

What We've Heard So Far

Stakeholder Interviews, Community Meeting & Online Survey

SEPTEMBER 5TH - STAKEHOLDER INTERVIEWS

Who We Spoke To:

- Business Owners
- Building Owners & Landlords
- City of West Allis
- Commercial Brokerage Community
- Developers
- Government Representatives
- Police & Fire
- Residents
- WAWM School District
- WDOT
- SEWRPC

What We Learned:

- Desire for a mixed-use development with entertainment, & better dining options
- Multi-family residential
- Become a destination
- Improve local and regional perceptions
- Improve connectivity and walkability



ONLINE SURVEY

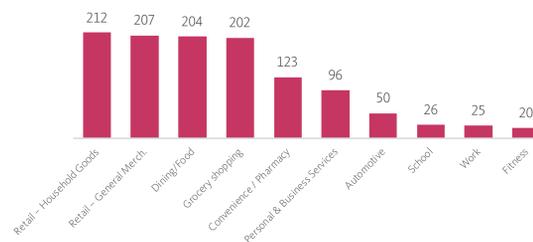
Who We Spoke To:

- 231 Total Respondents
- 193 Residents (84%)
- 15 Business Owner/Employee (6%)
- 23 Did not disclose (10%)

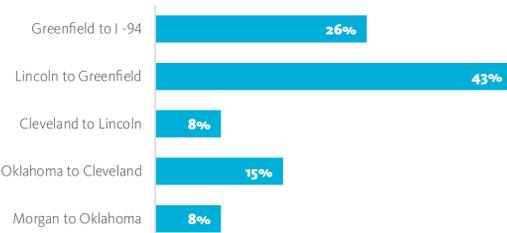
What We Learned:

- Demand for dining, grocery & convenience, general merchandise and household goods.
- Greatest potential for improving the desirability of the corridor is between Lincoln and Greenfield.
- Challenges and concerns include traffic, congestion and flow, safety and access, construction and roadwork.

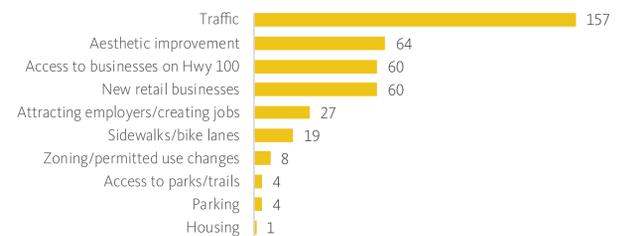
Why do you visit the Hwy 100 Study Area?



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



What do you think are the challenges facing this area today?



What are your top 2 primary concerns when thinking about this area?



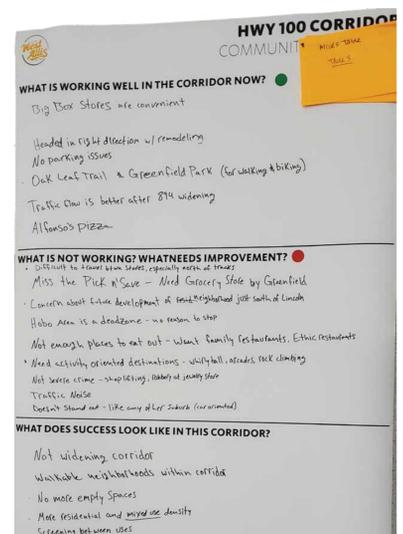
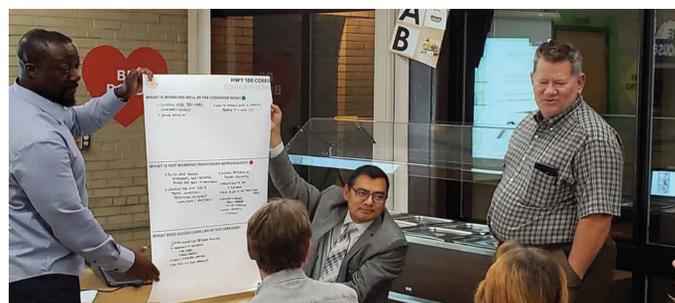
OCTOBER 17TH — COMMUNITY MEETING

Who We Spoke To:

- City of West Allis
- Community members and residents

What We Learned:

- Increase connectivity: amongst businesses, from bike trail to Hwy 100, and between North/South and East/West thoroughfares.
- Improve the gateway to the corridor.
- Current parks and trails are utilized.
- Need for better sidewalks, walkability is a concern.
- Need for placemaking.
- Desire for restaurants with outdoor dining, entertainment, craft breweries, coffee shop and activity oriented destinations.
- Decrease vacancy.
- Hwy 100 is utilized for daily needs (Target).



What Uses Can the Corridor Support?

PRODUCT USE CATEGORIES

EXISTING CLUSTERS

LIVE

- Multi-Family
- Senior Living
- Assisted Living

Size Per Concept:
75-100k SF /
75-100 Units

WORK

- HQ Site/Specialty Office
- Flex/Industrial
- Logistics/Distribution
- Food Incubator

Size Per Concept:
40-160k SF

HEALTH

- Medical Office Building
- Private Practice
- Immediate Care

Size Per Concept:
10-50k SF

RETAIL & FOOD

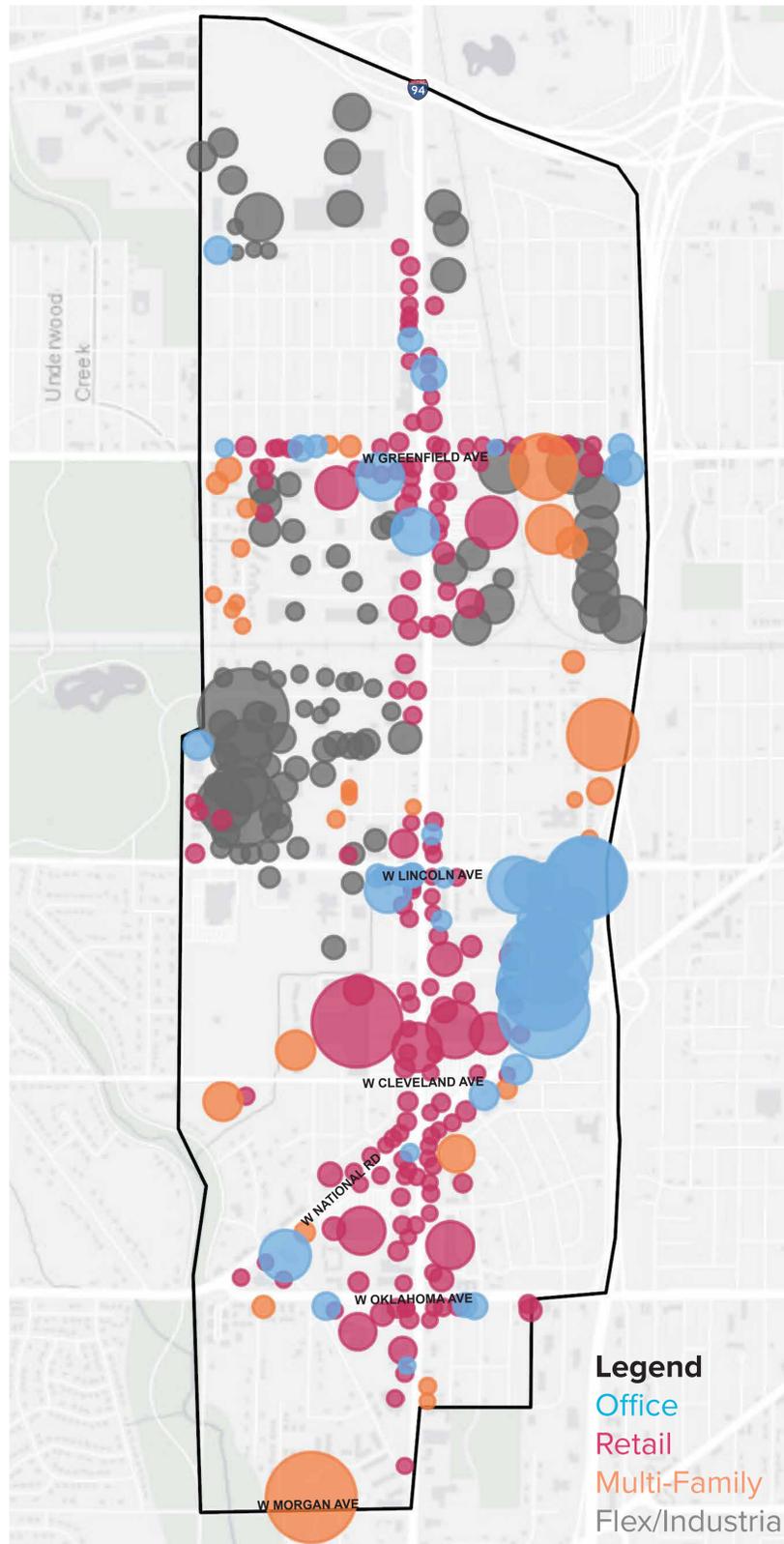
- Service Retail
- Food & Beverage
- Entertain
- Hardware
- Home Furnishings
- General Merch

Size Per Concept:
2-20k SF

RECREATION

- Kid Centered
- Indoor Sports
- Fitness Club

Size Per Concept:
10-100k SF



MARKET ANALYSIS TAKEAWAYS

Densely populated but not Live-Work:

Densely populated corridor for commuting in and out. Opportunity for new development within the Study Area to create a live-work hub.

Growth in healthcare will have broader impact:

Highest expected sector growth impacts population as well as employment, and in turn, both office space and housing.

Households currently spend at service retail:

Existing residents spend on convenience, grocery, and health & wellness.

Challenges with existing real estate:

Existing retail, entertainment, and food & beverage have format and typology challenges - need to right-size/rethink what is there.

Targeted development opportunity:

Targeted opportunities for office and multi-family on key sites within the Study Area.

Catalytic Sites

NORTH & SOUTH STRATEGY

The North and South segments of the Study Area are divided by the railroad line.

Generally, south of the rail line the retail is performing well, north of the rail line several retailers are struggling and are in need of repositioning.



VACANT & UNDERUTILIZED SITES

A number of vacant and underutilized sites were identified as having the potential for more intense redevelopment.

Sites Identified:

- Colder
- Former Hobo
- Former Pick'n Save
- West Allis Center
- Northwest Quadrant at Oklahoma Ave. & Hwy 100

REDEVELOPMENT TEST SITES



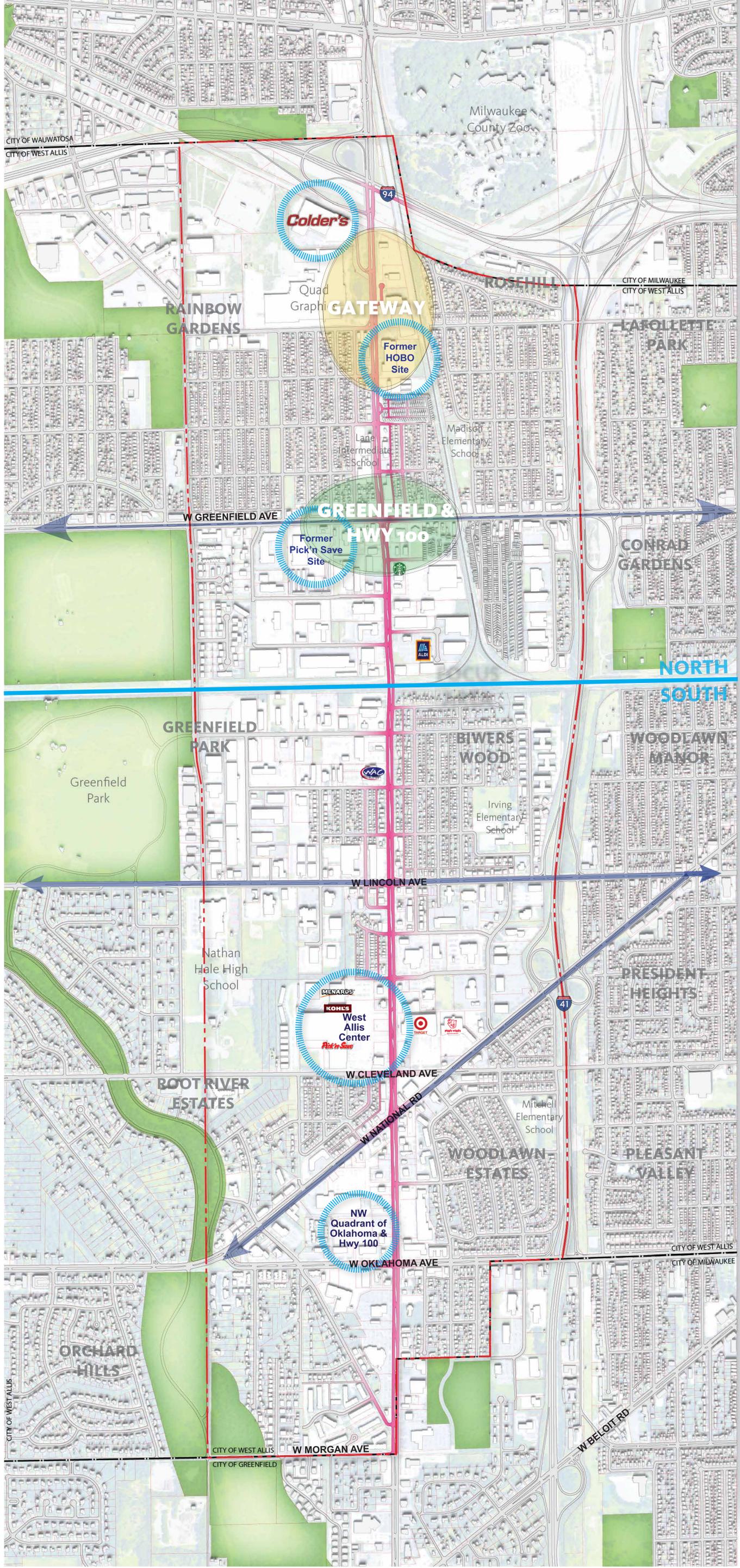
GATEWAY

This site stretches from the Hwy 100 exit ramp to the former HOBO site. The goal is to create a distinguishable and enticing entrance to the Corridor signifying one's arrival.



GREENFIELD & HWY 100

The site extends from the intersection of Greenfield & Hwy 100 to the former Pick'n Save. The goal is to create a center of gravity for the Corridor and act as the western anchor for Greenfield Ave.



Test Site

GATEWAY

OVERVIEW

ADAPTIVE REUSE OF THE FORMER HOBO BUILDING & SURROUNDING LAND.

- Office/Medical Office Building: 225,000 SF (Max Density)
- Food Incubator/Brewery/Co-Working
- Signature Plaza/Green Space connecting to the Hank Aaron Trail.
- Walkability within overall development creating one connected, cohesive space.

TODAY



CONCEPTUAL DEVELOPMENT



CONCEPT PRECEDENTS:



Test Site

GREENFIELD AVE & HWY 100

OVERVIEW

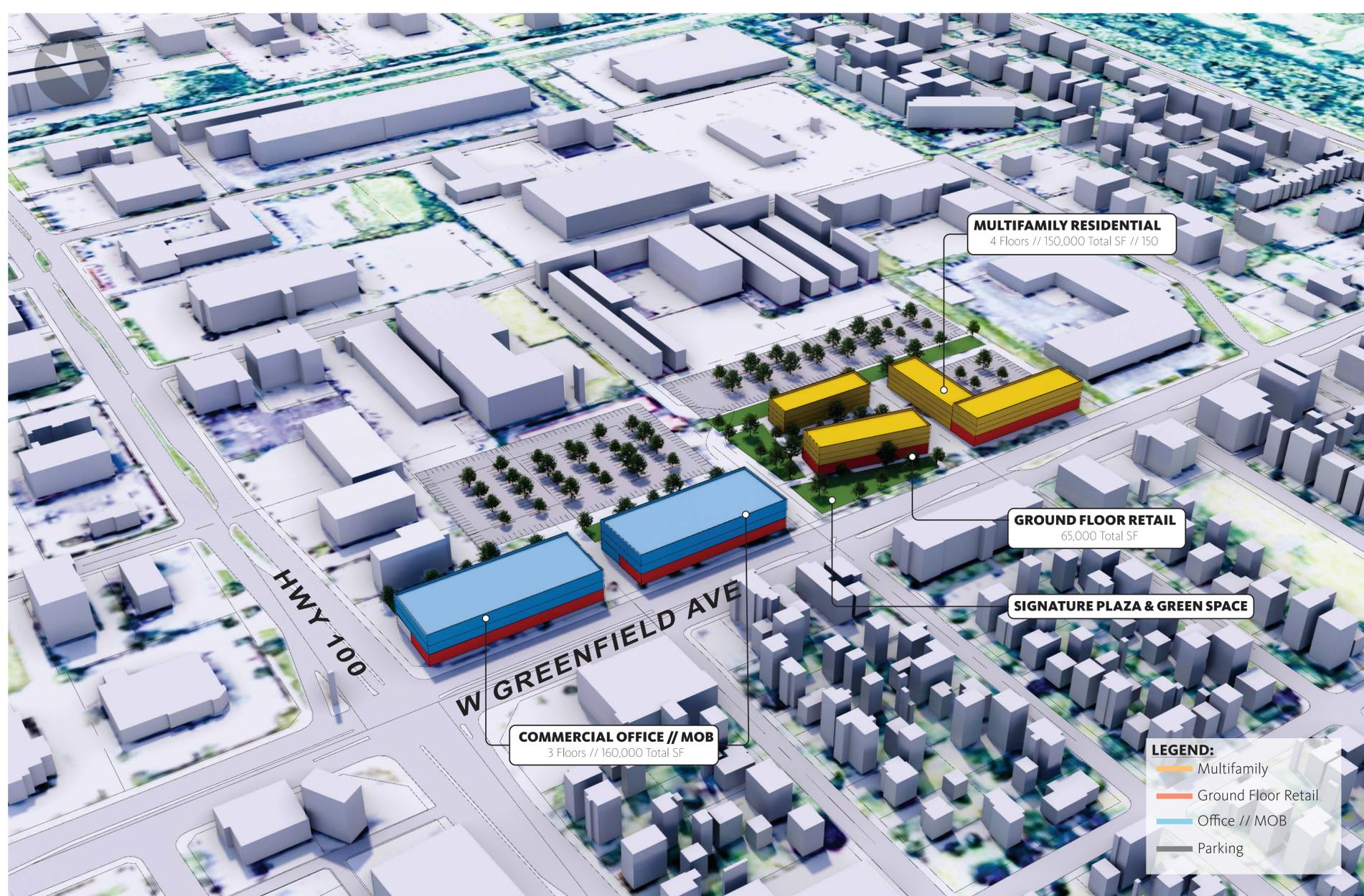
WESTERN ANCHOR FOR GREENFIELD AVE.

- Office/Medical Office Building: 160,000 SF (Max Density)
- Multi-Family: 150,000 SF/ 150 Units (Max Density)
- Retail: 65,000 SF (Max Density)
- Walkability within overall development creating one connected, cohesive space.

TODAY



CONCEPTUAL DEVELOPMENT



CONCEPT PRECEDENTS:



Connectivity

BIKE TRAIL

Add bike infrastructure and pedestrian amenities.

Connect existing bike trail to Highway 100 via a pedestrian bridge.

WITHIN DEVELOPMENTS

Create convenient accessibility within existing retail centers and proposed developments.

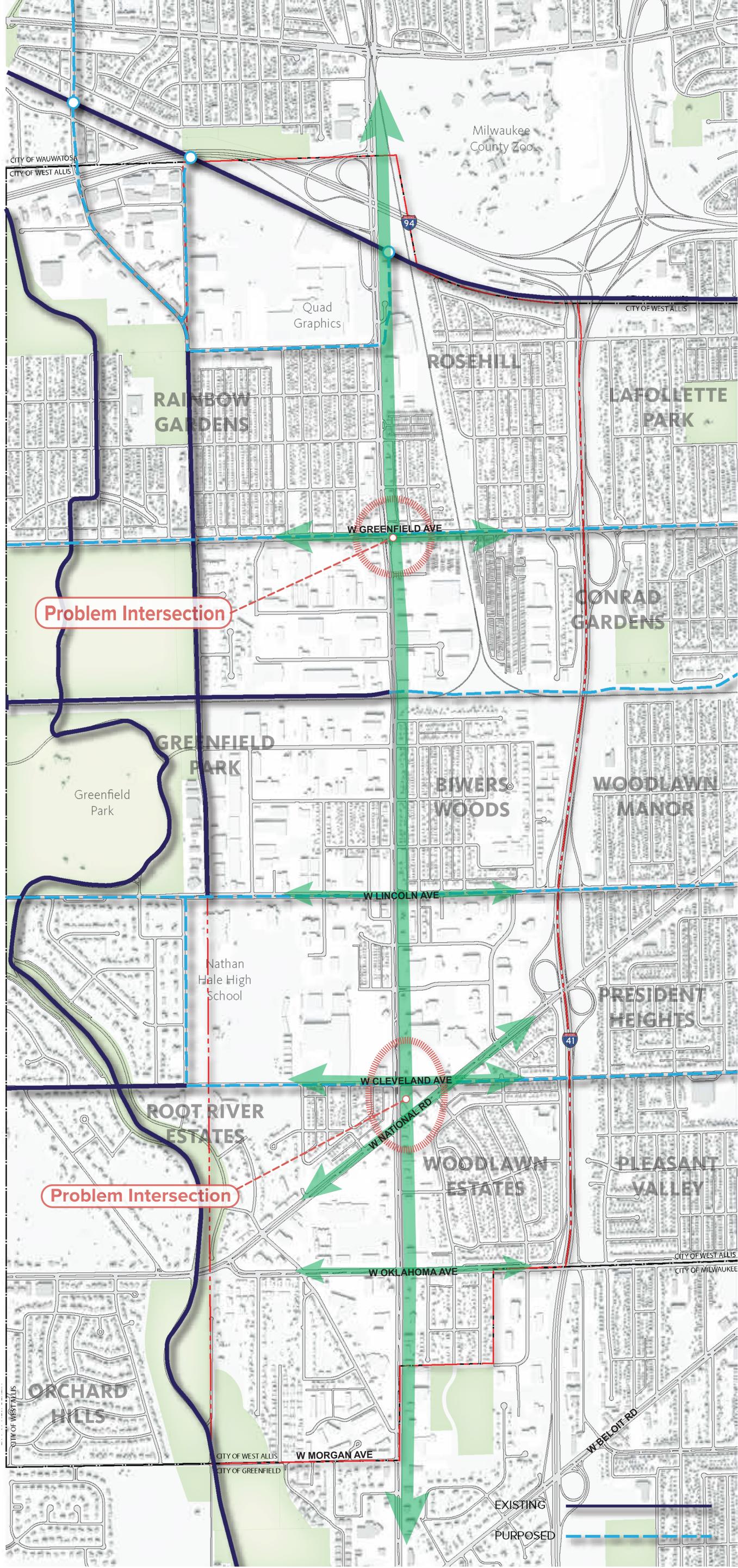


SIDEWALKS

HWY 100: 2-WAY BIKE PATH



SIDE STREET



Branding & Placemaking

West Allis Identity

GATEWAY FEATURE LIGHTING

Today



What If



Precedents



BEAUTIFICATION EFFORTS

Today



What If



Precedents



LANDMARK LIGHTING

Today



What If



Precedents

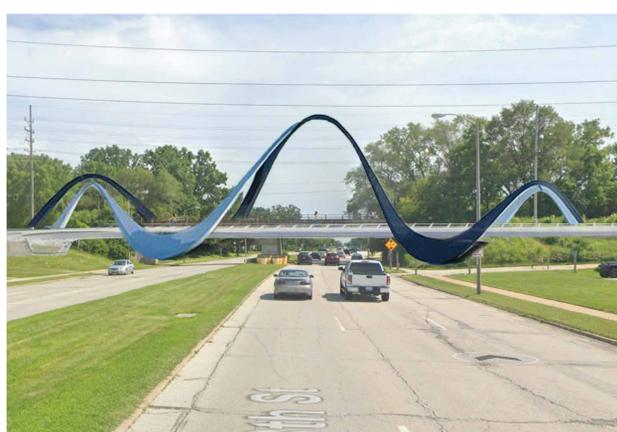


ENHANCE BRIDGE

Today



What If



Precedents

