



NEAR WEST SIDE

A Neighborhood of Neighborhoods

NEAR WEST SIDE: *A Neighborhood of Neighborhoods*

Restaurant & Retail Corridors: Vliet Street & North Avenue in Washington Heights and Wauwatosa

Restaurant & Retail Corridors: State Street, Bluemound Road, Tosa Village

NWS by the Numbers
 40,000 Residents
 25,000+ Employees
 450+ Businesses
 7 Neighborhoods

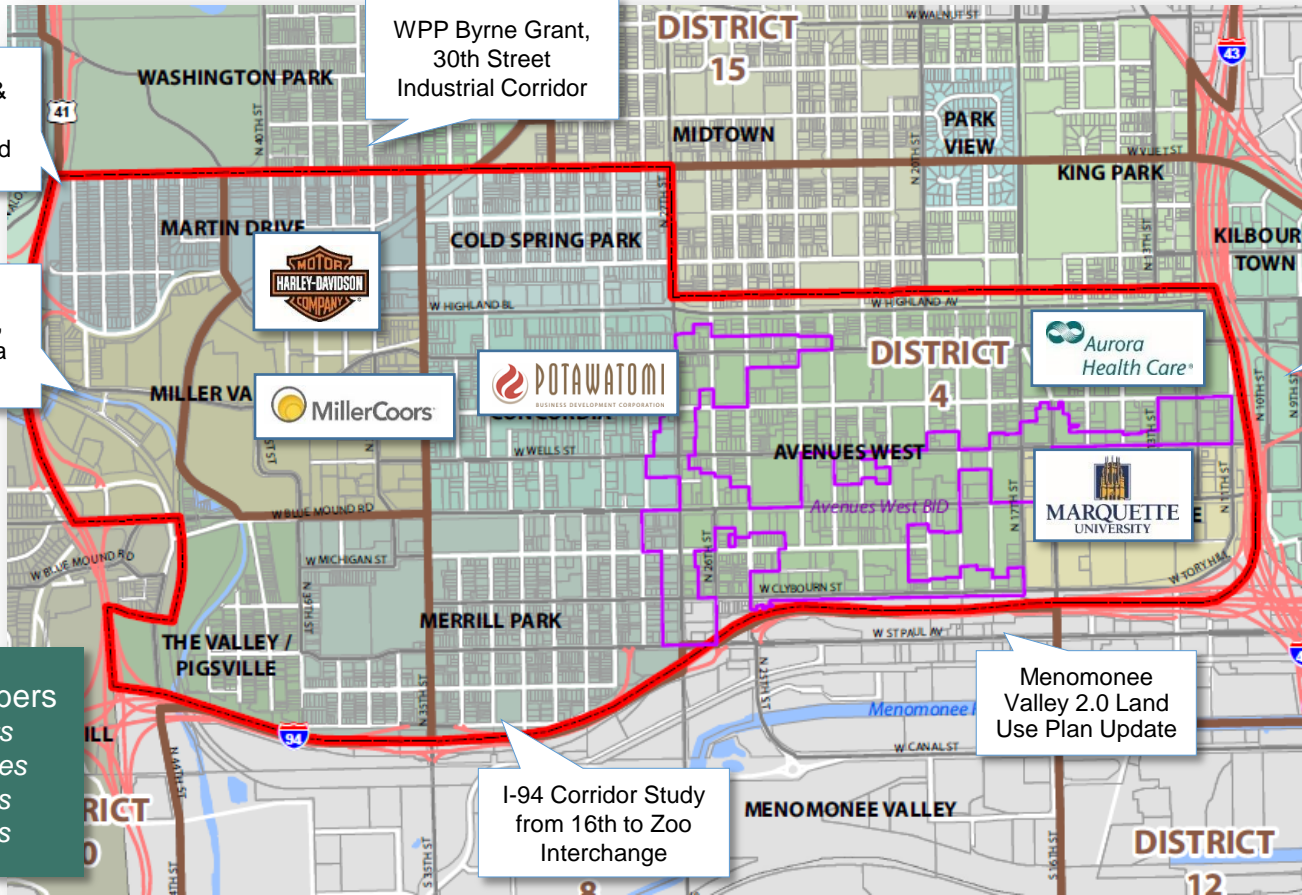
WPP Byrne Grant, 30th Street Industrial Corridor



The Brewery, Milwaukee Bucks Arena, WAMDC, MU-APRC

Menomonee Valley 2.0 Land Use Plan Update

I-94 Corridor Study from 16th to Zoo Interchange



**Near West Side Partners,
Inc. (NWSP)**

**NWSP
Steering
Committee**

*NWSP will link to 3 issues:
education, healthcare, workforce*

Safety

Housing

**Commercial
Corridor
Development**

**Neighborhood
Identity &
Branding**

TARGET POPULATIONS

RESIDENTS

Homeowners
Renters
Transitional

EMPLOYERS

EAH Programs
Social Services
Workforce

VISITORS

Dining
Culture
Schools
Churches

EMPLOYEES

Residents
Non-Residents

KEY CORRIDORS

Wisconsin Avenue

Wells Street

State Street

27th Street

35th Street

Vliet Street

PARC:

*An Innovative Approach to Implement Goals
of NWSP Working Teams*

PROMOTE ASSETS

to address the *PERCEPTION* of the
neighborhood challenges

REDUCE CRIME

to address the *REALITY* of the
neighborhood challenges

NEAR WEST SIDE PARTNERS HIGHLIGHTS

- Near West Side CEO Symposiums
 - *October 30, 2014*
 - *April 14, 2015*
 - *November 10, 2015*
- PARC Initiative Launched (June 2015)
- NWS Logo Unveiling & Community Walk
- Historic Concordia Home Tour
- Cold Spring Park Community Garden
- National Night Out (nearly 2,000 residents participated)
- Marquette University Police Department (May 2015)
- Milwaukee County Economic Development Fund
- Strategic Planning
- BID Expansion Plan
- Stakeholder Surveys
- Green Space Initiative
- Asset Mapping
- CPTED Training
- Landlord Compact Program
- Empty Storefronts Conference
- Developer Focus Groups
- Investor Interest
- *New Brand Identity*



HOW WILL NWSP & PARC BE MEASURED?



Continual decrease in overall crime, fear, and disorder



Increase in workforce opportunities for Near West Side residents



Increase in owner-occupied housing & employee walk-to-work programs



Grocery stores offering fresh produce and quality food



New restaurants, new shops, growth of small businesses



Development of pedestrian-focused amenities and green space



Network of strong Near West Side residential associations



Brand identity of the Near West Side reflects its anchors and stakeholders



Safety projects in 2004 plan addressed & Near West Side 2.0 plan underway



Wisconsin Avenue restored to its grandeur



27th Street becomes "Iconic Way"; 27th and Vliet Streets are thriving commercial corridors



NWSP & PARC Initiative recognized as a national model for community redevelopment