

CHAPTER 4 : DISTRICTS AND CORRIDORS

The Land Use Policy Chapter identifies use characteristics and development standards to be applied throughout the Northwest Side. This chapter organizes the plan area into smaller districts and corridors. For each district and corridor, a set of policies are recommended for the following:

Use Policies

Uses are identified within each district or corridor for both existing conditions and preferred uses. Locations are identified for specific uses where appropriate.

Form Policies

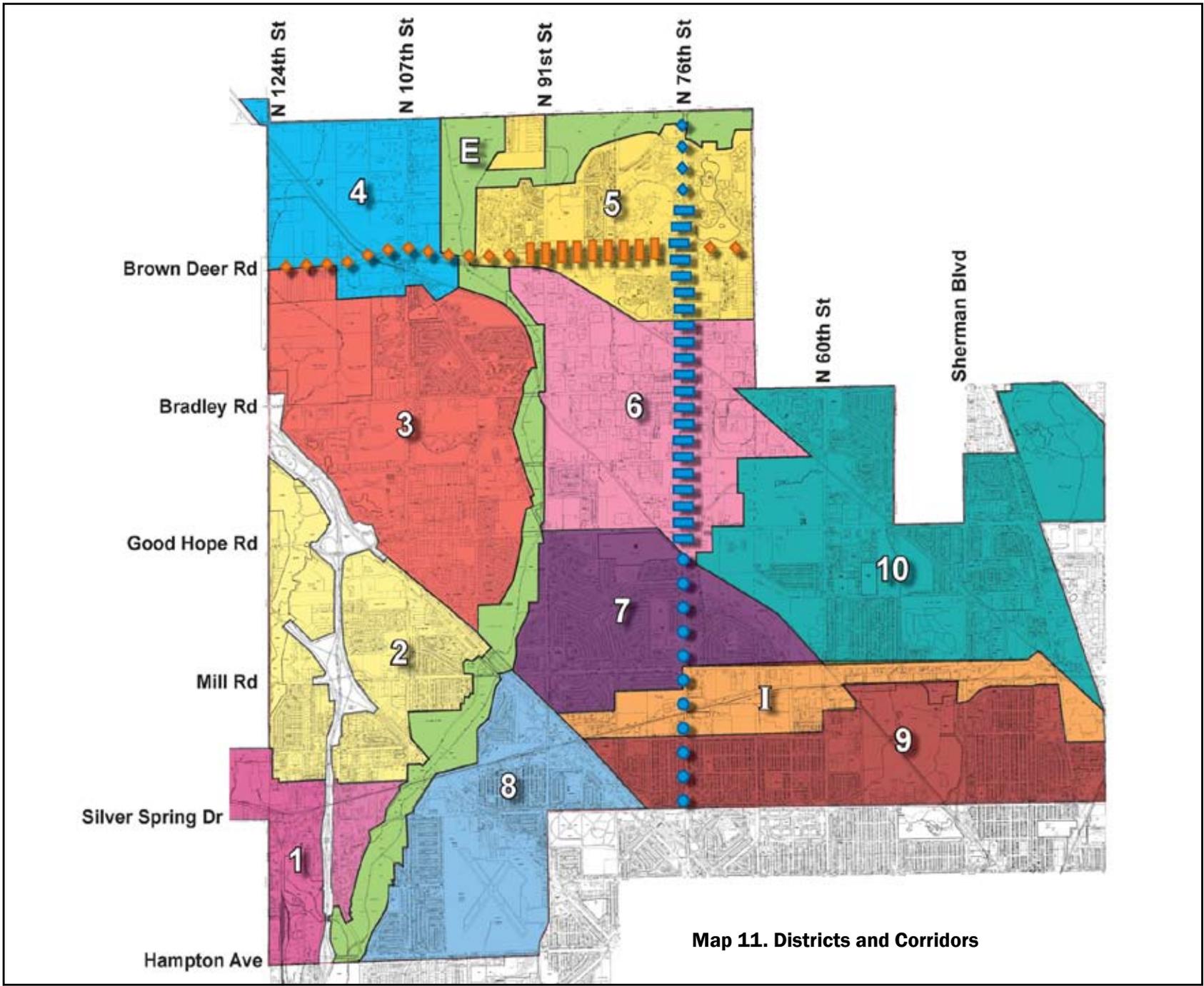
Form policies establish the desired form of properties and buildings and how the form should reinforce the character of the neighborhood. Preferred uses should follow these design concepts to ensure a high quality development that adds value to the neighborhood.

Redevelopment Strategies

Strategies are recommended that direct future development decisions, identify critical areas, and help property owners and city staff determine redevelopment impacts.

Actions

Site-specific projects are identified and next steps are recommended.



Map 11. Districts and Corridors

DISTRICTS

District 1

Description

District 1 lies in the southwestern corner of the Northwest Side Area, and is bisected by the US 41/45 road corridor. The District is bounded by Hampton Avenue (south) and Carmen Avenue (north). The Village of Butler borders this district to the west, and the Little Menomonee River Parkway borders the district to the east.

District 1 is characterized by a mix of industrial and commercial land uses that are clustered adjacent to the Silver Spring Drive/US 41/45 interchange. The intensity of rail transportation and ease of access to US 41 has historically promoted non-residential land uses in this area. The development character is a suburban layout with individual parking lots, drive-throughs, and multiple access points off of Silver Spring Drive.

Housing is primarily restricted to a narrow band of land along the eastern boundary of the district (Little Menomonee River Parkway), and is characterized by moderate to large developments.

The District is characterized by a fairly intense network of rail and road corridors. Silver Spring Drive and US 41/45 accommodate the largest volumes of vehicular traffic in the District. Additionally, Lovers Lane provides a vehicular connection to multi-family residences.

The primary public facilities in the district are the Menomonee River and Little Menomonee River Parkways, and affiliated path systems.

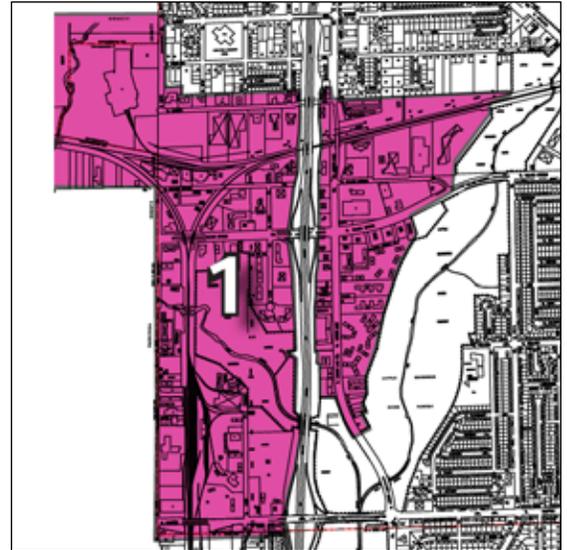
General Issues

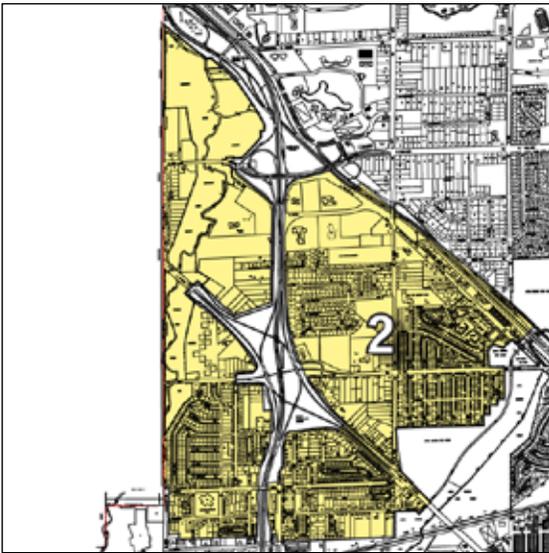
Overall, this district lacks a coherent sense of identity, in part due to disparate land uses that include multi-family dwelling units within an industrial and commercial landscape. Due to the presence of major arterials and rail lines, the district is divided into several isolated zones.

District 2

Description

District 2 is located along the western perimeter of the Northwest Side Area, and is bordered by the Menomonee River Parkway (west) and the Little Menomonee River Parkway (east). The District is bisected by the US 41/45





Highway Corridor, and is further divided by the Fond du Lac Avenue Freeway and North Appleton Freeway.

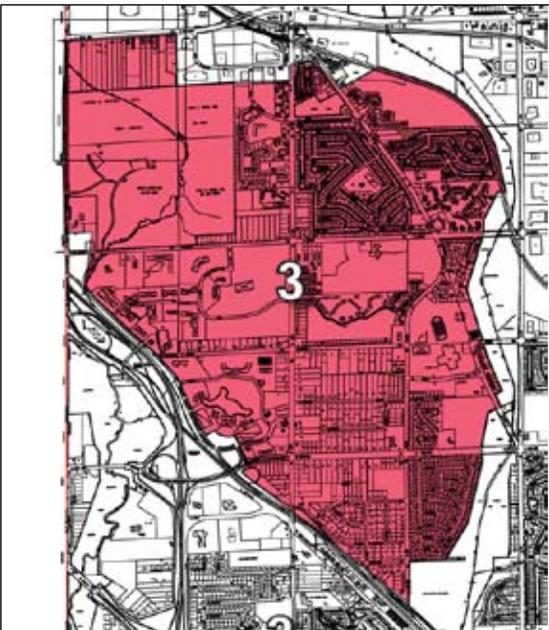
The majority of land use is represented by single-family residential development. Concentrations of condominiums, duplex dwellings, and rental housing are located in the eastern and southern portions of the district. The northern portion of the district, adjacent to the interchange at Fond du Lac Avenue and the US 41/45 Highway, accommodates large parcels of commercial and vacant land. The development character includes both suburban parcels and urban grid neighborhoods.

The District is served by major transportation interchanges along the US 41/45 Highway at Fond du Lac Avenue and North Appleton Freeway. Mill Road and Good Hope Road accommodate vehicular traffic connections between the Northwest Side and the Village of Menomonee Falls to the west.

The primary public facility in the district is the Little Menomonee River Parkway and affiliated path systems.

General Issues

District 2 is characterized by significant acreage that remains in an undeveloped or underdeveloped condition. As development of these lands occurs, there is potential that streets of proposed new subdivisions may not provide for linkages to roadways of neighboring developments. In addition to potential issues with vehicular access and traffic flow, pedestrian access to adjacent open space is presently limited.



District 3

Description

District 3 is one of the largest districts in the Northwest Side, and is located between Brown Deer Road (north) and Fond du Lac Avenue (south). The Little Menomonee River Parkway serves as the eastern boundary of the district, and the Village of Menomonee Falls shares a border to the west. Good Hope Road and Bradley Road are the major arterial streets serving this area from east to west. 107th Street and 124th Street are the major arterials serving this area from north to south.

This district is characterized by diverse land uses, although single-family residential development is the primary use. Small to large multi-family housing developments are

present throughout the district. In addition to the open space affiliated with the Little Menomonee River Parkway corridor, the district includes Dretzka County Park (326 acres). District 3 also has sizeable tracts of vacant land that will accommodate ongoing or future development.

Commercial land uses are concentrated along the US 41/45 Highway corridor including: Park Place, large-scale office, and retail enterprises.

Major public facilities within District 3 include Vincent High School (MPS), Dretzka County Park (golf course), the Little Menomonee River Parkway and affiliated path systems.

General Issues

The identity of District 3 is predominately the successful Park Place development and the variety of housing areas along 107th Street. The overall identity is the suburban character of most developments. The area is doing well economically and offers opportunity for continued development in both the housing and commercial areas.

District 4

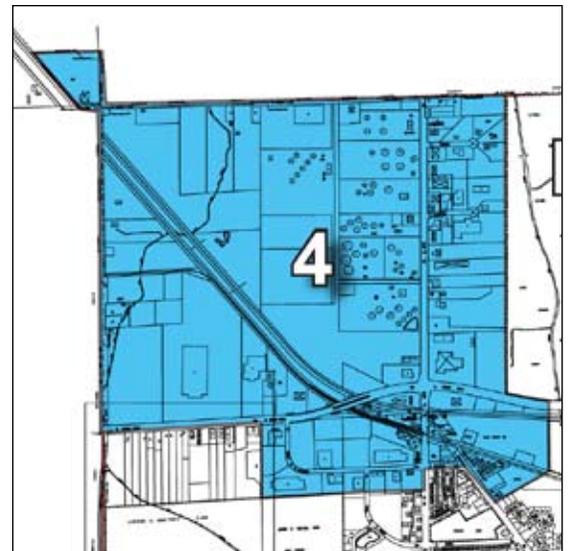
Description

District 4 is in the northwest corner of the Northwest Side Area, and is bounded by the Village of Menomonee Falls to the west, Brown Deer Road to the south, and the Little Menomonee River Parkway on the east. The land use generally consists of large industrial parcels and shipping/transportation/utilities. Several large parcels of vacant acreage are located in this district. Potential plans may include a Milwaukee County park in the northwest section of the District.

Both rail and roadway transportation serve District 4. Brown Deer Road is the primary east/west vehicular corridor in the district.

General Issues

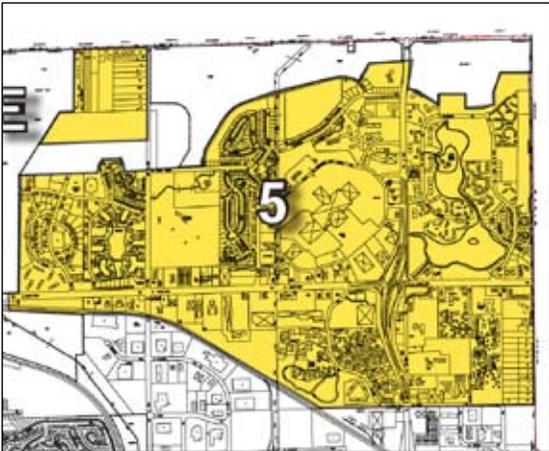
Industrial development, which comprises the majority of land uses in this district, is somewhat dispersed and isolated from neighboring areas. These businesses are not served with public transit. The environmental character and design within the street right-of-way is minimal, and therefore the streets do not reinforce the beneficial aspects of industrial land or serve to recruit and retain industry. The presence of vacant industrial lands suggests that this district has not reached its full economic potential.



District 5

Description

District 5 is located in the north-central area of the Northwest Side Area, and is bordered by County Line Road on the north, the Little Menomonee River Parkway to the west, the Village of Brown Deer on the east, and portions of the railroad line and Dean Road to the south.



The district is characterized by a mix of land uses that include commercial corridors and shopping centers, institutions, park lands, and residential development. This sector of the Northwest Side Area is recognized for the concentration of commercial development that includes Granville Station (the former Northridge Mall), and franchises that front Brown Deer Road. Commercial enterprises have experienced a significant downturn in profitability since the closing of Northridge Mall in 2003.

Residential is also a major land use in the district and is mainly represented by large complexes of multi-family rental housing and condominiums. The development character is a suburban layout with individual parking lots, multiple access points along Brown Deer Road, and cul-de-sacs within some of the residential areas.

The transportation system in District 5 is characterized by a grid of arterial and collector roads that include: Brown Deer Road (east-west); 76th Street and 91st Street (north-south). The transportation interchange at 76th Street and Brown Deer Road carries significant volumes of vehicular traffic.

General Issues

Although several new businesses are located in Granville Station, many commercial enterprises in this district have witnessed a steady decline, creating an excessive percentage of properties to remain vacant or underutilized. An overabundance and dispersed pattern of commercial land uses in the district impedes the ability of some retail and business enterprises to prosper. Overall, the retail environment is characterized by minimal aesthetic qualities in street design, landscape, and architecture.

Housing diversity is limited in this district, with the majority of housing being rental units within large complexes.

District 6

Description

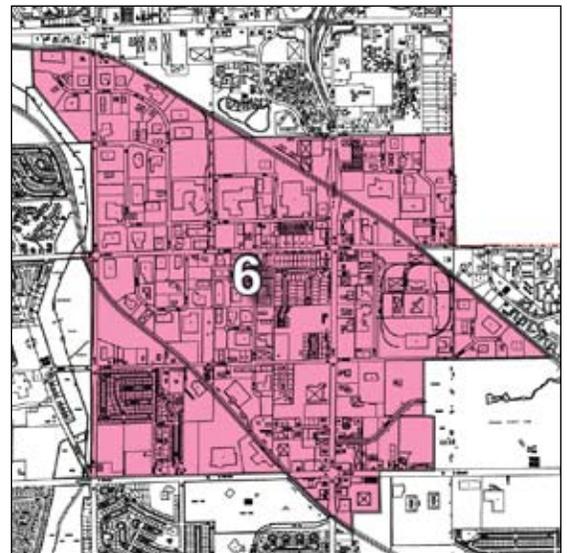
District 6 is centrally located in the Northwest Side Area, and is traversed by rail and major roadway corridors. The District is bounded by the Little Menomonee River Parkway on the west, Good Hope Road to the south, the rail line on the north, and the Village of Brown Deer, rail line, Brynwood Country Club to the east.

The district is characterized by a heavy concentration of industrial land uses. Additional land uses that support commercial enterprise are primarily confined to the 76th Street corridor.

Two residential neighborhoods are located within the district which support less than 250 single-family dwelling units and an equal number of duplex and multi-family rental units.

The primary vehicular transportation routes in this district include 76th Street and 91st Street (north-south); and Bradley Road and Good Hope Road (east-west).

General Issues: The industrial parks are doing well but existing commercial enterprises and the business mix along corridors is not organized in a manner that supports an economically vibrant district. Additionally, the current retail and service-oriented business mix does not capitalize on the needs of the neighboring industrial uses. Along major commercial corridors, the road character, right-of-way design and patterns of development are of deficient quality and should be improved to promote greater viability and pedestrian activity.



District 7

Description

District 7 is located at the geographic center of the Northwest Side Area, and is bounded by the Little Menomonee River Parkway to the west and active rail lines to the east and south. Mill Road and Good Hope Road generally represent the southern and northern extents of this district. The district is bisected by the 76th Street corridor.

District 7 is primarily characterized by single-family residential land uses that are configured along curvilinear streets. Concentrated multi-family duplex and rental housing is found in the southern portion of the district in the vicinity of Mill Road. Other uses include parks, open



space, and institutions. Commercial enterprise is primarily concentrated at the intersection of Mill Road and 76th Street.

The District is served by several major roads, including Mill Road (east-west); and 76th Street and 91st Street (north-south).

Major public facilities within District 7 include Noyes County Park and the Milwaukee Public Library (Mill Road Branch).

General Issues

Single-family dwelling developments represent the primary use in this district but remain isolated from one another. Major thoroughfares through the district are void of quality design within the street right-of-way, and therefore do not encourage higher levels of pedestrian activity.

District 8

Description

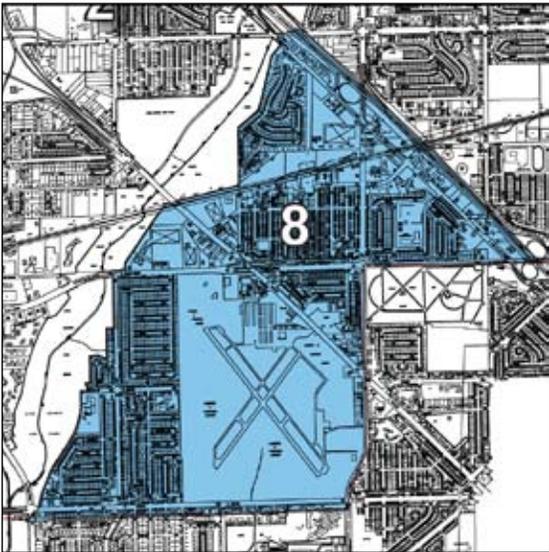
District 8 is located in the southern portion of the Northwest Side Area, and is bordered by Hampton Avenue to the south, 91st Street to the east, the Little Menomonee River Parkway on the west, and Fond du Lac Avenue on the north.

Approximately 80% of the total land area in District 8 is evenly divided between Lawrence J. Timmerman Airport and a mix of residential uses. Significant concentrations of multi-family (duplex and rental housing) are located throughout the district.

A limited quantity of commercial land is restricted to the Silver Spring Drive, 91st Street and Fond du Lac Avenue corridors. Industrial lands are located along the rail corridor that traverses the district in an east-west direction.

District 8 is crossed by several major thoroughfares, including Fond du Lac Avenue and Appleton Avenue (diagonal northeast-southwest); Silver Spring Drive and Hampton Avenue (east-west); and 91st Street (north-south). The district is also divided by a rail line.

Major public facilities within District 8 include Lawrence J. Timmerman Airport (Milwaukee County), Little Menomonee River Parkways, and affiliated path systems.



This sketch diagram illustrates one possible street and block layout for a 'Traditional Neighborhood Design' in the Timmerman Airport area (see Dist 8 Recommendations 4:16-4:17). Key concepts include a connected street grid, street layout that deters 'cut through' traffic, multiple and connected greenspaces, entrance gateways, and limited commercial lots along major arterials.

General Issues

Timmerman Field comprises much of District 8, while the rest of the District is a mix of housing units and commercial businesses. Changes at the airport and commercial corridor along Silver Spring Drive will provide the greatest impact, and potential improvement, in the district.

District 9

Description

District 9 lies along the southern boundary of the Northwest Side, and is bounded by Silver Spring Drive on the south and industrial lands to the north. District 9 is largely dominated by residential land uses that are configured within a traditional urban grid that extends southward. Residential neighborhoods are commonly characterized by rear alley access drives, and housing that is oriented in an east-west direction. Several streets include concentrations of duplex dwellings. Additionally, a range of multi-family rental housing, including 4-plex to 8-plex units, is concentrated within single family residential neighborhoods.



The center of the district is distinguished by a large public landholding (224 acres) managed by the US Department of Defense, State Department of Natural Resources, and Milwaukee County.

Silver Spring Drive and West Florist Avenue represent the primary east-west vehicular corridors. A number of north-south collector roads cross the district, including: Teutonia Avenue, 41st Street (Sherman Blvd.), 60th Street and 76th Street.

Primary public facilities in this district include Madison High School (MPS), Havenwoods State Forest, Schoenecker County Park, and the Army Department of Army Reserve Unit (Headquarters 84th Division).

General Issues

A mix of residential dwelling types in this district provide a range of affordable housing options. However, a large percentage of renter-occupied units have given way to disrepair or poor maintenance and impact the perception of the area. Several residential neighborhoods within this district are organized by means of programs and social

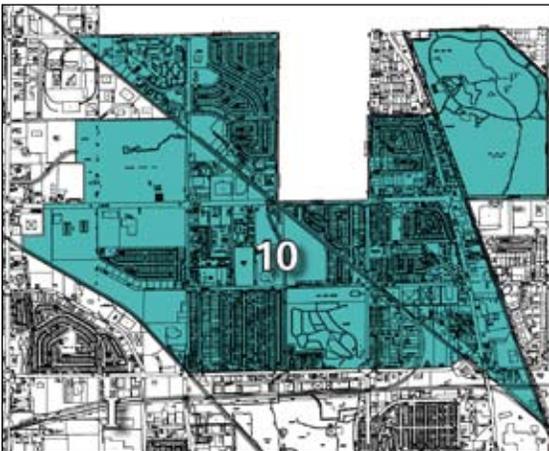
communication, but are not represented by physical components that typically strengthen neighborhood identity.

Commercial properties, while limited, have witnessed economic decline and disrepair.

District 10

Description

District 10 is the largest planning unit examined within the Northwest Side Area, and is located along the eastern periphery of the Northwest Side. It is bounded by a primary utility easement (We Energies) and the Village of Glendale on the east, Mill Road to the south, 41st Street on the west, and the village of Brown Deer on the north.



Diverse land uses are found through the district, and include large landholdings that support parks and cemeteries. Due to the presence of heavy rail transit, a significant concentration of industrial and commercial properties are located along the rail corridors in the eastern portion of the District.

Single-family residential development represents approximately half of the land uses in the district. Renter-occupied housing is also present in several moderate to large housing developments.

The district is bisected in the northeast-southwest direction by the rail line. Teutonia Avenue, 41st Street and 60th Street represent the primary north-south vehicular routes; Mill Road, Good Hope Road and Bradley Road represent major east-west vehicular corridors.

Primary public facilities in this district include Brown Deer County Park, Wyrick County Park, Oak Leaf County Trail, Graceland Cemetery, Green Tree Meadows Cemetery, Brynwood Country Club (private golf), and the US Department of Job Corps Training Center (future).

General Issues

This district includes a diversity of uses that are isolated within individual developments or parcels. 60th Street and Teutonia Avenue offer opportunities to create an identity for the area and include signature developments to increase value.

E - Environmental District

Description

The environmental corridor traverses the Northwest Side Area in a north-south direction, and represents a 9-mile greenway that lies contiguous to numerous residential neighborhoods. The uninterrupted corridor is owned and managed by Milwaukee County and is restricted to parks, open space lands, and bike paths. The Corridor is crossed by a number of major thoroughfares and rail corridors. Only a small segment of the corridor includes a parkway-drive that accommodates vehicular travel.

The corridor includes the Menomonee River and Little Menomonee River Parkways and affiliated path systems, Kohl County Park, and the Oak Leaf County Trail.

General Issues

The environmental corridor is not easily accessible to pedestrians that reside in neighboring residential areas. Although the corridor serves to protect the natural habitat, recreational facilities and development are limited. Perceptions that the corridor is unsafe remain an obstacle for encouraging greater recreational use and local support for open space areas.

I - Industrial District

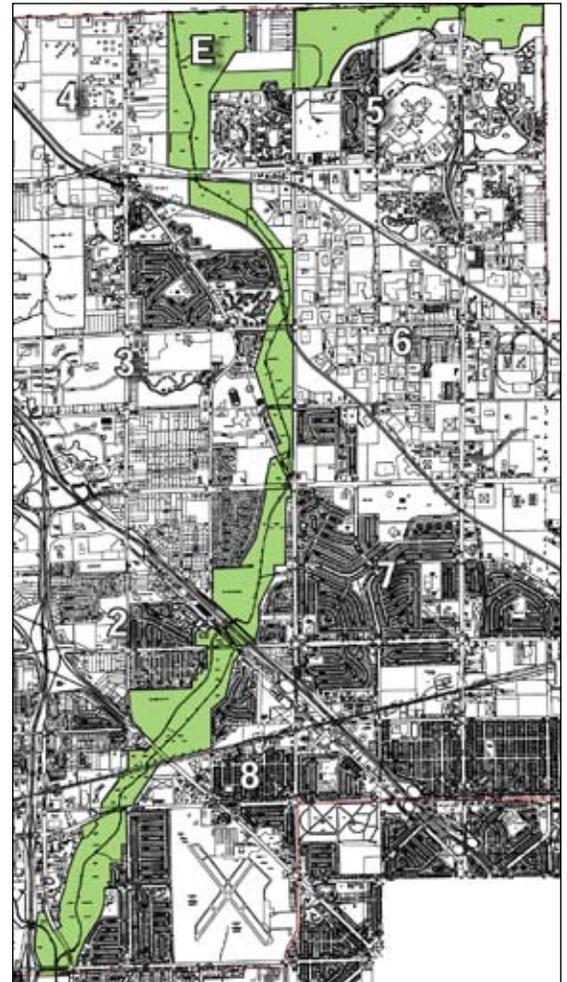
Description

In general, this corridor is bounded by Mill Road to the north and West Florist Avenue on the south.

The industrial corridor is characterized by lands that abut the east-west rail line in the southern portion of the Northwest Side Area. Several large parcels remain vacant and available for future development.

General Issues

Although a number of industrial businesses are viable within this district, other properties are underutilized, vacant, or potentially contaminated. Infill and property improvements will assist to support future investment and reinvestment.



| | District 1 | District 2 |
|--------------------------|--|--|
| Use Policies | <ul style="list-style-type: none"> • Consider rezoning of some industrial lands to support commercial uses at the US 41/45 and Silver Spring Drive interchange. • Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees. • Improve the public right-of-way to include space for pedestrians, bicycles, automobiles, and mass transit. | <ul style="list-style-type: none"> • Promote commercial infill development on vacant parcels in the vicinity of the Good Hope Road and Fond du Lac Avenue interchange. • Encourage owner-occupied single-family residential development in vacant lands that are contiguous to existing single-family residential neighborhoods, specifically west of US 41/45. |
| Form Policies | <ul style="list-style-type: none"> • Require designs that prevent the automobile from further encroaching into pedestrian-friendly areas and rights-of-way. • Reinforce streetscapes that naturally slow traffic to enhance the safety and attractiveness of commercial corridors. • Reconfigure and add landscaping to large parking lots that serve sizeable multi-family developments and commercial developments. • Encourage shared parking among retailers. • Discourage industrial buildings with blank walls that lack articulation. • Encourage proper screening of industrial and light industrial uses along adjacent commercial corridors. | <ul style="list-style-type: none"> • Encourage connectivity of roads between existing and new residential developments. • Preserve and maintain natural landscaping in the area, and continue efforts to incorporate open space features in all new developments. • Locate garages so that they are not the dominant feature on the front façade. Where possible, encourage side- or rear-loaded garages. • Maintain and improve visibility to and within the Menomonee and Little Menomonee River Parkways. |
| Redevelopment Strategies | <ul style="list-style-type: none"> • Encourage renovation of multi-family rental units to multi-family owner-occupied units where feasible. • Promote the reuse of vacant buildings and lots in commercial areas with uses that are appropriate to the corridor. • Encourage the reuse of vacant industrial buildings with new businesses that are appropriate for the neighborhood. • Provide appropriate funding for the maintenance of public spaces, boulevards, and streetscapes. | <ul style="list-style-type: none"> • Encourage renovation of multi-family rental units to multi-family owner-occupied units where feasible. • Create safe access points to all trails and parkways. • Encourage signage and way-finding elements that identify public access to parks, parkways, and trail from surrounding neighborhoods. • Consider small parking lots adjacent to major park access points, both current and new access points, to allow for residents to drive to the parkway. |
| Actions | <ul style="list-style-type: none"> • Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. • Create safe pedestrian and bicycle access points that provide a connection between adjacent multifamily housing and the Oak Leaf Trail. • Promote the conversion of a portion of multifamily rental units to owner-occupied units. | <ul style="list-style-type: none"> • Increase home ownership within established residential neighborhoods, such as the Mill Road Park Neighborhood near Fond du Lac Avenue and 107th Street. |

| | District 3 | District 4 |
|---------------------------------|---|--|
| Use Policies | <ul style="list-style-type: none"> • Encourage a diverse business mix within the Park Place development that provides additional opportunities for sit-down dining and evening entertainment. • Encourage the continued development of single-family homes. • Capitalize on recreational trail systems by encouraging residential development near access points. | <ul style="list-style-type: none"> • Find a balance between preserving industrial land and allowing commercial development that complements the needs of nearby employees. • Promote light industrial and business uses to be located in industrial parks. • Locate residential land uses to ensure compatibility with adjacent non-residential land uses. Discourage locating residential uses adjacent to commercial and industrial uses generating excessive noise, traffic, lighting, or other incompatible characteristics. |
| Form Policies | <ul style="list-style-type: none"> • Reinforce streetscapes that naturally slow traffic to enhance the safety and attractiveness of commercial corridors. • Design boulevards that create value and require minimal maintenance, specifically along Good Hope Road and 107th Street. • Encourage shared parking lots in all areas that include adequate linkages between them. • In residential developments, locate garages so that they are not the dominant feature on the front façade. Where possible, encourage side- or rear-loaded garages. | <ul style="list-style-type: none"> • Provide landscape buffers between industrial buildings/ parking lots and adjacent land uses. • Discourage industrial buildings with blank walls that lack articulation. • Ensure that all industrial and business parks have appropriate, uniform signage that identifies the park at each gateway. • Encourage shared parking lots in all areas where linkages can be created. • Establish enforcement and mitigation measures to ensure that noise generated by industrial uses does not adversely impact neighboring residential districts. |
| Redevelopment Strategies | <ul style="list-style-type: none"> • Assure that residents and business owners adjacent to properties undergoing development are adequately notified in order to strengthen the development process and allow for greater coordination. • Continue efforts to establish block watch programs in some areas of the Northwest Side where there are currently no programs in place. | <ul style="list-style-type: none"> • Encourage the reuse of vacant industrial buildings with new businesses that are appropriate for the neighborhood. Adaptive reuse is preferred over new construction. • Promote streetscape enhancements along major corridors within and surrounding all industrial and business parks. |
| Actions | <ul style="list-style-type: none"> • Explore mass transit options that promote transportation to Park Place and other important commercial nodes along Good Hope Road. • Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. • Focus should be placed on improving the quality of medians and wayfinding signage along Good Hope Rd. near Park Place. | <ul style="list-style-type: none"> • Investigate transit options that improve options for transportation to industrial areas. • Work with Milwaukee County to ensure public use of any planned parks. |

| | District 5 | District 6 |
|---------------|---|---|
| Use Policies | <ul style="list-style-type: none"> • Ensure that Granville Station includes a mix of uses to create a sustainable neighborhood that is supported by the market. • Reestablish “anchor” institutions in the Northwest Side that serve the population and attract people to the neighborhood. • Discourage the concentration of multi-family structures; rather, integrate multi-family units with single-family housing where appropriate. • Promote the development of entertainment and dining establishments that offer evening activities for families and youth. • Encourage high-quality residential construction to offer a different housing type and price point than found in other areas of the Northwest Side. • Consider redeveloping a portion of existing commercial lands along Brown Deer Road and west of 85th Street to residential uses to support the retail environment. | <ul style="list-style-type: none"> • Encourage commercial uses along major corridors within and nearby the industrial parks. Specifically include sit-down restaurants along Good Hope Road that serve area residents and employees. • Allow light industrial and business uses to be located in industrial parks. • Discourage further development of currency exchanges, pay day loan, title loan, and installment loan establishments. • Avoid concentrations of daycare facilities. • Incorporate retailers in commercial corridors that add to the commercial/retail mix by providing a greater range of goods, services, and pricing than already exists. • Focus improvement efforts on 76th Street, and concentrate retail at the intersection with Good Hope Road. • Promote retail development within nodes that serve to support the industrial employee base (local and commuting). • Allow for sections of 76th Street to be redeveloped with uses other than commercial where the market does not support current or future retail. • Consider converting existing industrial lands to residential/ mixed uses within an area (70.5 acres) north of Noyes Park along Good Hope Road, possibly following a Transit Oriented Development by including rail transit. • Market and strengthen existing industrial districts with employer assisted housing, accessible health care, job training, recreational spaces, and enhanced public transit. |
| Form Policies | <ul style="list-style-type: none"> • Place buildings in such a way that they create formal and/or informal open spaces and reinforce the street edge. • Develop a street grid in Granville Station that connects to adjacent streets and creates “blocks” for development. • Encourage streetscape elements that unify the area including benches, lighting, signage, plantings, and/or paving patterns. • Encourage shared parking and connections between parking lots. • Improve the street appeal of existing strip mall developments by encouraging the construction of infill buildings along the street edge. • Restrict parking to the minimum number of spaces required to accommodate customers/visitors in commercial developments. • Require continuous sidewalks and adequate sidewalk connections along 76th Street, Brown Deer Road, and within major commercial developments. • Encourage major physical site modifications to Woodlands and the adjacent housing development that reconnects streets and improves safety in the neighborhood. • When adjacent to natural features, site buildings to take advantage of views and provide pedestrian connections to natural areas for either active or passive recreation. | <ul style="list-style-type: none"> • Support efforts to comprehensively redevelop the former Menard’s building into a mixed-use development that includes a housing component and also meets retail needs. • Investigate transit options that improve transportation to industrial areas. • Promote conversion of large-parcel automobile retail businesses to mixed-use development. • Provide landscape buffers between industrial buildings/parking lots and adjacent land uses. • Discourage buildings with blank walls that lack articulation, and design structures to exhibit visual appeal on four sides. • Ensure that all industrial and business parks have appropriate, uniform signage that identifies the park at each gateway. • Make walking attractive, easier, and convenient within commercial developments along 76th Street. • Encourage shared parking for all major commercial developments along 76th Street. • Require all large parking lots to include landscaping and pedestrian paths or sidewalks. • Locate garages so that they are not the dominant feature on the front façade of residential units. Where possible, encourage side- or rear-loaded garages. • Ensure that crime prevention and the perception of crime are addressed in redevelopment of commercial properties, thereby encouraging use by the local customer base. |

| | District 5 (continued) | District 6 (continued) |
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| Redevelopment Strategies | <ul style="list-style-type: none"> Investigate the potential of expanding the existing Granville Station TIF District to include commercial parcels that are contiguous to Brown Deer Road. Ensure that crime prevention and the perception of crime are addressed in redevelopment of commercial properties. Work with the Milwaukee Independent School District to establish a redevelopment program for the Happy Hill Elementary School that might include a medical care component. Explore the possibility of installing an express transit stop at Granville Station. Prioritize the inclusion of a major commercial or institutional anchor that attracts local and visitor use in the redevelopment of Granville Station. Create a redevelopment plan for Brown Deer Road that helps to ensure a commercial market that is competitive with neighboring suburbs and integrated with Granville Station. Develop a landscape plan that establishes a signature gateway at the interchange at 76th Street and Brown Deer Road. Ensure that the focus of the plan is the enhancement of visual quality and the pedestrian environment. Ensure that pedestrian connectivity to Kohl Park and other natural areas is achieved as development and redevelopment efforts contiguous to the Park are implemented. Assure that residents and business owners adjacent to properties undergoing development are adequately notified in order to strengthen the development process and allow for greater coordination. Encourage the incorporation of open space features in new development and redevelopment projects. | <ul style="list-style-type: none"> Encourage the reuse of vacant industrial buildings with new businesses that are appropriate for the neighborhood. Adaptive reuse is preferred over new construction. Promote streetscape enhancements along boulevards and major corridors within and surrounding all industrial and business parks. Encourage new taxable over new non-taxable uses, unless a strong case can be made that the non-taxable use supports the surrounding tax base or spurs economic development in the neighborhood. Explore the possibility of installing an express transit stop at 76th and Good Hope Road. Continue plan implementation in the southeast quadrant of 76th Street and Good Hope Road. Improve the street appeal of existing strip mall developments by encouraging the construction of additional buildings along the street edge. |
| Actions | <ul style="list-style-type: none"> Focus improvement efforts on 76th Street and Brown Deer Road. Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. Prepare a detailed plan for Granville Station that incorporates mixed-use development and also considers Brown Deer Rd. Work with Woodlands property owners and the adjacent housing development to increase home ownership, improve safety, and enhance the overall character of the developments. Work with the Granville-Brown Deer Chamber of Commerce to redevelop Granville Station and parts of Brown Deer Road. Rezone Granville Station to Planned Development (PD) to promote redevelopment as a mixed-use neighborhood following 'Traditional Neighborhood Design' (TND) principles. | <ul style="list-style-type: none"> Focus improvements on 76th Street. Redevelop Johnsons Park (see Catalytic Projects in Chapter 5). Work with the Granville-Brown Deer Chamber of Commerce to attract new businesses to the intersection of 76th Street and Good Hope Road. Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. Explore mass transit options that promote transportation to important commercial nodes along Good Hope Road. |

| | District 7 | District 8 |
|----------------------|---|---|
| Use Policies | <ul style="list-style-type: none"> • Allow residential uses along commercial corridors in areas where retail and commercial activity are no longer supported by the market. Residential uses along commercial corridors should be owner-occupied multi-family with minimal curb cuts along the commercial corridor. • Encourage the commercial uses that promote family activity. • Focus improvement efforts on 76th Street, and concentrate retail at major intersections, specifically 76th Street and Mill Road. | <ul style="list-style-type: none"> • Promote “anchor” developments in the southern portion of the Northwest Side that serve residents from this area of the neighborhood and neighborhoods to the south. • Support an increase runway and light jet capacity for Timmerman Field if doing so will attract more business to the Northwest Side. • Create safe access points to all trails and parkways. |
| Form Policies | <ul style="list-style-type: none"> • Reinforce streetscapes that naturally slow traffic to enhance the safety and attractiveness of commercial corridors. • Encourage streetscape elements that unify the area including benches, lighting, signage, plantings, and/or paving patterns. • Make walking attractive, easier, and convenient within commercial developments by providing sidewalk connections from 76th Street and major east-west streets. • Provide a primary entrance into commercial and mixed-use areas, instead of multiple curb cuts. | <ul style="list-style-type: none"> • Blend infill development and new construction with the existing scale and massing design. • Reinforce streetscapes that naturally slow traffic to enhance the safety and attractiveness of commercial corridors. • Discourage buildings with blank walls that lack articulation. • Require new development in Timmerman Plaza to create a clear identity along Silver Spring Drive while adding landscaping and open space features. |

| | District 7 (continued) | District 8 (continued) |
|---------------------------------|---|--|
| Redevelopment Strategies | <ul style="list-style-type: none"> Investigate the potential for establishing neighborhood-oriented commercial uses at the juncture of 91st Street and Mill Road. Promote infill industrial/business development on small and vacant parcels along Industrial Road. Investigate the potential of redeveloping the existing commuter (bus) transit station on the southwest corner of 76th Street and Mill Road. Ensure that crime prevention and the perception of crime are addressed in redevelopment of commercial properties, thereby encouraging use by the local customer base. Explore the possibility of installing an express transit stop at 76th and Mill Road. Explore opportunities to create a gateway entrance or special streetscape feature at the intersection of 76th Street and W. Green Tree Road/N. Industrial Road. | <ul style="list-style-type: none"> Encourage the establishment of a nonprofit community center that provides a venue for youth and young adult programs. Endorse Timmerman Airport as a local commercial asset, and work to support the operations of this facility through redevelopment near the airport. If Timmerman Field eliminates airport operations, redevelopment should focus on single family housing with mixed-use commercial along Silver Spring Dr. following Traditional Neighborhood Design (TND) principles. Promote the Oak Leaf trail extension as an important contributor to the Northwest Side. Encourage the incorporation of open space features in new development and redevelopment projects. Promote streetscape enhancements along boulevards and major corridors within and surrounding all industrial and business parks. Encourage all proposed development projects near an existing or planned major transit corridor to incorporate site design measures that enhance access to the transit system, specifically along Silver Spring Drive. |
| Actions | <ul style="list-style-type: none"> Work with Milwaukee County to develop a master plan for Noyes Park that assesses levels of current use, and considers future recreational needs for residents. Work with the Milwaukee Economic Development Corporation to generate site plan alternatives for developing an urban business park within a 19-acre site at the intersection of West Mill Road and North 60th Street. Redevelop the northeast quadrant of 76th Street and Mill Road. See Catalytic Projects in Chapter 5. Work with the Milwaukee County Transit System to determine the feasibility of establishing a bus route along Good Hope Road. Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. Refer to the 'Havenwoods Neighborhood Plan and Public Realm Improvements' document for redevelopment guidelines in the Havenwoods area. This document was prepared by The Havenwoods Economic Development Corporation. | <ul style="list-style-type: none"> Work with property owners to redevelop Timmerman Plaza. See Catalytic Projects in Chapter 5. Encourage the redevelopment or conversion of existing commercial uses along West Flagg Avenue near the intersection of Fond du Lac Avenue and 91st Street to institutional, industrial, partial residential or other uses as appropriate for the neighborhood. Upon any potential change of use of Timmerman Airport, the City of Milwaukee should initiate a redevelopment plan for the reuse of the land. The redevelopment plan should focus on TND principles that are compatible with the adjacent neighborhood. Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. |

| | District 9 | District 10 |
|---------------------------------|---|--|
| Use Policies | <ul style="list-style-type: none"> • Discourage further development of currency exchanges, pay day loan, title loan, and installment loan establishments. • Avoid concentrations of daycare facilities. • Increase owner-occupancy within residential areas. • Promote development of sit-down restaurant establishments along Silver Spring Drive. | <ul style="list-style-type: none"> • Encourage commercial uses along major corridors within and nearby the industrial parks, specifically Teutonia Avenue. • Encourage multi-family development along commercial corridors in areas where retail and commercial activities are no longer supported by the existing residential areas. • Increase owner-occupancy in residential areas. |
| Form Policies | <ul style="list-style-type: none"> • Encourage signage and way-finding elements that identify public access to parks, parkways, and trails. • Improve the street appeal of existing strip mall developments by encouraging the construction of additional buildings along the street edge and streetscape landscaping where possible. • Redevelop commercial properties and corridors with minimal curb cuts. • Reinforce streetscapes that naturally slow traffic to enhance the safety and attractiveness of commercial corridors. • Create a public right-of-way that includes space for pedestrians, bicycles, automobiles, and mass transit on major arterials. | <ul style="list-style-type: none"> • Encourage signage and way-finding elements that identify public access to parks, parkways, and trails. • Create pedestrian and bike paths through parks that connect to the surrounding street and block system. • Provide landscape buffers between industrial properties and adjacent land uses. • Improve the street appeal of existing strip mall developments by encouraging the construction of additional buildings along the street edge. • Reinforce streetscapes that naturally slow traffic to enhance the safety and attractiveness of commercial corridors. • Design commercial developments with one or two major entrances. |
| Redevelopment Strategies | <ul style="list-style-type: none"> • Discourage concentration in number and intensity of social service providers in the neighborhood. • Improve the perception of crime in specific commercial locations to attract customers and building tenants. • Support existing programs (and encourage additional programs) that grant dollars or provides tax breaks to homeowners for rehabilitation. • Extend streetscape design on Silver Spring Drive eastward from 60th Street to the Glendale municipal boundary. | <ul style="list-style-type: none"> • Review and recommend site changes for the Job Corps development to identify problems and solutions early in the planning process. • As land north of the Job Corps site is developed, emphasis should be placed on creating connections between uses and creation of significant public spaces within the development. In addition, the feasibility of vehicular and/or pedestrian connections to Good Hope Road should be explored. • Support mixed-use development along the northern segment of Teutonia Avenue near Brown Deer Park. • Support limited development within Brynwood Country Club that supports operations and ensures long-term viability of the golf course facility. • If Brynwood Country Club terminates operation, a detailed market analysis should be completed focusing on the viability of light industrial development that complements the surrounding uses and includes limited supportive commercial uses. • Assist in the design development of a high-quality urban business park on industrial lands adjacent to Green Tree Road and 60th Street. • Discourage concentration in number and intensity of social service providers in the neighborhood. |

| | District 9 | District 10 |
|----------------|--|--|
| Actions | <ul style="list-style-type: none"> • Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. • Work with the Havenwoods Economic Development Corporation to redevelop commercial blocks along Silver Spring Drive, between 60th and 62nd Streets. See Catalytic Projects in Chapter 5. • Work with the City of Milwaukee Housing Authority to develop vacant parcels near the intersection of 40th Street and West Douglas Avenue (Thurston Woods Neighborhood). • Refer to the 'Havenwoods Neighborhood Plan and Public Realm Improvements' document for redevelopment guidelines in the Havenwoods area. This document was prepared by The Havenwoods Economic Development Corporation. | <ul style="list-style-type: none"> • Implement the Design Review Process for the Job Corps site as described in the Catalytic Projects, Chapter 5. • Work with the Milwaukee County Transit System to determine the feasibility of establishing a bus route along Good Hope Road. • Work with the Milwaukee Independent School District to establish a redevelopment program for Webster Middle School that generates beneficial impacts to the adjacent neighborhood. Consider a program element that includes adult learning. • Refer to the 'Havenwoods Neighborhood Plan and Public Realm Improvements' document for redevelopment guidelines in the Havenwoods area. This document was prepared by The Havenwoods Economic Development Corporation. |

| | Industrial District | Environmental District |
|---------------------------------|--|---|
| Use Policies | <ul style="list-style-type: none"> • Encourage infill industrial development along the Woolworth Avenue corridor (43rd Street to 60th Street). • Encourage industrial development on vacant land along West Mill Road (east of 76th Street). • Encourage industrial development at West Florist Avenue and North 73rd Street. • Allow commercial development within the corridor where industrial development is not feasible due to site size or constraints. | <ul style="list-style-type: none"> • Promote commercial development adjacent to the Little Menomonee River Parkway that supports recreational use of the trail system, and also serves as a “commercial destination” along the pathway. • Promote additional trails within the corridor as necessary to create connections to surrounding residential neighborhoods. |
| Form Policies | <ul style="list-style-type: none"> • Buffer industrial properties for adjacent properties with landscaping and or fencing. • Discourage buildings with blank walls that lack articulation. | <ul style="list-style-type: none"> • Improve pedestrian access between the Oak Leaf Trail (Little Menomonee River Parkway) and neighboring residential districts. • Promote connectivity to parks and open space in Mequon that share boundaries with Kohl Park. |
| Redevelopment Strategies | <ul style="list-style-type: none"> • Investigate public and private transit options that improve options for transportation to industrial areas. • Market and strengthen existing industrial districts through employer assisted housing, accessible health care, job training, recreational spaces, and enhanced public transit. • Establish enforcement and mitigation measures to ensure that noise generated by industrial uses does not adversely impact neighboring residential districts. | <ul style="list-style-type: none"> • Improve facility design within the Little Menomonee River Parkway that serves to increase visitor use of the park unit, thereby maximizing recreational benefits to the community. • Partner with Milwaukee County, Wisconsin DNR and nonprofit environmental organizations to examine the potential of developing educational facilities that build local support of the Little Menomonee River environmental corridor. • Support Milwaukee County in the development of trail connections within the northern segment of the Little Menomonee River Parkway. • Work with Milwaukee County, the State, and nonprofit organizations to improve environmental quality, safety (and the perception, thereof), visual and physical access to multi-use trails within the Little Menomonee River Parkway. • As development or redevelopment of parcels adjacent to the parkway occur, encourage public access to the parkway. |
| Actions | <ul style="list-style-type: none"> • Work with the Milwaukee Economic Development Corporation to generate site plan alternatives for developing an urban business park within a 6-acre site at the intersection of West Mill Road and North 60th Street. • Promote industrial redevelopment of vacant parcels in the vicinity of 60th Street and West Florist Avenue (east side of 60th Street). • Refer to the 'Havenwoods Neighborhood Plan and Public Realm Improvements' document for redevelopment guidelines in the Havenwoods area. This document was prepared by The Havenwoods Economic Development Corporation. | <ul style="list-style-type: none"> • Work with Milwaukee County to develop formalized trailhead facilities that accommodate limited vehicular parking at strategic locations along road corridors that intersect the Little Menomonee River corridor. • Pursue grant funding to assist in facility development of Kohl Park. |

COMMERCIAL CORRIDORS

Commercial corridors in the Northwest Side Area are characterized by physical concentrations of retail and office business and include a range of development types and scales. Primary commercial corridors located in the Northwest Side Area of Milwaukee include Brown Deer Road and 76th Street. These transportation routes support a variety of automobile-oriented enterprise that includes small shops in “strip” centers, big box retail and automobile sales facilities. Commercial uses are distributed in a linear pattern along these thoroughfares, and are not restricted to the “nodes” at roadway intersections.

While commercial land uses represent an important component of these transportation corridors, other land uses that lie alongside these roadways comprise approximately two-thirds of total land use. These uses include residential (primarily renter- and owner-occupied multi-family), industrial, institutional and park lands.

Brown Deer Road

Brown Deer Road traverses the northern portion of the Northwest Side Area, and provides a connection between Brown Deer and Menomonee Falls (refer to Figure 5). Land use patterns along Brown Deer Road include a concentration of commercial uses within the eastern segment, and primarily industrial uses within the western segment. Commercial development is characterized by freestanding big box stores, community-scale retail, and small neighborhood-oriented commercial enterprise.

Most of the commercial developments are characterized as “strip” centers that are configured in a linear arrangement to maximize street frontage. Expansive parking lots are located to the front of buildings, and therefore necessitate substantial building setbacks from the street. A few



Figure 5: Brown Deer Rd



W Brown Deer Rd and N 91st St, facing east.

outlots located near the street edge support stand-alone businesses, such as fast-food restaurants and automotive centers.

The vast majority of the customer base within this corridor arrives by automobile. While larger-scale commercial developments promote an organized system of ingress and egress from Brown Deer Road, stand-alone enterprises are typically characterized by separate entrances and parking lots that are accessed from Brown Deer Road.

76th Street

The 76th Street corridor bisects the Northwest Side Area in a north-south direction (refer to Figure 6), and represents the primary “local” thoroughfare for vehicular and bus transit between the Northwest Side Area and areas near the central city. Land use patterns along 76th Street are varied, and the physical character differs significantly along the length of this roadway. It is typical to observe differing land uses that occur on opposite sides of the corridor.

Commercial uses are dispersed along the entire distance of the corridor. Heavier concentrations of retail development are at various “nodes” or road interchanges, such as those at the intersections of: (1) Mill Road, (2) Good Hope Road and (3) Bradley Road. In the northern portion of the corridor, commercial uses are the most concentrated on the west side of the street due to neighboring development at Granville Station, with residential and other uses on the eastern side.

Commercial development is characterized by a mix of freestanding big box stores, community-scale retail, and small neighborhood-oriented commercial businesses.



Figure 6: 76th St



N 76th St between W Calumet Rd and W Bradley Rd, facing north

Many commercial developments are characterized as “strip” centers configured in a linear arrangement to maximize street frontage. Medium sized parking lots are located to the front of buildings, and therefore necessitate modest building setbacks from the street. Some of the developments include outlots located near the street edge.

Other land uses that line the corridor include limited quantities of multi-family housing (duplex to 18-plex units), institutional, industrial, and utilities.

| | Brown Deer Road Corridor | 76th Street Corridor |
|---------------------------------|--|--|
| Use Policies | <ul style="list-style-type: none"> • Ensure that commercial uses along Brown Deer Road are not too abundant and promote a saturated market that competes locally. • Encourage high-quality retail and service-oriented commercial uses that draws customers from the industrial employee base in neighboring business and residents from Brown Deer and Menomonee Falls. • As redevelopment occurs on commercial properties, encourage the inclusion of a residential component to support retail and office uses, especially between 85th and 91st Streets. • Discourage further development of currency exchanges, pay day loan, title loan, and installment loan establishments. • Avoid concentrations of daycare facilities. | <ul style="list-style-type: none"> • Ensure that commercial uses along 76th Street are not too abundant and promote a saturated market that competes locally. • Focus commercial development at the intersections of Good Hope Road, Mill Road, and adjacent to Granville Station. • Allow residential development between major node developments of commercial uses. • Encourage mixed-use development options along the 76th Street corridor that includes a residential component, thereby providing a neighboring customer base that helps to support retail enterprise. • Reconfigure land uses along the 76th Street corridor that support and reinforce commercial enterprise. • Discourage further development of currency exchanges, pay day loan, title loan, and installment loan establishments. • Avoid concentrations of daycare facilities. |
| Form Policies | <ul style="list-style-type: none"> • Establish design guidelines that include requirements for public space components, right-of-way areas, architecture, and pedestrian connectivity as commercial properties along Brown Deer Road undergo redevelopment. • Redesign and reconfigure parking lots so that they include landscaping, pedestrian walkways, and primary entrances. • Promote outlot development where appropriate within “strip” commercial centers. | <ul style="list-style-type: none"> • Encourage the inclusion of public spaces as commercial properties along 76th Street undergo redevelopment. • Encourage stronger connections between commercial buildings and the street through design guidelines that consider right-of-way areas, architecture, and pedestrian connectivity. • Promote outlot development where appropriate within “strip” commercial centers. • Redesign and reconfigure parking lots so that they include landscaping, pedestrian walkways, and primary entrances. |
| Redevelopment Strategies | <ul style="list-style-type: none"> • Encourage more comprehensive redevelopment of commercial properties along Brown Deer Road between 85th and 91st Streets. Encourage a diverse business mix that includes sit-down restaurants. • When adjacent to natural features, promote building placement that takes advantage of views and connections to open spaces. | <ul style="list-style-type: none"> • Encourage redevelopment of large-lot commercial enterprises that are not located near primary commercial nodes. Include a strong component of residential uses that are buffered from 76th Street, and reinforce commercial ventures. • Promote redevelopment of commercial properties that includes sit-down restaurants and family entertainment, and draws from the neighboring industrial employee base. • Establish guidelines for commercial areas that improve safety or the perception of safety. |
| Actions | <ul style="list-style-type: none"> • Coordinate redevelopment and infill development with planning efforts for Granville Station. • Work with the Granville-Brown Deer Chamber of Commerce to attract both national and local retailers to fill vacant buildings and build infill development. | <ul style="list-style-type: none"> • Work with the Granville-Brown Deer Chamber of Commerce to redevelop the various segments of 76th Street, including the intersections of Good Hope Road and Mill Road. See Catalytic Projects in Chapter 5. • Redevelop Johnsons Park. See Catalytic Project in Chapter 5. |

Medical Facility Needs Study

Rationale

Several major medical facilities have left the area over the past few years, requiring residents to travel greater distances for certain medical services. It is important to understand what is provided in the neighborhood, and what types of medical needs are considered underserved in the area.

Objective

Develop a study that determines if additional medical facilities are needed on the Northwest Side of Milwaukee, and what types of facilities are lacking.

Specific Recommendations

- Locate and map all categories of health care facilities.
- Describe the existing types of medical facilities, how they serve patients, and standard geographic service areas.
- Determine usage of area medical facilities, inside and outside of the neighborhood, by Northwest Side residents.
- Determine distance traveled to various medical facilities within and outside of the Northwest Side.
- Recommend types of medical facilities needed to serve the neighborhood.
- Recommend potential site requirements for needed medical facilities.
- Provide examples of similar types of facilities, how they were funded, and how they have impacted the immediate neighborhood.