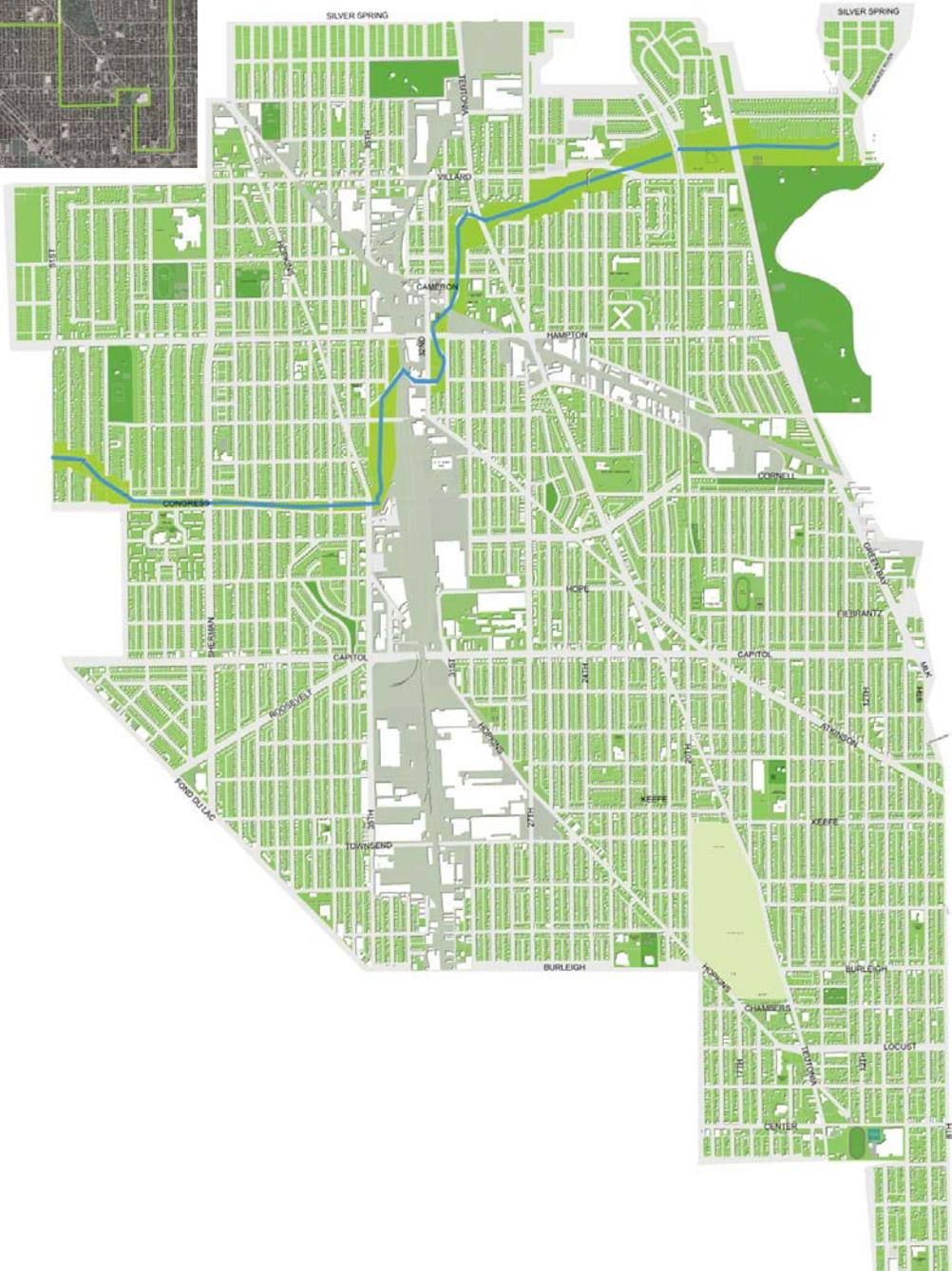


land use policies

3

Land Use Policies



Land Use Policies : Overall / Neighborhood Policies

First Principles are value statements that form the basis for neighborhood goals, and for future change and improvement of the neighborhood.

Principle 1: Reinvigorate the neighborhood through sustainable practices, new retail, commercial development, and employment within walkable distances from residential areas.

Principle 2: Increase security and safety to improve business attraction and quality of life for employees and residents.

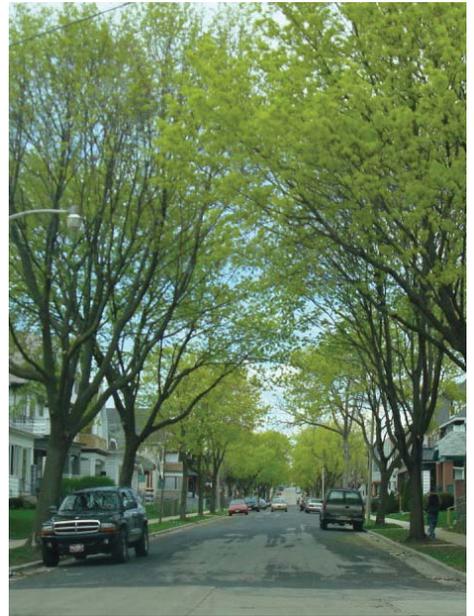
Neighborhood Goals

1. Build upon existing neighborhood assets: strong single family housing stock, industrial infrastructure, rail corridor access, and major thoroughfares.
2. Strengthen community relations, respect, involvement, and sense of ownership over private property and neighborhood spaces.
3. Improve the quality of life by improving the public realm and encouraging social interaction, community organizations, litter removal, sidewalk repair and maintenance, trees and landscaping, street and pedestrian scale lighting, public plazas, community gardens, arts and cultural programming.

USE POLICIES

1. Increase the number and distribution of mixed use nodes along commercial corridors.
2. Incorporate quality neighborhood commercial-retail uses near residential areas to encourage walking for daily needs. Include diverse, locally-owned businesses with opportunities for healthy food and produce, sit-down dining, services, entertainment, and goods, including options for families and children and a greater variety of products and price points than available today.
3. Provide services, residential options, and quality of life enhancements for the changing population of the area, especially for seniors and the elderly.
4. Attract and create civic, commercial, or institutional facilities that celebrate history and culture while serving as centers of the community and encouraging residents to interact and socialize.
5. Strongly discourage incompatible uses that do not support the commercial focus of the business district and corridor, and that do not promote an image of economic stability or health (storefront churches, social service providers, currency exchanges, liquor stores, and payday / title loan operations).
6. Strengthen efforts to retain existing uses and users when they are economically viable and contribute to the positive trajectory of a neighborhood.
7. Promote the creation, expansion, and restoration of a green infrastructure network of parks, gardens, habitat, greenways, stream corridors, green industry corridors, natural features, and stormwater management facilities as an essential part of a sustainable neighborhood and city.

Land Use Policies



Land Use Policies : Overall / Neighborhood Policies

USE POLICIES

8. Minimize new parking facilities in favor of transit options for transportation to and from destinations.
9. Encourage efforts to improve the quality of life through the environment with uses such as community gardens, farmer's markets, recreational facilities and programming.
10. Integrate alternative energy generation into neighborhood development and redevelopment projects, such as geothermal and solar. Consider creating a distributed energy generation system on a block by block basis. Where generating energy is not possible, purchase renewable energy generated power. Work with organizations such as WE Energies and the Wisconsin Office for Energy Independence.



FORM POLICIES

1. Preserve neighborhood character and integrity as compact and connected neighborhoods. New development should fit within the context and neighborhood vernacular while being compatible with surrounding uses. Incorporate public space, open space, natural landscaping, and plazas into new development to encourage social interaction and attract residents to retail zones.
2. Preserve existing development densities, street grid, block size, development pattern, and land uses, which are appropriate for the location within the city. Changes in land use and density that contribute to the positive development of the neighborhood should blend with surrounding urban pattern and character.
3. Primarily within industrial and commercial uses, consider dividing large blocks and parcels into smaller blocks and incorporate streets and 'city block' type patterns into the form.
4. Infill commercial nodes and corridors with compatible, pedestrian oriented, small setback development that attempts to complete and define the street wall, corners, and pedestrian zones.
5. Improve walkability of the neighborhood by integrating services, institutions, and daily needs within ¼ mile walking distance to residential neighborhoods. Ensure that pedestrian routes are safe, attractive, and convenient.
6. Prioritize the creation of safe, pedestrian-friendly streetscapes, particularly in commercial districts where cross-town traffic is not the primary goal. Incorporate traffic calming streetscape designs that enhance the safety and attractiveness of commercial corridors for pedestrian use.
7. Avoid blank walls, contiguous vacant lots, large parking lots which face the street, and curb cuts in commercial nodes and corridors to enhance the experience and safety of pedestrians.

Land Use Policies : Overall / Neighborhood Policies

FORM POLICIES

8. Where new buildings are adjacent to the street, incorporate setbacks for wide sidewalks, landscaping, and potential street dining areas adjacent to restaurants or cafés.
9. Employ Crime Prevention through Environmental Design (CPTED) strategies in development and redevelopment projects. All streets, yards, parking lots and parks should be visible from adjacent buildings.
10. Practice sustainable stormwater management wherever feasible and where new or redevelopment projects are occurring. Retain as much rainwater as possible within bioengineered stormwater features and vegetated areas. Focus infiltration efforts in areas of large impervious surfaces such as parking lots, alleys, and street rights-of-way. Consider permeable paving as an alternative to concrete and asphalt.
11. Require site and building design and engineering to be as environmentally responsible and energy efficient as possible through the use of nationally recognized sustainability models. Use recycled, locally produced, sustainably harvested or produced materials for building and construction. Reuse existing buildings, structures, and reclaimed construction materials where possible. Reclaim, reuse, and recycle construction and demolition waste where feasible.

FORM POLICIES

12. Incorporate native and adapted trees, shrubs, and low vegetation into the urban landscape. Select plants that require minimal maintenance, irrigation, fertilizers and pesticides, and that tolerate urban environmental conditions such as soil compaction, heat and drought conditions, minimal water infiltration, and salt spray and other urban pollutants.
13. Locate additional trees to provide shade in the summer and allow heat gain in the winter after the trees lose their leaves.
14. Minimize parking, avoid the creation of large surface parking lots, and strive to incorporate parking needs into the street grid or in structures or redeveloped facilities.

Land Use Policies : Overall / Neighborhood Policies

REDEVELOPMENT STRATEGIES

1. Include residents, neighborhood organizations, and business owners in discussions about redevelopment of neighborhood properties.
2. Expand or create additional neighborhood investment zones (BID, TIF, TIN, etc.) and tap into Community Development Block Grant funding to encourage and help finance priority redevelopment efforts.
3. Prioritize redevelopment of industrial and commercial districts as a means to generate jobs and economic activity as a catalyst for neighborhood improvement.
4. Prioritize new taxable uses over non-taxable uses, unless non-taxable uses are educational, civic, institutional, cultural in nature, or provide skills and job training, or encourage economic development.
5. Consider redevelopment opportunities for existing commercial and industrial zones. Assemble, clean, and repurpose industrial parcels and facilities for new employment and businesses. Heavy or light industrial users with potential to create jobs should be prioritized. However, business and other uses that can drive economic development should be considered as well.
6. When economically feasible, preserve historic buildings and districts as neighborhood assets and as keystones for neighborhood revitalization

REDEVELOPMENT STRATEGIES

7. Consider market incentives for infill development.
8. Allow removal of structures and facilities that do not contribute to the positive development of the neighborhood. Salvage and recycle existing equipment, fixtures, and materials.
9. Assemble land to create contiguous parcels of development for public purposes or projects that will provide an economic and/or employment catalyst for the neighborhood and the city.

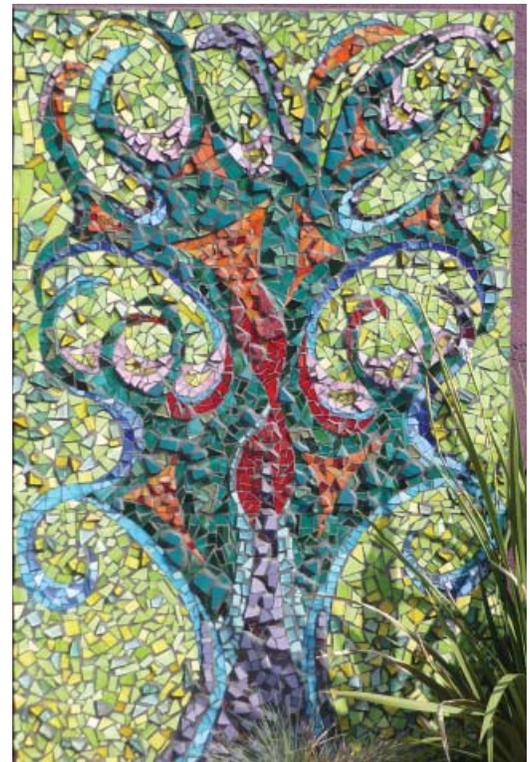


Land Use Policies : Overall / Neighborhood Policies

Community Arts through a Near North Side “Mosaic Our World” Project

Neglected neighborhoods are often environments that suffer deeply from a disconnection between people and their community, a lack of a strong sense of ‘place’. Beautiful art created by and for a community can help reestablish the community’s ‘place’ and to help establish a renewed sense of community between people. As an art form, the mosaic is the perfect medium and metaphor for recreating a broken community as a place of pride and hope where dreams and the future can be made real. Rooted in different cultural traditions,

these works can enliven the district’s gateways, beautify blank walls, and turn empty lots into places for play, festivals, and performance spaces. A guild of local artists and craftspeople, residents, business owners, schools, children, and others can come together and work towards a common goal to improve the neighborhood. Such activities also offer the opportunity for neighborhood development, creative arts, construction and other skills, celebration, and community participation.



Land Use Policies : Residential

Principle 1: Safe, walkable, and cared-for residential neighborhoods provide needed housing, services, and opportunities for residents of all ages and abilities.

Principle 2: An atmosphere of kindness and concern, where social interaction and neighbor support is the normal function of the day.

Principle 3: Neighborhoods of solidarity where community responsibility is expressed through good maintenance and care of the physical environment.

Residential Goals

1. Increase home ownership, owner-occupancy and property maintenance.
2. Enhance existing housing with façade and other improvements.
3. Allow areas of mixed uses and diverse housing choices
4. Foster a sense of pride in ownership in neighborhoods and districts.
5. Strengthen and enforce the necessary public policies / ordinances that promote good quality housing, healthy property management, and consistent zoning, corridors, and land use mix/adjacencies.

The City of Milwaukee's award winning **landlord training program** is intended to teach landlords fundamental ways to keep illegal activity out of their property. Classes are free and held on a regular basis, including evenings and weekends, throughout the year at various locations. Attendees receive a free manual on a variety of legal and business issues related to managing a property. Contact the Department of Neighborhood Services for more information.

USE POLICIES

1. Increase the diversity of housing options for a variety of household needs and incomes while being compatible with development pattern and character of the neighborhood. Options include single family, duplex, multi-family, townhomes, condominiums, and apartments.
2. Incorporate quality neighborhood commercial-retail uses near residential areas to encourage walking for daily needs. Include a greater variety of products and price points than available today including healthy food and produce, services, entertainment, and goods, including options for families and children.
3. Avoid concentration of multi-family housing. Higher density residential development may be better located along commercial districts, business and light industrial zones, and transit routes.
4. Increase the number and distribution of mixed use zones throughout the neighborhood to create nodes and corridors of businesses supported by nearby residents.
5. Consider proximity to concentrations of industrial and commercial uses in design and redevelopment of residential neighborhoods. Provide a range of housing options close to centers of employment.
6. Allow non-residential uses, e.g. live-work units or home offices, within residential districts or where residential districts adjoin or mix with commercial districts, as appropriate. These uses may include neighborhood retail (i.e., 'corner stores' that provide positive goods or services and do not attract crime), live-work units, home offices, and studios.

Land Use Policies : Residential

USE POLICIES

7. Avoid concentrating public and subsidized housing within neighborhoods. Where public housing exists, partner with the Housing Authority of the City of Milwaukee to incorporate market rate, single-family housing where feasible and continue to implement new and green urbanism and HOPE VI principles to improve the quality of life.
8. Consider community gardens and urban orchards and agriculture as desirable uses within residential districts. Community gardens provide food security, reduce food costs, provide healthy food for families, and may even generate additional income for residents who can sell food at local farmers markets.

FORM POLICIES

1. Preserve residential neighborhood character and integrity as compact and connected, as is typical of older Milwaukee neighborhoods. New and redevelopment should be compatible with surrounding uses and character with regard to: lot size and orientation, architectural massing, density, scale, pattern, setbacks, curb cuts and alley access, materials, and architectural elements and general design. Integrate cultural, natural, and historical features and community art into residential neighborhoods to give them a unique sense of place.
2. Preserve neighborhood character and style when restoring or rehabilitating older structures or adding new or infill development.
3. Where multi-family residential is incorporated into single family districts, structures should be consistent with the design of the surrounding single family character and be designed as townhouses, duplexes, or row houses rather than apartment buildings.
4. Incorporate additional green spaces or public plazas into residential neighborhoods particularly where multi-family housing exists. These may include community gardens, parks, child play spaces, or landscaped areas intended to bring community members together in positive social interactions.
5. Maintain alleys where they exist for garage loading and garbage service, improve lighting, and retrofit as green alleys.
6. Exterior entrances and walkways should be well lit, safe and visible at night.

Land Use Policies : Residential

REDEVELOPMENT STRATEGIES

1. Encourage the use of Target Investment Neighborhood districts, neighborhood organizations, and grant programs for improvement and renovation of existing housing stock and to increase home ownership. Encourage restoration, rehabilitation, and preservation of existing stock over new development where feasible.
2. Consider using City reinvestment districts to help finance public improvements (lighting, community art, landscaping, park furnishings and streetscaping) to improve quality of life and to increase investment and pride in neighborhoods.
3. Use City authority to address, remediate, or remove nuisance properties, to acquire or condemn blighted properties, to acquire, improve and resell tax delinquent properties, and to encourage sales of foreclosed properties.
4. Concentrate new or redevelopment initiatives with rehabilitation programs in the surrounding properties and right-of-way to maximize benefit to the neighborhood and to create a catalyst for a broader block or neighborhood improvement.

REDEVELOPMENT STRATEGIES

5. Repurpose vacant lots as gardens, natural landscapes, or play spaces while new productive uses can be found. Encourage neighboring landowners to maintain vacant lots so they do not become nuisance properties, and consider a “mow-to-own” program whereby individuals mowing vacant properties for a period of time may purchase the property for a very low price.
6. Continue to support strong residential neighborhoods through services such as police presence, neighborhood watch, street and right-of-way repairs and improvements, and garbage removal. This is particularly important to foster investment in the neighborhoods surrounding the 30th Street Industrial Corridor as the City and its partners work to redevelop and to increase business and employment. These neighborhoods may form the primary residences of the employment base for the 30th Street Industrial Corridor



Land Use Policies : Commercial

Principle 1: Successful small businesses are supported by a locally trained and educated workforce, a dependable customer base, updated infrastructure, a desirable residential community, and entrepreneurial support.

Principle 2: Locally-owned and other community-supported businesses provide healthy goods and services within walking distance from residential districts and support a stable, prosperous local economy.

Principle 3: Access to vocationally-oriented educational experiences prepares residents for future employment and entrepreneurship opportunities in existing and emerging industries while expanding job readiness skills for Near North Residents.

Principle 4: Retail districts and commercial corridors that respect culture, expands historical knowledge, and provides a more memorable shopping and dining experience, drawing people from a larger area and leading to successful, long-term business enterprise.

Commercial Goals

1. Support a diversity of quality services, entertainment, goods, and healthy food choices within walking distance of residents and businesses.
2. Promote and support economic stability and growth by revitalizing retail and commercial streets and districts to be more pedestrian friendly, attractive, clean, safe, and accessible.
3. Improve retail and commercial properties with façade and other improvements.
4. Provide training and support services for local business ownership, entrepreneurship, and management. Emphasize culture and local history to define districts of commercial interests
5. Minimize religious and childcare institutions within commercial corridors.

USE POLICIES

1. Incorporate quality neighborhood commercial-retail uses near residential areas to encourage walking for daily needs. Include a wide variety of products and price points including services, entertainment, and goods, and especially access to affordable, healthy food and produce. Include options for families and children.
2. Encourage a diverse, locally-owned retail mix where possible. Include retail chains and larger, single tenant anchor stores where necessary to stimulate economic development.
3. Support the industrial employment base by allowing and encouraging limited commercial-retail development within or near industrial districts that complement the needs of employees and businesses.
4. Encourage redevelopment and investment along existing commercial corridors and intersections, particularly where these coincide with major transit stops.
5. Strongly discourage incompatible uses that do not support the commercial focus of the business district and corridor, and that do not promote an image of economic stability or health (storefront churches, social service providers, day care centers, liquor stores, and payday / title loan operations).
6. For portions of commercial corridors and nodes that are not supporting retail uses, multi-family residential may be incorporated into the land use mix. Additional residential density can help support commercial districts by providing customers as well as added security through ‘eyes on the street.’
7. Avoid the concentration of automobile oriented uses such as gas stations, car washes, repair shops, and fast food restaurants with drive-through in priority commercial districts.

Land Use Policies : Commercial

FORM POLICIES

1. Make walking attractive, easy, safe, and convenient within redeveloped commercial and industrial areas. Design elements include minimized curb cuts, a complete street wall of storefronts unbroken by vacant lots or parking lots, and bringing buildings closer to the right-of-way / build to line through the use of short or no setbacks. Corner buildings help to define the character of an area and to draw potential patrons down a street. Buildings constructed on corner lots can anchor or “hold the corner” by being constructed to the sidewalk on all street frontages. Parking lots, conversely, leave the corner undefined, vacant, and uninviting to pedestrians. Also avoid blank walls along street frontages.
2. Improve the customer experience by providing clearly marked and sheltered primary entrances off main commercial streets, large storefront windows, landscaping, lighting, community art, benches, and wayfinding signage. Security measures (shutters and steel bars, for example) should be hidden or located inside rather than outside a building to improve the appearance of the storefront as a safe and secure place for pedestrians.
3. Infill commercial buildings along commercial corridors and nodes to complete the street wall.
4. Construct buildings to achieve a maximum street width to building height ratio of 3:1 to create a comfortable environment for pedestrians. Streets should be no wider than three times the height of the buildings; narrower streets are acceptable. One story buildings should be avoided if possible.
5. Multi-story commercial buildings should support ground floor retail or commercial and additional uses on upper floors such as residential or office. Encourage large single tenants to occupy multiple floors rather than a single large building.

FORM POLICIES

6. Encourage safe and secure industrial districts through the use of Crime Prevention through Environmental Design (CPTED) strategies in development and redevelopment projects.
7. Retrofit existing commercial corridors and nodes to include landscaping within and around the perimeter of parking lots, along the street, and as highlights and accents to improve the pedestrian experience.
8. Adopt consistent, unified character for commercial districts including furnishings, awnings and signs, lighting, and landscaping.
9. Add landscaping and stormwater management practices to large parking lots and other large areas of impervious surfaces, particularly in the heavily impervious industrial blocks.



Land Use Policies : Commercial

FORM POLICIES

10. Reduce the size and capacity of parking areas. Where parking is necessary, encourage on-street parking, shared parking strategies, and structured parking where additional parking is needed. Off street parking should be located behind or between buildings. Structured parking should be designed to support ground floor retail or commercial with parking on upper floors, and detailed to fit into the character of the surrounding commercial district. Provide enough parking to accommodate the average number rather than maximum number of customers. Allow customers to park once in order to visit multiple retailers and destinations.
11. Avoid 'strip' type commercial-retail development in favor of 'main street' or 'town square' style development with sidewalks, landscaping, smaller parcels, interior atriums or courts, and seating areas, and, if possible, a continuation of the surrounding street grid.
12. Construct buildings within an appropriate build-to zone to minimize front setbacks. Buildings located at or within five feet of the front parcel line help contribute to a lively streetscape. Pedestrians can easily see into storefronts, shop owners can monitor street activity, and vehicular traffic can also see the types of retail or restaurants available along a street front. Exceptions can be made for businesses that regularly use the front yard setback area for active outdoor uses, such as outdoor seating at a cafe or to display outdoor merchandise at a garden shop.
13. Redesign Capitol Drive as a greener, more inviting commercial corridor.

REDEVELOPMENT STRATEGIES

1. Support locally owned business and entrepreneurs to locate within existing commercial districts and nodes.
2. Prioritize reuse of existing buildings within commercial districts for new businesses, except where existing buildings do not contribute to the desired quality or character of the commercial area.
3. Use Business Improvement Districts, Tax Increment Districts, and other financial supportive tools to stimulate improvement and investment in commercial corridors so as to improve and market the district image and to address maintenance, security, and parking issues.
4. Preserve, adaptively reuse, and infill vacant buildings and lots in commercial corridors and nodes. Allow the removal of buildings that contribute to the negative image of a commercial district.
5. Ensure that crime prevention and the perception of crime are addressed in redevelopment of commercial properties, thereby encouraging use by the local customer base. Avoid concentrating automobile-oriented uses, uses that project a negative image, or uses that attract undesirable elements and activities.
6. Provide incentives for business owners such as facade improvement grants, low interest loans, streetscape improvements, etc.

Land Use Policies : Industrial

Principle 1: Supporting, sustaining, expanding, and retaining existing businesses and jobs is a priority for neighborhood economic development.

Principle 2: Jobs and industry attracted to and incorporated within the neighborhood and a redeveloped 30th Street Industrial Corridor reinvigorate the local economy with a wide range of job opportunities.

Principle 3: An atmosphere of innovation demonstrated by sustainable practices enhances and provides valuable alternatives to all aspects of businesses creation, retention, and development.

Industrial Goals

1. Revitalize the 30th Street Industrial Corridor through streetscape improvements, new destination businesses, clean up, land assembly, infrastructure improvements, and marketing of redevelopment opportunities to retain existing businesses and attract new clean and green technologies, industries, and a diversity of jobs.
2. Provide innovative ways to reuse and rehab existing industrial structures for job growth, and clean industry development where feasible.
3. Connect new and existing business to the neighborhood through activities and outreach related to being a good industrial neighbor.
4. Establish an industrial neighborhood where industries act as partners with one another and the area is an established district with the necessary wayfinding, signage, and character markers.
5. Increase the number and quality of jobs, workforce development, training and education to prepare adults and young adults to enter the workforce.

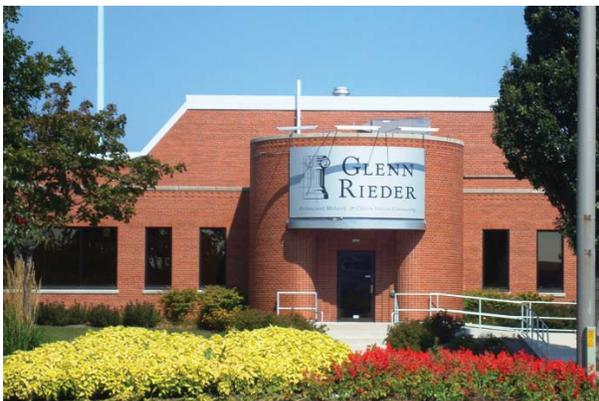
USE POLICIES

1. Support existing viable uses and strive to retain businesses and jobs.
2. Prioritize industrial users and the maintenance of industrial zoning and compatible business uses within the district.
3. Support the industrial employment base by allowing and encouraging limited commercial-retail development (e.g., taverns, cafes, or restaurants) near industrial districts that complement the needs of employees and businesses.
4. Allow the integration of business and commercial uses within industrial districts (e.g., workforce training center, business incubator, accessory day care facility for employees) if the new uses will support industry or other economic drivers that will encourage the positive revitalization of the neighborhood.
5. Encourage clean and green industries to locate within industrial districts in an attempt to create a green industrial district or a hub for green technologies. Consider the green manufacturing and products businesses in Table 1 as potential opportunities for the 30th Street Corridor (adapted from “Making it Green in Minneapolis – St. Paul” (2008)). Coordinate with the planning efforts and initiatives of RACM, such as the Tower Master Plan.
6. Discourage re-use of industrial land and buildings for uses such as religious assemblies and schools unless they are adjacent to commercial districts and cannot support any other productive industrial use.
7. Enact regulations to increase the size and number of ‘highest and best use’ users that provide jobs to local residents in reinvestment areas.
8. Avoid conflicting uses in and adjacent to industrial areas such as child care and educational facilities adjacent to recycling or other noisy or hazardous uses.

Land Use Policies : Industrial

FORM POLICIES

1. Consider the creation of an industrial campus that contains a partially-restored street grid, provides a mix of commercial and retail uses for employees and visitors. Industrial areas should be considered part of the neighborhood fabric, with other supporting uses such as open space recreation, retail, and institutional. Make walking attractive, easy, and convenient within redeveloped industrial areas.
2. Create and enhance outdoor spaces for employee breaks, lunches, and relaxation. Include seating, tables, landscaping, and open space, and connect areas to the public realm to encourage a feeling of belonging to the neighborhood.
3. Encourage safe and secure industrial districts through the use of Crime Prevention Through Environmental Design (CPTED) strategies in development and redevelopment projects.
4. Reduce the size and capacity of parking areas. Where parking is necessary, incorporate on-street parking, shared parking, and other integrated parking solutions to redevelopment of industrial properties. If possible, avoid, screen, and locate large surface parking lots between or behind buildings rather than on the street frontage. Increase parking lot landscaping, both internally and around edges.



FORM POLICIES

5. Encourage designs that locate offices, public entrances, and lobbies close to the street and locate parking, loading areas, storage, and manufacturing processes at the rear of buildings and not along primary street frontages.
6. Incorporate green infrastructure practices within the redevelopment of industrial districts including green roofs, landscaping, stormwater management features, pervious parking lots, and open spaces and corridors.
7. Incorporate green space, landscaping, streetscape enhancements, and other amenities into redevelopment plans for industrial districts to provide an amenity for both the neighborhood and the workforce, and an enhanced green edge to the neighborhood and industrial corridor.
8. Continue and support efforts to filter, infiltrate, and improve the quality of stormwater runoff in the 30th Street Industrial Corridor.
9. Enhance the image and aesthetics of industrial districts with appropriate, uniform signage, landscaping, streetscape enhancements, community art, furnishings, materials, and general architectural designs (a consistent look and feel) that identifies the districts both within and at gateways. Consider using the industrial legacy of the area as an icon and a point of pride for the district character.
10. Avoid a hostile or otherwise unwelcoming appearance of gated property boundaries and minimize the 'high security' look and feel conveyed by barbed wire and chain link fencing.

Land Use Policies : Industrial

REDEVELOPMENT STRATEGIES

1. Assemble, update facilities and infrastructure, clean, and repurpose industrial parcels for new employment and businesses. Light or heavy industrial users with potential to create jobs and local economic development should be prioritized.
2. Consider including the following within the redevelopment plans for the industrial districts: job training and workforce development facilities (e.g., Job Corps), green business incubator, technology research and development center (for clean water technology, e.g.), an environmental technology learning center, landscape and garden demonstration center and job training facility, recycled / salvaged building materials exchange,
3. As the industrial areas undergo redevelopment and revitalization, preserve or re-establish a partial street grid to create smaller, accessible parcels (unless large industrial users can be located within the corridor).
4. Consider a new or expanded BID for industrial areas north and east of 30th Street Industrial Corridor.
5. Attempt to preserve structures that have architectural, cultural, or historical qualities or value and repurpose them for new uses when physically or financially feasible.

REDEVELOPMENT STRATEGIES

6. Work closely with the BID, Economic Development Zone, and other City redevelopment strategies to improve industrial districts and to attract and retain businesses and employers in industrial districts. Also work closely with state and federal agencies to clean, remediate, and market contaminated sites.
7. Allow the rehabilitation or removal of buildings that contribute to the negative image of an industrial district.
8. Consider rezoning industrial land use near key street intersections to a more flexible classification that allows retail and other commercial uses, including sit-down restaurants, that can support industry and the industrial employment base.



Land Use Policies : Industrial

Table 1: Green Manufacturing and Products Businesses
(from Making it Green in Minneapolis – St. Paul (2008))

Green Building

- Insulation
- Windows & Doors
- Glass/ Films
- HVAC (heating, ventilation and air conditioning) Systems and Controls
- Lighting
- Wood Products (FSC (Forest Stewardship Council) - Certified)
- Alternative Materials
- Site and landscape materials
- Adhesives
- Paints
- Testing Kits/ Remediation

Transportation

- Batteries
- Bio-Fuels
- Fuel Cells
- Generators
- Bio-fuels Engine systems (parts)
- Hybrid Buses
- Neighborhood Electric vehicles (NEV)
- Electric cooling/ heating of vehicles

Renewable Energy

- Wind Turbine OEM suppliers – blades, gear boxes
- Bio-fuels systems – Ethanol, Bio-Diesel, Cellulosic
- Solar/Photovoltaic
- Solar Hot Water
- Geothermal – pumps
- Pelletization systems
- Distributed Power Management Systems
- Sensors & diagnostic equipment
- Energy Efficient Products
- Energy Conservation & Green Energy products



Land Use Policies : Open Space / Public Realm

Principle 1: Safe, well-maintained, clean, and sustainable open space, parks, landscaping, and community gardens integrated into the community reinforce a critical connection between residents and nature, and provide a engaging environment for children.

Principle 2: Open space systems, community gardens and beautiful landscape elements throughout the community promote healthy living and a sense of community pride and stability.

Principle 3: A seamless connection and awareness from indoor spaces to vibrant, healthy landscapes, enhanced learning, higher productivity, healing, and a greater sense of well-being.

Principle 4: A renewed relationship with restored natural systems and integrated green infrastructure provides an opportunity for community-oriented land stewardship efforts that promote local green skills and enhances the character of the area.



Open Space and Public Realm Goals

See Chapter 4 Districts and Corridors for details on the Green Crescent mentioned here.

1. Improve park and open space amenities as clean, well-maintained, attractive, sustainable, green (vegetated), and ‘functional’ urban landscapes. (including cemetery)
2. Integrate additional vibrant and inviting public parks, plazas, and open spaces and define interim uses for vacant land residential and businesses districts.
3. Increase recreational, arts and culture, educational, and outdoor adventure or discovery programming for all ages, especially children and young adults. Engage program and organizations providing grants and other program support such as the Milwaukee Brewers S.C.O.R.E. (School, Community, Opportunities, Role Models and Excellence) youth education and recreation initiative, the Brewers Youth Baseball Clinics, Major League Baseball’s “Baseball Tomorrow Fund,” and the American Honda Motor Company Little League Urban Initiative Grant Program Baseball Tomorrow Fund.
4. Increase safety and security throughout the parks and the public realm, which increases use and social interaction among neighborhood residents.
5. Increase community (resident and business) involvement in urban gardening and local food security initiatives, landscaping, and stewardship of the public realm.

Land Use Policies : Open Space / Public Realm

USE POLICIES

1. Locate open and public space within walking distance of neighborhood residential areas to maximize access and enjoyment and a diversity of social, natural, and recreational experiences for all residents. School grounds may provide this function in residential areas.
2. Repurpose vacant lots as gardens, natural landscapes, or play spaces until new productive uses can be found. Continue to encourage neighboring landowners to maintain vacant lots so they do not become nuisance properties, and consider a “mow-to-own” program whereby individuals mowing vacant properties for a period of time may purchase the property for a very low price.
3. Incorporate open and public space into redevelopment plans for the 30th Street Industrial Corridor.
4. Restore and enhance Lincoln Creek Parkway as a public amenity and an asset to surrounding neighborhoods while also providing the necessary buffer of safety between the water edge using landscaping and a potential trail / bike path.
5. Consider the establishment of a “Green Crescent” greenway / trail system which can connect the entire area with “green fingers” of neighborhood access with the natural elements such as Lincoln Creek and the green urbanism features envisioned for the 30th Street Industrial Corridor and south along Hopkins Street, such as stormwater management, green street, and community facilities.

USE POLICIES

6. Restore green space, permeable surfaces, and / or recycled surface treatments to school grounds, play lots, and other institutional uses.
7. Consider redesigning open spaces and even school playgrounds as permeable or green with subsurface stormwater management and detention. Spaces can also inform and educate residents and visitors about cultural and natural history.
8. Consider community gardens and urban agriculture and orchards as desirable uses within residential districts. Community gardens provide food security, reduce food costs, provide healthy food for families, and may even generate additional income for residents who can sell food at local farmers markets. Support the efforts of Milwaukee Urban Gardens to integrate healthy food and access into neighborhoods.
9. Enhance visual and physical access to the Lincoln Creek parkway as a connecting element between larger parks, Lincoln Park, and the Milwaukee River. Provide transit access to parks and public spaces.
10. Slow, filter and infiltrate rain water runoff before reaching Lincoln Creek.

The City of Milwaukee partnered with Milwaukee Public Schools to implement the **Green Schools** program. Green Schools is an initiative to improve the environmental performance and the learning environment of our schools. Practices include energy efficient buildings, increased daylight inside the school, better stormwater management, replace asphalt play grounds with trees and turf, and low-emitting finishes, adhesives, and cleaning products, providing cleaner and healthier indoor air quality. Additional programs and practices will be initiated as funding allows.

Land Use Policies : Open Space / Public Realm

FORM POLICIES

1. Create an interconnected system of paths and routes for pedestrians and bicyclists that include parks, public plazas, community gardens, playgrounds, school yards, and the street network.
2. Install wayfinding and activities signage at key locations in parks and parkways to encourage use and recreation.
3. Create inviting gateways to open spaces.
4. Utilize green space as a buffer, screen, or an edge to dangerous or unsightly uses.
5. Maintain visibility between open spaces and surrounding land uses to increase safety and security.
6. Design the open space and public plazas using elements from the cultural and natural history of a place, its values, and its people.
7. Increase tree cover where possible, particularly where paved and other hard surfaces that contribute to the urban heat island effect can be shaded such as parking lots and streets.
8. Integrate natural and adaptive landscapes into the more formal urban landscapes of the neighborhood.

REDEVELOPMENT STRATEGIES

1. Continue to improve neighborhood parks with facilities and programming. Consider adding or improving the following: restrooms, tot lots, playgrounds, wading / splash pools, basketball and tennis courts, hiking trails, and dog parks. Programming can include music, art, cultural offerings, and little league baseball and soccer.
2. Work with organizations to support recreational programming such as the Milwaukee Public Schools Recreation Department, the Milwaukee Brewers S.C.O.R.E. (School, Community, Opportunities, Role Models and Excellence) youth education and recreation initiative, the Brewers Youth Baseball Clinics, Major League Baseball's "Baseball Tomorrow Fund," and the American Honda Motor Company Little League Urban Initiative Grant Program Baseball Tomorrow Fund.
3. Incorporate additional parks and open space as key economic development features and assets in redevelopment areas, including business and industrial parks or zones. These features should be open to all residents, employees, and visitors to use and enjoy.
4. Incorporate public plazas in intense development zones, commercial nodes, and transit oriented development locations.
5. Maintain and enhance existing boulevards with native and adaptive plantings maintained by local chamber of commerce, workforce development programs, or community groups with shared interests.
6. Create mechanisms and partnerships for financing maintenance and upkeep of public spaces.

Land Use Policies : Open Space / Public Realm

Safe and Healthy Places for Children

The children of the Near North are its future. The entire community must take responsibility for shaping our children's future.

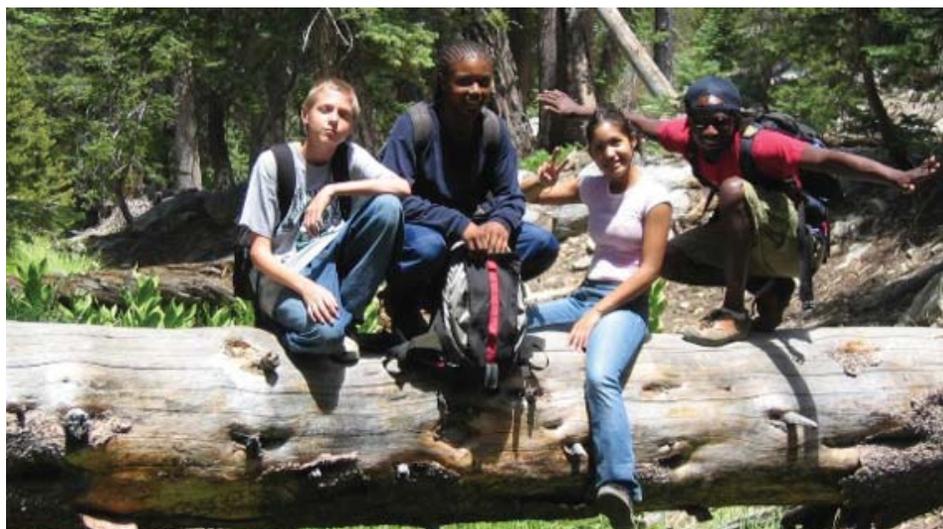
A healthy and safe environment, as well as exposure to the outdoor, natural environment can have a remarkable effect on the physical, intellectual, emotional, and moral development of young people. Benefits of such experiences include:

- development of health, endurance and strength
- stronger concentration and creativity
- a sense of confidence, independence, and self-reliance
- development of emotional stability and courage through the freedom to take risks
- development of social skills through companionship and friendship building

The neighborhood should demonstrate its commitment to children by providing opportunities to be active participants and to discover wonder and joy in their natural environment.

These places include:

- Conservation Areas - places that protect and conserve natural landscape features with high educational and ecological significance and that surround children in natural beauty.
- Special children's places - secure and safe natural and people-made places with unusual characteristics and with cultural or historical value, such as old trees and remains of old buildings and structures.
- Livable Streets - urban areas that enhance the pedestrians and child experience such as through traffic calming, interesting community gateways, trees, and play areas.
- Integrated Natural Spaces - school grounds, childcare centers, parks, and urban back yards that are convenient and accessible and include natural elements such as habitat, natural landscaping, and bird houses.



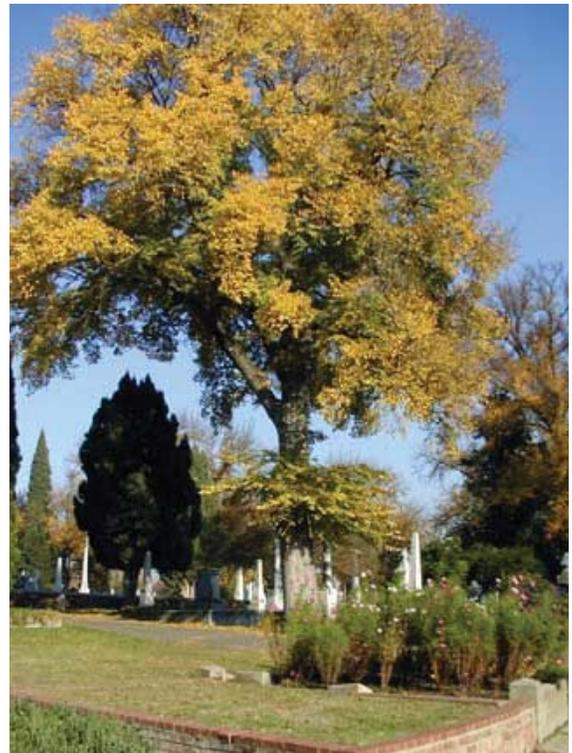
Land Use Policies : Open Space / Public Realm

Union Cemetery Management

Union Cemetery's edges, lined variably with fencing, masonry walls, or nothing at all, are in a state of disrepair, and some of the monuments and headstones have been vandalized.

A well-maintained and stewarded cemetery can help beautify the community. Maintenance and beautification can also enhance the visitor experience when funding allows. A number of policies and recommendations can be used. Among these:

- Improve the cemetery edges, the most visible and poorly maintained feature, including the restoration and repair of perimeter walls and fencing.
 - Repair and maintain all roads and pathways.
 - Improve cemetery grounds to create a safer, cleaner and more pleasing environment.
 - Establish rules for placing and removing flowers and decorations.
 - Remove trash and funeral flowers once per month, artificial flowers once per year.
 - Improve landscaping, possibly including formal gardens and/or native landscaping, to beautify the cemetery and its edges.
 - Prepare a tree management plan for the cemetery.
 - Cut grass once per month and trim around markers and monuments at least once per year.
- Remove underbrush, leaves, tree seedlings, and dead trees and flowers.
 - Minimize the use of fertilizers, herbicides, pesticides to reduce the exposure of people and the environment to chemicals.
 - Improve security, perimeter lighting, and engage neighborhood residents to help monitor the cemetery and report suspicious, illicit, or unlawful activities to the police.
 - City should increase priority to surrounding walks, lighting, etc.



Land Use Policies : Civic / Institutional

Principle 1: Local civic and institutional organizations that provide training, education, activities, and other essential services in the area are critical for long-term community development, improvement, and quality of life.

Principle 2: Institutions that demonstrate knowledge and understanding of the community goals and “Shared Vision” promote community goals and aspirations, and facilitate their successful implementation over time.

Civic and Institutional Goals

1. Increase existing community services and civic and institutional presence, awareness, access, and involvement with the community. Connecting services and programs to those who need them is essential for successfully achieving the mission and goals of these organizations and for improving the neighborhood.
2. Provide multi-generational services and enrichment / life skills programming within community centers and other civic and institutional destinations.
3. Integrate art, culture, and entertainment into the neighborhood fabric through learning, history, community art, signage/wayfinding, and inside neighborhood institutional facilities.
4. Create civic ‘nodes’ or hearts throughout the community (e.g., Villard, ACT corner, Teutonia Gardens, etc.)
5. Strengthen neighborhoods through community activities and opportunities such as recreation, community gardens, and arts and cultural programming.
6. Encourage local religious institutions to become partners in community development.
7. Reinvigorate the concept of neighborhood schools as resources and centers of neighborhood activities supported by local residents.

USE POLICIES

1. Job training and other institutions and service provider locations should be easily accessible by transit and close to commercial centers.
2. Job training facilities may also incorporate other uses such as cafes, restaurants, studios, community meeting rooms, galleries, and even residential.
3. Repurpose existing industrial or commercial facilities as centers for training, education, or life skills development, possibly co-located with a community center and near a commercial node.
4. The Near North area, as a whole, is underserved by swimming pools, which provide swimming lessons for children and recreational opportunities, particularly for an aging population.

Land Use Policies : Civic / Institutional

FORM POLICIES

1. Create facilities that are inviting, clean, landscaped, and well-maintained to encourage use. Locate facilities at prominent locations and intersections, or near commercial centers, to maximize access and visibility.
2. Incorporate open space, public plazas, and community art with facilities to provide emphasis and prominence in the community.
3. Consider creating a 'heart of the community' (a town square or public gathering space) around an institutional or civic facility.
4. Minimize parking at facilities and encourage the use of transit, bicycle, and pedestrian modes of transportation.
5. Locate facilities where current zoning allows civic and institutional uses and in prominent locations, such as terminating street vistas or fronting public open space, or at nodes of activity such as commercial corridors.

REDEVELOPMENT STRATEGIES

1. Ensure equitable access to services and facilities throughout the Near North area especially in areas that need the greatest amount of assistance. Consider co-locating services with schools, libraries, or health facilities and use locations within walking distance of residential areas. 'Surplus' schools, such as the Custer playfield and Robinson Middle School, might be repurposed as service centers and may include a residential component such as senior housing.
2. Utilize the structures and buildings of vacant institutions and try to replace with similar uses to stabilize the balance of services provided to the neighborhood.
3. Increase the sustainability of existing institutions through support for seeking funding, maintenance, board development, and other related issues.



Land Use Policies :

Transportation / Right of Way / Infrastructure

Principle 1: Improve the quality of life and attract businesses by updating infrastructure and technology and providing clean and affordable access to a wide variety of transportation options.

Transportation, Right-of-Way, and Infrastructure Goals

1. Improve neighborhood infrastructure as an incentive to attract business and industry and high quality development.
2. Improve major thoroughfares as complete streets to accommodate pedestrians, bicycles, automobiles, freight, and transit.
3. Encourage and expand future public transit connections between downtown and the Near North plan area while also increasing the ease and transportation of goods and services.
4. Improve streetscaping and calm traffic on major thoroughfares to increase “retailability” and improve safety for area residents.
5. Make walking safe, attractive, easy and convenient.
6. Maintain proper corridor uses such as freight, commercial, residential, and using pedestrian friendly designs that create streets with appropriate treatment, width, parking, and streetscape elements.

Complete streets are designed and operated to enable safe access for all users, including older people, children, and people with disabilities. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street. -National Complete Streets Coalition

USE POLICIES

1. Ensure a safe, pleasant, and efficient transportation system including access, multiple transportation routes, and transportation options. Include traffic calming elements to increase the safety and security of pedestrians and bicyclists.
2. Improve the rail corridor to accommodate future uses and industries to increase economic development.
3. Plan for a future transit systems and a transit node / transit oriented development at Capitol Drive between 31st and 35th Streets.
4. Promote future Bus Rapid Transit, street car, or light rail transit routes to use 35th Street to Capitol Drive, to help foster economic development.
5. Encourage transit oriented, mixed use development around future transit hubs, which will encourage economic development.
6. Where appropriate, improve the public right-of-way to include space for pedestrians, bicycles, automobiles, freight, and mass transit. Prioritize the movement of people rather than individual vehicles between destinations.
7. Improve transit service, particularly as it relates to moving employees to current and future employment centers such as the 30th Street Industrial Corridor.

Context Sensitive Solutions is an approach to transportation decision-making and design that takes into consideration the communities and lands which streets, roads, and highways pass through (“the context”). CSS seeks to balance the need to move vehicles efficiently and safely with other desirable outcomes, including historic preservation, environmental sustainability, and the creation of vital public spaces.

Land Use Policies : Transportation / Right of Way / Infrastructure

USE POLICIES

8. Provide clear, easy connections between different modes of transportation including automobiles, bicycle, walking, transit, and trails.
9. Consider expanding the freight rail corridors to include commuter rail, trails or other pedestrian connections in the district.
10. Maintain a dedicated freight corridor to support the new industrial development planned for the 30th Street Industrial Corridor.
11. Expand and improve bike lanes along major and minor arterials and throughout the park and greenway system to ensure a safe, efficient, and direct route between destinations. Refer to the City of Milwaukee bicycle plan for details. Include design elements such as pavement color, pavement markings, paint, or signs to ensure that bike routes are visible to motorists. Install bike racks at strategic locations and destinations along bike routes. Consider the needs of both commuter and recreational cyclists
12. Maintain Capitol Drive as a major commercial transportation artery.



FORM POLICIES

1. Improve pedestrian access, connections, and transportation routes within and between districts and corridors, commercial areas, residential areas, open spaces and parks, and institutional uses. Prioritize routes to get to /from employment centers.
2. Enhance the streetscape of major thoroughfares to improve aesthetics, slow traffic, and to encourage motorists to stop in commercial districts.
3. Use signage and streetscape elements to define neighborhoods, districts, and corridors and to improve wayfinding throughout the neighborhood.
4. Preserve and recreate the street grid of major and minor arterials, collectors, and access streets.
5. Improve access and / gateways between Highway 43 and commercial corridors, notably Capitol Drive.
6. Encourage the use of porous pavement and other stormwater infiltration practices on or adjacent to large areas of impervious surfaces including streets, parking lots, and alleys.
7. Use context sensitive solutions (CSS) in new and redevelopment projects to ensure supportive land use and transportation organization. For example, residential streets should include slow traffic, on street parking, and traffic calming. Commercial streets can include curb bump-outs and streetscape amenities that enhance the pedestrian experience.
8. Within commercial corridors, ensure a pedestrian friendly design including traffic calming, two way traffic, street and shared parking, and limited curb cuts and parking lots.
9. Maintain alleys where they exist for garage loading and garbage service, improve lighting, and consider retrofitting as green alleys.
10. Promote the installation of bus shelters at all bus stops.

Land Use Policies : Transportation / Right of Way / Infrastructure

FORM POLICIES

11. Continue to install a mix of native, adapted, and ornamental vegetation within medians.
12. Reduce the size and capacity of parking areas. Where parking is necessary, encourage on-street parking, shared parking strategies, and structured parking where additional parking is needed. Off street parking should be located behind or between buildings. Structured parking should be designed to support ground floor retail with parking on upper floors, and detailed to fit into the character of the surrounding commercial district. Provide enough parking to accommodate the average number rather than maximum number of customers.



REDEVELOPMENT STRATEGIES

1. Use resurfacing and reconstruction as opportunities to recreate streets to better address stormwater.
2. Coordinate with partners to prioritize repair and reinvestment of the current transportation system and alternative transportation and transit modes.
3. Balance the transportation of people with the movement of individual vehicles.
4. During development, prioritize enhancement of the transit system including shelters, benches, access, frequency, punctuality, wayfinding and transit information, community art, and cleanliness.
5. Promote the addition of GIS / GPS technology to inform patrons about schedules and frequency.
6. Use transit oriented development strategies and higher intensity development near major transit stops and routes.
7. Engage Business Improvement Districts to help support transportation improvements.
8. Continue to promote the addition of transit options, such as Bus Rapid Transit, street car, and light rail in transportation decisions.
9. Coordinate redevelopment and repair efforts with the City Department of Public Works to improve sidewalks, repair and light alleys, and improve the public right of way overall.