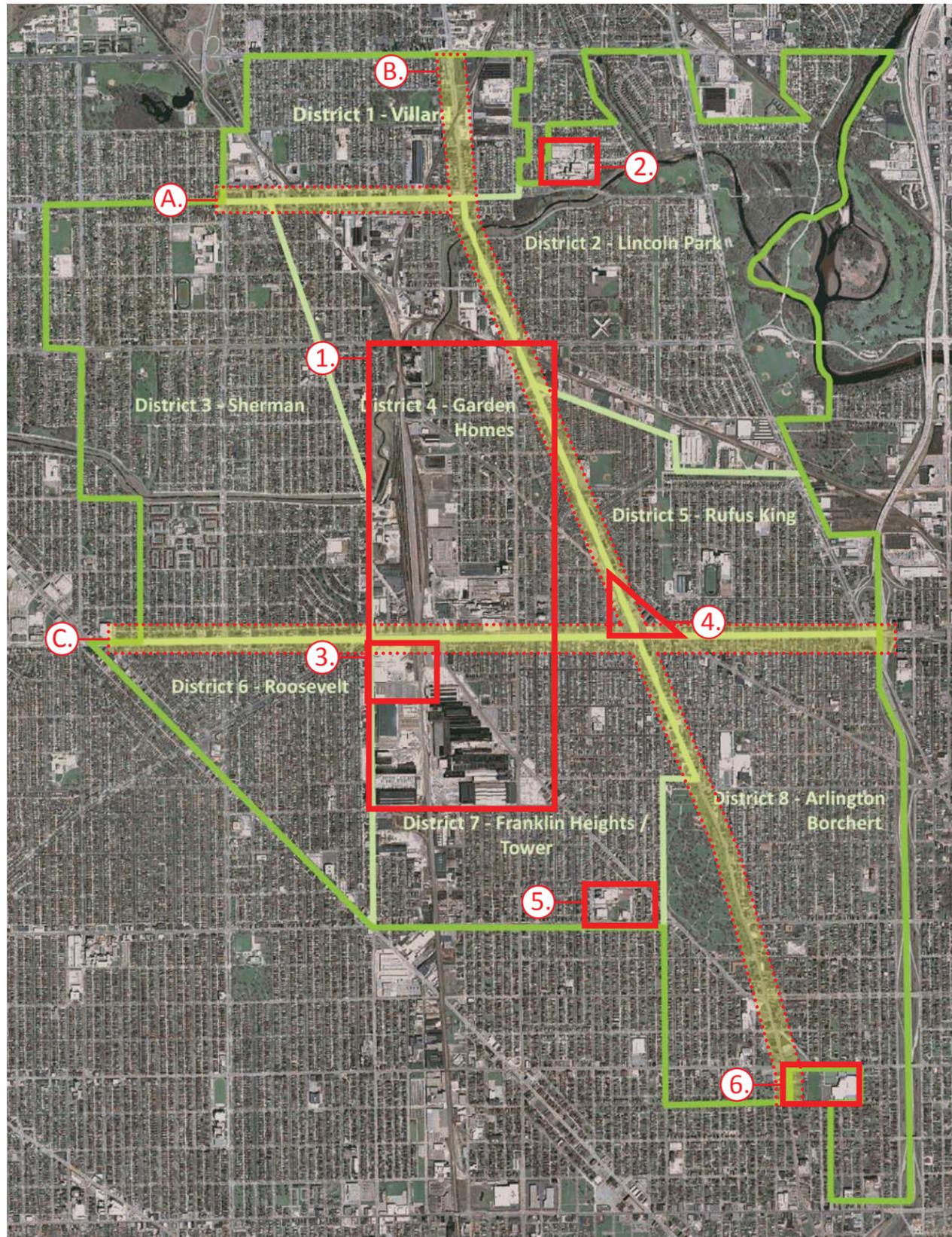


MILWAUKEE NEAR NORTH AREA PLAN

Submitted with: Walk Studio Civic Economics Celadon Caerulean Michael Fields Agricultural Institute





DISTRICTS

District 2 - Lincoln Park

- 1. Villard
- 2. Lincoln Park
- 3. Sherman
- 4. Garden Homes
- 5. Rufus King
- 6. Roosevelt
- 7. Franklin Heights / Tower
- 8. Arlington - Borchert

CORRIDORS

Corridor C

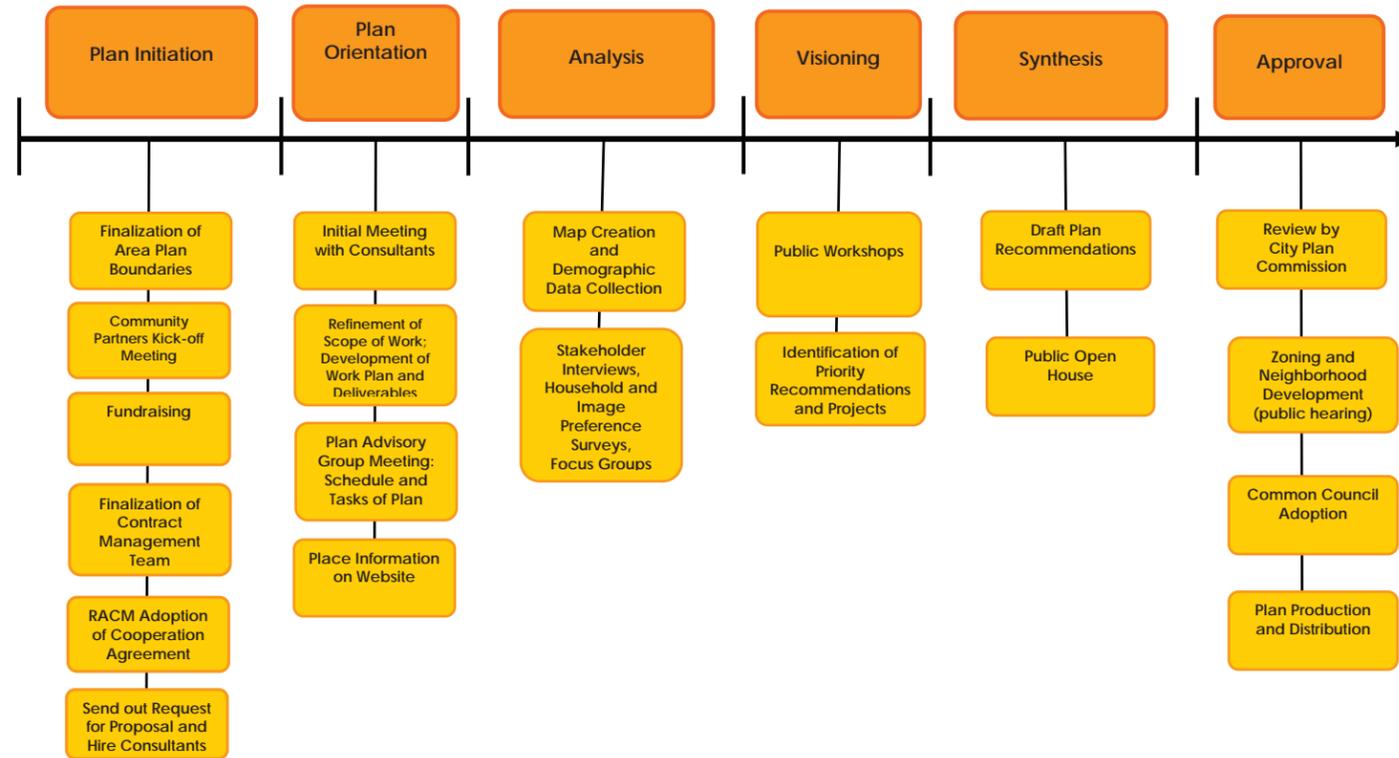
- A. Villard Avenue
- B. Teutonia Avenue
- C. Capitol Drive

CATALYTIC PROJECTS

Project 5

- 1. The 30th Street Industrial Corridor / Tower Automotive Site
- 2. St. Michael's Hospital
- 3. Transit Oriented Development at 35th Street and Capitol Drive
- 4. The Atkinson-Capitol-Teutonia (ACT) Triangle
- 5. Moody Park Redevelopment
- 6. North Division Campus Development

Near North Side Area Plan Process



PUBLIC PARTICIPATION



WHAT WE LEARNED

COMMUNITY ASSETS AND OPPORTUNITIES

Stronger middle class neighborhoods to the north and west
 Significant industrial infrastructure
 Solid, though aging, housing stock
 Rufus King High School, best in state
 St Michael's Hospital site
 Garden Homes neighborhood
 Parklawn redevelopment
 Historic resources (30th Street Industrial Corridor, Villard Avenue)
 Access to Interstate 43 and heavy rail
 Major thoroughfares within / to / from the City
 Significant investment and redevelopment potential
 Low rents
 Freight rail corridor / potential commuter rail
 Available workforce
 Lincoln Creek and Lincoln Park
 Active community organizers (Walnut Way, Teutonia Gardens, Lindsay Heights, Growing Power ...)
 'Touchstones' of catalytic projects (Teutonia Gardens and Center St. redevelopment; Tower site; Bishop's Creek; DPW / Ruby Yard; Eaton and DRS employers; 27th Street parkway rain gardens; NCDC and ICC)

ISSUES: PARKS AND GREEN SPACE

Real and/or perceived lack of green and gathering spaces
 Existing green spaces (Lincoln Park, Lincoln Creek) need improvements
 Parks are unsafe at certain times of day
 Cemetery is unattractive
 Playgrounds are asphalt, not green, for maintenance and liability issues
 Lack of children's activities & programming (arts, culture, sports, etc.)
 Lack of community swimming pool
 More adult supervision needed for youth in parks

ISSUES: GENERAL NEIGHBORHOOD

Lack of jobs
 Lack of connections, involvement, and pride in community
 Significant socioeconomic challenges (education, income, employment)
 Lack of a shared vision, direction, commitment, and funding from the City
 Poor perception of area hinders redevelopment efforts
 Lack of diversity in population
 Perceived or real lack / low awareness / low access to services
 Need training and education in adult enrichment, life skills, homeownership, personal finance, etc.
 Crime and Safety
 Area businesses should be more involved and concerned about the community in which they are located

ISSUES: CHILDREN AND EDUCATION

Lack of education and safety nets for those who fall out of MPS system
 Schools are disconnected from the community they serve
 Lack of programs and areas for children's activities (community centers, science camps, sports leagues, arts programs, technology programs)

ISSUES: HOUSING

Falling rates of home ownership & home foreclosures
 Absentee landlords & lack of maintenance of rental properties
 Need for intergenerational / mixed use / mixed housing opportunities
 Too much density, concentrations of affordable housing
 Low quality housing needs replacement
 Good housing stock needs upgrade / update
 Group home facilities are too close together and not regulated / enforced by city
 Residents need training and education for credit repair, home buying

ISSUES: WORKFORCE TRAINING, EDUCATION, RETENTION

Need workforce development and training for existing (or near-term) jobs
 Need clean and green collar jobs
 Engage with high school students, youth employees, and work with the school system.

ISSUES: STREETScape AND AESTHETICS

Main thoroughfares unattractive and uninviting (trash, vacant businesses, 'dead space', and lack of streetscaping (lighting, landscaping).
 Buildings need rehab and improved facades.
 Improve public transportation (BRT / light rail) / expand downtown circulator
 Lack of connections between / across 30th Corridor and residential neighborhoods

ISSUES: BUSINESS DEVELOPMENT AND RETENTION

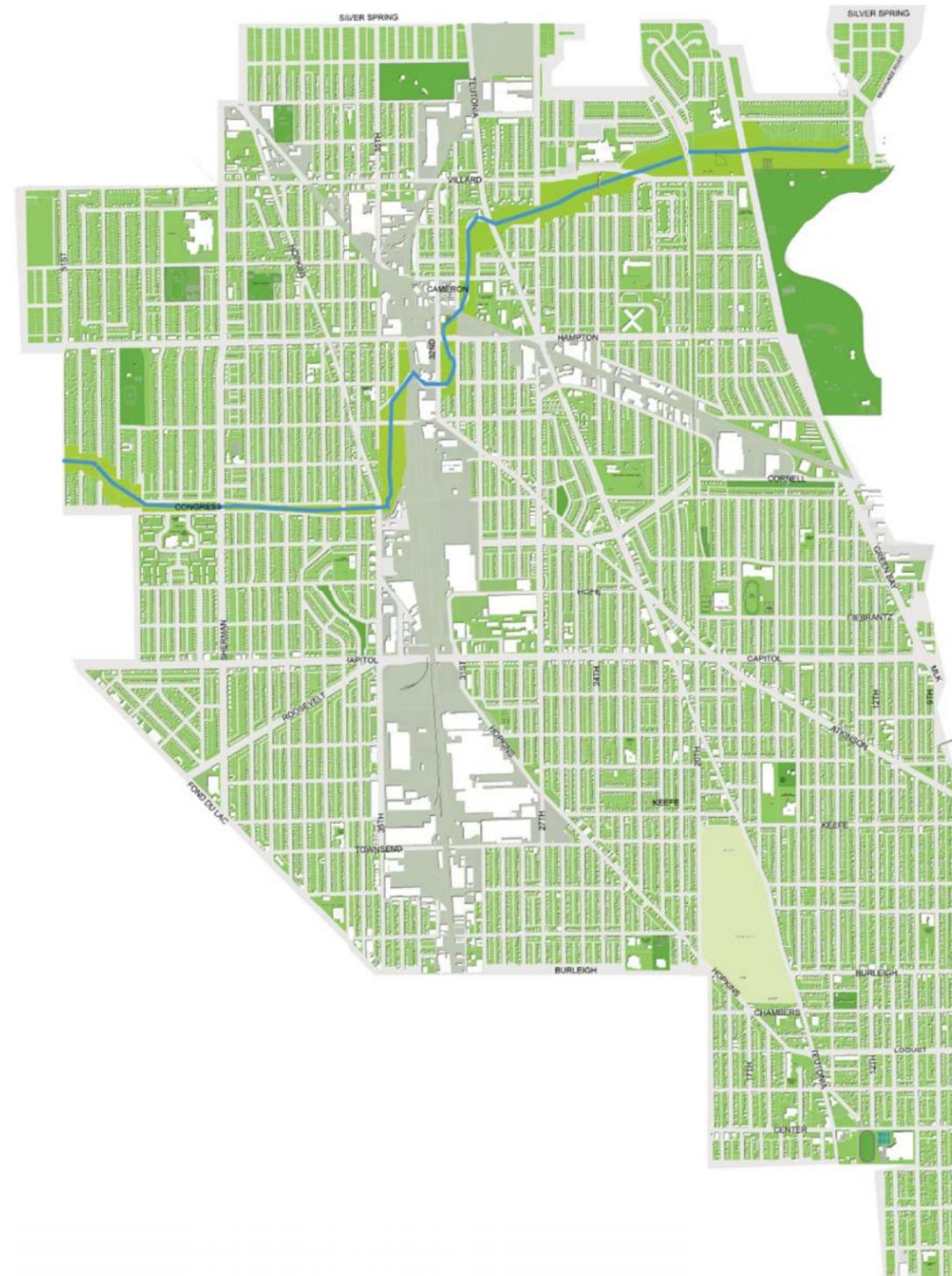
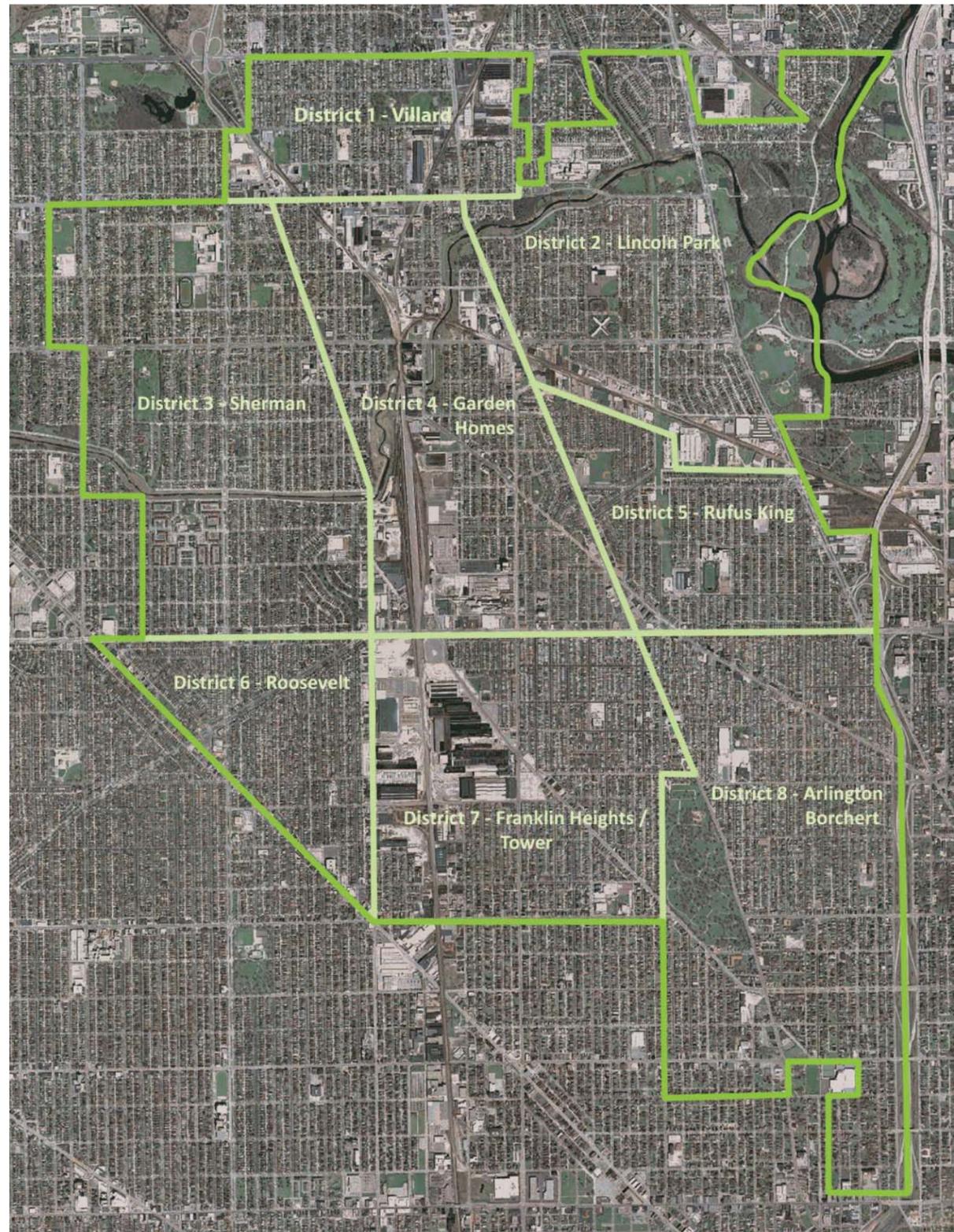
Perception (and reality) of area as dangerous, dirty, poor schools, lack of eating and meeting spots hinders business attraction, economic development, and investment.
 Low workforce skill levels and lack of reliability hinders business attraction
 Lack of business incubator
 Training on starting and running a small business
 City does not provide enough support (grants, financing, assistance, forgivable loans, capital) for small businesses and new business attraction.
 Lack of light industrial to provide low-skills employment
 Need to maintain current employers
 Aging facilities and infrastructure hinder business attraction
 Brownfields / contamination / former industrial use hinders development
 Lack of large, assembled and "ready" properties for industrial users
 Low rents attract 'lowest and worst' uses, e.g., cold storage, recyclers

ISSUES: COMMERCIAL AND RETAIL

Lack of diversity and quality retail nearby (restaurants, corner grocery)
 Too many taverns, liquor stores, storefront churches, fast food, cell phone stores, pay day loan stores, and day care centers
 Lack of locally owned small and medium businesses that are supported by the City through loans, tax incentives, TIFs, BIDs.
 Lack of 'anchor' stores / regional retail, e.g., IKEA near the highway
 Vacancies and 'dead space' along major thoroughfares
 Major thoroughfares too high speed to be safe and attract shoppers
 Need more mixed-use commercial buildings along major corridors

MILWAUKEE NEAR NORTH AREA PLAN - PLANNING PROCESS

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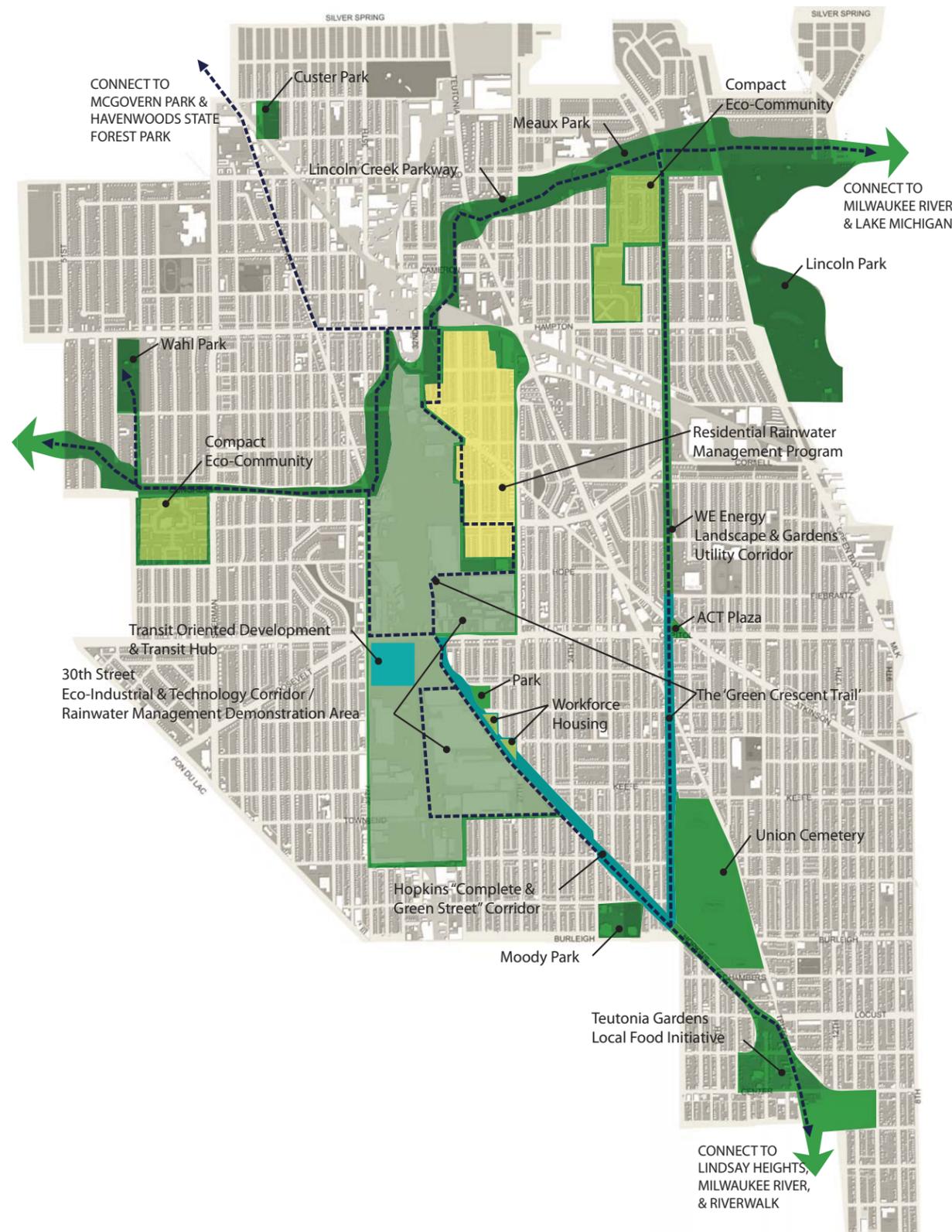


MILWAUKEE NEAR NORTH AREA PLAN - DISTRICT MAP

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Elmhurst, IL / Ann Arbor, MI



CORRIDOR CONCEPT: THE GREEN CRESCENT

The Green Crescent is a network concept that emerged during discussions of the various green components of the Near North Area, particularly the existing Lincoln Creek corridor and the vision for a hub of businesses and industries with a sustainable mission, product, service, or other aspect within and around a redeveloped 30th Street Industrial Corridor.

The Lincoln Creek Parkway serves the neighborhood and the City as an element of the green infrastructure so important to sustaining our cities and the living world. Green infrastructure is a term that refers to environmental resources at different scales.

On the regional scale, green infrastructure consists of the interconnected network of open spaces and natural areas (such as forested areas, parks, stream corridors, wetlands, and lakefronts) that provide environmental services (water quality, wildlife habitat, flood reduction) while also providing recreational opportunities to residents and visitors (exercise, relaxation, bird watching).

On the local scale, green infrastructure consists of site-specific management practices (such as rain gardens, porous pavements, bioswales, and green roofs) that are designed with plants, soil, and microbes to absorb, infiltrate, and clean precipitation where it falls. It is a new approach to stormwater management that is cost-effective, sustainable, and environmentally friendly.

The Green Crescent concept expands upon this idea to knit together natural elements such as Lincoln Creek and the built and productive environment, such as green streets and centers of green industry. In this way, a system of green corridors and elements creates a network of trails, routes, attractions and destinations for residents and visitors, and may even attract tourism as an economic driver for the neighborhood in the future.

As depicted in the map at left, the Green Crescent is envisioned to include the following corridors and nodes as stops along the route:

- The Milwaukee River (and potential water trail route)
- Lincoln Park
- Lincoln Creek Parkway
- Meaux Park
- Wahl Park and Lincoln Creek tributary
- Northwest connection along Hopkins to McGovern Park and Havenwoods State Forest Park
- Future Parklawn and Northlawn housing districts redeveloped as compact sustainable communities including small neighborhood retail such as a produce market and day care facility
- A reimagined utility corridor intended as native landscaping or supporting community gardens and a pedestrian / bike path
- An extension of the utility corridor south along 20th Street to Union Cemetery and Hopkins Street
- A trail element along / adjacent to the 30th Street Industrial rail corridor that passes through future clean and green business and industry and stormwater demonstration projects
- Rapid transit hub and transit oriented development at the intersection of Capitol Drive and 35th Street
- Stormwater management facilities and practices within the 30th Street Industrial Corridor and adjacent residential areas
- Hopkins Avenue green and complete street
- Green and sustainable practice industry and job training nodes such as the former Tower Automotive site
- Moody Park
- A re-imagined Union Cemetery
- The Teutonia Gardens local food initiative
- The North Division High School redevelopment
- Green redevelopment initiatives in the Lindsay Heights neighborhood
- South and east connections with the Milwaukee River and RiverWalk near downtown

USE POLICIES

- Support the Teutonia Gardens and North Division High School redevelopment initiatives that include community gardens, healthy food, children, schools, affordable housing, and locally-owned businesses.
- Locate a rapid transit stop at 35th Street and Capitol.
- Other than Lincoln Park and the Lincoln Creek Parkway, Union Cemetery is the single largest contiguous green space in the neighborhood. Consider re-imagining the use of the Union Cemetery as an open space amenity that provides walkable routes connecting Burleigh and Concordia on either side of the cemetery rather than an "off-limits" area. For example, a cemetery can be a peaceful, spiritual place for contemplation and meditation, as well as for more active activities such as jogging or walking the dog.
- Redevelop underutilized parking lots along Hopkins from Vienna Avenue to Townsend Street as workforce housing for future employment within the 30th Street Industrial Corridor.

FORM POLICIES

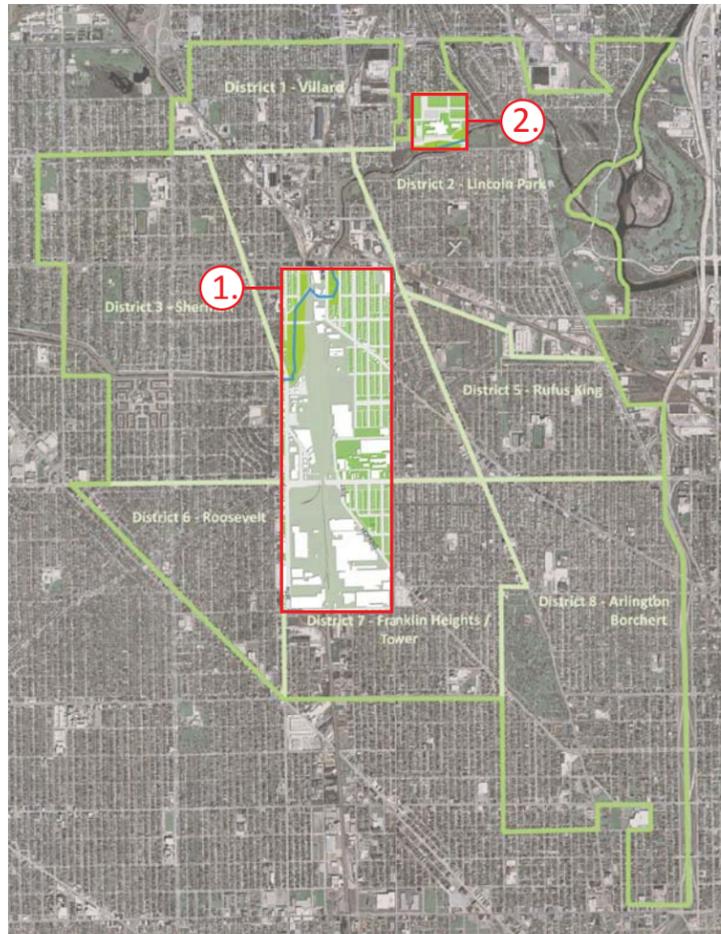
- Reconstruct Hopkins Street as a green and complete street as a demonstration project along the Green Crescent.
- Identify Green Nodes along the Green Crescent that can be redesigned using sustainable practices, such as Meaux Park, the Northlawn residential area, and stormwater management practices installed as part of the 30th Street Industrial Corridor stormwater management plan.

REDEVELOPMENT STRATEGIES

- Install trails, boardwalks, benches, overlooks, signage, lighting, and access points to the Lincoln Creek Parkway for recreational and transportation purposes.
- Install the "Green Crescent Trail" system of bicycle and pedestrian trails, markers, routes, and maps throughout the Green Crescent. Routes can include natural trails along Lincoln Creek and bike and pedestrian trails throughout the Green Industrial District and along the Hopkins Green Street.
- Restore the park at 29th Street and Melvina Street as a green node within the Green Crescent.

ACTIONS

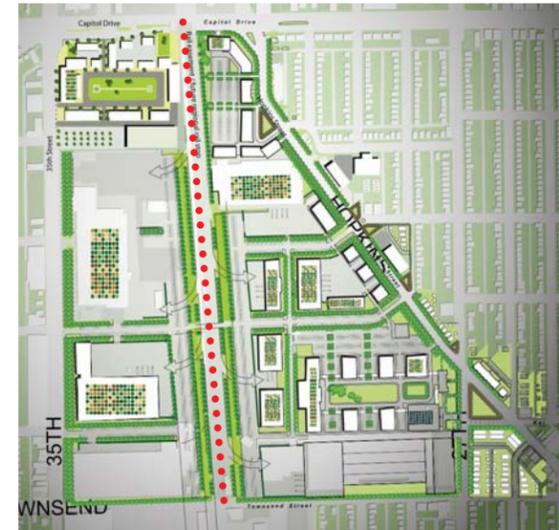
- Restore the channel and riparian condition of the Lincoln Creek Parkway and incorporate pedestrian and bike trails into the corridor.
- Install signage and information kiosks to direct and provide historical and green technology information to visitors.
- Partner with and support the Metropolitan Milwaukee Sewerage District on the Green Seams stormwater management initiative.



Vision

Redevelop the former Tower Automotive site as a touchstone and catalyst for the continued redevelopment of the 30th Street Industrial Corridor and of the Near North Area generally. The intention is to create an industrial district that also includes commercial-retail uses that support and complement the industrial uses, such as cafes and restaurants for employees, and parts and services suppliers. Ideally, the area would attract clean and green industries and tenants that use the products and waste streams of the other tenants as resources in an eco-industrial fashion. Traditional industrial, distribution centers, and other users would be welcome owners and tenants in order to create and maintain an area dense with productive employees.

The future industrial campus should be incorporated into the neighborhood fabric as a walkable, interconnected street grid that also includes other neighborhood uses such as open space for recreation or relaxation. The image of the district would be enhanced with appropriate, uniform signage, landscaping, streetscape enhancements, public art, furnishings, materials, and general architectural designs that identify the district both within and at gateways. Other uses and functions to consider include job training and workforce development facilities (e.g., a Job Corps satellite), a green business incubator, technology research and development center (for clean water technology, e.g.), an environmental technology learning center, a recycled / salvaged building materials exchange, and a repair and maintenance facility for a future light rail or bus rapid transit line.



Land use concept for the Tower site (base graphic courtesy of the City of Milwaukee, Land Use Concepts for the Tower Automotive Site, Planning and Design Institute, Inc. January 2003.)



Conceptual renderings for the Tower site (graphics courtesy of the City of Milwaukee, Land Use Concepts for the Tower Automotive Site, Planning and Design Institute, Inc. January 2003.)

1. TOWER AUTOMOTIVE SITE

Vision

Reuse as a mental health complex or other institutional use is suggested for this facility because it would generate jobs for the surrounding neighborhood. However, a number of other options have been suggested for repurposing the St. Michael's Hospital site. In order of priority, landowners and the city should consider repurposing the existing facility, repurposing individual buildings or groups of buildings, or complete redevelopment. If the hospital facility is saved, consider remediating and repurposing as an institutional or agency use such as another health and dental clinic, senior or assisted living, a nursing college or training facility, or a treatment center. Other more diverse uses may include light assembly, a clerical, claims processing, or call center, or a business center that provide services or products to other commercial uses.

If the entire site is demolished, new residential uses with a commercial / retail node near Villard Avenue and a central park would be preferred in this location, with easy access to the Lincoln Park Greenway, Meaux Park, the Villard Avenue retail corridor, and Highway 43. Also consider senior living and community facility on the eastern portion of the site. The surrounding residential neighborhood is stable and well maintained, and new housing would further stabilize the community. Any redevelopment initiative should incorporate the use with the surrounding open space adjacent to the Lincoln Creek Parkway.



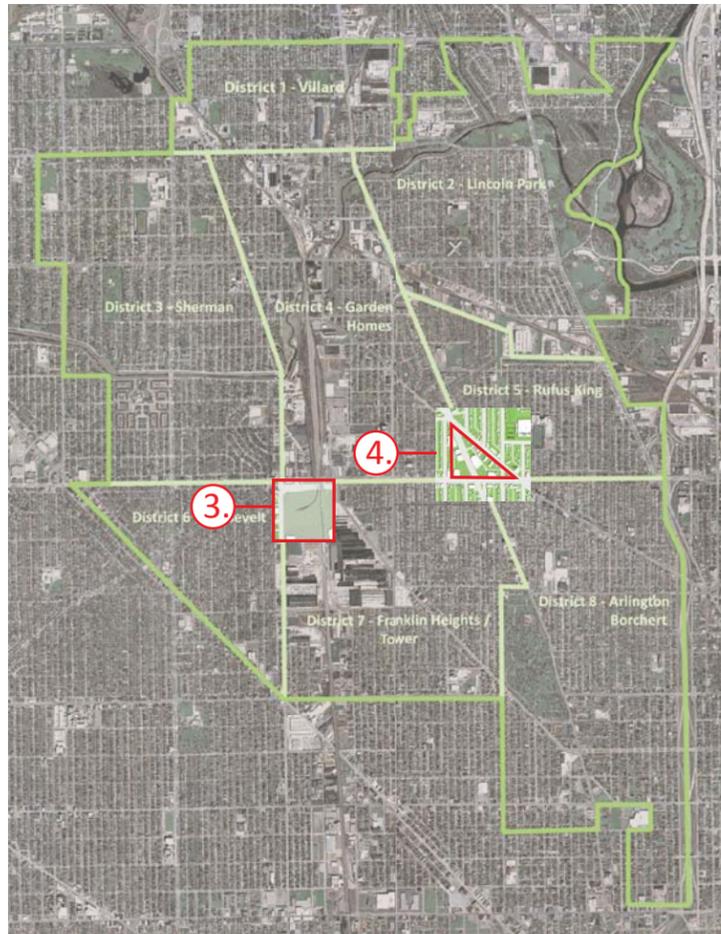
The St. Michael Hospital and Lincoln Creek Parkway. entrance and signage along Villard Avenue and the Lincoln Creek Parkway at Meaux Park.



2. ST. MICHAEL'S HOSPITAL

MILWAUKEE NEAR NORTH AREA PLAN - CATALYTIC PROJECTS

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Vision

The vision for the site is community gathering space, a center of activity, and a place to interact with family, friends, and neighbors. This community space has historically been located in public squares or parks and in downtown commercial centers. Current land use variations on this trend include urban lifestyle centers offering a myriad of uses in a small space and providing areas for gathering, eating, shopping, institutional uses such as education.

The vision here is a transit oriented development hub tied to the near future Bus Rapid Transit, streetcar, or light rail route and a possible future KRM rail corridor that will extend north along the existing rail corridor through the 30th Street Industrial Corridor. Redevelopment of the area may include a mixed use town square or lifestyle center style development with retail, institutional, and office uses, and perhaps a movie theater, to support the surrounding residential areas as well as redevelopment within the 30th Street Industrial Corridor. This future hub should be pedestrian friendly, accessible by transit, authentic to this location near the 30th Street Industrial Corridor and surrounding neighborhoods, and personal and unique enough to be a community destination and attraction.



3. TRANSIT ORIENTED DEVELOPMENT AT 35TH STREET AND CAPITOL DRIVE

Plaza along capitol drive connected to future KRM train station and civic, academic, or retail use (i.e. book store)

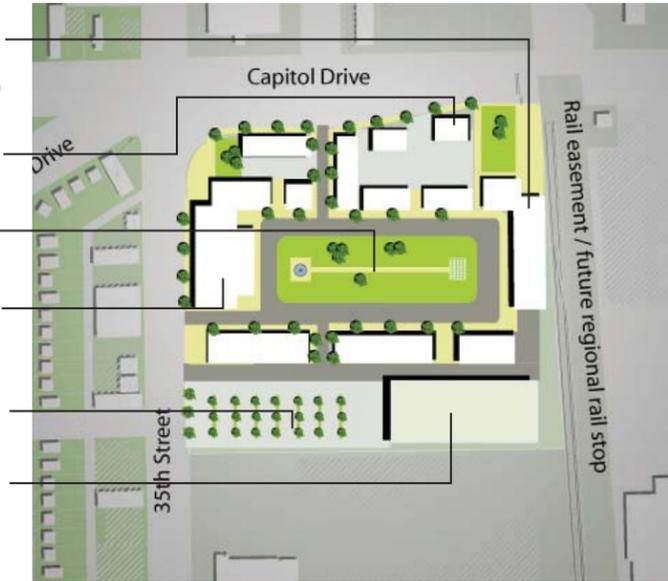
Out lots for potential restaurants and associated parking

Interior park highlighting a water feature and sustainable landscape

Bus station and multi-screen cineplex at corner of 35th Street and Capitol Drive

Flexible space for retail, civic, cultural or other uses

Structured parking garage connected to surface parking



Vision

The main tip of the ACT triangle along Capitol and extending into the site should be redesigned as a sustainable landscaped park that serves as a gateway to the community in all directions as well as a gathering space for the neighborhood. Based on the uses surrounding the triangle, this park could potentially be expanded to offer seating, public art, gateway signage, ornamental plantings, and an improved water feature.

Such a park, if designed appropriately to address high traffic of the surrounding thoroughfares, could provide an auxiliary space for library patrons, cafe seating for local restaurants, or a farmer's market tied to nearby grocery stores.

There would also be an opportunity to improve the quality of the existing multifamily housing within the triangle as well as creating a more aesthetically pleasing landscaped parking lot. Sustainable features could include sustainable alleys/service drives and an Mr. Perkins restaurant integrated with parking and renewed plaza and park.



Truck rental facility relocated to more desirable location such as 30th Street Industrial Corridor to provide more public, civic or retail uses at this location.

New residential or office infill along Atkinson Avenue

Mr. Perkins Restaurant and renewed park

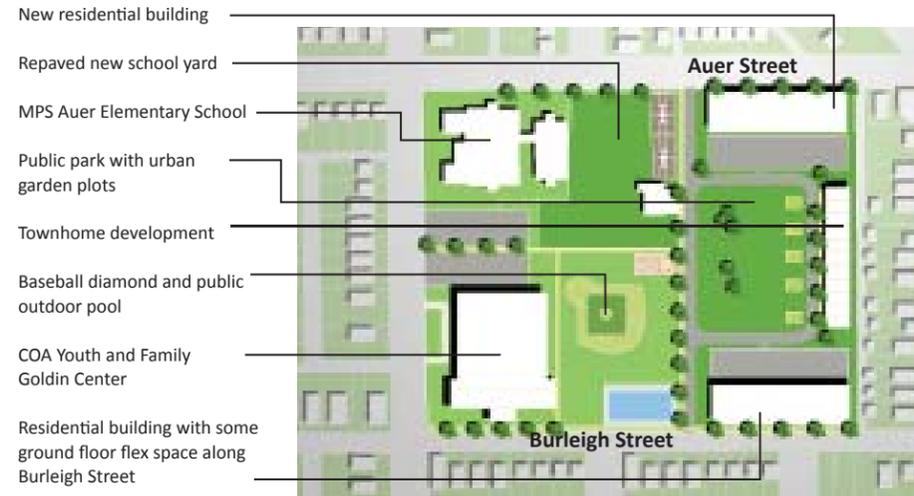
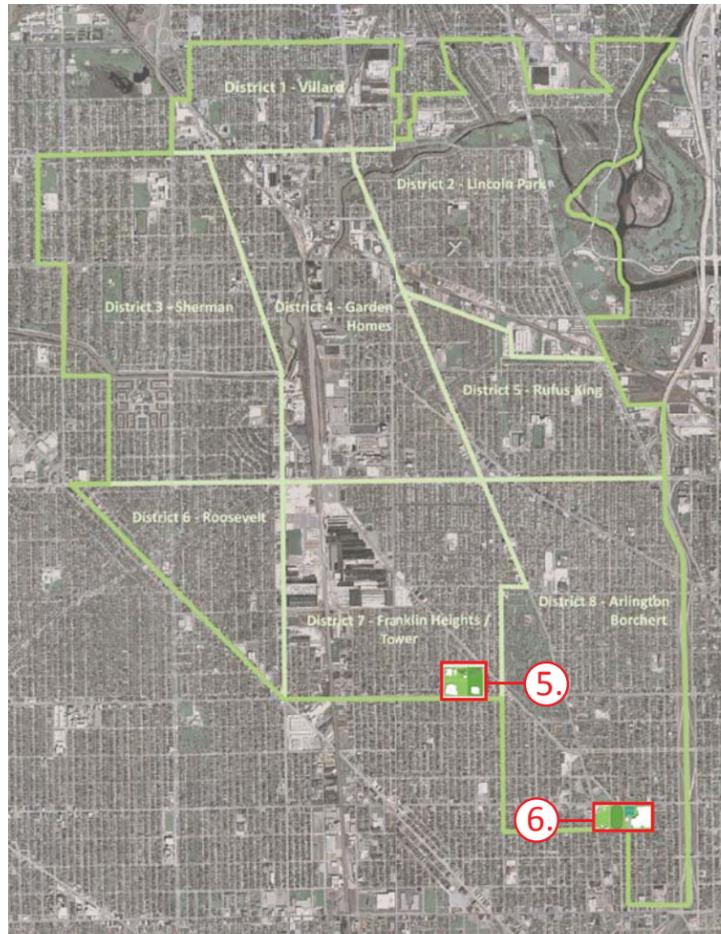
New public, civic, or retail use along Capitol Drive

New park established along vacated 21st Street



ACT Triangle, clockwise from upper left: Mr. Perkins Family Restaurant; the triangle park of the ACT Triangle; conceptual land use plan for the ACT triangle.

4. THE ATKINSON-CAPITOL-TEUTONIA (ACT) TRIANGLE



Open area of Moody Park looking east.

Vision

The vision is the creation of a residential neighborhood and community campus connected by both active and passive open space. This area could be a community model where local institutions work together to provide services and resources for the community in a campus setting while also creating safe and viable residential neighborhood. Coordination between these users will be necessary in order to provide the right combination of services and facilities to serve the neighborhood. Other compatible and complimentary uses may include child care, after school care and activities, adult education such as computer classes, and workforce development. Asphalt surfaces can be partially converted to green space and permeable surfaces, which may include gardens and outdoor play spaces for children.

5. MOODY PARK REDEVELOPMENT

Vision

The vision is to solidify this block as an anchor for the Lindsay Heights and North Division community by complementing the resources and amenities of the North Division High School with a state of the art community center. This center will be intended to provide a protective, nurturing environment oriented towards the successful education, development, and high school graduation of neighborhood children. Of course, services and amenities will be provided for North Division High School students as well. This community campus will be established and modeled after the Harlem Children's Zone discussed in Chapter 2, as a place where children can learn, recreate, and socialize in a safe and clean environment. Milwaukee Public Schools and the new community center will work together to provide services and resources within a campus setting. Physical activities could include indoor swimming and associated programs and leagues, tennis lessons, basketball, track and field training, football leagues, and other recreational pursuits.



Division school and Franklin Square park.

- New residential townhomes and open space
- Neighborhood pocket park
- New mixed use development
- Public plaza with adjacent flexible space along Center Street
- If feasible relocate or integrate gas station with mixed-use building.
- Establish new community center with appropriate programming and shared resources with North Division High School
- North Division High School complex and reoriented track



6. NORTH DIVISION CAMPUS DEVELOPMENT

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