Chapter 3

LAND USE & DEVELOPMENT POLICIES

This chapter provides the City of Milwaukee's overall policies addressing land use, building form and redevelopment strategies in the West Side Plan area. General visions are outlined for the overall land use strategy and subsequent land uses to better define policy goals. Each section discusses use policies, form policies, and redevelopment strategies for the land use in consideration.

The policies are organized according to a set of land use categories including:

- Residential
- Commercial
- Industrial or Large Format (Building Complex, Campus, or Large-scale Facility)
- Open Space
- Civic and Institutional
- Transportation and Infrastructure

Written by Department of City Development

OVERALL LAND USE STRATEGY

Vision: Overall

The Overall Land Use Strategy for the West Side combines the input of area residents with policy approaches intended to strengthen the neighborhood fabric. These tools will ultimately shape the physical character of the area by regulating streetscapes, land uses, and the design of the built environment. The Overall Land Use Strategy attempts to integrate the diverse needs of the West Side by addressing its neighborhoods in a comprehensive manner.

Use Policies: Overall

- Encourage single-family owner-occupied development where appropriate.
- Support mixed-use development within commercial corridors, i.e. street level retail with offices or apartments above, in order to provide a balanced mix of uses, revitalize, and increase public safety in these areas.

- Discourage location of incompatible uses within residential neighborhoods, e.g. day cares, group homes, Community Living Arrangements (CLAs), Transitional Living Facilities (TLFs), and social service providers.
- Discourage location of non-commercial uses on commercial corridors.
- Eliminate or phase out nuisance uses, i.e. establishments that are not protective of the public health, safety, and welfare.
- Eliminate or phase out problem properties that do not contribute to a positive quality of life for West Side residents, e.g. properties that generate a high number of police calls; properties that have not addressed code violations in a timely manner; properties that present a negative appearance to the detriment of the area, such as board-ups and empty, vacant or blank wall storefronts.
- Encourage family-oriented entertainment options that fit within local business and neighborhood shopping districts, e.g. movie theaters, bowling alleys, ice cream parlors, etc.
- Support or reestablish "landmark" institutions in the West Side that serve the population and attract people to the neighborhood. These establishments may be civic, commercial, or entertainment venues, e.g., the Times Cinema on W. Vliet Street, or the former Sherman Park Theater Building on Burleigh Street.
- Encourage locally owned markets, grocery stores, and restaurants that support local entrepreneurs, healthy eating and sustainable practices such as urban agriculture, community gardens, etc.
- Encourage parks, trails, bike lanes, walkable neighborhoods and recreational options that support active living.
- Wherever possible, incorporate public art into major projects and public spaces.
- Where possible, allow residents to "personalize" streets, blocks, and commercial districts and give uncommon characteristics to otherwise common public places.

"The City as a whole needs to educate people on the importance of buying local. When purchasing from local independent businesses, more money remains in the area. Local businesses are also owned by people who live in the community and who are more interested in the community's future."

Resident Comment

West Side Plan Community Survey

Form Policies: Overall

- Place buildings in such a way that they create meaningful formal and/or informal open spaces and reinforce the street edge.
- Preserve and enhance the unique pattern language and approaches to streets, architecture and landscaping, of neighborhoods and commercial districts.
- Avoid radical departures from existing densities (height, area, and/or placement).
- Employ roadway designs that prevent the automobile from encroaching into pedestrian friendly areas and rights-of-way.
- Use traffic calming measures and reinforce streetscapes that naturally slow traffic to enhance the safety and attractiveness of commercial corridors.
- Preserve and maintain natural landscaping in the area, and continue efforts to incorporate open space features in all developments.
- Encourage use of "green building" techniques and methods in both building and site design.

Redevelopment Strategies: Overall

- Encourage redevelopment of commercial districts. Consider them as important gateways to the neighborhoods they serve, as essential to local economies, and necessary to meeting the basic and daily needs of local residents.
- Encourage area businesses to organize by district or corridor, and to coordinate with nearby residential neighborhoods to enhance urban design and architecture and ensure compatibility with the "local aesthetic."
- Encourage the incorporation of open space features and amenities in new development and redevelopment projects.
- Encourage the connection of open spaces between redevelopment projects and promote public connections to park lands.
- Address blighted, vacant or neglected buildings and sites in a timely manner, either through aggressive code enforcement or repair/rehabilitation, before they have a detrimental affect on surrounding land uses.
- When public subsidy is sought by developers, e.g., tax increment financing, promote new taxable uses over additional non-taxable uses or encourage non-profit participation in 'payment in lieu of taxes' (PILOT) programs.
- Adaptive reuse of buildings with historic character is preferred where the buildings (or parts of buildings) can be integrated with new construction.
- Involve residents and business owners adjacent to properties undergoing development in decision-making to strengthen the development process and allow for greater coordination. Make sure neighboring properties are adequately notified of town hall meetings and public hearings.
- As a reinvestment strategy, cluster development and concentrate reinvestment to have the greatest positive impact on surrounding property values.
- Encourage sustainable development practices for all industrial land and buildings.
- Follow through on the recommendations of city plans by actively engaging key stakeholder groups. For example, City planning and real estate staff could take the results of the West Side Plan and make a presentation to commercial real estate brokers, so they become aware of opportunities within the plan area.

RESIDENTIAL LAND USE STRATEGY

Vision: Residential

The Residential Land Use Policies for the West Side address local issues in housing such as owner-occupancy, housing options that address the demographics of the West Side, housing preservation and conservation, the placement of residential units in relationship to other land uses, as well as other related issues. These policies aim to enhance the character and livability of existing and future residential developments.

Use Policies: Residential

Appropriate Types/Mix

- Promote a range of home ownership opportunities that accommodate a diversity of households and incomes.
- Promote housing options that address the demographics of the West Side. For example, to promote "aging in place" there should be options for senior housing in neighborhoods where seniors have lived, worked, and volunteered all their lives that would enable them to continue to be a part of that community.
- Ensure that the mix of housing types fits the demographics of the area. For example: age, household size, income, etc.
- Ensure that a range of high-quality high-amenity residential choices is available.
- Place an emphasis on the development of owner-occupied single-family and multi-family units.
- Discourage the further concentration of large scale multi-family structures within the West Side.
- For all multi-family structures, strongly encourage on-site property management.

Location

- Preserve traditional building patterns when allowing building additions, new construction or infill development in older established neighborhoods.

> *"I love the quietness of my neighborhood, the large green trees that line our street, the friendliness of my neighbors."*
>
> Resident Comment
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> West Side Plan Community Survey

- Discourage commercial encroachment into neighborhoods that are primarily residential, e.g. day cares, social service providers.
- Discourage uses generating excessive noise, traffic, lighting, or other incompatible characteristics in or near neighborhoods that are primarily residential.
- Discourage group homes, Community Living Arrangements (CLA's), Transitional Living Facilities (TLF's), and social service facilities in neighborhoods that are primarily single-family owner-occupied development.
- Encourage owner-occupied residential developments (condos) in or near local business and neighborhood shopping districts, and in proximity to recreational opportunities.

- Encourage locating owner-occupied multi-family units (condos) near commercial areas and on sites with good access to major arterials and transit routes.
- Capitalize on recreational trail systems by encouraging residential development near access points.
- Design new housing subdivisions with public connections to parkland or trails, e.g., new Hartung Quarry housing which is near Menomonee Valley Parkway.

Form Policies: Residential

Parcel

- Blend infill development and new construction with the scale and massing of existing neighborhoods. Do not make radical departures in overall design.
- Design the size and placement of structures (in relationship to lot size) to complement the existing scale of other structures on the block face.
- Keep build-to lines consistent with the existing conditions of the block or area.

Building and Site Elements

- Keep building heights within two to three stories of what is typical for the area unless the building is part of a more intense mixed use or nonresidential area.
- Locate garages so that they are not the dominant feature on the front façade. Where possible, encourage side- or rear-loaded garages.
- Ensure that exterior entrances, walkways and parking lots are well-designed for public safety.

Redevelopment Strategies: Residential

- Promote conservation of existing structures. Renovation of existing structures that fit the character of the neighborhood is preferred over new construction.

- Support existing programs (and encourage additional ones) that grant dollars or provide tax breaks to homeowners for rehabilitation.
- Use Neighborhood Conservation Districts where a greater level of building and design governance would aid in preservation of existing buildings and neighborhood character (streets, blocks, lot lay-out, modifications to buildings).
- Explore better outreach methods for notifying neighbors about development proposals and zoning changes/appeals that would include a greater "impact area" so neighborhood opinions can be included and carefully considered.
- Encourage block watch programs for all neighborhoods in the West Side.
- Encourage landlord compacts in areas with a concentration of multi-family units to eliminate nuisance properties and encourage reinvestment in the area.

- In upscale neighborhoods and commercial districts, allow the conversion of high-quality multi-family rental units to owner-occupied units (condos) if feasible.
- Consider instituting a city ordinance that would make on-site property management a requirement for multi-family buildings of three or more units.

COMMERCIAL LAND USE STRATEGY

Vision

The Commercial Land Use Policies aim to strengthen and support commercial districts and corridors throughout the West Side, particularly with regard to the many unique, locally owned and neighborhood-supported businesses that can be found there. Commercial corridors should effectively serve area residents and business owners in addition to attracting regional customers.

The policies focus on mixed use commercial corridor design, architectural and aesthetic improvements. They should also support the establishment of Main Street type destinations through the targeted efforts of West Side business improvement districts and business associations.

Use Policies: Commercial

Appropriate Types/Mix

- Use a four point Main Street approach to the development of neighborhood shopping districts. Typically these are: (1) Organization, use of committee structure, (2) Economic restructuring, finding the right balance of uses, business recruitment, matching tenants with lease space, (3) Architectural design which may include storefront and facade improvements, historic preservation and adaptive reuse, and (4) Marketing and promotion, bringing customers to the area.

> *"Folks shopping and living in the same neighborhood should be an ultimate goal. Then you have a real community where business owners take care of their property and regulate the behavior of their customers (and vice versa)."*
>
> Resident Comment
>
> West Side Plan Community Survey

- Support redevelopment and adaptive reuse in local business and neighborhood shopping districts, such as the North Avenue "Uptown Crossing" District, the Center Street Market Place District, the Mosaic on Burleigh Main Street District, the Vliet Street/Wick Field District, and in more pedestrian-oriented sections of commercial corridors such as Bluemound Rd., State St., Appleton Ave., Lisbon Ave., Capitol Dr., Burleigh St., and Silver Spring Dr.
- Promote family-oriented entertainment, recreation and dining establishments in local business and neighborhood shopping districts or where the market will support these uses. For example: theaters, fitness centers, bowling alleys, skating rinks, miniature golf, etc.
- Cluster redeveloped commercial uses at key nodes along commercial corridors that are "over-retailed" or have more retail space than the market will support.
- For greyfield uses, former big box stores and shopping centers, encourage similar or compatible uses to go into vacant space. Where the market will no longer support a retail use or a similar use cannot be reinstated, consider office or business services that support the commercial focus of the district or commercial corridor. If the principal use is converted to office or business services, retain street level storefronts (open and transparent, not shuttered).
- Strongly discourage non-contributing or incompatible uses in former storefronts, i.e. uses that do not support the commercial focus of the business district or commercial corridor. For example: social service providers, storefront churches, etc.
- Where non-profit and non-commercial uses are already located on commercial corridors, such as storefront churches and day care facilities, seek to restore open and transparent storefront windows at street level where businesses rely on pedestrian

traffic and a succession of engaging storefronts to attract business.

- Discourage non-contributing uses in "Main Street" or neighborhood-oriented commercial districts; e.g. uses that do not promote an image of economic stability or health, such as currency exchanges, payday loan, title loan, installment loan and check cashing operations.
- Discourage automobile -oriented uses, high traffic generators, uses that require large amounts of surface parking, or uses with drive thru operations in pedestrian-oriented local business and neighborhood shopping districts.
- Discourage outdoor storage in commercial districts, or uses such as used car lots, or auto repair facilities that rely heavily on outdoor storage of vehicles.
- Discourage uses that are internally focused or that present a blank wall to the street, particularly on neighborhood shopping streets that rely on engaging storefronts to attract shoppers.

> *"Negative uses and some 24-hour uses should not be permitted in certain areas or within so many blocks of each other."*
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> Resident Comment
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> West Side Plan Community Survey

Location

- Incorporate local businesses in commercial corridors that add to the commercial/retail mix by providing locally generated goods, services, and in many instances lower pricing than already exists.
- Promote locally owned landmark or "signature" developments in or near Main Street type business districts as neighborhood destinations. For example: Times Cinema, Sherman Park Theater (now closed), Sherman Perk, etc.
- Focus landscape and boulevard improvements on commercial corridors and at gateway intersections that influence the public's perception of the West Side. For example: 60th and North Avenue, Fond du Lac/51st/Capitol, etc.

Form Policies: Commercial

Block

- Promote stronger connections between commercial buildings and the street edge by bringing buildings closer to the right-of-way. Buildings on a block should work together to define the edges of commercial corridors.

- Design commercial districts and corridors with minimal curb cuts.
- Encourage streetscape elements for Business Improvement Districts that unify and provide identity for the area, e.g., benches, lighting, signage, plantings, and/or paving patterns.
- Make walking attractive, easier, and convenient within all commercial districts.
- On commercial strips, find ways to encourage connections between parking lots (to avoid re-parking and to encourage multipurpose shopping).

Building/Site Elements

- Improve the street appeal of aging strip mall developments by making facade, signage and landscape improvements. Bring all parts of the building and parking lot up to code. If parking lots are oversized, encourage infill and outlot construction of additional buildings along the street edge.
- Provide a primary or gateway entrance into commercial and mixed use areas.
- Require all parking lots to meet the City's current landscape code and provide pedestrian-friendly connections, i.e. designated walkway from parking area to main point of entry. For large parking lots, include interior landscape islands and planted areas for grade separation, as well as perimeter landscaping per code.
- Accommodate pedestrians and bicyclists as well as automobiles.
- Landscape and screen loading and service areas.
- Provide pedestrian connections from rear and/or side parking to street or storefront entries where possible.
- Encourage outdoor seating areas for restaurants in commercial districts.
- Include large storefront windows along all street facades of a building.
- Prohibit blank walls along street facades.

- Restrict parking to the minimum number of spaces required to accommodate customers/visitors to the commercial corridor.
- Encourage shared parking among retailers.
- When adjacent to natural features, site buildings to take advantage of views and provide pedestrian connections to natural areas for either active or passive recreation.

Redevelopment Strategies: Commercial

- Support Business Improvement Districts and Business Associations as key organizations that structure new development and maximize opportunities.
- Encourage Business Improvement Districts to market and promote businesses, provide streetscape and other enhancements, improve safety and create unique or one-of-a-kind destinations.

- Promote the reuse of vacant buildings and lots in commercial areas.
- Promote a balanced mix of uses that are appropriate to the commercial district or corridor.
- Each West Side commercial district or corridor should develop its own unique retailing and marketing strategy for maintaining and enhancing its identity.
- Consider district design and development guidelines as a means of maintaining property values, maximizing economic potential, and tailoring development to meet the needs of the surrounding neighborhoods (and larger market too).
- Ensure that all aspects of new development or redevelopment (e.g. traffic impacts, environmental impact, etc.) have been carefully considered before permits are issued and before construction occurs.
- Improve public safety in commercial districts for customers and building tenants.

INDUSTRIAL OR LARGE FORMAT LAND USE STRATEGY

Vision

The Industrial or Large Format (Building Complex, Campus, or Large-scale Facility) Land Use Policies seek to preserve and improve existing industrial or large campus facilities within the West Side, and allow room for expansion where it can be achieved without conflict with surrounding uses. These policies regulate the character and appearance of large facilities and their parking garages or lots, encourage supporting commercial and service development, and address preferences for future development.

Use Policies: Industrial or Large Format

- Find a mutually satisfactory balance between the needs of Industrial and Large Format users, such as hospitals, colleges, large recreational facilities, etc., and the needs of their surrounding neighborhoods.
- Preserving industrial land in the City of Milwaukee where it exists, and mitigate conflicts with surrounding land use.
- Allow large facilities to incorporate commercial development that complements the needs of nearby residents and visitors to the area. For example, Miller Park includes a restaurant that is open year-round, not just during baseball season.

Form Policies: Industrial or Large Format

- Provide landscape and noise (where needed) buffers between industrial buildings, uses that are high traffic generators, parking garages and parking lots, and their adjacent land uses.
- Discourage buildings with blank walls that lack articulation or other visually engaging features.
- Ensure that all industrial and business parks, college campuses, and facilities complexes have appropriate, uniform signage that identifies the park, campus or facilities complex at each gateway.
- Encourage utilitarian parts of the park, campus or facilities complex, e.g., parking garages and service/loading areas, to be screened or located at the rear of buildings and not visible from surrounding neighborhoods or streets.

- Encourage the inclusion of multi-purpose green space within industrial and business park developments, such as landscaped patios that serve as break areas for employees, entry courts that provide an identity feature for businesses.

Redevelopment Strategies: Industrial

- Encourage the reuse of vacant industrial buildings for new businesses with lesser space or floor plate requirements, as incubators for artists or business start-ups, or as offices or live/work units that are appropriate for the neighborhood.
- Promote streetscape enhancements along boulevards and major corridors within and surrounding all major campuses, including industrial and business parks. For example, streetscape enhancements to Miller Valley along W. State Street have enhanced its appeal as a tourist destination and as a city thoroughfare through the West Side.
- Promote the continued greening, improvement and incremental redevelopment of large institutional campuses such as the Milwaukee County Zoo, Miller Park and State Fair Park as important regional assets.
- Promote improvements to major campuses in the West Side that enhance their viability and use, as well as their value to surrounding West Side neighborhoods.
- Promote high quality signage as an integral part of industrial and large format uses. Review signage on a case by case basis for architectural compatibility.

OPEN SPACE/GREEN SPACE LAND USE STRATEGY

Vision

Overall, the West Side contains ample open space and parkland, as do most parts of Milwaukee County. There is a real need to green the commercial corridors, and there may be a need to better program and tailor open space/green space to the needs of residents, but accessibility to parks is currently an asset to West Side neighborhoods. The Open Space/Green Space Land Use Policies address the need to sustain and improve the "green" character of the area, and ensure that staff cuts and shrinking budgets do not detract from the current quality of open space and parkland. The following policies aim to regulate the placement, design, connections, and accessibility associated with community open space/green space.

Use Policies: Open Space/Green Space

- To the extent possible, program activities in local parks to meet the needs and interests of area residents.
- Promote "green infrastructure" and the design of open space/green space as an interconnected network of parks, gardens, open spaces, trails, greenways, waterways, bike and pedestrian pathways.
- Locate public plazas or spaces in the most intensely planned/developed districts and corridors.
- Green West Side commercial corridors using a combination of landscaped boulevards (where they exist), street trees, planters, pocket parks, rain gardens, and seasonal

displays such as gateway beds, flower baskets on light standards (requires special hanging attachment to pole) and storefront window boxes.

- Promote extension of the Hank Aaron State Trail to the Oak Leaf State Trail as an important contributor to West Side quality of life, and a landmark connection that creates the longest extended trail system east of the Mississippi River.
- Create safe, well-marked and attractive public access points to all trails and parkways, e.g., the Menomonee River Parkway

Form Policies: Open Space/Green Space

- Encourage public parks and plazas that are designed to meet the needs and interests of area residents, visitors, and workers, e.g., checkerboard tables in pocket parks, skateboard ramps where land forms permit, basketball hoops where appropriate and supervised, tot lots and wading pools in neighborhoods with young children, small plazas with seating in commercial districts.

- Create pedestrian and bike paths through park space that connect to the surrounding street and block system.
- Encourage signage and way-finding elements that identify public access to parks, parkways, and trails.
- Ensure that institutions have campuses that include public spaces that are green and visible to the public. For example, parking and paved surfaces should not cover all of the open space on school grounds. Green space and gardens (which may also be used for educational purposes) should be part of school recreational and play areas, just as they should be part of the landscaped setting for other civic uses like libraries, post offices, community centers, etc.

> *"Keep our parks open and healthy, clean, safe, and with lots of activities for people to attend. Require parking lots to be 'green' so water can seep through to groundwater instead of run off to sewers."*
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> Resident Comment
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> West Side Plan Community Survey

- Strongly discourage "sea of asphalt" parking lots. Develop and redevelop parking areas to include porous pavement that reduces surface run-off, add shade trees and landscape islands to reduce heat build-up, incorporate rain gardens in drainage areas, and minimize total land area devoted to car parking.

Redevelopment Strategies: Open Space/Green Space

- Use open space to create value or add value to districts and corridors.
- Use open space to add balance to densely developed blocks.
- Encourage use of open space surrounding public places and civic uses.
- Promote wayfinding and artistic signage to encourage use of open spaces.
- Provide ongoing or endowment funding for the maintenance of public spaces, public art, boulevards, and streetscapes.
- Encourage green spaces in the site design of new institutional buildings as a setting for the building and as a park like space that can be enjoyed by visitors.

CIVIC AND INSTITUTIONAL LAND USE STRATEGY

Vision

The Civic and Institutional Land Use Policies focus on civic, health care, religious, educational, library and training facilities in the West Side. There is a great need for protection of these services for area residents and employers. The following policies aim to establish specific considerations for existing and future civic/institutional uses that will ensure an adequate quality and quantity continues to be accessible to the general public.

Use Policies: Civic and Institutional

- Locate civic and institutional uses with high traffic generation on commercial corridors rather than in predominantly residential areas. Note: Where schools, libraries and churches are already located in residential areas, keep parking lots to a minimum size, landscape and fence or screen from adjacent residences.
- Encourage school/library/park connections that allow for children to walk between places.
- Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees.
- Support medical institutions such as St. Joseph's Hospital that provide broad health care, urgent care, and outpatient services.

> *"No matter what community you live in, the school system is one of the most, if not the most important reason for selecting a neighborhood or community to live in. If the school system is broken, a young couple will only live in the neighborhood until their child is ready to begin school. A successful school system will increase city population and in turn enhance economic prosperity."*
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> Resident Comment
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> West Side Plan Community Survey

- Support higher education facilities that serve the local and outlying population. For example: Mount Mary College, Wisconsin Lutheran College, Concordia University at Midtown Center, etc.
- Support religious institutions that serve the community where they are located.
- Support libraries that serve all age groups, incomes, and "demographics" within the community.
- Support community gardens where they are well-maintained and supervised, and where they contribute to a positive sense of community and interaction among residents.

Form Policies: Civic and Institutional

- Locate civic buildings and uses in accessible and visible areas to encourage a sense of community pride and identity.
- Include public open space (entry courtyard, plaza, outdoor café or sitting area) as part of any new major facility.
- Integrate public art into any new major facility or public open space.
- To the extent possible, enhance pedestrian and transit connections as an integral part of any new major facility.

Redevelopment Strategies: Civic and Institutional

- Where public subsidy or supports are involved, encourage new taxable uses over new non-taxable uses, unless a strong case can be made that the non-taxable use supports the surrounding tax base or spurs economic development or significantly contributes to area quality of life, which may indirectly contribute to the surrounding tax base as amenities often do.
- Discourage location of tax-exempt or non-commercial uses in buildings previously occupied by taxable or commercial uses, e.g., storefront churches and day cares.
- Discourage location of social service providers in residential neighborhoods.

TRANSPORTATION AND INFRASTRUCTURE LAND USE STRATEGY

Vision

Even for stable communities such as those on the West Side, adequate planning for transportation and infrastructure is increasingly important. Transit options (such as bus rapid transit, streetcar or high speed commuter rail) between the West Side and Milwaukee's Central Business District would provide important worker-to-job connections and could be crucial to the health and stability of neighborhoods on the West Side.

This planning area is well served by existing rail lines and major arterials that could be used for this purpose.

However, many arterials on the West Side (some of which are state trunk highways) serve as commuter routes from the City's western suburbs and Northwest Side to Downtown, where "journey to work" traffic flows through the area at high volume and speed. The West Side experiences the negatives of high traffic (noise, pollution, diminished safety and walkability, barriers to pedestrian-friendly business districts), and misses the "benefits" such as an increased market for goods and services along these commuter routes. Much more needs to be done in the way of context-sensitive roadway design and "traffic calming" to make these arterials fit the surrounding land use and benefit West Side neighborhoods and business districts.

The Transportation and Infrastructure Land Use Policies highlight the needs of area residents and business owners, and point to specific areas where transportation and infrastructure can be improved. Too often, the volume and speed of traffic is a detriment to surrounding neighborhoods and business districts.

Use Policies: Transportation and Infrastructure

- Rethink and redesign major arterials to be context-sensitive to surrounding neighborhoods, business districts and adjacent land use.
- Create a public right-of-way that includes space for pedestrians, bicycles, automobiles, and mass transit on major arterials.
- Improve transit service to all areas of the West Side. Routes, frequency and alternate modes of travel should be investigated, particularly on major routes connecting the West Side to Downtown, and routes connecting the Northwest Side and western suburbs that pass through the West Side.
- Reserve existing rail corridors while high-speed commuter rail options are being studied, in particular the proposed Minneapolis/Madison/Milwaukee/Chicago option currently in the planning phase.

Form Policies: Transportation and Infrastructure

- Design cross sections and dedicate right-of-way for mass transit, automobiles, bicycles and pedestrians based upon the needs, character, and intensity of adjacent land uses.
- Phase out uses that are solely automobile-oriented and do not provide pedestrian connections to the surrounding neighborhoods.
- Provide pedestrian connections between local neighborhood workplaces, shopping areas, recreational/open space, civic and institutional sites, and other land uses, e.g. taverns, cemeteries.
- On all major corridors, require continuous sidewalks and clearly designated and marked sidewalk connections from street (curbside) to building points of entry.
- Encourage shared parking lots, particularly in commercial corridors.
- Encourage both perimeter and interior landscaping and porous pavement in large parking lots for all types of development (e.g. commercial, industrial, school campus, multi-family).
- Limit the amount of paved surfaces to what is the minimum necessary to meet the City's zoning requirements, and landscape all remaining portions of the site (landscape may include screened courtyards or patios). Maintain landscaping in good condition, and replace unhealthy plant materials promptly. Also promptly remove weeds and unsightly elements (litter, debris). Also promptly repair rusted or broken fencing and other site elements. Screen loading and service areas, including commercial-grade garbage dumpsters. Screen outdoor storage areas.
- Either place underground or improve the appearance of above-ground public and privately-owned utility boxes that currently "blight" the public landscape.
- Reduce sign clutter wherever possible, e.g. traffic control signs, parking signs, warning signs and public notices attached to light standards in the public way.

- Where feasible, allow variation in street furniture, planters, and special added features that can be added to public fixtures, to enhance neighborhood identity.

Redevelopment Strategies: Transportation and Infrastructure

- Prohibit increasing traffic capacity of public rights-of-way where expansion would negatively impact the majority of adjacent land uses.
- Reinvest in boulevard, landscape and streetscape design that enhances walkability of streets/sidewalks and pedestrian networks on the West Side.
- Where responsible parties are willing to maintain plantings and improvements, consider public-private partnerships as a means to enhance public rights-of-way, other public land (vacant lots owned by the city) and public sidewalks.

- Make triangles in the public right-of-way created by three-way street crossings, landscape features that identify and enhance the appearance of the West Side. For example: Capitol/51st/Fond du Lac, etc.
- Encourage development projects near an existing or planned major transit stop to incorporate site design measures that enhance access to the transit system.
- Encourage Intelligent Transportation System Technology to be placed in bus stations along key transit routes. This technology includes monitors that identify the time of arrival of the next bus.
- Consider new development of transit hubs and Transit Oriented Developments (TOD) where rail lines and Milwaukee County Transit System bus lines converge.
- Consider the benefit of alignment of future express transit stops with nodes and gateway intersections within West Side business districts.
- Keep the reconstruction of I-94 and the Zoo Interchange at the minimum "footprint" necessary to accommodate public health, safety and welfare; at the minimum cost to the taxpayer; and the minimum amount of land dedicated to roadway or paved surfaces.
- Buffer surrounding neighborhoods from highway noise in a way that is physically attractive and environmentally sound.

"It seems to me to be logical that a Light Rail Proposal be considered for the old Milwaukee Road line that used to run from the rail yards west."

Resident Comment

West Side Plan Community Survey