



Fond du Lac & North

Updated for 2040

Fond du Lac & North

Updated for 2040

Department of City Development | November 2021



ACKNOWLEDGMENTS

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& Amani United
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Walnut Way

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Local Initiative Support
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TABLE OF CONTENTS

Executive Summary.....	i
Chapter 1: Introduction.....	1
Chapter 2: Policies & Strategies.....	19
Chapter 3: Land Use Recommendations.....	49
Chapter 4: Neighborhood Recommendations.....	81
Chapter 5: Implementation.....	119

City of Milwaukee

Office of the City Clerk

200 E. Wells Street

Milwaukee, Wisconsin 53202

Certified Copy of Resolution

FILE NO: 210846

Title:

Resolution approving the updated Fond du Lac and North Area Plan as part of Milwaukee's Overall Comprehensive Plan, in the 6th, 7th and 15th Aldermanic Districts.

Body:

Whereas, On July 27, 2010, the Common Council of the City of Milwaukee ("Common Council") adopted Common Council File No. 100247, which approved thirteen Area Comprehensive Plans and the Citywide Policy Plan as the Comprehensive Plan for the City of Milwaukee ("City") as required under Section 66.1001(3), Wisconsin Statutes; and

Whereas, The City's Procedures for Comprehensive Planning call for the creation of Plan Updates, based on emerging land use issues and opportunities, major infrastructure investments, neighborhood input and other factors; and

Whereas, The Common Council adopted a resolution directing the Department of City Development ("DCD") to update the Fond du Lac and North Area Plan as part of the City of Milwaukee's Overall Comprehensive Plan; and

Whereas, An updated area plan has been prepared, titled the Fond du Lac and North Area Plan (the "Plan"), a copy of which is attached to this Common Council File; and

Whereas, The Plan replaces the Fond du Lac and North Area Plan that was adopted by the Common Council on March 19, 2004, by File No. 031312; and

Whereas, The planning area is roughly bounded by I-43 to the east, Vliet and Galena Streets to the south, the 30th Street industrial corridor and 38th Street to the west, and Burleigh and Locust Streets to the north, as depicted on the map included as an exhibit to this Common Council file; and

Whereas, The Area Plan boundary includes a limited geography that was previously included within the Near West Side, Near North Side, Washington Park, and West Side Area Plans; and

Whereas, Several community-based organizations within the planning area, including Metcalfe Park Community Bridges; the Dominican Center for Women, Inc.; and Walnut Way Conservation Corp. were engaged as partners throughout the planning process; and

Whereas, The creation of the Plan involved significant public outreach consistent with the City's

Procedures for Comprehensive Planning, including input and cooperation with area stakeholders and a properly noticed public hearing; and

Whereas, The Plan contains recommendations related to land use, development, placemaking, parks and public spaces, sustainability, and transportation; and

Whereas, Approval of the Plan by the Common Council will establish the Plan as a guide for the City regarding the use and development of the land in the area, it will encourage common understanding and coordination among levels of government and private interests, and it will facilitate implementation of the Plan; now, therefore, be it

Resolved, That the Common Council of the City of Milwaukee approves the Plan, as recommended by the City Plan Commission as part of Milwaukee's Overall Comprehensive Plan; and, be it

Further Resolved, That the boundaries of the Near West Side, Near North Side, Washington Park, and West Side Area Plans are amended to remove those areas that fall within the updated Fond du Lac and North Plan Area; and, be it

Further Resolved, That the Fond du Lac and North Area Plan, as approved, shall provide guidance and serve as the basis for decision-making by the Common Council in its consideration of land use and physical development issues; and, be it

Further Resolved, That DCD, the Department of Neighborhood Services, the Department of Public Works and other appropriate City departments and agencies are directed to work toward implementation of the Plan; and, be it

Further Resolved, That the Commissioner of DCD is authorized to send copies of the Plan to the parties identified as having responsibility for implementation of said Plan for their reference and use.



I, James R. Owczarski, City Clerk, do hereby certify that the foregoing is a true and correct copy of a(n) Resolution Passed by the COMMON COUNCIL of the City of Milwaukee, Wisconsin on November 2, 2021, published on September 24, 2021.

James R. Owczarski

November 11, 2021

Date Certified



Fond du Lac & North

Updated for 2040

Executive Summary

Department of City Development | November 2021

WHAT DOES THIS PLAN DO?

The Fond du Lac and North Area Plan is the work of many different stakeholders in the community. This is not just a document by and for the City of Milwaukee's Department of City Development (DCD). Rather, this Plan builds off dedicated and innovative work in progress. In addition to the original Fond du Lac and North Area Plan from 2004, several community partners have done their own neighborhood-level planning and organizing. This Plan aims to support and incorporate many of those goals into this Plan, which is DCD's official guide, adopted by the Common Council, for land use and development. This Plan was developed in close collaboration with three community organizations, who have been our partners on this Plan:

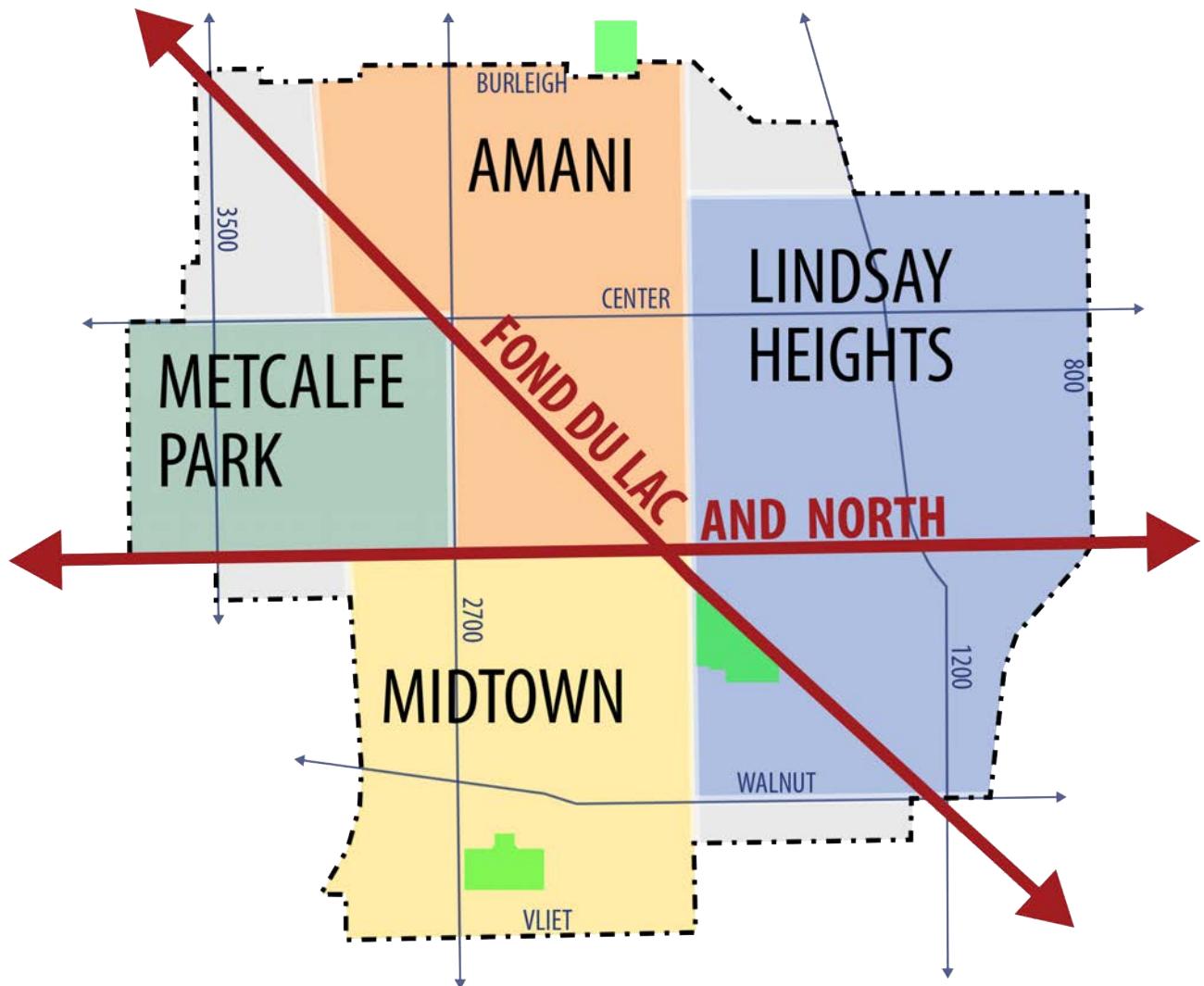
- » **Dominican Center**
- » **Metcalfe Park Community Bridges**
- » **Walnut Way**

Not only will this Plan be used by DCD and the three community partners on a regular basis, but it will also be a tool for others, whether it is for referencing future land use and policy recommendations, understanding the development and design expectations for development, or for collaborating with DCD on larger projects within the neighborhood. Plan recommendations will be relevant to many different stakeholders, including:

- » **Residents and Property Owners**
- » **Business Owners and Workers**
- » **Developers**
- » **Other City Departments**
- » **Other Governmental Agencies**

This Area Plan is the first complete area plan update that DCD has completed since the original development of the City's Comprehensive Plan, which was developed in response to the State of Wisconsin's requirement that every community have a comprehensive plan by 2010. The reason that the Fond du Lac and North Area Plan was the first to be updated is because there are unique needs in an area where conditions have been changing. This Plan will:

- » **SET EXPECTATIONS** and provide the basis for reviewing new development and redevelopment in the face of both increasing pressure and disinvestment
- » **SET PRIORITIES** for public and private investment
- » **ENGAGE THE COMMUNITY** in a robust discussion around aspirations and expectations
- » **PROVIDE ACCOUNTABILITY** for implementation
- » **ADDRESS HISTORIC AND SYSTEMATIC INEQUITIES**



THE PLANNING AREA

The plan area is bounded roughly from Burleigh Ave to the north, I-43 to the east, Vliet and Galena Streets to the south, and the 30th Street rail corridor and 38th Street to the west. The planning area includes four distinct neighborhoods: Amani, Lindsay Heights, Metcalfe Park, and Midtown, as well as small parts of other neighborhoods. The planning area is mostly within the 15th aldermanic district. To make the plan boundaries more consistent with neighborhood and aldermanic boundaries, the boundaries were expanded slightly from the original 2004 plan to include the entire Metcalfe Park neighborhood, the area east of I-43 and west of 20th Street, and a small stretch south of Walnut Street. The planning area does not fully encompass the Amani neighborhood, which extends north to Keefe Street, nor the Midtown neighborhood, which extends south to Highland Avenue between 20th and 27th Streets.

COMMUNITY-LED PLANNING

The Fond du Lac and North Area Plan was driven by authentic and ongoing community engagement. Throughout the planning process, residents shared their vision for their community and how to achieve those goals, so that the recommendations found respond to the needs identified.

The partnership between DCD and the Community Partners enabled deeper conversations with a greater number of residents than would have been possible otherwise. The Community Partners were involved in every step, from helping to design the outreach approach, to staffing public engagement events, to vetting draft materials, and reviewing this document.



The COVID-19 pandemic brought unexpected changes to engagement. In-person engagement was quickly replaced with remote engagement for the second half of the plan. Despite the abrupt shift, residents stay engaged and adapted to the virtual format. **Chapter 1** provides greater detail about what was shared during the following engagement events and activities:

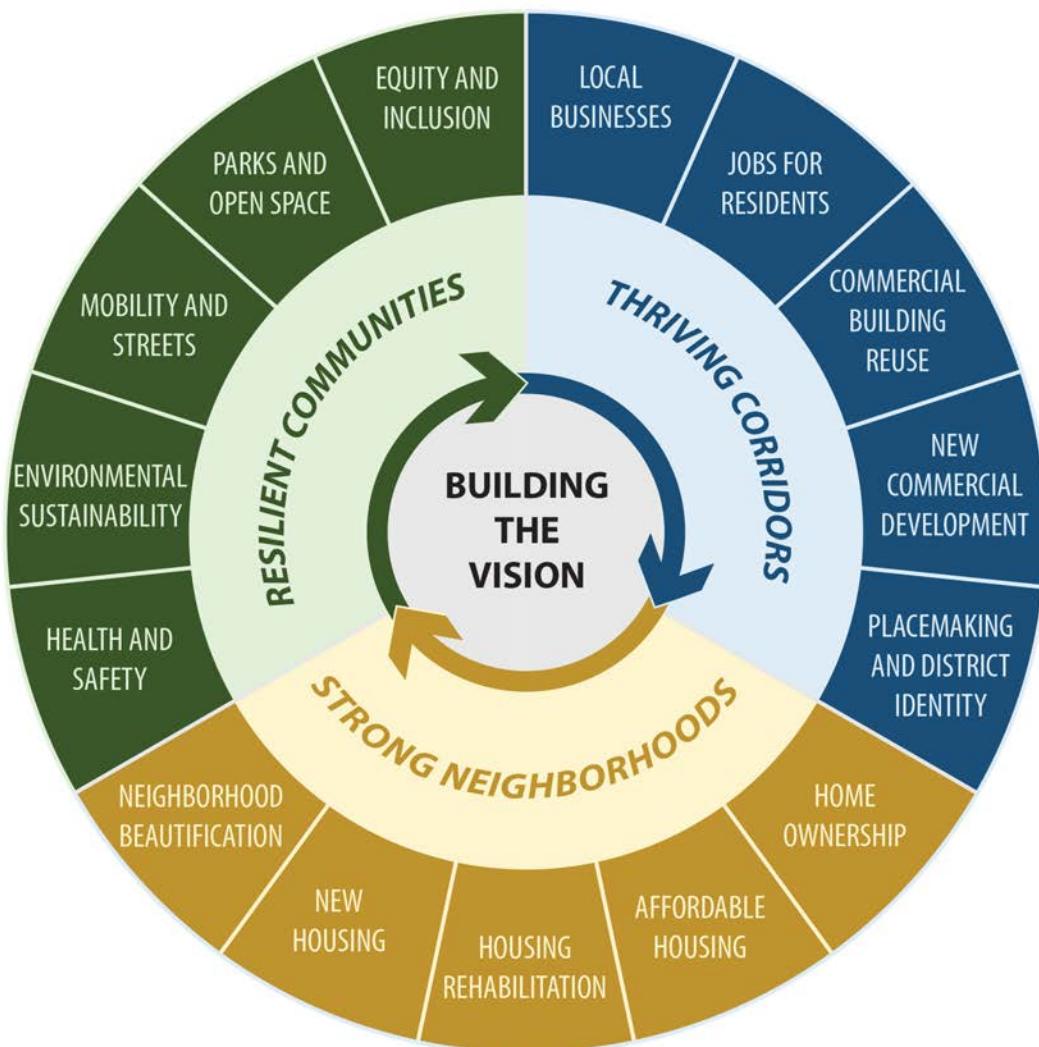
- **4 Community Meetings**
- **Focus Groups**
- **Online survey**
- **Door-to-door canvassing**
- **Advisory Group**
- **Interdepartmental & agency coordination**
- **Attendance at local events**
- **Project website**

BUILDING THE VISION...

...What the neighborhood wants

The challenges and opportunities that residents brought to each meeting were numerous, and they did not always fit into the neat categories of a typical comprehensive plan. Nevertheless, all these issues are important. This process honors that feedback by incorporating some of the most-often heard resident priorities, important policies and recommendations found in other planning efforts, by the community partners, other city departments, and other government partners. **Chapter 2** explores the various policies and strategies to support:

- **Resilient Communities**
- **Thriving Corridors**
- **Strong Neighborhoods**



LAND USE AND DESIGN GUIDELINES

While the Plan does not anticipate or recommend large-scale changes to how land is used, there are some recommended changes. At the same time that there are policies and recommendations for improving the vacant lots throughout the area, there are also opportunities to strategically and sensitively accommodate moderately denser development in certain areas, primarily along and near major transit routes, current and planned. For example, there are opportunities to allow less common housing models, such as townhomes or smaller, clustered single-family homes in the planning area between North Ave and Wright Street and between the 30th Street corridor and N. 27th Street. The N. 27th Street corridor also presents opportunities to allow more multi-family style housing, especially if bus rapid transit, or other enhanced transit service, is implemented in the near future.

One of the main purposes of a comprehensive plan is to provide a basis for zoning changes. **Chapter 3** details a few opportunities to examine ways to better align the future land use recommendations mentioned above with the zoning.

Additionally, design guidelines found in **Chapter 3** outlines the best practices in urban design for residential and commercial land uses. These guidelines do not replace or supercede zoning regulations, rather they serve as a guide for new development and redevelopment to ensure quality design that positively reflects the community and provides lasting value.

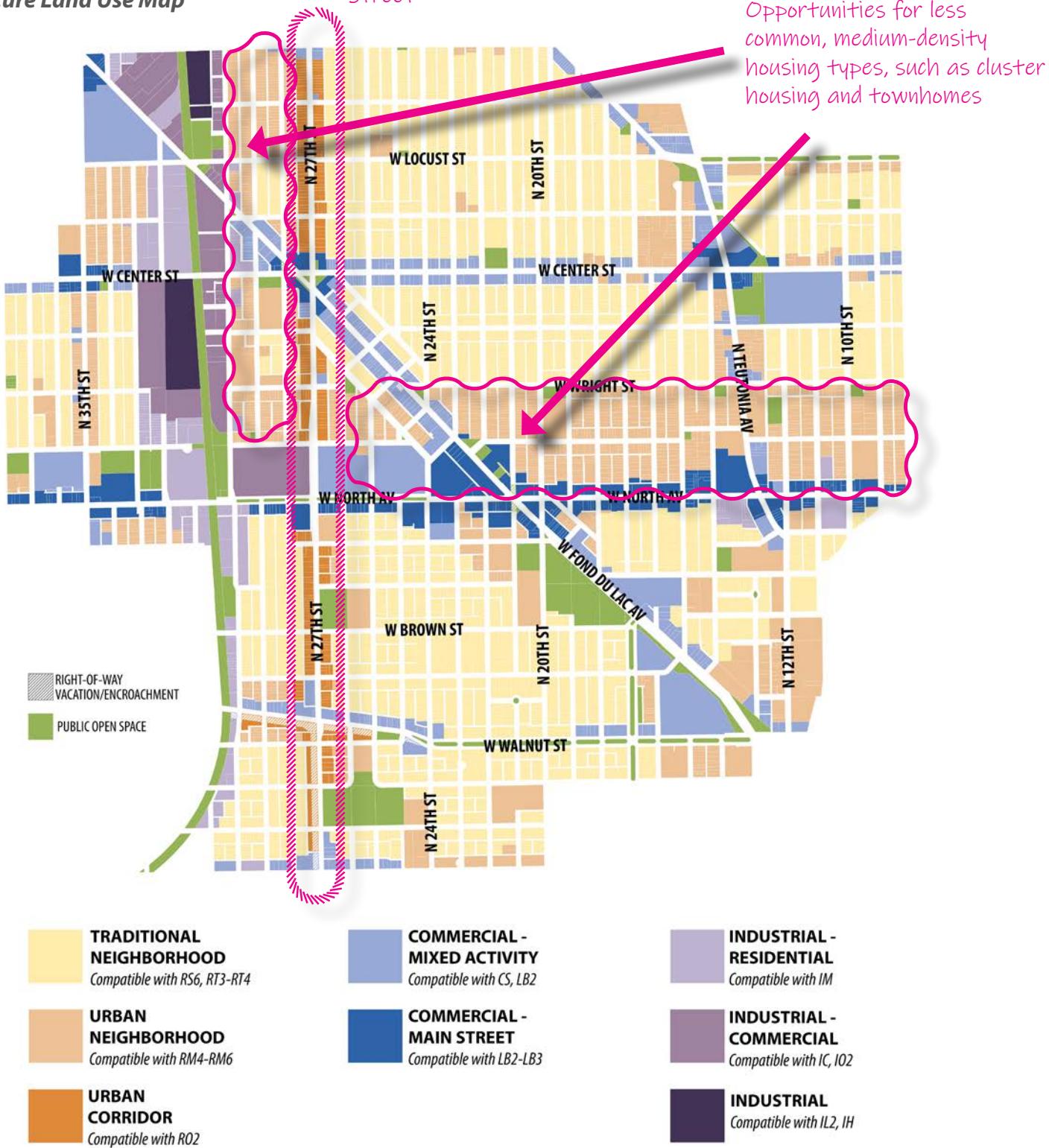
DESIGN GUIDELINES FOR MULTI-FAMILY BUILDINGS & TOWNHOMES								
Context								
	<p>Multi-family buildings and townhomes are appropriate in urban neighborhood districts, urban corridor districts and commercial-mixed activity districts, but may also be allowed in traditional neighborhood districts, provided the scale and density of such developments are compatible with the surrounding neighborhood context.</p> <p>When a multi-family building is introduced into a single-family or duplex neighborhood, it should generally be designed in a townhouse style with individual entries to ground level units and facades with a vertical articulation to reinforce the typical lot widths and traditional patterns of the surrounding area.</p> <p>Residential only buildings are discouraged in Commercial-Main Street districts where mixed-use buildings with commercial uses on the ground floor are preferred</p>							
Site Layout	<p>Front and side street setbacks should be similar to other buildings on the block or in the immediate area, but setbacks greater than 10 feet from a street lot line or five feet from a side lot line should not be required.</p> <p>Front and side street setbacks of up to 20 feet may be allowed to provide for a transition zone between ground floor residential units and the public sidewalk.</p>							
	<p>New construction in residential areas should generally be separated from existing buildings by at least 5 feet, unless both buildings are connected with appropriately fire rated walls.</p> <p>Attached townhome units may be built on individual lots with a zero side setback or common wall along the property line, or may be provided as separate units within a single multi-family building.</p> <p>Multiple buildings may be placed on a single lot, provided that the overall density is within the allowed range and the context is appropriate.</p>							
Building Orientation	<p>All multi-family buildings should be oriented toward a public street with an identifiable main entrance facing the street and connected to the public sidewalk.</p> <p>Walk up townhome units with individual entries are allowed in multi-family buildings provided that all exterior entries to such units are visible from a public street or other public or semi-public common space.</p>							
	<p>Residential units located on the ground floor should be elevated at least 2 feet above the sidewalk or setback at least 5 feet from the street property line.</p> <p>Accessibility for residents and guests should be considered in the design.</p> <p>A common outdoor amenity space equivalent to at least 15% of the lot area should be provided for multi-family buildings with more than four units.</p>							

Residential Land Uses	Districts							
	Residential Districts		Commercial Districts		Industrial Districts			
Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial	
Single-family dwelling	D	D	A	A	U	U	U	U
	D	D		A	U	U	U	U
	D	D	D	D	A	A	U	U
	D	D	D	D	D	A	U	U
	D	D	D	D	D	A	U	U
	A	D	D	D	D	A	U	U
	A	A	A	A	A	A	U	U

> Future Land Use Map

Opportunities for multi-family and commercial uses along N. 27th Street

Opportunities for less common, medium-density housing types, such as cluster housing and townhomes



PRIORITY NEIGHBORHOOD PROJECTS

The priority neighborhood projects provide the road map for turning the goals of the community into action. They represent the continuation of important work by the City, community organizations, nonprofits, and other governmental agencies. This strong foundation positions the Fond du Lac and North area for ongoing success. These recommendations are in many ways a snapshot of what the community wants. It will be important to continually check in with the community partners and residents, especially when preparing to implement any one of these recommendations.

Chapter 4 includes project opportunities, organized within each neighborhood by seven topics:

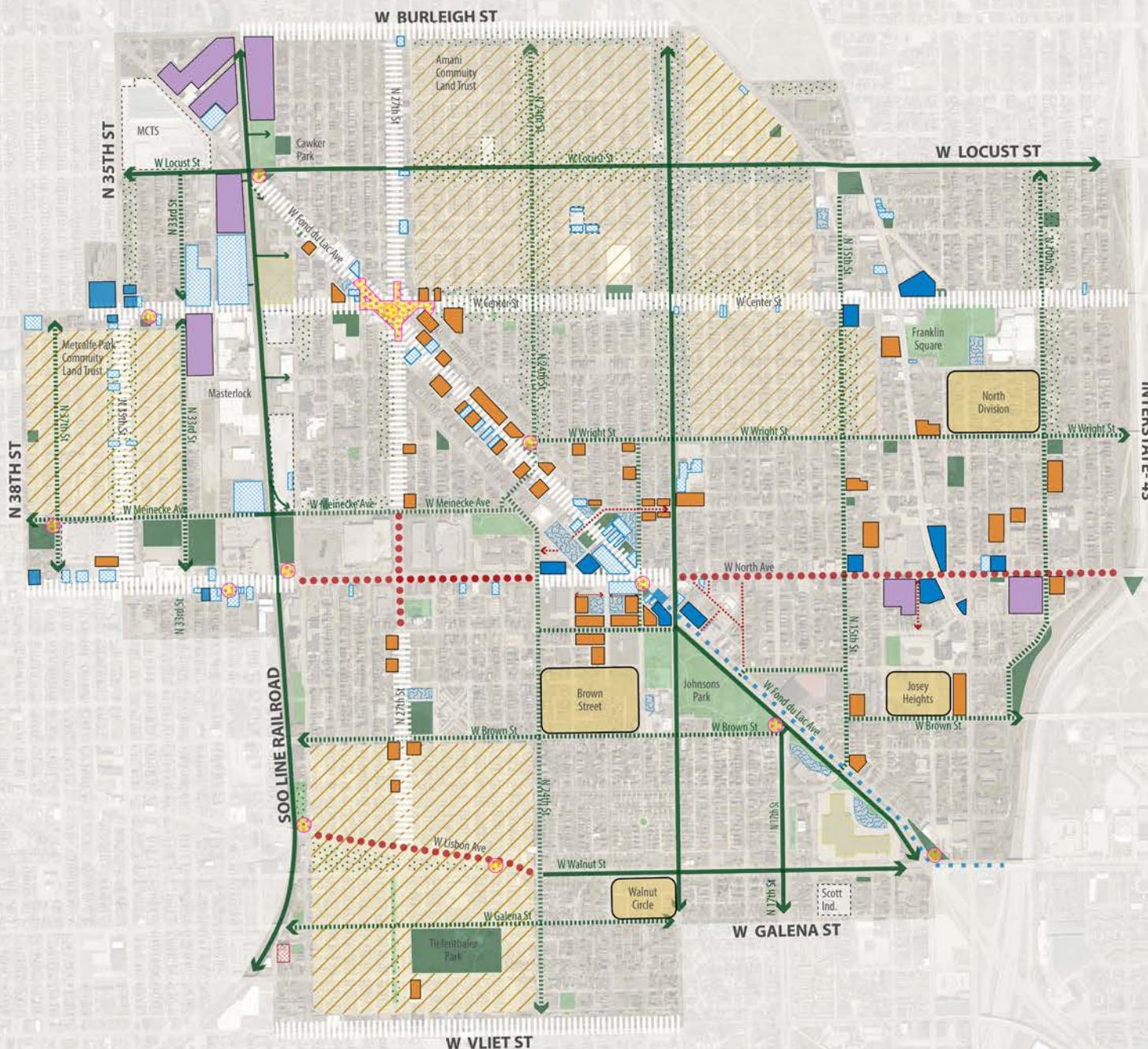
- > Street and Transit Improvements
- > Sustainability
- > Parks and Public Spaces
- > Placemaking & Identity
- > Neighborhood Development
- > Commercial Corridor Development
- > Industrial Development

ADOPTING THIS PLAN IS JUST THE FIRST STEP!

Implementing the recommendations in this plan—in order to realize the goals set by the community – is where the real work begins. Just as creating this plan was the work of many, implementing the recommendations will be a collaborative effort. Similarly, multiple funding sources will often be required. City departments and governmental agencies, community organizations, philanthropic organizations, nonprofits, advocacy groups, and the private market all have roles to play.

Chapter 5 lists the priority recommendations and projects found in Chapter 4 and identifies the time frame, the lead implementer, supporting partners, potential funding sources, and the related planning effort that supports the recommendation. The map on the opposite page illustrates these priority projects.

Over the ten to twenty year lifespan of an Area Plan, the City and partners are prepared with a vision that meets many different situations. Some of the recommendations are well within reach and on track to be accomplished in the next couple years, while others will take more time and effort. Recommendations need to be ambitious and aspirational! Community engagement was integral to the development of this Plan, and ongoing community engagement is essential when moving forward with any one of these recommendations to make sure that community sentiment is reflected.



● ● ● Potential Street Reconstruction

■ Rapid Implementation Safety Project

←→ Potential Bike Boulevard

— Potential Separated Bike Path or Trail

■ New or Improved Public Open Space

■■■ Housing Rehabilitation Area

■■■ Building Renovation or Reuse

■■■ Multi-Family or Townhome Site

■■■ Commercial or Mixed-Use Site

■■■ Commercial or Industrial Site

■■■ Existing and Potential City Subdivisions

●●● Community Art Project

●●● Vacant Lot Improvements

■■■ Green Parking Lot Opportunity

■■■ Solar Energy Opportunity

■■■ Area of Special Interest

■■■ Potential Streetcar Connection

PRIORITY NEIGHBORHOOD PROJECTS

All of the recommendations are important and an integral part of the Plan; however, there are a few projects that emerged as high priority because they addressed a very fundamental need in the neighborhood and because they have the potential to be truly catalytic and transformative.

STREET AND MOBILITY IMPROVEMENTS

Rapid Implementation Safety Improvements

Implement quick, safe changes to dangerous streets

Bus Rapid Transit

Support new, quicker bus service on 27th Street and Fond du Lac Avenue

30th Street Corridor Trail

Shared-use path along rail corridor in coordination with commuter rail initiatives

COMMERCIAL CORRIDOR DEVELOPMENT

Ikon Hotel & Conference Center

Support renovation of Sears building

Former MEC Site

Encourage redevelopment or reuse

N. 35th and W. Center Streets

Encourage multi-use development with community space

Fondy North Transit Oriented Development

Encourage redevelopment near transit

PUBLIC SPACES AND SUSTAINABILITY

Library Square Street Art Hub

Encourage community-led placemaking

Fondy Farmer's Market

Reinvigorate physical space for year-round use

Butterfly Park

Reconstruct playground

Tiefenthaler Park

Support redesign

Vacant Lot Improvements

Plant trees to beautify vacant lots

Eco Main Street

Add green infrastructure and trees during reconstruction of North Avenue between 8th and 20th Streets.

NEIGHBORHOOD DEVELOPMENT

Housing Rehabilitation

Prioritize renovation on existing housing stock

Josey Heights and Walnut Circle Subdivisions

Continue to encourage new high-quality, market-rate, traditional single-family homes

Community Land Trusts

Support community efforts for permanent affordable housing solutions



HOW TO USE THIS PLAN

This Plan serves as a road map over the next 10 to 20 years for achieving the goals voiced by the community related to a host of issues relating to the built environment. This Plan will be used by the City when evaluating land use and zoning decisions, as well as other City departments when making investment and policy decisions, other governmental agencies when coordinating on projects within the planning area, developers when considering the community desires for new development and redevelopment, community organizations when advocating for their priorities, and residents wanting to learn more about the different initiatives in their neighborhood. The recommendations in this Plan were developed collaboratively and will require collaboration to achieve. From practical, short-term recommendations to the more aspirational, long-term recommendations, this Plan lays the groundwork for action.

The Plan is organized as follows:

CHAPTER 1: Neighborhood and Planning Context

- > Neighborhood context
- > Historical perspective
- > Community engagement process
- > Market data and demographics

CHAPTER 2: Policies and Strategies

- > Area-wide policies and strategies to foster resilient communities, thriving corridors, and strong neighborhoods

CHAPTER 3: Land Use and Design Guidelines

- > Land use recommendations
- > Best practices for urban design

CHAPTER 4: Neighborhood Recommendations

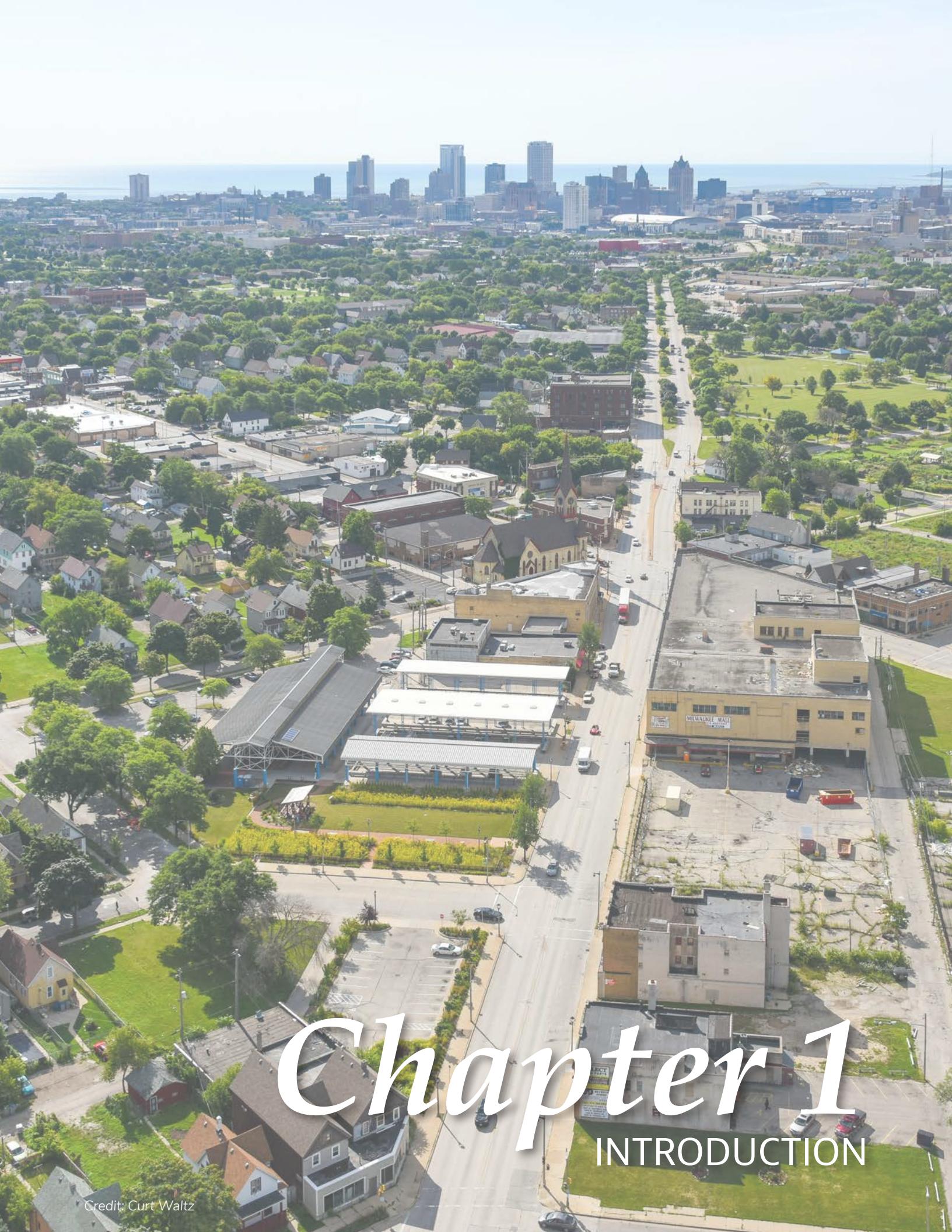
- > Specific project-level recommendations for each neighborhood: Amani, Lindsay Heights, Metcalfe Park, Midtown, and other areas
- > Identifies priorities

CHAPTER 5: Implementation

- > Implementation, including time frame and responsibility







Chapter 1

INTRODUCTION

Introduction

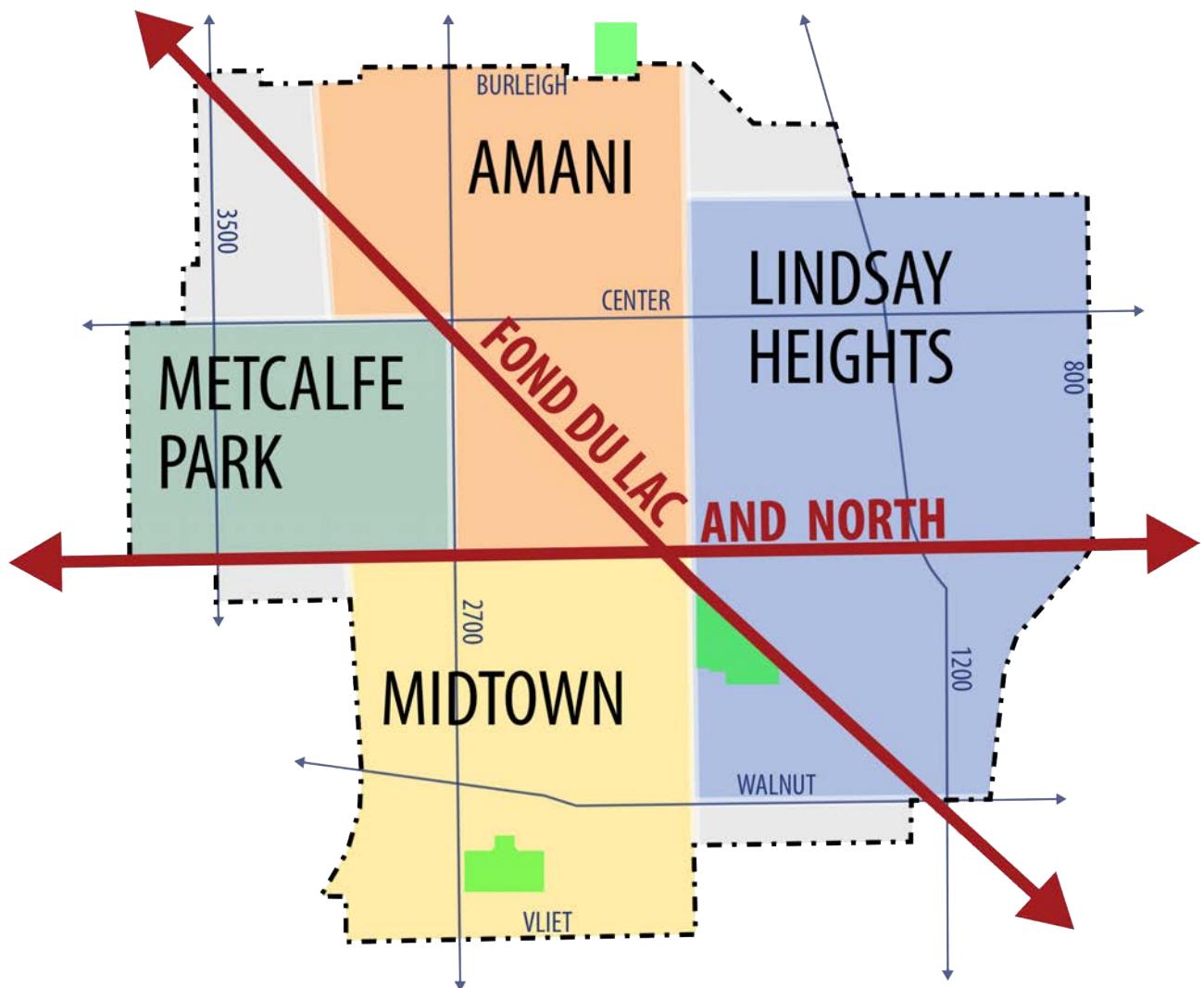
Encompassing distinct neighborhoods and corridors, the Fond du Lac and North Area covers much more than the iconic, namesake intersection. Portions of the study area are within walking distance of Milwaukee's downtown, while other parts are rooted in the neighborhood fabric of Milwaukee's north side. At the same time that the different neighborhoods within the planning area have faced challenges, they have all shown remarkable resiliency. Since the original area plan was completed in 2004, the area has seen ongoing development. Additionally, high-capacity community organizations have completed their own neighborhood planning efforts and initiatives to improve the quality of life for residents. These factors require a new plan for the area, one that builds on strength and plans for the future of the neighborhood in a way that incorporates the aspirations of residents and other stakeholders.

In 1999, Wis. Stats. §66.1001, more commonly referred to as "Smart Growth" Legislation, required that every municipality have a comprehensive plan. This legislation also dictated that all land use decisions and zoning be consistent with the comprehensive plan and that the plan be developed with public participation. This Plan will be used as guide for land use and development decisions for the next ten to twenty years. More specifically, the plan serves the following functions:

- > Articulates community goals and vision for the neighborhood
- > Guides future land use and development decisions
- > Sets expectations for development
- > Establishes priorities and helps secure resources, such as grants
- > Provides the initial input opportunity for residents in the development process
- > Integrate planning efforts
- > Identifies implementation responsibility and partnership opportunities

The Department of City Development (DCD) goes beyond a "check the boxes" approach to establish an actionable road map that builds on the existing strengths of the neighborhood to achieve what the residents, business owners, and stakeholders in the Fond du Lac and North area want for their neighborhood. Equity was at the forefront of many discussions during the plan and its considerations are woven throughout the planning process and the resulting recommendations. The COVID-19 pandemic and the racial unrest following George Floyd's killing further highlighted the existing inequities within Milwaukee. Community organizations challenged the City to create a race-conscious plan, one that addressed existing racial disparities and acknowledged the role government has played in creating them, and more importantly, in ending them. To that end, this plan contains recommendations that address residents' desire to:

- > Prioritize resident retention, anti-displacement, and increasing homeownership
- > Support commercial corridors and the creation of new Black owned businesses on neighborhood main streets
- > Improve neighborhood streets to undo past decisions that prioritized cars over safety and walkable streets for residents



THE PLANNING AREA

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PLANNING CONTEXT

LOCATION. The Fond du Lac and North Area is just northwest of downtown. In addition to its adjacency to downtown, other locational advantages are access to I-43 with interchanges at McKinley, North Avenue, and Locust Street; major thoroughfares such as North Avenue, Fond du Lac Avenue (WIS 23), Walnut/ Lisbon Avenue, 20th Street (WIS 57), and Center Street; numerous bus lines; and proximity to employment centers downtown and in the 30th Street industrial corridor.

LAND USE. Residential character varies from turn-of-the-century single family homes and duplexes to newer single family homes and apartment complexes. The area contains some of the oldest housing stock in Milwaukee, dating back before the turn of the 20th century. In the Midtown neighborhood there are many homes built as part of urban renewal projects in the 1960s. More recently, there has been an infusion of new housing stock as a result of new housing subdivisions, Habitat for Humanity homes, and affordable housing developments.

North Avenue, an important east-west arterial, represents the main street of the community with a high concentration of retail and other commercial uses. Center Street and Fond du Lac Avenue are also prominent commercial corridors. Retail and other commercial uses exist to a lesser degree at major intersections and along Lisbon Avenue, Walnut Street, Teutonia Avenue, and Hopkins Street.

Industrial uses are mostly concentrated along the 30th Street Industrial corridor. While the Corridor no longer serves the walk to work function it once did, there are still a significant number of jobs in the corridor. Recent efforts have focused on making the rail corridor more of a recreational amenity by developing a trail adjacent to the rail line.

There are numerous park and open spaces, including large county parks, small playgrounds, and school playfields.

DEMOGRAPHICS. While Milwaukee's population has been relatively stable, declining slightly in recent decades, the population in the Fond du Lac and North area has declined more sharply: by about 20% in the past decade. This population loss presents unique challenges, but also opportunities for an area with many vacant lots, houses, and commercial buildings.

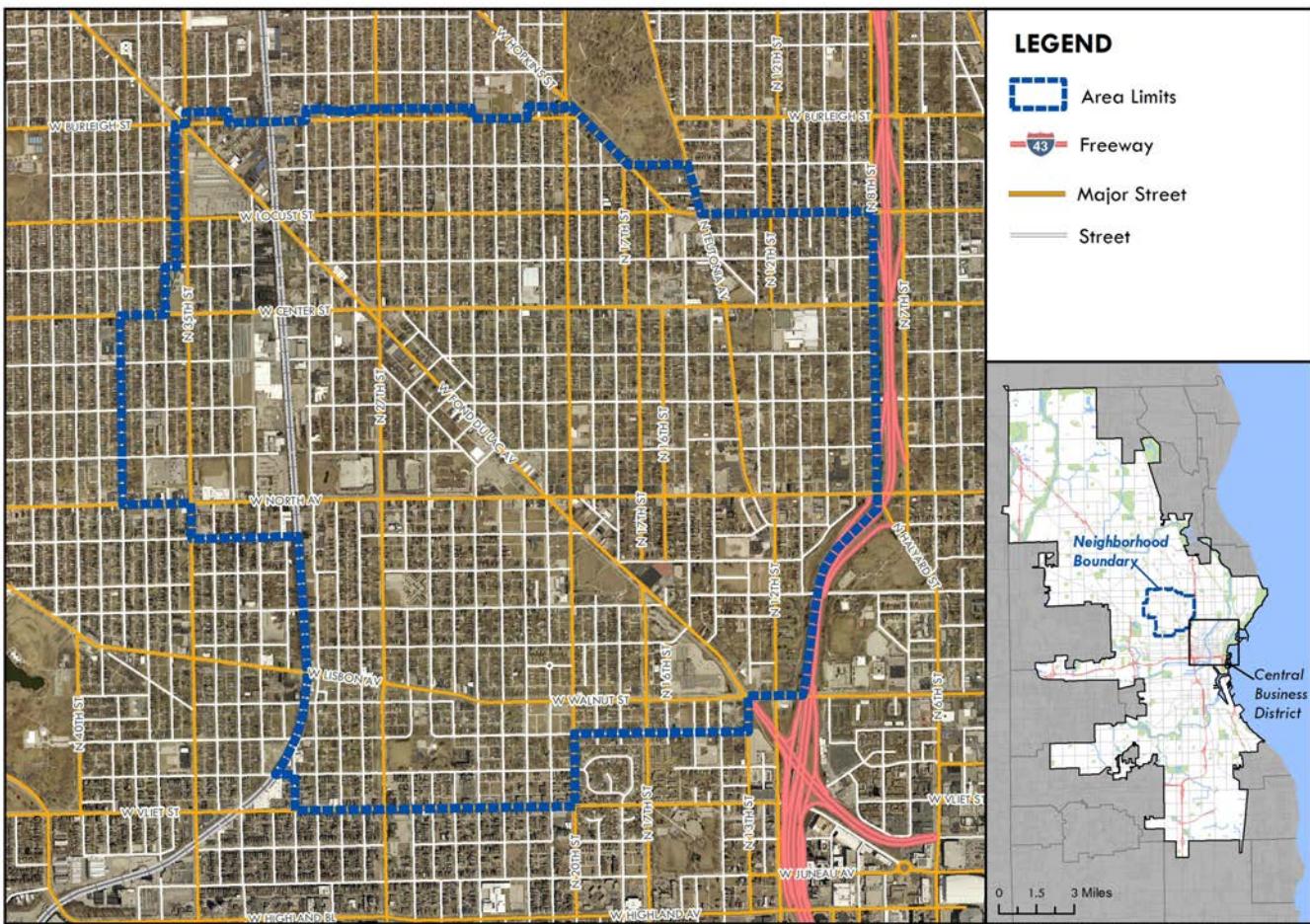
MARKET ANALYSIS. DCD partnered with LISC-Milwaukee to commission a commercial and residential market analysis at the beginning of the plan. For commercial development, the analysis found opportunities in the availability of low cost real estate and the desire to support local options, two factors that could support homegrown entrepreneurs. The area does face challenges similar to other urban areas, including relatively low purchasing power and national trends towards online retail. On the residential side, the analysis revealed a stark dividing line at North Avenue, with values generally increasing south of North Avenue, but flat or even declining north of North Avenue.

For the residential market, a nascent market exists for innovative housing options. More than half of the homes in the area were constructed before 1950, and high levels of absentee ownership and barriers to home repair loans for existing owners have resulted in many homes with deferred maintenance needs. New housing developments in multi-family buildings — both affordable and market-rate — typically are at 100% occupancy with long waiting lists. The analysis prioritized residential development as follows:

- 1 housing rehabilitation
- 2 new affordable housing
- 3 new market rate housing

The full analysis is available at: city.
[milwaukee.gov/DCD/Planning/PlansStudies/
FondduLacandNorth](http://milwaukee.gov/DCD/Planning/PlansStudies/FondduLacandNorth)

FOND DU LAC AND NORTH AREA PLAN | AREA OUTLINE



Path: S:\GIS and Data Projects\2020\20-01-08_Fondy and North\REVISED\Updated_Aerial_081821.mxd



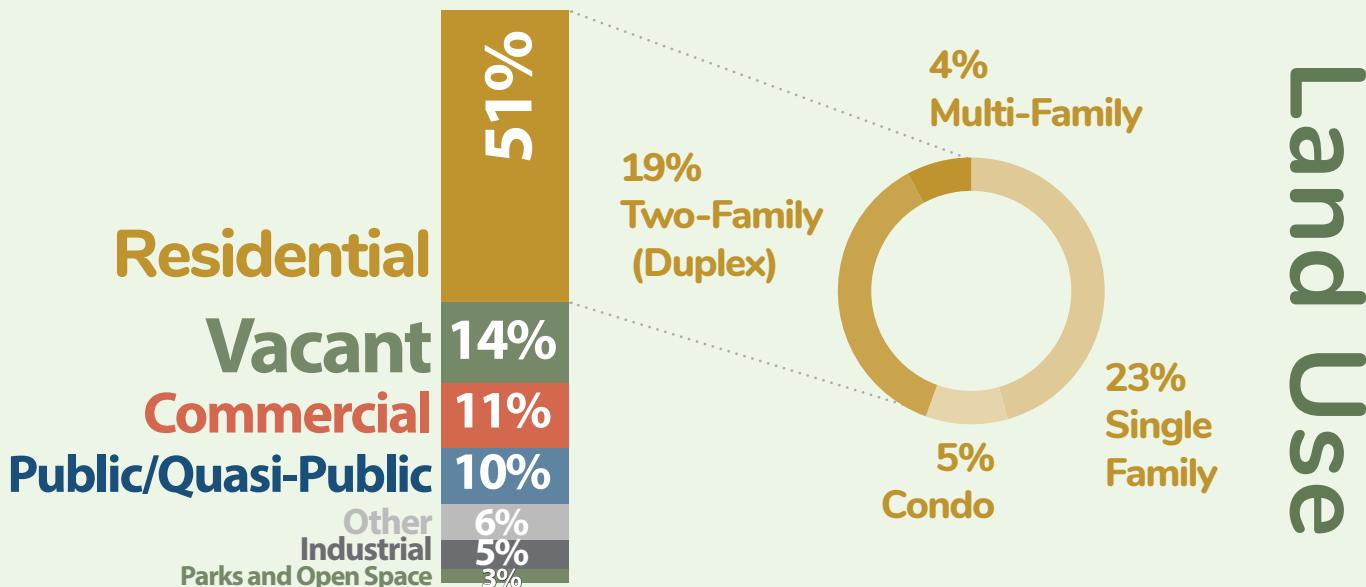
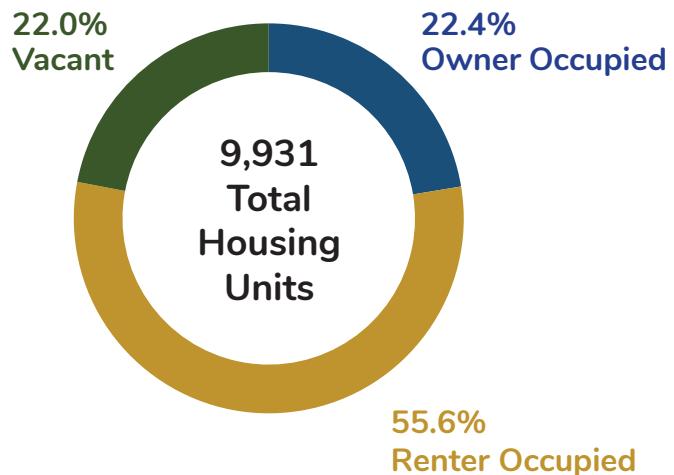
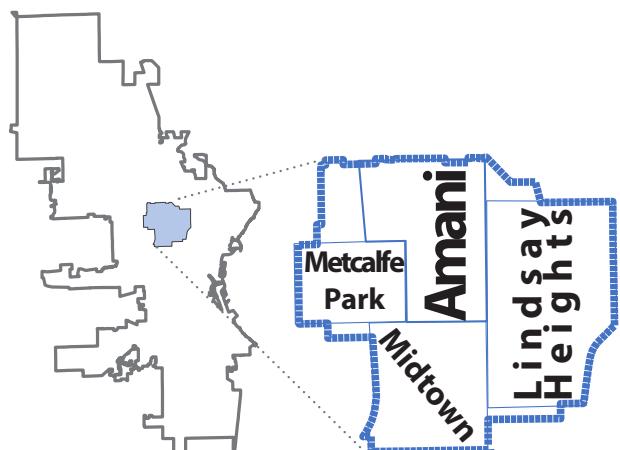
Credit: Curt Waltz

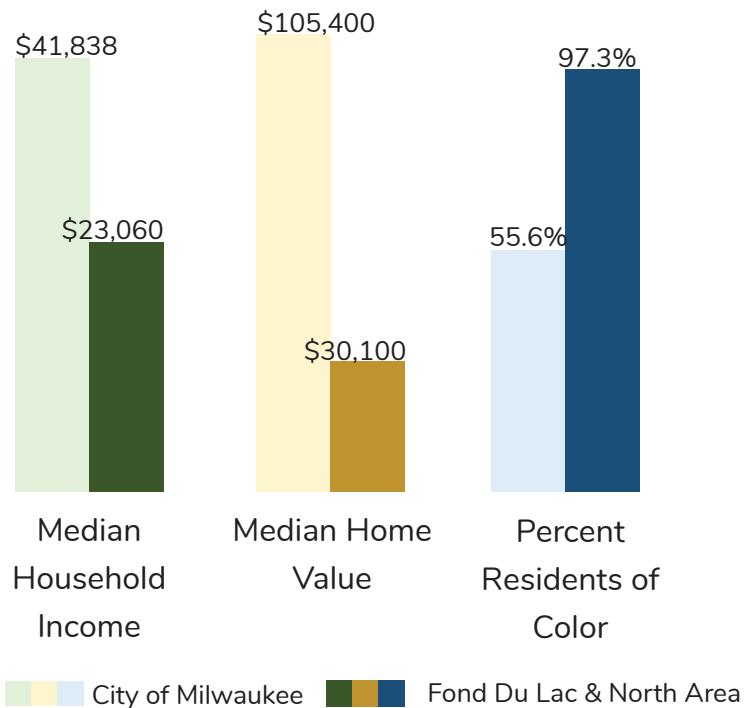
Fond du Lac & North by the Numbers



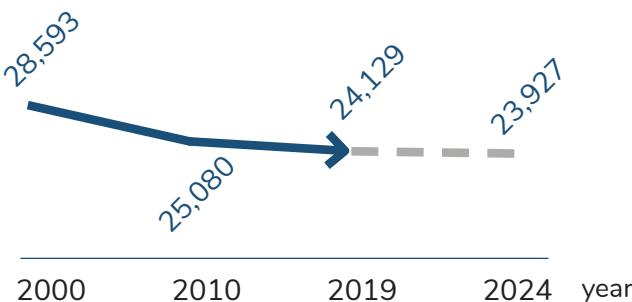
Total Households

Average household size
3.1 People





The Fond Du Lac and North Area has seen a **15.6%** decline in population since 2000.



Available Space

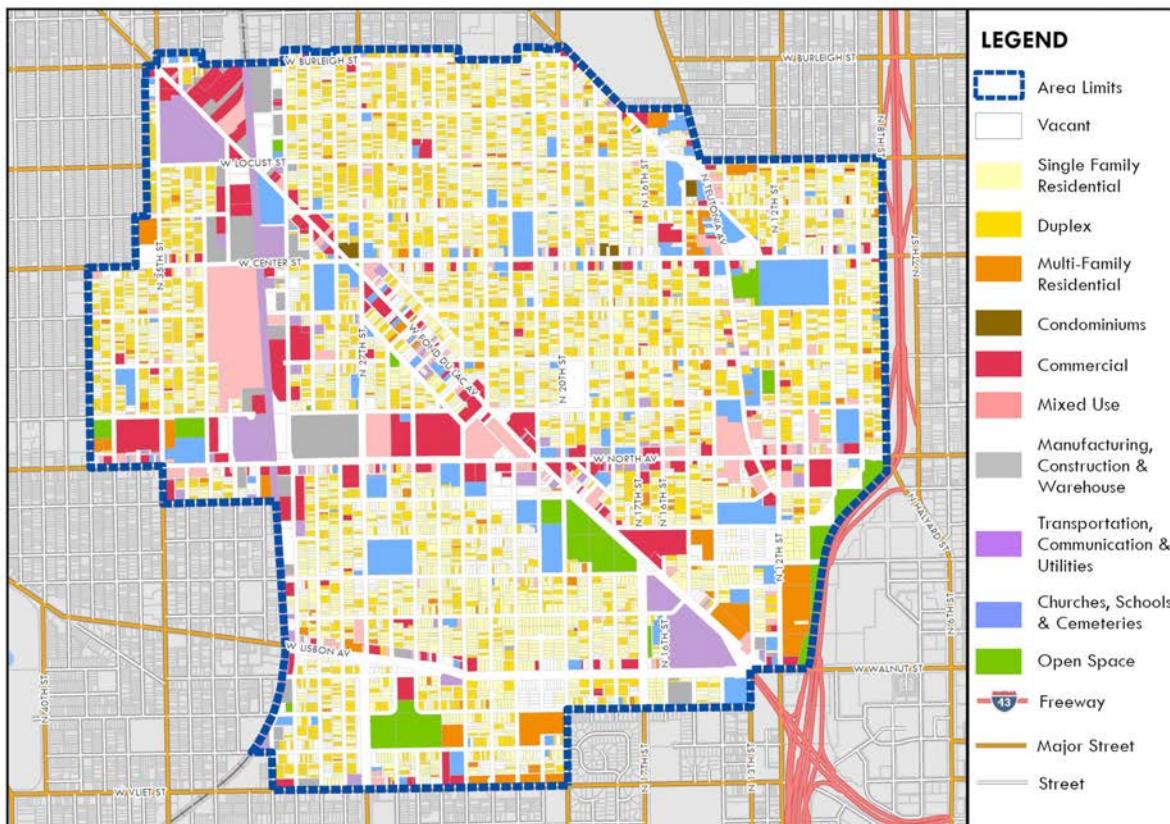
1,686 Lots
187 Acres



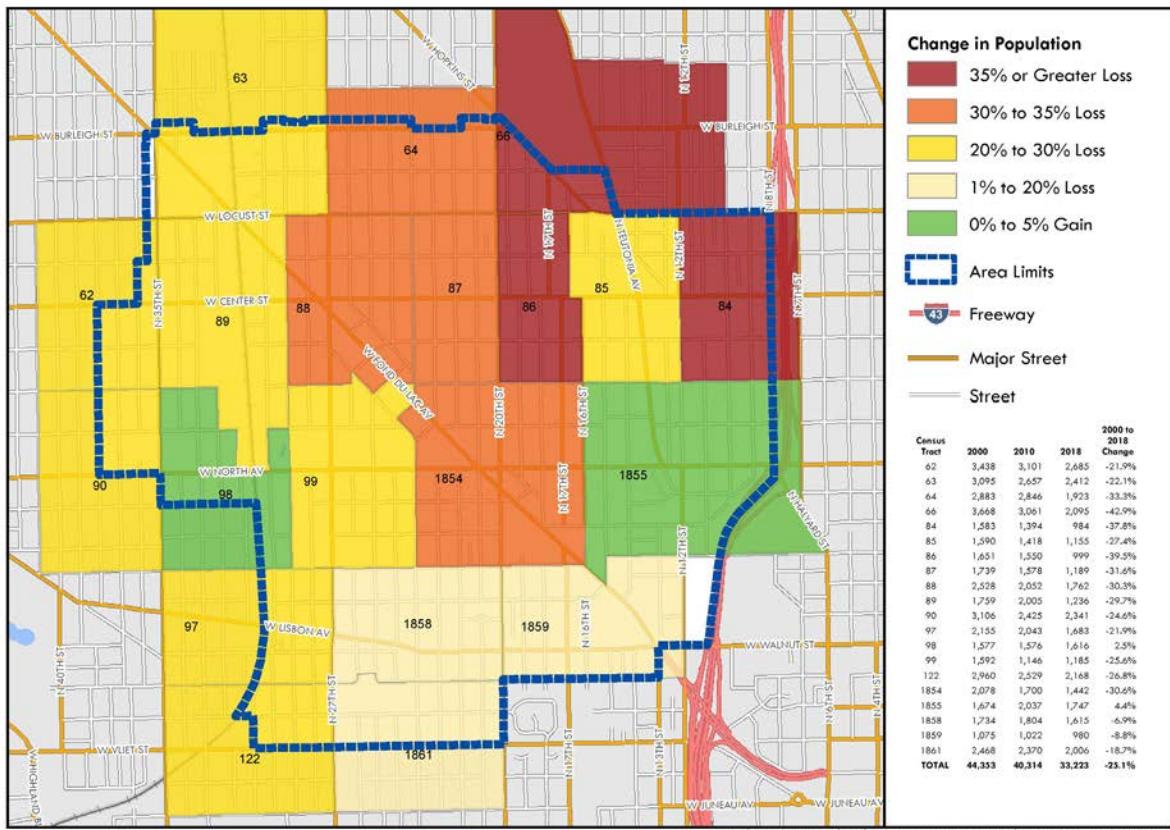
508 Businesses

Sources: Economic Data from Infogroup, Inc. Esri Total Residential Population forecasts for 2020. | Demographic Data from U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019, 2020, and 2024. | Land Use Data from City of Milwaukee, Master Property File 2020.

FOND DU LAC AND NORTH AREA PLAN | LAND USE

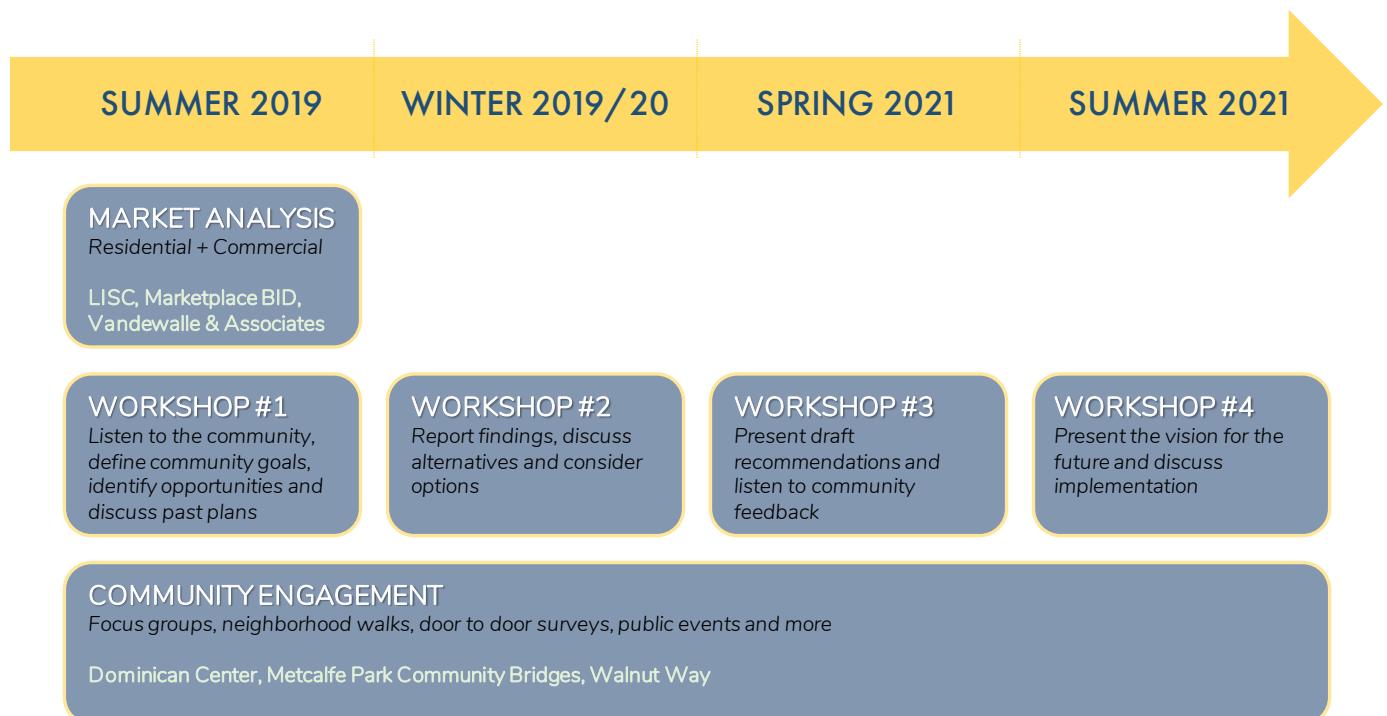


FOND DU LAC AND NORTH AREA PLAN | POPULATION CHANGE 2000 TO 2020



PLANNING PROCESS

This plan is the culmination of a nearly two year process that began with a market analysis and visioning meeting to lay the groundwork rooted in both real market conditions as well as the community aspirations. Subsequent workshops and focus groups examined different options and priorities to arrive at the recommendations and strategies. Throughout the study, community engagement was paramount with regular meetings with the community partners and attendance at local events.



PUBLIC ENGAGEMENT

The Fond du Lac and North Area Plan was driven by authentic and ongoing community engagement. Throughout the plan, residents gave guidance on their vision for their community and how to achieve those goals, so that the recommendations found within this plan are a response to the needs identified.

The Department of City Development (DCD) engaged three community-based organizations (community partners) before launching the plan: the Dominican Center, Metcalfe Park Community Bridges, and Walnut Way. These organizations have deep roots in their neighborhoods and have also completed their own neighborhood-level strategic planning efforts. This plan affirms and builds on the significant work already underway. This Plan affirms and elevates many of the recommendations in those neighborhood-level plans.

The partnership between DCD and the Community Partners enabled deeper conversations with a greater number of residents than would have been possible otherwise. The Community Partners were involved in every step, from helping to design the outreach approach, to staffing public engagement events, to vetting draft materials, and reviewing this document.

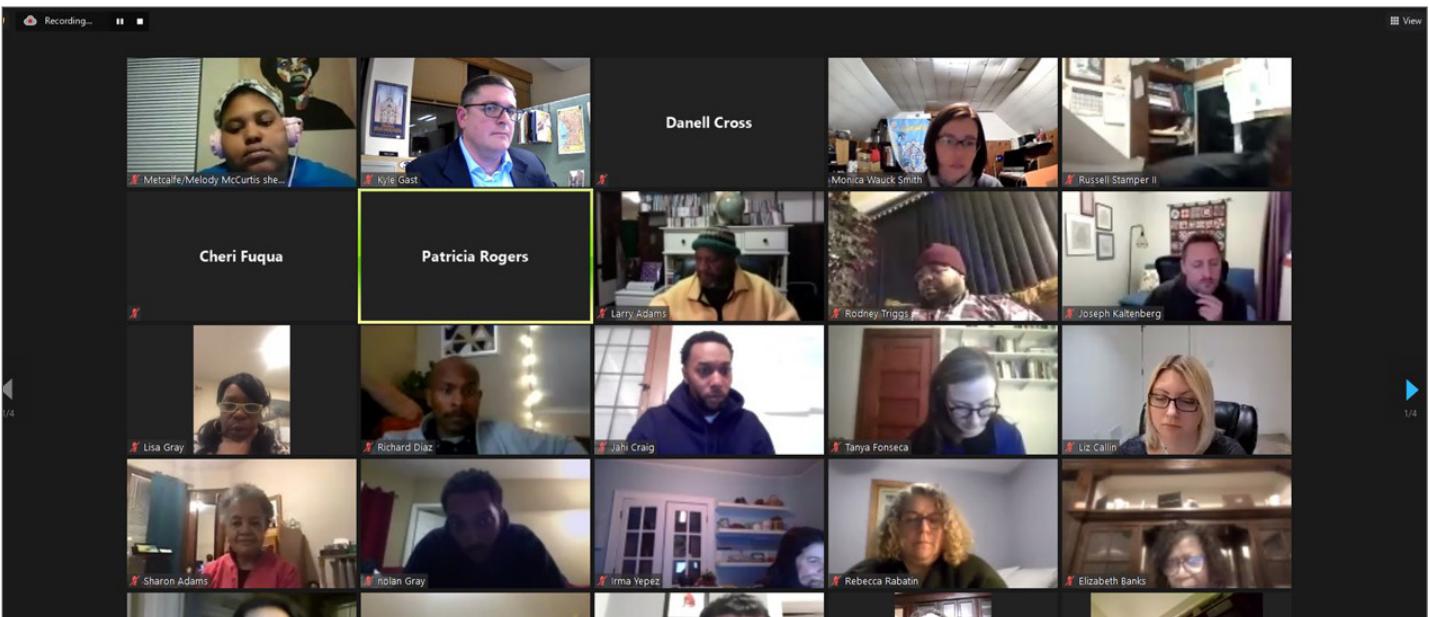


The Plan Advisory Group, comprised of local stakeholders and subject matter experts, provided input at each phase of the plan. Other City departments, particularly the Department of Public Work's Multimodal and MKE Parks (formerly MKE Plays) units and DCD's Commercial Corridors Team, shared their expertise and were essential for ensuring that the recommendations are actionable.

Outreach included four community-wide meetings, four plan advisory group meetings, attendance at many local festivals and events, door to door canvassing, focus groups, and an online survey. The community partners and local residents, together with DCD team members, staffed the community outreach events.

The COVID-19 pandemic brought unexpected changes to engagement. In-person engagement was quickly replaced with remote engagement for the second half of the plan. Despite the abrupt shift, residents stay engaged and adapted to the virtual format. Conversations covered many topics, yet several issues emerged:

- > Supporting local entrepreneurship
- > Providing affordable and quality housing options
- > Combating reckless driving
- > Creating attractive public spaces
- > Local pride and ownership



WHAT WE HEARD...

Below is a summary of some of the main comments heard from residents during the community workshops. This community input informs the policies and recommendations in this Plan.

Community Strength

- » Long-time residents and homeowners are community anchors
- » People are working together more than ever before.
- » The strength of the community organizations bears witness to the sense of community.

Public Spaces

- » Quality park space is an asset, while parks in disrepair can detract.
- » A swimming pool, roller skating rink, and a community center as new amenities that would be well-used by area residents.
- » Safety is an essential feature of any public space.

Safety and Youth Opportunities

- » Safety is a major issue in the neighborhood, with many people saying that they did not feel safe in their own neighborhood. Some said that safety issues were getting worse, while others say there has been an improvement.
- » Many people attributed the safety issues to a lack of opportunities for youth. Residents want to see more outdoor activities, urban agricultural, housing rehab programs to help youth learn valuable skills.

Transportation

- » Reckless driving—specifically, speeding, not yielding to pedestrians, and inattentive driving—is experienced daily and affects residents' lives.
- » Residents want to maintain and improve transit service within the area.

Housing and Neighborhoods

- » Increasing owner occupancy rates as a top priority, as did rehabbing existing housing.
- » Creating affordable new rental housing was a lesser priority, although it is still important.

Commercial Corridors

- » Residents want quality and convenient shopping options. In particular, residents are eager to see places that are owned and patronized by people from the area.
- » Residents were open to businesses other than typical retail going into storefronts. Examples given were small offices, data centers, and garden centers.

**"THERE'S NEW
DEVELOPMENT ON
NORTH AVENUE.
NOW WE NEED
TO SEE MORE
DEVELOPMENT
ON CENTER
STREET."**

**"We come together
when something
happens"**

**"There aren't enough safe
places to hang out."**

"Fix the potholes!"

**"Teenagers just hang out on the street because they have
nothing to do. More activities are needed."**

**"The scooters are nice,
but they're expensive."**

**"There are too
many slumlords."**

"There's nowhere to walk to."

**"We're a community of renters. We
need affordable rental options, too."**

**"We need more single-family
homes."**

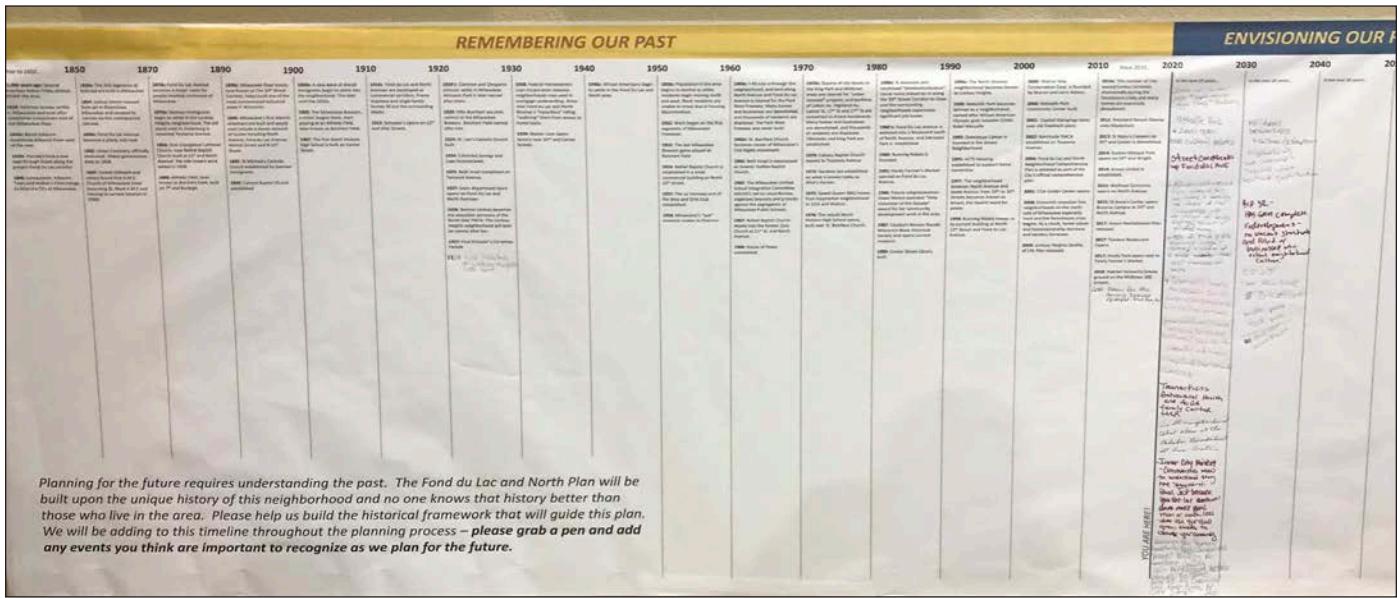
HISTORY

The Fond du Lac and North area has witnessed many changes over the centuries and decades. In many ways, these neighborhoods are a representative microcosm of Milwaukee's history.

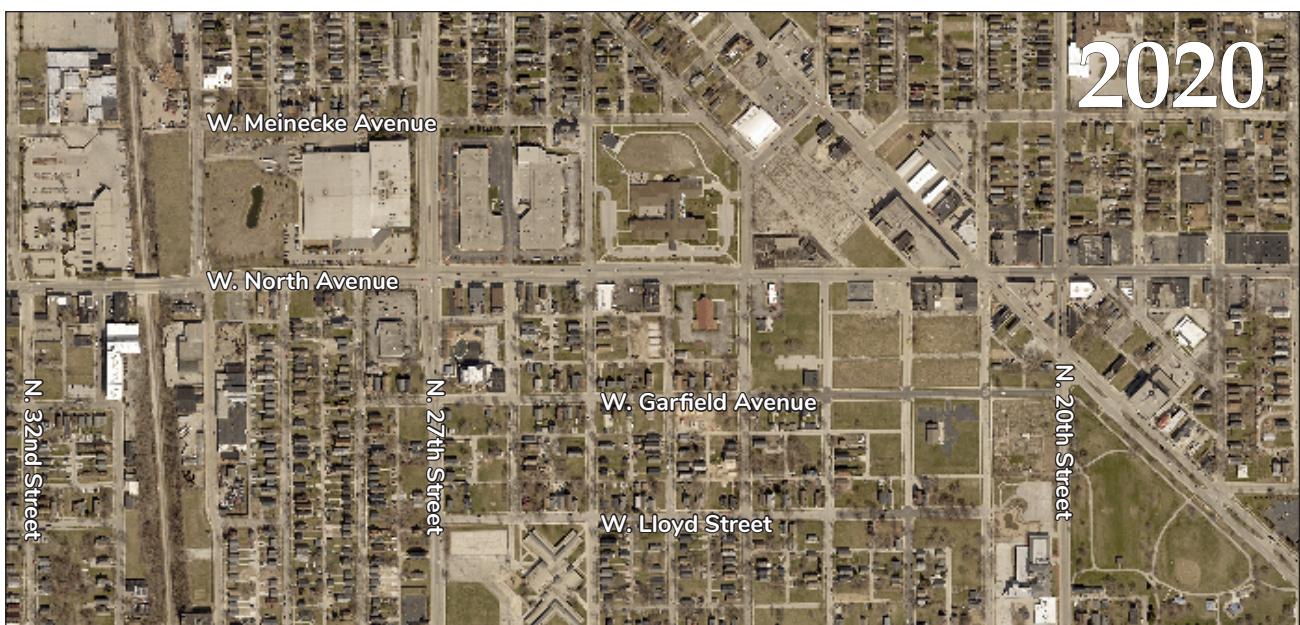
Walking through the neighborhoods, one travels on the same routes first built by native people, views some of the oldest buildings constructed by European settlers, sees the industrial past and present that has fueled the city's economy, witnesses some of the destruction wrought

by government policies around urban renewal and freeway expansion, and also sees the strength and resilience exhibited in the ongoing revitalization efforts in the area.

The images on the opposite page and the timeline on the following page highlight some of the most impactful events that have shaped the neighborhoods and inform current planning efforts.



Interactive exhibit at the first community meeting to document past and envision future.



Source: Milwaukee County

CHAPTER1: INTRODUCTION

15

TIMELINE OF THE NEIGHBORHOODS

B.C.E.

1800s

early 1900s

11,000 year ago: Several Native American tribes already inhabit the area

1860s: Fond du Lac Avenue becomes a plank, toll road

1907: The first North Division High School is built on Center Street.

1869: Ezekiel Gillespie and others found first A.M.E. Church of Milwaukee

1870s: German immigrants begin to settle in the Lindsay Heights neighborhood. The old plank road to Cedarburg is renamed Teutonia Avenue.

1890s: Milwaukee Road tracks, now known as the 30th Street Corridor, helps build one of the most concentrated industrial areas in Wisconsin.

1890s: Milwaukee's first streetcar system forms network of routes including North, Fond du Lac, Walnut, and 12th.

1910s: Fond du Lac and North Avenues are developed as commercial corridors. Frame duplexes and single family homes fill out the surrounding blocks.

1970s: Dozens of city blocks in the King Park and Midtown areas are cleared for "urban renewal" projects, and portions of Lisbon Av, Highland Av, Locust St, 17th St and 27th St are converted to 4-lane boulevards. Many residents and businesses are displaced. Tifenthaler and King Park are established.

1980s: A recession and continued "deindustrialization" cause many industries in along the 30th Street Corridor to close and the surrounding neighborhoods experience significant job losses.

1990s: The North Division neighborhood becomes known as Lindsay Heights

1990: Metcalfe Park becomes defined as a neighborhood, named after African American Olympic gold medalist (1936) Ralph Metcalfe

1970s

1980s

1990s

1972: Gardens are established on what is known today as Alice's Garden.

1978: The rebuilt North Division High School opens, built over St. Boniface Church.

1980s: Fond Du Lac Avenue is widened into a Boulevard south of North Avenue, and Johnsons Park is established.

1980: Running Rebels is founded.

1981: Fondy Farmer's Market opened on Fond du Lac Avenue.

1987: Clayborn Benson founds Wisconsin Black Historical Society and opens current museum.

1995: Dominican Center is founded in the Amani.

1995: ACTS Housing established to support home ownership

1997: The neighborhood between North Avenue and Keefe Avenue from 20th to 30th Streets becomes known as Amani, the Swahili word for peace.

1999: Running Rebels moves to its current building at North 13th Street and Fond du Lac Avenue.

1924: Colombia Savings and Loan incorporated as Wisconsin's first Black-owned financial institution.

1920-50s

1927: Sears department store opens on Fond Du Lac and North Avenues.

1928: Bernice Lindsay becomes the executive secretary of the North Side YWCA. The Lindsay Heights neighborhood will later be named after her.

2000: Walnut Way Conservation Corp. is founded by Sharon and Larry Adams and Lindsay Heights neighbors.

2000: Metcalfe Park Community Center built.

2001: Capitol Stampings takes over old Steeltech plant.

2000s

2002: Northside YMCA established on Teutonia Avenue.

2004: Fond du Lac and North Neighborhood Comprehensive Plan is adopted as part of the City's official comprehensive plan.

2005: COA Goldin Center opens

2008: The foreclosure crisis hits neighborhoods on the north side of Milwaukee especially hard as home values and homeownership decrease and vacancy increases.

2009: Lindsay Heights Quality of Life Plan released.

1950s: Population in the area begins to decline as white residents begin moving north and west. Black residents are denied these opportunities due to housing discrimination.

1958: Milwaukee's "last" streetcar makes its final run.

1960s

1960s: I-43 cuts a through the neighborhood, and land along North Avenue and Fond du Lac Avenue is cleared for the Park West Freeway. Many homes and businesses are demolished, and thousands of residents are displaced. The Park West Freeway was never built.

1960s: St. Boniface Church becomes center of Milwaukee's Civil Rights movement.

2010s: The number of City-owned homes increases dramatically during the foreclosure crisis, and many homes are eventually demolished.

2014: Ezekiel Gillespie Park opens on 14th and Wright.

2014: Amani United is established.

2010+

2015: St Anne's Center opens Bucyrus Campus at 24th and North Avenue.

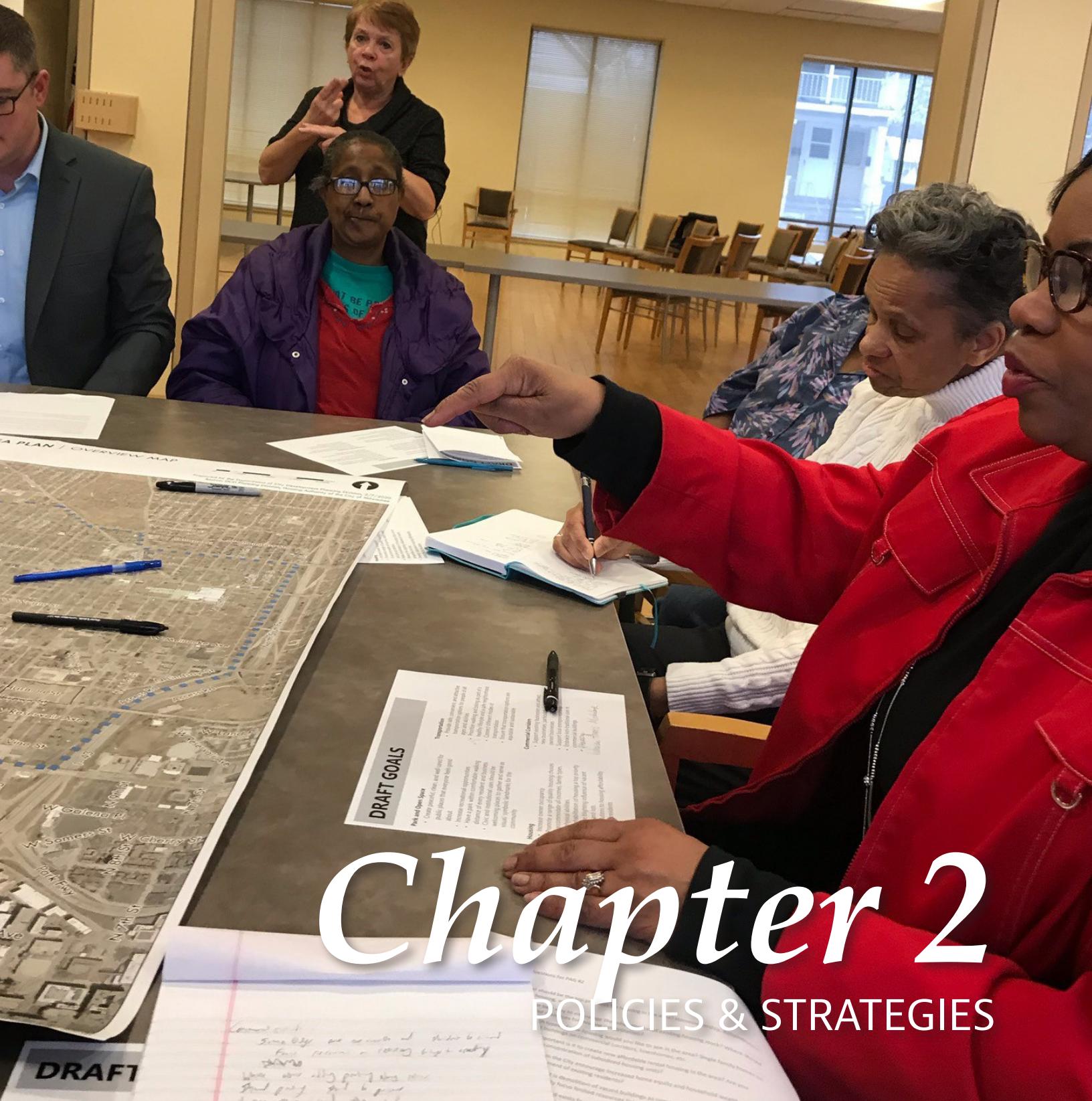
2017: Amani Revitalization Plan released.

2017: FONDY PARK opens next to FONDY Farmer's Market.

2018: Habitat Humanity breaks ground on the Midtown 100 project.

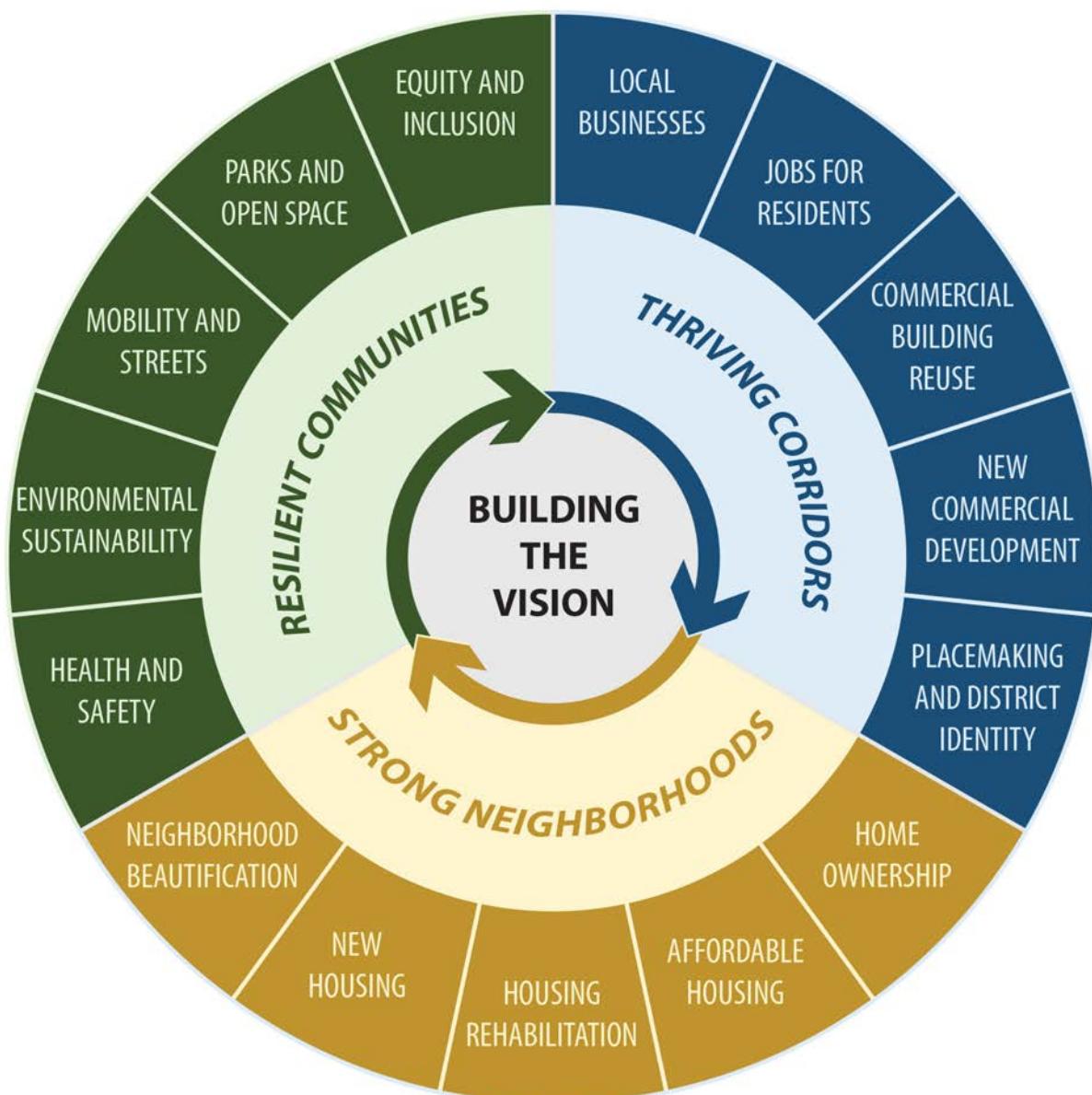
Chapter 2

POLICIES & STRATEGIES



Policies & Strategies

This chapter identifies the policies and strategies that will help the City and its partners achieve successful outcomes. These policies and strategies reflect the community values that were voiced during the community workshops. In many ways this chapter is the building block for subsequent chapters. For example, these policies and strategies inform the land use and design recommendations in Chapter 3 and the neighborhood recommendations found in Chapter 4. These policies and strategies also provide a framework for evaluating development proposals and other projects. As illustrated in the diagram below, these policies are divided into the three broad categories: Strong Neighborhoods, Thriving Corridors, and Resilient Communities.



STRONG NEIGHBORHOODS

Policies & Strategies

Strong neighborhoods are the essential building blocks of a strong city. A strong neighborhood supports a strong community, composed of people and families who have stable and affordable housing and opportunities to build wealth and foster a sense of connectedness with each other. Currently, the majority of households in the area rent, and nearly 70% of those households pay more than 30% of their household income on rent, and over 40% of households pay more than 50% of their income on rent, leaving little for other necessities such as food, clothing, transportation, and medical care.

Rehabilitating the existing housing stock provides opportunities to breathe new life into an already existing asset. There is also a significant demand for new, modern housing options. Despite a nearly 20% decline in population and over 2,000 vacant housing units, newer apartment buildings are typically at 100% capacity with lengthy waitlists. In addition to quality housing options, residents want and deserve attractive spaces to enjoy within their neighborhood. The physical environment of a neighborhood can add or subtract from the overall quality of life. This includes addressing vacant buildings, repurposing vacant lots into community assets, and supporting community-led efforts to beautify neighborhoods and foster a sense of neighborhood identity. To achieve these goals, this Plan outlines policies and strategies to:

- 1 Increase homeownership**
- 2 Promote stable and affordable rental housing**
- 3 Rehabilitate existing housing**
- 4 Construct new housing**
- 5 Beautify neighborhoods**

> Examples of Different Housing and Beautification Efforts



STRONG NEIGHBORHOODS POLICIES & STRATEGIES

A. Increase Homeownership

- | | |
|--|---|
| 1. Continue and strengthen programs for existing homeowners to stay in their homes. | <ul style="list-style-type: none">a. Expand existing programs that assist low and moderate income homeowners in making needed home repairs, such as the Strong Homes Loan Program (NIDC) and the Code Compliance Loan Program (DNS).b. Support homeowners at risk of foreclosure, and identify resources to assist low and moderate income homeowners facing property tax hardship.c. Assist homeowners and homebuyers in making needed accessibility improvements to allow for aging in place. |
| 2. Support existing neighborhood renters become homeowners. | <ul style="list-style-type: none">a. Continue to prioritize owner occupancy in the sale of City-owned properties.b. Expand programs that assist moderate income renters become homeowners, such as the Homebuyer Assistance Program (NIDC).c. Provide direct down payment assistance to new home buyers.d. Support innovative ownership models, including co-ops and community land trusts.e. Support and grow the capacity of community based organizations working to increase homeownership.f. Support the construction of new single-family homes throughout the area. |

STRONG NEIGHBORHOODS POLICIES & STRATEGIES

B. Promote Stable & Affordable Rental Housing

- | | |
|---|--|
| <p>1. Support the creation of new affordable rental housing that is accessible to existing neighborhood residents.</p> | <ul style="list-style-type: none">a. Support the development of subsidized housing units, including developments utilizing Low Income Housing Tax Credits (LIHTC). Resources should be prioritized for the creation of housing options that are affordable based on the range of incomes of existing neighborhood residents.b. Continue the use of Tax Incremental Financing (TIF) for affordable housing development.c. Support the preservation of expiring subsidized units and naturally occurring affordable housing that serve low income residents (30-50% area median income [AMI]).d. Support and grow the capacity of community based organizations working to create affordable housing.e. Advocate for additional funding for Section 8 Housing Choice Vouchers. |
| <p>2. Increase housing stability for low and moderate income renters.</p> | <ul style="list-style-type: none">a. Educate tenants and landlords about available eviction prevention services through connections to the Milwaukee Rental Housing Resource Center.b. Continue the City's landlord training program and consider standardized rental agreements for landlords operating in the city.c. Support and grow the capacity of community based organizations working to prevent evictions.d. Support Milwaukee County's efforts to expand tenant-landlord mediation and establish a right to council for low income renters facing eviction.e. Expand housing options and supports for formerly incarcerated people. |

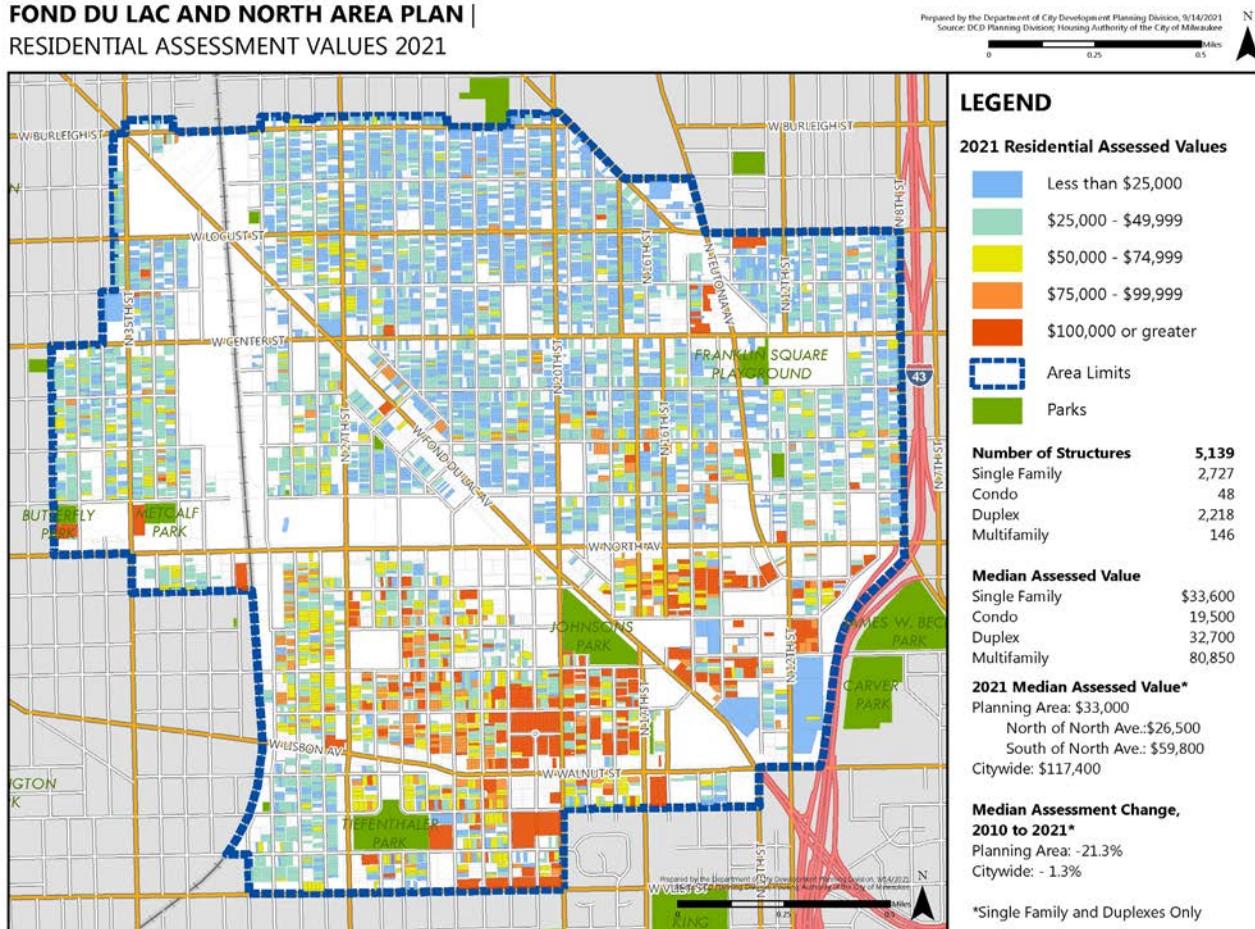
STRONG NEIGHBORHOODS POLICIES & STRATEGIES

B. Promote Stable & Affordable Rental Housing (continued)

- | | |
|---|---|
| <p>3. Eliminate disparities in housing and expand fair housing choice.</p> | <ul style="list-style-type: none"> a. Identify barriers for people of color in accessing quality affordable housing, and develop strategies and programs to address those barriers. b. Support fair housing law compliance in the rental market. c. Develop a comprehensive housing plan to ensure affordable, accessible, and equitable housing across the City of Milwaukee. |
| <p>4. Reduce homelessness and provide assistance to those who may become homeless.</p> | <ul style="list-style-type: none"> a. Support the continued presence and enhancement of local shelter systems such as the Milwaukee Rescue Mission and the McCanon Brown Homeless Sanctuary, as well as organizations that provide support to homeless individuals. b. Preserve, improve, and expand public housing city-wide that serves the lowest income residents. c. Support Milwaukee County's efforts to eliminate homelessness and expand funding for Housing First. |

FOND DU LAC AND NORTH AREA PLAN |

RESIDENTIAL ASSESSMENT VALUES 2021



STRONG NEIGHBORHOODS POLICIES & STRATEGIES

C. Rehabilitate Existing Housing

- | | |
|--|---|
| 1. Encourage the rehabilitation of existing housing throughout the area. | <ul style="list-style-type: none">a. Expand programs that assist homeowners and responsible investors rehabilitate existing housing, such as the Rental Rehabilitation Program (NIDC).b. Continue to aggressively market and sell and City-owned properties to homeowners, responsible investors, and non-profit organizations.c. Support and grow the capacity of community based organizations working to rehabilitate existing housing. |
| 2. Prioritize housing improvements that enhance the health of residents. | <ul style="list-style-type: none">a. Prioritize improvements that mitigate conditions known to directly improve affect the health of occupants including lead hazards, failing heating and electrical systems, leaks, mold, pest infestations and broken roofs, walls, windows, doors, door locks and railings.b. Expand efforts to eliminate lead poisoning in children, and consider establishing a lead-safe housing certification program for rental housing.c. Encourage accessibility accommodations in rental housing, and consider establishing a funding source to assist with accessibility improvements. |
| 3. Encourage housing improvements that improve environmental sustainability. | <ul style="list-style-type: none">a. Expand programs that assist homeowners make energy efficiency upgrades to their homes, such as the ME2 program, and work to reduce energy costs at residential properties.b. Expand programs that assist homeowners to install solar power on roofs, such as the Milwaukee Shines program.c. Encourage property owners to disconnect downspouts and allow stormwater to infiltrate the soil where possible. Consider solutions for properties that do not have greenspace where water can be diverted and allow water to be diverted to adjacent vacant lots.d. Explore options for reducing the stormwater management charge for residential properties, or groups of properties, if it can be determined that they will capture the first ½ inch of rainfall on site. |
| 4. Protect renters from unsafe housing conditions and prevent landlord retaliation. | <ul style="list-style-type: none">a. Continue the practice of rent withholding for rental properties with active code violations.b. Advocate for changes to State law to allow for local rental licensing and certification programs. |

STRONG NEIGHBORHOODS POLICIES & STRATEGIES

D. Construct New Housing

1. Support new housing development that will accommodate a diversity of incomes.

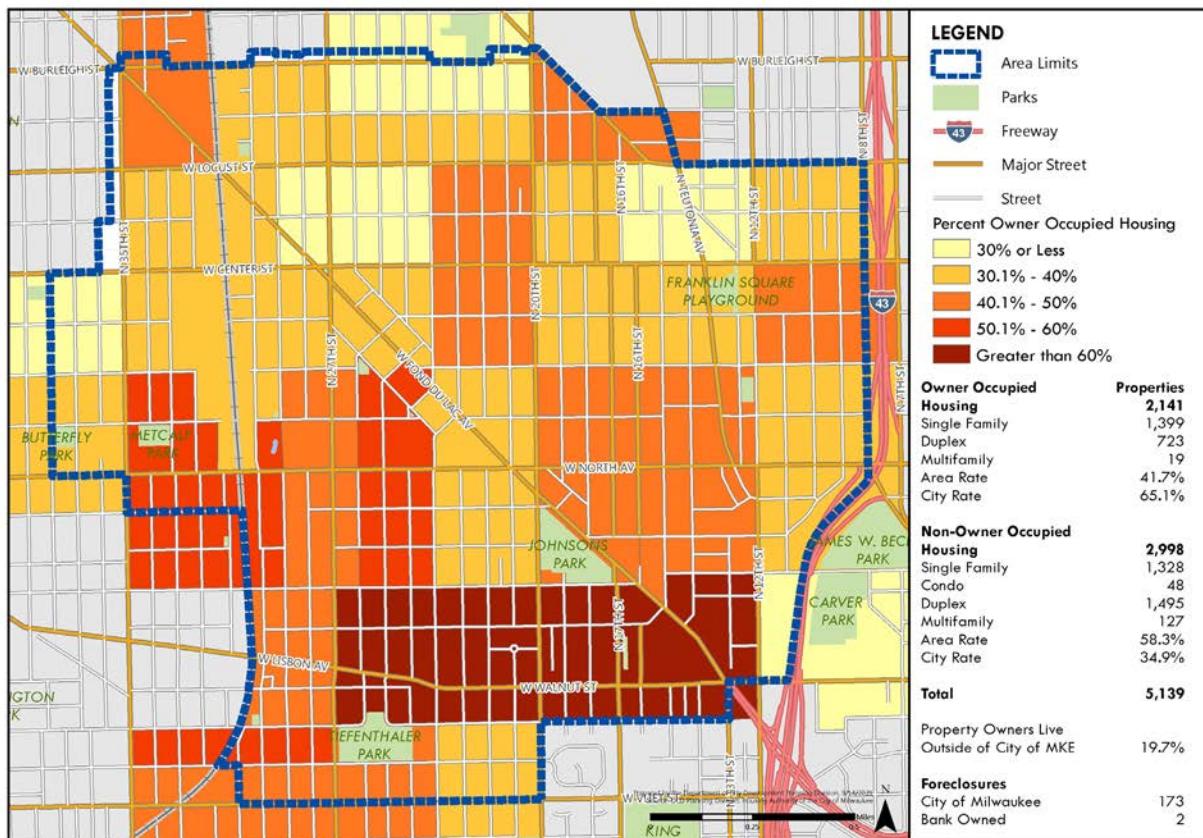
- a. Encourage new affordable housing where a lack of options exist. In areas with a low concentration of subsidized housing units encourage new multi-family developments to include at least 20% of units as affordable to households with income less than 60% AMI.
- b. Encourage new market-rate housing in areas with high concentrations of affordable housing. In areas with a high concentration of subsidized housing units, encourage new multi-family developments to include at least 20% of units as market-rate.
- c. New subsidized housing developments should serve a range of incomes of existing neighborhood residents, including providing options for households at or below the median income for the neighborhood.

2. Support new housing development that will accommodate a variety of household types.

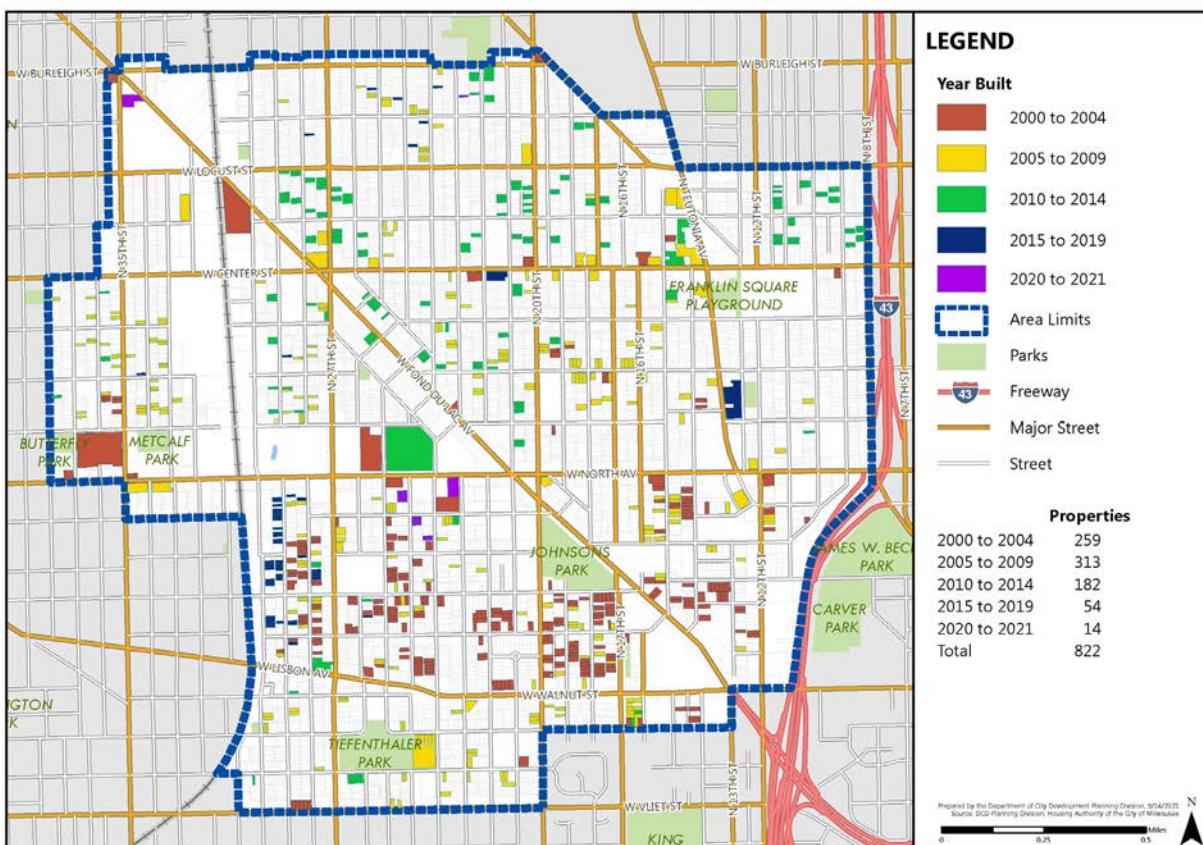
- a. Encourage new family-oriented housing, units with at least 2 bedrooms, especially in close proximity to schools and parks.
- b. Encourage new higher density multi-family housing in close proximity to primary transit nodes and job centers.
- c. Support the development of duplex, townhome and multi-family housing along arterial streets and public open spaces.
- d. Support the development of single-family and duplex housing on residential streets and in areas that are predominately single-family or duplex housing.
- e. Support the addition of accessory dwelling units (ADUs) at owner occupied properties, and other housing types that can facilitate intergenerational households, aging in place, or rental income for homeowners.

FOND DU LAC AND NORTH AREA PLAN |

RESIDENTIAL OWNER OCCUPANCY 2021



FOND DU LAC AND NORTH AREA PLAN | NEW CONSTRUCTION, 2000 to 2021

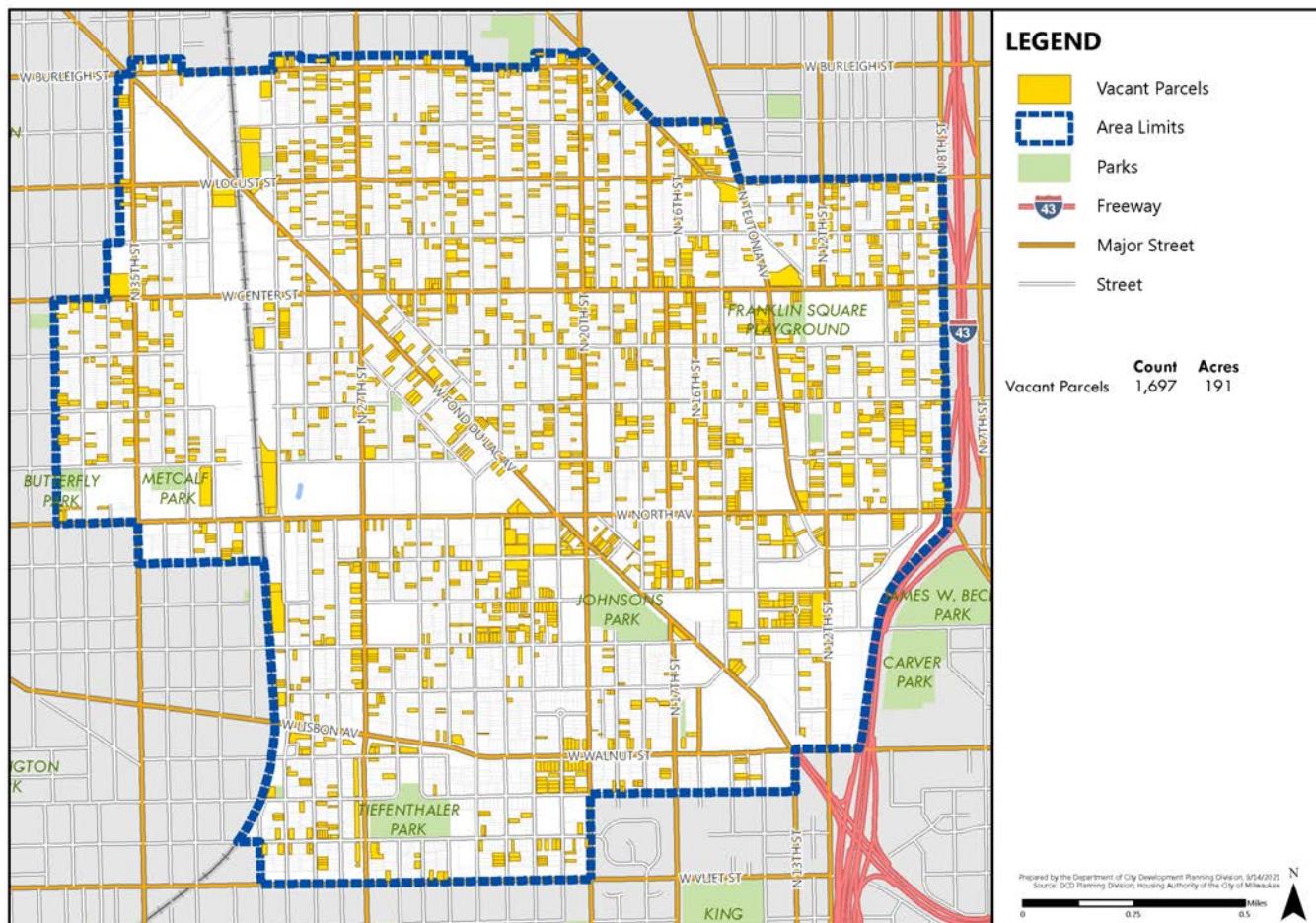


STRONG NEIGHBORHOODS POLICIES & STRATEGIES

D. Construct New Housing (continued)

- 3. Increase the overall number and diversity of housing units in the area.**
- a. Build on existing assets to encourage broad and diverse investment in the development of new housing for the area, with a goal of at least 100 new housing units per year.
 - b. Promote the area as walkable, sustainable and unique in the metro area, and support a high quality of life to attract and retain residents.
 - c. Support the adaptive reuse of vacant non-residential buildings for housing.
 - d. Provide support for area residents who may become at risk of displacement.
- 4. Support new and innovative housing strategies.**
- a. Embrace new housing types and construction technologies that may reduce the cost of new housing, including pre-fabricated or modular homes.
 - b. Embrace alternative homeownership models, including cooperative housing and community land trusts.

FOND DU LAC AND NORTH AREA PLAN | VACANT LOTS 2021



STRONG NEIGHBORHOODS POLICIES & STRATEGIES

E. Beautify Neighborhoods

- | | |
|--|--|
| 1. Mitigate the negative effects of vacant lots and buildings. | <ul style="list-style-type: none">a. Maintain all City-owned properties to a “good neighbor” standard to ensure that vacant buildings are secured in a way that prevents vandalism and further deterioration, and to mitigate issues that can have a negative effect on neighborhoods such as pest infestations or unsightly or hazardous conditions.b. Demolish or deconstruct blighted buildings where appropriate.c. Address the problem of illegal dumping at vacant properties. |
| 2. Repurpose vacant lots as neighborhood assets. | <ul style="list-style-type: none">a. Allow homeowners to buy vacant lots adjacent to their homes.b. Allow community based organizations to reuse vacant lots for community space and urban agriculture.c. Plant trees and add landscaping in vacant lots throughout the area.d. Create new pathways and neighborhood connections where adjacent vacant lots create shortcuts.e. Create small parks and community gathering spaces where appropriate. |
| 3. Encourage Community led efforts that create neighborhood pride and identity. | <ul style="list-style-type: none">a. Support and grow the capacity of community based organizations working to improve the physical appearance of neighborhoods.b. Encourage public art that reflects the community and work to reduce barriers to public art in the right-of-way and on public property.c. Promote organized clean-up efforts in neighborhoods.d. Identify additional opportunities for community art. |

THRIVING CORRIDORS

Policies & Strategies

Thriving corridors are the backbone of a neighborhood. In many ways, the vitality of the main corridors reflects the overall health of a neighborhood. They are home to the businesses that provide jobs for residents, provide opportunities for entrepreneurship, host gathering spaces for people, and reflect the unique character of the community. This section focuses on local economic development and the ways that private enterprise, community organizations, and government can work together. To foster thriving corridors, this Plan outlines policies and strategies to:

- 1 Support business and entrepreneurship**
- 2 Foster employment opportunities and workforce development**
- 3 Rehabilitate commercial and industrial buildings**
- 4 Support commercial and industrial development**
- 5 Thriving business environment**

Examples of Existing Businesses and Opportunities



THRIVING CORRIDORS POLICIES & STRATEGIES

A. Support Businesses & Entrepreneurship

- | | |
|--|--|
| 1. Keep small businesses in business and give them the support they need to thrive. | <ul style="list-style-type: none">a. Maintain regular communication with existing businesses to assess their needs, and make efforts to accommodate those needs.b. Regularly evaluate Commercial Corridor grant programs to ensure they are addressing the needs of existing small businesses.c. Develop a program to provide “legacy grants” to long-term businesses in the area with an emphasis on black-owned businesses.d. Provide guidance on adding online platforms to expand the customer base of area businesses.e. Expand programs intended to develop and strengthen Small Business Enterprise (SBE) firms.f. Minimize the potential for displacement of existing small businesses, particularly Black- owned businesses. |
| | <ul style="list-style-type: none">a. Prioritize locally-owned businesses, especially black and minority owned businesses and those owned by local residents, in existing commercial areas and the 30th Street Corridor. |
| | <ul style="list-style-type: none">b. Leverage City-owned land and buildings to help support large and small scale business development, prioritizing local business development and entrepreneurship over national chains. |
| | <ul style="list-style-type: none">c. Target resources to companies in the food and beverage processing industry to support the existing cluster of food based assets, and support the development a center for urban agriculture or food innovation. |
| | <ul style="list-style-type: none">a. Reuse vacant city-owned commercial properties in the area to foster start-ups, particularly those owned by residents of the area and people of color. |
| | <ul style="list-style-type: none">b. Preserve and expand zoning districts that allow for small businesses, creative industries and “maker” spaces, and promote small scale manufacturing along commercial corridors. |
| 2. Attract new businesses to the area. | <ul style="list-style-type: none">c. Promote live/work/sell spaces and co-working spaces and ensure that zoning regulations facilitate this type of occupancy. Explore and advance opportunities for live/work/sell space to support local artists and creative entrepreneurs. |
| | <ul style="list-style-type: none">d. Support local artists and creative entrepreneurs. |
| | <ul style="list-style-type: none">e. Create partnerships that help small business startups grow, and support community led efforts like Brew City Match which pair small business startups with property owners and provide resources for each. |
| | <ul style="list-style-type: none">f. Support the efforts of MEDC to match small businesses with lending partners, identify angel investors for start-ups, and offer technical assistance in small business formation and management. |
| | 3. Support local entrepreneurship and help new businesses grow. |

THRIVING CORRIDORS POLICIES & STRATEGIES

B. Employment Opportunities & Workforce Development

- | | |
|--|---|
| | <ul style="list-style-type: none">a. Increase area resident's enrollment, retention and completion in post-secondary education.b. Align training and job-readiness programs with employer needs and job openings.c. Expand and increase access to internships, job shadowing opportunities, and part-time summer jobs for area high school and college students.d. Establish events designed to better connect young people of color with job opportunities in the community. |
| 1. Grow the workforce employers need. | |
| 2. Increase access to available jobs. | <ul style="list-style-type: none">a. Embrace a walk-to-work environment with housing and employment opportunities in close proximity to one another.b. Advocate for better regional public transportation to increase access for area residents to existing jobs outside the area.c. Support new options for childcare throughout the area by reducing local zoning restrictions that can make burdensome to open a daycare center. |
| 3. Incentivize the creation of new family-supporting jobs. | <ul style="list-style-type: none">a. Expand the Retail Investment Fund Program (RIF), and create or expand additional programs which may provide funds to local businesses based on job creation.b. Encourage small, local firms to register as a City Small Business Enterprise (SBE).c. Assist developments in accessing state programs and resources for job creation, capital investment and employee training.d. Prioritize job creation that provides family-supporting wages and the ability to create wealth for area residents. |
| 4. Expand efforts to assist the hardest to employ. | <ul style="list-style-type: none">a. Expand job opportunities and supportive services for ex-offenders, and help facilitate more inclusive hiring practices.b. Advocate for expansion of the State of Wisconsin transitional jobs program. |

THRIVING CORRIDORS POLICIES & STRATEGIES

C. Rehabilitation of Commercial & Industrial Buildings

- | | |
|--|--|
| 1. Help commercial and industrial building owners and tenants improve their buildings. | <ul style="list-style-type: none">a. Increase funding for the Commercial Revitalization Grant Fund to support expanded signage, façade and whitebox grant programs that assist local businesses improve their facilities, and help bring vacant space to the market. Consider allowing accessibility upgrades as qualifying expenses.b. Increase the maximum award amount for façade grants to meet the needs for storefront renovations and increase the impact of the program.c. Allow architectural services to be part of the eligible expenses for grant programs to encourage well designed improvements that add value to districts and corridors.d. Encourage the renovation of upper floors for housing and office space, and allow commercial façade grants to be used for upper floors of street facing facades.e. Create a program focused on supporting industrial businesses improve their facilities and repurposing vacant industrial buildings.f. Support and coordinate with MEDC efforts to providing financing for building improvements. |
| 2. Repurpose vacant commercial and industrial buildings for new uses. | <ul style="list-style-type: none">a. Reuse vacant commercial properties to support creative uses, and encourage live/work/sell opportunities in vacant commercial buildings.b. Continue to aggressively market and sell city-owned commercial properties to responsible owners, with a preference for creative uses or start-up businesses, and businesses owned or operated by area residents.c. Allow a wide-range of neighborhood supporting uses to re-occupy vacant buildings, including non-traditional uses and uses other than the initial intended use of the structure such as housing or office space in a former manufacturing building or light manufacturing in a commercial storefront. |
| 3. Re-activate vacant storefronts on commercial corridors. | <ul style="list-style-type: none">a. Prioritize façade improvements that reopen storefronts with large transparent windows, and prevent existing storefront windows from being covered up or reduced in size.b. Support interim or temporary uses such as art installations and pop-ups to activate commercial corridors.c. Transition the City's White Box Program into a "storefront activation grant" program to allow for a more flexible use of funds to support reusing vacant commercial space.d. Target specific districts and corridors most in need and provide supplemental funding for building and façade improvements. |

THRIVING CORRIDORS POLICIES & STRATEGIES

D. New Commercial & Industrial Development

- | | |
|---|---|
| 1. Encourage new commercial and industrial development at vacant sites and underutilized properties. | <ul style="list-style-type: none">a. Create an inventory of public and private sites that are suitable for redevelopment, and maintain a list of shovel ready commercial development sites in the area.b. Assist developers to navigate incentives related to brownfield redevelopment, including revolving loan funds, federal tax incentives, and state grants.c. List for sale or issue RFPs for all city-owned tracts of land greater than $\frac{1}{2}$ acre, and prioritize redevelopment proposals that advance the goals of this area plan.d. Encourage the development of multi-story, mixed-use buildings on commercial corridors that focus retail activities near existing concentrations of retail activity.e. Reserve industrially zoned land where appropriate to support potential new manufacturing uses that add a substantial number of jobs. |
| 2. Encourage new development that enhances the economic viability of commercial corridors. | <ul style="list-style-type: none">a. Support high-density mixed-use and multi-family housing developments along commercial corridors and near primary transit nodes.b. Support high concentrations of housing and employment options in commercial corridors that add customers and generate demand for local businesses.c. Focus retail and other active uses near existing concentrations of retail activity.d. Allow for less active ground floor uses such as manufacturing, housing, and office on portions of commercial corridors where retail activity is less viable. |

THRIVING CORRIDORS POLICIES & STRATEGIES

D. New Commercial & Industrial Development (continued)

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| 3. Take advantage of available economic development tools to incentivize new development. | <ul style="list-style-type: none">a. Market development sites in qualified Opportunity Zones and leverage Opportunity Funds to attract investment and economic development to these sites.b. Leverage state and federal resources such as New Market Tax Credits, Historic Preservation Tax Credits, and WHEDA financing to assist redevelopment in the area.c. Utilize Tax Incremental Financing (TIF) to assist in the redevelopment that advances the goals of this plan and to provide funding for associated public amenities.d. Consider a program that allows use of the City's Commercial Revitalization Fund to assist new construction along commercial corridors.e. Support MEDC efforts to provide financing for redevelopment in the area. |
| 4. Align redevelopment efforts with goals for equity and community wealth building. | <ul style="list-style-type: none">a. Ensure that existing residents and people of color are able to benefit and gain access to the wealth building opportunities provided by development occurring in area neighborhoods.b. Prioritize economic development assistance to locally owned businesses and businesses owned by people of color. |

THRIVING CORRIDORS POLICIES & STRATEGIES

E. Thriving Business Environment

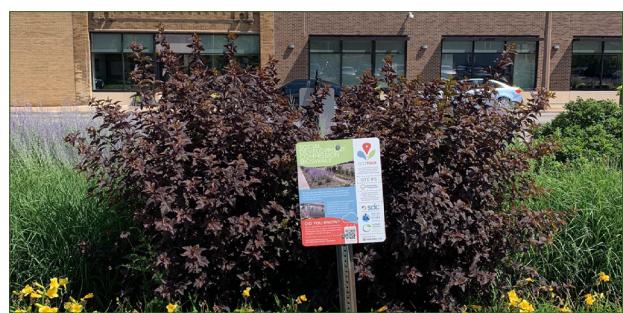
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| 1. Improve the quality of the public realm in commercial areas. | a. Ensure that commercial districts are inviting to all segments of the community and designed with pedestrian comfort as a top priority. This includes incorporating street calming measures to ensure that reckless driving does not detract from commercial areas. |
| | b. Use public realm improvements to reflect an area's history and culture and attract private investment. |
| | c. Ensure that all businesses have attractive and welcoming storefronts, with clear glazing to allow visibility of the businesses and the street. |
| | d. Encourage sidewalk cafes, sandwich board signs, product displays, parklets, and other activating uses of the sidewalk by local businesses. |
| | e. Install wayfinding signage in the public way. Consider adapting the new Milwaukee signage used downtown to provide consistency and reinforce connections within the greater downtown area. |
| | a. Develop a placemaking strategy for various locations in the area. |
| 2. Focus on creating a strong sense of place and identity | b. Design and implement streetscaping plans in the area's most active commercial districts to add district identity and attract private investment. |
| | c. Encourage public art and other improvements to reflect the area's history and culture. |
| | d. Support the installation of identifying elements such as public art, gateway signage, kiosks, banners, decorative lighting, and paving details. Reduce barriers to public art in the right of way and on public property |
| | e. Promote the area as an eco-neighborhood. |
| | f. Build off existing places such as the Fondy Farmers Market and the Center Street Library as anchors in the public realm. |
| | a. Support the creation and expansion of Business Improvement Districts. |
| 3. Support organized efforts to brand and market commercial districts as destinations. | b. Establish an aggressive neighborhood marketing campaign to promote commercial districts within the area. |
| | c. Support community led efforts to brand and market commercial areas as unique cultural districts and corridors. |
| | d. Encourage regional tourism agencies to include area neighborhoods in their maps and other promotional materials. |

RESILIENT COMMUNITIES

Policies & Strategies

A resilient community is one that is able to not only survive, but to also adapt and thrive in the face of adverse circumstances. This area has faced many challenges, and these challenges have often been borne disproportionately because of societal inequities and systemic racism. That said, the community has weathered these challenges, and is, in many ways, well positioned for the future. While we don't know exactly what the future holds, we look for ways to strengthen the area's resilience in ways that are safe, healthy, and sustainable, focused on local empowerment. To foster resilient communities, this Plan outlines policies and strategies related to:

- 1 Health and safety**
- 2 Sustainability and climate change**
- 3 Mobility and streets**
- 4 Parks and open space**
- 5 Equity, inclusion, and power**



RESILIENT COMMUNITIES POLICIES & STRATEGIES

A. Health & Safety

- | | |
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| 1. Address the physical and social environmental factors that influence the health and safety of residents. | <ul style="list-style-type: none">a. Support efforts to implement the MKE Elevate Community Health Improvement Plan and subsequent public health plans.b. Align efforts of various departments and work to advance policies that promote economic security, positive mental health and an inclusive and fair society.c. Acknowledge racial inequity as a public health crisis and take steps to end resulting disparities.d. Support all efforts that enhance walking and biking as a healthy means of transportation and recreation.e. Continue to address reckless driving as a detriment to public health. |
| 2. Stop the Shooting, Stop the Violence. | <ul style="list-style-type: none">a. Support efforts of the Office of Violence Prevention to implement 414Life-Blueprint for Peace.b. Support community based reforms to police practices and efforts to build trust between police and the communities they serve.c. Hold licensed businesses accountable for illegal activity occurring in and around their establishments.d. Advocate for increased funding for mental health services, substance abuse treatment, and sexual and domestic violence prevention. |
| 3. Eliminate Childhood Lead Poisoning. | <ul style="list-style-type: none">a. Support and supplement efforts of the Milwaukee Health Department to eliminate childhood lead poisoning.b. Prioritize lead abatement in building renovations and ensure area rental properties are lead safe.c. Encourage the replacement of lead water service lines. |

RESILIENT COMMUNITIES POLICIES & STRATEGIES

A. Health & Safety (continued)

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| 4. Expand access to healthy food and foster a culture of healthy eating. | <ul style="list-style-type: none">a. Leverage the many food based assets to market the area as a “fresh food hub” and encourage the development of a “community food system.”b. Increase the amount of locally grown food by supporting urban agriculture, both community based and commercial scale.c. Support uses that expand access to fresh food, such as urban farms and corner groceries, and evaluate zoning to allow and encourage these uses in more areas.d. Prioritize food licenses for convenience stores and other non-traditional retailers that stock fresh and health food options.e. Target commercial corridor grant programs to businesses that sell healthy food, and consider a healthy food bonus to program limits or create a healthy food fund to stack with other grants.f. Support efforts to expand health education to increase demand for healthy food.g. Continue the Home Grown initiative, and identify additional ways to connect neighborhoods to healthy food sources.h. Establish more CSA pick up locations such as at schools and libraries.i. Support the growth and impact of the Fondy Farmers Market. |
| 5. Build community resilience in the face of public health crises | <ul style="list-style-type: none">a. Promote options for preventative healthcare and health insurance.b. Support efforts to address infant mortality, tobacco use, alcohol and drug abuse, obesity, mental health, and other chronic public health issues in the community.c. Crush COVID-19, assess lessons learned from the pandemic, and ensure that communities are better prepared to endure future public health emergencies. |

RESILIENT COMMUNITIES POLICIES & STRATEGIES

B. Sustainability & Climate Change

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| | <ul style="list-style-type: none">a. Reduce the amount of rain water that enters the combined sewer system by implementing green infrastructure on public and private property and within the public right of way.b. Encourage a reduction in impervious surfaces and the installation of small and large green infrastructure throughout the area.c. Install green infrastructure in the public right-of-way whenever a street or alley is reconstructed, and use permeable pavers whenever possible.d. Require new and reconstructed parking lots or other large paved areas to include green infrastructure features.e. Replace and maintain city sewers as needed and work with private property owners to inspect and maintain private laterals. |
| 1. Reduce the risk of flooding, basement sewerage backups, and overflows into Milwaukee's Rivers and Lake Michigan. | |
| 2. Plant Trees! | <ul style="list-style-type: none">a. Plant and maintain trees in City-owned vacant lots and other public property, with a goal of 100 trees per year planted in vacant lots. Keep trees away from common property lines and place parallel to the street to mimic the typical home spacing (30' spacing) and street enclosure (15' setback) that was lost due to neighborhood demolition.b. Use deciduous trees that keep the area below 6' in height clear in order to maintain passive surveillance of vacant lots and streets.c. Plant and maintain trees within the right of way. Where space does not permit a tree terrace, construct tree planting locations with curb extensions into the parking lane.d. Encourage and consider incentives for tree planting on private property. |
| 3. Remediate contaminated soils and other environmental hazards. | <ul style="list-style-type: none">a. Mitigate the visual and environmental impacts of contaminated sites on neighborhoods, through attractive fencing, landscape screening, basic property maintenance.b. Identify, monitor and remediate sites suspected of soil contaminations and return vacant brownfield sites to productive uses quickly and safely.c. Aggressively utilize the 75.106 process to transfer ownership of tax delinquent brownfields in order to facilitate redevelopment.d. Use the property tax-foreclosure process to acquire tax delinquent brownfields to facilitate redevelopment and the creation of new public spaces, or to mitigate conditions that have a significant negative effect on the quality of life in neighborhoods. |

RESILIENT COMMUNITIES POLICIES & STRATEGIES

B. Sustainability & Climate Change (continued)

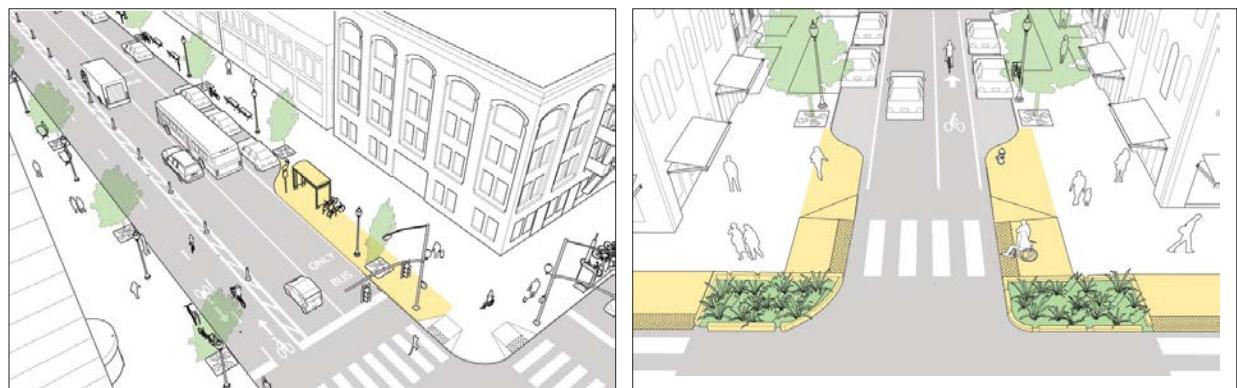
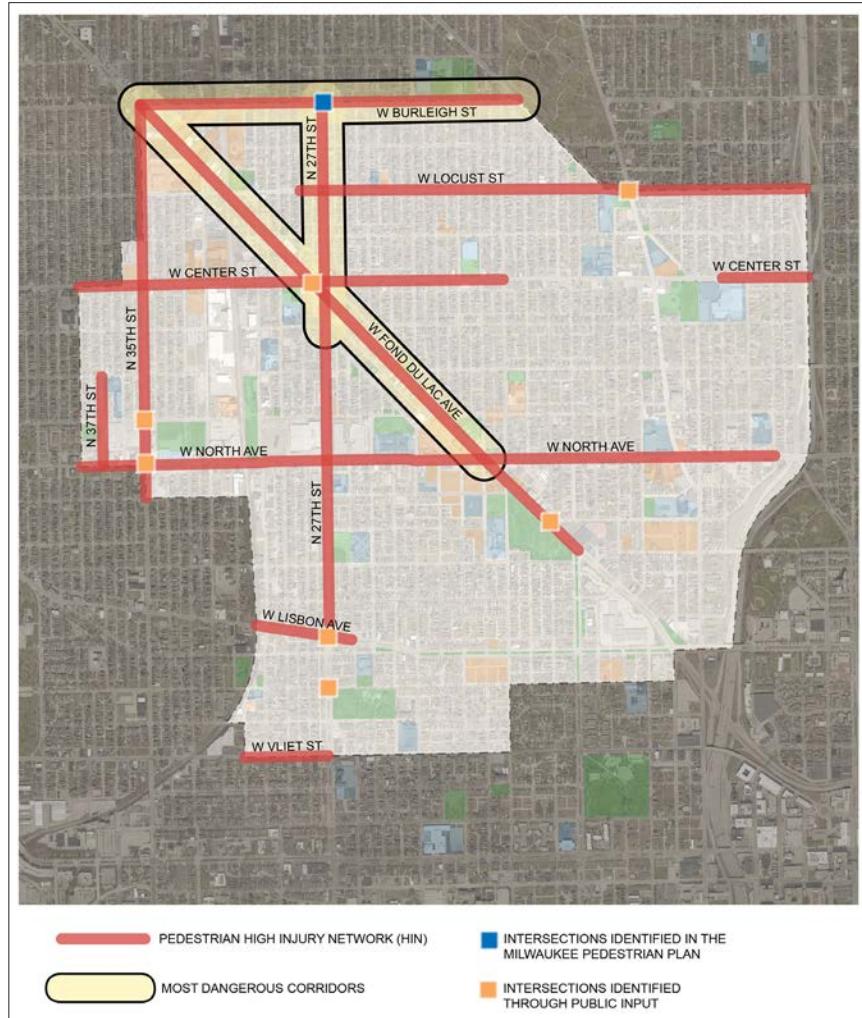
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| 4. Encourage green building practices and ensure that new development advances sustainability goals. | <ul style="list-style-type: none">a. Expand incentives for property owners to make environmentally sustainable updates to their properties.b. Encourage sustainability features in all new development and require such features for projects constructed on City-owned properties or receiving City financial assistance.c. Encourage LEED certification for large development projects.d. Support and expand the eco-neighborhoods concept throughout the area.e. Support initiatives that improve public transit, walking, and biking as a way to promote sustainable transportation options. |
| 5. Increase the use and production of renewable energy. | <ul style="list-style-type: none">a. Identify locations in the industrial corridor for large scale wind and solar installations.b. Expand incentives for property owners to install rooftop solar power collection.c. Encourage solar arrays at large scale public facilities such as the Milwaukee County Transit (MCTS) fleet maintenance facility.d. Encourage the installation of electric vehicle charging stations in the area. |

RESILIENT COMMUNITIES POLICIES & STRATEGIES

C. Mobility & Streets

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| | <ul style="list-style-type: none">a. Support well-organized streetscapes that successfully integrate paving patterns, curb extensions, tree planting, pedestrian lighting, bike parking, street furniture, green infrastructure, transit waiting areas, and on-street parking.b. Utilize the Milwaukee Harp Light as the standard lighting in commercial areas, unless an alternative design is preferred.c. Maximize the amount of space dedicated to pedestrians as a proportion of the overall right-of-way, and allow for sidewalk expansion into the curb lane where appropriate.d. Where past urban renewal projects expanded street rights-of-way through the neighborhood, implement “urban restoration” projects to narrow streets and re-stitch the neighborhood fabric together by repurposing excess right-of-way for pedestrian amenities and neighborhood development. When reconstructing a road, repurpose extra travel lanes for other uses such as wider sidewalks, landscaping, improved bike facilities, in coordination with the neighborhood.e. Include extensive public engagement whenever changes are proposed in the public right-of-way.f. Ensure accessibility is prioritized when designing streets. Avoid elements that can create accessibility issues and make it difficult to provide accessible parking.g. Coordinate closely with WisDOT on project for Fond du Lac Avenue and 20th Street, which are state highways. These roads serve many users and the community needs to be consulted. |
| 1. Design streets as public spaces. | <ul style="list-style-type: none">a. Retrofit streets with traffic calming measures intended to reduce the speed of motor vehicles throughout the area, especially at locations identified in the Milwaukee Pedestrian Plan as part of the high injury network.b. When repaving or reconstructing streets, implement geometric design changes intended to slow traffic and increase pedestrian safety.c. When planning for traffic, prioritize reducing vehicle speed over congestion mitigation. |
| 2. Slow down! Increase safety for pedestrians and vulnerable users. | <ul style="list-style-type: none">d. Consider an area-wide speed limit of 25 miles per hour or lower, that is supported by street design measures that reduce speeding, such as narrow lanes. |

> Pedestrian Safety Analysis



Examples of traffic calming measures: bus bulb on left; curb extension on right
Credit: NACTO

RESILIENT COMMUNITIES POLICIES & STRATEGIES

C. Mobility & Streets (continued)

3. Ensure that bikes, scooters and other personal mobility devices are safe and attractive options for people of all ages and abilities.	<ul style="list-style-type: none">a. Establish a low-stress network of bike routes throughout the area including bike boulevards, protected bike lanes and off-street trails.b. Install signage to direct bikers to safe routes.c. Maintain and enhance bike lanes on arterial streets.d. Expand bike share coverage and access.e. Support a future bike trail along the 30th Street rail corridor.
4. Increase the convenience and attractiveness of public transit.	<ul style="list-style-type: none">a. Improve and maintain the frequency of local bus service, and engage the public whenever changes to bus service are proposed.b. Make improvements to streets that increase the efficiency, accessibility, convenience and attractiveness of public transit.c. Support efforts to electrify the local bus network.d. Support the implementation of bus rapid transit (BRT) projects in the area, and, wherever possible, provide dedicated lanes for bus service to increase efficiency.e. Support the future expansion of the Milwaukee Streetcar into the area.f. Support potential inter-city passenger rail along the 30th rail corridor.g. Concentrate higher density housing and employment near major transit nodes, also known as transit oriented development.
5. Ensure the efficient movement of people and goods.	<ul style="list-style-type: none">a. Embrace new transportation technologies, including electric and autonomous vehicles, while balancing needs of new technologies with other uses of the public way.b. Support taxi and ride-share services by providing safe places to load and unload passengers.c. Ensure that small delivery trucks can access their delivery points, and provide space along the curb to facilitate unloading where appropriate.d. Accommodate larger trucks where necessary and ensure that industrial users in the area have reasonable access to the regional highway network.

RESILIENT COMMUNITIES POLICIES & STRATEGIES

D. Parks & Open Space

1. Increase recreational opportunities for residents.	<ul style="list-style-type: none">a. Partner with Milwaukee Recreation, Milwaukee County Parks, Non-profits, health organizations and others to provide programming in area parks.b. Utilize the City's upcoming 2022-2027 Comprehensive Outdoor Recreation Plan (CORP) for park and project implementation in the area, including fund development.
2. Maintain existing parks to a high standard, and make improvements to parks as needed.	<ul style="list-style-type: none">a. Ensure that residents and community organizations are aware of who is responsible for maintenance at various locations, and how to report maintenance issues in parks.b. Support and build capacity for "friends-of-the-parks" groups and other organizations working to promote awareness about issues facing local parks.c. Encourage private sector and non-profit support for park facility development and enhancement.
3. Develop new parks and public space in the area.	<ul style="list-style-type: none">a. Construct improved park spaces recommended within this Plan, continue conversations with area residents to determine where new parks are most needed, and identify potential locations for new parks as opportunities arise.b. Promote a variety of public spaces in the area such as open green space, active plazas, small gathering places, community gardens, quiet places for meditation, natural areas, dog parks, walking trails, playgrounds, and sports facilities.c. Reserve contiguous vacant lots for potential future park spaces where appropriate.d. Allow community based organizations to reuse vacant lots for community spaces.e. Encourage the inclusion of public open space as part of private development.
4. Increase the safety and accessibility of public parks.	<ul style="list-style-type: none">a. Install pedestrian safety features such as improved crosswalks, curb bump-outs, signage, etc. where pedestrian access to a park requires crossing an arterial streets.b. Connect parks with a low stress bike network to enhance access to vulnerable users.c. Ensure that active portions of parks are appropriately lit at night and avoid glare or dark spots along public paths and gathering areas.d. Avoid placing buildings and vegetation that obscures views to or from public areas and create visibility of public places from neighboring streets and buildings.e. Ensure that public parks and park features are accessible to a wide range of users, including those with disabilities.

RESILIENT COMMUNITIES POLICIES & STRATEGIES

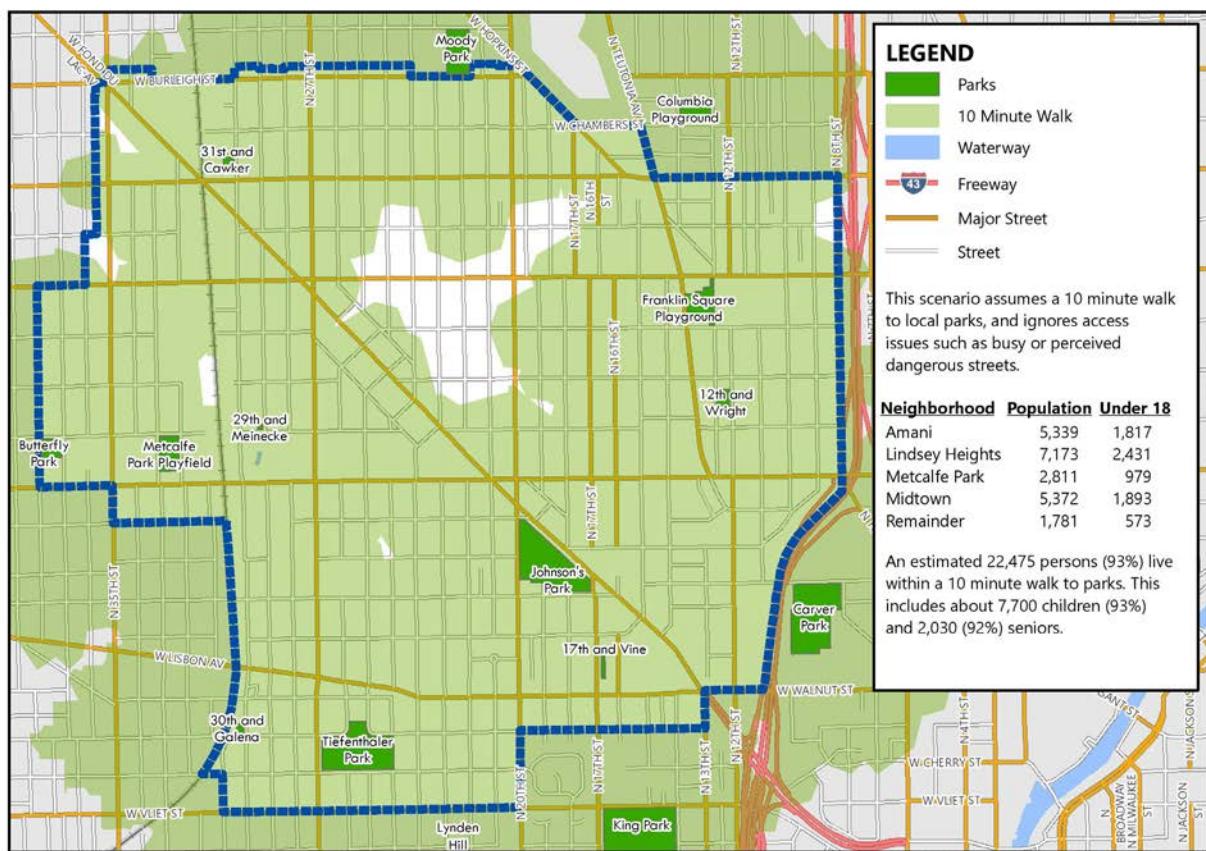
E. Equity, Inclusion & Power

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| 1. Recognize and build the communities' capacity for self-determination, and empower residents to participate in decisions that affect them. | <ul style="list-style-type: none">a. Build the capacity of community organizations working to improve the quality of life in neighborhoods.b. Educate community members about planning and development to create a greater capacity to engage in decision making processes.c. Notify community leaders about proposed projects or land use decisions impacting their neighborhoods and opportunities to influence the decision making processes.d. Better communicate how and when planning recommendations may be implemented and track the progress pf plan implementation.e. Align the capital improvement planning process with the area planning process. |
| 2. Strengthen community outreach and public engagement in planning and the provision of city services. | <ul style="list-style-type: none">a. Expand efforts to notify the public about available resources and opportunities to participate in decision making processes.b. Regularly attend neighborhood led meetings and community events to report on plan implementation, and co-host regular meetings where neighborhood partners have lead roles.c. Provide ways for residents to give input outside of public meetings, expand related social media usage, and maintain a current project website for the area plan.d. Provide food or other incentives for all future public meetings, and compensate residents for their time and expertise when making significant time commitments in neighborhood planning. |
| 3. Collaborate with community partners to eliminate racial disparities. | <ul style="list-style-type: none">a. Work to end racial inequity in all areas, including education, criminal justice, environmental justice, public health, housing, transportation and economic opportunity.b. Create, maintain and strengthen relationships between City staff, and community leaders to build trust and facilitate information sharing.c. Work to build and strengthen partnerships between community groups and larger institutions to advance racial equity programs.d. Use a racial equity framework that clearly articulates racial equity, implicit and explicit bias and individual, institutional, and structural racism; and evaluate all potential policies and programs through a racial equity lens. |

FOND DU LAC AND NORTH AREA PLAN | PARK ACCESS

Prepared by the Department of City Development Planning Division, 2/14/2020
Source: DCD Planning Division; Housing Authority of the City of Milwaukee

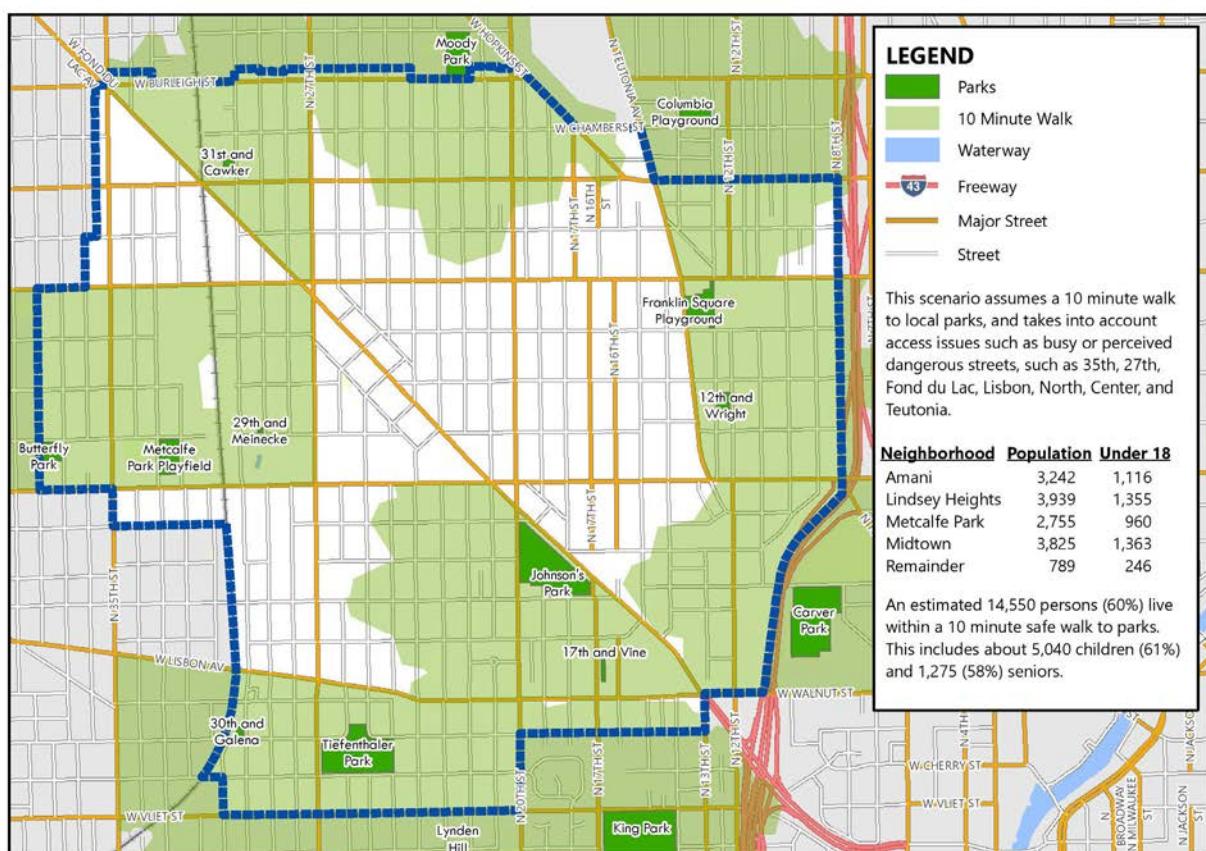
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FOND DU LAC AND NORTH AREA PLAN | PARK ACCESS: SAFE & CONVENIENT

Prepared by the Department of City Development Planning Division, 2/14/2020
Source: DCD Planning Division; Housing Authority of the City of Milwaukee

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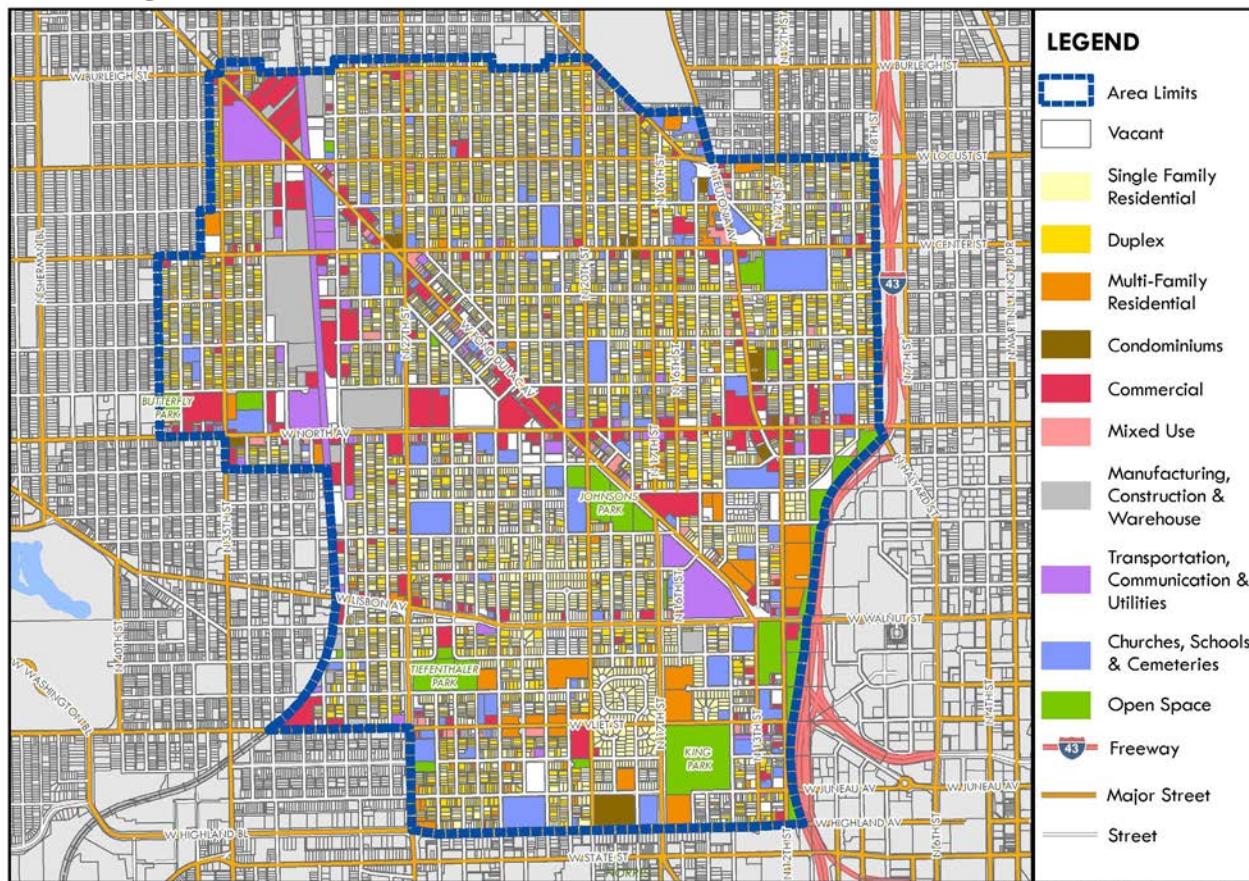




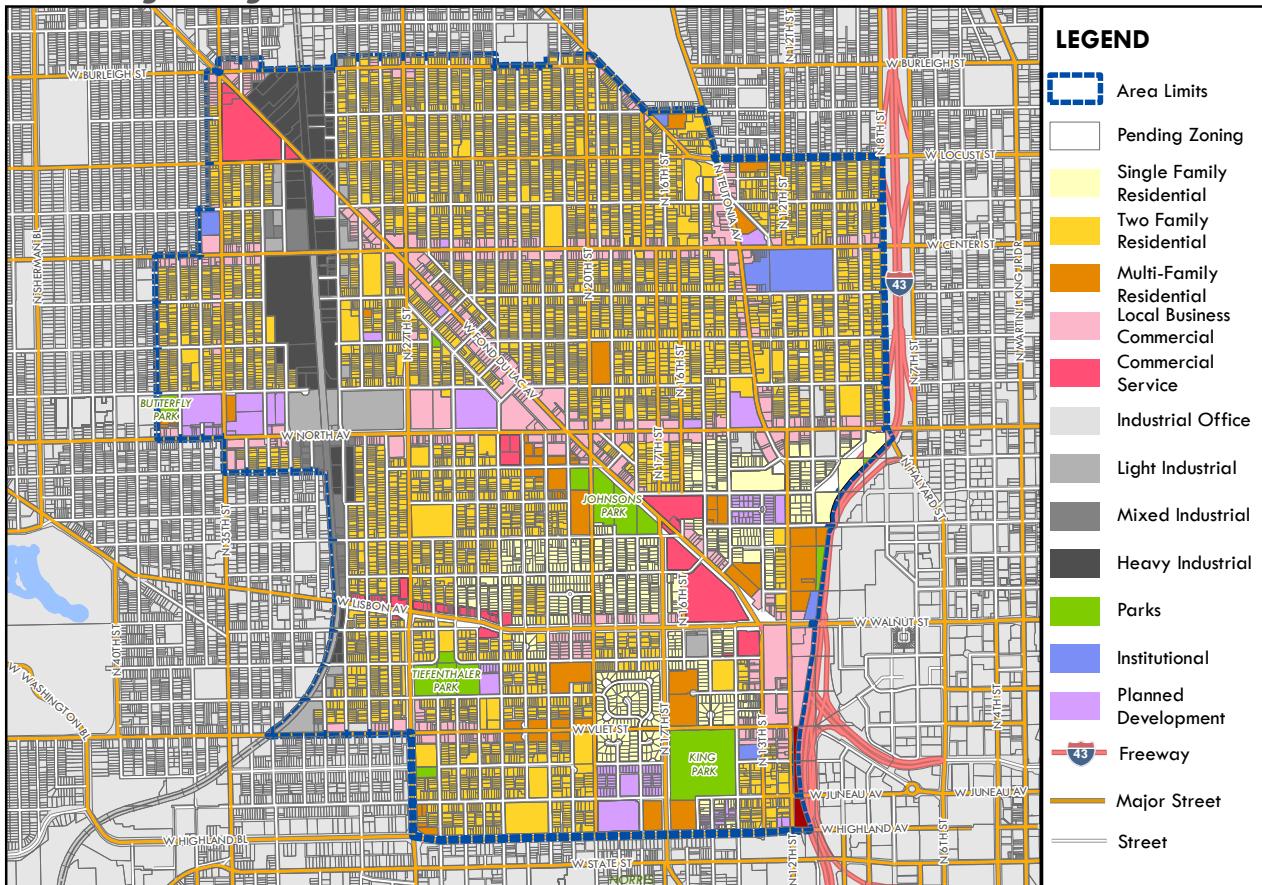
Chapter 3

LAND USE RECOMMENDATIONS

> Existing Land Use



> Existing Zoning



LAND USE RECOMMENDATIONS

Land use and design guidelines provide guidance on what types of buildings and uses may be developed where and how they should look. These guidelines provide elected officials, City staff, and community members with a tool to evaluate land use and zoning decisions, including changes to the zoning text or map, applications for variances and special use permits and the character of planned development districts.

The Milwaukee zoning code consists of various residential, commercial and industrial districts that defines whether uses are permitted or not permitted in a particular district. Land use standards will differ depending on the zoning designation of any particular property. A planned development district is a special zoning designation that allows for land use and design standards unique to a particular property. Property owners may apply for a zoning map change if they wish to change their zoning designation. Certain zoning districts may or may not be appropriate at any particular property depending on the context of the area, the potential impacts to surrounding properties, and the community's goals for land use in the area.

What is Land Use?

- > Land use **describes** the different classifications of development or activity like residential, commercial, and industrial and can be broken out into more detailed categories such as single-family homes, office, retail, and park space.

What is Zoning?

- > Zoning is how municipalities **regulates** land use and design. The City's zoning code includes both the zoning text and the zoning map. The zoning text defines over 150 unique land uses and establishes design standards for physical characteristics such as setbacks, height, density and materials. The uses allowed and the design standards vary depending on the zoning district. The zoning map establishes which zoning district a particular property is in. A property owner may apply for a zoning map change in order to change their designated zoning district, or may seek an exception to the zoning requirements at the Board of Zoning Appeals (BOZA). Whenever a zoning map change or a BOZA case is considered, the decision should be consistent with the area comprehensive plan.

FUTURE LAND USE PLANNING DISTRICTS

Urban neighborhoods are dynamic places where the built environment is constantly changing and evolving. Certain land use regulations that may have been appropriate in the past may not always be able to meet the current needs of particular communities. To allow for a more general discussion about the future development of certain areas, this Plan establishes land use planning districts.

- > Land use planning districts help to establish a vision for future land use in the area, without the constraints of established zoning districts in the City's existing code.
- > In a few instances, certain existing zoning districts may or may not be compatible with the future land use planning districts. In some cases, zoning regulations may be changed, or new zoning districts may be created in order to further the community's vision for future land use.
- > While the established zoning code remains the official method of regulating land use in the City, zoning regulations can and do change over time.

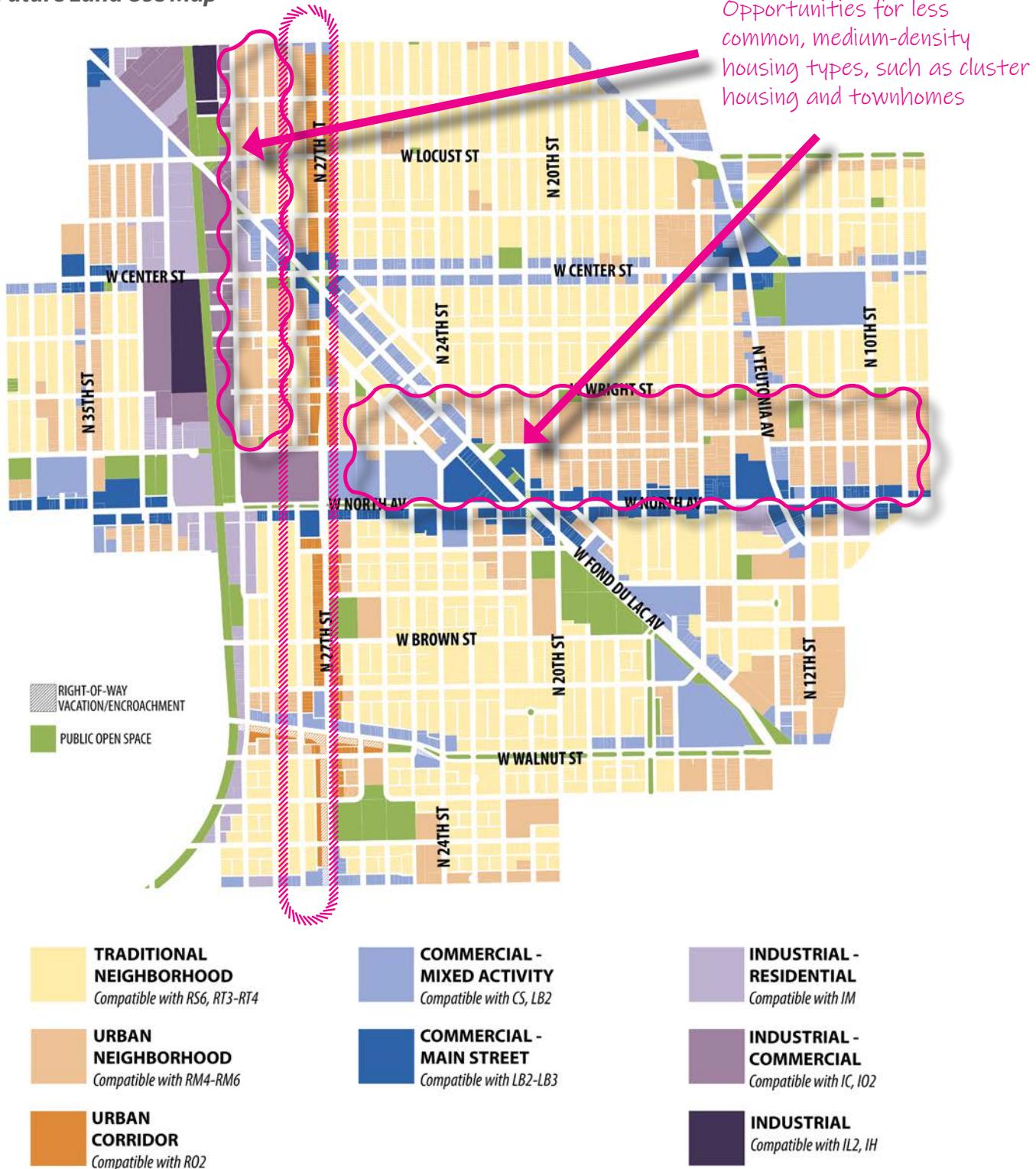
For the purposes of this plan, land use planning districts provide guidance for land use and zoning decisions going forward. This may include changes to the zoning code text or map, zoning variances, and special use approvals. Any change to the zoning ordinance requires a public hearing and approval by the City's Common Council, and should be consistent with this Plan. All uses are defined in Milwaukee Code of Ordinances, Chapter 295-203.

The ways in which the proposed future land use differs from the current land use primarily involve allowing for greater diversity of housing options, ones feature moderately greater density than currently exists. The future land use map identifies the various land use planning districts, along with recommended changes to existing land use. These districts are further described in the following pages.

> Future Land Use Map

Opportunities for multi-family and commercial uses along N. 27th Street

Opportunities for less common, medium-density housing types, such as cluster housing and townhomes



Residential Districts

Residential land use planning districts are areas that consist primarily of residential uses such as single-family homes, duplexes, or various types of multi-family housing. These districts may also have some non-residential uses including schools, parks, religious institutions, and some traditional corner commercial and retail uses. For the purposes of this plan, residential land use planning districts are further divided into three sub-types.

Traditional Neighborhood Districts

Traditional Neighborhood Districts are areas that consist primarily of residential uses but also allow for traditional corner commercial establishments in existing commercial buildings. Traditional neighborhood areas comprise the vast majority of the planning area and feature narrow lots, small building setbacks from lot lines, and access to alleys.

- > Existing zoning districts that typify and are generally compatible with traditional neighborhood areas include RS6, RT3 and RT4. In the RS6 district only single-family homes are allowed, while the RT3 district allows for a mix of single-family and duplex homes. The RT4 districts allow single-family, duplex and small multi-family buildings with up to 4 units.



Urban Neighborhood Districts

Urban neighborhood districts are similar to traditional neighborhood districts, consisting primarily of residential uses with a limited amount of commercial uses. In addition to single-family and duplex homes, these districts may also support townhomes and context sensitive multi-family developments with more than 4 units. There is currently a limited number of urban neighborhood districts in the planning area. Where appropriate, allowing some traditional neighborhood districts to transition to urban neighborhood districts will provide additional opportunities for new housing types in the future. This could apply to the area north of W North Avenue and south of W Wright Street, between N 8th Street and N 30th Street, as well as the area west of N 27th Street and east of N 30th Street, between W North Avenue and N Burleigh Street.

- > Existing zoning districts which typify urban neighborhood districts include RM4-RM6. RM4 zoning provides allows for a similar density as most traditional neighborhood areas, but with wider variety of housing types. RM5 and RM6 allow for higher densities and are appropriate in close proximity to high frequency transit.



Urban Corridor Districts

Urban corridor districts are residential areas that may support higher density housing as well as new commercial and office uses. These areas are appropriate along and within ¼ mile walking distance of high frequency transit lines – known as transit oriented development areas. While similar to some commercial districts, these areas are still intended to have a mostly residential character. Where appropriate, allowing for the creation of new urban corridor districts along high frequency transit lines may provide opportunities for revitalizing these areas by allowing for a range of new uses and housing types, while retaining an overall residential character. **North 27th Street** is a corridor within the planning area that should be considered an urban corridor district.

- > The existing RO2 zoning district is most similar to the intent of the Urban Corridor District. This district does not currently exist within the plan area.



Missing Middle Housing

In the Fond du Lac and North Area, as in many neighborhoods of Milwaukee and around the country, a few housing styles predominate: single-family homes, duplexes, and multi-family apartment buildings. The term “missing middle” housing applies to a variety of housing—such as townhomes, cottage court or clustered homes, and live-work units—that are often lacking. This Plan recommends making updates to the zoning code to more easily allow for these housing styles in areas identified on the Future Land Use Map as Urban Neighborhood districts. The benefits of encouraging and permitting a greater variety of housing options are numerous:

- “Missing middle” housing is often more affordable than single-family construction because unit sizes are more modest.
- Newer housing with modern amenities appeals to many residents.
- More housing options retain residents in the neighborhood as their household needs change over time.
- The style and scale of these housing types can fit in well with existing housing.
- These housing styles can be compatible with innovative ownership models to support much-needed housing affordability.



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Commercial Districts

Commercial land use planning districts are areas that consist of a significant amount of commercial uses such as office, retail, restaurants and personal services. These corridors may also have a significant amount of residential uses between major nodes and on upper floors. For the purposes of this plan, commercial land use planning districts are further divided into two subareas.

Commercial-Mixed Activity

Commercial-Mixed activity districts are common along most portions of neighborhood commercial corridors, and allow a wide range of building types and uses. While traditional mixed use buildings with storefronts on the ground floor and residential or office uses on upper floors are encouraged, these areas also allow for residential only buildings and standalone commercial establishments. Commercial-mixed activity districts are appropriate in-between major nodes of activity, where a contiguous active storefront environment is less critical. An alternative commercial zoning district that allows further flexibility in building type and density may also be appropriate if such a zoning district is created in the future.

- > The existing LB2 zoning district is most similar to the intent of the Commercial mixed activity district and exists along commercial corridors throughout the area.



Commercial-Main Street

Commercial-Main Street districts are limited portions of commercial corridors that resemble a traditional urban main street and are intended to be built out with contiguous storefronts and street activating uses on the ground floor, and residential or office uses on upper floors. These areas are appropriate for central neighborhood hubs at major transit nodes and often have taller buildings and a denser level of development. This district does not currently exist in the planning area, but may be appropriate near major transit nodes where a concentration of storefronts and denser development is desired.

- > The existing LB3 zoning district is most similar to the intent of the Commercial-Main Street district.



Commercial-Service Districts

Commercial-Service districts have fewer use and design restrictions than other commercial districts, while keeping residential density lower. This area reflects the existing CS zoning district. There are a few areas zoned CS within the plan area, including the two MCTS fleet maintenance facilities and the Feeding America facility on Fond du Lac Avenue. If land use changes are proposed for those facilities in the future, a variety of other districts may be appropriate. For these reasons, Commercial-Service is not included in the maps or use tables later in this chapter.



Industrial Districts

Industrial land use planning districts are intended to provide sites for industrial uses that are typically not appropriate in residential areas. The existing industrial areas within the Plan area are generally within the 30th Street Industrial Corridor, but some legacy sites also exist throughout the area and have retained their industrial zoning designation. For the purposes of this Plan, industrial land use planning districts are further divided into three sub-types.

Industrial-Mixed

Industrial-Mixed districts allow for a wide range of uses, including commercial and residential uses. These areas may be in close proximity to or within residential neighborhoods, and often include large multi-story buildings that were previously used for manufacturing, but may be better suited for other uses given the changing needs of modern manufacturing. While a mix of uses is allowed, this district remains places where small manufacturing businesses can locate and expand. Business incubator spaces, maker spaces, artist studios and other creative uses often find these areas desirable.

- > *The existing IM zoning district is most similar to the intent of the Industrial-Mixed land use planning district. The district is appropriate for industrial sites that are transitioning to a more mixed-use character and where residential uses would not be detrimental to either the potential residents or to surrounding industrial operations.*



Industrial-Commercial

Industrial-commercial districts are similar to industrial-mixed zoning districts except that, given the proximity to existing industrial uses, residential uses are not allowed. These districts often form buffers or transitions between residential areas and more intensive industrial areas. Business incubator spaces, maker spaces, artist studios and other creative uses may find these areas desirable.

- > Existing zoning districts that are similar to the intent of the Industrial-Commercial land use planning district include IO2 and IC.



Industrial

Industrial districts are reserved for industrial uses and other uses that may not be compatible with residential neighborhoods. Residential uses and most commercial uses are not allowed.

- > Existing zoning districts that typify this land use planning district are IL2 and IH. These zones are common along the 30th Street Industrial Corridor. These areas should generally be buffered from residential neighborhoods by less intensive industrial districts or wide landscape buffers. Due to the close proximity of residential neighborhoods throughout the Plan area, some uses allowed in IH zones are not appropriate within the area.



FUTURE LAND USE PLANNING TABLES

This Land Use Plan has been developed as a “place based” approach to land use planning. It represents a customized tool that helps describe the desired future character of the various “places” in and around the Fondy and North Plan Area. Unlike a typical land use planning approach, the updated plan does not assign a single acceptable future land use designation to a parcel. Rather it gives a range of possible uses and/or activities represent possible acceptable uses for a parcel.

The update gives the City staff, City Plan Commission and Common Council an adaptable and flexible framework to help discuss, evaluate and respond to development proposals in the city. The Future Land Use Tables on the following pages organize important land use considerations to encourage walkable communities that are integrated mixed-use places rather than isolated land uses. This promotes communities that respects human scale and the community.

Future Land Use Tables

The following land use tables indicate which uses are appropriate in which land use planning districts. Uses are defined in Chapter 295-201 of the City’s zoning code. Not all uses in the code are shown in the tables, and some additional uses not currently in the code are included. Rows in each table identify a particular use or group of uses, and columns represent the various land use planning districts described above. Each use is indicated as either “Desirable” (D), “Undesirable” (U) or “Allowable” (A) in each land use planning district.

- D** - indicates that the use is generally desirable, should be encouraged by City policies, and is supported by this Plan.
- U** - indicates that the use is generally undesirable, should be discouraged by City policies, and is not supported by this Plan.
- A** – indicates that a use is allowable provided the scale of the buildings is compatible with the neighborhood context and that such uses are not detrimental to surrounding properties. These uses may or may not be desirable or undesirable in a particular context and often need to meet additional use standards or require discretionary review on a case by case basis.

> Future Land Use Map



		Districts							
		Residential Districts			Commercial Districts		Industrial Districts		
		Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
Residential Land Uses	Single-family dwelling	D	D	A	A	U	U	U	U
	Two-family dwelling	D	D	D	A	U	U	U	U
	Family daycare home	D	D	D	D	A	A	U	U
	Live-work unit	D	D	D	D	D	A	U	U
	Accessory dwelling unit	D	D	D	D	D	A	U	U
	Multi-family dwelling	A	D	D	D	D	A	U	U
	Group residential uses	A	A	A	A	A	A	U	U

		Districts							
		Residential Districts			Commercial Districts		Industrial Districts		
		Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
Educational & Community Land Uses	Daycare center	D	D	D	D	A	A	U	U
	School, elementary or secondary	D	D	D	D	A	A	U	U
	School, personal instruction	A	D	D	D	D	D	D	A
	College / University	A	A	D	D	D	D	D	A
	Library	D	D	D	D	D	A	A	U
	Cultural institution	D	D	D	D	D	A	A	U
	Community center	D	D	D	D	D	A	A	U
	Religious assembly	D	D	D	D	D	A	A	U
	Public safety facility	U	U	U	A	A	A	A	A
	Correctional facility	U	U	U	U	U	U	U	U

		Districts						
		Residential Districts			Commercial Districts		Industrial Districts	
Commercial & Office Uses	Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
	Artist Studio	D	D	D	D	D	D	D
	Office	A	A	D	D	D	D	A
	Retail establishment	A	A	D	D	D	A	U
	Outdoor market	U	A	A	D	D	A	U
	Garden supply, or landscaping or home improvement center	U	U	A	D	D	D	A
	Bank or other financial institution	U	U	A	D	D	A	U
	Currency exchange or payday, title, or installment loan agency	U	U	U	A	A	A	U
	Pawn shop or cash for gold business	U	U	U	A	A	A	U
	Adult retail establishment	U	U	U	U	U	U	U

		Districts							
		Residential Districts			Commercial Districts		Industrial Districts		
Health & Social Assistance Uses	Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial	
	Medical office or health clinic	A	A	D	D	D	A	U	
	Social service facility	A	A	D	D	D	A	A	
	Nursing home	A	D	D	A	U	U	U	
	Medical research laboratory	U	U	U	A	D	D	D	
	Hospital	U	U	U	A	U	U	U	
	Medical service facility	U	U	U	A	A	A	A	U
	Emergency residential shelter	A	A	A	A	U	U	U	

		Districts							
		Residential Districts			Commercial Districts		Industrial Districts		
General Service Uses	Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial	
	Personal service	A	A	D	D	D	A	U	
	Business service	A	A	A	A	D	D	A	
	Catering service	A	A	A	A	D	D	D	
	Funeral home	A	A	A	A	D	D	A	U
	Laundromat or Dry cleaning establishment	A	A	D	D	D	A	U	
	Furniture and appliance rental and leasing	U	U	U	A	A	A	A	U
	Tool equipment rental facility	U	U	U	A	A	A	A	A
	Household maintenance and repair service	U	U	U	A	A	A	A	A
	Animal clinic, grooming, training, or boarding facility	U	U	A	D	D	D	D	A

		Districts						
		Residential Districts			Commercial Districts		Industrial Districts	
Motor Vehicle Uses	Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
	Parking lot or structure	A	A	A	A	A	A	A
	Electric Vehicle Charging Station	A	A	A	D	D	D	D
	Filling Station (fossil fuels)	U	U	U	A	A	A	A
	Drive-through facility (Non- restaurant), including car wash	U	U	U	A	A	A	A
	Light motor vehicle sales, rental facility, repair facility, body shop, storage	U	U	U	A	A	A	A
	Heavy motor vehicle sales or rental facility	U	U	U	A	A	A	A
	Heavy motor vehicle repair facility, body shop and storage	U	U	U	U	U	A	A

		Districts						
		Residential Districts		Commercial Districts		Industrial Districts		
Accommodation & Food Service Uses	Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
	Bed and Breakfast	A	D	D	D	A	U	U
	Hotel	U	A	D	D	A	U	U
	Tavern	A	A	D	D	D	A	A
	Brewpub	U	U	A	D	D	A	A
	Assembly hall	U	U	A	D	D	A	A
	Restaurant without drive through	A	A	D	D	D	A	A
	Restaurant with drive through	U	U	U	A	A	A	A

		Districts							
		Residential Districts			Commercial Districts		Industrial Districts		
		Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
Entertainment & Recreation Uses	Park or Playground	D	D	D	D	D	D	A	A
	Recreation facility, indoor or outdoor	U	A	D	D	D	D	A	U
	Health Club	U	A	D	D	D	D	A	U
	Theater	U	A	D	D	D	D	A	U
	Sports, convention, or exposition facility	U	U	U	A	A	A	A	A
	Festival grounds, gaming, or outdoor racing facility	U	U	U	U	U	U	U	U
Storage & Wholesale Uses	Recycling collection & mixed-waste processing facility	U	U	U	U	U	U	U	A
	Material reclamation facility or salvage operation	U	U	U	U	U	U	U	U
	Wholesale trade and distribution facility	U	U	U	U	U	A	D	D
	Storage Facility	U	U	U	U	U	U	A	A
	Hazardous materials storage facility	U	U	U	U	U	U	U	U

		Districts						
		Residential Districts			Commercial Districts		Industrial Districts	
Transportation Uses	Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
	Passenger terminal	U	U	A	D	D	D	D
	Ground transportation or ambulance service	U	U	U	U	A	A	A
	Railroad yard or freight terminal	U	U	U	U	U	U	A
Industrial Uses	Food processing or alcohol beverage facility	U	U	U	A	A	D	D
	Research and development	U	U	U	A	A	D	D
	Contractor's shop or yard	U	U	U	A	A	D	D
	Manufacturing, light	U	U	U	A	A	D	D
	Manufacturing, heavy	U	U	U	U	U	A	A
	Manufacturing, intense	U	U	U	U	U	U	U
	Processing or recycling of mined materials	U	U	U	U	U	U	U

		Districts							
		Residential Districts			Commercial Districts		Industrial Districts		
		Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
Agricultural Uses	Community garden	D	D	D	D	D	D	D	D
	Plant, nursery or greenhouse	A	A	A	D	D	D	D	D
	Commercial farming enterprise	A	A	A	A	A	D	D	D
	Raising of livestock (fish/bees/chicken)	A	A	A	A	A	D	D	D
Utility & Public Service Uses	Broadcasting or recording studio	A	A	A	D	D	D	D	D
	Solar farm	D	D	D	D	D	D	D	D
	Small wind energy system	A	A	A	A	A	D	D	D
	Water treatment plant	U	U	U	A	A	A	A	A
	Sewerage treatment plant	U	U	U	U	U	U	U	U
	Power generation plant	U	U	U	U	U	U	U	U
	Transmission tower	A	A	A	A	A	A	A	A
	Substation/distribution equipment	A	A	A	A	A	A	A	A

DESIGN GUIDELINES

Design guidelines are established as part of this Plan to ensure that the construction of new buildings, as well as additions and alterations of existing buildings, is appropriate for the area in terms of size, placement, height and design characteristics. The design guidelines are organized by building type and provide objective guidance for elected officials, city staff and community members to evaluate proposed designs for various building types. Requirements for new development are established in the City's zoning code. However, when making changes to the zoning text or map or approving zoning variances, considerable discretion is applied. The guidelines are a baseline, and generally intended to apply to development across the area as a guide, not to supercede the zoning code. Special circumstances such as development on city-owned property, development with city financial assistance, or development in a city subdivision, overlay zone or other special district may require additional standards that go above and beyond the design standards included in this plan.

While industrial and civic uses do not have separate guidelines, the same principles of good design found within the other guidelines are applicable. For example, good design is important for industrial properties, particularly attractive facades, landscaping, and buffering from residential properties. Civic uses should embrace the surrounding neighborhood, creating a welcoming environment that promote neighborhood pride.

Good Urban Design is Important

Quality urban design makes a positive difference in a community. Design that is welcoming and inviting to the pedestrian, scaled in proportion to its context, and aesthetically appealing makes for a more livable community and signals that this is a good place to live, work, and play.

There is no exact formula for good urban design, but there are some best practices. There is often concern that good urban design cost more, but that is not always the case. Importantly, urban design has economic benefits: well-designed buildings and spaces are often improves the long-term viability of a development.



The renovated Social Development Commission building (bottom) showcases many urban design best practices
Source: Google (above image)

DESIGN GUIDELINES FOR SINGLE-FAMILY & DUPLEX HOMES

	<p>Single-family and duplex homes are appropriate in traditional neighborhood and urban neighborhood districts and in areas which predominately consist of single-family and duplex homes.</p>
Context	<p>Single-family homes are less appropriate along commercial corridors, arterial streets or in close proximity to a high frequency transit node.</p>
	<p>New homes may be traditional or modern in style but should respect the nature of existing homes in the area with appropriate massing and façade composition.</p>
	<p>Lot widths and patterns should generally reflect the original platting of the area. Lots in the area are typically 30 feet wide. Lots greater than 45 feet wide are discouraged.</p>
	<p>A property which consists of two or more lots should be developed in a way that will allow for infill housing in the future. Lots that have been combined in the past may be divided for new home construction.</p>
	<p>Front, side and rear street setbacks should be similar to other homes in the area.</p>
Site Layout	<p>New construction should generally be separated from existing homes by at least five feet, unless both homes are constructed with appropriately fire rated walls.</p>
	<p>A zero side setback may be considered to facilitate townhome style development provided there are no adverse impacts on adjacent properties.</p>
	<p>Multiple single-family or duplex homes may be placed on a single lot, provided the overall density is within the allowed range and the context is appropriate.</p>
	<p>Attached or detached accessory dwelling units are encouraged.</p>
	<p>Houses should be oriented toward a public street, with an entrance facing the street. If additional dwelling units exist in the rear of a property, a clearly identifiable pedestrian path should exist from the public sidewalk to the main entrance.</p>
Building Orientation	<p>A cluster of homes may be oriented around a courtyard with a prominent connection to the public sidewalk, provided that rear yards are not oriented toward a street.</p>
	<p>More public areas of the home, such as living rooms and dining rooms, should face the street, while bathrooms, utility rooms and storage in the interior, middle and/or rear of the house.</p>
	<p>Accessibility for residents and guests should be considered in the design, including zero step pathways and usable bathrooms on the ground floor.</p>

DESIGN GUIDELINES FOR SINGLE-FAMILY & DUPLEX HOMES (continued)

	Single-family homes and duplexes should be between 1 and 3.5 stories in height.
Building Height & Massing	The street facing façade of a house should occupy at least 50% of the width of the lot. A house which occupies less than 50% of the width of the lot should be placed to one side of the lot, with a significant side setback on the other side to allow for potential infill in the future.
	Houses should have a covered porch or stoop facing the street which extends at least 5 feet from the front of the house. Balconies, terraces and patios are encouraged.
	Street facing elevations should have well-placed, recessed windows and doors that align vertically and horizontally. Broad expanses of blank wall are not allowed on street facades. At least 30% of the width of a street facing façade on each floor should consist of clear glass windows, and the horizontal separation between individual windows or doors should be no more than 10 feet.
Design Elements & Building Facades	When rehabilitating existing homes, traditional houses should maintain their historic character. Avoid removing historic materials or altering features that characterize a property. Existing window openings should not be covered over with siding.
	Street facing front and rear yards should be landscaped with a minimum of grass and ground plantings.
	Fences in front yards should be no more than 4' in height.
	Downspouts should feed into lawns or rain gardens where possible.
	Solar Panels are highly encouraged on all new homes.
	Parking, if provided, is preferred at the rear of the property and should be accessed from the alley, if available. Vehicle parking is not required.
Parking	If an attached garage accessed from a street is provided, it should be setback at least 5 feet from the front of the house and must occupy less than 50% of the width of the street facing façade.

DESIGN GUIDELINES FOR MULTI-FAMILY BUILDINGS & TOWNHOMES

	<p>Multi-family buildings and townhomes are appropriate in urban neighborhood districts, urban corridor districts and commercial-mixed activity districts, but may also be allowed in traditional neighborhood districts, provided the scale and density of such developments are compatible with the surrounding neighborhood context.</p>
Context	<p>When a multi-family building is introduced into a single-family or duplex neighborhood, it should generally be designed in a townhouse style with individual entries to ground level units and facades with a vertical articulation to reinforce the typical lot widths and traditional patterns of the surrounding area.</p>
	<p>Residential only buildings are discouraged in Commercial-Main Street districts where mixed-use buildings with commercial uses on the ground floor are preferred</p>
	<p>Front and side street setbacks should be similar to other buildings on the block or in the immediate area, but setbacks greater than 10 feet from a street lot line or five feet from a side lot line should not be required.</p>
	<p>Front and side street setbacks of up to 20 feet may be allowed to provide for a transition zone between ground floor residential units and the public sidewalk.</p>
Site Layout	<p>New construction in residential areas should generally be separated from existing buildings by at least 5 feet, unless both buildings are constructed with appropriately fire rated walls.</p>
	<p>Attached townhome units may be built on individual lots with a zero side setback or common wall along the property line, or may be provided as separate units within a single multi-family building.</p>
	<p>Multiple buildings may be placed on a single lot, provided that the overall density is within the allowed range and the context is appropriate.</p>
	<p>All multi-family buildings should be oriented toward a public street with an identifiable main entrance facing the street and connected to the public sidewalk.</p>
	<p>Walk up townhome units with individual entries are allowed in multi-family buildings provided that all exterior entries to such units are visible from a public street or other public or semi-public common space.</p>
Building Orientation	<p>Residential units located on the ground floor should be elevated at least 2 feet above the sidewalk or setback at least 5 feet from the street property line.</p>
	<p>Accessibility for residents and guests should be considered in the design, including zero step pathways and usable bathrooms on the ground floor.</p>
	<p>A common outdoor amenity space equivalent to at least 15% of the lot area should be provided for multi-family buildings with more than four units.</p>

DESIGN GUIDELINES FOR MULTI-FAMILY BUILDINGS & TOWNHOMES (continued)

	<p>Multi-family buildings and townhomes should be between 1 and 5 stories in height. Buildings taller than 5 stories may be allowed on arterial streets adjacent to primary transit nodes.</p>
Building Height and Massing	<p>In areas that are predominately single-family and duplex homes, portions of multi-family buildings above 3 stories in height should be setback at least 5 feet from the primary façade.</p>
	<p>The street facing façade of a building or of multiple buildings should occupy at least 50% of the width of the lot.</p>
	<p>Street facing facades should consist of high-quality materials such as brick veneer. Simulated stucco or exterior insulation finishing system (EIFS) products are discouraged and should be limited.</p>
	<p>Porches, stoops, balconies, terraces and patios are encouraged.</p>
Design Elements and Building Facades	<p>Street facing elevations should have well-placed, recessed windows that align vertically and horizontally. Broad expanses of blank wall are not allowed on street facades. At least 30% of the width of the façade on each floor level should consist of clear glass windows, and the horizontal separation between individual windows or doors should be no more than 10 feet.</p>
	<p>Elevated entry stoops, landscaping and garden walls or fencing are encouraged to create a transition between ground floor residential units and the public sidewalk.</p>
	<p>Green roofs, rain barrels and other rainwater capture features are encouraged. Downspouts should feed into lawns or rain gardens where possible.</p>
	<p>Parking is preferred at the rear of the property and should be accessed from the alley, if available. Vehicle parking is not required.</p>
	<p>Parking areas adjacent to streets should be setback at least five feet from the sidewalk and screened with landscaped areas.</p>
	<p>Green infrastructure including permeable paving, rain gardens, and bioswales are encouraged for all parking areas.</p>
Parking	<p>If structured parking is provided it should be screened from the street by other uses such as lobbies, amenity rooms, on-site property management offices, or townhouse units wherever possible.</p>
	<p>Structured parking adjacent to streets should be setback at least five feet from the sidewalk and screened with landscaped areas.</p>
	<p>Long-term bicycle parking for residents as well as short-term parking for visitors should be provided.</p>

DESIGN GUIDELINES FOR COMMERCIAL & MIXED-USE BUILDINGS

Context	<p>Commercial and mixed-use buildings are appropriate in commercial districts and urban corridor districts, but may also be allowed in traditional and urban residential districts, provided the scale and density of such developments are compatible with the surrounding neighborhood context.</p>
	<p>When a commercial use is introduced into a residential neighborhood, it should be smaller in scale and commercial spaces should be intended primarily for smaller businesses that serve local residents in the immediate area.</p>
	<p>A commercial or mixed-use building should generally be built up to the street property line on both the primary and secondary street frontages and extend along the entire street property lines as far as practicable.</p>
Site Layout	<p>Small setbacks of up to 10 feet may be allowed to provide for expanded sidewalk area, outdoor patio space, or accessibility accommodations.</p>
	<p>Parking areas are prohibited between a building façade and a public street, and all parking areas should be setback at least 5 feet from any public sidewalk.</p>
	<p>Multiple buildings may be placed on a single lot, provided that the overall density is within the allowed range and the context is appropriate.</p>
Building Orientation	<p>Buildings should be oriented toward a public street with an identifiable main entrance facing the street and connected to the public sidewalk.</p>
	<p>Universal design and accessibility for residents and guests should be considered in the design.</p>
	<p>Commercial and mixed-use buildings should be between 2 and 5 stories. Buildings taller than 5 stories may be allowed on arterial streets adjacent to primary transit nodes. One-story commercial building may be allowed in commercial mixed-activity areas, provided the primary street façade is at least 18' in height.</p>
Building Height and Massing	<p>Commercial buildings should have a minimum first floor height of 14 feet as measured from the floor of the ground level to the floor of the 2nd level.</p>
	<p>Commercial and mixed-use buildings should extend as far as practicable along street property lines. In commercial-main street areas, buildings should occupy at least 75% of the primary street frontage. In other commercial areas, buildings should occupy at least 30% of the primary street frontage.</p>
	<p>When located at an intersection, commercial buildings should fill out the corner of the property nearest to the intersection and should address the intersection with a design element of interest and significance.</p>

DESIGN GUIDELINES FOR MULTI-FAMILY BUILDINGS & TOWNHOMES (continued)

Design Elements & Building Façades	Street facing facades should have finished high quality materials such as brick veneer. Simulated stucco or EIFS products are discouraged. Finished elevations should wrap around corners where visible from principal streets.
	Building facades shall be oriented to the main arterial street with the primary entrances and storefronts facing that street. Entrances should be well lit at night.
	On street facing elevations, the ground floor should consist primarily of clear transparent glass storefront windows, and upper floors should have well-placed, recessed windows that align vertically and horizontally and relate to the ground floor.
	At least 60% of the linear frontage along the primary street at the ground floor should consist of clear storefront windows or doors. On secondary street frontages and upper floors, at least 30% of the width of the street facing façade on each floor level should consist of clear glass windows.
	Awnings and other projecting elements at the top of the first floor elevation are encouraged to help engage the street and define the building in a three dimensional manner. Awnings made from a vinyl materials are discouraged.
	Building signage should be integral to the design of the façade, placed in the sign band above the first floor windows or on blank wall areas specifically intended for signage. Signage can be internally illuminated individual letter signs or external illuminated traditional board signs. Internally illuminated box signs are discouraged.
	Any freestanding signage needed should be a monument type sign, with a base of finished masonry consistent with the building materials. Free Standing signs should be avoided whenever possible. Large pole signs are strongly discouraged.
	Solar panels are encouraged on all new buildings.
Parking	Parking lots, if provided, should be placed to the rear or side of a building. Vehicle parking is not required and is prohibited between a building façade and a street.
	Parking lots adjacent to public streets should be setback from sidewalks at least 5 feet and use landscaping, closely spaces trees and low fences or walls to mitigate the gap in the street wall and improve the pedestrian experience.
	Parking lot screening from streets and other public spaces should remain mostly open in the zone between 3-6 feet in height to allow for visibility and passive surveillance of both the parking lot and the street.
	Interior structured parking should be screened from public streets by other uses on all floors where possible.
	Green Infrastructure including permeable paving, rain gardens, and bioswales are encouraged for all parking areas.
Long-term bicycle parking for residents as well as short-term parking for visitors should be provided.	

Chapter 4

NEIGHBORHOOD PROJECTS



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NEIGHBORHOOD PROJECTS

The recommendations in this chapter provide the road map for turning the goals of the community into action. More specific than the goals, policies, and guidelines found in the previous chapters, these recommendations are geared towards specific actions that the City, specifically the Department of City Development is responsible for implementing or is a partner in implementing. They reflect the desires of the community as it realizes its potential for transformational action.

These recommendations represent the continuation of important work by the City, community organizations, nonprofits, and other governmental agencies. The strong foundations of progress, partnerships, and coordination positions the Fond du Lac and North area for ongoing success. To highlight the strong neighborhood identities and ongoing efforts of community organizations, some neighborhood sections are prefaced by information on community-led planning efforts.

These recommendations are in many ways a snapshot of what the community wants. It will be important to continually check in with the community partners and residents, especially when preparing to implement any one of these recommendations.

There are common recommendations that span all of the neighborhoods. These are often recommendations that rose to the top as major priorities during the community engagement process, including rapid implementation safety projects, vacant lot improvements, and housing rehabilitation.

While Chapter 5 more specifically identifies the responsible party or parties for implementation, the wording of the recommendation signifies whether the City is responsible or whether or whether a broader effort is envisioned. “Support” indicates that City involvement, through funding or leadership role, is primary. “Encourage” indicates that the City will take a more secondary, or supportive, role.

Project opportunities are organized within each neighborhood by topic:

- > Street and Transit Improvements
- > Sustainability
- > Parks and Public Spaces
- > Placemaking and Identity
- > Neighborhood Development
- > Commercial Corridor Development
- > Industrial Development

AMANI

Amani means peace in Swahili. The Amani Neighborhood has a history of being a beautiful piece of Milwaukee's North Side with families living in large homes on tree-lined streets. Families enjoying family supporting jobs near home and throughout the surrounding neighborhoods. Stories are told of the unity, agency, and ownership in Amani. However, slow progression of change became evident. The jobs were the first area of impact. When these jobs left the area, and years of poor planning and systematic inequalities compounded, the neighborhood and its residents had no choice but to shoulder the decline.

The determination and sense of unity has not waivered. Through the formation of the neighborhood organization, Amani United and the partnerships that have formed to support Amani, change is happening. A revitalization plan designed by residents has led the way for residents to make decisions about what is happening and what needs to happen in their neighborhood. Residents lead the way to rebuilding the Amani enjoyed by previous generations- living in peace!

The Dominican Center works with Amani residents and partners to build a better future. Because of this mission, we are uniquely positioned to see the benefit of the Fond du Lac and North Plan through a resident-informed lens. Recently at Dominican Center's 25th Anniversary event, Milwaukee Mayor Tom Barret announced that Amani would become an officially recognized neighborhood by the City of Milwaukee. This comes after many years of resident and organizational efforts, including the "I Am Amani" campaign which highlights the pride and ownership residents have in their Amani neighborhood.

Even if the statistics paint a different picture, the story we're seeing unfold on the ground is overwhelmingly positive. We're seeing residents' efforts concentrated and surrounded around education and family well-being, housing and economic development and neighborhood safety. Residents have improved Moody Park for all to enjoy, designed and implemented reckless driving initiatives, marched against violence in the neighborhood, and they've worked tirelessly on housing projects like the Block by Block revitalization initiative with local organizations improving Amani one block at a time.

The goals in the Fond du Lac and North Plan fit like perfect puzzle pieces with the goals and plans already put in place by Amani residents. Improving this corridor between and within the affected neighborhoods and Amani will strengthen the bridge and connect residents with more resources and opportunity. New gateways to the Amani neighborhood, new business development, and new public spaces will open the door to new visitors and new residents as well! Amani for all!

**from Denisha Tate-McAllister
acting Executive Director of the Dominican Center**

AMANI REVITALIZATION PLAN

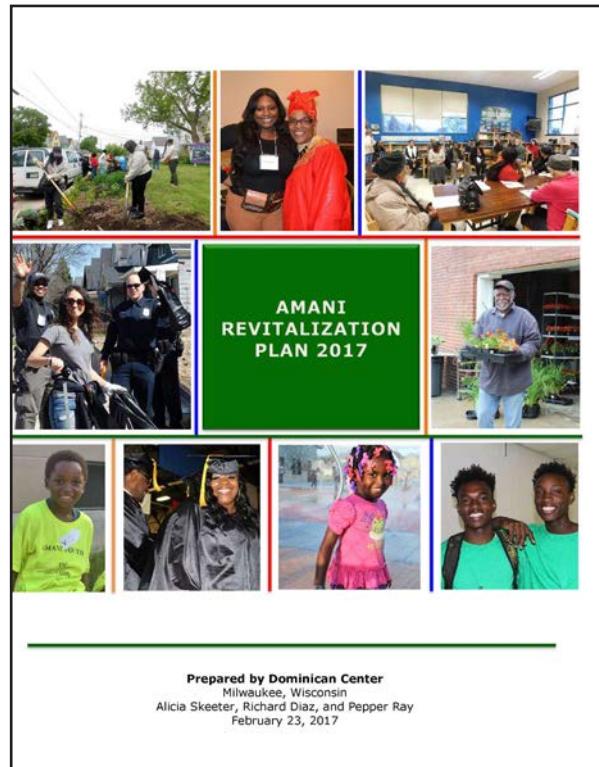
The Amani Revitalization Plan is a quality of life plan completed in 2017. The initiative was led by Amani United, a network of residents and other community stakeholders, organizational partners, and public and private funders who have come together to use their collective resources on behalf of and informed by the neighborhood. Amani means “peace” in Swahili and it is an appropriate name for a community looking to revitalize a neighborhood especially hard hit by the exodus of family-supporting industrial jobs and the foreclosure crisis. It is important to note that the planning area used for the Fond du Lac and North Area Plan, which ends at Burleigh Avenue, does not fully encompass the Amani neighborhood boundaries which extends to Keefe Street.

The plan sets forward several priority areas:

- Neighborhood Safety
- Housing and Economic Development
- Education and Family Well-being

Some of the accomplishments to date include successfully lobbying for an improved Moody Park, GED tutoring services, partnerships with community safety organizations like Safe & Sound, neighborhood clean-ups, and Block by Block, a housing initiative to focus housing revitalization on a specific block.

The Dominican Center is a trusted institution in the area and a key partner in Amani United. The Dominican Center is also the Neighborhood Strategic Planning (NSP) organization and is the official community organization for Community Development Block Grant Area #9. Their role as a trusted community organization made them an ideal partner for this study.



Prepared by Dominican Center
Milwaukee, Wisconsin
Alicia Skeeter, Richard Diaz, and Pepper Ray
February 23, 2017

AMANI

Project Recommendations

STREET AND TRANSIT IMPROVEMENTS

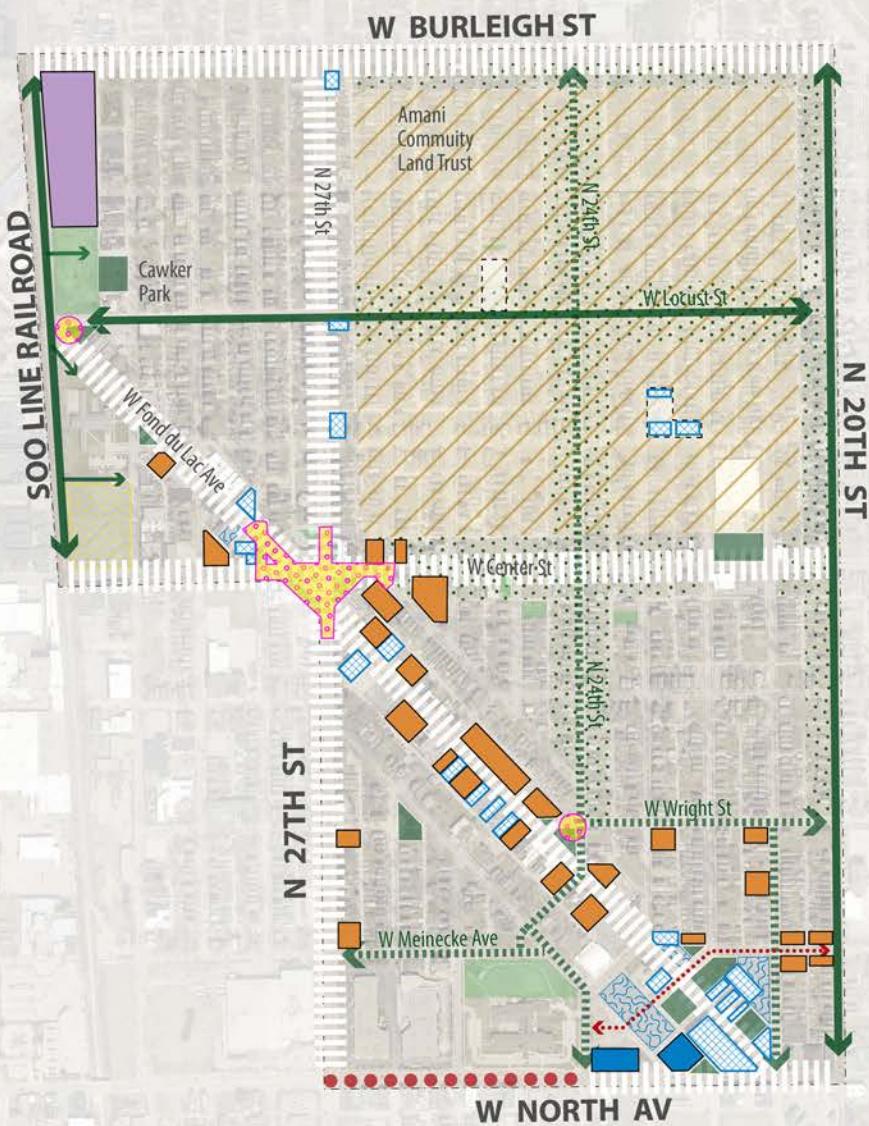
- > **Rapid Implementation Safety Improvements.** Implement quick, low cost improvements to make walking, biking and driving safer on the neighborhood's most dangerous streets.
 - N. 27th Street
 - W. Burleigh Street
 - W. Center Street
 - W. Fond du Lac Avenue
 - W. Locust Street
 - W. North Avenue
- > **30th Street Corridor Trail.** Support state and local efforts to develop a shared use path along the Wisconsin & Southern Railroad corridor, in coordination with commuter rail initiatives, through the Amani, Midtown, and Metcalfe Park neighborhoods. Ensure that the trail has convenient access points within the neighborhood and is connected to the City's low-stress bike network and public open spaces.
- > **Bus Rapid Transit.** Support efforts for regional Bus Rapid Transit (BRT) service on N. 27th Street and W. Fond du Lac Avenue to provide quicker bus service for residents, particularly to regional job centers.
- > **Low Stress Bike Network.** Develop a low-stress bike network, including bike boulevards and protected bike lanes, in order to make biking safer and more enjoyable for all abilities and comfort levels.
 - N. 24th Street, W. Wright Street (east of N. 24th Street), and W. Meinecke Ave (west of N. 24th Street) are potential streets for bike boulevards
 - N. 20th Street and W. Locust Street are potential streets for protected bike lanes
- > **Transit Stop Enhancements.** Implement improvements like signal priority, bus bulbs, and attractive shelters to make transit more user-friendly. N. 27th Street, W. Fond du Lac Avenue, and W. North Avenue are potential corridors for transit street improvements.
- > **North Avenue Gateway.** Reconstruct the segment of W. North Avenue between N. 24th Street and N. 30th Street as a boulevard with one travel lane in each direction, a wider median, and/or a wider planting strip to slow traffic, beautify the area, and serve as a natural gateway feature. Install an additional traffic signal at N. 24th Street to improve pedestrian safety.

The Benefits of Bus Rapid Transit

Bus Rapid Transit (BRT) means bus service with dedicated lanes along at least 50% of the route, fewer stops, and enhanced stations. The Southeastern Wisconsin Regional Planning Commission (SEWRPC) is currently doing a Transit Enhancement Study along and near 27th Street to look at different options to improve or expand upon the very well-used MCTS Purple Express Line. In addition to connecting residents to jobs and other destinations, better transit supports greater housing options and commercial activity on the neighborhoods' corridors, as recommended in this Plan.



Rendering of East-West BRT Stop @ Wis and 27th
Source: <https://eastwestbrtmke.com/>



● ● ● Potential Street Reconstruction

||||| Rapid Implementation Safety Project

→ Potential Bike Boulevard

— Potential Separated Bike Path or Trail

■ New or Improved Public Open Space

/ / / Housing Rehabilitation Area

■■■ Building Renovation or Reuse

■■■ Multi-Family or Townhome Site

■■■ Commercial or Mixed-Use Site

■■■ Commercial or Industrial Site

●●● Community Art Project

···· Vacant Lot Improvements

■■■ Green Parking Lot Opportunity

■■■ Solar Energy Opportunity

···· Area of Special Interest

1,000 0 500 1,000 Feet



> **Bike Share.** Expand the Bublr Bike Share network to create more mobility options for residents.

> **Fond du Lac Parking Lot.** Construct a new public parking lot with green infrastructure and sustainable landscaping on the City-owned parcel at 2811 W. Fond du lac Avenue to provide parking for businesses and institutions in the area.

SUSTAINABILITY

 > **Vacant Lot Improvements.** Plant trees in vacant lots throughout Amani to increase the tree canopy, fill gaps between buildings and beautify the neighborhood. Prioritize high-visibility vacant lots, such as the ones along N. 20th Street, W. Center Street, W. Burleigh Street, and W. Locust Street. Planting trees should not preclude future development or encroach on neighboring properties.

> **Renewable Energy.** Reserve the City-owned site at 2761 N. 30th Street in the Amani neighborhood, adjacent to the We Energies Center Street substation, for a solar farm or small wind energy system to support the City's goals for clean renewable energy.

> **Gwen Jackson Schoolyard Greening.** Work with Milwaukee Public Schools and the Green Schools Consortium to replace the paved area along W. Center Street at Gwen Jackson School with a green schoolyard.

PARKS AND PUBLIC SPACES

 > **Fondy Farmers Market.** Support the renovation of the existing farmers' market and grounds to make the market more of a year-long attraction.

> **Market Square.** Develop a public plaza between the Fondy Farmer's Market and the former Self-help Credit Union to create a central "living room" for the area that will benefit both properties.

> **Cawker Park.** Redesign and reconstruct Cawker Park. Consider opportunities to expand the park space into the tax delinquent brownfield occupied by the WNOV radio tower and to connect to a future multi-purpose trail along the adjacent rail corridor.

> **Amani Plaza.** Fondy Pocket Plaza at 24th and Wright. Develop a small public space at 2412 W. Fond du Lac Avenue to create a focal point along Fond du Lac Avenue between W. North Avenue and W. Center Street, eliminate a tax delinquent brownfield, and spur new development on surrounding properties. Support the commission and installation of a large sculpture or other public art.

PLACMAKING



> Library Square Art Hub.

- Encourage artistic painting of the street and sidewalks around the intersection of 27th Street, Center Street and Fond du Lac Avenue to engage residents and foster a sense of identity for the area. Coordinate this project with a rapid implementation safety project.
- Encourage a community-led installation of educational public art on public and private property near the intersection of 27th Street, Center Street, and N Fond du Lac Avenue.

> **Amani Neighborhood Gateway.** Add gateway signage, public art or landscaping at 3050-52 W. Fond du Lac Avenue, on the southeast corner of Fond du Lac Avenue and Locust Street.



Example of tactical street improvement.
Credit: site-design.com

> **Fond du Lac Ave. Marketplace Historic District.** If supported by property owners, create a national and/or local historic district that includes eligible properties near the intersection of W. Fond du Lac Avenue and W. North Avenue to preserve significant architecture and preserve cultural identity. Eligible properties may include:

- | | |
|------------------------------|---------------------------|
| • 2226 N. 20th Street | Avenue |
| • 2025 W. Fond du Lac Avenue | • 2000 W. North Avenue |
| • 2033 W. Fond du lac Avenue | • 2030 W. North Avenue |
| • 2102 W. Fond du Lac | • 2100 W. North Avenue |
| | • 2101-35 W. North Avenue |

NEIGHBORHOOD DEVELOPMENT

- > **Amani Housing Rehabilitation.** Encourage the renovation of existing housing to improve resident health, stabilize housing stock, and to increase opportunities for homeownership and affordable rental housing. Prioritize the area bound by N 20th St, N. 27th Street, W. Burleigh Street, and W. Center Street.
- > **Amani Community Land Trust.** Support community based efforts to establish a Community Land Trust to create permanent housing affordability in the Amani Neighborhood. Prioritize existing homes in the area bound by N. 20th Street, N. 27th Street, W. Burleigh Street, and W. Center Street. This is the same area identified for housing rehabilitation.
- > **Former Emanus Lutheran Church.** Work with the Amani Community to develop a plan for the reuse of the city-owned vacant church and school campus at 2802 N. 23rd Street. Possible uses include a religious institution, community center or affordable housing.
- > **Marketplace Village Infill Housing.** Encourage a cluster of new townhouse style developments in the area bound by N. 20th Street, W. Fond du Lac Avenue, W. North Avenue, and W. Wright Street.
- > **N. 27th Street Redevelopment.** Encourage new affordable or mixed-income townhome or multi-family development on vacant land along N. 27th Street to increase the number of housing options along the 27th Street transit corridor.
- > **Dominican Center Site/ Former St. Leo's.** Work with the Archdiocese of Milwaukee, the Dominican Center, and the Amani community to develop a plan for the vacant site that will benefit residents of the area. This may include a park or neighborhood greenspace, a community based use such as a school or community center, affordable housing, or a mix of uses.



Rehabilitating housing is a top priority throughout the planning area.

COMMERCIAL CORRIDOR DEVELOPMENT



- > **Ikon Hotel and Conference Center.** Support the proposed renovation and expansion of the former Sears Department Store as a catalyst for the area.
- > **Former Self-Help Credit Union.** Encourage the reuse of the iconic building at 2102 W. Fond du lac Avenue for a development that will draw more people to the area and build on the success of the adjacent Fondy Farmers Market. A destination such as the nearby Sherman Phoenix would be ideal, or an expansion of the market itself into the space.
- > **Fond du Lac Redevelopment.** Encourage new affordable and mixed-income multi-family housing or mixed-use development along W. Fond du Lac Avenue. Coordinate new development with a small public space at N. 24th Street, W. Fond du Lac Avenue, and W. Wright Street. Coordinate with Fondy Plaza.
- > **Center Street Redevelopment.** Support new commercial, residential, or mixed-use development along W. Center Street that serves neighborhood residents.

INDUSTRIAL DEVELOPMENT

- > **AmaniWorks.** Support the marketing and reuse of small industrial properties along N. 30th Street between W. Burleigh Street and W. Fond du Lac Avenue as a creative hub for entrepreneurs and small manufacturing start-ups. (OZ)
- > **Geiser Potato Site.** Encourage the redevelopment of the former Geiser Potato Chip Company site at 3033 W. Burleigh Street for a job-creating manufacturing use.

LINDSAY HEIGHTS

With connection, coordination, and compassion, we can take on mighty forces that challenge our community. Many times over the past year, I have been reminded of Dr. Martin Luther King, Jr.'s words from Letters from Birmingham Jail, "In a real sense all life is inter-related. All men are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be, and you can never be what you ought to be until I am what I ought to be...This is the inter-related structure of reality."

Walnut Way Conservation Corp. is a resident-led neighborhood organization located in Milwaukee's Lindsay Heights neighborhood. The area was once home to vibrant businesses and families, but the 1950s saw the beginning of a long period of disinvestment. Racial redlining, the destruction of thousands of homes and businesses for freeway expansion, and the disappearance of jobs ripped apart the community's social and economic fabric.

Chartered by neighborhood residents in 2000, Walnut Way Conservation Corp. is committed to sustaining an economically diverse community through civic engagement, environmental stewardship, and creating venues for prosperity. Walnut Way challenges the cycle of poverty by engaging, educating, and employing community members to take leadership roles in comprehensive revitalization strategies emphasizing wellness, work and wealth. Walnut Way uses a strength-based perspective to pursue our vision of abundance for the Lindsay Heights neighborhood.

Walnut Way is grateful to be a part of the voice and vision behind the Fond Du Lac & North Area Plan for 2040. Lindsay Heights shares many similar gifts and challenges with neighbors in Amani, Metcalfe Park, and Midtown. This plan has provided us with the opportunity to explore our collective vision and create a pathway to achieve our vision for health, safety, education, housing and economic abundance for our local community.

**from Antonio Butts
Executive Director of Walnut Way Conservation Corp**

LINDSAY HEIGHTS QUALITY OF LIFE PLAN

Walnut Way Conservation Corporation, with support from the Zilber Foundation, produced the “Lindsay Heights Quality of Life Plan” in 2009. A year-long strategic planning effort, the plan identified thirteen catalytic development opportunities and eight topics of focus, including academic achievement, youth and families, lifelong learning, housing, commercial corridors, public safety, health and wellness, and healthy food. Many of these catalytic development opportunities have been accomplished, while some are in progress or have yet to be realized.

The plan built on ongoing efforts by neighborhood residents, led by resident Sharon Adams, to reclaim their neighborhood by promoting health and wellness, environmental stewardship, and economic prosperity.

While broader in scope than an area plan, many of the goals are echoed in this planning effort. For example, many recommendations contained in this plan directly reflect calls to action around housing and commercial corridors, in particular, as well as other topic areas.

Walnut Way was a valuable community partner in developing this plan.



ZNI
znimilwaukee.org

LINDSAY HEIGHTS

Project Recommendations

STREET AND TRANSIT IMPROVEMENTS

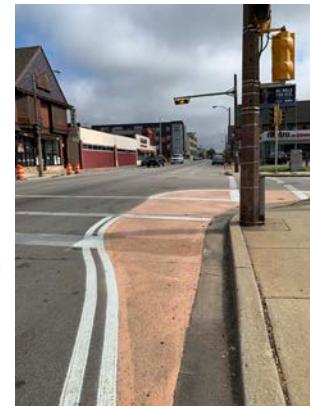


> **Rapid Implementation Safety Projects.** Implement quick, low cost improvements to make walking, biking and driving safer on the neighborhood's most dangerous streets, such as painted bump outs.

- W. Center Street
- W. Locust Street
- W. Fond du Lac Avenue
- W. North Avenue



> **Eco Neighborhood Main Street.** When reconstructing W. North Avenue from N. 8th Street to N. 20th Street, add trees and green infrastructure. A rapid implementation project may precede the reconstruction to "test out" potential changes to traffic flow.



> **Bus Rapid Transit.** Support efforts for regional Bus Rapid Transit (BRT) service on N. 27th Street and W. Fond du Lac Avenue to provide quicker bus service for residents, particularly to regional job centers.

> **W Walnut St and N 17th St Neighborhood Boulevards.** Reconstruct W. Walnut Street and N. 17th Street (south of W. Fond du Lac Avenue) as two-lane boulevards with additional trees and green infrastructure to improve safety for all users, advance sustainability goals, beautify the neighborhood, and support residential development in the area.

> **Marketplace Trail.** Develop a shared use path along the south side of W. Fond du Lac Avenue to better connect the area to downtown Milwaukee. Implementation requires a multi-governmental effort between the City and the County to incorporate the property at the MCTS Administration Building and at the MCTS Fleet Maintenance Facility, and the sidewalk along Johnsons Park. Include branding, wayfinding signage, public art, streetscaping for a pleasant walking experience between North Avenue and downtown Milwaukee. Seek local talent for art along the path.

> **Transit Corridor Street Improvements.** Implement improvements like signal priority, bus bulbs, and attractive shelters to make transit more user-friendly. W. Fond du Lac Avenue, and W. North Avenue, and N. Teutonia Avenue are potential corridors to evaluate for transit street improvements.

> **Low Stress Bike Network.** Develop a low-stress bike network, including bike boulevards and protected bike lanes, in order to make biking safer and more enjoyable for all abilities and comfort levels.

- N. 10th Street, N. 15th Street, W Brown Street, and W. Wright Street are potential bike boulevards
- N. 17th Street (south of W. Fond du Lac Avenue), N. 20th Street, W. Locust Street, and W. Walnut Street are potential streets for protected bike lanes

> **Bike Share.** Expand the Bublr Bike Share network to create more mobility options for neighborhood residents.



1,000 0 500 1,000 Feet



SUSTAINABILITY



> **Vacant Lot Improvements.** Plant trees in vacant lots throughout Lindsay Heights to increase the tree canopy, fill gaps between buildings and beautify the neighborhood. Plantings should not preclude future development or encroach on neighboring properties. Prioritize vacant lots along bike boulevards and arterial streets north of Wright Street.

> **Green Streets and Alleys.** Implement green infrastructure as part of all local street and alley reconstruction projects.

> **MCTS Solar Power.** Install a large solar array on the roof of the MCTS Fleet Maintenance Facility as part of the proposed roof replacement project.

> **MCTS Green Infrastructure.** Install green infrastructure and other sustainability improvements on the grounds of the MCTS Administration Building and the MCTS Fleet Maintenance Facility. Coordinate with the Marketplace Trail project.



Example of sustainable vacant lot improvements in Columbus, Ohio
Credit: Columbus.gov



Redesigned pedestrian mall and new mixed-use development on W Center Street
Credit: Community Design Solutions

PARKS AND PUBLIC SPACES

> North Division Pedestrian Malls. Work with neighborhood residents to redesign and reconstruct the North Division Pedestrian Malls to create community spaces that add value to the area. Coordinate with the North Division Hub project.

- Develop the southern pedestrian mall at N. 13th Street, W. Center Street, and W. Hopkins Street, across from Franklin Square and North Division High School, as a “youth plaza” to provide a visible and safe place for youth to gather. Include youth-oriented elements, such as a skate park. This plaza could expand into the adjacent property at 1330 W. Center Street and the N. 13th Street right-of-way.
- Develop the northern pedestrian mall at W. Hadley Street, W. Hopkins Street, and N. Teutonia Avenue across from Coffee Makes You Black as a gathering space for elder residents. Consider social elements like chess game tables and community seating areas. This plaza could expand into the city-owned parcels at 1402 and 1410 W. Hopkins Street.

> Hopkins-Lloyd Playfield. Work with Milwaukee Public Schools to improve the property at 2861 N. Teutonia Avenue, adjacent to Hopkins-Lloyd School, as a public greenspace.

> New Greenspace. Involve neighborhood in design and programming for City-owned parcels at 2462-78 N. 10th Street and 924-32 W. Hadley Street.

PLACEMAKING AND IDENTITY

>**Lindsay Heights Neighborhood Gateway.**

Add signage or public art and landscaping in the excess right-of-way on the northwest corner of W. Fond du Lac Avenue and W. Walnut Street. Work with Running Rebels Community Organization and the Unity Gospel House of Prayer to develop this area as an attractive outdoor space.

>**15th Street Garden.** Reserve the City-owned parcels at 1431-39 W. Meinecke Avenue, on the southeast corner of N. 15th Street and W. Meinecke Avenue, as a future public open space or community garden.

>**Johnsons Park Public Art:** Support the installation of a large sculpture or other artistic focal point at the southeast corner of N. 17th Street and W. Fond du Lac Avenue, in Johnsons Park.



An underutilized asset, Johnson's Park has space for artistic elements.

NEIGHBORHOOD DEVELOPMENT



>**Lindsay Heights Housing Rehabilitation.**

Encourage the renovation of existing housing to improve resident health, stabilize housing stock, and to increase opportunities for homeownership and affordable rental housing., in particular the area north of W. Wright Street and west of N. Teutonia Avenue.



>**Josey Heights Subdivision.** Continue to encourage new high-quality, market-rate, traditional single family homes in the Josey Heights Subdivision. Reserve these homes for owner occupancy.

>**Lindsay Heights Neighborhood Improvement District.** Support efforts to create a Neighborhood Improvement District (NID) for Lindsay Heights.

What Is A Neighborhood Improvement District (NID)?

A NID is funded and operated by the property owners located within the defined boundaries. Property owners agree to levy an additional tax on themselves to raise money for various purposes, including funds for housing rehabilitation, increased security, community engagement, etc. There is a lot of flexibility in what can be funded, and it should be tailored to the needs of the neighborhood. For more information about NIDs in Milwaukee, visit: city.milwaukee.gov/DCD/BusinessToolbox/bids

>North Division Infill Housing. Encourage a cluster of new single family homes in the area bound by N. 10th Street, N. 13th Street, W. Clarke Street, and W. Wright Street, which is near North Division High School and the newly rebuilt Franklin Square Playfield.

>Mixed Housing Types. Encourage multi-family and townhome development along commercial corridors and in the residential areas between W. Wright Street and W. North Avenue.

>Market-Rate Housing. Encourage the development of market-rate or mixed-income multi-family or townhome style housing at various locations in the Lindsay Heights neighborhood south of North Avenue, where higher values make development more feasible and large number of subsidized units exist:

COMMERCIAL CORRIDOR DEVELOPMENT



>Former MEC Site. Encourage the redevelopment or reuse of the vacant 1351 W. North Avenue for a use that will compliment the district, such as residential, commercial or light manufacturing. Encourage sustainable design features at the property. Allow land consolidation with the adjacent city-owned properties at 1369-79 W. North Avenue. Discourage uses such as self-storage or stand-alone warehousing, which detract from vibrant corridors.

>Former Alsco Site. Encourage the redevelopment or reuse of the vacant property at 1003 W. North Avenue for a use that will compliment an emerging commercial district, such as residential, commercial, or maker space. Encourage sustainable design features at the property. Discourage uses such as self-storage or stand-alone warehousing, which detract from vibrant corridors.

>North Avenue Redevelopment. Encourage new mixed-use development at various sites along W. North Avenue in Lindsay Heights with active uses on the ground floor and housing or office on the upper floors. Support a mix of both affordable and market-rate housing within each development.

>24/7 Convenience Store. Support the renovation or replacement of the gas station and convenience store at 1319 W. North Avenue as a commercial use that may continue to include a gas station with a larger, more attractive commercial building. Allow for the realignment of N 13th Street to facilitate land consolidation for this project or for the former MEC project.

>20th and Fond du Lac. Encourage the restoration and reuse of the commercial building at 2226 N. 20th Street and the redevelopment of 1922-1948 W. Fond du Lac Avenue with a large-scale mixed-use building consistent with the recommendations of the 2015 Lindsay Heights Charette.

>North Division Hub. Encourage the redevelopment of the former Briggs and Stratton Site at 1330 W. Center Street as a youth entertainment complex, indoor recreation facility, or a mixed use development to include uses or other programming for youth. Use this development to activate the adjacent pedestrian mall. Encourage a shared parking agreement with the Way of the Cross Church Missionary Baptist Church. Coordinate with the North Division Pedestrian Mall project.

>Former Scott Christian Youth Center. Encourage the restoration and reuse of the city-owned commercial building at 2731-35 N. Teutonia Ave. for a youth oriented or community-serving use.

>Retail Center. Encourage the development of a commercial building at 1429-33 W. Center Street. Encourage a shared parking agreement and an improved parking lot landscaping edge at 1401 W. Center Street. Allow for overflow accessory parking at 2654-58 N. 15th Street.

>Teutonia-Wright Brownfield. Demolish the vacant building at 2508 N. Teutonia Avenue, and work to redevelop the tax-delinquent brownfield at 2504 and 2508 N. Teutonia Avenue, on the northeast corner of N. Teutonia Avenue and W. Wright Street. Reserve the City-owned parcels at 1304 and 1314 W. Wright Street for land consolidation with the Teutonia properties to create a larger site for development.



Potential restoration and reuse of 2226 N. 20th Street.
Credit: HGA Architects



METCALFE PARK

In 2011, the U.S. Department of Justice launched its Building Neighborhood Capacity Program to build infrastructure and access to resources to ensure better results in the interlocking areas of education, employment, health, housing and safety in the nation's more distressed neighborhoods. Metcalfe Park was selected as one of the first eight neighborhoods for this innovative program due in large part to the organizing efforts of a core group of Metcalfe Park residents working to make Metcalfe Park a safer community.

Metcalfe Park Community Bridges (MPCB) was founded by residents and subsequently incorporated as a 501(c)(3) nonprofit corporation in 2017 to develop a resident-driven organizational structure with the capacity to bring people together to work collaboratively on shared priorities. The MPCB mission is to build a robust and thriving community. In 2019, MPCB adopted a results-driven Community-Led Metcalfe Park Investment Plan with five priorities: safety; connectedness and cultural vibrancy; civic engagement; intergenerational wealth and opportunity; and health and wellness.

Today, MPCB is recognized as the leading resident voice and energy in Metcalfe Park and is respected citywide not only for its commitment to finding and implementing solutions to resident concerns identified in the the Metcalfe Park Revitalization Plan, but also its response to the COVID-19 crisis that is based upon the principles of equity and social justice. MPCB paves the way to building bridges to resources for residents. It develops strong relationships among residents, neighborhood partners and stakeholders and government officials. As a result, there is increased collective efficacy in this neighborhood where residents hold each other and others responsible and work to create positive social change.

The Fond du lac and North Avenue Plan demonstrates how plans can be successfully formulated with the direct participation of residents whose voices are understood and valued. This plan further demonstrates that new bridges have been built among the partners as they acknowledged resident concerns and addressed the issues that impede the revitalization and redevelopment of the corridor, namely: the use of a variety housing options with the goal of increasing resident ownership; creative development of public spaces; reduction of reckless driving incidents; and supporting local entrepreneurship.

**from Danell Cross,
Executive Director at Metcalfe Park Community Bridges**

METCALFE PARK STRATEGIC PLAN

The Metcalfe Park Community Bridges produced a Strategic Plan for Neighborhood Revitalization 2017-2020 to develop strategies around five priority areas:

- Safety
- Connectedness and Cultural Vibrancy
- Civic Engagement
- Intergenerational Wealth and Opportunity
- Health



The strategic plan advocates for the neighborhood from a position of strength, stating, “[w]hile economic deprivation is at the root of many of Metcalfe Park’s challenges, it does not define us. The residents in our neighborhoods have many gifts and talents to contribute, starting with a commitment to infuse an ethos of caring and healing into the way we do our work.”

Since the strategic plan was developed, MPCB has furthered its status as a high-capacity organization that works on behalf of its residents to advocate for the neighborhood at all levels, from public safety, to community-led housing development, to civic engagement around political issues. MPCB was also instrumental during the COVID pandemic in connecting residents with resources and providing aid.

The partnership between DCD and MPCB for this study brought opportunities for new connections between city government and the neighborhood.

METCALFE PARK

Project Recommendations

STREET AND MOBILITY IMPROVEMENTS



>Rapid Implementation Safety Projects. Implement quick, low cost improvements to make walking, biking and driving safer on the neighborhood's most dangerous streets, as identified in the Milwaukee Pedestrian Plan.

- N. 27th Street
- N. 35th Street
- W. Center Street
- W. Fond du lac Avenue
- W. North Avenue



>30th Street Corridor Trail. Support state and local efforts to develop a shared use path along the Wisconsin & Southern Railroad corridor, in coordination with commuter rail initiatives, through the Amani, Midtown, and Metcalfe Park neighborhoods. Ensure that the trail has convenient access points within the neighborhood and is connected to the City's low-stress bike network and public open spaces.



>Bus Rapid Transit. Support efforts for regional Bus Rapid Transit (BRT) service on N. 27th Street and W. Fond du lac Avenue to provide quicker bus service for residents, particularly to regional job centers.

>Low Stress Bike Network. Develop a low-stress bike network, including bike boulevards and protected bike lanes, in order to make biking safer and more enjoyable for all range of abilities and comfort levels.

- N. 33rd Street, N. 37th Street, and W. Meinecke Avenue are potential bike boulevards in the Metcalfe park neighborhood.

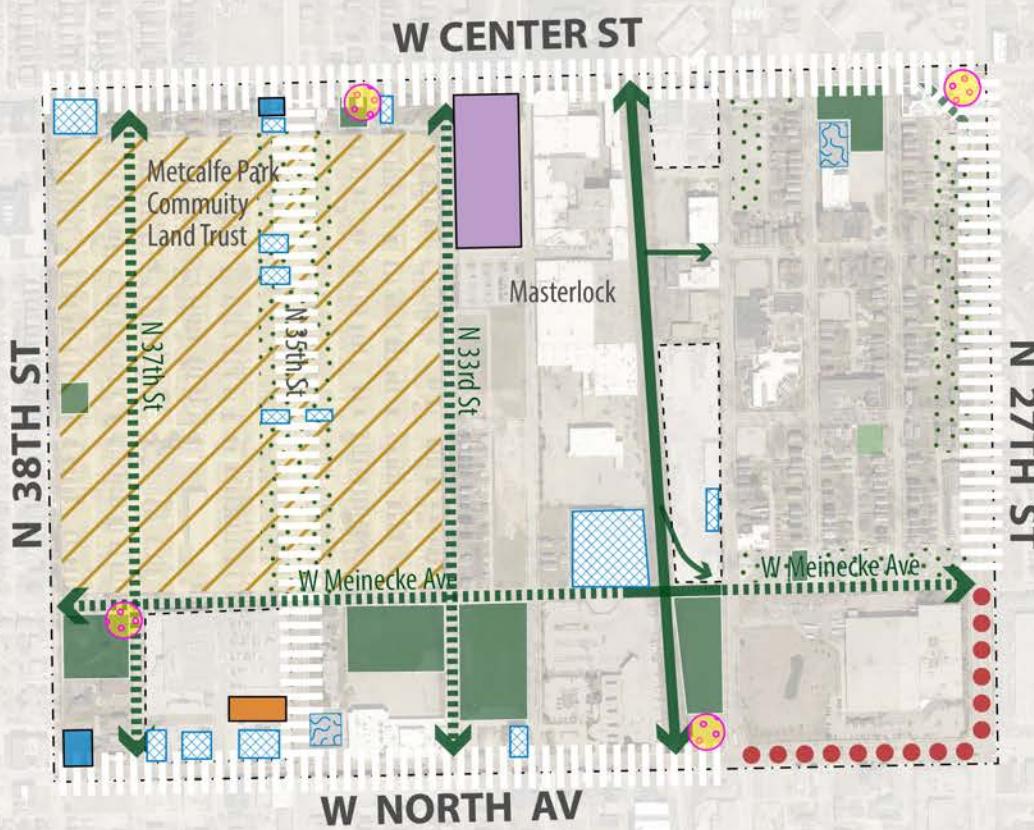
>Transit Corridor Street Improvements. Implement improvements like signal priority, bus bulbs, and attractive shelters to make transit more user-friendly. N. 27th Street, N. 35th Street, W. Fond du Lac Avenue, and W. North Avenue are potential corridors for transit street improvements in the Metcalfe Park neighborhood.

30th Street Corridor Trail

This 6.7 mile rail-with-trail would connect the Hank Aaron State Trail and the Havewoods State Park along the active 30th Street rail corridor. It would be part of the Route of the Badger trail network. There are few off-street bike trails in predominantly Black neighborhoods in Milwaukee. A new trail would provide residents with a new recreational opportunity and increased access to other natural resources in the area. A technical feasibility study has been completed, and the City of Milwaukee is committed to working with our partners to move this project forward. This corridor is also recommended as a future commuter rail route.



Image of Cedar Lake Trail, MN
Source: Flickr user



●●● Potential Street Reconstruction

||||| Rapid Implementation Safety Project

←→ Potential Bike Boulevard

— Potential Separated Bike Path or Trail

■ New or Improved Public Open Space

||||| Housing Rehabilitation Area

□ Building Renovation or Reuse

■ Multi-Family or Townhome Site

■ Commercial or Mixed-Use Site

■ Commercial or Industrial Site

●●● Community Art Project

··· Vacant Lot Improvements

□ Green Parking Lot Opportunity

■ Solar Energy Opportunity

□ Area of Special Interest

1,000 0 500 1,000 Feet



>North Avenue Gateway. Reconstruct the segment of W. North Avenue between N. 24th Street and N. 30th Street in the Amani, Metcalfe Park, and Midtown Neighborhoods as a boulevard with one lane in each direction, a bike lane, a wider median and tree border to slow motor vehicle traffic, beautify the area, and serve as a natural gateway feature. Install an additional traffic signal at N. 24th Street to improve crossing for pedestrians and bicyclists.

>Meinecke Avenue Pedestrian Bridge. Construct a new pedestrian bridge over the rail corridor at W. Meinecke Avenue to provide an alternative to W. North Avenue for people walking and biking. Coordinate this project with the Perlick Building redevelopment, the 30th Street Park, and the Corridor Trail.

>Bike Share. Expand the Bublr Bike Share network into the Metcalfe Park neighborhood to create more transportation and recreation options for neighborhood residents.

PUBLIC SPACES



>Butterfly Park. Redesign and reconstruct Butterfly Park at 3717 W. Meinecke Avenue with resident input.

>30th Street Park. Establish a public greenspace at 3001 W. Meinecke Avenue, a City-owned brownfield, which may incorporate green infrastructure with a variety of amenities, such as a dog exercise area, walking path, or sitting areas. The large site may also include a solar farm or wind energy system and new trees and native plantings. The smaller parcels at 3010-14 W. North Avenue may be reserved for future commercial development or a gateway feature.

>Metcalfe Park. In coordination with Milwaukee Recreation and the community, support efforts to improve the Metcalfe Park playfield at 2350 N. 33rd Street, 2331 N. 23rd Street and 3401 W. Meinecke Avenue, on both sides of N. 33rd Street.

>29th Street Playfield. Support community-led efforts to improve the playground at 2405 N. 29th Street. Expand this playfield into the adjacent City-owned vacant lot at 2411 N. 29th Street.

SUSTAINABILITY



>Vacant Lot Improvements. Plant trees in vacant lots throughout the Metcalfe Park neighborhood to increase the tree canopy, fill in gaps between buildings, and beautify the neighborhood. Prioritize vacant lots along N. 35th Street due to their high visibility. Plantings should not preclude future development or encroach on neighboring properties.

NEIGHBORHOOD DEVELOPMENT



>Metcalfe Park Housing Rehabilitation. Encourage the renovation of existing housing to improve resident health and housing stability and to increase opportunities for homeownership and affordable rental housing. Housing rehabilitation may be prioritized in the area bound by N. 33rd Street, N. 38th Street, W. Center Street, and W. Meinecke Avenue.



>Metcalfe Park Community Land Trust. Support community based efforts to establish a Community Land Trust to create permanent housing affordability.

>Lighthouse Development. Work with Roundy's to re-evaluate the Jewel Osco Planned Development District, create a site for townhome or multifamily development south of the Pick n' Save parking lot, and target resources for façade and building improvements along North Avenue.

>N 27th Street Redevelopment. Encourage new affordable or mixed-income townhome or multi-family development on vacant land along N. 27th Street.

COMMERCIAL CORRIDOR DEVELOPMENT

>Commercial Building Rehabilitation. Encourage the renovation of existing commercial buildings throughout the Metcalfe Park Neighborhood.

>Center Street Redevelopment. Support new commercial, residential, or mixed-use development along W. Center Street that serve neighborhood residents.

INDUSTRIAL DEVELOPMENT

>Perlick Building. Encourage the restoration and reuse of the historic Perlick building for housing and/or makerspace. Promote the development as a live-work community or business incubator. Coordinate the redevelopment with the Meinecke Avenue Pedestrian Bridge.

>30th Street Brownfields. Work with the Metcalfe Park community to develop a plan for the reuse of the tax-delinquent brownfields at 2431 N. 30th Street and 3010 W. Meinecke Avenue, on the west side of N. 30th Street north of W. Meinecke Avenue.

>Master Lock Expansion. Support new development on the south side of W. Center Street, between N. 32nd Street and N. 33rd Street on the existing Master Lock campus, for a manufacturing or office use that will create a significant number of family supporting jobs accessible to local residents. Consider ways to leverage tax incremental financing district to assist neighboring properties.

MIDTOWN

Project Recommendations

STREET AND MOBILITY IMPROVEMENTS



>Rapid Implementation Safety Projects. Implement quick, low cost improvements to make walking, biking and driving safer on the neighborhood's most dangerous streets, as identified in the Milwaukee Pedestrian Plan.

- N. 27th Street
- W. Lisbon Avenue
- W. Fond du Lac Avenue
- W. North Avenue
- W. Vliet Street



>30th Street Corridor Trail. Support state and local efforts to develop a shared use path along the Wisconsin & Southern Railroad corridor, in coordination with commuter rail initiatives, through the Amani, Midtown, and Metcalfe Park neighborhoods. Ensure that the trail has convenient access points within the neighborhood and is connected to the City's low-stress bike network and public open spaces.



>Bus Rapid Transit. Support efforts for regional Bus Rapid Transit (BRT) service on N. 27th Street and W. Fond du lac Avenue to provide quicker bus service for residents, particularly to regional job centers.

>Walnut Street Reconstruction. Reconstruct W. Walnut Street east of N. 24th Street as a two lane boulevard with additional trees and green infrastructure to improve safety for all users, beautify the area, and support residential development in the surrounding area. A Rapid Implementation project to reduce the number of lanes may precede reconstruction in sections not currently scheduled for reconstruction.

>Lisbon Avenue Reconstruction and Land Reclamation. Reconstruct W. Lisbon Avenue, west of N. 24th Street, as an urban street similar to W. Lisbon Avenue, east of N. 30th Street, in order to reclaim land taken for road widening in past urban renewal projects. Create sites for new development on the south side of the street. As part of the reconstruction, design the segment between N. 24th Street and N. 24th Place to transition between the main street section on W. Lisbon Avenue and the boulevard street section on W. Walnut Street. Incorporate public space as an identity feature for the neighborhood to slow traffic, integrate with the N. 24th St bike boulevard, and create a signature focal point for the area.

>Low Stress Bike Network. Develop a low-stress bike network, including bike boulevards and protected bike lanes, in order to make biking safer and more enjoyable for all range of abilities and comfort levels.

- N. 24th Street, W. Brown Street, W. Galena Street, and W. Garfield Avenue have been identified as potential bike boulevards.
- N. 20th Street and W. Walnut Street have been identified as potential streets for protected bike lanes.



- ● ● Potential Street Reconstruction
 - ||||| Rapid Implementation Safety Project
 - Potential Bike Boulevard
 - Potential Separated Bike Path or Trail
 - New or Improved Public Open Space
 - ||| Housing Rehabilitation Area
 - Building Renovation or Reuse
 - Multi-Family or Townhome Site
 - Commercial or Mixed-Use Site
 - Commercial or Industrial Site
 - Community Art Project
 - Vacant Lot Improvements
 - Green Parking Lot Opportunity
 - Solar Energy Opportunity
 - Existing and Potential City Subdivisions
 - · · · · Potential Streetcar Connection
- 1,000 0 500 1,000 Feet

>Transit Corridor Street Improvements. Implement improvements like signal priority, bulb bulbs, and attractive shelters to make transit more user-friendly. N. 27th Street, N. 35th Street, W. Fond du Lac Avenue, and W. North Avenue are potential corridors for transit street improvements in the Midtown neighborhood.

>Bike Share. Expand the Bublr Bike Share network in the Midtown neighborhood to create more mobility options for neighborhood residents. A bike share station is planned at the corner of N. 27th Street and W. Galena Street.

>North Avenue Gateway. Reconstruct the segment of W. North Avenue between N. 24th Street and N. 30th Street as a boulevard with one travel lane in each direction, a bike lane, a wider median, and additional tree border to slow traffic, beautify the area, and serve as a natural gateway feature. Install an additional traffic signal at N. 24th Street to improve crossing for pedestrians and bicyclists.

>North Avenue Alleys. Reconstruct the east-west alleys south of W. North Avenue between N. 21st Street and N. 23rd Street as a green alleys. Coordinate this effort with redevelopment of the properties to the south of the alleys.

>Marketplace Triangle Curbless Street. Expand the Marketplace triangle by reconstructing the northernmost portion of N. 21st Street from W. Fond du Lac Avenue to the alley south of W. North Avenue as a curbless “shared street”. Use pavement details and tree boxes to define space for various users.



North Avenue, between N. 30th and N. 24th Streets should be reconstructed with one lane in each direction and more green space.

PUBLIC SPACE



>**Tiefenthaler Park.** Support community led efforts to redesign and reconstruct Tiefenthaler Park.

>**Midtown Healing Garden.** Support the reuse of the remnant spaces along the west side of N. 27th Street as a passive greenspace for residents to program and use. Opportunities include urban gardening, public art, and walking paths with improved connections to Teifenthaler Park. An urban reclamation project, similar to that proposed on W. Lisbon Avenue, is a longer term strategy because this section of N. 27th Street was recently reconstructed.

>**Urban Gardens.** Continue to support community gardens and urban agriculture to activate vacant land.

>**Former Milwaukee Soap Building.** Demolish or deconstruct the vacant building at 1526 N. 31st Street to mitigate blight and create opportunities for redevelopment of this tax delinquent brownfield.

>**N. 30th Street Vacant Lots.** Work with Midtown community to develop a plan for the reuse of the City-owned vacant lots at 1843-1913 N. 30th Street. In the interim, plant trees and maintain as passive greenspace for the area.

Healing and Urban Gardens

Along 27th Street, between Cherry and Walnut Streets, there are vacant, City-owned lots that are difficult to develop because they are so narrow. A linear urban garden could add an attractive and restorative place for residents to sit, walk, and enjoy. Healing gardens have typically been seen at hospitals and in retirement homes, but there has been recent interest in adding them to neighborhood settings.



Example of a Healing Garden
Source: National Garden Bureau



Source: Google

NEIGHBORHOOD DEVELOPMENT

- >**Midtown Housing Rehabilitation.** Encourage the renovation of existing housing throughout the Midtown neighborhood to improve resident health and housing stability and to increase opportunities for homeownership and affordable rental housing. Prioritize the area bound by N. 24th Street, N. 30th Street, W. Brown Street, and W. Vliet Street.
- >**Walnut Circle Subdivision.** Continue to encourage new, market-rate, high-quality traditional single family homes for owner occupants in the Walnut Circle Subdivision in order to establish a market for new home construction in the area.
- >**Legacy Co-housing.** Encourage new multi-family or townhome style development with a preference for cooperative housing or owner-occupancy at 2416 W. Garfield Avenue and 2119-2129 N. 22nd Street.
- >**N. 27th Street Redevelopment.** Encourage new affordable townhome, multifamily or mixed use development along N. 27th Street north of W. Walnut Street in order to locate new affordable housing in close proximity to transit service on N. 27th Street.
- >**W. Brown Street Subdivision.** Encourage new high-quality, market-rate, traditional single-family or townhome style development for owner occupants in the area bound by N. 21st Street, N. 24th Street, W. Brown Street and the alley north of W. Lloyd Street.



The Legacy subdivision can support a variety of housing types and ownership models.

COMMERCIAL CORRIDOR DEVELOPMENT



>Fondy North Transit Oriented Development (TOD). Encourage the redevelopment of vacant land in the area bound by N. 20th Street, N. 23rd Street, W. Garfield Avenue, and the alley south of W. North Avenue for uses that add a significant density of jobs and/or residents in close proximity to the intersection of W. Fond du Lac and North Avenues, generate substantial property tax increment, and create an additional anchor for the marketplace district.

>North Avenue Facade Enhancements. Encourage building facade enhancements along W. North Avenue, and focus on the block between N. 21st Street and N. 22nd Street for additional resources.

>N. 22nd Street and W. North Ave. Preserve the vacant City-owned building at 2129-35 W. North Avenue and encourage the renovation and reuse of the building for a mix of uses.

>North Avenue Redevelopment. Support new commercial, residential, or mixed-use development along W. North Avenue that serve neighborhood residents.



A rendering of potential mixed use, medium-density development along N. 27th Street.

Credit: Community Design Solutions

ADJACENT NEIGHBORHOODS

Project Recommendations

Some of the Fond du Lac and North Area Plan is outside of the Amani, Lindsay Heights, Metcalfe Park, and Midtown neighborhoods. Because these areas are smaller portions of neighborhoods, the recommendations in this section are not divided into the same categories as the other neighborhoods.

- **N. Hopkins.** The area near N. Hopkins Street, roughly bounded by N. 12th Street, N. 20th Street, N. Hopkins Street, W. Locust Street, and Teutonia Avenue.
- **King Park.** A small area south of W Walnut Street between N 13th and N 20th Streets
- **Sherman Park East.** This area covers a small portion of the Sherman Park neighborhood, roughly bounded by the 30th Street Corridor, W. Burleigh Avenue, N. 37th Street, and W. Center Street.
- **Walnut Hill.** Neighborhood south of W. North Ave. between 35th Street and the Soo Line Railroad.

SHERMAN PARK EAST



>**N. 35th and W. Center Streets.** Encourage the redevelopment of the former St Mary's convent site with residential, commercial, or mixed-use development. Ensure the redevelopment includes community amenities and attractive public space. **The image on the opposite page** shows a multi-family development with community space on the first floor and a small plaza on the corner that could be used for a pop-up market

>**Community Within The Corridor.** Support the proposed renovation of the former manufacturing campus on the north side of W. Center Street, between N. 33rd Street and the Soo Line Railroad, for affordable housing and other resident and community-serving uses.

>**MCTS Site:** The City should advocate for a competitive request for proposals ("RFP") process. The site is large and can accommodate a range of uses, including light industrial, commercial, and multi-family housing, as long as they are laid out in a way that is sensitive to the surrounding neighborhoods.



Potential development at N. 35th and Center featuring housing and a community market space.
Credit Community Design Solutions



HOPKINS



> Vacant Lot Improvements. Plant trees in vacant lots to increase the tree canopy, fill in gaps between buildings, and beautify the neighborhood. Prioritize vacant lots along W. Locust and N. Hopkins Streets due to their high visibility. Plantings should not preclude future development or encroach on neighboring properties. Encourage the restoration and reuse of the property at 1703 W Hopkins Street



> Midtown Housing Rehabilitation. Encourage the renovation of existing housing throughout the Midtown neighborhood to improve resident health and housing stability and to increase opportunities for homeownership and affordable rental housing.

> Bike Share. Expand the Bublr Bike Share network. Potential bike share stations in the Amani neighborhood include near the intersection of W. Locust and N. 15th Streets.

WALNUT HILL



>30th Street Corridor Trail. Support state and local efforts to develop a shared use path along the Wisconsin & Southern Railroad corridor, in coordination with commuter rail initiatives. Ensure that the trail has convenient access points within the neighborhood and is connected to the City's low-stress bike network and public open spaces.

>3201 W. North Avenue. Restore the historic building and occupy with an active use.

> W Walnut St and N 17th St Neighborhood Boulevards. Reconstruct W. Walnut Street and N. 17th Street (south of W. Fond du Lac Avenue) as two-lane boulevards with additional trees and green infrastructure to improve safety for all users, advance sustainability goals, beautify the neighborhood, and support residential development in the area.

>3209 W. North Avenue Encourage renovation as a "maker space" or event venue concept. The City- owned land to west and south could allow for a larger site.

KING PARK

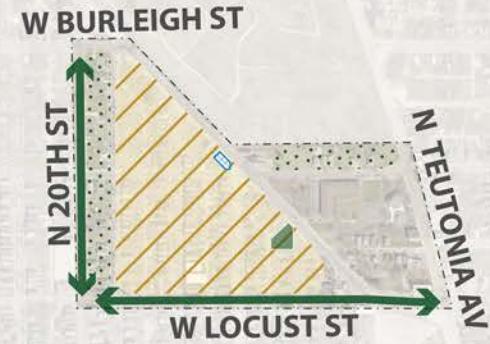
>Scot Industries Site. Encourage the redevelopment of the former. Scott industries property at 1532 W Galena Street for residential uses.

>N. 17th Street. Reconstruct N. 17th Street (south of W. Fond du Lac Avenue) as two-lane boulevards with additional trees and green infrastructure to improve safety for all users, advance sustainability goals, beautify the neighborhood, and support residential development in the area.

Sherman Park (east)



Hopkins Street (south)



Walnut Hill (north)



King Park (north)



● ● ● Potential Street Reconstruction

■■■ Rapid Implementation Safety Project

←→ Potential Bike Boulevard

— Potential Separated Bike Path or Trail

■■■ New or Improved Public Open Space

■■■ Housing Rehabilitation Area

■■■ Building Renovation or Reuse

■■■ Multi-Family or Townhome Site

■■■ Commercial or Mixed-Use Site

■■■ Commercial or Industrial Site

●●● Community Art Project

■■■ Vacant Lot Improvements

■■■ Green Parking Lot Opportunity

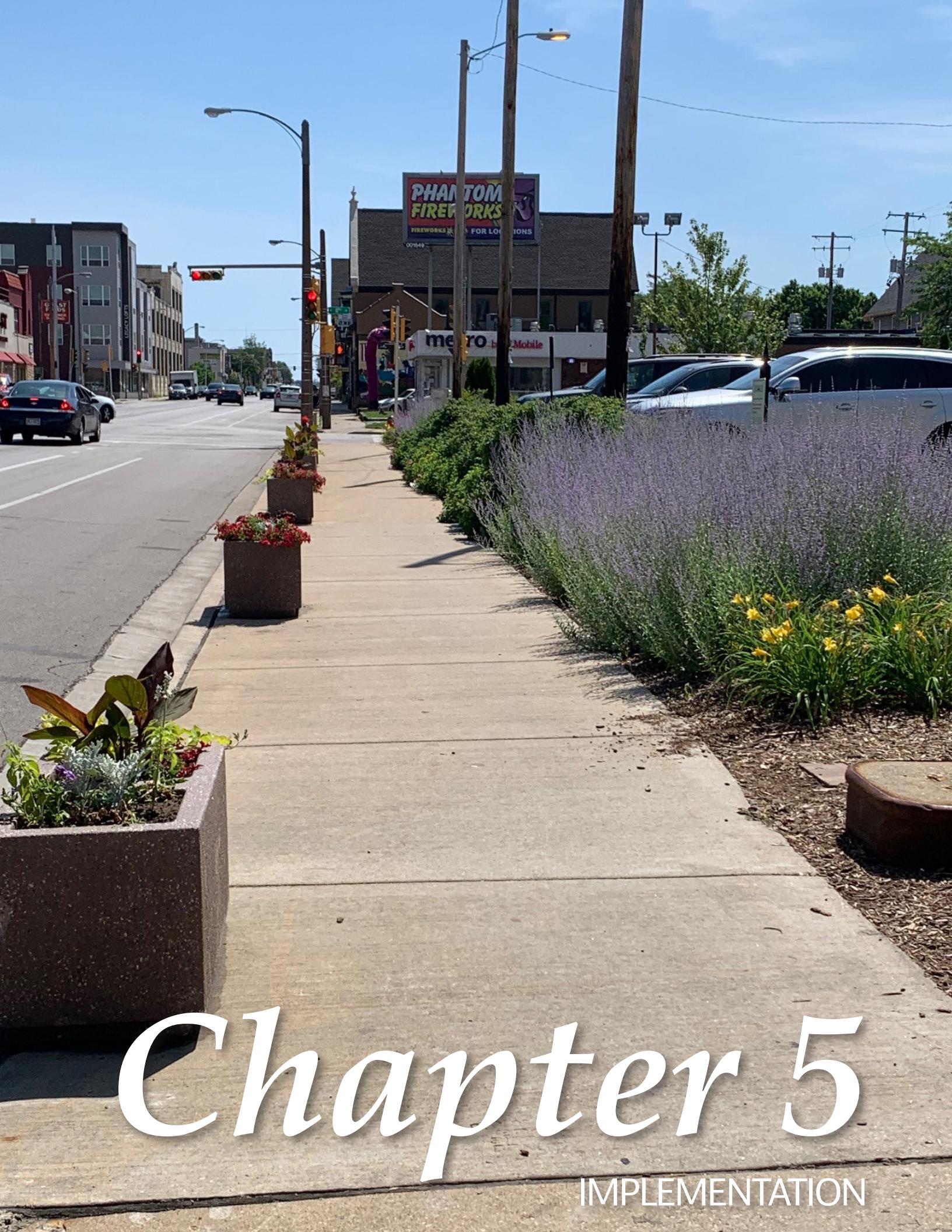
■■■ Solar Energy Opportunity

■■■ Area of Special Interest

■■■ Existing and Potential City Subdivisions

Chapter 5

IMPLEMENTATION



REALIZING THE VISION...

Adopting this Plan is just the first step. Implementing the recommendations contained within this plan—in order to realize the goals set by the community – is where the real work begins. Just as creating this plan was the work of many, implementing the recommendations will be a collaborative effort. Similarly, multiple funding sources will often be required. City departments and governmental agencies, community organizations, philanthropic organizations, nonprofits, advocacy groups, and the private market all have roles to play.

The tables on the following pages identify the priority recommendations and projects found in Chapter 4 and identifies the time frame, the lead implementer, supporting partners, potential funding sources, and the related planning effort that supports the recommendation. The map illustrates these priority projects.

Over the ten to twenty year lifespan of an Area Plan, the City and partners are prepared with a vision that meets many different situations. Some of the recommendations are well within reach and on track to be accomplished in the next couple years, while others will take more time and effort. Recommendations need to be ambitious and aspirational! Community engagement was integral to the development of this Plan, and ongoing community engagement is essential when moving forward with any one of these recommendations to make sure that community sentiment is reflected.



CONTINUOUS & SHORT-TERM RECOMMENDATIONS

	Neighborhood	Lead Role	Supporting Partners	Potential Funding Sources	Related Planning Efforts
Vacant Lot Improvements Plant trees to beautify vacant lots	All	DCD, Community Partners	Nonprofits	DCD and community organizations	Amani Revitalization Plan, ReFresh Milwaukee
Housing Rehabilitation Prioritize renovation on existing housing stock	All	DCD	Nonprofits	City and Nonprofit	Lindsay Heights QLP, MKE Elevate, MPCB Strategic Plan, Amani Revitalization Plan
Rapid Implementation Safety Improvements Implement quick, safe changes to dangerous streets	All	DPW	WisDOT, DCD, Community Partners	DPW, State, Federal	Milwaukee Pedestrian Plan, Amani Revitalization Plan, MPCB Strategic Plan
Bus Rapid Transit Support new, quicker bus service on 27th and Fond du Lac	All	MCTS	DPW, DCD, SEWRPC	Milwaukee County	SEWRPC 2050
Fondy Farmer's Market Reinvigorate physical space for year-round use	Amani	Fondy Market	Marketplace BID	Fondy Market, other	Lindsay Heights QLP
Butterfly Park Reconstruct playground	Metcalfe	DPW	MPCB	DPW, grants	MPCB Strategic Plan
Tiefenthaler Park Support redesign	Midtown	Milwaukee County		Milwaukee County	
Ikon Hotel & Conference Center Support renovation of Sears building	Amani	Owner/Developer	DCD	Developer, DCD	
Josey Heights and Walnut Circle Subdivisions Support high quality, market rate housing	Lindsay Heights, Midtown	City/Developer		Developer, DCD, Homeowner	

MID-TERM RECOMMENDATIONS

	Neighborhood	Lead Role	Supporting Partners	Potential Funding Sources	Related Planning Efforts
30th Street Corridor Trail Shared use path along rail in coordination with commuter rail initiatives	Amani, Metcalfe, Midtown	Route of the Badger	DPW, DCD, NWS CDC	DPW, WisDOT, other	
Community Land Trusts Support community efforts for permanent affordable housing solutions	Amani and Metcalfe	Community Parnters	DCD	City and Philanthropic	MPCB Strategic Plan
Former MEC Site Encourage redevelopment or reuse	Lindsay Heights	Owner/Developer		Owner/Developer, DCD CC Grant	
Library Square Art Hub Community-led public art and safety improvements	Amani	DPW, DCD, Community Partners	Local arts groups	City and Philanthropic	
Eco Main Street Install green infrastructure and trees when reconstructing North Avenue, from 8th-20th Street	Lindsay Heights	DPW, ECO	DCD, Community Partners	City	ReFresh Milwaukee

LONG-TERM RECOMMENDATIONS

	Neighborhood	Lead Role	Supporting Partners	Potential Funding Sources	Related Planning Efforts
N. 35th and W. Center Streets Encourage multi-use development with community space	Sherman Park-East	DCD/Developer		Developer	
Fondy North Transit Oriented Development Encourage redevelopment near transit	Midtown	DCD, Owner/Developer		Owner/Developer, DCD CC Grant	

Acronyms & Abbreviations

BID	Business Improvement District	MPCB	Metcalfe Park Community Bridges
CC	Commercial Corridor	NW CDC	Northwest Slde Community Development Corporation
Community Partners	Dominican Center, Metcalfe Park Community Bridges, and Walnut Way	SEWRPC	Southeastern Wisconsin Regional Planning Commission
DCD	Department of City Development	QLP	Quality of Life Plan
DPW	Department of Public Works	WisDOT	Wisconsin Department of Transpoirtation
ECO	Environmental Collaboration Office		

