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**NATIONAL AVENUE CORRIDOR STRATEGIC ACTION PLAN RECEIVES AWARD**

*American Planning Association – Wisconsin Chapter recognizes team's detailed implementation strategy*

**MILWAUKEE (November 8, 2017)** – GRAEF is proud to announce the National Avenue Corridor Strategic Action Plan has been awarded an outstanding achievement in planning award from the American Planning Association – Wisconsin Chapter (APA-WI). The award recognizes the exceptional work of the entire Planning Team, led by GRAEF and comprised of the City of West Allis, Urban Assets and Gruen Gruen + Associates.

The National Avenue Corridor Strategic Action Plan (the plan) is being recognized for outstanding achievement in Urban Design by APA-WI. The plan provides a framework for high-quality corridor planning and urban design of future roadways in the City of West Allis. The plan not only provides a clear vision but also is able to unify different organizations and procedures working to restore, revitalize and redevelop one of West Allis' most notable thoroughfares.

GRAEF, a Wisconsin-based planning, engineering and design firm, is joined in accepting this award along with the City of West Allis, Urban Assets and Gruen Gruen + Associates. The City of West Allis contracted with GRAEF to develop the plan. The hands-on process included a substantial civic engagement strategy, which included online surveys, interviews, open houses, focus groups and workshops to ensure every interested West Allis resident and business owner had an opportunity to provide input, much of which was incorporated into the final plan.

The planning team and the award-winning project were presented to the public at the conference awards luncheon on Friday, October 27, 2017 at the Hilton Milwaukee City Center.

“Together we developed a road map for carrying precise ideas to completion, and we tailored the plan so the City could customize an incentive package for fostering business activity in the corridor,” said Stephanie Hacker, Practice Area Leader of the Planning + Urban Design Group at GRAEF. “The success of this planning effort rests in the City’s commitment to investing in a heritage corridor – a corridor offering both amenities for the local community and critical connection points for the entire region.”

The plan, approved by the West Allis city council in December 2016, identifies key short-term, high-priority actions designed to spur retail and residential development, address circulation issues including parking and traffic, pedestrian and bicycle facilities and streetscape, and encourage overall economic development and density.

“The National Avenue Corridor is a key economic driver for the City of West Allis,” says Mayor Dan Devine. “The plan is an integral component of our comprehensive Five Year Strategic Plan for the City’s growth, and bolstering this crucial area will bring numerous benefits not only to the corridor, but to West Allis as a whole as we position ourselves for the future.”

**About GRAEF**

GRAEF is an employee-owned, full-service engineering, planning and design firm with proven expertise in planning; landscape and industrial architecture; operations consulting; and structural, civil, transportation, MEP, and environmental engineering. GRAEF serves public and private clients from its offices in Milwaukee, Green Bay, and Madison, Wisconsin; Chicago, Illinois; Orlando, Florida and Minnesota, Minneapolis. For more than 50 years, GRAEF has demonstrated its commitment to continuously adapting to meet the changing needs of the industry and its clients. For more information, visit [www.GRAEF-usa.com](http://www.GRAEF-usa.com).

**About Gruen Gruen + Associates**

Gruen Gruen + Associates is an urban economics, market research and land use policy consulting firm established in 1970. For more information, visit [www.ggassoc.com](http://www.ggassoc.com).

**About Urban Assets**

Urban Assets was founded by Melissa Huggins, AICP, on the belief that planning and development are inherently collaborative. Urban Assets offers the vision and skills necessary to accomplish complex projects through a customized and strategic process. We have a range of experience and expertise in planning, development, community engagement, and project management. Our areas of focus include strategic project development, master planning, neighborhood planning, redevelopment, and site development. Urban Assets targets projects that enhance local assets and we are committed to accomplishing the very best for the clients and communities with which we work. State of Wisconsin certified WBE and DBE.

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