

# THE STEPS LEADING UP THE PLAN

There were many discussions happening in the community in the years leading up to Envision 13th planning process. Existing partnerships in the area helped launch the planning process and were built upon, along with making new connections between neighborhoods and businesses.

In 2018, Milwaukee joined the national initiative Connect Capital. This brought together representatives from MMSD, the City, BID #50, and SSCHC to look at how MMSD's Kinnickinnic River flood management project could spur economic development and additional investments in the area. The Connect Capital project prompted discussion about an amendment to the city's comprehensive plan focused around S. 13th Street. Connect Capital provided the opportunity for pre-plan outreach to collect information regarding concerns, opportunities, and ideas from residents and community members along and around S. 13th Street and W. Oklahoma Avenue. In early 2020, partners began conducting public outreach through the following:

- District 2 and District 6 MPD Community Safety Meetings
- Zablocki Elementary School meetings and events
- Kinnickinnic River Neighbors in Action recurring monthly meetings
- Participation in Aldermanic and BID-led safety walks
- Development of the community and business surveys (launched February 24, 2020). QR code with link to survey is shared widely through partner networks and direct mailings
- One-on-one conversations and meetings with stakeholders and community representatives
- "Rock Campaign" in partnership with Public Allies - 50 homes in the neighborhood received a rock, painting supplies, and a letter explaining the envision south 13th street effort, COVID19, and benefits of activating local green spaces by painting and dropping off a rock at a local park/trail/etc.

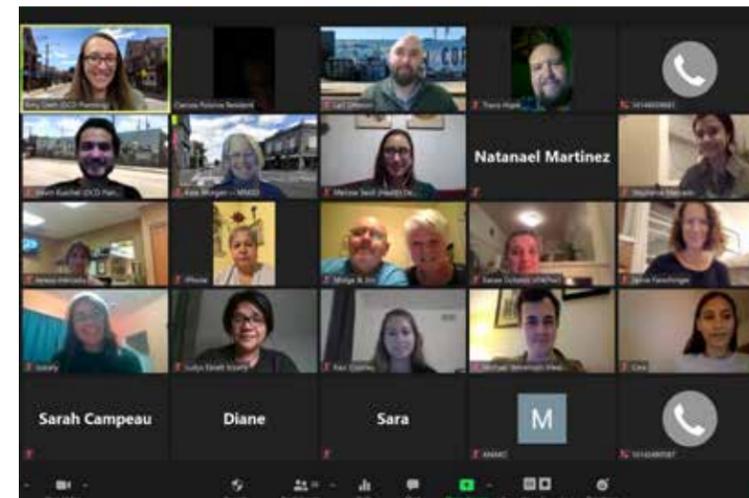
## 3. WHAT WE HEARD



Envision South 13th Street Together (Envision 13th) was developed in close collaboration with residents, businesses, and other neighborhood stakeholders. A variety of methods were used to elicit feedback from residents on the plan, most of which were in an online format due to the majority of the planning process taking place during the height of the COVID-19 pandemic.

For community outreach, DCD partnered with agencies that are already embedded into the community. The Crisol Corridor BID, MMSD and the Sixteenth Street Community Health Center (SSCHC) all assisted with promoting the plan's virtual public meetings and provided ideas for implementing quality community engagement. SSCHC led the majority of one-on-one and neighborhood meetings as well as the direct outreach to community members and leaders. The Crisol Corridor BID led all meetings and interactions with local businesses. MMSD informed the planning team and public on green infrastructure projects and potential in the area. The following community groups helped with outreach and were given stipends for their time: South of the Tracks - Polonia Neighbors, KK River Neighbors in Action, Crisol Corridor Neighbors, Ohio Park Neighborhood Association, Lighthouse Community Center, Southside Organizing Center, and Holt Neighborhood Association. Zablocki Community School, St. Joseph's Academy, and Grandview High School were also essential outreach partners.

Zablocki Green Team with Envision 13th Slow Down Yard Signs; cr. Zablocki



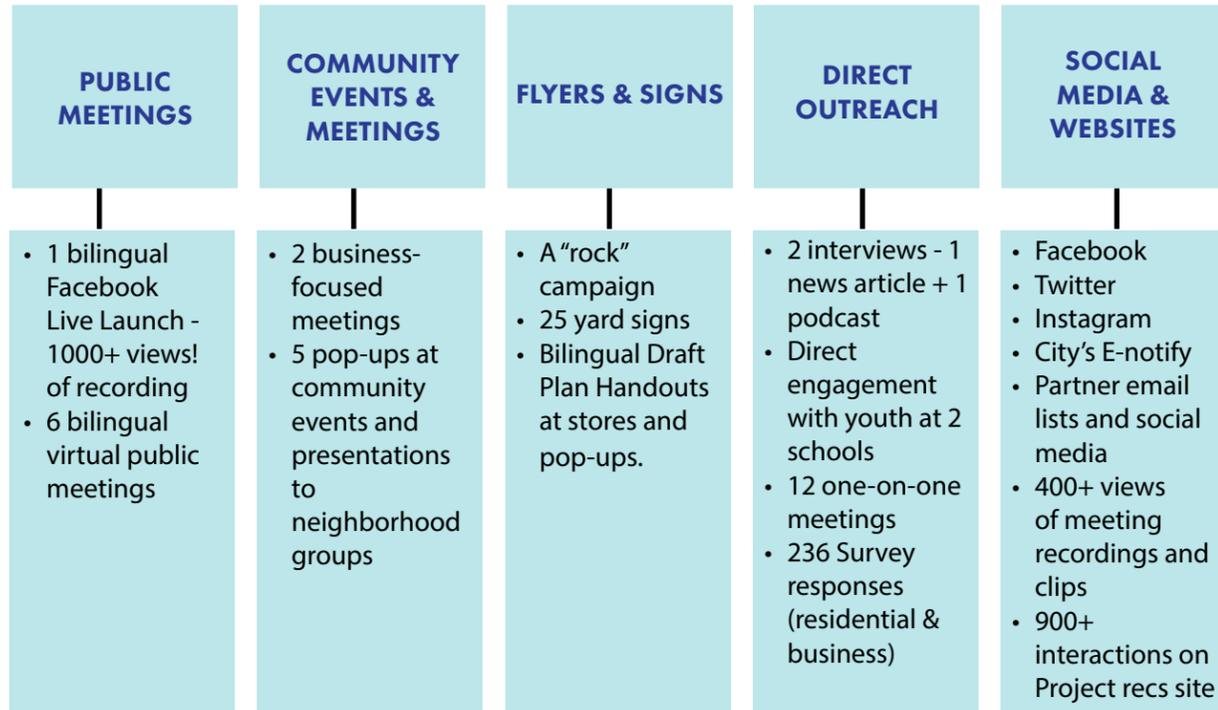
Virtual Public Meeting participant screenshot - Fall 2020



Bilingual Social Media Campaign, Winter 2020/21

# OUTREACH STRATEGIES

The official launch of the City's Envision 13th planning process was delayed by the start of the COVID-19 pandemic. The pandemic caused a re-evaluation of the Plan's outreach process. Once outreach resumed, all meetings and outreach were mostly conducted virtually, which despite its challenges, still led to meaningful community connections. Outreach included:



## A FEW MORE DETAILS

- The City's project website was created with both English and Spanish versions. The public input summary with the survey results and summaries of the comments from the topic-based public meetings was also translated into Spanish.
- Bilingual videos of meeting presentations and clips were created and posted to support online outreach. Bilingual static and video social media posts were a standard.
- Virtual lessons with Grandview Highschool students
- Zablocki Community School Green Team students: lessons with the WI Bike Fed "Mike the Chicken" & Slow Down Safety Campaign yard signs to slow traffic and promote plan participation.



Mike the Chicken; cr. WI Bike Fed.

## YOUTH ENGAGEMENT

Direct engagement with students in the area was a new process for the DCD to use in getting feedback. Staff and partners from SSCHC and the WI Bike Fed worked with Grandview High School and Zablocki Community School students. From the students, the planning team was able to see S. 13th Street from a different perspective such as using an overhang on a building as a bus shelter when it's raining. The most important things to young students were having places to gather with family and friends and having safe streets to cross to get to their favorite places.



Grandview student street design in StreetMix

# TOPIC-BASED VIRTUAL PUBLIC MEETINGS

Public meetings covered the following topic areas: Transportation & Streets, Personal Safety & Crime, Identity & Placemaking, and Parks, Recreation & Trails. These topics best represented the needs and opportunities in the Envision 13th community, based on pre-plan outreach. Meeting presentations were recorded, posted and promoted online after. Comments received during the meetings were recorded in the online platform Ideaflip, and are summarized in Appendix B. General comments from the meetings are summarized below by category:

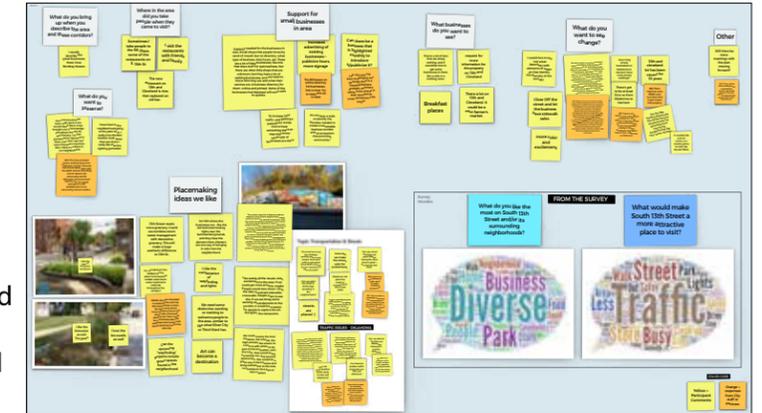
**Reckless Driving & Pedestrian Safety:** This issue is considered a top priority by the community. Meeting attendees were happy with positive changes resulting from the RII and interested in this treatment being used at more intersections in the future. Especially problematic intersections and corridors were recorded and mapped (see page 47).

**Personal Safety & Crime:** This topic is also a top concern to the community. Attendees commented on recent gun violence, the need for youth outreach and group collaboration. They discussed lighting and encouraging more active business uses as potential mitigating forces.

**Recreation & Networks:** Meeting participants were happy with recent redevelopments to Pulaski Park and updated Ohio Park. They were excited about upcoming changes to the river related to trails.

**Placemaking, Safety & Greening:** Lighting is important to create a sense of place. Participants wanted more art and greening of the S. 13th Street corridor and more wayfinding and accessible business information.

## Virtual Discussion Board - Identity Meeting, Nov. 2020



# RECOMMENDATIONS WEBSITE



As result of the outreach process and community responses, the planning team and PAG pulled together a set of draft plan recommendations and developed an interactive website, utilizing technology that was new to the City.

Feedback received from the website, a meeting with businesses, and a public meeting in April 2021 helped to further develop the Plan's structure and final plan projects and recommendations.

# INPUT SUMMARY

## COMMENTS

Comments regarding the Envision 13th planning area were collected through a combination of surveys, public meetings, and online comments. These comments helped to inform the main topics that were focused on in the plan and to prioritize projects. There were comments on a variety of subjects, all of which were recorded and categorized. The quotes below are samples of these comments, colored by project theme.

“Parks are open year round with winter activities, even biking in the winter. After being locked in during the pandemic, we need all of these places open so that we can be active all year round.”

“I love the bioswales.”

“There is a sense of community amongst neighbors and businesses.”

“It feels unsafe where lighting is poor in the evenings. Overall the sense of safety is not there.”

“I would like to see some variety in restaurants or maybe outdoor seating at the current ones. The more people see others out and utilizing area businesses, the more it improves personal safety.”

“I would love to see rest areas (benches) with elements of urban art that identify the diversity of the corridor.”

“I like living on 13th but I don't feel safe walking with my kids and dogs around here due to the constant speeding and wreckless driving up and down 13th street.”

## LAND USE INPUT

The diversity of businesses, especially small local businesses, is unique in this area and valued by the business and residential community. The survey results showed a desire to continue to build on this diversity for new businesses along the S. 13th Street and W. Oklahoma Avenue corridors. Highly desired businesses include (in the following order): coffee/tea cafe, bakery, and casual and sit-down restaurants, followed by gym/fitness center, home goods/hardware/home furnishings store, entertainment, and specialty grocery store. During the planning process, the community also expressed concerns about uses that may contribute to loitering, littering, and loud noise. An oversaturation for each of the following business types is not desired: taverns; adult retail establishments; adult entertainment venues; convenient cash establishments; and auto-oriented uses such as gas stations, car washes, repair shops, body shops, and motor vehicle sale facilities.

## TRAFFIC SAFETY CONCERNS

All comments regarding street safety received during the outreach process, both positive and negative, were mapped. However, because street safety is a top concern and priority for residents and businesses in the Envision 13th planning area, the map to the right displays only the intersections and corridors identified by the community as having the most significant challenges with pedestrian safety and reckless driving. Rings and line thickness display the number of comments made about each intersection and corridor.

## COMMENTS TRANSPORTATION & SAFETY MAP

