

Equitable Growth Through TOD Planning

Bronzeville Advisory Committee

October 24, 2018



Agenda

1. Milwaukee Equitable TOD Goals
 2. What we heard
 3. TOD Approach – Corridors & Connectivity
 4. The Street Level Experience
 5. Achieving Implementation
 6. The Anti-Displacement Study
- Next Steps

**EQUITABLE TOD
GOALS**

Goals

- Extend investment from downtown
- Connect neighborhoods physically and economically
- Enhance places based on local distinctiveness
- Benefit existing community through equitable and inclusive strategies

Objectives

- “Road map” for **equitable growth** and development through transit oriented development (TOD)
- Framework for **investment** decisions, **zoning** code updates and practical **implementation** strategies
- Meeting **community and stakeholder** goals and aspirations

Phases + Timeline

PHASES	IDENTIFY THE OPPORTUNITY	PRELIMINARY DESIGN	REFINEMENT	FINAL FRAMEWORK PLAN
TASKS	<ul style="list-style-type: none"> Current and future projects Land use, access, open space Socio-economic factors Zoning baseline Market baseline SWOT 	<ul style="list-style-type: none"> Alternative development concept Catalytic site concepts Streetscape and public realm Wayfinding Zoning Parking Strategy evaluation 	<ul style="list-style-type: none"> Draft strategy Development Public realm, infrastructure Character Zoning Implementation Delivery 	<ul style="list-style-type: none"> Neighborhood plans Near-term projects Zoning Policy recommendations
COMMUNITY WORKSHOP	<ul style="list-style-type: none"> 1. Introducing the project 2. Exploring the neighborhoods 	<ul style="list-style-type: none"> 3. Design and idea sharing 	<ul style="list-style-type: none"> 4. Bringing neighborhoods into focus 	<ul style="list-style-type: none"> 5. Delivering the vision
SCHEDULE	Sept – Oct 2017	Nov 2017 – Jan 2018	Feb 2018 – May 2018	June 2018 – September 2018

What is TOD?

Transit Oriented Development

Development

Public realm

Streetscape

Creating new connections

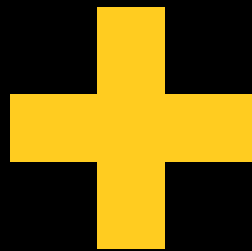
A strategy of connectivity



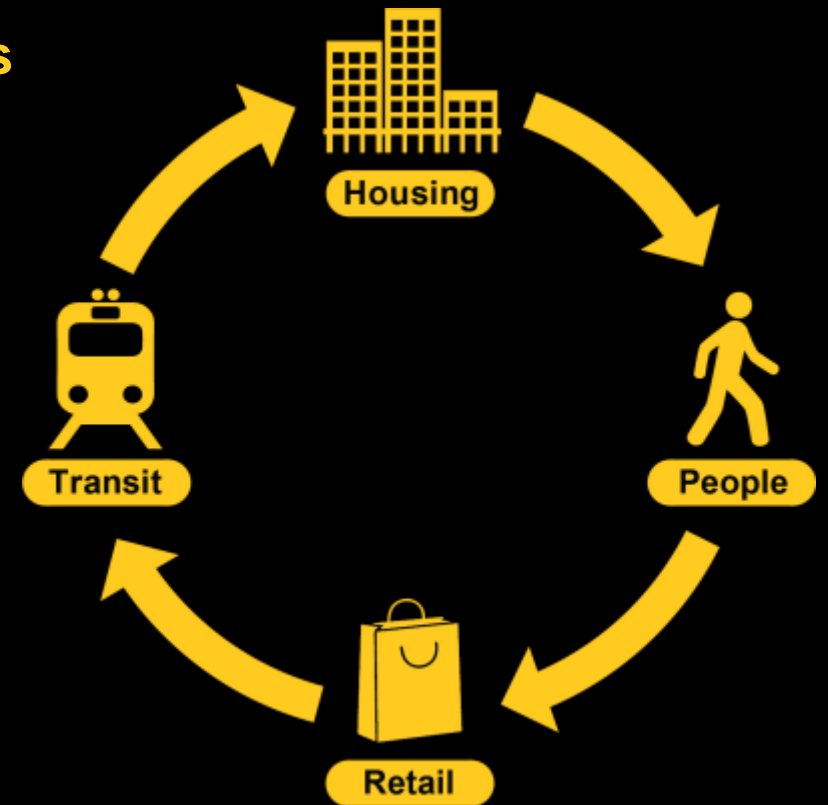
The Milwaukee Idea ... Advancing TOD

Typical TOD Themes

- **Commuting**
- **Mixed use**
- **Density**
- **Public realm**
- **Feasibility**
- **Value capture**



Equitable TOD Themes



A Strategy of Connectivity

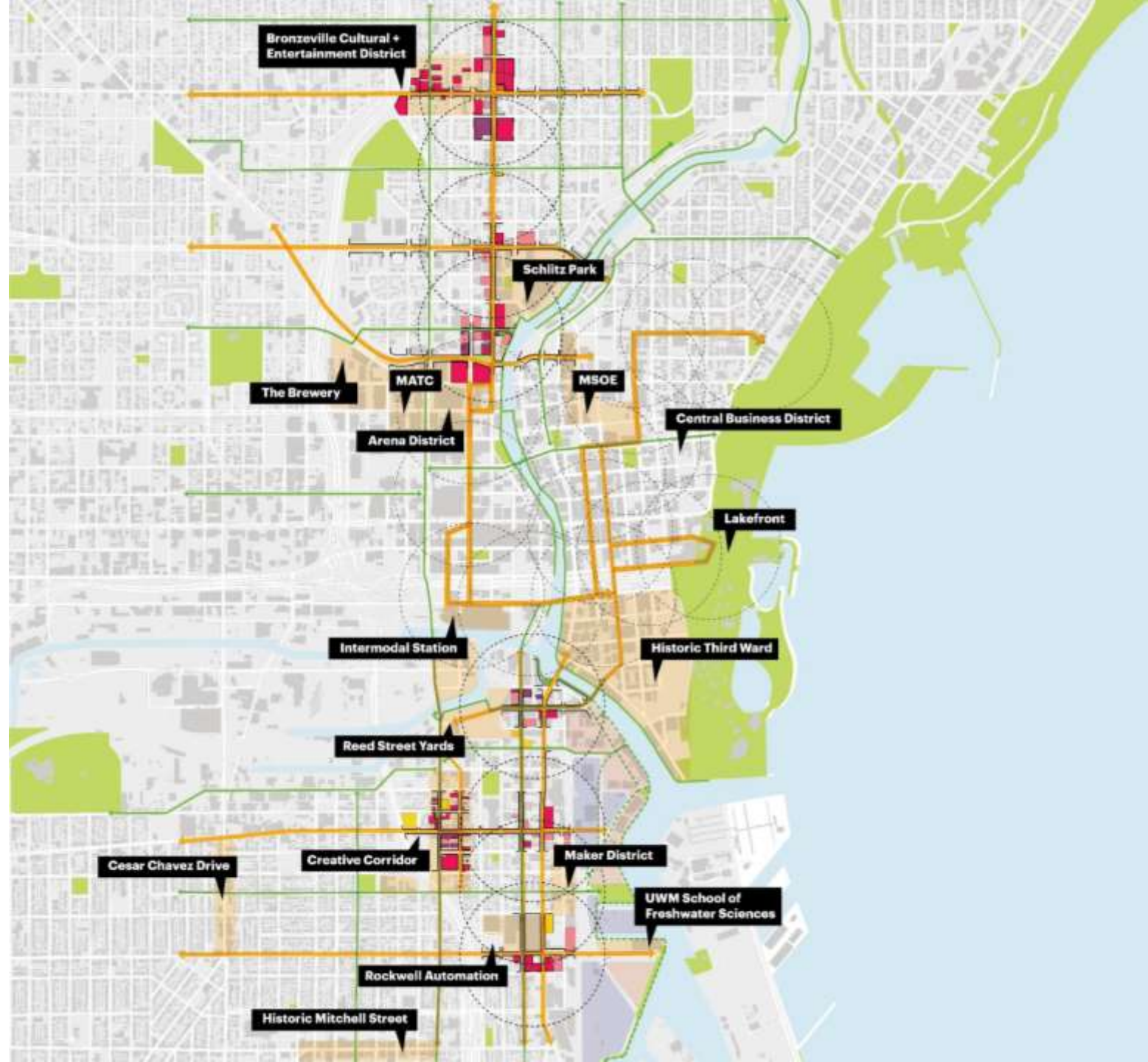
Leverage corridors and connectors

Focus on transit intersections

Create a mix of uses in the neighborhood

Create public open spaces

Add high quality density



WHAT WE HEARD

Public meetings + workshops

10 Community Workshops

Sep 2017

Nov 2017

Jan /Feb 2018

May 2018

Aug/Sept 2018

5 Plan Advisory Group Meetings

2 Artist Workshop in Bronzeville
with 11+ area artist



Outreach Activities

TOD TABLING / PRESENTATIONS

Bronzeville Week

Historic Brewers Hill Assn Summer Block Party

Hillside Residents Group

Water / Land Use Plan Open House

Cermak

Pete's Market

El Rey

3 Kings Day Event

Schlitz Park

Skybox (Democratic Caucus Meet-Up)

Ald. Coggs Town Hall Meetings (2)

SOC County Supervisor Candidates Forum

BID NEIGHBORHOOD ASSOCIATION MEETINGS

MLK BID, Harbor District, Halyard
Park, Brewer's Hill, Walker's Point,
Walker's Square

KEY STAKEHOLDER LUNCH & DINNER MEETINGS (4)

ONE ON ONE SURVEY ENGAGEMENT:

3 TOD "Coffee Breaks" at Mi Casa Su Café,
Anodyne and UCC

Online outreach

Flyers and Door Hangers

Public engagement summary

What the Community wants for the Future

HOUSING

- Preserve affordable units and avoid displacement
- Provide a mix of market rate and workforce housing
- Improve quality of housing stock
- Provide a mix of housing types

BUSINESSES AND RETAIL

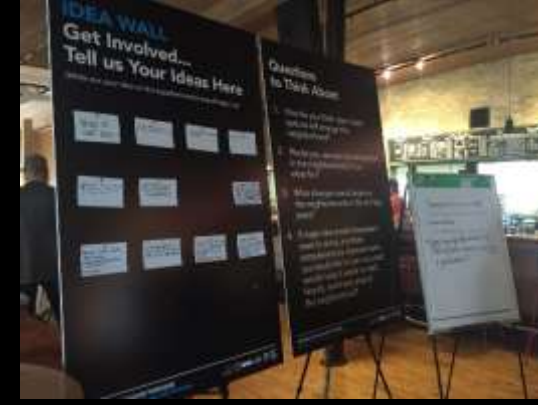
- Need for affordable commercial spaces
- Bring more business and retail into neighborhoods
- Need everyday retail, restaurants and other family entertainment uses

HISTORY AND CHARACTER

- Maintain neighborhood character and celebrate African-American cultural history of Bronzeville
- Promote development of vacant lots
- Taller buildings along corridor if well designed

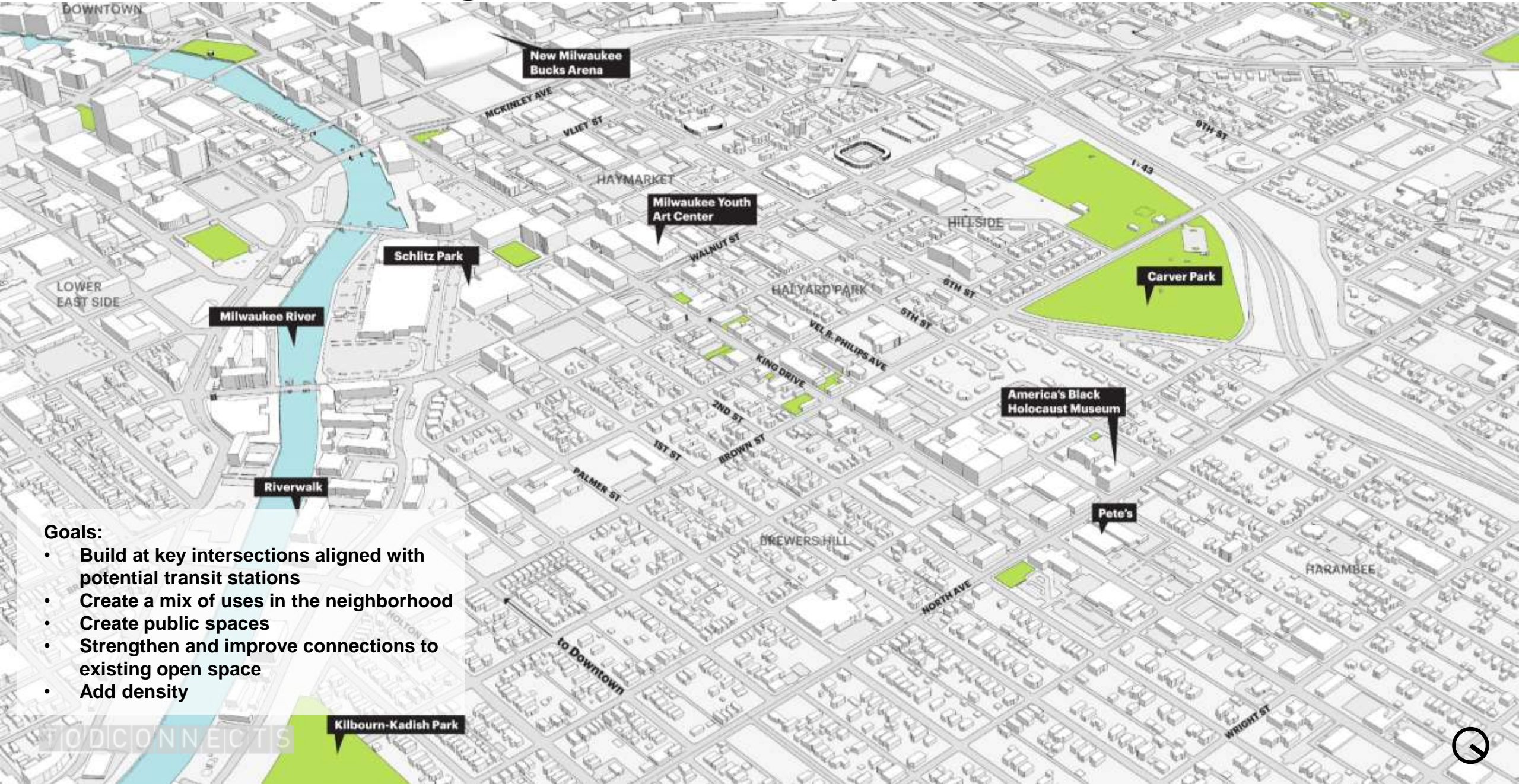
HISTORY AND CHARACTER

- Activate the streets
- Make neighborhoods more pedestrian friendly
- Address concerns over parking
- Integrate bike lanes on key streets
- More green spaces



**CORRIDORS &
CONNECTIVITY
Bronzeville / King Drive**

The Bronzeville/King Drive community



Goals:

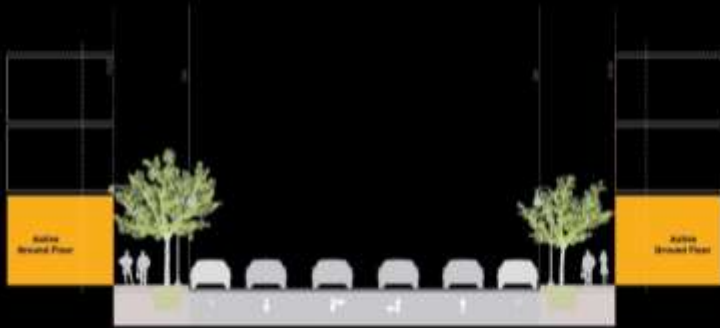
- Build at key intersections aligned with potential transit stations
- Create a mix of uses in the neighborhood
- Create public spaces
- Strengthen and improve connections to existing open space
- Add density

Indicative Growth Strategy



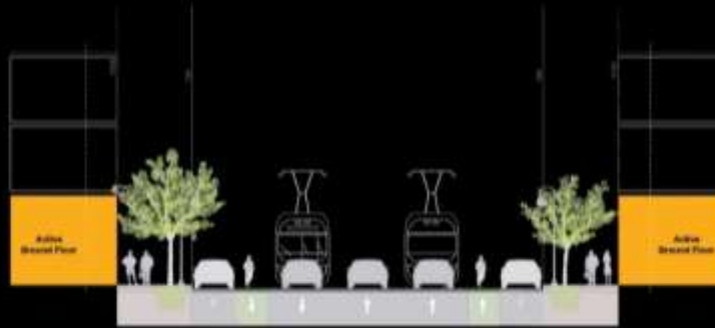
King Drive Improvements

EXISTING



- ROW: 80 feet
- Street width: 56 feet
- Daily Traffic: 7300-10,300 (2015/16)

BIKE LANE CONCEPT



- Reduce to 2 lanes of shared travel lanes w/ dedicated left turn lanes
- Maintain existing street width
- Add bike lanes
- Maintain on-street parking
- Can be done in shorter term, including before construction of potential Streetcar extension

WIDER SIDEWALKS CONCEPT



- Reduce to 2 lanes of shared travel lanes w/ dedicated left turn lanes
- Wider sidewalks
- Maintain on-street parking
- No bike lanes
- Would require full street reconstruction narrowing curbs
- Longer term option

Existing King Drive



Proposed King Drive: Street Character



Proposed King Drive: Street Character and Development



Brown Street Existing



Brown Street Proposed Greenway



**ACHIEVING
IMPLEMENTATION
Zoning
Development Feasibility**

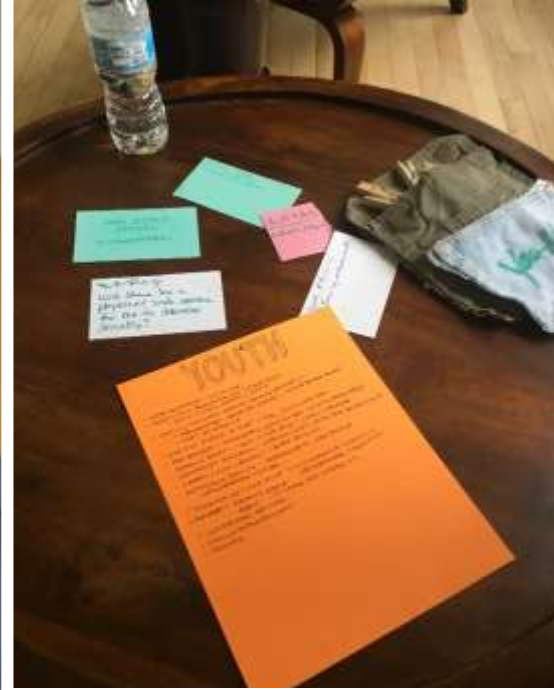
Potential TOD Zoning

SUMMARY:

- **New base zoning will replace select districts near proposed transit lines**
- **New zoning based on existing regulations, modified to be more transit-friendly and walkable**
- **Retain existing building form, increase potential density – units per lot area**
- **Remove future motor vehicle and outdoor storage use**
- **Possible protection of existing lower facades using height bonus**
- **Districts could be used in other areas of the City in the future**

ART STRATEGY

Artists Workshop



Artists engagement recommendations

EVENTS:

- Artist's parade
- Craft on display
- Soiree sage (happy hour mixers in vacant buildings)
- Food truck festival
- Maker's Market

COMMUNITY COLLABORATIONS

- BroCode (engage young men to perform, sing, patrol)
- House rules (interactive message boards in residential clusters)
- Creativity series (offer instructional courses)
- Neighborhood Co-Op (investment for shared initiatives)

TEMPORARY USES/POP-UPS

- Take what you need signs (take joy, courage, clarity)
- SpeakEasy (invite youth to speak)
- Pop-Up businesses in vacant buildings

TEMPORARY INSTALLATIONS

MURALS

PUBLIC SPACES:

- Streetscape paint
- Regular performance artists in public places
- Signage / History markers
- Landscaping

ARTIST COMMUNITY ORGANIZATIONS

- Artist bureau
- Artist residencies

FACILITIES FOR ARTISTS

- Reuse buildings
- Artist residences

**ANTI-
DISPLACEMENT
STUDY**

ANTI-DISPLACEMENT STRATEGIES

PRIORITIZE CHOICE & EQUITY ALONG SIDE
TRADITIONAL DEVELOPMENT GOALS

PRIORITIZING CHOICE



PRIORITIZING CHOICE means recognizing that as development occurs, policies and programs should be crafted to minimize the potential of displacement for existing residents and businesses that want to remain in their communities.

PRIORITIZING EQUITY



PRIORITIZING EQUITY means that anti-displacement and related policies and programs should be intentionally designed to ensure that historically disadvantaged groups are able to benefit from and gain access to the wealth-building opportunities provided by development occurring in city neighborhoods.

RECOMMENDATIONS

- 01 Educate and engage residents on displacement and related issues
- 02 Monitor local market conditions and adapt strategies as needed
- 03 Assist existing home owners to retain their homes
- 04 Help existing neighborhood renters become home owners
- 05 Preserve existing affordable rental housing and protect tenants at risk of displacement
- 06 Prioritize affordable and mixed-income housing in neighborhoods at risk of displacement
- 07 Preserve neighborhood character and build community wealth

ANTI-DISPLACEMENT PLAN

A Place in the Neighborhood

An Anti-Displacement Plan for Neighborhoods
Surrounding Downtown Milwaukee



City of Milwaukee
Department of City Development

February 2018



Conclusions / Next Steps

