

RESPONSIBLE PARTIES

Responsible parties for these catalytic projects include:

- City of Milwaukee Department of Public Works
- City of Milwaukee Department of City Development
- Milwaukee County Parks Department
- Wisconsin Department of Transportation
- Wisconsin Department of Natural Resources
- Menomonee Valley Partners
- Urban Ecology Center
- Private developers and property owners

TIMING

The design and engineering work for the Valley Passage is underway. The corresponding projects are expected to be finished in 2012. However, ongoing efforts will be required for the Silver City neighborhood to create a synergy between the area and the Valley.

CATALYTIC PROJECT #3 - CULTURAL, ARTS AND ENTERTAINMENT DISTRICT

LOCATION

The proposed project is generally bounded by the 6th Street corridor to the west, Virginia Street to the north, South 4th Street to the east, and Washington Street to the south.



EXISTING CONDITIONS

The area has architecturally significant structures including some that are historic and is located within the Historic Walker's Point neighborhood. The area already contains a concentration of ethnic restaurants, entertainment establishments and other businesses that draw people from the greater metropolitan area. Some of those establishments include: ethnic restaurants such as; La Perla, La Fuente, Botana's and Conejito's Place; the Council for Spanish Speaking, a Milwaukee Ballet school branch, and Bern Office Systems. Redevelopment is occurring to the north and east of this area. Additional development and redevelopment opportunities within this area exist on vacant and underutilized parcels.



Illustration by BMR Design Group

VISION

Create a cultural, arts and entertainment district that would promote Hispanic and other ethnic group businesses and cultural facilities within a concentrated area. The district would include a mixture of uses including arts, entertainment venues, retailers, restaurants, museums, cultural attractions, office space, public squares and limited residential uses. The creation of a dedicated nonprofit organization or business improvement district would be required to promote the development of the area.

RECOMMENDATIONS

Recommendations for this area include:

- Encourage the creation of a dedicated nonprofit organization to promote the development of this area and consider the creation of a Business Improvement District. The organization should confirm the area's identity, undertake marketing initiatives, promote business development, and develop a detailed redevelopment strategy.
- Fifth Street should be the main focal point of the district with a grouping of intense uses that activate the street front and enhance the pedestrian realm.
- Sidewalks along 5th Street should be extra wide where feasible to accommodate pedestrian traffic and store fronts should activate the street.
- Encourage a mixture of uses that bring people to the area all days of the week and during the day and night.
- The scale of new infill development should be compatible with the existing development. Building and storefront rehabilitation for 5th Street is also highly encouraged.
- Encourage signature redevelopment projects at the intersections of 5th and 6th streets with National Avenue through rehabilitation of the existing buildings with façade grants and other tools.
- Encourage a signature redevelopment project to the east of the 6th Street roundabout if the Coakley property becomes available for redevelopment.

RESPONSIBLE PARTIES

For the cultural/entertainment district to succeed a new nonprofit organization should form to oversee the revitalization of the area and to promote a desired mixture of uses within the district. A local organization such as the Hispanic Chamber of

Commerce in conjunction with local businesses and property owners could spearhead the formation of this group. Other responsible parties could include:

- City of Milwaukee Historic Preservation Commission
- City of Milwaukee Department of City Development
- United Community Center (UCC), Latino Performing Arts, Hispanic Chamber, Council for Spanish Speaking
- Local Initiatives Support Corporation (LISC)
- Private property owners, business owners and developers

TIMING

The momentum for a cultural, arts and entertainment district in this area already exists and efforts are underway to look at the formation of a potential business improvement district. As a result, efforts to formalize this area as a cultural, arts and entertainment district could begin immediately. This effort will require the coordination and involvement among multiple responsible parties to implement this project.

CATALYTIC PROJECT #4 - RIVERFRONT NODE PARKS AND RIVERWALK EXTENSION



NEAR SOUTH SIDE
AREA PLAN

LOCATION

This catalytic project extends along the Menomonee, Milwaukee and Kinnickinnic rivers and canals.

EXISTING CONDITIONS

The northeast side of the planning area abuts the Menomonee, Milwaukee and Kinnickinnic rivers and canals. The Riverwalk has been extended into the Fifth Ward where new developments have occurred. However, a large portion of the waterways in this area do not contain Riverwalk. Also, there is no current mechanism in place to preserve any areas along the river for public access or open space and there are limited parks and open spaces within the neighborhood.

VISION

This catalytic project is envisioned as a system of fingerlike park space nodes along the rivers and canals that are connected by Riverwalk. The nodes would generally be located where existing and future roadways terminate at the rivers and canals and at other designated places along the waterways. The nodes would provide new green space opportunities and provide public access to the water. They would also maintain and create view sheds to the waterways.

RECOMMENDATIONS

Recommendations for this catalytic project include:

- Develop a mechanism to preserve the space for river node parks prior to development occurring. When necessary, designated roadway stubs should be utilized for public open space purposes and maintained in a conservation easement.
- River node parks should be primarily landscaped areas that contain vegetation, grass and other natural plantings; hardscape should be limited. Other public amenities that activate the public realm such as benches, fountains, activity areas, outdoor recreational areas play equipment, public art and educational activities related to the natural environment are encouraged.