

WEST ALLIS

NATIONAL AVENUE CORRIDOR

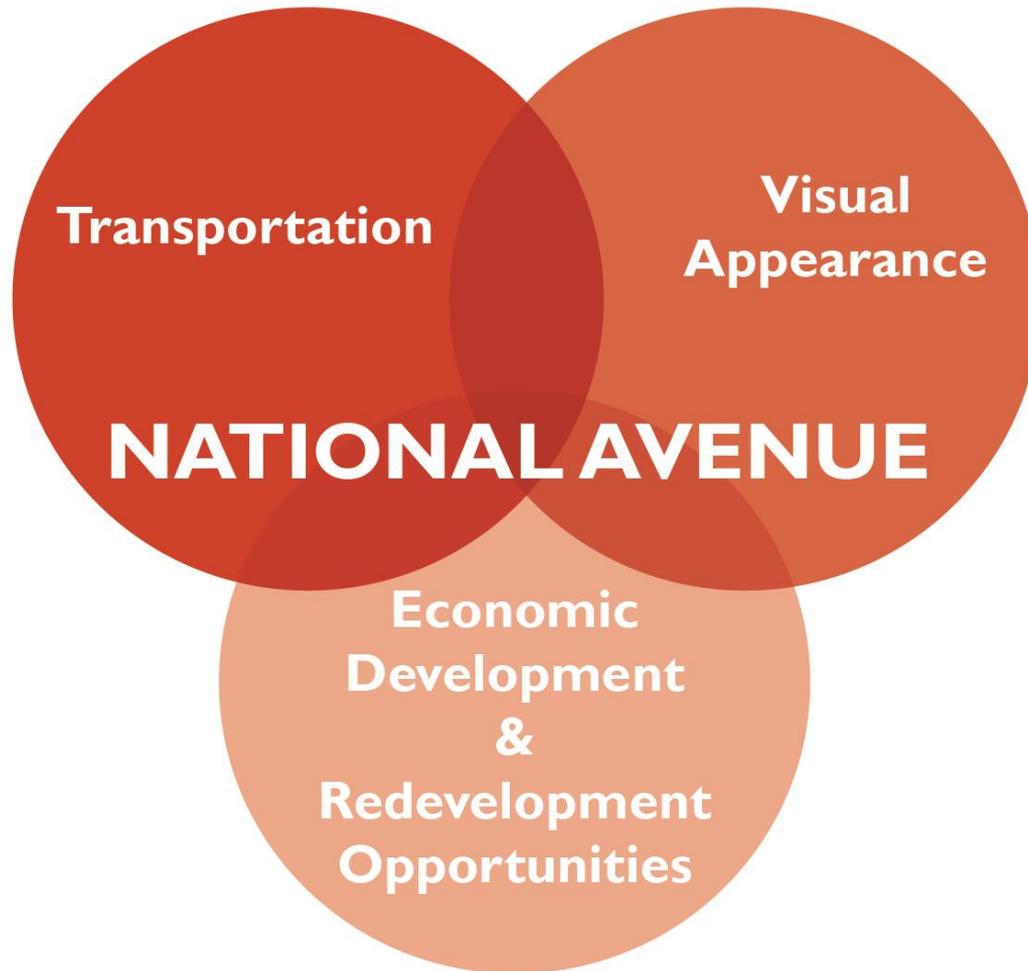
S T R A T E G I C P L A N



WHY THIS PLAN? WHY NOW?

- Create a vision for National Avenue that will guide road reconstruction slated for 2018
- National Avenue has been a keystone in social and economic history of West Allis
- The City of West Allis is committed to supporting, retaining, and attracting residents and businesses to create a more vibrant corridor

PLANNING APPROACH:



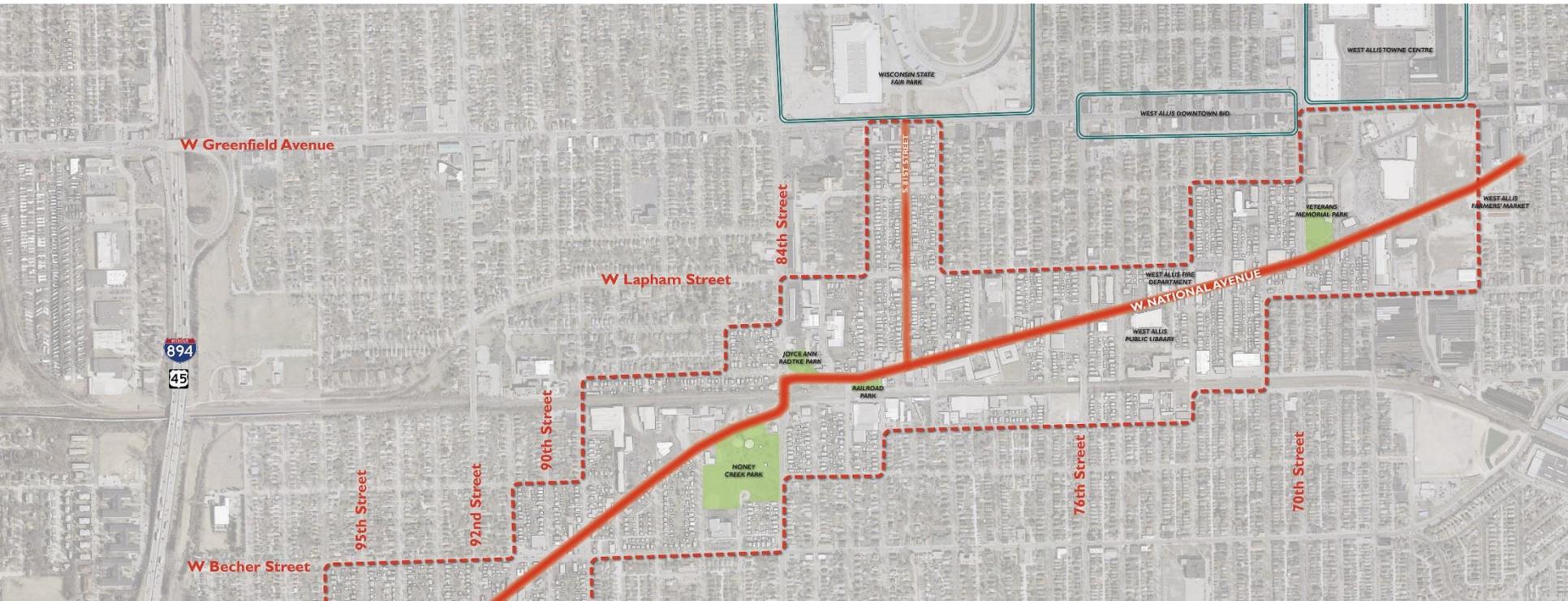
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PLANNING PROJECT BOUNDARY:



PLANNING PROJECT BOUNDARY:



- » Corridor length: 1.9 miles
- » Drive to downtown Milwaukee: ~17 minutes
- » National Avenue traffic counts: 9,600 – 17,000 cars / day

“ [National Avenue]
is more than just
a street or traffic
pattern.

It's what people
recognize ”
West Allis as.





“ It’s a concrete jungle out there. We need more green.”

COMPLETE STREET APPROACH:

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 ¹	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	○	
ROADWAY ZONE	3.0 Bicycle	2.11	Street Furniture	■	
		2.12	Architectural Features ²	□	
		3.1	Conventional Bike Lane ³	■	
	4.0 Curbside Management	3.2	Green Colored Pavement	○	
		3.3	Bike Route Signs	●	
		4.1	On-Street Parking ⁴	■	
		4.2	Loading Zones	■	
		4.3	Transit Stops	■	
	5.0 Cartway/Vehicle	4.4	Alternative Uses of Parking Lanes	○	
		4.5	Stormwater Management ⁵	□	
		5.1	Lane Width	11' minimum	
	6.0 Intersection Design	5.2	Medians ⁶	○	
		6.1	Marked Crosswalks	●	
		6.2	Curb Bump Outs	■	
		6.3	Pedestrian Refuge Islands	■	
6.4		Bike Boxes	□		
	6.5	Decorative Intersections ⁷	□		

Legend

- Required
- High Priority – include if geometry permits
- Priority
- Appropriate – in limited circumstances

¹ Private property

² Information kiosks, trellis, artwork, gateway elements

³ 5' striped lane

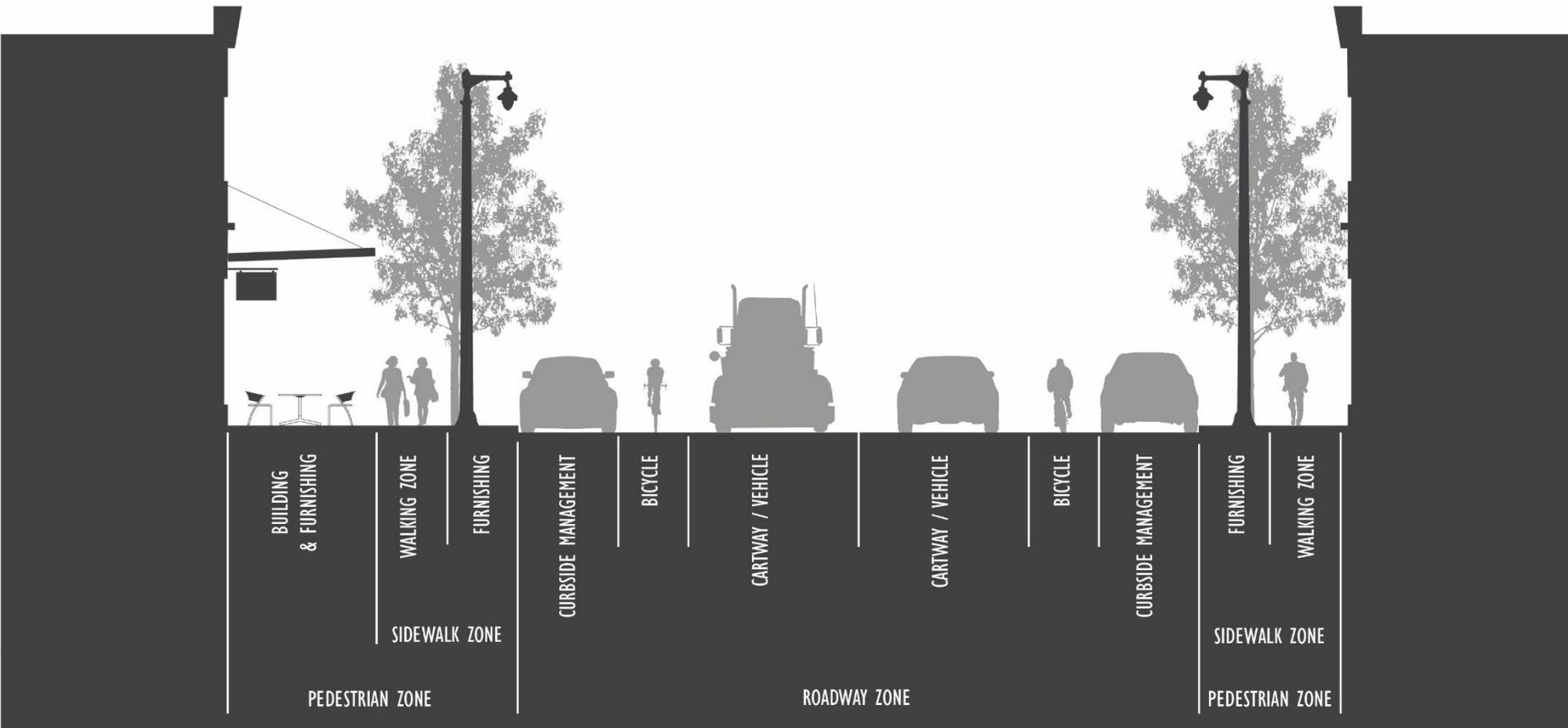
⁴ 7' width minimum

⁵ Permeable pavers and biofiltration

⁶ Only where existing medians exist

⁷ Recommended at key intersections 70th, 71st, 75th, 76th, 81st, 84th, 90th, 92nd, 95th

COMPLETE STREET APPROACH:



COMPLETE STREET ELEMENTS:



2.6 BENCHES

- » Sidewalk seating provide opportunities to pedestrians to enjoy streets, businesses, wait for transit, and take rests, therefore encouraging walkability and connectivity.
- » Benches should be placed at major intersections along National Avenue, especially at existing MCTS bus stops.
- » If possible, benches should be grouped with other street amenities such as trees, planters and trash receptacles.
- » Exterior treatment of benches should match the color of all other street amenities (light poles, bike racks, trash receptacles, etc.).



2.7 SIDEWALK CAFÉS

- » Sidewalks that allow for sidewalk cafés and other amenities can add significant economic value to businesses, increase pedestrian traffic, and improve the street life and amenities to city dwellers.
- » Growth of existing sidewalk cafés and creation of new sidewalk seating areas should be embraced (especially around Becher Corners).



2.8 STREET TREES

- » Trees provide shade, and have the potential to slow traffic speeds, especially when placed on a curb bump out in line with on-street parking.
- » Street trees frame the street and sidewalk, providing rhythm and nature to the life of the street.
- » Street trees are recommended within both Type A and Type B treatment areas along the corridor.



2.9 PLANTERS & PLANTER POTS

- » Planters are 6" high, precast concrete curbs that can hold a variety of vegetation including small, ornamental trees. These planters should be located at all new curb bump-outs as well as widened terrace spaces along the corridor.
- » Planter pots are individual, precast concrete containers that can hold flowers or other small vegetation. Planter pots should be focused within Type A treatment areas and be grouped with seating elements.



2.10 STORMWATER PLANTERS

- » Green infrastructure can be used to capture, treat and infiltrate stormwater runoff through landscaped depressions.
- » Stormwater planters should be focused at new curb bump-outs.

2.11 STREET FURNITURE

- » Other street furniture not previously mentioned (such as trash receptacles), should be focused within Type A treatment areas, grouped with other street amenities, and match the exterior treatment of other amenities.

2.12 ARCHITECTURAL FEATURES

- » Architectural features include information kiosks, wayfinding signage, artwork, and other small, physical structures.
- » Information kiosks and artwork should be designed at a pedestrian scale and be located at high, pedestrian activity areas along the corridor.
- » Wayfinding signage can come in two scales: vehicular and pedestrian. Vehicular gateway signage should be explored at major entry points into the corridor as well as major intersections. Pedestrian wayfinding signage should be focused at high pedestrian activity areas.



PLAN GUIDING ENGINEERING:

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POTENTIAL NATIONAL AVENUE ROADWAY & PEDESTRIAN ZONE -IMPROVEMENTS BETWEEN S. 77TH & S. 70TH - DRIVING WEST TO EAST

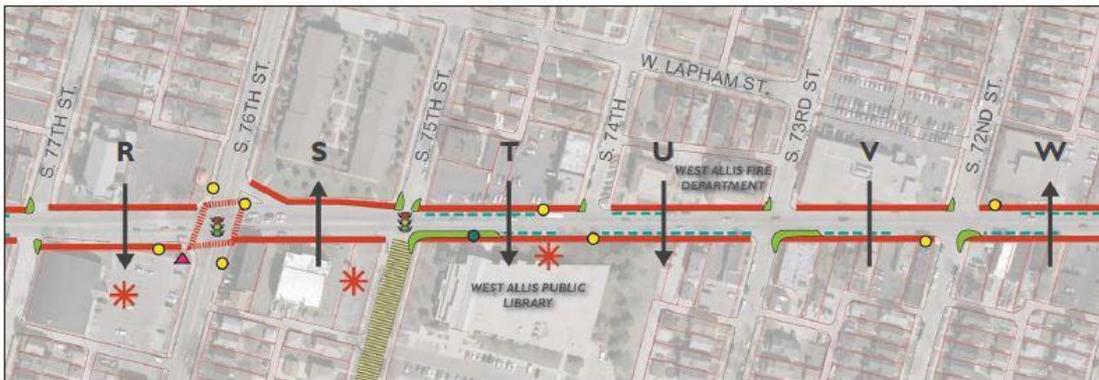
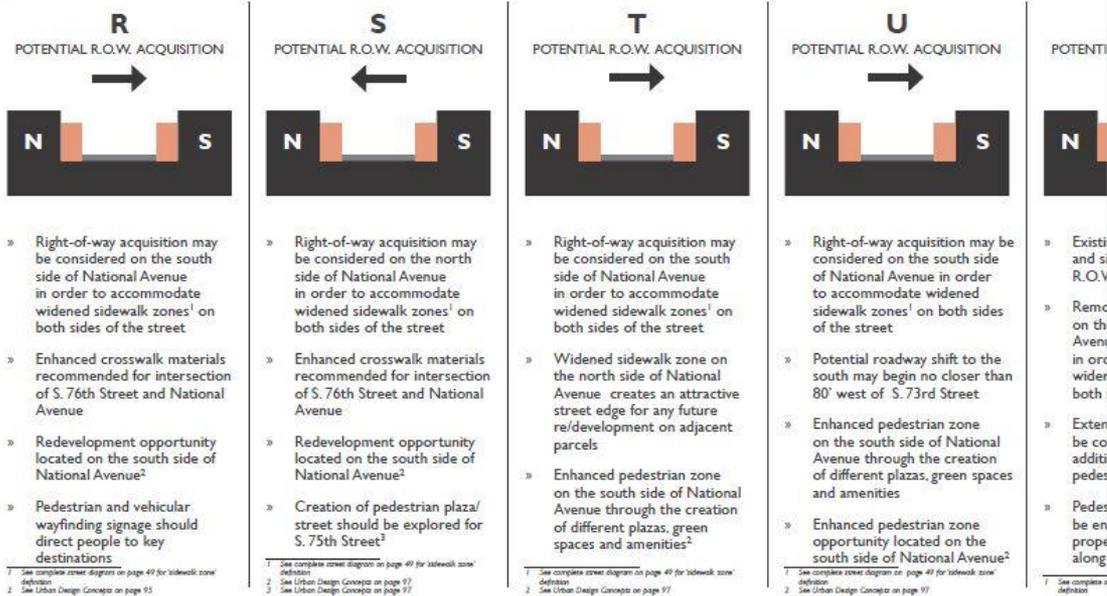


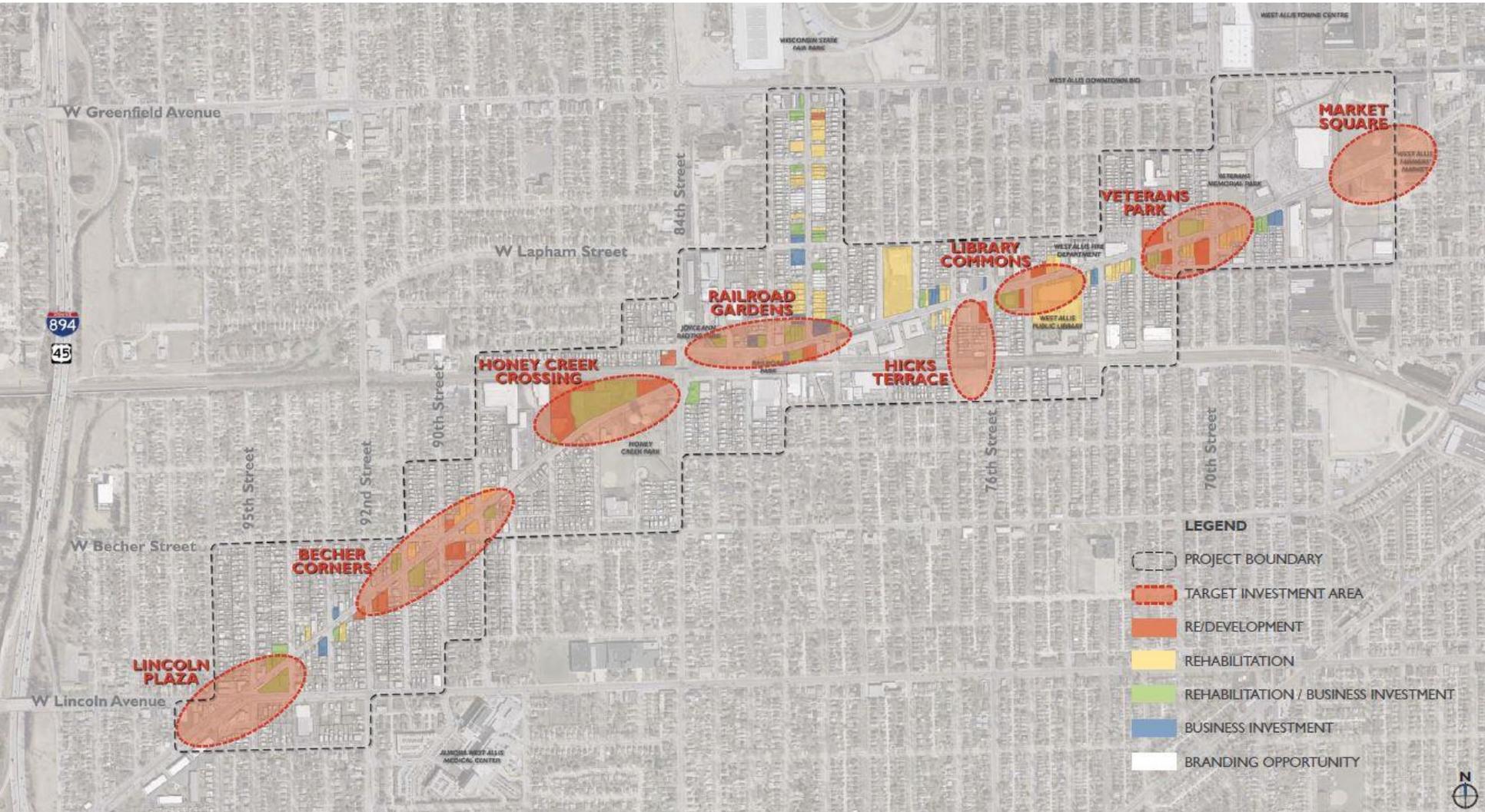
Figure 74. Circulation diagram that shows potential roadway and pedestrian zone improvements.

DISCLAIMER: All potential roadway shifts and new sidewalk zone widths are

LEGEND

- Potential R.O.W. acquisition
- Existing sidewalk zone (10')
- Widened sidewalk zone (~11'-12')
- On-street parking
- Bump out
- Redevelopment opportunity site
- Traffic signal
- Bus stop
- Potential bike share station
- Wayfinding signage
- Major intersection

TARGET INVESTMENT AREAS:



TARGET INVESTMENT AREAS:

92nd Street Plaza

7



TARGET INVESTMENT AREAS:

Honey Creek Crossing

7

Honey Creek Commons provides welcome open feeling of parks and landscape. These is, however, a unique create higher intensity uses along the north side and maintain some of the character of the architecture while adding new residential uses. Along the south side, the existing school use can be improved with landscape elements and circulation that is complementary to (rather than conflicting with) the overall park use. The historical import of this park and its relationship to the historical society needs to be amplified and linked to the target area – Railroad Gardens – to the east.

Recommendations

- a. A new residential court should be created with multifamily units on street edge and east side, gardens in the middle.
- b. Older buildings should be retained and rehabilitated with improved landscape and parking (possibly shared) on west and north.
- c. A new structure should be built with residential or office space and landmark feature on the northeast corner (possibly with shared parking).
- d. Owners should be incentivized to improve landscapes and facades.
- e. New park features and updated play equipment should be added (this might include a stronger, more visible, garden feature on the north. Circulation drives on the south should be revised for busy drop-off times.
- f. The south side drive should be connected to provide continuous parking and circulation (but avoid cut-through traffic).



Figure 90. Honey Creek Crossing urban design concept.

DISCLAIMER: Roadway lines and lane configurations are conceptual in nature and may not reflect local and state design requirements. Further design development must be pursued to determine feasibility of conceptual design.

TARGET INVESTMENT AREAS:

Railroad Gardens



from "railroad" history (such as railroad ties, metal rails, buffer stops, etc.). Garden segments could be different or similar widths, each containing different plant materials (these could, for example, include natural grasses typical of local plant families and histories). The area should include benches and educational elements that describe the history of the railroad and its relationship to West Allis. Parking would be located along the south edge and continued to the east.

- e. Buildings on this site could be rehabilitated and reused as a concession facility providing food service to users of the gardens and plaza. This could be year-round or seasonal. Parking would be located on the south edge and link to the lots to the west and east. A small garden like feature should be included in the northeast corner.

- f. A new multi developed v uses. The pi on 81st Stre features whi or a canopy, garden-like l



Figure 91. Adaptive re-use of former auto shop example.



Figure 92. Vintage railroad car example.



Figure 93. RR themed elements could be included in the design.



Figure 96. Railroad Gardens urban design concept.

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Figure 94. Example of 'garden walk' promenade.

TARGET INVESTMENT AREAS:

Library Commons



Figure 109. Library Commons urban design concept.

DISCLAIMER: Roadway lines and lane configurations are conceptual in nature and may not reflect local and state design requirements. Further design development must be pursued to determine feasibility of conceptual design.

MARKET ANALYSIS & ECONOMIC DEVELOPMENT RESULTS:

- 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.
- Low Rents & Small Buildings → Unique and Authentic Restaurants → Housing Demand: 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.

BUILDING CONDITIONS: Then & Now

6771 W. National Ave



7930 W. National Ave



7008 W. National Ave



“ Millennials do live here. If you want to live in an urban area and cut your commute in half, you live here. If your spouse works in Waukesha, and you work downtown, live in West Allis!”

“ This part of the city is where I grew up. It is a huge corridor for us. If we have people outside of our community using these streets, it’s important that it reflects the values of the city.”

“ I would put in another restaurant in West Allis. I could do it downtown, but I want to do it in West Allis.”