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CDS was hired to oversee and direct a process of information gathering leading up to a visioning charrette for the Near West Side area in Milwaukee. This process involves revisiting past plans for the area and examining the business diversity of the neighborhood. A series of Focus Groups are being held to gather input from various stakeholders including lenders, developers, City officials, agency leaders, business owners, and other interested parties. This information will be disseminated to six teams of architects that are assigned to the Opportunity Sites sites.

This work is in preparation for a day long charrette that will be held at the UW-Milwaukee School of Architecture and Urban Planning on April 7th, 2016. Throughout the day, teams will generate ideas for the sites and then share them with the larger group to receive feedback. Following the initial input, the architectural teams will rework their designs and present them to the group for additional feedback.

# TABLE OF CONTENTS

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<i>Near West Side</i>	4
<i>History</i>	5
<i>Maps</i>	6-9
Land Use	
Parcels	
Ownership	
Owner Occupied Values	
<i>Report Summaries</i>	10-17
Avenues West Action Plan	
Advanced Housing in Avenues West	
Near West Side Partners 2015 Strategic Plan	
<i>Neighborhood Maps</i>	18-23
Anchor Institutions	
Culture and Education	
Food	
Institutions	
Culture and Education	
Food	
Institution	
Recent Investment	
Traffic Count	
<i>Precedents</i>	24-29
<i>Opportunity Sites</i>	30-48
Site 1- 27th & Wisconsin (NE Corner)	
Site 2- 27th, Between Kilbourn & Wells (West Side)	
Site 3- 27th & Wisconsin (SW Corner)	
Site 4- Vliet, Between 35th & 37th (South Side of Vliet)	
Site 5- 35th & State	

# NEAR WEST SIDE

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Located on the west of Downtown Milwaukee, The Near West Side is made up of seven separate neighborhoods, each with its own history. Home to five anchor Institutions, this vibrant area is home to many jobs, thriving business, non-profit organizations, high performing schools, healthcare institutions, restaurants, and entertainment.

The Near West Side, as defined by the City of Milwaukee, is bound by 1-43 (east), HWY 41 (west), Vliet Street and Highland Blvd. (north), I-94 (south).

# HISTORY



*Pabst Mansion*

The Near West Side is known as the neighborhood of neighborhoods; made up of 7 different neighborhoods, Avenues West, Cold Spring Park, Concordia, Miller Valley, Merrill Park, Martin Drive, and The Valley/Pigsville. Many of these neighborhoods are rich with architectural character and historical housing. Some historical landmarks in the area include the Pabst Mansion, Ambassador Hotel, and the Historic Eagle Club.

Once known for being one of the wealthier areas in Milwaukee, the neighborhoods of the Near West Side are now known for affordable housing, plentiful businesses, and rich demographic diversity. Investment is occurring, with more than \$250 million being investing over the past 5 years on institutions, housing, and commercial development.

A major anchor in the neighborhood, Marquette University, has been in the area since 1881. Other major institutions and anchors include Aurora Health Sinai, Harley Davidson Motors, Miller Coors, and Potawatomi, all of which contribute to a strong work force in this neighborhood.

*“Milwaukee’s Near West Side -  
A Great Place to Live, Work and Play.”*

# LAND USE

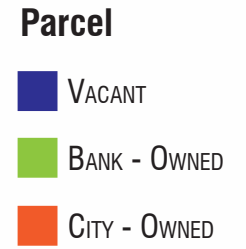


## LAND USE

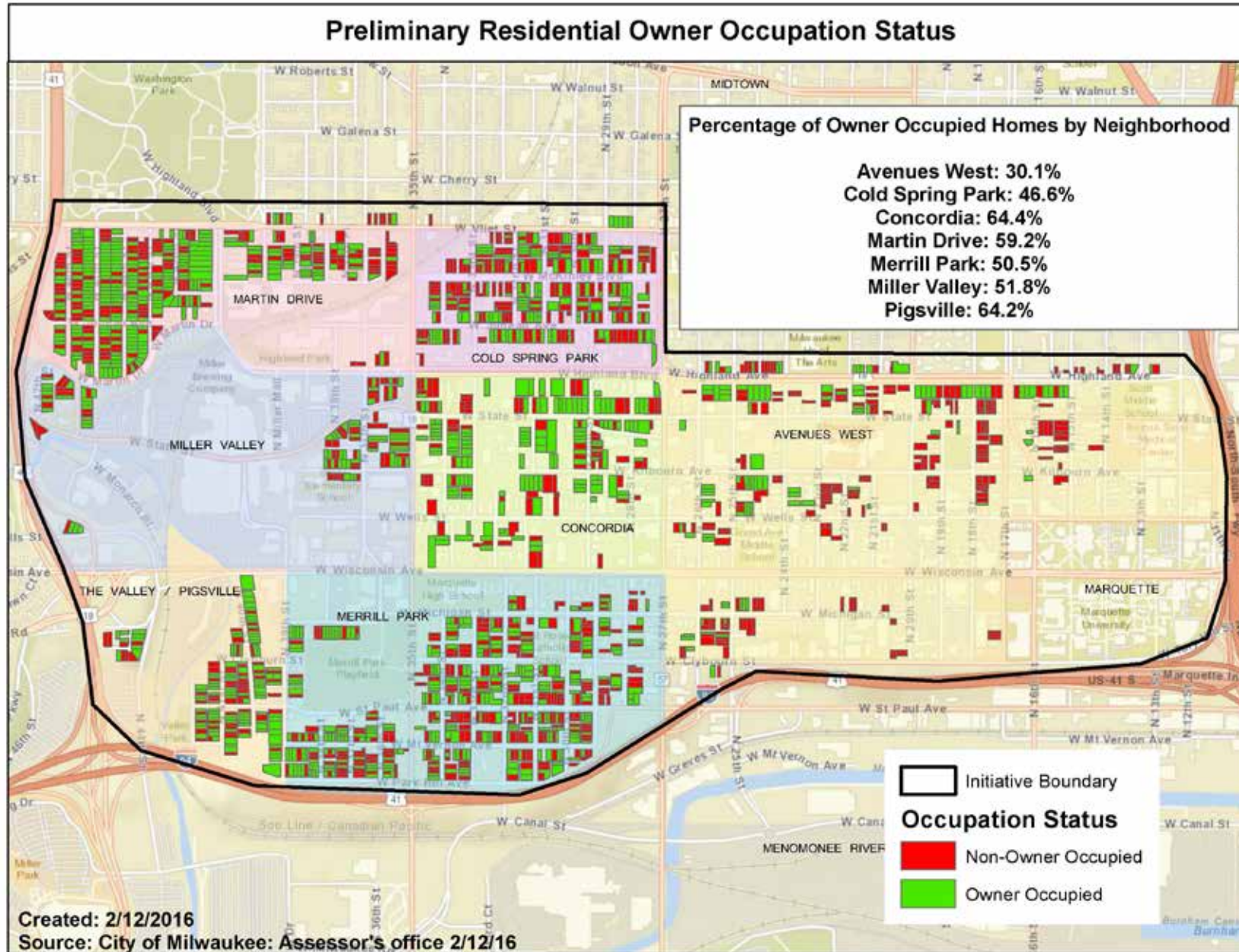
- RESIDENTIAL - SINGLE FAMILY
- RESIDENTIAL - DUPLEX
- RESIDENTIAL - MULTI-FAMILY
- RESIDENTIAL - LIVE / WORK
- MIXED - COMMERCIAL AND RESIDENTIAL
- COMMERCIAL
- CENTRAL BUSINESS DISTRICT
- INDUSTRIAL
- AGRICULTURAL / PARKS
- INSTITUTIONAL
- PLANNED DEVELOPMENT

source: Map Milwaukee

# PARCELS



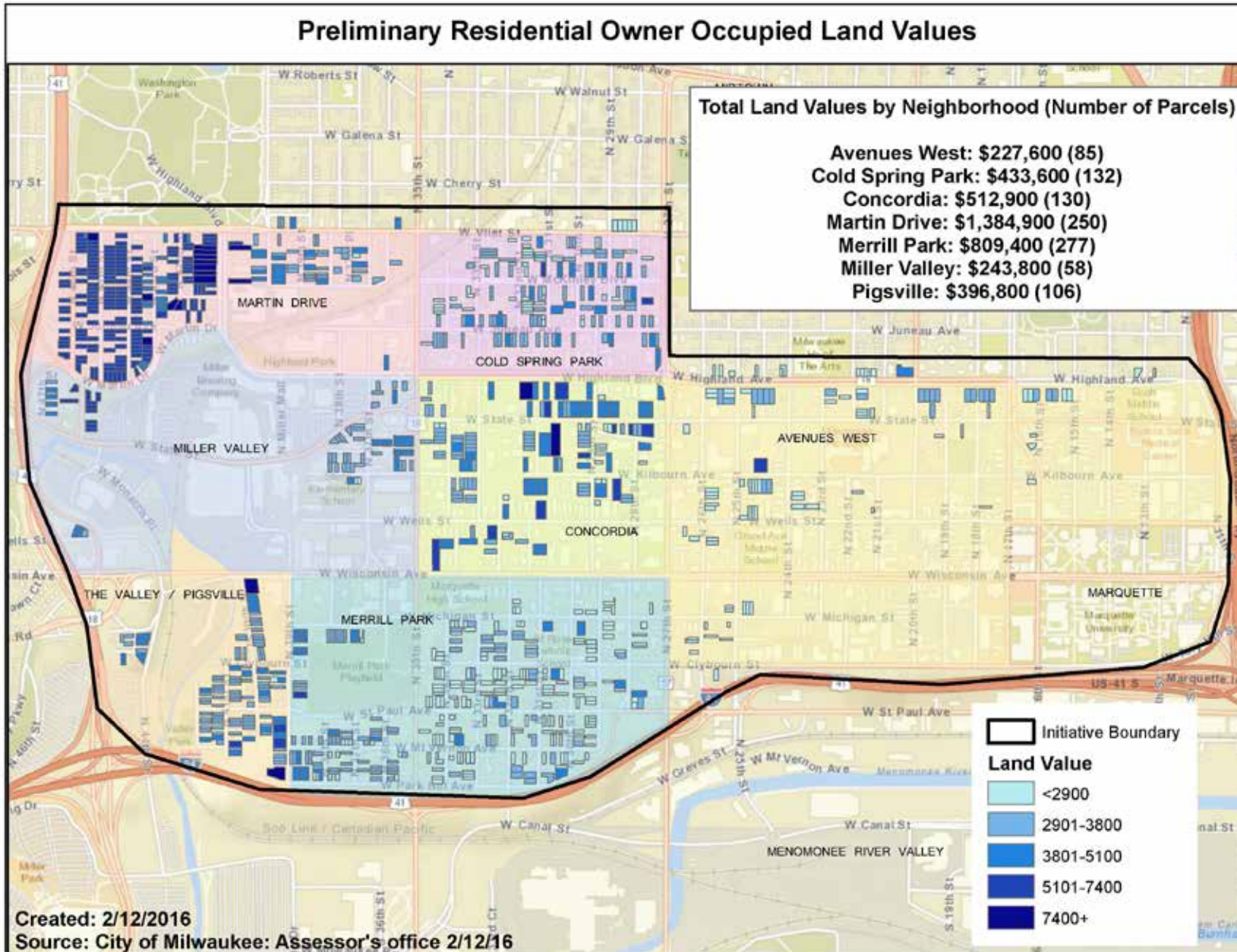
# RESIDENTIAL OWNERSHIP



source: NWSP PARC Initiative



# RESIDENTIAL OWNER OCCUPIED VALUES



source: NWSP PARC Initiative

# REPORT SUMMARIES- AVENUES WEST ACTION PLAN (2015)

Prepared by Layton Boulevard West Neighbors

The Action Plan provides a series of recommendations that convert neighborhood challenges into opportunities for change and

## **Major Findings**

Marquette University and the historic preservation of housing and other historical buildings are the biggest assets of the neighborhood.

Public green space is necessary and not available now.

Adaptive reuse of buildings represents a positive change for the neighborhood.

Basic quality-of-life elements that attract and support the healthy community include: recreation, connections, education, food, and opportunities for social engagement, is vital.

To market the neighborhood for development, efforts have to be made to build capacity, coalitions, and efficiency of resources and strategies.  
Need for retail stores

Connectivity with the Menomonee Valley and all of its recreational and employment opportunities should be established.

Neighborhood is in need of a community development/engagement agency.



*Wisconsin Avenue looking west*



*Marquette University*

# REPORT SUMMARIES- AVENUES WEST ACTION PLAN (2015)

## ***Housing VISION***

Houses with deferred maintenance are repaired on the interior to address urgent needs and on the exterior to increase curb appeal.

Boarded-up residential houses are beautified and reactivated.

Dilapidated properties are eliminated or renovated.

Vacant properties are repurposed.

Rental studios and one-bedroom units are converted into 3 and 4-bedroom apartments attractive to families and decrease overall density.

Families are attracted to buy houses due to proximity to downtown and Marquette.

## ***Neighborhood Identity & Branding VISION***

Neighborhood name, logo, and identity that are well recognized and carry positive connotations throughout Greater Milwaukee.

Neighborhood gateways project a welcoming and positive feeling to visitors.

Public and private realm compliment each other.

Clear streetscape identity offers a pleasurable experience to residents, workers, and visitors whether on foot, bicycle, or motorized vehicle.



*Edwin F. Rohn House at 2908 West McKinley Boulevard*



*The George Zimmermann House (1905) at 3102 West McKinley*

# REPORT SUMMARIES- AVENUES WEST ACTION PLAN (2015)

## ***Economic Development VISION***

Businesses are nurtured and experience financial growth through business support initiatives and economic development assistance.

Owners invest in their properties because of expanded resources and outreach for property improvements and other developments.

Vacant commercial spaces are activated to serve the needs of neighbors

## ***Catalytic Project Sites***

1. City Campus
2. Former Wisconsin Avenue School
3. 800 Block of North 27th Street
4. 2700 Block of West Wisconsin Avenue
5. Vacant Buildings/Parcels on North 27th Street between St. Paul Avenue and Wisconsin Avenue
6. 2600 Block of West State Street
7. Vacant Parcels on 800 Block of North 25th and North 26th Streets
8. Vacant Parcels on 2400 Block of West State Street
9. Vacant Parking Lot on 2300 Block of West State Street
10. Vacant Parcels on 1900 Block of West State Street
11. Vacant Parcels on 1900 Block of West Wisconsin Avenue



*Cold Spring Park Garden*



*Merril Park Mural*

# REPORT SUMMARIES- ADVANCING HOUSING IN AVENUES

Prepared by UWM Applied Planning Workshop Graduate Students

**Objective 1:** Improve the demand for market-rate housing by increasing the supply of various types of high-quality housing.

**Objective 2:** Improve the study area's physical environment, livability, and commercial activity through increased neighborhood investment by residents and employers located in or adjacent to the study area.

**Objective 3:** Improve awareness of the study area as a potential place of residence among target audiences.

## Recommendations

Improve the study area's physical environment and livability –  
increased property ownership and renovation  
eyes on the street  
public space activation and utilization

Improve public awareness of –  
existing home-buying and renovating programs  
home-buying and renovating programs

Improve the conditions of residential properties –  
encourage employers to assist their employees in the purchase of a home within walking distance of their location.

Encourage the development of collaborative educational, artistic, entrepreneurial, and residential programs with local and City universities.



Ambassador Hotel



Eagles Club

# REPORT SUMMARIES- ADVANCING HOUSING IN AVENUES

## **Key Redevelopment Ideas**

Attract residents with incomes of 80% or more of Milwaukee median household

Create high-quality, mixed-income housing units

Create public space

Discourage new light industrial construction

Increase the number of live-work units and high quality apartment construction

Support the conversion of commercial and industrial buildings into mixed use residential buildings

Increase the number of market rate apartments with retail space on the first floor

Create a fresh food farmers market in underutilized parking lot

Create pockets of green space (some vacant lots may work for this)

Promote increased landscaping along Clybourn

Designate a bike lane within the existing right-of-way

Add new streetscape for a more aesthetically pleasing and safer corridor

## **Neighborhood Strategies**

### **17th - 20th West State Street**

#### Current Use

Blocks 1700-1900 of West State Street is currently single family and duplex residential. These three blocks along State Street are zoned RT4, which allows primarily single family and duplex uses, and limited commercial and live-work activity.



*Valley Inn (Piggsville)*



*Martin Drive Neighborhood*

# REPORT SUMMARIES- ADVANCING HOUSING IN AVENUES

## Proposed Use

Vacant corner lots receive three- or four-story mixed use buildings, which might be traditionally designed with first-floor commercial and upper floor residential, or two-story units fronting State Street with apartments above, or perhaps a combination of the two types. Any single lots or interior combination of lots will have infill connected townhouses constructed with attached parking.

## **23rd - 25th West State Street**

### Current Use

The land use in the 2300 and 2400 blocks of West State Street is currently single family and duplex residential. Many of the lots in this section of Avenues West are vacant or used for paved parking. The entire south side of the 2300 block is paved parking.

### Proposed Use

Build upon the strength of the mixed-use and residential projects to be built between 17th and 20th Streets on West State Street, and to encourage further development of mixed-use projects on vacant lots, and redevelopment of historic commercial and mixed-use buildings along State Street between 23rd and 25th Street.

## **20th-26th West Clybourn Street**

### Current Use

Currently zoned as IL2, the two proposed buildings are east and west of each other at the intersection of 22nd and Clybourn Street, and have been vacant for a few years. Both buildings have been used as commercial office space or light industrial space for various businesses.



*The Brumder Mansion Bed And Breakfast*



*Manderley Bed & Breakfast Inn*

# REPORT SUMMARIES- NWSP Strategic Plan (2015)

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Prepared by Near West Side Partners

## MISSION

*Revitalize and sustain the Near West Side as a thriving business and residential corridor through collaborative efforts to promote economic development, improve housing, unify neighborhood identity and branding and provide greater safety for residents and businesses.*

## VISION

Near West Side Partners envisions a vibrant, thriving Near West Side with a well-balanced mix of residential neighborhoods and business corridors that offer:

safe and welcoming environment for employees, residents and visitors

neighborhoods that are attractive to those working in the area

distinct neighborhood identity and brand that is attractive to employers, employees, residents and visitors

vibrant mix of commercial corridor development that serves the needs of those living and working in the Near West Side.

**\$200 million in capital** investments have been made to help make the NWS a more safe and desirable place to work. Other neighborhood assets include its many neighborhood associations, arts and entertainment venues, beautiful historic buildings, affordable housing, churches and parks.

NWS remains architecturally and culturally diverse – African-American households to Asian to middle-class families of various backgrounds.





# REPORT SUMMARIES- NWSP Strategic Plan (2015)

## **COMMUNITY ENGAGEMENT**

Support and strengthen community engagement throughout the NWS.

## **SAFETY**

Develop a safe environment in which to live, work and play throughout the NWS.

## **COMMERCIAL CORRIDORS**

Create and maintain an environment that attracts a broad mix of quality commercial and retail enterprises and customers to the NWS commercial districts.

## **HOUSING**

Revitalize the NWS housing environment to attract and support a sustainable, diverse community of responsible home and rental property owners and residents.

## **MARKETING AND BRANDING**

Establish a positive brand identity that attracts residents, businesses and investment to the NWS and the neighborhoods it encompasses.

## **TRANSPORTATION AND INFRASTRUCTURE**

Provide for effective transportation access and other infrastructure to maximize benefit to NWS neighborhoods.

## **ORGANIZATIONAL SUSTAINABILITY**

Ensure NWSP has the organizational sustainability to achieve its long-term goals.

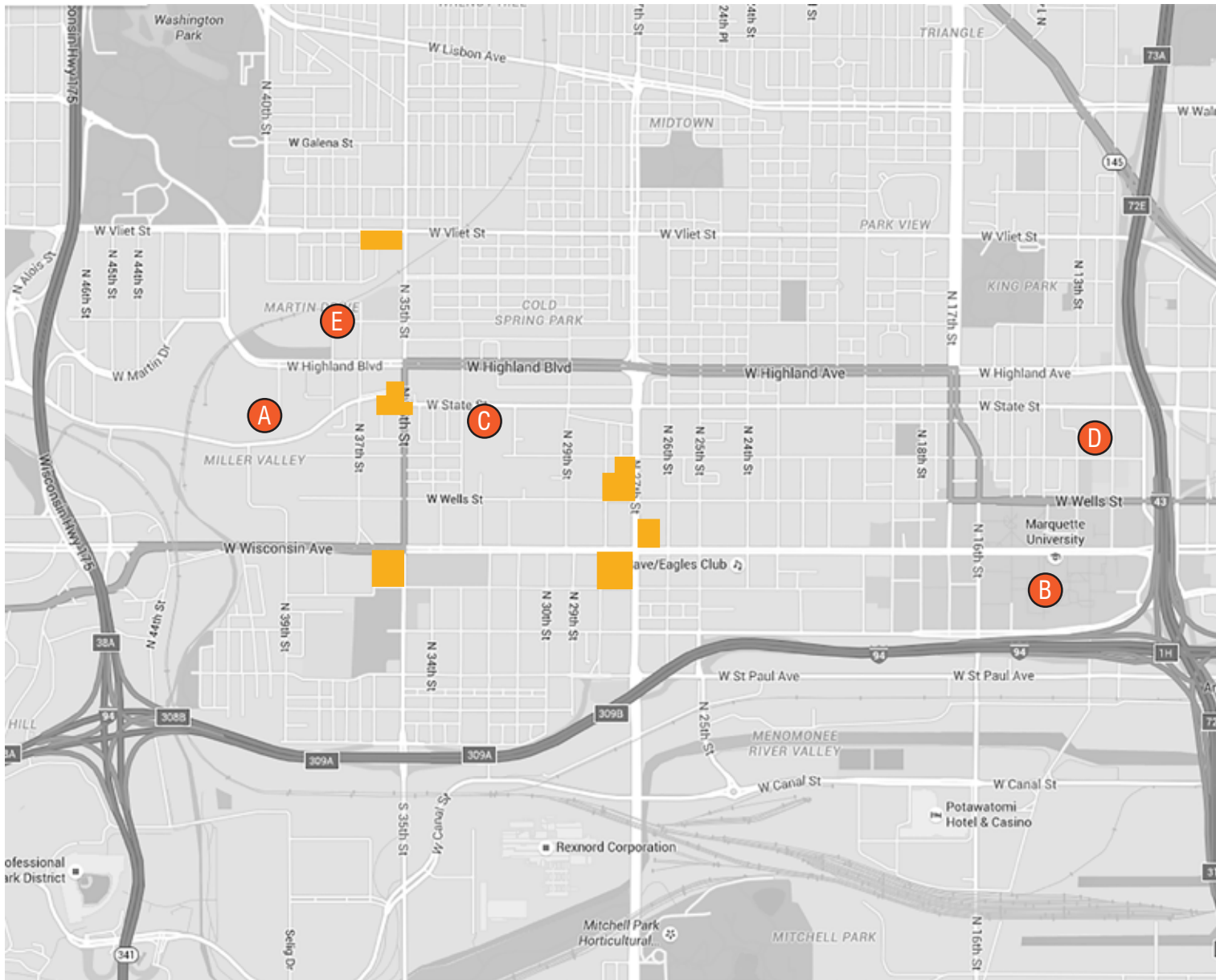


*Cold Spring Park Community Garden*



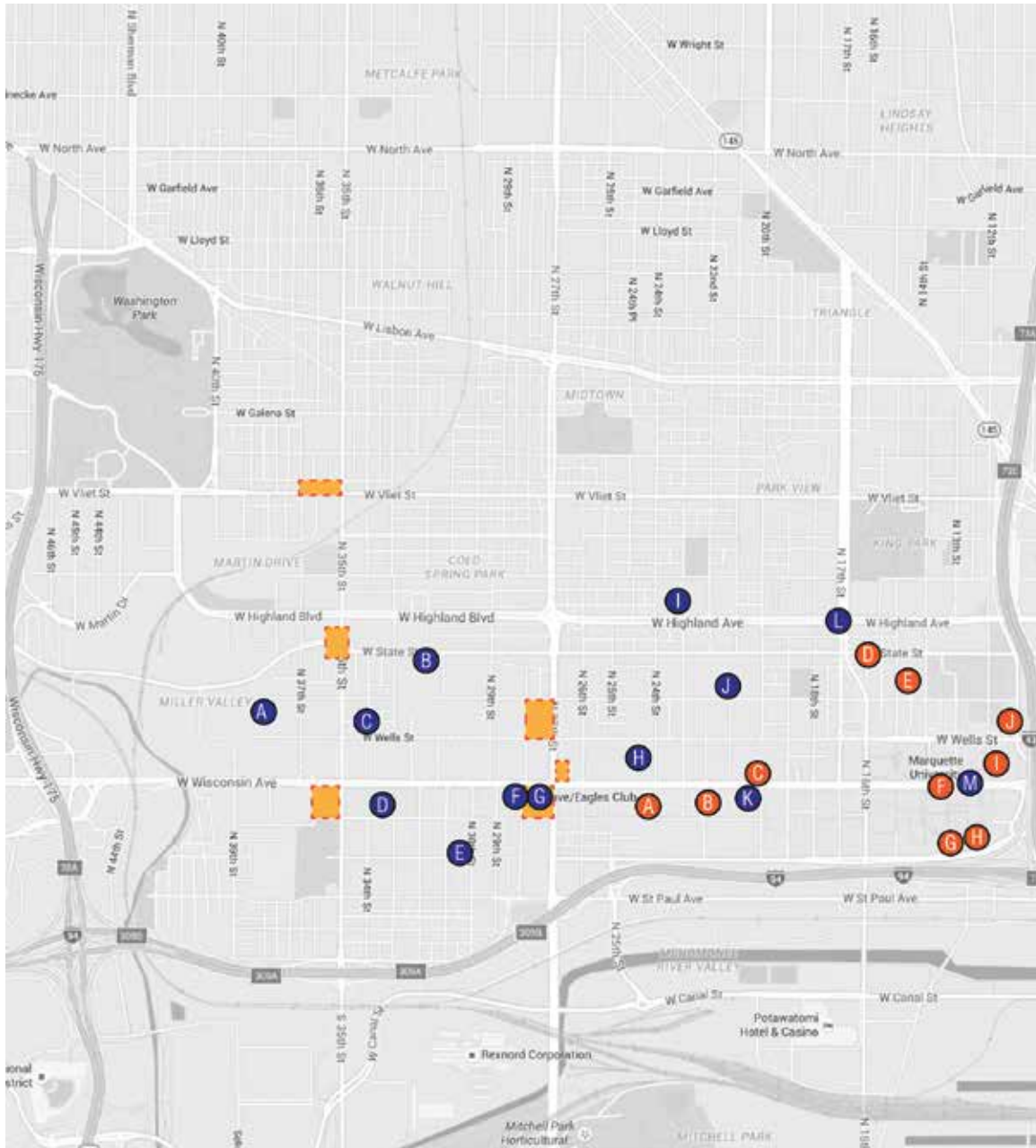
*Near West Side Waypoint at Harley-Davidson Ribbon-Cutting*

# ASSETS – ANCHOR INSTITUTIONS



- ANCHOR INSTITUTIONS**
- A** Miller Coors
  - B** Marquette University
  - C** Potawatomi Business Development Corporation
  - D** Aurora Health Care-Sinai
  - E** Harley-Davidson Motor Co.

# ASSETS - CULTURE AND EDUCATION



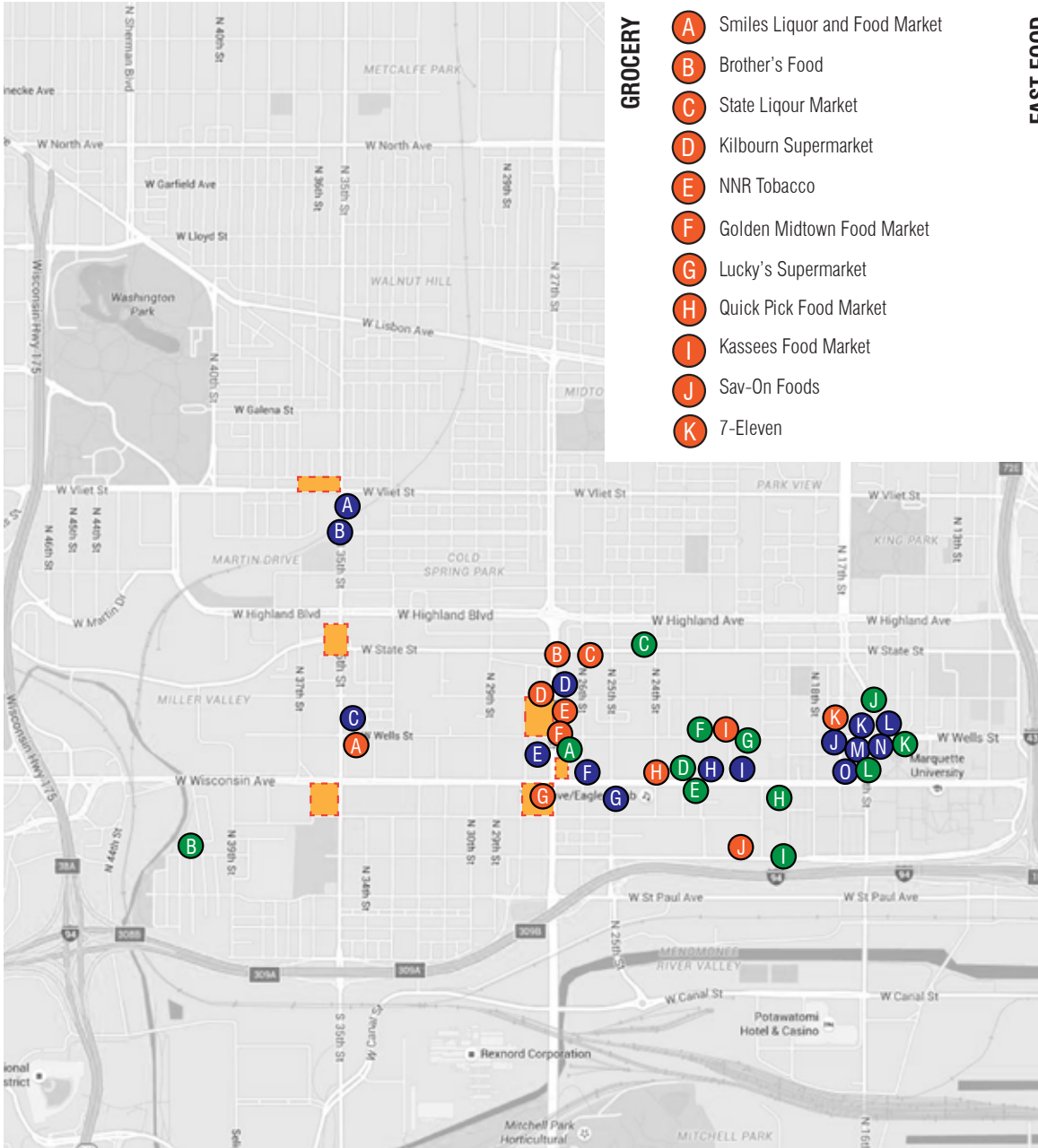
## EDUCATION

- A** Albert Story School
- B** Woodlands School
- C** Texas Bufkin Christian Academy
- D** Marquette University High School
- E** St. Rose and St. Leo Catholic School
- F** Right Step
- G** Ceria M. Travis Academy (Offices only)
- H** Professional Learning Institute
- I** Milwaukee School of the Arts
- J** Milwaukee Academy of Science
- K** Assata Alternative School
- L** Highland Community School
- M** Marquette University

## ARTS & CULTURE

- A** The Eagles Club
- B** The Irish Cultural and Heritage Center
- C** The Pabst Mansion
- D** Bridging the Gap Golf Facility
- E** Historic Cedar Square
- F** Marquette University Varsity Theatre
- G** Marquette University Helffer Theatre
- H** Marquette University's Haggerty Museum of Art
- I** Marquette University Al McGuire
- J** Chudnow Museum of Yesteryear

# ASSETS - FOOD



## GROCERY

- A** Smiles Liquor and Food Market
- B** Brother's Food
- C** State Liquor Market
- D** Kilbourn Supermarket
- E** NNR Tobacco
- F** Golden Midtown Food Market
- G** Lucky's Supermarket
- H** Quick Pick Food Market
- I** Kassees Food Market
- J** Sav-On Foods
- K** 7-Eleven

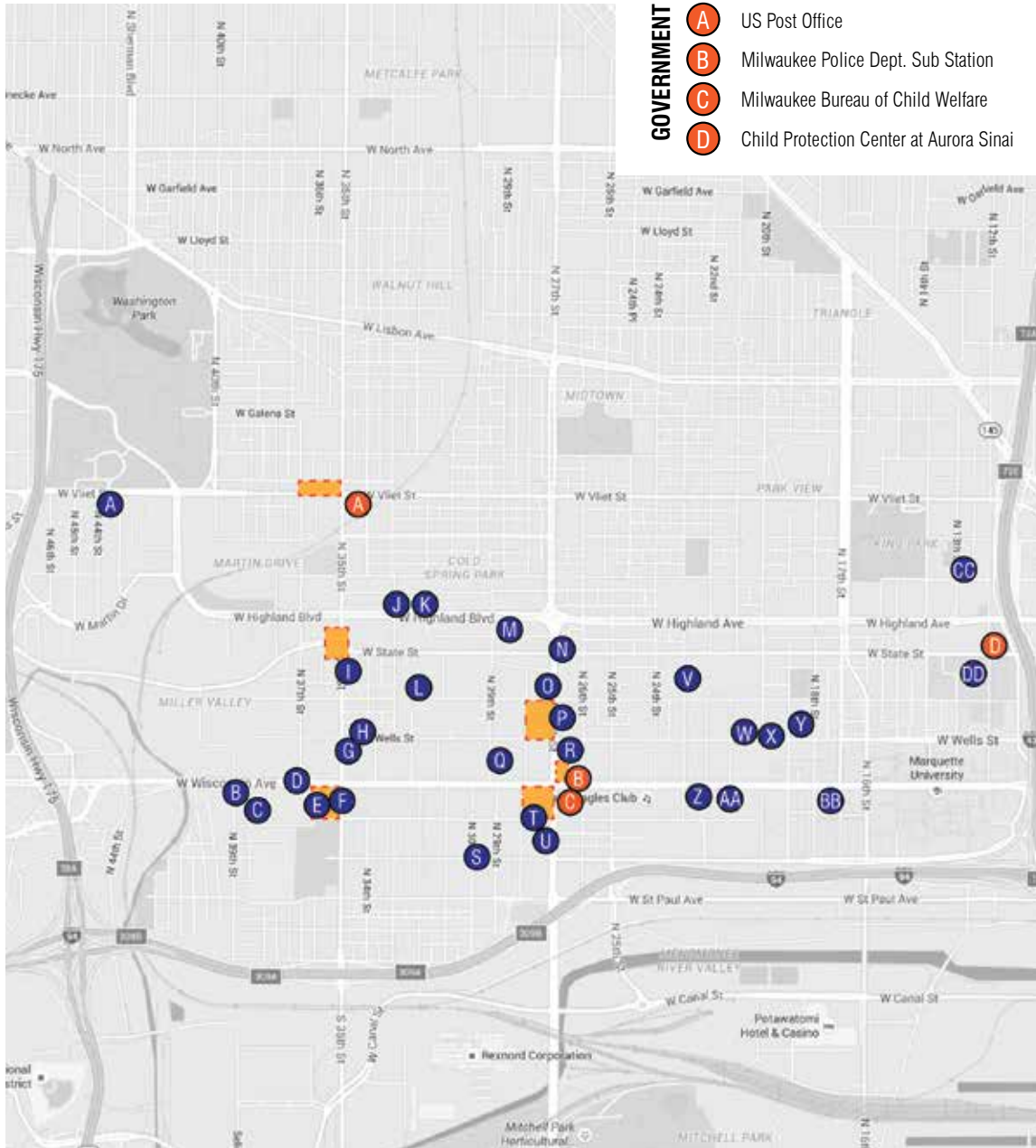
## FAST FOOD

- A** JJ Fish & Chicken
- B** McDonalds
- C** JJ Sub
- D** Wendy's
- E** China Taste
- F** Golden Chicken
- G** McDonalds
- H** Taco Bell
- I** Sal's Pizza
- J** The Dogg Haus
- K** Qdoba Mexican Grill
- L** Jimmy John's Gourmet Sandwiches
- M** Real Chili
- N** Papa John's Pizza
- O** Cousin's Subs & Starbucks Coffee

## DINING

- A** Daddy's Soul Food & Grille
- B** Valley Inn
- C** Five O'Clock Steakhouse
- D** The Envoy
- E** Michael's Family Restaurant
- F** Conway's Smokin' Bar and Grill
- G** Ruby G's Espresso Bar & Cafe
- H** The Coffee House
- I** Miss Katie's Diner
- J** Broken Yolk
- K** Sobleman's at Marquette
- L** Marquette University Annex

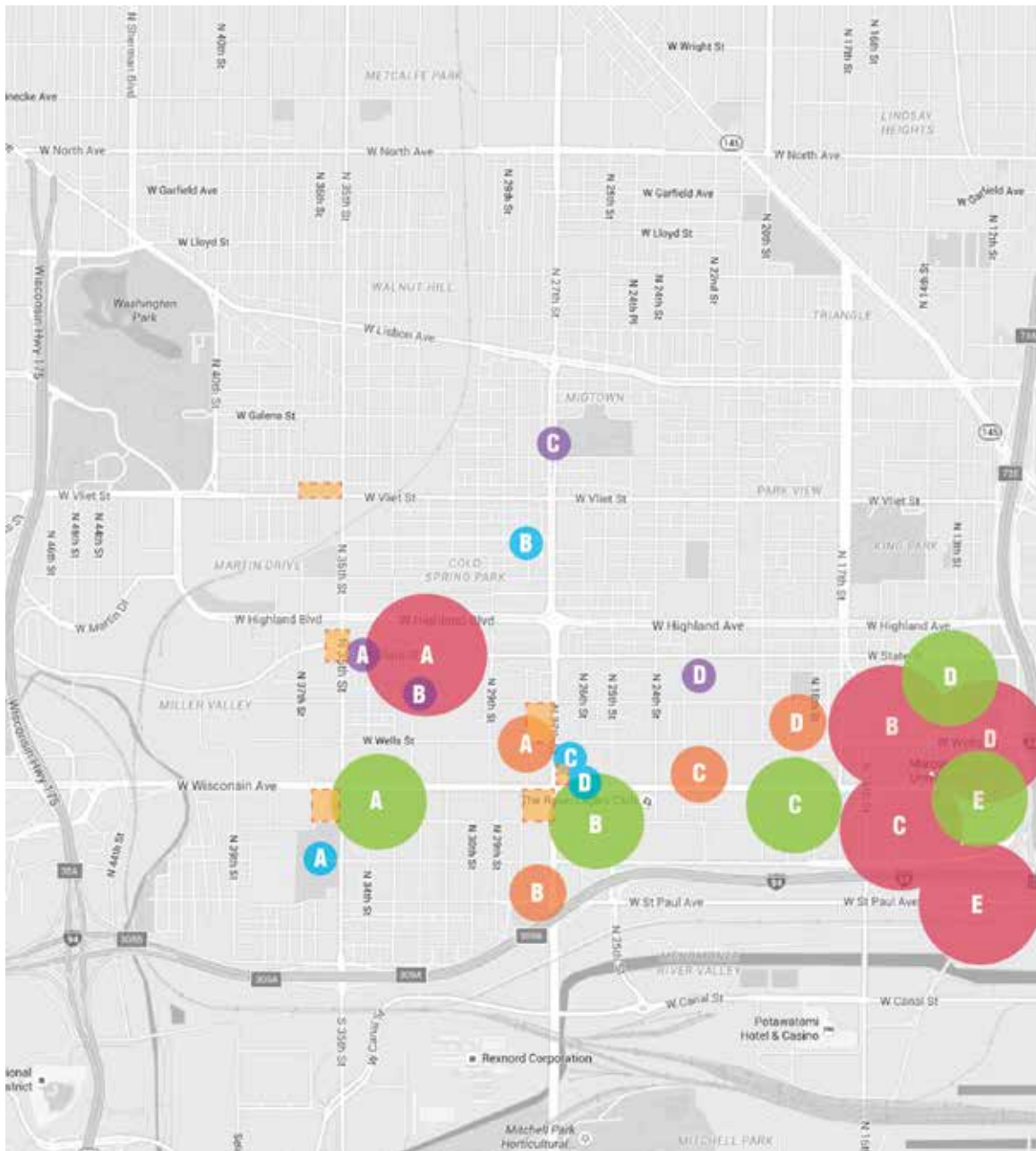
# ASSETS - INSTITUTIONS



- GOVERNMENT**
- A** US Post Office
  - B** Milwaukee Police Dept. Sub Station
  - C** Milwaukee Bureau of Child Welfare
  - D** Child Protection Center at Aurora Sinai

- NON-PROFITS**
- A** Artists Working in Education
  - B** Wisconsin Regional Training Partnership
  - C** DaVita Wisconsin Avenue
  - D** Wisconsin Community Services
  - E** Associated Physical Therapists of Milwaukee
  - F** George V. Chandy MD Office
  - G** Milwaukee Midwest Medical Building
  - H** Vets Place Central
  - I** 35th Street Clinic
  - J** Highland Heights
  - K** Aurora Family Services
  - L** Select Milwaukee
  - M** Volunteer Center for Greater Milwaukee
  - N** Where Kids Are Special
  - O** 27th Street Optometrist
  - P** Penfield's Children Center
  - Q** Our Safe Place, Inc.
  - R** American Red Cross
  - S** Milwaukee Bicycle Collective
  - T** Welfare Warriors
  - U** Pediatric and Adult Medical Association
  - V** City on a Hill
  - W** Milwaukee Center for Independence
  - X** Carolina G. Conti, MD - Internal Medicine
  - Y** Milwaukee Rescue Mission
  - Z** Planned Parenthood of Milwaukee
  - AA** The Women's Support Center
  - BB** BloodCenter of Wisconsin
  - CC** Guest House of Milwaukee
  - DD** Aurora Sinai Medical Center

# RECENT INVESTMENT



- A** Resurfacing of State Street
  - B** Potawatomi Business Development Corporation
  - C** Reconstruction of 27th Street
  - D** City on a Hill
- \$100K - 1 MILLION**
- A** Merrill Park Kaboom
  - B** Cold Spring Pocket Park
  - C** Purchase of former Mobile Gas Station
  - D** Daddy's
- \$1-5 MILLION**
- A** City Campus
  - B** BP Gas Station
  - C** Taco Bell
  - D** Norris Park Renovation
- \$5-10 MILLION**
- A** N/A
- \$10-20 MILLION**
- A** Marquette University High School
  - B** Department of Children and Families
  - C** Dental School Addition
  - D** The Ivy on 14th
  - E** O'Brien Jesuit Residence
- \$20+ MILLION**
- A** Potawatomi Business Dev. Corp. Data Center
  - B** Zilber Hall
  - C** Eckstein Hall Marquette University Law School
  - D** Marquette Historic Core Renovation
  - E** Marquette Interchange



# PRECEDENT: MIXED-USE

Dudley Greenville's mixed-use | Boston, MA

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## Putting Vacant Land to Use

A five-story building, with storefront on the first floor.

Provides 31 affordable rental units

3,000 square feet of retail space.

Credit: Joanne Brown, The Visual Source.

43 units are affordable; 34 of them are available to families making up to 60% of the area median income, and 9 of the units are set aside for sections 8 voucher holders





# PRECEDENT: SMALL BUILDING SPACE

Our Daily Salt | Milwaukee, WI



# PRECEDENT: NEW FORMAT OFFICE SPACE

Maine Grains Grist Mill | Chicago, IL



# PRECEDENT: ART STUDIO / GALLERY / ED / HOUSING

LILLSTREET ART CENTER | Chicago, IL



# PRECEDENT: INTERNATIONAL FOOD MARKET

Urbanspace Vanderbilt : New York City, NY



# PRECEDENT: GROCERY STORES

Enzo's Market, Chattanooga

Various Small Market Examples

## Adaptive Re-use Grocery Store

15,00 SF Hill Floral Group Warehouse

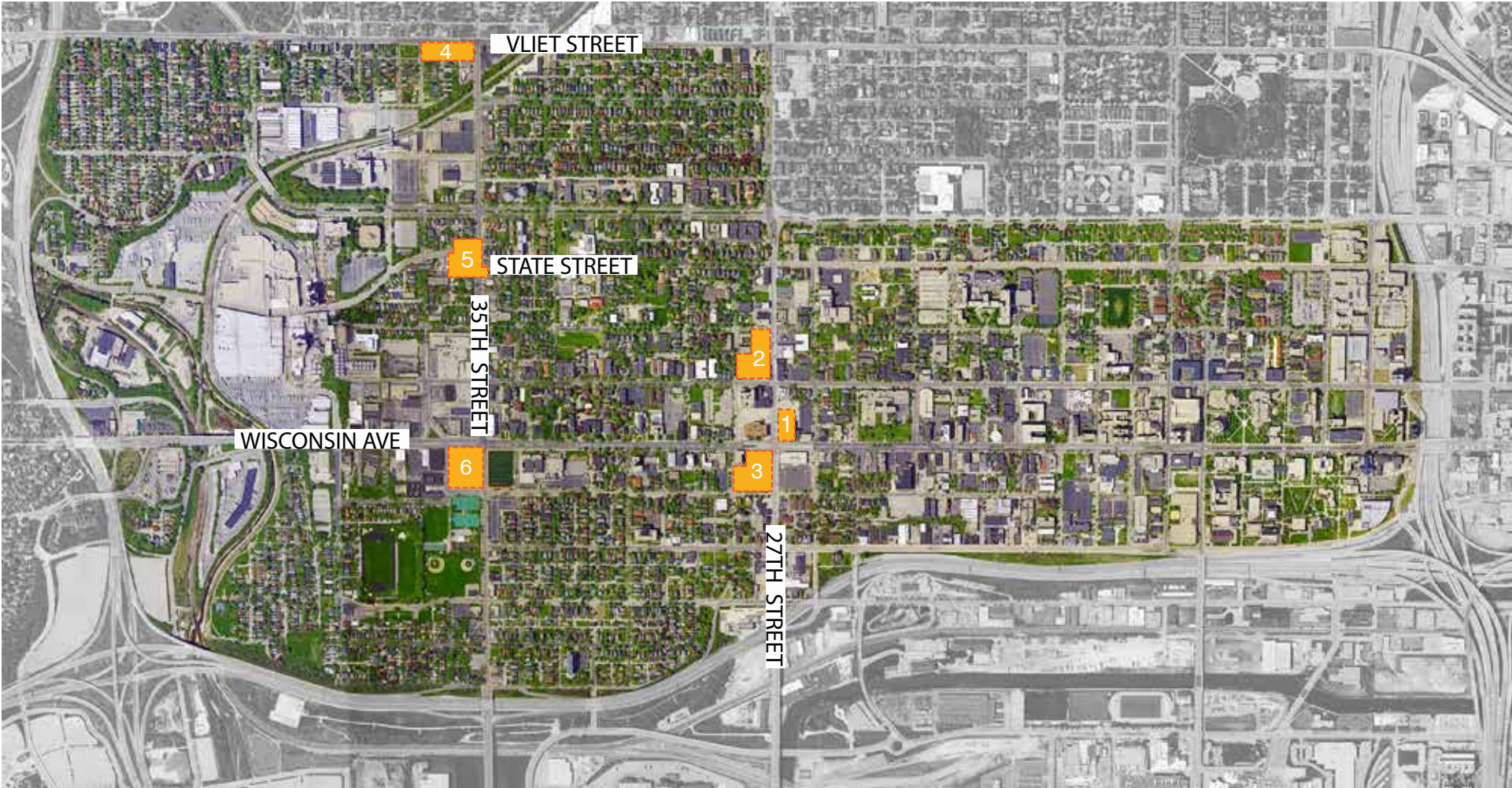


## Small Neighborhood Markets



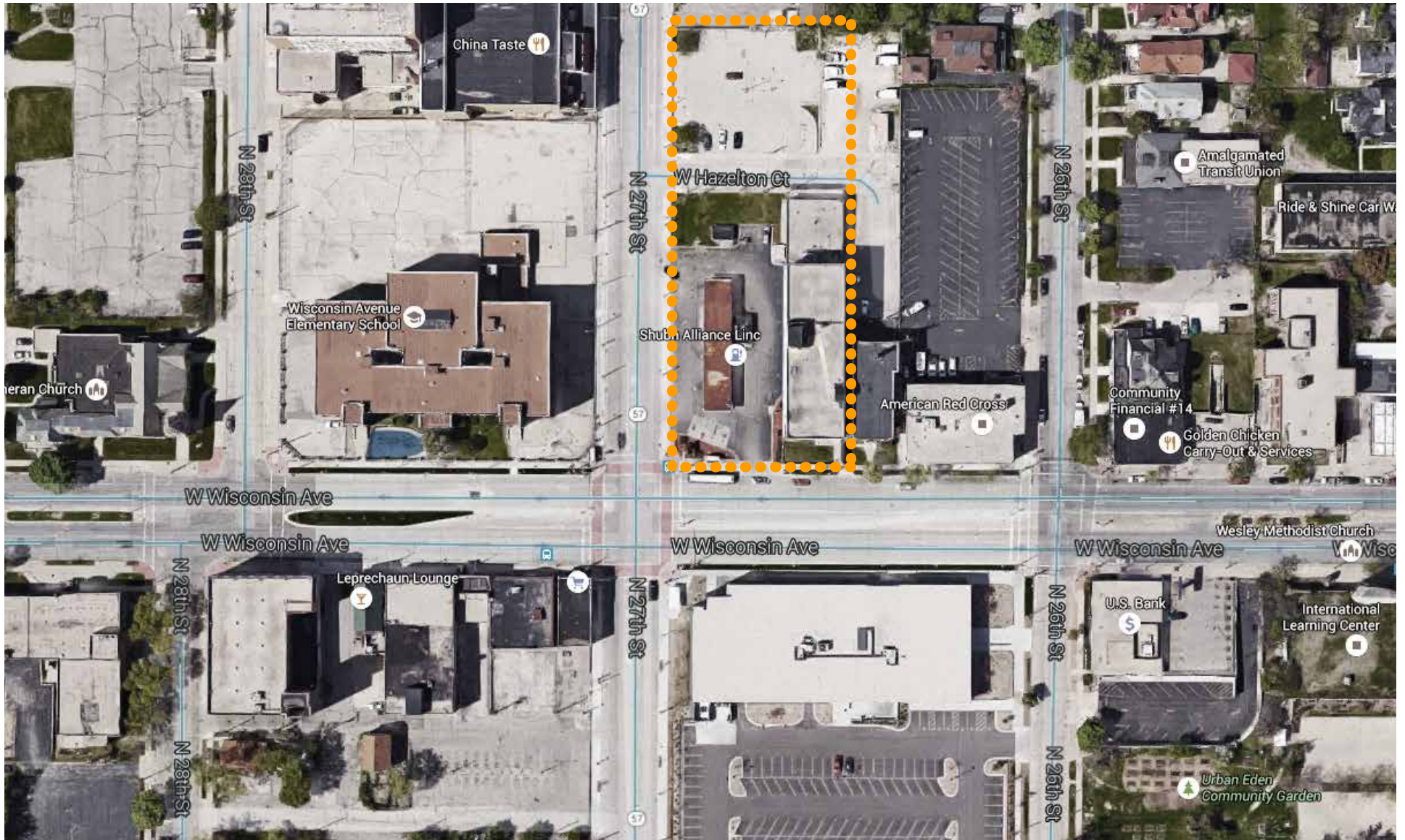
Near West Side

# OPPORTUNITY SITES



# SITE 1- 27th and Wisconsin

(NE Corner)



1.72 acres

# SITE 1- 27th and Wisconsin (NE Corner)





# SITE 1- 27th and Wisconsin

(NE Corner)



## SITE 1

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

Site Area SF: 75,075

Number	Owner
1	CITY OF MILWAUKEE
2	CITY OF MILWAUKEE
3	CITY OF MILWAUKEE
4	CITY OF MILWAUKEE
5	2616 W WISCONSIN AVE

Traffic Count 27th Street: 15,500  
 Traffic Count Wisconsin Ave: 12,700



# SITE 2- West Side of 27th Street

(Between Kilbourn & Wells)



1.93 acres

# SITE 2- West Side of 27th Street

(Between Kilbourn & Wells)



# SITE 2- West Side of 27th Street

(Between Kilbourn & Wells)



## SITE 2

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

**Site Area SF: 84,180**

Number	Owner
1	THE ANNE T HAFEMANN
2	WIEGAND INVESTMENTS 624 LLC
3	WIEGAND INVESTMENTS 624 LLC
4	WIEGAND INVESTMENTS 624 LLC
5	WIEGAND INVESTMENTS 624 LLC

Traffic Count 27th Street: 15,500  
 Traffic Count Wells Street: 5,300

# SITE 3- 27th and Wisconsin

(SW Corner)



2.65 acres

# SITE 3- 27th and Wisconsin

(SW Corner)



# SITE 3- 27th and Wisconsin

(SW Corner)



## SITE 3

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

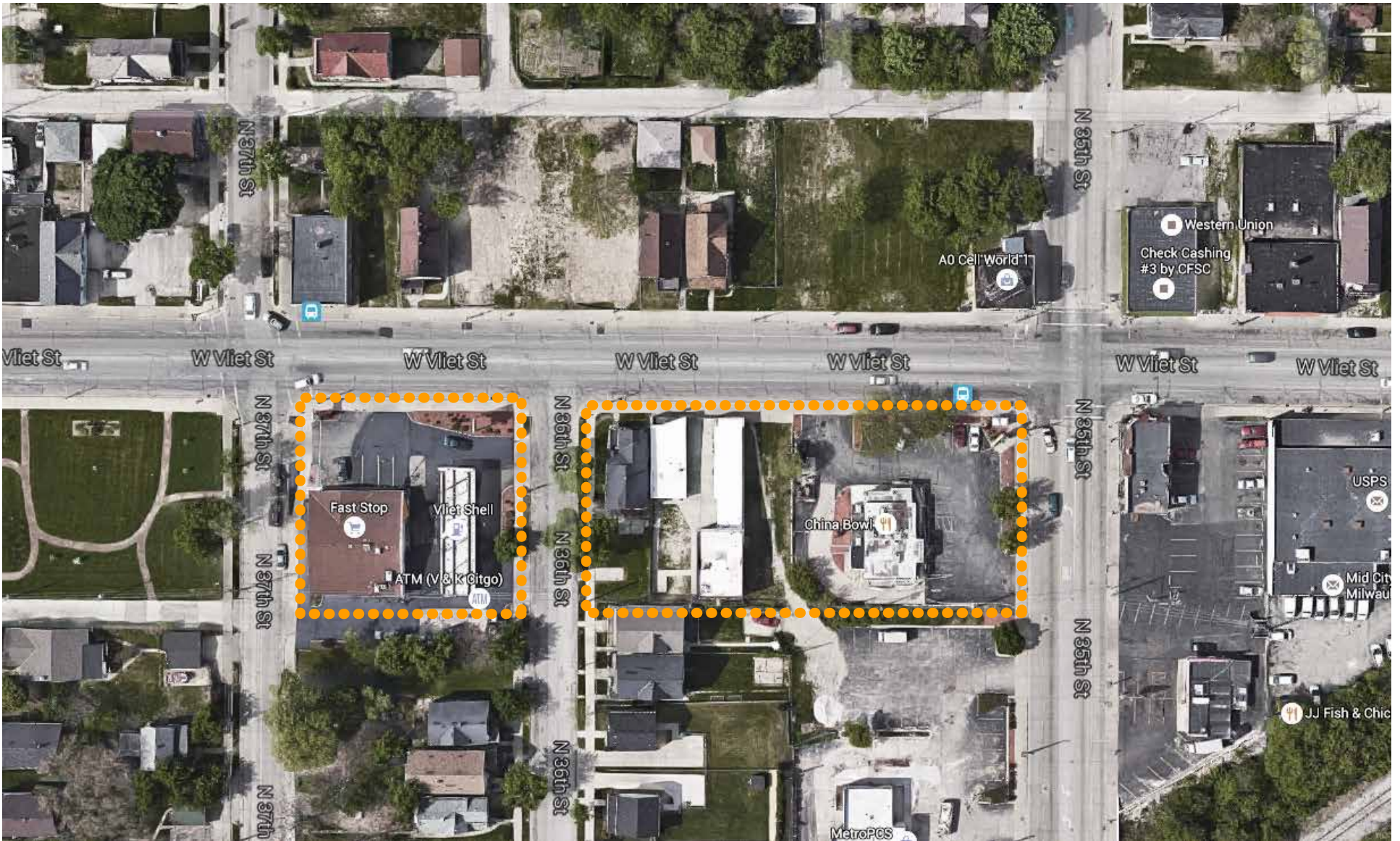
Site Area SF: 115,500

Traffic Count 27th Street: 15,500  
 Traffic Count Wisconsin Ave: 12,700

Number	Owner
1	CERIA M TRAVIS ACADEMY
2	CERIA M TRAVIS ACADEMY
3	MICHAEL C SILBER
4	WISCONSIN BILLIARDS INC
5	WILLIAM H NIEWOEHNER
6	FALA7 INVESTMENTS LLC
7	MICHAEL C SILBER
8	CERIA M TRAVIS ACADEMY
9	MICHAEL C SILBER
10	CITY OF MILWAUKEE
11	CERIA M TRAVIS ACADEMY
12	MICHAEL C SILBER
13	YW HOUSING INC
14	YW HOUSING INC
15	YW HOUSING INC
16	MARIO MILITELLO
17	H & K PARTNERS, LLC

# SITE 4- 35th and 37th

(South side of Vliet)



1.15 acres



# SITE 4- 35th and 37th

(South side of Vliet)



# SITE 4- 35th and 37th

(South side of Vliet)



## SITE 4

- City of Milwaukee Redevelopment Authority
  - Site
  - Privately Owned
- Site Area SF: 49,984**

Number	Owner
1	THIRTY SIX VLIET LLC
2	INSIDER'S CASH LLC
3	ERNEST ZAZUETA
4	ERNEST ZAZUETA
5	CITY OF MILWAUKEE
6	AHMAD PROPERTIES LLC

Traffic Count Vliet Street: 14,500  
 Traffic Count 35th Street: 12,400

# SITE 5 - 35th and State



1.48 acres

# SITE 5 - 35th and State



# SITE 5 - 35th and State



## SITE 5

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

Site Area SF: 64,350

Number	Owner
1	MGCAT LLC
2	ANDY SONG
3	WILLIAM C GAGLIANO REV TR
4	CITY OF MILWAUKEE

Traffic Count State Street: 5,900  
 Traffic Count 35th Street: 18,400

# SITE 6 - Wisconsin & 35th

(West Side of 35th)



2.16 acres

# SITE 6 - Wisconsin & 35th

(West Side of 35th)



# SITE 6 - Wisconsin & 35th

(West Side of 35th)



## SITE 6

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

Site Area SF: 94,000

Number	Owner
1	MEGAL DEVELOPMENT CORP
2	MEGAL DEVELOPMENT CORP

Traffic Count Wisconsin Street: 15,000

Traffic Count 35th Street: 17,000



# Near West Side Charette

Thursday, April 7th -- 8:30am to 4:00pm

School of Architecture & Urban Planning  
2131 E Hartford Avenue, UWM

