

Chapter 4

NEIGHBORHOODS, DISTRICTS, & CORRIDORS

INTRODUCTION

Milwaukee's West Side is home to a diverse set of places, from stately residential neighborhoods to eclectic commercial corridors. The West Side is not one homogeneous area, but a collection of distinct places with individual identities -- shopping districts, schools, places of worship, parks and public spaces -- that are the focus of daily life for the people who live here.

Many of these places are well-established and have qualities that have endured, e.g. outstanding architecture, well used and loved parks. Many have attributes that are hard to find in newer and suburban areas. Many are still within walking distance to mom-and-pop stores (also hard to find in newer suburbs). Some of these places are well cared for, while others are endangered or at-risk. As a whole, the various places accommodate a range of incomes and lifestyles -- traditional families, single-person households, large extended families, and interconnected interdependent religious communities. The Plan seeks to preserve and care for what is unique and special about the West Side, adapt older outdated patterns of development where desirable or necessary, and

repair or redevelop the missing or "eroded" pieces of the urban fabric.

The types of places in the West Side are categorized into neighborhoods, districts, and corridors, as defined below and illustrated in Figures 4-4, 4-9, and 4-12:

NEIGHBORHOODS are primarily residential in nature, and they often contain a number of supporting uses and activities that serve the residents. Examples may include schools, parks, and/or small shops and restaurants. In addition, the West Side area has several recognized neighborhood associations which are highlighted in this chapter and shown on the neighborhoods map. Neighborhoods in the West Side are distinguished by different development patterns, time periods, housing types and styles, and location. General recommendations are provided for all neighborhoods within the West Side.

DISTRICTS generally focus on a special single use or purpose, such as industrial or commercial purposes, but may also contain a number of other uses and activities. For example, a mixed-use shopping district may have a variety of commercial,

office, and residential uses concentrated within a specific area. West Side districts have been identified by use, geographic location, branding identities, and City designations.

CORRIDORS are linear edges and connectors of neighborhoods and districts, such as roads, railways, rivers, or parkways. The term “corridors” is a broad category and includes a diverse group of corridor types, including: automobile-oriented, pedestrian-oriented, natural, and both large- and small-scale. West Side corridors include: Interstate Highway Corridors, Commercial Corridors, Neighborhood Arterials, and Environmental & Recreation Corridors.

The descriptions and recommendations for each neighborhood, district and corridor provide a framework for evaluating future land use decisions and redevelopment proposals. Each “place” includes unique qualities to preserve and enhance. The place-based land use process is also intended to ensure that future redevelopment respects the various characteristics of the community, reflects the preferences of its citizens, and continues to support the West Side area’s role as a predominantly residential community within the City of Milwaukee.

This chapter provides a descriptive analysis of the West Side area in the context of these smaller neighborhoods, districts, and corridors. For each category, a matrix of policies, actions, and recommendations are recommended under the following structure:

Vision

The vision describes the general intent of city policies and establishes a guiding statement for each category. The Vision provides direction for overall urban design, land use, and the “form” land uses will take in the West Side, i.e. architecture, site design, landscape, and streetscape.

Use Policies

Use policies relate to land use and zoning, as well as the activities associated with land use and

zoning categories. For the West Side Plan, uses are identified within each neighborhood, district, or corridor for both existing conditions and preferred uses. Locations are identified for specific uses where appropriate.

Form Policies

Form policies address architecture, building placement, setback or built-to lines, massing, styles and defining characteristics of style (e.g. bungalows are recognized by their low eaves and wide porches). For the West Side Plan, form policies establish the desired styles and characteristics of properties and buildings and how the form should reinforce community character. Preferred uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood.

Redevelopment Strategies

As a part of plan implementation, redevelopment strategies are recommended to: help prioritize and direct future development decisions; identify critical areas; and assist property owners and city staff in determining redevelopment opportunities and impacts. Redevelopment also includes blight elimination, land assembly and major projects.

Actions

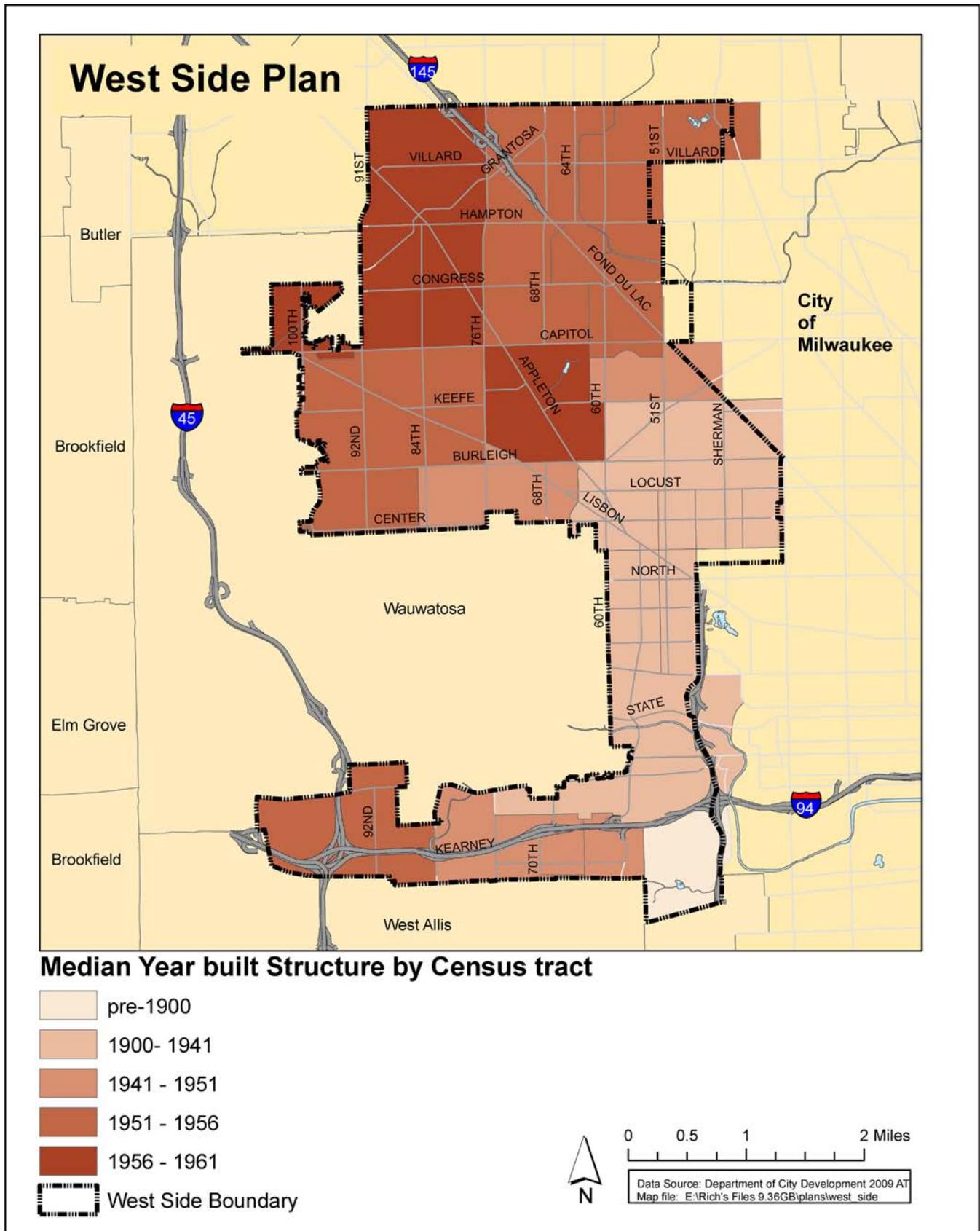
Site-specific projects are identified and next steps are recommended.

NEIGHBORHOODS

General Character

The West Side area is home to a variety of attractive residential structures with distinct architectural features. For older pre-WWII neighborhoods, the architecture is a rich blend of tudor-styled homes, Milwaukee bungalows, apartment buildings, and mostly owner-occupied duplexes. For newer post-WWII neighborhoods, there is a more modern blend of ranch-style homes and Cape Cods with very few duplexes. Where there are multi-family structures, they tend to be clustered on major

Figure 4-1. Median Year Built of Structures by Census Tract, West Side Area of Milwaukee.





arterials separate from single-family homes. These structures were built throughout the 20th century, and represent distinct trends in design and construction. Figure 4-1 illustrates the median year of construction, by census tract, for all structures within each tract.

Observation of this figure reveals an expected pattern of growth in the West Side. As the central business district of Milwaukee lies to the east, earlier developments - in this case, development from 1900 to 1941 - are naturally located on the east end of the West Side area. Likewise, later developments (from 1941 through 1961) are accommodated in the western and northern portions of the West Side. The census tract with the oldest collection of structures is located in the southeastern corner of the West Side where the Veteran's Administration grounds are located.

The general character of a community is based upon more than the structures that compose each neighborhood. Character is also a factor of the level of investment demonstrated by local residents and property owners. One method for analyzing community investment is to observe the percentage of residential owner occupancy in a given area.

Of the 16.1 square miles of land in the West Side, 93% of that land is allocated to residential uses. Among these residential lands, approximately 82% is owner occupied, as shown in Figure 4-2. The remaining 18% are rental properties, the majority of which are blended into the Sherman Park and Washington Heights neighborhoods. Other rental properties are scattered throughout the west half of the area.

The high percentage of owner occupancy in the West Side suggests a considerable level of community investment. Residents and property owners in this area have a tangible investment in their neighborhoods, contributing largely to the existing and potential character of the West Side.

Opportunities for Reinvestment

In contrast with the level of investment and stability previously mentioned in the section on general character, the West Side has seen its share of foreclosures as mentioned and shown in Chapter 2 and shown in Figure 4-3. While the foreclosure crisis is recent and has had an impact on many areas throughout the City, the housing market appears to be stabilizing. Within the West Side, these foreclosures should be considered opportunities for the community to further support and reinvest in neighborhoods with an emphasis on homeownership.

The five categories provided in Figure 4-3 represent a range in the number of bank-owned foreclosures per census tract, with the largest potential number of foreclosed homes in a given census tract being between 15 and 33 units. Approximately one-fifth of the census tracts in the West Side fall within this category, while the remaining tracts show lower ranges in the number of bank-owned foreclosures.

Best of Both Worlds

The West Side is, according to residents, "ten minutes from everything." Centrally located, West Side residents have the advantage of being strategically placed between the best of what Milwaukee has to offer, including major employers, institutions, recreational and cultural opportunities, AND the best of what the suburbs have to offer in terms of shopping, entertainment, professional



Figure 4-3. Bank-Owned Foreclosed Properties, West Side Area of Milwaukee.

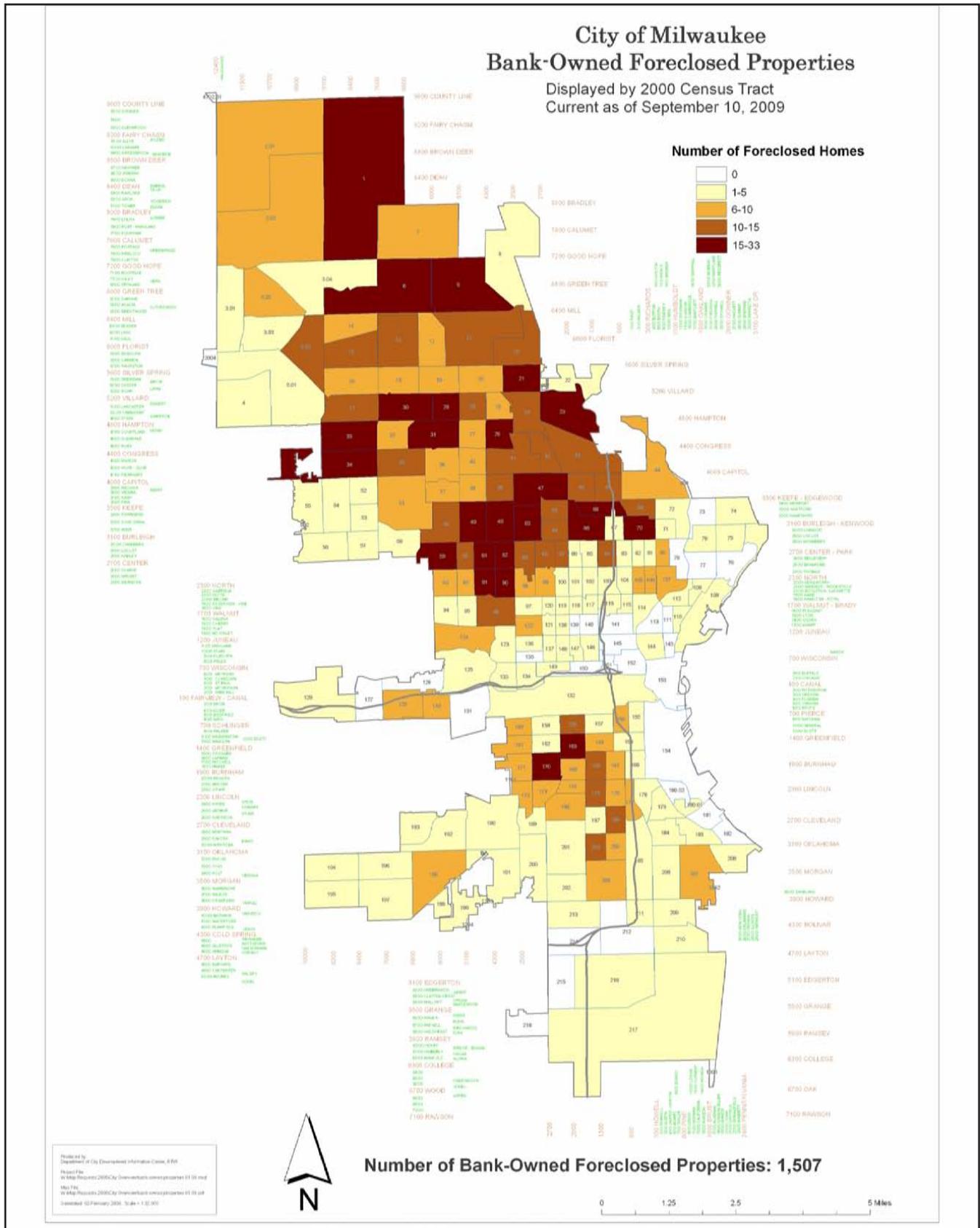
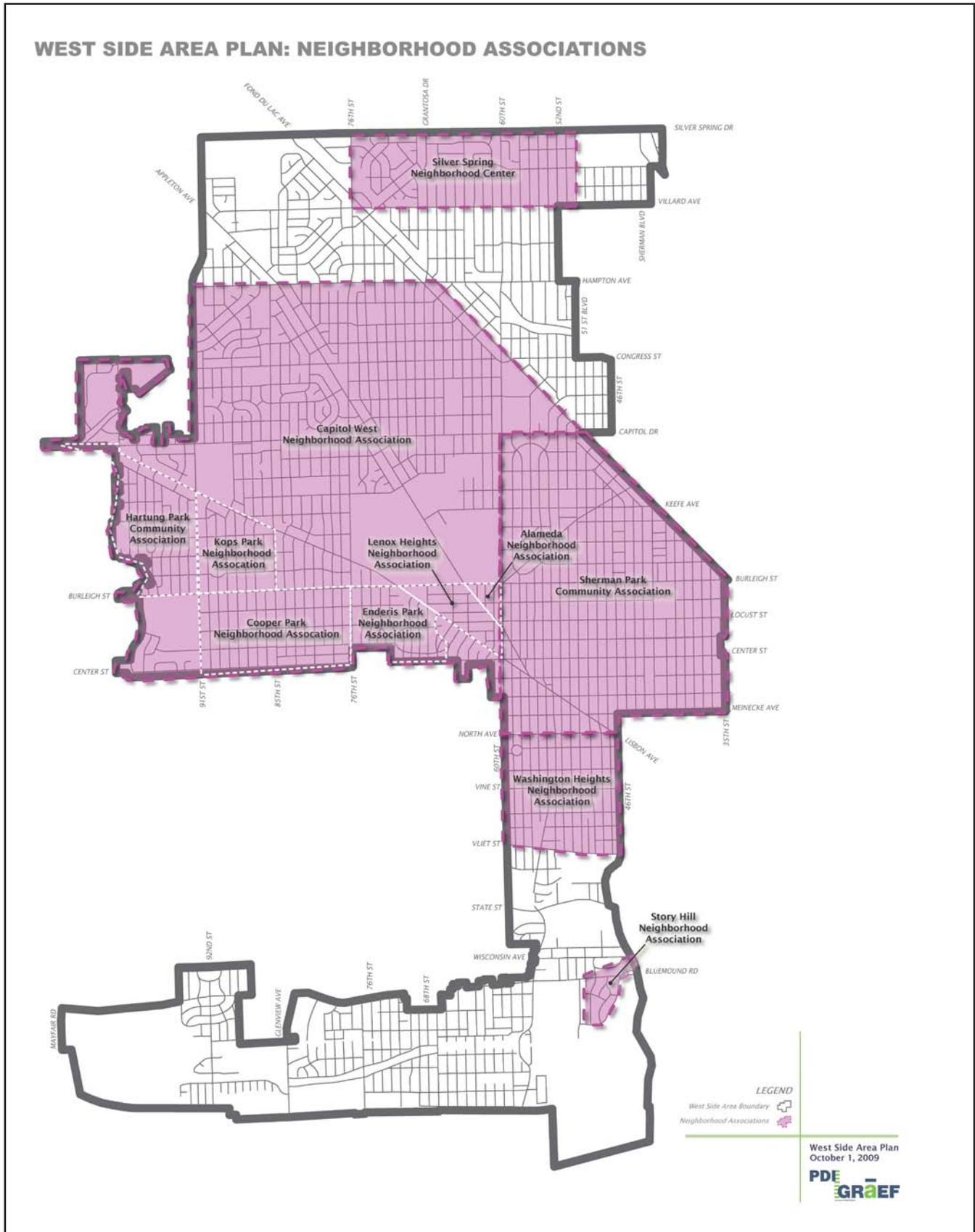


Figure 4-4. West Side Area Plan: Neighborhood Associations



services, etc. The West Side has easy access to major freeways allowing quick transport to other metro destinations. Then to make things even more convenient, most West Side neighborhoods are strategically placed between major arterials that allow efficient travel by car or public transit to virtually any destination in the greater Milwaukee area. Or if residents prefer more local flavor, there are neighborhood-serving stores with friendly merchants who know customers on a first name basis, that can be found within walking distance, i.e., if necessary, most Westsiders can obtain all their basic necessities without driving. This is truly the best of both worlds.

Neighborhood Associations

Throughout the City of Milwaukee are numerous neighborhood associations which contribute immeasurably to community organization, improvement programs, local problem-solving and development of a sense that “we’re all in this together.” The same holds true for the West Side, where many neighborhood and community associations have been established. Figure 4-4 offers a look at some of these neighborhood associations within the West Side. They include (but are not limited to) the following:

- Alameda Place Neighborhood Association
- Capitol West Neighborhood Association
- Cooper Park Neighborhood Association
- Enderis Park Neighborhood Association
- Hartung Park Community Association
- Kops Park Neighborhood Association



- Lenox Heights Neighborhood Association
- Sherman Park Community Association
- Silver Spring Neighborhood Center
- Story Hill Neighborhood Association
- Washington Heights Neighborhood Association

The following paragraphs provide brief descriptions of each of the neighborhood associations:

The **Alameda Place Neighborhood Association** is located just east of Enderis Park between West Burleigh Street, North 60th Street, and West Appleton Avenue. Although planning efforts in this neighborhood are fairly recent, the association has begun to provide recognition and attention to urban design issues such as environmental health and sustainability.

“Alameda Place neighborhood is the northwest Milwaukee gateway into urban life. Home to a microcosm of Milwaukee’s community, the most distinguishing feature is that this is a place ‘where friendships grow.’”

Resident Comment
West Side Plan Community Survey

The **Capitol West Neighborhood Association (CNWA)** is a membership-based, nonprofit organization that serves to address citizen concern and to achieve a safe, economically stable and inclusive neighborhood. CWNA, since its inception in 1995, has participated in reporting and removing graffiti, organized neighborhood cleanup

and beautification efforts, and held candidate forums and public meetings on important issues. CWNA is also participating in “Together We Save,” a community-based pilot project designed to encourage energy efficiency investments by homeowners in two Milwaukee neighborhoods (see Neighborhood and Community Building Case Study, Chapter 2).

The **Cooper Park Neighborhood Association (CPNA)** was formed to establish a cohesive, active neighborhood that supports and nurtures continuous improvement and to become a recognized, unique benchmark community. Activities are centered on Cooper Park, the only non-music park with a pavilion. CPNA was established in 2002.

The **Enderis Park Neighborhood Association** is part of Milwaukee’s Healthy Neighborhoods Initiative (HNI), a program which allows each Healthy Neighborhood to design their own strategy for promoting their neighborhood. The HNI seeks to engage residents around positive actions such as involving neighbors, promoting the neighborhood as a good place to live, improving neighborhood

appearance and encouraging homeowners to buy in the neighborhood. Enderis Park maintains its own website and newsletter, both of which are accessible to the general public.

The **Hartung Park Community Association (HPCA)** is a local community organization of Milwaukee and Wauwatosa residents dedicated to the development, maintenance, and improvements needed in the Hartung Park area. The HPCA maintains its own website and an active Board of Directors.

The **Kops Park Neighborhood Association** covers the area between Lisbon Avenue and Burleigh Street, and between 92nd Street and 85th Street. Central to the neighborhood is its namesake, Kops Park.

The **Lenox Heights Neighborhood Association** is bounded by West Appleton Avenue, West Lisbon Avenue, and West Burleigh Street. The association is also a part of Milwaukee’s Healthy Neighborhoods Initiative (HNI) and shares a community organizer with the Enderis Park Neighborhood Association.

The **Sherman Park Community Association (SPCA)** was founded in 1971 to identify and publicize the advantages of the geographical area in which the Association operates. The SPCA promotes innovative projects to initiate action designed to promote integrated urban living. In its thirty years, the SPCA has tackled issues of fair housing, school desegregation, racism, real estate practices, crime and transportation in an effort to

“Think about why people want to live in Enderis Park or Washington Heights. They have charm and their own identity. Focus on the charm of each area and formulate a plan around this.”

Resident Comment
West Side Plan Community Survey



find common ground for the approximately 43,000 residents in Sherman Park. The neighborhood also participates in Milwaukee’s Healthy Neighborhoods Initiative (HNI).

“Plans need to focus on attracting new homeowners. We need to promote the good points. If enough responsible people move into the Sherman Park area, then other problems will solve themselves!”

Resident Comment
West Side Plan Community Survey

The **Silver Spring Neighborhood Center** is a private, not-for-profit organization committed to strengthening and enriching the Westlawn and neighboring communities by providing comprehensive programs and services. Since its inception in 1958, the neighborhood center has remained responsive to changing community needs.

The **Story Hill Neighborhood Association (SHNA)** represents an active community group in the southern part of the West Side area. The association maintains a website and is supported by several active board members.

The **Washington Heights Neighborhood Association (WHNA)** is a non-profit organization dedicated to improving quality of life, sense of community, and pride in its urban neighborhood. WHNA provides resources for special events and activities that promote community involvement, appreciation of diversity, education and safety, architectural preservation and restoration, small business opportunities, and effective communication. In addition to maintaining

“I love my beautiful old house in my beautiful historic neighborhood (Washington Heights). I like the proximity to downtown and to routes all over the city. I like my neighbors who are diverse and tend to be better educated and politically aware/active.”

Resident Comment
West Side Plan Community Survey

a website, the WHNA regularly publishes The Highlighter, its neighborhood newsletter.

The **Silver Spring Neighborhood Center** has been a stabilizing presence for Milwaukee’s northwest side and the **Westlawn** community for the past several decades. Established in 1958, Silver Spring Neighborhood Center is a private, not-for-profit organization committed to strengthening and enriching the Westlawn and neighboring community and its residents by providing comprehensive and collaborative programs and services which community residents identify and are responsive to changing community needs. A major community-based planning effort is underway to redesign Westlawn, a City of Milwaukee Housing Authority owned planned community of over 700 households -- the largest public housing development in the State of Wisconsin. Westlawn was built in 1952 and is currently in need of upgrades that would better meet the special needs of aging-in-place residents and many low-income families. The redevelopment of Westlawn also presents an opportunity to create a mixed use, mixed income development that blends in with neighboring communities and supports local businesses and commercial corridors. Federal funding is being requested to finance the design development of the master plan and the multi-year phased revitalization of Westlawn.

To ensure the success of this Plan, the recommendations and policies for West Side area neighborhoods should be implemented first and foremost at the local level. These neighborhood associations provide a critical avenue for the local implementation of recommendations and policies offered throughout this Plan.

Targeted Investment Neighborhoods

The City of Milwaukee Targeted Investment Neighborhood (TIN) initiative is designed to sustain and increase owner-occupancy, provide high quality affordable rental housing, strengthen property values, and improve the physical appearance and quality of life of neighborhoods. TINs focus resources for three years on a small area, generally six to twelve city blocks.

The Neighborhood Improvement Development Corporation (NIDC) offers three primary forms of assistance in the TINs:

- Home Rehabilitation Loan Program
- Rental Rehabilitation Loan Program
- Buy In Your Neighborhood

NIDC's TIN program works with residents to improve the quality of life in their neighborhood. NIDC's Community Outreach Coordinator is a liaison between the neighborhood and City departments. Staff also provides assistance with community-building and outreach. The West Side area of Milwaukee includes three TINs:

- Grasslyn Woods
- Metcalfe Park
- Sherman Park

Maps of these three TINs are provided in Figures 4-5, 4-6, and 4-7.

Vision

West Side area neighborhoods shall continue to strengthen their identity, community character, and physical environment. Proactive neighborhood associations and City staff shall work collaboratively to better "brand" these neighborhoods, encourage rehabilitation and reinvestment in underperforming properties, and establish avenues for regular communication between residents, property owners, and local leaders.

Use / Form Policies & Redevelopment Strategies

The use policies, form policies, and redevelopment strategies for neighborhoods in the West Side area are outlined in the Residential Land Uses section of Chapter 3: Land Use Policies.

Actions

The following actions should be undertaken in a collaborative effort between the City of Milwaukee and the appropriate neighborhood association, if any:

- Coordinate with the aldermen and City departments to hold area-wide and/or city-wide neighborhood association meetings, focused on addressing common issues on an as-needed-basis.
- Where bank-owned foreclosures exist, continue to work proactively to market these properties to potential homebuyers.
- Aggressively market foreclosed properties to local residents and encourage neighborhood reinvestment.
- Strengthen the idea of "neighborhood image and identity" throughout the West Side area by establishing new neighborhood associations for areas not included in an existing association.
- Encourage investing in neighborhood gateway features or installations at prominent intersections at the boundaries of these neighborhood associations to recognize entry and exit through each subarea.

Figure 4-5. Grasslyn Manor Target Investment Neighborhood.

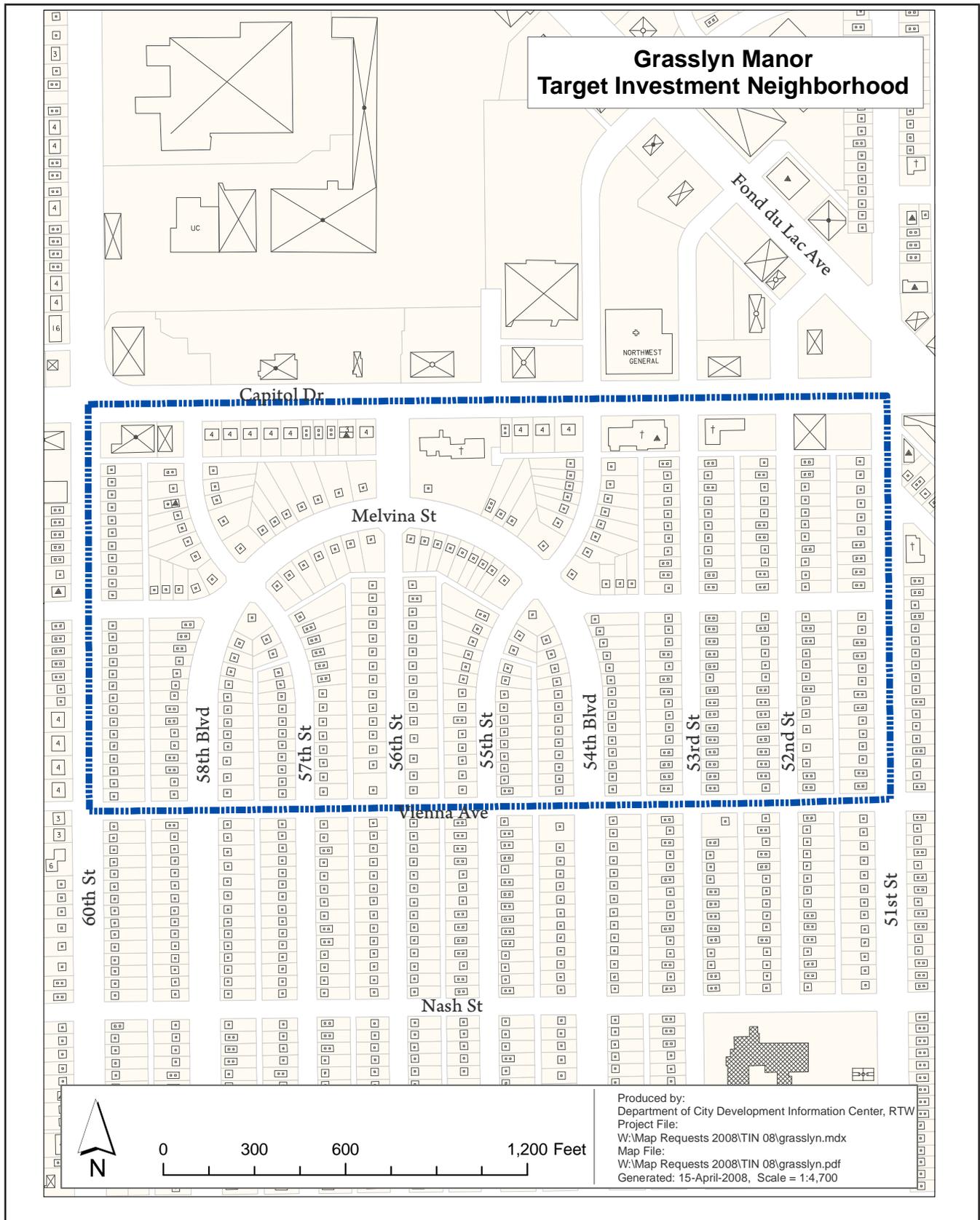


Figure 4-6. Metcalfe Park Target Investment Neighborhood.

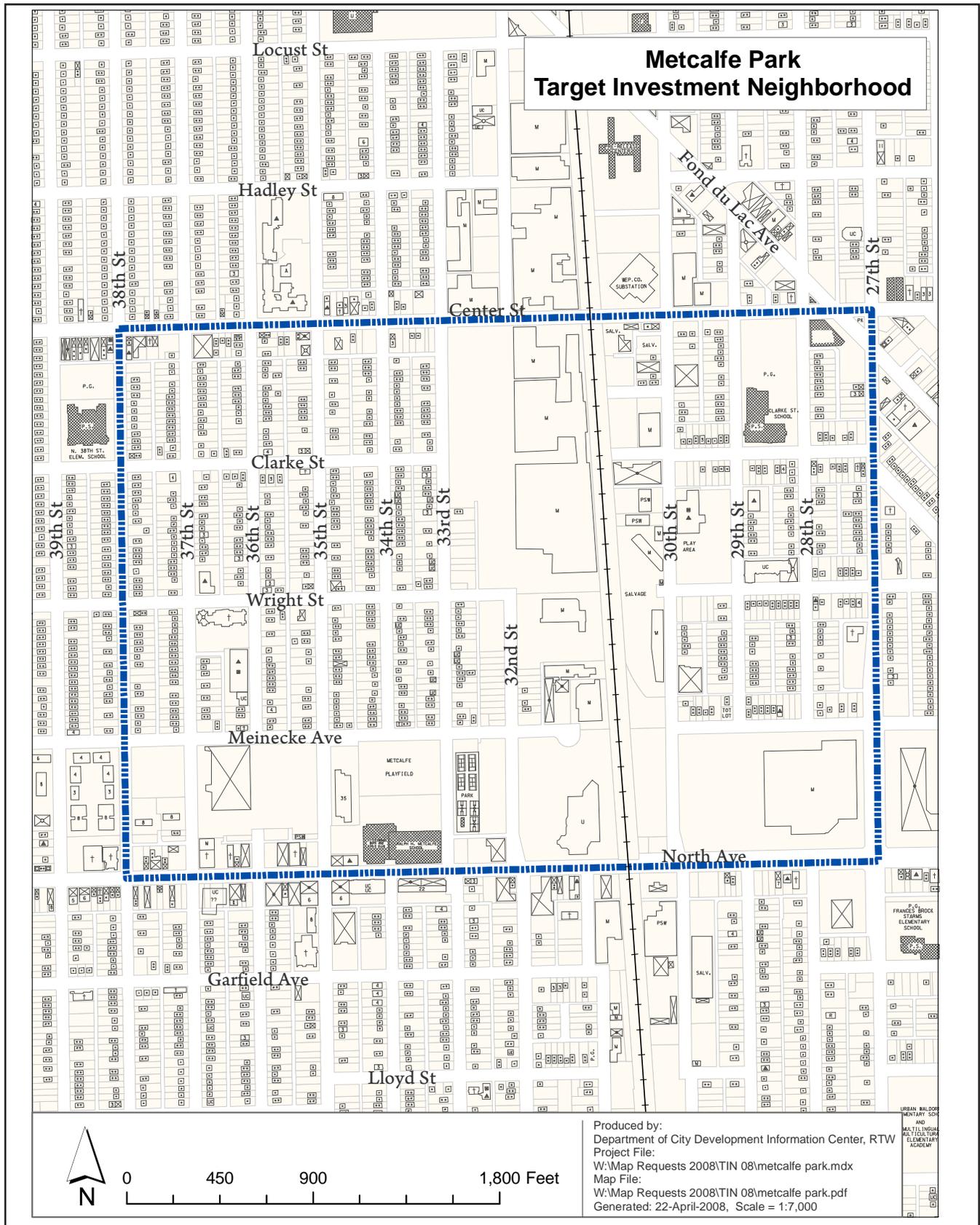
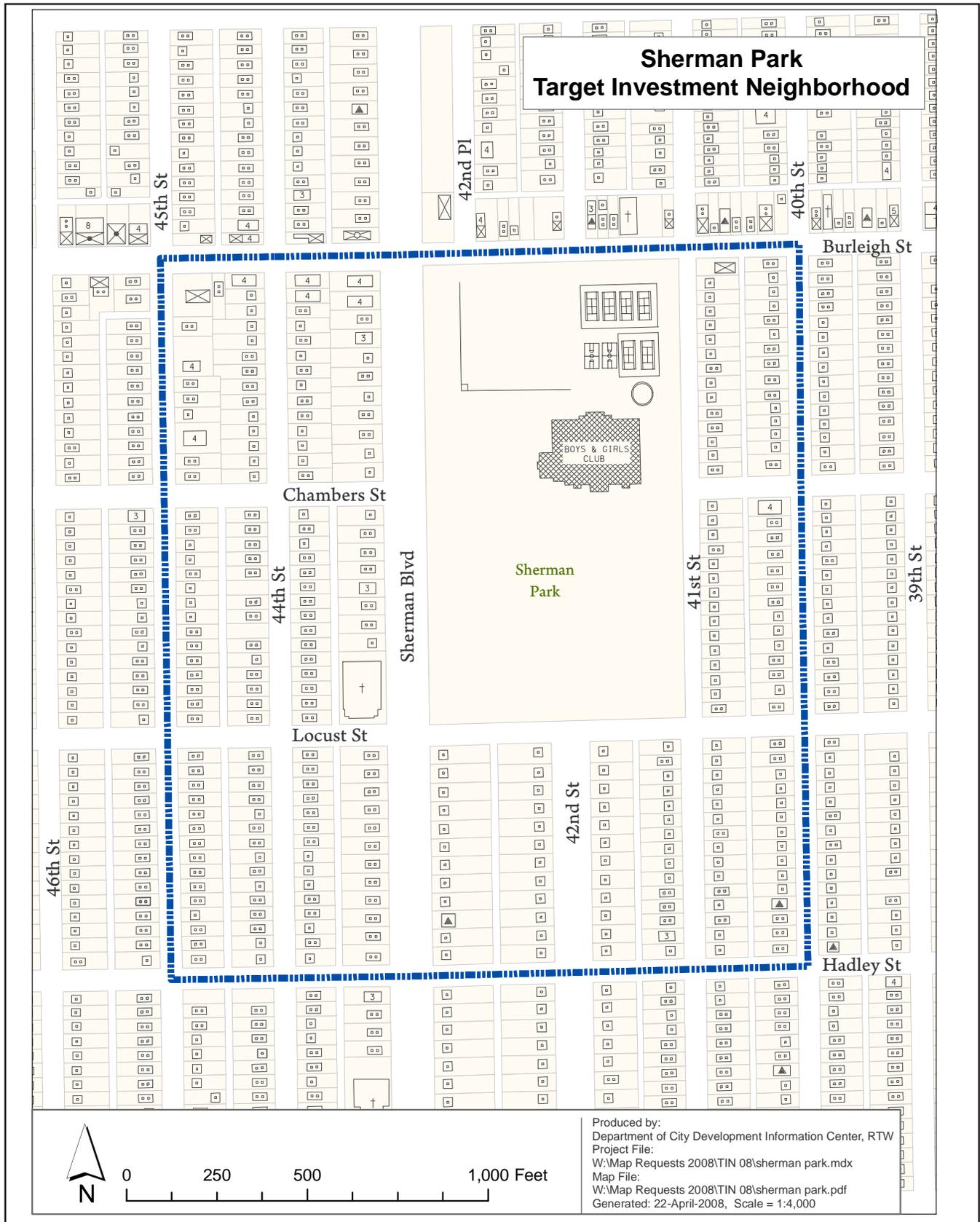


Figure 4-7. Sherman Park Target Investment Neighborhood.



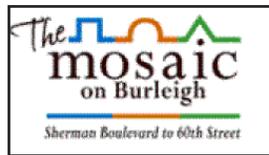
DISTRICTS

As mentioned at the start of this chapter, districts generally focus on a special single use or purpose, although they may contain a number of other uses and activities. Eleven districts are highlighted within the West Side area, and have been identified by use, geographic location, branding identities, and City designations (Figure 4-9).

This section provides a summary for all eleven districts, and is followed by a matrix outlining use policies, form policies, redevelopment strategies, and actions for each district.

Mosaic on Burleigh Main Street District & St. Joseph's Hospital District

The combined “trifecta” of the Burleigh Business Improvement District (BID #27), Burleigh Street Community Development Corporation, and Mosaic on Burleigh Main Street Program, are together the economic and organizing force for a commercial district that follows West Burleigh Street between 60th Street (west end) and 40th Street (east end). St. Joseph Hospital (Wheaton Franciscan Health Care) is the major institutional anchor for the district. Milwaukee County Transit System (MCTS) line #60 runs the full length of the district.



The Mosaic on Burleigh is one of four pilot “Main Street Milwaukee” Districts within the city. The Main Street program brings together an organizational “pattern book” of tried and true redevelopment approaches and resources with public and private resources, businesses and volunteers to jump-start the revitalization of



traditional neighborhood main streets. The Mosaic on Burleigh Main Street District stretches from 60th Street to Sherman Boulevard.

The Mosaic on Burleigh District is adding new park benches, flower planters, trash receptacles and obelisks that seek to represent the culturally diverse commercial district and surrounding neighborhood. The mosaic obelisks that serve as neighborhood

Figure 4-8. West Burleigh Street Business Improvement District.

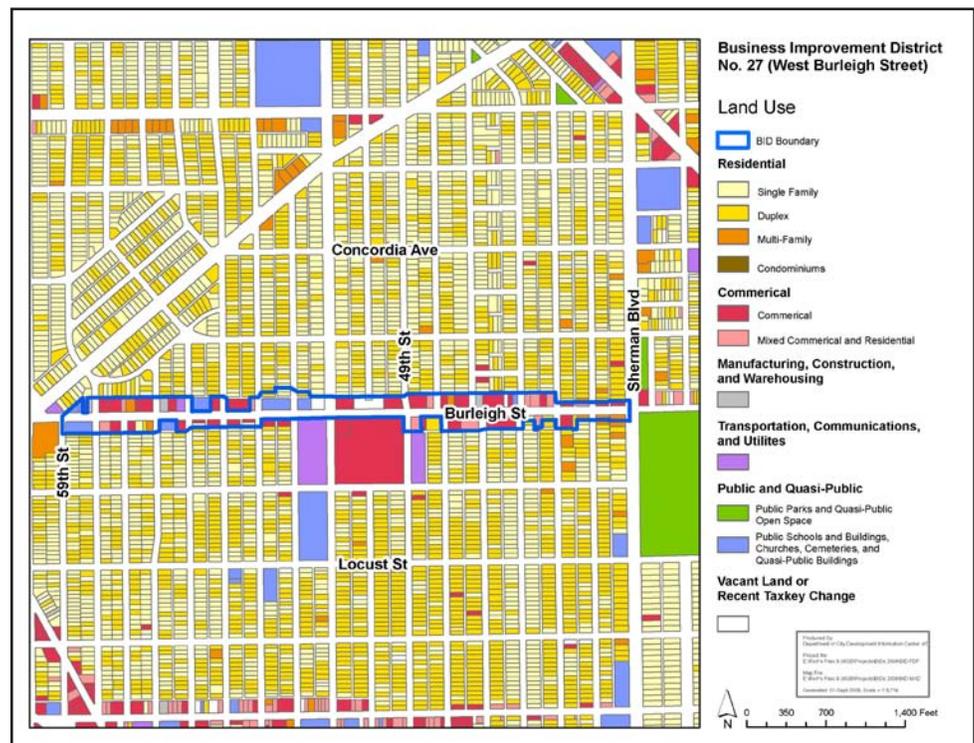
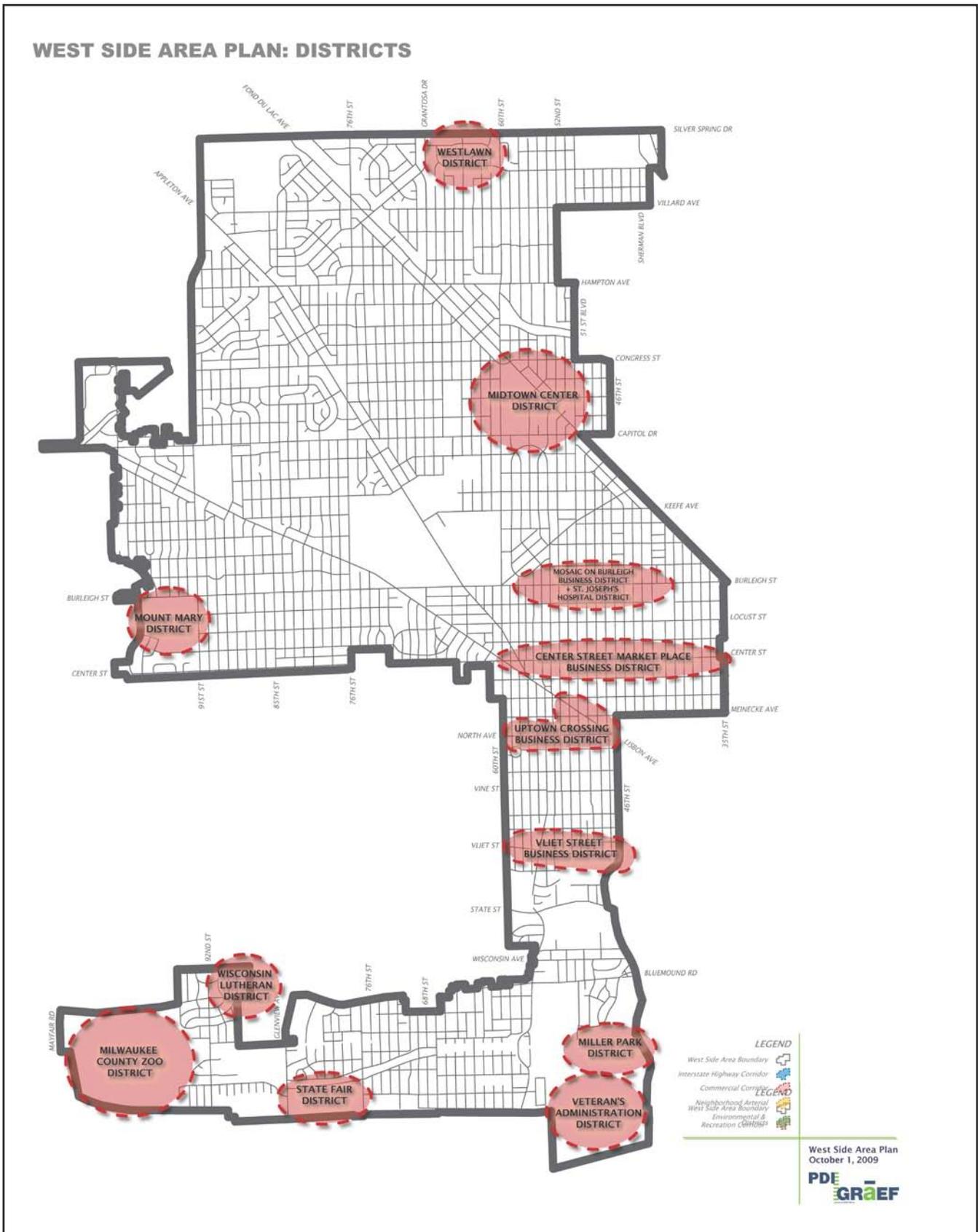


Figure 4-9. Districts in the West Side Area of Milwaukee.



identity markers are made from ceramic, china and porcelain pieces from neighborhood homes.

The Burleigh Business Improvement District (BID #27) and the Burleigh Community Development Corporation provide most of the organizational and financial support for the Mosaic on Burleigh Main Street Program. The West Burleigh Business Improvement District (BID) #27 overlaps the Main Street District boundaries, covering West Burleigh Street from 59th Street on the west to Sherman Boulevard on the east (Figure 4-8). The Burleigh Street Community Development Corporation is a key development partner and stakeholder in the BID.



Wheaton Franciscan Healthcare - St. Joseph Hospital is an academic, referral, tertiary level care facility providing acute and subacute services at its primary campus location - 5000 W. Chambers Street, Milwaukee. St. Joseph and its satellite locations continue to be recognized for their commitment to the latest treatments and technologies, patient satisfaction and clinical excellence - including the Top 100 National and Everest awards from Thomson Reuters and Magnet™ designation by the American Nurses Credentialing Center.

A committed member of the Milwaukee community for 130 years, St. Joseph is a leader in collaborating with neighborhood partners to enhance the immediate community within the primary market territory of the hospital. Neighborhood partners include educational, religious, neighborhood improvement and business development organizations. Most recent

activities include working with these organizations on neighborhood beautification, public safety, business development, health/wellness/fitness, and community programming.

Center Street Market Place Business District

The Center Street Market Place Business District is located centrally within the West Side Plan area along Center Street. The district stretches just north and south of Center Street, and is generally bounded by 60th Street on the west and 35th Street on the east. The Center Street Market Place Business District is a Business Improvement District (BID) in the City of Milwaukee. The boundaries of BID #39 along Center Street are 58th Street to 32nd Street (Figure 4-10).

In the BID, special tax assessments are collected annually from property owners within the BID boundaries (by the City) to fund activities, programs and management that will enhance the local business environment. These may include improvements to the streetscape, marketing efforts, business recruitment activity, and security programs.

The character of the district's western portion is automobile-oriented, and consists of a four-lane road with one- and two-story buildings, gas stations, automobile repair shops, and some minimal streetscape elements. The eastern portion of the district reflects the style of a main street. Center Street serves largely as a two-lane corridor with street parking on both sides, and integrates commercial uses with a few residential properties.

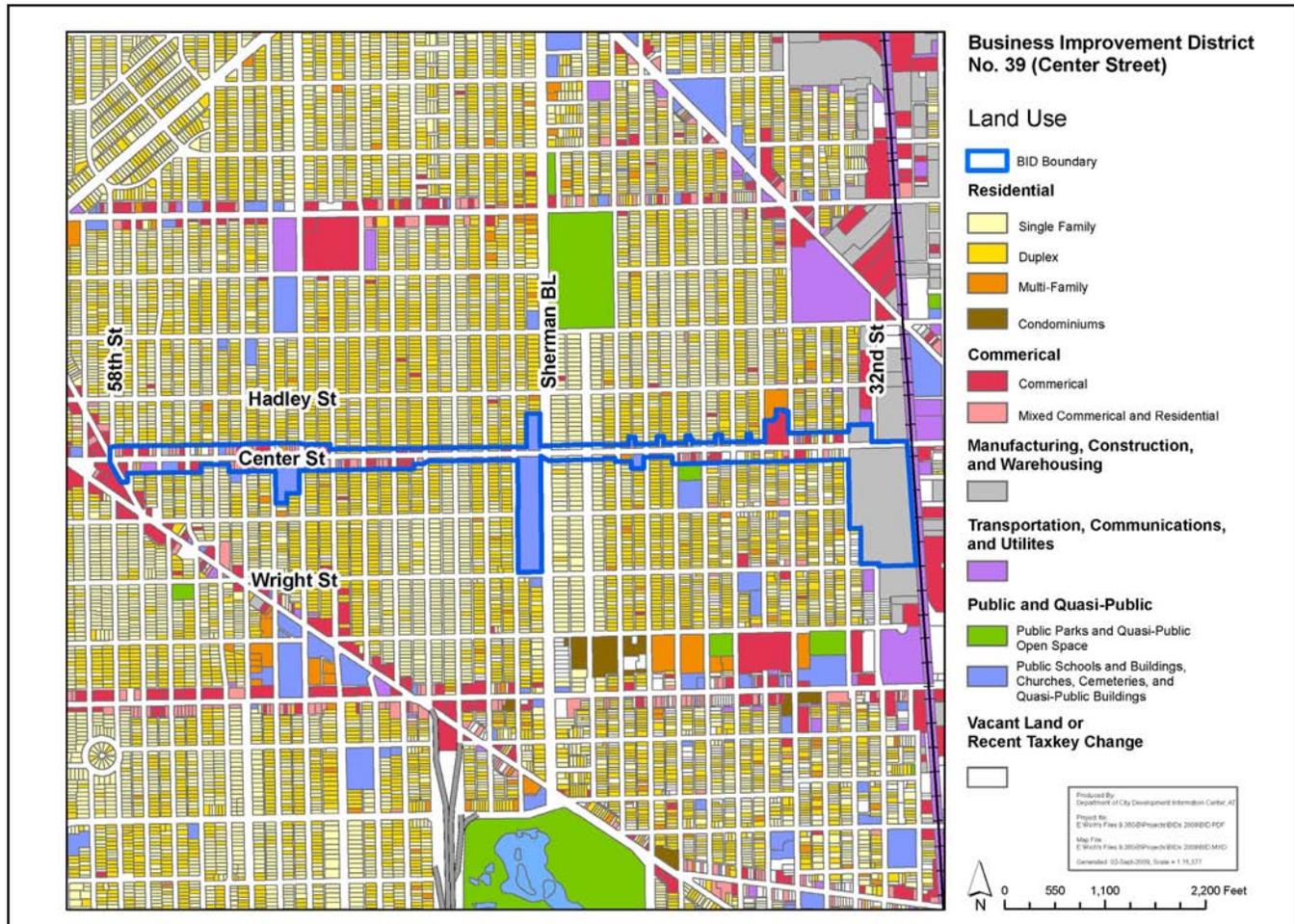


Sidewalks line Center Street throughout the corridor, and frequently intersect access points for surface parking. Most two-story buildings in the district offer distinct architectural features from the earlier part of the 20th century, while the majority of one-story buildings represent simple box construction.

MCTS line #22 runs the entire length of the Center Street Market Place Business District, providing regular transit access for residents and businesses. The majority of bus stops do not offer a shelter, but do provide signage indicating the existence of a bus line.

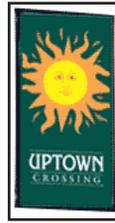


Figure 4-10. Center Street Business Improvement District.



Uptown Crossing Business District

Uptown Crossing is located centrally in the West Side area, and runs along West North Avenue from Sherman Boulevard on the east to 60th Street on the west, and along West Lisbon Avenue from 46th Street to 51st Street.



The Uptown Crossing area is a Business Improvement District (BID) in the City of Milwaukee. The West North Avenue BID #16 boundaries are 60th Street to Sherman Boulevard along North Avenue, and 51st Street to 44th Street along Lisbon Avenue (Figure 4-11). The Uptown Crossing BID was established in 1995 with the initial task of enhancing the district streetscape. Streetscape improvements included pedestrian lighting, tree planting, and curb push-outs along West North Avenue where street furniture, landscaping, and decorative brick pavers were installed. The BID board has investigated property acquisition, the addition of bus shelters, and the installation of public art pieces within the district.

MCTS lines #21, #39, and #57 run along North Avenue and Lisbon Avenue, intersecting the district. Uptown Crossing offers a mix of uses including restaurants, shopping, and professional offices. Residential and institutional uses are also located in certain portions of the district. The Milwaukee Police Department Third District Station and Data Communications Center provides a non-retail anchor for the district. With the exception of the police district building and a few others, most structures in Uptown Crossing are one to two stories with little to no setback from the West North Avenue and West Lisbon Avenue rights-of-way. Streetscape in the district is uneven and ranges from very good to basic to minimal.

"I witnessed a huge transformation on Brady Street in the 90's. It would be great to see that on North Avenue between 60th and Sherman. More outdoor cafes, restaurants, etc. would increase foot traffic, increase home values and decrease crime."

Resident Comment
West Side Plan Community Survey



Figure 4-11. "West North Avenue" (Uptown Crossing) Business Improvement District.



Vliet Street Business Association

The Vliet Street Business Association sits in the south central portion of the West Side area. The district runs along Vliet Street between 60th Street to the west and 43rd Street to the east. MCTS line #31 runs the entire length of Vliet Street.



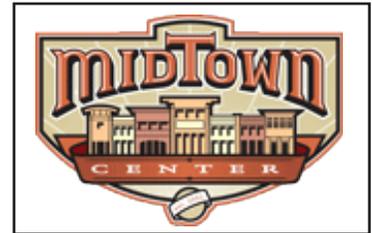
The Vliet Street serves residents of the Washington Heights neighborhood and surrounding areas. It is a successful commercial district with both broad and local appeal and has several businesses that have received Mayor's Urban Design Awards. The business association hosts an annual artwalk, maintains a website that provides local information, and manages the Vliet Street Community Green Market. The market resulted from collaboration between local farmers and businesses, the Washington Park Senior Center, the Hmong American Friendship Association, Outpost Natural Foods, Neighborhoods United for Washington Park, and Making Connections.

In addition to the active area businesses, the district is home to the Milwaukee Teacher's Education Association, Milwaukee Public Schools (MPS) Central Administration, and Wick Field.



Midtown Center District

The Midtown Center District lies in the northeastern portion of the West Side area. The district is generally bounded by Capitol Drive (south) and Congress Street (north). The western edge of the district is roughly 63rd Street, with Fond du Lac Avenue as its eastern boundary.



The district has long been centered on the shopping amenities offered at Midtown Center, formerly known as Capitol Court. Capitol Drive, 60th Street, and Fond du Lac Avenue border Midtown Center, offers a combination of big box anchor stores and smaller specialty retail stores, similar to what you



would find in a mall. The design concept combines a lifestyle center with Main Street or Town Square approach. The district combines a wide range of uses, including institutional, service, retail, and residential, but not all are integrated or unified within the "Town Square" network of streets and blocks. These uses and Midtown Center should function as a "retail village" and mutual support system.

Capitol Drive and Fond du Lac Avenue accommodate a sizeable amount of traffic, providing the district with access and visibility. In addition, MCTS route #62 runs along the Capitol Drive corridor, with routes #8 and #23 following both West Fond du Lac Avenue and West Congress Street.

Miller Park District

The Miller Park District, along with the Veteran's Administration District, holds the southeastern corner of the West Side plan area. The park is located on a 265-acre plot of land just southwest of the intersection of Interstate 94, US Highway 41, and Miller Park Way.



Miller Park relies on both interstate exits and several local roads for access to the stadium.

Miller Park has been the home of the Milwaukee Brewers since April 6, 2001, when it replaced Milwaukee County Stadium. The stadium alone covers 1.2 million square feet and holds up to 42,400 spectators, and the parking lot has space for 12,000 vehicles.



In 2008, attendance at Miller Park was among the top 10 in Major League Baseball. That season, the Brewers broke their franchise attendance record with over 3,000,000 total spectators for the season.

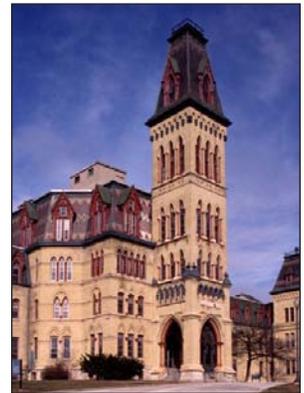
In addition to baseball, Miller Park is home to other events. The events are produced by Brewers Enterprises, the event planning arm of the Milwaukee Brewers that stages non-baseball events throughout Miller Park and its surrounding grounds. Brewers Enterprises has expanded its view and is looking for creative events at Miller Park.

Although Miller Park receives seasonal transit, via MCTS, that takes visitors directly to the Park, the closest year-round routes are the #10 along

West Wisconsin Avenue, the #17 along West Canal Street, the #64 along Hawley Road, the #18 along West National Avenue, and routes #8 and #35 along North 35th Street. Opportunities to strengthen public transit and support services (e.g. restaurants, retail) for visitors exist throughout the district and are regularly included in transit proposals connecting Downtown to the West Side.

Veteran's Administration District

The Clement J. Zablocki Veterans Affairs (VA) Medical Center and Grounds is located on a 125-acre campus at 5000 West National Avenue. The District sits in the southeastern corner of the West Side area. MCTS routes available to visitors of the VA grounds are the same as those listed for the Miller Park District.



The Medical Center includes 166 acute operating beds, a 113-bed nursing home, and 356 beds for the VA's Substance Abuse Rehabilitation, Psychiatric Rehabilitation and Post Traumatic Stress Disorder care programs. The VA Medical Center also provides over 450,000 appointments annually through its outpatient program. Additionally, the VA Campus is home to a significant collection of historic buildings and sites, including the only remaining Civil War era "respite center" and the largest national cemetery outside of Arlington National Cemetery.

The VA has targeted a number of areas for expansion of services including smoking cessation, weight management, and spinal cord injury patients.

State Fair District

Wisconsin State Fair Park is a nearly 200-acre park located on South 84th Street in both Milwaukee and West Allis. The Park hosts hundreds of



events throughout the year, including agriculture events, auctions, cultural celebrations, animal shows, flea markets, seasonal celebrations, and philanthropic events. Several entities operate at the Fair Park including the Pettit National Ice Center, Wisconsin Exposition Center, Tommy G. Thompson Youth Center, and The Milwaukee Mile, the country's oldest raceway. State Fair Park attracts a total of over 2.5 million visitors annually.



Each summer, State Fair Park hosts a Wisconsin tradition, the Wisconsin State Fair. The 11-day fair offers live entertainment, food, horticulture, textiles, crafts, culinary competitions, activities, attractions and Wisconsin's largest agricultural showcase. The Wisconsin State Fair alone attracts nearly 850,000 people each year. MCTS routes available to visitors include the #18 along West National Avenue, the #44U circling the boundaries of the Park, the #67 along South 84th Street, and the #76 along South 76th Street.

In addition to the Wisconsin State Fair, annual events at State Fair Park include Harvest Fair, NASCAR racing, NARI's Fall and Spring Home Improvement Shows, MetroParent's KIDSfest, Greek Fest, and Olympic Speed Skating training and qualifiers. In 2010, the Fair Park Board and staff will expand its operations as management and operation of the Wisconsin Exposition Center is assumed.

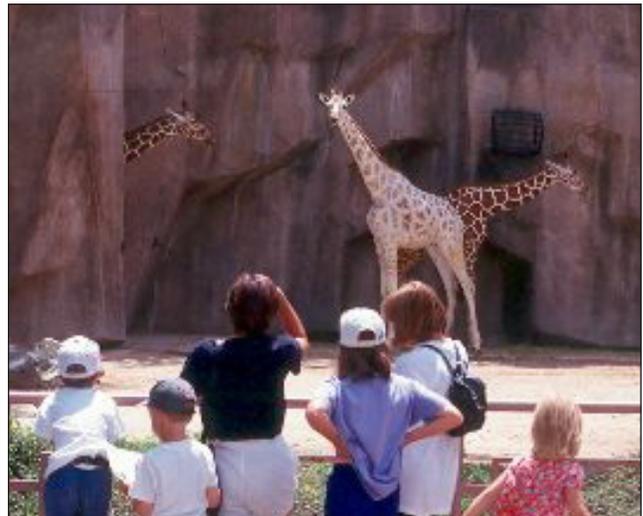
Milwaukee County Zoo District

Just east of Highway 100 is the Milwaukee County Zoo District. The district is generally bounded by the city limits (south) and West



Bluemound Road (north), and extends east to 93rd Street. MCTS routes bordering the zoo include routes #10 and #85 along West Bluemound Road and route #28 along Highway 100.

The Milwaukee County Zoo opened in 1892 in Washington Park and moved to its present location on West Bluemound Road in 1958. Over the years, the zoo has undergone numerous expansions and today covers a total of 200 acres and is home to more than 1,800 mammals, birds, fish, amphibians and reptiles that represent over 350 species.



The Milwaukee County Zoo also has a conservation program for the protection of endangered species, which includes the largest group of bonobos outside of their native Democratic Republic of the Congo.

In addition to the zoo's exhibits and educational programs, the facility also hosts holiday celebrations like "Boo at the Zoo" for Halloween and "Breakfast and Lunch with Santa" for Christmas, and special events and festivals like the Great Lakes Bat Festival and the Milwaukee Journal Sentinel's A La Carte food and entertainment festival.

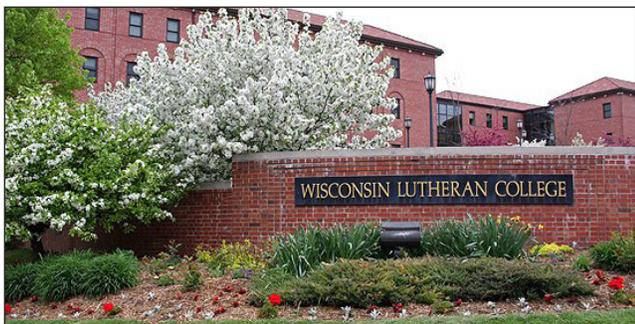
The Zoo recently completed a \$31 million program, with the next significant capital investment anticipated to be a \$10 million underwater hippo exhibit. The Zoo will also likely be undertaking a study examining a change in governance. This will be a strategic plan to examine the possibility of changing form a government agency to a private or non-profit agency.

The potential Zoo Interchange reconstruction offers a unique opportunity for the Zoo. It is currently estimated that the state will pay \$60 million in replacement costs for Zoo facilities which may be acquired as part of the reconstruction project.

In 2007, admissions to the zoo totaled more than 1.3 million. Opportunities for the zoo to expand are located along Highway 100 (Mayfair Road) and West Bluemound Road, where there is a proposal for a hotel/restaurant/waterpark with a bridge connection to the Zoo.

Wisconsin Lutheran College District

Wisconsin Lutheran College is a private, four-year Lutheran liberal arts college located on a 40-acre campus bounded by Wisconsin Avenue to the north, West Bluemound Road to the south, and North 84th Street to the west. The college was founded in 1973 and currently has an undergraduate enrollment of over 700 students.



The college's Gary Greenfield Building was designed by Milwaukee architect Andrew Eschweiler and was built in the 1880's. Since Wisconsin Lutheran College acquired the building in the early 1980s, additions to the campus have been designed to fit in with the character of the original building. In 2009, Wisconsin Lutheran College was ranked 128th out of 600 by Forbes on their list of America's Best Colleges.

MCTS routes #10, #67, and #85 run along West Wisconsin Avenue, Glenview Avenue (84th Street), and West Bluemound Road, respectively.

Mount Mary College District

The Mount Mary College District lies on the western edge of the West Side area. Mount Mary College is a private, four-year Catholic women's college located within a "gorgeous" park-like 80-acre campus on the North Menomonee River Parkway. It was founded in 1913 in Prairie du Chien, WI before moving to Milwaukee in 1929. Today, over 1,800 undergraduate and graduate students attend Mount Mary. Graduate programs are open to both men and women.



Within its sixty-plus majors (eight academic divisions) and seven graduate programs, Mount Mary provides a carefully orchestrated blend of liberal arts and sciences coupled with targeted skill training in job-oriented areas such as merchandise management, occupational therapy, dietetics, art therapy, etc. There is also a nursing program taught jointly with Columbia College of Nursing.

Since 1998, through grant funding, Mount Mary College has offered a College in the Community Program, which consists of partnerships with two community agencies, Milwaukee Achiever Literacy Services and Journey House. Journey House serves the near south side Hispanic community. Milwaukee Achievers serves the near north side African American community.

MCTS routes serving the Mount Mary College District include route #57 along North 92nd Street, and route #60 along West Burleigh Street.



	Mosaic on Burleigh Business District & St. Joseph Hospital District	Center Street Market Place Business District
Use Policies	<ul style="list-style-type: none"> Strongly discourage further non-commercial uses (e.g. social service uses, daycares, storefront churches) throughout the district. Strongly discourage businesses that employ predatory lending practices (e.g. check cashing stores, payday loans, title loans) Discourage the addition of any new auto-oriented uses, e.g., used car lots, car washes, auto body and repair shops, along the western portion of the district. Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees. 	<ul style="list-style-type: none"> Strongly discourage further non-commercial uses (e.g. social service uses, daycares, storefront churches) throughout the district. Strongly discourage businesses that employ predatory lending practices (e.g. check cashing stores, payday loans, title loans) Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees. Prohibit any new surface parking adjacent to the right-of-way. Encourage creative parking lot designs that allow for shared parking.
Form Policies	<ul style="list-style-type: none"> Continue facade renovation grants for the district. Require designs that prevent the automobile from further encroaching into pedestrian-friendly areas and rights-of-way. Reinforce streetscapes that slow traffic to enhance the safety and aesthetics of the district. Reconfigure parking lots that are located along Burleigh St. so the lots are not adjacent to the right-of-way. Where this is not feasible, encourage landscaping and streetscape elements along and within the parking lot. Encourage shared parking among retailers and limit curb cuts where possible. Improve the public right-of-way to include space for pedestrians and bicycles in addition to automobiles and mass transit. 	<ul style="list-style-type: none"> Address blighting elements such as board-ups, steel grates, vacant storefront windows, hand-painted signs, facade deterioration, graffiti, etc. Reinforce streetscapes that enhance pedestrian safety throughout the district. Ensure that sidewalks in the district are an adequate width to accommodate pedestrian circulation. Discourage commercial buildings with blank walls that lack articulation. Prohibit chain link fences as an acceptable form of outlining the commercial and residential properties along Center St. Improve the public right-of-way to include space for pedestrians and bicycles.
Redevelopment Strategies	<ul style="list-style-type: none"> Encourage collaboration between Main Street Milwaukee and the BID to fully implement the four-point Main Street program for the district. Promote the reuse of vacant buildings and lots in commercial areas with uses that support and contribute to the main street emphasis (vision) of the corridor. Provide adequate funding for the maintenance of public spaces, boulevards, and streetscapes. Select customized street lighting, where possible; replace older styles (e.g. cobra, shoebox) throughout the district. Redevelop Sherman Park Theater building as anchor for the district. 	<ul style="list-style-type: none"> Focus heavily on district “greening” through the implementation of a landscaping program. Install street trees, walkway landscaping, and landscaped medians wherever feasible. Promote the reuse of vacant buildings and lots in commercial areas with uses that are appropriate to the corridor. Recruit businesses to fill in vacant storefronts that are either neighborhood-serving or local, or have an artistic character that is unique or one-of-a-kind. Where vacant property windows have been covered, establish an “unveiling event” to uncover or replace boarded windows and use the space to showcase local artists or children’s school projects.
Actions	<ul style="list-style-type: none"> Work with area businesses to explore partnerships for maintenance of public spaces and enhancement of storefronts, street frontages, and streetscape elements. Create safe pedestrian and bicycle access points to allow both types of traffic along Burleigh St. Where landscaping does not exist adjacent to pedestrian walkways, encourage the expansion of the Mosaic on Burleigh public art and landscaping program. Encourage the replacement of lower-quality facade elements with higher-quality elements, such as painted board signs with internally illuminated individual channel letter signs. Maximize opportunities for St. Joseph Hospital spin-off development. Hire a consultant to do strategic business development plan for the eastern end of the district. 	<ul style="list-style-type: none"> Use aggressive code enforcement to bring properties up to code and to address building neglect and deferred maintenance. Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. Assertively market the corridor through the establishment of a logo, the installation of signage and banners, and the creation of a website. Capitalize on the high traffic intersection of Center St. with Sherman Blvd. by creating a prominent eastern gateway into the district. Encourage the installation of signage, landscaping, and pedestrian crosswalks to enhance the formal appearance of the gateway.

	Uptown Crossing Business District	Vliet Street Business District
Use Policies	<ul style="list-style-type: none"> Focus on filling vacant commercial uses where they occur throughout the district with local businesses that cater to residents, pedestrians, and area employees. Encourage infill on parking lots that are either underused or interim uses throughout the district. Limit the concentration of social service uses (daycare, storefront church, check cashing stores) throughout the district. 	<ul style="list-style-type: none"> Continue to bring destination retail to the commercial district (e.g. Elements East, Cold Spoons, Meritage). Redevelop the parking lots at 50th Pl. and Vliet St. and 51st St. and Vliet St. to accommodate commercial retail and parking in the rear (north). Support the continued use of the police district building just west of Highway 41. Support the mixed-use nature of the shopping district along Vliet St., and encourage expansion of those uses through infill development.
Form Policies	<ul style="list-style-type: none"> Consider establishing design and development guidelines for the district as a way to ensure a consistently high standard of development. Explore streetscape and road design options to facilitate traffic calming. Require the installation of significant landscaping features in all new developments along both North Ave and Lisbon Ave. Add green streetscape elements (trees, planters, etc.) to blocks that have nothing but hard surfaces (concrete, asphalt, etc.) along street frontages. Seek to bring all parking lots up to the City's landscape code. Replace broken or missing fencing and dead or missing plant materials. Locate garages so that they are not the dominant feature on the front façade. Where possible, encourage side- or rear-loaded garages. Reconfigure Lisbon Ave to accommodate bicycle traffic. 	<ul style="list-style-type: none"> Prohibit the construction of any additional vehicular access points along Vliet St. Seek to bring all storefronts and street frontages up to a high standard of design and prohibit inappropriate design elements, such as chain link fences, concrete block walls, etc. Encourage shared parking among retailers, and require designs that prevent the automobile from further encroaching into pedestrian-friendly areas and rights-of-way. Reinforce streetscapes that naturally slow traffic to promote businesses and enhance safety in the Vliet Street Business Association. Improve the public right-of-way to include space for bicycle traffic. Utilize the Highway 41 overpass as a marketing tool for the district. Install planters and signage to demonstrate a positive image, and to transform the overpass into a pedestrian parkway.
Redevelopment Strategies	<ul style="list-style-type: none"> Recruit businesses that take advantage of high traffic counts on North Ave, but have a local neighborhood or ethnic appeal. Use aggressive code enforcement to bring all buildings and properties up to code. Encourage renovation of multi-family rental units to multi-family owner-occupied units where feasible. Consider small parking lots adjacent to major park access points, both current and new access points, to allow for residents to drive to the parkway. 	<ul style="list-style-type: none"> Continue to work with existing businesses to have a broader market appeal. Continue innovative marketing and promotion to increase awareness of "V-Street" as a special district. Promote the reuse of vacant buildings and lots in commercial areas with uses that are appropriate to the corridor. Encourage the reuse of vacant industrial buildings with new businesses that are appropriate for the neighborhood. Provide appropriate funding for the maintenance of public spaces, boulevards, and streetscapes.
Actions	<ul style="list-style-type: none"> Encourage the replacement of existing business signage with signs constructed of higher-quality, durable materials. Use the talents and skill sets of the members of the Uptown Crossing Business Improvement District to ensure the continuation of regular district meetings and targeted problem solving. Coordinate with the City of Wauwatosa, the Tosa East Towne Business District, and the East Tosa Neighborhood to ensure a more consistent and well-integrated transition along North Ave. 	<ul style="list-style-type: none"> Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. Work to improve storefronts and street frontages throughout the district and bring all up to the same high standard. Install median plantings along Vliet St., specifically on the east side of Highway 41. Improve amenities and landscaping offered at Wick Field. Provide a stronger physical and visual connection to Vliet St. (e.g. special pedestrian crosswalks and median landscaping). Use sign placement and design to encourage visitors to Wick Field to use the large adjacent MPS parking lot.

	Midtown Center District	Miller Park District
Use Policies	<ul style="list-style-type: none"> Continue to implement a balanced mix of uses with both regional and local market appeal. Promote commercial infill development on vacant parcels along the edges of Midtown Center and along Lisbon Ave. Encourage the integration of office, institutional, and residential uses throughout the Midtown Center development. Continue treatment of parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees. 	<ul style="list-style-type: none"> Explore opportunities to redevelop excess parking areas with year-round commercial uses that support Miller Park and surrounding neighborhoods. Actively look for opportunities to utilize Miller Park during non-game days. Improve public rights-of-way to include space for pedestrians and bicycles.
Form Policies	<ul style="list-style-type: none"> Create a significant gateway at the intersection of Capitol Dr., Fond du Lac Ave, and 51st St. Expand the facade grant program for adjacent businesses on major arterials Capitol Dr. and Fond du Lac Ave. Continue to expand the “Town Square” network of streets and blocks. Extend Midtown Center’s “Town Square” approach to unifying all businesses on the triangle. Add pedestrian connections and infill buildings where feasible. To lessen the impact of impervious surfaces in the Midtown Center area, encourage green roofs, parking lot bioswales, and additional landscaping throughout the shopping district. Encourage shared parking among retailers. Improve the public right-of-way to include space for pedestrians and bicycles in addition to automobiles and mass transit. Prohibit chain link fences as an acceptable form of outlining commercial properties throughout the district. 	<ul style="list-style-type: none"> Add landscaping to the sizeable surface parking area to “green” the district and provide landscape islands, limited shade for tailgaters, meeting/gathering places for groups, and better way finding. Encourage shared parking among new retailers and the Park. Discourage additional surface parking within the district. Consider use of parking area as a transit stop and park-and-ride lot in the event that future rapid transit plans for high speed commuter rail can include Miller Park. Establish pathway connections between the VA grounds and Miller Park.
Redevelopment Strategies	<ul style="list-style-type: none"> Encourage renovation of multi-family rental units to multi-family owner-occupied units where feasible. Provide appropriate funding for the maintenance of public spaces, boulevards, and streetscapes. Create safe access points to the Midtown Center that accommodate pedestrians and bicyclists. Encourage signage and way-finding elements that identify public access the Center from surrounding neighborhoods. Extend a “Park Once” strategy to the entire Midtown Triangle district, where customers can park once and walk to any business within the district. Support the establishment of Midtown Center as a significant transit destination. Over time, make the entire Midtown Triangle district a walkable “retail village” with amenities similar to Old Orchard in Chicago or Bayshore in Glendale. 	<ul style="list-style-type: none"> Allocate sufficient funds for maintenance and improvement of public spaces and streetscape elements. Create safe pedestrian and bicycle access points to the Park. Continue to support the transit connections from Miller Park to the seven-county metro area. Consider use of parking area as a transit stop and park-and-ride lot in the event that future rapid transit plans for high speed commuter rail can include Miller Park.
Actions	<ul style="list-style-type: none"> Continue to recruit businesses for infill and other redevelopment opportunities that contribute to the existing retail mix. Add amenities and public art that enhance the district. Install enhanced landscaping and streetscaping along the rights-of way of all corridors surrounding and intersecting Midtown Center. Focus on “greening” strategies that not only enhance environmental and public health within the district, but also provide a significant aesthetic improvement for the area. Work with property owners to identify opportunities for clustered facade and streetscape improvements. 	<ul style="list-style-type: none"> Explore partnerships between Miller Park, surrounding neighborhoods, and local artists to improve public spaces, gateway entrances, and boulevards. Continue use of Helfaer Field for youth baseball/ softball, as well as other community public relations and outreach events. Continue the community programs of Brewers Charities.

	Veteran's Administration District	State Fair District
Use Policies	<ul style="list-style-type: none"> Ensure the continuation of uses on the VA grounds, and discourage the development of VA land for incompatible uses. Seek grant funding to maintain the existing uses and facilities throughout the district. 	<ul style="list-style-type: none"> Promote infill development where feasible and compatible with existing uses/activities at State Fair Park. Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees.
Form Policies	<ul style="list-style-type: none"> Continue to support preservation of individual buildings and the configuration of buildings as a district. Also, preserve historic artifacts that are part of the site. Preserve and maintain natural landscaping in the area, and continue efforts to incorporate open space features that cater to visitors. Improve the "street appeal" of the VA grounds along National Ave. Establish strategies for funding continued historic preservation efforts on the grounds. Prohibit new surface parking in the district. Improve public rights-of-way to include space for pedestrians and bicycles. 	<ul style="list-style-type: none"> Reinforce streetscapes that slow traffic around and within State Fair Park. Create less paved surfaces for the district overall (internal and external) and add more green space for shade, sitting areas, gathering places, and public art within State Fair Park. Focus heavily on adding landscaping to the vast parking area surrounding State Fair Park. Continue to encourage shared parking for Park visitors and park and ride users. Improve the public right-of-way to accommodate pedestrians and bicyclists.
Redevelopment Strategies	<ul style="list-style-type: none"> Encourage preservation and renovation of all structures in the district. Create safe access points to all trails and parkways. Encourage signage and way-finding elements to direct the public through the grounds. Find ways to increase recognition of the district as a historic site. For example, guided walking and audio tours such as those provided by the National Parks Service. 	<ul style="list-style-type: none"> If realignment of I-94 creates an additional development site, consider redevelopment opportunities (other than additional parking) that would capitalize on its location and proximity to the I-94 freeway corridor, as well as the Park. Provide adequate funding for the maintenance of public spaces, boulevards, and streetscape elements.
Actions	<ul style="list-style-type: none"> Establish meetings on an as-needed basis between the VA, local Aldermen, City departments, and other parties as required to resolve problems and opportunities of mutual interest. 	<ul style="list-style-type: none"> Continue to work to increase the number of year-round uses for the Park. Work with area businesses and the Park to explore partnerships for maintenance of public spaces and boulevards. Create safe pedestrian and bicycle access points that provide a connection between adjacent housing and the Park. Coordinate with the City of West Allis and other stakeholders to determine appropriate strategies for redevelopment in and around State Fair Park.

	Milwaukee County Zoo District	Wisconsin Lutheran College District
Use Policies	<ul style="list-style-type: none"> Continue to support the Zoo as a public facility, open year-round, hosting a wide range of community events, with generous amenities and landscaping. Allow infill development on the northwestern portion of the zoo property along Highway 100 and Bluemound Rd. Maintain an open space buffer between any new development on the property and the boundaries of the zoo. 	<ul style="list-style-type: none"> Maintain campus as a private liberal arts college, with value-oriented Evangelical Lutheran focus on education and service opportunities.
Form Policies	<ul style="list-style-type: none"> Preserve and maintain natural landscaping in the area, and continue efforts to incorporate prominent open space features in any new developments. Continue to maintain high standards of habitat design for open (wild) and enclosed areas of the Zoo. Make updates and improvements for the good of the Zoo's inhabitants and visitors. Encourage pedestrian pathway connectivity along Bluemound Rd. leading to the zoo entrances. Highlight pedestrian crossings with landscape and streetscape elements, including bump outs, brick pavers, etc. Maintain and improve signage for the zoo along the Highway 100 and Bluemound Rd. 	<ul style="list-style-type: none"> Maintain campus environment that allows students and faculty to safely walk to destinations. Continue to make signage and wayfinding improvements to the campus. Create a controlled intersection and marked pedestrian crossing connecting WLC to the park and lagoon on the other side of Wisconsin Avenue. Reinforce streetscapes that naturally slow traffic to enhance the safety and aesthetics of campus thoroughfares. Preserve and maintain natural landscaping on campus, and continue efforts to incorporate open space features that cater to students, faculty, and area residents and employees.
Redevelopment Strategies	<ul style="list-style-type: none"> Continue to market the Zoo as a family-oriented destination for the Milwaukee area, serving both tourists and residents. Create safe access points to all zoo entrances and throughout the district. Encourage signage and way-finding elements that identify public access to parks, trails from surrounding neighborhoods. Focus on "greening" techniques to enhance the environmental health of the zoo parking area and the aesthetics of the lot. Install bioswales, pervious pavement along pedestrian walkways, and additional landscaping. 	<ul style="list-style-type: none"> Consider expansion of the college campus in a way that does not unduly disturb the residential patterns of the surrounding neighborhoods. Encourage the allocation of campus funds for the maintenance of public spaces, boulevards, and streetscape elements. Create safe access points from both campuses to all trails and parkways. Encourage signage and way-finding elements that identify access to parks, parkways, and trails.
Actions	<ul style="list-style-type: none"> Address public concerns regarding funding and privatization of the Zoo. Coordinate with the City of Milwaukee, the Milwaukee County Zoo, and other stakeholders to determine the appropriate strategies for potential development adjacent to the zoo facility. 	<ul style="list-style-type: none"> Continue promoting a high number of programs that can be enjoyed by both students, residents of the surrounding neighborhoods, and the community at large. Work with area businesses to explore partnerships for workforce development opportunities.

	Mount Mary College District	Westlawn District
Use Policies	<ul style="list-style-type: none"> Maintain campus as a private liberal arts college with a Catholic focus on education, emphasizing service and leadership. Continue enhancing liberal arts and technical degree programs that add to the range of career options for students. Continue public outreach as part of academic curriculum. 	<ul style="list-style-type: none"> Create a mix of uses that serves the local community and encourages growth and development of the surrounding neighborhoods. Attract new businesses to the area and design buildings to integrate Westlawn residents into the surrounding neighborhoods. Develop a mix of low income and market rate single-family housing to fit the area. Allow increases in density and transit-oriented design.
Form Policies	<ul style="list-style-type: none"> Maintain campus environment that allows students and faculty to safely walk to destinations. Reinforce streetscapes that naturally slow traffic to enhance the safety and aesthetics of campus thoroughfares. Reconfigure and add landscaping to large parking lots throughout both campuses. Preserve and maintain natural landscaping on campus, and continue efforts to incorporate open space features that cater to students, faculty, and area residents and employees. 	<ul style="list-style-type: none"> Reconnect street grid to integrate development with the existing network of streets and blocks. Employ community-oriented urban design features such as front porches and individual yards. Design for safety. Use Crime Prevention Through Environmental Design (CPTED) principles. If feasible, allow space for community gardens in proximity to Browning Elementary School.
Redevelopment Strategies	<ul style="list-style-type: none"> Preserve historic buildings and surrounding campus landscape and amenities. Encourage the allocation of campus funds for the maintenance of public spaces, boulevards, and streetscape elements. Create safe access points from both campuses to all trails and parkways. Encourage signage and way-finding elements that identify access to parks, parkways, and trails. 	<ul style="list-style-type: none"> Create a master plan to redevelop Westlawn by replacing the old “housing project” design with one that has 21st century appeal. Improve outdated shopping centers on Silver Spring Drive. Add commercial businesses that also serve the Havenwoods neighborhoods. Consider replacing the old brick residences along heavily trafficked Silver Spring Drive with businesses.
Actions	<ul style="list-style-type: none"> Continue active marketing and promotion of unique assets and attributes of academics and campus life. Work with area businesses to explore partnerships for workforce development opportunities. 	<ul style="list-style-type: none"> Review master plan concepts with stakeholders such as the City’s Housing Authority, Westlawn residents, area residents, businesses and property owners. Devise a redevelopment plan that covers all aspects of design and development. Include funding sources and cost estimates for construction of buildings and infrastructure. Consider a 2010 tear down of 56 housing units in Westlawn’s southeastern corner for a demonstration project. Consider moving displaced residents temporarily into renovated foreclosed houses in the surrounding area.

CORRIDORS

Corridors, as mentioned in the beginning of the chapter, are linear edges and connectors of neighborhoods and districts. Roads, railways, rivers, pedestrian trails, or parkways can constitute a “corridor,” and can be automobile-oriented, pedestrian-oriented, natural, and both large- and small-scale. West Side Corridors are categorized as Interstate Highway Corridors, Commercial Corridors, Neighborhood Arterials, or Environmental & Recreation Corridors. Eighteen corridors are highlighted in this section, which are further described below (4-12).

Interstate Highway Corridor

Interstate 94 traverses the southern portion of the West Side from east to west, and serves as a regional connection between the West Side area and surrounding municipalities. There are roughly six exits along Interstate 94 that fall within the West Side boundaries, impacting traffic counts and economic activity in the plan area.

On the western edge of the Interstate 94 corridor is the Zoo Interchange, which collects vehicles from Interstate 94, Interstate 894, Highway 45, and moves goods for commerce from the Fox Valley to Madison, Chicago to Minneapolis. As a consequence, the Zoo Interchange is the busiest interchange in the state. The Interchange is being considered for reconstruction by the Wisconsin

Department of Transportation; a preferred alternative has not yet been identified.

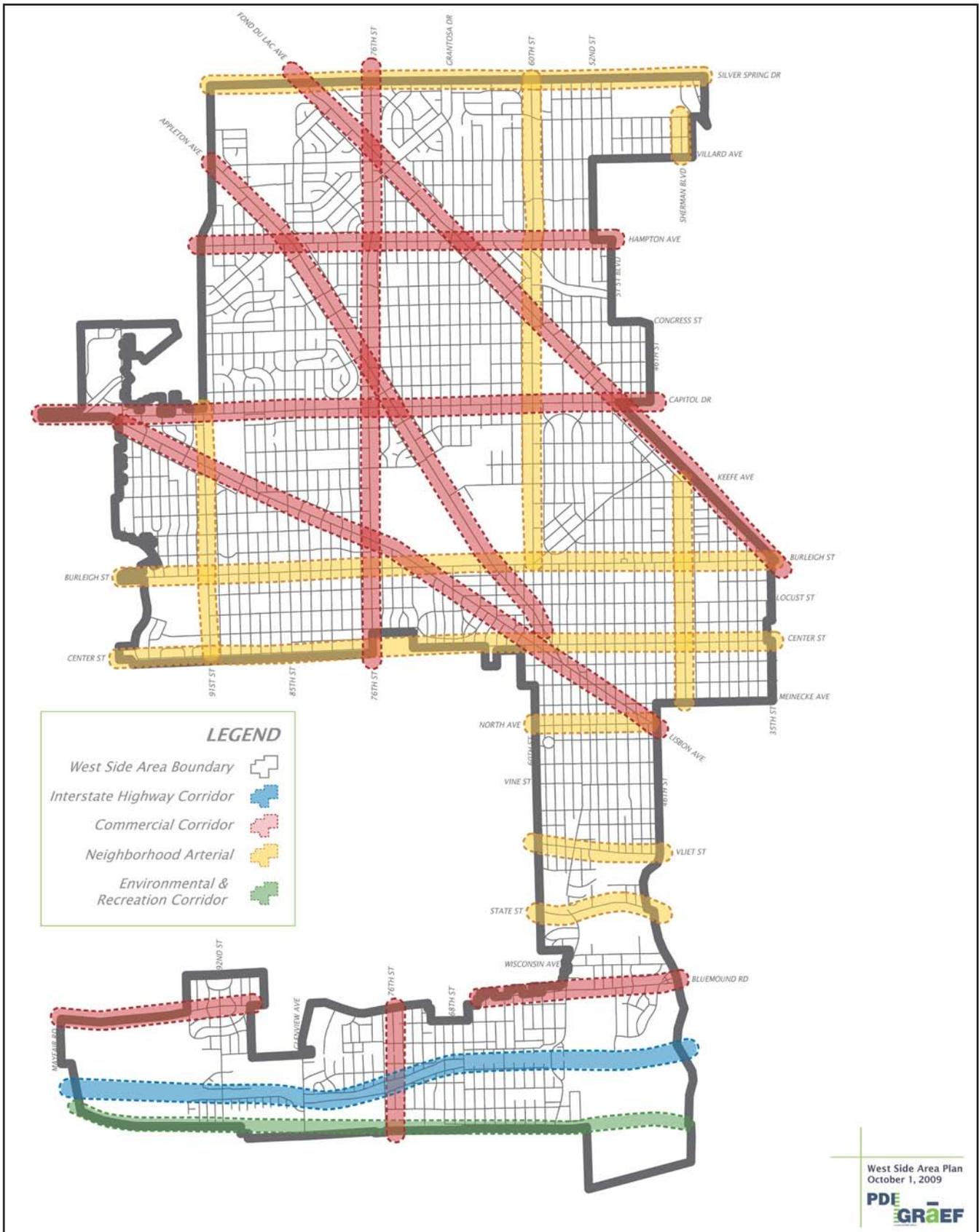
On the eastern edge, the Zoo Interchange corridor study boundary is 70th Street. The City of Milwaukee, in its resolution on the WisDOT Draft Environmental Impact Statement, requested that alternatives be considered that incorporate geometric improvements to improve safety but do not increase the number of lanes in the east leg in the City of Milwaukee.

Commercial Corridors

Commercial corridors in the West Side maintain a variety of retail, restaurant, office, institutional, and residential uses in a wide range of development patterns; e.g. neighborhood shopping districts made up of a collection of buildings on a shopping street; and strip malls with individual tenants, big box retail, fast food franchises, drive-up and drive-through establishments. These corridors support a wide variety of businesses that cater to customers traveling by car, bus, bike, and on foot. However, with the exception of older neighborhood arterials that were originally designed to be accessed on foot, the majority of West Side commercial corridors are not pedestrian friendly. In fact, the biggest threat to older neighborhood arterials (apart from absentee owners) is the encroachment of automobile-oriented development and oversized parking lots that eliminate the historic buildings and erase the sense of place that maintains their



Figure 4-12. Corridors in the West Side Area of Milwaukee.



appeal and keeps them viable as commercial districts. West Side commercial corridors generally are centered around wider roadways that are intended to accommodate higher traffic counts and increased speeds. Commercial corridors in the West Side area tend to be automobile-oriented, and many are state or county highways. West Side corridors include the following:

- 76th Street
- Appleton Avenue
- Capitol Drive
- Fond du Lac Avenue
- Hampton Avenue
- Lisbon Avenue
- West Bluemound Road

Because West Side corridors have been developed and redeveloped at different times over more than a century, they exhibit a range of overlapping development patterns and economic activity, not always in harmony of form or use. Building types range from local businesses in older main street areas to larger retail operations located in strip centers. Whether following an older streetcar route pattern of development or an auto-oriented commercial strip pattern, commercial uses are typically distributed in a linear pattern along these thoroughfares. Uses generally serve those traveling by automobile, although these uses are also served by transit. Limited bicycle access is available, and the need for traffic calming devices is apparent throughout most corridors. West Side corridors in general need to be more multi-modal in design to accommodate a greater range of vehicle and pedestrian users.

Neighborhood Arterials

West Side neighborhood arterials support local businesses, specialty shops, unique venues, and also offer numerous amenities for area residents and visitors. They provide opportunities for economic development, options for transportation, meeting locations for networking or other purposes, a “third place” for working residents, and most importantly, a sense of place. These amenities often cannot be quantified, but contribute significantly to the overall value of the arterials.

“I think we need to revitalize the Burleigh and Lisbon retail establishments--76th Street and west. Also, the look of some of the businesses is so outdated. I would like to see a renewed sense of community through local shops where neighbors could benefit.”

Resident Comment
West Side Plan Community Survey

Neighborhood arterials in the West Side area include:

- 60th Street
- 91st Street
- Bluemound Road*
- Burleigh Street
- Center Street
- North Avenue
- Sherman Boulevard
- Silver Spring Drive
- State Street
- Vliet Street

**Note: Some of the older unreconstructed sections of Blue Mound Road fit the neighborhood arterial category.*

West Side neighborhood arterials are mixed use corridors. Following a pattern typical of transit routes (old streetcar routes), they have clusters or nodes of commercial uses with housing interspersed. Because these arterials are part of the neighborhood and have a residential component, traffic calming is of particular concern. Even though neighborhood arterials may safely accommodate pedestrians and bicycles more so than the heavily trafficked commercial corridors (commuter routes), they still need to do a much better job of offering a friendly, safe and walkable environment for all ages and abilities.

“I like the beautification of the boulevards city-wide and would like to see a ‘Main Street’ feeling on the major thoroughfares.”

Resident Comment
West Side Plan Community Survey



Hank Aaron State Trail Environmental & Recreation Corridor

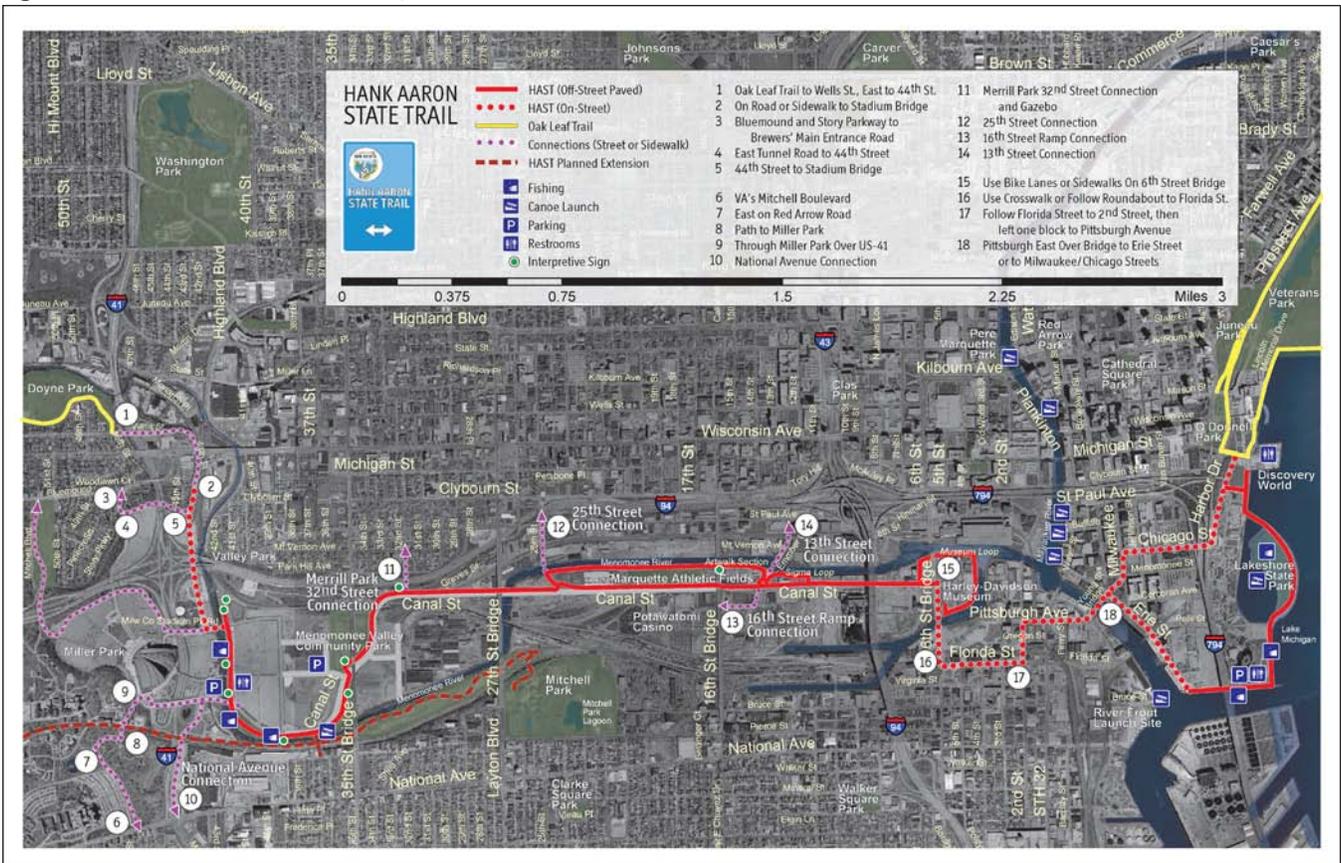
The Hank Aaron State Trail (Figure 4-13) was established as a collaborative effort between the Wisconsin Department of Natural Resources (DNR) and the Friends of the Hank Aaron State Trail. The Friends of Hank Aaron State Trail is a nonprofit organization dedicated to promoting, developing,

and maintaining the Trail. August 2009 marked the 10th anniversary of the Hank Aaron State Trail 5K Run/Walk.

The creation of the Hank Aaron State Trail along the Menomonee River through a former industrial valley provided a high-quality opportunity to combine recreation with environmental improvements. Its unique siting and design have been a spur to economic growth, making the Menomonee River Valley more of an industrial park in the real sense of “green infrastructure” or green network. As a natural resource and trail used by bikers, walkers, runners and skaters, it has also improved urban quality of life.

The Trail currently provides a 7-mile continuous connection via dedicated trails and marked streets between the lakefront and Milwaukee’s west end. The Trail starts at Lakeshore State Park near the Henry W. Maier Festival Grounds, meanders through the Historic Third Ward and Menomonee River Valley, past Miller Park, and ends in Doyne Park. Both ends of the Trail link to Milwaukee

Figure 4-13. Hank Aaron State Trail Map.



County's 96-mile Oak Leaf Trail, making it possible to bike from Lake Michigan to the Ice Age National Scenic Trail and Military Ridge State Trail.

The recent acquisition of a 5-mile former rail corridor by the DNR will eventually extend the Trail from Miller Park west to the Milwaukee-Waukesha county line. In 2010, construction will begin on the westerly extension of the Trail to 94th Place. At 94th Place, it will temporarily transition to on-street use to make the connection west to the Oak Leaf Trail. The new Trail will feature a new bridge over Hawley Road, redecked bridges, and asphalt pavement. When work is completed on the Zoo Interchange, the remaining off-road section of the Trail west of 94th Place will be completed out to Underwood Creek and the connection to the Oak Leaf Trail.

"Milwaukee is too focused on auto owners and their wants and needs. Living in an urban area, auto ownership shouldn't be considered a necessity. Improve public transportation. Be more walker friendly!"

Resident Comment

West Side Plan Community Survey

Points of interest along and adjacent to the Trail include Discovery World at Pier Wisconsin, Milwaukee Art Museum, Lakeshore State Park, Summerfest & Ethnic Festivals, Historic Third Ward, Historic Walkers Point, Harley-Davidson Museum, Potawatomi Casino, Marquette Playing Fields, Mitchell Park Domes, Miller Park, Menomonee Valley Stormwater Park, Soldiers Home Historic District, and the restorative peace of the Menomonee River.



	Interstate Highway Corridor	Commercial Corridors
Use Policies	<ul style="list-style-type: none"> Establish appropriate buffers between the interstate and residential areas abutting the corridor. Support higher-intensity development along the corridor that caters to high speed transit. 	<ul style="list-style-type: none"> Promote commercial, office, and institutional infill development on vacant parcels, and encourage concentrations of commercial development at major nodes. Allow and encourage shared parking for all existing parking lots and future developments. Limit large concentrations of multi-family units along all commercial corridors. Avoid concentration (more than three per block) of non-owner-occupied multi-family rental units along commercial corridors.
Form Policies	<ul style="list-style-type: none"> Continue to support designs that safely move traffic. Ensure that on-ramps and entrance areas to the interstate do not detract from bicycle and pedestrian circulation for surrounding areas. Continue to limit billboards and off-premise signs along the corridor. Continue the design aesthetic established for the Lake Freeway and the already reconstructed eastern sections of I-94, e.g. concrete finishes and colors, steel girders, columns, barrier walls. Incorporate public art where feasible, similar to the underpass connecting Winnebago and Fond du Lac at I-43. Green medians and embankments. Use wildflowers and native plants to add seasonal color. 	<ul style="list-style-type: none"> Preserve and maintain landscaping in all corridors, and continue efforts to incorporate open space features in all new developments. Consider opportunities for improving stormwater quality through the use of bioswales and alternative stormwater management. Improve access to civic places (e.g. the Capitol Library) for those traveling on foot and by bike/vehicle/public transit. Promote traffic calming devices (bump outs, landscaping, brick-paved crosswalks, etc.) in all corridors, particularly in areas that have transit stops. Bring all parking lots up to code, i.e., meet the landscaping and fencing requirements established in the City's landscape code.
Redevelopment Strategies	<ul style="list-style-type: none"> Explore the option of enhancing stormwater collection and retention along the interstate to prevent excess runoff from negatively impacting the storm sewer system. Consider pooling funds for the incorporation of landscaping features similar to that found in the Baltimore-Washington Parkway. Encourage "green" medians in areas that are raised. 	<ul style="list-style-type: none"> Encourage the formation of business improvement districts to manage economic, marketing, design and organizational issues for commercial districts and corridors. Encourage renovation or replacement of outdated malls and strip centers. Encourage renovation of multi-family rental units to multi-family owner-occupied units where feasible. Encourage on-site property management of all multi-family buildings. Create safe access points to adjacent neighborhoods. Encourage signage and way-finding elements that identify public access to parks, parkways, and trails.
Actions	<ul style="list-style-type: none"> Promote alternatives to the Zoo Interchange that incorporate geometric improvements to improve safety, but that do not increase the number of lanes in the east leg within the City of Milwaukee. 	<ul style="list-style-type: none"> Actively promote all corridors through creative branding and marketing techniques. Support the maintenance and expansion of transit.

	Neighborhood Arterials	Hank Aaron State Trail Environmental & Recreation Corridor
Use Policies	<ul style="list-style-type: none"> Encourage the continuation and expansion of vibrant business districts within all neighborhood arterials. Discourage non-commercial uses from locating in former commercial buildings. Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees. 	<ul style="list-style-type: none"> Allow small, low-impact commercial uses to be located along the edges of the corridor, particularly at intersections with neighborhood arterials. Review the quantity and quality of access points connecting the West Side area and the Trail.
Form Policies	<ul style="list-style-type: none"> Renovate and upgrade buildings to a high standard of architectural design. Require designs that prevent the automobile from further encroaching into pedestrian-friendly areas and rights-of-way. Improve the public right-of-way to include space for pedestrians and bicycles. Reinforce streetscape elements and pedestrian amenities that naturally slow traffic to enhance the safety and attractiveness of commercial corridors. Reconfigure and add landscaping to large parking lots. Encourage shared parking among retailers. Surface parking lots, garages and covered parking should be placed to the side or rear of buildings. Residential uses on neighborhood arterials should maintain a street-friendly appearance and avoid fences, walls and other visual barriers. 	<ul style="list-style-type: none"> Maintain and improve visibility to and within the Trail area. Preserve and maintain natural landscaping in the area, and continue efforts to incorporate open space features in all new developments. Create periodic rest areas along the trail, preferably at scenic locations. Incorporate public art where feasible and integrate with trail design and native plantings.
Redevelopment Strategies	<ul style="list-style-type: none"> Seek a Main Street mix of destination retail and local neighborhood-serving businesses that will effectively compete with nearby suburban malls and big box retail. Promote the reuse of vacant buildings and lots in commercial areas with uses that are appropriate to the arterial. Provide adequate funding for the maintenance of public spaces, boulevards, and streetscapes. 	<ul style="list-style-type: none"> Create safe access points to all trails and parkways. Encourage signage and way-finding elements that identify public access to parks, parkways, and trail from surrounding neighborhoods. Consider small, informal parking areas adjacent to major Trail access points to encourage visitors traveling by automobile to visit the corridor.
Actions	<ul style="list-style-type: none"> Work with local businesses to improve storefronts and street frontages. Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. Create safe pedestrian and bicycle access points that between neighborhood arterials and adjacent neighborhoods. 	<ul style="list-style-type: none"> Continue to actively promote the Hank Aaron State Trail as a regional connector and tourist attraction. Work with representatives from various destinations along the trail to create amenities and promote economic development activity adjacent to the corridor.