



WEST ALLIS

LIVING STREETS



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Mural Presentation Speakers:

- Dan Devine, West Allis Mayor
- Katie Stensberg, Mural Specialist



WELCOME

- Introductions
- Presentation Overview
 - Importance of Public Art
 - City Process
 - WALs Process
 - Artists & Murals
 - Q&A





2022 Economic Development Highlights

Small Business Assistance



January

- Groundbreaking event for Ope! Brewery
- Façade grant for The Deco Event Space
- \$80k loan to Kegel's Inn for expansion
- 4th & Long Façade Grant and Loan

July

- Castech Site Assessment Grant of \$40k received
- The Deco, State CDI Grant, \$250k received
- Hosted Regional EPA event

August

- \$100k Grant to Grebe's for Covid impacts
- \$100k Grant to Rupena's for Covid impacts

September

- Presented at WEDA Conference
- Hosted Masterminds event
- Business survey

December

- Approved \$43,000 forgivable loan to Su Plus Two Restaurant
- Flour Girl & Flame Expansion

Key Difference Makers: Recruits Landed

- Blast Cleaning
- Perspective Brewing
- Ope! Brewery
- The Deco
- Bars & Recreation



Small Business Assistance

\$804,825

Leveraged investment from businesses
involved

\$5.5 Million



50+

Main Street Bounce Back letters submitted for a total of over \$500,000 to new businesses that opened in 2022.

Business Survey Results

- **85%** satisfied with conducting business in West Allis
- **81%** recommend West Allis as an excellent place to do business
- **87%** report increasing costs as their biggest challenge
- **49%** plan on renovating or expanding in the next five years

**Connections made
with over 100
prospects**





2022 Economic Development Highlights

Major Redevelopment Initiatives



April

- City awarded \$4 million dollar EPA grant
- City received \$39,000 SAG grant for 6325 W National Ave

September

- Three Leaf continues to progress with their 247-unit complex
- Former Taxanol building currently being renovated
- Supported efforts to attract major user for Allis-Yards Development

October

- Completed Business Survey
- Worked with Graef to discuss neighborhood redevelopment efforts
- Met w/ Chr. Hansen on expansion

December

- Makers Row Purchase and Sale Agreement approved by CDA
- SoNa Lofts nears completion
- Blast Cleaning Tech Closed on new property

Former Castech – 6325 W National Ave



SoNa Lofts – 6675 W National Ave



The Deco Event Space
7140 W Greenfield Ave



3 Leaf Proposed Development – 85th & National



Former Tenaxol – 5801 W National Ave



New Liberty Heights Pavilion Conceptual Design





2022 Economic Development Highlights

Special Projects & Marketing



February

- Held pre-cast event for the construction of SoNa Lofts

June/August/September

- Hosted Transit-Oriented Development Bus Tour
- Hosted Masterminds event
- Attended CARW Retail Conference
- Hired Carson Coffield as the Economic Development Specialist

October/November

- Utility box wrap program approved
- Beyond Vision and Bread Pedalers Ribbon Cutting
- Burnham Pointe Park wins Outstanding Park Design Award from WPRA

December

- Pedestrian plaza on 72nd St approved
- WPCA Award for Burnham Pointe Park
- Attended Governor's Conference
- Design concept for Liberty Heights Park Pavilion Developed
- Submit historic preservation grant

West Allis Living Streets had 3 new murals installed:
Alphonso's, Crawdaddy's and The Bread Pedalers



Award-winning Burnham Pointe Park



Public Art Program/Placemaking

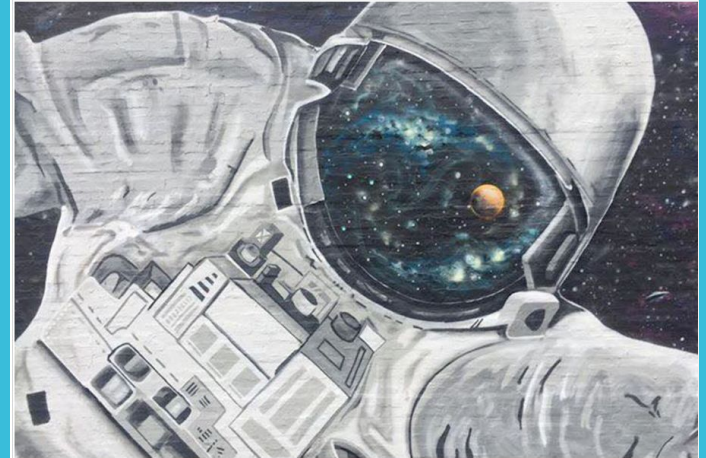
2016 - "Bee in the City" by Lindsay Marx

83RD AND NATIONAL



2017 - "The Astronaut" by Fred Kaems

6125 W. GREENFIELD AVE.



Artscape Leadership Group

Created in May of 2019 by the West Allis Common Council to:

- a. Define projects and solicit artists to fulfill the program's identified goals.
- b. Seek qualified expertise and opinion to help review projects for implementation.
- c. Review and approve projects for implementation.
- d. Develop and execute contracts to ensure project implementation.



Public Art Program/Placemaking

Offers up to 50% towards assistance, not to exceed \$7,500



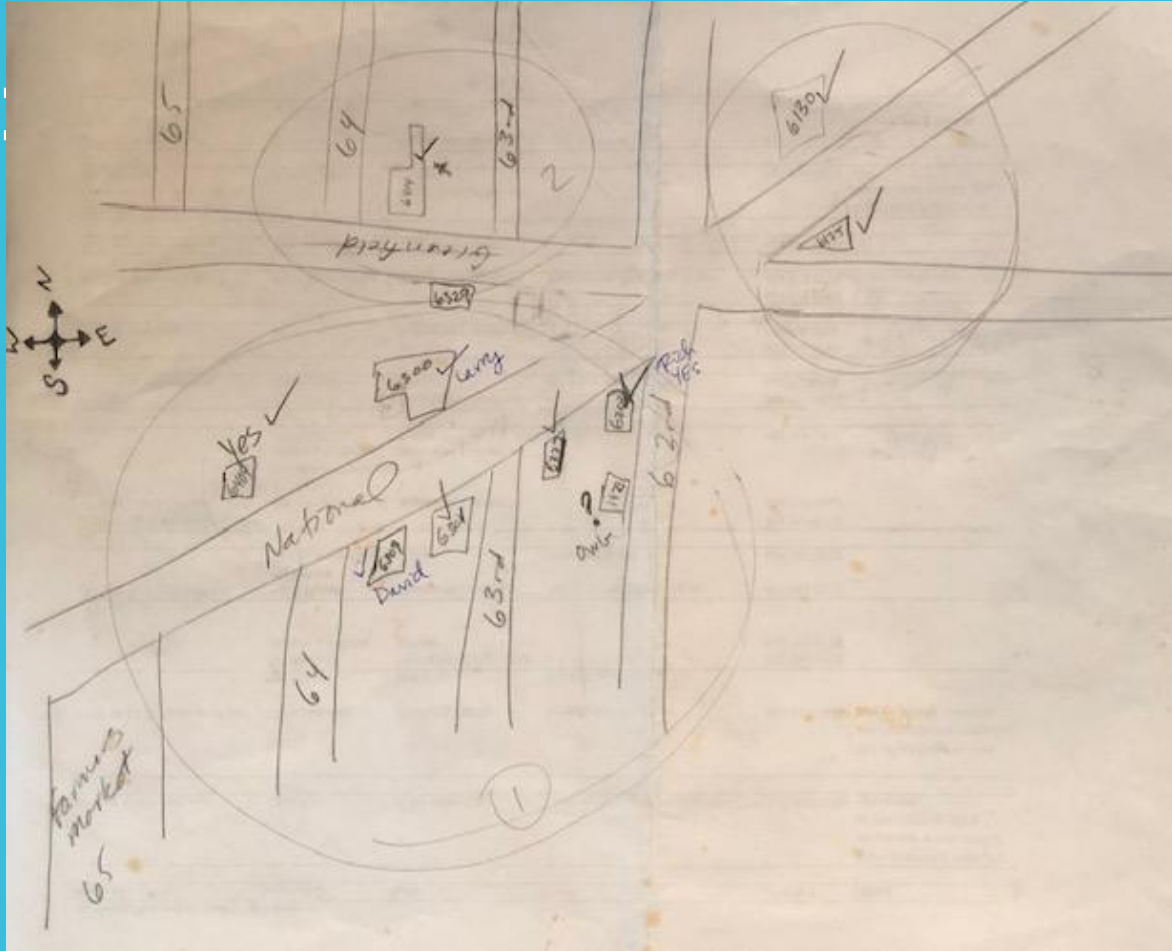
Calling all artists - Utility Box Art Program

- March 10, 2023: Deadline for all sketch and conceptual design submissions
- March 31, 2023: Selection notification to all artists
- May 5, 2023: Deadline for final design submissions
- June 1, 2023 – October 1, 2023: Installation



WALS Process: Location Scouting



[illegible]

Mural Program Property Contact Information

Six Points/Farmers Market Neighborhood					
Property Address	Contact 1	Role	Email	Phone #	Notes
6610 W. Greenfield Ave.	Chris Paul	Buyer (from City)	Capri.ceat@capridnovo.com	262 492-9099	Chris is working with City on a major rehabilitation of this building into a restaurant
6414-16-18 W. Greenfield Ave.	Liana Hakakian	Managing Partner	liana@portman.com	310 422-7439	Out of Los Angeles, they are sitting on the property. kind of an odd situation.
	Ben Elram	Unknown	benelr@post.harvard.edu		
	Dennis Lada	Part of ownership group		310 642-7400	
	Maggie Goodhole	Officer		502 777-2779	
6223-29 W. Greenfield Ave.	Peter Rehab	Registered Contact	6127greenfield@gmail.com	414 943-0320	
	Big Picture Healthcare Solutions	Owner	dpharmad@gmail.com	414 587-2532	
6300-17 W. Greenfield Ave. and 6300 W. National Ave.	Foley & Lardner, LLP	Registered Contact		414 297-5702	
	Milwaukee Homeless Veterans Initiative	Registered Contact		414 630-1417	
	WFF LLC	Owner	fwff@gmail.com	480 719-0910	
6212 W. Greenfield Ave.	Gary Glosch	Registered Owner and Contact	gglosch@glosch.com	414 974-9414	
				414 779-5414	
6130 W. National Ave.	Wells	Registered Contact	800912-2741		
	Wells	Registered Contact	920459-2191		
6125 W. National Ave.	Mark Ganscombe	Owner Representative	mganscombe@ha-bender.com	414 721-0907	
				414 333-0254	Property is for sale
6030 W. Greenfield Ave.	Tom Townsend	Registered Contact		414 915-9869	
1406 S. 62 St. 6131-35 W. Greenfield Ave. and 6303 W. National Ave.	Rich A. Libbey	Registered Contact and Owner		262 670-6070	Do It Yourself Bathroom Owner, may be best to just visit
6277 W. National Ave.	Ben Prescher	Registered Owner		414 745-5365	
	Kevin McFadden	Registered Contact		414 899-3758	Suggest going right to Kevin McFadden

MAYBE

MAYBE

Larry Wells

6203? Carved wall
Do it Yourself

1421 B&B
Lardner
Lardner

6426 Spotlight

Har Design 6329
Sullivan

6203? Carved wall

Do it Yourself

WALS Process: Call for Artists



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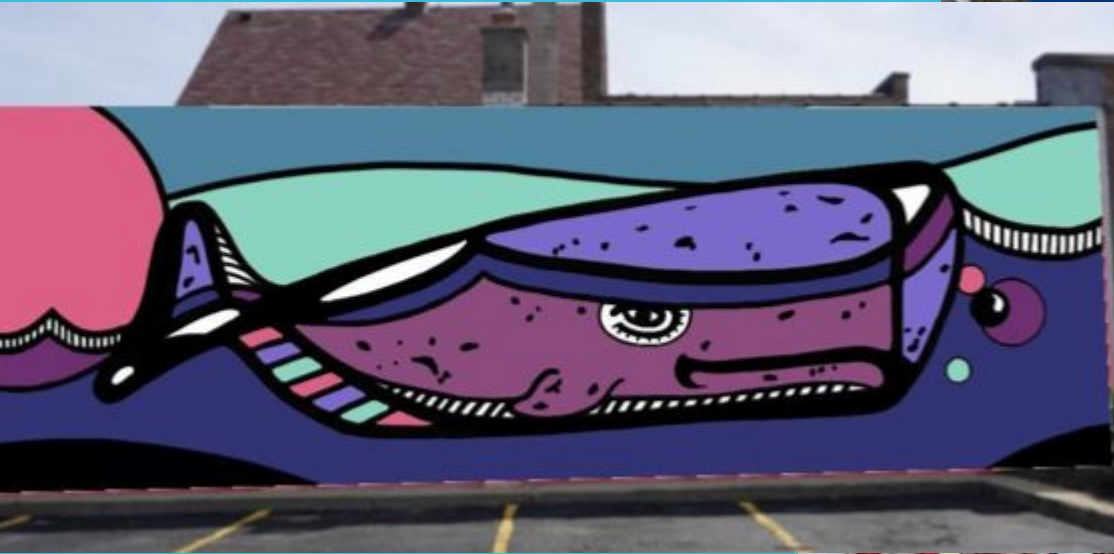
Call for Artists

New Mural Arts Corridor in West Allis, Wisconsin

Released: June 9, 2020

Proposals due: June 30, 2020

WALS Process: Jury Selection



6610 W. Greenfield Ave.



“Wonder Wheel” 6610 W. Greenfield Ave.
Artist: Jason Watts, Elmhurst, Ill.









6900 W. Greenfield Ave.



“Dile B for Birder” 6900 W. Greenfield Ave.
Artist: David Mueller, Milwaukee











7506 W. Greenfield Ave.



“The Night Hare” 7506 W. Greenfield Ave. Artist: Dan Herro, West Allis









Lamplight Inn Building 7400 W. Greenfield Ave.
Artist: Thomas Evans "Detour" Denver, Co.



<https://www.youtube.com/watch?v=hP5ESQ8Sm14>









United Rentals

Downtown
Greenfield Ave
West Allis









2021 WALs: Burnham Pointe District

- Private invite for artists to present their sketch ideas
- Final artists were selected based on proposals
- Three main artists created three murals

“Second Star to the Right” 5901 W. Burnham St.
Artist: Erin LaBonte, Algoma, WI.









“Bioluminescent Creatures” 6016 W. Burnham St.
Artist: Drew York “1,000 Beans”, Milwaukee, WI.













“Flight of Beauty and Unity” 6400 W. Becher St.
Artist: John Kowalczyk, Milwaukee, WI.

















Future Projects - Sculpture Tour?



Thank You

