

BUSINESS

FIRST

Winter 2015

News from THE CITY OF WEST ALLIS

“A city is not an accident, but the result of coherent visions and aims.”

- Leon Krier, The Architecture of Community

National Avenue has been a keystone in the social and economic history of West Allis. Built before there were cars, National Avenue continues to connect homes, businesses, and institutions across several neighborhoods. Today, however, this major urban corridor faces some new challenges.

How do we attract new stakeholders to help create a vibrant business corridor? What is needed to transform the physical and architectural appearance of properties? What identity can be brought to the area to foster a unique business district? What do resident and business owners see or need in the surrounding neighborhoods?



Proposed Facade Improvements - 8004 -10 W. National Ave.

The West National Avenue Corridor will always be an essential economic artery of the city of West Allis. Positive changes have occurred in recent years, including the construction of the Heritage Senior Living apartments and PyraMax Bank, the development of the new West Allis Skate Park, and the attraction of unique restaurants like Chef Paz and Butch's Steakhouse (coming soon).

Between S. 68 St. and S. 95 St. the Corridor is embedded within dense residential development and hosts various food and retail destinations, essential services, and government institutions, all while serving as a major east/west transportation route for automobiles, public transportation, bicyclists and pedestrians.

From interested business and property owners to elected officials, the National Avenue Corridor is recognized as an area in need of a vision to grow and build upon these recent investments to create success. And, a future street reconstruction project planned in 2018 between S. 70 St. and S. 76 St. and between S. 92 St. and S. 95 St., creates the opportunity to analyze the Corridor and design a street that improves the overall business and neighborhood experience of the area.

For any vision to be successful in transforming a neighborhood or business corridor, community input and support are essential. To assist with this process, the City has hired GRAEF, a leading planning firm in the Milwaukee area. In addition to looking at the physical and market condition of the area, they will also look to gather local input through various platforms to assist with the Plan's formation.

In the coming months, GRAEF and the City will embark on the process of welcoming input from stakeholders both within the Corridor and throughout the community as a whole. Be sure to visit our website for updates and opportunities for participation.

www.westalliswi.gov/nationalavenue



Department of Development
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www.westalliswi.gov

WHAT'S HAPPENING



Juneau Highlands - TID 6

The Dickman Company has proposed a \$7-million, 120,000 sq. ft., multi-tenant light industrial building for the property of 1960 S. 67 Place. Currently, the City and the Dickman Company are negotiating terms for the sale of the land. The project would start construction in March of 2015 and would be available for occupancy by late fall. The Community Development Authority of the City of West Allis acquired the property in 2004 and prepared the site through the use of Tax Increment Financing (TIF), as well as several federal and state grants. Today, the site is pad-ready to accommodate up to a 150,000 sq. ft. building.



92 Commons

Construction of these 38 luxury apartments was completed in November of 2014 and all of the rental units are fully leased. Now valued at nearly \$4 million, the 3-acre site includes two 19-unit buildings with attached garage parking and a range of one and two bedroom floor plans with several attractive amenities to choose from including: dishwasher, washer & dryer in each unit, private entries and hardwood floors. The 92 Commons apartments offer a non-smoking and pet friendly housing option within close proximity to Reservoir Park, Aurora West Allis Medical Center and the Milwaukee Regional Medical Campus.

West Allis DOWNTOWN

Aggie's Bakery & Cake Shop is here!! Owners, Adam Purcell and his mother, Aggie have expanded their baking operations from their current Milwaukee location to 7328 W. Greenfield Avenue.

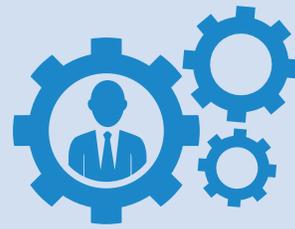
Items available include: cakes for all occasions, wedding cakes, cookies, cupcakes, fruit dumplings, Danish, brownies, donuts and bagels. They will also be serving coffee, espresso drinks, teas and juices. Stop in on Sunday for hot ham and rolls!

7 West Bistro & Ultra Lounge owners, Ed and Ana Brown, will be opening their business at 7211 W. Greenfield Avenue.

Ed and Ana will provide a high-end upscale lounge and keep the same décor as the previous owners. Plans include updating the kitchen to include more food offerings, adding more lounge chairs and a 50" TV behind the bar. Look for their Grand Opening coming soon.

RC Vintage Furnishings is our newest addition to West Allis Downtown. Located on the corner of 71st & Greenfield, owner, Rodrigo Castaneda, offers unique antiques and collectibles. Take a trip inside for an exceptional shopping experience.

For more information about West Allis Downtown, log on to our website: www.WestAllisDowntown.com.



WELCOME TO WEST ALLIS!

Fusion Café Open in West Allis!

West Allis is fortunate to be home to many excellent restaurants, and the Fusion Café located at 1427 S. 108 St., just south of W. Greenfield Ave., is becoming a local favorite for those seeking authentic Chinese food without the commute to Chicago. The restaurant also features a Chinese bakery with delicious pastries like bbq pork buns, pineapple buns, moon cakes, winter melon... and an assortment of teas.

What customers are saying about the Fusion Café:

"The best hot and spicy beef noodle soup in town... can't wait to go back to try other dishes."

"I haven't been able to find a place that sells bakeries like that without having to go to Chicago's Chinatown."



West Allis West Milwaukee Chamber of Commerce

The WAWM Chamber of Commerce and their businesses support our Veterans! Majdecki's Piggly Wiggly hosted the Disabled American Veterans West Allis Chapter 19 on Saturday, September 27th. Volunteers were at the store with their "Forget Me Nots" requesting donations for the DAV. Pawn America in West Allis made a commitment to match funds raised during this event. The "Forget Me Nots" raised \$751.75 and Pawn America presented a check for \$1,000.

We also worked with the General Mitchell PTA families who organized a Food Drive for the Disabled American Veterans which was distributed to the Veterans in need this holiday season!

