



## South 13<sup>th</sup> Street Strategic Action Plan

A Strategic Action Plan amendment to the Southwest Side Comprehensive Area Plan

### What is it?

The Department of City Development (DCD) proposes to develop the South 13<sup>th</sup> Street Strategic Action Plan as an amendment to the Southwest Side Area Plan.<sup>1</sup> The Southwest Side Plan was adopted by the Common Council as part of the City of Milwaukee’s Comprehensive Plan in 2009. This plan amendment will build upon initiatives and projects occurring in the area and bring the community together to build consensus on actionable steps for revitalizing the South 13<sup>th</sup> Street Corridor and improving connections to the surrounding neighborhoods.

### Background

South 13<sup>th</sup> Street is a main street corridor that serves the surrounding neighborhoods and attracts patrons throughout the city. South 13<sup>th</sup> Street is the main commercial corridor for BID #50 (Crisol Corridor) which formed in 2015.

Between 2006 and 2009, the Milwaukee Metropolitan Sewerage District (MMSD) worked with South Sixteenth Street Community Health Centers (SSCHC) and surrounding neighborhoods to develop the Kinnickinnic River Neighborhood Plan that set forth a vision for the river and surrounding area, including mitigating dangerous water flows and flooding. Community engagement has been ongoing since the plan’s completion and activity has ramped up in recent years. In 2017, MMSD submitted a proposal to the Center for Community Investment (CCI) to take part in a national initiative called Connect Capital. The Milwaukee proposal was one of six selected for the CCI initiative. Milwaukee’s Connect Capital initiative has brought together representatives from MMSD, the city, BID #50, and SSCHC to look at how to leverage MMSD’s flood management investment to catalyze the creation of community amenities, improve connectivity and safety through complete streets, and spur economic development.

Through Connect Capital outreach, the BID’s work, and SSCHC community projects, residents, businesses, and other stakeholders have brought forth concerns such as unsafe streets, underutilization of properties, and the need for a stronger identity for the South 13<sup>th</sup> Street corridor and the surrounding neighborhood. With all of the activity occurring in the area, there is a need for a planning process to align the needs of the community with public and private partners to spur action and advance the revitalization along South 13<sup>th</sup> Street.

### Proposed Planning Questions<sup>2</sup>

- How does the community, including residents and business owners, envision a revitalized South 13<sup>th</sup> Street corridor, and what strategies best achieve their goals for the corridor?
- How can investments in “Complete Streets” be implemented throughout the South 13<sup>th</sup> Street corridor planning area to spur economic development while creating safe and accessible connections to assets in the community?
- What are potential health impacts of an improved built environment envisioned for the corridor and surrounding neighborhoods?

---

<sup>1</sup> The title of the plan may change during the development of the plan. The planning area for the amendment also overlaps with a small portion of the Near South Side Area Plan, so the Near South Side Area Plan would be amended as well.

<sup>2</sup> These questions were developed based on community concerns and initiatives occurring in the area.

- How can green infrastructure be incorporated into to the revitalization of the South 13<sup>th</sup> Street planning area in a way that supports a clean & healthy environment and adds to the overall appearance, placemaking efforts, and the economic development potential of the corridor?

### **Process**

To address the questions above, the Department of City Development proposes to work in collaboration with BID #50, Sixteenth Community Health Centers (SSCHC), and Milwaukee Metropolitan Sewerage District (MMSD) to develop the South 13<sup>th</sup> Street Strategic Action Plan. The planning process would proceed in two phases.

- Phase 1 will be coordinated by SSCHC, the BID #50, MMSD, and others on the Connect Capital team, with support from DCD.<sup>3</sup> Phase 1 will include: initial surveys and interviews with residents and business owners to identify a shared vision for revitalization of the corridor; and gathering data on current conditions and trends such as street safety, potential locations for green infrastructure interventions, health indicators, and development. The preparatory work that will occur in Phase 1 prior to the formal launch of the plan amendment process will ensure that the agenda for the planning effort is established to respond to community goals.
- Phase 2 will be coordinated by DCD with support from the partners and will include the formal kick-off to the Strategic Planning process, community engagement through public meetings and pop-up events, and plan development.

### **Partners**

The plan will be shaped by input from key stakeholders: City departments including Department of Public Works (DPW), DCD, and the Milwaukee Health Department (MHD); elected officials; BID #50 leadership and members; Sixteenth Street Community Health Centers; MMSD, and the Milwaukee Connect Capital team. Safe and Healthy Streets, the Wisconsin Bike Fed, community-based organizations and resident leaders will also serve as core planning partners for this project. Representative community groups include: Southside Organizing Center, Crisol Corridor Neighborhood Association, Polonia Neighborhood Association, South of the Tracks Neighborhood Association, and KK River Neighbors in Action.

### **Outcome & Format**

South 13<sup>th</sup> Street Strategic Action Plan will provide action steps for redevelopment and revitalization of the South 13<sup>th</sup> Street commercial corridor. The planning document will also identify those parties responsible for implementation of the recommended strategies and projects as well as potential funding sources. The model for this planning work would be in the form of DCD's recent commercial corridor Strategic Action Plans. These Action Plans have been the vehicle to update a portion of an existing area comprehensive plan and advance the implementation of plan recommendations in response to emerging opportunities, neighborhood priorities, and specific projects without the need to create an entirely new area plan.

### **Timeline**

Phase 1 will begin in January of 2020. DCD anticipates formally launching Phase 2 of the planning process in May of 2020 and completing the plan by early 2021.

---

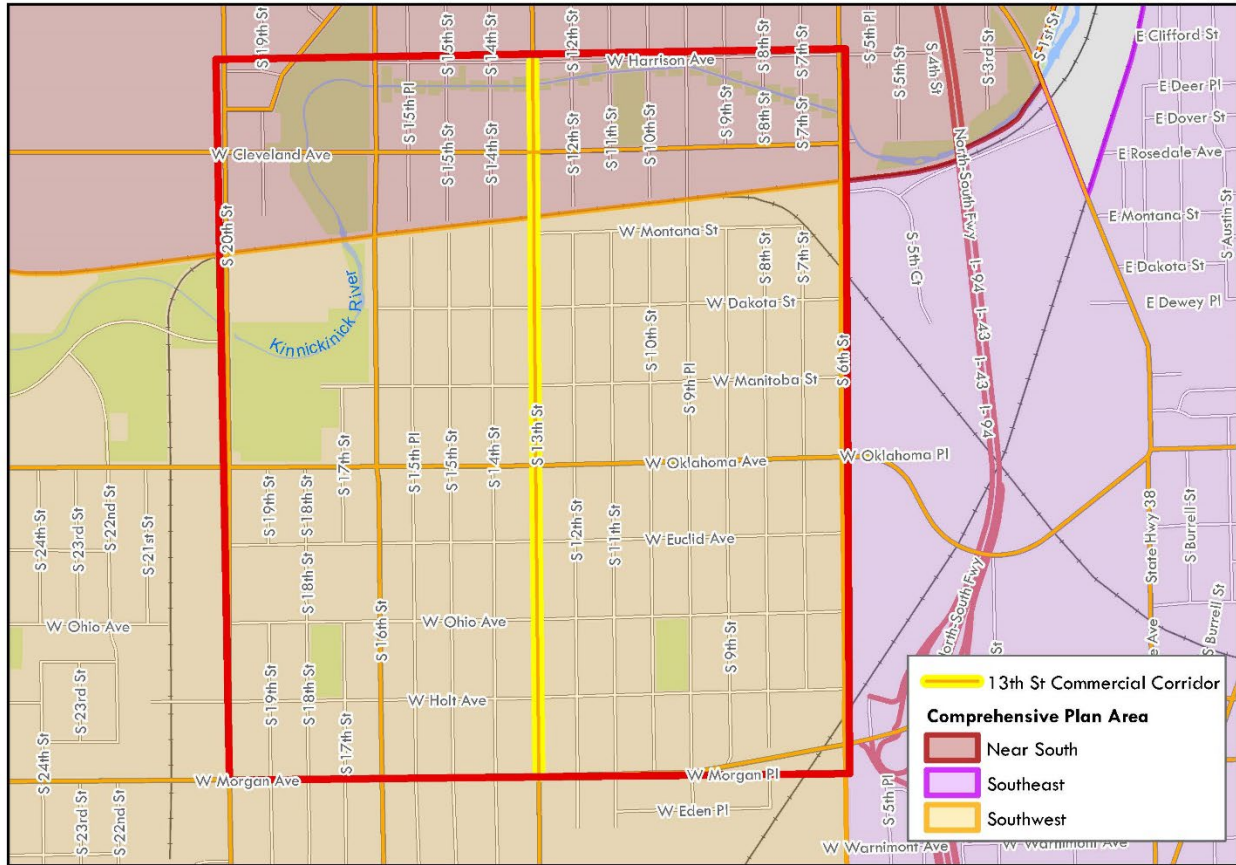
<sup>3</sup> SSCHC's work during Phase 1 and the beginning of Phase 2 will be funded through a grant from the Center for Community Investment in support of the Milwaukee Connect Capital Initiative. The grant timeline is January 1 – June 30, 2020.

## Geography

The plan will focus on the South 13<sup>th</sup> Street commercial corridor between Morgan Avenue and Harrison Ave. The Action Plan will also recommend connectivity improvements to better connect those neighborhoods to the 13<sup>th</sup> Street corridor and the Kinnickinnic River. Input will be solicited from the surrounding neighborhoods, generally between 20<sup>th</sup> Street and 6<sup>th</sup> Street, Morgan Avenue and Harrison Avenue.

### SOUTH 13TH STREET STRATEGIC ACTION PLAN

Prepared by the Department of City Development Planning Division, 1/6/2020  
Source: BCD Planning Division, Information Technology, Management Division



Path: S:\GIS and Data Projects\2019\19-10-23 Map for Amy\Map\_13thandOklahoma\_CensusTracts.mxd