

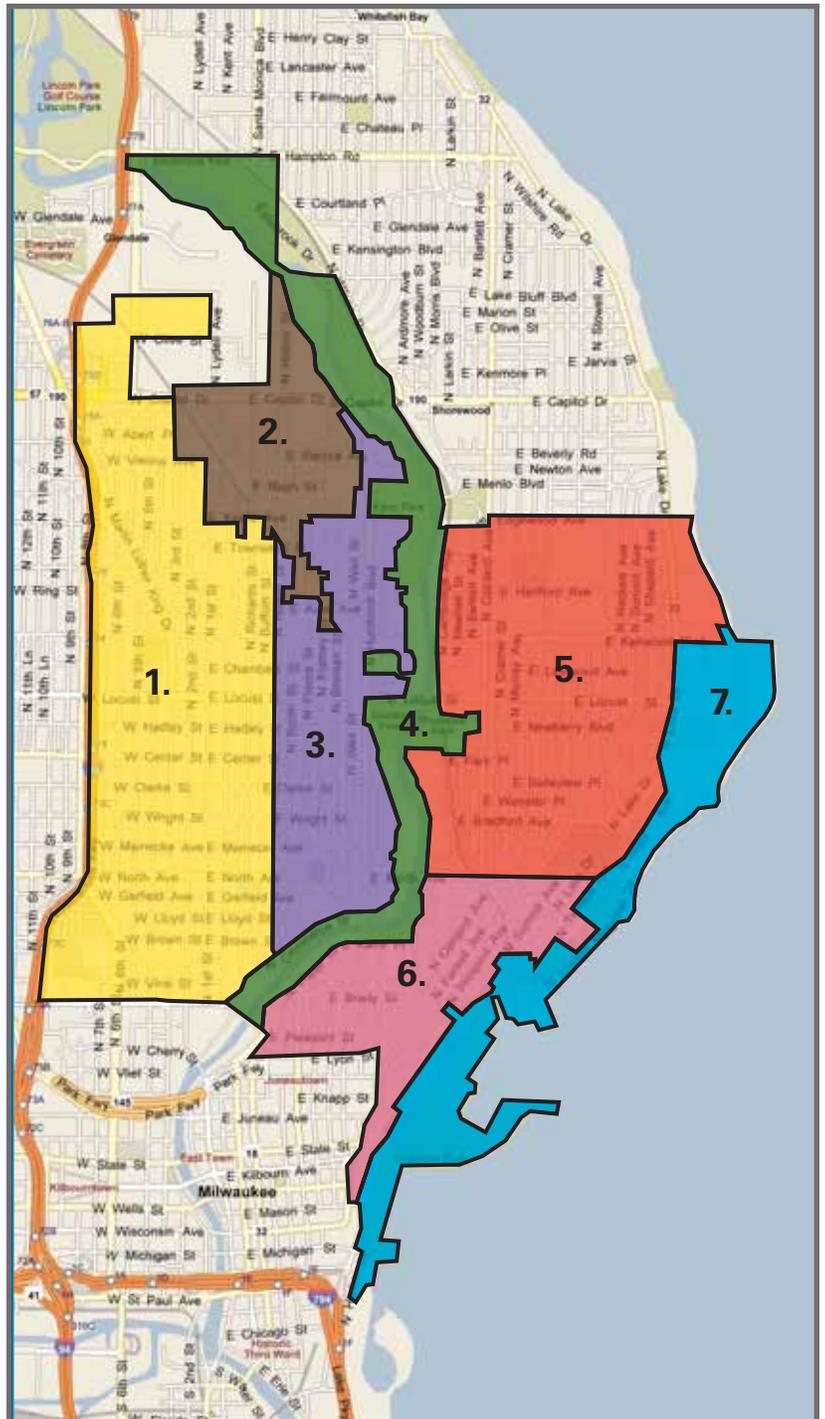
EXECUTIVE SUMMARY

The goals and strategies delineated in this plan for individual districts, corridors and catalytic projects provide a working framework for the development of specific projects in the Northeast Side. The discussions and ideas of stakeholders have served as the foundation for recommendations which will serve as a basis for future actions. The strong network of community organizations and individual citizens supported by local government agencies will help facilitate next steps for the implementation of this plan. Although no one organization or body is responsible for the implementation of specific tasks, it is important to take advantage of the momentum generated by these ideas to form responsible partnerships regarding the resources needed and scheduling goals for specific milestones.

A summary of action items generated throughout the Northeast Side Plan is presented in the following pages in an effort to provide a simplified checklist of implementation goals for individual areas. Projects should be prioritized in order of importance, availability of funding sources, synergies with other projects and ease of implementation. Funding sources should be identified and detailed drawings should be developed for concepts presented in the plan.

This action item “to do” list will help government agencies, community organizations and individual citizens develop a plan of action for individual recommendations. The Milwaukee Department of City Development and Aldermen for Districts 3, 4 and 6 can serve as a central communication hub for citizens and be able to assist in the continued revitalization efforts in the Northeast Side. Through website, e-mail and other communication efforts, the City of Milwaukee, key stakeholders and community representatives can collectively help organize around common goals and gather information needed to accomplish specific tasks.

The following is a summary of recommendations for each major area within the Northeast Side.



- 1. Harambee
- 2. Riverworks
- 3. Riverwest

- 4. Milwaukee River
- 5. Upper East Side
- 6. Lower East Side

- 7. Lakefront

HARAMBEE ACTION ITEMS

1.0 Neighborhood Identity

- 1.1 Build on neighborhood success stories: Halyard Park, Brewers Hill, Beer Line "B"
- 1.2 Develop a wayfinding and signage plan
- 1.3 Implement gateways at North Avenue and Locust Street along I-43, and Five Points Exchange
- 1.4 Implement a facade improvement program
- 1.5 Improve North Avenue as a major east-west and gateway corridor

2.0 Leadership, Education and Job Creation

- 2.1 Enhance existing education and job opportunity outreach programs
- 2.2 Create training and work programs for area improvements

3.0 Environmental and Sustainable Development Programs

- 3.1 Promote healthy buildings
- 3.2 Create public pocket parks and community gardens on vacant land

4.0 Property Redevelopment and Infill

- 4.1 Redevelop, renovate and reuse vacant buildings
- 4.2 Strategically infill vacant parcels
- 4.3 Promote mixed use development
- 4.4 Identify and provide formal protection of historic districts and structures

5.0 Housing Development and Homeownership

- 5.1 Assist residents to maintain and improve their homes
- 5.2 Support affordable and low income housing providers
- 5.3 Create new and rehabilitate existing housing
- 5.4 Promote and market Harambee and its available housing stock

6.0 Crime Prevention

- 6.1 Promote community policing programs that bring greater neighborhood involvement in crime prevention.
- 6.2 Develop stronger relationships between policing agencies and area businesses.
- 6.3 Continue to implement blockwatch programs.

7.0 Harambee Great Neighborhood Plan District

- 7.1 Support the Harambee Great Neighborhood Initia-



1. Harambee

- 7.2 Develop gateways and activity nodes
- 7.2 Market existing available housing stock
- 7.3 Preserve existing and develop new affordable housing
- 7.4 Create a job training and placement centers
- 7.5 Develop and implement safety strategies in high crime areas
- 7.6 Promote community arts programs

8.0 Bronzeville Cultural and Entertainment District

- 8.1 Implement the Bronzeville Cultural and Entertainment District

HARAMBEE ACTION ITEMS

- 8.2 Foster mixed use / mixed-income development
- 8.3 Recruit new businesses
- 8.4 Develop streetscape improvement guidelines and promote their use
- 8.5 Prioritize rehabilitation of buildings and redevelopment of properties identified in the plan
- 8.6 Establish design development guidelines for new development and redevelopment properties
- 8.7 Address traffic circulation around I-43 and North Avenue
- 8.8 Implement traffic calming to promote pedestrian circulation
- 8.9 Develop and implement a parking strategy
- 8.1 Create a Bronzeville Area Business Improvement District (BID)

9.0 Targeted Investment Neighborhoods (TINs)

- 9.1 Support existing TINs and promote TIN programs in the Northeast Side
- 9.2 Promote additional TIN in the area adjacent to Holton Street

10.0 Historic Brewers Hill / Harambee Neighborhood Conservation District

- 10.1 Encourage high level of owner occupancy
- 10.2 Support affordable housing programs
- 10.3 Provide assistance for residents to maintain and improve their homes

11.0 Five Points Exchange Project

- 11.1 Implement coordinated streetscape improvements
- 11.2 Promote the use of public open space
- 11.3 Encourage mixed use development in surrounding areas
- 11.4 Encourage social connections between new residents and community organizations

12.0 Historic King Drive Transit and Commercial Corridor

- 12.1 Continue redevelopment of Historic King Drive Transit and Commercial Corridor
- 12.2 Promote Martin Luther King Drive as a historic and cultural corridor
- 12.3 Renovate and reuse available commercial property between Meinecke Avenue and Brown Street
- 12.4 Conduct a long term redevelopment plan for sites identified between Locust and Clarke Streets
- 12.5 Promote mixed use development and recruit new retail anchors

- 12.6 Promote streetscape design guidelines and improvements to make Martin Luther King Drive more pedestrian friendly
- 12.7 Promote Martin Luther King Drive as a public transportation corridor
- 12.8 Promote Transit Oriented Development guidelines and development practices at Martin Luther King Drive and North Avenue
- 12.9 Develop a parking strategy for the area and evaluate the use of Tax Increment Financing
- 12.10 Promote storefront facade improvement guidelines that create a cohesive image
- 12.11 Promote revitalization of Martin Luther King Drive north of the BID (e.g. King Commons III)
- 12.12 Create an overlay district that establishes design guidelines for new development and additions
- 12.13 Encourage phased redevelopment of sites identified in the plan
- 12.14 Promote a Transit Oriented Development node at the North Avenue intersection
- 12.15 Implement and coordinate streetscape improvements
- 12.16 Build on Main Street initiatives
- 12.17 Share and coordinate efforts of BID with partners in Harambee Great Neighborhood Initiative and Riverwest business groups



RIVERWORKS ACTION ITEMS

1.0 Overall District Image and Identity

- 1.0 Encourage and strengthen a common district image
- 1.1 Create a corporate business park look and feel
- 1.2 Strengthen connections with the Glendale Industrial Center
- 1.3 Extend River Woods Parkway to N. Humboldt Boulevard.
- 1.4 Develop gateways at key intersections
- 1.5 Use wayfinding and signage to foster the district's identity
- 1.6 Continue to upgrade properties

2.0 Redevelopment and Land Use

- 2.1 Develop standards for mixed use commercial development and industrial uses
- 2.2 Redevelop strategic sites and identify underutilized buildings
- 2.3 Address jurisdictional property boundary issues with properties straddling two municipalities

3.0 Business Retention and Recruitment

- 3.1 Expand and improve existing BID job training programs
- 3.2 Upgrade buildings to meet potential business needs
- 3.3 Identify buildings in need of facade grants
- 3.4 Identify sites in need of parking improvements
- 3.5 Market available commercial and industrial space
- 3.6 Identify businesses to recruit, retain or expand
- 3.7 Improve roadway infrastructure as needed

4.0 Sustainable Development

- 4.1 Promote the use of Leadership in Energy and Environmental Design (LEED) guidelines
- 4.2 Develop a green building / sustainable development education program
- 4.3 Research and identify federal programs for green building construction
- 4.4 Explore alternatives for local government incentives
- 4.5 Encourage new construction and renovation projects that use green building techniques

5.0 Pedestrian Safety and Comfort

- 5.1 Design and implement streetscape improvements
- 5.2 Provide better pedestrian connections to the Milwaukee River's pathway system

6.0 Riverworks Master Plan

- 6.1 Develop a Riverworks master plan that supports mixed use and infill development

- 6.2 Re-zone properties within Riverworks BIDs from Industrial - Light to Industrial - Mixed Use
- 6.3 Re-zone properties along Capitol Drive from Industrial - Light to Commercial District zones
- 6.4 Develop a high speed transit link to connect workers to jobs
- 6.5 Provide strategic improvements for better transit, vehicle, and pedestrian circulation

7.0 Capitol Drive Commercial and Mixed Use Corridor

- 7.1 Improve the corridor's image through streetscape improvements, signage and wayfinding
- 7.2 Develop gateways on N 2nd Street and Humboldt Boulevard
- 7.3 Develop a Retail Overlay Zone that encourages commercial mixed use development
- 7.4 Develop design standards for new development and improvements
- 7.5 Develop parking standards and shared parking opportunities
- 7.6 Renovate and reuse vacant or underutilized properties
- 7.7 Evaluate existing parking needs and review potential for infill development
- 7.8 Create a retail node between Holton Street and Humboldt Avenue

8.0 Blue Hole Redevelopment Area

- 8.1 Evaluate redevelopment opportunities and constraints
- 8.2 Assess site contamination issues
- 8.3 Address environmental impacts of development along the Milwaukee River
- 8.4 Consider mixed use residential and commercial with recreational use
- 8.5 Relocate UWM remote parking to alternate sites as needed to reach full development potential of site



RIVERWEST ACTION ITEMS

1.0 Development

- 1.1 Reinforce special and unique characteristics of neighborhood
- 1.2 Survey and identify significant architectural and historic buildings to be preserved
- 1.3 Consider establishing an overlay district with design guidelines for renovation and new development
- 1.4 Address affordable housing needs
- 1.5 Support local initiatives such as parks, public art, urban agriculture, etc.

2.0 Center Street and Locust Street Commercial Corridors

- 2.1 Create merchants associations or Business Improvement Districts (BIDs)
- 2.2 Develop a plan to occupy vacant retail space
- 2.3 Establish streetscape, façade and signage design guidelines
- 2.4 Develop an internet marketing plan for area businesses
- 2.5 Create a major gateway at Humboldt Boulevard and Locust Street
- 2.6 Create secondary gateways at Humboldt Boulevard intersection with Capitol Drive and North Avenue
- 2.7 Promote mixed use infill redevelopment at North Avenue and Humboldt Street
- 2.8 Develop better pedestrian connections to commercial areas east of the Milwaukee River

3.0 Sustainability and Greening

- 3.1 Promote adoption of sustainable development guidelines
- 3.2 Seek to implement green infrastructure projects
- 3.3 Develop green pedestrian linkages between parks and open spaces
- 3.4 Evaluate potential pedestrian / bike connections across the Milwaukee River
- 3.5 Identify areas to be preserved as open space
- 3.6 Identify potential sites for the Milwaukee Urban Gardens "Urban Agriculture" initiative
- 3.7 Promote the use of public art in parks and open spaces

4.0 Business Commercial Core

- 4.1 Organize, market and enhance central commercial core bounded by Holton Street, Burleigh Street, Humboldt Boulevard and Clarke Street

5.0 Beer Line "B" and "C" Corridor

- 5.1 Continue development that meets development code for the district
- 5.2 Improve pedestrian links to adjacent neighborhoods
- 5.3 Fill in gaps in riverwalk for river edge development

6.0 Center Street Corridor

- 6.1 Provide incentives for arts oriented businesses
- 6.2 Promote mixed uses that incorporate artists residences and studio/gallery space
- 6.3 Develop a business flyer that promotes arts businesses
- 6.4 Promote the use of the National Trust for Historic Preservation "Main Street Four Points Approach"
- 6.5 Promote outdoor cafés and other outdoor community meeting places
- 6.6 Encourage the formation of a merchants association or Business Improvement District (BID)
- 6.7 Create design guidelines for development
- 6.8 Implement property and streetscape improvements that promote artistic character and improve the pedestrian experience
- 6.9 Expand improvements to include commercial areas west of Holton Street to Richards Street
- 6.10 Develop a unique vocabulary for streetscape
- 6.11 Improve pedestrian connections to the river

7.0 Locust Street Corridor

- 7.1 Create a merchants association or Business Improvement District (BID)
- 7.2 Provide incentives for new businesses
- 7.3 Promote proposed Garden Park programming
- 7.4 Allow and promote mixed uses
- 7.5 Implement property and block improvement strategies
- 7.6 Improve storefront appearance with facade grants
- 7.7 Develop and implement design guidelines for streetscape improvements
- 7.8 Improve appearance and pedestrian features of the Locust Street bridge. Consider a marsupial bridge under Locust Street
- 7.9 Implement traffic calming techniques

8.0 Holton Street Corridor

- 8.1 Green the corridor through street trees, urban gardens and pocket parks

RIVERWEST ACTION ITEMS

- 8.2 Develop streetscape design guidelines for the corridor
- 8.3 Intensify commercial / mixed used clusters at key intersections
- 8.4 Implement a facade improvement program
- 8.5 Improve appearance of residential properties through facade and lot improvements

9.0 Linear Park Corridor

- 9.1 Encourage volunteerism in making trail enhancements
- 9.2 Incorporate local culture, history, public art displays, recreational elements in the design of Linear Park
- 9.3 Develop educational programs that include interpretive signage
- 9.4 Promote the use of native plantings, wildlife habitats and sustainable landscapes
- 9.5 Create links to open spaces and parks
- 9.6 Create community gardens adjacent to the Fraternity School and other community facilities.
- 9.7 Redevelop the Johnson Controls site through green projects that incorporate urban agriculture, community gardens and open spaces
- 9.8 Identify strategic connections from Linear Park to surrounding neighborhood resources
- 9.9 Utilize streetscape and landscape features to reinforce connections
- 9.10 Utilize neighborhood and corridor maps to direct visitors
- 9.11 Re-evaluate zoning for parcels adjacent to Linear Park.

10.0 Center Street and Holton Street Intersection

- 10.1 Occupy available vacant space
- 10.2 Create programs to recruit new businesses.
- 10.3 Improve properties in need of repair.
- 10.4 Improve facade storefronts
- 10.5 Add landscape elements to parking bump outs
- 10.6 Promote the use of identity signage
- 10.7 Install pedestrian amenities

11.0 North Avenue Corridor Martin Luther King Drive to Reservoir Park

- 11.1 Survey existing buildings; identify buildings to be restored rehabbed or replaced
- 11.2 Address building code violations and deferred maintenance
- 11.3 Promote conversion of vacant or underutilized housing stock into commercial and mixed uses.
- 11.4 Design and implement streetscape improvements



2. Riverworks
 3. Riverwest
 4. Milwaukee River

MILWAUKEE RIVER ACTION ITEMS

1.0 Public Access

- 1.1 Evaluate location of pedestrian access points to the river corridor
- 1.2 Enhance existing recreational trails and access locations
- 1.3 Create a park-like gateway to the Primary Environmental Corridor

2.0 Trail Upgrades

- 2.1 Relocate ad hoc trails and redesign for sustainable use
- 2.2 Improve access through consistent signage and wayfinding
- 2.3 Identify missing links to create an integrated trail network
- 2.4 Promote shared use approach to trails

3.0 Trail Access

- 3.1 Consider community identified access points and integrate with outlying neighborhoods to promote their use

4.0 Trail Enhancements

- 4.1 Evaluate old infrastructure, ice dam, and pedestrian tunnel at Cambridge Woods
- 4.2 Establish a public trail along the west side of the river
- 4.3 Create a sense of arrival at river connections.
- 4.4 Improve connections to Brewers Hill and Riverwest
- 4.5 Address steep grade changes that create a disconnection between the Oak Leaf Trail and higher riverwalk areas
- 4.6 Make river crossings easier for pedestrians to use and shorter to cross at possible locations
- 4.7 Preserve river access and existing connections to the waterfront at important sites
- 4.8 Improve southbound Oakland Avenue bike path & connection to North Avenue bike trail entrance.

5.0 Signage

- 5.1 Provide clear signage and upgrade street level connections to the river
- 5.2 Pursue grant opportunities for wayfinding

6.0 Landscape Quality

- 6.1 Increase native plantings along river trails

- 6.2 Develop and conduct a management plan for invasive plants
- 6.3 Limit pedestrian trails to designated locations

7.0 Stormwater and Water Quality

- 7.1 Mitigate stormwater runoff through low impact development techniques
- 7.2 Develop an environmental program for improving water quality and habitat
- 7.3 Conduct periodic environmental assessments along the environmental corridor

8.0 Downtown Riverwalk District

- 8.1 Create and implement a "green" river edge district connecting downtown to the natural riverwalk district.
- 8.2 Improve existing river connections and complete unfinished sections of the riverwalk
- 8.3 Strengthen the stairway connection to the river walk at the Holton Street Marsupial Bridge.
- 8.4 Redevelop the Riverview Court site as mixed use development with affordable housing

9.0 Natural River District

- 9.1 Preserve historic buildings along the river for adaptive reuse
- 9.2 Create natural green infrastructure areas for stormwater retention in open space areas
- 9.3 Redevelop significant existing access points
- 9.4 Reestablish connections to the Riverside Park neighborhood
- 9.5 Create a community of green businesses
- 9.6 Improve connections between the Oak Leaf Trail, open space network and neighborhoods along the eastern edge of the corridor
- 9.7 Establish a trail easement and landscape buffer along the river north of Capitol Drive.
- 9.8 Consider an east - west pedestrian bridge crossing at the Blue Hole site
- 9.9 Provide a series of small boat launch facilities along the Milwaukee River

10.0 Design Guidelines

- 10.1 Develop "green" architecture for properties fronting the river corridor
- 10.2 Promote energy conservation through green building guidelines
- 10.3 Develop landscape guidelines that address environmental protection, site improvement, and enhancement of natural resources

MILWAUKEE RIVER ACTION ITEMS

- 10.4 Adhere to WDNR / SEWRPC water quality guidelines when developing waterfront properties
- 10.5 Evaluate open space requirements for natural stormwater management areas along the waterfront
- 10.6 Create parking guidelines that promote internal site parking and integration with the building form
- 10.7 Identify both percentage and availability of on-street parking
- 10.8 Provide shared parking within structures, and offer reduced parking requirements for transit oriented development.

11.0 Incentives, Regulations and Land Management

- 11.1 Establish a permanent stewardship group (round-table forum) of governing agencies and stakeholders to discuss and determine environmental policy, plans and improvements
- 11.2 Provide study data showing economic and social benefits of parkland and open space
- 11.3 Encourage eco-friendly alternative energy based developments
- 11.4 Promote a green infrastructure curriculum for schools
- 11.5 Identify and develop funding sources for resource and environmental management.
- 11.6 Provide city assistance with permitting and environmental clean-up grants
- 11.7 Encourage leadership and partnering opportunities to fund and construct trail and ecological improvements
- 11.8 Establish intra-agency coordination with the City of Glendale and Shorewood to coordinate riverfront development policies
- 11.9 Seek creative partnering opportunities between the County Parks Department and other non-profit organizations to acquire riverfront property and pursue grant funding.

12.0 Administrative and Development Review Procedures

- 12.1 Implement review policies applicable to the neighborhood and district level.
- 12.2 Create a development review policy based on smart growth and environmental policies
- 12.3 Mandate that all river edge development incorporate river edge restoration
- 12.4 Mandate that all proposed development adjacent to the environmental corridor provide an Environmental Impact Statement
- 12.5 Establish a forum and process for citizen based

- user groups to shape environmental policy
- 12.6 Create overlay districts for environmentally sensitive areas and special use sites
- 12.7 Undertake a cost / benefit analysis that compares traditional to environmentally and ecologically sensitive engineering and maintenance practices

13.0 Overlay District for the Milwaukee River Environmental Corridor

- 13.1 Protect the environmental corridor through design guidelines and a permanent overlay district
- 13.2 Establish a landscape buffer zone
- 13.3 Do not allow new development or clear cutting within the Primary Environmental Corridor
- 13.4 Maximize amount of open space in new development for potential stormwater management use
- 13.5 Review County easements to become permanently deeded parkland
- 13.6 Address site amenities for properties adjacent to the environmental corridor.
- 13.7 Identify trail access locations and trail design standards
- 13.8 Establish a wayfinding system and signage guidelines
- 13.9 Create a long term master plan for the Primary Environmental Corridor

14.0 Pedestrian Marsupial Bridge at Locust Street

- 14.1 Conduct an engineering review to determine impacts and costs
- 14.2 Evaluate ramp and / or stair connections from the east to the west bank of the river and the Oak Leaf Trail.



UPPER EAST SIDE ACTION ITEMS

1.0 Transit and Access

- 1.1 Promote public transit ridership and enhance the MCTS services.
- 1.2 Support and enhance existing citywide and UWM programs
- 1.3 Create marketing strategies and incentives to increase transit ridership
- 1.4 Improve transit connections between UWM and neighborhoods
- 1.5 Establish a north / south transit corridor through either Oakland Avenue or Maryland Avenue.
- 1.6 Create an overlay district that reinforces the transit corridor
- 1.7 Improve and promote pedestrian paths and bike routes
- 1.8 Utilize traffic calming techniques at Oakland Avenue BID (Oakland and Locust)

2.0 Parking

- 2.1 Unify and lengthen parking time allowances.
- 2.2 Explore adjustments to allow students to attend entire class periods
- 2.3 Minimize peak parking demand periods.
- 2.4 Maintain the 2-hour parking meters in commercial areas
- 2.5 Increase parking time allowances in residential areas
- 2.6 Consider building another parking structure
- 2.7 Develop design guidelines for parking structures
- 2.8 Promote commercial uses at the ground floor level of future parking structures

3.0 Commercial Areas

- 3.1 Promote mixed use development
- 3.2 Promote pedestrian generating activities
- 3.3 Consider expansion of the Oakland Avenue BID to commercial pockets to the north
- 3.4 Continue streetscape, facade and signage improvements
- 3.5 Coordinate streetscape improvements with Shorewood

4.0 Nuisance and Crime Reduction

- 4.1 Extend the UWM campus code of conduct and disciplinary policy to off campus locations
- 4.2 Provide better coordination / communication between residents, University and City police
- 4.3 Encourage and support the UWM "Walk to Work" program
- 4.4 Increase code enforcement for building violations and nuisance control measures

5.0 Neighborhood Preservation

- 5.1 Establish lot and building conservation, preservation and enhancement strategies
- 5.2 Develop design standards for historic properties - improvements, alterations and additions
- 5.3 Identify historic and architecturally important buildings (Historic American Buildings Survey)
- 5.4 Ensure new developments are compatible with existing residential character
- 5.5 Develop programs to assist property owners to better maintain historic residential properties.
- 5.6 Develop and implement home buyer assistance programs

6.0 Campus Housing

- 6.1 Encourage private development / student housing options within the larger city fabric
- 6.2 Locate University-operated student housing along transit routes in student-friendly districts
- 6.3 Investigate redevelopment of Oakland Avenue retail to include housing
- 6.4 Restrict single level retail in new development
- 6.5 Encourage multi-level mixed use retail

7.0 UWM Main Campus District

- 7.1 Establish a new campus master plan that serves the University and the larger Milwaukee community
- 7.2 Establish architectural design standards
- 7.3 Encourage coordination between UWM, Upper East Side Neighborhoods and the UNA
- 7.4 Increase the number of informal gathering places and public spaces
- 7.5 Design new buildings with pedestrian-friendly street experience
- 7.6 Assess potential uses of the Columbia Hospital campus and develop retrofit plans that are compatible with the surrounding neighborhoods and the UWM campus
- 7.7 Continue established UWM Field Station conservation strategies for Downer Woods. Coordinate programming with local groups.
- 7.8 Develop a campus wide satellite housing plan to address residential needs
- 7.9 Fund a dedicated UWM transit system
- 7.10 Investigate potential of possible satellite campuses
- 7.11 Improve pedestrian / bicycle pathways and bicycle parking facilities on campus

UPPER EAST SIDE ACTION ITEMS

8.0 Historic Downer Avenue Retail District

- 8.1 Market the district with events and programs
- 8.2 Support the newly formed Business Improvement District
- 8.3 Create design guidelines for new development within the BID

9.0 Water Tower Historic District

- 9.1 Prepare a historic survey of significant structures in the district
- 9.2 Pursue historic designation for buildings that merit historic status.
- 9.3 Promote and coordinate use of existing resources available for home repair / upkeep
- 9.4 Support new construction compatible with the district character
- 9.5 Support renovation, redevelopment and or conversion of older apartment buildings into condos
- 9.6 Prevent commercial encroachment into residential areas

10.0 Riverside Industrial Commercial Area

- 10.1 Promote a green building program for existing industrial uses and new developments
- 10.2 Ensure building additions or alterations are compatible with neighborhoods and commercial districts
- 10.3 Provide ADA accessible ramps and stairs at the east side of the North Avenue bridge.
- 10.4 Discourage automobile-oriented uses
- 10.5 Provide design guidelines for redevelopment
- 10.6 Evaluate and analyze impacts of developments
- 10.7 Support Park Place Bridge and 1.5 million improvement plan for Riverside Park
- 10.8 Support arboretum / park gateway to the Primary Environmental Corridor on former industrial land.

11.0 Oakland Avenue Transit and Commercial Corridor

- 11.1 Develop mixed use Transit Oriented Development (TOD) nodes along Oakland Avenue
- 11.2 Recruit neighborhood serving businesses
- 11.3 Establish design / facade guidelines
- 11.4 Consider expansion of University Square BID northward

12.0 Former Columbia Hospital Campus

- 12.1 Evaluate potential development scenarios for the St. Mary's / Columbia Hospital Campus
- 12.2 Create a pedestrian connection between UWM and Columbia St. Mary's Hospital



5. Upper East Side
6. Lower East Side

- 12.3 Establish an entrance portal to the campus at Maryland Avenue
- 12.4 Create a destination at the terminus of the connection

1.0 Historic Preservation Strategies

- 1.1 Identify areas and buildings that should be protected through historic designation and regulatory procedures
- 1.2 Create building design standards for building restoration and new construction
- 1.3 Establish right of way and parking design stan-

LOWER EAST SIDE ACTION ITEMS

dards

- 1.4 Provide financial support, information and technical assistance to historic building owners

2.0 Context Sensitive Development Strategies

- 2.1 Develop guidelines for use, density, scale, setback and bulk requirements.
- 2.2 Provide allowances for shared parking
- 2.3 Deter automobile oriented uses and surface parking along the street frontage
- 2.4 Evaluate the use of parking garages instead of surface parking
- 2.5 Develop an architectural review process requirement and coordinate across different city agencies

3.0 Commercial Area Strategies

- 3.1 Encourage redevelopment of existing properties
- 3.2 Promote destination retail and entertainment
- 3.3 Promote the use of the Historic National Register designation
- 3.4 Promote existing BIDs
- 3.5 Promote and market main commercial corridors
- 3.6 Highlight the assets of major commercial corridors and improve streetscape
- 3.7 Analyze existing commercial uses and identify needs for potential business recruitment

4.0 Neighboring Areas Connection Strategies

- 4.1 Utilize streetscape improvements and wayfinding to improve pedestrian movement
- 4.2 Improve pedestrian connections from river crossings to the Milwaukee River and commercial corridors
- 4.3 Strengthen connections between the existing BIDs and foster a commercial district along Farwell Avenue
- 4.4 Link the western end of Brady Street to the Water Street Mixed Use/Entertainment Corridor
- 4.5 Promote transit connections and trolleys between downtown and commercial areas

5.0 Environmental Linkage Strategies

- 5.1 Improve accessibility to the riverfront, trails and waterfront amenities
- 5.2 Include a river access component to waterfront development
- 5.3 Require buffers between new development and environmental areas
- 5.4 Utilize maps and directional signage to direct circulation to both the river and lakefront

6.0 Streetscape and Wayfinding Strategies

- 6.1 Upgrade signage and streetscape amenities as needed

- 6.2 Promote signage that directs visitors to commercial corridors
- 6.3 Improve streetscape, install traffic calming measures
- 6.4 Consider potential curb cut closings and review design requirements for driveways in future development
- 6.5 Utilize local programs to market area's distinct image

7.0 East Side BID

- 7.1 Survey and identify buildings for potential historic designation
- 7.2 Expand streetscape improvement efforts already in place
- 7.3 Promote the creation of spaces for public gathering
- 7.4 Continue implementation of public arts programs
- 7.5 Establish a gateway at North Avenue and the river
- 7.6 Utilize the North Avenue Bridge to connect the east and west sides of the river
- 7.7 Extend BID efforts to support a stronger commercial corridor along North Avenue west of Oakland
- 7.8 Utilize key sites redevelopment to leverage other development priority
- 7.8 Evaluate the use of destination retail as a redevelopment option
- 7.9 Include a river access component in the Hometown site future development
- 7.10 Evaluate potential access improvements along current industrial use riverfront properties
- 7.11 Develop design guidelines for improvement of industrial properties along the waterfront
- 7.12 Improve accessibility to the riverfront, trails and other waterfront amenities from North Avenue
- 7.13 Redevelop the former Prospect Mall and parking lots as high intensity mixed use development

8.0 Brady Street BID

- 8.1 Encourage mixed use development to promote pedestrian activity
- 8.2 Promote Brady Street as a strong transit and economic connection through public transit
- 8.3 Promote better pedestrian circulation along Prospect and Farwell Avenues
- 8.4 Evaluate redevelopment opportunities and potential design guidelines for identified sites
- 8.5 Promote and foster its unique character through historic preservation, continued streetscape improvements and wayfinding
- 8.6 Provide additional surface parking and promote garage parking as part of mixed use buildings
- 8.7 Promote parking guidelines that allow for creative parking solutions

LOWER EAST SIDE ACTION ITEMS

- 8.8 Review existing curb cut policies, limit possible construction of driveways and curb cuts
- 8.9 Evaluate the re-configuration and redesign of the five corner intersection at Brady and Farwell
- 8.10 Increase and improve pedestrian connections to the River and highlight access points to the lakefront
- 8.11 Intensity redevelopment on the west end of Brady Street between Holton and Humboldt

9.0 East Village District

- 9.1 Promote restoration of historic structures through financial support programs
- 9.2 Develop a parking and vehicular circulation strategy that addresses future needs with minimal impact
- 9.3 Establish design guidelines for new development
- 9.4 Preserve and maintain small parks
- 9.5 Evaluate potential for redevelopment of the River-view Court site
- 9.6 Promote and maintain street character to reflect the historic setting of the district
- 9.7 Preserve views and access to the Milwaukee River as future development occurs
- 9.8 Fill in gaps in riverwalk for river edge development

10.0 Farwell Avenue Corridor

- 10.1 Evaluate traffic/congestion, two way traffic and traffic calming measures
- 10.2 Evaluate the potential for Farwell Avenue to become a north and south transit street.
- 10.3 Develop guidelines for streetscape improvements
- 10.4 Strengthen the retail environment, improve access and intensify uses
- 10.5 Consider a Business Improvement District for Farwell

11.0 Prospect Avenue Corridor

- 11.1 Promote mixed use development that encourages street level commercial activity
- 11.2 Identify future development sites and consider ways of preserving views to the lake
 - 11.3 Enhance the relationship between building entrances and the street
- 11.4 Conduct a transit study on Prospect Avenue
- 11.5 Develop guidelines for streetscape improvements
- 11.6 Evaluate the merits of an overlay district for Prospect Avenue to achieve optimum development

- 11.7 Identify additional historic and noteworthy buildings to be preserved

12.0 Catalytic Project: North Avenue Corridor from the Milwaukee River to Oakland Avenue

- 12.1 Redevelop available land and building stock along the North Avenue frontage
- 12.2 Utilize development on the eastern end of North Avenue as an example for future development.
- 12.3 Promote a river walk adjacent to industrial and commercial properties along the river
- 12.4 Enhance pedestrian connections to the river
- 12.5 Promote development and design guidelines along this portion of the North Avenue corridor
- 12.6 Promote commercial activities along North Avenue

13.0 Catalytic project: Park East to Brady Street TOD Connection

- 13.1 Promote transit and/or shuttle service between the Brady Street BID and the Park East Redevelopment Area
- 13.2 Strengthen the public space between intersections
- 13.3 Connect the east and west sides of the river along Holton Street by wayfinding and visual connections
- 13.4 Promote mixed use development that includes a river walk component
- 13.5 Utilize interpretive signage along the riverfront
- 13.6 Create a stronger connection to the Milwaukee River at Brady Street

14.0 Enhancements for New Development

- 14.1 Create a neighborhood plaza and gathering place by closing Ivanhoe Street between North Avenue and Prospect during the summer or for seasonal events
- 14.2 Improve overall streetscape
- 14.3 Create transit oriented development at key locations such as Brady and Farwell, Prospect and North, etc.

1.0 Financial Support

- 1.1 Identify funding and gather political support for maintenance and enhancements
- 1.2 Encourage "adoption" of athletic fields and amenities as a way to add improvements

2.0 Landscape Improvements

LAKEFRONT ACTION ITEMS

- 2.1 Preserve and enhance natural character
- 2.2 Update plantings
- 2.3 Emphasize green infrastructure
- 2.4 Develop landscape design standards
- 2.5 Restore landscape on heavily used areas
- 2.6 Limit accessible pathways and make their entry points more prominent
- 2.7 Restore park monuments, add landscaping
- 2.8 Categorize and develop wildlife habitat zones

3.0 Bluff Improvements

- 3.1 Provide additional naturalized planting for bluff stabilization
- 3.2 Create an accurate assessment of bluff floristic and habitat quality
- 3.3 Create physical development guidelines or buffer management requirements
- 3.4 Provide regulatory requirements for review by County, Department of Natural Resources, or other environmental protection agencies
- 3.5 Encourage volunteerism
- 3.6 Encourage awareness of environmental and financial value
- 3.7 Identify circulation routes and Best Management Practice (BMP) measures for Lake Park

4.0 Lakefront Access

- 4.1 Improve public access to lakefront parks
- 4.2 Encourage the use of alternative transportation options, e.g shuttle “People Mover”; etc.
- 4.3 Repair Bradford Beach Bridge and make ADA accessible
- 4.4 Improve landscaping, signage and lighting on the Brady Street Bridge

5.0 Lakefront Connections

- 5.1 Enhance linkages and connections between lakefront destinations
- 5.2 Connect natural areas to the north and cultural institutions to the south
- 5.3 Improve pedestrian access
- 5.4 Develop a unifying connecting pathway for the entire lakefront park system.

6.0 Parking Improvements and Reduction

- 6.1 Analyze parking needs, locations and conditions
- 6.2 Integrate vegetative stormwater management practices to parking areas
- 6.3 Enhance visitor connections to event areas and downtown attractions
- 6.4 Conduct upgrade to bicycle friendly facilities



7. Lakefront

- 6.5 Identify and develop other UWM parking locations to reduce student parking use of lakefront
- 6.6 Limit surface parking on lakefront

LAKEFRONT ACTION ITEMS

7.0 Buildings, Site Furnishings and Other Amenities

- 7.1 Consider additional development or amenities to enhance the lakefront experience
- 7.2 Renovate park pavilions
- 7.3 Create a cohesive aesthetic for buildings and grounds and replace existing site furnishings where needed
- 7.4 Construct, replace and monitor rest room facilities
- 7.5 Provide a comprehensive wayfinding / signage system that connects all destinations on the lakefront
- 7.6 Develop a sustainable approach to materials and construction
- 7.7 Add food concessions and locate additional mobile vendors at park gateways

8.0 Security

- 8.1 Review active evening use areas for lighting levels and sight line visibility

9.0 McKinley Marina Catalytic Project

- 9.1 Continue recent marina improvements, e.g. picnic pavilion
- 9.2 Complete unrestricted harbor promenade access
- 9.3 Coordinate marina and park furnishings
- 9.4 Improve accessibility to visitors
- 9.5 Promote wayfinding and interpretive signage
- 9.6 Utilize the former Coast Guard Station site
- 9.7 Develop a new multi-use community center for the McKinley Harbor Area
- 9.8 Consider a year round café adjacent to the kite field and a south facing wall as a solarium
- 9.9 Provide new restroom facilities at the kite field
- 9.10 Develop alternate funding and public awareness to the McKinley sites

10.0 Park Pavilion Improvements Catalytic Project

- 10.1 Upgrade and renovate existing pavilions to establish a unified architectural language
- 10.2 Conduct design competitions (to create community input and excitement) for public art
- 10.3 Employ "Green Infrastructure" principles for energy efficient building design and landscape