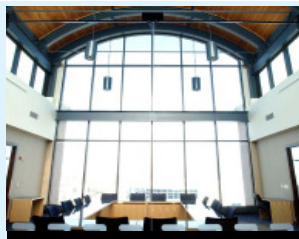


# West Allis Comprehensive Plan 2030



The Comprehensive Planning process identified several issues and opportunities for capturing visionary development and improving the quality of life within West Allis over the next two decades. This document contains reference to historical data and forecasted trends, including a projection of an additional 6,000 residents by 2030 (p. 2-3), that will serve as benchmarks for future reference.

The plan itself offers numerous recommendations for moving the City forward in both broad and specific terms. In an effort to focus what the Comprehensive Plan means in relation to transforming the City, the following **Top 10 Results of Implementation** has been compiled. For a greater understanding of the vision contained within the document, please read the plan's Executive Summary.



## 1 West Allis will foster additional **JOB CREATION**.

- Focus on job growth and high-quality employment opportunities
- Continuation of proven methods
  - (TIF, New Market Tax Credits, Economic Development loans)
- New programs aimed at small businesses and business plan development
- Utilization of venture capital funding, State-offered loans and technical assistance

## 2 The City will witness catalytic **REDEVELOPMENT**.

As redevelopment scenarios are presented or become opportunistic, the City will reference its Comprehensive Plan to guide complementary growth. Several of these areas are prime for redevelopment and have the opportunity to provide the following projected job creation, developable value and property tax relief.

- Milwaukee Mile (pgs. 9-7 – 9-14)  
8,000 jobs, \$1 billion in value, \$26.1 million in property tax relief
- S. 84 St. and W. Greenfield Ave. (pgs. 9-23 – 9-25)  
300 jobs, \$20 million in value, \$525,000 in property tax relief
- Six Points Redevelopment Area (p. 9-26)  
300 jobs, \$50 million in value, \$1.3 million in property tax relief
- Milwaukee Ductile Iron (pgs. 9-28 – 9-30)  
600 jobs, \$30 million in value, \$780,000 in property tax relief
- Hwy 100 and W. Rogers St. Industrial Area (p. 9-18)  
200 jobs, \$20 million in value, \$525,000 in property tax relief

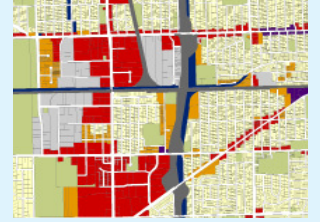


## 3 The City's will build a more positive **IMAGE** for itself within the region.

- Review and update Site, Landscaping and Architectural, and Signage Guidelines
- Implement guidelines to improve the architectural integrity of our built environment
- Green-up, upgrade and buffer sites throughout the City with increased landscaping
- Remove visual clutter and foster a greater sense of place through signage review
- Showcase the City's business and residential assets, including its schools, parks and open spaces

## 4 The City will streamline its development process by updating its **ZONING CODE**.

- Reevaluate and update existing code to reflect needs of today's West Allis
- Seek collaboration on guidelines that are compatible at a multi-jurisdictional scale
- Explore reformatting to make more user and business friendly
- Research the potential integration of novel concepts, such as Form-Based Codes, associated with Smart Growth and national best practices



## 5 The City will increase its **LOCAL IDENTITY**.

- Implement gateway signage, streetscaping, artwork and/or additional identifiers to increase awareness of West Allis and its individual neighborhoods
- Build collaborations with business districts and neighborhoods to increase cooperation and identity
- Promote neighborhood associations and local activities that reinforce a greater sense of community

## 6 West Allis will preserve and upgrade its existing **HOUSING OPTIONS**.

- Maintain and increase the use of home maintenance and rehabilitation programs
- Develop and market first-time home buyer program to attract young families and increase owner occupancy
- Maintain housing options for all income levels and age groups
- Identify sites for additional high-quality condo or apartments to expand the City's portfolio of "maintenance free" options
- Explore opportunities for new single-family home construction that meet today's market preferences



## 7 The City will plan for **COMPLETE STREETS\***.

- Continual review of potential bicycle and pedestrian upgrades, and increased landscaping
- Acknowledge local neighborhoods in the design process of transportation infrastructure
- Highlight the benefit of streets that maximize local performance for multiple users through increased awareness

\* Complete Streets are designed and operated to enable safe access for all users, of all ages and abilities. They typically include bicycle and pedestrian amenities, as well as increased landscape and streetscape elements to serve and connect the neighborhood.

## 8 The City will continue to move towards greater **ENVIRONMENTAL SUSTAINABILITY**.

- Continue to initiate cost-saving measures that support environmental sustainability, such energy conservation in buildings and vehicle fleets
- Maintain up-to-date, "best management" stormwater infrastructure
- Market high profile projects that showcase energy efficiency and build up on their success
- Initiate demonstration projects, such as rain collection systems, pervious pavement, solar panels, hybrid motor fleets and/or sustainable lighting throughout the city



## 9 West Allis will witness **GREATER ENGAGEMENT** between its elected officials, public servants and citizens.

- Investigate the use of social media to increase the availability of real-time information
- Continue public outreach with residents, businesses and other stakeholders to understand issues and opportunities
- Maintain a robust and user-friendly Web site to keep residents more fully informed

## 10 West Allis will foster the growth of **GREAT STREETS** and neighborhood destinations.

- Implement façade upgrades, street improvements, public art and thoughtful signage that reinforces the value of human-scaled development
- Encourage the use of open and shared space, such as bump-outs and outdoor dining
- Enhance the pedestrian and transportation realms, including bicycle infrastructure, as a means of supporting local growth and healthy neighborhoods
- Work with organizations and businesses on activating streets through special events and festivals

