

# 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:** The \$168,862 fee for full-scale planning and design represents 0.1% of the City's total estimated expenditures for 2015 of \$128,061,669. 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.

Tasks	Costs	% of effort based on cost
1 Market study to analyze real estate conditions.	\$17,572	10%
2 Market analysis which creates recommendations and strategies to attract, support, and retain businesses in the area.	\$8,268	5%
3 Complete street design, including streetscape components and design elements to improve the neighborhood. Assume a full reconstruction of the right of way is going to take place (includes 1 staff workshop).	\$29,624	18%
4 An analysis of what types of businesses the area is in need of and the best way to attract such businesses.	\$12,406	7%
5 Solutions to combat vacancy, blighted structures, disinvestment and foreclosure.	\$3,344	2%
6 Potential (re)development opportunities (includes 1 staff workshop).	\$14,522	9%
7 Creating a neighborhood vision, rebranding and marketability of the neighborhood to the residents of City of West Allis (includes 1 staff workshop)	\$13,390	8%
8 Zoning recommendations including but not limited to housing, commercial development, and design standards.	\$1,788	1%
9 Existing transportation conditions and recommendations for improvement of motor, public and pedestrian connections.	\$5,464	3%
10 Parks and public spaces, and how these can be expanded, improved and connected to the neighborhood (includes 1 staff workshop).	\$8,994	5%
11 Potential funding sources to support the strategies and recommendations presented in the Plan.	\$2,168	1%
12 Formation of a work or action plan to achieve various benchmarks and objectives.	\$3,168	2%
13 An indication of how the success of this plan should be measured.	\$2,168	1%
14 Completion of the study and plan for Area 1, due by March 15, 2015.	\$6,344	4%
15 Public participation meetings, required, as noted below. a Kick off meeting facilitated by consultant for constituent neighborhoods and business owners. b Focus group sessions (4) with representatives from constituent neighborhoods and business owners. c Presentation of the Draft Report, open to the public. d Presentation of final report to the Planning Commission for adoption. e Presentation of final report to the Common Council.	\$33,662	20%
16 Provide copies of all documents and maps in hard copy and electronic format.	\$3,132	2%
17 Provide estimate for optional services.	\$2,848	2%
<b>TOTAL</b>	<b>\$168,862</b>	<b>100%</b>

Staff hourly rates	% of effort based on hours	
1 Project Manager (Hacker)	\$122	14%
2 Principal in Charge (Witzling)	\$149	12%
3 Planners & Urban Design (Huebner/Fonseca)	\$87	51%
4 Property Development (Kressin)	\$149	3%
5 Landscape Architecture (Schmitt)	\$122	5%
6 Transportation Staff (Pettit/Huberty)	\$149	3%
7 Gruen Gruen + Associates (Gruen/Jeans)	na	7%
8 Urban Assets (Huggins)	na	5%
		100%

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

