

5: Harambee - Area 1

HARAMBEE - AREA OVERVIEW

DISTRICTS:

1A - HARAMBEE GREAT NEIGHBORHOOD PLAN

1B - BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT

1C - TARGETED INVESTMENT NEIGHBORHOODS (TINS)

1D - HISTORIC BREWERS HILL / HARAMBEE NEIGHBORHOOD
CONSERVATION DISTRICT

CORRIDOR:

1E - HISTORIC MARTIN LUTHER KING DRIVE TRANSIT AND
COMMERCIAL CORRIDOR

CATALYTIC PROJECTS:

1F - FIVE POINTS EXCHANGE

1G - MARTIN LUTHER KING DRIVE MEINECKE TO BROWN

1H - KING DRIVE COMMONS III

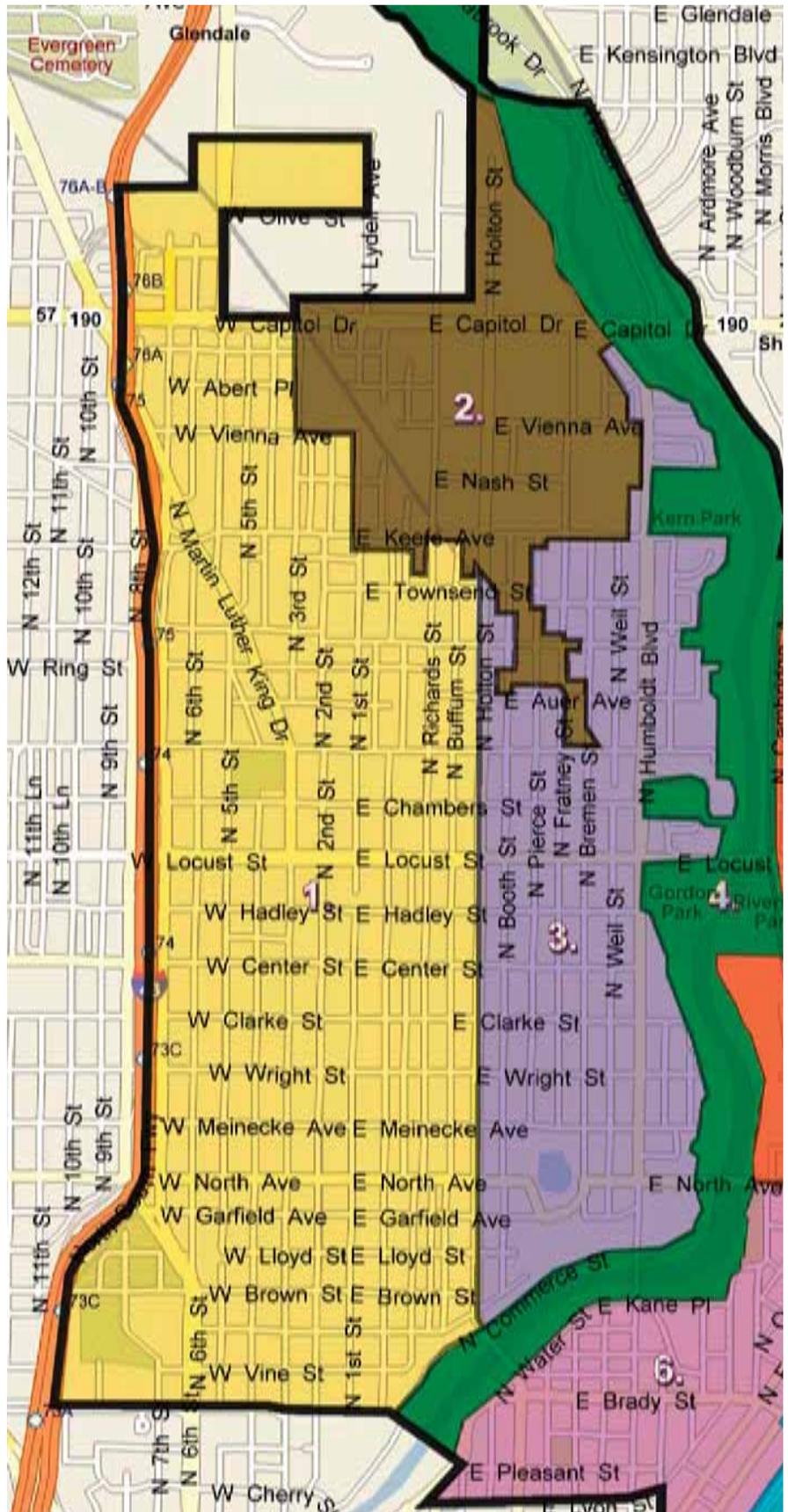
HARAMBEE AREA 1

Northeast Side Plan Areas

1. Harambee
2. Riverworks
3. Riverwest
4. Milwaukee River
5. Upper East Side (outside of map)
6. Lower East Side
7. Lakefront (outside of map)

Stakeholders:

- Harambee Ombudsman Project
- Historic King Drive BID
- Inner City Redevelopment Corporation
- MLK Economic Development Corporation
- Harambee Great Neighborhood Initiative



HARAMBEE AREA

INTRODUCTION

The neighborhood of Harambee has historically had a strong social fabric and cultural identity that served as a great asset to the community. It was originally settled by German immigrants and transitioned during the 1970's to what is now a multi-ethnic community. Its name, from the Swahili word for "pulling together," highlights the neighborhood's grassroots organizing and community building capacity that includes organizations such as Harambee Ombudsman Project, Inner City Redevelopment Corporation, Milwaukee Urban League, Riverworks Development Corporation, Martin Luther King Economic Development Corporation, Northcott Neighborhood House, America's Black Holocaust Museum and the Historic King Drive Business Improvement District.

Fortunately, community prosperity and pride persist despite the historical loss of high income manufacturing jobs, particularly in the automobile manufacturing sector, and the subsequent challenge of commuting to jobs outside the area. Related quality of life issues in pockets of the neighborhood have been attributed to a shift in ownership from in-neighborhood to out-of-neighborhood absentee owners. The same issues exist in other city neighborhoods with similar quality of life issues. Several block clubs active in the neighborhood have taken steps to strengthen neighborhood identity and sense of community. An ongoing collaboration between Harambee Ombudsman Project, Milwaukee Police Department and Community Prosecutor's office, and other community partners, has resolved many neighborhood safety related issues and made improvements in other quality of life issues in the area. The Harambee Great Neighborhood Initiative (HGNI) is doing a number of projects to build community.

As a result, new residents have moved into homes throughout the Harambee neighborhood, with a noticeable increase in the past ten years.

A rich and varied history provides a range of housing in the area from classic bungalows to Milwaukee duplexes, Polish flats, to the "suburban" ranch-style houses of Halyard Park. New residents are attracted to the area's historic housing stock, which includes quaint Victorian cottages and striking Italianate mansions. The Brewers Hill area offers grand panoramic views of downtown, a landscaped setting and close proximity to the King Drive historic district.

The only downside to this rediscovery and reinvestment in the near downtown and Brewers Hill neighborhoods is that it has led to an increase in property values and taxes, which has affected longterm property owners and threatened the economic stability of existing residents, particularly older residents on fixed incomes. There are existing programs by the City of Milwaukee, community groups and other special agencies to help residents,

but they have limited resources to address neighborhood redevelopment issues, city tax policies, and historic preservation costs.

VISION

Empower residents to shape and define their community to reflect history and common goals. Define ownership to promote a sense of caring and vested interest. Strengthen the community through resource building partnerships with the city, non-profits, educational entities, employers, retailers, community organizations and residents.

AREA BOUNDARIES

I-43 to the west, the municipal boundary with Glendale to the north, Holton Street to the east and Walnut / Pleasant Street to the south (downtown).

GOALS

A. NEIGHBORHOOD IDENTITY

Strengthen neighborhood identity through community programming, outreach and infrastructure improvements that include streetscape, wayfinding and public art.

B. LEADERSHIP, EDUCATION AND JOB CREATION

Improve coordination between neighborhood organizations and institutions to create a strong social network, promote leadership and develop programs to increase job creation and strengthen the labor force.

C. ENVIRONMENTAL AND SUSTAINABLE DEVELOPMENT PROGRAMS

Promote improvement programs that address public health, environmental issues and improve quality of life.

D. PROPERTY REDEVELOPMENT AND INFILL

Redevelop vacant or underutilized buildings and parcels into commercial and residential uses that will serve as a catalyst for new development in the area.

E. HOUSING DEVELOPMENT AND HOMEOWNERSHIP

Increase homeownership by promoting programs that support existing residents and attract new home buyers. Address the effects of gentrification in Brewers Hill, particularly in the areas adjacent to downtown and to the Beer Line "B": Maintain affordable housing options for low-income residents. Provide support programs to prevent predatory lending and unnecessary foreclosures.

F. CRIME PREVENTION

Foster collaboration between residents, community organizations, city enforcement and government agencies to better address safety and quality of life issues in areas where residents feel it would be of benefit.

HARAMBEE AREA

G. BUSINESS GROWTH

Build on current economic growth of existing commercial corridors such as Historic King Drive (which added 25 new businesses from 2004 to 2008) to provide additional jobs and services to the surrounding neighborhoods and the larger metro area.

NEIGHBORHOOD IDENTITY STRATEGIES

1. Promote cultural activities with a focus on youth programs related to the arts.
 - Support youth activities established by the Harambee Great Neighborhood Plan that include: a signature marketing event for the neighborhood, a summer youth employment program with a focus on the arts and gallery shows of local artists on storefronts along Martin Luther King Drive.
2. Design and implement streetscape improvements that promote a pedestrian friendly environment.
 - Develop and coordinate streetscape improvements between King Drive and N. 7th Street.
 - Coordinate streetscape improvements along Holton Street with the Riverwest community.
 - Promote traffic calming techniques and context sensitive street design where needed.
 - Install pedestrian amenities such as benches, trash receptacles and bicycle stations.
 - Promote the use of banners that identify the neighborhood and help promote community events.
 - Add landscape elements such as street trees, planting beds, planting boxes and hanging flower baskets where feasible that will help promote the greening of the neighborhood.
3. Provide wayfinding signage and business directories to inform visitors and residents of businesses, services and resources in the area. The signage should be designed with a theme that identifies and artistically depicts neighborhood character.
 - Install maps showing location of places to visit in the Harambee neighborhoods and community resources.
 - Provide directional signage to highlight the location of destination retail (e.g. Northern Chocolate), local landmarks (e.g. Martin Luther King statue) and other key points of interest.
4. Implement the Main Street strategy completed by the Historic King Drive Business Improvement District for streetscape and facade improvements, etc.
5. Create neighborhood gateways that market the neighborhood and promote its identity.
 - Create a stronger more pronounced neighborhood

gateway at Locust Street and North Avenue at the intersection with I-43.

- Promote the use of neighborhood icons at these gateways.
- Consider public art at visible locations.

LEADERSHIP, EDUCATION AND JOB CREATION STRATEGIES

1. Have educational institutions within the metro area work through community organizations within Harambee to reach out to residents regarding potential education and job opportunities.
 - Encourage and enable University of Wisconsin Milwaukee (UWM), Milwaukee School of Engineering (MSOE), Marquette University and/or Milwaukee Institute of Art and Design (MIAD) programs to expand into the Harambee neighborhood to benefit the area and increase the universities' outreach to local residents.
 - Consider working with Milwaukee Area Technical College (MATC) to tailor education and training programs to Harambee residents that meet the needs of local businesses and manufacturing companies.
2. Promote existing job training and workforce assistance programs through community outreach.
3. Establish workforce recruitment programs with city agencies and civic organizations.
 - Promote "career days" with local businesses and retailers.
 - Coordinate job recruitment programs with the Riverworks Development Corporation.
 - Provide business services and resources to small and start-up businesses.
4. Investigate potential for Lighted Schoolhouse Programs in area schools, or similar after school programs that give children educational or recreational activities in a supervised setting, e.g. Lighted Schoolhouse, Boys & Girls Club, YMCA, and others.
5. Expand and reinforce the role of community centers to include job assistance, after school care and family oriented recreation.
 - Support family programming in community centers such as Northcott Neighborhood House and Heartlove Place.
 - Enhance recreation programs for residents of all ages at local parks.
6. Link training, work, and educational programs to real estate improvements in the area. Potential jobs in-

HARAMBEE AREA

clude building restoration work (carpentry, painting, plumbing, etc.), landscape and horticulture for greening improvements, construction, “green” industry jobs, and real estate development financial analysis. Potential outreach efforts could include mailings, flyer distribution, etc.

ENVIRONMENTAL AND SUSTAINABLE DEVELOPMENT PROGRAMS STRATEGIES

1. Remediate industrial brownfield sites as part of redevelopment programming.
2. Address environmental issues and contaminants in older homes, e.g., lead paint removal.
 - Research existing and promote new grants for the restoration of existing building stock.
3. Use vacant land for public parks and community gardens when feasible.
 - Foster public and private partnerships for the creation of public parks.
 - Promote the development of community gardens programs on vacant land located on non-buildable sites, remnant parcels or strategically placed common areas with good public access.
 - When appropriate, promote the use of porous pavement for parking areas and the use of solar panels on garage roofs for energy production.

PROPERTY REDEVELOPMENT AND INFILL STRATEGIES

1. Redevelop and reuse buildings that are underutilized or vacant and insert carefully and contextually designed infill buildings on vacant parcels.
 - Buildings to be redeveloped, reused or expanded may include the MLK Heritage Health Center, the Malcolm X Academy, the Milwaukee Inner City Arts Council building, the Milwaukee Enterprise Center and various properties on Martin Luther King Drive between Brown and Meinecke (see catalytic project area of the same name on page 141).
 - Promote the assets of the Harambee neighborhood to attract businesses into the area.
 - Identify lots available for construction.
 - Explore infill potential for vacant lots owned by the City of Milwaukee.
 - Provide financial incentives for the development of key sites.
2. Strengthen commercial corridors and intensity activity in commercial nodes
 - Promote mixed use development that includes commercial and residential components.
 - Develop a transit oriented node at Martin Luther King Drive and North Avenue.

3. Develop a mixed use neighborhood node on parcels adjacent to the Five Points Exchange Project boundary that will serve as an inviting gateway to the neighborhood (see catalytic project on page 140).
 - Build on the benefits of having a new school at that location.
4. Preserve existing historic districts and structures and identify potential areas and buildings for historic designation.
 - Enforce preservation requirements for the Historic Brewers Hill District.
 - Establish Local Landmark District designation in addition to National Register Historic District designation for Martin Luther King Drive and establish guidelines for its protection.
 - Continue to implement the plan for the Harambee/Brewers Hill Conservation Overlay District.

HOUSING DEVELOPMENT AND HOMEOWNERSHIP STRATEGIES

1. Help existing residents maintain and improve their homes
 - Identify and promote existing financial incentives for home improvements.
 - Provide financial support for renters trying to improve their properties but who are unable to receive landlord commitment.
 - Establish a distinct services location and sponsor such as Riverworks to handle a broad range of residential needs such as: job training and placement; financial education (i.e., personal finance, savings/investment, knowledge about home ownership, loans, etc.)



Figure 5.1: Leon Sullivan Townhomes (Phase 1) owned by Inner City Redevelopment Corporation

HARAMBEE AREA

- Encourage policies and incentives that promote family-friendly development and aging within the community that will attract and retain individuals and families throughout their lives.
2. Where possible, provide support and assistance to affordable housing providers and those rehabilitating existing housing for market rate and low income buyers.
 3. Create new construction clusters and rehabilitate existing housing in need of redevelopment to increase the impact of neighborhood investment.
 4. Promote the Harambee neighborhood as an attractive community for home buyers and market available housing stock in the area to new homeowners and existing residents.
 - Advertise available properties through the Historic King Drive BID, community organizations and real estate oriented businesses.
 - Better inform neighborhood residents about existing government programs for first time homeowners that provide financial incentives to purchase within Harambee.
 - Develop programs for special groups that may foster investment and redevelopment within targeted areas (for example, create incentives for artists to live and work within the Bronzeville district).

CRIME PREVENTION STRATEGIES

1. Foster communication between residents, businesses and the Milwaukee Police Department's Community Liaison and Crime Prevention officers in charge of neighborhood policing to prevent crime.
 - Promote programs that bring a higher police presence into the neighborhood. These can include on-foot or bike beat cops.
 - Develop and promote an anonymous reporting system for the neighborhood.
 - Foster familiarity between neighborhood residents and police for better communication. Hold regular block watch meetings to ensure good neighbor-to-neighbor communication and to strengthen crime prevention efforts that depend on good neighborhood-police communication. Establish neighborhood block watch programs in all parts of the neighborhood.
 - Explore safety strategies and funding sources for protecting commercial areas.

BUSINESS GROWTH STRATEGIES

1. With assistance from groups such as ICRC, MLKEDC, HOPI, and King Drive BID, continue to identify redevelopment opportunities on commercial corridors.
2. Redevelop and strengthen North Avenue as an east-west commercial and mixed use corridor linking Harambee (Bronzeville) and Riverwest.
3. Develop King Commons III (See Catalytic Project 1H) as a way of carrying the "success story" and economic momentum south of North Avenue northward on King Drive.



Figure 5.2: North Shore Bank on King Drive

1A - HARAMBEE GREAT NEIGHBORHOOD PLAN DISTRICT



Figure 5.6: Historic King Drive



Figure 5.7: Former Milwaukee Inner City Arts Council building



Figure 5.8: Gateway at North Avenue and I-43 with conceptual rendering of a proposed entertainment project.

Note: The following points are taken from the Harambee Great Neighborhood Plan (Community Design Solutions/LISC 2008) and carried forward in partnership with the Northeast Side Plan as common goals.

INTRODUCTION

The Harambee Great Neighborhood Plan is a community development initiative spanning approximately 120 blocks in the northern part of the Harambee area. Redevelopment priority was given to the area due to its revitalization potential, the presence of public and private investments that can provide additional leverage opportunities, the area’s active social networks and organizations, its proximity to neighborhoods with significant investment activity and the availability of agencies that could serve as potential partners in the redevelopment process.

VISION

Make the Harambee Great Neighborhood Plan District the location of choice for residents, businesses, government agencies and other institutions in a manner that enhances existing social connections. Strengthen its residential clusters to retain existing and attract new residents, create an attractive market for potential businesses and investors, and leverage additional government investment.

AREA BOUNDARIES

Capitol Drive to the north, I-43 to the west, Holton Avenue to the East and Center Street to the south.

PLAN OUTCOMES AND STRATEGIES

The Harambee Great Neighborhood Plan sought to achieve a series of outcomes for the district and recommended twelve strategies to achieve them. Following are the outcomes and strategies stated in the plan:

- A.** Harambee and its neighborhood clusters will have strong and positive identities and a sense of place. Neighbors within the clusters will be engaged in projects that build community pride.
- B.** The homeownership market will be vibrant and the area’s residents and schools will attract home buyers.
- C.** Existing residents will have the means and the commitment to maintain and improve their homes.
- D.** The Harambee neighborhood will have well developed gateways and nodes of activity where development is highly visible.
- E.** Efforts to improve the environment and health of residents will be linked to job creation.

1A - HARAMBEE GREAT NEIGHBORHOOD PLAN DISTRICT

- F.** Residents will have leadership roles in neighborhood initiatives and have greater connections with their neighbors, neighborhood schools and neighborhood institutions.
- G.** There will be a youth center in the area providing cultural, social and recreational activities for the entire community.
- H.** Organizations will work together to create greater impact in the Harambee neighborhood and residents will be aware of these efforts.
- I.** Residents will have a one stop shop for access to a wide range of employment, job training and financial education resources.
- J.** Residents will see an increase in the positive impacts of community-building.
- K.** The cultural life of Harambee will be identified as an important neighborhood asset. Young people will be engaged in the arts and community events will celebrate artistic achievement.
- L.** Children will be cared for in safe and developmentally stimulating surroundings by skilled child care providers.
9. Develop a one stop shop for job training and placement, employment skills and financial education to better connect Harambee residents to employment opportunities.
 10. Foster collaboration among residents, businesses, the Department of Justice Safe Streets Initiative, the Milwaukee Police Department, the Community Prosecutor, Community Partners and others to work together on an on-going basis on safety strategies in specific high crime areas.
 11. Create a greater focus on the cultural life of the Harambee neighborhood by encouraging youth activities related to the arts and community events that celebrate artistic achievement.
 12. Organize a vehicle of support for independent child care providers and day care centers in Harambee.

STRATEGIES

1. Strengthen neighborhood identity and sense of place by recognizing there are smaller neighborhoods within Harambee, enhancing the identity of those smaller neighborhoods and engaging residents in projects that build community pride.
2. Intervene directly in the housing market by marketing the existing stock of homes to home buyers.
3. Expand, maintain and preserve affordable housing opportunities for lower-income residents.
4. Maximize physical impacts around certain activity nodes and new developments so that change can be seen and impact leveraged.
5. Promote activities that improve resident health and the environment and where possible, link these to job creation.
6. Strengthen leadership capacity among residents and increase the density of social connections.
7. Create a multi-generational community center to serve the entire community.
8. Better connect social service agencies and institutions to the neighborhood.

1B - BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT

INTRODUCTION

The Bronzeville Cultural and Entertainment District is a re-development project planned to revitalize a commercial district and surrounding neighborhood in the historic heart of Milwaukee's African-American community. Between the 1900s and the 1960s the Bronzeville area used to serve as a vibrant economic and cultural center in the community. The plan seeks to create a strong identity for a new Bronzeville that will foster reinvestment and create jobs through the re-development of land and buildings in the North Avenue corridor and the surrounding neighborhood. Redevelopment opportunities in the area have the potential to provide a core group of businesses, a nucleus for the district, that can help support and sustain a market for various uses. This plan supports the Bronzeville Cultural and Entertainment District redevelopment project as a way to promote this historically and culturally significant destination.



Figure 5.9: Bronzeville African-American Cultural and Entertainment District

1B - BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT

Bronzeville’s Place in Milwaukee History

The phrase “Bronzeville” was a generic term given to an area in a city that was majority populated by Blacks. Milwaukee’s Bronzeville was not solely occupied by the newcomers from the south. Germans, Jews, and Italians made their homes there long before the influx of Blacks into the city and were widely interspersed in the community. In the late 1800’s to early 1900’s the earlier arriving immigrants slowly began to move northward leaving a majority Black community immersed in family traditions.

Milwaukee’s Bronzeville residents were a community devoted not just to nuclear and extended families, they also held a strong duty to reach out their hands to surrounding Black families. Home to upper, middle, and lower classes, African Americans gave all who lived there automatic guidance that would only further the community’s relationship. This laid the foundation of a reliable intricate society that assisted each other in child rearing, job placement, tutoring, money lending, repair service, medical assistance, and social interactions. A city within a city full of leadership, a sense of community, and a focus on entrepreneurship would lead to a high number of Black owned businesses and entertainment clubs, than exist today. . Housed on Lower Walnut Street were hotels, night clubs, restaurants, barber shops, cafés, a theatre,

drug stores, frozen custard joints, and chicken shacks. The area also had a nearby hay market. Residents enjoyed walking a couple of blocks from their door steps to find all that one would need for the day. Night life on Lower Walnut Street was filled with the sounds of rhythm and blues belted live from masters like Duke Ellington, Louis Armstrong, and Billie Holiday. Bronzeville was able to thrive in its hey day. Monetary resources were kept within the community’s boundaries. In the mid 1950’s to mid 1960’s two processes would disturb the community and bring the vibrant life of Bronzeville to a standstill.

In the 1950’s the city of Milwaukee began to develop plans to rid urban blight in Milwaukee’s slum area. Administered under Mayor Frank Zeidler, the Urban Renewal Act left many homes & buildings across Milwaukee cleared for revitalization. This also meant slating buildings on Lower Walnut Street and in the Black community, leaving an imprint of blight and civil unrest. At the same time the city was also planning to build the North-South freeway, I-43, which cut directly across Bronzeville eliminating over 8,000 homes and the Black metropolis. Huge parts of the community would soon vanish from Milwaukee maps and the dispersal of Blacks would follow as housing shortages increased.

Figure 5.10: Source: The Publisher’s Group, Ivory Abena Black, author/Patricia Diggs and Faith Colas, publishers



Figure 5.11: Historic Bronzeville photo

Source: The Publisher’s Group, Ivory Abena Black, author/Patricia Diggs and Faith Colas, publishers



Figure 5.12: Historic Bronzeville photo from the early 1950’s

Source: Milwaukee Public Library

1B - BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT

STREETSCAPE IMPROVEMENT STRATEGIES

1. Develop streetscape improvements for the North Avenue corridor that promote a safe pedestrian friendly environment, strengthen the commercial corridor and promote the district's identity.
 - Develop a design vocabulary for streetscape amenities that represent the Bronzeville Cultural and Entertainment District. These could include but are not limited to signage, pedestrian lighting, benches and trash receptacles.
 - Promote greening through landscape improvements such as street trees, planting beds, planters and hanging baskets.
 - Install banners and wayfinding signage that will highlight the district's identity.
 - Encourage businesses to add signature elements to the streetscape, personalize their facades and entries and create outdoor cafés that enliven the street.

VEHICULAR TRAFFIC AND PARKING STRATEGIES

1. Evaluate traffic circulation around the I-43/North Avenue intersection. Consider implementing recommendations from the Bronzeville District Parking Study.
2. Use traffic calming techniques to slow traffic (create a more pedestrian-friendly environment), address traffic circulation issues and foster pedestrian circulation.
3. Develop a parking strategy that positively affects neighborhood quality of life and that will support and improve pedestrian circulation.
 - Promote site design guidelines for future development that encourage parking to the rear or side of buildings.



Figure 5.13: Artists's rendering of a cultural district environment

COMMERCIAL REDEVELOPMENT STRATEGIES

1. Promote mixed use development that includes retail, restaurants, and entertainment uses that complement the King Drive Business District and promote stability and improved quality of life in the surrounding neighborhoods, e.g. Halyard Park.
 - Encourage building and facade improvements that promote the district's image as a cultural, arts and entertainment district.
 - Support development of blighted properties within the redevelopment area and develop programs to attract new mixed use development that supports culture, entertainment, and other uses.
2. Strengthen existing and recruit new businesses in the area that provide convenient shopping and neighborhood services.
 - Support the construction of the Bronzeville Cultural Center, a theater arts and cultural center within the district.
 - Encourage a family-oriented focus for restaurants, cultural arts and entertainment uses within the Bronzeville district.
 - Encourage redevelopment of underused parking lots.
 - Find an appropriate adaptive reuse for the historic former Garfield School site.
 - Support redevelopment of Brooks Plaza and a portion of the adjacent parking lots to add significant retail and housing uses in the district.
 - Support the construction of the proposed entertainment project, a new mixed use development at I-43, North Avenue, 7th Street and Garfield Avenue.
3. Support redevelopment of individual properties identified in the redevelopment plan. Strategies may include land assembly or rehabilitation of existing buildings or new construction.



Figure 5.14: Conceptual rendering for proposed entertainment project
 * Image Source: Department of City Development

1B - BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT

This project will be visible from the freeway, serve as a gateway to the Harambee neighborhood and will provide a sense of arrival into the district. Facilities may include a bank, sports bar, apartments, condos and a parking garage (see Figure 5.14).

- Enhance the Milwaukee Urban League Headquarters building (435 W. North Avenue) as the primary location for its educational workforce and economic development programs, and as a way to support the overall redevelopment of the Bronzeville District.
4. Enhance the emerging district's ability to attract new businesses by making high visibility improvements such as facade grants, streetscape improvements, and landscaping to existing businesses in the King Drive and Bronzeville area.
 5. Develop the intersection of Martin Luther King Drive and North Avenue as a retail cluster and transit oriented development (TOD) node.
 6. Hold facade grant workshops for commercial property owners along the Bronzeville corridor. Use design development guidelines for potential redevelopment sites consistent with the objective of the Cultural and Entertainment District.
 7. Coordinate improvements with the Historic King Drive BID for the North Avenue and King Drive intersection and apply a similar Main Street approach to blending historic and new infill redevelopment.
 8. Consider using some funds (state, federal, local) for job training opportunities where there is the option of combining work with apprenticeship or entry-level job training.
 9. Create a cultural center in the district. The former Garfield Avenue School was identified in the Bronzeville redevelopment plan for adaptive reuse into a cultural center with various uses that may include gallery space, a lecture hall, live/work spaces for artists, offices, and performance or events space, among others.



Figure 5.16: America's Black Holocaust Museum (recently closed) in the foreground and the former Garfield Avenue School in the background.

1C - TARGETED INVESTMENT NEIGHBORHOODS (TINS): BROOKS (BRONZEVILLE), HARAMBEE GREAT NEIGHBORHOOD (1ST/RING/KEEFE/PORT WASHINGTON), HOLTON ST. (PROPOSED)

INTRODUCTION

In partnership with the City of Milwaukee, community organizations have the opportunity to seek redevelopment in targeted areas within their neighborhood (ranging from six to twelve blocks in size) to encourage home ownership, increase property values and conduct necessary physical improvements. Strategies can include housing rehabilitation, loans to increase home ownership, sale of city lots for new infill housing, code enforcement, additional community policing including "eyes on the street" action groups and neighborhood block watch.

VISION

With the cooperation of residents, police and key government agencies, Targeted Investment Neighborhoods enhance neighborhood image, improve public safety and make neighborhoods desirable places to live.

AREA BOUNDARIES

Boundary areas will vary depending on individual TIN need assessments.

STRATEGIES

1. Continue to implement strategies for the existing TINs in the Northeast Side, such as the Beechie Brooks TIN encompassing the area from Garfield Avenue to Center Street and Martin Luther King Jr. Drive to 7th Street.
2. Evaluate the need for additional neighborhood TIN in Holton Street area in coordination with Riverwest and Harambee neighborhoods.
3. Provide information to residents on the critical role they play in making TINs successful. Make residents and businesses aware of the program benefits.
4. The City of Milwaukee's Neighborhood Improvement Development Corporation will only conduct TINs in neighborhoods with strong community partners. This is as much an ongoing community strategy as it is a "rescue" strategy. Therefore, it is essential that neighborhoods be ready to support the resources that are made available.
5. Coordinate TINs with other ongoing and successful planning efforts, such as the Harambee Great Neighborhood TIN with the Harambee Great Neighborhood Initiative.



Figure 5.16: Beechie Brooks TIN (Neighborhood Including Bronzeville District)

* Image Source: City of Milwaukee:

1C - TARGETED INVESTMENT NEIGHBORHOODS (TINS)

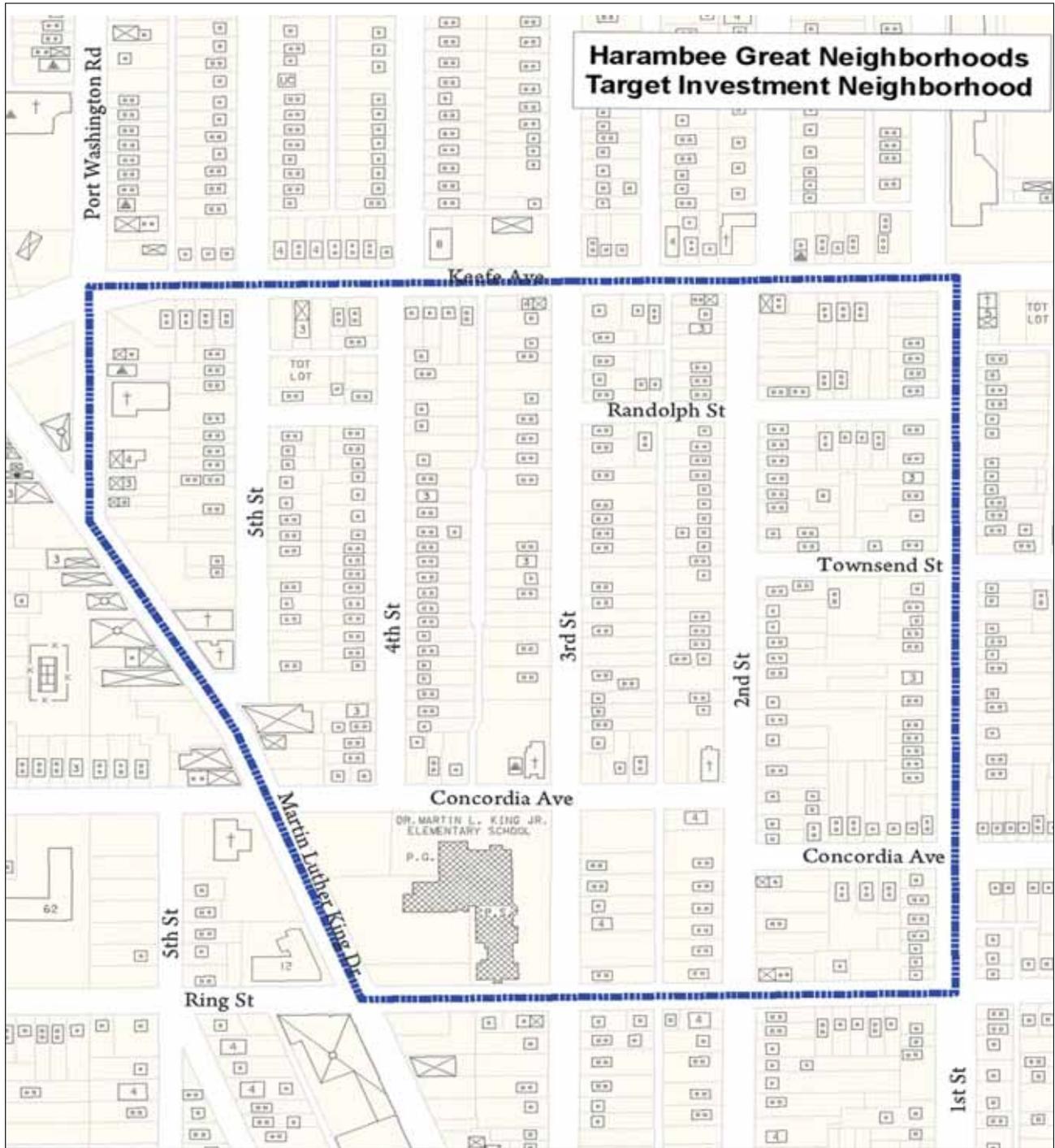


Figure 5.17: Harambee Great Neighborhoods TIN

Source: City of Milwaukee

1D - HISTORIC BREWERS HILL / HARAMBEE NEIGHBORHOOD CONSERVATION DISTRICT

INTRODUCTION

The Brewers Hill / Harambee Neighborhood Conservation Overlay District was created to support continued investment within these areas of historical significance while ensuring that development is planned carefully to preserve historic housing stock and development patterns. There are two historic districts within the overlay district, Brewers Hill and Martin Luther King Drive. Brewers Hill was designated a National Historic Place in 1983 for its architecture and residential composition. This neighborhood has a rich cultural history and a unique assemblage of eclectic housing structures that continue to attract new residents. Adding to its appeal is the main commercial corridor, Martin Luther King Drive, designated a National Register Historic District. Unfortunately, the attraction of newcomers to this area has led to gentrification and conflicts with the existing neighborhood character. Larger scale developments have led to increased traffic and parking issues coupled with increasing taxes and the reduction of open space. Fortunately, a core group of dedicated homeowners continues to restore, rehab, and preserve its architectural heritage and social standing as one of Milwaukee's unique historic neighborhoods.

VISION

Preserve the historic character of Brewers Hill and southern most areas of Harambee included in the Neighborhood Conservation Overlay District, by promoting development practices and investment that enhance their historic character.

AREA BOUNDARIES

I-43 and N. 2nd Street to the west, Locust Street to the north, Holton Street to the east and Vine Street to the south.

HISTORIC PRESERVATION STRATEGIES

1. Preserve and enhance the Brewers Hill National Register Historic District.
 - Enforce policies established by the Historic District designation.
 - Conduct high quality restoration and updating of historic houses that add significant value to the neighborhood.
 - Redevelop historic buildings in a way that fits the current market but keeps significant architectural features.
 - Develop ways to assist homeowners with the added cost of restoration and repairs generated by historic and overlay district requirements.



Figure 5.18: Greer/Oaks Gallery in Harambee

CONTEXT SENSITIVE DEVELOPMENT STRATEGIES

1. Prevent over development through land use controls and code enforcement.
2. Make new construction and infill development compatible with the existing historic district.
3. Enforce development and design standards established for the Overlay District.

HOUSING STRATEGIES

1. Encourage a high level of owner-occupancy in the district.
 - Develop incentives that encourage homeownership in the area.
 - Develop ways to market vacant properties and develop programs that attract new buyers.
2. Counterbalance the strain caused by gentrification and new development on low income residents.
 - Support affordable housing programs that include new construction and rehabilitation of existing housing stock.

1D - HISTORIC BREWERS HILL / HARAMBEE NEIGHBORHOOD CONSERVATION DISTRICT

Plan for the Brewers Hill/Harambee Neighborhood Conservation Overlay District

Brewers Hill is a three by six-block area located on a steep rise just west of the Milwaukee River and north of Downtown Milwaukee. It was a subdivision carved out of the original Kilbourntown in the 1850's, and soon became an important residential enclave sandwiched between the factories that lined Commerce Street and the bustling retail centers of then-Third Street and North Avenue. Business owners and laborers lived side by side in the 19th century, leading to a mixture of grand houses on large lots next to closely spaced workers cottages and duplexes.

When Brewers Hill was placed on the National Register of Historic Places in 1983, the nomination stated 'Its core of Greek Revival and Italianate, single-family, brick or frame houses constitutes the most remarkable assemblage of architecture of its type remaining from Milwaukee's early years.... chiefly in it's variety of building types and concentration in a small, exclusively residential area'.

Although many of the original houses survived the decline of the post WWII years, the city was forced to demolish a number of abandoned buildings in the 60's and 70's, leaving gaps in the streetscape of Brewers Hill. Over the last 10 years, new houses have been built to fill most of those gaps, bringing new homeowners to the area. Also, proximity to cultural and entertainment centers have attracted young and 'empty nest' buyers to condos and townhouses carved out of old factories and warehouses, as well as to new construction on both city-owned and privately-held acreage.

Already the rapid growth of the Brewers Hill area has begun to change its character; increased traffic

and street parking, noise, loss of open/green space as new construction takes up vacant land, and skyrocketing taxes are among the challenges facing the residents. Most recently, the threat of oversized condo complexes towering over the old houses galvanized neighbors' objections, and focused attention on the need for a long term plan for the area. The same issues are already spilling over into adjacent areas west of Brewers Hill, and will eventually affect all the surrounding neighborhoods; consequently, we believe this is a prime opportunity to include those areas in the overlay district.

The Harambee Neighborhood, which overlaps Brewers Hill, is expected to experience the most new housing development. Harambee's boundaries are Holton on the east, N. 7th Street on the west, Burleigh on the North, and Walnut on the South. Harambee is a neighborhood of impressive resources, including substantial homes, active commercial areas, residents, and community based organizations that are committed to neighborhood revitalization and a strong cultural heritage. The southern portion of the community also includes the Halyard Park neighborhood, a suburban-style subdivision of spacious homes and large lots. This neighborhood was built between the late 1970's and mid-1990s and has symbolized new life in the heart of the central city. An overlay district that will encourage continued investment in the existing housing stock as well as guide the growth of carefully planned new construction is essential to the success of this neighborhood. It will also serve as a long-term blueprint for managed growth in the areas north of Brewers Hill.

Figure 5.19: Source: Milwaukee Historic Preservation Office/DCD

3. Help existing residents maintain and improve their homes.
 - Identify and promote existing financial programs for home improvements.
 - Develop (through existing non-profits) a technical assistance program or cooperative and tool lending library to offer residents support in maintaining older homes
4. Allow upper story residential over street level commercial uses on King Drive.

1E - HISTORIC MARTIN LUTHER KING DRIVE TRANSIT AND COMMERCIAL CORRIDOR

INTRODUCTION

Martin Luther King (MLK) Drive (combined MCTS Routes 19 & 68) is an important corridor connecting Downtown Milwaukee to the Bayshore Town Center in Glendale. This study looks specifically at the portion of MLK Drive that is central to the Harambee community. It is one of the few north-south retail corridors in the Northeast Side ideal for transit with connections to major destinations and a wide right of way (ROW).

VISION

Promote a vibrant “Main Street” commercial district through better transit connections, re-occupancy of vacant space, parking strategies, streetscape improvements, historic facade restoration and marketing / promotion.

AREA BOUNDARIES

Martin Luther King Drive from Capitol Drive on the north and McKinley on the south with a key commercial segment, Vine to Locust.

BUSINESS ATTRACTION STRATEGIES

In order to attract businesses to the area, continue to develop MLK Drive as a vibrant corridor that generates substantial economic activity.

1. Build the Historic King Drive BID’s capacity for continued recruitment of businesses.
 - Continue to expand the BID’s existing programs for physical improvements of MLK Drive as well as partner agency’s education and business assistance programs.
2. Continue to enhance the image of MLK Drive as a historic and cultural corridor to attract businesses, strengthen the community image and increase community pride, to foster additional development.
 - Promote the reputation of MLK Drive as a National Register Historic District from McKinley to North Avenue. Pursue historic designations of additional buildings and less fully developed sections of MLK Drive north of North Avenue where eligibility exists.
 - Establish additional community programs and market the community as a key location.
3. Identify and support new retail anchors and key commercial/mixed use destinations.
 - Promote business development at key commercial destinations. Recruit a grocery store as well as additional neighborhood serving retail and services.
 - Utilize the MLK Heritage Health Center as a medical anchor and possibly expand it to include retail and medical office components.

4. Strategically locate arts oriented businesses. Cluster uses as part of redevelopment to strengthen the community image.

STREETScape AND PEDESTRIAN STRATEGIES

1. Improve existing and develop new streetscape improvements for both pedestrian and traffic circulation.
 - Continue implementation of existing streetscape projects.
 - Implement additional landscape improvements and installation of amenities such as benches, signage, improved transit stops, traffic calming techniques and parking strategies.
 - Consider implementing streetscape and traffic calming programs to make MLK Drive more business and pedestrian friendly.
2. Consider ways that bus shelters and streetscaping could accommodate future transit technologies.

TRANSIT CONNECTIONS STRATEGIES

Strengthen and reinforce MLK Drive as a public transportation corridor as a way to benefit businesses along MLK Drive as well as the adjacent neighborhoods.

1. Develop strategic public transportation nodes along MLK Drive that will service residents and bring additional pedestrian activity that will benefit the economic recovery of the area.
2. Connect people to jobs. Consider developing a rapid transit route that connects businesses and neighborhoods via MLK Drive from downtown through the Riverworks/ Glendale Industrial Center and to the Bayshore Town Center, if possible as part of the “Locally Preferred Alternative” (LPA) for transit. Note: Locally Preferred Alternative is the term for the Milwaukee metro “preferred” transit solution for federal funding purposes.
3. Improve public transit connections to increase efficiency, safety and comfort at transit stops.

1E - HISTORIC MARTIN LUTHER KING DRIVE TRANSIT AND COMMERCIAL CORRIDOR

COMMERCIAL CORRIDOR STRATEGIES

The following are potential redevelopment sites within the MLK Drive commercial corridor identified by city and community representatives:

1. Promote the renovation and reuse of available commercial property on MLK Drive between Meinecke Avenue and Brown Street as the first phase of redevelopment in the area (see catalytic project for detailed strategy).
2. In conjunction with King Commons III, continue to develop a retail node around Center Street and King Drive.
3. Promote better integration between Bronzeville and King Drive businesses.
4. Develop a long term redevelopment plan for sites requiring major renovations along MLK Drive between Locust & Clarke Streets.
5. Develop a plan for intensive land uses (such as a grocery store) on MLK Drive.
6. Promote Transit Oriented Development guidelines and development practices at MLK Drive & North Avenue.
 - Smaller stores that can locate in historic buildings with smaller floor plates, which can be multi-level, should be planned for the North Avenue area.
7. Promote mixed use development that includes commercial uses at the street level and residential uses above.
8. Consider developing a parking strategy for the area and evaluate the use of Tax Increment Development Financing (TIF).
9. Promote storefront facade guidelines to create exciting and historically appropriate facade improvements and create an identifying image for the district. When applicable:
 - Encourage signage that is clear and uncluttered.
 - Promote the use of coordinated awnings.
 - Allow for a minimum of 70% transparent glass on window storefronts.
 - Avoid blocking windows with unsightly interior displays or signage.
 - Encourage high quality retail displays.
 - Coordinate security elements, lighting, signage, and entries with architectural elements whenever possible.

MAIN STREET STRATEGIES

Continue the Historic King Drive BID's use of the Main Street Program Four Point Approach of organization, design and preservation, economic restructuring, and promotion.

1. If feasible, expand Center for Teaching Entrepreneurship, Wisconsin Women's Business Initiative Corporation, YWCA, Urban Entrepreneur Partnership and Milwaukee Urban League's support for new start-ups and first-time entrepreneurs in the King Drive and Harambee areas.
2. Promote the revitalization of MLK Drive north of the BID to increase the commercial and residential uses and to help revitalize surrounding neighborhood areas.
 - Support the development of catalytic projects to continue the momentum of Ameritech Commerce Center, Ponderosa, King Commons I, II, and III.
3. Where the creation of a historic district is not appropriate (for example, where too much of the historic "fabric" has been altered), consider creating a conservation district that establishes design guidelines for new development and additions.
 - Pursue code enforcement as necessary.
4. Encourage new developments on King Drive from North Avenue to Locust Street to include onsite parking (to the rear or side of buildings) that adequately supports commerce.
5. Develop better working relationships with absentee property owners to improve properties and continue the success of King Drive.



Figure 5.21: Center for Teaching Entrepreneurship

1E - HISTORIC MARTIN LUTHER KING DRIVE TRANSIT AND COMMERCIAL CORRIDOR



Figure 5.22: Center Street and King Drive, King Commons III site



Figure 5.23: New Walgreen's



Figure 5.24: St. Vincent's Complex



Figure 5.25: Monsanto Plaza (proposed)

* Image Source: Monsanto Plaza Urbane Concepts LLC



Figure 5.26: MLK Heritage Health Center

- A** Walgreens - 10,000 sq. ft. of retail and parking.
- B** King Commons III Mixed use development with 5,000 sq. ft. of commercial space (see Catalytic Project 1H), includes buildings with historical significance.
- C** St. Vincent's Complex - Potential reuse/rehab site for institutional or arts center (subject to owner participation).
- D** MLK Heritage Health Center - Medical anchor
- E** Monsanto Plaza - Current proposal for the expansion of Shekinah Printing (a local business).
- F** Department of Natural Resources (DNR) Site
- G** ICRC development / Brooks Plaza and townhomes
- H** 40,000 sq. ft. of vacant property
- I** Coakley site - 400,000 sq. ft.
- J** Former Garfield Avenue school
- K** 12,000 sq. ft. of retail

Figure 5.27: Historic Martin Luther King Drive Transit and Commercial Corridor

1F - CATALYTIC PROJECT: FIVE POINTS EXCHANGE

INTRODUCTION

The Five Points Exchange is a unique six-cornered intersection of three very well travelled streets that if each property were developed in a significant manner will change the perception of the district. The area is a major gateway into Harambee and its development will help spur improvement of the adjacent area and additional development. Currently, there are plans for a 65-unit affordable housing development (see figure 5.28 below) for seniors (Shiloh Manor) that will include common areas for the residents.

VISION

To create a gateway intersection to the Harambee neighborhood through the redevelopment of buildings / businesses supported by carefully designed streetscape, public open space, public art, and a redesigned right of way.

AREA BOUNDARIES

Martin Luther King Drive, Keefe Avenue, North 6th Street, Port Washington/Atkinson Avenue.

STREETSCAPE IMPROVEMENT STRATEGIES

Coordinate streetscape improvements that include landscape elements, pedestrian amenities (such as benches) and wayfinding / signage that promotes the Harambee sense of pride, community and positive image.

1. Use landscape and other streetscape improvements to better define vehicular areas and buffer pedestrians from traffic movement and create well landscaped plazas and "hardscape" areas adjacent to buildings.

OPEN SPACE STRATEGIES

Promote public open space as part of future development to integrate the surrounding community with the new residents.

ADJACENT PROPERTY DEVELOPMENT STRATEGIES

Encourage mixed use development in the surrounding area that will increase pedestrian activity and benefit the entire community. Note: New development in the catalytic project area should complement existing businesses on King Drive and add to the economic momentum that has been established for the northern section of King Drive.

COMMUNITY OUTREACH STRATEGIES

Work with community organizations to expand outreach to all residents, old and new, owner or renter, to encourage better social connections and utilization of neighborhood resources.



Figure 5.28: Five Points Exchange Project



Figure 5.29: Five Points Exchange Project - Proposed Improvements



Figure 5.30: Five Points Exchange Project - Existing Conditions

1G - CATALYTIC PROJECT: MARTIN LUTHER KING DRIVE MEINECKE TO BROWN

INTRODUCTION

The section of Martin Luther King Drive from Meinecke Avenue to Brown Street has great potential for redevelopment and renewal.

VISION

Redevelop this retail-oriented section of the MLK Drive commercial corridor in a streamlined manner that will allow it to serve as an example for renovation in other parts of the corridor and spur additional development.

AREA BOUNDARIES

Martin Luther King Drive between Meinecke Avenue and Brown Street.

COMMERCIAL IMPROVEMENT STRATEGIES

Couple redevelopment of sites with tenant requirements (par of recruitment) and enhance new tenant placement with facade renovations and building upgrades.

1. Encourage the redevelopment of the following sites:
 - F Department of Natural Resources building to be replaced by LEED certified mixed use building
 - G Brooks Plaza (retail plus housing)
 - H Vacant property between North Avenue and Garfield Avenue (40,000 SF)
 - I Gimbel's Warehouse
 - J Former Garfield Avenue School
 - K Potential retail space within existing buildings and underutilized parking lots between Brown and Lloyd Streets (12,000 SF)
 - L Senior housing and underutilized parking lot (8,500 SF)
2. Evaluate the condition of identified properties and prioritize redevelopment based on the extent and cost of improvements needed.
3. Promote a Transit Oriented Development node at the intersection of Martin Luther King Drive and North Avenue (see the Historic King Drive Transit and Commercial Corridor section on page 138 for details).
4. Provide parking for buildings that are "expansion locked" to allow for historic preservation and provide adequate parking to run a business.

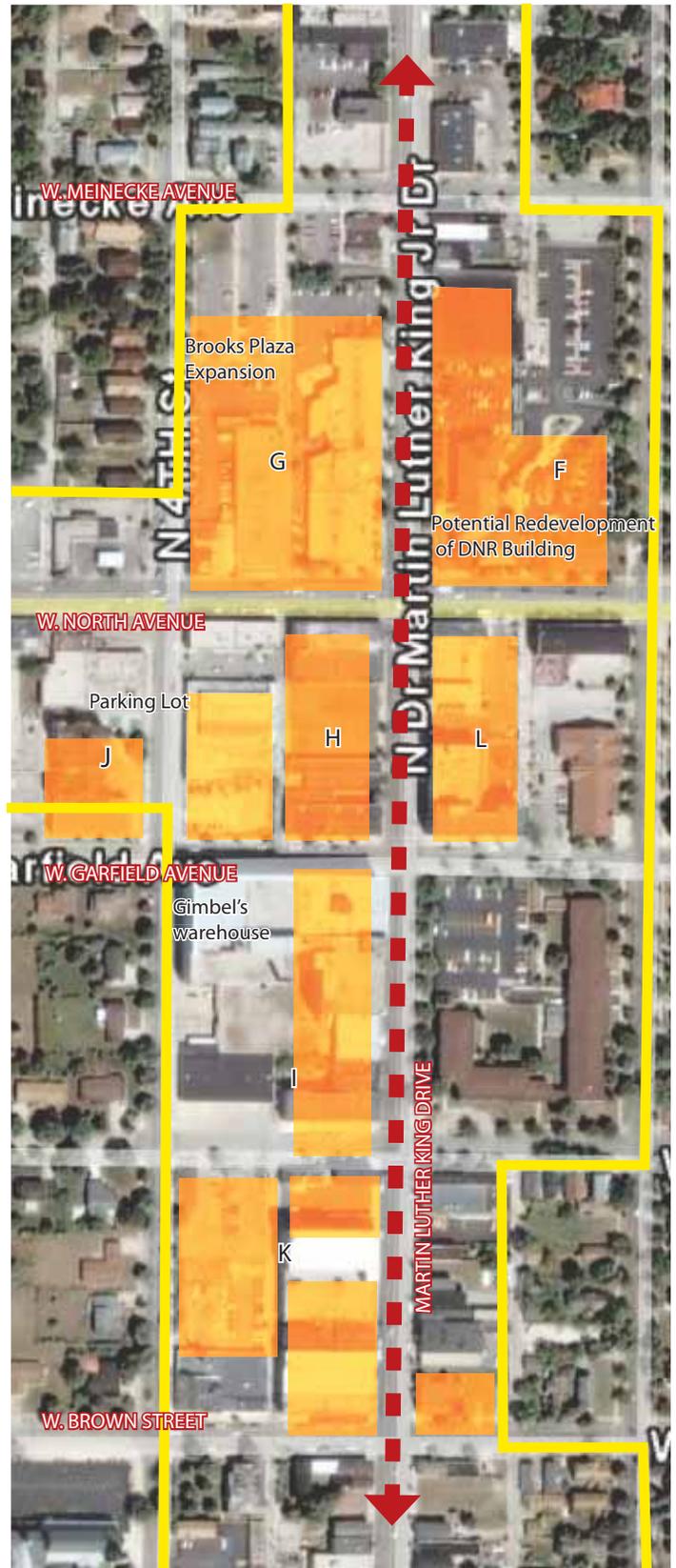


Figure 5.31: Martin Luther King Drive from Meinecke to Brown Street

1G - CATALYTIC PROJECT: MARTIN LUTHER KING DRIVE MEINECKE TO BROWN

STREETSCAPE IMPROVEMENT STRATEGIES

1. Encourage streetscape improvements that will promote a pedestrian friendly environment and highlight recommended approaches (see the Historic King Drive Transit and Commercial Corridor section on page 139 for details).

2. Seek unobtrusive parking solutions that will support the character of the district, e.g. side or rear parking, shared parking, or valet parking.



Figure 5.32: DNR Building and site to be Redeveloped



Figure 5.33: Brooks Plaza - Mini Mall and Parking to be Redeveloped



Figure 5.34: Historic Building after facade renovation.



Figure 5.35: Gimbel's Warehouse - Potential for adaptive reuse

1H - CATALYTIC PROJECT: KING DRIVE COMMONS III

INTRODUCTION

King Drive Commons III is the latest phase of the redevelopment of an area of North Martin Luther King Jr. Drive that is bounded by Locust Street on the north, Center Street on the south, First Street on the east, and Seventh Street on the west, and is part of a more recent comprehensive planning and redevelopment of the northern portion of the Harambee community. MLKEDC's earlier redevelopment activities in this area include development of the Ameritech King Commerce Center with Historic King Drive Business Improvement District (1999), the Ponderosa Restaurant (2002), and King Drive Commons I, a \$3.6 million mixed-use development consisting of 18 affordable apartments and 5,000 square feet of commercial space, developed with Harambee Ombudsman Project Inc. in 2005. Phase II of King Drive Commons, completed in 2008, is a \$5.8 million mixed-use development, which includes 24 units of affordable family-style housing units and 2000 square feet of commercial space along King Drive at Hadley Street.

VISION

Redevelop this section of King Drive as a market stimulus and mixed use catalyst for further development. The commercial portion of the development will house a fresh foods market that will open out onto King Drive, creating an open-air area along the sidewalk for display and sale of fresh produce during the summer and fall. The Market will be managed and operated by Will Allen, an award-winning area farmer, who operates a fresh produce market and is the Executive Director of Growing Power, inc., an urban agriculture production and training facility located on Milwaukee's northwest side. The food market will offer fresh and nutritious food products that are not available in this area. The residential component will include 24 affordable rental units, including three-bedroom live-work units and two-bedroom apartments.

AREA BOUNDARIES

King Drive to the east, alley to the west, Center to the south, and Christine Lane to the North.

REDEVELOPMENT STRATEGIES

1. Assemble site to allow for redevelopment of the King Drive Commons III Project.
2. Coordinate existing resources to support the project, including existing Tax Incremental District financing, Business Improvement District funds, Targeted Investment Neighborhood funds, Façade Grants and other public and private resources.
3. Preserve historic buildings on the southern portion of the site to the extent feasible.
4. Continue the pedestrian friendly "Main Street" street edge included in recent adjacent developments. Make all principal or street facing facades pedestrian friendly, open and transparent.

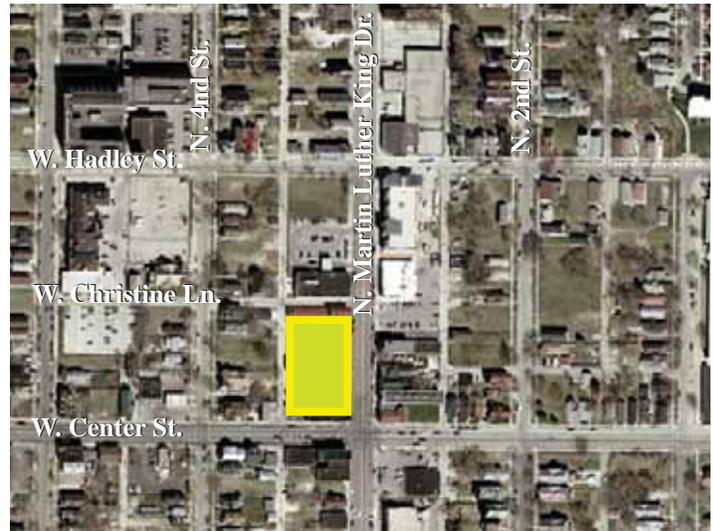


Figure 5.36: King Commons III Project Site



Figure 5.37: King Commons III Project Sketch

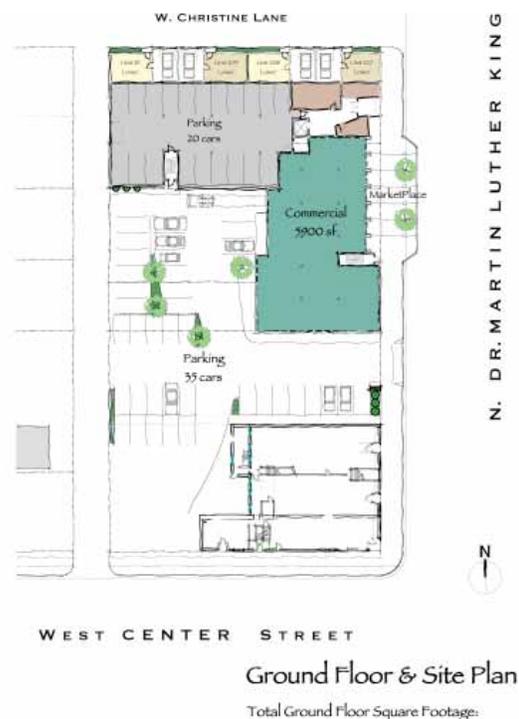


Figure 5.38 King Commons III Proposed Site Plan

1H - CATALYTIC PROJECT: KING DRIVE COMMONS III

5. Provide sufficient parking on site for the intended use. Locate parking behind buildings or adequately screen from street view.

LANDSCAPE AND STREETScape STRATEGIES

1. Redesign the bus shelter waiting area to be more welcoming and attractive, rather than a nuisance, for customers and businesses.
2. Employ adequate lighting and other design elements to contribute to the public safety of the neighborhood.
3. Reconsider the no-left turn status of the intersection to encourage more traffic along King Drive.
4. Add landscape elements such as street trees and planting beds.
5. Promote the use of directional and business signage that promote a better quality image.
6. Install pedestrian amenities where appropriate, such as benches, pedestrian lighting and trash receptacles.

PROGRAMMING STRATEGIES

1. Encourage a residents association for all three King Drive Commons Projects, and work with existing block clubs to support them.
2. Incorporate educational programs as part of the healthy eating experience.

ADJACENT PROPERTY DEVELOPMENT STRATEGIES

Encourage mixed use development on the other corners of the King Drive and Center Street intersection that will increase pedestrian activity and benefit the entire community.



Figure 5.39: King Drive and Center Street Existing conditions

6: Riverworks - Area 2

DISTRICT:

2A - RIVERWORKS INDUSTRIAL CENTER

CORRIDOR:

2B - CAPITOL DRIVE COMMERCIAL AND MIXED USE CORRIDOR

CATALYTIC PROJECT:

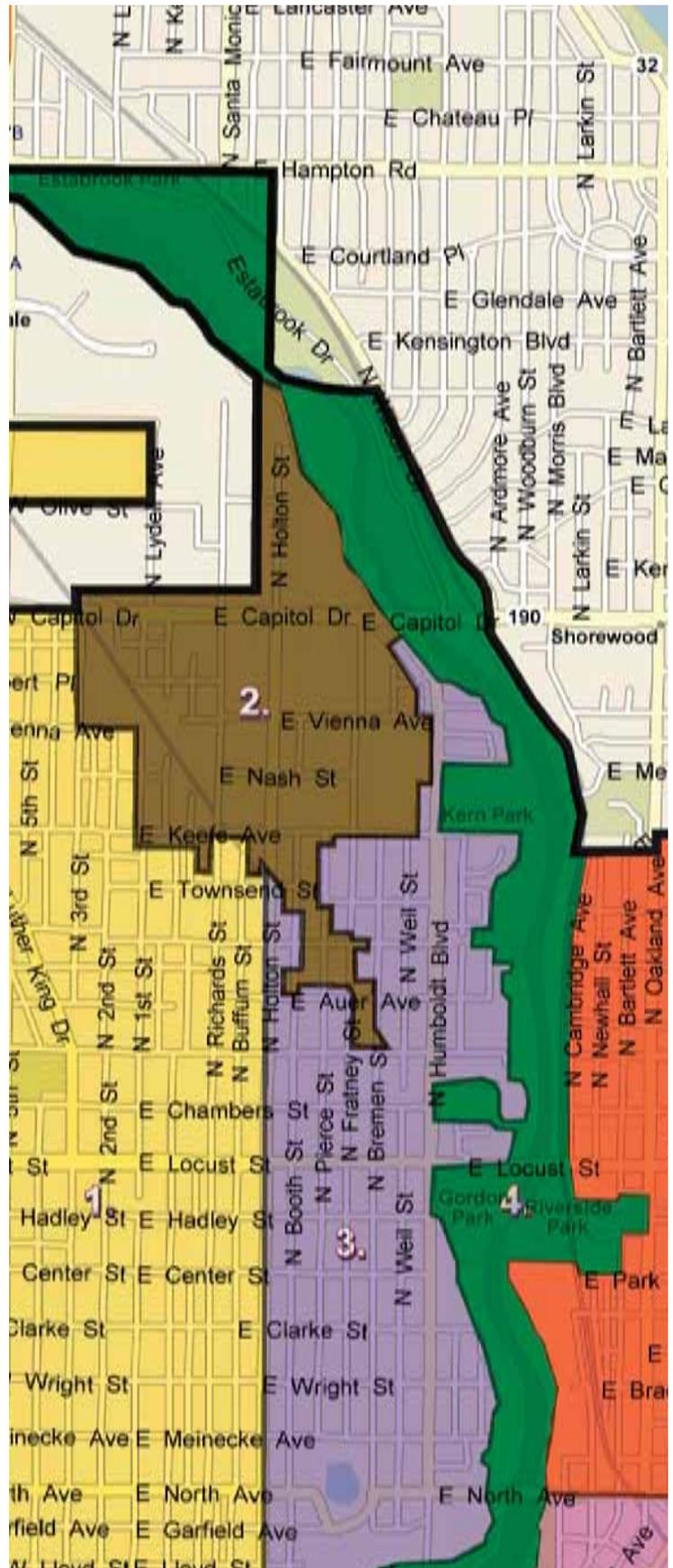
2C - "BLUE HOLE" REDEVELOPMENT AREA

RIVERWORKS AREA 2 Northeast Side Plan Areas

1. Harambee
- 2. Riverworks**
3. Riverwest
4. Milwaukee River
5. Upper East Side (outside of map)
6. Lower East Side
7. Lakefront (outside of map)

Stakeholders:

- Riverworks Development Corporation
- Riverworks BIDs #25 and #36



2A: RIVERWORKS INDUSTRIAL CENTER DISTRICT

INTRODUCTION

The Riverworks Industrial Center is a thriving business and manufacturing district at the northernmost point of the Northeast Side. It straddles Harambee (west of Holton Street) and Riverwest (east of Holton Street), and serves as a gateway to Milwaukee from the Glendale, Shorewood and Whitefish Bay communities. With many positive attributes: geographically central location, good transit service, proximity to a skilled workforce and reasonably affordable manufacturing space, Riverworks remains competitive as a business park, a strong regional and local shopping district (Capitol Drive commercial corridor) and an industrial center with many manufacturing, wholesale product, retail and technology industries. Part of the Northeast Milwaukee Industrial Corridor, Riverworks has suffered a portion of Milwaukee's loss of manufacturing jobs over the past 30 years. Prior to the 1970's and early 1980's, the area was a major manufacturing center that included automotive plants for companies such as American Motors Corporation and Chrysler. The area's two Business Improvement Districts (BIDs #25 and #36), together with the Riverworks Development Corporation, are making great strides toward improving the business district and retaining the jobs that remain.

Auto-oriented, big box and mini-mall development on Capitol Drive (a strong commercial corridor that bisects Riverworks east-west) has had some detrimental effect on its ability to create a cohesive corporate park image, link uses, maximize the use of available land and attract customers and new businesses. Capitol Drive, the central east-west corridor in the district, serves as a major thoroughfare to the area from I-43. This corridor also serves a market area that stretches from the North Shore suburbs to Milwaukee's Harambee, Riverwest and East Side neighborhoods. As a central spine of commercial activity for the district and its well designed and strategic redevelopment can help improve the area's image and attract new investment.

VISION

Enhance the Riverworks District identity, marketability and viability, as a state of the art industrial and commercial mixed use center through the support and retention of thriving businesses; maintenance of up to date buildings and infrastructure; and the retrofit and upgrade of outdated structures.

AREA BOUNDARIES

Humboldt Avenue to the east, Richards Street / North 3rd Street / North 1st Street to the west, Keefe Avenue to the south and the City of Glendale boundary to the north.

GOALS

Create a masterplan for Riverworks. Develop a comprehensive master planning document that will articulate the goals for the area and guide implementation of strategies used to accomplish these goals as follows:

A. CREATE A MASTER PLAN FOR RIVERWORKS

Develop a comprehensive master planning document that will articulate the goals for the area and guide implementation of strategies used to accomplish these goals.

B. IMPROVE OVERALL DISTRICT IMAGE AND IDENTITY

Promote and strengthen current efforts to create and maintain a cohesive, vibrant and successful Business District. Rehab marginal uses and eliminate unsightly uses that detract from the image and identity of the area. Improve site as well as building elements (e.g. fences, landscaping, signs, parking lots) as part of image and identity. Emphasize cleanliness and lack of debris, litter, graffiti, etc.

C. REDEVELOPMENT AND LAND USE

Encourage mixed use development that includes light industrial, office and commercial uses. Define areas where independent uses should be intensified as well as areas where mixed use may not be desirable (e.g. conflicts between uses). Identify sites for land assembly and brownfield remediation. Differentiate Capitol Drive as a commercial/retail corridor.

D. BUSINESS RETENTION AND RECRUITMENT

Use local workforce development agencies, new and improved facilities, and appropriate infrastructure to retain existing and attract new businesses.

E. SUSTAINABLE DEVELOPMENT PRACTICES

Promote the use of sustainable development principles that address stormwater management and building envelope improvements that will benefit businesses.

F. PEDESTRIAN SAFETY AND COMFORT

Address the need for continuous pedestrian connections, streetscape improvements and reduction of pedestrian / vehicular conflicts.

G. HIGH SPEED TRANSIT LINK

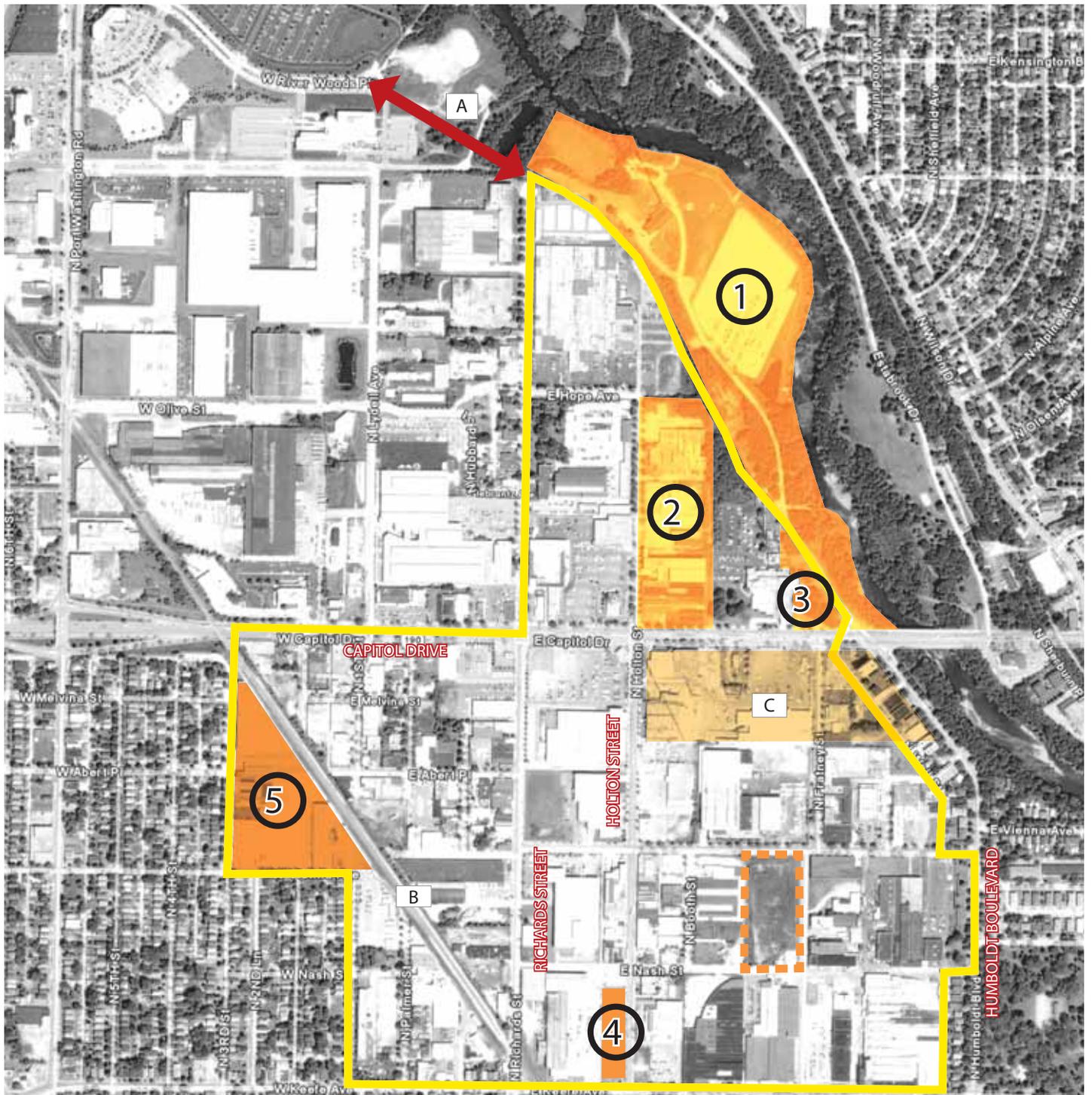
Promote a high speed transit link to connect the Riverworks and Glendale Industrial Centers with Downtown, Schlitz, Manpower, King Drive, Harambee, the Port Washington commercial corridor and Bayshore Town Center (see Proposed or Enhanced Northeast Side Transit Routes p. 109)

RIVERWORKS MASTER PLAN STRATEGIES

Create a comprehensive vision for Riverworks through the development of a master plan that promotes the goals for the Riverworks Industrial Center District as well as the following:

1. Expand the identity of Riverworks from an industrial park to a thriving mixed use district with supporting light manufacturing uses.

2A: RIVERWORKS INDUSTRIAL CENTER DISTRICT



- # Potential Redevelopment Site**
- Vacant Parcel**

- A** River Woods Parkway or Estabrook Blvd. Extension
- B** Sold Railroad Alignment (possible Linear Park extension)
- C** Expanded Retail Node (includes former Lena’s Grocery)
- 1** Blue Hole Redevelopment Site
- 2** Jessica Property Site
- 3** Available Open Space at Gateway
- 4** Underutilized Grass Area by Compo
- 5** Underutilized Land / Building by US Corrugated

Figure 6.1: Redevelopment Sites within Riverworks

2A: RIVERWORKS INDUSTRIAL CENTER DISTRICT

- Evaluate potential for properties beyond the Capitol Drive frontage to be rezoned from Industrial - Light to Industrial - Mixed.
 - Evaluate potential for properties along Capitol Drive to be rezoned from Industrial - Light to applicable Commercial District zones. Zoning along Capitol Drive should be uniform.
2. Encourage participation by area businesses, property owners, residents and community organizations to better understand public needs.
 3. Provide strategic improvements for better transit, vehicle, pedestrian and bicycle access into and throughout the district. Improvements include a more pedestrian and bicycle friendly street network; promoting uses that encourage walking, transit and biking; and providing transit stops and facilities that address the safety and comfort of riders.
 4. Market to strengths of area-good transit, close proximity to employees, infrastructure already in place, empty buildings ready to be occupied (inc. 5 - 10,000 SF industrial “condos” if needed), competitive pricing.
 5. For new development in compliance with master-plan, create a clear streamlined process for development/redevelopment (permits, timeline, assistance, etc.).

IMAGE AND IDENTITY IMPROVEMENT STRATEGIES

The image and identity of Riverworks is strong on Capitol Drive. Signage and streetscape improvements efforts have enhanced the area and businesses have flourished along the corridor. The Riverworks image should be expanded throughout the district to create a unified image for the area, link businesses and attract investment.

1. Create a common image and strengthen connections with the Glendale Industrial Center to the north.
 - Extend River Woods Parkway or Estabrook Boulevard that creates an entrance to Glendale’s Estabrook Corporate Park and connect to N. Humboldt Boulevard. This will improve access to isolated land parcels along the river and physically as well as visually link the Riverworks’ Industrial Center to Glendale’s Estabrook Corporate Park.
2. Develop gateways to identify entry points into the district and give visitors a sense of arrival.
 - Utilize signage, banners, identity icons, landscape elements and special paving materials at nodes identified for gateway locations (see Figure 6.11 Streetscape Concepts). Pedestrian amenities



Figure 6.2: Existing Riverworks Identity Signage



Figure 6.3: Existing Roadway Conditions



Figure 6.4: Existing Industrial Buildings

2A: RIVERWORKS INDUSTRIAL CENTER DISTRICT

such as bus stops and seating areas should be integrated where appropriate. Potential gateway locations include Capitol Drive and N. 2nd Street, Capitol Drive and Humboldt Boulevard and N. 1st Street with the new River Woods Extension.

- Promote the use of signage, location maps and business directories that will foster Riverwork's identity while providing information on area resources.

C. REDEVELOPMENT AND LAND USE STRATEGIES

Both retail and industrial uses are marketable in the area. Providing an appropriate mix of uses that supplies adequate industrial space while allowing for an increase of commercial uses will promote a more vibrant district.

- Develop regulations that set boundaries for mixed use commercial development and industrial uses.
- Evaluate potential reuse opportunities of redevelopment sites and underutilized buildings (See Figure 6.1).
 - Potential reuse opportunities include the conversion of outdated industrial buildings into mixed use commercial and residential uses. An example of an appropriate development of this type for the area includes lofts for artists and other craftsmen that provide living as well as working space.
- Address boundary issues arising from properties subdivided between the City of Glendale and City of Milwaukee boundary lines.



Figure 6.5: Existing District Zoning

* Data Source: Milwaukee DCD

BUSINESS RETENTION AND RECRUITMENT STRATEGIES

Supporting a variety of business options in the area and providing a well trained workforce will help retain existing industry and make Riverworks attractive to new businesses.

- Continue to expand and improve existing BID job training programs for the local workforce.
 - Tailor training programs to create a workforce that meets the demand of businesses located or relocating into the area. For example, programs geared towards computer skills education can help meet the needs of technology oriented businesses.
- Continue to provide space for the growth and development of existing and new businesses.
 - Continue to find ways to help core businesses in the district expand. Support new ventures that build on their current operations and customer base.
 - Upgrade buildings to meet the needs of potential businesses. Renovation efforts should include interior, site and facade improvements.
 - Identify specific buildings in need of facade grants and sites in need of parking and / or parking improvements.
 - Increase marketing efforts announcing available commercial and industrial space.
- Identify commercial and industrial businesses that Riverworks should recruit, based on current market needs.
 - Expand the entrepreneurial base.
 - Review list of retailers targeted in the Riverworks Retail Assessment & Development Strategy study to evaluate whether they meet current needs.
 - Support the growth of small businesses in the district. Explore the variety of small business models that are existing or have the potential to be included in the area, and evaluate needs for interior space requirements.

2A: RIVERWORKS INDUSTRIAL CENTER DISTRICT

- Further support existing and foster the creation of additional small business incubators as an opportunity for business development.
4. Improve roadway infrastructure to allow for better vehicular and pedestrian circulation.

SUSTAINABLE DEVELOPMENT STRATEGIES

1. Promote the use of Leadership in Energy and Environmental Design (LEED) guidelines.
 - Develop a green building / sustainable development education program for businesses and developers in the area with the assistance of the local BIDs and the Riverworks Development Corporation.
 - Research and identify applicable federal programs for green building construction.
 - Explore alternatives for local government incentives such as density bonuses, grants, expedited permitting, permit / zone fee reductions, tax abatement, tax credits and technical assistance, to foster green building practices.
 - Promote sustainable operation practices for existing businesses.
2. Encourage new construction and renovation projects that use green building techniques to improve not only the environment but the business bottom line.
 - Support upgrades that address energy use reduction. Develop a pilot program that include identification of available funding for this effort and creates additional incentives.
3. Encourage sustainable development principles for stormwater runoff practices such as porous pavements, rain gardens, green roofs and other forms of natural water management.

PEDESTRIAN SAFETY AND COMFORT STRATEGIES

1. Conduct streetscape improvements that include landscaping, pedestrian amenities and lighting to promote pedestrian circulation.
 - Extend streetscape improvements from southern portions of Holton Street into Riverworks.
 - Develop a landscape plan for the area.
2. Provide better pedestrian connections to allow customers from local businesses and area employees to take advantage of this network.

HIGH SPEED TRANSIT LINK STRATEGIES

1. Promote a high speed transit link (as a future element in a comprehensive regional transit strategy) that links workers to major employment centers such as Schlitz and Manpower near downtown, and Riverworks/Glendale Industrial Centers on the Northeast Side.
2. Also promote this high speed transit link as a way to connect neighborhoods like Harambee to commercial corridor employment and shopping, e.g. Grand Avenue Mall, Bayshore Town Center, Capitol Drive, and King Drive.
3. Provide a shuttle from the major transit stop(s) on Port Washington Road to all Riverworks and Glendale Industrial Center places of employment

2B - CAPITOL DRIVE COMMERCIAL AND MIXED USE CORRIDOR

INTRODUCTION

Capitol Drive is a central commercial arterial that bisects Riverworks. Recently this area has transformed from a primarily industrial area to a commercial retail corridor, composed of national retailers and fast food restaurants. I-43 highway access along Capitol Drive is a major asset for retail development, however, the auto-oriented big box retailers with large parking lots do not promote pedestrian activity. This type of development has limited linkages along the corridor. The goal of the plan is to improve Capitol Drive to create a vibrant commercial / retail corridor incorporating a mix of regional shopping and neighborhood services in a pedestrian friendly and attractive setting.

AREA BOUNDARIES

Capitol Drive from I-43 to Humboldt Boulevard.

CORRIDOR IMAGE IMPROVEMENT STRATEGIES

1. Continue and further promote the use of signage, banners and business directories along Capitol Drive to develop a strong corridor image that complements the Riverworks District.
2. Develop gateways on N 2nd Street and Humboldt Boulevard to provide a sense of arrival and a stronger identity. Other gateways throughout the city, such as that of the Third Ward, serve as an example (see figure 6.6). Gateways should include Riverworks identity signage as shown on Figure 6.2.



Figure 6.6: Example of Third Ward Gateway in Milwaukee

3. Conduct streetscape improvements that include landscaping, installation of pedestrian amenities, improved transit stops and traffic calming techniques.

LAND USE AND DEVELOPMENT STRATEGIES

The development of a Retail Overlay Zone on Capitol Drive would facilitate the implementation of land use and development standards along the corridor. The following are some potential development strategies for such a zone:

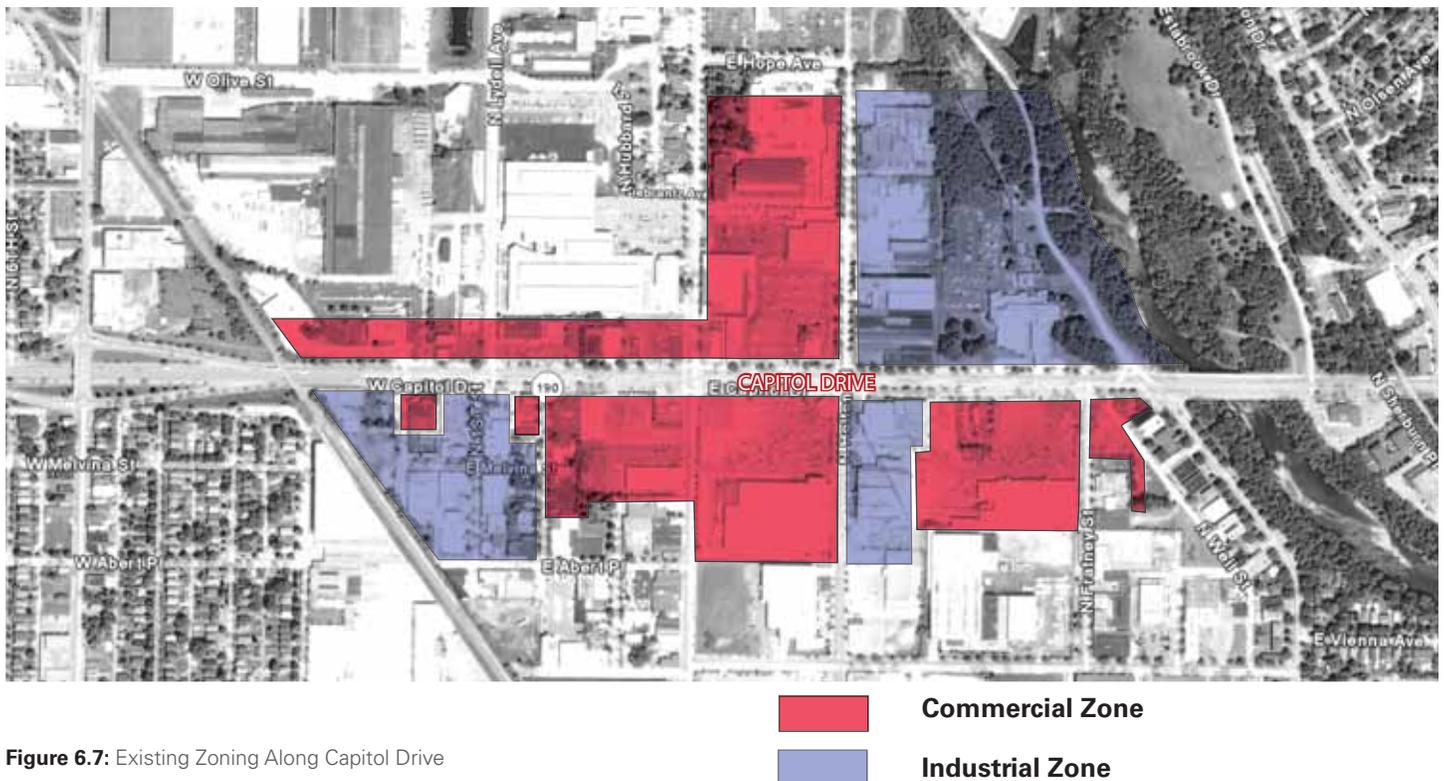


Figure 6.7: Existing Zoning Along Capitol Drive

2B - CAPITOL DRIVE COMMERCIAL AND MIXED USE CORRIDOR

1. Evaluate rezoning light industrial properties to commercial. Analyze existing commercial activity and determine the type of commercial district zones needed in the area.
 - Evaluate the potential creation of a 300' commercial zone along Capitol Drive for retail development that establishes a street edge and landscaped parking lots.
2. Encourage mixed use development that incorporates commercial and office uses.
3. Establish design standards for new development and improvements.
 - Create walkable retail clusters that provide linkages for pedestrian movement.
 - Promote the construction of commercial buildings along the Capitol Drive frontage to create a continuous building edge.
4. Develop parking standards that will accommodate the needs of potential retailers coming into the area and address pedestrian circulation.
 - Encourage shared parking and pedestrian connections that support multi-purpose trips. Multi-purpose trips allow for customers to drive to one destination and walk throughout a commercial area to obtain a variety of goods.
 - Promote the placement of parking areas behind or on the side of buildings.

COMMERCIAL AND RETAIL STRATEGIES

1. Promote the renovation and reuse of vacant or underutilized properties along the corridor.
 - Evaluate potential location of needed retail (e.g. "sit down" restaurants).
2. Evaluate existing parking needs and review the potential for infill development in the existing parking areas (e.g. Wal-Mart, Lena's, Big Lots parking lots).
3. Encourage the creation of a retail node between Holton Street and Humboldt Avenue.
 - Develop a "town square" approach to big box and shopping center development that includes walkable blocks, internal "streets" and street oriented storefronts and facades, landscaped public spaces and public ways.



Figure 6.8: Existing Commercial Development Along Capitol Drive



Figure 6.9: Capitol Drive Existing Conditions



Figure 6.10: Potential Redevelopment Opportunities

COMMERCIAL CORRIDOR

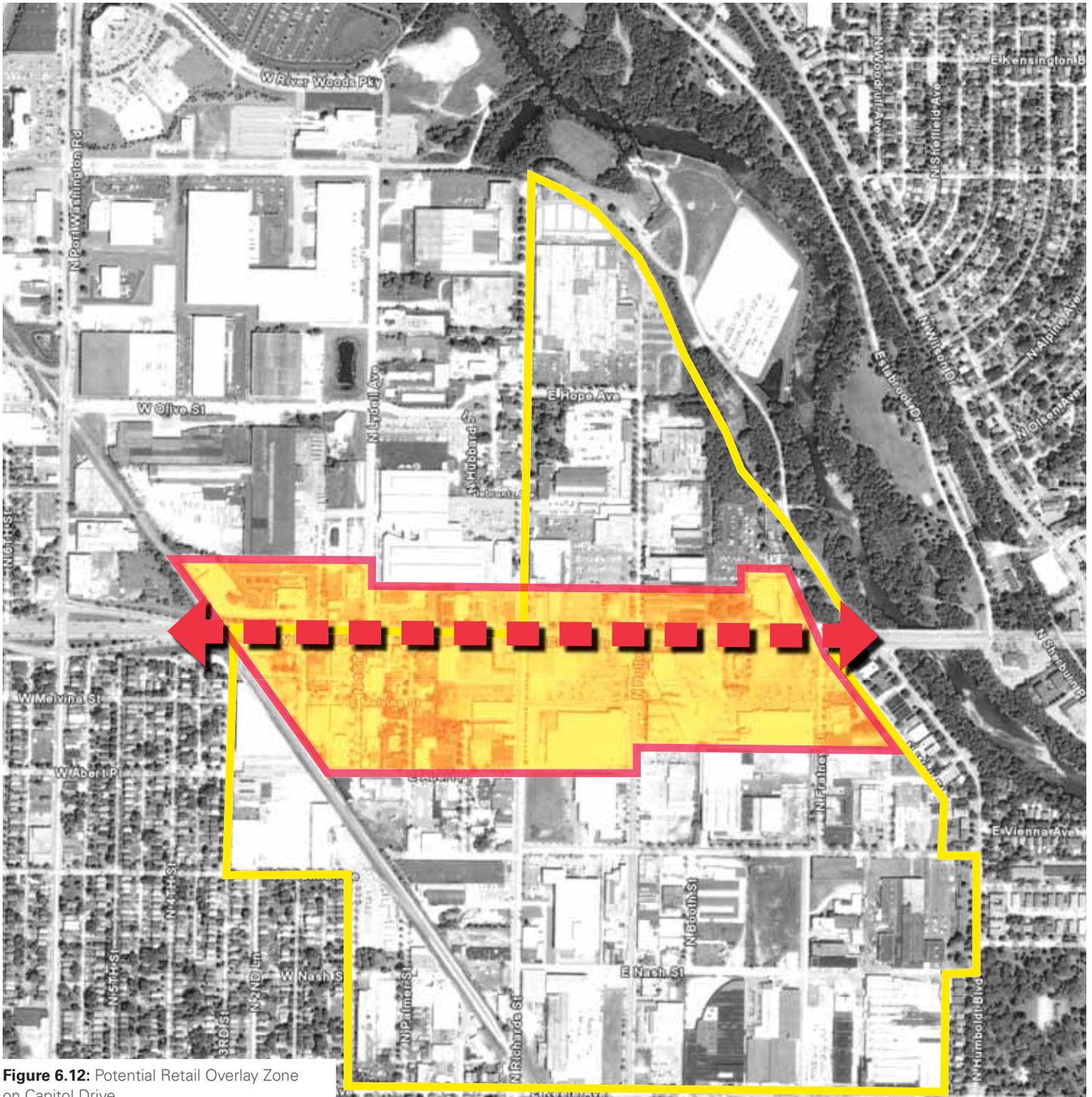


Figure 6.12: Potential Retail Overlay Zone on Capitol Drive

-  Capitol Drive
-  Retail Overlay Zone

2C: BLUE HOLE REDEVELOPMENT AREA



Figure 6.13: Blue Hole Redevelopment Area and the Milwaukee River

INTRODUCTION

The Blue Hole site is owned by the Milwaukee Area Technical College (MATC). It is a capped landfill currently used as a UWM park and ride lot. There are several redevelopment alternatives for the site but any combination of these or other future development must take into consideration the site's environmental issues including contaminated land and its proximity to the Milwaukee River. The site's redevelopment would be catalytic due to its location, size and potential to include an intensity of land uses.

AREA BOUNDARIES

The Milwaukee River to the north and east, Capitol Drive to the south and Humboldt Boulevard to the west.

ALTERNATIVE #1: RECREATION FIELDS

Athletic fields at the Blue Hole site could provide recreational opportunities for the community at large as well as UWM students. Athletic fields would take better advantage of available land while still allocating space for parking needed by UWM and other users. The athletic fields could include baseball and soccer fields as well as a pedestrian / bike bridge to connect the east and west side of the Milwaukee River.



Figure 6.14: Blue Hole Site Boundary

2C: BLUE HOLE REDEVELOPMENT AREA

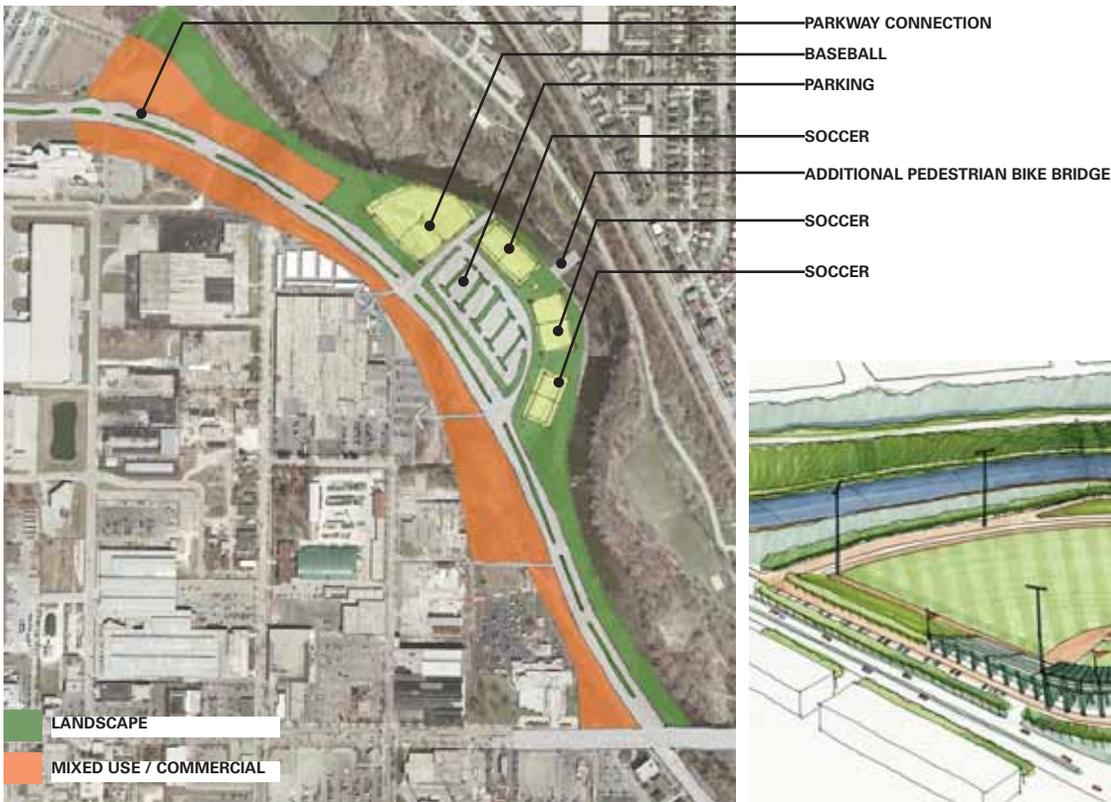


Figure 6.15: Blue Hole - Recreation Fields



Figure 6.17: Blue Hole - Recreation Fields

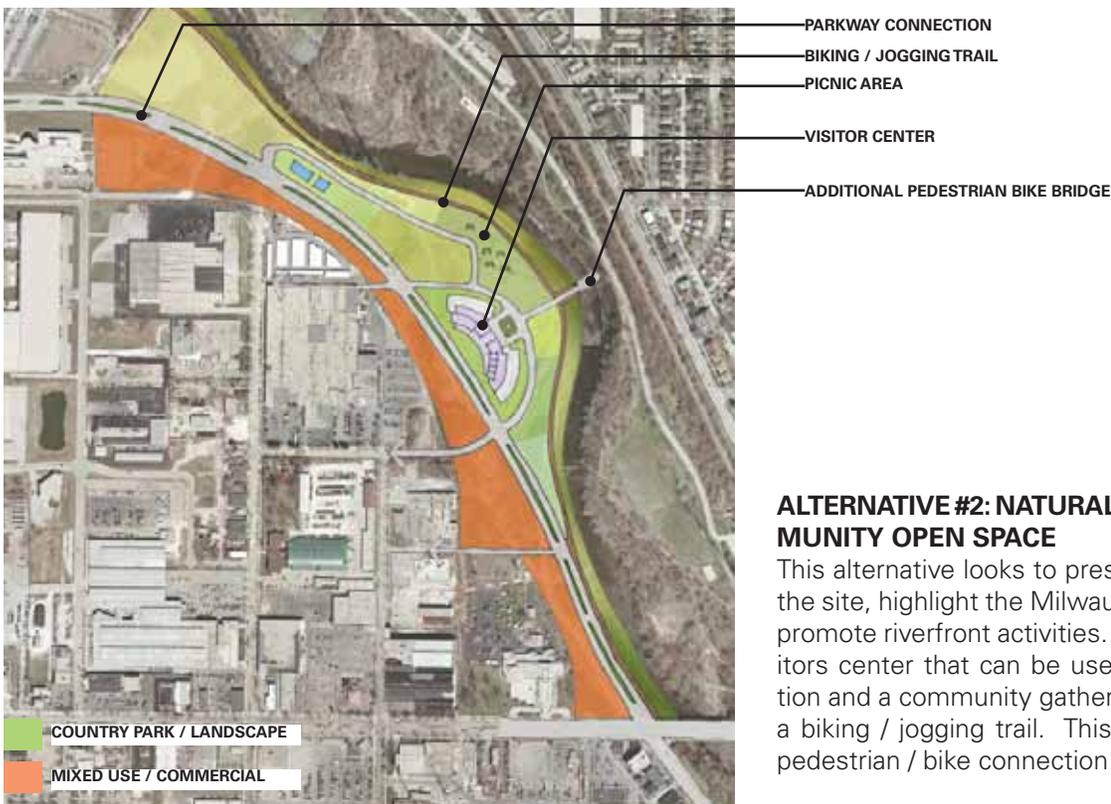


Figure 6.16: Blue Hole - Naturalistic Landscape / Community Open Space

ALTERNATIVE #2: NATURALISTIC LANDSCAPE / COMMUNITY OPEN SPACE

This alternative looks to preserve the natural scenery of the site, highlight the Milwaukee River as a resource and promote riverfront activities. The program includes a visitors center that can be used for environmental education and a community gathering space, a picnic area and a biking / jogging trail. This alternative also provides a pedestrian / bike connection across the river.

2C: BLUE HOLE REDEVELOPMENT AREA

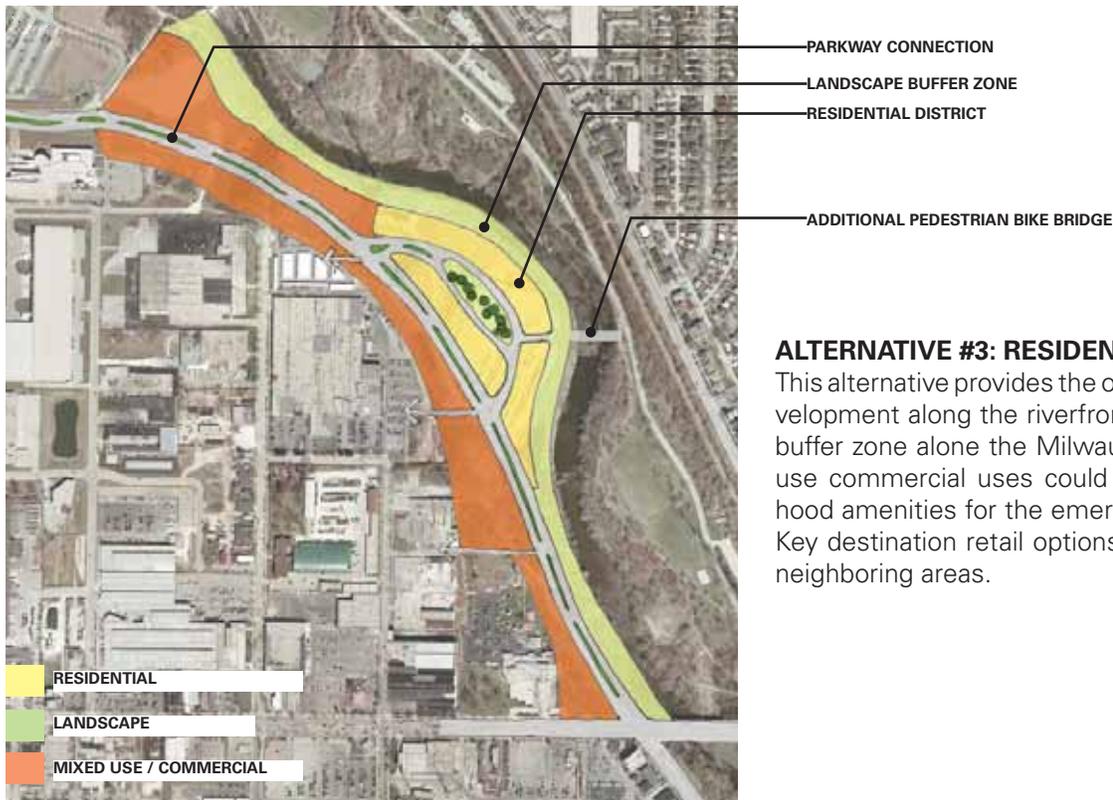


Figure 6.18: Blue Hole - Residential Mixed Use

ALTERNATIVE #3: RESIDENTIAL MIXED USE

This alternative provides the opportunity for residential development along the riverfront and includes a landscape buffer zone along the Milwaukee River. Adjacent mixed use commercial uses could provide walkable neighborhood amenities for the emerging residential community. Key destination retail options could also be provided for neighboring areas.

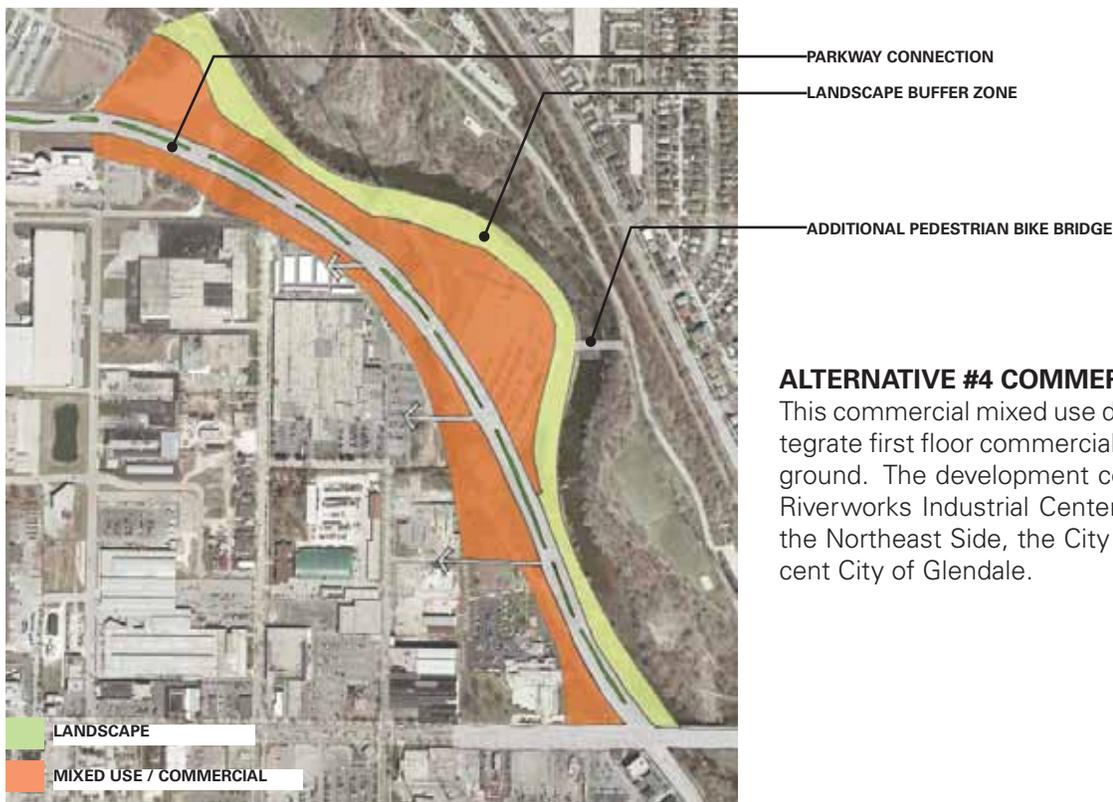


Figure 6.19: Blue Hole - Commercial Mixed Use

ALTERNATIVE #4 COMMERCIAL MIXED USE

This commercial mixed use development option could integrate first floor commercial with residential uses above ground. The development could be an extension of the Riverworks Industrial Center and provide more jobs for the Northeast Side, the City of Milwaukee and the adjacent City of Glendale.

7: Riverwest - Area 3

AREA OVERVIEW

DISTRICT:

3A - BEER LINE "B" & "C" CORRIDORS

CORRIDORS:

3B - CENTER STREET

3C - LOCUST STREET

3D - HOLTON STREET

3E - LINEAR PARK

CATALYTIC PROJECT:

3F - CENTER STREET & HOLTON STREET INTERSECTION

3G - NORTH AVENUE CORRIDOR - MARTIN LUTHER KING DRIVE TO
RESERVOIR PARK

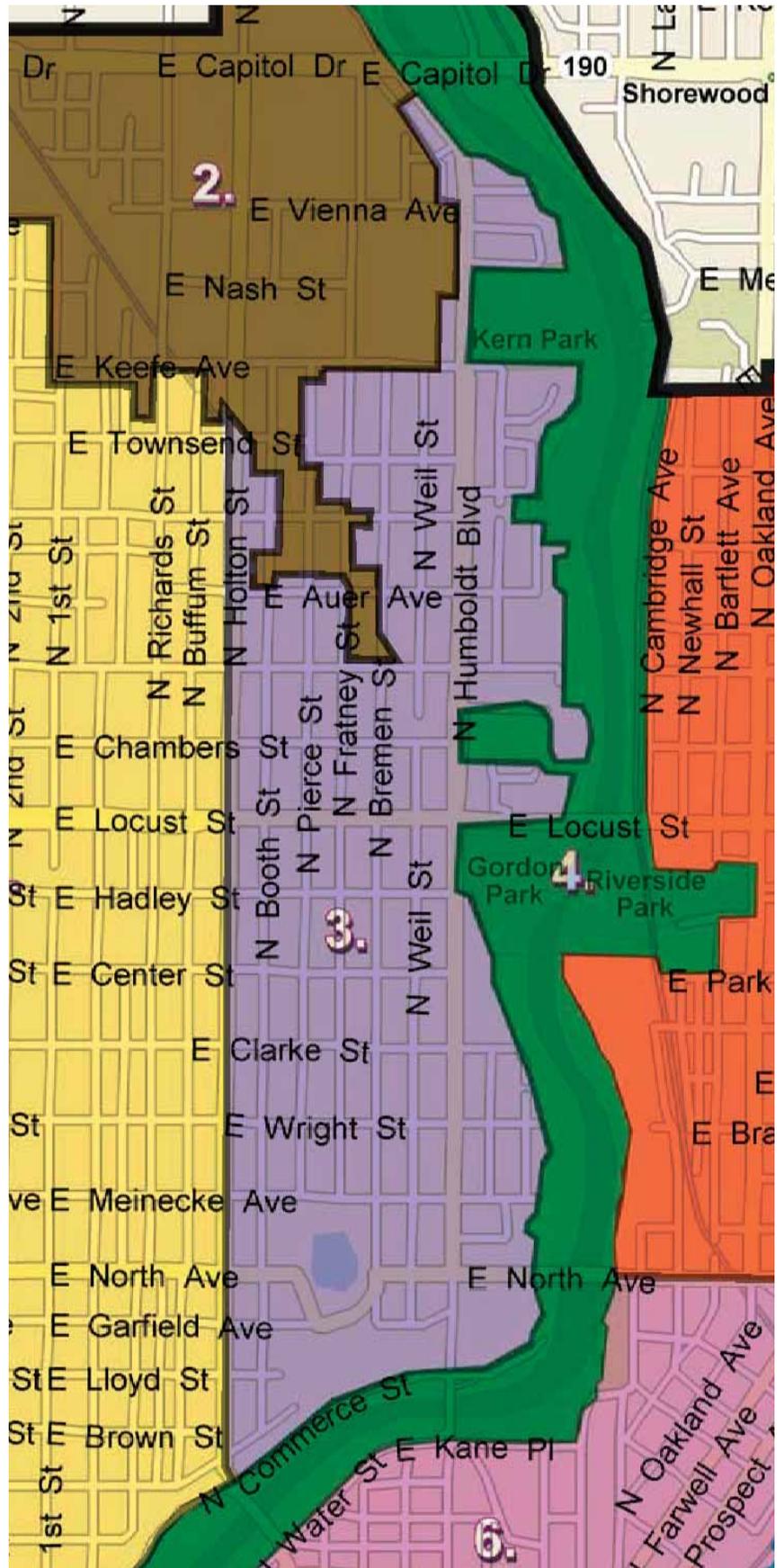
RIVERWEST AREA 3

NORTHEAST SIDE PLAN AREAS

1. Harambee
2. Riverworks
- 3. Riverwest**
4. Milwaukee River
5. Upper East Side
6. Lower East Side
7. Lakefront

Stakeholders:

- Riverwest Neighborhood Association
- Riverwest Neighborhood Association's Guardians of Green Space
- Milwaukee Urban Gardens



RIVERWEST AREA

INTRODUCTION

Located just three miles north of downtown, Riverwest is an urban village in the heart of metro Milwaukee with its own distinctive character and eclectic appeal. Residents describe it as complex and contradictory, at one and the same working class and well off; Bohemian and core value (self-reliant, do-it-yourself, no frills, pragmatic); family-oriented yet open to all lifestyles; independent but loyal (customers who Buy Local and prefer mom-and-pop to chain stores). Based on this, not surprisingly, Riverwest is home to many local independent businesses, artists studios and galleries and one-of-a-kind shops, co-ops, restaurants, community-oriented “handouts”, coffee houses, etc. Many of these creative one-of-a-kind businesses are also marginal and might benefit from a larger following or customer base.

From a physical development standpoint, the community is conservative of its traditional pattern language (way of building). Many original housing blocks are largely intact. Polish flats still exist along with corner stores, residential-above-retail commercial areas, historic schools and churches. Riverwest is rich in history and tradition, although clearly the burden/cost of maintaining these properties has outstripped the incomes of many of its residents.

Local organizations and individuals are active in trying to preserve the artistic identity of the area, promote open space / green space and improve the neighborhood’s commercial areas. This plan seeks to promote Riverwest’s identity by reinforcing and strengthening the unique character and market appeal of its shopping districts and residential areas.

AREA BOUNDARIES

Capitol Drive and Keefe Avenue to the north, Holton Street to the west, the Milwaukee River to the east, and Commerce Street to the south.

GOALS

A. NEIGHBORHOOD SHOPPING CORRIDORS

Promote and strengthen all commercial corridors and scattered sites, particularly the two most prominent commercial corridors in Riverwest; Center Street and Locust Street.

B. DEVELOPMENT STANDARDS

Implement design and development standards based on public input to address restoration of existing structures and promote development that reflects the neighborhood character.

C. SUSTAINABLE AND GREENING INITIATIVES

Encourage “green initiatives” such as urban agriculture, sustainable development, natural landscaping and native plantings in parks, conversion of excess paved area to green

space (and limits on the amount of impermeable surfaces) and better use of open space.

D. RIVERWEST COMMERCIAL CORE

Strengthen Riverwest’s commercial core by organizing, promoting, better connecting and improving scattered commercial sites. Consider a merchants’ association or BID as an organizing tool.

SHOPPING CORRIDORS STRATEGIES

Improve commercial corridors along Clark, Center, Locust and Burleigh to reflect their distinct business character and further encourage retail activity.

1. Create merchants associations or Business Improvement Districts in commercial areas to plan, organize and implement improvements. Model after successful programs in other parts of the city where the merchants association or BID is geared toward business owners (more grass roots than top down).
2. Identify and develop a plan to market vacant retail space in commercial areas.
 - Find neighborhood-serving businesses to make commercial districts more viable, marketable and more of an asset to the community.
 - Search for businesses that could serve as strategic commercial anchors (destination retail) to help support a mix of local and independent businesses.
3. Establish a facade grant program with design guidelines to preserve and enhance commercial district character and appeal.
 - Use district signs or kiosks to promote businesses in the area. Kiosks may also be used to notify people of community events.
 - Foster a more walkable environment to encourage more pedestrian activity by making streetscape, landscape and right of way improvements; for example, better bike lanes.
 - Incorporate traffic calming measures on heavily trafficked streets such as Locust Street, to create a safer, friendlier, more walkable commercial district.
4. Develop an internet marketing plan for area businesses to supplement walk-in sales and advertise for the district. This could also be extended to home-based businesses in the area.
5. Create gateways and green gateway corridors (North Avenue, Locust Street, Capitol Drive) that will highlight arrival into the Riverwest neighborhood and promote its identity using a combination of available green space, signage, public art (Riverwest artist), or streetscape elements (e.g. signature design

RIVERWEST AREA

element such as Riverwest kiosk or architect designed bus shelter).

- Develop a major gateway at the key intersection of Humboldt and Locust and/or Holton and Locust.
- Create secondary gateways with identifying signage at the intersections of Humboldt and Capitol, Humboldt and North or Holton and Center.
- Promote mixed use infill or replacement redevelopment on available properties surrounding the intersection of North Avenue and Humboldt Street. Upgrade or replace the gas station building and canopy to be more pedestrian friendly. Add green space (native plants) where possible and improve overall site. (See Figure 7.1).

6. Improve connections from Riverwest to strong commercial districts on the east side of the Milwaukee River (Brady Street via Holton, East Side BID via North, University Square BID via Locust, and Shorewood commercial district via Capitol Drive).

DEVELOPMENT STRATEGIES

Balance development pressures with effective development tools, incentives and standards that enable local groups to renovate deteriorated properties, return absentee-owned properties to local ownership and construct new development in keeping with Riverwest architectural character, building scale and affordability.

1. Survey and identify significant architectural and historic buildings that should be preserved.
2. Consider an overlay district with design guidelines for renovation and new development that is compatible with the existing neighborhood architecture. Involve community partners in writing, implementing and interpreting guidelines. Make public input a key component of the decision making process. Where possible, incorporate standards of “green” building practices.
3. Review affordable housing issues in the area and seek to meet affordable housing goals.
 - Establish a policy to encourage affordable housing price points in new developments.
 - If possible, expand the scope of “rehab, reclaim and return” housing programs such as those operated by the Riverwest Investment Co-op.
 - Work with existing neighborhood groups to expand community-based assistance programs that: help homeowners establish individual maintenance schedules; help homeowners find resources to perform home improvements; assist in financing repair and maintenance and provide information networking

CRIME PREVENTION

Foster collaboration between residents, community organizations, city enforcement and government agencies to better address safety and quality of life issues in areas where residents feel it would be of benefit.



Figure 7.1: Gateway at North Avenue and Humboldt Boulevard

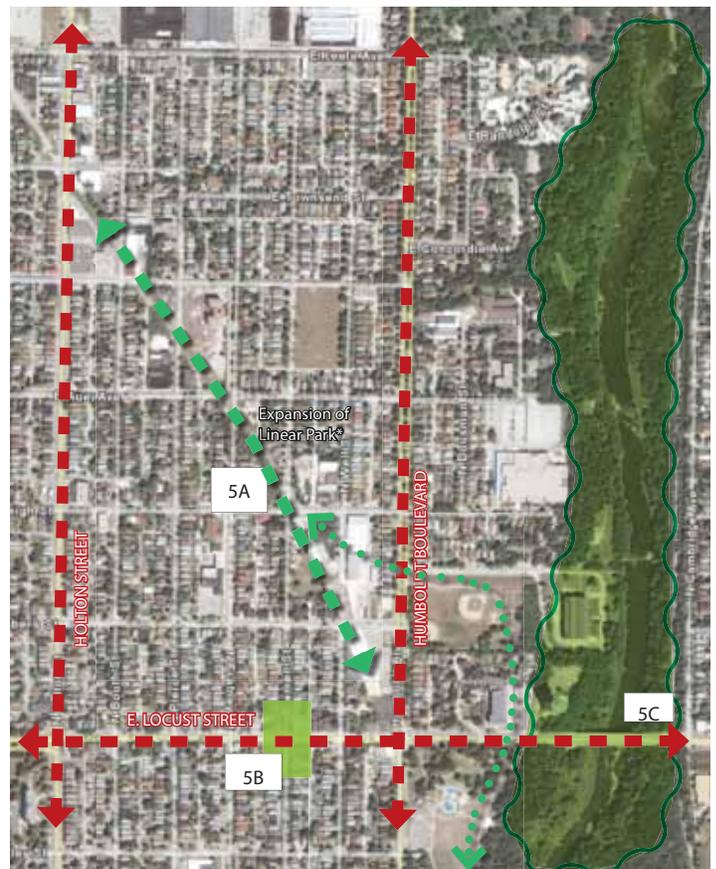


Figure 7.2: Major Riverwest Connections and Location of Linear Park

- 5A: Linear Park on Abandoned Railroad Right of Way
- 5B: Garden Park Site
- 5C: Bike Path / Bridge Under Locust Connections

RIVERWEST AREA

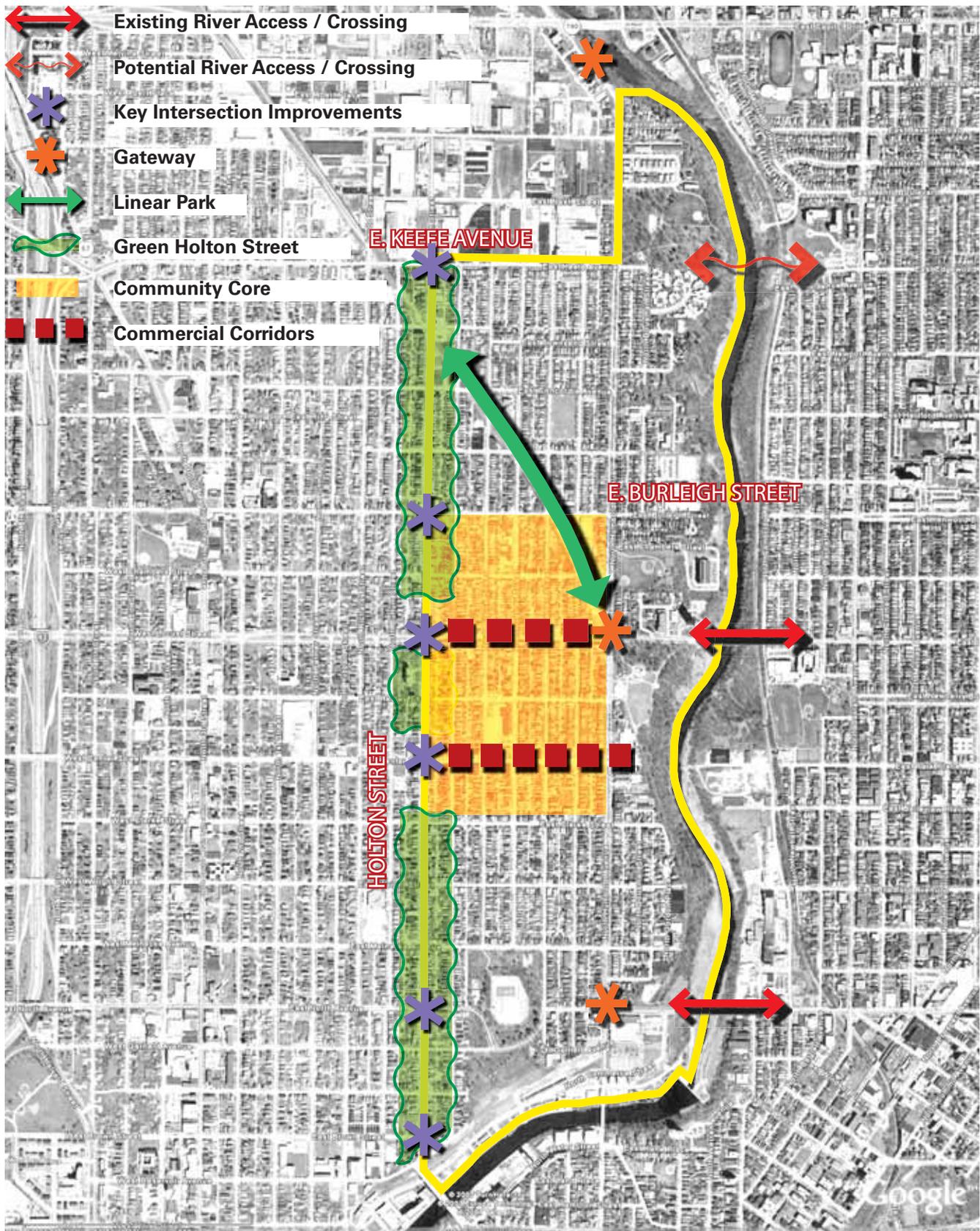
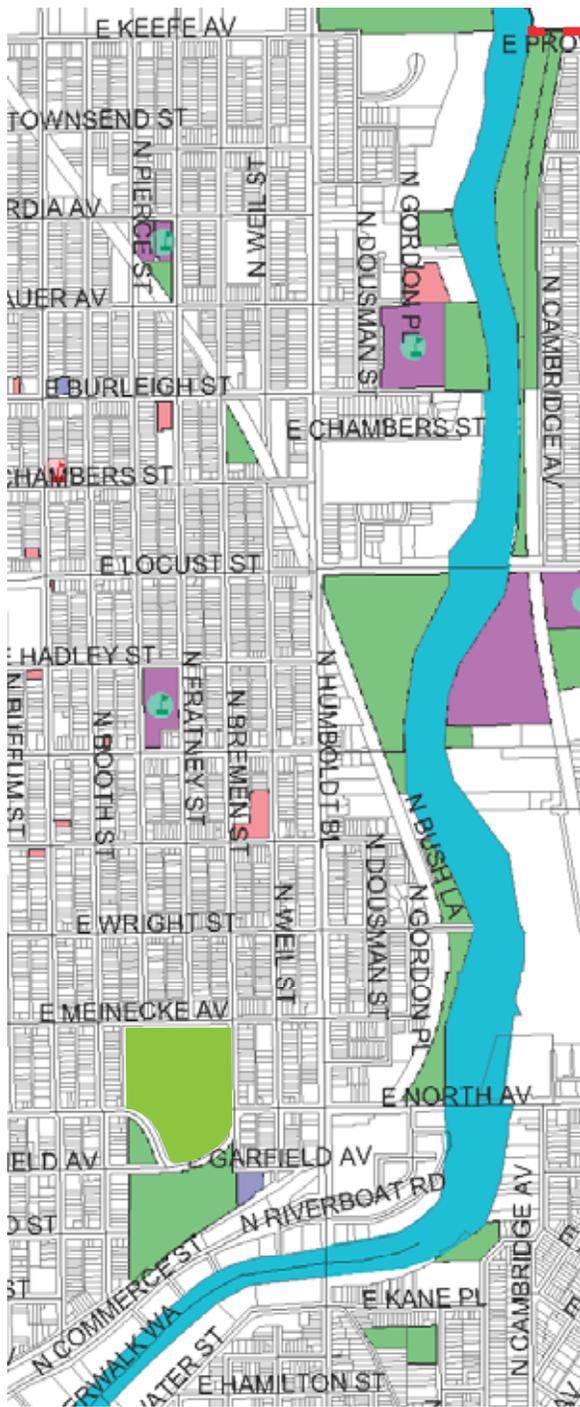


Figure 73: Key Components and Recommendations for Riverwest

RIVERWEST AREA



Community assets such as schools, churches and community centers should be highlights in a mapping system to be used at kiosks and gateways throughout Riverwest as a tool to let residents and visitors know of these important community resources.

Figure 7.8: Riverwest Community Assets
 * Image Source : City of Milwaukee GIS Data

SUSTAINABLE AND GREENING STRATEGIES

Encourage sustainable development, the preservation of existing parkland, the creation of additional open space and recreation areas, and strengthen pedestrian linkages between these resources.

1. Develop and / or identify sustainable development guidelines that can be adopted throughout the area.
 - Promote the use of Leadership in Energy and Environmental Design (LEED) guidelines for new construction.
2. Evaluate potential for the implementation of green infrastructure projects.
 - Review the feasibility of using permeable paving materials and vegetative stormwater treatment measures for parking areas and roadways.
3. Develop green pedestrian linkages between parks and open spaces.
 - Examine the potential for a multi-use park connection from the river trail system to Pumping Station Park.
 - Evaluate potential for a landscaped connection from Kilbourn Park to the Milwaukee River.
 - Evaluate potential for a linkage from the Linear Park through Pumping Station Park to Gordon Park. (See Figure 7.2)
4. Evaluate the potential for developing additional pedestrian / bike connections across the Milwaukee River: Potential locations include Locust Street, Kern Park and a possible connection that would connect to Hubbard Park.
5. Identify sites that can be preserved as open space.
6. Identify potential sites for the Milwaukee Urban Gardens "Urban Agriculture" initiative.
7. Promote the use of public art in parks and open spaces to engage local artist and the community at large.
8. Develop the "Garden Park" site, on the southwest corner of Locust and Bremen Streets, as a mixed use project that includes retail, local market and neighborhood gathering places. The project might include a restaurant, coffeehouse or tea room with performance space, art gallery space, display gardens or rain gardens, and an indoor/outdoor seasonal market for local crafts and fresh produce from local organic gardens.

RIVERWEST AREA

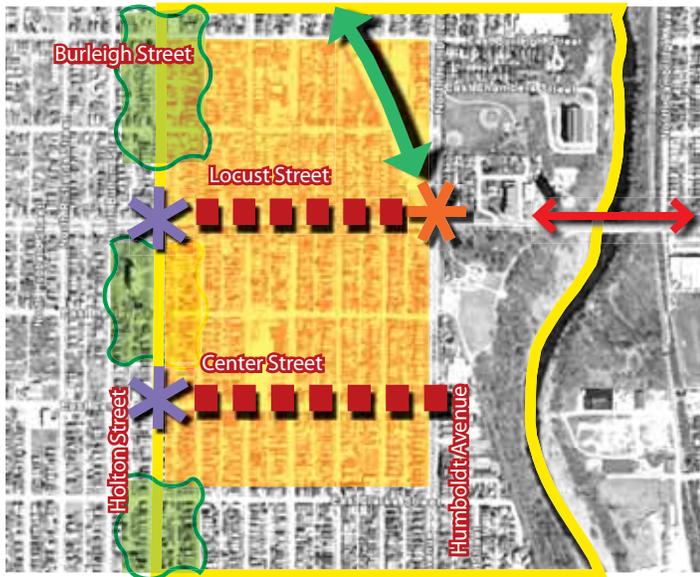
- Promote Reservoir Park as a community-oriented open space and city-wide amenity in any future plans.
- Make gallery walk a permanent year round feature of Riverwest through the creation of an urban landscaped park with rotating art installations possibly provided by Riverwest Artists Association and a walking map with points of interest.

RIVERWEST BUSINESS COMMERCIAL CORE STRATEGIES

Riverwest residents are concerned about retail gentrification that attracts national chains that can bump-out the local character. As a result, balancing the desire to improve the retail vitality with a local eclectic emphasis is a challenge for the future of this area. Any retail recruitment for Riverwest should incorporate the cultural goals of the community. However neighborhood service retailers like a drug

store could provide some benefits to the residents and businesses in Riverwest by bringing customers who will also frequent the other shops.

1. Enhance an emerging central commercial core bounded by Holton Street, Burleigh Street, Humboldt Boulevard and Clarke Street.
 - Promote and improve specialty stores, mom and pop businesses, and one-of-a-kind establishments.
 - Create virtual business environment to market through internet.
 - Develop specific block improvement strategies and design guidelines to enhance unique character of shopping district.
 - Renovate strategic properties within or adjacent to the district.



CRIME PREVENTON STRATEGIES

1. Foster communication between residents, businesses and the Milwaukee Police Department’s Community Liaison and Crime Prevention officers in charge of neighborhood policing to prevent crime.
 - Promote programs that bring greater neighborhood involvement in policing.
 - Foster familiarity between neighborhood residents and police for better communication. Hold regular block watch meetings to ensure good neighbor-to-neighbor communication and to strengthen crime prevention efforts that depend on good neighborhood-police communication.
 - Establish neighborhood block watch programs in all parts of the neighborhood.
 - Explore safety strategies and creative approaches to protecting commercial areas.

Figure 7.9: Riverwest Business Commercial Core

3A - BEER LINE "B" AND "C" CORRIDOR

INTRODUCTION

Beer Line "B" and "C" are located along a former industrial corridor adjacent to the Milwaukee River. Redevelopment plans for both areas seek to encourage private investment, promote guidelines for housing development and streetscape, encourage improvement of recreational areas, and foster better connections to the Milwaukee River and the historic Brewers Hill. The goal of the plan is to enhance this existing cluster of high-density mixed use urban neighborhoods and promote the continuation of design guidelines used for their development

AREA BOUNDARIES

Beer Line "B" - West bank of the Milwaukee River, between Pleasant Street to the south, Humboldt Avenue to the north-east and Kilbourn Park and Reservoir Boulevard to the north-west.

Beer Line "C" - West bank of the Milwaukee River, between

North Avenue to the north and Humboldt Avenue to the west.

DISTRICT VISION STRATEGIES

Complete the vision for the district and address gaps in the plan and build-out.

1. Maintain and enhance current high level of amenities, parks and parkways.
2. Continue infill development according to design guidelines for the district.
3. Align new development more closely with the original Beer Line "B" vision:
 - Create an additional layer of development that will enhance sense of a pedestrian friendly mixed use urban neighborhood.



Figure 7.10: Beer Line "B" and "C" Boundaries

3A - BEER LINE "B" AND "C" CORRIDOR

LINKAGE STRATEGIES

Link the Beer Line communities to adjacent neighborhoods through riverwalk, parks and other pedestrian connections.

1. Improve links to Brewers Hill, Riverwest, Brady Street, Water Street and downtown through riverwalk improvements and river crossings.
 - Complete undeveloped riverwalk sections on both sides of the river, and connect to the river trail system beginning near the site of the former North Avenue Dam connecting the downtown riverwalk system to the river trail system and extending northward.
 - Enhance segments of the riverwalk with amenities such as landscaping, benches and overlooks.
 - The riverwalk at Beer Line "C" transitions from a hard urban edge to a softer greener and more natural system of trails. Develop a transition zone connecting the riverwalk to the Riverwest neighborhood.

2. Improve and enhance Kilbourn/Kadish multi-use trail and connections from the Beer Line to the trail.
 - Evaluate feasibility of connecting multi-use trail between Kilbourn and Kadish portions of Kilbourn/Kadish Park.
 - Evaluate feasibility of adding additional link to multi-use trail from commerce street. Currently there is only on connection at the Booth Street Stairs.
 - Add signage to inform people that the Kilbourn/Kadish trail is multi-use (pedestrians, bicyclists, joggers).



Figure 7.11: Beer Line "B" and "C"



Figure 7.12: Beer Line "B" and "C"



Figure 7.13: Beer Line "B"

3B - CENTER STREET CORRIDOR

INTRODUCTION

Located within the Riverwest Business Commercial Core, Center Street between Holton Street and Humboldt Boulevard is an authentic 19th century neighborhood shopping street fronted by primarily two story retail and mixed use buildings. This architecturally well proportioned series of block faces contains many charming buildings. Building stock along Center Street is in good shape, however most buildings are in need of some updating, renovation and maintenance. The bohemian flare and counter-culture emphasis of the Riverwest neighborhood adds to the overall street ambience with funky small boutiques, clothing stores, music and media stores, coffee houses, bars and other independent retail shops and galleries.

AREA BOUNDARIES

Center Street between Holton Street and Humboldt Boulevard.

SHOPPING CORRIDOR STRATEGIES

Promote the unique character of Center Street as an arts oriented shopping district.

1. Improve and enhance the commercial corridor through promotion of the arts community.
 - Develop programs that provide incentives for arts oriented businesses to locate in the shopping district. Expand on existing Riverwest practices that include commercial and residential mixed uses incorporating artists residences and studio or gallery space.
 - Identify existing and develop new programs that support artist oriented businesses.
 - Promote arts oriented businesses through a business flyer that can be distributed throughout the Milwaukee Metropolitan Area.
2. Promote the use of the Historic National Trust for Historic Preservation "Main Street Four Points Approach" to organize, promote, design and conduct an economic restructuring of major commercial districts.
3. Promote the use of outdoor cafés and other outdoor community meeting places.
4. Coordinate corridor improvements across Riverwest boundaries to include commercial areas in Harambee.

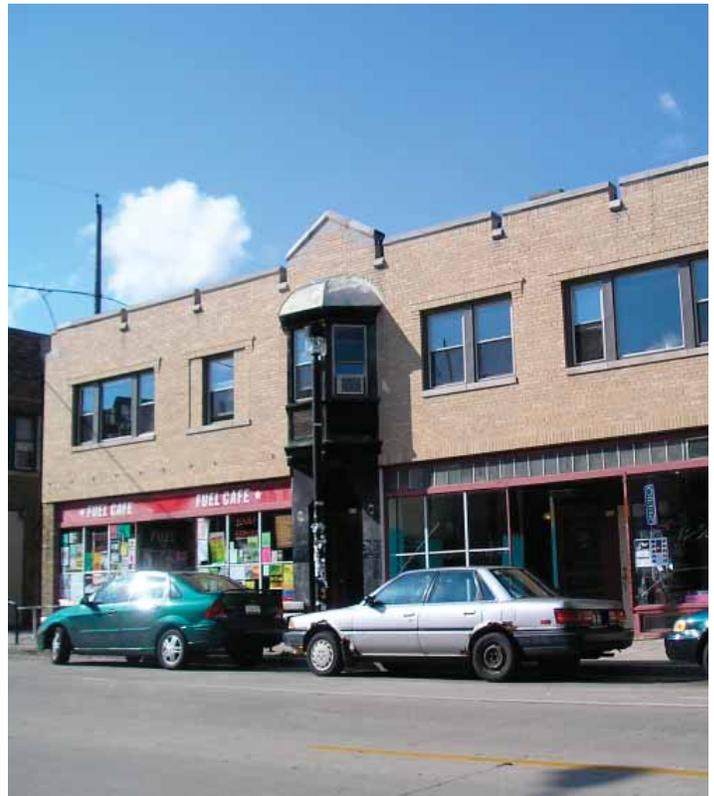


Figure 7.14: Center Street Commercial District



Figure 7.15: Center Street - Example of Artistic Storefront

3B - CENTER STREET CORRIDOR

BUSINESS STRATEGIES

Organize independent retail owners to work towards common goals for the corridor.

1. Encourage the formation of a Business Improvement District (BID), or merchants association.
2. Create design guidelines that include ways in which new local businesses can be incorporated into the existing retail corridor while maintaining its character.

PROPERTY AND STREETScape IMPROVEMENT STRATEGIES

1. Implement property and streetscape improvements that promote the artistic character of the corridor and improve the pedestrian experience along Center Street.
 - Improvements could entail artful streetscape elements such as benches and street art created by local artists, directory signage, street trees and other natural landscape features, pedestrian lights and bump-outs at the corners to improve crosswalks and create a protected parking zone.
 - Facade improvements could entail storefront enhancements, updated signage and awning that are artfully done.
2. Identify and develop a unique vocabulary for streetscape design.
 - Support and encourage local artists to create themes for neighborhoods.
 - Include the use of functional interactive kiosks for information sharing.



Figure 7.16: Center Street - Existing Streetscape Conditions

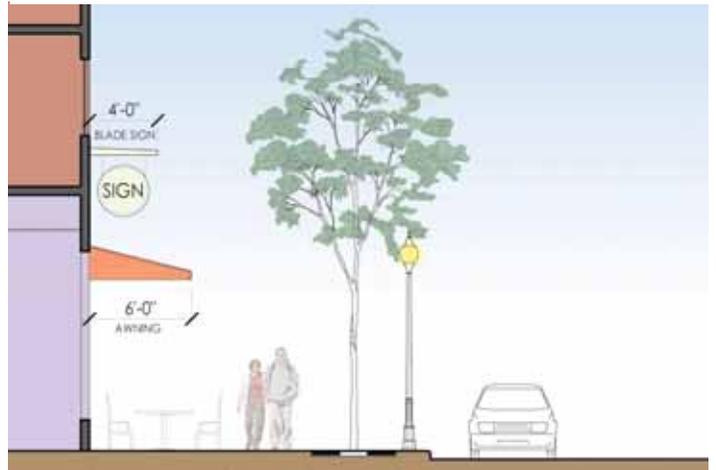


Figure 7.17: Potential Streetscape Improvements

MILWAUKEE RIVER ACCESS STRATEGIES

1. Improve pedestrian connections to the river from Center Street.
2. Create wayfinding public art that directs people to river access points.



Figure 7.18: Example of informal streetscape improvements

3C - LOCUST STREET CORRIDOR

INTRODUCTION

A major east-west connection within the Northeast Side, Locust Street traverses mid point through the Riverwest Area. This citywide corridor provides an opportunity for the development of a vibrant commercial spine that serves not only Riverwest, but the entire Northeast Side community. A stronger and more prominent commercial corridor along Locust Street will capitalize on its central location.

AREA BOUNDARIES

Locust Street between Humboldt Boulevard and Holton Street.

BUSINESS STRATEGIES

Promote a stronger business community and create an identity that defines the corridor.

1. Promote the creation of a Business Improvement District (BID) to unify property owners along the corridor.
2. Create programs that provide incentives for businesses to locate in the corridor's shopping district.
3. Promote Garden Park (on the southwest corner of Locust and Bremen Streets) programming that includes space for a green business, farmer's market and community activities.
4. Allow and promote mixed uses within existing housing stock and through new development to create a more continuous retail edge along the street.



Figure 7.20: Locust Street - Existing Conditions

PROPERTY IMPROVEMENT STRATEGIES

1. Implement property and block improvement strategies.
 - Improve storefront appearance with facade grants.

STREETScape IMPROVEMENT STRATEGIES

Improve the streetscape along Locust Street to develop a pedestrian friendly commercial corridor.

- Improve appearance and pedestrian features of the Locust Street bridge connecting Riverwest to the east side neighborhoods.
- Develop design guidelines for streetscape that includes wayfinding, business signage, and pedestrian amenities that highlight the corridor's image.
- Design and implement traffic calming techniques to slow down traffic and make the corridor more pedestrian friendly.
- Encourage the use of street trees and other landscape features along the corridor.



Figure 7.19: Examples of kiosks and identity signage used in the Northeast Side

3D - HOLTON STREET CORRIDOR

INTRODUCTION

Holton Street is undergoing a major streetscape improvement program south of Center Street that includes additional landscape elements and traffic calming techniques with parking bump-outs and paved crosswalks. The plan seeks to expand streetscape improvement to areas of the corridor north of Center Street and improve upon them to create a pedestrian friendly, vibrant, mixed use corridor.

AREA BOUNDARIES

Holton Street between Center Street and Keefe Avenue.

GOALS

REVITALIZATION AND GREENING STRATEGIES

1. Continue Holton streetscape treatment south of Center, north through Riverworks to Hope Avenue.
2. In addition, green Holton Street with street trees, urban gardens and pocket parks that enhance commercial areas.
 - The greening of Holton Street will also benefit residential buildings along the corridor. Therefore, the placement of street trees and landscape areas should be coordinated with private property owners, especially in cases where the public right of way does not provide ample space for street trees plantings.
2. Work with the Harambee and the Riverwest communities to develop streetscape design guidelines for Holton Street.

COMMERCIAL IMPROVEMENT STRATEGIES

1. Intensify, redevelop and improve appearance of commercial / mixed used clusters at key intersections of Holton and Brady Street, Brown Street, North Avenue, Meinecke Avenue, Wright Street, Clarke Street, Center Street, Locust Street, Burleigh Street, Auer Avenue, Concordia Avenue, Townsend Street, Keefe Avenue and Capitol Drive.
2. On the south end of Holton (near Pueblo Foods, etc.), support ethnic retail clusters that act as a draw for the growing Puerto Rican community in the area. Enhance with outdoor cafes, plazas, etc., where space permits.
3. Implement a facade improvement program that includes a strategy for the development of a stronger business presence. Enhance identity features such as storefronts and signage that will define the corridor's image.

RESIDENTIAL IMPROVEMENT STRATEGIES

1. Improve appearance of residential properties through facade and lot improvements.
 - Promote cohesiveness between restoration of commercial and residential properties.
2. Evaluate return of Holton Street right-of-way to its original narrower cross-section. Install a wider verge (tree border area) to buffer residential and commercial uses from traffic noise, etc.
3. Where the market will support housing, include residential infill (single-family or multi-family) in scale and character with the neighborhood. Allow greater densities as part of commercial/mixed use clusters at Holton Street key intersections noted above.



Figure 7.21: Holton Street - Existing Streetscape Conditions

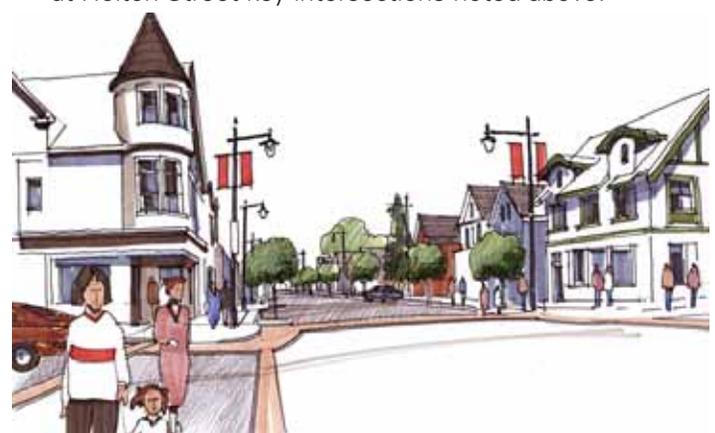


Figure 7.22: Center Street and Holton - Looking south from the east side of the street

3E - LINEAR PARK CORRIDOR

INTRODUCTION

Linear Park is a community-based project that will bring new life to the abandoned Soo Line Railroad right of way between Humboldt Boulevard and Keefe Avenue. The City of Milwaukee will put in an asphalt bike/walking trail in the Spring of 2008. A local landscaper and landscape architect worked with the Riverwest Neighborhood Association to create a landscape design which incorporates local culture and history. The community and the city will work together to create future landscaping improvements.

VISION

Promote a vital urban greenway through the Riverwest neighborhood providing pedestrian linkages to a network of trails, parks and community facilities.

AREA BOUNDARIES

Abandoned railroad right of way alignment between Humboldt Boulevard and Keefe Avenue.

COMMUNITY PARTICIPATION STRATEGIES

1. Encourage community participation in the implementation of the community supported design for Linear Park.
 - Continue volunteer participation in implementation, construction & management of the Linear Park Hike and Bike Trail and any future enhancements.

PROGRAMMING STRATEGIES

Make Linear Park a destination for the community that includes recreational uses, native ecology education and parkland and open space.

1. Incorporate key recreational elements (e.g. ice skating rink, biking, walking, running) and community events.
2. Encourage public art displays along the corridor as part of a broader community arts program.
3. Incorporate educational programs as part of the experience.
 - Promote the use of native plantings, wildlife habitats and sustainable landscapes that will serve as an educational tool.
 - Use interpretive signage to describe sustainable landscapes and public art.
 - Connect to local schools and provide education programs. (Pierce, Messmer Prep., Gensler, Fratney).
4. Encourage open space nodes along the corridor.

5. Redevelop the Johnson Controls site.
 - The Riverwest Green Homes project, a LEED for Neighborhood Development Pilot project, is a sustainable residential development that can serve as an educational tool while bringing additional investment to the area. Urban agriculture programs, community gardens and public spaces could be pursued as part of this residential development.
 - Evaluate the current Industrial Light zoning for parcels adjacent to the former Soo Line Railroad right-of-way (Linear Park), and rezone for compatibility with surrounding land use and consistency with market potential.

LINKAGE STRATEGIES

Encourage connections between proposed community facilities and open spaces along the Linear Park using landscape and pedestrian amenities

1. Identify strategic connections from Linear Park to surrounding neighborhood resources (such as parks and playground) and establish a stronger link.



Figure 7.23: Abandoned railroad right of way provides an opportunity for Linear Park



Figure 7.24: Potential creation of a Riverwest trail along the abandoned railroad right of way

3E - LINEAR PARK CORRIDOR

- Utilize streetscape and landscape features to reinforce connections.
 - Utilize neighborhood and corridor maps to direct visitors along the corridor and to areas of interest in the Riverwest neighborhood.
2. Develop a multi-use trail system that allows for a variety of uses including leisure walking, biking and cross country skiing.

3F CATALYTIC PROJECT: CENTER AND HOLTON STREET INTERSECTION

INTRODUCTION

The intersection of Holton and Center Streets has the potential to become one of the most important intersections of Riverwest. It is at the beginning of the Center Street Commercial Corridor and part of a cluster of commercial uses on Holton Street which defines the western boundary of the Riverwest neighborhood. The goal of this plan is to improve this key intersection as a node of commercial activity that will highlight the identity of the area through streetscape improvements and additional pedestrian amenities.

COMMERCIAL STRATEGIES

Intensify commercial / mixed uses through property redevelopment and strategic infill.

1. Occupy available vacant space
 - Create programs to recruit new businesses.
 - Promote linkage with the artistic image and businesses of the Center Street Corridor.

PROPERTY RENOVATION STRATEGIES

1. Improve properties in need of repair.
 - Identify available funding source and create

programs to conduct basic repairs needed to attract investors.

- Improve facade storefronts to attract customers to the area.
2. Consider a Targeted Investment Neighborhood for the Holton Street area, Brown to Center Street (with possible expansion north to Locust).

STREETSCAPE IMPROVEMENT STRATEGIES

Continue the Holton Street streetscape improvement program northward on Holton. Extend streetscape elements from the Center Street Corridor to the intersection to highlight entrance to the commercial area.

1. Add landscape elements such as street trees and planting beds to parking bump-outs.
2. Promote the use of signage that foster a better image for the intersection.
3. Install pedestrian amenities where appropriate, such as benches, pedestrian lighting and trash receptacles.



Figure 7.25: Center Street and Holton Street - Existing Conditions



Figure 7.27: Center Street and Holton Street - East view from south side of the street showing street trees and new commercial district signs.



Figure 7.26: Center Street and Holton Street - Existing Conditions



Figure 7.28: Center Street and Holton Street - View west from the north side of the street

3G - CATALYTIC PROJECT: NORTH AVENUE CORRIDOR - MARTIN LUTHER KING DRIVE TO RESERVOIR PARK

INTRODUCTION

This important section of North Avenue connects Harambee to Riverwest. Many redevelopment opportunities along the corridor provide the potential for both a stronger connection and a stronger commercial area that will benefit surrounding neighborhoods.

REDEVELOPMENT STRATEGIES

Conduct a full corridor study to evaluate in detail the existing conditions of the area, its market capacity and redevelopment opportunities. Following are some preliminary recommendations for the area:

1. Survey existing building stock to identify buildings that should be restored rehabbed or replaced. Address building code violations and deferred maintenance.
2. Promote conversion of vacant or underutilized housing stock into commercial and mixed uses.
3. Design streetscape improvements that unify the corridor, improve its image and encourage businesses to move into the area.
 - Provide curb bump-outs for car protection and pedestrian safety along North Avenue.
 - Install street trees and other landscape improvements, pedestrian lighting and amenities.
 - Improve signage to create an identity for the area.
4. Encourage site and building improvements at key intersections such as Holton and Buffum Streets that will bring additional investment into the area.
 - Create infill redevelopment on the north side of North Avenue and Buffum Street and consider a neighborhood park or tot lot on the south.
 - Use landscape to screen the corner gas station at Holton Street and North Avenue.
5. Redevelop vacant lots owned by the city to add value and spur development along this part of the North Avenue corridor.



Figure 729: Holton Street and North Avenue Looking East.



Figure 730: North Avenue and Buffum Street Looking East

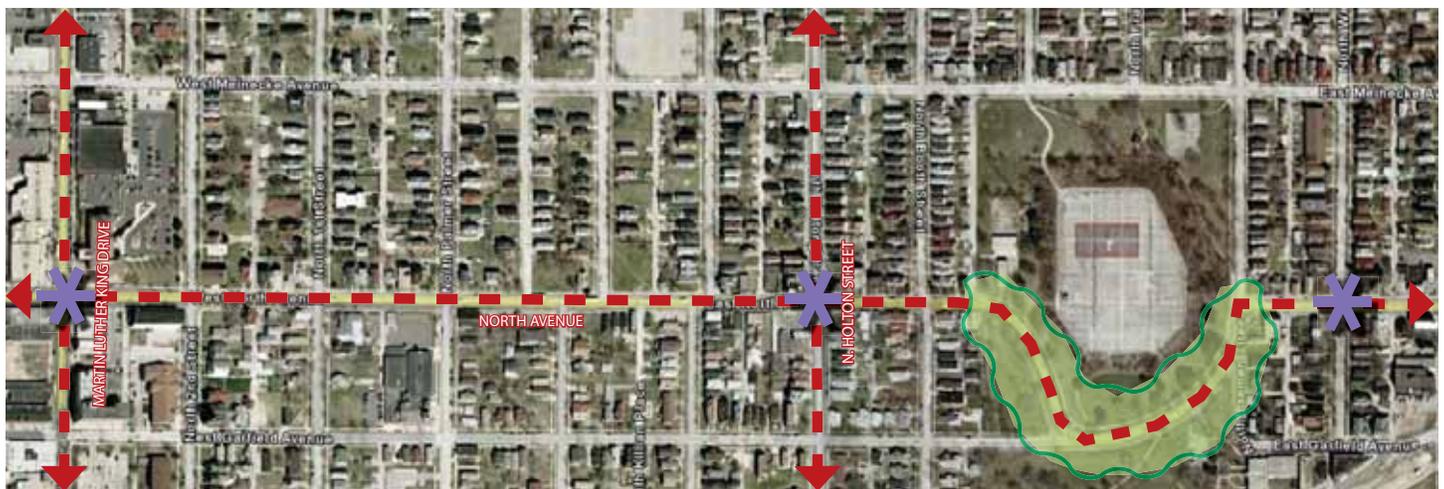


Figure 731: Aerial of North Avenue Between MLK Drive and Reservoir Park

8: Milwaukee River - Area 4

INTRODUCTION

KEY ISSUES AND STRATEGIES

RIVER DISTRICTS:

4A - DOWNTOWN RIVERWALK

4B - NATURAL RIVER

DESIGN GUIDELINES

INCENTIVES, REGULATIONS AND LAND MANAGEMENT

ADMINISTRATIVE AND DEVELOPMENT REVIEW PROCEDURES

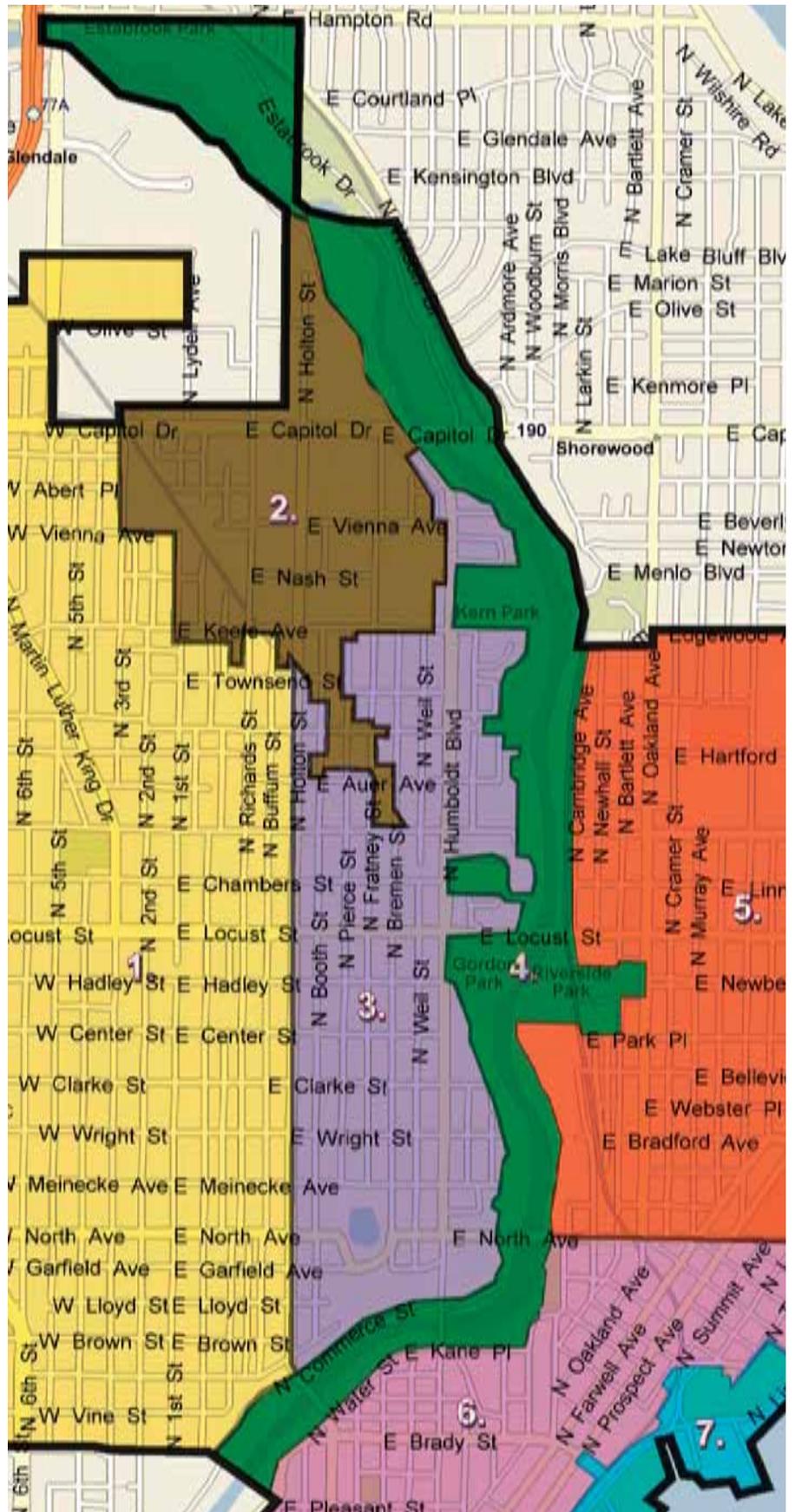
CATALYTIC PROJECTS:

4C - OVERLAY DISTRICT FOR THE MILWAUKEE RIVER ENVIRONMENTAL
CORRIDOR

4D - PEDESTRIAN MARSUPIAL BRIDGE AT LOCUST STREET

MILWAUKEE RIVER Northeast Side Plan Areas

1. Harambee
2. Riverworks
3. Riverwest
- 4. Milwaukee River**
5. Upper East Side
6. Lower East Side
7. Lakefront



Stakeholders:

- Milwaukee River Work Group (MRWG)
- Milwaukee County Parks
- Southeastern Wisconsin Regional Planning Commission (SEWRPC)
- Wisconsin Department of Natural Resources
- Urban Ecology Center
- River Revitalization Foundation
- Friends of Milwaukee's Rivers (Milwaukee Riverkeeper)

MILWAUKEE RIVER AREA

INTRODUCTION

The Northeast Side is bisected by the Milwaukee River, a unique and highly valued environmental corridor within the urban fabric of the city. The river corridor is recognized as a vital wildlife corridor, a place of quiet refuge and natural beauty for residents and tourists, a source of drinking water, and a great place for recreational pursuits like hiking, canoeing, kayaking, fishing, and biking. The Milwaukee River is also recognized as an important outdoor classroom for our city's children. Reinvigorated interest in the river as a natural resource, and reclamation of former industrial sites, has begun to return this corridor to its former status as a significant open space with many ecological benefits. Within the context of the Northeast Side planning process there is an ongoing public dialogue about the evolution of this environmental corridor and what type of place is being established for future generations. Current issues such as development impacts, water quality, flood levels, endangered species, preservation of natural habitats, stormwater runoff, erosion, and environmental contamination, are being discussed among river stakeholders. These include community groups, city, county, and state agencies with jurisdiction over these lands. Protecting the river and its natural habitat is a common goal of both the local governing entities and the community.

During the course of the Northeast Side planning process, the Milwaukee River Work Group (MRWG) formed to develop a vision for this environmental corridor. The MRWG is comprised of representatives from numerous community organizations including the Milwaukee Riverkeeper, the River Revitalization Foundation, the Urban Ecology Center, the City of Milwaukee, the Wisconsin Department of Natural Resources (DNR), the Trails Programs of the National Park Service, the Milwaukee County Parks Department and several neighborhood associations.

With the likelihood of new development impacting parts of this natural landscape, the MRWG asked the Milwaukee Common Council in May 2007 to create an Interim Study Overlay District. The approved interim study district allows a two-year period for gathering public input and visioning, developing guidelines to preserve and protect the Primary Environmental Corridor (a.k.a. river corridor), and requires new commercial and multi-family developments be approved by the Board of Zoning Appeals as a special use. Based on the outcomes from the interim study district planning efforts, which include a series of community visioning workshops, a permanent overlay district will be established to preserve the Primary Environmental Corridor and guide development in adjacent areas. To see a summary of the workshops, go to www.protectmilwaukee.com. See the catalytic project section in this chapter for details of the MRWG Environmental Corridor Overlay District under consideration.

VISION

Developing a master plan for the future of the Milwaukee River Greenway provides many opportunities to define an ecological environment, enhance the existing network of open space, strengthen the green infrastructure of the city and establish incentives and management practices to support the goals of the corridor. It is important that the Northeast Side Plan supports a balanced vision for the environmental corridor that preserves its natural beauty and habitat, provides guidelines for adjacent development and enhances public access.

KEY ISSUES AND STRATEGIES

LAND OWNERSHIP

Land within the environmental corridor is owned by a variety of entities including Milwaukee County Parks, Milwaukee Metropolitan Sewer District (MMSD), and a number of private property owners. Close to two-thirds of the river corridor is publicly owned land, e.g. parkland. However, even though it might appear that these publicly owned lands are preserved "as of right," they are not. Privatization of public lands and buildings is possible in this fiscal climate, often leading to a loss of public amenities. Therefore, a major goal of the MRWG's planning effort is to preserve and protect all lands within the area designated as the Primary Environmental Corridor by SEWRPC (Southeast Wisconsin Regional Planning Commission). To achieve this goal additional land acquisitions or easements may be required



Figure 8.1: Milwaukee River and floodplain

to create a contiguous and continuous ecological corridor adjacent to the river.

After the 1997 removal of the North Avenue Dam, land along the banks of the river that had once been submerged, gave rise to a diverse floodplain ecosystem (commonly called "mud flats" when they first appeared) native plants and wildlife habitat. Popular with hikers, birders and naturalists, the floodplain has become a popular greenway accessed by many footpaths or soft trails. In order to keep the river publicly accessible, the City of Milwaukee and Milwaukee

MILWAUKEE RIVER AREA



Figure 8.2: River Fishing

* Photograph Source: Milwaukee Central Park Contest Winner

PUBLIC ACCESS

The location and enhancement of recreational trails and access points to the river corridor is considered one of the key issues within the Northeast Side. The steep slopes of the corridor’s natural terrain and wetlands tend to isolate the Milwaukee River corridor and limit access from the adjacent neighborhoods. At the same time, this isolation provides a wilderness area in the heart of the city, and a green breathing space for urban neighborhoods. River workshop participants have indicated that there is a need for better (not more) access points and bridge crossings to connect neighborhoods to the river corridor. The five elevated roadway bridges that cross the river in the east/west direction are considered sufficient for current and future vehicular transportation needs, but need to be much better designed for pedestrian and bicycle access. In addition, pedestrian and bicycle connections to the river from these streets and bridges is either missing, ad hoc, or poorly designed.



Figure 8.3: River Fishing

* Photograph Source: Milwaukee Central Park Contest Winner

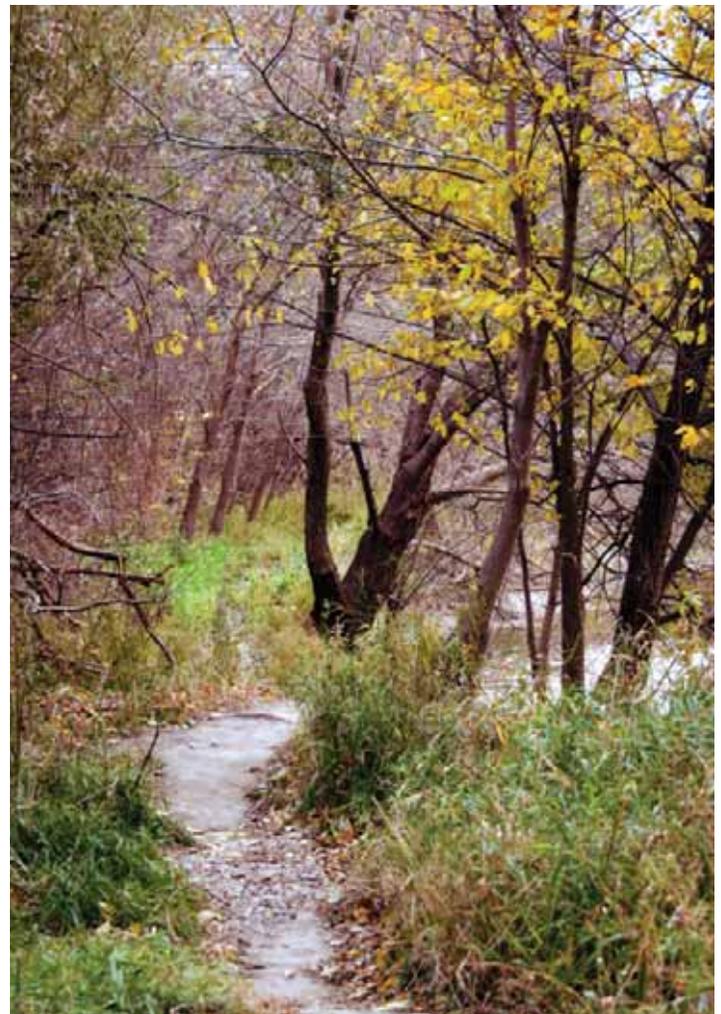


Figure 8.4: Example of Informal Trail

* Photograph Source: Milwaukee Central Park Contest Winner

County have made informal agreements with riparian owners for a publicly accessible continuous easement along the river edge. This easement could eventually provide continuous pedestrian and bicycle access from Holton Street to the northernmost city boundary at Lincoln Park.

MILWAUKEE RIVER AREA

Within the corridor, there is an informal system of soft trails, that are disconnected in places, rough or impassable in others, and not accessible to all groups of users. With the exception of the pedestrian bridge at the former North Avenue Dam, and the Holton Street Marsupial Bridge, there are no other pedestrian/bicycle crossings from the trails on one side of the river to the other at river level, and there are only two bridges at street level that are designed for pedestrian/bicycle crossing. These connections need to be added or improved.

TRAIL UPGRADES

The Milwaukee River corridor is a high quality environmental resource recognized for providing valuable open space within the urban environment. However, due to the changes in terrain and relative isolation of the corridor, there is a lack of integration between the corridor and Northeast Side neighborhood parks, open spaces and streetscapes. There is the potential to better connect and integrate the environmental corridor with the life and infrastructure of the surrounding neighborhoods.

Within the corridor there are many existing trail systems and opportunities for enhancements. Trail systems and trail access range in both typology and hierarchy. While the Oak Leaf Trail is a well constructed, defined paved trail and a tremendous asset, the trail system within the river corridor needs to be designed to a different standard of use and sustainability appropriate to the floodplain ecosystem. Without an organizing or unifying plan, the various informal trails within the river corridor will continue to be difficult to find and navigate. Some may be eroded or rutted because no one is responsible for their upkeep. Consistent signage and wayfinding will substantially improve access to the corridor. Signs within the corridor should be unobtrusive, whereas wayfinding signs that direct people to the corridor from adjacent streets need to be more visible.

MRWG is in the process of doing a detailed trail study of existing trails and trail access, which will help identify missing links needed to create an integrated network of trails throughout the river corridor.

TRAIL ACCESS

It is important to design specific trail access points to reduce and control the number of informal and unplanned entries to river edge trails that can cause erosion and create safety problems. For example, an informal access point can become a mud slide or rutted ravine. In order to provide access to the river as a natural and recreational resource, appropriate access areas have been identified by the community. These access points should be integrated with outlying neighborhoods to further promote their use. Several potential access points that have been recently discussed include:



Figure 8.5: Example of an Informal Trail

- Stairway and ramp access to Oak Leaf Trail from Hampshire Street and Cambridge Avenue.
- Kern Park (Milwaukee) to Hubbard Park (Shorewood) footbridge (at river level).
- Bridge piers (supporting columns) under E. Locust Street Bridge would support a “marsupial” pedestrian bridge to connect river level trails on both sides of river.
- New bridge over Oak Leaf Trail at E. Park Place (at Urban Ecology Center) will have ramp from street level to trail level on west side.
- E. North Avenue needs improved access to Beer Line ‘B’ and ‘C’ river trails.
- N. Humboldt Avenue needs improved access to river trail system.
- N. Holton Street Marsupial Bridge ramp and stairway connection to river level needs completion as designed.

TRAIL ENHANCEMENTS

Existing trails and open spaces should be improved to foster better river use and connections or linkages throughout the corridor. Public discussion has centered on the following topics:

- Create a stronger connection from the Oak Leaf Trail to parks and open spaces such as Cambridge Woods and Riverside Park.
- Restore, maintain and replace trail surfaces and infrastructure as appropriate.
- Establish a public trail along the west side of the river.
- Create a sense of arrival at river connections.
- Improve connections to Brewers Hill and Riverwest.
- Address steep grade changes that create a discon-

MILWAUKEE RIVER AREA



Figure 8.6 Management of invasive plants, such as garlic mustard (*Alliaria petiolata*) is needed along the river corridor.

* Photograph Source: Milwaukee Central Park Contest Winner



Figure 8.7: Scenic Waterfalls in Milwaukee River

* Photograph Source: Milwaukee Central Park Contest Winner

nect between the lower soft trail system and higher embankments such as the south bend in the river near Humboldt Avenue and Caesars Park.

- Make river crossings easier for pedestrians to use and shorter to cross, where possible.
- Preserve river access and existing connections to the riverfront at important sites such as the former Melanec’s Wheelhouse on Riverboat Road.
- Improve southbound Oakland Avenue bike lane and connection to North Avenue bike trail entrance.
- Remove safety hazards in the river for canoeists and kayakers.

SIGNAGE

Keep signs and markers minimal and natural in the river corridor. While additional signage is essential to increasing use of the corridor, signs should not intrude on its environmental integrity.

RIVER DISTRICTS

Provide clear street-level signage and upgrade connections to the river environmental corridor. Pursue grant opportunities for wayfinding and distance based signs to Milwaukee neighborhoods and institutions. Signage precedents could include existing signage examples currently found on Brady Street and the Downtown riverwalk.

LANDSCAPE QUALITY

The addition of native planting areas along river trails, the management of invasive plants, and the limitation of pedestrian trails to designated locations will improve and stabilize not only the corridor edge, but also the habitat quality, and ultimately, the river water quality in the Primary Environmental Corridor.

STORMWATER AND WATER QUALITY

Due to large impervious surfaces, stormwater infrastructure (“the deep tunnel”) often gets overloaded and results in sewage overflows into the Milwaukee River during large storm events. Within the corridor there is an opportunity to mitigate stormwater runoff through low impact development techniques such as pocket parks, bio-swales and other mitigation techniques, provided that any adverse impacts on bluff stability are addressed.

Developing an environmental program for improving water quality and habitat will also result in increased river usage by boaters and paddlers who will rediscover this valuable asset.

Therefore it is important to conduct periodic assessments of environmental quality, river habitat, hydrology, and other technical studies to identify issues that need to be addressed for the successful improvement of the environmental corridor.

RIVER DISTRICTS

Along the Primary Environmental Corridor there are very distinct typological zones with specific conditions. For the purposes of this plan, these are considered separate districts that will require the following different planning approaches and guidelines:

1. Downtown Riverwalk District from harbor entrance to the former North Avenue Dam (Melanec’s parcel) on the west bank and up to Humboldt on the east bank.
2. Natural River District from the former North Avenue Dam on the west bank and from Humboldt on the east bank extending north to Lincoln Park and beyond as far as river trails extend.

RIVER DISTRICTS



Downtown Riverwalk District



Natural River District

Note: Boundaries are approximate. See Page 192, Figure 8:20 for SEWRPC Primary Environmental Corridor Boundary and Milwaukee River Site Plan Review Overlay District Boundary



Northeast Side Boundary

Figure 8.8: River Districts

RIVER DISTRICTS

District 4A - Downtown Riverwalk: Recent developments in the Third Ward, Downtown and the Beer Line “B” have transformed the southern portions of the Milwaukee River with new urban neighborhoods. The southern river’s edge is defined by the newly constructed riverwalk connecting townhouses, modern condos and renovated loft buildings.

In general, the river edge in this district is “hard-scape” with a structured riverwalk, paved walkways, streetscape furniture, pedestrian lighting and a variety of decorative landscape elements. The Beer Line “B” is a great template for riverwalk design that embraces the urban conditions found in this section of the Milwaukee River corridor. The design of the river’s edge typically follows these existing river walk guidelines for new development. Access and pedestrian linkages are critical to creating a sense of place in this urban river district. Therefore it is important to strengthen the connections to existing pedestrian pathways such as the Beer Line “B” trails and Reservoir Park. Creating a sustainable approach



Figure 8.9: Lakefront Brewery Riverwalk

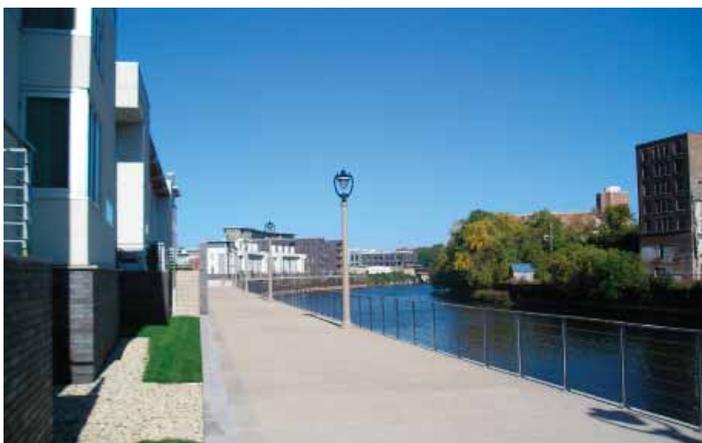


Figure 8.10: Beer Line “B” Riverwalk

to landscape and stormwater management in this district will enhance water quality and improve the health and beauty of the area. The following are recommendations for this district:

- Create and implement a “green” river edge district that links the Downtown Riverwalk District to the river trail system and connects neighborhoods on both sides of the river.
- Establish stronger river connections, by improving existing connections and completing unfinished sections of the riverwalk.
- Complete the stairway connection to the river walk at the Holton Street Marsupial Bridge.

District 4B - Natural River: (Former North Avenue Dam to Lincoln Park north to city limits). North of the former North Avenue Dam, the terrain changes. The river flows through a wide natural greenway with wetlands and steep slopes, creating an oasis within the urban neighborhoods. This district transitions from the very urban downstream conditions to the more rural and natural conditions north of North Avenue. There is an opportunity to explore a series of linkages which are environmentally sensitive and responsive to the desires of the residential property owners adjacent to the river corridor. These linkages could include aesthetic and environmentally sensitive onshore trail treatments. Since new development may impact the river corridor, it is important that new development is designed in a sensitive manner. For example, there is a potential for new development at the Hometown site on the east bank of the river north of North Avenue to be designed in an environmentally sensitive way.

Informal river front trail easements between the North Avenue bridge and Riverside Park allow a river front trail to pass through the flood plain at a number of private properties. There is a pedestrian



Figure 8.11: Canoeing on the Milwaukee River

* Photograph Source: Eddee Daniel

RIVER DISTRICTS

and vehicular bridge at Park Place connecting the Urban Ecology Center, Oak Leaf Trail and Riverside Park to the river trails. New developments may provide an opportunity for additional public access. If any of the major industrial properties significantly change in building requirements or land use over the next 10 to 20 years, there may be opportunities to address the following issues:

- Increase parkland and green connections to parks and trails where feasible.
- Preserve historic buildings for adaptive reuse.
- Reuse existing open space to become natural green infrastructure areas for stormwater retention, placed away from the bluffs.
- Explore partnerships between local residents, entrepreneurial green businesses, and research based educational institutions such as UWM that reestablish connections from parks to neighborhood, e.g. community science and learning projects, urban gardens, programs in environmental stewardship, etc.
- Create a community of green business research, green incubator businesses, green transportation infrastructure, and environmental live work space.
- Along the eastern edge of the corridor, improve the connections to Oak Leaf Trail and open space network to neighborhoods.

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) recommends protection and preservation of habitat within the Primary Environmental Corridor (PEC). In order to achieve this, a PEC trail conservation plan may be useful in designating trail locations, access, use, construction and maintenance guidelines. The issues described below identify opportunities on both the East and West Banks of Milwaukee River between the former North Avenue Dam and Port Washington Road.

In order to protect and enhance the west bank of the Milwaukee River between North Avenue and Locust Street, Milwaukee County Parks should, if possible, secure a continuous trail easement through agreements and property transfers. This easement would further protect and enhance this bank of the Milwaukee River as a SEWRPC designated Primary Environmental Corridor. The following is a list of concerns for the west bank:

- There are some security issues due to dense vegetation and lack of artificial lighting. Thought needs to be given to improving security without damaging the natural characteristics of the area.



Figure 8.12: View looking south from the North Avenue bridge



Figure 8.13: Estabrook Falls at Sunset

* Photograph Source: Eddee Daniel



Figure 8.14: Friends of Milwaukee's Rivers (Milwaukee Riverkeeper) Clean-up

* Photograph Source: Eddee Daniel

RIVER DISTRICTS

- There are erosion issues on this side of the river from off-trail traffic due to too many unauthorized and undesigned points of entry.
- Until continuous trail easements are in place, there may be occasional trespass issues on private properties.
- There are wildlife and habitat issues within the new floodplain created by the removal of the North Avenue Dam. Specifically, these issues surround the newly created habitat for Butler's Garter Snake, a threatened species in Wisconsin.
- On the west bank of the river between Locust Street and Capitol Drive, the County, River Revitalization Foundation, and Milwaukee Riverkeeper are working with property owners to secure a continuous easement, although many owners voluntarily allow access. Property owners include the City of Milwaukee, MMSD (Milwaukee Metropolitan Sewer District), Quakers / Friends and approximately 10 private residential property owners.

On the east bank of the river between Locust Street and Capitol Drive, a majority of the land is county parkland and currently, well preserved. In this area there is parkland owned by the Village of Shorewood on either side of the Oak Leaf Trail. This land is well maintained open space but could be better integrated into the trail and park system.

North of Capitol Drive on the west bank of the river, a large and significant property is owned by Milwaukee Area Technical College. This property is commonly called the Blue Hole. MATC leases the land to a number of entities including the University of Wisconsin - Milwaukee (UWM) for remote parking. Because of site history, there are a number of environmental concerns including an existing capped landfill that will limit the development of the site. Alternatives under consideration for development of the site are discussed in detail in the Riverworks Chapter. Any new development of the site would ideally include environmental remediation or non-disturbance of the landfill cap with enhancements such as landscape buffering for stormwater management (in addition to pond at southeast corner of the site) and future consideration of an additional pedestrian bridge over the river at this location. Ideas for consideration include:

- Establish an easement for installation of a trail and landscape buffer along the river.
- Improve designated access points to river. If possible, add a series of small, non-motorized small boat launch facilities along the Milwaukee River.

DESIGN GUIDELINES

Design guidelines ensure environmentally sensitive design of high quality to minimize the impact of building on the environmental corridor and could include the following criteria:

- Properties near or adjacent to the Primary Environmental Corridor should be regulated so they support and enhance the natural beauty of the corridor.
- Building guidelines could promote energy conservation through the use of LEED rating criteria (or equal or better in use of sustainable energy resources) and acknowledge environmental education, recreation, resource management.
- Landscape guidelines for new development in this area could address environmental protection, site improvement, the enhancement of natural resources and emphasize native plantings.
- Properties adjacent to the river corridor should adhere to local ordinance, state and federal laws regarding water quality guidelines.
- Parking guidelines should allow no parking within the environmental corridor (except for emergency vehicles) and should limit parking for developments adjacent to the corridor. Encourage greater tree canopy and pervious pavement for parking lots adjacent to the corridor. It is also important to identify both percentage and availability of on-street parking, provide shared parking within structures, and offer reduced parking requirements for transit oriented development.



Figure 8.15: Beer Line "B" Condominium Building Along Riverwalk

* Photograph Source: Eddee Daniel

INCENTIVES, REGULATIONS AND LAND MANAGEMENT

Implementation of policy for land within or adjacent to the Primary Environmental Corridor can be accomplished through a variety of mechanisms including:

- Building consensus on public policy.
- Establishing a roundtable forum of governing agencies and stakeholders to discuss and influence environmental policy plans (e.g. MRWG).
- Utilizing study data showing economic benefits of parkland within city fabric, as well as economic growth and lifestyle opportunities created by access to parks and open space.
- Actively supporting alternative energy based developments which “green” and protect the river corridor. Follow the environmental education, recreation and management agenda established by the Urban Ecology Center.
- Promote a green infrastructure curriculum for schools. Data and information should be distributed throughout city agencies, libraries and websites.
- Identify and develop funding sources for resource and environmental management. Include integration of shared park amenities for public use within private development.
- Provide city assistance with permitting and environmental clean-up grants.
- Encourage leadership and partnering opportunities to fund and construct trail and ecological improvements.
- Coordinate recommendations and future development in the northern portions of the corridor between the municipalities having jurisdiction, e.g. Milwaukee, Glendale, Shorewood.
- Seek creative partnering opportunities for County Parks Department to partner with other non-profit organizations like the River Revitalization Foundation or other local agencies, to acquire property along the river or pursue grant funding.



Figure 8.16: Floodplain created by North Avenue Dam removal.

* Photograph Source: Eddee Daniel

ADMINISTRATIVE AND DEVELOPMENT PROCEDURES

As stated earlier, Milwaukee County is primary owner of public open space within the City of Milwaukee. However the County has no jurisdiction over adjacent development. SEWRPC (Southeast Wisconsin Regional Planning Commission) is a regional oversight / administrative body for both the city and county. Although the agency maps the PEC and recommends protection measures, SEWRPC has no authority over existing property owners. They have advisory status primarily for new development with regard to sewer, water and environmental corridor impacts.

Milwaukee has an overlay zoning policy in place. However, there is no established process for intra-governmental development review. There could be better participation and coordination among stakeholders including city, county, residential stakeholders and civic interest groups. The following procedures are recommended to help manage the Milwaukee River Corridor development reviews:

- Implement review policy that is collectively planned at a neighborhood district level, as opposed to individual site review.
- Create a development review policy based on a series of smart growth and environmental policies for any potential development site or project.
- Mandate that all river edge development incorporate river edge restoration; as defined by design guidelines.
- Encourage tree preservation.
- Mandate no clear-cutting in the Primary Environmental Corridor.
- Consider that all large scale development adjacent to the environmental corridor provide an Environmental Impact Statement (EIS) to address critical issues associated with an environmentally sensitive area. Establish a forum and process for citizen based user groups to shape environmental policy.
- Consider a series of design guidelines for specific areas that would control setback and height restrictions for new commercial and multi-family development. These areas include, but are not limited to environmentally sensitive areas and portions of the corridor, as well as special use sites.
- Undertake a cost / benefit analysis that examines and compares traditional engineering and maintenance principles to environmentally and ecologically sensitive engineering and maintenance principles and practices.

4C - CATALYTIC PROJECT: OVERLAY DISTRICT FOR THE MILWAUKEE RIVER ENVIRONMENTAL CORRIDOR

At the beginning of the Northeast Side planning process, the Milwaukee River Work Group (a community based coalition of river advocacy groups) formed to create a master plan and an overlay district for protection of the Milwaukee River Primary Environmental Corridor. As part of the interim study overlay zone adopted by the Milwaukee Common Council in May 2007, MRWG agreed to hold three public workshops in October and November of 2007 to elicit feedback and design suggestions for the proposed Milwaukee River Greenway. Over 130 local residents attended these workshops and overwhelmingly supported protection for the river corridor.

- 97% felt that the overlay district should protect natural beauty by limiting building heights on land adjacent to the river corridor.
- 97% agreed that natural vegetation on the bluff and top of the bluff should be protected by preventing any clear-cutting.
- 93% expressed support for a setback between the top of the bluff and development.
- 92% wanted a more generous setback where there was no bluff.

The public was also asked to consider the boundaries for the overlay district. Several adjacent neighborhoods have asked to be included within the final overlay district. This discussion and the full report of the workshops can be found at the MRWG website: www.protectmilwaukee.com.

The establishment of a permanent River Overlay District would have a catalytic effect on shaping the future of the Environmental Corridor. At this point in time, the City of Milwaukee has established an interim study overlay district and is working with MRWG to determine the following: what constitutes an environmentally sound and balanced approach to conservation of the Milwaukee River Primary Environmental Corridor; which zoning overlay policies and standards will protect natural areas within the river corridor from negative impacts; how best to preserve ecologically sensitive areas and open land; how to improve water quality, flora and animal habitats; and what are reasonable development parameters for adjacent properties. After determining these specific goals, the intent is to establish a permanent site plan review overlay district, that will include design guidelines for future development.



Figure 8.17: View of Buildings from the Environmental Corridor.
* Photograph Source: Eddee Daniel



Figure 8.18: Milwaukee River Bird Habitat
* Photograph Source: Eddee Daniel



Figure 8.19: Primary Environmental Corridor looking south from Locust St. with gateway site (Rotary Centennial Arboretum) in the foreground.
* Photograph Source: Kimberly Gleffe

4C - CATALYTIC PROJECT: OVERLAY DISTRICT FOR THE MILWAUKEE RIVER ENVIRONMENTAL CORRIDOR (MILWAUKEE RIVER SITE PLAN REVIEW OVERLAY DISTRICT)

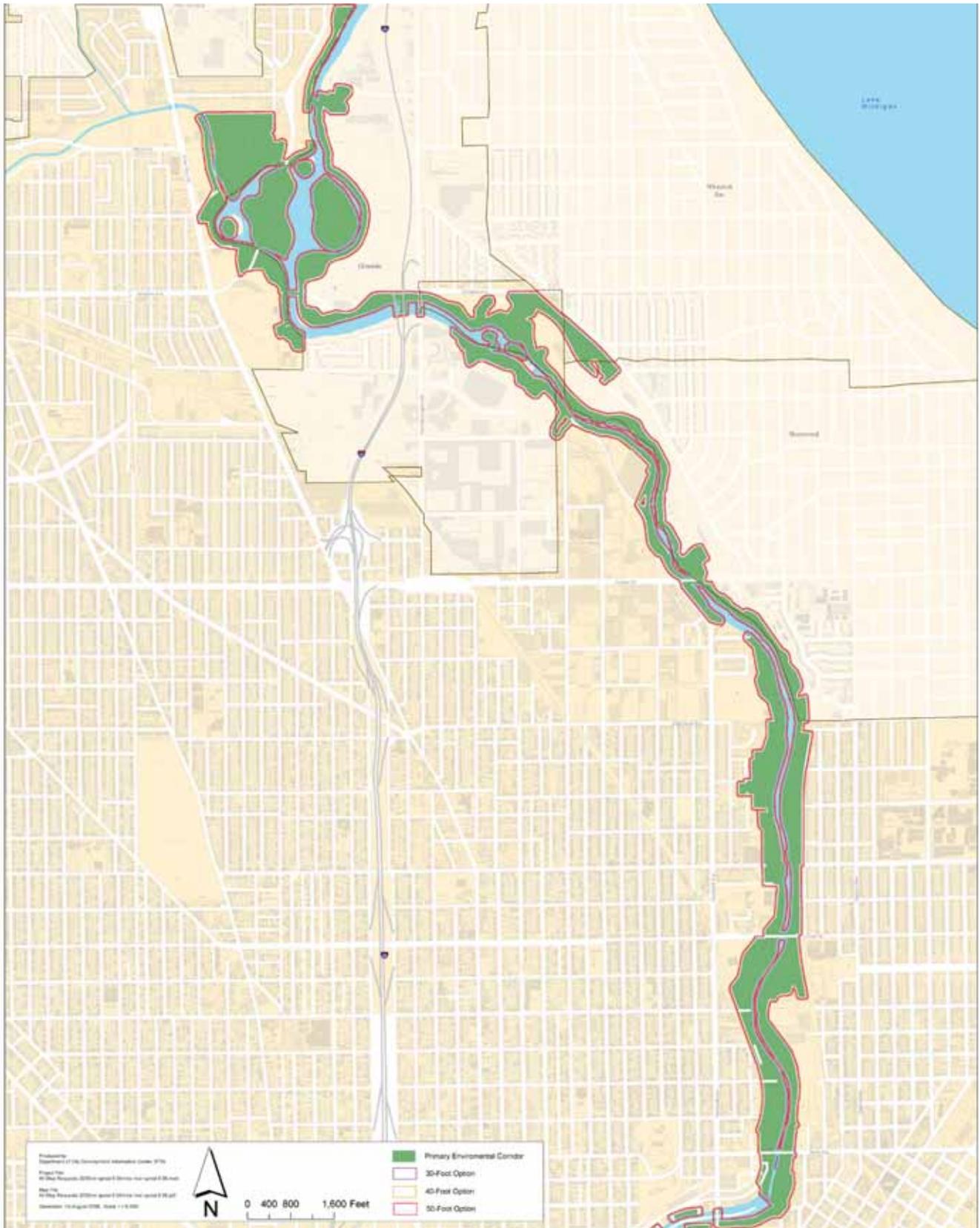


Figure 8.20: Milwaukee River Greenway Corridor Interim Study Overlay Zone

* Data Source: DCD

4C - CATALYTIC PROJECT: OVERLAY DISTRICT FOR THE MILWAUKEE RIVER ENVIRONMENTAL CORRIDOR

An overlay district for new development could be based on a series of environmental criteria that:

- Protect the environmental corridor through design guidelines that address building setback, landscape buffers, height and massing regulations.
- Establish a landscape buffer zone to protect the natural ecology of the corridor.
- Encourage tree preservation.
- Allow no new clear-cutting within the Primary Environmental Corridor.
- Maximize open space on development site to provide on site stormwater management when feasible.
- Review County easements to become permanently deeded parkland.
- Address site amenities for properties adjacent to the environmental corridor.
- Identify trail access locations and trail design standards.
- Establish a wayfinding system and signage guidelines.

MRWG and the City of Milwaukee are creating a master plan for the Milwaukee River Greenway that will address ecosystem protection and restoration, user group's concerns, and access and management issues within the corridor. Ideally, MRWG should transform into a river board representative of all stakeholders to coordinate management and stewardship for the Milwaukee River Greenway.

4D - CATALYTIC PROJECT: PEDESTRIAN MARSUPIAL BRIDGE AT LOCUST STREET

During many community discussions, Locust Street was identified as a strategic location for an additional river pedestrian / bicycle crossing similar to the marsupial bridge under Holton Street. The steep slopes of the river banks at Locust Street are a challenge to traverse with ramps and stairs. However, a suspended marsupial bridge could provide a mid-level trail connection halfway up the slopes, away from the sensitive wetland habitat and beyond the flood line.

A preliminary engineering review of the roadway bridge construction will be required to determine the impacts and costs of an additional suspended structure. The concept plan below illustrates how a ramp and stair connection can be designed to connect the west bank and east bank of the river with connections to the Oak Leaf Trail. It should be noted that the bike trail is suppressed in this location with steep slopes and will require access ramps. There is, however, an existing connection point on the street level of the bridge near Cambridge and Locust Streets that could be utilized in the design of the ramp access that works with the topography of the site.



Figure 8.21: View of the Oak Leaf Trail from the Locust Street bridge looking south.



Figure 8.22: Bridge Over Oak Leaf Trail at Locust Street



Figure 8.23: Conceptual access plan of pedestrian marsupial bridge below Locust Street.

9: Upper East Side - Area 5

AREA OVERVIEW

DISTRICTS:

5A - UNIVERSITY OF WISCONSIN-MILWAUKEE MAIN CAMPUS DISTRICT

5B - HISTORIC DOWNER RETAIL DISTRICT

5C - WATER TOWER HISTORIC DISTRICT

5D - RIVERSIDE INDUSTRIAL COMMERCIAL AREA

CORRIDORS:

5E - OAKLAND AVENUE TRANSIT AND COMMERCIAL CORRIDOR

CATALYTIC PROJECT:

5F - FORMER COLUMBIA HOSPITAL REDEVELOPMENT

UPPER EAST SIDE

INTRODUCTION

The Upper East Side is one of the premier neighborhoods within the City of Milwaukee with phenomenal recreational and cultural amenities and a high quality of life. Ideally situated, the Upper East is within easy walking distance to Lake Park and Lake Michigan to the east; the Milwaukee River Environmental Corridor to the west; the University of Wisconsin-Milwaukee (UWM) Campus at its center, plus it has many unique, out of the ordinary eclectic retail districts within easy striking distance. It lies halfway between the old-fashioned streetcar suburbs on Milwaukee's famed North Shore and Downtown, with its theatre district, sports arenas, restaurants, etc. If you live on the Upper East Side and work Downtown, you have a scenic ten minute commute.

With an urban ambiance these primarily single family residential neighborhoods provide many housing alternatives for an ethnically diverse, multi-generational and educated population. However, substantial increases in student population and over-concentration of that population in the near campus area, is straining the capacity of these neighborhoods. There is a huge rental housing market as a result of UWM's compressed campus and lack of dorm space, that threatens to overwhelm the stability of these neighborhoods. Due to growing numbers of absentee-owned properties and negligent landlords, many Upper East Side residents have expressed concerns about maintaining the quality of life that originally attracted them to live in these neighborhoods. In addition, crime (particularly crime that targets students, e.g., burglaries, armed robberies), has also been on the increase in the near-campus neighborhoods, which adds to concerns about quality of life.

In 2003, the University Neighborhood Association (UNA) in conjunction with UWM and the City of Milwaukee created a plan to address issues associated with the University impacts on the neighborhoods: "A Partnership for Change: A Strategy and Vision for the UWM Neighborhoods". This neighborhood action plan identified the following goals for the Upper East Side including improvements to transit, parking and commercial areas; crime prevention and neighborhood preservation.

VISION

Preserve, strengthen and enhance the traditional, historic and diverse urban residential neighborhoods and commercial districts of the Upper East Side.

AREA BOUNDARIES

Providence Avenue and Edgewood Avenue to the north; Lake Drive, Wahl Avenue and Terrace Avenue to the east; North Avenue to the south; and the Milwaukee River to the west.

GOALS

A. TRANSIT AND ACCESS

Address transportation and access issues, including parking, traffic, transit, bicycle and pedestrian access.

B. PARKING

Provide balanced parking resources for the entire community, including neighborhood residents, university staff, faculty, students, and visitors.

C. COMMERCIAL

Strengthen existing commercial areas along Oakland Avenue, Downer Avenue and the East Side BID (North Avenue).

D. NUISANCE AND CRIME REDUCTION

Address neighborhood crime and nuisance issues particularly related to student behavior and "student neighborhoods".

E. NEIGHBORHOOD PRESERVATION

Preserve the architectural quality of the housing stock and conserve the unique character of these Upper East Side neighborhoods. Where possible, enhance and add value and identity features to the traditional historic and diverse urban residential neighborhoods and commercial districts of the Upper East Side.

F. CAMPUS HOUSING

Seek student housing solutions that are compatible with UWM's historic campus (the original Downer Teachers College buildings) as well as the surrounding neighborhood. Blend new housing development with the urban fabric and avoid abrupt changes in scale and character.

G. NEIGHBORHOOD ORGANIZATION AND ADVOCACY

Support strong neighborhood associations such as the ones that currently exist on the Upper East Side: Murray Hill, Mariners, Cambridge Woods, Water Tower Landmark Trust, Greenwich Village, Riverside Park.

TRANSIT AND ACCESS STRATEGIES

1. Provide better transit to serve the Upper East Side and UWM community by increasing transportation alternatives without any significant loss of street parking. First and foremost, promote public transit ridership and enhancement of the Milwaukee County Transit System (MCTS) services.
 - Support the former East Side Transportation Management Association (ETMA) set of improvements and initiatives. Also support the Locally Preferred Alternative (LPA), which is the City of Milwaukee and Milwaukee County's federally funded approach to transportation improvements that will connect citizens to jobs, students to the UWM campus and neighborhoods to Downtown.

UPPER EAST SIDE

- Continue to expand and enhance the UWM programs such as UPASS, UBUS, UPARK, UBIKE and B.O.S.S. and improve the comfort, appearance, and location of U-Park shuttles and shuttle stops.
 - Continue CarShare program for students and neighborhood residents as a way to reduce parking demands.
 - If possible, add a state-of-the-art bicycle parking facility to the UWM campus.
 - Create marketing strategies and incentives to increase transit ridership including: providing better transit routes that connect area jobs to residents, increase headways on existing bus routes, and in general, establish transit options that are more convenient, accessible and attractive to users.
 - Improve transit connections and headways on existing bus routes between UWM and neighborhoods with high student population creating greater potential for student housing in areas such as Riverwest, East Village, Third Ward, etc.
2. Establish a stronger, more efficient and streamlined north / south transit corridor that acts as a “spine” for the Northeast Side. Consider Oakland Avenue as the primary route.
 - Evaluate the potential for a dedicated express transit route (following the Oakland Avenue historic streetcar route) connecting the 5th and 3rd Wards to Downtown to the East Side, UWM, Shorewood, Whitefish Bay and Glendale (Bayshore Town Center).
 - Reinforce high density transit corridors such as Farwell and Prospect with transit oriented development. Do a commercial corridor master plan that incorporates transit oriented design and mixed use development while preserving historic character. Identify historic and noteworthy buildings along these corridors that should be landmarked and preserved through adaptive reuse, e.g. Charles Allis Museum, Café Brucke, Wisconsin Conservatory of Music, Renaissance Place, etc. Employ a high level of amenities (planters, benches, etc.) and pedestrian-friendly streetscape features.
 3. Improve and promote pedestrian paths and bike routes within the Upper East Side that are safe, pleasant, convenient and attractive to students, commuters and recreational users.
- Connect Milwaukee and North Shore communities from north to south by developing separated bike lanes that offer a greater degree of safety as part of the rights of way for major arterials. Improve connections to existing off-road bike paths and evaluate the need for additional connections.
 - Utilize context sensitive street design, along with traffic calming techniques on major streets in the Upper East Side (Oakland, Maryland and Downer Avenues) to accommodate pedestrians and bicyclists in the area. Many elementary school students bike to school, college students bike to UWM, and people of all ages bike to work. Make every effort to slow down traffic and create a better pedestrian and biking environment, particularly in the area in and around the UWM campus.

PARKING STRATEGIES

Evaluate district-wide parking policies to address the parking needs in the Upper East Side by analyzing the effectiveness of UWM parking programs, assessing on-street and off-street public parking usage and establishing a parking plan that meets the needs of the University, faculty, students and neighborhood residents. Consider the following initiatives in the parking plan:

1. Simplify parking regulations throughout the Upper East Side neighborhoods and consider the following:
 - Unify and lengthen parking time allowances.
 - Explore adjustments for parking time that will allow students to attend entire class periods.
 - Minimize peak parking demand by adjusting class schedules.
 - Maintain the 2-hour parking meters in commercial areas and consider doubling parking time allowances in commuter impacted areas surrounding UWM.
2. Parking structures and surface lots generally detract from the traditional campus environment. Therefore, limit the construction of exposed parking structures and surface lots evaluate impacts of an on-campus or off-campus parking location.
 - Develop design and operational guidelines for parking structures and facilities and evaluate traffic impacts in the neighborhoods (e.g. exiting queues, turning movement and other congestion generators).
 - Promote commercial or classroom / academic uses at the ground floor level of future parking structures that will bring additional on-street activity.

UPPER EAST SIDE



- 1: Mariners Neighborhood
- 2: Cambridge Woods Neighborhood
- 3: Murray Hill Neighborhood
- 4: University Square / Oakland Avenue BID
- 5: University of Wisconsin-Milwaukee
- 6: Oakland Avenue Transit Corridor
- 7: Riverside Park Neighborhood
- 8: Greenwich Village Neighborhood
- 9: Water Tower Landmark Trust
- 10: Downer Avenue BID

Figure 9.1: Aerial of the Upper East Side

UPPER EAST SIDE

3. Identify additional remote lot options and increase the remote parking supply. Work with big box retailers on Capitol Drive to utilize excess parking areas as remote parking for students.

COMMERCIAL AREA STRATEGIES

Strengthen the existing commercial areas in the Upper East Side through new streetscape improvements, building renovations and mixed use development.

1. Promote the development of mixed use buildings within these district with retail at street level (possibly two floors) and residential above. Identify available vacant land or underdeveloped sites.
 - Continue to allow the reuse of residential buildings for commercial and mixed use purposes. For example, Lisa's Pizza is a modified house turned restaurant on Oakland Avenue that is compatible with the smaller scale of a neighborhood retail district.
 - Allow and encourage street vendors in heavily trafficked pedestrian areas, such as the UWM campus.
 - Promote pedestrian outdoor and "on the street" activities such as the East Side Open Market, sidewalk cafés and other seasonal activities. Outdoor seating restaurants will require appropriate sidewalk areas and storefronts that open patio-style.
2. Consider future expansion of the Oakland Avenue BID to include commercial areas to the north at Kenwood Boulevard, Hampshire and Hartford Avenues while retaining existing housing mix.
3. Incorporate input of Upper East Side Neighborhood Associations on commercial uses embedded in the neighborhoods. For example, ensure historic corner taverns remain compatible with the neighborhood in terms of hours of operation, noise level, lighting, signage, etc.
4. Continue streetscape, facade and signage improvements, to improve the University Square district's image.
 - Continue making improvements on Oakland Avenue and expand improvement efforts to the north.
 - Coordinate streetscape improvements with the Village of Shorewood for a cohesive appearance.
 - Repair or replace streetscape elements on Downer Avenue.



Figure 9.2: Upper East Side Neighborhood



Figure 9.3: Aerial of UWM campus in foreground and Upper East Side neighborhoods.

UPPER EAST SIDE

- Use curb bump-outs to expand the sidewalk area and shorten pedestrian crosswalks in busy commercial districts, such as Downer Avenue. Also add amenities like street furniture and landscaping to enhance the attractiveness of the district and make it more comfortable for people to enjoy for longer periods of time.
5. Intensify commercial areas as described in above strategies, but do not encroach or expand into residential areas. Provide commercial-to-residential transitions where possible, for example: form-based transitions such as houses or small scale buildings used for commercial purposes (such as Paddy's Pub, Murray Hill Pottery Works, Cory the Bike Fixer in Greenwich Village); use transitions such as multi-family sandwiched between single-family residential and commercial; or scale transitions such as a gradual stepping up in height from residential to commercial districts.
 6. Repair the "urban fabric" where an out-of-character use has eroded or damaged the character of a residential neighborhood.
 7. Over time, replace auto-oriented uses in residential areas as the opportunity arises to rebuild and/or re-use the property. Rezone these parcels to ensure integrity of residential neighborhoods.

NUISANCE AND CRIME REDUCTION STRATEGIES

1. Continue to address neighborhood nuisance and crime issues through crime prevention measures, greater student awareness of safe practices and behavior, and coordination between City of Milwaukee police, UWM police and UWM Neighborhood Liaison.
 - Continue UWM funding of Milwaukee Police overtime in "student neighborhoods."
 - Continue successful proactive measures of UWM Neighborhood Relations Liaison in addressing non-academic misconduct.
 - Continue UWM Student Association programs such as Safe Walkers and C.O.A.S.T. (Community Outreach and Assistance for Student Tenants).
 - Increase visibility and accessibility of police officers in the community, and presence of additional police officers at neighborhood Block Watch meetings.
 - Reinstate Block Watches where they have lapsed or are no longer meeting on a regular basis.
 - Promote the extension of the UWM campus code of conduct and disciplinary policy (Chapters 17 &

18 of the Wisconsin Administrative Code) to address off-campus student behavior problems. This policy issue is currently under review by a group of University of Wisconsin (UW) System staff and students. The group may recommend that UW System institutions be granted the authority to discipline students for certain kinds of off-campus misconduct. The committee's draft recommendations to expand the authority of chapters 17 and 18 will be forwarded to the UW Board of Regents, who take up the issue in fall 2008.

- Eliminate illegal taverns in residential areas that are in conflict with residential uses.
 - Provide better coordination / communication between the neighborhood residents, the University and the City police to resolve issues resulting from negative student behavior (primarily underage and binge drinking). In general, improve policing over negative student behavior.
2. Improve overall neighborhood stability by increasing owner-occupied housing and absentee landlord accountability.
 - Encourage and support the UWM "Walk to Work" program to increase home ownership.
 - Increase code enforcement for building violations and enforce nuisance control measures, including restricting multifamily conversions and enforcing occupancy limits.

NEIGHBORHOOD PRESERVATION

Preserve and conserve the essential character of these traditional neighborhoods by protecting the historic residential housing stock, parkland and commercial areas of the Upper East Side. Continue to update and implement the UWM Neighborhood Strategy and Vision. Also expand implementation to include neighborhoods represented by the Riverside Park and the Greenwich Village Neighborhood Associations.

Support active neighborhood associations as a means of maintaining healthy and prosperous neighborhoods. Include neighborhood associations in decision-making with regard to new development, redevelopment and significant alterations to buildings, districts and corridors.

1. Evaluate the benefits of establishing neighborhood conservation and / or additional historic districts for Upper East Side neighborhoods.
 - Establish lot and building conservation, preservation and enhancement strategies.
 - Identify and landmark historic properties, e.g. the "boat house" in Cambridge Woods.
 - Develop design standards for improvements to historic properties.

UPPER EAST SIDE

- Expand and improve existing traffic calming measures. Consider giving them a neighborhood identity such as “Slow Streets in Cambridge Woods.”
 - Identify historic and architecturally significant buildings for local, state and or National Register status.
 - Make new construction and infill compatible with the existing character and scale of district.
2. Improve property maintenance and increase homeownership for strong neighborhood property values.
 - Develop programs to assist property owners to better maintain historic residential properties.
 - Coordinate resources between UWM, city, neighborhood associations and local lending institutions to develop and implement home buyer assistance programs. Continue to expand upon UWM’s employer assisted home purchase program.
 3. Consider zoning restrictions that would limit the number of non-owner-occupied housing units per block in the area surrounding UWM (Milwaukee River to Lake Drive, Park Place to Edgewood), to reduce the concentration of rentals in that area and disperse rentals to good transit-served neighborhoods effectively linked to the UWM main campus, e.g. Brady Street, Riverwest, Downtown, Third Ward, Fifth Ward, and Villages of Shorewood and Whitefish Bay.

OFF-CAMPUS HOUSING

1. Decrease reliance on the Upper East Side neighborhoods to provide housing for students by increasing the number of options for off-campus housing.
 - Establish public / private partnerships to develop university operated student housing along transit routes in proximity to amenities and transit oriented development, e.g. Brady Street, Beer Line ‘B’, downtown, Third Ward, etc.
 - Consider residential over retail development as part of transit-oriented development nodes, e.g., Water/Brady/Holton, Locust and Oakland (University Square BID), Prospect and North (former Prospect Mall).
 - Consider restricting single level retail in new development and strongly encourage multi-level mixed use retail.
 - Consider adaptive reuse of former manufacturing buildings and former schools as possible sites for off-campus student housing.

NEIGHBORHOOD ORGANIZATION AND ADVOCACY STRATEGIES

In order to preserve its patterns of traditional neighborhood development, the Upper East Side must continue to be one of the most actively organized areas within the Northeast Side.

1. Continue to refine and expand upon the initiatives of the University Neighborhoods Association.
2. Maintain a regular means of communication and coordination between the Upper East Side Neighborhoods, and the local Alderman and County Supervisor, UWM officials, Milwaukee Police, Department of Neighborhood Services, Department of City Development, and community groups that impact and advocate for the area.
3. Upper East Side neighborhoods should work cooperatively to address changes in quality of life and to preserve the historic character of the parks, residential areas, and commercial districts that define this area.

5A - UWM MAIN CAMPUS DISTRICT

DISTRICT ISSUES AND OVERVIEW

As a major academic institution located in the heart of the Upper East Side, the University of Wisconsin - Milwaukee (UWM) provides both academic and cultural offerings that improve the overall quality of life for neighborhood residents and the campus community. As a place to live the neighborhoods surrounding the campus provide a desirable and progressive lifestyle within walking distance of many employment opportunities and easy access to transit. The University is recognized as a local and regional “economic engine” generating investment, academic research and business development. Today, UWM is at a critical juncture in its institutional development, as it transitions from a broad-based academic institution into a significant research university with major business and institutional partnerships.

The physical and social framework of the University is also changing from a commuter oriented environment to a more traditional campus with a residential life. From an enrollment perspective, UWM has repositioned its desirability and is now identified as the number one campus in the University of Wisconsin system for enrollment of in-state students. In order to effectively address these and a host of other development issues, UWM is developing a comprehensive long range master plan to outline its projected academic growth, explore physical planning options and address neighborhood issues.

Over the past decade, substantial increases in the UWM student population have strained the neighborhood-university or “town-gown” relationship. Several neighborhood associations have raised concerns with the City and the University surrounding traffic and parking; negative student behavior and increases in crime; declining maintenance of the existing housing stock; increasing numbers of rental properties and issues associated with absentee landlords.

There are additional concerns that the area around UWM has become the “party neighborhood” for college students, some high school students, young professionals and twenty-somethings not even associated with UWM. Collectively these conditions are driving out longtime residents and young families who might otherwise choose to live in the area. The loss of longtime “vested” residents to short-term “transient” residents continues to have a destabilizing effect on the neighborhood. This can negatively impact the quality of life for all Upper East Side residents. The University is seeking to mitigate these housing challenges with a “Walk to Work” program that sponsors home ownership and other housing incentives for UWM faculty and staff.

There is a sense that UWM may have outgrown its present campus, commonly referred to as the “L” or main campus, located on the site of the former Downer Teachers College. Currently campus enrollment is anticipated to grow with the new facilities and course offerings



Figure 9.4: UWM remote parking at the Blue Hole site.



Figure 9.5: Kenilworth Building and UWM Peck School of the Arts



Figure 9.6: UWM Main Campus

5A - UWM MAIN CAMPUS DISTRICT

in the fields of engineering, medical research and science. As a result, the University is evaluating many alternatives for expansion in the upcoming UWM campus master planning process, including the development of satellite campuses that are connected to the main campus by transit. It is anticipated that many of the issues, goals and strategies outlined in the Northeast Side plan will be addressed in the UWM planning process.

The UWM campus masterplan will address academic and physical planning for the campus for the next twenty years, and will consider topics such as potential multiple campus locations, a reinvented role for the existing main campus, and complex transportation requirements.

Ongoing academic planning will drive the physical master planning, and will be wide-ranging and inclusive. The consultants will seek input from a variety of stakeholders on and off campus. For updates on listening sessions, see Campus Master Plan Update: www4.uwm.edu/master_plan.

After analysis and synthesis of ideas, the master plan will make evaluations and future recommendations regarding land use; space use; image and identity; access, vehicular and pedestrian circulation; parking and transit services, building opportunities; open space, recreation and athletics; utilities and other infrastructure for existing and potential new campus growth and locations. It will also address the issues of the neighboring communities and metropolitan areas, historic cultural resources and environmental sustainability.

VISION

Preserve, strengthen and enhance the relationship between UWM and the Upper East Side neighborhoods through university programs, community relations and physical improvements. Redevelop the "L" main campus to its optimum potential. As UWM grows beyond the capacity of its "L" main campus, identify satellite locations with good transit connections to UWM, in or near a Student Life district with high-quality amenities and exciting housing options for students. Implement transit connections to the "L" main campus with a dedicated transit system for UWM dorms and satellite facilities. There are excellent locations in the City of Milwaukee with plentiful available land, transit connections, the elements to support a Student Life district and nearby catalytic effects, if UWM dorms and satellite facilities were placed there, such as Riverworks, Capitol Drive and vicinity ("Blue Hole"), King Drive, Bronzeville, Riverwest, Brady Street and vicinity, Park East, the former Pabst Brewery complex, Municipal Pier (former Pieces of Eight site), the city's downtown central business district (existing UWM Continuing Education Department and home to WUWM 89.7 FM), the Third Ward, and the Fifth Ward (existing UWM Great Lakes Water Institute). If possible add a campus shuttle ("Panther Trolley") to serve the Upper East Side.

AREA BOUNDARIES

Edgewood Avenue to the north, Downer Avenue to the east, Cramer Street to the west, Kenwood Boulevard to the south and scattered sites, e.g. the Edith Hefter Center, the Zelazzo Center and the MacLaren Mansion.

UWM CAMPUS MASTER PLAN STRATEGIES

1. Establish a new campus master plan to address academic program needs, projected growth and strategic redevelopment of underutilized buildings. Develop the "L" or main campus to its maximum potential while maintaining a traditional campus environment.
 - Investigate a decompression strategy for the main campus through the development of satellite campuses connected by transit routes.
 - Explore increasing the density of the "L" main campus by replacement of non-historic one and two-story buildings with multi-story buildings. In addition, identify buildings that can accommodate additional floors.
 - Support University initiatives to increase institutional research capacity by making physical improvements to labs and critical updates and replacements to research facilities. Use improvements to advance UWM's reputation as a premier research institution.
 - Replace obsolete buildings of the 50's, 60's and 70's with "state of the art" facilities that will meet the programmatic goals of UWM.
 - Continue to pursue redevelopment opportunities based on the recently completed feasibility study to identify potential reuse opportunities on campus.
2. Design the campus perimeter to transition between the campus and residential neighborhood scales.
 - Establish design standards for context sensitive and neighborhood compatible architecture.
 - Encourage UWM and Upper East Side Neighborhood Associations to continue to coordinate on the master plan progress and issues.
3. Continue UWM efforts to strategically employ lighting, landscaping, wayfinding, and other streetscape improvements to reinforce identity and a traditional campus atmosphere. Develop a landscape strategy for the campus to add user friendly plazas, commons and courtyards to make the campus more welcoming and accommodating.
 - Increase the number of informal gathering places and public spaces.
 - Give new buildings pedestrian friendly street level facades, ample windows and rear or below-grade parking.

5A - UWM MAIN CAMPUS DISTRICT

- Evaluate potential solutions for housing alternatives on-campus, near campus and off-campus satellite locations connected by transit.
- Purchase, adapt or retrofit near campus properties as they become available. Take an adaptive reuse approach to historic structures that fit both the neighborhood context and the University's needs.
- Consider commercial districts or mixed use neighborhoods with high-quality amenities and good transit connections to UWM (such as Brady Street, Farwell Avenue, North Avenue, or Downtown) as desirable locations for remote student housing and/or satellite campuses.
- Increase headways along MCTS transit routes serving UWM, e.g., Routes 15, 30, 21, 22 and 62. For satellite campuses, use designated transit with good headways (10 - 15 minutes) similar to the shuttle that serves the Kenilworth facility.
- As opportunities arise, UWM should partner with the private sector to develop student housing in Downtown, along Brady Street, Farwell and Prospect Avenues, and in Riverwest. These areas have good transit links to the main campus.
- Develop a plan to provide housing in university managed properties for all freshman and sophomore students. As a policy, locate freshman and sophomore residences closer to the main campus. Upperclassmen and graduate students may be placed farther away.

UWM TRANSIT STRATEGIES

1. Dedicated transit with a permanent funding source is a critical issue as UWM considers a regional approach to campus growth.
 - Create a dedicated UWM transit system that connects the main campus to existing and new satellite facilities, e.g. the Great Lakes Research Facility, School of Public Health, and School of Engineering.
 - Investigate potential of possible satellite campus sites currently served by MCTS. These might include: Aurora Sinai campus (potential School of Health Sciences); Bronzeville (Martin Luther King Drive / North Avenue or the former Garfield School); Downtown / Park East; facilities at the Columbia campus that have reuse potential; merged UWM / UW - Waukesha campus.
2. A UWM transportation plan will need to address transportation between the main campus and proposed remote campus locations, but also serve other academic and student housing locations.
 - Develop a "Panther Trolley" or UWM supported transit system to serve the adjacent campus area

bounded by Kenilworth Place on the south to Capitol Drive on the north, Riverwest / Humboldt Boulevard on the west to Downer Avenue on the east. Evaluate a future expansion of the trolley system to Holton Street.

- Consider a free UWM shuttle for the Main Campus-Kenilworth - Downtown connection, with frequent headways (e.g. ten minutes apart) and designated stops at the UWM Union, Downer, Kenilworth, Brady, Park East, Grand Avenue (UWM Continuing Education) and Third Ward.
- Expand upon existing transportation initiatives, including the U-Bus and U-Pass programs. Continue to use U-PASS for Milwaukee County Transit Routes that provide direct non-stop service to UWM from surrounding neighborhoods: 15 - Oakland-Kinnickinnic, 22 - Center St., 30 - Sherman-Wisconsin, 21 - North Avenue, 62 - Capitol Drive, 60 - Burleigh St. Use other MCTS routes for more remote locations (College Avenue Freeway Flyer and U-BUS service).
- Explore additional locations for Park-and-Ride lots, such as Summerfest lots and Capitol Drive locations.

BICYCLE AND PEDESTRIAN ACCESS STRATEGY

1. Improve pedestrian circulation and bicycle access throughout the Upper East Side with connections to the UWM campus that will encourage transit, walking and biking as viable transportation options.
 - Improve the pedestrian and bike amenities surrounding UWM on Maryland, Hartford and Kenwood Avenues with improved streetscape, trees, dedicated bike lanes and bike storage stands.
 - Improve bike facilities and promote the U-Bike program.
 - Identify potential locations for the addition of entry gates to the campus.
 - Evaluate pedestrian network connections throughout the Upper East Side and ensure continuation of paths. Provide connections to dead end or disappearing paths.
 - Consider making Hartford Avenue a drivable mall with decorative pavers, and pedestrian oriented streetscape and welcoming facades.
 - Use traffic calming techniques to increase safety of students crossing Downer Avenue, Maryland Avenue and Kenwood Boulevard.
 - Provide better marked access to regional trails such as the Oak Leaf Trail and the Lakefront Trail.
 - Improve pedestrian and bike connections from east to west side of the Milwaukee River.

5A - UWM MAIN CAMPUS DISTRICT

DOWNER WOODS

In 1964, the state of Wisconsin purchased the 18.8 acre Downer Woods property at the north end of campus for UWM as part of the acquisition of Downer College. The woods includes 11 acres of permanent conservation area protected by state statute, three acres of permanently reserved woodland, and nearly five acres of park and woodland area.

Public perception of the Downer Woods varies widely, from a deep appreciation of its current natural “untouched” state, to concerns for better safety, to desires for establishing a more arboretum-like environment with pathways and benches. There is broad consensus however, that this campus open space is a valuable shared asset in the city that provides a place where both students and residents can interpret and enjoy nature. The following are goals to encourage greater use and appreciation of the Downer Woods.

1. Improve the habitat and educational value of the Downer Woods through maintenance; control of invasive species and programming; and an environmental assessment to define future restoration.
2. Evaluate and address safety concerns within and adjacent to the Downer Woods. Consider pruning and selective clearing of non-native trees to allow for views. Consider strategic addition of pedestrian light fixtures.
3. Foster greater use of the Downer Woods for educational and passive recreational uses by UWM and other educational institutions such as the Urban Ecology Center. Sponsor programs that will foster appreciation of the site habitat. Utilize interpretive signage and tree identification tags to create a learning environment.
4. Promote the creation of a Friends of Downer Woods group that will help protect and improve the area. Develop volunteer programs including clean-ups and appropriate events that will bring activity to the area.

VISION

Downer Woods is an actively managed area with a restoration plan.

The goal for Downer Woods is to retain the natural character of the woods, and to restore a beech-maple forest similar to the forest that would have occupied the site prior to human settlement of the area. Downer Woods is a place where people can go to enjoy a natural area in the urban setting of

Milwaukee. People are welcome to walk the trails, engage in nature study, go birdwatching, look for wildflowers, and similar activities.

AREA BOUNDARIES

UWM Campus (Sandburg Hall) on the south, Edgewood Avenue on the north, Maryland Avenue on the west and UWM Campus (Klotsche Center entrance) on the east.

GOAL

Preserve the unique character and enhance this 11 acres of permanent conservation area, as well as the Downer Woods Reserved and Recreational Areas.

REVITALIZATION STRATEGIES

1. Continue to implement the 1998 UWM Field Station’s master plan to guide the restoration efforts for Downer Woods.
2. Actively control invasives in the woods. Note: There has been dramatic progress in control of both buck-thorn and garlic mustard.
3. Re-introduce native species as part of the restoration plan for the woods.
4. Promote educational activities in the woods. Note: The woods have been used for research projects of UWM faculty, graduate and undergraduate students, as well as serving as a site for outdoor laboratories in undergraduate classes. There have been service days to clean the woods of litter by undergraduate and graduate students at UWM.

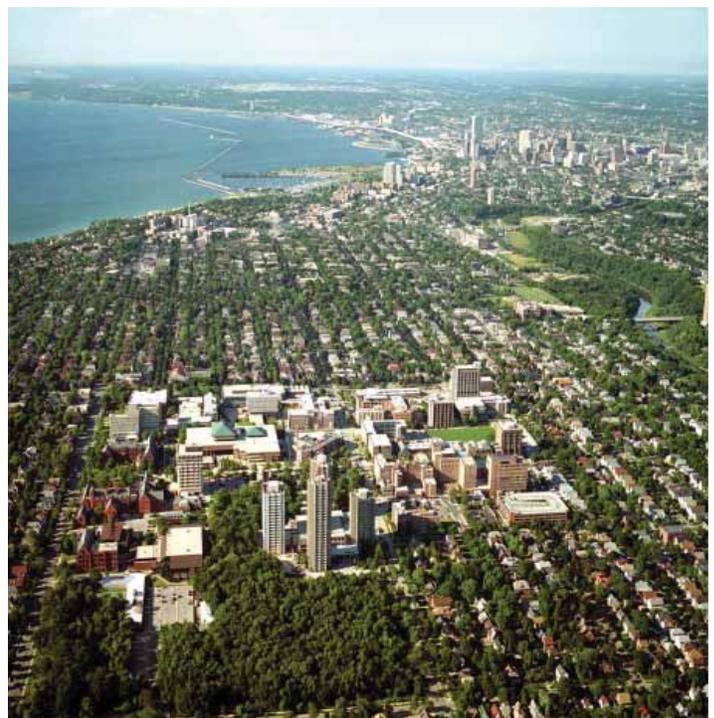


Figure 9.8: Downer Woods in foreground.

5B - HISTORIC DOWNER AVENUE RETAIL DISTRICT

DISTRICT ISSUES AND OVERVIEW

The Downer Avenue Historic District is recognized as one of the city's best preserved early twentieth century neighborhood commercial districts with architecturally significant buildings. This district is unique for its wide variety of shops and community oriented gathering places such as churches; an independent theater with vintage marquee; locally owned businesses including a grocery store / butcher shop, flower shop, bank, bookstore, hardware store, and bakery; professional offices; and interesting shops and restaurants with a loyal clientele.

VISION

Preserve the unique character and enhance this pedestrian friendly commercial district that serves neighborhood residents, UWM students, and visitors to the Upper East Side.

AREA BOUNDARIES

Webster Street on the south, Park Place on the north, Stowell Avenue on the west and Summit Avenue / Hackett Avenue on the east.

REVITALIZATION STRATEGIES

1. Revitalize and improve the existing retail environment to be a thriving and sustainable commercial district.
 - Improve code enforcement to ensure that the Downer Avenue commercial district is appropriately maintained.
 - Maintain a successful mix of businesses and strategically add to the existing mix by recruiting businesses compatible with the Downer Avenue commercial and historic district character.
 - Strategically market the district with events and programs such as the Downer Bike Races and the Plein Aire painting competition. Attract customers through outdoor cafés, sidewalk sales and displays, street vendors, sidewalk artists and performers, block parties and music performances.
 - Support the newly formed Business Improvement District to market and improve the retail environment.

NEW DEVELOPMENT STRATEGIES

1. Create guidelines for new development for the Downer BID that will ensure any new business will complement the existing historic district with context sensitive building design, appropriate heights and land uses.
 - With any new development, assess impacts of setbacks, heights, density and architectural character.
 - Encourage mixed use development with commer-



Figure 9.9: Downer Avenue Across from UWM

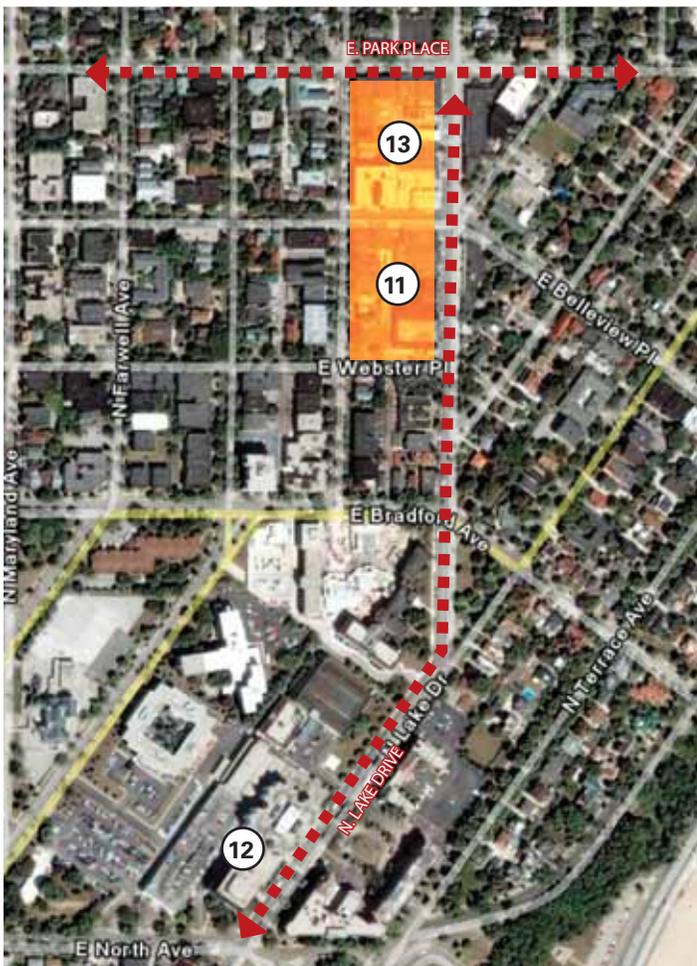


Figure 9.10: Downer Avenue Retail District

5B - HISTORIC DOWNER AVENUE RETAIL DISTRICT

cial on the lower levels and upper level residential.

- Discourage the development of automobile oriented commercial uses.
- Develop green building guidelines for future building construction that could include green roof incentives.
- Consider the Downer or East Side BID as a desirable location for a boutique hotel to serve visitors to major institutions on the Upper East Side, including UWM, Columbia/St. Mary's, Bradford Terrace and the Catholic and Protestant homes.
- Strengthen the street ambiance with lively storefront windows, furniture, streetscape and hardscape improvements.



- 11: Proposed location for a boutique hotel
- 12: Redevelopment of Columbia St. Mary's
- 13: Downer Avenue potential for retail redevelopment

Figure 9.11: Small neighborhood shopping districts, e.g., Downer Avenue, Park Place & Murray, Maryland & Locust, fit the neighborhood character.

5C - WATER TOWER HISTORIC DISTRICT

DISTRICT ISSUES AND OVERVIEW

The Water Tower Landmark Trust neighborhood, acquired its name from the impressive 175-foot Victorian Gothic water tower that dominates the bluff overlooking Lake Michigan. This primarily single family neighborhood has an impressive range of architectural styles and a vibrant history that dates back to the water tower's construction in 1874. It is Milwaukee's only turn-of-the-century affluent (i.e. merchants, civic leaders, captains of industry) neighborhood that still remains largely intact. After WWII, many larger homes in the area were subdivided into multifamily buildings (ostensibly to house returning soldiers). However, as is often the case with absentee landlords, many were poorly maintained, which had a detrimental effect on property values in the area. In the 1970's, a zoning rollback stopped conversions to multi-family, helped stabilize property values and reversed the loss of single-family homeowners. Over the past thirty years, the unique assets of the area have lured families and professionals back. The adjacent Lake Park, designed at the turn of the century by Frederick Law Olmsted, the famed landscape architect of New York's Central Park, provides the neighborhood with many attractive amenities and scenic lakefront views.

VISION

Preserve the unique historic character and scale of the Water Tower Landmark Trust neighborhood. Defend the area from encroachment by adjacent institutional, commercial and highrise residential or multifamily uses that threaten to erode its value and character.

BOUNDARIES

Downer Avenue on the west, Edgewood Avenue on the north, Lafayette on the south, Lake Park and Wahl Avenues on the east.

HISTORIC PRESERVATION STRATEGY

1. Protect, preserve and enhance traditional neighborhood design within the Water Tower Landmark Trust area.
 - Prepare a historic survey of significant structures in the district that have not yet been designated as such.
 - If funds are available, complete a Historic American Buildings Survey (HABS) working with UWM's Historic Preservation Institute to determine historic designation potential of the area surrounding UWM.
 - Work with the neighborhood residents to take advantage of tax credits and historic designation. Educate the community on the historic designation process and procedures.
 - Actively pursue historic designation to buildings within the district that merit historic status.



Figure 9.12: Frank Lloyd Wright House Design on Terrace Avenue

* Image Source: Mary Ann Sullivan



Figure 9.13: Stately homes can be found throughout the Water Tower Historic District.

- Provide homeowners with information about existing resources available for home repair and upkeep that are appropriate for the historic housing stock.
- For new construction within the Water Tower Landmark Trust, support development compatible with this predominantly single family neighborhood.
- Develop design guidelines to discourage development that does not comply with the district's character and encourage appropriate development within and adjacent to the district.
- Consider conversion of older apartment buildings into condos to increase the number of owner-occupants within the district.

5C - WATERTOWER HISTORIC DISTRICT

- Consider commercial multi-family or institutional use of larger houses in the area only if the use will not affect the character of the neighborhood and only if there is no additional parking on-site.
- Prevent encroachment or expansion of commercial and institutional development into residential neighborhoods. Carefully buffer (landscape, screen) these and other conflicting uses where they already occur within residential neighborhoods.

5D - RIVERSIDE INDUSTRIAL COMMERCIAL AND MIXED USE AREA

DISTRICT ISSUES AND OVERVIEW

Many existing and long-standing industrial uses in this area are major employers in the Northeast Side and provide benefits to the surrounding community. The intention of this plan is to support the continued operation of these existing commercial and industrial uses along the river and where possible, implement additional “green” design and building practices. However, if the existing industrial businesses were to outgrow their current locations or decide to relocate these very large land parcels could be subject to major redevelopment and significant changes in land use.

VISION

Enhance and “green” the existing properties. Also consider the possibility of redevelopment that is compatible with the conservation goals of the Milwaukee River Environmental Corridor, and is compatible with adjacent neighborhoods, Riverside Park, the Urban Ecology Center and the East Side BID.

AREA BOUNDARIES

Riverside Park to the north, Oak Leaf Trail to the east, North Avenue to the south and the Milwaukee River Environmental Corridor to the west.

INDUSTRIAL AND MIXED USE STRATEGIES

1. Continue to operate a “green” industrial and commercial district where it already exists.
 - Promote a green building program for existing industrial uses along the river utilizing Leadership in Energy and Environmental Design (LEED) guidelines, use of energy-efficient building materials, pervious parking lot surfaces, maximum tree plantings, and continuation of industrial uses with low to no pollutants.
 - Make new building additions or alterations compatible with existing historic industrial structures (provided they still meet local and state criteria for preservation).
 - Add landscaping where it fits site design and does not conflict with manufacturing process or operation of equipment for current users.
2. As redevelopment occurs, continue to make accessible connections to the river trail system.
 - As part of new commercial or mixed use development, provide ADA accessible ramps and stairs from the top of the bluff down to the river trail system. These connections, particularly at North Avenue (e.g. Hometown and Judge’s sites), would provide a valuable link from the East Side BID to the river and a public access point for the Environmental Corridor.

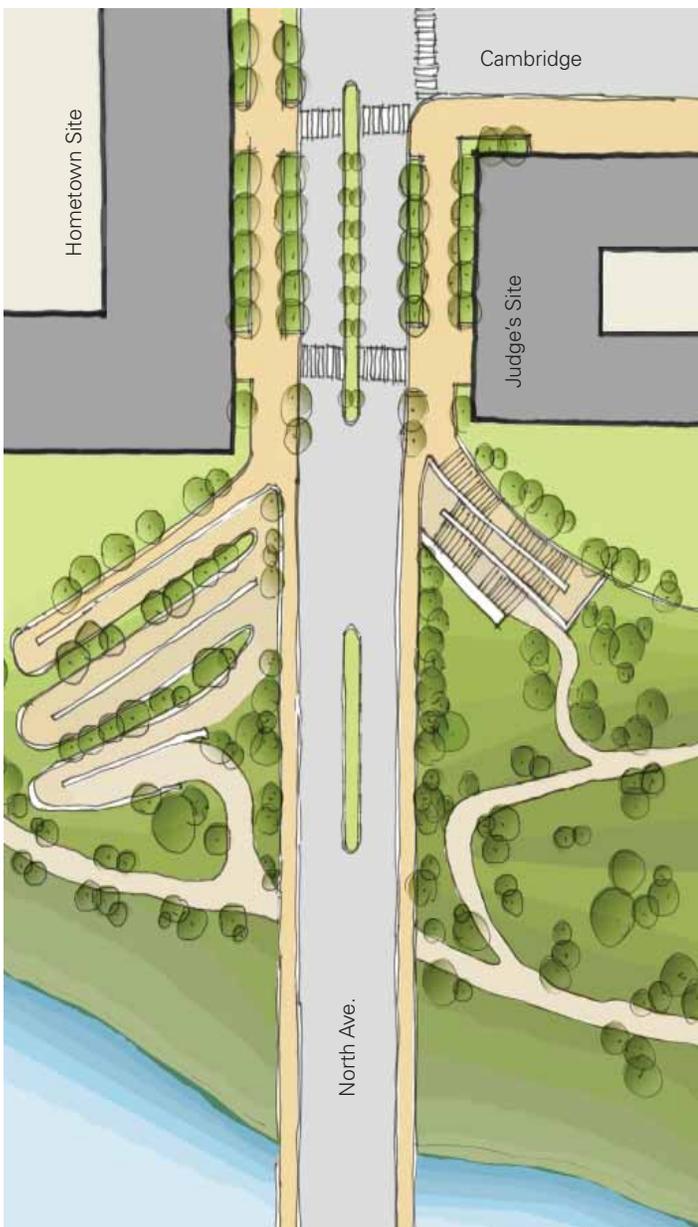


Figure 9.14: Artist sketch of ramps / stairs at North Avenue and the Milwaukee River.

5D - RIVERSIDE INDUSTRIAL COMMERCIAL AND MIXED USE AREA

3. As UWM dormitory development is considered for the former Hometown parcel, promote development that will be compatible with the river environmental corridor to the west of the site and the North Avenue commercial corridor and East Side BID to the south of the site. Residential (or UWM dorm) development at this location should have street-friendly facades with generous windows, landscaping and terraces on the river side. Commercial development (if that occurs as part of the overall mix of uses) should front North Avenue with buildings placed up to the street, pedestrian friendly storefronts, and screened parking placed to the north of the building (see Catalytic Project 6F - North Avenue Corridor Milwaukee River to Oakland Avenue).

- Employ green building practices for any new development.
- Discourage automobile oriented uses to strengthen the pedestrian environment. Rework existing uses to be less automobile oriented, particularly along North Avenue. Reorient building entries so that instead of entering from the parking lot, customers enter from the public sidewalk, or provide dual entries from both similar to Beans and Barley.

- Locate parking behind buildings and incorporate shared parking wherever possible to reduce paved surface parking lots along North Avenue.

REDEVELOPMENT LAND USE STRATEGIES

If in the future, there is a major transformation of the area or a majority of land or building(s) are being considered for change in land use due to land scale, proposed redevelopment or major renovation of facilities a comprehensive review of the development proposal should be prepared, based on the above criteria to ensure that the new development will still be compatible with the adjacent uses.

1. Provide design guidelines for redevelopment to address issues associated with alteration, demolition and building criteria for any new development.
2. Evaluate the impact of future changes in use especially with regard to residential development on the existing industrial properties.
3. Consider development of a mixed use neighborhood similar to the Riverside Park neighborhood on the east side of the Oak Leaf Trail.



Figure 9.15: View from UWM dormitory looking east. Artist sketch of Riverside Industrial Commercial Area and ramps into Milwaukee River Environmental Corridor trails.

5D - RIVERSIDE COMMERCIAL AND MIXED USE AREA

4. Restore bridge connections where possible. Consider reimposing the same pattern of streets, blocks and lots.
5. Analyze impacts of future development and establish workable guidelines for making buildings, landscaping and parking compatible with the Milwaukee River Environmental Corridor. Any facade facing the Milwaukee River must be treated as a principal facade. Consider incorporation of green space/open space in future redevelopment.
6. Allow public input to the decision-making process.
7. Support the Park Place Bridge and 1.5 million improvement plan for Riverside Park. The plan includes: a 55 car parking lot, added land, improved trails, wheelchair accessibility, a fishing pier on the river, an improved canoe launch, replacing the existing graffiti prone steel pedestrian bridge to make it accessible, improved staircases and added connections to the Oak Leaf Trail.
8. Support the conversion of 4.5 acres of former industrial land (see Figure 8.19) to an arboretum and gateway park to the Milwaukee River Primary Environmental Corridor (Rotary Centennial Arboretum). Encourage programming by groups such as the Urban Ecology Center and River Revitalization Foundation that will make it a "living forest classroom" and center for recreation, teaching and research,

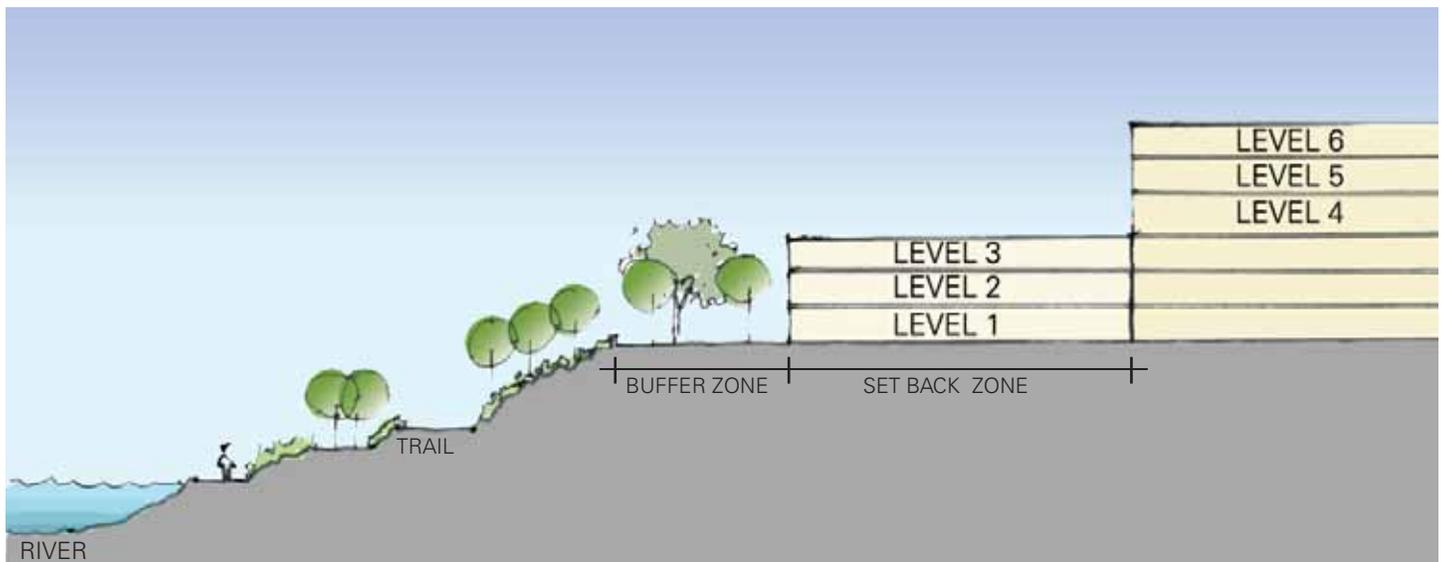


Figure 9.16: Section showing a potential building layout on a site adjacent to the Milwaukee River Environmental Corridor as discussed in MRWG workshops..

5E - OAKLAND AVENUE TRANSIT CORRIDOR

CORRIDOR ISSUES AND OVERVIEW

Oakland Avenue is a vital segment of one of Milwaukee’s original streetcar routes. Today, Oakland Avenue is used by MCTS #15 bus route, that connects the Fifth and Third Ward on the south side, Downtown and Park East, the Lower East Side, Upper East Side, and the Villages of Shorewood, Whitefish Bay and Glendale (including the Bayshore Town Center). Because it is a historic transit route, there exists a strong relationship between transportation and land use as evidenced by the high density residential and commercial districts along this route. Oakland Avenue is lined with housing densities and prototypes typical of transit oriented development, including traditional brick courtyard apartments and residential over first floor retail.

VISION

Further enable this successful transit corridor to serve a large and diverse population within high quality mixed use commercial districts. Provide an efficient and streamlined north-south connection from the neighborhoods to downtown. This can be accomplished by shortening headways for existing transit service; adding pedestrian friendly amenities; adding express bus service and reinforcing existing transit oriented development.

AREA BOUNDARIES

Oakland Avenue from North to Edgewood Avenues (Village of Shorewood - City of Milwaukee limits).

TRANSIT CORRIDOR STRATEGIES

1. Develop mixed use transit oriented development (TOD) nodes along Oakland Avenue at key commercial intersections including Oakland Avenue & Locust Street, Oakland & North Avenues, and Oakland & Edgewood Avenues.



Figure 9.17: Commercial Buildings Along Oakland Avenue



Figure 9.18: Oakland Avenue Corridor

5E - OAKLAND AVENUE TRANSIT CORRIDOR

2. Extend Shorewood's streetscape approach as applied successfully to that Village's commercial district south along Oakland Avenue to unify the corridor.
3. Intensify housing development along the corridor where infill is possible and compatible with the existing context.

BUSINESS IMPROVEMENT DISTRICT (BID) STRATEGIES

1. Enhance the University Square BID through the following initiatives:
 - Strategic recruitment of neighborhood serving businesses, including grocery stores, drug stores, coffee houses or restaurants.
 - Establish design guidelines and facade improvements that will enrich street life and pedestrian activity.
 - Consider future expansion of the University Square BID northward on Oakland to include smaller commercial pockets near Kenwood, Hampshire and Hartford. Incorporate residential/retail mixed use where it already occurs. Encourage adaptive reuse of existing buildings. Maintain existing scale and character of residential and commercial buildings. (Tear-downs are not recommended except in cases where buildings are beyond repair.)
 - Discourage single user off-street parking. Encourage shared parking for businesses within the BID. Over time, replace surface parking lots within the BID with development that incorporates parking as part of more intensive land use.
 - Discourage big box commercial uses (such as those found on heavily trafficked commercial corridors) on Oakland Avenue. Encourage smaller-scale businesses that serve students, neighborhood residents and transit riders.
 - Encourage "low-impact" neighborhood-serving businesses, such as the former Sentry and Ben Franklin on Oakland, or the former Frinzi Market on Locust.

5F - CATALYTIC PROJECT: FORMER COLUMBIA HOSPITAL CAMPUS REDEVELOPMENT

CATALYTIC PROJECT ISSUES AND OVERVIEW

The former Columbia Hospital Campus is a significant property and its redevelopment will have considerable and lasting impacts on the Upper East Side. While neighbors certainly comprehend the benefits of adaptive reuse, they also have several concerns. UWM acquisition and a merger with its existing campus could mean more dormitory buildings, which are sorely needed to house underclassmen on campus. However, more dormitories to the neighbors translates into more students partying in the immediate areas and more binge drinking and related behavior conflicts.

Another redevelopment concern is the possibility of adding more traffic in an already congested commuter impacted area. The potential loss of historic buildings that are in scale and character with older parts of the UWM campus are a concern of the surrounding neighbors. Another concern is that a new developer might add more surface parking lots or another parking garage.

However, redevelopment could mean jobs in an existing "walk-to-work" neighborhood; could provide affordable housing options that do not currently exist; and help create a greener, more attractive version of the current medical complex. Given the importance of this project for the surrounding area, any future development of the property should incorporate input from all stakeholders regarding its proposed reuse and impact on surrounding properties.

VISION

Establish an adaptive reuse plan for the site that takes into consideration the varying needs of community stakeholders. Future development should seek to reuse the available resources on site and preserve its historic buildings to the extent feasible.

AREA BOUNDARIES

Hartford Avenue to the south, Maryland Avenue to the east, Newport Avenue to the north and Cramer Street to the west.

ACQUISITION STRATEGIES

1. Consider a wide range of options for the adaptive reuse of the former Columbia Hospital Campus and evaluate potential development scenarios, including, but not limited to, the following:
 - UWM campus site for new School of Public Health, and / or other academic or research facilities
 - Private development with public-private partnership for UWM academic or research facilities (e.g. new School of Engineering, biomedical research facilities or water related research facilities).
 - Private housing with potential lease agreement for UWM student housing as part of a mixed use development (Kenilworth model).

5F - CATALYTIC PROJECT: FORMER COLUMBIA HOSPITAL REDEVELOPMENT

- Private development with no connection to UWM other than adjacency to campus.
- Senior housing or condo with resident benefits agreement with UWM (consider class audits, use of athletic facilities, reduced admission fees and perks similar to Alumni Association benefits).
- Campus for large company or group with potential research or business ties to UWM.

LANDSCAPE AND STREETScape STRATEGIES

1. Create a welcoming area connection between the area's center and surrounding streets.
 - Establish entrances, public or semi-public, to the building complex at Maryland Avenue. (see Figure 9.21).
 - If possible establish main entrances at Newport, Maryland and Hartford Avenues.
 - Make the center of the site a gathering place to be used by a broad cross section of the community.
 - Incorporate green spaces, outdoor cafés, recreational areas, gardens and plazas in the site's redevelopment plans.

REDEVELOPMENT STRATEGIES

1. For all redevelopment proposals, evaluate impacts on surrounding properties for traffic, noise, lighting, compatibility of use and activity.
 - Find ways to mitigate impacts on adjacent neighborhood stakeholders regarding building heights, densities, parking, traffic and general neighborhood quality of life.
 - Preserve and restore existing street grid if possible. Provide pedestrian links to the surrounding neighborhood. Do not permit the new development to be walled or fenced off.
 - Landscape and light all paths, entrances and walkways.
 - Make all principal or street facing facades pedestrian friendly, open and transparent.



Figure 9.19: Former Columbia Hospital Campus Redevelopment Site

5F - CATALYTIC PROJECT: FORMER COLUMBIA HOSPITAL REDEVELOPMENT



Figure 9.20: Excess parking can be converted to green space or recreational areas.

VIEW 1



Figure 9.21: Green courtyard entry from Maryland Avenue

VIEW 2

10: Lower East Side - Area 6

AREA OVERVIEW

DISTRICTS:

6A - EAST SIDE BID

6B - BRADY STREET BID

6C - EAST VILLAGE AND CASS STREET NEIGHBORHOODS

CORRIDORS:

6D - FARWELL AVENUE

6E - PROSPECT AVENUE

CATALYTIC PROJECTS:

6F - NORTH AVENUE CORRIDOR (MILWAUKEE RIVER TO OAKLAND AVENUE)

6G - PARK EAST TO BRADY STREET TOD CONNECTION

6H - REDEVELOPMENT OF FORMER PROSPECT MALL AND SURFACE PARKING

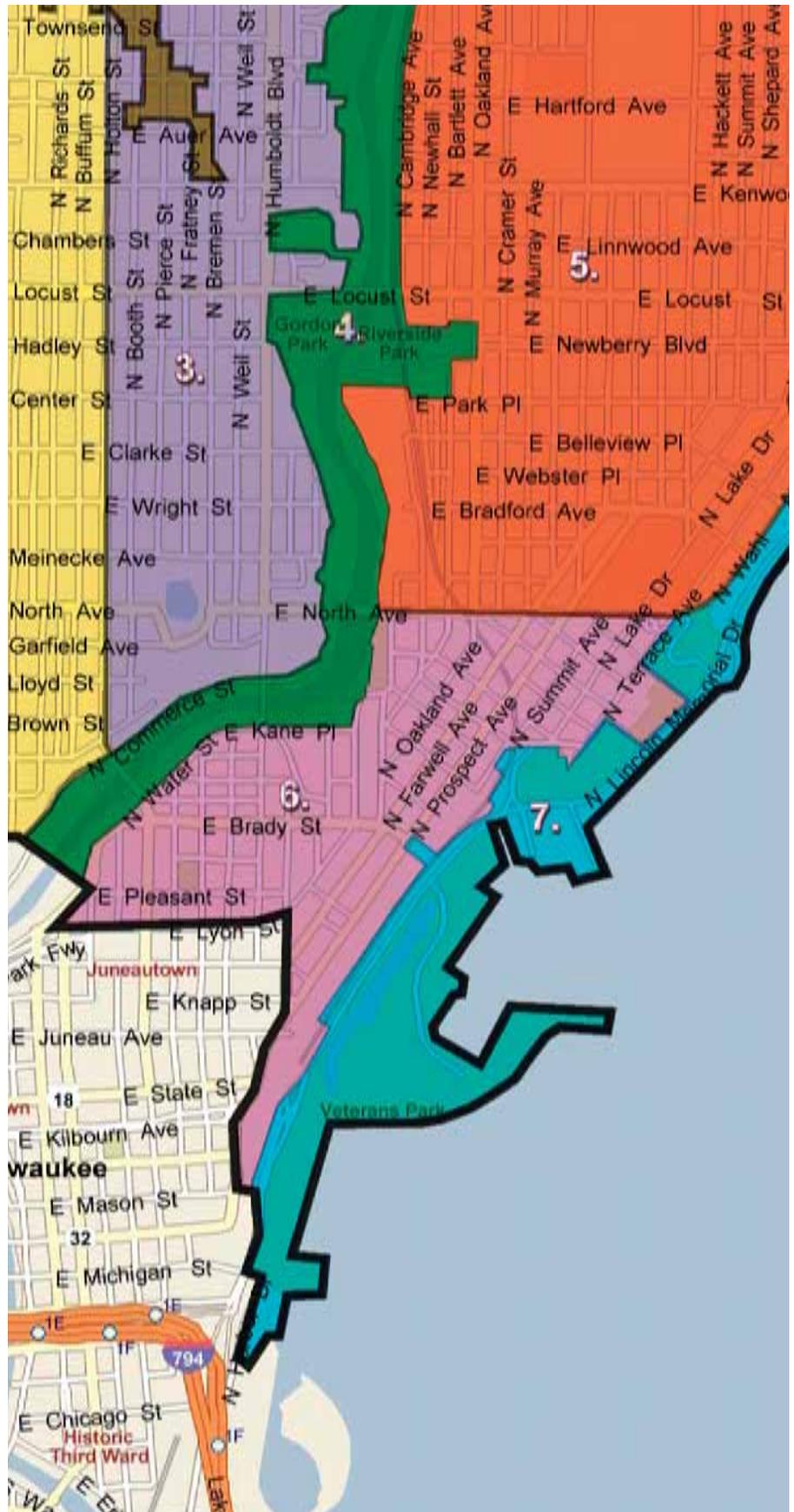
LOWER EAST SIDE AREA 6

Northeast Side Plan Areas

1. Harambee
2. Riverworks
3. Riverwest
4. Milwaukee River
5. Upper East Side
- 6. Lower East Side**
7. Lakefront

Stakeholders:

- Brady Street BID
- Greenwich Village Neighborhood Association
- East Side BID
- Prospect Avenue Association
- Wisconsin Paperboard
- Mandel Group
- East Side Condo Owners Association (ESCOA)



LOWER EAST SIDE

INTRODUCTION

The Lower East Side, located just north of Downtown Milwaukee, is home to many unique, prosperous and historic neighborhoods. With the popularity and emergence of the hip urban residential loft districts of the Third Ward south of Downtown, and the Beer Line along the riverfront, this “Uptown” area provides a best-of-both-worlds transition between the density of downtown living and the “urban village” neighborhoods further to the north. The Lower East Side has several thriving commercial areas anchored by destination retail, growing mixed use neighborhoods and strong business organizations including the East Side Business Improvement District (BID) and Brady Street BID. With a diverse collection of buildings and architectural styles, the Lower East Side provides a wide variety of housing alternatives for residents.

This area contains several historic districts including, the East Village, Brady Street and designated portions of Prospect Avenue. Most historic property owners in the area will say that maintaining historic properties is both challenging and rewarding. Though maintaining historic properties can be very expensive, the results when done well, produce buildings that are unparalleled in character and “ambiance” and have a market value well beyond their modest footprint and leasable space. Financial incentives (e.g. tax credits) and technical assistance are a regular and ongoing part of owning historic properties. Technical assistance is provided by City of Milwaukee preservation staff and local restoration experts, many of whom will do tax credit investigation, paperwork and approvals.

There is also a “culture of preservation” that adds to the various means of public and financial support. These historic districts could not be sustained without the support of local businesses, enlightened developers, and preservation groups such as the Water Tower Landmark Trust, Historic Milwaukee and the Milwaukee Preservation Alliance. That said, there are some pockets of the neighborhood where buildings have significantly deteriorated due to deferred maintenance or neglect or the practice of “holding” (the owner expects to tear down and rebuild).

These buildings will eventually require major restoration work to meet market expectations for housing, office or retail space. With new infill development trends moving towards higher densities and increasing land values, historic properties are under substantial pressure. Many are faced with the threat of being torn down or significantly altered, potentially changing the character of the area upon redevelopment. In addition, “noteworthy” and contributing structures (not designated historic, but adding value to the historic district) are also at risk of being lost. The other major factor affecting these buildings is the advent of automobile oriented development that threatens the character and qual-

ity of the pedestrian experience in the area, exemplified by the area’s abundance of commercial strip style surface parking lots with deep building setbacks and wide curb cuts.

The Northeast Side Plan seeks to preserve historic areas and neighborhood character while accommodating new development in a context sensitive manner. The following are the vision and goals for the Lower East Side.

VISION

To promote the preservation of historic areas and the neighborhood character of the Lower East Side while allowing context sensitive development options that enhance the area’s character and address current issues. This should be accomplished by balancing the needs of various stakeholders in the area while expanding the market for goods and services, housing options and lifestyle choices.

AREA BOUNDARIES

North Avenue to the north, the Milwaukee River to the west, Prospect Avenue to the east and Park East (Lyon Street) to the south.

GOALS

A. HISTORIC PRESERVATION

Preserve existing historic districts and promote the development of neighborhood conservation overlay zones to protect neighborhood character and the historic building stock. Allow context sensitive infill development where it does not compromise historic character.

B. CONTEXT SENSITIVE DEVELOPMENT

Promote development that enriches the existing commercial areas, provides new and affordable housing, promotes pedestrian activity and addresses parking issues in a creative manner. Develop the public right of way (streets, sidewalks, tree border) in a manner that supports adjacent land uses.

C. STRONG COMMERCIAL DISTRICTS

Support existing and foster the development of new or revitalized commercial districts that have strong anchors (destination retail), a high level of pedestrian activity and neighborhood-serving businesses (grocery, hardware, pharmacy, bank, etc.) along with businesses that add to the quality of life (art galleries, movie theatres, restaurants, bookstores, etc.).

D. CONNECTIONS TO NEIGHBORING AREAS

Establish and improve connections between the Lower East Side, neighboring commercial and high activity areas (such as the Park East, the Water Street Entertainment District, and Beer Line ‘B’) and lakefront destinations.

LOWER EAST SIDE

E. LINKAGES TO ENVIRONMENTAL RESOURCES

Provide stronger connections to the Milwaukee River, lake-front parks, recreation areas, trails and environmental corridors.

F. STREETScape AND WAYFINDING

Foster new and existing streetscape improvements that promote neighborhood image and improve the pedestrian experience. Enhance improvements with public art that defines and symbolizes local culture.

G. DIVERSITY

Preserve the ethnic, social, economic and lifestyle diversity that makes the Lower East Side an exceptional and exciting place to live.

H. CRIME PREVENTION

Foster collaboration between residents, community organizations, city enforcement and government agencies to better address safety and quality of life issues in areas where residents feel it would be of benefit.

HISTORIC PRESERVATION STRATEGIES

1. Establish regulatory (zoning) controls for densities and guidelines for new development, economic incentives and governmental oversight for preserving historic properties and districts are already in place. However, there is still a need to educate people about the resources available to them (e.g. tax credits) to help balance growing development pressures. Whenever possible, channel new development to vacant and underutilized land (surface parking lots) before allowing tear-downs of historic and noteworthy buildings.
2. Identify areas and buildings that should be protected through historic designation and regulatory procedures.
 - Continue to update and modify existing historic and zoning overlay districts to fit current needs. Review the potential for additional conservation districts in the area.
 - Create interim study overlay zones as potential historic districts are identified.
 - Conduct a survey to identify buildings for potential historic designation.
 - Protect existing conservation districts and historic buildings by enforcing existing preservation regulations and overseeing the impact of any future development.
3. In local historic districts, continue to use established design standards for preservation, rehab, alterations and new construction that protect the architectural integrity and character of historic buildings and sites.
 - Create building design standards that include guidelines for building restoration (including additions and demolitions) as well as new building construction.
 - Establish public right of way, streetscape and parking guidelines that will take the area's historic context into consideration.
4. Continue to provide financial support and technical assistance to historic building owners in order to foster an optimum level of maintenance and upkeep of historic building stock. Encourage use of tax incentives and other subsidies to make historic assets a part of major redevelopment projects (rather than losing them due to the higher costs of adaptive reuse, retrofit, etc.).
 - Disseminate information regarding available financial assistance at the local, state and national level for historic building owners.

LOWER EAST SIDE

- Develop an assistance program with city resources and community organizations to provide grants for historic property restoration on an as needed basis.

CONTEXT SENSITIVE DEVELOPMENT STRATEGIES

1. For Farwell, Prospect and E. North Avenues, re-evaluate current zoning requirements for use, density, scale, setback and bulk, including F.A.R. requirements in light of current development climate and high-density urban context (high intensity context on E. North Ave.). Adjust if needed to provide more control over the character and impact of highrise development, and to support a high level of amenity at street level (e.g. plazas, entry courts, landscaping); engaging pedestrian-friendly facades (facing both Prospect and the Oak Leaf Trail in the case of Prospect Ave.); and a high level of architectural design (e.g., massing, composition, stylistic elements, materials, fenestration and transparency). Also consider “green building” features and energy-efficiency as essential components of design.

- Continue to support mixed use development that promotes walkable neighborhoods.
- Continue to promote a range of housing types within mixed use developments to help meet affordable housing needs.
- Continue to encourage high density development that supports the area’s architectural character, pattern language and blend of historic buildings.

2. Address parking needs while taking into consideration the character of the area, the protection of a continuous street edge and pedestrian movement. Note: New development is required by zoning to meet its parking needs to avoid additional demand on street parking. Zoning also provides allowances for shared parking.
 - Deter automobile oriented uses along the street frontage. Promote side / rear parking locations.
 - Evaluate the use of parking garages in lieu of surface parking to maximize parking space capacity.
 - Evaluate street parking layouts for vehicular and pedestrian circulation efficiency. Modifications might include the implementation of angled parking on one side of the street where feasible.
 - On Brady street, continue to use valet parking shuttles and similar remote parking strategies to reduce the impact of entertainment, restaurants, nightclubs or other attractions.



Figure 10.1: North Avenue Bridge and Sign.



Figure 10.2: Historic buildings like the Oriental Theatre should be preserved.

3. Support “green” infrastructure that helps attract and retain families who are looking to mix green and nature into city living. Examples include green roofs, urban agriculture, bicycling, pocket parks.

C. COMMERCIAL AREA STRATEGIES

1. Within the framework of traditional neighborhood and context sensitive development in historic districts, promote the development of vacant sites and the redevelopment of underutilized properties to their highest and best use, in order to leverage other development opportunities in the area.
 - Encourage the use of master plans and redevelopment plans for adaptive reuse, renovation and infill of properties.
 - Promote destination retail and entertainment uses that are compatible with existing businesses and with the area’s character.
2. Promote use of the National Trust’s Main Street Four Points approach to organizing, promoting, designing and economically restructuring major commercial districts in the area. These include North Avenue, Brady Street, Prospect Avenue and Farwell Avenue.
 - Develop a forum for sharing expertise and resources of successful BIDs, (e.g. Brady Street BID, East Side BID, and King Drive BID) with other commercial areas and potential BIDs, such as Farwell Avenue.
 - Choose revitalization efforts that afford high visual impact and early success to gain momentum and promote the new BID’s endeavors.
 - Promote and market main commercial corridors to encourage potential businesses, customers and

LOWER EAST SIDE

visitors to visit and invest.

- Highlight the assets of major commercial corridors by improving streetscape elements, building facades, street frontage, signage, commercial storefronts and parking areas.
- Continue successful public arts programs to help promote a creative high-energy image for commercial corridors.
- Analyze existing commercial uses and identify needs for any potential business recruitment.

D. NEIGHBORING AREAS CONNECTION STRATEGIES

1. Tighten or strengthen connections between the east and west sides of the Milwaukee River where it would help promote commercial activity between both areas and expand redevelopment improvements to the west side.

- Utilize streetscape improvements and wayfinding to improve pedestrian movement across North Avenue, Humboldt Boulevard, Pleasant and Holton Streets. (Fig. 10.1)
- Improve pedestrian and handicapped accessible connections from bridge crossings down to the Milwaukee River and to adjacent commercial corridors on either side.
- Complete west stairs on Holton Marsupial Bridge that connect upper street to lower river level.

2. Promote stronger relationships between existing commercial districts and neighboring residential districts and strengthen commercial corridors that link them.

- Strengthen connections between the existing East Side and Brady Street BIDs and use this connection to foster and support the commercial district along Farwell Avenue.
- Improve the pedestrian connection from Brady to Prospect and Farwell by creative streetscaping of 5 point intersection of Farwell, Brady and Prospect. Consider making Farwell and Prospect 2-way.
- Provide a stronger connection from the western end of Brady Street to the Water Street Mixed Use Entertainment Corridor that runs from the Fifth and Third Ward through Downtown to Park East, and up to the Lower East Side and Brady Street.
- Promote improved transit connections between Downtown and commercial districts and corridors within the Northeast Side. The Downtown / Park East / Brady / Kenilworth / UWM connection should be improved and reinforced to capture a greater percentage of potential ridership.

LOWER EAST SIDE

E. ENVIRONMENTAL LINKAGE STRATEGIES

1. Increase and improve pedestrian connections to the Milwaukee River.

- Encourage green infrastructure to promote safe walks and biking.
- Improve accessibility to the riverfront, trails and waterfront amenities. This should include accessibility provisions for handicapped and mobility impaired groups.

2. Foster improvements and development along the river front that promote the river's use and enjoyment.

- Include a riverwalk and river access component to development along the river front. Whenever feasible, promote connections between riverfront destination points.
- Explore buffers or setbacks as a way to transition

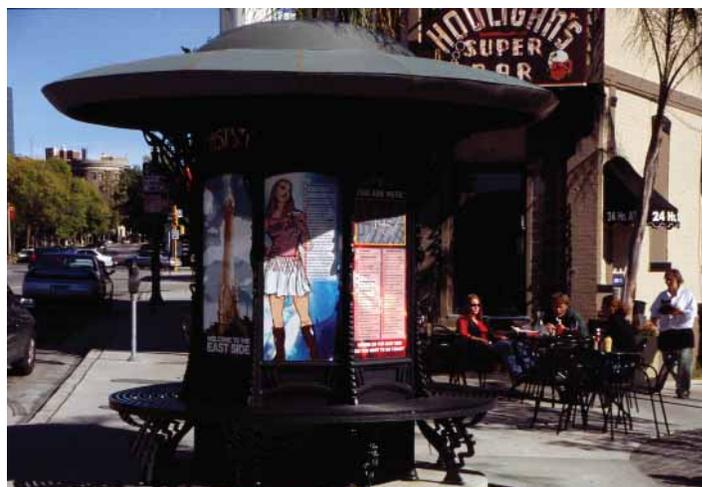


Figure 10.3: North Avenue Kiosk



Figure 10.4: North Avenue Outdoor Café

LOWER EAST SIDE

between paved areas and natural setting. Note: new development must not encroach on the Primary the Environmental Corridor.

3. Utilize signage and wayfinding elements to point out pathways or corridors and to highlight connections to the Milwaukee River and the lakefront.
 - Utilize markers, posters or kiosks to let drivers and pedestrians know of the river and lakefront connections accessible from commercial districts.
 - Install local maps to provide directions to visitors and highlight the river and lakefront locations.
 - Utilize standard directional signage used by the City of Milwaukee to direct visitors to both the river and the lakefront. This type of signage is also utilized to direct visitors to other major destinations.

F. STREETScape AND WAYFINDING STRATEGIES

1. Further promote the use of streetscape and wayfinding to establish a strong neighborhood image and “branding” to help market commercial areas.
 - Conduct upgrade of signage and streetscape amenities as needed.
 - Promote signage that identifies and directs visitors to commercial corridors.
2. Improve pedestrian safety to foster greater foot traffic that supports commercial activity.
 - Use streetscape improvements to support pedestrian circulation within commercial areas.
 - Install traffic calming measures where needed.
 - Analyze and evaluate existing curb cut locations and consider potential closings for more continuous sidewalk connections.
 - Reduce width of curb cuts and driveways in future developments to minimize their impact on pedestrian movement.
3. Establish a connected system of trails and pathways throughout the area (“green infrastructure”) to promote safe walks and biking.
 - Complete missing connections in trails, bikeways and pedestrian pathways.
 - Make connections to parks and greenways where they do not already exist.
 - Make connections to key destinations and districts.
4. Continue to organize local programs and events to market the distinct image of the area.
 - Promote public art and sustainable developments that highlight the unique qualities of the area’s districts.

LOWER EAST SIDE

- Continue to create functional public art pieces (such as benches, railings, signs, kiosks, etc.) that also serve as amenities.
5. Improve access to the lake from Brady Street area by considering several factors, such as:
 - Prospect and Farwell one-way pair is a high-speed thoroughfare that presents an obstacle to cross-traffic in the direction of the lake. Either slow Prospect/Farwell traffic or add traffic lights to make cross-traffic easier for both pedestrians and automobiles.
 - Create visible symbols as part of the streetscape to identify the pedestrian routes that lead to bridges that cross over to the lake parks and beaches.
 - Use public art at entrances to lake connections, e.g. Sebastian sculpture at Ogden extended to signify connecting pathway to lake.

G. DIVERSITY STRATEGIES

1. Encourage policies and incentives that promote family-friendly development and aging within the community that will attract and retain individuals and families throughout their lives.
2. Enhance family programming in community centers such as St Hedwig Church, Tamarack School or the former Boys Club facility.
3. Encourage a “Lighted School House” Program at Cass Street School.
4. Encourage recreation programs for residents of all ages at local parks.

H. CRIME PREVENTION STRATEGIES

1. Foster communication between residents, businesses and the Milwaukee Police Department’s Community Liaison and Crime Prevention officers in charge of neighborhood policing to prevent crime.
 - Promote programs that bring greater neighborhood involvement in policing.
 - Foster familiarity between neighborhood residents and police for better communication. Hold regular block watch meetings to ensure good neighbor-to-neighbor communication and to strengthen crime prevention efforts that depend on good neighborhood-police communication.
 - Establish neighborhood block watch programs in all parts of the neighborhood.
 - Explore safety strategies and creative approaches to protecting commercial areas.

6A - EAST SIDE BID

DISTRICT ISSUES AND OVERVIEW

The East Side BID is a dynamic entertainment, business and residential district within the Northeast Side. Strategically located between the Milwaukee River, the lakefront and a rich cluster of diverse mixed use areas such as Brady Street, Prospect and Farwell Avenues, the East Side BID serves as a valuable center of activity in the Northeast Side. The area's income and household demographics have the potential to serve a growing retail market. The recent addition of a UWM satellite facility (Peck School of the Arts on Kenilworth), an expanded Columbia St. Mary's medical complex, and new destination retailers in the area such as Whole Foods and Urban Outfitters, have strengthened that area's retail market. Many Milwaukee "institutions" such as the Oriental Theatre, Von Trier, Beans and Barley, Hooligan's and Pizza Man continue to thrive and prosper in the East Side BID. The initiative to support and continue the East Side BID's success in making the area a desirable place for businesses, visitors and residents, is at the forefront of this plan.

VISION

Strengthen the BID's image and vibrant character through infill development, redevelopment, recruitment of new businesses and promotion of existing businesses.

AREA BOUNDARIES

BID boundary line as shown on figures 10.6 and 10.7.

DEVELOPMENT STRATEGIES

Support the East Side BID's effort to encourage mixed use high density development (high intensity high traffic mix of uses concentrated along Farwell, Prospect and North Avenues, e.g. bars, restaurants) that promotes the district's image and fosters a pedestrian friendly environment.

1. Develop a master plan and overlay district that provide guidelines for use, density, scale, setbacks and bulk requirements to promote the district's goals.
2. Promote infill development that reinforces a more continuous building edge along North Avenue where gaps exist.
3. As redevelopment occurs, identify opportunities for additional housing stock that may be incorporated. For example, a housing component could be promoted within mixed use development in order to increase the residential population.
4. Intensify uses within the BID and create a dense mixed use corridor along North Avenue that is well-landscaped with streetscape, art, and amenities that complement the business and other establishments located there.

5. Prevent auto-oriented commercial encroachment into the surrounding neighborhoods. Allow pedestrian-oriented "blended uses" – for example, the small-scale shops, offices, and pubs in former houses, similar to what already exists at Matt Linn Law office, Paddy's Pub and Estate Jazz Club.

HISTORIC PRESERVATION STRATEGIES

Preserve and promote historic buildings in the area while encouraging new development.

1. Complete a survey to identify buildings for potential historic designation.
 - Several landmark buildings such as the Oriental Theater and Von Trier Tavern have not been officially designated as historic and are not protected as Local Landmarks.

STREETScape IMPROVEMENT STRATEGIES

Support the continuation of streetscape improvements initiated by the BID along the North Avenue Commercial Corridor west of Oakland Avenue and along Farwell Avenue.

1. Expand streetscape improvement efforts already in place such as the creation of outdoor cafés and the incorporation of amenities that also serve as public art (e.g. benches, kiosks, and railings).
2. Streetscape design elements should address landscaping, special pavers, and additional amenities such as benches and trash receptacles.
3. Create and enhance seasonal, occasional or after hours spaces for public gathering, especially for special events (e.g. East Side Open Market, Harley Anniversary, Summer Soulstice) or when entertainment uses are most prevalent. One potential location might be Ivanhoe Place between Farwell and Prospect Avenues, which could become a desirable place where multiple uses are coordinated to include a gathering space while allowing street access.
4. Continue integration of public art in BID streetscape programs. Add individual elements according to business use to personalize public spaces (such as outdoor cafés for restaurants).

AREA CONNECTION STRATEGIES

Strengthen connections between the East Side BID and neighboring areas (Farwell, Prospect, Humboldt, Downer, Oakland), and expand the benefits from a broader commercial district.

1. Establish a gateway at North Avenue and the river corridor, composed of two signature buildings on

EAST SIDE BID

both sides of North Avenue that if possible, respond to each other on a design level and together create a wholistic sense of entry. at North Avenue and the river Corridor Reinforce these gateway buildings with streetscape elements and/or public art that will serve as a way of identifying arrival into the community and as a transition from natural areas of the river to the urban environment. Note: Streetscape elements may precede buildings. The gateway will also further promote a "green" community image. Also note: Buildings that border the Primary Environmental Corridor or Downtown Riverwalk must have principal facades facing both the river and the street(s), i.e., cannot back up to the river or have a "back side," "utility side" or parking garage facing the river.

2. Unify both the east and west sides of the river using the North Avenue Bridge as a visual and symbolic connection through interpretive signage, wayfinding, streetscape and landscape improvements.

3. Expand BID improvements and enhancements to the south to support a stronger commercial corridor along Farwell Avenue. In the future, this will help create a stronger connection from the Lower to the Upper East Side.
4. Establish linkages with businesses outside of core commercial areas on Murray Avenue such as Cory the Bike Fixer, Paddy's Pub and Murray Hill Pottery Works.

INFILL AND REDEVELOPMENT STRATEGIES

Intensify efforts to conduct strategic infill and redevelop properties on the west end of the BID using as a model recent successful projects that have occurred or are underway on the east end (such as the Kenilworth Building, Whole Foods, etc.).

1. Utilize the intensive redevelopment of key sites within the east and west ends of the BID. Leverage development opportunities at the former Prospect Mall and parking lot, at the Hometown site and other potential redevelopment sites.

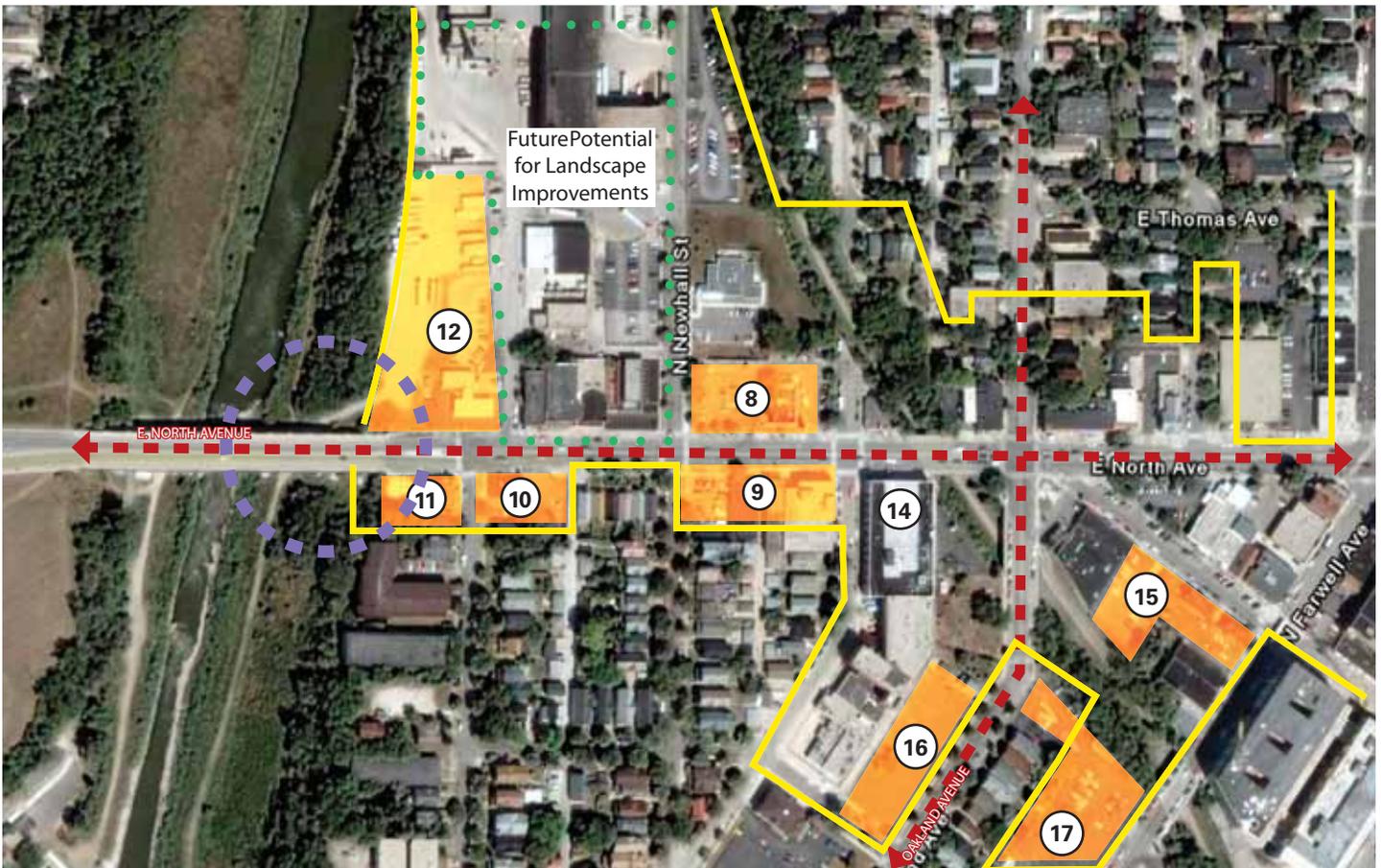


Figure 10.5: East Side BID and North Avenue commercial corridor from the Milwaukee River to Oakland Avenue.

EAST SIDE BID

- Evaluate the use of destination retail (preferably as part of mixed use project or multi-level as opposed to single story) as a redevelopment option. Destination retail should be balanced with existing neighborhood businesses to create a mixed market for neighborhood residents, students, tourists, and visitors from the greater Milwaukee area.
- Several promising locations for destination retail are concentrated in this area and would, if developed, create an “uptown” cluster of shops, restaurants and galleries to complement and serve as a draw for the downtown, Riverwest, and northshore markets.

- Develop design guidelines for improvement of institutional, commercial and industrial properties along the riverfront. New river edge development should include river access, amenities (benches, planters, overlooks etc.), landscape buffers and parking lot requirements (e.g. stormwater retention, permeable pavement, additional tree canopy, etc).
- Improve access to the riverfront, trails and river-oriented amenities from North Avenue, including a well landscaped and graded handicapped accessible connection. Include connections to the Milwaukee River and the Oak Leaf Trail that are environmentally sensitive to habitat and plant life.

RIVER ACCESS AND AMENITIES STRATEGIES

Provide better pedestrian connections to the Milwaukee River.

- Include a river access component in the future development of the Hometown site.
- Evaluate potential access improvements along riverfront properties currently utilized for institutional, civic or park uses.



Figure 10.6: Eastern End of the East Side BID and North Avenue Commercial Corridor

POTENTIAL REDEVELOPMENT SITES

- Buildings across from and south of former CITGO Gas Station site could be redeveloped
- Continental Savings Bank-mixed use project could incorporate new bank
- Plans for Educators Credit Union and Bruegger’s Bagels at the corner of Prospect and North Avenues (construction underway)
- Redevelopment of former Prospect Mall: Potential for mixed use development 2-3 levels of retail with residential tower, or hotel/condo development
- One Stop Pantry and adjacent sites (good location for townhouses)
- US Bank parking lot: Good location for a boutique hotel/condo development
- East Side Library and adjacent parking: Plans for a new library in a mixed use building
- McDonald’s site - Potential for renewed building and landscape improvements
- Former Downer Avenue Garage and Trombetta Dairy: Vacant sites available for redevelopment
- Open Pantry site
- Judge’s Irish Pub site
- Hometown Site
- Maryland Avenue School site could be high profile mixed use project with new school as part of mix
- Former Manufacturing Buildings
- SW corner of Farwell and Kenilworth
- Vacant land
- Oversized parking lots

6B - BRADY STREET BID

DISTRICT ISSUES AND OVERVIEW

The Brady Street BID is a locally registered historic district nestled between the Milwaukee River and Lake Michigan. Most of the area was built from the 1860's to the 1940's and is currently home to a wide range of architecture including worker cottages, Victorian homes, brick churches, factories, commercial buildings, as well as modern glass and steel structures. The commercial district hosts a variety of restaurants, bars, coffee houses, shops and neighborhood serving businesses such as grocery stores, hardware stores, and bakeries.

Many of the district's residents have been there for generations but the area's eclectic vibrant and artistic character has attracted many newcomers, broadening the district's market area. The redevelopment of vacant and underdeveloped properties within the district is crucial to its continued market growth. However, redevelopment has to be carefully planned to protect the district's historic character while meeting the needs of its surrounding neighborhood and expanding market area. This will also help bring an optimum level of development to Brady Street.

VISION

Maintain and strengthen this strong commercial district through adaptive reuse, renovation and infill development, economic niche marketing, and programming while preserving and highlighting its historic character.

AREA BOUNDARIES

BID boundary line as shown on Figures 10.7 and 10.8.

MIXED USE DEVELOPMENT AND PEDESTRIAN ACTIVITY STRATEGIES

Encourage mixed use development that promotes pedestrian activity and fosters the continued economic vitality of the area.

1. Preserve the unique blend of local businesses while making allowances for destination retail and occasional franchises.
2. Promote residential uses above street level or within mixed use development to meet housing needs and provide a better retail market for a broader residential population.

TRANSIT AND ECONOMIC STRATEGIES

Promote Brady Street as a strong transit and economic connection to adjacent north and south districts and as an important spine of the Entertainment Corridor.

1. Continue to improve public transit connections along Brady Street.
2. Evaluate the potential for reinstating the historic north / south streetcar route connecting Whitefish



Figure 10.7: Brady Street commercial corridor - west of Humboldt Avenue

6B - BRADY STREET BID

Bay, Shorewood, UWM, North Avenue, Brady Street, Downtown, Third Ward and Fifth Ward.

3. Make a stronger visual and physical connection from the west end of the BID (west of Humboldt) to the Park East and the Water Street Entertainment Corridor by developing a continuous walkable sequence of pedestrian-friendly street-oriented uses (including those uses already in place and filling in the gaps in between), reinforcing with streetscape elements and practical public art, e.g., benches, kiosks, bus shelters, bike racks, paving patterns, etc.
4. Strengthen the Farwell Avenue connection between Brady Street BID and the East Side BID by making strategic transit and pedestrian improvements.
5. Promote better pedestrian connections from Brady Street to Prospect and Farwell Avenues to foster mutually beneficial commercial activity and to make a better connection from the river to the lakefront via Brady Street.

REDEVELOPMENT PLAN STRATEGIES

Strengthen the Brady Street commercial corridor through the continuation of its ongoing business improvement plan for adaptive reuse, renovation and infill.

1. Evaluate redevelopment opportunities for identified sites and follow design guidelines in historic district plan within a market framework.
 - Evaluate potential improvements to or redevelopment of the existing mini-mall and parking lot at Farwell Avenue and Brady Street (map #7) that would bring significant retail to the district.
 - Evaluate opportunities for mixed use development that include commercial, office and residential uses at the DigiCOPY site on the southwest corner of Holton and Water Streets (map #2), and the properties along the northwest corner of Brady Street and Humboldt Avenue (map #5).
 - Evaluate redevelopment options on the southwest, southeast, and northeast corner of Holton Street and Water Street (map #1). This area has the potential to be a catalytic project and is an important point of connection between Downtown and the Lower East Side.
 - Redevelop underutilized buildings and vacant lots at the SW corner of Arlington Place and Brady Street (map #8).
 - Develop vacant site at the SW corner of Marshall and Brady (map #4) with first floor retail/commercial and residential above.
 - Redevelop underutilized building at NW corner of Humboldt and Brady (new coin laundry could be incorporated in new building at same location).



Figure 10.8: Brady Street commercial corridor - east of Humboldt Avenue

6B - BRADY STREET BID

- Redevelop or convert existing older homes (Humboldt to Holton/Water) to street level retail with residential or office above.
2. Address significant problems inhibiting growth of Brady Street east end businesses stemming from the following issues:
 - Difficult 5 point intersection Farwell/Brady/Cambridge needs traffic calming, possible redesign.
 - Evaluate benefits of changing one-way pair (Farwell and Prospect) to two-way traffic on both.
 - Farwell and Prospect at their current traffic volume and speed is a significant hindrance to growth and use of east end of Brady.

IMAGE AND CHARACTER PRESERVATION STRATEGIES

Promote the Brady Street District’s image and foster its unique character through historic preservation, continued streetscape improvements, wayfinding and public art.

1. Along Brady Street, promote infill development to maintain a commercial mixed use corridor.
2. Promote redevelopment that supports the locally registered historic status of the district.
3. Continue to build on the BID’s successful use of the National Trust for Historic Preservation Main Street Four Points approach to redevelopments.
4. Continue good examples of business signage standards already in place in the district. Promote additional wayfinding signage throughout the district.
5. Continue to add public art as a key part of the district’s approach to urban design.



Figure 10.9: Brady Street looking east at areas of potential redevelopment.

6. Expand and reinforce guidelines that establish architectural design (massing, scale, character, etc.), site and landscape requirements for new development.
7. Upgrade existing streetscape and landscape amenities. Use street furniture and other landscape amenities such as planters to portray the unique characteristics of the area and promote its businesses.
8. Continue to preserve and improve existing open space, identify potential sites for active and passive recreation, and delineate linkages.
9. Continue to support, develop and market neighborhood programming, public arts, gardening projects and sustainability efforts surrounding the river’s use that highlight the districts artistic identity and vibrancy.

VEHICULAR AND PARKING IMPROVEMENT STRATEGIES

Continue to implement traffic calming, circulation and parking improvements that minimize conflicts between pedestrians and automobiles and increase pedestrian safety.

1. Develop a parking strategy and identify sites that can be utilized for additional parking. Evaluate the potential for a rear parking lot at sites identified with the number “6” on Figure 1.8.
2. Provide more parking capacity behind buildings to support pedestrian oriented businesses on the street. Deter automobile oriented uses along the street frontage.



Figure 10.10: Brady Street

6B - BRADY STREET BID

3. Phase out surface parking lots along Brady Street to encourage mixed-use street edge building development. Promote garage parking as part of mixed use buildings. Encourage alternate parking accommodations for Brady Street businesses employees.
4. The issue of limited parking accessibility along Brady Street is more prominent during the evening hours when employees and visitors alike compete for available parking. Promote parking guidelines that allow for creative parking solutions such as shared parking areas with valet service.
5. Limit the construction of driveways and curb cuts when possible, and enforce restrictions. This will help save on-street parking and foster continuous sidewalks for better pedestrian movement.
6. Redesign of the five corner intersection at Farwell Avenue, Brady Street and Cambridge Avenue to include traffic calming measures (e.g. curb bump-outs, cross-walk definition, etc.)

MILWAUKEE RIVER AND LAKEFRONT ACCESS STRATEGIES

Improve and increase pedestrian connections to the Milwaukee River and lakefront and highlight access points both ways. to the lakefront. Brady Street has the unique and important distinction of connecting the river on its western end to the lake on its eastern end. To make this even more of an asset, the Brady Street BID should further enhance the river-lakefront pedestrian connection; highlight public access points; use the marketing opportunity as a promotional tool; and continue to improve Brady Street as a shopping, dining, and recreation destination uniquely poised to close the east-west river-lakefront pedestrian loop.

1. Complete planned connection to the Holton Street Marsupial Bridge by providing stairs and / or ramp that were part of its original construction plans.
2. Develop stairway and ramped passway connections to the river at former Gallun property north of Holton bridge and/or former Habegger property south of Holton bridge to promote shopping and dining in the area by river users and residents.
3. Redevelop former manufacturing site along the river with new mixed-use development (identified on Figure 10.8 with the number "1") and continue to promote a continuous riverwalk component along the river.
4. Utilize Create and encourage public art and wayfinding to let visitors and residents know of identify the Brady Street Bridge connection to the lakefront. Encourage lake to river connections and use green infrastructure elements along Brady Street.
5. Encourage transient and local boaters to use Brady Street for their shopping and dining needs.
6. Encourage river boating at the Brady Street landing (Northern Lights), and any future development that replaces the former Gallun Tannery.
7. Encourage river taxis and public docking to enable boaters, canoists, and kayakers to dock and walk Brady Street and return by foot or water taxi to Lakefront.
8. Connect and expand biking and pedestrian green infrastructure of Oakleaf Trail to the Lakefront, Lakeshore State Park, and the Hank Aaron Trail.



Figure 10.11: Industrial property along the river south of Holton Street.

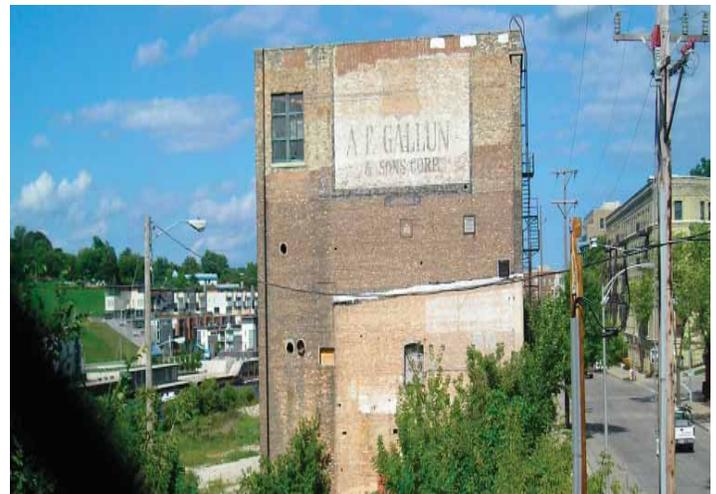


Figure 10.12: Industrial property along the river north of Holton Street.

6C - EAST VILLAGE AND CASS STREET NEIGHBORHOODS

DISTRICT ISSUES AND OVERVIEW

These traditional working class neighborhoods were settled by Polish immigrants in the 1860's followed by Italians at the turn of the century. These neighborhoods served the needs of its residents providing working, shopping, entertainment, religious, and recreational opportunities.

Currently, the East Village has a neighborhood conservation overlay zoning district, but revised guidelines might be necessary to balance old and new development and address maintenance, restoration and development pressure on historic properties for the entire area.

VISION

Preserve these historic mixed use neighborhoods and their unique historic pattern language while allowing for new infill development and adaptive reuse of older structures.

AREA BOUNDARIES

The Milwaukee River and Caesar's Park to the north Warren Avenue to the east, Lyon Street to the south and Jackson Street to the west.

PRESERVATION AND DEVELOPMENT STRATEGIES

Protect and preserve the neighborhood character of these working class immigrant communities while ensuring appropriate growth and restoration of the housing stock that takes into account historic design principles. For additions, alterations and infill development, employ principles of traditional neighborhood design that reestablish older patterns of building and land use while integrating new construction in a context sensitive and compatible manner. Preserve the existing 19th century historic street pattern and narrow lots.

1. Promote restoration of historic structures through grants, tax credits and other financial support programs.
2. Develop a parking and vehicular circulation strategy that addresses current needs with minimal disruption of the existing urban fabric.
3. Establish design guidelines for new development that include restricted building heights that respect neighborhood scale and character.
4. Preserve and maintain small parks that serve as gathering and recreational places (e.g. Pulaski Playground).
5. Evaluate potential for redevelopment of the River-view Court site, owned by the Milwaukee Housing Authority, for mixed use and affordable housing. Incorporate a riverwalk with public access in any

new development.

6. Promote and maintain the traditional street character to reflect the historic setting of the district.
 - Maintain a pedestrian friendly character to the streetscape. Strictly limit the number and width of curb cuts and other automobile intrusions.



Figure 10.13: Pattern language that is disappearing.



Figure 10.14 Historic housing stock in the East Village Historic District.



Figure 10.15: East Village Overlay District (also includes Caesars Park not shown in boundary)

6C - EAST VILLAGE AND CASS STREET NEIGHBORHOODS

- Ensure that new development along the Milwaukee River includes riverwalks and that these make a continuous transition from Downtown to the river trail system north of the former North Avenue dam.
7. Preserve public access to the Milwaukee River and the Primary Environmental Corridor as future development occurs.



Figure 10.16: Farwell Avenue Looking East



Figure 10.17: Farwell Avenue Looking North

6D - FARWELL AVENUE CORRIDOR

CORRIDOR ISSUES AND OVERVIEW

Farwell Avenue is a commercial and mixed use corridor with strong commercial anchors at North Avenue (East Side BID) and Brady Street (Brady Street BID). This is an emerging commercial district that can be strengthened by organizing the business community and taking advantage of the resources and experiences of the adjacent East Side and Brady Street BIDs.

VISION

Strengthen and reinforce this commercial and mixed use corridor between North Avenue and Brady Street.

AREA BOUNDARIES

Farwell Avenue between Ogden and North Avenues.

TRAFFIC AND TRANSIT STRATEGIES

Enhance commercial activity on Farwell Avenue by improving traffic and transit in the corridor.

1. Evaluate traffic flow, transit options, congestion, two way traffic and traffic calming measures on Farwell Avenue.
 - Consider the impact of two-way traffic on the current express transit proposal that takes the UWM-Downtown-County grounds route through the Lower East Side via Farwell and Prospect Avenues.
 - Reevaluate trade-off between the retail environment and traffic, and whether two-way traffic and traffic calming will improve the corridor's retail environment enough to warrant a change from its current one-way pair status.

2. Evaluate the potential for Farwell Avenue to become a north and south express transit route (possibly Bus Rapid Transit with limited stops).

PEDESTRIAN SAFETY AND STREETScape STRATEGIES

Improve pedestrian safety and upgrade streetscape amenities to enhance the pedestrian experience.

1. Develop guidelines for streetscape improvements that include landscaping, lighting and traffic calming measures (such as pavers at crosswalks and curb bump-outs) between Ogden and North Avenues.
2. Add streetscape improvements that personalize the public realm and add to its unique qualities.

6D - FARWELL AVENUE CORRIDOR

RETAIL STRATEGIES

Strengthen the retail environment, improve access and intensify uses.

1. Enhance the retail environment by making it more welcoming and pedestrian friendly.
2. Develop design standards for current and future development that include a continuous building edge.
3. Evaluate new retail opportunities and find ways to enhance the market potential of existing businesses given the corridor's strategic location.
4. Consider desirability of a BID for Farwell Avenue.
5. Define the Farwell commercial corridor and potentially expand to Oakland and Prospect Avenues. Include cross streets to best achieve promotion, redesign, and redevelopment. A BID can most effectively serve as the lead organization to mobilize corridor redevelopment efforts because of its ability to allocate property tax resources.



Figure 10.18: Farwell and Prospect Avenues

6E - PROSPECT AVENUE CORRIDOR

CORRIDOR ISSUES AND OVERVIEW

Prospect Avenue is a predominantly multifamily residential corridor with many former mansions reinvented as professional offices, museums, schools, lecture halls, etc., and a mix of lowrise, midrise and highrise apartment / condo buildings. It includes some commercial / retail uses closer to North Avenue. The demand for high rise apartments and condos with views to the lakefront has increased development pressures on this corridor. This has become an issue especially along the corridor's two historic districts, the Prospect Avenue Apartment Buildings and the Prospect Avenue Mansions Historic Districts. The first one is roughly located between Kane Place and Windsor Street, and includes apartments buildings constructed between 1900 and 1949 that include architectural styles such as art deco and late 19th / 20th century revivals. The Prospect Avenue Mansions Historic District is located mostly to the west side of Prospect Avenue between Ogden Avenue and just north of Albion Street. There are fifteen historic buildings in this district, including the Goll House (the only historic property located to the east of Prospect Avenue), the Elizabeth Black House and Carriage House, the Andrew Story Goodrich House, and the Willard Merrill House and Carriage House. This district used to be known as Milwaukee's "Gold Coast."

Approaches to development along the Prospect Avenue Corridor must address and respect historic resources in the area and seek a balance between historic and noteworthy buildings and new highrise construction. New highrise towers should by their design (building envelope, transparency, and placement) optimize their locations. New highrise towers should have a principal façade on both the Prospect Avenue and the Oak Leaf Trail side, one more formal and one less formal. In addition, for large highrise buildings, a porte cochere that allows for off-street loading, pick-up and drop-off, may be desirable. Traffic problems arising from the lack of individual property loading areas, and pedestrian safety issues due to traffic speeds, need to be addressed.

VISION

Enhance this predominantly residential historic and highrise district with carefully designed buildings, a compatible mix of uses and a well landscaped streetscape with pedestrian friendly amenities.

AREA BOUNDARIES

Prospect Avenue between Ogden Avenue and North Avenue.

MIXED USE DEVELOPMENT STRATEGIES

Promote high quality mixed use development that encourages street level activity for commercial, residential, recreational and other uses.



Figure 10.19: Existing View of Lakefront Towers

* Image Source: Milwaukee Metropolitan Sewerage District Website



Figure 10.20: Prospect Avenue Corridor



Figure 10.21: Prospect Avenue historic and highrise district

6E - PROSPECT AVENUE CORRIDOR

1. Identify sites along Prospect Avenue where future development should occur.
 - Consider context sensitive ways of building on the east side of Prospect (e.g. taller more slender towers that allow more light and air, rooftop gardens that create green space in an urban setting, and hillside units that terrace down to the Oak Leaf Trail).
2. Improve the relationship between building entrances and the street as a way to enhance pedestrian and commercial activity.
 - Integrate commercial activities with new construction.
3. Consider density bonuses for urban design and pedestrian friendly amenities (such as plazas, terraces and urban gardens) that go above and beyond the established requirements.
4. Support more streamlined and efficient transit for the two densely developed transit corridors of Farwell Avenue (mixed use commercial) and Prospect Avenue (high-density residential)
5. Consider requiring building materials that are both more energy-efficient and “transparent” in nature to reduce massiveness of highrise towers.
6. Consider for new highrises, the combination of a more massive base with a taller more slender tower to allow greater space, i.e., view corridors, between the towers to the lake.
7. Require a high quality of architectural design for all new developments on Prospect Avenue.

TRAFFIC AND PEDESTRIAN CIRCULATION STRATEGIES

Address traffic circulation issues while improving pedestrian circulation and safety.

1. Evaluate potential benefits to the pedestrian environment on Prospect Avenue that could result from reverting back to two-way traffic on both Farwell and Prospect Avenues. Currently a one-way coupler is used for commuter traffic from Downtown to the Upper East Side.
 - Conduct a transit study on Prospect Avenue to address traffic issues and impact on service needs, particularly on large apartment complexes.
2. Address speeding and conflicts that arise from lack of service alleys and on-street loading and unloading.
3. Develop guidelines for streetscape improvements

that promote pedestrian enjoyment, safety and street activity.

- Promote the use of traffic calming measures.
 - Address needs of people with disabilities.
4. Consider traffic impacts of prospective development over time and potential negative impacts on the area’s quality of life.

PRESERVATION STRATEGIES

Preserve the existing historic districts while allowing new context sensitive development to occur.

1. Consider an overlay district for Prospect Avenue to protect and enhance the urban and historic neighborhood character. The overlay district guidelines should take into consideration: preservation of historic and noteworthy buildings; green building standards for new construction; tower design and setbacks; street frontage on Prospect (particularly the “base” or the first three building stories that have the greatest impact on the street) as well as Oak Leaf Trail frontage.
 - Establish standards for new construction that address preservation of historic districts and structures.
 - Include bulk (building envelope and massing) requirements and design guidelines that address densities and setbacks.
 - Consider establishing an architectural review process triggered by square footage of new development in addition to City Plan Commission review.
2. Identify additional sites as well as historic and noteworthy buildings to be preserved. Apply appropriate designations, such as National Register, local landmark, or both to identified properties utilizing proper procedures.
3. Analyze existing zoning regulations related to building setbacks and floor area ratios (FAR) to promote higher quality architecture and more context sensitive residential development.

CATALYTIC PROJECT ISSUES AND OVERVIEW

This portion of the North Avenue Corridor between the Milwaukee River and Oakland Avenue contains a large number of sites and buildings that are susceptible to change. If developed, these sites present an opportunity to link commercial areas on both sides of the river, transform and fill in gaps on the west end of the East Side BID, and create a strong urban pedestrian friendly environment that serves as an asset to the Northeast Side.

6F-CATALYTIC PROJECT: NORTH AVENUE CORRIDOR

VISION

Create a strong commercial corridor that links to Riverwest; connects in an environmentally sensitive way to the Milwaukee River and the Oak Leaf Trail; complements redevelopment efforts in areas of the East Side BID east of Oakland Avenue; and engages property owners in place-making and urban design.

AREA BOUNDARIES

North Avenue between the Milwaukee River and Oakland Avenue.

REDEVELOPMENT STRATEGIES

Draw on the area’s redevelopment opportunities to create a major impact and positive change that will generate momentum and economic activity in a way that catalyzes development.

1. Redevelop available building stock (including several former manufacturing buildings) along the North Avenue frontage to foster commercial activity along the corridor.
2. Over time, redevelop oversized parking lots, large paved areas, and incompatible uses within the corridor.
3. Model new development to the west end of North Avenue after development that has taken place to the east, particularly in the way that modern architecture has been carefully designed to fit historic context.

4. If at some point in the future, the character of development to the north changes from industrial to mixed use or residential, use that opportunity to recreate and reconnect the street grid (e.g. N. Cambridge Avenue, N. Newhall Street, E. Bradford Avenue, etc.), and improve and restore access to isolated parcels.

NORTH AVENUE / MILWAUKEE RIVER ENVIRONMENTAL CORRIDOR CONNECTION STRATEGIES

Address synergies and mutually beneficial opportunities arising from the connection between the North Avenue Corridor and the Milwaukee River Environmental Corridor.

1. Promote development a natural condition along the river’s edge that includes river overlooks and terraces near commercial districts (e.g., East Side BID), riverwalks, and river edge paths and trails, or gardens and fishing spots in natural sections (or anywhere it makes sense to have them). New development at the top of the bluff, with a reasonable setback from the environmental corridor, might include terraces and overlooks. Amenities will vary with location and activity.
 - Construct a publicly accessible pathway connection to the river trail system as a part of any new development.
 - Provide for improved connections between the Judge’s Irish Pub site (1431 E. North Ave.), and the Hometown gas station site property (1436 E. North Ave.) and the Milwaukee River, i.e., public access to the trail system and the river.



Figure 10.22: West End of North Avenue

6F-CATALYTIC PROJECT: NORTH AVENUE CORRIDOR

- In planning for new development, consider the gateway relationship that these two sites have to North Avenue as the entry point to the East Side Business Improvement District (BID).
 - Identify areas that should be preserved for natural habitat and / or native plants.
2. Enhance pedestrian connections to the river.
 - Provide access from the North Avenue Bridge to the Milwaukee River and the Oak Leaf Trail. Identify and improve connections that are rough, eroded, damaged or incomplete to offer better access from neighborhoods and commercial districts to the river.

SENSE OF PLACE STRATEGIES

Foster an inviting environment and a sense of place.

1. Employ design guidelines for new construction and infill along this portion of the North Avenue Corridor that will foster successful urban development similar to that of the east end.
 - Continue streetscape improvements along North Avenue to improve the pedestrian experience.
 - Develop wayfinding strategies to identify the commercial area and its businesses.
 - Promote mixed use development and building height of no less than four stories.

WEST AND EAST SIDE OF THE RIVER UNIFICATION STRATEGIES

Create a unifying force between the west and east side neighborhoods of the Milwaukee River.

1. Promote commercial activities along North Avenue that will serve as a catalyst for development on the west side of the river and increase consumer activity from Riverwest.
2. Capitalize on the addition of UWM Riverview dorm, Beer Line 'B' and 'C', and condo developments on the west side of the river to enhance connections to the east side of the river (East Side BID).



Figure 10.23: North Avenue proposed section showing additional landscaping and widened sidewalks designed to provide traffic calming and make the commercial district more pedestrian friendly.

6G - CATALYTIC PROJECT: PARK EAST TO BRADY STREET TOD CONNECTION

CATALYTIC PROJECT ISSUES AND OVERVIEW

The Park East Redevelopment Area, located just south and west of Brady Street, is the key connecting link between Downtown and the Lower East Side. The areas are connected through the Park East by a spine of mixed use entertainment and dense residential developments from Water Street to Brady Street, many of which are converted former manufacturing buildings reminiscent of Milwaukee’s industrial past. This richly endowed corridor (also MCTS Route 15) extends south to the Third and Fifth Wards and north to Oakland Avenue. Bisecting this corridor north-south is the Holton Street Bridge connection to Riverwest, and the Van Buren Street connection to the Cass Street neighborhood and East Town, Downtown’s residential and gallery district. The intersection of all these corridors forms a key node which has the potential to reweave the urban fabric and provide a catalytic impetus to development in all directions - Park East, Brady Street (west end), Holton Street (south end) and Van Buren (Cass Street neighborhood and East Town).

VISION

To create a transit oriented development node that links the Lower East Side to the Park East Redevelopment Area and anchors the west end of the Brady Street BID.

AREA BOUNDARIES

Brady Street to the south, Holton and Van Buren Streets to the east, Water Street to the west, the Milwaukee River to the north and development ready parcels on all sides.

REDEVELOPMENT STRATEGIES

Apply Park East development policies applicable to the area.

1. Promote development that is mixed use, compact and walkable.
2. Promote extension of the riverwalk as “green,” continuous and connected to adjacent uses.
3. Further promote and extend entertainment uses along Water Street.
4. Provide open space as an integral part of redevelopment in an urban context.

PARK EAST REDEVELOPMENT AREA CONNECTION STRATEGIES

Create a stronger connection between Brady Street and the Park East Redevelopment Area.

1. Evaluate and integrate urban design and traffic calming strategies in the treatment of the key intersections in the Park East Redevelopment Plan (e.g. Jackson / Water / Brady Streets).

2. Conduct streetscape improvements that promote a pedestrian friendly environment along Water Street.
3. Promote development along Water Street that creates a continuous building edge and addresses the pedestrian scale.
4. Promote transit (tram, streetcar or trolley) service between the Brady Street BID and the Park East Redevelopment Area.
5. Strengthen the public space between intersections



Figure 10.24: Brady Street Gateway at Water Street



Figure 10.25: Intersection at Brady, Water, Holton and Van Buren Streets.

6G - CATALYTIC PROJECT: PARK EAST TO BRADY STREET TOD CONNECTION

to improve the gateway at Holton, Van Buren and Brady Streets.

EAST AND WEST RIVER CONNECTION STRATEGIES

Improve connections between the east and west sides of the river along Holton Street.

1. Utilize wayfinding and public art to direct visitors to areas of interest on both sides of the river.
2. Create visual and physical connections on both sides of the river's edge as both an economic tool to expand the market area and a way of unifying these neighborhoods with the same urban fabric and shared history.

RIVER'S EDGE TREATMENT STRATEGIES

Promote development along the river's edge that promote the river's use through its design.

1. Promote mixed use development that includes a riverwalk component.
2. Utilize interpretive signage along the riverfront to guide river users. Combine with other amenities where possible. For example, a kiosk can double as a sign and a shelter and may also incorporate a bench.
3. Buildings along the river's edge should have at least two principal facades, one facing the riverwalk and the other facing the street edges.
4. Employ sustainable development and green building practices for construction and improvements along the river front.

MILWAUKEE RIVER AND BRADY STREET CONNECTION STRATEGIES

Create a stronger connection to the Milwaukee River at Brady Street.

1. Improve parcels adjacent to the Holton Street Marsupial Bridge with mixed uses to create a transit node and gateway.
2. Convert and redevelop low density and underutilized sites (e.g. surface parking lots at high visibility location, gaps between storefronts, non-historic single or duplex buildings in areas that demand a much higher density) to uses that complement the Brady Street BID and stimulate economic activity.
3. Integrate historic manufacturing district redevelop-

ment from Park East to Water Street with river uses that add excitement and energy to the Brady Street neighborhood, East Village, and Beer Line "B" and "C" across the river.

4. Complete Marsupial Bridge connections to the river front and Brady Street via stairs and bike path connections to street level.
5. Introduce well marked street crossings at intersections of major downtown streets (Jefferson, Jackson, Van Buren) and Water Street, and East Village Streets and Water Street (Pearson, Hamilton) to add safety to pedestrian travel.
6. Create a connected pathway from Water Street and Park East to Brady Street with embedded public art or "artifact" elements from the local culture and history. Elements may be placed adjacent to paths as markers, be embedded in paths as planks depend-



Figure 10.26: Approaching Brady Street from Water Street - Existing Conditions.



Figure 10.27: Approaching Brady Street from Water Street - Proposed.

6G - CATALYTIC PROJECT: PARK EAST TO BRADY STREET TOD CONNECTION

ing on conditions, or might be part of building elements brought up to the sidewalk. The pathway may eventually be extended north-south or east-west to strengthen the connection.

7. Redevelop the former Gallun Tannery (anticipated 8-12 story development) with an engaging pedestrian-friendly street presence on Water Street and an exciting and publicly accessible riverwalk on the Milwaukee River side of the development.

6H - CATALYTIC PROJECT: REDEVELOPMENT OF FORMER PROSPECT MALL AND SURFACE PARKING

CATALYTIC PROJECT ISSUES AND OVERVIEW

The redevelopment of the Prospect Mall and adjacent areas brings great potential for change in the surrounding neighborhood. The property is located near the busy intersection of Prospect and North Avenues with Ivanhoe Place. This positions the property at the eastern end of North Avenue, at the core of the East Side BID's redevelopment efforts. Proximity to places of activity such as the Oriental Theatre, UWM dorms and other university facilities, the new Whole Foods and the Prospect Commons medical building, provide for pedestrian activity that could serve as a market for additional retail uses. The creation of gathering places as a redevelopment component would enhance the character of the area and improve the pedestrian environment.

VISION

With the anticipated redevelopment of the former Prospect Mall and a new urban banking facility east of Hooligan's, there is the potential to recreate Ivanhoe Place as an entry courtyard and neighborhood gathering place for peak use times and special events, while maintaining its street function for non-peak times. This multi-purpose public space could become an exciting community / civic gathering place that adds to the economic momentum of the East Side BID.

AREA BOUNDARIES

Kenilworth to North Avenue, Ivanhoe Place and both sides of Prospect Avenue.

PROSPECT MALL REDEVELOPMENT STRATEGIES

Redevelop the former Prospect Mall property to its highest and best contributing use to the BID.

1. Promote the use of transit oriented development uses and design guidelines.



Figure 10.28: Ivanhoe Place and Prospect Mall Redevelopment Area.

6H - CATALYTIC PROJECT: REDEVELOPMENT OF FORMER PROSPECT MALL AND SURFACE PARKING

2. Redevelop former Prospect Mall site as an urban mixed use complex of shops, gallery space, movie theatres, restaurants and niche / specialty retail with residential above.
3. Redevelop Prospect Mall parking lot as mixed use commercial and residential with pedestrian friendly storefronts at street level.
4. Develop residential uses above. The property provides potential for the construction of a residential tower.
5. Expand development to the surface parking lot on the east side of Prospect Avenue to include a parking garage for the new mixed use development.
6. Redevelop Ivanhoe Place as a convertible plaza that can serve as parking, delivery area, a drivable street, and a plaza or courtyard, depending on use, time of day and activity.

STREETScape STRATEGIES

Streetscape improvements could be tailored to meet the needs of a variety of uses including a courtyard gathering space.

1. Utilize courtyard materials for street paving (such as stamped pattern concrete or granite pavers).
2. Use fold-down bollards that allow for trash removal, deliveries and on-street parking during the day.
3. Utilize moveable amenities such as bistro tables and chairs.
4. Enhance the overall street atmosphere through pedestrian lighting (unique or custom design) street trees, planters, street furniture and public art.

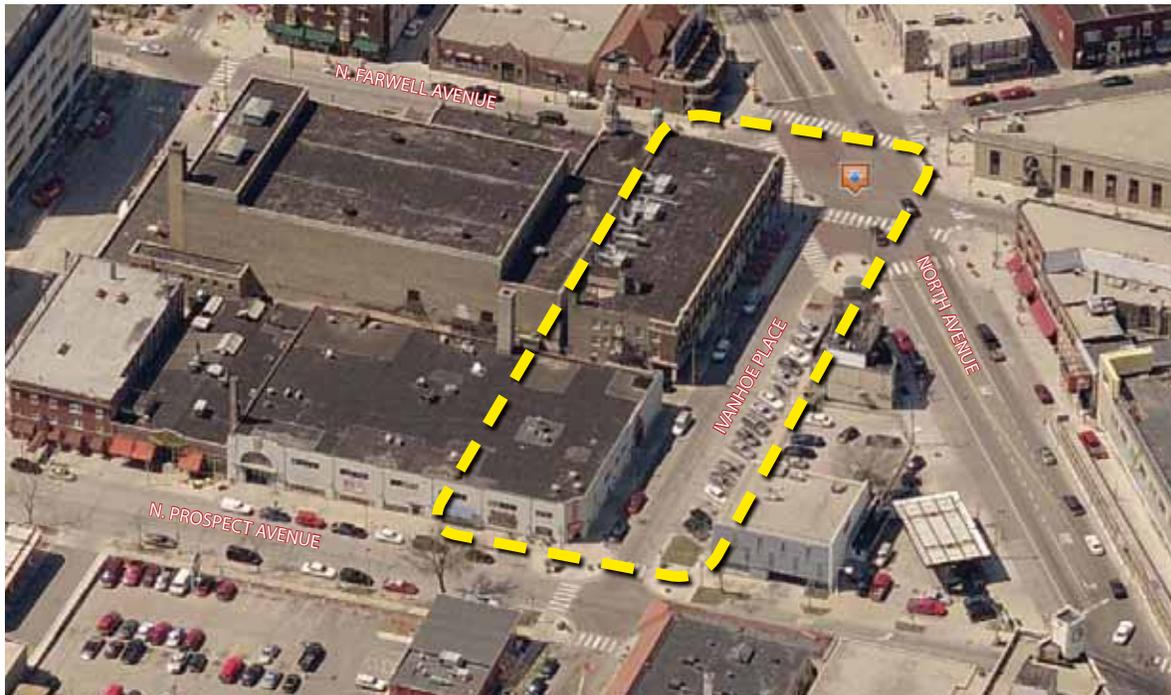


Figure 10.29: Bird's eye view of Ivanhoe Place within the larger Prospect Mall redevelopment area.



Figure 10.30: Gathering Place at North Avenue and Ivanhoe Place, with redeveloped Prospect Mall in background.

11: Lakefront - Area 7

DISTRICTS:

7A - LAKEFRONT

GOALS

ISSUES FOR CONSIDERATION

LAKEFRONT IMPROVEMENT STRATEGIES

CATALYTIC PROJECTS:

7B - MCKINLEY MARINA

7C - PAVILION IMPROVEMENTS

7A - LAKEFRONT AREA



Figure 11.1: Aerial of Lakefront Area

* Image Source: Milwaukee Metropolitan Sewerage District Website

INTRODUCTION

Milwaukee's lakefront is a phenomenal green waterfront edge to the City and Northeast Side, with dramatic views and fabulous recreational amenities. This significant regional resource is composed of series of parks, beaches, and many destinations for visitors including museums, recreational fields, various concessions, a yacht club and a marina, among many others. The lakefront draws a variety of users and serves as gathering place for a broad and diverse community. However, there are always more opportunities for improvement. The lakefront has the potential to provide greater use and enjoyment year round through improved facilities and enhancements to the landscape environment.

The lakefront park areas are owned and operated by the Milwaukee County Parks Department. As Lakebed Grant land, the lakefront also falls under the jurisdiction of the Department of Natural Resources (DNR). Working as an adjunct to the County Parks is the Lakefront Development Advisory Committee (LDAC) which reviews and provides public

input to all recommendations for development of or changes to existing uses, activities or structures along the lakefront.

An update to the 1991 Park and Open Space Plan is near completion and anticipated to be adopted by the County Board by the end of this year (2008). The recommendations of this update are incorporated in this plan and are consistent with the vision for the lakefront as stated below.

VISION

Create a unified lakefront with enhanced public amenities, better access and sustainable ecology, while ensuring public use.

AREA BOUNDARIES

Lake Drive, Wahl Avenue, Terrace Avenue and Prospect Avenue to the west, Kenwood Boulevard to the north, Urban Park (just north of Summerfest Grounds) to the south and Lake Michigan to the east.

7A - LAKEFRONT AREA

GOALS

Enhance linkages and connections between lakefront destinations and consider additional development, amenities, or identifying features that will improve or enhance the lakefront experience. Use architecture and landscape design to unify the lakefront.

ISSUES FOR CONSIDERATION

The following are challenges and issues associated with the lakefront area that need to be addressed.

FINANCIAL

Additional funding and political support for lakefront maintenance and enhancements are needed to achieve the goals of this plan. In today's climate of fiscal constraint, recreational amenities are sometimes considered luxuries and expendable budget items. This trend needs to be reversed in order to preserve and improve Milwaukee's lakefront with maximum government and public support.

CONCESSION AND RESTAURANT USES

Development along the lakefront is very limited, and by statute, must be oriented to the general public, recreational and nautical use. As a result destination restaurants (which are commonly requested) are not permitted. There is strong public support to discourage intense commercial uses on the lakefront.

Small concession stands or pavilions that serve hot dogs, sandwiches, ice cream, snacks and beverages, are allowed because they are considered recreational support amenities for lakefront users and economically accessible to the general public. However, some of these beachfront concession stands could be upgraded to outdoor cafes that enhance public enjoyment of the waterfront.

SHORELINE EROSION

In general shoreline erosion is not perceived as a major issue. There is normal beach erosion at Bradford and McKinley Park beaches that is periodically replaced. All other shoreline edges have been created by historic fill and are stabilized by sheet pile walls and foundations related to contemporary marina and park house development, stone revetment or other constructed stabilization techniques.

WATER QUALITY

There are seasonal water quality issues at beaches due to periodic combined sewer outflow and other sources of runoff and pollutants. This concern is currently addressed by regional water quality agencies. The University of Wisconsin-Milwaukee (UWM) operates an on-going water quality testing station in the Milwaukee Harbor.

BLUFF STABILIZATION

There are no active bluff slump areas within the study area. Monitoring of bluff conditions was most recently docu-



Figure 11.2: Lakefront Pavilion Olmsted Stairs connecting Lake Park to Lakefront



Figure 11.3: Pedestrian Bridge and Pavilion at Bradford Beach

mented in Southeastern Wisconsin Regional Planning Commission (SEWRPC) reports on the Milwaukee Lakefront and Lake Park Area Bluff Conditions (2004). However there are visible areas of erosion along Lincoln Memorial Drive, which indicate a need for bluff stabilization. The recent high-rise construction along the bluff's edge has produced some erosion due to construction and reduction of the vegetation. There are concerns related to long-term bluff stabilization of the slopes west of Lincoln Memorial Drive, including erosion caused by:

- Groundwater seepage patterns
- Off-trail visitor traffic on the slope
- Wind, water, and soil creep
- Cutting of existing vegetation
- Lack of natural landscape buffers
- Increase of invasive species (that exacerbate erosion due to loss of native ground plantings which stabilize soils)
- Lack of land use policies to create an environmental buffer adjacent to the bluff zones

7A - LAKEFRONT AREA

PLANTING QUALITY

Lack of recent planting upgrades within the lakefront parks degrades the lakefront aesthetic quality by creating an image of a semi-wild, not well controlled or managed park site. Most plantings are not functional and do not provide storm-water management. A planting plan update and an emphasis on green infrastructure for the lakefront could address these issues. Remediation of soils and drainage must be included in park renovations.

SECURITY

Crime was not cited as a problem, but there are inconsistent lighting levels throughout the park areas that could contribute to an unsafe environment. Active evening use areas should be reviewed for lighting levels and sightline visibility, particularly in the Lake Park area.

PUBLIC RESTROOM FACILITIES

Existing restroom facilities are reported to be difficult to maintain and pose security problems due to a lack of monitoring. Some restroom facilities will require replacement. A few additional lakefront restroom locations would provide greater visitor convenience.

FRAGMENTED PARK IDENTITY

With exception of lakefront path use, park visits currently focus on single destination usage, including visits to the marina, museums, and / or sports fields. There is a lack of strong identity and connections between natural areas to the north and the cultural institutions to the south. Additionally, there is a perceived pedestrian inaccessibility to many park areas since vehicle access routes have a predominant role.

BUILDING QUALITY, PARK FURNISHINGS AND LIGHTING

The lack of recent building renovations in combination with the lack of any coordinated architectural design standards, degrades the overall lakefront aesthetic. This is worsened by the apparent indiscriminate use of temporary buildings and the lack of standards for their timely replacement.

MARINA QUALITY

Lakefront marina facilities receive periodic updates, although the renovation effort is not complete. Future plans include the addition of transient boat slips, a pedestrian water's edge promenade with free public access and improvements to parking areas.

LAKEFRONT IMPROVEMENT STRATEGIES

The following recommendations encompass the entire lakefront adjacent to North Lincoln Memorial Drive.

BLUFF IMPROVEMENT RECOMMENDATIONS

Provide additional naturalized plantings for bluff stabilization to reduce erosion. Consider replanting at the lower bluff base to avoid homogenous tree stands. Reduce the dependence on Ash tree monocultures (which are susceptible to

Emerald Ash Borer infestation). There is also a need to consistently manage a number of invasive plant species.

Some opportunities that exist to help monitor, preserve and restore bluff stabilization include:

- Create an accurate assessment of bluff floristic and habitat quality (e.g., Lake Michigan's migratory birds).
- Create physical development guidelines or buffer management requirements.
- Provide regulatory requirements for review by County, DNR, or other environmental protection agencies in response to proposed development plans adjacent to the bluff.
- Encourage volunteer groups to provide financial support, monitoring and stabilization plantings, on an ad hoc basis, in coordination with the Milwaukee County Parks.
- Encourage a leadership awareness of environmental lifestyle benefits and financial value to the city.

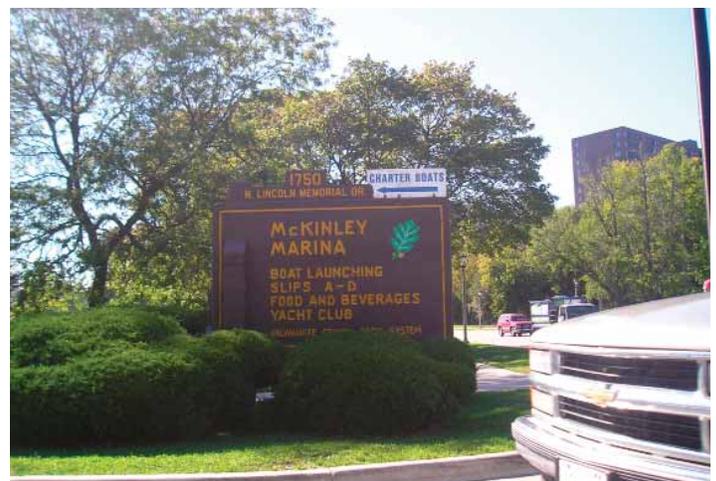


Figure 11.4: Entrance to McKinley Marina



Figure 11.5: Intersection of Lincoln Memorial Drive and Lafayette Road at entry to McKinley Marina.

7A - LAKEFRONT AREA

- Identify circulation routes and measures for Best Management Practices (BMP's) in Lake Park, which include limiting overuse along sensitive slope areas and enhancing circulation in strategic access locations of County Parks. This measure is intended to maximize use of existing trails and to reduce erosion from unintended and spontaneously created trails.

LAKEFRONT ACCESS PLAN

As part of a possible Lakefront master plan, strengthen the lakefront vehicular, pedestrian and bicycle access along the following streets by creating designated pedestrian and bicycle connections as an integral part of city rights of way (ROW's; see Figure 11.11):

- | | |
|----------------------|-------------------|
| • Kenwood Boulevard | • Juneau Park |
| • Newberry Boulevard | • Mason Street |
| • North Avenue | • Michigan Street |
| • Oak Leaf Trail | • Brady Street |

Refine BMP's for City ROW's which address:

- Width reduction of ROW's in environmentally sensitive areas.
- Reduction of mowing practices for existing turf covered areas adjacent to the top of slopes.
- Setback turf covered areas at the top of slopes to at least 10' from the slope and plant this newly created buffer with low native shrubs and perennials for view enhancement.
- Create planting and management guidelines for seepage areas on slopes to reduce likelihood of slope failure.
- Recommend landscape guidelines for private property holders along the lakefront bluff in partnership with the City and County. Provide techniques for exotic invasive species management, erosion control and protection of views.

IMPROVED ACCESS STRATEGIES

Define a series of destination points and wayfinding enhancements that create a connecting path along the lakefront. Beginning at the south end just north of the Summerfest Grounds, these points might include: Discovery World, Calatrava Museum, Vietnam Memorial, lagoon, Community Sailing Club, sailboat play area, Brady Street Bridge, McKinley Marina, Alterra on the Lake, Villa Terrace, Bradford Beach and beach house, old Coast Guard Station, Olmsted stairs at Lake Park Pavilion, soccer/rugby/hurling fields, Ravine Road, water purification plant, UWM MacLaren Mansion and the former "nude beach" at the north end.

Incentives can be used to encourage alternative transportation to and through the area using vans, bicycle facilities, and



Figure 11.6: Alterra on the Lake Coffee Bar (former flushing station)



Figure 11.7: Lake Park Pavilion Parking Area

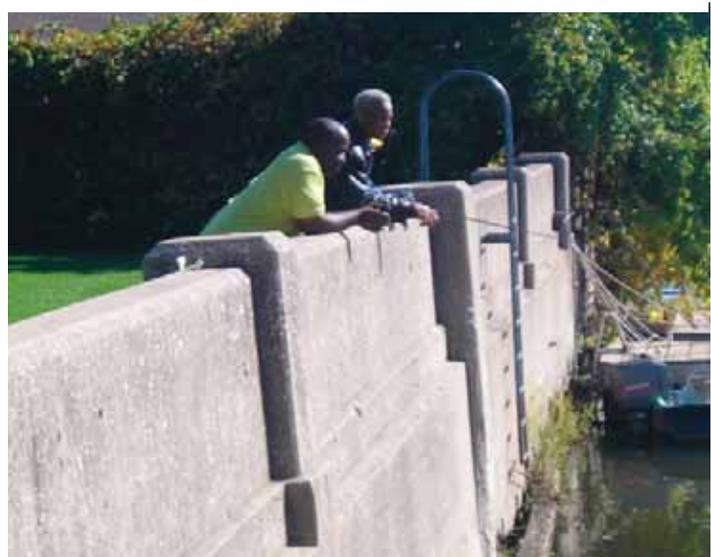


Figure 11.8: Fishermen at the seawall of flushing tunnel entrance.

7A - LAKEFRONT AREA

a shuttle service that links these and possibly other important Milwaukee destinations. To minimize current parking issues in the area, additional summer transit at high demand times should be provided to encourage greater use and attendance to events along the lakefront.

STRENGTHEN PEDESTRIAN ACCESS

Access and well marked connections to the lakefront are very important. Ideally pedestrian and vehicular access should be provided every half mile along the lakefront. At a minimum, Pedestrian Access Routes (shown on Figure 7.11 on page 173) should be maintained and in some cases improved.

There are also opportunities to strengthen the connection and synergies between the retail, restaurant and entertainment uses in the Northeast Side (such as Brady Street and North Avenue) and the lakefront activities through better signage and marketing.

PEDESTRIAN BRIDGE INFRASTRUCTURE

Provide infrastructure repairs to the Bradford Beach Bridge which appears to be well built but is aging and is not ADA accessible. The new Brady Street Bridge is ADA accessible and attractive, but needs landscaping, signage and lighting.

PARKING STRATEGIES

Review existing parking areas to analyze parking needs, locations and paving conditions. Reconstruct and repair parking pavements and drives that are dated and worn. Add landscaping to the McKinley South Parking Area. Reconfigure drives and parking areas as needed to integrate stormwater management and site planting. Create better and enhance visitor connections to the Milwaukee Art Museum, event areas (Summerfest) and Downtown attractions through improved gateway features, public art and signage.

PARKING REDUCTION STRATEGIES

Upgrade bicycle friendly facilities, increase and market transit / shuttle services, and promote the use of lakefront water taxis. These will allow for greater use of the lakefront by visitors without increasing the amount of available parking.

UWM PARKING

UWM students use the lakefront parking lots as remote parking. However, this adds wear to facilities and does not provide an aesthetic or balanced benefit to park use. This is a short term arrangement to meet UWM's parking needs. One goal should be to incrementally reduce student use of lakefront parking areas over time as other UWM parking locations are identified and developed.

PARK PAVILIONS

The renovation of existing park buildings and pavilions to upgrade their appearance and use would add a tremendous amount of value to the lakefront. Unifying the various build-

ings that were built between the 1960's and the 1980's through facade enhancements would aesthetically improve the image of the lakefront. Building renovations should address the needs for additional concession stands, bistros, restrooms, outdoor cafés and signage. Creating design guidelines would address inconsistency in the architectural design, materials and conditions of lakefront facilities. This could entail appearance regulations governed by an oversight committee with adopted guidelines. See the catalytic project for an approach to pavilion improvements for consideration.

LANDSCAPE IMPROVEMENT STRATEGIES

The landscape along the lakefront needs a comprehensive update to restore original Olmsted designs, improve the ecology, and restore or implement sustainable design features. An improved landscape would also promote better



Figure 11.9: View of Lake Michigan just north of Bradford Beach.



Figure 11.10: Outdoor Terraces of Alterra Coffee Roasters

7A - LAKEFRONT AREA

access, create inviting activity areas, and enhance the general visitor's experiences. This can be accomplished through the creation of landscape concepts, standards and a palette of materials that are currently missing throughout the lakefront parks. For example, a series of coordinated planting groups could provide for a "Hide and Reveal" pattern of Lake Michigan views from vehicular and pedestrian circulation routes along Lincoln Memorial Drive. Other improvements could entail the following:

- Provide landscape restoration on heavily used areas such as the sledding hill and exercise stair (St. Mary's Hill).
- Define and limit accessible pathways and make their entry points more prominent in order to reduce erosion by off-trail traffic.
- Restore park monuments, including the War Memorial.
- Create a series of standards for future development, construction lighting and plantings along the lakefront parks.
- Reduce lighting along Lincoln Memorial Drive by half. Consider illuminating only every other existing pedestrian light to prevent over-lighting and reduce energy cost.

SITE FURNISHINGS

Create a consistent look to park furnishings in order to establish a sense of character. Restore and replace site furniture such as benches and lighting to ensure unification of the lakefront as a holistic entity. Replace dated and inappropriate elements. For example, there is a predominance of contemporary shoebox lighting, which can be updated with historic type energy saving luminaries.

WAYFINDING AND SIGNAGE

There is general lack of signage throughout the lakefront, for orienting visitors. A comprehensive wayfinding signage system would provide much needed information to visitors on location of cultural elements, parking, activity areas, food concession options and restrooms. Wayfinding signage can be integrated with park, wildlife, horticulture and natural history interpretations or markers.

SITE ECOLOGY AND HABITATS

Create planting / restoration sites within the lakefront parks for wildlife habitat and biodiversity preservation. This includes phased re-plantings, in particular Ash tree replacement due to anticipated Emerald Ash Borer blight. The Milwaukee County Park District is currently looking at methods to improve balancing the ecosystem while maintaining visitor uses.

SUSTAINABLE "GREEN" STRATEGIES

Identify the pattern of "Green Infrastructure" strategies for this entire area that will achieve the following:



Figure 11.12: Riprap at McKinley Park preserves the shoreline and prevents erosion.



Figure 11.13: View North of Bradford Beach and Concession



Figure 11.14: Veteran's Park Lagoon with Paddle Boat Rentals.

7A - LAKEFRONT AREA

- Provide landscape buffer strips to filter and cleanse stormwater runoff from adjacent bluff and non-pervious surfaces.
- Identify and conserve the large open spaces which allow stormwater to collect and slowly recharge groundwater, thereby reducing strain and demand on existing storm sewer infrastructure.
- Categorize and develop wildlife habitat zones for existing and migratory wildlife
- Develop a sustainable approach to building and grounds through the use of LEED building design guidelines; materials and landscape elements.
- Upgrade existing vendor facility site improvements based on principles and practices of green building technology and environmental architecture and design.
- Limit surface parking on lakefront. As parking areas are repaved or reconfigured, add tree canopy, landscape islands, pervious pavement or “grass-crete” for limited use areas.



Figure 11.15: Bradford boat rental facility at lagoon in Veteran's Park.

CONCESSION STRATEGIES

Current DNR interpretation of the State's Public Trust Doctrine prohibits “destination restaurants,” considered to be too expensive for the general public, or any destination that is not waterfront oriented that could be located elsewhere. Consequently, the public has limited options to get a quick bite to eat on the lakefront. Within the public lakefront area, there is the Round House in the McKinley Marina facility, the Bradford Beach concession facility and two concession facilities at the North Point parking lot. There is also an Alterra's Café on city owned land (the former pumping station). The Lake Park Bistro is an upscale private restaurant at the former Lake Park Pavilion which used to serve the general public as a grill and fountain, but no longer does. The Art Museum Café can be accessed by the public without paying museum admission, but few people are aware of its existence on the lakefront or the museum's policies regarding its use.

Where possible, it is recommended that the lakefront add more food concessions, outdoor or seasonal cafés, and additional locations for “street vendors” or mobile food and beverage service. During the summer months, these can be located at park gateways and other key locations, such as access points.

EVENTS AND ACCESSIBILITY

Lincoln Memorial Drive is closed twelve times a year for special events and festivals. It is considered a parkway and not a public right of way. The Drive was reconstructed six years ago with utility upgrades to meet power, water and sewer needs for events. When the Drive is closed for events, Prospect and Farwell Avenues are the designated State Highway 32 Route to accommodate the redirected traffic.

SITE MAINTENANCE, FUNDING AND MANAGEMENT

Modern parks commonly rely on volunteer and donor support to supplement available public funds. Increased revenues from additional concession and event fees are also opportunities for funding park improvements. Other funding sources could include: public and private partnerships such as “The Parks People” who raise funds to supplement the County's budget for park improvements; agreements with adjacent land owners to adopt and care for portions of parks; County resources from lease agreements; grants from foundations or other sources; and user fees for additional services.

Lack of funding is a persistent challenge to maintaining public park improvements. The development of community and political support groups to participate in lakefront improvement funding, management and maintenance, should be encouraged. Allowances should be made for community based management of specialized areas and programs where appropriate. This can help enhance the public's enjoyment of parkland and waterways.

7A - LAKEFRONT AREA

Conceptually and from a user standpoint, the lakefront on the Northeast Side can be divided into four districts: Lake Park and “Lower Lake” athletic fields; Mid-Lakeshore; McKinley Harbor and Marina; and the Museum Civic Area, which provides an extension of Downtown to the lakefront.



Figure 11.16: Lakefront Districts

Lake Park includes soccer fields, a baseball diamond, tennis courts, ice skating rink, lawn bowling, yard and golf course. It also includes picnic areas which are popular for family reunions, an accessible network of paths, landscape elements that retain the historic Olmsted era planting patterns, and ornamental flower beds. Many places such as the arboretum areas, playgrounds and lighthouse rely on supplemental community funding and maintenance.

The **Mid-Lakeshore Area** connects Lake Park and the McKinley Harbor Areas. This area includes the distinctive Bradford Beach House, the North Point Snack Bar with dramatic vehicle access to the water’s edge, a recently constructed attractive picnic pavilion and a path connection to the Lighthouse on the Bluff. Though clean and operational, this section of the lakefront is nominally maintained and needs strategic upgrades.

The McKinley Harbor Lakefront Area has many attractions including the marina, lagoon, promenade, Community Sailing Club, the Vietnam Memorial, and the Alterra coffee concession located in the renovated pumping station. It also offers multiple points of convenient site access for bikes, pedestrians, vehicles and boats. Due to its large open spaces, marina, and its proximity and access to the Downtown, it is the most heavily used portion of the Lakefront. The McKinley Marina however, has not received sufficient improvements to support this level of use.

The Museum Civic Area bridges the gap between the lakefront parks and the Urban Park north of the Summerfest grounds. It also has three of the most important attractions of Downtown Milwaukee - the War Memorial, the Milwaukee Art Museum and its Calatrava addition, and Discovery World / Pier Wisconsin. The possible vacation or relocation of the Pieces of Eight restaurant and parking area presents an opportunity to add to this cluster of significant public venues.

7B - CATALYTIC PROJECT: MCKINLEY MARINA

MCKINLEY MARINA AREA CATALYTIC PROJECT

The McKinley Marina area is ideally situated to be the hub of activity and connection between the Summerfest grounds and Museum Civic Area to the south, and Lake Park to the north. However, intensifying the synergy of uses and improving the image of this area will require a detailed concept plan. The following are a series of recommendations to help visualize the potential of this area.

IMPROVE OVERALL SITE ACCESS

Access into the McKinley Marina area can be more inviting for pedestrians, motorists and bicyclists through comprehensive landscape enhancement of roads, paths and parking areas to create a greater sense of arrival and sense of place. These proposed enhancements should incorporate places to rest with benches and seat walls to encourage greater recreational use within the landscape. Also the strategic addition of pedestrian light fixtures can encourage night time activity while addressing safety issues for night time use.

IMPROVE THE APPEARANCE OF THE MARINA

The McKinley Marina is Milwaukee County's only public lakefront marina, offering 655 slips with floating docks, security, parking, electricity, water, fuel, maintenance and convenience store facilities, restroom and shower facilities. Anticipated improvements will:

- Create an unrestricted welcoming harbor promenade and continue recent marina improvements
- Complete unrestricted harbor promenade access at the upper level (lower level access to docks will be restricted).
- Coordinate marina and park furnishings. Some marina furnishings have been upgraded, but are not coordinated with the overall park character, leading to an appearance of private use.
- Improve marina accessibility to general park visitors.

ENHANCE PARKING AREAS

In many parking areas the pavement and drives are worn and are in need of repair. As parking lots are evaluated for resurfacing or reconfigured there is an opportunity to improve the stormwater management through ecological landscaping and use of pervious paving materials.

WAYFINDING IMPROVEMENTS

Provide wayfinding signage throughout the lakefront promoting recreational areas and connections. Signage should indicate the marina's availability for public use. Strategically locate interpretive signage and seasonal kiosks for equipment rental such as kayaks, bicycles, rollerblades, kites and other recreation amenities.



Figure 11.17: McKinley Marina



Figure 11.18: McKinley Promenade



Figure 11.19: Proposed Harbor Walk Section

7B - CATALYTIC PROJECT: MCKINLEY MARINA



Figure 11.20: McKinley Harbor Concept Plan for New Concession Pavillion / Community Center

Community Center

In the 1991 Lakefront Plan the County Parks Department identified the opportunity to develop a new multi-use community center for the McKinley Harbor area. The development of this facility can be the catalyst for creating an integrated area plan that addresses the need for an enhanced landscape aesthetic, pedestrian linkages, ecological improvements and stormwater management. Originally proposed to house community outreach programs, the community center could offer a wider range of environmentally based activities that could include lakefront restoration conservation programs; a holistic fitness and health clinic; and a community learning center to provide education and “research” opportunities for youth. This building could provide space for volunteer based programs to encourage restoration of Milwaukee’s natural environment, specifically along the lakefront. Additional program for this center could include office and public education demonstration space for the UWM Great Lakes Water Institute.

7B - CATALYTIC PROJECT: MCKINLEY MARINA

PROPOSED LANDSCAPE IMPROVEMENTS

The lakefront has many opportunities for enrichment by restoring native plant sites, enhancing views to the lake, establishing a microclimate, and encouraging biodiversity along the lakeshore where minimal landscape features currently exist. The rationale behind these improvements is to create an articulated natural landscape that minimizes unsustainable maintenance practices such as mowing.

LAGOON IMPROVEMENTS

The existing lagoon area is a picturesque and distinct landscape element that could provide opportunities for additional habitat and aesthetic enhancement to its natural setting. The lagoon area could incorporate rain gardens and other natural water filtering elements. From an aesthetic perspective the lagoon area near Lincoln Memorial Drive offers opportunities for establishing a series of lighted icons or sculptures to unify the drive experience.

GREEN INFRASTRUCTURE

Incorporating “green” landscape elements into park design will strengthen the native habitats for both plants and animals. Green Infrastructure uses sustainable management practices and can offer cost effective maintenance. Within the urban environment this ecological approach to the landscape can provide educational, cultural and recreational resources.

ROADWAY LANDSCAPE ENHANCEMENTS

Planting a row of trees sequentially along the roadways will provide an elegant canopy over the road and a framework to the park design. Additional groupings of ornamental plantings will help define places of interest and resting places along the pathways.



Figure 11.21: 3D View of lagoon area with improved connections to harbor areas.



Figure 11.22: Proposed Veterans Drive

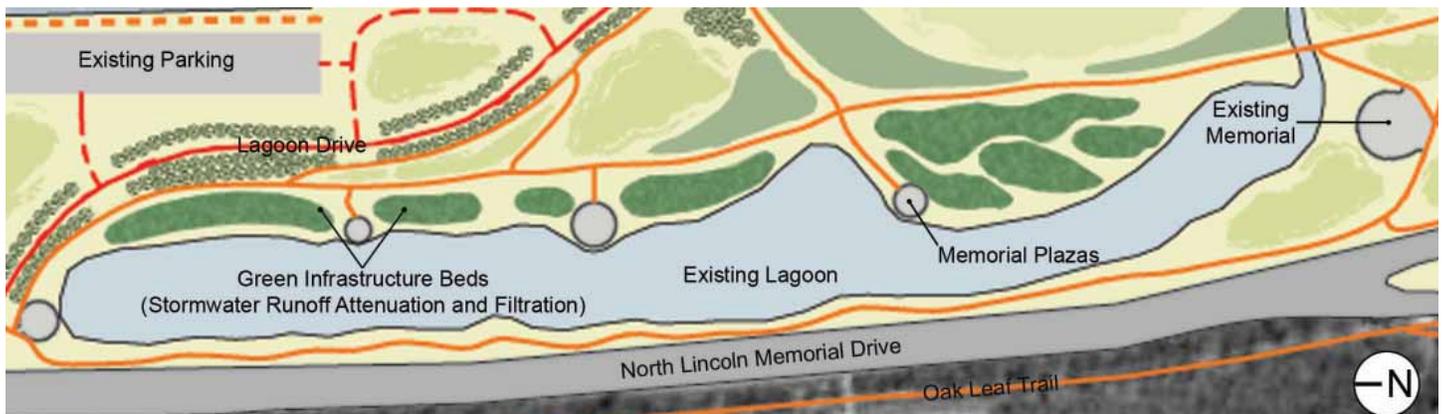


Figure 11.23: Lagoon Drive: Green Infrastructure Improvements

7C - CATALYTIC PROJECT: PARK PAVILION IMPROVEMENTS

NEW CONCESSION FACILITY

The McKinley Harbor area would benefit from a year round café adjacent to the kite field with views south over the lake toward the Milwaukee Art Museum and the city skyline. This south facing vista is a wonderful asset, and is an under-utilized opportunity from a market standpoint. A south facing wall could be designed as a solarium to frame the view and capture the winter sunlight. Additional concessions and new restroom facilities would also be warranted at this location. This could be both an economic generator as well as a cultural meeting place.

DESIGN EXCELLENCE

Beyond the basic aesthetic benefits, it is important to encourage exceptional architecture and design of both buildings and grounds so that the space will be revenue generating for civic events, weddings and gala events.

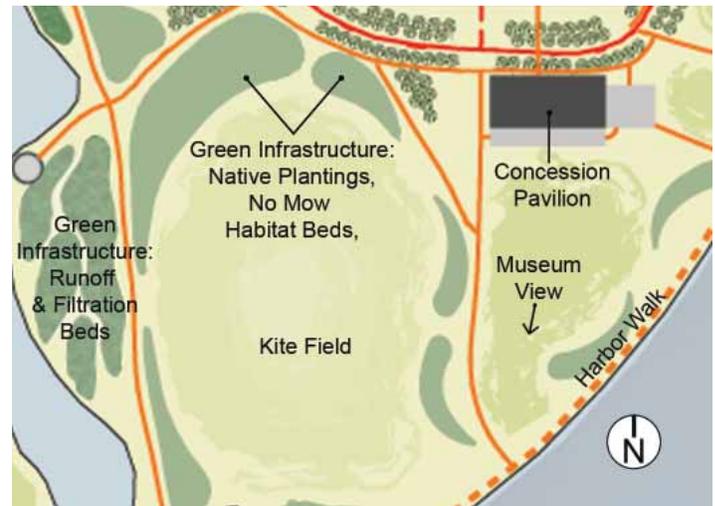


Figure 11.26: Plan View of Kites Concession Area



Figure 11.24: Existing Concessions



Figure 11.27: Proposed New Kites Concessions



Figure 11.25: Existing Concession Facilities



Figure 11.28: Proposed Upgrades to Concession Buildings

7C - CATALYTIC PROJECT: PARK PAVILION IMPROVEMENTS

LAKEFRONT PAVILIONS

There is an overall lack of a cohesive aesthetic of buildings and grounds throughout the McKinley Marina area. The existing pavilion structures on the lakefront vary in style, materials and building construction. Upgrading and renovating the existing pavilions to establish a unified architectural language would benefit not only the McKinley Harbor site but also help the image of the entire lakefront. As illustrated in the sketches below, the pavilions could be strategically renovated to incorporate new roofs and exterior facades. Renovation could be more cost effective than new construction.

One way to encourage public support for enhancing and renovating these structures is to conduct design competitions to create community input and excitement about the area. Ideally, these renovations can employ "Green Infrastructure" principles for energy efficient building design and landscape.



Figure 11.29: 3D view of Kites Concession Area

The image above illustrates the view and site opportunity of an enhanced concession facility at this location.



Figure 11.30: Existing Restrooms and Picnic Pavilion



Figure 11.32: New and Improved Restrooms and Picnic Pavilion



Figure 11.31: New and Improved Restrooms and Picnic Pavilion



Figure 11.32: New and Improved Restrooms and Picnic Pavilion

7C - CATALYTIC PROJECT: PARK PAVILION IMPROVEMENTS

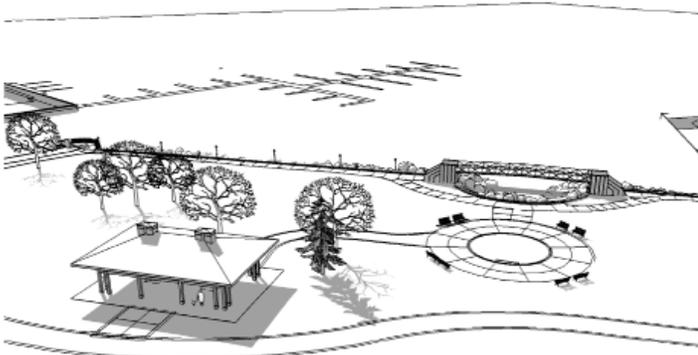
THE FORMER COAST GUARD STATION SITE

The former Coast Guard Station adjacent to the McKinley Harbor was considered for renovation and reuse for many years. The cost of renovation became prohibitive and a substantial expansion plans to defray the cost were not supported by the Wisconsin DNR. The property deteriorated beyond repair and was recently demolished.

This vacant site now provides an opportunity for a new public use. The concept sketches below were provided by Milwaukee County Parks Department and illustrate a new open air pavilion, a circular recreational area and pathways for the site. The design of any new structures in this area should have architectural merit and can be a prototype to establish design guidelines for future pavilion renovations or replacements. The site could also serve as a location for prototypical signage, interpretative signs (with information about the former Coast Guard station and current harbor activities). It is also a prime location for public art displays.



Figure 11.33: Former Coast Guard Station Slated for Demolition



IMPLEMENTATION PLAN

The enhancement of the McKinley Harbor area and restoration of the park pavilions are great catalytic projects to further activate the lakefront amenities, for expanded use and appreciation by the public. The following are strategies for developing additional funding opportunities that will also promote public awareness of the lakefront facility needs and proposed improvements.

- Substantial marketing of the facilities, programs and activities. Investigate availability for year around programs.
- Encouraging corporate sponsorships for programs and facilities.
- Grant writing for expanded programs, green infrastructure and improved facilities.
- City coordination with the Department of Natural Resources, Milwaukee County Park Department and County Board on maintenance, facility and site management.
- Enhancement of current volunteer efforts and the creation of a "Friends of the Lakefront" group to help fund and advocate for future improvements as well as provide a volunteer base for programs.

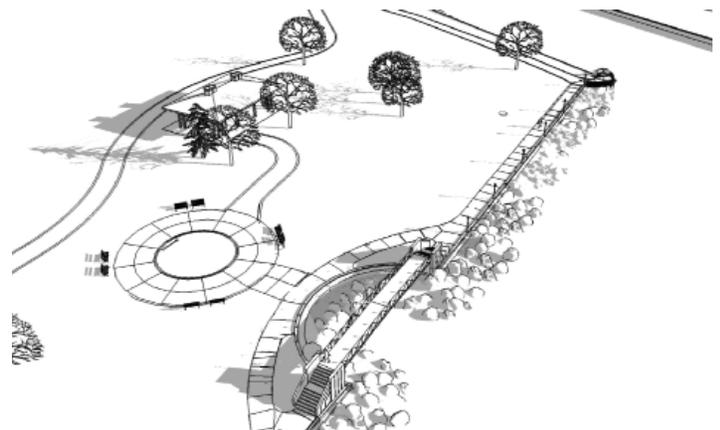


Figure 11.34 & 11.35: Proposed Open Air Pavilion to Replace Coast Guard Station

* Image Source: Milwaukee County Department of Parks, Recreation & Culture