

2040 Comprehensive Plan



February 17, 2021

**CITY OF WEST ALLIS
RESOLUTION R-2020-0658**

**RESOLUTION TO ADOPT THE PUBLIC PARTICIPATION STRATEGY FOR
COMPREHENSIVE PLAN UPDATES**

WHEREAS, the Common Council of the City of West Allis on February 15, 2011 adopted a comprehensive plan under the authority of and procedures established by Sec. 66.1001(4) of Wisconsin Statutes; and,

WHEREAS, Sec. 66.1001(4) of Wisconsin Statutes requires that the Common Council adopt written procedures designed to foster public participation during plan amendments and updates, and that such written procedures provide for a wide distribution of proposed plan amendments, an opportunity for the public to submit written comments on the plan, and an opportunity for the Common Council to respond to such comments; and,

WHEREAS, the Common Council believes that meaningful public involvement is important to ensure the resulting plan and amendments reflect the wishes and expectations of the public; and,

WHEREAS, the Common Council believes that adjusting the first year of the comprehensive plan to one that is more closely aligned with the release of decennial Census data will allow for a more accurate and robust planning process, not only for the upcoming comprehensive plan but for all comprehensive plans in the decades that follow; and,

WHEREAS, the Common Council supports a minimal update to the current comprehensive plan; and,

WHEREAS, the Common Council expects a more robust plan update and public engagement process be conducted following the release of 2020 Census data; and,

WHEREAS, the attached policy entitled, “Public Participation Strategy for Comprehensive Plan Updates” includes procedures to foster public participation, ensure wide distribution of proposed plan amendments, provide an opportunity for the public to submit written comments on the plan, and provide an opportunity for the Common Council to respond to such comments; and,

WHEREAS, the “Public Participation Strategy for Comprehensive Plan Updates” shall be utilized and followed throughout the plan amendment and update process.

NOW THEREFORE, BE IT RESOLVED that the Common Council of the City of West Allis adopts the attached policy entitled, “Public Participation Strategy for Comprehensive Plan Updates” as its public participation procedures for proposed amendments to the comprehensive plan, meeting the requirements established by Sec. 66.1001(4) of Wisconsin Statutes.

SECTION 1: ADOPTION "R-2020-0658" of the City Of West Allis Municipal Resolutions is hereby *added* as follows:

ADOPTION

R-2020-0658(*Added*)

PASSED AND ADOPTED BY THE CITY OF WEST ALLIS COUNCIL NOVEMBER 04, 2020.

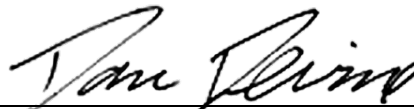
	AYE	NAY	ABSENT	ABSTAIN
Ald. Angelito Tenorio	<u>X</u>	_____	_____	_____
Ald. Vince Vitale	<u>X</u>	_____	_____	_____
Ald. Tracy Stefanski	<u>X</u>	_____	_____	_____
Ald. Marty Weigel	<u>X</u>	_____	_____	_____
Ald. Suzzette Grisham	<u>X</u>	_____	_____	_____
Ald. Danna Kuehn	<u>X</u>	_____	_____	_____
Ald. Thomas Lajsic	<u>X</u>	_____	_____	_____
Ald. Dan Roadt	<u>X</u>	_____	_____	_____
Ald. Rosalie Reinke	<u>X</u>	_____	_____	_____
Ald. Kevin Haass	<u>X</u>	_____	_____	_____

Presiding Officer

Attest



Rebecca Grill, City Clerk, City Of West Allis



Dan Devine, Mayor City Of West Allis



Chapter 1: Introduction

WHAT IS A COMPREHENSIVE PLAN?

Wisconsin State Comprehensive Planning Law (Statute 66.1001) requires cities, counties, and other local units of government to enact a Comprehensive Plan every 10 years. The Comprehensive Plan, which covers a 20-year planning period, is intended to act as a guide for development and decision making related to land use, housing, transportation, utilities, economic development, agriculture, and intergovernmental relationships. The City of West Allis adopted the West Allis Comprehensive Plan 2030 in February of 2011. The 2030 Plan focused on identifying and supporting redevelopment opportunities throughout the city, as well as promoting sustainable development practices. This update, the West Allis 2040 Comprehensive Plan, replaces the 2030 Plan as the City's guide for development and decision making.

2040 COMPREHENSIVE PLAN UPDATE PROCESS

Over the past decade, West Allis has experienced a renewed level of investment, growth, and change. As our community continues to evolve, a collective future vision, a shared set of priorities, and a united plan is needed to effectively maintain our momentum and to guide us when faced with everyday decision-making and complex choices alike. The City, over the past 10 years, has experienced an overall growth in terms of residential and commercial value. Although the City is land locked and fully developed, West Allis has continually increased its value through redevelopment efforts. The City's equalized value has increased from \$3.5 Billion in 2005 to over \$4.0 Billion in 2019.

In looking forward to planning and visioning for the next 20 years, we have acknowledged that the timeline for updating the City's Comprehensive Plan is not well aligned with the release of decennial Census data. Having access to updated Census information will provide a more accurate reflection of the city today. Additionally, such information will allow for a more robust planning process, as citizens and elected officials will have a renewed set of factors to consider as they envision the future. By re-establishing our start date



to after the release of Census data, we ensure that all future comprehensive plans, for generations to come, will be completed with the most current and up-to-date information available.

As such, the City's current approach to updating the Comprehensive Plan is intended to be conducted in two phases.

- The first phase will take place immediately and include minimal updates to the previously adopted 2030 Comprehensive Plan, in order to meet statutory requirements.
- The second phase will take place over the next several years and will include a full overhaul of each plan element, including extensive public involvement in the planning and visioning process.

This two-phased approach will allow the City to fully engage the public in the planning process and will provide for the use of more current data as we reevaluate each plan section.

This first phase of the 2040 Comprehensive Plan reflects the long-term priorities of West Allis citizens, identifies short-term action items, and creates a space where decision-makers can turn for guidance and consistency. This Plan translates community values and ideas into policies and action items, and is intended to serve as a foundational pillar within the larger framework of our local democratic process.

2040 COMPREHENSIVE PLAN ELEMENTS

The 2040 Comprehensive Plan includes ten plan elements, each with its own unique goal intended to guide us in development and decision-making processes. As we work towards realizing our collective vision of the city, we must ask ourselves if our efforts serve the following goals:

Neighborhoods Goal: To preserve and enhance the existing diversity of uses within our neighborhoods.

Economic Development Goal: To provide a competitive and diverse economic atmosphere that attracts investment and employment.

Housing Goal: To maintain a variety of housing types at a range of densities, styles, and costs to accommodate the needs and desires of existing and future residents.

Transportation Goal: To provide a safe and efficient multi-modal transportation network that will effectively serve the travel needs within the city and region.

Parks and Open Spaces Goal: To protect and enhance our existing parks and natural resources.

Cultural Resources Goal: To preserve the historic character of the community's social and architectural diversity.

Community Facilities Goal: to continue to provide efficient, affordable, and sustainable services to our residents.

Redevelopment Goal: To identify and transform underutilized properties throughout the city.

Land Use Goal: To encourage the continuation and future development of compatible land uses within our urban community.

Intergovernmental Cooperation Goal: To continue to build upon collaborative efforts that achieve regionalism.

Chapter 2: Community Profile

COMMUNITY PROFILE

The City of West Allis is a suburb located in Milwaukee County immediately west of the City of Milwaukee. Incorporated in 1906, West Allis has grown from an initial population of 2,300 and is the eleventh largest city in the State of Wisconsin, with a population of 60,411 according to the 2010 census. West Allis is an inner-ring suburb in the Milwaukee Metropolitan Area which is comprised of over 1.5 million people (Milwaukee, Ozaukee, Washington, and Waukesha counties).

The Community Profile element covers a variety of city-wide information including existing conditions, demographic trends and integrates recent strategic planning efforts to bolster quality of life, growth, and brand/image. As part of the data collected from the strategic planning and visioning efforts, West Allis is compared to both adjacent and peer cities, which are matching in population size and socioeconomic demographics. The demographic analysis draws from the American Community Survey and also the City of West Allis Fact Book, as prepared by the Milwaukee County UW Extension, and provides an overview of strengths and opportunities that align with the themes that this plan should address over the coming years. The data sets can be used as benchmark points for future data metrics analysis and determination of implementation successes. Recommendations made throughout this Plan shall build upon the following demographic considerations.

Summary of Demographic Considerations

The analysis of demographics in the City of West Allis suggests the following:

1. The City should continue to emphasize the retention of the employment base by providing housing and amenities for all family types and ages.
2. The City should continue to focus on the retention and attraction of individuals age 20 to 34, which will provide a stabilizing force as the population continues to age.
3. The City should foster opportunities for the population to obtain advanced degrees by encouraging the local business community to support continuing education efforts.
4. The City should support the existing public transportation network and expand alternative transportation opportunities in an effort to assist the commuting workforce.
5. The City should aggressively promote West Allis as an ideal location to a variety of industries to secure jobs for the local and regional workforce.

Summary of Key Strengths and Opportunities

A **diverse business environment** that is not dependent on one major business sector or a few major employers.

A **high labor force participation rate between the ages of 25 and 64.**

A **labor market that is highly connected** to the city of west allis and the metropolitan region.

A **younger population** where **almost one out of every three residents** is between the **ages of 20 and 39.**

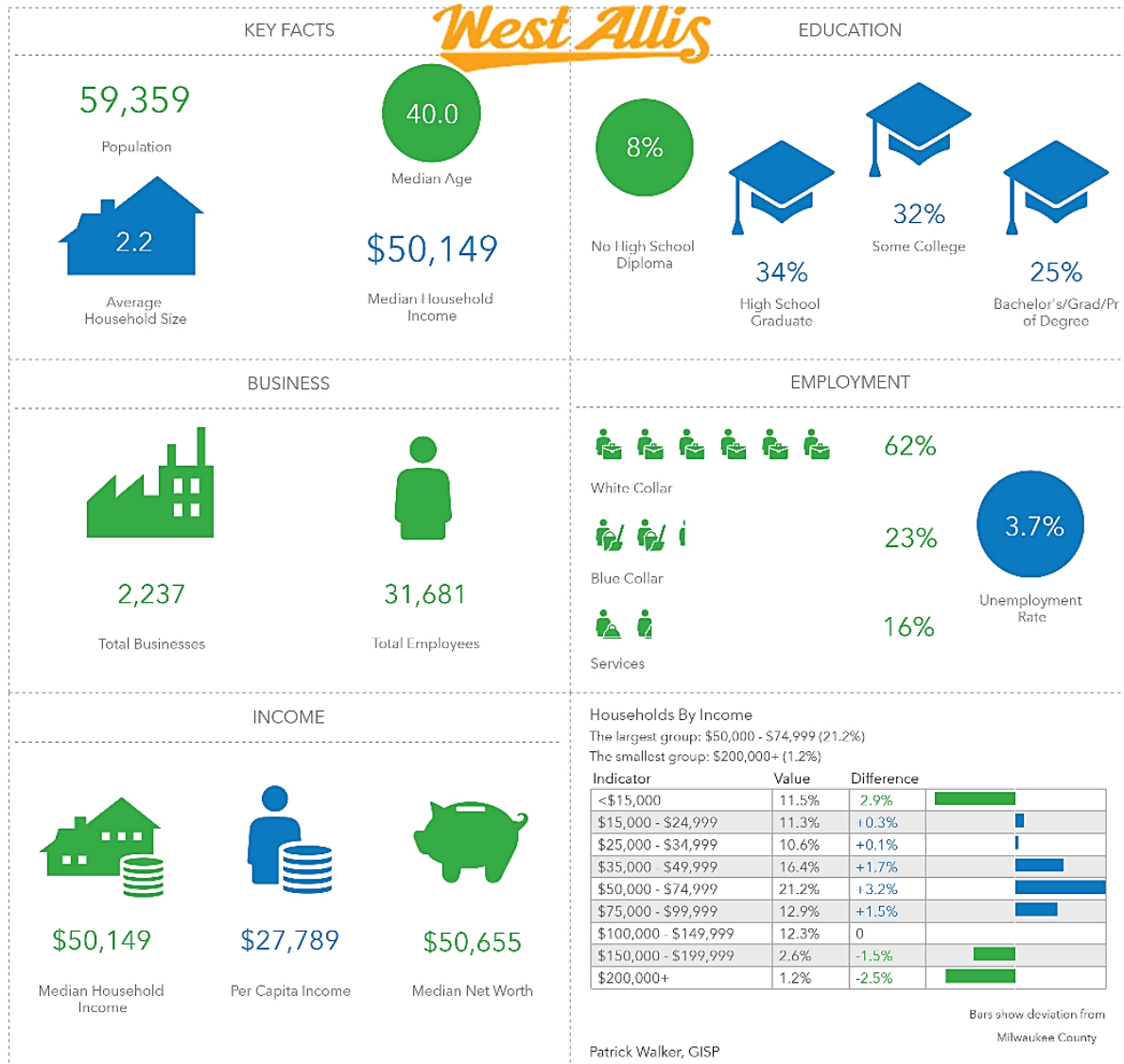
A **growing racial and ethnic diverse community** where almost 1 out of 5 residents are Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander.

A **reasonable median home price** when compared to similar communities.

Overall **crime is down**.

DEMOGRAPHICS

Demographic data, trends, and projections are critical tools in gaining an understanding of community composition, insight about the past and future housing markets, and potential commercial markets based on demographic trends. The following data describe the demographic composition of the City of West Allis based on demographic analysis from the City of West Allis Fact Book as prepared by the Milwaukee County UW Extension and provides an overview of strengths and opportunities that align with the themes that this



This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2019, 2024.

Businesses counts from Infogroup

Source: Esri forecasts for 2019

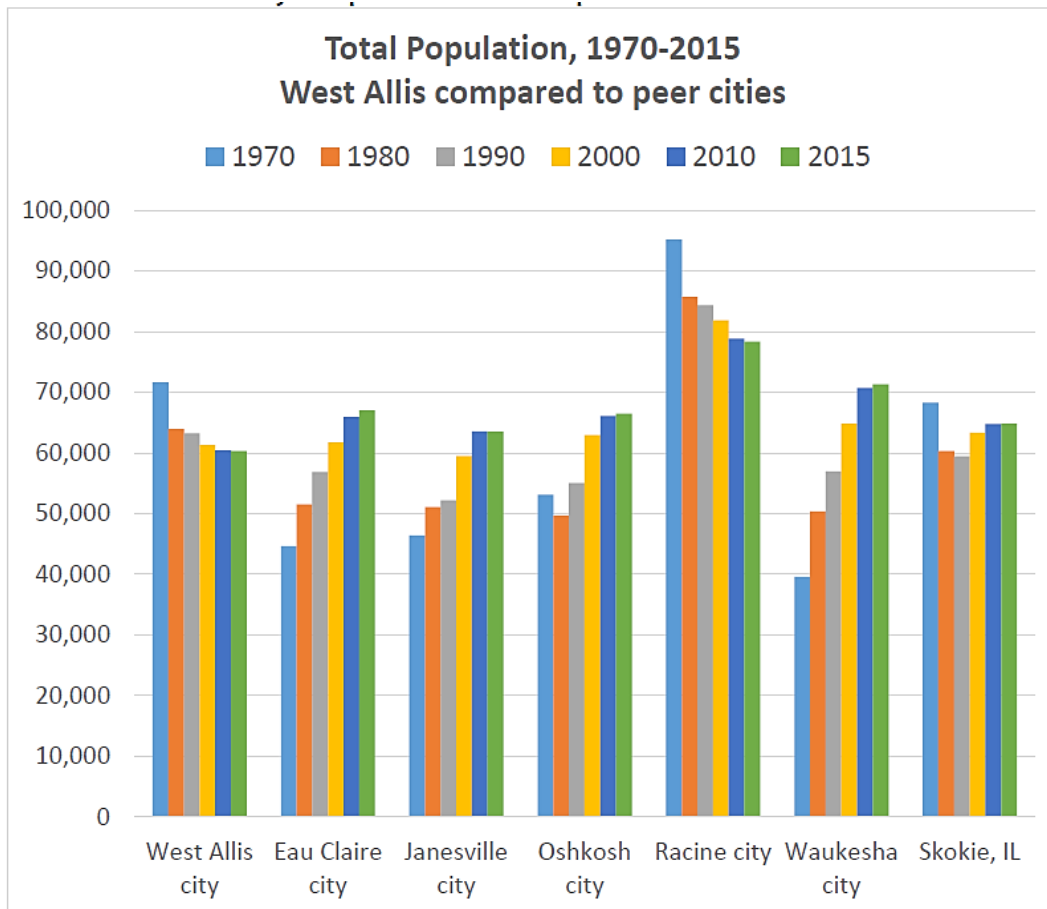
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plan should address over the coming years. The data sets can be used as benchmark points for future data metrics analysis and determination of implementation successes. Recommendations made throughout this Plan shall build upon the following demographic considerations.

In looking forward to planning and visioning for the next 20 years, we have acknowledged that the timeline for updating the City’s Comprehensive Plan is not well aligned with the release of decennial Census data. Having access to updated Census information will provide a more accurate reflection of the city today. Additionally, such information will allow for a more robust planning process, as citizens and elected officials will have a renewed set of factors to consider as they envision the future. By re-establishing our start date to after the release of Census data, we ensure that all future comprehensive plans, for generations to come, will be completed with the most current and up-to-date information available. A demographic summary table is provided below which offers a dashboard summary of current demographic estimates.

Population

Among the cities that border West Allis, the City of Milwaukee maintains the highest population at 590,157, while the City of Greenfield has the lowest with 37,099 residents. The City of West Allis is estimated to have a current population of 59,359 (approximately -0.8% since the 2010 US Census population figure of 60,401)



West Allis peaked in population in 1970 with 71,723 residents. The largest decline in population occurred in the 1970s and the population decline has slowed considerably since 1980. When compared to peer cities, the population trend of West Allis is similar to the City of Racine which has declined in population since 1970 as well with its greatest decline between 1970 and 1980.

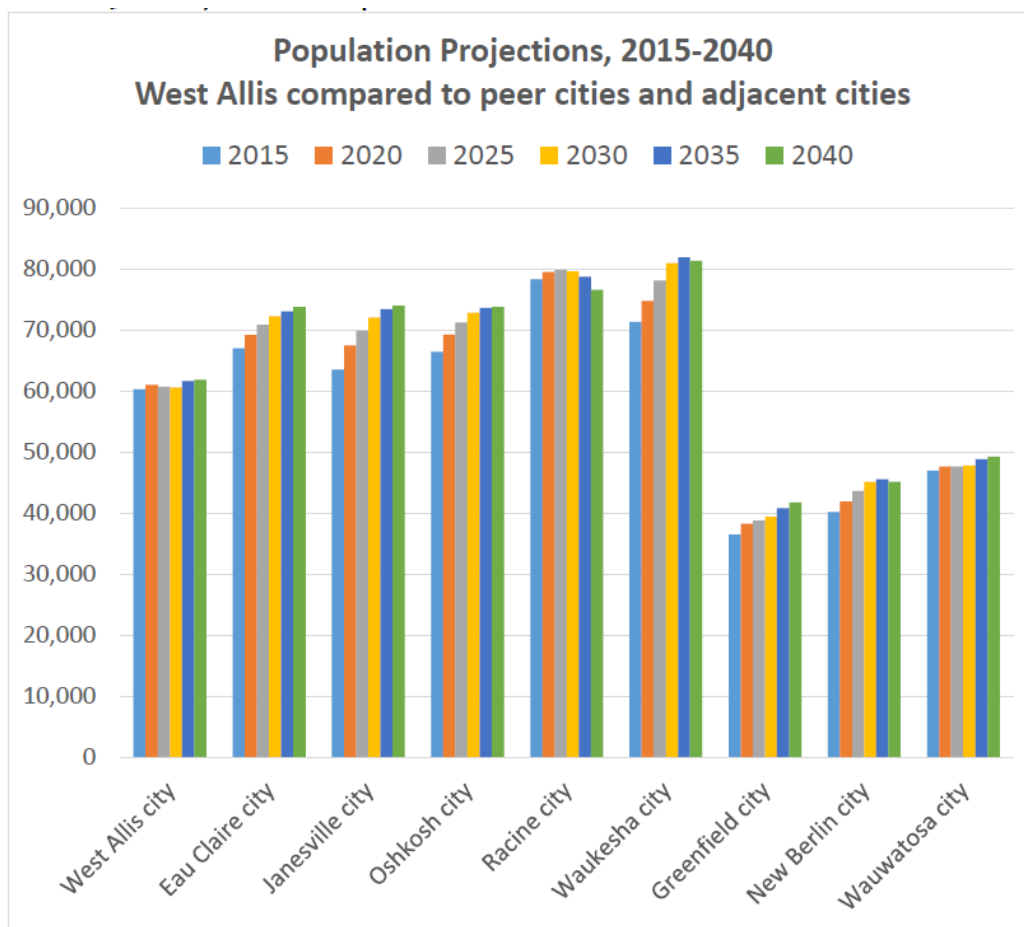
which equates to an estimated 2.17 person per household size and an estimated 27,245 households (US Census 2015-2019 estimates).

West Allis peaked in population in 1970 at 71,723 residents and since this time the City has decreased in population over the last 40 years, following the same pattern as Milwaukee County. The largest percent change in population for both the City and the County occurred between 1970 and 1980, with decreases of -10.7% and -8.5% respectively. Other cities and villages in Milwaukee County experienced similar decreases over those decades, except for the City of Greenfield.

When compared to peer cities (Eau Claire, Janesville, Oshkosh, Racine, Waukesha) the City of Racine experienced a similar trend. The challenge facing West Allis is that as an inner ring suburban city, it is surrounded by cities and villages. In order to grow, redevelopment efforts must continue to focus on revitalization of existing properties and increasing population density.

Population Projection

Although the long-term trend has shown a decrease in population, recent redevelopment trends in West Allis, combined with the City's regional accessibility, racial and ethnic diversity and birthrates may suggest a population increase between 2030-2040. Population projections within the both the existing 2030



The good news is that population projections for 2015 to 2040 show that West Allis will for the first time since 1970 experience positive population growth and remain one of the larger cities in the Metropolitan Milwaukee region.

Comprehensive Plan and the more recent Strategic Plan projections (below) show that overall, the city’s population may grow slightly thus eliminating a 40-year trend of population decline. This supports the trend of people moving to West Allis due to current multi-family housing development and the availability of affordable housing choices.

Trends in residential construction. One indicator of future housing development. The table below lists housing starts over the past ten years (based on building permits issued) within the City of West Allis. These are for new single-family homes, duplexes, and multi-family homes including apartments, condominiums, and senior living units (but not memory care or other group living). The number of new housing units added has been low each year, except during 2018 when two apartment buildings began construction. This trend is typical for inner-ring suburbs like West Allis and West Milwaukee, which do not have much undeveloped land and where most new housing units come from multi-family developments such as apartments, condominiums, or townhomes.

City of West Allis Housing units by Type 2010-2020

Unit type	2010-12	2013	2014	2015	2016	2017	2018	2019	2020	Total
Single family	7	3	4	4	1	4	3	1	2	29
Two family	0	0	0	0	0	0	0	0	4	4
Multi-family	0	0	38	0	4	0	380	0	0	422
Total	7	3	42	4	5	4	383	1	6	455

In 2018, the City of West Allis issued permits for its first large multi-family developments since the late-2000s. The West Apartments opened in 2019 with 177 market-rate 1-, 2-, and 3-bedroom apartments. These apartments are geared towards young professionals, with rents ranging from \$1,200 to \$2,000 a month. Element 84 Apartments opened in 2020 with 203 market-rate 1- and 2-bedroom apartments. As of January of 2021, an additional multi-family development in West Allis was in the approval process or in negotiations, and if implemented would add an additional 310 units (Lofts at SoNa and the Allis Yards).

Location, Diversity and Birthrates. Aside from construction trends in West Allis and the region, the City’s regional accessibility, racial and ethnic diversity and birthrates may suggest a population increase in total population between 2030-2040. However, the effect of COVID-19 on the number of births in upcoming years is yet to be determined. If reaction to COVID-19 is similar to that of the economic recession of the late 2000s, then perhaps many of today’s adults of childbearing age may put off or refrain from starting families.

The following demographic information is provided from a West Allis-West Milwaukee School District Community Change Report prepared in 2020. The number of births between 2010 and 2019 for West Allis and West Milwaukee. Since 2010, births in the WAWM School District have decreased by 21 percent, from 893 births in 2010 to 702 births in 2019. This trend is consistent with a nationwide decrease, reported in the National Center of Health Statistic’s 2017 National Vital Statistics System Report. This local decrease is significantly greater than the decrease in Milwaukee County as a whole, which experienced a 9 percent decrease in births from 2010 to 2019.

The number of children born in the WAWM District is also affected by the changing demographics of the City of West Allis and Village of West Milwaukee. In 2000, 88 percent of births in the District were to white mothers. In 2017, this decreased to 70 percent of births. During the same period, births to black mothers increased from 2 percent of all births to 6 percent of all births. Additionally, births to Latinx mothers

increased from 6 percent of births to 17 percent of births. According to the National Vital Statistics System, Latinx and black women tend to have higher fertility rates than white women.

- This suggests that increasing racial and ethnic diversity in the District should have upward pressure on the number of total births each year.

Persons in the West Allis West Milwaukee School District between 25-39 years of age increased by 21 percent from 2010 to 2018, or from 14,415 persons to 17,394 persons. This increase is driven almost entirely by the minority population.

- This increase in young adults between 2010 and 2018 should exert upward pressure on births in the WAWM School District over the next decade as many of these young adults begin to have children.

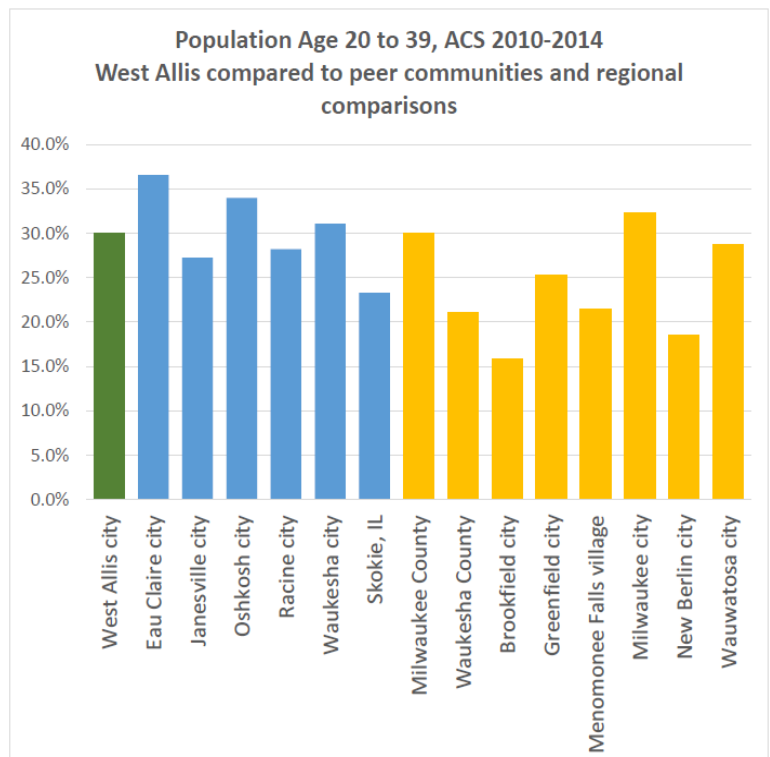
- Births decreased in the West Allis-West Milwaukee (WAWM) District by 22 percent over the past decade, mainly due to decreases in births by white women. Relatedly, the population aged 0-17 decreased by 2 percent over the past decade.
- The population aged 25-39 increased by 21 percent over the past decade. This increase of young adults of childbearing age may indicate a stabilization in births over the next decade.
- The WAWM District is becoming more racially and ethnically diverse. Over the past decade, the WAWM District’s total white population decreased by 4,469 persons, or 9 percent. The Latinx population increased by 1,993 persons, or 29 percent. The black population increased by 1,740, or 66 percent.
- According to the National Vital Statistics System, Latinx and black women tend to have higher fertility rates than white women. This combined with the changing demographics of the WAWM area suggests the possibility for more births in WAWM District.
- Population in the WAWM has been and will be supported by its superior regional accessibility and local and regional job growth.

Age

Approximately 14.5% of the population is under the age of 18 years old. The average West Allis resident age is 38 years old. About 7.6% of the population is age 45-64 and about 21% of the population is over 65 years.

Almost one out of every three residents (30%) in West Allis was between the ages of 20 and 39 between 2010 and 2014.

In the Milwaukee Metropolitan Region, on the City of Milwaukee and City of Waukesha have a higher percentage of residents in this age group. In addition, over 57 percent of the population of West Allis was working age (25 to 64) during the period 2010 to 2014. This figure was tied for first with Wauwatosa among all peer cities in the state and peer communities in the Milwaukee Metropolitan



Region. West Allis also had the second highest percentage of people age 65 and over (14.5 %) between 2010 and 2014 when compared to peer cities. However, the peer cities have a lower percentage of their populations of age 65 and over when compared to other areas, especially rural areas of Wisconsin.

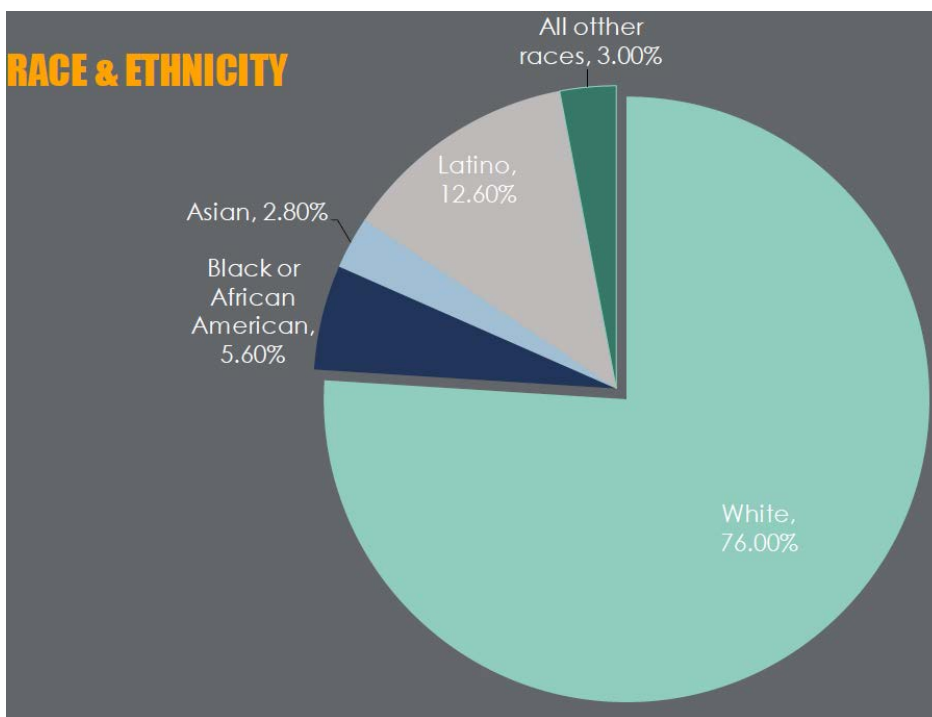
- The younger population in West Allis is certainly a strength. The challenge for West Allis is how to engage the 20 to 39-year-old population in city government and the community and identify strategies that will retain them as well.

Race and Ethnicity

West Allis has experienced significant growth in diverse populations over the past couple of decades. In 2010, 9,652 residents or 18 percent of the population in West Allis was Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander. More recent 2019 estimates indicate close to 25% of the population Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander. This diverse growth is even more evident in the public school system where over 40 percent of enrollment is represented by diverse race/ethnic groups. This growth in diversity is important for West Allis as the White population is no longer the driver of population growth in Wisconsin or the U.S.

The City of West Allis and the surrounding region should be cognizant of their growing diversification and plan accordingly.

Increasing demographic diversity can offer numerous opportunities, including the development of new businesses and consumer bases. The creation of small or start-up enterprises aimed at serving the City's growing diversity can take advantage of the City's available density and urban infrastructure.



Growing diversification and market demands often lead to business opportunities centered on sectors relating to food, entertainment, fashion, communication, and technology.

- Working together, the creative capital of diverse stakeholders can lead to new ideas and solutions to today's realities, whereas avoidance and isolation can produce the opposite outcome.
- Quality development and civic appreciation need not occur along demographic divides. The City, its citizens and business community should look for ways to embrace diversity with respect and optimism, in order to advance West Allis as a quality community.

Educational Attainment

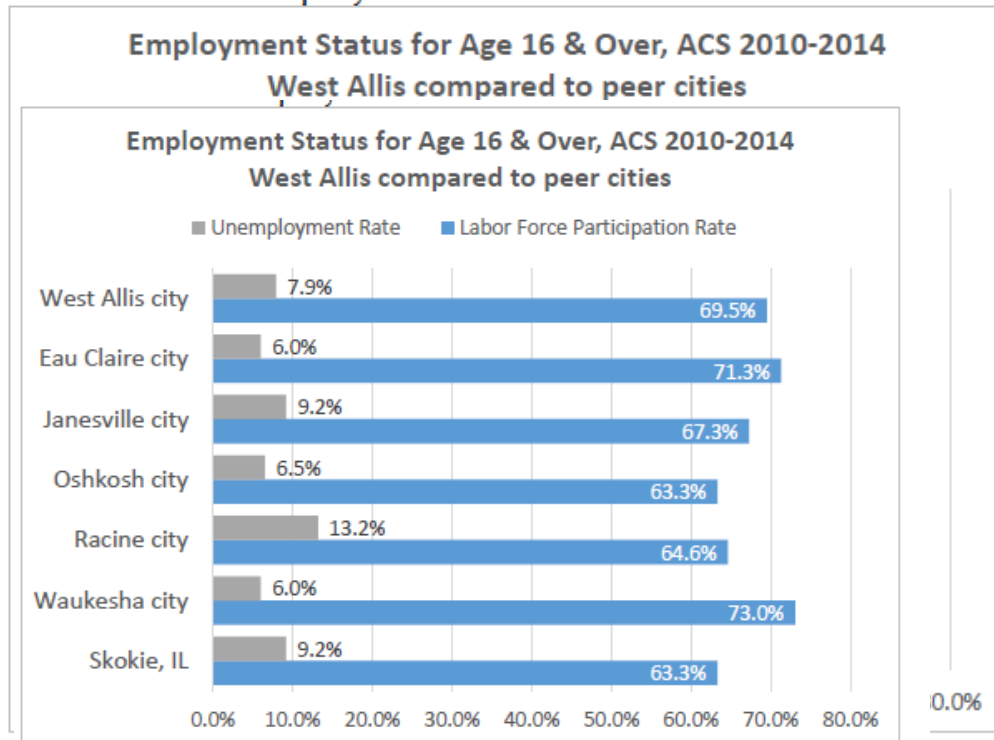
Of the population age 25 and older in West Allis, approximately 25% have received a bachelor's degree or higher. Comparatively, this percentage is lower than surrounding communities and Milwaukee County as a whole (31% Milwaukee Co). Conversely, those in West Allis who have not graduated high school comprise only 9% of the population age 25 and older. This percentage is lower than the City of Milwaukee and Milwaukee County as a whole (12%). West Allis is similar to peer cities regarding high school diploma attainment and some college or an Associate's degree. West Allis ranked 5th among peer cities for those who had a Bachelor's degree or higher between 2010 and 2014.

Income

The per capita income in West Allis is \$29,213 and the median household income is \$52,235 (2015-2019 estimates). Census estimates indicate that 11.9% of the City population is below the poverty level. This number was lower than all bordering cities except for the City of Milwaukee, where the per capita income level is \$23,462 and the median household income is \$41,838 with 25% of the population below poverty level. Milwaukee County as a whole was slightly similar to that of West Allis, with per capita income at \$29,270 and median household income at \$50,606. About 16.9% of the Milwaukee County area below poverty level.

Employment Status

Among the population age 16 and older in the City, 69.5% are in the civilian labor force. Between 2010 and 2014, 7.9% of the civilian labor force were unemployed, according to data provided by the US Census



With regard to unemployment rate, between 2010 and 2014 the City of West Allis ranked in the middle of peer city rankings. In addition, the City of West Allis ranked third in labor force participation rate at 69.5%.

Bureau's American Community Survey (ACS). The graph below shares data from the West Allis fact book as compiled from peer Cities. The 2015-2019 American Community Survey estimates indicate a similar participation rate of 68.6% with a lower unemployment rate estimated at 3.4%. Only the Cities of Greenfield (3.3%), New Berlin (2.6%), and Wauwatosa (2.6%) had lower unemployment rates according to ACS estimates (Milwaukee County estimated unemployment rate of 3.7%).

- The 2020 census data will likely result in higher unemployment figures given the pandemic. Recent jobless rate estimates in the Milwaukee-Waukesha-West Allis statistical metro area is estimated at 6% and 7% for Milwaukee County.

Occupation

Occupational status considers individuals who are employed in the civilian labor force ages 16 or older. Of these individuals in West Allis, 27.1% are employed in management and professional fields. Approximately 29.6% are employed in sales and office professions, and 18.2% work in production, transportation, and material moving occupations. Compared with other cities in Milwaukee County, the percentage of individuals in management, professional, and related occupations in West Allis is slightly lower.

Local Government Profile

The City operates under the Council-Mayor form of government. The Common Council includes ten alderpersons elected from five geographic districts, who are elected to four-year terms. The Chief Executive Officer of the City is the Mayor, who monitors and supervises departmental operations on behalf of the Common Council. The City Administrator assists the Council and Mayor in carrying out their overall and day-to-day direction and operation of the City. West Allis is a full-service community, providing for: public safety, housing assistance, water distribution and disposal, public works, recreation and general government. The City of West Allis retains approximately 574 full-time equivalent employees, on a permanent basis.

STRATEGIC PLANNING AND BRANDING 2017-22

Rounding upon a decade of redevelopment achievements since the 2030 Comprehensive Plan's adoption, among one of the major accomplishments the City adopted a five-year strategic plan. This plan includes a vision statement, mission statement, goals, core values and competencies some of which are summarized below, but may be accessed for more detail here: westalliswi.gov/Our-Vision-City-of-West-Allis-Strategic .

In 2018, the City of West Allis also launched its new brand. The brand was over nine months in the making and included input from residents, City leaders, business owners, City employees, and school district staff. A three-year strategic marketing campaign also launched that day. The campaign included print, digital, billboard, radio, and targeted ad spending to promote business and residential opportunities in West Allis. The campaign's theme – That's Why West Allis – invites business owners and residents to share their West Allis stories in their own words. In the final 3 months of 2018, ads promoting the City received over 1.6 million impressions.

Vision Statement

The City of West Allis will provide a living and working environment throughout the community that is focused on providing its citizens and businesses a coordinated, efficient, effective, and responsive level of services. The City of West Allis will make this community the preferred municipality in the Milwaukee metropolitan area, the state, and the country.

Strategic Goals

Goal #1 – Image/Brand Destination - The City of West Allis will become the “preferred municipality in the Milwaukee Metropolitan area, the state, and the country” for visitors, residents and businesses through focused rebranding, marketing and promotion actions.

What it means for citizens - At the time of the Strategic Plan’s creation, West Allis was combating negative perceptions in the media about the community that were based on outdated misconceptions and belied the facts: crime was down, redevelopment was up, and the City was investing in amenities to attract businesses and residents. The challenge was telling West Allis’ very positive story to the community, the region, and beyond.

This goal identified the City’s many strengths – our Farmers Market, library, biking and walking trails, sense of history, and strategic partnerships – and provided direction for how to leverage those strengths to reshape the public narrative surrounding the community. Branding and marketing efforts could then focus on promoting the community and continuing to attract businesses and new residents, while encouraging current residents to rally behind their own community.

Goal #2 – Quality of Life - The City of West Allis will promote the quality of life for residents by ensuring a safe and healthy community. (Public Safety, Health, Private and Public Infrastructure, Aesthetics, Sense of Community)

What it means for citizens - The City of West Allis is committed to providing a safe, healthy, attractive environment for citizens to live, work, and play. West Allis encompasses over a dozen neighborhood parks, two county parks, and two state walking/biking trails within its 11- mile square borders. City leadership and partners are passionate about maintaining these green spaces and investing over \$2 million annually in outdoor recreational opportunities for residents. The City has also invested in improving public safety and additional community outreach efforts by West Allis Police Department.

West Allis Health Department is a key leader in in the Strategic Actions to support Quality of Life for West Allis residents. Its Healthy Lifestyles Coalition, Mental Health & Substance Abuse Taskforce, and Violence-Free West Allis Cooperative are at the forefront of addressing serious health issues impacting the community.

Goal # 3 – Citizen Engagement - The City of West Allis will increase citizen engagement to facilitate a sense of community, belonging, and ownership for citizens.

What it means for citizens - Citizens who take pride and ownership in their communities are key to that community’s success and strength. Through the Strategic Plan, the City outlined its efforts to keep residents informed about city activities and services and motivate them to become engaged and active participants in their community.

Communication and education are key drivers of Citizen Engagement. In 2017 the City developed a new Communications Department to steer and craft consistent, strategic outgoing messaging through the media, websites, social media, and print communications the City shares. This new department has led collaboration with other City departments to ensure City communications are easy to understand and include clear calls to action. The City has also placed emphasis on developing electronic tools to make it easier for residents to stay connected to and participate in their local government.

Goal # 4 – Economic Vitality and Sustainability - The City of West Allis will protect the organization's fiscal well-being through long term planning and fiscal analysis. Further, proactive and well-planned development and redevelopment opportunities will be promoted and maintained.

What it means for citizens - Municipalities are increasingly challenged by ever-more restricted budgets. As a landlocked, heavily developed City, West Allis faces unique challenges to redevelop and leverage its commercial spaces to attract and retain businesses that create job opportunities and contribute back to the strength of the community. In addition, West Allis is facing the same struggle as many other cities, to maintain aging infrastructure and facilities while cost effectively supporting a high level of service for residents.

Economic Vitality and Sustainability solidifies the City of West Allis' commitment to fiscal responsibility and data-driven budgeting. Through our collaborative budgeting process and through Comprehensive Plan updates, thereby expanding strategic development and redevelopment initiatives, the City is positioning itself to remain economically viable for years to come.

Goal #5 – Excellence in Government - The City of West Allis will continually review the best methods for effective and efficient service delivery by utilizing continuous improvement and LEAN operation techniques. Innovation and service excellence is expected, and employees will be held accountable and rewarded for such.

What it means for citizens - The City of West Allis is a municipal organization comprised of over 600 employees working within 24 unique departments at more than 10 municipal facilities. At the time the Strategic Plan was adopted, 50% of the City's employees were expected to retire within the subsequent five years. Public sector agencies everywhere struggle to attract and retain qualified younger workers. Budget constraints prevent the public sector from offering the salaries and benefits their private sector counterparts enjoy. These challenges put great urgency on the City to develop programs and streamline operations to improve efficiency. The City is constantly striving to work smarter in order to work harder. LEAN training has instilled employees with a process improvement mindset, and training and cross-training have allowed employees to leverage their skills in new and innovative ways. In order to provide exceptional service to residents, the City is committed to exceptional operations itself.

Chapter 3: Neighborhoods, Districts and Corridors

BACKGROUND AND GUIDING PRINCIPLES

Within the comprehensive plan framework, goals and recommendations are provided not only at a citywide level, but also at the individual neighborhood, district, and corridor level. The purpose of this Chapter is to provide character descriptions, goals, and recommendations for the neighborhoods, districts and corridors identified in the City of West Allis.

The assessment provided in this Chapter is based on the neighborhood, district, and corridor framework devised by the Congress for New Urbanism (CNU). The CNU strives to encourage walkable, compact communities that celebrate the history of the built environment and the preservation of natural features.

The principles provided by CNU's urban hierarchy (Figure 3-1) guide public policy, development practice, urban planning, and design, and are used as the guiding principles for the areas identified in West Allis:

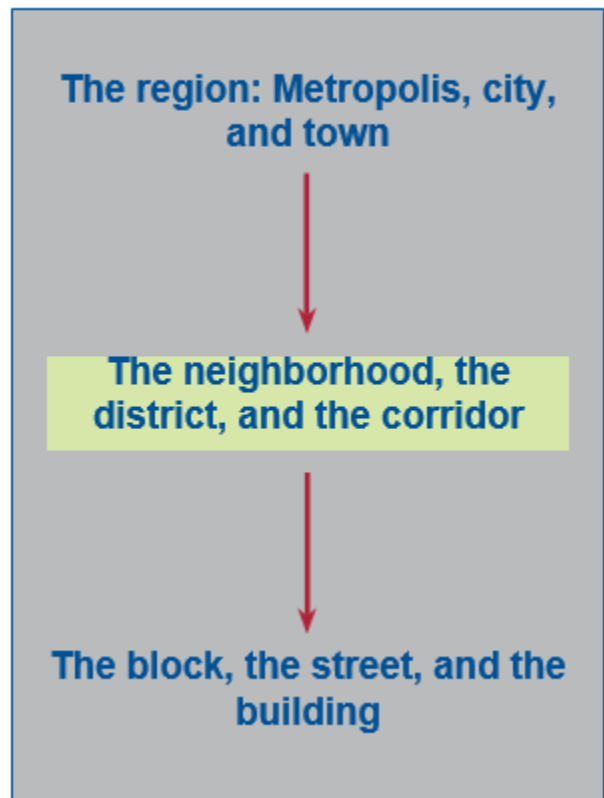
The neighborhood, the district, and the corridor are the essential elements of development and redevelopment in the metropolis. They form identifiable areas that encourage citizens to take responsibility for their maintenance and evolution.

Neighborhoods should be compact, pedestrian-friendly, and mixed-use. Districts generally emphasize a special single use and should follow the principles of neighborhood design when possible. Corridors are regional connectors of neighborhoods and districts; they range from boulevards and rail lines to rivers and parkways.

Many activities of daily living should occur within walking distance, allowing independence to those who do not drive, especially the elderly and the young. Interconnected networks of streets should be designed to encourage walking, reduce the number and length of automobile trips, and conserve energy.

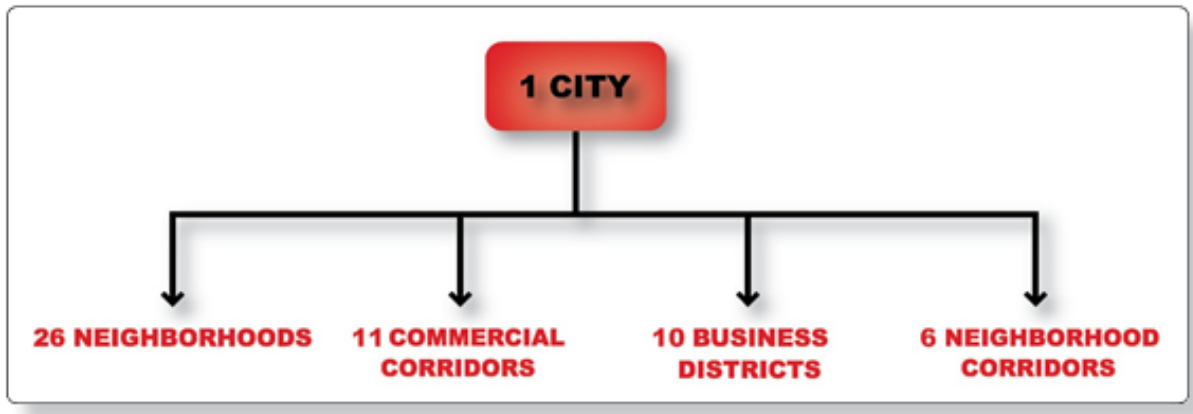
Within neighborhoods, a broad range of housing types and price levels can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community.

Figure 3-1. Urban Hierarchy



1. Transit corridors, when properly planned and coordinated, can help organize metropolitan structure and revitalize urban centers. In contrast, highway corridors should not displace investment from existing centers.
2. Appropriate building densities and land uses should be within walking distance of transit stops, permitting public transit to become a viable alternative to the automobile.
3. Concentrations of civic, institutional, and commercial activity should be embedded in neighborhoods and districts, not isolated in remote, single-use complexes. Schools should be sized and located to enable children to walk or bicycle to them.
4. The economic health and harmonious evolution of neighborhoods, districts and corridors can be improved through graphic urban design codes that serve as predictable guides for change.
5. A range of parks, from tot-lots and village greens to ballfields and community gardens, should be distributed within neighborhoods. Conservation areas and open lands should be used to define and connect different neighborhoods and districts.

Figure 3-2. West Allis Neighborhoods, Districts and Corridors



Sections of this chapter refer to “concept areas,” a phrase established by the City to describe focus areas for this plan. Additionally, select concept areas were further studied as “redevelopment opportunities.” Both the concept areas and redevelopment opportunities are further described in Chapter 9.

NEIGHBORHOODS

There are 26 neighborhoods represented within the City of West Allis (Figure 3-3). Each neighborhood has a character description, tailored recommendations, and a reference to any applicable concept areas.

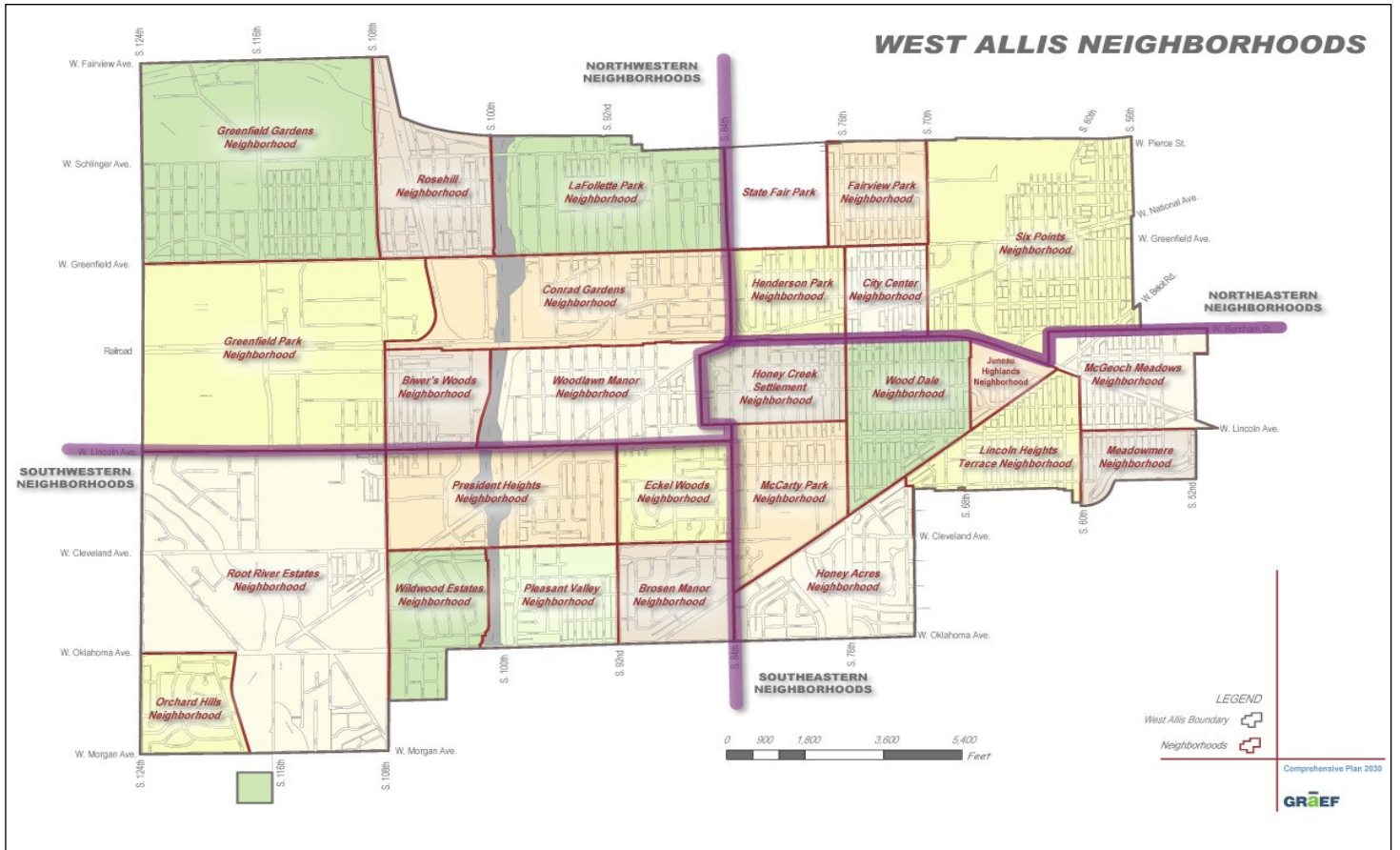


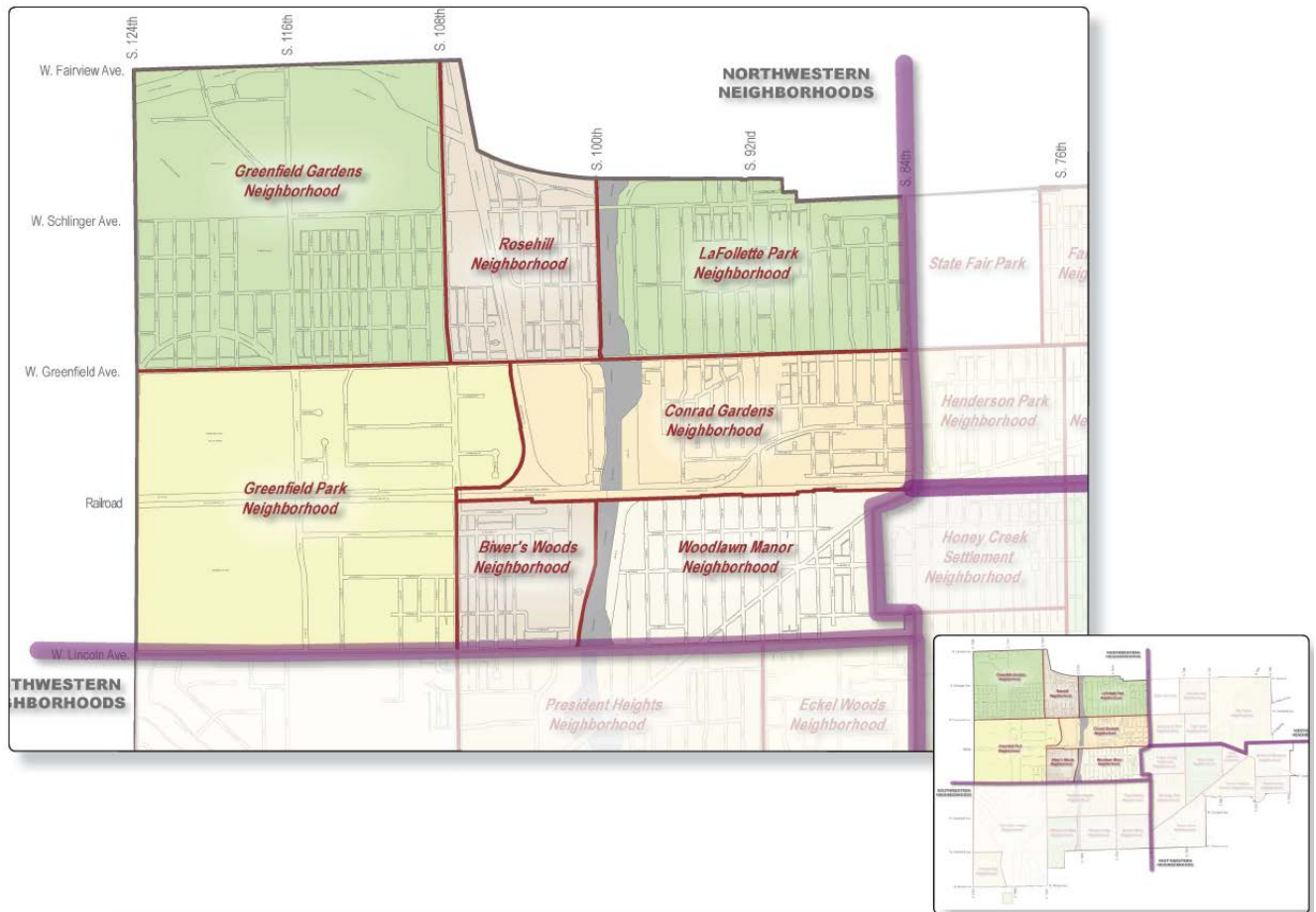
Figure 3-3. West Allis Neighborhoods

Northwestern Neighborhoods

Of note, in 2019 the City conducted a study of the Highway 100/South 108th Street corridor to evaluate the market feasibility of new businesses, and to create a long-term development strategy for the properties in this area. The study focused on the 3.25 mile stretch of Highway 100 that falls within the city limits and the surrounding properties, extending from I-94 to the north, Morgan Street to the south, I-41 to the east, and South 116th Street to the West

The following neighborhoods are in the northwestern quadrant of the City (Figure 3-4).

Figure 3-4. West Allis: Northwestern Neighborhoods



Biver's Woods Neighborhood

Biver's Woods is in the west central portion of the City, and is bounded by the railroad on the north, Interstate 894 on the east, West Lincoln Avenue on the south, and Highway 100 on the west. Interstate 894 does not provide access to the neighborhood. The street network is comprised of a traditional grid pattern with some alleys, with two streets terminated in cul-de-sacs. The neighborhood is not served by sidewalks.

Biver's Woods consists predominantly of single-family residential development on mid-sized lots, with some multi-family residential located along the eastern boundary, adjacent to Interstate 894. Single-family houses in the neighborhood were predominately developed prior to 1970, while the large multi-family development occurred in the 1990s. Irving Elementary School is in the southeastern part of Biver's Woods and includes play areas for schoolchildren and the public. Open space is also located in the northeastern portion of the neighborhood, and some commercial properties



are located along Highway 100 in the southwestern corner. The Cross Town Connector and Pedestrian Trail is planned to extend along the north side of this neighborhood.

Recommendations

- Create interactive park space at the northeast corner of West Rogers Street and South 102nd Street.
- Improve building aesthetics and access points for commercial properties along Highway 100 at Lincoln Avenue. Encourage WisDOT to allow median planting along Highway 100 to accommodate the residential character to the north.
- Establish the railroad overpass on Highway 100 as a location for Biber's Woods gateway signage. Travelers on Highway 100 should encounter landscaping and signage to recognize entry into and exit from the neighborhood.
- Consider completing the sidewalk network in the neighborhood.

Concept Areas (See Chapter 9)

- Concept Area 10 – Highway 100 and West Rogers Street Industrial Park abuts the western boundary of the neighborhood.

Conrad Gardens Neighborhood

The neighborhood is bounded by West Greenfield Avenue to the north, South 84th Street to the east, and the Union Pacific railroad line to the south and west. The street network is a combination of the traditional grid pattern and non-traditional street layouts, with sidewalks throughout much of the neighborhood. The Conrad Gardens neighborhood offers a mix of single- and multi- family residential uses on a mix of small and mid-sized lots, as well as institutional, industrial, and commercial uses. Houses in the neighborhood were typically built prior to 1950, with more post-war development occurring in the western area of the neighborhood. The construction of



I-894, in 1962, divided the neighborhood, leaving a remnant of residential properties along the east side of South 101st Street, in between the freeway and industrial uses to the west. A long stretch of multi-family residential borders the west side of South 98th Street. The neighborhood also contains three mobile home parks. Commercial activity is focused on the Greenfield Avenue corridor, while South 101st Street provides industrial opportunities. Chr. Hansen, a company focusing on natural ingredient solutions for the food, pharmaceutical, nutritional, and agricultural industries, is located on West Maple Street. Open space in Conrad Gardens includes Reservoir Park, located southwest of West Lapham Street and South 96th Street, and the paved playground at Woodrow Wilson Elementary School between South 88th Street and South 87th Street north of West Orchard Street. The Cross Town Connector and Pedestrian Trail is planned to extend along the south side of this neighborhood.

Recommendations

- Plan for transition of residential to industrial along South 101st Street south of West Greenfield Avenue.
- Explore the potential redevelopment and/or enhancement of the three (3) mobile home parks.
- Coordinate redevelopment efforts with changes to the South 84th Street and West National Avenue intersection, as recommended in this Plan.

- Provide opportunities for a new road and additional industrial and commercial development along West Greenfield Avenue.
- A streetscape plan for West Greenfield Avenue that includes facade renovation, landscaping, and pedestrian amenities along commercial areas.
- Provide a bicycle and pedestrian bridge over Highway 100, adjacent to the Union Pacific RR bridge.
- Limit traffic access/driveways along West Greenfield Avenue, just west of I-894.
- Encourage WisDOT to allow the incorporation of new city-specific signage alongside existing exit signage for West Allis along Interstate 894.

Concept Areas (See Chapter 9)

- Concept Area 13 – South 84th Street, West Greenfield Avenue to West National Avenue.
- Concept Area 12 – South 101-103rd Street and West Greenfield Avenue is in the neighborhood, west of Interstate 894.

Greenfield Gardens Neighborhood

Greenfield Gardens serves as a gateway into West Allis from several directions, as it is in the northwest corner of the city.

The area is bounded by the city limits to the north and west, South 108th Street to the east, and West Greenfield Avenue to the south. Streets form a traditional grid pattern in the residential portion of the neighborhood. The southern half of the neighborhood is residential, with homes on mid-sized lots. West Washington Street, which connects the neighborhood to Walker Elementary School, is one of the only streets in the neighborhood that maintains sidewalks. Housing within the neighborhood was largely built between 1940 and 1979. Greenfield Gardens is home to the City's heaviest industrial park, including Quad/Graphics. Commercial uses and multi-family housing are located along West Greenfield Avenue, and Highway 100 is another commercial corridor. The Hank Aaron State Trail (former Canadian Pacific Railroad) extends through the northern portion of the neighborhood. Milwaukee County's Oak Leaf Trail extends from the Underwood Creek Parkway and runs south into Greenfield Park.

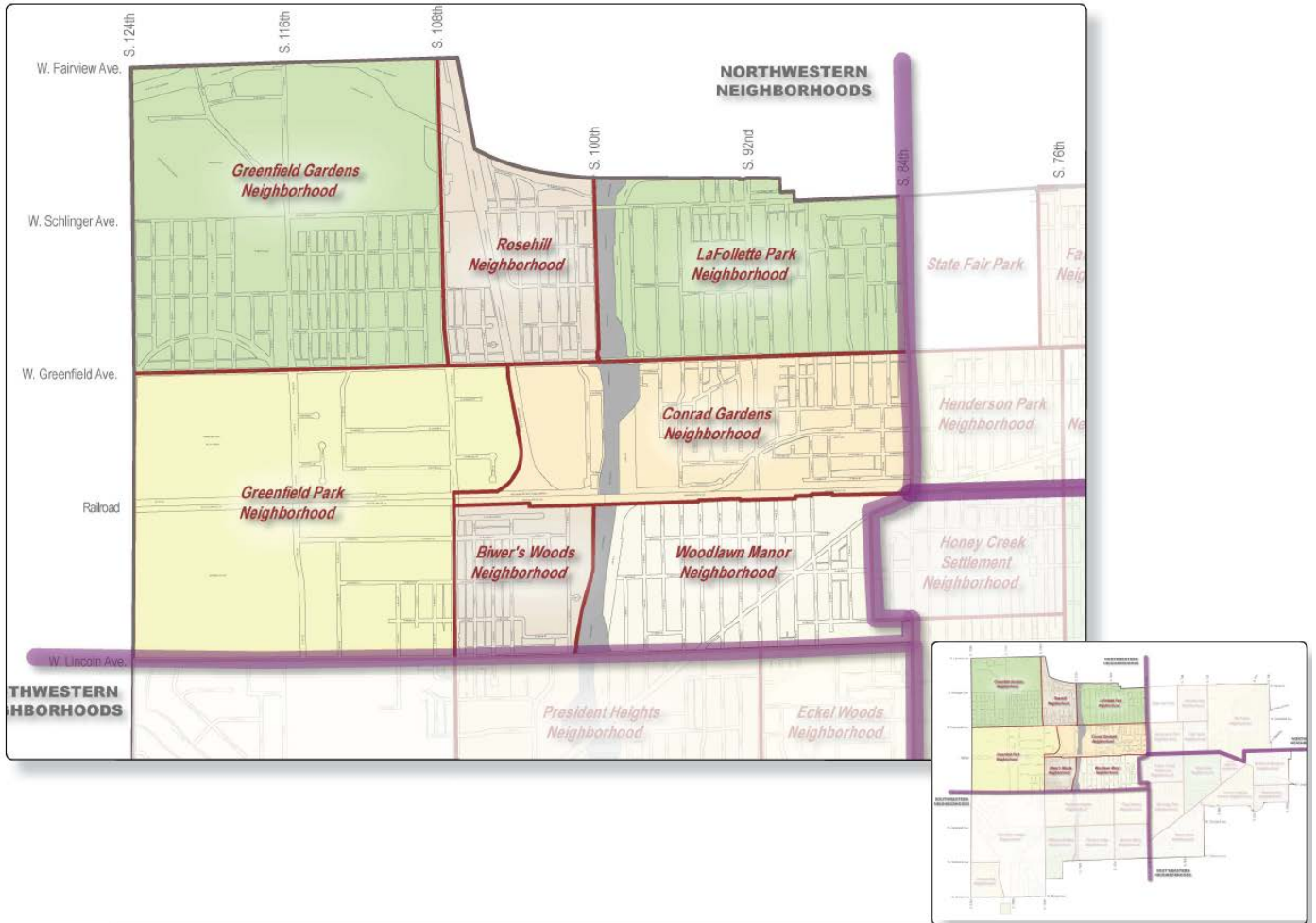


Recommendations

- Encourage commercial facade improvements along West Greenfield Avenue and Highway 100.
- Explore providing cross access roads or seeking other opportunities between private property owners for cross access between sites along Highway 100.
- Consider the redevelopment of industrial properties north and northeast of Rainbow Park and Underwood Parkway.

- Consider roadway and median improvements to West Fairview Avenue and South Curtis Road where both streets intersect the Interstate 94 overpass.

Figure 3-4. West Allis: Northwestern Neighborhoods



- Consider the addition of sidewalks within the neighborhood, potentially along West Theodore Trecker Way between Highway 100 and South 116th Street, and along South 116th Street from West Theodore Trecker Way north to Interstate 94 (where it meets the Hank Aaron State trail).
- Install gateway signage at South 124th Street and West Greenfield Avenue and on Highway 100 where the roadway passes over Interstate 94 to recognize entry into the City of West Allis.

Concept Areas (See Chapter 9)

- Concept Areas 1- NW Industrial Park and 2 – Highway 100 Northern Gateway are in the neighborhood.

Greenfield Park Neighborhood

The Greenfield Park neighborhood is bounded by West Greenfield Avenue to the north, Highway 100 to the east, West Lincoln Avenue to the south and the city limits to the west. The Greenfield Park Golf Course and the park itself comprise the western half of the neighborhood, while the eastern half consists of industrial uses on large lots with numerous truck terminals, interspersed with pockets of single-family and multi-family residential areas, and a commercial corridor along Highway 100. Most streets are laid out in a grid format, delineating large blocks, and sidewalks exist to



serve pedestrians throughout most of the neighborhood. A few cul-de-sacs in the northern section of the neighborhood separate residential and industrial uses. The multi-family housing in the northern and southern portions of the area was developed in the 1970s, 1980s and 1990s. The single-family housing in the southern portion of the neighborhood was developed between 1940 and 1970. The Milwaukee County Oak Leaf Trail continues through this neighborhood to connect the abutting neighborhoods to the north and south.

Recommendations

- Redevelop truck terminals into light industrial/ commercial uses.
- Explore providing frontage roads along Highway 100.
- Consider moving trucking companies from Highway 100 into the industrial park and redevelop Highway 100 frontage with commercial uses.
- Encourage the establishment of a central pool of funds for facade renovations, landscaping, and general site maintenance for neighborhood businesses.
- Install additional landscaping in the medians along West Lincoln Avenue and Highway 100.
- Increase the amount of wayfinding signage available to direct Highway 100 users to the businesses west of the corridor.

Concept Areas (See Chapter 9)

- Concept Area 9 – South 113th Street is located south of West Greenfield Avenue in this neighborhood.
- Concept Area 10 – Highway 100 and West Rogers Street Industrial Park is in Greenfield Park Neighborhood.
- Concept Area 11 – Highway 100 Corridor from West Greenfield Avenue south to the railroad tracks.

Lafollette Park Neighborhood

The LaFollette Park neighborhood is bounded by the city limits to the north, South 84th Street to the east, West Greenfield Avenue to the south, and South 100th Street and Interstate 894 to the west. The streets are arranged in a traditional grid pattern with sidewalks and a small number of alleys. LaFollette Park features predominantly single-family residential on mid-sized lots, and it is in the northern part of West Allis. Housing in this neighborhood was developed prior to 1940 through the 1960s. Some commercial properties are located along South 84th Street, and the area is also home to LaFollette Park, which is located directly in the center of the neighborhood. There is a mix of commercial, residential, and industrial along the northern border, and a commercial corridor along West Greenfield Avenue. A mobile home park is situated along South 84th Street. The Hank Aaron State Trail is planned to extend along the northern edge of the neighborhood.



Recommendations

- Address the mix of commercial and industrial sites along the north border of the neighborhood with site improvements and potential rezoning.
- Encourage facade improvements to commercial properties along West Greenfield Avenue and South 84th Street.
- Explore the redevelopment of the mobile home park, potentially consolidating the site with adjacent parcels.
- Capitalize on the location of the parkland in the center of LaFollette Park. Install park features and encourage ongoing activities that draw neighbors to the site on a regular basis.
- Install pedestrian crossings along South 84th Street to encourage safe connections between the LaFollette Park neighborhood and the State Fair grounds.
- Install a sidewalk on the east side of South 84th Street from West Greenfield Avenue north to West Schlinger Avenue.
- Construct gateway features at South 84th Street, just south of the Pettit Center, that welcome visitors to the City of West Allis.
- Encourage design features along South 84th Street that establish the corridor as a pedestrian-oriented street, including landscaping and streetscape features.

Concept Areas (See Chapter 9)

- Concept Area 3 – West Schlinger Avenue is in LaFollette Park.
- Part of Concept Area 4 – State Fair Park Gateway includes the eastern side of the neighborhood along South 84th Street.

Rosehill Neighborhood

Rosehill is located east of South 108th Street in the northern portion of West Allis. The neighborhood is generally bounded by the city limits on the north, South 100th Street and Interstate 894 on the east, West Greenfield Avenue on the south, and South 108th Street on the west. Streets are mostly arranged in a traditional grid pattern with some alleys. The neighborhood maintains sidewalks north of West Schlinger Avenue and near Madison Elementary School. There is also a pedestrian underpass at West Washington Street under the Union Pacific Railroad. The Hank Aaron State Trail extends along the northern edge of the neighborhood.



The area is home to single-family residences on mid- sized lots, Madison Park, a commercial and light industrial corridor along the east side of Highway 100, and a mobile home park along Highway 100. Houses north of West Schlinger Avenue were developed prior to 1940, and the remainder of the area was developed in the 1940s and 1950s. The area lies just southwest of the Zoo Interchange and homes may be removed or affected by its reconstruction.

Recommendations

- Ensure that the proper standards for mobile home maintenance are being enforced in the area.
- As part of site and /or use changes encourage cross access between properties and/or the addition of frontage roads to Highway 100.
- Encourage the redevelopment of low-lying warehousing/commercial properties along the northwest section of Highway 100.
- Encourage the redevelopment of the mobile home park.
- Install gateway signage at South 108th Street where it meets the city limits to recognize entry into the City of West Allis.

Concept Areas (See Chapter 9)

- Part of Concept Area 2 – Highway 100 Northern Gateway is in the neighborhood.

Woodlawn Manor Neighborhood

The Woodlawn Manor neighborhood is located east of Interstate 894 just south of the Union Pacific railroad line and north of West Lincoln Avenue. The neighborhood's eastern boundary consists of West National Avenue, South 86th Street and South 84th Street. Streets are arranged in a traditional grid pattern, with alleys on very few streets. Sidewalks have been developed throughout the neighborhood. Land uses are primarily single-



family and two-family residential, with a commercial corridor along West National Avenue and some multi-family developments. The housing stock was developed prior to 1960 and is situated on smaller sized lots. A large senior housing facility is located on West National Avenue. In the east end of the neighborhood there is a light industrial area north of West National Avenue, and Central High School is in the southeast corner of the neighborhood. In 2012, bike route signage was installed throughout the City including this neighborhood which is featured as part of the on-street portion of the Cross Town Connector trail that extends along the north side of this neighborhood.

Recommendations

- Encourage facade improvements/grants to commercial buildings along West National Avenue and West Becher Street
- Encourage the redevelopment of the light industrial area north of West National Avenue on the east end of the neighborhood.
- Improve the South 92nd Street overpass at the Union Pacific railroad line to include lighting and pedestrian-scaled features.

Concept Areas (see Chapter 9)

- Part of Concept Area 21 – Honey Creek Redevelopment is in Woodlawn Manor.

Northeastern Neighborhoods

Figure 3-5 shows the neighborhoods within the northeastern quadrant of the City

City Center Neighborhood

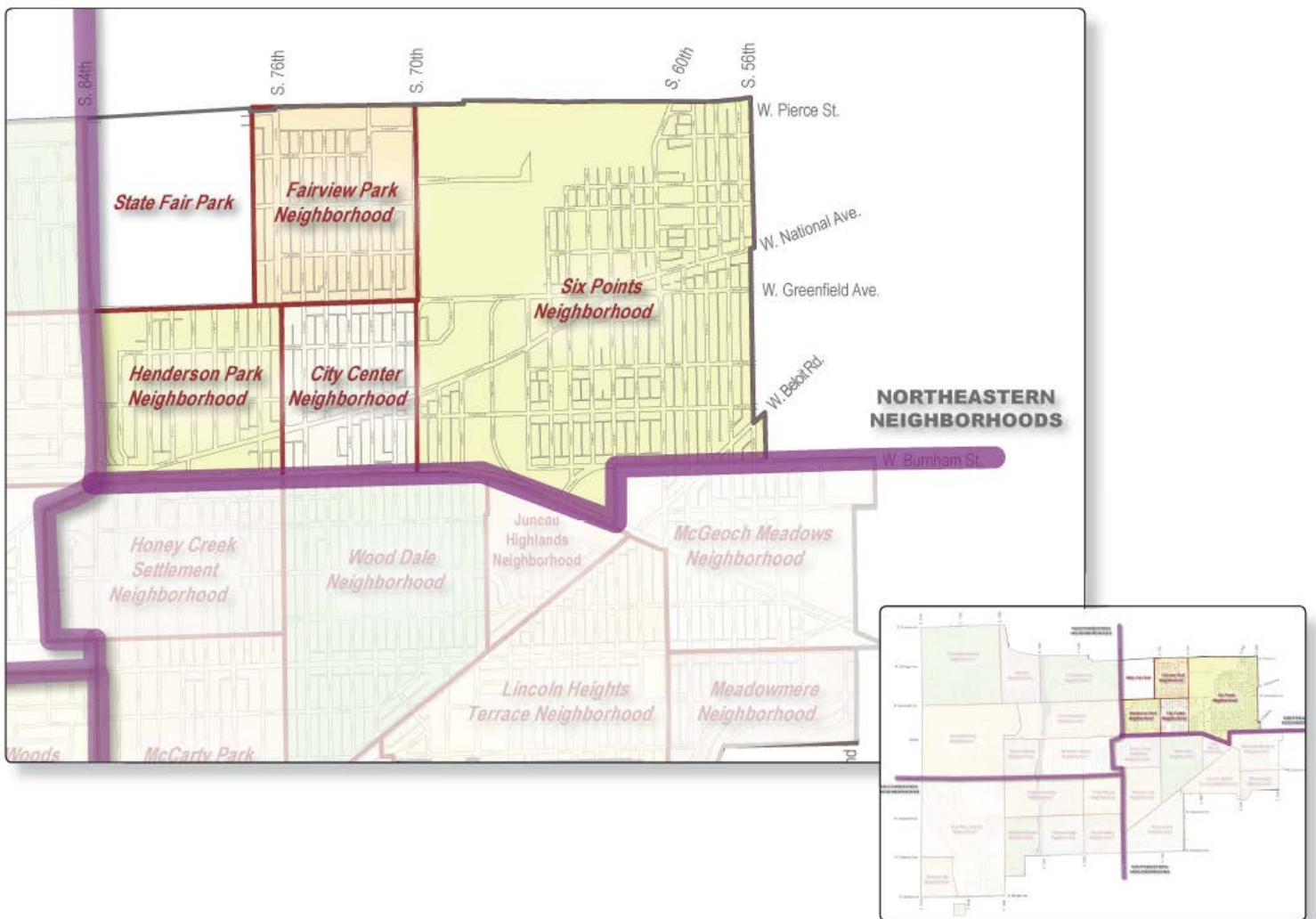
The City Center neighborhood is a prominent area in West Allis, supporting various civic uses including the library, senior center, health department, City Hall, and Fire Station #1. The neighborhood features several new downtown facades, and the City Hall Centennial Plaza. Containing the southern half of the downtown, the area is bounded by West Greenfield Avenue to the north, South 70th Street to the east, the Union Pacific railroad line to the south, and South 76th Street to the west. Streets in this neighborhood are arranged in a traditional grid pattern, supporting sidewalks and an alley system. The area was developed prior to 1940 and land uses include single-family residential on small lots, multi-family residential, commercial (retail and entertainment), municipal parking lots, institutional, and light manufacturing along the railroad. Considered part of the “downtown” for West Allis, the mix of uses is critical to the identity of the area.

Recommendations

- Continue Commercial façade grants for facade improvements to downtown buildings.
- Encourage shared and/or underground parking to alleviate the need for surface parking lots.
- Encourage the exploration and use of sustainable, pervious paving and stormwater management best practices in parking lots.
- Maintain existing crosswalks and as part of future Capital Improvement projects consider the installation of more durable/lasting pedestrian crossings located on West Greenfield Avenue and South 70th Street to alleviate the potential conflict between high vehicle traffic and pedestrians.

- As part of the Capital Improvement process provide improvements to the alley system throughout the downtown.
- Coordination with Milwaukee County Transit System and the Business Improvement District on relocation and/or consolidation of bus stops.
- Provide way-finding signage downtown, to municipal parking lots and civic buildings.
- Re-examine the use of one-way streets.
- Provide uniform streetscaping along West National Avenue
- Re-examine signal placement and timing downtown.
- Enhance public gathering space and/or opportunities for business to offer outdoor seating and connection between West Greenfield Avenue and municipal parking lots.
- See Chapter 10 for additional downtown recommendations.

Figure 3-5. West Allis: Northeastern Neighborhoods



Fairview Park Neighborhood

Containing the north half of Downtown West Allis, Fairview Park is bounded by the city limits to the north, South 70th Street to the east, West Greenfield Avenue to the south, and South 76th Street to the west. South 70th Street is a gateway corridor into West Allis. The neighborhood is located just east of State Fair Park and contains single-family residential on smaller sized lots, with industrial uses along the north city limit. Commercial uses are located along South 70th Street and West Greenfield Avenue, and are interspersed with municipal parking lots. Houses in this neighborhood were developed prior to 1940. McKinley Playground is in the eastern portion of Fairview Park neighborhood along South 72nd Street. Two advanced education centers, Milwaukee Area Technical College (MATC) and Lakeland College, are in this neighborhood. The streets are arranged in a traditional grid pattern, supporting sidewalks and an alley network. New facades adorn portions of the downtown area. Considered part of the “downtown” for West Allis, the existing mix of uses is critical to the identity of the area.



Recommendations

- Continue to implement the facade renovation program for the commercial properties along West Greenfield Avenue.
- Encourage the implementation of traffic-calming devices along West Greenfield Avenue to allow for a reduction in speeding and increased visibility for commercial storefronts.
- Study the potential impacts of the proposed “Texas U-Turn” on South 76th Street.
- Continue code enforcement.
- Provide way-finding signage to municipal parking lots and civic buildings.
- Re-examine the use of one-way streets.
- Re-examine signal placement and timing downtown.
- Enhance connection between West Greenfield Avenue and municipal parking lots.
- Study parking issues for Lakeland College and MATC.
- Encourage shared underground parking to elude the need for surface parking lots.
- Study potential upgrades in transit options (Bus Rapid Transit-BRT or light rail).
- Study the underutilized intersection of South 76th Street and West Greenfield Avenue for a possible roundabout.
- Consider the installation of brick pavers or stamped concrete where pedestrian crossings are located on West Greenfield Avenue to highlight the crossing areas and provide aesthetic value to the streetscape.
- See Chapter 10 for additional downtown recommendations.

Concept Areas (See Chapter 9)

- Concept Area 6 – South 76th Gateway is at the northern edge of the neighborhood.

- Concept Area 7 – South 70th Street Gateway corridor is along the eastern boundary of the neighborhood.

Henderson Park Neighborhood

The Henderson Park neighborhood is bounded by West Greenfield Avenue on the north, South 76th Street on the east, the Union Pacific railroad tracks on the south and South 84th Street on the west. Streets are arranged in a traditional grid pattern with sidewalks and some alleys. The neighborhood consists predominantly of single-family residential on smaller sized lots, with higher- intensity commercial located along the edges of the neighborhood. The housing stock in this neighborhood was developed prior to 1940. Some light industrial properties are in the southwestern portion of the area with commercial corridors along South 84th Street, 81st Street, West National Avenue, and West Greenfield Avenue.



This neighborhood has experienced some significant redevelopment starting in 2008-09 with the completion of the Heritage Senior Living complex which replaced a bus fleet parking lot along West National Avenue in what was termed the Pioneer redevelopment area (Tax Incremental District 9). More redevelopment efforts included the demolition of a vacant Milwaukee Gray Iron Foundry (MGI), a restaurant (Mykonos) and a multi-tenant retail building along South 84 Street. The redevelopment opportunity included the creation of Tax Incremental District 11 and laid the groundwork for the City to competitively market the area for what has included the construction of a new hotel and banquet center (Hampton Inn and Suites) and completion of Element 84 apartments which also includes a commercial lease space on the ground floor.

Other notable achievements:

2014 - constructed a Skate Park within Joyce Ann Radtke Park. This park opened in the Fall of 2014 and is located at the northeast corner of South 84th Street and West National Avenue.

- 2016 - National Avenue corridor plan, civic engagement, and economic incentives.
- 2017 - The City improved several parks over the past 10 years, one of which Radtke park at South 84 Street and West National Avenue, now features a public (Radtke) Skate Park.
- 2018-20 - National Ave streetscaping capital improvements (phased approach between 2018-2020).

Recommendations

- Encourage property consolidation and redevelopment along the eastern edge of South 84th Street.
- Redevelop light industrial block along South 83rd Street, between West Lapham Avenue and West National Avenue; consider vacation or narrowing of South 83rd Street.
- Encourage facade improvements along South 84th Street, South 81st Street, West Greenfield Avenue, and West National Avenue.
- Update streetscaping along South 84th Street and West Greenfield Avenue to create a more

vibrant neighborhood identity.

- Consider improvements to the intersection of South 84th Street and West National Avenue that would promote left turns from the southbound lanes of South 84 Street
- Install pedestrian crossings across West Greenfield Avenue between Henderson Park and the State Fair grounds to allow for safe connections between the north and south sides of the roadway.

Concept Areas (See Chapter 9)

- Concept Area 13 – West Greenfield Avenue and South 84th Street at the western side of the neighborhood.
- Concept Areas 5 – Milwaukee Mile, north of West Greenfield Avenue adjacent to the State Fair.
- Concept Area 14 – West Hicks Street, just south of the neighborhood along the railroad.

Six Points Neighborhood

The Six Points neighborhood is a prominent area in West Allis. Although located in the northeast corner of the City, Six Points is considered - along with the City Center neighborhood - to be the core of West Allis. The neighborhood is bounded by the city limits on the north and east, the Union Pacific railroad line and West Burnham Street on the south, and South 70th Street on the west. The street network is arranged in a



traditional grid pattern, and streets are served by sidewalks and alleys. The neighborhood contains many arterial roadways and corridors and is named for the six-point intersection of Greenfield Avenue, West National Avenue and South 62nd Street. The neighborhood contains a mix of single-family and multi-family residential on the east, and industrial properties on the south and north ends. Large office complexes and higher education institutional uses are in the corridor along South 70th Street, and there is a large retail area in the center of the neighborhood on West Greenfield Avenue. The housing in this neighborhood was developed prior to 1940 and is situated on smaller-sized lots. Six Points is also home to the Farmers Market, Horace Mann Elementary School, and the West Allis Towne Centre. Several major arterials are undergoing streetscape improvements, the Hank Aaron State Trail is planned to extend along the northern edge of the neighborhood, and the Cross Town Connector Trail is accessible on city streets within this neighborhood.

Six Points has been home to several major redevelopment projects, including:

- The West apartments and Aurora Medical Clinic – North of National Avenue and south of Greenfield Avenue on the former site of Pressed Steel Tank, a new 177 unit apartment building and 20,000-sf medical clinic was completed in 2018-2019.
- Summit Place - 650,000 square feet of new, Class A office space converted from the former Allis-Chalmers Manufacturing Company.
- Six Points Apartments - over 600 new residential units planned for development, with 182 built

as of 2009. New commercial will occupy the first floor.

- Six Points East Condominiums - 42 condos are built and are scheduled to be occupied by the spring of 2010. New commercial will occupy the first floor.
- Farmers Market - \$2 million in public investment went to refurbish this historic icon, which is Wisconsin's oldest running outdoor farmers market.
- West Allis Towne Centre - \$15 million redevelopment/reimaging of the shopping center that was once part of the former Allis- Chalmers Manufacturing Company.

Recommendations

- Continue the redevelopment of the Six Points Farmers Market redevelopment area.
- Redevelop industrial properties along West Mitchell Street.
- Encourage commercial facade improvements and grants along South 60th Street, West Greenfield Avenue, and West National Avenue
- Promote investment in the Paradise Theater and neighboring properties.
- Facilitate the development of a business improvement district.
- Consider intersection improvements to accommodate vehicular traffic, bicyclists, and pedestrians at South 62nd Street, West Greenfield Avenue, and West National Avenue (Six Points). The intersection has seen and will see increased traffic because of new mixed use and multi-family developments.
- Redevelop underutilized properties within the district in a manner that complements the neighborhood's traditional and pedestrian oriented character.
- Continue to encourage mixed-use development near the Six Points intersection where vacant lands are available for redevelopment.
- Design gateway feature and streetscaping improvements at the South 60th Street northern city limit, and on West Greenfield and West National Avenues at the eastern city limits.
- Consider the installation of brick pavers or stamped concrete where pedestrian crossings are located on West Greenfield Avenue and South 70th Street to alleviate the potential conflict between high vehicle traffic and pedestrians.
- Promote the development of a creative signage district at the Six Points intersection.
- Upgrade wayfinding signage within the neighborhood.
- Capitalize upon the use of transit within the neighborhood.
- Promote the addition of shared parking.
- Establish pedestrian guidelines and development standards in the neighborhood, possibly creating a "pedestrian improvement zone."
- Clean-up the railroad spur from the Union Pacific line to the northern city limits and investigate the future potential of a pedestrian and bicycle-oriented corridor.
- Create a targeted housing rehabilitation program to address housing blight conditions.
- Initiate a pilot program to convert absentee- owned duplexes to encourage owner occupancy.

Concept Areas (See Chapter 9)

- Concept Areas in this neighborhood include all or parts of:
- Concept Area 7 – South 70th Street Gateway
- Concept Area 8 – West Washington Street Extension
- Concept Area 15 – Paradise Theater Area Redevelopment
- Concept Area 16 – South 68th Street and West Mitchell Street
- Concept Area 17 - South 68th Street and West Mitchell Street
- Concept Area 19 – South 60th Street and West Beloit Road

Southwestern Neighborhoods

In 2019 the City conducted a study of the Highway 100/South 108th Street corridor to evaluate the market feasibility of new businesses, and to create a long-term development strategy for the properties in this area. The study focused on the 3.25 mile stretch of Highway 100 that falls within the city limits and the surrounding properties, extending from I-94 to the north, Morgan Street to the south, I-41 to the east, and South 116th Street to the West.

The following neighborhoods are in the southwestern quadrant of the City (Figure 3-6).

Brosen Manor Neighborhood

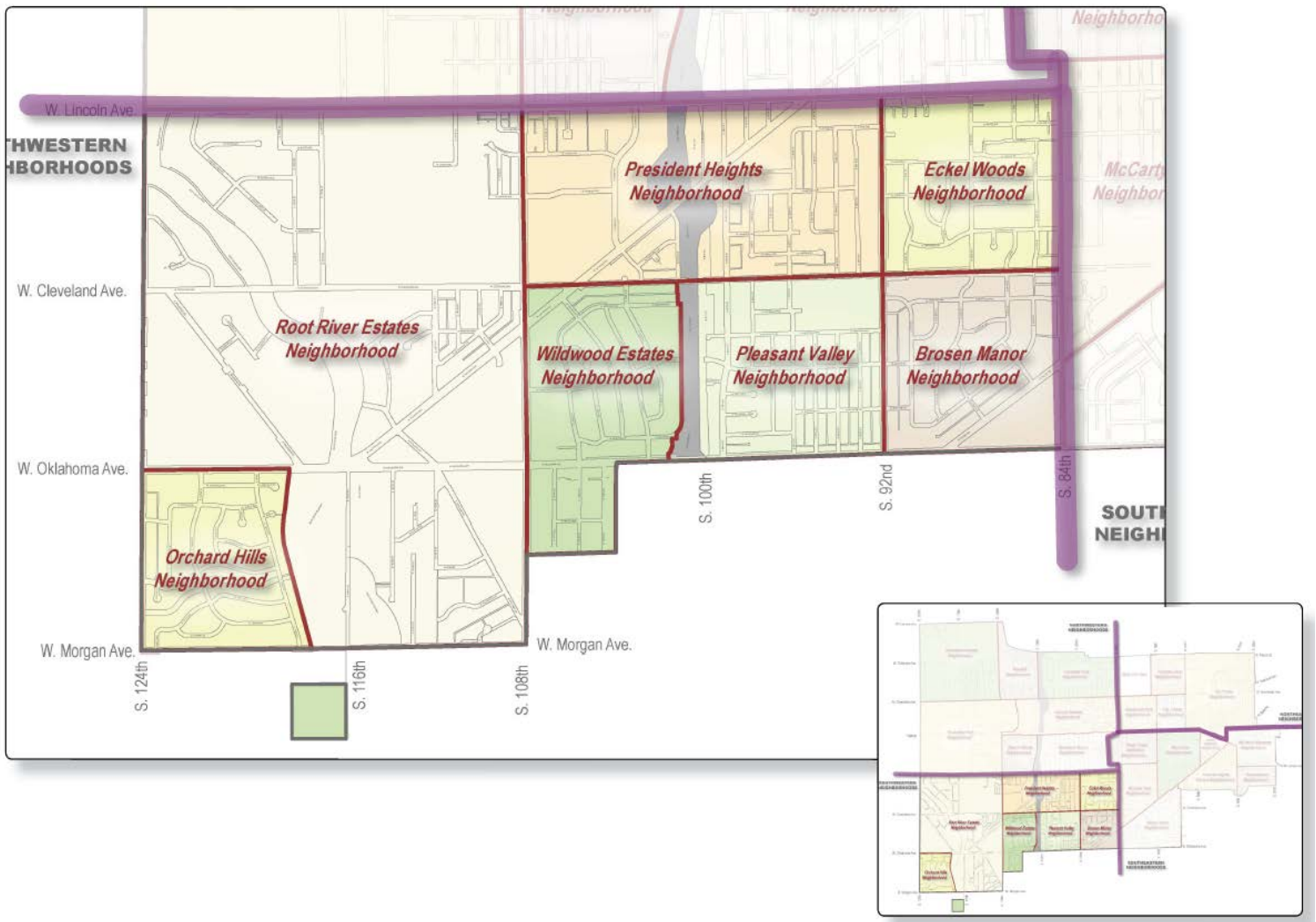
Brosen Manor sits at the southern border of the city, bordered by West Cleveland Avenue on the north, South 84th Street to the east, West Oklahoma Avenue on the south, and South 92nd Street on the west. Brosen Manor is mostly single-family residential on mid-sized lots and includes multi-family developments at Village Manor Park in the southeast portion of the neighborhood. The street network is not a traditional grid pattern; rather the interior streets in the neighborhood tend to be curvilinear with sidewalks, but without alleys. Houses in this neighborhood were predominantly built in the 1940s. Commercial and additional multi-family properties are located along West Oklahoma Avenue between South 92nd Street and West Beloit Road.



Recommendations

- Preserve the architectural integrity of older single-family homes along collector streets within Brosen Manor.
- Maintain and consider future completion of sidewalk network with scheduled street construction.

Figure 3-6. West Allis: Southwestern Neighborhoods



Eckel Woods Neighborhood

Eckel Woods is a predominantly single-family residential neighborhood bounded by West Lincoln Avenue on the north, South 84th Street on the east, West Cleveland Avenue on the south, and South 92nd Street on the west. The streets are arranged in a non-traditional pattern with some curvilinear forms. The neighborhood is connected for pedestrians with sidewalks. The area is home to the Aurora West Allis Medical Center, and the Women’s Pavilion, one of the leading women’s health care facilities in the Milwaukee area. The



neighborhood also includes limited commercial uses located at prominent intersections. Single-family homes in the neighborhood were typically developed in the 1950s and 1960s and are located on mid-sized lots. Multi-family residential is located near the hospital.

Recommendations

- Encourage the implementation of facade renovations for the commercial properties along West Cleveland Avenue just west of South 84th Street.
- Provide additional parking for the hospital.
- Work with the hospital to coordinate vision for future expansion needs.
- Explore traffic calming measures on West Arthur Avenue and South 88th Street for hospital traffic.

Concept Areas (See Chapter 9)

- Concept Area 23 – Aurora West Allis Medical Center is in the neighborhood.

Orchard Hills Neighborhood

Orchard Hills is generally bounded by West Oklahoma Avenue on the north, the Root River Parkway on the east, West Morgan Avenue on the south, and South 124th Street on the west. Streets are arranged in a non-traditional pattern and do not contain alleys. Sidewalks have been developed in approximately half of the neighborhood, often on one side of the street. The Orchard Hills neighborhood serves as the southwestern gateway into West Allis. The predominantly single-family residential neighborhood is bounded by the Root River Parkway on the eastern edge of the neighborhood, and multi-family developments near South 124th Street and West Oklahoma Avenue. Houses in this neighborhood were built in the 1960s and 1970s and are situated on mid to larger sized lots.



Houses in this neighborhood were built in the 1960s and 1970s and are situated on mid to larger sized lots.

Recommendations

- Encourage redevelopment at South 116th Street and West Morgan Avenue.
- Maintain the pathway between the Root River Parkway and South 119th Street just south of West Ohio Avenue Encourage use of the pathway by bicyclists and pedestrians.
- Establish gateway features on West Morgan Avenue at South 124th Street and West Oklahoma Avenue at South 124th Street that identify entry into West Allis.
- Consider completing sidewalk network in the neighborhood.

Pleasant Valley Neighborhood

Pleasant Valley is bounded by West Cleveland Avenue on the north, South 92nd Street on the east, West Oklahoma Avenue on the south, and South 101st Street on the west. Streets are arranged mostly in a

traditional grid pattern, with some cul-de-sacs. The neighborhood has a complete sidewalk network, and some streets are served by alleys.

The neighborhood sits in southcentral West Allis, and includes single-family residential on mid-sized lots, the Interstate 894 corridor, multi-family, and commercial uses along West Oklahoma Avenue, and the Frank Lloyd Wright Intermediate School on West Cleveland Avenue. Houses were predominately built in the 1950s. The Pleasant Valley restaurant is situated in the middle of a residential neighborhood. In the winter holiday season, the southeastern portion of this neighborhood is known as “Candy Cane Lane,” whose tradition of decorations has become an area attraction and fundraising entity.



Candy Cane

Recommendations

- See the general neighborhood recommendations table at the end of this section.
- Maintain existing pedestrian bridge over I-894.

President Heights Neighborhood

President Heights is generally bounded by West Lincoln Avenue to the north, South 92nd Street to the east, Cleveland Avenue to the south, and South 108th Street to the west. The neighborhood has a diverse character. It spans the Interstate 894 corridor in the southwestern quadrant of West Allis. The neighborhood is also home to a significant portion of the West National Avenue corridor. Land uses include single-family and multi-family residential, industrial, commercial, and institutional.



The residential section in the east contains a mix of traditional grid and non-traditional patterns, with some cul-de-sacs and some alleys. The commercial section contains some large parcels with some big box retail along Highway 100, and car dealerships along West Hayes Avenue and West Arthur Avenue. South 102nd Street is home to several office complexes. With few exceptions, the neighborhood is served by sidewalks. Houses in this neighborhood were typically developed in the 1950s and 1960s and are located on mid-sized lots.

Recommendations

- Maintain big box architectural regulations.
- Study the addition of frontage roads along Highway 100.
- Explore the potential redevelopment of car dealership sites.
- Encourage facade improvements to the Wehr Building.

Concept Areas (See Chapter 9)

- Concept Area 22 – South 106th Street and West Arthur Avenue is in President Heights.

Root River Estates Neighborhood

The Root River Estates neighborhood is nestled between the city limits and South 108th Street in the southwestern part of West Allis. Its northern and southern borders are generally West Lincoln Avenue and Morgan Avenue, respectively. The street pattern is not a traditional grid, and there are no alleys. Sidewalks are very limited within the neighborhood and are located mainly in commercial areas and near Nathan Hale High School. The West Allis Police and Court Center is also located in this neighborhood. The Root River Parkway traverses the neighborhood from the northwest to the southeast and is the main natural feature in this area. The parkway is part of the Oak Leaf Trail, which is a popular recreational amenity within the region for walking and biking.



Root River Estates is a mix of single-family residential on larger sized lots, some multi-family and condominium developments, open space, and commercial lands along South 108 Street (Highway 100), which include big box retail, national chain stores, and car dealerships. The commercial corridor experiences high traffic volumes. Housing in this neighborhood ranges in age of origin from the 1940s to the 1970s. Newer housing and condominium development has occurred in the southeastern section since the 1990s.

Recommendations

- Study the addition of frontage roads along Highway 100.
- Maintain big box architectural regulations.
- Investigate low-density residential possibilities for redevelopment around South 112th Street and West Montana Avenue.
- Encourage the establishment of a business association that oversees a central pool of funds for facade renovations, landscaping, and general site maintenance for neighborhood businesses.
- Increase the amount of wayfinding signage available to direct Highway 100 users to the businesses west of the corridor.
- Develop pedestrian-friendly amenities within the Root River Parkway, including tot-lot and associated recreation facilities.
- Consider completing sidewalk network in the neighborhood.

Concept Areas (See Chapter 9)

- Concept Areas 25 – West Oklahoma Avenue and South 122nd Street and 26 – former HUB Chrysler are in the neighborhood which has since been partially redeveloped for various retail uses.

Wildwood Estates Neighborhood

Wildwood Estates is nestled in the southwest portion of West Allis. The neighborhood is generally bounded by West Cleveland Avenue on the north, South 101st Street and the city limits to the south and east, and South 108th Street on the west. Streets are more curvilinear than a traditional grid form, alleys are present in one area along West Cleveland Avenue, and the neighborhood has a complete sidewalk network along and north of West Oklahoma Avenue. Wildwood Estates is home to single-family residential on mid-sized lots, some multi-family developments, and a commercial corridor along Highway 100, which contains strip malls, national retail chains, and a cluster of financial institutions. The neighborhood was largely developed in the 1950s, although the area south of West Oklahoma Avenue contains a mix of development from between the 1960s and 1990s.



Recommendations

- Study the addition of frontage roads along Highway 100.
- Install gateway signage on South 108th Street where it crosses the city boundary to recognize entry into West Allis.

Southeastern Neighborhoods

The following neighborhoods are in the southeastern quadrant of the City (Figure 3-7):

Honey Acres Neighborhood

The Honey Acres neighborhood is bounded by West Beloit Road to the north, the parcels abutting the east side of South 72nd Street to the east, West Oklahoma Avenue to the south, and 84th Street to the west. This neighborhood shares its southern and eastern borders with the City of Milwaukee. The street network, which includes several cul-de-sacs, contains curvilinear streets that reflect the layout of the Honey Creek Parkway. A mix of streets with sidewalks and a few alleys, the area is predominantly single-family residential on larger to mid-sized lots, with some multi-family residential along Beloit Road and West Oklahoma Avenue. The area



consists of housing that was largely developed in the 1940s and 1950s, with some additional development in the 1960s. Beloit Road Housing, an Independent Senior Living facility opened to persons 55 and older.

It is located at the southwest corner of South 72nd Street and West Beloit Road. Commercial nodes are located at intersections of South 76th Street with West Beloit Road and West Oklahoma Avenue. The Honey Creek Parkway dissects the center of the neighborhood and is a popular corridor for various recreational activities within the area. Klentz Park is in the northeastern corner of Honey Acres. Klentz Park was renovated in 2019 with new play equipment, walking paths, a ball field and furniture.

Figure 3-6. West Allis: Southeastern Neighborhoods



Recommendations

- Explore the re-establishment of Honey Creek to its natural state by encouraging the removal of the concrete basin and replanting around the waterway.
- Continue to incorporate pedestrian-friendly features and encourage facade renovations within commercial developments in the neighborhood, such as at the intersection of South 76th Street and West Beloit Road and West Oklahoma Avenue and South 76th Street.
- Consider additional landscaping in the medians of West Beloit Road and West Oklahoma Avenue to establish more aesthetically pleasing boulevards along the neighborhood edges.
- Consider the designation of a historic district within the neighborhood for already-identified

eligible areas.

Honey Creek Settlement Neighborhood

The Honey Creek Settlement neighborhood is bounded by the Union Pacific railroad line to the north, South 76th Street to the east, West Grant Street to the south, and West National Avenue and South 86th Street to the west. This area represents the original settlement of the City, and a historic walking tour has been created to showcase its history. Streets are arranged in a traditional grid pattern, with sidewalks and some alleys. The neighborhood sits near the center of West Allis and includes many civic features in the northwest portion of the neighborhood, including the historical society, Honey Creek



History lesson at Honey Creek Park

Log School House, and the Honey Creek Cemetery. Honey Creek Settlement is mostly single-family and duplex residential on smaller sized lots, with industrial properties bordering the northern edge of the neighborhood adjacent to the railroad. The housing supply in this neighborhood was mostly developed prior to 1940, much of which occurred prior to the City's founding and is among the oldest in the City. West Becher Street traverses center of the neighborhood from west to east and contains some commercial and mixed uses.

Recommendations

- Encourage facade improvements along West Becher Street.
- Investigate the potential for opening the buried Honey Creek within the neighborhood.
- Address the South 84th Street and West National Avenue intersection.
- Encourage the adaptive reuse of the Douville mansion on South 84 Street and West Burnham Street.
- Capitalize on the location of existing civic features by creating and maintaining pedestrian, bicycle, and vehicular connections within the neighborhood.
- Utilize the school grounds as an open space linkage for pedestrians and bicyclists between the Central West National Avenue Corridor and the West Becher Street Arterial.
- Ensure that appropriate open space buffers exist between residential properties and the industrial area in the northern portion of the neighborhood.
- Review existing standards for Wisconsin's Safe Routes to School program to ensure that Central, Dottke Alternative School and Franklin Elementary School students have safe access to each site throughout the Honey Creek Settlement neighborhood.
- Consider the adaptive reuse of the former industrial parcel at the northwest corner of South 76th Street and West Hicks Street, possibly into a skate park.

Concept Areas (See Chapter 9)

- Concept Area 14 – West Hicks Street is located mostly within the neighborhood.

Juneau Highlands Neighborhood

The Juneau Highlands is an historic neighborhood located in the east central part of West Allis. The area is bounded by the Union Pacific railroad line to the northeast, West Beloit Road to the southeast, and South 67th Place to the west. The streets are not arranged in a traditional grid pattern, have sidewalks, and most have alleys. Single-family residential on smaller to mid-sized lots is in the southern portion of the neighborhood, with undeveloped lands and industrial properties to the north. There is also some commercial and multi-family housing along West Beloit Road. The housing within this neighborhood was built in the early 20th century, and much of it is considered historic.

Civic features are located among undeveloped lands, including Fire Station #2, Fire Station Tower, the public works garage, shop, and yard, and the salt dome. One undeveloped parcel along the railroad is City-owned and is being marketed for light industrial.

Recommendations

- As vacant properties are developed, install buffer features between those properties and the residential areas to the south and west.
- Redevelop City-owned parcel at 1960 South 67th Place into a light industrial use.
- Designate the neighborhood to the State and National Register of Historic Places. Encourage the utilization of tax credits once the neighborhood is listed.

Concept Areas (See Chapter 9)

- Concept Area 18 – 1960 South 67th Place Industrial Park located in the neighborhood, south of the railroad.

Lincoln Heights Terrace Neighborhood

Lincoln Heights Terrace is bounded by the Union Pacific railroad line to the north, South 60th Street to the east, the city limits south of the parcels along West Arthur Street to the south and West Beloit Road to the northwest. It is a largely a single-family and two-family residential neighborhood, with homes on smaller sized lots. Streets are arranged in a traditional grid pattern, with sidewalks and alleys. West Lincoln Avenue traverses the center of the neighborhood from east to west. Homes north of West Lincoln Avenue were developed prior to 1940, and the remainder of the neighborhood was developed through the 1940s.



Lincoln Heights Terrace includes parkland along the east side of South 68th Street. Several commercial

properties are located along West Lincoln Avenue and St. Rita's church is located at the corner of 60th Street and West Lincoln Avenue.

Recommendations

- Establish a facade renovation program for the commercial properties located near the intersection of West Beloit Road and West Lincoln Avenue.
- Consider roadway and aesthetic improvements to South 60th Street throughout the neighborhood, including paving, landscaping, and gateway signage.
- Implement Safe Routes to School standards throughout Lincoln Heights Terrace.
- Explore methods to reduce the amount of asphalt surface at Longfellow Elementary School.

McCarty Park Neighborhood

The McCarty Park neighborhood is named for the large County park located in the south-central portion of the area. The neighborhood is bounded by West Grant Street on the north, South 76th Street on the east, West Beloit Road on the south, and South 84th Street on the west. Streets are arranged in a traditional grid pattern with sidewalks and alleys. The area surrounding the park contains mostly single-family and duplex residential on smaller and mid-sized lots, with some commercial properties along West Lincoln Avenue. Houses in the neighborhood were built prior to and throughout the 1940s.



Recommendations

- Capitalize on the location of McCarty Park by working with the McCarty Park Watch to market the area as a local attraction and encourage ongoing activities that draw community members to the park on a regular basis.
- Restore the Honey Creek Parkway to its natural state by encouraging the removal of the concrete basin and replanting around the waterway.
- Utilize landscaping at the intersections of South 76th Street and South 84th Street along West Lincoln Avenue to soften the appearance of the two gas stations that bookend South 76th Street, the garage on the southeast corner of South 84th and West Lincoln, and the ice cream stand at the northwest corner South 84th and West Lincoln.

Concept Areas (See Chapter 9)

- Part of Concept Area 24 – South 76th Street and West Beloit Road is in the McCarty Park neighborhood.

McGeoch Meadows Neighborhood

The McGeoch Meadows neighborhood is generally bounded by West Burnham Street to the north, the city limits to the east, West Lincoln Avenue to the south, and South 62nd Street and South 60th Street to the west. Streets are arranged in a traditional grid pattern with sidewalks and alleys. The eastern area of this neighborhood is comprised of larger block sizes to accommodate the existence of large industrial sites. The area is home to a diverse mix of uses from industrial properties along the entire eastern edge to single-family residences on smaller sized lots. Most of the housing in this neighborhood was developed prior to 1940. There is a commercial corridor along West Lincoln Avenue, and a local commercial node at South 60th Street and Burnham Street. An additional industrial area is bounded by South 60th Street, South 62nd Street, West Beloit Road, and West Burham Street. In the center of the neighborhood is the Union Pacific railroad line, which runs northwest southeast through the area. McGeoch Meadows has seen recent private-sector redevelopment of industrial properties, and additional opportunities for redevelopment exist, such as the Milwaukee Plating Engineering property and the Unit Drop Forge parking lot.



Recommendations

- Utilize the redevelopment plans established for the concept areas and arterials located within McGeoch Meadows.
- Encourage facade improvements along West Lincoln Avenue, West Burnham Street, and South 60th Street.
- Encourage redevelopment at South 60th Street and West Burnham Street.
- Redevelop the Milwaukee Plating Engineering property.
- Work with Unit Drop Forge on measures to dampen vibrations in the neighborhood.
- Implement streetscaping improvements on West Burnham Street and South 60th Street.

Concept Areas (See Chapter 9)

- Most of Concept Area 19 – South 60th Street and West Beloit Road is in McGeoch Meadows.

Meadowmere Neighborhood

Meadowmere is in the southeast corner of West Allis. The neighborhood is bounded by West Lincoln Avenue to the north, the city limits to the east and south, and South 60th Street to the west. The Kinnickinnic River Parkway runs along the southern edge of the neighborhood and is a popular corridor for recreational activities, including walking, running, and bicycling. Streets in the northern portion of the neighborhood are comprised of a traditional grid while the streets in the southern portion are laid out in a curvilinear pattern, mimicking the parkway. Much of the neighborhood contains sidewalks and alleys. The neighborhood consists mostly of single-family residential on mid to larger sized lots, with multi-family developments located in the northeastern portion of the neighborhood. Houses in the northern portion of the neighborhood were developed prior to 1950, while homes along the parkway were developed in the 1950s. This neighborhood contains the highest concentration of historically eligible homes in the city. West Rita Drive in this neighborhood was recognized as one of the metro area “sweet spots” by Milwaukee Magazine.



Recommendations

- See the general neighborhood recommendations table at the end of this section.

Wood Dale Neighborhood

The Wood Dale neighborhood is located just south of the City Center and the Six Points neighborhoods of West Allis. The area is bounded by the Union Pacific railroad line to the north, South 67th Place to the east, West Beloit Road to the south, and South 76th Street to the west. Streets are arranged in a traditional grid pattern served by sidewalks and alleys. Land uses are predominantly single-family and two-family residential on smaller sized lots, with scattered commercial and multi-family properties. Houses were typically built prior to 1940, with some development in the southern section taking place in the 1940s. Rogers Park is located along West Rogers Street near South 75th Street. West Lincoln Avenue traverses the southern area of Wood Dale from west to east.



Recommendations

- Encourage facade improvements/grants along West Becher Street and West Lincoln Avenue.
- Redevelop or find new use for underutilized private school buildings and properties within the neighborhood.
- Design stronger bicycle and pedestrian connections between Wood Dale and the City Center and Six Points neighborhoods. The Union Pacific railroad line serves as a barrier to the services offered in the other neighborhoods.

- Create a more unified West Becher Street shopping district using neighborhood signage.

Concept Areas (See Chapter 9)

- Part of Concept Area 14 – West Hicks Street and 24 – South 76th Street and West Beloit Road are in the neighborhood.

Neighborhoods Districts and Corridors

The following charts are descriptions and recommendations for the City’s neighborhoods, business districts, commercial corridors, and neighborhood corridors. The descriptions are divided in the following categories:

Character: The character row describes the quality of the neighborhood, district, or corridor including a discussion of land use, building style, activities, and safety aspects. Each of these elements are important, as they contribute to the overall image and character of the area.

Use Policies: Use policies address the land uses, diversity, and types of activities encouraged for the neighborhood, district, or corridor. This section also includes programs or strategies that can be applied to land use.

Redevelopment Strategies: Redevelopment strategies are recommendations intended to direct future development decisions, identify critical areas, and help property owners and staff determine redevelopment impacts. Strategies are applied both to the physical form and design, as well as establishing an identity for the community.

Neighborhoods

The chart identifies goals and strategies for all neighborhoods in the City to maintain and enhance the quality neighborhoods throughout West Allis.

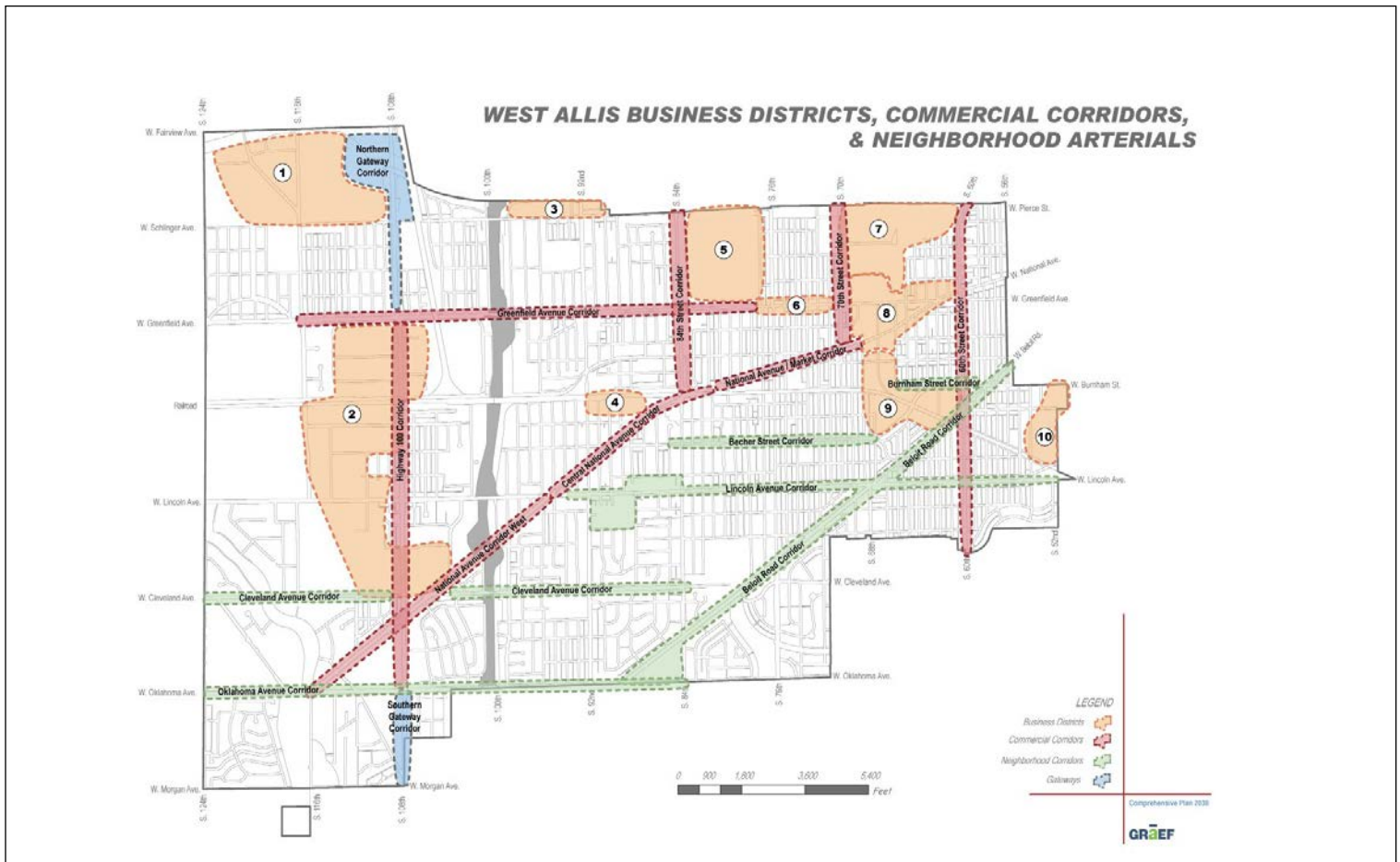
West Allis Neighborhoods	
Existing Character	<ul style="list-style-type: none"> ▪ Healthy neighborhoods with a diverse mix of uses. ▪ Diversity of building types and styles with some areas having a historical emphasis. ▪ Parks and schools integrated throughout the City contribute to the individual neighborhood identities. ▪ Clean, safe, and accessible streets and rights-of-way that offer mobility options for all demographic categories.
Use Policies	<ul style="list-style-type: none"> ▪ Maintain a diversity of housing types and housing styles. ▪ Encourage the integration of high quality open spaces in new and redeveloped projects. ▪ Maintain a mix of uses to provide neighborhood services for area residents. ▪ Encourage neighborhood-school partnering programs. ▪ Build upon existing neighborhood block watch groups and continue neighborhood partnering meetings.

Redevelopment Strategies

- Encourage contextual design of new and redeveloped buildings including building styles, building materials, and building scale.
- Establish gateway signage for each neighborhood at major intersections with neighborhood boundaries.
- Install median landscaping, where medians currently exist, on major arterial and corridor roadways.
- Designate on-road bicycle lanes, where lane width can accommodate, along corridors and arterials.

Figure 3-8. West Allis Districts and Corridors

Corridors and arterials were noted to highlight areas of connectivity between the neighborhoods and districts that can accommodate a variety of land uses (Figure 3-8).



Business Districts

The Neighborhoods, Districts and Corridors tables, provided in this chapter, illustrate the ten business districts, and offer a summary of character descriptions, use policies, and redevelopment strategies for all business districts in West Allis. Uses are identified within the neighborhood, district, or corridor and can be applied to existing and future uses that are appropriate for that area.

Ten business districts (Figure 3-8) have been identified within West Allis:

1. South 116th Street Business District
2. Highway 100 Business District
3. West Schlinger Avenue Business District
4. Union Pacific / Woodlawn Manor Business District
5. State Fair Park Business District
6. Downtown West Allis
7. South 70th Street Business District
8. Six Points
9. Union Pacific / West Becher Place Business District
10. West Rogers Street Business District

These mostly single-use districts share similar physical characteristics, comprise a significant percentage of the land area in West Allis, and contribute significantly to the local tax base.

West Allis Business Districts	
Existing Character	<ul style="list-style-type: none"> ▪ Located along major transportation arterials, including but not limited to: South 108th Street (Highway 100), the Union Pacific railroad line, and South 70th Street. ▪ Include office, industrial, and commercial structures generally between one and four stories with flat roofs and some fenestration. ▪ Supplementary site characteristics include asphalt parking lots and minimal landscaping. ▪ Roadways in and around each district consist mostly of curb and gutter; some have sidewalks on both sides of the street.
Use Policies	<ul style="list-style-type: none"> ▪ Encourage high-quality industrial and office uses that provide jobs for the local populus. ▪ Reconfigure land uses along the east side of South 84th Street in the State Fair Park Business District to support and reinforce commercial enterprise. ▪ Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees. ▪ Improve the public rights-of-way in all districts to include space for pedestrians, bicycles, automobiles, and mass transit. ▪ Encourage a higher-density industrial community in the Rogers Street Business District and the Union Pacific / Becher Place Business District. ▪ Encourage commercial uses along major corridors within and nearby the business districts. Specifically include sit- down restaurants that serve area residents and employees. ▪ Market and strengthen business districts by encouraging employer assisted housing, accessible health care, job training, recreational spaces, and enhanced public transit.

- Encourage the reuse of vacant industrial buildings with new businesses that are appropriate for the neighborhood. Adaptive reuse is preferred over new construction.
- Provide appropriate funding for the maintenance of public spaces, boulevards, and streetscapes.
- Capitalize on the urban character of all business districts by enhancing their appearance as high-quality industrial and office structures within a boulevard context. Encourage facade renovations, reduce the size of asphalt areas wherever feasible, incorporate unique district signage and streetscape elements, and install pedestrian-scaled lighting.
- Create safe access points to all trails and pathways and encourage the incorporation of open space features in new development and redevelopment projects.
- Encourage signage and way-finding elements that identify public access to businesses, parks, and trails from surrounding neighborhoods.
- Encourage new taxable over new non-taxable uses, unless a strong case can be made that the non-taxable use supports the surrounding tax base or spurs economic development in the neighborhood.

Commercial Corridors

Commercial corridors (Figure 3-8) in West Allis are characterized by concentrations of retail and office uses and include a range of development types and scales. Primary commercial corridors located in the city include:

- South 60th Street Corridor
- South 70th Street Corridor
- South 84th Street Corridor
- Central West National Avenue Corridor
- West Greenfield Avenue Corridor
- Highway 100 Corridor
- Main Street Corridor
- West National Avenue Corridor West
- West National Avenue / Market Corridor
- Northern Gateway Corridor
- Southern Gateway Corridor

These transportation routes support a variety of auto, bus, and pedestrian-oriented businesses including small shops in a main street style setting, shops in strip centers, big box retail, and smaller retail sales facilities. Commercial uses are not restricted simply to nodes located at roadway intersections; rather, they are distributed in a linear pattern throughout the corridors.

While commercial land uses represent an important component of these corridors, other land uses that lie alongside these roadways comprise a significant percentage of the total land use. Other uses include residential (primarily renter- and owner-occupied multi-family), light industrial, and institutional lands.

The table below illustrates the eleven commercial corridors and provides a summary of character descriptions, use policies and redevelopment strategies for the commercial corridors in West Allis. Uses identified can be applied to existing and future uses that are appropriate for that area.

	Commercial Corridors
Existing Character	<ul style="list-style-type: none"> ▪ Commercial corridors traverse the city from both east to west and north to south. Corridor roadway widths range from two-lane with parallel parking to four-lane highways with no parking permitted in the right-of-way. Much of the customer base within all corridors arrives by automobile, although many of the corridors have transit stops for the Milwaukee County Transit System. ▪ Land use patterns include a concentration of commercial and industrial uses. Commercial development is often characterized by community-scale retail and small neighborhood-oriented commercial enterprise. Industrial development is characterized by two to four story structures on large tracts of land. ▪ Few commercial developments are configured in a linear arrangement in strip centers to maximize street frontage. Expansive parking lots are located to the front of buildings, and therefore necessitate substantial building setbacks from the street. A few out lots located near the street edge support stand-alone businesses, such as fast-food restaurants and automotive centers.
Use Policies	<ul style="list-style-type: none"> ▪ Study the potential impacts on the land use from the proposed Texas U-Turn on the 84th Street Corridor. ▪ Study the impacts of the Zoo interchange reconstruction on the Northern Gateway Corridor from the ramps through West Greenfield Avenue. ▪ Study the impacts of the Zoo interchange reconstruction on the Greenfield Avenue Corridor, particularly from South 92nd Street through South 108th Street (STH 100). ▪ Encourage high-quality retail and service-oriented commercial uses that draw customers from the employment base of the neighborhood. ▪ As redevelopment occurs on commercial properties, encourage the inclusion of a residential component to support retail and office uses where appropriate.
Redevelopment Strategies	<ul style="list-style-type: none"> ▪ Encourage more comprehensive redevelopment of commercial properties and encourage a diverse business mix that includes sit-down restaurants and family entertainment. ▪ As properties redevelop, encourage the placement of parking areas to be at the side and rear of primary buildings. ▪ Ensure that each segment of all commercial corridors can safely accommodate vehicular traffic, bicyclists, and pedestrians. ▪ Focus redevelopment on vacant and under-utilized properties throughout the City.

Neighborhood Corridors

The neighborhood corridors (Figure 3-8) identified in West Allis cross through the southeastern portion of the city, and include the following:

- West Becher Street Arterial
- West Beloit Road Arterial

- West Lincoln Avenue Arterial
- West Mitchell Street Arterial
- West Cleveland Avenue
- West Oklahoma Avenue

Neighborhood corridors maintain a residential character, and often carry less traffic than a commercial corridor. These corridors transfer drivers, bicyclists, and pedestrians from local roads and subdivisions to heavier commercial corridors.

The following table provides a summary of character descriptions, use policies, and redevelopment strategies for neighborhood corridors in West Allis. Uses identified can be applied to existing and future uses that are appropriate for that area.

	Neighborhood Corridors
Existing Character	<ul style="list-style-type: none"> ▪ Neighborhood corridors generally traverse the city from east to west. Corridors range from two-lane roadways with no median and no parking lane (Becher Street Arterial), to four-lane roadways with a median (Beloit Road Corridor). ▪ Land use patterns are varied, and the physical character can differ significantly along each length of roadway. Although the neighborhood corridors are predominantly residential, it is typical to observe different land uses on opposite sides of the corridor. ▪ Other land uses that line the corridor includes limited quantities of commercial, multi-family housing, institutional, industrial and utilities.
Use Policies	<ul style="list-style-type: none"> ▪ Continue to permit commercial uses in nodes at more prominent intersections within the neighborhood corridors. Ensure that these uses promote a locally competitive market. ▪ Allow residential development between major node developments of commercial uses, and where uses transition from residential to commercial, encourage mixed-use options that include a residential component, thereby providing a neighboring customer base that helps to support retail enterprise.
Redevelopment Strategies	<ul style="list-style-type: none"> ▪ Establish design guidelines for the neighborhood corridors that improve safety and the perception of safety. ▪ Focus commercial and mixed-use redevelopment efforts on the intersection of West Lincoln Avenue and West Beloit Road, and South 92nd Street and West Lincoln Avenue. These intersections should accommodate commercial uses while complementing the residential character in other portions of the Beloit Road and Lincoln Avenue corridors. ▪ Require landscaping, including street trees, that contribute to the boulevard-style of

Chapter 4: Economic Development

Economic development is an important component to any healthy community. This economic development section provides the framework to expand the City's vibrancy along commercial corridors, to develop tools to expand entrepreneurship, and to create environment that is conducive to cultivating new employment opportunities while growing income levels. Through strategic redevelopment, the City will attract new businesses and employment opportunities. Redevelopment will build on recent investments of contemporary housing that witnessed a strong demand while capturing the attention of the development community for future opportunities. New developments have attracted renewed interest from throughout the metro area for infill opportunities, an attractive value proposition to launch a business vision, and the leveraging of private and public investments have created a business momentum that is desirable for new business owners and developers. With the arrival of new population of residents that are representing diverse cultures and workforce of a variety professional backgrounds, the West Allis is well positioned to growth on its authenticity and increase the quality-of-life within the community. Upon reference of West Allis' strengths, challenges and current economic profile, a series of goals, objectives and recommendations has been outlined to guide policy decisions and investments to develop a stronger economic base. These strategies include targeted business retention and expansion, entrepreneur investment, property tax relief through redevelopment, continued workforce development, increased attention to sustainability and quality-of-life initiatives, and regional engagement.

When guided by the overall economic goals and objectives found in this chapter, programs and expenditures should be strategic and pursue comprehensive community investment that aligns with the City's Strategic Plans and Corridor Studies. Throughout its history, economic development has driven West Allis, and in today's global and local economic climate, it remains as important as ever.

To truly understand the economy of West Allis, a comprehensive regional approach must be undertaken. In comparison to its regional competitors, West Allis has favorable taxable property value per square mile and must continue to implement value-driven development policies that offer neighborhood growth (i.e., increased services, investment in older properties, new businesses with family supporting jobs, etc.). By new attracting new investors and stakeholders to the City, West Allis will have an opportunity to support future property tax relief. With West Allis' strong regional connections to the regional area for employers and customers, the community is situated well follow job distribution trends and commuting patterns that are truly regional in scope and will require solutions at a corresponding scale.



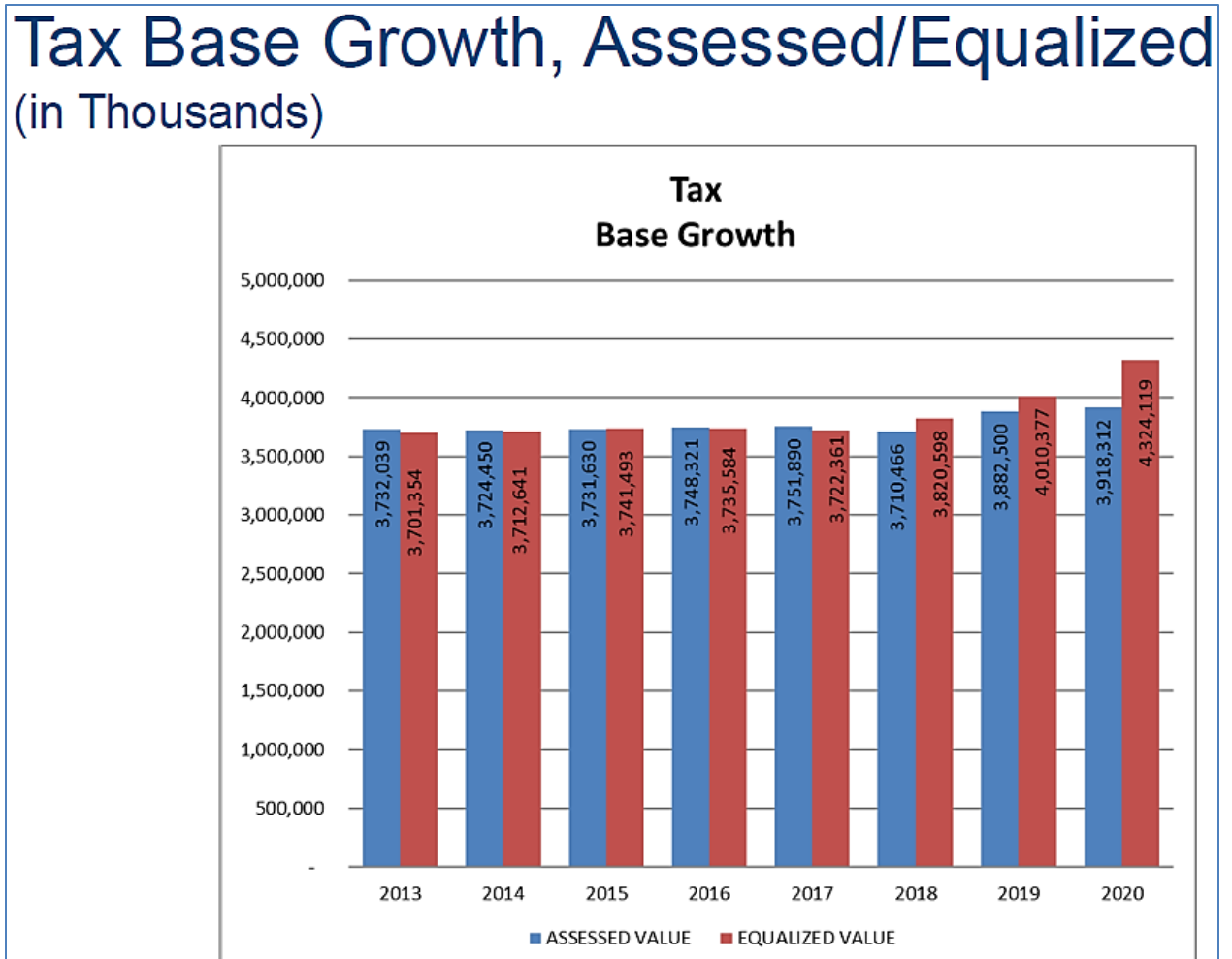
Existing employment conditions and trends provide a valuable snapshot of the economic conditions in West Allis. The data provided in this chapter indicate that West Allis' once predominant manufacturing sector has evolved, as indicated by a 47% drop in employment from 1997-2002. New growth within the city and region has been focused within the Health Care and Social Assistance (+236%) and Educational Services (+167%) sectors. Future projections of employment within the region forecast similar trends.

However, not all jobs provide equal economic benefits, and regional economic development organizations continue to advocate for strengthened advanced or specialized manufacturing employment, arguing that its benefits as a driving industry cannot be easily replaced.

Workforce demographics and consumer conditions also provide insight into the local economy. Median and per capita income levels are lower in West Allis than other surrounding suburban communities. Compared to surrounding municipalities, the labor force in West Allis also has a lower proportion of advanced education, which indicates that workforce development may be an issue relating to both job diversity and income levels within the city. Unemployment levels at all geographies (national, state, regional and local) are currently higher- than-average, and the City must recognize this as a large-scale problem and work towards solutions that have positive local effects.

Resources Affecting Financial Conditions

The City, over the past 10 years, has experienced an overall growth in terms of residential and commercial value. Although the City is land locked and fully developed, West Allis has continually increased its value through redevelopment efforts as outlined earlier in this letter. The City’s equalized value has increased from \$3.5 Billion in 2005 to over \$4.0 Billion in 2019. There are also several things that West Allis currently does and can continue to do at a local level to increase its position within the region. For example, West Allis maintains a conservative financial budget with a considerable reserve, which provides beneficial stability to the City.



Tax Incremental Financing. Realizing the importance of a vibrant local economy, the City of West Allis employs an aggressive strategy, in cooperation with local business, Milwaukee County and the State of Wisconsin, to encourage development. Tax increment financing is the primary tool utilized, but the City also takes advantage of numerous grant programs and other innovative tools, including New Market Tax credits. The City’s philosophy is to assist private-sector developers in taking the lead on any redevelopment initiative. However, when no private-sector developers step forward, the City, through its Community Development Authority (CDA) will lead the redevelopment effort as a “developer of last resort”. The CDA becomes a change agent and performs the necessary investigation, cleanup, demolition, research, marketing, and analysis that is sufficient to attract a development or a particular use, and create the conditions that are acceptable to secure private sector investment and bank financing.

Like most Wisconsin communities, Tax Incremental Financing is West Allis’ most powerful economic development tool and often the impetus to advance image transformation.

Largest Taxpayers:			2020 Equalized Value¹
Taxpayer	Type of Business/Property		
Whitnall Summit Co LLC	Office Building	\$	59,865,268
Six Points/Mandel Group	Apartments		53,061,685
Blake Capitol Corp.	Apartments		29,334,460
Morgan Grove LLC	Apartments		25,639,029
Renaissance Faire/RFLP Subsidiary LLC	Office/Warehouse		22,317,903
Element 84 LLC	Apartments		21,573,426
Ramco Properties Assoc	Shopping Center		21,211,722
RVT West Allis Center LLC	Shopping Center		18,202,000
West Allis Self Storage LLC & Bumham Street Self Storage	Storage/Warehouse		18,031,580
Individual	Apartments		16,118,124
Total		\$	285,355,197

The City of West Allis has created 18 Tax Incremental Financing (TIF) Districts that consist of many sizes and solve many different problems. These Districts are in various stages of implementation, from completed to recently adopted. They range from individual parcel (re)developments, such as Quad/Graphics, to larger neighborhood transformations, like the Six Points/Farmers Market District and the S 70th and Washington Street Corporate Office District. Some of them focus on job creation, like Summit Place, while others, such as the Pioneer District and the Six Points/Farmers Market District, provide housing options and neighborhood improvements. More often than not, districts contain multiple aspects. The City’s most successful TIF District is Summit Place (TID #7) which revitalized two vacant, dilapidated, former Allis Chalmers Manufacturing Company properties into 678,000 square feet of built-out office space which is 98% leased and occupied. It is currently valued at approximately \$65 Million; has become the second

largest office building complex in the metro Milwaukee area; and has brought over 2,700 jobs to the City since 2004. The initial transformation has continued to serve as a catalyst in the area. More recent improvements have included improvements to the adjacent Towne Center shopping center, the addition of two parking structures necessary due to the additional jobs brought to area, and a Neighborhood Residential Improvement program to address blighting influences, and to strengthen investment to ensure the continued success of the surrounding neighborhood. Without the proactive use of TIF, there was little probability that property values would have increased to current levels.

- As a direct result of this TID, the Summit Place area is now the City's largest taxpayer and the City's largest employment center. As further measure of the success of this TID, an amendment was approved by the Joint Review Board which authorized more than \$12 million to be shared with TID #5 to assist that district in meeting its obligations.



TID #11 was created in 2010 to undertake the redevelopment of 11.4 acres of land impacted by flooding in 2008. The land is located at 84th & Greenfield Avenue, across the street from the Wisconsin State Fairgrounds & Exposition Center. The project involved several creative financial strategies and solutions with the goal of attracting a hotel development (often identified as a top goal in the City's long-range strategic plan). Specifically, EB-5 Financing was utilized, which is an investor program focused on job creation and capital investment by foreign investors. Following the recent recession, hotel financing underwent stricter underwriting criteria, or was simply hard to obtain. In order to raise \$9.5 Million in equity, the developer waited two (2) years while Chinese investors were vetted through Homeland Security, a critical requirement of the EB-5 program. Another financial element in TID #11 was a Tri-City Bank loan of \$2,500,000 secured through a first mortgage loan. The City-affiliated First-Ring Industrial Redevelopment Enterprise, Inc. (FIRE) provided a \$1,500,000 leveraged loan, and the TID provided a \$350,000 loan which was personally guaranteed by the 4 property owners, in order to facilitate a \$900,000 state-of-the-art 100-year underground storm water facility, designed to retain storm water on site and not spill out into the neighboring properties.

Redevelopment of the 84th and Greenfield area included a combination of TID, grants and creative financing. Together, these programs contributed to the development of a \$13 Million Hampton Inn and Suites Hotel and Conference Center, which opened in October of 2015. The hotel development served as a catalyst to revitalize the area which resulted in the Element 84 multi-family development that began construction in 2018 and was complete at the end of 2019.

- This project has produced 203 upscale units with amenities that include underground parking, a fitness center, pool, and concierge services and was financed through the Developer's use of HUD insured financing and TIF funded loans.

TID #15 (The Market), an overlay district in the City's Six Points (TID #5) area provided additional development in 2019 including a \$10 million medical office building and the recent 2020 completion of construction of The West which will bring 177 luxury apartments, with underground parking, fitness center, clubroom/sports pub, and a rooftop deck with outdoor kitchen. Construction of the apartments was estimated at \$35 million.

Other notable highlights in the City's TIF Districts included the 2015 completion of a \$14 Million industrial building in TID #10 (Yellow Freight) on a former trucking terminal site, the cleanup of neighborhood blight into the completion of a \$1.2 Million office space in TID #13 (Home Juice).

TID #16, which includes the S 70th and Washington Street Corporate Office District, was created in 2018. The purpose of the District helped transform two existing office buildings into a newly remodeled office building and a pad for a future hotel.

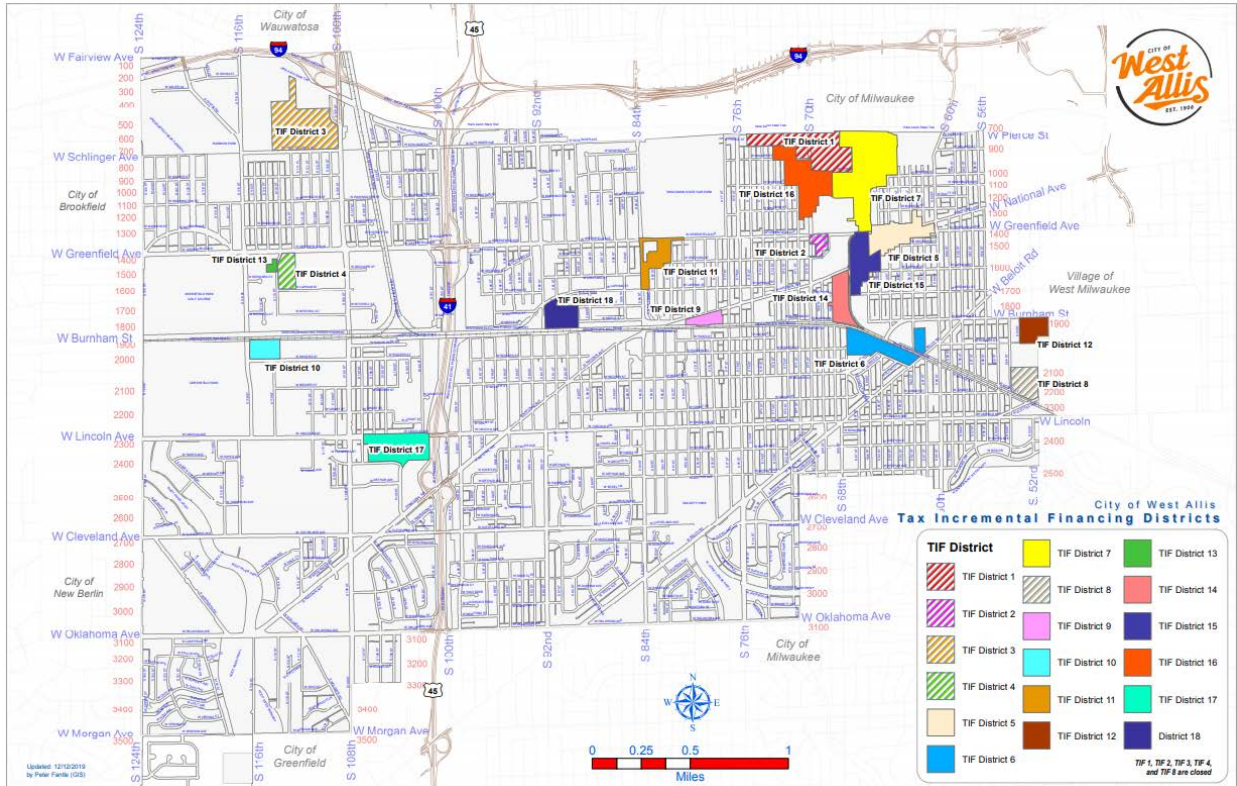
The City's steady growth in value and employment combined with current and proposed undertakings make West Allis' prospects for the future very favorable. The City's Aa2 rating from Moody's was recently reconfirmed.



List of West Allis TID Districts:

- TID #1: South 70th Street and West Walker Street (closed 2008)
- TID #2: Veterans Park (Closed 2014)
- TID #3: Quad Graphics (Closed 2010)
- TID #4: South 113th Street and West Greenfield Avenue (closed 2005)
- TID #5: Six Points/Farmers Market
- TID #6: South 67 and West Becher Place
- TID #7: Summit Place
- TID #8: Wehr Steel (closed 2007)
- TID #9: Pioneer Neighborhood (Closed 2020)
- TID #10: Yellow Freight
- TID #11: 84th and Greenfield
- TID #12: Teledyne
- TID #13: Former Home Juice Property
- TID#14 South 68th Street and West Mitchell Street
- TID#15: The Market
- TID #16: South 70th and Washington Office Development
- TID #17 Lincoln West
- TID #18 Chr. Hansen

The Wisconsin Department of Revenue's TIF Value Limitation Report for 2020 noted that the utilization rate of West Allis' TIF investments was 5.06% of its equalized value, which is below the state's maximum limit of 12%. This rate indicates that West Allis could choose to enact additional TIF districts if it deemed them to be feasible.



FIRE. First-Ring Industrial Redevelopment Enterprise (FIRE) FIRE is a Community Development Entity formed to provide gap financing to mixed-use developments and business expansions throughout the Southeast Wisconsin industrial corridor. From 2007 through 2020, FIRE has been awarded \$323 Million, in nine different annual allocation periods, of New Market Tax Credits. The CDFI Fund, an arm of the U.S. Treasury Department, awards the New Market Tax Credits. The target area for FIRE includes Milwaukee County, Racine County and Kenosha County. Investments in these areas have included nine industrial/manufacturing real estate projects, eleven commercial/retail real estate developments, and two community facilities. The projects have helped improve a substantial amount of development, including 2.5 million square feet of improvements, of which 1.5 million square feet were improvements on brownfield sites. These developments attracted nearly 3,500 permanent jobs and helped foster more than 2,000 construction jobs. FIRE has also made numerous economic development loans on City development



projects, most recently in the TID #15 Market area projects, effectively reinvesting proceeds from fees collected from thirty-three successful NMTC projects.

FIRE – First Ring Industrial Redevelopment Enterprise Inc.

Created by City Development staff in 2007 to apply for New Markets Tax Credits from the US Treasury CDFI Fund to encourage & finance economic development in 3-county region

FIRE has received 9 NMTC allocations totaling \$323 million of allocation from the CDFI Fund since its first award in 2007. FIRE's effective use of the allocation is demonstrated through it being one of only three entities in the country to receive an allocation in each of the last 7 rounds. To date FIRE has financed 33 different projects with total project costs of \$481.6MM in low-income communities throughout Kenosha, Milwaukee and Racine Counties. FIRE's financing has led to 3.1 million SF of development, renovation or expansion in these communities along with the creation and retention of 6,657 full-time equivalent jobs and 2,034 construction jobs.

➤ City Benefits:

Financing city economic development initiatives without GO Debt

- \$6.7 million in TID 15 - \$4.0 million developer loan (\$1.5 million already repaid within 1 year), \$2.7 grant expected to be recouped via increment
- \$3.35 million loan in TID 16 to finance developer construction, expected to be repaid via developer and increment

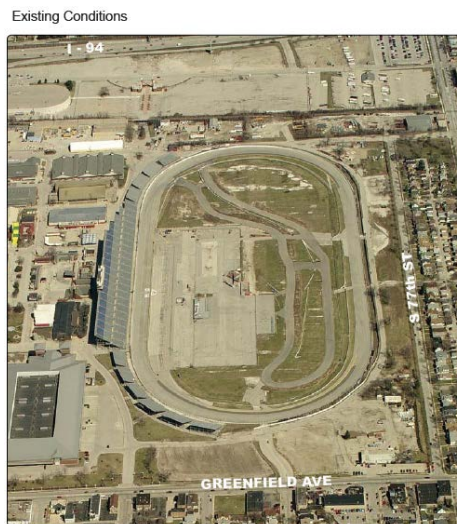
Other contributions for city needs/initiatives

Downtown West Allis Business Improvement District (BID) & Farmer's Market. Downtown West Allis, www.downtownwestallis.com recognized by Milwaukee Magazine as one of the most underrated shopping areas of the Metro-Milwaukee area, has been in the midst of revitalization. In 2000, the Governor recognized the Downtown area as a Wisconsin Main Street community. Since then, the area has added a new streetscape with decorative lighting and new pedestrian amenities to enhance the look and feel of the area. The geographic boundaries of the BID are West Greenfield Avenue between 70th and 76th Streets, extending to the North and South alleys & the West side of South 70th Street North to West Madison Street and South to West Orchard Street. Most of the properties are in excess of 60 years old, with many over 80 years old. The BID is home to more than 100 small and diverse retail/service businesses. The Downtown West Allis Business Improvement District hosts a variety of events including: West Allis AlaCarte – a variety of crafts, food and entertainment, held in June, the Annual Downtown West Allis Classic Car Show, held in October, Halloween Meet-n-Treat held, in October, and a Holiday Stroll which kicks off the holiday season with a Santa café, coloring contest for the kids and the West Allis Charities Annual Christmas Parade.



The West Allis Farmer’s Market celebrated its 100-year anniversary in 2019 and is the largest open-air market in the metropolitan Milwaukee area. The Market operates three days per week during its peak season and provides residents access to some of the freshest produce grown in southeastern Wisconsin. In addition, the City has expanded its use of the Farmers Market site for other community events such as Food Truck Fridays and Music at the Market.

Wisconsin State Fair Grounds West Allis is home of the Wisconsin State Fair Grounds, which is the location of several important national, state, regional and local activities. The State Fair Grounds is also home of the Pettit Olympic Ice Arena, which is the only operating Olympic ice rink in North America and the site of Olympic Speed Skating training. Also located on the State Fair Grounds is the Milwaukee Mile, “America’s Legendary Oval”, a one mile oval racetrack that historically hosted several auto races and once was the oldest continuously operating motor speedway. As part of an effort to more effectively utilize the Wisconsin Fair Grounds year round, a 300,000 square foot exposition center was constructed in 2001. Other improvements included a grandstand and upgrades to the track, concession areas, and new gateway grand entrances to the Fair Park. The new construction and upgrades represent the use of \$34 Million in Industrial Revenue Bonds (IRB’s). In 2009, the State of Wisconsin Fair Park Board bought out the remaining IRB’s at a discount of approximately 60%. With the reduced debt load, the exposition center and related facility should have an easier time being able to secure a solid financial future. The Milwaukee Mile Race Track has seen several promoters over the last few years. Although the Milwaukee Mile racetrack is currently being used, there may be future long-range plans for development. The City is willing to work with the State and any developer that sees a potential reuse of the site.



Park Improvements The City began a \$2.9 Million Neighborhood Park Revitalization Initiative in 2016, which was based on a recently completed Comprehensive Park and Outdoor Recreation Plan. Specific parks that were improved in 2016 include: Reservoir Park, Liberty Heights Park, and Veteran’s Park. Improvements included: improved facilities, a substantial amount of new playground equipment, rubber surfacing, new basketball hoops, new tennis courts, pickle ball courts, a skateboard area, and other general improvements. In addition, Klentz Park was substantially improved in 2017, including: a paved path within the park, the first of its kind in the City; extensive improvements on the two baseball diamonds in the park; park shelter and restroom improvements; the addition of recreational games on site; and the addition of other typical park amenities including benches, swings, bike racks, and a water fountain. And, in 2018, Roosevelt Park was renovated and equipped with new playground equipment and substantial landscaping. In 2019, the City completed construction of a community dog park through a collaborative process that helped raise private donations to assist the City in funding this long-desired amenity in the community.

Continue Major Initiatives

1. Pursuing opportunities for visionary development and improving the quality of life within West Allis as outlined in the 2030 Comprehensive Plan.
2. Aggressively trying to recruit new businesses and/or retain existing business expansion in West Allis by utilizing New Markets Tax Credits, Tax Incremental Financing Districts, State incentives and Block Grant Funds.
3. Working in existing TIDs to market viable options that will increase tax base.

ISSUES: STRENGTHS AND CHALLENGES

The following list of Strengths and Challenges were identified to assist the development of this chapter.

Strengths

- Location and connections – Walkability
- Availability of affordable property
- Progressive public policy for development
- Microenterprise business development support
- Accessibility – Interstates, street grid, rail, transit, pedestrian, and bicycle infrastructure
- Demand generators – Highway 100, Downtown, office and industrial spaces
- Density and mixed-use neighborhoods
- Fully developed community and infrastructure

Challenges

- Land-locked
- Environmental issues (brownfields)
- Aging and economically obsolete properties
- Regional sprawl of businesses, employment and population
- Workforce development
- Changes to traditional base sector economy (manufacturing)
- Reliance on property taxes



GOAL, OBJECTIVES AND RECOMMENDATIONS

Goal: A competitive and diverse economic atmosphere that maintains and attracts investments and employment to the City, providing benefits to its residents.

Objective 1: Jobs Maintain, diversify, and increase the number of jobs that West Allis offers to its residents and the region, with an emphasis on family-supporting wages.

- **Recommendation 1.1:** Weigh the opportunity to build on the strengths of a neighborhood (i.e., infill development, renewed energy to a commercial corridor or space, cultivation of entrepreneurship and support investment that builds on attraction of new businesses and residents)
- **Recommendation 1.2:** Target economic development incentives, such as loans and tax credits, utilize Opportunity Zones or Community Reinvestment Action to leverage private investment and creation of businesses with quality employment opportunities.
- **Recommendation 1.3:** Develop and monitor performance measurements pertaining to employment opportunities, new businesses, and income.

Objective 2: Taxable Property Value Reduce the property tax burden through redevelopment.

- **Recommendation 2.1:** Continue the use of resourceful financing mechanisms, such as Tax Increment Financing and New Market Tax Credits, to prioritize site- specific redevelopment.
- **Recommendation 2.2:** Remove obstacles, such as blight and brownfield contamination, and promote the financial benefits of in- fill development and redevelopment to developers.
- **Recommendation 2.3:** Maintain cost- effective municipal budgets that take advantage of the property tax relief attained through additional investment and make West Allis more competitive within the region.

Objective 3: Redevelopment Encourage redevelopment efforts throughout West Allis that are cost-effective, sensitive to the environment and contain efficient land use and transportation connectivity.

- **Recommendation 3.1:** Compile and prioritize a list of potential redevelopment sites within the city.
- **Recommendation 3.2:** Develop an inventory of key properties that are suitable for a change of use or investment that have access to transportation infrastructure, public utilities, and telecommunications.
- **Recommendation 3.3:** Review and update zoning and design regulations to create high-quality development that is complimentary to the neighborhoods within the city.
- **Recommendation 3.4:** Consider the use of acquisition and eminent domain for redevelopment.



Objective 4: Private Investment Experience increased private investment by overcoming real or perceived barriers to growth.

- **Recommendation 4.1:** Serve as a clearinghouse of information with quality customer service to potential investors in the community, while assuring conformance to development standards and regulations.
- **Recommendation 4.2:** Review and update economic development finance and technical assistance tools.
- **Recommendation 4.3:** Engage the private sector in discussions regarding policies and programs that would promote further investment and identify those which put the community at a competitive advantage.
- **Recommendation 4.4:** Further develop and maintain an Economic Development Web site that promotes the benefits of investing in West Allis.

Objective 5: Business Retention and Expansion Identify and invest in efforts to capture sectors of the economy that correspond with local, regional, national and/or global trends, in which West Allis can be competitive.

- **Recommendation 5.1:** Meet with industry leaders in West Allis to identify opportunities to deliver products and services more effectively and efficiently.
- **Recommendation 5.2:** Create and foster business relationships between local and regional suppliers.
- **Recommendation 5.3:** Prioritize the development of local businesses within targeted industrial sectors.

Objective 6: Workforce Work with local and regional businesses and organizations to expand the talent, education, and economic capacity of the workforce.

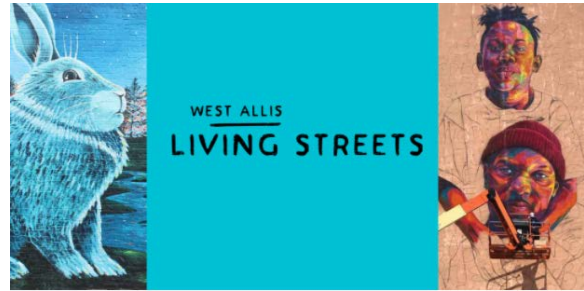
- **Recommendation 6.1:** Support the creation of workforce development programs that serve the local community and lead to employment opportunities.
- **Recommendation 6.2:** Recognize the increasing diversity of West Allis and stimulate interaction between all members of the community.
- **Recommendation 6.3:** Connect businesses with resources and services that are promoting workforce development.

Objective 7: Quality of Life Highlight and advance efforts that improve quality-of-life indicators to inform location decisions of residents and businesses.

- **Recommendation 7.1:** Develop and distribute materials that promote the availability of quality education, a variety of housing styles from contemporary to affordable living, recreation opportunities and regional accessibility in West Allis.
- **Recommendation 7.2:** Support investments in recreational, entertainment, cultural and housing options that attract residents, employers, and additional private investment.
- **Recommendation 7.3:** Promote “art” as part of the West Allis culture not only in defining a sense of place but developing an artist community that builds and supports new creative businesses and captivating entertainment venues.

Objective 8: Sustainability to Promote public and private sector development that fosters growth and meets sustainable (economic, environmental, social, and cultural) community needs without jeopardizing the future.

- **Recommendation 8.1:** Work with developers to upgrade, reuse or recycle existing buildings and infrastructure to retain and optimize previous investments.
- **Recommendation 8.2:** Enhance and restore place making by preserving the historic and architectural features of West Allis.
- **Recommendation 8.3:** Work with developers to incorporate energy conserving measures, using efficient infrastructure and appliances, alternative energy, natural light and ventilation, and local materials.
- **Recommendation 8.4:** Promote the creation of “green strategies” within development to promote sustainability and conservation.



Objective 9: Downtown, Business and Neighborhood Improvement Districts Increase the value, appearance and vitality of West Allis’ Historic Downtown, and other Business and Neighborhood Districts as unique community assets.

- **Recommendation 9.1:** Support the existence of the Downtown Business Improvement District (BID) as the lead organization for Downtown revitalization efforts.
- **Recommendation 9.2:** Promote the creation of additional Business and Neighborhood Improvement Districts throughout the city.
- **Recommendation 9.3:** Continue to offer façade grants and assistance loans to high-quality renovations that upgrade and/ or restore the appearance of development within the city.
- **Recommendation 9.4:** Work with the Downtown BID on creating a business attraction strategy to enhance the entertainment, cultural and retail resources within Downtown.
- **Recommendation 9.5:** Invest in efforts that increase the quality of infrastructure and public space in Downtown.
- **Recommendation 9.6:** Promote the creation of more housing options in Downtown.
- **Recommendation 9.7:** Support the goals outlined within the National Avenue Corridor and Highway. 100 Study



Objective 10: Accessibility to Regional Economy Maintain accessibility throughout the region for business and employee needs through investments and support of multi- modal transportation infrastructure.

- **Recommendation 10.1:** Work with regional leaders to develop and maintain transportation infrastructure that serves local needs and limits sprawl.
- **Recommendation 10.2:** Prioritize developments that have access to multi-modal transportation connections, such as mass transit, rail, bicycle lanes/paths and sidewalks.

Objective 11: Education Continue to work with educational institutions in West Allis and the region to foster the development of curricula and campuses that serve the needs of our workforce and neighborhoods.

- **Recommendation 11.1:** Serve as a liaison between the local business community and regional education providers to align the education and skills of the workforce with existing and future needs.
- **Recommendation 11.2:** Meet with the leaders of advanced education institutions to learn of long-range development plans and needs.
- **Recommendation 11.3:** Utilize the resources offered at MATC for the creation of workforce development initiatives.

Objective 12: Regionalism Work with neighboring and overlapping jurisdictions on increasing the economic value of West Allis and the Milwaukee Metropolitan Region.

- **Recommendation 2.1:** Continue to work with the First-ring Industrial Redevelopment Enterprise (FIRE) in promoting redevelopment on a regional basis, forming coalitions to attract resources to Southeastern Wisconsin.
- **Recommendation 12.2:** Support the work of the Milwaukee 7 and work with them to promote regional economic development.
- **Recommendation 12.3:** Identify policies and actions that diminish the competitiveness of West Allis within the region, and work with regional partners to address them.



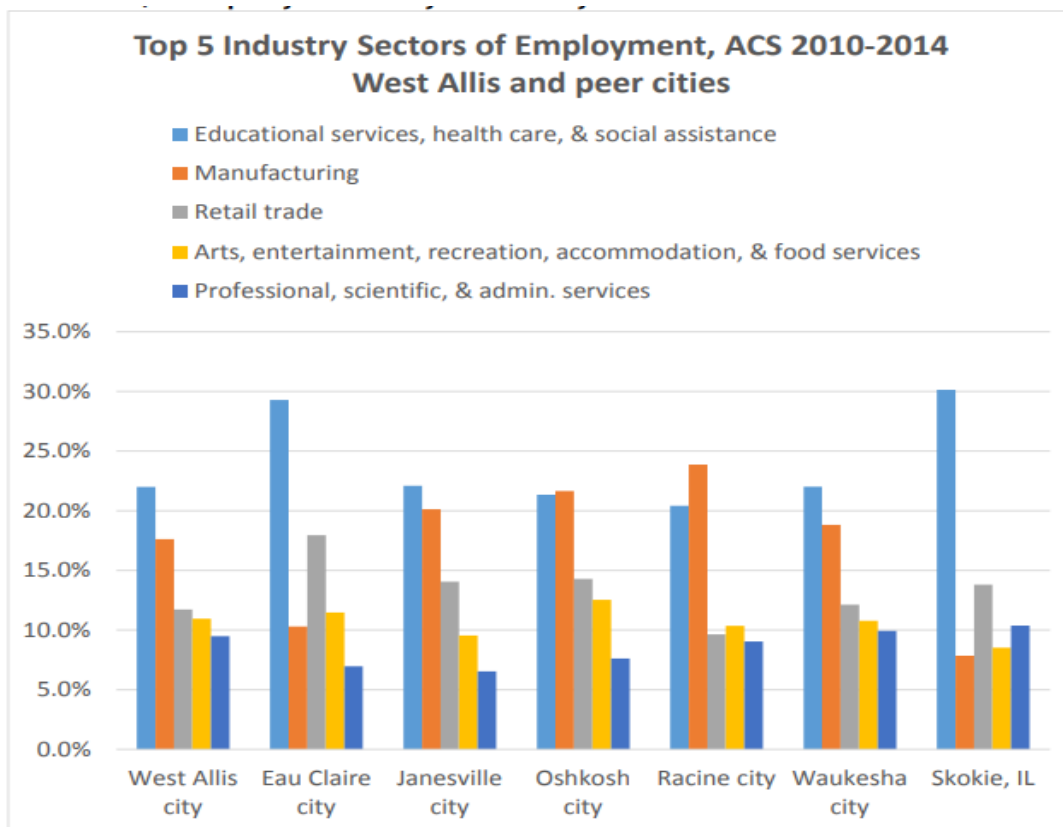
Opportunity Zone

EXISTING EMPLOYMENT CONDITIONS

Employment per Sector

Employment data from the United States Economic Census is categorized into industrial sectors. Data from the 2010-2014 American Community Survey is shared below. Complete data from the 2020 Census is forthcoming. The current data can be used to identify the percentage of jobs per industrial sector within geographic boundaries as compared to peer Cities. The comparison below includes five (5) employment sectors.

Of those categories, the Educational, Health Care and Social Assistance sector has evolved over the past 20 years as the dominant sector. During and prior to the 1990's, the Manufacturing sector was West Allis' primary employment sector. West Allis' manufacturing sector witnessed a 47% decrease in its employment numbers over this period but remains as one of the City's 2nd top employment sectors. A review of data from neighboring and overlapping jurisdictions reveals that similar trends are happening throughout the metro region. The manufacturing sector declined in Milwaukee County as a whole, as well as in the Cities of Milwaukee, Wauwatosa, and New Berlin. Similarly, the largest sector growth was seen in the Health Care and Social Assistance category in Milwaukee County, and the Cities of Milwaukee and Wauwatosa.



Educational services, health care, and social assistance employ the highest percentage of workers in West Allis. This is consistent among peer cities with the exception of Oshkosh and Racine where manufacturing still employs the greatest percentage of workers. The percentage distribution of workers in the five industry sectors for West Allis is most similar to the City of Waukesha. The City of Skokie has the highest percentage of both educational services, health care, and social assistance and professional, scientific, and administrative services when compared to the peer cities.

Major Employers

The table lists the top employers based on the number of Full Time Equivalent (FTE) employees based in West Allis in 2018. This listing of employers complements data from the 2010-2014 American Community Survey, which revealed a significant portion of occupations in the Educational, Healthcare and Social Assistance sector.

<u>EMPLOYER</u>	<u>PRODUCT/SERVICE</u>	<u>APPROXIMATE # FTE's</u>
Aurora West Allis Hospital	Regional Hospital	1,870
West Allis-West Milwaukee School District	Elementary/Secondary Education	989
Quad Graphics	Commercial Printing	840
Brookdale Senior Living	Assisted Care Health Provider	605
Children's Hospital – Summit Place	Administrative Suites	575
City of West Allis	Municipal Government	515
Aurora At Home (previous VNA)	Home Health	367
Wheaton Franciscan	Medical	330
Johnson Controls	Engineering and IT	287
Village at Manor Park	Nursing Home/Assisted Living Facility	279
Chr. Hansen Lab, Inc.	Manufacturing	238
Sullivan/Schein Dental	Dental Equipment Distributors	225
Milwaukee Area Technical College	Technical College	200

Jobs-to-Residents Ratios

Data from the American Community Survey indicate that West Allis maintains 0.42 jobs per resident, which ranks well in comparison to its neighbors. This number is higher than the Cities of Greenfield (0.33) and Milwaukee (0.34), as well as Milwaukee County (0.37). Wauwatosa maintains a higher ratio (0.82), much of which can be attributed to Wauwatosa's Retail Trade employment around the Mayfair Mall and the Health Care and Social Assistance employment associated with regional providers at the Milwaukee County Grounds.

Economic Projections

The Wisconsin Department of Workforce Development's Office of Economic Advisors provides short-term and long-term employment projections by industry for regions throughout Wisconsin. The most recent long-term projections were published in 2006 and range through 2016 (Figure 4-7). These projections indicate that based on percentage increase per occupation the Milwaukee/WOW Region (WOW = Waukesha, Ozaukee, and Washington Counties) is expected to see its most significant employment growth in the Healthcare Support Occupations. Based on the projection of creating the newest jobs (Figure 4-8), the Healthcare Practitioners and Technical Occupations, as well as the Office and

Administrative Support Occupations are expected to witness the most significant growth. Finally, when the addition of employee replacement is considered (Figure 4-9), Sales and related Occupations and Food Preparation and Serving Related Occupations are expected to be in greater demand.

REGIONAL ECONOMIC DEVELOPMENT AND REGIONAL DRIVER INDUSTRIES

In today's global economy, which features great mobility of both human and financial capital, economic conditions are often best described at a regional level. Regional economies are driven by a group of industries that export goods and services beyond their region, resulting in net income for the area. Two regional economic development organizations operating in the Milwaukee metropolitan area have recently identified driver industries that they believe are best positioned to attract economic prosperity to the region.

Metropolitan Milwaukee Association of Commerce (MMAC)

The Metropolitan Milwaukee Association of Commerce (MMAC) has a mission to improve the metro Milwaukee region as a place to invest capital, grow business and create jobs. Serving the four-county area and beyond, their organization is comprised of approximately 1,800 member businesses with 300,000 employees. They provide programs and resources regarding networking, economic development, and public policy to their members. In 2006, MMAC published a white paper entitled "Milwaukee Regional Driver Industries." Within this publication, regional driver industries were identified based on the size of industries within the region, its location quotient, and the annual earnings per worker. Utilizing these criteria, several manufacturing and service-providing industries were shown to be driver industries. Their analysis indicated that the region's historic backbone of manufacturing remained a strong driver industry; however, its strength was evidenced through a slower rate of decline in relation to national trends rather than actual growth. The fifteen driver industries by three-digit sectors are identified in Figure 4-10.

Expanding the criteria slightly and including anecdotally known local company drivers, an additional 13 sectors were identified as Driver Industries or Sectors of Interest by the MMAC.

- Hospitals
- Food Manufacturing
- Truck transportation
- Credit intermediation and related services
- Merchant wholesalers, nondurable goods

Figure 4-6. **JOBS PER CAPITA (2002)**

	Paid Employees	Population	Jobs Per Capita
West Allis	26,064	61,854	0.42
Greenfield	12,120	37,276	0.33
Milwaukee	199,562	58,4007	0.34
New Berlin	17,360	37,358	0.46
Wauwatosa	41,384	50,173	0.82
Milwaukee County	351,365	951,026	0.37

Source: 2002 Economic Census, 2005-2007 ACS

Figure 4-7. **ESTIMATED EMPLOYMENT INCREASE BY PERCENT (%) THROUGH 2016**

Occupation	% Change	New Jobs
Healthcare Support Occupations	25.00%	6,400
Personal Care and Service Occupations	23.60%	6,080
Computer and Mathematical Occupations	23.20%	4,260
Healthcare Practitioners and Technical Occupations	22.10%	9,520
Community and Social Services Occupations	21.60%	2,800

Source: Wisconsin Department of Workforce Development, Office of Economic Advisors

Figure 4-8. **ESTIMATED AVERAGE ANNUAL NEW JOBS PER YEAR (2006-2016)**

Occupation	New Jobs Per Year
Healthcare Practitioners and Technical Occupations	950
Office and Administrative Support Occupations	900
Food Preparation and Serving Related Occupations	780
Healthcare Support Occupations	640
Business and Financial Operations Occupations	620

Source: Wisconsin Department of Workforce Development, Office of Economic Advisors

Figure 4-9. **ESTIMATED AVERAGE ANNUAL TOTAL JOBS (WITH REPLACEMENTS) THROUGH 2016**

Occupation	# of Available Jobs by 2016
Office and Administrative Support Occupations	3,990
Food Preparation and Serving Related Occupations	3,000
Sales and Related Occupations	2,900
Production Operations	2,070
Healthcare Practitioners and Technical Occupations	1,750

Source: Wisconsin Department of Workforce Development, Office of Economic Advisors

- Ambulatory health care services
- Securities, commodity contracts, investments
- Publishing industries, except Internet
- Leather products
- Air services
- Advertising specialties
- Musical instruments
- Hospitality and travel services

Figure 4-10. METROPOLITAN MILWAUKEE ASSOCIATION OF COMMERCE DRIVER INDUSTRIES

Industry	2005 Employment	Industry %	Location Quotient	'05 Avg. Annual Pay Metro Milw.	% of total Avg. Pay Metro Milw.
Electrical equipment and appliance manufacturing	14,992	1.5%	4.63	\$58,560	145.7%
Machinery manufacturing	27,269	2.8%	3.15	\$56,728	141.2%
Printing and related support activities	13,949	1.4%	2.90	\$42,070	104.7%
Fabricated metal product manufacturing	29,728	3.0%	2.63	\$43,342	107.8%
Primary metal manufacturing	7,933	0.8%	2.29	\$44,158	109.9%
ISPs, search portals, and data processing	4,983	0.5%	1.75	\$66,874	166.4%
Plastics and rubber products manufacturing	9,517	1.0%	1.59	\$41,239	102.6%
Management of companies and enterprises	20,148	2.1%	1.55	\$82,177	204.5%
Computer and electronic product manufacturing	14,397	1.5%	1.47	\$65,151	162.1%
Miscellaneous manufacturing	7,014	0.7%	1.45	\$44,551	110.9%
Chemical manufacturing	8,968	0.9%	1.38	\$51,341	127.8%
Insurance carriers and related activities	21,113	2.1%	1.32	\$59,476	148.0%
Merchant wholesalers, durable goods	29,216	3.0%	1.31	\$55,686	138.6%
Paper manufacturing	4,601	0.5%	1.28	\$45,164	112.4%
Educational services	18,208	1.9%	1.14	\$41,850	104.1%
Total, all industries	982,508	100.0%	1.00	\$40,188	100.0%

Source: Metropolitan Milwaukee Association of Commerce

Milwaukee 7 (M7)

The Milwaukee 7 is a regional economic development organization that focuses its efforts on attracting, retaining, and growing diverse businesses and talent in the seven-county greater metropolitan region (Kenosha, Milwaukee, Ozaukee, Racine Walworth, Waukesha, and Washington). The M7’s Strategic Framework notes “companies, counties and cities are not enough; we will succeed or fail as a region.” Its further notes that the region cannot afford deep gaps in prosperity between people and geographies, and that real opportunity exists. The M7 has identified the region’s assets as: freshwater location, Chicago/Madison connection, infrastructure, arts and entertainment, Great Lakes trade zone, innovation capacity, cultural diversity, and experienced and educated talent.

Regarding driver industries, the M7 states that nearly 1/3 of the region’s one million jobs export goods and services beyond the regional borders, which create new income for the region and power the economy. For every job in a driver industry, conservatively one other job is created to support that job, and the direct and indirect spending from these jobs generates additional jobs to support the region (i.e., dentists, dry cleaners, technicians, etc.). According to the M7, the top regional export drivers in the region are included in Figure 4-11.

Figure 4-11. MILWAUKEE 7 DRIVER INDUSTRIES

Industry	Jobs	Payroll
Manufacturing	173,305	\$8.7 billion
Financial Services	49,871	\$2.9 billion
Headquartered Companies/Management	20,148	\$1.7 billion
Information Technology	12,270	\$885 million

Source: Milwaukee 7

OTHER EXISTING ACTIVITIES AND PROGRAM RESOURCES

Institutional Capacity

The City of West Allis maintains a Community Development Authority and an Economic Development Committee to aid in economic development. These committees are comprised of citizen representatives appointed by the Mayor and approved by the Common Council. The primary task of the Economic Development Committee is to review economic development loans and business development programs. The Community Development Authority (CDA) oversees redevelopment projects in the City. The purpose of the CDA is to carry out blight elimination, slum clearance, urban renewal programs and projects, and housing projects. Staff support for these Committees is provided by the Department of Development.

The City’s Department of Development actively works to enhance the community by expanding the tax base and attracting employment opportunities. West Allis has become a leader in the metro-Milwaukee

area by focusing on community growth through redevelopment of older industrial properties and re-energizing neighborhoods through sound planning. The department creates redevelopment areas to capture new growth and investment while diversifying the tax base. Planning has opened the door for contemporary architecture, improved landscaping and building a bold image for the community. The department administers programs that assist start-up and business expansions. The department is a partner with community initiatives that promote West Allis as a place to live and do business.

Highway 100 Corridor Study

In 2019 the City of West Allis contracted a design firm to develop a long-term vision and re-development strategy for Highway 100. The strategy is grounded in a comprehensive market analysis and provides concrete development and policy recommendations. Physical planning recommendations for future development, transportation, placemaking, and identity are blended with market-based catalytic development strategies. The result is a realistic yet aspirational strategy that provides a road map for short and long-term improvements, strengthening identity, attracting a more diverse and dynamic mix of users, and sustain growth and economic vitality along the corridor.

The key recommendations to improve the Highway 100 corridor include:

- Diversify the mix of uses.
- Focus on increasing mobility, not traffic flow.
- Create mixed-use, walkable destinations.
- Give Highway 100 a unique brand and identity.
- Promote desired development patterns.

Brownfields

Throughout this report, we will use the term Brownfield Redevelopment. Brownfields are real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Cleaning up and reinvesting in these properties protects the environment, reduces blight, and takes development pressures off greenspaces and working lands. Brownfield redevelopment is also one of the state's strongest weapons in combating urban sprawl. Recent academic research suggests that for every 1 acre of brownfield redevelopment 3 to 3 ½ rural acres are preserved from urbanization.

As a redeveloping industrial community, West Allis is challenged with brownfield issues. At the same time, brownfields offer great opportunity for economic regeneration. Incentives for the revitalization of abandoned, idle or underused commercial or industrial properties, where expansion or redevelopment is hindered by real or perceived contamination have become common practice. According to the Wisconsin

Department of Natural Resources' (WDNR) Bureau for Remediation and Redevelopment Tracking System (BRRTS). When considering the redevelopment of these sites, state and national incentives should be researched.



The City of West Allis is actively participating in economic regeneration through brownfield remediation. It has taken advantage of programs offered by the Wisconsin DNR, Wisconsin Department of Commerce, and the United States Environmental Protection Agency. Utilizing brownfield sites, West Allis has redeveloped buildings and land formerly used by industrial giant Allis Chalmers into the Summit Place Office Complex valued at over \$74 million and reclaimed over 60 acres of land in the Six Points Farmers Market area for a mixed use, residential urban renewal project with an expected value of nearly \$50 million, representing an increase of over \$30 million.

Community Development Block Grant (CDBG) - Economic Development Loans

For this loan program, the City uses federal funds to create job opportunities for low-to-moderate income workers. Borrowers must guarantee that they will create at least one new job for every \$10,000 the City lends. At least 51% of these new jobs must be filled by a worker from a low-to-moderate income household. Any construction/rehabilitation work associated with these loan funds must comply with Federal Fair Labor Standards provisions of the Davis-Bacon Act, (i.e., contractor must pay prevailing wage). Federal rules require the City to apply a “necessary and appropriate” test to all loan requests. This means that the applicant must provide evidence that they are unable to obtain all the financing needed for the project on affordable terms. In cases where the project will result in an extraordinary economic benefit to the community, the Common Council will consider waiving these guidelines on eligible costs, required lender participation and maximum loan amount.



Program Details

Eligible businesses: Industrial and commercial

Eligible costs: Acquisition of property and equipment, new construction, or rehabilitation of existing facilities. No working capital loans.

Structure: The City's program is intended to bridge the gap between the amount that a conventional lender is willing to lend and the amount that is needed to finance the project. Lender participation must be at least 67%.

Maximum loan amount: \$150,000

Minimum loan amount: \$10,000

Repayment terms: Matched to company's debt service capacity, maximum of 20 years.

Interest rate: Market rate

Fees: 1% of loan amount, minimum of \$500

Average processing time: 60 days

Small Business Development

Future redevelopment of the eastern portion of the district is located within a Governor selected Opportunity Zone (OZ). The goal of the OZ is to attract investment in area that is low-income area that offers three tax incentive benefits such as 1) gain deferral, 2) partial forgiveness, and 3) forgiveness of additional gains. OZ funds look for sites that offer these benefits to foster commercial real estate development and renovation of properties, opening new businesses, and expansion of businesses.

Kiva

Kiva is an online crowdfunding program that provides 0% interest loans to entrepreneurs and start-up businesses. Anyone can become a Kiva lender and help make entrepreneurship more inclusive by loaning as little as \$25 to women, people of color, immigrants, veterans, and lower-income entrepreneurs and business owners. Kiva borrowers and lends come from all around the world, and we are excited to partner with KIVA to help grow our local entrepreneurial community.

Business owners in West Allis are eligible for zero-interest loans of up to \$10,000 from Kiva, with the amount depending on length of time in business and social lending network success. Kiva loans are often given to startups or small businesses that need an extra piece of equipment, funding for a marketing campaign, or something else to help them jumpstart the business. The business must first raise money from friends and family on kiva.org before it is eligible for matching funds.

West Allis was designated a Kiva City in May 2019, meaning small businesses will have access to additional capital through this program. The City of West Allis has allocated \$100,000 and made a three-year commitment to fund the administration of the program and matching funds for West Allis businesses that secure loans through the crowdfunding site kiva.org.

National Avenue Economic Development Incentives

For properties located in and around the National Avenue Corridor that have new impactful uses or additions there are incentives available based on set criteria. The National Avenue Economic Development Incentives at <https://www.westalliswi.gov/1352/National-Avenue-Economic-Incentive-Progr>.

- In-Store Forgivable Loan. Up to \$50,000 forgivable loan towards equipment (the In-Store Forgivable Loan). Interest only payments and 20% forgiven on the principal each year for 5 years.
- Code Compliance Forgivable Loan. A code compliance forgivable loan up to \$8,500. Interest only payments and 20% forgiven on the principal each year for 5 years.
- Façade Grant. Matching grant, up to \$30,000. Reimbursable for work done on the exterior of building and/or site.

Chapter 5: Housing

In late 2020, the City commissioned Tracy Cross and Associates to conduct a residential market analysis. Portions of this analysis, while currently under review, are noted within this chapter and will be further evaluated for subsequent updates within the 2040 Comprehensive Plan.

West Allis maintains a diverse housing stock, ranging from single-family residential homes to multi-family residential developments. These units were constructed in various periods before and throughout the last century, contributing to a unique array of architectural styles. Residential uses comprise the majority of land in the city, making housing an integral component of the comprehensive planning process.

As a first-ring suburb of Milwaukee, the majority of local-area housing can be characterized as older stock single family and multi-family dwellings. At the close of 2020, the city of West Allis was home to nearly 29,500 existing housing units, 85 percent of which were constructed prior to 1970. In addition, a full 63 percent were constructed prior to 1950. Among occupied housing units (or households), approximately 55 percent are owner-occupied with the remaining 45 percent reflecting renters.

Single family homes consist of both bungalow and two-story designs, while most multi-family alternatives include a variety of side-by-side and flat-over-flat duplexes, along with various four-, six- and eight-unit buildings. However, over the last 10 years, a few larger-scale multi-family communities have been constructed in and around the downtown area as a part of redevelopment efforts city-wide. These include, primarily, market rate apartments, along with some senior housing and for sale condominiums.

The influx of larger-scale market rate apartments in West Allis has been most prevalent. It began with the development of the 178-unit *Six Points* community in 2009 located at 6519 W. Greenfield Avenue. Following the introduction of Six Points, several years passed before two new large-scale communities entered the local market. These included *The West Living*, a 177-unit project located at 6620 W. National Avenue, which began leasing efforts in 2019 and, most recently, the 203-unit *Element 84* at 8290 W. Orchard Street, which opened in 2020.

The City is fortunate to offer a range of residential housing choices for first-time homebuyers. Given the age and size of many of the single-family structures, the city's established neighborhoods attract young couples and families looking for a starter home, but also offers housing choices for growing families and empty nesters too.

Within the neighborhoods, it is critical to maintain and enhance the amenities, infrastructure and services to promote attractive property values. Many of the new housing projects, both rental and owner-occupied, also offer a variety of price points and housing choices.

Mixed Use infill housing development is another national trend well suited to West Allis. This form emphasizes walkable neighborhoods, integrates personal and business-oriented services and offers housing choices. The largest growth in the housing market is for smaller, non-traditional families - people living alone or living together as unrelated individuals. Mixed-use areas offer the amenities these

households are looking for, access to shopping, services, and transit. Due to the historic development in the City, there are various mixed-use nodes that already exist, along with access to transit. Building upon these areas, redeveloping underutilized structures, and encouraging new mixed-use developments will continue the rich offering of housing choices throughout the City.

GEOGRAPHIC POSITIONING

The City of West Allis is in a unique position to move swiftly with residential development/redevelopment efforts for two reasons. First, the municipality is already working through a number of proposals by builders/developers interested in both rental and for sale offerings – some of which are getting close to market entry. Second, West Allis has identified 26 initial development/redevelopment sites (both large and small) throughout the municipality, each of which could potentially contain a component of residential units (see Exhibit 1.10).

1.10

GEOGRAPHIC DELINEATION OF PROPOSED AND POTENTIAL DEVELOPMENT/REDEVELOPMENT SITES WEST ALLIS, WISCONSIN



Source: Google Maps and Tracy Cross & Associates, Inc.

GOALS & POLICIES

The following goals and policies have been created based on community input and the City’s established policies. They are intended to guide future decisions pertaining to housing in West Allis.

Goal: maintain a variety of housing types at a range of densities, styles, and costs to accommodate the needs and desires of existing and future residents.

Objective 1: Support “Aging In Place” Continue to be a community where residents can age without leaving the city. Provide adequate types of housing to serve young professionals, families, and senior citizens.

- **Recommendation 1.1:** Maintain housing options for all income levels and age groups within the City’s housing portfolio.
- **Recommendation 1.2:** Maintain zoning districts that allow for a variety of housing types.
- **Recommendation 1.3:** Encourage high-quality, maintenance-free housing options such as condos, rowhomes, or town houses -to provide choices for young professionals, empty nesters, etc.
- **Recommendation 1.4:** Support unique housing options, such as live-work developments accessory dwelling units and cooperative housing.
- **Recommendation 1.5:** Encourage young families to move into high-quality apartments in West Allis.
- **Recommendation 1.6:** Renovate existing single-family homes to make them more family-friendly and modern.
- **Recommendation 1.7:** Identify underutilized land to build new single-family housing stock.
- **Recommendation 1.8:** Promote the availability of land for the development or redevelopment of housing stock that accommodates larger households and/or more modern updates to living arrangements.

Objective 2: Increase Homeownership

- **Recommendation 2.1:** Increase the percentage of owner-occupied units within the City.
- **Recommendation 2.2:** Promote affordable home buying opportunities to young families.

**55% OF
HOUSING
STOCK IS
SINGLE
FAMILY
OWNER
OCCUPIED**



Objective 3: Maintain the existing supply of high-quality senior housing options in areas that are close to services that seniors typically require, including public transit.

- **Recommendation 3.1:** Maintain City-owned senior housing to preserve and enhance affordable, quality housing options.

West Allis can aggressively pursue multiple development/redevelopment sites going forward. To this end, West Allis is in a position to absorb an average of 200 properly-positioned apartments annually over the next 5+ years, along with *at least* 150 for sale housing units per year – if supply can be made available and product is positioned appropriately.

Objective 4: Locate Higher Density Multi-Family Near a Mix of Uses Plan for higher density multi-family housing in parts of West Allis along walkable street corridors where there is access to parks, shopping, community facilities, and existing or planned public transportation routes.

- **Recommendation 4.1:** Incorporate high quality multi-family housing on mixed use infill and redevelopment sites.

Goal: Preserve and enhance the unique character of the different West Allis neighborhoods, including the distinct identities of the City's districts, and corridors, while directing growth and development.

Objective 1: Protect the historic integrity of residential properties in West Allis. Protect the historic integrity of residential properties in West Allis by establishing design standards for the various architectural styles throughout the City, including both historic styles and modern design that is balanced with the context of existing architectural styles. Develop design standards when reviewing applications for additions and residential renovation.



- **Recommendation 1.1:** Establish design standards for residential properties.
- **Recommendation 1.2:** Utilize the design standards when reviewing applications for additions and residential renovation.

Objective 2: Explore Various Property Maintenance Programs Explore various property maintenance programs in order to protect and enhance City's housing stock and property values. Programs to consider include but are not limited to: time-of-sale inspections, enhanced property code enforcement.

- **Recommendation 2.1:** Explore possible funding options to minimize the financial impact of property maintenance programs.

Objective 3: Encourage Compatible Residential Infill and Rehabilitation Projects
Encourage residential infill and rehabilitation that respects the integrity and composition of the City’s existing development patterns, including site layout, building materials, building character and scale, open space, and integrated connectivity.

- To provide strong community infrastructure created around a theme of livability, functionality, walkability, and recreation/convenience.
- To create communities where emphasis is placed on all segments of the market ranging from younger childless singles and couples to families living, playing, and growing together; and where active adult residents can see and experience the vibrancy of youth.
- To create communities in which moderate and higher density housing products are carefully combined with population-serving retail, restaurants and services, along with pocket parks and recreational uses – and that all are highly integrated and exposed for all to enjoy.



Goal: Support sustainable site design and building practices for construction and rehabilitation opportunities in all neighborhoods.

Objective 1: Encourage “Green” Residential Development practices for the construction and rehabilitation of housing within the City, including smart city practices on a neighborhood level that promote energy conservation, the use of sustainable materials, improved air quality, and stormwater management.

Objective 2: Promote Energy Independent Community Status Promote the City’s status as an Energy Independent Community with property owners in West Allis.

Goal: work with regional, state, and federal agencies to provide housing programs and assistance to property owners.

Objective 1: Coordinate with Agencies to Encourage Housing Rehabilitation Programs Coordinate with HUD, WHEDA, the Wisconsin Department of Commerce, the Wisconsin Partnership for Housing Development, and Milwaukee County to encourage the use of financial assistance programs for housing rehabilitation.

POPULATION AND TRENDS

Trends in residential construction are one indicator of future housing development. The table below lists housing starts over the past ten years (based on building permits issued) within the City of West Allis. These are for new single-family homes, duplexes, and multi-family homes including apartments, condominiums, and senior living units (but not memory care or other group living). The number of new housing units added has been low each year, except during 2018 when two apartment buildings began construction. This trend is typical for inner-ring suburbs like West Allis and West Milwaukee, which do not have much undeveloped land and where most new housing units come from multi-family developments such as apartments, condominiums, or townhomes.

City of West Allis Housing units by Type 2010-2020

Unit type	2010-12	2013	2014	2015	2016	2017	2018	2019	2020	Total
Single family	7	3	4	4	1	4	3	1	2	29
Two family	0	0	0	0	0	0	0	0	4	4
Multi-family	0	0	38	0	4	0	380	0	0	422
Total	7	3	42	4	5	4	383	1	6	455

In 2018, the City of West Allis issued permits for its first large multi-family developments since the late-2000s. The West Apartments opened in 2019 with 177 market-rate 1-, 2-, and 3-bedroom apartments. These apartments are geared towards young professionals, with rents ranging from \$1,200 to \$2,000 a month. Element 84 Apartments opened in 2020 with 203 market-rate 1- and 2-bedroom apartments. As of January of 2021, an additional multi-family development in West Allis was in the approval process or in negotiations, and if implemented would add an additional 310 units (Lofts at SoNa and the Allis Yards).

Trends in Births and Young Child Population

Since 1970, demographic trends and projections for West Allis suggest that the City will continue a general decline in population. However, in the years ahead given more recent construction trends in West Allis and the region, the cities regional accessibility, racial and ethnic diversity and birthrates may suggest otherwise. The following demographic information is provided from a West Allis-West Milwaukee School District Community Change Report prepared in 2020.

Demographic Trends

- Births decreased in the West Allis-West Milwaukee (WAWM) District by 22 percent over the past decade, mainly due to decreases in births by white women. Relatedly, the population aged 0-17 decreased by 2 percent over the past decade.
- The population aged 25-39 increased by 21 percent over the past decade. This increase of young adults of childbearing age may indicate a stabilization in births over the next decade.
- The WAWM District is becoming more racially and ethnically diverse. Over the past decade, the WAWM District's total white population decreased by 4,469 persons, or 9 percent. The Latinx population increased by 1,993 persons, or 29 percent. The black population increased by 1,740, or 66 percent.
- According to the National Vital Statistics System, Latinx and black women tend to have higher fertility rates than white women. This combined with the changing demographics of the WAWM area suggests the possibility for more births in WAWM District.
- Population in the WAWM has been and will be supported by its superior regional accessibility and local and regional job growth.

The number of children born in a school district affects future enrollment in that district's schools. The number of births between 2010 and 2019 for West Allis and West Milwaukee. Since 2010, births in the WAWM School District have decreased by 21 percent, from 893 births in 2010 to 702 births in 2019. This trend is consistent with a nationwide decrease, reported in the National Center of Health Statistic's 2017 National Vital Statistics System Report. However, this local decrease is significantly greater than the decrease in Milwaukee County as a whole, which experienced a 9 percent decrease in births from 2010 to 2019.

The number of children born in the WAWM District is also affected by the changing demographics of the City of West Allis and Village of West Milwaukee. In 2000, 88 percent of births in the District were to white mothers. In 2017, this decreased to 70 percent of births. During the same period, births to black mothers increased from 2 percent of all births to 6 percent of all births. Additionally, births to Latinx mothers increased from 6 percent of births to 17 percent of births. According to the National Vital Statistics System, Latinx and black women tend to have higher fertility rates than white women. This suggests that increasing racial and ethnic diversity in the District should have upward pressure on the number of total births each year.

Persons in the West Allis West Milwaukee School District between 25-39 years of age increased by 21 percent from 2010 to 2018, or from 14,415 persons to 17,394 persons. This increase is driven almost entirely by the minority population. This increase in young adults between 2010 and 2018 should exert upward pressure on births in the WAWM School District over the next decade as many of these young adults begin to have children.

The number of children aged 0-4 years is another important influence on future enrollment. Per the Census Bureau's 2010 American Community Survey (ACS), children aged 0-4 made up 5.8 percent of the WAWM School District population. The 2018 ACS indicated that the 0-4 population decreased slightly to 5.7 percent. Similarly, the percentage of all those under the age of 18 dropped from 20.1 percent of the population in 2010 to 19.7 percent in 2018. These figures correlate with the decrease in resident student enrollment experienced in the District over the past decade.

The effect of COVID-19 on the number of births in upcoming years is yet to be determined. If reaction to COVID-19 is similar to that of the economic recession of the late 2000s, then many of today's adults of childbearing age may put off or refrain from starting families. Per research from the University of Wisconsin-Madison Applied Population Laboratory, Wisconsin experienced a steady decline in its natural increase

(when births outnumber deaths) since 2007, the first year of the prior recession. While the number of births still outnumber deaths, Wisconsin's natural increase fell 44 percent between 2007 and 2016.

Trends in Births and Young Child Population

Persons in the WAWM School District between 25-39 years of age increased by 21 percent from 2010 to 2018, or from 14,415 persons to 17,394 persons. This increase is driven almost entirely by the minority population. This increase in young adults between 2010 and 2018 should exert upward pressure on births in the WAWM School District over the next decade as many of these young adults begin to have children. The School District might see increasing numbers of students over the projection period as this population ages and produces children.

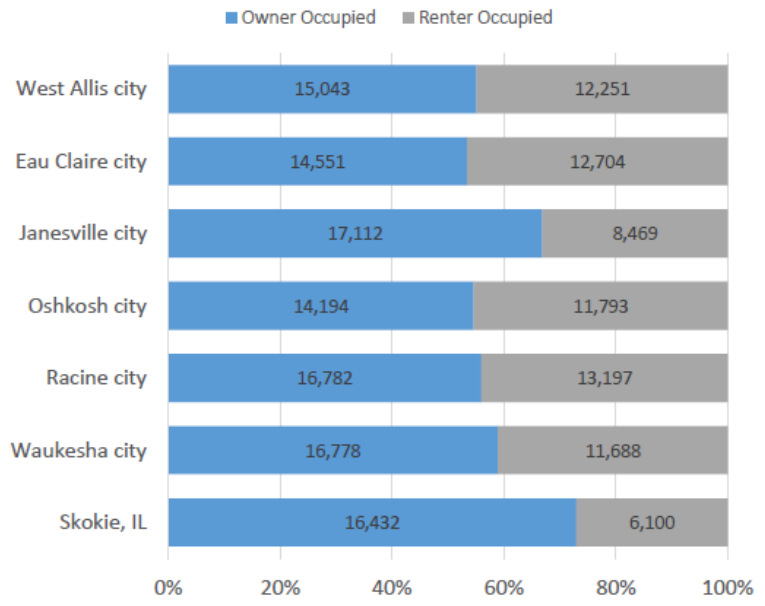
Occupancy and Tenure

Among the total number of housing units in West Allis (27,294), approximately 55% of the occupied units are owner-occupied, and approximately 45% are renter-occupied. The City's average household size of 2.2 is low in comparison with surrounding communities. Based on these statistics, the City would like to create programs to encourage increased owner-occupancy throughout the City.

Units in Structure (Housing Type)

Over half of the City's 29,500 housing units are single-family residences. Remaining housing units in West Allis include two-family units (18.3% of the total), multi-family units (27.1% of the total), and a small percentage of units classified as mobile home or other (2.0%). This distribution follows a similar pattern to Milwaukee County as a whole. This variety of housing types offers choices for first-time homebuyers, as well as those wanting to stay in West Allis but are looking for another housing option.

Tenure of Occupied Housing Units, ACS 2010-2014
West Allis compared to peer cities



Year Structure Built

The City of West Allis maintains a fairly diverse housing stock, a large percentage of which can be or currently is considered historic. (Buildings over 50 years of age in the United States are commonly referred to as potentially historic structures.) Approximately a third of the City's housing stock was constructed in 1939 or earlier.

AGE & VALUE

- Median age of housing unit: 66 years old ²
- Median home value: \$139,800¹
- Median home value, WI: \$189,100 ¹
- Median gross rent: \$794¹
- Median gross rent, WI: \$819 ¹



ZONING

The City of West Allis has several zoning districts that regulate residential uses. These residential districts are outlined in the City's municipal code as follows:

- RE: The RE Residential Estate District is intended to provide areas for single-family residences in portions of the City characterized by the largest parcels of land.
- RA-1: The RA-1 Single Family Residence District is intended to provide areas for single-family residences in portions of the City characterized by larger parcels of land.
- RA-2: The RA-2 Single-Family Residence District is primarily intended to accommodate existing single-family neighborhoods which are characterized by smaller lots than are required in the RA-1 District.
- RA-3: 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.
- RA-4: 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.
- RB-1: The RB-1 Residence District is intended to provide areas of the City which are substantially occupied by single and two (2) family dwelling units. It is designed to accommodate limited apartment dwellings while maintaining a lower density "owner-occupied" character.
- RB-2: The RB-2 Residence District is intended to provide areas in the City for single family, two (2) family and limited multi-family residential uses. It is specifically intended for areas of the City designated as Class "B" Residential under the preceding City Zoning Ordinance and represents a historical zoning pattern.
- RC-1: The purpose of the RC-1 Residence District is to provide areas in the City for lower density multifamily development.
- RC-2: The purpose of the RC-2 Residence District is to provide areas within the City for the densest residential development permitted under the terms of the Subchapter.

These nine zoning districts govern the majority of land in West Allis. In addition to these exclusive residential zones, residential uses are also allowed as permitted or Special Uses in the West Allis' commercial districts. These districts allow for mixed use, multi-family, and single and two family housing developments to supplement commercial activity along corridors throughout the city. Residential uses within commercial developments are outlined in the city's municipal code as follows:

- C-1: The Central Business District is intended to accommodate retail and office uses, which are characteristic of the city's traditional "downtown" area. Residential uses, in the form of mixed residential and commercial developments, as well as multi-family developments, are permitted as Special Uses within this district.
- C-2: The Neighborhood Commercial District is designed to provide convenience shopping in close proximity to nearby residential areas through the allowance of uses that satisfy daily or frequent needs. Single and two family residential uses, meeting the minimum requirements of the RB-2 District, are allowed as permitted uses, and mixed residential and commercial developments, and multi-family dwellings are permitted as Special Uses.
- C-3: The Community Commercial District is intended to allow for a larger consumer population and provides a wider range of uses to accommodate daily and occasional shopping requirements. Residential development in the form of single and two-family housing, meeting the minimum requirements of the RB-2 District, is a permitted use, and mixed residential and commercial developments, and multi-family housing are permitted as a Special Use.
- C-4: The Regional Commercial District is designed to accommodate larger scale commercial land uses that rely on heavy automobile traffic for support. Mixed residential and commercial developments are permitted as a Special Use within this district.

Residential uses are generally not permitted in the City's Manufacturing Districts (M-1 and M-2) or Park District (P-1). The exception to this is within the M-1, light manufacturing district mixed uses are allowed with a special use permit. The M-2, Heavy industrial district was created in 2019 within the zoning text and mapped in early 2021.


HOUSING TYPES

West Allis is home to numerous types of architectural styles constructed during different periods throughout the past century. These housing types are outlined in Figure 5-18. "100 Years of Homes in West Allis," courtesy of Shannon Honl, provides an in-depth analysis of these housing types and their location throughout all neighborhoods in West Allis. The document is available for reference at City Hall. These styles should be referenced when considering future housing developments in the City.

Figure 5-18. Housing Types in the City of West Allis.

Popular House Types of West Allis 1900 - 1980

- I. **Bungalow Era (1900 - 1935)**
 - A. Bungalow
 - i. Four-Room, Box Bungalow
 - ii. Standard Bungalow
 - iii. West Allis, "Sun Porch" Bungalow
 - iv. Side-Gabled Bungalow
 - v. Craftsman Bungalow
 - B. Duplex (Two-Flat)
 - i. Duplex, Double-Door Type
 - ii. Duplex, Separated-Door Type
 - iii. Duplex, Back-Entry Type
 - iv. Bungalow Duplex
 - C. Other Pre-1930, House Types
 - i. Foursquare
 - ii. Side-Hall House Types
 - iii. Front-Gambrel, Dutch Colonial
 - iv. Polish Flat
- II. **Cape Era (1920 - 1960)**
 - A. Period Revival
 - i. Traditional Cape
 - ii. Picturesque Cape
 - iii. Two-story, Center Hall Colonial
 - iv. Two-story, Center Stair Colonial, Narrow Type
 - v. Two-story, Side Hall Colonial
 - B. Minimal Traditional
 - i. Cape
 - ii. Minimal Traditional, Front-Gabled
 - iii. Minimal Traditional, Side-Gabled
- III. **Ranch Era (1950 - 1980)**
 - A. Ranch
 - i. Box Ranch
 - ii. Standard Ranch, Detached Garage
 - iii. Standard Ranch, Attached Garage
 - iv. Standard Ranch, Breezeway Type
 - B. Two-story, Suburban Colonial
 - C. Split Level



CITY HOUSING PROGRAMS

The City's Department of Development has a Housing Office that offers a variety of loan and assistance programs, many of which are funded by grants. These loan and assistance programs are as follows:

Home Buyer Loan Program

Persons meeting household income guidelines may be eligible for assistance with down payment and closings costs when purchasing single-family homes or duplexes in West Allis.

Housing Rehabilitation Assistance Program for Homeowners

Single family dwellings and duplexes in West Allis that meet income limits are eligible for reduced rate loans to assist with housing rehabilitation.

Housing Rehabilitation Assistance Program for Rental Property Owners

Non-owner occupied properties in West Allis whose tenants meet income limits may be eligible for reduced rate loans to assist with rehabilitation.

Veterans Affairs Supportive Housing (VASH)

The HUD-VASH program is a partnership between the Department of **Housing** and Urban Development (HUD) and the Department of Veterans Affairs. This supported **housing** program provides permanent **housing**, long-term case management and supportive services to eligible Veterans who are homeless or at risk of homelessness.

CARES Mortgage Assistance

Eligible Properties: Owner occupied properties located in West Allis.

Eligible Households: Households that have a gross annual income not exceeding 80% of County Median Income.

Housing Choice Voucher Program

This program provides Section 8 Rent Assistance to help low income households pay a portion of their rent. The program is currently closed for new applications as the Housing Office serves the existing waiting list.

Other Housing Programs

In addition to the housing programs offered through the City of West Allis, programs are offered through the federal government, the state, and Milwaukee County that are applicable to the needs of West Allis residents.

FEDERAL HOME PROGRAMS

- [CHDO](#) Community Housing Development Organization
- [HHR](#) Homebuyer and Rehabilitation Program
- [RHD](#) Rental Housing Development Program
- [TBRA](#) Tenant Based Rental Assistance Program

COMMUNITY DEVELOPMENT BLOCK GRANT

- [CDBG](#) Community Development Block Grant Program
- [CDBG](#) Revolving Loan Fund
- [EAP](#) Emergency Assistance Program
- [NSP](#) Neighborhood Stabilization Program

SPECIAL NEEDS (Homeless)

- [Critical Assistance Program](#) (CA)
- [ESG/THP/HPP](#) Emergency Shelter/Transitional Housing/Homeless Prevention Program
- [HOPWA](#) Housing Opportunities for People with AIDS
- [HPRP](#) Homelessness Prevention & Rapid Re-housing Program
- [PATH](#) Project for Assist in the Transition from Homelessness
- [SOAR](#) SSI Outreach, Access and Recovery
- [WISP/HMIS](#) Wisconsin ServicePoint

STATE PROGRAMS

- [HCRI](#) Housing Cost Reduction Initiative
- [IBRETA](#) Interest Bearing Real Estate Trust Accounts Program
- [MHRR](#) Manufactured Housing Rehabilitation and Recycling
- [SSSG](#) State Shelter Subsidy Grant Program
- [WFS](#) Wisconsin Fresh Start Program

Fair Housing Board

The City's Fair Housing Board works to ensure equal housing opportunities for all West Allis residents. The Board also promotes throughout the community, including businesses, housing providers, real estate professionals, with awareness programs like the Fair Housing Poster Contest and proactive educational materials. The Board processes all claims of discrimination in housing and is charged with receiving, investigating and elimination or remedying discrimination by means of conciliation, persuasion, education or litigation.

Senior Housing

The Beloit Road Senior Housing Complex offers independent living for residents 55 years of age or older. Owned by the City of West Allis, and managed by a full time Property Manager and Property Maintenance company, this 104 unit affordable senior housing complex was originally built in 1949 as veteran's housing. It is still currently operated by the City. As a goal within this plan, the City aims to preserve and enhance affordable, quality housing options.

CONCLUSION

The City of West Allis has a variety of housing types, housing prices, and housing amenities. Maintaining the older housing stock while developing new more modern units, will provide a strong range of future of residential choices throughout the City.

The city is extremely well suited for the introduction of new market rate residential development (including additional rental apartments and various forms of for sale housing (see Tracy Cross report 2021). This favorable conclusion is based upon: 1) more than adequate demand support for various new construction housing alternatives; 2) notable supply-side constraints; 3) a rather substantial base of existing and future households with strong demographic profiles; 4) tightness in both the rental and for sale sectors of the market; 5) in place infrastructure and ancillary support mechanisms given the established nature of the city of West Allis – a municipality that is already witnessing the success of redevelopment efforts; and 6) an excellent regional location. Practically any well designed and properly positioned new conventional residential product form could be successfully introduced within a variety of areas throughout the municipality.

Chapter 6: Transportation

The City of West Allis has a well-established transportation network including freeways, streets, transit, rail, bicycle and pedestrian facilities. The transportation system performs a pivotal role in shaping land use patterns, growth opportunities and economic development, attracting large concentrations of employment. The transportation network has been a major factor in the City's residential and commercial growth with continued demand for new, high quality development.

As West Allis' transportation corridors and street network create opportunities for development, the demand for development creates the need for new facilities and improvements to streets and other travel modes. In today's economic times it is even more important to balance the need for better transportation choices, improved transportation choices, and ongoing maintenance of existing facilities due to current and planned development.

Smart growth principles provide a variety of policies to make the best use of transportation investments that maximize choices for all user types and provide economic benefits to individual users, the City, and the region. Policies that address all users, ensure long-term benefits for the residents and property owners, and support creative solutions to current problems are going to add value to the City. Even though most residents still use a personal automobile for most of their trips, there is national interest in improving all forms of transportation, including mass transit, biking, and walking.

As more communities adopt smart growth principles, the benefits of linking transportation, housing, shopping, and the workplace become key components to a successful system. The establishment of sound transportation policies is vitally important to maintain the existing quality and condition of the transportation system while planning for the future needs of the City.

TRANSPORTATION GOALS, OBJECTIVES AND POLICIES

Goal: Provide a safe and efficient multi-modal transportation network that will effectively serve the travel needs within the City and region.

Objective 1: Pedestrian and Vehicular Safety Plan for complete streets for pedestrian and vehicular safety.

- **Recommendation 1.1:** During construction projects, redesign streets to be "Complete Streets," narrowing when possible to improve safety and reduce pavement.
- **Recommendation 1.2:** Implementation of: [National Avenue Corridor Strategic Plan](#) and strategies employed within the [Hwy-100-Corridor-Study](#).
- **Recommendation 1.3:** Consider a roundabout when feasible as an alternate to installing traffic signals. Roundabouts are safer than traffic signals and result in fewer crashes of high severity.

Objective 2: Efficient Vehicular Movement Plan for complete streets for efficient vehicular movement.

- **Recommendation 2.1:** Encourage cross access between businesses along the arterials through a modified back road system.

- **Recommendation 2.2:** Develop access management plans for the major arterials.
- **Recommendation 2.3:** Remove unwarranted traffic signals to reduce delays for drivers.
- **Recommendation 2.4:** Update pedestrian timings to allow for walking speed of 3.5 feet per second per MUTCD.
- **Recommendation 2.5:** Promote the use of alternate forms of transportation.
- **Recommendation 2.6:** Perform traffic counts, periodically, at signalized intersections to update timings based on Institute of Transportation Engineers (ITE) and MUTCD standards.
- **Recommendation 2.7:** Review the Pavement Surface Evaluation Rating (PASER) for the City's streets biannually.
- **Recommendation 2.8:** Design improvements to achieve Level of Service D or better traffic operations, if feasible.
- **Recommendation 2.9:** Require traffic impact studies for developments/ redevelopments generating over 100 additional trips during a peak hour.

Objective 3: Multi-Modal Transportation Plan for complete streets for multi-modal transportation.

- **Recommendation 3.1:** Prioritize the proposed bicycle and pedestrian facilities recommended in the City's proposed Bicycle and Pedestrian Master Plan. Conduct feasibility studies to identify any potential impacts.
- **Recommendation 3.2:** Consider pedestrian, bicycle and transit accommodations with all reconstruction projects.
- **Recommendation 3.3:** Explore minimum/maximum parking standards and/or review/adjust parking standard ratios in the City's Zoning Ordinance to encourage less reliance on single - occupancy automobiles.
- **Recommendation 3.4:** Promote the use of alternate forms of transportation for special events.

Objective 4: Maximize Existing Funding Maintain and maximize the use of existing funding for local transportation improvements without increasing the burden on taxpayers.

- **Recommendation 4.1:** Utilize the Capital Improvement Plan to plan and pay for road improvements.
- **Recommendation 4.2:** Seek street maintenance and improvement funding alternatives, such as Federal and State funding.

Objective 5: Interagency Coordination Improve coordination with other agencies.

- **Recommendation 5.1:** Coordinate with WisDOT, Milwaukee County, and other transportation agencies regarding:
 - Improvements to state and county highways in and around the City.
 - Periodic updates to the traffic signal timings.
 - Intersections with crash rates higher than 1.5 crashes per million entering vehicles.
- **Recommendation 5.2:** Designate a City staff member to be the liaison between employment centers within the City and MCTS.
- **Recommendation 5.3:** The City Planner and City Engineer are members of the SEWRPC Committee preparing a regional transportation plan. Continued participation with the SEWRPC, WisDOT, MCTS and surrounding municipal jurisdictions in ongoing visioning efforts and

implementation (example - creation of a regional transportation authority, public transit, access to jobs/connectivity).

TRANSPORTATION INVENTORY AND NEEDS ASSESSMENT

This section provides background information to describe West Allis' transportation system and an assessment of its needs.

Complete Streets

Complete Streets are designed and operated to enable safe access for all users, including pedestrians of all ages and abilities, bicyclists, motorists, and transit riders and vehicles. Furthermore, they complement the idea that streets in themselves can be place-makers and economic generators. Complete streets encourage the development of viable transportation choice, which can save time, money and frustration.

Complete streets are safer and more welcoming than single-schemed streets and can increase the value of private property in well-connected neighborhoods. These types of streets are designed within neighborhood context and balance aesthetics, safety, social interaction, public health, environmental consequences, economic concerns and traffic movement. Complete streets are also ultimately more cost-effective and sustainable, in that they avoid costly retrofits, and allow for less reliance on fuel and its fluctuating pricing.

Next to housing, transportation needs account for the second largest percentage of household expense. Complete streets in neighborhoods provide options to lessen this expense, and simultaneously promote local economic growth and healthier neighborhoods. In comparison, incomplete streets, or streets with the single-minded goal of moving automobile



traffic, increase financial dependency, hinder mobility, promote sprawl and limit the customer and employee base of the local economy.

In West Allis, over 20% of land is dedicated to streets and right-of-way and an additional 5% is utilized for interstates and railroads. As publicly owned land, this area should be developed in a manner that prioritizes and maximizes the benefits to the City and its neighborhoods. In order to do so, the needs of multiple stakeholders, beyond the automobile, must be considered. Streets should not be designed to solely funnel traffic through the city; rather, streets should be dedicated to best meeting the needs of neighborhood residents and customers.

In accordance with State Statue 84.01(35), the department shall ensure bikeways and pedestrian ways are established in all new highway construction and reconstruction projects funded in whole or in part from state funds or federal funds.

Narrower streets often provide a better balance of complete street elements and result in a safer and more efficient street system. Pedestrian amenities, such as corner bump outs, make pedestrians more visible and minimize the crossing distance, which both increases pedestrian safety and lessens traffic wait time. Similarly, bike lanes and signage increase visibility and safety, for cyclists and motorists. Narrower traffic lanes calm through traffic and reduce neighborhood speeding, and the provision of inviting public transportation facilities encourages their use, and results in less congestion and more land-efficient valuable right-of-way to the neighborhood and allow for additional private investment opportunities, greater taxable value, and greening of the streetscape to occur within the City.



In order to encourage the development of complete streets, a comprehensive, interdisciplinary approach must be achieved. Effective complete streets require compatibility between transportation planning, and local land use and economic development plans. Complete streets also require comprehensive network connectivity and must be implemented community- wide. And lastly, the goal of complete streets must not be marginalized by efforts, which compartmentalize or diminish the value of individual elements, since the cost of “completing” streets is often minimal in comparison to the project’s overall budget and produces both predictable and non-quantifiable benefits.

Functional Classification

West Allis’ commuting patterns underscore the need to maintain the hierarchy of the roadway network with adequate capacity and good pavement condition. The vehicle remains, and most likely will remain, the predominant mode of travel. West Allis classifies its roadways under five functional categories: freeways, state trunk highways, arterials, collectors, local streets. The City also has portions of two Milwaukee County parkways (Root River and Kinnikinic) that were originally intended to function as park roads, but act more like collectors/arterials. Access along the facilities is related to the type of functional classification. For example, an arterial allows for better traffic flow with fewer access points. Whereas a local street provides more access resulting in lower speeds and traffic flow.

Freeways

Freeways accommodate regional traffic and typically serve longer trips. Access to and from freeways is generally limited to arterials at controlled interchanges. West Allis is immediately south of the system interchange for I-94, I-894, I-41 and US-45. Known as the Zoo Interchange, it is Wisconsin’s busiest freeway interchange, handling 350,000 vehicles during an average weekday. The two major freeways in the vicinity of West Allis are described below:

- **I-894/I-41/US-45** runs north-south through the western section of the City. This six to eight-lane freeway carries 146,000 to 173,000 vehicles per day. I-894 has four service interchanges within the city limits at West Oklahoma Avenue, West National Avenue, West Lincoln Avenue and West Greenfield Avenue.
- **I-94** runs east-west approximately a quarter-mile north of the City’s border from the Zoo Interchange to the City’s eastern limits. West of the Zoo Interchange, two sections of I-94 are within

the City's limits including the interchange with Highway 100/108th Street. This six to eight-lane freeway carries 152,000 to 161,000 daily vehicles. I-94 provides access to the City via service interchanges at four locations including Hawley Road/60th Street, 68th/70th Street, 84th Street and Highway 100/108th Street.

State Trunk Highways

The state trunk highway system provides access between the freeway and the arterial, collector and local street system. Arterials typically have more than two travel lanes with access restrictions. A description of the state trunk highways in West Allis is included below.

- **South 108th Street** is designated as State Trunk Highway (STH) 100. South 108th Street/Highway 100 provides six travel lanes and carries 27,200 to 39,000 vehicles per day (2017).
- **West Greenfield Avenue** is designated as STH 59 from the western city limits to South 62nd Street. West Greenfield Avenue/STH 59 provides two to four travel lanes carrying 11,400 to 32,800 vehicles per day (2017).
- **South 84th Street** is designated as STH 181 north of West Greenfield Avenue. South 84th Street/STH 181 provides four travel lanes and carries 16,600 vehicles per day (2017) north of West Greenfield Avenue.

Arterials

The arterials provide the connection between the freeway and the collector and local street system. Arterials typically have more than two travel lanes and access restrictions. A description of the arterials in West Allis is included below.

- **West National Avenue** (Western city limits to South 62nd Street) provides two to four travel lanes and carries 8,000 to 23,100 vehicles per day (2017).
- **West Oklahoma Avenue** (CTH NN) provides four travel lanes and carries 13,500 to 25,700 vehicles per day (2017).
- **West Cleveland Avenue** (Western city limits to West National Avenue) provides two to four travel lanes and carries 6,800 to 14,400 vehicles per day (2017).
- **South 60th Street** provides two to four travel lanes and carries 11,400 to 14,400 vehicles per day (2017).
- **West Lincoln Avenue** provides two travel lanes west of South 117th Street and carries 4,600 to 7,300 vehicles per day (2017). West Lincoln Avenue provides four travel lanes east of South 117th Street and carries 13,600 to 17,800 vehicles per day (2017).
- **South 76th Street** provides four travel lanes south of West Beloit Road and carries 16,300 to 17,400 vehicles per day (2017). South 76th Street provides two travel lanes north of West Beloit Road and carries 10,100 to 12,500 vehicles per day (2017).
- **South 84th Street** (West Greenfield Avenue to southern city limits) provides two to four travel lanes and carries 7,700 to 14,600 vehicles per day (2017).
- **West Beloit Road** provides four travel lanes south of West Lincoln Avenue and carries 8,900 to 12,800 vehicles per day (2017). West Beloit Road provides two travel lanes north of West Lincoln Avenue and carries 6,800 to 10,700 vehicles per day (2017).
- **South 92nd Street** provides two to four travel lanes and carries 9,600 to 12,800 vehicles per day (2017).
- **West Greenfield Avenue** (South 62nd Street to eastern city limits) provides two travel lanes and carries 11,100 vehicles per day (2017).

- **South 70th Street** (Northern city limits to West National Avenue) provides two travel lanes and carries 7,500 vehicles per day (2017).
- **West Theodore Trecker Way** (South 108th Street to South 116th Street) provides two travel lanes and carries 6,300 vehicles per day (2017).
- **West Burnham Street** (West Becher Street to eastern city limits) provides two travel lanes and carries 6,800 to 6,600 vehicles per day (2017).
- **West Becher Street** (West National Avenue to West Burnham Street and to eastern city limits) provides two travel lanes and carries 4,200 to 5,900 vehicles per day (2017).
- **South Curtis Road** provides two travel lanes and carries 5,300 vehicles per day (2017).
- **South 116th Street** (West Greenfield Avenue to South Curtis Road) provides two travel lanes and carries 5,300 vehicles per day (2017).
- **South 71st Street** (West National Avenue to West Lincoln Avenue) provides two travel lanes and carries 2,800 to 3,900 vehicles per day (2014).
- **South 68th Street** (West Lincoln Avenue to southern city limits) provides two travel lanes and carries 3,000 to 5,500 vehicles per day (2005).

Collectors

Collectors provide the connection between arterials and local streets and serve both local and through traffic. They distribute trips from the arterials to the local streets and they collect traffic from the local streets and channel it onto the arterial system. Collectors have fairly direct access to residential neighborhoods, commercial and industrial areas. West Allis' collectors include:

- **West National Avenue** (South 62nd Street to eastern city limits) provides two travel lanes and carries 13,500 to 14,300 vehicles per day (2017).
- **West Cleveland Avenue** (West National Avenue to eastern city limits) provides two travel lanes and carries 1,300 to 6,900 vehicles per day (2017).
- **South 116th Street** (West Lincoln Avenue to West Greenfield Avenue) provides four travel lanes and carries 11,600 vehicles per day (2014).
- **South 102nd Street** (West Lincoln Avenue to West National Avenue) provides two travel lanes and carries 4,800 vehicles per day (2011).
- **West Schlinger Avenue** provides two travel lanes and carries 2,900 to 2,500 vehicles per day (2011).
- **South 70th Street** (West National Avenue to West Mitchell Street) provides four travel lanes carries 3,300 vehicles per day (2011).
- **West Mitchell Street** provides two travel lanes from 71st Street to 60th Street and carries 3,300 vehicles per day (2011).
- **South 117th Street** (West Lincoln Avenue to West Cleveland Avenue) provides two travel lanes and carries 3,100 vehicles per day (2011).
- **West Electric Avenue** (South 55th Street to eastern city limits) provides two travel lanes and carries 2,700 vehicles per day (2005).
- **West Morgan Avenue** provides two travel lanes and carries 810 to 3,100 vehicles per day (2005 and 2011, respectfully).
- **South Root River Parkway** (West Cleveland Avenue to Southern City Limits) provides two travel lanes and carries 1,700 vehicles per day (2011).
- **South 103rd Street** (West Schlinger Avenue to West Greenfield Avenue) provides two travel lanes and carries 1,600 vehicles per day (2011).

Local Streets

Local streets are designed to serve local traffic that is not part of a higher classified street system. In West Allis, this includes residential and commercial grid streets, curvilinear streets serving residential, commercial and industrial areas and cul-de-sac streets. Local streets operate at the lowest posted speed limits and provide the most direct access to individual parcels of land. Their use for thru traffic is usually discouraged via design and traffic controls.

PLANNED PROJECTS

Every year the City adopts an annual Capital Improvements Program (CIP) and an updated 5-year Capital Improvements Program. The planned reconstruction projects in the City's Capital Improvement Program for the Years 2021 to 2025 are listed in Figure 6-3. Update Figure 6-3

Bicycle and Pedestrian Facilities

The Bicycle Federation has prepared the City's proposed [Bicycle and Pedestrian Master Plan](#). Bicycle and pedestrian improvements, as recommended in the Proposed Bicycle and Pedestrian Master Plan, will be implemented in conjunction with the City's Capital Improvements Program. Including but not limited to: Sharrows, Green Bike Lanes & Boxes on National, Hast Connections, Curb Extensions, Crosswalks, Curb Ramps to ADA, Count Down Timers, and the Draft of a Complete Streets Policy is underway.



*Milwaukee Journal Sentinel Photo
June 2020 National Ave Bike Lane*

Bike Lanes on were installed as part of the National Avenue Project. The Oak Leaf Trail is over 100 miles of off-road paved trails, park drives and municipal streets that wind through the Milwaukee County park system, portions of the City of Milwaukee and surrounding suburbs. Two segments of the Oak Leaf Trail run through the City of West Allis. In the western portion of the City, the Oak Leaf Trail runs north-south along Root River Parkway between Greenfield Park and South 116th Street & West Morgan Avenue. Further east, the Oak Leaf Trail begins at South

84th Street & West Arthur Avenue and follows McCarty Park, Honey Creek Parkway, Kinnickinnic River Parkway east until the trail leaves the City.

In 2015, the City of West Allis received Federal grant funding from the Wisconsin Department of Transportation's Transportation Alternatives Program (TAP) to design and implement a Bike Share system in West Allis. The projected total project cost of the proposed nine-station system was \$499,200, which requires a 20% local match that was funded by a combination of private contributions and successful redevelopment projects. The City partnered with bublrbikes.org a Milwaukee based non-profit bike share program, to establish 8 stations in West Allis. The stations were dedicated in October, 2017 at a ceremony attended by community leaders, City officials, the media and BublR staff. The City of Wauwatosa and Milwaukee are also part of the same regional bicycle share network.



Public Transit

This section includes a summary of the existing transit services within the City of West Allis.

Local Bus System

- The Milwaukee County Transit System (MCTS) provides service in West Allis and surrounding communities. In 2009, the MCTS installed bicycle racks on their buses. Each rack holds two bikes, and it is free with bus fare.
- MCTS currently has 11 routes through the City of West Allis and provides special event transit for the Wisconsin State Fair, as described below.
- **National - Greenfield: Route Blue and 56** provides split service seven days a week between South 124th Street / West Greenfield Avenue and downtown Milwaukee. Major destinations along Route 56 include Industry for the Blind, State Fair Park, MATC – West Allis Campus, Veterans Administration Medical Center, Miller Park and the Mitchell Park Domes. In West Allis, the Route 18 provides transfers to Routes 28, 44, 67 and 76.
- **108th Street (Highway 100): Route 28** provides service 7 days a week between the Whitnall Park and Ride Lot in Greenfield and the intersection of Silver Spring Drive and N. 107th Street in Milwaukee. The Milwaukee County Research Park and Mayfair Mall are located along this route. In West Allis, Route 28 provides a transfer to Route 51.
- **Fair Park - National Flyer: Route 44** is a Freeway Flyer route providing weekday morning and evening peak period service between the City of West Allis and downtown Milwaukee. Among other stops, this route serves the State Fair Park, Park and Ride Lot. Route 44 provides transfers to Routes, 28 and 53.
- **Fair Park - Whitnall UBUS: Route 44U** is a Freeway Flyer providing weekday service on school days between the City of West Allis and the University of Wisconsin-Milwaukee campus. Among other stops, this route stops at the State Fair Park, Park and Ride Lot. The stop at South 108th Street & West Oklahoma Avenue provides a transfer to Route 51.
- **Oklahoma Avenue: Route 51** provides service 7 days a week along West Oklahoma Avenue between South 123rd Street in West Allis and Lake Drive in Milwaukee. Alverno College and Aurora St. Luke's Medical Center are located along this route. Route 51 provides a transfer to Route 76 at South 76th Street and West Oklahoma Avenue
- **Lincoln Avenue: Route 53** provides service 7 days a week along Lincoln Avenue between South 112th Street in West Allis and Lincoln Memorial Drive in Milwaukee. West Allis Memorial Hospital and the Lake Express Ferry are located along this route. Route 53 provides a transfer to Route 76 at South 76th Street and West Lincoln Avenue
- **Mitchell-Burnham: Route 54** provides service 7 days a week between the United Migrant Opportunity Services (UMOS) near Chase Avenue & Lincoln Avenue in Milwaukee to West Allis Memorial Hospital. Route 54 provides a transfer to Route 64 at West 60th Street and West Burnham Street
- **South 60th Street: Route 64** provides service 7 days a week between Southridge Mall and the South 60th Street/West Greenfield Avenue intersection. Route 64 provides transfers to Routes 31??? and 76 in West Allis.
- **South 84th Street – N. 92nd Street: Route 67** provides service 7 days a week between the South 84th Street/West Howard Avenue intersection in Milwaukee and the Alexian Village in Brown Deer. State Fair Park, Milwaukee Regional Medical Center and Granville Station Shopping Center are located along this route. The Route 67 traverses West Allis and provides transfers to Routes 14 and 44U.

- **N. 68th Street - South 76th Street: Route 76** provides service 7 days a week between Southridge Mall in Greendale and the intersection of N. 96th Street & West Brown Deer Road in Brown Deer. The Route 76 stops in West Allis provide transfers to Route 51.
- **Nathan Hale East: Route 87 Delete this route??** provides weekday morning and evening service on school days between the West Oklahoma Avenue/South Wollmer Road intersection and Nathan Hale High School in West Allis. The Route 87 stops provide transfers to Routes 28, 51, and 67.
- **Wisconsin State Fair:** During the Wisconsin State Fair, MCTS provides Freeway Flyer service between specified park and ride lots and the State Fair. Freeway Flyer buses operate during fair hours with services every ½ hour. MCTS also provides shuttle service between the Watertown Plank Road Park and Ride lot and State Fair. The shuttle operates during fair hours with service every 15 minutes.

Intra-City Transit

The following services are available from Milwaukee to Madison, Chicago, and Minneapolis:

- **Amtrak** provides daily service between Milwaukee and Chicago via the Hiawatha route and between Milwaukee and Minneapolis via the Empire Builder route. Amtrak also provides service to numerous other cities throughout the country.
- **Greyhound** provides daily bus service between Milwaukee and numerous other cities throughout the country.
- **Badger Coach** provides daily bus service between Milwaukee and Madison.
- **Wisconsin Coach Lines** provides daily bus service between Milwaukee and O'Hare Airport and Midway Airport in Chicago.
- **Megabus** provides daily bus service from Milwaukee to Chicago, Madison, and Minneapolis.

Paratransit Systems

Transit Plus is an ADA accessible van service for individuals with a disabling illness or condition that prevents them from using the Milwaukee County Transit System's buses. Transit Plus is managed by Milwaukee County Transit System and provides service within Milwaukee County as well as to some limited areas of Waukesha and Ozaukee counties. Each van ride costs \$4.00 and rides are available daily from 4:30 a.m. to 1:00 a.m.

Park and Ride Lots

To promote carpooling and more efficient use of the transportation system, park, and ride lots are located throughout the state near major intersections and interchanges. Although there are no park and ride lots within the city limits, the State Fair Park and Ride Lot (Lot 40-55, Figure 6-7) is approximately a quarter mile north of the City's border. The State Fair Park, Park and Ride Lot located south of I-94 in the southwest corner of South 76th Street & West Kearney Street provides shelter, parking for 285 vehicles and multi-modal transport.

Ferry

The Lake Express high speed ferry transports passengers and cars across Lake Michigan between the Port of Milwaukee and Muskegon, Michigan. It is a convenient alternative to driving, as the ferry crosses Lake Michigan in 2 ½ hours. Ferry service is available May through October with two to three roundtrips daily. The ship has capacity to carry 250 passengers and 46 cars.

Trucking & Freight

Trucking is essential to the industrial development and businesses within the City. Truck distribution centers are found in many of the City's manufacturing areas (M-1 Zoning Districts). However, the area with the largest concentration of motor freight and distribution facilities are in an area west of Highway 100 bordered by West Lapham Street, Highway 100, West Becher Street and 116th Street.

Truck Routes

The WisDOT has designated I-94 and I-894 as long truck routes.

Rail

Union Pacific Railroad has an east-west rail line that runs through the City of West Allis. Two sets of railroad tracks make up the corridor. The railroad enters the City of West Allis at Greenfield Park, located at South 124th Street between West Lincoln Avenue and West Greenfield Avenue, and leaves the City at the intersection of South 51st Street & West Lincoln Avenue. This rail line connects the City of West Allis to the Port of Milwaukee. Railroad spurs service industries located in the Whitnall Summit Business Park.



Airports

Although no airports are in the City of West Allis, it is well served by the following regional air transportation facilities:

General Mitchell International Airport is located 8 miles southeast of West Allis and is easily accessible via IH-43 and I-94. This airport is served by major commercial and regional carriers and is the primary hub for Midwest Airlines. General Mitchell operates two jet runways and three additional runways, 3,500 feet to 5,800 feet in length.

- **Chicago's O'Hare International Airport**, one of the busiest airports in the world and a major international gateway, is located 80 miles to the southeast. It is easily accessible via I-94 and Coach bus lines.
- **Waukesha County's Crites Field Airport** is located 11 miles west of West Allis. It is a commercial airport that accommodates twin-engine propeller airplanes and corporate jets. Crites Field operates two paved runways, and the maximum runway length is 5,850 feet. The airport functions as a reliever airport for General Mitchell International Airport.
- **Lawrence J. Timmerman Airport**, another commercial airport, is located 7 miles north of West Allis. It is Milwaukee's primary general aviation field. Timmerman Field operates two paved runways with a maximum runway length of 4,100 feet and two turf runways with a maximum length of 3,250 feet.
 - **Capitol Drive Airport** is located 10 miles northwest of West Allis. It is a small commercial airport operating one paved runway with a length of 3,500 feet and two turf runways with a maximum length of 3,400 feet.

- Additionally, the **East Troy Airport** is located 25 miles to the southwest of West Allis via IH-43. It is a small recreational airport operating one paved runway with a length of 3,900 feet and one turf runway with a length of 2,440 feet.

Water Transportation

West Allis contains four drainage ways, the Kinnickinnic River, Root River, Honey Creek and Underwater Creek, which do not serve as water transportation routes.

The Port of Milwaukee is located 8 miles east of West Allis. This man-made outer harbor covers 1,200 acres and has a channel depth of 27.5 feet. The port handles over 3.5 million tons of product for the State.

Other Transportation Plans Applicable to the City of West Allis

This section discusses the state and regional transportation plans concerning the City of West Allis.

Roadway Network

The state and regional plans identify improvements to the freeway network surrounding the City.

Wisconsin Department of Transportation (WisDOT)

The WisDOT reconstructed the system interchange for I-94, I-894, I-41 & USH 45, otherwise known as the Zoo Interchange, from 2012 to 2018 from US-100 to 84th Street and north of West Greenfield Avenue. The Zoo Interchange is located immediately north of the City of West Allis. The north leg of the interchange is scheduled for construction from 2021 to 2023 therefore traffic staging may impact city streets. WisDOT has started the I-94 East West from 70th to 16th by reevaluating the signed Environmental Impact Statement (EIS) and Record of Decision (ROD) that was completed in. Design is anticipated through 2026 and construction could start as early as 2023 or 2024. Due to proposed interchange access proposals, WisDOT plans to improve 70th Street by connecting Washington to 60th Street. The schedule for final design, right of way acquisition and construction will be determined by future state budgets.

- This 3.5 mile segment (South 16 Street to South 70 Street) of the southeast freeway system is a critical interstate link to the entire state with 138,000 – 156,000 vehicles per day. It provides access to manufacturers, commuters and tourists within the Milwaukee metropolitan area. 89% of the corridor contains crash problems that are significantly greater than the statewide average

Southeastern Wisconsin Regional Plan Commission (SEWRPC)

VISION 2050 recommends a long-range vision for land use and transportation in the seven-county Southeastern Wisconsin Region. It makes recommendations to local and State government to shape and guide land use development and transportation improvement, including public transit, arterial streets and highways, freight, and bicycle and pedestrian facilities, to the year 2050. The recommended functional improvements for the arterial and street system are included in SEWRPC's "A Regional Transportation System Plan for Southeastern Wisconsin: 2050. Among many other recommendations, this plan identifies the following improvements within or near the City of West Allis.

- Regional development of a rapid transit network (bus rapid transit or light rail within the Milwaukee Metropolitan area). In West Allis, from the retail centers located around the intersection of South 108th Street and West Cleveland Avenue in West Allis to downtown Milwaukee, predominately on West National Avenue.
- Construct a new street to connect 124th Street from Watertown Plank Road to north of Greenfield Avenue.
- Widen I-894 to provide eight travel lanes.
- Widen I-94 to provide eight travel lanes.



A Bus Rapid Transit Vehicle
Credit: Greater Cleveland Regional Transit Authority



A Light Rail Transit Vehicle
Credit: MetroTransit

Park and Ride Lots

SEWRPC’s A Regional Transportation System Plan for Southeastern Wisconsin: 2050 proposes park and ride lots in or near the City of West Allis at the following two locations:

I-894 interchange with West National Avenue.

I-94 interchange with Highway 100/108th Street.

Public transit is proposed to service both lots.

This comprehensive plan does not specifically approve any of the State or Regional Plans, as they are only included as reference documents.

Transportation Subareas

The following transportation subareas have been identified for further evaluation.

I-94 East West (70th to 16th Impacts). The City of West Allis has investigated the impacts of the alternatives for the I-94 Reconstruction project. Continue coordination with WisDOT officials regarding this project.



South 108th Street (Highway 100)

Coordinate with WisDOT regarding an access management plan for this corridor. Encourage cross access easements for properties along this corridor. Investigate a back road system to allow for alternate routes on this heavily traveled state highway.

South 92nd Street

Improve lane continuity along South 92nd Street. Signal timings have been upgraded for the traffic signals at West Becher Street, West National Avenue and West Lincoln Avenue intersections.

Potential Milwaukee Mile Redevelopment

The potential of redeveloping the Milwaukee Mile area, as described in Chapter 9, could bring an additional 60,000 daily vehicular trips to the State Fair area. Traffic mitigation measures need to be explored to protect the residential integrity of South 76th Street.

West Greenfield Avenue Downtown (South 70th Street to South 76th Street)

Investigate the need to reduce traffic signals and conversion of one-way streets.

Summary

In summary, the City has a well-established roadway network system. Maintenance of the City's transportation system is necessary to preserve property values. The City should plan for complete streets to accommodate all users by pursuing the bicycle and pedestrian facilities identified in the proposed Bicycle and Pedestrian Master Plan, continue coordination with MCTS to expand services and plan for the future transit initiatives. It is recommended to plan for transportation improvements to accommodate the future redevelopments in the City of West Allis.



Chapter 7: Parks, Open Space, Natural and Cultural Resources

PARKS AND OPEN SPACE

West Allis citizens are fortunate to have inherited a park and open space system built by the vision and efforts of previous generations. Today, the City continues a mission of enhancing the legacy of diverse local, County and State parklands; providing green space, safe environments, and recreational facilities; and meeting the changing needs of present and future generations.

The City of West Allis' parks and open spaces contribute to the City's overall quality of life and create a sense of place and identity for the City (Figure 7-1). The City should work to restore those ecosystems that have been degraded over time, such as to "daylight" and "naturalize" the Honey Creek, protect and enhance those that are yet to be significantly disturbed, and promote the value of natural features and open spaces by maintaining a diverse, flexible, and inter-connected park system. (*"Daylight" means to restore/unbury a previously diverted natural water feature and "naturalize" means to remove concrete embankments and revamping the banks along major portions of a water feature. Both measures would be designed to improve water quality, restore and stabilize eroding banks, to provide suitable habitat for birds, fish and other wildlife and to promote economic development*).

[The West Allis Comprehensive Park and Outdoor Recreation Plan](#) sets forth the City's vision for the future growth of its outdoor recreation system and is intended as a guide for the implementation of park improvements through the year 2020.

The existing West Allis park system is comprised of 15 city owned parks as well as numerous County, State and School owned recreation facilities. Most city-owned parks serve as neighborhood scale parks, serving the community with traditional recreational facilities such as ballfields, playgrounds, tennis courts and shelters. The County and District owned sites are typically much larger in size and can offer important recreational facilities such as large-scale athletic complexes, aquatic facilities, nature-based recreation (ponds, forests, rivers), and other special use elements that smaller municipal parks may not.

This plan was developed between May 2015 and December 2015. The planning process included visits by planning staff to all West Allis recreation facilities, meetings with representatives from various city departments, and an online survey of public opinion concerning park improvements.

In summer of 2015, a survey was conducted and a total of 183 individuals responded to the survey, 93.4% of whom were West Allis residents.

General findings of the survey are summarized below:

- When asked about the overall condition of each type of city park facility, the most frequently rated condition was "good". Items like baseball fields, multi-use fields and playgrounds were the most common facilities rated "good" by respondents. Facilities that the most people believe "need improvement" include park restrooms, park concession facilities, natural gardens, and basketball courts.

- Survey participants were asked what new facilities/amenities they would like to see in West Allis. The most frequently mentioned new facility was “dog park”, followed by “beer gardens” and “playgrounds”.
- When asked whether recreational programs and activities offered by the city meet the needs of families, the majority of respondents (57.5%) felt “some of their needs” were being met. 26.4% responded that “all of their needs” were being met while only 6.9% felt that their “needs were not being met”.
- Support components are accessory structures and facilities necessary for park use. These include public restrooms, parking lots, handicap accessibility, shelters and safe routes to facilities. When asked if any of these facilities needed improvement in West Allis, “public restrooms” and “safe routes to walk/bike to facility” received the highest percentage of affirmative responses with 66.1% and 45.8% respectively.
- Survey participants were asked to rank three types of general park improvements in order from most to least important. The results were as follows: 39.8% thought that “Improvements Added to Existing Facilities” was the most important improvement, 32.7% felt that “Maintenance of Existing Facilities” was the most important improvement, while 27.6% felt that “Development of New Facilities” was the most important.

ACCOMPLISHMENTS

- Liberty Heights Park 2016
- Roosevelt Park in 2017
- Updates to Reservoir Park in 2018
- Updates to Klentz Park in 2018
- Updates to Rogers Park in 2018
- West Allis Dog Park opened in 2019.
- Updates to Veterans Memorial Park in 2017 and 2020
- Established a Park Commission in 2020
- Updates to the Skate Park in 2020



The City began a \$2.9 Million Neighborhood Park Revitalization Initiative in 2016, which was based on a recently completed Comprehensive Park and Outdoor Recreation Plan. Specific parks that were improved in 2016 include: Reservoir Park, Liberty Heights Park, and Veteran’s Park. Updates included: improved facilities, a substantial amount of new playground equipment, rubber surfacing, new basketball hoops, new tennis courts, pickle ball courts, a skateboard area, and other general improvements. In addition, Klentz Park was substantially improved in 2018, including: a paved path within the park, the first of its kind in the City; extensive improvements on the two baseball diamonds in the park; park shelter and restroom improvements; the addition of recreational games on site; and the addition of other typical park amenities including benches, swings, bike racks, and a water fountain. Also in 2018, Roosevelt Park was renovated and equipped with new playground equipment and substantial landscaping. In 2019, the City completed construction of a community dog park through a collaborative process that helped raise private donations to assist the City in funding this long-desired amenity in the community.

NATURAL RESOURCES

Natural resources present in West Allis represent important visual, recreational and ecological assets. The most significant resources, in terms of size and quality, include the Root River, Honey Creek and Hale Creek areas. Other resources include State, County and City Parks, Parkways and related woodlands, wetlands and wildlife habitats. These areas total approximately 800 acres. While natural resources present challenges for management and protection, long-term investment in the maintenance and enhancement of natural resources will directly benefit those who live in, work in or visit the City.

Goal: Preserve, protect and enhance existing natural resources and environmentally sensitive areas that contribute to the positive and distinctive character of the City.

Objective 1: Improve water quality. Improve the quality of water in the Root River, Underwood, Honey Creek and Kinnickinnic drainage areas and associated tributaries.

- **Recommendation 1.1:** Continue to utilize general surface water “best management practices” and conservation design techniques and coordinate with stormwater management objectives and policies outlined in the Utilities and Community Facilities element of this comprehensive plan.
- **Recommendation 1.2:** Continue to implement stormwater, sediment and site erosion control practices for all new development and redevelopment to ensure compliance with City regulations. In addition, construction site inspection methods shall be enforced to ensure that the erosion control is properly installed and maintained.

Objective 2: Groundwater protection. Protect groundwater from surface contamination.

- **Recommendation 2.1:** As part of the site and landscaping design guidelines, maximize the efficiency of impervious/ paved surfaces by encouraging groundwater recharge using infiltration practices in conjunction with surface water management for all new and redeveloping properties. Facilities such as bioswales, rain gardens or other stormwater management systems of appropriate scale should be considered in site design.
- **Recommendation 2.2:** Promote density through high quality, compact and mixed-use development design for new or redeveloping areas.
- **Recommendation 2.3:** Explore the redevelopment opportunity of Conceptual Area 27 (South 116 and Morgan Municipal Yard Site) for a conservation subdivision. This type of development, sometimes called cluster development, is intended to preserve green space in the City by using less land for individual lots and maintaining the natural features of the land as much as possible.

Objective 3: Improve natural habitats in open spaces. Maintain and support the system of public parks and open spaces that improve the value of wildlife habitat and natural vegetation communities.

- **Recommendation 3.1:** In conjunction with MMSD and impacted private property owners, explore potential opportunities to “daylight” and “naturalize” the Honey Creek corridor. Consider the connectivity and quantity of natural systems in the City.

(“Daylight” means to restore/unbury a previously diverted natural creek. “Naturalize” means removing concrete embankments and revamping the banks along major portions of a creek. Both measures would be designed to improve water quality, restore and stabilize eroding banks, to provide suitable habitat for birds, fish and other wildlife and promote economic development).

Objective 4: Protect and enhance natural resources. Protect and enhance the quality of streams, woodlands and wetland resources.

- **Recommendation 4.1:** For new development and redevelopment, require wetland buffers with widths ranging from a minimum of 10 feet to 50 feet for wetlands. The buffers shall be maintained in a natural condition (not mowed) and, if planted, shall incorporate native vegetation.
- **Recommendation 4.2:** Consider the possibility of developing a natural resource management and maintenance plan for City-owned parks and open space to include activities such as monitoring for the presence of invasive plant species and other non-native flora. The plan should be developed in coordination with the City Forester to ensure appropriate management and maintenance techniques are understood and used.

Objective 5: Promote environmentally responsible industry. Encourage existing local industry to develop sustainable practices and environmental performance measures to reduce expenditures, gain competitive advantage and measurable reductions in environmental pollution.

- **Recommendation 5.1:** Compile interesting examples/case studies of sustainable manufacturing practices and eco-innovation and work with local industry to establish best practice measures.
- **Recommendation 5.2:** Develop an online resource for the above referenced best practices for knowledge sharing and networking.

Objective 6: Coordinate preservation and restoration efforts. Coordinate preservation and restoration of natural resources with appropriate local, state and federal agencies.

- **Recommendation 6.1:** Continue to meet with representatives from the WDNR, Milwaukee and Waukesha County, MMSD, adjacent municipalities, and others that share a mutual interest in the natural resource base within the City. In collaboration with other agencies, the City shall continue to share information about natural resources, coordinate and prioritize management efforts, and determine responsibilities and capabilities for implementation of management and implementation plans affiliated with the City’s natural resource base.

Objective 7: Increase sustainability awareness and education. Increase awareness and education of issues related to sustainability best practices for West Allis and the larger metropolitan region.

- **Recommendation 7.1:** Establish a Citizen Advisory Committee (a Green Team) on sustainability to incorporate citizens into the policy making process.
- **Recommendation 7.2:** Adopt language into the Municipal Code stating that sustainability will be a guiding principle.

- **Recommendation 7.3:** Advertise sustainability initiatives on the City website to highlight information and educate the public.
- **Recommendation 7.4:** Develop a demonstration project on City property with the intent of pursuing available grant opportunities (MMSD, WeEnergies, Focus on Energy). Examples of demonstration projects include a solar voltaic power project at the Farmers Market, reconstructing a Downtown parking lot with porous pavement, or wind turbines along portions of Interstate.
- **Recommendation 7.5:** Continue sending local staff, elected officials and Plan Commissioners to various training opportunities.

Ground Water

Why do I need to be concerned about ground water in planning for my community? Since groundwater gets into the ground at the land surface, it makes sense that what happens on the land surface can have impact on groundwater. In Wisconsin, 70% of the population and 97% of communities rely on groundwater as their drinking water source. Wisconsin has abundant quantities of high-quality groundwater, but once groundwater is contaminated, it is expensive and often not technically possible to clean. Because of these factors, we need to be careful to protect our groundwater from contamination. Our activities on the land can contaminate groundwater - most contaminants originate on the land surface and filter down to the groundwater. In some cases, however, groundwater can become contaminated from natural causes such as radioactivity due to the presence of radium in certain types of rocks.

“Susceptibility of Groundwater to Pollutants” is defined here as the ease with which a contaminant can be transported from the land surface to the top of the groundwater called the “water table”. Many materials that overlie the groundwater offer good protection from contaminants that might be transported by infiltrating waters. The amount of protection offered by the overlying material varies, however, depending on the materials. Thus, in some areas, the overlying soil and bedrock materials allow contaminants to reach the groundwater more easily than in other areas of the state. Detailed information regarding groundwater can be found at the DNR’s website: <http://dnr.wi.gov/>.

Surface Water

In West Allis, the ultimate source of our drinking water is Lake Michigan, a surface water source. As water flows through rivers and lakes and over surfaces, naturally occurring substances may be dissolved in the water. Water may also be affected by animals and/ or human activities. Any substances that are added to water are contaminants. Surface water sources may be highly susceptible to contaminants. Contaminants that might be expected in untreated water include inorganic contaminants such as salts and metals; biological contaminants such as viruses, protozoa and bacteria; organic chemicals from industrial or petroleum use; pesticides and herbicides, and radioactive materials. Drinking water, including bottled water, may reasonably be expected to contain at least small amounts of some contaminants. The presence of contaminants does not necessarily indicate the water poses a health risk. The West Allis Municipal Water Utility is totally committed to protecting the health of the public served by our system. The Utility routinely tests the water for coliform bacteria seventy times a month.

Wetlands & Floodplains

Wetlands are areas in which the water table is at, near, or above the land surface, and which are characterized by hydric soils and by the growth of wetland vegetation. Within the City of West Allis, wetlands are limited to the Underwood Creek drainage, Root River and Hale Creek areas.

Protection of wetlands is endorsed through federal, state and local regulations because of their values for wildlife, flood control, water filtering capacity, vegetative diversity and aesthetics.

Floodplain areas in the City are designated by the Federal Emergency Management Agency (FEMA). In cooperation with FEMA, the State of Wisconsin and the City of West Allis actively enforce regulations limiting development within the designated floodplain area. Such areas are those potentially subject to the 100-year flood event (e.g., a storm that has a 1 percent chance of happening in any given year) adjacent to navigable waters. Properties outside of identified floodplain areas are not necessarily immune from flooding, as was evidenced in the significant flooding events that occurred in the City during 2008 and 2009.

The floodplain boundaries are delineated on Figure 7-2. Development is strongly discouraged and generally prohibited in floodplains, to avoid both on-site and property damage both up and downstream.

The City updated its floodplain zoning regulations in 2006 to meet current State and Federal requirements.

Environmental Corridors

Natural resource features in the City of West Allis include corridors and acreage in which wetlands, woodlands, wildlife habitat and other features of environmental merit are concentrated.

Within West Allis, two “secondary” environmental corridors that possess natural resource merit have been identified by the Southeastern Wisconsin Regional Planning Commission (SEWRPC).

As defined by SEWRPC:

- **Primary environmental corridors** contain concentrations of our most significant natural resources. They are at least 400 acres in size, at least two miles long, and at least 200 feet wide.
- **Secondary environmental corridors** contain significant but smaller concentrations of natural resources. They are at least 100 acres in size and at least one mile long, unless serving to link primary corridors.
- **Isolated natural resource areas** contain significant remaining resources apart from environmental corridors. They are at least five acres in size and at least 200 feet wide.

The Root River area along the western periphery of the City is designated as a “secondary environmental corridor” due to its connectivity to natural resources that originate in the City and extend south to Racine before emptying into Lake Michigan.

The Underwood Creek drainage that bisects the City of Brookfield, City of Wauwatosa and West Allis is also classified as a “secondary environmental corridor.”

Development is generally prohibited in environmental corridors, due to ordinances and statutes that regulate development in wetland and floodplain areas. Environmental corridors for West Allis.

Soils and Brownfield Redevelopment

Soil is an integral part of the natural protection of groundwater from surface-applied contaminants. Attenuation is a series of complex processes, all of which are not clearly understood. During attenuation, the soil holds essential plant nutrients for uptake by agronomic crops, immobilizes metals that might be contained in municipal sewage sludge, or removes bacteria contained in animal or human wastes. However, the natural contaminant attenuation capacity of the soil, like that of any other natural resource, is

limited; sometimes soils that retain contaminants become contaminated. Cleaning contaminated soil can be as difficult as cleaning contaminated groundwater.

Soil properties exert a strong influence on the way land is developed and used. Since the City of West Allis is essentially fully built, the need for evaluation of soil types is limited to redeveloping properties.

Soils that represent an obstacle to physical development are those typically associated with hydric properties. These soils are characterized by poor drainage and a shallow depth to the water table. As such, the properties of these soils are somewhat unstable, and include high compressibility, low bearing capacity, seasonal highwater tables and occasional flooding. The Revised Municipal Code requires that all proposals for development or redevelopment include a map that describes soils by hydrologic group as a component of the Stormwater Management Plan.

While every community's land use priorities are unique to its citizens and resources, nearly every community has one or more parcels of industrial or commercial property that are abandoned or underutilized because of concerns about environmental contamination. These properties are known as "brownfields." Cleanup and redevelopment of brownfield properties plays an important role in land use planning by making productive use of previously developed land, while minimizing relocation and sprawl into green spaces and undeveloped areas, such as productive farmland.

West Allis was formed around its industry, but our heritage has not come without a cost. Manufacturing byproducts such as sludge, coal ash, foundry sand, foundry slag, petroleum products, metals and other solid waste have been deposited in our soil. Fortunately, City leaders have been proactive in encouraging urban redevelopment. Since 1992, the City of West Allis has created 11 Tax incremental (TIF) Districts throughout the City to eliminate blight, clean up brownfield sites and stimulate industrial and residential growth. The TIF's in West Allis are geographically varied and contain all types of property, including residential, commercial and industrial.

The value of TIF districts in West Allis is already producing real and noticeable benefits. The City contains three closed districts, which have provided over \$50 million in increased value to the City. To further put this into perspective, these three districts generate \$1,175,928 annually in additional tax revenue, of which \$430,037 goes directly to the City. Likewise, the West Allis-West Milwaukee School District receives nearly \$370,000 and Milwaukee County receives \$206,000 in higher annual tax revenue from TIF. For an overview of all TIF districts refer to the summary paper titled, "A Status Report on TIF in West Allis," which is available at City Hall.

Trees

Trees are important components of a community's green infrastructure. A healthy population of trees offers substantial environmental benefits, including cleaner air and water, cooler temperatures, quieter streets and wildlife habitat. In addition, there is evidence linking trees to healthier patterns of individual and neighborhood functioning. The presence of trees can be a decisive factor in the extent to which residents use and take ownership of residential spaces. Views of vegetation have been shown to reduce stress, improve healing, and reduce driving frustrations and aggression. Business districts with trees are considered more desirable and are thought to have more desirable goods and services.

West Allis became a Tree City U.S.A. in 1976 and continues to maintain the management criteria. In 1998 the City purchased tree inventory software and re-inventoried the City in part through a Department of Natural Resources urban forestry grant. This enabled the City to generate current reports on the urban forest, thereby improving the efficiency of the management of pruning removal and planting operations. In 2008 the City's Forestry Department improved its level of service with technological improvements made possible through a DNR urban forestry grant that was used to purchase Geographic Information Systems (GIS) software. The City can now graphically display tree location, species, size and management activities. These documents build upon the City's history of decisions and actions to create and maintain urban forest resources.



The master street tree planting plan is being revised to improve the future tree diversification of the urban forest. This diversification will reduce the impact of exotic pests such as the Emerald Ash Borer.

Trees are more than just an amenity. Trees play multiple, fundamental roles in the continued health of urban communities and should be regarded in the same light as other urban infrastructure elements. Trees are the only element in a city's infrastructure that appreciates. Within the City of West Allis, it is estimated that the total value of trees is over \$20,000,000 (an average value of about \$1,000 per tree).

Rare Species Occurrences

According to the DNR, there are occurrences of both aquatic and terrestrial rare species in the City.

The Natural Heritage Inventory (NHI) maps and data are a useful tool for the public to use in identifying areas with known occurrences of rare species (endangered, threatened and special concern) and other sensitive resources (high-quality natural communities and significant natural features) to the section level.

Detailed information regarding the types of endangered animals, plants, and natural communities can be found at the DNR's website: <http://dnr.wi.gov/>.

Metallic and Non-metallic Mineral Resources

The Wisconsin Department of Natural Resources (DNR) is the agency that has the primary responsibility for regulating environmental aspects of metallic mining activities in the state. Within DNR, the Waste Management Program has a lead role in regulating metallic mining activities, including metallic mineral exploration (drilling), prospecting (bulk sampling), mining and mining waste disposal. The Waste Management Program also regulates oil and gas exploration and has oversight over locally administered nonmetallic mining reclamation programs.

There are no identified mineral resources, current extraction operations, or historic excavation sites that warrant land reclamation.

Landforms/Topography

The topography in the Milwaukee County region was shaped over 10,000 years ago by Wisconsin's most recent period of glacial activity. The landscape is generally characterized by gently rolling moraines and drumlins that were formed by material deposited along the edges of the ice sheet during the glacier's retreat. However, the topography within the City of West Allis's municipal limits is generally uniform, with small areas of 12 percent to 20 percent slopes located in the western portion of the City. The highest point of

West Allis is located on South 93rd Street and West Manitoba Street, and the city's lowest point is along the Kinnickinnic River Parkway near South 54th Street and West Rita Drive.

Agricultural Resources

No land in the City is zoned for agricultural use. Because West Allis is a first ring suburb of the City of Milwaukee, conversion of agricultural land to other uses occurred long ago. Furthermore, land in the City is far more valuable for development than continued farming activities.

Local Food Production

Despite the City being built out in an urban form, a small local food production project has been implemented through the West Allis-West Milwaukee School District and is worth mention.

Starting in 2008, the James E. Dottke Alternative High School annually erects a temporary greenhouse on campus located at the intersection of South 86 Street and West National Ave to complement its community garden along West National Avenue

This School District effort combines growing local and national trends in urban agriculture and community sustainability, with the education of "at-risk" and/or disenfranchised youth. This program aims to reestablish these students into contributors to the community by reinforcing positive activities and interactions. Students enrolled in the "Whole Foods for All" initiative learn the biological aspects of agriculture, by following the entire plant life cycle through, harvesting, distribution, meal preparation and food processing. Potential connections also exist for involvement with the local neighborhood, food pantry and the West Allis Farmers Market. The High School has annually erected a temporary green house on its campus.

CULTURAL RESOURCES PLANNING

Community Design

Preservation of historic and culturally defining resources provides an important sense of social and cultural continuity between the past, present and future. Historic and cultural preservation can also provide economic benefits to communities through appreciation and stabilization in property values and long-term residency.

In 2006, the City of West Allis and its Historical Commission applied for, and received, a historic preservation grant-in-aid from the National Park Service and administered by the Wisconsin Historical Society. Heritage Research, Ltd. was selected to conduct a Historical and Architectural Resources Survey. A previous survey from 1981 was re-evaluated in conjunction with additional survey work for a total of 1,019 property evaluations. A copy of the survey may be obtained by contacting the Department of Development or by visiting the City's web site.

The following Goal, Objectives and Findings have been employed in the continued success and cultural development within the City:

Goal: To develop a local preservation plan and to increase public and private sector awareness of the community's historical and architectural heritage.

Objective 1: Identify historic resources. Identify buildings, structures, sites and historic districts that meet the criteria for listing on the National Register of Historic Places (Figure 7-4).

- **Recommendation 1.1:** Update the historical survey every 10 years to identify new historically significant locations within the City.

Objective 2: Increase awareness of historic resources. Increase public and private sector awareness of the community’s historical and architectural heritage.

- **Recommendation 2.1:** Implement the findings of the historic resources survey, as described below.
 - ❖ **Finding 1:** Identified seven (7) historic districts considered eligible for the National Register:
 - Ahrens Arms #2 Apartments
 - Conrad Apartments Historic District
 - Honey Acres Ranch Historic District
 - Juneau Highlands Residential Historic District
 - Kopperud Park Residential Historic District
 - Mitchell Manor Residential Historic District
 - West Monona Place Residential Historic District
 - ❖ **Finding 2:** Identified 60 individual properties considered eligible for the National Register:
 - 41 properties are thought to be eligible.
 - 6 are thought to be ineligible based on alterations.
 - 13 are not yet fifty years of age.

Implementation Status: As of January 2020, the City had sponsored and paid for the preservation of individual properties for designation on the State and National Register of Historic Places:

In September 2008, **Juneau Highlands** was selected for designation as West Allis’ first historic district.



Alexander H. McMicken residence at 1508 South 80th Street. Built circa 1910, this house is considered the best example of the Craftsman style in the entire City.



Kegel’s Inn Restaurant at 5901 West National Avenue In 1925, John T. Kegel and his wife Anna established Kegel’s Place in the east half of the subject building. Like many other area “soft drink parlors” during Prohibition, the Kegel family brewed bootleg beer and other liquor was also “smuggled” in. In 1933, the Kegels took over the previously rented, west half of the building and began renovations.

The result of the significant remodeling project produced the current Old English-style, Tudor Revival edifice, sheathed with Lannon stone, was designed by Milwaukee architect Mark Pfaller, as “the largest tavern built since the return of beer.”



Church and Chapel at 7622-26 West Greenfield Avenue This two-story Period Tudor Revival-style funeral home/residence is faced with limestone; the primary facade of which faces West Greenfield Avenue. This funeral home and residence were built in 1936 by Frank Koelsch and was originally known as the Frank Koelsch Funeral Home. The approximate cost of the structure was \$20,000 and was designed by Raymond West Dwyer. In 1978, the Koelsch family concern merged with Larsen Bros. Funeral Homes, making it the eighth location of the Larsens. It currently serves as Church & Chapel Funeral Home.



Garfield School - Historical Society Building at 8405 West National Avenue The West Allis Historical Society maintains the West Allis Historical Museum, originally Greenfield Township's Fifth District School. This building is an example of Richardson Romanesque architecture and was built in 1887 of Cream City brick. Today, the Museum features two stories of recreations of historical West Allis businesses and homesteads, and showcases exhibits and memorabilia from West Allis' residential, agricultural, and industrial past. The meticulously maintained collection of artifacts includes vintage fashions, toys, quilts and crafts, furniture and home goods, as well as factory machinery, farm equipment, and tools. Outside the museum, explore the Memorial Garden, an outdoor tour of architectural relics salvaged from West Allis' past.

Seneca Station at 1647 South 76 Street

U.S. Post Office at 7440 West Greenfield Avenue

Goal: Continue to develop existing and explore new opportunities for the community to develop a positive and memorable sense of place and time.

Objective 1: Encourage an interconnected community lifestyle. Nurture a healthy lifestyle by creating a living environment that provides for human needs and values, ranging from interpersonal social connections to human connections with the City's history and natural environment.

- **Recommendation 1.1:** Continue to support and enhance the WAPD block watch and Neighborhood Partnership initiatives.
- **Recommendation 1.2:** Update the Citywide Site, Landscaping and Architectural Design Guidelines and consider developing a set of design guidelines for various neighborhood districts of significance to preserve character.
- **Recommendation 1.3:** Historical Commission to promote and implement additional historic walking tours and a parade of historic homes/neighborhood event.
- **Recommendation 1.4:** Promote the City and continue to utilize parks, open spaces, civic plazas and buildings for public events and happenings to engage all citizens.
- **Recommendation 1.5:** As part of the approval process incorporate social spaces, public art and interpretive areas into development plans.

HISTORY OF WEST ALLIS

The West Allis story began almost contemporaneously with the arrival (from the East) of pioneers' intent on establishing homes in the Middle West. Wisconsin was still a territory, and the settlements were few

and far between. Milwaukee was only a hamlet, and its surroundings were great forests in nature's original beauty, inhabited by abundant game, disturbed only by the occasional visit of Native American tribes.

In 1827, Francois Drake Weld settled on a claim west of the present city. Then in 1835, three courageous men, Ebenezer Cornwall, Ruben Strong and Peter Marlett left New York State and ventured as far as Ohio. They were so pleased with the progress they had made and found the virgin country so alluring that they continued westward until they came to Chicago. Here they heard about a new town, "Milwaukie," which was being laid out, so they continued northward. When they arrived, the beauty of the rural district west of "Milwaukie" caused them to feel they had found a paradise! The district was a densely wooded area containing many freshwater springs. Through this wooded area ran a rapidly flowing creek known as Honey Creek from which this settlement later took its name. They stayed long enough to decide their locations, place their landmarks and then returned to New York to get their families.

The first task of the early settlers who arrived from New York was to clear their lands of the many fine stands of walnut, oak and maple. The fertile soil, just freed from the forests, was lavishly fruitful, so the pioneer of Honey Creek soon learned to lay out his acres in truck farms. The produce raised found a ready market in the growing Milwaukee area.

The pioneer arriving at Honey Creek found certain well-traveled Native American trails. These were soon to become muddy wagon roads. The Mukwonago Plank Road ran directly through the early settlement and crossed several other minor trails at what is now known as South 61st Street and West National Avenue. This section, where the various trails crossed east of Honey Creek, was known as "Old Five Points." Anthony Douville came to Honey Creek and established a lumber business; soon after, Spencer Case built the first sawmill.

Honey Creek became a settlement of a few houses, a blacksmith shop, sawmill, post office and a log chapel used by both Baptists and Episcopalians. There was also a log school, and a stage delivered mail.

In 1860, a square brick school was erected. Only seven pupils attended the first school session. On this spot at South 84th and West National Avenue now stands the Garfield Building, which houses the West Allis Historical Society.

The Chicago-Northwestern Railroad built the Madison division through this section in 1880 and called the station North Greenfield, after the township name of Greenfield. In 1887, sections of the village of Honey Creek were platted, and the vicinity became known as North Greenfield.

As early as 1853, the Wisconsin State Agricultural Society was organized for the purpose of holding an annual State Fair.

This fair was held in different cities of the state, such as Janesville, Madison or Milwaukee. In 1891, the Society purchased the large dairy farm of a Mr. Stevens, complete with a mansion, several smaller homes, many outbuildings, and bounded on one side by the railroad. Thus, the State Fair settled permanently in North Greenfield. However, two years later, the entire estate burned to the ground, and new Fair buildings had to be erected.

Now it was necessary to provide transportation for the people of Milwaukee to the State Fairgrounds, so in 1894, the Milwaukee Streetcar Company extended its lines all the way to the Fair grounds. With the establishment of these transportation facilities, the growth of North Greenfield was very rapid and its future assured. Therefore, it can be said that the location of the State Fair grounds and the securing of the

streetcar lines constituted the real foundation for its growth and development. This attracted the attention of the manufacturers who wrought the industrial changes.

The largest of these machinery producing companies, the Edward P. Allis Company, could not enlarge its plant on Clinton Street in Milwaukee, so decided to move to North Greenfield. This location afforded an outlet for both the Northwestern and Milwaukee railroads and streetcar lines which would bring an ample labor supply from Milwaukee. When the Allis Company moved on November 26, 1900, it employed 3000 persons and manufactured \$6,000,000 worth of machinery per year. The Rosenthal Corn Huskers, the Kearney and Trecker Company, the Fred Prescott Company, and the Kempsmith Company followed soon after the establishment of the Allis Company.



In 1902, the residents of North Greenfield voted to organize their village and call it West Allis. Fred Henderson was the first village president. In 1906, West Allis was chartered as a city with 2,400 acres of land and a population of 2,306. In 1905, a permanent water system was established for the city. In 1906, the Woman's Club set up the first Public Library. A city-wide garbage collection was initiated in 1907. Classes for the teaching of English were set up in 1910. In 1912, there were 55 lineal miles of streets and 23 miles of water mains and sanitary sewers. In 1921, municipal streetlights were installed; the first building code was adopted in 1923; and branch libraries were opened in 1924. In 1925, the first comprehensive zoning ordinance was passed. A full-time Health Department was provided for in an ordinance passed in 1925, and in 1926, the Office of Assessor was made a full-time job. 1927 saw the introduction of fire prevention, 1929 water storage tanks, 1939 adoption of the Civil Service System, 1945 the Health Center, and in 1947, radios for squad cars. 1949 saw the appointment of a full-time dental hygienist, installation of parking meters, and the Housing Project for Veterans which was later converted into Senior Citizen Housing.

In 1954, a large annexation took place, doubling the total area of the City. This led to the development of much of the western portion of West Allis as we know it today. Among the improvements were a new West Allis Memorial Hospital completed in 1963 and Nathan Hale High School which opened in 1965.

In summary, the impetus for the City of West Allis was the industrial complex created within the City after the transition from the 19th century into the 20th century.

POPULATION GROWTH OF WEST ALLIS

Although there had been a Honey Creek, and later the North Greenfield settlement, the real growth did not occur until the industrial boom around 1900, precipitated by the industrial movement of the Edward P. Allis Co. from Milwaukee. This event also established the character of the City, marking it as an industrial city composed primarily of wage-earners who work in the factories of West Allis, West Milwaukee and Milwaukee. Although industrial forces have shaped the nature of the community, it is questionable whether these forces would have been given a chance to work had it not been for the location of the State Fair Park site and the consequent transportation improvements the accompanied its location.

SITES OF INTEREST IN WEST ALLIS

Honey Creek Park and the West Allis Log Schoolhouse

The West Allis Log Schoolhouse is a recreation of the first log schoolhouse built in 1843 near South 84th Street and National Avenue. It is located on the grounds of West Allis Historical Society, at 8405 West National Avenue. For more information and hours of operation, visit the City's Web site.



Mitchell Manor

The Mitchell Manor is the ancestral home to the late senator John L. Mitchell and childhood home to his son, the well-known General Billy Mitchell, who is regarded as the "Father of the U.S. Air Force." The Mitchell home is in the Meadowmere Neighborhood at 5301 West Lincoln Avenue.



Greenfield County Park

Greenfield County Park is located at 2028 South 124th Street. Park amenities include a public golf course and newly renovated aquatic center. Approximately 295 acres, Greenfield Park boasts the Cool Waters family aquatic park – a beach-entry heated pool with giant waterslides and interactive water toys – a golf course with majestic tree-lined fairways, a high-quality wooded natural area adjacent to three small ponds, and a large lagoon. The pond near the east entrance often harbors Canada Goose, Mallard Duck, Wood Duck, and Catbird. The ponds along the Oak Leaf Bike Trail are shrub-lined and are frequented by Catbird, Goldfinch, Northern Cardinal, and Mallard Duck as well as dragonflies.

McCarty County Park



McCarty County Park is located at 8214 West Cleveland Avenue. Park amenities include public swimming and recreational activities. The park includes a swimming and wading pool, pavilion and a small pond for fishing and ice skating. The parks baseball diamonds are frequently utilized for adult softball and baseball league play.

West Allis Farmers Market

If you cannot pick it yourself, the West Allis Farmers Market is your best bet. More consumers are trying to buy food locally and support local farmers. The West Allis Farmers Market has been a local icon since the 1920's. In 2008, the market underwent a complete architectural restoration to carry its legacy for generations to come.



A wide range of produce arrives at the market throughout the year. The early season brings bedding plants, radishes, asparagus, and rhubarb. Strawberries and raspberries arrive in June as well as zucchini, squash, peas, snap beans. Corn arrives about a week after July 4 along with many other squashes and herb plants. The late season brings fresh apples and cider. Chickens and fresh eggs are always available. For more information and local events held at the market please visit the City's web site at <http://www.ci.west-allis.wi.us>.

Wisconsin State Fair Park



Photo by Journal Sentinel

The fairgrounds have been the location of the Wisconsin State Fair since 1892. It also hosts other venues such as the Milwaukee Mile, the oldest continuously operating motor speedway in the world, and the Pettit National Ice Center, a U.S. Olympic training facility which is owned by the State of Wisconsin.

Yearly features at the fair include a wide variety of vendors, many local and national bands, midway, a large assortment of food and drink, including cream puffs, which are one of the fair's main draws.

The Grandstand Main Stage features a different headline performance every evening of the fair. Many local bands can also be seen on smaller stages and pavilions located throughout the grounds. Agricultural exhibits of horses, cattle, sheep, chickens, and other animals are featured every year at the fair.

Wisconsin Exposition Center

The Wisconsin Exposition Center is an exhibit hall and exposition facility located on the grounds of the Wisconsin State Fair. It is owned and operated by State Fair Park Exposition Center Inc., a Wisconsin non-stock corporation organized and existing under Chapter 181 of the Wisconsin Statutes.

Built in 2002 to replace the previous exhibit halls at State Fair Park, the Wisconsin Exposition Center is the state's largest exhibit hall with over 200,000 square feet of space. Four large meeting rooms total about 3,000 square feet of exhibit space. The venue primarily hosts consumer shows, tradeshow, food functions and other public events.

The Expo Center also hosts exhibits and entertainment during the 11-day State Fair as well as several annual events, including The Wonderful World of Weddings, the Milwaukee Boat Show, RV and Camping Show, the Milwaukee Journal Sentinel Sports Show, The Journal Sentinel Golf Show, the NARI Home Improvement Show, the Wisconsin Realtors Home and Garden Show, Trainfest, and Holiday Folk Fair.

In 2007, the Expo Center received a Travel Green Wisconsin certification, which is a recognition of tourism-related businesses that reduce their environmental impact through operations and other improvements.

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Wisconsin State Fair Park



In 2020 the annual tradition of the WI State Fair event was cancelled due to the COVID-19 pandemic. With the beginnings of a recent distribution of a vaccine, (optimistically) the State Fair is planned for August 5-15, 2021. The fairgrounds have been the location of the Wisconsin State Fair since 1892. It also hosts other venues such as the Milwaukee Mile, the oldest continuously operating motor speedway in the world, and the Pettit National Ice Center, a U.S. Olympic training facility which is owned by the State of Wisconsin.

Yearly features at the fair include a wide variety of vendors, many local and national bands, midway, a large assortment of food and drink, including cream puffs, which are one of the fair's main draws. wistatefair.com/fair

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- In 2020 – 2021, this was converted into a COVID alternate care facility/hospital for those recovering from the virus.



Chapter 8: Utilities and Community Facilities

GOALS & OBJECTIVES

The following goals and objectives have been created based on community input and the City's established policies. They are intended to guide future decisions pertaining to public facilities and utilities in West Allis. Recommendations pertaining to each facility follow that facility's description within the chapter.

Goal: Keep West Allis safe, clean, and efficient through effective public service delivery that is responsive to our residents' needs.

Objective 1: Update Existing Codes, Policies and Procedures

- Make the recommendations within this chapter achievable by updating existing codes, policies and procedures as needed to deliver the recommendations.

Goal: Emphasize energy efficiency, and sustainability in the delivery of public utilities, services, facilities, and purchases.

Objective 1: Continue Progressive Stormwater Management Initiatives

- Utilize progressive stormwater management initiatives and techniques to reduce damage to private property and increase quality stormwater runoff.

Objective 2: Implement Sustainability and Energy Efficiency in the Public Realm

- Implement programs for greater sustainability and energy efficiency in public utilities, services, and facilities, such as implementing energy retrofits in existing buildings, consolidation, and reducing the amount of pavement throughout the City.

Objective 3: Support Energy Efficient Building Practices in New Construction and Retrofits of Existing Buildings

- Set an example for the rest of the community by continuing to pursue opportunities to integrate energy efficient building practices into the design and construction of new buildings and through the retrofitting of old buildings.

Goal: Overcome Milwaukee Metropolitan Sewerage District's stringent sewer shed flow allocations, which penalize established urban areas by limiting the amount of infill development and thus promoting urban sprawl.

Objective 1: Encourage MMSD to Modify Allocations

- Encourage MMSD to modify their plans that limit redevelopment opportunities within fully developed communities.

WEST ALLIS RECREATION, SERVICES & COMMUNITY FACILITIES

City Hall

Many of West Allis's municipal departments are housed at City Hall, located at 7525 West Greenfield Avenue. City Hall consists of approximately 50,000 sq. ft. of office space and is home to the City's Common Council Chambers where all of the City's public hearings are held. The facility has a unique Brutalist architectural style, which is considered potentially eligible to the National Register of Historic Places once the building is 50 years old. Within the last few years the plaza in front of City Hall was updated and many new energy efficient retrofits were put in place within the building itself.

Recommendation

Use City Hall as example for the rest of the community by implementing additional energy efficiency retrofits through partnerships with We Energies and Focus on Energy, so that City Hall can qualify to be a Certified Energy Star building.

- Consider designating City Hall to the State and National Register of Historic Places.

Library

The West Allis Public Library is located at 7421 West National Avenue and provides the members of the community with access to materials and services that can enrich their personal and professional lives. The role of the library is a commitment to quality library services to all, intellectual freedom, as well as educational and leisure activities for the citizens of West Allis.

The current building was completed in 1989, centralizing library services for the City from three branch libraries into one. The library has proven to be one of the most popular in the Milwaukee County Federated Library System and circulates over 700,000 items and serves nearly 500,000 visitors annually.

The library continues to evolve and adapt to the expectations of patrons. For example, in 2008 the library completed transitioning to Radio Frequency Identification – allowing for self-service checkout, 24/7 real-time check-in, online payment of fines and fees, and increased inventory control of the library's 225,000 books, periodicals, CD's, DVD's, and audio books. Additionally, West Allis citizens can now enjoy many free databases remotely accessible from home or business 24 hours, 7 days per week. There also exists a variety of computer-related services at the library including 53 free public internet stations, 3 dedicated database computer workstations, 5 standalone computers for accessing Microsoft Office applications, online access to BadgerCare and Medicaid resources, building wide Wi-Fi access, and much more.

Finally, the West Allis Public Library offers a variety of programming options for all age levels. Traditional children's story-time, instructional and entertainment presentations, young adult activities, adult book clubs, reading programs, and cultural/historical series are examples of the myriad of offerings for citizens of the community.

Recommendation

In an effort to provide a welcoming environment for all, offer equal access to Library services, promote personal and professional growth, build and maintain community partnerships, and inspire lifelong learning, library staff and board finalized a strategic plan in February 2020. The series of goals and activities in the plan aims to provide a quality access of information to the public.

- While the West Allis Library currently produces a service plan every three years, in the next 15-20 years it is recommended that an assessment be completed to ascertain if City library services are in need of updating or expansion.

Public Health Services

The West Allis Health Department provides community leadership to protect and promote the health of West Allis citizens. To achieve this mission the Health Department provides a broad range of services; examples include:

- Public Health Nurses and Community Health Screening Technicians provide health screenings, immunizations, counseling, communicable disease control, and referral to community resources, in a variety of settings for infants, children and adults.
- Dental Health Services
- Health Educators offer health education programs on a variety of topics
- Environmental Health Services include compliance inspections, complaint investigations, and lead poisoning prevention
- Services and activities for senior citizens at the Senior Center
- Vital statistics, including birth and death certificates
- Commercial scale and weight inspections

The mission to protect and promote the health of West Allis residents is accomplished by providing the necessary leadership to bring the various public, private, non-profit and voluntary sectors together to work collaboratively to achieve this mission. Every five years the health department convenes those public health system partners and stakeholders to develop and implement a community health improvement plan. The department also provides space in its facility for community partners to provide needed services for residents.

Recommendation

The health department facility was built in 1978 and was designed primarily as a health clinic to serve individual clients. The future of public health practice dictates that public health departments will convene and mobilize stakeholders and partners to improve the health status of the community. In addition the department should be a one-stop center where health department staff and community-based organizations can provide needed services. It is recommended that there be strong consideration to expand and update the facility to accommodate these new, contemporary roles for the health department and also deal with the acute shortage of parking at the facility.

Farmers Market

Located within the general area of downtown at W. National Avenue and S. 66th Street is a permanent facility for one of the Milwaukee region's oldest and largest farmer's markets. The West Allis Farmer's Market is open every Tuesday, Thursday and Saturday from May through November with produce available from a wide variety of farms throughout the state of Wisconsin. This tastefully appointed facility is also utilized by others throughout the year for events such as antique shows, car shows and holiday festivals.



Originally established in 1919 at the 6 Points (intersection of West Greenfield Avenue, West National Avenue and South 62 Street) in the present location of the Paradise Theater and relocated in 1930 to its current place on South 65 Street and West National Avenue, the West Allis Farmers Market has been a source of fine fresh produce for generations of families. Grandparents and parents have brought their children and relatives to shop at one of the largest, and the longest continuously run Farmers Market in Wisconsin. One reason that the West Allis Market shines above the rest is that all the farmers at the market must raise what they sell. If you want only the freshest produce grown in Wisconsin, shop the West Allis Farmers Market.

Recommendation

A restoration of the Historic West Allis Farmers Market was completed in 2006. Since that time additional programming has taken place on the site such as Food Truck Friday's, various wine and beer tasting events, holiday and seasonal community gatherings, an annual National Night Out neighborhood event. Winner of the Sheppard Express, Best of 2020, the City hopes that as the neighborhood around the site continues to grow that an expansion of both public and private uses within the Farmers Market site will take place.

Senior Center

The West Allis Senior Center is located at 7001 West National Avenue. The building was built in 1954 and was originally used as a YMCA. The City purchased the building in 1980 and has used it as the Senior Center since that date.

The West Allis Senior Center promotes a healthy quality of life where aging is viewed as natural, positive and purposeful. Older people retire to new roles, if desired, or continue working in a variety of ways. People begin to plan for later interests and activities and the maintenance of relationships as valuable keys to the fulfillment in aging. Overall, the vision is to challenge the growing population with knowledge and responsiveness.

The West Allis Senior Center provides services focused on the recreational, social, and personal needs of elderly residents. The Senior Center is operated under the administration of the Health Department and the governing and policy making body of the Commission on Aging. Regular Advisory meetings are held.

Membership in the West Allis Senior Center is available for a small annual fee for West Allis residents or non-residents and day passes are available for guests. Membership in the Center allows participation in the regular weekly classes and group activities in addition to the special tours offered throughout the year. Membership is open to anyone age 55 or older and his/ her spouse of any age.

A variety of over 30 classes are offered each week, at least one tour a month and many special other events and guest speakers are offered monthly.

Recommendation

As the baby-boomer generation ages there will be increased demands for space and for programs at the Senior Center. With the Senior Center already at or near full capacity, consideration of expansion of the buildings and programs for seniors to fit the needs of the aging baby boomer demographic should be explored within the 20-year planning period.

County Facilities

Milwaukee County owns and maintains a number of facilities in the City of West Allis, including McCarty, LaFollette and Greenfield parks, which are described in greater detail in the Parks and Open Space chapter.

Recommendation

Continue the positive partnership that exists with Milwaukee County to ensure that our County Parks continue to serve the needs of our community.

Law Enforcement & Protection

The Police and Municipal Court Center, which houses the West Allis Police Department and Municipal Court is located at 11301 West Lincoln Avenue. The West Allis Police Department also has a substation located at 6900 West National Avenue. Police service is available 24 hours a day. As of 2018, the Police Department had 229 sworn officers, with a capacity for 231, and 54 civilian support staff. The Department is divided into two divisions, Support Services and Operations. The Support Services Division includes Communications, Community Services, Forensic Technical Services, Technology, Records and Training. The Operations Division includes Patrol, Sensitive Crimes, Criminal Investigations and Special Investigations.

In 2018, officers responded to 52,862 calls for service (52,666 in 2008), wrote 4,700 incident reports (8,381 in 2008), investigated 1,165 motor vehicle crashes (2,498 in 2008), issued 502 traffic citations/ warnings (8,200 in 2008), arrested 420 individuals for drunk driving and investigated two homicides (482 in 2008).

Recommendation

Within the planning period, the Police Department anticipates a significant need for equipment and adequate funding to address both the investigation of technology-based crimes and technology advances available to law enforcement agencies that allow for greater effectiveness and efficiency. Additionally, a technological upgrade to the existing dispatch center will be required.

The Police and Municipal Court Center has a critical shortage of adequate parking. An expansion of their existing parking lots is required over the next five years.

Fire Suppression, Emergency Medical Services, and Community Risk Reduction

The West Allis Fire Department achieved accreditation through the Center for Public Safety Excellence (CPSE) in 2004 and is currently only one of 284 accredited fire departments in the United States and Canada. The City of West Allis has an Insurance Services Office (ISO) rating of one, which is the best score possible. The score is given by an outside agency who reviews numerous datapoints about a city including the water system, 911 center, and the staffing and apparatus of the local fire department. The rating affords property owners in the city a lower rate when compared to property owners in a municipality with a higher rate. West Allis is one of only a handful of municipalities in the country to hold both CPSE accreditation and an ISO one rating.

The department's administrative offices are located at 7332 West National Avenue. The department operates three fire stations located at 10830 West Lapham Street, 2040 South 67th Place and 7300 West National Avenue. All facilities were either newly constructed or have been remodeled since 2004, with funding from Wisconsin Energies. The Police and Fire Emergency Dispatch Center is located within the City's Municipal Court facility, located at 11300 West Lincoln Avenue. Each year, the fire department responds to over 9,500 emergency calls for service and performs nearly 6,000 fire prevention compliance inspections, plan reviews, and site inspections. The fire department has signed on to a shared services agreement along with Milwaukee, Wauwatosa, Greenfield, Franklin, Oak Creek, St. Francis, and the North Shore Fire Department. This agreement commits each fire department to operating under one set of guidelines, training their members together, and standardizing as many procedures as possible, allowing us to operate as one large fire department, regardless of municipal borders. The fire department is also a member of Mutual Aid Box Alarm System (MABAS) Division 107. Mutual aid resources are available via contract from most of Wisconsin, all of Illinois, and Minnesota.

The department has seen a continual increase in demands for service over the past 100 years. As demands have increased, staffing has steadily decreased since the 1960s. Seeing this business model as non-sustainable, the department has put a large emphasis on community risk reduction. The Bureau of Fire Prevention is tasked with fire code enforcement, fire safety education, post fire incident investigation, and is expected to find ways to decrease overall demand of fire units such as the reduction of false fire alarms and the prevention of fires. The Bureau of Mobile Integrated Healthcare is tasked with reducing emergency medical incidents in our community. A team of specially trained paramedics provides extra attention to citizens who use 911 more often than others to identify the root cause of their issue and to prevent them from relying on the fire department for help in the future. They also target areas of community risk such as homelessness and substance abuse disorder and proactively get people help before they become reliant on the 911 system for medical care.

Recommendation

Regarding facilities, the condition and location of Fire Station 3 should be given consideration in the City's long-term plan. Units from Fire Station 3 protect the entire western edge of our city, from the northern border to the southern border and from South 92nd Street to South 124th Street. The station is currently located on the northern half of that territory. The fire department consistently fails to meet national response time standards for incidents that occur on the southwest portion of the city as the drive time from Fire Station 3 to that area makes it impossible to safely arrive there within the expected national standard. Additionally, Fire Station 3 has many expensive maintenance issues looming including: a faulty foundation, several leaks in the roof, and an outdated HVAC system. Ideally, a new fire station would be constructed more centrally

located on the western side of the city, providing equal response times to our citizens on both the northern and southern sections of the west side.

Smart City Technology

More cities are turning to new technology and advanced networks to help them manage resource constraints. In particular, the Wisconsin and the more regionally, the Southeastern Wisconsin region, could increasingly turn to smart city solutions.

Smart cities use IoT (the internet of things) devices such as connected sensors, lights, and meters to collect and analyze data. Cities then use the data to improve infrastructure, public utilities and services, and more.

It's important to note that not all smart city improvements are very futuristic at all. For instance, LED street lights, they are more energy-efficient than older options. Another technology being implemented in Chicago are sensors that are placed in trash bins that notify the city when a rat family has taken residence in a dumpster so that city workers know to dispose of them. In Racine County, a smart public park technology, collects data on what park facilities are being used (example playground equipment) and monitors and collects data on what people do while they are at a park. This helps local government focus future capital improvement spending on infrastructure that people most use and enjoy. All access county-wide 5G wireless internet, which allows all people from varying levels of income to have access.

Outlined below are how smart cities provide a more efficient and higher quality lifestyle for their residents, and the methods they use to reach these goals.

Smart City Technologies

Smart city devices work to make everyday tasks easier and more efficient, while relieving pain points related to public safety, traffic, and environmental issues. Here are some of the most popular smart city technologies:

Smart utility meters

A top IoT device among utility companies is the smart meter. These devices attach to buildings and connect to a smart energy grid, allowing the utility companies to manage energy flow more effectively.

Smart meters also allow users to track their energy consumption—leaving a significant financial impact. Insider Intelligence expects utility companies to save \$157 billion by 2035 due to smart meter adoption and implementation.

Smart transportation

Connected vehicles have made their way to the forefront of public transit—and the efforts have already started to bear fruit. Insider Intelligence projects US connected cars will make up 97% of the total number of registered vehicles by 2035.

For transportation, smart city devices can ease traffic pain points and prevent car-related accidents and deaths. Insider Intelligence

Specifically voice search and location data capabilities are attractive to drivers, and as smart applications continue to evolve and grow, so will the adoption of smart transit.

Smart grids

Arguably the greatest implementation of smart architecture and infrastructure is smart grids, which help tremendously with resource conservation. Amsterdam, for example, has been experimenting with offering home energy storage units and solar panels for households that are connected to the city's smart grid.

These batteries help lower stress on the grid at peak hours by allowing residents to store energy during off-peak hours. The solar panels also let residents sell spare energy from the panels back to the grid.

Smart waste management solutions

Waste management is both costly, inefficient, and can cause traffic buildup. Smart waste management solutions can alleviate some of these pain points by monitoring how full trash cans are at a given point and send that data to waste management companies, providing the best waste pick-up routes.

Smart waste management solutions will make everyday tasks of sanitation workers more efficient.

Some smart waste bins, like the [EvoEco](#), have the ability to tell users which items should be composted or recycled and can even show messages that share how much an organization can save by recycling.

Smart air quality monitors

There are constantly air particles, dust, dirt, cleaning chemicals, floating around in the air of one's office building or home. Smart air quality monitors can detect these particles and inform users of pollutants.

Monitoring indoor air quality (IAQ) can better alert people of unsafe pollutant levels via an indicator light or push notifications to one's smartphone or tablet.

Racine, WI

In 2019, the city of Racine was one of five cities from the U.S. to win the Smart Cities Council's Smart Cities Readiness Challenge, a nationwide competition recognizing cities that demonstrate their commitment to becoming a smart city.

Racine officials entered the competition to help address "specific opportunities and inequities facing the community," like developing greater access to high-speed internet, building multimodal methods of transit to provide better access to jobs, technology to improve public safety and efforts to lower its carbon footprint.

Adults Worldwide Who Are Willing to Use and Pay for Smart City Transport/Mobility Initiatives, April 2020

% of respondents

	Use	Pay
Citizen app for real-time public transit information about delays and service disruptions	75%	35%
Access to Wi-Fi in stations/in transit (e.g., at metro stations, bus stops, within metros, buses)	72%	37%
Smart card or app-based access for all public transport modes (e.g., metro, buses, ferries)	68%	46%
Intelligent traffic signals to automatically update traffic signals based on real-time traffic (e.g., automatic lane clearances for commuter vehicles such as buses and vans)	66%	35%
Smart parking to count available parking spaces in the neighborhood	65%	40%
App-based bicycle/electric bike rentals for last-mile connectivity	61%	49%
Apps that provide availability and payment options for a combination of transport methods, such as car and bike sharing, taxis and car rentals/leases, and public transport	59%	43%
App for ride sharing with people going to the same area (e.g., office, college)	56%	42%
Autonomous vehicles (used for shared services on fixed routes) that interact with traffic sensors to autonomously move more efficiently	52%	43%

Source: Capgemini Research Institute, "Street Smart: Putting the citizen at the center of smart city initiatives," July 27, 2020

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Power Plants & Transmission Lines

Electricity and gas services are provided to the City of West Allis by We Energies. Within the area, We Energies operates coal-fired power plants in Oak Creek and the Milwaukee County Grounds. We Energies also has several renewable energy facilities and programs to diversify its portfolio and offer sustainable energy solutions for the region.

Electric transmission lines, operated by the American Transmission Company (ATC), provide power generated by We Energies throughout the region. These transmission lines traverse West Allis along two axes. North to south, transmission lines run along the east side of I-894, and east to west, transmission lines align with the Union Pacific Railroad line, west of I-894.

Recommendation

Maintain communication and work with We Energies and the American Transmission Company regarding the generation and supply of power within the city and region.

As discussion and legislation regarding sustainability and renewable energy continues to progress, the City should be aware of how future energy production will effect services in the city, region and state.

Education

The West Allis-West Milwaukee School District (WAWM) is a public school district with a September 2019 enrollment of 7,878 4K-12 students (see figure 2 – enrollment by grade group). The boundary of the West-Allis-West Milwaukee school District coincides with the Village of West Milwaukee and City of West Allis municipal boundaries with the exception of the southwest section of the school district. The district covers a small portion of the southeastern section of the City of New Berlin and a few block area of the City of Greenfield.

OVERVIEW OF DISTRICT AND SCHOOLS

- The West Allis-West Milwaukee School District (WAWM) covers 14.2 square miles, fully encompassing the City of West Allis and Village of West Milwaukee, but also including portions of the Cities of Greenfield and New Berlin.
- The District operates eleven elementary schools (grades 4K-5), three intermediate schools (grades 6-8), and two comprehensive high schools and one project-based learning high school (grades 9-12).
- Most of the District's schools are currently operating significantly below their maximum operating capacity.
- Since the mid-1990s, the District has shifted and consolidated schools to address decreasing enrollment and aging facilities—most recently at the intermediate school level.
- Over the past decade, the number of private schools operating in and near the WAWM District—and their enrollment—has increased.

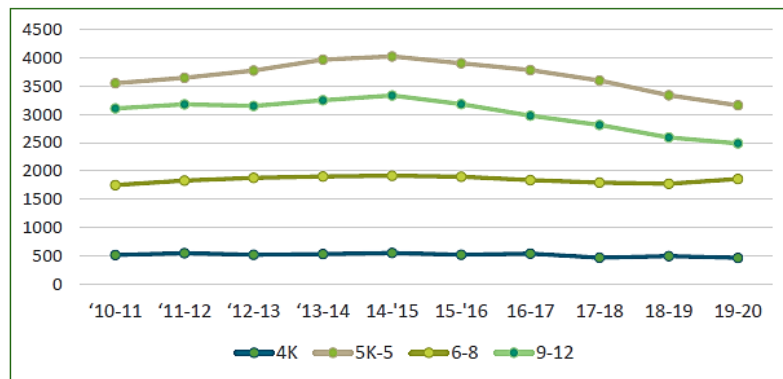
There are six private schools within the WAWM District boundary. Nine additional private schools located within a mile of the WAWM District boundary. Enrollment at the six private schools within the District boundary almost doubled between 2010 and 2019, increasing from 732 students to 1,299 students. All private schools located in the boundary of the WAWM District either had steady or increasing enrollment between 2010 and 2019

Figure 2: Enrollment by Grade Group, September 2010 to September 2019

Grade Group	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	10 Year Change
4K	509	542	516	527	547	516	535	463	489	462	-47
5K-5	3,554	3,650	3,779	3,971	4,028	3,907	3,784	3,599	3,339	3,117	-437
6-8	1,749	1,829	1,878	1,901	1,914	1,896	1,837	1,794	1,772	1,859	110
9-12	3,107	3,177	3,151	3,250	3,336	3,181	2,977	2,813	2,593	2,440	-667
Total 4K-12 Enrollment	8,919	9,198	9,324	9,649	9,825	9,500	9,133	8,669	8,193	7,878	-1,041
Resident 4K-12 Enrollment	8,047	8,187	8,186	8,286	8,389	8,208	7,898	7,639	7,444	6,954	-1,093

Sources: 2010-11 to 2018-19: Department of Public Instruction; 2019-20: West Allis-West Milwaukee School District

Figure 3: 4K-12 Total Enrollment by Grade Group, 2010-2019



Sources: WI Department of Public Instruction, WAWM School District

- The District is engaged in a facility planning effort, which could lead to future changes to its school facilities. It is reasonable for the District to consider school consolidation over the next 10 to 15 years, particularly at the elementary school level. Projected enrollment in each of the 49 neighborhoods could help decide where consolidation may be most appropriate and how attendance areas might be adjusted. However, other factors such as school condition, age, design, size, and site area are also very important in such decision making.

Elementary School Program

What course a child's future will take is often determined by his or her early educational experiences. West Allis-West Milwaukee Schools strive to instill students with a sound basic education and a positive attitude toward learning. In addition to the core subjects of reading, language arts, writing, math, science and social studies, the elementary program features comprehensive computer keyboard training for all students during their elementary education, an innovative musical instrument program beginning at the kindergarten level and taught with active parental involvement, and specialized instruction in art, music and physical education.

Intermediate School Program

Frank Lloyd Wright, Lincoln, and West Milwaukee Intermediate Schools are designed to provide students with a transition from self-contained elementary school to a comprehensive high school program. The Intermediate schools have adopted the “Team Teaching” concept to aid in this transition. Each Team contains a group of approximately 60 to 70 students who are taught the basic curriculum by a team of two teachers. Students are also provided many opportunities to explore a variety of interests including: exploratory programs in technology, drafting, business, education, and family consumer education; art, music, multi-media, and foreign language instruction; and a variety of intramural sports and extracurricular activities.

High School Program

District high schools offer comprehensive educational opportunities for students intending to continue their schooling after graduation and for those entering the work force. West Allis Central and Nathan Hale High School students can choose from over 200 courses to meet their educational and career needs. Our Alternative High School is James E. Dotke and offers students an opportunity to learn in an alternate setting.

For university-bound students, annual College Board Advanced Placement tests are provided. Guidance counselors are available to assist students in designing programs to meet their secondary education and career goals.

A number of courses are available to students that are directly transferable to the Milwaukee Area Technical College, thus reducing the time and number of courses needed to earn a degree. Career guidance centers, employment-focused curriculums, and cooperative education options help students set their career paths early.

Full-Day Kindergarten

Among the district’s most important innovations is the implementation of full-day kindergarten. Half-day programs are also offered. Full-day kindergarten was initiated at parental request with the support of kindergarten teachers. A survey taken in April of 1998 indicated that 83% of parents with kindergarten students preferred the full-day kindergarten option. Many educators believe that full-day kindergarten programs better prepare students for the first grade. Half-day 4K Kindergarten is also offered to West Allis and West Milwaukee residents.

Special Education Program

Exceptional education programs are as diverse, and as special, as the children they serve. Exceptional education programs are available to students with physical, emotional, mental, and learning disabilities. Just as important is a historical commitment to integrating these children into their schools - and society - to the greatest extent possible. That tradition is carried on as the district continues to innovate and implement programs to best serve the academic and social needs of its special children.

School-to-Work Program

The link between learning and earning is the School-to-Work program. The program connects classroom instruction to real-world work experiences, in addition to providing career exploration opportunities and an awareness of good work habits.

School-to-Work is a means for students to discover for themselves which careers they may wish to explore and learn what post-graduation education and training those careers require. Some of the many opportunities available through School-to-Work are internships, job shadowing, cooperative education and community service experiences, career guidance by employees in fields of student interest, and vocational education training.

Family Resource Center

Families looking for community resources or a place where their children can play with others are encouraged to check out the Family Resource Center. Located at Horace Mann Elementary School, 6513 West Lapham Street, the center is geared toward families with children up to the age of eight. Games, toys, videos, books, and parent resource information are available to be borrowed.

Fine Arts Program

An education that doesn't include the fine arts can't be considered complete. The fine arts develop and enhance critical thinking and communication skills, creativity and self-expression. For these reasons, West Allis-West Milwaukee schools offer students a vast array of fine arts experiences. Included among them are Suzuki Strings for K-3 students, high school jazz ensembles, the Strolling Strings and inter-generational choirs. Art classes include, but are certainly not limited to, ceramics, painting, drawing, sculpture, jewelry making and pottery.

Private Schools and Higher Education Facilities

Other private educational providers supply unique additional options for area families and are considered a major amenity to the City. Private educational providers within the City of West Allis include: Good Shepherd School, Lamb of God Lutheran School, (2) Mary Queen of Saints Catholic Academy facilities, St. Paul's Lutheran School, and Grace Christian Academy. Many higher educational opportunities such as Milwaukee Area Technical College, Sanford-Brown, Marian College, Viterbo University and Lakeland College also exist in West Allis.

Recommendation

Support educational initiatives that provide students with the skills to address the changing economy. Establish regular communication with area education providers to discuss issues of mutual concern including facility location/expansion, impacts of new development, impacts of education facilities and activities on the community, parks and recreation programs, population and growth projections, and involvement in the community.

West Allis – West Milwaukee Recreation, School, and Community Services

The West Allis - West Milwaukee Recreation School and Community Services Department, a division of the West Allis-West Milwaukee School District has continued to evolve over the past 10 years expanding beyond traditional recreation services to provide more school and community related programs. The Department stands by its mission of providing safe recreation and enrichment opportunities for all ages that promote lifelong wellness through partnerships and services to enhance the overall quality of life in the West Allis and West Milwaukee communities. Opportunities can be found for children as young as nine months to our most senior community members in the areas of arts, athletics, aquatics, dance, fitness and general leisure enrichment. Additionally, the Recreation Department continues to offer after school

programming to youth in our SAFE, REACH, and PASS programs and when school is not in session Non-School Day camps are offered.

The Recreation Department has observed increased interest in programs regarding the use of technology, current fitness trends, as well as athletic and school readiness opportunities for younger children. The Recreation Department prides itself on offering high quality programs at affordable prices. Despite changes in the economy and socio-economic demographics of the community the city has seen increased program enrollments and a greater demand for service and educational programs that support the school day. The Recreation Department supports these needs through after school SAFE and REACH programs and youth summer breakfast and lunch programs.

Recommendation

Due to expanded program offerings over the past years, the Recreation Department has maximized the use of the all 16 school buildings, 2 recreation buildings, and the city parks available to it. As the Department strives to meet the ever-changing needs of the community it foresees a shortage of gymnasiums, athletic fields, and green space to accommodate all recreation programming needs and the community organizations seeking to use the school district and community facilities available. As they look to the future, it is important to maintain and improve facilities, available parks, athletic fields, and green spaces that we have in West Allis.

Consideration will need to be given to facility improvement so that the city can continue to offer the high quality and affordable programs that our community has come to know and expect.

Hospital

Aurora West Allis Medical Center, located on 8901 West Lincoln Avenue, offers a complete range of care programs. Women at all stages of life can also experience comprehensive care in a relaxed, healing environment at the Aurora Women's Pavilion which is located on the hospital campus.



Recommendation

Within the planning period a future expansion of the existing Aurora campus to the northwest (South 92 Street and West Lincoln Avenue) may be explored.

Honey Creek Cemetery

The Honey Creek Cemetery is the City's only cemetery and is located at South 84th Street, south of National Avenue. Located within Honey Creek Park, the cemetery is one acre in size and was established in 1849. There are a total of 112 burial lots. In 1946 the Honey Creek Cemetery Association deeded the Honey Creek Cemetery to the City of West Allis. According to a historical resource survey conducted in 2007, the cemetery site does not retain enough historic integrity, or no longer meets the criteria necessary for National Register listing.

Recommendation

Continue maintenance of this facility, as it serves as a valuable educational and cultural resource.

ENGINEERING & PUBLIC WORKS FACILITIES

Public Works Division

The Public Works Division is located at 6300 West McGeoch Avenue where their main office building was constructed in 1946. In addition to being the home office of the Public Works Division and the City's recycling center, storage buildings are utilized for city fleet vehicle storage and maintenance.

Recommendation

Within the 20-year planning period there will be a need for a major evaluation to determine if renovation, relocation or expansion of the Public Works Division's outdated facilities are necessary. Major capital improvements may be needed in order to continue operations at the existing site due to the age, deterioration and economic obsolescence of the existing facilities.

Morgan Avenue Yard

The Public Works Division also has a secondary 15- acre location for yard waste drop-off, storage and processing at South 116 Street just south of Morgan Avenue

Recommendation

Within the 20-year planning period the city will explore alternative sites to the 116th and Morgan site yard waste drop-off site as the South 116 Street drop-off site has potential for future residential development. Alternative facilities will have to be provided to adequately replace all of the Public Works operations that are currently being undertaken at the Morgan Avenue Yard.

Solid Waste Disposal

The City of West Allis provides curbside/alley edge refuse collection for residents. It is disposed of at a transfer station at 5032 West Rogers Street.

There is no facility within the City of West Allis that accepts hazardous waste. There are free hazardous waste drop-off sites in the Cities of Milwaukee and Franklin and the Village of Menomonee Falls.

Recommendation

Within the 20-year planning period the City may look at adding scrubbers to the transfer station location to mitigate the release of odors into the neighborhood.

Street & Sewer Division

The Street and Sewer Division of the City of West Allis Engineering and Public Works Department is responsible for the repair and maintenance of 175 miles of City streets, 423 miles of alleys and 278 miles of sidewalks, 228 miles of storm sewer and 172 miles of sanitary sewer, 215 miles of water main and 2,617

fire hydrants, 6,974 street lights and 752 alley lights. Street and alley maintenance involves the repair and replacement of various types of pavement, including filling potholes, patching and crack filling. Similarly, sidewalk maintenance centers on shimming slabs that have been displaced or replacing deteriorated slabs. The maintenance of streets also includes sweeping throughout spring and summer and leaf collection in spring and fall.

The Sanitation Division and the Street and Sewer Division combine to provide emergency snow and ice control operations. Typically, many of these operations entail the application(s) of salt and/or abrasives to City streets. Larger quantities of snow must be handled by plowing. During a full scale plowing operation, the Sanitation and Street Division will have 40 pieces of equipment on the street.

The maintenance of the sewer system may be divided into two separate areas: storm sewer system maintenance and sanitary sewer system maintenance. The storm sewer system transports surface water runoff captured in catch basins to various streams and rivers in and around the City. The sanitary sewer system, on the other hand, transports wastewater from residential and commercial properties to the sewerage treatment plant at Jones Island.

Recommendation

Continue the annual review of street and sewer conditions to appropriately annually fund the 10-year Capital Improvements Program.

Water Supply

The City of West Allis purchases water from the City of Milwaukee and distributes it through a network of water mains, which are owned and maintained by the City of West Allis. Milwaukee Water Works filters and treats water from Lake Michigan in accordance with current regulations. The water is tested for 90 EPA-regulated contaminants, as well as 450 unregulated contaminants before it enters West Allis through the two (2) metered supply locations.

Water is distributed throughout the City in a network of over two hundred miles of underground transmission and distribution mains utilizing three reservoirs and three pumping stations. The reservoirs consist of two 1,500,000-gallon elevated water tanks and one 4,000,000-gallon underground reservoir. The West Allis Water Division, a division of the Engineering and Public Works Department, is responsible for the maintenance of the transmission and distribution system which includes repairing leaks and main breaks, performing water sample testing, exercising valves and many other routine maintenance tasks.



The West Allis Water Division manages the metering of water using a computerized meter reading system. Each meter in the City is read and billed quarterly.

The City performs evaluations of the existing water system and plans, designs and inspects the installation of system upgrades.

The main responsibility of the West Allis water utility is to provide good, safe, drinkable water to the consumers as well as fire protection for the properties.

Recommendation

The utility will be challenged to maintain affordable rates as operational costs increase and water sales continue to decline for industrial businesses.

Within the planning period, the City of West Allis anticipates the need for many upgrades to infrastructure to accommodate new development and redevelopment projects and to maintain a high level of service for existing development.

Wastewater Service

West Allis owns and operates approximately 180 miles of sanitary sewer collection system, which provides access to sanitary service throughout the city. The City's collection system drains to a metropolitan interceptor system provided by the Milwaukee Metropolitan Sewer District (MMSD), which is a regional government agency with taxing authority, established by the State of Wisconsin. MMSD serves over one (1) million people in 28 Milwaukee area communities. Sewage is collected from the communities, treated at one of two wastewater treatment plants and then discharged back into Lake Michigan.

The Engineering and Public Works Department, Sanitation and Streets Division, performs the routine maintenance of the sanitary sewer system as well as responds to emergency sewer related issues. The sanitary sewers are cleaned on a regular schedule. Inspection of manholes and sewer lines is also performed regularly. The Streets and Sanitation Division works closely with the Engineering Division to ensure the optimum performance of the system.

The West Allis Engineering Division performs evaluations of the existing sanitary sewer system and plans, designs and inspects the installation of system upgrades.

Recommendation

Within the planning period, the City anticipates the need for many upgrades to infrastructure to accommodate new development and redevelopment projects, reduce inflow and infiltration of clear water into the system and to maintain a high level of service for the citizens and businesses of West Allis.

Stormwater Management

The City of West Allis owns and operates a separate stormwater system. The City's storm sewer system is a network of 228 miles of sewer providing drainage for the streets and individual properties within the City. Runoff collected by this system is discharged to the Menomonee River, the Kinnickinnic River, Honey Creek, Underwood Creek and the Root River.

In 1999, West Allis created a stormwater reserve to allocate the costs of maintaining the stormwater system to property owners based on their estimated contribution to the system. This funding mechanism allows the City to perform the necessary work required to improve the stormwater system to reach the State of Wisconsin stormwater quality regulations and to control stormwater run-off. Properties are divided into residential and non-residential classes. Each residential unit is billed for one Equivalent Residential Unit (ERU). A single-family property will be charged about \$60 per year. Non-residential properties are charged based on the amount of impervious surface located on the property.

The West Allis Engineering and Public Works Department's Sanitation and Streets Division, performs the routine maintenance of the sanitary sewer system as well as responds to emergency sewer related issues. In an effort to improve the quality of the stormwater discharged to the waterways, Sanitation and Streets division cleans the sumps in catch basins. In addition, streets are swept on a regular schedule to remove material that would otherwise be carried into the stormwater system and eventually enter waterways.

The West Allis Engineering Division performs evaluations of the existing storm sewer system and plans, designs and inspects the installation of system upgrades.

Recommendation

Within the planning period, the City anticipates the need for many upgrades to infrastructure to accommodate new development and redevelopment projects, replace aging parts of the system and increase detention facilities. The City's long-term stormwater goals include improving the water quality to meet or exceed the regulatory levels and to provide a higher level of protection against flooding for the citizens and businesses of West Allis.

In an effort to better manage stormwater flooding, as well as stormwater quality, the City of West Allis needs to have a long-term plan to achieve these goals. This plan could explore the installation of underground detention structures or open detention ponds as opportunities arise with each new development or redevelopment in the City. Additional opportunities to install detention will be available through a coordinated effort of the City and commercial property owners, large and small, as part of projects such as repaving parking lots or in solving drainage issues on existing sites.

There are several methods of stormwater detention available. The particular method of detention will be determined by the characteristics of the site. In a site where land is available, the installation of a pond or bio-retention may be the preferred choice. The installation of underground detention structures may be best suited for properties that require the full use of the site. The improved stormwater management can be achieved regardless of which method of stormwater detention is chosen.

The installation of stormwater detention facilities is an effective way to deal with both the quantity and quality issues. Detention facilities will help the City achieve the stormwater quality standards set by the State of Wisconsin Department of Natural Resources. Detention reduces the impact of storm events by holding the initial surge of stormwater and releasing it at a reduced rate, which increases the level of protection of the storm sewer system. Detention of stormwater helps the entire community by reducing the risk of flooding and improving the quality of the environment.

Additionally, the City must find creative ways to overcome MMSD's stringent sewer shed flow allocations, which penalize existing urban areas and thus promote urban sprawl.

Additional initiatives include: adding impervious pavement to select paving projects, naturalizing the Honey Creek and day lighting it in select areas and eliminating excess pavement in areas throughout the City wherever possible.

Chapter 9: Redevelopment Opportunities

GOALS & OBJECTIVES

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 and recent efforts to conduct and implement new corridor studies and branding efforts have helped West Allis to become known as a savvy survivor. As the Milwaukee Journal Sentinel noted, “rather than digging in, West Allis, true to its independent nature, traditional values and hardworking roots, went on the offensive.” Using Tax Incremental Financing (TIF) and New Market Tax Credits, West Allis has fostered the creation of the city’s single largest taxpayer (Summit Place Office Complex). Additional community cornerstones, such as the South 70th Street corridor, and new apartment developments (Element 84 and the West), two new hotels (Hampton Inn and Suites, Holiday Inn Express) have also blossomed through the effective use of the City’s willingness to look ahead and not become complacent with what is now. The implementation of façade improvement grants has improved various properties within the City, and a codified site, landscaping and architectural review process have increased design standards.

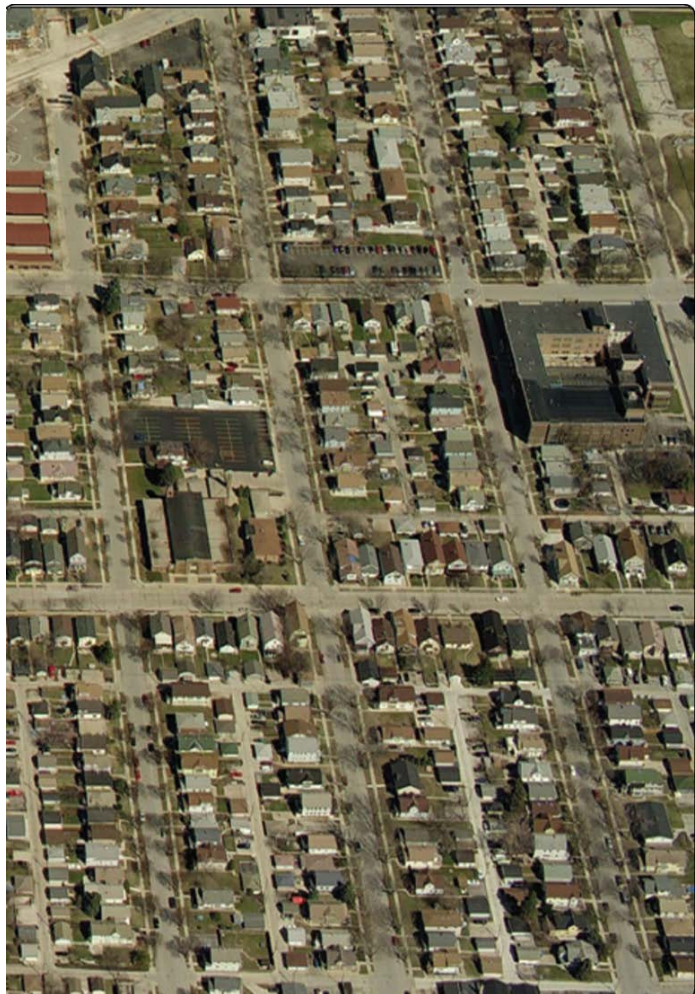


As a counter to sprawl, urban redevelopment is a proven technique for sustainable growth, and efforts undertaken in West Allis may be models for the metropolitan area. A “Brownfield-Greenfields Land Trade-off Study,” performed by George Washington University noted that for every one acre of brownfield 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 concept 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 Area 1 - Highway 100 Corridor/Northern Gateway

Highway 100 Corridor Study

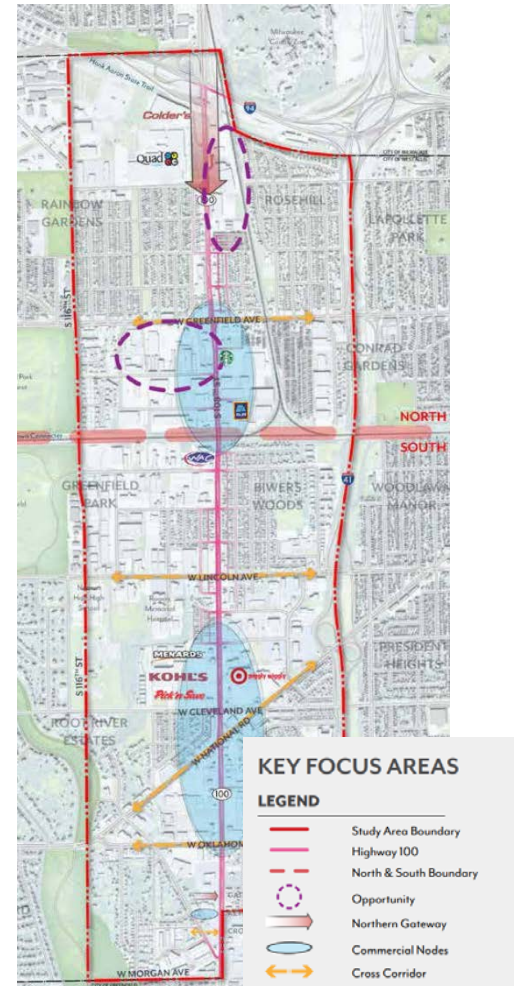
In 2019 the City of West Allis contracted a design firm to develop a long-term vision and re-development strategy for Highway 100. The strategy is grounded in a comprehensive market analysis and provides concrete development and policy recommendations. Physical planning recommendations for future development, transportation, placemaking, and identity are blended with market-based catalytic development strategies. The result is a realistic yet aspirational strategy that provides a road map for short and long-term improvements, strengthening identity, attracting a more diverse and dynamic mix of users, and sustain growth and economic vitality along the corridor.

The key recommendations to improve the Highway 100 corridor include:

- Diversify the mix of uses.
- Focus on increasing mobility, not traffic flow.
- Create mixed-use, walkable destinations.
- Give Highway 100 a unique brand and identity.
- Promote desired development patterns.

Objective

Guide development to maximize the tax value, to be compatible with surrounding uses, and provide a benefit to West Allis citizens. This area serves as the heart of the Zoo Interchange – among the highest traffic volumes in the State of Wisconsin. Given the areas prime location along the interstate, properties possess the potential to be among the top locations in the City, and perhaps the Milwaukee Metropolitan region for redevelopment if properly marketed. Underutilized properties within this corridor will experience economic pressures to be redeveloped with higher densities and increased taxable value.



Recommendations (incorporated from the Highway 100 Study action items):

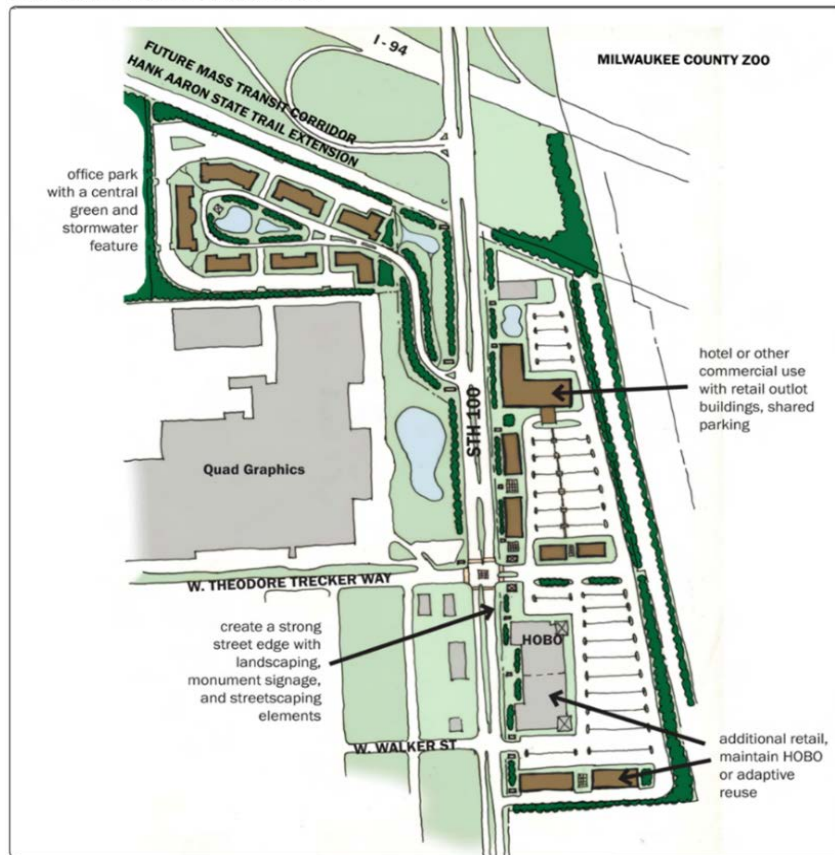
- Update the City zoning code and zone/align areas within the corridor with the land use plan. In general, maintaining a Commercial or Mixed Use/Commercial zoning designation along the corridor to achieve the goal of a vibrant mixed use places.
- Improving mobility without widening Highway 100. Access, connectivity and bike/ped accommodations - Investigate the potential for a secondary entrance/exits or cross-access with abutting property owners.
- Branding and Placemaking – incorporate the West Allis brand. Investigate opportunities to integrate gateway signage into the north gateway area.
- Create a high-quality mixed-use development that serves as a gateway into West Allis from the

north along Highway 100. Development concepts should provide an identity for the area with a strong street edge consisting of landscaping, buildings, fencing, or signage.

- Address underutilized sites and vacancy. Identify key areas for opportunity.
- Engage and communicate with stakeholders, property owners, brokers, neighborhood associations and market the vision
- Create favorable financial drivers to spur re-investment
- Reinforce site, landscaping, and architectural design standards.



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



Concept Area 2 – Northwest Industrial Area

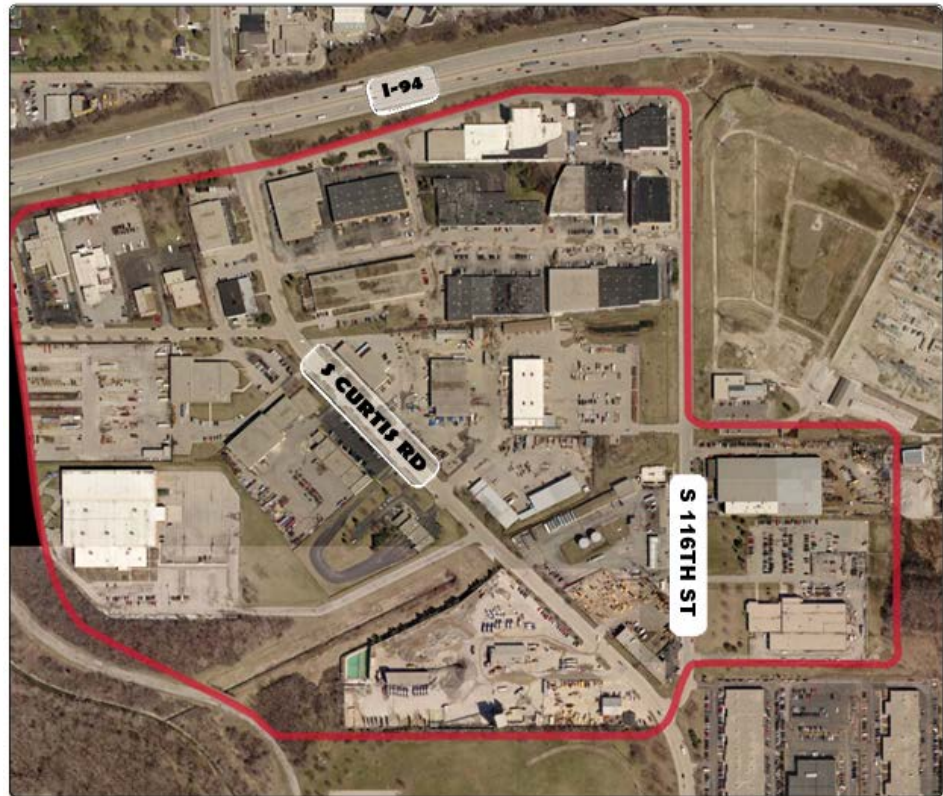
Objective

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.

As part of the City’s site, landscaping and architectural design review process, Planning and Building Inspections worked with property owners within this area (such as Zignego, Poblocki Paving and Elite Environmental) on improving the appearance of their

Figure 9-5: Area 2, Existing conditions



respective properties as part of the special use process and sit, landscaping and architectural review process. In each case the properties were incrementally improved through site improvements, the addition of landscaping, sound walls so as to reduce noise, dust and odors associated with the existing or expanded operations.

Concept Area 3 – West Schlinger Avenue

Objective

Consolidate smaller properties along West 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.

The 2040 plan recommends that the West Schlinger Avenue area continue to be a mix of commercial and light industrial uses primarily along the north side of the street. The area will continue to be a good incubator for burgeoning small businesses and expansion. The opportunity for Planning and Economic Development

will be to review existing zoning and land use considerations along this stretch to perhaps focus on additional light industrial opportunities.

Concept Area 4 – State Fair Park Greenway

Objective

Work with property owners and the State Fair to implement a streetscaping program that creates a memorable gateway into the City along South 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 West Washington Street. Along the west side of the State Fair property, extend signature fencing and streetscaping along South 84th Street, north to the City limits, as well as install decorative streetlights, banners, and a gateway feature.

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

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

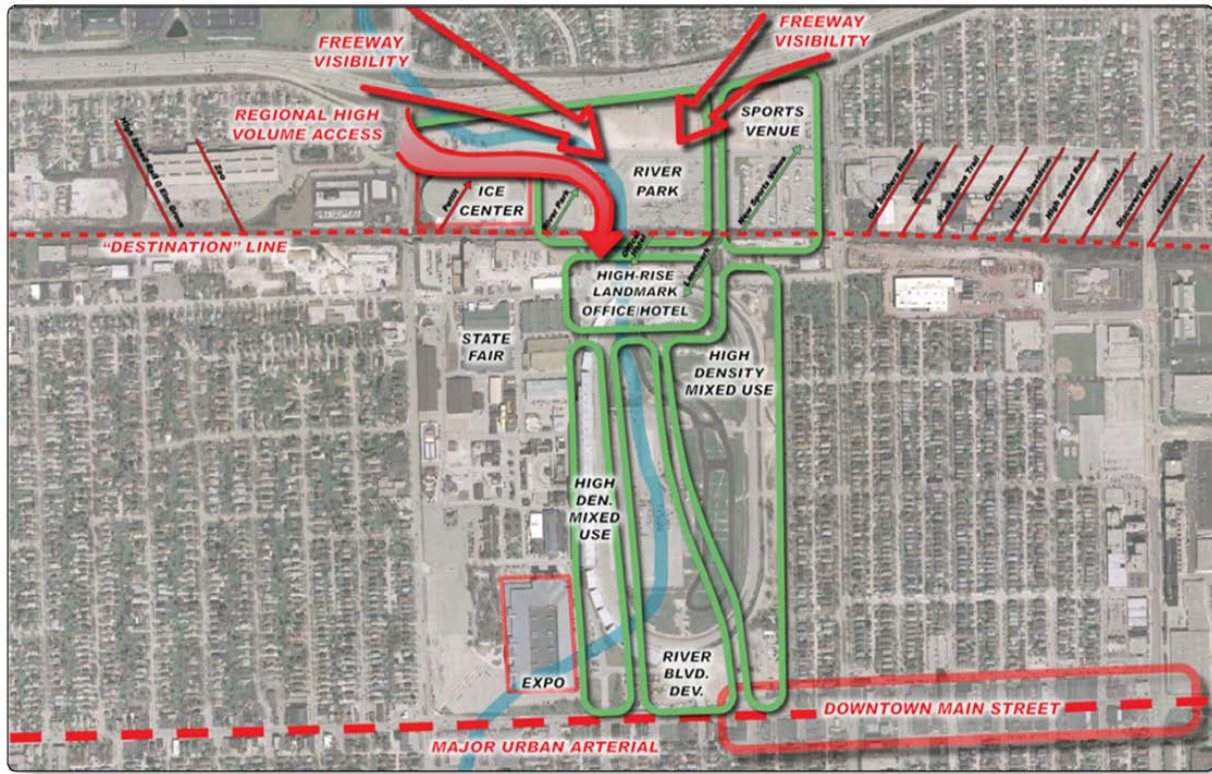


Concept Area 5 – Milwaukee Mile Corridor

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 2040 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.

Figure 9-10: Area 5, opportunities



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 Elk 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 9-12: Area 5, Existing Conditions



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 Fairgrounds 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 West 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 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.

Specific Recommendations: View 1

West Greenfield Avenue and South 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 West 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 9-13: Area 5 Proposed Development

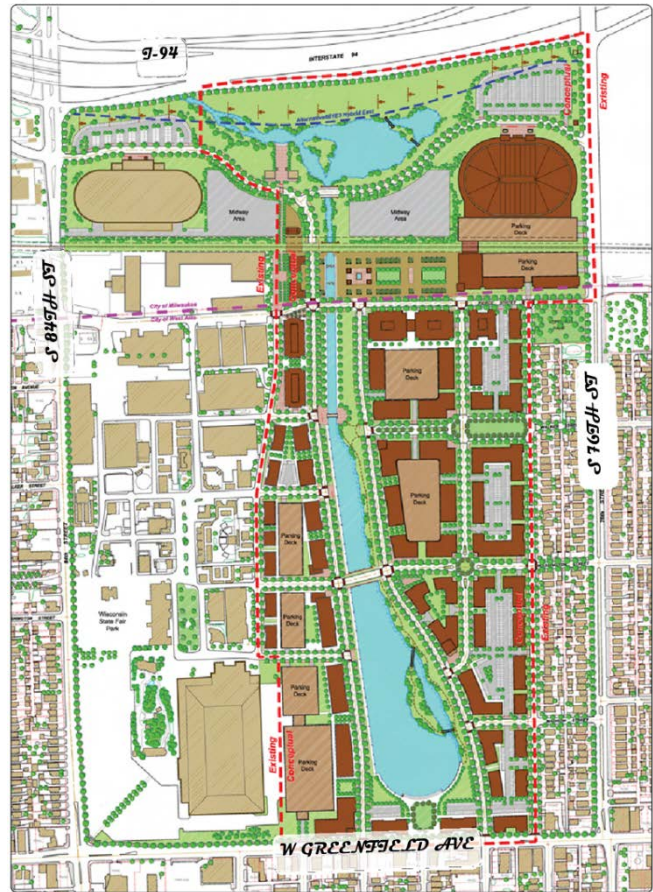




Figure 9-14: View 1 - Existing Conditions



Figure 9-15: View 1

Specific Recommendations: View 2

West 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 West Greenfield Avenue and the new plaza.

Figure 9-16: View 2 - Existing Conditions



Figure 9-17: View 2



Specific Recommendations: View 3

West 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 9-18: View 3 - Existing Conditions



Figure 9-19: View 3



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 West 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 West Greenfield Avenue. The waterfront street is proposed to be two-way with parallel parking.

Figure 9-20: View 4, Existing Conditions



Figure 9-21: View 4



Specific Recommendations: View 5

View above South 76th Street and West Walker Street looking west toward State Fair

The foreground shows the building footprints of the existing homes on the east side of South 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 South 76th Street, a traffic pattern that directs traffic off South 76th Street and into the development may be necessary.

Figure 9-22: View 5 - Existing Conditions

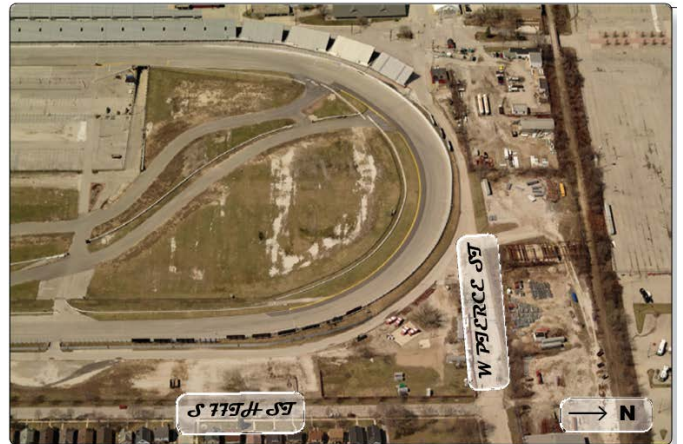


Figure 9-23: View 5



Specific Recommendations: View 6

Above the freeway looking south towards West 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 West Greenfield Avenue and the historic downtown area. New streets link the fairgrounds to new opportunities for parking and activities.

Figure 9-24: View 6



Concept Area 6 – South 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 Transit Orientated Development transit stop. Establish design standards for redevelopment, parking, and circulation along West Walker Street and integrate portions of East Kopperud Park into the redevelopment. Allow for targeted demolition of underutilized industrial buildings 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 – South 70th Street Gateway

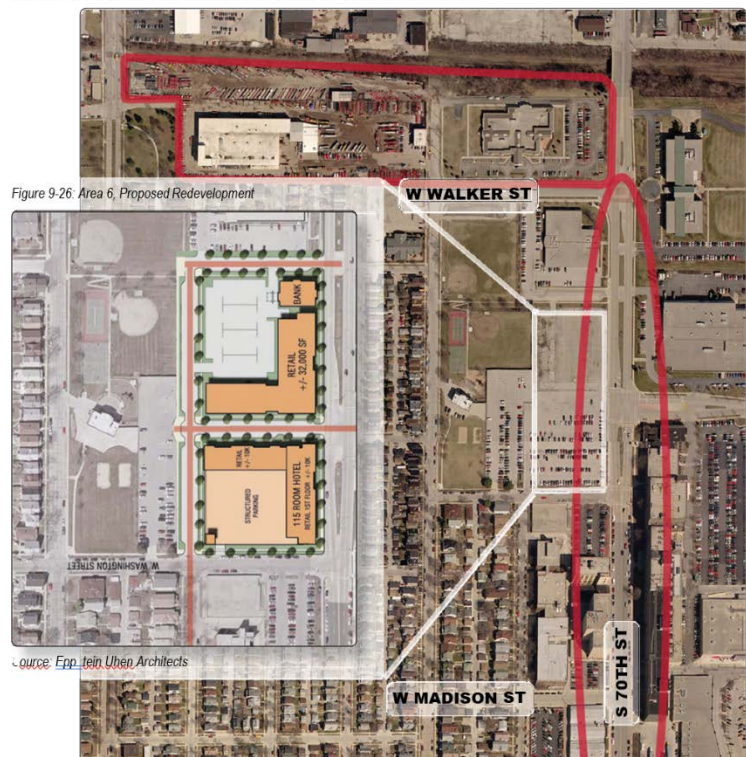
Objective

Coordinate redevelopment strategies for the South 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 must continue to work with property owners and the development community to implement these development strategies. Redevelopment of surface parking lots to reinforce the street edge along South 70th Street with retail, office, high density residential and mixed uses.

Recent updates toward the objective include working with a developer, Cobalt Partners, and the neighborhood on the Allis Yards project. The developer has purchased property within the corridor, demolished a former Allis Chalmers office building (East Office building) and plans to develop a new hotel (Home to Suites) and separate office and retail use with structure parking on the east side of South 70th Street. On the west side of South 70 Street, the same developer, has purchased the former West Allis

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



West Milwaukee School District office building and associated surface parking lots, remodeled the 1135-1205 buildings. Within the ground floor of the 1135 building has opened an event venue, The Gage. Several tenants from the demolished east office building have relocated within the renovated office building. The expansion is planned to continue on the west side of South 70 Street and to the north of West Washington Street within a portion of McKinley Park and former school district parking lots. A multi-unit mixed use apartment building(s) could be integrated into a portion of the park and in return improved with new park amenities, landscaping, walkways and gathering space.

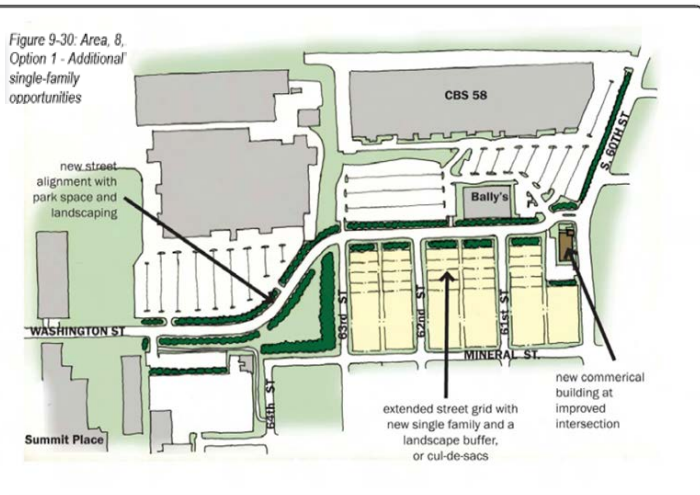
Concept Area 8 – South 60th Street Gateway

There is an opportunity to enhance existing office and light industrial development and attract new development opportunities within the area between South 60 Street and South 70 Street. The renovation of a former big box store to a high-end office building (Renaissance) on the west side of South 60 Street and a new medical clinic on the east side of South 60 Street (Whole Health) has help set the stage for what could also include a new street extension of West Washington Street

Objective

Provide a Washington Street east-west vehicular connection through the former Allis-Chalmers area and Wisconsin Department of Transportation storage facility, between South 60th Street and South 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.

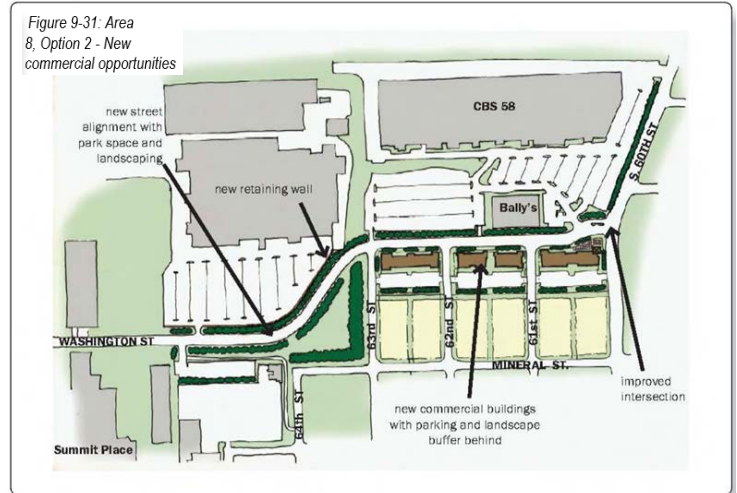
Figure 9-28: Area 8



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

- Address underutilized sites and vacancy. Identify key areas for opportunity engage and communicate with stakeholders, property owners, brokers, neighborhood associations and market the vision.
- Consider additional redevelopment options for the Motor Castings property and properties to the north.
- Coordination with WisDOT on possible extension of West Washington Street to connect South 60th and South 70th Streets.
- As part of the capital improvement process, consider possible extensions to the residential street grid from South 61st, South 62nd, and South 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 uses with shared parking behind.
- Improve the intersection of Washington Street with South 60th Street, by including cross access to adjacent commercial uses.
- Revitalize the remainder of the Renaissance Faire (a former Sam’s Club) building for a consistent architectural appearance and establish connections to the Hank Aaron State Trail.



Concept Area 9 – South 113th Street

Objective

Change in ownership, creative financing, grants and vision resulted in a dilapidated and contaminated industrial property (Home Juice) being removed and redeveloped into a new office building on the west side of South 113 Street

The area is located within TID 13.



Specific Recommendations

- Continue to explore redevelopment opportunities along this street for possible commercial development that reinforces the street edge and complements nearby office and residential uses.
- 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



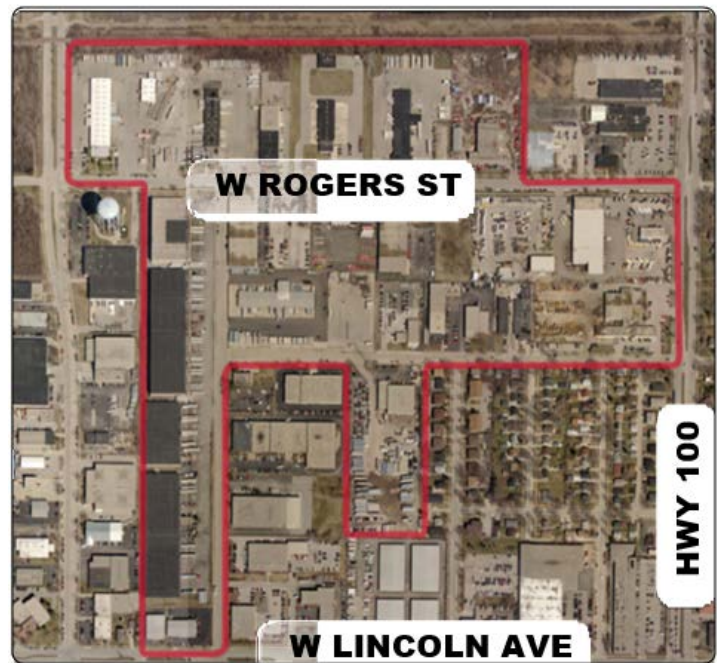
Concept Area 10 – Highway 100 and West Rogers Street Industrial Park

Objective

Improve the character of the business park by redeveloping underutilized properties. Transform truck terminals into light industrial and mixed-use developments by replicating successful revitalization within the area. Redevelop portions of the area to allow for a mix of future uses and planned development to reinforce the street edge along Highway 100.

- Diversify the mix of uses.
- Focus on increasing mobility, not traffic flow.
- Create mixed-use, walkable destinations.
- Give Highway 100 a unique brand and identity Utilize current architectural standards for building renovations and new building and improve the streetscaping.

Figure 9-35: Area 10



Light industrial (116 and Rogers St)

Concept Area 11 – Highway 100 Corridor (West Greenfield Avenue, South to the Railroad)

Highway 100 has over 100 years of history, and due to evolving market and demographic changes, some areas have become less suited to their original purpose. The corridor also contains a varied mix of land uses including retail, commercial, light industrial, distribution, single-family residential, mobile homes, schools, and parks. Over time, these uses have evolved somewhat haphazardly, as demands on the corridor have changed. There are several areas of incompatible uses and adjacencies that would not typically be found in a more planned major transportation corridor, or adjacent to each other.

Overall, the Corridor consists of two zones, divided by the railroad at the West Allis Cross Town Connector. To the south is a relatively strong auto-centric commercial area with strong retail anchors like Home Depot, Menard's, Target, and several fast-casual national restaurant chains.

To the north is a second retail center at Greenfield Avenue, more recently plagued by vacancies of its anchor stores like the recently purchased HOBLO, Pick 'n Save, and Sam's Club. In addition to the vacancies, much of this area is oriented to light manufacturing, distribution, and storage which are products of the area's industrial past.

Over the past 10 years, various economic factors have resulted in the closing of many North American stores; this has been true on Highway 100 and in the rest of the country. As a result, high performing retail areas in prime locations tend to remain strong, while weaker venues in less optimal areas tend to decline.







To respond to these structural changes in the market, the city will need to promote a broader mix of uses, including new retail venues, entertainment, new types of food and beverage, in addition to non-retail uses like office, residential, and in appropriate locations, flex retail.

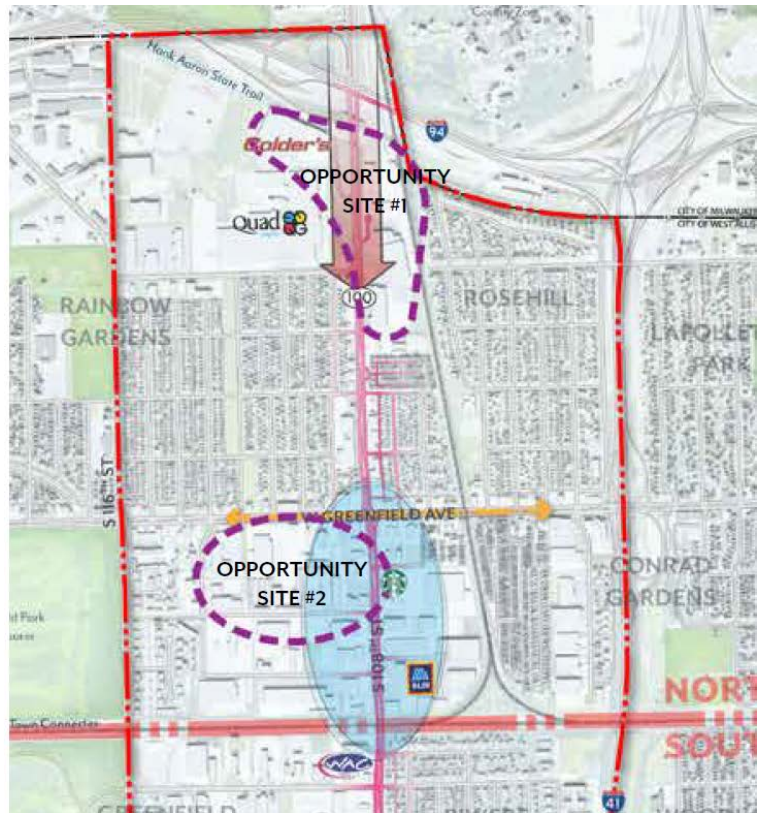
To counter this trend, the Plan identifies two Opportunity Sites for redevelopment with the goal of creating a walkable mixed use environment not typically found within the Corridor today. Each site is phased with an initial development sized to the current market demand in the area. Later phases are also shown to illustrate the long term potential of the sites. They are called "Opportunity Sites" because they illustrate and test the development concept of a walkable pedestrian place in an otherwise auto-centric corridor.

In 2019 the City of West Allis contracted a design firm to develop a long-term vision and re-development strategy for Highway 100. The strategy is grounded in a comprehensive market analysis and provides concrete development and policy recommendations. The following points highlight more specific objectives and recommended action items of the study.

Key Focus Areas

LEGEND:

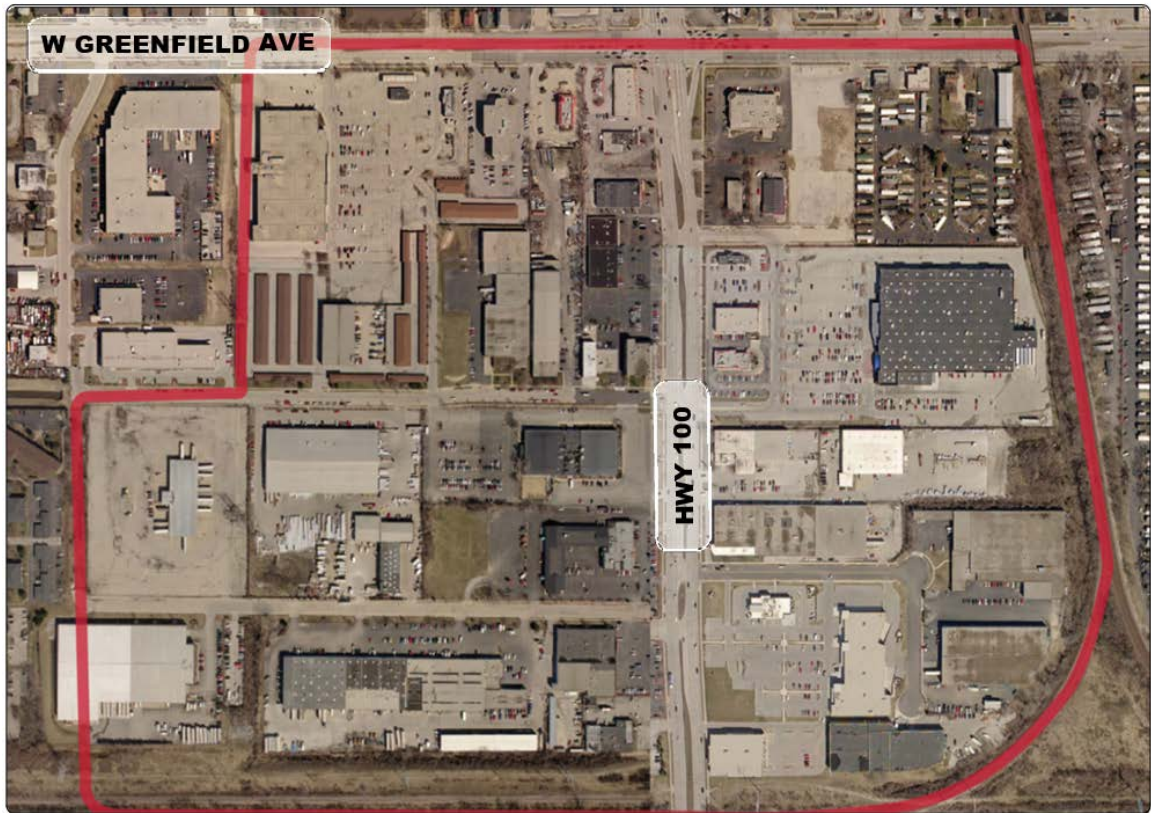
-  Study Area Boundary
-  Highway 100
-  North & South Boundary
-  Opportunity Sites
-  Northern Gateway
-  Commercial Nodes
-  Cross Corridor Routes



Objectives

- Promote improving mobility without widening Highway 100 and improving parallel traffic routes.
- Connect parking lots and address missing street segments.
- As new sites become available, new streets and blocks should be introduced to create a more complete street grid to reduce the traffic burden on Highway 100 and provide more convenient alternative routes.
- Improving connections to the regional bike and multi-use trail network including the Hank Aaron State Trail as well as reconsidering a pedestrian bridge that connects West Allis Cross Town Connector.

Figure 9-38: Area 11



Recommendations (incorporated from the Highway 100 Study action items):

- Address underutilized sites and vacancy. Identify key areas for opportunity. Engage stakeholders, property owners, brokers, neighborhood associations and market the vision.
- Update the City zoning code and zone/align areas within the corridor with the land use plan. In general, maintaining a Commercial or Mixed Use/Commercial zoning designation along the corridor to achieve the goal of a vibrant mixed use places.
- Create favorable financial drivers to spur re-investment
- Improve Mobility, access, connectivity and bike/ped accommodations
- Branding and Placemaking – incorporate the West Allis brand identify
- Reinforce site, landscaping, and architectural design standards.

Concept Area 12 – South 101st to 103rd Street and West 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 South 103rd Street and West Greenfield Avenue to improve safety and utilize a signalized intersection as the main access onto West Greenfield Avenue. Maintain a connection to South 101st Street as right in/ right out and consolidate driveway access points along West Greenfield Avenue.

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



Concept Area 13 – West Greenfield Avenue and South 84th Street

Facilitating development is often complicated and unique. It requires economic analysis, and it involves multiple parties such as investors, lenders, financial consultants and outside legal counsel, all working towards advancing a project. In the case of 84th and Greenfield redevelopment area, the project involved several creative financial strategies and solutions, in order to attract a hotel development (often identified as a top goal within the City’s strategic long-range plan).

Redevelopment of the 84th and Greenfield area included a combination of TIF, grants and creative financing. Together, these programs contributed to the development of a \$13 million new Hampton Inn and Suites and 9,000 sq. ft. banquet center.

Project costs associated with this TIF District have totaled approximately \$2.3 million to date. Those funds were used for acquisition and relocation of non-grant eligible properties, environmental clean-up and administration, including legal fees. As usual, the single-family homes were acquired by only voluntary acquisition. The vacant industrial facility was also acquired on a voluntary basis. The only property that was acquired by eminent domain (condemnation) was a dilapidated restaurant that had been vacant and for sale for over seven (7) years.



Objective

With the completion of Element 84, 203 market-rate apartments with 3,000 sq. ft. of commercial space, the objective will be to build upon the progress to date and enhance the character of Greenfield Avenue and South 84th Street corridors. Continued redevelopment of underutilized properties within the area. Redeveloping the area between West Greenfield and south to West National Avenue with high quality mixed-use development.



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



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



Figure 9-45: Area 13



Specific Recommendations

- Assemble and consolidate underutilized and blighted properties, along South 83 Street and South 84 Street between West Greenfield Avenue and West National Avenue for high density residential and mixed use development.
- Through the redevelopment process and site, landscaping and architectural planning improve access and connectivity to the Radtke Skatepark on the corner of South 84 Street and West National Avenue



Concept Area 14 – West Hicks Street Corridor

Objective

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

Figure 9-51: Area 14



Concept Area 15 – Six Points (Paradise Theater) Gateway

Objective

Enhance the gateway as you enter the Six Points area at West Greenfield and West National Avenues. Encourage continued investment in the area with improved shared accessible parking opportunities and building renovations and streetscape improvements. West Allis has lost many architecturally unique buildings in its past. During the past 10 years the City has successfully helped preserve the former Paradise Theater building as a culturally iconic landmark. In addition, the former West Allis State Bank property on the same intersection is an ideal property for an adaptive reuse project.

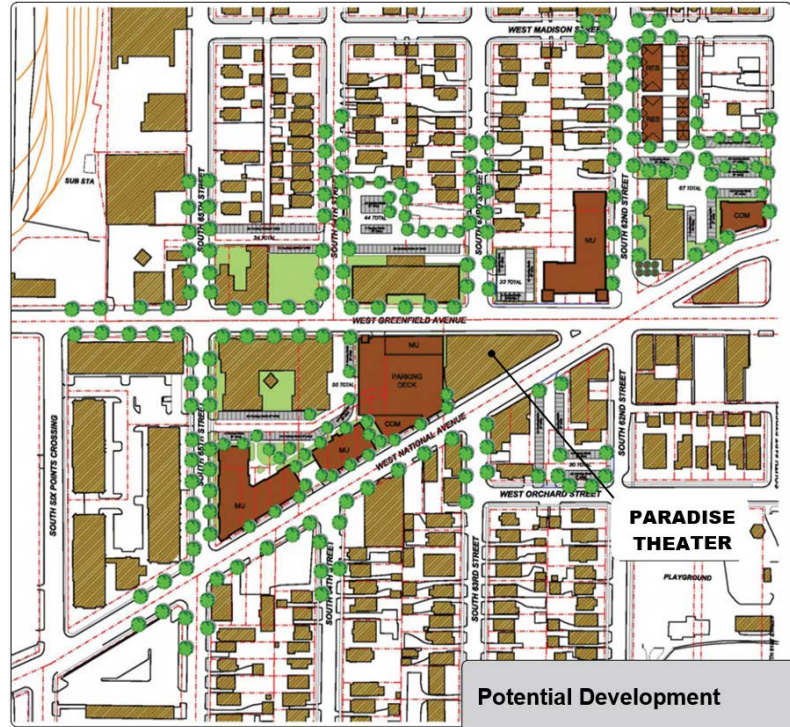


Specific Recommendations

- Preserve the historic character of the Wisconsin State Bank building within the Six Points Intersection.
- 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.

- 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 South 62nd and West Madison Street, such as owner-occupied condominiums, townhomes, or single-family.

Figure 9-54: Area 15, redevelopment option



Potential Development

- New townhomes = 24 units
- Approx. new mixed-use/residential = 115 units
- Approx. new commercial = 49,200 sf
- Approx. new parking = 272 surface, 130 under-building

Concept Area 16 and 17 – South 68th Street and West Mitchell Street

Objective – Area 16

In 2013 the Community Development Authority (CDA) directed the Department of Development staff to prepare a Redevelopment Plan for 68th and Mitchell Redevelopment Area pertaining to the former Milwaukee Ductile Iron facility (closed in 2009), allowing the CDA to prepare undertakings and activities in the project area for the elimination and for the prevention of the development or spread blight.

The redevelopment plan, marketing efforts and creative financing tools were instrumental in securing a developer for the former 7.5 acre foundry property. UHS Universal Health Services began construction in 2020 on a 80,000-sf behavioral health hospital.

During the same time, CDA published a Request for Proposals for the Kearney and Trecker building at 6771 West National Avenue property and selected an interested developer, as the preferred developer of choice. While the COVID-19 pandemic has paused progress, the vision for the Building is to work with the Wisconsin State Preservation Office and the National Park Service to restore the building utilizing historic tax credits and ultimately resulting in the building being listed in the National Register of Historic Places. The building presents a complex set of design, preservation and adaptive use challenges. The restoration would create an architectural jewel that will pay homage to the industrial history of West Allis with the added representation of the City's future vision.



Culinary-tourism and agri-tourism have increasingly become a focal point for stakeholders in the Wisconsin tourism industry, and for good reason. Recently released data shows that the Greater Milwaukee area continues to be the state's largest tourism market and that the associated spending, labor income, and local tax revenue are increasing. As a whole, tourism in the Greater Milwaukee area supported 52,357 full-time jobs.

In addition, the adaptive re-use of this historic building as a home for established food manufacturers and an incubator for entrepreneurs will lead to meaningful job creation. Potential redevelopment of the former Kearney and Trecker building could also result in an investment of up to \$12 million to create commercial and office space with unique event space and up to 100 jobs. The project would utilize federal and state historical tax credits, other local or state grants, and will seek a new market tax credit allocation.

The goal of the project is to leverage the building's proximity to these nearby assets and as a multi-faceted events space, showcase high-quality food businesses within the building. This in turn helps both promote and enhance West Allis's regional draw and reputation as a high-quality food destination. As a part of the "district" of mixed and complimentary food-based businesses in the area, this type of collaboration between the public and private sector can build upon West Allis strengths and create a more cohesive identity.

Specific Recommendations

- Address underutilized Community Development Authority (CDA) sites:
 - Restore the 6771 West National Avenue building in a form and function reflective of its historical legacy. Introduce modern building infrastructure while preserving the historical architectural details. Introduce historical materials from the building as various forms of art (i.e. reuse discarded metal components as components for light fixtures, art pieces, planters, etc.).
 - Activate the building with current (maker) uses that involve a modern interpretation of its industrial past: example, activate the building with food production tenants, an event space, and kitchen incubation space.
 - Build a strong project identity that results in the project being a destination, attracting visitors and businesses to West Allis and serving as an additional catalyst for the immediate area.
 - Plan for the development of shared parking opportunities, mobility and pedestrian connections for a walkable neighborhood.
 - Explore the possibility of a bike and pedestrian trail along the north-south spur track.

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 light 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



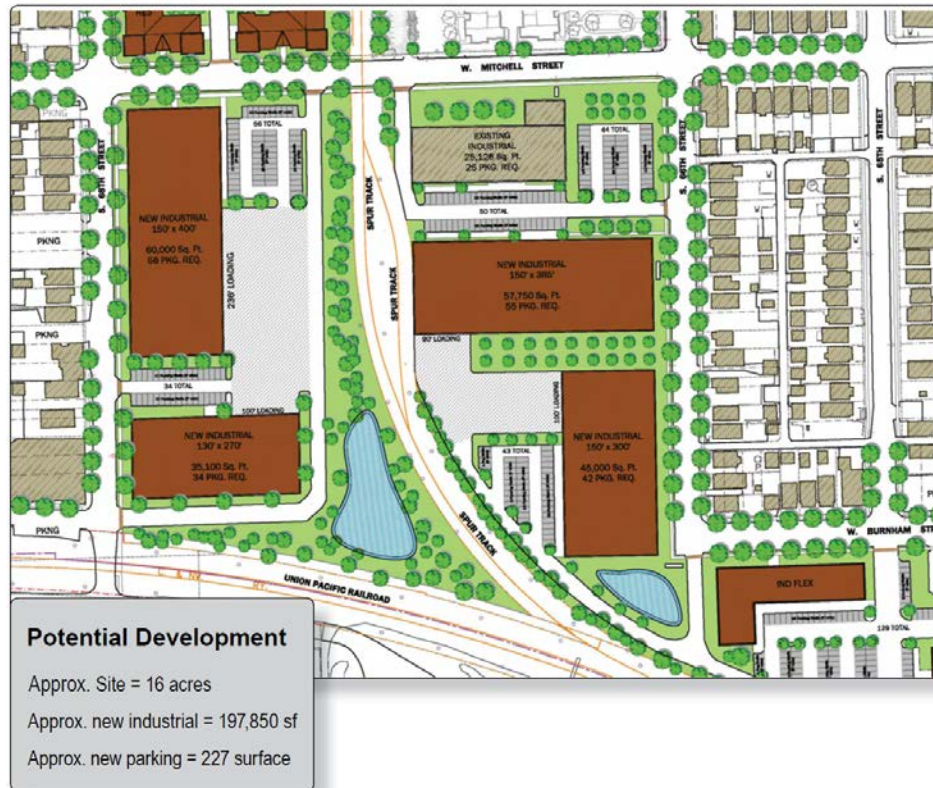
Specific Recommendations: Commercial and housing option

- 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 South 66th Street and West Mitchell Street by extending the residential neighborhood into this area, should the existing industrial buildings not be deemed a feasible renovation.
- Consider a mix of single-family units and townhomes at the southwest corner of South 66th Street and West Mitchell Street (east of the railroad spur). Extend West Burnham Street to connect at West Mitchell Street.

Specific Recommendations: Industrial Option

- Allow adaptive reuse of the two-story office building as an alternative along the south side of South 66 St and West 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 South 66th Street and West Burnham Street.
- Implement light industrial uses as an alternative along the south side of West Mitchell Street, west of the railroad spur (Figure 9-57).

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



Concept Area 18 – 1960 South 67th Place Industrial Park

Objective

The objective was to 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.

Numerous development proposals were reviewed throughout the years for the Juneau Highlands Business Park site, including a 150,000 sq. ft. electric foundry and a 124,000 sq. ft. industrial facility. Those options did not materialize, in part due to general economic conditions, availability of competing parcels in the market place such as Milwaukee’s Menomonee Valley, changes in the real estate market as well as adjacent land uses, etc.

In 2016, the City began negotiations with Glenn Rieder, a company specializing in the design and production of architectural millwork, who was looking to construct a new facility within the Milwaukee area. Utilizing cash from the proceeds of deals supported by the City’s community development entity called First-Ring Industrial Redevelopment Enterprise, Inc. (FIRE), the City was able to provide them with \$2,200,000 to cover gap construction costs and architectural services to help make the development possible. Approximately \$800,000 of additional FIRE funds was also utilized to cover real estate and environmental expenses. And lastly, \$75,000 of CDBG funds will be utilized to improve the unpaved portion of West Burnham Street and construction sidewalks to provide access to the new development.

Figure 9-58: Area 18, existing conditions



Ground was broken for the development in 2017. Glenn Rieder opened in February of 2018 and has received positive reviews of their development. The facility offers a state-of-art production line including digital blueprint system and automated painting and varnishing system. There remains opportunity for expansion of the company.



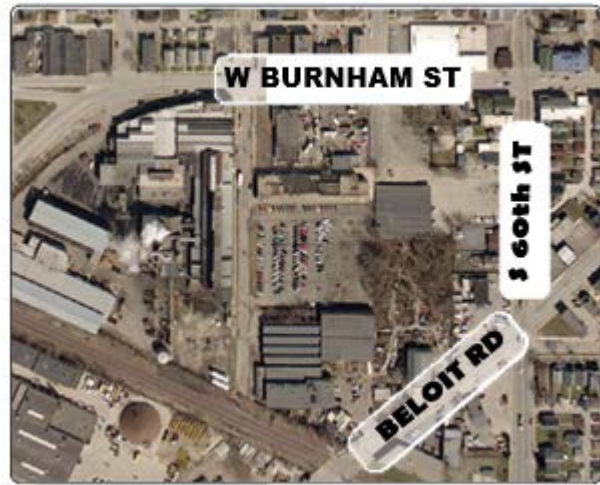
Concept Area 19 – South 60th Street and West Burnham Street/Beloit Road (Burnham Point)

Objective

This area may be referred to as Burnham Pointe Neighborhood. Objectives focus upon improving the character of West Burnham Street, West Beloit Road and South 60th Street through activating underutilized land uses, streetscaping, merchant/neighborhood organizations and facade improvements. The result being a thriving pedestrian orientated small-scale neighborhood commercial area that serves residents while maintaining existing light industrial uses that provide jobs for the community.

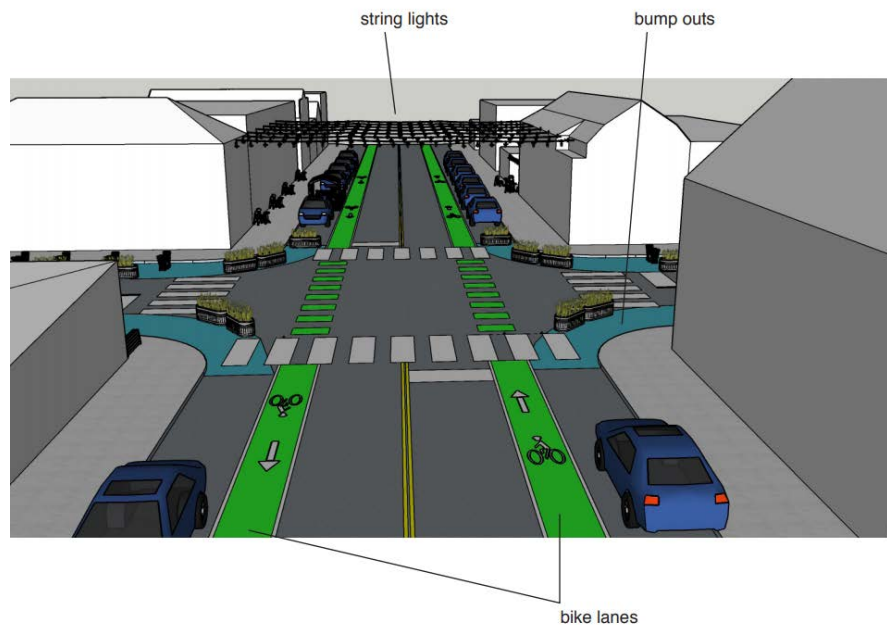
In the fall of 2019 the City partnered with to conduct a Better Block Foundation an urban design non-profit, to initiate revitalization efforts in the City's Burnham Pointe district in the area of south 60th Street and West Burnham Street West Allis' Burnham Pointe area was selected due to its potential as a destination area. With independent businesses, vibrant restaurants, and diverse population, Burnham Pointe is well positioned for residential and economic growth. Primary objectives for this area are to inspire neighbors and businesses to reimagine the public space in this corridor and empower those who reside here with the tools and knowledge to create usable community gathering spaces in the area

Figure 9-62: Area 19



All of the projects implemented for the street festival were temporary and intended to give the community a sample of what creativity and hard work can accomplish. Deliverables included:

- Creating bike lanes to protect cyclists and pedestrians and help slow traffic
- Installing bump outs and bus bulbs to support the safety of transit riders and streamline traffic congestion
- Adding additional outdoor lighting
- Creating a food truck court and kids' play area to invite families to gather and linger in the neighborhood
- Building additional seating
- Placing planters in the area to add color and create green spaces
- Installing cafe seating by popular restaurants
- Inviting food trucks, musicians, and pop-up vendors to join the festival



Specific Recommendations (Updated with Better Block After Action Report)

- Burnham Pointe needs spaces designed for community gathering. Repurpose/improve underutilized City gravel lot for a small park that may include play equipment, greenspace, pedestrian connections, electrical service for possible inclusion of musicians, food vendors or food truck staging.
- Coordinate efforts with City Engineering Department to develop improved streetscaping including bicycle and pedestrian accommodations through the capital improvement process.
- Consider creation of a merchant association to coordinate with the City on programming of the city-owned gravel lot that bring the community together.
- Create an Economic Development incentive program for facade updates and overcoming barriers of updating buildings to code for area businesses. The City should also require that with the facade improvements, there needs to be permeability of ground-floor commercial businesses. Identify the spaces that are creating holes in the intersection's activation and work with property or business owners to find solutions.
- Redevelop or revitalize properties southwest of the intersection of South 60th and West Burnham Street through acquisition or façade improvements. Assemble land for development: Consider acquisition of the duplex to the east of the city owned lot.
- Along West Beloit Road encourage commercial and/or light industrial uses that serve area residents while providing jobs for the community.



BURNHAM POINTE BETTER BLOCK
AFTER-ACTION REPORT

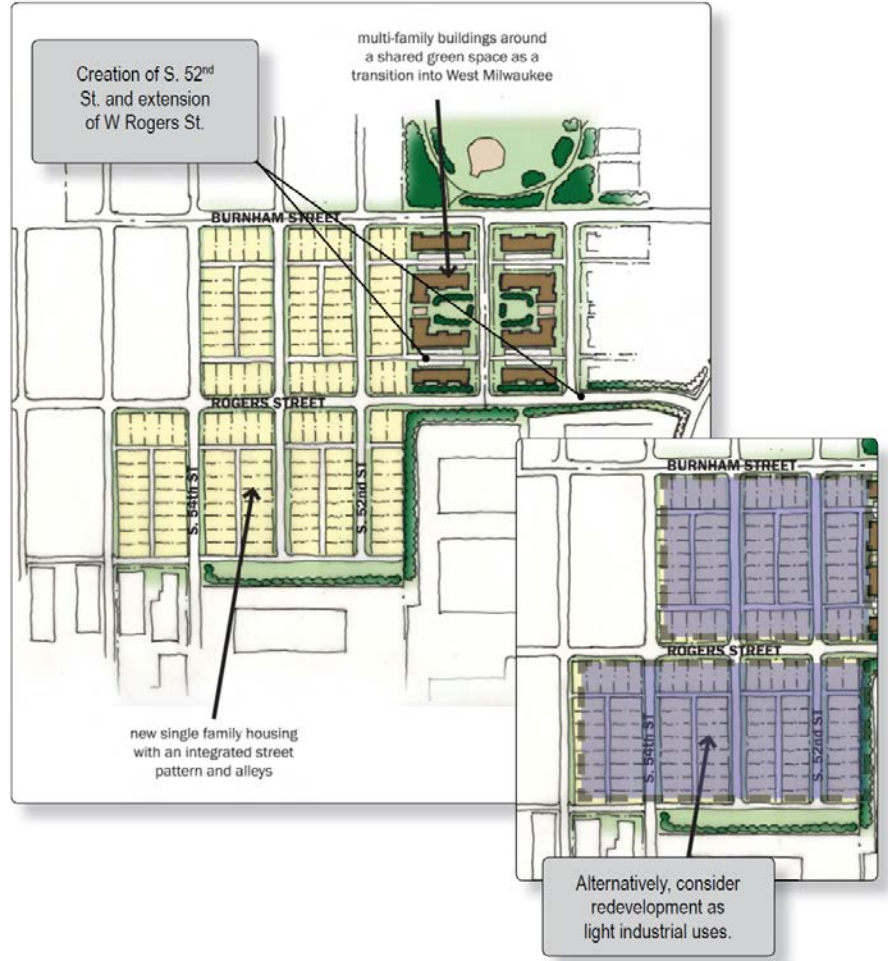
Concept Area 20 – South 54th Street and West Burnham Street

Objective

Increase the value of the neighborhood by redeveloping underutilized parcels with light industrial uses. As an option to light industrial, a single to higher density housing redevelopment could be evaluated along West Burnham Street in proximity to West Milwaukee Park as a transition to West Milwaukee. However, given proximity to the existing waste transfer station and more recent light industrial development both in West Milwaukee and west of the former Teledyne site on South 53 Street light industrial development is likely the best redevelopment option.

The Comprehensive Plan land use map reflects industrial land use as the preferred option.

Figure 9-66: Area 20 Proposed Concept



Specific Recommendations

- Coordinate redevelopment to explore light industrial uses on the former Teledyne site just east of South 53 Street and south of West Burnham Street
- Integrate landscaping and stormwater management best practices 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 modifying or relocating the waste transfer station to mitigate adverse odor effects.

Concept Area 21 – Honey Creek Redevelopment

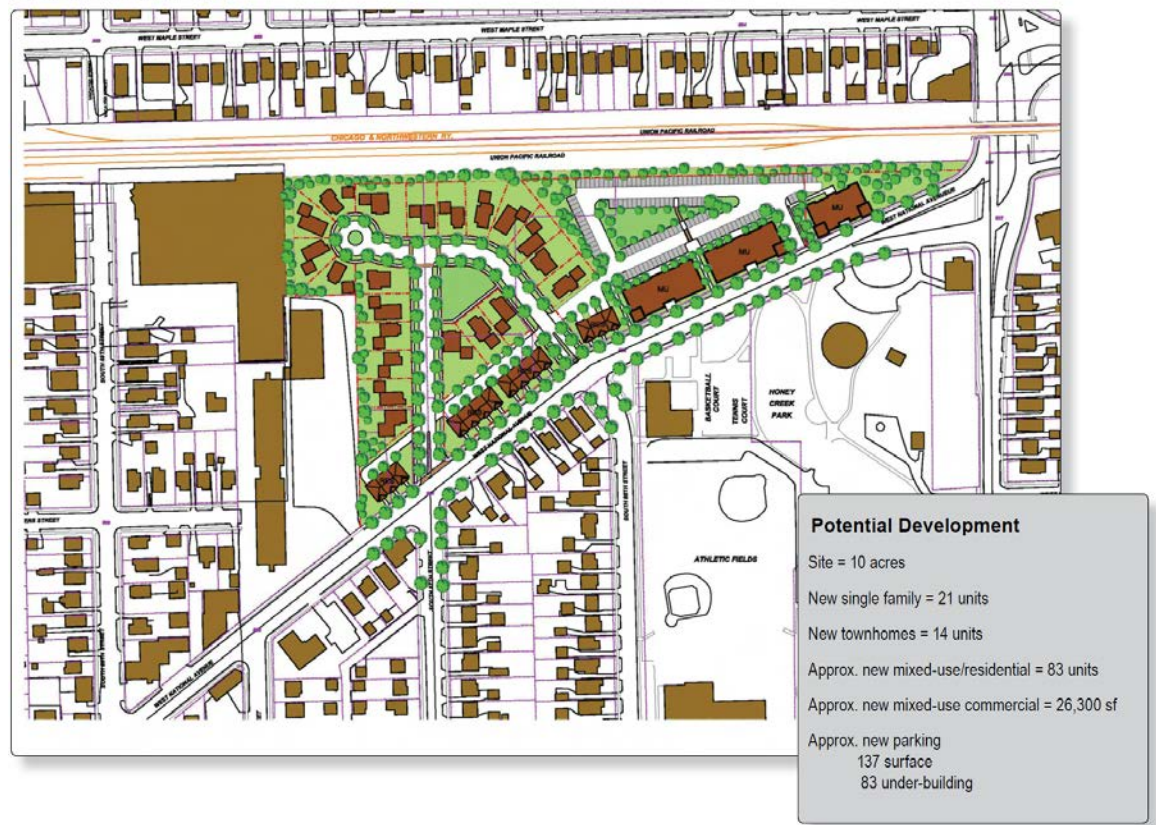
Objective

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 West National Avenue.

Specific Recommendations

- Develop multi-family housing along West 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 9-70: Area 21 Proposed Concept



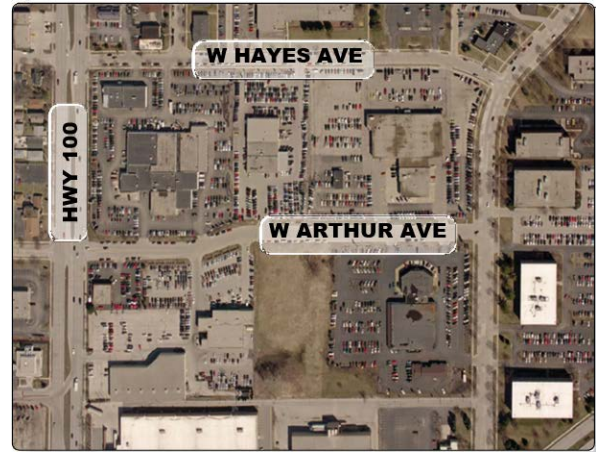
Concept Area 22 – South 106th Street and West Arthur Avenue

Objective

As auto sales have consolidated within an area between West Hayes Avenue and West Arthur Avenue and just east of Highway 100 and west of South 102 Street, consider down zoning changes outside of this boundary to maintain an environment for continued growth of office, medical and hotel and possible destination entertainment development.

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

Figure 9-71: Area 22



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 West Lincoln Avenue, up to the WA Central parking lots, and to the west along West Lincoln Avenue to South 92nd Street.

Figure 9-72: Area 23



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 West Lincoln Avenue.

Concept Area 24 – South 76th Street and West 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 South 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.

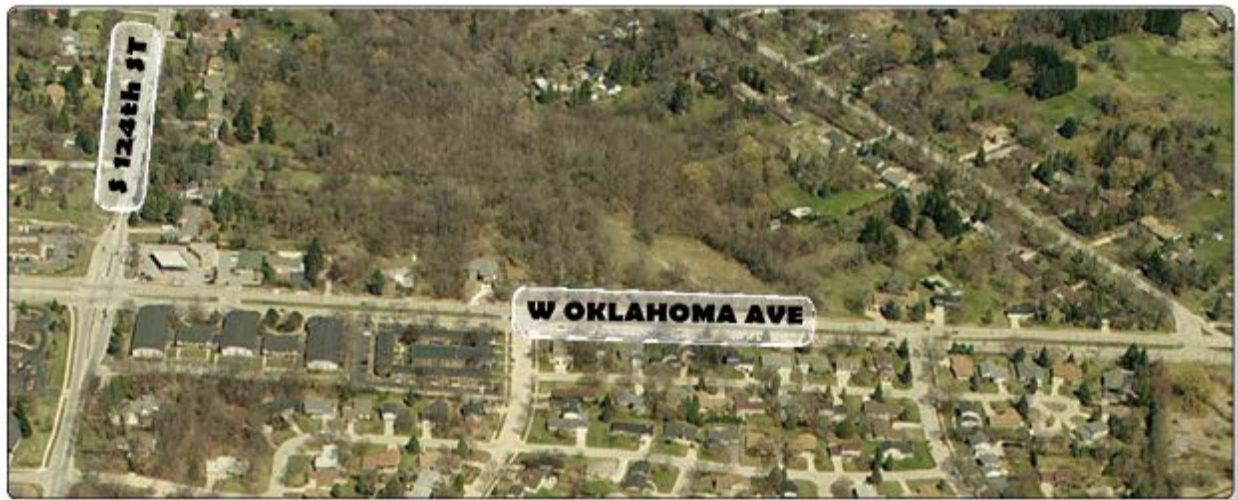


Concept Area 25 – West Oklahoma and 122nd Street and Waukesha Road

Objective

Consider land assembly for new single-family housing opportunities for the southwest area of the city by reconfiguring parcels. Condominiums could also be considered within this area. Integrate small neighborhood park(s) and trails where possible.

Figure 9-74: Area 25



Concept Area 26 – Highway 100 and Oklahoma (former Hub Chrysler)

Objective

Part of this site has been redeveloped to provide an internal street connection and pedestrian walkways to improve the safety and efficiency of traffic in the area. However, there is a 5.5-acre portion of the site that remains undeveloped. Past development proposals for this remaining part have included public self-storage and vehicle dealer storage lots which are neither permitted nor part of the future vision for the Highway 100 corridor.

Consider down zoning the parcel to a lower commercial district (like C-3, Community Commercial), and work with the current ownership on potential commercial, office, medical or multi-family and mixed use redevelop options for the remaining piece of land. Include pedestrian connections, landscaping elements, and shared parking areas to serve all property owners.

Figure 9-75: Area 26



Concept Area 27 – South 116th Street and West 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 site.

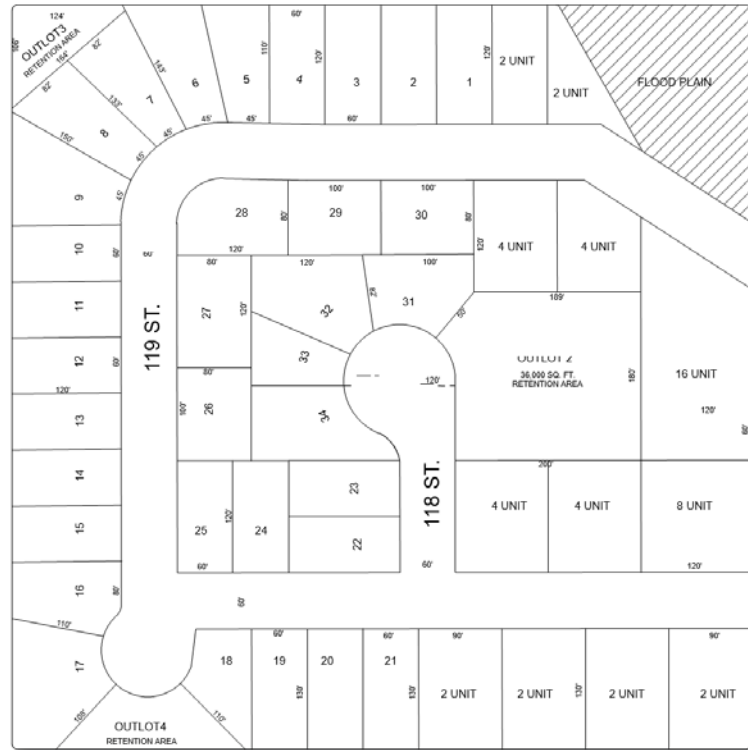
This parcel provides a unique opportunity to develop a residential neighborhood while adding tax value to the City. Develop the underutilized parcel as residential, with higher density condominium units adjacent to South 116th Street and single-family units for the remainder of the property.

Figure 9-76: Area 27



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 9-77. Area 27 Proposed Concept



Chapter 10: Land Use

Land use planning efforts in the City of West Allis seek to outline the ideal form of the built environment and determine what types of activities and densities should be allowed. This chapter, along with the chapter on redevelopment opportunities, will serve as a primary tool for guiding future growth and development in the City.

The land use element is based on standards which reflect the desires of community residents, committee members and elected officials, and proven principles in community development, environmental preservation, and cultural renewal.

Several factors of growth are explored in this element, including social, economic, and physical factors. Social factors include those which provide or maintain community character such as gathering places or civic identity. Economic factors include job creation and retention, municipal expenses and revenue, and land value. Physical factors include the actual development of the land (how it appears and feels, what types of development are permitted, and where development is located) and natural characteristics such as soil and water quality, sensitive environmental features, and habitat areas.



Land use recommendations can be successfully implemented when looking at all three areas of growth. Diverse and healthy communities achieve a balance of these growth types to provide a quality environment for its residents. Together these factors influence current residents, business owners, and the community's marketability to new residents and businesses.

The land use element holds particular significance in comprehensive planning due to Wisconsin's comprehensive planning law. The law requires that the administration of zoning, subdivision, and official mapping ordinances be consistent with the comprehensive plan. The land uses identified in this element shall govern the zoning decisions made by the City for the duration of the plan.

GOALS & OBJECTIVES

West Allis includes a rich mix of uses that should be preserved and enhanced through preservation, redevelopment, and the implementation of sustainable practices.

Goal: Encourage continuation and future development of compatible land uses within our urban community.

Objective 1: Encourage Compatible Infill Projects. Encourage complementary design of all infill development.

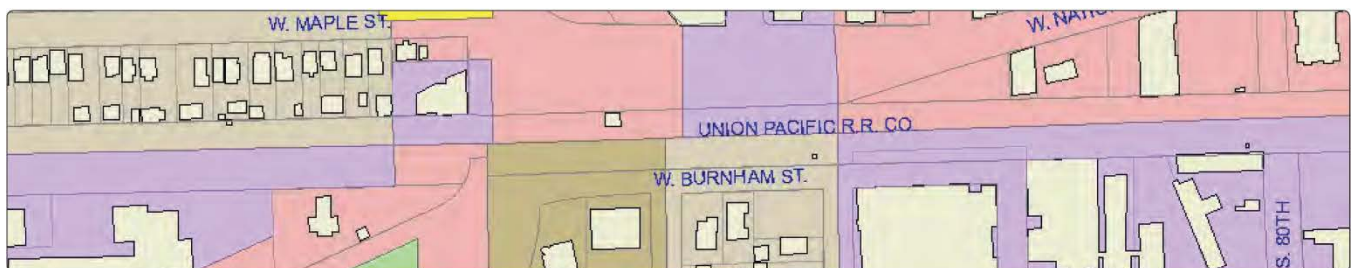
- **Recommendation 1.1:** Recommend all housing rehabilitation and new construction projects to be compatible with the historic character of the neighborhood.
- **Recommendation 1.2:** Encourage mixed density and dwelling types as a means of diversifying the housing stock.
- **Recommendation 1.3:** Encourage compatible scales of development when locating commercial next to housing.
- **Recommendation 1.4:** Develop design guidelines for residential neighborhoods based on the period of construction and architectural style.
- **Recommendation 1.5:** Explore opportunities for parcel consolidation to allow for greater flexibility to meet market demand.

Objective 2: Support a Mix of Uses in the Community. Continue to support the presence of a strong mix of uses.

- **Recommendation 2.1:** Redevelop underutilized parcels throughout the City to integrate commercial uses with public amenities.
- **Recommendation 2.2:** Continue to consider market demand for commercial, industrial and housing uses when planning future development projects.

Objective 3: Preserve Existing Residential Character. Preserve existing single family and multi-family housing character within residential neighborhoods and corridors unless poor maintenance requires demolition.

- **Recommendation 3.1:** Utilize the City's historic preservation and architectural review tools to help preserve the character of existing residential neighborhoods.

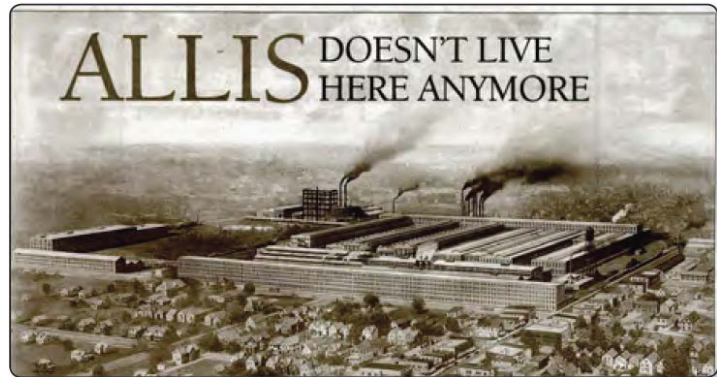


Objective 4: Support Sustainable Redevelopment Projects. Incorporate sustainable building and stormwater techniques into redevelopment projects.

- **Recommendation 4.1:** Identify sites where stormwater best management practices, including rain barrels, rain gardens, bioswales, porous pavement, recessed parking islands, and native plantings can be implemented.
- **Recommendation 4.2:** Encourage sustainable building practices for redevelopment throughout the City.
- **Recommendation 4.3:** Consider the adoption of a Green Building Code, which might include aspects of water conservation, graywater reuse, energy production and pedestrian-oriented amenities, to promote sustainable development.

Objective 5: Establish Appropriate Buffers and Transitions. Create appropriate buffers and transitions between uses.

- **Recommendation 5.1:** Implement the City's Zoning Ordinance site and landscaping requirements.
- **Recommendation 5.2:** Encourage appropriate transitions in building scale and character from commercial corridors to residential neighborhoods.
- **Recommendation 5.3:** Direct traffic to the major street system to prevent traffic from over-utilizing residential streets.
- **Recommendation 5.4:** Provide adequate off-street parking and loading facilities that are screened from public view.



Objective 6: Reinforce Public Spaces with Redevelopment Opportunities. Redevelop underutilized sites to provide out lot opportunities that reinforce the public space of the corridor.

- **Recommendation 6.1:** Include public open spaces and landscape features to divide large parking lots and serve as transitional spaces.

Objective 7: Ensure Adequate Circulation throughout the City. Ensure adequate and accessible circulation and parking to and within future development projects.

- **Recommendation 7.1:** Encourage shared parking between merchants where feasible.
- **Recommendation 7.2:** Consolidate curb-cuts, where possible, to provide a safe and efficient traffic system.
- **Recommendation 7.3:** Locate new buildings along the right-of-way with parking behind or between buildings, as parcels redevelop.
- **Recommendation 7.4:** Provide linkages between employment centers and nearby housing to allow residents to walk and bike between uses.

- **Recommendation 7.5:** Create wayfinding elements and establish bicycle and pedestrian linkages between housing areas, schools, and nearby parks.

Objective 8: Support Collaborative Downtown Improvement Efforts. Continue to foster the development of West Greenfield Avenue as a main street destination.

- **Recommendation 8.1:** Implement streetscape improvement projects which uniquely identify the downtown.
- **Recommendation 8.2:** Support the Main Street program and the Downtown West Allis Business Improvement District.
- **Recommendation 8.3:** Continue to work with property owners on façade improvements through façade grant and loan programs.
- **Recommendation 8.4:** Create visible linkages, such as wayfinding signage, between downtown storefronts and parking lots.



Objective 9: Promote transit-oriented development. Support high-density mixed- use development in corridors and districts that have potential to utilize mass transit.

- **Recommendation 9.1:** Support the existence of mass transit within the metro Milwaukee area.
- **Recommendation 9.2:** Review the City’s Zoning Ordinance for compatible land use and zoning to ensure that high density is permitted along a potential mass transit corridor.

Objective 10: Land Use Implementation. Use this plan as a basis for reviewing development applications and as the foundation for re-writing the City’s Zoning Ordinance.

- **Recommendation 10.1:** Re-evaluate the City’s Zoning Ordinance and Site, Landscaping and Architectural Review Guidelines.

SUSTAINABLE APPROACHES

Sustainable practices and techniques should be used in all neighborhoods and districts to reduce negative environmental impacts, reduce private and public costs, and improve the ecological and economic stability of the city. Land use decisions should consider how sustainable techniques can be integrated into building development, building rehabilitation, site development, open space preservation, infrastructure upgrades, and transportation linkages.

The City should encourage the inclusion of “green” building standards, such as Leadership in Energy and Environmental Design (LEED), Energy Star, and similar energy-saving practices, into the Zoning Code, developer agreements, and other regulatory programs.

Natural Landscape and Environmental Features

Natural areas should be preserved and protected to create value for the area and provide linkages between natural features. When possible, utilize green infrastructure to connect open spaces, natural features, and park areas to provide an interconnected system of natural areas. Some of the linkages can provide pedestrian and bicycle routes as alternative modes of transportation.

Figure 10-1. Example of Bioswales for Water Filtration.



Site Planning and Development

Sustainable strategies and techniques should be incorporated to break up large, paved areas, provide amenities for residents and visitors, and reduce the amount of runoff in existing and future development. On-street parking and shared parking areas should be encouraged to reduce the number of paved surfaces. Reuse existing structures when possible or develop new buildings with sustainable materials and energy efficient building systems. Technical examples may include:

- Increasing the quantity of landscaping required within parking lots and incorporating techniques such as bioswale islands with curb cuts to allow water infiltration or clustering landscaping to ensure survival and increase infiltration capabilities. Figure 10-1 illustrates the concept of bioswale island in parking design.
- Identifying opportunities for shared parking and encouraging clustered development, as a means of improving traffic flow through reduced curb cuts, limiting short vehicular trips between businesses, and decreasing the number of impervious surfaces.

Sustainable Infrastructure

There are several infrastructure-based programs and upgrades that could have a significant impact on the economic, ecological, and social health of the community. Utility, water and sewer, and transportation systems are part of the underlying infrastructure upon which communities are built. Identifying ways to improve the efficiency of these systems is critical to ensuring more sustainable practices in the future. Potential opportunities for the City of West Allis include:

Figure 10-2. Example of Solar Photovoltaic Panels.



- Exploring opportunities for passive energy production with We Energies. Potential programs could include:
 - Solar photovoltaic (PV) partnerships with government, business owners, or residential property owners (Figure 10-2 provides an example of solar PV panels)
 - Expanding wind turbine programs within productive wind zones, including large scale turbines and smaller residential turbines (often referred to as “urban turbines”)
- Assessing water usage within the community and identifying opportunities for reducing the reliance on the municipal water system. For example, implement a rain barrel program, provide an option for non-potable water to be used for irrigation needs, or implement and educate others about xeriscaping - landscaping that utilizes native/adapted plants and requires little to no irrigation.

- Identify opportunities to educate commercial, industrial, institutional, and residential users about on-site water-saving practices, including the provision of resources and demonstration projects. The City can demonstrate the effectiveness of waterless and/or water-efficient features by installing fixtures in municipal bathroom or kitchen facilities.
- Consider new types of transportation infrastructure, including the type of material used on roadways (Figure 10-3) and the design of new or reconstructed roads. Potential efficiencies could be gained through minimizing stormwater runoff impacts, as well as ensuring roads can accommodate a variety of transportation methods beyond vehicles (bicyclists, pedestrians, and/or neighborhood electric vehicles).

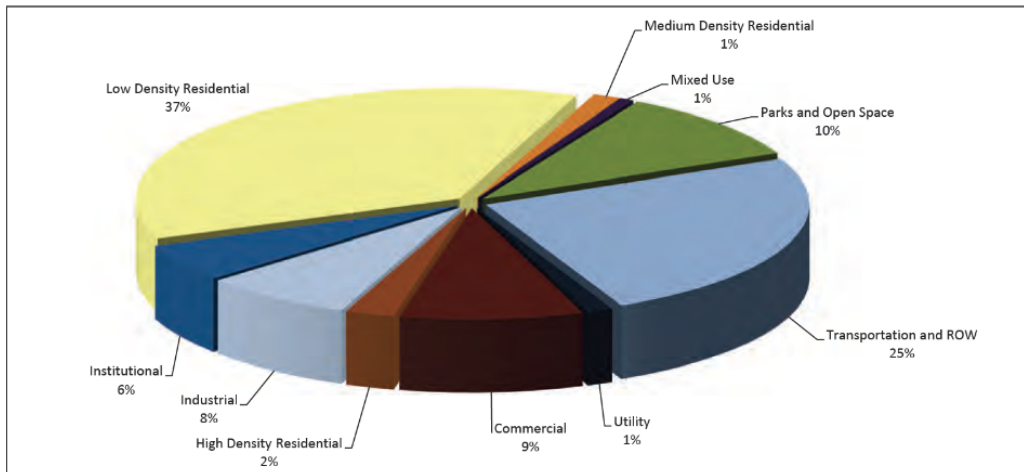
Figure 10-3. Example of Porous Pavement



While the outlined approach to sustainability is diverse, it does provide the City with a variety of ways to improve its infrastructure through the public and private sectors, as well as in the short and long-term.

EXISTING LAND USE

Figure 10-4. Existing Land Uses in the City of West Allis (2009)



Figures 10-4 and 10-5 illustrates the existing land uses found in the City of West Allis as of 2009. The City is characterized by a high quantity of residential properties, with supporting uses scattered throughout the community. Housing - including low density, medium density, and high density - accounts for 40% of land in the city. Commercial uses are located primarily along I-894 / Highway 100 and in the northeastern portion of West Allis. These uses comprise approximately 9% of the land, while institutional lands comprise about 6%.

Parks and open space lands comprise approximately 10%, with transportation (including streets and right-of-ways) and utility uses amounting to about 25%. Lands identified as mixed use totaled at about 1%. The City is fortunate to have a significant industrial base, with 8% of the City land uses being for industrial or manufacturing uses.

Figure 10-5.

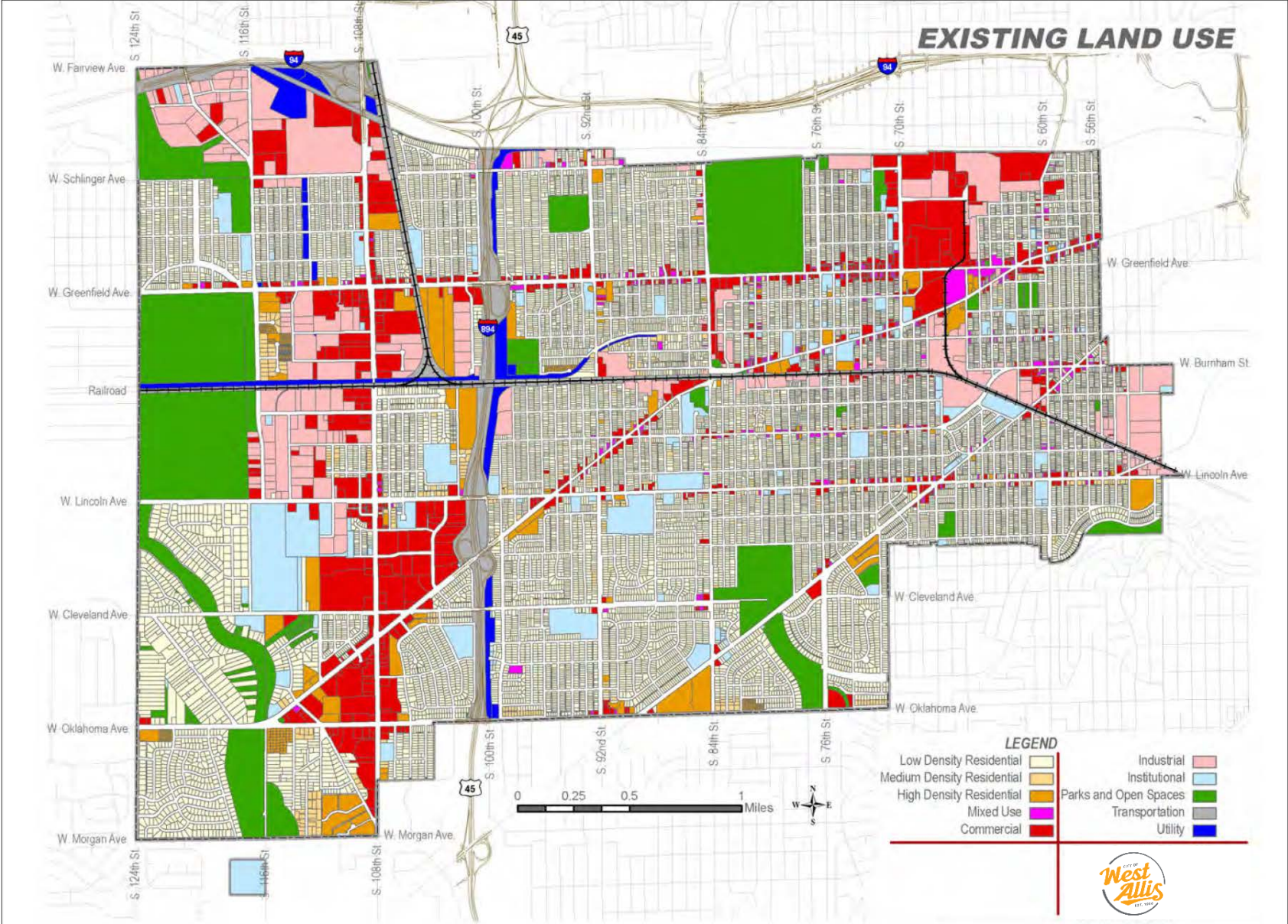
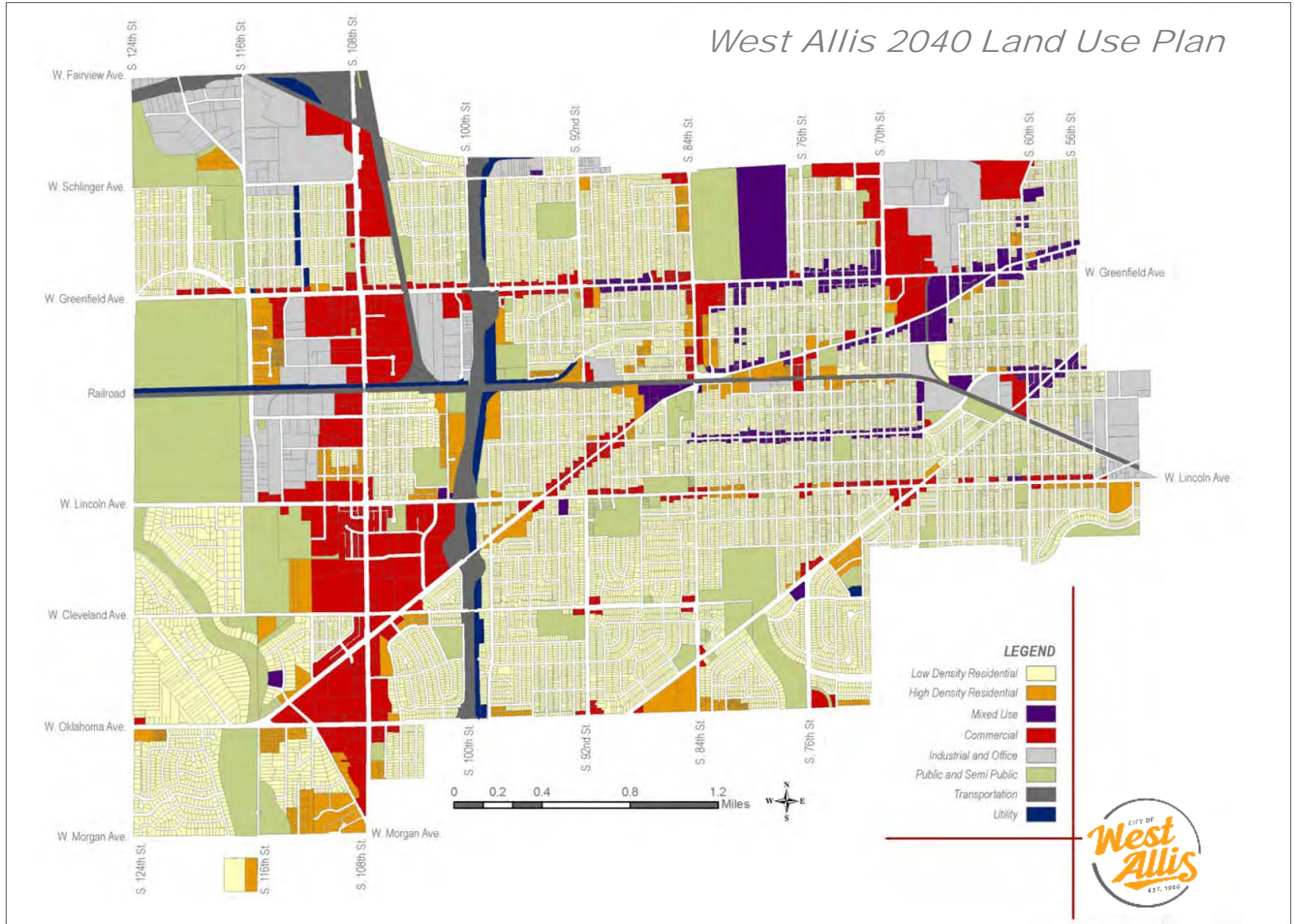


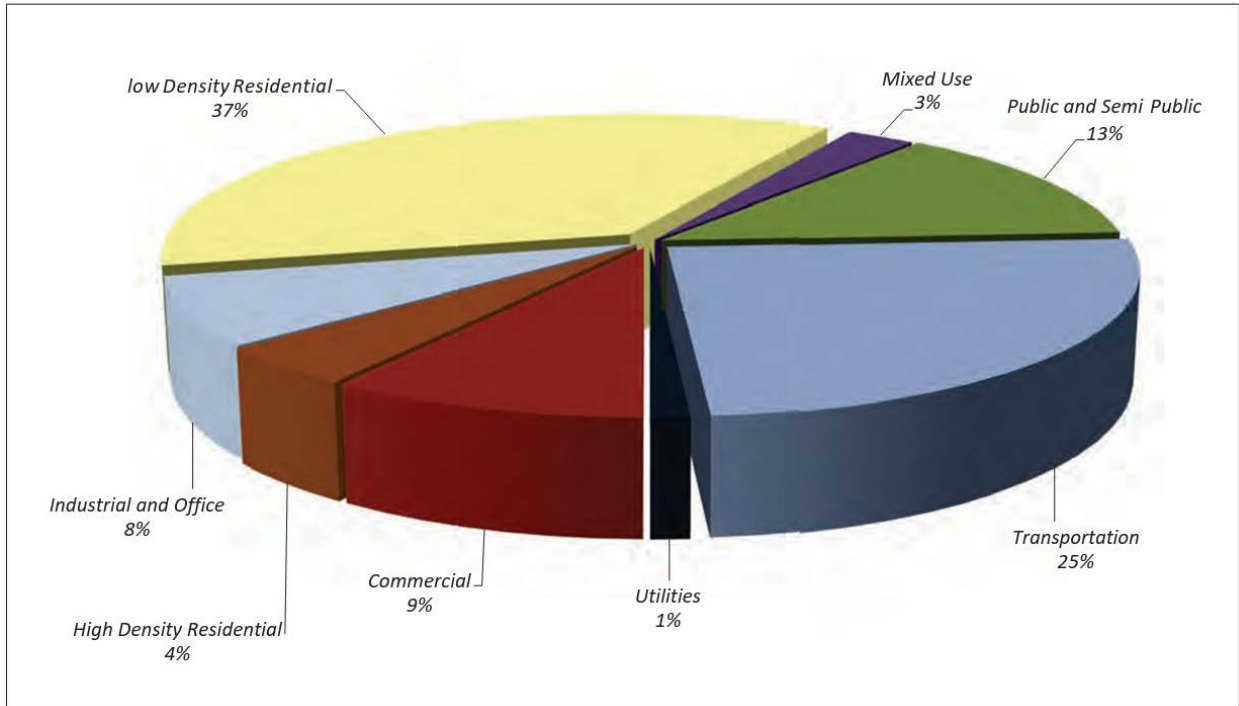
Figure 10-6.



LAND USE PLAN: 2040

The 2040 Land Use Plan replaces the 2030 land use plan. Over the past 10 years minor updates have been made in coordination with rezoning efforts. Figure 10-6 illustrates the 2040 Land Use Plan map, while Figure 10-7 shows future land uses by percentage. The modifications seek to enhance the City’s existing mix of uses by shifting the designation of some industrial and institutional lands to commercial, high and low density residential, and mixed-use. The following sections provide general descriptions for each of the proposed categories.

Figure 10-7. Land Use Category Percentages



Commercial

Commercial uses dominate many of the major transportation corridors in the City. Redevelopment efforts have been implemented and continue to take form throughout this land use category. Commercial uses are planned to remain the same in the City at 9% of overall land uses (including a small increase from 667.4 acres to 688.1 acres).

High Density Residential

The high-density residential land use category is one of two residential land use categories included in the land use plan (the other being low density residential). In addition, the mixed-use land use category seeks to provide opportunities for integrated housing units. Properties identified as high-density residential on the land use plan comprise a small percentage of the total land use acreage. These properties can be found in pockets throughout the City where multi-family developments and high-density single-family units can be accommodated. Several pockets of existing condominium and multifamily developments are located throughout the City.

Areas identified as high-density residential uses reflect a general density of 15 to 20 units per acre. The percentage of high density residential proposed in the 2040 land use plan represents 3% of overall land uses, compared to 2% of total existing land uses. This increase represents a shift from 179.2 acres to 324.1 acres, due to new housing projects that have been developed and conversion of underutilized industrial and institutional sites to housing.

Industrial and Office

The City's industrial and office areas have a significant impact on the location of future development and expansion opportunities. Industrial uses follow major transportation routes, including rail corridors, which brings employees and clientele to these uses while limiting traffic from entering residential areas. These major transportation routes provide access to area jobs and employment centers, both for area residents and the region.

Areas identified as industrial and office are planned to remain in comparison with existing land uses.

Low-Density Residential

The low-density residential land use is the predominant land use in West Allis and consists mostly of existing housing units varying in architectural style and age. Older low-density residential areas are found in the eastern portion of the City where traditional urban neighborhoods developed earlier in the City's history.

Most housing units in West Allis exist in the low-density residential land use designation. Areas identified as low density residential reflect a general density of nine (9) dwelling units per acre.

The percentage of low density residential proposed in the 2040 land use plan remains the same as existing land uses (37%) but includes a small decrease from 2,688.3 acres to 2,666.5 acres due to the conversion of a few areas from low density housing to high density housing. Opportunities exist for infill single-family housing throughout this land use category.

Mixed-Use

Although the mixed-use category was not identified in the City's 2010 future land use map, it is considered a valuable existing land use in the community. Thus, the mixed-use category is included in the 2040 land use plan. Mixed-use is defined as a combination of residential, commercial office, and / or commercial retail either combined within a building (e.g., retail on the first floor with housing on the upper levels) or existing together on a development site.

The percentage of mixed-use proposed in the 2040 land use plan offers an increase from 1% of existing land uses to 3% of proposed total land uses, representing an increase from 49.8 acres to 201.4 acres. This is due primarily to the conceptual development on the Milwaukee Mile site, as well as development in the Six Points area and Allis Yards Area.

Public and Semi Public

West Allis is fortunate to have parks and open space features which contribute to the natural character of the community. The City's parks, most of which are part of the Milwaukee County Parks System, are a highly valuable resource that should be protected and enhanced where possible. Open spaces include neighborhood parks, recreational areas, and environmental corridors. All these uses contribute to the value and quality of the community.

Additionally, the public and semipublic land use category includes institutional uses, i.e., schools, churches, and government facilities. Thus, two existing land use types are included in this category: institutional and parks and open space. When comparing these existing land uses to the public and semipublic land use category, the acreages are expected to decrease from 1,158.2 acres to 969.0 acres.

Transportation

Although most of the City's transportation network is already in place, roadway improvements will continue throughout the life of this Plan. Coordination between transportation planning and land use planning will persist as a key effort. New roadway improvements should be made in conjunction with redevelopment.

Transportation uses are not planned to increase or decrease in acreage. Existing transportation uses, identified on the map as the railroad and I-894 corridor, comprise approximately 265.0 acres, which is expected to remain in the 2040 land use plan (approximately 259.7 acres). Local streets and right-of-ways are also included in the transportation "use" and consists of approximately 1,554.69 acres. Collectively, transportation uses include 25% of the land (1,814.41 total acres) within the City.

Utility

The utility land use category serves as the designation for two key areas: 1) land adjacent to the rail corridor; and 2) lands along the east side of I-894. The utility designation should continue to foster the appropriate regulations for utility lines and related infrastructure.

Utility land uses are not planned to increase or decrease in acreage through 2040. Existing utility uses comprise approximately 94.8 acres, which is expected to remain in the 2040 land use plan (approximately 85.2 acres).

SPECIAL CONSIDERATIONS

Property Rights

The comprehensive planning process respects private property rights by increasing opportunities for public participation, clarifying the scope of land use entitlements for property owners, holding local officials to a higher degree of accountability for plan content, and by allowing planning decisions to be made by the community. Input received at public meetings has been reviewed and incorporated into the land use plan.

Road Improvements

Transportation and land use decisions should be made tangentially. Road expansions and projected traffic counts impact the types of land uses that are appropriate for both new development and redevelopment. The scale and density of land use also impact the need for new roads or expanded capacity. Thus, planning for transportation and land use should occur simultaneously. Complete streets should be considered as part of the Capital Improvement process.

Land Use Conflicts and the 'Consistency' Requirement

According to the State's comprehensive planning legislation, a local government that engages in the following actions must ensure actions are consistent with its comprehensive plan.

- Official mapping established or amended under s. 62.23 (6).
- Local subdivision regulation under s. 236.45 or 236.46.
- County zoning ordinances enacted or amended under s. 59.69.
- City or village zoning ordinances enacted or amended under s. 62.23 (7).
- Town zoning ordinances enacted or amended under s. 60.61 or 60.62.
- Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231.

Land use plans are dynamic and can constantly change. It is reasonable to accept the idea that a land use plan with conflicting content may be amended.

Limitations for Future Development

Existing development patterns and natural conditions are often the two (2) most limiting factors for future development. Compatibility between uses is critical for the sustained value of existing property values. Natural conditions, such as soil conditions, protected environmental features, or woodlands, may limit development due to City regulations or state permitting requirements. Figure 7-2 in Chapter 7: Parks, Open Space, Natural and Cultural Resources is an integral component to the City's land use plan. Figure 7-2 is provided for informational purposes only; however, it should be utilized in coordination with the land use plan when reviewing and approving changes in zoning, planned unit developments, conditional uses, land divisions, land stewardship plans, road alignments and circulation improvements, and related development matters.

Typical of first-tier inner-ring suburbs, the City of West Allis has more substantial growth limitations other than natural conditions. West Allis is unique, in that it is a landlocked community; fully developed; and faces the challenges of containing Brownfield sites, dilapidated properties, contaminated foundry sand, and geotechnical impediments that are scattered throughout the City. These obstacles are the City's true limitation regarding future development, and they regularly challenge city staff and local officials on future development strategies.

Chapter 11: Intergovernmental Cooperation

INTERGOVERNMENTAL COOPERATION

The Wisconsin Department of Administration describes intergovernmental cooperation as “any arrangement by which officials of two or more jurisdictions communicate visions and coordinate plans, policies, and programs to address and resolve issues of mutual interest.” Issues that are largely regional in scope, such as transportation, economic development, and community services, rely on the support of multiple jurisdictions for their success. The realities of today’s lifestyle, in which people readily cross municipal borders in their daily routines, evidence an increasing need for intergovernmental cooperation. As West Allis plans for the future, intergovernmental cooperation will likely be a vital component to its success.

This chapter describes and analyzes existing relationships between the City of West Allis and other governmental entities, including neighboring municipalities, overlapping jurisdictions, Federal and State agencies, and other relevant authorities. This chapter also details current agreements or areas of future concerns and provides recommendations for new or continued collaboration.

GOALS AND OBJECTIVES

Goal: Build and maintain mutually beneficial relationships and open communications with intergovernmental jurisdictions and authorities that provide cost-effective, orderly services and compatible development within West Allis and the region.

Objective 1: Support coordination with the WAWM School District. Continue to work with the West Allis-West Milwaukee School District on the future needs of facilities and services within the community.

Objective 2: Maintain communication with adjacent communities. Maintain continuous communication and comprehensive planning participation with surrounding municipalities.

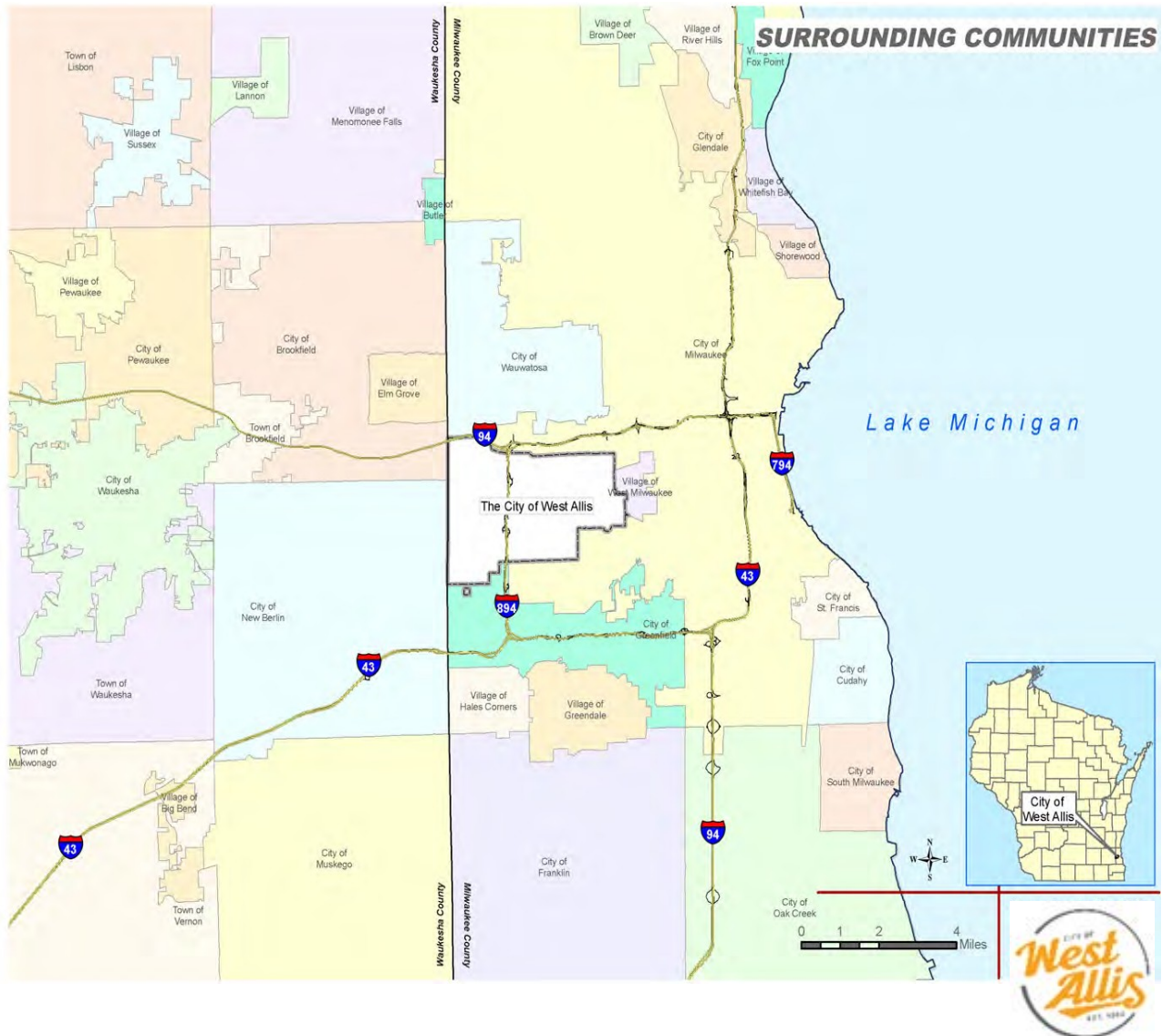
Objective 3: Coordinate with other entities to support Smart Growth. Work with neighboring municipalities, overlapping jurisdictions and regional entities on the development of plans and policies that support Smart Growth development within West Allis and the region.

CURRENT RELATIONSHIPS AND RECOMMENDATIONS

Shared Municipal Boundaries

West Allis is the most populous inner-ring suburb within the Milwaukee metropolitan area. In Milwaukee County, the City of West Allis shares municipal borders with the Cities of Greenfield, Milwaukee, and Wauwatosa, as well as the Village of West Milwaukee. West Allis also maintains a border with the Cities of Brookfield and New Berlin, which are in Waukesha County.

Milwaukee Metro Area Map



City of Milwaukee

West Allis maintains two (2) separate borders with the City of Milwaukee, one on its northern edge and the other along portions of West Oklahoma Avenue on the south. The City of Milwaukee has created neighborhood area plans to guide its future development, and two of these plans, the West Side Area Plan and the Southwest Area Plan, border West Allis. Both plans were adopted in December 2009.

Milwaukee's West Side Area Plan calls for neighborhoods with strengthened identities where persons can "age in place." The plan calls for encouragement of more owner-occupancy in single-family developments, as well as rehabilitation and reinvestment in its general housing stock. Key recommendations focus on supporting mixed-use neighborhoods with local businesses that provide balance to commercial corridors, and traffic calming improvements that promote multi-modal transportation options. No major land use changes have been proposed on West Allis' border.

The Southwest Area Plan recommends implementing projects that increase sustainability and encourage mixed-use neighborhoods. The plan recommends continued aesthetic and infrastructural improvements to major districts and corridors within the area through increased landscaping, and pedestrian and bicycle improvements.

The City of Milwaukee also has an overarching Citywide Policy Plan that acknowledges the requirements of Wisconsin's Smart Growth Legislation. As the center of the metropolitan region, the Milwaukee's Policy Plan will have implications for West Allis, in particular regards to Economic Development, Transportation and Housing.

Recommendations

- **Recommendation 1.1:** The City of West Allis should work with the City of Milwaukee to encourage property maintenance and commercial improvements along West Oklahoma Avenue and the remainder of its southeastern border.
- **Recommendation 1.2:** The City of West Allis should work with the City of Milwaukee to encourage transportation, commercial and neighborhood improvements in Milwaukee south of I-94 and north of West Allis' border, as this area serves as a gateway into West Allis for many interstate commuters.
- **Recommendation 1.3:** The City of West Allis should maintain awareness of the planning efforts in the City of Milwaukee, review drafts and provide comments regarding policy recommendations; to strengthen economic conditions and quality-of-life measures in the metro region through compatible urban redevelopment.

City of Greenfield

The City of Greenfield is located along West Allis' southern border from South 124 Street to South 100 Street. Greenfield adopted its Comprehensive Plan in November 2008 and more recently made an update in 2020. In relation to the City of West Allis, Greenfield's future land use plan calls for continued residential uses along West Morgan Avenue and commercial uses along Highway 100 abutting the City of West Allis.

An area of currently vacant land surrounding the City of West Allis' Morgan Avenue Yard along South 116 Street is identified as being maintained and acquired for future conversion to a new mixed residential use neighborhood.

The City of Greenfield's Comprehensive plan offers the following recommendation: *"the City (of Greenfield) continue to work with the City of West Allis to relocate the compost operation and acquire these lands. A master plan should be prepared for this entire site. The area surrounding West Allis is appropriate for a mix of residential uses. Because the area currently lies outside Greenfield's jurisdiction, these lands are shown as vacant on the Future Land Use Map. However, the City will continue to work with West Allis to develop a specific plan for these lands and to identify compatible future land uses for the property."*

Recommendations

- **Recommendation 2.1:** The City of West Allis should continue to work with the City of Greenfield to ensure compatible development, with particular attention to the area including West Allis' Morgan Avenue Yard.
- **Recommendation 2.2:** The City of West Allis should work with the City of Greenfield to assure that transportation corridors, such as Highway 100 and north-south bike routes, transition between municipalities in accordance with desired standards.



City of Wauwatosa

The City of Wauwatosa is located along West Allis' northern border from South 124 Street to Highway 100. The transportation and utility corridor along I-94 largely defines this border, with a predominance of industrial and commercial uses on both sides. There is also some single-family development adjacent to the border, on Wauwatosa's side. Wauwatosa's current Comprehensive Plan was adopted in December 2008, and its future land use map does not project any significant changes along West Allis' border.

Recommendation

- **Recommendation 3.1:** The City of West Allis should continue to work with the City of Wauwatosa to assure compatible development, transportation infrastructure and economic development issues associated with their shared borders, with particular attention to the Highway 100 corridor.

City of New Berlin

The City of New Berlin is located along West Allis' western border on South 124 Street from West Greenfield Ave to West Morgan Avenue. New Berlin adopted its Comprehensive Plan in 2009 and updated in 2016 to address code updates and basic housekeeping items. The plan indicates that no adjustments to land use are projected to occur along New Berlin's border with West Allis, which will maintain predominantly residential uses and park space (New Berlin Hills Golf Course). New Berlin's plan includes a recommendation to seek opportunities to improve "gateway corridors" between the two communities.

Recommendation

- **Recommendation 4.1:** The City of West Allis should work with the City of New Berlin on creating compatible development and improved gateway corridors between the two communities.

City of New Brookfield

The City of Brookfield abuts the City of West Allis along its northwestern border along South 124 Street north of West Greenfield Avenue. Brookfield completed its 2035 Comprehensive Plan in 2009, which includes projected land uses. This plan indicates that no changes are expected in land use along West Allis' border, which is predominantly developed as single-family housing and described as medium density housing.

Recommendation

- **Recommendation 5.1:** The City of West Allis should seek collaboration with Brookfield, New Berlin, and the State of Wisconsin for any future transportation improvements to West Greenfield Avenue.

Village of West Milwaukee

The City of West Allis shares its eastern border with the Village of West Milwaukee. As part of the Comprehensive Planning process, southern areas of this shared border with West Milwaukee have been identified for redevelopment and improvements. The area encompassing South 54 Street and West Burnham Street is currently occupied with underutilized and aging industrial infrastructure that will need to be investigated for redevelopment.

The City of West Allis and the Village of West Milwaukee share several community services, including a common Health Department Chamber of Commerce and school district. The two municipalities also share Information Technology services.

Recommendations

- **Recommendation 6.1:** The City of West Allis should work with the Village of West Milwaukee to ensure that mutually beneficial and compatible development is planned along its borders.
- **Recommendation 6.2:** Key transportation and gateway corridors with West Milwaukee, such as West National and West Greenfield Avenues, should be looked at for improvements.
- **Recommendation 6.3:** West Allis should continue to evaluate its service relationships with West Milwaukee and look for ways to improve its efficiency and quality.

OVERLAPPING JURISDICTIONS AND OTHER ENTITIES

Beyond municipal relationships, West Allis also has intergovernmental interaction with the State of Wisconsin, Wisconsin State Fair Park, Milwaukee County, Milwaukee County Transit System (MCTS), West Allis–West Milwaukee School District, and Milwaukee Area Technical College (MATC). In addition, West Allis lies within the boundaries of the Southeastern Wisconsin Regional Planning Commission (SEWRPC) and the Milwaukee Metropolitan Sewerage District’s (MMSD) authority. The following text provides a summary of how West Allis interacts with these and other entities, as well as any known areas of interest in relation to this 2040 Comprehensive Plan.

State of Wisconsin

The City of West Allis must work with and be continually aware of State legislation and policies. The City works regularly with various state departments and agencies, including the Department of Natural Resources, Department of Transportation, and State Fair Park on matters where the State has reserved authority on local matters. State agencies, including the Departments of Administration and Commerce provide a source of funding opportunities for the development and implementation of local plans. Revenue sharing is also administered by the State, and local shares have decreased while local issues and problems remain in need of funding.

Recommendations

- **Recommendation 7.1:** West Allis should continue to be aware of State legislation and work with State agencies to implement local actions.
- **Recommendation 7.2:** West Allis should work with the State to ensure that adequate funding, through revenue sharing and other programs, is allocated to first-ring industrial cities.

Wisconsin Department of Transportation (WisDOT)

The Wisconsin Department of Transportation (WisDOT) oversees the Interstate Highway System that runs through the region and bisects West Allis. WisDOT also manages Highway 100 and parts of West Greenfield Avenue (west of I-894). West Allis has well established transportation infrastructure that serves as an

important link to commuters throughout the metropolitan region and urban core. This infrastructure is aging and needs to be properly maintained for a healthy region.

Recommendations

- **Recommendation 8.1:** The City of West Allis should continue to work with WisDOT to ensure that state-controlled transportation projects complement local goals and objectives, with particular attention to the Zoo Interchange.

Wisconsin Department of Natural Resources (WDNR)

The Wisconsin Department of Natural Resources (WDNR) is dedicated to the preservation, protection, effective management, and maintenance of Wisconsin's natural resources. The WDNR implements state and federal laws that protect the natural resources of the state and coordinates many disciplines and programs to ensure a clean environment.

In an urban environment like West Allis, the WDNR operates programs aimed at environmental cleanup and management. The WDNR oversees the state's Remediation and Redevelopment program, which aids in the investigation, clean up and redevelopment of contaminated properties.

Recommendations

- **Recommendation 9.1:** West Allis should continue to work with the WDNR to attain funding and assistance for the management and redevelopment of contaminated sites throughout the City.
- **Recommendation 9.2:** The City should ensure that the policies of the WDNR do not prohibit urban redevelopment and promote sprawl.

Wisconsin State Fair Park

Wisconsin State Fair Park is an agency of the State of Wisconsin. A Board of Directors, comprised of 13 individuals representing various communities, industries, and members of the State legislature, oversees the staff and operations at the Fair Park. A Chairperson appointed by the Governor of Wisconsin leads the board. The park, which comprises nearly 140 acres, is located within West Allis' and Milwaukee's municipal borders. Although the land is currently controlled by the State, whose authority supersedes that of West Allis, it is in the best interest of all parties, including the City of Milwaukee, to work together on sustainable solutions for the area.

The annual 11-day Wisconsin State Fair, which is held in August, is the State Fair Park's largest event. Numerous other events are held at the State Fair Park, in addition to events hosted by the Pettit National Ice Center, Wisconsin Exposition Center and The Milwaukee Mile. Each of these entities is operated by management teams independent of the Fair Park and of each other.

Recommendations

- **Recommendation 10.1:** As a major landholder, traffic generator and consumer attraction, West Allis should engage the Wisconsin State Fair Park in discussions regarding long-range plans for the site. See Chapter 9 – concept area 5.

- **Recommendation 10.2:** The City should communicate with State Fair to ensure that all proposed land uses, and new developments complement the City’s vision at this site.
- **Recommendation 10.3:** Peak traffic demands associated with the park should be integrated with the city’s infrastructure capacity.

Milwaukee County

Milwaukee County manages several county-owned parks and parkways within West Allis, provides oversight of some well-utilized transportation infrastructure and offers various social services to the citizens of City of West Allis. As an overlapping taxing jurisdiction, Milwaukee County maintains a position on West Allis’ Joint Review Board. There has also recently been discussion of changes to services or the structure of the County government itself.

Recommendations

- **Recommendation 11.1:** Work with Milwaukee County to ensure long-term maintenance of streets, parks, parkways, and regional transit within West Allis.
- **Recommendation 11.2:** West Allis should engage in communications with the County pertaining to the preservation, contraction, or expansion of existing programs, as the County defines its future role in providing services.
- **Recommendation 11.3:** The City should maintain discussions with the County pertaining to the continuation and formation of TIF districts within the City.

Milwaukee County Transit System (MCTS)

Milwaukee County Transit System (MCTS) operates public transportation busses within Milwaukee County. MCTS is run by a private, not for profit management company under contract to Milwaukee County. MCTS provides more than 150,000 passenger trips daily in the Milwaukee metro area, granting mobility and freedom for all types of users. MCTS provides regularly scheduled transit service within a quarter-mile walking distance of 85% of Milwaukee County residents. Through its extensive coverage, transit service provides benefits to the entire region, and therefore, the management of such service should be operated in a regional manner. MCTS supplies important service to all citizens of the community, including those who do not regularly use transit services, but benefit from the work and mobility of those who do. As such, support for transit services should be maintained in a similar manner to that of the extensive local road network, which the public has been willing to subsidize.

Recommendations

- **Recommendation 12.1:** The City of West Allis should work with MCTS to assure that regional transit service continues to be offered within the city.
- **Recommendation 12.2:** West Allis should identify and provide suggestions for improvements to transit service, such as potential Bus Rapid Transit or fixed-rail service within the City of West Allis.

- **Recommendation 12.3:** West Allis should participate in discussions regarding the formulation of a regional transit authority to oversee the preservation and management of the region's transit system.

Milwaukee Metropolitan Sewerage District (MMSD)

MMSD is a regional government agency that provides water reclamation and flood management services for about 1.1 million customers in 28 communities in the Greater Milwaukee Area. It serves 411 square miles that cover all, or segments of six watersheds. The district was established by state law and is governed by 11 commissioners with taxing authority.

In terms of environmental management, MMSD has adopted an Environmental Sustainability policy which affirms its commitment to act as an environmental steward for the Greater Milwaukee Watersheds through the pursuit and establishment of policies, programs, and practices that are focused on environmental sustainability. MMSD focuses its services and processes toward the preservation of natural resources and the investment of resources to ensure capacity and infrastructure committed to pollution control. MMSD also partakes in floodplain conservation and waterway restoration. MMSD sets forth development standards for stormwater retention that affect redevelopment within the City of West Allis.

Recommendations

- **Recommendation 13.1:** The City of West Allis should work with MMSD to ensure that MMSD's policies are not so onerous that they make sustainable urban redevelopment more costly than greenfield sprawl. (Cost prohibitive redevelopment policies should be modified to support a balance between user fees and developer costs.)
- **Recommendation 13.2:** The City of West Allis should continue to review plan documents and participate in discussions with MMSD, as potential stormwater or water restoration projects are considered.

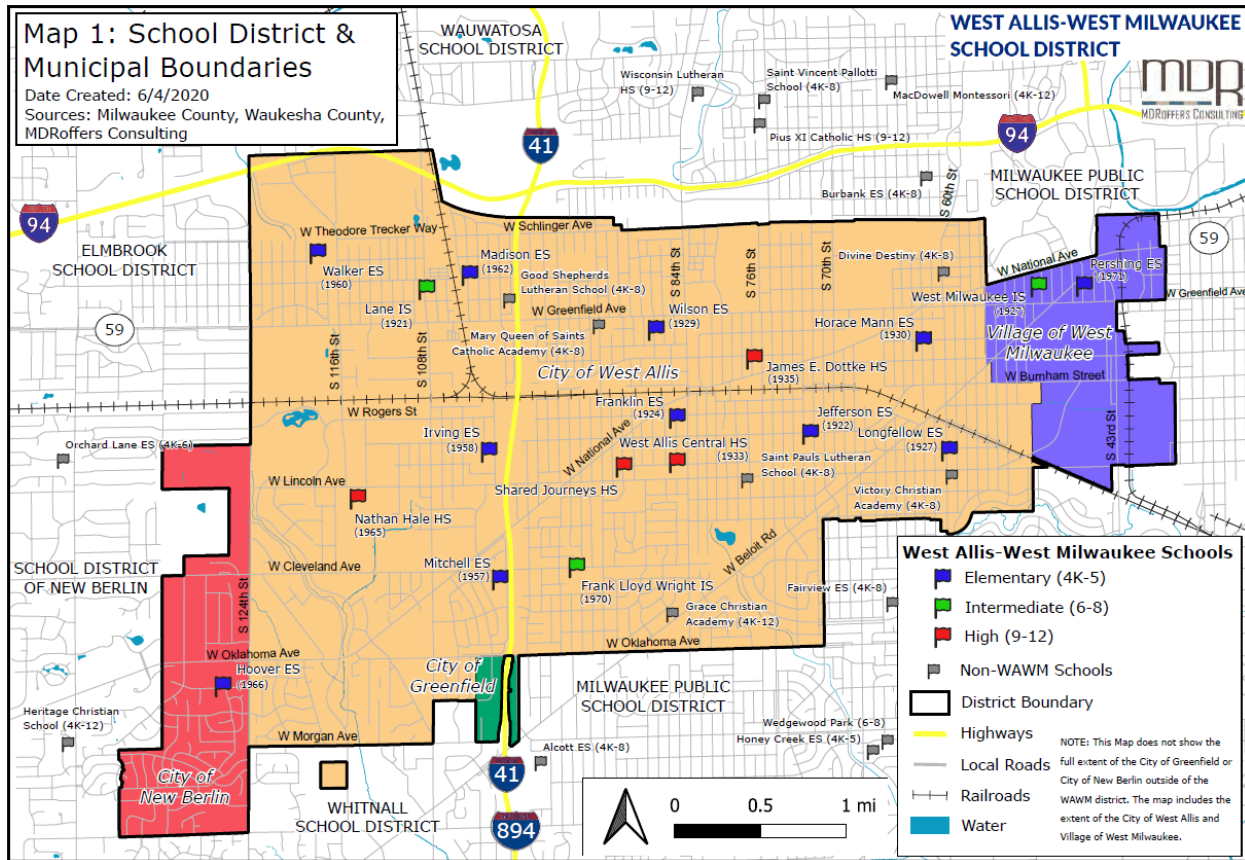
West Allis-West Milwaukee School District

The mission of the School District of West Allis - West Milwaukee, in partnership with family and community, is to provide challenging curriculum and engaging instruction so that every student may attain academic success. The district offers full and half-day kindergarten, Special Education, School-to-Work, Fine Arts, and Gifted, Talented and Creative programs.

The geographic area of the school district is comprised of the City of West Allis, the Village of West Milwaukee, and parts of the Cities of New Berlin and Greenfield (see map 1 - District boundaries on next page) The school district occupies considerable land that is used for recreation and open space within the city. The district operates eleven elementary schools, three middle schools and two comprehensive high schools and one project-based learning high school. As of September 2019, the WAWM School District educated 7,878 4K-12 students. September 2019 enrollment at the elementary school level (4K-5) was 3,579 students, at the intermediate school level (6-8) was 1,859 students, and at the high school level (9-12) was 2,440 students.

Enrollment decreased by 1,041 students, or 11 percent, over the past decade, due to decreased school-aged residents, increasing private school enrollment, and shifts in open enrollment. Total population (including children and adults) within the WAWM District grew by 241 people, or 0.4 percent over the past 10 years.

A nine-member Board of Education, who's at-large members serve three-year terms, governs the district. In addition, a representative from the school district sits on the City's Joint Review Board and has the authority to review and approve TIF districts within the City.



Recommendations

- **Recommendation 14.1:** The City should work with the School District on mutually beneficial upgrades and consolidations to its facilities.
- **Recommendation 14.2:** As a sensitive traffic generator, with considerable attention needed to safety, the City should continue to work with the School District on establishing or maintaining transportation amenities throughout the city to service the needs of the District.
- **Recommendation 14.3:** The City should encourage the implementation of workforce development curricula to foster growth from secondary education to the labor force; trade, tech, and apprentice programs; technical colleges; and/or, universities.
- **Recommendation 14.4:** The City should continue to work with the School District on implementing cost-effective redevelopments through TIF that will financially benefit both parties.

Milwaukee Area Technical College (MATC)

The Milwaukee Area Technical College (MATC) is one of the districts within the 16-district Wisconsin Technical Collect System. MATC maintains campuses in Mequon, West Allis, Milwaukee, and Oak Creek. MATC is managed by a governing board made up of nine members from geographical areas within the

Milwaukee Area Technical College District. In 2008, MATC expanded its West Allis campus to include 5,600 sq. ft. of additional classroom and lab space. The West Allis campus currently offers 16 associate degree programs, six diploma programs and 15 certificate programs, as well as Community Enrichment Classes. The MATC Campus is a significant traffic and parking generator in the South 70 Street Corridor.

Recommendations

- **Recommendation 15.1:** West Allis should maintain current with MATC's long-range plans for its West Allis campus and plan mutually beneficial land use and transportation infrastructure accordingly.
- **Recommendation 15.2:** The City should continue to work with MATC and the private sector to develop and provide workforce development programs that coincide with local economic development efforts, including programs aimed at non-matriculating high school students.
- **Recommendation 15.3:** West Allis should maintain open communication and planning participation with MATC regarding the financing and formation of redevelopment projects, such as TIF districts.

Southeastern Wisconsin Regional Planning Commission (SEWRPC)

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) was established in 1960 as the official areawide- planning agency for the highly urbanized southeastern region of the State. The Commission serves the seven counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. The Commission was created to provide the basic information and planning services necessary to solve problems, which transcend the corporate boundaries and fiscal capabilities of the local units of government comprising the Southeastern Wisconsin Region. SEWRPC works with regional planning issues dealing with highways, transit, sewerage, water supply, parks and open spaces, flooding, pollution, natural resources, land use and housing.

SEWRPC recently published A Regional Land Use Plan for Southeastern Wisconsin: 2035. This plan provides the base for other regional planning efforts in Southeastern Wisconsin. This plan was drafted with four basic principles: land use planning must (1) be regional in scope; (2) be conducted concurrently with transportation and public utility planning; (3) recognize the existence of a limited natural resource base; and (4) alternate between area wide systems planning and local planning.

Similarly, SEWRPC has published A Regional Transportation System Plan for Southeastern Wisconsin: 2035 to project the future transportation needs of the region. This multi-modal plan includes four principal elements: (1) public transit; (2) systems and demand management; (3) bicycle and pedestrian facilities; and (4) arterial streets and highways.

Recommendations

- **Recommendation 16.1:** The City should work with SEWRPC to promote policies that capitalize upon the economic and environmental benefits of urban redevelopment, and limit or equalize the cost of urban sprawl.
- **Recommendation 16.2:** West Allis should continue to work with SEWRPC on regional planning issues by participating in the formulation and adoption of land use, transportation, and housing plans.

Milwaukee 7 (M7)

The Milwaukee 7 was launched in 2005 to create a regional, cooperative economic development platform for the seven counties that comprise Southeastern Wisconsin. Its mission is to attract, retain and grow diverse businesses and talent. This entity presents the Milwaukee economy as a range of choices and opportunities that gives the area a more competitive advantage. Acknowledging the value of the entire region, M7 operates as a single entity for the 7-county region it serves and aims to limit competition for economic gains between communities within its borders. M7 implements business programs and economic-based research, provides platforms for communication and policy debates, manages a site and building database for prospective businesses, actively promotes regional identity and branding, and pursues business relocation from outside the region. The M7 measures its success on improving per capita income, employment, educational attainment, export value and net regional migration.

Recommendation

- **Recommendation 17.1:** West Allis should continue to work with the Milwaukee 7 to improve the economic status of the region, including West Allis, by regularly communicating ideas and pursuing activities that are complementary.

Wisconsin Economic Development Association (WEDA)

On a statewide economic scale, West Allis participates in activities sponsored by the Wisconsin Economic Development Association (WEDA). WEDA is a statewide non-profit organization dedicated to expanding the economy of the state. WEDA represents the collective economic development interests of both the private and public sectors by providing leadership in defining and promoting statewide economic development initiatives. WEDA maintains Executive and Legislative Directors to administer and direct WEDA's ambitious activities and programs.

The impacts of legislative and regulatory policies on Wisconsin's economic development climate are of the highest priority to WEDA and its members. It is critical that the collective voice of economic development professionals is heard as public policy matters affecting our economy and workforce are debated and acted upon.

Recommendation

- **Recommendation 18.1:** West Allis should continue to work with WEDA on advancing the economic prowess of the state in a manner that provides prosperity to West Allis and the Milwaukee region.

First-Ring Industrial Redevelopment Enterprises (FIRE)

First-Ring Industrial Redevelopment Enterprise (FIRE) is a Community Development Entity strategically focused to provide gap financing to mixed-use developments and business expansions throughout the Southeast Wisconsin industrial corridor. Its service area includes Milwaukee, Racine, and Kenosha counties. FIRE was formed under the auspices of the City of West Allis.

FIRE has a mission of stimulating regional economic growth and was designed to extend the strategies and expertise of successful revitalization opportunities throughout the "first-ring" of industrial corridors in Southeast Wisconsin. Cities in this region have been aggressively utilizing many economic development tools; however,

local entities often need further assistance to fund the extensive number of opportunities that could be leveraged to reinvigorate our regional economy.

The principal vision of FIRE is to inject capital into mixed-use, commercial, and industrial development projects to create jobs, tax base and catalyze new life in the urban cores of these targeted disinvested areas. To do this, FIRE has been awarded over \$100 million in New Markets Tax Credits by the CDFI Fund, an arm of the Treasury Department. This resource will be utilized as a primary vehicle to support FIRE's mission.

Recommendation

- **Recommendation 19.1:** The City of West Allis should continue to work with FIRE in pursuing redevelopment projects that reinvigorate brownfield property, assist mixed-use development and/or expand businesses that provide jobs for local residents.

Downtown West Allis Business Improvement District

The Downtown Business Improvement District (BID) was organized in 1989 to provide West Allis' downtown business district with entrepreneurial and organizational services. The mission of the BID is to "build a positive image that encourages customer growth and community involvement." The BID is governed by a Board of Directors, which includes an ex-officio member from the City of West Allis. The district, which is located on West Greenfield Avenue, between South 76th and South 70th Streets, is comprised of small businesses that include traditional and specialty retail, service providers, commercial offices, entertainment, and eating and drinking establishments. In 2001 the district was selected to participate in Wisconsin's Main Street Community program, whose four-part program deals with promotion, organization, design, and economic development.

The City and BID work together on a variety of issues, including transportation and utility infrastructure, economic development, façade improvements and signage.

Recommendations

- **Recommendation 20.1:** The City should work with the BID to preserve the cultural heart of the community through mutually beneficial improvements, such as enhanced signage, building facades, streetscape elements, public art and landscaping.
- **Recommendation 20.2:** The City should encourage the BID to pursue energy-efficient upgrades and conservation measures that increase the competitive advantage and image of Downtown West Allis.

Milwaukee County Federated Library System (MCFLS)

The West Allis Public Library is a member of the Milwaukee County Federated Library System (MCFLS). MCFLS assumes a leadership role in facilitating cooperation among its member libraries, which are located throughout Milwaukee County. Part of MCFLS's mission is to promote the most effective use of local, county, state and federal funds and assist member libraries in the utilization of current and evolving technologies to provide the highest possible level of library service to all residents of Milwaukee County.

MCFLS is primarily funded by the State of Wisconsin, overseen by the Department of Public Instruction, and administered by a seven-member Board of Trustees. It functions as a membership organization - with its membership made up of the 15 administratively autonomous and fiscally independent public libraries in

Milwaukee County. These public libraries join the MCFLS organization voluntarily and renew their memberships periodically by signing a membership agreement.

Recommendation

- **Recommendation 21.1:** West Allis should continue to evaluate its participation within MCFLS as an optimal way of providing cost- effective and improved library services to the citizens of the city.

Chapter 12: Implementation

To fully realize the general vision presented in each element of this Plan, the City of West Allis should implement identified objectives and policies, monitor the plan, and make amendments, as necessary.

MONITORING THE PLAN

This Plan must reflect the current goals, objectives, and policies of the City. On an annual basis, the Plan should be reviewed by City staff with the following considerations in mind: new land use opportunities; further plan detail and refinement; market shifts; demographic changes and growth patterns; unforeseen challenges; and changes in legislation. Development and redevelopment activities in West Allis should be monitored on an ongoing basis and should be compared with plan goals and objectives to ensure that current policies are achieving the intended results.

AMENDING THE PLAN

This Plan should be reviewed and amended periodically. Suggestions for amendments may be brought forward by City staff, officials, and residents. Proposed amendments may originate in any of the following ways: a) Amendments proposed as corrections of clerical or administrative errors, mapping errors, and updated data for text, tables, and maps; b) Amendments proposed because of discussion with officials and citizens; and c) Amendments proposed because of discussions during a community planning process.

When a change is proposed, it should follow this general procedure: 1) Recommendation by the Plan Commission to conduct a review process for the proposed amendment; 2) Facilitation of public hearings as required by applicable Wisconsin Statute and/or ordinance; 3) Recommendation from the Plan Commission to the Common Council; 4) Consideration and decision by the Common Council. Plan amendments and updates should coincide with the annual monitoring schedule.

PLAN ELEMENT CONSISTENCY

The individual elements of this plan reinforce the goals, objectives, and policies of one another. As future amendments and updates are made, consistency between the plan elements must be ensured. According to the State's comprehensive planning legislation, a local government that engages in the following actions must ensure those actions are consistent with its comprehensive plan: a) Official mapping established or amended under s. 62.23 (6); b) Local subdivision regulation under s. 236.45 or 236.46; c) County zoning ordinances enacted or amended under s. 59.69; d) City or village zoning ordinances enacted or amended under s. 62.23 (7); e) Town zoning ordinances enacted or amended under s. 60.61 or 60.62; f) Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231. These elements must be considered for consistency when amending the plan.

PLAN RECOMMENDATIONS

The following tables list the policies identified in each of the Plan elements so that the City can carry its vision forward. The recommendations are quite extensive for Chapter 3: Neighborhoods, Districts, and Corridors and Chapter 9: Redevelopment Opportunities, therefore those recommendations should be reviewed in the actual chapter.

Economic Development

Economic Development Goal: A competitive and diverse economic atmosphere that maintains and attracts investments and employment to the City, providing benefits to its residents.

Objective 1: Jobs

Maintain, diversify, and increase the number of jobs that West Allis offers to its residents and the region, with an emphasis on family-supporting wages.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 1.1: Target economic development incentives, such as loans and tax credits, to businesses with quality employment.	
	Recommendation 1.2: Develop and monitor performance measurements pertaining to employment opportunities and income.	
	<ul style="list-style-type: none"> ▪ Recommendation 1.1: Weigh the opportunity to build on the strengths of a neighborhood (i.e., infill development, renewed energy to a commercial corridor or space, cultivation of entrepreneurship and support investment that builds on attraction of new businesses and residents) 	
	<ul style="list-style-type: none"> ▪ Recommendation 1.2: Target economic development incentives, such as loans and tax credits, utilize Opportunity Zones or Community Reinvestment Action to leverage private investment and creation of businesses with quality employment opportunities. 	
	<ul style="list-style-type: none"> ▪ Recommendation 1.3: Develop and monitor performance measurements pertaining to employment opportunities, new businesses, and income. 	

Objective 2: Taxable Property Value

Reduce the property tax burden through redevelopment.

High Priority	Economic Development Recommendations	Page Number
X	Recommendation 2.1: Continue the use of resourceful financing mechanisms, such as Tax Increment Financing and New Market Tax Credits, to prioritize site-specific redevelopment.	
X	Recommendation 2.2: Remove obstacles, such as blight and brownfield contamination, and promote the financial benefits of in-fill development and redevelopment to developers.	
	Recommendation 2.3: Maintain cost-effective municipal budgets that take advantage of the property tax relief attained through additional investment and make West Allis more competitive within the region.	

Objective 3: Redevelopment

Encourage redevelopment efforts throughout West Allis that are cost-effective, sensitive to the environment and contain efficient land use and transportation connectivity.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 3.1: Compile and prioritize a list of potential redevelopment sites within the city.	
	Recommendation 3.2: Develop shovel-ready parcels in a diversity of sizes that have access to transportation infrastructure, public utilities, and telecommunications.	
X	Recommendation 3.3: Review and update zoning and design regulations to create high-quality development that is complimentary to the neighborhoods and strategic vision of the city.	
	Recommendation 3.4: Consider the use of acquisition and eminent domain for redevelopment.	

Objective 4: Private Investment

Experience increased private investment by overcoming real or perceived barriers to growth.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 4.1: Serve as a clearinghouse of information with quality customer service to potential investors in the community, while assuring conformance to development standards and regulations.	
X	Recommendation 4.2: Review and update economic development finance and technical assistance tools.	
	Recommendation 4.3: Engage the private sector in discussions regarding policies and programs that would promote further investment and identify those which put the community at a competitive advantage.	
	Recommendation 4.4: Further develop and maintain an Economic Development Web site that promotes the benefits of investing in West Allis.	

Objective 5: Business Retention and Expansion

Identify and invest in efforts to capture sectors of the economy that correspond with local, regional, national and/or global trends, in which West Allis can be competitive.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 5.1: Meet with industry leaders in West Allis to identify opportunities to deliver products and services more effectively and efficiently.	
	Recommendation 5.2: Create and foster business relationships between local and regional suppliers.	
	Recommendation 5.3: Prioritize the development of local businesses within targeted industrial sectors.	

Objective 6: Workforce

Work with local and regional businesses and organizations to expand the talent, education, and economic capacity of the workforce.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 6.1: Support the creation of workforce development programs that serve the local community and lead to employment opportunities.	
	Recommendation 6.2: Recognize the increasing diversity of West Allis and stimulate interaction between all members of the community.	
	Recommendation 6.3: Assist the Chamber of Commerce in promoting workforce development.	

Objective 7: Quality of Life

Highlight and advance efforts that improve quality-of-life indicators as a means to inform location decisions of residents and businesses.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 7.1: Develop and distribute materials that promote the availability of quality education, affordable living, recreation opportunities and regional accessibility in West Allis.	
	Recommendation 7.2: Support investments in recreational, entertainment, cultural and housing options that attract residents, employers, and additional private investment.	
	<ul style="list-style-type: none"> ▪ Recommendation 7.3: Promote “art” as part of the West Allis culture not only in defining a sense of place but developing an artist community that builds and supports new creative businesses and captivating entertainment venues. 	

Objective 8: Sustainability

Promote public and private sector development that fosters growth and meets sustainable (economic, environmental, social, and cultural) community needs without jeopardizing the future.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 8.1: Work with developers to upgrade, reuse or recycle existing buildings and infrastructure to retain and optimize previous investments.	
	Recommendation 8.2: Enhance and restore place making by preserving the historic and architectural features of West Allis.	
	Recommendation 8.3: Work with developers to incorporate energy conserving measures, using efficient infrastructure and appliances, alternative energy, natural light and ventilation, and local materials.	
	Recommendation 8.4: Promote the creation of an Energy Conservation District within the City’s Downtown to evaluate “green strategies”	

Objective 9: Downtown, Business, and Neighborhood Improvement Districts

Increase the value, appearance and vitality of West Allis’ Historic Downtown, and other Business and Neighborhood Districts as unique community assets.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 9.1: Support the existence of the Downtown Business Improvement District (BID) as the lead organization for Downtown revitalization efforts.	
X	Recommendation 9.2: Promote the creation of additional Business and Neighborhood Improvement Districts throughout the city.	
	Recommendation 9.3: Continue to offer façade grants and assistance loans to high-quality renovations that upgrade and/or restore the appearance of development within the city.	
	Recommendation 9.4: Work with the Downtown BID on creating a business attraction strategy to enhance the entertainment, cultural and retail resources within Downtown.	
	Recommendation 9.5: Invest in efforts that increase the quality of infrastructure and public space in Downtown.	
	Recommendation 9.6: Promote the creation of more housing options in Downtown.	

Objective 10: Accessibility to Regional Economy

Maintain accessibility throughout the region for business and employee needs through investments and support of multi-modal transportation infrastructure.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 10.1: Work with regional leaders to develop and maintain transportation infrastructure that serves local needs and limits sprawl.	
	Recommendation 10.2: Prioritize developments that have access to multi-modal transportation connections, such as mass transit, rail, bicycle lanes/paths and sidewalks.	
X	<ul style="list-style-type: none"> ▪ Recommendation 10.3: Support the goals outlined within the National Avenue Corridor and Highway 100 Study 	

Objective 11: Education

Continue to work with educational institutions in West Allis and the region to foster the development of curricula and campuses that serve the needs of our workforce and neighborhoods.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 11.1: Serve as a liaison between the local business community and regional education providers to align the education and skills of the workforce with existing and future needs.	
	Recommendation 11.2: Meet with the leaders of advanced education institutions to learn of long-range development plans and needs.	
	Recommendation 11.3: Utilize the resources offered at MATC for the creation of workforce development initiatives.	

Objective 12: Regionalism

Work with neighboring and overlapping jurisdictions on increasing the economic value of West Allis and the Milwaukee Metropolitan Region.

High Priority	Economic Development Recommendations	Page Number
	Recommendation 12.1: Continue to work with the First-ring Industrial Redevelopment Enterprise (FIRE) in promoting redevelopment on a regional basis, forming coalitions to attract resources to Southeastern Wisconsin.	
	Recommendation 12.2: Support the work of the Milwaukee 7 and work with them to promote regional economic development.	
	Recommendation 12.3: Identify policies and actions that diminish the competitiveness of West Allis within the region, and work with regional partners to address them.	

Housing

Housing Goal 1: Maintain a variety of housing types at a range of densities, styles, and costs to accommodate the needs and desires of existing and future residents.

Objective 1: Support “Aging in Place”

Continue to be a community where residents can age without leaving the city. Provide adequate types of housing to serve young professionals, families, and senior citizens.

High Priority	Housing Recommendations	Page Number
	Recommendation 1.1: Maintain housing options for all income levels and age groups within the City’s housing portfolio.	
	Recommendation 1.2: Maintain zoning districts that allow for a variety of housing types.	
X	Recommendation 1.3: Encourage high-quality, maintenance-free housing options - such as condos, rowhomes, or town houses - to provide choices for young professionals, empty nesters, etc.	
	Recommendation 1.4: Support unique housing options, such as live-work developments, accessory dwelling units and cooperative housing.	
	Recommendation 1.5: Encourage young families to move into high-quality apartments in West Allis.	
X	Recommendation 1.6: Renovate existing single-family homes to make them more family-friendly and modern.	
	Recommendation 1.7: Identify underutilized land to build new single-family housing stock.	
	Recommendation 1.8: Promote the availability of land for the redevelopment or rehabilitation of housing stock that accommodates larger households and/or more modern updates to living arrangements.	

Objective 2: Increase Homeownership

High Priority	Housing Recommendations	Page Number
X	Recommendation 2.1: Increase the percentage of owner-occupied units within the City.	
	Recommendation 2.2: Promote affordable home buying opportunities to young families.	

Objective 3: Promote High-Quality Senior Housing Options

Promote development of an adequate supply of high-quality senior housing options. Direct such developments to areas that are close to services that seniors typically require, including public transit.

High Priority	Housing Recommendations	Page Number
	Recommendation 3.1: Maintain City-owned senior housing to preserve and enhance affordable, quality housing options.	

Objective 4: Locate Higher Density Multi-Family Near a Mix of Uses

Plan for higher density multi-family housing in parts of West Allis where streets and sidewalks can accommodate traffic, and where there is access to parks, shopping, community facilities, and existing or planned public transportation routes.

High Priority	Housing Recommendations	Page Number
X	Recommendation 4.1: Incorporate high quality multi-family housing and mixed use infill on redevelopment sites.	

Housing Goal 2: Preserve and enhance the unique character of the different West Allis neighborhoods, including the distinct identities of the City’s districts, and corridors, while directing growth and development.

Objective 1: Protect the Historical Integrity of Residential Properties

Protect the historic integrity of residential properties in West Allis by establishing design guidelines for the various architectural styles throughout the City, including both historic styles and modern design that is balanced with the context of existing architectural styles. Utilize the design guidelines when reviewing applications for additions and residential renovation.

High Priority	Housing Recommendations	Page Number
	Recommendation 1.1: Establish design standards guidelines for residential properties.	
	Recommendation 1.2: Utilize the design standards guidelines when reviewing applications for additions and residential renovation.	

Objective 2: Explore Various Property Maintenance Programs

Explore various property maintenance programs to protect and enhance City’s housing stock and property values. Programs to consider include but are not limited to time-of-sale inspections, enhanced property code enforcement.

High Priority	Housing Recommendations	Page Number
	Recommendation 2.1: Explore possible funding options to minimize the financial impact of property maintenance programs.	

Objective 3: Encourage Compatible Residential Infill and Rehabilitation Projects

Encourage residential infill and rehabilitation that respects the integrity and composition of the City’s existing development patterns, including site layout, building materials, building character and scale, open space, and integrated connectivity.

Housing Goal 3: Support sustainable site design and building practices for construction and rehabilitation opportunities in all neighborhoods.

Objective 1: Encourage “Green” Residential Development

Encourage “green” practices for the construction and rehabilitation of housing within the City, including practices that promote energy conservation, the use of sustainable materials, improved air quality, and stormwater management.

Objective 2: Promote Energy Independent Community Status

Promote the City’s status as an Energy Independent Community with property owners in West Allis.

Housing Goal 4: Work with regional, state, and federal agencies to provide housing programs and assistance to property owners.

Objective 1: Coordinate with Agencies to Encourage Housing Rehabilitation Programs

Coordinate with HUD, WHEDA, the Wisconsin Department of Commerce, the Wisconsin Partnership for Housing Development, and Milwaukee County to encourage the use of financial assistance programs for housing rehabilitation.

Transportation

Transportation Goal: Provide a safe and efficient multi-modal transportation network that will effectively serve the travel needs within the City and region.

Objective 1: Pedestrian and Vehicular Safety

Plan for complete streets for pedestrian and vehicular safety.

High Priority	Transportation Recommendations	Page Number
X	Recommendation 1.1: During construction projects, redesign streets to be “Complete Streets,” narrowing when possible to improve safety and reduce pavement.	
	Recommendation 1.2: Promote the Safe Routes to School initiatives in West Allis.	
	Recommendation 1.3: Review the crash rates annually. For intersections with crash rates above 1.0 crash per million entering vehicles (MEV), identify crash patterns and recommend potential countermeasures.	
	Recommendation 1.4: Upgrade pedestrian heads to the countdown pedestrian signal heads per Manual on Uniform Traffic Control Devices (MUTCD).	
	<ul style="list-style-type: none"> Recommendation 1.2: Implementation of: National Avenue Corridor Strategic Plan and strategies employed within the Hwy-100-Corridor Study. 	
	Recommendation 1.3: Consider a roundabout as an alternate to installing traffic signals. Roundabouts are safer than traffic signals and result in fewer crashes of high severity.	
	Recommendation 1.6: Upgrade all crosswalks, sidewalks, and curb ramps to current ADA standards.	

Objective 2: Efficient Vehicular Movement

Plan for complete streets for efficient vehicular movement.

High Priority	Transportation Recommendations	Page Number
X	Recommendation 2.1: Encourage cross access between businesses along the arterials through a modified back road system.	
X	Recommendation 2.2: Develop access management plans for the major arterials.	
	Recommendation 2.3: Remove unwarranted traffic signals to reduce delays for drivers.	
	Recommendation 2.4: Update pedestrian timings to allow for walking speed of 3.5 feet per second per MUTCD.	
	Recommendation 2.5: Promote the use of alternate forms of transportation.	
	Recommendation 2.6: Perform traffic counts, periodically, at signalized intersections to update timings based on Institute of Transportation Engineers (ITE) and MUTCD standards.	
	Recommendation 2.7: Review the Pavement Surface Evaluation Rating (PASER) for the City’s streets biannually.	
	Recommendation 2.8: Design improvements to achieve Level of Service D or better traffic operations, if feasible.	
	Recommendation 2.9: Consider a roundabout as an alternate to installing traffic signals. Roundabouts are safer than traffic signals and result in fewer crashes of high severity.	

	<ul style="list-style-type: none"> ▪ Recommendation 2.9: Require traffic impact studies for developments/ redevelopments generating over 100 additional trips during a peak hour. 	
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Objective 3: Multi-Modal Transportation

Plan for complete streets for multi-modal transportation.

High Priority	Transportation Recommendations	Page Number
	Recommendation 3.1: Prioritize the proposed bicycle and pedestrian facilities recommended in the City’s proposed Bicycle and Pedestrian Master Plan. Conduct feasibility studies to identify any potential impacts.	
	Recommendation 3.2: Review transit ridership and look for opportunities to improve or expand the system such as Bus Rapid Transit (BRT), light rail, on-time arrival systems and enhanced shelters.	
	Recommendation 3.3: Consider pedestrian, bicycle, and transit accommodations with all reconstruction projects.	
X	Recommendation 3.4: Explore minimum/maximum parking standards and/or review/adjust parking standard ratios in the City’s Zoning Ordinance to encourage less reliance on single-occupancy automobiles.	
	Recommendation 3.5: Promote the use of alternate forms of transportation for special events.	

Objective 4: Maximize Existing Funding

Maintain and maximize the use of existing funding for local transportation improvements without increasing the burden on taxpayers.

High Priority	Transportation Recommendations	Page Number
	Recommendation 4.1: Utilize the Capital Improvement Plan to plan and pay for road improvements.	
	Recommendation 4.2: Seek street maintenance and improvement funding alternatives, such as Federal and State funding.	

Objective 5: Interagency Coordination

Improve coordination with other agencies.

High Priority	Transportation Recommendations	Page Number
	Recommendation 5.1: Coordinate with WisDOT, Milwaukee County, and other transportation agencies regarding: <ul style="list-style-type: none"> ▪ Improvements to state and county highways in and around the City. ▪ Periodic updates to the traffic signal timings. ▪ Intersections with crash rates higher than 1.5 crashes per million entering vehicles. 	
	Recommendation 5.2: Coordinate with Milwaukee County Transit System (MCTS) regarding:	

	<ul style="list-style-type: none"> Monitoring ridership on the routes. Reviewing potential new routes. 	
	<p>Recommendation 5.3: Designate a City staff member to be the liaison between employment centers within the City and MCTS.</p>	
	<ul style="list-style-type: none"> Recommendation 5.4: Participate in discussions regarding the formulation of a regional transit authority. The City Planner and City Engineer are members of the SEWRPC Vision 2050 Committee preparing a regional transportation plan. Continued participation with the SEWRPC, WisDOT, MCTS and surrounding municipal jurisdictions in ongoing visioning efforts and implementation (regional transportation, public transit, access to jobs/connectivity). 	

Parks and Open Space

Parks and Open Space Goal: To provide safe, attractive, and functional active and passive recreational /open space which will meet the current and anticipated demand of the City’s residents of all ages and physical capabilities.

Objective 1: Maintain and Enhance Current Park Systems and Facilities

High Priority	Parks and Open Space Recommendations	Page Number
	Recommendation 1.1: Appropriate sufficient annual funding to preserve and upgrade City parks.	
	Recommendation 1.2: Work with the County and school system on maintaining current facilities.	
X	Recommendation 1.3: Update the Comprehensive Outdoor Recreation Plan and continue to analyze recreational needs of the City, such as additional mini-parks, ball diamonds, soccer fields, community gardens, and a skate park. Incorporate these facilities into existing parks and future open space designated areas.	

Objective 2: Pedestrian Streetscapes and Public Spaces

As part of future redevelopment plans within the City, require pedestrian oriented streetscapes (walkable/bikeable), and incorporate open spaces as part of the development.

High Priority	Parks and Open Space Recommendations	Page Number
	Recommendation 2.1: Adopt Update the Bicycle and Pedestrian Master Plan for the City. As the City implements roadway improvements through its Capital Improvements Program, to consider review the opportunities for the implementation of facilities for bicyclists and pedestrians.	
	<p>Recommendation 2.2: Develop potential multi-use bike and pedestrian paths connecting to existing trail systems, neighborhoods, and parks. Potential new Improvements to existing multi-use paths include:</p> <ul style="list-style-type: none"> Cross-Town Connector Trail bridge over Highway 100 Local connections to the Hank Aaron State Trail at South 60 Street, South 70 Street, State Fair Park, South 94 Place and South 72 Street 	

	<ul style="list-style-type: none"> ▪ A multi-use path within RR spur right-of-way between the north City limits and West Mitchell Street 	
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Objective 3: Integrate Park and Open Space

Integrate park and open space areas into residential neighborhoods whenever feasible.

High Priority	Parks and Open Space Recommendations	Page Number
	<p>Recommendation 3.1: Development of additional mini-parks or neighborhood scale parks within a five-minute walk (1320 feet) of residential neighborhoods. These parks should provide some of the following design characteristics:</p> <ul style="list-style-type: none"> ▪ Places to sit, gathering points, well defined entrances and visually accessible places, paths to desired destinations, pedestrian friendly design. Potential locations for future high quality interactive parks may include: <ul style="list-style-type: none"> ○ Lincoln Crest Open Space (1900 block South 102 Street) ○ Hale Fields (behind WAPD at 11301 West Lincoln and south of Hale HS) ○ Root River Parkway (Milwaukee County) 	
	<p>Recommendation 3.2: Identify land available for cultivating community gardens that support the local economy, promotes public health and is a lower cost alternative to retail.</p>	
	<p>Recommendation 3.3: The minimum recommended improvement to every school ground is to remove a substantial portion of its asphalt surface and replace it with a lawn area to act as a multiple use play field and/or area for neighborhood or community gardening. Native planting and tree areas are recommended on the periphery of new green playgrounds to help define the area, provide shade, and improve the overall aesthetics of the site.</p>	

Natural Resources

Natural Resources Goal: To preserve, protect, and enhance existing natural resources and environmentally sensitive areas that contribute to the positive and distinctive character of the City.

Objective 1: Improve Water Quality

Improve the quality of water in the Root River, Underwood, Honey Creek and Kinnickinnic drainage areas and associated tributaries.

High Priority	Natural Resources Recommendations	Page Number
X	<p>Recommendation 1.1: Continue to utilize general surface water “best management practices” and conservation design techniques and coordinate with stormwater management objectives and policies outlined in the Utilities and Community Facilities element of this comprehensive plan.</p>	
	<p>Recommendation 1.2: Continue to implement stormwater, sediment and site erosion control practices for all new development and redevelopment to ensure compliance with City regulations. In addition, construction site inspection methods shall be enforced to ensure that the erosion control is properly installed and maintained.</p>	

Objective 2: Groundwater Protection

Protect groundwater from surface contamination.

High Priority	Natural Resources Recommendations	Page Number
	Recommendation 2.1: As part of the site and landscaping design guidelines, maximize the efficiency of impervious/paved surfaces by encouraging groundwater recharge using infiltration practices in conjunction with surface water management for all new and redeveloping properties. Facilities such as bioswales, rain gardens or other stormwater management systems of appropriate scale should be considered in site design.	
	Recommendation 2.2: Promote density through high quality, compact and mixed-use development design for new or redeveloping areas.	
	Recommendation 2.3: Explore the redevelopment opportunity of Conceptual Area 27 (South 116 and Morgan Municipal Yard Site) for a conservation subdivision. This type of development, sometimes called cluster development, is intended to preserve green space in the City by using less land for individual lots and maintaining the natural features of the land as much as possible.	

Objective 3: Improve Natural Habitats in Open Spaces

Maintain and support the system of public parks and open spaces that improve the value of wildlife habitat and natural vegetation communities.

High Priority	Natural Resources Recommendations	Page Number
X	<p>Recommendation 3.1: In conjunction with MMSD and impacted private property owners, explore potential opportunities to “daylight” and “naturalize” the Honey Creek corridor. Consider the connectivity and quantity of natural systems in the City.</p> <p><i>(“Daylight” means to restore/unbury a previously diverted natural creek. “Naturalize” means removing concrete embankments and revamping the banks along major portions of a creek. Both measures would be designed to improve water quality, restore, and stabilize eroding banks, to provide suitable habitat for birds, fish and other wildlife and promote economic development).</i></p>	

Objective 4: Protect and Enhance Natural Resources

Protect and enhance the quality of streams, woodlands, and wetland resources.

High Priority	Natural Resources Recommendations	Page Number
	Recommendation 4.1: For new development and redevelopment, require wetland buffers with widths ranging from a minimum of 10 feet to 50 feet for wetlands. The buffers shall be maintained in a natural condition (not mowed) and, if planted, shall incorporate native vegetation.	
	Recommendation 4.2: Consider the possibility of developing a natural resource management and maintenance plan for City-owned parks and open space to include activities such as monitoring for the presence of invasive plant species and other non-native flora. The plan should be developed in coordination with the City Forester	

	to ensure appropriate management and maintenance techniques are understood and used.	
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Objective 5: Promote Environmentally Responsible Industry

Encourage existing local industry to develop sustainable practices and environmental performance measures to reduce expenditures, gain competitive advantage and measurable reductions in environmental pollution.

High Priority	Natural Resources Recommendations	Page Number
	Recommendation 5.1: Compile interesting examples/case studies of sustainable manufacturing practices and eco-innovation and work with local industry to establish best practice measures.	
	Recommendation 5.2: Develop an online resource for the above referenced best practices for knowledge sharing and networking.	

Objective 6: Coordinate Preservation and Restoration Efforts

Coordinate preservation and restoration of natural resources with appropriate local, state, and federal agencies.

High Priority	Natural Resources Recommendations	Page Number
	Recommendation 6.1: Continue to meet with representatives from the WDNR, Milwaukee and Waukesha County, MMSD, adjacent municipalities, and others that share a mutual interest in the natural resource base within the City. In collaboration with other agencies, the City shall continue to share information about natural resources, coordinate and prioritize management efforts, and determine responsibilities and capabilities for implementation of management and implementation plans affiliated with the City’s natural resource base.	

Objective 7: Increase Sustainability Awareness and Education

Increase awareness and education of issues related to sustainability best practices for West Allis and the larger metropolitan region.

High Priority	Natural Resources Recommendations	Page Number
	Recommendation 7.1: Establish a Citizen Advisory Committee (a Green Team) on sustainability to incorporate citizens into the policy making process.	
	Recommendation 7.2: Adopt language into the Municipal Code stating that sustainability will be a guiding principle.	
	Recommendation 7.3: Advertise sustainability initiatives on the City website to highlight information and educate the public.	
	Recommendation 7.4: Develop a demonstration project on City property with the intent of pursuing available grant opportunities (MMSD, WeEnergies, Focus on Energy). Examples of demonstration projects include a solar voltaic power project at the Farmers Market, reconstructing a Downtown parking lot with porous pavement, or wind turbines along portions of Interstate.	

	Recommendation 7.5: Continued sending professional development opportunities for local staff, elected officials, and Plan Commissioners to various training opportunities.	
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Cultural Resources

Cultural Resources Goal 1: To develop a local preservation plan and to increase public and private sector awareness of the community’s historical and architectural heritage.

Objective 1: Identify Historic Resources

Identify buildings, structures, sites, and historic districts that meet the criteria for listing on the National Register of Historic Places.

High Priority	Cultural Resources Recommendations	Page Number
X	Recommendation 1.1: Update the historical survey every 10 years to identify new historically significant locations within the City.	

Objective 2: Increase Awareness of Historic Resources

Increase public and private sector awareness of the community’s historical and architectural heritage.

High Priority	Cultural Resources Recommendations	Page Number
X	Recommendation 2.1: Implement the findings of the historic resources survey, as described in Chapter 7.	

Cultural Resources Goal 2: Continue to develop existing and explore new opportunities for the community to develop a positive and memorable sense of place and time.

Objective 1: Encourage an Interconnected Community Lifestyle

Nurture a healthy lifestyle by creating a living environment that provides for human needs and values, ranging from interpersonal social connections to human connections with the City’s history and natural environment.

High Priority	Cultural Resources Recommendations	Page Number
	Recommendation 1.1: Continue to support and enhance the WAPD block watch and Neighborhood Partnership initiatives.	
	Recommendation 1.2: Update the Citywide Site, Landscaping and Architectural Design Guidelines and consider developing a set of design guidelines for various neighborhood districts of significance to preserve character.	
	Recommendation 1.3: Historical Commission to promote and implement additional historic walking tours and a parade of historic homes/ neighborhood event.	
	Recommendation 1.4: Promote the City and continue to utilize parks, open spaces, civic plazas and buildings for public events and happenings to engage all citizens.	
	Recommendation 1.5: As part of the approval process incorporate social spaces, public art, and interpretive areas into development plans.	

Utilities and Community Facilities

Utilities and Community Facilities Goal 1: Keep West Allis safe, clean, and efficient through effective public service delivery that is response to our resident’s needs.

Objective 1: Update Existing Codes, Policies, and Procedures

Make the recommendations within this chapter achievable by updating existing codes, policies and procedures as needed to deliver the recommendations.

Utilities and Community Facilities Goal 2: Emphasize energy efficiency and sustainability in the delivery of public utilities, services, facilities, and purchases.

Objective 1: Continue progressive Stormwater Management Initiatives

Utilize progressive stormwater management initiatives and techniques to reduce damage to private property and increase quality stormwater runoff.

Objective 2: Implement Sustainability and Energy Efficiency in the Public Realm

Implement programs for greater sustainability and energy efficiency in public utilities, services, and facilities, such as implementing energy retrofits in existing buildings, consolidation, and reducing the amount of pavement throughout the City.

Objective 3: Support Energy Efficient Building Practices in New Construction and Retrofits of Existing Buildings

Set an example for the rest of the community by continuing to pursue opportunities to integrate energy efficient building practices into the design and construction of new buildings and through the retrofitting of old buildings.

Utilities and Community Facilities Goal 3: Overcome Milwaukee Metropolitan Sewerage District’s stringent sewershed flow allocations, which penalize established urban areas by limiting the amount of infill development, and thus promote urban sprawl.

Objective 1: Encourage MMSD to Modify Allocations

Encourage MMSD to modify their plans that limit redevelopment opportunities within fully developed communities.

City Hall

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 1.1: Use City Hall as example for the rest of the community by implementing additional energy efficiency retrofits through partnerships with We Energies and Focus on Energy, so that City Hall can qualify to be a Certified Energy Star building.	

	Consider designating City Hall to the State and National Register of Historic Places.	
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Library

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 2.1: In 2010 the City will begin a refurbishing of the entire Children's department utilizing a \$150,000 private donation. Technology is becoming the priority in public libraries in terms of maintaining efficiencies, and providing services (i.e., more computers, web-based databases available from the library, home, or business, and expanded self-service options). Additionally, work will commence in 2010 on a Young Adult/Teen area of the library.	
	Recommendation 2.2: While the West Allis Library currently produces a service plan every three years, in the next 15-20 years it is recommended that an assessment be completed to ascertain if City library services need updating or expansion.	

Public Health Services

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 3.1: The health department facility was built in 1978 and was designed primarily as a health clinic to serve individual clients. The future of public health practice dictates that public health departments will convene and mobilize stakeholders and partners to improve the health status of the community. In addition, the department should be a one-stop center where health department staff and community-based organizations can provide needed services. It is recommended that there be consideration to update facilities to accommodate these new, contemporary roles for the health department and consider accommodations to a shortage of parking at the facility.	

Farmers Market

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 4.1: A restoration of the Historic West Allis Farmers Market was completed in 2006. Since that time additional programming has taken place on the site such as Forks & Corks, a Chamber-sponsored event in late summer that features local restaurateurs, art, and wine tasting. The City hopes that as the neighborhood around the site continues to grow that an expansion of both public and private uses within the Farmers Market site will take place.	

Senior Center

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 5.1: As the baby-boomer generation ages there will be increased demands for space and for programs at the Senior Center. With the Senior Center already at or near full capacity, consideration of expansion or relocation/consolidation of the buildings and programs for seniors to fit the needs	

	of the aging baby boomer demographic should be explored within the 20-year planning period.	
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County Facilities

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 6.1: Continue the positive partnership that exists with Milwaukee County to ensure that our County Parks continue to serve the needs of our community.	

Law Enforcement and Protection

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 7.1: Within the planning period, the Police Department anticipates a significant need for equipment and adequate funding to address both the investigation of technology-based crimes and technology advances available to law enforcement agencies that allow for greater effectiveness and efficiency. Additionally, a technological upgrade to the existing dispatch center will be required.	
	The Police and Municipal Court Center has a critical shortage of adequate parking. An expansion of their existing parking lots is required over the next five years.	

Fire, Rescue, and Emergency Medical Services

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 8.1: Regarding facilities, the condition and location of Fire Station 3 should be given consideration in the City’s long-term plan.	

Wireless Networks

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 9.1: Research and employ smart city technology best practices as part of the City capital improvement budget.	
	Recommendation 9.2: Allow for a small cell network toward continued evolution of processing speed wireless technologies using less power that will benefit the City from such a system and drastically change the way future business is conducted. This could also allow the City to provide wireless access to its citizens within the City, regardless of income.	

Power Plans and Transmission Lines

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 10.1: Maintain communication and work with We Energies and the American Transmission Company regarding the generation and supply of power within the city and region.	
	Recommendation 10.2: As discussion and legislation regarding renewable energy continues to progress, the City should be aware of how future energy production will affect services in the city, region, and state.	

Education

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 11.1: Support educational initiatives that provide students with the skills to address the changing economy. Establish regular communication with area education providers to discuss issues of mutual concern including facility location/expansion, impacts of new development, impacts of education facilities and activities on the community, parks and recreation programs, population and growth projections, and involvement in the community.	

Recreation Department

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 12.1: Due to expanded program offerings over the past years, the Recreation Department has maximized the use of all 16 school buildings, 2 recreation buildings, and the city parks available to it. As the Department strives to meet the ever-changing needs of the community it foresees a shortage of gymnasiums, athletic fields, and green space to accommodate all recreation programming needs and the community organizations seeking to use the school district and community facilities available. As they look to the future, it is important to maintain and improve facilities, available parks, athletic fields, and green spaces that we have in West Allis.	
	Recommendation 12.2: Consideration will need to be given to facility improvement so that the city can continue to offer the high quality and affordable programs that our community has come to know and expect.	

Hospital

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 13.1: Within the planning period a future expansion of the existing Aurora campus to the northwest (South 92 Street and West Lincoln Avenue) may be explored.	

Honey Creek Cemetery

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 14.1: Continue maintenance of this facility, as it serves as a valuable educational and cultural resource.	

Engineering and Public Works Facilities: Public Works Division

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 15.1: Within the planning period there will be a need for a major evaluation to determine if renovation, relocation, or expansion of the Public Works Division’s outdated facilities are necessary. Major capital improvements may be needed to continue operations at the existing site due the age, deterioration, and economic obsolescence of the existing facilities.	

Engineering and Public Works Facilities: Morgan Avenue Yard

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 16.1: Within the 20-year planning period the city will explore alternative sites to the 116th and Morgan site yard waste drop-off site as the South 116 Street drop-off site has potential for future residential development. Alternative facilities will have to be provided to adequately replace all of the Public Works operations that are currently being undertaken at the Morgan Avenue Yard. Options include relocating the Morgan Avenue Yard operations to the Solid Waste Transfer Station location by building a storage building there, while at the same time working with the City of Greenfield to collocate an alternative location for leaf and brush storage.	

Engineering and Public Works Facilities: Solid Waste Disposal

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 17.1: Within the 20-year planning period the City may look at adding scrubbers to the transfer station location to mitigate the release of odors into the neighborhood.	

Engineering and Public Works Facilities: Street and Sewer Division

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 18.1: Continue the annual review of street and sewer conditions to appropriately annually fund the 10-year Capital Improvements Program.	

Engineering and Public Works Facilities: Water Supply

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 19.1: The utility will be challenged to maintain affordable rates as operational costs increase and water sales continue to decline for industrial businesses.	
	Recommendation 19.2: Within the planning period, the City of West Allis anticipates the need for many upgrades to infrastructure to accommodate new development and redevelopment projects and to maintain a high level of service for existing development.	

Engineering and Public Works Facilities: Wastewater Service

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 20.1: Within the planning period, the City anticipates the need for many upgrades to infrastructure to accommodate new development and redevelopment projects, reduce inflow and infiltration of clear water into the system and to maintain a high level of service for the citizens and businesses of West Allis.	

Engineering and Public Works Facilities: Stormwater Management

High Priority	Utilities and Community Facilities Recommendations	Page Number
	Recommendation 21.1: Within the planning period, the City anticipates the need for many upgrades to infrastructure to accommodate new development and redevelopment projects, replace aging parts of the system and increase detention facilities. The City’s long-term stormwater goals include improving the water quality to meet or exceed the regulatory levels and to provide a higher level of protection against flooding for the citizens and businesses of West Allis.	
	Recommendation 21.2: In an effort to better manage stormwater flooding, as well as stormwater quality, the City of West Allis needs to have a long-term plan to achieve these goals. This plan could explore the installation of underground detention structures or open detention ponds as opportunities arise with each new development or redevelopment in the City. Additional opportunities to install detention will be available through a coordinated effort of the City and commercial property owners, large and small, as part of projects such as repaving parking lots or in solving drainage issues on existing sites.	
	Recommendation 21.3: The City must find creative ways to overcome MMSD’s stringent sewershed flow allocations, which penalize existing urban areas and thus promote urban sprawl.	
	Recommendation 21.4: Additional initiatives include: adding impervious pavement to select paving projects, naturalizing the Honey Creek and day lighting it in select areas and eliminating excess pavement in areas throughout the City wherever possible.	

Land Use

Land Use Goal: Encourage continuation and future development of compatible land uses within our urban community.

Objective 1: Encourage Compatible Infill Projects

Encourage compatible and complementary design of all infill development.

High Priority	Land Use Recommendations	Page Number
	Recommendation 1.1: Recommend all housing rehabilitation and new construction projects to be compatible with the historic character of the neighborhood.	
	Recommendation 1.2: Encourage mixed density and dwelling types as a means of diversifying the housing stock.	
	Recommendation 1.3: Encourage compatible scales of development when locating commercial next to housing.	
	Recommendation 1.4: Develop design guidelines for residential neighborhoods based on the period of construction and architectural style.	
	Recommendation 1.5: Explore opportunities for parcel consolidation to allow for greater flexibility to meet market demand.	

Objective 2: Support a Mix of Uses in the Community

Continue to support the presence of a strong mix of uses.

High Priority	Land Use Recommendations	Page Number
	Recommendation 2.1: Redevelop underutilized parcels throughout the City to integrate commercial uses with public amenities.	
	Recommendation 2.2: Continue to consider market demand for commercial, industrial, and housing uses when planning future development projects.	

Objective 3: Preserve Existing Residential Character

Preserve existing single family and multi-family housing character within residential neighborhoods and corridors unless poor maintenance requires demolition.

High Priority	Land Use Recommendations	Page Number
	Recommendation 3.1: Utilize the City’s historic preservation and architectural review tools to help preserve the character of existing residential neighborhoods.	

Objective 4: Support Sustainable Redevelopment Projects

Incorporate sustainable building and stormwater techniques into redevelopment projects.

High Priority	Land Use Recommendations	Page Number
	Recommendation 4.1: Identify sites where stormwater best management practices, including rain barrels, rain gardens, bioswales, porous pavement, recessed parking islands, and native plantings can be implemented.	
	Recommendation 4.2: Encourage sustainable building practices for redevelopment throughout the City.	
	Recommendation 4.3: Consider the adoption of a Green Building Code, which might include aspects of water conservation, graywater reuse, energy production and pedestrian-oriented amenities, to promote sustainable development.	

Objective 5: Establish Appropriate Buffers and Transitions

Create appropriate buffers and transitions between uses.

High Priority	Land Use Recommendations	Page Number
	Recommendation 5.1: Implement the City’s Zoning Ordinance site and landscaping requirements.	
X	Recommendation 5.2: Encourage appropriate transitions in building scale and character from commercial corridors to residential neighborhoods.	
	Recommendation 5.3: Direct traffic to the major street system to prevent traffic from over-utilizing residential streets.	
	Recommendation 5.4: Provide adequate off-street parking and loading facilities that are screened from public view.	

Objective 6: Reinforce Public Spaces with Redevelopment Opportunities

Redevelop underutilized sites to provide out lot opportunities that reinforce the public space of the corridor.

High Priority	Land Use Recommendations	Page Number
	Recommendation 6.1: Include public open spaces and landscape features to divide large parking lots and serve as transitional spaces.	

Objective 7: Ensure Adequate Circulation Throughout the City

Ensure adequate and accessible circulation and parking to and within future development projects.

High Priority	Land Use Recommendations	Page Number
	Recommendation 7.1: Encourage shared parking between merchants where feasible.	
	Recommendation 7.2: Consolidate curb-cuts, where possible, to provide a safe and efficient traffic system.	
	Recommendation 7.3: Locate new buildings along the right-of-way with parking behind or between buildings, as parcels redevelop.	

	Recommendation 7.4: Provide linkages between employment centers and nearby housing to allow residents to walk and bike between uses.	
	Recommendation 7.5: Create wayfinding elements and establish bicycle and pedestrian linkages between housing areas, schools, and nearby parks.	

Objective 8: Support Collaborative Downtown Improvement Efforts

Continue to foster the development of West Greenfield Avenue as a main street destination.

High Priority	Land Use Recommendations	Page Number
	Recommendation 8.1: Implement streetscape improvement projects which uniquely identify the downtown.	
	Recommendation 8.2: Support the Main Street program and the Downtown West Allis Business Improvement District.	
	Recommendation 8.3: Continue to work with property owners on façade improvements through façade grant and loan programs.	
	Recommendation 8.4: Create visible linkages, such as wayfinding signage, between downtown storefronts and parking lots.	

Objective 9: Promote Transit-Oriented Development

Support high-density mixed-use development in corridors and districts that have potential to utilize mass transit.

High Priority	Land Use Recommendations	Page Number
	Recommendation 9.1: Support the existence of mass transit within the metro Milwaukee area.	
	Recommendation 9.2: Review the City’s Zoning Ordinance for compatible land use and zoning to ensure that high density is permitted along a potential mass transit corridor.	

Objective 10: Land Use Implementation

Use this plan as a basis for reviewing development applications and as the foundation for re- writing the City’s Zoning Ordinance.

High Priority	Land Use Recommendations	Page Number
X	Recommendation 10.1: Re-evaluate the City’s Zoning Ordinance and Site, Landscaping and Architectural Review Guidelines.	

Intergovernmental Cooperation

Intergovernmental Cooperation Goal: Build and maintain mutually beneficial relationships and open communications with intergovernmental jurisdictions and authorities that provide cost-effective, orderly services and compatible development within West Allis and the region.

Objective 1: Support Coordination with the WAWM School District

Continue to work with the West Allis-West Milwaukee School District on the future needs of facilities and services within the community.

Objective 2: Maintain Communication with Adjacent Communities

Maintain continuous communication and comprehensive planning participation with surrounding municipalities.

Objective 3: Coordinate with Other Entities to Support Smart Growth

Work with neighboring municipalities, overlapping jurisdictions and regional entities on the development of plans and policies that support Smart Growth development within West Allis and the region.

City of Milwaukee

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 1.1: The City of West Allis should work with the City of Milwaukee to encourage property maintenance and commercial improvements along West Oklahoma Avenue and the remainder of its southeastern border.	
	Recommendation 1.2: The City of West Allis should work with the City of Milwaukee to encourage transportation, commercial and neighborhood improvements in Milwaukee south of I-94 and north of West Allis' border, as this area serves as a gateway into West Allis for many interstate commuters.	
	Recommendation 1.3: The City of West Allis should maintain awareness of the planning efforts in the City of Milwaukee, review drafts and provide comments regarding policy recommendations; in order to strengthen economic conditions and quality-of-life measures in the metro region through compatible urban redevelopment.	

City of Greenfield

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 2.1: The City of West Allis should continue to work with the City of Greenfield to ensure compatible development, with particular attention to the area including West Allis' Morgan Avenue Yard.	
	Recommendation 2.2: The City of West Allis should work with the City of Greenfield to assure that transportation corridors, such as Highway 100 and north-south bike routes, transition between municipalities in accordance with desired standards.	

City of Wauwatosa

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 3.1: The City of West Allis should continue to work with the City of Wauwatosa to assure compatible development, transportation infrastructure and economic development issues associated with their shared borders, with particular attention to the Highway 100 corridor.	

City of New Berlin

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 4.1: The City of West Allis should work with the City of New Berlin on creating compatible development and improved gateway corridors between the two communities.	

City of Brookfield

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 5.1: The City of West Allis should seek collaboration with Brookfield, New Berlin, and the State of Wisconsin for any future transportation improvements to West Greenfield Avenue	

Village of West Milwaukee

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 6.1: The City of West Allis should work with the Village of West Milwaukee to ensure that mutually beneficial and compatible development is planned along its borders.	
	Recommendation 6.2: Key transportation and gateway corridors with West Milwaukee, such as West National and West Greenfield Avenues, should be looked at for improvements.	
	Recommendation 6.3: West Allis should continue to evaluate its service relationships with West Milwaukee and look for ways to improve its efficiency and quality.	

State of Wisconsin

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 7.1: West Allis should continue to be aware of State legislation and work with State agencies to implement local actions.	
	Recommendation 7.2: West Allis should work with the State to ensure that adequate funding, through revenue sharing and other programs, is allocated to first-ring industrial cities.	

Wisconsin Department of Transportation (WisDOT)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 8.1: The City of West Allis should continue to work with WisDOT to ensure that state-controlled transportation projects complement local goals and objectives, with particular attention to the Zoo Interchange.	

Wisconsin Department of Natural Resources (WDNR)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 9.1: West Allis should continue to work with the WDNR to attain funding and assistance for the management and redevelopment of contaminated sites throughout the City.	
	Recommendation 9.2: The City should ensure that the policies of the WDNR do not prohibit urban redevelopment and promote sprawl.	

Wisconsin State Fair

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 10.1: As a major landholder, traffic generator and consumer attraction, West Allis should engage the Wisconsin State Fair Park in discussions regarding long-range plans for the site.	
	Recommendation 10.2: The City should communicate with State Fair to ensure that all proposed land uses, and new developments complement the City’s vision at this site.	
	Recommendation 10.3: Peak traffic demands associated with the park should be integrated with the city’s infrastructure capacity.	

Milwaukee County

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 11.1: Work with Milwaukee County to ensure long-term maintenance of streets, parks, parkways, and regional transit within West Allis.	
	Recommendation 11.2: West Allis should engage in communications with the County pertaining to the preservation, contraction, or expansion of existing programs, as the County defines its future role in providing services.	
	Recommendation 11.3: The City should maintain discussions with the County pertaining to the continuation and formation of TIF districts within the City.	

Milwaukee County Transit System (MCTS)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 12.1: The City of West Allis should work with MCTS to assure that regional transit service continues to be offered within the city.	

	Recommendation 12.2: West Allis should identify and provide suggestions for improvements to transit service, such as potential Bus Rapid Transit or fixed-rail service within the City of West Allis.	
	Recommendation 12.3: West Allis should participate in discussions regarding the formulation of a regional transit authority to oversee the preservation and management of the region’s transit system.	

Milwaukee Metropolitan Sewerage District (MMSD)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 13.1: The City of West Allis should work with MMSD to ensure that MMSD’s policies are not so onerous that they make sustainable urban redevelopment more costly than greenfield sprawl. (Cost prohibitive redevelopment policies should be modified to support a balance between user fees and developer costs.)	
	Recommendation 13.2: The City of West Allis should continue to review plan documents and participate in discussions with MMSD, as potential stormwater or water restoration projects are considered.	

West Allis-West Milwaukee (WAWM) School District

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 14.1: The City should work with the School District on mutually beneficial upgrades to its facilities, such as the conversion of paved play areas to grass fields.	
	Recommendation 14.2: As a sensitive traffic generator, with considerable attention needed to safety, the City should continue to work with the School District on establishing or maintaining transportation amenities throughout the city to service the needs of the District.	
	Recommendation 14.3: The City should encourage the implementation of workforce development curricula to foster growth from secondary education to the labor force; trade, tech, and apprentice programs; technical colleges; and/or, universities.	
	Recommendation 14.4: The City should continue to work with the School District on implementing cost-effective redevelopments through TIF that will financially benefit both parties.	

Milwaukee Area Technical College (MATC)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 15.1: West Allis should maintain current with MATC’s long-range plans for its West Allis campus and plan mutually beneficial land use and transportation infrastructure accordingly.	
	Recommendation 15.2: The City should continue to work with MATC and the private sector to develop and provide workforce development programs that coincide with local economic development efforts, including programs aimed at non-matriculating high school students.	

	Recommendation 15.3: West Allis should maintain open communication and planning participation with MATC regarding the financing and formation of redevelopment projects, such as TIF districts.	
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Southeastern Wisconsin Regional Plan Commission (SWRPC)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 16.1: The City should work with SEWRPC to promote policies that capitalize upon the economic and environmental benefits of urban redevelopment, and limit or equalize the cost of urban sprawl.	
	Recommendation 16.2: West Allis should continue to work with SEWRPC on regional planning issues by participating in the formulation and adoption of land use, transportation, and housing plans.	

Milwaukee 7 (M7)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 17.1: West Allis should continue to work with the Milwaukee 7 to improve the economic status of the region, including West Allis, by regularly communicating ideas and pursuing activities that are complementary.	

Wisconsin Economic Development Association (WEDA)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 18.1: West Allis should continue to work with WEDA on advancing the economic prowess of the state in a manner that provides prosperity to West Allis and the Milwaukee region.	

First-Ring Industrial Redevelopment Enterprises (FIRE)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 19.1: The City of West Allis should continue to work with FIRE in pursuing redevelopment projects that reinvigorate brownfield property, assist mixed-use development and/or expand businesses that provide jobs for local residents.	

Downtown West Allis Business Improvement District (BID)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	Recommendation 20.1: The City should work with the BID to preserve the cultural heart of the community through mutually beneficial improvements, such as enhanced signage, building facades, streetscape elements and landscaping.	

	<p>Recommendation 20.2: The City should encourage the BID to pursue energy-efficient upgrades and conservation measures that increase the competitive advantage and image of Downtown West Allis.</p>	
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Milwaukee County Federated Library System (MCFLS)

High Priority	Intergovernmental Cooperation Recommendations	Page Number
	<p>Recommendation 21.1: West Allis should continue to evaluate its participation within MCFLS as an optimal way of providing cost-effective and improved library services to the citizens of the city.</p>	