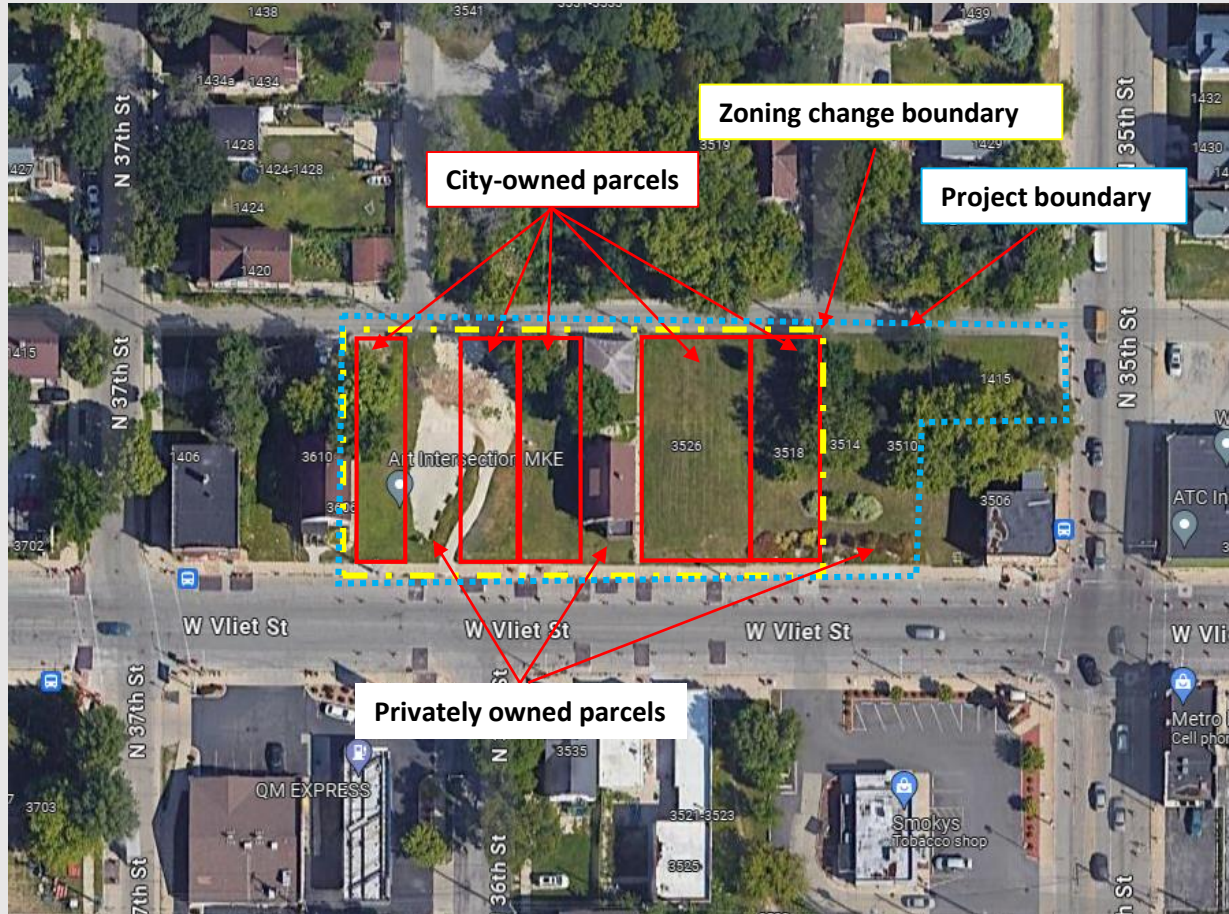
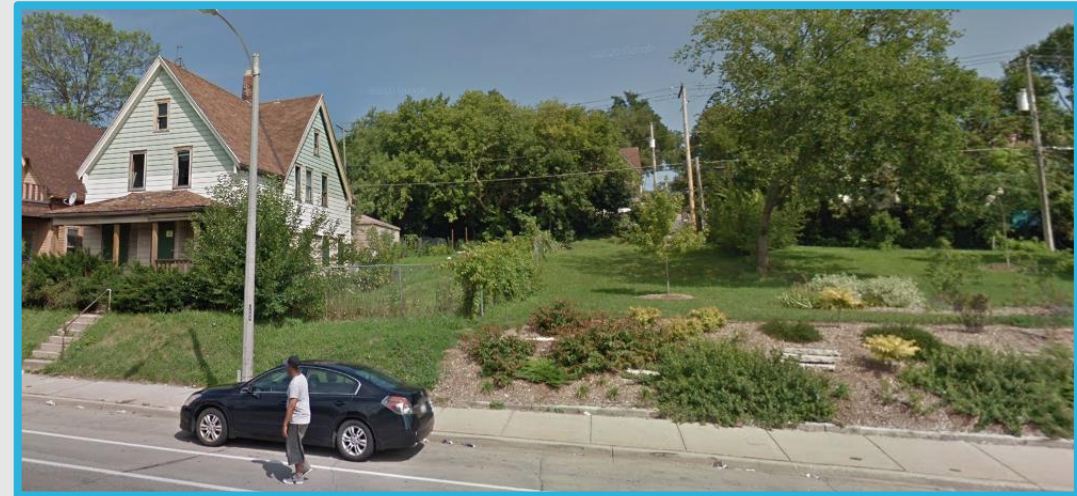
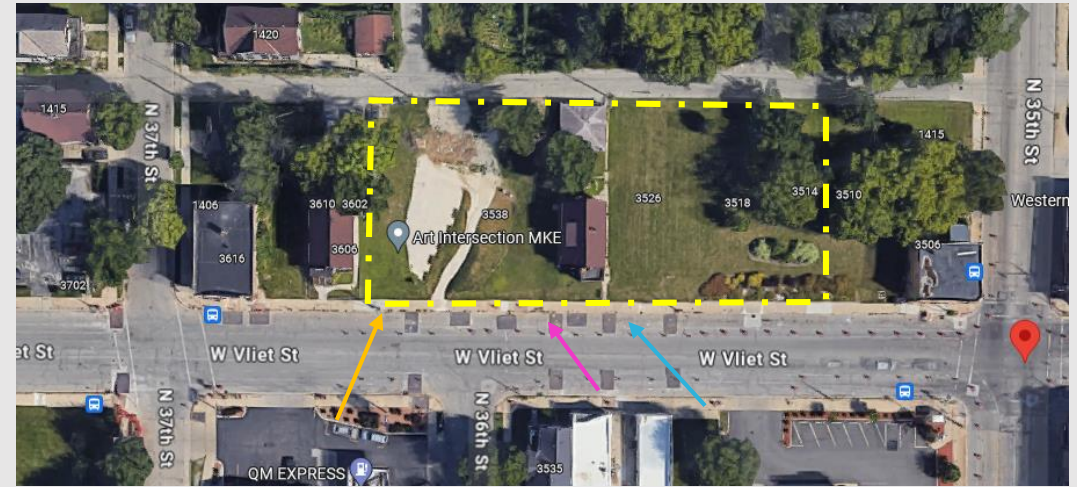
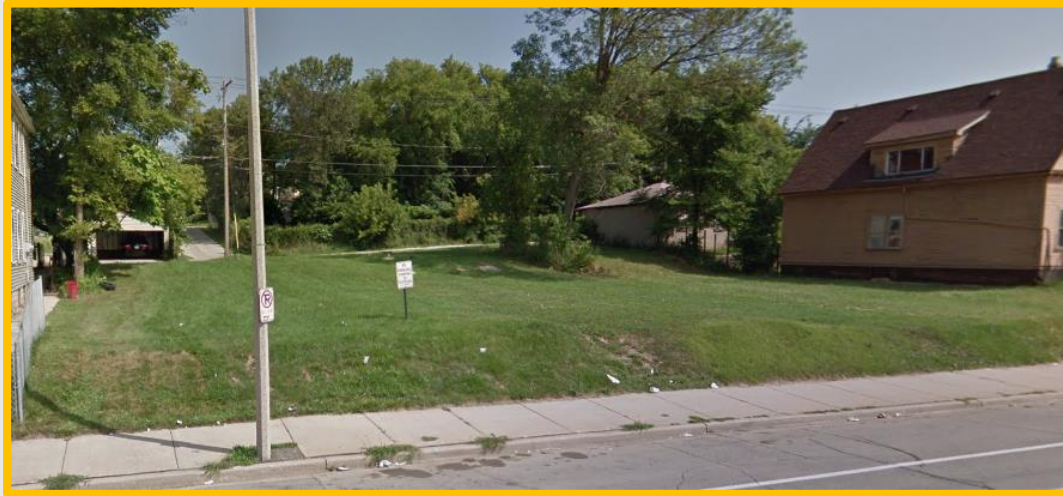


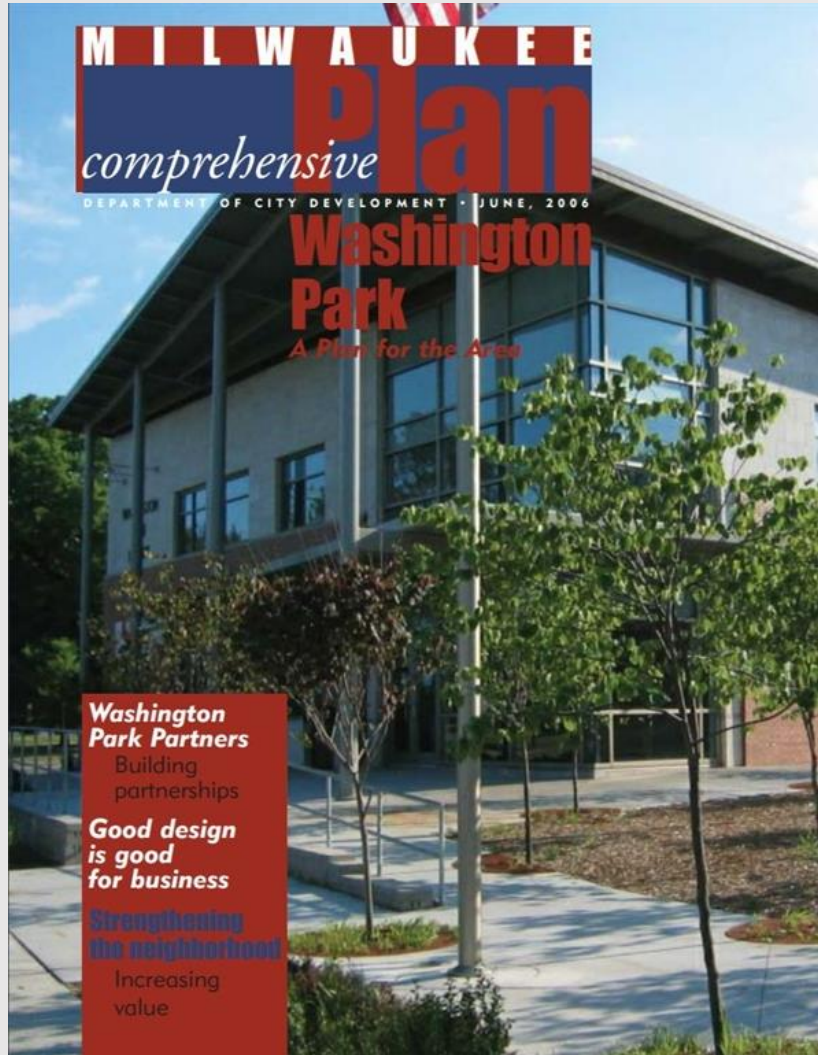
File No. 240377. A substitute ordinance relating to the change in zoning from Two-Family Residential, RT4, to Local Business, LB2, for the properties located at 3516-3602 West Vliet Street, on the north side of West Vliet Street between North 35th Street and North 37th Street, in the 15th Aldermanic District.



File No. 240377. Context.



File No. 240377. Consistency with Comprehensive Plan.



Washington Park Plan

- Adopted in 2006.
- The Plan recommends infill redevelopment that complements the rest of the neighborhood at this location
- The plan notes that the 35th and Vliet Street intersection is an important node within the plan area, and one that could likely support additional commercial uses
- The proposed rezoning is **consistent** with the comprehensive plan



ART INTERSECTION MKE

A NOVEL, MULTI-DIMENSIONAL PLACEMAKING INITIATIVE FOR
COMMUNITY-BUILDING

2024



Envision it...

...a vibrant outdoor gallery rising from a group of vacant, blighted properties...

...an inclusive shared space buzzing with public art, performing arts, cultural events, and educational programming...

...a place where diverse families, people of color, and people with disabilities can access green spaces and green technologies...

...a spur to the economy in a dormant commercial corridor...

...a celebration of, and epicenter for, community life, where each day brings a different experience: a sensory garden, a maker's market, live mural creation, a children's museum pop-up, holiday celebrations...and so many more possibilities

Project physical overview

Where:

Located in Washington Park neighborhood on Vliet Street between 35th and 37th

What:

Building out 40,000 square feet of formerly vacant lots

Rainwater harvesting and retention project

Biodiverse habitat of native plants

Accessible walkways for strolling, with educational signage

Public art installations

Completely powered by solar pavilion

Art studio, gallery– activity space with commercial kitchen

Residential uses





A FACILITY TO FUSE ART AND ENVIRONMENT

Arts and the environment – fused

Our green space boldly innovates by placing these two powerful forces in juxtaposition – in a community hub where neighbors can meet and learn, reflect and celebrate, at a unique intersection of arts and environment.

Our visitors will find our green space easily accessible, constantly evolving, and a continual reminder of their personal and collective capacity for growth and renewal – capacities they will draw upon to lift their spirits, strengthen their families, build their community, and heal our planet.

Leveraging the fusion

This effort integrates environmental sustainability and stewardship, public art, community engagement and education to uplift the Washington Park neighborhood.

The effect of this fusion will be to improve residents' mental health, increase their perception of safety and stimulate pride in a renewed sense of place.

Driving environmental awareness & action

The community will benefit from the access and exposure to green technologies– green infrastructure, rainwater harvesting and solar pavilion

Provide neighbors with freshwater and environmental education and resources via external environmental organization partnerships.

Green Stormwater Infrastructure project

Includes a comprehensive infrastructure that integrates a massive bioretention basin, native plants, stormwater trees and large rainwater harvesting system.

Effects:

Effectively manage 65,000 gallons of stormwater runoff

Harvest an additional 7,750 gallons of rainwater

Generate a biodiverse habitat, including 27 species of native plants

Deliver environmental education to both casual visitors and group tours

Benefits:

Improve area water quality, preserving Lake Michigan and other local waterways

Enhance community biodiversity

Improve air quality in the heart of the city

Revitalize a degraded urban landscape



Solar Pavilion and Energy Storage



Solar panel array will generate electricity and provide shaded, dry area for visitors and events.

Installation will address a range of community energy needs:
Simple, free access for visitors for cell phone recharging, EV charging stations and other uses
Energy source for on-site events
Resiliency hub to support community in times of crisis, i.e. natural disasters





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THIS IS JUST THE BEGINNING

Mixed-use Facility and Residence



Future construction includes large mixed-use building and residential uses.

Facility uses include:

White box space for art gallery, retail or private and public events

Commercial kitchen for culinary arts programming and catering for events

Potential housing for artists in residence or family residence



GREATER ASPIRATIONS

A replicable breakthrough

We aspire to make Art Intersection MKE a model for other similar projects, across Milwaukee and the nation beyond:

No other facility nationwide has a similar intersection of arts and culture appreciation, environmental impact and education, and remediation for a disinvested area of the city

Share findings and lessons to foster replication and scalability of similar projects

Demonstrate a new model for revitalization of degraded urban landscapes



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WHAT WE'VE ACCOMPLISHED SO FAR

Developmental partnerships

By pooling resources and creativity, Art Intersection MKE and partners aim to cultivate a healthier, vibrant, economically sound community:

Green stormwater infrastructure developed through Milwaukee Metropolitan Sewerage District (MSSD), via its Fresh Coast Green Communities Program

Engineering, design, and construction expertise with the assistance of Greenprint Partners, Bloom Companies, Learning Landscape Designs, Independence First

Educational resources for freshwater, green technologies and environmental conservation via MSSD, Clean Wisconsin, Milwaukee Water Commons, Couillard Solar Foundation and Renew Wisconsin

Public art installations and community engagement initiatives via local, regional and international artists and community organizations



Other accomplishments

Successful activation of vacant green space

- Installation of permanent mural and temporary sculptures
- Community service learning mural project with Milwaukee Institute of Art and Design students
- Controlled burn and community fire safety briefing with Milwaukee Fire Department
- Multiple well-attended community events



Built relationships with funders

Creatively combining public and private funds to raise over \$500k



Developed concept for long-term maintenance

- Maintenance training program for formerly incarcerated and at-risk youth
- Youth and college student internships
- Strong volunteer interest



WHY WE WILL SUCCEED

Momentum assured

Art Intersection MKE will succeed because our goals coincide with those of so many others:

Local governments want...grassroots projects that help energize communities

Area businesses want...to stimulate economic development in a dormant area

Neighbors want...spaces and programs that strengthen connectivity

Families want...accessible facilities that bring them together with others, stimulate their community pride, and fuel their sense of optimism and personal agency

Donors want...a fresh, dynamic approach to making a difference



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THANK YOU