

**catalytic projects**

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Catalytic Projects



## The 30th Street Industrial Corridor / Tower (Century City) Site

### Rationale

The 30th Street Industrial Corridor (including the northern extension triangle from Hampton Street north to Villard Avenue), and particularly the former Tower Automotive (Century City) site, is one of the critical keystones to the revitalization, stabilization, and enhancement of the entire Near North area, particularly with regard to unemployment, socio-economic conditions, and the perception and reality of crime and safety concerns. Successful redevelopment and occupancy of the former Tower Automotive site (also known as Century City), the largest contiguous industrial property in the City, would improve the perception of the neighborhood, generate economic activity, engage residents in their neighborhood, and demonstrate the City's commitment to revitalization of the district, which would attract additional business and industry to the corridor. The entire corridor represents an unmatched opportunity for redevelopment due to the diversity of parcel sizes, a ready neighborhood workforce, existing infrastructure, low cost space, and city incentives.

### Current Status

The 84-acre former Tower Automotive site was recently purchased by the City of Milwaukee. The site is scheduled for remediation and improvement and be ready for redevelopment by approximately 2013.

### Vision

Redevelop the Tower site (Century City) as a catalyst for the continued redevelopment of the 30th Street Industrial Corridor and of the Near North area generally. The intention is to create an industrial campus that also includes the industrial area north of Capitol Drive. Ideally, the area would attract clean and green industries and tenants that use the products and waste streams of the other tenants as resources in an eco-industrial fashion. Traditional industrial, distribution centers, and other users would be welcome owners and tenants in order to create and maintain an area dense with productive employers.

The future industrial campus should be incorporated into the neighborhood fabric as a walkable, interconnected street grid that also includes other neighborhood uses such as open space for recreation or relaxation where feasible. The image of the district would be enhanced with appropriate, uniform signage, landscaping, streetscape enhancements, public art, furnishings, aterials, and general architectural designs that identify the district both within and at gateways. Other uses and functions to consider include job training and workforce development facilities (e.g., a Job Corps satellite), a green business incubator, technology research and development center (for clean water technology, e.g.), an environmental technology learning center, a recycled / salvaged building materials exchange, and a repair and maintenance facility for a future light rail or bus rapid transit.

### Responsible Parties

The City of Milwaukee  
Northwest Side Community Development Corporation  
Development community  
Property owners  
30th Street Industrial Corridor Corporation  
Department of City Development  
Redevelopment Authority of the City of Milwaukee  
Milwaukee Economic Development Corporation  
Department of Public Works  
Wisconsin Department of Natural Resources  
US Environmental Protection Agency

### Timing

Remediation and redevelopment of Century City is a lynchpin for neighborhood reinvestment from both the economic and industrial perspective and from a residential area stabilization and enhancement point of view. A number of studies and plans have already been developed for the Century City site, and further studies, investigation, and planning is critical to a successful redevelopment of the area. Properties are anticipated to be ready to redevelop as early as 2013, but broader redevelopment is a much longer term endeavor.

## Catalytic Projects



The 30th Street Industrial Corridor. Clockwise from upper left: vacant industrial buildings; the Eaton Corporation; concept rendering from BID #37 Streetscape Design Guidelines, Schreiber Anderson Associates; former A. O. Smith administration building.

## The 30th Street Industrial Corridor / Tower (Century City) Site

### SPECIFIC RECOMMENDATIONS

- Build on the successes of the 30th Street Industrial Corridor Corporation (aesthetic improvements, Streetscape Design Guidelines, environmental enhancements, business recruitment, 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 continue to revitalize the 30th Street Industrial Corridor.
- Work closely with the Business Improvement District, Economic Development Zone, and other city Redevelopment Investment strategies to improve the industrial district and to attract and retain businesses and employers. Consider a new or expanded Business Improvement District for industrial areas north and east of 30th Street Industrial Corridor.
- Prioritize industrial users and the maintenance of industrial zoning and compatible business uses within and surrounding the district. 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. Potential industrial users include products, research, and technology for green building materials, alternative transportation, and renewable energy generation. Urban agricultural products, assembly, and distribution also may be feasible within the corridor. Limit the size and number of 'lowest and worst use' users, such as cold storage, transportation, or waste transfer facilities, in reinvestment areas. Where these uses are allowed, ensure / enforce code compliance to minimize the impact.

### SPECIFIC RECOMMENDATIONS

- Assemble, update facilities and infrastructure, clean, and repurpose industrial parcels and facilities for new employers and businesses. Light 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.
- Use the Tower site demolition and remediation to employ the local work force as soon as possible and to demonstrate the City's commitment to initiate redevelopment, business attraction, and employment in the neighborhood. Consider involving Milwaukee Job and Service Corps in this effort.
- Enhance the image and aesthetics of the industrial district with appropriate, uniform signage, landscaping, streetscape enhancements, cleanliness, public art, furnishings, materials, and general architectural designs, including improved facades and edge treatments, such as screening industrial uses from adjacent residential and commercial areas. Review and apply the "BID 37 Streetscape Design Guidelines" (2007), and, where possible, integrate additional stormwater filtration and infiltration measures that complement these guidelines into streetscape and right-of-way enhancements.
- As the industrial areas undergo redevelopment and revitalization, preserve or re-establish a street grid to create smaller, accessible parcels, unless large industrial users can be located within the corridor. Refer to "Land Use Concepts for the Tower Automotive Site" (2003) for site redevelopment concepts, general streetscape design elements, and development standards.

## Catalytic Projects



Facade, landscape, and streetscape improvements at A. Finkl & Sons Company steel forge. Clockwise from upper left: Street and accent lighting; industrial archways found at the industrial park gateways; window boxes with ornamental plantings.

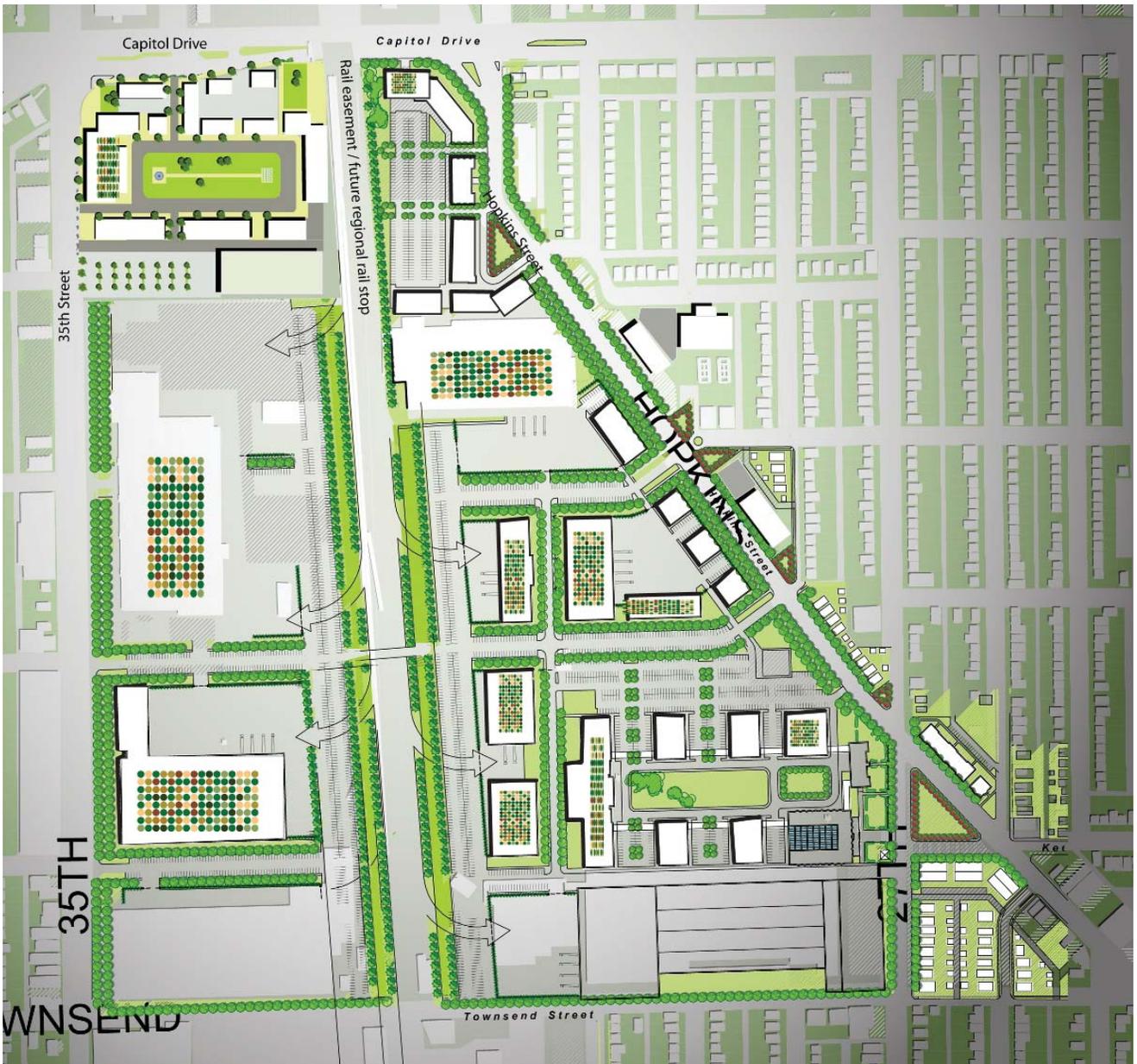
## The 30th Street Industrial Corridor / Tower (Century City) Site

### SPECIFIC RECOMMENDATIONS

- Improve safety and security by employing Crime Prevention Through Environmental Design (CPTED) strategies, and linking private security forces (e.g., ‘campus security’) within industrial corridor areas with police patrols and efforts. Also employ new and emerging security technologies within the corridor.
- When physically or financially feasible, re-use historic buildings such as the research and development art deco building, and other structures that have architectural, cultural, or historical qualities or value as a neighborhood asset. Allow the removal of buildings that contribute to the negative image of an industrial district and reuse building materials onsite. Pursue opportunities to employ people in efforts to recycle building materials prior to demolition.
- Allow the integration of business, commercial, and institutional uses within industrial districts (e.g., workforce training center, green business incubator, small business support center, restaurants, day care facility for employees) if the new uses will support industry, employees, or other economic drivers that will encourage the positive revitalization of the neighborhood.
- Encourage redevelopment that locates offices, public entrances, and lobbies close to the street and parking, while placing loading areas, storage, and manufacturing processes at the rear of buildings and not along primary street frontages. Building entrances should address the neighborhood. Avoid blank walls, fencing, hostile, or otherwise unwelcoming appearance of properties, which create a sense of insecurity and isolation.

### SPECIFIC RECOMMENDATIONS

- Reduce the size and capacity of parking areas. Where parking is necessary, incorporate on-street parking, shared parking, and other integrated parking solutions and, if possible, avoid, screen, and locate large surface parking lots between or behind buildings rather than on the street frontage.
- Encourage multi-family, rental and owner-occupied workforce housing on under utilized surface parking lots and vacant land along the 30th Street Industrial Corridor. Sites include Hopkins Street and 28th Street, Hopkins Street and Nash Street, and Hopkins Street at Keefe Avenue.
- Incorporate green infrastructure (green roofs, green parking lots, landscaping, stormwater management features, and open spaces and corridors), distributed stormwater management, alternative and distributed energy generation (geothermal, solar, and wind power), energy efficiency, recycled buildings and materials, and sustainable, high performance design into all site, facility, and structural development.
- Incorporate green space, outdoor spaces for employee breaks, landscaping, streetscape enhancements, and other elements into redevelopment plans that provide an amenity for both the neighborhood and the workforce, and that connect the industrial areas to the public realm. See photos at left.
- 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. Also integrate natural and adaptive trees, shrubs, and ground plane vegetation into the urban landscapes.
- Utilize CPTED principles to improve safety while incorporating landscaping into redevelopment.



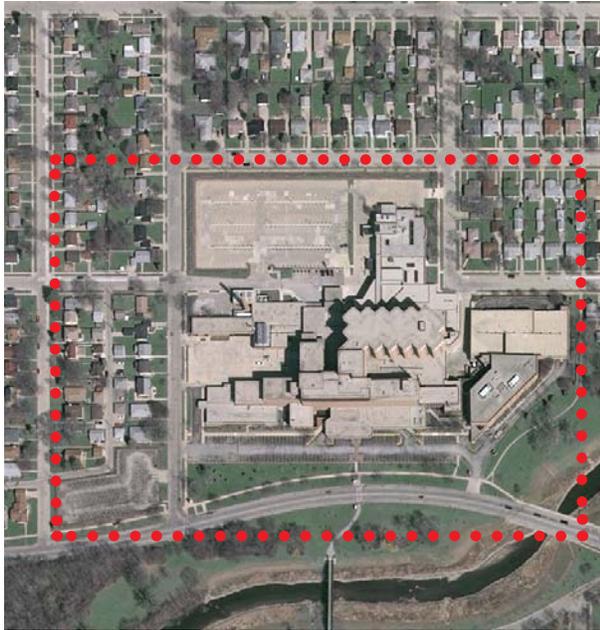
Land use concept for the Tower site (base graphic courtesy of the City of Milwaukee, Land Use Concepts for the Tower Automotive Site, Planning and Design Institute, Inc. January 2003.)

## The 30th Street Industrial Corridor / Tower (Century City) Site



Conceptual renderings for the Tower site (graphics courtesy of the City of Milwaukee, Land Use Concepts for the Tower Automotive Site, Planning and Design Institute, Inc. January 2003.)

# Catalytic Projects



Two-story attached and detached single family homes and townhomes

Interior park / open space

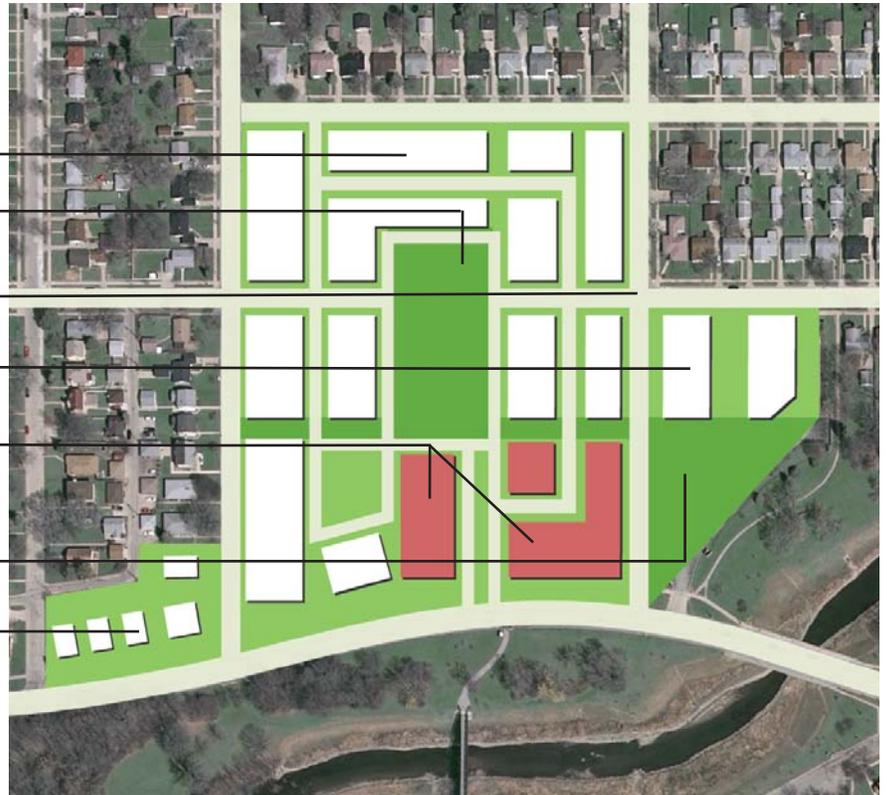
Reconnected street grid

Senior / supportive housing

Flexible space for medical or office uses

Open space

Single family homes



## St. Michael's Hospital

### Rationale

The St. Michael's Hospital site is a gateway to the Villard Avenue retail corridor and has served as an anchor institutional use and employment center for the neighborhood. With the hospital's closure in 2006, many jobs and a center of neighborhood traffic and activity were lost. Bringing jobs back to the Near North area is a critical need and finding a new use for the site will help to invigorate and revitalize the Villard Avenue corridor and provide additional jobs and/or residents in new homes for the area.

### Current Status

In June 2006, Wheaton Franciscan Health Care closed St. Michael's Hospital, 2400 W. Villard, an aging health care facility and employer of hundreds of local and regional residents. Wheaton Franciscan Health Care planned to demolish the building before July 1, 2009. However, the demolition has been put on hold indefinitely due to current economic conditions.

### Vision

If the entire site is demolished as planned, new residential uses with medical / health services near Villard Avenue and a central park would be preferred in this location, with easy access to the Lincoln Park Greenway, Meaux Park, the Villard Avenue retail corridor, and Highway 43. Also consider senior living and community facility on the eastern portion of the site. The surrounding residential neighborhood is stable and well maintained, and new housing would further stabilize the community.

Reuse as a health care complex or other institutional use is suggested for this facility because it would generate jobs for the surrounding neighborhood. However, a number of other options have been suggested for repurposing the St. Michael's Hospital site. Landowners and the city should consider repurposing the existing facility, repurposing individual buildings or groups of buildings, or complete redevelopment. If the hospital facility is saved, consider remediating and repurposing as an institutional or agency use such as another health and dental clinic, senior or assisted living, a nursing college or training facility, or a treatment center. Other more diverse uses may include light assembly, claims processing, or call center, or a business center that provide services or products to other commercial uses.

### Responsible Parties

Development community  
Wheaton Franciscan Health Care  
Northwest Side Community Development Corporation  
Department of City Development  
Redevelopment Authority of the City of Milwaukee  
Milwaukee County

### Timing

There is a window of opportunity currently open to propose ideas and concept for a repurposed facility prior to its demolition. It is assumed that if proposals are not made, likely within the next one to two years, the site will be razed and new uses can be proposed for redevelopment of the site.

## Catalytic Projects



The St. Michael's Hospital and Lincoln Creek Parkway. Clockwise from upper left: landscaping screen along north parking lot and hospital parking structure in the background; entrance and signage along Villard Avenue; St. Michael's Playground; the Lincoln Creek Parkway and Meaux Park.

## St. Michael's Hospital

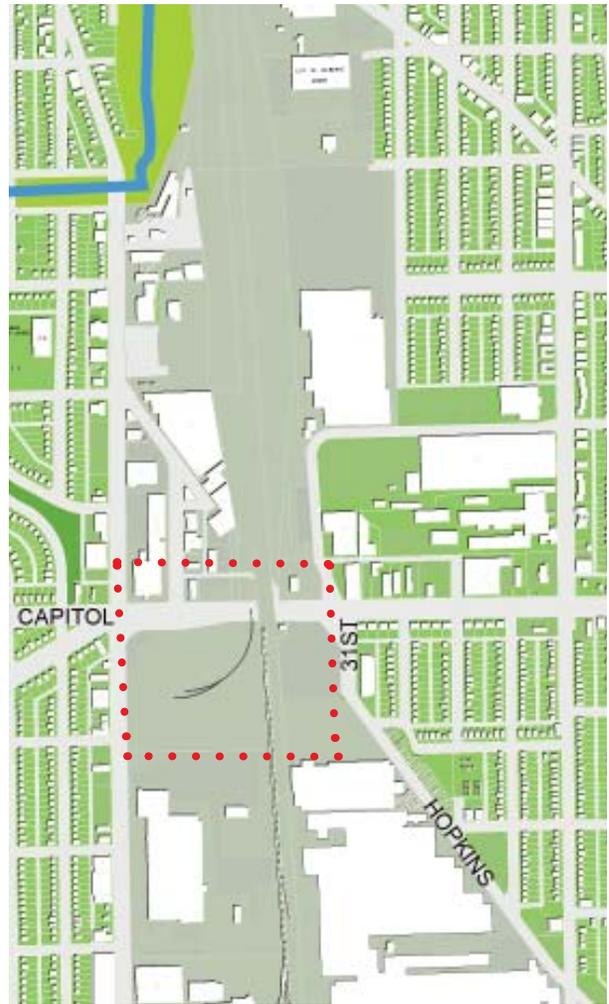
### SPECIFIC RECOMMENDATIONS

- Consider new alternative uses for the facility, such as residential, institutional / residential, and supportive / senior housing.
- Incorporate green infrastructure (green roofs, landscaping, stormwater management features, and open spaces and corridors), distributed stormwater management, alternative and distributed energy generation (geothermal, solar, and wind power), energy efficiency, recycled buildings and materials, and sustainable, high performance design into all site, facility, and structural development.
- Improve parking lots with landscaping, permeable pavement, and/or stormwater management practices along the edges to filter and infiltrate stormwater runoff before being discharged to Lincoln Creek. Reconstruct facility roofs to include green roofs and to discharge roof runoff to rain gardens or other stormwater infiltration practices.
- Improve edge treatments to the site to screen parking lots from surrounding residential uses using CPTED principles. To enhance the integration of existing buildings into the neighborhood, improve facades on all four sides of the facility and screen uses typically reserved for the 'rear' of the building (loading, waste, equipment) from adjacent uses.

### SPECIFIC RECOMMENDATIONS

- Incorporate additional landscaping gardens into the site to serve as areas for meditation and relaxation for employees and, if a health care facility, residents and patients.
- Create and highlight connections between green elements of the site and the Lincoln Creek Parkway and Meaux Park.
- If the existing facility is razed, reconnect the street grid and rebuild the property with multi-family development, senior housing, a community facility, a small central park green space, and mixed use development along the Villard Avenue and Lincoln Creek Parkway. Construct single family homes in the current location of the west parking lot.

# Catalytic Projects



## Transit Oriented Development

### Rationale

The area surrounding the corner of 35th Street and Capitol Drive is one of the most visible sites of the former Tower Automotive facility and presents a highly visible opportunity for redevelopment as a transit hub due to its proximity to existing freight rail (and potential commuter rail), bus traffic, a possible bus rapid transit, street car, or light rail corridor, residential populations, and commercial development. As the Tower site and the entire 30th Street Industrial Corridor is redeveloped and reinvigorated, the site also presents a transfer location for future employees and customers of nearby industrial and commercial districts.

### Current Status

The transit hub project may ultimately include the area from 34th Street to a boundary beyond the rail corridor to the east, and from the vacant parcel at the southeast corner of 35th Street and Capitol Drive north to an undetermined boundary north of Capitol Drive. The current uses within this area include residential, commercial, and industrial land (including Glenn Rieder), as well as proximity to rail corridor easements.

### Vision

The vision for the site is a center of activity, and a place to interact with family, friends, and neighbors. This may include urban lifestyle centers offering a myriad of uses in a small space and providing areas for gathering, eating, shopping, institutional uses such as education.

The vision is a transit oriented development hub tied to a future bus rapid transit route and a possible light or commuter rail corridor that will extend north along the existing rail corridor through the 30th Street Industrial Corridor. Redevelopment of the area may include a mixed use town square or lifestyle center with retail, institutional, and office uses, and perhaps a movie theater to support the surrounding residential areas as well as redevelopment within the 30th Street Industrial

Corridor. This future hub should be pedestrian friendly, accessible by transit, authentic to this location near the 30th Street Industrial Corridor and surrounding neighborhoods, and personal and unique enough to be a community destination and attraction.

### Responsible Parties

City of Milwaukee  
Development community  
Property owners  
Milwaukee County Transit System  
30th Street Industrial Corridor Corporation  
Department of City Development  
Redevelopment Authority of the City of Milwaukee  
Wisconsin Department of Transportation  
Department of Public Works  
Environmental Protection Agency  
Wisconsin Department of Natural Resources

### Timing

Remediation and redevelopment of the former Tower site is important for neighborhood industrial and residential reinvestment. A number of studies and plans have already been developed for the Tower site, and further studies, investigation, and planning is critical to a successful redevelopment of the area. For this particular catalytic project a transit study as well as traffic study would be integral to its future development. Properties are anticipated to be ready to redevelop as early as 2013, but broader redevelopment is a much longer term endeavor.

## Catalytic Projects



Plaza along Capitol Drive connected to future KRM line train station and civic, academic, or retail use (i.e. book store)

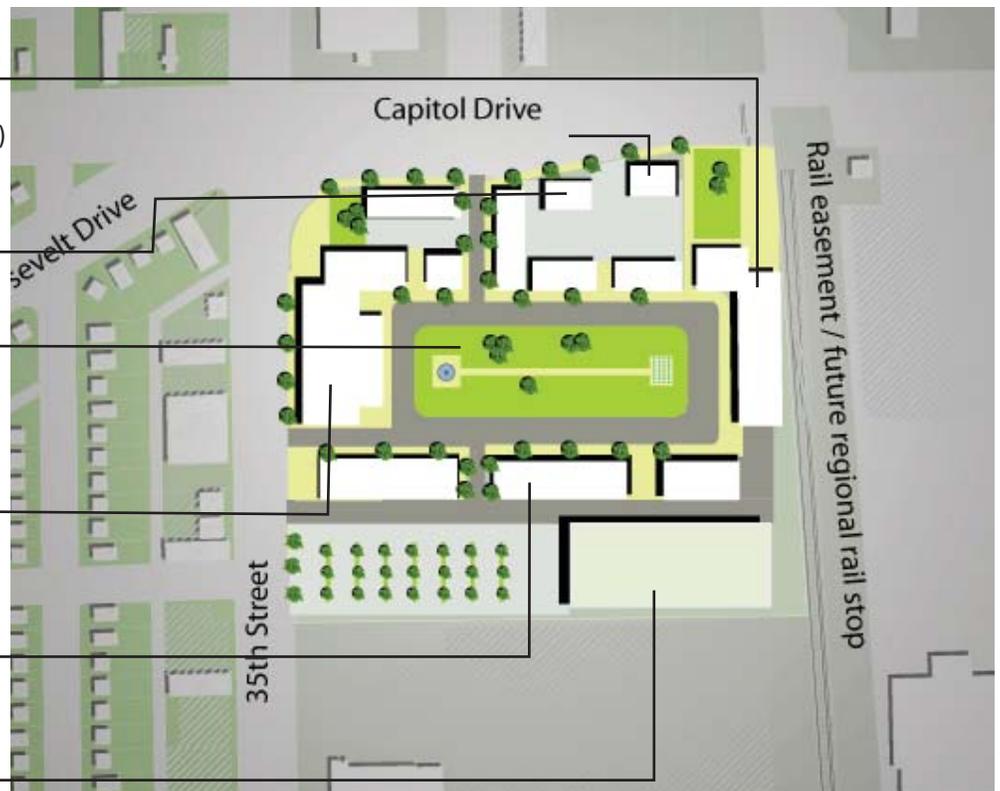
Out lots for potential restaurants and associated parking

Interior park highlighting a water feature and sustainable landscape

Bus station and multi-screen cineplex at corner of 35th Street and Capitol Drive

Flexible space for retail, civic, cultural or other uses

Structured parking garage connected to surface parking



## Transit Oriented Development

### SPECIFIC RECOMMENDATIONS

- Locate the transit center close to the rail easement to serve future passenger rail. Design the transit hub to allow for rail, bus (turnaround and stacking), and bike transportation options (such as showers and locking covered bike stalls for cyclists) while also providing an iconic element and community center for the district.
- Establish an anchor tenant within the future transit oriented development with high visual exposure to traffic, such as 35th Street and Capitol which is a prominent corner. Consider a theater for feature films, which is lacking in the Near North area.
- Connect tenants and spaces within the center with an open space plaza designed to support entertainment and community events. Include sustainable features such as a solar canopy or stormwater management feature, and consider the needs and desires of children in designs for public spaces.
- Consider shared, on-street, and structured parking on the site rather than a surface parking lot. Screen structured parking with buildings and or vegetation as necessary using CPTED principles.
- Encourage sustainable streetscape designs that promote landscaping, stormwater management features such as rain gardens, and other features.
- Establish sustainable design guidelines for the transit oriented lifestyle center that manages signage, lighting, stormwater management, waste recycling, and outdoor space.

### SPECIFIC RECOMMENDATIONS

- Consider locating workforce training facilities close to this transit hub, possibly in the Tower redevelopment site, to provide easy transportation and access to residents from surrounding neighborhoods.
- Consider the creation of four out lots along Capitol Drive and 35th Street that could support sit down restaurants and/or cafes.
- Consider including an institutional or other programmable space within the center to support and promotes culture, diversity, creativity and art. This may include gallery space or a small museum.
- Surround the central space with a roadway system that allows for on-street parking on the retail or curb side of the development.
- Provide a sufficient entry and egress into the site with a main entrance created as a right turn off 35th Street, and another entrance through a left turn entrance on the existing median opening along Capitol Drive. Otherwise minimize curb cuts.
- Provide sufficient sidewalk width to allow for bikes, strollers, landscape, street lights, and out door seating.
- Create well lit pathways and corridors which connect structured parking , retail, open space and transit .
- Encourage branding that sells both the use of the transit center as well as the lifestyle district.
- Encourage retailers that promote healthy living, quality goods, and cultural relevance, which may include bath & body care products, health foods and vitamins, and a health or fitness club.

# Catalytic Projects



## The Atkinson-Capitol-Teutonia (ACT) Triangle

### Rationale

The intersection of Atkinson Avenue, Teutonia Avenue, and Capital Drive has been identified by residents as the heart of the Near North area, and deserves to be improved and enhanced to be a more functional and attractive community focal point and community gateway. These three major streets carry a significant amount of traffic to destinations within and outside of the Near North area, bringing local and regional traffic through the intersection. Nearby Rufus King High School and residential districts put this intersection within walking distance of many residents, who are potential customers for commercial redevelopment of this node.

### Current Status

The high traffic through this intersection as well as surrounding uses create a prime opportunity for enhancement of this intersection. As mentioned above, commercial strip development (including Walgreens and a gas station), restaurants (Mr. Perkins), groceries (Lena's Market), the Atkinson Library, and surrounding residential areas create a mutually supportive collection of uses. The ACT triangle is currently underutilized and in need of general maintenance, upgrade, landscaping, streetscaping, and facade improvements.

Within the triangle along Atkinson Avenue, there are a number of multi-family housing buildings which are also in need of maintenance and future rehab. The northern portion of the triangle contains a truck rental facility at 21st Street as well as the corner tavern building at the tip of Teutonia Avenue and Atkinson Avenue.

### Vision

The main tip of the ACT triangle along Capitol and extending into the site should be redesigned as a sustainable landscaped park that serves as a gateway to the community in all directions as well as a gathering space for the neighborhood. Based on the uses surrounding the triangle this park could potentially be

expanded to offer seating, public art, gateway signage, ornamental plantings, and an improved water feature. Such a park, if designed appropriately to address high traffic of the surrounding thoroughfares, could provide an auxiliary space for library patrons, cafe seating for local restaurants, or a farmer's market tied to nearby grocery stores.

There would also be an opportunity to improve the quality of the existing multi-family housing within the triangle as well as creating a more aesthetically pleasing landscaped parking lot. Sustainable features could include sustainable alleys/service drives and possibly an expanded Mr. Perkins restaurant space and potential future cafe which connects to the expanded park.

### Responsible Parties

Development community  
Property owners / surrounding business  
Milwaukee Public Library System  
Milwaukee County Transit Systems  
Department of City Development  
Department of Public Works  
State and local departments of transportation  
Redevelopment Authority of the City of Milwaukee

### Timing

The landscaped tip of the ACT triangle along Capitol Drive is currently going under conceptual re-configuration, but a major redevelopment effort for the entire triangle should be considered to create a community center that is functional and aesthetically pleasing. This is likely a three to five year planning and design effort with the coordination, communication, and buy in of all parties involved.

## Catalytic Projects



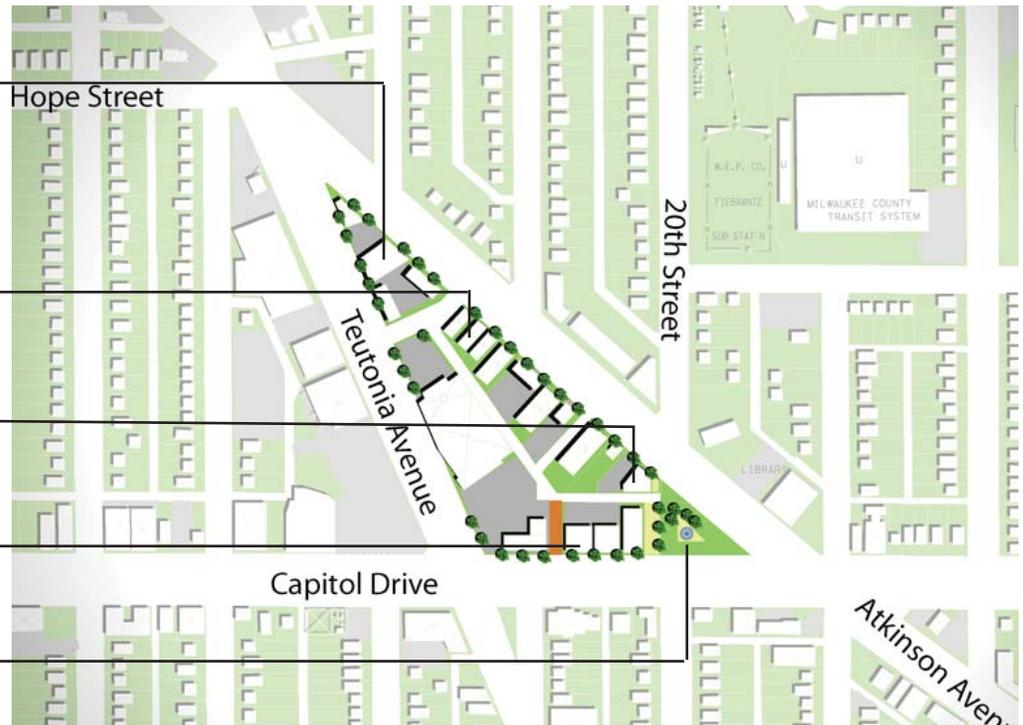
Truck rental facility relocated to more desirable location such as 30th Street industrial corridor to provide more public, civic or retail uses at this location.

New residential or office infill along Atkinson Avenue

Mr. Perkins Restaurant adjacent to renewed park

New public, civic, or retail use along Capitol Drive

New park established along vacated 21st Street



ACT Triangle, clockwise from upper left: Mr. Perkins Family Restaurant; the triangle park of the ACT Triangle; conceptual land use plan for the ACT triangle.

## The Atkinson-Capitol-Teutonia (ACT) Triangle

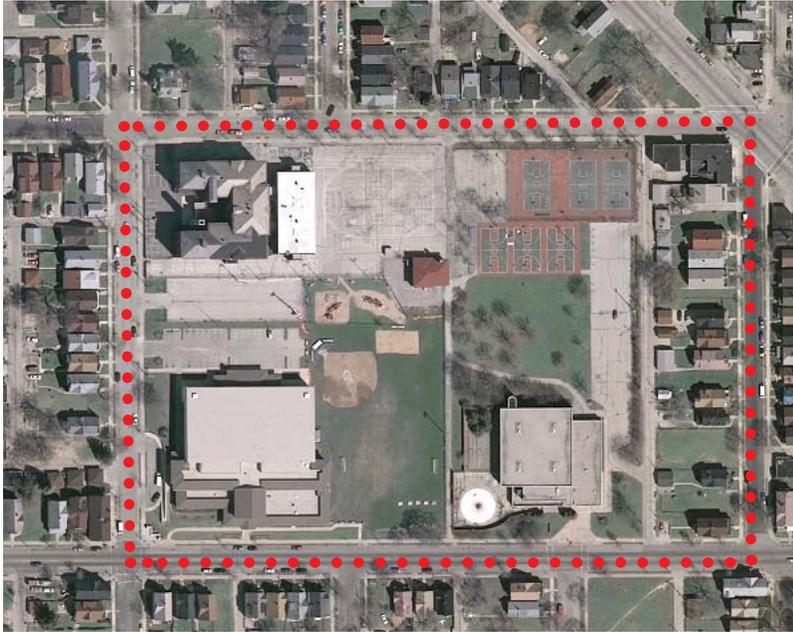
### SPECIFIC RECOMMENDATIONS

- Preserve the majority of the existing businesses or relocate or reorient to fit a reimagined intersection.
- Consider expanding the size of the park / plaza by closing 20th Street and allowing the park to expand to the west and north, creating a more prominent landscaped and programmable space. Preserve parking for existing tenants and owners' businesses.
- Encourage adjacent uses to utilize the park through programs and expanding the purview of the surrounding uses into the park itself such as reading, eating, or social gathering.
- Encourage sustainable plantings and eco- and water-friendly designs within the park.
- Promote community art and signage so the space can also act as a gateway into the community with ornamental landscape and signage fitting for a healthy community.
- Work with existing community groups or a local chamber of commerce to help maintain, establish programming, and generate / seek funding for future park design elements.
- Rehabilitate the existing water feature or install a new central water feature.
- Establish a landscape buffer around the ACT triangle that may include trees and shrubs to help block wind and reduce traffic noise.

### SPECIFIC RECOMMENDATIONS

- Support restaurants such as Mr. Perkins, should they decide to expand, that can use the edge of the landscaped triangle as a potential outdoor seating option.
- Allow sit-down restaurant or cafe uses along the landscaped triangle that has frontage along Teutonia Avenue while also allowing for outdoor seating that buffers the landscaped triangle.
- Screen existing truck rental facility along the edges of Teutonia Avenue, 21st Street, as well as Atkinson Avenue.
- Establish a green alleyway through the center of the ACT triangle that reduces stormwater runoff and promotes permeable surfaces where appropriate.
- Define a sustainable landscape strategy for the surface parking lots of the grocery store, tavern, and truck rental facility that includes features such as bio-swales and rain gardens.
- Create new flexible space along Capitol Drive for a variety of retail and commercial uses.
- Relocate the truck rental facility to an agreed upon site within the 30th Street Industrial Corridor to promote a more pedestrian friendly use within the ACT Triangle.
- Infill portions of surface parking lots along Atkinson Avenue with new mixed use or residential buildings.

# Catalytic Projects



## Moody Park Redevelopment

### Rationale

Moody Park, which once offered a much-missed indoor swimming pool, is bordered by Burleigh Street to the south, Auer Avenue to the north, 21st Street to the east, and 24th Street to the west. The Moody Park site presents a rich opportunity to create a comprehensive residential neighborhood connected to a community center campus providing educational and recreational resources for children and adults in the area, a need that is not well served by other institutional uses in the neighborhood. The site already contains the COA Youth and Family Goldin Center, which provides programs and family services, as well as the Auer Avenue public elementary school. These uses should be incorporated into a future residential neighborhood that can provide open space as well as townhomes, supportive housing, affordable housing and other residential uses.

### Current Status

Moody Park currently consists of a small patch of open space, a former pool facility, and outdoor basketball courts. Adjacent vacant land presents an opportunity for expansion of the Goldin Family Center or other recreational or educational facilities.

### Vision

The vision is the creation of a residential neighborhood and community campus connected by both active and passive open space. This area could be a community model where local institutions work together to provide services and resources for the community in a campus setting while also creating safe and viable residential neighborhood. Coordination between these users will be necessary in order to provide the right combination of services and facilities to serve the neighborhood. Other compatible and complimentary uses may include child care, after school care and activities, adult education such as computer classes, and workforce development. Asphalt surfaces can be partially converted to green space and permeable surfaces, which may include gardens and outdoor play spaces for children.

### Responsible Parties

Development community  
Milwaukee County Parks Department  
Neighborhood Groups  
Milwaukee Public Schools  
Redevelopment Authority of the City of Milwaukee  
Department of Public Works

### Timing

The redevelopment of the Moody Park indoor pool should undergo a feasibility study, discussions among local stakeholders, institutions, and the City about existing and needed community resources, services, and functions.



Front door entrance of the Goldin Center; Moody Park Pool.

# Catalytic Projects



Moody Park Redevelopment Concept Plan.

## Moody Park Redevelopment

### SPECIFIC RECOMMENDATIONS

- Replace the Moody Park Pool building with new mixed-use residential and commercial (or other compatible) uses along Burleigh Street, such as senior or supportive housing.
- Add multi-family residential housing along Auer Street.
- Create a row of townhomes between the Auer and Burleigh Street multi-family buildings. Townhomes should face the park and may include community garden plots.
- Redevelop the existing Auer School asphalt playground to include landscaping and a permeable surface as part of the campus redevelopment.
- Create a campus of functional and usable landscape elements that connect the institutional uses and create more landscaping, seating, signage, and site amenities.

### SPECIFIC RECOMMENDATIONS

- Install additional landscaping and stormwater management features to shade, screen and address runoff from parking lots, including trees and shrubs, rain gardens, and permeable pavement. Use CPTED principles when landscaping to improve safety and security.
- Diversify existing amenities in the park to include a greater variety of recreational users, such as tennis courts and a skateboard park.
- Provide an access road between Burleigh and Auer that connects the new townhomes to the street. This limited access road can also provide parking for all of the new residential units.
- Promote an atmosphere of coordination, resource sharing, and campus environment with the Auer School and Goldin Center.



Park area of Moody Park looking east.

# Catalytic Projects



## North Division Campus Development

### **Rationale**

The North Division Campus Redevelopment is bordered by Center Street to the north, Clark Street to the south, 10th Street to the east, and Teutonia Avenue to the west. The site provides an opportunity to complement Franklin Park and the existing North Division High School with new programs and a state of the art community facility. This initiative can continue the redevelopment of the intersection of Teutonia Avenue and Center Street with mixed used buildings on the southeast and northeast corners, creating a hub of retail and community activity.

### **Current Status**

North Division High School contains a number of facilities and amenities that could be reoriented to better serve the surrounding community such as a computer lab, gymnasium, and indoor olympic-size swimming pool. The exterior of the facility contains a track, tennis courts, and under-utilized open space buffering Teutonia Avenue. The surrounding land uses include single and multi-family residential, including a few homes on the same block as the high school, Franklin Park, a post office, and a gas station at the southeast corner of the intersection.

### **Vision**

The vision is to solidify this block as an anchor for the Lindsay Heights and North Division community by complementing the resources and amenities of the North Division High School with a state of the art community center. This center will be intended to provide a protective, nurturing environment oriented towards the successful education, development, and high school graduation of neighborhood children. Of course, services and amenities will be provided for North Division High School students as well. This community campus will be established and modeled after the Harlem Children's Zone discussed in Chapter 2, as a place where children can learn, recreate, and socialize in a safe and clean environment. Milwaukee Public Schools and the new community center will work together to provide services and resources within a campus setting. Physical activities

could include indoor swimming and associated programs and leagues, tennis lessons, basketball, track and field training, soccer leagues, and other recreational pursuits. Ultimately, the remaining homes in the area may need to be repurposed or removed for full implementation of this vision, but this would be coordinated with residents through a community planning process.

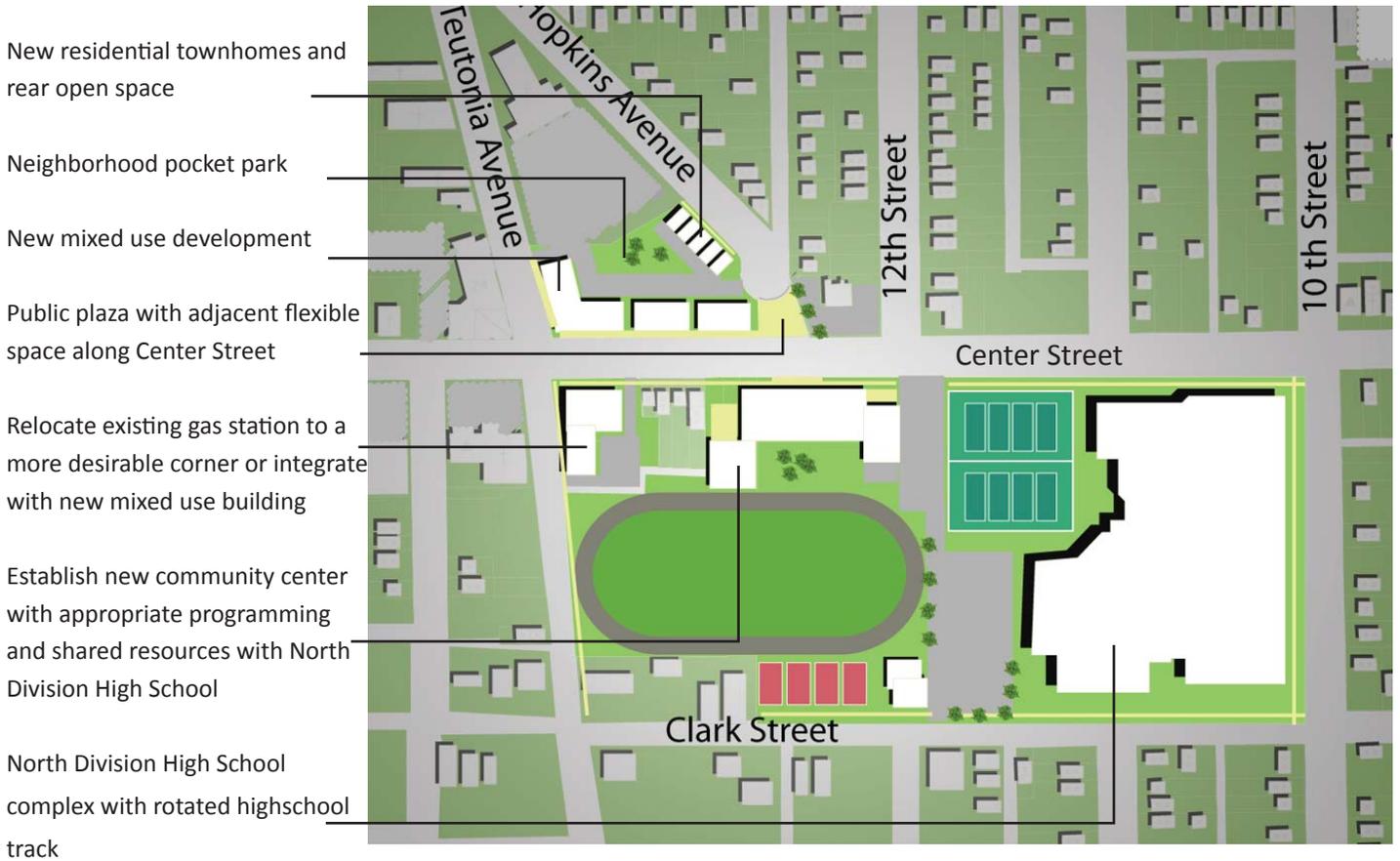
### **Responsible Parties**

Milwaukee Public School  
North Division Alumni Association  
Milwaukee Urban League  
Running Rebels Community Organization  
Neighborhood Groups  
Greater Milwaukee Foundation  
African American Chamber of Commerce Milwaukee  
Milwaukee NAACP

### **Timing**

Planning for the redevelopment of the North Division campus is currently underway, and North Division High School is planned to re-open in the fall semester of 2010. A firm plan and set of partners is anticipated by that time to begin the rehabilitation and coordination of the project site, the integration of Franklin park, and construction of a new state of the art community facility.

# Catalytic Projects



North Division Campus Redevelopment concept plan (top), Franklin Square park signage, and North Division school and park house.

# North Division Campus Development

## SPECIFIC RECOMMENDATIONS

- Reorient the outdoor track east to west and extend the track to Teutonia Avenue.
- Locate or integrate a new mixed use building on the southeast corner of Teutonia Avenue and Center Street.
- Redevelop the existing North Division High School with a more friendly exterior and additional windows.
- Establish a new community center with frontage along Center Street. Programming should enhance learning and physical activity and promote a healthy lifestyle.
- Create a campus of functional site elements including landscaping, seating, signage, and site amenities such as tennis courts, basketball courts, and track and field activities accessible to both the community and the school.
- Promote an atmosphere of coordination, resource sharing, and campus environment with the new community center and North Division High School, particularly as it relates to the olympic-size swimming pool, which should be repurposed for use by the entire community.

## SPECIFIC RECOMMENDATIONS

- Establish a mixed use building on the northeast corner of Center Street and Teutonia Avenue that includes flexible space at the base and residential units on upper floors.
- Create residential townhomes on vacant land at the northeast corner of Center Street and Teutonia Avenue. Residences should take advantage of the open space / pocket park / cul-de-sac plaza terminating Hopkins Street.
- Remove fencing and promote an atmosphere of community gathering, public park, and accessibility.
- Install additional landscape and stormwater management features (such as rain gardens and permeable pavement) to help shade and screen paved areas and to filter and infiltrate rainwater runoff.
- Utilize the functional green house at North Division High School as a learning environment for urban agriculture, and integrate into the vision for the Teutonia Gardens local food initiative.



Mixed used building at the northwest corner of Center Street and Teutonia Avenue; Coffee Makes you Black cafe at Teutonia and Hadley Street.

## Catalytic Projects