

## 4.0 DISTRICTS AND CORRIDORS

This chapter identifies the districts and corridors of the neighborhood. Recommendations are made for:

### Uses

Uses within each district or corridor, both existing conditions and preferred uses. Locations are identified for specific uses.

### Form and Design

Form and design of properties and buildings and how their form reinforces the character of the neighborhood. Preferred uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood.

### Infrastructure Projects

Infrastructure projects are identified for general improvement of the area or proposed Catalytic Projects. High quality local infrastructure supports high quality development in the area.

Capital improvements for street enhancements, such as pedestrian lighting, street trees, paving definition for sidewalks and crosswalks, large and small open spaces and boulevard medians, can greatly improve the marketability of the neighborhood. Maintenance and responsibility for significant open spaces should be determined on a project-by-project basis as planning and concept development are prepared.

### Action Steps

Action steps are identified for implementing the Plan and setting a precedent for future development in the district or corridor. Long-term responsibilities and responsible parties for the identified projects/initiatives are recommended.

### 4.1 NEIGHBORHOOD DISTRICT A

District A is located in the southern part of the study area between I-43, the rail corridor, Galena Street and North Avenue. The area includes approximately 91 blocks and serves as the entrance to the neighborhood from downtown and from the west along North Avenue and Lisbon Avenue. The primary use of the district is residential, with mixed-uses along and near the commercial arterials of Fond du Lac Avenue, North Avenue and Walnut Street and a significant County Park along Fond du Lac Avenue. The District includes, or is adjacent to, six proposed catalytic projects. Several Milwaukee Public schools are located in the District, as well as the Milwaukee County Transit facility.

District A includes numerous “Susceptible to Change” properties, parcels that represent development opportunities because they are vacant, absentee-owned or city-owned, including a large number of vacant parcels at the northern edge of the District. Due to the amount of available land, this area has been the focus of residential revitalization efforts, including City Homes, Habitat for Humanity and Lindsay Heights. These projects have produced more than 50 new owner-occupied housing units in the past seven years. Future residential development is planned

south of the Lloyd Street School.

The Lindsay Heights Tax Incremental District (TID) is the first residential TID in the City of Milwaukee. The TID covers the area from W. Walnut Avenue to W. Locust Street and from N. 12th to N. 20th Streets. Forgivable loans are available in smaller cluster areas of this planning area. Initially funds were being administered in the Walnut Way, Johnson Park and Phillis Wheatly neighborhoods. As development progresses, the clusters may shift to new areas within the TID. Forgivable loans of up to \$10,000 are to be used primarily for exterior improvements.

The District is surrounded by highly traveled streets, with Fond du Lac Avenue, North Avenue and Walnut Street serving as routes in and out of downtown. Fond du Lac Avenue and N. 27th Street both have about 19,000 cars per day, North Avenue has almost 18,000 per day and Walnut Street has more than 15,000 cars per day. The area is also well-served by public transit. The high traffic counts provide support for commercial development along the corridors and in the District.

Several targeted redevelopment programs are located in District A, including Tax



Incremental Districts #28 and #43, parts of the District are designated as a Targeted Investment Neighborhood (TIN) and the District is in Community Development Block Grant Neighborhood Strategic Planning areas #10, #11 and #12.

### A. District A - Uses

The district includes three primary residential areas with strong physical divisions due to transportation routes, institutional uses and commercial uses. Development in this district should increase property values, continue to stabilize the area and create a better-defined and more positive identity at key entrance points.

Preferred uses in this district include:

- Residential
- Commercial (existing)
- Institutional
- Recreation / open space

Residential uses should be primarily single-family, owner-occupied units with duplexes and townhouses on larger lots, corner lots or across from other duplex units. Townhouse units can be placed on larger lots across from other townhouse units (for example, on Garfield Avenue

along Walnut Street) and used to define special features, such as open spaces or entrances into the neighborhood.

In addition to infill and cluster projects, residential uses should be focused along Garfield Avenue between 21st Street and 23rd Street and south of Walnut Street between 20th and 22nd Streets. Garfield Avenue can include townhouses between Fond du Lac Avenue and 27th Street as a transition from the mixed-use density along North Avenue to the single-family units south of Garfield Avenue. The variety of housing types should be increased, including lofts, studios and townhouse units, along Garfield Avenue and 27th Street (see the Catalytic Projects section for details).

According to the Market Analysis, the area south of North Avenue, between 24th and 30th Streets, offers the greatest opportunity for land assembly and new housing development. This area should include a mix of single-family and duplex units.

Johnson's Park is the only major open space in the district, and by most recreational use standards, is underutilized. The park can serve as a community resource, as well as a visual gateway to the Fond du Lac and North neighborhood, with enhanced landscaping, signage, public art



or significant architectural elements. The park can also serve as a connection between the surrounding residential uses and the commercial activities along Fond du Lac and North Avenues. The berms should be removed to increase visibility into the park, additional structured activities should be planned for the park, and amenities (such as benches) that contribute to passive enjoyment of the space should be added. Any civic buildings in the park should be located at the northern part of the site to physically and visually connect the park with the commercial uses at the intersection of Fond du Lac and North Avenue.

The primary entrance to any building should be along Fond du Lac with a secondary entrance to the side or back where the parking is located. Street parking should be a priority with off-street parking located along 17th Street. No access should be provided along Fond du Lac Avenue and parking should not be visible from Fond du Lac Avenue. Internal pathways and landscaping should connect to sidewalks on adjacent residential blocks.

## B. District A - Form and Design

The policies from Chapter 3 should be applied to the uses in the District, specifically the concept



of clustering, designing contextual housing units, maintaining alley access and creating residential lots that are no more than 150% of the existing width.

Open the storefronts of “corner groceries” to the street, and place windows along the sidewalk. Views in and out of the stores should be maintained. If security devices are needed, install them unobtrusively inside or at the entrance to commercial stores to ensure the safety of the customers and the security of the premises.

## C. District A - Infrastructure Projects

District A includes the following infrastructure projects:

- Enhance Garfield Avenue with a boulevard between 23rd and 24th Streets.
- Create an entrance identity feature (either public art, landscape element or landmark building) at one or more of the primary entries into the neighborhood. Install median landscaping along Fond du Lac Avenue between Walnut Street and Brown Street.
- Explore stormwater design opportunities for the area according to the new state requirements, and the Walnut Way Pilot Demonstration Project for Stormwater Detention sponsored by the Department of City Development and the Department of Public Works.
- Develop new neighborhood streets and special features as per the Josey single-family development concept south of the Lloyd Street School, i.e.) a green space

that is accessible to residents.

#### D. District A - Action Steps

- Locate new construction on infill lots and within identified clusters #10 - #18 according to the Residential Cluster Catalytic Project.
- Use the Josey subdivision build-out as a market force for upgrading surrounding property values and encouraging investment in the area.

#### 4.2 NEIGHBORHOOD DISTRICT B

District B is located in the eastern part of the study area between N. 12th Street, Fond du Lac Avenue, Burleigh Street and North Avenue. The area includes approximately 84 blocks with a mix of uses. The primary use of the district is residential, with mixed-uses along the commercial arterials of Fond du Lac Avenue, North Avenue and the west end of Center Street. Large civic uses include the YMCA on Teutonia, several schools and churches.

There are several “Susceptible to Change” properties that have been targeted for residential cluster redevelopment (see the Catalytic Projects).

This District includes the northern part of the Lindsay Heights revitalization project, which has developed more than 20 new owner-occupied homes south of North Avenue and has target areas for expansion north of North Avenue. Residential development should also build on the successes of the Dominican Center and ACTS, two non-profit agencies doing rehab and homeowner assistance. The District includes, or is adjacent to, five proposed catalytic projects.

The District is impacted by highly traveled streets with Fond du Lac Avenue, North Avenue and Teutonia Avenue serving as routes in and out of downtown. This section of Teutonia Avenue has about 15,000 cars per day. The area has immediate access to I-43 via North Avenue and is also well-served by public transit.

Several targeted redevelopment programs are located in District B, including Tax Incremental Districts #16 and #44; parts of the District are designated as a Targeted Investment Neighborhood (TIN) and the District is in Community Development Block Grant Neighborhood Strategic Planning areas #4, #9 and #10.



## A. District B - Uses

Development in District B should build upon and be compatible with recent investments, such as new Lindsay housing and the YMCA.

Preferred uses in this district include:

- Residential
- Institutional
- Commercial
- Recreation/open space

The amount of traffic on Teutonia Avenue warrants commercial development and higher-density residential development.

District B is underserved by park space. When planning new developments, include parks, common space and structured playscapes (tot lots) whenever possible.

## B. District B - Form and Design

The preferred uses should follow these design concepts to ensure a high-quality development that adds value to the neighborhood. The policies from Chapter 3 should be applied to the uses in the District, specifically the concept of clustering and creating residential lots that are similar in lot

size to adjacent properties.

Maintain the primary housing type as single-family units with duplexes along 27<sup>th</sup> Street, on larger lots, corner lots or across from other duplex units. Townhouse units can also be used on larger lots, across from other townhouse units, and to define special features such as open spaces or neighborhood entrances. Townhouse units may also be located along 20th Street near Center Street (see the Catalytic projects).

## C. District B - Infrastructure Projects

District B includes the following infrastructure projects:

- Include open space amenities or neighborhood parks that serve the residents in District B.

## D. District B - Action Steps

- Locate new construction on infill lots and within the identified clusters #1-3, #5 and #9.
- Target this district for code enforcement to add value to improved properties.



Use code enforcement to bring housing units up to City standards and encourage investment on adjacent properties.

- Construct residential infill units where land is available (sale of vacant City lots) and where the market will support relatively stable property values.
- Create a neighborhood-based organization that can offer technical assistance and tools (possibly on a check-out basis) to homeowners who want to improve their properties.

### 4.3 NEIGHBORHOOD DISTRICT C

District C is located in the central part of the study area between Fond du Lac Avenue, 30th Street, Meinecke Avenue and Center Street. The area includes approximately 13 blocks with a mix of uses. The primary use of the district is residential, with a few institutional uses. The District includes, or is adjacent to, four proposed catalytic projects. The unique character of this District is that it is a pocket neighborhood between more intense uses of commercial and industrial development.

The District is surrounded by highly traveled streets including Fond du Lac Avenue, North Avenue and Center Street and N. 27th Street moves through the District with over 14,000 cars per day. The amount of traffic on 27th Street warrants a different character and density of housing that other areas of the District.

Several targeted redevelopment programs are located in District C, including Tax Incremental Districts #15 and #21. The District is in Community Development Block Grant Neighborhood Strategic Planning areas #8 and #10.

#### A. District C - Uses

Development in this District should build upon and be compatible with recent investments along Fond du Lac Avenue and 27th Street, such as Fond du Lac Avenue reconstruction, North Avenue Commerce Center and the Fond du Lac Avenue Economic Development Fund investments. This District is a transition area between the industrial corridor, Fond du Lac Avenue and the North Avenue Commerce Center development.



Preferred uses in this district include:

- Residential
- Existing Commercial
- Institutional

Residential is the preferred use for the District. The unit type can be single-family, townhouses or industrial space converted to residential. Due to its proximity to employers, District C offers a unique opportunity to provide a variety of housing types and walk-to-work programs.

District C is underserved by park space. When planning new developments, include open spaces wherever possible.

### **B. District C - Form and Design**

The preferred uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood. The policies from Chapter 3 should be applied to the uses in the District, especially the concepts of reuse and renovation.

Locate townhouses along 27th Street and across from the industrial corridor. Include appropriate streetscaping, setbacks and landscape buffers due to the traffic on 27th Street and non-residential uses in the corridor.



### **C. District C - Infrastructure Projects**

District C includes the following infrastructure projects:

- Explore stormwater opportunities similar to those developed in the Walnut Way Demonstration project.

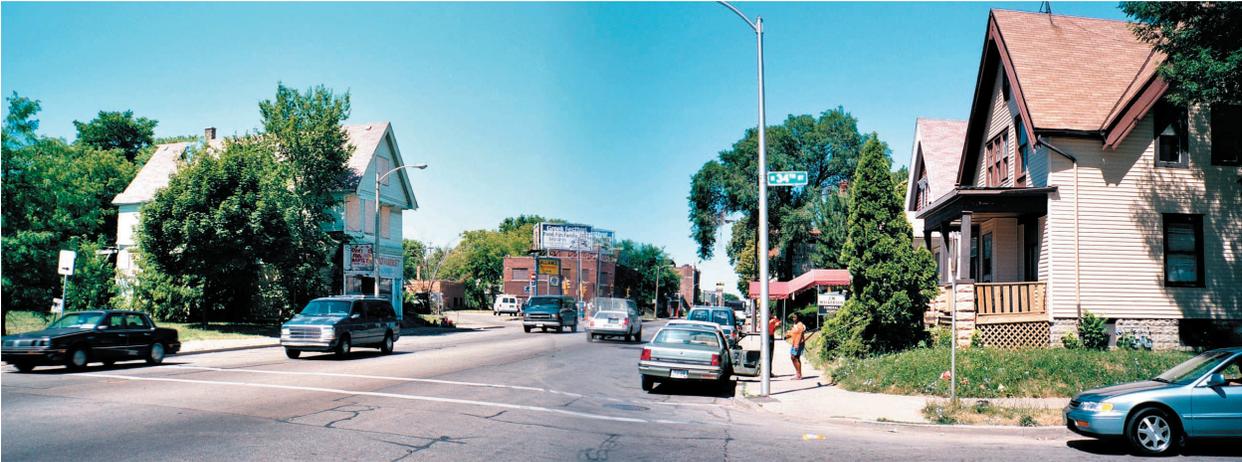
### **D. District C - Action Steps**

- Build upon reconstruction and recent investments to the Fond du Lac corridor and incrementally add new and rehabbed housing to the District. Redevelopment should begin in the southeast section of the District to build upon the Fond du Lac/North Catalytic Project.
- Locate new residential construction on infill lots and within identified Cluster #7 according to the Residential Cluster Catalytic Project.
- Create a landscape transition between the 30th Street Industrial Corridor and adjacent residential development (refer to the proposed Catalytic Projects).

## **4.4 NEIGHBORHOOD DISTRICT D**

District D is located in the western part of the study area between 32nd Street, 35th Street, North Avenue and Burleigh Street. The area includes approximately 15 blocks with a mix of uses. The primary use of the district is residential, with commercial near North Avenue. The District includes one proposed catalytic project.

The District is unique due to its proximity to the



30th Street Industrial Corridor and the presence of 35th Street as a divide in the neighborhood. The City of Milwaukee Housing Authority is currently developing housing along 35th Street, which will set a precedent for future development in the District.

Several targeted redevelopment programs are located in District D, including Tax Incremental District #40; parts of the District are designated as a Targeted Investment Neighborhood (TIN) and the District is in Community Development Block Grant Neighborhood Strategic Planning areas #5 and #8.

#### **A. District D - Uses**

Development in this district should provide a transition between the commercial development along North Avenue, the industrial corridor and the housing of the neighborhood.

Preferred uses in this District include:

- Residential
- Commercial
- Institutional

New infill projects should stabilize the negative

effects of absentee-owned properties and create a more cohesive neighborhood. Locate townhouses along 35th Street and on corners where large parcels are available.

#### **B. District D - Form and Design**

Preferred uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood. The policies from Chapter 3 should be applied to the uses in this District.

Locate an open space along 35th Street that will serve surrounding properties and will create a better defined and more positive identity for the District.

#### **C. District D - Infrastructure Projects**

District D includes the following infrastructure projects:

- Enhance the area with new paving details at 35th Street and North Avenue.

#### **D. District D - Action Steps**

- Locate new residential construction on infill lots and within identified Clusters

#4 and #6, according to the Residential Cluster Catalytic Project.

- Employ Target Investment Neighborhood tactics to eliminate problem properties, improve safety, and bring housing up to code.
- Buffer industrial uses from residential uses with a combination of architectural security fencing and landscaping.
- Use landscaped boulevards to separate residential from industrial where the right-of-way permits.
- Encourage walk-to-work programs to increase home ownership in the area.
- Create a neighborhood-based organization that can offer technical assistance and tools (possibly on a check-out basis) to homeowners who want to improve their properties.

#### **4.5 NEIGHBORHOOD ARTERIAL: BURLEIGH STREET**

Burleigh Street is the northern boundary of the study area. The street includes a mix of uses, primarily residential, with commercial near 27th Street and Fond du Lac Avenue. The Corridor includes one proposed catalytic project.

Two targeted redevelopment programs that assist in redevelopment are located in the Burleigh corridor. Parts of the corridor are designated as a Targeted Investment Neighborhood (TIN) and the District is in Neighborhood Strategic Planning area #4.

#### **A. Burleigh Street - Uses**

Development of this Arterial should improve the residential character of the street with commercial emphasis only near the intersection of Fond du Lac and Burleigh.

Preferred uses on this arterial include:

- Residential
- Commercial
- Institutional
- Mixed-use

Burleigh Street is a minor east-west route through the neighborhood with about 10,000 cars per day, therefore housing should be the primary use in the District. Develop townhouses and duplexes as the primary residential type, allow for townhouses at the corners or across from other townhouses.

Include significant open spaces, where possible, when planning new developments. Locate the open space to serve as a feature for surrounding properties and such that it can be seen from Burleigh Street.

#### **B. Burleigh Street - Form and Design**

Preferred uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood. A facade improvement program should be implemented to improve the image of the street. The policies from Chapter 3 should be applied to the uses on Burleigh, especially the concepts of reuse, renovation and contextual design.

### C. Burleigh Street - Infrastructure Projects

Burleigh includes the following infrastructure projects:

- Burleigh Street should be resurfaced.
- Install streetscaping elements that unify the area, i.e., street lights, entry markers, benches, street trees and planters.

### D. Burleigh Street - Action Step

- Follow the proposed Catalytic Projects as the Industrial Corridor meets Burleigh Street.

## 4.6 NEIGHBORHOOD ARTERIAL: LOCUST STREET

Locust Street is in the northern part of the study area. The street includes a mix of uses, primarily residential, with a major institutional use at 25th Street. Commercial and industrial uses are located near Fond du Lac Avenue. The railroad bridge is a significant visual barrier between the east and west sides of Locust Street at Fond du Lac Avenue and should be redesigned in

its relationship to the street. Locust Street is adjacent to one proposed catalytic project.

Two targeted redevelopment programs are located in the Locust Corridor, the Tax Incremental District #44. The District is in Community Development Block Grant Neighborhood Strategic Planning areas #4 and #9.

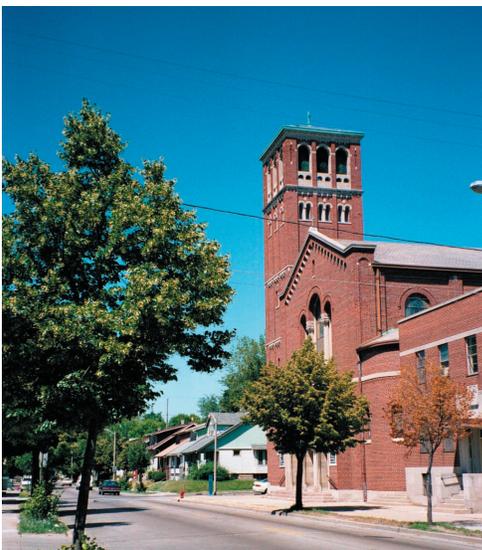
### A. Locust Street - Uses

Development of this Arterial should improve the residential character of the street with commercial emphasis only near the intersection of Fond du Lac and Locust.

Preferred uses on this arterial include:

- Residential
- Commercial
- Institutional
- Industrial (just west of the corridor)
- Mixed-use

Locust Street has about 12,000 cars per day. This amount of traffic warrants some commercial development and a higher density of residential



development. Develop townhouses and duplexes as the primary residential type, and allow for townhouses at the corners or across from major institutions or other townhouses.

### **B. Locust Street - Form and Design**

The permitted uses should follow these design concepts to ensure a high-quality development that adds value to the neighborhood. The policies from Chapter 3 should be applied to the uses on Burleigh, specifically the concepts of reuse, renovation and contextual design. A facade improvement program should be implemented to improve the overall image of the street.

The railroad bridge should be enhanced to emphasize the entrance to the Industrial Corridor. This could include paving details at the Locust and Fond du Lac intersection and vertical elements which compliment the bridge.

Include small open spaces or public places when planning new developments. Locate the open space so it serves as a feature for surrounding properties and is visible from Locust Street.

Include off-street parking between buildings or at the back of the site. Parking should be designed with either a fence or landscaping as a screen between the parking lot and the pedestrian environment. Entrance features should be integrated with landscape or fence screening.

### **C. Locust Street - Infrastructure Projects**

Locust Street includes the following infrastructure projects:

- Resurface Locust Street.

- Enhance the Locust and Fond du Lac intersection with paving details and lighting.
- Improve the visual character of the railroad bridge.
- Install streetscaping elements that unify the area, i.e., pedestrian lights, entry markers, benches and planters.

### **D. Locust Street - Action Steps**

- Determine visual enhancements for the railroad bridge.

## **4.7 NEIGHBORHOOD ARTERIAL: CENTER STREET**

Center Street is a major east-west route through the study area. The street includes a mix of uses: residential east of Fond du Lac Avenue and institutional, industrial and commercial near Fond du Lac Avenue. The arterial includes or is adjacent to two proposed catalytic projects.

Two targeted redevelopment programs are located in the Center Street corridor, the Tax Incremental District #44 and the District is in Community Development Block Grant Neighborhood Strategic Planning area #9.

### **A. Center Street - Uses**

Development of this Arterial should build upon the mix of uses and serve as a transition to the surrounding neighborhood.

Preferred uses on this arterial include:

- Residential
- Commercial

- Institutional
- Mixed-use

Center Street is a major east-west route through the neighborhood, with between 13,000 to 14,000 cars per day; it therefore warrants commercial use and higher-density residential development.

Residential should be the primary use east of 19th Street. Develop townhouses and duplexes as the primary residential type, and allow for townhouses at the corners or across from commercial uses or other townhouses. Commercial and institutional uses should be located between 25th Street and 29th Street.

The Fond du Lac and Center node should be developed according to the Center Street Catalytic Project. Industrial uses should be located west of 29th Street, and should follow the recommendations of the Catalytic Projects.

## B. Center Street - Form and Design

Preferred uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood. The policies from Chapter 3, and recommendations from the Catalytic Projects, should be applied to the uses



on Center. A facade improvement program should be implemented to improve the image of the street.

Include small open spaces, where possible, when planning new developments. Locate the open space so it serves as a feature for surrounding properties and is visible from Center Street. A small public square should be included in the residential section east of 19th Street.

Include off-street parking between buildings or at the back of the site. Parking should be designed with either a fence or landscaping as a screen between the parking lot and the pedestrian environment. Parking lot access from Center Street should be avoided unless absolutely necessary. Entrance features should be integrated with landscape or fence screening and could include public art.

## C. Center Street - Infrastructure Projects

Center Street includes the following infrastructure projects:

- Center Street should be resurfaced.
- Install streetscaping elements that unify the area, i.e., pedestrian lights, entry markers, paving details, benches and planters.

## D. Center Street: - Action Steps

- Coordinate development projects at the Fond du Lac and 27th Street intersections according to the Catalytic Projects.

#### 4.8 NEIGHBORHOOD ARTERIAL: WALNUT/LISBON AVENUE (17TH TO 30TH STREET)

Walnut Street is the southern boundary of the study area. The street includes a mix of uses, including residential, institutional and commercial. The arterial includes or is adjacent to two proposed Catalytic Projects.

Three targeted redevelopment programs are located in the Walnut/Lisbon Avenue corridor. Parts of the corridor are designated as a Targeted Investment Neighborhood (TIN), and are in Tax Incremental Districts #428 and #44; the District is in Community Development Block Grant Neighborhood Strategic Planning areas #10 and #12.

##### A. Walnut/Lisbon Avenue - Uses

Development of this arterial should strengthen the residential properties adjacent to the street and continue the successful new housing projects adjacent to the corridor. Development should serve as an entry point into the neighborhood at Fond du Lac Avenue and the railroad corridor (30th Street).

Preferred uses in this arterial include:

- Residential
- Commercial
- Institutional
- Industrial
- Mixed-use

The corridor is a major east-west route through the neighborhood with between 14,000 and 23,000 cars per day. These traffic counts warrant commercial uses and higher density housing.



Develop single-family, townhouses and duplexes between 20th and 27th Street. Taxable uses are preferred in the commercial areas of the corridor, west of 27th Street and near Fond du Lac Avenue. A mixed-use building could be located along Walnut between 20th and 22nd Streets.

### **B. Walnut/Lisbon Avenue - Form and Design**

Preferred uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood. The policies from Chapter 3, and recommendations from the Catalytic Projects, should be applied to the uses on Walnut/Lisbon Avenue.

Maintain a pedestrian connection according to the proposed Catalytic Project south of Walnut Street, between 20th and 22nd Streets. This development should reinforce the street edge along Walnut Street.

### **C. Walnut Street - Infrastructure Projects**

Walnut Street includes the following infrastructure projects:

- Install streetscaping elements that unify the area, i.e., pedestrian lights, entry

markers, paving details, benches and planters.

- Landscape the boulevard to create a better-defined and more positive identity, and improve the character of the street.
- Extend 21st and 22nd Street to the south to continue the block pattern.
- Encourage the development of the Downtown Connector, or other fixed-guideway public transit.

### **D. Walnut/Lisbon Avenue - Action Steps**

- Market the former Sentry site on Walnut Street, between 20th and 22nd Streets, for development.

## **4.9 COMMERCIAL CORRIDOR: FOND DU LAC AVENUE (GARFIELD/20TH STREET TO 30TH STREET)**

Fond du Lac Avenue (State Highway 145) is a major route through the site, connecting downtown Milwaukee to the northwest neighborhoods. The street includes a mix of uses and has recently been resurfaced by the Wisconsin Department of Transportation. The corridor includes four proposed catalytic projects.



Three targeted redevelopment programs are located in the Fond du Lac Avenue Corridor, the Tax Incremental Districts #21, #43, and #44, and the District is in Community Development Block Grant Neighborhood Strategic Planning areas #9 and #12. Fond du Lac Corridor businesses are also part of the Fond du Lac Avenue Economic Development Corporation.

**A. Fond du Lac Avenue - Uses**

Development of this Corridor should focus on visually and physically connecting the commercial nodes (anchors) of Fond du Lac and North and Fond du Lac and Center Street.

Preferred uses in this arterial include:

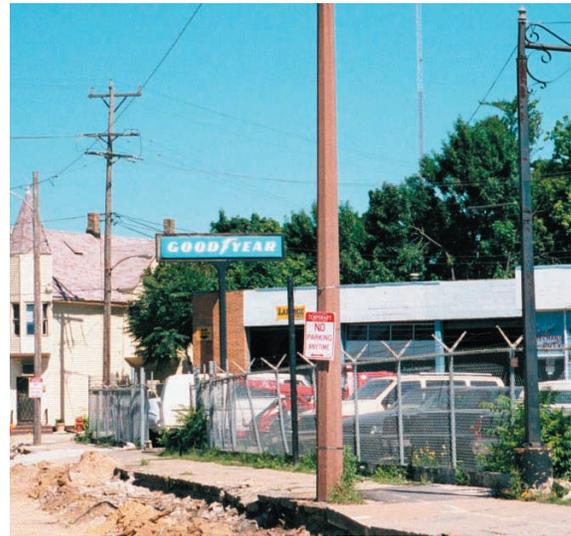
- Residential
- Commercial
- Institutional
- Mixed-use

Fond du Lac Avenue is a major through-street with between 23,000 and 27,000 cars per day. This amount of traffic warrants commercial, mixed-use and higher density housing.

Emphasis should be on mixed-use buildings with residential over retail or all residential buildings in the form of townhouses between Meinecke and Hickory Streets (refer to the Main Street report in the Appendix). Allow for townhouses at the corners.

Adequate parking shall be provided according to the Catalytic Projects.

Taxable uses are preferred.



**B. Fond du Lac Avenue - Form and Design**

Preferred uses should follow these design concepts to ensure a high-quality development that adds value to the neighborhood. The policies from Chapter 3 and recommendations from the Catalytic Projects should be applied to the uses on Fond du Lac. A facade improvement program should be implemented to improve the image of the Avenue. Landscaping and planters should “green the corridor.”

Locate public parking according to the Catalytic Projects, emphasizing shared parking when possible. Include off-street parking between buildings or at the back of the site. Parking should be designed with either a fence or landscaping as a screen between the parking lot and the pedestrian environment. Entrance features should be integrated with the screening and may include public art.

Include public art where a significant impact can be achieved, such as in parks and open spaces and the Fondy Market.

**C. Fond du Lac Avenue - Infrastructure Projects**

Fond du Lac Avenue was recently improved, therefore the infrastructure projects include:

- Install streetscaping elements that unify the area, e.g., pedestrian lights, entry markers, benches and planters.
- Develop off-street parking lots per the Catalytic Projects.

**D. Fond du Lac Avenue - Action Steps**

- Create a gateway into the neighborhood at Fond du Lac and 20th Street with either architectural elements, improvements to building facades, landscaping or features in open spaces.
- Refer to the Catalytic Projects section for more detailed recommendations for the Fond du Lac and North intersection, the Fond du Lac and Center intersection and the Fond du Lac Parking Program.

**4.10 COMMERCIAL CORRIDOR: NORTH AVENUE (I-43 TO 35TH STREET)**

North Avenue is a major east-west route through the site and includes a variety of building types and uses. North Avenue includes a mix of commercial, institutional and industrial uses and includes four proposed catalytic projects. The overall character of this area is a “Neighborhood Shopping” street with services for area residents.

Several targeted redevelopment programs are located along the North Avenue Corridor. Parts of the corridor are designated as a Targeted Investment Neighborhood (TIN), are in Tax Incremental Districts #16, #21, #43 and #44 and



the District is in Neighborhood Strategic Planning areas, #9, #10, #11 and #12. It is also seeking designation as a Main Street project.

- Commercial
- Institutional
- Mixed-use

The primary use of North Avenue, east of 27th Street, is commercial with various vacant parcels.

North Avenue is a major through-street with between 18,000 and 21,000 cars per day. The traffic counts warrant continued commercial uses and mixed-use buildings. Commercial and light industrial uses can be located along North Avenue between 27th and 30th Street. Commercial and mixed-uses should be located between 30th and 35th Streets. Development should create an entrance into the neighborhood at 9th Street and 35th Street.

The intersection of Fond du Lac and North is critical to creating a positive neighborhood identity and is the central part of this corridor. The west end of the corridor includes the North Avenue Commerce Center, Capitol Stamping and a significant institutional development near 35th Street. The industrial corridor intersects with this corridor, which needs to be emphasized with signage and landscaping.

Taxable uses are preferred.

**A. North Avenue (I-43 to 35th Street)  
Uses**

**B. North Avenue (I-43 to 35th Street)  
Form and Design**

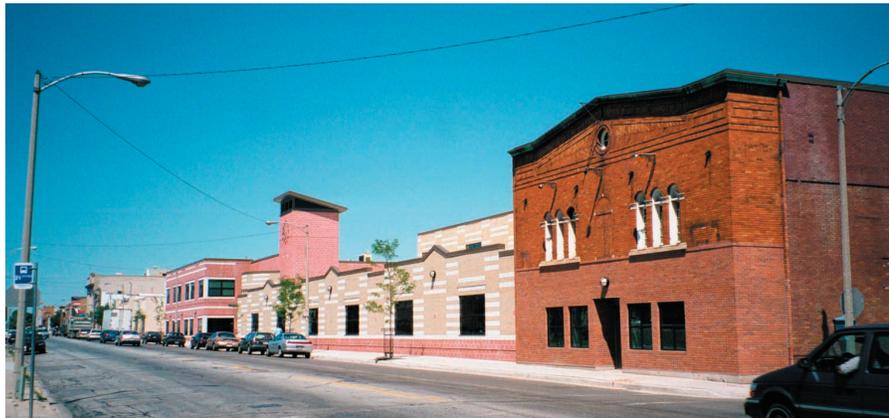
Development of this corridor should build upon significant investments in the area, including the YMCA and Lindsay Heights housing. The use of the former Sears building will play a major role in creating the identity. The corridor should also serve as a transition to adjacent housing blocks.

The permitted uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood. The policies from Chapter 3, and recommendations from the Catalytic Projects, should be applied to the uses on North Avenue.

Permitted uses in this arterial include:

- Residential

Include off-street parking between commercial buildings or at the back of the site. Access onto



North Avenue should be limited to sites that have no other options, such as side streets or adjacent properties. Parking should be designed with either a fence or landscaping as a screen between the parking lot and the pedestrian environment. Entrance features should be integrated with the screening. Include public art where a significant impact can be achieved.

Develop industrial sites that combine decorative fencing with landscaping to screen the parking lots and improve security for shift workers. Refer to the Catalytic Projects for details.

### C. North Avenue (I-43 to 35th Street) Infrastructure Projects

The appearance of the local infrastructure reinforces the quality of the development in the area. This section of North Avenue includes the following infrastructure projects:

- Locate paving details to create an identity at Teutonia and North Avenue.
- Install paving details at the intersection of Fond du Lac and North Avenues.
- Incorporate paving details at 35th Street and North Avenue to create an identity for the 30th Street Industrial Corridor.



- Create a gateway marker with either paving details, architectural elements, improvements to building facades, or signage at North Avenue and 9th Street, and North Avenue and 35th Street, that signifies the entrance into the neighborhood.
- Install streetscaping elements that unify the area, e.g. pedestrian lights, entry markers, benches and planters.

### D. North Avenue (I-43 to 35th Street) Action Steps

- Rehabilitate, reprogram and market aging commercial and industrial buildings in the area, e.g. the American Linen Building.
- Continue investment efforts of the MetPlex (Todd Wehr Metcalfe Park Community Center) and surrounding commercial developments with particular emphasis on the blocks between 30th and 35th Streets.

### 4.11 INDUSTRIAL CORRIDOR: LISBON AVENUE TO BURLEIGH AVENUE

The 30th Street Industrial Corridor is primarily manufacturing plants and warehouses built up along the Canadian Pacific Rail Line extending north and south of the study area. Several major employers located along the corridor have renovated or built new facilities to accommodate modern technologies. The area also includes aging or obsolete buildings and properties that are opportunities for new development in the corridor.

### A. Industrial Corridor - Uses

Development of the corridor should create an urban campus environment that helps to retain existing industries, attracts employees and encourages long-term investment in the corridor.

Permitted uses in this arterial include:

- Commercial
- Industrial
- Mixed-use
- Institutional (between Fond du Lac Avenue and Burleigh Street)

The following map explores potential zoning changes to properties within or adjacent to the Industrial Corridor. The purpose is to reinforce the urban campus identity with compatible uses of properties within and adjacent to the corridor.

### B. Industrial Corridor - Form and Design

Preferred uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood. The policies from Chapter 3 and recommendations from the Catalytic Projects should be applied to the corridor.



### C. Industrial Corridor - Infrastructure Projects

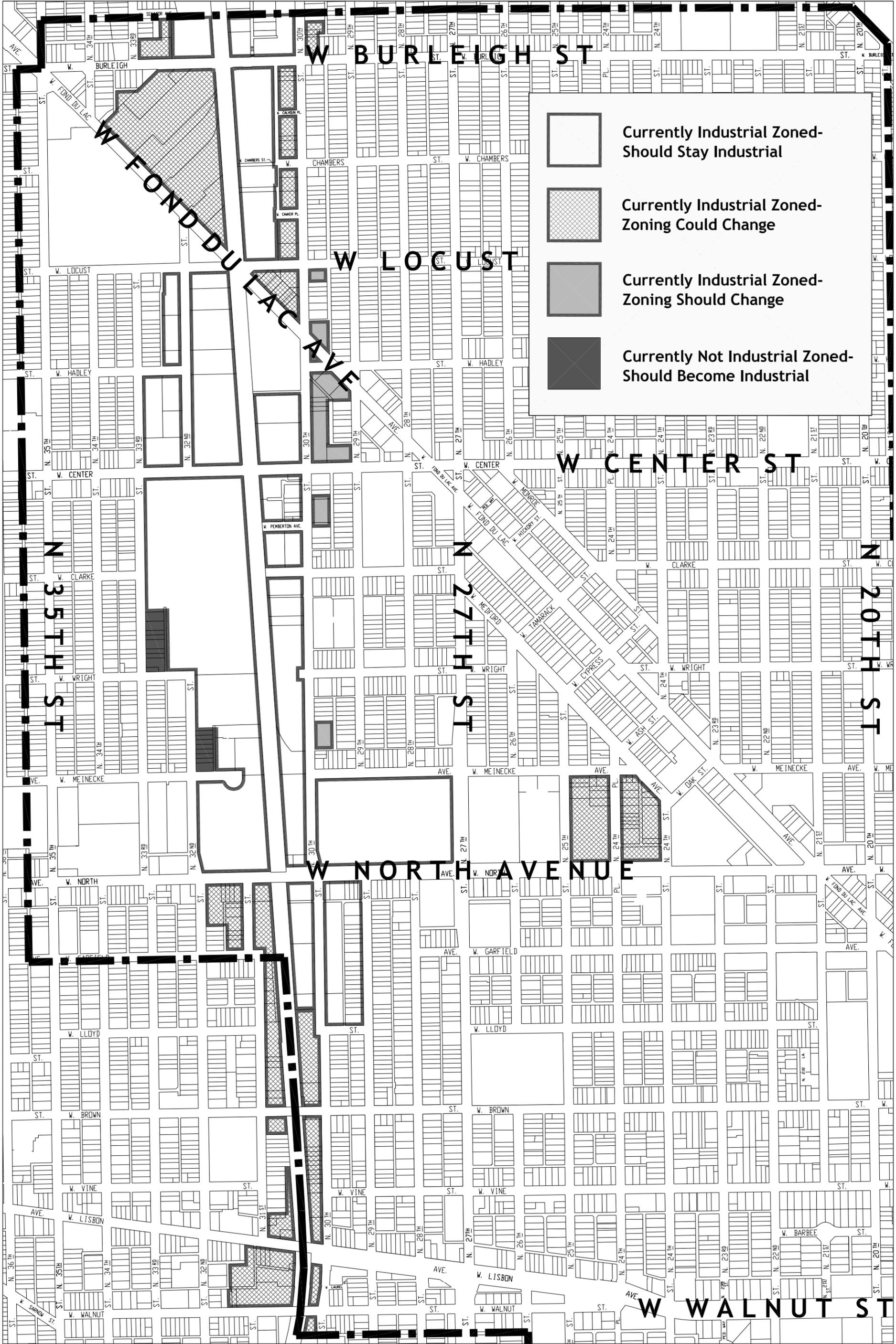
The industrial corridor includes the following infrastructure projects:

- Install paving details at North Avenue and the corridor.
- Install paving details and improved lighting along Center Street between 30th and 33rd Streets.
- Include typical streetscape elements throughout the identified campus including lighting, landscaping, signage and benches.
- Identify opportunities for small parks, plazas and open space.

### D. Industrial Corridor - Action Steps

- Refer to the Catalytic Projects for the overall Campus identity.
- Revise the City Zoning Ordinance based on the Zoning Impacts (see inserted map).
- Improve commercial facades along Fond du Lac, at Burleigh Street, and create a buffer between conflicting land uses, e.g. manufacturing and residential.





**Currently Industrial Zoned-Should Stay Industrial**

**Currently Industrial Zoned-Zoning Could Change**

**Currently Industrial Zoned-Zoning Should Change**

**Currently Not Industrial Zoned-Should Become Industrial**