

Chapter 5: Catalytic Projects and Development Recommendations

Introduction

Chapter 5 identifies major opportunity sites within the Southwest Side study area and recommends alternative concepts for redevelopment.

These sites are viewed as high-profile, catalytic projects that possess the potential to transform the surrounding area and have a positive influence on future development. In this context, redevelopment is viewed as a catalyst to encourage further reinvestment in an area, enhance or improve the physical appearance of the community and attract additional development.

The catalytic projects outlined in this chapter represent additional steps toward the future envisioned by Southwest Side residents.

The concepts presented for the catalytic project sites are not intended to be development plans, but rather examples of the type of development that may be possible and feasible at the site. The concepts illustrate how the development strategies outlined in this Plan can be applied.

The catalytic project recommendations are the result of both area wide and site specific input from the community, the physical limitations of the site, market realities, and the character of surrounding development.

It should also be noted that while market potential for development may exist within an area, physical

development may not occur due to a number of factors. For example, the recent economic downturn has highlighted the critical importance of access to financing in facilitating development.

For a project to become reality, market potential, site characteristics, and development economics must all be aligned. Other opportunities for redevelopment and reinvestment in the Southwest Side may arise and should be pursued within the guidelines established throughout this Plan.

5.1 Catalytic Projects in the Southwest Side

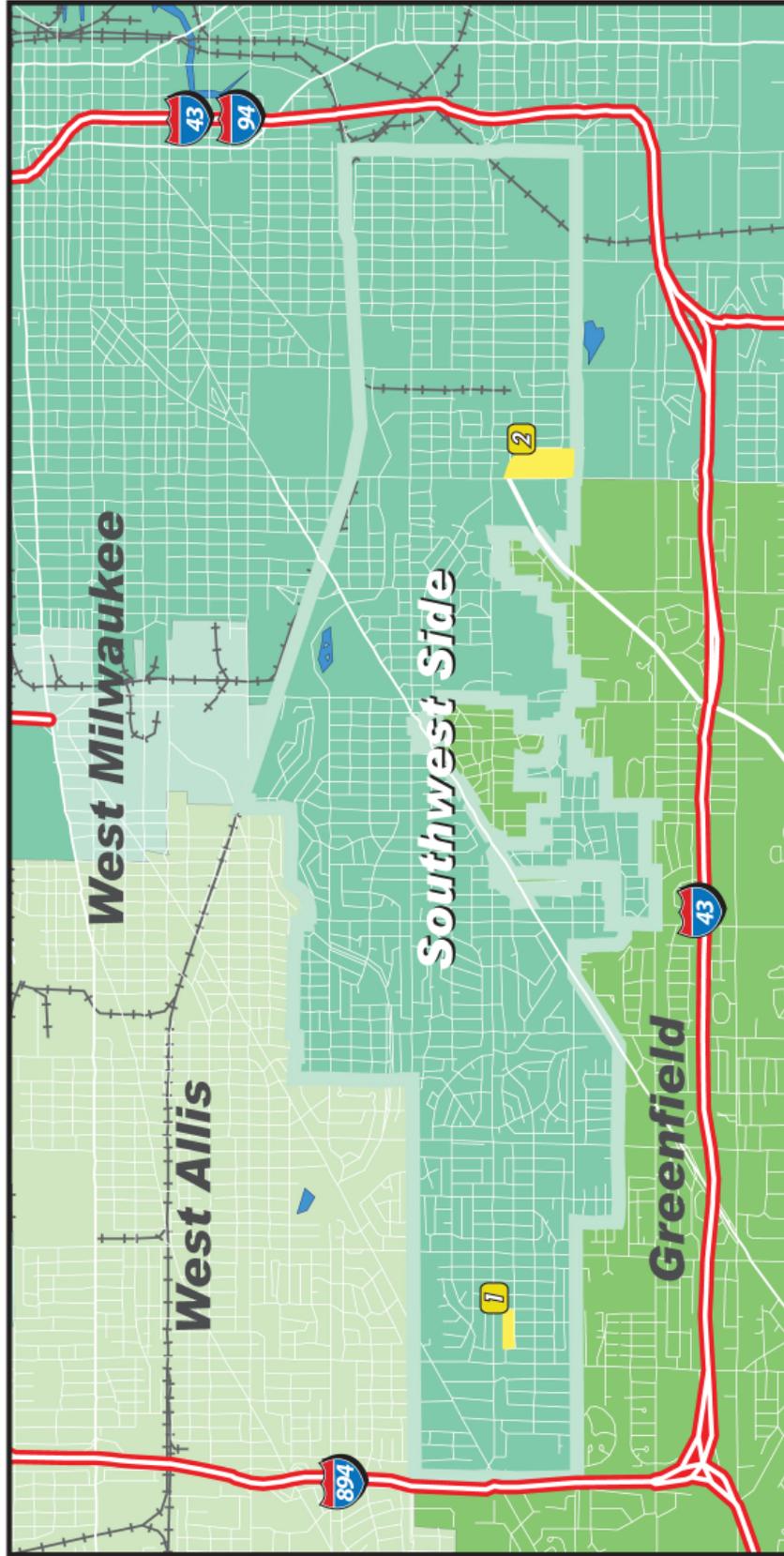
As shown in Figure 5.1, two locations have been selected as catalytic development sites.

These sites were selected based on a combination of factors including location, susceptibility to change, site size, existing uses and potential influence on the surrounding area.

Multiple design concepts are presented for each of the opportunity sites.

To place the concepts within the proper context, the concept graphics are preceded by a brief overview of existing conditions, the community's vision, and corresponding driving principles for future development.

**FIGURE 5.1
CATALYST PROJECTS**



OPPORTUNITY SITE

- 1** French Immersion School site
- 2** NEC 27th Street & Howard Avenue

5.2 Catalytic Project: French Immersion School Site

Location

The former French Immersion site comprises 7.4 acres located between 88th St. and 91st St. on the north side of Warnimont Ave. The site's northern boundary is formed by the rear lot lines of several single family homes that front Morgan Ave. to the north.

Existing Conditions

The site is the former location of the Milwaukee French Immersion School operated by Milwaukee Public Schools. The school was relocated to 2360 N. 52nd St. in 2004, leaving the facilities at Morgan Ave. and 88th St. vacant.

Significant features of the site include the approximately 35,000 square foot former school building and the S. 88th St. Playground which comprises a tot lot and baseball field. A significant portion of the site is paved.

Planning Context

The site is surrounded by single family detached residential development with detached garages served by driveways. The only commercial development within a one-quarter mile of the site consists of two small buildings at the intersection of Morgan Ave. and 84th St. The 92nd St. and Oklahoma Ave. commercial development is one-half mile away.

Vision

The redevelopment of the former French Immersion School site will reinforce the character of the surrounding residential neighborhood. It will replace a largely vacant area with new housing and community facilities that make a positive contribution to the community.

New development will be physically connected and visually integrated into the surrounding neighborhood. In addition to providing new community assets in the form of useable open space and a community center, new development may also improve desirability of the neighborhood and boost housing values of nearby existing residences.



French Immersion School Site

Development Recommendations

The two concepts presented for the French Immersion School site illustrate capacity for redevelopment as a new residential neighborhood with a community center. See Figure 5.2.

These concepts are guided by the following development recommendations:

Building Design & Orientation

New residential development should reflect a traditional scale and character.

Any attached single family homes or multi-family structures should be visually incorporated into the area of predominantly detached single family, one- to two-story homes.

Respect the site's adjacency to residential lots to the north.

The main entrance to each dwelling unit should be oriented towards the street or public way.

No more than four townhomes should be permitted per grouping with green space located between each group.

Multi-family residential developments should complement the character of adjacent residential development by repeating characteristic design elements such as rooflines, form, scale, pattern, color and material.

Circulation & Access

Establish connections to the existing street grid to the south, east, and west.

Landscaping

Street trees should be located along parkways, sidewalks, and pedestrian/bicycle paths to enhance the streetscape of the residential areas.

Open Space

Integrated open space should provide residents with safe and convenient access to recreational opportunities.

Pedestrian and bicycle paths should connect residential areas with significant open space features and the community center.



Figure 5.2, Alternatives: French Immersion School site

Alternative 1 – Residential Redevelopment

The Residential Redevelopment concept envisions two new residential blocks bookending a center block that contains a new park and community center.

Local streets have been extended from the west (Eden Place) and south (89th St. and 90th St.) through the site to continue the block network established in the surrounding neighborhood.

On both the east and west side, the park is fronted by single family homes that backup to a pair of four-unit townhome buildings fronting existing local streets. The townhome structures are also separated by a small green space.

Alternative 2 – School Facility Reuse and Partial Redevelopment

Alternative 2 illustrates the potential reuse of the former school facility as a community or senior center and partial redevelopment of the site for residential use. The School Facility Reuse and Partial Redevelopment concept envisions a community center located to the east of new residential development centered on an area of open space.

Eden Place has been extended east to extended 89th St. before jogging north to form the northern edge of the community center. The extension of 89th St. required the partial demolition of the existing school facility.

The façade, roofline, and other architectural elements of the existing school facility will be enhanced to honor character of surrounding residential development. 90th St. has also been extended north to Eden Place, but its lanes have been split to encompass a green to be used by local residents.

Residential development will comprise two blocks of detached single family homes with a row of single family homes fronting Eden Place and backing up to existing residences to the north of the site.

Alternative 3 – School Facility Reuse and Multi-Family Redevelopment

The two alternative concepts for the French Immersion School site were reviewed by the Southwest Side Plan Advisory Group (PAG). After considering the merits of both concepts, the PAG requested a third concept that included the reuse of the former school facility and partial redevelopment of the site with a mix of single family homes and a multi-family building.

As with Alternative 2, the third concept (see Figure 5.3) envisions a community center located to the east of new residential development centered on an area of open space.

Eden Place has been extended east to an extended 89th St. before jogging north to form the northern edge of the community center. The extension of 89th St. required the partial demolition of the existing school facility.

The façade, roofline, and other architectural elements of the existing school facility will be enhanced to honor character of surrounding residential development. 90th St. has also been extended north to Eden Place, but its lanes have been split to encompass a green to be used by local residents.

The new residential development comprises a block of detached single family homes and a block of multi-family development with one

three story structure. Units in this multi-family building could be either for-sale or rental units. An age restricted community may also be appropriate for this property given proximity to the new community or senior center.

A row of single family homes also fronts Eden Place, backing up to existing residences to the north of the site.

The third concept would feature a significant amount of green space including a residential boulevard, a tot lot (replacing the tot lot currently located on the site), a small park adjacent to the community center, and another small park adjacent to the new multi-family building. The tot lot and two small parks would be interconnected through a network of pathways and clearly demarcated pedestrian crossings over newly created local streets passing through the site.



Figure 5.3, Alternative 3: French Immersion School site

5.3 Catalytic Project: 27th St. Corridor Enhancements

As discussed in Chapter 4, 27th St. is the primary commercial corridor within the Southwest Side study area.

The corridor, which extends from Oklahoma Ave. south to Howard Ave., is the location of a wide variety of uses including small scale commercial development, big box retailers, strip centers, multifamily housing, and institutional uses.

The urban form of the corridor is characterized by large parcels and structures with significant setbacks, underutilized surface parking, minimal landscaping, and inadequate pedestrian circulation. Recent vacancies of auto dealerships and other commercial establishments have contributed to a decline in the appearance of the corridor and threaten its vitality.

There are many opportunities to improve the physical character and function of the 27th St. corridor. However, future redevelopment will depend on both private and public initiatives and reinvestment.

The following development recommendations should be used to address the issues previously identified.

Existing Development

Several areas within the corridor may have limited potential for full-scale redevelopment due to a number of limiting factors such as lot

depth, site area, and quality or obsolescence of existing development.

There are several recommendations that can be implemented to improve existing development throughout the corridor.

Fencing and landscaping should be used to establish appropriate screening of commercial properties adjacent to residential neighborhoods.

Signage and facades should be upgraded such that they are attractive and positively contribute to the character of the corridor.

Where appropriate and feasible, cross easement access between adjacent commercial properties should be negotiated to improve circulation and safety along the corridor.

Parking lots should be enhanced with landscaping and other improvements.

Outlot commercial development should be established in underutilized parking areas at key intersections.



High Quality Design

The quality of development and physical appearance can have a significant impact on the long term health of a corridor.

It is important that policies are in place to ensure high quality structures are built that contribute positively to the community's vision for the corridor.

Buildings should be attractive at both a pedestrian and vehicular scale, and architectural details should be visible from the street.

Where feasible, buildings should front 27th St. with parking areas located in the rear and accessed via local streets and internal access drives.

Distinguishing architectural features are encouraged, such as decorative cornices, columns, reliefs, and other façade ornamentation and detailing.

Buildings should incorporate quality materials and 360 degree architecture so that they are at-tractive and look complete when viewed from all sides.

Lighting should be used to promote safe and secure parking and pedestrian areas, and it can also serve to enhance the appearance of the property.

Where feasible, unified signage should be encouraged to reduce visual clutter and create a sense of uniformity between commercial properties.



Circulation & Access

Pedestrian and vehicular connections need to be improved throughout the 27th St. corridor to create an environment that fosters a positive shopping experience where patrons can easily travel between businesses throughout the corridor.

There should be a minimal number of curb cuts along the corridor to reduce traffic congestion and safety problems.

Cross access between adjacent parcels should be implemented to reduce the need for curb cuts along 27th St.

Off-street parking lots should be designed and located so that they are safe, attractive, and efficient.

Landscaped walkways should be provided along all local streets.

Internal pedestrian walkways should be established to provide safe, convenient connections between different residential and commercial areas.

Green Infrastructure

Green infrastructure can be used to address community goals regarding energy efficiency and stormwater management and is a central component of sustainable design and development.

Features such as rain gardens, bioswales, and green roofs serve the dual purpose of improving the aesthetic value of a space while enhancing the function of a site and maximizing the positive contributions of development with regard to the environment.

The City should take an active role in working with developers and property owners to achieve these objectives.

A landscaped parkway and sidewalk should be provided adjacent 27th St. and internal local streets. This should separate parking areas from roadway traffic and enhance the pedestrian atmosphere. Landscaping should consist of street trees, sod, and low shrubbery.

Areas adjacent to site entry points along 27th St. and Howard Ave., monument signs, and other site features should be planted with seasonal flowers or colorful groundcover to add visual interest to these key areas, and identify main access points into a development.

Components of open space should be integrated throughout new development and interconnected with the local pedestrian network.

The Wilson Park Creek should be enhanced and utilized as an asset throughout the corridor.

The installation of permeable paving materials and planted linear bio-swales should be encouraged in surface parking areas.

New development should strive to be stormwater neutral and utilize various techniques such as green roofs, bioswales, permeable paving, and rain gardens.



Corridor Issues

Figure 5.4 highlights key issues within the corridor that should be addressed to enhance the corridor.

Curb Cuts

The extensive and uncoordinated use of curb cuts on major arterials can slow traffic, heighten congestion problems, and create potential safety issues. Curb cuts are particularly numerous in the northern portion of the corridor on the east side of 27th St. Cross access easements between adjoining properties and increased use of the existing alleyways may help improve circulation along 27th St.

Limited Lot Depth

The portions of the corridor with extensive curb cuts are also typically areas where lot depth is short (approximately 125 ft.) and there is limited opportunity for the creation of a dedicated internal access lane. Shallow lot depth can also be a limiting factor when assessing the potential for new commercial development.

Significant commercial development on these parcels may require structured parking which could be cost prohibitive. Assemblage of these properties may increase the potential for new commercial development.

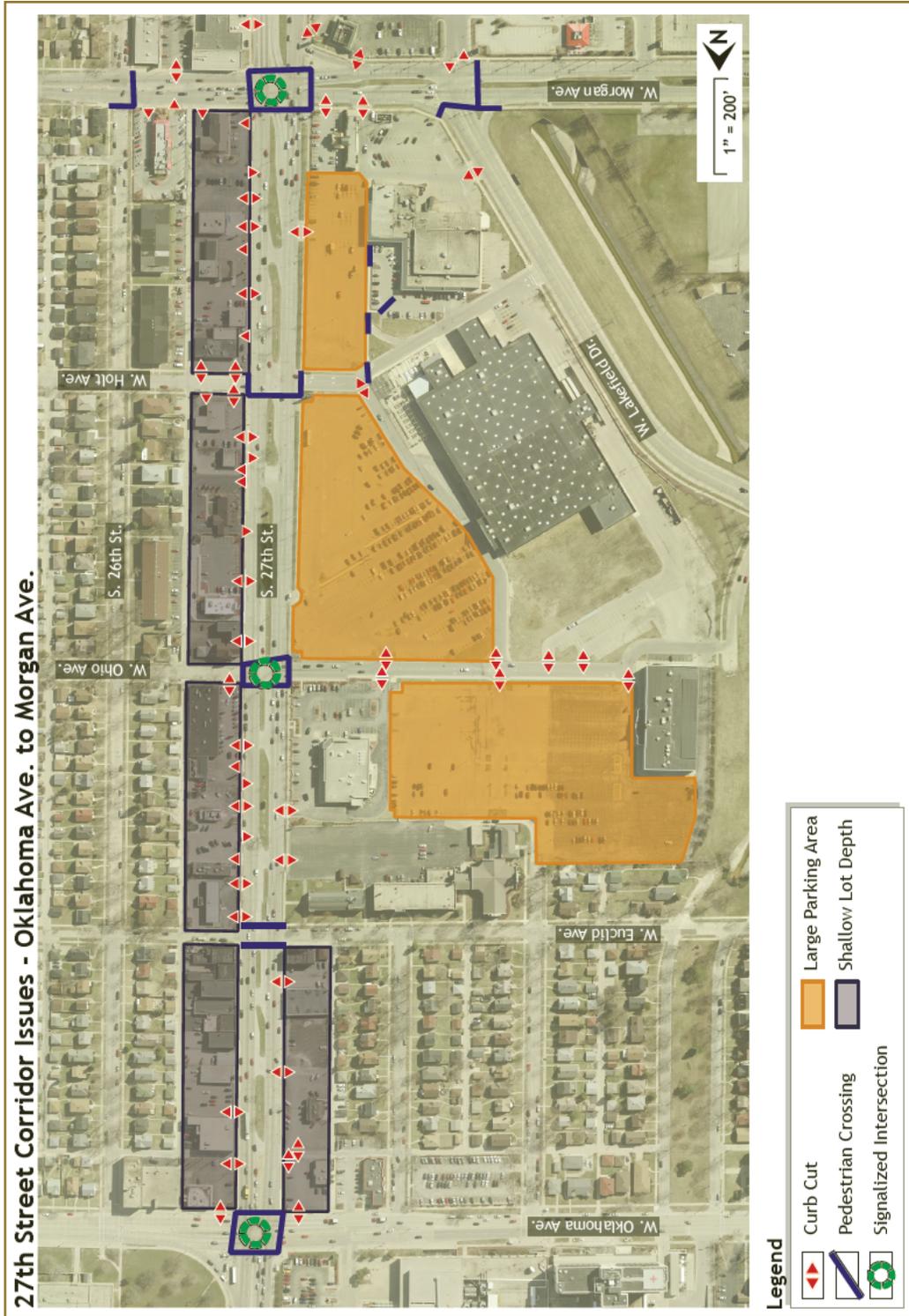


Figure 5.4a, 27th St. north corridor issues

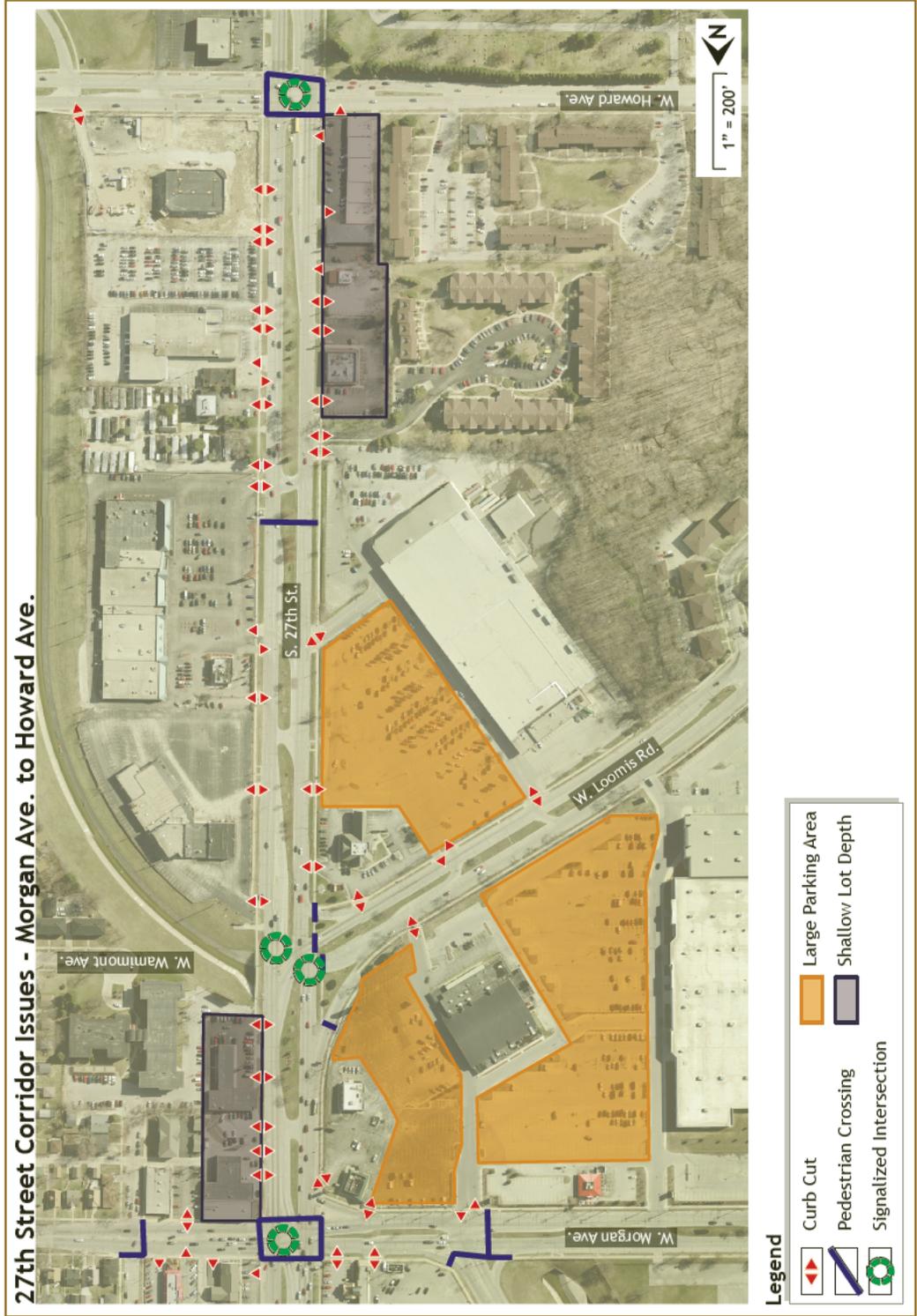


Figure 5.4b, 27th St. south corridor issues

Large Parking Areas

Parking is a necessary component of corridor commercial areas and it is important that it be conveniently located to provide patrons with easy access to all businesses.

Parking areas, however, can also have a potentially negative impact on a commercial district if located in large unattractive, contiguous areas. Over concentration of parking can be potentially detrimental to the physical appearance of an area, giving the perception of a lack of activity, vacancy, and disrepair.

Several of the surface parking areas surrounding corridor shopping centers, on the west side of the street, are expansive and relatively underutilized.

The corridor may be 'over parked' in some areas allowing for the potential development of out-lots at those locations.

Pedestrian Connections

The corridor has an extensive network of sidewalks; however there are a limited number of opportunities to cross from one side of 27th St. to the other. The northern portion of the corridor has five intersections with pedestrian crossings within a one half mile span.

Three of these intersections are signalized. While this portion of the corridor is relatively accessible to the pedestrian, areas with concentrations of several small commercial uses could benefit from additional mid-block crossings.

The southern portion of the corridor offers fewer opportunities for pedestrians to cross 27th St. This half mile length of the corridor has controlled intersections at Morgan and Howard Aves. and one unsignalized, mid-block crossing approximately .2 miles north of Howard Ave. adjacent a MCTS bus stop.

As illustrated in the following section, redevelopment of this portion of the corridor should incorporate additional opportunities for pedestrian crossings. A new signal could also be used to coordinate access between existing development on the west side of 27th St. and any future development on the east side. This new intersection could provide a mid-block, fully signalized pedestrian crosswalk across 27th St.

Infill Opportunities

Figure 5.5 identifies areas of the corridor that may represent opportunities for targeted reinvestment or redevelopment.

Southwest Corner of 27th St. and Oklahoma Ave.

The intersection of Oklahoma Ave. and 27th St. is the northern boundary of the 27th St. commercial corridor and serves as a primary entryway into the corridor.

Properties on the southeast and southwest corners of this intersection represent potential gateway opportunities where unique development, artwork, landscaping, way-finding, and signage can be used to announce entry into the corridor and set the tone for a visitor's experience.

As a gateway to the corridor, the development along the block between Oklahoma and Euclid Aves. should be high quality and leave a positive impression on patrons and visitors to the area.

The western side of 27th St. could be redeveloped to mirror the mixed use structures and streetwall established on the eastern side of 27th St.

The properties on the east side of 27th St. could benefit from façade improvement to provide a high quality and updated look to this portion of the corridor.

These improvements could help establish a two-sided, small scale commercial area that provides a more intimate, "main street" shopping experience.

Outlot Development

Outlot development can be used to reestablish a streetwall at key intersections and create activity in an area previously occupied by surface parking.

Outlot development in these areas would enhance the pedestrian shopping experience while taking better advantage of high traffic counts along 27th St.

Access to these businesses should be provided via adjoining local east-west streets (Ohio and Holt Aves.).

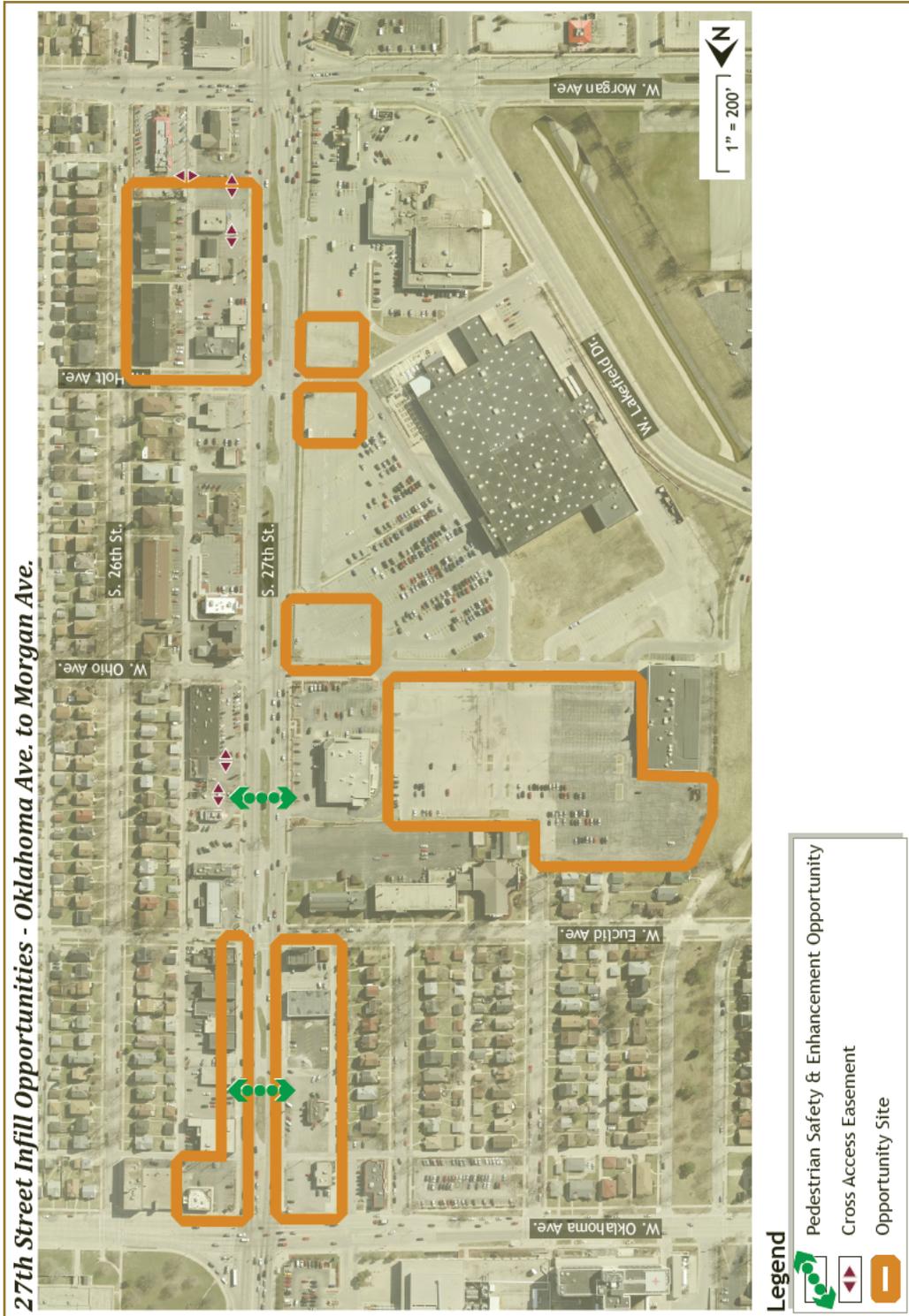


Figure 5.5a, 27th St. north corridor opportunities

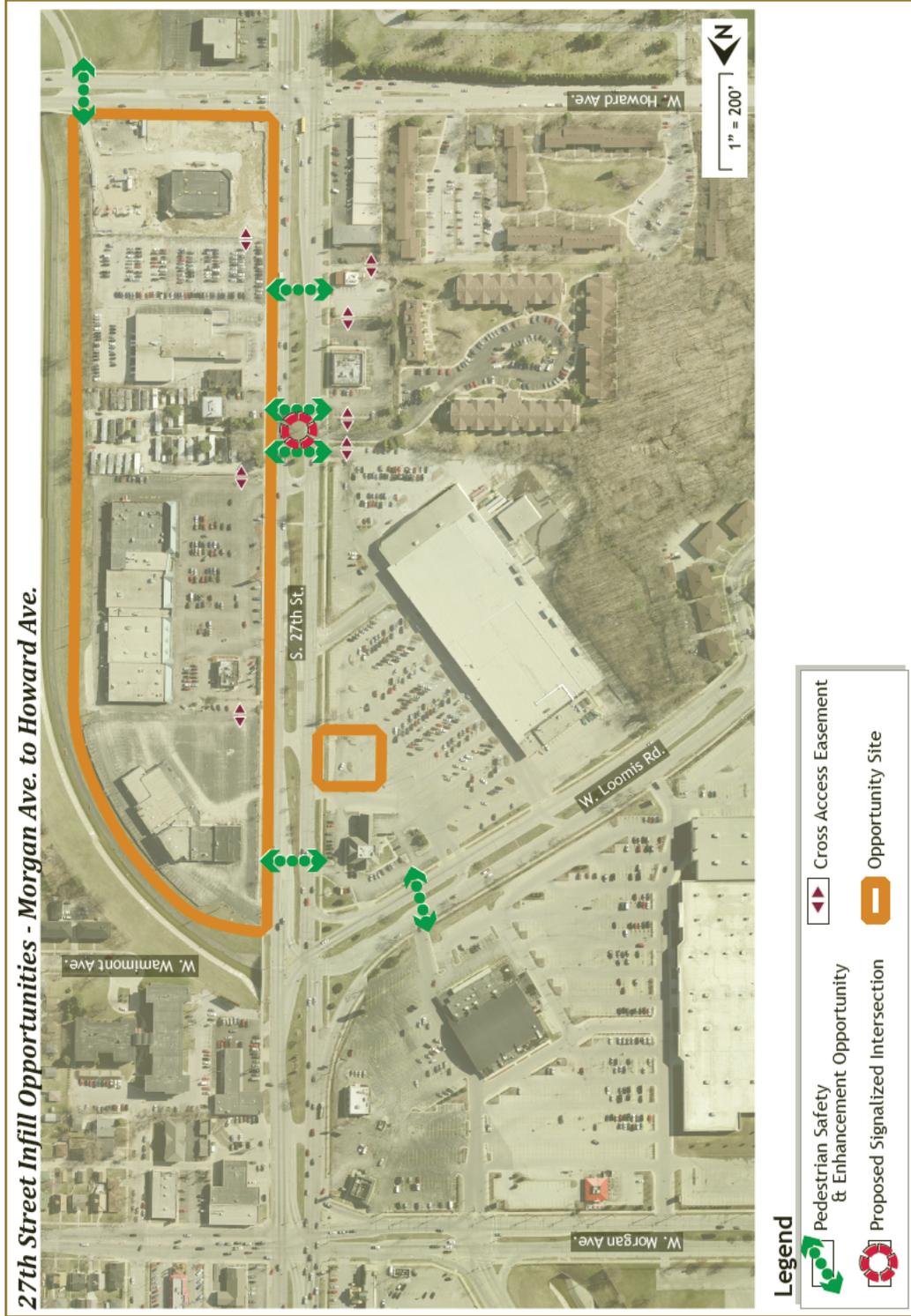


Figure 5.5b, 27th St. south corridor opportunities

Northwest Corner of Ohio St. and 27th St.

This large area is utilized for surface parking by patrons of the cinema located in the southwest corner of the block.

The southern portion of this area could be redeveloped to accommodate additional commercial development fronting Ohio Ave. This development would complement any potential future commercial outlot development at the southwest corner of Ohio and 27th St.

Other entertainment or restaurant uses at this site may also benefit the cinema particularly if shared parking and pedestrian enhancement were provided that allowed patrons to travel conveniently from one venue to another.

Southeast Corner of Holt St. and 27th St.

This area currently comprises two multi-family buildings and four commercial buildings.

Compared to other areas within the corridor, this block has more unified ownership and possesses the potential for assembly of a large area. This location has significant potential given the lot depth, overall size, and location across from the corridor's newest commercial development.

Future redevelopment of this site should minimize the number of ingress and egress points, maximize frontage along 27th St., and provide parking in the rear.

Cross Access Easement

There are several areas where commercial properties have adjoining parking lots but utilize access drives that are independent of each other. In these instances, if a patron uses one business and wishes to use as adjacent business, they must turn back on to 27th St. before turning into the other parking area.

Cross access easements can be used to create access drives between adjoining parking areas and minimize the volume of short journey traffic on 27th St.

Ingress and egress points to adjoining properties can also be combined to minimize the number of curb cuts.

Corridor Enhancement: 27th St. & Howard Ave. Site

Location

The site comprises approximately 17 acres bordered by the Wilson Park Creek to the north and west, Howard Ave. to the south and 27th St. to the east.

Existing Conditions

The 27th St. site is currently occupied by a new CVS, two former auto dealerships (vacant), a manufactured housing community, and a neighborhood retail center with one out lot occupied by a limited-service restaurant.

The 73,000 square foot retail center, South Towne Center, is anchored by Save a Lot and Dollar Tree and is currently 92% occupied with one vacancy.

The Wildenberg Hotel and Bar is located in the central portion of the site to the south of the shopping center. The structure is a two-story, Cream City brick mansion from the mid-19th century with five rooms available for rent. The Wildenberg Mobile Home Park, which is located to the north and east of the Wildenberg Hotel, is home to approximately 40 mobile homes and 100 residents.

There are over a dozen curb cuts along the site's 27th St. frontage which measures approximately .4 miles long. The extensive and uncoordinated use of curb cuts on major arterials such as 27th St. can slow traffic, heighten congestion problems, and create potential safety issues.



Former 27th St. auto dealership



Wildenberg Hotel

Planning Context

27th St. is the primary commercial corridor within the Southwest Side and has relatively high average daily traffic counts of 27,000 vehicles. Howard Ave., which connects to I-43/94 approximately 1.5 miles to the east, also has significant traffic counts of 15,300 vehicles per day.

Given its location, the site has relatively significant potential for commercial development. The CVS recently opened on the southwest corner of the site on a parcel fronting both 27th St. and Howard Ave.

The Milwaukee County Transit System currently provides bus service along the 27th St. corridor (Route 27). A northbound bus stop is located in the center of the site and a mid-block pedestrian crossing at this location provides access to the west side of 27th St. Long range transportation plans for the Milwaukee County have identified 27th St. as a potential Bus Rapid Transit Route.

The portion of the Wilson Park Creek which forms the northern and western borders of the site is currently channelized. The 45 foot wide trapezoidal cement channel is buffered by an approximately 80 foot grass lawn area on either side.

This green corridor is not currently utilized as an open space asset. The site's eastern border is within view of a predominantly single family residential neighborhood located to the east of the creek along 25th St.



27th St. bus stop



Vision

The redevelopment of the 27th St. and Howard Ave. site should be a catalyst for further redevelopment and commercial reinvestment throughout the 27th St. Corridor.

The project will enhance connections between residential neighborhoods to the east and improve traffic flow along the 27th St. corridor.

New development will consist of high quality, mixed use development that maximizes the potential of this valuable commercial property while providing multi-family residential opportunities and buffering single family neighborhood from the intense uses along the 27th St. Corridor.

New development will also serve as an example of modern, sustainable design and development practices.

As a component of the project, a portion of the Wilson Park Creek will be enhanced, transforming the creek from a means of conveying stormwater to an open space amenity and community asset.

Development Recommendations

The two concepts presented for the 27th St. and Howard Ave. site are guided by the development recommendations outlined for the corridor as a whole. Additional detail is provided in the following concept descriptions.

Common Elements

Local Street Connections

The primary point of entry into the site is to be located approximately 700 feet to the north of Howard Ave. along 27th St. This access point corresponds to the southernmost entrance into the shopping center located on the west side of 27th St.

A new local street would originate from this point and travel east before intersecting with an extension of Van Beck Ave. from the south. It is envisioned that the three drives currently providing access to Denny's, the apartment complex, and shopping center to the west of 27th St. would be consolidated as an extension of this new local street.

The resulting intersection of this local street with 27th St. would be signalized allowing for multi-directional traffic in and out of the two sites.

Wilbur Ave. would also be extended from the east and bridge the Wilson Park Creek before connecting to 27th St. at a point parallel to the northern most 27th St. entrance of the shopping center to the west.

A new segment of Tripoli Ave. is also envisioned spanning the southern portion of the site and terminating at an extended Van Beck Ave. where a pedestrian bridge then provides a connection to the residential neighborhood to the east.

Bus Rapid Transit

As mentioned previously, long range transportation plans for the Milwaukee County have identified 27th St. as a potential Bus Rapid Transit (BRT) route. The development concepts for the 27th St. and Howard Ave. site have all retained significant right-of-way along 27th St. in the event that a BRT route is built in the corridor. This area is shown as an area of open space in the interim.

Southern Parcel

The southernmost parcel of the site is the location of a recently constructed CVS. The CVS occupies approximately the western two-thirds of the parcel leaving an area of nearly one (1) acre vacant.

In both concepts, this area is envisioned as the location for a 5,000 to 6,000 square foot, one-story commercial building.

An attached patio space is also shown on the building's northern face creating an amenity for a potential café.

Wilson Park Creek

The creek forms the northern and western borders of the site and is currently channelized. Remove the creek's concrete lining, if possible, without impacting surrounding properties. The creek channel should be restored or naturalized so as to allow for adequate channel capacity while enhancing the creek's value as a natural asset.

This may entail modification of the current channel to introduce a more irregular path with features that create opportunities for pools or riffles.

Engineered wetlands could also be introduced on a limited scale within this portion of the corridor.

In the development concepts shown here, the creek is envisioned as a green corridor with a multi-use pathway paralleling the waterway along the eastern edge of the site. This pathway could be cantilevered over the creek embankment to provide visual interest to pedestrians and bicyclists as they pass over the greenway.

The concepts also depict lookout platforms at points where the pathway intersects with newly created local streets within the site. Both alternatives also include a pedestrian bridge over the Wilson Park Creek at Tripoli Ave.

Alternative 1 – Commercial Reinvestment and Partial Redevelopment

The Commercial Reinvestment and Partial Redevelopment concept (See Figure 5.6) envisions the reuse of the site's existing shopping center and the Wildenberg Hotel in combination with the construction of two commercial buildings and a cluster of rowhomes and multi-family buildings.

The shopping center would be improved with façade, surface parking, and pedestrian amenity enhancements. The center would continue to be serviced by a private rear access drive that would connect to a new local street on both the north and south ends of the center.

A large commercial outlot would be developed on the northeast corner of the site's primary entrance from 27th St. (via a new local street) and would frame the shopping center's southern entrance.

The northern portion of the site would be redeveloped with a commercial building fronting the northwest corner of 27th St. and an extended Wilbur Ave.

The Wildenberg Hotel would be renovated and reused as a restaurant or banquet hall.

Two three- to four-story multifamily buildings with ground floor commercial uses along 27th St. would occupy the area immediately south

of the Wildenberg Hotel and face an internal pedestrian-only courtyard. This courtyard would function as an east-west axis for two groups of rowhomes to the east as well.

A two- to three-story multifamily building would also be constructed immediately to the north of these rowhomes and to the east of the Wildenberg Hotel.



Figure 5.6, 27th St. Alternative 1

Alternative 2 – Mixed Use Redevelopment

The Mixed Use Redevelopment concept (See Figure 5.7) envisions the complete redevelopment of the site with the exception of the recently constructed CVS building on the northeast corner of Howard Ave. and 27th St.

The block to the north of the CVS, to the northeast of the intersection of 27th St. and an extended Tripoli Ave., is occupied by a cluster of row-homes and multi-family residential buildings. This cluster will include a three- to four-story courtyard building fronting 27th Street and several groups of east-west oriented row-homes that are accessed by several interior alleyways.

A three- to four-story multifamily building would also occupy the central portion of the site adjacent to the Wilson Park Creek walk.

The majority of the commercial development within this concept is envisioned for the northern portion of the site near Wilbur Ave.

The main entrance to the site from 27th St. will be framed by three small areas of open space that surround the intersection of an extended Van Beck Ave. and a new local street that travels northeast to Wilbur Ave.

A new commercial building would occupy the area to the north of this intersection and front 27th St. with access from an internal parking area.

Two new commercial buildings would also be erected along 27th St. on either side of an extended Wilbur Ave.



Figure 5.7, 27th St. Alternative 2

Preferred Concept – Mixed Use Redevelopment with Hotel

The two alternative concepts for the 27th St. and Howard Ave. site were reviewed by the Southwest Side Plan Advisory Group (PAG).

After considering the merits of both concepts, the PAG requested a preferred concept that included the following components:

Complete redevelopment with the exception of the CVS property;

Preservation and renovation of the Wildenberg Hotel (potential reuse for banquet and meeting space);

A new hotel property associated with Wildenberg Hotel redevelopment, catering to stated demand of the hospital and college;

Multi-family development that is affordable to Southwest Side residents; and,

Mixed use buildings with ground floor commercial fronting 27th St.

As with Alternative 2, the Mixed Use Redevelopment with Hotel concept (See Figure 5.8) envisions the complete redevelopment of the site with the exception of the recently constructed CVS building on the northeast corner of Howard Ave. and 27th St.

The block to the north of the CVS, to the northeast of the intersection of 27th St. and an extended Tripoli Ave., is occupied by a cluster of two commercial buildings and a hotel.

The commercial buildings will be one- to two stories and front an internal plaza that could potentially accommodate patio seating for restaurants at the location.

A gateway feature with landscaping, wayfinding, and signage for businesses would be placed on the green space to the north of these buildings on the southeast corner of a newly created signalized intersection. This gateway feature would serve to announce entry into the development and orient visitors and could potentially include artwork or a water feature.

A similar feature would be installed in the northwest corner of the site near the northernmost entrance.

A four- to six story hotel would occupy the area to the northeast of these commercial buildings. The hotel would be accessed via a circular drop-off and courtyard connected to an access drive that also services the commercial buildings to the southwest.

The Wildenberg Hotel would be renovated and reused as a restaurant, banquet facility, meeting space or combination of uses. The Wildenberg Hotel facilities would sit adjacent to the new hotel and be connected by a gangway and patio space overlooking a new water feature.



Figure 5.8, 27th St. preferred concept

The central portion of the site would be occupied by a new three- to four story multi-family building that will sit adjacent a large green space and river walk along the Wilson Park Creek.

To the west, along 27th St., two mixed use buildings would be constructed with residential units above ground floor commercial space. Patrons could access the retailers located in these mixed use buildings either from entrances along 27th St. on the western side of the building or from parking lot entrances on the eastern side.

A one- to two story commercial building would also be erected along 27th St. to the north of an extended Wilbur Ave.

In addition to the plan view in Figure 5.8, several perspective renderings of the preferred concept have been provided in Figures 5.9 and 5.10.

These renderings are intended to provide a clearer expression of the type and quality of development desired for the 27th St. and Howard Ave. site.



Figure 5.10, 27th St. preferred concept