

Chapter 12

IMPLEMENTATION

In order to fully realize the general vision presented in each element of this Plan, the City of West Allis should implement the objectives and policies summarized in this chapter, monitor the plan, and make amendments as necessary. Also of importance will be the review of consistency issues as discussed in the land use element and this chapter.

MONITORING THE PLAN

This Plan must reflect the current goals, objectives and policies of the City at all times. The Plan should be fully reviewed by City staff annually with the following in mind:

- New land use opportunities
- Further plan detail and refinement
- Market shifts
- Demographic changes and growth patterns
- Unforeseen challenges
- Changes in legislation

Development and redevelopment activities in West Allis should be monitored on an ongoing basis. Such development should be compared with plan goals and objectives to ensure that current policies are achieving the intended results.

AMENDING THE PLAN

This Plan should be reviewed and amended periodically. Suggestions for amendments may be brought forward by City staff, officials, and residents. Proposed amendments may originate in any of the following ways:

- a) Amendments proposed as corrections of clerical or administrative errors, mapping errors, and updated data for text, tables, and maps. Such amendments would be drafted by City staff.
- b) Amendments proposed as a result of discussion with officials and citizens.



PLAN ELEMENT CONSISTENCY

The individual elements of this plan reinforce the goals, objectives and policies of one another. As future amendments and updates are made, consistency between the plan elements must be ensured. According to the State's comprehensive planning legislation, a local government that engages in the following actions must ensure those actions are consistent with its comprehensive plan.

- Official mapping established or amended under s. 62.23 (6).
- Local subdivision regulation under s. 236.45 or 236.46.
- County zoning ordinances enacted or amended under s. 59.69.
- City or village zoning ordinances enacted or amended under s. 62.23 (7).



- Town zoning ordinances enacted or amended under s. 60.61 or 60.62.
- Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231.

The above elements must be considered for consistency when amending the plan.

PLAN RECOMMENDATIONS

The following tables list the policies identified in each of the Plan elements so that the City can carry its vision forward. The recommendations are quite extensive for Chapter 3: Neighborhoods, Districts, and Corridors and Chapter 9: Redevelopment Opportunities, therefore those recommendations should be reviewed in the actual chapter.

ECONOMIC DEVELOPMENT

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

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

High Priority	Recommendations	Page Number
	Recommendation 1.1: Target economic development incentives, such as loans and tax credits, to businesses with quality employment.	4-3
	Recommendation 1.2: Develop and monitor performance measurements pertaining to employment opportunities and income.	4-3

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

High Priority	Recommendations	Page Number
*	Recommendation 2.1: Continue the use of resourceful financing mechanisms, such as Tax Increment Financing and New Market Tax Credits, to prioritize site-specific redevelopment.	4-3
*	Recommendation 2.2: Remove obstacles, such as blight and brownfield contamination, and promote the financial benefits of in-fill development and redevelopment to developers.	4-3
	Recommendation 2.3: Maintain cost-effective municipal budgets that take advantage of the property tax relief attained through additional investment and make West Allis more competitive within the region.	4-3

ECONOMIC DEVELOPMENT

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

High Priority	Recommendations	Page Number
	Recommendation 3.1: Compile and prioritize a list of potential redevelopment sites within the city.	4-3
	Recommendation 3.2: Develop shovel-ready parcels in a diversity of sizes that have access to transportation infrastructure, public utilities and telecommunications.	4-3
	Recommendation 3.3: Review and update zoning and design regulations to create high-quality development that is complimentary to the neighborhoods within the city.	4-3
	Recommendation 3.4: Consider the use of acquisition and eminent domain for redevelopment.	4-3

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

High Priority	Recommendations	Page Number
	Recommendation 4.1: Serve as a clearinghouse of information with quality customer service to potential investors in the community, while assuring conformance to development standards and regulations.	4-3
*	Recommendation 4.2: Review and update economic development finance and technical assistance tools.	4-3
	Recommendation 4.3: Engage the private sector in discussions regarding policies and programs that would promote further investment, and identify those which put the community at a competitive advantage.	4-3
	Recommendation 4.4: Further develop and maintain an Economic Development Web site that promotes the benefits of investing in West Allis.	4-3

ECONOMIC DEVELOPMENT

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

High Priority	Recommendations	Page Number
	Recommendation 5.1: Meet with industry leaders in West Allis to identify opportunities to deliver products and services more effectively and efficiently.	4-4
	Recommendation 5.2: Create and foster business relationships between local and regional suppliers.	4-4
	Recommendation 5.3: Prioritize the development of local businesses within targeted industrial sectors.	4-4

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

High Priority	Recommendations	Page Number
	Recommendation 6.1: Support the creation of workforce development programs that serve the local community and lead to employment opportunities.	4-4
	Recommendation 6.2: Recognize the increasing diversity of West Allis and stimulate interaction between all members of the community.	4-4
	Recommendation 6.3: Assist the Chamber of Commerce in promoting workforce development.	4-4

ECONOMIC DEVELOPMENT

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

High Priority	Recommendations	Page Number
	Recommendation 7.1: Develop and distribute materials that promote the availability of quality education, affordable living, recreation opportunities and regional accessibility in West Allis.	4-4
	Recommendation 7.2: Support investments in recreational, entertainment, cultural and housing options that attract residents, employers and additional private investment.	4-4

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

High Priority	Recommendations	Page Number
	Recommendation 8.1: Work with developers to upgrade, reuse or recycle existing buildings and infrastructure to retain and optimize previous investments.	4-4
	Recommendation 8.2: Enhance and restore place making by preserving the historic and architectural features of West Allis.	4-4
	Recommendation 8.3: Work with developers to incorporate energy conserving measures, through the use of efficient infrastructure and appliances, alternative energy, natural light and ventilation, and local materials.	4-4
	Recommendation 8.4: Promote the creation of an Energy Conservation District within the City's Downtown.	4-4

ECONOMIC DEVELOPMENT

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

High Priority	Recommendations	Page Number
	Recommendation 9.1: Support the existence of the Downtown Business Improvement District (BID) as the lead organization for Downtown revitalization efforts.	4-4
*	Recommendation 9.2: Promote the creation of additional Business and Neighborhood Improvement Districts throughout the city.	4-4
	Recommendation 9.3: Continue to offer façade grants and assistance loans to high-quality renovations that upgrade and/or restore the appearance of development within the city.	4-4
	Recommendation 9.4: Work with the Downtown BID on creating a business attraction strategy to enhance the entertainment, cultural and retail resources within Downtown.	4-5
	Recommendation 9.5: Invest in efforts that increase the quality of infrastructure and public space in Downtown.	4-5
	Recommendation 9.6: Promote the creation of more housing options in Downtown.	4-5

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

High Priority	Recommendations	Page Number
	Recommendation 10.1: Work with regional leaders to develop and maintain transportation infrastructure that serves local needs and limits sprawl.	4-5
	Recommendation 10.2: Prioritize developments that have access to multi-modal transportation connections, such as mass transit, rail, bicycle lanes/paths and sidewalks.	4-5

ECONOMIC DEVELOPMENT

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

High Priority	Recommendations	Page Number
	Recommendation 11.1: Serve as a liaison between the local business community and regional education providers to align the education and skills of the workforce with existing and future needs.	4-5
	Recommendation 11.2: Meet with the leaders of advanced education institutions to learn of long-range development plans and needs.	4-5
	Recommendation 11.3: Utilize the resources offered at MATC for the creation of workforce development initiatives.	4-5

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

High Priority	Recommendations	Page Number
	Recommendation 12.1: Continue to work with the First-ring Industrial Redevelopment Enterprise (FIRE) in promoting redevelopment on a regional basis, forming coalitions to attract resources to Southeastern Wisconsin.	4-5
	Recommendation 12.2: Support the work of the Milwaukee 7 and work with them to promote regional economic development.	4-5
	Recommendation 12.3: Identify policies and actions that diminish the competitiveness of West Allis within the region, and work with regional partners to address them.	4-5

HOUSING

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

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

High Priority	Recommendations	Page Number
	Recommendation 1.1: Maintain housing options for all income levels and age groups within the City’s housing portfolio.	5-2
	Recommendation 1.2: Maintain zoning districts that allow for a variety of housing types.	5-2
*	Recommendation 1.3: Encourage high-quality, maintenance-free housing options - such as condos, rowhomes, or town houses - to provide choices for young professionals, empty nesters, etc.	5-2
	Recommendation 1.4: Support unique housing options, such as live-work developments and cooperative housing.	5-2
	Recommendation 1.5: Encourage young families to move into high-quality apartments in West Allis.	5-2
*	Recommendation 1.6: Renovate existing single family homes to make them more family-friendly and modern.	5-2
	Recommendation 1.7: Identify underutilized land to build new single family housing stock.	5-2
	Recommendation 1.8: Promote the availability of land for the development or redevelopment of housing stock that accommodates larger households.	5-2

HOUSING

Objective 2: Increase Homeownership

High Priority	Recommendations	Page Number
*	Recommendation 2.1: Increase the percentage of owner occupied units within the City.	5-2
	Recommendation 2.2: Promote affordable home buying opportunities to young families.	5-2

Objective 3: Promote High-Quality Senior Housing Options Promote development of an adequate supply of high-quality senior housing options. Direct such developments to areas that are close to services that seniors typically require, including public transit.

High Priority	Recommendations	Page Number
	Recommendation 3.1: Maintain City-owned senior housing to preserve and enhance affordable, quality housing options.	5-2

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

High Priority	Recommendations	Page Number
*	Recommendation 4.1: Incorporate high quality multi-family housing on mixed use infill and redevelopment sites.	5-2

HOUSING

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

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

High Priority	Recommendations	Page Number
	Recommendation 1.1: Establish design guidelines for residential properties.	5-3
	Recommendation 1.2: Utilize the design guidelines when reviewing applications for additions and residential renovation.	5-3

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

High Priority	Recommendations	Page Number
	Recommendation 2.1: Explore possible funding options to minimize the financial impact of property maintenance programs.	5-3

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

HOUSING

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

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

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

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

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

TRANSPORTATION

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

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

High Priority	Recommendations	Page Number
*	Recommendation 1.1: During construction projects, redesign streets to be "Complete Streets," narrowing when possible to improve safety and reduce pavement.	6-2
	Recommendation 1.2: Promote the Safe Routes to School initiatives in West Allis.	6-2
	Recommendation 1.3: Review the crash rates annually. For intersections with crash rates above 1.0 crash per million entering vehicles (MEV), identify crash patterns and recommend potential countermeasures.	6-2
	Recommendation 1.4: Upgrade pedestrian heads to the countdown pedestrian signal heads per Manual on Uniform Traffic Control Devices (MUTCD).	6-2
	Recommendation 1.5: Consider a roundabout as an alternate to installing traffic signals. Roundabouts are safer than traffic signals and result in fewer crashes of high severity.	6-2
	Recommendation 1.6: Upgrade all crosswalks, sidewalks and curb ramps to current ADA standards.	6-2

TRANSPORTATION

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

High Priority	Recommendations	Page Number
*	Recommendation 2.1: Encourage cross access between businesses along the arterials through a modified backage road system.	6-2
*	Recommendation 2.2: Develop access management plans for the major arterials.	6-2
	Recommendation 2.3: Remove unwarranted traffic signals to reduce delays for drivers.	6-2
	Recommendation 2.4: Update pedestrian timings to allow for walking speed of 3.5 feet per second per MUTCD.	6-2
	Recommendation 2.5: Promote the use of alternate forms of transportation.	6-2
	Recommendation 2.6: Perform traffic counts, periodically, at signalized intersections to update timings based on Institute of Transportation Engineers (ITE) and MUTCD standards.	6-2
	Recommendation 2.7: Review the Pavement Surface Evaluation Rating (PASER) for the City's streets biannually.	6-2
	Recommendation 2.8: Design improvements to achieve Level of Service D or better traffic operations, if feasible.	6-2
	Recommendation 2.9: Consider a roundabout as an alternate to installing traffic signals. Roundabouts are safer than traffic signals and result in fewer crashes of high severity.	6-2
	Recommendation 2.10: Require traffic impact studies for developments/redevelopments generating over 100 additional trips during a peak hour.	6-2

TRANSPORTATION

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

High Priority	Recommendations	Page Number
	Recommendation 3.1: Prioritize the proposed bicycle and pedestrian facilities recommended in the City's proposed Bicycle and Pedestrian Master Plan. Conduct feasibility studies to identify any potential impacts.	6-3
	Recommendation 3.2: Review transit ridership and look for opportunities to improve or expand the system such as Bus Rapid Transit (BRT), light rail, on-time arrival systems and enhanced shelters.	6-3
	Recommendation 3.3: Consider pedestrian, bicycle and transit accommodations with all reconstruction projects.	6-3
	Recommendation 3.4: Explore minimum/maximum parking standards and/or review/adjust parking standard ratios in the City's Zoning Ordinance to encourage less reliance on single-occupancy automobiles.	6-3
*	Recommendation 3.5: Promote the use of alternate forms of transportation for special events.	6-3

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

High Priority	Recommendations	Page Number
	Recommendation 4.1: Utilize the Capital Improvement Plan to plan and pay for road improvements.	6-3
	Recommendation 4.2: Seek street maintenance and improvement funding alternatives, such as Federal and State funding.	6-3

TRANSPORTATION

Objective 5: Interagency Coordination Improve coordination with other agencies.

High Priority	Recommendations	Page Number
	<p>Recommendation 5.1: Coordinate with WisDOT, Milwaukee County, and other transportation agencies regarding:</p> <ul style="list-style-type: none"> - Improvements to state and county highways in and around the City. - Periodic updates to the traffic signal timings. - Intersections with crash rates higher than 1.5 crashes per million entering vehicles. 	6-3
	<p>Recommendation 5.2: Coordinate with Milwaukee County Transit System (MCTS) regarding:</p> <ul style="list-style-type: none"> - Monitoring ridership on the routes. - Reviewing potential new routes. 	6-3
	<p>Recommendation 5.3: Designate a City staff member to be the liaison between employment centers within the City and MCTS.</p>	6-3
	<p>Recommendation 5.4: Participate in discussions regarding the formulation of a regional transit authority.</p>	6-3

PARKS & OPEN SPACE

Goal: To provide safe, attractive and functional active and passive recreational / open space which will meet the **current and anticipated demand of the City's residents of all ages and physical capabilities.**

Objective 1: Maintain and enhance current park systems and facilities.

High Priority	Recommendations	Page Number
	Recommendation 1.1: Appropriate sufficient annual funding to preserve and upgrade City parks.	7-2
	Recommendation 1.2: Work with the County and school system on maintaining current facilities.	7-2
*	Recommendation 1.3: Update the Comprehensive Outdoor Recreation Plan and continue to analyze recreational needs of the City, such as additional mini-parks, ball diamonds, soccer fields, community gardens, and a skate park. Incorporate these facilities into existing parks and future open space designated areas.	7-2

Objective 2: Pedestrian streetscapes and public spaces. As part of future redevelopment plans within the City, require pedestrian oriented streetscapes (walkable/bikeable) and incorporate open spaces as part of the development.

High Priority	Recommendations	Page Number
*	Recommendation 2.1: Adopt a Bicycle and Pedestrian Master Plan for the City. As the City implements roadway improvements through its Capital Improvements Program, it should review the opportunity to implement facilities for bicyclists and pedestrians.	7-2
	<p>Recommendation 2.2: Develop potential multi-use bike and pedestrian paths connecting to existing trail systems, neighborhoods and parks. Potential new multi-use paths include:</p> <ul style="list-style-type: none"> - Cross-Town Connector Trail - Local connections to the Hank Aaron State Trail at S. 60 St., S. 70 St., State Fair Park, S. 94 Pl. - A multi-use path within RR spur right-of-way between the north City limits and W. Mitchell St. 	7-2

PARK & OPEN SPACE

Objective 3: Integrate park and open space. Integrate park and open space areas into residential neighborhoods whenever feasible.

High Priority	Recommendations	Page Number
	<p>Recommendation 3.1: Development of additional mini-parks or neighborhood scale parks within a five minute walk (1320 feet) of residential neighborhoods. These parks should provide some of the following design characteristics:</p> <ul style="list-style-type: none"> - Places to sit, gathering points, well defined entrances and visually accessible places, paths to desired destinations, pedestrian friendly design. <p>Potential locations for future high quality interactive parks may include:</p> <ul style="list-style-type: none"> - Lincoln Crest Open Space (1900 block S. 102 St.) - Hale Fields (behind WAPD at 11301 W. Lincoln and south of Hale HS) - Root River Parkway (Milwaukee County) 	7-2
	<p>Recommendation 3.2: Identify land available for cultivating community gardens that support the local economy, promotes public health and is a lower cost alternative to retail.</p>	7-4
	<p>Recommendation 3.3: The minimum recommended improvement to every school ground is to remove a substantial portion of its asphalt surface and replace it with a lawn area to act as a multiple use play field and/or area for neighborhood or community gardening. Native planting and tree areas are recommended on the periphery of new green playgrounds to help define the area, provide shade and improve the overall aesthetics of the site.</p>	7-4

NATURAL RESOURCES

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

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

High Priority	Recommendations	Page Number
*	Recommendation 1.1: Continue to utilize general surface water “best management practices” and conservation design techniques, and coordinate with stormwater management objectives and policies outlined in the Utilities and Community Facilities element of this comprehensive plan.	7-4
	Recommendation 1.2: Continue to implement stormwater, sediment and site erosion control practices for all new development and redevelopment to ensure compliance with City regulations. In addition, construction site inspection methods shall be enforced to ensure that the erosion control is properly installed and maintained.	7-4

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

High Priority	Recommendations	Page Number
	Recommendation 2.1: As part of the site and landscaping design guidelines, maximize the efficiency of impervious/paved surfaces by encouraging groundwater recharge through the use of infiltration practices in conjunction with surface water management for all new and redeveloping properties. Facilities such as bioswales, rain gardens or other stormwater management systems of appropriate scale should be considered in site design.	7-4
	Recommendation 2.2: Promote density through high quality, compact and mixed use development design for new or redeveloping areas.	7-5
	Recommendation 2.3: Explore the redevelopment opportunity of Conceptual Area 27 (S. 116 and Morgan Municipal Yard Site) for a conservation subdivision. This type of development, sometimes called cluster development, is intended to preserve green space in the City by using less land for individual lots, and maintaining the natural features of the land as much as possible.	7-5

NATURAL RESOURCES

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

High Priority	Recommendations	Page Number
*	<p>Recommendation 3.1: In conjunction with MMSD and impacted private property owners, explore potential opportunities to “daylight” and “naturalize” the Honey Creek corridor. Consider the connectivity and quantity of natural systems in the City.</p> <p><i>(“Daylight” means to restore/unbury a previously diverted natural creek. “Naturalize” means removing concrete embankments and revamping the banks along major portions of a creek. Both measures would be designed to improve water quality, restore and stabilize eroding banks, to provide suitable habitat for birds, fish and other wildlife and promote economic development).</i></p>	7-5

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

High Priority	Recommendations	Page Number
	<p>Recommendation 4.1: For new development and redevelopment, require wetland buffers with widths ranging from a minimum of 10 feet to 50 feet for wetlands. The buffers shall be maintained in a natural condition (not mowed) and, if planted, shall incorporate native vegetation.</p>	7-5
	<p>Recommendation 4.2: Consider the possibility of developing a natural resource management and maintenance plan for City-owned parks and open space to include activities such as monitoring for the presence of invasive plant species and other non-native flora. The plan should be developed in coordination with the City Forester to ensure appropriate management and maintenance techniques are understood and used.</p>	7-5

NATURAL RESOURCES

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

High Priority	Recommendations	Page Number
	<p>Recommendation 5.1: Compile interesting examples/case studies of sustainable manufacturing practices and eco-innovation and work with local industry to establish best practice measures.</p>	7-5
	<p>Recommendation 5.2: Develop an online resource for the above referenced best practices for knowledge sharing and networking.</p>	7-5

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

High Priority	Recommendations	Page Number
	<p>Recommendation 6.1: Continue to meet with representatives from the WDNR, Milwaukee and Waukesha County, MMSD, adjacent municipalities, and others that share a mutual interest in the natural resource base within the City. In collaboration with other agencies, the City shall continue to share information about natural resources, coordinate and prioritize management efforts, and determine responsibilities and capabilities for implementation of management and implementation plans affiliated with the City's natural resource base.</p>	7-5

NATURAL RESOURCES

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

High Priority	Recommendations	Page Number
	Recommendation 7.1: Establish a Citizen Advisory Committee (a Green Team) on sustainability to incorporate citizens into the policy making process.	7-6
	Recommendation 7.2: Adopt language into the Municipal Code stating that sustainability will be a guiding principal.	7-6
	Recommendation 7.3: Advertise sustainability initiatives on the City website to highlight information and educate the public.	7-6
	Recommendation 7.4: Develop a demonstration project on City property with the intent of pursuing available grant opportunities (MMSD, WeEnergies, Focus on Energy). Examples of demonstration projects include a solar voltaic power project at the Farmers Market, reconstructing a Downtown parking lot with porous pavement, or wind turbines along portions of Interstate.	7-6
	Recommendation 7.5: Continue sending local staff, elected officials and Plan Commissioners to various training opportunities.	7-6

CULTURAL RESOURCES

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

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

High Priority	Recommendations	Page Number
*	Recommendation 1.1: Update the historical survey every 10 years to identify new historically significant locations within the City.	7-13

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

High Priority	Recommendations	Page Number
*	Recommendation 2.1: Implement the findings of the historic resources survey, as described in Chapter 7.	7-13

CULTURAL RESOURCES

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

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

High Priority	Recommendations	Page Number
	Recommendation 1.1: Continue to support and enhance the WAPD block watch and Neighborhood Partnership initiatives.	7-15
	Recommendation 1.2: Update the Citywide Site, Landscaping and Architectural Design Guidelines and consider developing a set of design guidelines for various neighborhood districts of significance to preserve character.	7-15
	Recommendation 1.3: Historical Commission to promote and implement additional historic walking tours and a parade of historic homes/ neighborhood event.	7-15
	Recommendation 1.4: Promote the City and continue to utilize parks, open spaces, civic plazas and buildings for public events and happenings to engage all citizens.	7-15
	Recommendation 1.5: As part of the approval process incorporate social spaces, public art and interpretive areas into development plans.	7-15

UTILITIES & COMMUNITY FACILITIES

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

Objective 1: **Update Existing Codes, Policies and Procedures** Make the recommendations within this chapter achievable by updating existing codes, policies and procedures as needed to deliver the recommendations.

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

Objective 1: **Continue Progressive Stormwater Management Initiatives** Utilize progressive stormwater management initiatives and techniques to reduce damage to private property and increase quality stormwater runoff.

Objective 2: **Implement Sustainability and Energy Efficiency in the Public Realm** Implement programs for greater sustainability and energy efficiency in public utilities, services, and facilities, such as implementing energy retrofits in existing buildings, consolidation, and reducing the amount of pavement throughout the City.

Objective 3: **Support Energy Efficient Building Practices in New Construction and Retrofits of Existing Buildings** Set an example for the rest of the community by continuing to pursue opportunities to integrate energy efficient building practices into the design and construction of new buildings and through the retrofitting of old buildings.

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

Objective 1: **Encourage MMSD to Modify Allocations** Encourage MMSD to modify their plans that limit redevelopment opportunities within fully developed communities.

City Hall

High Priority	Recommendations	Page Number
	Use City Hall as example for the rest of the community by implementing additional energy efficiency retrofits through partnerships with We Energies and Focus on Energy, so that City Hall can qualify to be a Certified Energy Star building.	8-2
	Consider designating City Hall to the State and National Register of Historic Places.	8-2

UTILITIES & COMMUNITY FACILITIES

Library

High Priority	Recommendations	Page Number
	In 2010 the City will begin a refurbishing of the entire Children's department utilizing a \$150,000 private donation. Technology is becoming the priority in public libraries in terms of maintaining efficiencies, and providing services (i.e. more computers, web-based databases available from the library, home or business, and expanded self-service options). Additionally, work will commence in 2010 on a Young Adult/Teen area of the library.	8-4
	While the West Allis Library currently produces a service plan every three years, in the next 15-20 years it is recommended that an assessment be completed to ascertain if City library services are in need of updating or expansion.	8-4

Public Health Services

High Priority	Recommendations	Page Number
	The health department facility was built in 1978 and was designed primarily as a health clinic to serve individual clients. The future of public health practice dictates that public health departments will convene and mobilize stakeholders and partners to improve the health status of the community. In addition the department should be a one-stop center where health department staff and community-based organizations can provide needed services. It is recommended that there be strong consideration to expand and update the facility to accommodate these new, contemporary roles for the health department and also deal with the acute shortage of parking at the facility.	8-4

Farmers Market

High Priority	Recommendations	Page Number
	A restoration of the Historic West Allis Farmers Market was completed in 2006. Since that time additional programming has taken place on the site such as Forks & Corks, a Chamber-sponsored event in late summer that features local restaurateurs, art, and wine tasting. The City hopes that as the neighborhood around the site continues to grow that an expansion of both public and private uses within the Farmers Market site will take place.	8-5

UTILITIES & COMMUNITY FACILITIES

Senior Center

High Priority	Recommendations	Page Number
	As the baby-boomer generation ages there will be increased demands for space and for programs at the Senior Center. With the Senior Center already at or near full capacity, consideration of expansion of the buildings and programs for seniors to fit the needs of the aging baby boomer demographic should be explored within the 20-year planning period.	8-6

County Facilities

High Priority	Recommendations	Page Number
	Continue the positive partnership that exists with Milwaukee County to ensure that our County Parks continue to serve the needs of our community.	8-6

Law Enforcement & Protection

High Priority	Recommendations	Page Number
	Within the planning period, the Police Department anticipates a significant need for equipment and adequate funding to address both the investigation of technology based crimes and technology advances available to law enforcement agencies that allow for greater effectiveness and efficiency. Additionally a technological upgrade to the existing dispatch center will be required.	8-6
	The Police and Municipal Court Center has a critical shortage of adequate parking. An expansion of their existing parking lots is required over the next five years.	8-6

UTILITIES & COMMUNITY FACILITIES

Fire, Rescue, & Emergency Medical Services

High Priority	Recommendations	Page Number
	The Department will continue to work in close cooperation with the Wisconsin Department of Homeland Security to streamline response efforts for floods, storms and disaster declarations as well as routine mutual aid programs. As financial resources decline with no apparent reduction in demand, Fire Department administrators will continue to seek alternatives that keep municipal tax burdens as low as possible.	8-7

Wireless Networks

High Priority	Recommendations	Page Number
	Short-term city wireless plans include providing free wireless access in select locations around the City. The City has deployed wireless access at City Hall's Centennial Park, Honey Creek Park, and Reservoir Park for anyone to use at no costs. Over the years the City will expand these wireless hot spots to include other areas around the City for the public to use. West Allis will gradually increase its coverage over time by adding more and more hotspots.	8-8
	The continued evolution of computer processing speed will allow wireless radios manufactures to develop wireless technologies using less and less power. This will allow the City of West Allis to purchase and install its own high-speed wireless network. Every department within the City will benefit from such a system and drastically change the way business is conducted. This will also allow the City to provide free wireless access and the Internet to its citizens within the City, regardless of income.	8-8

Power Plans & Transmission Lines

High Priority	Recommendations	Page Number
	Maintain communication and work with We Energies and the American Transmission Company regarding the generation and supply of power within the city and region.	8-8
	As discussion and legislation regarding renewable energy continues to progress, the City should be aware of how future energy production will effect services in the city, region and state.	8-8

UTILITIES & COMMUNITY FACILITIES

Education

High Priority	Recommendations	Page Number
	Support educational initiatives that provide students with the skills to address the changing economy. Establish regular communication with area education providers to discuss issues of mutual concern including facility location/expansion, impacts of new development, impacts of education facilities and activities on the community, parks and recreation programs, population and growth projections, and involvement in the community.	8-10

Recreation Department

High Priority	Recommendations	Page Number
	Due to expanded program offerings over the past years, the Recreation Department has maximized the use of the all 16 school buildings, 2 recreation buildings, and the city parks available to it. As the Department strives to meet the ever-changing needs of the community it foresees a shortage of gymnasiums, athletic fields, and green space to accommodate all recreation programming needs and the community organizations seeking to use the school district and community facilities available. As they look to the future, it is important to maintain and improve facilities, available parks, athletic fields, and green spaces that we have in West Allis.	8-10
	Consideration will need to be given to facility improvement so that the city can continue to offer the high quality and affordable programs that our community has come to know and expect.	8-11

Hospital

High Priority	Recommendations	Page Number
	Within the planning period a future expansion of the existing Aurora campus to the northwest (S. 92 St. and W. Lincoln Ave.) may be explored.	8-11

UTILITIES & COMMUNITY FACILITIES

Honey Creek Cemetery

High Priority	Recommendations	Page Number
	Continue maintenance of this facility, as it serves as a valuable educational and cultural resource.	8-11

Engineering & Public Works Facilities: Public Works Division

High Priority	Recommendations	Page Number
	Within the 20-year planning period there will be a need for a major evaluation to determine if renovation, relocation or expansion of the Public Works Division's outdated facilities are necessary. Major capital improvements may be needed in order to continue operations at the existing site due the age, deterioration and economic obsolescence of the existing facilities.	8-11

Engineering & Public Works Facilities: Morgan Avenue Yard

High Priority	Recommendations	Page Number
	Within the 20-year planning period the city will explore alternative sites to the 116th and Morgan site yard waste drop-off site as the S. 116 St. drop-off site has potential for future residential development. Alternative facilities will have to be provided to adequately replace all of the Public Works operations that are currently being undertaken at the Morgan Avenue Yard. Options include relocating the Morgan Avenue Yard operations to the Solid Waste Transfer Station location by building a storage building there, while at the same time working with the City of Greenfield to collocate an alternative location for leaf and brush storage.	8-11

UTILITIES & COMMUNITY FACILITIES

Engineering & Public Works Facilities: Solid Waste Disposal

High Priority	Recommendations	Page Number
	Within the 20-year planning period the City may look at adding scrubbers to the transfer station location to mitigate the release of odors into the neighborhood.	8-11

Engineering & Public Works Facilities: Street & Sewer Division

High Priority	Recommendations	Page Number
	Continue the annual review of street and sewer conditions to appropriately annually fund the 10-year Capital Improvements Program.	8-12

Engineering & Public Works Facilities: Water Supply

High Priority	Recommendations	Page Number
	The utility will be challenged to maintain affordable rates as operational costs increase and water sales continue to decline for industrial businesses.	8-12
	Within the planning period, the City of West Allis anticipates the need for many upgrades to infrastructure to accommodate new development and redevelopment projects and to maintain a high level of service for existing development.	8-12

Engineering & Public Works Facilities: Wastewater Service

High Priority	Recommendations	Page Number
	Within the planning period, the City anticipates the need for many upgrades to infrastructure to accommodate new development and redevelopment projects, reduce inflow and infiltration of clear water into the system and to maintain a high level of service for the citizens and businesses of West Allis.	8-13

UTILITIES & COMMUNITY FACILITIES

Engineering & Public Works Facilities: Stormwater Management

High Priority	Recommendations	Page Number
	<p>Within the planning period, the City anticipates the need for many upgrades to infrastructure to accommodate new development and redevelopment projects, replace aging parts of the system and increase detention facilities. The City's long-term stormwater goals include improving the water quality to meet or exceed the regulatory levels and to provide a higher level of protection against flooding for the citizens and businesses of West Allis.</p>	8-14
	<p>In an effort to better manage stormwater flooding, as well as stormwater quality, the City of West Allis needs to have a long-term plan to achieve these goals. This plan could explore the installation of underground detention structures or open detention ponds as opportunities arise with each new development or redevelopment in the City. Additional opportunities to install detention will be available through a coordinated effort of the City and commercial property owners, large and small, as part of projects such as repaving parking lots or in solving drainage issues on existing sites.</p>	8-14
	<p>The City has to find creative ways to overcome MMSD's stringent sewershed flow allocations, which penalize existing urban areas and thus promote urban sprawl.</p>	8-14
	<p>Additional initiatives include: adding impervious pavement to select paving projects, naturalizing the Honey Creek and day lighting it in select areas and eliminating excess pavement in areas throughout the City wherever possible.</p>	8-14

LAND USE

Goal: Encourage continuation and future development of compatible land uses within our urban community.

Objective 1: Encourage Compatible Infill Projects. Encourage compatible and complementary design of all infill development.

High Priority	Recommendations	Page Number
	Recommendation 1.1: Recommend all housing rehabilitation and new construction projects to be compatible with the historic character of the neighborhood.	10-2
	Recommendation 1.2: Encourage mixed density and dwelling types as a means of diversifying the housing stock.	10-2
	Recommendation 1.3: Encourage compatible scales of development when locating commercial next to housing.	10-2
	Recommendation 1.4: Develop design guidelines for residential neighborhoods based on the period of construction and architectural style.	10-2
	Recommendation 1.5: Explore opportunities for parcel consolidation to allow for greater flexibility to meet market demand.	10-2

Objective 2: Support a Mix of Uses in the Community Continue to support the presence of a strong mix of uses.

High Priority	Recommendations	Page Number
	Recommendation 2.1: Redevelop underutilized parcels throughout the City to integrate commercial uses with public amenities.	10-2
	Recommendation 2.2: Continue to consider market demand for commercial, industrial and housing uses when planning future development projects.	10-2

LAND USE

Objective 3: Preserve Existing Residential Character Preserve existing single family and multi-family housing character within residential neighborhoods and corridors, unless poor maintenance requires demolition.

High Priority	Recommendations	Page Number
	Recommendation 3.1: Utilize the City's historic preservation and architectural review tools to help preserve the character of existing residential neighborhoods.	10-2

Objective 4: Support Sustainable Redevelopment Projects Incorporate sustainable building and stormwater techniques into redevelopment projects.

High Priority	Recommendations	Page Number
	Recommendation 4.1: Identify sites where stormwater best management practices, including rain barrels, rain gardens, bioswales, porous pavement, recessed parking islands, and native plantings can be implemented.	10-2
	Recommendation 4.2: Encourage sustainable building practices for redevelopment throughout the City.	10-2
	Recommendation 4.3: Consider the adoption of a Green Building Code, which might include aspects of water conservation, graywater reuse, energy production and pedestrian-oriented amenities, to promote sustainable development.	10-2

Objective 5: Establish Appropriate Buffers and Transitions Create appropriate buffers and transitions between uses.

High Priority	Recommendations	Page Number
	Recommendation 5.1: Implement the City's Zoning Ordinance site and landscaping requirements.	10-2
*	Recommendation 5.2: Encourage appropriate transitions in building scale and character from commercial corridors to residential neighborhoods.	10-3
	Recommendation 5.3: Direct traffic to the major street system to prevent traffic from over-utilizing residential streets.	10-3
	Recommendation 5.4: Provide adequate off-street parking and loading facilities that are screened from public view.	10-3

LAND USE

Objective 6: Reinforce Public Spaces with Redevelopment Opportunities Redevelop underutilized sites to provide outlot opportunities that reinforce the public space of the corridor.

High Priority	Recommendations	Page Number
	Recommendation 6.1: Include public open spaces and landscape features to divide large parking lots and serve as transitional spaces.	10-3

Objective 7: Ensure Adequate Circulation throughout the City Ensure adequate and accessible circulation and parking to and within future development projects.

High Priority	Recommendations	Page Number
	Recommendation 7.1: Encourage shared parking between merchants where feasible.	10-3
	Recommendation 7.2: Consolidate curb-cuts, where possible, to provide a safe and efficient traffic system.	10-3
	Recommendation 7.3: Locate new buildings along the right-of-way with parking behind or between buildings, as parcels redevelop.	10-3
	Recommendation 7.4: Provide linkages between employment centers and nearby housing to allow residents to walk and bike between uses.	10-3
	Recommendation 7.5: Create wayfinding elements and establish bicycle and pedestrian linkages between housing areas, schools, and nearby parks.	10-3

LAND USE

Objective 8: Support Collaborative Downtown Improvement Efforts Continue to foster the development of W. Greenfield Ave. as a main street destination.

High Priority	Recommendations	Page Number
	Recommendation 8.1: Implement streetscape improvement projects which uniquely identify the downtown.	10-3
	Recommendation 8.2: Support the Main Street program and the Downtown West Allis Business Improvement District.	10-3
	Recommendation 8.3: Continue to work with property owners on façade improvements through façade grant and loan programs.	10-3
	Recommendation 8.4: Create visible linkages, such as wayfinding signage, between downtown storefronts and parking lots.	10-3

Objective 9: Promote transit-oriented development Support high-density mixed-use development in corridors and districts that have potential to utilize mass transit.

High Priority	Recommendations	Page Number
	Recommendation 9.1: Support the existence of mass transit within the metro Milwaukee area.	10-3
	Recommendation 9.2: Review the City's Zoning Ordinance for compatible land use and zoning to ensure that high density is permitted along a potential mass transit corridor.	10-3

Objective 10: Land Use Implementation Use this plan as a basis for reviewing development applications and as the foundation for re-writing the City's Zoning Ordinance.

High Priority	Recommendations	Page Number
*	Recommendation 10.1: Re-evaluate the City's Zoning Ordinance and Site, Landscaping and Architectural Review Guidelines.	10-3

INTERGOVERNMENTAL COOPERATION

Goal: Build and maintain mutually beneficial relationships and open communications with intergovernmental jurisdictions and authorities that provide cost-effective, orderly services and compatible development within West Allis and the region.

Objective 1: Support coordination with the WAWM School District. Continue to work with the West Allis-West Milwaukee School District on the future needs of facilities and services within the community.

Objective 2: Maintain communication with adjacent communities. Maintain continuous communication and comprehensive planning participation with surrounding municipalities.

Objective 3: Coordinate with other entities to support Smart Growth. Work with neighboring municipalities, overlapping jurisdictions and regional entities on the development of plans and policies that support Smart Growth development within West Allis and the region.

City of Milwaukee

High Priority	Recommendations	Page Number
	Recommendation 1.1: The City of West Allis should work with the City of Milwaukee to encourage property maintenance and commercial improvements along W. Oklahoma Avenue and the remainder of its southeastern border.	11-2
	Recommendation 1.2: The City of West Allis should work with the City of Milwaukee to encourage transportation, commercial and neighborhood improvements in Milwaukee south of I-94 and north of West Allis' border, as this area serves as a gateway into West Allis for many interstate commuters.	11-2
	Recommendation 1.3: The City of West Allis should maintain awareness of the planning efforts in the City of Milwaukee, review drafts and provide comments regarding policy recommendations; in order to strengthen economic conditions and quality-of-life measures in the metro region through compatible urban redevelopment.	11-2

INTERGOVERNMENTAL COOPERATION

City of Greenfield

High Priority	Recommendations	Page Number
	Recommendation 2.1: The City of West Allis should continue to work with the City of Greenfield to ensure compatible development, with particular attention to the area including West Allis' Morgan Avenue Yard.	11-2
	Recommendation 2.2: The City of West Allis should work with the City of Greenfield to assure that transportation corridors, such as Hwy 100 and north-south bike routes, transition between municipalities in accordance with desired standards.	11-2

City of Wauwatosa

High Priority	Recommendations	Page Number
	Recommendation 3.1: The City of West Allis should continue to work with the City of Wauwatosa to assure compatible development, transportation infrastructure and economic development issues associated with their shared borders, with particular attention to the Hwy 100 corridor.	11-4

City of New Berlin

High Priority	Recommendations	Page Number
	Recommendation 4.1: The City of West Allis should work with the City of New Berlin on creating compatible development and improved gateway corridors between the two communities.	11-4

City of Brookfield

High Priority	Recommendations	Page Number
	Recommendation 5.1: The City of West Allis should seek collaboration with Brookfield, New Berlin and the State of Wisconsin for any future transportation improvements to W. Greenfield Ave.	11-4

INTERGOVERNMENTAL COOPERATION

Village of West Milwaukee

High Priority	Recommendations	Page Number
	Recommendation 6.1: The City of West Allis should work with the Village of West Milwaukee to ensure that mutually beneficial and compatible development is planned along its borders.	11-4
	Recommendation 6.2: Key transportation and gateway corridors with West Milwaukee, such as W. National and W. Greenfield Avenues, should be looked at for improvements.	11-4
	Recommendation 6.3: West Allis should continue to evaluate its service relationships with West Milwaukee and look for ways to improve its efficiency and quality.	11-4

State of Wisconsin

High Priority	Recommendations	Page Number
	Recommendation 7.1: West Allis should continue to be aware of State legislation and work with State agencies to implement local actions.	11-5
	Recommendation 7.2: West Allis should work with the State to ensure that adequate funding, through revenue sharing and other programs, is allocated to first-ring industrial cities.	11-5

Wisconsin Department of Transportation

High Priority	Recommendations	Page Number
	Recommendation 8.1: The City of West Allis should continue to work with WisDOT to ensure that state controlled transportation projects complement local goals and objectives, with particular attention to the Zoo Interchange.	11-5

INTERGOVERNMENTAL COOPERATION

Wisconsin Department of Natural Resources

High Priority	Recommendations	Page Number
	Recommendation 9.1: West Allis should continue to work with the WDNR to attain funding and assistance for the management and redevelopment of contaminated sites throughout the City.	11-5
	Recommendation 9.2: The City should ensure that the policies of the WDNR do not prohibit urban redevelopment and promote sprawl.	11-5

Wisconsin State Fair Park

High Priority	Recommendations	Page Number
	Recommendation 10.1: As a major landholder, traffic generator and consumer attraction, West Allis should engage the Wisconsin State Fair Park in discussions regarding long-range plans for the site.	11-6
	Recommendation 10.2: The City should communicate with State Fair to ensure that all proposed land uses and new developments complement the City's vision at this site.	11-6
	Recommendation 10.3: Peak traffic demands associated with the park should be integrated with the city's infrastructure capacity.	11-6

Milwaukee County

High Priority	Recommendations	Page Number
	Recommendation 11.1: Work with Milwaukee County to ensure long-term maintenance of streets, parks, parkways and regional transit within West Allis.	11-6
	Recommendation 11.2: West Allis should engage in communications with the County pertaining to the preservation, contraction or expansion of existing programs, as the County defines its future role in providing services.	11-6
	Recommendation 11.3: The City should maintain discussions with the County pertaining to the continuation and formation of TIF districts within the City.	11-6

INTERGOVERNMENTAL COOPERATION

Milwaukee County Transit System

High Priority	Recommendations	Page Number
	Recommendation 12.1: The City of West Allis should work with MCTS to assure that regional transit service continues to be offered within the city.	11-6
	Recommendation 12.2: West Allis should identify and provide suggestions for improvements to transit service, such as potential Bus Rapid Transit or fixed-rail service within the City of West Allis.	11-6
	Recommendation 12.3: West Allis should participate in discussions regarding the formulation of a regional transit authority to oversee the preservation and management of the region’s transit system.	11-7

Milwaukee Metropolitan Sewerage District

High Priority	Recommendations	Page Number
	Recommendation 13.1: The City of West Allis should work with MMSD to ensure that MMSD’s policies are not so onerous that they make sustainable urban redevelopment more costly than greenfield sprawl. (Cost prohibitive redevelopment policies should be modified to support a balance between user fees and developer costs.)	11-7
	Recommendation 13.2: The City of West Allis should continue to review plan documents and participate in discussions with MMSD, as potential stormwater or water restoration projects are considered.	11-7

INTERGOVERNMENTAL COOPERATION

West Allis-West Milwaukee School District

High Priority	Recommendations	Page Number
	<p>Recommendation 14.1: The City should work with the School District on mutually beneficial upgrades to its facilities, such as the conversion of paved play areas to grass fields.</p>	11-7
	<p>Recommendation 14.2: As a sensitive traffic generator, with considerable attention needed to safety, the City should continue to work with the School District on establishing or maintaining transportation amenities throughout the city to service the needs of the District.</p>	11-7
	<p>Recommendation 14.3: The City should encourage the implementation of workforce development curricula to foster growth from secondary education to the labor force; trade, tech and apprentice programs; technical colleges; and/or, universities.</p>	11-7
	<p>Recommendation 14.4: The City should continue to work with the School District on implementing cost-effective redevelopments through TIF that will financially benefit both parties.</p>	11-7

Milwaukee Area Technical College

High Priority	Recommendations	Page Number
	<p>Recommendation 15.1: West Allis should maintain current with MATC's long-range plans for its West Allis campus and plan mutually beneficial land use and transportation infrastructure accordingly.</p>	11-7
	<p>Recommendation 15.2: The City should continue to work with MATC and the private sector to develop and provide workforce development programs that coincide with local economic development efforts, including programs aimed at non-matriculating high school students.</p>	11-7
	<p>Recommendation 15.3: West Allis should maintain open communication and planning participation with MATC regarding the financing and formation of redevelopment projects, such as TIF districts.</p>	11-7

INTERGOVERNMENTAL COOPERATION

Southeastern Wisconsin Regional Plan Commission

High Priority	Recommendations	Page Number
	Recommendation 16.1: The City should work with SEWRPC to promote policies that capitalize upon the economic and environmental benefits of urban redevelopment, and limit or equalize the cost of urban sprawl.	11-9
	Recommendation 16.2: West Allis should continue to work with SEWRPC on regional planning issues by participating in the formulation and adoption of land use, transportation and housing plans.	11-9

Milwaukee 7

High Priority	Recommendations	Page Number
	Recommendation 17.1: West Allis should continue to work with the Milwaukee 7 to improve the economic status of the region, including West Allis, by regularly communicating ideas and pursuing activities that are complementary.	11-10

Wisconsin Economic Development Association

High Priority	Recommendations	Page Number
	Recommendation 18.1: West Allis should continue to work with WEDA on advancing the economic prowess of the state in a manner that provides prosperity to West Allis and the Milwaukee region.	11-10

First-Ring Industrial Redevelopment Enterprises

High Priority	Recommendations	Page Number
	Recommendation 19.1: The City of West Allis should continue to work with FIRE in pursuing redevelopment projects that reinvigorate brownfield property, assist mixed-use development and/or expand businesses that provide jobs for local residents.	11-10

INTERGOVERNMENTAL COOPERATION

Downtown West Allis Business Improvement District

High Priority	Recommendations	Page Number
	Recommendation 20.1: The City should work with the BID to preserve the cultural heart of the community through mutually beneficial improvements, such as enhanced signage, building facades, streetscape elements and landscaping.	11-11
	Recommendation 20.2: The City should encourage the BID to pursue energy-efficient upgrades and conservation measures that increase the competitive advantage and image of Downtown West Allis.	11-11

Milwaukee County Federated Library System

High Priority	Recommendations	Page Number
	Recommendation 21.1: West Allis should continue to evaluate its participation within MCFLS as an optimal way of providing cost-effective and improved library services to the citizens of the city.	11-11