

BUSINESS

FIRST

News from THE CITY OF WEST ALLIS

Winter 2016

“Element 84” Market-Rate Apartment Development to Break Ground in Spring/Summer 2016

The City of West Allis has received a proposal from Ogden & Company to develop 216 units of market-rate apartments in the vicinity of S. 84 St. and W. Greenfield Ave., behind Walgreens and the new Hampton Inn & Suites. The \$34-million, two-phased development called “Element 84” will begin construction in the spring/summer 2016. The City is working with Ogden to finalize financing, which may include Tax Incremental Financing (TIF) assistance.

The project will be constructed over two phases. The first phase, which will be completed in the summer/fall of 2017, will include approximately 106 units in two (2) buildings and 10,000 sq. ft. of retail space along S. 84 St. The second phase includes approximately 110 units in two (2) buildings and would likely begin in the fall/winter of 2017 and be completed by the winter/spring of 2018. Units include studio apartments, 1-bedroom units, 1-bedroom units with a den, and 2-bedroom units, ranging in size from 750 sq. ft. to 1,138 sq. ft. Rental rates will range from approximately \$750/month to \$1,415/month.

The four-building development will include high quality amenities, including an in-ground pool, rooftop community room and patio/garden, fitness center, grilling stations, bike stations, an onsite property management office, and approximately 240 underground parking spaces and 100 surface parking stalls. The units will have condo-quality finishes, such as tile floors in the bathrooms, granite countertops, stainless steel appliances, large windows and balconies, 9-ft. ceilings, and wide base and casing trim.

Ogden & Company has been a leading brand in the metro-Milwaukee real estate market since 1929, now with over 20,000 units under management. The City is excited with the redevelopment momentum that the Hampton Inn & Suites and now “Element 84” have brought to the community.



COMING SOON TO WEST ALLIS

Since we are what we eat, eat the good stuff...

West Allis welcomes a new boutique business to National Ave. BD (Beth Doyle) Cooking is a personal chef company that will provide a variety of culinary services within the former Cunningham's diner building at 7109 W. National Ave.



Ms. Doyle's plan includes converting approximately 800 sq. ft. of space to a commercial kitchen for small scale catering, private chef services, cooking classes (on site and in-home) and meal planning. Her business plan will also include food preparation for sale at farmers markets. Ms. Doyle has a background in marketing, receiving her BBA from the University of Notre Dame, her MBA from DePaul University and her culinary diploma from the Institute of Culinary Education in New York City, where she was awarded Top Chef honor for her class. Her portfolio also includes hands-on experience working in restaurants in New York City and Chicago and has taught cooking classes at the Chopping Block, the largest recreational cooking school in Chicago. Bon Appetite!

WEST ALLIS
NATIONAL AVENUE
CORRIDOR
STRATEGIC PLAN

See the Future of National Avenue

The National Avenue Corridor is an important corridor to the community with a number of unique businesses, public spaces, and close family neighborhoods. The City commissioned a comprehensive study of the corridor in order to design strong connections for pedestrians, attract new businesses while addressing commercial storefronts, and developing a concept for the business corridor. The area is part of 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., creating the opportunity to design a street that improves the overall neighborhood experience and image of the area. To see this unique study which could set the stage for future street design in West Allis and change the National Avenue Corridor from a street that people drive through to a street that people go to, visit www.westalliswi.gov/nationalavenue for more info.



West Allis DOWN TOWN

Downtown West Allis Business Improvement District (DWABID) is proud to be working with Carolyn Esswein, Director of Community Design Solutions at UW-Milwaukee. Ms. Esswein and

her staff will be coordinating a corridor study of the Downtown district. In keeping with the DWABID's mission of "Building a Positive Image that Encourages Customer Growth and Welcomes Community Involvement," we are looking to continually improve the Downtown experience.

The Downtown is considering some of the following projects to support the area:

Establish a regularly occurring public event with showcasing downtown merchants, music and food.

Building on successful events such as West Allis A la Carte and the Downtown Car Show, the establishment of an ongoing public event would help attract visitors to the city's downtown. From art to music, the options are many in bringing patrons to the downtown on a regular basis.

Create an awesome downtown public amenity that is family-friendly.

Historically, downtowns have served as a social gathering place. From museums to public spaces, visitors often gather at a center point that is of high-quality or some innovative destination. What should Downtown West Allis explore to create the ultimate experience that appeals to families?

Create a branded downtown entertainment district.

Shopping or dining local is an important concept in supporting small business. There is a great deal to check out in the Downtown, but what is the concept or brand that will draw patrons from the entire metro region? A major upside of this strategy is that it can help turn around the perceptions and showcase the vibrancy of downtown.

Set up a downtown bike share program.

Demographics are consistently evolving and so are transportation choices. With the close proximity to the Hank Aaron trail and large office developments, the implementation of a bike share program would be a benefit to the Downtown and community.

Feel free to email Downtown West Allis with ideas or comments at promotions@downtownwestallis.org.

OnMilwaukee WEST ALLIS HOT SPOTS

Three dining hot spots in West Allis made OnMilwaukee.com's exclusive Best Dining Picks for 2015. Well-deserved congratulations to: **West Allis Cheese and Sausage Shop** - Best Breakfast, **Antigua** - Best Mexican/Latin American food, and **Kegel's Inn** - Best Fish Fry. More details can be found at <http://onmilwaukee.com>.

SPOTLIGHT BUSINESS

**West Allis
West Milwaukee
Chamber of Commerce**

The Ultimate Salad Bar, 10922 W. National Ave. was created as a result of the Cokes family wanting to have more healthy, on-the-go food options because of their demanding work schedules. The family behind The Ultimate



Salad Bar are full-time entrepreneurs and full-time ministry leaders who have owned and operated numerous business ventures. As a result, they are often not home and having a healthy lunch and dinner are sometimes not the easiest to do. So, in 2014 during a family meeting, numerous business ventures were pitched by the seven children and their parents--The Ultimate Salad Bar won. The family is working hard to listen to the demands of the customers while staying true to their business concept of fresh, make it yourself salads and sandwiches. No weighing, no measuring. The family is comprised of hard-working, faithful believers in God who want to be a blessing to the community by providing jobs and contributing to many community causes. Currently, The Ultimate Salad Bar provides free salads to two local churches in West Allis.

Tangie, Latisha, and Michael Cokes look forward to being in the West Allis community for many years to come and count it a blessing to serve such an awesome city.

WHAT'S HAPPENING



- **Goodwill Industries** is moving across the street to 10909 W. Oklahoma Ave. The new location is over 25,000 sq. ft. and will improve the convenience of the donation drop-off and the efficiency of customer parking.

- New skate shop in town! **Transaction Skate Shop LLC** opened at 8004 W. National Avenue. The store sells a variety of skateboards, scooters, accessories, apparel and much more.



- **Wangard Partners**, developer of the 60,000 sq. ft. industrial building at 11528 W. Rogers St., secured a 20,000 sq. ft. lease with Staples. The property was built on speculation, and while the building was being built, Wangard Partners decided to add 10,000 sq. ft. The balance of the property has received letters of intent for leases and is expected to be fully leased before the building is complete.



- Mayor Dan Devine and West Allis/West Milwaukee Chamber of Commerce celebrated the grand opening of the new **Hampton Inn and Suites**. The hotel is accepting reservations and is available for your next event.