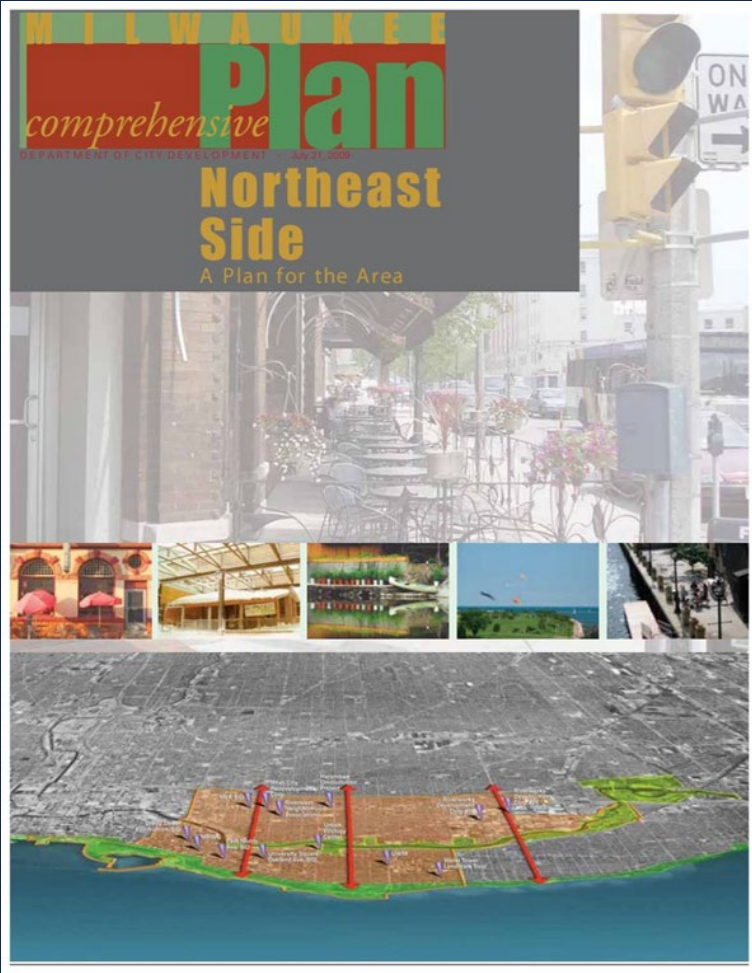


KING DRIVE CORRIDOR PLAN

Common Council File No. 250727 | Directing Resolution
Zoning, Neighborhoods & Development Committee
September 16, 2025



PROJECT BACKGROUND



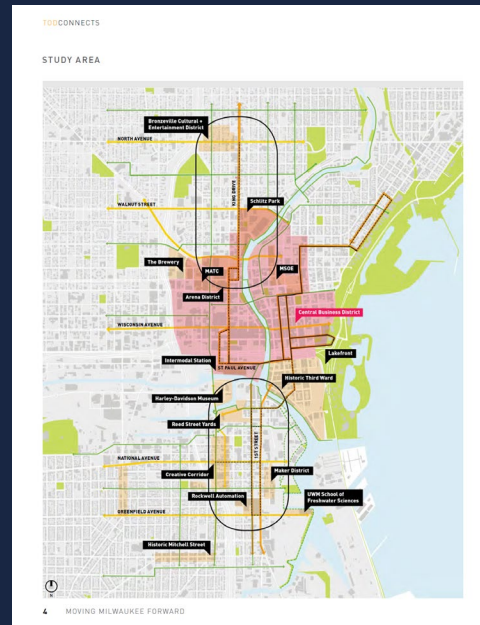
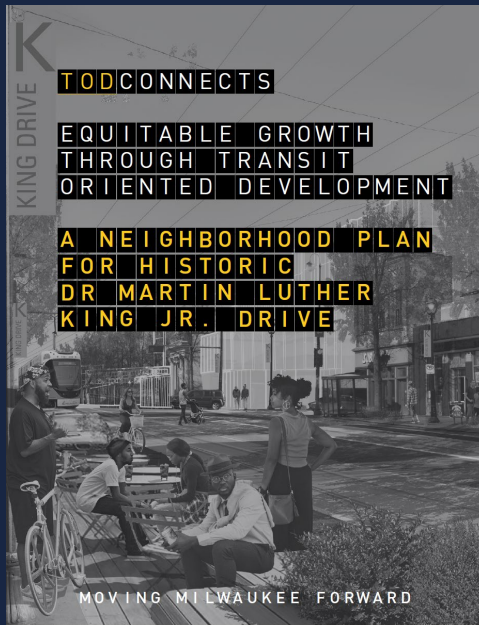
The Northeast Side Area Plan was adopted in 2009.

Since then...

- significant development has occurred, and
- new issues and opportunities have emerged.

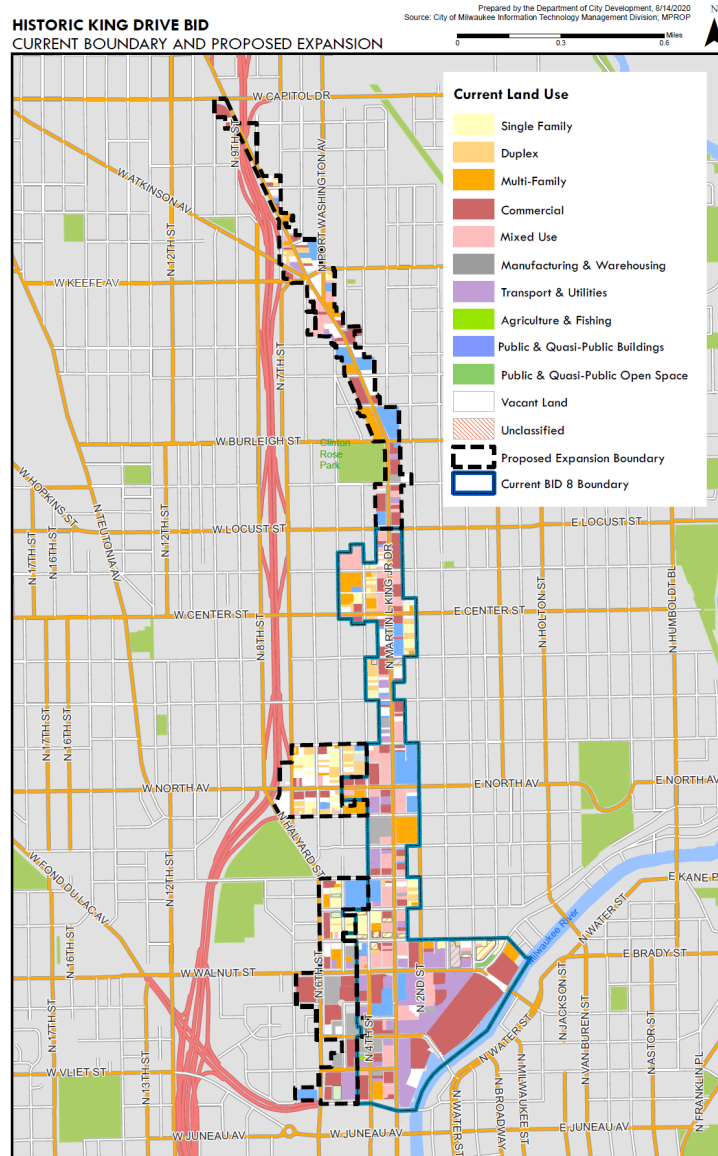
PROJECT BACKGROUND

In 2018, Council adopted the Equitable Growth Through Transit Oriented Development Plan (TOD Plan)



- The TOD Plan includes recommendations for transit-oriented development along proposed streetcar extensions, including portions of King Drive – **south of W North Avenue.**

PROJECT BACKGROUND



In 2020, Council approved an expansion of the Historic King Drive BID No. 8 boundaries north to West Capitol Drive.

- Parts of the corridor north of West North Avenue have not been part of an official City comprehensive planning process since 2009.
- This includes portions of King Drive within the Harambee and 5-Points Neighborhoods.

PROJECT OBJECTIVES

- 1) Facilitate inclusive **ENGAGEMENT** of area residents, businesses and other stakeholders to build a long-term vision for the future of King Drive.
- 2) Identify **KEY SITES FOR REDEVELOPMENT** and create visuals to illustrate potential development concepts that align with community goals.
- 3) Identify actionable strategies to market and redevelop **CITY-OWNED VACANT LAND AND BUILDINGS** in the King Drive Corridor.
- 4) Assess market dynamics, and develop a tenanting and **COMMERCIAL REVITALIZATION STRATEGY** for King Drive.
- 5) Identify key placemaking opportunities, and develop short-term **ACTIVATION STRATEGIES** for specific locations along the Corridor.
- 6) Explore opportunities and long-term strategies for **PUBLIC OPEN SPACE**.
- 7) Identify and address **PARKING** challenges in the area.



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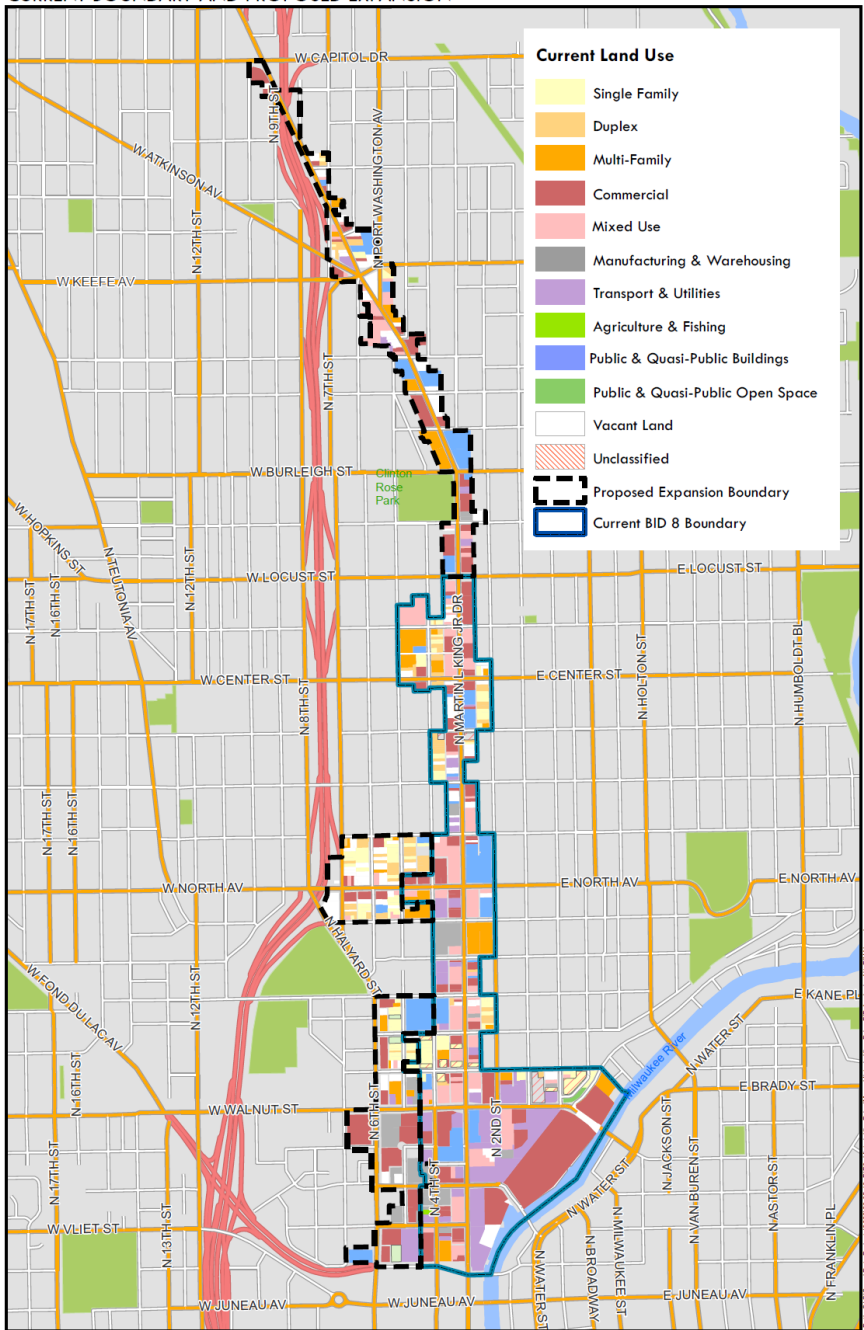


HISTORIC KING DRIVE BID

CURRENT BOUNDARY AND PROPOSED EXPANSION

Prepared by the Department of City Development, 8/14/2020
Source: City of Milwaukee Information Technology Management Division; MPROF

Source: City of Milwaukee Information Technology Management Division; MPROP



THANK YOU!

**"OUR CHALLENGE TODAY
IS TO REBUILD BECAUSE
THAT'S IMPORTANT FOR
THE LONG-TERM SUSTAIN-
ABILITY & REVITALIZATION
OF THE NEIGHBORHOOD."**

- Welford Sanders



DEPARTMENT OF
CITY DEVELOPMENT

