

The background of the entire page is a photograph of a residential neighborhood. In the foreground, there is a calm body of water, likely a lake or pond, which reflects the sky and the trees. The middle ground is filled with numerous tall, thin trees, mostly without leaves, suggesting a late autumn or winter setting. In the background, several houses with gabled roofs are visible, partially obscured by the trees. The overall lighting is soft and diffused, creating a serene and somewhat muted atmosphere.

Havenwoods, Milwaukee, WI

# Havenwoods Neighborhood Plan & Public Realm Improvements

For THE HAVENWOODS ECONOMIC DEVELOPMENT CORPORATION

January 2006  
Prepared By  
**JJR**

## CONTRIBUTORS

Helen Bader Foundation

Havenwoods Business Improvement District #31

Havenwoods Economic Development Corporation (HEDC)

## BOARD OF DIRECTORS

Bob Stein (Niets Property Management)

Bob Trimmier (Milwaukee Economic Development Corporation)

Chuck Yahnke (Mickey's Linen)

David Kaiser (Direct Supply)

Jim Bartos (Silver Spring Neighborhood Center)

Kevin Peters (Direct Supply)

Robert Krug

Robert Pyles (McPyles Corporation)

Roy Biehl (Forte Designs)

Stephanie Harling (Executive Director of HEDC)

Steven Henzen (Hentzen Coatings)

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This new Havenwoods Neighborhood Plan builds upon two previous studies. This Neighborhood Plan was completed through a collaborative process led by the Havenwoods Economic Development Corporation (HEDC). The collaborative process included neighborhood stakeholders, residents, and the City of Milwaukee's Department of City Development (DCD) staff.

The plan will provide guidance for revitalizing the neighborhood as a vibrant urban area with industrial, residential, commercial, and recreational uses that reinforce each other.

The planning process established priorities that will:

- Enhance the quality of life,
- Increase neighborhood pride,
- Increase property values,
- Generate sustainable growth
- Promote Havenwoods as a great place to live, work, and play.

## PLANNING CONTEXT

The Havenwoods Neighborhood, located on Milwaukee's northwest side consists of four square miles (See Map 1). The planning area is bounded by West Good Hope Road on the North, West Silver Spring Drive on the South, North 76th Street to the West, and North Sherman Boulevard or North 43rd Street to the East (See Map 2). The planning area is a diverse-use urban area that includes residential (mostly single-family and duplex), neighborhood retail, industrial, and open space/recreational uses.

The Milwaukee Economic Development Corporation in collaboration with HEDC, engaged S.B. Friedman & Company to prepare a redevelopment strategy for the Havenwoods/Mill Road and Industrial Road Study Area. The "Redevelopment Strategy for the Havenwoods Area" was completed in 2001. HEDC hired Planning and Design Institute, Inc. to assist the Havenwoods Community in preparing the "Streetscape and Urban Design Concept Plan" with a focus on Silver Spring shopping area, image enhancement of the community, and design of potential buffers between industrial and residential uses. This study was completed in 2003.

HEDC commissioned JJR, LLC to assist the community in developing the "Havenwoods Neighborhood Plan". This new plan is based on the two prior studies identified. This plan engaged the community to validate and update previous input. This plan also includes area-wide Urban Design and Development Guidelines reflecting the desired image, identity, and character for the future of Havenwoods. These guidelines can trigger revitalization, stimulate renovation, and renew interest in purchasing homes throughout the neighborhood.

The introduction chapter provides a succinct review and analysis of the neighborhood characteristics, including the existing demographic and physical conditions, neighborhood strengths and challenges. The planning process and information gathering chapter summarizes the public process and findings from the market analysis by land uses. The neighborhood plan and strategies chapter identifies the priority projects and related development strategies by land uses, and other suggested improvements for the planning area. The design and development guidelines chapter discusses the desired and applicable design standards.

## PURPOSE

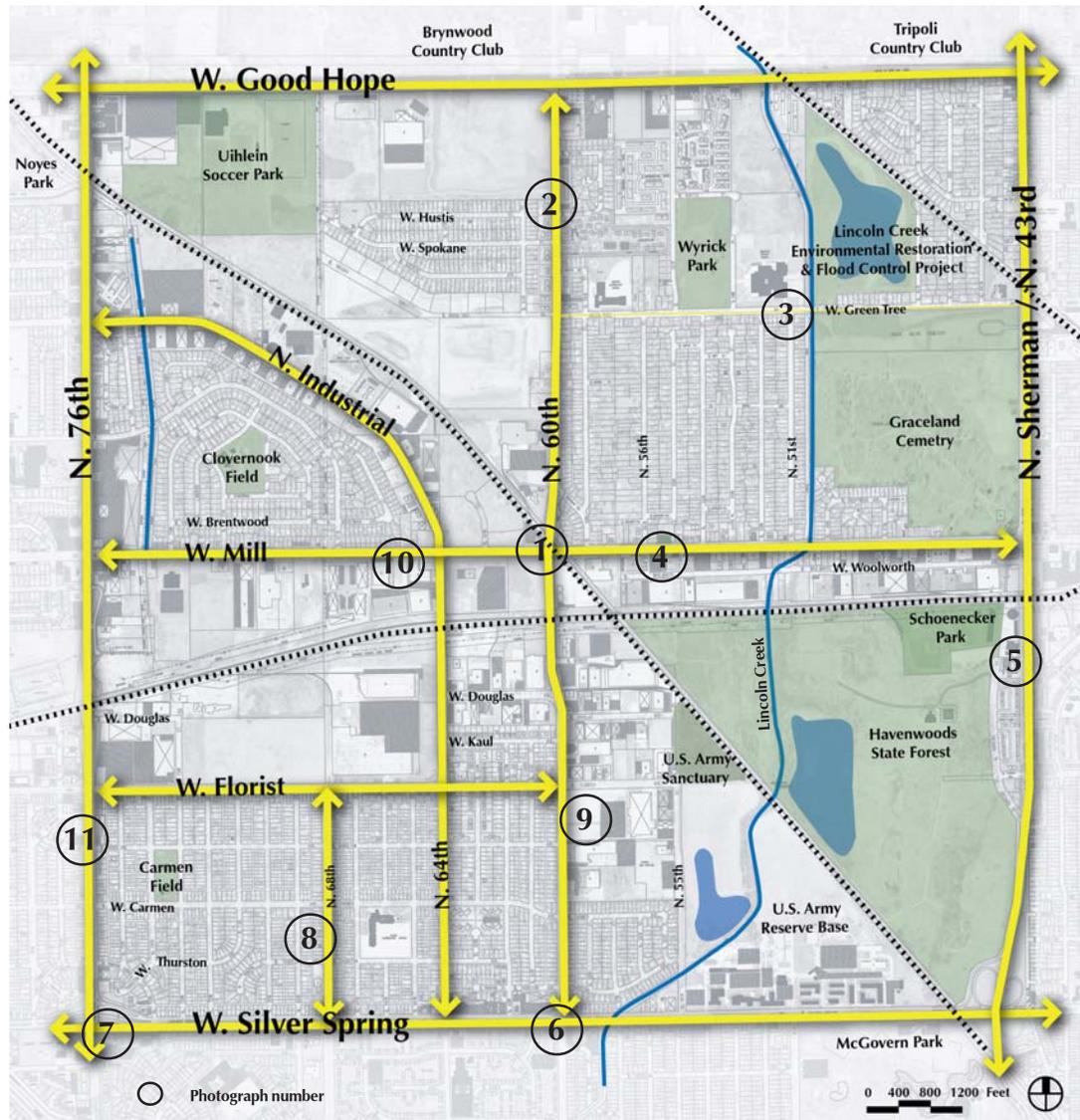
The Havenwoods Neighborhood Plan will provide a framework for neighborhood improvements that foster a vibrant environment for live, work and play. The plan establishes priorities for strengthening and building upon neighborhood assets, as well as creating a distinctive neighborhood identity. The interplay between residential neighborhoods and industrial development is an important consideration of this plan. By addressing the potential conflicts in land use, creating opportunities for new business, improving the housing stock, creating pedestrian-friendly areas, and implementing the design standards, the improvements to the neighborhood will offer benefits to the community, city, and the region as a whole.

Creation of an overlay zone is recommended for this entire neighborhood. Overlay zones can be used for enforcing design standards for any new development such as those identified as priority projects in this plan. "Overlay zones may add new standards over and above those of any base or underlying zoning district except a planned development district" (City of Milwaukee Zoning Code, Zoning 295-1001, Subchapter 10, Overlay Zones, accessed August 16, 2005). This will require compliance with the City's review process and approval from the City Plan Commission and Common Council (source: [www.mkedcd.org/planning/index.html](http://www.mkedcd.org/planning/index.html), accessed August 16, 2005).



Map 1 Regional Context

# INTRODUCTION



Map 2 Plan Area



## DEVELOPMENT PLAN GOALS

Goals were developed as part of the planning process and are based on input from the HEDC, community and stakeholders, as well as findings from the physical and market analysis ("Redevelopment Strategy for the Havenwoods Area, 2001"). These goals are intended to serve as a guide for the planning process.

### Live-Work Community Goals

- Create linkages between the diverse uses
- Promote walk-to-work programs
- Promote bike-to-work programs

### Open Space/Recreational Goals

- Create a network of trails connecting existing parks/open spaces within the planning area as well as to surrounding neighborhoods and regional trail systems

### Industrial Goals

- Define, strengthen and market the industrial district
- Develop priority industrial sites and encourage diverse uses

### Commercial Goals

- Support neighborhood commercial and service centers
- Revitalize existing commercial corridors

### Residential Goals

- Protect and stabilize the surrounding residential communities
- Encourage rehabilitation and ownership support in residential neighborhoods

### Design and Development Guidelines Goals

- Promote and encourage implementation of the design guidelines that suggest the desired image and identity for the Havenwoods Neighborhood

## Diverse-Use Development

As part of this plan, diverse-use development has been recommended within Havenwoods. To achieve a diverse-use development (within the context of this plan), a development is recommended to

- Include significant income-producing uses that could range from retail/entertainment, offices, industrial, and residential uses; in well-planned projects this diversity of uses serve to support each other;
- Create Jobs;
- Contain significant physical and functional integration of project components, including uninterrupted pedestrian connections;
- Encourage well coordinated and intensive use of land; and
- Be developed in compliance with a sound plan that states the type and scale of uses, permitted densities and related items.

The type of uses that can function as service providers for large businesses, and/or streetfront restaurants, shops, and other retail/entertainment activities should be strategically placed fronting streets. Some of the other uses that can be placed along street are retail/office on first floors with residential on upper floors. These uses can serve area residents and employees. The remainder of the development can be utilized to attract desired businesses/industries.

Pedestrian circulation and orientation are critical elements in planning and design as they contribute to the desirable synergy and sense of place that are the key ingredients for a successful diverse-use development.



Pedestrian-Oriented Retail/Office example attracting on-site employees and area residents



Diverse-use development with outdoor dining, coffee shops on first floor and residential above



A diverse-use office/industrial development example

# INTRODUCTION

## EXISTING CONDITIONS

Demographic, socioeconomic and land use trends, conditions and the perception of conditions of the Havenwoods Neighborhood, all have an effect on the Neighborhood's redevelopment efforts. The following section summarizes trends and conditions based upon recent existing studies with some updated information.

### Demographic Trends

Source: U.S. Census (Census Tracts 6,8,11,12,13), City of Milwaukee DCD

The total population of the planning area in 2000 was 21,425. The number of persons living in the planning area increased slightly by 0.9% between 1990 and 2000. In contrast, the City of Milwaukee's population decreased by 5% during the same decade. The planning area has seen a significant increase in its minority population, including African-Americans and Asians (predominantly Hmong).

The number of households in the planning area decreased by only 0.5% from 7,567 in 1990 to 7,530 in 2000, in comparison to a decrease of 3.5% for the City of Milwaukee during the same period.

The planning area showed an average household income increase between 1990 and 1999 of 12.5% compared to 6.2% for the City. The average household income for the planning area in 1999 was \$49,995 in comparison to \$40,875 for the City.

Educational attainment was comparable to the City as a whole. Approximately 41% of the planning area residents (total persons 25 years and older) had at least some college education in 2000, compared to 45% for the City.

### Employment Trends

Source: U.S. Census (Census Tracts 6,8,11,12,13), City of Milwaukee DCD

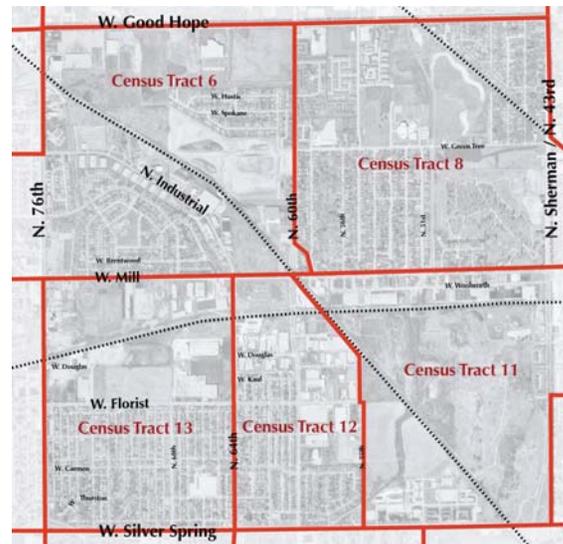
In 2000, the unemployment rate in Havenwoods was 5.9% in comparison to 6% in the City, 4.5% in Milwaukee County, and 3.5% in the Milwaukee Metropolitan Statistical Area (MSA), indicating underutilization of labor force in Havenwoods and the City that could be tapped.

### Trends in Crime

Source: Milwaukee Fire and Police Commission (Census Tracts 6,8,11,12,13)

The crime rates (reported crimes per 1,000 population) were lower in the planning area (114.59) in comparison to the City (129.79) by 12% in 2000. The Havenwoods area population increased slightly between 1990 and 2000, and the number of crimes declined by 15.5% between 1996 and 2000.

By 2004, the crime rates in the planning area and the City declined further. The reported crime rates were lower in the planning area (72.35) in comparison to the City (86.04).



Census Tract Boundaries

### Land Use

Havenwoods Neighborhood covers around 2,583 acres or four square miles, and is comprised of a mix of retail, service, office, institutional, industrial, residential, and greenspace uses. Table 1 shows the distribution of acreage by land use categories.

Land Use Category	Acres	Percentage
Commercial	42	1.63%
Service	28	1.10%
Office	14	0.53%
Single-Family Residential	468	18.12%
Multi-Family Residential	215	8.31%
Public/Civic	40	1.53%
Parks and Greenspace	396	15.34%
Institutional	174	6.74%
Industrial	316	12.25%
Vacant and Open Land	221	8.55%
Military	122	4.71%
Parking	118	4.57%
Utility	5	0.21%
Total Developable Land	2,158	83.54%
Streets/Rights-of-Way/Alleys	425	16.50%
<b>Total Area</b>	<b>2,583</b>	<b>100.00%</b>

Table 1: Distribution of acreage by land use categories (Source: HEDC, City of Milwaukee, Revised from Redevelopment Strategy for Havenwoods, 2001)

**Industrial:** Industrial land uses comprise approximately 12% of the total land. A large band of industrial land runs across the center of Havenwoods along West Mill Road (See Map 3). East of 60th Street the industrial uses extend south into a primarily residential area. Another band of industrial use follows most of the length of the North Industrial Road. The majority of vacant land (approximately 9%) is industrially zoned and lies adjacent to these existing industrial areas. Clustered residential areas about the industrial areas. The industrial areas along east-west railroad tracks appear to be somewhat older than the industrial areas around Douglas Avenue. Large office and industrial buildings such as Alcan Company and Brady Corporation are in good condition.

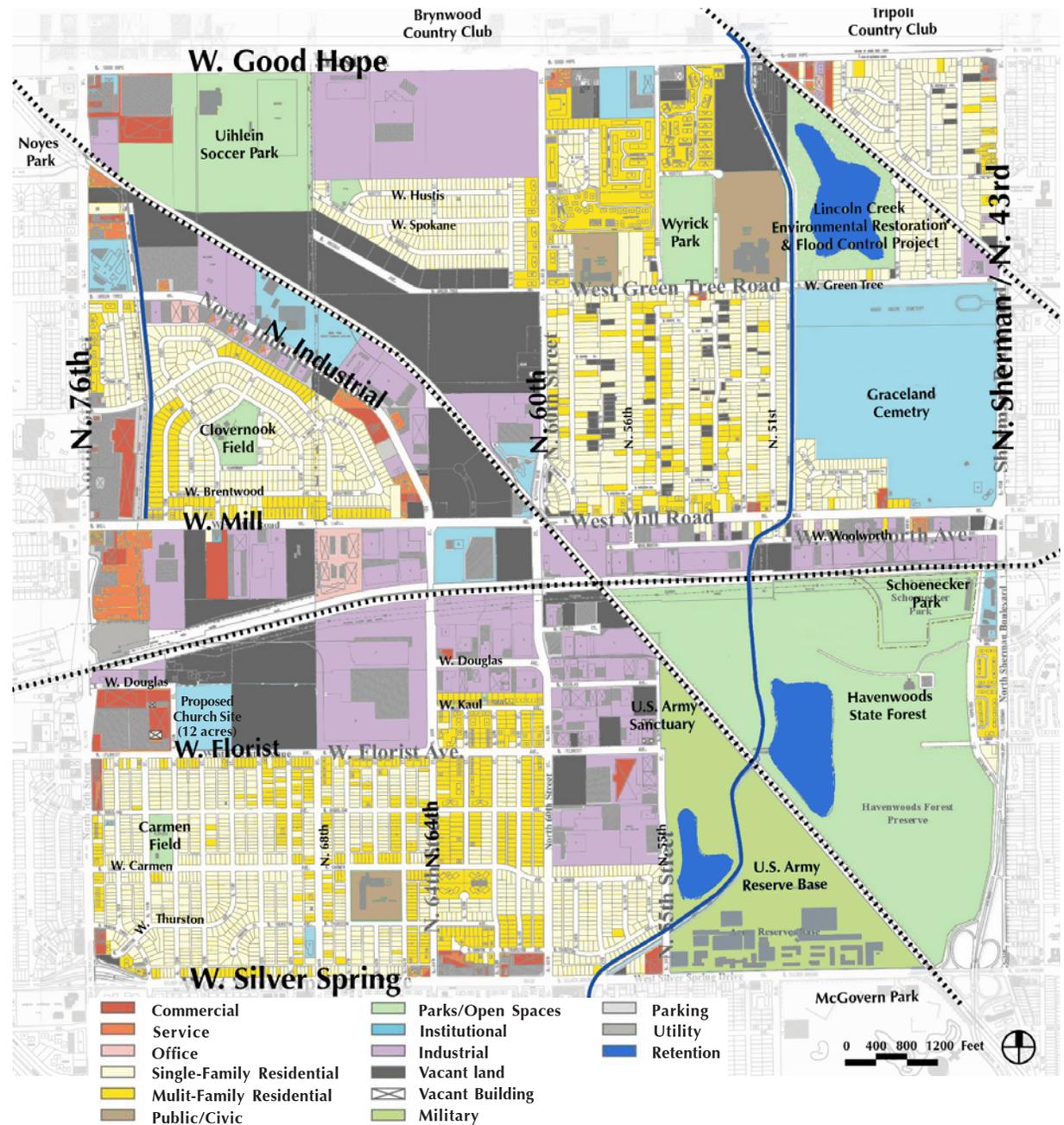
**Commercial:** Commercial covers less than 2% of the total land. Concentrations of commercial uses are located mainly in or around the Mill Road Shopping Center (at West Mill Road and North 76th Street), the Silver Spring Shopping Center (at West Silver Spring Drive and 62nd Street), and near the intersection of North 76th Street and West Good Hope Road (See Map 3). The shopping centers along West Silver Springs Drive and North 76th Street appear out of date in design and layout. In addition,

several of the area's shopping centers, particularly the Mill Road Shopping Center, need to be reconfigured to accommodate potential new users. The commercial areas near the intersection of West Good Hope Road and North 76th Street are newer and in better condition.

**Residential:** Residential is the predominant land use covering over 25% of the total land (See Table 1). There are four distinct residential areas within Havenwoods (See Map 3). The residential neighborhoods in the northern sub-areas are primarily in good condition. Many neighborhoods in the northern end are shielded from nearby industrial uses and heavy traffic on nearby major roadways. Infill residential development between West Woolworth Avenue and West Green Tree Road has replaced the vacant land that once existed in the northern portion of Havenwoods. There are new condominium apartments in the northeast area between West Good Hope Road and West Green Tree Road.

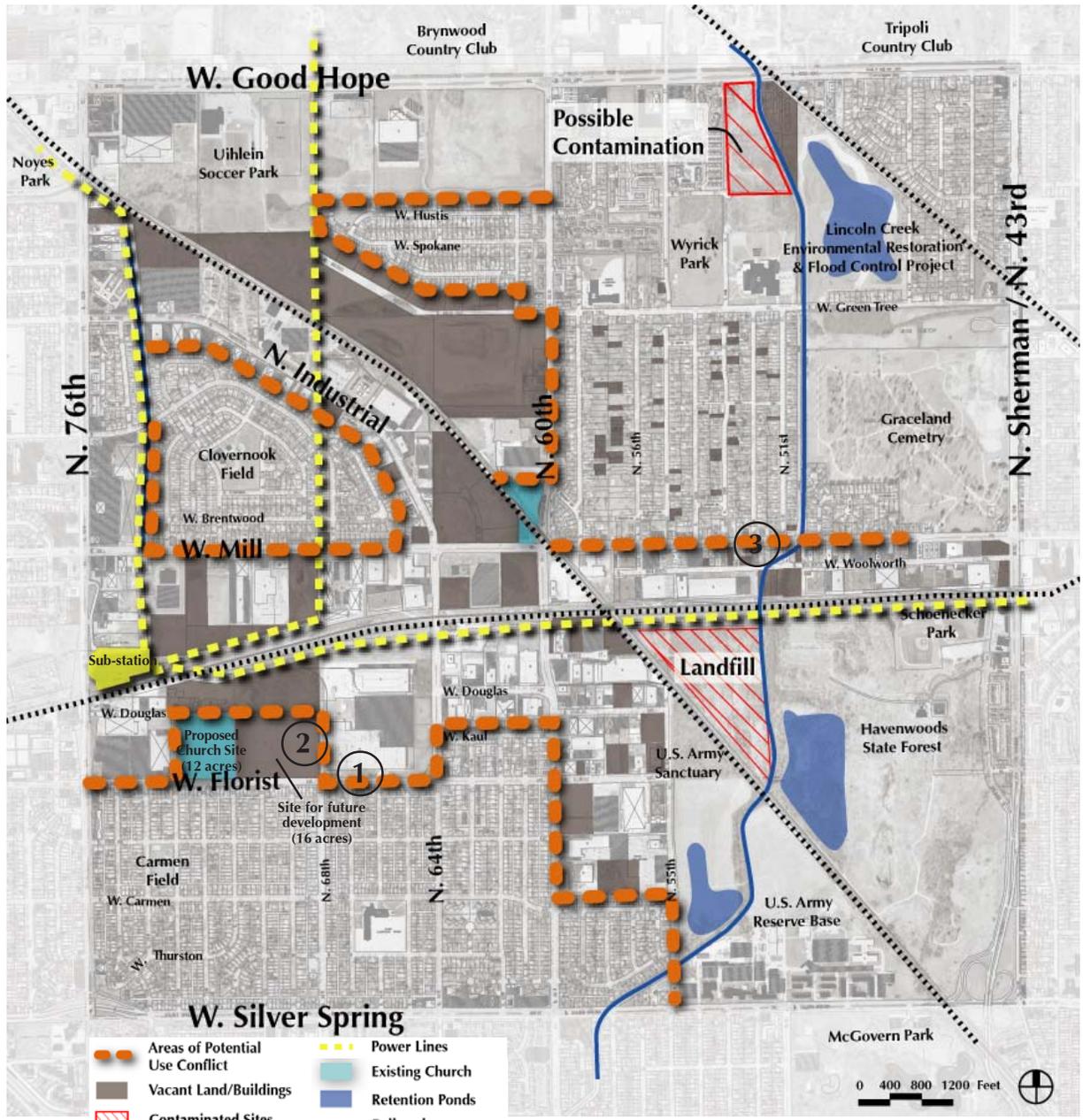
The residential neighborhoods south of West Mill Road appear generally older and in poorer physical condition in comparison to the residential neighborhoods north of West Mill Road. Some of these neighborhoods need to improve their image primarily due to their physical appearance. There are few concentrations of buildings in poor condition. Large concentrations of rental housing are also found in the southern portion of the neighborhood.

**Other Land Uses:** The Havenwoods State Forest Preserve and the Army Reserve Base, combined cover nearly 15% of the total area, and dominate the southeastern portion of the planning area. The Havenwoods Neighborhood also contains several parks, schools, and three retention ponds. In addition to the forest preserve, Havenwoods has four smaller active parks that provide over 45 acres of ball fields, playgrounds, and picnic areas. Two additional parks and two country clubs are also adjacent to the neighborhood boundary. Havenwoods also has a Golf Range south of West Mill Road. This Mill Road Golf Range has the potential to expand in future.



Map 3 Existing Land Use

# INTRODUCTION



**Land Use Issues:** The interplay between residential neighborhoods and industrial development is an important consideration for both the area residents as well as existing and future commercial and industrial businesses. Potential land use issues identified within Havenwoods are shown on Map 4.



Map 4 Land Use Issues

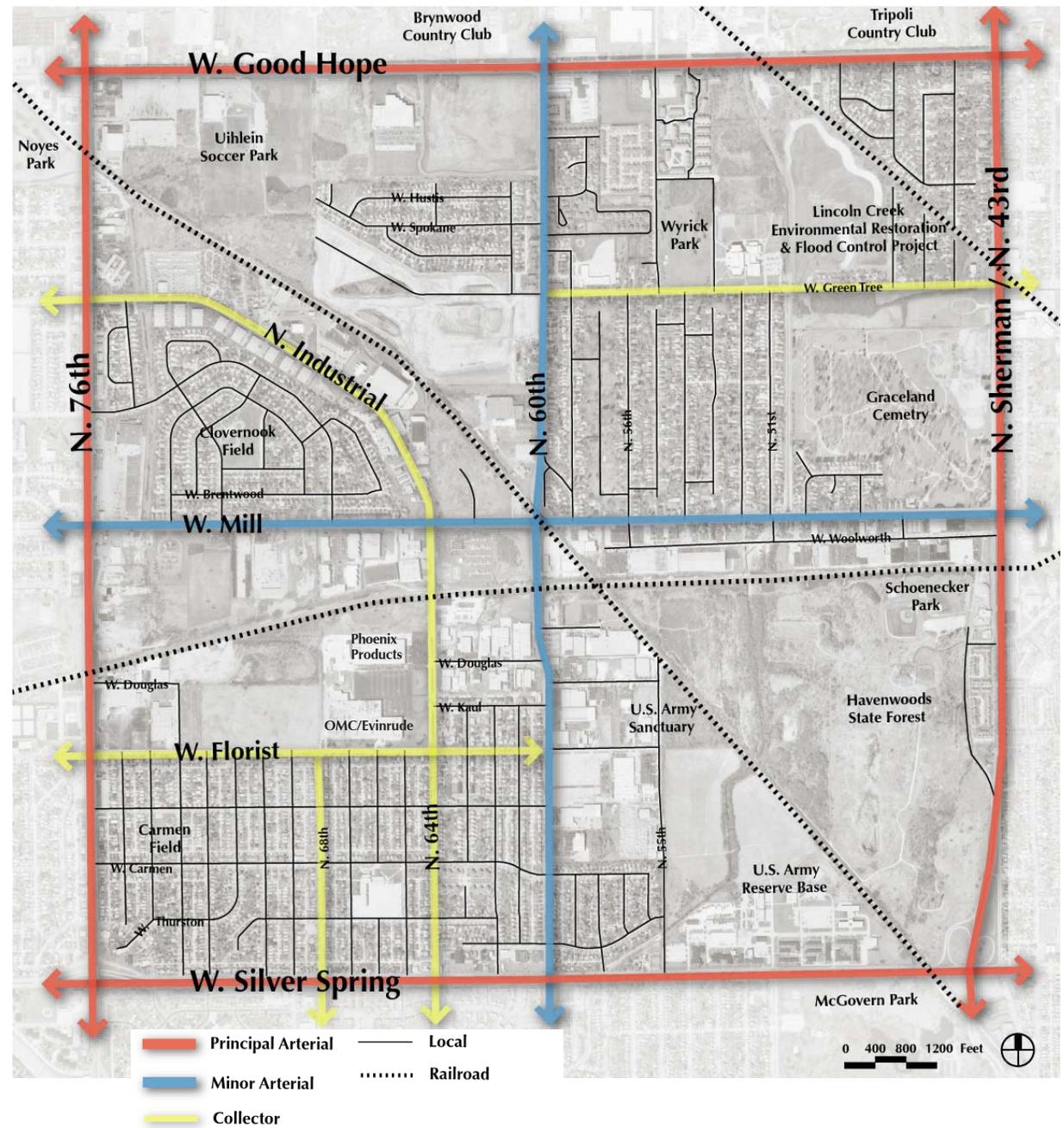
### Access and transportation

**Roads/Streets:** Havenwoods has a well connected system of streets with six major thoroughfares (principal arterials and minor arterials) that handle the majority of traffic. West Good Hope Road, West Mill Road, and West Silver Spring Drive serve as the main east-west arterials. North 76th Street, North 60th Street, and Sherman Boulevard/North 43rd Street act as the main north-south arterials. In addition, several other collector roads, such as, West Green Tree Road, North Industrial Road, West Florist Avenue, North 68th Street, and North 64th Street, are heavily traveled.

All the six major thoroughfares have multiple lanes in each direction serving the existing traffic flow into and through Havenwoods. The thoroughfare accommodates the flow of trucks given their width and grade separation of railroads. The approximate right-of-way widths for principal arterials range from 90 feet to 160 feet, minor arterials range from 90 feet to 110 feet, collectors range from 80 feet to 120 feet, and local range from 60 feet to 80 feet. I - 43 is located 2.5 to 3 miles to the east; U.S. 41 & 45 is located 2.5 to 3 miles to the west; and State Highway 145 is located one quarter mile southwest of planning area. The existing frontage roads within Havenwoods requires beautification and improvements that will require coordination with the city efforts.

**Sidewalks and Pedestrian Circulation:** Some areas in Havenwoods lack sidewalks. These areas are along Industrial Road, around the Cemetery, along streets in the residential areas on the extreme northeast portion of Havenwoods, and adjacent to OMC and Phoenix properties. Providing sidewalks in areas of new construction in industrial areas without existing sidewalks, and maintaining existing sidewalks would create a safe and comfortable environment for the pedestrians. Throughout Havenwoods the sidewalk width is approximately 6 feet. Overall, the existing sidewalks are in fair to good condition and are receiving ongoing maintenance by the City.

Landscaping and streetscape improvements that create pedestrian-scaled environments are often lacking. Most of the residential areas have traditional walking environments that include tree lined



Map 5 Access and Transportation

## INTRODUCTION

sidewalks, connected sidewalks and good lighting. Even though most of the industrial areas have sidewalks, many of the industrial areas do not have the feel of a walkable environment due to the large open expanses one needs to cross and the unarticulated walls with lack of windows that create an uninviting atmosphere.

**Streetscape and Appearance:** The existing streetscaping, including plantings, decorative lighting, benches, waste receptacles, wayfinding signage, and identifying gateway treatments is limited throughout the neighborhood. The image and appearance of the primary commercial corridors of North 76th Street and West Silver Spring Drive are characterized by deteriorated streetscaping and outdated appearance.

**Wayfinding and Signage:** In the absence of a unified system of wayfinding and directional signage, it is difficult for both motorists and pedestrians to find their destinations. Key businesses, industrial areas, institutions and public places such as Havenwoods State Forest Preserve, recreational areas and schools are difficult to locate due to lack of adequate wayfinding and directional signage at required locations.

**Parking:** Approximately 120 acres of paved parking, mostly in commercial and industrial areas, can be found in Havenwoods. Parallel street parking can be found in most residential areas; most of the residences have their own off-street parking and garages. According to the Milwaukee zoning ordinance, all new developments are encouraged to provide shared parking and off-site parking.



## Environment and Utilities

### Stormwater:

Source: Milwaukee Metropolitan Sewerage District, Flood Management Projects, Lincoln Creek, [http://www.mmsd.com/floodmanagement/projects\\_intro.cfm](http://www.mmsd.com/floodmanagement/projects_intro.cfm), Accessed June 2005 & January 2006.

Havenwoods is located within three watersheds. Approximately 360 acres of the northwest corner of the area is tributary to the Menomonee River via an unnamed creek and approximately 36 acres of the northeast corner is tributary to the Milwaukee River via overland flow and storm sewers. The remaining approximately 2,164 acres is tributary to Lincoln Creek that flows south through the eastern half of the planning area.

The Milwaukee Metropolitan Sanitary District (MMSD) has undertaken a number of flood control projects. The Lincoln Creek Environmental Restoration and Flood Management Project was completed in 2002. Lincoln Creek drains a 21-square-mile urban watershed on the north side of the City of Milwaukee, which includes the Havenwoods Neighborhood, and smaller portions of the City of Glendale and Village of Brown Deer.



**Lincoln Creek Environmental Restoration and Flood Management Site**

The major components of this project are two large detention basins, including the Havenwoods State Forest which is capable of storing up to 29 million gallons of water during a rainstorm. The other basin is the 32-acre Green Tree Detention Basin located between North 46th and 50th streets, just north of West Green Tree Road, which is capable of storing up to 52 million gallons. Although the project's main focus was to reduce the risk of flooding for homes and businesses from the 100-year storm, it also included measures to enhance the

attractiveness of the corridor; improve water quality; restore, stabilize and protect eroding banks; and provide suitable habitat for fish, birds and other wildlife.

**Environmental Issues:** The City of Milwaukee has conducted environmental investigations at a number of properties. Of studies performed in Havenwoods, only studies of the property at 5201 West Good Hope Road have detected both soil and groundwater contamination. Currently, there are no plans for site remediation at this site. More information about Phase I and Phase II environmental assessment can be obtained from local agencies (i.e. City of Milwaukee and Wisconsin Department of Natural Resources).

Two former landfill sites are present in the Havenwoods Area. The Lakefield Sand and Gravel Operation, located in the northwest quadrant of the neighborhood accepted wastes for many years. The U.S. Military Base in the southwest quadrant of the neighborhood had its own landfill just west of Lincoln Creek.



**POTENTIAL AREAS FOR CHANGE**

Based upon the physical conditions of Havenwoods and evaluation of prior studies, sites were identified that are most susceptible to change (See Map 7, page 12). These sites include large tracts of vacant, industrially-zoned land; small, vacant infill parcels (area range from 0.20 acres to 8 acres); and underutilized properties (sites that contain vacant buildings). These sites have been identified as priority development areas and are discussed in chapter 3, page 22.

**STRENGTHS AND CHALLENGES**

Identifying Havenwoods’ strengths and challenges included site reconnaissance; meetings with the HEDC, stakeholders and the community; review of existing documents and prior studies.

**Strengths**

Havenwoods possesses many strengths as listed below and displayed on Map 7.

**Active Community Residents and Civic/Business Organizations**

HEDC;  
Silver Spring Neighborhood Center;  
Kaul Avenue Neighborhood Development Organization (KANDO);  
Hawkeye Block Club;  
Brady Block Association;  
McGovern Park Senior Center;  
North 64th Street Block Watch;  
Northwest Side Senior Center;

**Existing Industrial Development**

Availability of vacant industrially-zoned land;  
Major Industrial Anchors;  
Recent industrial developer investments in the area;

**Existing Commercial and Retail Development**

Neighborhood and Community Shopping Centers;  
Three Banks;

**Existing/Recent Residential Development**

KANDO’s recent efforts to renovate rental housing and enforce stricter tenant screening standards;  
City of Milwaukee Targeted Investment Neighborhood (TIN) Program;

**Existing Community and Institutional Facilities**

Nearby Silver Spring Neighborhood Center;  
Nearby Mill Road Library;  
Five Community Churches;  
Three Schools;  
Four Parks and several Soccer Fields, proximate parks/open spaces in surrounding communities;  
Havenwoods State Forest Preserve and Environmental Awareness Center;

Army Reserve Base;  
Elk Lodge;  
County Highway Maintenance Facility;

**Existing Infrastructure**

Recent water retention and sewer water management infrastructure investments (i.e. MMSD’s Lincoln Creek Environmental Restoration and Flood Control Project completed in 2002);  
Wide streets for truck access (right-of-way widths range from 90 feet to 160 feet for arterials), railroad access;

**Challenges**

However, the area also faces some challenges, some of which may impact the overall development of the neighborhood.

**Lack of image/identity of Havenwoods as a place to live, work and play;**

**Lack of defined industrial area;**

**Lack of coherent image and appearance for industrial areas;**

**Conflict of land use between industrial users and adjacent residential uses, particularly in the southern quadrant of the neighborhood;**

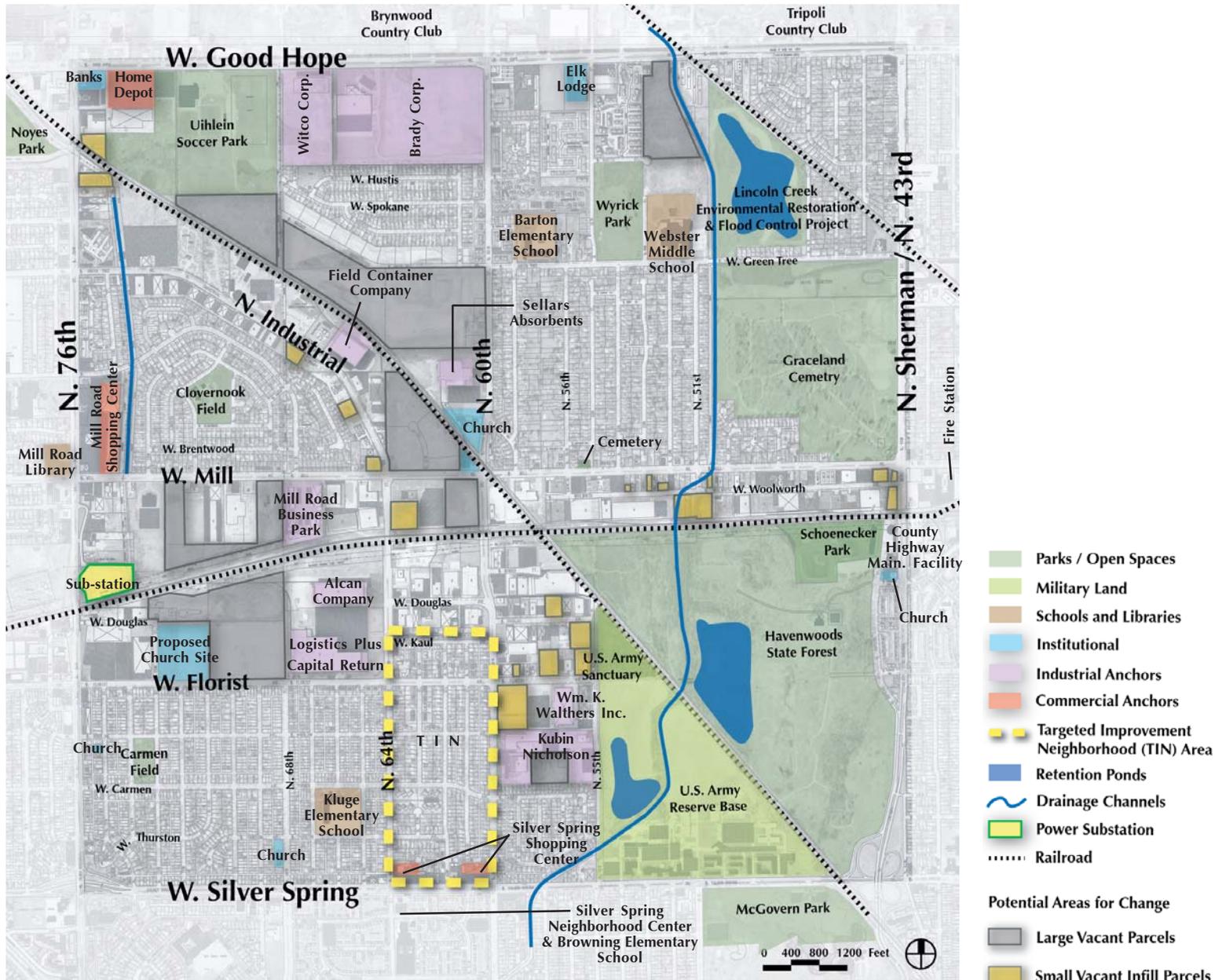
**Lack of coherent appearance of the commercial corridors;**

**Declining housing stock in the southern portion of the neighborhood;**

**Lack of adequate bike paths, trail system, pedestrian connections, immediate interstate access**

Chapters 3, page 22 and Chapter 4, page 36 discuss priority development projects, strategies, and applicable design guidelines to overcome these obstacles.

# INTRODUCTION



Map 7 Strengths and Potential Areas for Change



## 2 PLANNING PROCESS AND INFORMATION GATHERING

### PROCESS

The planning team has pursued an open and collaborative approach to involving the residents, HEDC and other stakeholders in the planning process prior to developing a neighborhood plan. The public has been involved in this process from the earliest stages and at each decisive step. Participants have both shared comments and ideas, as well as received information. As reflected in this report, many of the comments provided by the participants have helped contribute to the quality of the Havenwoods Neighborhood Plan, and Design and Development guidelines.

The development of Havenwoods Neighborhood Plan and Design and Development Guidelines has included site reconnaissance; review of existing documents and prior studies; and meetings with the residents, business owners, neighborhood stakeholders, HEDC Director and Board, and DCD. Community involvement has been extensive throughout the process to gain input regarding the future of their neighborhood. The cornerstone of the public input process has been morning stakeholder meetings followed by evening public input meetings, held approximately every four weeks throughout the five-month process. These meetings have been held within the planning area to encourage participation. Various planning techniques were employed during a process which included four resident meetings, five stakeholders meeting, and five meetings with the HEDC Director and Board (see

project timeline below). In addition, industrial, retail and residential market analysis were conducted (Redevelopment Strategy for the Havenwoods Area, 2001) and are summarized in this chapter.

A kick-off meeting with the HEDC Director and Board was conducted on December 9th, 2004 to review the project scope and schedule, establish project milestones, develop a community involvement strategy, develop an approach and schedule for meeting with DCD, and establish team communication protocols. In conjunction with HEDC representatives, the planning team met with the DCD to determine overall process and issues, and receive feedback regarding planning conducted by Havenwoods to date. As part of the project kick-off meeting, the group was engaged in an open, candid brainstorming session to try and identify the issues/concerns that are important to the community. Opportunities, constraints, and key issues were also identified related to the following topics:

- Image/Identity
- Access/Circulation
- Sub Districts/Linkages
- Land uses
- Infrastructure
- Redevelopment
- Green Sustainability

The first of four stakeholders and public workshops was held on January 13, 2005. The purpose of the first workshop was to inform residents about the objectives of the Havenwoods Neighborhood Plan and to hear from them about their wishes and visions for their neighborhood. The catalytic projects, urban design and streetscapes improvement concepts identified during prior studies were also presented and discussed. The residents and the stakeholders also shared their views regarding each of the broad topics. As part of the workshop, exemplary diverse-use developments; open space linkages, gateways, wayfinding and directional signage, and other streetscape improvement examples from around the country were presented and discussed.

		2004				2005															
		December				January				February				March				April			
<b>WORK TASKS</b>																					
<b>A. Neighborhood Plan</b>																					
Task 1	Project Initiation (1: HEDC, DCD)	●				●				●											
Task 2	Preliminary Neighborhood Plan (HEDC, Stakeholders, DCD, Public)													●							
Task 3	Final Neighborhood Plan (HEDC, Stakeholders, DCD, Public)																				
<b>B. Design and Development Guidelines</b>																					
Task 1	Design and Development Guidelines Workshop (HEDC, Stakeholders)									●											
Task 2	Preliminary Design and Development Guidelines (HEDC, Stakeholders, Public)													●							
Task 3	Final Design and Development Guidelines (HEDC, Stakeholders, Public)																	●			

● Stakeholders and Public Meeting

### Project Timeline

The second of four stakeholders and public workshops was held on February 9, 2005. The purpose of the second workshop was to consolidate what was heard during the prior workshops and what was recommended in the prior planning studies, into a Preliminary Neighborhood Plan. As part of the workshop, the Preliminary Neighborhood Plan was presented and discussed to gain input from the participants regarding their preferences.

The third of four stakeholders and public workshops was held on March 9, 2005. Based on the input received from the stakeholders and public, the Preliminary Neighborhood Plan was revised and presented. In addition, the Preliminary Design and Development Guidelines that reflect the character concepts and ideas brought forth during the planning process, and consistent with the proposed land uses within the neighborhood, were also presented. These guidelines were intended to create a setting consistent with the desired image and identity for the Havenwoods Neighborhood and be responsive to expressed stakeholder interests for each of the dominant land use types.

The final stakeholders and public workshops were held on April 13, 2005. Through a process of refinement and public dialogue, the Draft Final Neighborhood Plan and Design and Development Guidelines were developed. Favorable feedback was received, and after minor modifications the Neighborhood Plan and Design and Development Guidelines were finalized and accepted by the HEDC Board in November 2005.



January 13 Morning Session



January 13 Evening Session



March 9 Morning Session



March 9 Evening Session

## MARKET ANALYSIS SUMMARY

The following is the summary of the market analysis of the Havenwoods Area, focusing on three market sectors: Industrial, Retail and Residential (Redevelopment Strategy for the Havenwoods Area, 2001). As part of this plan the existing area use mix and geography were examined, its competitive position relative to adjacent areas was assessed, and the area's future absorption potential was estimated. Findings from this analysis have provided key input for chapter 3: Neighborhood Plan and Strategies.

### Industrial Market

Based on this study (Redevelopment Strategy for the Havenwoods Area, 2001), Havenwoods contained approximately 200 acres of vacant industrially-zoned land, much of which was concentrated in three areas that ranged from 19 to 69 acres. Milwaukee had in the five-year prior to the study absorbed new industrial space at a rate of about 41 acres per year. While other nearby industrial parks have advantageous locations compared to Havenwoods with respect to interstate access and visibility, few have land availability equal to Havenwoods.

Findings from the industrial market analysis show a potential demand of 20 to 30 acres of industrial land per year in the Havenwoods area. At this rate, 200 acres of vacant industrial land could potentially be absorbed in seven to ten years, with an additional two to three years needed to absorb the various existing infill and expansion parcels.

Several strategies were outlined that would enhance the marketing and image of the area's industrial inventory, including:

**Parcelization and Phasing:** Based on recent market activity, which featured parcels in the three-to-five acre range, it was recommended maintaining an inventory primarily of this size range, with combinable parcels for larger users (few industrial users seeking up to 15 - 20 acres); and phasing the introduction of new sites into the available inventory.

**Image and Appearance:** In order to enhance marketability, the study recommended the creation of more unified districts through the identification of

gateways, buffers from adjacent uses, and infrastructure design standards.

**Marketing and Building Organizational Capacity:** A unified marketing strategy was recommended for the largest parcel and the area in general. A new Business Improvement District was formed as an implementation entity. Efforts to market the area's industrial potential and existing mass transit should also leverage the area's existing social service infrastructure for specialized services. One of the important opportunities of the area is the ability to tap the City's labor pool. By coordinating with other programs including child care, and, if necessary, additionally by creating special programs, the business community has an opportunity to draw on the surrounding community.

### Retail Market

The assessment of Havenwoods' retail potential focused on its three main existing retail corridors: the neighborhood-oriented West Silver Spring Drive corridor; the North 76th Street community and auto-oriented corridor; and the newer commercial corridor along West Good Hope Road. An inventory of existing storefronts indicated that the majority of area uses were service rather than retail oriented. Area residents were said to be concerned over the lack of certain store types, and the poor quality of many existing area stores. The study assessed local competition, and developed specific retail strategies for the two areas perceived to have the most potential: West Silver Spring Drive between 60th and 64th Streets, and North 76th Street around West Mill Road.

Based upon the study findings, it was suggested that the West Silver Spring retail district had the potential for a pedestrian-oriented neighborhood/town center that provides a range of quality neighborhood retail stores and community service-oriented uses, primarily for local residents and employees. The creation of a pedestrian-oriented town center on West Silver Spring Drive could capitalize on the population density of the surrounding neighborhoods while providing quality neighborhood-oriented retail stores and community service uses. A retail program was developed that

estimated the potential for between 43,340 and 66,500 new square feet, approximately 40% of which would be a new full-size grocery store; and about half of which would be support services or institutions such as a library.

The largest concentration of competitive retail activity is located to the north along Brown Deer Road and North 76th Street, anchored by Granville Plaza and surrounding shopping centers. Mill Road Center is somewhat shadowed by this critical mass of retail to the north; the challenge is to find a position in the market for this shopping center by drawing on the heavy traffic volumes that pass by to reach the retail concentration to the north.

Based upon the area competition and gap analysis, the North 76th Street/Mill Road was seen as having potential to add between 37,800 and 83,234 square feet of new retail space, primarily by adding a variety of small to moderate-sized supportive retail and service businesses. Recently Walgreens was build at this location.

West Good Hope Road was observed as different in appearance and character than West Silver Spring Drive and North 76th Street. Stores along the Good Hope corridor are newer and generally better in appearance than the other commercial corridors. The potential for Good Hope Road is somewhat limited by the extensive concentration of retail to the north along North 76th Street and along Brown Deer Road.

As with the industrial market segment, the study discussed the benefits of improving the area's overall physical appearance, and recommended a variety of façade, landscaping, lighting and streetscaping improvements (See chapter 4).

### Residential Market

The study discussed Havenwoods' residential characteristics in a more qualitative manner than the industrial and retail markets, for which specific absorption rates were estimated. The analysis focused instead on the impact that the image and perception of Havenwoods' residential areas has on its industrial and retail potential. The area was seen as undergoing shifts in its economic and

demographic character, with a decline in middle-income households, and an increase in minorities - primarily Asian (largely Hmong) and African-American. Some of the challenge and the promise of the area was seen in the ability to convert some of these population groups from renters to homeowners.

The majority of housing stock was observed in the study area to be in fair to good condition with few concentrated areas of housing in poor condition south of Mill Road. Approximately 52% of housing units within the planning area were owner occupied in 2000. It was observed that the owner-occupied units have marginally declined from 54% to 52% in the ten year period from 1990 to 2000.

By 2005 out of a total of 5,269 units, 3,172 units were owner-occupied. It was observed that the owner-occupied units have increased from 52% to 60% in the five year period from 2000 to 2005. Area median housing value was approximately \$106,300 and median housing value upper portion was approximately \$114,400 in 2005.

The study recommended several support services that would strengthen the area's residential market, such as financial assistance and home-ownership counseling programs.

**NATIONAL PROJECT REVIEW**

The following are some of the success stories from around the country where a single project or combination of projects has been successful in revitalizing communities and bringing additional reinvestment in the area. All such projects are a result of a strong collaborative effort from the city, private bodies, residents and stakeholders, and creation of an implementation strategy that includes:

- Strong public-private partnership and involvement;
- Long-term vision plan for growth and enhancing the quality of life for the communities;
- Funding through a variety of sources;
- Monitoring body for plan implementation

The following projects may or may not be directly applicable to Havenwoods but the overall approach and certain elements from each project were found applicable.

**DIVERSE-USE DEVELOPMENT CASE STUDIES**

**1) South Side Works, Pittsburgh, Pennsylvania**

Source: New Urban News. December 2004, Volume 9. Number 8



Diverse-use buildings in South Side Works - retail on first floor and offices, apartments and/or lofts above

This was a former steel-making site along Monongahela River in Pittsburgh. The Urban Redevelopment Authority of Pittsburgh has been converting the 120 acres of cleared industrial land on the City's South Side into three to four story buildings that line the streets creating a pedestrian-oriented environment. The Soffer Organization has erected block after block of buildings on a 34-acre portion of the land near the Hot Metal Bridge. These buildings include stores and restaurants at ground level, and offices or housing on upper levels. "The street-front retail forms a natural extension of the South Side's long-established Carson Street shopping district." (New Urban News, 2004). Uses at South Street Works range from high-tech employment, sports medicine facilities, and labor union regional head quarters, to flats and loft-style apartments.

**2) Excelsior & Grand, St. Louis Park, Minnesota**

Sources: Excelsior & Grand, <http://www.excelsiorandgrand.com/restaurants.html>, Accessed February 18, 2005.  
City of St. Louis Park, Reports and Publications, Photos and Maps, <http://www.stlouispark.org/Publications/Publications.html>, Accessed May 28, 2005.



**Diverse-use buildings with outdoor dining, coffee shops on first floor and residential above**

This is a 16-acre diverse-use project that includes retail space, apartments, condominiums, and a town green that links to an existing city park. The city of St. Louis Park, entered into a public/private partnership with TOLD Development Company to develop Excelsior & Grand, a \$150 million diverse-use development.

Excelsior & Grand is located in the midst of a vibrant, friendly urban neighborhood featuring some of the best in Twin Cities' restaurant, recreation, nightlife and shopping destinations. Excelsior & Grand is just minutes from Lake Calhoun, Lake Harriet, Lake of The Isles, and the Downtown excitement of Minneapolis and St. Paul.

The main features of the project include a diverse-use Town Center, underground parking, and pedestrian-friendly design that incorporates Transit-Oriented Development (bus).

**3) Ode to Roses, Portland, Oregon**

Source: Portland's Green Building Resource, Commercial Buildings, Case Studies, [http://www.green-rated.org/cs\\_detail.asp?id=40&md=commercial](http://www.green-rated.org/cs_detail.asp?id=40&md=commercial), Accessed January 2005.



**Diverse-use building that creates a pedestrian-friendly environment; outdoor dining/restaurant on first floor and offices above; and a building program that resulted in a reduction of the number of parking spaces required and facilitated efficient use of land.**

This site formerly hosted Rose's famous 24-flavor ice cream shop. The City desired to discourage a fast food chain restaurant from taking over the site, and to renew a once vital component of the Beaumont Wilshire neighborhood's urban fabric.

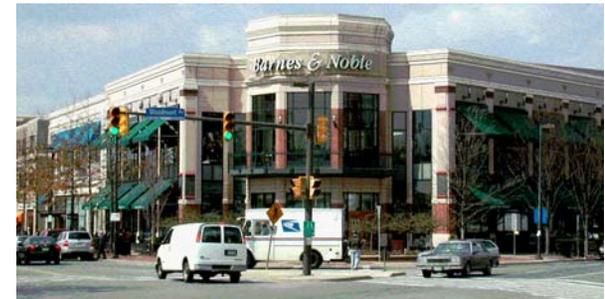
A designer and neighborhood resident purchased this site, and designed and developed it into a diverse-use building with a restaurant and co-op office. This example of urban infill utilizes sustainable design and construction techniques. The Ode to Rose's project is an example that demonstrates that sustainable design and construction does not have to translate to higher costs and increased complexity. The project includes a 2-story (5,500 square feet) building, was completed in 2002 and has earned the LEED Silver ratings.

Key features of the project include maximizing street frontage that creates pedestrian-friendly boundaries between the street, sidewalk, building and parking areas. The north side of the building front a street and the parking was located on the east side of the building. By virtue of building program and alternative transportation-friendly

design, the number of required parking spaces was reduced. The building is programmed to be occupied in shifts as the 2nd floor office space closes just before the 1st floor restaurant opens for the evening. Some other sustainable design features include solar orientation based design, use of local materials for construction, waste recycling, and best practices for stormwater management, etc.

**4) Bethesda Row, Bethesda, Maryland**

Source: Beyond DC, <http://www.beyonddc.com/profiles/bethesda.html>, Accessed January 2005.



**Diverse-use urban infill development offering pedestrian-friendly environment; with outdoor café, bookstores, theaters, galleries, and offices**

This is a multi-phase diverse-use development in the heart of Bethesda's central business district that includes retail, offices and residential uses. This example of urban infill development that was built through a public/private partnership. With initial purchases in 1993, Bethesda Row encompasses seven contiguous blocks, is in the final phases of its master planned redevelopment, and future phases are in the planning stages.

Key features include 110,000 square feet of office space, 190,000 square feet of retail space, and

40,000 square feet of restaurants. The redevelopment effort is a combination of distinctive architecture, attractive streetscape, outdoor café-style restaurant seating, and a central fountain; Bethesda Row offers a pedestrian-friendly relaxed gathering space. This vibrant destination draws people day and night, weekends and weekdays, to the unique shops, restaurants, galleries and theater. Future phases of the project will include art movie theaters and possibly a residential component.

The project has helped to transform this formerly neglected part of Bethesda's downtown into an attractive and vital addition to the community. The project has been so successful that the developer is now employing similar concept in other projects elsewhere in the country.

**BUSINESS PARK CASE STUDIES**

**1) Radio Shack Master Planned Corporate Campus, Fort Worth, Texas**

Source: Architecture in Downtown Fort Worth, Radio Shack Riverfront Campus, <http://www.fortwortharchitecture.com/radioshack.htm>, Accessed May 2005.

This site was primarily a riparian floodplain that had obsolete public housing on an upper terrace and an expansive 16-acre asphalt parking lot on a lower terrace near the Trinity River.

Radio Shack finished moving in March 2005 into their new 38-acre corporate campus on the site of the old Ripley Arnold Housing Project and old surface parking lot located at the junction of the West and Clear Forks of the Trinity River. The campus features three six-story buildings, a commons building, a flagship Radio Shack store and a multi-level parking garage to accommodate all employees and guests. The layout of the site plan offers the employees views of the river and has inviting public gardens and landscaping.

Unlike many other corporate campuses that are isolated from neighboring and public uses, the \$200 million Radio Shack riverfront campus was designed to be a public and inviting campus. Approximately 75 percent of the site is devoted to open space; the headquarters building surround a landscaped park in the campus core that includes pedestrian bridges,

walkways and a serpentine canal. The former 16-acre asphalt parking lot has been replaced with a meadow filled with native plants species providing new wildlife habitat.

Radio Shack has worked hard to earn Leadership in Energy and Environmental Design (LEED) ratings for its new headquarters. Radio Shack's new headquarters has made positive impacts on downtown Fort Worth. The project has encouraged other companies to move downtown and recently Pier 1 Imports constructed a new headquarters within the Trinity Uptown area, and Tarrant Community College will build a new urban campus in Trinity Uptown.



Radio Shack Corporate Campus with LEED ratings, water-efficient landscape of native and adapted plants, and pedestrian walkways that connect the campus core down to Trinity River

**2) Harley-Davidson Museum Information Center, Milwaukee, Wisconsin**

Source: Menomonee Valley Partners, Inc, Current Projects, <http://renewthevalley.org/projects/project.html?a=show&pid=41>, Accessed June 5th, 2005



Aerial View looking west for the proposed site at 6th and Canal Streets for the Harley-Davidson Museum

This site includes three parcels currently owned by the City of Milwaukee and the former Morton Salt parcel owned by Menomonee Valley Partners, Inc (MVP). In 2004 Harley-Davidson announced plans to build its museum complex at 6th and Canal Streets on the eastern tip of the Menomonee Valley. The Museum plan is a three-phase development with, Phase I at an estimated cost of \$60 million consisting of 110,000 square feet for the museum, café, retail, supporting offices and technical functions, banquet and restaurant facilities; Phase II will include space for Harley-Davidson corporate archives, a restoration shop and additional museum exhibits; Phase III plans include office space and other growth needs.

In 2004, The Milwaukee Common Council approved the sale of 20 acres at 6th and Canal Streets to Harley-Davidson. The Council approved property rezoning, site redevelopment guidelines and the creation of a Tax Incremental District. The City plans to move Traser Yards (a Department of Public Works facility) to the former Tower Automotive Plant by February 2006. The Harley facility is scheduled to open in 2008.

The Museum will connect the downtown entertainment district to Milwaukee's revitalized south side via the landmark 6th Street bridges. Harley-Davidson plans to incorporate the Menomonee Valley Sustainable Design Guidelines in their development. The Museum is expected to bring an estimated 350,000 annual visitors, \$78 million in total annual spending and more than \$12 million in annual state and local government revenue.

### 3) Eco-Industrial Park (EIP) Concept

Source: Center for Economic Conversion. 1997. Green Base Conversion Strategies: Technical Brief # 3.

An EIP is a community of manufacturing and service businesses seeking enhanced environmental and economic performance by collaboratively addressing environmental and resource management issues. By working together, the set of businesses seeks a collective benefit that is greater than the sum of the individual benefits each company would realize. An EIP may choose to establish any of the following:

- A single byproduct exchange pattern or network of exchanges;
- A recycling business cluster (e.g., resource recovery, recycling companies);
- A collection of environmental technology companies;
- A collection of companies making "green" products;
- An industrial park designed around a single environmental theme (e.g. a solar energy-driven park);
- A park with environmentally-friendly infrastructure or construction; and
- A mixed use development (i.e., industrial, commercial, and residential).

EIPs may provide benefits to the companies that participate, to the local community, to the region, and to the wider community. EIP members are the building blocks of the EIP's economic and environmental systems. Each EIP member exchanges inputs (labor, capital, and materials) with other EIP members, members of the community, and suppliers and customers from outside the community. The EIP management unit adds value to the production and

### EIP Case Study

#### Port of Cape Charles Sustainable Technologies Industrial Park, Northampton County, Virginia

Source: Center for Economic Conversion. 1997. Green Base Conversion Strategies: Technical Brief # 3. Cape Charles Sustainable Technology Park, <http://www.sustainablepark.com/index.html>, Accessed March 2005.



**Building One in Cape Charles Sustainable Technology Park has 9,600 square feet of manufacturing space. Building One is a 30,930 square foot industrial facility with advanced design features including photovoltaic panels to produce 50 kilowatts of solar power, indoor air quality monitoring, energy efficiency/high R value, skylights for natural daylighting, porous pavers to reduce stormwater runoff, and common areas for conferences and meetings.**

The Joint Industrial Development Authority of Northampton County, VA developed a 579-acre site, including a former town dump, into an eco-industrial park. The park's master plan includes recycled-water mains, by-product exchanges and redevelopment of brownfields.

The project did not start out to establish a national model, but the EIP concept was utilized as the best way to achieve the goals of revitalizing a depressed economy, preserving the natural environment, and promoting a high quality of life in Cape Charles. The park was selected as one of the four eco-industrial demonstration projects for the President's Council on Sustainable Development (PCSD, established by President Clinton in June 1993).



### 3 NEIGHBORHOOD PLAN AND STRATEGIES

This chapter discusses the Havenwoods Neighborhood Plan that offers a roadmap and direction for the future as a live-work community.

First the development opportunities (priority projects) are discussed. They are organized around the three major land uses: industrial, commercial, and residential. Next is the discussion of the remaining aspects of the neighborhood plan that are not categorized by land uses.

The Havenwoods Area consists of several development opportunities that are scattered throughout the Planning Area. Based upon the six overarching goals of the planning process, the priority projects were identified and categorized into different levels. Some projects refer to the development of specific sites, while others refer to broader area-wide efforts (See Map 8).

#### Catalytic Projects

Highest priority-level projects, or Catalytic Projects, should receive immediate attention. These projects have the potential to act as a trigger for additional development and bring the most immediate benefit to the area, such as job creation, high visibility, and increase in the tax base. These projects are listed below and illustrated on Map 8.

- A** Strengthen Havenwoods Existing Industrial District
- B** Green Tree Redevelopment Project
- D** North 73rd Street and Florist Avenue Urban Business Park
- J** West Mill Road Urban Business Park - District Core
- C** West Silver Spring Drive Streetscape and Commercial Revitalization
- G** North 76th Street Streetscape and Commercial Revitalization
- F** Continue to Encourage Strategies that Promote Home Ownership, Housing Stock Improvement, and a Safe Neighborhood

#### Second and Third Tier Project

Second and Third Tier projects are also identified. While these projects are important to the overall redevelopment of Havenwoods, they are not expected to produce the same level of immediate benefit as the Catalytic Projects. These projects are listed below and illustrated on Map 8.

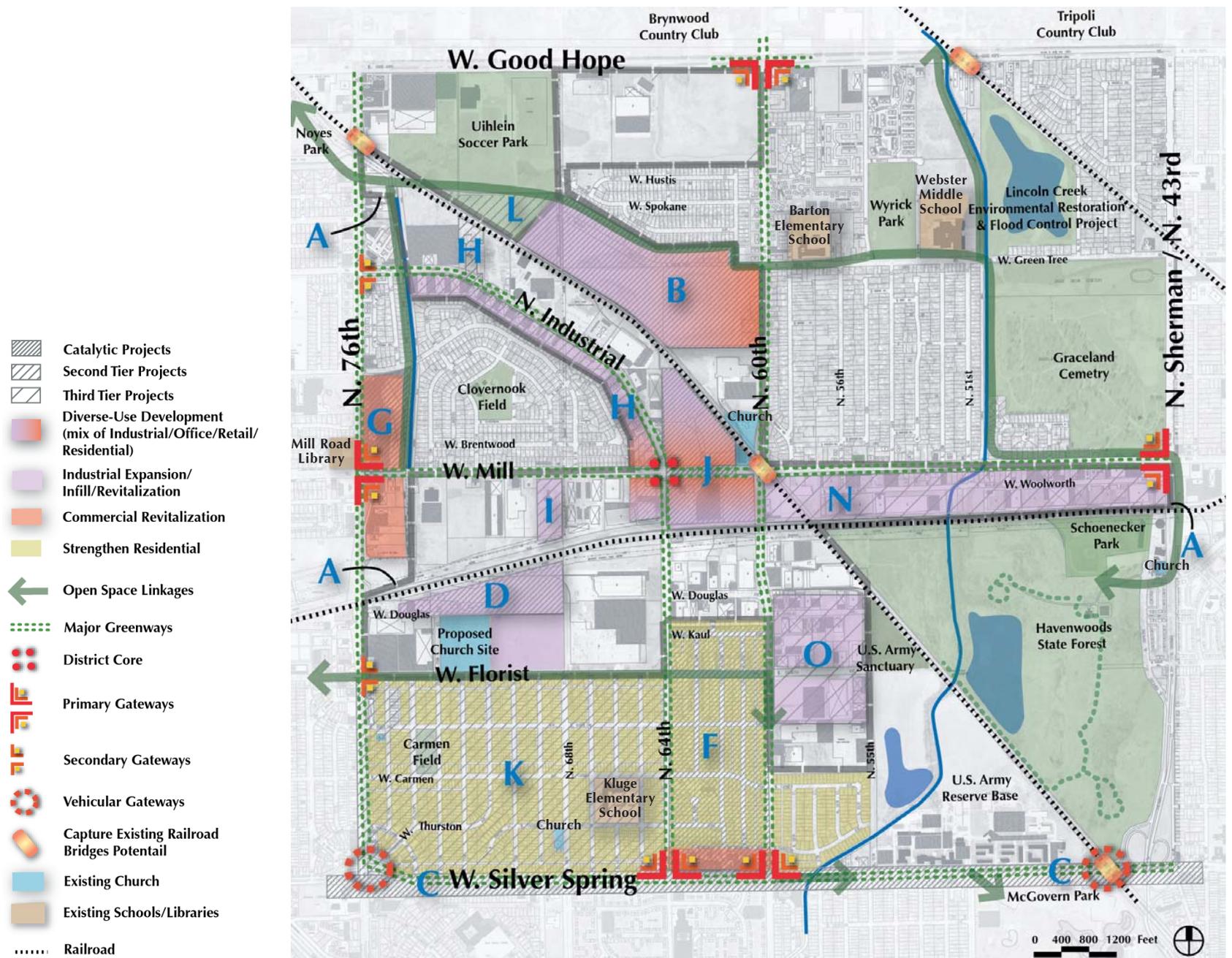
#### Second Tier Projects

- H** Industrial Road Infill/Revitalization
- I** West Mill Road Industrial Infill
- L** Open Space Expansion-Soccer Field
- K** Strengthen Areas in the Southern Portion

#### Third Tier Projects

- N** Woolworth Avenue Infill/Revitalization
- O** Florist/Douglas Infill/Expansion

The priority projects and strategies are organized around land use rather than priority level because the projects of similar land use will benefit from similar coordinated efforts.



Map 8 Neighborhood Plan illustrating Priority Projects

## INDUSTRIAL PRIORITY PROJECTS

The overarching goal for the industrial priority projects is to create a cohesive urban industrial area to retain existing businesses and attract new industrial users, while maintaining a positive relationship with nearby residential, commercial, and open space uses. Encouraging diverse-uses at sites where it makes sense, such as, a mix of industrial/office/retail/residential will provide wide range of services for the existing and new businesses, and area residents (see priority projects discussed later in this chapter). A strengthened urban industrial area will facilitate increased employment opportunities; and will improve the quality of life for area residents. The following sub sections address Priority Projects A, B, D, J, H, I, M, N and O.

### **A** Strengthen Havenwoods Existing Industrial District (Catalytic)

The project site is currently comprised of large tracts of vacant industrially-zoned land; small vacant infill parcels; and some of the key industrial anchors, such as, Brady Corporation, Witco Systems Inc., Walthers Inc., Alcan Company, Sellars Absorbents, etc.



### Recommended Development Strategy

Define, Delineate, and Market the Existing Industrial District;

- Create support services and training. By creating special programs, the business community has an opportunity to attract customers and workers from surrounding communities.

The following existing programs should continue

- Employer assisted housing program for existing and prospective employees via walk-to-work program

The potential programs include

- A joint or cooperative employee health care facility for area employees;
- Cooperative job training programs for existing and prospective employees;
- Additional recreational activities and outlets for area employees; and
- Enhance public transit to provide alternative modes of transportation to the area employees.

Encourage and Promote Techniques for Creating Economically and Environmentally Sustainable Development (e.g. Eco-Industrial Parks (EIP)). An EIP involves a network of firms, linked through exchanges of products and by-products, working towards a common goal of optimizing economic, employment and environmental objectives. EIPs may provide benefits to the participating companies, to the local community, and to the region (See Chapter 2, page 20 for EIP concept and case study).

Create and Implement financing mechanisms (such as TIF).

Market the Havenwoods industrial district using the Business Improvement District (BID). Build on existing partnerships with various government agencies, HEDC, the Silver Spring Neighborhood Center (SSNC), and resident block groups and organizations for marketing and strengthening the existing industrial district.

Implement the Design and Development Guidelines (See Chapter 1, page 1 for recommended implementation tool; and Chapter 4, page 36 for design guidelines).

**B Green Tree Redevelopment Project (Catalytic)**

The Green Tree redevelopment project consists of approximately 60 acres of vacant industrially-zoned land. The site is approximately bounded by a railroad on the southwest and North 60th Street on the east. The site is well served by a rail and bus transit.



**Recommended Use**

Create a new high quality urban business park and encourage diverse-use development (for definition of diverse-use development see chapter 1, page 3).

An *urban business park* can be defined as a well coordinated collection of businesses of more or less related activities, in close proximity, exploiting the benefits of synergy. Business parks are preferentially located where motorway and rail are within a short distance.

Facing 60th Street this site can be developed with uses that can provide services to the new businesses as well as the surrounding residents. Specialized suppliers, service providers, and associated institutions could serve the businesses; and restaurants or coffee shops could be the residents and the employees. The retail/office can be located at first floor with new residential above it. These are

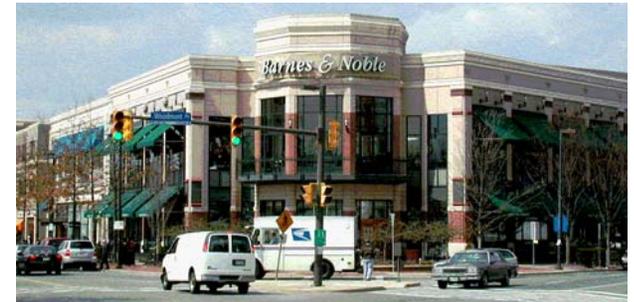
some of the uses that are envisioned fronting North 60th Street. The remainder of the site is expected to attract a variety of industrial, wholesaling and business service companies.

It is recommended that the site be designed by subdividing the existing 60-acre site into smaller parcels to suit the need of wide range of businesses, as well as to create a development that is pedestrian friendly. A central street with an entrance from North 60th Street that could serve buildings on either side is recommended. Based on the industrial market analysis, it is recommended to provide small parcels (range of 3 acres to 5 acres) and large parcels up to 15 acres to 20 acres (See Chapter 2, page 16). It is recommended that the smaller parcels be placed close to North 60th Street. All parcels should place buildings fronting streets with parking to the rear of the buildings.

The central street entrance should be celebrated with landscaping, signage (within public right-of-way), and lighting. In addition streetscape improvements, buffering the site from adjoining residential, screening of parking lots, and using sustainable design techniques, should be utilized to create a cohesive appearance for this development (See Chapter 4, page 36).



Outdoor dining, coffee shops on first floor and residential above fronting streets



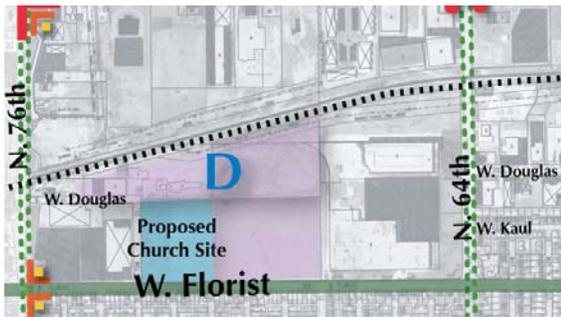
A diverse-use development example in an urban setting offering pedestrian-friendly environment; with outdoor café, bookstores, theaters, galleries, and offices



The 38-acre Master Planned Radio Shack Corporate Campus with LEED ratings, water-efficient landscape of native and adapted plants, and pedestrian walkways that connect the campus

**D North 73rd Street and Florist Avenue Urban Business Park (Catalytic)**

This site is identified as a catalytic project because it is large, vacant, and well connected to major arterials and interstates via North 76th Street. This site is served by bus transit, and rail access is available on the northern edge of the site. South-west of this site is a proposed church site. For many years most of this site including the proposed church site (12 acres) was owned by an adjoining industry and held for future expansion. The former Handy Andy store next to the site has already been converted to a Carpeting distributor.



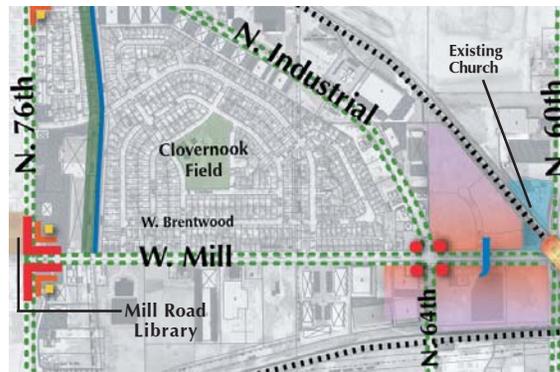
**Recommended Use**

Develop a well designed urban business park (for definition of urban business park see page 25). The site can be developed in numerous ways depending upon the number and size of industrial parcels desired. Access to the site can be provided by extending West Douglas Avenue/North 73rd Street along the periphery of the proposed church site and by extending North 68th Street. The entrances should be celebrated with signage identifying the businesses that should be located in public right-of-way or easement adjacent to right-of-way, landscaping, and lighting. Streetscape elements such as aligned trees or a landscaped setback will not only enhance the visual appeal of the development but will also function as a buffer between the businesses and the proposed church site. See Chapter 4, page 36 for Design Guidelines.

This site has many advantages that are common to Havenwoods, such as the size and quality of Milwaukee's labor force, and proximity to industrial and commercial users that can provide synergy, especially in marketing and in obtaining services.

**J West Mill Road Urban Business Park - District Core (Catalytic)**

The central Mill Road area or the District Core features two sites owned by Milwaukee Economic Development Corporation, which are available for development. The two sites include approximately 19-acre site located northwest of West Mill Road and North 60th Street, and an approximately 6-acre site at the southwest corner of this intersection. In addition, this area has the potential to provide expansion opportunities for the existing and new businesses south of the intersection of West Mill Road and North Industrial Road. The City could work with the existing business owner to facilitate acquisition of the structure for potential expansion needs.



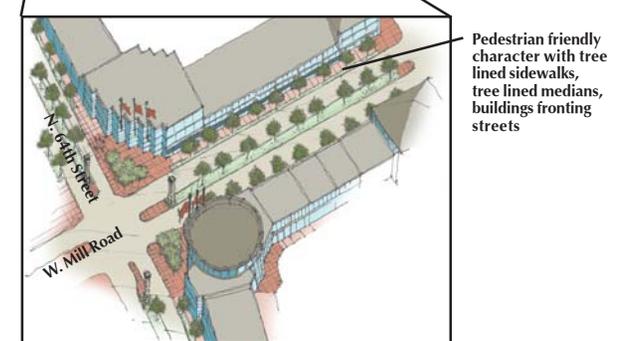
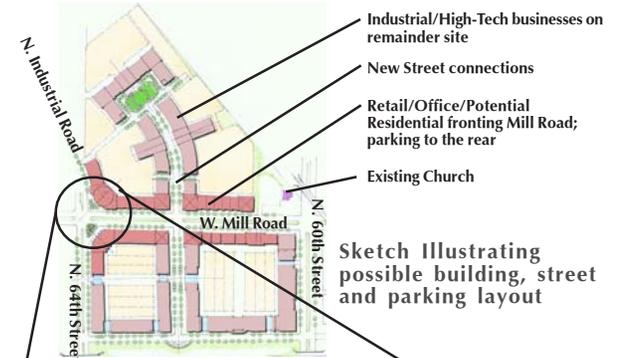
**Recommended Use**

Create a new business park and encourage diverse-use development at the district core (for definition of diverse-use development see chapter 1, page 3). This area is located at the heart of Havenwoods; well connected to the neighborhood and the region; has an existing mix of industrial, residential, commercial and institutional uses around it; and contains vacant land.

Facing West Mill Road, this area is recommended to be developed with uses that can provide services to the new businesses as well as the surrounding residents. Some potential uses envisioned here include service providers and associated institutions to serve the businesses; streetfront shops, restaurants and food outlets ranging from cafés to fine dining at first floor with

potential for residential and/or office above. This diversity of uses will serve area residents and employees. The district core can be developed in numerous ways depending upon the number and size of industrial parcels desired. It is expected to attract a variety of retail/restaurants/residential/office development along Mill Road, and a variety of industrial, wholesaling, high-tech businesses and/or business service companies on the remainder of the site.

The district core should be designed to create pedestrian-scaled environments celebrated with landscaping, attractive signage (within the public right-of-way), lighting and other amenities. In addition streetscape improvements and other design components should be utilized to create an attractive appearance for district core (See Chapter 4, page 36). Creative design and integration of any required storm water detention ponds should be used to provide an amenity to the business park as well as the surrounding neighborhood.



Perspective view along Mill Road



Outdoor dining example at District Core



Pedestrian-Oriented Retail/Office example attracting on-site employees and area residents

### H Industrial Road Infill/Revitalization (Second Tier)

Industrial Road is an older industrial area located in the northwest quadrant of Havenwoods. This industrial corridor contains uses that cover large expanses of land. These uses include the field container factory, an outdoor salvage yard and a waste transfer station on north side of the road; and smaller industrial uses south of the road. Some new users such as the Lakeland Business Park are also located south of North Industrial Road.



#### Recommended Use

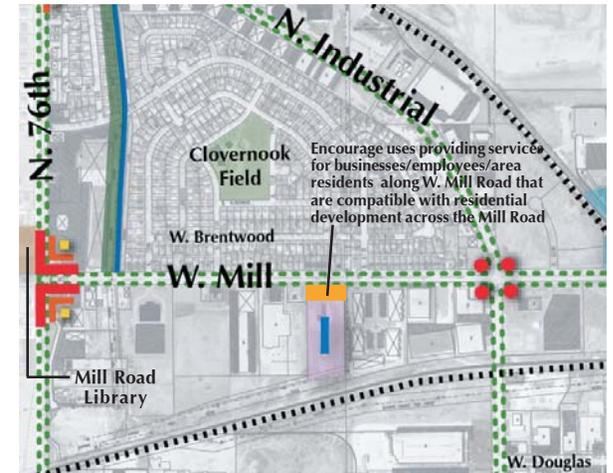
This corridor is appropriate for infill development on small and vacant parcels. In particular this corridor may be conducive to the attraction of modern types of users such as e-commerce businesses. In order to provide a more encouraging atmosphere for modern type of users, the area should

be targeted for physical improvements consistent with the overall framework of the industrial district. The type of uses at the intersection of North Industrial Road and West Mill Road should be strategically planned and should be consistent with the type of businesses envisioned at the district core.

Gateways and directional signage at appropriate locations in the public right-of-way should be provided along this corridor. The intersection of North 76th Street and North Industrial Road should be celebrated by providing a secondary gateway. The character and definition of a secondary gateway is illustrated in Chapter 4, page 48. Streetscape improvements, providing pedestrian connections, buffering and screening elements around the salvage yard, and other Design and Development Guidelines should be implemented (See Chapter 4, page 36).

### I West Mill Road Industrial Infill (Second Tier)

This area contains an approximately 7-acre vacant site. This site is served by West Mill Road on the North, a railroad on the southern edge, and is quarter mile east of North 76th Street.



#### Recommended Use

This site is appropriate for providing infill opportunities and/or expansion opportunities for the existing business. The City could work with the existing business owner in obtaining ownership of the property for potential expansion needs. The northern edge along West Mill Road is envisioned with uses that could provide services for businesses, employees and/or the area residents. These uses should have a scale and character that compliments the residential uses across the road rather than overshadowing them, and creates a pedestrian-scaled environment along West Mill Road (See Chapter 4, page 36).

## **N** Woolworth Avenue Infill/Revitalization

The Woolworth Avenue corridor contains older industrial uses and scattered vacant parcels. This corridor is bounded by West Mill Road on the north and the railroad on the south.



### **Recommended Use**

The vacant parcels provide the opportunity for industrial infill development. The appearance of this industrial corridor should be improved in accordance with the proposed Design and Development Guidelines established for similar uses (See Chapter 4, page 36). The underutilized properties in this area may be consolidated to provide larger development parcels to accommodate new industrial users. It is also recommended that the development along this corridor incorporate uses other than industrial facing West Mill Road. These uses can range from small offices or service providers for industries and/or neighborhood-scale retail and support services for a major residential area just north of this corridor.

## **O** Florist/Douglas Infill/Expansion (Third Tier)

The area includes an approximately 8-acre vacant site currently owned by William K. Walthers located on the southeast corner of West Florist Avenue and North 60th Street. In addition, this area contains scattered vacant parcels.



### **Recommended Use**

The scattered vacant parcels provide the opportunities for expansion needs of existing businesses and/or infill development. The highly visible 8-acre parcel located at the southeast corner of West Florist Avenue and North 60th Street has the potential for a new industrial development.

Streetscape improvements, buffering the site from adjoining residential, screening of parking lots, and using sustainable design techniques, should be utilized to create a cohesive appearance for industrial development (See Chapter 4, page 36).

**COMMERCIAL PRIORITY PROJECTS**

The following section discusses the development strategies for the redevelopment of the retail corridors. In some cases, these efforts may be underway but might need to be enhanced or stepped up. First, general development strategies are discussed, followed by specific strategies for each corridor. Priority Projects addressed include C and G.

**General Development Strategies for Retail Corridors**

Several initiatives could be undertaken to attract developers and retail businesses to Havenwoods (Retail Market Analysis: *Redevelopment Strategy for Havenwoods Area, 2001*). These are listed below:

**Overall Marketing**

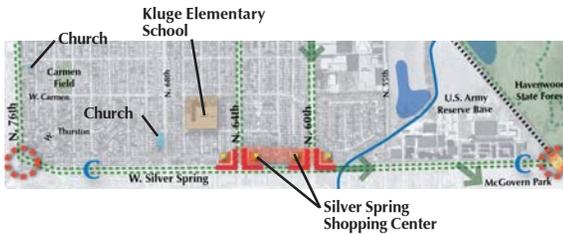
- Marketing Kit: A retail marketing kit could be prepared including information on available sites and area demographics.
- Organizational Involvement: Increase HEDC and/or City representation at retail-related functions, including: International Council of Shopping Centers, Wisconsin food and beverage associations, etc.
- Tenant/Broker Relationships: Real estate brokers specializing in retail tenants could be identified to benefit Havenwoods businesses, including distribution of marketing information.

**Overall Physical Improvements**

- Overall infrastructure, building facade, streetscape improvements, pedestrian circulation, wayfinding signage and other improvements are needed along these corridors (See Chapter 4, page 37). Broader City-wide efforts are underway to improve West Silver Spring Drive extending beyond the planning area boundaries.

**C West Silver Spring Drive Streetscape and Commercial Revitalization (Catalytic)**

West Silver Spring Drive is a major east-west thoroughfare that defines the southern edge of Havenwoods. It is characterized by a major commercial corridor between North 60th and North 64th Street; residential development; and the U.S. Army Reserve Base.



The West Silver Spring commercial corridor between North 60th and 64th Streets should be revitalized as a street-level, pedestrian-oriented commercial and community service area (see illustration below). This corridor is currently occupied by Ace Mall and Silver Spring Shopping Centers. The corridor has the potential to serve as a town center, creating a sense of community for the area residents and functioning as a center for conducting day-to-day activities in the area. This corridor could support additional retail and supporting service uses, such as a full-scale grocery store. Potential community oriented uses could include an adult learning center, medical offices, library, and social services.

The plan recommends that this corridor be designated as the location for primary gateway element including landscaping, signage, or other components to reinforce entry into Havenwoods. The character and definition of similar gateway elements are illustrated in Chapter 4, page 48.

**Recommended use and strategies**

West Silver Spring Drive is a major arterial within the City of Milwaukee and functions as a major entrance into Havenwoods. There is an opportunity to improve the image, character and overall physical appearance of the West Silver Spring Drive that should be coordinated with broader revitalization efforts along Silver Spring Drive extending beyond the neighborhood. Improvements to encourage pedestrian activity, such as signal timing at crosswalks, sidewalks extensions at intersections, signage, streetscape and other urban design guidelines should be implemented (See Chapter 4, page 36).



Pedestrian-Oriented Retail/Commercial development example



Pedestrian-Oriented development illustration

The following are potential strategies to implement the redevelopment program for this corridor:

- Working with the existing owners to improve the physical appearance of shopping centers;
- Identifying tenant/user prospects and preliminary interests;
- Developing detailed site plans including possible reconfiguration or expansion of current shopping centers (within the current land area);
- Identifying funding programs (such as Tax Increment Financing (TIF). Continue using the Business Improvement District (BID) for infrastructure improvements and overall marketing efforts;
- Conducting financial analysis/feasibility studies; and
- Discouraging concentration of commercial uses such as gas stations.

## North 76th Street Streetscape and Commercial Revitalization (Catalytic)

North 76th Street is currently characterized by outdated appearances of structures, deteriorated streetscaping, and a lack of cohesiveness. North 76th Street will most likely continue to function as a hybrid shopping area with neighborhood, community, and auto-oriented uses.



### Recommended use and strategies

Revitalize the Mill Road Center. Based upon the retail market analysis, the North 76th Street/West Mill Road has the potential to add new retail space, primarily by adding a variety of small to moderate-sized supportive retail uses. This new retail can be accommodated by the vacancy left by the movie theater. Possible expansion of the retail uses on the southeast corner of North 76th Street and West Mill Road will not only create additional space for retail uses, but could also develop into a cohesive retail commercial center to serve nearby neighborhoods and create a regional retail destination.

This corridor needs an overall face lift to enhance its appearance and character. Attractive landscaping, signage, lighting in addition to other streetscape and urban design guidelines should be implemented (See Chapter 4, page 36) along this corridor.

The plan recommends that the intersection of North 76th Street and West Mill Road be designated as the location for a primary gateway element to announce entry into Havenwoods leading to the district core. The character and definition of similar gateway elements is illustrated in Chapter 4, page 48.

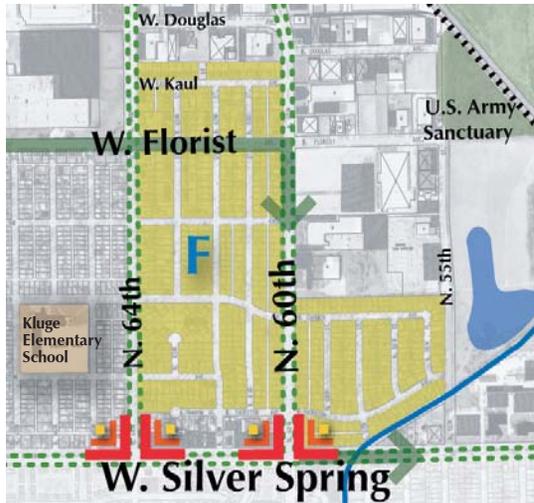
Potential strategies to implement the redevelopment program for this commercial corridor include:

- Providing marketing support to existing property owners;
- Developing detail site plans including reconfiguration of Mill Road Center to accommodate additional attractive retail uses. This would consist conducting a financial analysis of Mill Road Center/movie theater and retail uses to the south;
- Reviewing development ownership/management issues and determining strategy;
- Exploring public financing options (such as TIF) for infrastructure improvements;
- Conducting financial analysis/feasibility studies; and
- Discouraging the over concentration of commercial uses such as gas stations and other service-oriented uses.

**RESIDENTIAL PRIORITY PROJECTS**

The residential priority projects are programmatic in nature. Priority Projects F and K are addressed in the following section.

**F Continue to Encourage Strategies that Promote Home Ownership, Housing Stock Improvement, and a Safe Neighborhood (Catalytic)**



A portion of the Planning Area - Kaul Avenue to West Silver Spring Drive, from 60th to 64th Streets - was designated as a Targeted Investment Neighborhood (TIN) area, with the goal to improve investor-owned and owner-occupied housing and to increase home ownership opportunities. TIN has successfully enabled the rehabilitation of over 154 units (representing 48 properties).

Although TIN will no longer be available for this area, additional funding might come from tax increment financing, a local loan pool, or using funds to write down bank loans rather than making grants.

**K Strengthen Areas in the Southern Portion (Second Tier)**

Strengthening residential areas in the entire southern portion of the neighborhood by expanding home ownership and encouraging rehabilitation of existing stock will improve its image, increase property values, and help strengthen relationships with nearby businesses. Techniques similar to those in the TIN should be made available.

**Create Area-Wide Coordinated Publication of Programs**

Coordinating publicity and implementation of existing housing programs such as WHEDA, FHA, and Fannie Mae is needed. The Silver Spring Neighborhood Center or a new coordinating agency could inform area residents and businesses, and encourage the use of programs such as:

- The City's "Buy in Your Neighborhood Program". Designed to encourage the purchase of rental properties within three blocks of homeowners' homes, this program requires 10% down payment, provides financing for the remaining 90%, and also offers free landlord training and forgivable rehabilitation loans. Tenants who live in units purchased through the program must meet income requirements for low-income families.
- Wisconsin Housing and Economic Development Authority (WHEDA). WHEDA offers various home purchase and improvement programs featuring low down payments, low interest rates, and low rate fixed interest loans with no prepayment penalties. Borrowers have up to fifteen years to pay back mortgage-secured loans that can be used for various improvements. The south central portion of the neighborhood is a target area.
- Federal Housing Authority (FHA) 203K. The 203K program offers a combined acquisition and rehabilitation loan that gives home buyers money beyond the home's purchase price to fund improvements. The program encourages buyers to purchase and rehabilitate homes that might otherwise sit on the market and

negatively impact the area. It can also rehabilitate investor-owned duplexes and small apartment buildings.

**Increase Home Ownership Rates**

Increasing home ownership will strengthen the neighborhoods and the surrounding industrial areas. Property owners have a financial investment in the area and an incentive to maintain their properties as well as common areas and surrounding properties. Various approaches to increase residential owner-occupancy are discussed below:

- Home Ownership/Maintenance Counseling. Home ownership counseling through an existing or new coordinating agency should be targeted to Havenwoods residents particularly in the southern quadrant. Group counseling would cover home buying basics such as budgeting, owner's responsibilities, and closing requirements. Individual counseling would help potential buyers create a plan, including budgeting, review and improvement of credit report, and bank application preparation; and provide on-going assistance in basic maintenance, upkeep, and financial responsibilities of home ownership.
- Assist New Havenwoods Area Residents: The area has a growing Asian (Hmong) population, and experience elsewhere suggests that cultural, financial, and other barriers limit this population's movement from renting to home ownership. Local businesses and organizations such as the Silver Spring Neighborhood Center currently provide English as a Second Language (ESL) courses.
- Continue to support existing walk-to-work programs.
- Continue to support Silver Spring Neighborhood Center's specialized technical assistance program in applying for mortgage financing.
- Community Lending Practices: Though in the last few years there has been an increase in the area's home ownership rate, a review of Community Reinvestment Act data may be reasonable in order to evaluate whether adequate credit is available for all segments of the area's population.

## Encourage Employer-Assisted Housing

Area employers could help their employees purchase housing through down payment assistance or interest rate reductions. Under WHEDA's Home Loan Program, employers assist area residents by providing a 2% down payment. Walk-to-Work programs giving down payment assistance to employees purchasing homes in a designated area could be implemented by an individual business or a consortium of area businesses.

## Encourage Rehabilitation of Investor-Owned Housing

The southern portions of the neighborhood are older and in poorer condition than the northern portion. Many of the units needing rehabilitation are investor-owned, particularly with the conversion of owner-occupied duplex units to rental. Investor-owners can be encouraged to rehabilitate units through programs such as WHEDA's Improvement Fund, FHA's 203K program, the City's "Buy in Your Neighborhood program", and programs offered through the TIN.

## OPEN SPACE/RECREATIONAL PRIORITY PROJECT

### L Open Space Expansion (Second Tier)

Vacant land south of the soccer fields could be developed into improved open space and integrated with the area's industrial core thus, providing area employees and residents with sports fields and other amenities.



PRIORITY PROJECTS		POSSIBLE RESPONSIBLE PARTIES	POTENTIAL RESOURCES
<b>Catalytic Projects</b>			
<b>A</b>	Strengthen Havenwoods Existing Industrial District	HEDC, DCD, RACM, SSNC, Area Businesses, Resident Block Group	I-BID, Local Technical Colleges, SSNC, TIF, MEDC Lending Programs (Second Mortgage Program, Capital Access Program, SBA 504 Debenture, Target Loan Program, Development Loan, Program)
<b>B</b>	Green Tree Redevelopment Project	HEDC, DCD	I-BID, TIF (IRBs)
<b>D</b>	West Mill Road Urban Business Park - District Core	HEDC, DCD	TIF, I-BID, IRBs
<b>J</b>	West Mill Road Urban Business Park - District Core	HEDC, DCD	TIF, I-BID, IRBs, MEDC Lending Programs (See above)
<b>C</b>	West Silver Spring Drive Streetscape and Commercial Revitalization	HEDC, DCD, DPW, SSNC, Property Owners, Area Businesses	C-BID, TIF, City's Capital Budget, CDBG, Facade Rebate Program (through existing programs or coordinating with area banks to create new funding pools), TIF, MEDC Lending Programs (See above)
<b>G</b>	North 76th Street Streetscape and Commercial Revitalization	DCD, DPW, HEDC, Property Owners, Area Businesses	C-BID, TIF, City's Capital Budget, CDBG, Facade Rebate Program (through existing programs or coordinating with area banks to create new funding pools), TIF, MEDC Lending Programs (See above)
<b>F</b>	Continue to Encourage Strategies that Promote Home Ownership, Housing Stock Improvement, and a Safe Neighborhood	DCD, NIDC, Area Businesses	
<b>Second Tier</b>			
<b>H</b>	Industrial Road Infill/Revitalization	HEDC, DCD	TIF, I-BID, IRBs, MEDC Lending Programs (See above)
<b>I</b>	West Mill Road Industrial Infill	HEDC, DCD	TIF, I-BID, IRBs, MEDC Lending Programs (See above)
<b>K</b>	Strengthen Areas in the Southern Portion	DCD, NIDC, SSNC, Area Businesses	WHEDA, FHA, Fannie Mae, Expanded TIN, CRA, Local Financial Institution, City's Buy in your Neighborhood Program, WHEDA HOME Loan "3/2" Option
<b>L</b>	Open Space Expansion	MCP	
<b>Third Tier</b>			
<b>N</b>	Woolworth Avenue Infill/Revitalization/Encourage Continued Mixed-Use	HEDC, DCD	TIF, I-BID, IRBs, MEDC Lending Programs (See above)
<b>O</b>	Florist/Douglas Infill/Expansion	HECD, DCD	TIF, I-BID, IRBs, MEDC Lending Programs (See above)

C-BID: Commercial Business Improvement; CDBG: Community Development Grant Block; CRA: Community Reinvestment Act; DCD: Department of City Development; DPW: Department of Public Works; FHA: Federal Housing Authority; HEDC: Havenwoods Economic Development Corporation; I-BID: Industrial Business Improvement District; IRBs: Industrial Revenue Bonds; MCP: Milwaukee County Parks; MEDC: Milwaukee Economic Development Corporation; NIDC: Neighborhood Improvement Development Corporation; RACM: Redevelopment Corporation of the City of Milwaukee; SSNC: Silver Spring Neighborhood Center; TIN: Targeted Investment Neighborhood; TIF: Tax Increment Financing; WHEDA: Wisconsin Housing and Economic Development Authority.

Table 2: Possible Responsible Parties and Potential Resources for Priority Projects (Source: *Redevelopment Strategy for the Havenwoods Area, 2001*)

## OPEN SPACE LINKAGES

There are a number of parks/open spaces within Havenwoods that provide the opportunity to develop linkages. Linkages would function as a walking/biking path that connects the four quadrants of Havenwoods as well as connects the neighborhood to surrounding communities and the region. The path would form a link between major parks/open spaces and also serve as a means to facilitate non-motorized circulation between other significant origins and destination. Where the path crosses major streets, identifying signage/features should be located. Dedicated bike/pedestrian lanes should be provided within the public right-of-way along major streets (See chapter 4, page 36 for design and development guidelines). As shown, most residents are within a half mile distance from the path (See Map 10).

A major goal of open space linkage is to increase accessibility to the community open spaces, especially Havenwoods State Forest Preserve, and to connect this linkage to the regional trail system. Future trail connections may be established between Havenwoods Neighborhood and Havenwoods State Forest. The suggested open space linkage is illustrated on map 10.



Open Space Linkage example



Open Space Linkage through Residential areas example

## MAJOR GREENWAYS

There are highly visible, highly traveled major streets that not only connect the different uses within the neighborhood but also link it to the region. The plan recommends that these arterials or prominent corridors be transformed as major greenways, making certain that both auto and pedestrian users needs for both functionality and aesthetics are well served. This can be achieved by creating attractive pedestrian landscapes and streetscapes. Careful attention should be given to issues such as size and type of shade trees, design and placement of benches, waste receptacles, sidewalk widths, character and placement of signage, lighting etc., all of which will work in concert to invite the auto users and pedestrians to Havenwoods (See Chapter 4, page 36 for Design and Development Guidelines).



Major Greenways example

## GATEWAYS

The planning area is surrounded by four principal arterials that are actively used and create highly visible entrances or gateways into the neighborhood. With a goal of creating a distinctive, high quality identity for the area, the plan recommends creating a hierarchy of gateways (for definition and character of primary, secondary and tertiary gateways see Chapter 4, page 47). These gateways will express a unique character for the planning area, assist in wayfinding, and identify it as a special place within Milwaukee. The primary gateways are suggested along West Silver Spring Drive at North 60th and 64th Streets; at West Good Hope Road and North 60th Street; at West Mill Road and North 76th Street; and at West Mill Road and North Sherman Boulevard/ 43rd Street. The secondary gateways are suggested at North 76th Street and North Industrial Road; and at West Florist Avenue and North 76th Street. These gateways are suggested within the public right-of-way or in easement adjacent to public right-of-way. In addition the overhead railroad bridges at West Good Hope Road, at West Silver Spring Drive, at North 76th Street, and at North 60th Street intersection with West Mill Road, should also be utilized as identifying elements for the planning area by visually enhancing their appearance.



Gateway examples

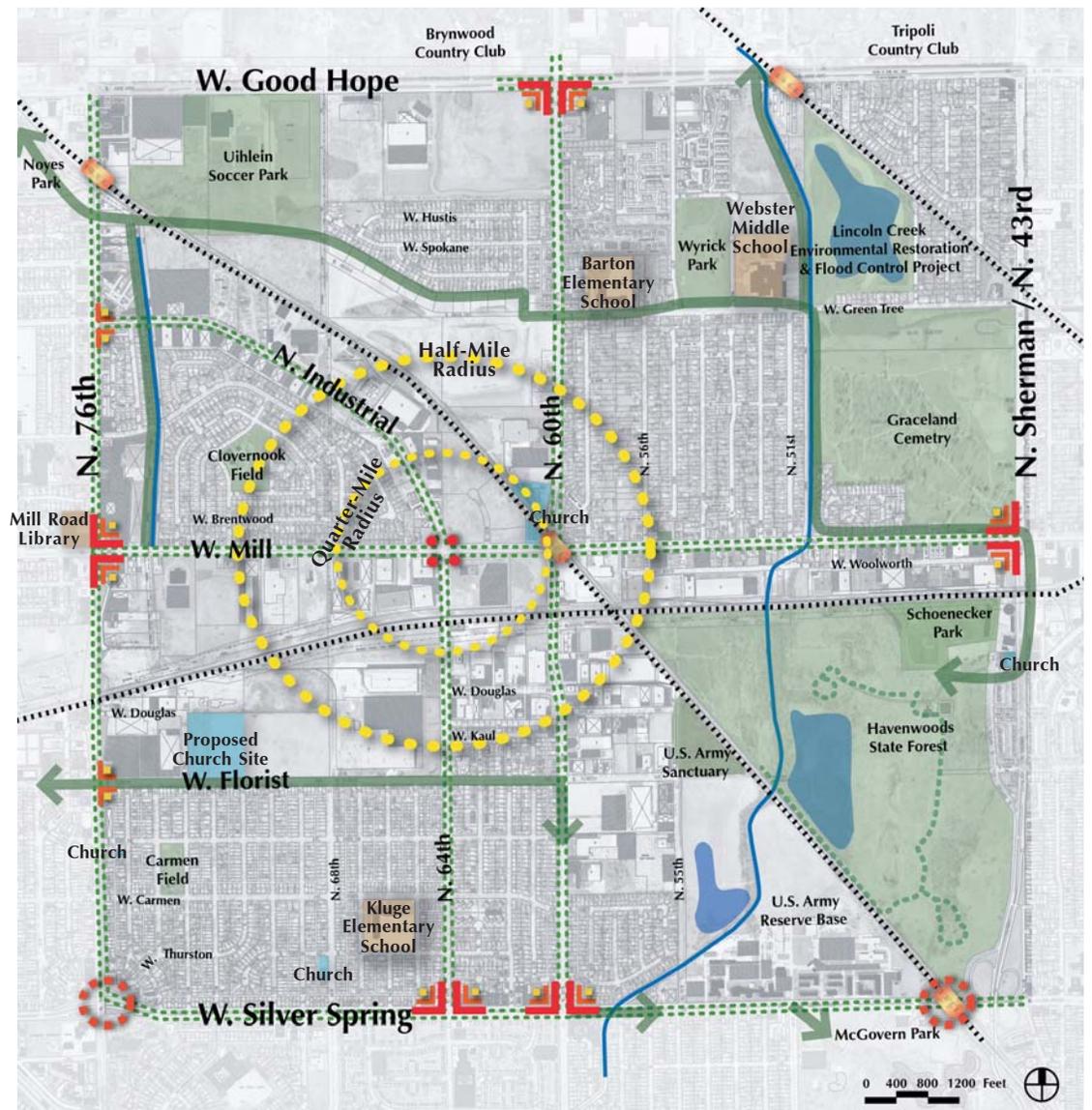




Open Space Linkages connection to Regional Trail System

- Milwaukee County Parks & Parkways
- Off-road Path
- Parkway Drive
- Municipal Street
- Oak Leaf Trail – Main Route (71.0 mi)
- East-West Connector (15.5 mi)
- Lake Loop (5.9 mi)
- Whitnall Loop (2.7 mi)
- Lincoln Creek Spur (1.7 mi)

- Open Space Linkages
- Major Greenways
- Primary Gateways
- Secondary Gateways
- Vehicular Gateways
- Capture Existing Railroad Bridges Potential
- Existing Church
- Existing Schools



Map 10 Open Space Linkages, Major Greenways and Gateways location

## OVERVIEW

As mentioned in the earlier chapters, this planning effort is part of an ongoing planning and design process and builds upon the prior studies. The Neighborhood Plan (See Chapter 3, page 22) presents a vision for the Havenwoods area as a unique and vibrant urban area with diverse uses that are integrated and well connected. The plan is created with the intent of establishing a new sense of identity and pride for Havenwoods that will encourage desired development, trigger revitalization of the study area, stimulate renovation and improvements, and attract visitors and residents.

- The plan emphasizes the importance of creating spaces that are safe, attractive, highly visible, easily accessible for pedestrians and automobile users, and well connected both within the study area and with the region.
- The streetscapes allow for integration of these spaces with the surrounding uses. The character and placement of streetscape elements, wayfinding/gateway elements, an uninterrupted system of trails, and the implementation of sustainable design techniques, in addition to other guidelines (discussed later in this Chapter) will facilitate creating a positive image for Havenwoods.
- The new identity established will be that of a vibrant neighborhood fostering diverse activities including walking, biking, working, living, shopping, recreating, commuting, celebrating, etc., which build sense of place and community.

Overlay zones are recommended for this entire neighborhood and can be used for enforcing design standards for any new development (see Chapter 1, page 1).

This Chapter is divided in to three parts: Overview, Guiding Principles and Design Components.

- The Overview covers the purpose and guiding principles for formulating the design guidelines.
- The Design Components Section discusses each of the applicable and desired development guidelines within the neighborhood.

The primary intent of the Design and Development Guidelines is to establish and promote standards for development planning and urban design. The guidelines will provide direction for

- Streetscape improvements;
- Development opportunities and uses along streets;
- Character of gateway elements, signage and trails;
- Landscape in public realm; and
- Sustainable design techniques applicable to new development.

The guidelines have been conceived to allow flexibility within the parameters of the desired vision of the Havenwoods Neighborhood.

## GUIDING PRINCIPLES

### Establish a distinctive, positive image and identity

- Provide gateways, wayfinding/directional signage
- Accommodate a broad mix of development types that encourage alternative transportation, especially walking, and transit use
- Recognize that streetscape design can delineate the neighborhood and articulate character
- Create clean streets with attractive appearance and desired street furniture

### Integrate and connect the diverse uses

- Create interconnected system of streets, trails that allow easy orientation and convenient access for all modes of transportation
- Encourage a built environment that provides diversity, configuration and scale of development that promotes pedestrian activity, a sense of place and community
- Create safe, human scaled, pedestrian oriented environment
- Provide dedicated pedestrian paths that are physically and visually separate from vehicular traffic.
- Provide dedicated bike paths. Currently bike lanes are included in the Silver Spring Drive reconstruction.
- Encourage transitional uses and/or landscaping that functions as a buffer between less compatible uses. Ensure that the buffers are provided without diminishing pedestrian access to destination.

### Provide flexible design parameters

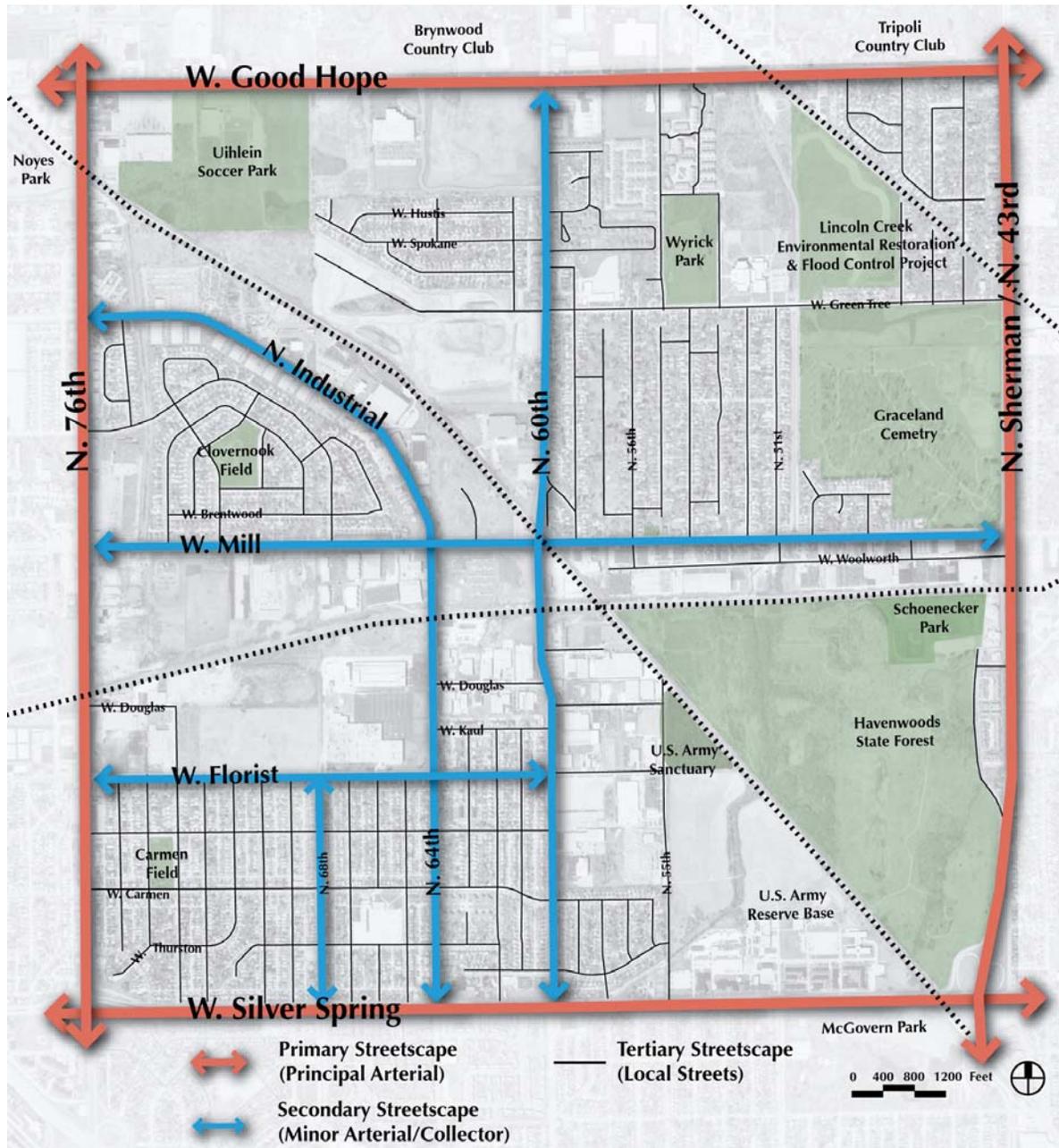
- Anticipate growth and change in adjacent land uses
- Provide alternative design options to developers
- Encourage creative application of the Design and Development Guidelines while maintaining the spirit of their intent

**STREETSCAPE TYPES**

The existing streets within the study area were categorized based on expected levels of pedestrian and vehicular traffic, perceived function within the neighborhood and adjacent uses along the existing streets. This hierarchy indicates the type of streetscape that should be established. The streetscape types are named

- Primary Streetscapes (Principal arterials);
- Secondary Streetscapes (Minor Arterials/Collectors); and
- Tertiary streetscape (Local streets)

The streetscape treatments are described in the following sections.



Map 11 Streetscape Types

## PRIMARY STREETSCAPE (PRINCIPAL ARTERIAL)

### Classification Criteria

- Highly visible streets.
- High levels of vehicular traffic expected.

### Pedestrian Circulation

- Include detached pedestrian sidewalks parallel to the curb.
- Establish uninterrupted sidewalks, continuous across driveways, and where they meet a street intersection, crosswalks are to be ADA accessible and clearly marked with contrasting paving materials or painted striping.
- Maintain a width of a minimum of six feet for sidewalks; separate sidewalks from vehicular traffic by landscaped tree lawns. Provide the sidewalks in a manner that it meets the base of the buildings at locations with new commercial, industrial and diverse-use development (a mix of commercial/office/industrial/residential).
- Connect sidewalks to open space trail at intersections of open space linkages and street, or at nearest feasible and practical location.
- When right-of-way is available, encourage a tree lawn between adjoining use and sidewalk.
- Provide dedicated bike path at feasible locations on streets that is at least five feet wide. Separate bike paths from pedestrian paths.

### Plantings

- Establish a width of a minimum of seven feet for landscaped tree lawns.
- Align street trees in straight rows, centered in landscaped tree lawns. Include vegetated swales as possible in medians for improved infiltration and promote use of good stormwater management practices (see page 57).
- Include decorative planters, shrubs, grass etc. at primary gateway locations and in medians to announce entry into Havenwoods (see page 47 for gateway locations). Encourage arrangement of shrubs in clusters or groupings.
- For recommended plant lists and general spacing see Landscape in Public Realm Section (see page 54).

### Streetscape Elements

- Refer to Lighting (see page 53) and Streetscape Elements (see page 56) for streetscape furnishings including benches, lighting, trash receptacles, bike racks and bus shelters.

### Setback

- Provide as much street-oriented building frontage as possible in each development.
- Provide a liner/transitional use along the R.O.W. for new industrial development to provide attractive street frontage for industrial users.
- Maintain minimum front setbacks that comply with the City's Zoning requirement for new residential, and industrial development.
- Maintain minimum front setbacks of five feet for new commercial and diverse-use development (a mix of commercial/office/industrial/residential). A minimum of 70% of the nearest side of the building be located along the R.O.W. Provide paved surface from the base of the building facade to the sidewalks.

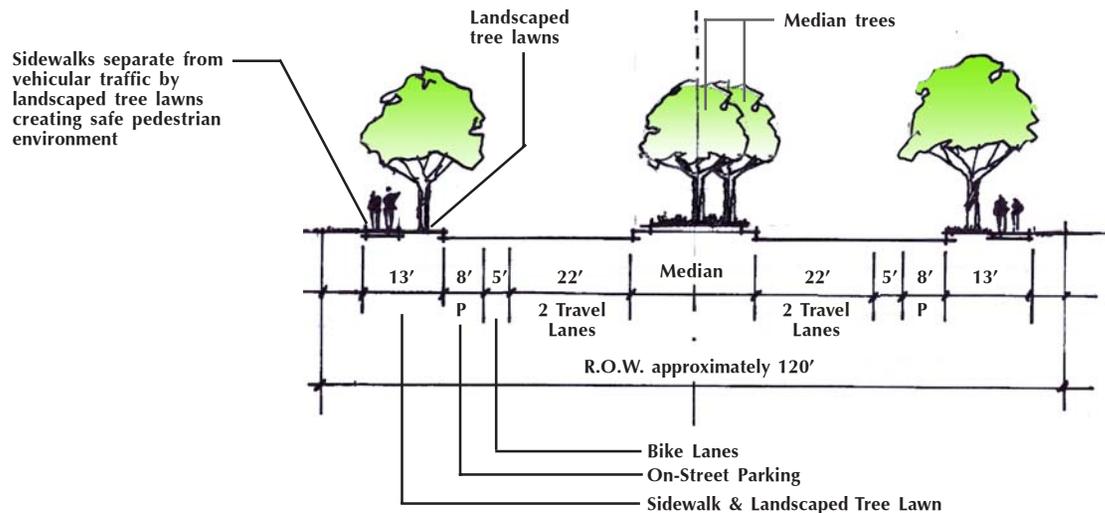


Illustration - Primary Streetscape Design along W. Silver Spring Drive

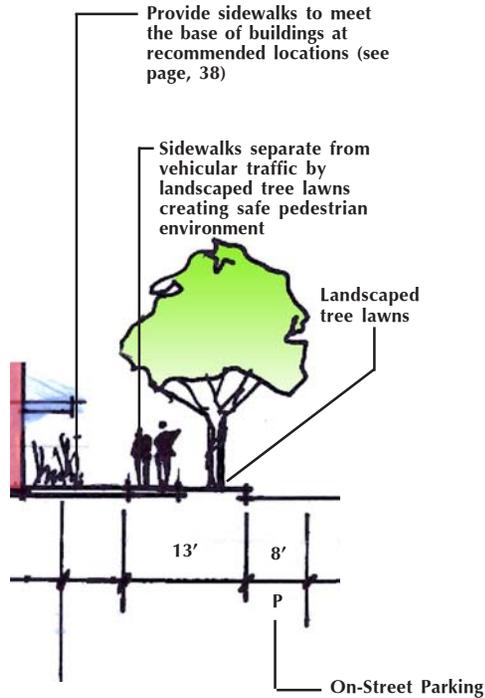


Illustration - Primary Streetscape Design (locations where sidewalks meet the base of the building)



Paved surface upto base of the building - accommodating outdoor seating and pedestrians

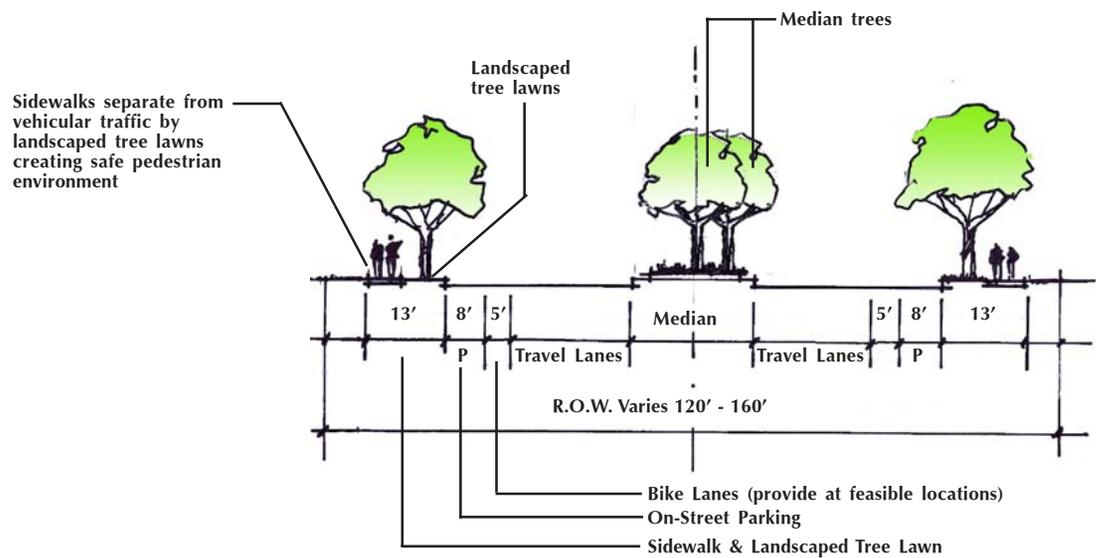


Illustration - Primary Streetscape Design (R.O.W. varies 120' to 160')

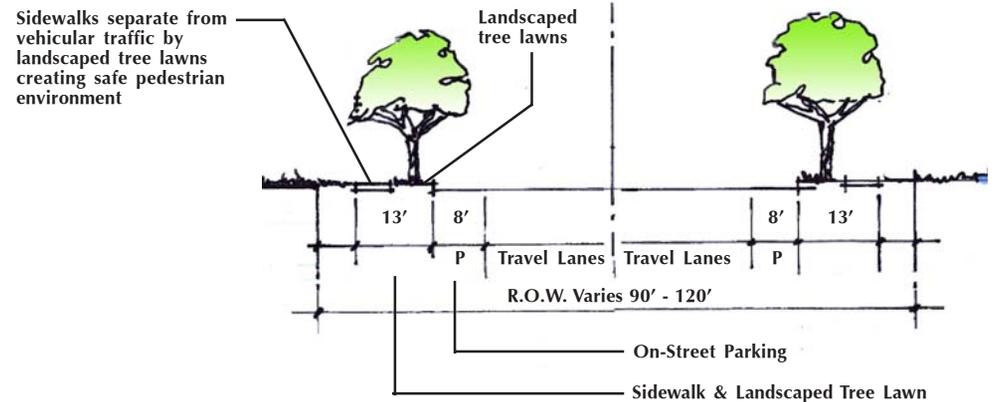


Illustration - Primary Streetscape Design (R.O.W. varies 90' to 120')

## SECONDARY STREETSCAPE (MINOR ARTERIAL/COLLECTOR)

### Classification Criteria

- Offers additional connections.
- Moderate level of vehicular and high level of pedestrian traffic expected.

### Pedestrian Circulation

- Include detached pedestrian sidewalks parallel to the curb.
- Establish uninterrupted sidewalks, continuous across driveways, and where they meet a street intersection, crosswalks are to be ADA accessible and clearly marked with contrasting paving materials or painted striping.
- Maintain a width of a minimum of six feet for sidewalks; separate sidewalks from vehicular traffic by landscaped tree lawns. Provide the sidewalks in a manner that it meets the base of the buildings at locations with new commercial, industrial and diverse-use development (a mix of commercial/office/industrial/residential).
- Connect sidewalks to open space trail at intersections of open space linkages and street, or at nearest feasible and practical location.
- Provide dedicated bike path at feasible locations on streets that is at least five feet wide. Separate bike paths from pedestrian paths.

### Plantings

- Establish a width of a minimum of seven feet for landscaped tree lawns.
- Align street trees in straight rows, centered in landscaped tree lawns. Include vegetated swales as possible in medians for improved infiltration and promote use of good stormwater management practices (see page 57).
- Accommodate existing healthy trees to the extent practicable; informal trees spacing on median acceptable.
- Include decorative planters, shrubs, grass etc. in medians to announce entry into Havenwoods. Encourage arrangement of shrubs in clusters or groupings.
- For recommended plant lists and general spacing see Landscape in Public Section (see page 54).

### Streetscape Elements

- Refer to Lighting (see page 53) and Streetscape Elements (see page 56) for streetscape furnishings including benches, lighting, trash receptacles, bike racks and bus shelters.

### Setbacks

- Provide as much street-oriented building frontage as possible in each development.
- Provide a liner/transitional use along the R.O.W. for new industrial development to provide attractive street frontage for industrial users.
- Maintain minimum front setbacks that comply with the City's Zoning requirement for new residential, and industrial development.
- Maintain minimum front setbacks of five feet for new commercial and diverse-use development (a mix of commercial/office/industrial/residential). A minimum of 70% of the nearest side of the building be located along the R.O.W. Provide paved surface from the base of the building facade to the sidewalks.

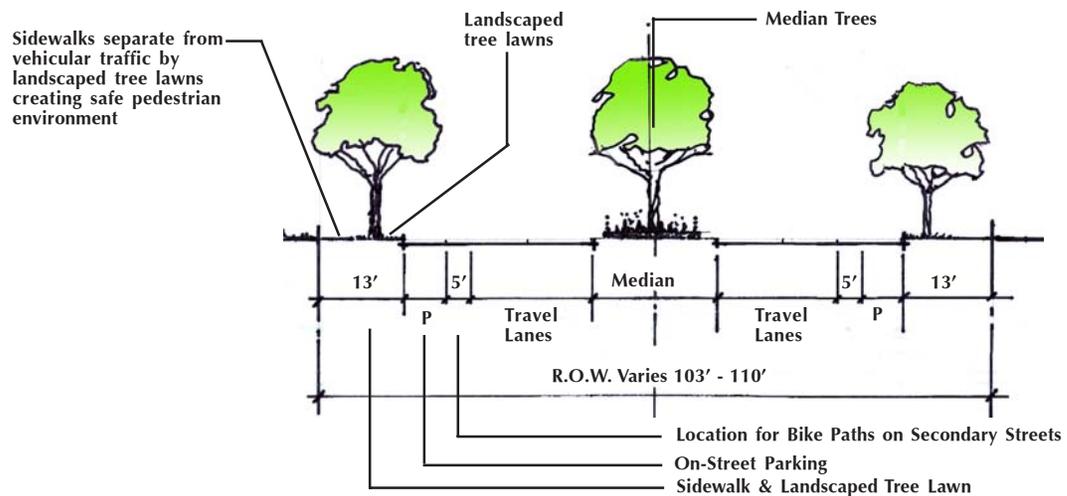


Illustration - Secondary Streetscape Design (R.O.W. varies 103' to 110')

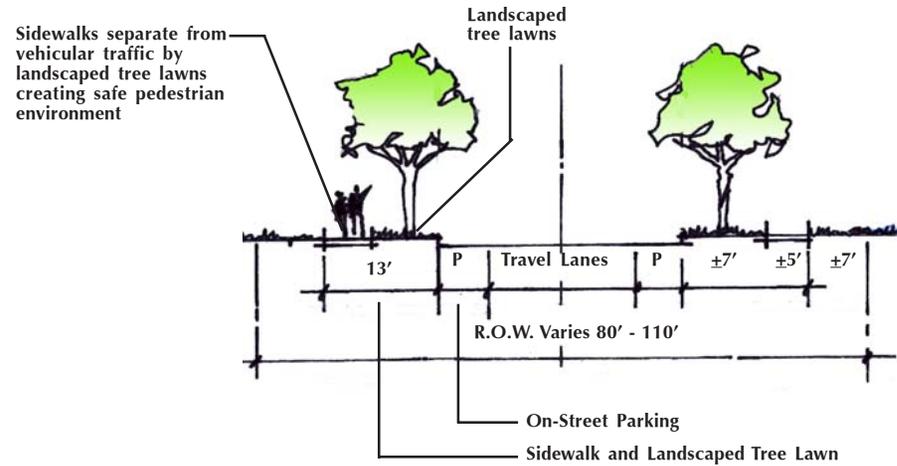


Illustration - Secondary Streetscape Design (R.O.W. varies 80' to 110')

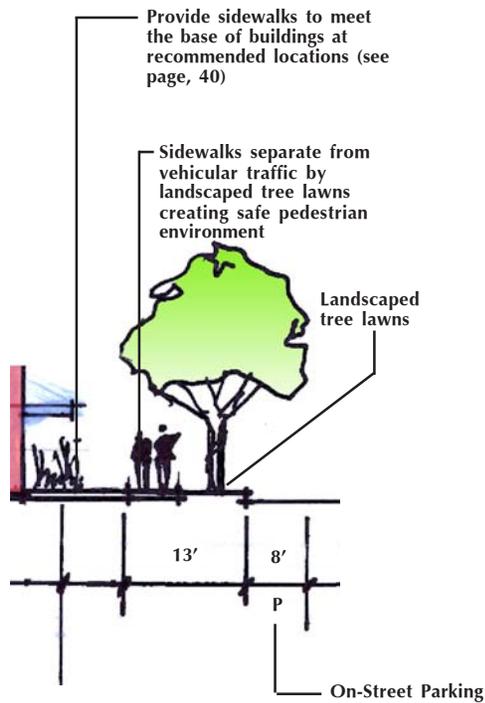


Illustration - Secondary Streetscape Design (locations where sidewalks meet the base of the building)



Streets with minimum 100 feet R.O.W. (possible locations for providing bike lanes)

## TERTIARY STREETSCAPE (LOCAL STREETS)

### Classification Criteria

- Offers connections to residential areas.
- Lower levels of vehicular traffic at lowest design speeds.

### Pedestrian Circulation

- Include detached pedestrian sidewalks parallel to the curb.
- Establish uninterrupted sidewalks, continuous across driveways, and where they meet a street intersection, crosswalks are to be ADA accessible and clearly marked with contrasting paving materials or painted striping.
- Maintain a width of a minimum of five feet for sidewalks; separate sidewalks from vehicular traffic by landscaped tree lawns.
- Connect sidewalks to open space trail at intersections of open space linkages and street, or at nearest feasible and practical location.

### Plantings

- Establish a width of a minimum of six feet for landscaped tree lawns
- Align street trees in straight rows, centered in landscaped tree lawns.
- For recommended plant lists and general spacing see Landscape in Public Realm Section (see page 54).

### Streetscape Elements

- Refer to Lighting (see page 53) and Streetscape Elements (see page 56) for streetscape furnishings including benches, lighting, trash receptacles, bike racks and bus shelters.

### Setbacks

- Provide as much street-oriented building frontage as possible in each development.
- Provide a liner/transitional use along the R.O.W. for new industrial development to provide attractive street frontage for industrial users.
- Maintain minimum front setbacks that comply with the City's Zoning requirement for new residential, commercial and industrial development.

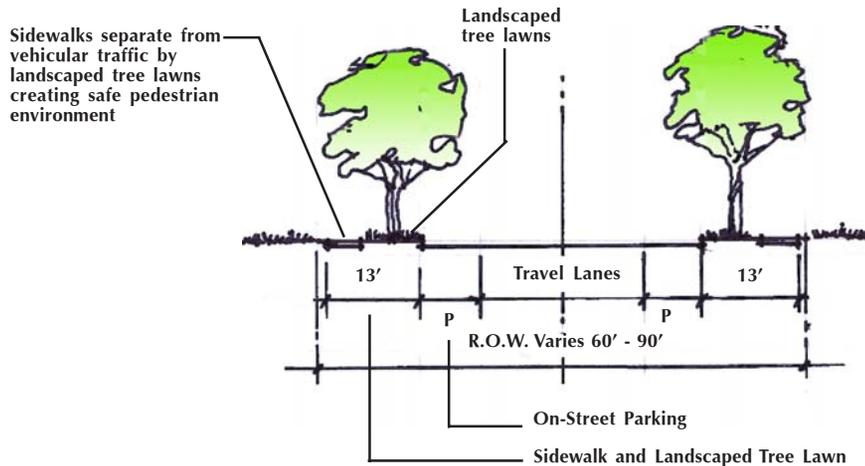


Illustration - Tertiary Streetscape Design (R.O.W. varies 60' to 90')

**BUILDING SCALE AND MASSING**

- Utilize design techniques and or material changes to differentiate the building base from its top.
- Create visual interest and hierarchy by emphasizing entry points, corners and special functions of a building.
- Portions of large building mass should be subdivided into smaller, appropriately scaled modules, with changes in both horizontal and vertical planes indicated by projections and indentations along street frontage to visually reduce the scale of large buildings.
- Provide variations in materials, surface relief, color and texture, with details articulated to reduce the perception of large building forms and wall surfaces, along street frontage.

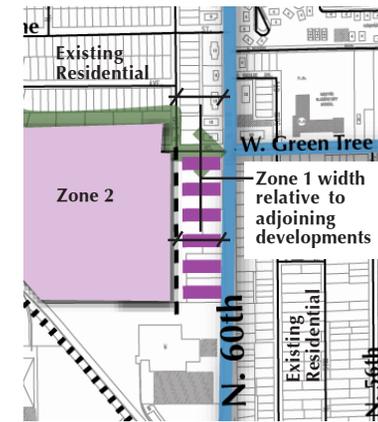
**BUILDING HEIGHTS**

**Primary Streets (principal arterial) and Secondary Streets (minor arterial/collector)**

- Create Zones 1 and 2 in order to control the building heights for new developments along primary streets (principal arterials) and secondary streets (minor arterials/collectors).
- Provide Zone 1 fronting streets. Width shall be determined relative to adjoining developments.
- Provide Zone 2 that is located behind Zone 1.
- In order to promote consistent street character, the building heights will be limited. The intended limit for new industrial and commercial building heights is upto two levels (26 feet) greater than the average building height of the adjacent developments on the blockface, in Zone 1.
- The intended absolute limit for new building heights in Zone 2 is a maximum of five levels (65 feet).
- Limit the maximum height of new and expanded residential buildings to the average height of adjacent residential buildings on the blockface.
- Limit the maximum absolute height of new buildings and expansions at locations with diverse-use developments (a mix of commercial/office/industrial/residential) development to four levels (48 feet).

**Tertiary Streets**

- Limit the maximum absolute height of new buildings and expansions to the average height of adjacent buildings of similar use on the blockface.



- Zone 1: Width relative to the adjoining developments
- Zone 2: Located behind Zone 1

An example illustrating suggested locations for Zone 1 and Zone 2

## BUILDING MATERIALS

- Coordinate building materials with landscaping to complement and enhance the natural environment.
- Screen mechanical elements with materials designed to integrate with the primary facade materials.
- Provide building facades along all R.O.W. with a finish that is durable hard surface such as brick, glass, stone, wood, ceramic, precast panels, integrally-tinted textured masonry block or concrete siding.
- Use materials consistently on all sides of the building with the best quality material to the front of the building.
- Incorporate materials that promote ecological sustainability (e.g. locally produced, high recycled material content, low energy inputs required for manufacturing, etc.).
- Encourage use of current sustainable materials and building methods to promote buildings that are environmentally responsible, profitable, and healthy places to live and work (resource: US Green Building Council, [www.USGBC.org](http://www.USGBC.org))



Acceptable use of concrete and glass with natural ventilation in nearly 80% of the building and over 40% green roof.



Acceptable use of steel and glass material with green roof, water conservation, and use of recycled materials.



Acceptable use of brick and glass material

## BUILDING TRANSPARENCY

To encourage a pedestrian-friendly urban development, building transparency seeks to provide visual interest at street level and to minimize blank walls.

### Primary Streets (principal arterial) Secondary Streets (minor arterial/ collector)

- Provide a minimum of 60% of ground floor building façade as transparent through the use of windows, doors, or window displays for commercial, industrial (liner/transitional use facade), and diverse-use developments (a mix of commercial/office/industrial/residential).
- Provide a minimum of 30% of ground floor building façade as transparent through the use of windows, or doors for residential developments.

### Tertiary Streets (Local Streets)

- Provide a minimum of 30% of ground floor building façade as transparent through the use of windows, doors, or window displays for commercial, industrial (liner/transitional facade), and diverse-use developments (a mix of commercial/office/industrial/residential).
- Provide a minimum of 20% of ground floor building façade as transparent through the use of windows or doors for residential developments.



Acceptable transparency in commercial developments



Acceptable transparency in residential developments



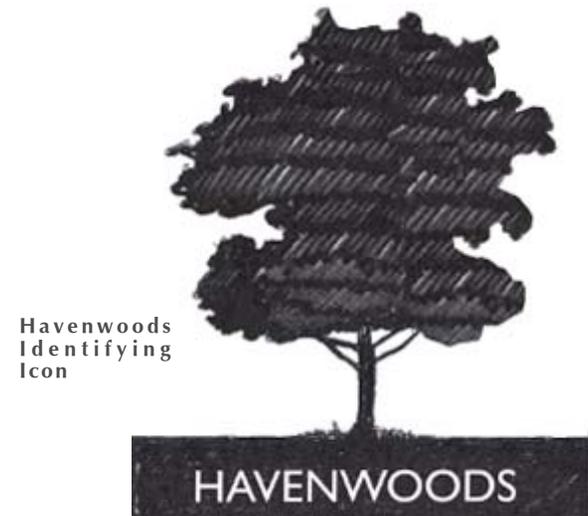
Acceptable transparency in diverse-use developments

# DESIGN AND DEVELOPMENT GUIDELINES

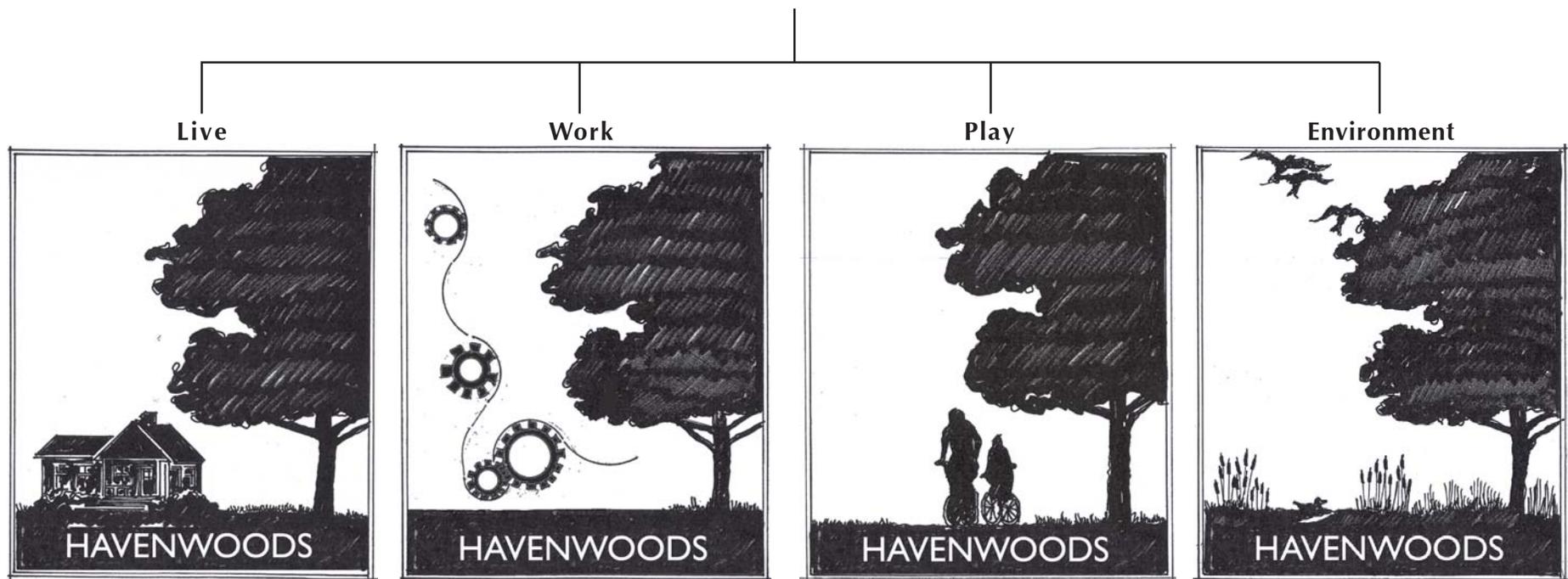
## GATEWAYS

- Gateways have been proposed for a number of key locations identified throughout Havenwoods in order to give an overall sense of place to the community and provide specific locational information as to the immediate surroundings. These gateway elements will create an identity of Havenwoods within the City, provide an address, identify a residence or a workplace, or generally provide information and directions. Gateways are recommended to be located in public R.O.W. or easements adjacent to R.O.W.
- An identifying icon, i.e. a tree that embodies elements of form and detail which represent and identify Havenwoods is used. A tree as an identifying icon makes a reference to the character of the shared vision of the neighborhood and capitalizes on the neighborhood assets.

- The identifying icon (tree) can be used at places that symbolize the Havenwoods Neighborhood, such as, on light posts within the neighborhood, Havenwoods Neighborhood website etc.
- The identifying icon (tree) is incorporated into a series of specific identification signs that can be utilized to symbolize the dominant uses within the neighborhood and highlight the four unique characteristics of the neighborhood, namely live, work, play and environment. The series of specific identifying signs are used on the primary, secondary and tertiary gateway elements. The location of the gateway elements will determine the type of identifying sign used.
- At places with diverse-use development the identifying icon (tree only) can be used without it being incorporated with any dominant use sign.



Havenwoods identifying icon (tree) incorporated into a series of signs highlighting the unique characteristics of the neighborhood

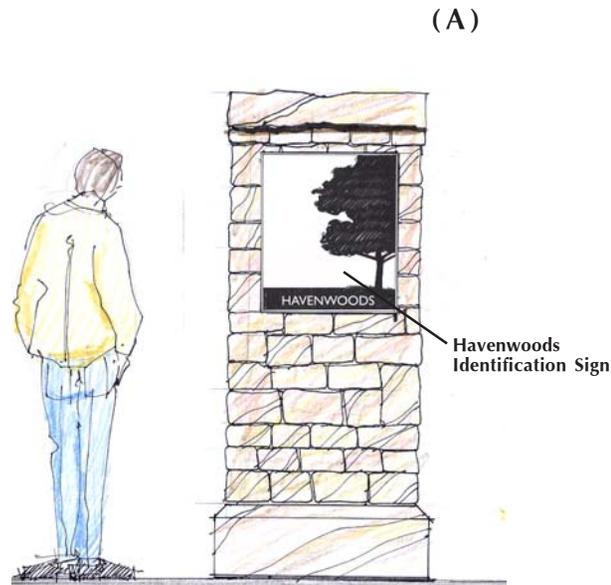




Map 12 Gateways Location

## Primary Gateways

- Provide Primary Gateway elements at major entry points into the Havenwoods Area, in highly visible areas, at intersections with primary streets (principal arterials), or in locations at which they can help to identify Havenwoods within a larger context, such as at the intersection of:
  - West Silver Spring Drive and North 60th Street;
  - West Silver Spring Drive and North 64th Street;
  - West Mill Road and North 76th Street;
  - West Mill Road and North Sherman/North 43rd Street;
  - West Good Hope Road and North 60th Street.

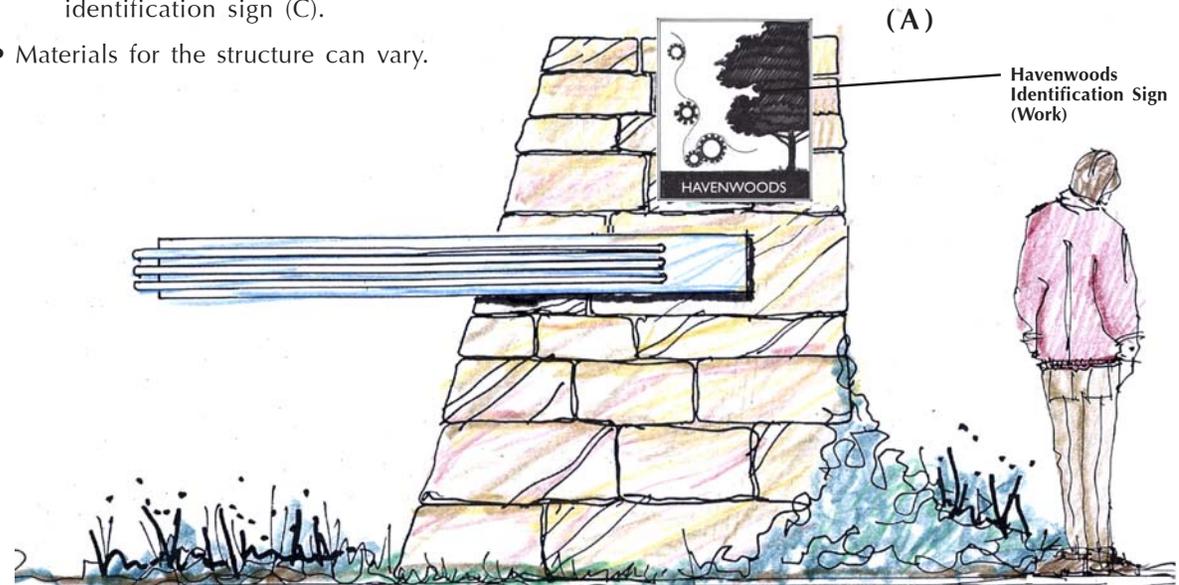


### Primary Gateway Element

- Provide at highly visible areas along primary and secondary streets
- Provide at locations to identify residential/open space developments or at locations where commercial/industrial developments front residential/open space developments across the street.

## Secondary Gateways

- Provide Secondary Gateway elements at highly visible areas, to differentiate land uses within the Havenwoods Area, and to identify Havenwoods along its perimeter, such as at the intersection of:
  - West Florist Avenue and North 76th Street;
  - North Industrial Road and North 76th Street.
- Different design options allow the Havenwoods identification signs to be incorporated into Secondary Gateway elements as:
  - A flush-mounted, column-supported panel with the identification sign (A).
  - A low lying planter connected to a column (B), or
  - A flush-mounted back-lit panel with identification sign (C).
- Materials for the structure can vary.



### Secondary Gateway Element A

- Provide at highly visible areas along secondary streets
- Provide at locations to identify entrances into industrial/commercial developments, such as at the intersection of:
  - North Industrial Road and North 76th Street.

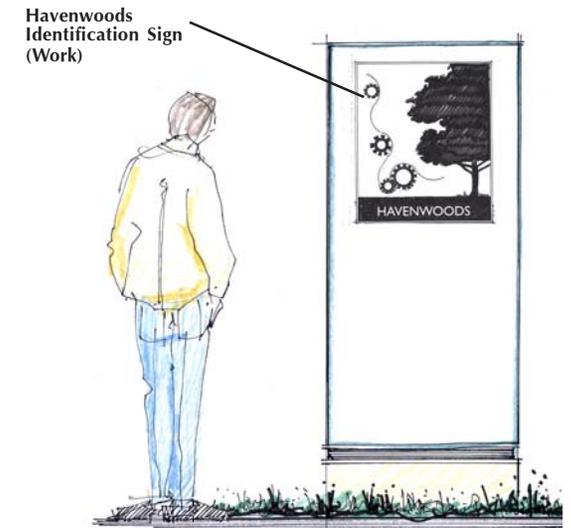
(B)



**Secondary Gateway Element B**

- Provide at highly visible areas along secondary streets
- Provide at entrances of residential areas, such as at the intersection of:
  - West Florist Avenue and North 76th Street

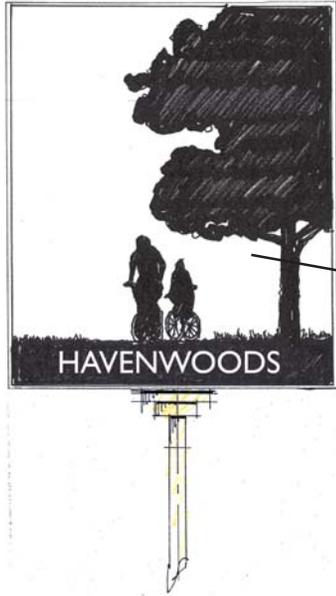
(C)



**Secondary Gateway Element C**

- Provide at highly visible areas along secondary streets.
- Provide at locations to identify major commercial/ industrial developments, such as at the intersection of:
  - West Mill Road and North 76th Street;
  - North 60th Street and West Good Hope Road.

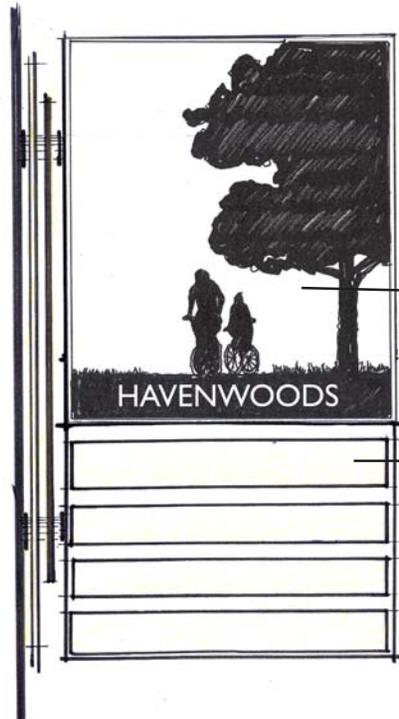
## Tertiary Gateway



(A)

Havenwoods  
Identification Sign  
(Play)

- Provide Tertiary Signage elements at visible locations identifying specific businesses within a multiple-business development, at various visible locations identifying specific parks/open spaces, as a trail identifying sign, and at locations to identify specific residential developments within the Havenwoods Area.
- Different design options allow the Havenwoods identification signs to be incorporated into Tertiary Gateway elements as
  - A pole-mounted panel with identification sign (A), or
  - A wall-mounted panel with identification sign (B).
- Materials for the structure can vary.



(B)

Havenwoods  
Identification Sign  
(Play)

Panel Identifying  
different recreation  
areas

**BRIDGES**

There are a number of existing railroad bridges within the Havenwoods Area. These railroad bridges serve both a utilitarian and a symbolic function. They provide the grade separation between different transportation modes needed for safe and efficient through traffic. But by their inherent nature of crossing major roadways, they also serve a symbolic function as neighborhood gateways.

In addition the roadway bridge at the intersection of North 76th Street and West Silver Spring Drive should be treated with to create a vehicular gateway into the neighborhood.

- Various successful railroad bridge treatments that can be utilized include painting with either the neighborhood identity logo(s) and “Havenwoods”; potentially painting murals; or applying applique ceramic panels or sculpture.



Existing Condition of Railroad Bridge along W. Silver Spring Drive



Image example of an improved railroad bridge with Havenwoods Identifying icon

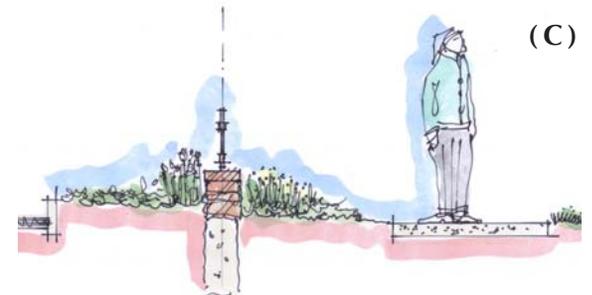
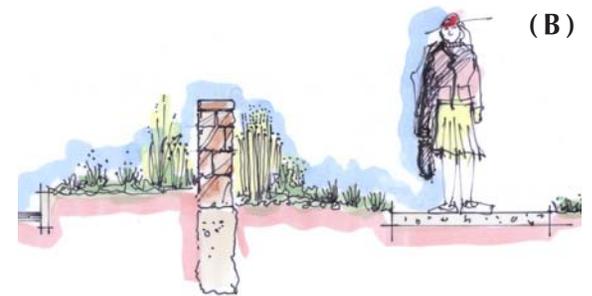
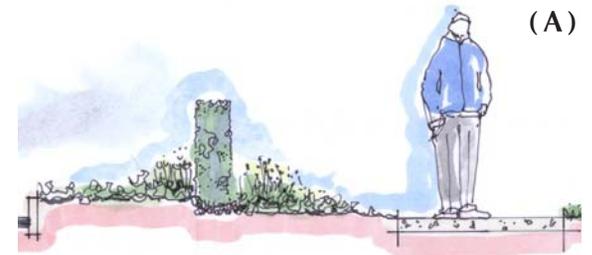
**PARKING**

One of the broad goals of the Neighborhood Plan is to provide a more pedestrian-friendly environment. One important element of this is the safeguarding and separating of pedestrians from vehicular traffic and other vehicular activities, including parking. A primary element of providing this is by treating the edges of parking areas in ways that will both screen parked cars and reduce the visual mass of paved areas, while promoting safe sight lines.

- Screen all existing parking lots using 36” to 42” high opaque screen wall or piers and fencing, in combination with plant material, so as to minimize glare from headlights and provide a comfortable walking environment.
- Design options for treating the edges of parking areas are:
  - Low concrete edge walls or masonry piers and fencing, with continuous low plantings (A);
  - Low brick walls and continuous low plantings (B);
  - Kneewalls with top-mounted visually-permeable metal fencing panels and continuous low plantings (C).
- Locate all new parking lots to the rear of buildings that face the R.O.W.
- Distribute parking into smaller areas subdivided by intervening areas of landscaping for sites that require large areas of surface parking. Maintain internal landscaped areas that equate to 10% of the total area.

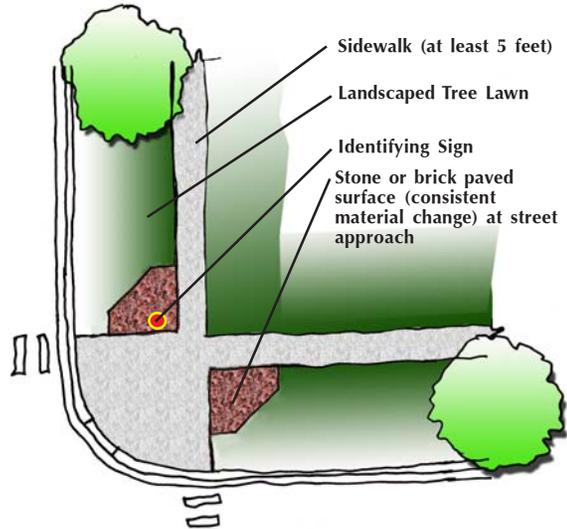


Image example showing screened parking lots creating a comfortable pedestrian environment



Sketches illustrating the various Parking Edge Treatment options

## TRAILS



Sketch illustrating locations where the trail follows an existing sidewalk

The location of the system of trails (See Map 11, Chapter 3) is intended to:

- Connect a variety of open spaces and other uses within the study area.
- Link the study area with the regional trail system.

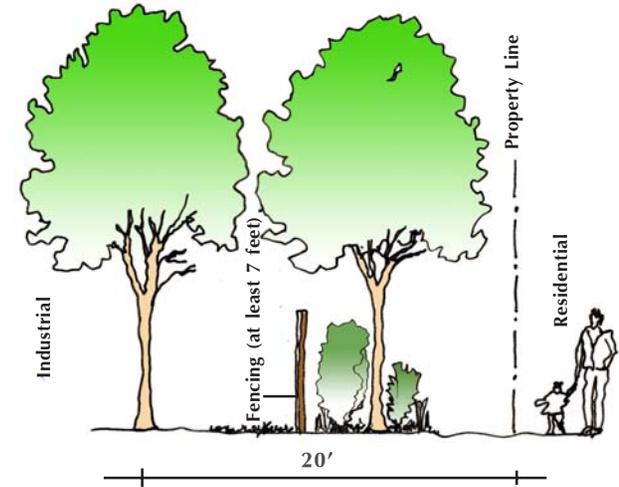
The design of trail will vary depending upon its locations.

- Where the trail follows an existing sidewalk, provide streetscape treatment. In addition, provide signage at highly visible locations to make the path easy to identify and to facilitate wayfinding. Separate bike lanes from pedestrian walkways along these locations.
- Where the trails do not follow any existing sidewalk, provide landscaped zones with aligned trees on either side of the path, signage at highly visible locations, and amenities such as benches and trash receptacles at feasible locations.

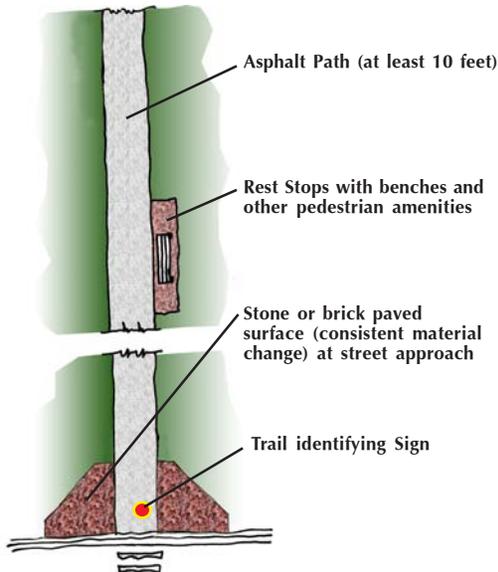
## BUFFERS

Provide a buffer between an office or industrial use and adjacent public park facility or residential use. These buffers will serve as visual and noise buffer between different uses, especially between residential and office/industrial uses. Provide the following within the buffer zones:

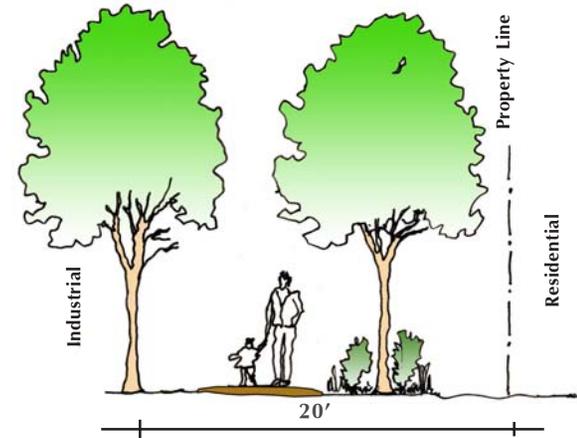
- A landscaped buffer at least 20 feet wide.
- Landscaped buffer with trees (use the City's requirement for the recommended tree spacing).
- Vegetation or fencing or a combination forming a continuous screen at least 7 feet in height.
- Where the open space linkage/trail passes through different uses, it would also serve as a buffer. Along this segment of the trail include ornamental trees with low vegetation (up to 3 feet in height) to provide a buffer while not completely screening the trail.



Sketch illustrating buffers with trees, ground cover vegetation, fencing



Sketch illustrating Trails



Sketch illustrating locations where open space linkage/trail also serves as a buffers

LIGHTING

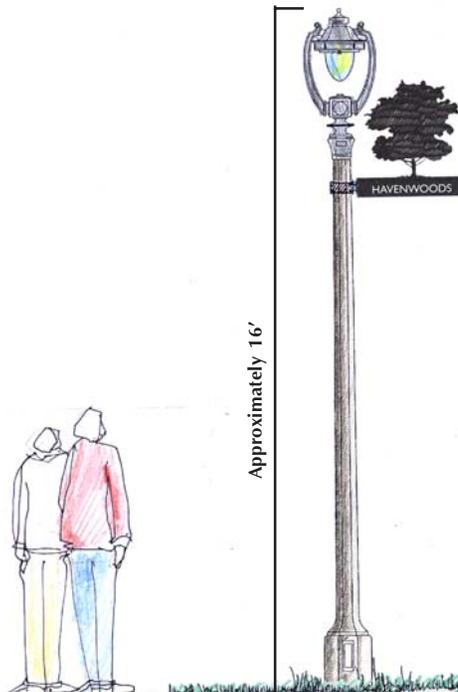
**Pedestrian-scaled Lighting**

- Provide pedestrian-scaled lighting to illuminate the sidewalk and provide a feeling of security at night.
- Work with the City for suitable spacing, location and fixtures.

**Street Lighting**

- Provide street lighting to illuminate the streets for safety of pedestrians and automobile users at night.
- Use the Milwaukee's Harp light with Havenwoods identifying sign.
- Work with the City for suitable spacing, location and fixtures.

Pedestrian scaled lighting option. Milwaukee's Harp light on Concrete Post.



Street lighting option. Milwaukee's Harp light on Concrete Post.

## UTILITIES AND INFRASTRUCTURE

Along with the streetscape improvements, the major corridors need visual enhancement. By providing underground telephone/power lines the overall character of the corridors would significantly improve providing clean and visually appealing streetscapes.

Co-locate communications equipment, antennas, cell towers etc. on existing towers or other structure (water towers, billboard etc.), within existing groups of towers, or within industrial developments.



Existing Conditions along N. 64th street Photo courtesy HEDC, Havenwoods Community Streetscape and Urban Design Concept Plan (2003)



Simulated Image along N. 64th street with the removal of overhead telephone/power lines. Photo courtesy HEDC, Havenwoods Community Streetscape and Urban Design Concept Plan (2003)

## LANDSCAPE IN PUBLIC REALM

- Provide the plant species recommended by the Division of Forestry, City of Milwaukee, with preference towards native species.

### Recommended List

(Source: Division of Forestry, Department of Public Works, City of Milwaukee)

#### 1) Annuals

- Provide annuals recommended by the city. The list of plant species currently in use is available with the Forestry Division.

#### 2) Perennials

- Provide perennials with preference towards native species.
- The following plant list contains recommended species and hybrids for Havenwoods:

Achillea hybrids (Yarrow)  
 Arabis alpina (Rockcress)  
 Asclepias tuberosa (Butterfly Weed)  
 Aster novae-angliae 'Alma Potschke' (New England Aster)  
 Coreopsis verticillata 'Moonbeam' (Thread Leaf Tickseed)  
 Echinacea p. 'Bright Star' (Purple Coneflower)  
 Phlox hybrids (Phlox)  
 Rudbeckia fulgida 'Goldstrum' (Coneflower Black Eyed Susan)  
 Scilla sibirica (Siberian Squill)

### 3) Shrubs

The following plant list contains recommended species for Havenwoods:

#### 3 a) Deciduous Shrubs and Roses

Cornus sericea 'Isanti' (Dwarf Red Twig Dogwood)  
 Potentilla fruticosa 'Goldfinger' (Goldfinger Potentilla)  
 Rhus aromatica 'Gro-low' (Gro-low Fragrant Sumac)  
 Rosa x 'Meidiland Meidiomonac' (Bonica Shrub Rose)  
 Rosa x 'Carefree Beauty' (Carefree Beauty Shrub Rose)  
 Spiraea nipponica 'Snowmound' (Snowmound Spirea)  
 Spiraea x bumalda 'Anthony Waterer' (Anthony Waterer Spirea)  
 Viburnum opulus 'Compactum' (Compact Cranberrybush Viburnum)

#### 3 b) Evergreen Shrubs

Juniperus horizontalis 'Blue Chip' (Blue Chip Juniper)  
 Juniperus horizontalis 'Hughes' (Hughes Juniper)  
 Juniperus procumbens 'Nana' (Dwarf Japanese Garden Juniper)  
 Juniperus sabina 'Calgary Carpet' (Calgary Carpet Juniper)  
 Taxus x media 'Tauntonii' (Taunton Yew)

#### 3 c) In addition, the following shrubs are currently recommended for limited or experimental use only:

Hamamelis x intermedia 'Jelena' (Jelena Witchhazel)  
 Philadelphus x verginalis 'Minn. Snowflake' (Minnesota Snowflake Mockorange)  
 Rhododendron x 'Northern Lights' (Northern lights Azalea)  
 Rosa Hybrids (New Hardy Shrub Roses (as available))  
 Viburnum dentatum (Arrowwood Viburnum)  
 Viburnum lantana 'Mohican' (Mohican Viburnum)  
 Viburnum prunifolium (Blackhaw Viburnum)

**4) Deciduous Trees**

The following plant list contains recommended species for use within Havenwoods:

- Acer campestre (Hedge Maple)
- Acer ginnala (Amus maple)
- Acer saccharum 'Commemoration' (Commemoration Sugar Maple)
- Amelanchier 'Autumn Brilliance' (Autumn Brilliance Serviceberry)
- Amelanchier laevis 'Cumulus' (Cumulus Shadblow Serviceberry)
- Betula platyphylla 'Whitespire' (Whitespire Japanese Birch)
- Celtis occidentalis (Hackberry)
- Cercis canadensis 'Columbus' (Columbus Eastern Redbud)
- Crataegus crusgalli inermis (Thornless Cockspur Hawthorn)
- Ginkgo biloba 'Magyar' (Magyar Ginkgo)
- Gleditsia triacanthos inermis 'Skyline' (Skyline Honeyclocust)
- Gymnocladus dioicus (Kentucky Coffeetree)
- Malus 'Adams' (Adams Flowering Crab)
- Malus bacatta 'Columnaris' (Columnar Siberian Flowering Crab)
- Malus 'India Magic' (India Magic Flowering Crab)
- Malus 'Roy Ormiston' (Ormiston Roy Flowering Crab)
- Malus 'Pink Spire' (Pink Spire Flowering Crab)
- Malus 'Professor Sprenger' (Professor Sprenger Flowering Crab)
- Malus 'Red Baron' (Red Baron Flowering Crab)
- Malus 'Red Jewel' (Red Jewel Flowering Crab)
- Malus 'Robinson' (Robinson Flowering Crab)
- Malus 'Royalty' (Royalty Flowering Crab)
- Malus 'White cascade' (White Cascade Flowering Crab)
- Malus 'White Candle' (White Candle Flowering Crab)
- Malus zumi calocarpa (Red Bud Flowering Crab)
- Prunus sargentii (Sargent Cherry)
- Prunus virginiana 'Shubert' (Shubert cherry)
- Pyrus calleryana 'Autumn Blaze' (Autumn Blaze Callery Pear)
- Pyrus calleryana 'Chanticleer' (Chanticleer Pear)

- Pyrus calleryana 'Trinity' (Trinity Callery Pear)
- Quercus bicolor (Swamp White Oak)
- Quercus robur fastigiata (Pyramidal English Oak)
- Tilia cordata 'Chancellor' (Chancellor Littleleaf Linden)
- Ulmus 'Regal' (Regal Elm)

In addition, the following tree is currently recommended for limited or experimental use.

- Aesculus x carne 'Briotti' (Ruby horsechestnut)

**TREE DIVISION PLANTING PROCEDURE**

(Source: Division of Forestry, Department of Public Works, City of Milwaukee)

**Marking Locations**

Determine planting locations using the following guidelines:

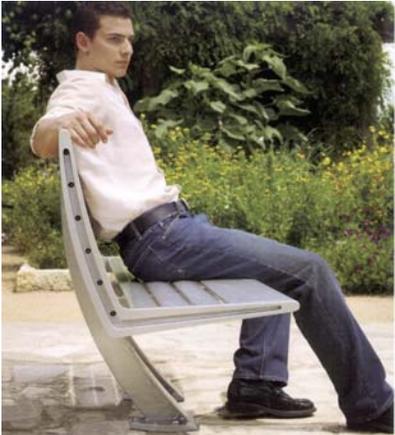
- Space 40' - 60' apart; spacing may be reduced to provide one tree per property. Within the above mentioned range, space narrow trees closer together, wider trees farther apart.
- Place trees not closer than:
  - 40' from an approach corner.
  - 20' from a non-approach corner.
  - 20' from a street light.
  - 5' from a driveway or carriage walk.
  - 5' from a fire hydrant.
  - 4' from gas, water valves, etc.
- Do not place trees in a bus stop zone.
- Cross-check all locations with the master refusal list. (Refusals will also be marked on the curb or walk with a black "R").

## STREETSCAPE ELEMENTS

In order to enhance the character of the streets, create pedestrian-oriented environment, and promote alternative modes of transportation the following streetscape furnishings are recommended.

### Benches

- Provide benches when space allows for a clear pedestrian walking zone and separate seating area.
- Provide durable and comfortable benches with well-designed fabrication. Metal and/or wood are preferred materials.
- Utilize benches that comply to the City's ADA standards



### Bus Shelters

- Provide highly visible, more aesthetically appealing and lighted shelters. Use shelters that reflect the area's image and character, and have additional signage to enhance wayfinding.



New MCTS Bus Shelter Example

### Trash Receptacles

- Place trash receptacles at locations that are easily accessible for pedestrians and trash collectors (i.e. near bus stops, benches, and other high activity nodes).
- Utilize trash receptacles that relate to other site furnishings



Havenwoods Identification Sign

### Bike Racks

- Provide bike racks within commercial, office/ industrial developments to encourage bicycle use
- Provide bike racks where they are near entrances of buildings, and visible from sidewalks and/or primary entrance.
- Utilize bike racks that are designed in a simple style, easy to use, and preferably permanently mounted structures.



**SUSTAINABLE DESIGN TECHNIQUES**

**Water Management and Landscaping Techniques**

**Intent**

Reduce storm water runoff, increase infiltration, improve water quality, improve air quality, decrease green house gas emissions, reduce water consumption, and reduce solid wastes.

**Techniques**

**Green Roof (roof top gardens), green terraces, eco-roof**

- A lightweight roof system of waterproofing material with thin soil/shallow root/drought resistance vegetation.
- Recommended to be used in place of traditional roofs as a way to minimize impervious surface, reduce urban heat island effects, capture rainwater, improve air quality and improve aesthetics pleasing to the upper view shed.

**Contained planter**

- Recommended to be used to plant trees, shrubs, and ground cover and are placed over impervious surfaces, such as, sidewalks, plazas, streets.
- Recommended to be a prefabricated pot or constructed on site in a variety of shapes and dimensions.
- Accept precipitation only, not storm water runoff and enhance the visual appearance of areas where they are placed.

**Pervious pavements**

- Recommended to be used for walkways, patios, plazas, driveways, parking lots, and some portions of streets.
- Recommended to be used to minimize impervious surfaces, reduce urban heat island effects, and capture rainwater.

**Vertical gardens**

- Includes landscaping for narrow vertical spaces and providing aesthetically pleasing vertical pedestrian views (in areas with limited space and at locations that require screening).

**Vegetated Swales/Rain Gardens**

- Includes landscaping with water absorbing species planted in depressions (internal landscaped areas in parking lots, along streets, medians etc.) to collect and convey storm water, allowing natural filtration.

**Green Buffers**

- Landscaped areas adjacent to sidewalks and streets to slow the flow of storm water runoff, filter pollutants and visually enhance the streetscape.

**Cisterns**

- Cisterns are indoor or outdoor rain catchment systems used to capture roof runoff.



Example of Contained Planter



Example of Pervious Pavements



Example of Vertical Gardens



Example of Green Roof, City Hall, Chicago



Example of Green Roof, Nature Museum, Chicago



Example of Green Roof at Commercial development



Example of Vegetated Swale in Parking Islands with curb openings



Example of Rain Gardens in Parking Lot



Example of Landscaped Areas along Sidewalks/ Streets

## Transportation Demand Management

### Intent

Mitigate future traffic congestion and encourage use of alternative transportation modes

### Techniques

#### Walkability

- Provide amenities to make site accessible to pedestrians, such as crosswalks, drop-off areas, pedestrian islands, and design for wheelchair access.
- Provide well lit walkways, separated from parking and roads by landscaping.
- Incorporate welcoming features such as benches and signs along walkways.

#### Accessibility and Visibility of Transit Stops

- Upgrade existing bus stops.
- Provide additional signage to further increase visibility of bus stops.
- Incorporate bus shelters as part of design development on primary streets (principal arterials)

#### Bicycle Facilities

- In addition to dedicated bike lanes, provide covered, secured and lighted bicycle parking for residents/employees and dispersed outside bicycle racks for visitors to demonstrate visible encouragement of bicycle transportation.

#### Signage

- Provide adequate signage around site indicating bus stops, passenger loading, yield to pedestrians, bicycle parking, pedestrian paths, trails and special parking areas.

#### Car Pooling

- Encourage car pooling to reduce traffic on roads and demand for parking spaces.

## Green Buildings/Conserving Materials and Resources

### Intent

Encourage sustainable building design; minimize factors that contribute to wastes generated during construction, deconstruction and occupancy phases.

### Techniques

- Encourage and utilize building designs that meet LEED (Leadership in Energy and Environmental Design) standards for developing high-performance and sustainable buildings. Use of Green Building approaches have proven that sustainable design and construction does not translate to higher costs (for successful case study see chapter 2, page 18, 19).
- Design projects to be recyclable. Use products that can easily be disassembled and/or recycled towards the end of project's useful life.
- Develop waste management plans during construction to minimize waste and maximize recycling of construction and land clearing wastes.
- Encourage recycling of grey water as a part of the fundamental solution to many ecological problems. Grey water may be reused for other purposes, especially landscape irrigation. Some of the benefits of grey water recycling include lower fresh water use, ability to build in areas unsuitable for conventional treatment, less energy and chemical use, groundwater recharge, plant growth, reclamation of otherwise wasted nutrients etc.
- Utilize materials and products that are extracted and manufactured regionally.