

## **5. Major focus areas**

### **5.1 5th/6th and National -- Creative Corridor - Corredor Creativo**

#### **5.2 E. Florida and S. Water St.**

#### **5.3 Parking Study**

#### **5.4 Reed St. Yards**

### **5.1 5th/6th and National -- Creative Corridor - Corredor Creativo**

#### Introduction

The idea of creating a cultural and unique commercial district in the area around the intersection of S. 5th St. and 6th Sts. with W. National Ave. was discussed at length as Catalytic Project #3 - Cultural Arts and Entertainment District in the Near South Side Comprehensive Area Plan.

For convenience, the concept's existing conditions and vision section are repeated here:

#### "EXISTING CONDITIONS

The area has architecturally significant structures including some that are historic and is located within the Historic Walker's Point neighborhood. The area already contains a concentration of ethnic restaurants, entertainment establishments and other businesses that draw people from the greater metropolitan area...Redevelopment is occurring to the north and east of this area. Additional development and redevelopment opportunities within this area exist on vacant and underutilized parcels.

#### "VISION

Create a cultural, arts and entertainment district that would promote Hispanic and other ethnic group businesses and cultural facilities within a concentrated area. The district would include a mixture of uses including arts, entertainment venues, retailers, restaurants, museums, cultural attractions, office space, public squares and limited residential uses. The creation of a dedicated nonprofit organization or business improvement district would be required to promote the development of the area."

If and when a non-profit organization or business improvement district forms to promote the area, it will choose a marketing name that suits its needs. For purposes of

this Plan, the working name of "Creative Corridor - Corredor Creativo" highlights both a tie to the innovation theme that underlies much of what is happening in Walker's Point and also the longstanding multi-cultural character of the area's businesses and people.

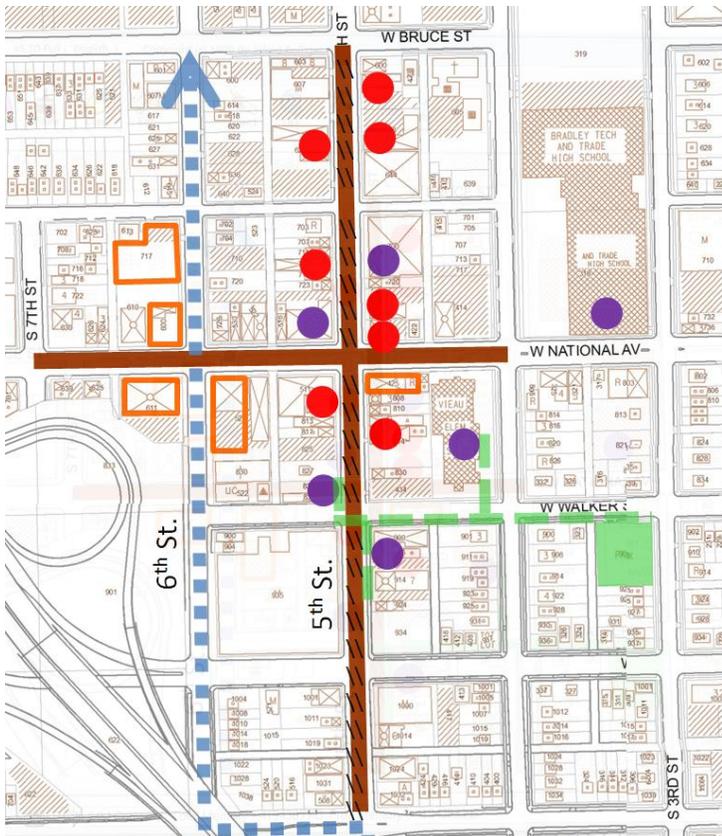
Fig. \_\_\_ shows a diagrammatic overview of the concept. The district of concentrated attractions runs along 5th St. from W. Bruce St. south to W. Washington St. and along National from S. 4th to S. 7th St. Although it's tempting to include a larger area, doing so tends to dilute the effort. The two intersections on National Ave. are the most important focal points.

When 5th St. is reconstructed as programmed in 2015 or 2016, the sidewalks should be widened and bump outs added in appropriate locations to create a sense of place for pedestrians and those walking from their cars. A banner program could be coordinated and financed for by local businesses and approved through the Dept. of Public Works usual permit process as has been done in other parts of the city.

Arts groups should be allowed and encouraged to enliven the place with public art displays and performances. Paliapito Park needs to be included in this effort and made to be part of the district. The bump outs could be great locations for local art or planters.

Another goal of the 5th St. project is to tie the area to redevelopments that have occurred just two blocks north of the area on W. Florida St. including the Tannery commercial campus, Iron Horse Hotel and the Florida Lofts, 98 market-rate apartments and 17,000 square feet of commercial space. Florida St. is a key connector between western and eastern parts of Walker's Point community and redevelopment efforts.

[See G:\mm\Walker's Point\2nd Round mtg\ WP Mtg #2 draft #2 slideshow, 2nd version of this slide]



## Creative Corridor / Corredor Creativo



- Thematic banners 
- Redirect trucks off of 5<sup>th</sup> St. to 6<sup>th</sup> St. 
- Redesign 5<sup>th</sup> Street to create a place 
- Review parking regs. , such as free weekends?
- Art installations by existing local groups 
- Repurposed Paliapito Park at 3<sup>rd</sup> and Walker St. 
- Major redevelopment / rehab opportunities 
- Existing restaurants and bars 

Key local buildings should be rehabbed and parcels that are vacant or underutilized should be used for parking. An inventory of redevelopable buildings and parcels was done by Continuum Architects + Planners, SC. as part of the Plan. Fig. \_\_ shows three development opportunities. Number 1 is currently a vacant lot. Number 2 is a combination of parking, vacant lot and existing townhouse units. Number 3 is mostly a parking lot with one house. Preliminary concepts are shown in the figures for each site. In Fig. \_\_ numbers 4 and 5 are farther north along N. 6th St. and would redevelop an existing used auto sales lot and parking lot respectively. (The used auto sales lot business owner expressed an interest in pursuing other uses.)



**BUILDING 1**  
 4 FLOORS - TOTAL 20,000SF  
 5,000SF COMMERCIAL & 12 UNITS

**BUILDING 2**  
 5 FLOORS - TOTAL 72,000SF  
 8,000SF COMMERCIAL & 56 UNITS  
 2 FLOORS PARKING\* - 128 CARS

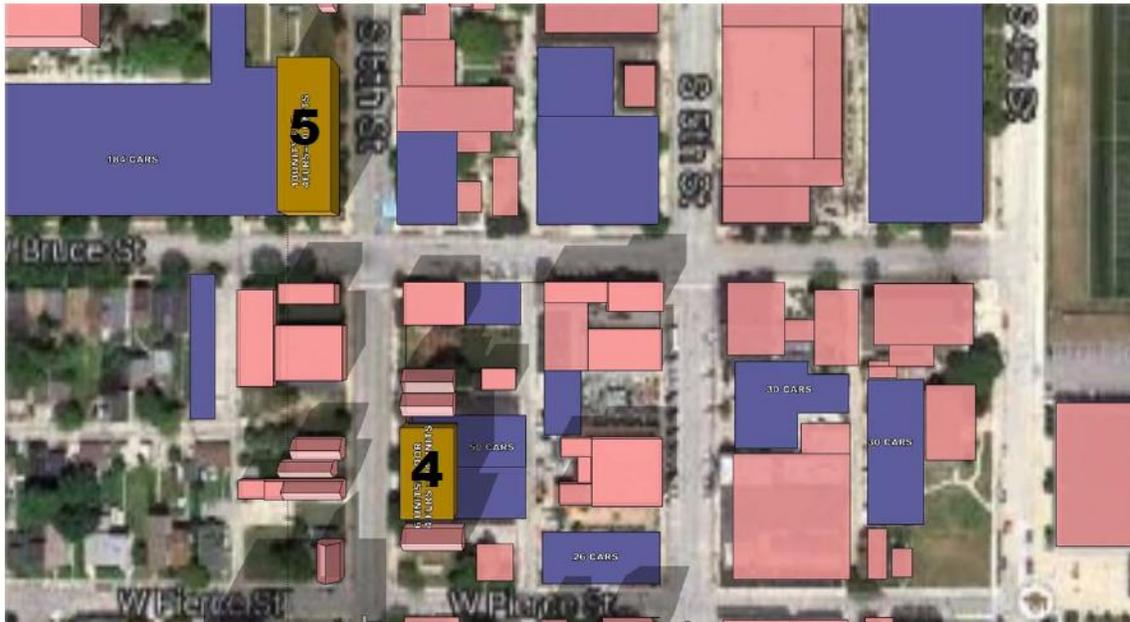
**BUILDING 3**  
 5 FLOORS - 23,500 TOTAL SF  
 1,300SF COMMERCIAL & 24 UNITS  
 2 FLOORS PARKING\* - 100 CARS  
 (Requires demolition of 1 building)

Purple = Surface Parking Lots  
 Red = Existing Buildings  
 Yellow = Proposed Buildings

\*PARKING = 1 floor below ground,  
 1 floor on grade plus  
 green roof play area

## 6TH STREET- southend

Fig. \_\_



**BUILDING 5**  
 4 FLOORS - TOTAL 48,000SF  
 0 SF COMMERCIAL & 40 UNITS  
 EXISTING SURFACE PARKING

**BUILDING 4**  
 5 FLOORS - 24,800 TOTAL SF  
 1300SF COMMERCIAL & 24 UNITS  
 1 FLOORS PARKING - 50 CARS

Purple = Surface Parking Lots  
 Red = Existing Buildings  
 Yellow = Proposed Buildings

Buildings 6, 8, and 9 in Fig. \_\_ are rehab opportunities, grand buildings that are not currently being used to their full potential. Two large buildings at 610 and 611 W. National Ave. are also excellent adaptive reuse opportunities as their owner's needs change.

Building 7 is a potential new building which requires the demolition of a building.

It's important to note that the demolition of a building, especially in an area such as Walker's Point where its old buildings contribute so much to the character of the place, should never be taken lightly. Sometimes, however, the context around a single building or the condition of the building suggests that a new investment could not only be worthwhile in its own right, but actually serve to strengthen the urban fabric of the historical buildings around it.

Fig. \_\_



**BUILDING 8**  
 RENOVATION EXISTING  
 BERN BLDG - 523 W NATIONAL  
 TOTAL 30,200SF

**BUILDING 9**  
 RENOVATION EXISTING BERN  
 BLDG - 511-517 W NATIONAL  
 TOTAL 34,000SF

**BUILDING 6**  
 RENOVATION EXISTING  
 BUILDING - TOTAL 19,800SF  
 16-18 UNTS - NO PARKING

**BUILDING 7**  
 4 FLOORS - TOTAL 43,200SF  
 0 SF COMMERCIAL & 40 UNITS  
 2 FLOORS PARKING - 90 CARS  
 ( Requires demolition of 1 building)

## 5.2 E. Florida and S. Water St.

This area received a wealth of public input and brainstorming at workshop featuring three tables at which participants brainstormed an entirely new neighborhood while responding to a series of questions. The meeting results were synthesized into draft recommendations and vetted at a well attended public meeting. See Ch. 2 for public involvement details.

**5.2.1.** The land between S. Water St. and the Milwaukee River from E. Pittsburgh St. southward to E. Florida St. comprises parcels that are vacant or used for boat and vehicle storage. A large grain elevator on the south end of this strip is no longer used.

While preservation of industrial uses is a goal of this Plan, this location is closest to Downtown and is on the Milwaukee River. The banks of downtown stretches of the Milwaukee River have attracted intense market interest for mixed use multi-story

buildings and continuing that trend and market opportunity is the recommendation here. Public and private investment created a long river walk downtown and in Walker's Point northwest of E. Pittsburgh Ave. The area across the river is developed in this same pattern of intense multi-story development with river walk.

The parcel at the corner of E. Pittsburgh Ave. and S. Water St. is the site of the former Riviana project proposal. Although the project never moved forward a planned unit development plan is on file. A planned unit development in Milwaukee is often simply called a Planned Development, a zoning district that is specific to a parcel and development proposal. The Planned Development zoning allows for additional height and density than permitted in Industrial-Mixed zoning.

Access to the Milwaukee River, both physical and visual, was a huge concern at workshops.

### Recommendations

Recommended land uses area consistent with current Industrial-Mixed (I-M) zoning.

Therefore, the Plan recommends that developments could trade more open and green space for additional height. Taller, but more tower like, buildings would preserve some of the view corridors from nearby properties. See Fig. \_\_.

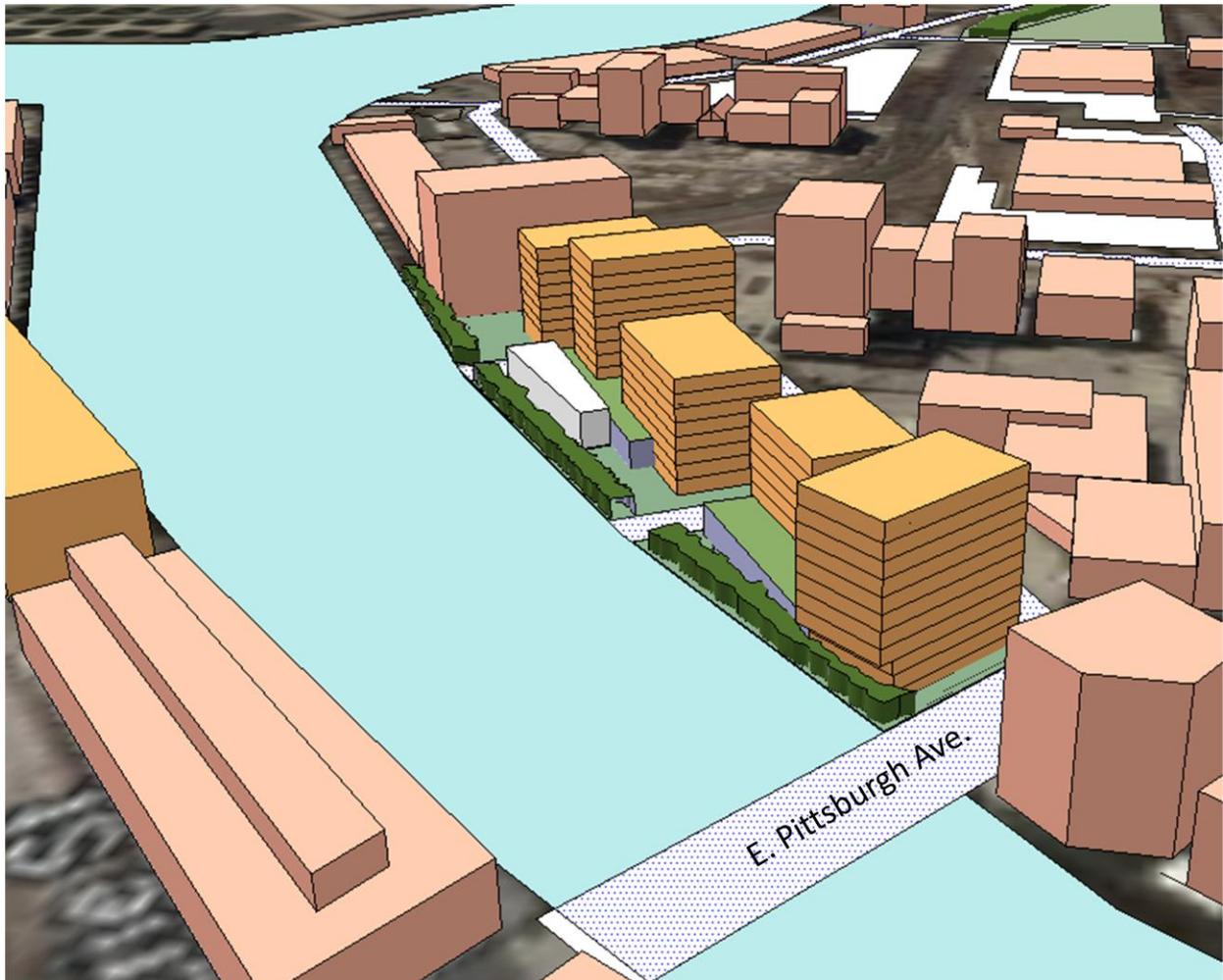
Although the first and maybe second floor will likely be designed as parking, at least 50% of the street and lake facades should be enhanced by commercial and retail uses. XYZ COMPARE TO CURRENT ZONING.

The roof of the buildings and parking decks should be designed as green roofs.

The width of the lots between S. Water St. and the river is wider than on the north side of the river. Encourage a river walk that is designed as a green corridor with significantly more green and trees than on the north side of the river. The green infrastructure and storm water management practices should follow the recommendations outlined in the ReFresh Milwaukee plan. See Fig. \_\_.

Intentionally diverse community - Housing in this area should provide numerous living options, from condos, to apartments, family-friendly apartments, micro apartments and co-housing. An intentionally diverse community would best reflect the Walker's Point spirit.

Fig. \_\_ Looking south from E. Pittsburgh Ave. along S. Water St. buildings could be higher in exchange for a green amenity along the river.



In Fig. \_\_., a river walk is complemented by a greenway and green infrastructure. The public space should be on a combination of public and private lands. Building heights recommended by this Plan should be higher than what is shown in compensation for dedicating land for public green space. The rendering was prepared by M. Guetschow, a UWM student working toward his Bachelor of Science in Architectural Studies.

Fig. \_\_. Rendering of river front green space



**5.2.2.** The area south of E. Florida St. can only be redeveloped when existing storage and industrial production uses change. It is not the intention of this Plan to hasten those changes. However, given the value of land along the Milwaukee River close to Downtown, it's not unreasonable to think that those uses might change and to plan for that case.

Currently, Elementis, an industrial company at the northeast corner of E. Bruce St. and S. Water St., utilizes a railroad spur that crosses the Hansen property to the north. If Elementis relocates, the railroad spur and right-of-way will likely be vacated by the railroad through a state process.

### Recommendations

In the event of a railroad vacation, the public right-of-way should be acquired and converted to extend an off-road bike path and to provide a green corridor. The green corridor should become a storm water collector and bioswale, if feasible. Ideally the corridor would gather all of the surface water on either side. This green corridor will

also act as a visual and sound barrier between new housing to the east and the existing manufacturing and distribution centers (Usinger and Marchese) to the west.

Land uses and design standards should reflect those described in the last section for Area #1. The parcels shown in Figure \_\_ should be mixed use commercial / light manufacturing / residential, but primarily residential, transitioning to light industrial uses to the south.

South of E. Bruce St., preserve the northern edge of an industrial area that extends from here southward for one and one-quarter miles. A zoning change is necessary to accomplish this recommendation. See the East of S. 1st St. and south of E. Florida St. Land Use Changes section of Ch. 4.

Streets will need to be upgraded to residential neighborhood standards.

These recommendations are consistent with the current Industrial-Mixed zoning.

The boat launch should be preserved, improved, and preferably expanded as vital green space for the area, with a bikeway connection on E. Bruce St. to the railroad greenway if it exists and to a river walk and greenway along the Milwaukee River to the south.

A future planning effort should look at river walk and greenway connections to the south of this area.

Fig. \_\_ Looking east at area #2.

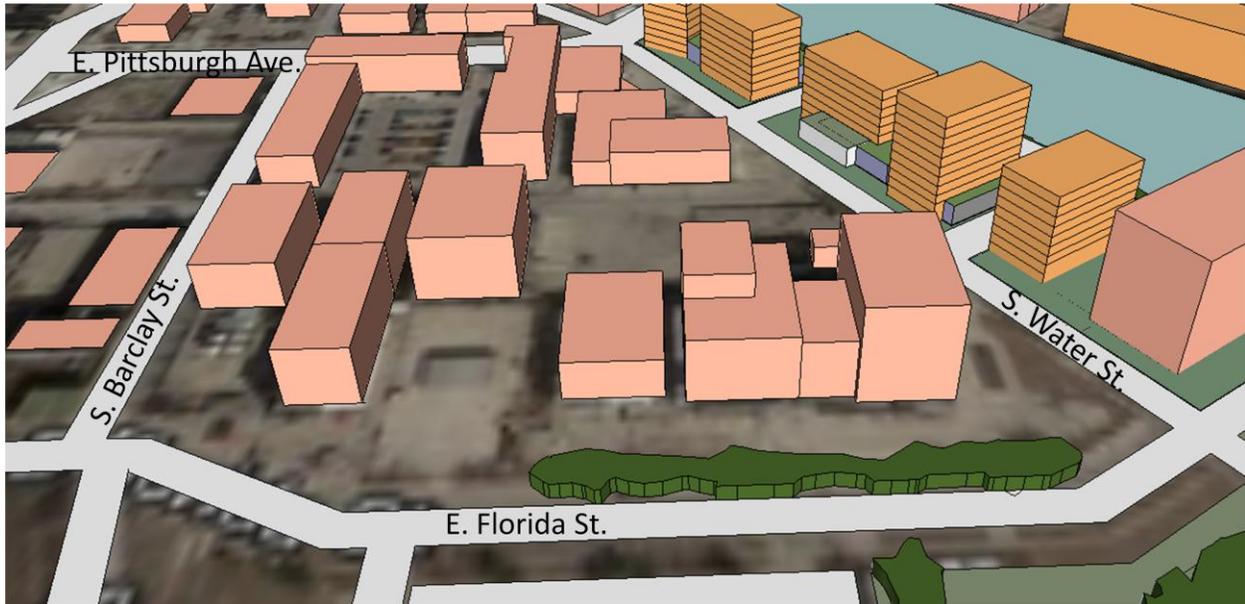


**5.2.3.** The super block of former warehouses and manufacturing uses north of E. Florida St. (see Fig. \_\_) has already seen major conversions to mixed-uses including residential. The area is bounded by E. Florida St., S. Barclay St., E. Pittsburgh Ave. and S. Water St.

On the northern edge, along E. Pittsburgh Ave, the mixed use redevelopment known at the South Water Works includes many new housing units, commercial space, and a live theatre. It is described in Ch. 2.

A landmark on E. Florida St. is the Wisconsin Cold Storage complex. These are the next vacant buildings south of South Water Works.

Fig. \_\_ Looking north at the superblock north of E. Florida St.



### Recommendations

The Plan recommends continuing current market trends of mixed-use adaptive reuse, including residential.

Recommendations that will improve the livability and marketability of the area include:

Create a multi-use public space on the unique lands on the former street right-of-way just north of the E. Florida St. The north edge of E. Florida St. already has a mountable curb, perfect for backing up trucks for a farmer's market or other impromptu public markets. North of that should space for booths set up behind the trucks and a linear area for pedestrians to circulate while visiting them. Finally, along the building a green strip should soften the area. The southward orientation should extend the season when the space could be used for public functions and make a good growing environment. When the area is not being used for public events, it should be used as a combination of parking and plaza inspired by European plazas.

Fig. \_\_ Geidorf Platz, Graz Austria

XYZ Add small photos



The RR bridge to the west connecting to 1st St. needs cosmetic improvement, but it is still one of the nicer railroad bridges in the area and could be a gateway to the E. Florida St. area, helping to define this unique neighborhood, in the way that gates through old defensive walls of mediaeval cities created a sense of place and arrival.

Fig. \_\_ Burgtor, Graz, Austria [http://de.wikipedia.org/wiki/Grazer\\_Burg](http://de.wikipedia.org/wiki/Grazer_Burg)



### 5.3 Parking Study

XYZ Summarize.

## 5.4 Reed St. Yards

XYZ Update.

-- pedestrian bridge to Harley Davidson per the Meno Valley Plan

Fig. \_\_ Rendering of Reed St. Yards

