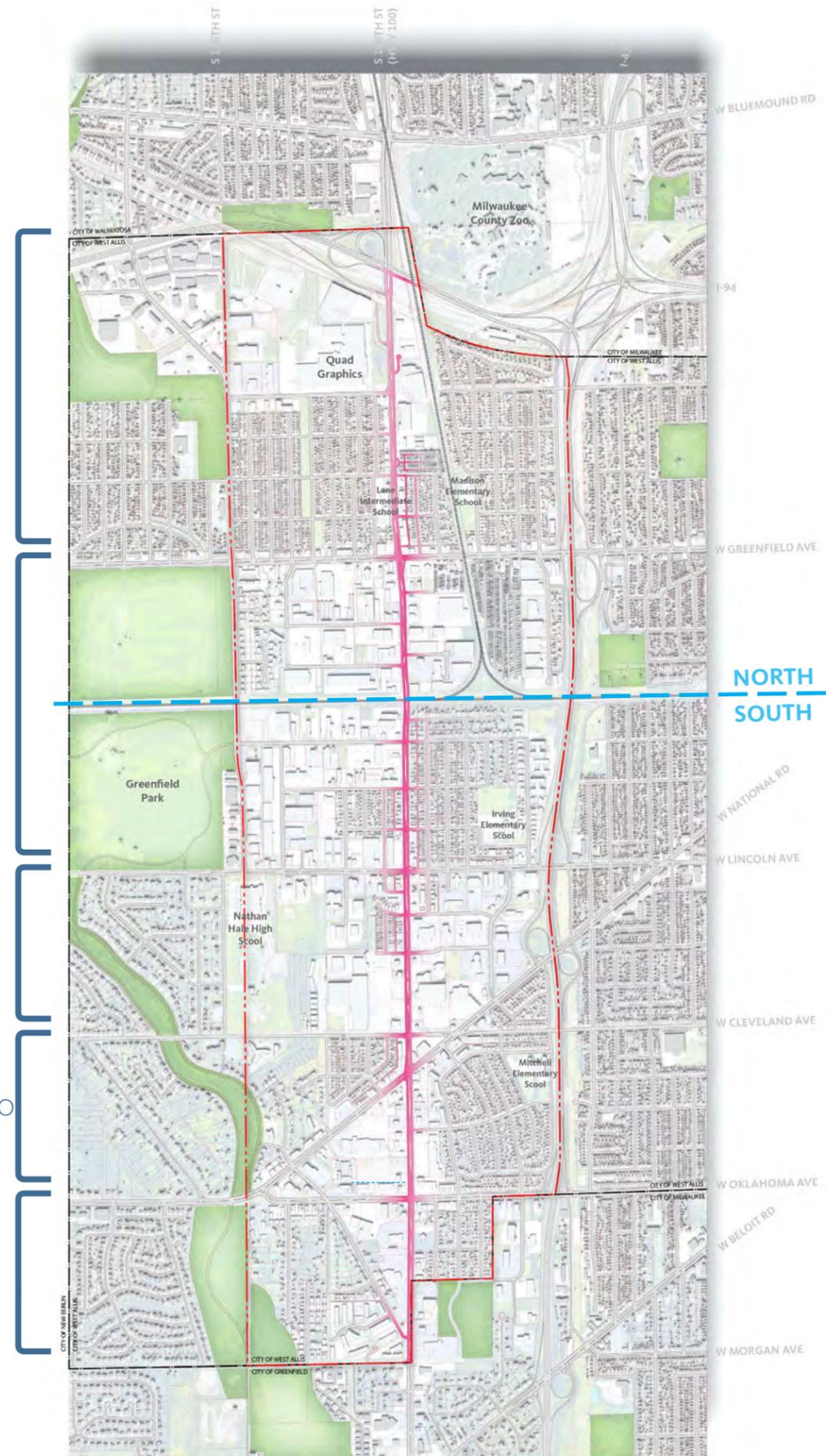
I-94 TO GREENFIELD
26%

GREENFIELD TO LINCOLN
43%

LINCOLN TO CLEVELAND
8%

CLEVELAND TO OKLAHOMA
15%

OKLAHOMA TO MORGAN
8%



I-94 TO GREENFIELD AVE

The north end of the corridor is characterized by large industrial buildings with little street presence.

As a first impression for the corridor and West Allis, this area represents a large opportunity for transformation.

The Hank Aaron Trail provides an amazing recreational amenity that should be leveraged.

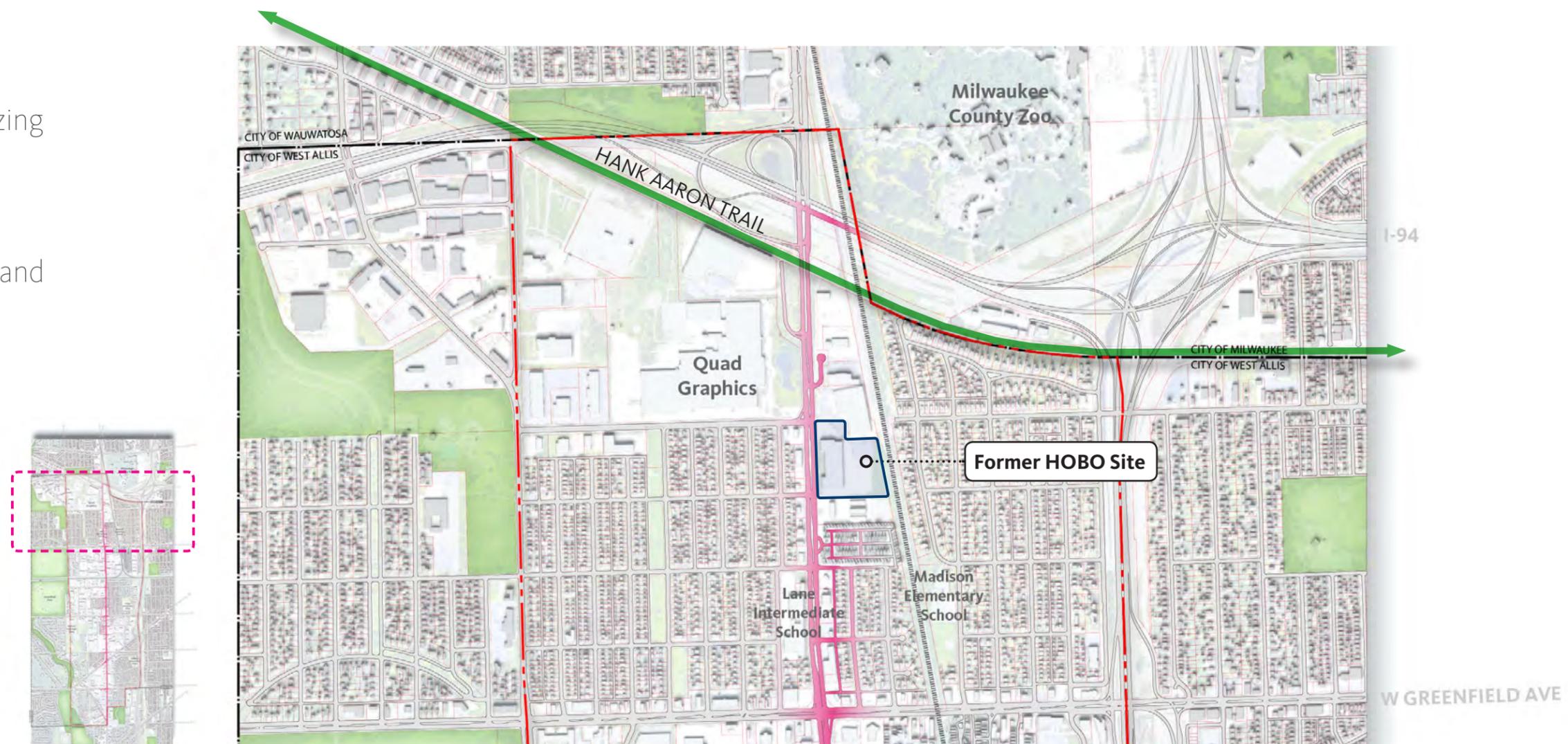
Former HOBO site is currently vacant and represents a key opportunity.



VIEW DRIVING SOUTH FROM I-94



VIEW OF HANK AARON TRAIL FROM 116TH ST



GREENFIELD TO LINCOLN

Contains a good mix of uses but lacks central identity or place.

Greenfield Ave is an important connector to downtown West Allis.

Greenfield Park and the West Allis Cross Town Connector are great recreational amenities.

The former Pick n' Save and Walgreens represent key vacancies toward redefining this stretch of the corridor.

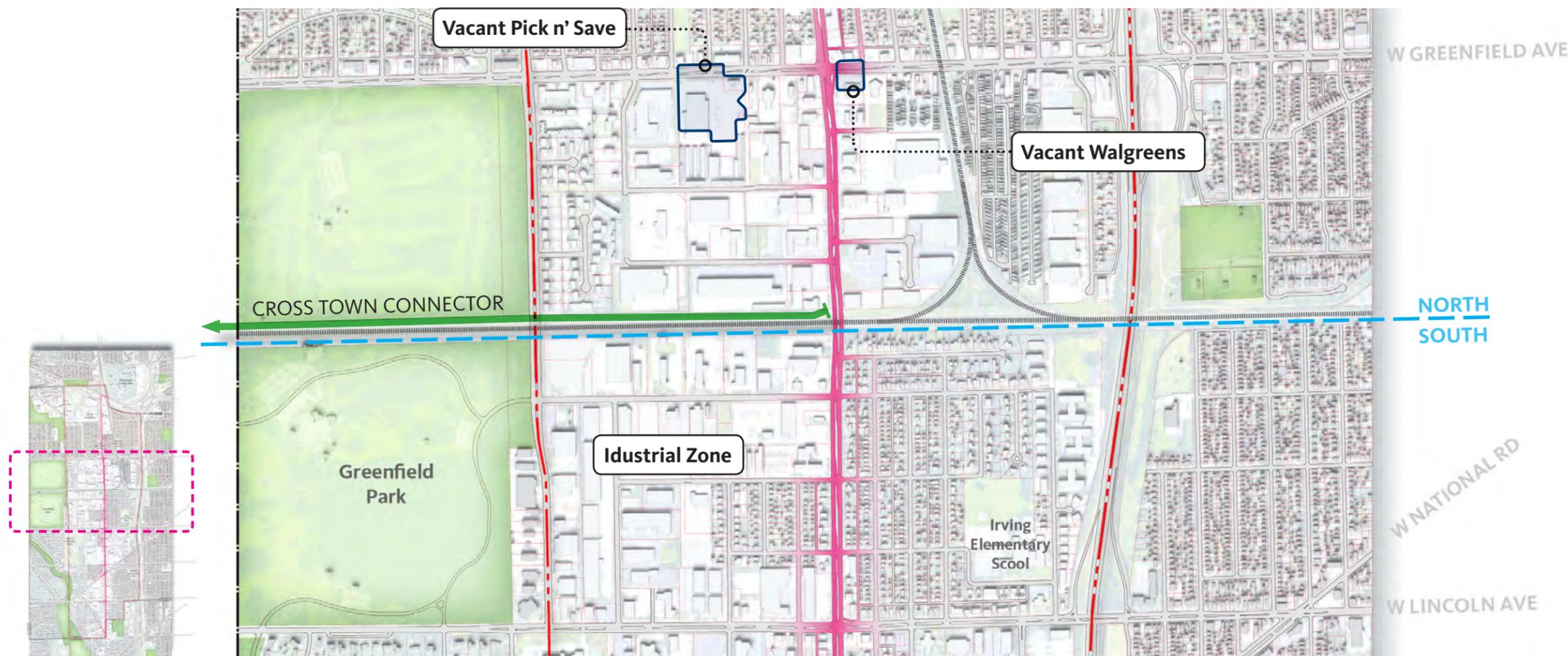
Industrial zone east of Greenfield Park seemed well occupied but felt haphazard and random.



VACANT WALGREENS SITE



VIEW OF INDUSTRIAL BUILDINGS / AREA



LINCOLN TO OKLAHOMA

Strong retail presence but lacking in connectivity between developments. Very car oriented.



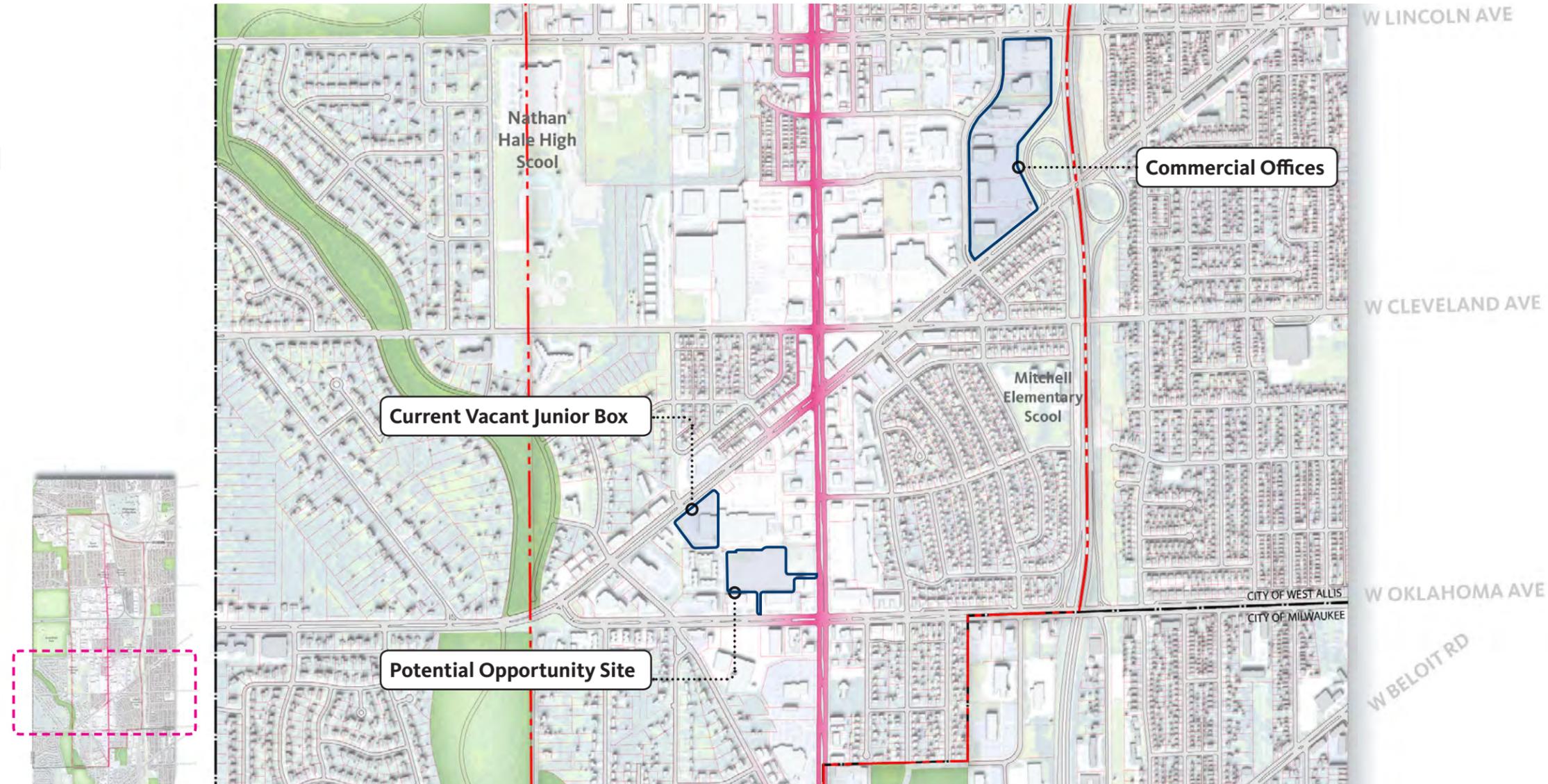
The parcel behind Incredi-Roll on Oklahoma represents a development opportunity.

An abundance of surface parking around Oklahoma was observed and may represent an opportunity to right size parking supply.

The junior box next to Home Depot is currently vacant and may represent an opportunity.

The Athletic Fields south of Hale High School were noted as center of community activity.

Group of commercial offices along I-94 were noted as unique to the corridor.



LAND USE ANALYSIS

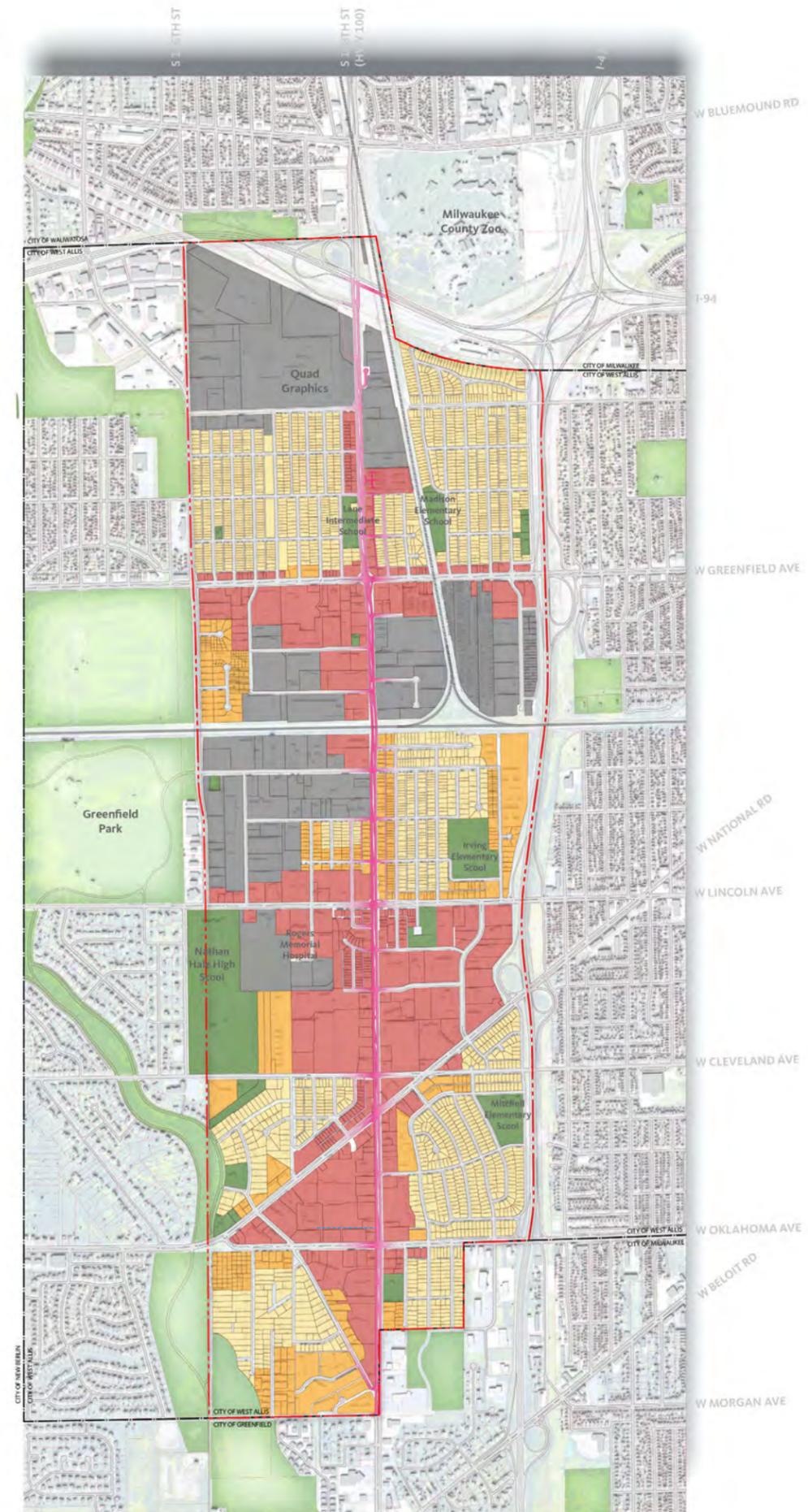
Based on the 2030 Comprehensive Plan the corridor is envisioned as a regional retail center.

Current Land Use splits the corridor between Residential, Retail/Commercial and Industrial uses.

What uses can we bring to the corridor to help **diversify the activities** and uses along the corridor?

What are the **current challenges to new uses** locating along the corridor?

- LEGEND:**
- Low Density Housing
 - High Density Housing
 - Commercial (Retail)
 - Industrial & Office
 - Public / Semi-Public



ZONING ANALYSIS

Current Zoning raises issues related to the history of the corridor and its future.

The current zoning implements the vision of the comprehensive plan but **may not be aligned with market realities or demands.**

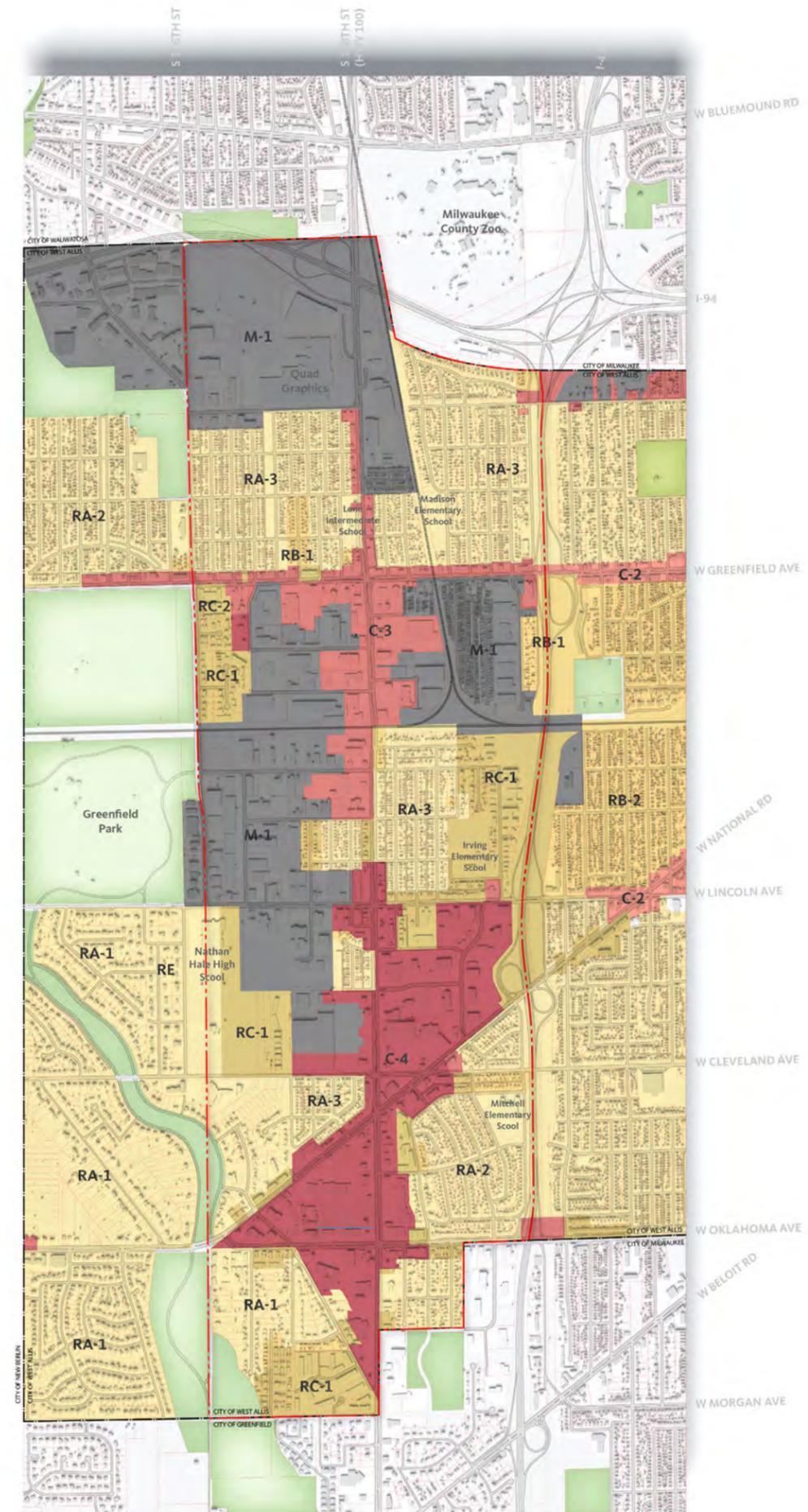
Given the vision for corridor, **is zoning the appropriate tool** to accomplish the desired results?

Split zoning seems unpopular and accomplishing mixed results. Is there a better approach/tool to accomplish the goals of the corridor?

Should we be considering other tools like **design guidelines or form based codes** for the corridor?

LEGEND:

- Industrial
- Commercial - Neighborhood
- Commercial - Regional
- Residential - Single Family
- Residential - Multifamily
- PDD

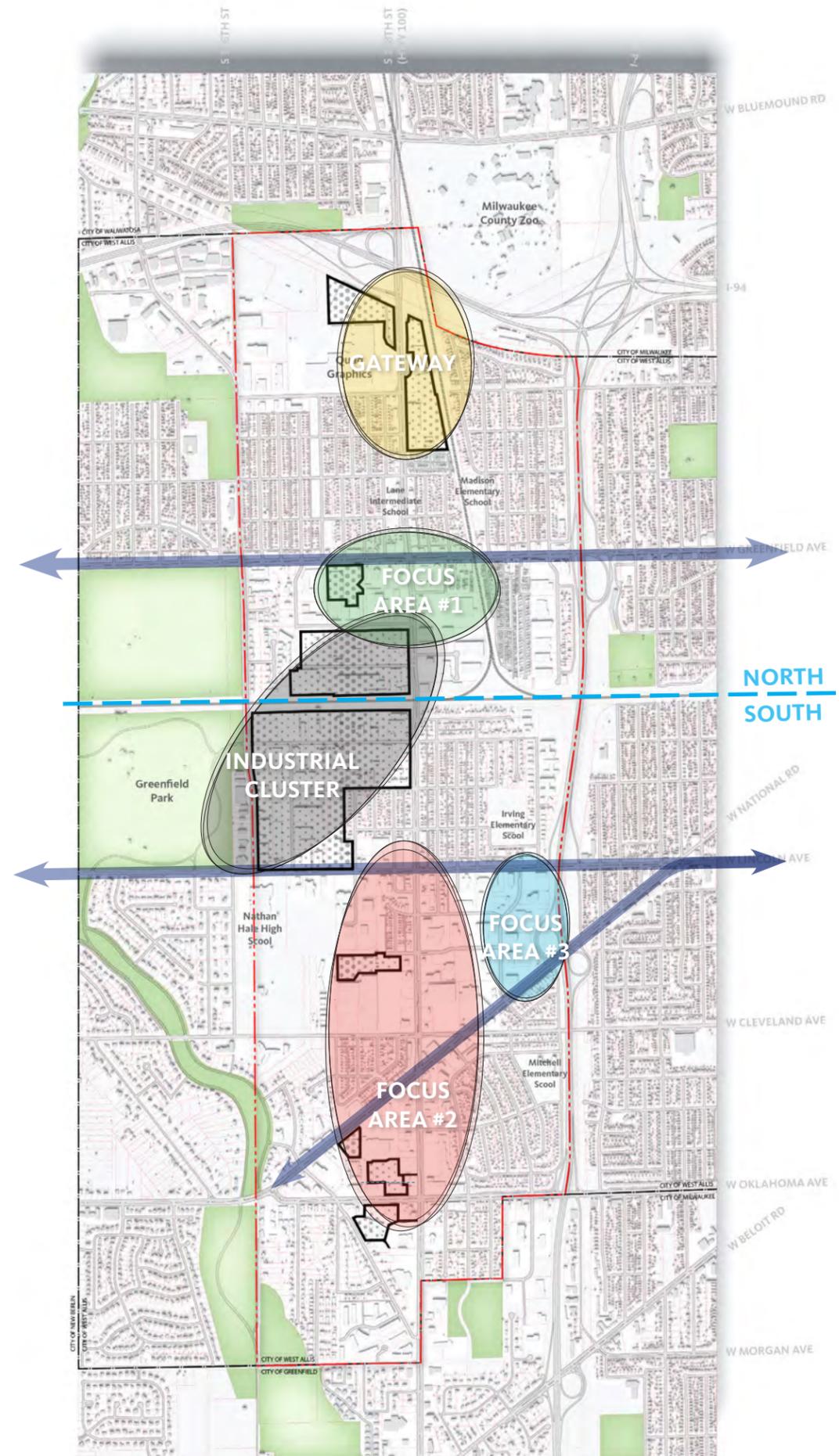


AREAS OF FOCUS & KEY TAKEAWAYS

Throughout the process certain areas are emerging as opportunity zones for intervention.

Are there other areas that we are missing? Do these make sense?

How can we **use the existing infrastructure and context** to create a unique character to each area?



BREAK-OUT SESSIONS



HWY 100 CORRIDOR COMMUNITY WORKSHOP

WHAT IS WORKING WELL IN THE CORRIDOR NOW?

WHAT IS NOT WORKING? WHAT NEEDS IMPROVEMENT?

WHAT DOES SUCCESS LOOK LIKE IN THIS CORRIDOR?



HWY 100 CORRIDOR COMMUNITY WORKSHOP



THANK YOU