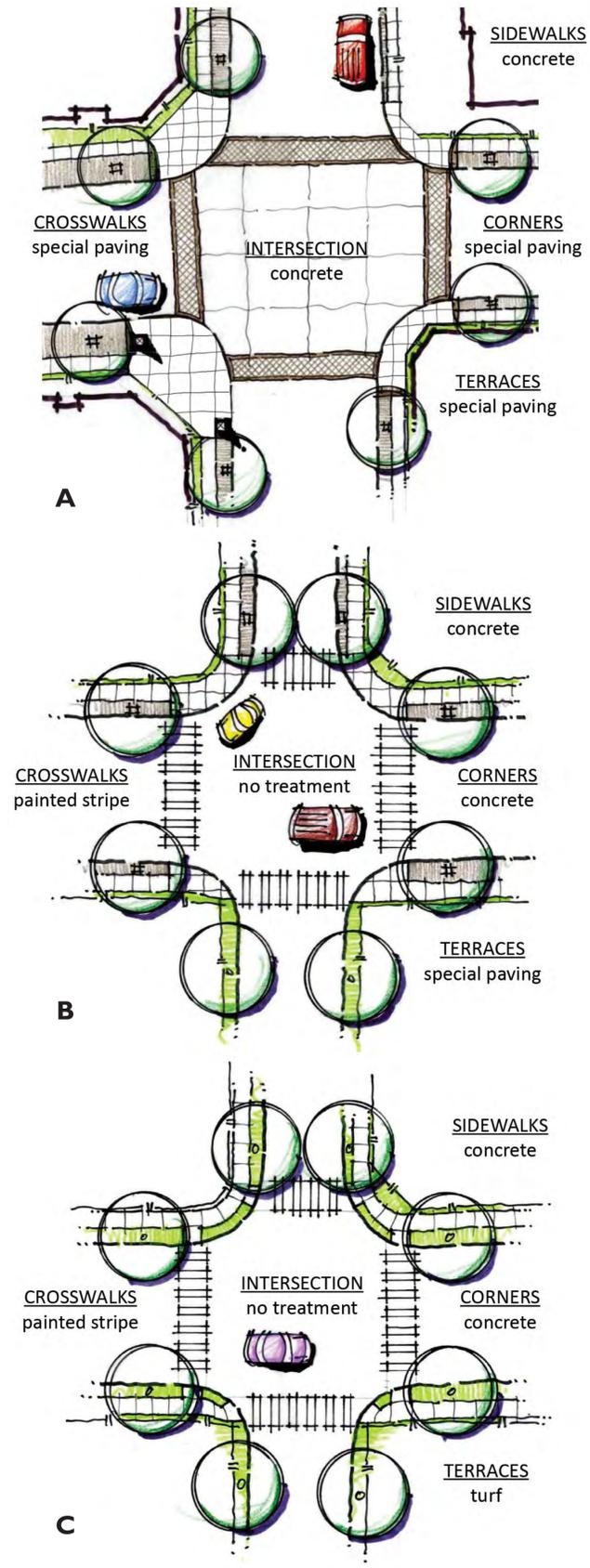
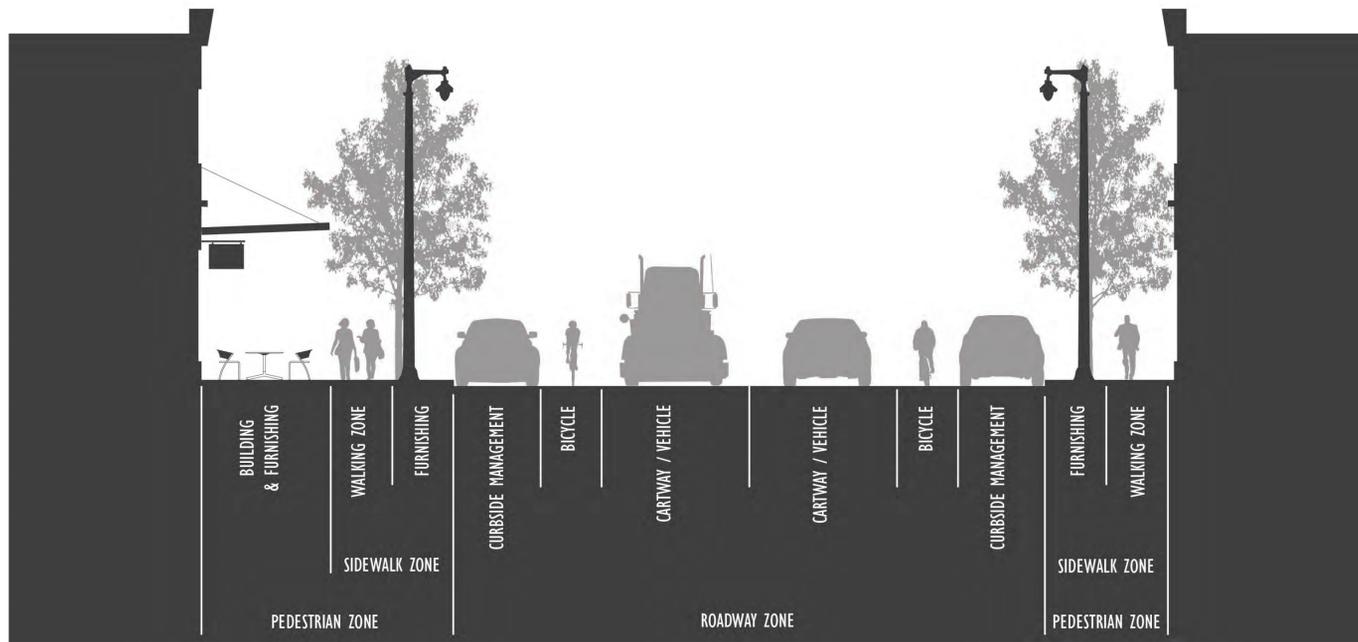


Complete Street Design Matrix			
Street Component	Design Treatment	National Avenue	
PEDESTRIAN ZONE	1.0 Sidewalk Zone		
	1.1 Pedestrian Zone Width	10' minimum	
	1.2 Walking Zone Width	5' minimum	
	2.0 Buildings & Furnishings	2.1 Building Zone Width <sup>1</sup>	varies
		2.2 Façade Zone	●
		2.3 Furnishing Zone Width	3' minimum
		2.4 Bicycle Parking	■
		2.5 Lighting	●
		2.6 Benches	■
		2.7 Sidewalk Cafés	○
		2.8 Street Trees	■
		2.9 Planters	□
2.10 Stormwater Planters		○	
2.11 Street Furniture	■		
2.12 Architectural Features <sup>2</sup>	□		
3.0 Bicycle	3.1 Conventional Bike Lane <sup>3</sup>	■	
	3.2 Green Colored Pavement	○	
	3.3 Bike Route Signs	●	
4.0 Curbside Management	4.1 On-Street Parking <sup>4</sup>	■	
	4.2 Loading Zones	■	
	4.3 Transit Stops	■	
	4.4 Alternative Uses of Parking Lanes	○	
	4.5 Stormwater Management <sup>5</sup>	□	
5.0 Cartway/Vehicle	5.1 Lane Width	11' minimum	
	5.2 Medians <sup>6</sup>	○	
6.0 Intersection Design	6.1 Marked Crosswalks	●	
	6.2 Curb Bump Outs	■	
	6.3 Pedestrian Refuge Islands	■	
	6.4 Bike Boxes	□	
	6.5 Decorative Intersections <sup>7</sup>	□	

**Legend**

- Required
  - High Priority – include if geometry permits
  - Priority
  - Appropriate – in limited circumstances
- <sup>1</sup> Private property  
<sup>2</sup> Information kiosks, trellis, artwork, gateway elements  
<sup>3</sup> 5' striped lane  
<sup>4</sup> 7' width minimum  
<sup>5</sup> Biofiltration  
<sup>6</sup> Only where existing medians exist  
<sup>7</sup> Recommended at key intersections 70<sup>th</sup>, 71<sup>st</sup>, 75<sup>th</sup>, 76<sup>th</sup>, 81<sup>st</sup>, 84<sup>th</sup>, 90<sup>th</sup>, 92<sup>nd</sup>, 95<sup>th</sup>







A



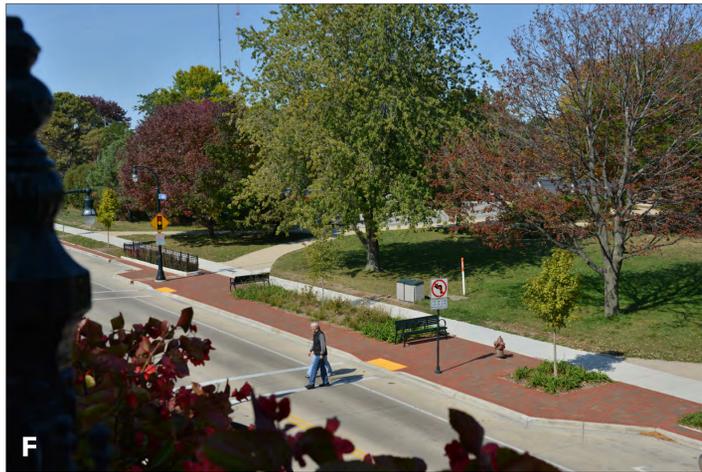
B



D



E



F



G

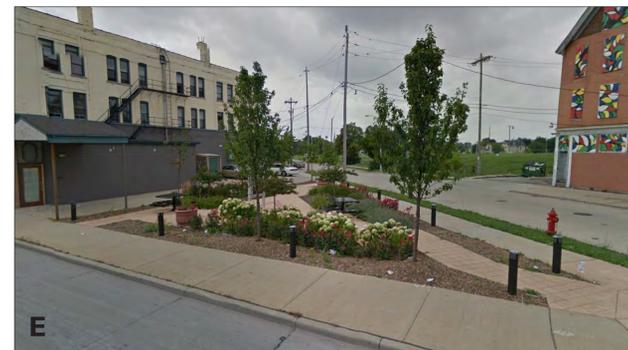
Complete Streets – Bump-out Designs  
**NATIONAL AVENUE CORRIDOR STRATEGIC PLAN**  
 WEST ALLIS, WI



A



B



C



D

Complete Streets – Public Places  
**NATIONAL AVENUE CORRIDOR STRATEGIC PLAN**  
 WEST ALLIS, WI



A



B

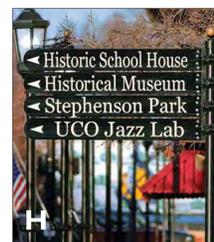


C



D

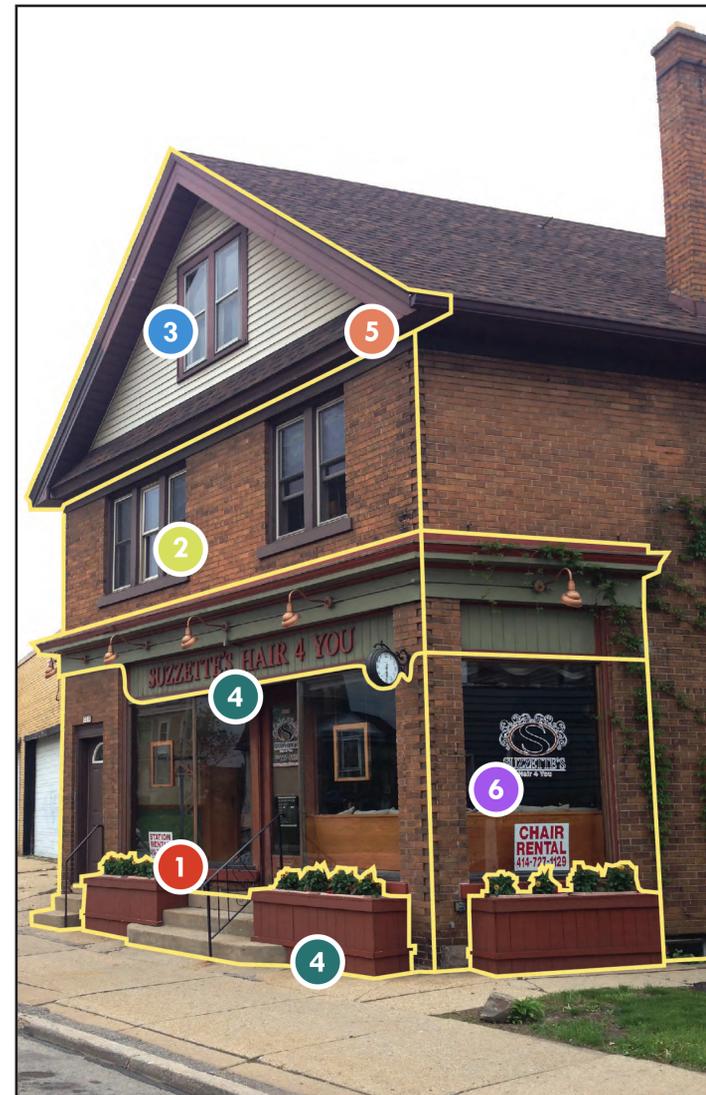






**FAÇADE DESIGN GUIDELINES**  
 (2.2 FACADE ZONE)

- 1 **Zone 1 Façade Base**  
 The base anchors the building to the ground and is the interface between the building and people. The base of the building includes any exposed basement.
- 2 **Zone 2 Façade Middle**  
 The middle of a building abstractly communicates the building's function or use. The transition between the middle and the base or the middle and the top of a building is often articulated by the use of contrasting materials, or ornamental elements.
- 3 **Zone 3 Façade Top**  
 The top terminates the building against the sky and provides opportunity to create an interesting silhouette and, in conjunction with surrounding buildings, an interesting skyline.
- 4 **Zone 4 Façade Base Encroachments**  
 Base encroachments include any element at the base of a building that extend beyond the property line. Elements in this zone may include architectural features, signage, awnings, lighting, and other adornments.
- 5 **Zone 5 Façade Middle & Top Encroachments**  
 Middle encroachments include any element about the base of the building that extend beyond the property line. Elements in this zone may include architectural features, bay windows, signage, balconies, awnings, and other embellishments.
- 6 **Zone 6 Interior Activities**  
 Interior activities include uses that occur on the private side of a building's façade on the ground floor. This zone is important to ensure a certain amount of activity on the ground floor to enliven the street.



**Implement visible façade investments** in the first year, and offer greatest incentives to a few targeted ‘early improvement’ blocks.

Utilize “Eat West Allis” and related promotional programs to **build the brand of National Avenue as a dining destination**, featuring a variety of cuisines – particularly authentic locally-based, non-franchise restaurants in line with the existing local restaurant base.

Engage FIRE and local lenders to **develop a retail and restaurant financial incentive program**, tailored toward business owners living in or near West Allis, that helps to secure new retail, restaurant, and service businesses to fill vacant properties and feature outdoor dining.



Attracting a few more special restaurants like Chef Paz could promote a hip spot for Millennials and Gen-Y to live.

**Concentrate multi-story housing at Six Points / Farmers Market.**

The Farmers Market is a major regional attractor, and a prime location for active urban living.

Successful Corridors are Organized. This could be in the form of a **Business Improvement District (BID)** such as Kinnickinnic in Bay View or an Association or Organization such as North Avenue in Wauwatosa. Other prominent radial corridors in Milwaukee also have BIDs.



6771 W. National Avenue



7008 W. National Avenue



7930 W. National Avenue

