

2045

Comprehensive Plan



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The Citizens of West Allis

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Executive Summary

The 2045 Comprehensive Plan is a collective vision for the future of West Allis, creating a roadmap for city leaders over the next two decades. This plan will guide long-term decision-making for the city's physical, social, and economic development.

This plan was created by and for our community. Throughout months of public engagement at community events, workshops, and online, over a thousand community members shared their thoughts and perspectives. Their ideas directly informed this plan.

West Allis is marked by positive, transformative change. By harnessing the insights from the Comprehensive Plan in conjunction with current and future Strategic Plans, Annual Budgets, and Capital Improvement Funding, we can ensure the future continues to be guided, intentional, and maximizes a collective vision.

2045 Comprehensive Plan

Big Ideas

Through public engagement, hundreds of community members shared their thoughts on the most important issues and opportunities in West Allis.

5 big ideas emerged:

Grow West Allis

West Allis should strive to attract new residents - particularly young families and professionals. West Allis still has the infrastructure to support a larger population; welcoming more people to call West Allis home means more support for local businesses, more connections for residents, and more life in our community.

Safer streets for all users, especially people walking and biking

West Allis' streets were historically designed to prioritize motor vehicles and speed above all else. People should be able to move safely and comfortably throughout the City's streets, no matter the method they use to get around. Streets should be redesigned as Complete Streets that design for safety, protect our most vulnerable road users, and encourage sustainable and healthy ways to get around.

New, quality housing that is affordable and offers a variety of choice

West Allis' housing stock is aging and if neglected/not modernized, is a barrier towards growth. Additionally, there is more demand for housing than existing supply. New housing should be built that gives people of all income levels a desirable place to live.

Invest in parks and green space

West Allis' parks are beloved but need repairs, updates, and ongoing maintenance to thrive. Additionally, the built-out city has scarce land for green space. Better integrating parks and nature into the city's fabric will improve quality of life and make West Allis a more desirable place to live.

Vibrant spaces for community life

West Allis has few public spaces that center community life. To further solidify itself as a destination and foster a stronger sense of community, West Allis should create welcoming, unique, shared places for people.

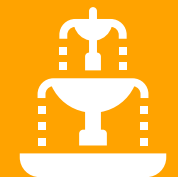
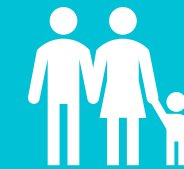
Safer streets for all users, especially people walking and biking



New, quality housing that is affordable and offers a variety of choice



Grow West Allis



Invest in parks and green space

Vibrant spaces for community life

Goals for 2045

Land Use: Cultivate a mix of compatible land uses and opportunities for catalytic development.

Economic Development: Foster a thriving economic environment that attracts investment, employment, and cultivates local entrepreneurship.

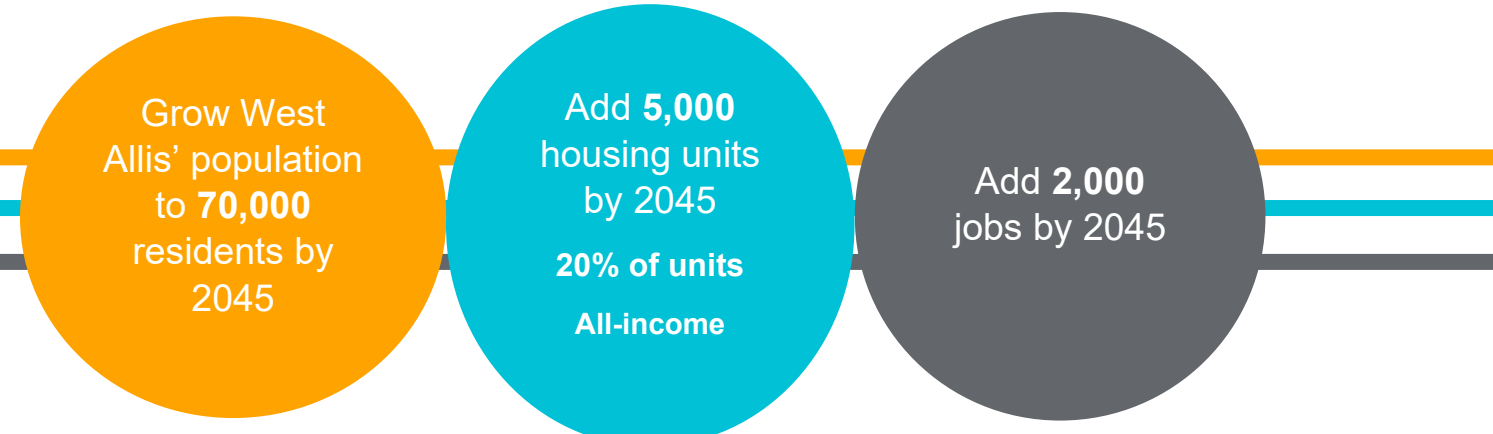
Transportation: Transform our streets to prioritize safety for all users and expand options for the comfortable and enjoyable movement of people.

Housing: Promote population growth by encouraging density and diversity of housing, alongside repairing, updating, and revitalizing aging housing inventory.

Parks, Open Space, Natural & Cultural Resources: Enhance the well-being of people, plants, animals, and the environment while increasing the opportunities for public life and preserving community character.

Utilities & Community Facilities: Support the community with valuable, efficient, and sustainable resources and services.

Intergovernmental Cooperation: Maximize the benefits of governance and capitalize on efficiencies through the practice of regionalism and collaboration.



Recommendations

Land Use

1. Promote desirable land uses
2. Encourage denser development patterns
3. Reduce the amount of underutilized land

Economic Development

4. Cultivate a friendly environment for a diverse mix of small business
5. Facilitate catalytic redevelopment of key sites
6. Attract major employers and family supporting jobs
7. Strategically grow the city's tax base by attracting and fostering quality, desirable businesses.

Transportation

8. Prioritize safety and slow motor vehicle speeds on streets
9. Become most walkable suburb in Milwaukee County
10. Become most bikeable suburb in Milwaukee County
11. Improve transit access, functionality, and desirability
12. Transform streets into more desirable places by capitalizing on their existing strengths and making them places people want to be
13. Explore and incorporate emerging technologies and alternative energy sources to improve efficiency and resiliency when feasible

Housing

14. Increase the supply of housing
15. Expand housing options
16. Increase access to all-income housing
17. Improve the quality of the city's existing housing stock

Parks, Open Space, Natural & Cultural Resources

18. Establish effective oversight of the City's parks system
19. Increase equitable access to parks and open space
20. Improve the quality of parks to meet the needs of the community
21. Preserve and restore quality of the natural environment
22. Protect and enhance historic and cultural resources
23. Foster a diverse, exciting, year-round supply of community events and activities

Utilities & Community Facilities

24. Find efficiencies in community facilities while updating and improving service delivery
25. Prioritize resiliency, conservation, and innovation to develop adaptable, community centered infrastructure
26. Modernize and improve utilities to effectively serve the community

Intergovernmental Cooperation

27. Collaborate with and support the West Allis-West Milwaukee School District
28. Partner with other agencies and advocate for funding
29. Maintain communication and find new opportunities for collaboration with other governmental entities

Catalytic Projects

This Plan builds upon the significant progress already achieved and outlines recommendations to further maximize opportunities in West Allis. Some of these projects present the greatest opportunity for transformative impacts and are the City's highest priority moving forward. These catalytic projects include:

1. Transform State Highway 59 (National and Greenfield Avenue) into a model thoroughfare, prioritizing pedestrian and bicyclist safety, while acknowledging its role as a vital trucking route in Milwaukee County

Greenfield and National Avenue are scheduled for a complete reconstruction by WisDOT around 2030. This major undertaking is a once in a generation opportunity for transformational change along State Highway 59, home of West Allis' historic Downtown and the heart of the city's East side. Redesigning the street to prioritize comfort for people walking, includes safe, protected spaces for people biking, and calming traffic will help to improve safety on this stretch of roadway with the highest concentration of vulnerable user crashes, spur development, and further amplifying the heart of West Allis as a place people want to be and stay in.



STH 59 will be transformed further East in Milwaukee with wider sidewalks, protected bike lanes, greening, and traffic calming (Source: WI Bike Fed)

2. Establish and redevelop the Foundry District as West Allis' densest mixed-use urban center

The historic industrial core of West Allis is starting to undergo a radical change. Catalytic redevelopment around the Farmer's Market is attracting new development to the broader area. To best plan for and maximize opportunities, the Foundry District Plan envisions a new life for West Allis' original industrial district as a vibrant center for entrepreneurship and urban living. With distinct branding, redevelopment of key sites, a new urban trail connecting the area to the Hank Aaron State Trail, and redesigning streets with complete streets principles, the Foundry District will become a new iconic center within the region.



A 2023 proposal envisions the Allis Yards Apartments, a modern urban housing development on part of the site of the former Allis-Chalmers facility.

Catalytic Projects

3. Complete a network of shared use trails, connecting the Foundry District, Powerline Trail, and Crosstown Connector to the Hank Aaron State Trail through rails-to-trails and utility trail conversions

Off-street trails serve as safe and comfortable routes for people of all ages and abilities that are critical backbones to biking networks. While West Allis already benefits from the well-established Hank Aaron State Trail, most residents do not have easy access to quality off-street trails nor have a comfortable way to connect to those that already exist. Creating new trails and expanding an existing trail by converting disused rail lines and underutilized utility corridors into off-street trails can further strengthen West Allis' path to being one of the best communities for biking and will better connect people and neighborhoods across the city.

4. Revitalize Burnham Pointe as a mixed-use district

Burnham Pointe is a hub of independent businesses with a diverse population, an eclectic mix of commercial, industrial, and residential uses, and a history of disinvestment. With a renewed focus to transform the district and lift the surrounding neighborhoods, Burnham Pointe can become a mixed-use destination that celebrates the area's growing Latino culture. Streets should be rebuilt to address traffic safety problems and create outdoor gathering places. Buildings should be refurbished, and new developments brought to the area to enliven underused spaces and add residential density to support businesses.

5. Build 20 miles of protected bike lanes

Separated, protected bike lanes should be incorporated into arterial streets wherever possible to create a connected network that empowers people of all ages and abilities to move in a healthier, more sustainable way. Fortunately, West Allis has many wide thoroughfares that offer outstanding opportunities for these routes. Streets including Greenfield, National, Lincoln, Beloit, and Cleveland Avenue all have overbuilt portions that can easily accommodate protected bike lanes. Other parts of these corridors and roads like 60th or 84th Street also present important opportunities for protected routes but may require tradeoffs with parking.



Potential rail-to-trail extension of the Hank Aaron State Trail into the Foundry District



Burnham Pointe's revitalization began in 2019 with the opening of Burnham Pointe park

Catalytic Projects

6. Rebuild Lincoln Avenue as a Complete Street

Much like National Avenue before its reconstruction, Lincoln Avenue is an overbuilt thoroughfare that has major safety problems. Its wide design encourages speeding and creates a corridor without a strong sense of place. Lincoln Avenue should be rebuilt as a Complete Street with fewer travel lanes, traffic calming, protected bike lanes, and more natural features.

7. Reimagine 84th & National as a destination hub in the center of the community

Like the Farmer's Market area in the early 2010s, the area around 84th & National is primed for redevelopment. New development energy is already converging in the area, and poorly used industrial land around the skate park is ideally suited for a new hub of activity. Paired with a redesign of the complex 84th & National intersection, this area could truly become the center of the community.

8. Build an interconnected network of neighborhood greenways

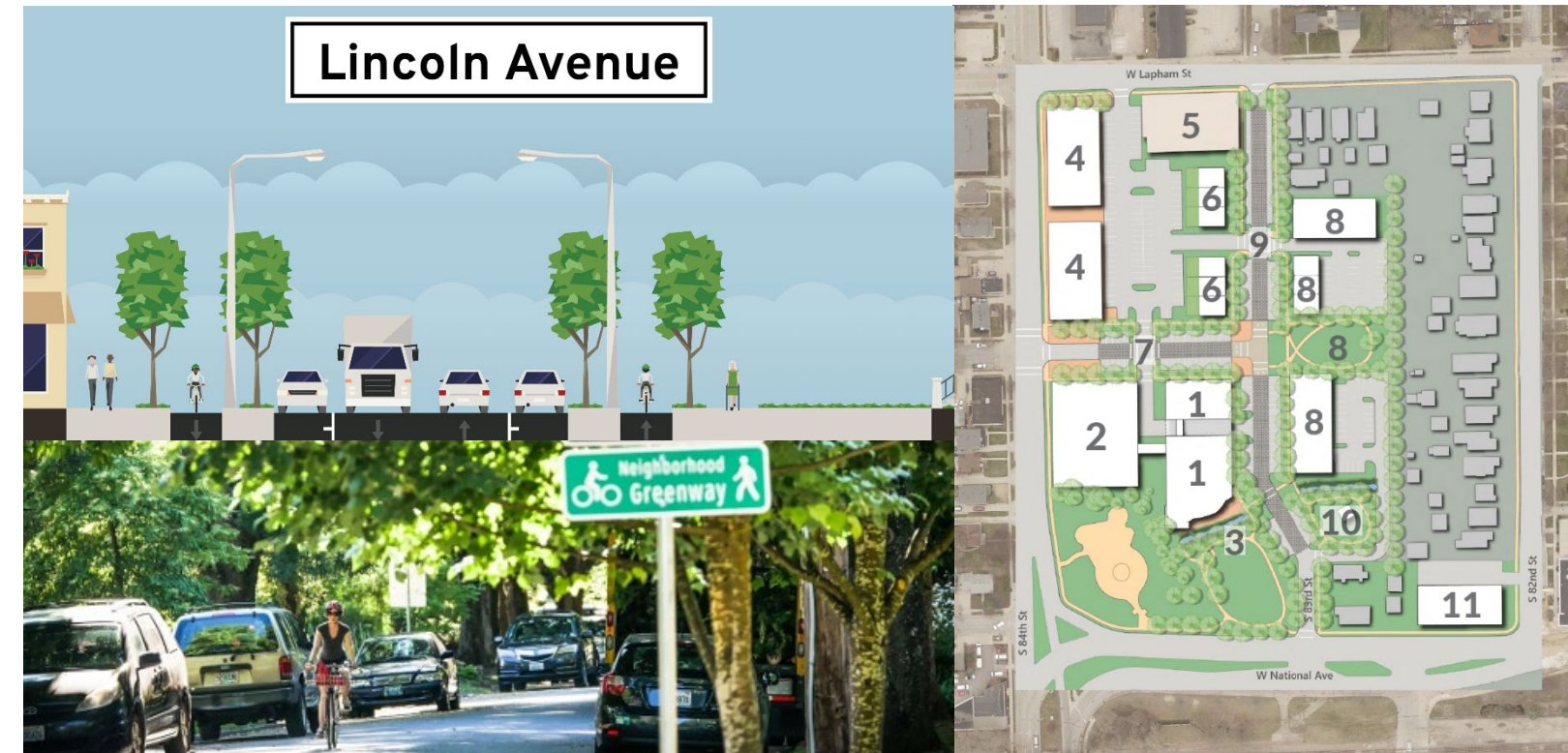
Neighborhood greenways are low-traffic, slow-speed streets that prioritize people walking and biking through design and traffic calming. Creating a network of these routes on residential streets throughout the city will create safer opportunities for moving around, more desirable neighborhoods, and a healthier community overall.

9. Add 2 new neighborhood parks

While many residents love the parks West Allis has, many recognize the city has less access to green space than other, less industrial Milwaukee suburbs. The City should capitalize on the opportunities it does have to create new green spaces that give residents access to nature and recreation with new parks.

10. Redevelop Highway 100

West Allis' major regional corridor is also one of its greatest opportunities for redevelopment. Improving mobility, creating an identity, and attracting exciting uses and residential development can bring this important corridor into the next phase.



Introduction

Once again, West Allis is entering a new era. From its origins as a rural outpost turned factory boomtown, abandonment by the industry that shaped it, and transformation into a regional suburban center, West Allis is no stranger to change. Today, the city is primed for reinvention anew as it looks towards the rapidly evolving future. West Allis is undergoing a renaissance with an influx of creative small businesses, diverse new residents, and major redevelopment projects. Planning for thoughtful development and proactively addressing future challenges is crucial to grow and thrive with those who make West Allis what it is today.

The City of West Allis' Comprehensive Plan serves as the guiding policy document for the City over the next 20 years. Based on extensive public outreach, this plan establishes a vision for the community's future and provides City staff and elected officials with strategies to make this vision a reality.

The Comprehensive Plan establishes goals, objectives, and strategies – specific projects, policies, and programs – to address key factors impacting the City's future development. The City of West Allis derives its authority to develop a Comprehensive Plan from Wisconsin State Statute 66.1001.



Process

The planning process to develop West Allis' Comprehensive Plan included:

- 1. Kick-off**

The 2045 Comprehensive Plan update was announced to the public and the first phase of public engagement launched on April 10, 2023.
- 2. Public Engagement: Issues & Opportunities**

The first phase of public engagement focused on the issues West Allis needs to address and the opportunities it can build on. This phase took place from April 10 through May 31.
- 3. Public Engagement: Visioning**

The second phase of public engagement focused on learning what community members want West Allis to be like in the future. This phase took place from June 1 through June 30.
- 4. Public Engagement: Plan Recommendations**

The third phase of public engagement focused on the specific actions community members would like the City to take to make West Allis a better place to live. This phase took place from July 5 through September 30.
- 5. Draft Plan**

Following public engagement, City Planning staff created a draft plan. Supplementary internal working group meetings helped to develop recommendations.
- 6. Public Engagement: Draft Plan Feedback**

On January 10, 2024, an executive summary and the draft plan was shared with the public. A final phase of public engagement took place February 15.
- 7. Finalize Plan**

Following this period of public outreach, City staff made modifications and released a final version of the Plan on February 16, 2024.
- 8. Adoption**

Following review and approval by the Plan Commission and Common Council, the Comprehensive Plan was presented for formal adoption March 19, 2024.



Other City planning efforts played a significant role in the creation of the comprehensive plan:

- Foundry District Plan
- Highway 100 Corridor Plan
- National Avenue Corridor Plan

Public Engagement

A vision for West Allis' future needs the ideas and perspectives of the people who know West Allis best. The public engagement process was designed to enable community members to easily participate, include a wide range of voices, and provide meaningful opportunities to share thoughts and ideas.

Public engagement for the plan was divided into 4 distinct periods, each with its own focus. Throughout each phase, a variety of outreach methods were used to effectively meet people where they are. A combination of workshops, open houses, tabling at community events, and online surveys offered different opportunities for community members to engage with the planning process and impact the plan.

Detailed reports on the contact points at each outreach event, demographics of survey respondents, and findings from public engagement feedback can be found in the appendix.

Comments shared by community members from public engagement will be featured throughout the plan.

1,250 total contact points with the community

4 Phases of Public Engagement

1. **Issues & Opportunities**
What issues does West Allis need to address? What opportunities can it build on?
2. **Visioning**
What do you want West Allis to be like in 20 years?
3. **Plan Recommendations**
What are your big ideas to make West Allis a better place to live?
4. **Draft Plan Feedback**
What do you like from the vision? What should change?

In person and online outreach were both valuable forums for engaging a variety of people in the planning process. However, there were significant differences between those reached by each method. Online survey respondents were older, whiter, and had more education than the typical West Allis resident. Demographic data was not measured for in person participants, but anecdotally were more representative of the population with a greater proportion of young people, including children and people of color.

In Person

17 community events

761 interactions

294 written comments

Online

4 online surveys

2 languages (English, Spanish)

489 total responses



Structure

The Comprehensive Plan is divided into 10 sections:

1. Introduction
2. Community Profile
3. Land Use plan
4. Economic Development plan
5. Transportation plan
6. Housing plan
7. Parks, Open Space, Natural & Cultural Resources plan
8. Utilities & Community Facilities plan
9. Intergovernmental Cooperation plan
10. Implementation

Each plan section begins with an overview including the section's goal and what we heard from community members during public engagement. Sections end with a list of recommendations and action items, the policies and strategies that the City must take to make these recommendations a reality.



Community Profile

Originally Potawatomi, Ho-Chunk, and Kickapoo homeland, settlers appropriated land in modern day West Allis and established a rural hamlet in 1837. Spurred by the arrival of the Allis Chalmers Manufacturing Company in 1902, the small, rural village situated along a railway blossomed. In 1906, the City of West Allis was incorporated. Following the onset of World War I, the community experienced a tremendous industrial boom and grew rapidly throughout the 1920s. The community grew further through annexation in the 1950s, expanding from just 4 square miles to its present-day size of 11.5 square miles.

As the 20th century wore on, recessions and globalization took their toll. Many longtime companies were hard hit and ultimately left; Allis-Chalmers, the city's namesake, ceased production in the late 1980s. After the departure of its major industries, West Allis became a city in transition. Led by the transformation from Allis-Chalmers into the Summit Place office center, growth along Highway 100, and the formation of the Towne Center shopping area, West Allis evolved throughout the 1990s and 2000s into a center for suburban commerce with affordable housing for the people working in offices, retail, and service industries.

Today, West Allis is again on the cusp of dramatic change once more. The City's population is diversifying. The economy is changing; offices are being left vacant and shopping centers transitioning as businesses shift online. At the same time, West Allis is becoming a destination for food, beverage, and entertainment. Demand for housing is rising as household sizes shrink and more people choose to call West Allis home. The pace of new development is increasing, characterized by increased density and urbanization due to land constraints.



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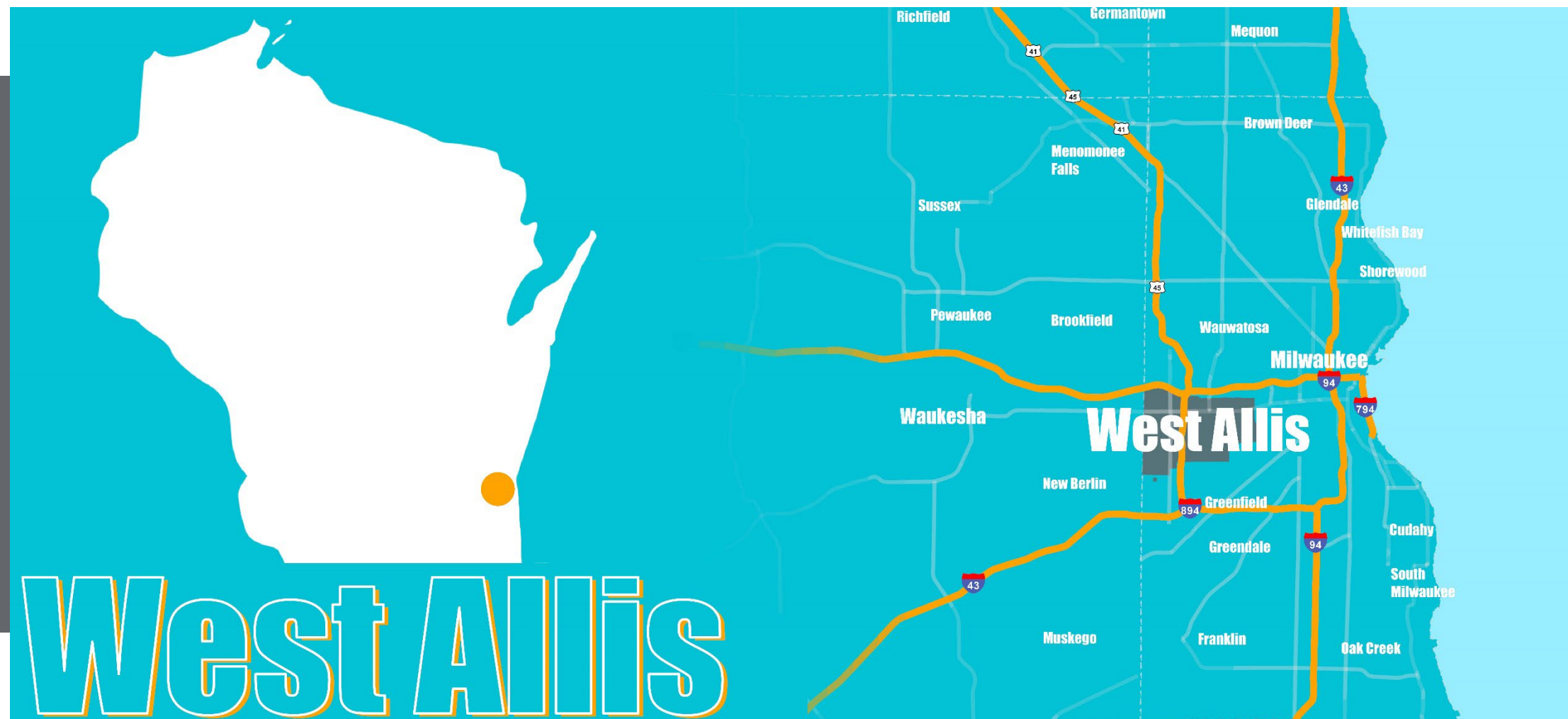
Regional Setting

Just over 4 miles from Lake Michigan, West Allis is centrally located within Milwaukee County and the Milwaukee-Waukesha-West Allis Metropolitan Area.

Nestled directly between the City of Milwaukee and Waukesha county, West Allis sits at the southern axis of the Zoo interchange between the I-94 and I-41 corridors. The city's 11.5 square miles are generally bounded by I-94 to the North, 56th/52nd/72nd Streets to the East, Oklahoma Avenue to the South, and 124th Street to the West. The city's borders are shared with Wauwatosa, Milwaukee, West Milwaukee, Greenfield, New Berlin, and Brookfield.

West Allis lies within the Menomonee and Kinnickinnic River watersheds; rain that falls on West Allis drains into these rivers which feed directly into Lake Michigan. West Allis is situated within the broader Midwestern Tallgrass Prairie and Forest Transition ecoregion.

One of West Allis' key strengths is its strong connections to federal, state, and county roadways, railways, and trails. I-94 connects the city to Milwaukee and Madison. The I-894 bypass runs through the middle of West Allis, connecting the city to the I-41 (North to Fond du Lac, South to Chicago) and I-43 (to Beloit) corridors. State Highways 59 and 100 also connect West Allis to other communities regionally. A Canadian Pacific rail corridor bisects the city, running from rail hubs in Chicago and Milwaukee's Menomonee Valley West to La Crosse. The Hank Aaron State Trail links West Allis to the regional medical center, Elm Grove, and downtown Milwaukee while the Cross-Town Connector connects West Allis to the New Berlin Trail and City of Waukesha.



Demographics

Source: 2020 Decennial Census, 2021 American Communities Survey

Population

West Allis' total population remained stable in the past decade, declining by only 86 residents since 2010, a 0.01% decrease. This stable population trend falls within the range of changes experienced by other western Milwaukee suburbs, from growth in Wauwatosa (+4%) to slight decline in West Milwaukee (-2%).

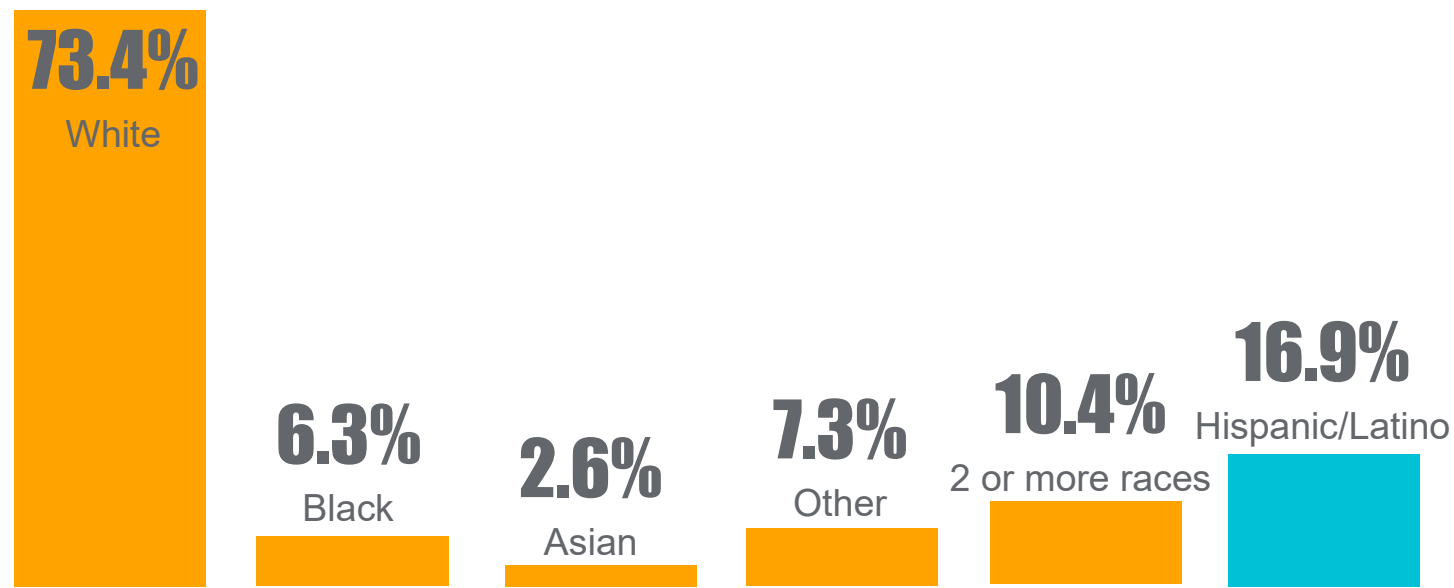
Since 2010, the number of households increased slightly (+1.2%) while the average household size decreased slightly (-2.7%).

Race and Ethnicity

West Allis is predominantly White but is quickly growing more diverse.

Since 2010, West Allis' White population declined 13% while the population of all non-white racial groups grew significantly. People identifying solely as Black increased by 73%, Asian by 26%, American Indian by 22%, and some other race by 76%. The number of residents identifying with 2 or more races more than tripled, increasing 255% to 6,251.

Most significantly, West Allis' Hispanic/Latino population doubled over the last decade. In 2010, there were only 5,094 Hispanic or Latino residents. Today, 10,211 Hispanic or Latino residents make up over 1/6 of the total population.

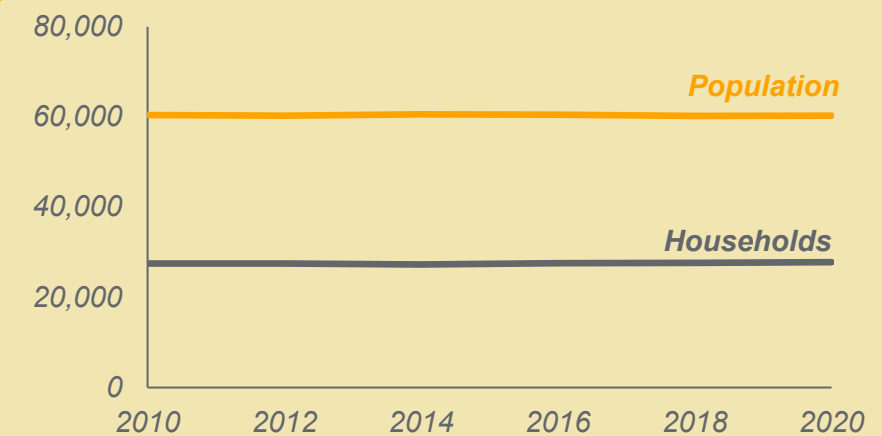


60,325

total population

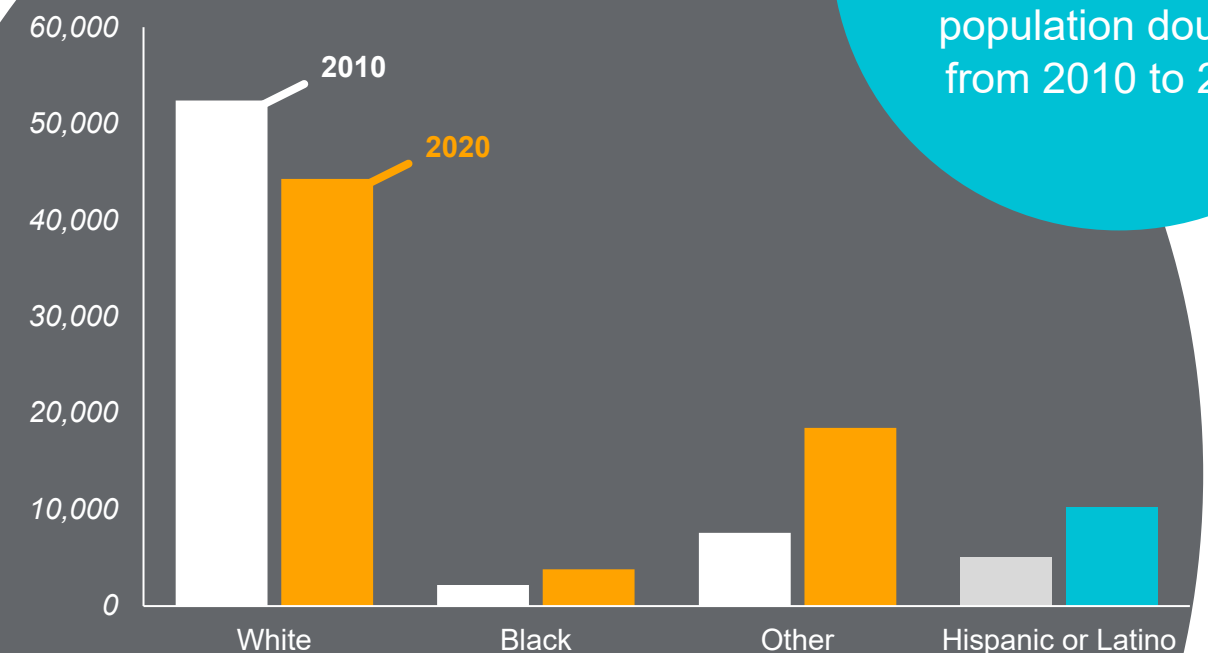
27,808 households

2.14 people per household



+100%

Hispanic/Latino population doubled from 2010 to 2020



Demographics

Source: 2020 Decennial Census, 2021 American Communities Survey

Age

The median age in West Allis is 38.2, nearly 3 years older than the median age countywide (35.1). However, ages in West Allis and the county are trending in opposite directions; since 2010, West Allis is getting younger (median age -0.3) while the county is aging (median age +1.4).

Today, 64.5% of West Allis is of working age. Children aged 18 or younger make up 19.7% of the population while seniors aged 65 or older represent 15.7% of the city.

Education

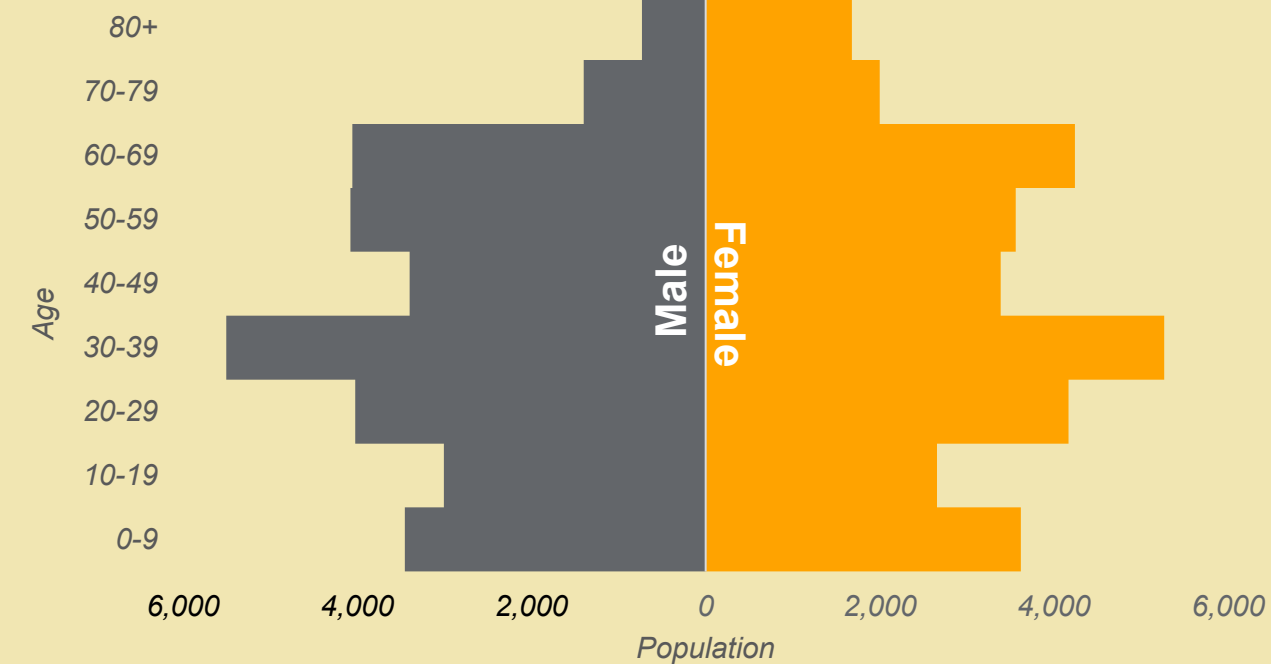
Education in West Allis largely aligns with attainment levels across the area. 93.2% of residents 25 or older have a high school diploma, slightly higher than the 89.2% rate countywide. However, fewer have a bachelor's degree or higher: only 25.7% compared to 32.4% across the county.

Employment

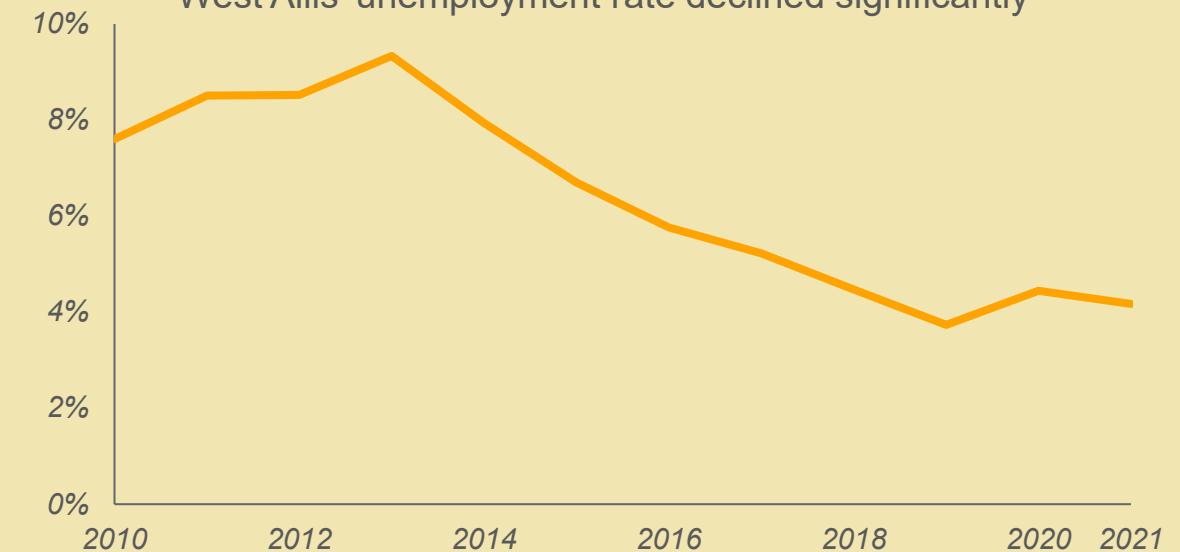
67% of West Allis' population is in the workforce; of this group, only 4.2% are unemployed. Unemployment has steadily declined since 2010.

Income

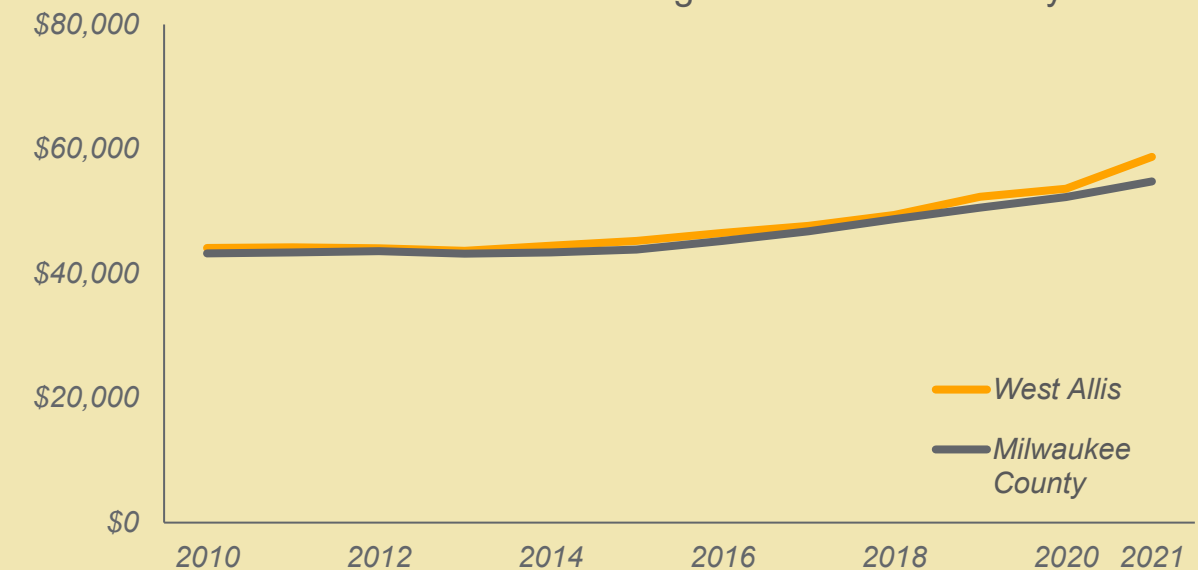
In recent history, income levels in West Allis have been closely aligned with income levels regionally. This trend may be starting to change. In recent years, income in West Allis has begun to rise faster than the rate countywide; median income is now nearly \$4,000 higher locally. Today's median income of \$58,738 is the highest of all-time, its rise has outpaced the rate of inflation since 2010.



West Allis' unemployment rate declined significantly



West Allis' median income rising faster than the county



Issues & Opportunities

The first phase of public engagement focused on the issues West Allis needs to address and the opportunities it can build on. Through 368 contact points with community members at community events, online surveys, and an open house, stakeholders shared a wide range of perspectives. A few key themes emerged:

Issue: School quality and perception

While the West Allis-West Milwaukee School District meets the expectations of the Department of Public Instruction, it is rated lower than all neighboring communities except for Milwaukee in the Department's annual report card. Because schools are such an important factor for many young families in choosing where to live, residents are particularly concerned that the perception of West Allis' schools drive young families elsewhere and inhibits the city's growth.

Issue: Traffic safety and streets

In recent years, reckless driving has become a major problem locally. Per WisDOT, crashes resulting in life changing injuries and fatalities are higher in West Allis than Milwaukee County; people are concerned about speeding and reckless driving. Residents recognize that West Allis' streets are a key part of the problem; many streets are excessively wide and prioritize speed and moving vehicles over safety, walkability, and sense of place.

Opportunity: Existing community facilities

Residents are very proud of community facilities like the Library and Farmer's Market. These centers of community life offer valuable services and form a key part of the city's identity. Community members want these types of assets to be nurtured.

Opportunity: Exciting small businesses and things to do

Community members see the city's diversity of small businesses as a major strength and enjoy having a multitude of options of things to do, restaurants to dine at, and place to visit right in their backyard.

What do you think is the single greatest issue facing West Allis moving forward?

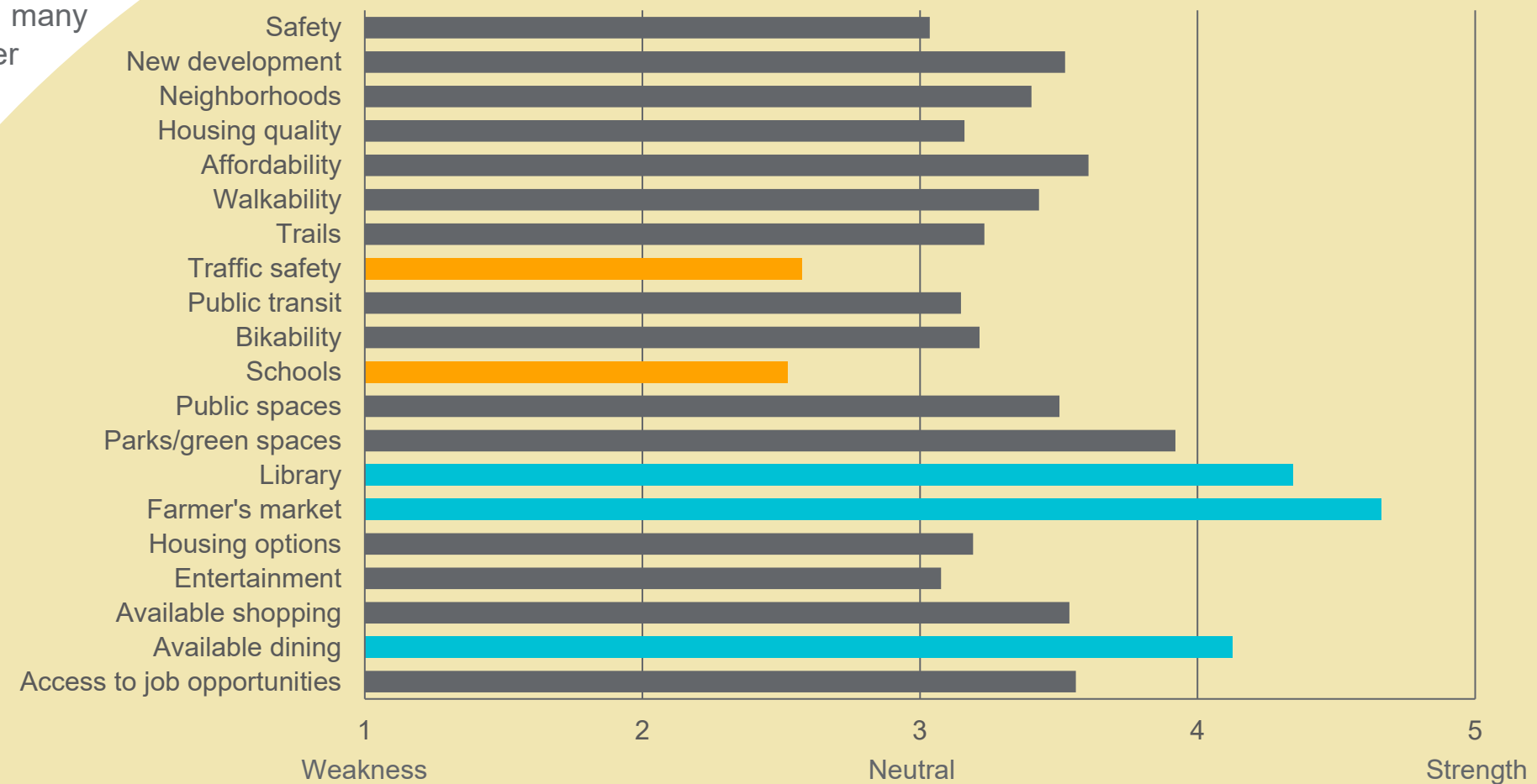
“**Schools.** I am a new (and proud) homeowner in West Allis. My wife and I don't have kids yet, but might soon, and want to make sure our public schools are amazing. I think Stallis could be the next hub in the area for people in my age group who want to be close to the city but still have a house to go home to.”

The future of West Allis would be better if...

“...we had more focus on building spaces for cultural activities.”

“...improvements were made around walking, biking, driving.”

Strengths and weaknesses rated by survey respondents



Land Use

West Allis has an eclectic array of development patterns and land uses. The East side of the city is characterized by pre-war development patterns. On a tight grid network of streets with small lots, industrial and residential uses blend together. Commercial corridors developed before the automobile are compact and walkable. Various eras of redevelopment can be seen emerging from the relics of former industrial sites; from turn of the century office centers and big-box retail near the former Allis-Chalmers complex to recent high-density residential and mixed-use districts.

Meanwhile, the West side of the city is defined by its post-war development patterns. Street networks are automobile-centric, with large thoroughfares and an interstate highway. Suburban subdivisions disrupt the grid and blend nature with residences. Lots are large, and big box stores and large industrial warehouses dot the landscape.

The Land Use Plan establishes policy and provides direction for how land in the city should be used and developed. This plan establishes a vision for the location and intensity of different types of land uses within West Allis. The Future Land Use Map is one of the key deliverables of the Comprehensive Plan; all future land use and zoning decisions must align with the map.

Goal

Cultivate a mix of compatible land uses and opportunities for catalytic development.

What We've Heard

- More small-scale commercial uses
- More parks, nature, and green spaces
- More active spaces for people
- More housing choices
- New development for vacant land



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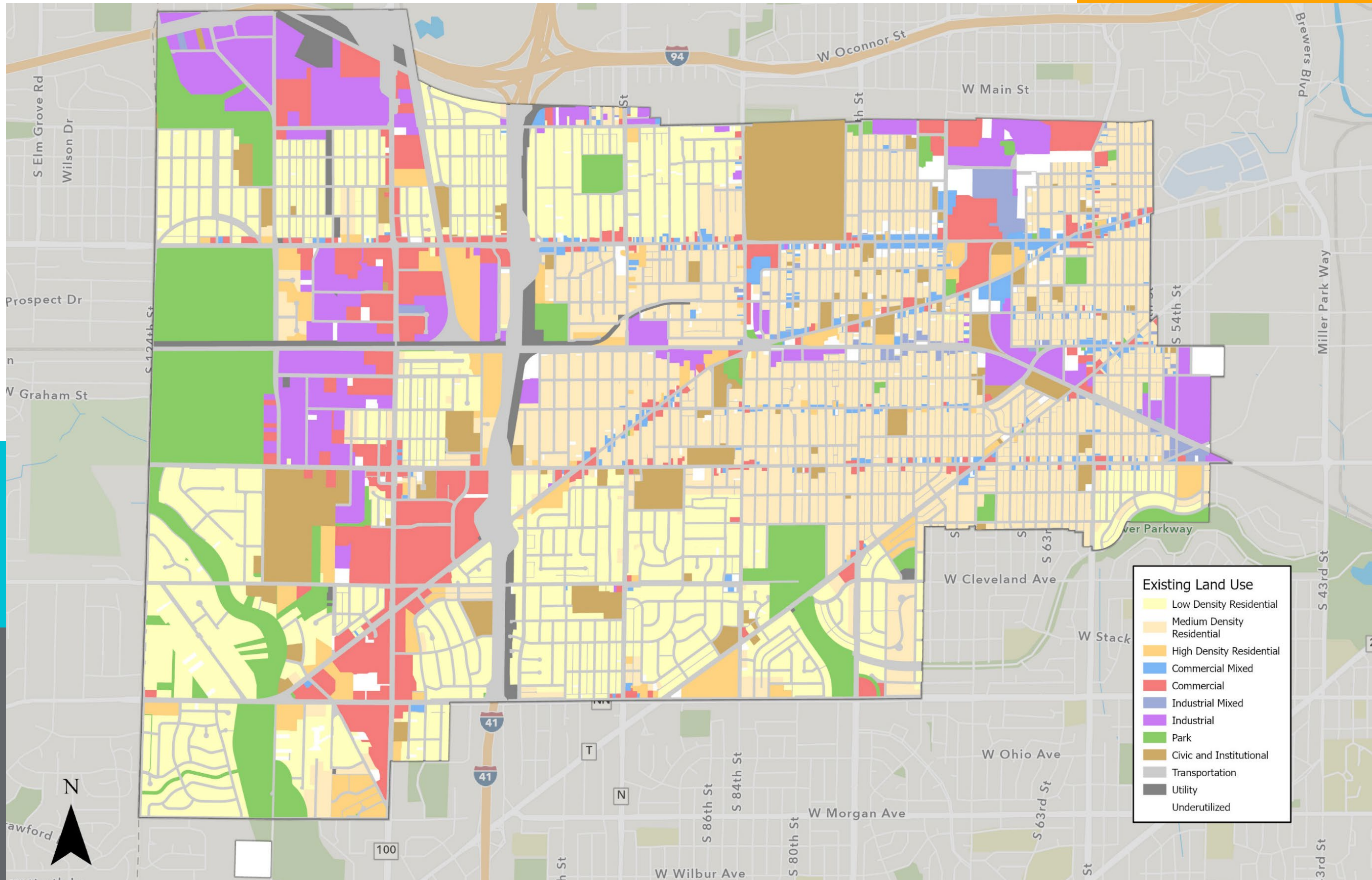
Land Use Types

- 1. Low Density Residential:** detached single-family houses on medium to large lots
- 2. Medium Density Residential:** single-family houses on small lots, duplexes, and smaller multifamily buildings
- 3. High Density Residential:** dense multifamily residential development
- 4. Commercial Mixed:** urban, walking-oriented commercial development that may be mixed with residential uses
- 5. Commercial:** suburban, auto-oriented, stand-alone commercial development
- 6. Industrial Mixed:** small scale and/or lower intensity industrial uses integrated into the urban fabric, may be mixed with commercial development
- 7. Industrial:** typical industrial development
- 8. Civic and Institutional:** facilities used by civic or other non-commercial institutions
- 9. Park:** parks, open space, and preserved natural land
- 10. Transportation:** land used for facilitating movement of people and goods
- 11. Utilities:** land used for utilities such as electricity
- 12. Underutilized:** land not realizing its full potential such as vacant lots or buildings, surface parking, and outdoor storage (typically defined by not having a principal building on the site)

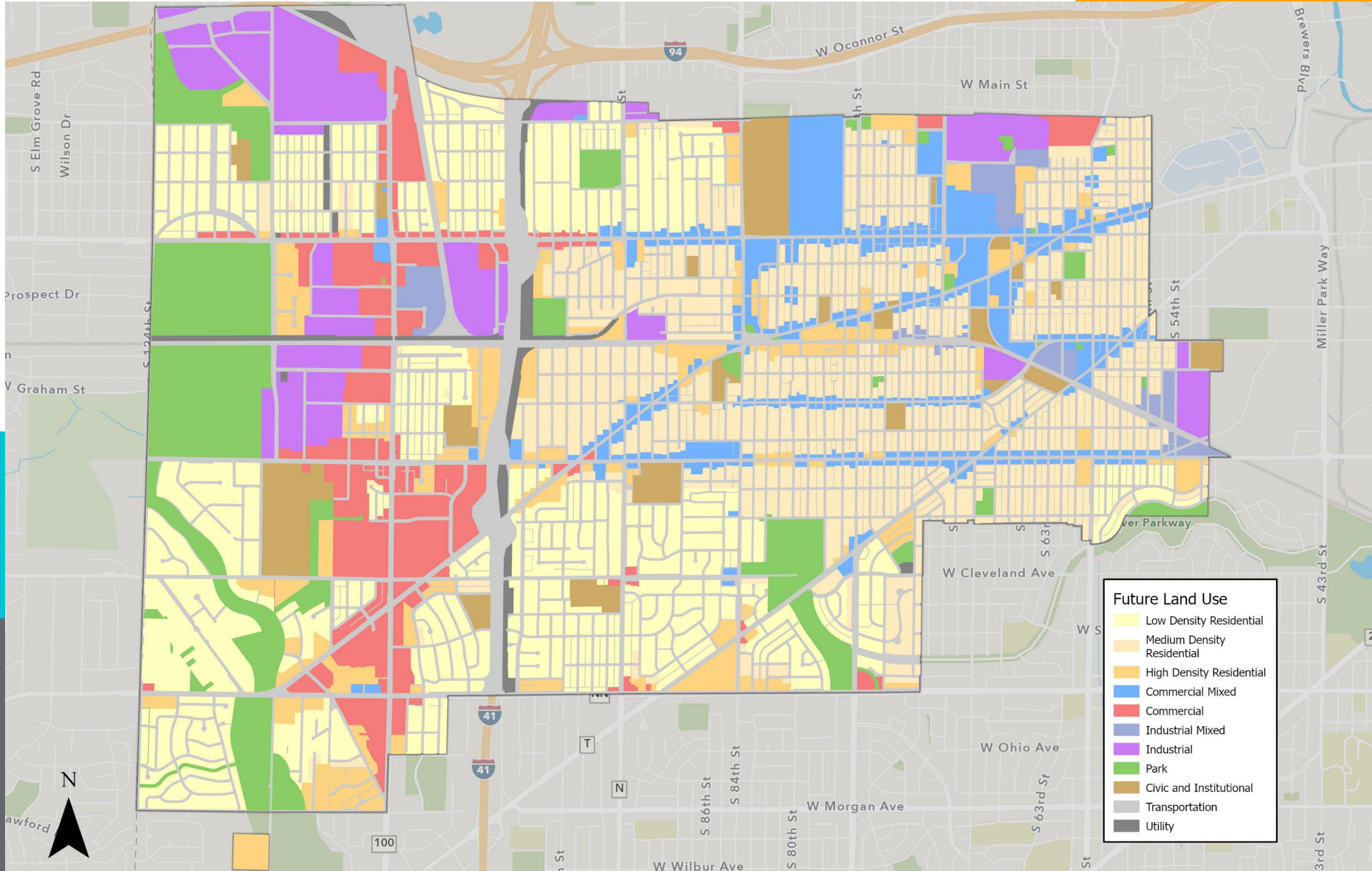
“ **Inefficient land use is the single greatest issue facing West Allis.** West Allis is limited on space, and it has no ability to expand. As it stands, most of the space between buildings has been claimed by car-centric infrastructure [that] does not generate meaningful tax revenue... In addition, West Allis has a backlog of maintenance projects and has run into a budget shortfall in recent years... **It is imperative that West Allis converts unproductive parcels of land into mixed use, well-connected places where people want to spend time & money.** ”



Existing Land Use Map



Future Land Use Map



Recommendations

Recommendation 1: Promote desirable land uses

- A: Increase the amount of land zoned for parks.
- B: Encourage the creation of new public spaces and support repositioning excess public right-of-way as public spaces for community life.
- C: Update zoning for select properties to promote desirable land uses, limit undesirable and incompatible land uses, and support modern developments.
- D: Transition old, intensive industrial land uses in mixed residential and commercial areas to uses more compatible with their context and scale.
- E: Rezone select historically mixed use properties in East side residential neighborhoods to allow limited neighborhood-scale commercial uses.

Recommendation 2: Encourage denser development patterns

- A: Create new zoning district for dense, urban development in the Foundry District and Six Points area.
- B: Identify changes to maximum heights to allow for new types of dense development in certain areas.
- C: Implement denser, Transit Oriented Development along the MCTS Route 18 corridor.
- D: Maintain policies of no minimum parking requirements across the city, no floor area ratio requirements for commercial and residential zoning, and no unit ratio requirements for residential uses.
- E: Encourage gentle density with small lots and missing middle housing in traditional residential areas.
- F: Partner with property owners and MMSD to create shared stormwater management solutions and support forms of green infrastructure suited to urban development.

Recommendation 3: Reduce the amount of underutilized land

- A: Encourage redevelopment of parking lots and other vacant parcels, using fiscally responsible economic development tools like TIF to support efforts where necessary.
- B: Assess city-owned land to identify opportunities for consolidation or redevelopment.
- C: Partner with the West-Allis West-Milwaukee School District to assess school district owned land to identify opportunities for consolidation or redevelopment.
- D: Connect potential users or developers with underutilized sites through marketing and networking.
- E: Form partnerships with entities like the EPA and DNR to support the environmental cleanup of degraded sites for redevelopment or conversions to parks.
- F: Encourage the dissolution of restrictive covenants that complicate redevelopment.

Targets

\$6B aggregate assessed value of all property subject to general property tax

0 vacant/underutilized lots

Economic Development

West Allis is a leader of Economic Development in Southeastern Wisconsin. After the loss of Allis-Chalmers, West Allis transformed itself through focused redevelopment efforts. Today, West Allis is known for nurturing local, small businesses and championing modern redevelopment projects that are bringing new life and energy into the community.

The Economic Development Plan lays out the City's strategy for growing the local economy and redevelopment over the next 20 years. It establishes key Economic Development priorities and identifies land that should be targeted for redevelopment.

Goal

Become a premier destination to open a business, fostering a thriving economic environment where companies can and want to grow.

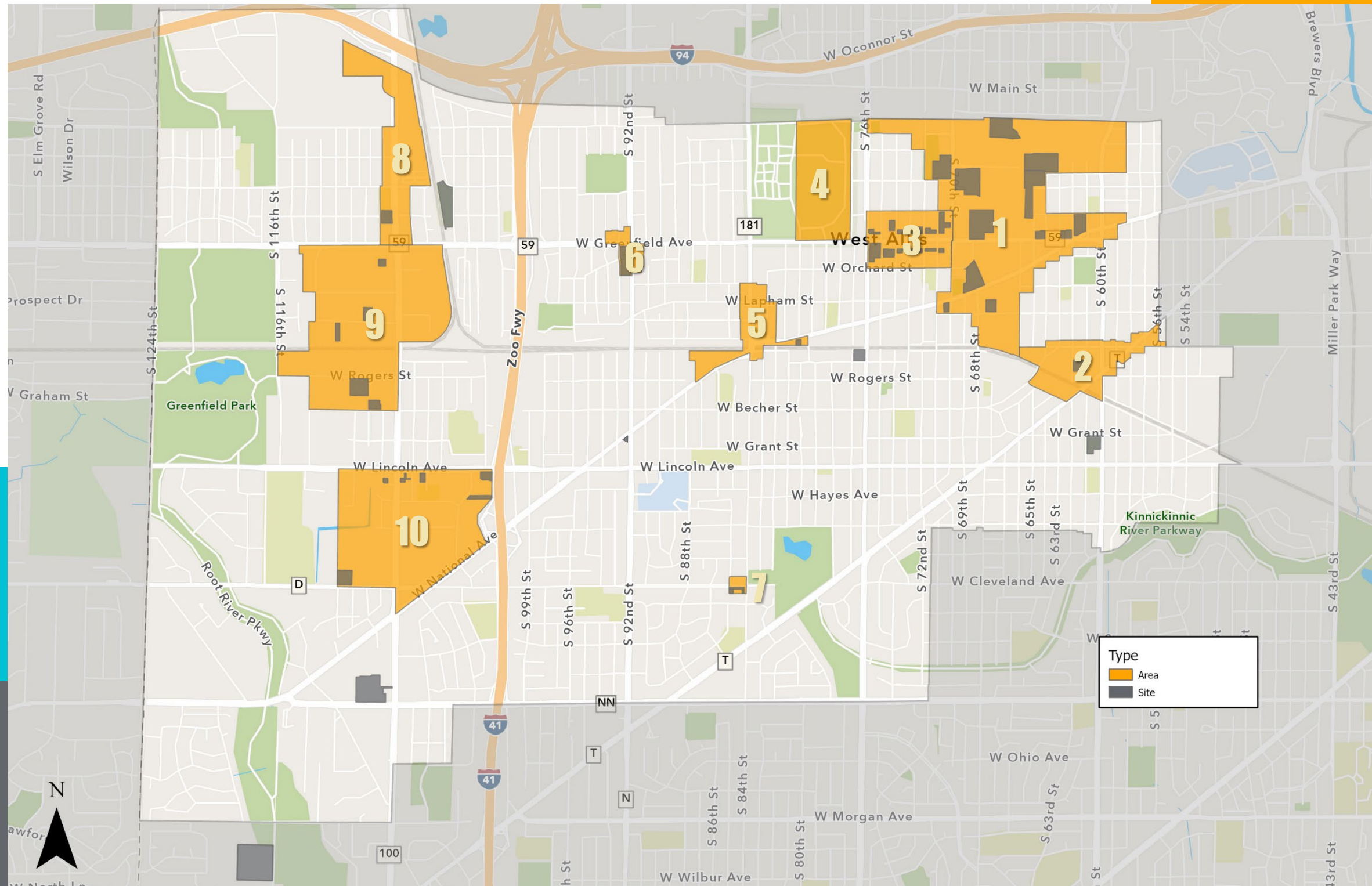
What We've Heard

- Cultivate a diverse mix of small businesses
- Attract young people and families
- Continue revitalization through new development
- More local, family-supporting jobs
- Retain and grow existing businesses



4

Redevelopment Areas



Redevelopment areas are locations that should be targeted for catalytic redevelopment and include specific redevelopment sites.

The top 10 redevelopment areas shown here have great potential for change and should be the City's highest priority over the next 20 years.

Redevelopment Areas

Area 1: Foundry District

The historic industrial core of West Allis is starting to undergo a radical change. Catalytic redevelopment around the Farmer's Market is attracting new development to the broader area. To best plan for and maximize this area's potential, the Foundry District Plan was adopted in 2024 and envisions a new life for West Allis' original industrial district as a vibrant center for entrepreneurship and urban living.

Recommendations:

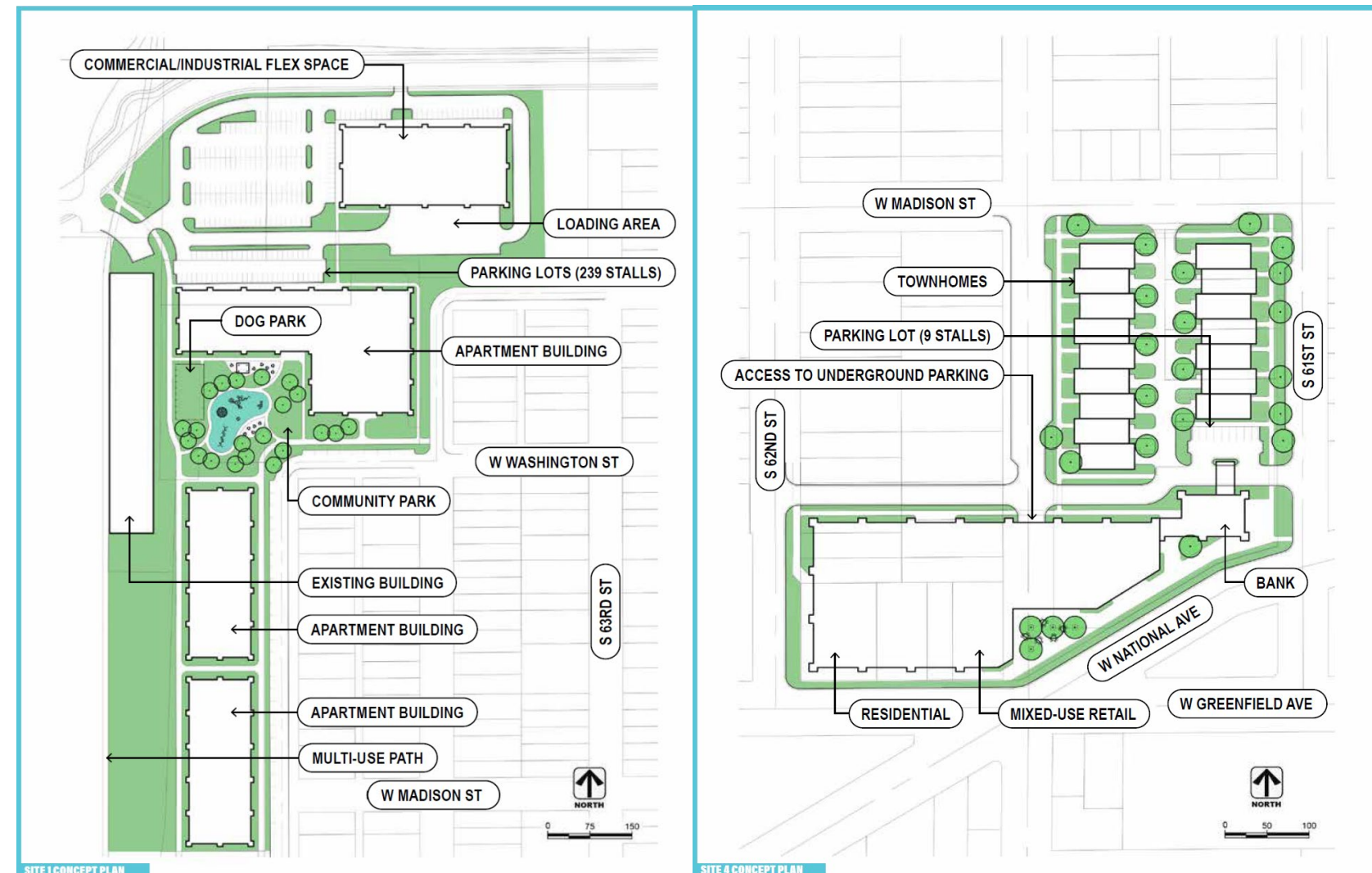
- Give the Foundry District a distinct branding identity to distinguish it as a destination for entrepreneurship, entertainment, and urban living.
- Convert abandoned railway into multi-use trail to connect the district
- Extend Washington Street through to 60th Street
- Rebuild Greenfield and National Avenue East of 62nd as Complete Streets
- Redevelop key sites with advanced manufacturing, new types of housing, public green spaces, and activated commercial uses



A 2023 proposal for the Allis Yards Apartments at 70th & Washington

Want to learn more? See the Foundry District Plan for a complete overview of the vision for this redevelopment area

Concept proposals for key redevelopment sites from the Foundry District Plan



Redevelopment Areas

Area 2: Burnham Pointe

This historically small and disinvested area includes an eclectic mix of neighborhood-scale commercial uses, heavy industry, underutilized land, and housing. With new investment in amenities like Burnham Pointe Park, proximity to catalytic redevelopment near the Farmer's Market, and changing demographics, Burnham Pointe is at a critical juncture. Redevelopment can further position Burnham Pointe as a hub of Latino entrepreneurship and create a new mixed-use destination for small businesses and residents.

Recommendations:

- Permanent streetscaping and traffic calming enhancements
- City purchase and redevelop 1 significant property to catalyze area
- Leverage City funding to encourage private investment for redevelopment
- Create business support center and/or improvement district
- Prioritize dense housing when redeveloping sites to support businesses



AI-generated examples of what Burnham Pointe could look like



Pedestrian mall in Charlottesville, Virginia

Redevelopment Areas

Area 3: Historic Downtown

Sandwiched between State Fair and the former Allis-Chalmers complex turned Town Center, the Historic Downtown along Greenfield Avenue has been the core of West Allis' community for generations. Today, the Downtown is nearing an inflection point as retail uses transition and several major projects could reshape the corridor.

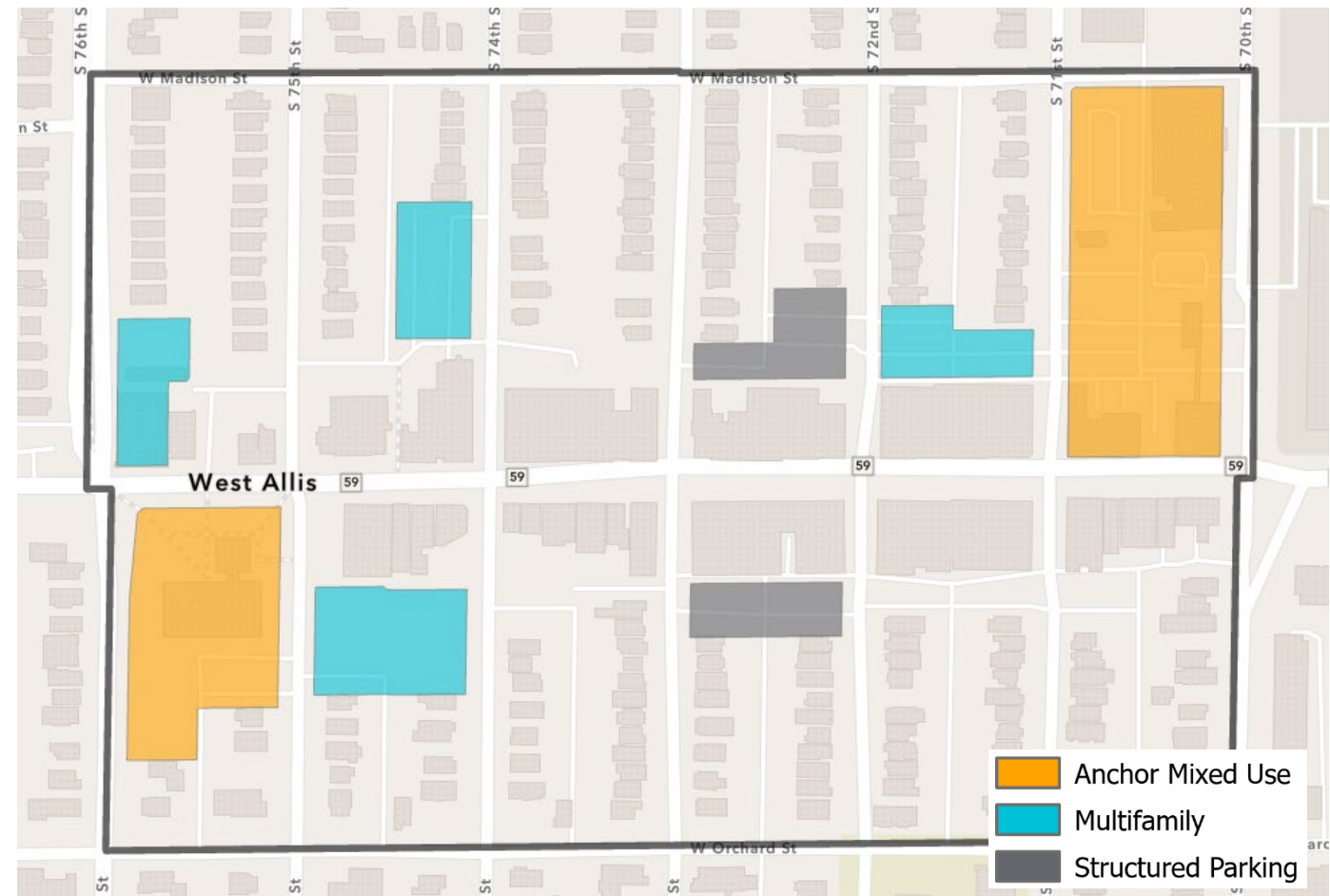
Recommendations:

- Rebuild Greenfield Avenue as a Complete Street that prioritizes people and placemaking with wide sidewalks, protected bike lanes, shortened crossings, and enhanced streetscaping
- Convert side streets to two-way traffic to improve circulation and access
- Create public plazas to anchor community life and create places people want to spend time within the Downtown
- Improve efficiency of parking assets with metered on-street parking and consolidation of rear surface parking into more condensed, structured parking
- Redevelop select parking lots as multifamily housing to support neighboring commercial businesses with increased density
- If City Hall relocates, redevelop as a landmark mixed-use commercial and high-density residential building



AI-generated image of what Downtown West Allis could look like

Temporary public plaza on 72nd Street shows the desire for more gathering places in the downtown



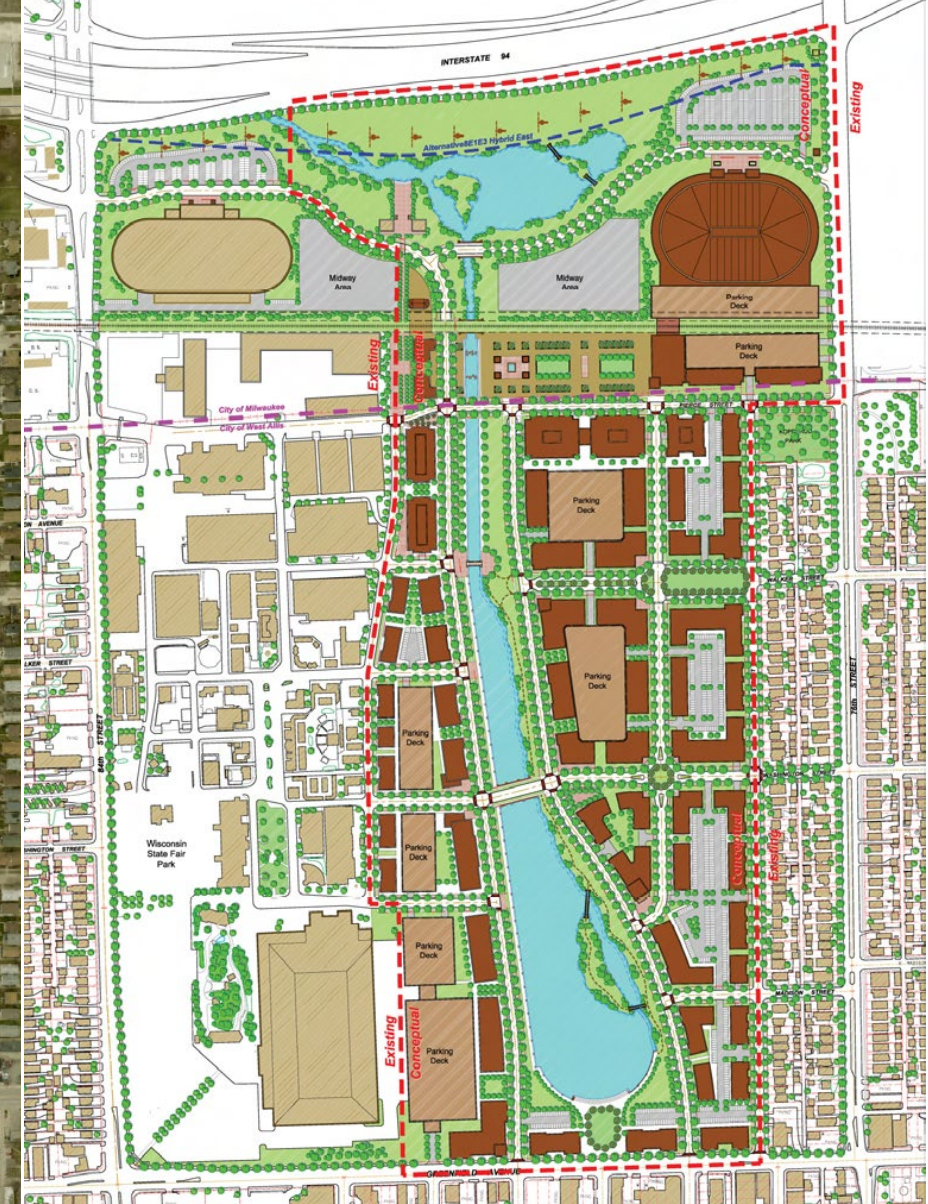
Redevelopment Areas

Area 4: Milwaukee Mile

The oldest operating motor speedway in the world, the Milwaukee Mile has been an iconic cultural landmark in West Allis for over 100 years. Should the State Fair Park Board decide to discontinue use of this track if it is no longer viable for auto racing, this land will immediately become the most valuable redevelopment opportunity in West Allis. The 85-acre area has prime interstate access and visibility and should be considered for major mixed commercial and residential redevelopment.

Recommendations:

- Daylight the Honey Creek
- Add park, plazas, and recreation along new riverfront
- Build new streets, bridges over the river, walking and biking paths
- Over 8 million sq. ft. of mixed residential and commercial development
- Landmark towers
- Destination cultural or entertainment venue



Redevelopment Areas

Area 5: 84th & National

This redevelopment area is centrally located in the heart of West Allis, within the city's oldest neighborhood. While close to several thriving commercial districts, this area is burdened by poor design and industrial uses that are out of place. The area's greatest asset may be its parks. Railroad Park serves as a gathering place for residents and neighboring businesses. Honey Creek Park sits across the street from The National, a new major multi-family apartment building under construction. The popular Radtke Skate Park could be a key anchor for future redevelopment efforts.

Recommendations:

- Redevelop industrial area at 83rd and National into housing, retail, and cultural uses centered around public space and a daylit Honey Creek
- Add new, dense housing options
- Rebuild 84th & National intersection to prioritize safety and walkability
- Reduce National Avenue footprint to create redevelopment opportunity on the South side of the street and expand Railroad Park



83rd and National Redevelopment

1. Anchor development
2. Shared-use parking and retail
3. Public space, daylit stream
4. Mixed-use retail
5. Adaptive reuse
6. Residential infill
7. New Mitchell Street extension
8. Residential infill with park amenity
9. Reconstructed 83rd Street
10. Public space, daylit stream
11. Retail



Proposed condominiums at 80th and National



Redevelopment of the former Clark Oil site into 247 market rate apartments began construction at the end of 2023

Image: City of West Allis

Redevelopment Areas

Area 6: 92nd & Greenfield

This key intersection along Greenfield Avenue has significant potential for redevelopment. The former site of St. Aloysius is primed for redevelopment into multi-family housing. Meanwhile, the intersection's Northwest corner has dated and underutilized retail uses and significant space for redevelopment.

Recommendations:

- Redevelop St. Aloysius site as multi-family housing
- Redevelop CVS and Family Dollar as a transit-oriented, mixed-use development with commercial and high-density residential uses
- Create a protected, mid-block crossing on 92nd Street to connect St. Aloysius redevelopment to businesses on the East side of the street
- Transform Greenfield Avenue into a Complete Street with bus rapid transit stations at 92nd Street



Proposed multifamily housing at former St. Aloysius site

Area 7: 84th & Cleveland

Located next to McCarty Park at the terminus of Cleveland Avenue, this redevelopment area provides a unique opportunity to create a destination hub of activity for the City's south-central neighborhoods.

Recommendations:

- Reimagine the Southern portion of the area as a destination for food and drink with restaurants, taverns, a food truck park, and outdoor dining
- Bring new housing options to the neighborhood and support adjacent commercial development by redeveloping the Northern portion of the area with multifamily housing
- Dedicate excess right-of-way to property owners
- Transform Cleveland Avenue into a Complete Street with protected bike lanes



Proposed food truck park on a vacant parking lot

Redevelopment Areas

Highway 100 is one of the city's biggest opportunities for redevelopment. This regional commercial corridor anchors the West side and has a mix of convenience retail, large format stores, and light industrial uses. Adopted in 2020, the Highway 100 Corridor Plan established a long-term development strategy for the corridor. Within the corridor, there are 3 primary redevelopment areas:

Area 8: Hwy 100 Gateway

The Gateway is a strategically important area located at the very North end of Highway 100 just south of the I-94 bridge. Today, the area contains a mix of industrial facilities, a vacant HOBO store, and a Colder's furniture store. The vision for this area is to create a pedestrian-friendly mixed-use district that connects to the Hank Aaron State Trail and improves the overall Northern gateway entry.

Area 9: Central Hwy 100

This redevelopment area expands upon the existing busy intersection of Highway 100 and Greenfield Avenue to create a new pocket of pedestrian activity near the center of the Highway 100 corridor.

Area 10: Southern Hwy 100

Sandwiched between Lincoln and National Avenue, the Southern portion of the corridor includes underutilized offices near the interstate, large automobile sales lots, and a variety of parking lots and shopping centers offering redevelopment opportunities.

Recommendations:

- Diversify the mix of uses, attracting high-density residential, medical, lodging, and destination entertainment uses
- Focus on increasing mobility, not traffic flow, building new connections, a multi-use trail along Hwy 100, a bridge for the Crosstown Connector, and improving cross access.
- Create walkable destinations
- Give Hwy 100 a distinct brand and identity with streetscaping improvements and placemaking initiatives



Redevelopment Sites

Certain critical sites for redevelopment are more isolated and fall outside the boundaries of previously identified redevelopment areas. 5 key sites include:

76th & Hicks

Formerly the site of a commercial dry cleaner, this site was cleared for development yet still faces significant environmental remediation challenges. Due to the condition of the site, low-density residential uses are likely not financially viable. Multifamily residential or commercial uses would be well suited for the area. The site could also be partially or entirely preserved as a park which could be a valuable asset for a neighborhood with limited access to larger green spaces.



116th & Morgan

The only non-contiguous parcel of land in West Allis, this site has been used by the City of West Allis Department of Public Works for brush collection and public works storage for decades. This site could be reused as a mix of low-density and multifamily residential. Certain portions of the site are contaminated and should be capped and turned into green space. The City should also consider collaborating with Milwaukee County and Greenfield to sell or swap land to promote greater land and border congruity throughout the county.



HUB Chrysler

This former car dealership presents a unique opportunity for redevelopment along the Hwy 100 corridor. The site itself is well suited for reuse as multifamily housing or advanced manufacturing. The site could also be paired with existing sites to the South to create frontage along Oklahoma Avenue and become ideal for a destination entertainment user.



Longfellow School

As a part of district-wide consolidation, Longfellow Elementary School was closed at the end of the 2022-23 school year. This site presents a good opportunity for reuse as a mix of medium-density housing. Housing redevelopment is also ideal because the property is well-suited for use of Historic Tax Credits or Low-Income Housing Tax Credits. Any redevelopment should preserve the historic school building and maintain the playground as a public asset for the neighborhood.



Madison School

As a part of district-wide consolidation, Madison Elementary School was closed at the end of the 2022-23 school year. This site could be redeveloped as multifamily housing, senior or assisted living, or even more unique uses such as urban agriculture. Any redevelopment should preserve the existing woods in the Northwest corner of the site and maintain the park for public use as the neighborhood does not have any other park within its boundaries.



Recommendations

Recommendation 4: Cultivate a friendly environment for a diverse mix of small businesses

- A: Maintain and expand targeted grant and loan programs.
- B: Support placemaking and enhancing the public realm to create a more attractive built environment for businesses.
- C: Grow the population of consumers through increased density and new housing.
- D: Provide technical assistance to help businesses all the way from concept, through approval processes, to opening.
- E: Be a resource for small businesses, helping connect to alternative financing programs.
- F: Attract unique businesses to West Allis through marketing, branding, and networking.
- G: Encourage business collaboration, supporting West Allis Masterminds and partnerships between local businesses.
- H: Continually adapt offerings to meet business needs.

Recommendation 5: Facilitate catalytic redevelopment of key sites

- A: Identify and promote potential catalytic development sites.
- B: Strategically deploy fiscally responsible financial incentives such as TIF to support impactful development.
- C: Eliminate barriers to redevelopment on key sites.
- D: Acquire land as necessary to facilitate redevelopment, create larger development sites, and attract targeted uses.
- E: Leverage financial programs like Low-Income Housing Tax Credits, Historical Preservation Tax Credits, New Market Tax Credits, and other state and federal programs.

Recommendation 6: Attract major employers and family supporting jobs

- A: Strategically deploy financial incentives to attract larger employers, using loan programs that incentivize job creation.
- B: Improve West Allis as a destination, making a more desirable community with places people want to be, things to do, good housing and transportation options.
- C: Use data to target major employers and promote West Allis as a great location to do business.
- D: Build on partnerships between businesses and the education system to broaden the local pool of talent.
- E: Enhance the connection between West Allis and the trades, building on existing training and education programs.

Recommendation 7: Strategically grow the city's tax base by attracting and fostering quality, desirable businesses.

- A: Reposition underperforming properties through focused redevelopment.
- B: Encourage increased density to maximize the taxable value of the city's limited land area.
- C: Support the transition of land from non-taxpaying to taxable development, including existing public right-of-way, government owned properties, and properties owned by other non-taxpaying entities.
- D: Conduct an audit of City-owned properties to identify opportunities for consolidation and properties that can be sold and redeveloped.
- E: Improve the perception and marketing of the community to create increased demand.

Targets

85% business satisfaction rate

50 new businesses annually

2,000 new family-supporting jobs

\$75M annual new private investment

Transportation

Throughout public engagement, the single issue most frequently brought up by community members was traffic safety. Traffic deaths and life-changing injuries are on the rise, nationally and locally. Community members recognize that the design of our roadways has the single greatest impact on safety and strongly support doing more to design streets to be safer for all.

West Allis' transportation network has good bones, with better multimodal options than most suburban municipalities in the region. Primarily built on a grid, West Allis' streets are interconnected with those of surrounding communities and include a nearly complete network of sidewalks. MCTS runs a variety of bus routes through the city. Bublr Bike share has several stations in West Allis and trails connect the city to downtown Milwaukee, Waukesha, and other communities. The city is also connected to the interstate system and has several active rail lines.

The Transportation Plan lays out next steps as the city seeks to transform its network to better serve the community. The Transportation Plan establishes key priorities, identifies streets that should be targeted for redesign, and outlines projects that should be pursued.

Goal

Transform our streets to prioritize safety for all users and expand options for the comfortable and enjoyable movement of people.

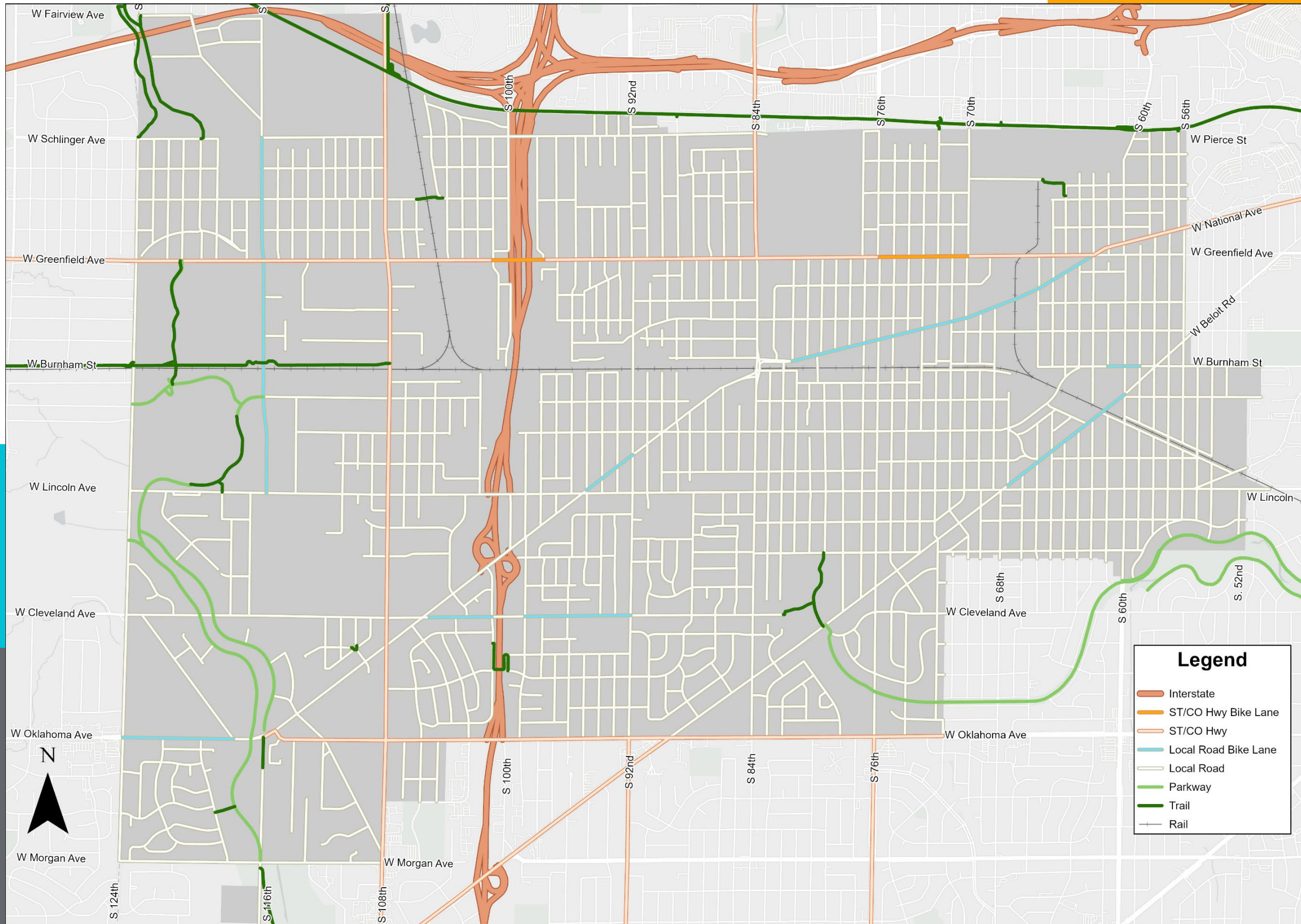
What We've Heard

- Major concerns regarding traffic crashes
- Desire for safe streets for all, slower speeds, and less reckless driving
- Major emphasis on increasing walkability and bikeability
- More space for people on roadways, less for vehicles
- Positive feedback on new street designs



5

Transportation Network



By the Numbers

- 182 miles of streets
- 5 miles of bike lanes
- 7 miles of trails
- 7 miles of parkways
- 8 miles of rail lines

Public Transportation

Milwaukee County Transit System

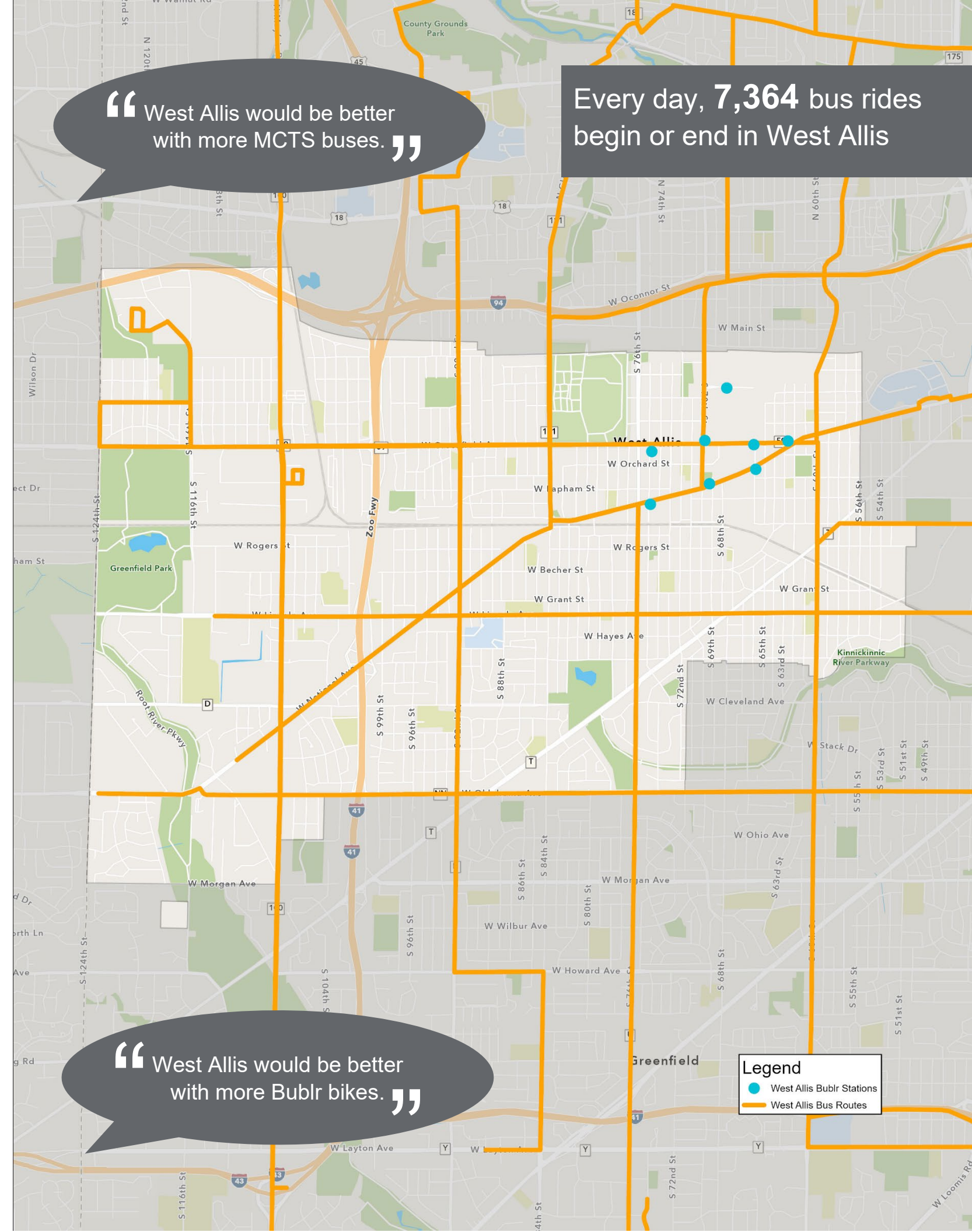
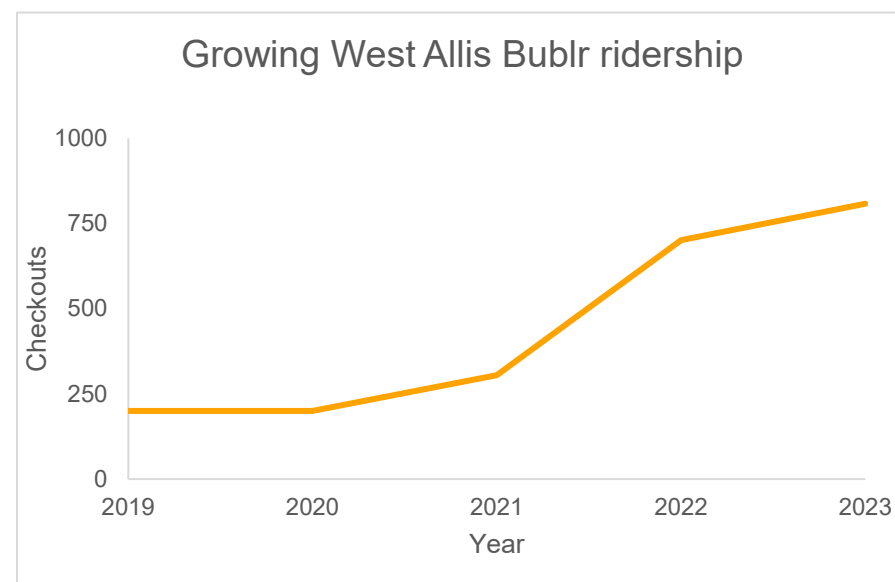
Milwaukee County Transit System serves West Allis, operating 10 bus routes in the city. This system connects West Allis internally along key arterials and to other parts of the region including downtown Milwaukee, the Milwaukee Regional Medical Center, Mayfair and Southridge Malls, and the University of Wisconsin-Milwaukee.

The most popular route in West Allis is the 18, which serves National and Greenfield Avenue. Milwaukee County is studying the corridor as a future Bus Rapid Transit route. The intersection of 60th & National, a transfer point between the 18, 54, and 60, is the city's biggest transit hub with 3 of the 10 most popular bus stops.

Route		Frequency	Daily Ridership
18	National-Greenfield	15 min	3227
28	108 th Street	40 min	757
33	Vliet – 84 th Street	40 min	420
44U	Fair Park - Hales Corners UBus	55 min	205
51	Oklahoma Avenue	15 min	1890
53	Lincoln Avenue	20 min	1308
54	Mitchell - Burnham	30 min	1406
60	60 th Street	20 min	2263
76	76 th Street	15 min	3155
92	92 nd Street	40 min	1077

BublR Bikeshare

BublR is Greater Milwaukee's non-profit bikeshare system with over 100 stations across Milwaukee, Wauwatosa, and West Allis. BublR expanded to West Allis in 2017. Local ridership has experienced significant growth in the years since.

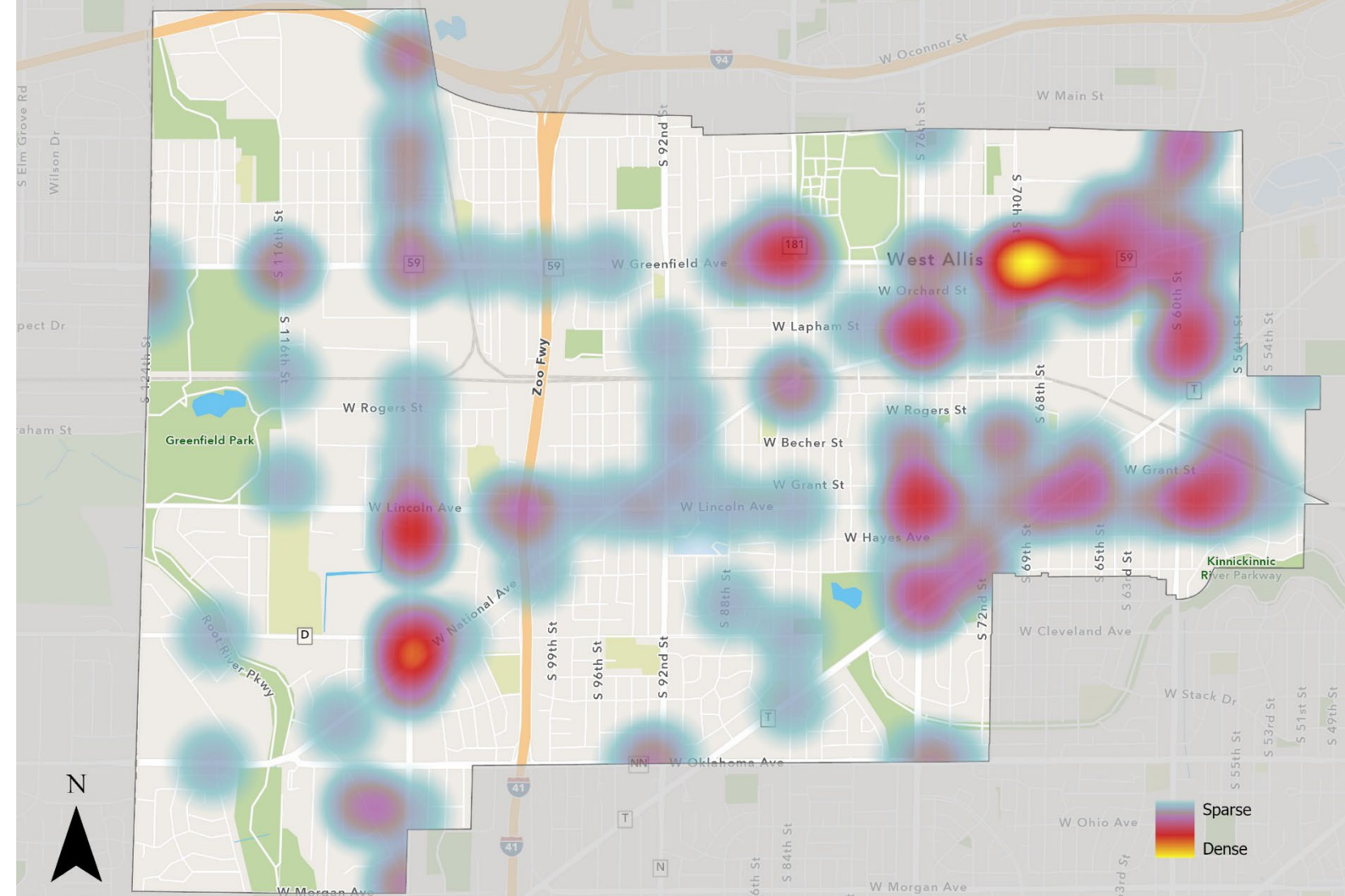


Traffic Safety

Traffic safety is a growing concern in West Allis. While the frequency of crashes is relatively stable, crashes are becoming increasingly severe, with more resulting in deaths or life-changing injuries. In 2022, 7 people were killed in crashes, more than double the total from 2021. Many residents perceive a significant increase in the amount of reckless driving and feel less secure and comfortable on the city's streets.

People on foot or bicycles are particularly vulnerable when victims of crashes. In 2022, 27% of crashes in West Allis involving a person walking and 14% of crashes involving a person biking resulted in a life-changing injury or fatality, compared to only 1% for crashes involving just motor vehicles.

Traffic safety is also heavily influenced by location. Most crashes occur at intersections, where there are the most opportunities for conflict between road users. Crashes are also concentrated along certain busy corridors and intersections throughout West Allis.



Traffic safety was frequently mentioned by community members during engagement.

Please do something about speeding drivers.

“ Reducing car-centric infrastructure would [create] safer streets, reduced pollution, and a more physically active community. ”

Drivers are so reckless! ”

“ Need protected bike lanes. ”

High Crash Corridors and Intersections (2018-2022)

Rank	Corridor	Crashes	Bike/Ped Crashes	Fatal Crashes	Life-Changing Injury Crashes
1	Greenfield Ave	1170	47	3	22
2	108 th Street	938	21	5	19
3	National Ave	872	23	3	13
4	Lincoln Ave	775	27	2	18
5	60 th Street	595	18	0	9
6	76 th Street	451	13	1	11
7	84 th Street	430	14	1	6
8	Oklahoma Ave	364	10	1	2
9	Cleveland Ave	286	8	0	6
10	Beloit Road	265	7	0	7

Rank	Intersection	Crashes	Bike/Ped Crashes	Fatal Crashes	Life-Changing Injury Crashes
1	108 th & National	111	1	1	1
2	60 th & National	89	1	0	0
3	108 th & Cleveland	85	3	0	3
4	108 th & Oklahoma	84	8	0	0
5	76 th & Lincoln	80	3	0	2
6	60 th & Lincoln	80	2	0	1
7	108 th & Greenfield	79	3	0	2
8	108 th & Lincoln	73	3	0	2
9	60 th & Greenfield	65	3	0	1
10	70 th & Greenfield	62	2	1	3

Future Network

By the Numbers

- 183 miles of streets
- 39 miles of bike lanes
- 13 miles of trails
- 7 miles of parkways
- 22 miles of greenways
- 6 miles of rail lines

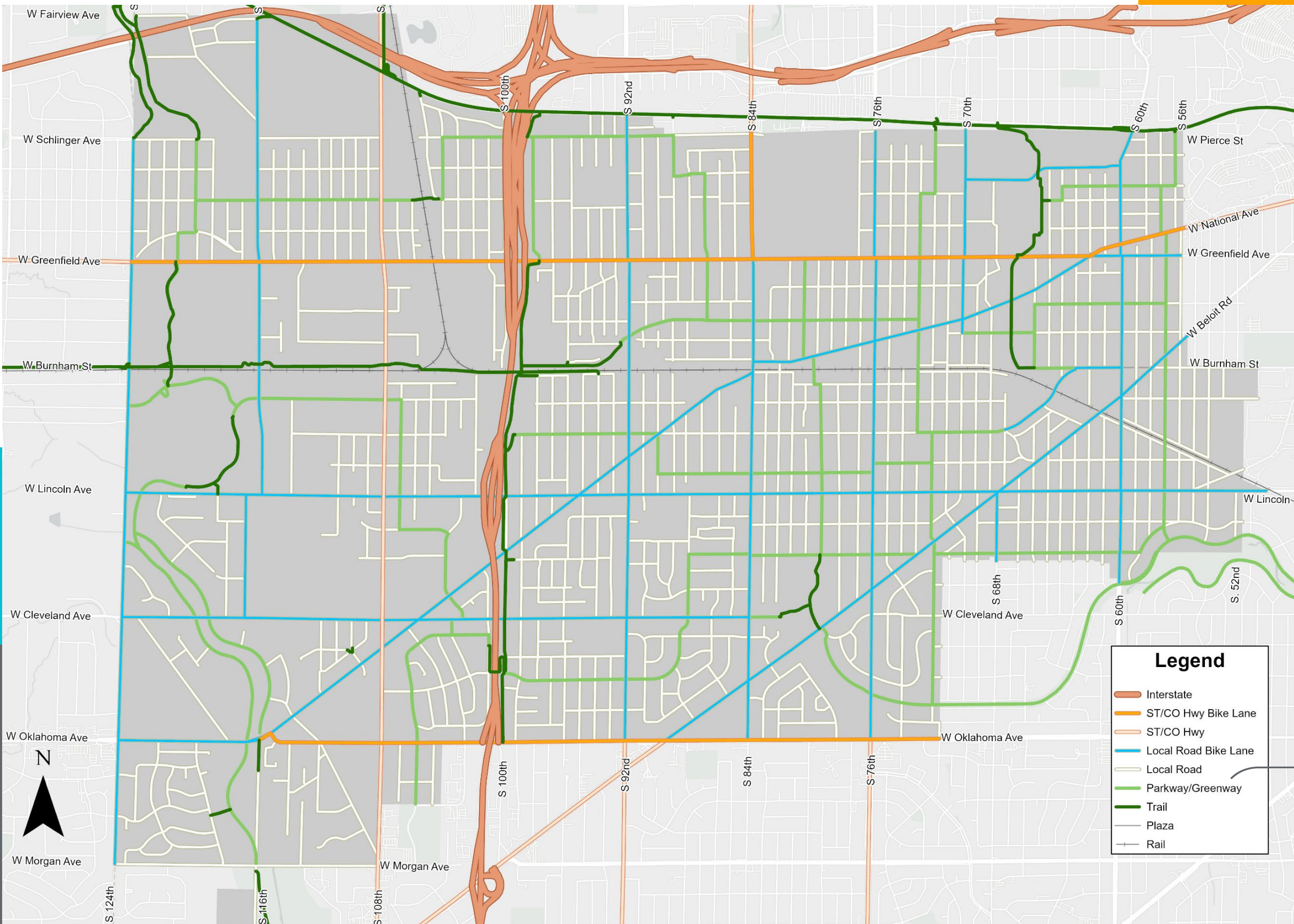


Parkways and Greenways are low-traffic, slow-speed streets that prioritize people walking and biking through design and traffic calming.

Check out the City's 2021 Neighborhood Greenway Network Plan made in partnership with UW-Milwaukee for more information.

Legend

- Interstate
- ST/CO Hwy Bike Lane
- ST/CO Hwy
- Local Road Bike Lane
- Local Road
- Parkway/Greenway
- Trail
- Plaza
- Rail



Recommendations

Recommendation 8: Prioritize safety and slow motor vehicle speeds on streets

- A: Develop and implement Safe Streets and Roads for All Action Plan.
- B: Maintain a Complete Streets policy and continue to prioritize safety in the design of all streets being reconstructed.
- C: Identify new funding sources to use for traffic calming and other street safety improvements.
- D: Continually update the city's high injury network, study high traffic corridors, and target dangerous streets and intersections for design improvements.
- E: Assess speed limits and lane widths on all city roads, identifying candidates for road diets and speed limit reductions.
- F: Introduce educational programs to improve driver behavior.



Traffic calming, like this traffic circle at 82nd & Arthur, create slower and safer streets for all users

Recommendation 9: Become the most walkable suburb in Milwaukee County

- A: Update and implement the citywide bicycle and pedestrian plan, identifying priority corridors and intersections for infrastructure and amenity investments such as widening sidewalks, shortening crossing distances, and designing roadways for slower speeds.
- B: Prioritize safety and comfort for people walking in design of streets being reconstructed.
- C: Complete the sidewalk network, adding sidewalks to all streets that do not currently have sidewalks.
- D: Partner with the West Allis-West Milwaukee School District to implement Safe Routes to School and walking school bus programs.
- E: Improve accessibility by installing ADA-compliant curb ramps, ensuring safe surfaces that prevent trips and falls with improved sidewalk maintenance, and universally implementing audible signal equipment.
- F: Encourage density in new development to increase the number of people and destinations within walking distance.
- G: Make walking a more comfortable and enjoyable experience with more amenities in the public realm including seating, street trees, wayfinding, and public art.



Designs like this "peanut" round-a-bout could be used to improve safety and traffic flow at intersections such as 84th and National

Recommendations

Recommendation 10: Become the most bikeable suburb in Milwaukee County

A: Update and implement the citywide bicycle and pedestrian plan, identifying priority routes for infrastructure and amenity and creating a connected bicycle network throughout the city.

B: Prioritize safety and comfort for people biking in design of streets being reconstructed.

C: Provide separated, protected bicycle facilities on arterial and connector streets identified as on-street bicycle routes.

D: Implement the neighborhood greenway network, creating a system of low-traffic, slow-speed residential streets that prioritize people walking and biking with signage and traffic calming.

E: Expand the Publr bikeshare system in West Allis with more stations in new neighborhoods, adaptive bicycles, and consider other micro-mobility options.

F: Collaborate with the Wisconsin Bike Fed, WAWM School District, and neighborhood associations to integrate a tailored bicycle education curriculum into schools for different age groups.

G: Collaborate with local bike advocates to establish a biking champion group to rally enthusiasm, support local biking events, host community bike rides, and foster a community biking culture.



Community members tested a temporary protected bike lane on Lincoln Avenue and learned about new bike lanes being built along Beloit Road at a 2023 community bike ride

Recommendation 11: Improve transit access, functionality, and desirability

A: Support efforts to bring bus rapid transit to the National/Greenfield corridor.

B: Improve the bus rider experience within West Allis by upgrading bus stops with seating, refuse containers, and shelters.

C: Collaborate with MCTS to provide fast, efficient, effective transit by coordinating route changes, stop improvements, and implementing bus only lanes.

D: Improve accessibility of transit in West Allis by upgrading all bus stops to be ADA-compliant.

E: Identify and implement incentive programs such as bus vouchers that encourage transit ridership and make it more accessible to people with limited resources.

F: Support efforts to bring commuter rail to the region, encouraging the creation of a regional rail stop near 81st & National.



Bus Rapid Transit in Milwaukee (Source: Urban Milwaukee)

Recommendations

Recommendation 12: Transform streets into more desirable places by capitalizing on their existing strengths and making them places people want to be

A: Prioritize designing streets as places for people, rather than places solely used for transportation. Incorporate gathering spaces, sidewalks, wider sidewalks, flexible curbside zones, and amenities such as benches into the design of streets.

B: Identify excess segments of right-of-way, particularly at complex intersections, and convert into public plazas.

C: Implement parking meter program in select commercial corridors to improve efficiency of parking assets and use revenue generated to pay for streetscaping enhancements.

D: Incorporate nature into the design of the public right-of-way by including trees, planting beds, and green infrastructure in streetscapes.

E: Update parklet and pedlet program for local businesses and advocate for WisDOT to allow these amenities in curbside zones along state highways.

F: Support efforts to temporarily change configurations or close streets temporarily to test different uses of public right-of-way.



In 2023, a portion of 72nd Street was closed to traffic to temporarily become a public gathering space in the City's downtown

Recommendation 13: Explore and incorporate emerging technologies and alternative energy sources to improve efficiency and resiliency when feasible

A: Develop a robust electric vehicle charging network, encouraging the development of private vehicle charging infrastructure and identifying appropriate opportunities for public vehicle charging assets.

B: Implement traffic signal technology that improves safety, protects people with disabilities, prioritizes timing for walking, biking, and transit, and incorporates Intelligent Transportation Systems.

C: Explore the expansion and attraction of vehicle-share programs, including car-share and with micromobility technologies such as scooters.

D: Create a real-time, demand-based, on-street parking pricing program that guides vehicles to empty spots and uses a modern payment system.

E: Prioritize improvements to public transit, bicycle and pedestrian infrastructure over the accommodation of autonomous vehicles.

Targets

0 annual traffic deaths on West Allis streets

20 miles of protected bike lanes

PLATINUM Awarded Bicycle Friendly Community with the League of American Bicyclists

10 new plazas and mini parks converted from portions of former roadways

Housing

West Allis's neighborhoods are defined by their homes. Pre-war (WWII) neighborhoods on the city's East side have smaller lots with a mix of single-family houses, duplexes, and small apartment buildings. Former industrial districts in the area are also being transformed with modern, large multi-family buildings. Post-war neighborhoods on the city's West side are characterized primarily by single-family houses and lower-density apartment complexes.

All in all, West Allis has one of the most diverse ranges of housing options across Milwaukee County's suburbs. However, the City's aging housing stock, changing household demographics, and rising rents represent major challenges to West Allis' development.

The Housing Plan establishes a blueprint of strategies to grow a diverse range of high-quality housing options while preventing forced displacement. With a focus on accessibility, quality, and belonging, the Housing Plan aims to create neighborhoods while fostering growth. The City should continuously adapt its approach to meet the evolving needs of our community's current and future residents.

Goal

Increase West Allis' population through density, diversity, and quality of housing.

What We've Heard

- Need to grow and attract young people and families
- More all-income and market rate housing
- Concern about gentrification and displacement of long-term residents
- Importance of quality, cleanliness, and aesthetics
- Preference for homeownership



6

Housing Stock

Source: 2021 American Community Survey

West Allis has approximately 29,728 housing units, up just 600 from 2010.

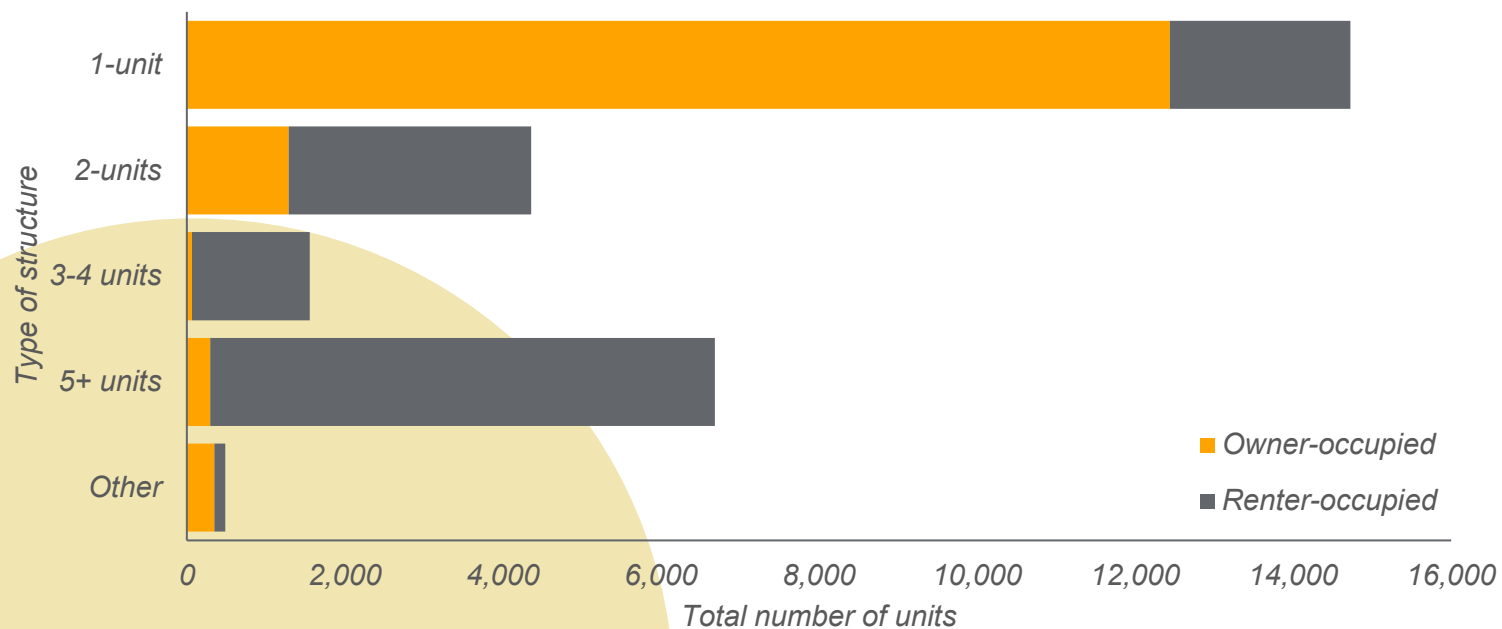
Most units are single-family houses. Nearly a quarter of units are in larger multi-family buildings with 20 or more units. A substantial number of units are within two-family houses. Overall, a slim majority (51.9%) of units are owner-occupied.

West Allis has a lower vacancy rate than typical for the county. In 2021, only 6.5% of units were vacant in the city, compared to 8.5% countywide. The city's vacancy rate has been largely stable in recent years. Since 2010, vacancy has never dipped below 5.3% or topped 6.7%

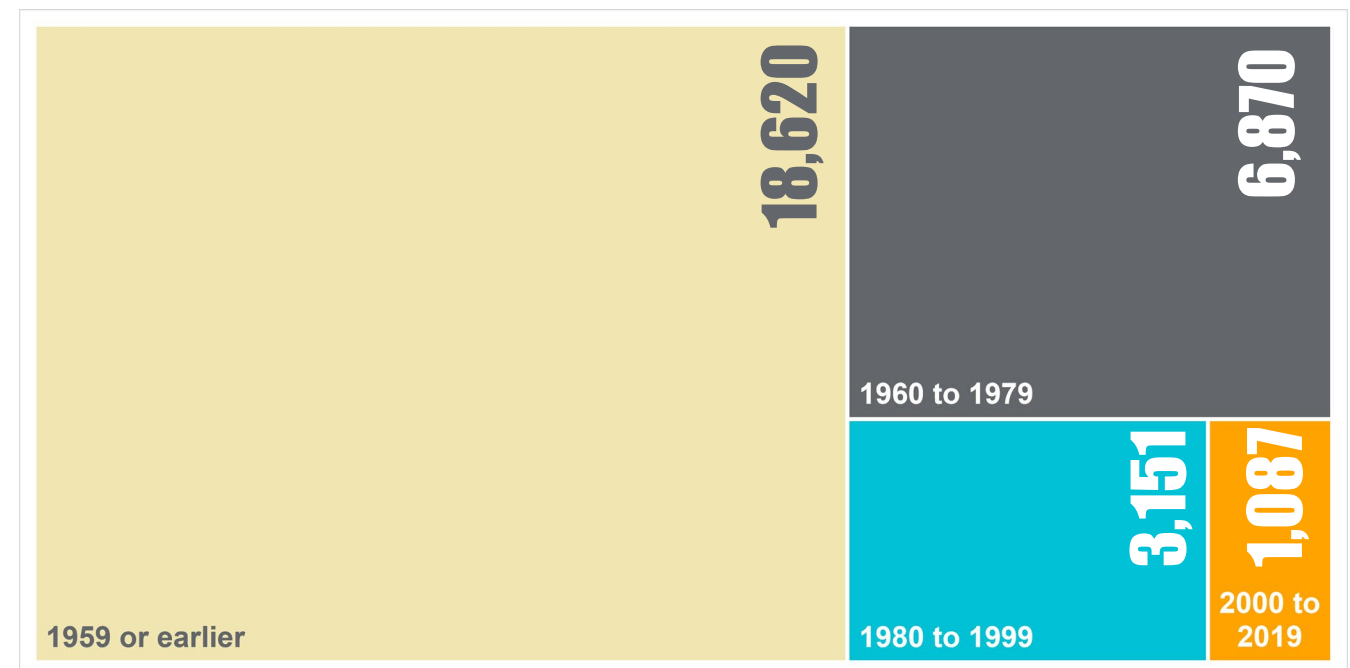
West Allis housing stock is aging (median year built 1955), and about 2/3 of all units were built over 64 years ago. Only 3.3% of the city's total units were built in the 21st century. The vision ahead is to promote population growth by encouraging density and diversity of housing types, alongside repairing, updating, and revitalizing existing housing inventory.



Housing units by type



Housing units by year built



Recommendations

Recommendation 14: Increase the supply of housing

A: Encourage new residential development, especially on underutilized lots, and support the creation of new housing with fiscally responsible financial assistance.

B: Regular updates to the zoning code and map to increase the allowed density along key corridors and allow “missing middle” housing in more residential neighborhoods.

C: Maintain policies that do not suppress residential density, such as not limiting the number of dwelling units per acre.

D: Explore the creation of new financial programs to support smaller residential projects that add new housing units through Accessory Dwelling Units (ADU’s) or other conversions.

Recommendation 15: Expand housing options

A: Encourage the creation of a variety of housing types in new construction.

B: Expand “missing middle” housing types, such as duplexes, triplexes, townhomes, and cottage courts, to all residential zoning districts.

C: Allow small multifamily buildings, up to 12 units, by right in traditional, urban residential neighborhoods.

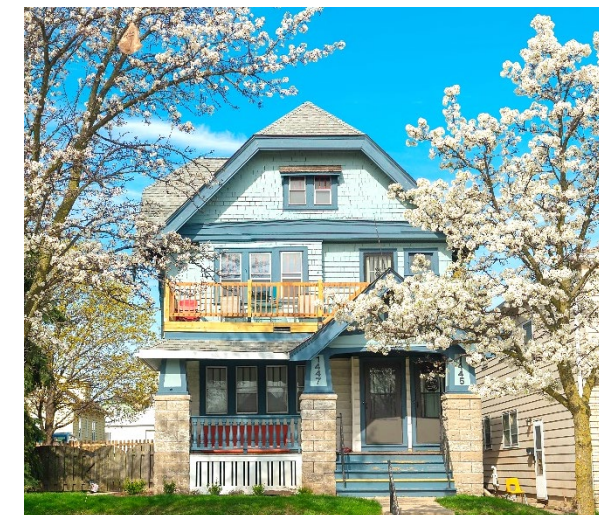
D: Assist households that want to age in place in their neighborhoods, supporting efforts to adapt old housing stock to improve accessibility and build new accessible housing units.

E: Encourage the development of new multifamily housing with opportunities for condominium-style ownership.

F: Create permanent supportive housing for persons with special needs, including intellectual and developmental disabilities.



Example of a traditional, urban multifamily building in West Allis under 12 units.



Examples of “missing middle” housing types

Recommendations

Recommendation 16: Increase access to all-income housing and create conditions in which homelessness is rare, brief, and one-time

A: Adopt a Housing First policy, prioritizing quickly providing permanent housing to people experiencing homelessness.

B: Create emergency/crisis units to provide additional housing for people experiencing homelessness at appropriate densities, ideally mixed with other housing.

C: Create a citywide housing fund to support the creation of new all-income housing through partnerships, extending TIFs, and other means.

D: Encourage inclusionary housing to prevent involuntary displacement, particularly in gentrifying neighborhoods, building all-income units into market rate developments with financial incentives.

E: Support developers seeking tax credits to fund the construction of new all-income housing developments.

F: Continue to administer the housing voucher program efficiently and effectively, offering incentives for participation and increased payment standards to encourage participation, and self-sufficiency.

G: Use HOME funds to provide down payment assistance to help people buy homes.

Recommendation 17: Improve the quality of the city's existing housing stock

A: Continue and expand the City's Housing Rehabilitation Assistance Programs to support low-income households to improve the quality of their housing.

B: Implement lead pipe and paint removal programs to reduce in-home exposure to lead contamination.

C: Implement public health programs to improve indoor air-quality and protect against exposure to allergens, carcinogens, and pollutants.

D: Partner with organizations such as Green Homeowners United to improve energy efficiency of existing homes and encourage the integration of renewable energy.

E: Explore methods of promoting and incentivizing the construction of net zero homes.

F: Continue proactive code enforcement inspection programs to address maintenance issues promptly and protect rental households from subpar housing quality.

G: Take initiative to improve homes in disrepair by expanding loan pools by use of TIF districts to improve housing within a half mile of district boundaries and buying derelict housing, rehabilitating, or razing, and selling property to new homeowners.

Targets

5,000 new housing units

100 new units of permanent supportive housing for persons with special needs

0 lead laterals

Parks, Open Space, Natural & Cultural Resources

West Allis offers a diverse collection of parks and cultural resources, from the sprawling Greenfield Park to the iconic West Allis Farmers Market. However, the city also faces challenges. Limited access to natural areas, fragmented open spaces, and the need for improved infrastructure and amenities are key concerns from community members. Throughout community engagement, residents advocated for accessible and vibrant parks, open spaces, and natural resources. Residents expressed a strong desire for increased access to green spaces that foster physical and mental well-being, environmental sustainability, and a sense of community.

The Parks, Open Space, Natural & Cultural Resources Plan identifies key investments to be made for the well-being of the community. It also identifies ongoing strategies to improve the quality of these essential building blocks of community. The Plan recommends improvements to make spaces that encourage a healthier, happier, and more active population while also fostering a sense of community pride and belonging. Through thoughtful planning, West Allis can ensure that its parks, open spaces, natural and cultural resources remain a cherished part of the city for years to come.

Goal

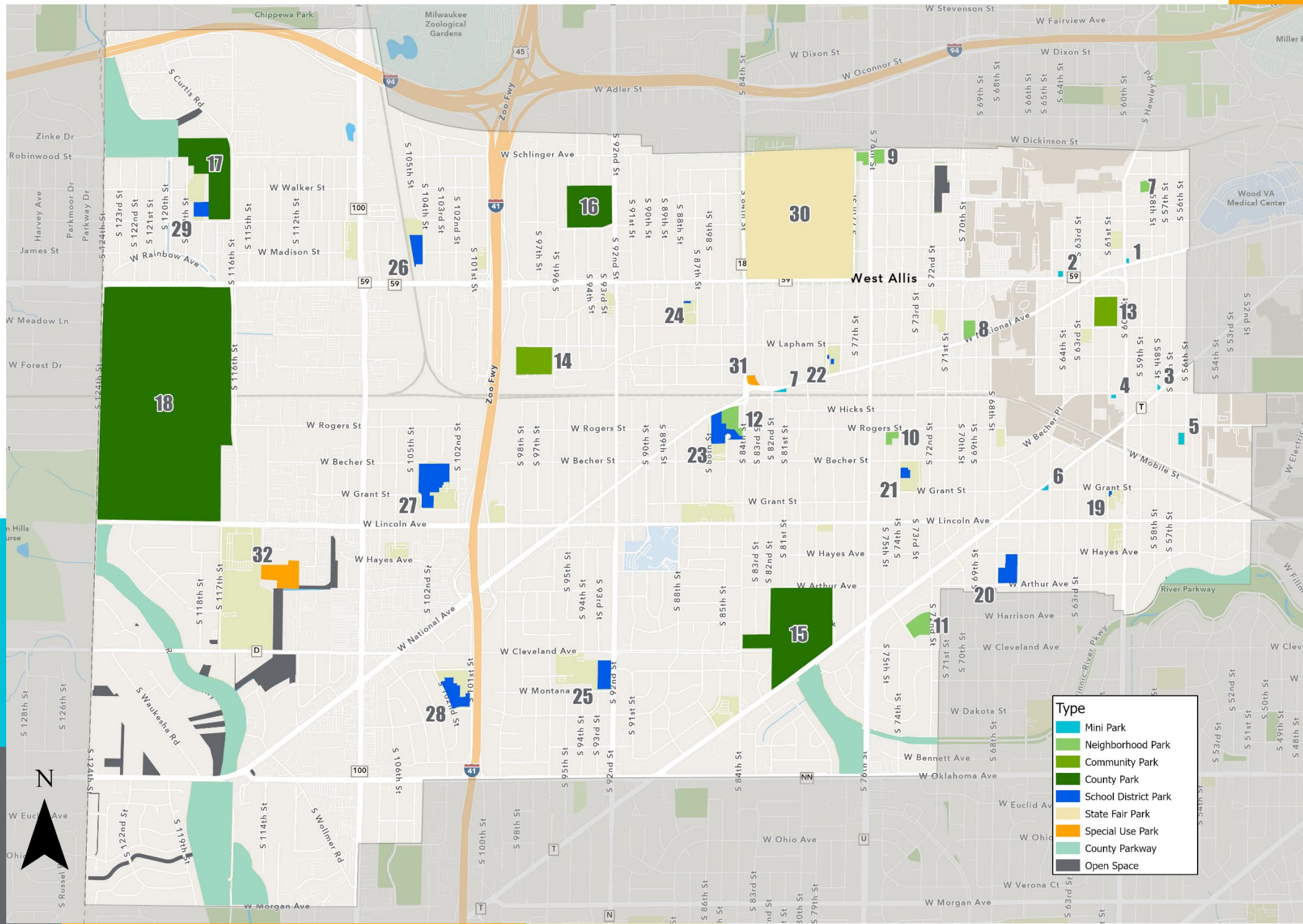
Enhance the well-being of people, living things, and the natural environment and improve the opportunities for public life and recreation.

What We've Heard

- West Allis doesn't have enough green space or recreation opportunities
- Residents love existing parks, but they need more attention and amenities
- Limited number of places and programs for young people
- Farmer's Market is a beloved and central part of community life

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Parks & Open Space Today



Mini Parks

1. 60th & National
2. 64th & Greenfield
3. 58th & Beloit
4. Burnham Pointe Park
5. Rogers Playground
6. 65th & Beloit
7. Railroad Park

Neighborhood Parks

8. Veteran's Memorial Park
9. Kopperud Park
10. Rogers Park
11. Arnold Klentz Park
12. Honey Creek Park

Community Parks

13. Liberty Heights Park
14. Reservoir Park

County Parks

15. McCarty Park
16. LaFollette Park
17. Rainbow Park
18. Greenfield Park

School District Parks

19. Longfellow
20. Rec Center Park
21. Jefferson
22. Dottke
23. Franklin
24. Wilson
25. Frank Lloyd Wright
26. Madison
27. Irving
28. Mitchell
29. Walker

State Fair Park

30. State Fair Park

Special Use Parks

31. Radtke Skate Park
32. Dog Park

Future Parks & Open Space

McKinley Park

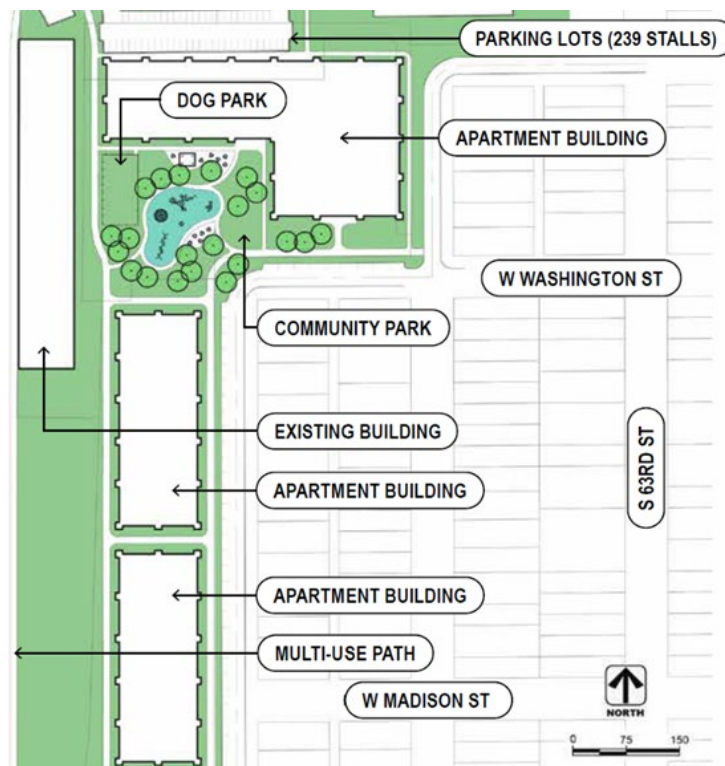
Once a vibrant neighborhood hub with a fieldhouse, this former City-owned park has fallen into disrepair and is no longer considered a park. By capitalizing on potential redevelopment opportunities nearby, West Allis can secure funding to revive the park. Plans identify opportunities to reintroduce diverse, modern recreational activities and integrate green infrastructure throughout the site. Rejuvenating this park will provide essential improve well-being and access to green space for more residents in an underserved part of the city.



Redevelopment proposal with a reimagined McKinley Park

Motor Castings Site

The former site of Motor Castings is primed for redevelopment. To shift from its industrial past and best serve the community today, this site should include space for a neighborhood park. A park at the crux of this site should include versatile spaces for community gatherings, small-scale recreational features, and thoughtful landscaping. This park can serve as a community hub for a neighborhood without any public green space. Alongside a new multi-use trail, this park can better connect Summit Place and the surrounding community, creating a shared and valued outdoor space.



A park should be included in potential redevelopment of the Motor Castings site

76th & Hicks

Once home to a commercial dry cleaner, this 1.5-acre site has been earmarked for redevelopment but is challenged by considerable environmental contamination. These concerns are both an issue and an opportunity; they are a barrier to redevelopment yet mean that the site could be more readily redeveloped as a new park. This transformation would contribute to the restoration of the natural ecosystem and promote public health and well-being by offering new and larger recreational spaces than exist in the neighborhood today.

“ ... there is nothing notable about the parks in West Allis. The county parks here are underfunded, lacking amenities, while the city parks are largely benches with a few trees. On top of this, the lack of tree coverage, green landscaping, bioswales, etc. make these issues worse. Nature can be found in other dense suburbs, but not West Allis. ”



76th and Hicks sits as an empty green space today

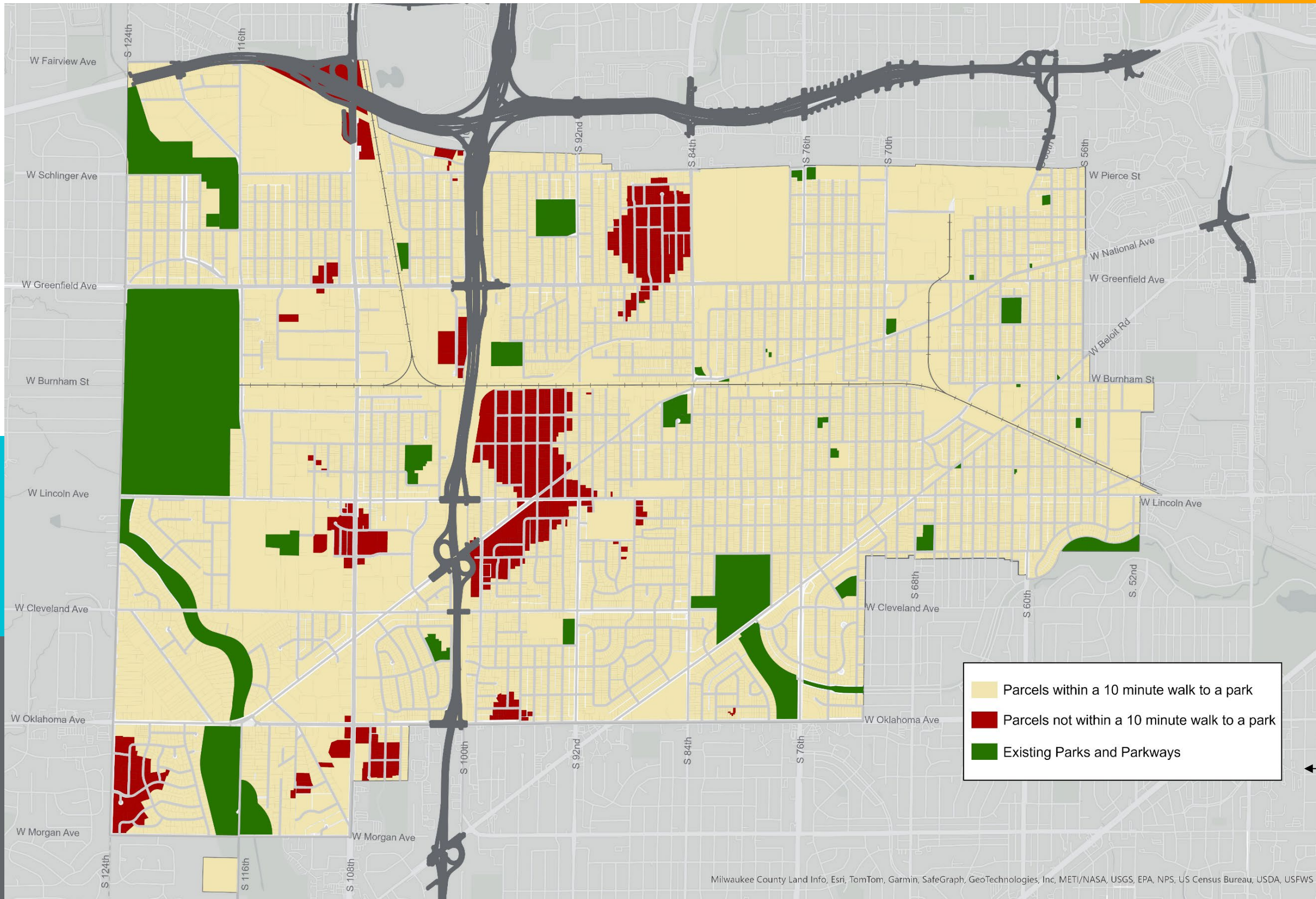
School District Site at 112th & Cleveland

Situated along Hale Creek between Cleveland Avenue, 112th Street, and Hale Court, this roughly 11-acre site presents a unique opportunity for an ecology-focused park. The West Allis-West Milwaukee School District owns numerous lots in this area, but the presence of wetlands and floodplains prevent development. However, these natural features also present a unique opportunity. Drawing from successful models like the Urban Ecology Center in Milwaukee, a future park at this site could be created in partnership with the School District to offer educational opportunities about sustainable living, biodiversity conservation, and ecological resilience.



Left to its own devices, nature thrives at 112th and Cleveland today

Park Access



By the Numbers

92% of properties within a 10-minute walk to a park

8% of properties not within a 10-minute walk to a park

Park Access Complications

Even though a large majority of properties in the City of West Allis are near parks, some parks may not be quickly accessible due to a variety of reasons. These may include physical barriers such as railroads without crossings or interstate highways without bridges or underpasses. Streets not designed with a grid layout can also contribute as a barrier. Moreover, many directional mapping services may not include small pedestrian-only passages, prioritizing directions for walking on streets instead.

The placement of additional parks within the City should consider existing areas that are underserved with park access.

The Park Access Map (left) includes all parks, parkways, open spaces, and school district properties with green space.

Community Vision Board

What community members would like to see in West Allis parks

Additional Dog Park



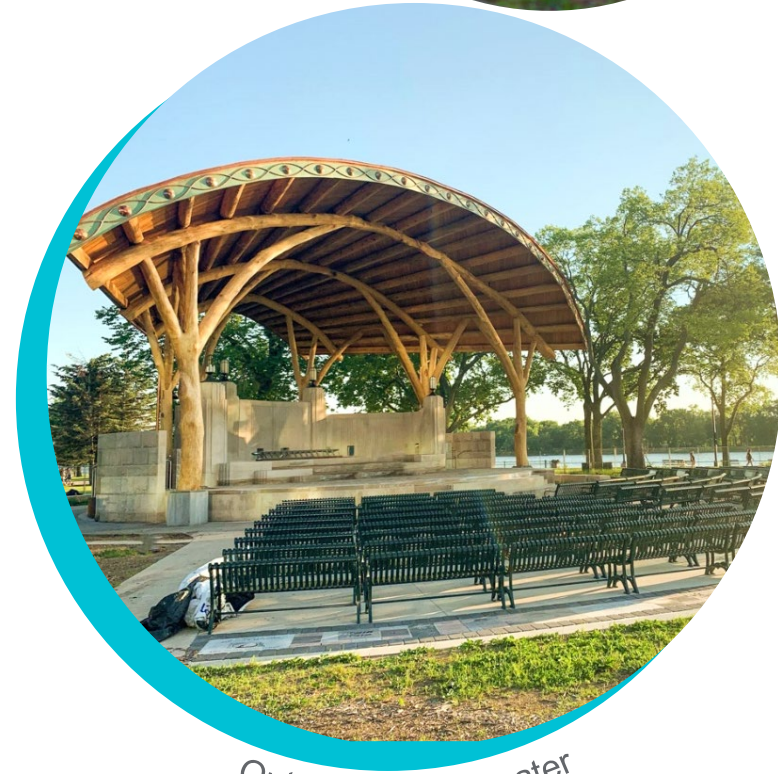
Community Garden



Rock Climbing Wall



Beer Gardens and Picnic Areas



Outdoor Amphitheater



Additional Basketball Courts



Splash Pads



More Pickleball Courts (we only have one)

Recommendations

Recommendation 18: Establish effective oversight of the City's parks system

- A: Update and implement the City's parks and recreation plan. Plans should be updated every 5 years to maintain eligibility for state and federal grants.
- B: Strive for sufficient annual funding in the City's budget to address existing park needs and allow for parkland acquisition and facility development.
- C: Establish a parks committee that meets regularly to monitor facilities, oversee implementation of the parks and recreation plan, and coordinate improvement to the City's park system.
- D: Dedicate staff to oversee the City's parks and recreation facilities and planning.

Recommendation 19: Increase equitable access to parks and open space

- A: Create new parks in targeted neighborhoods lacking access to parks and open space.
- B: Convert excess right-of-way into parks and public spaces.
- C: Preserve public access and consider improvements to school play areas as schools are consolidated.

Recommendation 20: Improve the quality of parks to meet the needs of the community

- A: Bring amenities to existing parks that are highly desired by the community.
- B: Update aging and deteriorating amenities in existing parks.
- C: Engage neighborhoods during the creation of new parks to better incorporate community needs and desires into park design.
- D: Achieve compliance with ADA accessibility requirements in existing facilities and provide barrier-free access in all new park facilities.
- E: Partner with the School District, neighborhood organizations, and other groups to provide recreational programming in City parks, and school properties.
- F: Collaborate with Milwaukee County Parks to improve county parks.



West Allis' newest park, Burnham Pointe Park

Recommendations

Recommendation 21: Preserve and restore quality of the natural environment

- A: Encourage the use of green infrastructure on public lands and private lots.
- B: Develop an urban forest master plan and program to increase the city-wide tree canopy.
- C: Explore mature tree removal and replacement policy.
- D: Partner with MMSD to daylight and naturalize the Honey Creek.
- E: Promote native landscaping and biodiversity in new projects.
- F: Integrate responsible lighting standards, emphasizing shielded fixtures, warm-toned, low-intensity lighting in commercial projects and city lighting policies to minimize light pollution.

Recommendation 22: Protect and enhance historic and cultural resources

- A: Preserve historic buildings and sites.
- B: Support the creation of a regional destination museum that offers a unique cultural experience.
- C: Continue and expand the ArtScape program to fund murals, sculptures, and other creative works that enhance the public realm, foster a sense of place, and create a more vibrant and beautiful community.
- D: Collaborate with local Potawatomi, Ho-Chunk, and Kickapoo tribal members to create opportunities for tribal recognition and advancement within West Allis.

Recommendation 23: Foster a diverse, exciting, year-round supply of community events and activities

- A: Continually assess the community's desire for different types and quantities of events and adapt City programming to align with community interests.
- B: Establish a Winter Farmer's Market.
- C: Enhance the Farmer's Market facility by growing its footprint, making improvements to support community programs, and adding features that activate the area in off-hours.
- D: Grow the Farmer's Market's identity as a food-focused cultural hub with a diverse array of healthy food programs such as community gardening, seed swaps, and cooking classes.
- E: Continue to support non-City sponsored events with services such as road closures and policing.
- F: Improve communication about events by using a variety of social media platforms, collaborating with schools to connect with students, and establishing a website hub for all local events.

Targets

100% of properties within a 10-minute walk of a park

100% parks updated with amenities or other improvements

Utilities & Community Facilities

Our community's future hinges on reliable, efficient, and sustainable utilities and community facilities. This plan outlines a vision for the future, emphasizing the optimization of utility and facility performance, prioritizing climate-friendly solutions, and modernizing and enhancing services.

The value of West Allis' current utilities and community facilities was made clear throughout community engagement. As the City undergoes significant growth and development in the coming decades, it is imperative for the City to consistently upgrade and reinvest in community facilities and utilities. This commitment is essential to meet the evolving needs of our community and ensure a high quality of life for residents in the years to come.

Goal

Support the community with valuable, efficient, and sustainable resources and services.

What We've Heard

- Pride in the Library and Farmer's Market as centers of community life
- Focus on efficiency to save taxpayer dollars
- Better communication about infrastructure plans and their impact on residents
- Desire for sustainability with renewable energy and other green strategies
- Concern about the prevalence of lead pipes

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Utilities

Water

The primary responsibility of the West Allis Water Utility is to ensure the provision of high-quality, water to consumers. Operating under the regulation of the State of Wisconsin's Public Service Commission, the utility purchases water from the Milwaukee Water Works. Our water supply originates from Milwaukee's Howard Avenue Water Treatment Plant, transported through two metered supply points in West Allis, and distributed across the city through an intricate network of underground transmission and distribution mains, as well as three reservoirs. The Utility also provides water for firefighting and maintains the transmission and distribution system by repairing leaks and main breaks.

Wastewater and Stormwater Management

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). 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 City of West Allis operates a comprehensive stormwater system, encompassing 228 miles of sewers that facilitate drainage for streets and properties. The Sanitation and Streets Division of the Engineering and Public Works Department oversees routine maintenance of the sanitary sewer system and addresses emergency issues.

Power

We Energies supplies West Allis with electricity and gas, powering the majority of the City. Renewable resources such as solar power are being increasingly utilized. The American Transmission Company (ATC) manages electric transmission lines, running north to south along I-894's east side and east to west adjacent to the Union Pacific Railroad line, west of I-894.

Wireless Networks

Wireless technology serves as a cornerstone of connectivity, enhancing the City's communication infrastructure and fostering technological advancement. Residents and businesses benefit from widespread wireless networks operated by private entities. Newer telecommunication technologies such as 5G have recently expanded into the City. The City of West Allis continuously collaborates with private entities that provide telecommunication infrastructure.

Department of Public Works

The Department of Public Works (DPW) manages diverse public services and City infrastructure from a centralized facility. Responsibilities include upkeep of buildings, street signs, lighting, traffic signals, street trees, public grounds, garbage & recyclables collection, and overseeing streets, alleys, sidewalks, and sewer systems. DPW also ensures safe drinking water provision and supports Public Works and Public Beautification Committees.



West Allis' DPW facility on McGeoch Ave.

Community Facilities

City Hall

Nestled in Downtown West Allis, City Hall serves as the administrative epicenter of West Allis. Within City Hall is the Common Council Chambers which functions as a dedicated space to facilitate transparent and accessible interactions between residents and their elected officials. Additional services include voting, tax payments, assistance from staff, and other essential civic services.

West Allis Senior Center

The West Allis Senior Center is a vital resource for aging residents offering over 30 weekly classes, special events, and guest speakers for seniors. Additionally, the Senior Center Addresses nutritional needs through Senior Dining Programs. Volunteers are integral to the Senior Center's function, contributing to office support, class instruction, community projects, and event planning.

Library

The West Allis Public Library is a dynamic community hub fostering personal development and lifelong learning. With a mission to enhance lives, it offers diverse materials and services for cultural, civic, intellectual, educational, and recreational needs. It serves as a gathering place for individuals to explore a world of information and culture.

Health Department

The West Allis Health Department is dedicated to realizing a vision where all individuals can achieve their best health and well-being. The West Allis Health Department safeguards community health by providing services for screenings, counseling, and education. It offers harm reduction supplies, a Public Health Social Worker on staff, and oversees environmental and commercial inspections.

Farmer's Market

The West Allis Farmers Market is a seasonal centerpiece offering fresh produce, meats, honey, maple syrup, and prepared foods. Operating from May to November, it provides convenient access to a local, healthy food system. Community events, like Food Truck Fridays, also take place at the market.

Fire, Rescue, & Emergency Medical Services

The West Allis Fire Department operates from its administrative offices and indoor training facility at 7332 W. National Avenue. Three remote stations, an outdoor training facility, and the Police and Fire Emergency Dispatch Center support these vital services. The department strives for the safest community through prevention, outreach, and efficient emergency response.

Law Enforcement

The Police and Municipal Court Center houses the West Allis Police Department and Municipal Court. The West Allis Police Department also has a substation. These services aim to enhance our community through the protection of life and property, fair and unbiased law enforcement, and community partnerships.

Recreation Department

The West Allis-West Milwaukee Recreation Department, operated by the WAWM School District, provides a variety of activities for the community. The Recreation Department operates out of a newly expanded center offering programs to promote well-being and community engagement. An additional recreation facility is proposed by the recreation department to provide additional services on the west side of the City.

Schools

Public education within West Allis is provided by the West Allis-West Milwaukee School District, which operates 16 schools and serves more than 7,000 students. The enrollment area of the West Allis-West Milwaukee School District includes the Village of West Milwaukee, West Allis municipal boundaries, and a small area covers a small portion of the southeastern section of the City of New Berlin and a small portion of the City of Greenfield. Various private schools operate within the boundaries of West Allis providing additional educational resources.

Hospital

Aurora West Allis Medical Center provides comprehensive care and features the renowned Aurora Women's Pavilion. Recognized regionally, it excels in cancer care, gastroenterology, geriatrics, gynecology, neurology, pulmonology, and urology.

Recommendations

Recommendation 24: Find efficiencies in community facilities while updating and improving service delivery

A: Centralize and consolidate public-facing facilities into a civic center that prioritizes a seamless customer experience.

B: Build a new Department of Public Works facility that improves efficiency of operations, incorporates flexible office space, and allows for adaptations to changing community needs.

C: Modernize and upgrade existing facilities to improve functioning.

D: Prioritize flexible buildings that are adaptable to different uses and configurations, allowing for changes in long-term functioning.

Recommendation 25: Prioritize resiliency, conservation, and innovation to develop adaptable, community centered infrastructure

A: Integrate renewable energy generation into City facilities.

B: Integrate EV charging stations into City Owned parking lots and facilities. Work with WEVI to establish innovative transportation solutions to meet community needs.

C: Integrate green infrastructure into public projects to manage stormwater where it falls.

D: Cultivate a more resilient fleet by incrementally upgrading to more efficient and alternative fueled vehicles.

E: Conduct energy efficiency audits of City facilities and strategically upgrade buildings with features like improved insulation, energy efficient windows, lighting, HVAC, and appliances.

Recommendation 26: Modernize and improve utilities to effectively serve the community

A: Develop and implement a lead service line replacement plan to eliminate all lead service lines by 2037.

B: Assess the need for water reservoir, upgrade pumping stations with variable frequency drive pumps, and consider future upgrades to water infrastructure.

C: Continue to strategically upgrade sewer and water lines in need of replacement and address other aging lines as part of street repaving projects.

D: Continue to update street lighting across the city, converting from high to low voltage and installing LED fixtures.

E: Work with WE Energies to strategically increase electric capacity.

F: Responsibly allow for the permitting of wireless network infrastructure, allowing multiple carriers on wireless towers, encouraging underground infrastructure, and building fiber under roadways.

Targets

100% of new and rebuilt municipal facilities produce renewable energy

100% stormwater managed on-site for new and rebuilt City-owned facilities

0 lead laterals

Intergovernmental Cooperation

Every day, people cross municipal borders to get to school, go to work, visit friends, run errands, or try a new restaurant. Even within a city, a variety of places and services – from parks and roads to sewers and schools – may be managed by different government agencies. It is a fact of modern-day life that the many different parts of government must work together to successfully provide for the broader community’s needs.

This chapter identifies the existing relationships between the City of West Allis and other governmental entities and provides recommendations for new and continued collaboration.

Goal

Maximize the benefits of governance and capitalize on efficiencies through the practice of regionalism and collaboration.

What We’ve Heard

- Quality and perception of schools should be better
- Good schools are crucial to attract new families to the community
- Need more funding for City services and projects
- Lower tax burden on residents



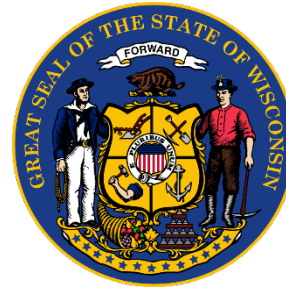
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Partner Agencies



State of Wisconsin

The state government creates laws, establishes policy, and implements budgets that impact municipalities. The state government also includes agencies such as the Department of Transportation, Natural Resources, and Housing and Economic Development Authority that work with the City on a wide range of projects. The state government also manages Wisconsin State Fair Park, which uniquely impacts West Allis.



Southeastern Wisconsin Regional Planning Commission

Known as SEWRPC, this agency is the official metropolitan planning organization and regional planning commission for the 7 county Southeastern Wisconsin Region. SEWRPC's regional land use and transportation plan guides policy to help shape land use development and transportation improvement in the region.



Milwaukee Metropolitan Sewerage District

Known as MMSD, this regional governmental agency provides water reclamation and flood management services for 28 communities in the Greater Milwaukee Area. MMSD is highly regarded nationally as a leader in wastewater treatment, flood management, and green infrastructure and partners with local entities on many projects throughout its service area.



Milwaukee County

The County is a local unit of government that also provides an array of services for the state government. Milwaukee County builds and maintains highways, parks, and recreation facilities throughout the region, operates public transit services, provides health and human service programs, manages the judicial system, and keeps vital statistics and property records.



Neighboring Municipalities

West Allis shares borders with 6 municipalities.

The City of Milwaukee is West Allis' largest neighbor and shares a border along its northern and southern edges. The Village of West Milwaukee, located to its east, is West Allis' smallest neighbor. Due to its limited capacity, the village shares many services with West Allis, including the School District, Health, and IT Departments.

Other Milwaukee County municipalities bordering West Allis include the cities of Wauwatosa to the North and Greenfield to the South. The Waukesha County cities of New Berlin and Brookfield share borders along West Allis' West side.

Milwaukee Area Technical College

Known as MATC, this public 2-year technical college has campuses in downtown Milwaukee, Oak Creek, Mequon, and West Allis. With an enrollment of nearly 35,000, MATC offers accredited associate degrees, vocational licenses, job training certificates, adult enrichment courses, and GED and HSED classes. One of the most diverse institutions in the Midwest, MATC is a leader in creating an affordable, accessible path to family-sustaining employment and career advancement.



West-Allis West-Milwaukee School District

The joint West-Allis West-Milwaukee (WAWM) School District serves over 7,400 students in 4K-12th grade across both communities and parts of New Berlin and Greenfield. The district runs 2 high schools, 3 intermediate schools, 11 elementary schools, 1 charter school, and 1 project-based high school. WAWM's Recreation & Community Services Department also operates centers for recreation and a wide variety of community programs and activities.



Recommendations

Recommendation 27: Support and collaborate with the West-Allis West-Milwaukee School District

- A: Partner with the School District to redevelop underutilized School District properties.
- B: Support the development of new recreation facilities, including a new Rec Center (for example at the former site of Lane Intermediate).
- C: Explore opportunities for partnership to create workforce development programs with the School District and private employers.
- D: Explore opportunities to consolidate Library services to better serve students and the community.
- E: Collaborate with the School District to find new ways to connect students to activities and events happening around the city.
- F: Expand the role of the Youth Commission and create new educational opportunities for students to experience working with City departments, hosting events, and get involved in their community.

Recommendation 28: Partner with other agencies and advocate for funding

- A: Encourage the state government to create more sustainable funding models for local governments.
- B: Partner with Milwaukee County on plans and grant opportunities.
- C: Partner with neighboring municipalities on multi-jurisdictional projects and grant opportunities.
- D: Leverage MMSD's green infrastructure funding to support projects.

Recommendation 29: Maintain communication and find new opportunities for collaboration with other governmental entities

- A: Explore further opportunities for consolidation with surrounding municipalities.
- B: Communicate and work with neighboring jurisdictions on compatible development, transportation infrastructure, and other issues associated with shared borders.
- C: Continue involvement in intergovernmental groups and build consistent, open lines of communication with relevant departments in other agencies.

Implementation

The Comprehensive Plan is just a vision. To make West Allis the community it imagines, the plan's recommendations must be acted on. The following section outlines concrete actions that should be carried out. The tables identify the corresponding recommendations, time frame to complete the action, and those responsible for making it happen.

Living Document

The Comprehensive Plan should be continuously monitored to ensure it remains relevant and work to move towards its goals remains active. City staff should conduct an annual review of the plan that:

- Tracks progress towards targets
- Identifies action item status as not started, active, or completed
- Identifies opportunities for further plan detail or refinement.

Staff shall endeavor to report the findings to Plan Commission and Common Council with an annual update.

The plan should be amended periodically. Proposed changes may include corrections, updated data, or amendments to recommendations and maps. Amendments must follow a process consistent with the State's comprehensive planning law.



10

Planning & Zoning

Short = <5 years
 Medium = 5-10 years
 Long = >10 years

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Update the City's zoning code and map	1A, 1C, 1E, 2A, 2B, 2C, 14B, 15B, 15C	Short	Planning	
Create new, engaging public spaces	1B, 4B, 6B, 12B, 19B	Medium	Planning	Econ. Dev., Engineering
Maintain policies that encourage denser development patterns	2D, 2E, 4C, 7B, 9F, 14C	Ongoing	Planning	Econ. Dev.
Encourage the dissolution of restrictive covenants	3F	Ongoing	Planning	Econ. Dev.

Redevelopment

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Assess government owned properties to identify redevelopment opportunities	3B, 3C, 7D, 27A	Short	Econ. Dev.	School District
Transition industrial land uses in mixed residential and commercial areas to new uses	1D	Ongoing	Econ. Dev.	Planning
Partner with other government agencies to overcome environmental barriers to redevelopment on challenged sites	2F, 3E, 5C	Ongoing	Econ. Dev.	DNR, EPA, MMSD
Encourage and facilitate redevelopment of underutilized and catalytic sites, including using financial resources	3A, 3D, 5A, 5B, 5C, 5D, 5E, 7A, 7D	Ongoing	Econ. Dev.	
Improve the perception and marketing of the community	7E	Ongoing	Communications	Econ. Dev.

Business & Economy

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Provide financial programs and other supportive services for small businesses	4A, 4D, 4E, 4G, 4H	Ongoing	Econ. Dev.	BID, FIRE, WEDC, WWBIC
Attract businesses to West Allis	4F, 6A, 6C,		Econ. Dev.	Communications
Grow training and education programs	6D, 6E	Medium	Econ. Dev.	School District, Private Sector

Transportation Planning

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Develop and implement Safe Streets and Roads for All Action Plan	8A	Short	Planning	Engineering, MCDOT
Update and implement bicycle and pedestrian plan	9A, 10A, 10G	Short	Planning	Engineering, WI Bike Fed
Identify new funding sources for traffic calming and safety improvements	8C	Short	Engineering	Planning
Assess speed limits and lane widths on all city roads, identifying candidates for road diets and speed limit reductions	8E	Short	Engineering	Planning
Create educational programs to improve driver behavior and teach children safe bicycling	8F, 10F	Short	Health	Police, School District, WI Bike Fed
Create parklet and pedlet program	6B, 12E	Short	Econ. Dev.	Engineering, WisDOT
Develop and implement Safe Routes to School program	9D	Medium	Planning	Engineering, School District
Continually update the city's high injury network, study high traffic corridors, and target dangerous streets and intersections for design improvements	8D	Ongoing	Engineering	Planning, WisDOT

Transportation Infrastructure

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Implement neighborhood greenway network	10D	Medium	Engineering	Planning
Expand Bublr bikeshare system and micro-mobility options	6B, 10E	Medium	Econ. Dev.	Engineering, Bublr
Implement parking meter program in select commercial corridors	12C, 13D	Medium	Econ. Dev.	Engineering
Complete the sidewalk network	9C	Long	Engineering	
Build 20 miles of protected bike lanes	6B, 10C	Long	Engineering	Planning, WisDOT
Create a bus rapid transit route along National/Greenfield corridor	6B, 11A	Long	MCTS	Engineering, Planning, SEWRPC
Collaborate on efforts towards a regional commuter rail with West Allis stop	6B, 11E	Long	WisDOT	Econ. Dev., Planning
Develop vehicle share programs, including car-share and micromobility	13C	Long	Private Sector	Econ. Dev., Engineering
Develop electric vehicle charging network	13A, 25B	Long	Engineering	Planning
Implement Complete Streets principles of design	8B, 9B, 9E, 9G, 10B, 12A, 12D, 12F, 13E, 13B	Ongoing	Engineering	Econ. Dev., Planning
Collaborate with MCTS to make infrastructure improvements for bus routes and stops and reduce costs to riders	11B, 11C, 11D, 11E	Ongoing	Engineering	MCTS

Housing Supply

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Create 100 units of permanent supportive housing for persons with special needs	15F	Medium	Econ. Dev.	WHEDA
Create conversion assistance program to increase feasibility of Accessory Dwelling Units and Aging in Place	14D, 15D	Long	Housing	Econ. Dev.
Encourage new residential development of a variety of types and support with financial resources	4C, 6B, 14A, 14D, 15A, 15E	Ongoing	Econ. Dev.	Housing, Planning

Housing Affordability

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Adopt a Housing First policy	16A	Short	Housing	Health
Create 100 emergency/crisis units for people experiencing homelessness	16B	Long	Housing	WHEDA
Establish citywide all-income housing fund	16C	Medium	Econ. Dev.	Housing
Effectively administer housing voucher program	16F	Ongoing	Housing	HUD
Encourage and financially support housing projects, prioritizing inclusionary models	16D, 16E	Ongoing	Econ. Dev.	Housing
Use HOME funds to provide down payment assistance	16G	Ongoing	Housing	

Housing Quality

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Expand Housing Rehabilitation Assistance Programs	17A	Short	Housing	
Implement public health programs targeted at healthy home environments including air quality and lead exposure	17B, 17C	Short	Health	Housing
Implement sustainability programs targeted at promoting and incentivizing	17D, 17E	Short	Housing	Econ. Dev.
Create TIF District home rehabilitation program	17G	Medium	Econ. Dev.	Housing
Continue proactive code enforcement inspection programs to address maintenance issues promptly and protect rental households from subpar housing quality.	17F	Ongoing	Code Enforcement	Housing

Parks

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Update and implement parks and recreation plan	18A	Short	Planning	DPW
Establish parks fund, committee, staff position to oversee and implement parks and recreation facilities planning and improvement	18B, 18C, 18D	Short	City Leadership	Planning
Build at least 2 new parks in targeted neighborhoods lacking access to parks and open space	6B, 19A, 19B, 20C	Medium	Planning	Econ. Dev.
Add new amenities and update existing amenities at all existing parks, including meeting ADA accessibility requirements	6B, 20A, 20B, 20D, 20F	Long	Planning	Econ. Dev.
Preserve public access to school play areas as schools are consolidated	19C	Ongoing	Planning	School District
Partner with the School District, neighborhood organizations, and other groups to provide recreational programming in City parks and schools.	20E	Ongoing	Communications	School District, Neighborhood Orgs

Natural Resources

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Explore mature tree removal and replacement policy	21C	Short	Planning	Attorney's Office, DPW
Develop and implement urban forest master plan	21B	Medium	Planning	DPW
Incorporate Dark Sky principles into lighting review and policy	21F	Long	Planning	Engineering
Daylight and naturalize the Honey Creek	21D	Long	Engineering	MMSD
Encourage use of green infrastructure, native landscaping, and biodiversity	21A, 21E	Ongoing	Planning	Engineering, MMSD

Cultural Resources

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Expand ArtScape program	22C	Short	Econ. Dev.	
Establish a Winter Farmer's Market	23B	Short	Communications	
Expand role, footprint, and activation of Farmer's Market	23C, 23D	Medium	Communications	
Collaborate with tribes to create opportunities for tribal recognition and advancement	22D	Medium	City Leadership	Tribal Governments
Support the creation of a regional destination museum	22B	Long	Econ. Dev.	
Continually assess the community's desire for events and adapt City programming to align with community interests	23A	Ongoing	Communications	
Preserve historic buildings and sites	22A	Ongoing	Econ. Dev.	
Support events with city services, communications	23E, 23F	Ongoing	Communication	DPW, Fire, Police

Utilities & Community Facilities

Action	Corresponding Strategies	Time Frame	Lead Agency	Potential Partners
Build new DPW facility	24B	Short	Engineering	City Leadership
Develop civic center	24A	Long	City Administrator	
incrementally upgrade to more efficient and alternative fueled City vehicles.	25D	Long	City Administrator	Engineering
Develop and implement lead service line replacement program	17B, 26A	Long	Engineering	EPA
Modernize and upgrade facilities, prioritizing flexibility and sustainability	24C, 24D, 25A, 25C, 25E	Ongoing	City Leadership	MMSD, WE Energies
Modernize and improve utilities	26B, 26C, 26D, 26E, 26F	Ongoing	Engineering	Public Works

Intergovernmental Cooperation

Action	Corresponding Strategies	Time Frame	Lead	Potential Partners
Support and collaborate with the School District	6D, 27A, 27B, 27C, 27D, 27E, 27F	Ongoing	City Leadership	School District
Partner with other agencies and advocate for funding	28A, 28B, 28C, 28D	Ongoing	City Leadership	Milwaukee County, MMSD, Neighboring Municipalities, State of Wisconsin
Maintain communication and find new opportunities for collaboration with other governmental entities	29A, 29B, 29C	Ongoing	City Leadership	Partner Agencies (see pg. 60)

Catalytic Projects

Action item	Big Idea	Time Frame	Lead Agency	Potential Partners
1. Redevelop Foundry District	Grow West Allis New Housing	Medium	Econ. Dev.	Engineering, Planning
2. Rebuild STH 59 as a Complete Street	Safe streets for all	Medium	Engineering	Planning, WI Bike Fed, WisDOT
3. Complete shared use trail network	Safe streets for all	Long	Engineering	Planning, UPRR, Rails to Trails, WI Bike Fed, WisDOT
4. Redevelop Burnham Pointe	Spaces for community life	Medium	Econ. Dev.	Engineering, Planning
5. Build 20 miles of protected bike lanes	Safe streets for all	Long	Engineering	Planning, WisDOT
6. Rebuild Lincoln Ave as a Complete Street	Safe streets for all	Long	Engineering	Planning, WisDOT
7. Redevelop 84 th & National	Spaces for community life New housing	Long	Econ. Dev.	Planning
8. Build neighborhood greenway network	Safe streets for all	Medium	Engineering	Planning
9. Add 2 new neighborhood parks	Invest in parks	Long	Econ. Dev.	Planning
10. Redevelop the Milwaukee Mile → Highway 100	Grow West Allis New Housing Spaces for community life	Long	Econ. Dev.	State of Wisconsin

Appendix

- **A. Resolution adopting Public Participation Plan**
- **B. Ordinance passing 2045 Comp Plan**
- **C. Existing Zoning Ordinance Ch. 19 [\(link\)](#)**
- **D. Existing Zoning Map [\(Link\)](#)**

A. Resolution adopting Public Participation Plan

**CITY OF WEST ALLIS
RESOLUTION R-2023-0218**

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

WHEREAS, the Common Council of the City of West Allis on January 27, 2021 adopted a comprehensive plan under the authority 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 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-2023-0218” of the City Of West Allis Municipal Resolutions is hereby *added* as follows:

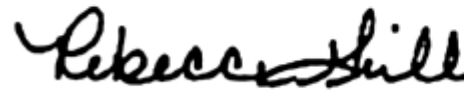
ADOPTION


PASSED AND ADOPTED BY THE CITY OF WEST ALLIS COUNCIL MARCH 21, 2023.

	AYE	NAY	ABSENT	ABSTAIN
Ald. Vince Vitale	X			
Ald. Ray Turner	X			
Ald. Tracy Stefanski	X			
Ald. Marty Weigel			X	
Ald. Suzzette Grisham	X			
Ald. Danna Kuehn			X	
Ald. Thomas Lajsic	X			
Ald. Dan Roadt	X			
Ald. Rosalie Reinke	X			
Ald. Kevin Haass	X			

Attest

Presiding Officer


Rebecca Grill, City Clerk, City Of West Allis


Dan Devine, Mayor, City Of West Allis



Public Participation Strategy for Comprehensive Plan Update

Section 1: Introduction

Wisconsin's comprehensive planning legislation, Section 66.1001 of Wisconsin Statutes, requires the City of West Allis adopt, by resolution, written procedures designed to foster public participation when updating and amending the comprehensive plan. The written procedures must 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. This document, which outlines the procedures to be followed when amending the City's Comprehensive Plan, meets the statutory requirement.

Section 2: Background

Wisconsin's comprehensive planning legislation requires cities, counties, and other local units of government to enact a comprehensive plan every 10 years. Comprehensive plans, which cover a 20-year planning period, are 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 2040 in January 2021. The 2040 Plan focused on identifying and supporting redevelopment opportunities throughout the city, as well as promoting sustainable development practices. This plan was adopted with the understanding that a second phase of the update would take place following the release of the 2020 Decennial Census information as part of an effort to better align Comprehensive Plan updates with this information. Therefore, the first phase update included minimal updates to existing plan elements, as required to meet statutory requirements. With this information now available, the second phase will begin including 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, not only for the upcoming comprehensive plan but for all comprehensive plans in the decades that follow.

Section 3: Public Participation Strategy Goals

1. Provide meaningful opportunities for members of the public to participate in the comprehensive planning process and share their ideas and knowledge.
2. Ensure a broad range of interests are considered in the comprehensive planning process.
3. Meet both the letter and the spirit of Wisconsin's comprehensive planning legislation.
4. Utilize the Plan Commission to guide the plan update process.
5. Recognize that the previously stated goals must be balanced with the need to complete the comprehensive plan updates within a reasonable timeframe and budget.

Section 4: Public Participation Strategy

The City will, at a minimum, use the following techniques to obtain public input during its comprehensive plan update process:

- All Plan Commission and Common Council meetings to consider, discuss, and adopt the comprehensive plan amendments will be open to the public, and noticed as required by State Statutes and open meeting regulations.
- The opportunity for public comment will be provided at all public meetings held on the comprehensive plan, which may include meetings intended specifically for collecting public input or more traditional public comment periods at the beginning or end of existing committee/council/board/commission meetings. At least 1 public meeting will be held in each of the following engagement periods:
 - Issues and Opportunities: April – May 2023
 - Visioning: June 2023
 - Plan Recommendations: July – August 2023
 - Draft Plan: September – November 2023
- A robust variety of other public engagement strategies will take place to meet community stakeholders where they are:
 - Online surveys
 - Key stakeholder or focus group meetings or input sessions
 - Presentations before neighborhood groups, local clubs, or other relevant community organizations
 - Presentations and/or workshops with the Youth Commission
 - Individual or small group meetings and input sessions with public officials and other community leaders
 - Public outreach and tabling at existing public events
- At least 1 formal public hearing will be held on the proposed comprehensive plan amendments prior to adoption. All members of the public will have an opportunity to present testimony and offer comments at the public hearing. The public hearing will be noticed and held per the requirements in Section 66.1001 of Wisconsin Statutes.
- Copies of draft plan materials will be available on the City website, as well as at City Hall during normal business hours.
- The City will provide copies of the draft and final plan amendments to every governmental body that is located in whole or in part within the City, the clerk of every municipality that is adjacent to the City, the department of administration, the Southeastern Wisconsin Regional Planning Commission, the West Allis Public Library, and members of the participating public, as requested. The City may charge for copies at an amount equal to the costs of time and material to produce such copies.
- At any point during the plan update process, written comments on comprehensive plan updates may be delivered, mailed, or emailed to Steve Schaer, Manager of Planning & Zoning at 7525 W. Greenfield Avenue, West Allis, WI 53214 or at sschaer@westalliswi.gov. City staff will respond to all written comments via mail, telephone, email or meeting.

B. Ordinance & Hearing Notice 2045 Comp Plan

..Title

Ordinance to Adopt the City of West Allis 2045 Comprehensive Plan

..Body

The Common Council of the City of West Allis do ordain as follows:

PART I. Pursuant to Sec. 62.23(2) and (3) of the Wisconsin Statutes, the City of West Allis is authorized to prepare and adopt a comprehensive plan as defined in Sec. 66.1001(2) of Wisconsin Statutes.

PART II. The planning process was open to the public and efforts were made to assure broad participation to establish the goals and elements considered for and contained within the plan in compliance with Sec. 66.1001 of the Wisconsin State Statutes.

PART III. On March 19, 2024, the City of West Allis Common Council held a public hearing on the "City of West Allis 2045 Comprehensive Plan," in compliance with the requirements of Sec. 66.1001(4) of Wisconsin Statutes.

PART IV. The Plan Commission of the City of West Allis by a majority vote of the entire Commission recorded in its official minutes, has adopted a resolution recommending to the City Council the passage/enactment of the document entitled "City of West Allis 2045 Comprehensive Plan," containing all of the elements specified in Sec. 66.1001(2) of the Wisconsin Statutes.

PART V. The West Allis Common Council does, by enactment of this ordinance, formally adopt the document entitled "City of West Allis 2045 Comprehensive Plan," pursuant to Sec. 66.1001(4) of the Wisconsin Statutes.

PART VI. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Common Council and publication/posting as required by law.

Cc: Planning & Zoning Program
City Attorney's Office

ZON-O-TBD

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Payments/Credits:	\$64.63
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Ad Proof

PUBLIC HEARING

City of West Allis Notice of Public Hearing on Tuesday, March 19, 2024 at 7PM. NOTICE IS HEREBY GIVEN that the Common Council of the City of West Allis will conduct a Public Hearing on March 19, 2024 at 7:00PM, or soon thereafter in the Common Council Chambers at West Allis City Hall, 7525 W. Greenfield Avenue, West Allis, Wisconsin on the following: Ordinance to Adopt the City of West Allis 2045 Comprehensive Plan. Project information, comments, questions, or concerns can be addressed by emailing Steve Schaefer, AICP, Manager of Planning and Zoning at planning@westalliswi.gov or calling (414) 302- 8466. You may express your opinion prior to the meeting in writing by emailing clerk@westalliswi.gov, or in person at the public hearing at the above date, time, and location. Livestream on the City of West Allis YouTube Channel: <https://www.youtube.com/user/westalliscitychannel/live>). The proposed Comprehensive Plan may be obtained on the City website, or by copying the following path to your browser: <https://www.westalliswi.gov/1807/2045-Comprehensive-Plan-Update>. A hard copy of the 2045 Comp plan is also available for inspection at City Hall and the City Library, during the hours that these facilities are open to the public, from February 16 through March 19, 2024. The 2045 Comprehensive Plan replaces the 2040 Plan. The purpose of the public hearing is to provide an overview of all the sections of the Plan, including land use, economic development, transportation, housing, parks and open space, utilities and community facilities, intergovernmental relationships, in order to meet statutory requirements. Dated this 13th day of February 2024. Rebecca Grill, City Clerk. Publish Class One notice on February 16, 2024.

2581957/2-16

* Changes to this order may result in pricing changes *