

Equitable Growth Through TOD Planning

Bronzeville Advisory Committee
April 18, 2018



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Progress Update

Goals

- Extend investment from downtown
- Connect neighborhoods physically and economically
- Enhance places based on local distinctiveness
- Benefit existing community through equitable and inclusive strategies

Objectives

- “Road map” for **equitable growth** and development through transit oriented development (TOD)
- Framework for **investment** decisions, **zoning** code updates and practical **implementation** strategies
- Meeting **community and stakeholder** goals and aspirations

Phases + Timeline

PHASES	IDENTIFY THE OPPORTUNITY	PRELIMINARY DESIGN	REFINEMENT	FINAL FRAMEWORK PLAN
TASKS	<ul style="list-style-type: none"> Current and future projects Land use, access, open space Socio-economic factors Zoning baseline Market baseline SWOT 	<ul style="list-style-type: none"> Alternative development concept Catalytic site concepts Streetscape and public realm Wayfinding Zoning Parking Strategy evaluation 	<ul style="list-style-type: none"> Draft strategy Development Public realm, infrastructure Character Zoning Implementation Delivery 	<ul style="list-style-type: none"> Neighborhood plans Near-term projects Zoning Policy recommendations
COMMUNITY WORKSHOP	<ul style="list-style-type: none"> 1. Introducing the project 2. Exploring the neighborhoods 	3. Design and idea sharing	4. Bringing neighborhoods into focus	5. Delivering the vision
SCHEDULE	Sept – Oct 2017	Nov 2017 – Jan 2018	Feb 2018 – May 2018	June 2018

Community Informed Planning

Engagement to date:

- Community Partners
- 10 one-on-one interviews with key stakeholders
- 3 PAG meetings
- 2 community meetings in each neighborhood
- Summer festivals
- Artist Workshop
- Community Dinners
- Other engagements



What we heard...



Family sit-down restaurants

Bronzeville / King Drive



A history display would be awesome!

More affordable housing options for single adults



More access between neighborhoods and downtown

More walkable streets

What you want to see...

Bronzeville / King Drive

Housing Choices

Nearby Jobs

Unique Character

Places to Relax

Shopping Options

Places to Eat



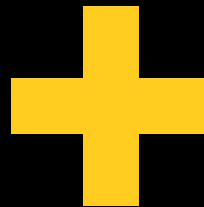
Engagement - Themes

- **More affordable housing (not only low-income housing)**
- **Need for affordable commercial spaces in the neighborhoods**
- **Making neighborhoods more pedestrian friendly**
- **Promote development of vacant lots**
- **A neighborhood with local restaurants and additional retail**
- **Mix of uses**
- **More green space**
- **Youth recreation as a priority**
- **Promote underground parking**
- **Keep an open engagement process throughout the project**

The Milwaukee Idea ... Advancing TOD

Typical TOD Themes

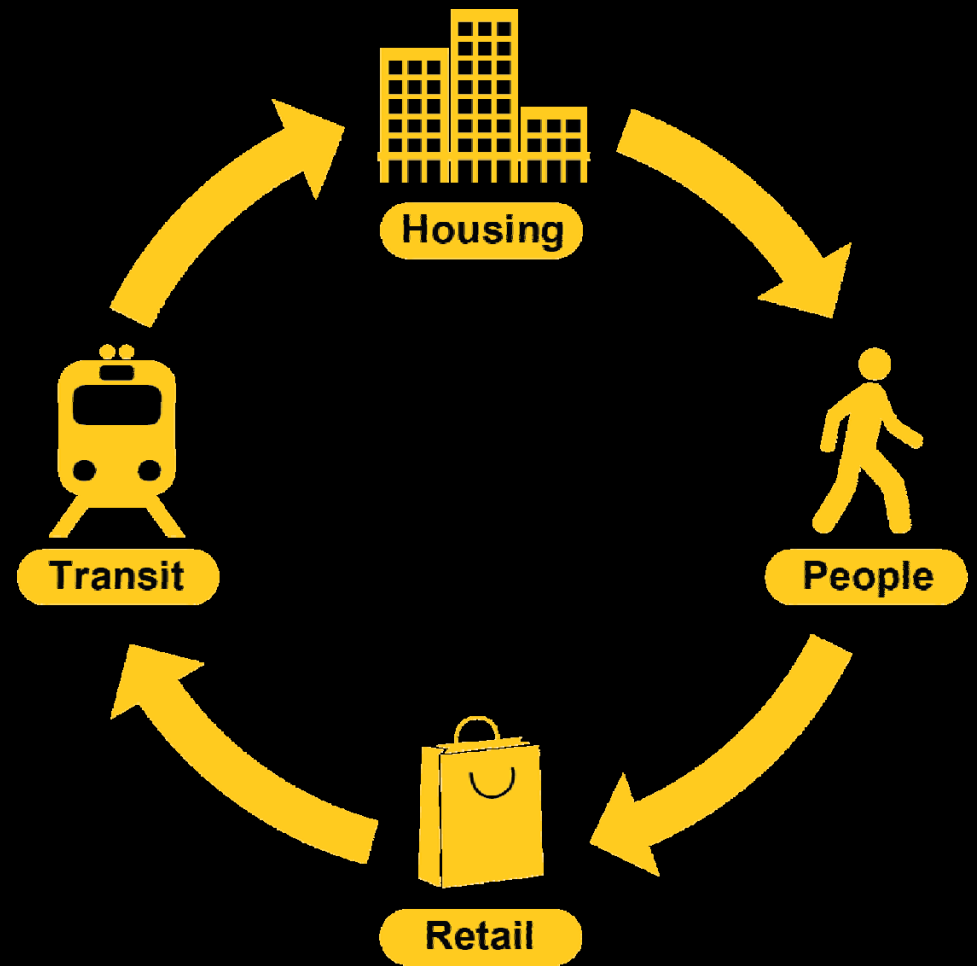
- **Commuting**
- **Mixed use**
- **Density**
- **Public realm**
- **Feasibility**
- **Value capture**



Equitable TOD Themes



Density...an Economic Decision

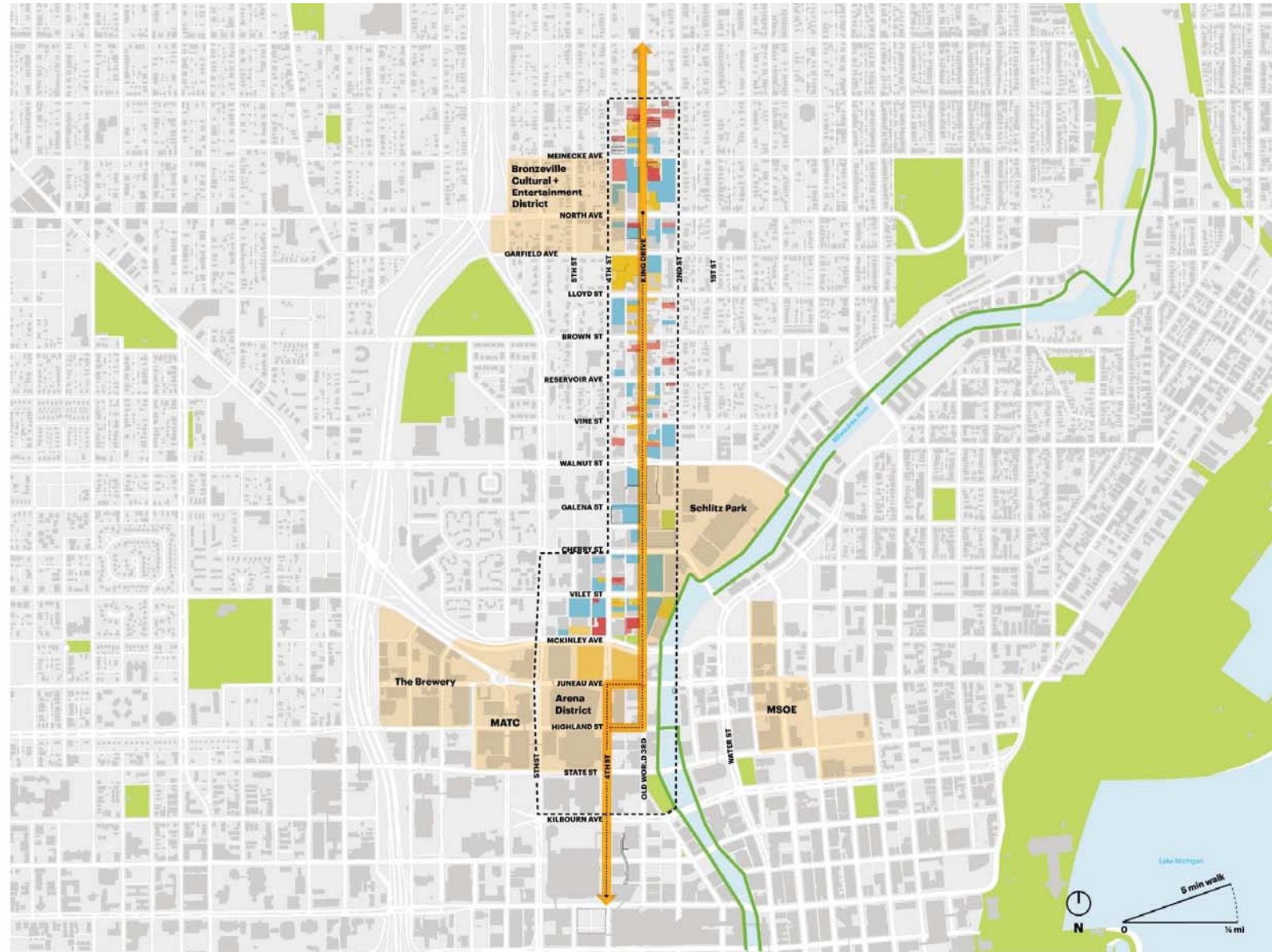


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A Framework for Moving Forward

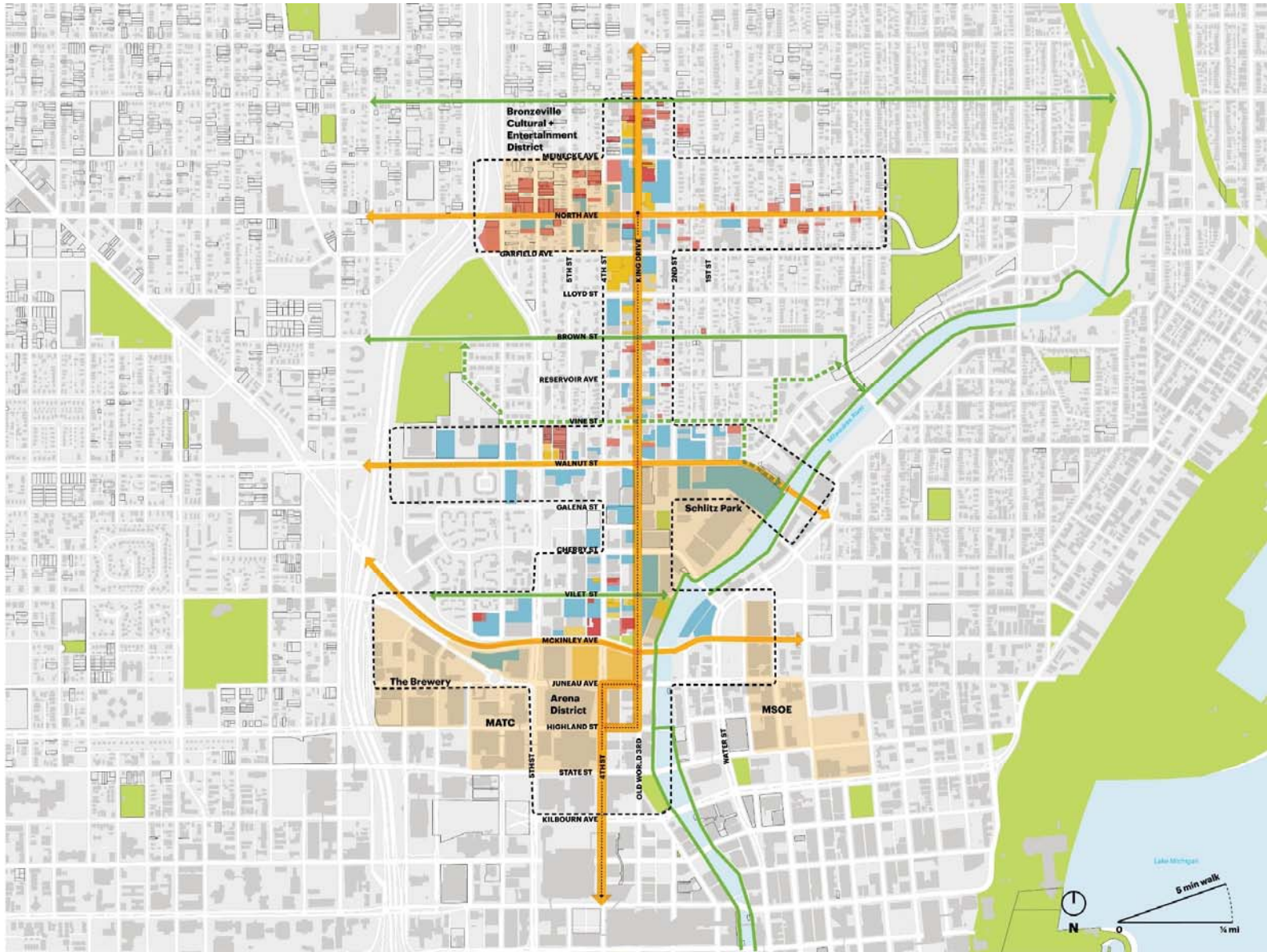
The Corridor

- Vacant Building
- Vacant Lot
- Underutilized Building
- Underutilized Lot
- Parking Lot
- City-Owned
- Parks + Parkways
- Anchor Districts

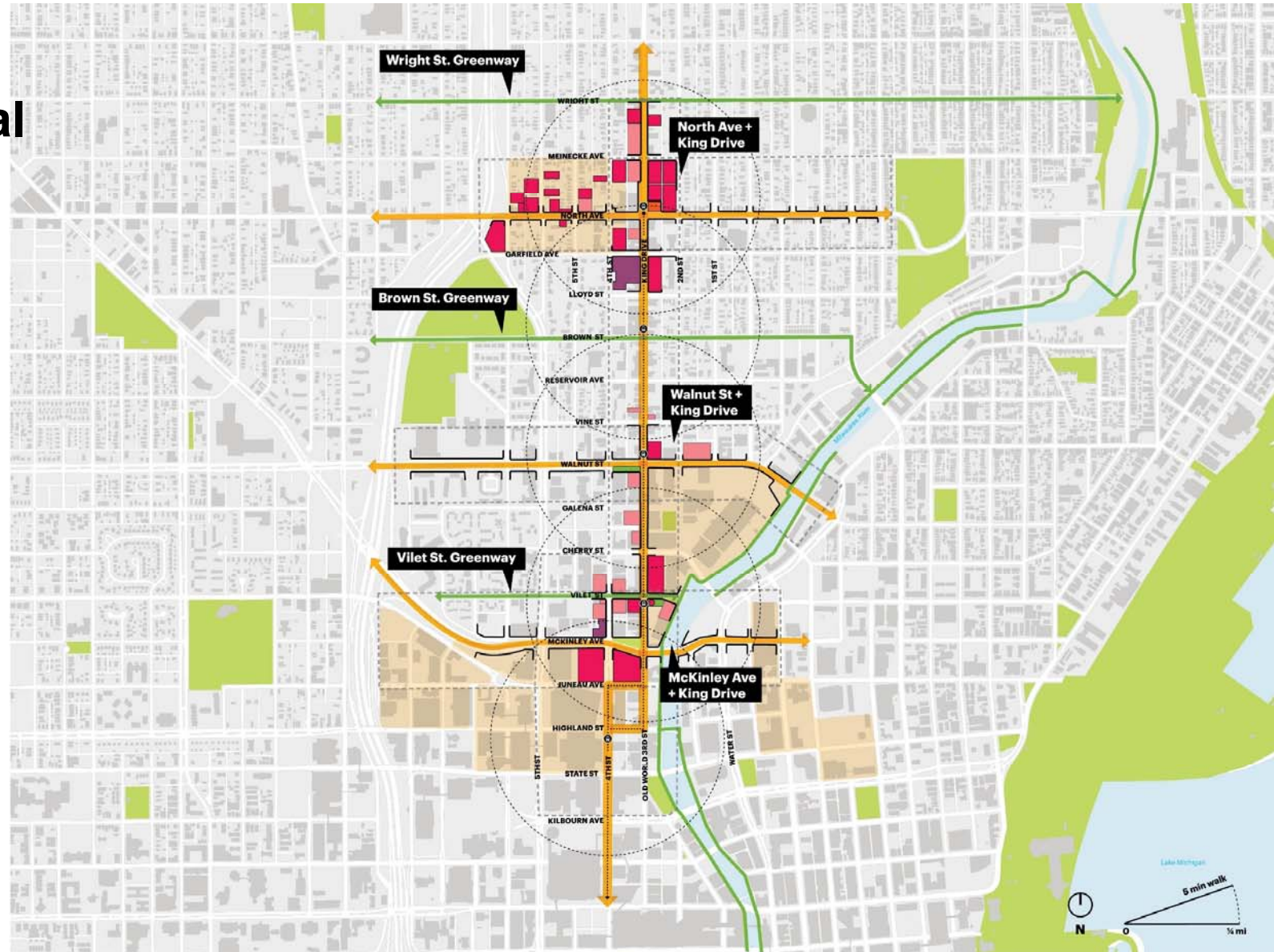


Corridor + Connectors

- Vacant Building
- Vacant Lot
- Underutilized Building
- Underutilized Lot
- Parking Lot
- City-Owned
- Parks + Parkways
- Anchor Districts

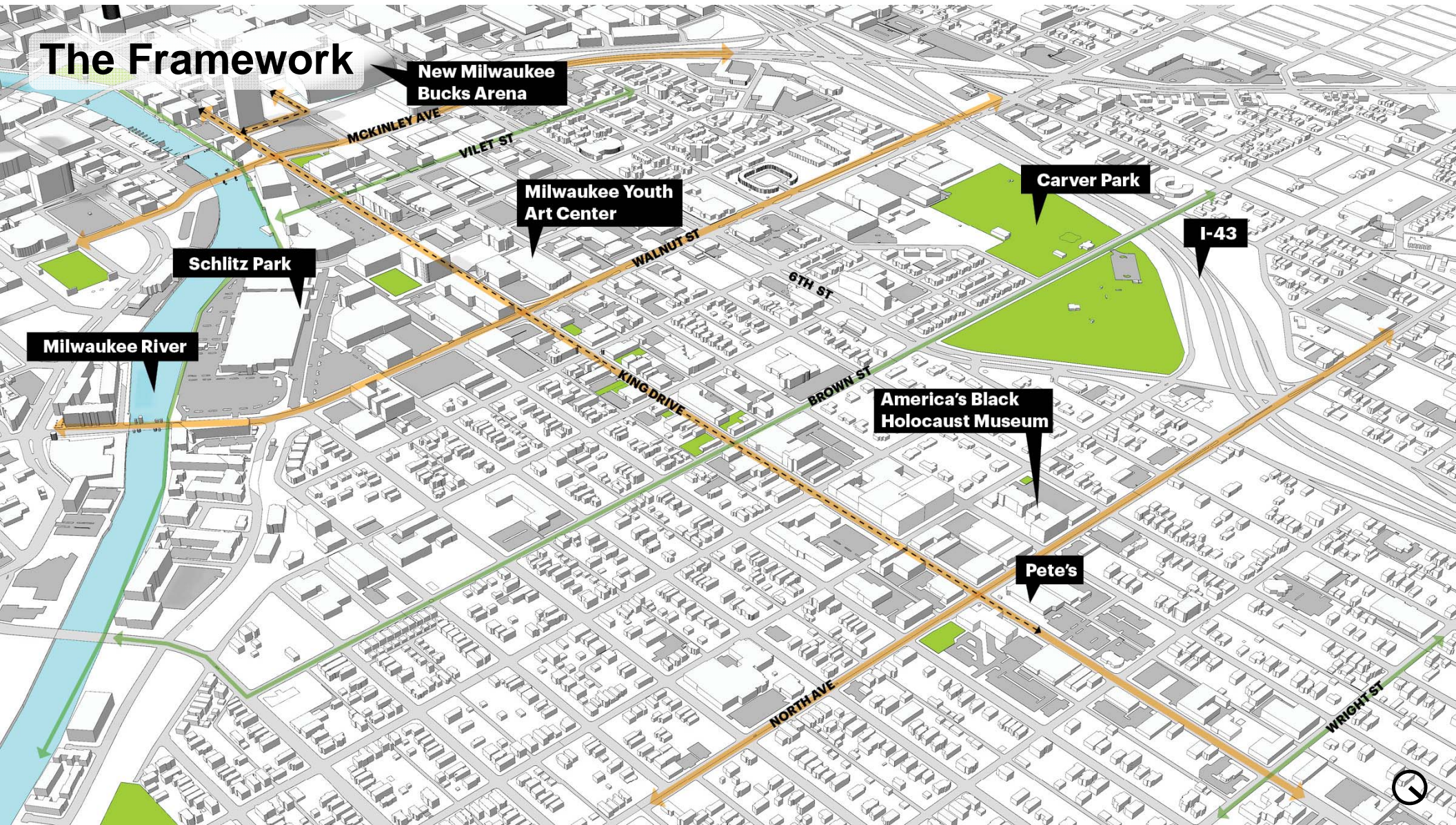


Areas of Focus Around Potential Transit Stations



- Primary**
- Secondary / Longer Term**
- Potential Reuse**
- Active Proposal**
- Potential Greenspace / Plaza**
- Potential Public Space**

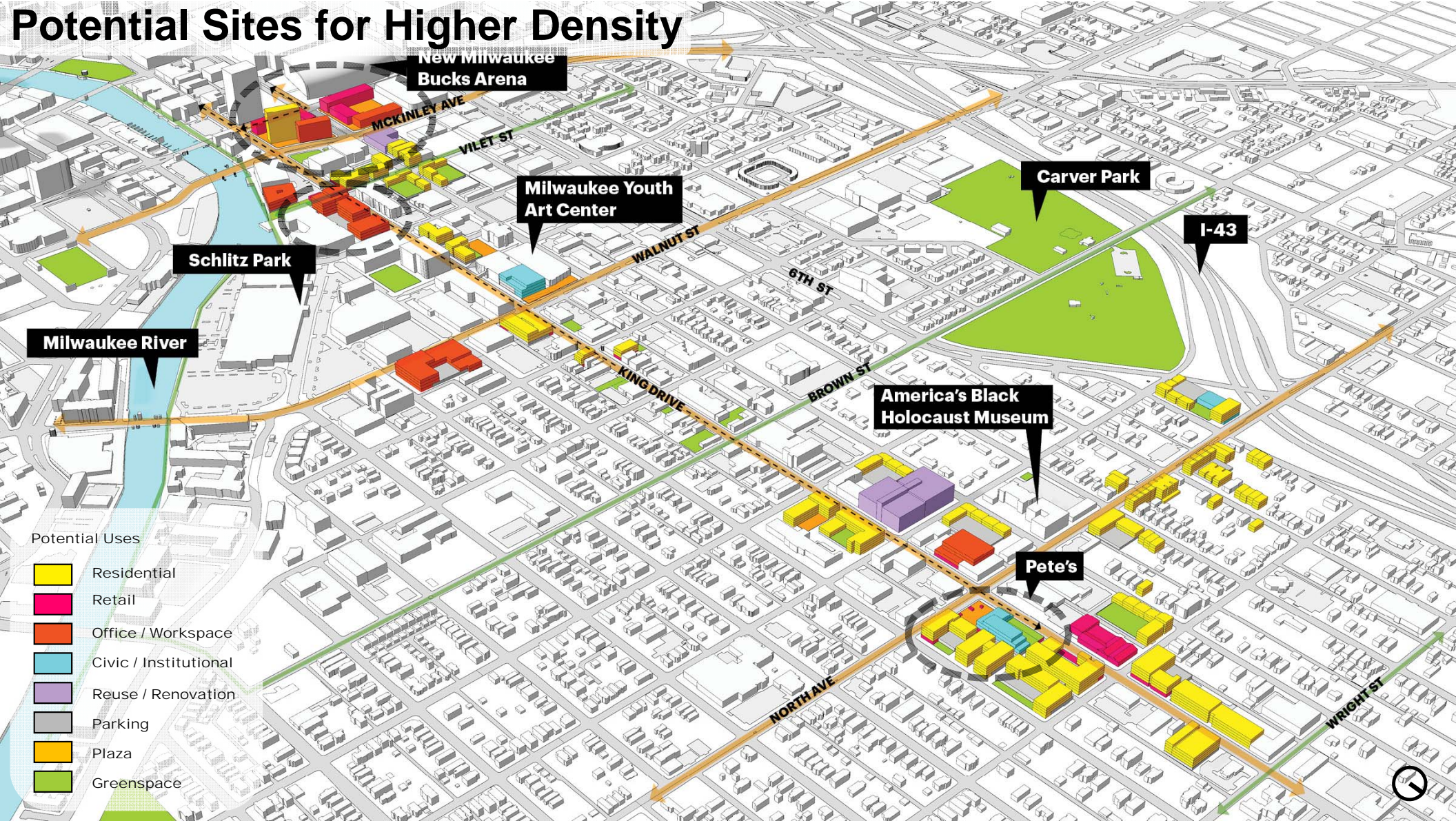
The Framework



Potential Growth Strategy



Potential Sites for Higher Density



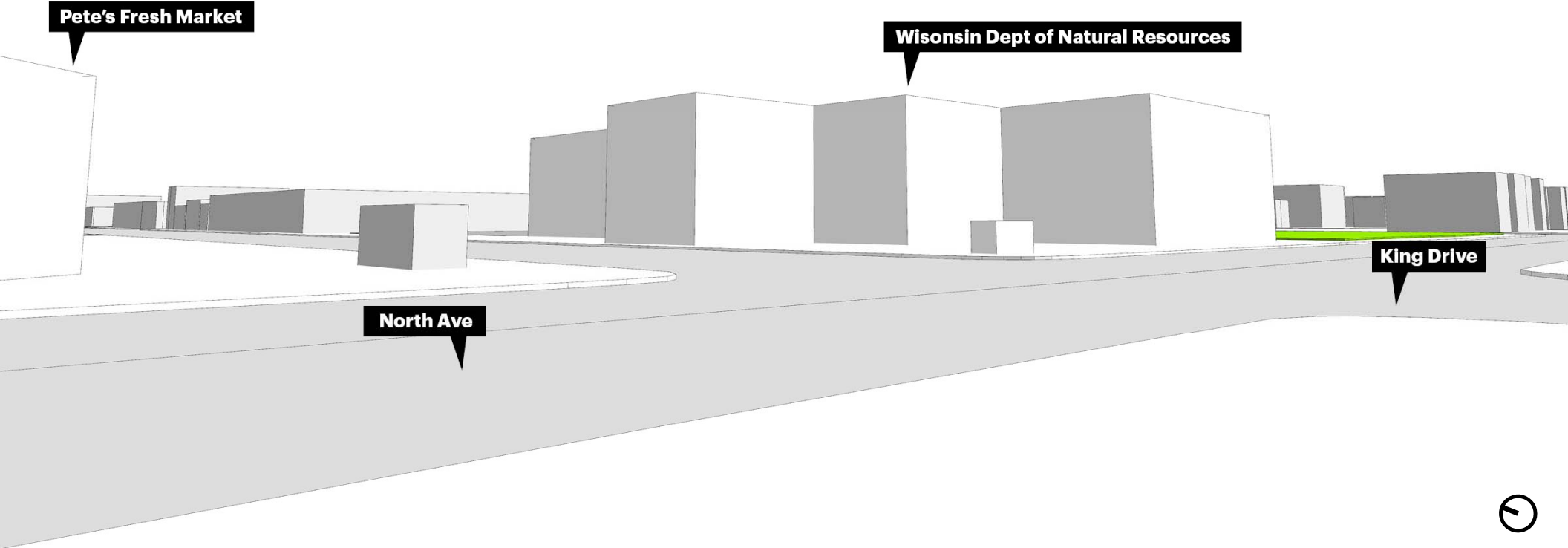
Thinking about Focus Areas

North Ave + King Drive



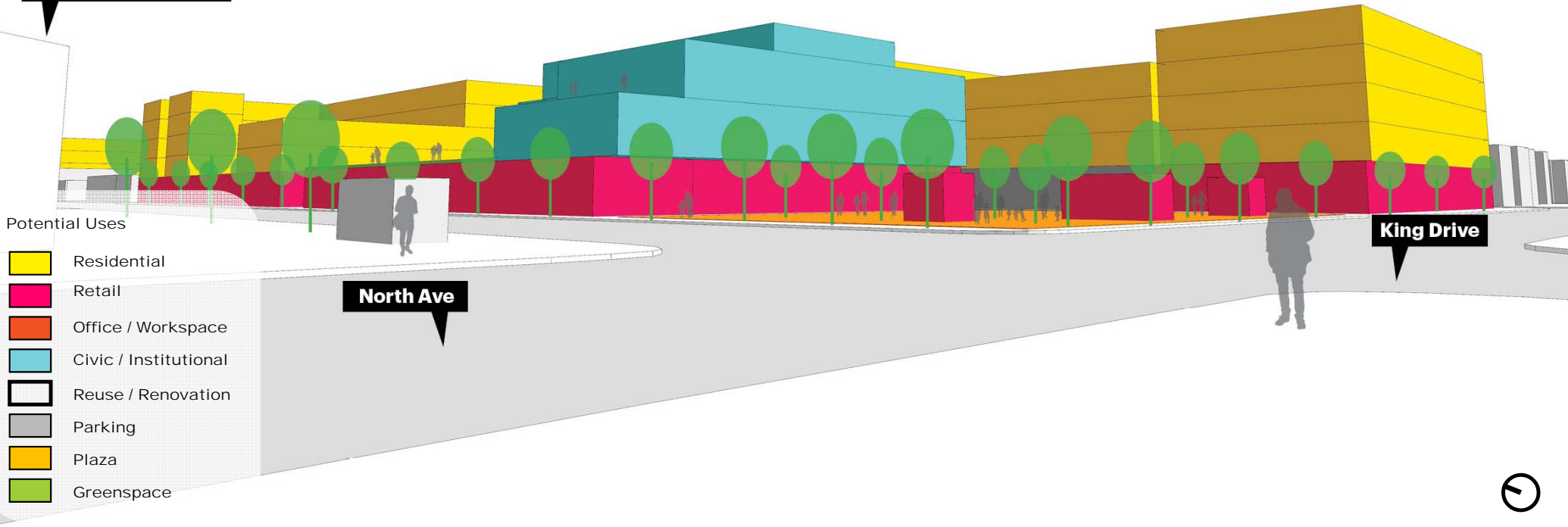
Existing

North Ave and King Drive



Proposed North Ave and King Drive

Pete's Fresh Market



North Ave

King Drive

Potential Uses

- Residential
- Retail
- Office / Workspace
- Civic / Institutional
- Reuse / Renovation
- Parking
- Plaza
- Greenspace

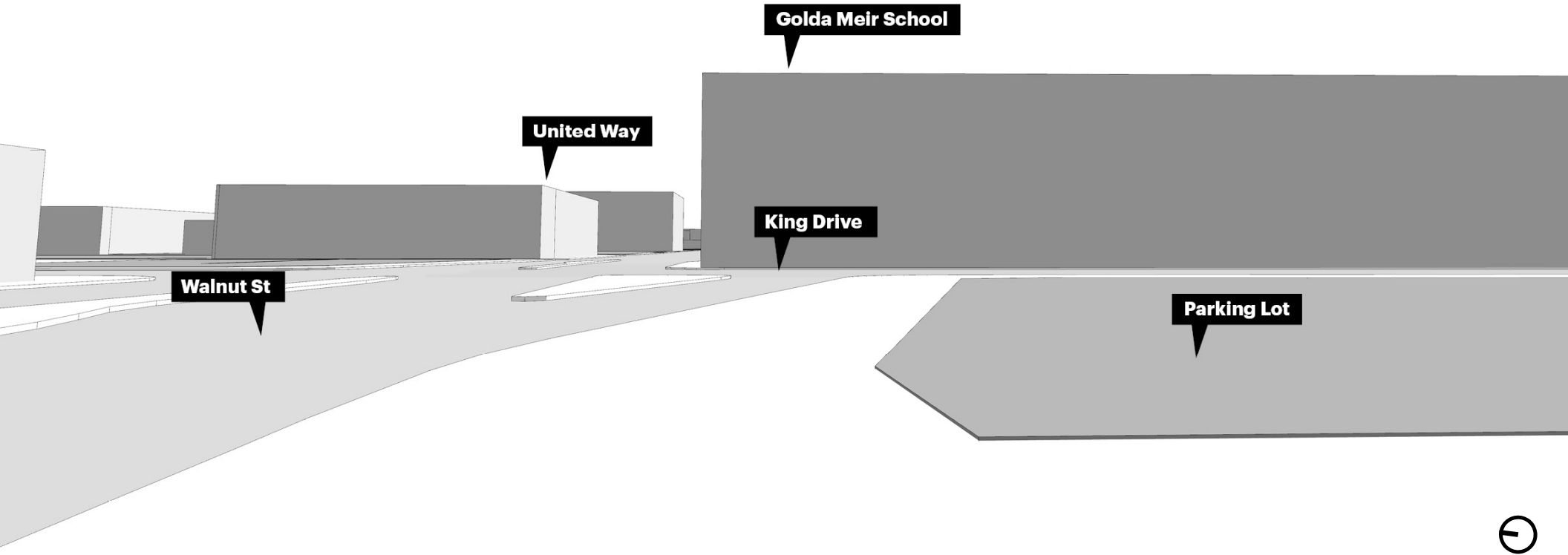


Walnut St + King Drive



Existing

Walnut St and King Drive



Proposed Walnut St and King Drive

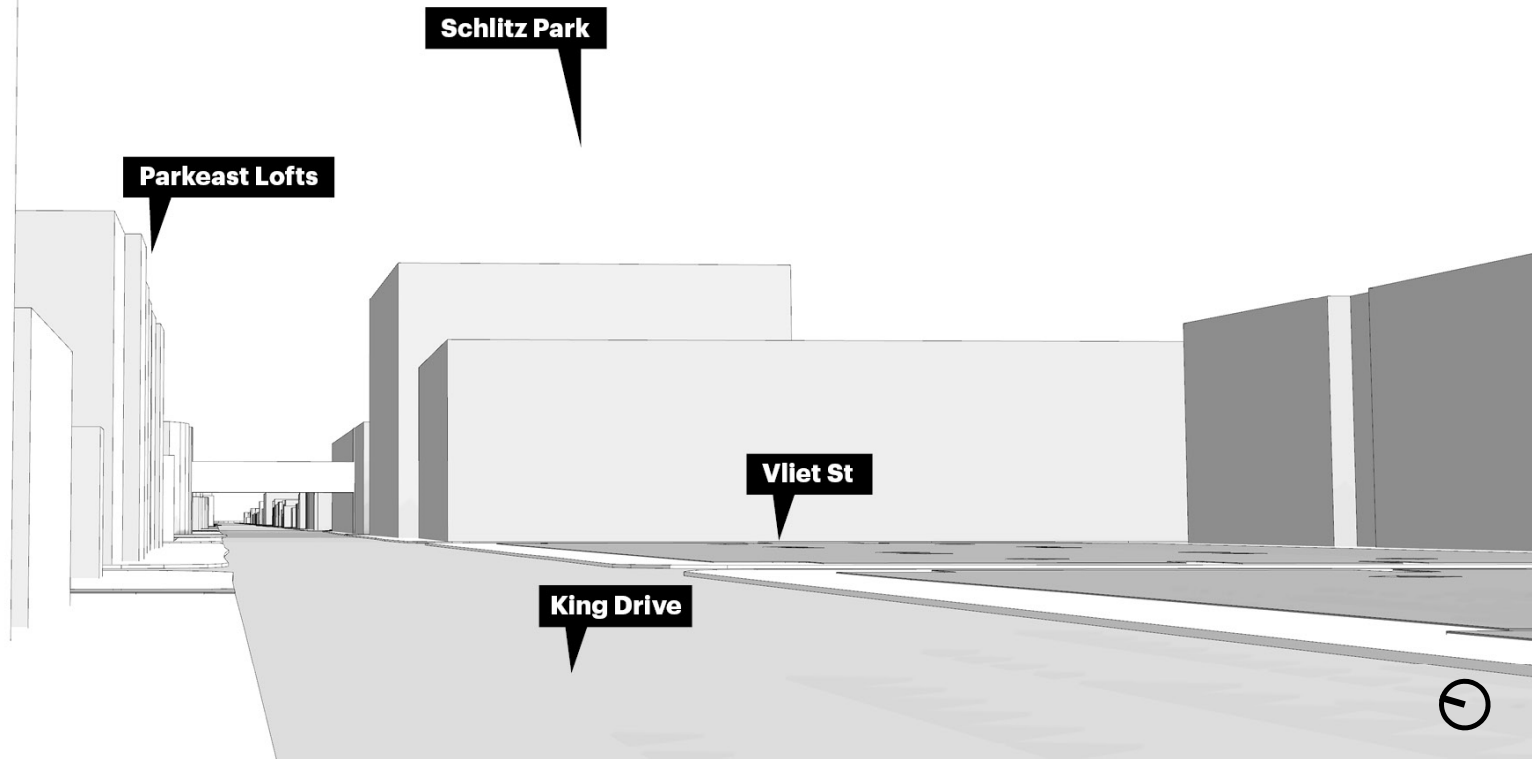


McKinley Ave + King Drive



Existing

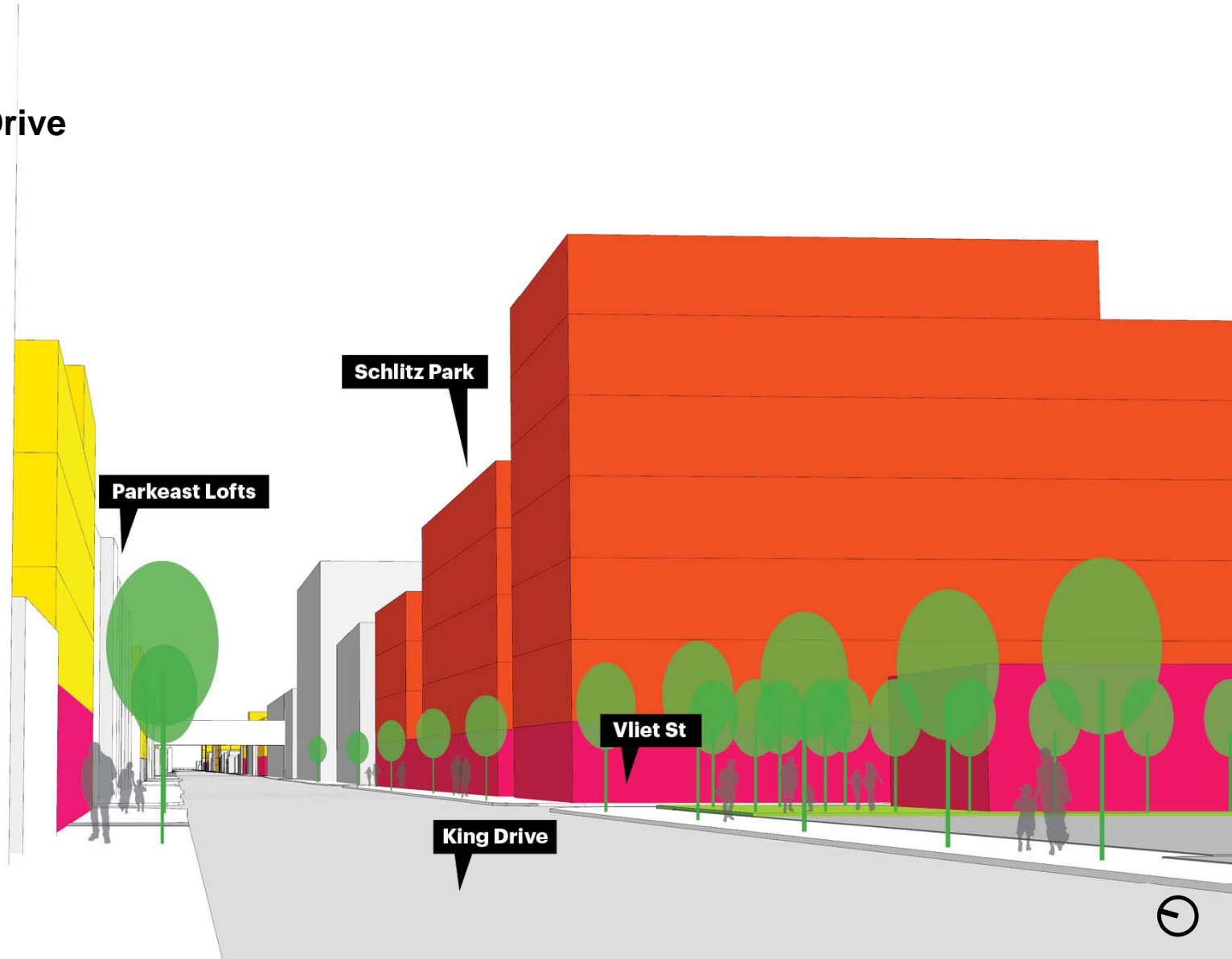
McKinley Ave and King Drive



Proposed McKinley Ave and King Drive

Potential Uses

-  Residential
-  Retail
-  Office / Workspace
-  Civic / Institutional
-  Reuse / Renovation
-  Parking
-  Plaza
-  Greenspace



Public Art Strategy

Artist Workshop

Purpose

- Proactively engage Bronzeville creative community to identify opportunities for public art and programming along and near King Drive
- Position for funding opportunities
- Engage residents

