

Villard Avenue Revitalization Plan



Villard Avenue Revitalization Plan

Prepared For:
Villard Avenue Business Improvement District
&
Villard Avenue Neighborhood

Prepared By:
Department of City Development
City of Milwaukee

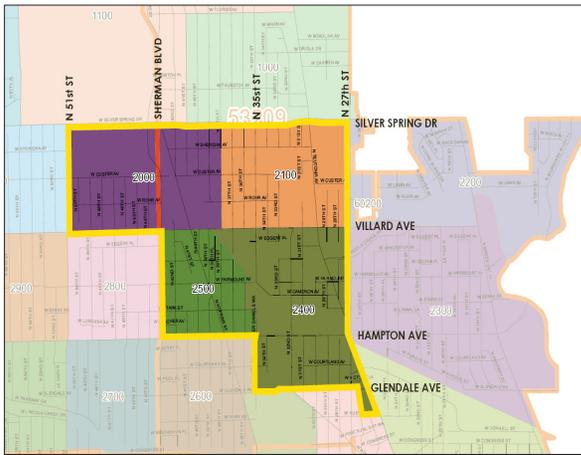
July 2007



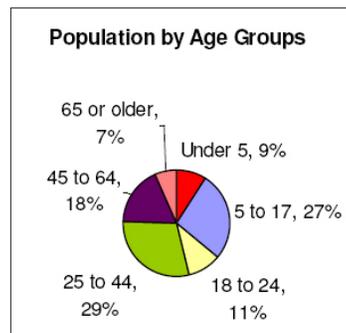
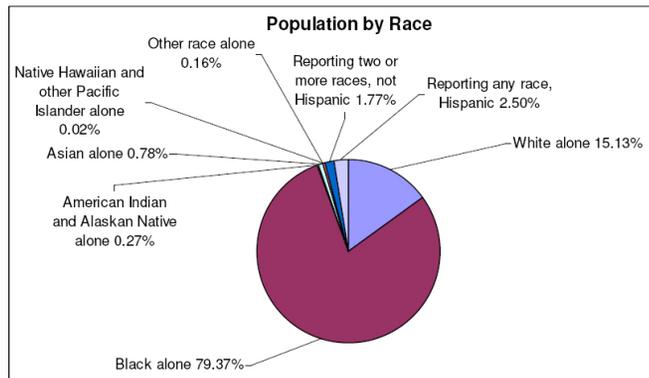
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Villard Avenue Neighborhood Profile Boundary, Census Tracts 2000, 2100, 2400, 2500



Source: US Census Bureau, 2000

EXISTING CONDITIONS

Neighborhood Profile

For the purpose of establishing a profile of the neighborhood surrounding Villard Avenue, the following census tracts were analyzed: 2000, 2100, 2400, and 2500. This area is 1.42 square miles in size and includes the Villard Avenue BID, as well as the neighborhood immediately adjacent to the commercial corridor.

Crime

For the Villard neighborhood in general and the Villard Avenue BID specifically, crime and safety represent a major concern. When compared to the City of Milwaukee as a whole, the crime statistics for Villard Avenue show increased levels on almost all fronts. In particular, the Villard neighborhood shows significantly higher rates of aggravated assault, burglary, robbery, theft, and vehicle theft.

Based on a summary of "Specific Group A Offenses," tabulated by the City of Milwaukee Police Department, the Villard Avenue neighborhood experienced 161.104 offenses per 1000 residents between July 1, 2006 and July 1, 2007. During the same time period, the City of Milwaukee recorded 100.931 offenses per 1000 residents.

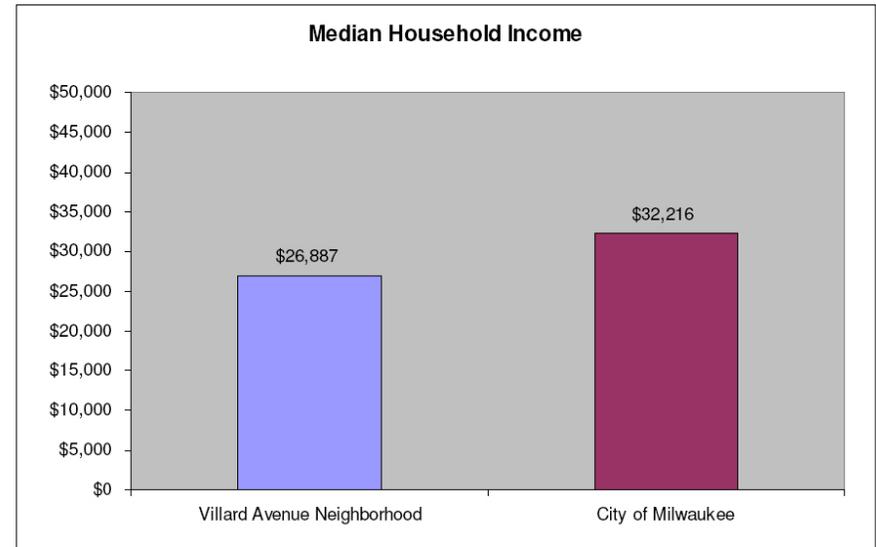
While crime represents one of the major concerns of the BID, it is also useful to understand the composition of the surrounding neighborhood itself. The following paragraphs provide a summary of the Villard Avenue Neighborhood's composition:

Demographics

Based on the 2000 Census, the total Villard Avenue neighborhood population was 10,037. African American residents represent nearly 80% of the total population and 85% of the population is comprised of a minority population. With regards to age, 36% of the neighborhood's population is under 18 years old. The second largest age category is people between the ages of 25 and 44 years old at 27%.

Household

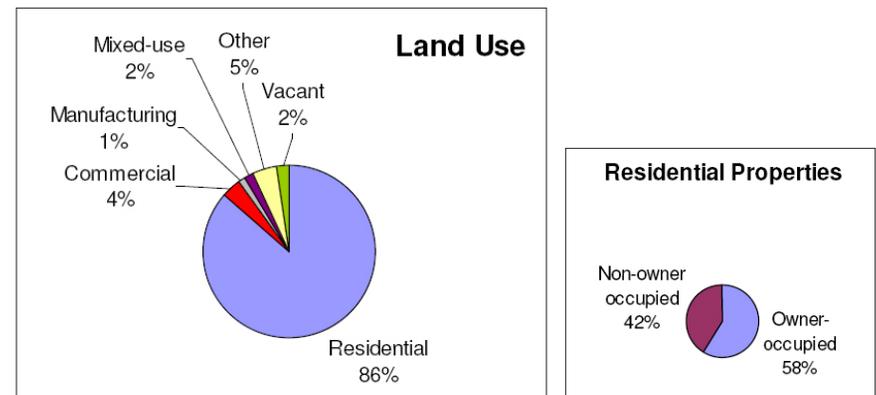
According to the 2000 Census, there are 3,774 households in the Villard Avenue neighborhood. The average household size is 2.67, which is greater than the City average of 2.14. The median household income in the area is \$26,887, which is lower than the City median income of \$32,216. The annual estimated purchasing power for the neighborhood is \$30,182,249, based on calculations from the Employment and Training Institute at the University of Wisconsin-Milwaukee.



Source: US Census Bureau, 2000

Land Use

The primary land use for the Villard neighborhood is residential, which represents 86% of all properties. Of those residential properties, 58% are owner-occupied. Commercial properties, primarily highlighting Villard Avenue, comprise 4% of the land use in the neighborhood.



Source: US Census Bureau, 2000

PUBLIC INVOLVEMENT

An integral piece in the development of the Villard Avenue Revitalization Plan was the participation and input provided by the members of the Villard Avenue BID and NWSCDC, as well as surrounding residents and local business patrons. Community input was gathered in a variety of ways over the course of three meetings:

Monday, March 12th, 2007:

Plan Introduction & Image Preference Survey

The first meeting for the Villard Avenue Revitalization Plan was held with members of the Villard Avenue BID and NWSCDC. The purpose of this introductory meeting was two-fold: First, it introduced the concept of a revitalization plan to the BID; second, it gave the BID members an opportunity to share their thoughts about the existing conditions of Villard Avenue and the general vision they have for Villard's future.

In order to establish a general vision and begin building consensus, BID members participated in an Image Preference Survey (IPS). The survey utilized pictures to gauge the people's reaction to how their community currently looks and gave options for how it could look in the future. During the IPS, business owners were asked to identify the positive and negative aspects of Villard Avenue today and explore elements of other successful commercial corridors and Main Street districts. In addition to design and streetscaping elements, the survey included a discussion of existing/desired uses for the Villard corridor including retail, residential, service, and/or community-based uses. The scores and resulting discussion gained from Villard Avenue merchants helped to establish a clear direction for on-going and future planning efforts.

Images to the right were ranked by Villard Avenue merchants as being the most desirable for the commercial corridor.

Image Preference Survey: Highest Ranked Images



Facades



Signage



Sidewalks



Open Space

Image Preference Survey: Highest Ranked Images



Off-Street Parking



Landscaping



Amenities



Public Art



Tuesday, April 24th, 2007:

Image Preference Results & BID Strategies

As with the March 2007 meeting, the second meeting with for the revitalization plan included members of the Villard BID and NWSCDC. In addition to reviewing the results of the Image Preference Survey, the meeting focused on the presentation of a variety of strategies the BID could employ in the both the short and long term to strengthen the organization and support the broader Villard neighborhood.

The recommended strategy alternatives are detailed in *Organizational & Programmatic Recommendations*, page 7.

Tuesday, May 22nd, 2007:

Villard Avenue Brainstorming Session

The May 2007 meeting for the Villard Avenue Revitalization Plan included participants from the BID and NWSCDC, as well as surrounding residents, Milwaukee Public Library staff, and patrons of Villard Avenue. The brainstorming session concentrated on Villard Avenue between N 33rd and N 35th Streets. Due to the current use and ownership, these blocks were most susceptible to change in the future and, therefore, represented a strong starting point for establishing a vision for Villard Avenue.

The brainstorming session began with an introduction to the Villard Avenue Revitalization Plan and a description of the previous meetings. Following this background information, Planning & Design Institute, Inc (PDI) described the existing conditions along Villard Avenue, as well as the specific area of focus. The participants were then broken into groups of 8 to 10 people for a hands-on session. Topics for discussion included:

- Overall land use
- Library/Community center use & design
- Parking
- Streetscape, signage, & other amenities

The results of the brainstorming session are detailed in *Villard Avenue Visioning*, page 17.

VILLARD AVENUE BUSINESS IMPROVEMENT DISTRICT: ORGANIZATIONAL & PROGRAMMATIC RECOMMENDATIONS

A primary focus of the Villard Revitalization Plan is providing organizational and programmatic ways to overcome the challenges facing the commercial corridor and expand the benefits realized by the Villard Avenue BID. This section of the Plan identifies a wide range of strategic alternatives the BID could employ to meet these immediate and future goals. Strategies range from aesthetic improvements to safety tactics and rely on a variety of new or existing resources.

Rely on...The experiences of your neighbors

There are several business improvement districts within the City of Milwaukee and, while they all have their own unique challenges and opportunities, they can be a great source of information. The following list identifies some of the creative ways local BIDs have dealt with the common issues of crime and perception:

North Avenue BIDs & Community Development Corp.

- Hired security services to augment police presence
- Successfully approached the 3rd District Police's Community Prosecution Unit about relocating their office to a prominent location within the BID's boundaries.
- This strategy could be modified for Villard Avenue to include either a satellite office for the Community Prosecution Unit or a shared satellite office for the 4th and 7th District Police.

East Side, University Square, & Shorewood BIDs

In order to keep their districts clean and inviting, the East Side (E North Avenue), University Square (Oakland Avenue), and Shorewood (Capitol Drive) BIDs pooled their limited resources together and contracted for a weekly street cleaning service.

- The contract agreement is for a weekly service of one day on North Avenue, one day on Oakland Avenue, and three days on Capitol Drive.
- The service averages \$600 per day and is billed to each BID on a monthly basis (4.5 days of cleaning per month).
- When the program initially began, the three BIDs leased the vehicle used for sidewalk cleaning. They have now purchased the vehicle and share ownership.



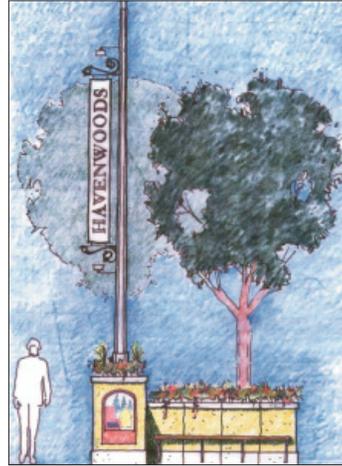
3rd District Police Station, North Avenue



Example of a sidewalk cleaning vehicle used in the Milwaukee Downtown District (BID 21)



Example of a streetscape improvement within the East Side BID



Rendering of future streetscape improvements for the Havenwoods BID

King Drive, East Side, & Havenwoods BIDs

Each of these BIDs have gone through a process to improve the aesthetics of their districts. Streetscape improvements include:

- Update banners
- Sidewalk and crosswalk demarcation
- Improved lighting (street, pedestrian, and individual store/display)
- Landscaping
- Signage
- Public art

In many cases, these improvements have been the result of a neighborhood planning effort focused specifically on streetscaping. The benefit to this model is that business owners and surrounding residents are able to actively participate in the design process.

Additional City of Milwaukee Resources

The Department of City Development's (DCD) Neighborhood and Business Development Team (414.286.8201) is available to provide assistance to neighborhood commercial districts. There are a wide variety of resources available to the BID through DCD, including:

Facade Grant Program

The City's Facade Grant program provides financial and business assistance to businesses and commercial property owners interested in renovating the street faces of their buildings. Established by DCD to increase the physical appearance of Milwaukee's commercial areas, the Façade Grant is a 50-50 matching grant not to exceed \$5,000. Both property owners and leasers are eligible to apply. The total project cost must exceed \$2,000 for eligibility. Larger buildings with multiple storefronts may be considered for larger grants.

For more information visit: www.mkedcd.org/business/busfac or call the Facade Grants Hotline at 414.286.8201

Retail Investment Fund

The Retail Investment Fund (RIF) is limited to funding retail development projects, located in neighborhood business districts. These businesses cannot be home-based.

The size of a RIF grant is determined by the size of the project, private investment, and job creation. In most areas there is a

\$5,000 per FTE job grant limit. Projects in Targeted Investment Neighborhoods (TINs) are eligible for up to \$6,000 per FTE grant. The RIF program is a reimbursement program. The grantee will be reimbursed for eligible pre-approved grant related expenses. Grant funds cannot be disbursed until all conditions of the grant contract have been fulfilled, including job creation. For more information visit: www.mkedcd.org/business/busrif

Capitol Improvement Fund

The Department of City Development has access to Capital Improvements (CIP) Funds for improvements to the public way, such as lighting, landscaping, or special paving in conjunction with significant private investment from your project as well as on a cost-sharing basis with other local property owners.

For more information visit: www.mkedcd.org/business/buscip

Rely on...Strong partnerships

For many commercial districts, especially those faced with the perception and reality of crime, a strong partnership with the local police department is critical to the district's success. The following recommendations highlight existing programs offered by the Milwaukee Police Department, as well as successful initiatives used by other communities.

Organize Target Hardening Workshops

Target hardening evaluates the security of your building and identifies ways to make it more theft resistant or more difficult to damage. In other words, by eliminating your building's security weaknesses, you make a potential criminal's job more difficult and make it less desirable to target your building.

Community Liaison Officers (CLO) for the Milwaukee Police Department are an excellent resource for target hardening strategies. Contact a CLO to organize a workshop for the business improvement district. Not only does it make the district less vulnerable to crime, but it builds upon the districts relationship to the police department.

Increase Foot & Bike Patrols

Police presence is a powerful deterrent to crime – especially when it is done on a regular basis and in a way that establishes a relationship between business owners, residents, and police officers. Foot and bike patrols, which allow greater face-to-



Foot and bike patrols played an important role in Tarpon Springs' "Night Eyes Program"

face interaction, are recommended for Villard Avenue. The BID should work with local police representatives to establish the most effective times for increased patrols – for example, patrols could be increased between 3 and 5pm to manage the 'after-school' crowds.

Case Study: Night Eyes Program Tarpon Springs, FL

In Tarpon Springs, FL, patrol officers assigned to primarily the midnight shifts conduct foot patrol during part of their duties in the business areas of their assigned zones. In addition to checking the businesses for evidence of burglary or unsecured doors and windows, officers identify situations that might help reduce the likelihood of the business being victim of criminal activity. Some of these situations might include repairing inoperative outside lighting, inadequate locks on doors or windows, inadequate interior lighting, merchandise stored outside or valuables left in a place that are easily seen from outside. Officers make these notations on specially designed cards and slip them through or under business doors openings for the owners to find on the next business day. Officers also leave these cards when they do not find any problems to inform business owners of Police presence.

www.ci.tarpon-springs.fl.us/crime_prevention.htm#Night%20Eyes%20Program

Rely on...Successful program models

The Main Street approach offers an organized approach towards revitalization that is applicable to a wide variety of commercial corridors. Even if a district has not received an official Main Street designation from the city, state, or national level, they may still find value in the Main Street approach. Through the organization of committees, business improvement districts (BIDs) and other local programs can organize local stakeholders and gather neighborhood volunteers in order to visibly take ownership of their district. A self-initiated Main Street program also provides stakeholders with a means of establishing district-wide goals, as well as a meaningful way to track the district's progress. On a local level, King Drive BID is a successful example of a self-initiated Main Street Program.

Main Street Program Model

"The Main Street Approach is a community-driven, comprehensive methodology used to revitalize older, traditional business districts throughout the United States. It is a common-

sense way to address the variety of issues and problems that face traditional business districts. The underlying premise of the Main Street approach is to encourage economic development within the context of historic preservation in ways appropriate to today's marketplace. The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community."

National Trust Main Street Center, www.mainstreet.org

Fundamental elements of the Main Street methodology include:

- working simultaneously and comprehensively in all four areas of the Main Street Four-Point Approach™ (Organization, Promotion, Design, and Economic Restructuring)
- using historic preservation as a key principle and practice in commercial district revitalization
- having a broad-based volunteer governing board
- having volunteer committees corresponding to Main Street's Four Points; and having paid staff whose job focuses exclusively on commercial district revitalization

A Program Manager oversees all committees and helps volunteers who carry out the goals of the organization. The Board of Directors is responsible for fund raising so that other paid staff may focus on the revitalization efforts instead of fund raising.

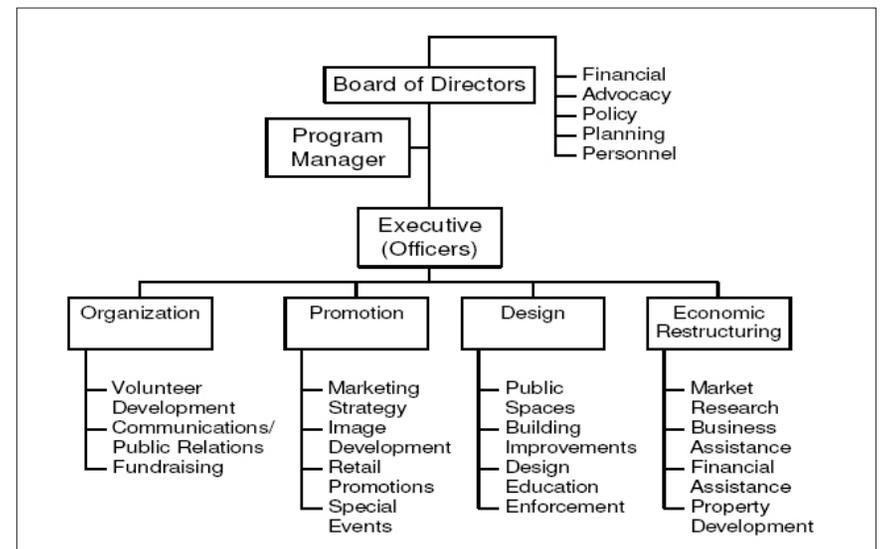
A typical Main Street Program structure is shown at right.

Stakeholders and volunteers to consider including in a Main Street program are: merchants, property owners, residents, elected officials, chambers of commerce, bankers, historic preservation groups and local citizens.

Main Street Committees & Responsibilities

ORGANIZATION COMMITTEE

The Organization Committee establishes a clear vision with annual work plans to break down the process into a manageable size. Funding for the steps should come from a variety of public and private sources.



A typical Main Street Program structure



Events are a useful tool for increasing business visibility to local residents and visitors alike. Pictured above, the Schlitz Park Cycling Challenge within the King Dr BID.



A community garden in the Silver City Main Street district

Organizational characteristics that ensure long lasting revitalization include:

- well-structured
- securely funded
- committed to the plan

The Organization Committee is responsible for:

- fund raising
- public relations
- coalitions and partnerships
- managing volunteers
- managing finances and operations

PROMOTION COMMITTEE

The Promotion Committee implements promotional activities within the district in order to:

- market the Main Street's unique characteristics to shoppers, investors, tourists and others
- helps to build community support
- reverse negative attitudes
- bring customers to the Main Street

Three elements of promotion include:

- image promotion
- retail promotion
- special events

Specific market segments should be identified to target as customers for the Main Street area. Logos, advertisements, newsletters and events can be coordinated to attract these customers.

DESIGN COMMITTEE

The physical appearance, or design of the Main Street area, should make economic and aesthetic sense. Public improvements such as sidewalks, plantings, streetlights, and parking areas affect the image of an area.

Elements of design include:

- historic preservation education
- architectural assistance
- building improvements
- public spaces
- design regulation and review

Six principles for successful downtown design include:

- appreciate what already exists
- design with compatibility in mind
- avoid formulas that work at the mall
- recognize the limitations of design improvement projects
- establish unified goals for the physical and visual improvement of buildings, public improvements and marketing materials
- always stress quality

ECONOMIC RESTRUCTURING

Due to increases competitive forces, economic restructuring for the Main Street is critical for long-term success. This includes:

- rebuilding the Main Street's economy
- increasing the Main Street businesses
- setting up a low-interest loan pool

Elements of economic restructuring include:

- identifying new business opportunities
- help existing businesses expand
- finding new uses for vacant buildings
- converting upper stories to housing, office or commercial space
- improving downtown business management techniques

Rely on...New partnerships with existing resources

As part of an established, urban neighborhood Villard Avenue shares the corridor with several other community-minded organizations. The following recommendations highlight two such organizations that the Villard Avenue BID could form a reciprocal relationship with:

Villard Avenue Library

- Work with the library to bring small business resources into the neighborhood library.
- Coordinate with library staff to host workshops for the community and the businesses.
- Identify ways to benefit from library-generated foot traffic.

Neighborhood Schools

- Partner with local schools and other community resources, including the library, to mitigate the 'after-school rush.'



Mekato's Bakery is a new business in the Silver City Main Street District

- Take advantage of MPS bodies and community service requirements. Use the requirements to build a volunteer base for events, clean-ups, art projects, etc.

Neighborhood Residents

Reach out to your neighbors in order to:

- Build a volunteer base that is committed to the neighborhood.
- Establish lines of communication with the surrounding neighborhood – residents are the 'eyes on the street' at night when most businesses are closed.
- Take advantage of neighborhood support for local businesses.

Rely on...The power of clean

A clean and tidy street is an inviting street. Furthermore, a clean street communicates a message to residents and visitors alike: this street has people who keep a watchful eye over the neighborhood and are willing to invest time and money in its upkeep. This statement shows the pride and support behind the street and is also a strong crime deterrent.

Graffiti removal is a key aspect of crime intervention for a neighborhood. To that end, the Villard Avenue BID or NWSCDC could initiate an 'Adopt-Villard-Ave' group, dedicated to graffiti removal and keeping the street clean. This effort could include:

- A business and resident volunteer base with the training and supplies for graffiti cleanup.
- Funding through the BID, NWSCDC, or corporate sponsorship for supplies.
- A target area that expands beyond the commercial corridor and supports the broader neighborhood.

Case Study: Graffiti Removal Task Force Caldwell, Idaho

Youth and adult volunteers formed a task force to remove graffiti, which is run by the Idaho Chamber of Commerce in coordination with police and other local agencies. Equipment is kept at the Chamber's downtown site. When graffiti is spotted, the task force coordinator is notified. The coordinator then assigns a group to remove the graffiti. This approach has been so successful that juvenile court has asked to be able to assign



A member of the Milwaukee Downtown (BID 21) Graffiti Removal Taskforce.

youth to help out with the task force as their court ordered sentence for non-violent crimes.

www.cndc2.org/NeighborhoodSafetyPractices.htm

Rely on...Ambassadors

On a local and national level, ambassador-based programs have been successful at generating an identity for a commercial street or neighborhood and deterring crime. The following examples highlight program alternatives for the Villard Avenue Business Improvement District.

Partner With Youth

Milwaukee Main Streets currently utilize the City's Summer Youth Internship Program to employ young ambassadors in their districts during the summer. As these youth traverse their assigned district, they keep the street clean, watch over the businesses, and maintain a friendly presence for residents, business owners, and visitors.

BID-Funded Ambassadors

The Milwaukee Downtown BID (#21) funds its successful Downtown Ambassador Program through its annual budget. Just as the youth ambassador program, the Downtown Ambassadors provide a useful service to visitors and have become an important part of the downtown landscape.

Case Study: Public Safety Project

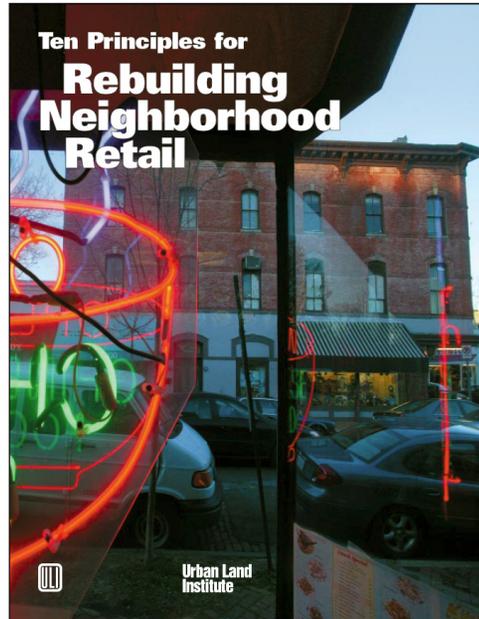
Burlington, Vermont

"With low levels of pride and a sense of despair felt by the community, Burlington created the Public Safety Project (PSP). Five Americorps* VISTA volunteers staff the PSP. The key to the success of the PSP is the presence of the VISTAs on the streets. They regularly have contact with residents by knocking on doors, visit with crossing guards and business owners, and spend time in parks and local stores which give each VISTA an understanding of the neighborhood. Also, the Public Safety Forums were created to discuss a course of action for problems residents are experiencing. PSP staff members also train community leaders monthly in areas such as outreach strategies, newsletter design, meeting facilitation, conflict mediation, fire safety, self defense and urban gardening."

www.cndc2.org/NeighborhoodSafetyPractices.htm



Public Service Ambassador, funded by the Milwaukee Downtown BID (BID 21)



"Ten Principles for Rebuilding Neighborhood Retail," published by Urban Land Institute. Available at the ULI Bookstore, "www.uli.org/bookstore.

Rely on...The power of planning principles

The Urban Land Institute (ULI) is a 501(c) (3) nonprofit research and education organization, whose mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

In 2004, ULI published "Ten Principles for Rebuilding Neighborhood Retail." The purpose of this document was "to determine the critical issues and challenges that neighborhood streets face; to determine the most effective ways to rebuild neighborhood streets to ensure their long-term competitive position; and to set strategic principles to guide community residents, public planners, and developers in this effort."

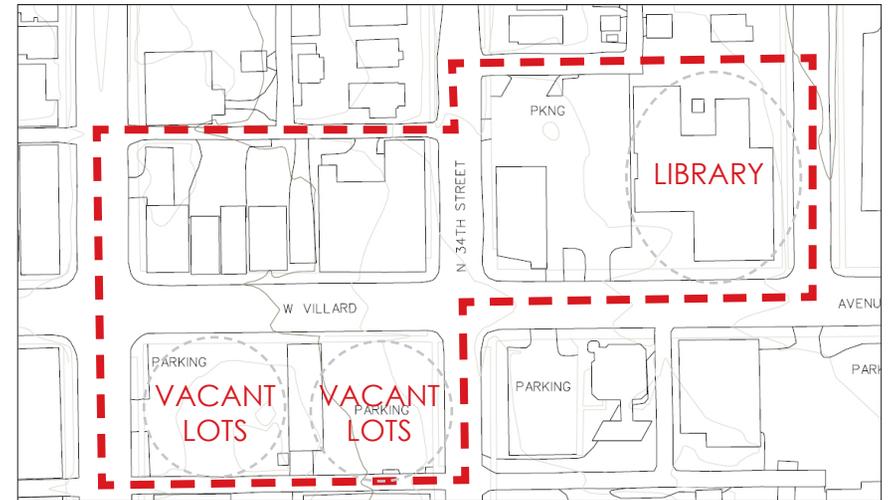
The following principles present opportunities for the Villard Avenue commercial corridor:

- One: Great Streets Need Great Champions
- Two: It Takes a Vision
- Three: Think Residential
- Four: Honor the Pedestrian
- Five: Parking is Power
- Six: Merchandise and Lease Proactively
- Seven: Make it Happen
- Eight: Be Clean, Safe, and Friendly
- Nine: Extend Day into Night
- Ten: Manage for Change

For more information or for a copy of "Ten Principles for Rebuilding Neighborhood Retail," visit the ULI Bookstore at www.uli.org/bookstore.

VILLARD AVENUE VISIONING: CATALYTIC REDEVELOPMENT OPTIONS

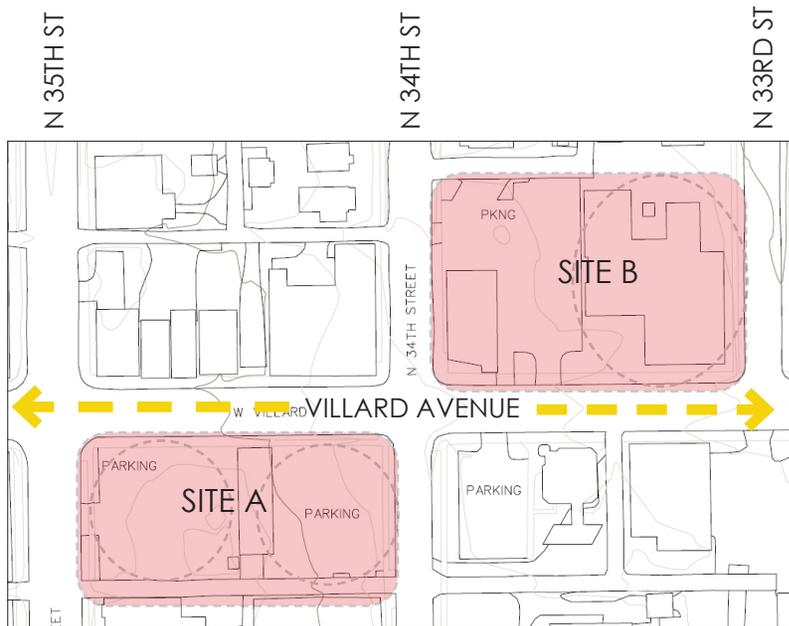
Planning & Design Institute, Inc. (PDI) worked with the City of Milwaukee's Department of City Development (DCD) to engage members of the Villard Avenue BID and NWSCDC, as well as surrounding residents, Milwaukee Public Library staff, and patrons, in a discussion about the future of Villard Avenue. In May 2007, a brainstorming session was held to determine potential redevelopment options for the two blocks between 33rd Street and 35th Street. Due to the current use and ownership, these blocks were identified as most susceptible to change in the future and, therefore, represented a strong starting point for establishing a vision for Villard Avenue.



Villard Avenue Brainstorming Session, boundaries and landmarks



Villard Avenue Brainstorming Session, boundaries



Villard Avenue Brainstorming Session, "Site A" and "Site B" boundaries

Following public input, four options were developed to illustrate the full spectrum of redevelopment alternatives for Villard Avenue. Again, due to susceptibility to change, redevelopment alternatives focused on two blocks: "Site A" and "Site B." Each option addresses a variety of building locations, building functions, parking configurations, in addition to streetscaping alternatives for the entire study area. Options were designed to be flexible, so that components from one scheme could be combined with components of another scheme to best meet the needs of the neighborhood and the market at the time of redevelopment.

During the brainstorming session, participants identified the importance of having a community center within the Villard Avenue neighborhood. Community centers can be the core of a neighborhood and serve as a place to socialize, learn, and research. Recent trends for community centers show the inclusion of retail, or mixed-uses, provides an opportunity for socializing with area residents or business owners while also increasing the use of a library or resource center, for example. Therefore, some of the options propose a community center that provides space for some or all of the following: meeting rooms, training center, library functions, retail, and/or housing on the second floor. As the City develops its comprehensive plan and the economic development framework, this facility could become a life venture center, a place that programmed to inspire youth for future opportunities in emerging businesses.

General Principles

All options locate buildings along the sidewalk with parking on the side and include street trees, pedestrian lights with banners, planters, and an increased sidewalk area in front of new buildings. Building owners on the north side of Villard Avenue, between 34th and 35th Streets, should work with the City and the BID on facade improvements such as awnings, signage, and painting.

The following plan options should be viewed as a beginning step in the redevelopment of both the sites and Villard Avenue as a whole.

Option 1: New Mixed-Use Community Center and New Retail Development

SITE A

Develop a two story mixed-use community center at the southeast corner of Villard Avenue and 35th Street. The 13,500 square foot center includes three community rooms, an 1,800 square foot retail space, and a separate entrance for residential units on the second floor. The site includes a public green space and 44 parking spaces. Additional parking may be needed to support the housing units.

SITE B

Replace the existing library with a new one-story retail building. The 15,800 square foot building can be subdivided to include several tenants. Parking is combined with the bank, providing 60 spaces.



Option 2: New Mixed-Use Community Center and New Retail Development

SITE A

Build two one-story retail buildings on the south side of Villard Avenue between 34th and 35th Streets. The 6,700 square foot building at the corner of Villard Avenue and 35th Street includes a significant feature at the corner, potential for two tenant spaces, and space for outdoor seating along the front or eastern side of the building. A second retail building, 4,100 square feet, anchors the northeast corner of the block. The block includes a 60 space parking lot that is screened with landscaping, and potentially a fence, along Villard Avenue.

SITE B

Develop a new two story mixed-use community center on the site of the existing library. The 15,000 square foot center includes three community rooms, a 1,500 square foot retail space, and a separate entrance for residential units on the second floor. The site includes a public plaza and 54 parking spaces. Additional parking may be needed to support the housing units.



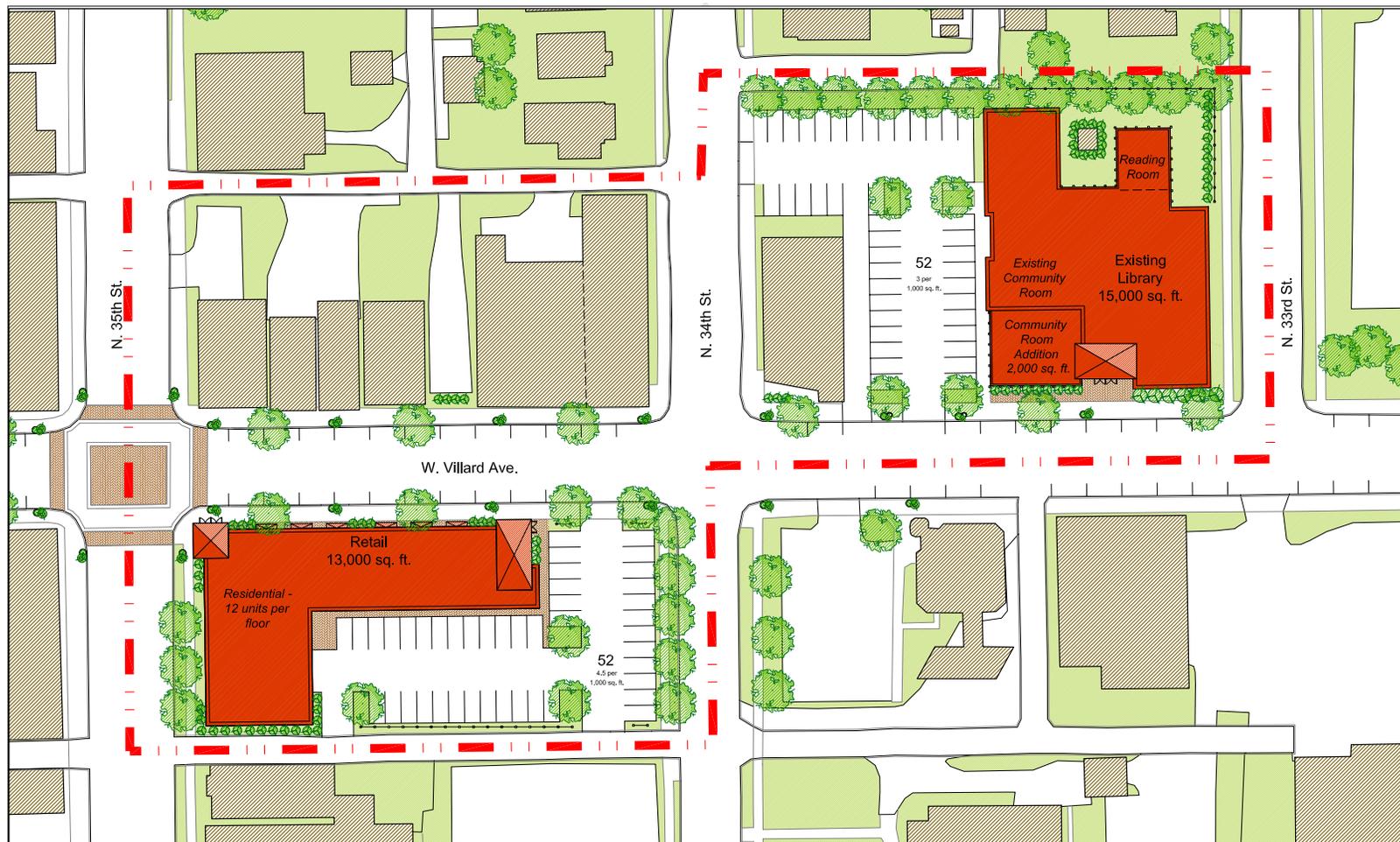
Option 3: Addition to Existing Library and New Mixed-Use Development

SITE A

Build a new two-story building on the southern block of Villard Avenue, between 34th and 35th Streets. The 13,000 square foot footprint can be subdivided to include several tenant spaces. A separate entrance for residential units on the second floor is located at the northeast corner of the building. The site includes 52 parking spaces. Additional parking may be needed to support the housing.

SITE B

Remodel the existing library to update the interior and add another community room along Villard Avenue. This location will allow pedestrians to see into the space, and also provide a separate entrance if desired. Improve the open space north of the building to include a garden or outdoor space that is accessible from the library. The parking lot is reconfigured to include 52 spaces.



Option 4: New Mixed-Use Development

SITE A

Build two one-story retail buildings on the south side of Villard Avenue between 34th and 35th Streets. The 6,700 square foot building at the corner of Villard Avenue and 35th Street includes a significant feature at the corner, potential for two tenant spaces, and space for outdoor seating along the front or eastern side of the building. A second retail building, 6,500 square feet, anchors the northeast corner of the block. The block includes a 55 space parking lot that is screened with landscaping and, potentially, a fence along Villard Avenue.

SITE B

Replace the existing Villard Avenue library with a new two story mixed-use building. Site the building along the edge of the right-of-way with parking on the side and rear of the building. The 11,700 square foot footprint can be subdivided to include several tenants with housing on the second floor. Parking is combined with the bank, providing 80 spaces. Additional parking spaces may be needed to support the housing.



Based on input from major stakeholders and session participants, Option 1 was examined in greater detail in order to provide a clearer vision for Villard Avenue's future development. More specific design guidelines and 3-dimensional drawings are provided for this option, in addition to the site plan.

OPTION 1: Site A, Community Center Building

Site Location

A community building is located at the corner of Villard Avenue and 35th Street. This location gives prominence to the building, provides visual access into the community rooms, and provides an opportunity for additional retail along Villard Avenue. If residential units are located on the second floor, a private entrance can be located with access from Villard Avenue.

The building is setback 18 feet from the curb to create more public space and provide room for outdoor seating, public art, and seasonal planters. This increased public area is necessary to create a pedestrian-focused environment.

Parking

Parking should be located to the east of the building with access off of Villard Avenue and the alley. Landscaping, and possibly a fence, should screen the parking from adjacent streets.



Looking southwest from Villard Avenue towards the Community Center public plaza and main entrance.



The Villard Avenue facade of the Community Center includes an entrance to second story housing and a retail business. The enlarged right-of-way provides room for outdoor seating, planters, and public art.



Aerial view of the Community Center and Villard Avenue businesses. Existing facades can be enhanced with awnings.



Standing at the corner of 35th Street and Villard Avenue, looking southeast towards the Community Center.

Building Articulation

The community center should be the signature building in the district and serve as a landmark for the neighborhood. Activities on the first floor should be visible from the street, create a sense of community, and attract customers to the district. Large storefront windows on the first floor provide views of the community rooms, retail space, and central entrance to the community building. A two-story glass entrance to the community center provides a signature identity to the building, creates a feature along Villard Avenue, and is easily accessible from Villard Avenue and the parking lot.

The retail and residential uses should have separate entrances along Villard Avenue. Awnings can be used to call attention to individual spaces and also be used for signage.

The second floor windows should be smaller and balance the location of windows on the first floor.

Streetscaping

Streetscaping elements create an identity for the area, slow drivers as they travel through the district, and provide a pedestrian-friendly environment. The public right-of-way is enlarged to provide room for seasonal planters that can remain year-round or be removed in the winter. Pedestrian-scaled street lights, with occasional banners, should be continued throughout the district. Decorative pavers could be used to enhance the intersection of Villard Avenue and 35th Street. The pavers will slow drivers, enhance the pedestrian experience, and emphasize the intersection as the heart of the district.



Streetscaping features include street trees, planters, and fencing in front of the Community Center parking lot.



Looking northeast along Villard Avenue at the proposed retail building.



The parking lot serves the proposed retail building and Continental Savings Bank. The enlarged sidewalk, decorative lighting, and seasonal planters create a comfortable pedestrian experience for customers and area residents.

OPTION 1: Site B, Proposed Retail Building

Retail is a vital land use along the Villard Avenue corridor, it provides services for area residents and can serve as a destination for residents outside of the neighborhood. The City should work with the Villard Avenue BID to determine the best retail businesses for the area.

Site Location

The proposed building replaces the existing library and provides additional retail along Villard Avenue. Neighborhood retail will help to attract customers to this district and create an active street character. The building can be sub-divided into two or three spaces, with one space being large enough for a sit-down restaurant. This site is deeper than the average parcel on Villard Avenue, therefore loading and parking can be integrated more easily.

The building is setback 12 feet from the curb to allow more public space, public art, and seasonal planters within the right-of-way. This increased public area is necessary to create a pedestrian-focused environment in front of the retail shops for browsing and occasional outdoor signs.

Parking

Parking should be located to the west of the building with access off of Villard Avenue and the alley. The parking is in the same location as the current library parking but is reconfigured to provide more spaces and be shared with the bank. Landscaping should screen the parking from adjacent streets and properties to the north.

Building Articulation

The retail building should include a significant amount of windows to allow pedestrians and drivers to see into the stores, as well as to allow light to wash onto the sidewalk. The amount of windows also increases safety and visibility of the adjacent parking lot. Main entrances should be on Villard Avenue with a secondary entrance off the parking lot for the western part of the building. Variation in building height and roof form can signify entrances or special building features, such as corners. Architectural lighting should be used to enhance the building at night, highlight architectural features, and provide a safe environment.

Streetscaping

Streetscaping elements create an identity for the area, slow drivers as they travel through the district, and provide a pedestrian-friendly environment. The public right-of-way is enlarged to provide room for seasonal planters that can remain year-round or be removed in the winter. Pedestrian-scaled street lights, with occasional banners, should be continued throughout the district. Business owners could work with the BID to select new banners or continue with the current design.



Aerial view looking northeast from 34th Street toward the proposed retail building on Villard Avenue. Street trees are also added along 34th Street to screen parking areas.



Streetscaping features include street trees, planters, lighting, and banners throughout the Villard Avenue district.