

CHAPTER IV: DISTRICTS AND CORRIDORS

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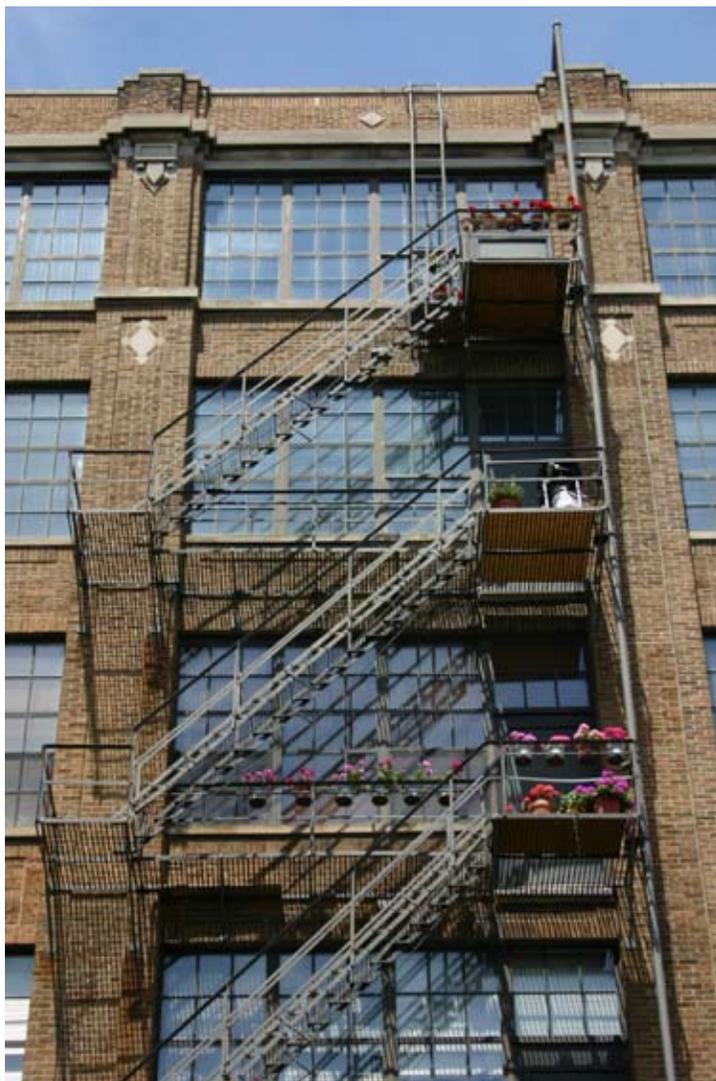
The Historic Third Ward District comprises designated, contributing and non-contributing buildings dating from the 19th and turn of the century. Many of these buildings formerly housed industrial and warehouse uses

This chapter provides recommendations for specific locations in the neighborhood. It has a section organized by district and a following section organized by corridors. Each corridor is defined as a street and its immediately adjacent properties. The recommendations in these sections may overlap, so both must be consulted to understand the recommendations for a particular location on a street or block.

4.1 DISTRICTS

Unless otherwise explicitly stated, the recommendations in Chapter 3 apply to all of these districts and are, therefore, not repeated here.

The following maps show the location of the districts.

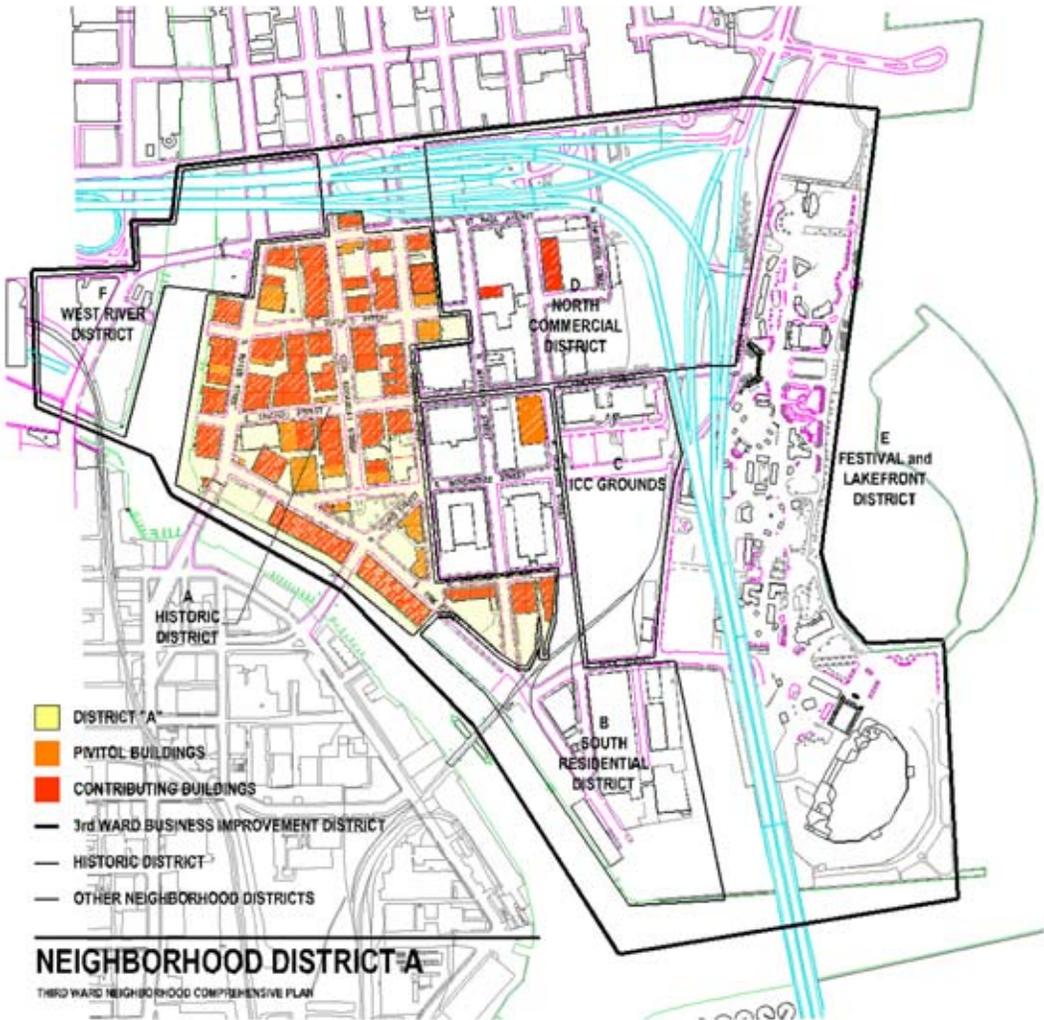


Area A – Historic Third Ward District

A. Current Conditions

The Historic Third Ward District is the heart of the neighborhood and best defines the image and identity of the whole neighborhood. Since the 1987 plan, this district has become a prominent historic and commercial district in the city, after emerging from decades of underutilization. Nearly 80% of the buildings have undergone some level of renovation to accommodate new uses.

The physical character of the neighborhood is established by a significant ensemble of 19th and turn of the century industrial and warehouse buildings built up to the street edge. The adaptive re-use of these highly flexible open bay structures has established a new definition of urban neighborhood for Milwaukee. The area is compact and highly urban in use and form. Though the streets are spatially well defined, gaps in the street wall occur and these empty lots are opportunities for high-quality urban infill.



B. Vision

The District’s in-fill opportunities deserve careful consideration so that appropriately fitting buildings activate the street edge, complete the blockface, and add new elements of contemporary style consistent with

the scale and grain of the historic context. In expressing current design and construction practices, these new buildings will enhance the recognition and appreciation of the authentic historic facades and maintain the district’s integrity.

The Syklight Opera Theater infills a corner site



C. Present Uses

This district contains a wide mix of uses including commercial (office and retail), general service, food service, light manufacturing, wholesaling and warehousing, entertainment and residential uses.

Some parcels in the eastern portion of the area remain undeveloped and underutilized. Surface parking is the predominant use of these parcels.

One open public space, Catalano Square, is the only inland green space. It is a small triangular parcel located at the southern terminus of Broadway at Menomonee Streets. It features green and hard surfaces that are both sunny and shaded at different times. A fountain, public art and seating are effective elements that add to this popular social space.

The increased tree canopy and median improvements on Broadway between St. Paul Avenue and Catalano Square that resulted from the 1990 streetscaping project has resulted in a very attractive public space.



Land underutilized by surface parking



Catalano Square

D. Use Policy

Encourage a change in use from surface parking to mixed-use development.

Along Broadway and Water Streets, encourage businesses with regional appeal, such as boutiques, restaurants, showrooms, galleries and museum shops that contribute to the destination shopping experience already established in the Historic District.

Encourage a broad mix of commercial, institutional, cultural and residential uses on upper floors of buildings.

E. Form Policy

The Third Ward Neighborhood Design Guidelines support progressive and appropriate infill development.

A restaurant on Broadway



F. Redevelopment Strategies and Actions

Use historic tax credits in the national register historic district to promote restoration and adaptive re-use of existing buildings.

Encourage high quality façade improvements, where appropriate, to add quality to the pedestrian realm, especially along Water Street and Broadway.

Traffic signaling and streetscape design improvements at pedestrian crosswalks is strongly recommended to calm traffic.

Integrate ecological considerations with economic and social goals for new riverfront revitalization.

Complete the continuity of the Riverwalk along the entire river edge in this district.

Develop a new public Riverwalk entry plaza at the southern end of Milwaukee Street at Erie Street.

Any blocks not yet improved to the streetscape treatments called for in the 1990 Streetscape plan should be improved when the opportunity arises.

A City façade grant program is available for eligible projects. Call 414.286.5837 for more information

For façade design issues regarding historic buildings and districts, call 414.286.5712



Complete streetscape improvements all along Broadway



New development designed to fit neighborhood qualities

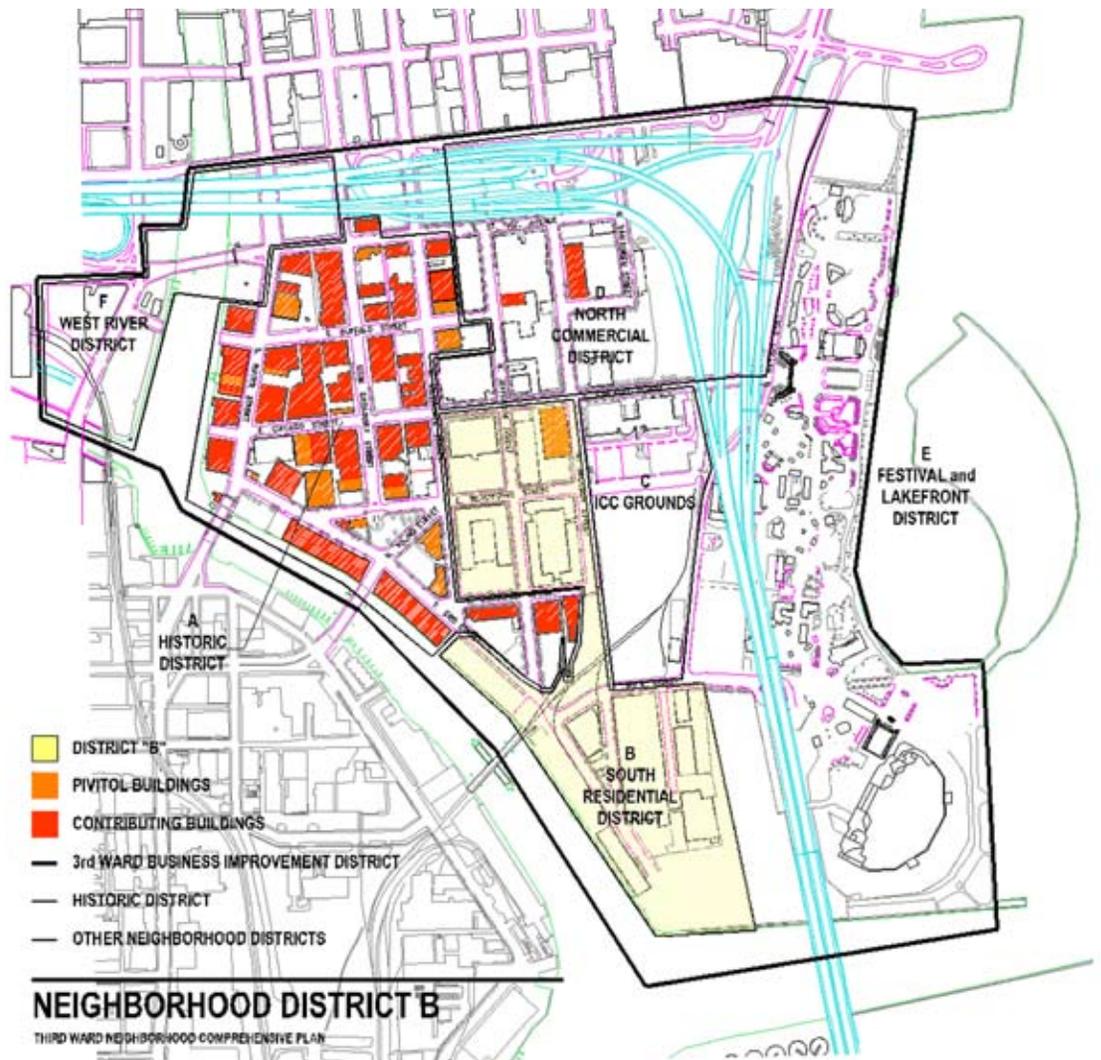
Area B - South Residential District

A. Current Conditions

New, mainly residential, development is occurring in this central and southern district of the Third Ward and replacing previous manufacturing and storage uses as the demand for new housing units increases. The new construction is generally of the same height as that of the historic district, but the scale of single developments are larger.

B. Vision

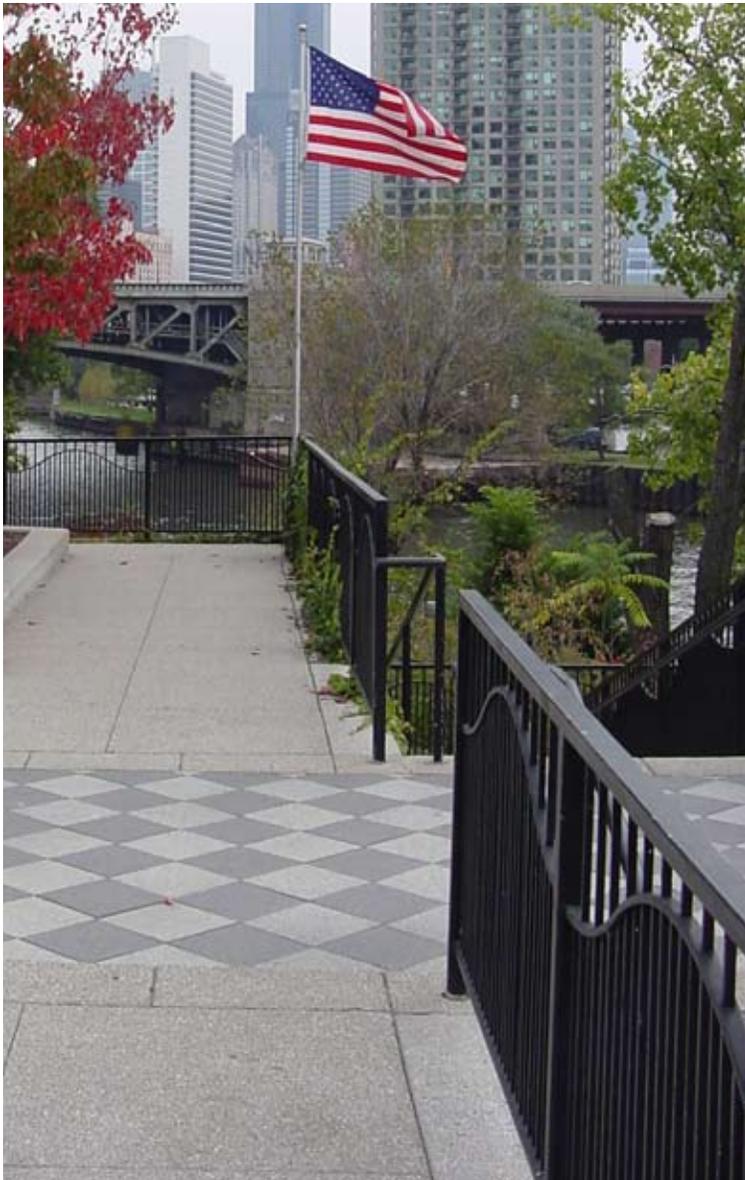
The vision for the development of the South Residential District is based on extending the qualities that have made the historic district so successful to the east and south. These qualities include integrating ground floor retail, services, and restaurants into the residential mix, where feasible, a respect for the industrial heritage of the neighborhood, and connections, both physical and visual to the Milwaukee River. The recommendations in this section support this vision.



C. Present Uses

This district contains a mix of uses, although not quite as rich of a mix as the historic district. They include commercial (office and some new retail), some general service, some new food service, manufacturing, wholesaling and warehousing, and residential uses.

Several new public access points to the Riverwalk are planned at Milwaukee and Erie Streets, and Jackson and Erie Streets in conjunction with new residential developments.



*Add new public
Riverwalk access
spaces*

D. Use Policy

Discourage industrial expansion or any new industrial uses in this district. There is no reason to press for existing industrial users to leave. The industrial users pose no serious nuisance concerns at present for those seeking to live an urban lifestyle here. These uses provide a bit of grit, a real life link to the history of the location.

Encourage mixed-use infill development on vacant and underutilized parcels, including surface parking lots.

Menomonee Street ground floor commercial should include general retail services



Along Menomonee Street, encourage ground floor commercial uses such as retail, general services, and restaurants in order to provide a continuous pedestrian-oriented shopping street that connects to Broadway.

North of Polk Street between Jackson and Jefferson Streets, create a new green space. Coupled with a small piece of railroad right-of-way across Erie Street along the Milwaukee River, the park would become connected to an extended Third Ward Riverwalk, offering public access to the water's edge

and becoming part of a continuous neighborhood open space system. This site, visually connected to a new Riverwalk plaza and the railroad swing bridge, has the potential to become a powerful place, commanding a deep natural and historic connection.

See Chapter 5 Catalytic Projects.



Well defined public park space



Alleys

Small streets

Individual street entries

E. Form Policy

Reinforce the image and identity of public open space by promoting high quality development along its edges. Retain alley access. Provide new alleys and small interior streets where possible.

A landmark signature site is proposed at the junction of an extended Erie Street and an extended Harbor Drive.

Encourage residential building types where each first level unit has an individual entry from the street.



F. Redevelopment Strategies and Actions

At the Milwaukee River and Jefferson Street, develop a publicly accessible connection from the Riverwalk up to the street level. Extend this area across Erie Street into a public open space between Jefferson, Jackson and Polk Streets.

At the end of Erie Street, develop an outstanding public place with a significant work of public art to commemorate where the Milwaukee River and the Harbor entrance meet. A design competition would be in order to seek a high design for this place.

Consider re-use of the historic railroad swing bridge and tracks for commuter rail service and festival transit.



Reuse the historic swing bridge

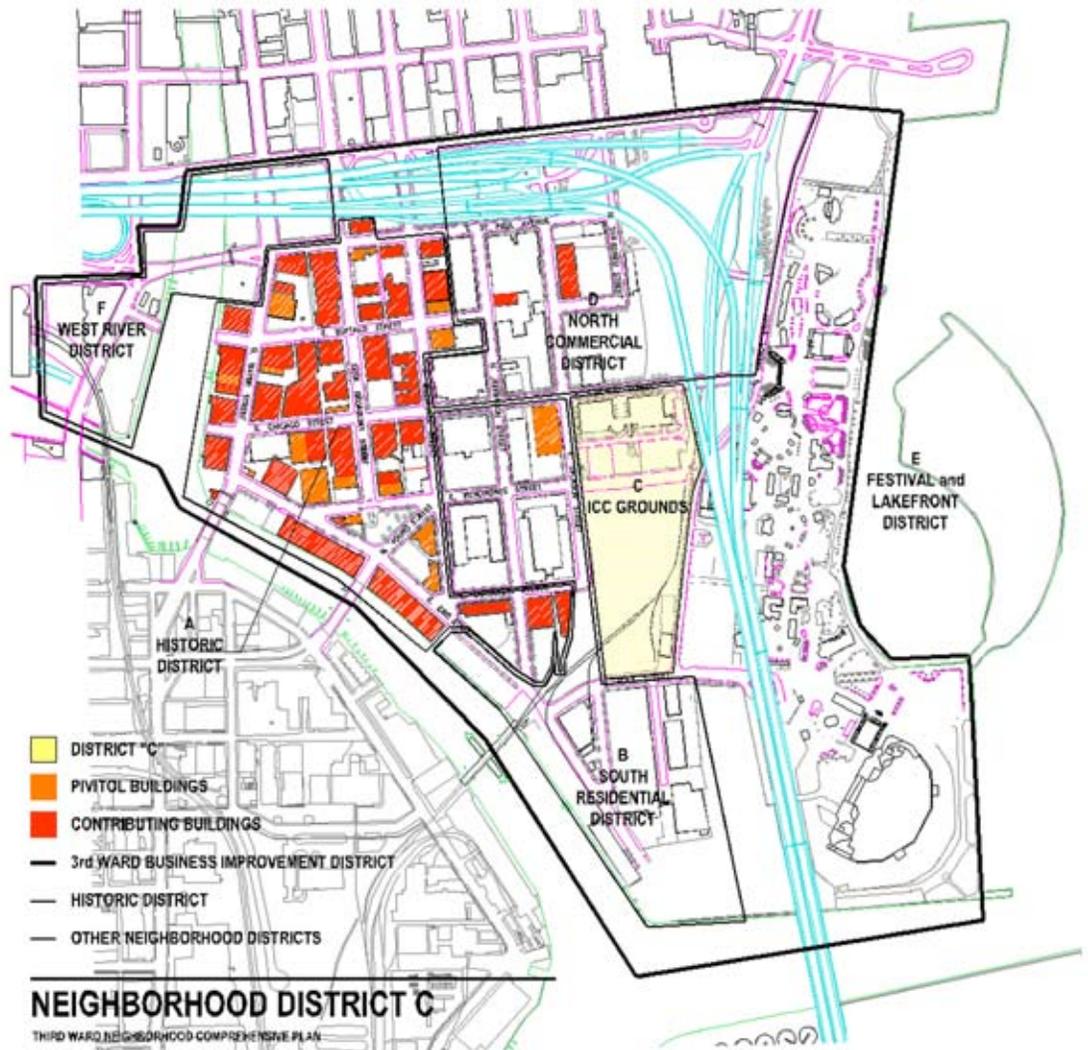


New public open space at Erie and Polk

Area C - Italian Community Center Grounds

A. Current Conditions

Centered in the eastern half of the neighborhood, the Italian Community Center grounds occupy 2 contiguous parcels undivided by streets and totaling 15.5 acres. Historically a railroad facility known as “the coach yards”, the grounds are now used as surface parking, except for the community center itself.



B. Vision

The vision for this district is an Italian village in terms of density, urban form, and mix of uses. This concept is further developed in Chapter 5: Catalytic Projects.

C. Present Uses

This small district contains only a cultural and civic center and surface parking.



Italian street with midrise buildings



Underdeveloped areas shown in the foreground

D. Use Policy

Replace the surface parking lots with new mixed-use development, including commercial (office and retail), hotel, general service, food service, and especially residential uses, under any of a number of scenarios. The role of the Italian Cultural Center (ICC) could expand by developing a variety of uses. The ICC grounds could certainly continue the trend of residential development now underway west of Jackson Street, as is called for in the 1999 Downtown Plan. Specialty retail and office space could complement any or all of these uses and parking, as a supporting use, would clearly be required for all these development options.

Create social spaces. Streets and public places should be designed to provide opportunities for various levels of personal interaction. Civic spaces such as small piazze, public gardens, courtyards, arcades, loggias and fountains should become an integral part of the motif of the Italian village concept.

Discourage residential uses facing Harbor Drive.

Public piazza



E. Form Policy

See Chapter 5: Catalytic projects.

Establish a unique system of connecting streets, blocks and public spaces that extend surrounding streets into the ICC grounds. Match the district's western entrances to Menomonee and Corcoran Streets to maintain physical continuity with the rest of the neighborhood.

Consider the forms, spaces, and visual axes created by different street alignments and the opportunities presented by each configuration. Provide alleys and small local access streets where possible.

New development must be well integrated into the surrounding areas.

The Italian piazza is traditionally marked by a landmark building of a scale appropriate to the size of the setting. A landmark site is suggested at the east end of an extended Menomonee Street intersecting with Harbor Drive.

Primary building facades on the West side of Harbor Drive should front onto the street.

F. Redevelopment Strategies and Actions

Create a new Harbor Drive as described in Catalytic Projects and the form section above.

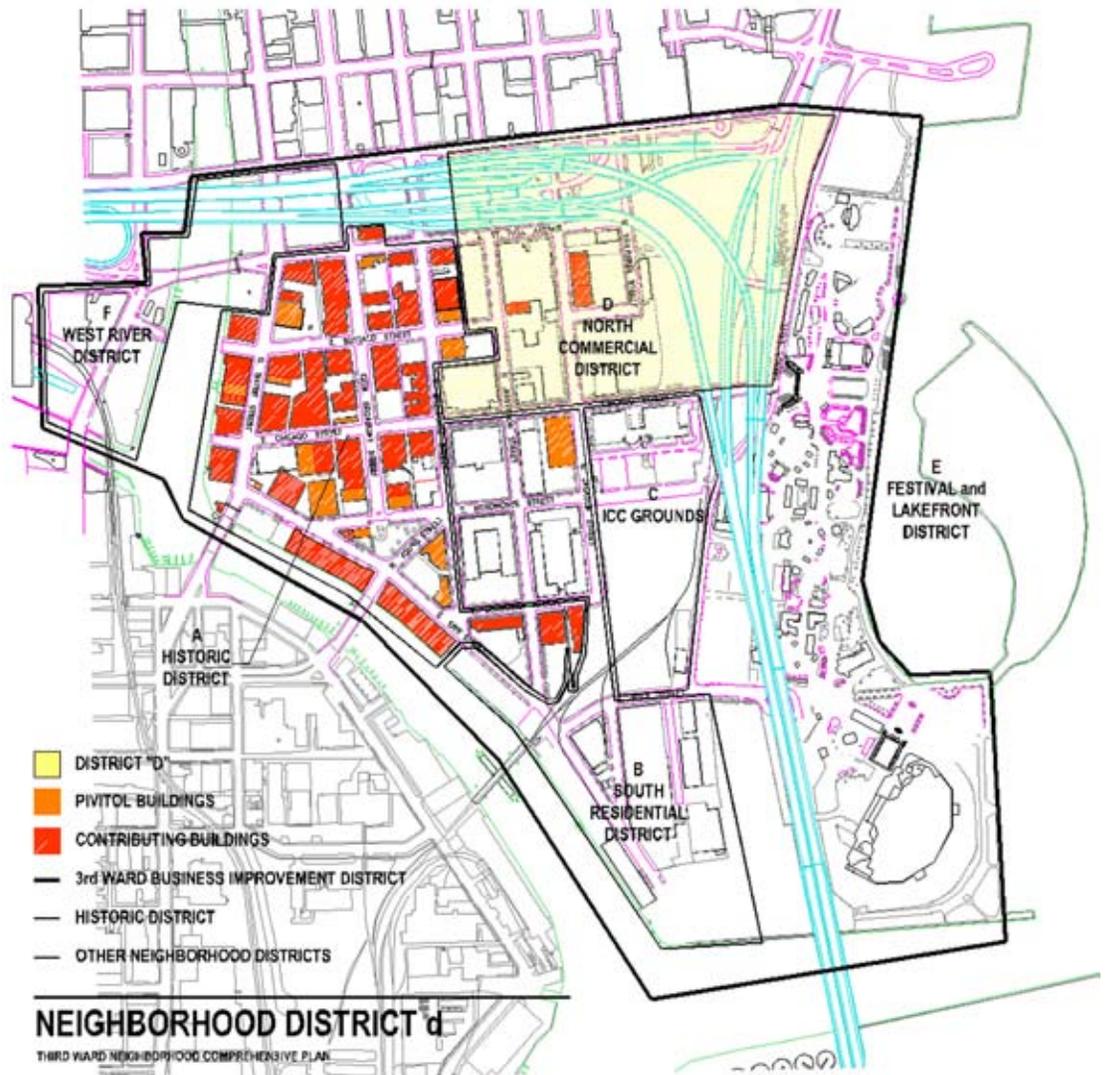


Unique street layout fitted to ICC grounds. Student model built by Justin Racinowski at the UWM School of Architecture and Urban Planning

Area D - North Commercial District

A. Current Conditions

I-794 dominates the North Commercial District, but also creates a gateway by providing the Third Ward's only direct freeway access. Downtown Milwaukee's financial center and lakefront attractions lie just beyond the elevated freeway to the north and east within easy walking distance.



B. Vision

The vision for this district shifts its focus from an underutilized periphery to a connecting center. The district is seen as a promising location for a gateway to the Third Ward, taller landmark or signature buildings, a major transit station, and a “park once” center where people arriving by car could walk or ride transit to their final destination Downtown, in the Third Ward, and at the lakefront. This vision incorporates the “park once” recommendations of the 1999 Downtown Plan, the gateway recommendations of the 1986 Third Ward Study, and the Milwaukee Connector Study.



Existing buildings on Jackson Street

C. Present Use

Among Third Ward districts, this district has one of the less interesting and less productive mix of uses. Uses include commercial (office), manufacturing, wholesaling and warehousing. There is no retail, general services, or residential use in the district.

Although some of the industrial and wholesaling and warehousing uses are well maintained and screened by landscaping, they offer little interest to arriving residents, employees and visitors.

Surface parking is a dominant land use in the district. Although the existing parking supports neighborhood activities, it is a low intensity use with a visually negative impact.

Signature building at gateway

D. Use Policy

Replace surface parking lots and vacant or underutilized parcels with new development and structured parking. Construction of new parking structures will help meet demands of the neighborhood, Downtown, Lakeshore State Park, and Maier Festival Park. Parking demand on business weekdays combined with festival and entertainment uses at night and on weekends merits these structures, particularly during the festival season.

A public transit connector system between Wisconsin Avenue's corporate core and the Third Ward should stimulate new commercial (general retail, general services, and food service) development along its path.

While commercial (office and general retail) uses are emphasized, residential, institutional, and cultural uses are also appropriate.

Encourage street level uses in a parking structure to include a mix of retail and commercial uses.

The State of Wisconsin Department of Transportation has recommended a new design for the I-794 Interchange at Lincoln Memorial Dr. when it needs to be constructed at some point in the future. This Plan strongly recommends re-examining alternatives that will provide added acreage for new development, including replacing the interchange with an at-grade conventional intersection or modern roundabout.

New mixed use development with parking



E. Form Policy

One or more buildings along I-794 may be substantially taller than 70' in height to provide views over the freeway, increase the district's relationship to downtown, and justify additional shared parking. This should occur only if the buildings merit special consideration as landmark or signature buildings and not simply as a matter of right. This building form would complement high-rise development across I-794 and not negatively overshadow existing historic structures and local streets.

A south facing public open space should be required and integrated with the planned development of a landmark signature building.

See Section 5.4 Landmark Sites.



F. Redevelopment Strategies and Actions

Support the planning and development of a major public transit project called the Milwaukee Connector. The presently mapped alignment would connect the Third Ward to the rest of downtown and several other neighborhoods via Jackson Street heading southward from Downtown, then looping eastward along Buffalo Street, and heading back northward on Van Buren Street. This plan supports this alternative although other alternatives may be considered, as well, such as extending the line another block south to Chicago Street. This project would be a catalyst for new development and relieve transportation challenges in the Third Ward.

See Appendix for connection route map.

Extend Buffalo Street eastward to connect to Harbor Drive. Extend Van Buren Street southward to Chicago Street, using the ICC as a visual terminus in order to complete the street grid, if this connection improves circulation in and around this parking core area.



New transit hub

Required sunny public open space as a part of signature project

Area E - Festival and Lakefront District

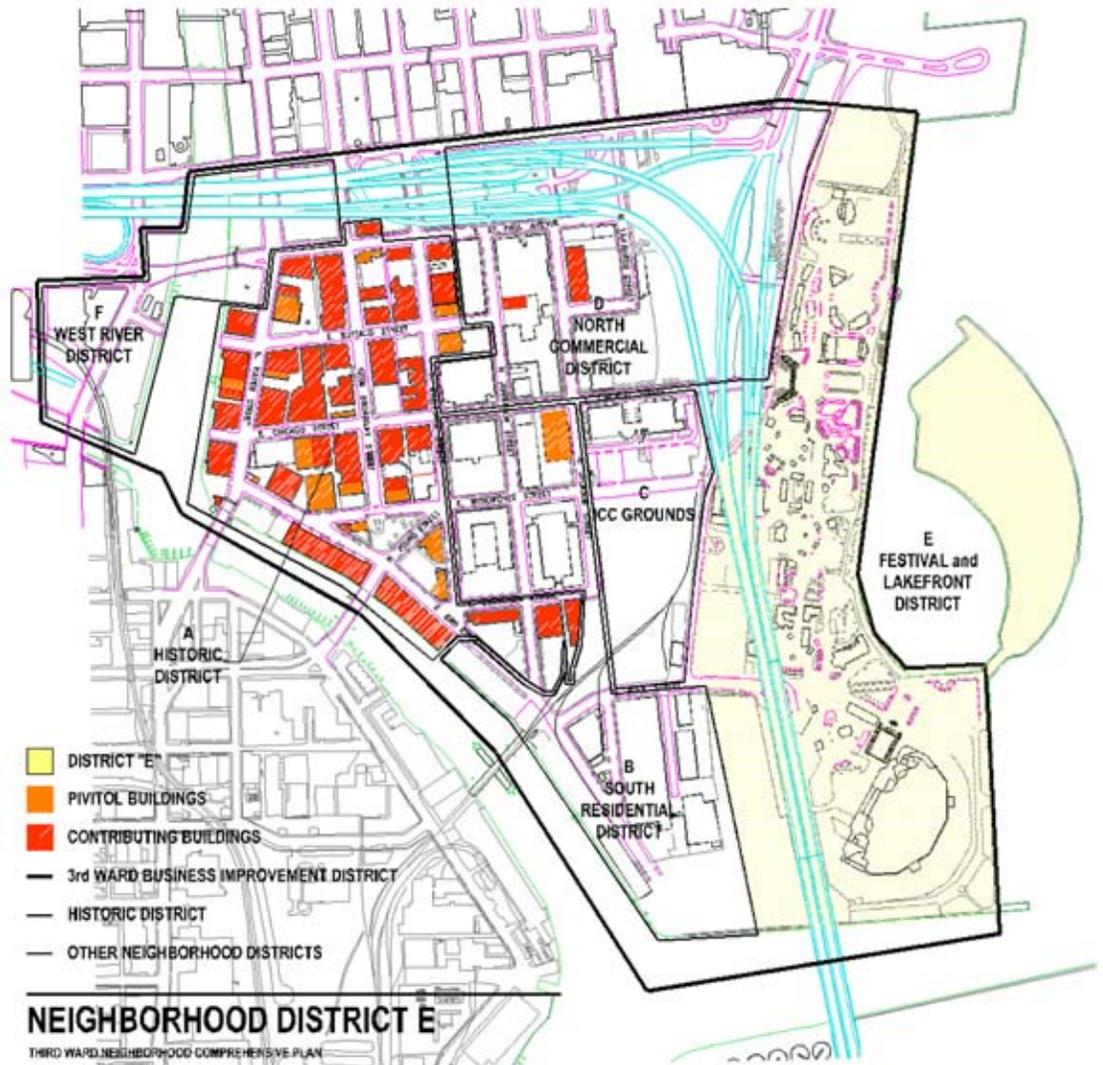
A. Current Condition

Although the Business Improvement District (BID #2) includes Maier Festival Park, this Plan does not make recommendations for the interior of this area nor the Lakeshore State Park. The Plan does, however, establish policy and design guidelines for public access points and where the parks interface with other districts in the neighborhood.

B. Vision

Design the relationship between the parks and the rest of the Third Ward so that residents and visitors may enjoy the best of urban experience and the recreational and natural assets of this district.

See Chapter 5 Catalytic Projects for a description of a new Harbor Drive plan.



C. Present Use

This district contains seasonal festivals, surface parking primarily used during the summer months for festivals, and the soon to be developed Lakeshore State Park.

D. Use Policy

Maintain present uses.

Respect the Lake Bed Grant land development restrictions.

Almost all of Maier Festival Park and its parking lots east of the proposed Harbor Drive are controlled by Lake Bed Grants and have special development limitations. These controls are enforced by the Harbor Commission and Wisconsin Department of Natural Resources.



Future Lakeshore State Park island

E. Form Policy

Provide bike and pedestrian public access to walking paths, trails, bikeways, the river, and the lake.

Provide bike/ped year round public access to Lakeshore State Park's new northwest entrance. Maintain year round public access to the Park's existing south entrance.

Maintain bike and pedestrian public access from the intersection of Chicago Street and Harbor Drive eastward to the lake outside of festival season. Assure that this public access is evident to the user.

Design Harbor Drive as a green street in the classic tradition with a double row of trees and wide sidewalk on the east side of the street as described in Chapter 5 Catalytic Projects.

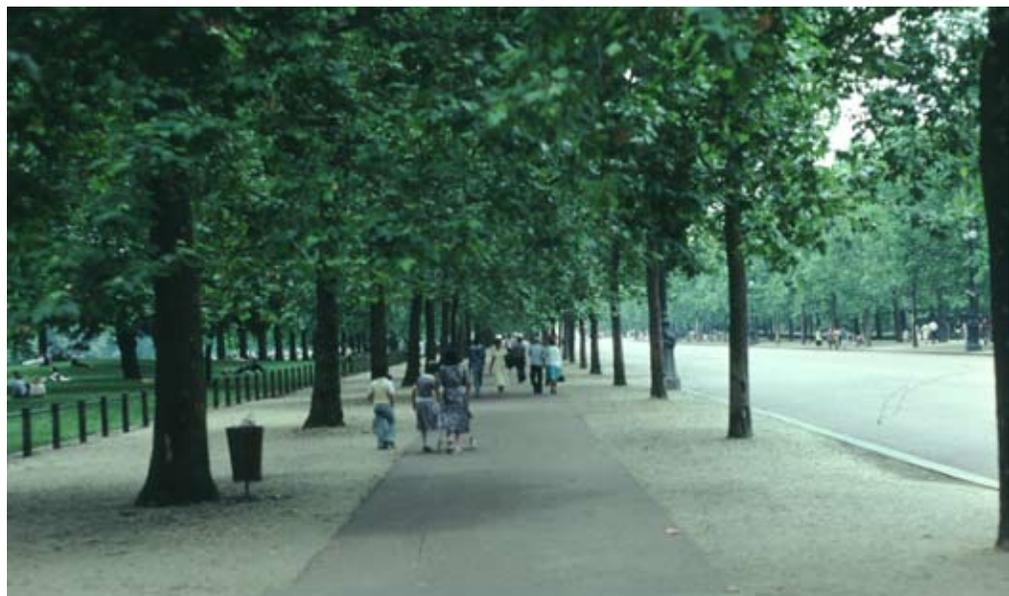
F. Redevelopment Strategies and Actions

Design and construct a public plaza at the festival park entrance gate at Polk Street to accommodate the entry and exit of bus riders.

Build a new Harbor Drive with the proposed alignment, pedestrian amenities, increased tree cover, significant landscaping, and public artwork as described in Chapter 5: Catalytic Projects.



Linear public spaces at the water's edge and Harbor Drive

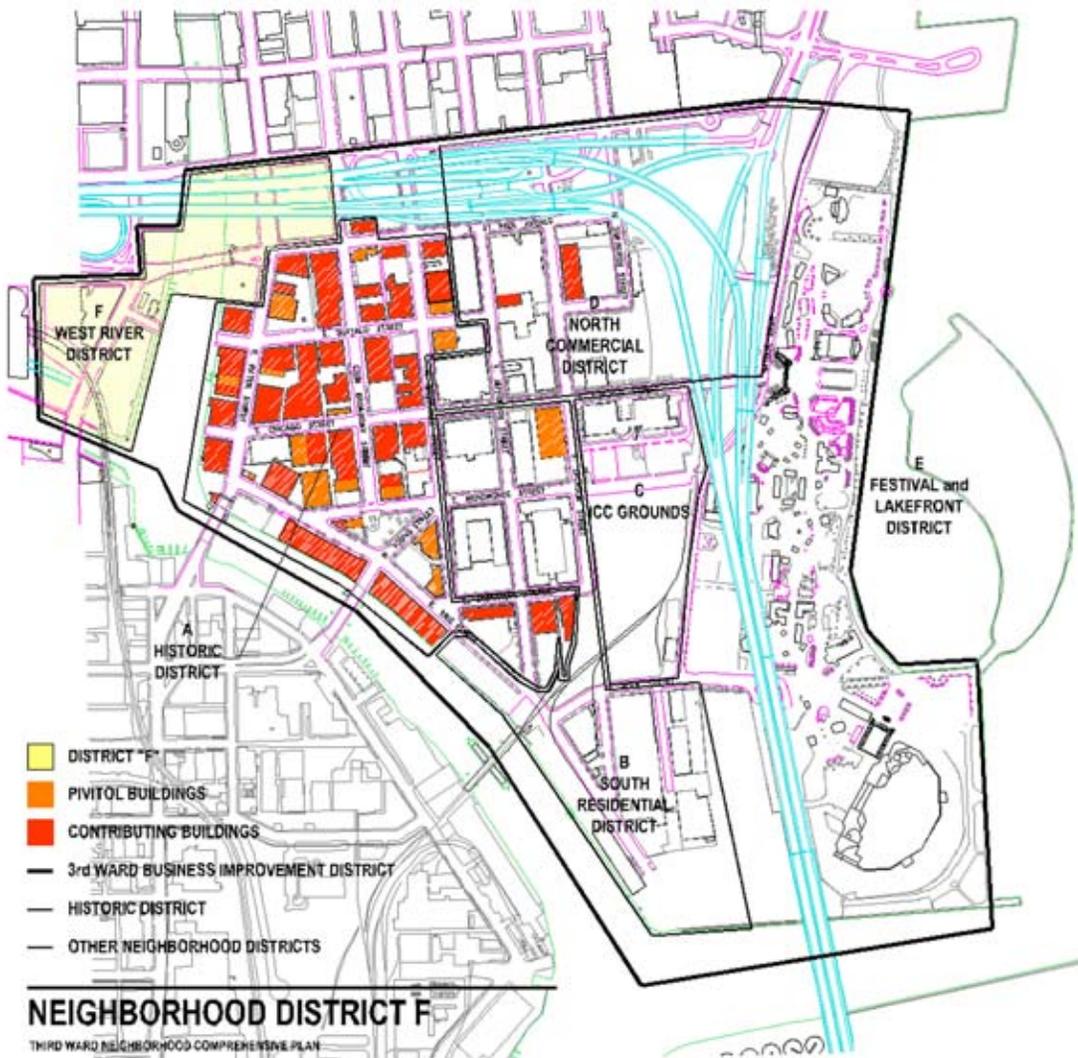


Area F - West River District

A. Current Condition

This part of the neighborhood straddles the Milwaukee River along St. Paul Avenue northwest of the Historic District. It doesn't yet feel like part of the neighborhood. The downtown U.S. Post Office, I-794 and the Plankinton / St. Paul off ramp, and the CP/Soo mainline railroad define strong edges on the west and north, as does the Menomonee River to the south.

Despite recent dramatic projects, the district is still underdeveloped. The I-794 off-ramp flows right onto a one-way St. Paul Avenue resulting in a street that acts and feels more like a highway west of Water Street.



Existing loft building redevelopment opportunity

B. Vision

West of the river, the district should become an attractive mixed use residential area with much the same sense as the historic district. East of the river, unique developments such as the Third Ward River Park, the Public Market, and a future landmark site create the northwest gateway to the Third Ward.



C. Present Uses

Among Third Ward districts, this district has one of the least interesting and least productive mix of uses, though things have been changing. Uses right on the river include a stand-alone gas station, and cap with a semi truck trailer parking lot for the Post Office, a vacant lot, a parking lot, and a new park. Off river uses include a vacant loft warehouse complex, part of the central U.S Post Office and an exciting new Public Market expected to open in 2005.

The creation of the Third Ward Riverwalk system has improved development potential in the district.

There are no retail, general services, or residential uses in the district yet.

Activated river edged



D. Use Policy

Encourage the adaptive reuse of the sole remaining industrial loft building and surface parking lots to mixed use residential, especially on parcels along the river. Successful residential developments west of the district demonstrate the concept is feasible.

Discourage any new industrial uses in this district.

Ground floor retail or commercial uses are encouraged along the street.



A building renovation showing ground floor retail uses

E. Form Policy

The river front site at the southwest corner of Water Street and St. Paul Avenue offers a golden opportunity to mark this key gateway to the neighborhood. A landmark building on this corner could dramatize this threshold to the Third Ward neighborhood.

East of Plankinton Avenue, a second landmark site marks the confluence of the Milwaukee and Menomonee Rivers. A public river edge space marked with a taller building could be desirable if they appropriately commemorate the roles that these rivers played to Milwaukee's earliest inhabitants and accentuate the natural beauty of this significant location.

Gateway cultural landmark



F. Redevelopment Strategies and Activities

A new Public Market at the northeast corner of N. Water Street and St. Paul Avenue began construction in late 2004.

On the southwest corner of St. Paul and Plankinton Avenues, restore the Hack's building for mixed-use redevelopment.

Develop the parcel on the northeast corner of St. Paul and Plankinton Avenues as a courtyard building that visually connects to the river.

Study the appropriate location, feasibility and type of new bridge over the Milwaukee River connecting the district to either Chicago or Buffalo Streets in the

Historic Third Ward. This would provide an alternative route to the one-way St. Paul Avenue bridge.

Include new streetscaping improvements with all new developments.

Establish Riverwalk continuity and access on the west side of the Milwaukee River, but consider using trees and natural landscaping to create a more natural looking riverfront.

Expand the Riverwalk into a small public open space, at the point of confluence of the Milwaukee and Menomonee Rivers.



A new bridge could connect the west river district and the Amtrak Station to Maier Festival Park and the rest of the Third Ward at some point in the future

4.2 Connecting Corridors

This section makes recommendations for specific locations organized by street. The streets are first grouped by type as shown in the following table. To find your street, first look up what type of street it is in the table, and turn to the sub-section for that type of street.

Street types in the order they are presented:

- 4.2.1 Shopping Streets
- 4.2.2 Mixed Use Streets
- 4.2.3 Local Streets Street
- 4.2.4 Green Streets

If a city's street look interesting, the city looks interesting; if they look dull, the city looks dull.
 -- Jane Jacobs



A. Shopping Streets

A shopping street is characterized by a cluster of commercial businesses that benefit from proximity to each other. Therefore, these types of streets benefit from being high quality pedestrian environments. The neighborhood has three distinct evolving shopping streets. Each has unique strengths and weaknesses. All of them should be reinforced as the Third Ward continues to grow.

Street Name	Type of Street
Broadway	Shopping
Buffalo Street	Local
Chicago Street	Mixed Use
Corcoran Street	Local
Erie Street	Mixed Use
Harbor Street	Green
Jackson Street	Mixed Use
Jefferson Street	Local
Menomonee Street	Shopping
Milwaukee/Young Street	Mixed Use
Polk Street	Green
Plankinton Avenue	Mixed Use
St. Paul Avenue	Mixed Use
Van Buren Street	Local
Water Street	Shopping



B. Mixed Use Streets

Mixed-use streets:

- Are the most common type of street in the Third Ward.
- Do not have a continuous image characterized by building type or predominant use.
- Balance the need to efficiently carry traffic, offer street parking and provide for an attractive pedestrian environment.

C. Local Streets

Local streets typically do not carry the volume of arterial or collector streets. They do not extend fully through the Ward and are often terminated by the freeway, the river, or by large multi-block sites. There are two variations: local residential streets and local service streets. Local residential streets may occur on reduced rights of way widths.



Local service street

D. Green Streets in the Classic Tradition

Green Streets underscore the role of streets as public places. The Millennium Plan recognized Harbor Drive as the edge of the festival grounds and its public face to the Third Ward. The 1999 Downtown Master Plan extended Harbor Drive all along the festival grounds to the Milwaukee River.



Green street linking landmarks

4.2.1 SHOPPING STREETS

Water Street *shopping street*

A. Current Condition

Water Street has a number of major entertainment destinations including restaurants and a museum.

It is one of the two major arterials channeling traffic through the neighborhood to and from Downtown Milwaukee.

Residents have complained about the speed of the traffic on Water Street.

It was a part of the streetscape improvement project in 1990.

B. Use Policy

Continue to attract ground floor retail and entertainment uses drawn by the high exposure offered by the arterial traffic volume along Water Street.

C. Form Policy

Except where existing buildings back onto the river and no other access is practical, discourage street access to off-street parking in order to support pedestrian activity on the existing sidewalk.

D. Redevelopment Strategies and Action Items

Remodel storefronts and add new infill construction where gaps occur.

E. Street Design

I. To slow traffic, particularly where pedestrians cross streets, install curb extensions at intersections to physically narrow the street width.

Change paving materials at intersections to give traffic visual and surface change cues to slow speed.

Reprogram traffic signals to slow traffic.

Rationale: These strategies will result in a small decrease in the efficiency of this major arterial, but the benefit will be a safer street for the neighborhood and motorists. This initiative corresponds to the 1999 Downtown Plan recommendation for pedestrian crossing improvements along Water Street and responds to a major concern raised by the residents' focus group.



* hatch indicates proposed building



Broadway
shopping street

A. Current Condition

Broadway is the central public space and focal point within the Historic District. The unique streetscape and public amenities installed in 1990 have made this street a busy, yet comfortable place. It has a solid core of unique restaurants and boutiques with a few underdeveloped and undeveloped lots.

The district's historic produce wholesaling district lies between St. Paul Avenue and Buffalo Street. Several new retail businesses and restaurants have opened on this block.



B. Use Policy

Broadway's restaurant and specialty boutique theme should be reinforced.

C. Form Policy

Between St. Paul Avenue and Buffalo Street, renovate, but never eliminate, the large overhanging awnings. They are a key symbol of the history of this street and will serve a pedestrian shopping street as well as they served the produce business for so many years.

D. Redevelopment Strategies / Action Items

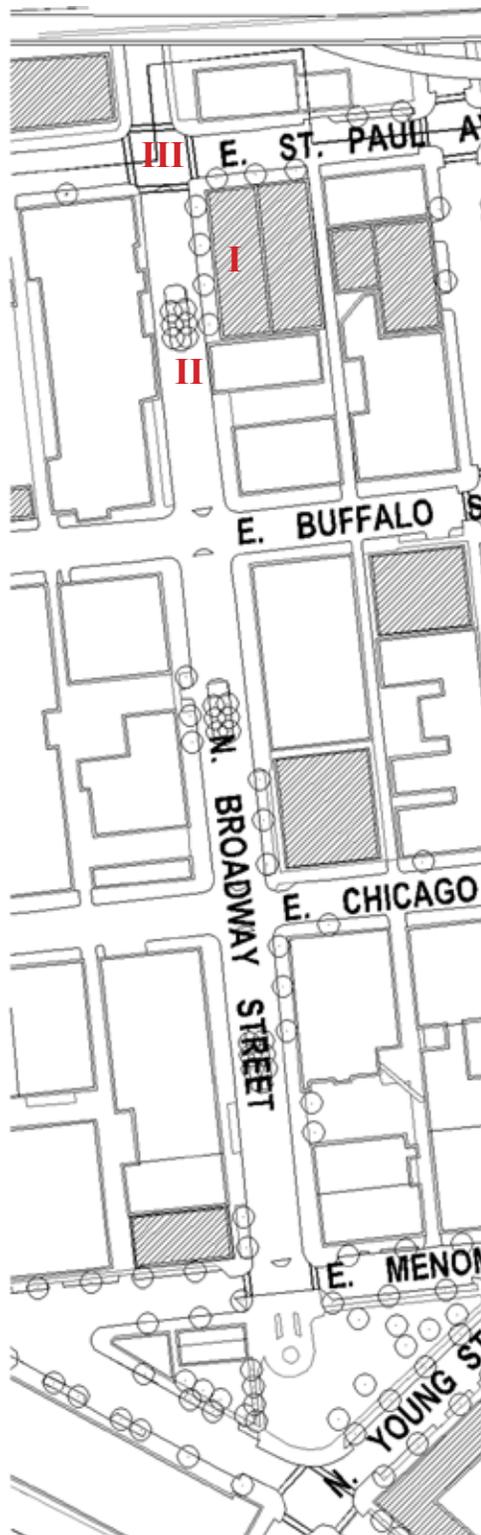
Between Menomonee Street and St. Paul Avenue, add new infill construction where gaps occur and redevelop storefronts. The new public market on the northwest corner of Broadway and St. Paul Avenue will be a significant catalyst in this trend.

I. On the southeast corner of Broadway and St. Paul Avenue, incorporate a parking structure into a development with ground floor commercial to extend the pedestrian activity that the market will bring to the east side of Broadway and to fill one of the street's largest gaps.

E. Street Design

II. Between St. Paul Avenue and Buffalo Street, if the wholesale produce business relocates from Broadway, the segment should be streetscaped with the same amenities as now found between Buffalo and Menomonee Street. Preserve the character of Commission Row between St. Paul Avenue and Buffalo Street. Any streetscape enhancements should be sensitive to the context of this historic section of the District.

III. Enhance pedestrian crossings across St. Paul Avenue.



* hatch indicates proposed building



Menomonee Street
shopping street

A. Current Condition

Menomonee Street has possibly seen the greatest improvement in the Third Ward.

From Broadway to Milwaukee Street it was part of the 1990 streetscaping project. It borders Catalano Square, which was significantly enhanced by that project.

In the late 1980's the Skylight Opera Theater filled a key gap on the northeast corner of Menomonee Street and Broadway.

From Milwaukee Street to Jackson Street, two recent major housing developments with ground level commercial uses have begun to define this street, yet it continues to be dominated visually by surface parking lots.

B. Use Policy

I. From Milwaukee Street east to Harbor Drive (the Italian Community Center grounds), residential units should be located above ground floor commercial space at the ground floor of new buildings to encourage pedestrian movement and street life.

Rationale: The 1999 Downtown Plan identified Menomonee Street as central to the Third Ward Neighborhood with the potential to link the Italian Community Center grounds to the Historic District. It gave high priority to this street becoming a location of high pedestrian activity. This compact double-sided shopping street located at the center of the neighborhood can provide for neighborhood supporting retail and services accessible by residents within walking distance and by short-term street parking. A clear pedestrian-oriented corridor



* hatch indicates proposed building



from the Historic District extending to the south entry court of the ICC and perhaps through to Harbor Drive should build on this mixed retail and residential pattern.

C. Form Policy

No additional form policies, other than those in Chapter 3 and the Historic Third Ward Neighborhood Guidelines.

D. Redevelopment Strategies / Action Items

The neighborhood should seek an anchor retail store for the development of Menomonee Street. This type of development must conform with the recommendations in this Plan.

E. Street Design

Capitalize on the advantage of this street’s relatively low traffic volume and 80’ width, in order to add some parking capacity for the ground floor commercial space.

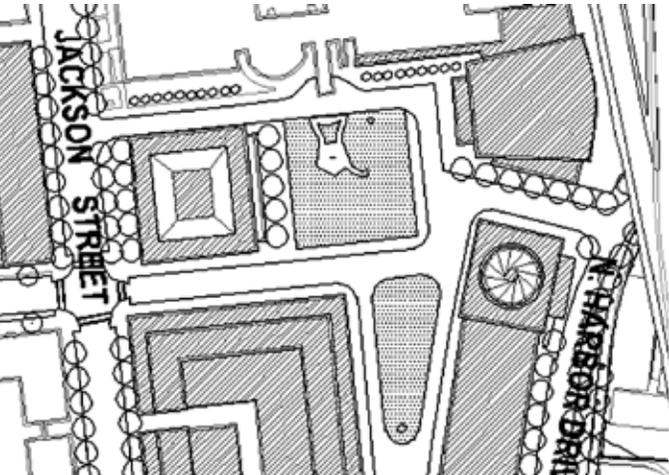
Provide short-term diagonal parking along the south side of the street from Milwaukee Street to Jackson Street.

Retain parallel parking along the north side of the street.

Plant trees on both sides of the street, consider widening the sidewalks, and add other amenities for pedestrian comfort.

Install street lighting consistent with the existing lighting on Menomonee Street west of Milwaukee Street.

From Jackson Street east to Harbor Drive at the Italian Community Center grounds, extend the pattern proposed for Milwaukee Street to Jackson Street. A clear pedestrian-oriented corridor from the Historic District extending to the south entry court of the ICC and perhaps through to Harbor Drive should build on the mixed retail and residential pattern, and high quality streetscaping.



4.2.2 MIXED-USE STREETS

Chicago Street

mixed-use street

A. Current Condition

This major east-west street connects the Milwaukee River on the west to Harbor Drive to the east, continuing through Summerfest as a pedestrian connection to Lake Michigan when festivals are not taking place.

Chicago Street currently has a double image:

West of Milwaukee Street, it is within the Historic District and is defined by historic mid-rise industrial loft buildings serving primarily commercial uses and a number of residential loft conversions close to the river.

East of Milwaukee Street, lower and newer buildings predominate, some of which are set back from the street edge.

B. Use Policy

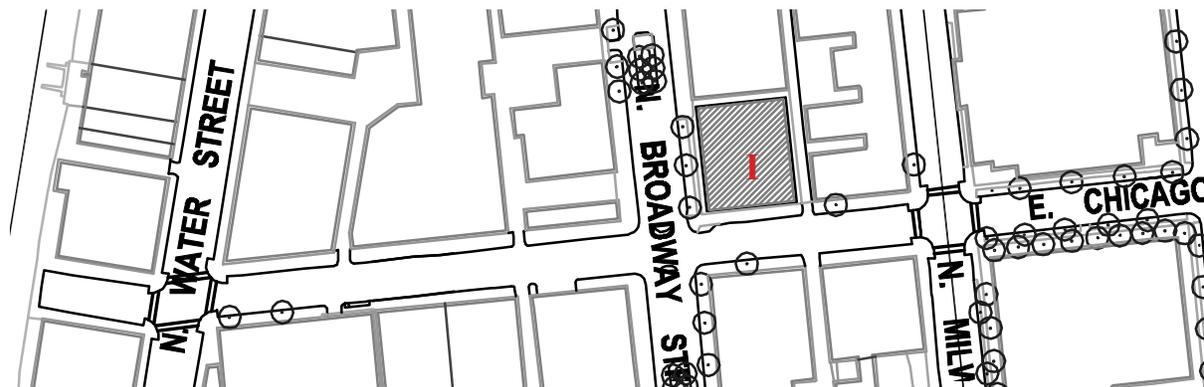
I. At Broadway, develop infill buildings to complete the mid-rise Historic District's fabric. From Milwaukee to Jackson Streets, infill with preferably mid-rise development at the street edge to establish continuity.

II. East of Jackson Street, on the north side of the street across from the ICC, create a commercial edge, perhaps wrapping a parking structure, to define the street.

C. Form Policy

New development should continue the urban fabric by building out to the street edge.

The terminus of streets at the river should follow The Historic Third Ward Design Guidelines.



* hatch indicates proposed building

***D. Redevelopment Strategies /
Action Items***

No additional redevelopment strategies / action items to those in Chapter 3.

E. Street Design

These street design recommendations for Chicago Street apply to each mixed use street, except where noted. The recommendations for these neighborhood traffic carriers follow the recommendations of the 1999 Downtown Plan.

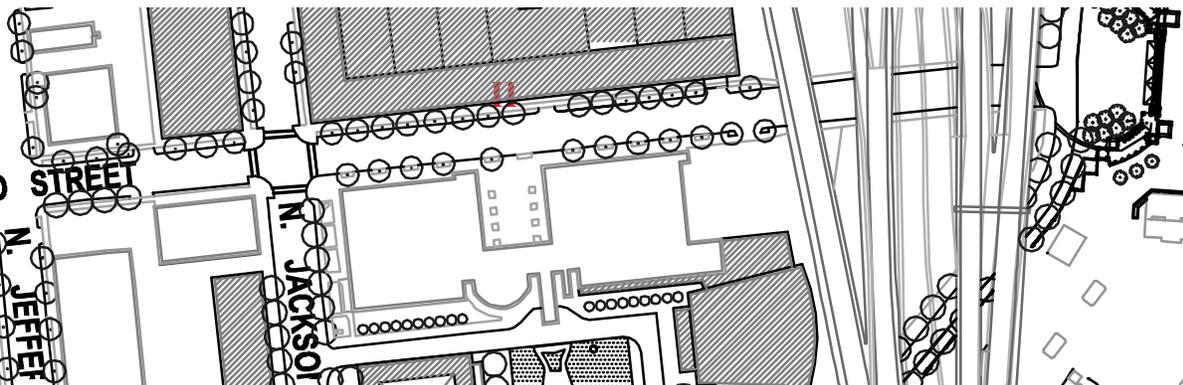
West of Milwaukee Street, no change is recommended within the Historic District. The streetscape project of 1990 has been completed. Here, the historic facades and streetscape elements now in place, largely without street trees, will continue to provide for a visually rich pedestrian environment.

East of Milwaukee Street, outside the Historic District, plant street trees in 8' parkways between the curb and the sidewalk. Coordinate street tree planting with new street lighting consistent with the styling of the Third Ward fixtures and poles. Street lighting style should reflect the industrial aesthetic of the Third Ward. This recommendation applies along each mixed use streets outside of the Historic District.

Buffer the pedestrian zone along these streets with parallel parking along both sides of the traffic zone.

Occupy the parking lane with 6'-8' curb extensions at intersections to slow traffic and to emphasize the pedestrian realm of this urban neighborhood despite the greater street width which accommodates two lanes of traffic moving in each direction.

Install benches, plantings, and other streetscape elements to enhance the public realm.



Milwaukee / Young Street
mixed-use street

A. Current Condition

The southern alignment of Milwaukee Street onto Young Street is a traffic arterial to Downtown. Like Water Street, it is a speed corridor.

It is generally mid-rise and commercial in character with some lower rise development on the east edge south of Chicago Street. South of Menomonee Street, it opens to a park, Catalano Square.

B. Use Policy

I. Encourage mixed-use residential and commercial south of Chicago Street and along Catalano Square.

II. North of Chicago Street, several infill sites should be developed for commercial use.

C. Form Policy

North of Chicago Street, promote mid-rise commercial development. Promote mid-rise residential south of Chicago Street and along Catalano Square, an amenity green space.

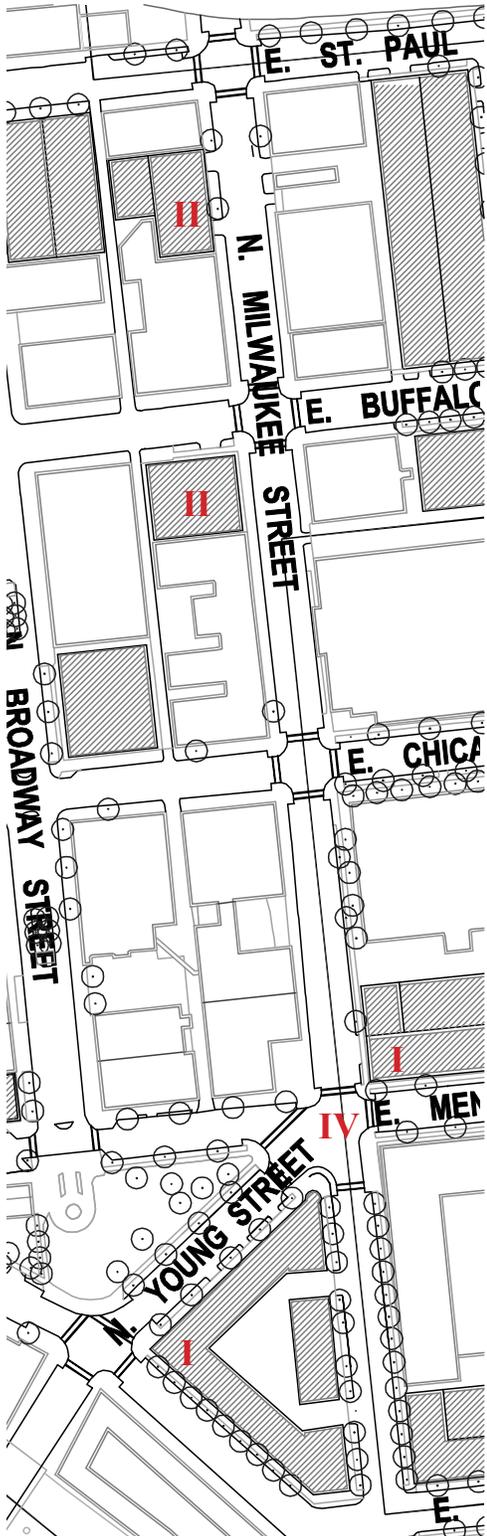
**D. Redevelopment Strategies /
Action Items**

Use stylistically consistent traffic calming methods for slowing traffic speed and improving pedestrian safety and quality of the street character.

E. Street Design

See *Chicago Street design section*.

IV. At the five point intersection with Menomonee Street, provide additional traffic calming crosswalk improvements.



* hatch indicates proposed building



Erie Street
mixed-use street

A. Current Condition

Erie Street runs parallel to and one-half block north of the Milwaukee River. The river is rapidly transforming from historic industrial storage facilities to residential loft development.

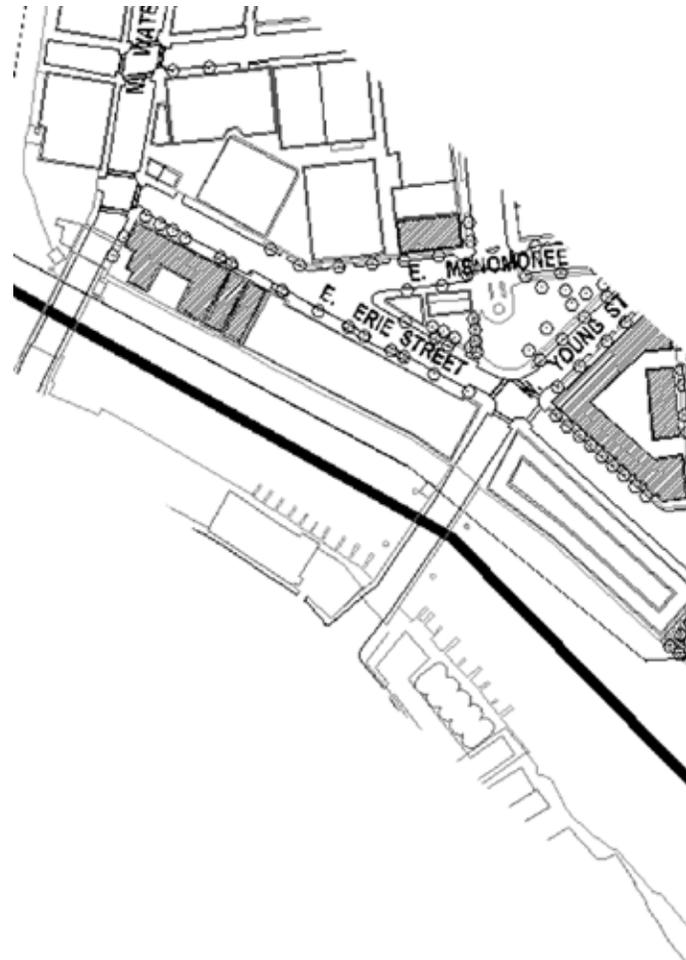
The street's south edge, where defined, is mid-rise in character. The north side is fragmented with low-rise light industrial structures and empty space primarily used for surface parking.

Traffic is seasonally heavy due to the festival bus access and visitor parking provided along Erie Street.

B. Use Policy

I. Along the south side of Erie Street, continue to transform the river's edge from industrial storage facilities to residential loft development with occasional ground floor commercial.

II. On the north side of the street, create a premier, mid-rise, residential street that relates to the river.



C. Form Policy

Ground floor townhouses can should form a wrapper for parking interior to the block and a base for upper floor units.

III. The bend of this street at the river deserves special design attention as a river access point.

IV. A highrise landmark (signature) site is propose north of the bend of the eastern end of Erie Street.

D. Redevelopment Strategies / Action Items

No additional redevelopment strategies / action items to those in Chapter 3.

E. Street Design

See Chicago Street design section.

Extend street tree planting from Maier Festival Park to Catalano Square, particularly on the north side of the street.



** hatch indicates proposed building*



Jackson Street

mixed-use street

A. Current Condition

Low-rise manufacturing buildings mixed with surface parking lots predominate. A few older mid-rise commercial buildings add to the mix.

New residential units have been added south of Menomonee Street.

B. Use Policy

I. The gateway location at St. Paul Avenue offers an opportunity for a dramatic transformation. Encourage a change in land use from low-rise light manufacturing to office and retail commercial uses.

II. South of Chicago Street, residential uses should predominate along the street.

III. On both sides of Jackson Street, north of Polk Street, add a public green space to visually and physically connect to the river.

C. Form Policy

I. The gateway location south of the intersection with St. Paul Avenue demands a powerful design statement, perhaps a high rise, and is recommended as a landmark (signature) site.

IV. Integrate a south oriented public space with this building.

This place should give a sense of arrival into the district.

Rationale: This north commercial plaza along Jackson at Buffalo Street and the south residential park at Polk Street would form two ends of a tree lined street and provide a gateway to the neighborhood.

Continue to define the street edge as development proceeds south on Jackson Street.

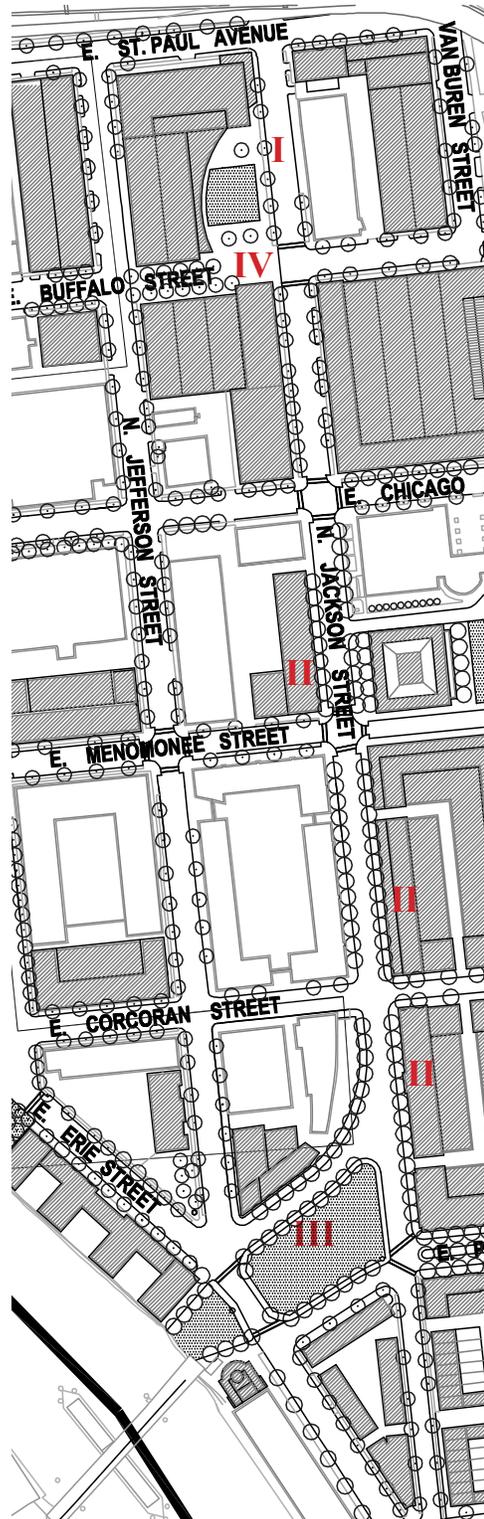
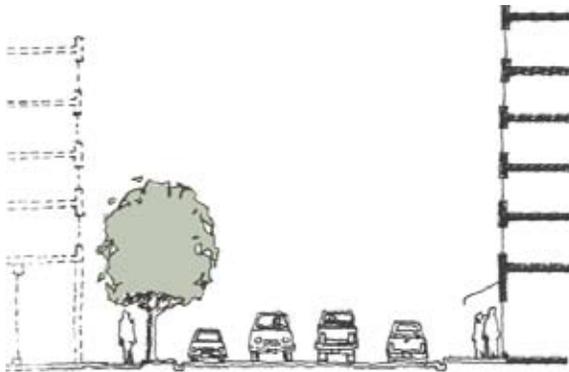
The terminus space of streets at the river should follow The Historic Third Ward Riverwalk Design Guidelines.

**D. Redevelopment Strategies /
Action Items**

Extend Jackson Street from its current terminus at Corcoran Street south to the Milwaukee River.

E. Street Design

See Chicago Street design section.



* hatch indicates proposed building



St. Paul Avenue
mixed-use street

A. Present Condition

St. Paul Avenue, like Milwaukee / Young Streets, is a bridged gateway to the Third Ward. Currently this edge street, dominated by I-794's presence a half block to the north, is seeing significant change. A new Public Market at the northeast corner of St. Paul Avenue and Water Street and Third Ward River Park will add to the gateway's landscape.

B. Use Policy

St. Paul Avenue should expand its commercial land use and provide supporting parking structures.

C. Form Policy

I. East of Jefferson Street, parcels may be considered for landmark buildings. One or more buildings along I-794 may be substantially taller than 70' in height to provide views over the freeway, increase the district's relationship to downtown, and justify additional shared parking, only if the buildings merit special consideration as landmark or signature buildings and not simply as a matter of right. This building form would complement high-rise development across I-794 and not negatively overshadow existing historic structures and local streets.

II. The river front site at the southwest corner of Water Street and St. Paul Avenue offers a golden opportunity to mark this key gateway to the neighborhood. A landmark building on this corner could dramatize this threshold to the Third Ward neighborhood.



* hatch indicates proposed building



**D. Redevelopment Strategies /
Action Items**

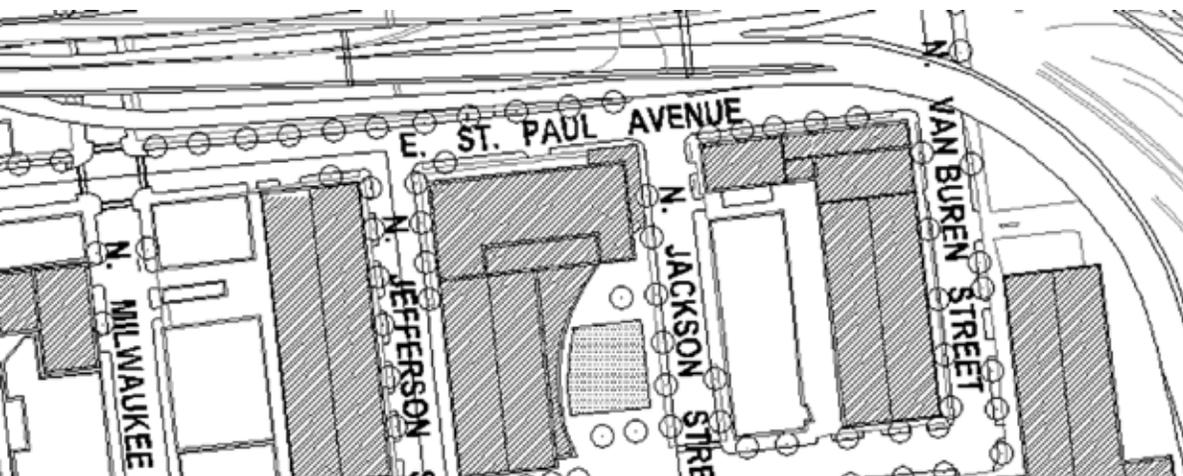
III. The southeast corner at Broadway and the key site on the south side of the street east of the river are development opportunities. An in-fill multi-level parking structure with ground floor commercial on Broadway should complete that street front.

Retain parallel parking along the north side of the street to take advantage of its relatively low traffic volume and 80' width, and to add some parking capacity for the ground floor commercial space.

E. Street Design

See Chicago Street design section.

Between Water Street and Broadway, along the north block face at the new Public Market site, the sidewalk should be widened to eliminate the parking lane emphasizing the Market as a public monument. This will enhance the sidewalk area giving it added prominence as a civic pedestrian space.



Plankinton Avenue

mixed-use street

A. Present Condition

Plankinton Avenue west of the river is an arterial to and from Downtown. Southwest of Plankinton Avenue and St. Paul Avenue, the historic Hack's building awaits redevelopment.

Land east of Plankinton Avenue along the river remains underutilized.

See the West River District for more information.

B. Use Policy

I. Encourage the adaptive reuse of the sole remaining industrial loft building and surface parking lots to mixed use residential, especially on parcels along the river. Successful residential developments west of Plankinton Avenue demonstrate the concept is feasible.

Follow land uses consistent with those in the Third Ward as described in Chapter 3.

C. Form Policy

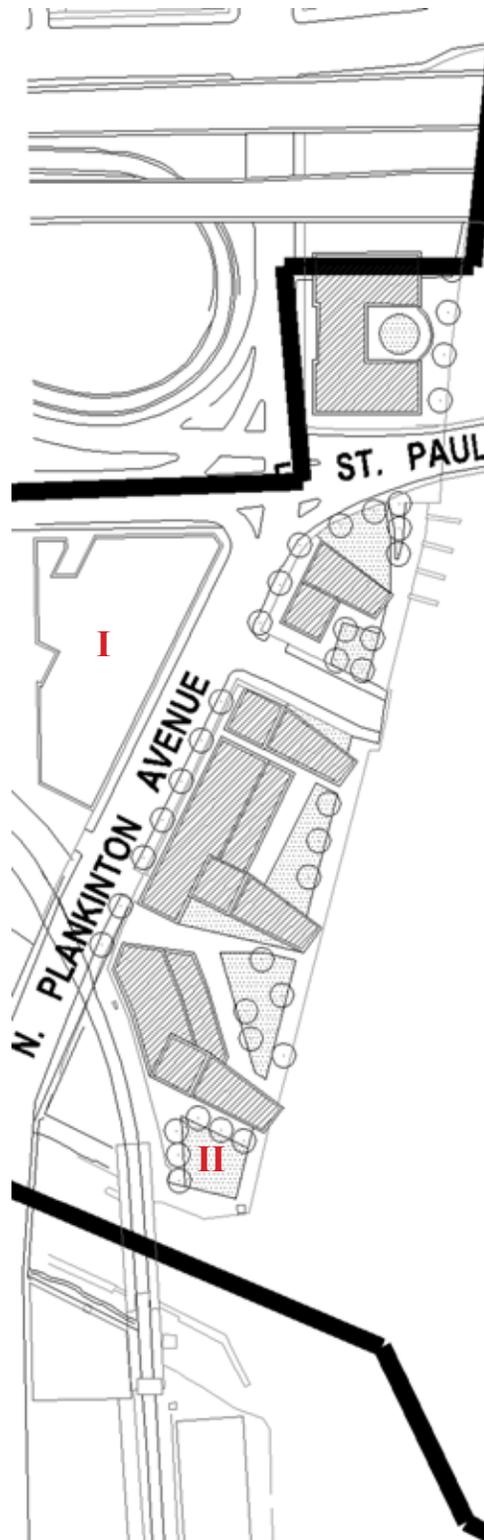
II. At Plankinton Avenue, a second landmark site marks the confluence of the Milwaukee and Menomonee Rivers. A public riveredge space marked with a taller building could be appropriate.

D. Redevelopment Strategies and Activities

On the southwest corner of St. Paul and Plankinton Avenues, restore the Hack’s building for mixed-use redevelopment.

E. Street Design

See Chicago Street design section.



** hatch indicates proposed building*



4.2.3 LOCAL STREETS

Buffalo Street
local street

A. Present Condition

In the Historic District, Buffalo Street is generally well defined and was improved with streetscape elements during the 1990 streetscape project. East of the Historic District (which ends one-half block east of Milwaukee Street), Buffalo Street loses definition and is discontinuous at two locations. It is interrupted by a two-block light industrial site east of Jefferson Street and again east of Van Buren Street by under-freeway parking. Surface parking lots border much of its eastern length.

B. Use Policy

Develop as a local service street with commercial development and structured parking.

C. Form Policy

Include commercial and retail development at street level of parking structures.

The terminus of streets at the river should follow The Historic Third Ward Design Guidelines.

D. Redevelopment Strategies / Action Items

- I.** Add structured parking along Jefferson Street to support redevelopment of the North Commercial District and uses in the Historic District.



* hatch indicates proposed building

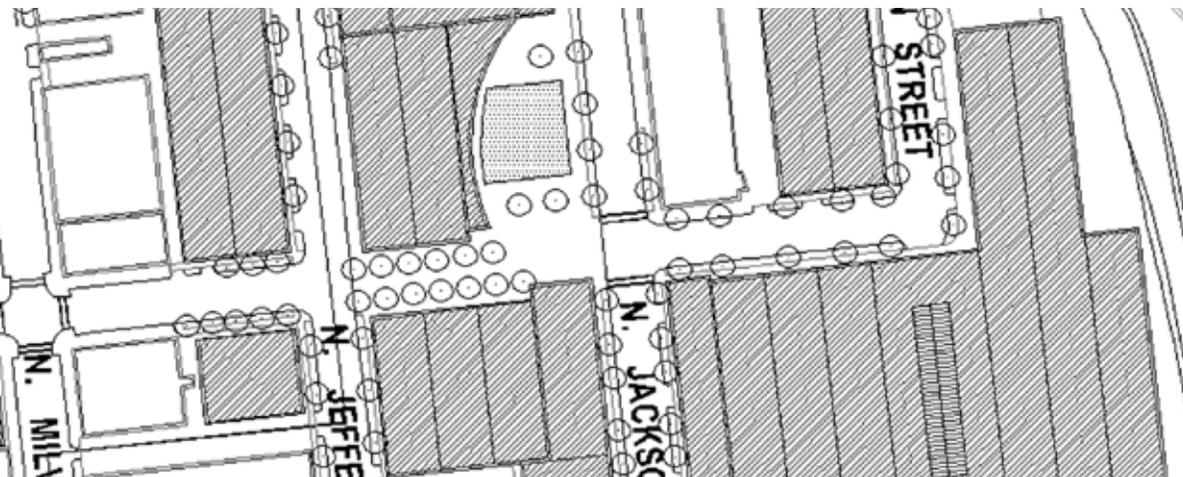


E. Street Design

II. Between Jefferson Street and Jackson Street, Buffalo Street should be reopened with pedestrian amenities along a well-defined streetscape.

The streetscape improvements west of Milwaukee Street should extend east to Van Buren Street. This connection would improve pedestrian circulation between two neighborhood districts.

Continue parallel street parking along Buffalo Street.



Corcoran Street
local street

A. Present Condition

Corcoran Street is a short, two-block street in transition. Two new housing developments along its north edge give it definition and an identity as a residential street. Traffic circulation is complicated by the western block's disposition as a one-way eastbound street.

B. Use Policy

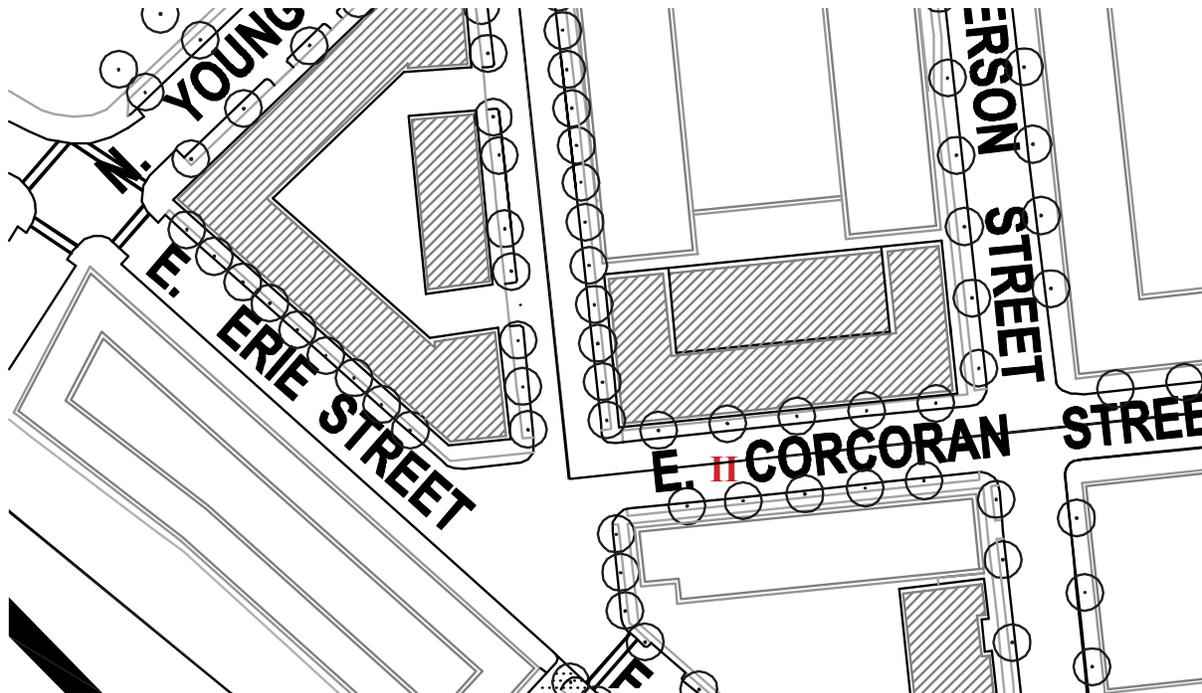
I. Corcoran Street should be extended into the Italian Community Center grounds with a continued emphasis as a residential street.

C. Form Policy

Establish city blocks in scale with the neighborhood pattern.

D. Redevelopment Strategies / Action Items

Extend Corcoran Street into the Italian Community Center grounds.



* hatch indicates proposed building



E. Street Design

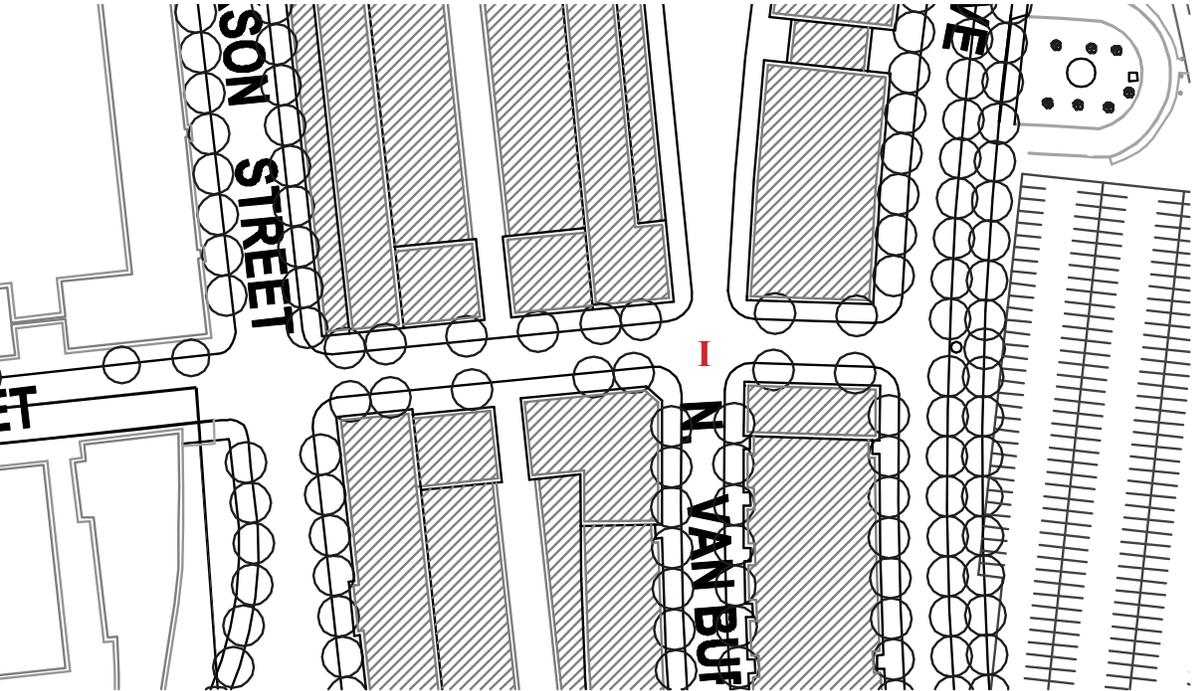
The local street cross section recommended for wide 80' ROW neighborhood residential streets allows for diagonal parking on the east side of north-south streets and on the south side of east-west streets. The other side of the streets would have an 8' parallel parking lane. The pedestrian zone should be 14' comprising an 8' parkway and a 6' walk. Tree canopies and street lighting should alternate in a rhythm along the curb. Other amenities, such as benches and plantings should be included.

East of Jackson Street, the extension need not be at the full right-of way width of 80'. A 60' ROW would provide adequately for a residential street.

II. Corcoran Street should revert to a two way street.

Within a 32' wide roadbed, allow parallel parking on both sides of the street, a sidewalk and 8' planting parkway. Plant street trees and use compatible street and pedestrian lighting.

East of Jackson Street, a standard 60' ROW would be appropriate for a residential street.



Jefferson Street*local street***A. Present Condition**

Jefferson Street is the longest of the local streets. North of Menomonee Street, it is dominated by low-rise commercial and industrial uses and parking lots. To the south, newer mid-rise residential projects are beginning to recreate a street and block system.

B. Use Policy

I. South of Chicago Street, residential uses should extend south to the open spaces planned at the junction with Erie Street.

II. North of Chicago Street, commercial uses and structured parking are also appropriate.

C. Form Policy

South of Chicago Street, the mid-rise residential street image set by the Jefferson Block and Gas Light Square projects should be encouraged.

Should the terminus space of streets at the river follow the Historic Third Ward Riverwalk Design Guidelines and see Catalytic Project 5.3.

**D. Redevelopment Strategies /
Action Items**

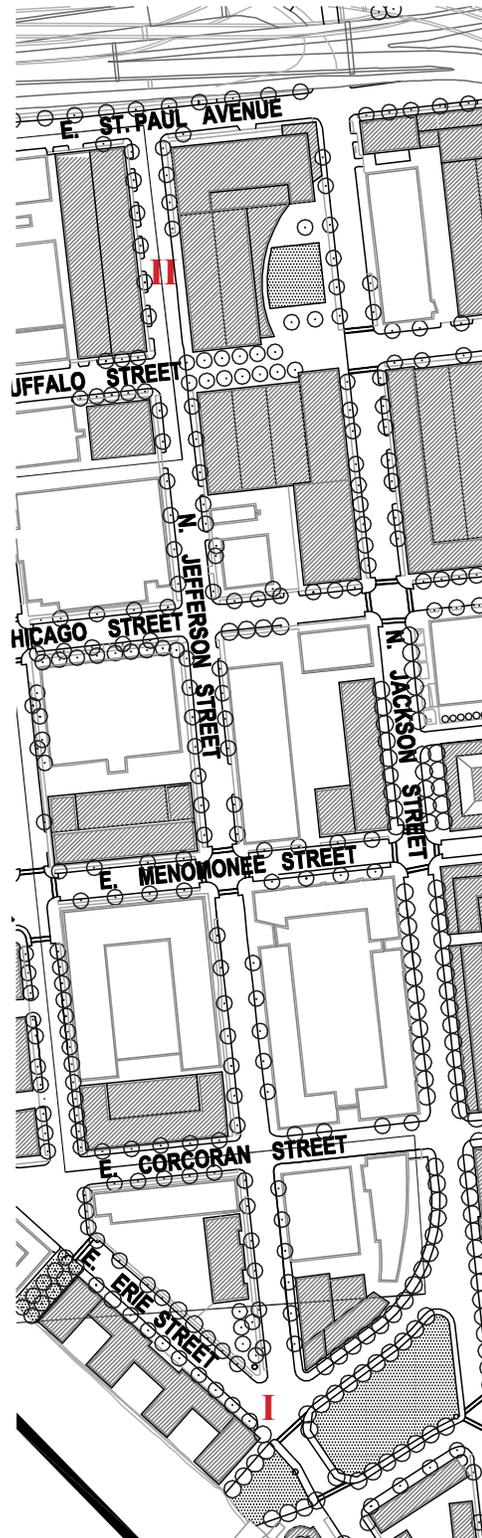
Add a new street from the Jefferson Street Riverwalk public access area to Jackson Street to the east.

E. Street Design

Streetscapes should encourage pedestrian movement between districts.

On residential streets, trees should green the street edge.

North of Chicago Street, parallel parking on both sides of the street allows for extra traffic lane width for cars to move more easily into and out of parking. Signage and other visual cues are important to guide drivers.



** hatch indicates proposed building*





Transit interchange

Van Buren Street
local street

A. Present Condition

At the north edge of the Third Ward Van Buren Street is a one-block long one-way northbound linkage to Downtown. It provides access to bordering surface parking lots. The result is a nondescript service street.

South of Polk Street, Van Buren Street aligns with a former street that is currently a private alley.

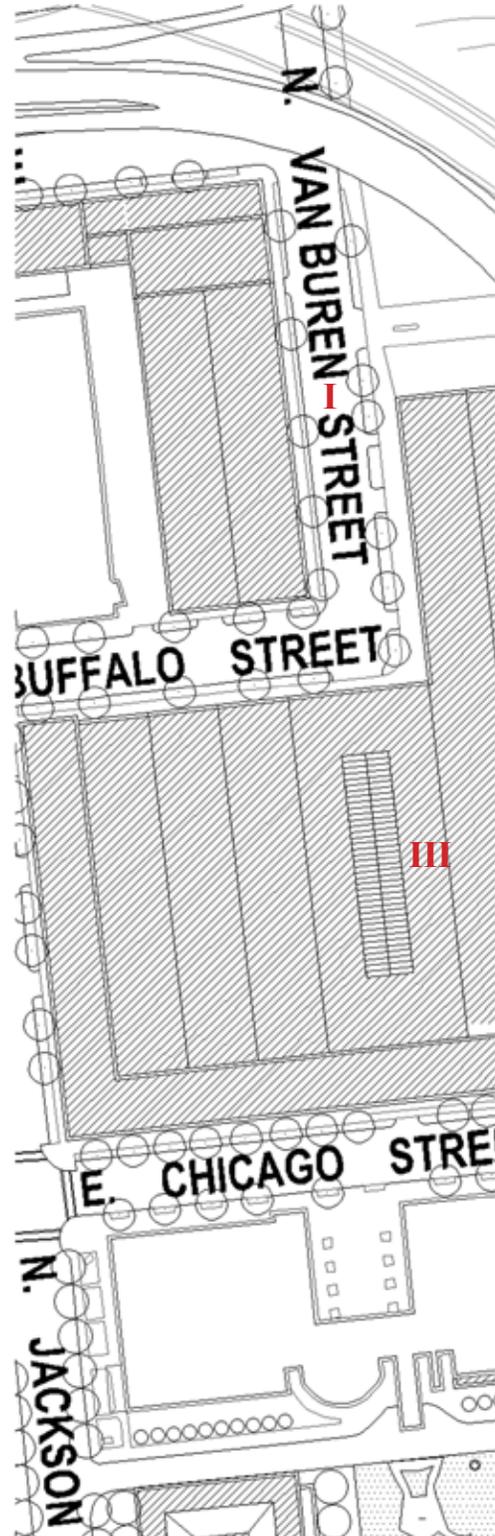
This subsection makes recommendations for existing and extended Van Buren Street.

B. Use Policy

I. North of Buffalo Street, the service function of this one block street is an important part of the concept of creating a parking reservoir in the North Commercial District.

C. Form Policy

II. South of Menomonee Street, Van Buren Street should become a narrow residential street. Build other small streets or alleys intersecting with Van Buren Street and Jackson Street in order to scale down the street grid for a low-rise, high-density residential street environment.



* hatch indicates proposed building



On these narrower streets, residential buildings must be carefully designed with street entrances and facades turned toward the street.

D. Redevelopment Strategies / Action Items

III. Extending Van Buren Street south of Buffalo Street to Chicago Street should be reviewed as the parking and transit concepts are advanced.



IV. Between Menomonee Street and Erie Street, build a new small street that aligns approximately with Van Buren Street to be named later. The street may need to bend to make a good intersection with Erie Street and accommodate specific development plans.

V. Re-connect an east-west small street between Erie Street and Harbor Drive that aligns roughly with Florida Street to be named later.

E. Street Design

North of Chicago Street, the street should include pedestrian amenities to ameliorate accommodation of automobiles and encourage people to leave their cars and walk to their destinations.

North of Chicago Street, parallel parking on both sides of the street allows an extra traffic lane so cars can move more easily into and out of parking structures along Van Buren Street. Signage and other visual cues are important to guide drivers.

South of Menomonee Street, future redevelopment of the service alley at Charter Wire as a local residential street along its west edge is envisioned. Here, a small street of reduced width is suggested. A minimum of 5' wide sidewalks should be incorporated with narrow parkways for tree plantings.

4.2.4 GREEN STREETS

Harbor Drive

green street

A. Present Condition

From the north gate of the Maier Festival Park south to Chicago Street, Harbor Drive is currently a backdoor to the Third Ward. Along this length on the east side of the street is the backside of Summerfest's service buildings and outdoor storage areas.

At Chicago Street, Harbor Drive winds south and re-emerges from beneath the freeway. Here, Harbor Drive becomes a service drive for the festival grounds as it extends to Polk Street. Surface parking lots on both sides of the street overwhelm the landscape with acres of paving.

The entire length of the festival grounds north of Polk Street and east of Harbor Drive has recently been improved. An ornamental metal fence with brick piers and scrim as screening has been installed and improved this edge of the festival grounds.

B. Use Policy

Improve Harbor Drive as described in catalytic projects section 5.2 to remake the street's image from a back alley to a street of prestigious addresses suitable for high profile commercial and perhaps residential uses. However, the east elevation of buildings facing the festival park should be non-residential to reduce noise issues.

C. Form Policy

Create a classic green street to define the edge between an upscale neighborhood and a world class festival park and connect the mouth of the harbor to the Milwaukee Art Museum and recreational areas to the north.

Primary building facades on the West side of Harbor Drive should front onto the street.

**D. Redevelopment Strategies /
Action Items**

*Reconstruct Harbor Drive as
described in catalytic projects
section 5.2.*

E. Street Design

*The street's design is described in
catalytic projects section 5.2*



** hatch indicates proposed building*



Polk Street

green street

A. Present Condition

Polk Street is currently an undefined service road for the industrial uses along its southern edge. It serves as access to parking and for transit connections to the festival grounds during the summer season. It has few pedestrian amenities.

The Millennium Plan called for enhancing the festival park entrances. The South Gate is at the east end of Polk Street as it intersects Harbor Drive.

B. Use Policy

I. The boulevard treatment outlined below creates an elegant formal setting for upscale residential and institutional uses.

II. Use vacant railroad property along the north side of Polk Street as part of a new boulevard and park.

C. Form Policy

Dramatically transform this street into a boulevard connecting the Milwaukee River to the Lake directly through the Festival South Gate, or indirectly by way of the Harbor Drive promenade extending north to the Main Gate and south to the Hoan Bridge at the harbor’s mouth.



* hatch indicates proposed building



**D. Redevelopment Strategies /
Action Items**

*Invest in the catalytic project
described in Section 5.3.*

E. Street Design

*The street's design is described in
Section 5.3.*

