

Appendix 3

NEIGHBORHOOD IMPROVEMENT DEMONSTRATION PROJECT

Enderis Park & Lenox Heights Neighborhoods

NEIGHBORHOOD IMPROVEMENT DEMONSTRATION PROJECT (NIDP)

Vision

Neighborhoods begin to add value beyond the immediate property value of homes, coupled with schools, shopping and recreation in the area, when they begin to add amenities and lifestyle benefits. Social ties serve to further strengthen loyalty and longevity of residents. In parts of the West Side, strong ties to a religious community reinforce this loyalty and longevity.



The following is a program of improvements that could be applied to any of the organized neighborhoods in the West Side, coupled with a two-part demonstration project developed by the Enderis Park Neighborhood Association (EPNA) and the Lenox Heights Neighborhood Association (LHNA), in cooperation and partnership with the West Side Area Plan.

Organizing Principles:

The Neighborhood Improvement Demonstration Project (NIDP) is centered around the following organizing principles:

1. Enhance and maximize assets and strengths of the neighborhood, particularly parks and green space, but not limited to those.
2. Market and promote the neighborhood to attract visitors or potential homebuyers and

to endear the neighborhood to longtime residents.

3. Create an internal neighborhood organization that takes advantage of residents' talents and willingness to volunteer.
4. Organize activities that people enjoy such as youth activities, holiday celebrations, chess tournaments, ice cream socials or concerts in the park.
5. Provide a social network for residents that strengthens communications, and ensures that problems or challenges are dealt with in a timely and inclusive way.
6. Make stronger user-friendly walkable connections between residential blocks and neighborhood shopping district(s). Work to improve the mutually beneficial relationship between stores that serve the needs of neighborhood residents, and residents who provide a stable "walking distance" market for goods and services.
7. Find ways to enhance neighborhood identity and "personalize" the standard kit of parts that make up the City's basic infrastructure, such as streets, street furniture, public right-of-way improvements, landscaping, streetscape elements, sidewalks, intersection paving and crosswalks, bike paths/lanes, traffic signs, light fixtures, utility boxes (public and privately owned), public art and other identity features.

INTRODUCTION & NEIGHBORHOOD CONTEXT: ENDERIS PARK AND LENOX HEIGHTS

Milwaukee's Enderis Park and Lenox Heights neighborhoods are among the city's most stable, best maintained, and most attractive communities. Developed primarily during the Depression Era of the 1930's, the Enderis Park neighborhood is bordered by W. Lisbon Avenue on the north, W. Center Street on the south, N. 76th Street on the west, Appleton Avenue and the intersection of Center and Lisbon on the east. Lenox Heights is directly northeast and adjacent to Enderis Park, and

is bordered by Appleton Avenue, Burleigh Street, Lisbon Avenue, and 60th Street.

At the heart of these two neighborhoods is Enderis Park, an almost 10 acre green, urban oasis. The park/playfield was named after Dorothy Enderis, a Milwaukee Public Schools teacher and a key figure in creating the MPS Recreation and Adult Education Program.



Approximately 4,000 people are proud to call the roughly one-quarter square mile Enderis Park neighborhood home. As illustrated by the map, Enderis Park is only one of several public green spaces scattered throughout the neighborhood. These green spaces help give the neighborhood its identity and contribute considerably to its desirable quality of life.

The Enderis Park and Lenox Heights neighborhoods are not just “green” in the literal sense of the term, however. As tightly knit walkable neighborhoods, they also exhibit several characteristics of sustainable communities. The development

pattern is compact and mixed-use. Many close and convenient, day-to-day shopping services are within walking distance including both grocery and drug stores. Sidewalks line both sides of all streets in the neighborhoods making walking to retailers convenient for those so inclined. The neighborhood’s central location within the Greater Milwaukee Area also affords easy access to region-wide employment, shopping, and recreational facilities. Public transportation while not perfect, is readily available to help people get to them.

The Enderis Park Neighborhood Image Plan is intended to build upon these already existing neighborhood programs and strengths. Because the neighborhood is now completely developed, there will likely be little if any new private construction for the foreseeable future. The Image Plan, therefore, emphasizes actions to enhance public spaces within our community and to promote Enderis Park’s reputation as Milwaukee’s Green Neighborhood.

While current residents of both Enderis Park and Lenox Heights share a positive and reasonably well-defined image of their neighborhoods, it’s unlikely that that image is widely recognized outside the immediate area. Clearly these neighborhoods lack the name recognition of neighborhoods such as Bay View, The East Side, The Historic Third Ward, and Story Hill, and would like to change that. EPNA has, therefore, developed an Enderis Park Neighborhood Image Plan to be incorporated into the City of Milwaukee’s West Side Area Plan. Along similar lines, the Lenox Heights Neighborhood Association has developed a Neighborhood Improvement Plan. It is hoped that the City will use these as the basis for a variety of future actions that affect the



area, and as a demonstration project for other neighborhoods seeking to enhance their image, improve their assets, resolve immediate problems, and enrich their overall quality of life.

The following specific, recommended actions in Part I constitute the Enderis Park Neighborhood Image Plan and Part II, the Lenox Heights Neighborhood Improvement Plan. The Enderis Park and Lenox Heights Neighborhood Associations would like to take the lead in demonstrating how implementation of these organizing principles can enhance a neighborhood's livability and, ultimately, its value to the broader community. After each action item, a responsible party or lead actor (for example, the City of Milwaukee, EPNA or LHNA) is noted along an indication as to whether the action is anticipated to be implemented in the short term (1 to 3 years), intermediate term (4 to 7 years), or over the long term (more than 7 years). Assumptions have been made regarding funding and feasibility, which will affect responsibility and projected term of action.

DEMONSTRATION PROJECT PART I: ENDERIS PARK NEIGHBORHOOD IMAGE PLAN

(1) *Enhance and maximize assets and strengths of the neighborhood, particularly parks and green space, but not limited to those.*

- Continue to embrace the concept of sustainable communities and sustainable development. Enderis Park is already a green neighborhood in the most literal sense of that term. The park, along with many other green spaces, give the neighborhood an open and relaxed ambiance. The existing green spaces provide practical environmental benefits as well, e.g., permeable surfaces for the absorption of storm water, habitats for birds and small mammals, and spaces where large scale trees can thrive.
- The Enderis Park Neighborhood Association (EPNA) will continue to sponsor a number of programs designed to improve and promote the neighborhood's public green areas as well as to encourage enhancement of private green spaces. These include: Working with the City of Milwaukee a few years ago to upgrade Enderis Park. EPNA's participation included the contribution of several thousand dollars in private funds to help cover the cost of improvements.

Lead Agency: EPNA

Timeframe: Ongoing

(2) *Market and promote the neighborhood to attract visitors or potential homebuyers and to endear the neighborhood to longtime residents.*

- The Enderis Park Neighborhood Association (EPNA) will continue to sponsor a number of programs designed to improve and promote the neighborhood's image, such as the EPNA annual Garden Tour showcasing some of the more spectacular homeowner' yards in the neighborhood; and an EPNA program that provides matching grants

to homeowners who make landscaping improvements to their property.

- Promote or “brand” Enderis Park as “Enderis Park, Milwaukee’s Green Neighborhood”.

Lead Agency: EPNA

Timeframe: Ongoing

(3) Create an internal neighborhood organization that takes advantage of residents’ talents and willingness to volunteer.

- Continue to recruit neighborhood residents to volunteer their time and talents and to become part of the Enderis Park Neighborhood Association (EPNA). Continue EPNA as a community-based “grass roots” neighborhood organization that is self-organized.
- Continue organizing efforts and communications.
- Continue working with a community organizer as part of the Greater Milwaukee Foundation’s Healthy Neighborhoods Initiative pilot program.

Lead Agency: EPNA, Greater Milwaukee Foundation

Timeframe: Ongoing

(4) Organize activities that people enjoy such as youth activities, holiday celebrations, chess tournaments, ice cream socials or concerts in the park.

- EPNA will continue to coordinate a summer-long series of concerts in Enderis Park. Not only do these concerts offer free entertainment for neighborhood families but they also promote neighborhood pride and increase resident awareness of our neighborhood’s wonderful open space resources.

Lead Agency: EPNA

Timeframe: Ongoing

(5) Provide a social network for residents that strengthens communications, and ensures that problems or challenges are dealt with in a timely and inclusive way.

- Once the West Side Area Plan is approved, EPNA will appoint a Plan Implementation Committee to work with the City to accomplish the various actions identified in the Neighborhood Image Plan.
- Continue to incorporate comments from Enderis Park neighborhood residents and other interested parties in the planning and review process (still underway).

Lead Agency: City of Milwaukee and EPNA

Timeframe: Short term (actual improvements may be short or long term).

(6) Make stronger user-friendly walkable connections between residential blocks and neighborhood shopping district(s). Work to improve the mutually beneficial relationship between stores that serve the needs of neighborhood residents, and residents who provide a stable “walking distance” market for goods and services.

- Explore traffic calming improvements on N. 68th Street and elsewhere within the neighborhood where automobile traffic presents a deterrent to residents’ walking to local destinations (as opposed to driving which adds to traffic and the direct and indirect costs of having more people in



automobiles as opposed to on foot. While traffic generally is not a problem in the Enderis Park neighborhood, the speed of traffic (more than the actual traffic count) can be annoying and is potentially dangerous for residents, particularly along N. 68th Street. Traffic hazards (along with noise) present a real deterrent to walking and force or reinforce driving to local destinations.

Background: The City now considers this street segment to be an arterial (arterials are throughways not usually considered appropriate for traffic calming) even though it carries only around 2,000 vehicles per day and terminates at W. Burleigh Street (does not go “through”).

Also note: The curb-to-curb pavement width is currently 36 feet. By comparison, the curb-to-curb width of 68th street just to the south in Wauwatosa is only 30 feet. Wauwatosa’s 68th Street appears to carry just as much traffic as, if not more than, Milwaukee’s section of the same street. But the speed of that traffic is noticeably slower. The yellow dashed center stripe on the Milwaukee section gives the street the appearance of a rural highway. Unfortunately, many motorists tend to drive accordingly. N. 68th Street is also lined with residences. Young children play in front yards and ride their bikes on adjacent sidewalks. Speeding traffic presents a very real danger to them and compromises the livability and quality of life of the neighborhood.

EPNA would like to work with the City’s traffic planners to evaluate traffic impacts and come up with a strategic traffic calming plan for the neighborhood with an emphasis on N. 68th Street.

Lead Agency: City of Milwaukee and EPNA

Timeframe: Short term (actual improvements may be short, intermediate, or long term).

- (7) **Find ways to enhance neighborhood identity and “personalize” the standard kit of parts that make up the City’s basic infrastructure, such as streets, street furniture, public right-of way improvements, landscaping, streetscape elements, sidewalks, intersection paving and crosswalks, bike paths/lanes, traffic signs, light fixtures, utility boxes (public and privately owned), public art and other identity features.**

Implementation (multiple action items listed):

- **Install additional neighborhood entry monuments.**

EPNA has previously installed neighborhood entry monuments on the north side of N. 68th Street at W. Center Street (see Photo #1). Additional entry monuments could be erected at other key neighborhood entry points such as N. 68th at W. Lisbon and W. Locust at N. 76th.



- **Illuminate entry monuments with solar lighting.**

The effectiveness of the existing monuments is somewhat diminished at night. Solar up-lighting will solve this problem via a renewable energy source.

- **Enhance the commercial areas along W. Burleigh Street (N. 76th to W. Lisbon) and W. Lisbon Avenue (W. Burleigh to N. 70th).**

Two specific improvements are proposed. (a) Add street trees in the tree lawn area adjacent to the service station at Lisbon and Burleigh. (b) Install landscaping along the Lisbon Avenue frontage of the Sentry parking lot.

- **Revitalize commercial districts (neighborhood shopping districts) in and around the Enderis Park neighborhood.**

In addition to these specific improvements, EPNA wants to work with commercial development experts in the Department of City Development along with business leaders of successful enhancement programs in other commercial districts to devise a revitalization plan for our commercial areas.

- **Illuminate the Magic Tree Grove in Enderis Park.**

Lighting would add nighttime drama to this charming sculpture and would create a visual counterpoint to the illuminated softball field at the park's north end. If possible, solar lighting should be utilized.



- **Serve as demonstration neighborhood for LED street lighting. If LED lights are installed, utilize more attractive street light fixture.**

If and when the City of Milwaukee decides to pursue replacement of existing street lights with more energy efficient LED lights, Enderis Park offers to be a demonstration neighborhood for the first such installation. More attractive, more neighborhood oriented (pedestrian-oriented) street light fixtures should replace the existing highway-style, cobra overhead light fixtures.

- **Evaluate and upgrade, as appropriate, municipal street signing.**

The Enderis Park neighborhood borders Wauwatosa. It serves as an entry point to the city. At some locations, the City's street signing appears jumbled, deteriorated, and unattractive (see Photo #2). The image of the city and of our neighborhood suffers as a result.

- **Install customized street name signs as has been done elsewhere in the city (e.g. Brady Street).**



Such signs can help give the neighborhood a unique and more recognizable image. The design of the street signs would reflect our "Green Neighborhood" theme.

- **Erect small neighborhood identification monuments in neighborhood green spaces.**

These monuments would also be intended to give the neighborhood a unique and more recognizable image. The design of

the monuments would reflect our “Green Neighborhood” theme.

- **Expand effort to install special house number plaques throughout the neighborhood.**

EPNA is already providing unique house number plaques to neighborhood homeowners. The plaques meant to increase neighborhood identity. EPNA’s efforts to promote the plaques will be intensified.



- **Explore the idea of placing landscape planters at all four corners of key intersections within the neighborhood.**

To emphasize Enderis Park’s green credentials while beautifying the neighborhood, EPNA proposes to work with the City and corner property owners to place landscape planters at several key intersections. The planters would have internal water reservoirs and would be planted with low maintenance, sustainable plant materials.

- **Work with the City to identify small sections of the neighborhood’s public green spaces that could be used for community gardening.**

Most private lots in the Enderis Park neighborhood are relatively small offering only limited opportunity for gardening. Community gardening areas in neighborhood green spaces could provide gardening opportunities for those who are unable to use their own property for that purpose. A variety of issues would have

to be addressed such as the availability of water for irrigation. EPNA would like to work with the City to see what may be possible.



Lead Agency: EPNA, City of Milwaukee, Alderman (District 10)

Timeframe: Short term, intermediate or long term if project is determined not yet feasible by the City or if significant fundraising is involved.

DEMONSTRATION PROJECT PART II: LENOX HEIGHTS NEIGHBORHOOD IMPROVEMENT PLAN

(1) **Enhance and maximize assets and strengths of the neighborhood, particularly parks and green space, but not limited to those.**

- Rebuild concrete triangles at Appleton and Moltke and at 64th Street and Lisbon to make them green areas and appealing entrances for visitors into the community.
- Purchase former Fred's Nursery on Burleigh, tear it down, and construct green space for community garden
- Improve Center Street Park – not directly part of the Lenox Heights area, but an important part of the overall community. For example – a makeover of the field house, inside and out, and the creation of a pavilion-like picnic area structure would create amenities that add value to the park and the surrounding area.

Lead Agency: LHNA, City of Milwaukee, Alderman (District 10)

Timeframe: Short term, intermediate or long term if project is determined not yet feasible by the City or if significant fundraising is involved.

(2) **Market and promote the neighborhood to attract visitors or potential homebuyers and to endear the neighborhood to longtime residents.**

- Place three more large Lenox Heights signs near major entrances to the neighborhood. For example:
 - Corner of Lisbon, Burleigh, and 70th – at tip of the Citgo Gas Station
 - Intersection of Burleigh and Appleton
 - Near 60th and Appleton
- Increase the number of already existing Lenox Heights signs on additional light

posts inside and on the borders of the neighborhood.



Lead Agency: LHNA, City of Milwaukee, Alderman (District 10)

Timeframe: Short term, intermediate or long term if project is determined not yet feasible by the City or if significant fundraising is involved.

(3) **Create an internal neighborhood organization that takes advantage of residents' talents and willingness to volunteer.**

- Continue to recruit volunteers to support Lenox Heights Neighborhood Association (LHNA), which has existed as a special entity for the last 15 years with officers, a board, and members who have taken on different events and activities.
- Continue working with a community organizer as part of the Greater Milwaukee Foundation's Healthy Neighborhoods Initiative pilot program.
- Continue LHNA work with Alderman and the City Council to create, design, print and pay for the Lenox Heights Neighborhood of Friends signs posted in 25 strategic places on the borders and within the neighborhood.
- Continue to address nuisance properties. For example, LHNA worked with the Alderman and the City Council to close Club Rendezvous on the corner of Appleton and

Burleigh when it became a problem property (nuisance use) for the neighborhood residents. The building is now a daycare.

- Continue to work closely with Milwaukee Police Department. For example, LHNA has worked with the police in identifying and closing three drug houses in the neighborhood.
- Continue traffic calming solutions where they may apply. For example, LHNA worked with the Alderman and the City Engineers to have a speed hump constructed in the 6300 block of Chambers. This may be the first of its kind on the west side of Milwaukee and may set a precedent for future neighborhoods to follow suit in order to slow down traffic.

Lead Agency: LHNA, City of Milwaukee, Alderman (District 10), Milwaukee Police, Greater Milwaukee Foundation

Timeframe: Ongoing

(4) Organize activities that people enjoy such as youth activities, holiday celebrations, chess tournaments, ice cream socials or concerts in the park.

- LHNA will continue to sponsor an April spring clean-up providing gloves and large trash bags to all participants. There is a bake sale and all participants receive a free soda from Steve's Liquor and attend a free ice cream social at Robert's Custard.
- Also in the spring LHNA sponsors a neighborhood rummage sale.
- In the summer LHNA will continue to sponsor a beautification project with prizes

donated by Fred's Landscaping on Appleton. There are three winners each summer.

- LHNA will continue to sponsor summer block parties for all residents in the neighborhood.
- LHNA will continue to sponsor a night-time Halloween trick or treat where all children must be accompanied by their parents. All are invited to dress in costume.
- LHNA will continue to work with the Enderis Park Neighborhood Association in providing a parade and picnic in Enderis Park for the Fourth of July celebration and an egg hunt in the park for Easter Sunday.

Lead Agency: LHNA, City of Milwaukee, Alderman (District 10)

Timeframe: Ongoing

(5) Provide a social network for residents that strengthens communications, and ensures that problems or challenges are dealt with in a timely and inclusive way.

- Continue small meetings that are held on neighbors' decks and basements. Large meetings are held in Mother of Good Counsel Church basement with the Alderman and Milwaukee Police Department Community Liaison Officer.
- Continue Block Watch Clubs and update members. Set up new clubs on an "as needed" basis with the Milwaukee Police Department.
- Continue LHNA blog where residents can share their concerns or questions.



- Continue LHNA tradition of printing 550 fliers with news and a listing of upcoming events in the neighborhood.
- Raise funds for the conversion of the large brick building, 6618 W. Lisbon, into a community center for the neighborhood

Lead Agency: LHNA, City of Milwaukee, Alderman (District 10), Milwaukee Police

Timeframe: Ongoing

(6) *Make stronger user-friendly walkable connections between residential blocks and neighborhood shopping district(s). Work to improve the mutually beneficial relationship between stores that serve the needs of neighborhood residents, and residents who provide a stable “walking distance” market for goods and services.*

Under this category LHNA residents consider traffic calming to be the most important contribution the city can make to our neighborhood to have a “mutually beneficial relationship” making walking safe and practical. Toward this end LHNA has been working with the Alderman, City Engineers, Police and Fire departments, and Health officials to find effective ways to calm or slow down the traffic on Appleton Avenue from Burleigh to 60th Street. To date nothing substantial has been done to accomplish this goal. LHNA advocates slowing down Appleton traffic between Burleigh and 60th Street with bump outs, single lane each way, and bike paths. Other suggestions from residents for calming the traffic in the Lenox Heights area are:

- Consider continuation of speed humps (one existing hump in the 6300 block of Chambers) in strategic areas – example – in the alley between Roberts Ice Cream and Steve’s Liquor, between 64th and 66th on Chambers, between 64th and 66th on Locust.
- Ask DPW traffic engineers to consider construction of traffic calming circles in strategic locations – for ex. intersections of

64th and Girard, 64th and Locust, 64th and Chambers

- Ask DPW traffic engineers to consider a no left turn sign at the south alley of Steve’s Liquor Store
- Ask DPW traffic engineers to consider adding a stop sign on Richmond at 64th Street

Lead Agency: LHNA, City of Milwaukee, Alderman (District 10)

Timeframe: Short term, intermediate or long term if project is determined not yet feasible by the City or if significant fundraising is involved.

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- Place trash receptacles with Lenox Heights logo in strategic areas with a contract in place to pick up the trash.
- Create consistent landscaping on the Burleigh median from 70th and Lisbon to Appleton Avenue with less use of bricks and pavement.
- Consider creating landlord matching funds program to enhance and beautify curb appeal of rental properties – especially for the apartment buildings on Appleton Avenue.
- Consider creating small business matching funds program to enhance the entrances and store fronts of businesses along Lisbon, Burleigh, and Appleton.
- If possible, place a street light on every light pole in all the alleys

- If possible, replace existing street lights with pedestrian harp lights and taller acorn lights
- Consider creating a matching fund to help property owners with cost of sidewalk repair



- Place benches and planters in strategic areas of the neighborhood.

Lead Agency: LHNA, City of Milwaukee, Alderman (District 10)

Timeframe: Short term, intermediate or long term if project is determined not yet feasible by the City or if significant fundraising is involved.