

# Fond Du Lac and North Area Plan *UPDATE*

Zoning, Neighborhood, and  
Development Committee

October 26, 2021





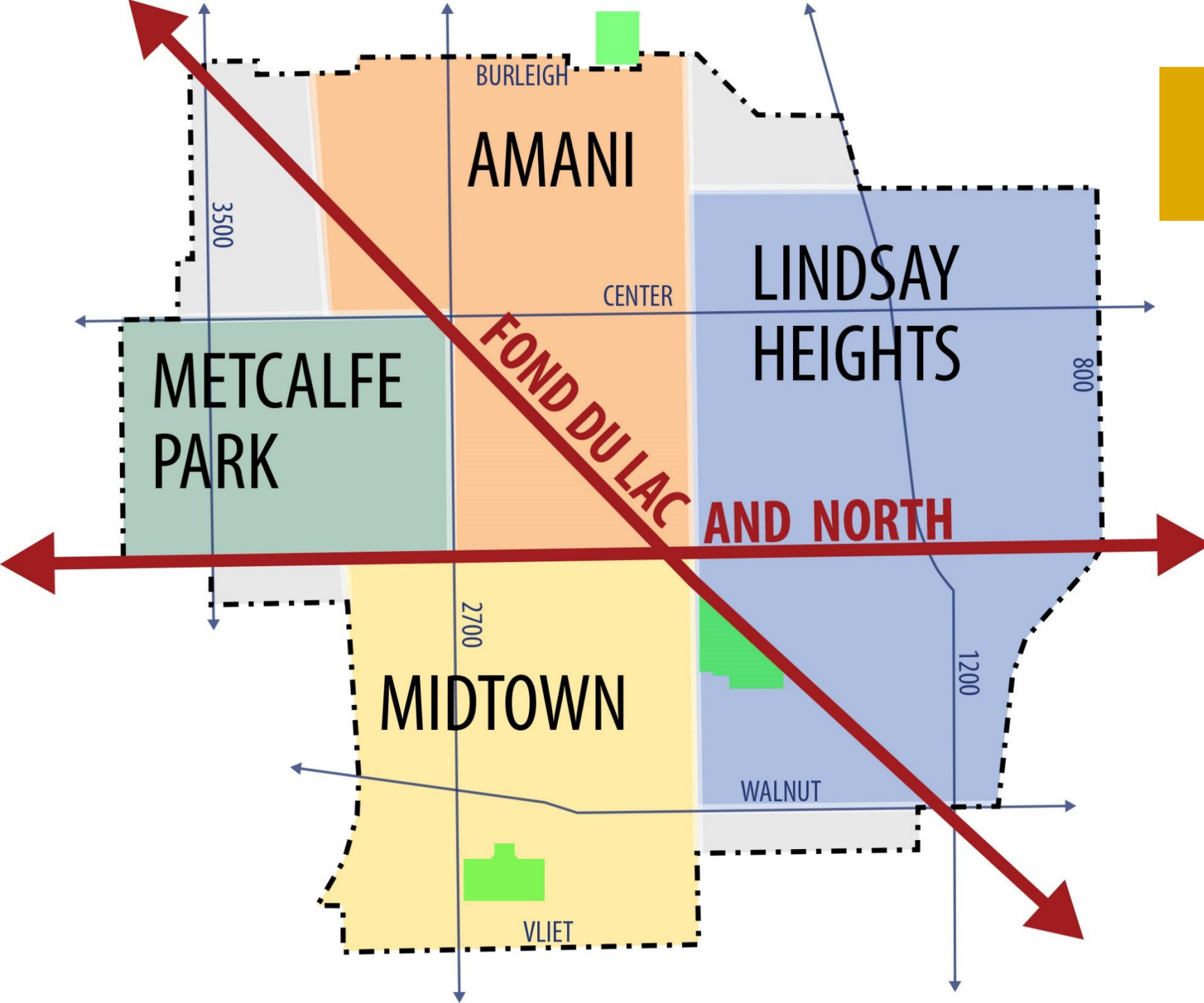
An aerial photograph of a city, likely Chicago, showing a mix of residential neighborhoods, commercial buildings, and a large open area. A semi-transparent white box is overlaid on the center of the image, containing the agenda text. The background shows a dense urban area with various buildings, green spaces, and a large open lot in the foreground. The city skyline is visible in the distance under a clear blue sky.

# **AGENDA**

- 1. Background**
- 2. Summary of Community Engagement**
- 3. Land Use Policy Recommendations**
- 4. Priority Project Recommendations**
- 5. Implementation**
- 6. Questions & Comments**



# PLAN AREA



# PARTNERS



SUMMER 2019

WINTER 2019/20

WINTER 2020/21

FALL 2021

**MARKET ANALYSIS**

*Residential + Commercial*

LISC, Marketplace BID,  
Vandewalle & Associates

**WORKSHOP #1**

*Listen to the community,  
define community goals,  
identify opportunities and  
discuss past plans*

**WORKSHOP #2**

*Report findings, gather  
data, and consider  
preliminary options*

**WORKSHOP #3**

*Present draft  
recommendations and  
listen to community  
feedback*

**WORKSHOP #4**

*Present the vision for the  
future and discuss  
implementation*

**COMMUNITY ENGAGEMENT**

*Focus groups, neighborhood walks, door to door surveys, public events and more*

Dominican Center, Metcalfe Park Community Bridges, Walnut Way

# COMMUNITY ENGAGEMENT

## Public Meetings

- Market Analysis Public Presentation
- Three Community Meetings
- Online Survey
- Four Focus Groups

## Community Events

- Harvest Days (2019 and 2021)
- Holiday Resource Fair
- Metcalfe Park Priority Workshops

## Stakeholder Coordination

- Milwaukee County Parks
- Lindsay Heights Commercial Corridor Work Group
- Amani United Meetings
- Midtown Neighborhood Alliance





# COMMUNITY GUIDANCE

## Community Strength

- Increasingly, people work together
- Long-term residents are anchors

## Public Spaces

- Residents want safe and attractive places to relax and recreate

## Safety and Youth

- Safety, for many, is the #1 issue
- Youth need job-related and recreational opportunities





# COMMUNITY GUIDANCE

## Housing & Neighborhoods

- Desire to increase home ownership
- Affordability is a concern
- Property upkeep is an issue, especially with absentee landlords
- Vacant buildings and lots detract

## Transportation & Connectivity

- Reckless driving is a huge issue
- Residents want safe options for all modes

## Economic Development & Commercial Corridors

- Desire for quality retail options within the neighborhood
- Too many vacant storefronts along major streets





# POLICIES & STRATEGIES

**Addressing a wide range of community needs and incorporating previous planning efforts**

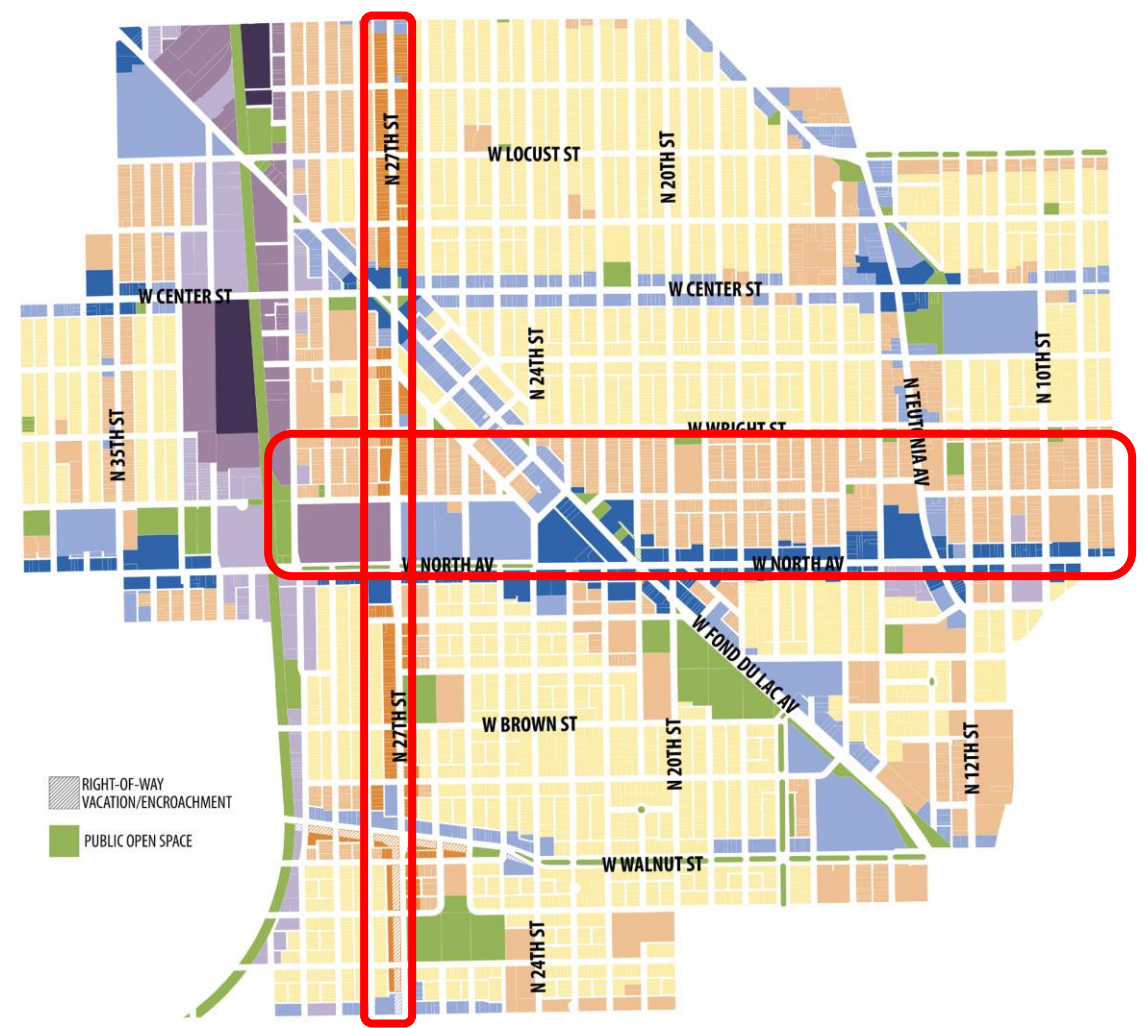
- Resilient Communities
- Strong Neighborhoods
- Thriving Corridors





# LAND USE POLICY RECOMMENDATIONS

- 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, particularly north of North Ave, between North and Wright.



**TRADITIONAL NEIGHBORHOOD**  
Compatible with RS6, RT3-RT4

**URBAN NEIGHBORHOOD**  
Compatible with RM4-RM6

**URBAN CORRIDOR**  
Compatible with R02

**COMMERCIAL - MIXED ACTIVITY**  
Compatible with CS, LB2

**COMMERCIAL - MAIN STREET**  
Compatible with LB2-LB3

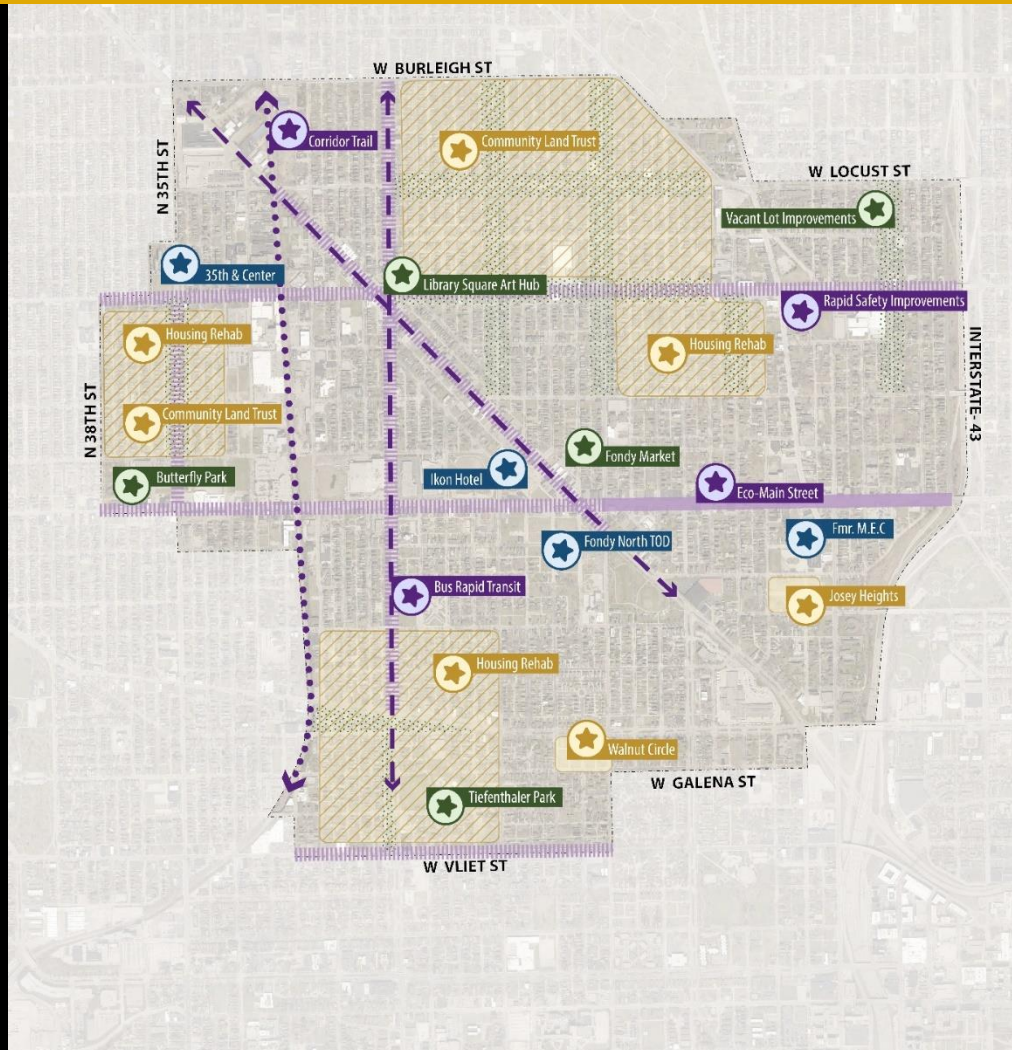
**INDUSTRIAL - RESIDENTIAL**  
Compatible with IM

**INDUSTRIAL - COMMERCIAL**  
Compatible with IC, IO2

**INDUSTRIAL**  
Compatible with IL2, IH



# PRIORITY PROJECTS RECOMMENDATIONS





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## >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

### Corridor Trail

Multi-use trail along rail corridor in coordination with commuter rail initiatives





# PRIORITY PROJECTS RECOMMENDATIONS

## >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.





# PRIORITY PROJECTS RECOMMENDATIONS

## >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





# PRIORITY PROJECTS RECOMMENDATIONS

## >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

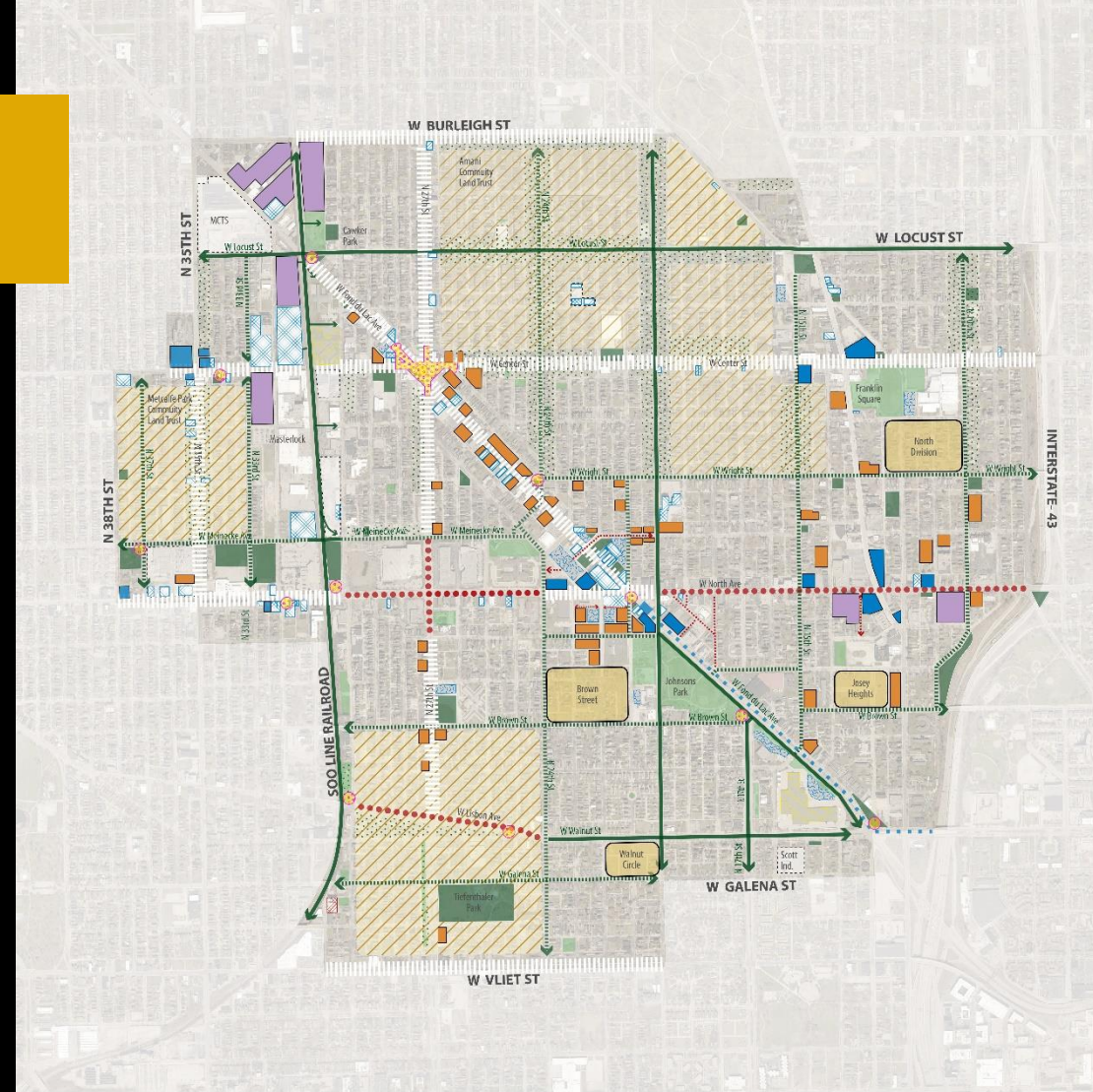




# ADDITIONAL PROJECTS

## Over 100 Neighborhood Projects!

- Low-Stress Bike Network
- Marketplace Trail
- North Avenue Gateway
- Amani Plaza
- 30<sup>th</sup> Street Park
- Walnut Street Reconstruction
- Legacy Co-Housing
- Brown Street Subdivision
- North Avenue Façade Improvements
- Lindsay Heights Gateway
- Amani Gateway
- Former St. Leo's





# IMPLEMENTATION

- Set **expectations** and provide the basis for reviewing new development and redevelopment
- Set **priorities** for public and private investment
- **Engage** the community around aspirations and expectations
- Provide **accountability** for implementation
- Address historic and systematic **inequities**



# IMPLEMENTATION, cont...

## The work has just begun!

- Some recommendations are already underway
- Some recommendations are more aspirational and will take considerable coordination by many stakeholders and resources to accomplish.
- Immediate to 20 year timeframe
- Continuing community engagement is vital





# ADOPTION PROCESS

## City Plan Commission

- October 18<sup>th</sup>

## Zoning, Neighborhood & Development Committee

- October 26<sup>th</sup>

## Common Council

- November 2<sup>nd</sup>





# Thank You!

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[Milwaukee.gov/FondyNorth](https://Milwaukee.gov/FondyNorth)