

Envision South 13th Street Together

Zoning, Neighborhoods & Development
Tuesday, February 22, 2022



Project Partners



Crisol Corridor Business Improvement District



Milwaukee Metropolitan Sewerage District



Sixteenth Street Community Health Centers

- Crisol Neighborhood Group
- Holt Park Neighborhood Association
- KK River Neighbors in Action
- South of the Tracks – Polonia Neighborhood Association
- Southside Organizing Center

ACKNOWLEDGEMENTS

CITY OF MILWAUKEE

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Ald. Anbari-Rahaman
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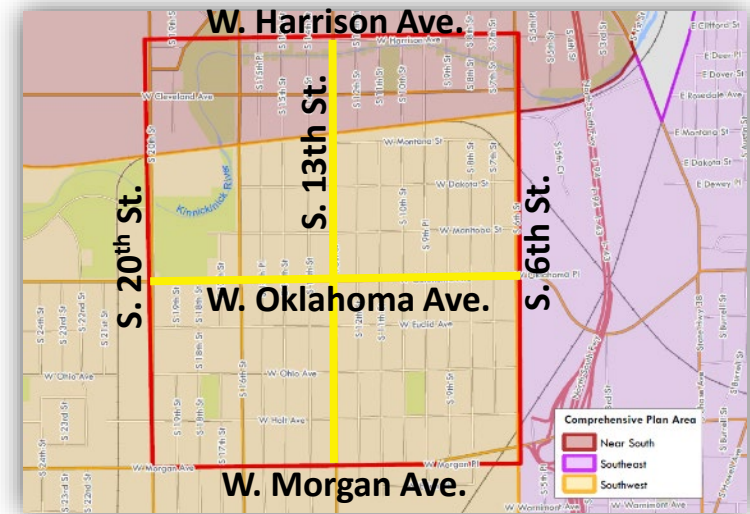
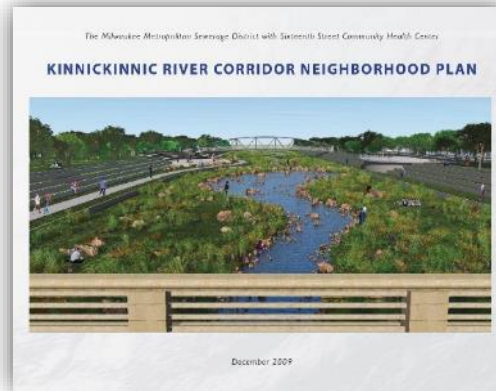
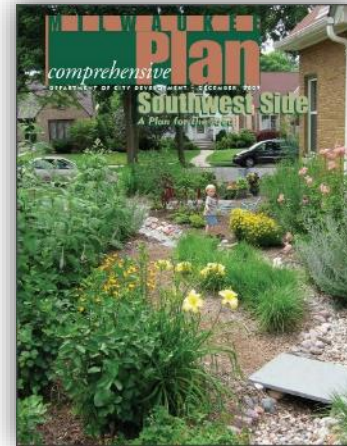
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ENVISION SOUTH 13TH STREET TOGETHER STRATEGIC ACTION PLAN

Comprehensive Plans & KK River Plan

- 14 Area Plans
 - Guide future development with land use, design, and catalytic project recommendations.
- Southwest Side Plan – Dec. 2009
- Near South Side Plan - May 2009
- Kinnickinnic River Corridor Neighborhood Plan – Dec. 2009



What & Why?

A Strategic Action Plan

- Recommend projects
- Identifies timelines
- Identifies responsible parties
- Defines next steps

Why?

- From BID and Community
- Define steps to reinvigorate the corridors
- Connect to neighborhoods



**ECONOMIC
DEVELOPMENT**



**STREETS &
TRANSPORTATION**



**GENERAL
SAFETY**



**COMMUNITY
BUILDING**



**OUTDOOR
RECREATION**



**STORMWATER & FLOOD
MANAGEMENT**



**PLACEMAKING
& ART**

Planning Process

Spring '20

Summer '20

Fall '20/Winter '21

Spring '21

Summer/Fall '21

Winter '21-'22

Residential & Business Surveys (Feb-Nov)

Plan Launch
August 13, 2020

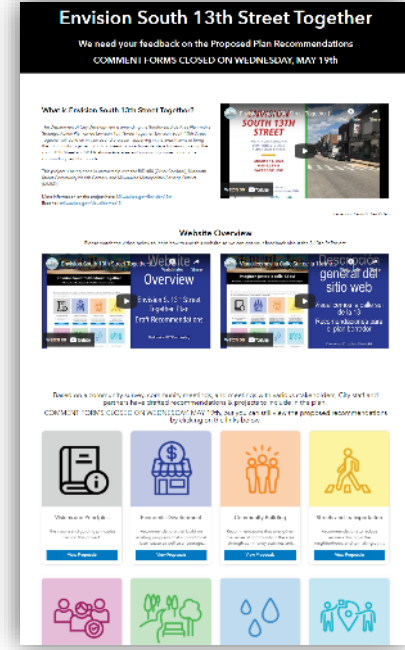


Outreach –
Public Meetings, PAG Meetings, Business Meetings, interviews, presentations, youth engagement, etc.



Draft Recommendations
Public Mtg. and website

Drafting the Plan

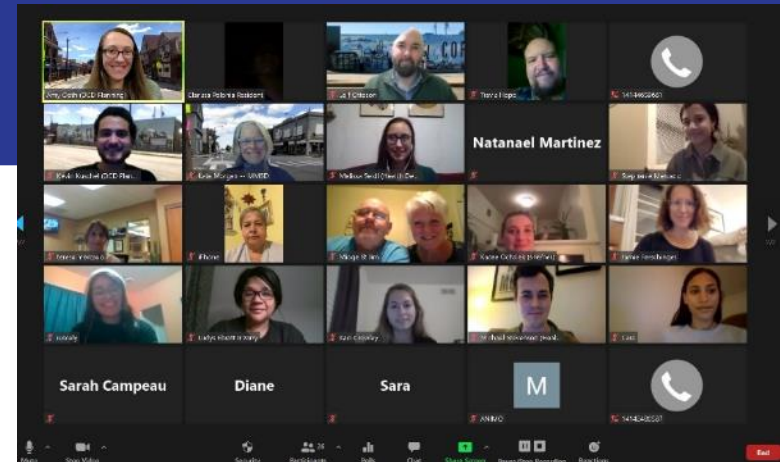


Plan Draft Public Review, Outreach & Public Meeting

Adoption

Engagement

- Bilingual **Facebook Live Launch with 1000+ views!** of the recording
- **6 bilingual virtual public meetings**
- **400+ views** of meeting recordings and clips
- 2 business-focused meetings
- 2 interviews - **1 news article + 1 podcast**
- **Direct engagement with youth** at 2 schools
- **5 pop-ups** at community events and presentations to neighborhood groups
- **25 yard signs**
- **12 one-on-one** meetings
- **236 Survey responses** (residential & business)
- **900+ interactions** on Project website
- **50+ social media posts:** Facebook, Twitter, Instagram, + City's E-notify + partner's email lists and partner social media



Milwaukee City Development
Published by Karleen Cortes · January 27 at 10:58 AM · Instagram


Have you submitted your photos yet? The deadline is January 29! Take a pic and share!

For information about the Envision South 13th Street Together plan, visit milwaukee.gov/envision13th

¿Ya sometiste tus fotos? ¡La fecha límite es el 29 de enero! ¡Toma una foto y compártela!


Para información sobre el plan Visualicemos la Calle Sur de la 13, visita milwaukee.gov/visualicemos13... **See More**


See Translation

Envision S 13th Street Together  **Submit a photo!**

Check out these great examples and submit yours by Friday, January 29!


How to submit your photo: Post in the comments or PM this account or email us at southwest@milwaukee.gov. Your submission will assist us with the Envision South 13th Street Together plan and may be used within the final plan documents. **Deadline:** January 29, 2021.



Visualicemos la calle sur de La 13  **¡Enviar una foto!**

¡Echa un vistazo a estos divertidos ejemplos y envía tus fotos en o antes del 29 de enero!

Cómo entregar su foto: Coméntala en los comentarios o envíe un mensaje privado a esta cuenta o envíe un correo electrónico a southwest@milwaukee.gov. Sus fotos ayudarán con el plan Visualicemos la Calle Sur de la 13 y podrán ser utilizadas dentro del documento Final del plan. **Fecha límite:** 29 de enero del 2021.



The Vision & Guiding Principles

“The Envision South 13th Street Together Plan builds upon the area’s identity and imagines South 13th Street, West Oklahoma Avenue, and the surrounding neighborhoods as a diverse, welcoming, and vibrant community that honors the unique history of the area with places for all ages, abilities, and backgrounds to walk, work, play, and shop”



Chapters 1-3

1. INTRODUCTION

VISION

The goals of the plan were to revitalize the community and to create a vision statement for the future of the area. This plan is a vision statement for the future of the area.

WHY WAS THE PLAN DEVELOPED?

- The area is a mix of residential and commercial buildings.
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WHAT IS ENVISION SOUTH 13TH STREET TOGETHER?

Envision South 13th Street Together is a community-driven plan to revitalize the area and to create a vision statement for the future of the area.

2. AREA SUMMARY

PROJECT THEMES

Envision South 13th Street Together is a community-driven plan to revitalize the area and to create a vision statement for the future of the area.

CHAPTER 1 INTRODUCTION

3. WHAT WE HEARD

THE STEPS LEADING UP TO THE PLAN

There were many discussions happening in the community in the years leading up to Envision South 13th Street Together. The plan was developed through a series of community meetings and public input.

CHAPTER 3 WHAT WE HEARD

HISTORY & SIGNIFICANT MILESTONES

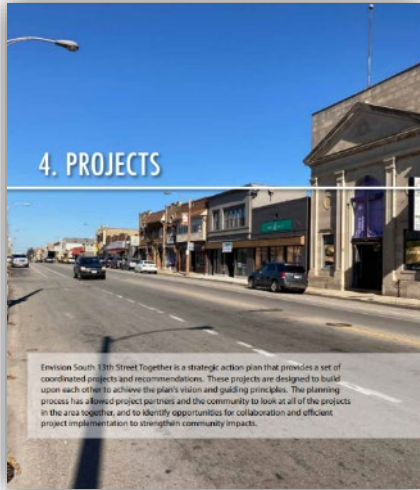
BUSINESS, ECONOMY, & LAND

INDUSTRIAL LAND ANALYSIS

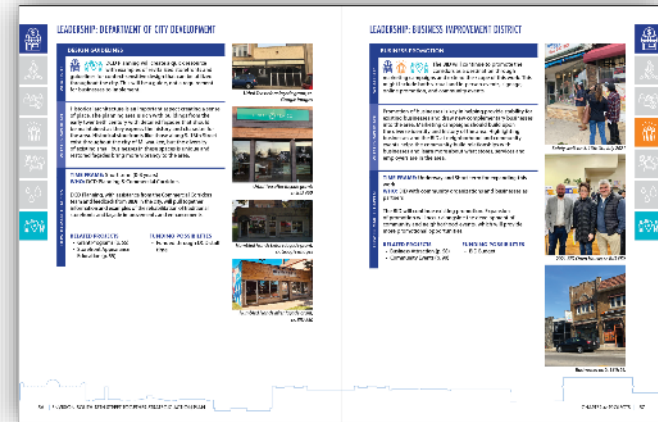
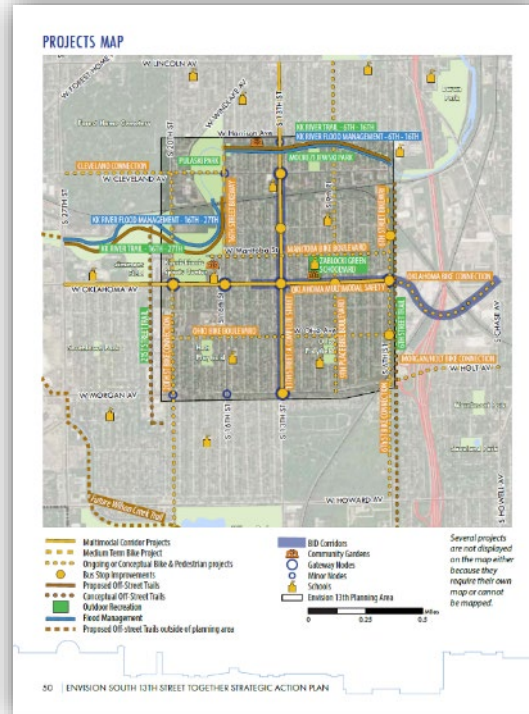
GROWING PROSPERITY

LAND USE MAP

Chapter 4 - Projects

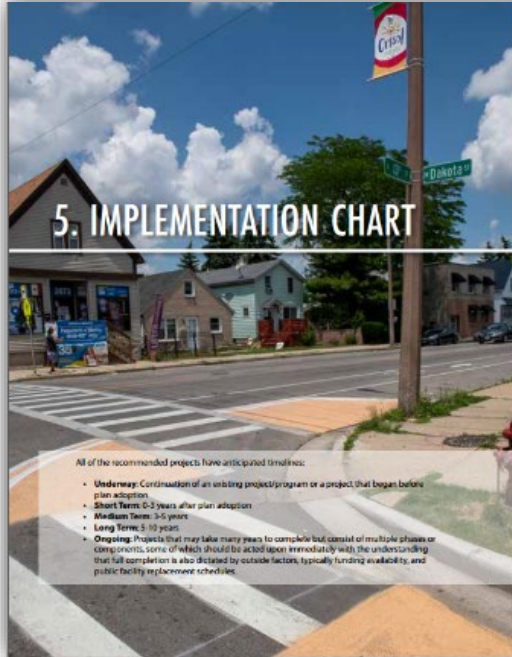


- Projects organized by themes



- Project Description
- Why Its Important
- How to Make it Happen
- When

Chapters 5 & 6



To aid in implementation, the chart on the following pages provides quick resource that lists all of the projects, leads, implementation partners, and time frames. Icons are included to reference when projects are related to other themes. Check individual project pages to see related projects.



Economic Development

Project Name & Theme(s)	Lead	Partners	Timing	Funding Possibilities
Grant Programs (p. 55)	Partnership	- BID - OCD/Commercial Corridors	Ongoing	- Continuing funding through City budget and BID budget
Storefront Appearance Education (p. 56)	Partnership	- BID - DNS - MHD - OCD/Commercial Corridors	Short term	- Funded through staff time
Design Guidelines (p. 56)	OCD	- OCD Planning & Commercial Corridors	Short term	- Funded through OCD staff time
Business Promotion (p. 57)	BID	- Community organizations and businesses	Ongoing and Street fairs for fundraising work	
Business Attraction (p. 58)	BID	- OCD/Commercial Corridors	Ongoing	
Business Banking Education (p. 59)	BID	- OCD/Commercial Corridors - Area CDBs and other local financial services providers	Short term	
Crime Reduction - Business Access (p. 59)	BID	- Businesses	Ongoing/Ongoing	
Litter Reduction (p. 60)	BID	- Businesses, schools, and neighborhood organizers	Short-term	
Development Guidance (p. 61)	Developers & Businesses	- TBD	Ongoing	

All of the recommended projects have anticipated timelines:

- Underway:** Continuation of an existing project/program or a project that began before plan adoption
- Short Term:** 0-3 years after plan adoption
- Medium Term:** 3-5 years
- Long Term:** 5-10 years
- Ongoing:** Projects that may take many years to complete but consist of multiple phases or components, some of which should be acted upon immediately with the understanding that full completion is also dictated by outside factors, typically funding availability, and public facility replacement schedules.



The Envision South 13th Street Together Action Plan is intended to continue beyond this Plan. The Plan's projects provide opportunities to improve both the vitality of the business corridors and the quality of life of the residents in the neighborhood. Use of the guiding principles described in Chapter 1 will lead to more informed, efficient, and impactful projects. The City also encourages businesses and community members to stay involved to ensure that projects reflect the community's vision.

The implementation and completion of the projects outlined in Envision South 13th Street Together will require a sustained and dedicated effort from the City of Milwaukee, its partners, and the community. Some projects will occur in the short term, while others represent a longer term concept or vision requiring additional community engagement and study. Funding is in place for a number of projects to proceed in the coming months and years, while additional resources will need to be identified to begin others.

MEASURING SUCCESS

The projects outlined in this Plan aim to reinvigorate the economic vitality of the business district, and improve the overall quality of life for residents, employees, and visitors to the Crisol Corridor neighborhoods. They are also meant to further the City's sustainability and resilience goals and help facilitate new investments by improving the built environment.

This planning proposal utilizes before and after measures for applicable projects in order to gauge their success in furthering the guiding principles set forth in the plan. The City of Milwaukee has strengthened its framework for measuring the impact of infrastructure investments through the implementation of its Complete Streets Policy. The Complete Streets Health and Equity Annual Report provides definitions and measurable criteria to evaluate the impact of major transportation projects.

Baseline data should be gathered at the beginning of large-scale projects. The following list contains potential success measures that can be used when evaluating Envision South 13th Street Together projects. The ability to gather data and the extent of data collected will vary by project type and scale. The Area Summary in Chapter 2 contains some before data for the full Envision 13th planning area.

- Multiple types of projects**
- Self-reported level of physical activity
 - Self-reported mental health
 - Self-reported time spent outside per week or month
 - Sense of community pride and ownership
 - Increase in bicycling and walking
 - Increase of access to natural areas
 - Crime - real and perceived
 - Land value
 - Increase in commerce

- Economic Development Projects**
- Vacant properties redeveloped
 - Enhanced marketability of corridor
 - Improved perception of the area
 - Jobs

- Streets Projects**
- Reduction in crashes
 - Reduced vehicle speeds
 - Safer conditions for pedestrians and bicyclists
 - Traffic counts

- General Safety Projects**
- Increased trust between MPD and the community
 - Reduction in crime
 - Reduction in the perception of crime
 - Increase in communication
 - Increased civic engagement
 - More engaged youth

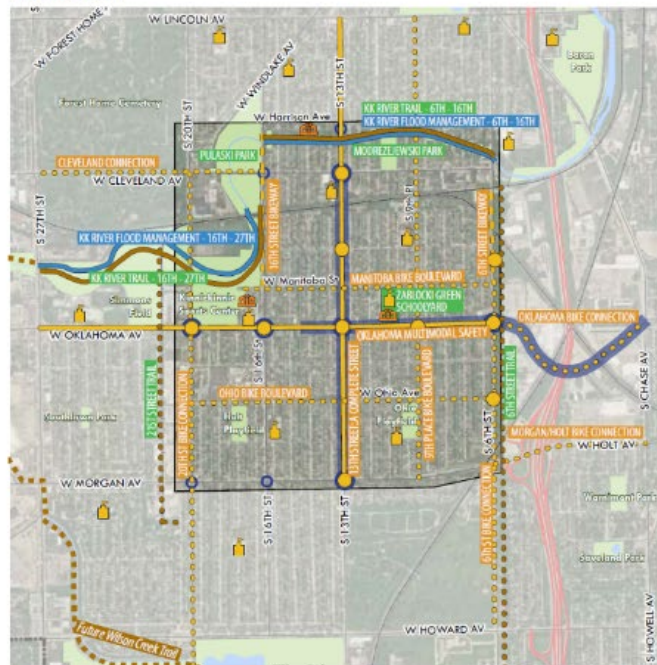
- Trail Projects**
- Number of individuals using trails
 - Number of additional miles of trails added
 - Number of activities and events hosted on trails

- Parks and Public Space Projects:**
- Number of individuals using public space and new amenities
 - Self-reported time spent at public space per week or month
 - Number of activities and events held in public space
 - Number of diverse groups hosting programs or events associated to the public space
 - Use of new outdoor classrooms for environmental education

- Stormwater Management Projects**
- Reduced impacts from stormwater flooding

Short Term Project Highlights

PROJECTS MAP



- Multimodal Corridor Projects
 - Medium Term Bike Project
 - Ongoing or Conceptual Bike & Pedestrian projects
 - Bus Stop Improvements
 - Proposed Off-Street Trails
 - Conceptual Off-Street Trails
 - Outdoor Recreation
 - Flood Management
 - Proposed Off-street Trails outside of planning area
 - BID Corridors
 - Community Gardens
 - Gateway Nodes
 - Minor Nodes
 - Schools
 - Envision 13th Planning Area
- Several projects are not displayed on the map either because they require their own map or cannot be mapped.

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Project Highlights – Economic Development, Placemaking and Community

Grant Programs

Continuation of City and BID grants

- Building improvements
- Security
- Beautification

Litter Reduction

- Adding trash cans
- Continuing community clean-ups



Humbled Hands before façade grant.



Humbled Hands after façade grant.



Project Highlights – Economic Development, Placemaking and Community

Street Activation

- Planters
- Outdoor seating
- Bike racks
- Parklets



Example of a Parklet

Events

- Continuing CPTED walks
- Exploring sidewalk sales
- Exploring a small street festival



CPTED Walk

Project Highlights – General Safety

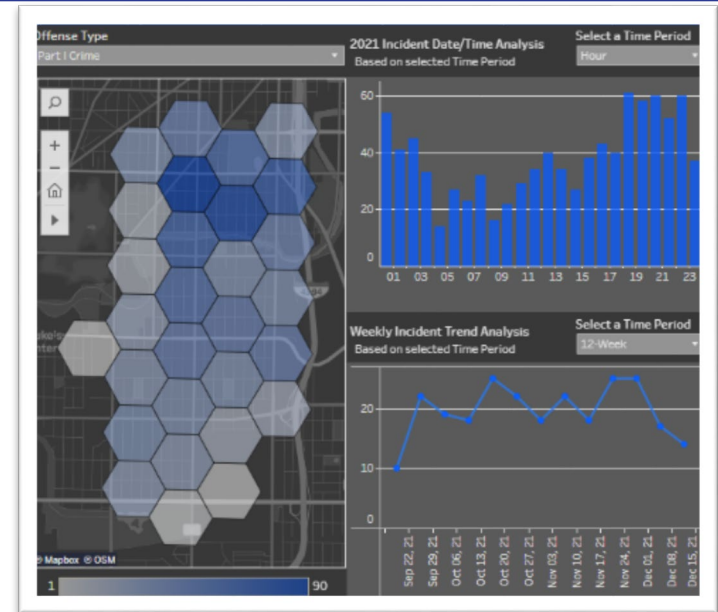
Targeted Deployment

- Data to focus location of foot and bicycle patrols

Safety Education Campaign

What?

- MPD engagement through events and safety tips
- OVP expands services to south side

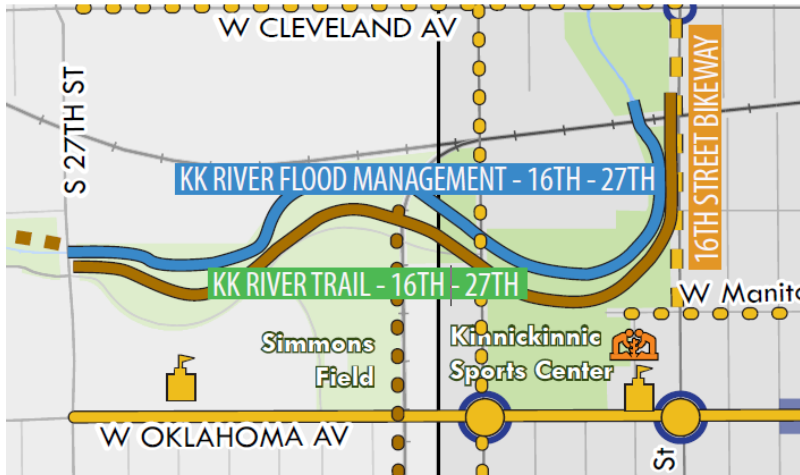


Project Highlight – Outdoor Recreation

Kinnickinnic River Trail & Rec Space – 16th-27th Street



- Off-street shared use trail from Pulaski park to 27th Street
- Replaces on-street segment from S. 20th St. to S. 27th St.

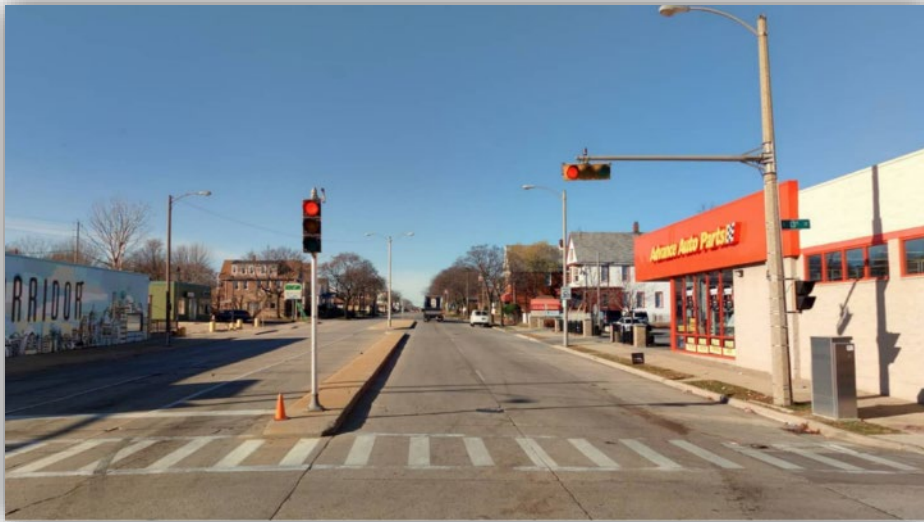


When?

- Coordination with MMSD
- Remaining funding

Project Highlight – Transportation & Streets

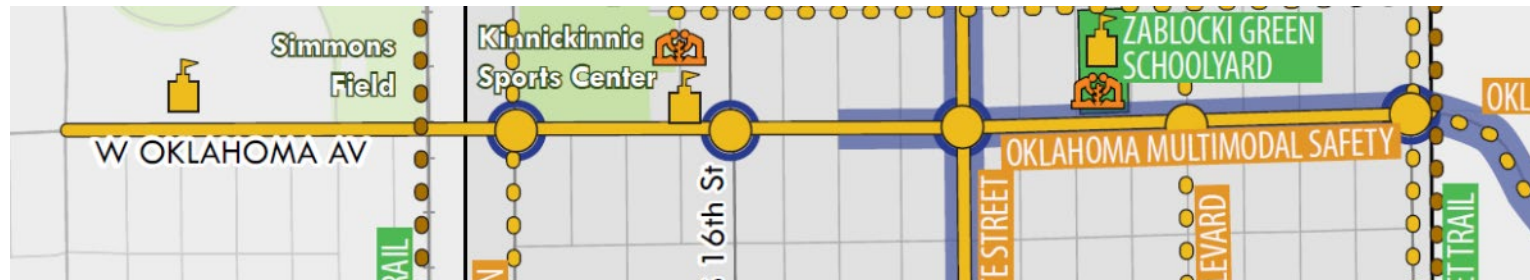
Oklahoma Avenue Multimodal Safety Improvements



Street redesign

- Reduce motor vehicle speeds
- Safer accommodations for
 - Walking
 - Biking
 - Transit
 - Driving

Outreach likely to start in 2022



Next Steps

- **ZND**
- **Common Council approval**
- As part of the City of Milwaukee's Comprehensive Plan, Envision South 13th Street Together serves as **an official guiding document.**
- Guides land use decisions, identifies neighborhood priorities, and informs policies and public investments.
- Assists the City and partners in **seeking funding for implementation**
- Project summaries show that the by a **committed and capable team of partners** to carry out projects



Thank you!