

# CHAPTER III: COMMUNITY DEVELOPMENT POLICIES AND STRATEGIES

## 3.1 Introduction

This chapter presents area wide goals and policies for the redevelopment of the Southeast Side area. The term “redevelopment” in this plan refers to investment in maintenance, rehabilitation, adaptive re-use, and new construction. This chapter presents a vision statement, land use policies, building form policies, and redevelopment strategies for each of the following headings:

- Overall
- Sustainability and Public Space
- Residential
- Commercial
- Industrial
- Open Space
- Civic and Institutional
- Transportation and Infrastructure

The policies and strategies for the Southeast Side combine the input of area residents with on-going policy and regulatory approaches intended to conserve the historic fabric of the area’s neighborhoods, while providing the basis for redeveloping areas that are under utilized and subject to change.

The Southeast Side Plan promotes the foundation of a sustainable and livable community that builds upon the positive physical aspects of the place. The plan generated innovative ideas and creative outcomes that will fit into the community and support environmental, economic and social goals. These solutions will be both functional and beautiful. The plan should be realized by pursuing the goals and policies in this chapter and recommendations in following chapters.



## 3.2 Overall

### *Vision*

The Southeast Side should remain an attractive community in which to live, work, play and raise a family. Its unique character and assets should be maintained and improved so that it continues to be widely regarded as a unique and desirable place to live in southern Milwaukee County.

### *Land Use Policies*

Land use should follow existing zoning except where land use changes are recommended by this plan, in which case zoning should be changed to bring it into compliance with the plan.

The components of the overall vision for the Southeast Side are:

- Foster distinctive, attractive public spaces such as parks, streets, squares and waterfronts with a strong sense of place.

- Protect and maintain open space and recreation areas.

- Protect and reclaim critical environmental areas.

- Preserve attractive and distinctive traditional development patterns in the area's three primary residential districts, but don't limit architectural styles.

- Outside of existing residential locations, increase the amount of land designated for mixed-use residential / commercial development in order to provide more vitality and variety in the area.

- Provide and maintain affordable housing choices for all residents.

- Provide for facilities that provide social services and daycare. Distribute them throughout the area, rather than concentrating them in a district.



- Provide a variety of commercial areas that provide convenient local access to goods and services.
- Promote family-supporting jobs.
- Encourage educational facilities and institutions that meet the community's needs.
- Reclaim critical brownfield areas.
- Provide a variety of transportation choices.
- Attract anchor institutions and destination commercial venues that will draw people from outside the area to the neighborhood for cultural, entertainment and shopping activities.

### ***Form Policies***

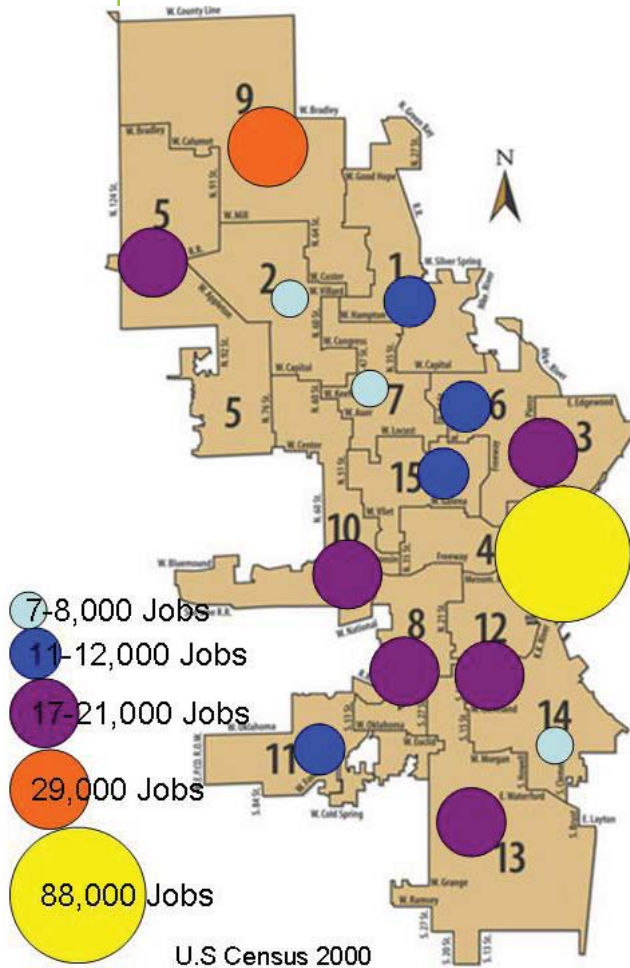
- Create and maintain walkable and bike-friendly neighborhoods.
- Place buildings to create meaningful public space amenities and reinforce the street edge.
- Along commercial corridors, residential streets and pedestrian parkways, design streetscapes that slow traffic to enhance attractiveness, public safety, and pedestrian use.
- All walls visible from streets should contain the most architecturally significant materials and fenestration. Architecturally significant building materials include, but are not limited to, decorative masonry, brick, cut stone, glass,

architectural-finished metal cladding, and architectural precast concrete panels. The use of newly developed materials and recycled materials that are of high quality is encouraged. Glazing at entrances to buildings must be transparent, vision glass. Avoid the use of reflective glass on any area of the building.

- Site buildings to take advantage of views of natural features, encourage the connection of open spaces between projects, and promote public pedestrian connections to parklands and waterways for either active or passive recreation.
- Ensure that pedestrian movement and access points are well lit at night.
- Attempt to create pocket parks out of city-owned remnants. Involve neighbors in these efforts.

**Redevelopment Strategies**

- Support the goals of the Citywide Policy Plan.
- Provide location opportunities for new and growing businesses of all kinds and the associated creation of jobs. Currently, the northern portion of the area has fewer jobs than would be expected for its population.



The southern area has an average number of jobs; but one would expect higher than average due to the advantage of having the airport located here.



- Promote conservation and conversion of existing structures. Renovation is preferred to demolition for new construction.

- Create a marketing brand for each neighborhood such as Historic Bay View, SoMo/Tippecanoe, Garden District, and Airport Gateway.

- Explore Tax Increment Financing (TIF) as a strategy to implement public improvements in large-scale development initiatives.

- Allow non-taxable developments, providing their use has a catalytic effect that will spur new economic activity or be a major jobs producer.

- Encourage coordination and communication between area businesses and local residents to advance neighborhood safety and neighborhood enhancement programs.

- Ensure that adjacent property owners are notified in a timely manner to provide for a fair and coordinated development process.

### 3.3 Sustainability and Public Space

#### Vision

Good community planning and urban design are complementary with the principles of sustainability. This is the first of the City of Milwaukee's area plans to provide a section that elucidates these interrelated endeavors.

The Plan's recommendations identify characteristics that define well-designed urban places – places that are memorable and have a noteworthy quality or almost indescribable “feel” to them. Successful places integrate an attractive and logical mix of streets and blocks; residential, commercial, and civic buildings; public spaces, natural areas, and human activity -- all of which add to our experience of desirable and successful places. The result shows us visually that we are someplace special: the result of a unique combination of cultural, economic, and natural forces.

Many of these places are also inherently sustainable. Fundamentally, sustainable places reflect ecological limits – they meet current needs without

compromising the ability to do so in the future. In order to be truly sustainable, communities need to remain economically, socially, and environmentally competitive. To thrive they need to continue to attract residents, visitors, investment, customers, and remain places where people choose to go, where they willingly and enjoyably spend time and ultimately live their lives.

This Plan recognizes the interdependence of the economy and the environment for mutual benefit – both now and in the future. As Milwaukee's commitment to sustainability in general and sustainable places in particular grows, the recommendations in this Plan can be used to integrate the ethics and policies of sustainability into Milwaukee's overall urban form as well as into individual site and building designs.



## ***Land Use Policies***

### ***Density***

- Balance density efficiencies with social/cultural needs and attitudes. Contextually appropriate urban density is crucial to the economic and environmental sustainability of Milwaukee's neighborhoods. Development densities that are too low tend to incur high infrastructure and service costs, longer commutes, and environmental impacts associated with sprawl. Development densities that are relatively high can minimize infrastructure and service costs as well as commutes and environmental impacts.

### ***Location***

- Reinforce the center and edges of the Southeast Side. The arrival into the community and its discrete neighborhoods should be easily recognizable. Centers are places where the public feels welcome and encouraged to congregate and participate in public life in a compact, pedestrian-friendly and mixed use setting.
- Reuse under utilized or vacant buildings and sites for infill development. This sustainable practice has the advantages of using existing infrastructure, and lowering the demand and costs for land, infrastructure, energy, and maintenance.
- Preserve cultural resources that may exist near a development site, particularly when those resources

are related to a neighborhood's identity.

- Redevelop brownfield sites. Despite the challenges of Federal guidelines, financing, developer buy-in and political will, payoffs include: land reclaimed for productive use, removal of hazardous materials, and a healthy, efficient environment.
- Locate land uses so they will complement one another, and provide for gradual land use transitions that respect sensitive land uses while also allowing for family-sustaining jobs. Provide opportunities for a mix of uses to provide balance and to meet the full range of community needs.

## Form Policies

### Streets and Sidewalks

- Streets should be planned as welcome, active and interesting places that create the setting for the story of the community.
- Streets should be interconnected to provide movement throughout the community and corridor.
- Street rights-of-way should be allocated between a variety of purposes. On a case by case basis, streets can be narrowed for pedestrian safety, the addition of bike lanes and the inclusion of boulevards, transit and multi-modal options.
- Planted medians are recommended sustainable practices that minimize impacts to air quality, conserve energy, reduce traffic congestion and contribute to an overall high quality of life.
- The distance from the curb to the sidewalk may vary as necessary. The width of the sidewalk should be wide enough to accommodate outdoor cafes, sales, etc.
- Introduce green alleys to extend the system of green infrastructure. Green alleys use a permeable pavement that allows stormwater to drain into the ground. Using light colored paving will reduce the heat island effect. Green alleys use recycled materials such as concrete aggregate, slag, and recycled tire rubber.

## Public Spaces

- Provide gathering places for social engagement, recreation and a sense of identity. The end result should be a human-scale, living environment where residents and visitors can live and learn, work and play.
- Design the place as an expression of visual art, nature, history and social interaction. Include public art at prominent locations to engage users and complement the physical environment.

*The street is the river of life of the city, the place where we come together, the pathway to the center.*

*William H. Whyte*



- Whether formal or informal, public open spaces should be beautiful from the perspective of the external observer as well as engaging for those who are in the space. Visual and physical access to public space, environmental and cultural resources enhances the image and enjoyment of the place.



- Define public spaces internal to the neighborhood by having building facades form a sense of enclosure.

- Provide a feeling of security and safety to potential users with appropriate levels of lighting and visual access from surrounding streets and windows.

- The size and use of each gathering place needs to be appropriate to its context.

- Design and equip to provide accessibility and to support the needs of all users.

- Offer an environment that is physiologically comfortable. Regard sun, wind, shade, and sound to make full use of environmental assets while minimizing adverse externalities.

- Develop shared community green spaces inside residential blocks where possible. A safe, attractive space can build community and attract investment by residents.



### **Site and Building Design**

- New development should integrate the location of the building on the site with the surrounding landscape to optimize efficiency and reduce environmental impacts. Where possible, locate buildings to take advantage of natural features and views. Screen sources of mechanical noise, odors and loading operations from public open space areas and adjacent properties. Locate utility meters and exhaust vents on the side or rear of building. Screen or locate rooftop mechanical equipment so it is not visible from the street.
- Encourage energy efficient building design. Where possible, orient buildings along an east-west axis for maximum day lighting benefits.
- Buildings should be developed using sustainable construction methods, architectural design and building materials and finishes. Utilize brick (reclaimed or new) and local materials when possible, and minimize the use of chemicals and synthetic compounds. The use of newly developed materials and recycled materials that are of high quality is encouraged.
- The integration of mechanical and natural systems for heating and cooling, energy-efficient equipment and stormwater management in the form of a “treatment train” should be incorporated to the highest level feasible.

Reduce the quantity and improve the quality of storm water run-off into waterways.

- Incorporate open space into redevelopment projects.
- Integrate sustainable stormwater management practices in new developments.
- Incorporate sustainable design elements, with the goal of achieving a basic LEED™ certification. This will generate a wide range of benefits for the facility owner, including increased property value, improved facility performance and operational cost savings, international corporate recognition and marketing benefits.
- Employ site designs that prevent the automobile from further encroaching into pedestrian-friendly areas and rights-of-way.
- Use zoning to require businesses to upgrade landscaping efforts.

**Parking**

- Create a balanced circulation system that accommodates mobility choices and meets ADA requirements.
- Incorporate green spaces into parking areas to break up large expanses of concrete and hold and infiltrate stormwater. Use porous paving systems to extend the life of the pavement, allow for storm water infiltration, reduce maintenance costs, and reduce the urban heat island effect in summer.
- Use materials such as high-quality masonry, metal, architectural fencing and green plantings, or any combination of these to define the perimeter and edges of parking areas.

**Lighting**

- Encourage using reflective-type lighting fixtures to eliminate glare and provide safer, more human-scaled nightscapes.
- Encourage the use of lighting to enhance unique features of building facades and landscaped areas to create a dramatic visual highlight at night.
- Use high efficiency lighting (metal halide or high pressure sodium lamps) with low cut off angles and down-lighting for landscaping.
- To reduce dependence on high-

wattage electrical lighting at night, use light colored or reflective edges along driveways or walkways.

**Landscaping**

- Protect natural environmental corridors, such as the Kinnickinnic River corridor, when planning and implementing new development.
- Encourage natural landscaping.
- Augment landscaping efforts to increase the tree canopy and beautify the area. Increase the City's urban tree canopy from 16% to 25 - 40% to meet American Forest's guidelines, and avoid using species prone to disease or pests, such as ash. Tree cover is directly related to environmental quality. Maintaining a robust enough tree cover to function as green infrastructure reduces the need and expense of building infrastructure to manage air and water resources. A greater tree canopy represents tremendous energy savings for an urban area. Trees improve air quality, reduce stormwater flow and conserve energy. Where possible, locate tree spacing at a minimum of 54 feet from the base of one tree to another. Plant trees with a minimum caliper of 3 inches.
- Landscaping should be of high-quality design reflecting a variety of species, materials, textures, and sculptural qualities.

- Avoid the use of contaminated railroad ties or timbers as landscape elements.
- Use drought resistant plantings, eliminating irrigation other than collected rainwater. Design the site to use/reuse rainwater as part of a green infrastructure system when possible rather than sending rainwater offsite to more expensive gray infrastructure systems. Treat rainwater as a natural and aesthetic asset rather than as a nuisance.
- Design landscape planting materials, soils and sub-soils for infiltration and evapotranspiration of rainwater.
- Consider using green roof systems to collect and evapotranspire rainwater, thus reducing runoff as well as heating and cooling loads.

### ***Redevelopment Strategies***

- Ensure that all aspects of major new development planning have occurred to anticipate traffic impacts, environmental impacts, etc. before construction occurs.
- Expand and apply the greening MPS neighborhood schools program.



### 3.4 Residential

#### **Vision**

Residents of the Southeast Side have a strong sense of community cohesiveness, and preserving the traditional physical characteristics of the neighborhoods and quality of life is of major importance to them. In order to preserve these qualities new developments must respond to its context and add to the neighborhood's livability.

#### **Land Use Policies**

##### **Appropriate Types / Mix**

- Provide a variety of affordable housing types for elderly and young households.
- Encourage the conservation of the existing single-family and duplex owner-occupied housing units and types.
- Promote the development of infill sites along existing neighborhoods' residential streets with single family and duplex homes. Where they follow the "location" recommendations in the next section, allow multi-family residential uses.
- Encourage adaptive reuse of

commercial and industrial loft structures for residential and mixed uses.

#### **Location**

- Ensure the compatibility of new residential land uses with adjacent land uses.
  - Capitalize on public park and recreational trail systems by encouraging residential developments on neighboring parcels.
  - Encourage owner-occupied multifamily residential mixed use developments along commercial corridors in infill locations where retail and commercial activities are being revitalized.
- Conversely, where a multi-family, high density residential district is recommended in this plan, allow neighborhood-serving commercial establishments commonly found in urban neighborhoods.
- Encourage elderly housing near neighborhood commercial land uses and bus routes.





## **Form Policies**

### **Parcel**

- For infill and existing single family and duplex development, maintain original platted lot dimensions and sizes.
- Locate the garage with access from the alley. Whether a garage is attached or detached, it shall not be the front most building.
- On primary streets, avoid vehicular curb cut access by providing access from alleys or side streets.
- Protect the integrity of existing residential streets with new construction setbacks consistent with, but no greater than, the average existing neighborhood conditions.
- For newly developed residential areas, urban development patterns that define the street edge are required. Setbacks should be minimized, but courtyards, porches and planting zones are expected.
- Design connections and transitions of residential uses to adjacent public and commercial uses.
- Consider including small lanes to be used as shared space for pedestrians and automobiles within major developments.

## **Building and Site Elements**

- On existing neighborhood residential streets, new buildings should be compatible in setbacks, height and character with the neighboring structures.
- Where a multi-family, high density residential district is recommended in this plan, allow a wide range of lot sizes, smaller setbacks, a high percentage of lot coverage and greater building heights.
- All new residential buildings should respect and enhance the street as an integral part of the place by fronting the street with windows, entries and entrance transition elements.
- Indoor parking is preferred. Surface parking lots larger than 24 cars are discouraged.
- Design connections and transitions of residential uses to adjacent public and commercial uses.
- Access to outdoor private or communal space is desirable for each dwelling unit.



### ***Redevelopment Strategies***

- Retain the high owner-occupancy rate in the area overall while assuring there are rental opportunities for elderly, young, and lower income families.
- Renovation is preferred to demolition for new construction, where economically feasible. Promote conservation and rehabilitation of existing structures
- Use existing programs, such as the Targeted Investment Neighborhood program, where applicable and seek additional programs that provide economic incentives for housing rehabilitation.
- Assist residents in establishing block watch programs where there currently are no programs in place.
- Encourage continuing landlord compacts to eliminate nuisance properties and responsible landlords to invest in the area.
- Encourage landlords to enroll in the Landlord Training program by the City of Milwaukee's Neighborhood Housing and Services Division.
- Consider using conservation overlay districts selectively as a tool to prevent unwanted intensification and to preserve neighborhood character.
- Support programs that seek to develop affordable housing. Subsidized, tax credit, and supportive housing need to be part of the housing mix in the area.



### 3.5 Commercial

#### ***Vision***

The commercial policies and strategies aim to strengthen economic development in commercial areas throughout the Southeast Side. Commercial corridors should effectively serve local consumers in addition to attracting regional customers. The policies focus on corridor design, aesthetic improvements and the establishment of anchor locations in the area.

#### ***Land Use Policies***

- Cluster commercial redevelopment at key nodes along commercial corridors. Allow taller buildings at these nodes.
- Allow infill commercial/residential mixed-use in commercial areas.
- Encourage multifamily residential developments in commercial corridors where retail and commercial activities are no longer viable.
- Encourage owner-occupied multifamily residential above commercial in mixed use

developments along commercial corridors in infill locations where retail and commercial activities are being revitalized.

- Consider prohibiting drive-thru establishments, stand alone gas stations, and stand alone fast food services.

#### ***Form Policies***

##### ***Block and Parcel***

- Promote stronger connections between commercial buildings and the street edge by bringing buildings closer to the right-of-way. Buildings on the block should work together to define the edges of commercial corridors at or near the property line.
- New commercial buildings shall avoid curb cuts on primary street frontages.
- Make walking an attractive and safe experience.
- Encourage street parking, except on major highways.
- Ensure that pedestrian movement and access points are well lit at night.



### ***Building and Site Elements***

- Preserve the historic character of older commercial areas.
- Create a commercial overlay district to restrict building heights to three stories outside of commercial nodes
- Promote transformation of strip commercial development into street edge commercial development by encouraging the construction new commercial structures along the street edge.
- Provide primary business entrances along the public sidewalk at the street edge.
- Provide for 75% of street façade surface to be transparent to encourage window shopping. Avoid blank walls along street facades.
- Encourage outdoor sidewalk seating for eating and drinking venues in commercial corridors.
- Encourage streetscape initiatives that will provide benches, lighting, plantings, paving treatments and other design elements to enhance the pedestrian experience.
- Restrict parking to the minimum number of spaces required to accommodate customers/visitors to the commercial corridor. Require all large parking lots to be subdivided into smaller lots by generous landscaping and pedestrian-friendly connections. Large uninterrupted parking lots should be prohibited.
- Do not place parking lots in front of buildings. Parking access should be restricted to alley or side street approaches. Encourage shared parking among businesses.
- Use landscaping, masonry walls or metal fencing and generous plantings to buffer parking lots and service entries that occur along shopping streets.





## ***Redevelopment Strategies***

### ***Commercial***

- Focus improvement efforts on key commercial corridors that influence the perception of the Southeast Side as specified in the Districts and Corridors chapter.
- Propose changes to zoning requirements to allow for Bed & Breakfast establishments. Allow conversion of residential units for these uses.
- Attract retailers in commercial corridors that add to the retail mix by providing a greater range of goods, services and pricing than already exists.
- Promote the reuse of vacant buildings and lots in commercial area with uses that are appropriate.
- Focus aesthetic improvements to build on commercial corridors with strong business association activities.
- Encourage Business Improvement Districts (BIDs) in commercial corridors to promote aesthetic improvements, crime prevention and business district promotion.
- Provide access for locally grown produce and promote the formation of Community Supported Agriculture (CSA) organizations.



### 3.6 Industrial

#### *Vision*

The industrial policies and strategies seek to preserve and improve existing industrial areas within the Southeast Side and allow room for new industrial growth within existing industrial areas.

#### *Land Use Policies*



- For existing industrial loft buildings subject to change, find a balance between preserving industrial and manufacturing uses and allowing adaptive reuse of buildings for new commercial and residential uses.
- Core industrial areas should remain industrial. On edges of industrial edges, identify opportunities to transition to other uses such as modern light industrial business parks and mixed use developments. (See Port and Kinnickinnic River Districts). Discourage industrial areas from converting to big box commercial, except where part of an explicit district strategy.
- Encourage environmental “green” river corridor development on industrial parcels that border rivers.

#### *Form Policies*

- Promote the public image of industrial and business parks by ensuring appropriate and uniform signage identifying the park at all gateway entries. Signage shall be integrated into the façade design rather than free standing.
- Provide landscape buffers between industrial buildings / parking lots and adjacent land uses.
- Wherever possible place buildings at the street edge with public entries facing the street.
- All facades that are visible from the street should be designed to provide a dignified image for the business and sensitive to any other adjacent uses.
- Service loading docks should be located at the side or rear of the building.
- Parking lots should be located at the side or rear of the building. Include on-street and shared parking resources in parking requirement calculations. Also, minimize parking stall dimensions to decrease the parking lot size and allow for a larger building footprint. Use landscape walls and generous plantings to buffer parking that occurs along streets.
- Prohibit outdoor industrial activities that are a nuisance and screen any outdoor industrial uses from surrounding areas.



- Do not locate parking or waste facilities within 10 feet of the front line of the property, and screen these areas from view. Contain all refuse in an appropriate receptacle further enclosed by a 6-foot fence of solid material.
- Provide no more than two drive openings, and provide appropriate traffic control measures at all entrances to public rights-of-way.
- Encourage transportation alternatives for employees and visitors by providing:
  - Bicycle racks and employee shower/changing facilities. Free bike racks are available from the City of Milwaukee.
  - Covered bus shelters or waiting areas.
  - Pleasant, safe and accessible walkways.
  - Preferred parking for carpools.

### ***Redevelopment Strategies***

- Promote the reuse of vacant industrial buildings and lots with new businesses. Reuse is preferred over new construction.
- Encourage business associations in industrial corridors to promote aesthetic improvements, crime prevention and business development.
- Promote a green-industry business park.



### 3.7 Open Space

100

“Beyond helping to define a street, separating the pedestrian realm from vehicles, and providing shade, what makes trees so special is their movement; the constant movement of their branches and leaves, and the ever-changing light that plays on, through, and around them.” A.B. Jacobs, *Great Streets*

#### ***Vision***

The Southeast Side contains some very high quality green spaces and undeveloped open spaces. The open space policies and strategies seek to promote sociability and civic engagement and guide the placement, design, linkages and accessibility to achieve a balance between the natural and built environment.

Open space in this section refers to public green space, green infrastructure, parks, playfields, “third places”, plazas, sidewalks, paths, and bike trails.



#### ***Attributes of Successful Open Space***

New developments should include a variety of public and private green spaces. It is important that they achieve the following purposes:

##### ***Access and Linkages***

A successful space is easy to get to and get through: it is visible both from a distance and up close. Clearly defining the edges is important. Accessible places are ideally convenient to pedestrians and public transit.

##### ***Comfort and Image***

Public space ought to be clean, safe and attractive. Giving people choices about where they'd like to sit is important.

##### ***Uses and Activities***

Different activities can take place in a public place at the same or different times. Ideally, the space should be used for passive and active activities throughout the day. People of different ages should be attracted to the space.

##### ***Sociability and Civic Engagement***

Places where people connect and interact in a shared environment contribute to the life of a neighborhood.

Source: PPS

### **Land Use Policies**

- Develop an interconnected system of parks, natural areas, and bike/ped paths.
- Add public places (plazas, squares, and courtyard) in the most intensely planned / developed locations within districts and corridors.
- Support the restoration of rivers and creeks to provide an environmental corridor with public access integrated with larger development master plans.



- Promote the Milwaukee County Oak Leaf bicycle trail extension as an important contributor to connecting the Southeast Side.
- Create safe public access points to all trails and parkways.

### **Form Policies**

- Provide places where people connect and interact in a shared environment. Encourage significant and formal public spaces in the design and development of new institutional buildings.

- Ensure institutional public spaces (schools playgrounds) are green and visibly accessible to the public with any fencing minimal in height.
  - Maintain and improve visibility to and within the parks, parkways and open spaces to promote public surveillance and improve safety.
  - Create pedestrian and bike paths through park spaces that connect to the surrounding street and block system.
  - Encourage signage and way-finding elements that identify public access to parks, parkways, and trails.
  - Design boulevards that create value and require minimal maintenance.
  - Green up existing traffic triangles.
- ### **Redevelopment Strategies**
- Use open space to create value or add value to districts and corridors and new development.
  - Use open space to balance dense development.
  - Landscape businesses uniformly to give them an identity and to reinforce the street right of way as a public open space.

- Consider creating a residential improvement district to fund park improvements and programs.

### ***3.8 Civic and Institutional***

#### ***Vision***

The civic and institutional policies and strategies focus on governmental, health care, educational and training facilities in the Southeast Side. The area is served by the K-12 MPS school system, several private schools, and two libraries. It has no institutions of higher learning nor major hospitals or healthcare facilities. The following policies aim to establish specific considerations for future institutional uses that will assist in efforts to attract these large employment centers.

#### ***Land Use Policies***

- Locate new Institutional uses to be a catalyst that stimulates added economic growth and development in the surrounding area.
- Locate institutional uses with high traffic generation with good access to major arterials and transit routes.
- Attract higher education facilities within the area to serve local and outlying populations and broaden the neighborhood jobs base.
- Explore the need for additional or updated healthcare facilities, urgent care facilities and clinics.
- Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees.

- Discourage non-profits from underutilizing land, especially by holding underutilized parking lots.
- Permit industrial areas adjacent to residential areas to be converted to institutional uses that require a large parcel.
- Locate civic and institutional buildings and uses in prominent locations to encourage a sense of identity.

**Form Policies**

- Link new institutional uses to the neighborhood with attractive pedestrian connections to promote walking and bicycling as a primary means of access.

- Include public open space and/or art as part of any new major facility.

**Redevelopment Strategies**

- Locate tax-exempt uses in buildings previously occupied by tax-exempt uses whenever feasible.

- Discourage concentration in number and intensity of social services providers in any one part of the planning area.

- Encourage the expansion of the Great Lakes Water Institute within the planning area.





### **3.9 Transportation and Infrastructure**

#### ***Vision***

One of the strengths of Southeast Side is that it is well served by a wide variety of transportation modes and this advantage should be continued, enhanced, and exploited. The area is currently served by streets, highways, sidewalks, bikeways, public transit, a port, two railroads, and a major airport.

#### ***Land Use Policies***

- Consider the master planned expansion of General Mitchell International Airport.
- Promote neighborhood stops for express bus service to General Mitchell International Airport.
- Maintain transit service along routes in all currently served neighborhoods in the area.
- Support the KRM commuter rail service.
- Extend the network of bicycle routes within the area.
- Direct truck traffic to truck routes and away from residential areas.
- Exploit transportation facilities as potential unique development nodes. These include airports, ports, lake ferries, express transit stops (whether bus or rail), and rail stations.

#### ***Form Policies***

- Design cross sections and dedicated right-of-way for mass transit, automobiles, bicycles and pedestrians based upon the needs, character and intensity of adjacent land uses.
- Design cross sections and dedicated right-of-way for mass transit, automobiles, bicycles and pedestrians to include continuous tree parkways.
- Enhance pedestrian connections between local neighborhood workplaces, shopping areas, recreational / open space, civic/ institutional sites and other land uses.
- Require continuous sidewalks and adequate sidewalk connections on all major corridors.
- Encourage shared parking areas that include adequate pedestrian and vehicular linkages between them.

- Prohibit increasing the traffic capacity within rights-of-way if expansion would negatively impact the majority of adjacent land uses.
- Improve aesthetic appeal of arterials not just the traffic flow by implementing streetscape enhancements.
- Maintain and promote two-way traffic on streets.
- Don't permit cul-de-sacs and street closures unless it's necessary to improve public safety or respond to a platting issue.
- Connect the airport to downtown Milwaukee with a bus or rail rapid transit line.
- Connect downtown Milwaukee to other south shore communities, Racine, and Kenosha with a commuter rail line.

### ***Redevelopment Strategies***

- Use infrastructure dollars wisely by prioritizing reinvestment over expansion.
- Emphasize the movement of more people, (multi-modal) rather than the movement of more vehicles, when making investment decisions.
- Encourage major transit lines and stations near existing and planned development projects and incorporate site design measures that enhance access to the transit system (transit oriented development.)
- Encourage Intelligent Transit System technologies to be placed in bus stops shelters along key transit routes. This technology includes monitors that identify the time of arrival of the next bus.

