

Chapter 9

REDEVELOPMENT OPPORTUNITIES

In order to remain competitive and usher in future prosperity, the City of West Allis has been proactively and successfully pursuing redevelopment. This redevelopment has included extensive use of tax incremental financing; innovative and pioneering use of other financing measures, such as New Market Tax Credits; brownfield and environmental clean-up programs; historic property designation and rehabilitation; and, a robust vision adopted by elected officials and administered by City staff. These strategies are employed with the understanding that West Allis lies within a competitive regional economy, where less-complex development sites might be found in nearby greenfield or other incentive-driven areas. Therefore, the opportunity costs associated if the City had a “do nothing” strategy towards funding would negatively affect both the City and region by causing West Allis to miss out on value-driven redevelopment opportunities.

Instead of accepting the role of victim, innovative developments have helped West Allis to become known as a savvy survivor. As the Milwaukee Journal Sentinel noted in 2006, “rather than digging in, West Allis, true to its independent nature, traditional values and hardworking roots, went on the offensive.” Through the use of TIF, the West Allis has fostered the creation of the city’s single largest taxpayer (Summit Place Office Complex), as well as its second (Quad/Graphics) and third (Anthem Blue Cross) largest private employers. Additional community cornerstones, such as the S. 70th Street Gateway Business Park and the Heritage Senior Living Complex within the Pioneer Neighborhood, have also blossomed through the effective use of TIF. The implementation of façade improvement grants have improved various properties within the City, and a codified site, landscaping and architectural review process have increased design standards.

As a counter to sprawl, urban redevelopment is a proven technique for sustainable growth, and efforts undertaken in West Allis may be seen as models for the metropolitan area. A “Brownfield-Greenfields Land Trade-off Study,” performed by George Washington University noted that for every one acre of brownfield

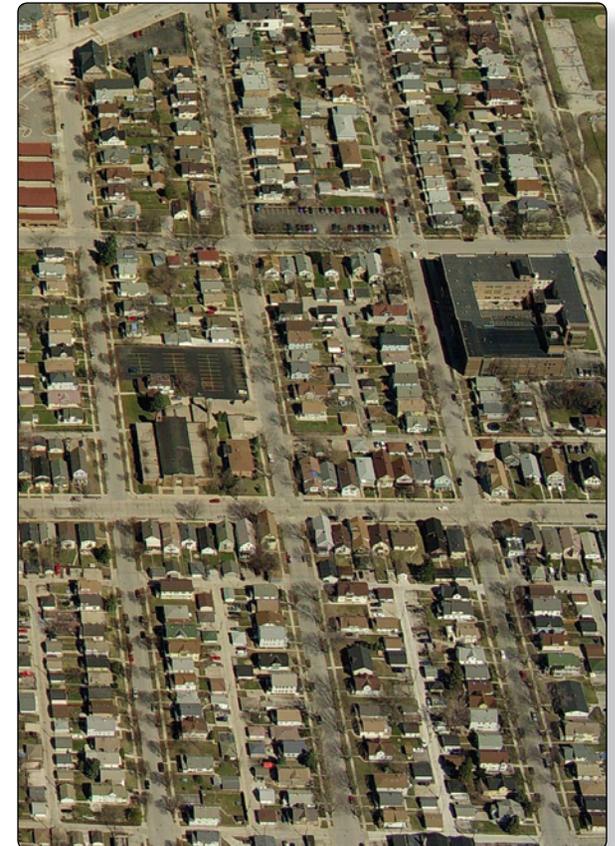
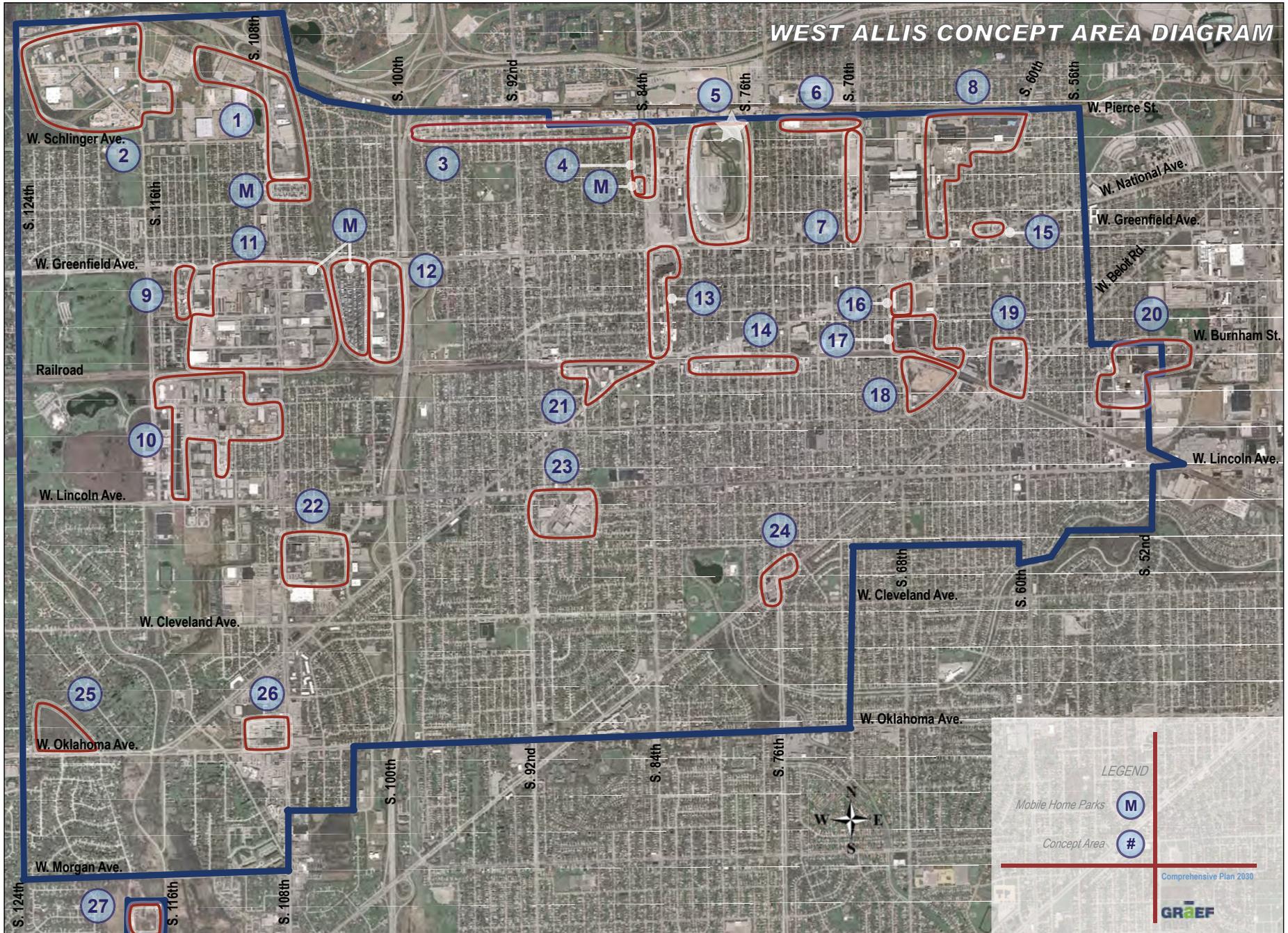


Figure 9-1. West Allis Concept Area Diagram



redevelopment, a minimum of 4.5 acres of land would have been required to develop the same project in a greenfield area. This fact, coupled with West Allis' regional accessibility, multi-modal transportation infrastructure, and affordable living options, highlights how redevelopment within West Allis offers a great opportunity for the progression of environmentally sound, socially just, and economically sustainable communities.

The comprehensive planning process has identified a variety of redevelopment opportunity areas throughout the City. These redevelopment strategies can increase the value of surrounding properties, represent a significant and visible investment in the neighborhood, support the overall plan goals, and have the potential to attract additional investment to nearby properties.

While additional opportunities exist, 27 areas have been identified for the revitalization of individual neighborhoods, districts and corridors, see Figure 9-1. Based on feedback from the Steering Committee, elected officials, and City staff, several of these sites were selected for further review. Concept drawings and detailed development plans were prepared to illustrate alternatives for adding value and improving the character of the community. The nature of redevelopment is based on opportunity. As sites throughout West Allis present themselves as available or opportunistic, these concepts will help formulate discussion regarding the feasibility of potential future uses and layouts.

CONCEPT AREAS

The redevelopment potential is briefly described for each area.

Concept Area 1 - Hwy 100 Northern Gateway

The goal for Area 1 is to guide development to maximize the tax value, be compatible with surrounding uses, and provide a benefit to West Allis citizens. This area serves as the heart of the Zoo Interchange -- the highest traffic volumes in the the State of Wisconsin. Given the traffic volumes on Hwy 100 and the interchange and the potential mass transit along the Hank Aaron State Trail, underutilized properties within this corridor will experience economic pressures to be redeveloped with higher densities and increased taxable value.

Figure 9-2: Area 1, Existing Conditions



Figure 9-3: Area 1, Existing Conditions



Objective

Create a high quality mixed-use development that serves as a gateway into West Allis from the north along Hwy 100. The development concept should provide an identity for the area with a strong street edge consisting of landscaping, buildings, fencing, or signage. Recommendations are separated into two, east and west side of Hwy. 100.

Specific Recommendations: West Side

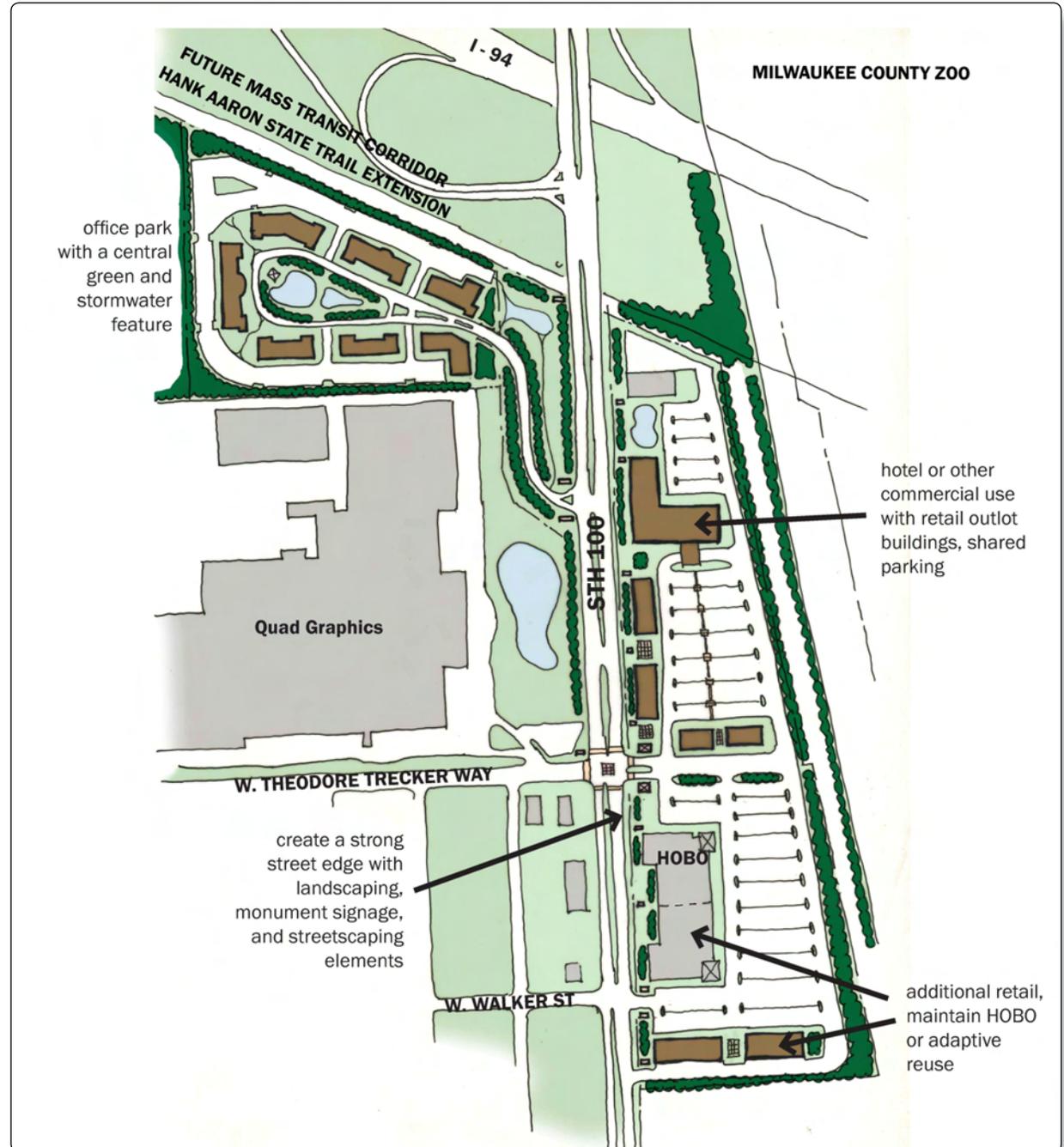
- Encourage and promote revitalization or redevelopment of Colder's property with high density office.
- Consider a variety of uses and alternatives for this site, depending on market demands and interest for expansion by Quad/Graphics.
- Investigate the potential for a secondary entrance/exit to the west, or cross-access with abutting property owners.

Specific Recommendations: East Side

Locate a multi-story hotel or other commercial use in the northern section of the site. Utilize this building as a signature building and gateway into the City.

- Explore adaptive reuse of properties by assembling underutilized properties.
- Locate a multi-story hotel or other commercial use in the northern section of the site. Utilize this building as a signature building and gateway into the City.
- Locate monument signs at the intersection of Hwy 100 and W. Theodore Trecker Way to emphasize the entry as a major feature within the site and along the corridor.

Figure 9-4: Area 1 - Highway 100 Northern Gateway



- Maintain a clear vehicular access into the site with internal circulation between parcels.
- Develop shared parking layouts with pedestrian connections to adjacent buildings.
- Redevelop the properties, east of Hwy 100, north of Washington Street, as property owners are willing.
- Develop additional retail along the Hwy 100 frontage. Include adaptive reuse of existing structures when possible.
- Introduce enhanced streetscaping, such as trees and new urban design features, between W. Theo Trecker Way and the northern city limits.
- Explore extending the redevelopment of this concept area to the south by assembling the mobile home park land.
- Create a strong street edge with landscaping, signage, or buildings.

Concept Area 2 - Northwest Industrial Area

Objective

Utilize landscaping, fencing, and architectural standards to improve the area's appearance. Continue light

industrial and office uses, but redevelop the property to reduce the traffic, noise, and dust concerns impacting the neighborhood. Capitalize on the value of the adjacent park with high density residential. The site use could be housing, office, or mixed-use. Integrate high quality open spaces that link to the adjacent park.

Figure 9-5: Area 2, Existing conditions



Figure 9-6: Area 2, Existing conditions



Concept Area 3 - W. Schlinger Avenue

Objective

Consolidate smaller properties along W. Schlinger Avenue to provide redevelopment opportunities on the north side of the street. Continue to integrate the existing light industrial and multi-family uses east of 92nd Street, while requiring screening and improved streetscaping elements along the right-of-way. Single family, with targeted mixed-use development, should be encouraged west of 92nd Street. As properties are redeveloped, include a sidewalk along the north side of the street.

Figure 9-7: Area 3, looking West



Figure 9-8: Area 3, existing businesses



Concept Area 4 - State Fair Park Gateway

Objective

Work with property owners and the State Fair to implement a streetscaping program that creates a memorable gateway into the City along S. 84th Street. Encourage State Fair Park to continue to revitalize the buildings and “green” the parking lots. As buildings are replaced, set buildings back and complete the pedestrian linkage with a sidewalk to eliminate the need for the dirt walking path, and consider relocating the existing crosswalk that is not located at an intersection, to W. Washington Street. Along the west side of the State Fair property, extend signature fencing and streetscaping along S. 84th Street, north to the City limits, as well as install decorative street lights, banners, and a gateway feature.

Consider assembling underutilized properties on the west side of S. 84th Street, north of W. Washington Street to the north city limits, for commercial and multi-family uses.

Figure 9-9: Area 4, pedestrian focus along S. 84th Street.



Concept Area 5 - Milwaukee Mile Corridor

The Historic Milwaukee Mile has been a West Allis cultural icon for over 100 years. Should the State Fair Park Board decide to not use the Milwaukee Mile land and abutting areas to the north and south for their current uses, what reuse options should be considered? One of the greatest challenges will be to achieve a delicate balance between the needs of State Fair Park operations and what remaining land could be made available for private redevelopment. As the City prepares the 2030 Comprehensive Plan, it is prudent that West Allis have an alternative plan for the future of this valuable and highly visible land, should auto racing no longer be viable. Just having another land

use option, will at a minimum, also give State Fair Park some leverage in negotiations with the racing industry.

This Comprehensive Planning element will also offer a benchmark to evaluate the relative revenue-producing potential of auto racing, as compared to a major private redevelopment initiative.

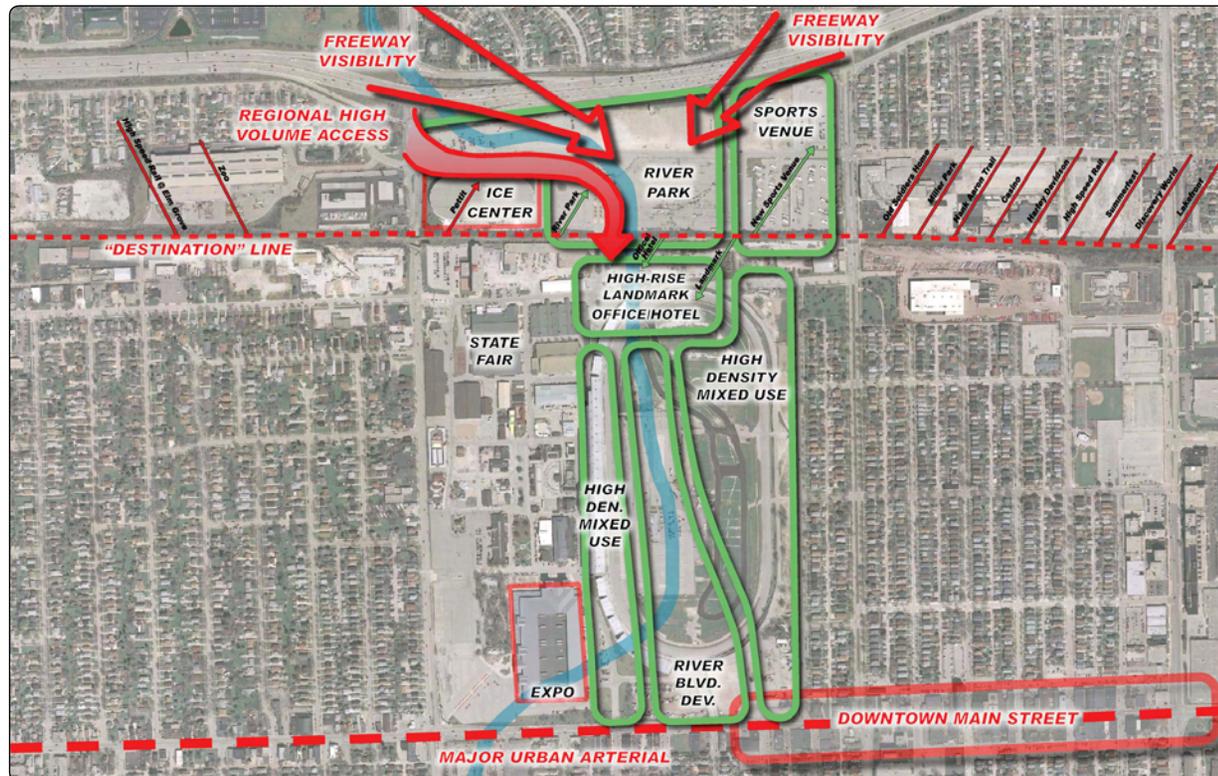
Objective

Provide a vision for the Milwaukee Mile Corridor that adds significant value over the long-term, complements the State Fair site and uses, and integrates traffic patterns from an expanded I-94 corridor. Proposed development should complement existing City uses and link to the historic downtown main street.

Grand Vision

Visible to more than 145,000 vehicles per day, the existing 127.5 acre Milwaukee Mile Corridor (85 acres of which are located within West Allis) represents a very recognizable site on the Interstate near the busiest highway interchange in Wisconsin. Located at the geographic center of the metro-Milwaukee area, this site could be a future transit stop along the rail line that connects downtown Milwaukee and Elm Grove and is surrounded by existing rooftops and neighborhoods. This highly valuable site, which could contain over \$1.2 billion in development value, has the potential to accommodate nearly eight million square feet of future improvements with inviting public open space that could bring life to the area year-round. This redevelopment could attract approximately 70,000 daily auto trips to the area.

Figure 9-10: Area 5, opportunities



Specific Recommendations: Overall Site Vision

A central feature of this new vision is the opening – or daylighting – of Honey Creek, which is currently channeled underground. This site complements the uses and character of the State Fair area, while including major mixed use developments that are integrated with regional attractions. Easy freeway access and the existing activities of the State Fair grounds contribute to the redevelopment opportunities. The plan envisions development occurring over 20 to 30 years. The first phase would be the creation of two mixed-use buildings and a public plaza along W. Greenfield Avenue, just south of the new riverwalk. Full build out of the proposed plan would provide nearly eight million square feet of development.

The proposed site plan (Figure 9-13) includes a range of uses including:

- 390,000 square feet of retail
- 1.9 million square feet of office
- 120,600 square feet of hotel
- 200,000 square feet of destination entertainment
- More than 2,200 residential units

The plan recognizes that this ambitious level of development will take decades to achieve. However, there have been many projects in the region that have successfully achieved this type of long-range vision including, Bayshore Town Center, Milwaukee's lakefront, the Historic Third Ward, and the Milwaukee Regional Medical Center.

Figure 9-12: Area 5, Existing Conditions

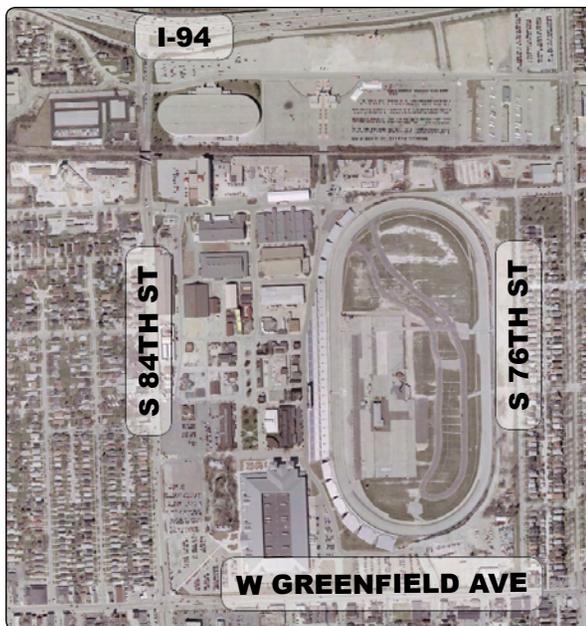


Figure 9-13: Area 5 Proposed Development





Figure 9-14: View 1 - Existing Conditions

A central feature of this new vision is the opening/daylighting of Honey Creek, which is currently channeled underground.



Figure 9-15: View 1

Specific Recommendations: View 1

W. Greenfield Avenue and S. 79th Street looking north over the newly opened Honey Creek

The foreground includes two new mixed use buildings (ground floor retail and residential on the upper floors) surrounding a public green space. The park connects W. Greenfield Avenue to the new riverwalk and creates significant views to the north. To the left of Honey Creek are new multi-story buildings, which could be entertainment or retail uses on the ground floor with office or residential uses above (this land lies just east of the current State Fair boundary). Along the horizon, two mid-rise towers serve as architectural landmarks from the freeway and would contain hotel and office uses. All streets are proposed as two-way with parallel parking.

Figure 9-16: View 2 - Existing Conditions

The plaza has an intimate feeling with cafes, off-street parking, and two mixed-use buildings – replacing the existing gravel parking lot along Greenfield Avenue.



Specific Recommendations: View 2

W. Greenfield Avenue park looking north towards the freeway

The new park, which could be included in the first phase of development, occupies land currently used for parking lots. The plaza's location is a "keystone," connecting the new riverfront development to the west edge of West Allis's historic main street. The plaza would be smaller, and have a more intimate feeling with cafes, off-street parking, and two mixed use buildings (the building on the west is shown here). In the background, the two mid-rise landmark towers would be visible from W. Greenfield Avenue and the new plaza.

Figure 9-17: View 2





Figure 9-18: View 3 - Existing Conditions

The opening of Honey Creek will offer a variety of recreational opportunities located just outside of the work place.



Figure 9-19: View 3

Specific Recommendations: View 3

W. Greenfield Avenue looking north

The south end of the newly opened Honey Creek includes a riverwalk, an island, bridges, walking and bicycle paths, and opportunities for fishing, urban kayaking, wading, rowing, canoeing, and paddle boats. Along the shoreline “splash and spray” fountains offer an active water experience for children and families. Depending on final design details, wintertime ice-skating may also be feasible. The goal is to provide opportunities for a wide range of water-related activities that add to the destination character of the new development. New residents, businesses, and shoppers also have direct visual and physical access to the water. Buildings along the creek activate the pedestrian realm with retail on the ground floor, and offices and residential uses on the upper floors.

Figure 9-20: View 4, Existing Conditions

A new experience is created along the newly daylighted Honey Creek, where people can relax during their lunch hour or stroll along the riverwalk.



Specific Recommendations: View 4

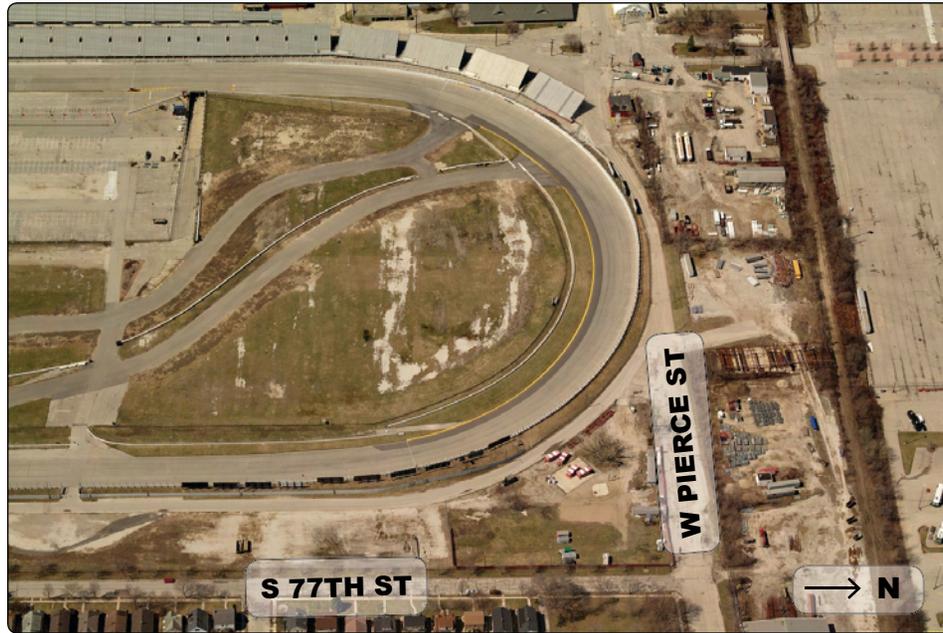
View of the riverwalk along west side of Honey Creek

The newly opened Honey Creek becomes a “destination” amenity linking the park space along the freeway to W. Greenfield Avenue. This view shows the west edge that includes multiple business and recreation opportunities, ample waterfront recreation areas, and options for entertainment uses. The midrise landmark towers and Freeway Park are visible along the horizon line. Over time, the image of this waterfront area will become linked to the existing downtown shopping district along W. Greenfield Avenue. The waterfront street is proposed to be two-way with parallel parking.

Figure 9-21: View 4



Figure 9-22: View 5 - Existing Conditions



The exposed Honey Creek will offer great views from overlooking condominiums, apartments, entertainment, and office uses.



Figure 9-23: View 5

Specific Recommendations: View 5

View above S. 76th Street and W. Walker Street looking west toward State Fair

The foreground shows the building footprints of the existing homes on the east side of S. 76th Street. The west side would include new town homes or multifamily uses as part of a mixed use district bordering the new Honey Creek. Parking would be located underground or in interior courts. West of the creek, new entertainment uses and mixed use buildings are located along the riverwalk. The existing State Fair buildings are shown in the background with new streets linking State Fair activities to parking and entertainment uses along the waterfront. Depending on how the design of I-94 impacts S. 76th Street, a traffic pattern that directs traffic off of S. 76th Street and into the development may be necessary.

Specific Recommendations: View 6

Above the freeway looking south towards W. Greenfield Avenue

The foreground includes a new destination park space, including a significant waterfront feature created by opening Honey Creek. The water feature serves both recreational and passive purposes. The west side of the park (right side of the picture) includes the Pettit Ice Center. The east side might include a destination entertainment venue, with high visibility from the

highway. The center part of the development includes new landmark mid-rise buildings (hotels and/or offices) located along the current Hank Aaron State Trail, which could also serve as a potential light-rail connection. The new creek connects to the current State Fair gateway pylons and draws people southward to W. Greenfield Avenue and the historic downtown area. New streets link the fairgrounds to new opportunities for parking and activities.

Figure 9-24: View 6



Figure 9-25: Area 6, Walker Street existing conditions, and Area 7, S. 70th Street Gateway

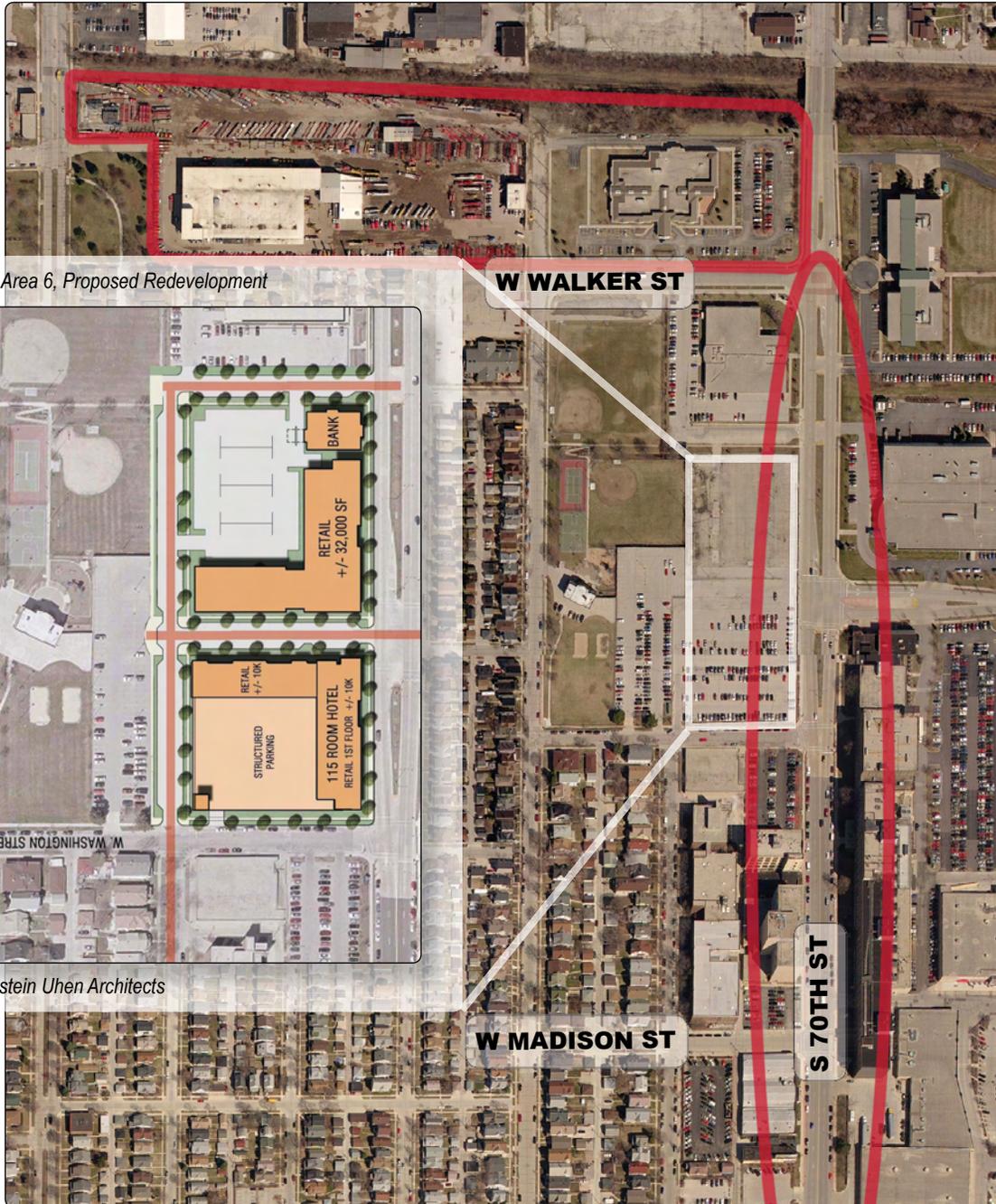


Figure 9-26: Area 6, Proposed Redevelopment



Source: Eppstein Uhen Architects

Concept Area 6 - S. 76th Street Gateway

Objective

Consider redevelopment options that will increase the value and character of the area, and accommodates a long-term option for a light rail transit stop. Establish design standards for redevelopment, parking, and circulation along W. Walker Street and integrate portions of East Kopperud Park into the redevelopment. Allow for targeted demolition of underutilized industrial buildings in order to provide expansion or redevelopment opportunities for institutional uses, while integrating development with the Milwaukee office development to the north. Mass transit should be promoted as an asset for this site and the City.

Concept Area 7 - S. 70th Street Gateway

Objective

Coordinate redevelopment strategies for the S. 70th Street corridor to promote an office/educational corridor. Strategies should address parking and circulation, mixed-use and commercial development opportunities, and streetscaping elements that unify the district. Where possible, surface parking should be accommodated in parking structures.

The City should work with property owners to implement these development strategies. MATC and abutting property owners could redesign their parking lots and reinforce the street edge along S. 70th Street with retail, office, or hotel uses.

Concept Area 8 - S. 60th Street Gateway

Following the reconstruction of the S. 60th Street arterial, there is a greater opportunity to attract new development with more than 15,400 cars per day. Development could include the remodeling of the former Allis-Chalmers plant building on the west side of S. 60th Street at the City's north limit. Located just east of this concept area is the former Roosevelt Elementary School, which has the potential for adaptive reuse for an educational facility, senior housing, or mixed-use.

Objective

Provide a Washington Street east-west vehicular connection through the former Allis-Chalmers area and Wisconsin Department of Transportation storage facility, between S. 60th Street and S. 70th Street, to improve traffic circulation in the area. Integrate incompatible land uses by revitalizing or redeveloping the industrial buildings within the corridor. Buffer existing residential areas from new development and traffic impacts.

Figure 9-27: Area 8, Renaissance Faire Building



Figure 9-28: Area 8

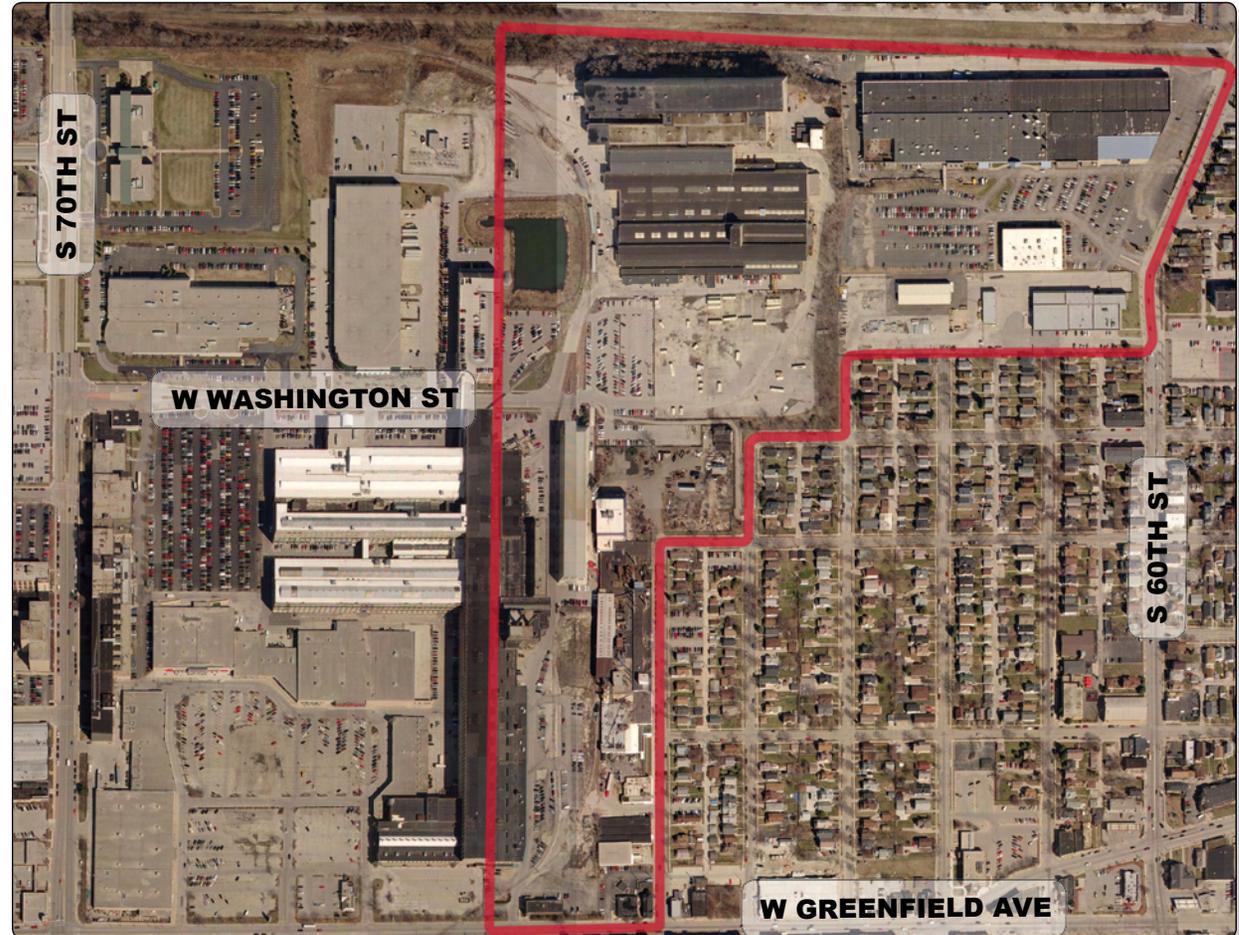


Figure 9-29: Area 8, Redevelopment Option Rendering



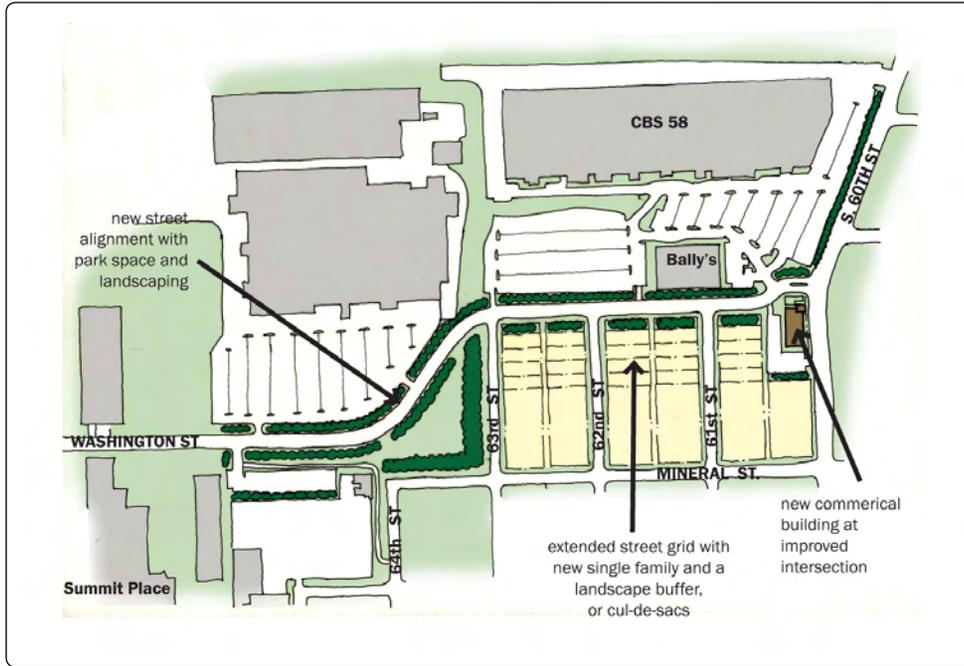


Figure 9-30: Area, 8, Option 1 - Additional single-family opportunities



Figure 9-31: Area 8, Option 2 - New commercial opportunities

Two options for redevelopment have been prepared. The second option, which was preferred by the Comprehensive Plan Steering Committee and Plan Commission, features new commercial opportunities and matches the proposed future land use classification for the area.

Specific Recommendations

- Extend Washington Street to connect S. 60th and S. 70th Streets.
- Include a retaining wall, landscaping, and an open space feature to complement the topography change for the new alignment.
- Extend the residential street grid from S. 61st, S. 62nd, and S. 63rd Streets to intersect with Washington Street. Include a landscape buffer as a transition to the residential neighborhood.
- Include either additional housing lots south of the extended portion of Washington Street, or new commercial buildings with shared parking behind.
- Improve the intersection of Washington Street with S. 60th Street, by including access to the CBS 58 and Bally's parking lots directly from Washington Street.
- Revitalize the Renaissance Faire (former Sam's Club) into retail, office, and warehousing.
- Consider the adaptive reuse of the historic and former Roosevelt Elementary School into an educational facility, senior housing, or mixed-use.

Concept Area 9 - S. 113th Street

Objective

Redevelop the site to include commercial office development that reinforces the street edge and complements nearby office and residential uses.

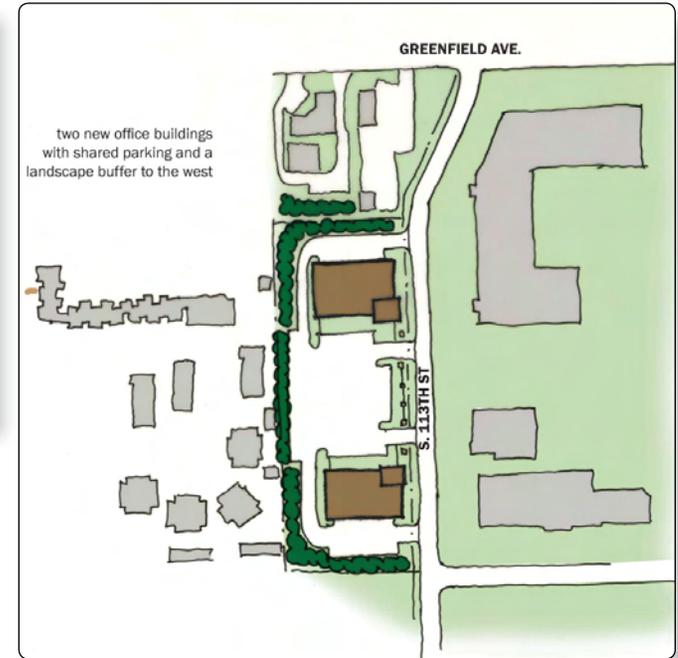
Specific Recommendations

- Develop buildings that reinforce the street edge.
- Locate parking between the buildings, or along the side and back of a single building.
- Landscape the back of the site to create a buffer to the existing residential properties.

Figure 9-32: Area 9, existing conditions



Figure 9-33: Area 9 Proposed Concept



Concept Area 10 - Hwy. 100 And W. Rogers Street Industrial Park

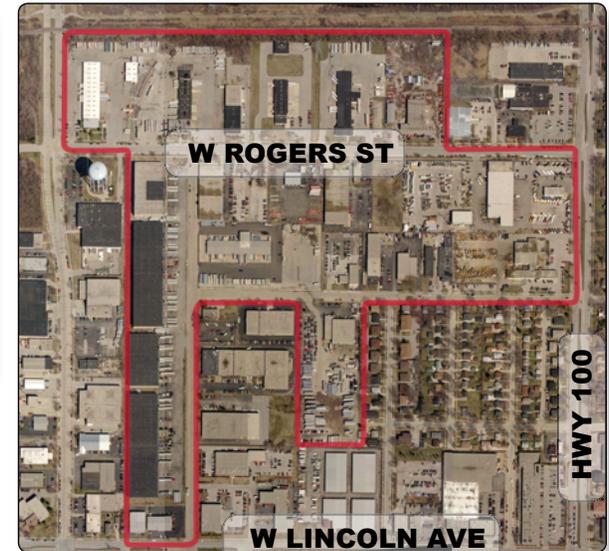
Objective

Improve the character of the business park by redeveloping underutilized properties. Transform truck terminals into light industrial and office developments by replicating successful revitalization within the area. Redevelop portions of the area to allow for future big box development and outlots to reinforce the street edge along Hwy 100. Utilize current architectural standards for building renovations and new building, and improve the streetscaping.

Figure 9-34: Area 10, truck terminal



Figure 9-35: Area 10



Concept Area 11 - Hwy 100 Corridor (W. Greenfield Ave, South To The Railroad)

The Hwy 100 and W. Greenfield Avenue intersection has one of the highest non-freeway traffic volume areas in the state. As a result, the Hwy 100 corridor is a growing commercial hub in the City of West Allis.

Objective

Develop a shared private backage road system on both sides of Hwy 100, from W. Greenfield Avenue south to the railroad tracks, to improve traffic safety and efficiency between W. Greenfield Avenue and W. Mitchell Street. Underutilized parcels should be redeveloped as commercial or mixed-use projects that complement the current investment in the area and increase the value of the corridor.

Figure 9-36: Area 11, existing conditions



Figure 9-37: Area 11, existing conditions

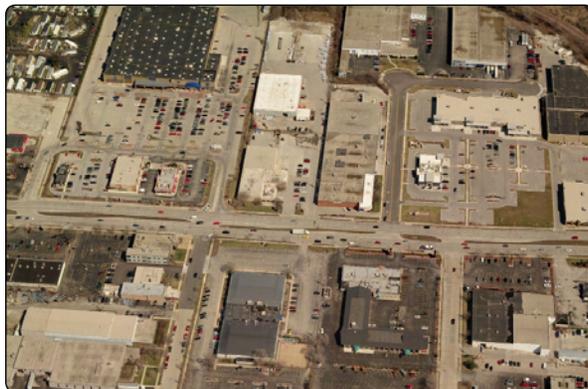
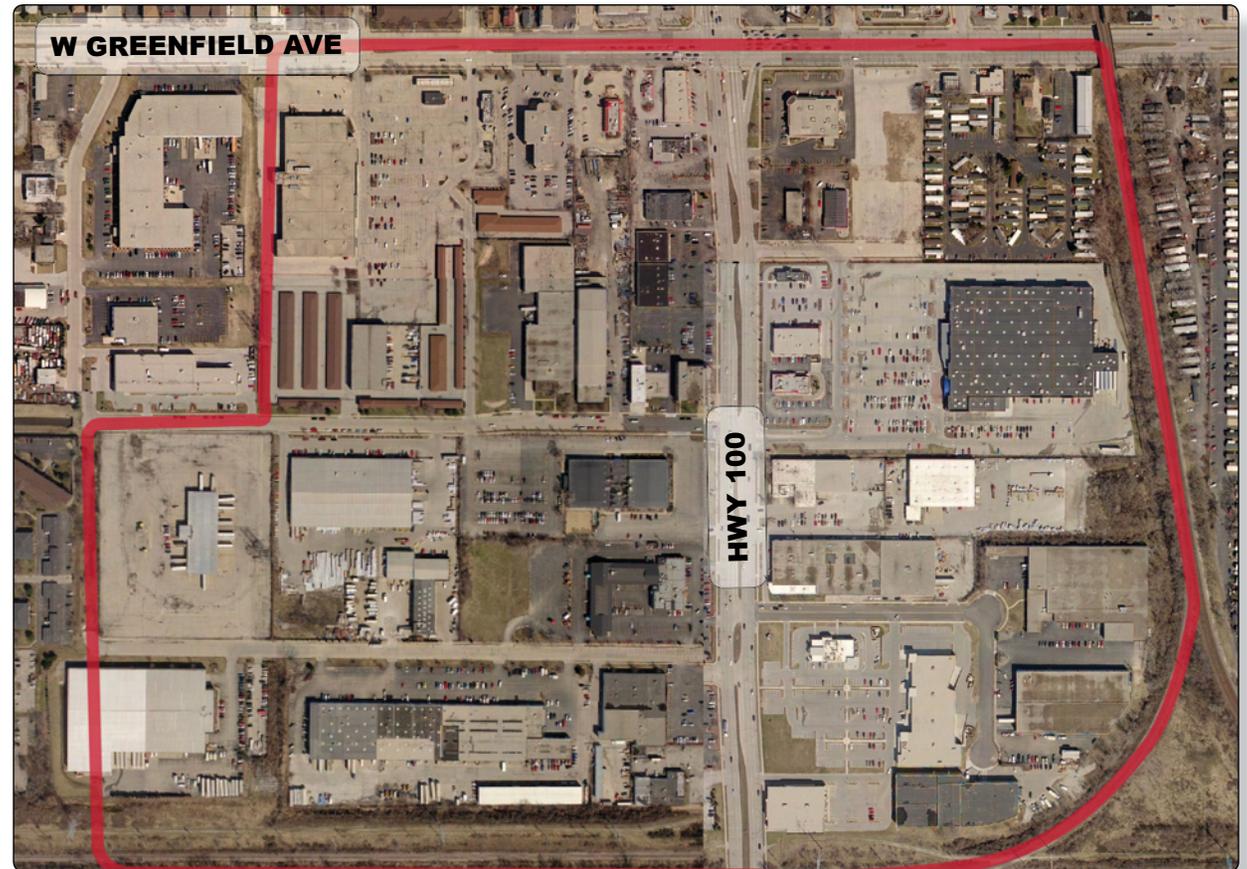


Figure 9-38: Area 11



Specific Recommendations: East Side of Hwy 100

- Create a full intersection at Greenfield Avenue and S. 106th Street that provides an access point into the site.
- Consider an optional access point, right-in right-out, immediately east of Walgreen's.
- Maintain or develop public streets into the site at W. Orchard Street, W. Lapham Street, and W. Mitchell Street.
- Pursue a traffic light at the W. Mitchell Street intersection as more development occurs.
- Locate new commercial uses along Greenfield Avenue, including liner shops facing Greenfield Avenue if a large building footprint is developed.
- Consider redevelopment of all four corners of the intersection of W. Greenfield Avenue and Hwy. 100.
- Maintain the northern street edge along W. Mitchell Street with new buildings or redevelop the existing buildings.
- As the area develops, address alternative traffic and circulation patterns within and between sites.
- Integrate open space features and landscaping along all right-of-way areas, including sidewalks, plazas, and garden features.
- Create shared parking lots for all existing and new developments.
- Implement a bicycle/pedestrian bridge over Hwy 100 as part of the Cross Town Connector Trail.
- Reinforce big box site, landscaping, and architectural design standards.

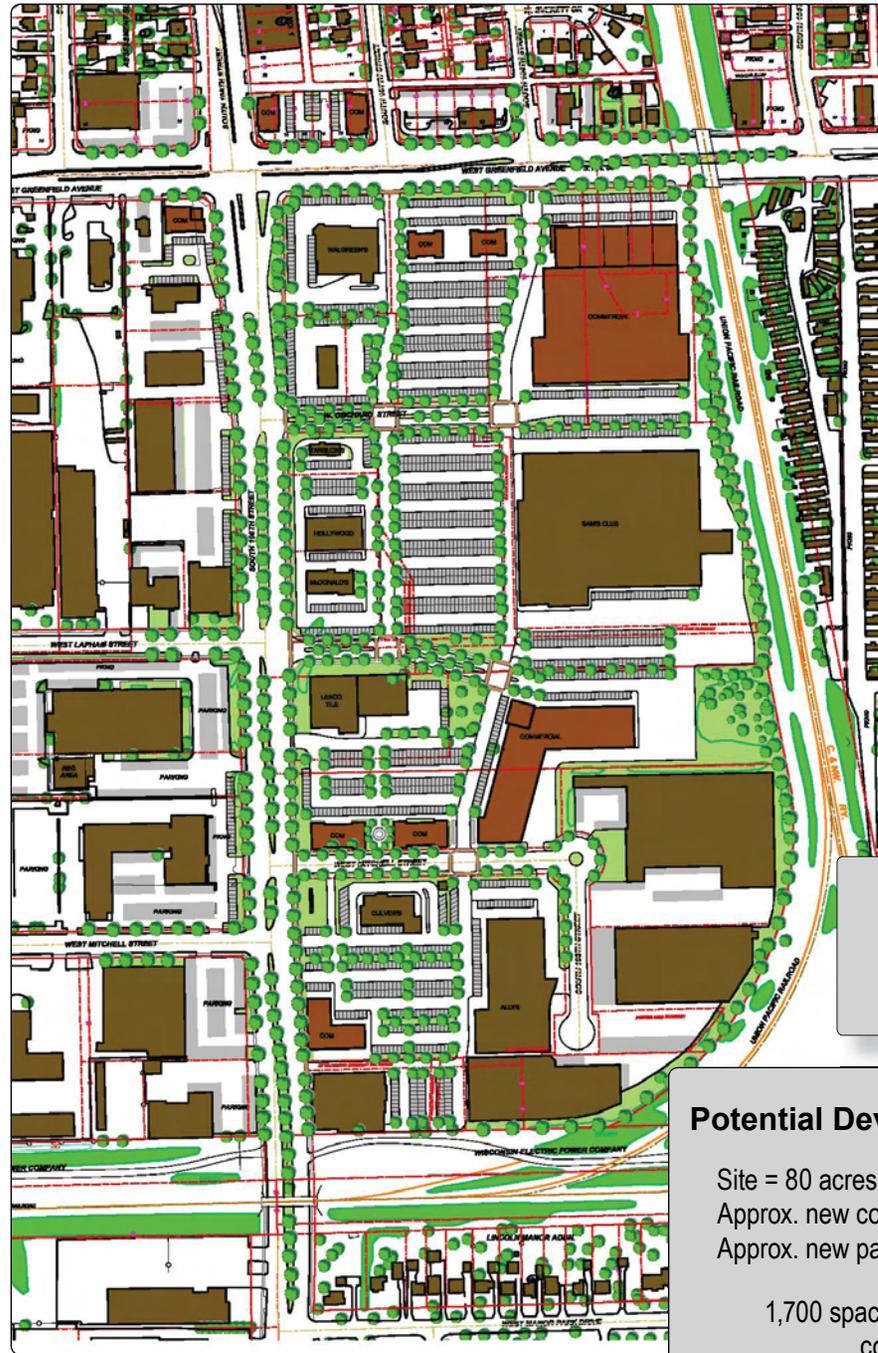
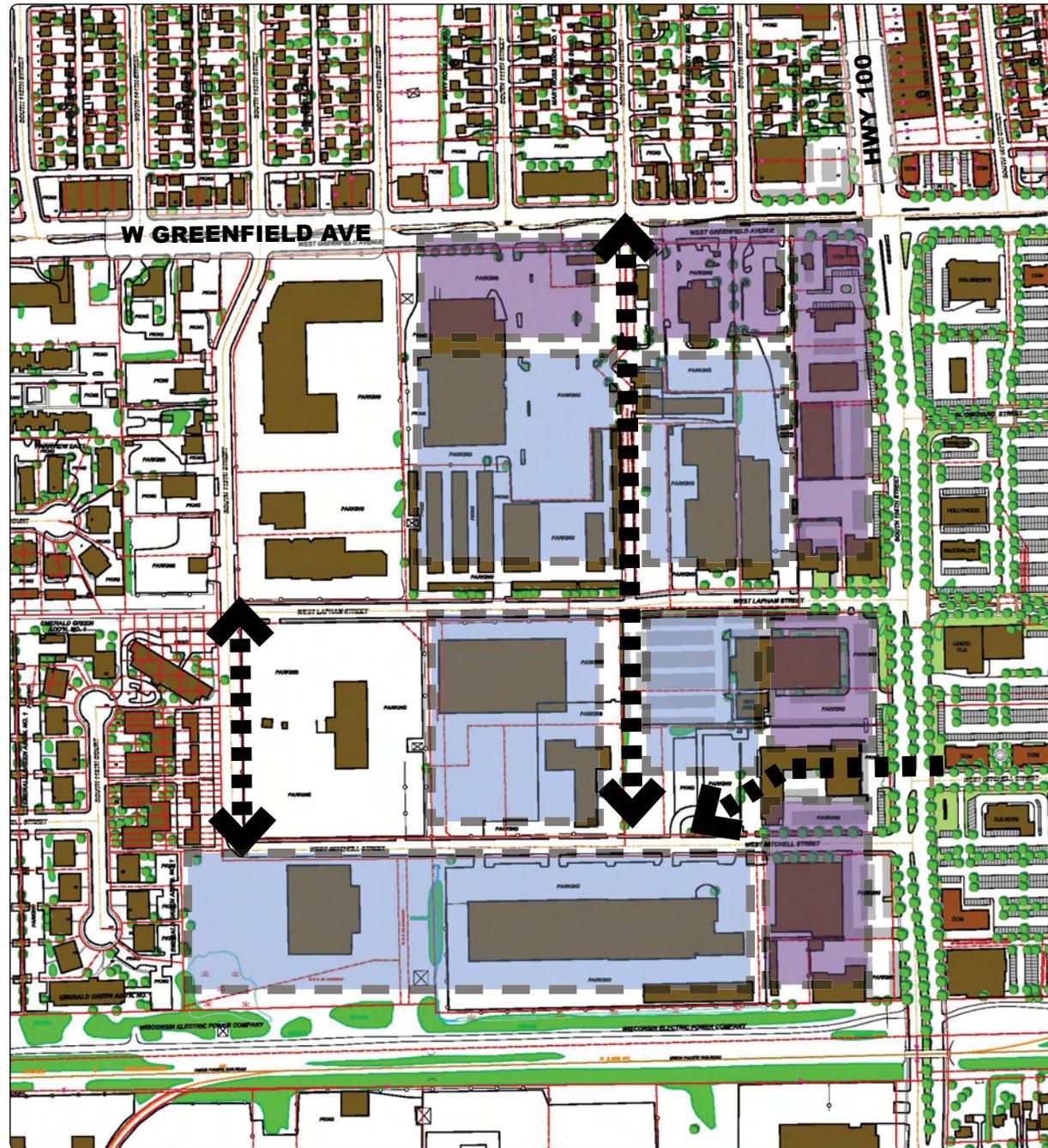


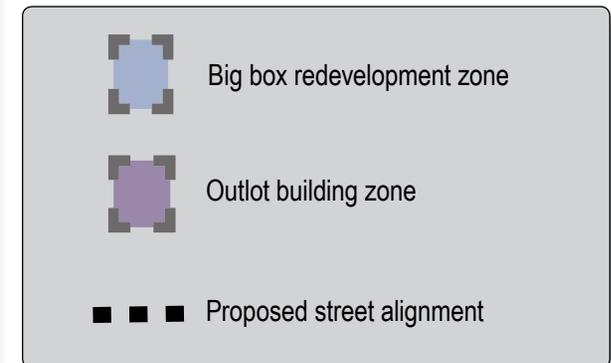
Figure 9-39: Area 11 Proposed, East Side of Hwy 100

Figure 9-40: Area 11 Proposed, West Side of Hwy 100

Specific Recommendations: West Side of Hwy 100



- Consolidate access points and create shared parking lots along Hwy 100.
- Create a signalized intersection that aligns with W. Mitchell Street to the east.
- Redevelop the existing sites to allow for future big box development and outlots to reinforce the street edge along Hwy 100.
- Extend S. 110th Street from Greenfield Avenue to W. Mitchell Street to provide redevelopment opportunities and improved circulation patterns.
- Reinforce big box site, landscaping, and architectural design standards.



**Concept Area 12 - S. 101st To 103rd Street
And W. Greenfield Avenue**

Objective

Increase the value of the area by preparing the long-term best use of this mixed-use concept area. Uses shall capitalize on the relationship to Greenfield Avenue and STH 45. Mixed-use and commercial uses should be explored, along with select removal of the trees along the highway if commercial uses are located immediately west of the highway in order to give visibility to those businesses. Consider a hotel use at this location.

Work with WisDOT to develop a new street alignment at S. 103rd Street and W. Greenfield Avenue to improve safety and utilize a signalized intersection as the main access onto W. Greenfield Avenue. Maintain a connection to S. 101st Street as right in/ right out, and consolidate driveway access points along W. Greenfield Avenue.

Figure 9-41: Area 12, W Greenfield Ave



Figure 9-42: Potential realignment of S. 103rd Street

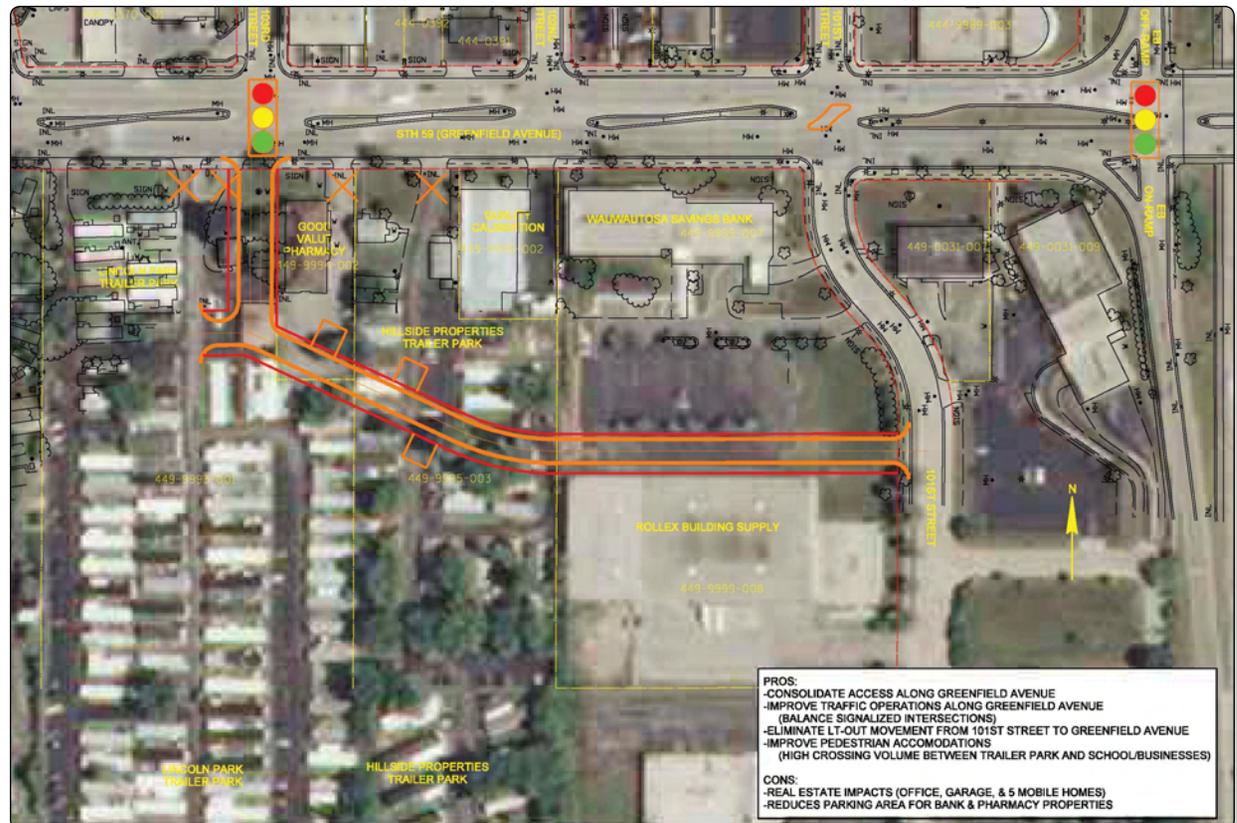


Figure 9-43: Area 13, looking south from Greenfield Ave



Figure 9-44: Area 13, looking north on S 83rd Street



Concept Area 13 - W. Greenfield Avenue And S. 84th Street

Objective

Enhance the character of Greenfield Avenue and S. 84th Street by redeveloping the area with high quality mixed-use development. Provide opportunities for development, such as a hotel, which creates a landmark feature along W. Greenfield Avenue; office buildings; multi-family uses; and retail that creates value for future investment along the corridor.

Figure 9-45: Area 13



Specific Recommendations

- Redevelop the vacant foundry at W. Orchard Street and S. 83rd Street, the former Mykonos restaurant at W. Greenfield Avenue and S. 82nd Street, and the residential homes south of W. Greenfield Avenue along the west side of S. 82nd Street. Create a signature building at the intersection of W. Greenfield Avenue and S. 82nd Street by either renovating the existing restaurant or developing a new facility.
- Locate the building to maintain and reinforce the street edge.
- Allow sufficient space for a sidewalk and streetscaping elements.
- Screen surface parking areas with a fence and/or landscaping from both W. Greenfield Avenue and adjacent properties.
- Develop residential units with open space features and pedestrian linkages.
- Assemble and consolidate underutilized and blighted properties, between W. Lapham Street and W. National Avenue, to provide an opportunity for high density residential uses. Figure 9-46.
- Reconfigure the intersection of S. 84th Street and W. National Avenue to allow for south bound traffic to turn east onto National Avenue.

Figure 9-46: Site 13, Option 1

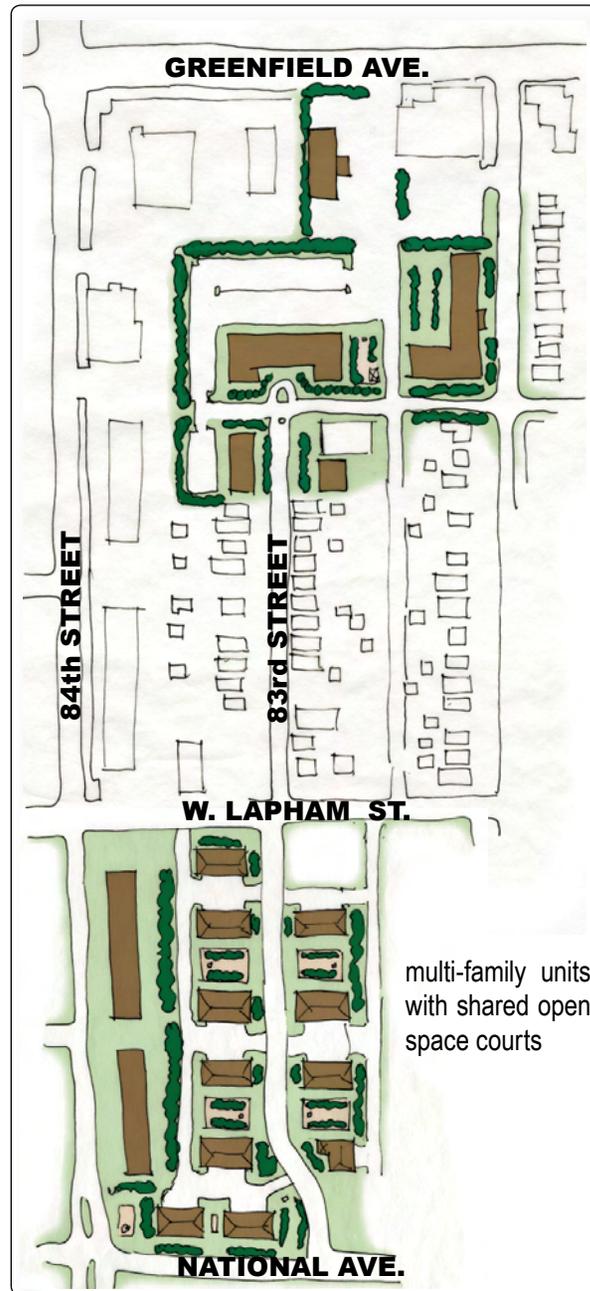


Figure 9-47: Site 13, Option 1

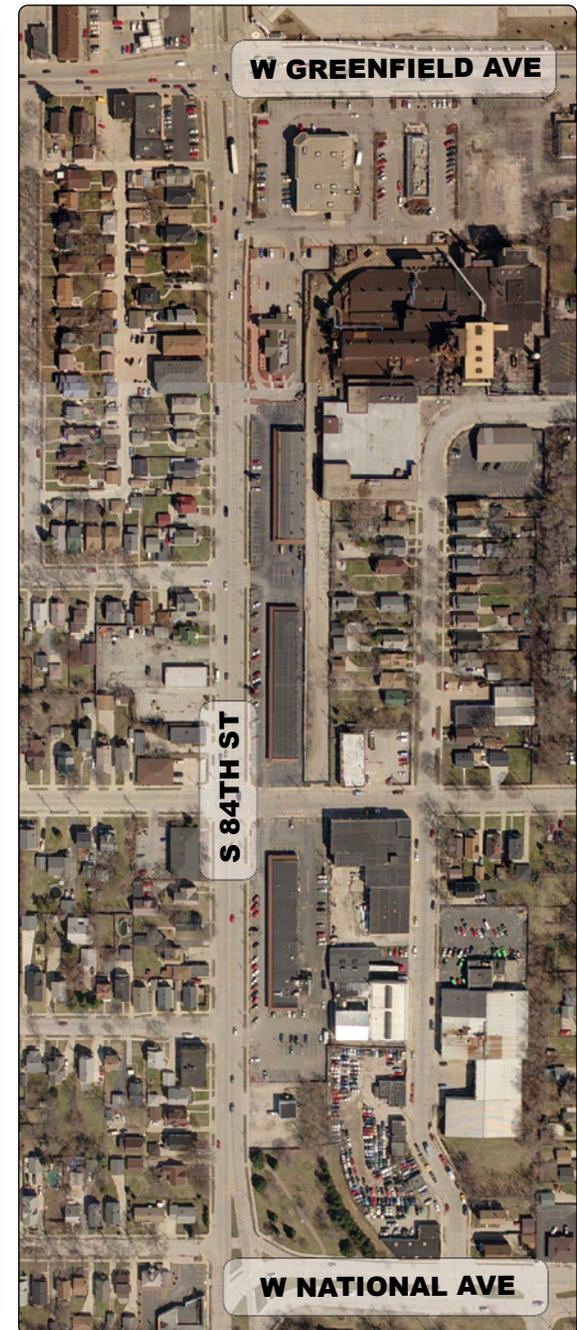


Figure 9-48: Area 13, Option 2

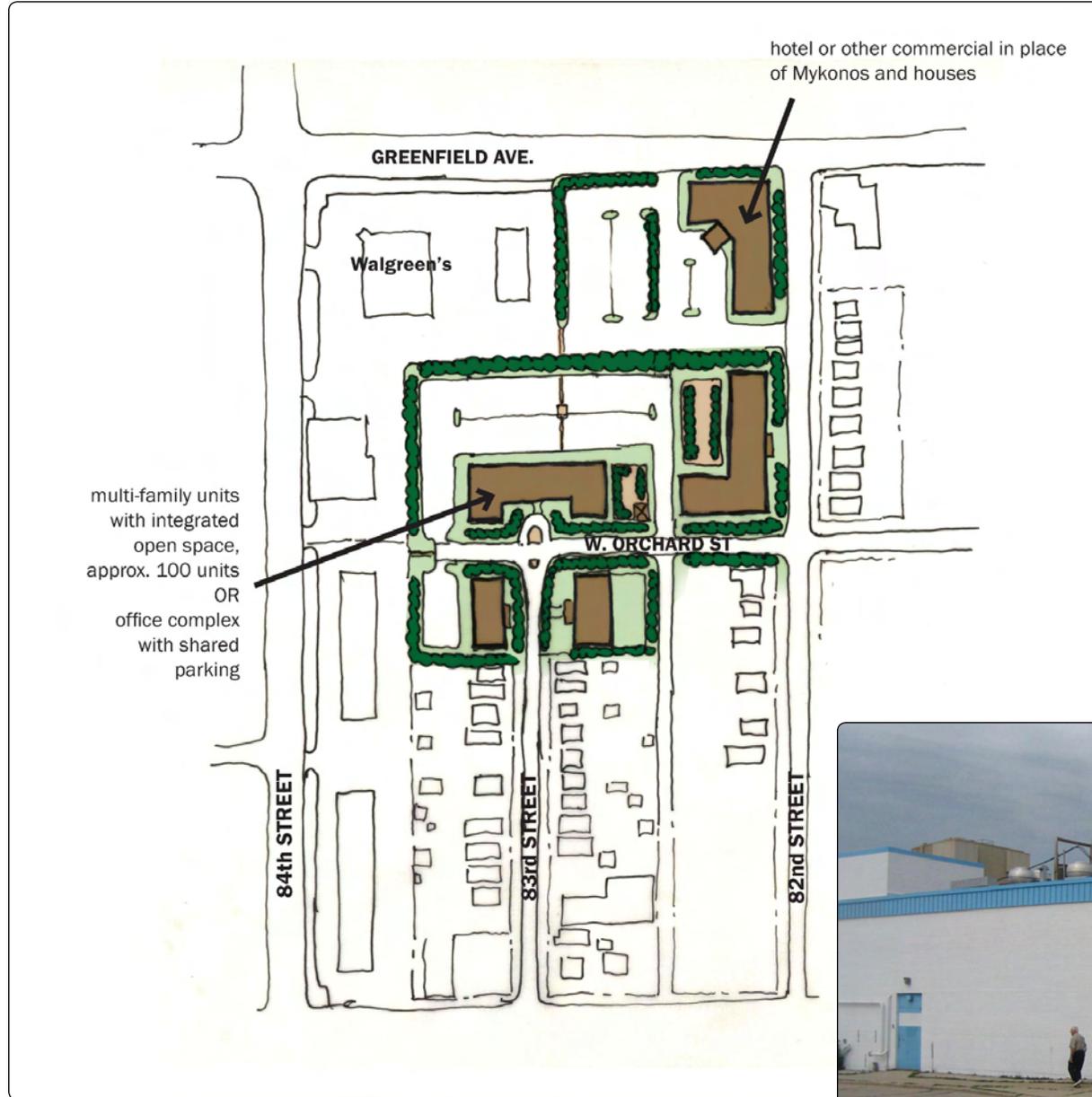


Figure 9-49: Area 13, existing conditions



Figure 9-50: Area 13, existing conditions



Concept Area 14 - W. Hicks Street Corridor

Objective

Increase land values by emphasizing mixed-uses as this area redevelops. Encourage adaptive reuse of underutilized industrial properties with high quality residential development. Integrate new development with the scale and proportion of surrounding buildings and neighborhoods.

Concept Area 15 - Paradise Theater Area Redevelopment

Objective

Enhance the gateway as you enter into the Six Points area at W. Greenfield and W. National Avenues. Encourage continued investment in the area with improved parking and building renovations, accessible parking, and streetscape improvements. West Allis has lost many architecturally unique buildings in its past. The City should make a profound effort to preserve the Paradise Theater building as a culturally iconic landmark.

Specific Recommendations

- Preserve the historic character of the Paradise Theater building by promoting the building's adaptive reuse.
- Explore the acquisition and clearance of the functionally-obsolete properties to the west of the theater for the development of high density residential uses, commercial, mixed-uses and/or surface/structured parking.

Figure 9-51: Area 14



Figure 9-52: Area 15

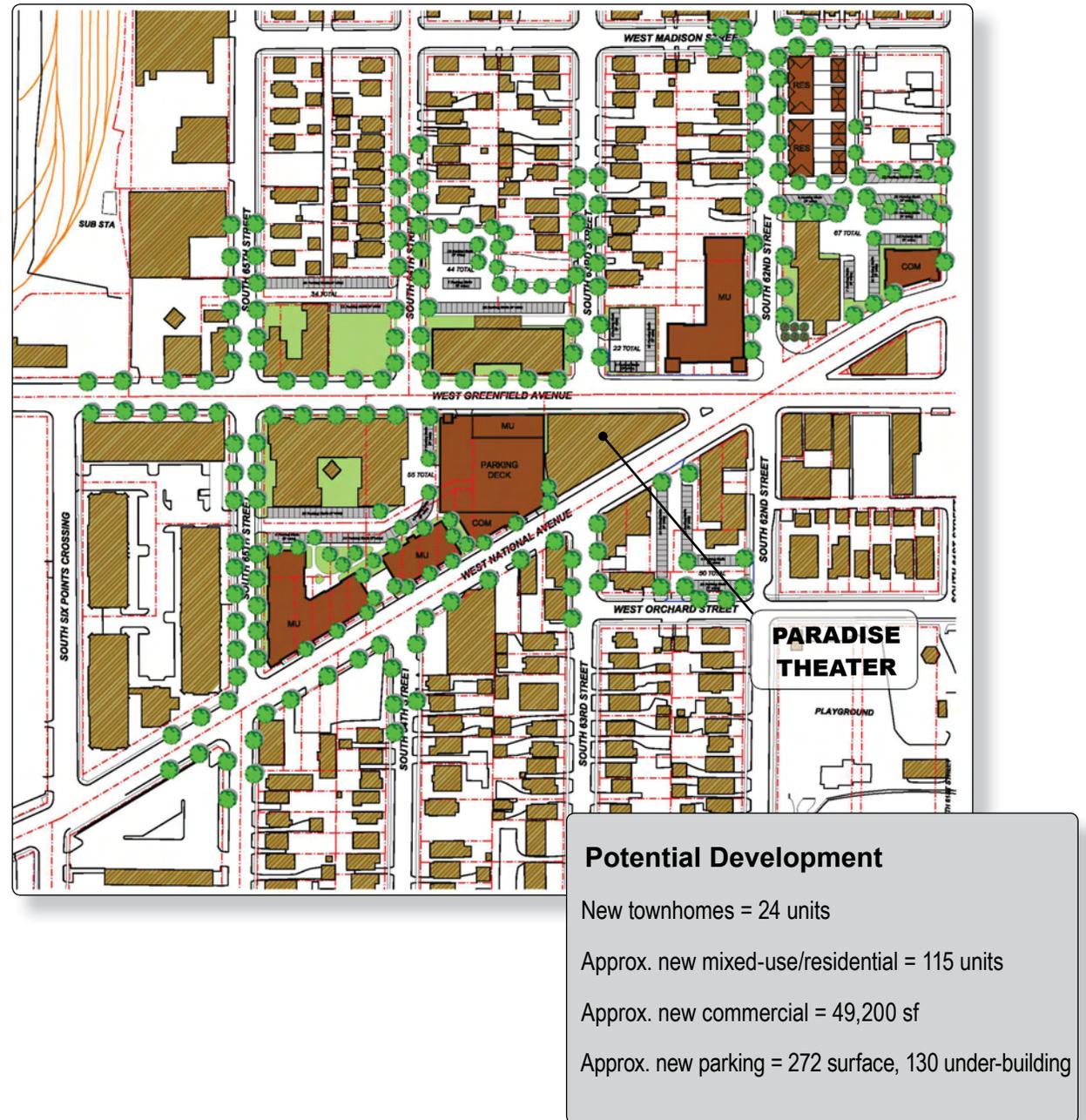


- Look at strategic demolition or clearance of underperforming properties in disinvestment or disrepair.
- Include structure, underground, or surface off-street parking to address the area's future parking demands.
- Convert underutilized and excess parking areas, at the northeast corner of Six Points and convert to mixed-use.
- Encourage the assembly of properties north of the Paradise Theater for high density condominium and townhome development or commercial reuses.
- Develop additional residential units on vacant lots southeast of S. 62nd and W. Madison Street, such as owner-occupied condominiums, townhomes, or single-family.

Figure 9-53: Paradise Theater



Figure 9-54: Area 15, redevelopment option



**Concept Areas 16 and 17 - S. 68th Street
And W. Mitchell Street**

Objective – Area 16

Build on the investment in the area by providing additional housing and commercial opportunities that add value to the surrounding neighborhoods.

Specific Recommendations

Develop mixed-use buildings along W. National Avenue with retail on the first floor and housing or offices on the upper levels.

Objective – Area 17

Provide family supporting jobs and quality living environments that are compatible with the surrounding neighborhood.

Two redevelopment scenarios were developed for this area. One option detailed Commercial and Housing opportunities, while the other was focused on Industrial reuse. The Comprehensive Plan Steering Committee and Plan Commission preferred the Industrial option, which has been reflected in the City’s Future Land Use Map.

Figure 9-55: Areas 16 and 17



Figure 9-56: Area 16-17 Concept, Commercial and Housing option



Specific Recommendations

(Commercial and housing option)

- Develop additional multi-family or offices at the southeast corner of S. 68th Street and W. Mitchell Street. Include a landscape buffer along the north-south spur track.
- Explore the possibility of a bike and pedestrian trail along the north-south spur track.
- Redevelop the existing industrial buildings at the southwest corner of S. 66th Street and W. Mitchell Street by extending the residential neighborhood into this area. Consider extending the residential neighborhood into this area if the existing buildings are not renovated (Figure 9-56).
- Consider a mix of single family units and townhomes at the southwest corner of S. 66th Street and W. Mitchell Street (east of the railroad spur).
- Extend W. Burnham Street to connect at W. Mitchell Street.

Figure 9-57: Area 17 Concept, Industrial and industrial flex space option



Potential Development

Approx. Site = 16 acres

Approx. new industrial = 197,850 sf

Approx. new parking = 227 surface

Specific Recommendations

(Industrial option)

- Allow adaptive reuse of the two-story office building as an alternative along the south side of W. Mitchell Street, with light industrial or industrial flex space for the balance of the area.
- Develop office or light industrial buildings at the southeast corner of S. 66th Street and W. Burnham Street.
- Implement light industrial uses as an alternative along the south side of W. Mitchell Street, west of the railroad spur (Figure 9-57).

Concept Area 18 - 1960 S. 67th Place Industrial Park

Objective

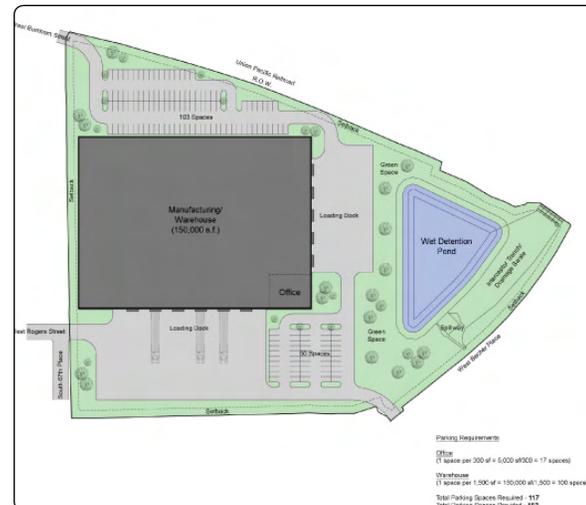
Capitalize on the railroad access with future light industrial uses for this site. Buffer all development from the surrounding neighborhood to sustain values and maintain the residential character. Utilize the concept in Figure 9-59 as a discussion tool to determine what is the best and highest use for this site.

Through the use of Tax Incremental Financing, the City has assembled properties, demolished dilapidated buildings, completed environmental and geotechnical remediation, and constructed on-site stormwater retention measures for this brownfield site. The site is now poised to attract a prime, modern industrial redevelopment opportunity.

Figure 9-58: Area 18, existing conditions



Figure 9-59: Area 18, concept



Concept Area 19 - S. 60th Street And W. Beloit Road

Objective

Improve the character of W. Beloit Road and S. 60th Street by improving the image of this area with additional landscaping, parking screening, and facade improvements. Encourage small-scale commercial uses that serve area residents while maintaining existing light industrial uses that provide jobs for the community.

Figure 9-60: Area 19 Beloit Road and S. 60th Street



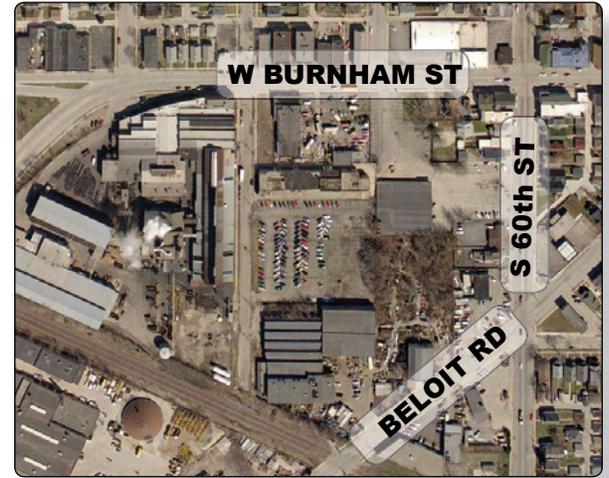
Figure 9-61: Unit Drop Forge on S. 63rd Street



Specific Recommendations

- Assemble land for development at the northwest corner of S. 60th Street and W. Beloit Road. Encourage commercial and/or light industrial uses that serve area residents while providing jobs for the community.
- Redevelop or revitalize properties at the southwest intersection of S. 60th Street through acquisition or facade improvements.
- Target east of S. 60th Street for facade improvements, additional landscaping, and parking screening. Encourage the creation of a neighborhood improvement district to promote family businesses and neighborhood revitalization.
- Consider vacating S. 62nd Street and assemble land for sufficient parking space for Unit Drop Forge.

Figure 9-62: Area 19



	new building
	parking and service

Figure 9-63: Potential New Buildings

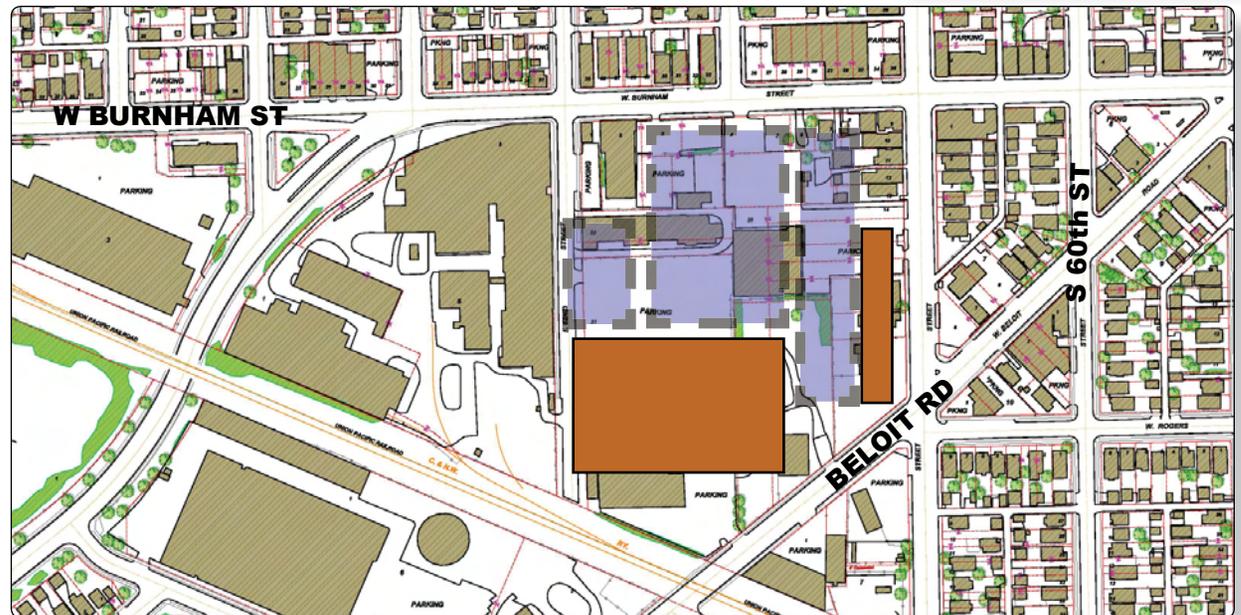
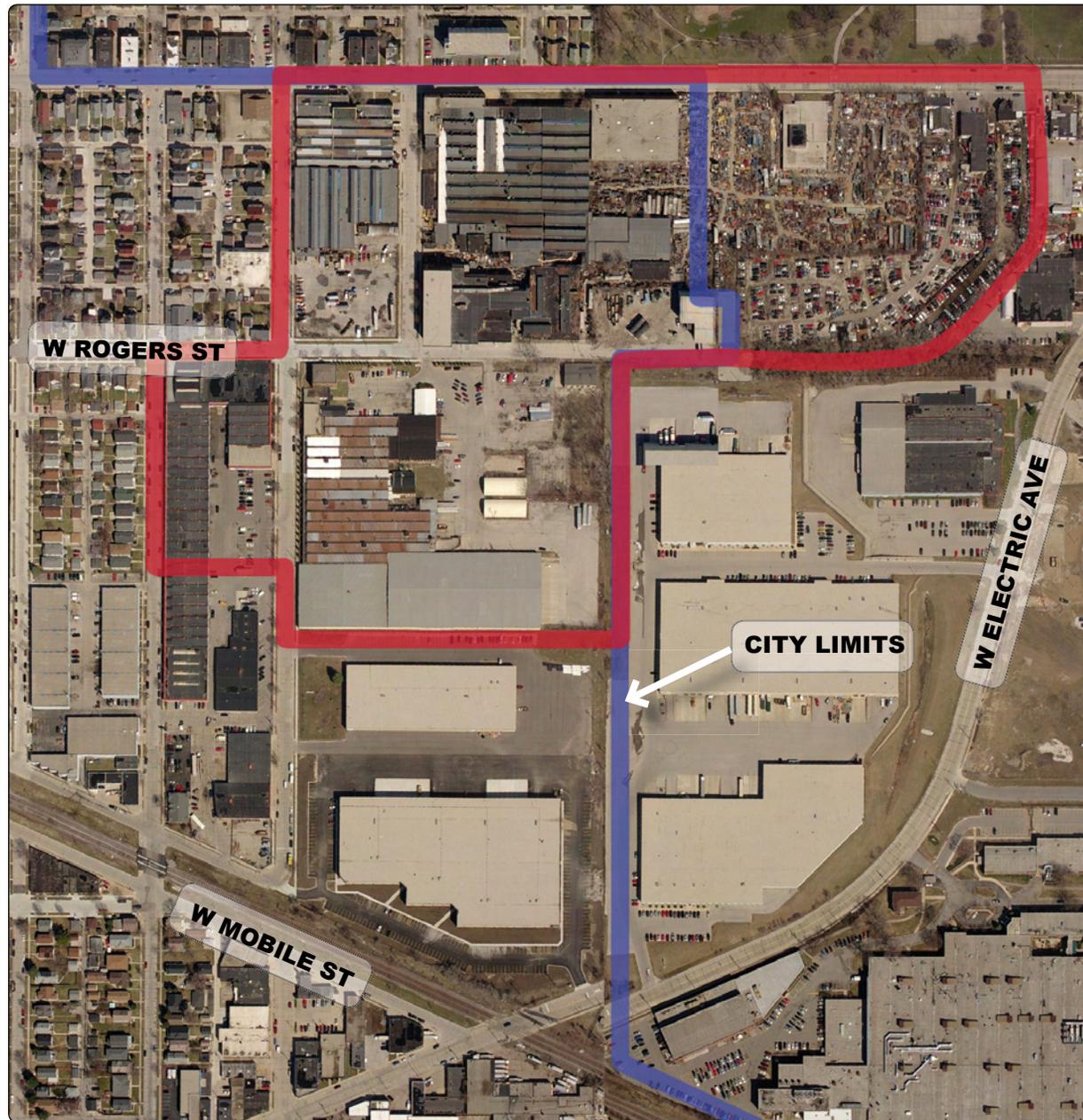


Figure 9-64: Area 20



Concept Area 20 - S. 54th Street And W. Burnham Street

Objective

Increase the value of the neighborhood by either redeveloping underutilized parcels with residential development or redeveloped light industrial uses. Incorporate higher density housing across from the park as a transition to West Milwaukee.

Two redevelopment scenarios were prepared for this area. The first scenario contained additional opportunity for single family housing, and the other considered redevelopment as light industrial uses. The Comprehensive Plan Steering Committee and Plan Commission preferred the light industrial option, which has been reflected in the City's Future Land Use Map.

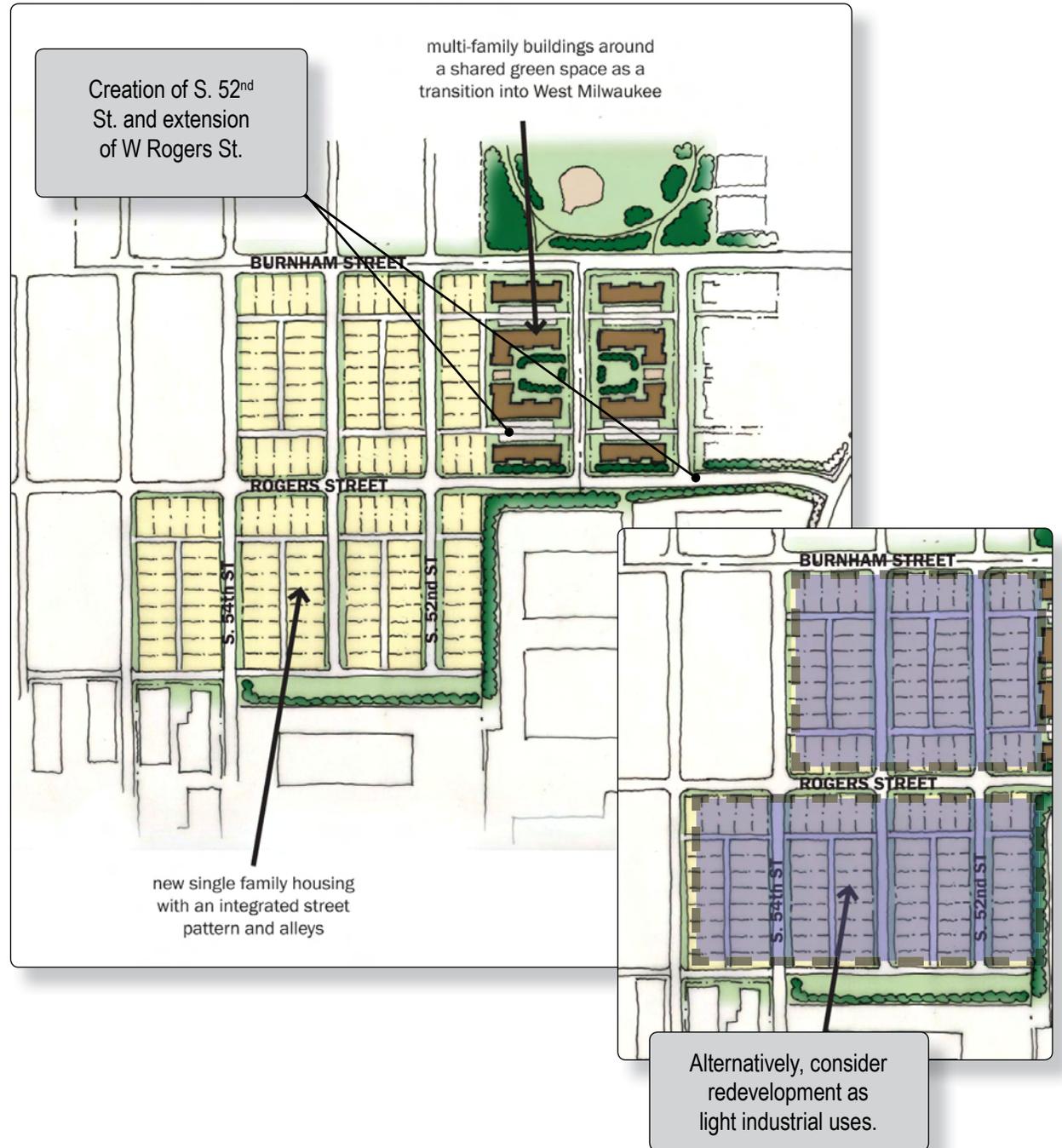
Specific Recommendations

- Cooperate with West Milwaukee on redevelopment to jointly explore optimum reuse alternatives and potentially a joint TIF district.
- Locate single family housing between S. 52nd Street and S. 54th Street as a transition to the existing single family neighborhood. Include alleys similar to the existing block structure in the area.
- Consider redeveloping the light industrial uses if single family development is not feasible based on market demands and land cost.
- Integrate landscaping to improve the character of the area regardless of the use, and use landscaping to transition between varied uses.
- Maintain all street connections through the neighborhood.
- Consider developing multi-family housing south of West Milwaukee Park. Include central green spaces and internal parking to serve the residents.
- Consider modifying or relocating the waste transfer station to mitigate adverse odor effects.

Figure 9-65: Area 20, existing conditions



Figure 9-66: Area 20 Proposed Concept



Concept Area 21 - Honey Creek Redevelopment

Objective

Identify redevelopment opportunities that improve the character of the area, build on the improvements of the park, and increase land values. Development should be compatible with surrounding uses while creating a signature project along W. National Avenue.

Specific Recommendations

- Develop multi-family housing along W. National Avenue with single family units on the northern part of the site.
- Allow commercial retail or commercial office uses on the first level of the multi-family buildings with uses that serve area residents.
- Integrate a shared green space with the single family units.
- Locate shared parking behind the multi-family units with landscaping as a buffer to the single family units.
- Locate street accesses across from existing streets to the south when possible.

Figure 9-67: Area 21



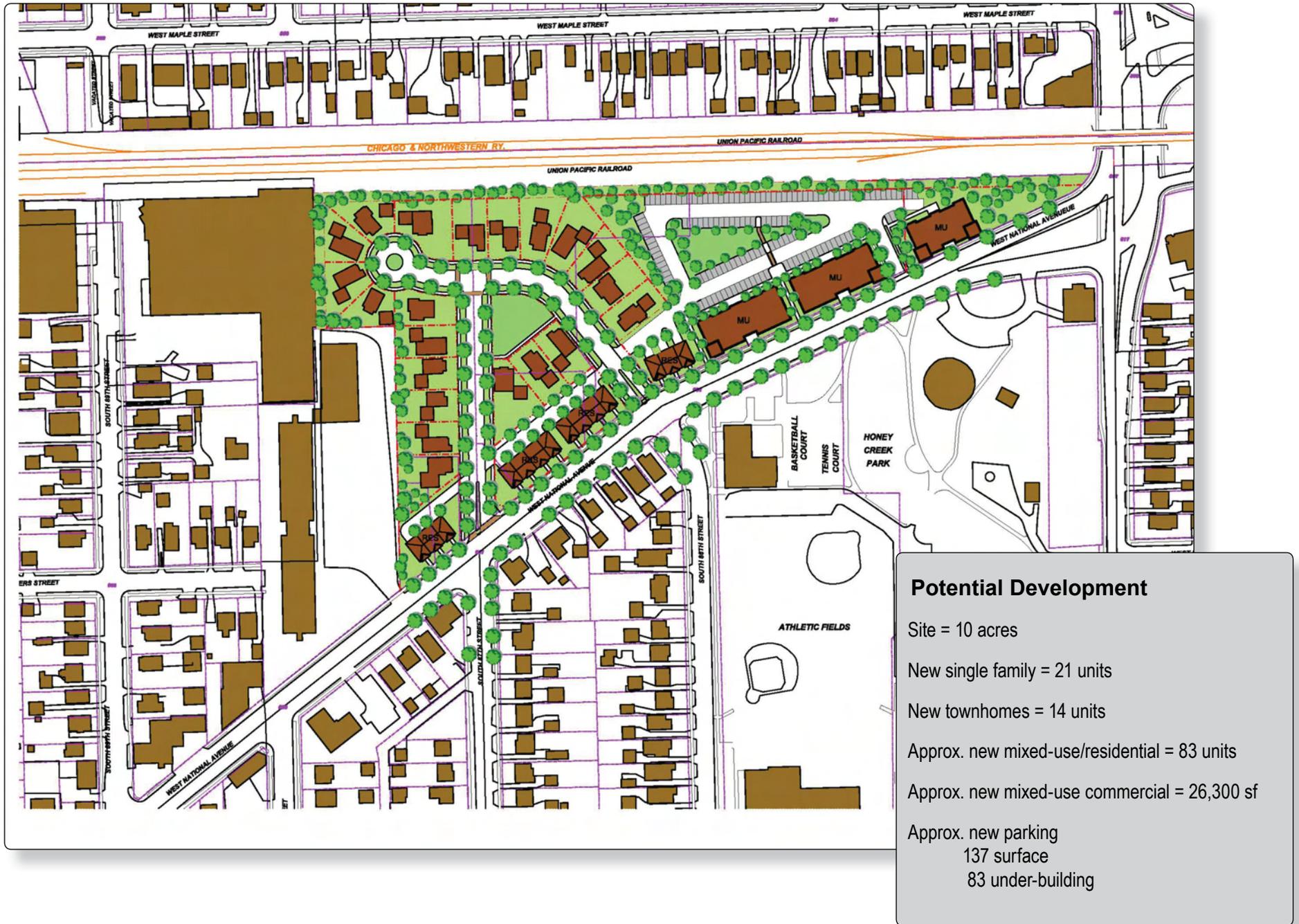
Figure 9-68: Area 21, looking West



Figure 9-69: Area 21, looking East



Figure 9-70: Area 21 Proposed Concept



Concept Area 22 - S. 106th Street And W. Arthur Avenue

Objective

As auto sales continue to consolidate and property owners redevelop their parcels, allow for adaptive reuse of the buildings or for medium and big box stores to be located along Hwy 100. Include office uses to the east to integrate with existing office buildings in the area.

When redeveloping the parcels along Hwy 100, minimize the number of curb cuts and encourage access from the east/west streets, W. Arthur and W. Hayes Streets.

Concept Area 23 - West Allis Memorial Hospital

Objective

Maintain a full service acute care hospital on the campus, with program/service development and expansion based upon the needs of the population that is served by the facility. Plan for additional space needs for medical services, physician offices, and surface and structured parking. Consider the acquisition of land to supplement what already exists as part of the campus. It is envisioned that the campus would be enlarged to the east along W. Lincoln Avenue, up to the WA Central parking lots, and to the west along W. Lincoln Avenue to S. 92nd Street.

Development and/or expansion should complement the scale and character of the neighborhood, including building scale and style, parking design and location, landscaping, and streetscape elements along W. Lincoln Avenue.

Figure 9-71: Area 22

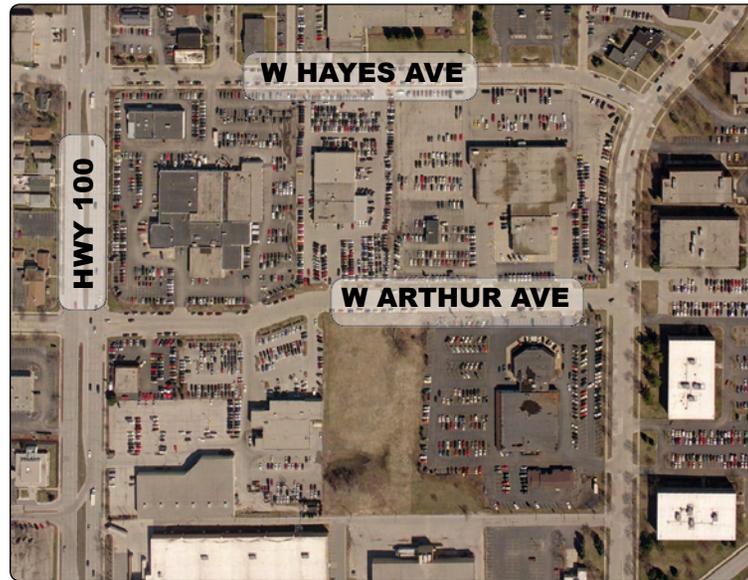


Figure 9-72: Area 23



Concept Area 24 - S. 76th Street And W. Beloit Road

Objective

Improve the intersection with an emphasis on mixed-uses that have a neighborhood character. Include off-street parking, open space features, and improve traffic circulation. Improved traffic calming techniques should be reviewed for north-bound traffic on S. 76th Street. Work with property owners as they want to redevelop their properties and encourage new developments to maintain a street edge with construction of buildings along property lines.

Concept Area 25 - W. Oklahoma And S. 122nd Street

Objective

Provide new single family housing opportunities for the southwest area of the city by reconfiguring parcels. Condominiums could also be considered within this area. Integrate parks and trails where possible.

Concept Area 26 - Hub Chrysler

Objective

Provide internal street connections to improve the safety and efficiency of traffic in the area. Assemble and redevelop underutilized properties as commercial and/or office buildings. Include pedestrian connections, landscaping elements, and shared parking areas to serve all property owners.

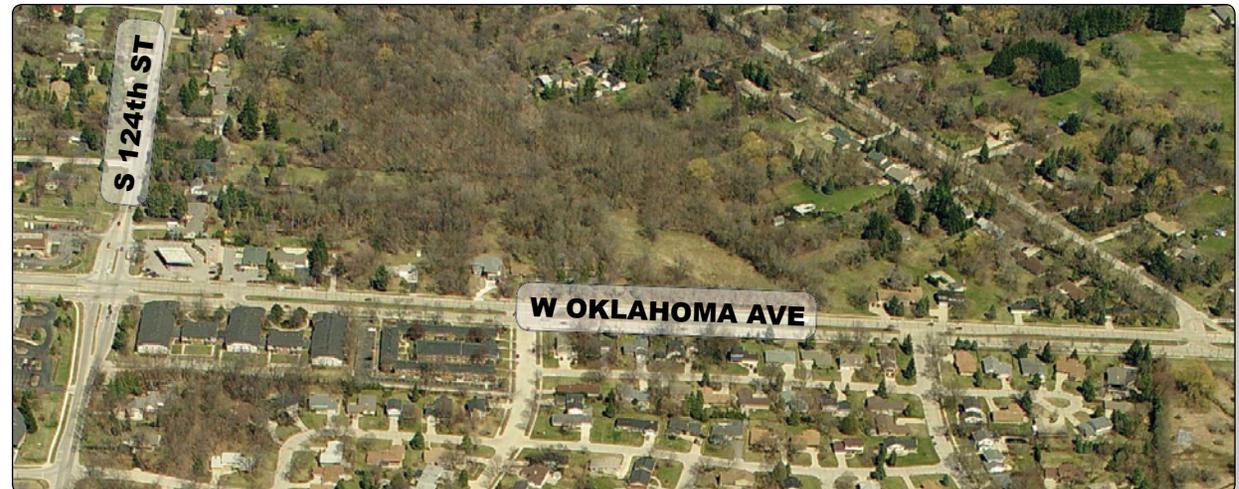
Figure 9-73: Area 24



Figure 9-75: Area 26



Figure 9-74: Area 25



Concept Area 27 - S. 116th Street And W. Morgan Avenue

Objective

This vacant 14 acre parcel of land is currently used as the City's Public Works leaf and brush storage site. Consider relocating the storage yard to another location and consolidating with the City of Greenfield's leaf/brush storage site. This parcel provides a unique opportunity to develop a residential neighborhood while adding tax value to the City. Develop the underutilized parcel as residential, with higher density condominium units adjacent to S. 116th Street and single-family units for the remainder of the property. A minimum of 7,000 square foot lots should be considered for the single family units, and sidewalks integrated throughout the development to provide a traditional neighborhood feeling. Include a shared open space feature that serves the residents in the area, a trail that links to the Oak Leaf trail, and alternative stormwater management techniques.

Figure 9-76: Area 27

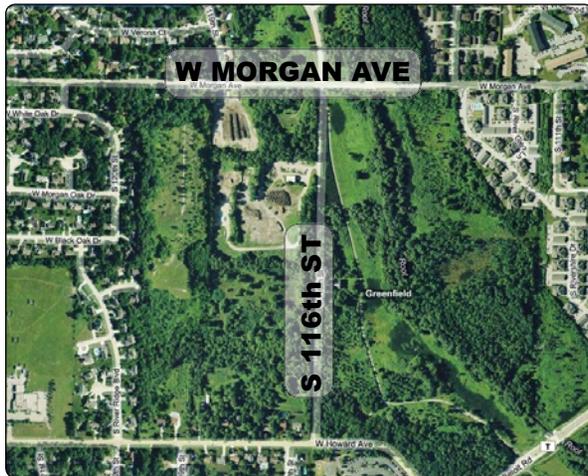


Figure 9-77: Area 27 Proposed Concept

