

## Chapter 4: Strategic Actions and Initiatives

### 4.1 Value and maintain the social and economic diversity of Walker's Point.

**4.1.1 Identify opportunities for creative placemaking, beginning with the 5th/6th/National Creative Corridor. Work with Walker's Point Association, Greater Milwaukee Committee, Arts@Large, Department of Public Works and other stakeholders to identify, develop options and funding, and implement opportunities.**

**4.1.2 Review development policies overall for consistency with community goals for economic and social diversity.**

*4.1.2.1 Keep historic mixed use, e.g. walk-to-work neighborhoods that incorporate a range of uses to serve the neighborhood residents. The character of those areas of the neighborhood that are made up of predominantly single family and duplex homes should be preserved.*

*4.1.2.2 Keep mixed uses in adaptive reuse of older buildings, e.g. residential, commercial, "makerspace" or product design and assembly, light manufacturing.*

*4.1.2.3 Support building projects that create a high-density high-amenity urban environment open to a range of lifestyles.*

*4.1.2.4 Support building projects that create an "Innovation Initiative" form of academic/industry/design collaboration and cross-fertilization.*

*4.1.2.5 Support building projects that create affordable housing for communities--intentional housing, shared housing cooperatives, veteran's housing, etc.*

**4.1.3 Continue to review current zoning for consistency with goals for economic and social diversity.**

*4.1.3.1 Keep Industrial-Mixed (IM) zoning category for most of Walker's Point for mixed use blocks, tech companies, design/build studios, buildings that include live/work/sell units, makerspace co-ops, and shared work environments for a range of entrepreneurs.*

*4.1.3.2 Keep Industrial-Heavy (IH) zoning category for heavy industry that requires spatial isolation due to nuisance factors or proprietary/legal issues. Note: Land planning for the Harbor District Initiative will help to identify which sites need isolation and what is sufficient for isolation purposes.*

*4.1.3.3 Consider overlay district zoning where it furthers the planning goals of the Walker's Point neighborhood.*

*4.1.3.4 In conjunction with the Harbor District Initiative, do a waterway plan for the area. Also, consider a zoning overlay to implement the recommendations of that plan.*

*4.1.3.5. Implement zoning strategies to encourage shared, multistory parking in lieu of surface parking lots.*

## 4.2 Keep Walker's Point affordable and sustainable.

### 4.2.1 Develop a strategy to help owners rehabilitate their buildings.

*4.2.1.1 Continue to pursue currently available financial strategies in addressing the needs of commercial, industrial and mixed use property owners--rehab loan programs, facade grants, "white box" and city Retail Investment Fund (RIF), etc. For more program information, go to: [city.milwaukee.gov/BusinessToolbox](http://city.milwaukee.gov/BusinessToolbox); [city.milwaukee.gov/WhiteBox](http://city.milwaukee.gov/WhiteBox); [city.milwaukee.gov/Facade](http://city.milwaukee.gov/Facade); or speak to a member of the city's Commercial Corridors Team at 414-286-0793 or 414-286-5617.*

*4.2.1.2 Investigate funding mechanisms for affordable cooperative work spaces and buildings.*

*4.2.1.3 Support property owners who seek state and federal historic tax credits and other funds such as WHEDA's Low Income Housing Tax Credits (LI-HTC), in doing projects that benefit Walker's Point.*

*4.2.1.4 Carry out tailored outreach and marketing of City of Milwaukee programs that allow existing Walker's Point owner occupants to make needed repairs to their homes, particularly the STRONG Homes Loan Program. For*



*the NIDC Homebuyer Assistance Program, go to [milwaukee.gov/HBA](http://milwaukee.gov/HBA). For the Housing Resource Guide and Vacant Lot Handbook, go to [milwaukee.gov/STRONG](http://milwaukee.gov/STRONG). To receive monthly e-newsletter and updates by email, sign up at [milwaukee.gov/Enotify](http://milwaukee.gov/Enotify). Or call the Neighborhood Improvement Development Corporation (NIDC) at 414-286-5608.*

### 4.2.2 Green Walker's Point.

*4.2.2.1 Enlist the help of local architects and landscape architects to find sufficient green space for residents: plazas, pocket parks, cafes with a green border, planters, green screen walls, urban gardens, bioswales, etc.*

*4.2.2.2 Identify locations that could be developed as additional play areas for children (including rooftops).*

*4.2.2.3 Use green elements to define major traffic arteries, e.g., South 5th Street, South 6th Street, National Avenue, South 2nd Street.*

*4.2.2.4 Incorporate permeable paving and other "green" features in design of streets and parking areas. For more ideas about sustainable development, go to [city.milwaukee.gov/ReFreshMKE](http://city.milwaukee.gov/ReFreshMKE). For MMSD funding sources for green roofs, bioswales, rain barrels, etc., go to [www.mmsd.com](http://www.mmsd.com).*

**4.2.2.5 Consider a redesign of the 6th Street roundabout that would better accommodate cyclists and pedestrians, and better configure the green space created as a neighborhood park (rather than leftover or remnant spaces).**

### **4.2.3 Implement recommendations of parking study (GRAEF). See Appendix 6.1 for full study.**

#### **4.2.3.1 Emphasize shared parking.**

In the short-term, perceived parking supply shortages can be solved by increasing the efficient usage of existing off-street parking lots. Specifically, every existing parking lot and individual space should be studied to determine the opportunities for shared parking and maximum 24/7 use. For example, if Bradley Tech parking lots (Milwaukee Public Schools) were available for public use during non-school and school event hours, that might help alleviate parking pressure on the neighborhood.

#### **4.2.3.2 Reduce unrestricted, on-street parking coupled with off-street parking solutions.**

To ensure long-term success of off-street parking, recommendations for shared parking and increased on-street parking restrictions (i.e. parking meters, parking time limits) need to occur, particularly in commercial areas.

#### **4.2.3.3 Support integrated parking structures before freestanding parking structures.**

Integrated parking structures (parking structures that are integrated within a larger building or a complex of several buildings) not only serve new, expected users (like a new apartment building serves its residents or a new office building serves its tenants)-they also provide additional spaces that serve neighborhood activity generated by a larger, general population of users. Based

upon existing supply and demand, the creation of an integrated parking structure should occur within the northeast area of Walker's Point where the greatest addition of residential units and new commercial activity is taking place.

#### **4.2.3.4 Balance parking to fit the needs of the larger district.**

Parking solutions need to support the strong mix of land uses within Walker's Point, by a) eliminating or reducing the number of assigned, off-street spaces, b) pricing on-street parking appropriately or in keeping with established patterns of demand (e.g. daytime and nighttime rates, dynamic pricing) and c) incentivizing alternative transportation modes (e.g. free bicycle parking spaces, the addition of Bublr Bike-share stations).

### **4.2.4 Continue the Milwaukee Riverwalk Initiative on the Walker's Point (south/southwest) side of the river.**

**4.2.4.1 As the river edge is developed, create a continuous riverwalk that meets the Milwaukee RiverLink Guidelines and the design standards of the Site Plan Review Overlay District.**

**4.2.4.2 Use stub ends (public streets that end at the river's edge) and unnamed city rights-of-way to create public access points. For more on this topic, go to Chapter 5 Catalytic Projects, Section 5.3, Item 5.3.1.11.**



**4.2.5 Support the Harbor District Initiative (overlapping the Port of Milwaukee Redevelopment Project area) in the following actions.**

*4.2.5.1 Conduct a stakeholder-driven planning and visioning process for The Harbor District.*

*4.2.5.2 Restore the district's full potential as a green sustainable economic hub that serves industries throughout the state and the world.*

*4.2.5.3 Identify critical sites in need of brownfield remediation.*

*4.2.5.4 Bring together local, state, and federal government efforts, private sector interests, and the local community to achieve a world-class revitalization of this area for the benefit of the City and the Region.*

*4.2.5.5 Set a new standard for how waterfronts "work" environmentally, economically, and socially. Note: Over the next 18-24 months (2015-2017), the Harbor District Initiative will conduct a planning process to "engage a broad array of stakeholders in crafting a*

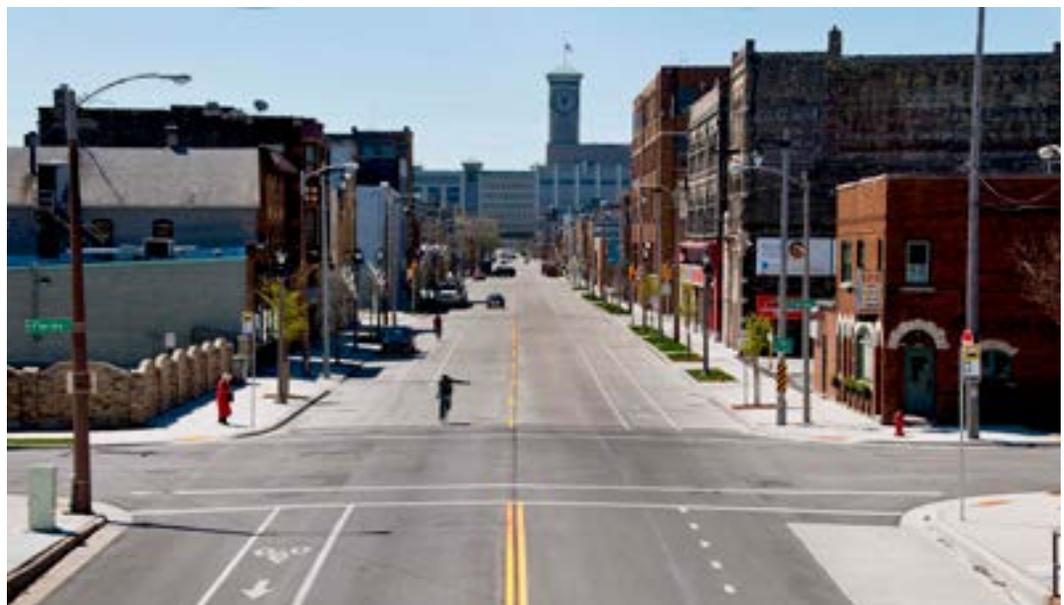


*vision for the area, and begin to build momentum and marshal resources to implement the vision." This process will align with other planning for Walker's Point.*

**4.2.6 Evaluate criteria and support for historic district focused on South 2nd Street.**

*4.2.6.1 Conduct a preliminary study to determine a boundary and a critical mass of buildings that would merit the creation of either a National Register Historic District or a Local Landmark District, or both.*

*4.2.6.2 Hold meeting(s) with property owners to discuss the benefits and broader results of creating a local historic district.*



## 4.3 Make Walker's Point a more walkable and bikeable community.

**4.3.1 Create stronger, walkable and bikeable connections on major east-west streets (Pittsburgh, Florida, National and Washington) and north-south streets (1st, 2nd, 5th and 6th Streets) in Walker's Point. Implement appropriate traffic calming where feasible. For more on this topic, go to Chapter 5 Catalytic Projects, Section 5.3.**

*4.3.1.1 Connect in an identifiable way the major alternative transportation corridors/routes that converge in Walker's Point (Hank Aaron State Trail, Oak Leaf Trail, the Kinnickinnic River Trail, the Milwaukee Riverwalk and the proposed Milwaukee streetcar route (future extension along South 1st or 2nd Streets) to the street grid in Walker's Point with wayfinding or streetscape treatment. For more on this topic, go to Chapter 5 Catalytic Projects, Section 5.3.*

*4.3.1.2 Reinforce trail/riverwalk connections (and district identity) with a combination of artistic wayfinding, graphic markers/insignia, and public art that carries through to building elements, sites or public rights of way. For example, a color-coded bikeway with graphic markers/insignia can provide valuable wayfinding.*



*4.3.1.3 Make a stronger, more visible connection via a pedestrian bridge from the Hank Aaron State Trail at the Harley-Davidson museum to the MMSD parking area or to the Reed Street Yards plaza, continuing to the principal streets (Pittsburgh, Florida, Virginia) that provide a pedestrian and bicycle trail to the Milwaukee Riverwalk, Oak Leaf Trail, Kinnickinnic River Trail, and the future streetcar route extension.*

**4.3.2 Identify streets in Walker's Point where the public right-of-way could work for complete street design that will accommodate transit routes, bicycle lanes, automobiles, pedestrians, streetscape, and parking, such as National Avenue, South 5th and South 6th Streets (creative corridor), South 1st or South 2nd Streets (potential streetcar extension route).**

*4.3.2.1 Work with local groups, the Department of City Development and the Department of Public Works to limit curb cuts on complete streets or streets that have a right-of-way that can be redesigned to incorporate rail or streetcar, bike lanes, bus lanes, automobile travel lanes, pedestrian zones and streetscaping.*

*4.3.2.2 Use appropriate traffic calming measures, e.g., right-of-way design, signage, graphic symbols, embedded pavers or pavement texture) on complete streets or potential complete streets to enhance safety and walkability.*

## 4.4 Encourage inventive and authentic businesses in Walker's Point.

**4.4.1 Implement a creative district or corridor for 5th/6th Streets and National Avenue (described further in Section 5.1 in Chapter 5 - Catalytic Projects).**

**4.4.2 Form organizational support for key commercial corridors (Business Improvement District, Community Development Corporation, Main Street organization or Merchant's Association). For more on this topic, go to Chapter 5 Catalytic Projects, Section 5.1 Creative Corridor, Items 5.1.2 and 5.1.3.**

*4.4.2.1 Consider the merits of forming a new business improvement district (BID), merchants' association or Main Street organization to assist in management of commercial corridors, e.g., marketing/promotion, property and other ongoing maintenance, streetscape enhancements, design guidelines and recruiting a balanced mix of "destination" and neighborhood-serving businesses.*

*4.4.2.2 Identify best type of marketing and improvement group or merchants' association for South 5th Street, South 2nd Street, Florida Street and National Avenue.*



*4.4.2.3 Walker's Point Association should, if possible, fund a position to provide organizational support for the commercial corridors.*

**4.4.3 Introduce more neighborhood-serving businesses that draw customers from Walkers Point, Third Ward, Downtown, Bay View and markets to the north, south and southwest (e.g. the future full-service grocery store within the new Freshwater Plaza at South 1st Street and Greenfield Avenue).**

**4.4.4 Support a Walker's Point Innovation Initiative (described further in Section 5.2 in Chapter 5 - Catalytic Projects).**

*4.4.4.1 Working with stakeholders, identify cultural, physical and economic assets for the Walker's Point Innovation Initiative.*

*4.4.4.2 Using those identified assets, create real estate, entrepreneurial, and cultural asset maps. 4.4.4.3 Formulate both physical (building/site) and quality of life improvements to support the district.*

*4.4.4.4 Recruit businesses within industry clusters that will benefit from intellectual partnerships and proximity to other businesses within those same clusters.*

## 4.5 Improve the aesthetics of Walker's Point.

4.5.1 Repair and rehab older buildings.

4.5.2 Ensure that new buildings (updated or infill buildings) fit the historic context of Walker's Point. New buildings (updated or infill buildings) should add to or enhance, not imitate historic architectural styles.

4.5.3 Work with property owners to restore historic facades.

4.5.4 Upgrade security fencing. For example, chain link topped with barbed wire or concertina wire can be upgraded to modern security fencing including, architectural mesh on rail framework, welded steel wire, industrial palisade, etc.

4.5.5 Work with the railroads that currently cross through Walker's Point to improve the appearance and exterior surfaces of railroad bridges, and to make them gateway elements to the extent feasible.



4.5.6 Landscape parking lots (perimeter and interior). Improve paved areas with broken pavement, weeds, and replace bent or rusted chain link fencing--request support from Department of Neighborhood Services (DNS) if needed.

4.5.7 Clean up and secure any illegal dump sites or unmonitored lots that have attracted "junk piles."

4.5.8 Work with property owners to improve storefront windows in commercial districts. Seek to remove or reopen boarded up or blocked out windows, especially storefront windows at street level (unless they are boarded temporarily for security reasons).



## 4.6 Identify additional opportunities for public art.

4.6.1 If possible, through the Walker's Point Association, engage neighborhood stakeholders to identify opportunities for public art or other arts-related amenities. Identify both conventional and unconventional opportunities, e.g., retaining walls and building facades (with permission), green space, public rights-of-way (street and sidewalk areas) and infrastructure, with permission from DPW.

4.6.2 Enlist the help of Walker's Point artists and arts organizations to identify opportunities for public art.

4.6.3 Preserve and enhance signatory and notable structures, e.g. railroad bridges, silos, and other remnants of the industrial history of the area.

## 4.7 Continue to review ideas for “catalyst” or key opportunity sites.

4.7.1 Continue to review opportunities identified by the UWM SA-RUP Urban Development studio for Walker's Point (see Appendix 6.4). If possible, conduct a charette for those with greatest potential with local architects, artists, developers, investors, and key stakeholders from the Walker's Point community.

4.7.2 Continue to pursue redevelopment opportunity sites identified in Walker's Point public meetings, and as they arise.

4.7.2.1 *At the southeast corner of South 1st Street and Pittsburgh Avenue--create a multi-family residential development with parking on the lower level behind commercial.*



*4.7.2.2 Along East Florida Street, support or give priority to mixed use multi-family housing, live/work/sell co-operative housing, or co-housing intentional communities.*

*4.7.2.3 At the northwest block of 2nd Street and Freshwater Way--create a mixed-use building or complex serving as a gateway to the Reed Street Yards Eco-district.*

*4.7.2.4 At the property located at 822 South 2nd Street--seek blight elimination and redevelopment.*

*4.7.2.5 Purchase from city (with preference given to Walker's Point businesses and residents) and redevelop vacant and foreclosed properties in the area.*

*4.7.2.6 Redevelop former Esperanza Unida building at the southwest corner of 6th Street and National Avenue (process has been started, project is underway).*

*4.7.2.7 Develop oversized parking lots, e.g. South 4th Street and Virginia Street (MPS); South 6th Street and Bruce Street (Aurora).*

*4.7.2.8 Over time, seek redevelopment of low-density (non-historic) uses to higher density uses.*

**4.7.3 Review post-industrial sites and “functionally obsolete” warehousing and manufacturing buildings for potential as mixed-use renovations or new construction.**