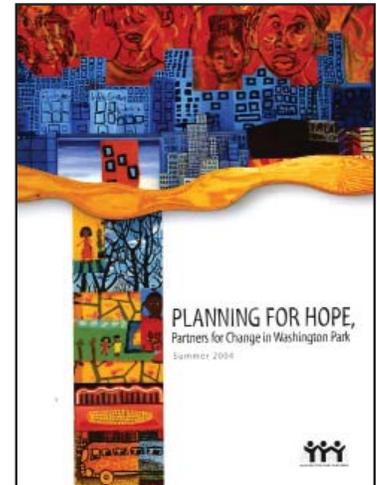


# Washington Park Area Plan Executive Summary

## Introduction

The Washington Park Comprehensive Area Plan has been a community-based planning effort based upon the momentum created by recent revitalization activities and current neighborhood assets, including its close proximity to downtown, easy access to freeways and major bus routes, historic architectural charm, and most importantly, dedicated and active neighborhood associations and residents. The plan establishes priorities for strengthening these community housing, business, retail, transportation recreational and cultural assets. The plan promotes investment and provides guidance for public and private development initiatives.

This plan is largely based on work that preceded this planning effort undertaken by Washington Park Partners (WPP). WPP created a quality of life plan entitled “Planning for Hope”, for the area which identified many of the strengths, opportunities and challenges of the area. WPP heavily engaged the community in its process to gain insight into the concerns of the residents. The City of Milwaukee, in partnership with WPP, used the ‘Planning for Hope’ document as the basis for this plan.



WASHINGTON PARK AREA BOUNDARY

 Planning Area Boundary

## The Plan

The plan is organized into land use policies and strategies that apply to the neighborhood as a whole. These generally support adaptive reuse and redevelopment that follows traditional neighborhood use patterns.

The plan also offers more specific strategies for three districts and three corridors, as well as eight catalytic projects. The catalytic projects aim to leverage investment, increase the value of the surrounding properties, create a significant and visible change in the neighborhood, and change the course of development.

## Key Findings

Based on the 2000 U.S. Census, the population of this area was 15,247 at the time of the census. This represents a decline in population of 21.9 percent from the 1990 census. There is a 22.7 percent corresponding decline in households in 2000.

According to the 2000 U.S. Census, approximately 69% of the 4,108 housing units are occupied. This area does show a higher vacancy rate than the city as a whole. Nearly 70% of the plan area housing units are renter occupied.

The age of the population in the area is significantly younger than the city as a whole. The median age of residents in the plan area is 18.7, which is 12 years younger than the citywide median of 30.6.

Seventy four percent of the total population in the plan area is African American, 12 percent is Asian, followed by 5.9 percent White and 4 percent Hispanic.

Through a review of the demographics, interviews with professionals working on development projects in the area, and use of available data to identify areas susceptible to change, the market analysis reveals a number of issues in regard to the strength of its market to support commercial, industrial, and residential development.

## Key Recommendations: Catalytic Projects

Catalytic Project recommendations include:

- North Avenue Gateway
- Residential Infill Redevelopment - Garfield & Lloyd Blocks
- United Methodist Expansion
- Lisbon Avenue - 3300 to 3700 blocks
- Galena and 35th Streets - Housing
- Reuse of 37th Street School
- Vliet Street Infill - 3700 block and 35th Street node
- 30th Street Industrial Corridor

## Implementation

The Washington Park Area Plan will be a critical tool for redevelopment in the area. The document will be widely available to the public, and will be used as a guide by elected officials, appointed members of plan and zoning agencies, city plan examiners, and other staff in their review of project proposals.

Elements of the Plan will be achieved through private development, public/private partnerships, and catalytic projects and initiatives. As projects are proposed within the planning area, city agencies will include opportunities for citizen input in the regular approval process.