



### HWY 100/Greenfield Avenue Corridor Study Estimate

The Highway 100 / Greenfield Avenue Corridor area represents a major redevelopment opportunity for the City of West Allis. With the long term closure of Pick n' Save, Burger King, the closing of a major retailer like Sam's Club and the impending closure of HOBO.

The below are numbers put together from the Dept. of Development based on general estimates received from Graef, Vandewalle and SB Friedman. **Exhibit A** includes what could be the boundaries of the potential Corridor Study.

- 1. **\$30,000 Opportunity and Market Analysis.** Includes geographic and economic overview with map presenting assets and opportunities based on area's market position.
- 2. **\$25,000 – Design reuses for underutilized sites.**  
Pick out 10 vacant and underutilized sites and design what is most desirable on them. This was done for many of the properties in the corridor already within the Redevelopment Opportunities Section of the 2030 Comprehensive Plan, <https://www.westalliswi.gov/DocumentCenter/Home/View/224>.
- 3. **\$45,000 - Redevelopment Plan and Implementation Strategy –** Develop Plan document to guide redevelopment vision, phasing, land use recommendations, urban design aspects, and implementation next steps. Develop three redevelopment concept scenarios, one selected bird's eye perspective for preferred redevelopment vision, and one communication presentation board with the selected vision and build out inspiration collage.
- 4. **\$5,000 - Per Public Outreach Meeting.**

**Recommendation:** At a minimum consider approving options 1 and 3. Option 1 will setup the economic reality for the overall plan. Option 3 gives sets up the big vision for the development community.

**Recommended budget - \$75,000 +/-**

Conceptual HWY 100/Greenfield Ave. Corridor Area

