

**MEMORANDUM**

**To:** Honorable Members of the Milwaukee Common Council  
**From:** Jeff Osterman, Legislative Reference Bureau  
**Date:** October 19, 2006  
**Subject:** SUSTAINABLE BOULEVARD PLAN

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The 2007 Proposed Budget calls for DPW-Forestry Section to begin implementation of a "Sustainable Boulevard Plan" next year. The Sustainable Boulevard Plan is based on the *2006 Boulevard Plan* completed by DPW-Operations Division in May, 2006. The *2006 Boulevard Plan* creates a Service Level Guide for Milwaukee's boulevards that defines boulevard design and maintenance standards based on 2 variables -- boulevard segment type and neighborhood type. The 3 main boulevard segment types are known as "landmark," "gateway" and "connecting," while neighborhood types follow the more well-known distinction between residential, commercial and industrial. The result is a matrix of boulevard service and design levels, with boulevard type along one axis and neighborhood type along the other. Attached you will find an excerpt from the 2006 Boulevard Plan that contains a description of the 2 sets of variables, as well as the service level matrix itself.

Also attached is a list of all boulevards, sorted by Forestry district (Central, North and South) that was provided to the LRB by DPW-Operations earlier this week. This list identifies the classification of each boulevard under the Service Level Guide ("historic" (also known as "landmark"), "gateway" and "connecting"). This list also identifies locations on each boulevard (regardless of its overall designation) where "signature beds" will be developed. Signature beds are large, raised beds with dramatic plantings -- generally more "showy" than the current plantings in these locations.

exhibited on the boulevard system encouraging adjacent homeowners to utilize similar plant materials in their yard landscaping.

#### **4. BOULEVARD SERVICE LEVELS**

The *1996 Boulevard Plan* included three levels of boulevard service. Class I boulevards were high profile area or major thoroughfares requiring a high level of maintenance on a daily basis. Class II boulevards were less traveled streets and Class III boulevards were areas that require minimum maintenance. While these categories have been useful guidelines for Forestry they tend to oversimplify the design and maintenance requirements that Forestry must meet on an on-going basis.

##### **A. Service Level Guide**

This long-term Boulevard Plan takes a different approach to defining levels of boulevard service. Boulevard services levels in this report are based on two dimensions. The first is the neighborhood setting, referring to the primary usage of the surrounding neighborhood and the second is boulevard segment type, referring to the role a particular segment of boulevard plays as part of the overall boulevard system. The result is a Service Level Guide (SLG) that defines boulevard design and maintenance standards by neighborhood setting and boulevard segment type.

The SLG includes three different neighborhood settings:

- **Residential:** Neighborhoods characterized primarily by residential single family or multi-family housing.
- **Commercial:** Neighborhoods characterized primarily by retail businesses or office space.
- **Industrial/Underdeveloped:** Neighborhoods characterized primarily by industrial or warehouse use as well as areas of the City that are underdeveloped such as parts of the Menomonee Valley.

The second axis of the SLG includes the following boulevard segment types:

- **Landmark:** Boulevard segments that add value to the city of Milwaukee in a unique manner. They often have historical significance and are destination points in and of themselves.
- **Gateway:** Boulevard segments that mark the key transition points within the boulevard system. They are often located at the intersections of major thoroughfares and entrance points into residential neighborhoods and business districts.
- **Connecting:** Boulevard segments that provide a link between adjacent gateway and landmark segments.
- **Greenspace:** Spaces inside the public right of way that are configured quite differently than boulevards, often in the shape of a triangle or with a curvilinear form.
- **Buffers:** Spaces outside of the public right of way that are maintained by Forestry as part of the boulevard program. These spaces are often partial or odd-sized lots that were left over after the initial development of the area.

For comparison purposes, the SLG also includes a brief and general description of the service level that has been provided on City boulevards. This description, titled "**Traditional**", is consistent with the service level for Class I boulevards in the 1996 Boulevard plan and has historically been applied to the vast majority of City boulevards.

As part of the development of a long-term boulevard plan, the working group defined service levels for each combination of boulevard segment type and neighborhood setting. A summary of these service levels is included in SLG located on the next page. A more detailed description of each category is included in the section that follows. A sample photograph has been added to many of the descriptions in order to provide a visual representation.

<b>Service Level Guide</b>			
<b>Segment Type</b>	<b>Neighborhood</b>		
	<b>Residential</b>	<b>Commercial</b>	<b>Industrial/Underdeveloped</b>
<b>Landmark</b>	✓ High visual impact	✓ Complement the landscaping of adjacent destination areas	
	✓ Irrigated flower beds	✓ Appropriate use of hardscaping and public art,	
	✓ Hardscaping where appropriate	✓ Irrigated flower beds and turf,	
	✓ Review the potential for public art and cooperation with CBOs	✓ Shade trees, ornamental trees and shrubs	✓ Design on a case by case basis
<b>Gateway</b>	✓ Regular litter removal and mowing	✓ Regular litter removal and mowing	✓ Regular litter removal and mowing
	✓ High visual impact	✓ Complement the landscaping of adjacent commercial properties	
	✓ Irrigated flower beds	✓ Irrigated flower beds and turf	
	✓ Review the potential for public art and cooperation with CBOs	✓ Shade trees, ornamental trees and shrubs	✓ Design on a case by case
<b>Connecting</b>	✓ Regular litter removal and mowing	✓ Regular litter removal and mowing	✓ Regular litter removal and mowing
	✓ High quality irrigated turf	✓ Complement the landscaping of adjacent commercial properties	
	✓ Backbone of both shade and ornamental trees	✓ Irrigated turf,	
	✓ Limited use of shrubs and selected perennials	✓ Shade and ornamental trees	✓ Design to minimum level necessary to provide continuity between other boulevard segments
<b>Greenpace</b>	✓ Regular litter removal and mowing	✓ Limited use of shrubs and selected perennials	
	✓ High quality turf and trees with limited irrigation	✓ Regular litter removal and mowing	✓ Regular litter removal and mowing
	✓ Regular litter removal and mowing	✓ Design on a case by case basis	✓ Design on a case by case basis
	✓ Review for potential sale or development	✓ Regular litter removal and mowing	✓ Regular litter removal and mowing
<b>Buffer</b>	✓ Regular litter removal and mowing	✓ Review for potential sale or development	✓ Review for potential sale or development
		✓ Regular litter removal and mowing	✓ Regular litter removal and mowing
<b>Traditional</b>	High level of maintenance including irrigated turf and flower beds with both annuals and perennials as well as shade trees, ornamental trees and shrubs.		

## MILWAUKEE'S SUSTAINABLE BOULEVARDS

*SIGNATURE BED LOCATIONS – The following locations are where signature beds will be planted under the guidelines of the proposed Milwaukee Sustainable Boulevard Plan:*

*Historic Designation- A boulevard location prior to the 1940's.*

*Gateway Designation- A boulevard that marks key transition points throughout the city.*

*Connecting Designation- A boulevard segment that provides a link between signature bed locations.*

### CENTRAL DISTRICT

Bluemound Rd. @ 92<sup>nd</sup>, 94<sup>th</sup> St., Hwy. 100 by the Zoo.(Connecting)

Burleigh St. @ 76<sup>th</sup> to 77<sup>th</sup>, 96<sup>th</sup> to 97<sup>th</sup> St.(Connecting)

Fond Du Lac Ave. @ 17<sup>th</sup>, Roosevelt, Wanut,(Gateway)

Highland Ave. @17<sup>th</sup>, 27<sup>th</sup>, 35<sup>th</sup>, Vliet.(Historic)

Humboldt Ave. @ Keefe, Center, Wright, Meinecke ,(Connecting)

Kenwood Ave. @ Downer, Maryland, Oakland,(Historic)

Kilbourn Ave. @ Prospect, 6<sup>th</sup> St.(Gateway)

Lisbon Ave. @ 71<sup>st</sup>, 76<sup>th</sup> St.(Connecting)

Locust St. @ 2<sup>nd</sup>, 3<sup>rd</sup>, 7<sup>th</sup>, 8<sup>th</sup>, 12<sup>th</sup> St., Teutonia, Buffum to Holton.(Connecting)

Mckinley Ave. @ 27<sup>th</sup>, 34<sup>th</sup>, 6<sup>th</sup> to Old world 3<sup>rd</sup> St.(Gateway)

Roosevelt Dr. @ 60<sup>th</sup>, 51<sup>st</sup>, Fond Du Lac, Sherman, 35<sup>th</sup> St.(Connecting)

Sherman Blvd. @ Burleigh, Townsend, Fond Du Lac, Roosevelt, Florist, Mill Rd.,(Historic)

Walnut St. @ 3<sup>rd</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 13<sup>th</sup>, 17<sup>th</sup>, 20<sup>th</sup>, 23<sup>rd</sup>, 27<sup>th</sup> St., Fond Du Lac Ave., (Connecting)

Washington Blvd. @ 47<sup>th</sup>, 54<sup>th</sup>, 56<sup>th</sup>, 58<sup>th</sup>, 59<sup>th</sup> St.(Historic)

Water St. @ Van Buren, Juneau, Knapp, Kilbourn, State St.(Gateway)

Wisconsin Ave. @ 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 21<sup>st</sup>, 25<sup>th</sup> to 26<sup>th</sup>, 27<sup>th</sup> to 28<sup>th</sup>, 34<sup>th</sup>, 45<sup>th</sup> triangle, 46<sup>th</sup>, 55<sup>th</sup> St.(Historic)

N. 4<sup>th</sup> @ State St. to Juneau Ave.(Gateway)

N. 6<sup>th</sup> @ Brown, Garfield triangle, Walnut, State St. to McKinley Ave.(Gateway)

N. 17<sup>th</sup> St. @ Walnut, Vliet St.(Connecting)

N.27<sup>th</sup> St. @ Highland.(Connecting)  
S. 76<sup>th</sup> @ Stevenson, Dixon St.(Connecting)  
N. 76<sup>th</sup> @ Center, Burleigh St. (Connecting)  
S. 84<sup>th</sup> St. @ east of Bluemound Rd. (Connecting)  
N. 92<sup>nd</sup> @ Hadley, Locust, Capitol Dr.(Connecting)

#### **NORTH DISTRICT-**

Appleton Ave. @ 76<sup>th</sup> St.(Connecting)  
Capitol Dr. @ , Hwy. 43 overpass,Green Bay, Teutonia, Roosevelt, 43<sup>rd</sup>,  
51<sup>st</sup>,60<sup>th</sup>, Appleton, 76<sup>th</sup>, 84<sup>th</sup>, 92<sup>nd</sup>, 100<sup>th</sup>, 104<sup>th</sup> St.(Gateway)  
Fond Du Lac Ave. @ 51<sup>st</sup>, Midtown, 60<sup>th</sup>, 76<sup>th</sup> St.(Gateway)  
Grantosa Blvd. @ Silver Spring, 76<sup>th</sup>, Appleton, 92<sup>nd</sup> St., Fond Du Lac  
Ave., (Connecting)  
Green Bay Ave. @ Hampton, Silver Spring Dr., Fiebrantz  
Ave.,(Connecting)  
Hampton Ave. @ Teutonia, 43<sup>rd</sup>,51<sup>st</sup>, 60<sup>th</sup>, Fond Du Lac, 76<sup>th</sup>, Appleton,  
91<sup>st</sup> St.(Connecting)  
Park Place @ 107<sup>th</sup>, 110<sup>th</sup> St.(Connecting)  
Roosevelt Dr. @ Teutonia ,27<sup>th</sup> St.(Connecting)  
Sherman Blvd. @ Capitol, Hope, Congress, Villard, Custer.(Historic)  
Silver Spring Dr. @ 35<sup>th</sup>, 43<sup>rd</sup>, 51<sup>st</sup>, 60<sup>th</sup>, 64<sup>th</sup>, 74<sup>th</sup> St.(Connecting)  
Teutonia Ave. @ Good Hope Rd.,Mill Rd.(Connecting)  
60<sup>th</sup> St. @ Fond Du Lac, Capitol Dr.(Connecting)  
76<sup>th</sup> St. @ Capitol, Congress, Hampton, Grantosa Blvd.(Connecting)  
91<sup>st</sup>/92<sup>nd</sup> @ Capitol, Grantosa, Hampton, Appleton, Silver Spring, Mill,  
Good Hope Rd.(Connecting)  
107<sup>th</sup> St. @ Brown Deer ,Bradley, Park Place, Good Hope Rd.  
(Connecting)

#### **SOUTH DISTRICT-**

Bay St. @ Becher St. (Connecting)  
Bolivar Ave. @ 13<sup>th</sup>, 27<sup>th</sup> St.(Connecting)  
Chase Ave. @ Oklahoma, Morgan, Howard Ave.(Connecting)  
Forest Home Ave. @ Oklahoma Ave., 27<sup>th</sup>, East of 43<sup>rd</sup>, Jackson Park  
overpass to KK, (Connecting)  
Grange Ave. @ 13<sup>th</sup>,20<sup>th</sup>,27<sup>th</sup> St., Hwy. 94 Entry Ramp,(Connecting)  
Holt Ave. @ 2<sup>nd</sup> St.(Connecting)  
Honey Creek Parkway @ N. of Morgan Ave.  
Howard Ave. @ Kansas, Howell Ave., 20<sup>th</sup>, 27<sup>th</sup>, 43<sup>rd</sup>, 51<sup>st</sup>  
St..(Connecting)

**Howell Ave. @ Layton Ave. , Grange Ave., N.Whitnall triangle, Chase Ave. triangle,Howard Ave. to Van Beck,(Gateway)**  
**KK Ave. @ Becher St. triangle (Connecting)**  
**Lapham Blvd. @ east and west of 1<sup>st</sup> and 2<sup>nd</sup>, east and west of 4<sup>th</sup> and 5<sup>th</sup>, 16<sup>th</sup> St. triangle,(Connecting)**  
**Layton Ave. @ 1400 & 1700 west by freeway, 20<sup>th</sup>, 27<sup>th</sup> St., west of Howell Ave.(Gateway)**  
**Layton Blvd. @ Forest Home Ave., Burnham to Mitchell, Orchard to Scott, Pierce St.(Historic)**  
**Loomis Ave. @ near Point Terrace.**  
**Morgan Ave. @ Forest Home Ave., 60<sup>th</sup> , 68<sup>th</sup> ,76<sup>th</sup> ,84<sup>th</sup>St., Beloit Rd.(Connecting)**  
**Oklahoma Ave. @ 51<sup>st</sup>, 61<sup>st</sup>, east and west of 68th, east of 76th St.(Connecting)**  
**20<sup>th</sup> St. @ Layton Ave., Edgerton Ave., Grange Ave. ,College Ave. (Connecting)**  
**27<sup>th</sup> St. @ Forest Home Ave., Oklahoma Ave., Loomis Rd., Howard Ave.,(Gateway)**  
**51<sup>st</sup> St. @ Jackson Park Pkwy., Oklahoma Ave., Forest Home Ave., (Connecting)**  
**60<sup>th</sup> St. @ KK River Pkwy., Oklahoma Ave., Morgan Ave., Howard Ave., Coldspring Ave., (Connecting)**