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**A BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT  
REDEVELOPMENT PLAN AMENDMENT  
TO THE  
NORTH 7<sup>TH</sup> STREET - WEST GARFIELD AVENUE REDEVELOPMENT PROJECT AREA**

Redevelopment Authority

of the

City of Milwaukee

Milwaukee, Wisconsin

Prepared by:

The Department of City Development  
Milwaukee, Wisconsin

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## Redevelopment Plan Amendment Number 2 To the Redevelopment Plan for the North 7th Street – West Garfield Avenue Project Area Milwaukee, Wisconsin

March 2, 2005

This Redevelopment Plan Amendment Number 2 to the Redevelopment Plan for the North 7<sup>th</sup> Street – West Garfield Avenue Project Area replaces both the original North 7<sup>th</sup> Street – West Garfield Avenue Redevelopment Plan approved by the Redevelopment Authority on April 28, 1983, and adopted by the Milwaukee Common Council on May 17, 1983, and Amendment Number 1 to the Redevelopment Plan for the North 7<sup>th</sup> Street – West Garfield Avenue Project Area approved by the Redevelopment Authority on January 5, 1984 and adopted by the Milwaukee Common Council on January 24, 1984.

This redevelopment plan is prepared pursuant to Section 66.1333 (6) (b), Wisconsin Statutes which requires that, “Such redevelopment plan shall conform to the general plan of the City and shall be sufficiently complete to indicate its relationship to definite local objectives as to appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements in the project area, and shall include without being limited to, a statement of the boundaries of the project area; a map showing existing uses and conditions of real property therein; a land use plan showing proposed uses of the area; information showing the standards of population density, land coverage and building intensity in the area after redevelopment; present and potential equalized value for property tax purposes; a statement of proposed changes, if any, in zoning ordinances or maps, and building codes and ordinances; a statement as to the kind and number of site improvements and additional public utilities which will be required to support the new land uses in the area after redevelopment; and a statement of a feasible method proposed for relocation of families to be displaced from the project area.”

### A. STATEMENT OF PROJECT AREA BOUNDARIES

The North 7<sup>th</sup> Street – West Garfield Street Redevelopment Project Area is located in the City of Milwaukee and encompasses the area shown and described on Map No. 1, titled Boundary and Existing Land Use Map, in the “EXHIBITS” section of this Redevelopment Plan.

The perimeter boundary of the project area is as follows:

Beginning at the intersection of the north line of West Meinecke and the west line of N. 7<sup>th</sup> Street;

Thence, east along the north line of West Meinecke to its intersection with the east line of N. 4<sup>th</sup> Street;

Thence, south along the east line of N. 4<sup>th</sup> Street to the north line of the east-west alley that is to the north of 324 North Avenue;

Thence, east along the north line of the east-west alley to its intersection with the east line of the north-south alley that is to the east of 324 North Avenue;

Thence, south along the east line of the north-south alley to its intersection with the south line of West Garfield Avenue;

Thence, west along the south line of West Garfield to its intersection with the east line of N. 8<sup>th</sup> Avenue;

Thence, north along the west line of 2225 N. 8<sup>th</sup> to its intersection with the north line of North Avenue;

Thence, east along the north line of North Avenue to its intersection with the west line of N. 7<sup>th</sup> Street;

Thence, north along the west line of N. 7<sup>th</sup> Street to its intersection with the north line of West Meinecke, the point of beginning.

The boundaries of this project are shown generally as to location on all maps attached to this Renewal Plan and are more precisely described in Map No. 1 – Boundary and Existing Land Use Map.

### B. DESCRIPTION OF THE PROJECT

This Plan is intended to create a Bronzeville Cultural and Entertainment District, a geographic area specifically focused on the attraction and promotion of African-American arts, entertainment and culture. Bronzeville will be a year-round tourist destination celebrating a rich cultural heritage by offering authentic ethnic music, art and cuisine. As the District matures and the market develops, it may also offer gallery space, more specialized retail opportunities, and regional theater. As added benefits to the city, the Plan will improve the physical character of the commercial district and the surrounding residential neighborhood, create investment and employment opportunity, support tourism, and celebrate racial diversity. The long-term objectives and market-based growth strategy for the District are described in Exhibit D - Bronzeville Market Analysis and District Plan prepared by CH2MHill for the City of Milwaukee in February, 2005.

#### 1. Plan Objectives

This Plan is intended to facilitate the development of a Bronzeville Cultural and Entertainment District, primarily focused on a four-block area along North Avenue between 3<sup>rd</sup> Street and 7<sup>th</sup> Street, located in Aldermanic District 6, serving as a

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cultural hub for the Milwaukee community and as a regional destination for tourists and visitors to Milwaukee. Specifically, the plan seeks to:

- a. Assemble, prepare and market sites that serve the development needs of the district and promote the goals of the plan;
- b. Acquire property within the project area and market developable City-owned sites;
- c. Remove deteriorated, obsolescent, blighted, and structurally substandard buildings;
- d. Eliminate blighting influences and environmental deficiencies which detract from the general appearance and livability of the area, downgrade existing development, and discourage new development or rehabilitation;
- e. Encourage substantial rehabilitation of basically sound structures in need of repair to achieve plan standards and comply with local building codes;
- f. Foster redevelopment activities within the project area which are consistent with the uses permitted in this Plan and which do not conflict with the sound needs and growth of the surrounding neighborhood and the community as a whole;
- g. Preserve historically significant buildings in accordance with Department of Interior standards;
- h. Create a cultural center to be housed in the Garfield Elementary School that complements the district;
- i. Provide entertainment venues that are year-round and have the capacity for both indoor and outdoor emphasis and design features.
- j. Establish land use, building and site design guidelines for the project area consistent with high quality standards of urban design and architectural best practices;
- k. Take measures to create a district identity.

## 2. Urban Renewal Actions

The general renewal activities included in this project are those broadly prescribed in Section 66.1333(6)(b), Wisconsin Statutes, and include, without limitation thereof, the following:

- a. Acquisition by purchase, eminent domain or otherwise, all real property in the project area;
- b. Demolition, removal, or rehabilitation of all buildings and structures acquired by the Authority;
- c. Installation, construction, or reconstruction of site and project improvements necessary to support land uses after redevelopment;
- d. Disposition by sale, lease, or dedication of public purposes of land acquired in the project area for uses in accordance with the provision of this plan; and
- e. The voluntary or compulsory repair and rehabilitation of all buildings and structures to be retained in the project area.

Specific actions deemed necessary to achieve the objectives of this Plan as cited herein during the time period in which it is in full force and effect include:

- a. Compulsory repair and rehabilitation of buildings for uses permitted in this Plan;
- b. Elimination of blighting influences and environmental deficiencies;
- c. Removal of incompatible uses, buildings, and structures;
- d. Acquisition of property not repaired and rehabilitated to the specifications and standards established pursuant to this Plan;
- e. Acquisition of real property for the assemblage of disposition parcels suitable in size and shape for the uses permitted in the Plan; and
- f. Demolition of structurally substandard buildings, after rehabilitation efforts have been exhausted.

Required vacations of plat and public rights-of-way, replatting, and rezoning shall be accomplished by separate actions in accordance with the procedures specified in applicable provisions of local ordinances and Wisconsin law.

## C. LAND USE PLAN

Land uses and the general location of public rights-of-way within the project area after redevelopment are shown on Map No. 3, Proposed Land Use Plan. The exact location of buildings, parking areas, recreational areas, public streets and alley rights-of-way shown on Map No 3 may be modified or revised by the Authority during the course of project execution without amendment of this Plan, provided that such modifications or revisions in the location or design of the buildings, parking areas, recreational areas, public streets and proposed rights-of-way will benefit the surrounding area and land use, will not adversely affect the original objectives of this Plan, and will, subsequently, be approved by the City of Milwaukee in accordance with applicable state and local regulations and procedures.

It is intended that the land use plan established by this project will promote the development of a Bronzeville Cultural and Entertainment District and conservation of the surrounding area, and may provide a limited number of building sites for needed infill housing, commercial and mixed use development compatible with retained existing neighborhood development and historic buildings and sites located within the District.

### 1. Land Use Provisions and Building Requirements

In order to achieve the objectives of this Plan, the use of land within the project boundaries shown on Map No. 3 – Proposed Land Use Plan will be made subject to the land use restrictions specified in Exhibit B – Principal Use Table of this Plan. In those instances where the land use restrictions set forth in Exhibit B – Principal Use Table are more restrictive than those described in applicable statutes, and local codes or ordinances, as may be amended from time to time, the more restrictive

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regulations imposing a higher standard of redevelopment shall govern unless otherwise specifically waived in the disposition instrument for the sale of land. In all other instances, applicable local statutes, codes, and ordinances shall apply.

The following is a limited description of preferred, conditional, and prohibited uses within the commercial and residential districts of the Redevelopment Project Area. For a complete list of uses and use restrictions, see Exhibit B – Principal Use Table.

## a. Commercial District

### 1) Preferred Uses

- a) Sit-down restaurants
- b) Theaters-- preferably smaller entertainment venues (5,000 SF or less) for music, film, dance, or other live artist performances
- c) Taverns – preferably establishments that support the historic and cultural focus of the district
- d) Cultural institutions, such as museums and cultural centers
- e) Broadcasting or recording studios
- f) Artist studios
- g) Accessory uses, including outdoor dining areas, patios, courtyards, and other related accessory development customarily incident to the above permitted principal uses.

### 2) Conditional Uses

- a) Retail establishments, general
- b) Restaurants, fast food/carry-out
- c) General office uses, such as professional offices
- d) Drive-through facilities
- e) Indoor recreational facilities
- f) Schools, specialty or personal instruction
- g) Parking lots where parking is the principal use
- h) Accessory uses customarily incident to the above conditional principal uses

### 3) Prohibited Uses

- a) Transitional living facilities
- b) Social service facilities
- c) Religious assembly
- d) Currency exchange, payday loan or title loan agencies
- e) Adult entertainment establishments
- f) Adult retail establishments
- g) Gaming facilities
- h) Outdoor storage
- i) Any Permitted, Limited, Special or Accessory Use(s) allowed by local zoning but which are not deemed appropriate by the Authority and contributory to the character and image of the area.

## b. Residential Districts

### 1) Preferred Uses

- a) Single-family dwellings
- b) Two-family dwellings
- c) Accessory uses and structures typically associated with the above

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## 2) Conditional Uses

- a) Multi-family dwellings
- b) Live entertainment special events
- c) Accessory uses customarily incident to the above conditional principal uses

## 3) Prohibited Uses

- a) Large group shelter care facilities
- b) Rooming houses
- c) Any Permitted, Limited, Special or Accessory Use(s) allowed by local zoning but which are not deemed appropriate by the Authority and contributory to the character and image of the area.

## c. Additional Regulations, Controls and Restrictions

Parcels sold or leased for redevelopment shall be suitable for the type of development, use, and plan of operation proposed.

Building and site regulations for proposed permitted uses shall be as specified for such uses by the Redevelopment Authority in conjunction with the acceptance of any offer to purchase or lease any disposition parcel and shall, to the extent deemed necessary by the Authority be based on the following standards of planning and urban design. Such standards may be made a condition of the sale or lease of any disposition parcel and may also be detailed in the appropriate disposition instrument.

### 1) Building Regulations

Building regulations for permitted residential uses shall be as specified in the zoning ordinance of the City of Milwaukee for the zoning districts permitted in Section E.14. of this Plan and shown on Map No. 6 - Proposed Zoning Map.

### 2) Off-street parking

Automobile parking spaces shall be designed in accordance with generally accepted planning and engineering standards and shall be provided and maintained in accordance with the applicable provisions of the Milwaukee Code of Ordinances except as herein modified.

- a) Parking spaces shall not be located within the front or side street setback area indicated in the zoning ordinance of the City of Milwaukee.
- b) Curb openings and driveway approaches shall be located and designed to minimize conflicts between pedestrians and automobiles. The Authority shall specifically regulate curb cuts and driveways along major streets with respect to number, location, spacing, and width.
- c) Parking lots for five or more automobiles shall be screened from view by a combination of wall, fence or plantings in a manner acceptable to the Authority.
- d) Large parking lots for twenty or more automobiles shall have interior landscaping at 17% of total parking area, in addition to perimeter screening by a combination of wall, fence or plantings acceptable to the Authority.

### 3) Usable Open Space

Usable open space for outdoor living purposes such as patios, gardens (including rooftop gardens), decks, porches, common areas, and play areas, shall be provided on-site for each dwelling unit at a rate not less than the following:

<u>Dwelling Unit Type</u>	<u>Minimum Open Space Per Unit</u>
Live/work unit	150 Square Feet
Mixed residential/commercial	300 Square Feet
Single family attached	750 Square Feet
Single-family detached	1000 Square Feet
Duplex or triplex building	1250 Square Feet
Multi-family building (4-9 units)	1500 Square Feet
Multi-family building (10+units)	1750 Square Feet

### 4) Landscaping

All portions of the disposition parcel including those developed with structures, sidewalks, service drive, or parking areas, shall be adequately landscaped in accordance with an approved landscape plan. Trees, shrubs, and other plant material, hardscape material and groundcover shall be suitable to climate, soil conditions, and intended use. The site shall be designed to retain groundwater and minimize storm water runoff.

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## 5) Garbage and Refuse Collection

Garbage and refuse collection stations shall be acceptably screened from view by appropriately designed fences, walls, enclosures, or plantings. Stations serving residential uses shall be conveniently located within one hundred feet of all dwelling units or apartment exits served.

## 6) Accessory Structures

Prior to construction, the Authority shall approve the location, size, and design compatibility of all permitted accessory structures such as garages, maintenance buildings, etc.

## d. Duration of Land Use Provisions and Building Requirements

This Plan, including any approved amendment or modification thereof, shall be in full force and effect for an initial period of twenty-five years from the date it is certified to the Common Council of the City of Milwaukee as provided by Section 66.1333 (6)(b), Wisconsin Statutes. After that period, the Plan may be renewed for an additional five-year period by action of the Authority, without a public hearing.

## e. Applicability to Real Property Not to be Acquired

The land use and building restrictions described in this section are applicable to all parcels and properties within the Project area, including those excluded from acquisition as identified on Map No. 4 - Land Acquisition Plan. Excluded properties shall comply with the applicable property requirements of this Plan. The Authority shall impose these requirements, without limitation, because of enumeration by one or more of the following:

- 1) Enforcement of applicable codes, ordinances, and regulations of the City of Milwaukee and the State of Wisconsin
- 2) Acquisition
- 3) Separate written agreement

## D. PROJECT PROPOSALS

### 1. Land Acquisition

- a. Property currently identified for acquisition is shown on Map No. 4, Land Acquisition Plan, as "parcel to be acquired." The Neighborhood Improvement Development Corporation (NIDC) will offer low-cost loans for rehabilitation to owners of properties not identified for acquisition. Properties receiving rehabilitation loans through NIDC must be repaired and rehabilitated to the minimum property standards established by the Community Development Block Grant Agency of the City of Milwaukee. This standard is the Home Investment Partnership or "HOME" standard, which is hereby incorporated by reference and made a part of this Plan.
- b. Properties not identified for acquisition may be acquired at any time during the course of project execution if, after notice of meetings in accordance with the procedure described below, the Redevelopment Authority has found and determined that such properties are blighting because:
  - 1) The present owner(s) is unable or unwilling to repair and rehabilitate the property to the minimum standard for rehabilitation identified above. (Whenever such property is acquired, it may be cleared or offered for sale subject to rehabilitation to at least the Home Investment Partnership or "HOME" standard.)
  - 2) The property is substandard, deteriorated, or economically infeasible of repair and rehabilitation to the 20-year standard identified above.
  - 3) The property has been converted or devoted to a use(s) not in conformance with the land use objectives established for the project area.
  - 4) The property is needed for land assembly to provide a development site of sufficient size and shape to attract investment by the private sector, or to achieve described land use objectives established for the project area.

The following procedure shall be used whenever the Authority deems it necessary to acquire additional properties in the project area:

The Authority shall notify the owners of all property within the project area proposed to be acquired under the provisions of this subsection of the Plan. Notice shall be given to the owner(s) of record of each such property to be acquired by certified mail with return receipt requested, at their last-known address and at least 10 days prior to adopting a resolution approving such acquisition. Such notice shall describe the time, date, place, and purpose of the hearing; identify the project area and the property to be acquired; and also recite the reason(s) for such acquisition. All owners receiving notice shall be afforded a full opportunity to express their views respecting the proposed acquisition at such meeting for the purpose of assisting the Authority in making its findings and determinations. If the authority finds and determines that a property is blighting under one or more of the criteria set forth in Section D.1.b.1) through 4) above, it may by resolution, act to acquire such property by negotiation or by eminent domain under Chapter 32, Wisconsin Statutes, amending the relocation order, or the project filed in the office of the County Clerk, Milwaukee, Wisconsin. Such order shall be supplemental to the approved redevelopment plan recorded with the Register of Deeds of Milwaukee County, Wisconsin.

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- c. If identified for acquisition on Map No. 4 – Land Acquisition Plan, property later may be excluded from acquisition during the course of project execution upon the written request of the property owner and subsequent approval by the Authority under the following conditions:
  - 1) The owner submits a specific plan or program of action indicating that the proposed use, construction, or reconstruction is in conformance with the objectives of the Plan and local codes, and satisfactorily demonstrates the financial feasibility of complying with all mandatory standards for property rehabilitation as may be required by the Authority;
  - 2) The property has since been acquired by an adjacent retained use, provided, however, that any existing non-historic buildings on such property are demolished and the land is redeveloped in accordance with the regulations specified in Section C of this Plan as determined by the Authority;
  - 3) Redevelopment, rehabilitation, reconstruction, or use of the property by the present owner or his assigns is consistent with the objectives, permitted land uses, and regulations specified in Section C of this Plan as determined by the Authority.

## 2. Rehabilitation

All properties in the Project Area not designated for acquisition on Map No. 4 – Land Acquisition Plan, shall be repaired and rehabilitated as provided in subsection D.1. above. In addition, these properties must also comply with the standards set forth in all applicable local statutes, codes, and ordinances, as amended from time to time, relating to the use, maintenance, facilities, and occupancy of property, including, but not limited to, the building, plumbing, heating, electrical, and housing codes. These code standards are hereby incorporated by reference and made part of this Plan.

## 3. Public Improvements

Public improvements, adequate to support new and retained development, will be provided by the City of Milwaukee in conjunction with its Capital Improvements Program and funded through that program or other appropriate funding sources.

## 4. Redeveloper's Obligations

For, and in consideration of the sale of property by the Authority, each purchaser, developer, or redeveloper will be required to abide by the following covenants and provisions set forth in the agreement for land disposition and conveyance executed pursuant thereto.

- a. The redeveloper shall submit all project redevelopment proposals to the Authority for its review and approval prior to the start of construction. Proposals may be illustrated and shall consist of architectural, site development and landscape plans, and supporting narrative sufficiently complete in form and content so as to establish general conformity with the provisions set forth in Section C of this Plan.
- b. The redeveloper and any successor interest shall devote the land only to the uses specified in this Plan and shall carry out, or cause to be carried out, the approved project Plan with approved project Plan modifications, revisions and amendment thereof. Where a disposition parcel is sold or leased with the intention of not placing a building thereon, the use and development shall be controlled as specifically set forth in the appropriate agreement. The agreement will include a reasonable time schedule for which the developer will be held accountable. The Authority reserves the right to terminate any agreements for development projects that are not progressing on a reasonable schedule.
- c. The redeveloper shall not sell, lease, or otherwise transfer buildings and related improvements agreed upon in the disposition instrument as described in the approved final construction plans within a reasonable period of time as determined by the Authority.
- d. The redeveloper shall not sell, lease, or otherwise transfer such land prior to completion of the development thereof without the prior written consent of the Authority.
- e. The redeveloper shall be required to comply with all applicable local and state codes, ordinances, regulations, and statutes in effect during the period of time that this Plan has legal and binding status.
- f. Neither the redeveloper, nor any of his successors or assignees shall restrict the use of land in the project upon the basis of race, creed, color, or national origin in the sale, use, or occupancy thereof. Appropriate covenants running with the land forever, which will prohibit such restriction shall be included in the disposition instrument.

## 5. Authority's Obligations

- a. All real property and land necessary or indicated for implementation of the objectives of this Plan and proposed to be acquired by purchase, lease, eminent domain, or otherwise, cleared as necessary and re-sold, leased or dedicated by the Redevelopment Authority for private and public redevelopment in accordance with the uses, land provisions, and building requirements set forth in this Plan is identified on Map No. 4 – Land Acquisition Plan, attached to this Plan.
- b. Land and improved property determined suitable for resale, if any, will be sold at fair market value in accordance with the provisions set forth in Section 66.1333(6)(b), Wisconsin Statutes, and with the disposition policy established by the Redevelopment Authority for achieving the development objectives stated in this Redevelopment Plan. Disposition



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may, therefore, be by means of fixed price offerings, negotiation, or by any other means deemed necessary or appropriate by the Redevelopment Authority to attain the objectives and development sought for this renewal project. Such disposition shall be subject to Common Council approval as provided in Section 66.1333(6)(b), Wisconsin Statutes.

- c. The Authority will furnish the developer with an appropriate certificate upon the satisfactory completion of all building construction and other related improvements specified in the final construction plans approved for development. Until the Authority so certifies, the purchaser shall have no power to convey the project or any part thereof as provided by Wisconsin law and the agreements executed pursuant hereto.

## 6. Urban Design Objectives

- a. All project redevelopment proposals shall provide for the highest feasible levels of architectural and environmental design and shall be predicated upon sound principles and best practices of site planning and building construction. Primary structures, accessory parking areas, usable open space, and utilitarian site features such as waste collection stations, shall be functionally located and arranged with respect to both the disposition site and the surrounding development. The provisions of Section C of this Plan shall be construed liberally to effectuate the urban design purposes hereof.
- b. All project redevelopment proposals shall be submitted to the Authority for design review. Approval of any proposal shall be subject to a favorable determination by the Authority that such proposal conforms to the intent of this Plan and the design guidelines stated below. The Authority may impose additional design requirements and/or recommendations on a case-by-case basis. The Authority retains the right to reject any proposal determined to be inconsistent with the intent of the Redevelopment Plan or the design guidelines stated herein.
- c. Commercial properties receiving façade grants through the City of Milwaukee's Neighborhood Façade Grant Program shall be subject to the "Façade Grant Design Guidelines" for that program, which is hereby incorporated by reference and made a part of this Plan. In the case where there is a difference in the "Façade Grant Design Guidelines" and the Urban Design Guidelines stated in this Plan, the more restrictive standard(s) shall apply.

## 7. Urban Design Guidelines

- a. Site and Building Design Guidelines for Commercial Development or Redevelopment (Infill)

### 1) Commercial Site Design Requirements--Building placement

#### Principles:

Placement of buildings and building elements shall define the public realm, e.g., street edges, corners, walkways, open space, public art, focal points, etc. Within the commercial district, buildings shall create a "street wall" of continuous facades, broken or modified only for the purpose of creating public open spaces, such as patios, sidewalk cafes, or pocket parks.

Buildings shall be located to create street-friendly walkways and public spaces. Spaces not built on create opportunities for small entryways, patios, pocket parks or other public or semi-public spaces that can offer relief from the dense built-up urban landscape. These spaces shall be used to serve people and not to provide additional parking spaces for automobiles.

#### Standards:

1. In general, all commercial buildings shall be built to front property lines to achieve a densely built-up urban setting. Exceptions shall be made for small patios, outdoor cafes, courtyards, entry areas, and other pedestrian-oriented uses. Exceptions shall not be made for automobile parking areas.
2. Build infill or replacement buildings to fill gaps (vacant or underutilized lots) along commercial corridors.
3. As a method of intensifying use, locate stairs accessible directly from the street (or ramps where space permits) to stories above or below street level. (Handicapped access must be provided at a convenient distance from street traffic.)
4. Buildings shall be located to minimize negative impacts on adjacent properties. For example, buildings requiring large setbacks should not be placed on commercial corridors where the setback interrupts a series of continuous storefronts.

### 2) Commercial Building Design Requirements--Massing

#### Principles:

Cluster uses in a dense built-up configuration to create an intense urban setting. A cluster of entertainment uses supported by restaurant and retail uses, will create a greater draw and attract customers from a greater market area, than would be created by any single use on its own, or any series of separate uses on their own.

#### Standards:

1. Mass new infill with existing buildings to build up and intensify uses and street activity within the commercial district.
2. Use building elements (windows, canopies, columns, recessed entries) to create a pedestrian oriented street frontage.
3. Where possible, emphasize street corners with elements that "turn the corner," such as oriel windows and signage.
4. Create dramatic elements on principal facades, such as balconies, bay windows, marquees, and canopied entryways.

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5. Where appropriate, create connections through buildings to secondary entries, open space, and off-street parking.
6. Where appropriate, use massing to accentuate access to upper and lower stories, both visually and physically adding more levels of activity that are directly connected to the street.
7. Employ rooftop gardens and patios as accessible space that can enhance the offerings of the district.

## 3) Commercial Building Design Requirements--Facades

### Principles:

The series of "storefront" facades of commercial buildings that face the primary street shall present a continuous, pedestrian-friendly and welcoming series of facades. Interruptions or gaps in this series of facades shall be minimized or avoided. The rear or alley side of commercial buildings may be more utilitarian, and consequently less open to the public, more restricted and more private.

### Standards:

1. Building entrances shall be clearly visible from primary streets, as well as welcoming and accessible to pedestrians.
2. Lively engaging storefronts and street frontages enhance the pedestrian experience. The entry experience is vital to a successful storefront. Therefore, care and expense shall be taken to enhance the entry experience.
3. To establish hierarchy between building elements, articulate the major parts of the façade—base, mid-section and top. Articulate major building elements such as entrances (marquees for example), corners, parapet walls and other building features (such as bay windows or recessed openings). Finally, articulate details (for example, articulate a parapet wall with carved stone and variation in brick coursing).
4. Blank walls facing primary streets are not permitted. All facades visible from primary streets shall be modulated and articulated with bays, windows and openings, varying color and texture and architectural details that will engage pedestrians, particularly at street level or eye level.
5. In no instance shall parking be placed between the street façade of the building and the street.

## 4) Commercial Building Design Requirements--Materials

### Principles:

For commercial buildings, materials shall enrich and enliven street frontages that directly impact the pedestrian experience.

### Standards:

1. All walls visible from public streets shall contain the most architecturally significant materials and fenestration. Significant building materials include wood, brick, stone, glass block, and architectural-finished metal cladding. They may also include stucco, tile, terra cotta, cast stone, and other materials used judiciously as part of overall design composition. Materials are subject to case-by-case review by the Redevelopment Authority.
2. Use detailing of materials to articulate and enrich building facades (tile or terra cotta inlays incorporated within a brick façade, for example). The materials listed above should be detailed in accordance with architectural "best practices."
3. Use of exterior insulation and finish systems (EIFS), as exterior cladding is not permitted at street level or along pedestrian corridors.
4. Windows shall be large (not divided into narrow, two or three-foot sections) transparent, and of storefront-type design.
5. A minimum of 60% of the street level façade of commercial buildings (for example, retail, restaurant, tavern, theater cultural center and museum uses) shall be transparent glass. Security measures such as steel grates shall be placed behind the glass and shall not be visible during business hours (hours that the establishment is open for business). Roll-up "garage door" panels that incorporate windows are acceptable for restaurants that have patio dining on the street. All storefront windows shall be completely clear and not tinted (no low-e or argon gas filled). Energy efficient windows are desirable as long as vision and transparency are not impaired, especially at street level.
6. Screen rooftop equipment in materials that are compatible with the structure.

## 5) Commercial Site Design Requirements--Parking, circulation and access

### Principles:

Commercial/entertainment districts are more intense and vibrant where entertainment, restaurant and retail uses are maximized and parking is minimized as a component of overall land use—provided there is sufficient parking within the district to serve the abovementioned uses.

### Standards:

1. Develop only the minimum amount of parking needed to serve the cluster of uses within the commercial district, assuming multi-purpose trips, assuming use of on-street parking spaces within a three-block radius, and also assuming a reasonable use of transit where regular bus service is an option.
2. Provide direct pedestrian connections between parking areas, public sidewalks and building entrances, so that parking areas can be located to the side and rear of the commercial district, and so that the impact of parking on the pedestrian experience is minimized.
3. Create "shortcuts" and pedestrian connections from parking areas to surrounding uses, if possible using sheltered pathways with public services and amenities.
4. Encourage shared use of parking areas.
5. Design parking areas so that they can be used for multiple activities. For example, parking areas can also be used for farmers markets, community fairs and other outdoor events. Use special paving patterns as a design enhancement.

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## 6) Commercial Site Design Requirements--Landscaping and Site Improvements

### Principles:

In commercial districts, a more active streetscape creates a more dynamic public realm. Urban landscaping provides identity, enhances and defines site and building elements, as well as provides relief and respite from the density of building and the intensity of uses in these districts. For example, hardscape design such as street furniture, sidewalk art, special paving patterns, planters, custom designed banners, landscape areas integrated with small plazas and pocket parks, enhance the identity of the district and the intensity of the pedestrian experience of it. Good design will often include the history, social and urban context of the district. Commercial streetscape elements such as planters and benches may be owned and/or cared for by their adjacent properties.

### Standards:

1. All landscaping must meet the intent of Section 295-405 of the Zoning Code. The Authority on a case-by-case basis will consider exceptions that enhance the identity of the commercial district.
2. Minimize negative impacts of land uses on adjacent properties and uses with landscape screening and buffers.
3. Locate site elements to define street edges and corners. Locate site elements to extend the "street wall" of building facades where there are gaps in continuity.
4. Coordinate landscaping and site improvements with building features.
5. Encourage the use of landscape elements to establish a unique identity for the commercial district.
6. Encourage "ownership" of specific streetscape elements by their adjacent owners.
7. In parking areas, provide a minimum ratio of one tree for every ten parking spaces (1:10 ratio), distributed as evenly as possible throughout the parking area. Use existing natural features where they exist, e.g. view corridors, grade changes. Use the circulation flow of the parking lot to create landscape islands.
8. Use ornamental iron or architectural fencing and masonry piers or walls, in combination with clustered plant materials (trees, shrubs and ground cover) to improve the street edge of parking areas. Coordinate the materials of fences and walls with the architecture (design, color, material, style) of adjacent buildings.
9. Enclose and screen dumpsters and recycling units.
10. Screen loading docks and shipping/receiving areas from sidewalks and streets.

## 7) Commercial Site and Building Design Requirements--Signage

### Principles:

Building signage shall fit the architecture of the building and the character of the district. Signage shall be an integral part of overall site and building design, compatible in architectural style with other aspects of the design. Signage for commercial districts shall be pedestrian-oriented.

### Standards:

1. Preferred wall-mounted signage is as follows: internally illuminated individual letters (no raceways visible); neon figures and script; figurative elements, symbols or icons that represent a business, a business owner, or a product sold on premise; bracket signs; raised letters on signboards, window signs professionally done in painted, etched or stenciled glass; and mural-style painted wall advertisement (except where historic guidelines exclude a painted wall treatment). All wall-mounted signage shall be submitted to the Authority for review and approval prior to construction.
2. Projecting signs must be artistically designed as figurative elements, or a composition of graphic elements, to reflect a use, product, name, or activity of the establishment that the sign advertises or promotes. Projecting signs shall be submitted to the Authority for review and approval prior to construction.
3. Historic buildings shall have signage common to the building type and characteristic of the era in which they were built. Signage on historic buildings shall be referred to the Milwaukee Historic Preservation Commission for review and approval prior to construction.
4. Retractable canopies and awnings are desirable along street frontages, especially those that shelter storefront displays from sun and pedestrians from inclement weather. The slope of awnings must meet the city's code, which calls for a slope of at least 30 degrees but no more than 45 degrees.
5. Internally illuminated box signs are not permitted, unless recessed and incorporated as part of the building façade.
6. Internally illuminated stretch-frame canopy signs are not permitted.
7. Banners require review and approval by the Authority.
8. Murals require review and approval by the Authority.
9. Automatic changeable message signs require review and approval by the Authority.
10. Billboards of any type require review and approval by the Authority.
11. Rooftop signs of any type require review and approval by the Authority.
12. Freestanding signs of any type require review and approval by the Authority.

## 8) Commercial Building and Site Design Requirements--Lighting

### Principles:

Lighting must be carefully designed and located to create a safe and attractive district for shopping and nightlife. With the exception of the overheads required to light the roadway, lighting within the district shall be pedestrian-oriented and designed to create the unique "atmosphere" of a cultural district. Night lighting shall enhance the special character of the district and highlight key features of building façades.

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## Standards:

1. Except for street and pedestrian lighting that will be specified as part of a district streetscape plan, lighting for individual building facades will vary with the uses and activities of each building. Building owners shall be encouraged to use lighting as another way to enhance the unique character and “personality” of the district.
  2. Except for required overhead fixtures for lighting of roadways, street lighting shall be pedestrian lighting, which shall be comfortable (not overly bright), multi-sourced (incorporating indirect as well as direct sourcing), placed at varying heights, and incandescent or warm spectrum wherever possible.
  3. Lighting for the commercial district shall be designed to create an environment that encourages nighttime strolling, window-shopping and café-style outdoor dining.
  4. Lighting for alleys and parking areas shall be strategically placed to ensure security for pedestrians and parkers, but prevent glare onto adjoining properties.
- b. Site and Building Design Guidelines for Residential Development or Redevelopment (Infill)

### 1) Residential Site Design Requirements--Building placement

#### Principles:

The regular building pattern of houses, yards, gardens, walks, and street trees creates a visual and physical “street room.” The street facing or “street room” side of the residences on a block (or series of blocks within a subdivision) shall have a similar pattern of yards, gardens or courtyards that are pedestrian friendly and welcoming and create a unified appearance. (Unified does not mean uniform. Within that overall unified appearance is substantial room for variation in the actual layout and landscape design of yards, gardens, courtyards and walkways.) The rear or side yard of the residence (if not street facing) may be more private and closed off to public view/access and may also be individualized at the resident’s discretion.

#### Standards:

1. Locate buildings and “street room” elements such as porches and gardens, to define a more or less continuous green setback area or semi-public realm between building facades and the public right-of way. See Section 295-405 of the Zoning Code for actual setback or build-to requirements.
2. Use fences, walls, walkways and landscaping to define the public realm. See the section on “Landscaping and Site Elements” below for more about fences, walls, etc.
3. Locate corner and street edge elements such as porches, to round or turn the corner and define a continuous street edge.
4. Locate buildings to minimize or screen negative impacts on adjacent properties (e.g., excessive noise or unsightly views).
5. All newly created residential setbacks shall conform to the historic land use pattern of the neighborhood or district.
6. All residential buildings shall have the front façade and entrance visible from the street.
7. All front and side entrances shall be sheltered by a porch, stoop, canopy, or porte cochere where there is a side drive.

### 2) Residential Building Design Requirements--Massing

#### Principles:

New infill buildings shall relate to the physical character and scale of adjacent buildings. Use building elements such as entries and porches, and site elements such as patios, walls, fences and hedges, to define and enhance the public realm.

#### Standards:

1. Employ massing as a means of articulating and expressing the character and activities within buildings.
2. Use massing to create dramatic elements, such as porches, bay windows, dormers, and recessed entryways.
3. Make the massing of building elements pedestrian-friendly. For example, bring porches and patios close to the street.
4. Where possible, emphasize street corners by building elements that face or wrap the corner.
5. Infill buildings shall incorporate the traditional or dominant massing and building elements of the neighborhoods in which they are constructed. For example, a new building on a street where the majority of residences have porches should follow the dominant pattern and have a porch of similar design, similar proportions—height, width and depth, and similar detailing of materials. Where there is no traditional or dominant pattern, the historic pattern of building shall take precedence.

### 3) Residential Building Design Requirements--Facades

#### Principles:

Building facades give residents and visitors to the area a sense or “read” of the neighborhood—its market value, history, “personality,” and sense of pride and ownership. This “read” affects the way both residents and outsiders value and invest in it, which in turn affects homeownership (owner occupancy), growth in equity, and long-term stability of the neighborhood.

#### Standards:

1. All facades visible from public streets shall contain the most architecturally significant materials and fenestration. See section on materials below.
2. Repair and maintain building facades. Use well-maintained building facades to convey an impression of attentive and careful ownership.

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3. Eliminate signs of disinvestment (for example, substitution of inferior building materials for original materials, patches or temporary fixes as building repair, board-ups) that convey a negative image to residents and visitors to the neighborhood.

## 4) Residential Building Design Requirements--Materials

### Principles:

Enrich street frontages to enhance the pedestrian experience. Use building materials and window types that repeat the local vernacular or traditional pattern of building in the neighborhood (for ex. wood shingles, clapboard, brick, stone, or stucco).

### Standards:

1. Use significant building materials in architectural design. Significant building materials for residential construction include wood shingles, clapboard, brick, stone, stucco, tile, and terra cotta. On occasion, other materials may be used as part of a prevalent architectural style, e.g., architectural-finished metal cladding is common in modern architecture. Materials are subject to case-by-case review by the Authority.
2. Windows shall be generous in size and number and shall fit the dominant architectural style(s) of the neighborhood.
3. For new construction and rehab, windows shall also be as energy efficient as possible.
4. Use detailing of materials to articulate and enrich building facades (for example, soldier courses within a brick facade).

## 5) Residential Site Design Requirements--Parking

### Principles:

Make automobile-oriented spaces (garages, driveways) subordinate to pedestrian-oriented spaces (yards, gardens, play areas). Minimize conflicts between pedestrians and automobiles.

### Standards:

1. Use alleys where available.
2. Place parking pads and garages to the side or rear of the principal building.
3. For larger residential structures, locate parking beneath the first story level or below grade in an enclosed garage.
4. Screen parking areas from neighboring properties with a fence (preferably vine-covered), wall or hedge.

## 6) Residential Site Design Requirements--Landscaping and Site Elements

### Principles:

Well-landscaped and maintained properties support long-term stability in property values and ownership, and add significant market value to neighborhoods.

### Standards:

1. All landscaping must meet the intent of Section 295-405 of the Zoning Code.
2. Locate site elements to define street edges, corners, alleys, walkways, and property lines (fence lines).
3. Coordinate landscaping and site improvements with building features.
8. Use more formal walls, fences, planting beds and hedges to define the street-facing side of the residence. Materials shall be brick or stone in the case of walls, wood picket in the case of fences. Less formal fencing such as chain link, decorative block, or stockade shall be restricted to non-street facing rear or side yards. For height and placement restrictions, see Section 295-405 of the Zoning Code.
4. Minimize negative impacts from property use or development on adjacent properties and uses.
5. Limit all single-family and multi-family residential parcels to a maximum of three uncovered parking spaces on-site. (Bed and breakfast establishments must submit a parking plan to the Authority for review and approval prior to establishing on-site parking areas.)
6. Encourage residents to "adopt" and maintain portions of the public right-of-way adjacent to property they own or lease (such as the verge or "tree border area" between the street and the sidewalk).
7. For new subdivisions of ten lots or more, encourage the integration of a commons area accessible to (and visible from) surrounding residential properties, and managed by a homeowner association where one exists.
8. For multi-tenant residential properties, enclose and screen dumpsters and recycling units.

## 7) Residential Site Design Requirements—Signage for Bed and Breakfast Establishments or Multi-tenant Properties

### Principles:

Signage in residential neighborhoods (except for street numbers) is permitted only when necessary for the normal purposes of operating a business allowed in those neighborhoods. In these instances, signage shall be understated, compatible with the architectural style of the residence, and pedestrian in scale and orientation.

### Standards:

1. Residential signage shall conform to the requirements in Section 295-405 of the Zoning Code.
2. Signage shall fit the architectural style or period of the building and district where it is placed.

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## 8) Residential Site Design Requirements--Lighting

### Principles:

Lighting shall be an integral part of residential building and landscape design. Street lighting shall be pedestrian-oriented.

### Standards:

1. Outdoor lighting installed by property owners for garages, parking areas, yards, patios, and decks, must not be overly bright and cause glare onto adjoining properties. Low-level landscape lighting is preferable to overhead spotlighting.
2. Lighting for commercial parking lots that border residential areas shall be placed to ensure security for pedestrians and parkers, but must not create glare onto neighboring properties. Baffles and cut-offs shall be used to prevent glare. Lamps shall be selected for warm spectrum and good color rendition.
3. Signage where it exists shall be illuminated by spotlights placed unobtrusively on the building façade (hidden behind fascia or other façade elements), or by ground-mounted landscape lights (used to highlight landscape features).
3. Residential street lighting shall be primarily pedestrian scale, multi-sourced (designed to incorporate light from houses as part of overall light levels), low wattage or low intensity (not overly bright), warm spectrum with good color rendition.

### c. Applicability to Real Property Not to be Acquired

The land use and building restrictions described in this section are applicable to all parcels and properties within the Project area, including those excluded from acquisition as identified on Map 4 – Land Acquisition Plan. Excluded properties shall comply with the applicable property requirements of this Plan. The Authority shall impose these requirements, without limitation, because of enumeration by one or more of the following:

- 1) Enforcement of applicable codes, ordinances, and regulations of the City of Milwaukee and the State of Wisconsin
- 2) Acquisition
- 3) Separate written agreement

### d. Design Review

- 1) All project redevelopment proposals shall provide for the highest feasible levels of architectural and environmental design and shall be predicated on sound principles of site planning and building construction. Primary structures, accessory parking areas, usable open space, and utilitarian items such as waste collection stations, shall be functionally located and arranged with respect to both the disposition site and the surrounding development. The provisions of Section C of this Plan shall be construed liberally to effectuate the urban design purposes hereof.
- 2) All project redevelopment proposals submitted to the Redevelopment Authority for review shall be done under the auspices of a licensed architect, landscape architect, or other design professional, and shall be sufficiently complete in form and content to permit meaningful evaluation.
- 3) All project redevelopment proposals shall be submitted to the Authority for design review. During its review, the Redevelopment Authority may call upon the Department of City Development of the City of Milwaukee to advise the Authority as to the acceptability of such proposals and general conformance with the purposes and intent of this Plan and applicable local codes and ordinances. Approval of any proposal shall be subject to a favorable determination by the Authority that such proposal conforms to the intent of this Plan. The Authority retains the right to reject any proposal determined to be inconsistent with the intent of the Redevelopment Plan.
- 4) After the Authority approves the redevelopment proposal, the proposed redeveloper will be required to prepare and submit acceptable final construction documents, site, landscaping and financing plans prior to the commencement of construction to assure that proper redevelopment or rehabilitation will take place.
- 5) The objectives and criteria to be used by the Department of City Development in determining the acceptability of any redevelopment or rehabilitation proposal include, but are not limited to, the following:
  1. Adherence to the land use objectives stated in this Plan;
  2. Adherence to the urban design guidelines stated in this Plan;
  3. Quality and contributing character of architectural and landscape design proposed for new construction and rehabilitation, particularly the quality and detailing of construction materials;
  4. Preservation of historic and cultural assets;
  5. Compatibility of new development with existing development;
  6. Pedestrian-friendly street and block layout, streetscape and site design;
  7. Extent to which the proposed uses and development meet or exceed Plan objectives and requirements.

## 8. Statement of Required Site Improvements and Additional Public Facilities

Site improvements and additional public utilities required to support new land uses in the area after development will be determined jointly by the Commissioner of Public Works, the City Engineer, and the Redevelopment Authority of the City of Milwaukee based on concepts developed for the project area and described in Exhibit D - Bronzeville Market Analysis and District Plan, definitive redevelopment proposals, and on detailed engineering and urban design studies. These improvements are described generally as to location, layout, type and size in documents, maps and drawings prepared or to be prepared by the City Department of Public Works in support of this Plan.

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## 9. Statement of a Feasible Method Proposed for Relocation

Implementation of this Plan may require displacement of existing residential and commercial uses. In the event that this occurs as a direct result of Plan implementation, the Authority is prepared to assume the relocation costs of individuals and businesses displaced, and shall conform in all respects to the State of Commerce regulations and the relevant sections of Chapter 32 Wisconsin Statutes concerning benefits for those displaced.

## E. CONFORMANCE WITH STATE AND LOCAL REQUIREMENTS

Section 66.1333 (6)(b), Wisconsin Statutes, provides that a redevelopment plan "...shall conform to the general plan of the city and shall be sufficiently complete to indicate its relationship to definite local objectives as to appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements in the project area, and shall include, without being limited to, a statement of the boundaries of the project therein; a land use plan showing proposed uses of the area, information showing the standards of population density, land coverage, and building intensity in the area after redevelopment; present and potential equalized value for property tax purposes; a statement of proposed changes, if any, in zoning ordinances or maps and building codes and ordinances; a statement as to the kind and number of site improvements and additional public utilities which will be required to support the new land uses in the area after redevelopment; and, a statement of a feasible method proposed for the relocation of families to be displaced from the project area."

The following statements, maps, and information respecting compliance with the state and local requirements cited immediately above supplement those already provided in other sections of this Redevelopment Plan:

### 1. Conformance to the Comprehensive Plan of the City of Milwaukee

This plan has been presented to the City Plan Commission of the City of Milwaukee and has been determined to be in conformance with the City's Comprehensive Plan.

### 2. Conformance to Local Objectives

This plan has been prepared to conform to the following local objectives:

#### a. Appropriate Land Use

The land use(s) proposed for this Plan are consistent with current zoning classifications in the project area.

#### b. Public Improvements

1. This Plan anticipates public improvements, such as streetscape enhancements and traffic calming measures, to support the Bronzeville Cultural and Entertainment District.
2. On the segment of West North Avenue from North Dr. Martin Luther King Jr. Drive to Interstate Highway 43, improvements may include but are not limited to: redesign of the public right-of way; paving enhancements such as stamped pattern concrete; lane width reduction, curb push-outs; lighting; sewer; water; trees; planters; communications conduit; and signage. The details of the public improvements will be determined in consultation with the Commissioner of Public Works once design and engineering are begun.

### 3. Other Public Improvements

This Plan reflects the recommendations of Exhibit D - Bronzeville Market Analysis and District Plan, prepared by CH2MHill for the Department of City Development February, 2005. In addition to streetscape enhancements and traffic calming measures, the Bronzeville Market Analysis and District Plan calls for landscape treatments throughout the district that will support the plan objectives stated in Section B.1. of this Plan.

### 4. Statement of Project Area Boundaries

The boundaries of this project are shown generally as to location on all maps attached to this Renewal Plan and are more precisely described in Map No. 1 - Boundary and Existing Land Use Map.

### 5. Existing Uses and Conditions of Real Property

Existing uses and the condition of real property are shown in Map No. 2 - Structure Condition Map.

### 6. Land Use Plan of Proposed Uses

Proposed land uses are shown on Map 3 - Proposed Land Use Plan, and reflect the plan objectives stated in Section B. 1. of this Plan.

### 7. Structure condition

Map No. 2, titled Structure Condition Map, identifies the general condition of structures within the project boundary. The general condition of the majority of structures within the project boundary is standard. Three structures were found to be substandard, indicating they need to be rebuilt or replaced. The structures classified as substandard include the following:

623-25 W. Meinecke Avenue  
633 W. Meinecke Avenue  
530 W. North Avenue

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Twelve structures were found to have major deficiencies, indicating that they are in need of substantial repairs to be habitable. Major code violations may exist and structural failure of walls is evident or probable. The overall appearance of the exterior is in poor condition. The structures classified as having major deficiencies include the following:

2232-34 N. 6th Street	2344 N. 5th Street
2374 N. 6th Street	2370 N. 5th Street
2307 N. 5th Street	2379 N. 5th Street
2322 N. 5th Street	2238 N. 4th Street
2323-25 N. 5th Street	2335 N. 4th Street
2338-40 N. 5th Street	616 W. Garfield Avenue

Fifty-eight structures were found to have minor deficiencies, indicating minor repairs are needed, such as painting or gutter replacement, and they appear to be habitable. Some minor code violations may be present and the buildings appear to be structurally sound. The structures classified as having minor deficiencies include:

2210 N. 7th Street	2376 N. 5th Street
2225 N. 7th Street	2228 N. 4th Street
2322 N. 7th Street	2319-21 N. 4th Street
2338-40 N. 7th Street	2329-31 N. 4th Street
2344 N. 7th Street	2345-47 N. 4th Street
2360-62 N. 7th Street	2351 N. 4th Street
2200-02 N. 6th Street	429 W. Meinecke Avenue
2204-06 N. 6th Street	431 W. Meinecke Avenue
2229-33 N. 6th Street	517 W. Meinecke Avenue
2307-09 N. 6th Street	523 W. Meinecke Avenue
2322-24 N. 6th Street	639 W. Meinecke Avenue
2328 N. 6th Street	319-21 W. North Avenue
2331-33 N. 6th Street	338 W. North Avenue
2338 N. 6th Street	408-18 W. North Avenue
2348-50 N. 6th Street	507 W. North Avenue
2351 N. 6th Street	517-19 W. North Avenue
2369-71 N. 6th Street	521-35 W. North Avenue
2377-79 N. 6th Street	532 W. North Avenue
2209 N. 5th Street	540 W. North Avenue
2213-15 N. 5th Street	628-30 W. North Avenue
2225 N. 5th Street	634-36 W. North Avenue
2235 N. 5th Street	642 W. North Avenue
2313 N. 5th Street	502-08 W. Garfield Avenue
2317-19 N. 5th Street	512 W. Garfield Avenue
2335 N. 5th Street	606 W. Garfield Avenue
2350 N. 5th Street	610 W. Garfield Avenue
2355 N. 5th Street	626 W. Garfield Avenue
2360-62 N. 5th Street	634-42 W. Garfield Avenue
2366 N. 5th Street	

## 8. Property Acquisitions

Current RACM/city-owned, and owner-occupied properties, as well as properties to be acquired are shown in Map No. 4 - Land Acquisition Plan and described in Exhibit C – Parcel Description Table, attached to this Plan.

## 9. Historic Designations

Sites with existing historic designation and those that may apply for historic designation are shown in Map No. 7 - Historic Designation Map, attached to this Plan.

Existing Historic designations:

- 642 North Avenue – Inner City Arts Council
- 2215 N. 4<sup>th</sup> Avenue - Garfield Avenue Elementary School
- 319-321 North Avenue – King Drive Historic District
- 331-339 North Avenue – King Drive Historic District

Contributing Buildings /Properties Eligible for Historic Status:

- 540 W North Avenue
- 411 W North Avenue
- 2375 N. 4<sup>th</sup> Avenue
- 616 W. Garfield – Distinctive Craftsman Style Bungalow
- 642 W. Garfield – Early Italianate Style Commercial Building
- 2333-35 N. 4<sup>th</sup> Street – Early Italianate Residence
- 2363 N. 4<sup>th</sup> Street – Unique surviving Victorian Gothic / Queen Anne Style Cottage
- 2322 N. 5<sup>th</sup> Street – Victorian Gothic Cottage with original facade
- 2376 N. 5<sup>th</sup> Street – Early Italianate house
- 2374 N. 6<sup>th</sup> Street – Prominent Cream City Brick Queen Anne Style house
- 634-638 North Avenue – O.E. Gutter Building 1896



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The age of this neighborhood and the existing building stock are similar to the Brewer's Hill National Register Historic District to the southeast. There are a number of Italianate houses from the 1870s, which are good examples of a style that can only be found in a handful of Milwaukee neighborhoods.

These buildings are of historic value and use to the existing neighborhood and their authenticity serves to enhance the general character of the district. Buildings having historic designation or that are eligible for historic designation will not be razed.

In addition to the above buildings, there are numerous dwellings that still retain original windows, porches, or ornamental detail from the 1870s and 1890s, and are recommended to be preserved.

## 10. Existing Zoning

This redevelopment area is primarily zoned (RT4) Two-family Residential and (LB2) Local Business. There is one exception to this, and that is half a block on the eastern boundary that is zoned (CS) Commercial Service. The (LB2) zoning description allows for the principal uses proposed in this renewal plan for a Bronzeville Cultural and Entertainment District. The (RT4) zoning description allows for residential uses that support and maintain a stable tax base in the surrounding neighborhood. The (CS) zoning fits a pre-existing use that no longer conforms to the objectives of this Plan and the preferred land uses stated in C. 1.

The existing zoning is shown on Map No. 5 - Existing Zoning Map, attached to this Plan.

## 11. Standards of Population Density

Targeted population density for this neighborhood is provided in the City of Milwaukee Code of Ordinances for residential uses. This Plan does not recommend land use(s) that exceed this targeted density.

## 12. Land Coverage and Building Density

These objectives shall be achieved by adhering to provisions contained within the Milwaukee Code of Ordinances and urban design guidelines for building placement and site design.

## 13. Present and Potential Equalized Value for Property Tax Purposes

The Present and Potential Equalized Value for Property Tax Purposes is shown in Exhibit A – Table of Value for Property Tax Purposes, attached to this Plan.

## 14. Statement of Proposed Changes in Zoning or Building Codes

1. This redevelopment area is currently zoned (RT4) Two-family Residential, (LB2) Local Business and (CS) Commercial Service, as shown in Map No. 5 – Existing Zoning Map. These zoning categories are sufficiently broad to include the uses identified in this plan. However, some expansion of the (LB2) Local Business district can be achieved by rezoning of selected adjacent (RT4) and (CS) parcels to (LB2), and is recommended to support the objectives of this Plan, and the preferred land uses stated in C. 1. The proposed rezoning is shown on Map No 6 - Proposed Zoning Map.

## F. PROCEDURE FOR CHANGES IN THE APPROVED PLAN

At any time after this project area plan has been approved by the Authority and the Common Council of the City of Milwaukee, it may be modified in accordance with the provisions and procedures established in the applicable subsections of Section 66.1333 (6) (b), Wisconsin Statutes.

1. Excluded property, parcels currently not identified for acquisition on Map 5, may be considered for acquisition by the Authority if, during the course of project execution, it is subsequently determined that such property is:
  - a) Substandard, blighted, or infeasible of rehabilitation to project standards by the present owner;
  - b) Converted or devoted to a use not in conformance with the objectives of this Plan;
  - c) Needed to provide a more marketable site.
2. If identified for acquisition on Map 4 – Land Acquisition Plan, property later may be excluded from acquisition during the course of project execution upon the written request of the property owner and subsequent approval by the Authority under the following conditions:
  - a) The owner submits a specific plan or program of action indicating that the proposed use, construction or reconstruction is in conformance with the objectives of the financial feasibility of complying with all mandatory standards for property rehabilitation as may be required by the Authority;
  - b) The property has since been acquired by an adjacent retained use provided, however, that any presently existing buildings on such property are demolished and the land is redeveloped in accordance with the regulations specified in Section D of this Plan as determined by the Authority;
  - c) Redevelopment, rehabilitation, reconstruction, or use of the property by the present owner or his assigns is consistent with the objectives, permitted land uses, and regulations specified in Sections B and C of this Plan as determined by the Authority.

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3. A change in the approved plan shall not be required in connection with any properties acquired under the procedures set forth in Section D.1.b. of this Plan.

### G. EXHIBITS

Map No. 1 – [Boundary and Existing Land Use Map](#)

Map No. 2 – [Structure Condition Map](#)

Map No. 3 – [Proposed Land Use Plan](#)

Map No. 4 – [Land Acquisition Plan and Schedule of Lands and Interests to be Acquired](#)

Map No. 5 – [Existing Zoning Map](#)

Map No. 6 – [Proposed Zoning Map](#)

Map No. 7 – [Historic Designation Map](#)

Exhibit A - [Table of Value for Property Tax Purposes](#)

Exhibit B - [Principal Use Table](#)

Exhibit C – [Parcel Description Table](#)

Exhibit D - [Bronzeville Market Analysis and District Plan](#)