

# City of Milwaukee

## Southwest Side Area Plan Executive Summary

### Introduction

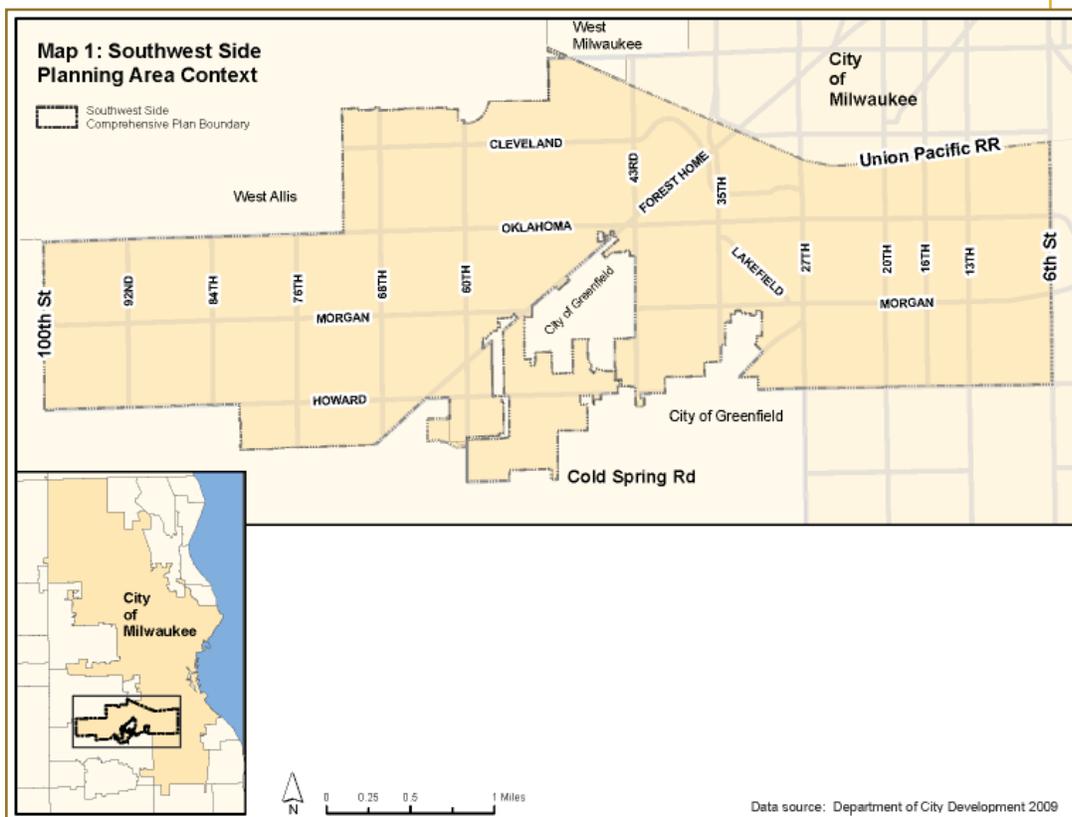
Pride of ownership and a strong sense of community are unmistakable characteristics of the Southwest Side. This tradition is evident in its neighborhoods and districts. Well cared for homes and trim yards complete an urban pattern with tree lined streets, neighborhood parks, and respected civic institutions.

Beginning in the northwest corner and proceeding clockwise, the area is bound by the municipal boundary of the City of West Allis and the Union Pacific Railroad Line to the north, 6th St. to the east, Howard Ave, and the municipal boundary of the City of the Greenfield to the south and the west.

The Southwest Side Area Plan is a component of the City's larger comprehensive planning effort and has been developed with the input of area residents, business leaders, property owners, elected officials and City staff.

### The Planning Process

The City's area planning model is the product of a collaborative process between area residents, employer's, institutions, city staff and elected officials. Opportunities for public participation in the Southwest Side area plan included: a "mash-up", a community survey, image preference surveys, stakeholder interviews, group discussions, a planning and design charrette and a public information meeting.



## Plan Organization

Chapter 1: Introduction: Purpose, Structure and Context	Provides a succinct review and analysis of neighborhood characteristics, including the existing demographic and physical conditions and a summary of the public participation process results.
Chapter 2: The Planning Process: Existing Conditions, Information Analysis	
Chapter 3: Community Development Policies and Strategies	Identifies the types of uses, related policies, and redevelopment strategies planned for the Southwest Side area as a whole.
Chapter 4: District and Corridor Recommendations	Outlines more specifically where and how those policies and strategies should be implemented within the neighborhood, and provides additional design guidelines specific to those locations.
Chapter 5: Catalytic Projects and Development Recommendations	Identifies a number of opportunity sites within the neighborhood and recommends several alternative scenarios for the development of those sites.
Chapter 6: Implementation	Identifies phasing, priorities, and responsible parties

### Key Findings

The following summaries outline some of the key findings revealed during the planning process.

#### Existing Conditions Overview

*In 2009, the area's population was 55,743, declining 1.1% since 2000 and projected to increase 0.3% over the next 5 years. This trend amounts to an additional 711 individuals and 468 households.*

*The median household income for the Southwest Side in 2000 was \$41,311. This was higher than both the City of Milwaukee and Milwaukee County.*

*A major contributor to the area's demographic and economic stability is the extremely low poverty rate and uniformly good level of educational attainment. A relatively small 17% of the population did not graduate from high school.*

*The unemployment rate in 2000 for the Southwest Side was far lower than it was in the city and county.*

*The rate stood at an extremely low 2.5% for the Southwest Side. It was 6.0% in the city and 4.5% in the county.*

*The area's population is relatively mature and the age group 55 – 74 is projected to grow 17% by 2014.*

*The Southwest Side area's population was 9.2% Hispanic in 2000, 15.2% in 2009 and this percentage is projected to increase to 18.9% in 2014.*

*People like to live and retire here.*

*The number of households with income between \$50,000 and \$99,999 is expected to grow by 9.8%, while households with incomes under \$50,000 is projected to decline, continuing a prosperous trend.*

*The 27th commercial corridor has lost its signature auto dealerships, yet other large retailers remain. Vacant buildings and large empty parking lots dominate the landscape.*

*Over 25,000 housing units provide affordable housing choices for area residents. Of these, 61% are owner-occupied and 39% are renter-occupied.*

*The pattern of development begins with a traditional urban model on the eastern portion of the area and transitions to a more suburban type westward.*

*Neighborhood parks, parkways and recreation areas are distributed throughout the Southwest Side.*

### *Public Outreach Overview*

Public involvement is the cornerstone of the city's planning process. Over the course of a year, several types of outreach activities were conducted, promoting important relationships and valuable input that led the plan's development. Common themes identified included:

#### *Assets*

*Properties are well cared for, clean and show respect for the neighborhood.*

*The number of neighborhood organizations attest to the concern for positive community values and sense of pride.*

*Safe neighborhoods.*

*Quality institutions such as schools, libraries, cultural and medical facilities.*

### *Opportunities*

*Support locally owned businesses.*

*Coordinate trails to improve park utilization.*

*Numerous wide streets offer opportunities for adding bike lanes.*

*Underutilized commercial areas should become pedestrian friendly and destinations.*

*Manage traffic at key intersections and corridors to improve pedestrian and bicyclist safety.*

*Where feasible, use public right of way to implement green infrastructure measures.*



### Key Recommendations

Public input, together with information and analysis provided by other public and private professionals formed recommendations for land use policy in the Southwest Side. These policies and strategies support the community’s vision for its future.

#### Sustainability

*Apply the triple bottom line: practice sustainable economic, ecological and social equity as measures to maintain the Southwest Side as a neighborhood of choice.*

#### Neighborhoods

*Encourage a mix of housing types and choices.*

*Support mixed-use, self-sustaining neighborhoods.*

*Expand the concept of the Southwest Side as a desirable community in which to live.*

#### Districts

*Continue district wide efforts to beautify the physical landscape and project a positive appearance to visitors of the area.*

*Identify and implement opportunities to increase the area of green infrastructure throughout the districts.*

#### Corridors

*Improve the physical conditions of major corridors to safely accommodate pedestrians and bicyclists.*

*Attract and retain a greater range or retail and commercial opportunities, and develop them as integrated, walkable destinations.*

*Support the organization of corridor businesses.*

#### Catalytic Projects and Initiatives

Catalytic project sites and initiatives possess the potential to transform the surrounding area and have a positive influence on future development. Catalytic projects in the plan area represent additional steps toward the future envisioned by Southwest Side residents. The plan has identified two (2) locations for catalytic project sites.



*French Immersion School Site*

This proposal retrofits an empty MPS school site located at the Northwest corner of S. 88th & Warnimont, for new housing, a community facility and shared green space that architecturally complements the traditional context of single family homes of the surrounding neighborhood.



*27th Street Corridor Enhancements*

This commercial corridor runs along S. 27th St. from Oklahoma Ave. to Howard Ave. Opportunities to reconfigure access and circulation, safety improvements and pedestrian improvements within the right of way along with improvements to underutilized buildings, new construction of mixed-use and public amenities strive to make this area into an economically competitive, pedestrian and environmentally friendly destination.

