

# Bay View

## NEIGHBORHOOD PLAN 2040

**Neighborhood, Zoning, and  
Development Committee**  
October 24, 2023



# AGENDA

- 1. Introduction**
- 2. Community Engagement**
- 3. Focus Areas**
- 4. Key Recommendations and Strategies**

# WHY WE PLAN

## The Department of City Development (DCD) updates the Bay View section of the Southeast Side Area Plan (2008)

- Area plans – or comprehensive plans – guide development and land use in a community
- Area plans also establish priorities for a variety of important issues: public infrastructure, economic development, sustainability, and equity
- Area plans are regularly updated by State Statute
- *BVNP 2040 replaces the Bay View section in the 2008 Plan*



# SINCE 2008...

- Make permanent the South Shore neighborhood conservation overlay district *Done!*
- Implement Target Investment Neighborhood program *Done!*
- Cluster more intense commercial redevelopment near major intersections *Kind-of*
- Encourage more urban-style redevelopment along Chase Ave *Not Yet*
- Develop a solar village on the former Army Reserve site *Not Yet*

# PLAN AREA



# Bay View Neighborhood Plan 2040

## Community Meeting 1

Review past plans & trends, define community goals, & identify opportunities  
-September 2021-

## Community Meeting 2

Report on population & housing trends, business survey, & community feedback on development

## Community Meeting 3

Present draft recommendations & community feedback

## Community Meeting 4

Present the vision & recommendations for the future + implementation

### Urban Design Site Visit

Site exploration and stakeholder meetings

### Urban Design Workshops

Public visioning activities for key development sites

## COMMUNITY ENGAGEMENT

Community meetings, focus groups, online surveying, Social Pinpoint & neighborhood events

# STUDY GOALS

- Explore *development options on Kinnickinnic and Chase Avenues*
- Identify desired use(s) for *large sites*, such as the Army Reserve site
- Explore ways to *support local businesses* and the commercial areas
- Provide *housing options* for a range of incomes and households
- Improve the *public realm, including parks and streets*
- Determine interest and educate residents on *historic preservation* options

***Equity & sustainability considerations are interwoven into all these issues***

# PUBLIC ENGAGEMENT



# PUBLIC ENGAGEMENT



# PUBLIC ENGAGEMENT PLAN

## Team

- DCD Staff
- Plan Advisory Group
- Bay View Neighborhood Association
- Urban Design Consultant

## Multi-faceted approach

- Online engagement
- Community meetings
- Door to door outreach
- Neighborhood Events
- Focus Groups
- One-on-one meetings



# PUBLIC ENGAGEMENT

- 4 Community Workshops + 3 Neighborhood Events  
**646 attendees!**
- 4 Plan Advisory Group meetings
- Walk Audit
- E-Notify, Yard Signs, and nearly 600 person email list
- Business survey and 2 focus groups
- Social Pinpoint for ongoing online engagement:
  - *Over 27,800 website visits, nearly 9,000 unique users, nearly 350 surveys, and 2,200 document downloads*
- Approximately 50 stakeholder interviews with, residents, business owners, developers, advocates, etc.



# PUBLIC ENGAGEMENT

## Army Reserve:

- Aldermanic mailing for Community Meeting #3 in July 2022
- Mailing and doorhangers to homes within 200 feet by DCD in December 2022 with invitation for individual meetings
- Virtual meeting in June 2023 (849 addresses)

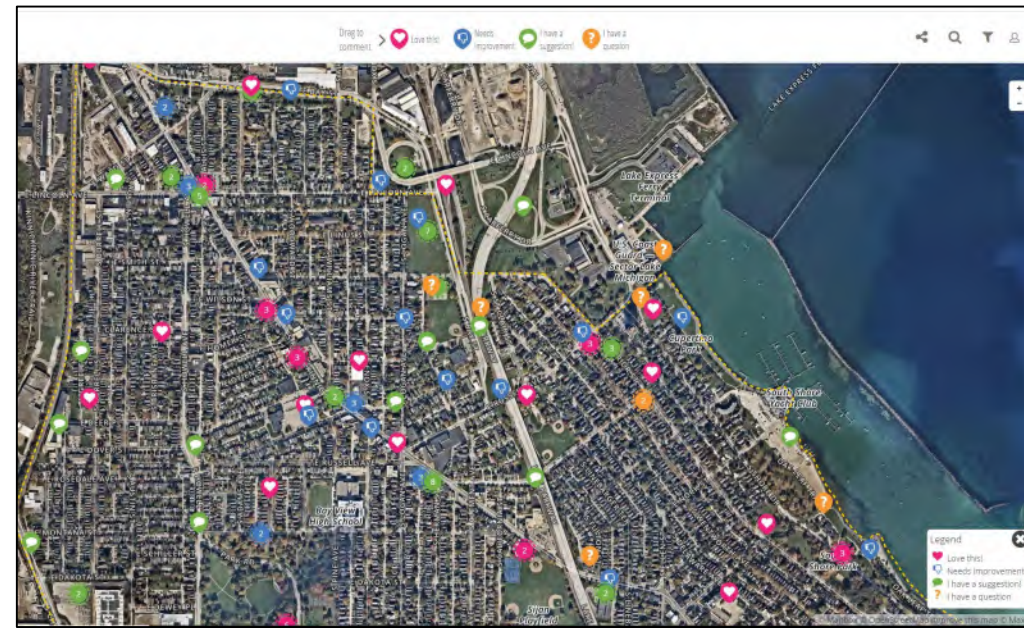


# PUBLIC ENGAGEMENT

Meeting people where they're at  
*...online*

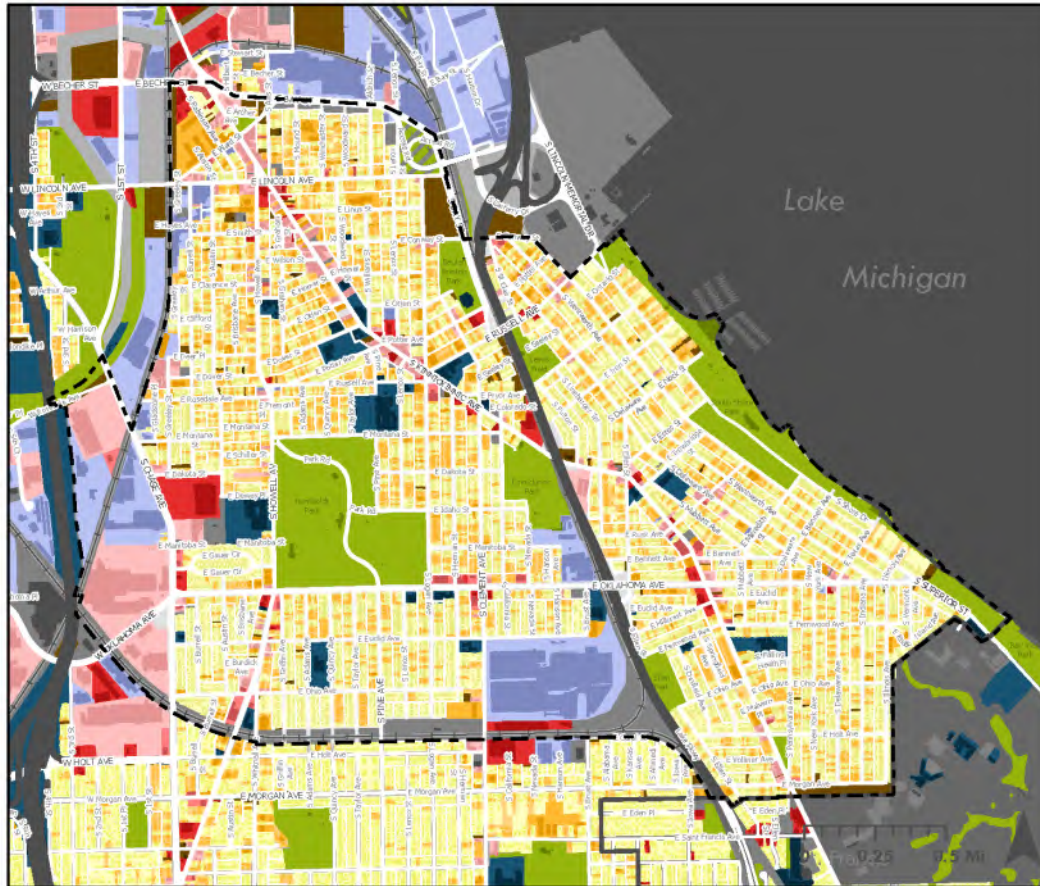
EngageMKE.com/BayView

- Over 27,800 website visits,
- nearly 9,000 unique users,
- 2,200 document downloads



# DEMOGRAPHIC & HOUSING TRENDS

# EXISTING LAND USE



## LEGEND

### Land Use

Residential: Single Family	Public and Institutional
Residential: Two-Family	Transportation and Utilities
Residential: Multi-Family	Vacant Lot
Mixed Use: Commercial and Residential	Public Park
Commercial: Services	Combination: Park and Transportation ROW
Commercial: Retail and Wholesale Trade	Bay View Neighborhood Boundary
Manufacturing	

- Nearly 60% of the existing land area is used for single family or duplex housing.
- Multi-family or mixed use is about 9%
- Parks make up 10% of land area
- Vacant lots make up about 2% of land area and the Army Reserve is a significant part of that figure

# CURRENT TRENDS

Households in Bay View are relatively more financially secure

- Bay View has a higher median income than the city, county, and south suburbs
- At the same time, 21.5% of Bay View households earn <\$35,000.

Bay View is increasingly diverse

- Over 80% of the population in Bay View identifies as White.
- There is a growing Latino population, consistent with city and county trends.

Median Household Income (\$)			
Bay View	City of Milwaukee	Milwaukee County	South Suburbs
66,837	43,605	53,006	54,144

Race and Ethnicity (%)								
	White Alone	Black Alone	Am. Indian Alone	Asian Alone	Pacific Islander Alone	Some other Race	2 or More Races	Latino
Bay View	82.6	3.0	1.6	1.8	.1	6.2	4.8	17.9
City of Milwaukee	41.7	39.7	.8	4.7	0.0	8.9	4.1	20.3
Milwaukee County	57.3	26.7	.8	4.8	0.0	6.6	3.7	16.3
South Suburbs	86.2	2.8	1.1	2.2	0.0	4.4	3.4	13.4



# CURRENT TRENDS

- **Sale Prices & Assessments are increasing:** Bay View has experienced the largest growth in assessments of any neighborhood in Milwaukee, outside of downtown: 31% increase since 2007
- **Relatively low vacancy rate:** Estimates range from 4.4% to 8.6% overall with even lower vacancy in newer apartment buildings.
- **Small increase of units:** A net increase of about approx. 585 units since 2000, mainly from new apartment buildings. At the same time, over 100 duplexes have been converted to single family homes.
- **Vintage Housing Stock:** 66% of housing units were built before 1939; only 5% has been built since 1980



# CURRENT TRENDS

- ✓ Bay View is popular!
  - About 585 new units have been built since 2000 or about 27 new units per year
  - Housing demand remains strong
  - Prices are increasing
- ✓ Housing needs are expected to evolve
- ✓ Affordability is a growing issue.

# CURRENT TRENDS

Increasingly, working class and middle class incomes are not sufficient to afford housing in Bay View

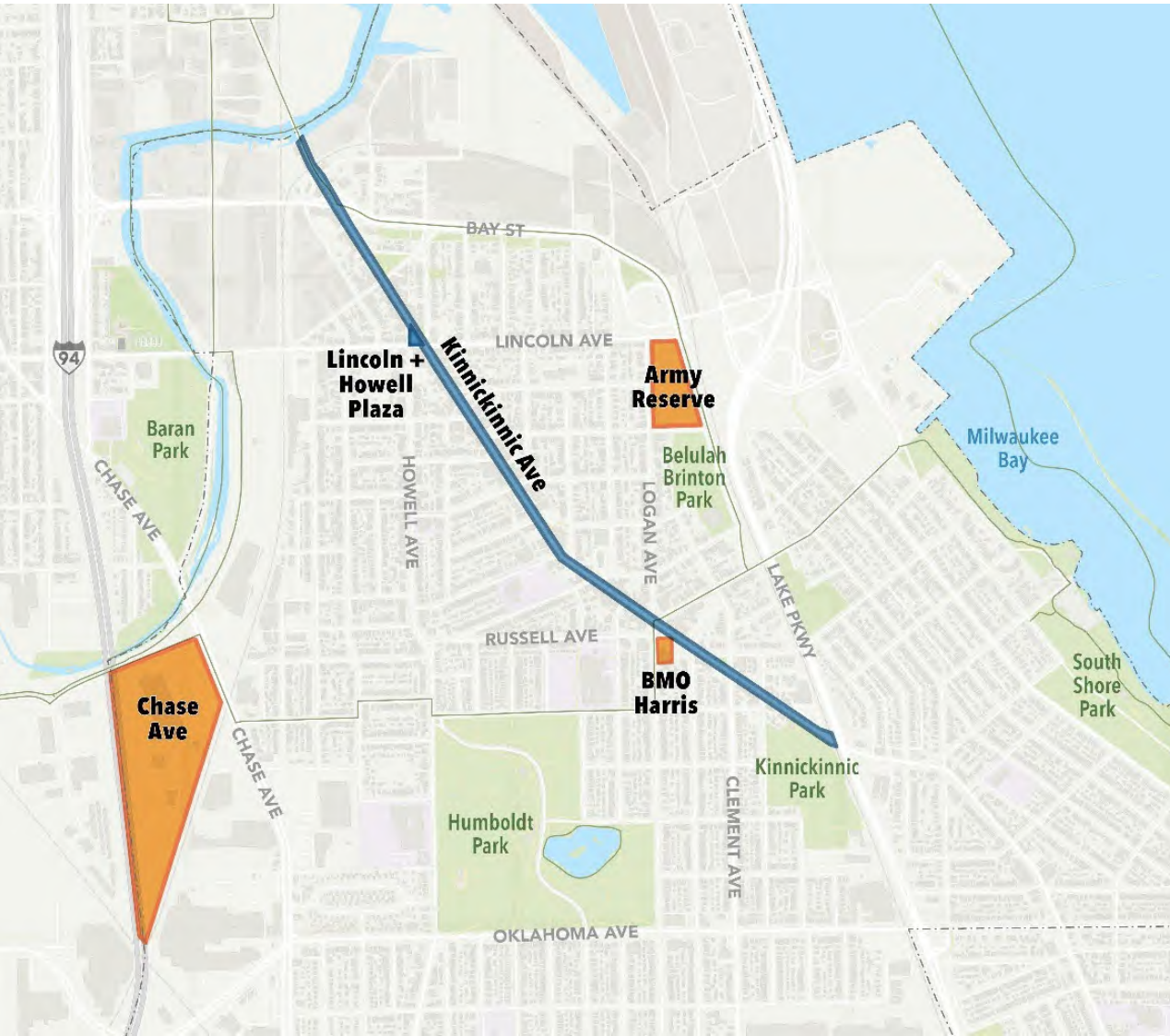
The mean (average) sales price in 2022 was \$284,000

- Server: \$19,000
- Hair Stylist: \$28,670
- Electrician: \$51,100
- Milwaukee Police Officer: \$63,500
- Average MPS teacher salary: \$60,000
- Registered Nurse: \$69,500

*Source: Salary.com*

# FOCUS AREAS

# FOCUS AREAS



## Focus Area Selection

- Comments made at the first community meeting and on Social Pinpoint
- Conversations with residents
- Mix of near-term and long-term potential
  - Army Reserve
  - BMO Harris
  - Chase Ave
  - Kinnickinnic Avenue

# ARMY RESERVE

Army Reserve Site



# ARMY RESERVE

## additional outreach

- Outreach to residents living closest to the site
  - 849 Mailed letters
  - 60 Doorhangers
  - Postcard for public meetings
  - One-on-one meetings with staff

## key themes + comments

- 322 survey responses from community meeting, online survey, and neighborhood event. 22 were against any development on the Army Reserve site. Additional 9 emails opposing any development.
- Some people have come to see this as park space, even though it is a City-owned vacant lot
- New development would be a change, in particular, for residents along Logan
- Priorities:
  - Incorporating some greenspace/ outdoor amenity
  - Upgrading Beulah Brinton
  - Housing that is affordable to a wide range of incomes

# ARMY RESERVE

## Army Reserve Site

- Includes a mix of market-rate and affordable units
- Integrates sustainable design features and landscaping
- Incorporates a mix of housing types (i.e. townhomes, multifamily, etc)
- Features high-quality and attractive design
- Integrates quality amenities for residents
- Integrates into the surrounding neighborhood
- Designed with pedestrian-friendly design





# BMO HARRIS

## BMO Harris Site

- Close Russell between Kinnickinnic and Logan Avenues
- 4 or 5 story building along Kinnickinnic Ave
- Explore carriage units to back
- Explore rehabilitating the Bella's building to east
- Step down to neighborhood
- Retail, residential, and office are potential uses



# CHASE AVE

## Chase Avenue

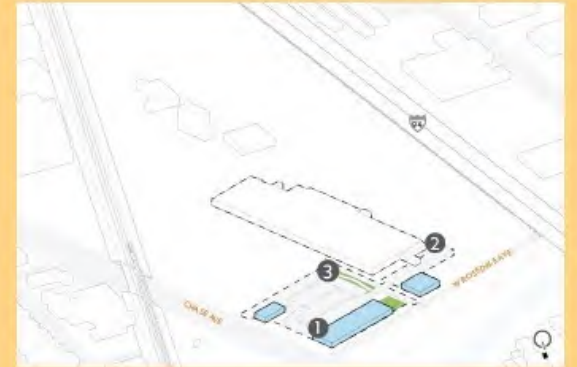
- Phased approach starting in re-investment, outlot development and connecting to the Kinnickinnic River Trail.
- Retail, residential, and office are potential uses



### STRATEGIES

- 1 Outlot development
- 2 Reinvest in existing retail center
- 3 Connect to Kinnickinnic River Trail

### PHASE 1: SHOP + PLAY



### STRATEGIES

- 1 Commercial/industrial behind outlots along Interstate 94
- 2 Extend Kinnickinnic River Trail through site
- 3 Employment centers/ office/ residential

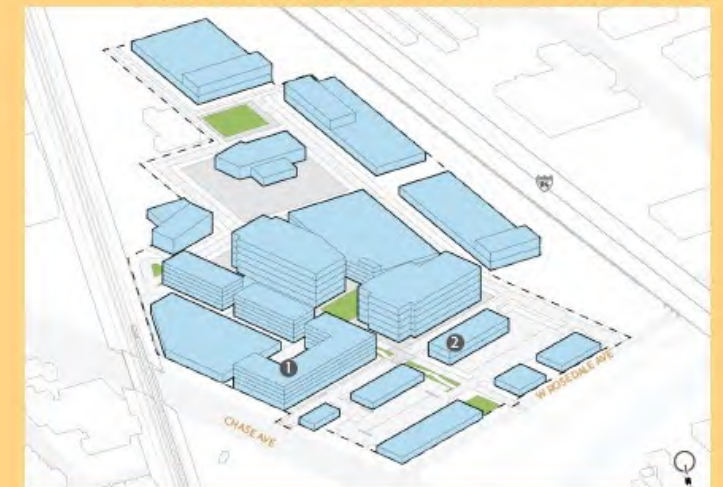
### PHASE 2: SHOP + PLAY + WORK



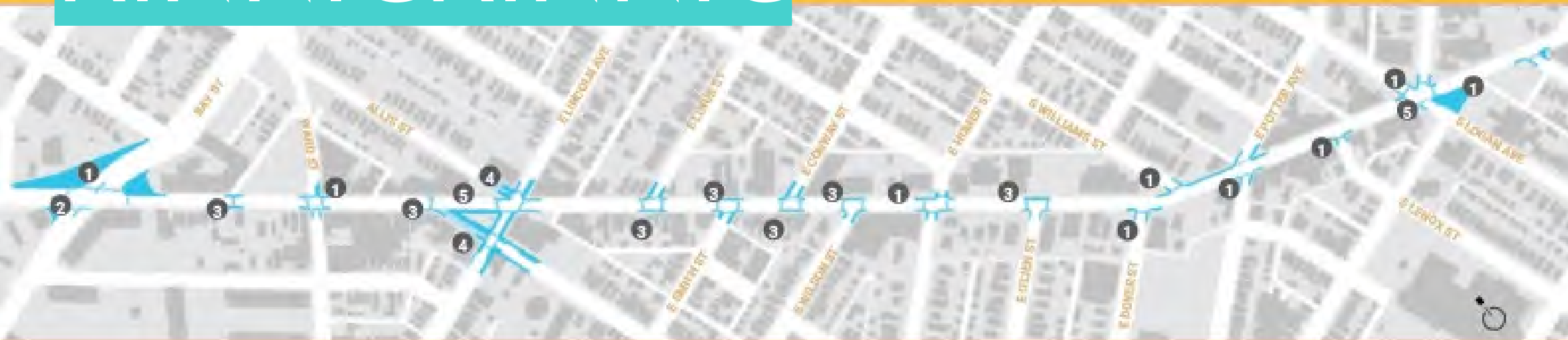
### STRATEGIES

- 1 Mixed-use residential
- 2 Commercial

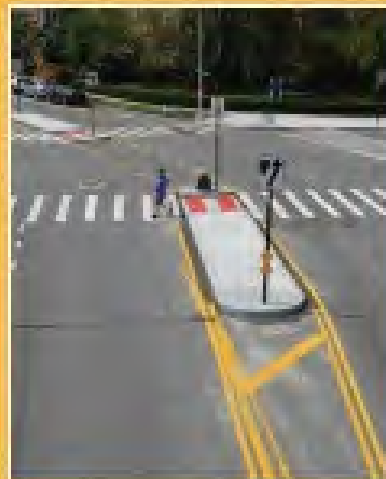
### FINAL PHASE SHOP: + PLAY + WORK + LIVE



# KINNICKINNIC



1 CURB EXTENSION



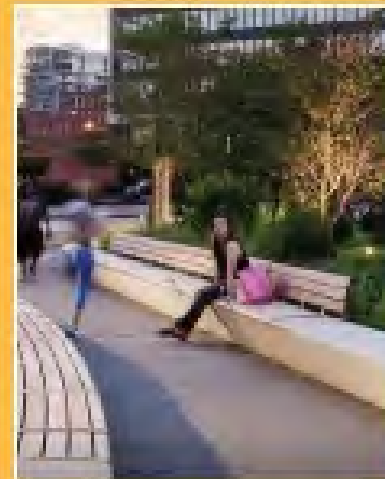
2 REFUGE ISLAND



3 MID-BLOCK CROSSING



4 FESTIVAL STREET



5 PUBLIC SPACE

# KINNICKINNIC

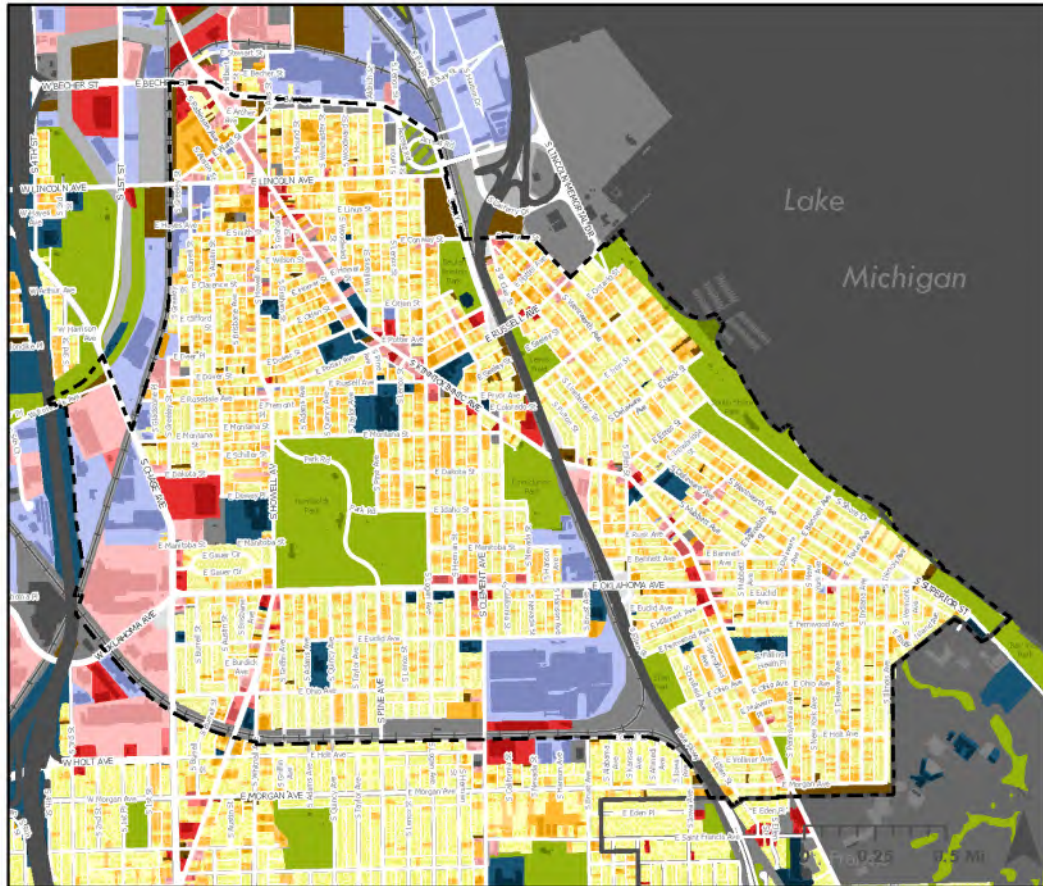
## Kinnickinnic Avenue

1. Use curb extensions to minimize crossing distances and provide more public space and space for outdoor dining
2. Push bus stops to outside of intersection
3. Include no more than one travel lane in each direction
4. Table Howell Ave (raised street section) between Kinnickinnic Ave and Lincoln Ave to slow traffic.
5. A bus-only street along Howell could be explored
6. Narrow Allis Street so it could more easily be closed for special events



# KEY RECOMMENDATIONS AND STRATEGIES

# LAND USE, ZONING & DEVELOPMENT



## LEGEND

### Land Use

Residential: Single Family	Public and Institutional
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- Nearly 60% of the existing land area is used for single family or duplex housing.
- Multi-family or mixed use is about 9%
- Parks make up 10% of land area
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# key themes + comments

Varying opinions about building height and density along Kinnickinnic Ave.

Slightly more people responded in favor of the proposed height and densities than against:

- > 87 were supportive
- > 60 were opposed
- > 22 noted other factors that would influence their opinion, such as design and parking

*"I prefer smaller, more neighborhood looking buildings over the gigantic, out of place monoliths already built here."*

*"I think they are horrible and do not reflect the old charm of the neighborhood. It is disrespectful to the history of Bay View."*

*"I am opposed to higher density on KK medium density is fine. One of the attractions of BV is attractive and unique older buildings that give it a small town feel."*

*"I'm in favor. Dense, affordable housing is an asset to the community."*

*"Go bigger."*

*"I would prefer taller buildings. 20 story buildings anywhere in Bay View would have nice lake & downtown vistas."*

*"I think all of the proposed building sizes sound right for the proposed areas. It's important to have more affordable housing in Bay View. I also would LOVE to see something FINALLY be built in the gravel lots on KK and Herman."*

*"Love the 5-6 story apt. building. Brings more diversity into our neighborhood."*

# key themes + comments

*“There is a need for more housing that is affordable to a wide range of incomes and abilities within the neighborhood”*

- > 59% agreed
- > 26% disagreed
- > 16% were unsure

*“Missing Middle” housing options are all popular.*

*“I have not seen any good examples of affordable housing for senior citizens”*

*“Like the conservation overlay”*

*“More housing makes housing more affordable”*

*“Likes townhome-its in okay with neighborhood”*

*“I could not afford my own house if I had to rebuy today”*

*“Essential workers live and work here- must have affordable living”*

*“Bay View is a great neighborhood, and it should be possible for people of any income to move here and enjoy its opportunities.”*

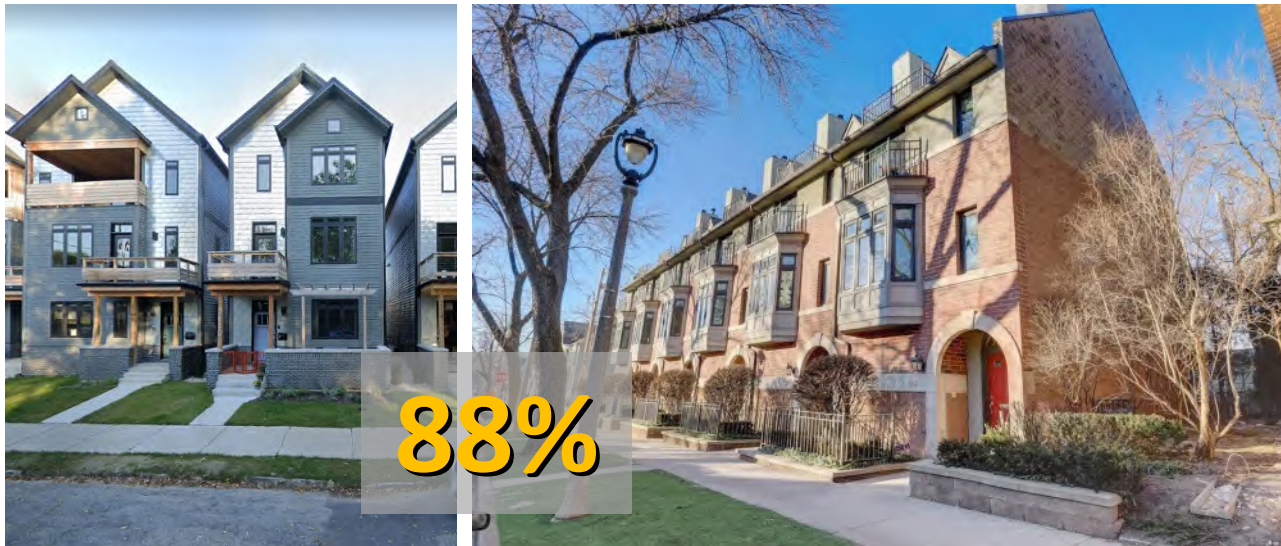
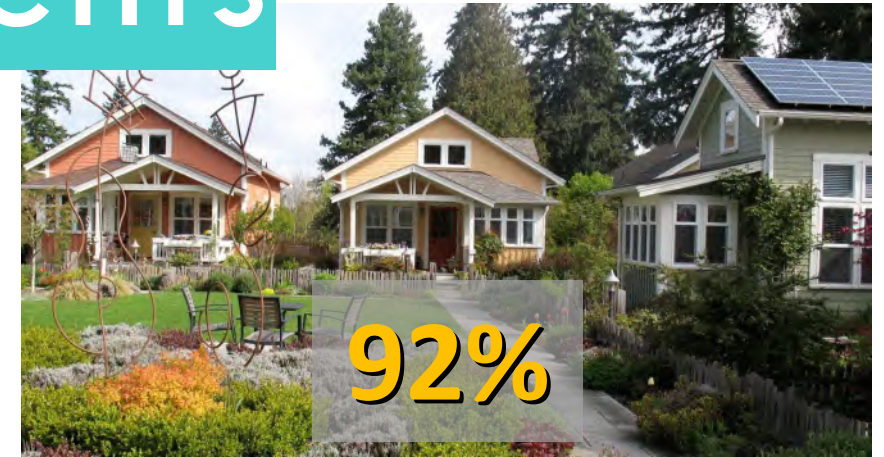
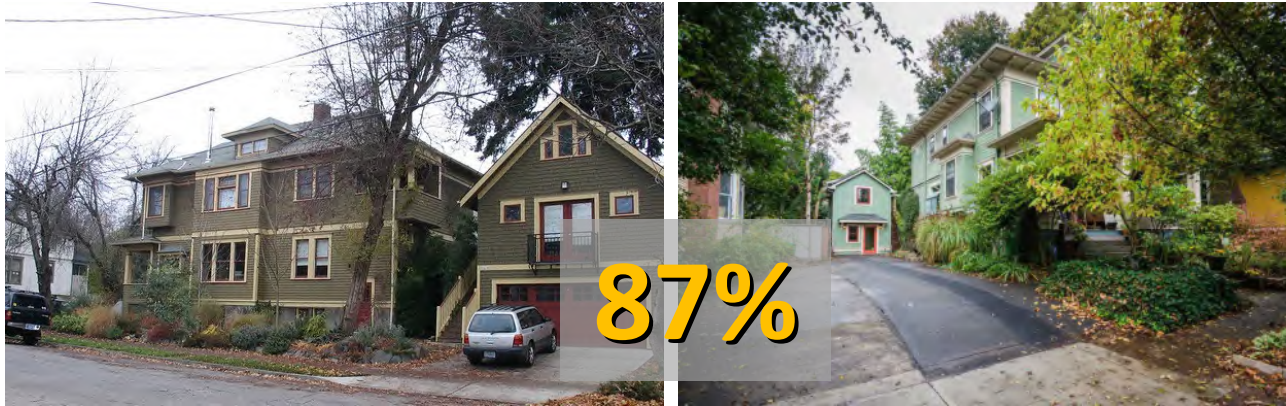
*“I don't think rising home values are a problem; it's a positive.”*

*“Too many short-term rentals!”*



# key themes + comments

% of people who had a favorable opinion of each missing middle example

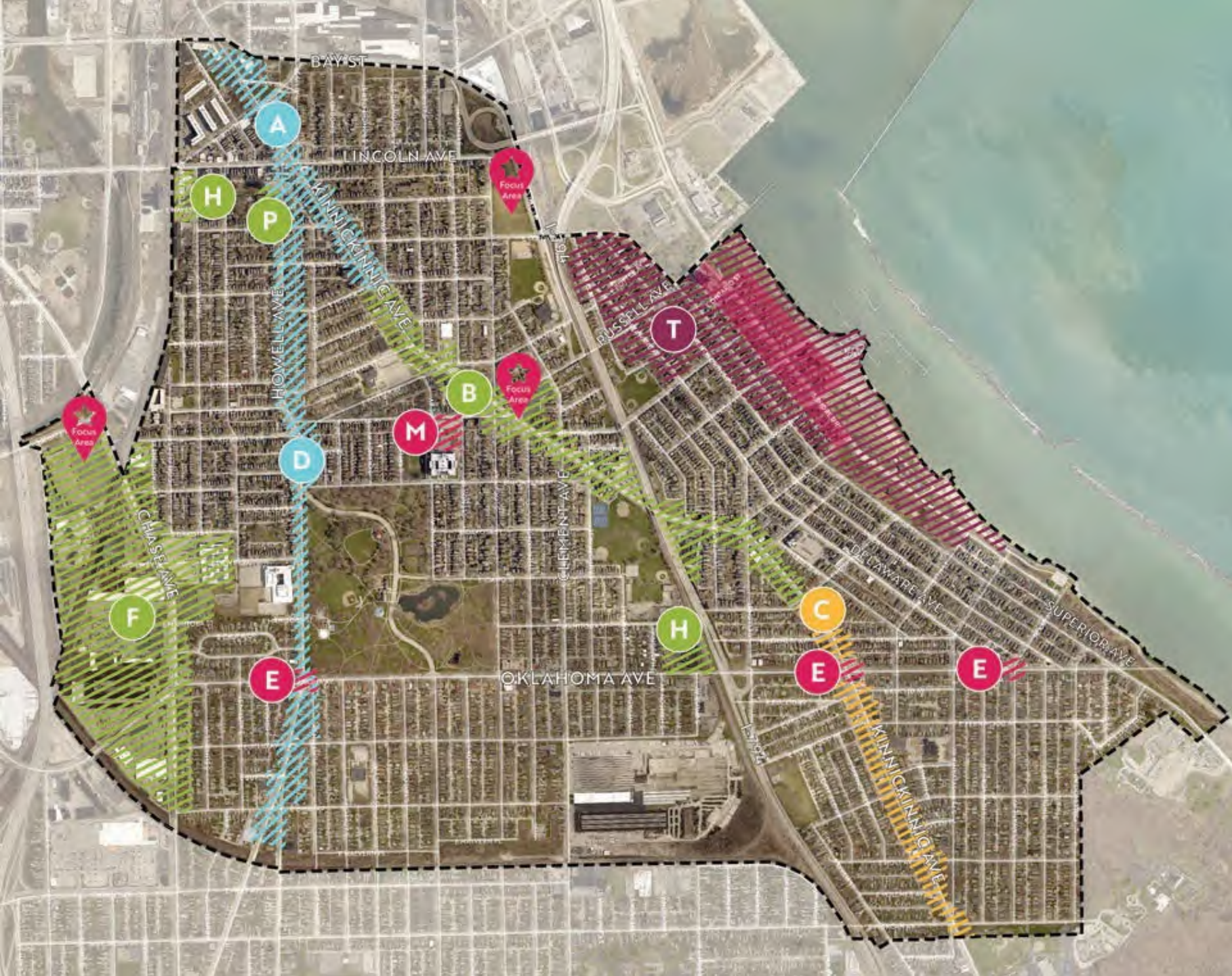


# LAND USE, ZONING & DEVELOPMENT

## Key Recommendations

1. Encourage transit oriented development along Kinnickinnic Avenue, particularly the northern part and at key nodes
2. For Howell Avenue, foster the current mix of uses, while encouraging smaller-scale multi-family buildings and mixed-use, live-work, and commercial uses, particularly north of Homer Street and at transit stops
3. Accommodate more housing options within residential areas
4. Allow some industrial properties to transition to other uses

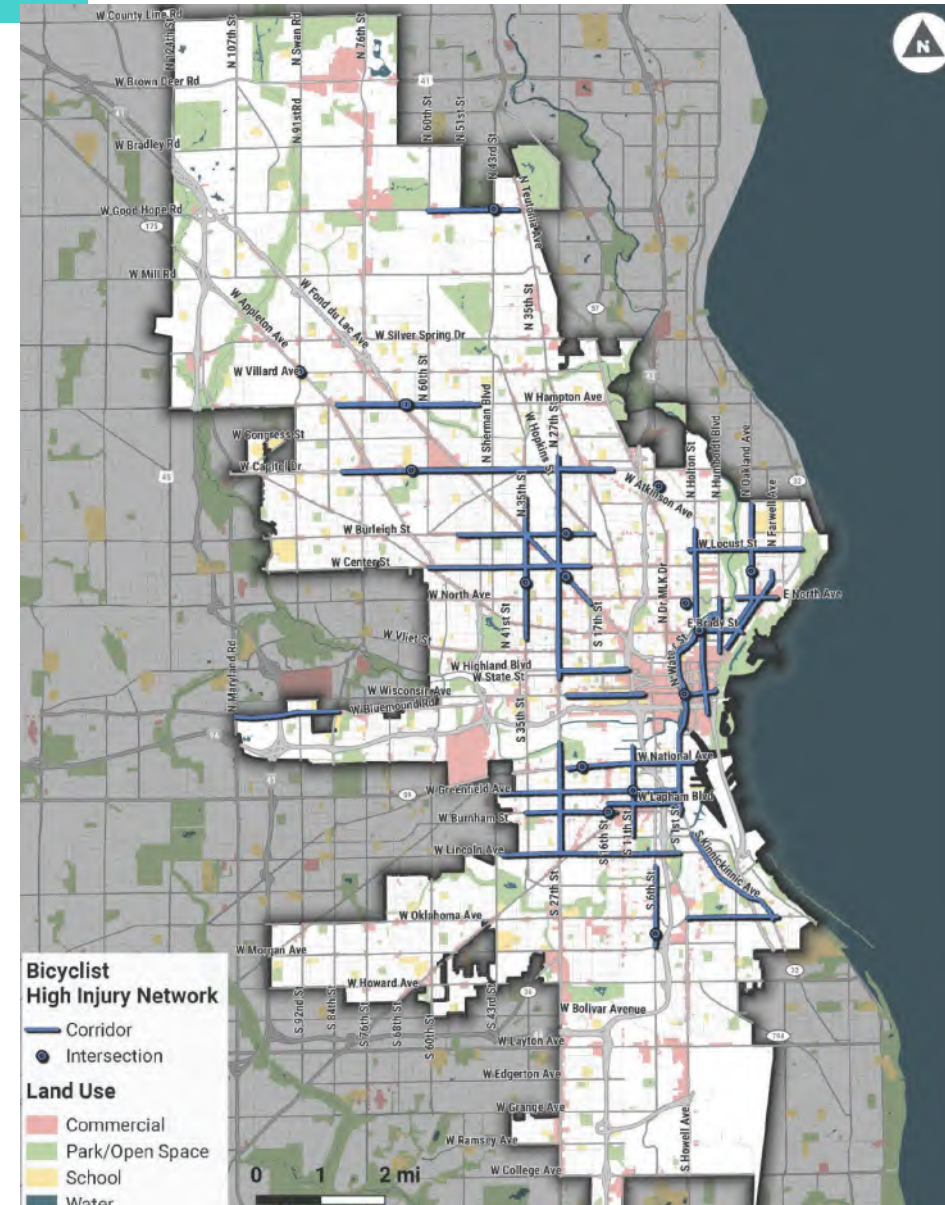




# TRANSPORTATION

## Key Recommendations

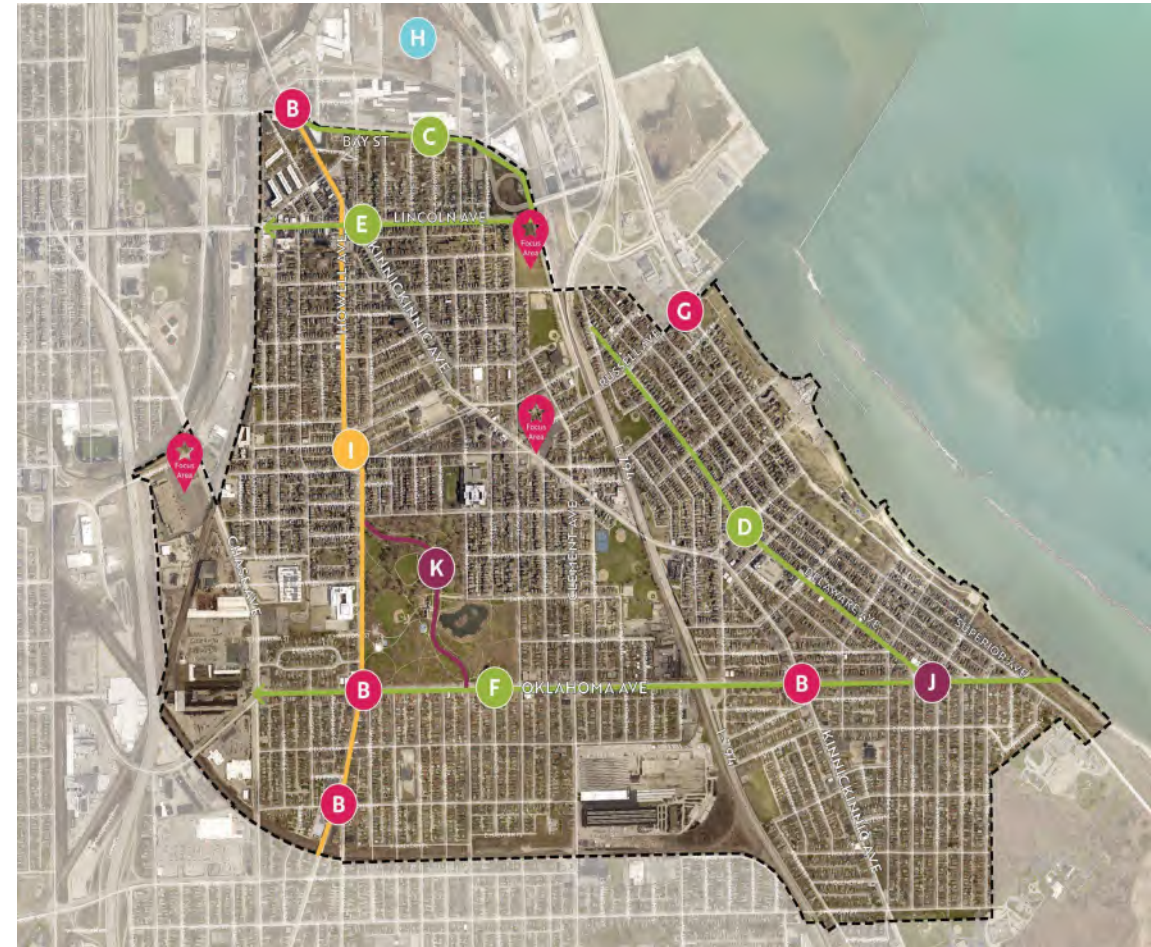
- > Prioritize safety improvements at those intersections and corridors with higher pedestrian and bicycle crash rates. Solicit community input in prioritization.
- > Reconfigure intersections to be more pedestrian and bicycle friendly and a gateway into the neighborhood.
- Improve biking along Bay Street between Becher Street and Lincoln Avenue by extending the raised bike lane or adding another type of separated bikeway.
- Identify and implement a low-stress bike network, consisting of bike boulevards and protected bike lanes.
- Improve connections to Lincoln Village neighborhood along Lincoln Avenue and to the Crisol Corridor along Oklahoma Avenue.



# TRANSPORTATION

## Key Recommendations

- Evaluate the intersection of Superior Street and Russell Avenue for improved biking as part of the Oak Leaf Trail.
- As the Grand Trunk Wetland (in Harbor District) is restored, ensure neighborhood access.
- Support initiatives to provide Bus Rapid Transit service along Howell Avenue.
- Close Delaware Avenue at Oklahoma Street to create outdoor gathering space. This could be done temporarily as a pilot program. **COORDINATE WITH RESIDENTS!**
- Make Park Road through Humboldt Park a permanent active street. This could be done temporarily as a pilot program.



# HISTORIC PRESERVATION

## Key Recommendations

- > Consider studying the Kinnickinnic Ave Corridor's historic, architectural, and cultural significance, for potential consideration of future national designation, if desired by the community
- > Maintain the current National Historic District and increase marketing efforts to property owners to utilize tax credits for their home rehabilitation efforts.



# PARKS & SUSTAINABILITY

## Key Recommendations

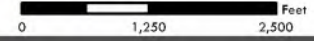
- > **Identify potential locations to relocate the dog park and/or include within existing parks.**
- > **Identify potential locations for a skate park. Residents noted the demand for a skate park as well as places more generally where adolescents are welcome**
  - Leverage programs in partnership with the Milwaukee Metropolitan Sewerage District (MMSD)
  - 
  - Incorporate **green infrastructure**, such as bioswales and stormwater trees into roadway projects whenever possible.
  - Consider more **sustainable landscaping practices at Humboldt Park**, such as planting native species instead of turf and transitioning the lagoon into a wetland.
  - Encourage sustainable building practices for both redevelopment and new development.
  - Continue efforts to rehabilitate vintage building stock in the neighborhood.
  - While the parcels along the south side of Bay Street, between Ward and Aldrich Streets are not developable due to MMSD infrastructure, they offer a potential opportunity for beautification or community gardens



# BAY VIEW PARKS, 2022

## Half Mile Population Analysis

Prepared by the Dept. of City Development Planning Division, 8/5/2022  
 Source: City of Milwaukee Information Technology Management Division



**Legend**

- Parks
- Half Mile Park Buffer
- Bay View Plan Boundary

Based on 2020 Census data, 100% of the Bay View population lives within a quarter mile of a park, compared to 95.6% of City of Milwaukee residents.



- 100% live within a 1/2 mile of a park
- 88.9% live within a 1/4 mile of a park



# ECONOMIC DEVELOPMENT

## Key Recommendations

- > Continue and build on current coordination efforts among businesses and explore other ways for businesses to communicate
- > Identify shared goals among businesses
- > Encourage murals on commercial buildings where they can have a positive impact on the public realm



**Thank you!**