

City of Milwaukee

Department of City Development

Washington Park Area Comprehensive Plan

June 13, 2006

“Vision without action is only a dream.

Action without vision is just passing the time.

Vision with action can change the world.”

- Joel Barker, Futurist

City of Milwaukee Comprehensive Plan

a series of thirteen documents

**Citywide
Policy Plan**

Area Plans

Downtown and
Third Ward Update
Menomonee Valley
Fond du Lac & North
Near West Side } *Completed*

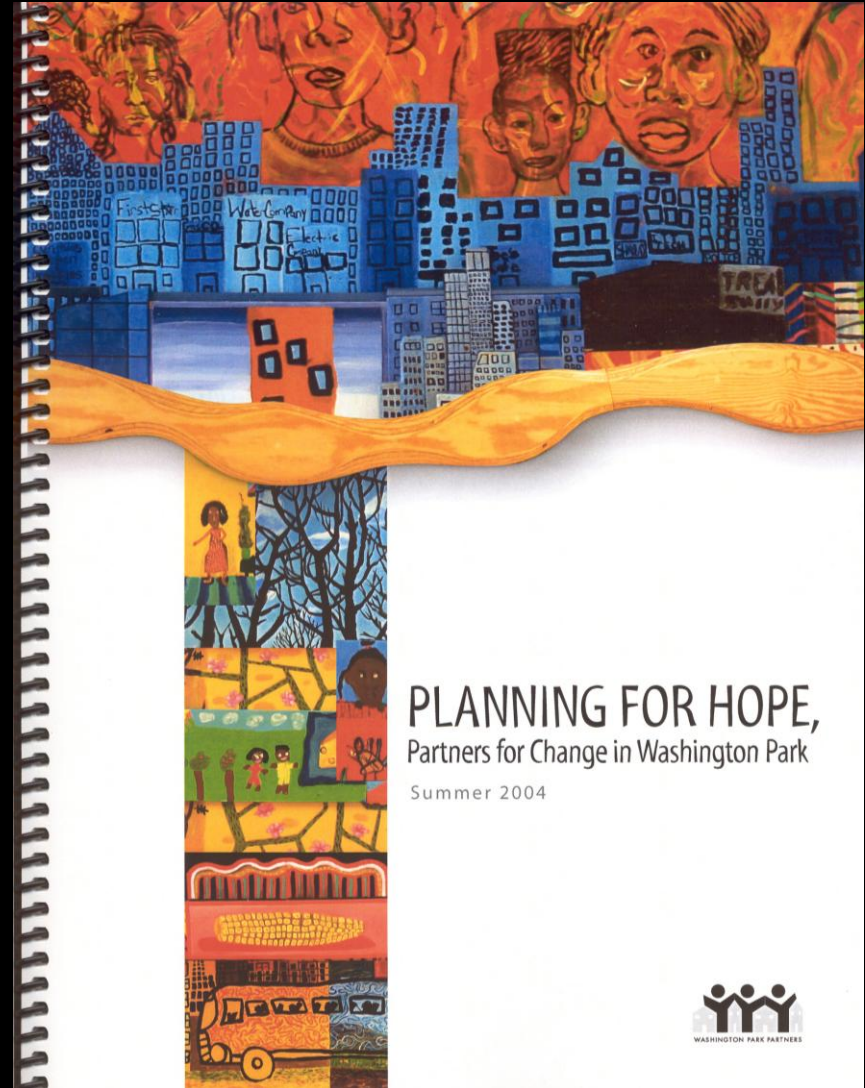
Washington Park } *In Progress*

Southeast Side
Northwest Side
Near East Side } *Just Starting*

West Side
Near North Side
Near South Side
South Side } *Future*

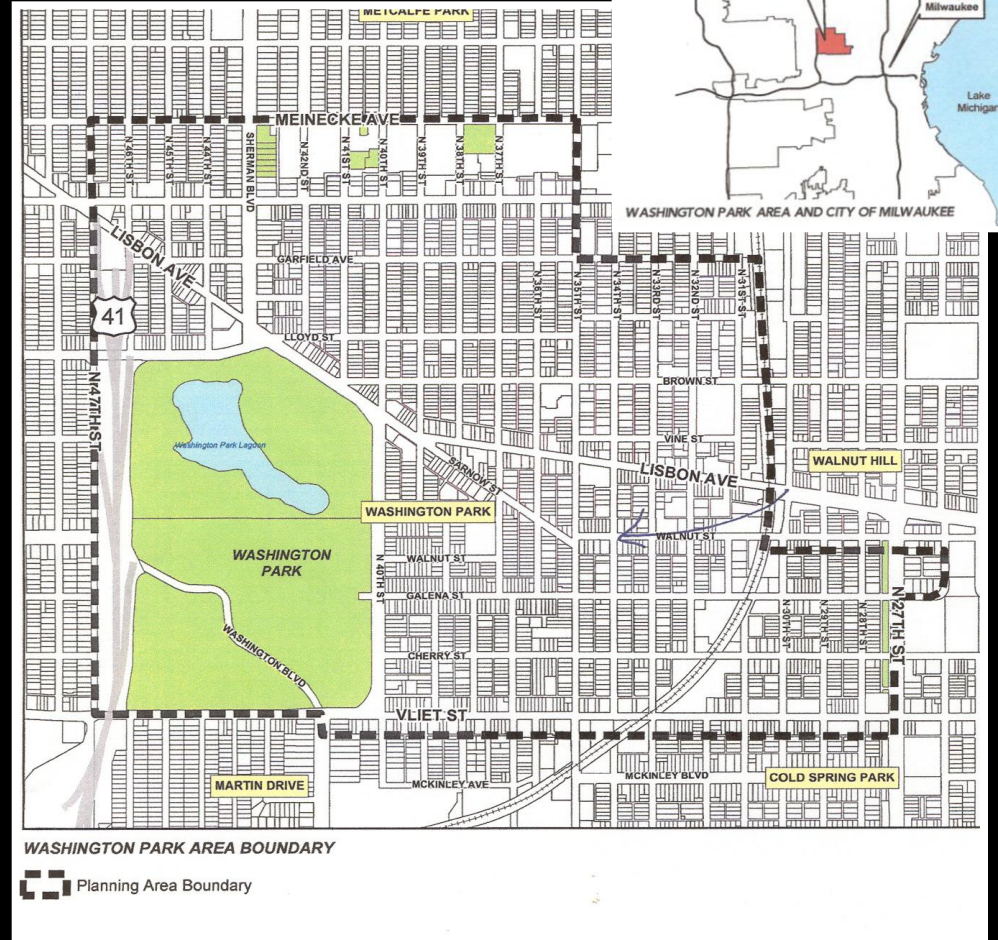
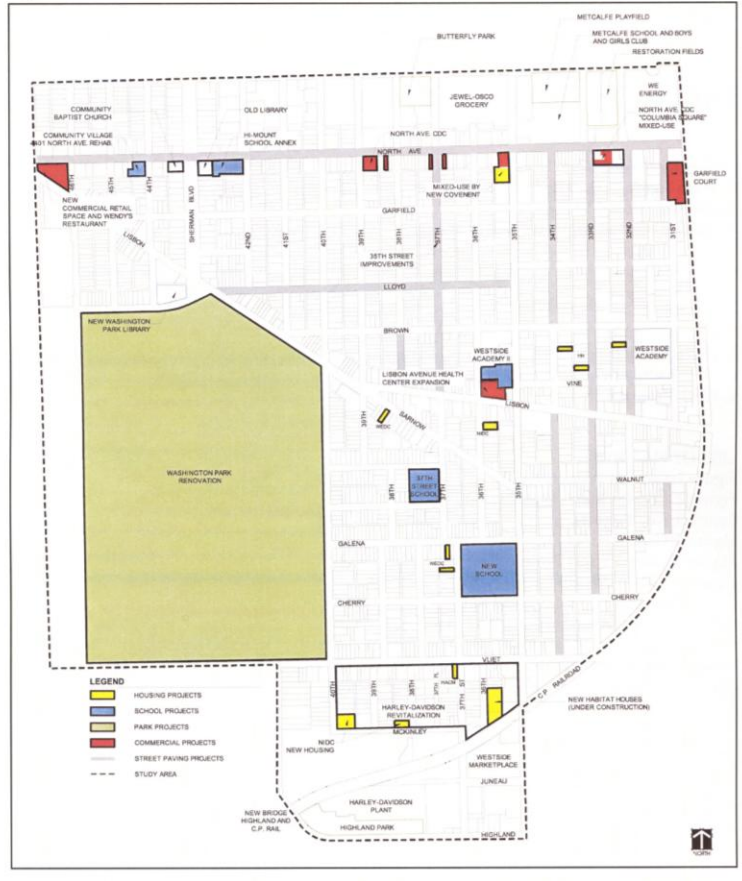
Washington Park Area Plan

- “Planning for Hope”, quality of life plan, lays the groundwork for the City Comprehensive Area Plan
- Already strong and clear leadership groups in this area
- Why a “City” Plan?
 - Conforms to the structure and process of all City Comprehensive Plans
 - Adopted by Council to inform policy decisions
 - Used by development staff as a tool to guide economic investment



Washington Park Area Plan Boundary

Figure 1: Current Projects (2003)



Planning for Hope Area Boundary


City Comprehensive Plan Area Boundary

Planning for Hope: Work Program

Figure 3: Key Projects Plan



The Four Phases of Planning

1. Analysis Phase
2. Visioning Phase
3. Synthesis Phase
-  4. Review and Approval Phase

Public Participation

Washington Park Partners served as the Plan Advisory Group

Public Workshops - September and October 2005

Public Open House to review the Preliminary Draft

Area Plan Structure

I. Introduction/Overview

II. Planning Process & Analysis

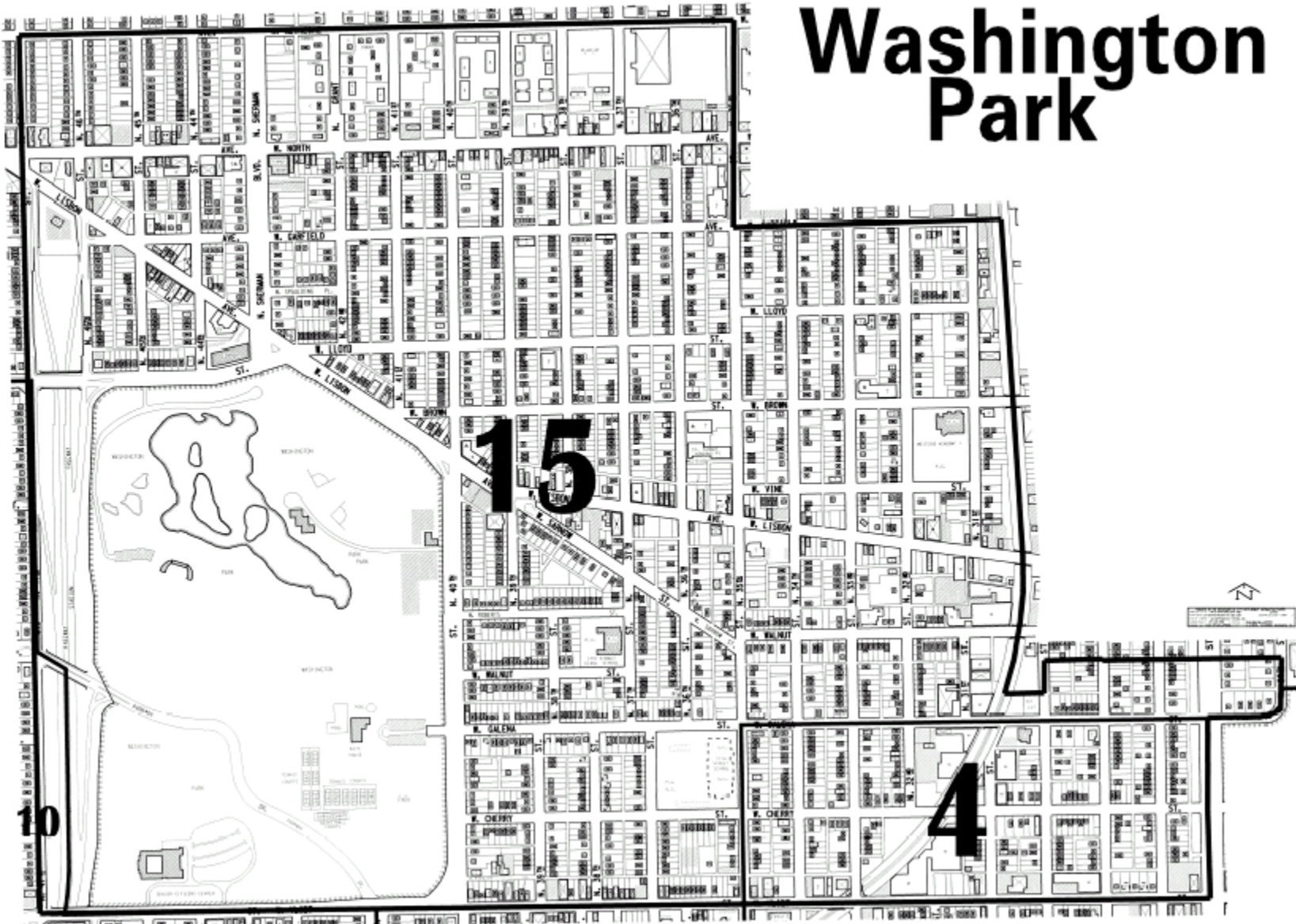
III. Land Use Strategies & Policies

IV. Districts and Corridors Recommendations

V. Catalytic Projects

Washington Park Area Plan

Washington Park



Washington Park Area Plan

Washington Park

Three Districts

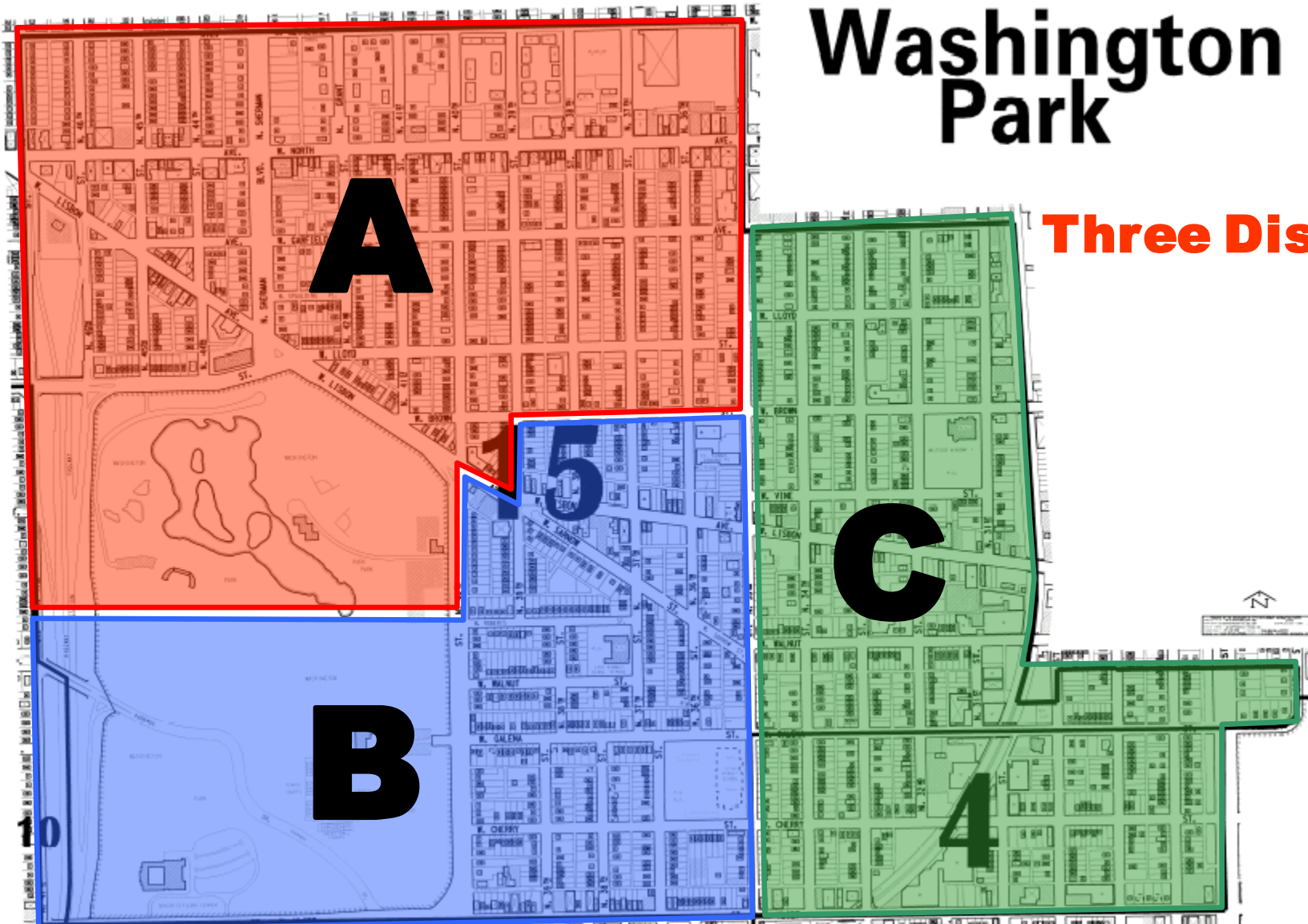
A

15

C

B

4



Washington Park Area Plan

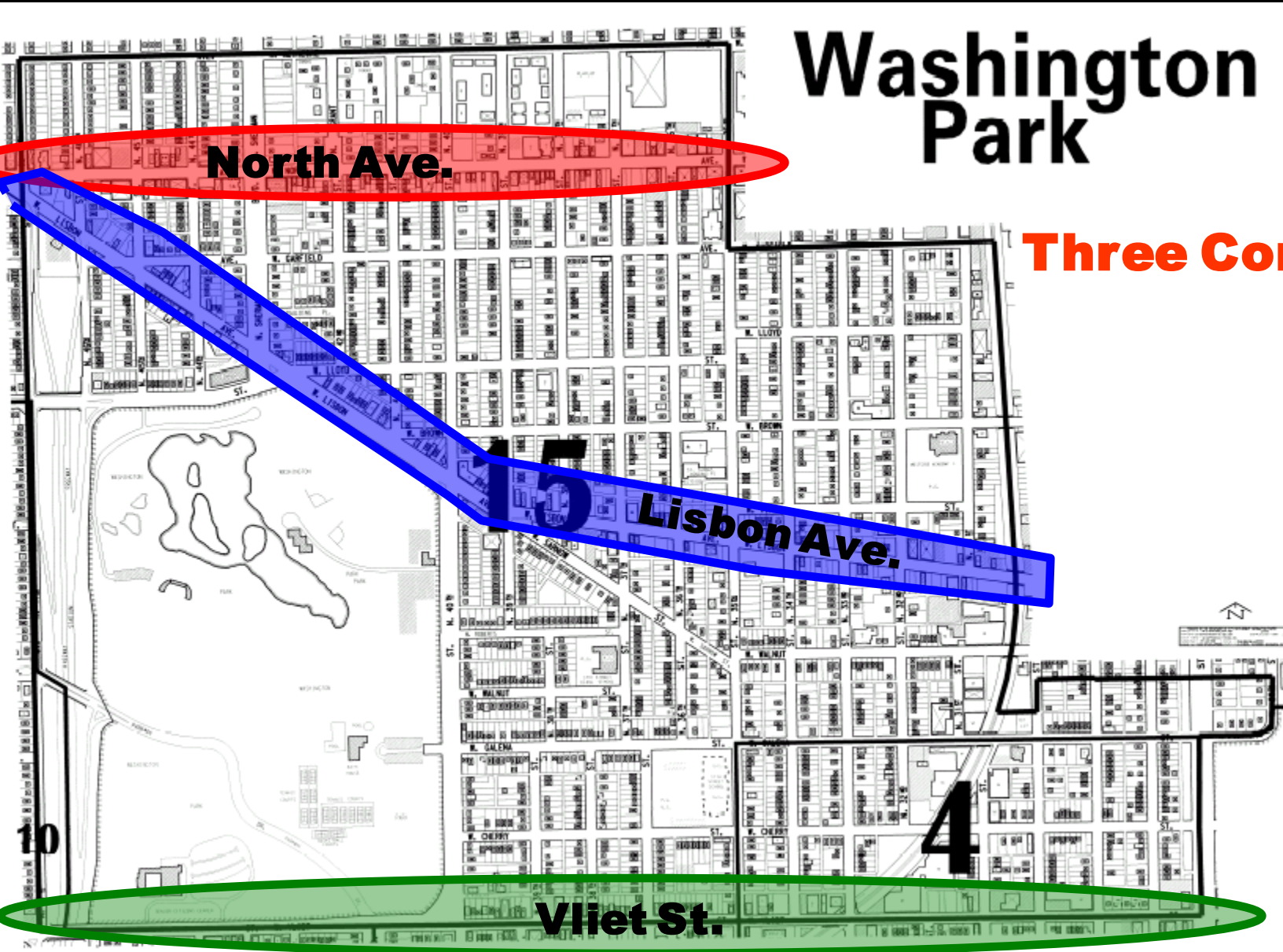
Washington Park

Three Corridors

North Ave.

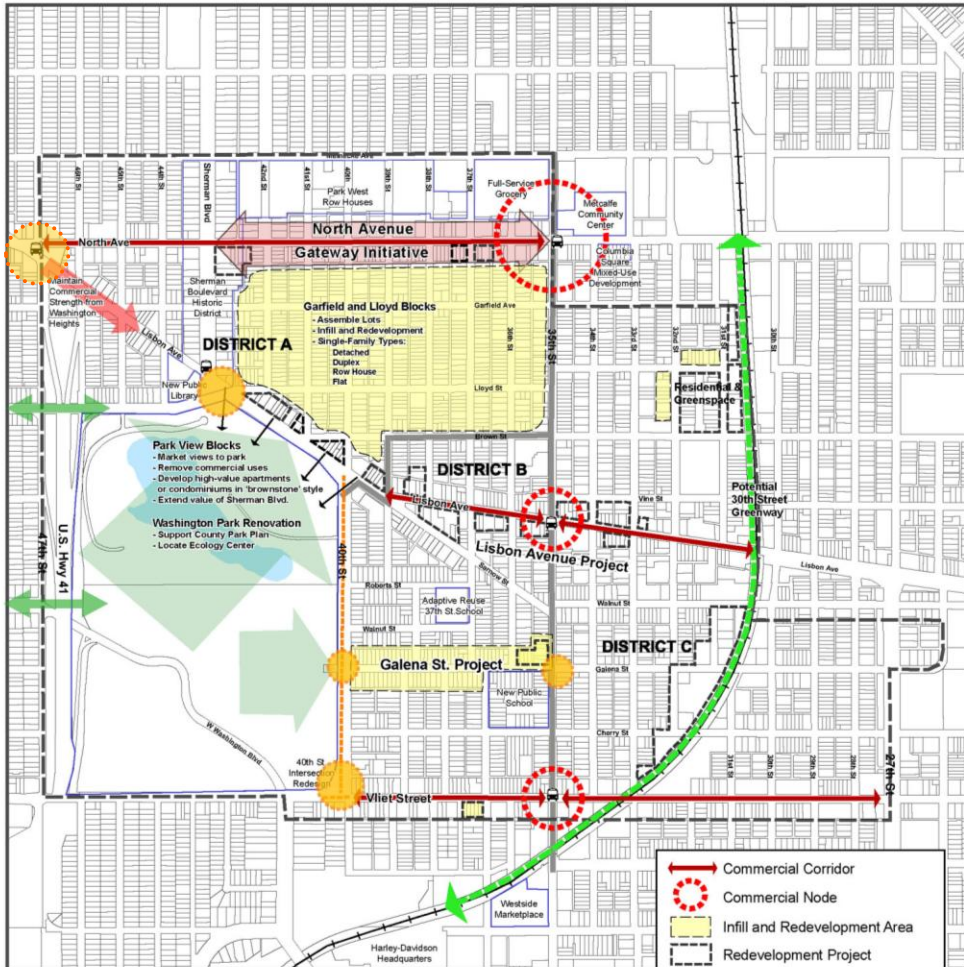
15
Lisbon Ave.

10
4
Vliet St.



Washington Park Area Plan

District & Corridors Concept Plan



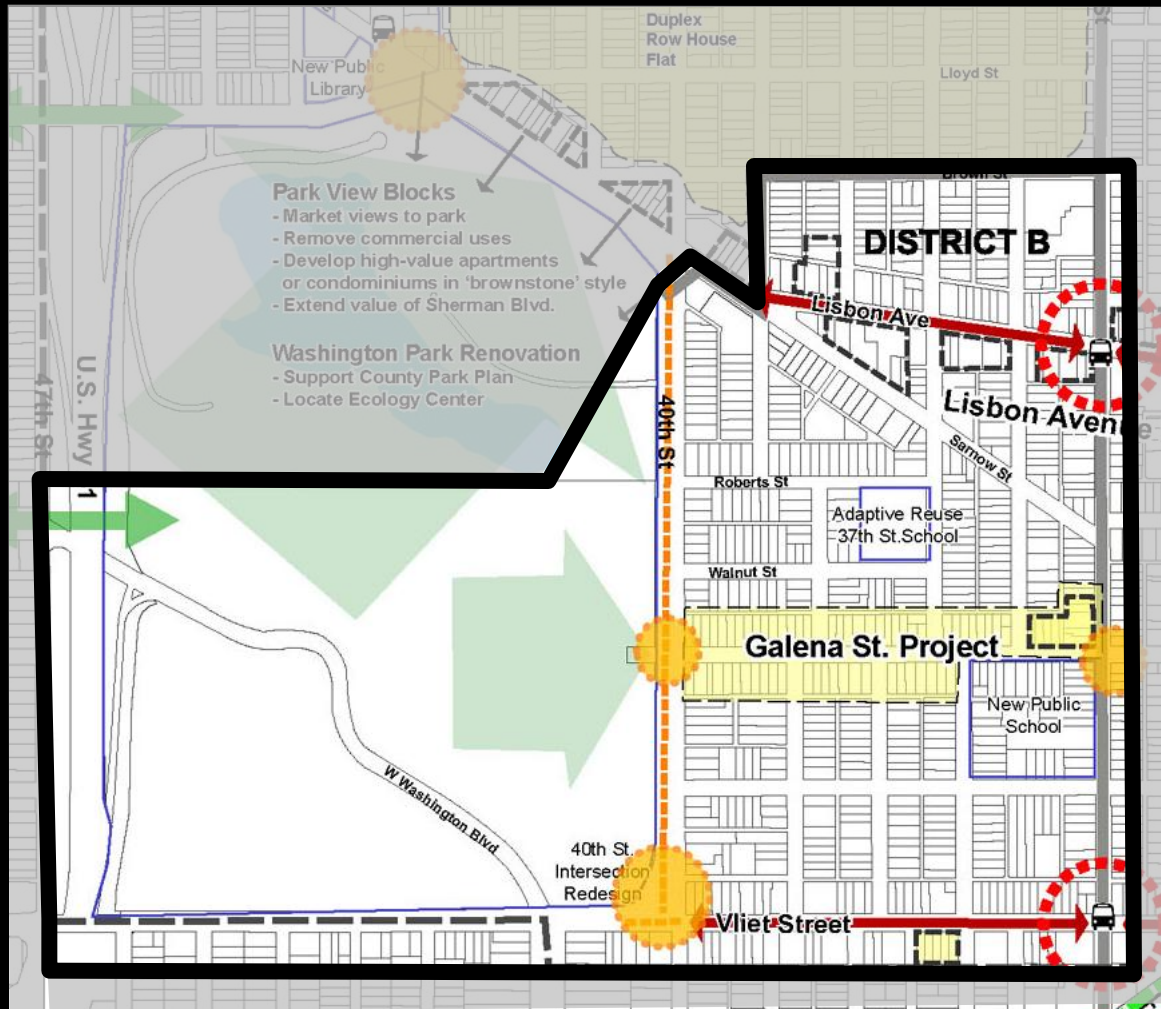
Map X- DISTRICTS CONCEPT PLAN

0 500 1,000 2,000 Feet



- Commercial Corridor
- Commercial Node
- Infill and Redevelopment Area
- Redevelopment Project
- Key Neighborhood Assets
- Influences
- Connections
- Washington Park Views
- Pedestrian Friendly Improvements
- Streetscape and Right of Way Changes
- Transit Facility Upgrade
- District Definition

Washington Park Area Plan – District B



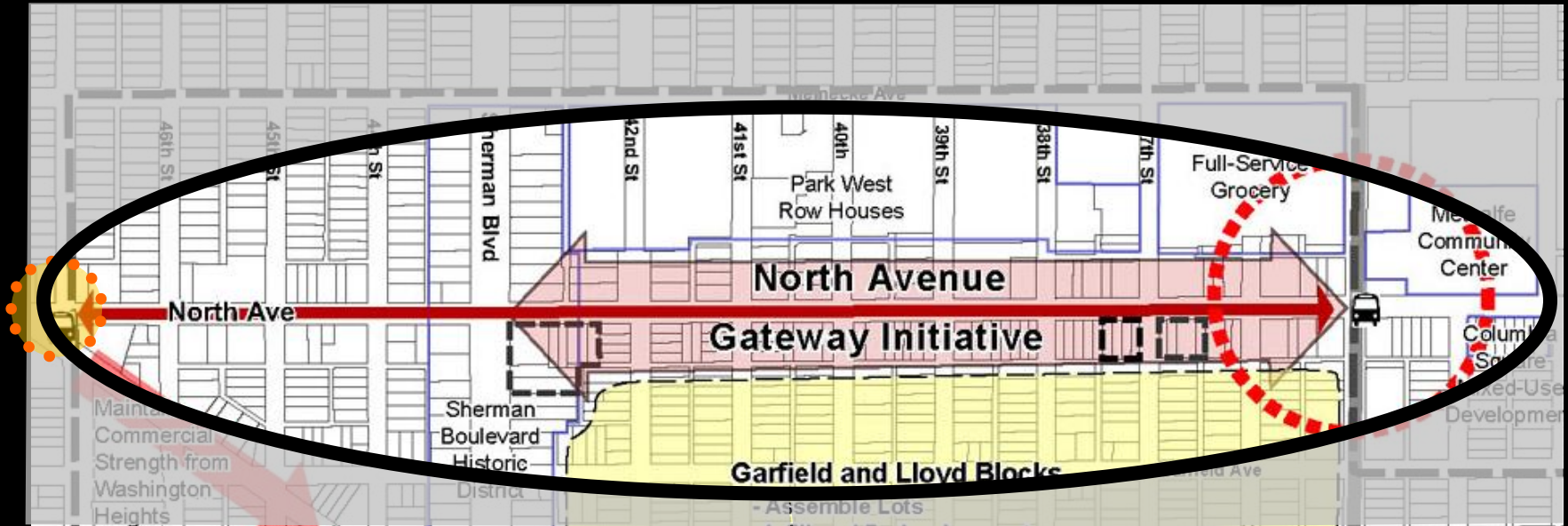
- Improve connections between Bethune Academy and Washington Park along Galena Street
- Improve streetscape along 40th Street to include more pedestrian friendly amenities
- Reuse the former 37th Street school in a way that has a positive affect on the surrounding neighborhood

Washington Park Area Plan – District C



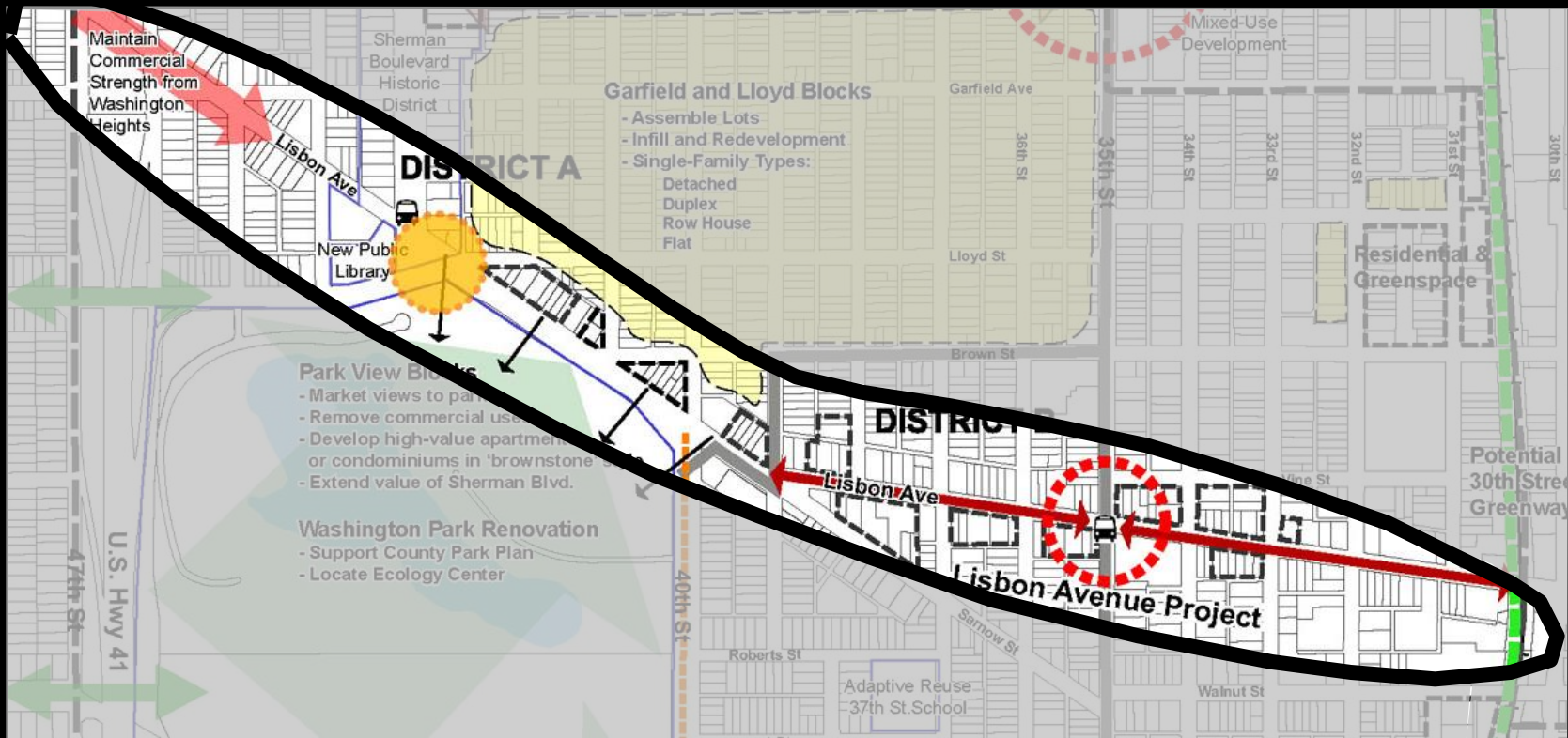
- Incorporate residential infill and greenspace north and south of Lisbon along the rail corridor
- Explore the opportunity to create a greenway/trail system along the rail corridor

Washington Park Area Plan – North Avenue



- North Avenue Gateway Initiative
- Re-use of Finney Library Site
- Activity Node at 35th and North with improved transit facilities

Washington Park Area Plan – Lisbon Avenue



- Improved intersection at Sherman and Lisbon
- Maximize value of the park
- Activity Node at 35th and Lisbon with improved transit facilities
- Allow change of use from commercial to residential as market indicates
- Prepare a detailed redevelopment plan for Lisbon from 33rd St. to 37th St.

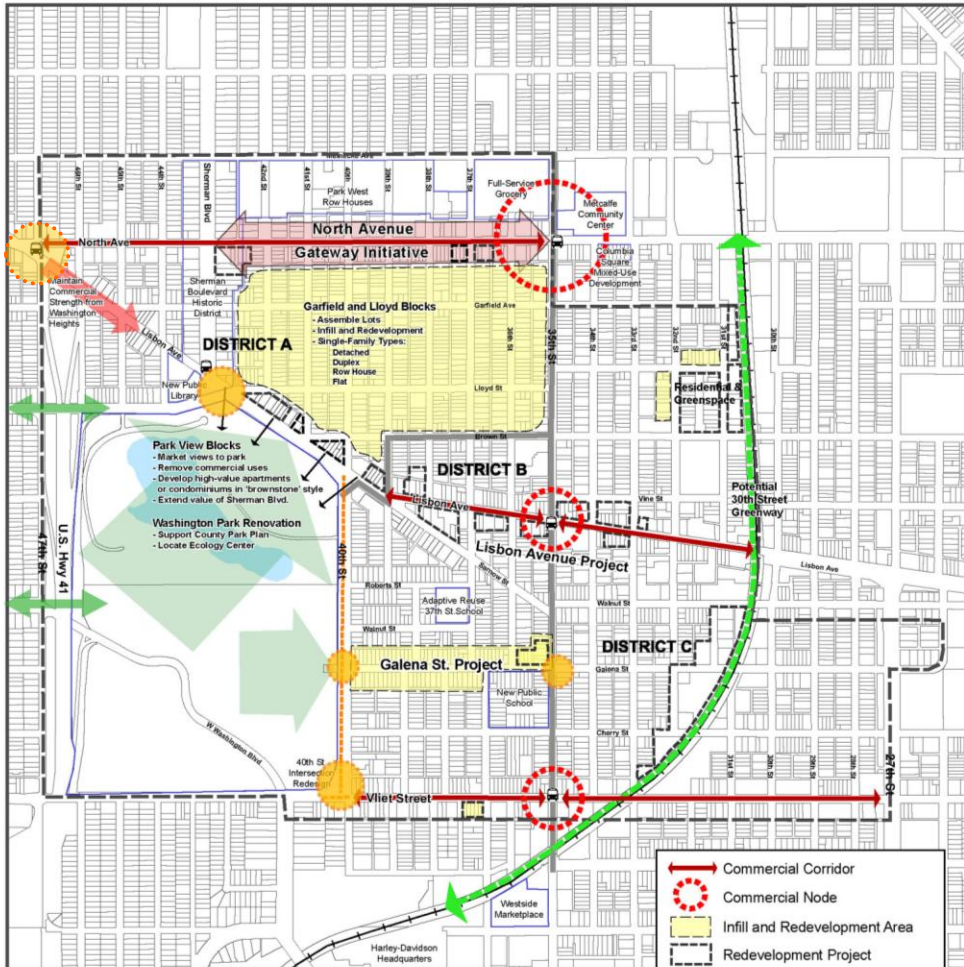
Washington Park Area Plan – Vliet Street



- Improve intersection at 40th and Vliet
- Allow change of use from commercial to residential as market indicates (37th St.)
- Activity Node at 35th and Vliet with improved transit facilities
- Hmong-American Friendship Association

Washington Park Area Plan

District & Corridors Concept Plan



Map X- DISTRICTS CONCEPT PLAN

0 500 1,000 2,000 Feet



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Plan Information and Updates

Washington Park Area Plan Website

http://www.mkedcd.org

mkedcd.org - Milwaukee Department of City Development - Microsoft Internet Explorer provided by City of Milwaukee

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new Milwaukee Summer Youth Internship Program

The Department of City Development (DCD) is the City of Milwaukee agency responsible for business development, real estate development, planning, permitting, and public housing.

Current Projects

DCD News: » Mayor announces \$20.2 million in federal assistance for economic development » More news » Beerline B » Bronzeville Cultural and Entertainment District » Citywide comprehensive plan » Commercial district inventory » Downtown plan » Fond du Lac and North plan update » July 4th celebrations » Main Street Milwaukee » Menomonee Valley » Near West Side plan update » Northeast Side plan » Northwest Side plan » Park East corridor » Renewal Community » Southeast Side plan » Summer Youth Internship Program » Third Ward plan » **Washington Park plan**

Business Climate

» Business improvement districts » Business incentives » Brownfields » Commercial districts » Downtown » Facade grants » Financing and grant programs » Milwaukee Economic Development Corp. » Main Street Milwaukee » Purchasing power profiles » Renewal Community » Forward Wisconsin » MetroMilwaukee.org » Metro Milwaukee Association of Commerce » SE Wis. Regional Economic Partnership » More information...

City Real Estate

» Commercial land for new construction » Home building opportunities » Improved properties for sale » Redevelopment Authority » More information...

Planning/Permits

» Development Center » Check status of land division » Check status of plan review » City Plan Commission » Comprehensive plan » Plans and studies » Historic preservation » Historic Preservation Commission » Mayor's urban design awards » Zoning code » More information

City of Milwaukee Office of Mayor Tom Barrett

E-Notify

MILWAUKEE

Local intranet

Start | Calendar - Microsoft Outl... | DRAFT_Washington Park... | mkedcd.org - Milwauk... | 12:52 PM

Plan Information and Updates

Washington Park Area Plan Website

<http://www.mkedcd.org>

The screenshot shows a Microsoft Internet Explorer browser window displaying the website for the Washington Park Area Plan. The browser's address bar shows the URL: <http://www.mkedcd.org/planning/plans/WashingtonPark/index.html>. The website header includes the City of Milwaukee logo and the Department of City Development. A navigation menu lists various services: Projects, Business Climate, Planning/Permits, City Real Estate, Housing Resources, Boards/Commissions, and About Us. The main content area features a large graphic for the 'MILWAUKEE comprehensive Plan' and a section titled 'Washington Park Area Plan'. This section contains text explaining the city's process of developing a citywide Comprehensive Plan and the specific goals for the Washington Park Area Plan. A sidebar on the left provides contact information for Maria Pandazi, including her phone number (414.286.5836), fax number (414.286.0730), and email address (mpanda@mkedcd.org). There is also a link to sign up for email updates and an 'E-Notify' button. The footer of the browser window shows the taskbar with several open applications, including 'Calendar - Microsoft Outl...', 'DRAFT_Washington Park...', and 'Milwaukee DCD Washi...'. The system clock in the bottom right corner indicates the time is 12:50 PM.

Milwaukee DCD Washington Park Area Plan - Microsoft Internet Explorer provided by City of Milwaukee

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MILWAUKEE comprehensive Plan

Washington Park Area Plan

The City of Milwaukee is in the process of developing a citywide Comprehensive Plan that will recommend broad policy for the entire City and twelve Area Plans that make detailed recommendations for smaller geographic areas. The Washington Park Plan is one of the City's twelve Area Plans.

The Washington Park Area

The Washington Park Area is mix of residential, retail, educational, and cultural uses with a rich history. Significant new investment and opportunities indicate a confident and positive commitment to the area. Washington Park, the existing neighborhood fabric and strong neighborhood groups are unique and valuable assets for this neighborhood. Underutilized retail areas and aging housing stock demand redevelopment in order to promote new growth prospects. These assets and trends indicate a susceptibility to change that prompts a need to prepare an overall vision for the area.

The purpose of the Washington Park Plan is to evaluate the assets and opportunities of the area in order to guide new development that builds upon its resources. The plan will do so in a context that responds to the area's history, natural areas, and cultural resources.

The Washington Park Plan will build on the existing action plan prepared by the Washington Park Partners (WPP) and Local Initiatives Support Corporation (LISC); Planning for Hope: Partners for Change in Washington Park. The City's comprehensive area planning process, working closely

Contact Information
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Plan Information and Updates

Maria Pandazi

City of Milwaukee

Department of City Development

Long Range Planning

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