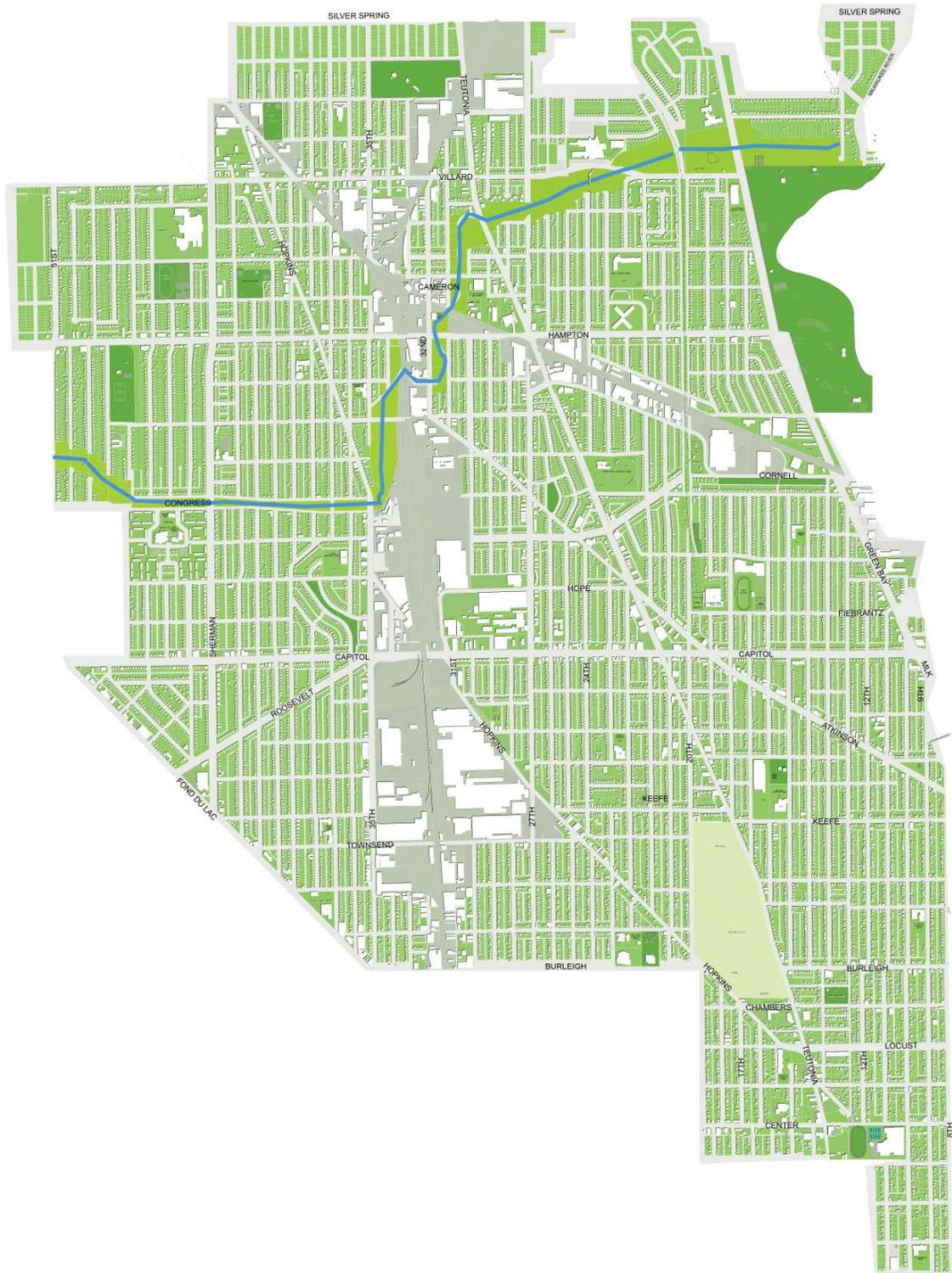


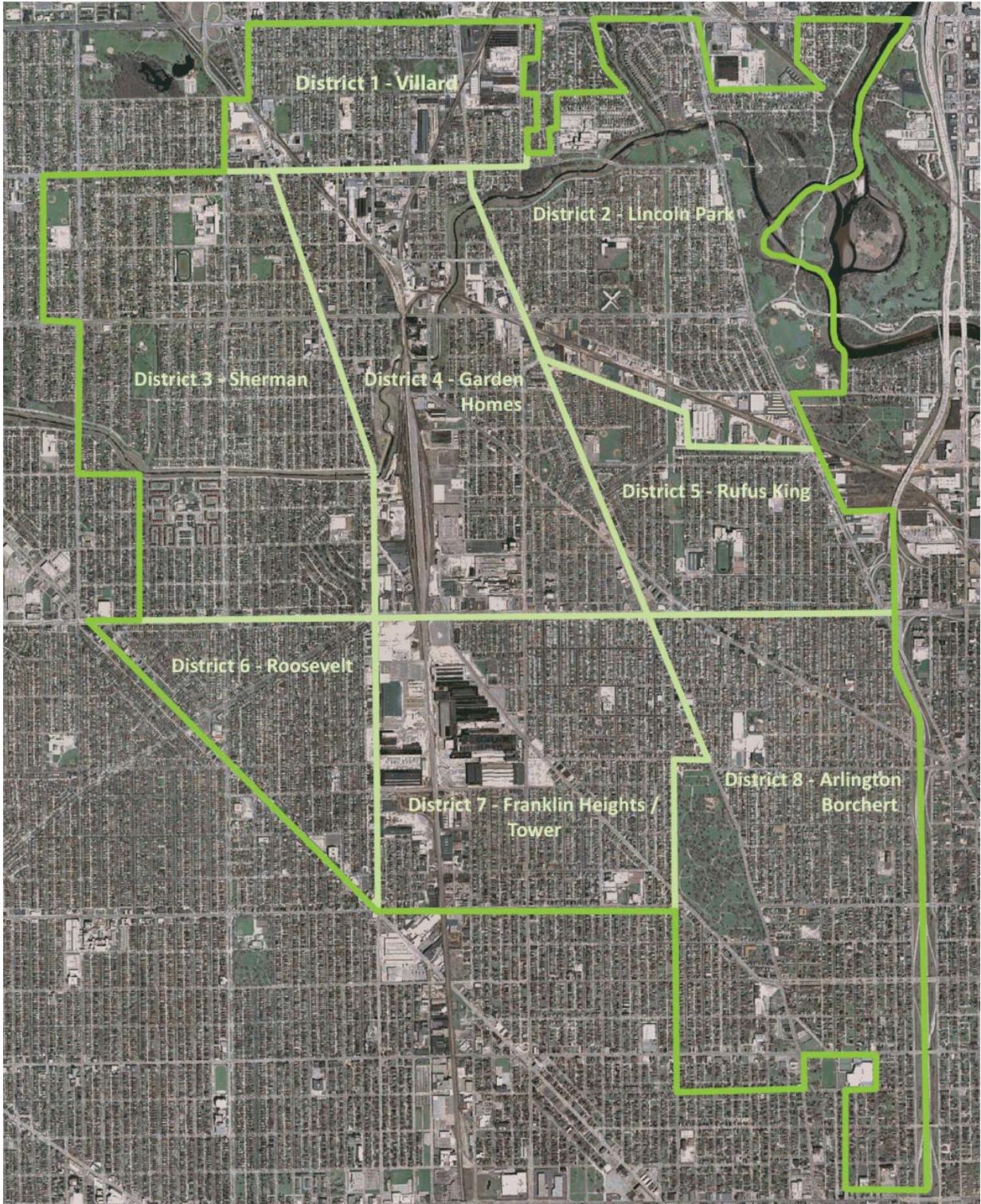
**districts &
corridors**

4

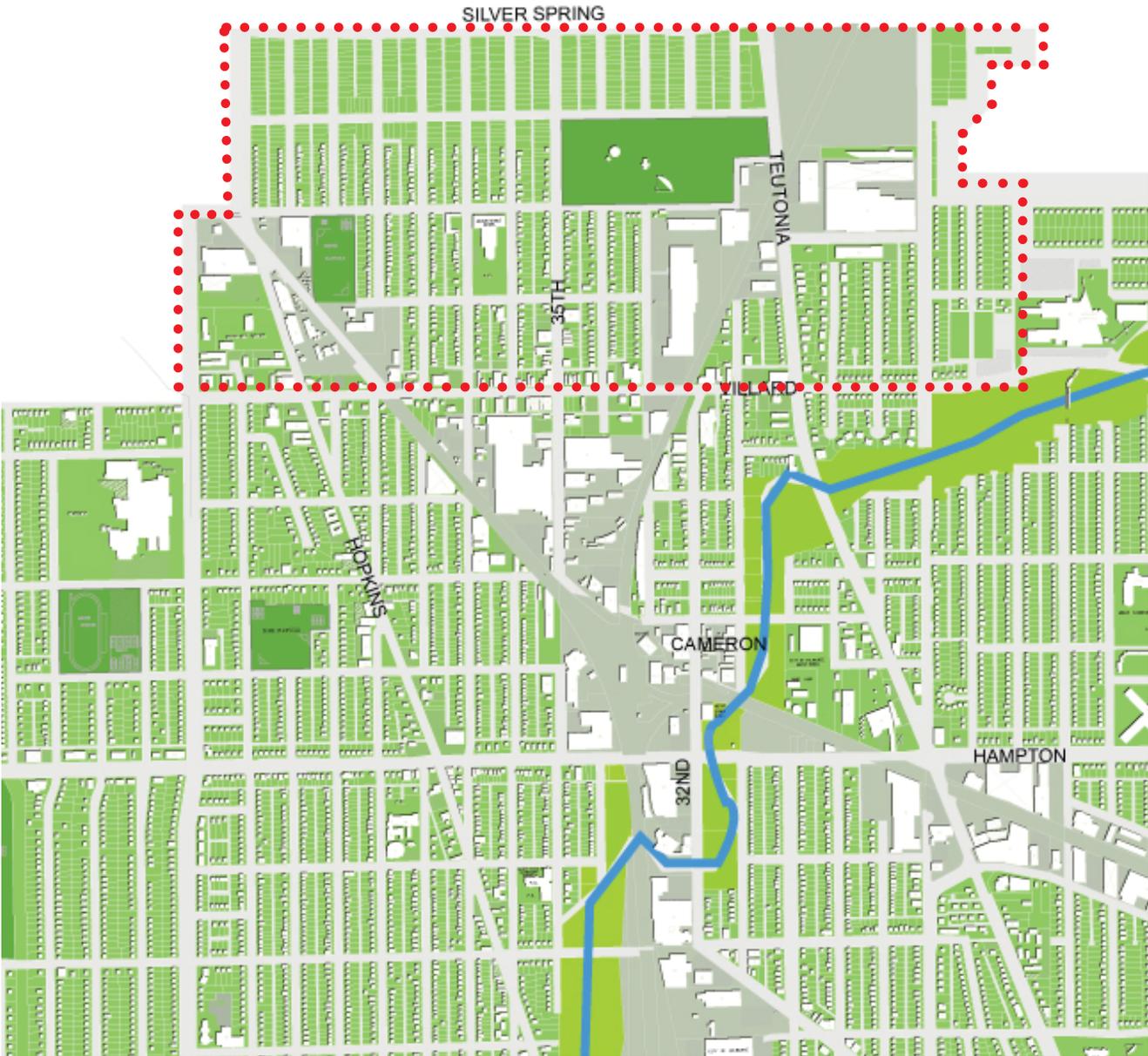
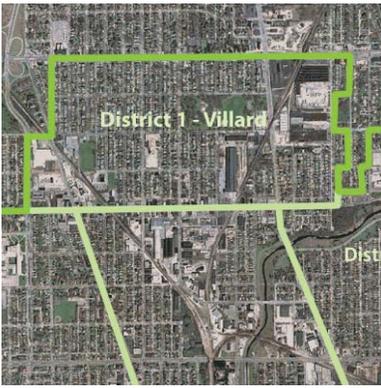
Districts and Corridors



Districts and Corridors



Districts and Corridors



District 1 - Villard : Description

District 1 lies along the northern boundary of the Near North Area and is bound on the north by Silver Spring Drive, on the west by Sherman Boulevard, on the east by 26th Street, and on the south by Villard Avenue. Neighboring plan areas include the Northwest Area to the north, West Area to the west, and the town of Glendale to the northeast. The district is bisected by Teutonia Avenue, Hopkins Street, and two rail lines that are northern spurs of the line that bisects the 30th Street Industrial Corridor. The neighborhood known as Old North Milwaukee is included in District 1.

The Villard District consists of residential areas concentrated in the center, north, and southeast corners, with good owner occupancy rates and moderate density typical of older urban neighborhoods. A retail corridor exists along Villard Avenue, and large manufacturing, construction, and warehousing and commercial parcels are concentrated along the rail lines. These industrial and commercial parcels and uses are a continuation of the 30th Street Industrial Corridor uses found further south, and represent economic development and employment potential for this district. Smith Park, a large partially wooded open space, is centrally located within the district.

The coherence of the district is disturbed by the intervening rail lines and commercial and industrial land uses. However, it is these same uses that provide an economic driver to the community which should be embraced and businesses encouraged to remain and to relocate here. Vacancies within the commercial-retail district along Villard Avenue present a challenge for this district. The new Villard Avenue library and the Villard BID district should serve as good catalysts for revitalization of the Villard Avenue corridor (see also Corridors).

Districts and Corridors



The Villard District, clockwise from upper left: Smith Park; industrial use facing Smith Park; multi-family residential along Villard Avenue; single family residence at 38th and Sheridan.

District 1 - Villard : Policies

USE POLICIES

- 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.
- Consider repurposing industrial and commercial uses along Hopkins Street between Custer Avenue and Villard Avenue to support additional commercial businesses that are larger in format than the commercial district along Villard Avenue, which is envisioned as small format, neighborhood retail.
- Vacant lots along Villard Avenue may function as small plaza, café / eating area, or pocket parks for the revitalized main street district, either indefinitely or until redevelopment can be planned and implemented.

FORM POLICIES

- Incorporate appropriate signage and streetscape elements to unify the Villard Avenue corridor including benches, lighting, signage, landscaping, and paving. Consider gateway signage and landscaping at the Villard Avenue intersections with Hopkins Street and Teutonia Avenue. Refer to the Villard Avenue Streetscape guidelines.
- Improve the Villard / Teutonia and Villard / Hopkins intersections with commercial-retail enhancements as gateways to the corridor.
- Improve the aesthetics and streetscape along Hopkins Street between Custer Avenue and Villard Avenue as part of a redevelopment and changing land use strategy. Consider expanding the Villard Avenue BID boundaries (and assessment income) to help implement improvements.
- Incorporate green space (e.g., landscaping, garden plots, stormwater infiltration rain gardens) into asphalt paved school yards such as Edison Middle School. Expand the Green Schools program as funding allows.
- Improve facades, edge treatments, and appearance of industrial and commercial properties, and screen those uses from adjacent residential areas.

Districts and Corridors



The Villard District, clockwise from upper left: the Agape Theater on Villard Avenue; Villard Avenue commercial district with pedestrian crosswalk; typical alley in residential areas; industrial use facing intersection of Teutonia Avenue and Hampton Avenue.

District 1 - Villard : Policies

REDEVELOPMENT STRATEGIES

- Revitalize the Villard Avenue corridor by encouraging mixed use commercial development, enhancing the pedestrian experience, calming traffic, and implementing streetscape and façade enhancements to existing retail.
- Promote commercial infill development along Villard Avenue for underutilized and vacant properties. Refer to the existing Villard Avenue revitalization plan and, where possible, incorporate stormwater filtration and infiltration into streetscape redevelopment efforts.
- Encourage a diverse, locally-owned retail mix along Villard with opportunities for healthy food shopping, sit-down dining, art and cultural exposure, and evening entertainment, including establishments for families and youth.
- Use the planned Villard Avenue Library as a catalyst for revitalization of the historic retail corridor. The library may also serve an expanded function as a nonprofit community center that provides a venue for youth and adult programs including education, life skills, arts, and cultural programming.

ACTIONS

- Work with partners to increase safety, maintenance, supervision and programming for children and adults in Smith Park. Consider the establishment of a community garden, natural landscaping, habitat zones (such as butterfly or bird gardens), and outdoor play and discovery environments for children within the park environs.
- Consider a Teutonia Avenue farmer’s market to encourage visitation and shopping to the district. The new library may be a good location for a new farmer’s market.

Districts and Corridors



District 2 - Lincoln Park : Description

District 2 lies in the northeastern corner of the Near North Area and is bound on the north by Silver Spring Drive, on the west by Teutonia Avenue, on the east by the Milwaukee River, and on the south by Cornell Street. Glendale lies to the north and Whitefish Bay to the east of this district. The district is bisected by Green Bay Avenue and Hampton Avenue, and by Lincoln Creek and the Lincoln Creek Parkway, which flows to the Milwaukee River to the east. A rail spur of the major rail line that bisects the 30th Street Industrial Corridor parallels Cornell Street from northwest to south east. The neighborhoods known as Lincoln Park and the Milwaukee River Parkway comprise District 2.

The Lincoln District includes a high concentration of moderate density, single family residential areas of typical urban form concentrated in the center and north, with higher density / multi-family and public residential (Northlawn) located at Villard Avenue and 20th Street and Hampton and 24th Street. Owner-occupancy rates are relatively good for this district. A significant acreage of open and park space lies to the east in Lincoln Park, along the Lincoln Creek Parkway and Meaux Park, and along the utility corridor that cuts a swath of green space through the district parallel to 20th Street. In fact, this is the district with the greatest area of green space in the Near North area. Lincoln Park has been upgraded with the Dave Schulz Water Park. A small retail-commercial node exists at Teutonia Avenue and Hampton Avenue, with a few scattered retail locations along Hampton.

The Cornell Street and rail corridor along the southern border of the district, contains a concentration of manufacturing, construction, and warehousing uses and is also a Community Development Zone. This abandoned rail right-of-way is being parceled up and sold, and the corridor represents economic development and employment potential for this district. As such, businesses should be encouraged to remain and relocate here to complement industrial development in the 30th Street Industrial Corridor.

Additional neighborhood retail incorporated along Hampton, Villard, and Green Bay may provide additional local shopping opportunities for residents. St. Michael's Hospital is a focal area of the district and also a Catalytic Project. Improvement, enhancement, and re-imagined uses for the open spaces in the district could also serve to invigorate this fairly stable neighborhood.

Districts and Corridors



The Lincoln District, clockwise from upper left: Lincoln Park recreation; St. Michael's Hospital; St. Michael's Playground; the Lincoln Creek Parkway.

District 2 - Lincoln Park : Policies

USE POLICIES

- Support the industrial employment base by allowing and encouraging limited commercial-retail development within or near industrial districts that complement the needs of employees. Commercial nodes at the intersections of Hampton Avenue and Teutonia Avenue, Hampton Avenue and Green Bay Avenue, and Green Bay Avenue and Cornell Street may encourage industrial redevelopment along the Cornell Avenue and rail corridor.
- 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.
- Consider a farmer’s market and / or community gardens in Meaux Park, Lincoln Park, or at the McNair school grounds, which may present a good location to serve nearby multi-family housing.
- Incorporate parks, Northlawn, and the McNair school grounds into the “Green Crescent” corridor concept for the Near North area.
- Encourage the adaptive reuse of vacant industrial buildings with new businesses or uses that are appropriate for the neighborhood.
- Revitalize the intersection at 27th Street, Hampton Avenue, and Teutonia Avenue as mixed commercial and industrial uses.

FORM POLICIES

- Improve facades, edge treatments, and appearance of industrial and commercial properties to help attract new businesses and employment, and screen those uses from adjacent residential areas.
- Consider re-establishing one or more streets across the abandoned rail spur from Cornell Street to Purdue Street, between 24th Place and 20th Place, to improve connectivity between residential areas north and south of Cornell Avenue.
- Consider restoring some of the green space of the McNair school grounds as habitat or naturalized landscape designed to filter and infiltrate rain water runoff from hard surfaces.
- Incorporate green infrastructure practices (primarily landscaping) into the utility corridor running north and south along 20th Street. Concepts may include community gardens or urban orchards for residents of the Northlawn housing development.
- Implement landscaping, streetscaping, and façade improvements along Teutonia Avenue, Hampton Avenue, and Green Bay Avenue. Hampton Avenue’s existing medians may be significantly improved with additional landscaping improvements.
- At the intersection of Green Bay Street and Cornell Avenue, and of Green Bay and Villard Avenue, create gateways to the Cornell Avenue industrial corridor and the Villard Avenue historic corridor respectively.
- Consider designating the Cornell corridor as a recognized industrial corridor with appropriate, consistent signage and landscape character.

Districts and Corridors



The Lincoln District, clockwise from upper left: Northlawn multi-family housing; tree lined streets near McNair Elementary School; parking lot edge and sidewalk in need of attention, McNair Elementary School; utility corridor.

District 2 - Lincoln Park : Policies

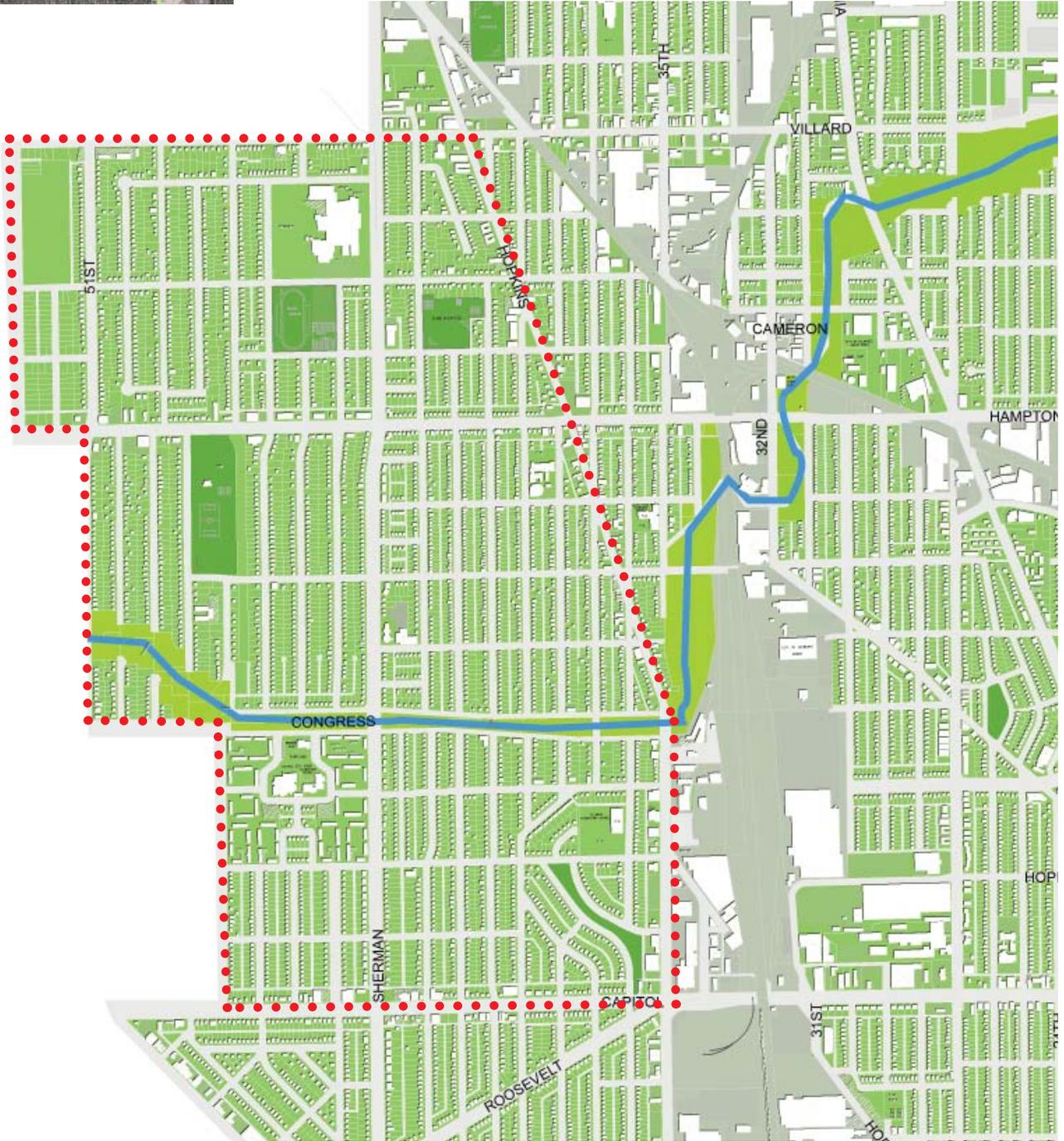
REDEVELOPMENT STRATEGIES

- Promote the efforts to improve Lincoln Park, including contaminant removal from the river, river edge restoration, and greater public access and connectivity. Support increased recreational programming for children and adults.
- Investigate options for repurposing the former St Michael’s hospital site and surrounding open space adjacent to the Lincoln Creek Parkway. See Catalytic Projects. If the hospital building is saved, consider reuse as an institutional / agency use such as a health care complex, supportive housing, senior / assisted living, nursing training facility). If the building is not saved then residential would be preferred in this location.
- Consider redevelopment opportunities and establish a redevelopment plan for the Cornell Steet industrial and rail corridor, possibly as clean and green business / industry incubator and training facilities or industrial park. Assemble, update facilities and infrastructure, clean, and repurpose industrial parcels and facilities for new employment and businesses. Light or heavy industrial users with potential to create jobs and local economic development should be prioritized. However, business and other uses that can drive economic development should be considered as well.
- Enhance the existing Community Development Zone along the Cornell Avenue industrial corridor by promoting partnerships in the form of a new Business Improvement District or business association.
- Consider establishing a new Business Improvement District for industrial and commercial areas north and east of the 30th street corridor along the rail spur to assist with beautification and maintenance of the streetscape.

ACTIONS

- Promote the efforts to improve Lincoln Park, including contaminant removal from the river, river edge restoration, and greater public access and connectivity. Support increased recreational programming for children and adults.
- Promote increased access to the greenway corridor that consists of the Lincoln Creek Parkway, Lincoln Park, Milwaukee River, and Meaux Park. Consider walking and recreational paths where feasible for greater connectivity.
- Enhance the success of industrial and commercial businesses and employment opportunities by providing support in the form of employer assisted housing, job training, business incubators / entrepreneurial support, recreational and outdoor spaces, and dedicated public transit to transport workers to centers of employment.
- Increase safety, maintenance, and supervision for children and adults in Lincoln Park and Meaux Park. Consider the establishment of community gardens, natural landscaping, habitat zones (such as bird and butterfly gardens), and outdoor play and discovery environments for children.

Districts and Corridors



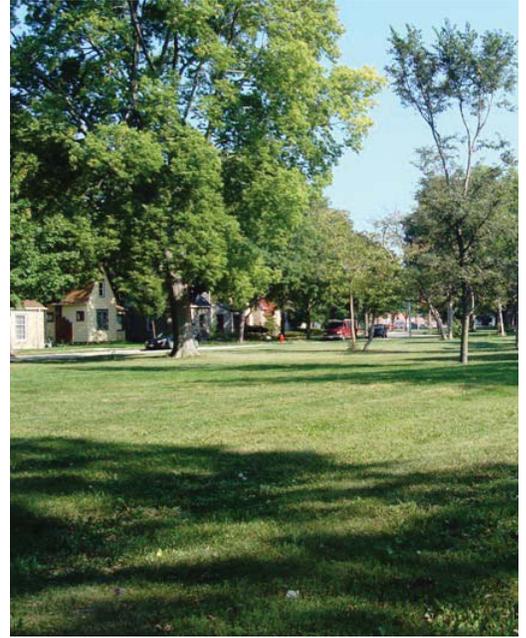
District 3 - Sherman : Description

District 3, the northwestern corner of the Near North Area, is bound on the north by Villard Avenue, on the west by 47th, 51st, and 53rd Street, on the east by Hopkins Avenue, and on the south by Capitol. Sherman, Hopkins, 35th Street, and 51st Street are the primary north-south corridors, while Villard, Hampton, and Capitol run east-west. The recently re-engineered Lincoln Creek Corridor bisects this district in an east-west orientation. District 3 borders the 30th Street Industrial Corridor, which lies to the east. Parts of Old North Milwaukee, Hampton Heights, Wahl Park, and Lincoln Creek neighborhoods are within District 2.

The Sherman District is largely moderate density, single family residential land of typical urban form and is characterized as relatively stable, with average owner-occupancy rates. Multi-family residential units are concentrated along Hampton and Hopkins Avenues. The redeveloped Parklawn Housing Development, including single family housing, a YMCA, and the Central City Cyber School, sits at the intersection of Lincoln Creek and Sherman Boulevard. Schools are well dispersed and open space consists of school yards, the relatively large Wahl Park in the center of the district, and the Lincoln Creek corridor and parkway. Wahl Park contains an open concrete drainage channel that flows into Lincoln Creek and presents a potential opportunity for restoration. Retail and commercial uses line Villard Avenue, Hampton Avenue, Hopkins / 35th Street, and Capitol Avenue. Part of the Bishops Creek Targeted Investment Neighborhood is in the eastern edge of the district.

This is a stable residential district with natural and community amenities and few challenges. However, improvements should be focused along the Hopkins, 35th Street corridor and Capitol Avenue, all of which present opportunities to beautify and enhance the street and streetscape to improve these retail and commercial corridors.

Districts and Corridors



The Sherman District, clockwise from upper left: Custer High School, “Canadian Park” between Montreal Street and Toronto Street; typical housing on Toronto Street; a branch of Lincoln Creek along Wahl Park.

District 3 - Sherman : Policies

USE POLICIES

- Incorporate Lincoln Creek Parkway, Wahl Park and the small stream channel, and Parklawn housing development into the Green Crescent trail concept.
- Single family residential is the predominant use within the Sherman District. Consider incorporating context-sensitive multi-family housing throughout the district, and focus efforts along Hampton Avenue, Hopkins Street, 35th Street, Sherman Boulevard, and Capitol Drive.
- Encourage the integration of mixed-use development along Capitol Drive, on both sides of Sherman Boulevard, along Hopkins Street, 35th Street, and on Hampton Avenue near the intersection with Hopkins Street as well as 51st Boulevard.

FORM POLICIES

- In residential areas, blend infill and new construction with the scale and massing of existing neighborhoods.
- Implement landscaping, streetscaping, traffic calming, pedestrian-orientation, and façade improvements along major thoroughfares including Hopkins Street, 35th Street, Sherman Street, and Capitol Drive.
- Consider restoring a portion of the Custer, Hampton, and Clemens school grounds as Green Schools, i.e., improving habitat, gardens, or as naturalized landscapes designed to filter and infiltrate rain water runoff from onsite hard surfaces.
- Incorporate green infrastructure stormwater infiltration practices (primarily landscaping and swales) along Sherman and Hampton Boulevards.
- Ensure that crime prevention and the perception of crime are addressed in redevelopment of commercial properties, thereby encouraging use by the local customer base. Encourage safe and secure areas through the use of Crime Prevention Through Environmental Design (CPTED) strategies in development and redevelopment projects.

Districts and Corridors



The Sherman District, clockwise from upper left: Lincoln Creek and pedestrian bridge crossing at 37th Street; historic public art at Parklawn YMCA; street edge in need of attention at Hopkins Street, 35th Street, and Hope Avenue; single family residence within the Parklawn housing development.

District 3 - Sherman : Policies

REDEVELOPMENT STRATEGIES

- Encourage a diverse, locally-owned retail mix along Capitol Drive on both sides of Sherman Boulevard with opportunities for healthy food shopping, sit-down dining, art and cultural exposure, and evening entertainment, including establishments for families. Make walking and transit access attractive, easier, and convenient within this 'local' commercial area, which is envisioned to be more intimate and smaller scale than the Capitol Drive commercial corridor to the east.
- Redesign Capitol Drive with complete street designs to calm traffic, enhance the pedestrian experience, and create a more, inviting commercial corridor. Plan for future bus rapid transit, street car, or light rail.

ACTIONS

- Consider the establishment of a community garden, natural landscaping, habitat zones, and outdoor play and discovery environments for children in Wahl Park and at Custer High School.
- Consider community gardens and a farmer's market located at Custer High School, Wahl Park, or the Parklawn housing development.
- Restore, enhance, and improve visual and physical access to the Lincoln Creek Parkway, including the small channel that connects the parkway to Wahl Park. Include walking / recreational paths and stabilization and naturalization of the stream corridor.

Districts and Corridors



District 4 - Garden Homes : Description

District 4 is the north central district of the Near North area. Boundaries are Villard Avenue to the north, Hopkins, 35th Street on the west, Teutonia Avenue, to the east, and Capitol Drive to the south. The district is dominated and bisected by the 30th Street Industrial Corridor and associated rail line, including three rail spurs diverging north of Hampton Avenue. Although the 30th Street Industrial Corridor administrative boundary is bounded on the north by Hampton Avenue, the concentration of manufacturing, construction and warehousing land uses that make up the Corridor continue north to Villard Avenue and east along Cornell. This industrial concentration represents a major reinvestment, economic development, and employment opportunity for the Near North area. Hampton Avenue, 27th Avenue, and Atkinson Avenue are major streets that cross the district. The Lincoln Creek Parkway corridor, which bisects the district from northeast to southwest, is the major green space found within this district. Garden Homes Square Park, found in the neighborhood of the same name, is another moderately sized green space. The Garden Homes, Lincoln Creek, and Old North Milwaukee neighborhoods are represented in this district.

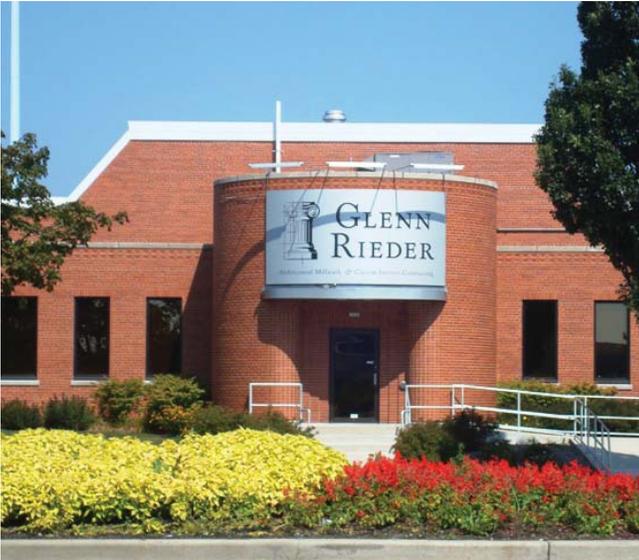
Single family residential areas within this district are concentrated on the east and west sides of the industrial corridor, with multi-family units along Atkinson, Teutonia, and 27th Street. The National Historic District and historic properties that make up the Garden Homes neighborhood, near Atkinson, Teutonia and Roosevelt, is also within this district. Home ownership rates are lower along the Hopkins, Teutonia, and Atkinson corridors, but ownership rates increase with greater distance from these transportation corridors. Commercial – retail corridors are found along Hopkins, 35th (particularly 35th Street), Teutonia, and Capitol. The ACT Intersection (Atkinson, Teutonia, and Capitol), considered the heart of the Near North area as indicated by residents, is a retail and commercial hub of activity and is one of the Catalytic Projects.

A high degree of reinvestment attention is focused on this district, as evidenced by the Bishop’s Creek TIF, the Eaton Neighborhood Target Investment Neighborhood, Tax Incremental District 62 (DRS Power and Control Technologies, Inc.), and Business Improvement District 37 (for the 30th Street Industrial Corridor), and Business Improvement District 29 (for the ACT intersection and beyond.) An Economic Development Zone and Community Development Zone are also designated in the district. These districts were established to improve and enhance these areas using city resources and other tools.

This district is a challenge for the city as it attempts to reinvest in the 30th Street Industrial Corridor and retain and attract businesses and employment. Residential areas close to the corridor itself suffer from disinvestment and absentee landlords, largely due to the loss of jobs and opportunities as industries have left the corridor due to changing economies.

Note: this district includes the northern half of the entire 30th Street Industrial Corridor, which is addressed in Chapter 5 Catalytic Projects.

Districts and Corridors



The Garden Homes District, clockwise from upper left: Glenn Rieder custom architectural interior design company at Capitol Drive and 35th Street; Eaton Corporation power management company at 27th and 31st Streets; Holy Redeemer Institutional facility at Hampton Avenue and Mother Daniels Way; stormwater raingarden planters along 27th Street north of Capitol Drive.

District 4 - Garden Homes : Policies

USE POLICIES

- Support the industrial employment base by encouraging limited commercial-retail development that complements the needs of nearby employees. Commercial nodes at 27th Street and Capitol Drive, 35th Street and Capitol Drive, Hampton Avenue and Teutonia Avenue, and along Villard Avenue may encourage redevelopment within and around the 30th Street Industrial Corridor.
- Encourage a diverse retail mix along major thoroughfares (Teutonia Avenue, Hopkins Street, 35th Street, Capitol Drive, and Atkinson Avenue) and within walking distance of residential areas with opportunities for healthy food shopping, sit-down dining, goods and services, and evening entertainment, including establishments for families.
- Consider regional retail along Capitol Drive between 35th Street and Atkinson that may include franchise retail (movie theater, national retailers) and a satellite university site to encourage development.
- To supplement the Lincoln Creek Parkway and the Garden Homes Square Park, incorporate additional accessible park space in or adjacent to the 30th Street Industrial Corridor as an amenity for employees and residents. Consider community gardens, natural landscaping, and child play areas.
- Incorporate Lincoln Creek and the 30th Street Industrial Corridor into the Green Crescent concept (see Corridors section later in this chapter).
- Consider repurposing industrial land for commercial, institutional, or residential uses where feasible.

FORM POLICIES

- As the 30th Street Industrial Corridor undergoes revitalization, re-establish a street grid to create smaller, accessible parcels unless large industrial users can be located to the corridor.
- Incorporate on-street parking and other integrated parking solutions to redevelopment of commercial and industrial properties.
- Support efforts to filter, infiltrate, and improve the quality and reduce the quantity of stormwater runoff in the 30th Street Industrial Corridor. Continue to enhance 27th Street, making sure stormwater planters are clean, maintained, and aesthetically pleasing.
- Enhance the image and aesthetics of industrial and business districts with consistent and appropriate signage, landscaping, green space, streetscape enhancements, and furnishings that identify the districts both within and at gateways. Consider using the industrial legacy as an icon and a point of pride for district character.
- Consider additional pedestrian connections between residential neighborhoods to the east and west of the 30th Street Industrial Corridor, possibly using the Lincoln Creek Parkway as a trail linkage.
- Plan the corridor for future bus rapid transit, street car, or light rail.

Districts and Corridors



The Garden Homes District, clockwise from upper left: Roosevelt Drive; a typical single family residential home; the Bishop's Creek development near 32nd Street and Hampton; and Garden Homes Park.

District 4 - Garden Homes : Policies

REDEVELOPMENT STRATEGIES

- Consider redevelopment opportunities for vacant and underutilized properties within the 30th Street Industrial and rail corridor (including its extension north to Villard Avenue), possibly as a clean and green business or industrial park. Assemble, update facilities and infrastructure, clean, and repurpose parcels for new employment and businesses. Small to moderate scale, light industrial users with potential to create jobs and local economic development should be prioritized. However, business and other economic uses should be considered as well to support industrial employment base. Coordinate with the planning efforts and initiatives of RACM.
- Repurpose vacant or underutilized industrial and commercial buildings as new businesses, employment, or as job training / education facilities.
- Improve the Atkinson-Capitol-Teutonia intersection as a catalyst for neighborhood redevelopment. Envision a pedestrian-friendly, commercial-retail 'town center' with a diverse retail mix including healthy food shopping, sit-down dining, and evening entertainment, including establishments for families. Make walking attractive, easy, and convenient within this commercial node.
- If industrial uses are not feasible in the commercial-industrial triangle framed by Hampton Avenue, Villard Avenue, and the railroad spur, consider redevelopment options such as a mixed use business district of clean and green businesses linked to the Villard Avenue corridor. An extension of the Villard Avenue Business Improvement District may help to revitalize the area.
- Support the proposed Kenosha-Racine-Milwaukee rail line to follow the freight rail easement through the 30th Street Industrial Corridor. Consider future rail with trail uses for rail corridor in future development.

ACTIONS

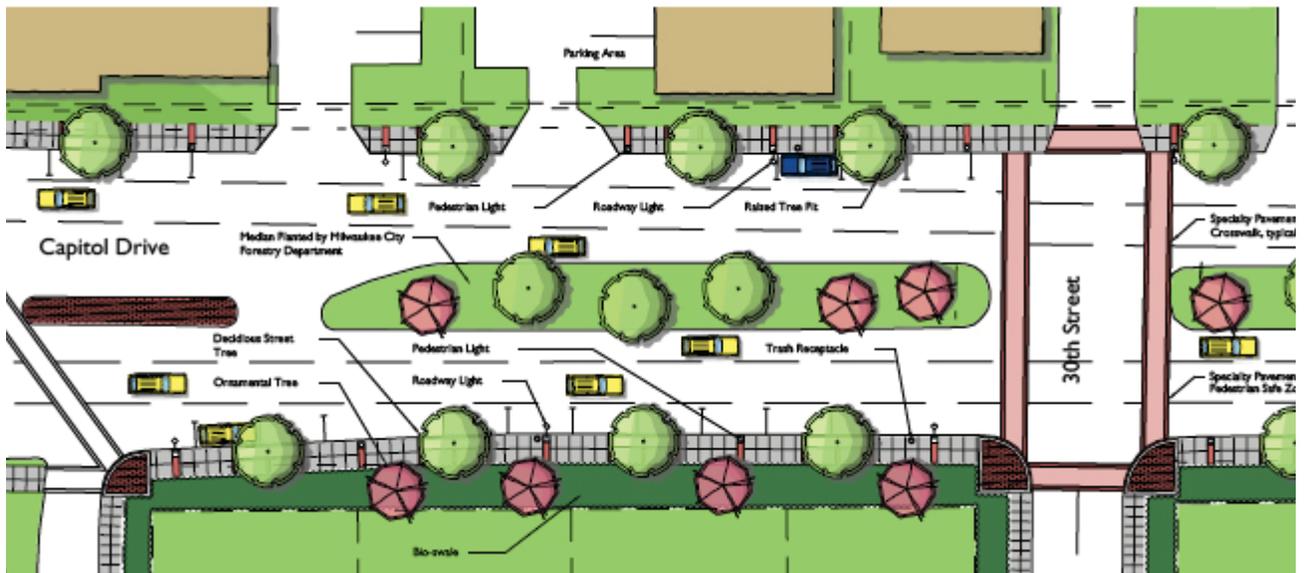
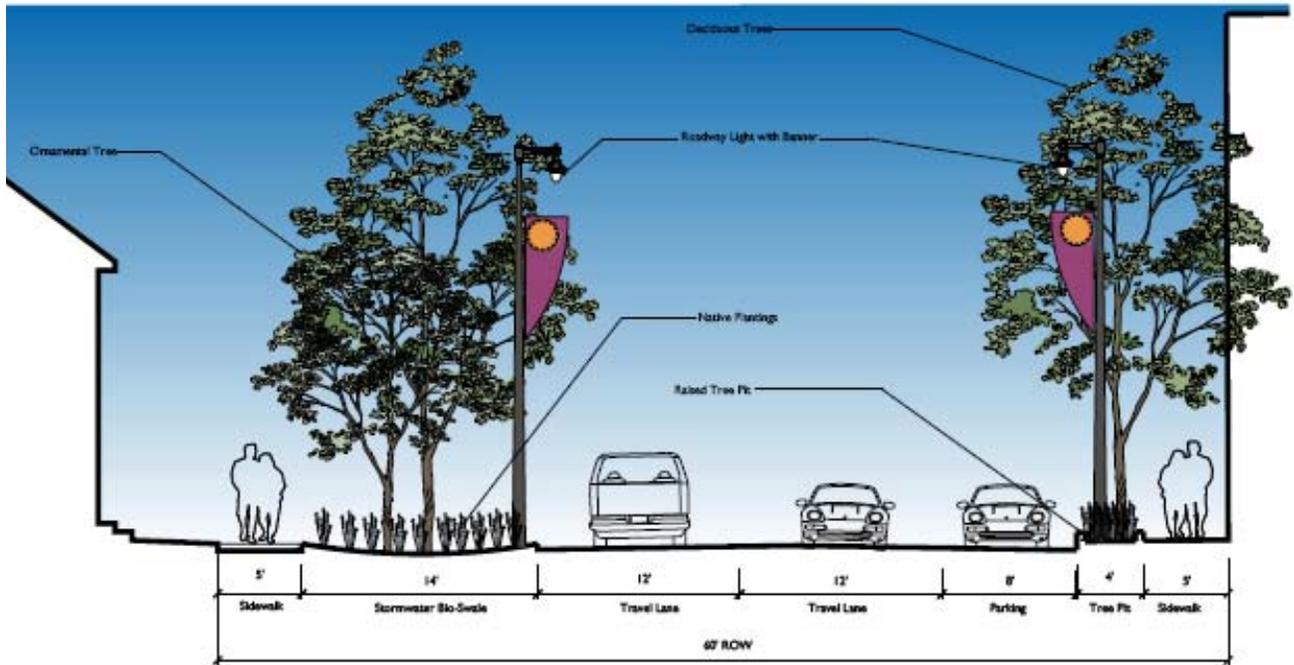
- Increase home ownership rates and provide ownership assistance and education within the residential neighborhoods by use of current and potentially expanded TIN programs.
- Continue to create partnerships within the 30th Street Industrial Corridor with learning / training opportunities for the existing and emerging employment base including students, adults and ex-offenders. Consider prioritizing green collar jobs.
- Ensure that crime and the perception of crime are addressed in redevelopment of commercial properties, thereby encouraging use by the local customer base. Encourage safe and secure areas through the use of Crime Prevention Through Environmental Design (CPTED) strategies in development and redevelopment projects.
- Consider establishing a new Business Improvement District for industrial and commercial areas along the rail spur north and east of the 30th Street Industrial Corridor to assist with beautification and maintenance of the streetscape.
- Restore, enhance, and improve visual and physical access to the Lincoln Creek Parkway as a natural and aesthetic amenity to businesses and employees.

Districts and Corridors



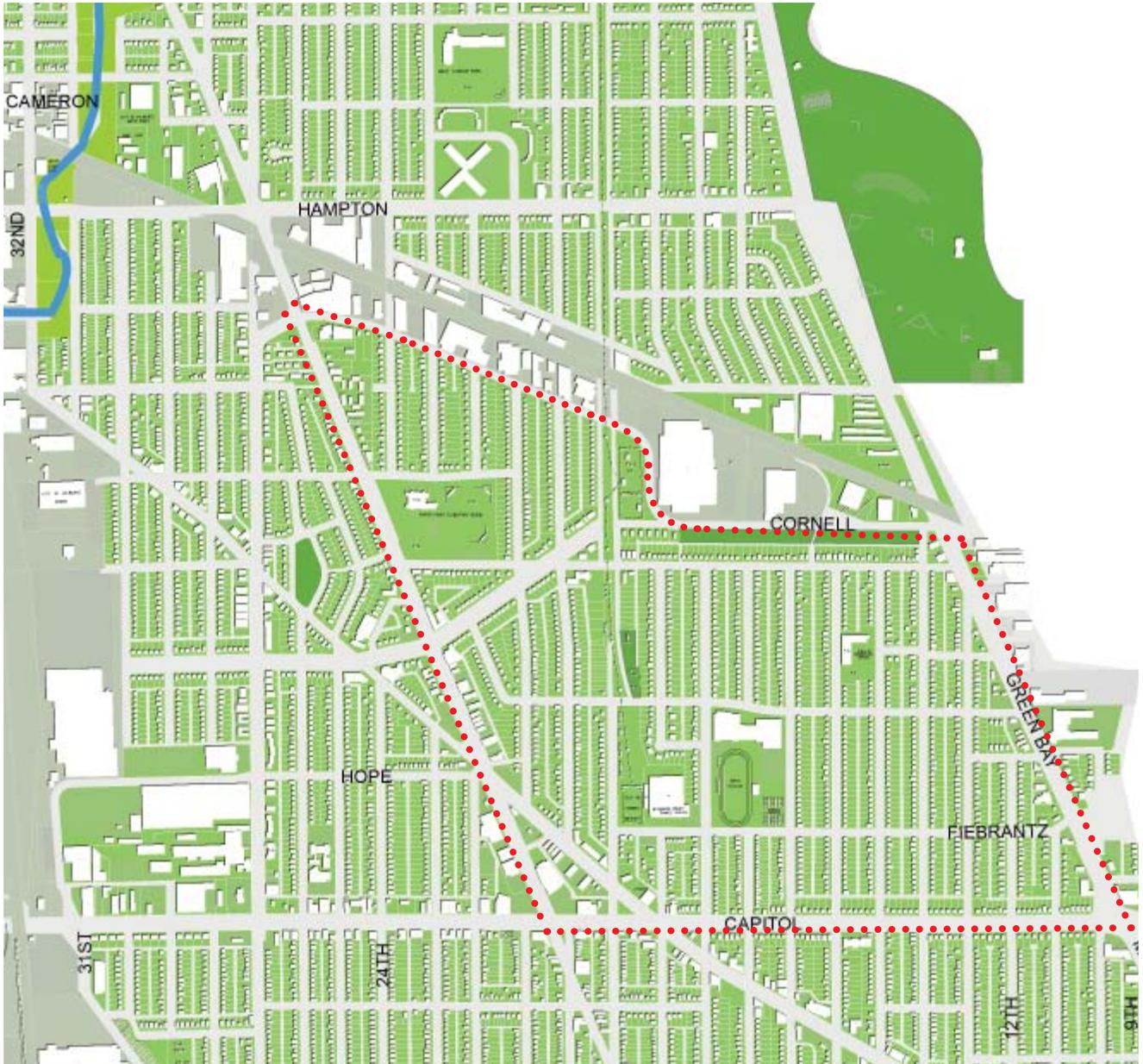
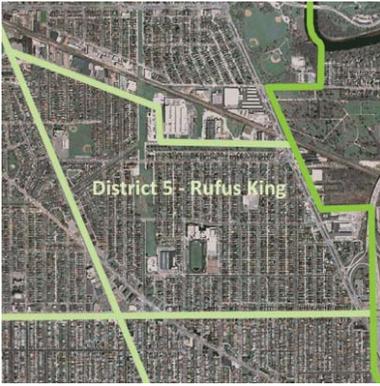
The Garden Homes District, BID #37 Streetscape Design Guidelines.

Industrial Corridor Design Guidelines



The Garden Homes District, BID #37 Streetscape Design Guidelines.

Districts and Corridors



District 5: Rufus King : Description

District 5 is bordered by Capitol Drive to the south, Cornell Street to the north, Teutonia Avenue to the west, and Green Bay Avenue to the east. The center of the neighborhood is anchored by Rufus King High School, one of the top academically performing high schools in Wisconsin. As a result, the neighborhood has a very strong and stable residential community, with well-maintained properties and a low vacancy rate.

A concentrated center of commercial activity exists at the triangle intersection of Atkinson Avenue, Teutonia Avenue, and Capitol Drive (the ACT triangle), which represents the commercial center of the district as well as a heart of the Near North area, as indicated by residents. The Atkinson Library, Lena's Grocery Store, Walgreen's, and Mr. Perkins Family Restaurant are just a few destinations found at this commercial node. The ACT triangle represents a wonderful opportunity to recreate a neighborhood-oriented destination and public plaza for social interaction and community events. The district contains BID 29 for the ACT triangle and is contained within a Neighborhood Strategic Planning area (NSP).

The residential character and style of the district represents some of the best housing stock within the Near North area, with sturdy structures, well-maintained lawns, and a strong sense of ownership. Although Capitol Drive is the major commercial corridor for the entire Near North area, within District 5 Capitol Drive is almost entirely residential. The residential character of this area along Capitol Drive provides a strong window to represent the character and stable vitality of the district. Open space within the district includes the ball fields associated with Garden Homes Public School, and the athletic fields of Rufus King High School. A potential opportunity for more open space may exist along the utility corridor bisecting the district and extending north to Silver Spring Drive. Some of this land adjacent to the North Stadium is currently city owned and may present an open space development opportunity. Smaller pocket parks and playgrounds may also be appropriate for this residential area.



The Rufus King District, clockwise from upper left: Rufus High School; typical housing within the neighborhood ; vacant car dealership along Green Bay Road; the historic landmark Phillipp School.

District 5 - Rufus King : Policies

USE POLICIES

- Identify new spaces and opportunities for pocket parks and play lots within the existing neighborhood.

FORM POLICIES

- Encourage a pedestrian friendly neighborhood with appropriate sidewalks and adequate crosswalks throughout the neighborhood, especially in areas around commercial activity along Capitol Drive, Teutonia Avenue, Green Bay Avenue, and Cornell Street.
- Establish public gathering spaces, ideally where plazas and open space connect with existing institutional and commercial uses. The Atkinson, Teutonia, Capitol triangle presents a great opportunity.

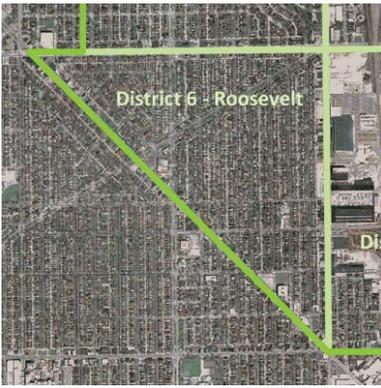
REDEVELOPMENT STRATEGIES

- Redevelop the Atkinson-Capitol-Teutonia (ACT) triangle as a pedestrian-friendly commercial node that includes social gathering space and a public square for the neighborhood. Consider implementing traffic calming and reduction strategies.
- Continue to allocate appropriate resources to maintain and improve streetscapes, open space, and public areas.
- Where feasible, promote the rehabilitation and reuse of existing buildings, especially those with historical and cultural significance.
- Re-imagine appropriate uses, such as a skating rink, or flex space for vacant car dealerships along Green Bay near Fiebrantz Avenue.
- Rehabilitate existing green space along Cornell Avenue as a new sustainable linear park that has trees, seating areas, and natural plantings.

ACTIONS

- Work with existing business to create partnerships to provide maintenance and care for new or existing public spaces and plazas.
- Ensure that crime prevention and the perception of crime are addressed in redevelopment of commercial properties, thereby encouraging use by the local customer base
- Consider the establishment of a BID district along Green Bay Road that extends from Capitol Drive to Villard Ave to emphasize the redevelopment of large greyfield sites.

Districts and Corridors



District 6 - Roosevelt : Description

District 6, the southwest corner of the Near North area, is bounded by Fond du Lac Avenue to the west, 35th Street to the east, Capitol Drive to north, and the intersection of Burleigh Street and Fond du Lac Avenue to the South. The western portions of the district are fairly stable, while areas closer to 35th Street are less stable with greater redevelopment opportunities adjacent to the 30th Street Industrial Corridor.

This district is primarily residential, but the bordering streets offer a multitude of uses. Within the Fond du Lac corridor, a mix of commercial and institutional uses include the Parklawn Christian School, the Johnson Christian Academy, churches, a few restaurants, and residential.

This particular section of Capitol Drive contains a number of stately homes as well as a mix of retail along a boulevard street. The Capitol Drive corridor also presents a different mix of uses and good opportunities for redevelopment for culturally related retail, arts/galleries, restaurants, and neighborhood services. The boulevard style streets is shared with Sherman Boulevard and Roosevelt Drive which both contain a strong residential housing stock.

The 30th Street Industrial Corridor skirts the district to the east, and future redevelopment of the Tower Automotive site presents a catalyst for increasing stability and employment within the district and along 35th Street, which is in need of attention for streetscape improvements and additional safety and security. The intersection of Burleigh Street, Fond du Lac Avenue, and 35th Street also presents an opportunity as a retail node and redevelopment as a gateway into the district. The area is also part of BID 37 reinvestment area for the 30th Street Industrial Corridor.

Districts and Corridors



The Roosevelt Grove District, clockwise from upper left: Jackie Robinson surplus school; intersection of Burleigh and Fond du Lac ; typical housing within the neighborhood; the boulevard of Roosevelt

District 6 - Roosevelt : Policies

USE POLICIES

- Promote a mix of uses including neighborhood-oriented retail goods and services, commercial, or office on the ground floor along Capitol Drive between 45th Street and 39th Street.
- Promote neighborhood retail along Capitol Drive between Sherman Boulevard and 40th Street.
- Utilize existing buildings and promote new mixed use redevelopment along Fond du Lac Avenue.
- Encourage multi-family residential development along 35th Street to provide viable housing options for the future employment base of the 30th Street Industrial Corridor.
- Capitalize on the vitality of the Burleigh Street and Fond du Lac Avenue intersection with retail-based mixed use development.

REDEVELOPMENT STRATEGIES

- Utilize green sustainable principles for new construction, redevelopment, and maintenance.
- Promote the reuse and rehabilitation of existing buildings with uses appropriate for major corridors such as Fond du Lac Avenue and Capitol Drive.
- Screen and minimize the use of surface parking lots along Fond du Lac Avenue, Capitol Drive, and 35th Street through on-street parking.

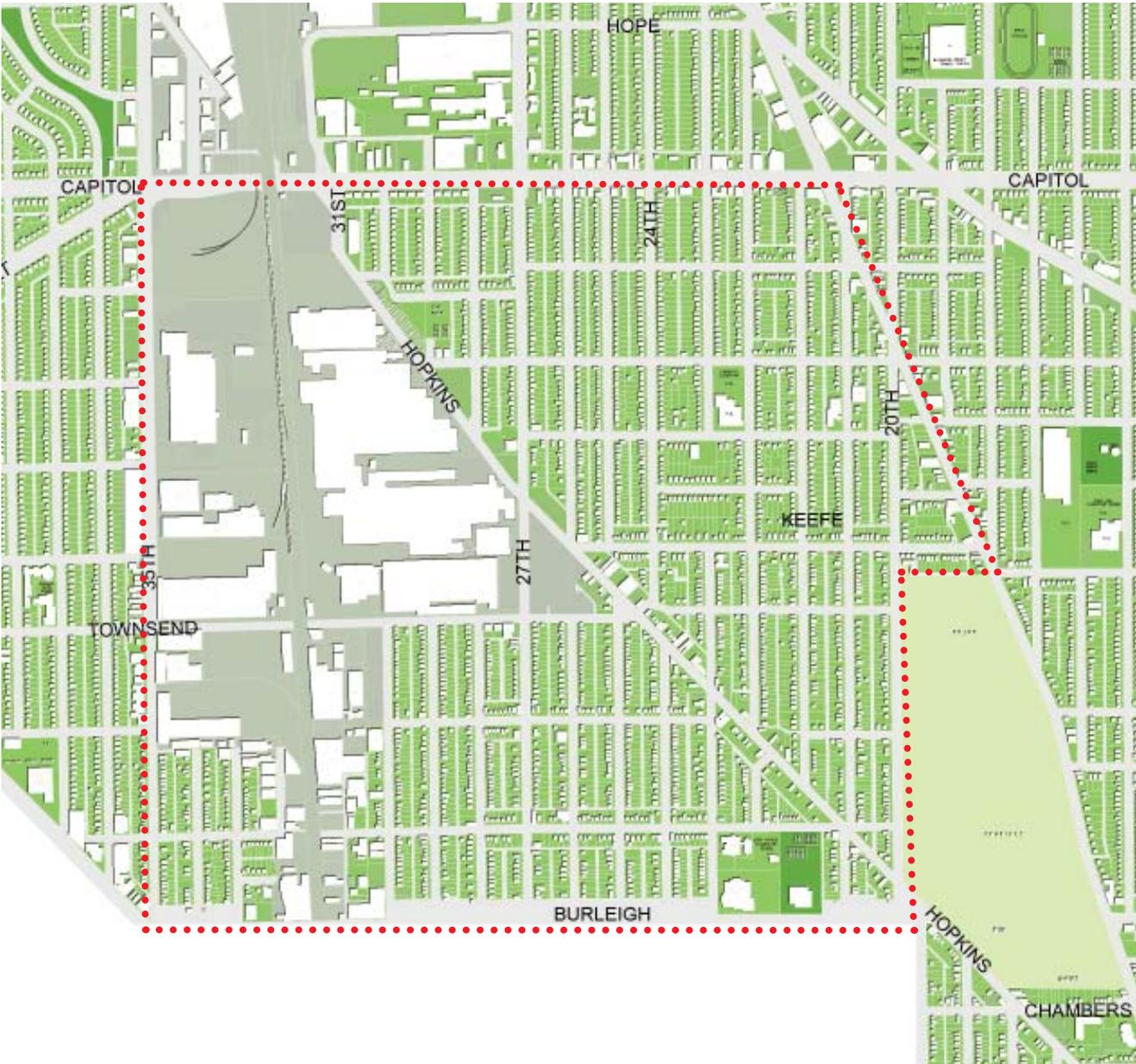
FORM POLICIES

- Establish district wide sustainable and pedestrian friendly streetscape strategies for 35th Street, Capitol Drive, and Fond du Lac Avenue to enrich district edges.
- Promote infill development along Fond du Lac Avenue as well as the surrounding neighborhood that fits the context of the neighborhood. Utilize vacant or underutilized parcels located along Melvina Street, Fond du Lac Avenue, and Capitol Drive.
- Design mixed use and retail development with minimal setbacks and parking either on the rear or side while also utilizing on-street parking strategies.

ACTIONS

- Coordinate mass transit initiatives along Capitol Drive and Fond du Lac Avenue with new development and redevelopment opportunities.
- Encourage the coordination or establishment of a community development corporation responsible for future residential and neighborhood development.
- Review and apply the BID 37 Streetscape Design Guidelines (2007). Where possible, integrate additional stormwater filtration and infiltration measures that complement these guidelines into the streetscape enhancements.
- Refer to “Land Use Concepts for the Tower Automotive Site” (2003) for site redevelopment concepts, general streetscape design elements, and development standards.
- Continue to increase safety and police presence in industrial and commercial districts, especially 35th Street, which will improve attractiveness of these properties for customers and new and existing businesses and employees.

Districts and Corridors



District 7 - Franklin Heights / Tower : Description

District 7 is bordered by Capitol Drive to the north, 35th Street to the west, Burleigh Street to the south, and 20th Street to the east. This district represents an area with a great opportunity for redevelopment within the former Tower Automotive site and the 30th Street Industrial Corridor. Green or sustainable manufacturing, mixed use redevelopment, and major transportation initiatives should be considered for this catalytic project area.

East of the 30th Street Industrial Corridor lies a residential neighborhood that has been plagued with crime and disinvestment as the industrial base of the corridor has declined. Although much of the housing stock is in good condition, major transportation corridors such as Hopkins Street, Keefe Avenue, Burleigh Street, and 27th Street contain a number of poorly maintained buildings that challenge the stability of this community. This district also has a relatively high number of vacant lots, which add to the instability of the neighborhood. However, vacant land also presents opportunities for future residential housing development that may act as catalysts for neighborhood revitalization.

Commercial uses are fairly stable due to the viability of retail and franchise anchors along Capitol Drive. Hopkins Street and Burleigh Street also contain retail, much of which is either vacant or underdeveloped. BID 29 and BID 37 include portions of Capitol Drive, demonstrating the City's commitment to revitalization and reinvestment.

The community has a number of schools (such as Ben Franklin Elementary, Nova High School, and Shiloh Lutheran) and churches, which add to the overall character of the neighborhood. These institutions are vital to the overall growth and stabilization of the district.

Moody Park (Burleigh Street and 22nd Street) and another small park (29th Street and Melvina Street) make up the major open spaces within the district. Moody Park remains open, however, the former indoor pool has now been closed. Several members of the community have suggested that this park represents a good redevelopment opportunity for a new pool and community center to serve the children, young adults, and the residents of the Near North area.

Note: this district includes the northern half of the entire 30th Street Industrial Corridor, which is addressed in Chapter 5 Catalytic Projects.

Districts and Corridors



The Franklin Heights / Tower District, clockwise from upper left: 35th Street retail across from Tower; Milwaukee DPW building within Tower site ; Glenn Rider Woodworking and landscape median of 35th Street and Capitol Drive; vacant tower site at the corner of 35th Street and Capitol.

District 7 - Franklin Heights / Tower : Policies

USE POLICIES

- Create a pedestrian friendly mixed-use district along Capitol Drive between 27th and 35th Streets.
- As feasible, preserve and redevelop existing buildings on the Tower site for sustainable industries and businesses, and establish a green industrial business district throughout the 30th Street Industrial Corridor. Where buildings can not be re-used or saved, consider re-use of building materials.
- Consider the creation of a bus rapid transit, streetcar, or light rail transit center and commercial node at the corner of 35th Street and Capitol Drive.
- Encourage multi-family, rental and owner-occupied workforce housing on vacant land near Hopkins Street and 28th Street, Hopkins Street and Nash Street, and Hopkins Street at Keefe Avenue.
- Provide open space that connects the residential neighborhood to the industrial corridor.
- Promote the redevelopment of the Hopkins Street Corridor as a mixed-use district providing a range of goods and services within walking distance of surrounding residential neighborhoods.

FORM POLICIES

- Continue to strengthen the Capitol Drive corridor with streetscape, wayfinding, and other amenities to encourage new commercial development.
- Promote infill development of vacant properties along commercial corridors such as Hopkins Street and Capitol Drive, as well as some residential development.
- Provide green infrastructure initiatives such as rain gardens, stormwater filtration systems, stormwater planters and natural plantings within boulevards and along major corridors such as Capitol Drive, Hopkins Street, Burleigh Avenue, portions of Keefe Avenue, and 27th Street.
- Redevelop the existing Franklin Elementary school yard to provide some green and / or permeable surfaces such as natural grass, native landscaping, and recycled material play yard surfaces.
- Enhance and promote the image and aesthetics of newly constructed industrial and business campuses or districts with appropriate, uniform signage, landscaping, streetscape enhancements, and furnishings (a consistent look and feel) that identifies the districts both within and at gateways. Consider using the industrial legacy as an icon and a point of pride for district character.
- Continue to improve facades, edge treatments, cleanliness, police presence, safety, and appearance of industrial and commercial properties, and screen those uses from adjacent residential areas.
- Re-establish the street grid connecting residential areas north and east of Hopkins Street between Capitol Drive and Keefe Avenue through to Hopkins Street.

Districts and Corridors



The Franklin Heights / Tower district, clockwise from upper left: under utilized park facility at the corner of Melvina Street and Hopkins Street. Vacant parcels of land along Hopkins Street; historic AO Smith administration building ;vacant Tower industrial building;

District 7 - Franklin Heights / Tower : Policies

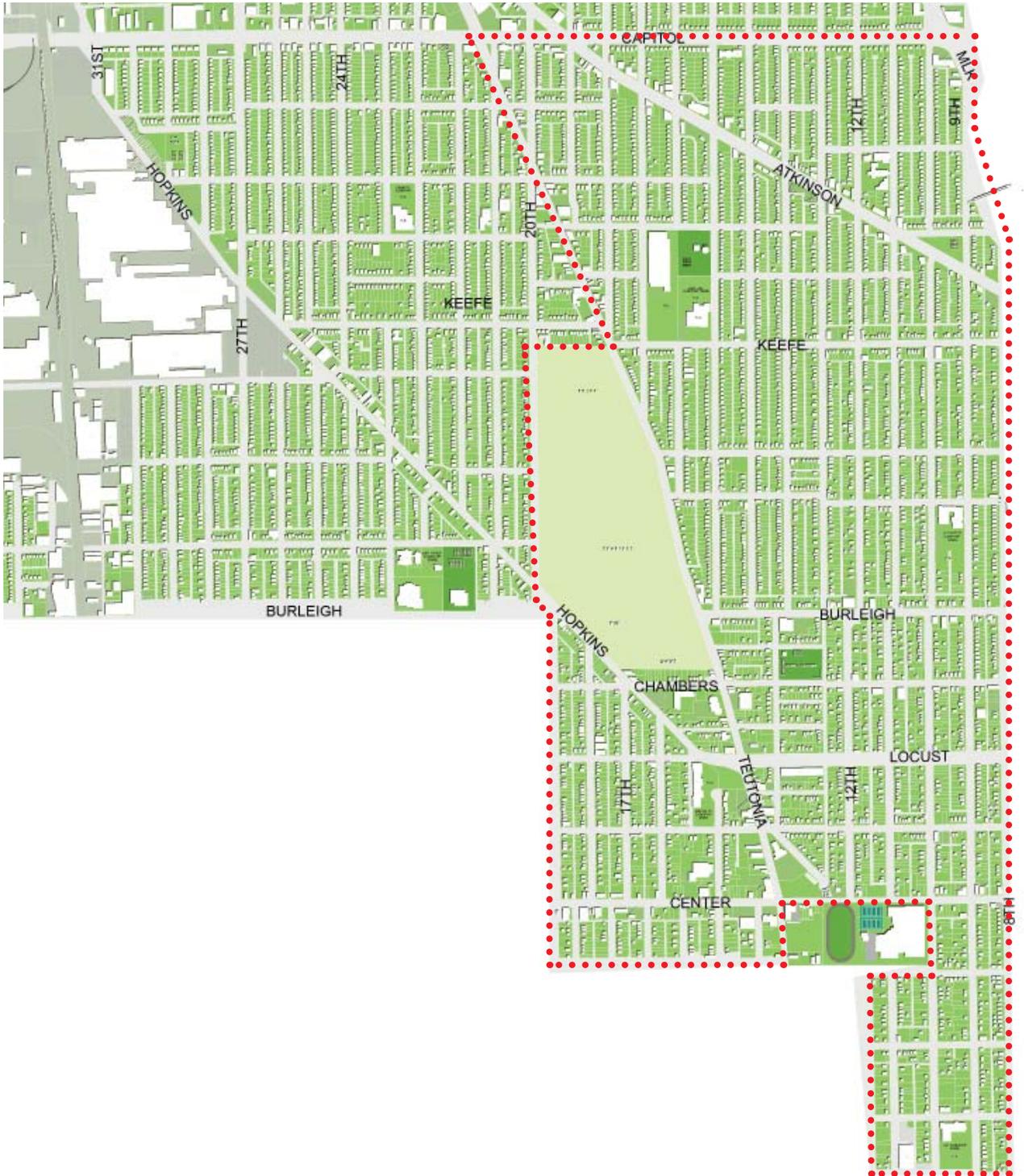
REDEVELOPMENT STRATEGIES

- Consider redevelopment opportunities for vacant and underutilized properties within the 30th Street Industrial and rail corridor (including its extension north to Villard Avenue), possibly as a clean and green business or industrial park. Assemble, update facilities and infrastructure, clean, and repurpose industrial parcels for new employment and businesses. Small to moderate scale, light industrial users with potential to create jobs and local economic development should be prioritized. However, also consider business and other economic uses to support industrial employment base.
- Reuse existing industrial buildings, or building materials resulting from demolition, within and around the 30th Street Industrial Corridor where feasible. Consider preservation of the AO Smith Administration building.
- Use the Tower site remediation / demolition to train and employ a local work force. Consider involving Milwaukee Job and Service Corps in this effort, as well as other organizations such as UMOs.
- Consider a Clean Up Corps for both the neighborhood and industrial properties within the 30th Street Industrial Corridor to demonstrate the City's commitment to improving the area and preparing it for business and employment. This Corps can engage in activities such as weed and garbage removal, lighting repair and improvement, and landscaping.
- Rehab and expand existing open space at the corner of Hopkins Street and Melvina Street that could include an indoor gym and community center for the surrounding neighborhood integrated with residential uses.
- Consider land uses to support both freight and passenger rail in the 30th Street Industrial Corridor.
- Redevelop Moody Park (see Catalytic Projects.)

ACTIONS

- Investigate the potential to establish a sustainable industrial park within the 30th Street Industrial Corridor where energy use, waste, products and by-products can be shared among industries.
- Build on the successes of the 30th Street Industrial Corridor Corporation (aesthetic improvements, Streetscape Design Guidelines, environmental enhancements, business recruitment, business retention, workforce development, and safety and security improvements), its network of partners, the Green Light District status, the state's Urban Environment and Reinvestment Initiative and other reinvestment programs and initiatives (e.g., BID 37), to revitalize the 30th Street Industrial Corridor.
- Create a strong streetscape vision that includes signage and wayfinding for both the 30th Street Industrial Corridor and transportation corridors such as 20th Street, 27th Street, Burleigh Street, Hopkins Street, and Capitol Drive.
- Coordinate, implement, and enhance new transportation initiatives including future rail options, expanded bus service, and potential transit hub at 35th Street and Capitol Drive.
- Review and apply the BID 37 Streetscape Design Guidelines (2007). Where possible, integrate additional stormwater filtration and infiltration measures that complement these guidelines into the streetscape enhancements.
- Refer to "Land Use Concepts for the Tower Automotive Site" (2003) for site redevelopment concepts, general streetscape design elements, and development standards.

Districts and Corridors



District 8 - Arlington Borchert : Description

The district is bounded by Capitol Drive to the north, 20th Street and 10th Street to the west, and Center Street and North Avenue to the south. At the center of this community is Union Cemetery, one of the largest contiguous land uses in the area, which presents a tired image to the neighborhood. The edges are poorly maintained and in need of aesthetic improvement.

The district includes a number of institutions and churches. Large churches and properties include St. Marks AME, Calvary Baptist, Metropolitan Missionary, and Cannan Missionary Baptist. Some of these religious institutions serve the neighborhood with community service and development functions. The area also contains a number of schools including Milwaukee Education Center, Phoenix High School, Keefe Elementary, Hopkins School, Genesis High School, and the Academy of Learning and Leadership. These institutions form a strong base to help stabilize and support neighborhood development.

Atkinson Avenue supports multi-family residential, commercial, institutional, and office uses. St. Mark's Church is involved in a number of initiatives related to the redevelopment of the Atkinson Corridor. The Capitol Drive corridor contains a stable set of stately single family residential homes that create a strong gateway into the community. Teutonia Avenue establishes a diagonal axis which bisects the district and provides much of its neighborhood serving retail with local neighborhood establishments such as Coffee Makes You Black and others.

Hopkins Street, another diagonal corridor, provides a mix of institutional and residential uses, as well as a hub of activity located at the intersection of Teutonia Avenue, and Center Street. New mixed-use development, strong institutions, an urban agricultural initiative, locally-owned business, and vacant land ripe for redevelopment create a node of opportunity. Locust Street, a major boulevard, should be considered as a primary corridor for future redevelopment due to its proximity to the Highway 43 interchange.

The City of Milwaukee hopes that increased redevelopment will help to stabilize the area and reduce crime. BID 29 along Capitol Drive extends a few blocks south along Teutonia Avenue. Tax Incremental District 44 exists just north of Center Street between 20th Street and 10th Street. This particular section of the district represents a redevelopment opportunity for the neighborhood.

Lindbergh Park (Nash Street and 16th Street) adjacent to Phoenix High School represents the only viable open space for the neighborhood. Two parks south of the district boundary can serve the southern portion of the district, but the northern and eastern portions are underserved by park space.

Districts and Corridors



The Arlington - Borchert District, clockwise from upper left: commercial corner of 27th Street and Burleigh Street; Union cemetery edge along Hopkins Street and 20th Street; Hopkins Elementary School at the corner of Teutonia Avenue and Locust Street; local fire house at the corner of Locust Street and Teutonia Avenue

District 8 - Arlington - Borchert : Policies

USE POLICIES

- Consider a green connection or corridor between Lindbergh Park and Union Cemetery.
- Promote mixed-use, neighborhood retail, office, and institutional uses at major intersections along Atkinson Avenue, Hopkins Street, Teutonia Avenue, Burleigh Street, Center Street, and Locust Street.
- Maintain Capitol Drive as a corridor for city and regional destination retail.
- Strengthen residential neighborhood stock with residential infill and mixed use redevelopment options where appropriate.

FORM POLICIES

- Encourage shared parking between institutional users such as churches, schools, local retailers and other mutually related and /or adjacent users.
- Redevelop local school yards to decrease the amount of non-permeable surfaces with natural plantings and recycled material playgrounds.
- Incorporate sustainable practices for large surface parking lots associated with churches and schools, such as stormwater management practices, rain gardens and native landscaping while also screening these uses from the residential neighborhood.
- Beautify the edge of Union Cemetery with native plantings and trees that help screen parts of the cemetery from the neighborhood.
- Define a designated greenway or trail system that connects this district to the Green Crescent (see corridors below) that could include bike and walking trails and dedicated bike lanes on city streets.
- Utilize vacant lots for potential pocket parks, playgrounds, neighborhood open space, urban gardens, urban orchards, stormwater management, alternative energy production, or other intermediate uses.

Districts and Corridors



The Arlington - Borchert District, clockwise from upper left: Coffee Makes You Black local cafe along Atkinson Avenue; new development along Atkinson Avenue and Center Street typical multi-family housing along Atkinson Avenue; St. Mark's AME Church along Atkinson Avenue and 15th Street

District 8 - Arlington - Borchert : Policies

REDEVELOPMENT STRATEGIES

- If funding allows, consider a TIN district to help existing homeowners stabilize the neighborhood through home improvements.
- Provide rehabilitation incentives and financing to existing business owners to improve properties and to help attract new business development.
- Consider a Clean Up Corps for the neighborhood and major corridors to improve the area and establishing a clean neighborhood. This Corps can engage in activities such as weed and garbage removal, lighting repair and improvement, and landscaping.
- Support the efforts of the NWSCDC in the redevelopment of vacant lots with infill residential, commercial, and mixed used development.
- Screen existing commercial and institutional surface parking lots with native plantings and shade trees.
- Encourage sustainable design practices for both rehabilitation and new construction efforts throughout the district.
- Establish a neighborhood commercial redevelopment strategy at 27th Street and Burleigh Street as well as Teutonia Avenue and Locust Street due to the high traffic volume and gateway potential.
- Encourage sustainable mixed use development, community gardens, parks, and green infrastructure components as proposed by the Teutonia Avenue Togetherness neighborhood group (see next page), a 'beacon of hope' for the neighborhood.
- Support the redevelopment of St. Mark's vacant parcels and surface parking lots near Atkinson Avenue and 15th and 16th Streets for future mixed use residential redevelopment.

ACTIONS

- Promote a home ownership strategy for new residential infill on vacant lots with economically diverse price points where quality affordable housing is a priority.
- Establish a strong streetscape vision for major corridors such as Burleigh Street, Locust Street, Atkinson Avenue, Teutonia Avenue, Center Street, and North Avenue where signage reinforces the neighborhood efforts, community groups and programs.
- Promote the maintenance and care of existing open space and street rights-of-way through partnerships of neighborhood groups and institutions.
- Engage in a more comprehensive land use analysis and development strategy for land adjacent to North Division High School that considers the broader redevelopment effort around the Center Street and Teutonia Avenue intersection.

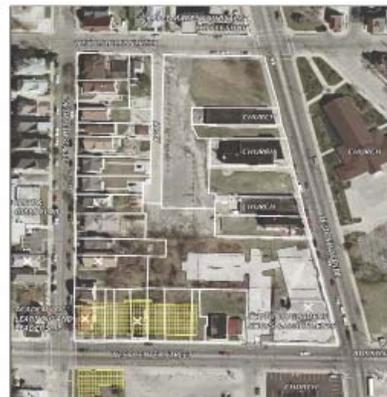
Teutonia Gardens

Teutonia Gardens provides a local example of best practices, which could be used in other developments throughout the Near North area. The goal of the initiative is to rebuild the neighborhood for self-sufficiency. Guidelines for the area include:

- Energy: create less demand and generate local renewable energy on-site (solar wind, geothermal)
- Food: create a local food economy: local grocery store, local food production, incubator kitchen, community gardens, composting food waste, local restaurants, sidewalk vendors
- Water: honor rainwater as a resource: reduce/eliminate surface water runoff with integrated green practices: rainwater harvesting and re-use, porous pavement, rain gardens/bioswales, green roofs, graywater systems
- Waste: work to eliminate waste as an idea by thinking of all things as potential resources
- Human-scale Design: design for pedestrian safety, comfort, and the local aesthetic
- Local Economy: local enterprises focused on sustainable “green” businesses and trades, food production, light manufacturing, landscaping, sustainable construction and building supplies
- Local Materials: resource local materials by reusing, renewing, and reclaiming
- Local Guilds: build associations of trades people and crafts people to build and craft the local idiom, cultural rhythm, and sense of place
- Architecture: respect the public realm with styles, materials, and details that are authentic to the neighborhood and reflect the spirit and culture of the community
- Complete streets: multi-modal; integrate pedestrians, cyclists, and motorists safely fully accessible for all levels of ability- strollers, wheelchairs, walkers, etc.
- Neighborhood gateways at intersections: bump-outs, lighting, signage, street furnishings, architectural and decorative features
- Community services: salon, laundromat, library satellite, medical offices/clinic, visual and performing arts, day care, schools
- Trees and vegetation: Street trees, planters/rain gardens



Neighborhood Identity & Conceptual Diagram



Existing Block Conditions



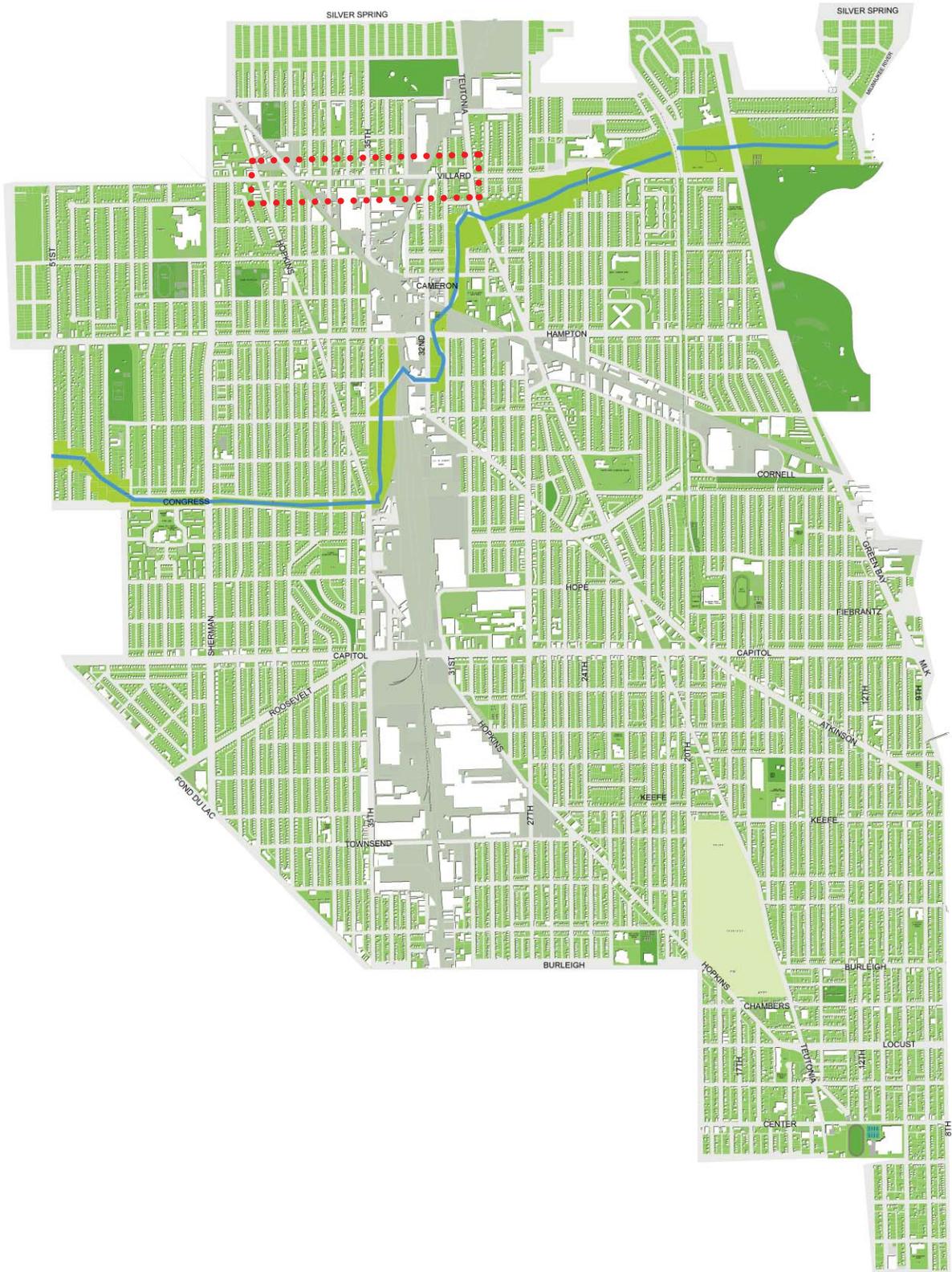
Block Improvement Diagram

Teutonia Gardens



Conceptual plans developed by Teutonia Avenue Togetherness for the Teutonia Gardens area northwest of the corner of Center Street and Teutonia Avenue; a photograph from the inaugural spring planting at Teutonia Community Gardens. Graphics courtesy of Maures Development Corporation and by Conservation Design Forum.

Districts and Corridors



Villard Avenue : Description

Villard Avenue, once a center of the Village of North Milwaukee, crosses the northern portion of the district. The corridor of interest is the portion from Hopkins Street on the west to Teutonia Avenue on the east, which comprises the retail portion of the corridor. This segment is primarily commercial with some public and quasi-public uses scattered throughout. A new Villard Avenue Library is planned for this corridor, which will catalyze redevelopment and revitalization.

Commercial development consists primarily of neighborhood retail, but of a character that does not evoke a distinct district or quality as a main street. In fact, a main street is what is envisioned within this corridor, with a pedestrian orientation, neighborhood retail, and mixed uses with ground floor retail, office, and commercial and second and possibly third floor residential. Vacant lots and parking lots are also scattered along the corridor, breaking up the continuity of the street wall. Banks, fast food restaurants, and religious institutions also dot the corridor.



Historic Villard Avenue and the Ritz Theater (top, photo credit: Bill Tennesen and Astor Theater) and Villard Avenue today.

Districts and Corridors



Villard Avenue Corridor, clockwise from upper left: the corner of 34th Street and Villard; a redevelopment concept from Villard Avenue Revitalization Plan (City of Milwaukee Department of City Development, 2007); Via Verde housing development, Bronx, NY, presented as a concept for a senior living facility along Villard Avenue (graphic courtesy of Phipps Houses and Jonathan Rose Co., Dattner Architects and Grimshaw Architects.)

Villard Avenue : Policies

USE POLICIES

- Integrate mixed uses along Villard Avenue including ground floor retail, office, or commercial and second floor residential or office. The residential component will help support retail and office uses.
- Encourage infill development and avoid parking lots along the Villard Avenue street wall between Hopkins and Teutonia. Prioritize street parking over surface or structured parking.
- Minimize store front churches and concentrations of day care centers on major thoroughfares.
- 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).

REDEVELOPMENT STRATEGIES

- Encourage a high quality, diverse, locally-owned retail and service oriented mix along Villard with opportunities for healthy food shopping, sit-down dining, art and cultural exposure, and evening entertainment, including establishments for families. Business can draw not only from surrounding residential districts but also from commercial and industrial uses to the south.
- Use the new Villard Avenue Library as a catalyst for revitalization of the corridor.

FORM POLICIES

- Implement landscaping, streetscaping, traffic calming, pedestrian-orientation, and façade improvements along Villard Avenue. Refer to the Villard Revitalization plan. Designs should consider addressing stormwater within planters or other infiltration measures.
- Incorporate appropriate signage and streetscape elements that unify the Villard Avenue corridor with a main street approach. Provide guidance for the public right-of-way, benches, lighting, signage, plantings, and/or paving patterns, including gateway signage.
- Improve the Villard / Teutonia and Villard / Hopkins intersection with commercial-retail enhancements as bookends and gateways to the Main Street corridor.
- Where appropriate, improve the public right-of-way to include space for pedestrians, bicycles, automobiles, freight, and transit.
- Minimize curb cuts along the street and encourage a continuous and clear pedestrian way.
- Add landscaping and stormwater management practices to large parking lots and other large areas of impervious surfaces.

ACTIONS

- Consider a Villard Avenue farmer's market, possibly in conjunction with the new library.
- Work with the Business Improvement District to develop mechanisms for maintenance of sidewalks, public spaces and streets.

Teutonia Avenue : Description

Teutonia Avenue is a major thoroughfare within the Near North area, running the entire length from Silver Spring Drive on the north to Center Street on the south. This is a heavily travelled, four lane corridor that traverses a number of land use types and neighborhoods.

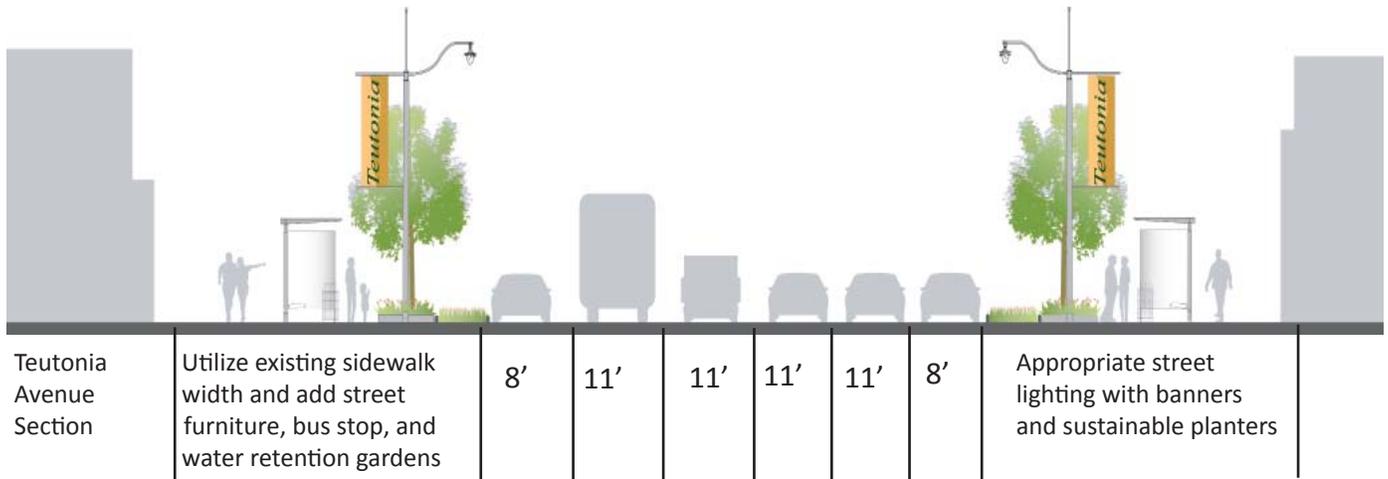
Land uses along the corridor are mixed and include industrial and commercial uses, public parks, schools, and single and multi-family residential uses. Commercial nodes are found where Teutonia crosses most minor and major arterials: Villard Avenue, Hampton Avenue, Atkinson Avenue, Capitol Drive, Vienna Street / 20th Street, Keefe Avenue, Hadley Street, Locust Street, and Center Street.

The character of the corridor differs along its length as does the quality and occupancy of the various commercial and residential uses. A few commercial developments, such as those near the Atkinson Avenue and Capitol Drive intersections are strip developments with large parking lots and large setbacks from the street. There is very little consistence in form and function along the Teutonia Avenue corridor.

A significant portion of Teutonia Avenue south of Capitol Drive is characterized by Union Cemetery. The cemetery and the residences opposite the cemetery have fallen into a state of disrepair giving the impression that both the cemetery and the neighborhood suffer from disinvestment and apathy related to maintenance.

A particular bright spot along the corridor is the area surrounding the Teutonia Avenue and Center Street intersection. Recent activity includes newly constructed, sustainable mixed use development and Teutonia Gardens, an urban agriculture initiative involving The Academy of Learning and Leadership, Coffee Makes You Black cafe, and the Michael Fields Institute. The gardens are intended as a community asset through engaging local students in growing food while providing fresh and healthy food to the neighborhood and school. These developments should encourage future redevelopment within the surrounding district.

Districts and Corridors



The Teutonia Avenue Corridor, from top to bottom: conceptual Teutonia Avenue cross section (top), intersections of Teutonia Avenue with Hampton Avenue and Villard Avenue (middle), and the Atkinson-Capitol-Teutonia intersection.

Teutonia Avenue : Policies

USE POLICIES

- Support industrial use employment base by allowing and encouraging commercial-retail development that complements the needs of nearby employees. Consider commercial nodes where Teutonia intersects with Villard Avenue, Hampton Avenue, Atkinson Avenue, and Capitol Drive. Encourage infill development and avoid parking lots along the Villard Avenue street wall between Hopkins and Teutonia. Prioritize street parking over surface or structured parking.
- Incorporate quality neighborhood commercial-retail uses along Teutonia Avenue near residential areas to encourage walking for daily needs such as healthy food options, services, entertainment and goods.
- Minimize store front churches and concentrations of day care centers on major thoroughfares.
- Infill Teutonia Avenue with residential development. Emphasize commercial development at major nodes and intersections.
- Provide commercial or institutional uses on vacant lots along Teutonia Avenue between Nash Street and Finn Place, Hadley Street, and Center Street.
- Establish mixed use developments with multi-family residential over ground floor retail, commercial, or office at major intersections such as Vienna Street, 20th Street, Center Street, Keefe Avenue, Locust Street, and Hadley Street.

FORM POLICIES

- Improve the Atkinson-Capitol-Teutonia intersection as a pedestrian-friendly commercial-retail node with a diverse, locally-owned retail mix including healthy food shopping, sit-down dining, art and cultural amenities, public spaces or plazas, and evening entertainment, including establishments for families. Make walking attractive, easier, and convenient within this commercial node.
- Improve the public right-of-way within the retail corridor to include space for pedestrians, bicycles, automobiles, freight, and transit.
- Add landscaping and stormwater management practices to large parking lots and other large areas of impervious surfaces, including the streetscape and right-of-way.
- Implement landscaping, streetscaping, and façade improvements, particularly within the commercial and industrial areas along Teutonia Avenue. Where feasible and practical, improvements can include practices that filter and infiltrate stormwater.
- Improve the Villard Avenue and Teutonia Avenue intersection with commercial-retail enhancements as a gateways to the Villard Avenue main street.
- Improve the edge of Union Cemetery along Teutonia with natural plantings, stormwater practices, and appropriate trees to screen the cemetery from surrounding residential uses.

Districts and Corridors



The Teutonia Avenue Corridor, clockwise from top left: intersections of Teutonia Avenue with Hadley Street, Locust Street, and Center Street; Union Cemetery.

Teutonia Avenue : Policies

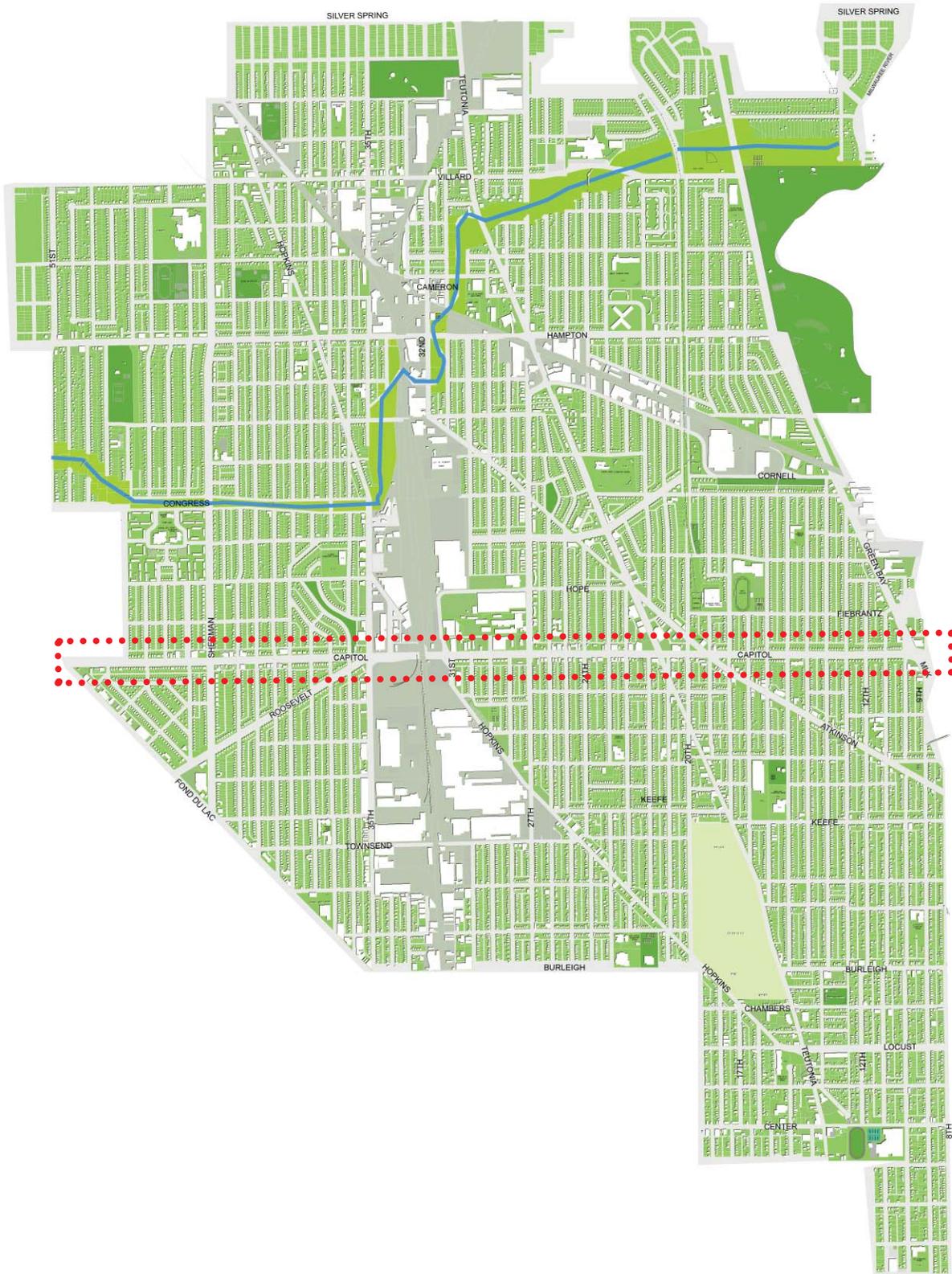
REDEVELOPMENT STRATEGIES

- Repurpose vacant or underutilized industrial and commercial buildings and facilities along Teutonia Avenue as new businesses or as an employment / job training facility.
- Improve the Atkinson-Capitol-Teutonia intersection as a pedestrian-friendly, commercial-retail 'town center' with a diverse, locally-owned retail mix including healthy food shopping, sit-down dining, art and cultural exposure, and evening entertainment, including establishments for families. Make walking attractive, easier, and convenient within this commercial node.
- The Atkinson-Capitol-Teutonia BID should consider becoming more involved with redevelopment efforts of the surrounding neighborhoods, with a redeveloped 'town center' at this intersection serving as a catalyst for neighborhood redevelopment.
- Encourage the expansion and connection of the Teutonia Gardens urban agricultural initiative to other facilities and the overall neighborhood through expansion, partnerships, and retail sales.
- Redevelop the large vacant parcel of land on the northeast corner of Teutonia Avenue and Center Street with potential mixed use and public gathering space or open space park.
- Investigate a strategy to provide the necessary funding to improve the commercial node located at Teutonia Avenue, Vienna Street, and 20th Street.

ACTIONS

- Encourage businesses along Teutonia Avenue to develop mechanisms for maintenance of sidewalks, public spaces and streets.
- Consider a new BID district or business association that extends from Chambers Street to Clarke Street with an extension east and west along Center Street to encourage the growth of neighborhood-oriented retail for the area.
- Maintain and expand an urban agriculture network, organization, or partnership that connects Teutonia Gardens to the neighborhood.
- Encourage community partnerships so that mutual benefits related to the care, upkeep, redevelopment initiatives, and uses can be determined for the Teutonia Avenue Corridor.
- Partner with local community groups and the City to clean and maintain the corridor to support existing businesses and encourage future business activity.
- Establish a strong streetscape and signage program where local institutions such as schools and churches can participate with business owners to advertise commercial corridors, neighborhood events, historic markers, and cultural holidays and events.

Districts and Corridors



Capitol Drive : Description

Capitol Drive is a major arterial road that bisects the Near North area and provides a gateway into the area's neighborhoods. The corridor includes three distinct districts.

At both ends of Capitol Drive, from Highway 43 to Atkinson Avenue and from 45th Street to Fond du Lac Avenue, are strong residential housing that represent the historic character and residential vitality of the neighborhood. The blocks north and south of Capitol within this section have similar housing stock and character.

The section of Capitol Drive from Atkinson Avenue to Hopkins Street includes franchise retail including McDonald's, Wendy's, and large scale grocery stores and food marts. This area tends to produce high traffic within the corridor. Deeply setback commercial lots and a number of multi-family apartment buildings are also contained within this section, with a few industrial users scattered between.

Between 27th Street and 35th Street, the former Tower Automotive site, now owned by the City, provides a significant catalytic opportunity for revitalizing the 30th Street Industrial Corridor and the neighborhood. A mixed-use, transit oriented lifestyle center is envisioned for the corner of 35th Street and Capitol Drive, which can serve as a commercial center for the area and different retail options than those found at nearby Midtown Shopping Center. This particular corner is also optimally located to become a major transit hub along a future bus rapid transit, streetcar, or light rail.

Capitol Drive between 40th Street and Sherman Boulevard presents a different type of neighborhood-scale retail opportunity. This area can provide a smaller, more locally-owned retail district that includes not only sit-down restaurants and outdoor cafes, but also cultural and arts related retail.

The Capitol Drive corridor is a major hub of the Near North area and will provide a window into the community that represents its vitality, history, and culture.

Districts and Corridors



Capitol Drive Corridor, clockwise from top left: typical residential use; a typical cross section of Capitol Drive; typical single family residential use; the Atkinson Library.

Capitol Drive : Policies

USE POLICIES

- Strengthen the commercial corridor and allow additional chain retail presence within the area between Atkinson Avenue and 35th Street, to include city and regional destination retail while also allowing space for institutional development.
- Maintain some forms of multi-family residential along Capitol Drive to offer diverse living options within close proximity to public transportation and employment along Capitol and within the 30th Street Industrial Corridor.
- Consider a high density, mixed use transit oriented center along Capitol Drive between 31st Street and 35th Street.
- Redevelop Capitol Drive from 40th Street to Sherman Boulevard with neighborhood-oriented, small scale retail including restaurants and entertainment.
- Encourage and enhance redevelopment of the former Tower site as a green industrial corridor.

FORM POLICIES

- Encourage shared parking between local retailers, institutions, and industrial users to minimize the amount of surface parking within the corridor.
- Screen surface parking lots along Capitol Drive using natural plantings and appropriate shade trees following CPTED principles.
- Allow new commercial and retail buildings to build to the edge of the street with parking provided on the street or to the side /rear of the structure. Allow enough sidewalk space to encourage outdoor seating and cafes, especially within the arts and cultural retail district between 40th Street and Sherman Boulevard.
- Redevelop vacant land on the Tower site near the intersection of 35th Street and Capitol Drive to provide at least two story mixed uses that serves the entire Near North area.
- Identify potential areas for public plazas and gathering spaces such as the Atkinson, Teutonia, and Capitol triangle and the mixed-use lifestyle center at 35th Street and Capitol Drive. Public plazas should connect municipal buildings, commercial, institutional, and other uses together.

Districts and Corridors



Capitol Drive Section

Utilize existing sidewalk width and add street furniture, bus stop, water retention gardens along right of way

8'

11'

11'

15'

11'

11'

15'

Appropriate street lighting with banners and sustainable planters

Sustainable Plantings Median



Capitol Drive Section

Utilize existing sidewalk width and add street furniture, bus stop, water retention gardens along right of way

15'

11'

11'

10'

11'

11'

10'

Appropriate street lighting with banners and sustainable planters

Potential BRT or Light Rail Transit Line

Capitol Drive Corridor conceptual street cross sections under existing conditions (top) and with a future Bus Rapid Transit or light rail dedicated lane.

Capitol Drive : Policies

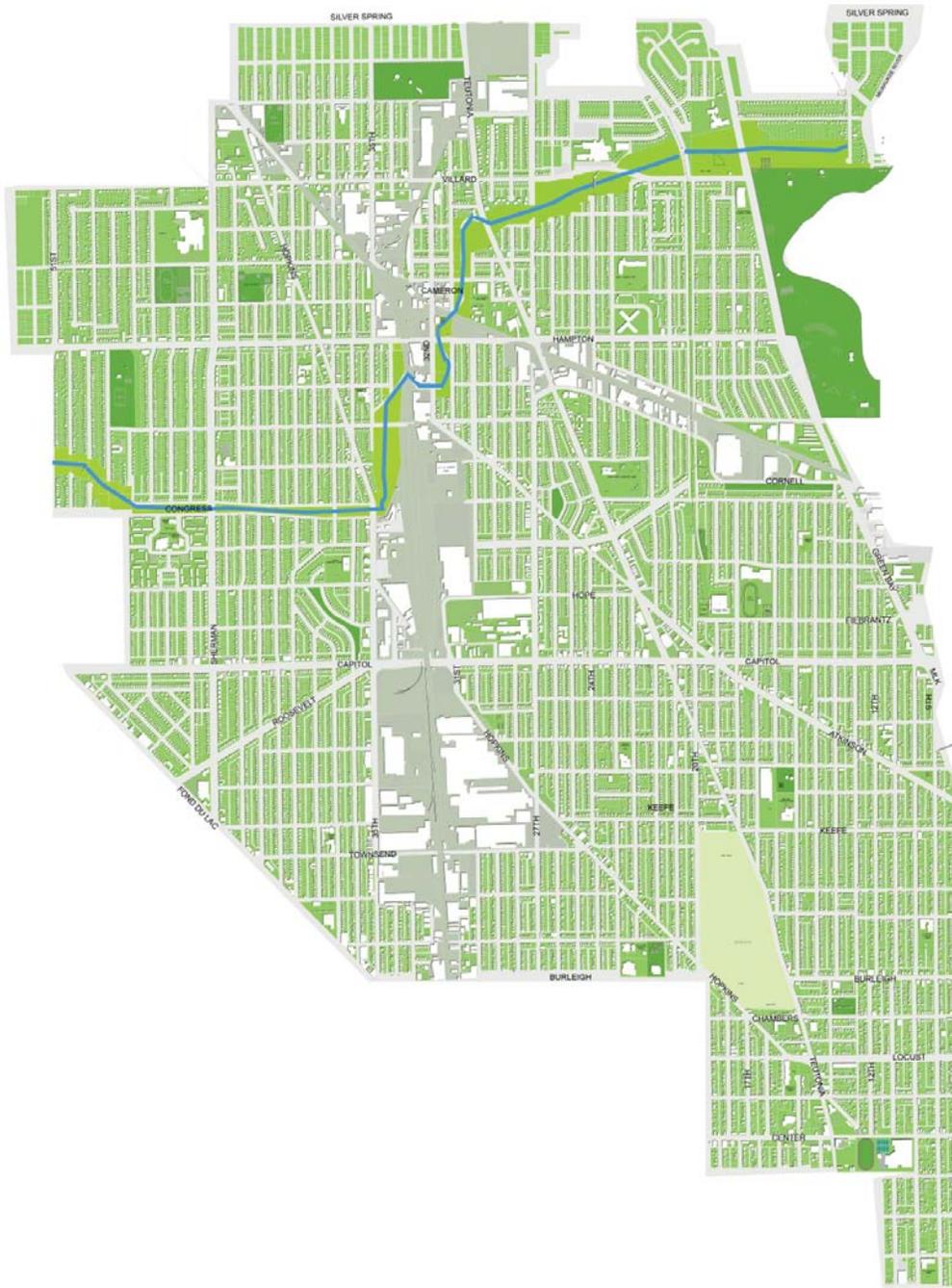
REDEVELOPMENT STRATEGIES

- Encourage sustainable design practices for both rehabilitation and new construction efforts throughout the corridor utilizing green exchange principles between existing businesses where shared waste removal, shared resources, and shared maintenance can potentially alleviate the burdens of sole proprietorship.
- Consider establishing a local Chamber of Commerce distinct for each major corridor and engage the surrounding and adjacent neighbors to be part of the commercial corridor revitalization.
- Continue to allocate and seek out appropriate funding to maintain existing boulevards, streetscapes, signage and public spaces.

ACTIONS

- Create a strong streetscape vision that includes signage and wayfinding along Capitol Drive while locating neighborhood gateways at the intersection of Fond du Lac Avenue and Capitol Drive, and at Dr. Martin Luther King and Capitol Drive.
- Coordinate, implement, and enhance new transportation initiatives including future rail options, expanded bus service, and potential transit hubs at 35th Street and Capitol Drive and / or 30th Street and Capitol Drive.
- Review and apply the BID 37 Streetscape Design Guidelines (2007). Where possible, integrate additional stormwater filtration and infiltration measures that complement these guidelines into the streetscape enhancements along Capitol.
- Extend boundary and review existing BID 37 documents to include an arts / culture and shopping district from 45th Street to Sherman Boulevard.
- Promote the maintenance and care of existing open space and street rights-of-way through partnerships of neighborhood groups and institutions.

Districts and Corridors



The Green Crescent : Description

The Green Crescent is a network concept that emerged during discussions of the various green components of the Near North area, particularly the existing Lincoln Creek corridor and the vision for a hub of sustainably-oriented business and industry focused within and around a redeveloped 30th Street Industrial Corridor.

The Lincoln Creek Parkway serves the neighborhood and the City as an element of the green infrastructure so important to sustaining our cities and the living world. Green infrastructure is a term that refers to environmental resources at different scales.

On the regional scale, green infrastructure consists of the interconnected network of open spaces and natural areas (such as forested areas, parks, stream corridors, wetlands, and lakefronts) that provide environmental services (water quality, wildlife habitat, flood reduction) while also providing recreational opportunities to residents and visitors (exercise, relaxation, bird watching).

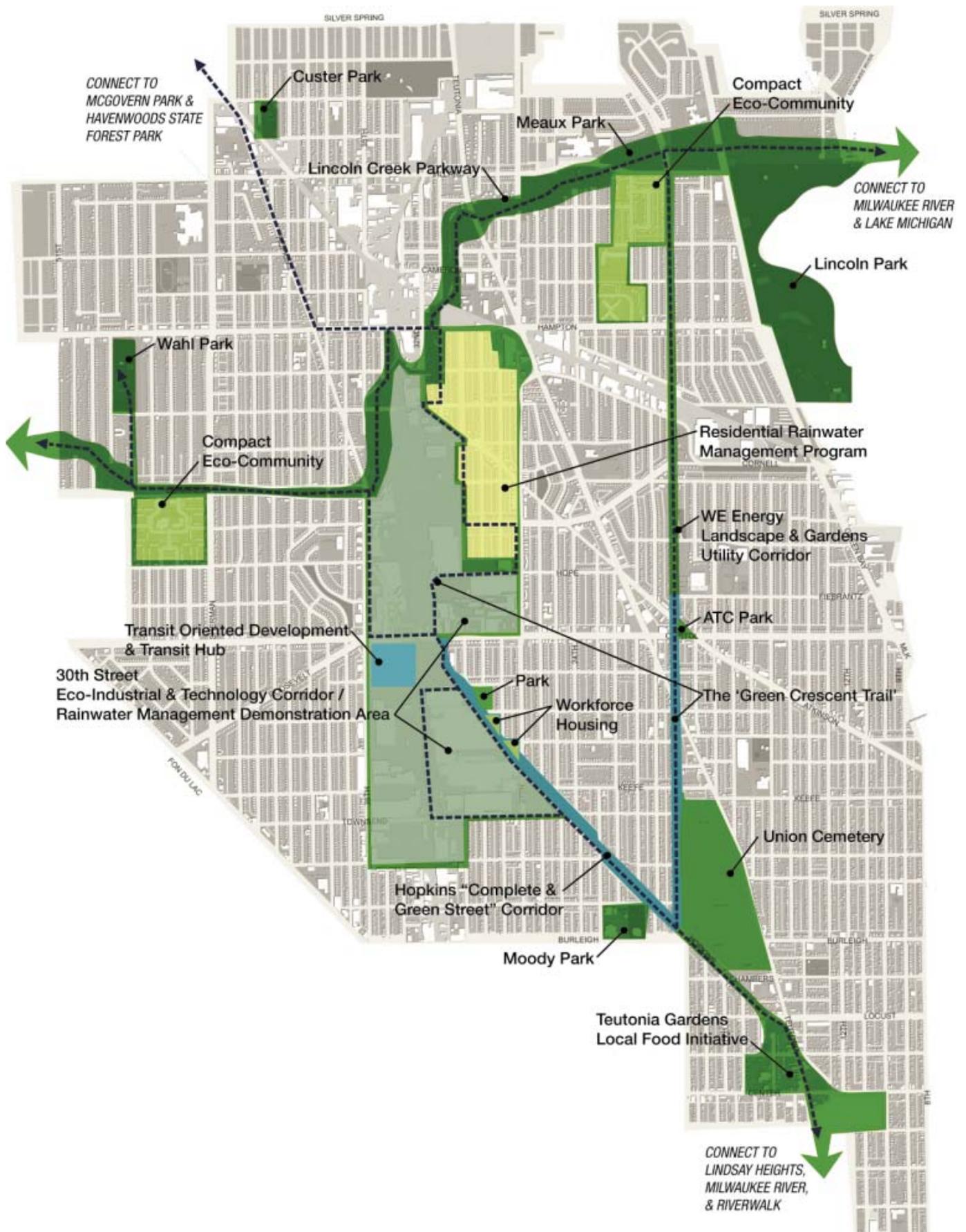
On the local scale, green infrastructure consists of site-specific management practices (such as rain gardens, green alleys, porous pavements, bioswales, and green roofs) that are designed with plants, soil, and microbes to absorb, infiltrate, and clean precipitation where it falls. It is a new approach to stormwater management that is cost-effective, sustainable, and environmentally friendly.

The Green Crescent concept expands upon this idea to knit together natural elements such as Lincoln Creek and the built and productive environment, such as green streets and centers of green industry. In this way, a system of green corridors and elements creates a network of trails, routes, attractions and destinations for residents and visitors, and may even attract tourism as an economic driver for the area in the future.

As depicted in the map at left, the Green Crescent is envisioned to include the following corridors and nodes as stops along the route:

- The Milwaukee River
- Lincoln Park
- Lincoln Creek Parkway
- Meaux Park
- Wahl Park and Lincoln Creek tributary
- Northwest connection along Hopkins to McGovern Park and Havenwoods State Forest Park
- Parklawn and Northlawn housing districts redeveloped as compact sustainable communities including small neighborhood retail such as a produce market and day care facility
- A reimagined utility corridor intended as native landscaping or supporting community gardens and a pedestrian / bike path
- An extension of the utility corridor south along 20th Street to Union Cemetery and Hopkins Street
- A trail element along / adjacent to the 30th Street Industrial rail corridor that passes through future clean and green business and industry and stormwater demonstration projects
- Rapid transit hub and transit oriented development at the intersection of Capitol Drive and 35th Street
- Stormwater management facilities and practices within the 30th Street Industrial Corridor and adjacent residential areas
- Hopkins Avenue green and complete street
- Green industry and job training nodes such as the former Tower Automotive site
- Moody Park
- A re-imagined Union Cemetery
- The Teutonia Gardens local food initiative
- The North Division High School redevelopment
- Green redevelopment initiatives in the Lindsay Heights neighborhood
- South and east connections with the Milwaukee River and RiverWalk near downtown

Districts and Corridors



The Green Crescent : Policies

USE POLICIES

- Support the Teutonia Gardens and North Division High School redevelopment initiatives that include community gardens, healthy food, children, schools, affordable housing, and locally-owned businesses.
- Locate a transit stop at 35th Street and Capitol Drive.
- Other than Lincoln Park and the Lincoln Creek Parkway, Union Cemetery is the single largest contiguous green space in the neighborhood. Consider re-imagining the use of the Union Cemetery as an open space amenity that provides walkable routes connecting Burleigh and Concordia on either side of the cemetery rather than an “off-limits” area.
- Redevelop underutilized parking lots along Hopkins from Vienna Avenue to Townsend Street as workforce housing for future employment within the 30th Street Industrial Corridor.

FORM POLICIES

- Reconstruct Hopkins Street as a green and complete street as a demonstration project along the Green Crescent.
- Identify Green Nodes along the Green Crescent that can be redesigned using sustainable practices, such as Meaux Park, the Northlawn residential area, and stormwater management practices installed as part of the 30th Street Industrial Corridor stormwater management plan.

REDEVELOPMENT STRATEGIES

- Install trails, boardwalks, benches, overlooks, signage, lighting, and access points to the Lincoln Creek Parkway for recreational and transportation purposes.
- Install the “Green Crescent Trail” system of bicycle and pedestrian trails, markers, routes, and maps throughout the Green Crescent. Routes can include natural trails along Lincoln Creek and bike and pedestrian trails throughout the Green Industrial District and along the Hopkins Green Street.
- Restore the park at 29th Street and Melvina Street as a green node within the Green Crescent.

ACTIONS

- Restore the channel and riparian condition of the Lincoln Creek Parkway and incorporate pedestrian and bike trails into the corridor.
- Install signage and information kiosks to direct and provide historical and green technology information to visitors.
- Continue to partner with and support the Metropolitan Milwaukee Sewerage District on the Green Seams stormwater management initiative.

