



# SOUTH 27<sup>TH</sup> STREET STRATEGIC ACTION PLAN

Zoning, Neighborhoods & Development  
May 23, 2017

# Planning Team



**Department of  
City Development**

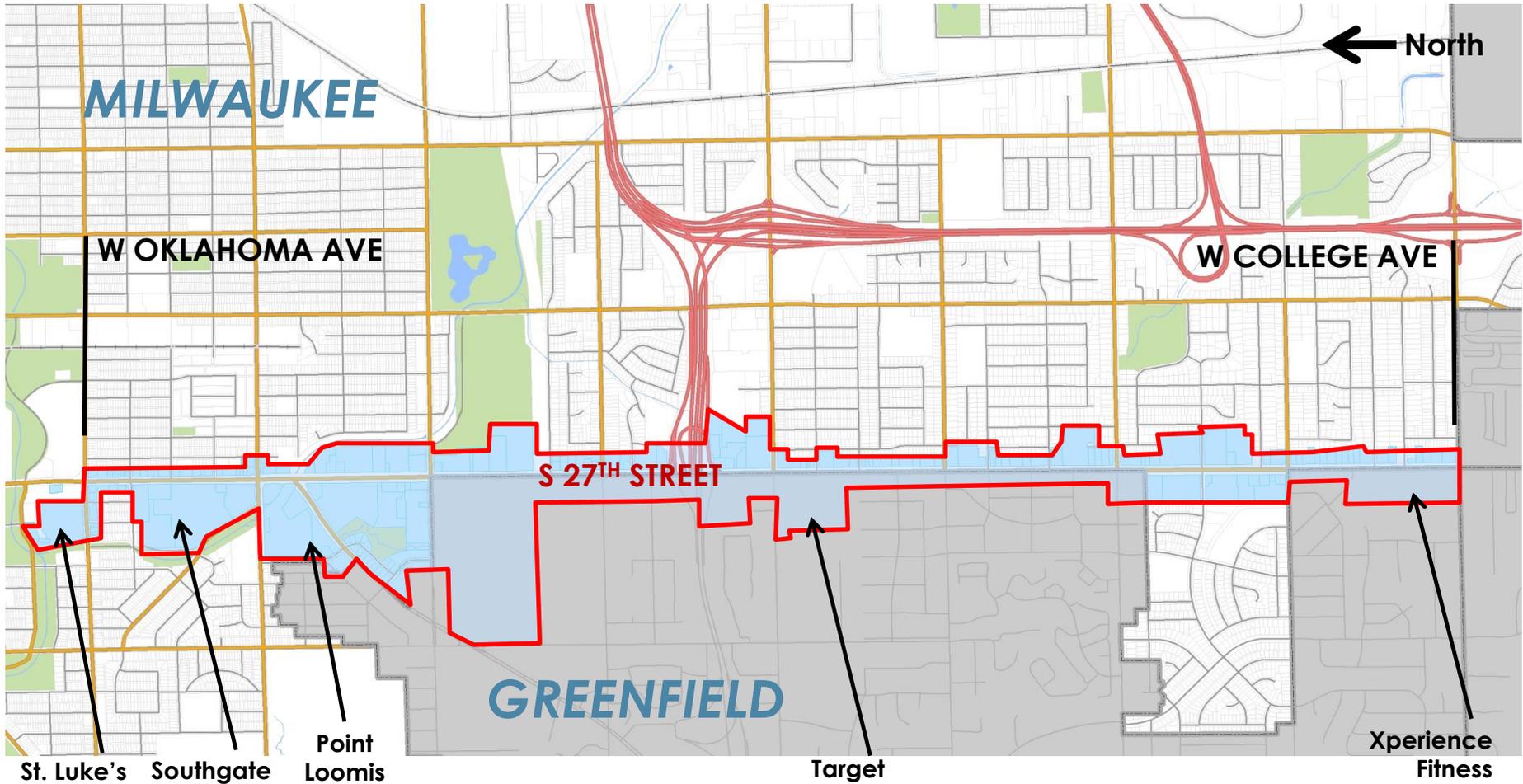


**Historic 41 Business  
Improvement District**

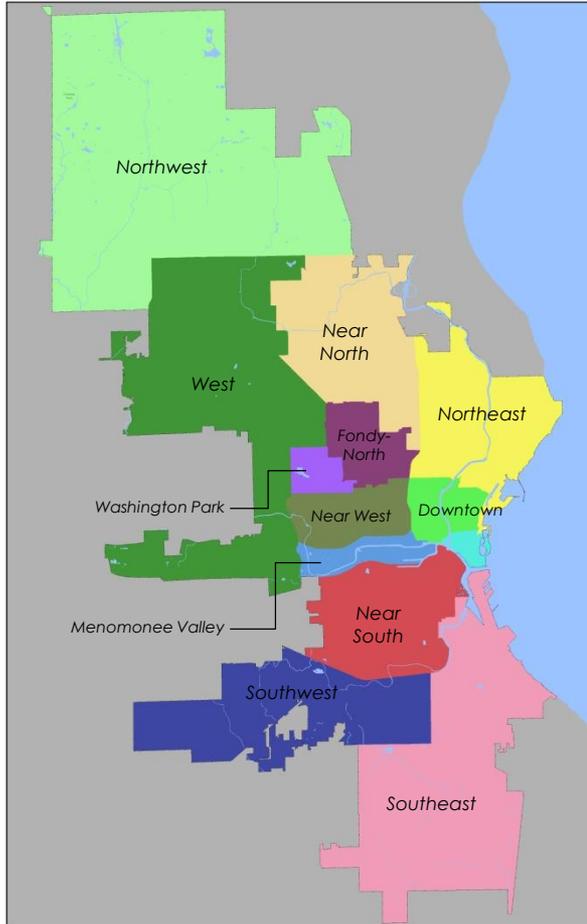


**City of Greenfield**

# Planning Area



# Planning Process



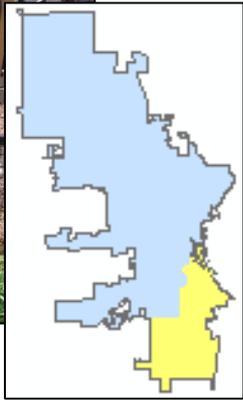
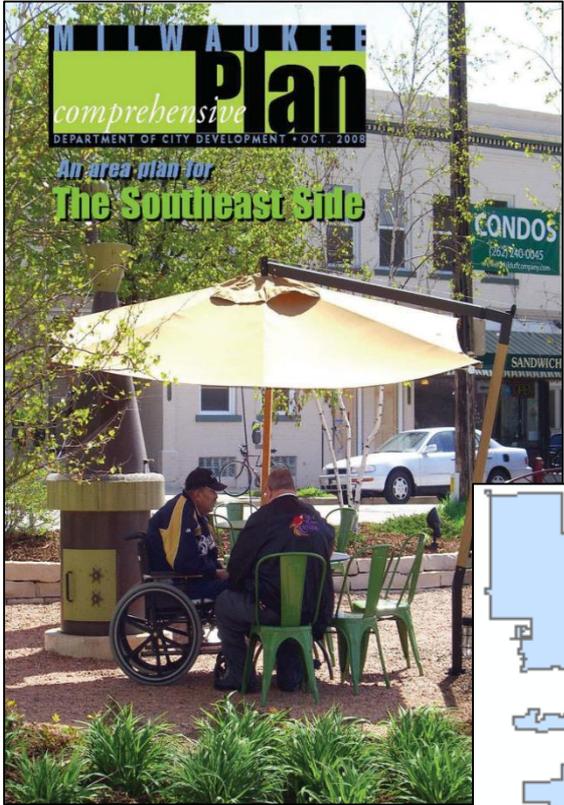
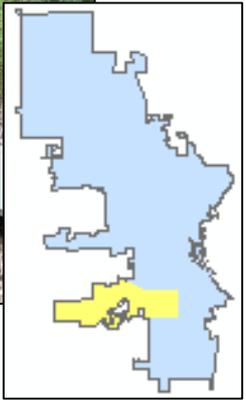
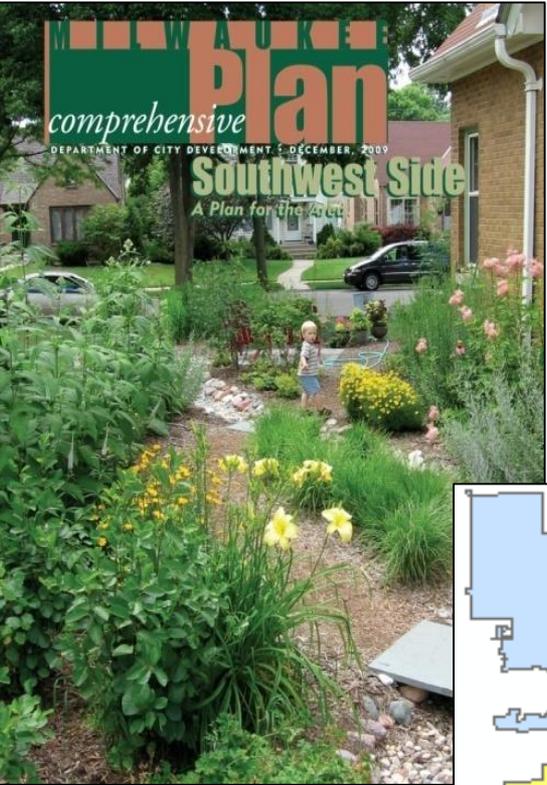
## City of Milwaukee Comprehensive Plan *(a series of documents)*

### 13 Area Plans

Downtown  
Fond du Lac & North  
Menomonee Valley  
Near North Side  
Near South Side  
Near West Side  
Northeast Side  
Northwest Side  
Southeast Side  
Southwest Side  
Third Ward  
Washington Park  
West Side

Citywide  
Policy Plan

# Planning Process



# Planning Schedule

Spring '16

Summer '16

Winter '16

Spring '17

Plan Launch April 20, 2016

Residential & Business Surveys

Information Gathering

Interviews & Focus Groups

Design Charrette

Draft Recommendations

Public Review

Plan Adoption

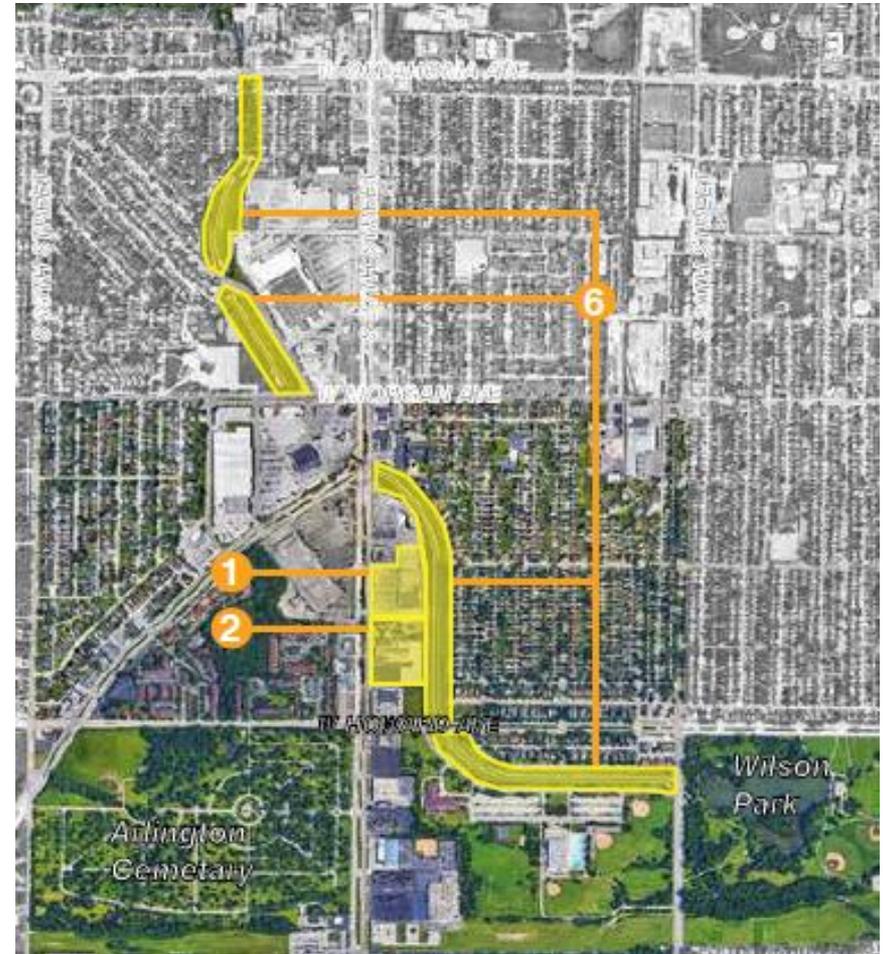
# Planning Process

## 4 Goals



1. Improve the quality of the public realm that pedestrians, shoppers, residents and commuters experience
2. Improve the aesthetic character along South 27<sup>th</sup> Street
3. Attract a diverse mix of retail and dining options along South 27<sup>th</sup> Street
4. Position South 27<sup>th</sup> Street to remain a vibrant and competitive retail destination in the future

# Design Charrette



# Design Charrette

## SITE 1

SITE 1: 3700-3736 S 27th Street (City of Milwaukee)



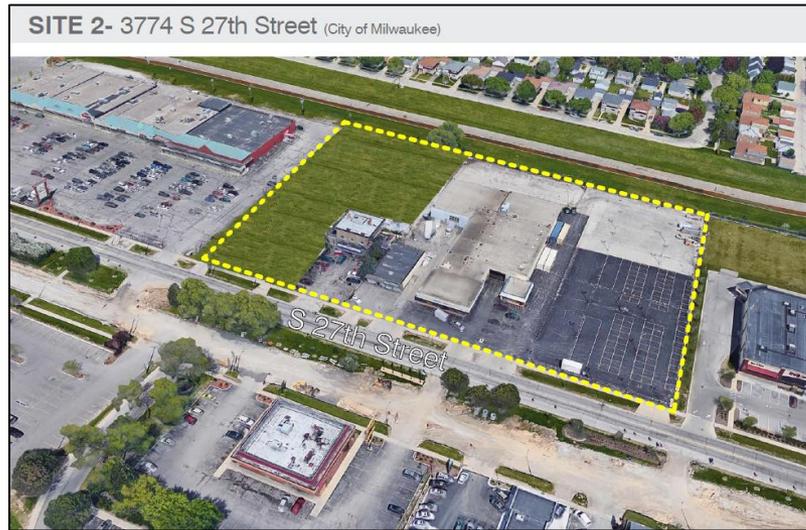
ENGBERG ANDERSON



SCHEME 1: Rendered Site Plan

# Design Charrette

## SITE 2



# Design Charrette

## SITE 3

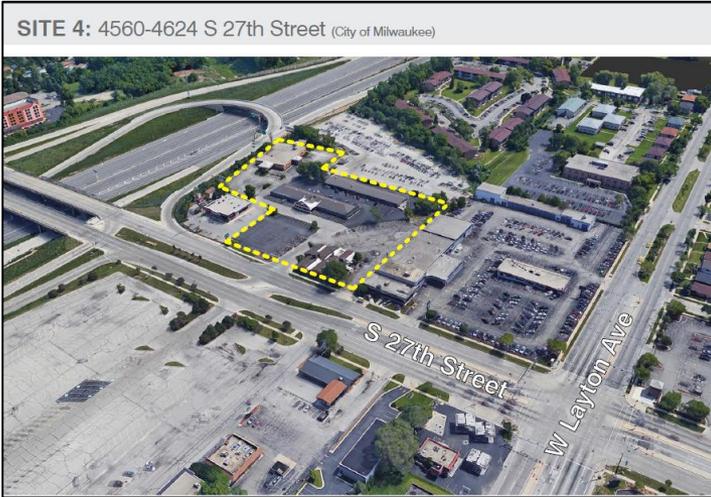
SITE 3: 4521, 4275 S 27th Street; 2470, 2800 W Cold Spring Rd. (Greenfield)



# Design Charrette

## SITE 4

SITE 4: 4560-4624 S 27th Street (City of Milwaukee)



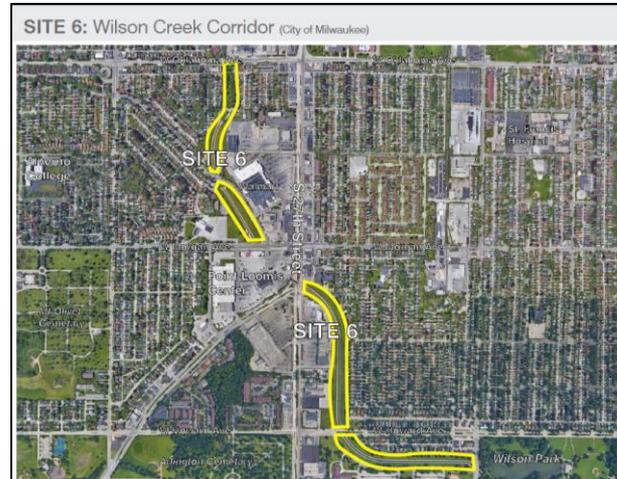
# Design Charrette

## SITE 5



# Design Charrette

## SITE 6



# Plan Recommendations

## Implementation Areas:

- GOVERNMENT RECOMMENDATIONS
- BUSINESS IMPROVEMENT DISTRICT RECOMMENDATIONS
- LOCAL BUSINESS RECOMMENDATIONS

# Plan Recommendations

- What is it?
- Why is it important?
- How to make it happen?



## **GOVERNMENT LED ACTIONS**

# Key Action #1

Work with the City's DPW and WisDOT to make South 27<sup>th</sup> Street safer and more comfortable for pedestrians and cyclists.





# Key Action #3

Naturalize Wilson Creek and establish it as a neighborhood-serving amenity.



# Key Action #4

Issue a RFP for the former Wildenberg Hotel site, incorporating the design concepts generated during the design charette.



# Supporting Actions

- Revisit and revise City of Milwaukee signage ordinance to ensure consistency.
- Support and encourage concepts from the design charrette in areas where appropriate.
- Encourage new development to be built with higher quality materials, landscaping, and support density, especially at key intersections.

## **BUSINESS IMPROVEMENT DISTRICT LED ACTIONS**

# Key Action #1

Improve aesthetics along the corridor and prioritize high-visibility properties for signage and other property improvement grants to maximize investments.



# Key Action #2

Work with a commercial broker to attract the types of businesses identified through the public involvement process, such as casual restaurants.



# Key Action #3

Offer new programming along the corridor in underused parking lots.



# Key Action #4

Better engage businesses along the corridor to take a more active role in the BID and ongoing initiatives.



# Key Action #5

As high profile vacancies occur, aggressively encourage higher intensity of uses and higher quality materials.



# Supporting Actions

- Coordinate with respective code enforcement departments from the City of Milwaukee and the City of Greenfield to target code enforcement efforts.
- Continue ongoing cooperation between the City of Milwaukee and the City of Greenfield so that all businesses benefit.
- Continue to coordinate with WisDOT on corridor branding efforts. Periodically evaluate median banners.
- Continue coordination with neighborhood groups to achieve common goals.
- Continue coordination with Milwaukee Police Department and Greenfield Police Department on nuisance properties.

## **LOCAL BUSINESS LED ACTIONS**

# Key Action #1

Install base plantings around signs and along storefronts to improve the visual appeal of corridor.



# Key Action #2

Actively maintain properties by cleaning up litter and addressing visual maintenance needs.

# Key Action #3

Take advantage of existing City of Milwaukee and BID-funded grant programs for future property improvements and renovations.



# Supporting Actions

- Seek opportunities for shared parking and cross-access easements.
- Pursue out-lot development that is complementary to main shopping centers.



# Implementation

Government-Led Actions			
Action	Supporting Entities	Funding Sources	Timeframe
KEY ACTION 1: Work with the City's DPW and WisDOT to improve safety and comfort for pedestrians and cyclists.	WisDOT	State	Long
KEY ACTION 2: Explore a zoning overlay district to ensure the consistent enforcement of zoning standards along the corridor.		City of Milwaukee (staff time)	Medium
KEY ACTION 3: Coordinate with MMSD and Milwaukee County to naturalize Wilson Creek and transform it into a neighborhood-serving amenity.	MMSD, Milwaukee County	MMSD, Grants	Long
KEY ACTION 4: Reissue RFP for the former Wildenberg Hotel site that incorporates concepts from the design charrette.	DCD Real Estate		Short

Business-Led Actions			
Action	Supporting Entities	Funding Sources	Timeframe
KEY ACTION 1: Improve the visual appeal of businesses with planters and base plantings along signs and storefronts.	DCD Commercial Corridors Team	Business Community	Ongoing
KEY ACTION 2: Clean up litter and address visual maintenance needs.	Dept of Neighborhood Services/ Enforcement	Business Community	Ongoing
KEY ACTION 3: Pursue out-lot development that is complementary to main shopping centers.		BID	Ongoing
KEY ACTION 4: Seek opportunities for shared parking and cross-access easements.	Business Community, City of Milwaukee and City of Greenfield	N/A	Ongoing
KEY ACTION 5: Take advantage of existing City of Milwaukee and BID-funded grant programs for property improvements.	City of Milwaukee CCT, BID	N/A	Ongoing

BID-Led Actions			
Action	Supporting Entities	Funding Sources	Timeframe
KEY ACTION 1: In coordination with the BID's strategic planning effort, explore efforts to improve aesthetics along the corridor and prioritize high-visibility properties for property improvement grants to maximize investments along the corridor.	City of Milwaukee	N/A	Short
KEY ACTION 2: Work with a commercial broker to attract the types of businesses identified through the public involvement process, such as casual restaurants.		BID	Short
KEY ACTION 3: Explore ways to offer new programming along the corridor in underused parking lots, such as job fairs, street festivals with food trucks, collaborative discount programs, public art, etc.	Business Community	BID, Business Community	Medium
KEY ACTION 4: Identify ways to better engage businesses along the corridor to take a more active role in the BID and ongoing initiatives. As part of this effort, develop and maintain an email list for all businesses within the BID to improve communication about BID programs and events.		N/A	Short
KEY ACTION 6: As high profile vacancies occur, aggressively encourage higher intensity of uses and higher quality materials, per charrette results and Area Plan and Strategic Action Plan recommendations. *	City of Milwaukee, City of Greenfield	N/A	Ongoing

# Implementation

- Full draft plan available online  
[city.milwaukee.gov/South27thStreet](http://city.milwaukee.gov/South27thStreet)
- Draft recommendations presented, Dec. 14
- Open house and celebration, Mar. 28
- Scheduled for ZND on May 23

# Implementation

Questions?