

CHAPTER 4: DISTRICT RECOMMENDATIONS

This chapter organizes the planning area into five districts to provide more detailed place based recommendations. Map 15 shows the district boundaries. Each district is further broken down into a series of corridors and subareas. Recommendations for these areas are discussed below and shown in a conceptual manner on Exhibits 3 - 7.

The recommendations for the districts are based on the outcomes of the plan's analysis phase, public involvement and the Near South Side Market Analysis. The following key points laid the foundation for the district recommendations.

- To remain competitive, the existing Near South Side commercial corridors must cluster themselves into distinct areas focusing efforts on Silver City, National Avenue/5th Street, Lincoln Avenue, Historic Mitchell Street, and Cesar Chavez Drive.
- Demand for new commercial districts exists along 2nd and 1st streets.
- Residential densities should be increased around the commercial clusters to support businesses and create new housing for a growing population.
- Opportunities to add new subsidized housing units should be identified to maintain the affordability of the area and provide housing that is compatible with the area's income levels.
- Existing single family and duplex residential areas should be preserved and improved through housing rehabilitation programs.
- Opportunities to improve existing green space and to weave new green spaces into the area should be a high priority to add local amenities and improve resident's quality of life.
- The dense urban environment of the Near South Side should be softened and beautified by streetscaping the area's main arterials and adding trees and other plantings wherever possible.
- Workers within the Near South Side are an asset to the city and efforts to enhance worker skills and improve transportation options should be a priority.

LINCOLN VILLAGE DISTRICT

The Lincoln Village district is bounded by Layton Boulevard, Becher Street, the eastern plan boundary near Interstate 94/43 and the southern plan boundary near Cleveland Avenue.

EXISTING CONDITIONS

The Lincoln Village district comprises residential areas that are located north and south of Lincoln Avenue. Lincoln Avenue is a busy commercial district that serves local residents and contains some fine examples of traditional Central and Eastern European-influenced architecture. The district has access to large parks including Kosciusko, Baran and Pulaski parks and includes historic amenities such as the Basilica and the Historic Forest Home Cemetery. While some areas in this district have maintained strong residential neighborhoods particularly adjacent to local parks, several residential pockets require rehabilitation.

DISTRICT VISION

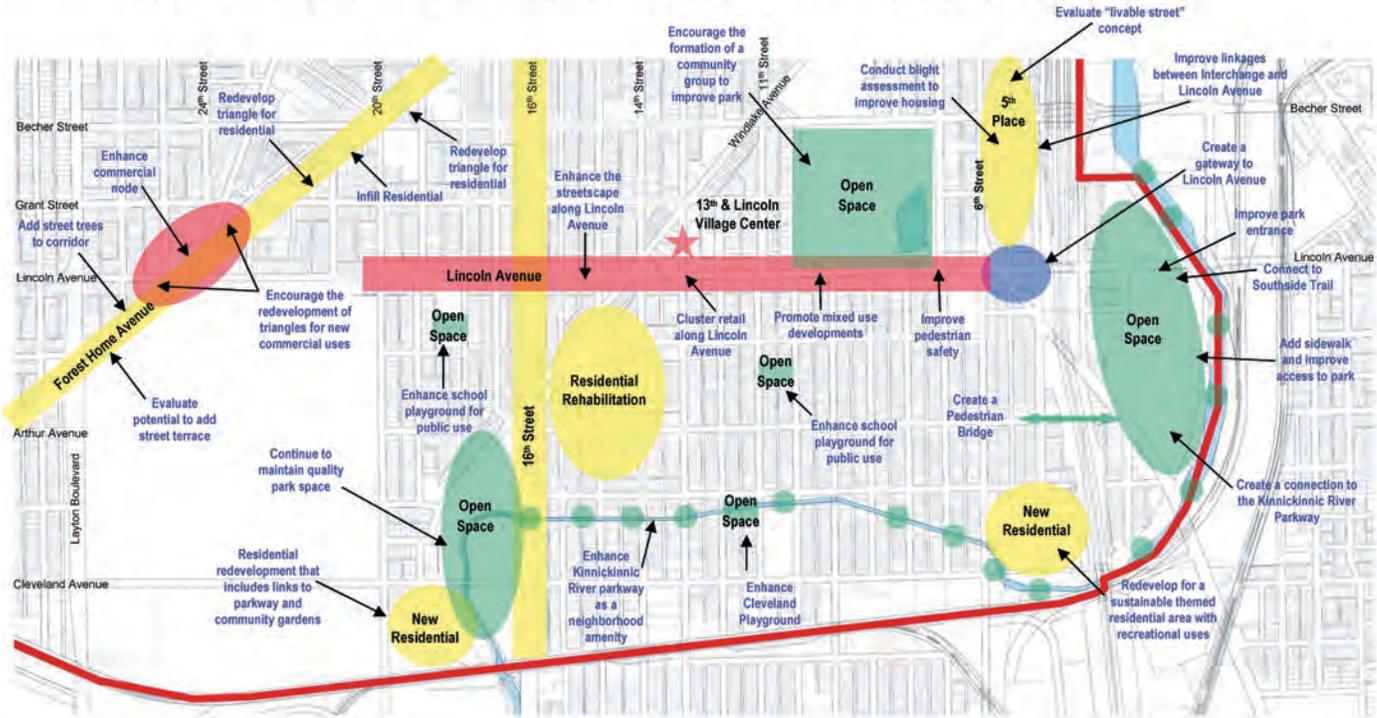
The Lincoln Village district will be a cohesive neighborhood that provides many amenities for residents and families. Lincoln Avenue will continue to be the heart of this area providing local goods and services and community gathering opportunities. The existing parks and the transformation of the Kinnickinnic River parkway will be major natural and recreational assets for the community and provide important and cohesive green space linkages. See Exhibit 3 for a visual depiction of the district's recommendations.



Exhibit 3: Lincoln Village District

Boundary: Layton, Becher, east plan boundary and south plan boundary

- Residential (single-family/duplex)
- Urban Neighborhood (res./com.)
- Commercial (primary retail corridor)
- Mixed use (commercial/residential)
- Parks and open space
- Industrial/Business
- Gateway
- Parking Facility
- Pedestrian connection
- Roadway connection
- Catalytic Project
- Redevelopment area



NEAR SOUTH SIDE
AREA PLAN

CORRIDOR RECOMMENDATIONS

LINCOLN AVENUE

The Lincoln Avenue corridor extends from approximately 20th Street on the west to 5th Street on the east. This corridor has been identified in the Near South Side Market Analysis as one of the area's primary commercial districts that should be enhanced. The Lincoln Village Business Association and the Lincoln Neighborhood Redevelopment Corporation have been working to revitalize this corridor and their efforts should be supported to reinforce Lincoln Avenue as a retail/commercial mixed use corridor that provides goods and services for local residents. Specific recommendations for this corridor include:

Use Policies

- Cluster businesses along Lincoln Avenue with the greatest concentration of businesses near Lincoln Avenue and 13th Street. See Catalytic Project #9.
- Encourage small scale mixed use developments with retail on the first floor and residential and office uses on the upper floors.
- Allow the conversion of sole use residential properties along Lincoln Avenue and encourage new mixed use buildings in their place.



Form Policies

- Evaluate the opportunity to improve connectivity to Lincoln Avenue from the Becher Street interchange with Interstate 94/43 and create a gateway on the east side of Lincoln Avenue near 5th Street.
- Enhance streetscape amenities for the entire corridor and provide traffic calming and pedestrian amenities at intersections along Lincoln Ave. Additional pedestrian amenities and traffic calming measures should be provided at 6th Street and Lincoln Avenue to provide safe crossing near the Basilica and Kosciusko Park.

Redevelopment Strategies and Actions

- Develop an improvement plan that is specific to Lincoln Avenue that includes specific actions and projects to redevelop underutilized or vacant buildings or lots, improve facades, upgrades the retail mix to fit the corridor's identity, provides security and aesthetic enhancements, and identifies technical assistance funds for small businesses.
- Develop a marketing plan that promotes the identity of Lincoln Avenue as a neighborhood-serving commercial corridor that provides a mixture of restaurants and specialty stores that cater to a range of ethnicities.

FOREST HOME AVENUE



The Forest Home Avenue corridor extends from the southern plan boundary to Mitchell Street. This includes portions of Forest Home Avenue in the Layton Boulevard District and the Mitchell Street District. Forest Home should be maintained as a residential corridor with commercial nodes at major intersections. Low traffic professional services such as dentist offices are also encouraged. Specific recommendations for the corridor include:

Use Policies

- Maintain residential uses with commercial nodes at major intersections.
- Neighborhood green space should be encouraged on triangular parcels as either a separate use or incorporated with new private developments.
- The commercial node at the intersection of Forest Home, Lincoln and Muskego avenues should be enhanced for commercial businesses and a more cohesive development pattern should be encouraged.

- Encourage the redevelopment of the triangle that is bounded by Forest Home Avenue, Grant Street and 21st Street for residential development that includes a mixture of subsidized and market rate units. Townhouse units that are appropriately scaled to the neighborhood are encouraged. A zoning change would be required to allow new residential development.
- Infill residential should be encouraged on the south side of Forest Home between 21st and 20th to fill vacant lots.
- Encourage the redevelopment of the triangle bounded by Becher Street, Forest Home Avenue and 19th Street for residential and green space uses.
- Discourage the concentration of used automobile sales lots throughout the corridor.

Form Policies

- The appearance of Forest Home Avenue should be enhanced by adding street trees and streetscaping and the addition of a street terrace should be explored. Where street terraces are not available or possible, consider planting street trees on private properties.

SUB AREA RECOMMENDATIONS



5TH PLACE

Public involvement identified several concerns about the condition of housing along 5th Place from Burnham Street to Lincoln Avenue. To improve the condition of housing, a blight assessment should be conducted to identify particularly troublesome properties. The blight assessment could also serve as the basis for identifying homes that could be rehabilitated and homes that could be selectively demolished and replaced with green space or new housing. An open and transparent process with local residents and property owners is recommended.

In addition, a portion of 5th Place should be evaluated for a potential “livable street” concept (see Model Development examples in Chapter 2). The roadway could be converted into a multifunctional area that serves slow moving vehicles, pedestrians and other activities by using traffic calming measures, eliminating curbs and providing intermittent parking.

NEW RESIDENTIAL

Some residential redevelopment opportunities have been identified along the Kinnickinnic River corridor. The two recommended sites currently contain underutilized or vacant industrial uses. The sites will require a redevelopment plan to prepare the land for residential development. These sites could be used as replacement housing for residents that may be relocated due to flood mitigation efforts along the Kinnickinnic River. The areas include:



- The block bounded by Interstate 94/43, the Kinnickinnic River Parkway, 6th Street and Harrison Avenue should be evaluated for a housing development that could include market rate and subsidized or supportive housing units with one & two family units, row houses and small multi-family buildings. The buildings and the site should be developed with green/sustainable principles to build upon the Kinnickinnic River revitalization efforts and evaluate the potential to incorporate a neighborhood park and other recreational activities.



- The industrial area south of Cleveland Avenue, between 20th Street and the Kinnickinnic River could be converted to residential if the site is no longer needed for industrial purposes. Medium density residential with townhouses and row houses that incorporate a sustainable housing focus with community gardens and links to the Kinnickinnic River Parkway should be considered. Opportunities for subsidized and market rate housing should be evaluated.

KINNICKINNIC RIVER AREA

Planning is underway by the 16th Street Health Clinic and MMSD to naturalize and improve the Kinnickinnic River through the planning area and beyond. The plans include improved public access to the river, flood mitigation and ecological restoration. The project has the potential to create lasting amenities for residents that could improve the area's quality of life. Recreation trails along the parkway that link to other parks and recreation trails in the area are encouraged. Land uses adjacent to the river may need to change to reflect acquisition and removal of houses along the river.

OPEN SPACE

Improvements to the Kinnickinnic River Parkway would improve the green space network for this District. Other opportunities also exist:

- Encourage the greening of the playgrounds at Lincoln Avenue Elementary School and Hayes Bilingual Elementary School in coordination with MPS.
- Enhance Cleveland Play Ground by reducing the amount of pavement and adding grass and other plantings to green the area.

- Improve Kosciusko Park by identifying an organized community group that would work with Milwaukee County to make improvements to the park and plan activities.
- Continue to improve and maintain Pulaski Park as a neighborhood amenity.
- Improve Baran Park and improve its connectivity to area residents and other recreational amenities by:

- Improving access to Baran Park by providing sidewalks along one side of 1st Street and improving the entrance to the park along 1st Street. Also, improve the entrance markings to Baran Park along Lincoln Avenue.
- Evaluating the reconstruction of 1st Street as a parkway.
- Linking Baran Park to the Kinnickinnic River trails at the southern end of the park and connecting to the planned south side bike trails off 1st Street.
- Creating additional bike and pedestrian trails that weave through Baran Park and connecting them to the Kinnickinnic River trails.
- Improving the accessibility to Baran Park from residential neighborhoods to the west of the freeway by adding a pedestrian bridge over the freeway at W. Arthur Avenue.



RESIDENTIAL REHABILITATION

The housing stock to the south of Lincoln Avenue and west of 13th Street would benefit from rehabilitation efforts. A Target Investment Neighborhood and other housing programs should be considered to assist with the rehabilitation of existing housing.

LAYTON BOULEVARD DISTRICT

The Layton Boulevard district is bounded by the city's western border, the northern plan boundary near Pierce Street, Layton Boulevard on the east and the southern plan boundary near Cleveland Avenue.

EXISTING CONDITIONS

The Layton Boulevard District has a fairly stable residential population with a relatively large concentration of homeowners. The area contains one large park complex that is central to the district. The Stadium Business Park provides local jobs in close proximity as well as the redeveloping Menomonee Valley. The Silver City area is an emerging local and destination retail corridor that provides goods and services for local residents. The area is also in close proximity to large regional retailers along the 43rd Street corridor in West Milwaukee.

DISTRICT VISION

The district will continue to be a stable residential area for the Near South Side that provides opportunities for families to live in single family homes. At the same time, the resurgence of Silver City businesses will not only provide local goods and services, it will attract visitors to the area. The recreational and economic opportunities within the easily accessible Menomonee Valley will improve resident's quality of life and help sustain a healthy neighborhood. In addition, local amenities such as the rehabilitation of the Historic System Built Homes and maintenance of the Historic Layton Boulevard provide the area with a unique appeal. See Exhibit 4 for a visual depiction of the district's recommendations.

CORRIDOR RECOMMENDATIONS

Layton Boulevard and National, Lincoln and Forest Home avenues were identified as important corridors within this district area that require special recommendations.

LAYTON BOULEVARD (NATIONAL TO CLEVELAND AVENUES)

Layton Boulevard from approximately National Avenue to Cleveland Avenue should maintain its current mix of residential and institutional uses. Specific recommendations for this corridor include:



- Enhance and preserve the feel of a grand historic boulevard.
- Maintain the character and scale of existing single and two family residences.
- Improve the pedestrian realm by creating safer crossings and traffic calming measures at major intersections. Areas of particular concern for pedestrians include the intersections of Layton Boulevard with Lincoln and Forest Home avenues where the roadway widens.



This section provides recommendations for National Avenue between the city’s western boundary and Layton Boulevard. The highlight of this corridor is the area known as Silver City that is located west of 31st Street. This area already contains a mixture of restaurants and entertainment uses that feature a range of Asian and other ethnic group products and foods. The Near South Side Market Analysis identified Silver City as a primary commercial district that should be enhanced. Specific recommendations for this corridor include:

Use Policies

- Cluster businesses to the west of 31st Street and encourage mixed use developments that provide retail on the first floor and residential or office space on the upper floors.
- Build upon the area’s existing businesses with International and Asian goods and encourage the development of an Asian market within Silver City that could be located on the south side of National Avenue near 34th Street.
- Maintain National Avenue between 28th Street and 31st Street as residential and discourage commercial uses in this area.
- The underutilized parking area and green space south of Pierce Street, north of National Avenue and west of 35th Street should be redeveloped with housing in a manner that improves the adjacent public park to the east of the viaduct.

Form Policies

- Support the streetscaping project that is planned for 2009 that includes pedestrian amenities and multimodal transportation options along National Avenue with connections to the surrounding neighborhood. Incorporate bump outs to calm traffic and improve pedestrian safety.

- Improve the public realm between the Silver City Main Street and the 37th Street tunnel (Valley Passage) to encourage a synergy between the Menomonee Valley and Silver City. See Catalytic Project #2.
- Developments surrounding the 37th Street/Valley Passage tunnel should utilize building facades and windows that are open to the public realm and provide ‘eyes on the street.’



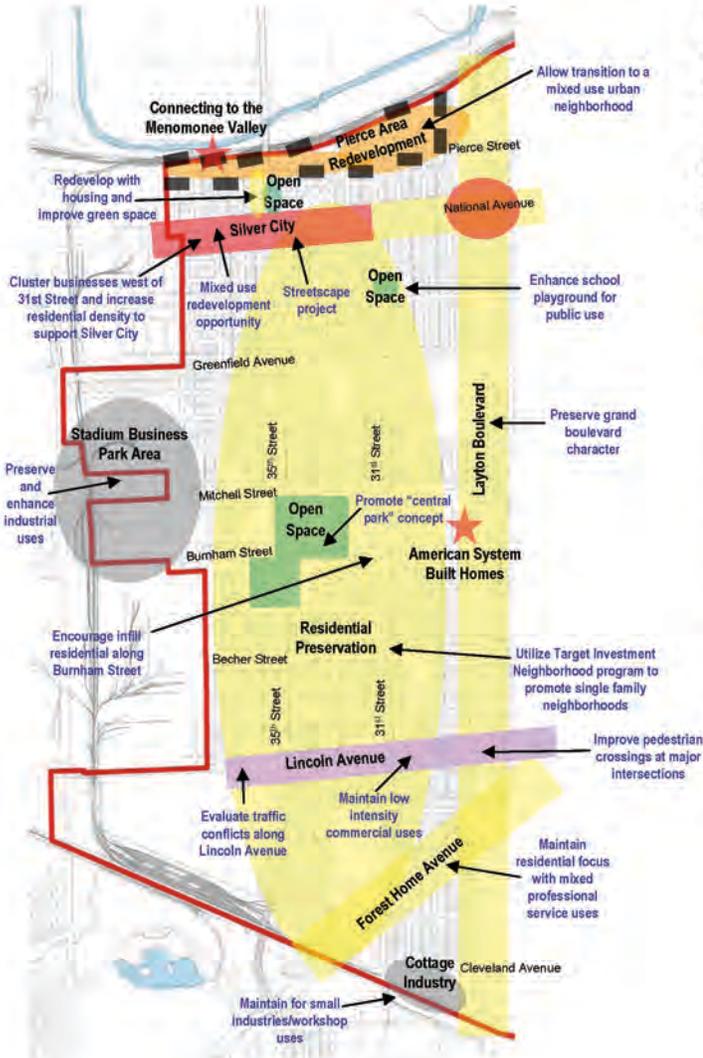
Redevelopment Strategies and Actions

- Support the efforts of the Silver City Milwaukee Main Street.
- Develop an improvement plan that is specific to Silver City that includes specific actions and projects to redevelop underutilized or vacant buildings or lots, improve facades, upgrades the retail mix to fit the corridor’s identity, provides security and aesthetic enhancements, and identifies technical assistance funds for small businesses.
- Develop a marketing plan that promotes the identity of Silver City as a diverse mix of locally owned businesses that provide International goods and services with an Asian emphasis to local residents and visitors.
- Create a synergy between Silver City, the Menomonee Valley and Miller Park by adding public amenities and encouraging private development to improve the connection to these areas. See Catalytic Project #2.
- Encourage the creation of a Business Improvement District (BID) for Silver City.
- Evaluate the use of tax increment financing to fund improvements for Silver City and the surrounding area.
- Continue to coordinate efforts with West Milwaukee.

Exhibit 4: Layton Boulevard District

Boundary: west plan boundary, north plan boundary, Layton, south plan boundary

- Residential (single-family/duplex)
- Urban neighborhood (residential/commercial)
- Commercial (primary retail corridor)
- Mixed use (commercial/residential)
- Parks and open space
- Industrial/business
- Gateway
- Parking facility
- Pedestrian connection
- Roadway connection
- Catalytic project
- Redevelopment area



LINCOLN AVENUE (WEST OF LAYTON BLVD.)

The portion of Lincoln Avenue to the west of Layton Boulevard contains many commercial and mixed commercial and residential buildings. The Near South Side Market Analysis did not identify this portion of Lincoln Avenue as a primary retail corridor. Therefore, this area will remain as a mixed use corridor with small, low intensity commercial uses that serve the local population. In addition, a traffic analysis should be conducted along this corridor to evaluate pedestrian and vehicular safety and traffic conflicts. Of particular concern is the area between 35th and 43rd streets where several conflicts arise from traffic entering and exiting the City of Milwaukee Recycling facility and traffic delays at the railroad tracks near 43rd Street.

FOREST HOME AVENUE

See the Forest Home Avenue corridor recommendations in the Lincoln Village Area District.

SUB AREA RECOMMENDATIONS

Several sub areas have been identified for this district. Recommendations for those areas are provided below.

PIERCE AREA REDEVELOPMENT

The sub area located approximately south of the Menomonee Valley, west of 28th Street, east of 38th Street and north of Pierce Street currently contains many underutilized parcels and buildings. The area contains many challenges including brownfields, underutilized and vacant buildings, crime, code enforcement, and absentee landlords. To revitalize the area and turn it into an area asset, an aggressive approach will be required that will take many years. Specific recommendations for this sub area include:

Use Policies

- Incorporate a mixture of uses in a cohesive fashion that includes residential, commercial, open space and business uses.
- Change the zoning of properties to allow for the transition from heavy industry to mixed uses.
- Replace any lost housing and incorporate a mixture of new market rate and subsidized housing units.



Form Policies

- Integrate and reconnect the area with surrounding neighborhoods by reconnecting the street grid.

Redevelopment Strategies and Actions

- Prepare a master plan for the area that identifies more specific locations for various land uses, neighborhood amenities and redevelopment strategies.
- Evaluate the use of tax increment financing to carry out the necessary master planning, parcel consolidation, infrastructure and environmental remediation needs.
- Improve code enforcement and encourage landlord training.

OPEN SPACE

This district contains limited open spaces that should be preserved and enhanced for the benefit of residents. Open space recommendations for this district include:

- See Catalytic Project #2, which calls for creating connections between the Near South Side and open space in the Menomonee Valley.



- Enhance Burnham Playfield, Rogers Park and the other adjacent city owned playfield as a cohesive centrally located open space cluster within the district. Maintain current active recreational

amenities and incorporate passive recreational amenities such as pedestrian and bike trails. Also, incorporate native plantings and trees to improve the environment and evaluate the potential to reduce the amount of paved parking lot. Encourage the formation of a citizen's group that promotes the improvement of the parks and promotes activities at the parks.

- Enhance the existing green space (Arlington Park) east of the 35th Street Viaduct to the south of Pierce Street and north of National Avenue.
- Working with MPS, evaluate the potential to improve the playground of Doerfler Elementary School located near 30th and Scott streets as a neighborhood public space with greenery.

RESIDENTIAL PRESERVATION



As discussed in Chapter 2, the western side of the planning area has the highest concentration of owner occupied housing within the planning area and is comprised of a fairly stable residential base with mostly single-family and duplex homes. These characteristics should be enhanced and preserved. Specific recommendations for this area include:

- Support the efforts of the Layton Boulevard West Neighbors, Inc. to revitalize housing.
- Promote the preservation of single family homes in the district by discouraging the conversion of single family homes to two or more units.
- Utilize Target Investment Neighborhood and other housing programs that improve single family or duplex homes.
- Encourage residential infill along Burnham Street to reduce the number of vacant parcels.
- Evaluate the potential to convert the one-way streets to two ways streets from approximately 34th through 30th streets between Cleveland Avenue and Burnham Street.

- Support existing efforts to revitalize the historic American System Built Homes (Frank Lloyd Wright Design) near Layton Boulevard and Burnham Street. See Catalytic Project #1.

STADIUM BUSINESS PARK AREA

The Stadium Business Park and the industrial area to the north are stable manufacturing areas that should be preserved and enhanced for industrial uses from approximately Greenfield to Burnham and 38th to the City boundary. Additional job creation in this area is highly encouraged to support local jobs for residents.

COTTAGE INDUSTRY

Cottage industries are recommended for the area generally bounded by Cleveland Avenue, rail road tracks, and 27th and 31st streets. Cottage industries include businesses that require small building footprints, affordable space for start up industries and small businesses such as plumbers, home builders and contractors.

MITCHELL STREET DISTRICT

The Mitchell Street district area is bounded by Layton Boulevard, Greenfield Avenue, Interstate 94/43 and Becher Street.

EXISTING CONDITIONS

The Mitchell Street district includes a residential area that is bisected by several arterials and angled streets, creating a distinct land use and transportation pattern with many triangular parcels. Commercial uses are spread out along many of the commercial corridors making it difficult for any one corridor to form a successful concentration of businesses. Historic Mitchell Street was once a regional destination for retail goods and services. The Business Improvement District has been working to revitalize this important corridor.

DISTRICT VISION

This district is envisioned to have strong neighborhoods that are anchored by a successful Historic Mitchell Street commercial district that provides a broad range of goods and services for the entire Near South Side area and the regional market. See Exhibit 5 for a visual depiction of the district's recommendations.

CORRIDOR RECOMMENDATIONS

MUSKEGO AVENUE

The Muskego Avenue corridor extends from Greenfield Avenue to the north and Forest Home Avenue and Lincoln Avenue to the south. A portion of the corridor is located within the Lincoln Avenue district. The Near South Side Market Analysis did not identify Muskego Avenue as a primary retail corridor. As a result, Muskego Avenue from approximately Lincoln to Greenfield avenues may transition into a predominately residential street while maintaining mixed use retail nodes at the intersections of Lincoln, Greenfield and Mitchell with Muskego Avenue. Specific recommendations for this corridor include:



Use Policies

- Encourage the development of new small scale multi-family residential homes such as townhouses, row houses and duplexes.
- Improve and enhance the open-air farmers market at the northeast corner of the Muskego Avenue and Mitchell Street and continue to maintain the market to promote healthy living initiatives. Additional amenities should be added to improve the market's functionality and aesthetics and a more permanent and fixed presence should be created.
- Encourage a small scale mixed-use residential node along Muskego Avenue between Burnham and Mitchell streets.
- Encourage a retail/mixed-use node that is linked to the Cesar Chavez Drive retail corridor for the parcels bounded by Muskego Avenue, Bow Street, Union Street and Greenfield Avenue.

Form Policies

- Maintain the street wall along Muskego Avenue by aligning the front facades of buildings consistent with adjacent ones.
- Encourage a more residential feel along Muskego Avenue by incorporating streetscaping elements that make it more pedestrian friendly.

HISTORIC MITCHELL STREET

The Near South Side Market Analysis identified Mitchell Street from approximately Cesar Chavez Drive to Interstate 94/43 as a primary retail corridor that should be enhanced. Mitchell Street has the potential to become a community wide shopping district that provides goods and services for the Near South Side and the regional. The corridor has the benefit of larger footprint buildings and parcels with ample parking that could support larger anchor stores.

Retail businesses thrive by being adjacent to each other in a convenient, compact, pedestrian-oriented setting that allows shoppers to move easily from store to store. This principle can be seen on traditional retail corridors like Mitchell Street and in newer "town center" concept developments and suburban shopping malls. The future viability of Mitchell Street depends on maintaining this high quality main street or downtown retail look and function. The following bullets recommend how to fulfill this retail vision.



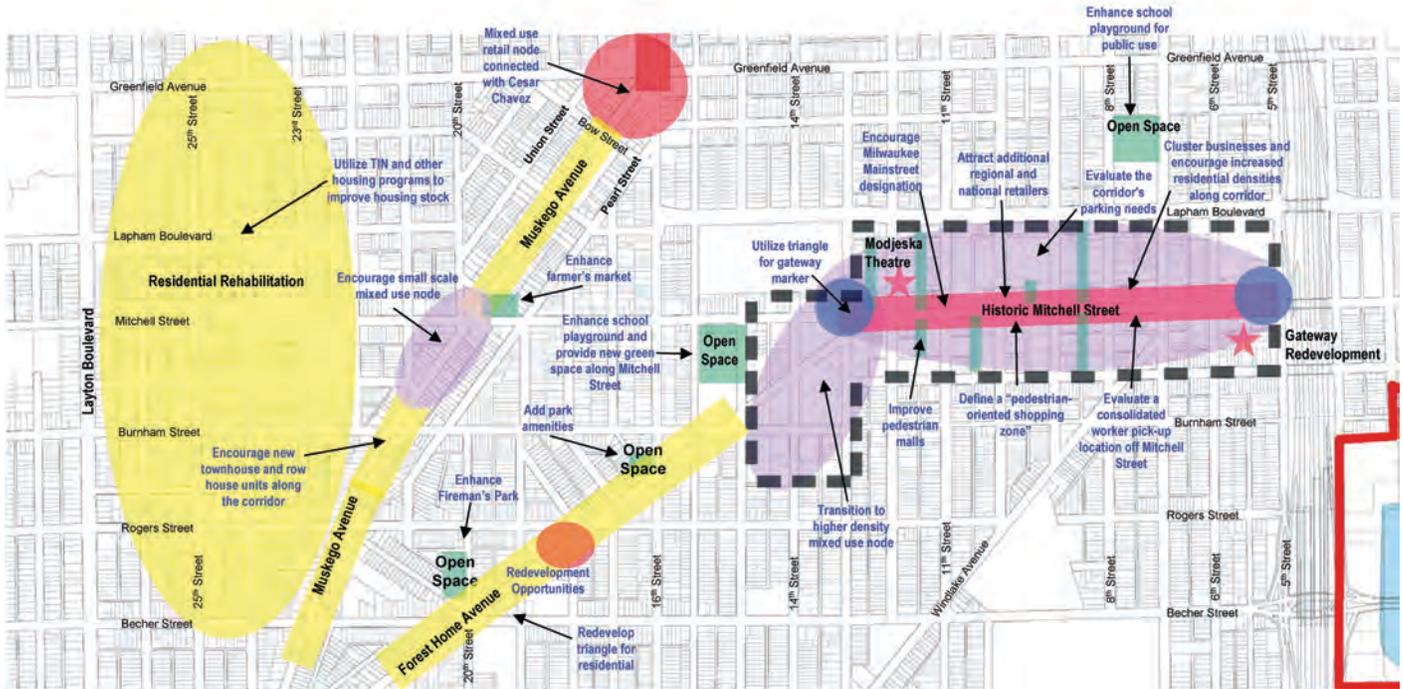
Use Policies

- Define a "pedestrian-oriented shopping zone" comprising the street level of buildings on properties with frontage on either side of Mitchell St. between 5th St. and the 13th St., including either side of the Forest Home Avenue triangle as shown on Exhibit 5.

Exhibit 5: Mitchell Street District

Boundary: Layton, Greenfield, I-94/43 and Becher

- Residential (single-family/duplex)
- Urban neighborhood (res./com.)
- Commercial (primary retail corridor)
- Mixed use (commercial/residential)
- Parks and open space
- Industrial/Business
- Gateway
- Parking Facility
- Pedestrian connection
- Roadway connection
- Catalytic Project
- Redevelopment area



NEAR SOUTH SIDE
AREA PLAN

- Within this defined zone, maintain and promote an economically vibrant mix of retail stores and services at the street level, while discouraging uses that do not directly contribute to a high quality shopping experience.
- Protect the heart of the pedestrian retail corridor by discouraging uses that don't contribute to a dedicated shopping zone.
- Locate non-retail uses on parcels outside or above this pedestrian-oriented shopping zone. Social services, governmental agencies, and professional services should be located on floors above the street level or on surrounding streets. Organizations that provide transportation services should locate where they can provide appropriate facilities for waiting and boarding passengers and vehicular movement, not in the pedestrian-oriented shopping zone. Discourage new auto-oriented uses, drive through businesses, and gas stations in the pedestrian-oriented shopping zone.
- Encourage businesses within the district to locate along Mitchell Street instead of along other non primary commercial corridors.
- To diversify the availability of goods and services in close proximity to Near South Side residents, attract national retailers that would complement and fit the urban format of the Mitchell Street corridor.
- Increase residential densities within and adjacent to the corridor to provide a stable customer base for Mitchell Street businesses.
- As properties are redeveloped, encourage a higher density mixed use retail and residential node along Mitchell Street and Forest Home Avenue between approximately 14th and 12th streets.
- A cohesive redevelopment plan should be evaluated on the east end of Mitchell Street for the block bounded by Mitchell, 6th, Maple and 5th streets. See Catalytic Project #6.
- Consider the conversion of a signature building or develop a new building along Mitchell Street to become an "International Village" that attracts 'world market'-style businesses, building upon attracting businesses related to ethnic festivals with retail on first floor and office/residential on upper floors. See Catalytic Project #6.

Form Policies

- In order for the shopping zone to succeed, all businesses in the zone should be held to the same high standards of storefront design and signage. This recommendation applies to all businesses including low-overhead businesses such as liquor stores, check cashing/pay day loan establishments, and mobile communication stores as well.



- Improve the pedestrian walkways that connect parking lots to Mitchell Street as an amenity for the corridor by creating wayfinding signs, mid-block crosswalks at the pedestrian malls, utilizing different pavements types, adding planters and benches and improving the safety with additional lighting. Also, encourage restaurants and cafes to utilize the pedestrian malls by creating windows that open to the malls and utilizing the space for outdoor seating.



- All new developments along Mitchell Street should maintain the corridor's street frontage. Large blank walls with no windows facing the street should be avoided. The facade's of larger-scale buildings should be broken up with architectural detail and include ample windows.

- Create gateway markers on the east and west ends of the Mitchell Street corridor. The east end marker should be located at approximately the intersection of 5th and Mitchell streets. See Catalytic Project #6. The west end marker should be located at the intersection of Forest Home Avenue, 13th Street and Mitchell Street. A triangle formed by the intersection of these three streets could be used to create a unique gateway marker.

Redevelopment Strategies and Actions

- Support the efforts of the Mitchell Street Business Improvement District to continue the revitalization of this corridor.
- Encourage Milwaukee Mainstreet designation.
- Develop an improvement plan that is specific to Mitchell Street that includes specific actions and projects to redevelop underutilized or vacant buildings or lots, improve facades, upgrades the retail mix to fit the corridor's identity, provides security and aesthetic enhancements, identifies technical assistance funds for small businesses and recruits businesses catering to a regional market.
- Develop a marketing plan that promotes an identity for Historic Mitchell Street that caters to community wide goods and services and adapts to its position in the market place and to the demographics of the Near South Side. The marketing plan may include a website, newsletters, and scheduled events.
- Encourage the creation of a theater district centered on the Modjeska Theater near 12th and Mitchell Street. See Catalytic Project #10.
- Mitchell Street currently has large public parking lots conveniently located behind its large commercial buildings. Develop a parking management plan, including responsibilities, that identifies appropriate parking locations for existing and planned development; specifies a wayfinding signage program to direct customers to parking; improves the appearance of the parking lots through landscaping and maintenance; and, provides surveillance. If any parking lots are not needed for current and future needs, they should be evaluated for redevelopment sites.

- Evaluate the potential to consolidate worker pick up locations at one designated off-street site near Mitchell Street. This site should be appropriately sized to accommodate workers waiting for transportation and being dropped off during multiple shifts and should avoid conflicts with retailing businesses along Mitchell Street. Improvements to the site, including a shelter, should also be considered.

FOREST HOME AVENUE

Refer to the Lincoln Village Area District for Forest Home Avenue corridor recommendations.

SUB AREA RECOMMENDATIONS

RESIDENTIAL REHABILITATION

Public involvement identified the residential area in Exhibit 5 as an area in need of rehabilitation due to concerns with over crowding, building code violations and poor housing conditions. Residential parking has also been identified as particularly troublesome in this area. A Target Investment Neighborhood should be considered to assist with the rehabilitation of existing housing.

OPEN SPACE

This District has very limited open space opportunities for residents. Therefore, it is important to improve and maintain existing spaces. Some opportunities to improve park space include:

- Convert the concrete playground to a grass playground at the Allen-Field Elementary school and make accessible to public.
- Convert the concrete playground at the Forest Home Elementary School and the parcels just north of the school to a public space that is integrated with Mitchell Street.
- Add park amenities such as play equipment, benches, trees and a trail to the park at Forest Home and 16th Street if the neighborhood supports such activities.
- Enhance Fireman's Park along Forest Home Avenue between 20th and 21st Street by removing concrete pavement for parking and adding park amenities.

CESAR CHAVEZ DRIVE DISTRICT

The Cesar Chavez Drive district area is bounded by Layton Boulevard, the northern plan boundary/ Canadian Pacific Rail Road, Interstate 94/43 and Greenfield Avenue.

EXISTING CONDITIONS

The Cesar Chavez district includes an extensive residential area that is anchored by the Cesar Chavez commercial corridor. The commercial corridor has a unique character that serves as the hub for local Hispanic goods and services. The district is also home to the United Community Center and the Hispanic Chamber of Commerce. The northern portion of the district was once a thriving industrial area connected with the Menomonee Valley. However, today, it underutilized and requires redevelopment.

DISTRICT VISION

This district is envisioned as an area that provides affordable decent housing options for various income levels. Local goods and services are provided along the Cesar Chavez commercial corridor that is a thriving and active hub of commerce. Over the long term underutilized lands will be put back into productive use and provide new housing and business opportunities. See Exhibit 6 for a visual depiction of the district's recommendations.

CORRIDOR RECOMMENDATIONS

NATIONAL AVENUE

The National Avenue corridor within this district runs from Interstate 94/43 to Layton Boulevard. The land uses along the corridor should become more organized alternating between multi-family and townhouse residential uses and commercial nodes at major intersections. Residential uses should provide both market rate and subsidized housing opportunities. Recommendations for this corridor include:

- The existing commercial node at the western end of the district at the intersection of Layton Boulevard and National Avenue should be maintained and enhanced. As parcels are redeveloped, new commercial uses should be placed along the street frontage with parking placed to the side or the rear.

- Between approximately 25th and 20th streets, the focus of National Avenue should be residential with some minor retail and professional service uses.
- Another commercial node between approximately 20th and 15th streets should become a commercial and mixed-use node that enhances the efforts and character along Cesar Chavez Drive.
- National Avenue between 15th and 12th streets should have a multi-family residential focus and allow existing uses to convert to residential. The north side of National Avenue provides an opportunity to assemble parcels to create a unique redevelopment area. (See Bruce/Pierce/National sub area for more information.)



- National Avenue from approximately 12th Street to Interstate 94/43 development should have a small scale main street-like atmosphere with mixed use buildings. Pedestrian and transportation enhancements should be encouraged to improve the connectivity of National Avenue activities on the east and west sides of I-94.
- A concentration of automobile dependent uses such as drive-thrus and gas stations should be discouraged along National Avenue.

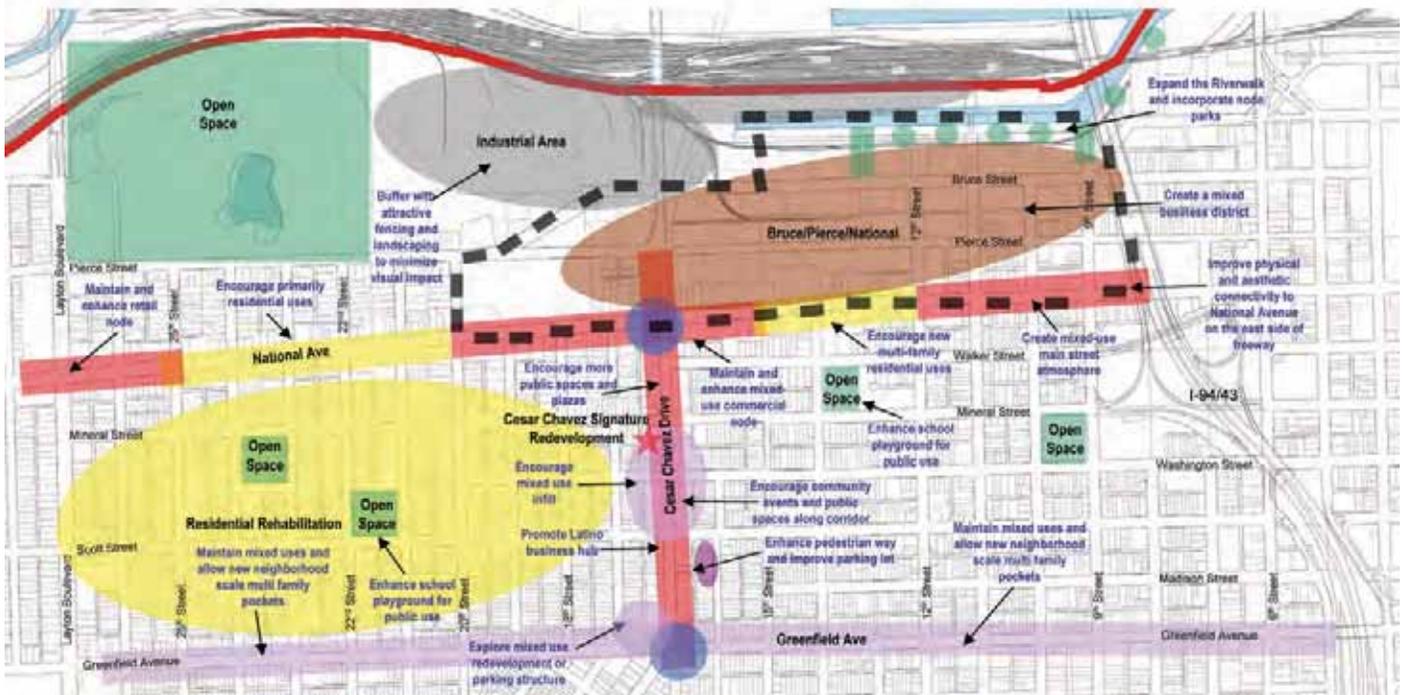
CESAR CHAVEZ DRIVE

Cesar Chavez Drive between National and Greenfield avenues is a unique commercial area and a hub for Latino businesses and goods. This corridor was identified in the Near South Side Market Analysis as a primary retail corridor that should be enhanced. A Business Improvement District has been created to promote the corridor and their efforts to revitalize the corridor should be supported. Specific recommendations for the corridor include:

Exhibit 6: Cesar Chavez Drive District

Boundary: Greenfield, Layton, Rail Road tracks and I-94/43

- Residential (single-family/duplex)
- Commercial (primary retail corridor)
- Mixed use (commercial/residential)
- Mixed business
- Parks and open space
- Industrial/Business
- Gateway
- Parking Facility
- Pedestrian connection
- Roadway connection
- Catalytic Project
- Redevelopment area



NEAR SOUTH SIDE
AREA PLAN



Use Policies

- Encourage Latino businesses within the district to locate along this corridor.
- Increase residential densities within and adjacent to the corridor to provide a stable customer base for Cesar Chavez Drive businesses.
- Encourage a signature redevelopment for the southwest corner of Cesar Chavez Drive and Mineral Street that creates a model mixed use development for the Cesar Chavez Drive corridor. See Catalytic Project #7.



- Encourage a mixed-use node along Cesar Chavez Drive between Mineral and Scott streets with first floor retail that is consistent with other businesses along Cesar Chavez Drive.
- For the surface parking lot on the north side of Chase Bank at the intersection of Cesar Chavez Drive and Greenfield Avenue, explore redevelopment opportunities that include a neighborhood scale (1 to 4 floors) commercial mixed-use development. Also, evaluate the need to include a mixed use public parking structure.
- Encourage community events on Cesar Chavez Drive whenever possible.

Form Policies

- Provide traffic calming and improved pedestrian amenities (including expanding the width of sidewalks) at intersections along Cesar Chavez Drive.
- Create Gateways on Cesar Chavez Drive at Greenfield and National avenues.
- Create wayfinding signage, enhance the pedestrian access way and green-up the public parking lot between Cesar Chavez Drive and 15th Street, south of Scott Street.
- Encourage more public spaces and monument plazas along the corridor.

Redevelopment Strategies and Actions



- Develop an improvement plan that is specific to Cesar Chavez Drive that includes specific actions and projects to redevelop underutilized or vacant buildings or lots, improve facades, upgrades the retail mix to fit the corridor's identity, provides security and aesthetic enhancements, and identifies technical assistance funds for small businesses.
- Development a marketing plan to promote the identity of Cesar Chavez Drive as a destination for specialty Latino goods.
- Encourage Milwaukee Mainstreet designation.
- Develop a parking plan for Cesar Chavez Drive that sites appropriate parking locations for existing and planned development, identifies parking strategies to increase on-street and off-street parking and considers the need for a parking structure. All parking facilities should not distract from the character of the corridor or preclude pedestrian activity.

To support the efforts of the planning area's primary commercial areas (National Avenue and 5th Street, Silver City, Historic Mitchell Street, Lincoln Avenue and Cesar Chavez Drive) Greenfield Avenue should remain a secondary commercial corridor. Therefore, this area will remain as a mixed use corridor with small commercial uses that serve the local population. Pockets of neighborhood scale multi-family residential uses should also be encouraged.

SUB AREA RECOMMENDATIONS

INDUSTRIAL AREA

The industrial area includes the Miller Compressing property that is not likely to change over the life of this plan. This use should be buffered from surrounding uses and the perimeter should be enhanced with fencing or landscaping to shield views into the site.



BRUCE/PIERCE/NATIONAL

The sub area, generally bounded by National Avenue, 20th Street, the Burnham Canal, and Interstate 94/43 is subject to change. Therefore, it is recommended for a redevelopment district that would transform the area into mixed business area with residential, commercial, open space and employment uses such as light manufacturing, wholesaling, and some motor vehicle related businesses. The area has many potential assets such as its proximity to downtown and the Fifth Ward/Walker's Point, attractive former warehouse buildings, vacant land, and potential access to water. Some specific recommendations include:

- Identify parcels that should be assembled and to identify more specific land use recommendations.
- Explore unique opportunities to convert former vacant or underutilized warehouses to residential and commercial or business uses.

- Create public access to the Burnham Canal by providing an extension of the Riverwalk and node park system. See Catalytic Project #4.
- Analyze the use of TIF to provide public infrastructure that may be required to prepare the area for redevelopment.

RESIDENTIAL REHABILITATION (CLARKE SQUARE)

Public involvement identified the residential area in Exhibit 6 as an area in need of housing rehabilitation. This area is part of the Clarke Square neighborhood, which is one of the first of two Milwaukee neighborhoods that will participate in a \$50 million effort to improve low-income neighborhoods under the Zilber Neighborhood Initiative. The program will focus its efforts on improving the area from 16th Street. to Layton Boulevard, and Pierce Street to Greenfield Avenue.

Generally, the purpose of the initiative is to prepare "Quality of Life" plans that build off of the assets inherent in each of the neighborhoods. The plans will identify projects that local community organizations will be instrumental in implementing. Collaborative community development projects built around economic development, human services and development are some of the major issues the effort will focus on.

The initiative's partnership will be made up of the Local Initiatives Support Corporation (LISC), a citywide nonprofit organization that offers strong technical and development expertise that's also capable of attracting outside resources, and the United Neighborhood Centers of Milwaukee (UNCOM).

OPEN SPACE

Open space recommendations for this district include:

- Enhance the district's existing parks: Mitchell Park, Clarke Square and Walker Square with passive and active recreation opportunities.
- Encourage an organized community group to work with Milwaukee County to enhance Mitchell Park and encourage neighborhood groups to enhance Clarke Square and Walker Square parks.
- Work with MPS to improve the playgrounds at Kagel Elementary School and H.W. Longfellow School by adding grass and other amenities that could be used by the public.

- As the area develops, extend the Riverwalk along Burnham Canal and develop a system of park spaces where roadways terminate at the canals. See Catalytic Project #4.

WALKER'S POINT AND FIFTH WARD DISTRICT

The Walker's Point and Fifth Ward district area is located in the northeast corner of the planning area. It is bounded by Interstate 94/43 on the west, the Menomonee and Milwaukee Rivers on the north and east and the southern plan boundary near Maple Street.

EXISTING CONDITIONS

This district includes the Walker's Point and Fifth Ward neighborhoods. The area was an industrial and warehousing area that is currently transitioning into a mixed use commercial and residential area. The area also contains a popular Hispanic themed entertainment area around 5th Street and National Avenue that draws people from all over the metropolitan area. Rockwell Automation is a large employer in this area that has many roots to the area's innovative industrial past. Pockets of single family neighborhoods remain on the western side of the district and include two distinct areas – the Clock Tower Acres and the Historic Walker's Point neighborhoods.

DISTRICT VISION

The district is envisioned as a dynamic, active, mixed use district that integrates its historic past with modern innovation. The district will provide an array of housing options, diverse businesses and a concentration of cultural and entertainment destinations that draw people from the region. While some areas of the district are likely to develop and redevelop in a rapid pace, other areas will require a longer term vision to create a fully cohesive area. See Exhibit 7 for a visual depiction of the district's recommendations.

CORRIDOR RECOMMENDATIONS

1ST STREET

The 1st Street corridor extends from approximately Florida Street on the north to approximately Washington Street on the south. The market analysis identified this corridor as an area that could accommodate the demand for larger-scaled commercial development. It has a higher number of larger sized vacant parcels in comparison to other

parts of the planning area and has easy access to Interstate 94/43. Specific recommendations for this corridor include:

Use Policies

- Promote 1st Street as a new retail corridor that contains a mixture of small, mid and large size retailers.
- Encourage a mixture of uses including retail, residential, office, and entertainment uses along the corridor of various sizes.



Form Policies

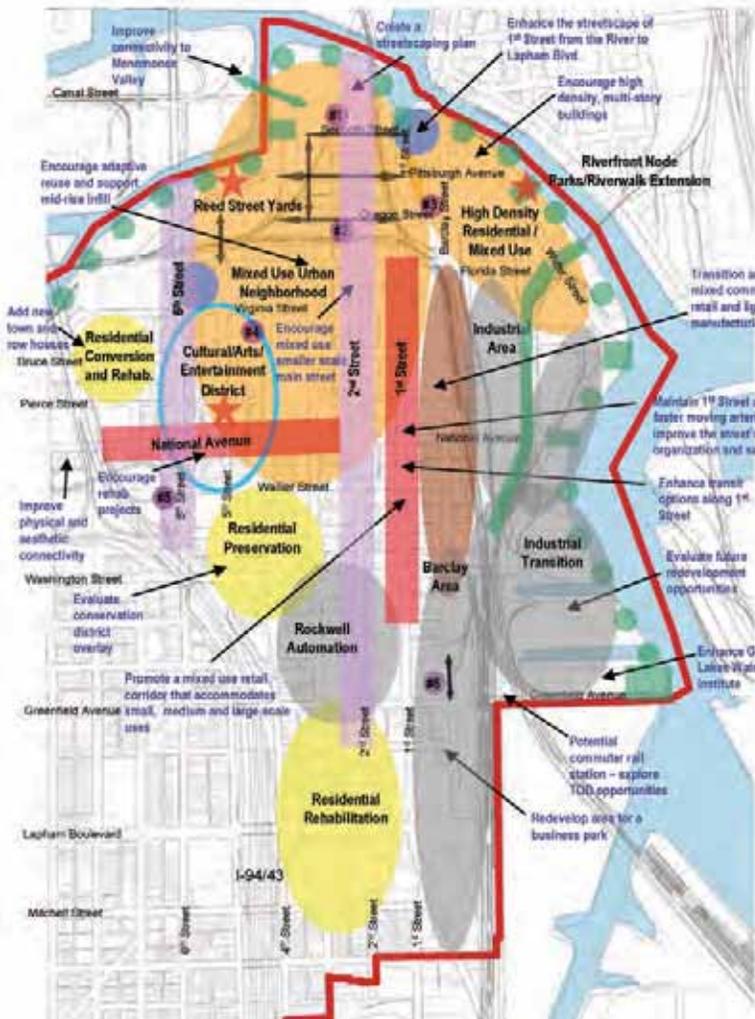
- All new developments should complement the physical form of the urban environment and have minimal building setbacks.
- Buildings with vast walls, no windows or architectural detail should be discouraged.
- All medium to larger scale developments should utilize ample landscaping to beautify the property and minimize visual impacts to such a development.
- Buildings with multiple stories are preferred over single story buildings.
- Sustainable site design and building principles are highly encouraged for medium to larger scaled developments to minimize their environmental impact.
- The proposed streetscape enhancement project between the Milwaukee River and Pittsburgh Avenue should move forward and be extended to the south past Rockwell automation.

Redevelopment Strategies and Actions

- The overall organization of 1st Street should be improved to enhance safety and better define the vehicular and pedestrian realms.

Exhibit 7: Walker's Point and Fifth Ward District

Boundary: I-94/43, canal/river, east plan boundary



- Residential (single-family/duplex)
- Urban neighborhood (residential/commercial)
- Commercial (primary retail corridor)
- Mixed use (retail/residential)
- Mixed business
- Cultural/entertainment district
- Parks and open space
- Industrial/business
- Gateway
- Parking facility
- Pedestrian connection
- Roadway connection
- ★ Catalytic project

NEAR SOUTH SIDE
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- Maintain the roadway as a primary arterial that efficiently moves traffic, but at the same time provides more pedestrian accommodations, such as bumps outs, timed cross walk signals and special paving at intersections to improve the walking environment.
- Due to the fact that 1st Street is a major arterial that connects downtown to Bayview and other southeastern neighborhoods it should be considered for enhanced transit options, such as: express buses, bus rapid transit, streetcar or light rail.
- The potential for a traffic signal should be evaluated between Pittsburgh Avenue and National Avenue (potentially at Florida Street or Virginia Street).

2ND STREET (HISTORIC REED STREET DISTRICT)

The 2nd Street corridor extends from approximately the Milwaukee River on the north to Orchard Street on the south. The northern portion of the corridor from the river to approximately Florida Street is characterized by high density mixed uses. South of Florida Street the corridor transitions to a main street like community with small scale mixed use buildings. The southern end of the corridor is anchored by Rockwell Automation that provides a regular supply of patrons for local businesses.

Workshops identified 2nd Street as the key street unifying Walker's Point, the Fifth Ward, and the Reed Street Yards catalytic project into a cohesive neighborhood. With its central location, many attractive loft buildings, and traditional storefronts, 2nd Street makes the ideal main street for this rapidly developing district. Recent real estate transactions further indicate that developers have identified this area as about to transition rapidly.

The vision for 2nd Street is a main street setting for shops, boutique businesses, restaurants, creative class businesses such as architecture studios, graphics firms, artist live/work studios, and art galleries. Such innovative businesses as Canvasbacks women's clothing manufacturer, warehouse and outlet, Caroline's jazz club, Shaker's, Ginger, the 5th Ward Lofts, Reed Street Lofts and a handful of other large residential loft conversions, Wood Mode custom cabinetry, Spectracom website design and hosting have set the tone for future development.



South 2nd Street faces some significant challenges which could delay or hamper development. First, the current configuration of 2nd Street feels like a highway instead of a main street, discouraging people from spending time there. In addition, 1st and 6th streets, nearby principal arterials, should serve the function of moving faster and higher volumes of traffic. Second, several substandard railroad bridges with narrow and low underpasses serve to cut off the area visually. Third, the street has yet to connect its identity with the surrounding area. Recommendations to improve this corridor include:

Use Policies

- Encourage a small scale, main street like, pedestrian friendly mixed use corridor with boutique retailers on the first floor and residential and professional office uses on the upper floors. Entertainment uses such as restaurants, theaters, and bars are also encouraged.
- Infill developments are encouraged and should maintain the current block and lot pattern along South 2nd Street. Building facades should be articulated and infill development should be compatible with the height and building configuration of the existing structures.

Form Policies

- Streets and sidewalks in the South 2nd Street corridor should give preference to the pedestrian to encourage foot traffic. Sidewalks should be widened where feasible and the number of lanes along the street should be kept to a minimum to increase the capacity of on-street parking and to slow traffic.
- Create a plan for streetscaping the entire corridor to enhance its pedestrian scale and to create a cohesive sense of place.

- The southern portion of the street is being redesigned to reflect the presence of one Milwaukee's premier headquarters, Rockwell Automation.

Redevelopment Strategies and Actions

- Market 2nd Street as the main street of the Historic Reed Street District and the front door of the Reed Street Yards, Catalytic Project #8.
- Overcome the visual and transportation barriers created by railroads to the south and especially to the east. Improve railroad bridges over Seeboth Street, Pittsburgh Avenue, Oregon Street, and 2nd Street to knit the area together into a cohesive 5th Ward district. These efforts should be coordinated with planned future projects to improve the railroads. If at all possible, two-way traffic should be restored north of the Menomonee River increasing access from Downtown.

NATIONAL AVENUE

The Near South Side Market Analysis identified the National Avenue corridor to the east of the Interstate as a primary retail corridor that should be enhanced. National Avenue is envisioned as a prominent highly active retail corridor that is integrated into the emerging cultural/entertainment sub area that extends along 5th Street. Specific recommendations for this corridor include:



Use Policies

- National Avenue should remain and be enhanced as a mixed use retail corridor that supports retail, entertainment and cultural uses on the first floor and office and residential uses on the upper floors.
- Encourage mixed use infill developments that are compatible with the corridor's existing scale and rehabilitation of existing buildings.

Form Policies

- Create a more aesthetically pleasing corridor with streetscape elements that provide landscaping and pedestrian amenities to encourage foot traffic. Wayfinding signage to other area destinations is also encouraged.

Redevelopment Strategies and Actions

- Encourage the use of the Department of City Development's Façade grant Program to rehab storefronts.
- Over the long term, efforts should be made to visually reconnect National Avenue on both sides of the freeway with streetscaping amenities and cooperation between businesses.

SUB AREA RECOMMENDATIONS

Recommendations for sub areas within this district are discussed below.

MIXED USE URBAN NEIGHBORHOOD

This sub area includes the northwestern portion of the district. Specific recommendations for this area include:



Use Policies

- Continue the adaptive reuse of former industrial/warehousing buildings into mixed-use structures that support commercial and residential uses.
- Develop a community green space on the open space that is located to the south of the 6th Street roundabout.
- Encourage the redevelopment of the property known as the Reed Street Yards and identify opportunities to integrate public green space and access to the river. See Catalytic Project #8.
- Encourage the consolidation of surface parking into a parking structure near 6th and Bruce streets for the Tannery mixed use business center.

- Encourage surface parking lots along the 6th Street corridor to be developed as alternative parking becomes available.

Form Policies

- High quality mid-rise infill development that is unique yet compatible with the historic character and scale of the area is encouraged.
- Encourage a community gateway feature south of the 6th Street roundabout.

Redevelopment Strategies and Actions

- To maximize the development parcels in the area, evaluate the potential to reconnect the street grid by extending Seeboth Street, Pittsburgh Avenue and Oregon Street to the west from 1st Street and connecting them with a new north-south road that extends from Seeboth to Oregon Streets. See Catalytic Project #8.
- Explore opportunities to allow a northerly extension of 5th Street under the railroad tracks in conjunction with a study being conducted by the Canadian Pacific Railroad to improve the railroad line running on the north side of Florida Street.
- Explore possibilities to improve this sub area's pedestrian access to the Menomonee Valley via a linkage across the Menomonee River/Canal.

RESIDENTIAL CONVERSION AND REHABILITATION

This sub area is generally bounded by Interstate 94, Virginia, 6th and Pierce streets and contains a mixture of incompatible uses. Recommendations for this area include:

- Encourage the redevelopment of this area into a residential area with a mixture of residential uses including row houses and townhouses. This will help support the rehabilitation of the existing single-family/duplex residential block to the south by creating a larger residential area.

RESIDENTIAL PRESERVATION

The residential sub area includes the single family and duplex properties that are part of the Walker's Point National Historic District. The residential area is generally bounded by 5th, Walker, 3rd, and Scott streets. Specific recommendations for this area include:

- Preserve the residential character of the area and discourage non residential uses.
- Evaluate the need for a neighborhood conservation overlay that would protect the scale and character of the area.
- Encourage new residential uses on non residential or vacant parcels that are compatible and respect the scale of the existing neighborhood.

RESIDENTIAL REHABILITATION

This sub area is generally bounded by I-94, Greenfield Avenue, 2nd Street and the southern plan boundary. The area's active Target Investment Neighborhood Program provides low interest and forgivable loans to homeowners and investor owners to improve their properties. Continued rehabilitation efforts to improve this area are encouraged.

HIGH DENSITY RESIDENTIAL/MIXED USE

An area of high density residential and mixed use development is recommended for the northeast portion of this district that is generally bounded by the Milwaukee River to the north and east, the railroad tracks to the west, and Florida Street to the south. Recommendations for this area include:

- Encourage high density multi-story buildings that take advantage of views to the water and the urban environment.



- Require all developments to maintain public access to rivers.
- Parking should be accommodated in underground structures.
- In exchange for higher densities, developments should provide public amenities such as public squares and open spaces as part of the development.

- The historic character of buildings and the neighborhood should be preserved wherever possible; especially the area bounded by Water, Barclay, Florida and Pittsburgh streets.

INDUSTRIAL AREA

An existing industrial area that contains fairly new industrial buildings is located to the east of the rail road tracks between Florida Street and National Avenue. The businesses in this area should be preserved to provide employment opportunities for residents.

INDUSTRIAL TRANSITION

This area, generally bounded by the rail road tracks on the west, the Kinnickinnic River on the east, National Avenue on the north and Greenfield Avenue on the south, currently contains heavy industrial uses with outdoor storage. If Miller Compressing moves its operations from this site, redevelopment alternatives should be explored. Recommendations for this area include:

- Any redevelopment plan will require environmental remediation.
- Create public linkages and access to the water. See Catalytic Project #4.
- Identify ways to improve the connectivity of this area with the western side of the railroad tracks.
- Preserve and enhance the Great Lakes Water Institute.

BARCLAY AREA

The Barclay area generally extends along Barclay Street and its extended alignment between Florida Street on the north and Maple Street on the south. The area currently contains many underutilized parcels that were once industrial and warehouse uses that relied on access to the railroad. Many of the sites are currently vacant or are being used for outside storage.

The current platting and building types suggest a two-pronged approach. The sub-area north of approximately Washington or Scott Streets could transition from heavy manufacturing uses into a new mixed use business area with a range of commercial, retail, and light manufacturing uses. This transition has already begun along 1st Street. South of approximately Washington or Scott Street, the plan recommends preserving large

parcels and possibly combining underutilized and obsolete parcels to create a business park for offices, research and development and light manufacturing. Recommendations for this area include:

- North of approximately Washington or Scott Streets, allow the transition of the area into a mixed use business area with a range of commercial, retail, and light manufacturing uses.
- Discourage residential in the entire Barclay area.
- South of approximately Washington or Scott Street, preserve large parcels and possibly combine underutilized and obsolete parcels to create a business park for offices, research and development and light manufacturing.
- Reconnect Barclay Street between Greenfield Avenue and Madison Street if needed to provide circulation for the new business park.
- Encourage transit oriented development principles in the vicinity of Barclay Street and Greenfield Avenue to support the proposed Kenosha, Racine, and Milwaukee Commuter Rail station at Greenfield Avenue.
- A cohesive redevelopment plan that outlines more detailed land use recommendations and infrastructure needs is recommended to encourage a desirable development pattern.
- The use of tax increment financing may also be warranted in the future to prepare the land for development.



ROCKWELL AUTOMATION

The Rockwell Automation sub area includes the company's buildings and its surrounding parking lots, which are generally located between 3rd and 1st streets and Washington Street and Greenfield Avenue. Rockwell Automation's international headquarters and its predecessor company have a long history in this neighborhood. The buildings

contain over 1 million square feet of space and a large employee base. Much has changed at this facility over the years. The site was once used primarily for manufacturing purposes, but today it is used mostly for office and administrative purposes. Recommendations for this area include:

- Maintain Rockwell Automation as an important employer for the city.
- Encourage Rockwell Automation to identify complementary users that could occupy building space that may no longer be needed for Rockwell Automation operations. Potential uses for the space could be a business incubator, research center, a light assembly facility or a continuing education center in partnership with a local educational institution.
- Encourage Rockwell Automation to redevelop surface parking areas as complementary uses are identified.
- Encourage mixed use developments around Rockwell Automation to provide amenities for Rockwell employees.



OPEN SPACE

Since this district does and will continue to contain a concentration of higher densities, the incorporation of green space and other urban public spaces is very important. Several opportunities to increase public open space within this district are discussed below. See Catalytic Project #4.

- Take official action on the location of green space before development occurs, especially along the river.
- Public access should be provided along the rivers by continuing the Riverwalk along all river frontages.
- Park-like greenspace nodes should be developed by vacating a segment of roadways that terminate at the water.

- Create a green corridor with a pedestrian/bike trail by replacing the rail line adjacent to Water Street and the Florida Yards Tax Increment District.
- New developments should be encouraged to identify opportunities to incorporate green space and other public spaces into their developments. The spaces do not have to be large, but should be quality spaces that provide an amenity to the development and the surrounding area.

PARKING

Providing adequate parking is very important to this district given the potential densities and commercial activity that is planned for this area. District wide parking recommendations include:

- Conduct a detailed parking study to determine the amount of parking that is needed, exact locations for parking structures, strategies to increase on-street parking and strategies to reduce surface parking lots.
- All new residential developments should include sufficient structured parking to meet the residential parking needs.
- At least six public parking structures may be needed in the vicinity of the following locations to serve current and future development within this district: 1) Seeboth and 2nd streets, 2) Oregon and 2nd streets, 3) Oregon and Barclay streets, 4) 4th and Bruce streets, and 5) 6th and Walker. In the future, a parking structure may be required in the vicinity of 6) 1st and Greenfield to accommodate planned development and minimize surface parking needs.



- Above grade parking structures should be constructed to include liner buildings on most sides of the structure that include residential or commercial uses. Parking structures should also evaluate the potential park-like green roofs to provide public access to rooftop green space and provide a model for green design.

- Strategies to increase on-street parking capacity such as angled parking should be considered where appropriate.
- The area currently has several surface parking lots. Opportunities to share existing surface parking lots between day time businesses and night time residents should be explored.

DISTRICT WIDE RECOMMENDATIONS

- Evaluate the potential to create tax increment districts to finance public amenities such as parking structures, streetscaping, green space, roadway reconstruction and utilities to spur private development.
- Encourage the Fifth Ward Business Association to form a Business Improvement District.
- Develop design guidelines and a more detailed neighborhood plan for Walker's Point and the Fifth Ward that includes specific actions and projects.
- The preservation, adaptive re-use, and in-fill with context compatible buildings are preferred approaches (in that order) to underutilized buildings.
- Discourage over concentration of commercial uses such as gas stations, daycares, check cashing/pay day loan establishments and liquor stores.