



EXECUTIVE SUMMARY



Vision: The Envision South 13th Street Together Plan builds upon the area's identity and imagines South 13th Street, West Oklahoma Avenue, and the surrounding neighborhoods as a diverse, welcoming, and vibrant community that honors the unique history of the area with places for all ages, abilities, and backgrounds to walk, work, play, and shop.



What is Envision South 13th Street Together?

Envision South 13th Street Together is a strategic action plan that amends the Southwest Side and Near South Side Area Plans. It builds on initiatives and projects happening in the area. The Plan provides actionable steps for reinvigorating the S. 13th Street and W. Oklahoma Avenue area and improving connections to the surrounding neighborhoods.



WHY WAS THE PLAN DEVELOPED?

Since the Southwest Side Area Plan's adoption in 2009, there have been a number of projects and plans in the area, such as:

- The Crisol Corridor, also known as Business Improvement District (BID) #50, formed in 2015. The BID runs north-south along S. 13th Street from Cleveland to Morgan Avenues, and east-west on W. Oklahoma Ave from S. 15th to Chase Ave.
- The Kinnickinnic River Neighborhood Plan (2009), led by the Milwaukee Metropolitan Sewerage District (MMSD) and the Sixteenth Street Community Health Centers (SSCHC), created a vision for the river and the surrounding area. Community engagement has been ongoing since that plan's completion.
- In 2018, Milwaukee joined a national initiative called Connect Capital. The initiative has brought together representatives from MMSD, the City, BID #50, and SSCHC to look at how to leverage MMSD's flood management investment in the area to catalyze the creation of community amenities, improve connectivity and safety through complete streets, and spur economic development.
- Through Connect Capital outreach, the BID's work, and SSCHC community projects, residents, businesses, and other stakeholders have brought forward concerns such as unsafe streets, underutilization of properties, and the need for a stronger identity for the South 13th Street corridor and the surrounding neighborhood.

With significant activity occurring in the area, there was a need for a planning process to align the needs of the business and residential community with public and private partners to spur action and reinvigorate South 13th Street and West Oklahoma Avenue.

THE BIG IDEAS THAT GUIDE NEXT STEPS

The guiding principles are based on the community's input during the planning process and previous planning efforts. They helped shape Plan's project recommendations and inform implementation steps.



WHAT ARE THE NEXT STEPS?

Realizing the vision outlined in the Envision South 13th Street Together plan means working with partners towards the implementation of the projects outlined in the Plan. Some projects are underway and some can be completed in the short term. Others represent a longer term vision, needing additional outreach and research. There are some projects with secured funding, while others will need additional resources to move forward.

HIGHLIGHTED PROJECTS

The Envision South 13th Street Together Plan includes over 50 projects. These projects are designed to build upon each other to achieve the plan's vision and guiding principles. Here are a few of the Plan's projects. (Timing is defined by start date.)

Implementation Timing: Underway

STOREFRONT APPEARANCE EDUCATION

What and Why? The BID & City will work together to encourage attractive building façades and structurally sound buildings through education about building and zoning codes, and licensing. Improving storefronts to meet local code compliance helps attract more customers, while also addressing health and safety issues of the commercial corridor.

BUSINESS PROMOTION

What and Why? The BID will continue to promote the corridors as a destination through marketing campaigns, highlighting businesses along the corridor. Promotion of businesses is key in helping provide stability for existing businesses and draw new complementary businesses into the area.

GRANT PROGRAMS

What and Why? The BID and DCD will continue to support businesses through grant programs for building improvements, security and beautification. Grants that assist with façade improvements help create a sense of place on the corridor and increase interest in local businesses, which is in line with what business owners identified as high priorities.

BUSINESS ATTRACTION

What and Why? The BID with support from DCD Commercial Corridors will continue to encourage a diverse range of businesses, including family-friendly businesses. The diversity of businesses, especially small local businesses, is unique in this area and valued by the business and residential community.



Humbled Hands after façade grant; cr. BID #50



Urbal Tea after façade grant



Lincoln Music on S. 13th St.



Todo Postres on W. Oklahoma Ave.



Pedestrian improvements at S. 13th St. and W. Dakota Ave.

Implementation Timing: Short Term (0-3 years)

OKLAHOMA MULTIMODAL SAFETY IMPROVEMENTS

What and Why? Traffic safety improvements will be installed to provide safer accommodations for people walking, biking, and driving, reduce vehicle speeds and crashes, and better organize traffic through pavement markings and signage. Improving the safety of W. Oklahoma Avenue will help it become an asset instead of a barrier for the community.

KINNICKINNIC RIVER FLOOD MANAGEMENT PROJECTS

What and Why? These projects will remove concrete channel lining, expand channel size, acquire and remove homes within the floodplain, and improve bridges. This will slow down flood flows and increase flood storage, improving public safety by reducing the risk of drowning, while also improve aquatic and riparian habitat conditions.

DESIGN GUIDELINES

What and Why? DCD Planning will create a new quick resource with examples of revitalized storefronts and guidelines that can be utilized throughout the city. This will be a guide, not a requirement for businesses. Historical architecture is an important aspect creating a sense of place. The planning area is rich with buildings from the early twentieth century with detailed façades that should be maintained as they express the history and character for the area.

KINNICKINNIC RIVER TRAILS

What and Why? The Kinnickinnic Flood Management Projects provide the opportunity to expand a shared use trail along the river. Trails provide low-stress routes for people of all ages and abilities to ride, while also providing an opportunity for residents and commuters to connect to the larger trail system.



W. Oklahoma Ave., between S. 9th Pl. and S. 10th St.



Pulaski Park bridge and trail

Implementation Timing: Ongoing (phased over time; timing of resources unknown)

13TH STREET COMPLETE STREETS

What and Why? A multiple phased project with an end goal of making S. 13th Street into a Complete Street – a place where it is safe, enjoyable, and convenient to walk, bike, take transit, drive, or simply experience streets and public spaces. This project overlaps with many others in the Plan.

ART INTEGRATION

What and Why? Recommendation to integrate art throughout the planning area in both static and functional forms in the public realm. Art helps create a sense of place and makes it a more enjoyable place for all. Public art is accessible and interesting for all ages, helping create family-friendly environments. Increased opportunities to elevate art and local artists help build community, draw interest, and drive investment in the corridors. There is community empowerment and ownership when art reflects the community.



S. 6th St. and W. Oklahoma Ave. Mural



Historic façade on S. 13th St.; cr. BID



S. 13th St and W. Manitoba Ave.

THE PROJECTS



Envision South 13th Street Together calls for a set of coordinated projects that fall within one or more of the themes below:

ECONOMIC DEVELOPMENT – These projects and recommendations build on existing programs to support local businesses as well as encourage more commerce and investment in the area.

STREETS & TRANSPORTATION – These projects aim to reduce reckless driving in the neighborhood and make other forms of transportation, especially walking, more safe and comfortable to all.

GENERAL SAFETY – These projects help lower both the incidence and perception of crime in the community, while increasing its sense of safety.

COMMUNITY BUILDING – These projects help strengthen the sense of community in the area through community activities and civic engagement.

OUTDOOR RECREATION – These projects provide actions for upcoming parks and trails projects and provide recommendations for improving current outdoor recreational amenities. This section also provides overall recommendations for new or updated trails, parks, and play spaces.

STORMWATER & FLOOD MANAGEMENT – These projects provide actions for upcoming stormwater and flood management projects, explore opportunities for strategic stormwater management projects, and encourage more neighborhood greening.

PLACEMAKING & ART – These projects include visual improvements for the corridors and neighborhoods that are in line with its identity while also promoting the area as a local destination.

CRISOL CORRIDOR - BID #50

Shortly after the Business Improvement District's inception, the name Crisol was chosen as it means melting pot in Spanish. This business district is one of the most unique in all of metropolitan Milwaukee. Small businesses neighbor international franchises and a diversity of cultures are reflected in the many restaurants and other business establishments. The BID was formed by local businesses in order to fund and organize projects that improve the economic vitality of this area. The three primary goals that guide the activities of the BID are:

- 1) Enhance the image of the business district with beautification,
- 2) Improve the security and perception of safety in the business district, and
- 3) Market the area for commercial growth.

The Envision South 13th Street Together plan supports and sets direct actions for meeting those goals.



ENGAGEMENT

The planning and engagement processes for this Plan were carried out almost entirely during the COVID-19 pandemic. This fundamentally changed the way that those processes were carried out and led to the use of new engagement methods. Although using mostly virtual engagement and outreach during this time frame had challenges, it also led to engagement with populations that may have been missed with the use of mostly in-person meetings. It also provided ways to follow up with video recordings and clips.

Overall, the community and partners provided the extensive feedback necessary to ensure that recommended projects align with the business and residential community direction and input. This Plan reflects their vision and would not have been possible without all of the community partners.

To conduct outreach, the Department of City Development partnered with the business improvement district and neighborhood groups already working in the community. Outreach included:

- Bilingual **Facebook Live Launch with 1000+ views!** of the recording
- **6 bilingual virtual public meetings**
- **400+ views** of meeting recordings and clips
- 2 business-focused meetings
- 2 interviews - **1 news article + 1 podcast**
- **Direct engagement with youth** at 2 schools
- **5 pop-ups** at community events and presentations to neighborhood groups
- **25 yard signs**
- **12 one-on-one** meetings
- **236 Survey responses** (residential & business)
- **900+ interactions** on Project website
- **50+ social media posts:** Facebook, Twitter, Instagram, + City's E-notify + partner's email lists and partner social media



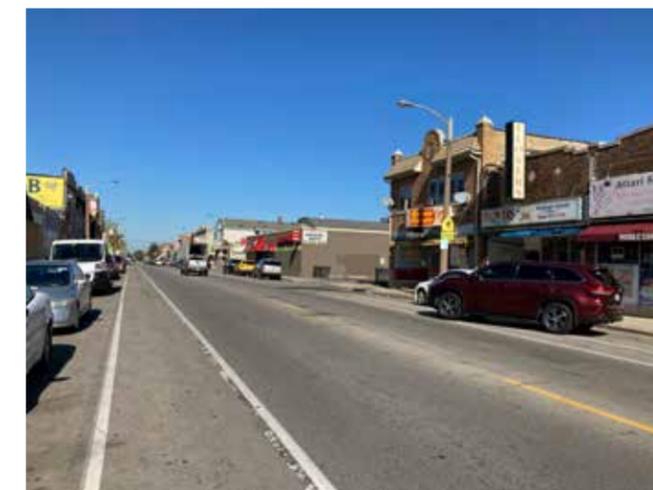
HEALTH & EQUITY

The Plan's recommendations are grounded in public health and equity goals, and provide actionable projects and strategies that echo priorities in a way that will have a meaningful impact on the health, safety and opportunities of businesses and residents.

STAYING INVOLVED

How do you as a community member, use this plan to move things forward?

- **Talk with your neighbors** about these projects to spread awareness.
- **Contact your Alderperson** when you have ideas, comments, or concerns - visit milwaukee.gov/CommonCouncil or call (414) 286- 2221.
- **Sign up for the City of Milwaukee's E-Notify** system to receive emails about projects, public meetings, and more at milwaukee.gov/enotify. We recommend signing up for news from your Aldermanic District, the Department of Public Works, Milwaukee County Parks, Bicycle and Pedestrian News, Southwest Plan, and Near South Plan.
- **Contact the Department of City Development's** Planning Division and ask about a project - southwestsideplan@milwaukee.gov, (414) 286-5800.
- **Get involved** with local organizations – Crisol Corridor BID, Neighborhood Associations, Block Clubs, Walking/Biking Advocacy Groups, Sixteenth Street Community Health Centers, and Southside Organizing Center.
- **Social Media** - Follow the groups above, City departments, and alderpersons on Facebook, Instagram, and Twitter. Not all groups will have accounts, but many do.
- **Get outside and explore** your neighborhood and surrounding public spaces.
- **Participate** in future input opportunities for these projects and more.



Looking North on S. 13th St. near W. Oklahoma Ave.