

# Providing a Seed Fund for National Avenue: Adding Value to the Heart of West Allis

The City of West Allis is committing to a full-scale investment in the National Avenue corridor.  
**Here's why.**

**Corridor investment requires person-to-person negotiation:** Dollars beget more dollars. To create an outstanding environment along National Avenue, business and property owners need to reinvest. To reinvest, business and property owners need 1) a professional team who can work with them directly, and b) a fixed, visible investment by the City. The planning and design for National Avenue will produce a fixed investment -- the level of which is directly impacted by the level of investment made by the City on the planning and design. There is no "one size fits all" solution to garnering community buy-in. This important project will require proactive and regular communication.

**Corridor planning requires block-by-block urban design for landscape, streetscape, and architecture:** Commercial corridors are the seams of the community. National Avenue is a connector, a thoroughfare, and should be recognized as a destination. To be a destination, the character of National Avenue must be uniformly welcoming. National Avenue is one of the few east-west corridors that offers a connection between downtown and Hwy 45 in lieu of Interstate 94. Plans for rehabilitation, redevelopment, and reinvigoration must be carried out simultaneously and with a high level of detail in order for the corridor to be -- economically and sociologically -- a top destination for community members and visitors.

**Corridor infrastructure requires multiple, long-term public investments:** Cost-effective capital and operational decisions require good planning. Like planning for retirement, planning and redesigning key commercial corridors requires a) thinking comprehensively and long term, b) diversifying investments, and c) most importantly, setting aside funds early in life. Corridor planning also requires front-end investments that ensures a viable place for community members to access goods and services, now and in the future.

**Corridor planning represents a small investment with big returns:** Nearly the entire National Avenue corridor in West Allis, from 68th Street to 95th Street (Areas 1 through 3 below), will be re-envisioned through this planning and design work. Choosing to prolong the planning and design work for one of the three areas would severely limit making equitable investment decisions for business owners, property owners, and community members. Comprehensively investigating the corridor now will allow the City of West Allis to holistically implement identified solutions, and confidently execute decisions based on a complete analysis.

*Formulated by a committed team of professionals who care about the future of West Allis.*

