

Bronzeville Visioning Charette_2013

On Monday, December 16th, 2013 the Bronzeville Visioning Charette was held at the University of Milwaukee School of Architecture and Urban Planning. We began the day with a brief overview of the preliminary study and then launched into the charette process. Architects, developers, lenders, city officials, artists and numerous friends of Bronzeville were in attendance. Countless conversations were held and ideas were traded. At lunch time, all groups presented their initial proposals to the group before revising them with the feedback that they received. We finished the day with each of the six groups presenting their proposals to the overall group.



PARTICIPANTS

Alderman Coggs, City Staff
MLK Business Improvement District members, MLK Economic Development Corporation members
Milwaukee Public Schools
Local Developers | Gorman Group, Impact Seven, Maures Development Group, Vanguard Group
Local Lenders | LISC, Community Bank, Seaway Bank, Town Bank
Residents, Property Owners, Friends of Bronzeville, Local Artists, UWM Faculty

Project Overview

CLIENT

City of Milwaukee, DCD

CLIENT REPRESENTATIVES

Mayor, Tom Barrett
Alderwoman, Milele Coggs
Rocky Marcoux
Rhonda Manuel
DeShea Agee

Vanessa Koster
Greg Patin
Janet Grau

CDS STAFF

Aaron Loomans
Ben Penlesky
Amber Piacentine
Kristy Stelter
Andrey Veintimilla
Frank Zimmerman

CDS PROJECT ASSISTANT

Ryan Shortridge

CDS DIRECTOR

Carolyn Esswein

CDS was hired to oversee and direct a process of information gathering that led up to a visioning charette for the Bronzeville commercial area in Milwaukee's Bronzeville Commercial Corridor. This process involved revisiting past plans for the area and examining the success of similar districts across the nation. A series of Focus Groups were held to garner information and input from various parties including lenders, developers, City officials, artists and other interested parties. This information was then disseminated to six teams of architects that were assigned to six respective sites within the focus area of the project.

All of this work was in preparation for a day long charette that was held at the UW-Milwaukee School of Architecture and Urban Planning. Throughout the day, different teams generated ideas for the individual sites and then shared them with the larger group to receive feedback. Following the initial input, the architectural teams reworked their designs and represented them to the group for more feedback.

The information compiled in this report is the synthesis of this entire process, from initial information gathering to the final proposals that were generated at the charette. Recommendations and funding suggestions are potential ideas and not guaranteed by the City or landowners.

General Recommendations

Use commercial buildings to define street edges, corners, walkways, open space, and focal points.

Promote pedestrian oriented street frontage

Ban use of visible security measures (i.e. window grates)

Incorporate public open spaces [4th and North Ave, Green roof on former Inner City Arts Council Building, adjacent America's Black Holocaust Museum]

Eliminate signs of blight

Encourage rehabilitation and historical restoration

Establish design guidelines that follow the best practices in urban design and promote a district identity

Provide year-round entertainment venues

Promote mixed use development



Bronzeville_Milwaukee WI

Targeted Concepts

Support the construction of the Bronzeville Cultural Center

Redevelop Brooks Plaza and portions of adjacent parking lots

Support construction of proposed entertainment project at I-43/ North Ave/ 7th St

Enhance Milwaukee Urban League headquarters building for workforce education.

Develop MLK and North Ave intersection as a retail cluster and transit node

Promote sit-down restaurants, Theaters, Cultural institutions, Taverns, Artist Studios and broadcasting facilities

Create a cultural center in Garfield Elementary School



Garfield School_Milwaukee WI



Riverwest Radio_Milwaukee WI

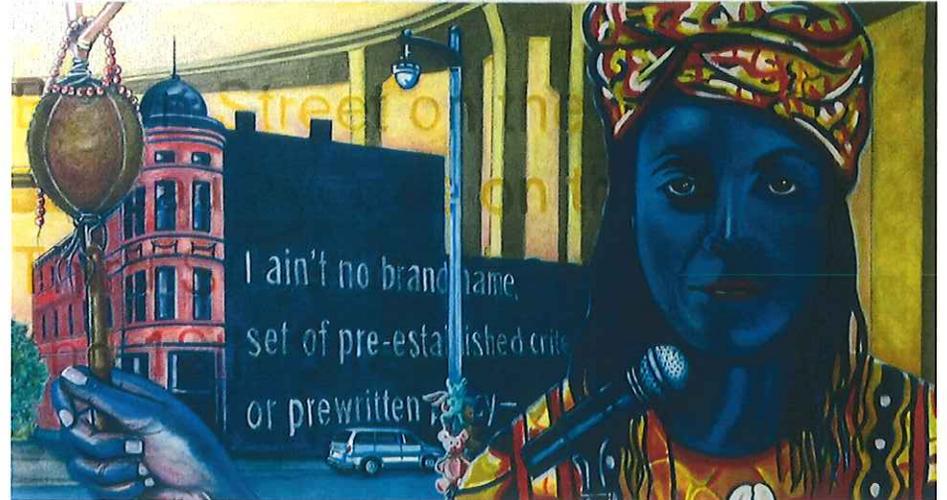
Emphasis On Artists

Create open markets and unique shops that are affordable for small business owners

Build art galleries, public theaters, and performance areas

Develop spaces for artists to live and work in the district

Fund public art installations



“Blanche”_Mutope Johnson, Milwaukee, WI



Public Interactive Art_Ontario Canada

Streetscape Design

Project a strong industrial feel through the use of metals (brass, copper, iron)

Support artist mosaics created with ceramics, glass, stones, and tiles

Create a “Walk of Fame” on the sidewalk commemorating key Wisconsin African-Americans

Design decorative crosswalks

Promote public art on benches, trash cans, bus shelters, and signage

Encourage a diversity of lighting opportunities



Hollywood Walk of Fame_Los Angeles CA

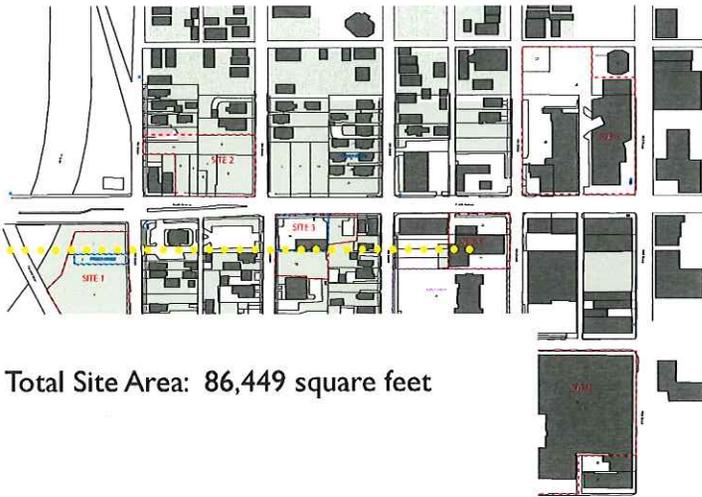


Crosswalk with paver rumble strip_Paris, France

SITE 4_Garfield School

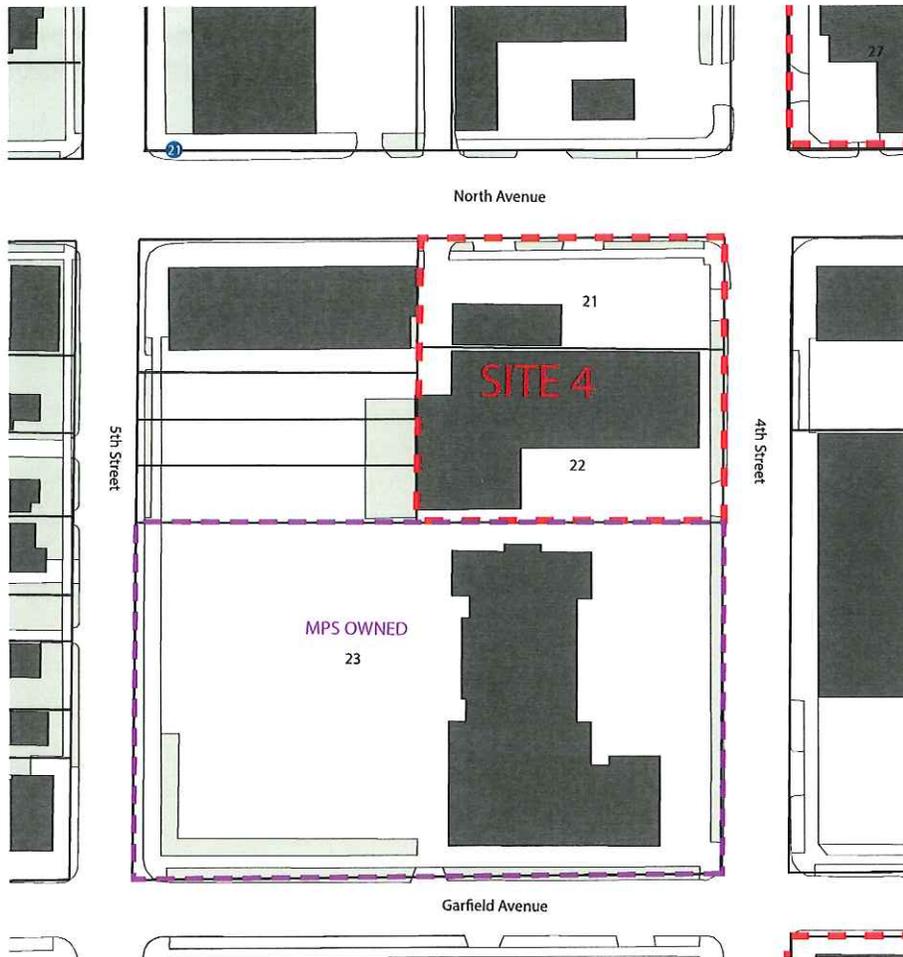


from North Ave



Total Site Area: 86,449 square feet

SITE 4_Garfield School



North



East

Focus Group Comments

1. Reuse for housing with a public use component.
2. Create a connection to North Avenue.
3. Shared parking lot that serves the larger district, not only the tenants of the school.
4. Neighbors to the south may limit the type and/or uses of the parking area.
5. Auditorium and Gym on top floor – technology and space may not be appropriate for some modern day performances.

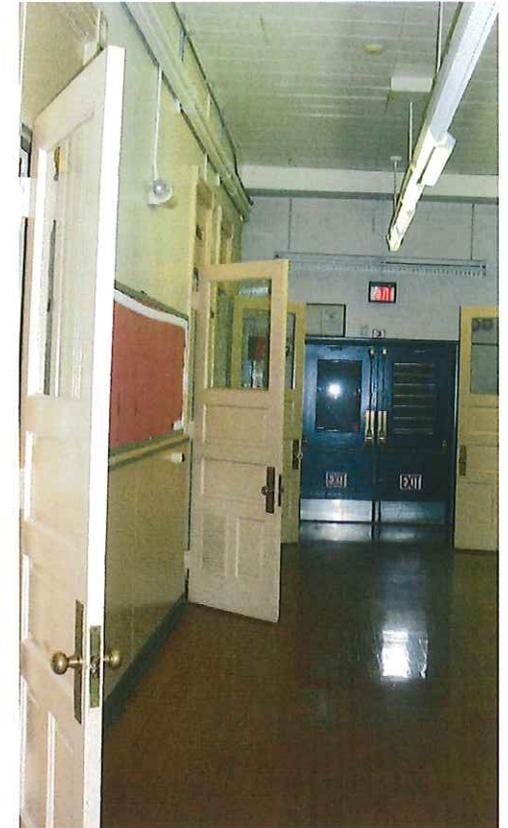
Charette Program Requirements

1. Housing and cultural center. Cultural center needs to be equivalent in size to a full floor and have public access.
2. On-site shared parking, serving the larger district.
3. New development along North Avenue, possibly with a public space.
4. Cultural art element.
5. Funding options

Site 4

Number	Owner	Zoning	Parcel Size (sf)	Building Area (sf)
21	City of Milwaukee Redevelopment Authority	LB2	7935	0
22	City of Milwaukee Redevelopment Authority	LB2	15415	0
23	City of Milwaukee MPS	RT4	63099	0

SITE 4_Garfield School



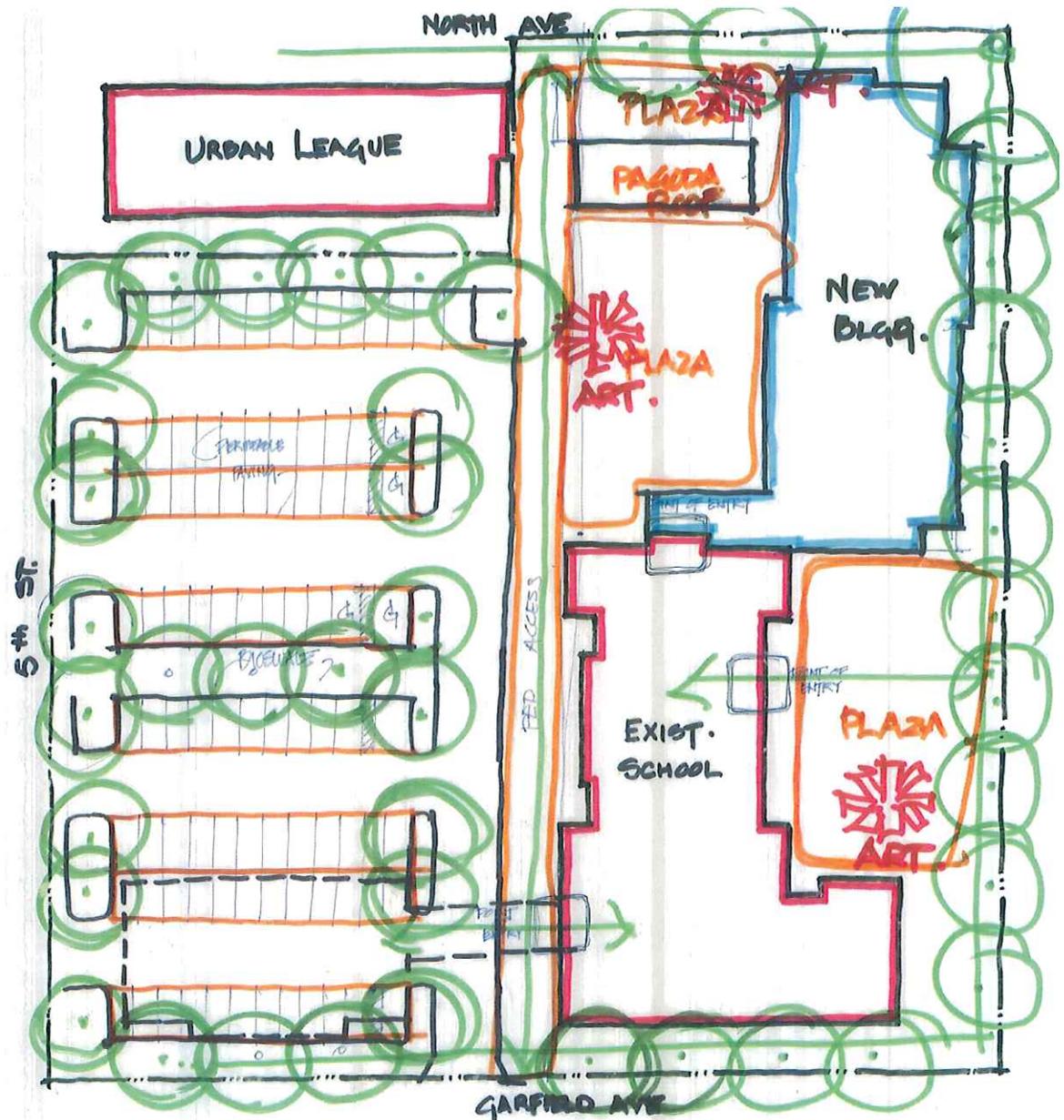
This page: Interior shots
Next page: East Elevation

SITE 4_Garfield School

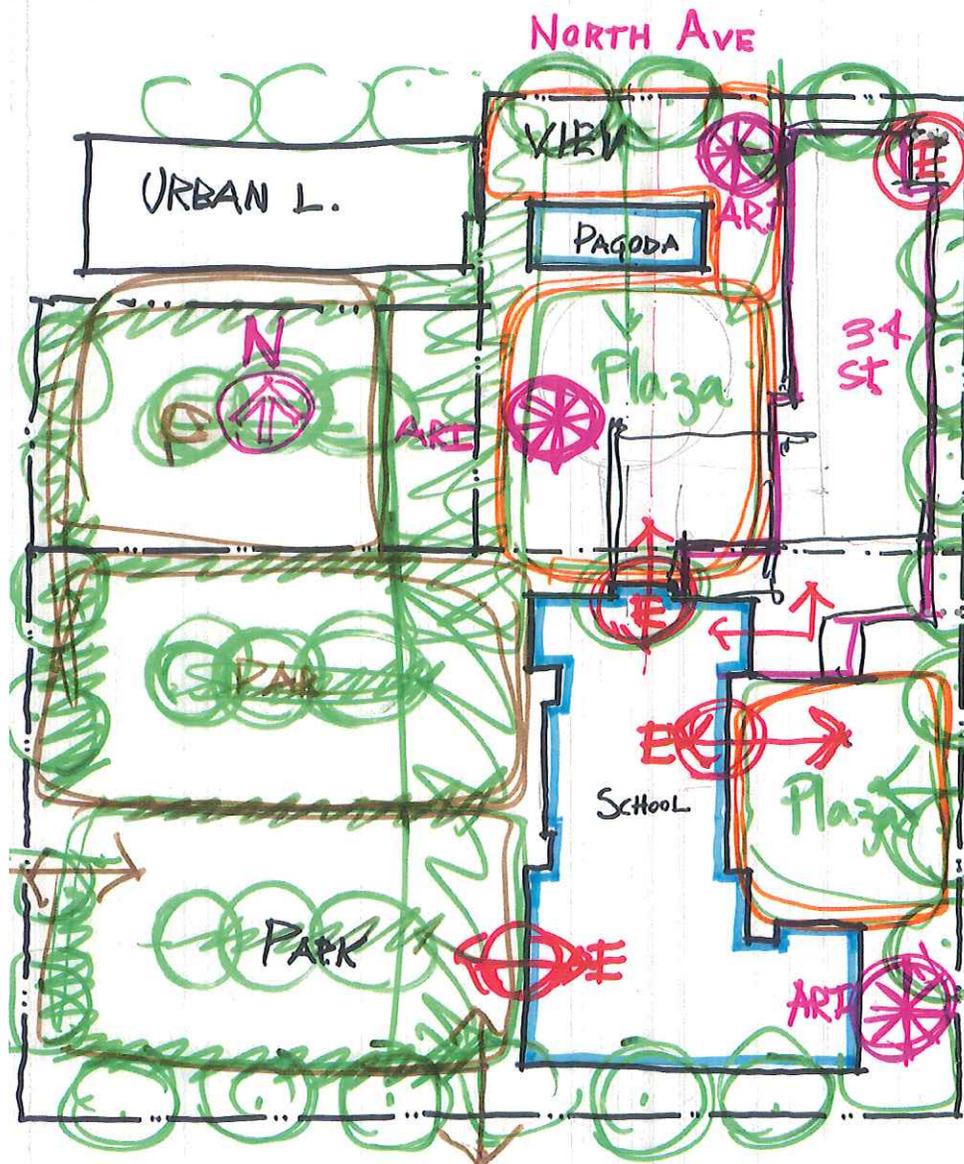


SITE 4_Garfield School Quorum Architects

This development features a cultural and creative destination, combined with housing. Cultural uses could include music, theater and arts. The team proposed reusing the existing school building to generate revenue and to reuse the pagoda structure on the north side of the site as an outdoor structure. Parking could integrate stormwater management into the site. Two public plazas on the site would draw people into the building and through the spaces. Artist housing was proposed as the primary residential component.

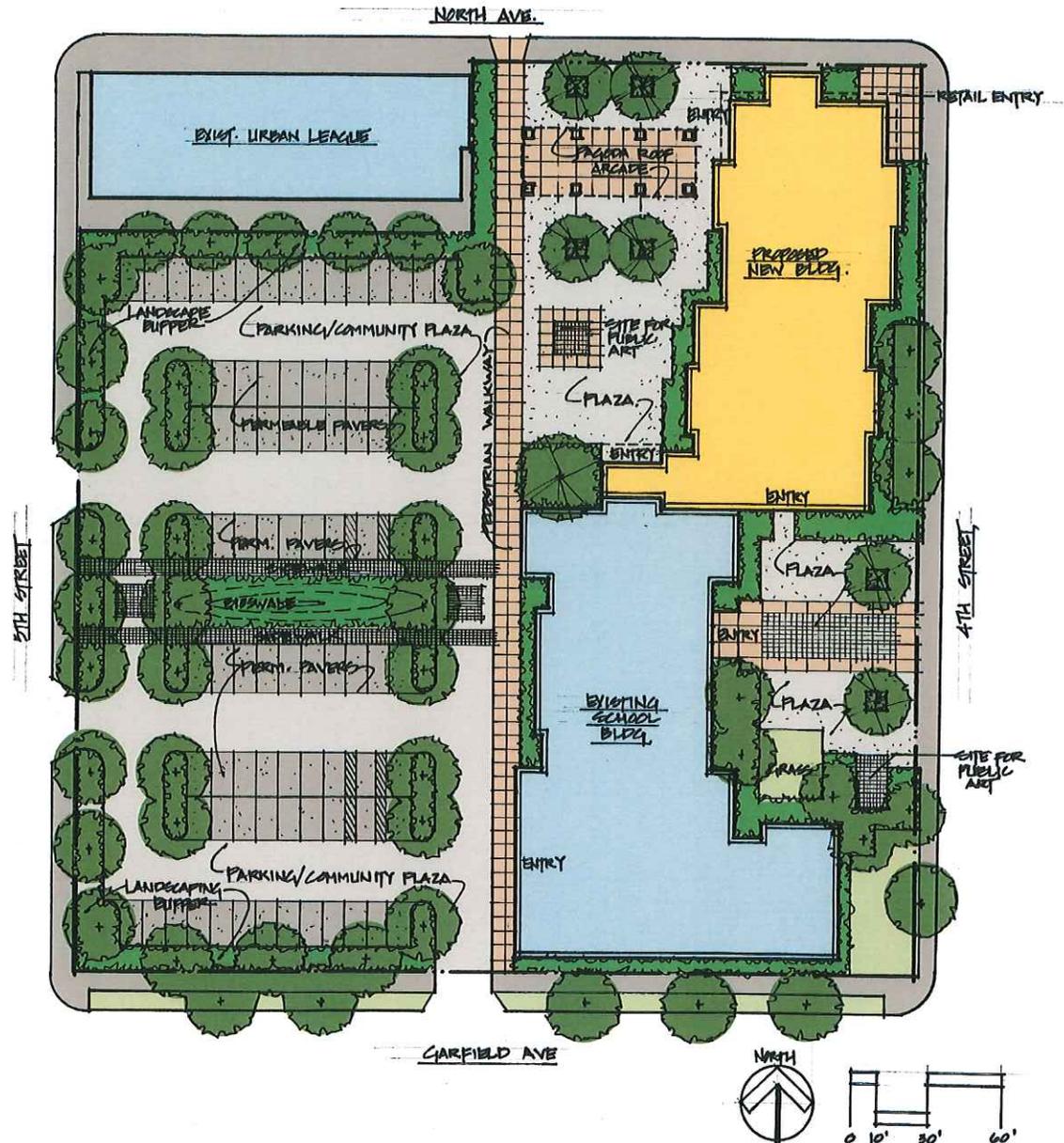


SITE 4_Garfield School Quorum Architects

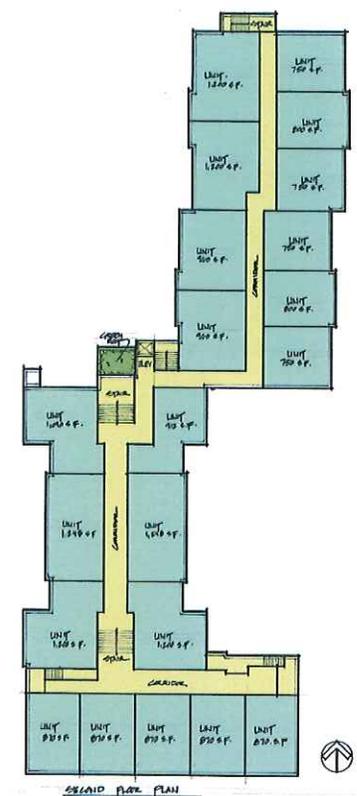
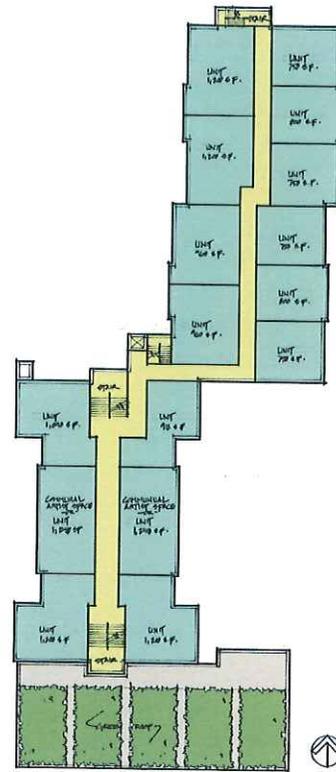
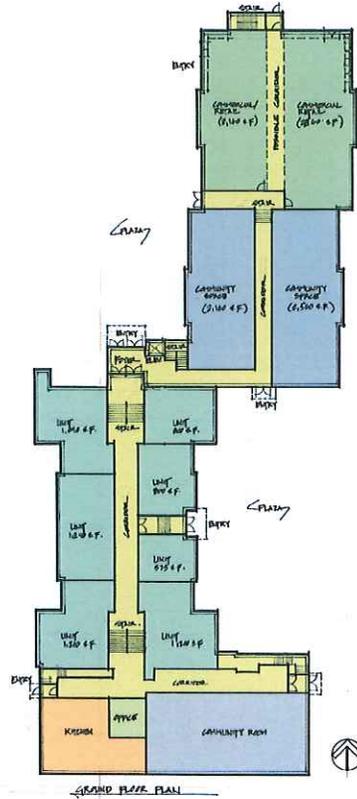
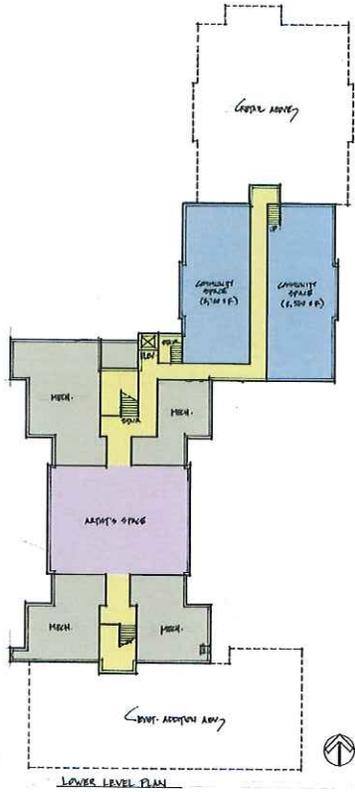


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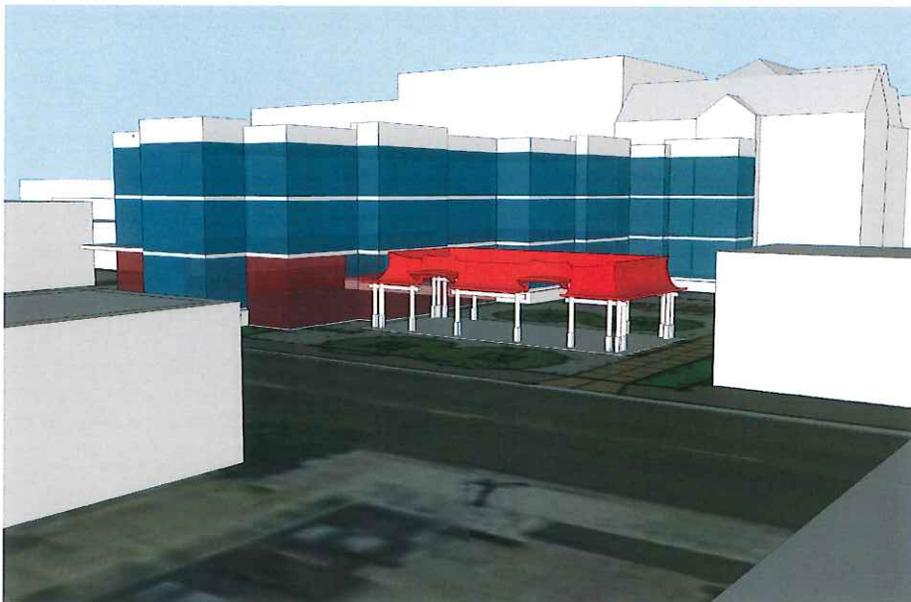
A cultural use and community space that serves local artists and residents creates an amenity for the neighborhood. Reusing the historic building as residential was well received, providing housing choices within walking distance of the commercial corridors. A public plaza at the northeast corner would draw people into proposed ground floor retail space and activate the corner. The existing pagoda helps to identify the public space, while creating separation from the street. Parking is divided to allow for separate spaces, including stormwater management.



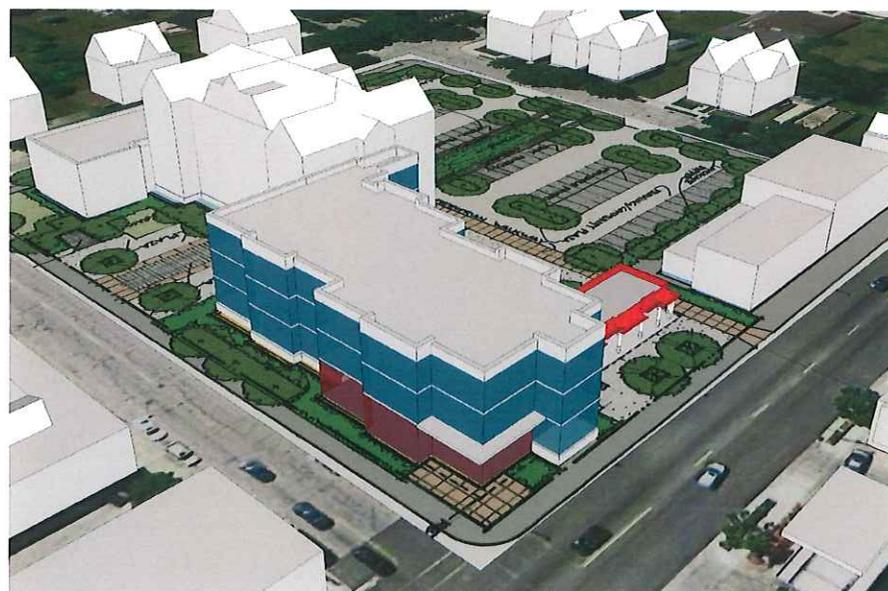
SITE 4_Garfield School Quorum Architects



SITE 4_Garfield School Quorum Architects



The new building is distinctly different from the historic Garfield School structure. The pagoda structure has been converted into an outdoor building, though it's iconic roof-line has been retained and serves as a gateway to the site. Tax credits and market rate housing could fund this development.



SITE 4_Garfield School Quorum Architects

