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

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

CATALYTIC PROJECTS
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

Plan Initiation

Plan Orientation

Analysis

Visioning

Synthesis

Approval

PUBLIC PARTICIPATION

WHAT WE LEARNED

COMMUNITY ASSETS AND OPPORTUNITIES

Stronger middle class neighborhoods to the north and west

Significant industrial infrastructure

Sahil, though aging, housing stock

Rufus King High School, base in state St Michael's Hospital site

Garden Homes neighborhood

Parkside redevelopment

Historic resources (10th 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

Aviation

Lincoln Creek and Lincoln Park

Active community organizations (Walsh Way, Tauntaun Gardens, Lindsay Heights, Growing Power...)

'Touchstones' of catalytic projects (Tauntaun Gardens and Center St. redevelopment, Tower site, Rufus Geyger Creek, DPW / Ruby Yard, 27th Street parkway rain gardens; NCDC and ICC)

MILWAUKEE NEAR NORTH AREA PLAN - PLANNING PROCESS

Submitted with: Walk Studio, Oxix Economics, Celadon, Caesarlean, Michael Fields Agricultural Institute

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 unsafe

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 hinder development 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 landlord & 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: 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

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 uses

Low rents attract "toward and worst" uses, e.g., cold storage, recycling

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

Lack of 'anchor' stores / regional retail, e.g., Kmart 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

ISSUES: WORKFORCE TRAINING, EDUCATION, RETENTION

Need workforce development and training for existing (or near-term) jobs

Need clean and green solar jobs

Engage with high school students, youth employees, and work with the school system.
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
- Meusau Park
- Wahl Park and Lincoln Creek tributary
- Northwest connection along Hopkins to McGovern Park and Havenwoods State Forest Park
- Future Parkview and Northtown housing districts redeveloped as compact sustainable communities including small neighborhood retail such as a produce market and dog 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 30th 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 31st 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 reimagined 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 reimagining the use of the Union Cemetery as an open space amenity that provides walkable routes connecting Burleigh and Concordia or 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 redeveloped using sustainable practices, such as Meusau Park, the Northtown residential area, and stormwater management practices installed as part of the 30th Street Industrial Corridor stormwater management plan.

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**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 uses would be welcome tenants and tenants in order to create and maintain an area dense with productive employers.

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, street 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.

**1. TOWER AUTOMOTIVE SITE**

Reuse 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 repurposing 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.

**2. ST. MICHAEL’S HOSPITAL**

The St. Michael Hospital and Lincoln Creek Parkway entrance and signage at 5153 W. Villard Avenue and the Lincoln Creek Parkway at Meaux Park.

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

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.

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

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, safe 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.

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

**6. NORTH DIVISION CAMPUS DEVELOPMENT**

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 a 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.