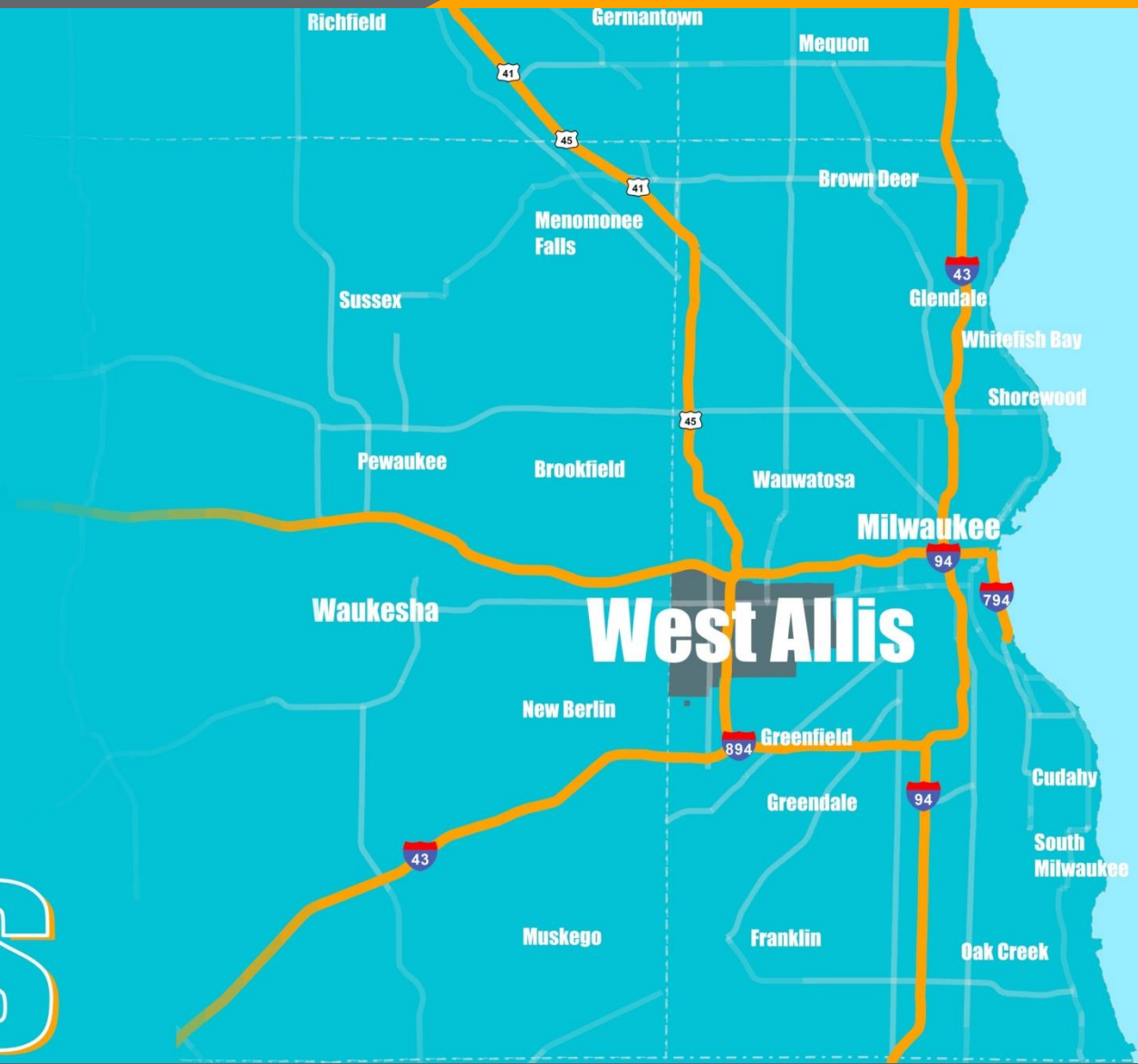


Change Your Code, Change Your City

West Allis' Zoning Code Overhaul

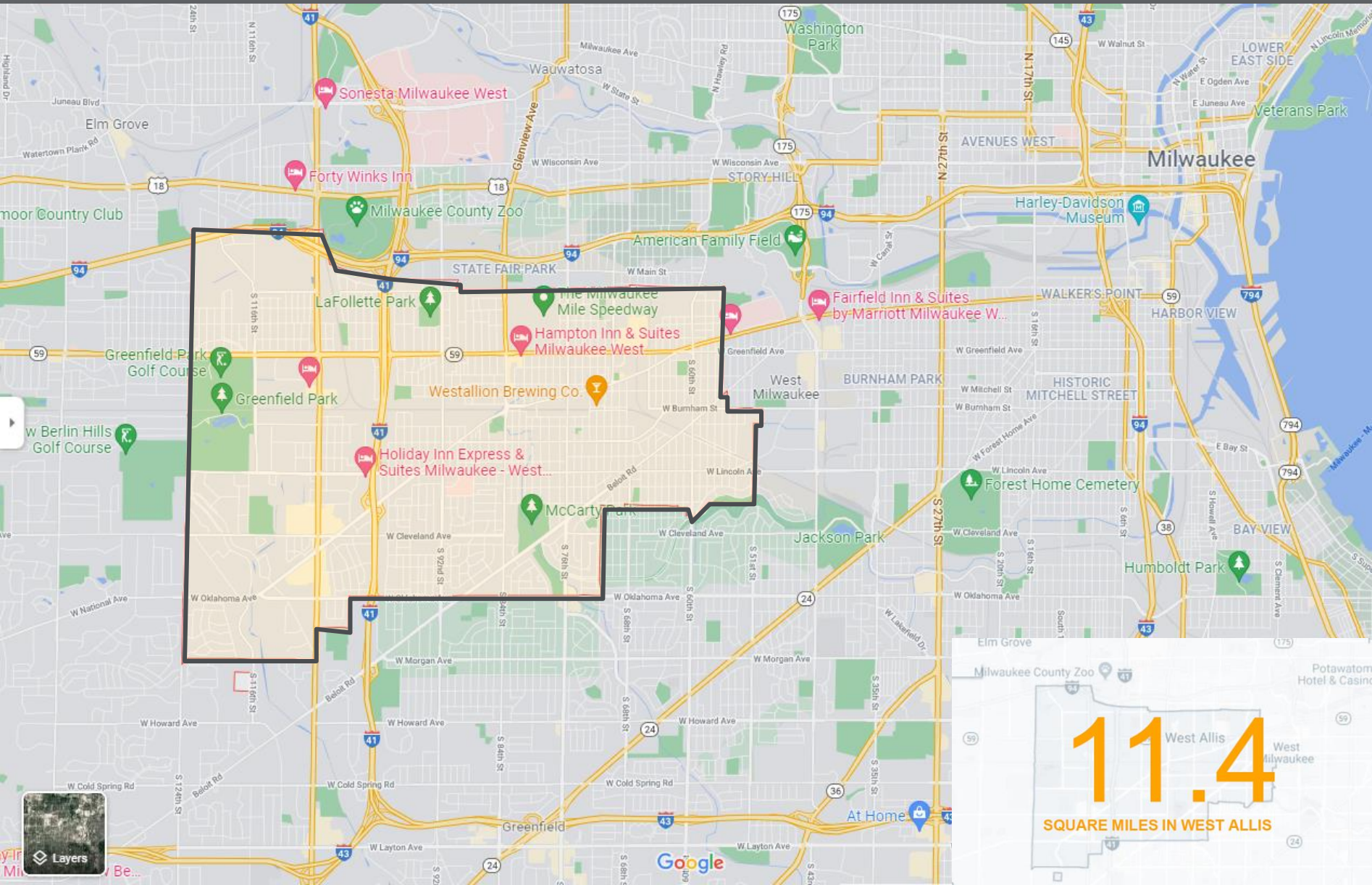
Shaun Mueller – Development Project Manager
Zac Roder, AICP – Lead Planner





West Allis

Location

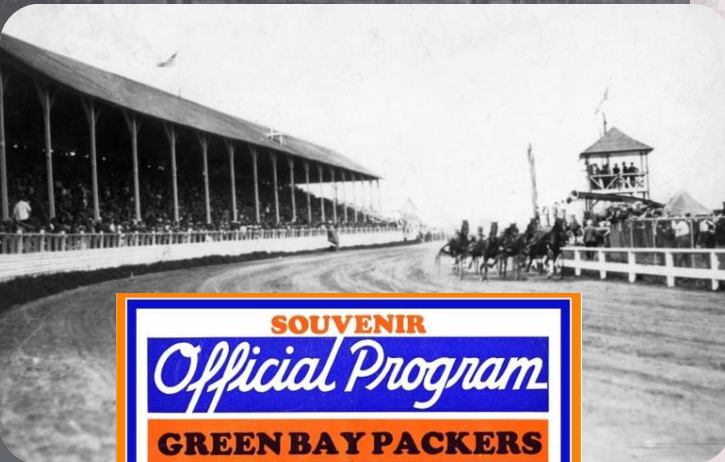


In the Region

- 10 miles to General Mitchell Airport
- 6 miles to Lake Michigan
- 1 mile to Brewer's stadium

Local Attractions

- Farmers Market
- WI State Fair
- Milwaukee Mile
- Greenfield Park
- Oak Leaf Trail
- Hank Aaron State Trail



SOUVENIR
Official Program
GREEN BAY PACKERS
NEW YORK GIANTS
STATE FAIR PARK MILWAUKEE
SUNDAY DEC. 10 1939
PRICE 25¢
KICKOFF 1:30 P. M.

© B5mile

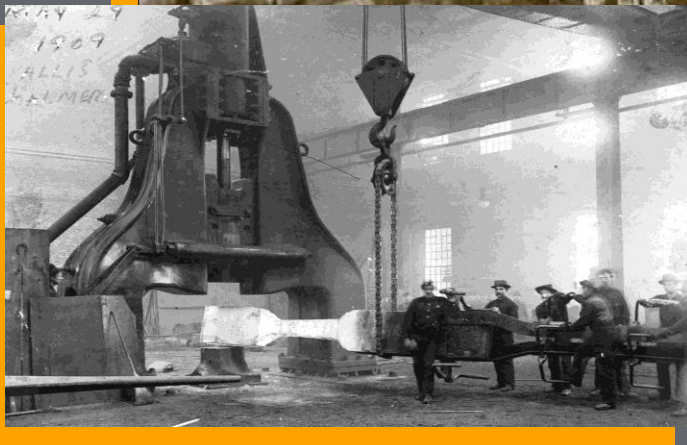
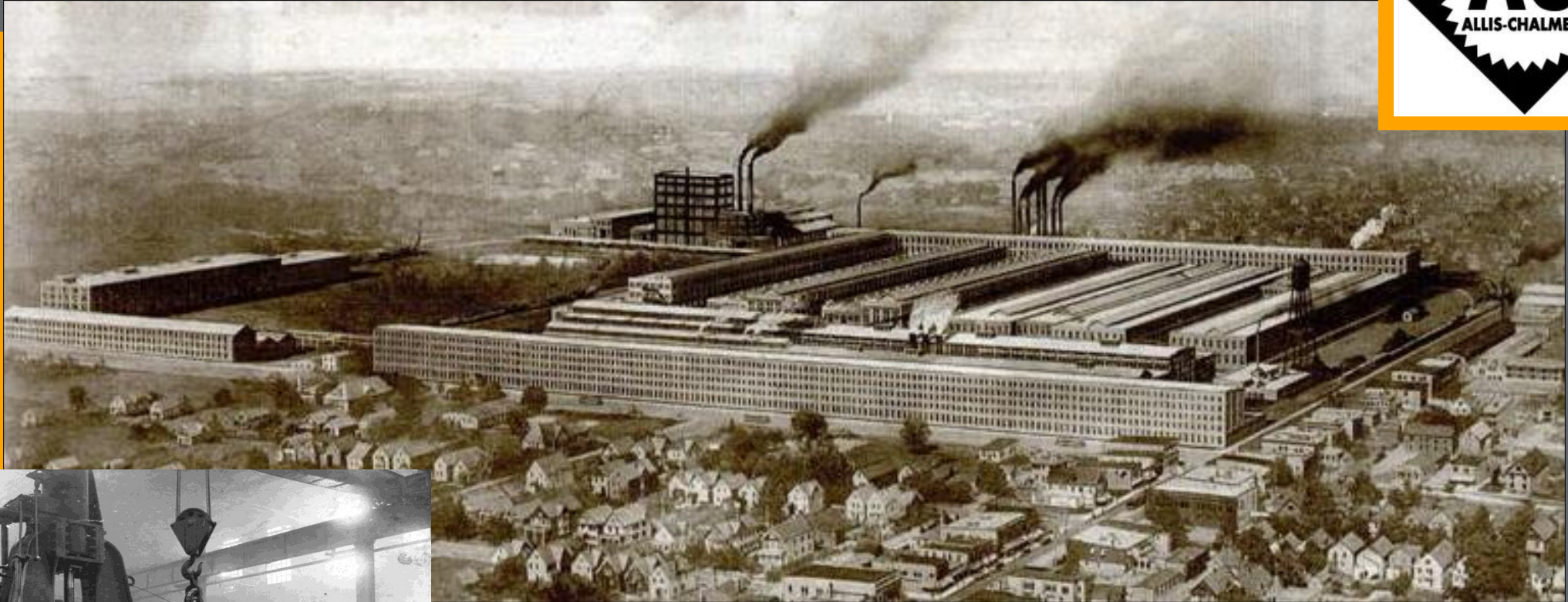
WISCONSIN STATE FAIR.



SEPTEMBER 12-17, 1892 AUGUST 6-16, 1992



Industrial Roots



Post-Industrial Suburb





CITY OF
*West
Allis*
EST. 1906







THE
WEST

NATIONAL
ST. PAUL, MN

BIKE LANE

BIKE LANE

Code's Problems

Barriers to Desirable Development

- Overly strict/cumbersome approval processes
- Required more parking than economical or needed
- Limited housing options
- Prevented dense development and development that looks like pre-war neighbors



Code's Problems

Outdated Regulations

- Originally instituted in 1950s
 - Last major update in 1995
- Obsolete uses
- Confusing, old references
- Restrictions that no longer have logical purpose

- a. Barbers and beauty shops.
 - b. Books and stationary stores.
 - c. Bridal and wedding salons.
 - d. Camera stores and photographic equipment sales and services.
 - e. Clothing stores.
 - f. Computer and computer software sales and service.
 - g. Costume rental stores.
 - h. Curtains and draperies sales.
 - i. Drug stores.
 - j. Electronic equipment sales and service.
 - k. Employment agencies and offices conditioned upon the following: **[Ord. O-2005-0022, 5/17/2005]**
 - i. Transportation for temporary employees shall not be provided by, or on behalf of, the employment agency from the agency or office to the work site.
 - ii. Employees shall not report to the employment agency or office for work assignments. The employees shall report directly to the work site assigned. Applicants for employment shall not be allowed to use public property as a waiting area.
 - iii. Restroom facilities adequate for applicants shall be provided on site.
 - l. Financial institutions without drive-through facilities, except check-cashing businesses as defined in Section 9.32. **[Ord. O-2006-0061, 10/17/2006]**
 - m. Florist shops.
 - n. Hardware stores.
 - o. Hobby or gift stores.
 - p. Home improvement, furnishings, appliances and accessory sales. **[Ord. O-2003-0028, 4/2/2003]**
 - q. Jewelry stores.
 - r. Keymaking and locksmithing stores.
 - s. Laundry and dry cleaning — pick up only.
 - t. Leather goods sales.
 - u. Luggage stores.
 - v. Millinery shops.
 - w. Tattoo and/or body piercing establishments. **[Ord. O-2016-0020, 5/3/2016]**
- Editor's Note: Former Subsection (1)(w), which set forth liquor stores as a permitted use, was repealed 5-20-2014 by Ord. O-2014-0022.
- x. Office supply stores.
 - y. Offices; business, professional and governmental. **[Ord. O-2015-0001, 1/20/2015]**
 - z. Medical clinics. **[Ord. O-2015-0001, 1/20/2015]**
 - aa. Photography studios and film developing.
 - ab. Post offices.
 - ac. Printing services; blueprinting and photocopying.
 - ad. Restricted productions and repair, limited to the following: artwork; clothing custom manufacturing and alterations, for retail only; hearing aid devices; jewelry from precious metals; watches; dentures; and optical lenses.
 - ae. Sewing machine sales and service.
 - af. Shoe sales and repair stores.
 - ag. Small appliance sales and service.
 - ah. Specialty stores including arts and crafts and related uses.
 - ai. Sporting goods stores.
 - aj. Tobacco retailers. **[Ord. 6279, 12/17/1996; Ord. O-2016-0032, 7/5/2016]**
 - i. No tobacco retailer shall be located within one thousand (1,000) feet of parcels occupied by the following uses:

Code's Problems Hard to Use

- Unnecessarily long
- Hard to read
- Confusing, redundant organization

12.33 RA-3 Residence District

The RA-3 Single-Family Residence District is primarily intended to accommodate single family neighborhoods which are characterized by smaller lots than those required in the RA-1 and RA-2 Districts. The following provisions, regulations and restrictions will apply in this Zoning District:

1. Permitted Uses. Those uses permitted in the RA-2 Residence District.
2. Transitional Uses. Any transitional use permitted in the RA-2 Residence District.
3. Special Uses. Those special uses permitted in the RA-2 Residence District.
4. Site Area and Accessory Building Area. [Ord. O-2006-0013, 4/4/2006]
 - a. The total combined building coverage of the allowed main building, private garage(s), and accessory building(s) shall occupy no more than forty percent (40%) of the lot area of an interior lot or forty-five percent (45%) of the lot area of a corner lot.
 - b. One (1) private attached garage per dwelling unit or one (1) private detached garage per lot is permitted. [Ord. O-2014-0036, 6/17/2014]
 - c. One (1) storage shed is permitted per lot. [Ord. O-2014-0036, 6/17/2014]
 - d. One (1) residential accessory building other than a private garage or storage shed is permitted per lot. [Ord. O-2014-0036, 6/17/2014]
 - e. There shall be a minimum of one (1) foot between detached accessory structures, and they shall not be physically connected. [Ord. O-2014-0036, 6/17/2014]
5. Lot Area Per Dwelling. Except as may be provided elsewhere for a specific permitted or special use, the minimum lot area per dwelling will not be less than five thousand (5,000) square feet.
6. Lot Width. Except as may be provided elsewhere for a specific permitted or special use, the minimum lot width will not be less than fifty (50) feet.
7. Front Yards. Every lot will have a front yard not less than twenty (20) feet in depth. Overhanging roof eaves projecting not more than three (3) feet will not be considered as obstructions.
8. Side Yards. Every lot shall have two (2) side yards, the east and south of which will be not less than eight (8) feet in width and the north and west of which will be not less than four (4) feet in width. In the case where a side yard adjoins a street, it will be not less than twenty (20) feet in width. Overhanging roof eaves projecting not more than one (1) foot will not be considered as obstructions.
9. Rear Yard. Every lot will have a rear yard of not less than thirty (30) feet in depth, except in the case of a corner lot where the rear yard will not be less than twenty-five (25) feet.
10. Height. Main buildings on a lot will not exceed thirty-five (35) feet in height.

12.34 RA-4 Residence District

The RA-4 Single-Family Residence District is primarily intended to accommodate existing single family neighborhoods which are characterized by smaller lots than those required in the other single family Residence Zoning Districts. It is specifically intended for areas of the City designated as Class "A" under the preceding City Zoning Ordinance. It is intended that areas under this District will not be extended into other parts of the City. The following provisions, regulations and restrictions will apply in this Zoning District.

1. Permitted Uses. Those uses permitted in the RA-3 Residence District.
2. Special Uses. Those special uses permitted in the RA-3 Residence District.
3. Site Area and Accessory Building Area. [Ord. O-2006-0013, 4/4/2006]
 - a. The total combined building coverage of the allowed main building, private garage(s), and accessory building(s) shall occupy no more than forty percent (40%) of the lot area of an interior lot or forty-five percent (45%) of the lot



Changing the Code



Key Planning Priorities



Promote
redevelopment



Increase housing
options to preserve
affordability and
attract new
residents



Attract rather than
discourage
desirable
businesses



Shape West Allis
into a true
destination that is
walkable, attractive,
and exciting



Easier to use code

Framing Reform

Objective 1: Easier to use

- Reorganize
- Improve readability
- Eliminate redundancies and outdated elements

Objective 2: More taxable value

- Allow more density where appropriate
- Create more flexibility for development
- Lower the code's burden on developers

Objective 3: Fit the West Allis of today and tomorrow

- Remove obsolete remnants of the past
- Adapt best zoning practices to West Allis' specific context
- Protect the character of neighborhoods



Design



- Tables!
 - Easier to read and find information
 - More space efficient



3.0 USES TABLE OF PRINCIPAL USES

USES	DISTRICTS													Reference			
	DT-1	DT-2	DT-3	M5-1	M5-2	M5-3	CK-1	ID-1	ID-2	MK-1	MK-2	NK-#	N-#-1		N-#-2	N-#-3	OS
Residential & Lodging Category																	
Household Living																	3.3.1
One-Unit Dwelling	▶	▶	▶	▶	▶	▶				●	●	●	●	●	●		3.3.1.A
2-Unit Dwelling	▶	▶	▶	▶	▶	▶				●	●	●	●	●	●		3.3.1.A
3-Unit Dwelling	▶	▶	▶	▶	▶	▶				●	●	●	●	●	●		3.3.1.A
Multi-Unit Dwelling (4+ Units)	▶	▶	▶	▶	▶	▶				●	●	●	●	●	●		3.3.1.A
Efficiency/Micro Unit	▶	▶								◐	◐						3.3.1.A
Bed & Breakfast										◐							3.3.1.B
Group Living										◐	◐						3.3.1.C
Group Living for Health Reasons	◐*	◐*	◐*	◐*	◐*	◐*		◐*	◐*	◐*	◐*	◐*	◐*	◐*	◐*		3.3.1.D
Hotel/Apartment Hotel	●	●	●	●	●	●				●	●	●	●	●	●		3.3.1.E
Residential Care, Large	●	●	●							●	●	●	●	●	●		3.3.1.F
Residential Care, Small	●	●	●			●				●	●	●	●	●	●		3.3.1.F
Roominghouse/Boardinghouse								◐	◐								3.3.1.G
Temporary Shelter Facility								◐	◐								3.3.1.H
Civic & Institutional Category																	
Assembly, Neighborhood	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	3.3.2.A
Assembly, General	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	3.3.2.A
Government/Higher Education/Hospital	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	3.3.2.B
Library/Museum	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	3.3.2.C
Police/Fire	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	3.3.2.D
School: Pre-K, Primary, Elementary, Intermediate	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	3.3.2.E
School: High School	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	3.3.2.F
Stadium/Arena	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	◐	3.3.2.G

KEY: ● = Permitted ▶ = Permitted in Upper Stories Only ◐ = Permitted Subject to Use Specific Conditions (possible Special Permit) ◑ = Requires a Special Permit



When printed, the new zoning code is only 37 pages, compared to over 400 before!



Structure



1. Administration

- General provisions, approval processes, definitions

2. Districts

- Find your property's zoning district

3. Uses

- Identify what your property can be used for (and necessary criteria)

4. Structures

- Learn how you can build on your property (including parking)

5. Planned Development

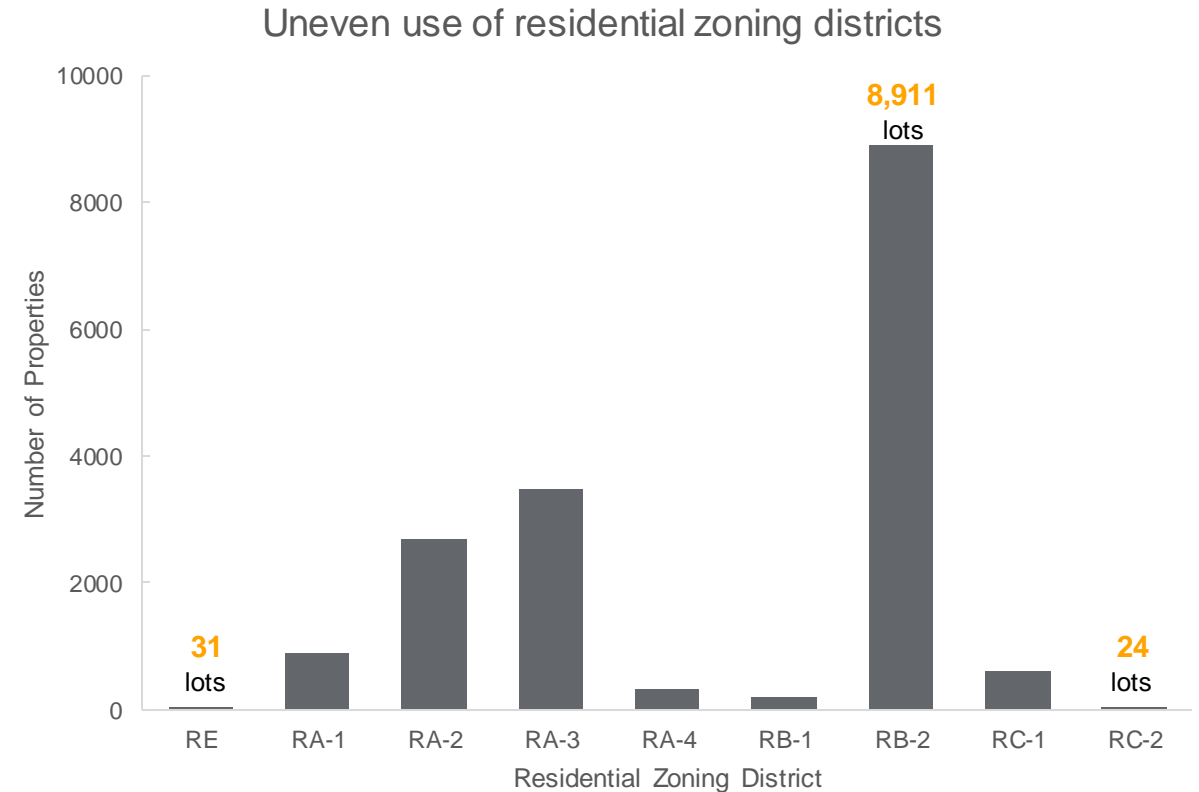
- Rules for planned development districts (rarely used)



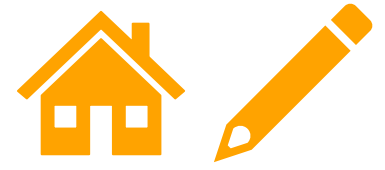
Consolidate Zoning Districts



- Certain districts had very limited uses
- Other zoning districts had very minor differences in regulations

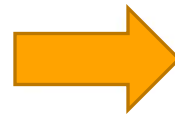
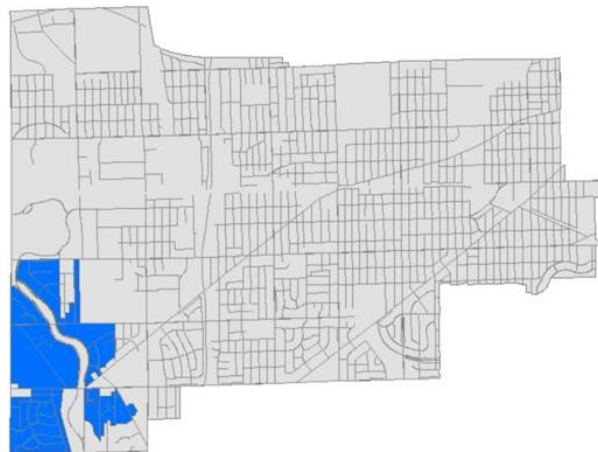


Consolidate Zoning Districts

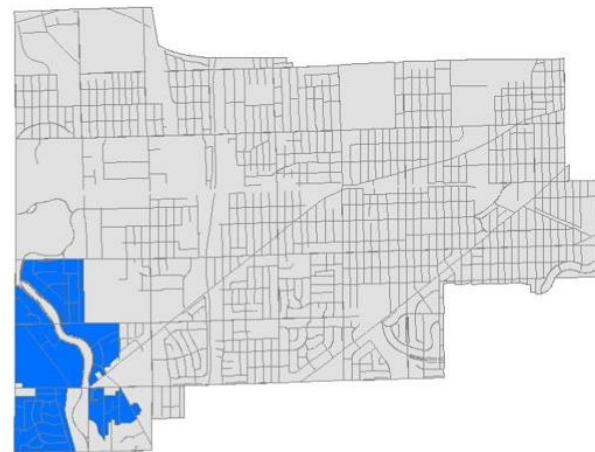


- Consolidating = opportunity to upzone
- Example: RE → RA-1
 - Similar large lot, predominantly single-family residential districts
 - All RE properties conform with RA-1 zoning district regulations
 - Now former RE sites are allowed greater density, duplexes in certain circumstances

Former RA-1



Today's RA-1



Consolidate Zoning Districts



Residential Districts	
RA-1	Intended for neighborhoods with primarily detached dwellings on large lots
RA-2	Intended for neighborhoods with primarily detached dwellings on moderate sized lots
RA-3	Intended for neighborhoods with primarily detached dwellings on small lots
RB	Intended for traditional neighborhoods with a diverse array of housing types on small lots
RC	Intended for dense, multi-unit housing development in areas throughout the city
Commercial Districts	
C-1	Intended for the city's historic pedestrian-oriented downtown shopping district
C-2	Intended for a mix of uses in close proximity to residential areas that are compatible with the neighborhood scale
C-3	Intended for commercial development serving the broader community's daily needs
C-4	Intended for large-scale, automobile-oriented commercial development serving the needs of the regional population
Industrial Districts	
I-1	Intended for lower-intensity industrial uses in closer proximity to residential and commercial uses
I-2	Intended for higher-intensity industrial uses that should be separated from residential and commercial uses
Unclassified Districts	
P	Intended to provide areas for open space, recreation, and preservation of natural resources
SF	Intended for State Fair grounds



Simplify Uses



- Remove obsolete uses
- Combine like uses into general categories and subcategories
 - Continue to regulate sensitive uses specifically

Before

Bicycle sales, rental, and repair shops

Books and Stationery

Clothing and/or shoes, including repair

Computer, software sales, accessories, and service

Electronic equipment sales and service

Hardware stores

Hobby or gift stores

School and office supply stores

Pharmacy

Resale store

Sporting goods



After

Neighborhood Retail (under 8,000 sq. ft.)

General Retail (8,000 or more sq. ft.)



Promoting Desirable Businesses



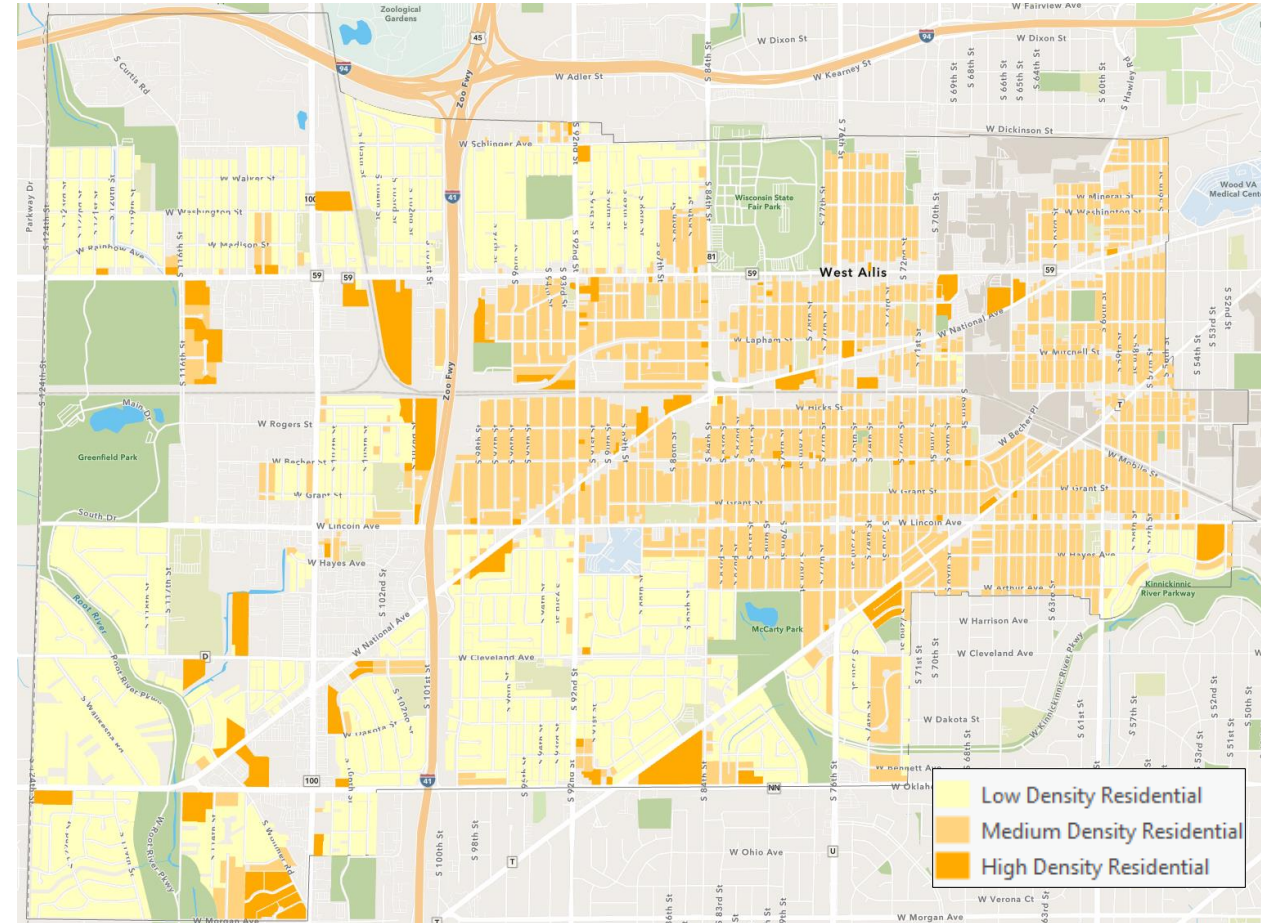
- Expand where certain uses are allowed and make more uses “by right”
 - Event Spaces or Theaters
 - Recreation
 - Fitness studios, other instruction & training
- Conditional → Limited Use to simplify approval process
 - Restaurants, other food users, outdoor dining
- Create new use categories to support modern industrial development
 - Advanced Manufacturing
 - Commercial Light Industrial “Flex”



Missing Middle Housing



- Pre-war suburb with strong base of housing types
 - East side: older, small lots, mixed housing types
 - West side: newer, larger lots, mostly single family
- Code limited building some of the diverse housing types that already existed



Missing Middle Housing



- Allow Accessory Dwelling Units by right
 - For all residential districts
 - Up to 800 sq. ft. building footprint
 - Modeled after Wauwatosa
- Expand where duplexes and multifamily are allowed
- Rectify structure rules to allow dense, small lots and buildings that match pre-war designs



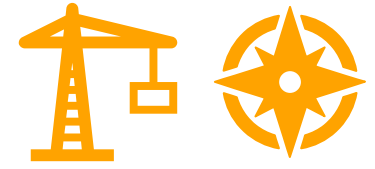
Allowing Density



- Increase maximum height, lot coverage
- Reduce/remove minimum setbacks
- Remove maximum Floor Area Ratio requirements

Buildable Space (click link for diagram)	RA-1	RA-2	RA-3	RB	RC	C-1	C-2	C-3	C-4	I-1	I-2	P	SF
Height (maximum)	35'	35'	35'	40'	85'	65'	85'	85'	105'				
Front Setback (maximum)			40'	30'	20'	0'	10'	20'					
Front Setback (minimum)	30'	25'	20'	10'					10'	20'	30'		
Rear Setback (minimum)	25'	25'	10'	10'					See (1)	10'	20'		
Side Setback (minimum)	8'	5'	3'	3'					See (1)	See (1)	10'		
Density													
	RA-1	RA-2	RA-3	RB	RC	C-1	C-2	C-3	C-4	I-1	I-2	P	SF
Floor Area Ratio (maximum)										1.5	1.5		
Lot Coverage (maximum)	40%	40%	50%	60%									
Lot Size													
	RA-1	RA-2	RA-3	RB	RC	C-1	C-2	C-3	C-4	I-1	I-2	P	SF
Lot Width (maximum)		150'	100'	80'									
Lot Width (minimum)	75'	50'	40'	30'									

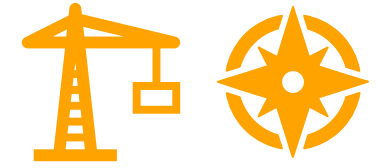
Maximum Based Parking



- Minimum rules caused major problems for West Allis
 - Based off peak parking need, forced providing more parking than expected need
 - Filled limited land with undesirable, unproductive, empty parking spaces
 - Increased costs for new development
- Parking maximums = strategy to grow City's tax base
 - Also create more desirable destinations



Maximum Based Parking



- Research
- Tested proposed rules on existing uses

	Actual	Old Code	New Code
Home Depot (big box store)	540	Minimum 465	Maximum 474
Dollar General (commercial)	53	Minimum 46	Maximum 41
SoNa (apartments)	154	Minimum 176	Maximum 220
Camino (restaurant)	0	Minimum 25	Maximum 80

- Impact
 - Limits over parked development
 - Allows desirable development without variance

P|R|N Parking Reform Network

Type of Use	Maximum Parking Spaces
Dwelling (3 or more units)	2 per dwelling unit
Hotel/Bed and Breakfast	1.5 per guest room
All Medical Uses	5 per 1,000 sq. ft. of gross floor area (except storage rooms)
Residential Care	1 per bed
All Retail Uses	3 per 1,000 sq. ft. of gross floor area (except storage rooms)
Restaurant	1 per 150 sq. ft. of gross floor area (except storage rooms)
All Service Uses (except Restaurant)	3 per 1,000 sq. ft. of gross floor area (except storage rooms)
Commercial Light Industrial Flex	4 per 1,000 sq. ft. of gross floor area (except storage rooms)
Automobile Parts Sales	3 per 1,000 sq. ft. of gross floor area (except storage rooms)
Any conditional use	As stated on the conditional use permit





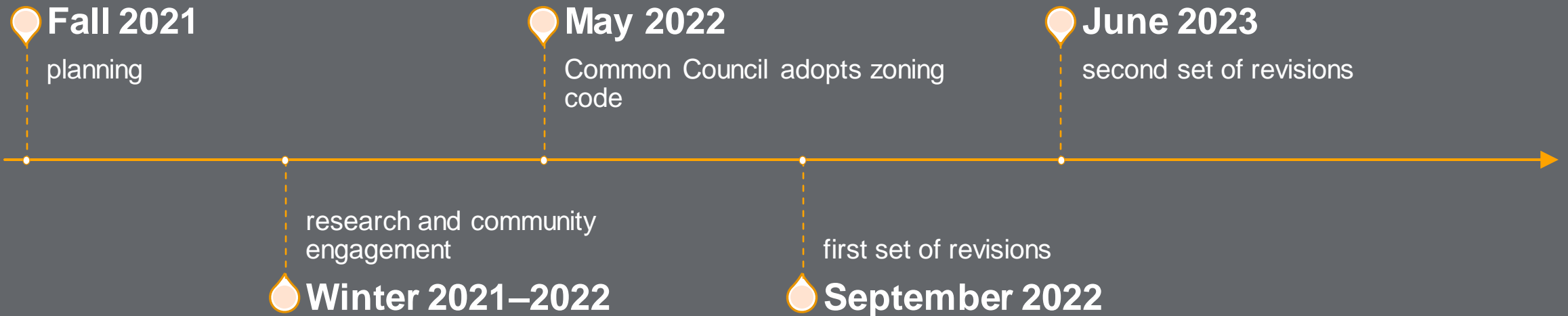
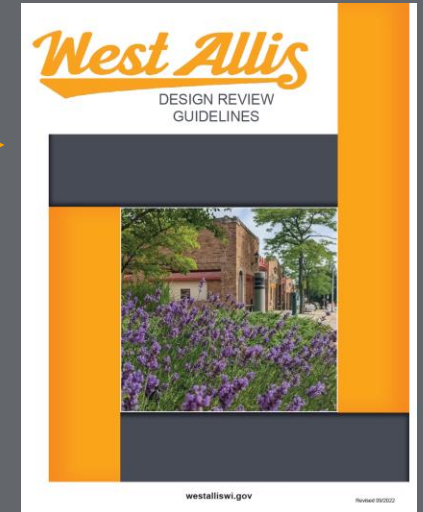
Changing the City



Implementation

- Over a year with a new zoning code
- Living document
 - Learning from implementation

Design review guidelines were also updated in November 2022



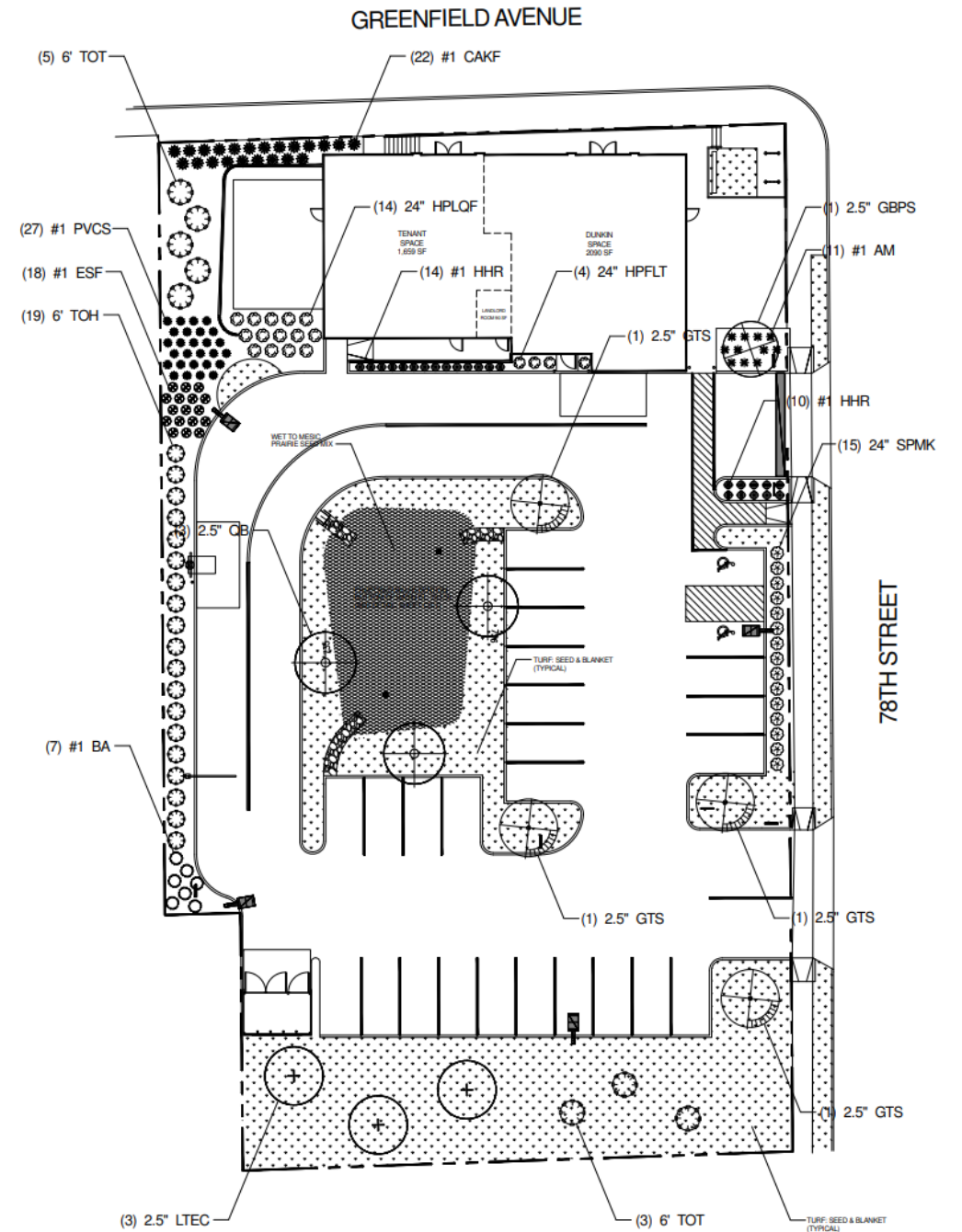
Desirable Developments with Fewer Burdens

- 247 market-rate apartments proposed for National Avenue at 85th Street
 - \$48M redevelopment
 - Was underutilized, outdated suburban office
- Dense, desirable design allowed without need for variances
 - 6-stories, 68 ft. tall
 - 312 parking stalls provided (1.26 stalls per unit)
 - Walkable-focused design with building close to street frontage
 - Major economic impact



Improved Form of New Development

- Drive-through proposed for Greenfield Avenue at 78th Street
 - One of most challenging uses for good urban design
- Better design result of new code
 - Reduced parking spaces in favor of green space
 - Bicycle parking provided
 - Oriented building close to Greenfield Avenue
 - Drive-through hidden at rear of site



More Green Space, Less Parking

- New tenant at big box store on National Avenue near Highway 100
 - Proposed changes triggered design review process, in violation of new parking code
- Replaced surface parking with landscaping due to new code
 - Originally 121 parking spaces, only 75 allowed by code
 - More nature for the Highway 100 corridor, environmental benefits



Takeaways

1. Zoning codes are not written in stone, they can and should change with your community over time
2. Consultants are great, but local planners know their code intimately and can lead reform on their own
3. Copying is not against the rules!
4. Capitalize on your community's unique political environment to enact change



Questions?

