

## STRONG NEIGHBORHOODS POLICIES & STRATEGIES

### E. Beautify Neighborhoods

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| <b>1. Mitigate the negative effects of vacant lots and buildings.</b>                  | <ul style="list-style-type: none"><li>a. Maintain all City-owned properties to a “good neighbor” standard to ensure that vacant buildings are secured in a way that prevents vandalism and further deterioration, and to mitigate issues that can have a negative effect on neighborhoods such as pest infestations or unsightly or hazardous conditions.</li><li>b. Demolish or deconstruct blighted buildings where appropriate.</li><li>c. Address the problem of illegal dumping at vacant properties.</li></ul> |
| <b>2. Repurpose vacant lots as neighborhood assets.</b>                                | <ul style="list-style-type: none"><li>a. Allow homeowners to buy vacant lots adjacent to their homes.</li><li>b. Allow community based organizations to reuse vacant lots for community space and urban agriculture.</li><li>c. Plant trees and add landscaping in vacant lots throughout the area.</li><li>d. Create new pathways and neighborhood connections where adjacent vacant lots create shortcuts.</li><li>e. Create small parks and community gathering spaces where appropriate.</li></ul>               |
| <b>3. Encourage Community led efforts that create neighborhood pride and identity.</b> | <ul style="list-style-type: none"><li>a. Support and grow the capacity of community based organizations working to improve the physical appearance of neighborhoods.</li><li>b. Encourage public art that reflects the community and work to reduce barriers to public art in the right-of-way and on public property.</li><li>c. Promote organized clean-up efforts in neighborhoods.</li><li>d. Identify additional opportunities for community art.</li></ul>   |

# THRIVING CORRIDORS

## *Policies & Strategies*

Thriving corridors are the backbone of a neighborhood. In many ways, the vitality of the main corridors reflects the overall health of a neighborhood. They are home to the businesses that provide jobs for residents, provide opportunities for entrepreneurship, host gathering spaces for people, and reflect the unique character of the community. This section focuses on local economic development and the ways that private enterprise, community organizations, and government can work together. To foster thriving corridors, this Plan outlines policies and strategies to:

- 1 Support business and entrepreneurship
- 2 Foster employment opportunities and workforce development
- 3 Rehabilitate commercial and industrial buildings
- 4 Support commercial and industrial development
- 5 Thriving business environment

*Examples of Existing Businesses and Opportunities*



## THRIVING CORRIDORS POLICIES & STRATEGIES

### A. Support Businesses & Entrepreneurship

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| <b>1. Keep small businesses in business and give them the support they need to thrive.</b> | <ul style="list-style-type: none"> <li>a. Maintain regular communication with existing businesses to assess their needs, and make efforts to accommodate those needs.</li> <li>b. Regularly evaluate Commercial Corridor grant programs to ensure they are addressing the needs of existing small businesses.</li> <li>c. Develop a program to provide “legacy grants” to long-term businesses in the area with an emphasis on black-owned businesses.</li> <li>d. Provide guidance on adding online platforms to expand the customer base of area businesses.</li> <li>e. Expand programs intended to develop and strengthen Small Business Enterprise (SBE) firms.</li> <li>f. Minimize the potential for displacement of existing small businesses, particularly Black- owned businesses.</li> </ul>   |
| <b>2. Attract new businesses to the area.</b>  | <ul style="list-style-type: none"> <li>a. Prioritize locally-owned businesses, especially black and minority owned businesses and those owned by local residents, in existing commercial areas and the 30th Street Corridor.</li> <li>b. Leverage City-owned land and buildings to help support large and small scale business development, prioritizing local business development and entrepreneurship over national chains.</li> <li>c. Target resources to companies in the food and beverage processing industry to support the existing cluster of food based assets, and support the development a center for urban agriculture or food innovation.</li> </ul>   |
| <b>3. Support local entrepreneurship and help new businesses grow.</b>                     | <ul style="list-style-type: none"> <li>a. Reuse vacant city-owned commercial properties in the area to foster start-ups, particularly those owned by residents of the area and people of color.</li> <li>b. Preserve and expand zoning districts that allow for small businesses, creative industries and “maker” spaces, and promote small scale manufacturing along commercial corridors.</li> <li>c. Promote live/work/sell spaces and co-working spaces and ensure that zoning regulations facilitate this type of occupancy. Explore and advance opportunities for live/work/sell space to support local artists and creative entrepreneurs.</li> <li>d. Support local artists and creative entrepreneurs.</li> <li>e. Create partnerships that help small business startups grow, and support community led efforts like Brew City Match which pair small business startups with property owners and provide resources for each.</li> <li>f. Support the efforts of MEDC to match small businesses with lending partners, identify angel investors for start-ups, and offer technical assistance in small business formation and management.</li> </ul> |

THRIVING CORRIDORS POLICIES & STRATEGIES	
B. Employment Opportunities & Workforce Development	
<b>1. Grow the workforce employers need.</b>	<ul style="list-style-type: none"> <li style="border-bottom: 1px solid black; padding: 5px 0 5px 20px;"><b>a.</b> Increase area resident’s enrollment, retention and completion in post-secondary education.</li> <li style="border-bottom: 1px solid black; padding: 5px 0 5px 20px;"><b>b.</b> Align training and job-readiness programs with employer needs and job openings.</li> <li style="border-bottom: 1px solid black; padding: 5px 0 5px 20px;"><b>c.</b> Expand and increase access to internships, job shadowing opportunities, and part-time summer jobs for area high school and college students.</li> <li style="padding: 5px 0 5px 20px;"><b>d.</b> Establish events designed to better connect young people of color with job opportunities in the community.</li> </ul>
<b>2. Increase access to available jobs.</b>	<ul style="list-style-type: none"> <li style="border-bottom: 1px solid black; padding: 5px 0 5px 20px;"><b>a.</b> Embrace a walk-to-work environment with housing and employment opportunities in close proximity to one another.</li> <li style="border-bottom: 1px solid black; padding: 5px 0 5px 20px;"><b>b.</b> Advocate for better regional public transportation to increase access for area residents to existing jobs outside the area.</li> <li style="padding: 5px 0 5px 20px;"><b>c.</b> Support new options for childcare throughout the area by reducing local zoning restrictions that can make burdensome to open a daycare center.</li> </ul>
<b>3. Incentivize the creation of new family-supporting jobs.</b>	<ul style="list-style-type: none"> <li style="border-bottom: 1px solid black; padding: 5px 0 5px 20px;"><b>a.</b> Expand the Retail Investment Fund Program (RIF), and create or expand additional programs which may provide funds to local businesses based on job creation.</li> <li style="border-bottom: 1px solid black; padding: 5px 0 5px 20px;"><b>b.</b> Encourage small, local firms to register as a City Small Business Enterprise (SBE).</li> <li style="border-bottom: 1px solid black; padding: 5px 0 5px 20px;"><b>c.</b> Assist developments in accessing state programs and resources for job creation, capital investment and employee training.</li> <li style="padding: 5px 0 5px 20px;"><b>d.</b> Prioritize job creation that provides family-supporting wages and the ability to create wealth for area residents.</li> </ul>
<b>4. Expand efforts to assist the hardest to employ.</b>	<ul style="list-style-type: none"> <li style="border-bottom: 1px solid black; padding: 5px 0 5px 20px;"><b>a.</b> Expand job opportunities and supportive services for ex-offenders, and help facilitate more inclusive hiring practices.</li> <li style="padding: 5px 0 5px 20px;"><b>b.</b> Advocate for expansion of the State of Wisconsin transitional jobs program.</li> </ul>



## THRIVING CORRIDORS POLICIES & STRATEGIES

### C. Rehabilitation of Commercial & Industrial Buildings

<p><b>1. Help commercial and industrial building owners and tenants improve their buildings.</b></p>	<p><b>a.</b> Increase funding for the Commercial Revitalization Grant Fund to support expanded signage, façade and whitebox grant programs that assist local businesses improve their facilities, and help bring vacant space to the market. Consider allowing accessibility upgrades as qualifying expenses.</p> <hr/> <p><b>b.</b> Increase the maximum award amount for façade grants to meet the needs for storefront renovations and increase the impact of the program.</p> <hr/> <p><b>c.</b> Allow architectural services to be part of the eligible expenses for grant programs to encourage well designed improvements that add value to districts and corridors.</p> <hr/> <p><b>d.</b> Encourage the renovation of upper floors for housing and office space, and allow commercial façade grants to be used for upper floors of street facing facades.</p> <hr/> <p><b>e.</b> Create a program focused on supporting industrial businesses improve their facilities and repurposing vacant industrial buildings.</p> <hr/> <p><b>f.</b> Support and coordinate with MEDC efforts to providing financing for building improvements.</p>
<p><b>2. Repurpose vacant commercial and industrial buildings for new uses.</b></p>	<p><b>a.</b> Reuse vacant commercial properties to support creative uses, and encourage live/work/sell opportunities in vacant commercial buildings.</p> <hr/> <p><b>b.</b> Continue to aggressively market and sell city-owned commercial properties to responsible owners, with a preference for creative uses or start-up businesses, and businesses owned or operated by area residents.</p> <hr/> <p><b>c.</b> Allow a wide-range of neighborhood supporting uses to re-occupy vacant buildings, including non-traditional uses and uses other than the initial intended use of the structure such as housing or office space in a former manufacturing building or light manufacturing in a commercial storefront.</p>
<p><b>3. Re-activate vacant storefronts on commercial corridors.</b></p>	<p><b>a.</b> Prioritize façade improvements that reopen storefronts with large transparent windows, and prevent existing storefront windows from being covered up or reduced in size.</p> <hr/> <p><b>b.</b> Support interim or temporary uses such as art installations and pop-ups to activate commercial corridors.</p> <hr/> <p><b>c.</b> Transition the City’s White Box Program into a “storefront activation grant” program to allow for a more flexible use of funds to support reusing vacant commercial space.</p> <hr/> <p><b>d.</b> Target specific districts and corridors most in need and provide supplemental funding for building and façade improvements.</p>

**THRIVING CORRIDORS POLICIES & STRATEGIES**

**D. New Commercial & Industrial Development**

<p><b>1. Encourage new commercial and industrial development at vacant sites and underutilized properties.</b></p>	<p><b>a.</b> Create an inventory of public and private sites that are suitable for redevelopment, and maintain a list of shovel ready commercial development sites in the area.</p>
	<p><b>b.</b> Assist developers to navigate incentives related to brownfield redevelopment, including revolving loan funds, federal tax incentives, and state grants.</p>
	<p><b>c.</b> List for sale or issue RFPs for all city-owned tracts of land greater than ½ acre, and prioritize redevelopment proposals that advance the goals of this area plan.</p>
	<p><b>d.</b> Encourage the development of multi-story, mixed-use buildings on commercial corridors that focus retail activities near existing concentrations of retail activity.</p>
	<p><b>e.</b> Reserve industrially zoned land where appropriate to support potential new manufacturing uses that add a substantial number of jobs.</p>
<p><b>2. Encourage new development that enhances the economic viability of commercial corridors.</b></p>	<p><b>a.</b> Support high-density mixed-use and multi-family housing developments along commercial corridors and near primary transit nodes.</p>
	<p><b>b.</b> Support high concentrations of housing and employment options in commercial corridors that add customers and generate demand for local businesses.</p>
	<p><b>c.</b> Focus retail and other active uses near existing concentrations of retail activity.</p>
	<p><b>d.</b> Allow for less active ground floor uses such as manufacturing, housing, and office on portions of commercial corridors where retail activity is less viable.</p>

## THRIVING CORRIDORS POLICIES & STRATEGIES

### D. New Commercial & Industrial Development (continued)

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| <p><b>3. Take advantage of available economic development tools to incentivize new development.</b></p> | <p>a. Market development sites in qualified Opportunity Zones and leverage Opportunity Funds to attract investment and economic development to these sites.</p> <hr/> <p>b. Leverage state and federal resources such as New Market Tax Credits, Historic Preservation Tax Credits, and WHEDA financing to assist redevelopment in the area.</p> <hr/> <p>c. Utilize Tax Incremental Financing (TIF) to assist in the redevelopment that advances the goals of this plan and to provide funding for associated public amenities.</p> <hr/> <p>d. Consider a program that allows use of the City's Commercial Revitalization Fund to assist new construction along commercial corridors.</p> <hr/> <p>e. Support MEDC efforts to provide financing for redevelopment in the area.</p> |
| <p><b>4. Align redevelopment efforts with goals for equity and community wealth building.</b></p>       | <p>a. Ensure that existing residents and people of color are able to benefit and gain access to the wealth building opportunities provided by development occurring in area neighborhoods.</p> <hr/> <p>b. Prioritize economic development assistance to locally owned businesses and businesses owned by people of color.</p>   |

**THRIVING CORRIDORS POLICIES & STRATEGIES**

**E. Thriving Business Environment**

<b>1. Improve the quality of the public realm in commercial areas.</b>	<p><b>a.</b> Ensure that commercial districts are inviting to all segments of the community and designed with pedestrian comfort as a top priority. This includes incorporating street calming measures to ensure that reckless driving does not detract from commercial areas.</p>
	<p><b>b.</b> Use public realm improvements to reflect an area’s history and culture and attract private investment.</p>
	<p><b>c.</b> Ensure that all businesses have attractive and welcoming storefronts, with clear glazing to allow visibility of the businesses and the street.</p>
	<p><b>d.</b> Encourage sidewalk cafes, sandwich board signs, product displays, parklets, and other activating uses of the sidewalk by local businesses.</p>
	<p><b>e.</b> Install wayfinding signage in the public way. Consider adapting the new Milwaukee signage used downtown to provide consistency and reinforce connections within the greater downtown area.</p>
<b>2. Focus on creating a strong sense of place and identity</b>	<p><b>a.</b> Develop a placemaking strategy for various locations in the area.</p>
	<p><b>b.</b> Design and implement streetscaping plans in the area’s most active commercial districts to add district identity and attract private investment.</p>
	<p><b>c.</b> Encourage public art and other improvements to reflect the area’s history and culture.</p>
	<p><b>d.</b> Support the installation of identifying elements such as public art, gateway signage, kiosks, banners, decorative lighting, and paving details. Reduce barriers to public art in the right of way and on public property</p>
	<p><b>e.</b> Promote the area as an eco-neighborhood.</p>
	<p><b>f.</b> Build off existing places such as the Fondy Farmers Market and the Center Street Library as anchors in the public realm.</p>
<b>3. Support organized efforts to brand and market commercial districts as destinations.</b>	<p><b>a.</b> Support the creation and expansion of Business Improvement Districts.</p>
	<p><b>b.</b> Establish an aggressive neighborhood marketing campaign to promote commercial districts within the area.</p>
	<p><b>c.</b> Support community led efforts to brand and market commercial areas as unique cultural districts and corridors.</p>
	<p><b>d.</b> Encourage regional tourism agencies to include area neighborhoods in their maps and other promotional materials.</p>

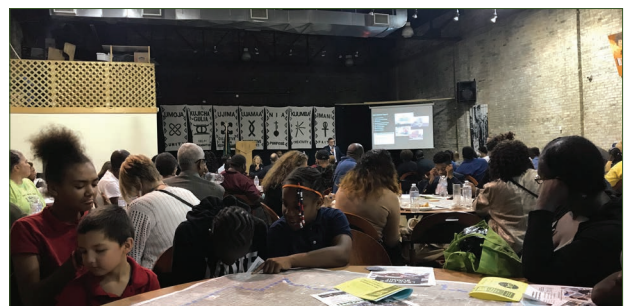


# RESILIENT COMMUNITIES

## *Policies & Strategies*

A resilient community is one that is able to not only survive, but to also adapt and thrive in the face of adverse circumstances. This area has faced many challenges, and these challenges have often been borne disproportionately because of societal inequities and systemic racism. That said, the community has weathered these challenges, and is, in many ways, well positioned for the future. While we don't know exactly what the future holds, we look for ways to strengthen the area's resilience in ways that are safe, healthy, and sustainable, focused on local empowerment. To foster resilient communities, this Plan outlines policies and strategies related to:

- 1 Health and safety
- 2 Sustainability and climate change
- 3 Mobility and streets
- 4 Parks and open space
- 5 Equity, inclusion, and power



RESILIENT COMMUNITIES POLICIES & STRATEGIES	
A. Health & Safety	
<b>1. Address the physical and social environmental factors that influence the health and safety of residents.</b>	<ul style="list-style-type: none"> <li>a. Support efforts to implement the MKE Elevate Community Health Improvement Plan and subsequent public health plans.</li> <li>b. Align efforts of various departments and work to advance policies that promote economic security, positive mental health and an inclusive and fair society.</li> <li>c. Acknowledge racial inequity as a public health crisis and take steps to end resulting disparities.</li> <li>d. Support all efforts that enhance walking and biking as a healthy means of transportation and recreation.</li> <li>e. Continue to address reckless driving as a detriment to public health.</li> </ul>
<b>2. Stop the Shooting, Stop the Violence.</b>	<ul style="list-style-type: none"> <li>a. Support efforts of the Office of Violence Prevention to implement 414Life-Blueprint for Peace.</li> <li>b. Support community based reforms to police practices and efforts to build trust between police and the communities they serve.</li> <li>c. Hold licensed businesses accountable for illegal activity occurring in and around their establishments.</li> <li>d. Advocate for increased funding for mental health services, substance abuse treatment, and sexual and domestic violence prevention.</li> </ul>
<b>3. Eliminate Childhood Lead Poisoning.</b>	<ul style="list-style-type: none"> <li>a. Support and supplement efforts of the Milwaukee Health Department to eliminate childhood lead poisoning.</li> <li>b. Prioritize lead abatement in building renovations and ensure area rental properties are lead safe.</li> <li>c. Encourage the replacement of lead water service lines.</li> </ul>

## RESILIENT COMMUNITIES POLICIES & STRATEGIES

### A. Health & Safety (continued)

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| <p><b>4. Expand access to healthy food and foster a culture of healthy eating.</b></p> | <p><b>a.</b> Leverage the many food based assets to market the area as a “fresh food hub” and encourage the development of a “community food system.”</p>  |
|  | <p><b>b.</b> Increase the amount of locally grown food by supporting urban agriculture, both community based and commercial scale.</p>   |
|  | <p><b>c.</b> Support uses that expand access to fresh food, such as urban farms and corner groceries, and evaluate zoning to allow and encourage these uses in more areas.</p>                                 |
|  | <p><b>d.</b> Prioritize food licenses for convenience stores and other non-traditional retailers that stock fresh and health food options.</p>   |
|  | <p><b>e.</b> Target commercial corridor grant programs to businesses that sell healthy food, and consider a healthy food bonus to program limits or create a healthy food fund to stack with other grants.</p> |
|  | <p><b>f.</b> Support efforts to expand health education to increase demand for healthy food.</p>   |
|  | <p><b>g.</b> Continue the Home Grown initiative, and identify additional ways to connect neighborhoods to healthy food sources.</p>  |
|  | <p><b>h.</b> Establish more CSA pick up locations such as at schools and libraries.</p>  |
|  | <p><b>i.</b> Support the growth and impact of the Fondy Farmers Market.</p>  |
| <p><b>5. Build community resilience in the face of public health crises</b></p>        | <p><b>a.</b> Promote options for preventative healthcare and health insurance.</p>   |
|  | <p><b>b.</b> Support efforts to address infant mortality, tobacco use, alcohol and drug abuse, obesity, mental health, and other chronic public health issues in the community.</p>                            |
|  | <p><b>c.</b> Crush COVID-19, assess lessons learned from the pandemic, and ensure that communities are better prepared to endure future public health emergencies.</p>   |

**RESILIENT COMMUNITIES POLICIES & STRATEGIES**

**B. Sustainability & Climate Change**

<b>1. Reduce the risk of flooding, basement sewerage backups, and overflows into Milwaukee’s Rivers and Lake Michigan.</b>	<ul style="list-style-type: none"> <li>a. Reduce the amount of rain water that enters the combined sewer system by implementing green infrastructure on public and private property and within the public right of way.</li> </ul>
	<ul style="list-style-type: none"> <li>b. Encourage a reduction in impervious surfaces and the installation of small and large green infrastructure throughout the area.</li> </ul>
	<ul style="list-style-type: none"> <li>c. Install green infrastructure in the public right-of-way whenever a street or alley is reconstructed, and use permeable pavers whenever possible.</li> </ul>
	<ul style="list-style-type: none"> <li>d. Require new and reconstructed parking lots or other large paved areas to include green infrastructure features.</li> </ul>
	<ul style="list-style-type: none"> <li>e. Replace and maintain city sewers as needed and work with private property owners to inspect and maintain private laterals.</li> </ul>
<b>2. Plant Trees!</b>	<ul style="list-style-type: none"> <li>a. Plant and maintain trees in City-owned vacant lots and other public property, with a goal of 100 trees per year planted in vacant lots. Keep trees away from common property lines and place parallel to the street to mimic the typical home spacing (30’ spacing) and street enclosure (15’ setback) that was lost due to neighborhood demolition.</li> </ul>
	<ul style="list-style-type: none"> <li>b. Use deciduous trees that keep the area below 6’ in height clear in order to maintain passive surveillance of vacant lots and streets.</li> </ul>
	<ul style="list-style-type: none"> <li>c. Plant and maintain trees within the right of way. Where space does not permit a tree terrace, construct tree planting locations with curb extensions into the parking lane.</li> </ul>
	<ul style="list-style-type: none"> <li>d. Encourage and consider incentives for tree planting on private property.</li> </ul>
<b>3. Remediate contaminated soils and other environmental hazards.</b>	<ul style="list-style-type: none"> <li>a. Mitigate the visual and environmental impacts of contaminated sites on neighborhoods, through attractive fencing, landscape screening, basic property maintenance.</li> </ul>
	<ul style="list-style-type: none"> <li>b. Identify, monitor and remediate sites suspected of soil contaminations and return vacant brownfield sites to productive uses quickly and safely.</li> </ul>
	<ul style="list-style-type: none"> <li>c. Aggressively utilize the 75.106 process to transfer ownership of tax delinquent brownfields in order to facilitate redevelopment.</li> </ul>
	<ul style="list-style-type: none"> <li>d. Use the property tax-foreclosure process to acquire tax delinquent brownfields to facilitate redevelopment and the creation of new public spaces, or to mitigate conditions that have a significant negative effect on the quality of life in neighborhoods.</li> </ul>



## RESILIENT COMMUNITIES POLICIES & STRATEGIES

### B. Sustainability & Climate Change (continued)

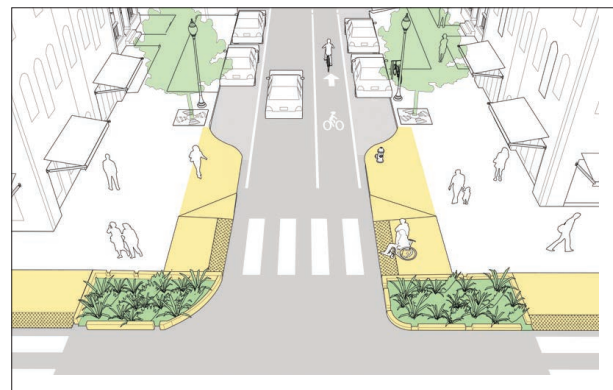
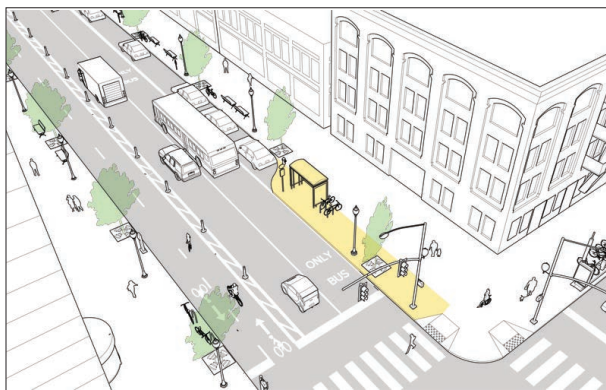
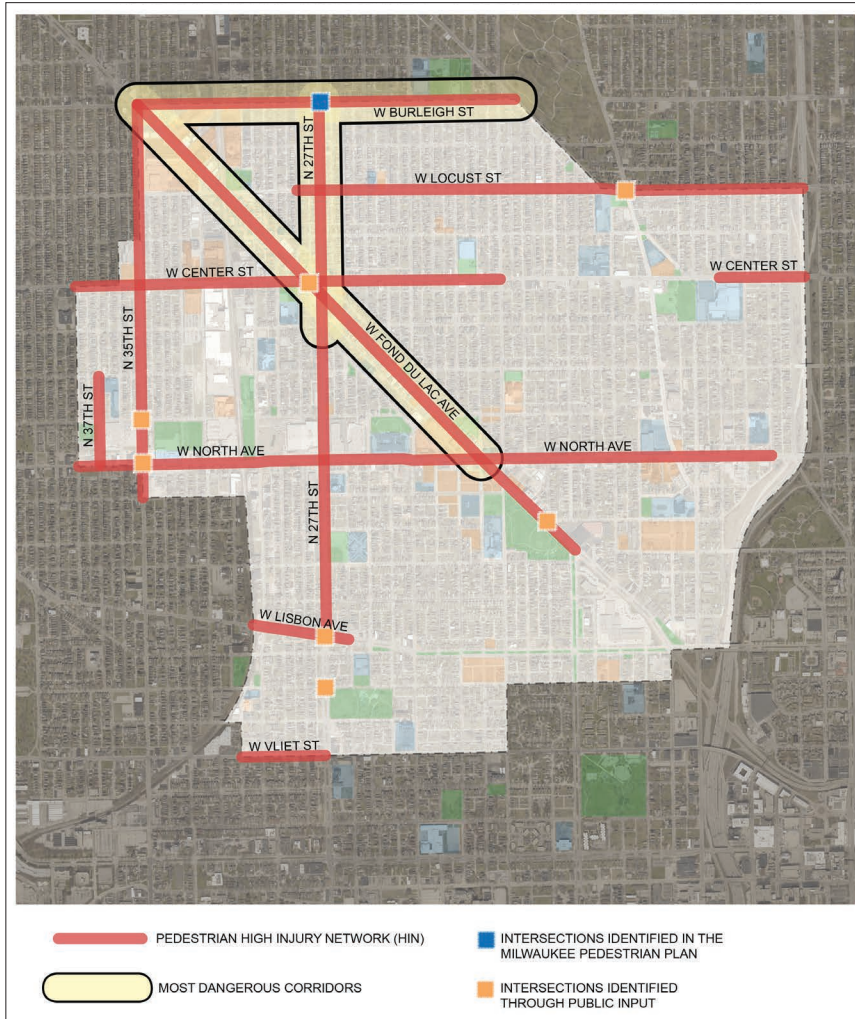
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| <b>4. Encourage green building practices and ensure that new development advances sustainability goals.</b> | <b>a.</b> Expand incentives for property owners to make environmentally sustainable updates to their properties.   |
|   | <b>b.</b> Encourage sustainability features in all new development and require such features for projects constructed on City-owned properties or receiving City financial assistance. |
|   | <b>c.</b> Encourage LEED certification for large development projects.   |
|   | <b>d.</b> Support and expand the eco-neighborhoods concept throughout the area.  |
|   | <b>e.</b> Support initiatives that improve public transit, walking, and biking as a way to promote sustainable transportation options.   |
| <b>5. Increase the use and production of renewable energy.</b>  | <b>a.</b> Identify locations in the industrial corridor for large scale wind and solar installations.  |
|   | <b>b.</b> Expand incentives for property owners to install rooftop solar power collection.   |
|   | <b>c.</b> Encourage solar arrays at large scale public facilities such as the Milwaukee County Transit (MCTS) fleet maintenance facility.  |
|   | <b>d.</b> Encourage the installation of electric vehicle charging stations in the area.  |

**RESILIENT COMMUNITIES POLICIES & STRATEGIES**

**C. Mobility & Streets**

<b>1. Design streets as public spaces.</b>	<p><b>a.</b> Support well-organized streetscapes that successfully integrate paving patterns, curb extensions, tree planting, pedestrian lighting, bike parking, street furniture, green infrastructure, transit waiting areas, and on-street parking.</p> <hr/> <p><b>b.</b> Utilize the Milwaukee Harp Light as the standard lighting in commercial areas, unless an alternative design is preferred.</p> <hr/> <p><b>c.</b> Maximize the amount of space dedicated to pedestrians as a proportion of the overall right-of-way, and allow for sidewalk expansion into the curb lane where appropriate.</p> <hr/> <p><b>d.</b> Where past urban renewal projects expanded street rights-of-way through the neighborhood, implement “urban restoration” projects to narrow streets and re-stitch the neighborhood fabric together by repurposing excess right-of-way for pedestrian amenities and neighborhood development. When reconstructing a road, repurpose extra travel lanes for other uses such as wider sidewalks, landscaping, improved bike facilities, in coordination with the neighborhood.</p> <hr/> <p><b>e.</b> Include extensive public engagement whenever changes are proposed in the public right-of-way.</p> <hr/> <p><b>f.</b> Ensure accessibility is prioritized when designing streets. Avoid elements that can create accessibility issues and make it difficult to provide accessible parking.</p> <hr/> <p><b>g.</b> Coordinate closely with WisDOT on project for Fond du Lac Avenue and 20th Street, which are state highways. These roads serve many users and the community needs to be consulted.</p>
<b>2. Slow down! Increase safety for pedestrians and vulnerable users.</b>	<p><b>a.</b> Retrofit streets with traffic calming measures intended to reduce the speed of motor vehicles throughout the area, especially at locations identified in the Milwaukee Pedestrian Plan as part of the high injury network.</p> <hr/> <p><b>b.</b> When repaving or reconstructing streets, implement geometric design changes intended to slow traffic and increase pedestrian safety.</p> <hr/> <p><b>c.</b> When planning for traffic, prioritize reducing vehicle speed over congestion mitigation.</p> <hr/> <p><b>d.</b> Consider an area-wide speed limit of 25 miles per hour or lower, that is supported by street design measures that reduce speeding, such as narrow lanes.</p>

## > Pedestrian Safety Analysis



Examples of traffic calming measures: bus bulb on left; curb extension on right  
Credit: NACTO

**RESILIENT COMMUNITIES POLICIES & STRATEGIES**

**C. Mobility & Streets (continued)**

<b>3. Ensure that bikes, scooters and other personal mobility devices are safe and attractive options for people of all ages and abilities.</b>	<ul style="list-style-type: none"> <li>a. Establish a low-stress network of bike routes throughout the area including bike boulevards, protected bike lanes and off-street trails.</li> </ul>
	<ul style="list-style-type: none"> <li>b. Install signage to direct bikers to safe routes.</li> </ul>
	<ul style="list-style-type: none"> <li>c. Maintain and enhance bike lanes on arterial streets.</li> </ul>
	<ul style="list-style-type: none"> <li>d. Expand bike share coverage and access.</li> </ul>
	<ul style="list-style-type: none"> <li>e. Support a future bike trail along the 30th Street rail corridor.</li> </ul>
<b>4. Increase the convenience and attractiveness of public transit.</b>	<ul style="list-style-type: none"> <li>a. Improve and maintain the frequency of local bus service, and engage the public whenever changes to bus service are proposed.</li> </ul>
	<ul style="list-style-type: none"> <li>b. Make improvements to streets that increase the efficiency, accessibility, convenience and attractiveness of public transit.</li> </ul>
	<ul style="list-style-type: none"> <li>c. Support efforts to electrify the local bus network.</li> </ul>
	<ul style="list-style-type: none"> <li>d. Support the implementation of bus rapid transit (BRT) projects in the area, and, wherever possible, provide dedicated lanes for bus service to increase efficiency.</li> </ul>
	<ul style="list-style-type: none"> <li>e. Support the future expansion of the Milwaukee Streetcar into the area.</li> </ul>
	<ul style="list-style-type: none"> <li>f. Support potential inter-city passenger rail along the 30th rail corridor.</li> </ul>
	<ul style="list-style-type: none"> <li>g. Concentrate higher density housing and employment near major transit nodes, also known as transit oriented development.</li> </ul>
<b>5. Ensure the efficient movement of people and goods.</b>	<ul style="list-style-type: none"> <li>a. Embrace new transportation technologies, including electric and autonomous vehicles, while balancing needs of new technologies with other uses of the public way.</li> </ul>
	<ul style="list-style-type: none"> <li>b. Support taxi and ride-share services by providing safe places to load and unload passengers.</li> </ul>
	<ul style="list-style-type: none"> <li>c. Ensure that small delivery trucks can access their delivery points, and provide space along the curb to facilitate unloading where appropriate.</li> </ul>
	<ul style="list-style-type: none"> <li>d. Accommodate larger trucks where necessary and ensure that industrial users in the area have reasonable access to the regional highway network.</li> </ul>



## RESILIENT COMMUNITIES POLICIES & STRATEGIES

### D. Parks & Open Space

<p><b>1. Increase recreational opportunities for residents.</b></p>	<p>a. Partner with Milwaukee Recreation, Milwaukee County Parks, Non-profits, health organizations and others to provide programing in area parks.</p> <hr/> <p>b. Utilize the City's upcoming 2022-2027 Comprehensive Outdoor Recreation Plan (CORP) for park and project implementation in the area, including fund development.</p>
<p><b>2. Maintain existing parks to a high standard, and make improvements to parks as needed.</b></p>	<p>a. Ensure that residents and community organizations are aware of who is responsible for maintenance at various locations, and how to report maintenance issues in parks.</p> <hr/> <p>b. Support and build capacity for “friends-of-the-parks” groups and other organizations working to promote awareness about issues facing local parks.</p> <hr/> <p>c. Encourage private sector and non-profit support for park facility development and enhancement.</p>
<p><b>3. Develop new parks and public space in the area.</b></p>	<p>a. Construct improved park spaces recommended within this Plan, continue conversations with area residents to determine where new parks are most needed, and identify potential locations for new parks as opportunities arise.</p> <hr/> <p>b. Promote a variety of public spaces in the area such as open green space, active plazas, small gathering places, community gardens, quiet places for meditation, natural areas, dog parks, walking trails, playgrounds, and sports facilities.</p> <hr/> <p>c. Reserve contiguous vacant lots for potential future park spaces where appropriate.</p> <hr/> <p>d. Allow community based organizations to reuse vacant lots for community spaces.</p> <hr/> <p>e. Encourage the inclusion of public open space as part of private development.</p>
<p><b>4. Increase the safety and accessibility of public parks.</b></p>	<p>a. Install pedestrian safety features such as improved crosswalks, curb bump-outs, signage, etc. where pedestrian access to a park requires crossing an arterial streets.</p> <hr/> <p>b. Connect parks with a low stress bike network to enhance access to vulnerable users.</p> <hr/> <p>c. Ensure that active portions of parks are appropriately lit at night and avoid glare or dark spots along public paths and gathering areas.</p> <hr/> <p>d. Avoid placing buildings and vegetation that obscures views to or from public areas and create visibility of public places from neighboring streets and buildings.</p> <hr/> <p>e. Ensure that public parks and park features are accessible to a wide range of users, including those with disabilities.</p>

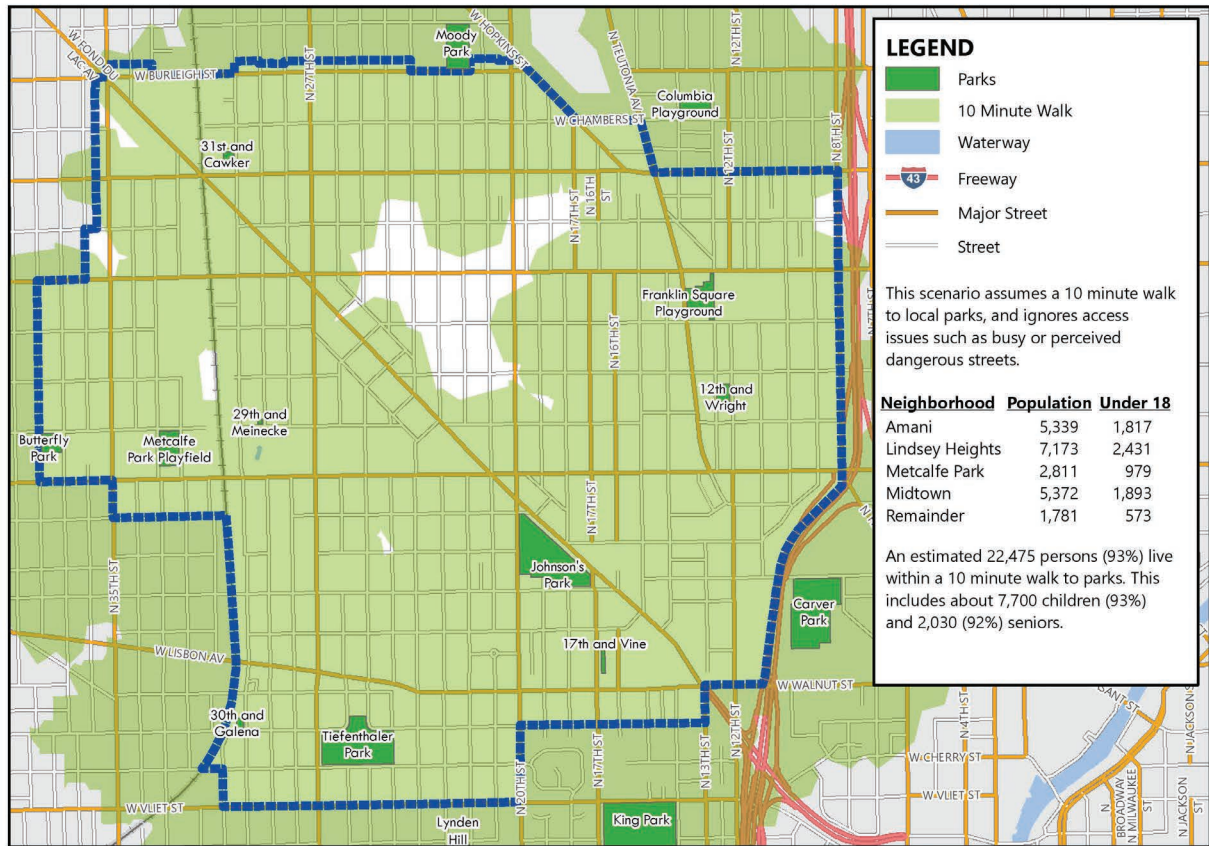
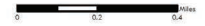
RESILIENT COMMUNITIES POLICIES & STRATEGIES

E. Equity, Inclusion & Power

- |  |  |
|--|--|
| <p><b>1. Recognize and build the communities' capacity for self-determination, and empower residents to participate in decisions that affect them.</b></p> | <ul style="list-style-type: none"> <li>a. Build the capacity of community organizations working to improve the quality of life in neighborhoods.</li> <li>b. Educate community members about planning and development to create a greater capacity to engage in decision making processes.</li> <li>c. Notify community leaders about proposed projects or land use decisions impacting their neighborhoods and opportunities to influence the decision making processes.</li> <li>d. Better communicate how and when planning recommendations may be implemented and track the progress of plan implementation.</li> <li>e. Align the capital improvement planning process with the area planning process.</li> </ul>   |
| <p><b>2. Strengthen community outreach and public engagement in planning and the provision of city services.</b></p>                                       | <ul style="list-style-type: none"> <li>a. Expand efforts to notify the public about available resources and opportunities to participate in decision making processes.</li> <li>b. Regularly attend neighborhood led meetings and community events to report on plan implementation, and co-host regular meetings where neighborhood partners have lead roles.</li> <li>c. Provide ways for residents to give input outside of public meetings, expand related social media usage, and maintain a current project website for the area plan.</li> <li>d. Provide food or other incentives for all future public meetings, and compensate residents for their time and expertise when making significant time commitments in neighborhood planning.</li> </ul>                    |
| <p><b>3. Collaborate with community partners to eliminate racial disparities.</b></p>  | <ul style="list-style-type: none"> <li>a. Work to end racial inequity in all areas, including education, criminal justice, environmental justice, public health, housing, transportation and economic opportunity.</li> <li>b. Create, maintain and strengthen relationships between City staff, and community leaders to build trust and facilitate information sharing.</li> <li>c. Work to build and strengthen partnerships between community groups and larger institutions to advance racial equity programs.</li> <li>d. Use a racial equity framework that clearly articulates racial equity, implicit and explicit bias and individual, institutional, and structural racism; and evaluate all potential policies and programs through a racial equity lens.</li> </ul> |

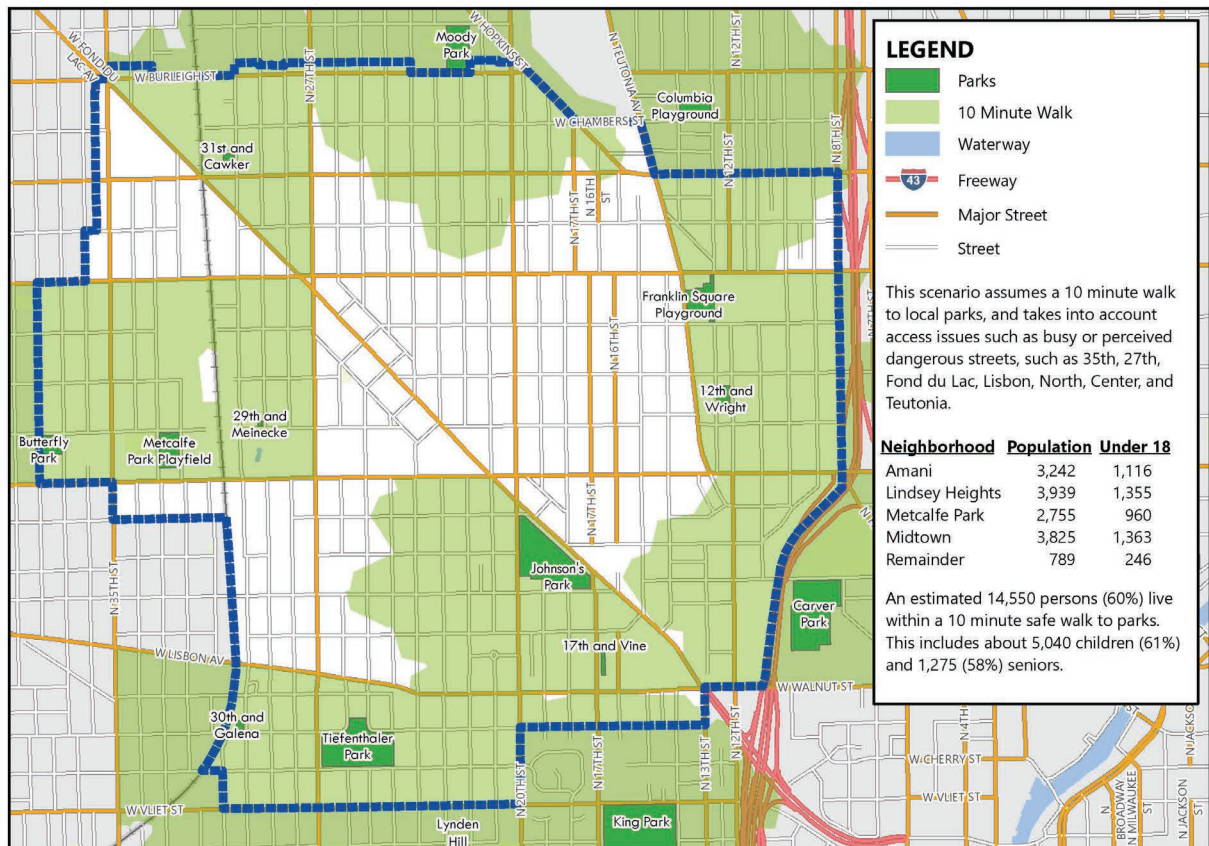
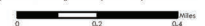
# FOND DU LAC AND NORTH AREA PLAN | PARK ACCESS

Prepared by the Department of City Development Planning Division, 2/14/2020  
Source: DCD Planning Division; Housing Authority of the City of Milwaukee



# FOND DU LAC AND NORTH AREA PLAN | PARK ACCESS: SAFE & CONVENIENT

Prepared by the Department of City Development Planning Division, 2/14/2020  
Source: DCD Planning Division; Housing Authority of the City of Milwaukee







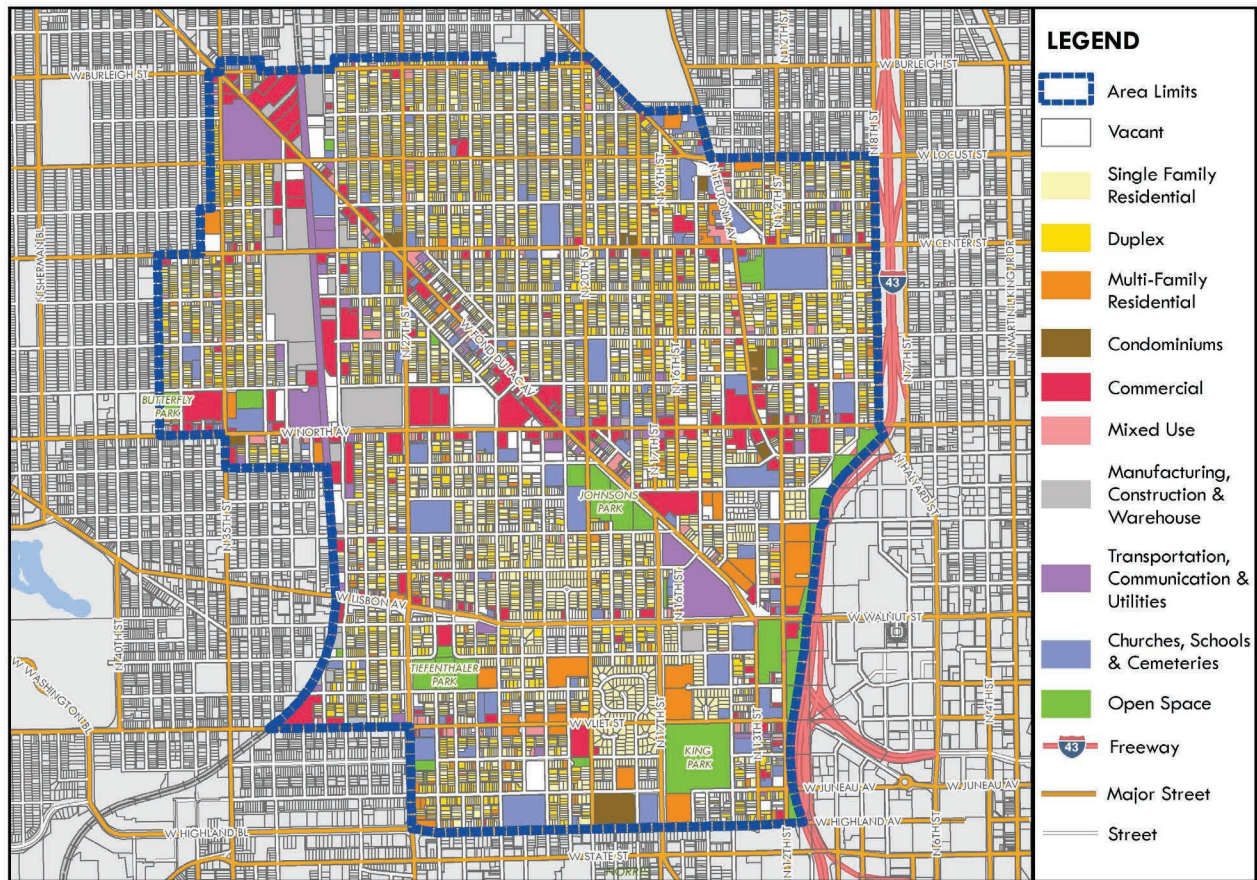


# *Chapter 3*

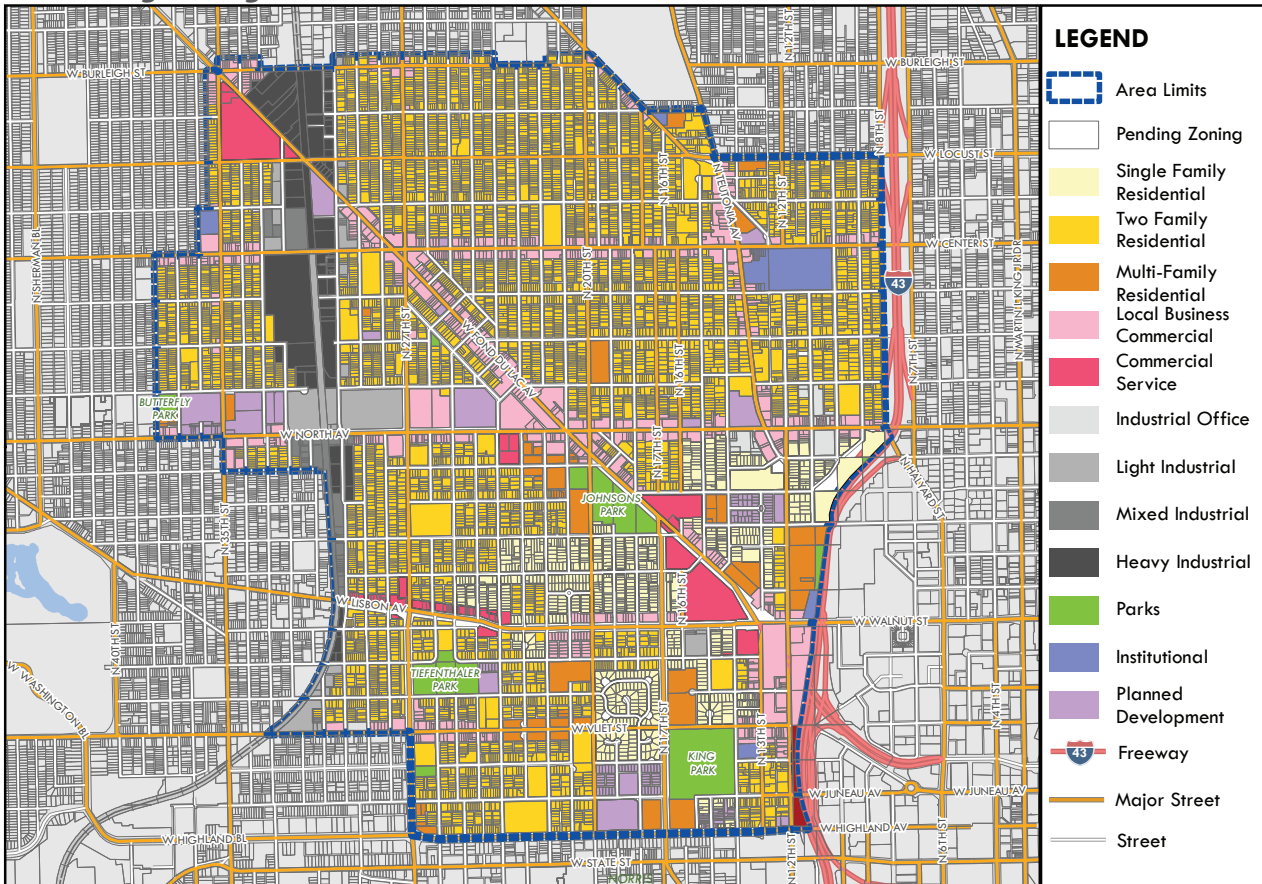
LAND USE RECOMMENDATIONS



> Existing Land Use



> Existing Zoning



# LAND USE RECOMMENDATIONS

Land use and design guidelines provide guidance on what types of buildings and uses may be developed where and how they should look. These guidelines provide elected officials, City staff, and community members with a tool to evaluate land use and zoning decisions, including changes to the zoning text or map, applications for variances and special use permits and the character of planned development districts.

The Milwaukee zoning code consists of various residential, commercial and industrial districts that defines whether uses are permitted or not permitted in a particular district. Land use standards will differ depending on the zoning designation of any particular property. A planned development district is a special zoning designation that allows for land use and design standards unique to a particular property. Property owners may apply for a zoning map change if they wish to change their zoning designation. Certain zoning districts may or may not be appropriate at any particular property depending on the context of the area, the potential impacts to surrounding properties, and the community's goals for land use in the area.

## What is Land Use?

- > Land use **describes** the different classifications of development or activity like residential, commercial, and industrial and can be broken out into more detailed categories such as single-family homes, office, retail, and park space.

## What is Zoning?

- > Zoning is how municipalities **regulates** land use and design. The City's zoning code includes both the zoning text and the zoning map. The zoning text defines over 150 unique land uses and establishes design standards for physical characteristics such as setbacks, height, density and materials. The uses allowed and the design standards vary depending on the zoning district. The zoning map establishes which zoning district a particular property is in. A property owner may apply for a zoning map change in order to change their designated zoning district, or may seek an exception to the zoning requirements at the Board of Zoning Appeals (BOZA). Whenever a zoning map change or a BOZA case is considered, the decision should be consistent with the area comprehensive plan.

## **FUTURE LAND USE PLANNING DISTRICTS**

Urban neighborhoods are dynamic places where the built environment is constantly changing and evolving. Certain land use regulations that may have been appropriate in the past may not always be able to meet the current needs of particular communities. To allow for a more general discussion about the future development of certain areas, this Plan establishes land use planning districts.

- > Land use planning districts help to establish a vision for future land use in the area, without the constraints of established zoning districts in the City's existing code.
- > In a few instances, certain existing zoning districts may or may not be compatible with the future land use planning districts. In some cases, zoning regulations may be changed, or new zoning districts may be created in order to further the community's vision for future land use.
- > While the established zoning code remains the official method of regulating land use in the City, zoning regulations can and do change over time.

For the purposes of this plan, land use planning districts provide guidance for land use and zoning decisions going forward. This may include changes to the zoning code text or map, zoning variances, and special use approvals. Any change to the zoning ordinance requires a public hearing and approval by the City's Common Council, and should be consistent with this Plan. All uses are defined in Milwaukee Code of Ordinances, Chapter 295-203.

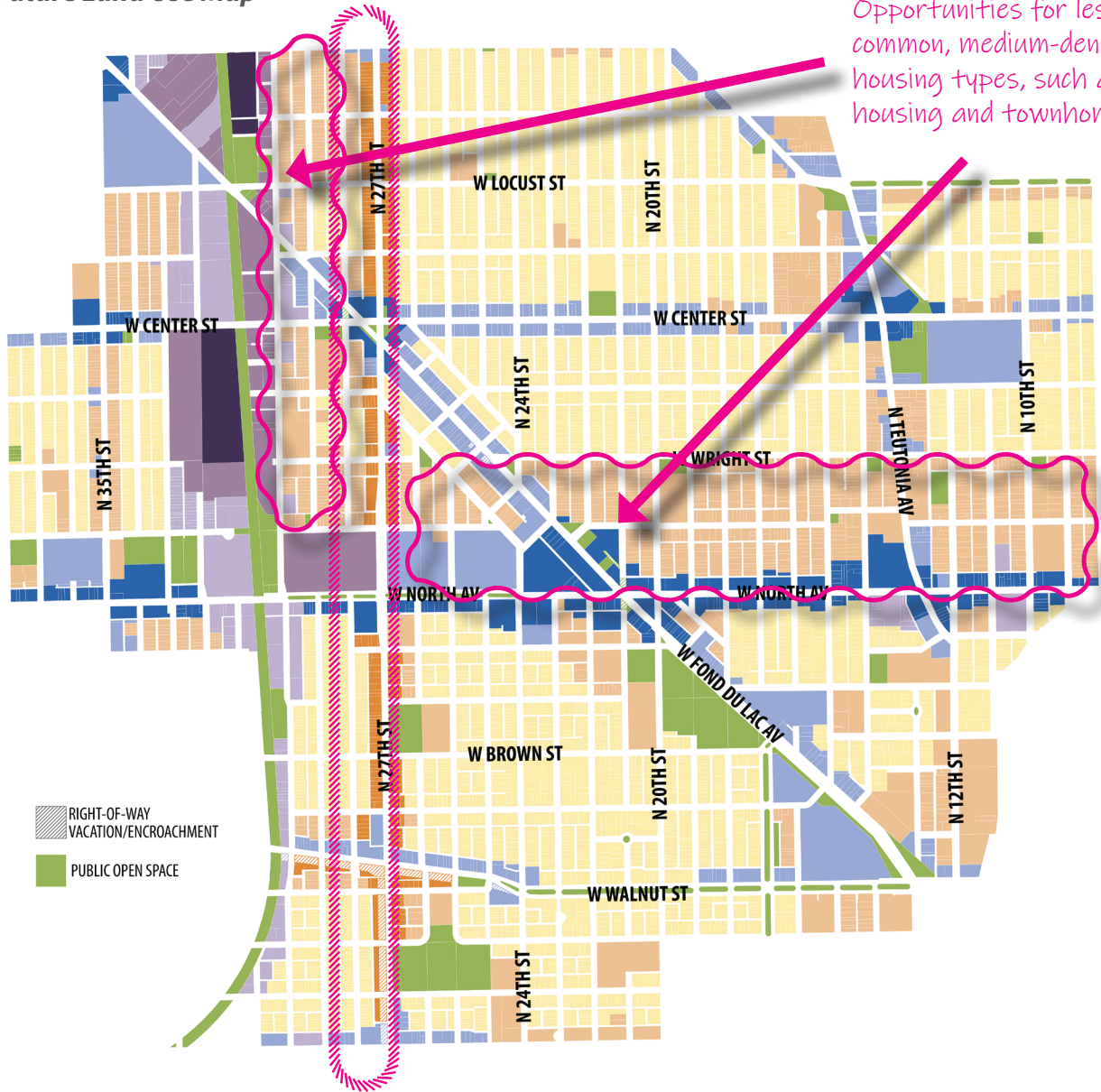
The ways in which the proposed future land use differs from the current land use primarily involve allowing for greater diversity of housing options, ones feature moderately greater density than currently exists. *The future land use map identifies the various land use planning districts, along with recommended changes to existing land use. These districts are further described in the following pages.*



> **Future Land Use Map**

Opportunities for multi-family and commercial uses along N. 27th Street

Opportunities for less common, medium-density housing types, such as cluster housing and townhomes



**TRADITIONAL NEIGHBORHOOD**  
Compatible with RS6, RT3-RT4

**URBAN NEIGHBORHOOD**  
Compatible with RM4-RM6

**URBAN CORRIDOR**  
Compatible with R02

**COMMERCIAL - MIXED ACTIVITY**  
Compatible with CS, LB2

**COMMERCIAL - MAIN STREET**  
Compatible with LB2-LB3

**INDUSTRIAL - RESIDENTIAL**  
Compatible with IM

**INDUSTRIAL - COMMERCIAL**  
Compatible with IC, IO2

**INDUSTRIAL**  
Compatible with IL2, IH

## Residential Districts

Residential land use planning districts are areas that consist primarily of residential uses such as single-family homes, duplexes, or various types of multi-family housing. These districts may also have some non-residential uses including schools, parks, religious institutions, and some traditional corner commercial and retail uses. For the purposes of this plan, residential land use planning districts are further divided into three sub-types.

### Traditional Neighborhood Districts

Traditional Neighborhood Districts are areas that consist primarily of residential uses but also allow for traditional corner commercial establishments in existing commercial buildings. Traditional neighborhood areas comprise the vast majority of the planning area and feature narrow lots, small building setbacks from lot lines, and access to alleys.

- > Existing zoning districts that typify and are generally compatible with traditional neighborhood areas include RS6, RT3 and RT4. In the RS6 district only single-family homes are allowed, while the RT3 district allows for a mix of single-family and duplex homes. The RT4 districts allow single-family, duplex and small multi-family buildings with up to 4 units.



### Urban Neighborhood Districts

Urban neighborhood districts are similar to traditional neighborhood districts, consisting primarily of residential uses with a limited amount of commercial uses. In addition to single-family and duplex homes, these districts may also support townhomes and context sensitive multi-family developments with more than 4 units. There is currently a limited number of urban neighborhood districts in the planning area. Where appropriate, allowing some traditional neighborhood districts to transition to urban neighborhood districts will provide additional opportunities for new housing types in the future. This could apply to the area north of W North Avenue and south of W Wright Street, between N 8th Street and N 30th Street, as well as the area west of N 27th Street and east of N 30th Street, between W North Avenue and N Burleigh Street.

- > Existing zoning districts which typify urban neighborhood districts include RM4-RM6. RM4 zoning provides allows for a similar density as most traditional neighborhood areas, but with wider variety of housing types. RM5 and RM6 allow for higher densities and are appropriate in close proximity to high frequency transit.





## Urban Corridor Districts

Urban corridor districts are residential areas that may support higher density housing as well as new commercial and office uses. These areas are appropriate along and within ¼ mile walking distance of high frequency transit lines – known as transit oriented development areas. While similar to some commercial districts, these areas are still intended to have a mostly residential character. Where appropriate, allowing for the creation of new urban corridor districts along high frequency transit lines may provide opportunities for revitalizing these areas by allowing for a range of new uses and housing types, while retaining an overall residential character. **North 27th Street is a corridor within the planning area that should be considered an urban corridor district.**

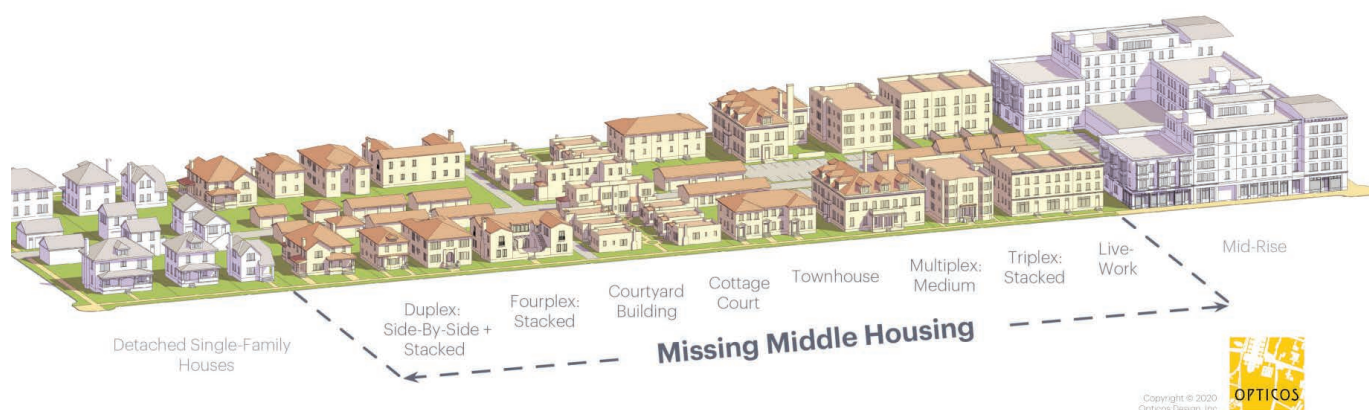
- > *The existing RO2 zoning district is most similar to the intent of the Urban Corridor District. This district does not currently exist within the plan area.*



## Missing Middle Housing

In the Fond du Lac and North Area, as in many neighborhoods of Milwaukee and around the country, a few housing styles predominate: single-family homes, duplexes, and multi-family apartment buildings. The term “missing middle” housing applies to a variety of housing—such as townhomes, cottage court or clustered homes, and live-work units—that are often lacking. This Plan recommends making updates to the zoning code to more easily allow for these housing styles in areas identified on the Future Land Use Map as Urban Neighborhood districts. The benefits of encouraging and permitting a greater variety of housing options are numerous:

- “Missing middle” housing is often more affordable than single-family construction because unit sizes are more modest.
- Newer housing with modern amenities appeals to many residents.
- More housing options retain residents in the neighborhood as their household needs change over time.
- The style and scale of these housing types can fit in well with existing housing.
- These housing styles can be compatible with innovative ownership models to support much-needed housing affordability.



## Commercial Districts

Commercial land use planning districts are areas that consist of a significant amount of commercial uses such as office, retail, restaurants and personal services. These corridors may also have a significant amount of residential uses between major nodes and on upper floors. For the purposes of this plan, commercial land use planning districts are further divided into two subareas.

### Commercial-Mixed Activity

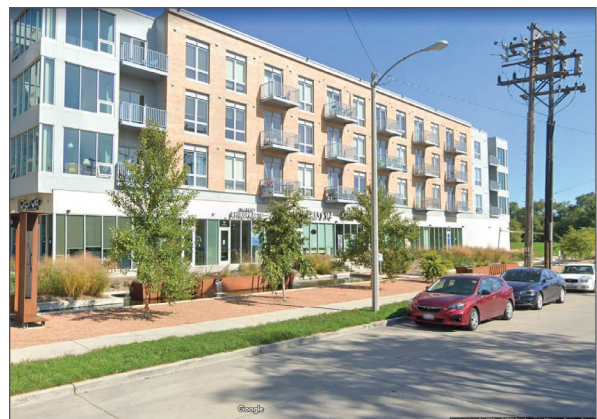
Commercial-Mixed activity districts are common along most portions of neighborhood commercial corridors, and allow a wide range of building types and uses. While traditional mixed use buildings with storefronts on the ground floor and residential or office uses on upper floors are encouraged, these areas also allow for residential only buildings and standalone commercial establishments. Commercial-mixed activity districts are appropriate in-between major nodes of activity, where a contiguous active storefront environment is less critical. An alternative commercial zoning district that allows further flexibility in building type and density may also be appropriate if such a zoning district is created in the future.

- > The existing LB2 zoning district is most similar to the intent of the Commercial mixed activity district and exists along commercial corridors throughout the area.

### Commercial-Main Street

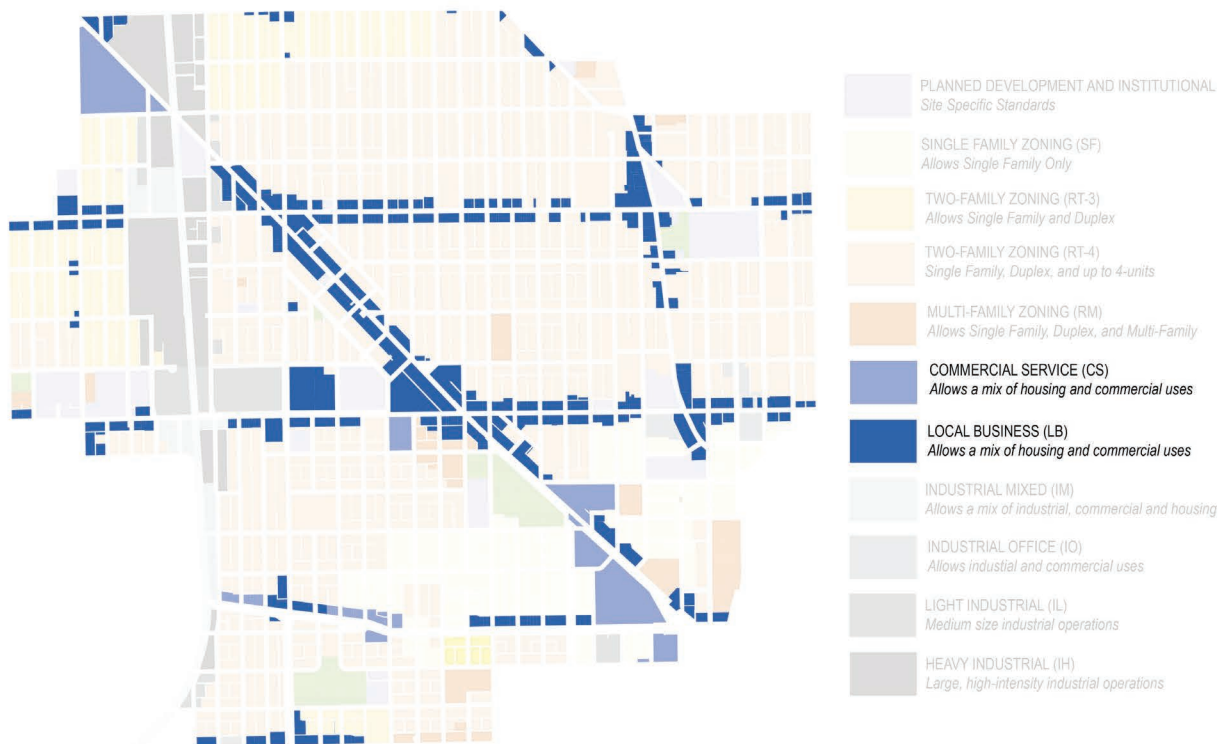
Commercial-Main Street districts are limited portions of commercial corridors that resemble a traditional urban main street and are intended to be built out with contiguous storefronts and street activating uses on the ground floor, and residential or office uses on upper floors. These areas are appropriate for central neighborhood hubs at major transit nodes and often have taller buildings and a denser level of development. This district does not currently exist in the planning area, but may be appropriate near major transit nodes where a concentration of storefronts and denser development is desired.

- > The existing LB3 zoning district is most similar to the intent of the Commercial-Main Street district.



## Commercial-Service Districts

Commercial-Service districts have fewer use and design restrictions than other commercial districts, while keeping residential density lower. This area reflects the existing CS zoning district. There are a few areas zoned CS within the plan area, including the two MCTS fleet maintenance facilities and the Feeding America facility on Fond du Lac Avenue. If land use changes are proposed for those facilities in the future, a variety of other districts may be appropriate. For these reason for these reasons, Commercial-Service is not included in the maps or use tables later in this chapter.



## Industrial Districts

Industrial land use planning districts are intended to provide sites for industrial uses that are typically not appropriate in residential areas. The existing industrial areas within the Plan area are generally within the 30th Street Industrial Corridor, but some legacy sites also exist throughout the area and have retained their industrial zoning designation. For the purposes of this Plan, industrial land use planning districts are further divided into three sub-types.

### Industrial-Mixed

Industrial-Mixed districts allow for a wide range of uses, including commercial and residential uses. These areas may be in close proximity to or within residential neighborhoods, and often include large multi-story buildings that were previously used for manufacturing, but may be better suited for other uses given the changing needs of modern manufacturing. While a mix of uses is allowed, this district remain places where small manufacturing businesses can locate and expand. Business incubator spaces, maker spaces, artist studios and other creative uses often find these areas desirable.

- > *The existing IM zoning district is most similar to the intent of the Industrial-Mixed land use planning district. The district is appropriate for industrial sites that are transitioning to a more mixed-use character and where residential uses would not be detrimental to either the potential residents or to surrounding industrial operations.*



### Industrial-Commercial

Industrial-commercial districts are similar to industrial-mixed zoning districts except that, given the proximity to existing industrial uses, residential uses are not allowed. These districts often form buffers or transitions between residential areas and more intensive industrial areas. Business incubator spaces, maker spaces, artist studios and other creative uses may find these areas desirable.

- > *Existing zoning districts that are similar to the intent of the Industrial-Commercial land use planning district include IO2 and IC.*





## Industrial

Industrial districts are reserved for industrial uses and other uses that may not be compatible with residential neighborhoods. Residential uses and most commercial uses are not allowed.

- > Existing zoning districts that typify this land use planning district are IL2 and IH. These zones are common along the 30th Street Industrial Corridor. These areas should generally be buffered from residential neighborhoods by less intensive industrial districts or wide landscape buffers. Due to the close proximity of residential neighborhoods throughout the Plan area, some uses allowed in IH zones are not appropriate within the area.



## FUTURE LAND USE PLANNING TABLES

This Land Use Plan has been developed as a “place based” approach to land use planning. It represents a customized tool that helps describe the desired future character of the various “places” in and around the Fondy and North Plan Area. Unlike a typical land use planning approach, the updated plan does not assign a single acceptable future land use designation to a parcel. Rather it gives a range of possible uses and/or activities represent possible acceptable uses for a parcel.

The update gives the City staff, City Plan Commission and Common Council an adaptable and flexible framework to help discuss, evaluate and respond to development proposals in the city. The Future Land Use Tables on the following pages organize important land use considerations to encourage walkable communities that are integrated mixed-use places rather than isolated land uses. This promotes communities that respects human scale and the community.

### Future Land Use Tables

The following land use tables indicate which uses are appropriate in which land use planning districts. Uses are defined in Chapter 295-201 of the City’s zoning code. Not all uses in the code are shown in the tables, and some additional uses not currently in the code are included. Rows in each table identify a particular use or group of uses, and columns represent the various land use planning districts described above. Each use is indicated as either “Desirable” (D), “Undesirable” (U) or “Allowable” (A) in each land use planning district.

- D** - indicates that the use is generally desirable, should be encouraged by City policies, and is supported by this Plan.
- U** - indicates that the use is generally undesirable, should be discouraged by City policies, and is not supported by this Plan.
- A** - indicates that a use is allowable provided the scale of the buildings is compatible with the neighborhood context and that such uses are not detrimental to surrounding properties. These uses may or may not be desirable or undesirable in a particular context and often need to meet additional use standards or require discretionary review on a case by case basis.



> **Future Land Use Map**



**TRADITIONAL NEIGHBORHOOD**  
Compatible with RS6, RT3-RT4

**URBAN NEIGHBORHOOD**  
Compatible with RM4-RM6

**URBAN CORRIDOR**  
Compatible with R02

**COMMERCIAL - MIXED ACTIVITY**  
Compatible with CS, LB2

**COMMERCIAL - MAIN STREET**  
Compatible with LB2-LB3

**INDUSTRIAL - RESIDENTIAL**  
Compatible with IM

**INDUSTRIAL - COMMERCIAL**  
Compatible with IC, IO2

**INDUSTRIAL**  
Compatible with IL2, IH

		Districts							
		Residential Districts			Commercial Districts		Industrial Districts		
		Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
Residential Land Uses	Single-family dwelling	D	D	A	A	U	U	U	U
	Two-family dwelling	D	D	D	A	U	U	U	U
	Family daycare home	D	D	D	D	A	A	U	U
	Live-work unit	D	D	D	D	D	A	U	U
	Accessory dwelling unit	D	D	D	D	D	A	U	U
	Multi-family dwelling	A	D	D	D	D	A	U	U
	Group residential uses	A	A	A	A	A	A	U	U

Districts								
Residential Districts			Commercial Districts		Industrial Districts			
Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial–Mixed Activity	Commercial–Main Street	Industrial–Mixed	Industrial–Commercial	Industrial	

Educational & Community Land Uses	Daycare center	D	D	D	D	A	A	U	U
	School, elementary or secondary	D	D	D	D	A	A	U	U
	School, personal instruction	A	D	D	D	D	D	D	A
	College / University	A	A	D	D	D	D	D	A
	Library	D	D	D	D	D	A	A	U
	Cultural institution	D	D	D	D	D	A	A	U
	Community center	D	D	D	D	D	A	A	U
	Religious assembly	D	D	D	D	D	A	A	U
	Public safety facility	U	U	U	A	A	A	A	A
	Correctional facility	U	U	U	U	U	U	U	U

Districts								
Residential Districts			Commercial Districts		Industrial Districts			
Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial–Mixed Activity	Commercial–Main Street	Industrial–Mixed	Industrial–Commercial	Industrial	

Commercial & Office Uses	Artist Studio	D	D	D	D	D	D	D	D
	Office	A	A	D	D	D	D	D	A
	Retail establishment	A	A	D	D	D	D	A	U
	Outdoor market	U	A	A	D	D	D	A	U
	Garden supply, or landscaping or home improvement center	U	U	A	D	D	D	A	A
	Bank or other financial institution	U	U	A	D	D	A	A	U
	Currency exchange or payday, title, or installment loan agency	U	U	U	A	A	A	A	U
	Pawn shop or cash for gold business	U	U	U	A	A	A	A	U
	Adult retail establishment	U	U	U	U	U	U	U	U

Districts								
Residential Districts			Commercial Districts		Industrial Districts			
Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial–Mixed Activity	Commercial–Main Street	Industrial–Mixed	Industrial–Commercial	Industrial	

Health & Social Assistance Uses	Medical office or health clinic	A	A	D	D	D	D	A	U
	Social service facility	A	A	D	D	D	D	A	A
	Nursing home	A	D	D	D	A	U	U	U
	Medical research laboratory	U	U	U	A	A	D	D	D
	Hospital	U	U	U	A	A	U	U	U
	Medical service facility	U	U	U	A	A	A	A	U
	Emergency residential shelter	A	A	A	A	A	U	U	U



		Districts							
		Residential Districts			Commercial Districts		Industrial Districts		
		Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial
General Service Uses	Personal service	A	A	D	D	D	D	A	U
	Business service	A	A	A	A	D	D	D	A
	Catering service	A	A	A	A	D	D	D	D
	Funeral home	A	A	A	A	D	D	A	U
	Laundromat or Dry cleaning establishment	A	A	D	D	D	D	A	U
	Furniture and appliance rental and leasing	U	U	U	A	A	A	A	U
	Tool equipment rental facility	U	U	U	A	A	A	A	A
	Household maintenance and repair service	U	U	U	A	A	A	A	A
	Animal clinic, grooming, training, or boarding facility	U	U	A	D	D	D	D	A

Districts								
Residential Districts			Commercial Districts		Industrial Districts			
Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial–Mixed Activity	Commercial–Main Street	Industrial–Mixed	Industrial–Commercial	Industrial	

Motor Vehicle Uses	Parking lot or structure	A	A	A	A	A	A	A	A
	Electric Vehicle Charging Station	A	A	A	D	D	D	D	D
	Filling Station (fossil fuels)	U	U	U	A	A	A	A	A
	Drive-through facility (Non- restaurant), including car wash	U	U	U	A	A	A	A	A
	Light motor vehicle sales, rental facility, repair facility, body shop, storage	U	U	U	A	A	A	A	A
	Heavy motor vehicle sales or rental facility	U	U	U	A	A	A	A	A
	Heavy motor vehicle repair facility, body shop and storage	U	U	U	U	U	A	A	A

		Districts								
		Residential Districts			Commercial Districts		Industrial Districts			
		Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial	
Accommodation & Food Service Uses	Bed and Breakfast	A	D	D	D	D	A	U	U	
	Hotel	U	A	D	D	D	A	U	U	
	Tavern	A	A	D	D	D	D	A	A	
	Brewpub	U	U	A	D	D	D	A	A	
	Assembly hall	U	U	A	D	D	D	A	A	
	Restaurant without drive through	A	A	D	D	D	D	A	A	
	Restaurant with drive through	U	U	U	A	A	A	A	A	

Districts								
Residential Districts			Commercial Districts		Industrial Districts			
Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial–Mixed Activity	Commercial–Main Street	Industrial–Mixed	Industrial–Commercial	Industrial	

Entertainment & Recreation Uses	Park or Playground	D	D	D	D	D	D	A	A
	Recreation facility, indoor or outdoor	U	A	D	D	D	D	A	U
	Health Club	U	A	D	D	D	D	A	U
	Theater	U	A	D	D	D	D	A	U
	Sports, convention, or exposition facility	U	U	U	A	A	A	A	A
	Festival grounds, gaming, or outdoor racing facility	U	U	U	U	U	U	U	U
	Storage & Wholesale Uses	Recycling collection & mixed-waste processing facility	U	U	U	U	U	U	U
Material reclamation facility or salvage operation	U	U	U	U	U	U	U	U	
Wholesale trade and distribution facility	U	U	U	U	U	A	D	D	
Storage Facility	U	U	U	U	U	U	A	A	
Hazardous materials storage facility	U	U	U	U	U	U	U	U	

		Districts								
		Residential Districts			Commercial Districts		Industrial Districts			
		Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial-Mixed Activity	Commercial-Main Street	Industrial-Mixed	Industrial-Commercial	Industrial	
Transportation Uses	Passenger terminal	U	U	A	D	D	D	D	D	
	Ground transportation or ambulance service	U	U	U	U	A	A	A	A	
	Railroad yard or freight terminal	U	U	U	U	U	U	A	A	
Industrial Uses	Food processing or alcohol beverage facility	U	U	U	A	A	D	D	D	
	Research and development	U	U	U	A	A	D	D	D	
	Contractor's shop or yard	U	U	U	A	A	D	D	D	
	Manufacturing, light	U	U	U	A	A	D	D	D	
	Manufacturing, heavy	U	U	U	U	U	A	A	D	
	Manufacturing, intense	U	U	U	U	U	U	U	U	
	Processing or recycling of mined materials	U	U	U	U	U	U	U	U	



Districts								
Residential Districts			Commercial Districts		Industrial Districts			
Traditional Neighborhood	Urban Neighborhood	Urban Corridor	Commercial–Mixed Activity	Commercial–Main Street	Industrial–Mixed	Industrial–Commercial	Industrial	

Agricultural Uses	Community garden	D	D	D	D	D	D	D	D
	Plant, nursery or greenhouse	A	A	A	D	D	D	D	D
	Commercial farming enterprise	A	A	A	A	A	D	D	D
	Raising of livestock (fish/bees/chicken)	A	A	A	A	A	D	D	D
Utility & Public Service Uses	Broadcasting or recording studio	A	A	A	D	D	D	D	D
	Solar farm	D	D	D	D	D	D	D	D
	Small wind energy system	A	A	A	A	A	D	D	D
	Water treatment plant	U	U	U	A	A	A	A	A
	Sewerage treatment plant	U	U	U	U	U	U	U	U
	Power generation plant	U	U	U	U	U	U	U	U
	Transmission tower	A	A	A	A	A	A	A	A
	Substation/distribution equipment	A	A	A	A	A	A	A	A

## DESIGN GUIDELINES

Design guidelines are established as part of this Plan to ensure that the construction of new buildings, as well as additions and alterations of existing buildings, is appropriate for the area in terms of size, placement, height and design characteristics. The design guidelines are organized by building type and provide objective guidance for elected officials, city staff and community members to evaluate proposed designs for various building types. Requirements for new development are established in the City’s zoning code. However, when making changes to the zoning text or map or approving zoning variances, considerable discretion is applied. The guidelines are a baseline, and generally intended to apply to development across the area as a guide, not to supercede the zoning code. Special circumstances such as development on city-owned property, development with city financial assistance, or development in a city subdivision, overlay zone or other special district may require additional standards that go above and beyond the design standards included in this plan.

While industrial and civic uses do not have separate guidelines, the same principles of good design found within the other guidelines are applicable. For example, good design is important for industrial properties, particularly attractive facades, landscaping, and buffering from residential properties. Civic uses should embrace the surrounding neighborhood, creating a welcoming environment that promote neighborhood pride.

### Good Urban Design is Important

Quality urban design makes a positive difference in a community. Design that is welcoming and inviting to the pedestrian, scaled in proportion to its context, and aesthetically appealing makes for a more livable community and signals that this is a good place to live, work, and play.

There is no exact formula for good urban design, but there are some best practices. There is often concern that good urban design cost more, but that is not always the case. Importantly, urban design has economic benefits: well-designed buildings and spaces are often improves the long-term viability of a development.



The renovated Social Development Commission building (bottom) showcases many urban design best practices  
Source: Google (above image)

**DESIGN GUIDELINES FOR SINGLE-FAMILY & DUPLEX HOMES**

<b>Context</b>	Single-family and duplex homes are appropriate in traditional neighborhood and urban neighborhood districts and in areas which predominately consist of single-family and duplex homes.
	Single-family homes are less appropriate along commercial corridors, arterial streets or in close proximity to a high frequency transit node.
	New homes may be traditional or modern in style but should respect the nature of existing homes in the area with appropriate massing and façade composition.
<b>Site Layout</b>	Lot widths and patterns should generally reflect the original platting of the area. Lots in the area are typically 30 feet wide. Lots greater than 45 feet wide are discouraged.
	A property which consists of two or more lots should be developed in a way that will allow for infill housing in the future. Lots that have been combined in the past may be divided for new home construction.
	Front, side and rear street setbacks should be similar to other homes in the area.
	New construction should generally be separated from existing homes by at least five feet, unless both homes are constructed with appropriately fire rated walls.
	A zero side setback may be considered to facilitate townhome style development provided there are no adverse impacts on adjacent properties.
	Multiple single-family or duplex homes may be placed on a single lot, provided the overall density is within the allowed range and the context is appropriate.
<b>Building Orientation</b>	Attached or detached accessory dwelling units are encouraged.
	Houses should be oriented toward a public street, with an entrance facing the street. If additional dwelling units exist in the rear of a property, a clearly identifiable pedestrian path should exist from the public sidewalk to the main entrance.
	A cluster of homes may be oriented around a courtyard with a prominent connection to the public sidewalk, provided that rear yards are not oriented toward a street.
	More public areas of the home, such as living rooms and dining rooms, should face the street, while bathrooms, utility rooms and storage in the interior, middle and/or rear of the house.
	Accessibility for residents and guests should be considered in the design, including zero step pathways and usable bathrooms on the ground floor.



## DESIGN GUIDELINES FOR SINGLE-FAMILY & DUPLEX HOMES (continued)

<b>Building Height &amp; Massing</b>	Single-family homes and duplexes should be between 1 and 3.5 stories in height.
	The street facing façade of a house should occupy at least 50% of the width of the lot. A house which occupies less than 50% of the width of the lot should be placed to one side of the lot, with a significant side setback on the other side to allow for potential infill in the future.
<b>Design Elements &amp; Building Facades</b>	Houses should have a covered porch or stoop facing the street which extends at least 5 feet from the front of the house. Balconies, terraces and patios are encouraged.
	Street facing elevations should have well-placed, recessed windows and doors that align vertically and horizontally. Broad expanses of blank wall are not allowed on street facades. At least 30% of the width of a street facing façade on each floor should consist of clear glass windows, and the horizontal separation between individual windows or doors should be no more than 10 feet.
	When rehabilitating existing homes, traditional houses should maintain their historic character. Avoid removing historic materials or altering features that characterize a property. Existing window openings should not be covered over with siding.
	Street facing front and rear yards should be landscaped with a minimum of grass and ground plantings.
	Fences in front yards should be no more than 4' in height.
	Downspouts should feed into lawns or rain gardens where possible.
	Solar Panels are highly encouraged on all new homes.
<b>Parking</b>	Parking, if provided, is preferred at the rear of the property and should be accessed from the alley, if available. Vehicle parking is not required.
	If an attached garage accessed from a street is provided, it should be setback at least 5 feet from the front of the house and must occupy less than 50% of the width of the street facing façade.

**DESIGN GUIDELINES FOR MULTI-FAMILY BUILDINGS & TOWNHOMES**

<p><b>Context</b></p>	<p>Multi-family buildings and townhomes are appropriate in urban neighborhood districts, urban corridor districts and commercial-mixed activity districts, but may also be allowed in traditional neighborhood districts, provided the scale and density of such developments are compatible with the surrounding neighborhood context.</p>
	<p>When a multi-family building is introduced into a single-family or duplex neighborhood, it should generally be designed in a townhouse style with individual entries to ground level units and facades with a vertical articulation to reinforce the typical lot widths and traditional patterns of the surrounding area.</p>
	<p>Residential only buildings are discouraged in Commercial-Main Street districts where mixed-use buildings with commercial uses on the ground floor are preferred</p>
<p><b>Site Layout</b></p>	<p>Front and side street setbacks should be similar to other buildings on the block or in the immediate area, but setbacks greater than 10 feet from a street lot line or five feet from a side lot line should not be required.</p>
	<p>Front and side street setbacks of up to 20 feet may be allowed to provide for a transition zone between ground floor residential units and the public sidewalk.</p>
	<p>New construction in residential areas should generally be separated from existing buildings by at least 5 feet, unless both buildings are constructed with appropriately fire rated walls.</p>
	<p>Attached townhome units may be built on individual lots with a zero side setback or common wall along the property line, or may be provided as separate units within a single multi-family building.</p>
	<p>Multiple buildings may be placed on a single lot, provided that the overall density is within the allowed range and the context is appropriate.</p>
<p><b>Building Orientation</b></p>	<p>All multi-family buildings should be oriented toward a public street with an identifiable main entrance facing the street and connected to the public sidewalk.</p>
	<p>Walk up townhome units with individual entries are allowed in multi-family buildings provided that all exterior entries to such units are visible from a public street or other public or semi-public common space.</p>
	<p>Residential units located on the ground floor should be elevated at least 2 feet above the sidewalk or setback at least 5 feet from the street property line.</p>
	<p>Accessibility for residents and guests should be considered in the design, including zero step pathways and usable bathrooms on the ground floor.</p>
	<p>A common outdoor amenity space equivalent to at least 15% of the lot area should be provided for multi-family buildings with more than four units.</p>



**DESIGN GUIDELINES FOR MULTI-FAMILY BUILDINGS & TOWNHOMES (continued)**

<b>Building Height and Massing</b>	Multi-family buildings and townhomes should be between 1 and 5 stories in height. Buildings taller than 5 stories may be allowed on arterial streets adjacent to primary transit nodes.
	In areas that are predominately single-family and duplex homes, portions of multi-family buildings above 3 stories in height should be setback at least 5 feet from the primary façade.
	The street facing façade of a building or of multiple buildings should occupy at least 50% of the width of the lot.
<b>Design Elements and Building Facades</b>	Street facing facades should consist of high-quality materials such as brick veneer. Simulated stucco or exterior insulation finishing system (EIFS) products are discouraged and should be limited.
	Porches, stoops, balconies, terraces and patios are encouraged.
	Street facing elevations should have well-placed, recessed windows that align vertically and horizontally. Broad expanses of blank wall are not allowed on street facades. At least 30% of the width of the façade on each floor level should consist of clear glass windows, and the horizontal separation between individual windows or doors should be no more than 10 feet.
	Elevated entry stoops, landscaping and garden walls or fencing are encouraged to create a transition between ground floor residential units and the public sidewalk.
	Green roofs, rain barrels and other rainwater capture features are encouraged. Downspouts should feed into lawns or rain gardens where possible.
<b>Parking</b>	Parking is preferred at the rear of the property and should be accessed from the alley, if available. Vehicle parking is not required.
	Parking areas adjacent to streets should be setback at least five feet from the sidewalk and screened with landscaped areas.
	Green infrastructure including permeable paving, rain gardens, and bioswales are encouraged for all parking areas.
	If structured parking is provided it should be screened from the street by other uses such as lobbies, amenity rooms, on-site property management offices, or townhouse units wherever possible.
	Structured parking adjacent to streets should be setback at least five feet from the sidewalk and screened with landscaped areas.
	Long-term bicycle parking for residents as well as short-term parking for visitors should be provided.

**DESIGN GUIDELINES FOR COMMERCIAL & MIXED-USE BUILDINGS**

<b>Context</b>	Commercial and mixed-use buildings are appropriate in commercial districts and urban corridor districts, but may also be allowed in traditional and urban residential districts, provided the scale and density of such developments are compatible with the surrounding neighborhood context.
	When a commercial use is introduced into a residential neighborhood, it should be smaller in scale and commercial spaces should be intended primarily for smaller businesses that serve local residents in the immediate area.
<b>Site Layout</b>	A commercial or mixed-use building should generally be built up to the street property line on both the primary and secondary street frontages and extend along the entire street property lines as far as practicable.
	Small setbacks of up to 10 feet may be allowed to provide for expanded sidewalk area, outdoor patio space, or accessibility accommodations.
	Parking areas are prohibited between a building façade and a public street, and all parking areas should be setback at least 5 feet from any public sidewalk.
	Multiple buildings may be placed on a single lot, provided that the overall density is within the allowed range and the context is appropriate.
<b>Building Orientation</b>	Buildings should be oriented toward a public street with an identifiable main entrance facing the street and connected to the public sidewalk.
	Universal design and accessibility for residents and guests should be considered in the design.
<b>Building Height and Massing</b>	Commercial and mixed-use buildings should be between 2 and 5 stories. Buildings taller than 5 stories may be allowed on arterial streets adjacent to primary transit nodes. One-story commercial building may be allowed in commercial mixed-activity areas, provided the primary street façade is at least 18' in height.
	Commercial buildings should have a minimum first floor height of 14 feet as measured from the floor of the ground level to the floor of the 2nd level.
	Commercial and mixed-use buildings should extend as far as practicable along street property lines. In commercial-main street areas, buildings should occupy at least 75% of the primary street frontage. In other commercial areas, buildings should occupy at least 30% of the primary street frontage.
	When located at an intersection, commercial buildings should fill out the corner of the property nearest to the intersection and should address the intersection with a design element of interest and significance.