



# 2018 & 2019 NEIGHBORHOOD BEAUTIFICATION PLAN

---

Common Council File 180244

Environmental Collaboration Office



eco  
ENVIRONMENTAL  
COLLABORATION  
OFFICE

CITY of MILWAUKEE



# 2018/2019 Neighborhood Investment Beautification Program

## Background

Through an amendment to the proposed 2018 City Budget, the Milwaukee Common Council allocated \$165,000 in a “Neighborhood Investment Beautification Program” Special Fund within the Environmental Collaboration Office (ECO). The Council allocated these funds to expand on grant funded beautification work that ECO has done on vacant lots through its HOME GR/OWN program from 2015-present, including targeted beautification work on the North Avenue commercial corridor and Fondy Park.

In developing this overview of the goals of the beautification program, ECO sought advice and Council from the Mayor’s Office, Department of City Development, and Department of Public Works. ECO’s Neighborhood Investment Beautification Program is intended to strategically complement other existing city beautification programs and planning efforts including the Strong Neighborhood initiative, DCD’s Façade Grant Program, DPW Boulevard Program, and DPW Urban Forestry Program. ECO has also met with a number of business improvement districts, neighborhood agencies and Common Council members to gather information on projects important to neighborhood stakeholders. This document provides Common Council background for ECO’s allocation of the \$165,000 in funding.

ECO is requesting Common Council approval for the \$165,000 in the approved 2018 budget be spread across the 2018 and 2019 budget years in order to properly develop, design and construct the projects under consideration. The first half of 2018 has been an important time for stakeholder engagement and project development, but the remaining months of 2018 is insufficient time for the completion of so many discrete projects.

Due to the scope of creating, designing and constructing 15-20 individual projects across the City, ECO is also requesting the ability to spend up to \$15,000 for design, engineering and construction services per contractor, business improvement district or neighborhood agency in order to ease the potentially unwieldy contract procurement and management issues and get the beautification projects built in a timely manner.

ECO is also requesting permission in the resolution to potentially grant funds to 3 private firms to pay for beautification work in strategic corridors and with strategic partners. No project under consideration has been finalized at this time awaiting Common Council approval, but the 3 projects under consideration on private property are “shovel-ready” projects developed during community outreach.

ECO will solicit additional funding and match funding from project partners in order to leverage City funding.

The \$165,000 included as part of the Neighborhood Investment Beautification Program will be used to support a number of City-driven catalytic projects. The funding stream supports existing commercial corridor work as ECO supports DPW and DCD efforts to re-imagine and implement more transformative greening projects as part of major road reconstruction projects. These include buffered bike lanes, bike boulevards, green infrastructure, neighborhood greenways, vegetated bump-outs, and vegetated roundabouts to control large intersections. ECO also advises that having a healthy urban forest and landscaped public spaces requires on-going maintenance as has been historically and professionally provided through the Forestry Division of the Department of Public Works.

## Criteria for Selecting Projects

- Neighborhood branding is an important focus with many neighborhood stakeholders.
- Beautification means clean streets. Funding will be directed to purchase of trash cans on commercial corridors and fund more neighborhood clean-ups on Milwaukee's North Side.
- ECO recommends allocating \$30,000 to DCD to pilot landscaping grants to green private parking lots to support DCD's forthcoming landscape standards.
- Unlike historical ECO HOME GR/OWN work, creating new "active" sites like parks is not a focus of the spending plan.
- Avoid sites with high development potential or limit investment on those sites to low cost green lot edges.
- City-owned boulevards are not a focus since DPW has the expertise and they are maintained with separate city funds.
- Projects must be able to be completed in 2018 and 2019.
- Engage youth or neighborhood workers in meaningful job experience where possible.
- Utilize neighborhood-based landscaping companies or social enterprises such as Walnut Way's Blue Skies Landscaping, Groundwork Milwaukee, Cream City Conservation Corp, etc.
- Focus effort on commercial corridors that most substantially shape impressions of Milwaukee.
- Each site to have signage reflecting City of Milwaukee investment.
- Ongoing maintenance of improved sites is an important consideration. Projects should either have a neighborhood organization sponsor, business sponsor, or Business Improvement District sponsor.

## Examples of Types of Projects

### 1. Neighborhood Branding



### 2. Green Sidewalk Enhancements



### 3. New Trash Cans in Commercial Corridors



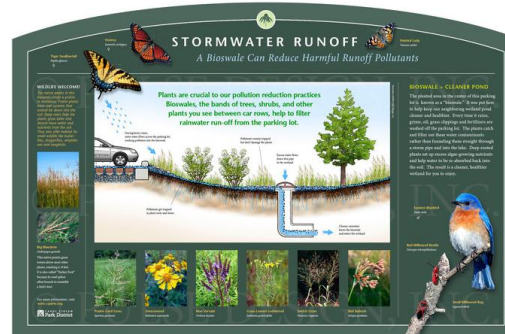
### 4. Commercial Corridor Parking Lot Green Grants



### 5. Wood Planter Boxes on Sidewalk



### 6. Eco Educational Signage



2018/2019  
Neighborhood  
Beautification Plan  
Project Goals



## 2018/2019 Neighborhood Beautification Proposed Budget

Project Name	Amount	
Neighborhood Branding Signage	\$ 22,000	
Neighborhood Clean-up Grants & Trash Cans	\$ 25,000	
Parking Lot Greenscaping Pilot Grants	\$ 30,000	Includes Velobahn \$11k: green parking lot
Green Space Creation & Park Renovation	\$ 38,000	Includes Commonbond \$8k for park
City Accelerator Stormwater Planter Boxes	\$ 5,000	
Commercial Corridor Beautification	\$ 29,000	Includes Wheelhouse \$3k: Holton St.
10% Contingency	<u>\$ 16,000</u>	

Total \$ 165,000

Targeted Commercial Corridors
Villard Avenue
Martin Luther King Jr. Drive
Green Bay Avenue
North Ave/Fond du Lac Avenue
Pierce Street
Burleigh Street
Greenfield Avenue
Holton Street
Center Street

