

**Northwest Side Comprehensive Area Plan
Held by Zoning and Neighborhood Development Committee for the Department of City
Development to review the following items:**

1. Creation of growth boundaries to encourage in-fill development, rather than development of existing green space.

- Existing public greenspace is protected by Park (PK) zoning district.
- The plan discusses the importance of including planned, meaningful greenspace within new developments. In addition, the connectivity of new and existing greenspaces within the Northwest Side is emphasized.
- The concept of “Growth Boundaries” or targeting redevelopment rather than development of vacant parcels is perhaps better explored on a larger scale in the Citywide Policy Plan or better yet a regional scale (SEWRPC/M7). Some possibilities may include incentives for developers who choose to redevelop rather than use vacant parcels. Examples of tools to accomplish this goal are TIF, Redevelopment Planning, or perhaps Transfer of Development Rights Programs.
- Portland, Oregon was cited as an example of where growth boundaries have been successful and perhaps a model for the Northwest Side of Milwaukee.

The success of Portland’s growth boundaries is largely the result of statewide land conservation policies adopted in 1973, in particular the requirement for an urban growth boundary (UGB) for every city and metropolitan area.

Portland’s urban growth boundary, adopted in 1979, separates urban areas (where high-density development is encouraged and focused) from traditional farm land (where restrictions on non-agricultural development are very strict).

There are several key differences between Milwaukee’s Northwest Side and the Portland model:

- 1) Land outside the UGB is largely farmland and not served by the necessary infrastructure for development (sewer/water etc.). Vacant land on Milwaukee’s Northwest Side is not productive farmland and comparatively small acreages. All of the land on the Northwest Side is also served by sewer, water, and transportation infrastructure.
 - 2) Vacant land on the Northwest Side is located on scattered sites, with development surrounding the parcels.
- SEWRPC’s Urban Service Area boundary serves as the best proximity of a growth boundary that the region currently has to limit development.
 - Perhaps encouragement of cluster development/conservation subdivisions should be explored for any remaining large tracts of developable land on the Northwest Side. Conservation subdivision ordinances are typically a tool used in rural areas to protect farmland and/or natural resources while allowing for the maximum number of residences under the current zoning. In some instances a density bonus may be offered if additional open space is preserved. Generally this tool is used for large parcels of land (40+ acres).

The Northwest side has 44 parcels that are larger than 40 acres, only one of which is vacant.

LAND USE	City of Milwaukee				Northwest Side			
	Parcels	Percent of Parcels	Acreage	Percent of Acreage	Parcels	Percent of Parcels	Acreage	Percent of Acreage
Vacant	3,028	2.0%	1,727	3.7%	634	3.7%	1,232	8.9%
Parks & Quasi-Public Open Space	3,996	2.7%	6,795	14.5%	276	1.6%	2,709	19.6%
All Parcels	149,676		46,789		16,910		13,846	

MPROP Data

Vacant Parcels

31 parcels vacant and over 10 acres (including one county 33 acres)

11 parcels vacant and over 20 acres

4 parcels vacant and over 30 acres

1 parcel vacant and over 40 acres (NE of Granville and Dean Roads)

Number of Parcels over 40 acres	Total Acreage	Acreage owned by public or institutions	Percentage of Acreage owned by public
44	3230	2627	81.2%

2. Existing rail lines and integrating them into a high-speed system to access downtown, creating development hubs around rail stations and creation of a larger transportation plan.

- Mass transit is addressed in the plan on the following pages:
 - Ch 3 - Transportation: Use Policies (3:11) – Create public ROW that includes space for pedestrians, bicycles, autos and mass transit on major arterials.
 - Ch 3 - Transportation: Redevelopment Strategies (3:12) – Encourage all proposed development projects near an existing or planned major transit corridor to incorporate site design measures that enhance access to the transit system.
 - Ch 3 - Transportation: Redevelopment Strategies (3:12) – Explore possibility of installing express transit stops at Granville Station, 76th and Good Hope, and 76th and Mill Rd.
 - Ch. 4 – (4:15) Explore the possibility of installing express transit stop at Granville Station.
 - Ch. 5: Catalytic Projects – Granville Station Project (5:3-5:8) and 76th/Mill Rd. (5:20-5:23) projects both discuss transit hubs

- Suggested language to add related to mass transit:
 - Ch 3: Transportation Vision (3:11) ADD – Transit options between the Northwest Side and the Milwaukee’s Central Business District are critical and best achieved via rapid transit that utilizes existing rail lines. The Northwest Side is well served by existing rail lines that could be used for this purpose.
 - Ch 3: Transportation: Use Policies (3:11) ADD – Reserve existing rail corridors until future commuter rail options can be studied.
 - Ch 3: Transportation: Redevelopment Strategies (3:12) ADD – Encourage transit hubs and Transit Oriented Development (TOD) style development especially where rail lines and existing MCTS transit lines converge.
 - Ch 5: Catalytic Projects 76th and Good Hope Project (3:12-3:15) ADD: Explore options on the northwest quadrant for redevelopment using the rail line as part of a TOD style development if this rail line holds potential for future commuter rail traffic.

3. The future of Timmerman Field.

- The future of Timmerman Field is addressed in the plan on the following pages:
 - Ch. 4 – District 8 recommendations (4:16- 4:17) – If Timmerman Field eliminates airport operations; redevelopment should focus on owner-occupied single family housing with mixed-use commercial along Silver Spring Drive. **SUGGESTED ADDITION:** following traditional neighborhood design principles.
- Suggested language to add related to Timmerman Field:
 - Ch. 4 – District 8 recommendations (4:16- 4:17) – ADD action: The City of Milwaukee should prepare a specific plan depicting alternative uses for Timmerman Airport focusing on Traditional Neighborhood Design principles.
 - Ch. 4 – District 8 recommendations (4:16- 4:17) – ADD action: If Milwaukee County terminates operation of Timmerman Airport, then the City of Milwaukee should rezone Timmerman Airport to Planned Development (PD) to prevent undesirable redevelopment.

4. The future of Brynwood country club.

- Brynwood Country Club addressed in the plan on the following pages:
 - Ch. 4 – District 10 recommendations (4:18) – Support limited development within Brynwood Country Club that supports long term viability of the golf course facility.
- Suggested language to add related to Brynwood Country Club:
 - Ch. 4 – District 10 recommendations (4:18) – ADD redevelopment strategy –If Brynwood Country Club terminates operation, a detailed market analysis should be completed focusing on the viability of light industrial development that complements the surrounding uses and includes limited supportive commercial uses.

5. *The future of the vacant Milwaukee County transit hub at 76th and Mill Rd.*

- The Milwaukee County transit hub is addressed in the plan on the following pages:
 - Ch. 5 Catalytic Projects 76th and Mill Rd. (5:20) – The southwest quadrant depicts a redeveloped building on the corner with parking and vehicular (perhaps transit) access behind.

- Suggested language to add related to the Milwaukee County transit hub:
 - none

6. *Expanded use of town squares.*

- Town Squares and gathering places are addressed in the plan on the following pages:
 - Many of the district recommendations and catalytic project goals include creation of greenspaces within redeveloped areas.
 - Two specific examples include the Granville Station Catalytic Project (5:3-5:8) a traditional mixed-use neighborhood redevelopment with a variety of gathering spaces and the 76th and Mill Road Catalytic Project that identifies the location of a potential ‘major facility’ for the Northwest Side with a major greenspace associated with the development.

- Suggested language to add related to town squares and gathering places:
 - none

7. Other suggested additions or changes

- Language regarding rezoning of commercial areas to promote alternate uses:
Ch 4-District 5 action recommendations (4:15)and Ch5-Catalytic Projects (5:5) ADD–
Rezone Granville Station to Planned Development (PD) to promote redevelopment of a
mixed-use neighborhood following Traditional Neighborhood Design principles.

- Signage guidelines:
Ch. 3 Commercial redevelopment strategies (3:7) ADD: Establish Master Sign Overlays
along major commercial districts and within catalytic project areas to promote higher
quality signage.

- Street connections:
Ch. 3 Transportation Redevelopment Strategies (3:12)
Delete the following text:
“Remove cul-de-sac and street closures when doing so would improve public safety
issues, increase transportation alternatives, and promote connectivity of street
systems”

- Landlord Compacts:
Add language to Ch. 3 (3:4) – Residential redevelopment strategies: Explore development
of landlord compacts in areas of the Northwest Side with high concentration of multi-family
units.