

# EXECUTIVE SUMMARY

## INTRODUCTION

The Northwest Side Area Plan covers 16,902 acres in the northwestern edge of Milwaukee. Its boundaries are roughly the City and County limits to the north, the City limits to the east, Hampton Avenue, 91st Street, and Silver Spring Drive to the south, and the City and County limits to the west. The southern boundary includes Hampton Avenue from 124th Street to 91st Street and Silver Spring Drive from 91st Street to 27th Street. The planning area is one of the largest for the City of Milwaukee and includes a diverse mix of uses and densities.

The Northwest Side Plan has been developed through a comprehensive planning effort with area business leaders, residents, property owners, elected officials, and City staff.

## THE PLAN

The Plan is organized into land use policies and strategies that apply to the neighborhood as a whole. These generally support adaptive reuse and redevelopment that follows traditional neighborhood use patterns.

The plan also offers strategies for districts and corridors, eight high-profile catalytic projects, and four area-wide initiatives. The catalytic projects aim to leverage investment, increase the value of surrounding properties, create a significant and visible change in the neighborhood, and change the course of development.

## KEY FINDINGS

Based on the 2000 U.S. Census, the population of this area is 77,307. The area experienced an increase in population between 1990 and 2000 of 2.6% despite the City's overall decline of 5.0%.

With 31,015 housing units, the Northwest Side contains 12.4% of the City's housing stock. Approximately 49% of housing in the Northwest Side is single-family, leaving 51% as multi-family. The median household income in the Northwest Side was \$39,013 in 1999, which is higher than the City's \$32,216. The Northwest Side has an unemployment rate of 8.2%, which is lower than the overall City rate of 9.4%.

The market study indicates support for single-family development, mixed-use development near Granville Station, and industrial development.

## **KEY RECOMMENDATIONS: CATALYTIC PROJECTS**

Plan recommendations are divided into two types: projects and initiatives.

### **Projects**

Timmerman Plaza  
Silver Spring – 60th to 64th Streets  
76th and Mill Road  
76th and Good Hope Road  
Teutonia Avenue – Silver Mill Shopping Center  
Granville Station  
Woodlands Neighborhood

### **Initiatives**

Corridor Enhancement  
Job Corps Site Review  
Home Ownership  
Medical Facility Needs Study

## **IMPLEMENTATION**

The Northwest Side Area Plan will be a critical tool for redevelopment in the area. The document will be widely available to the public, and will be used as a guide by elected officials, appointed members of plan and zoning agencies, city plan examiners, and other staff in their review of project proposals.

Elements of the Plan will be achieved through private development, public/private partnerships, and the catalytic projects and initiatives. As projects are proposed within the planning area, city agencies will include opportunities for citizen input in the regular approval process.