



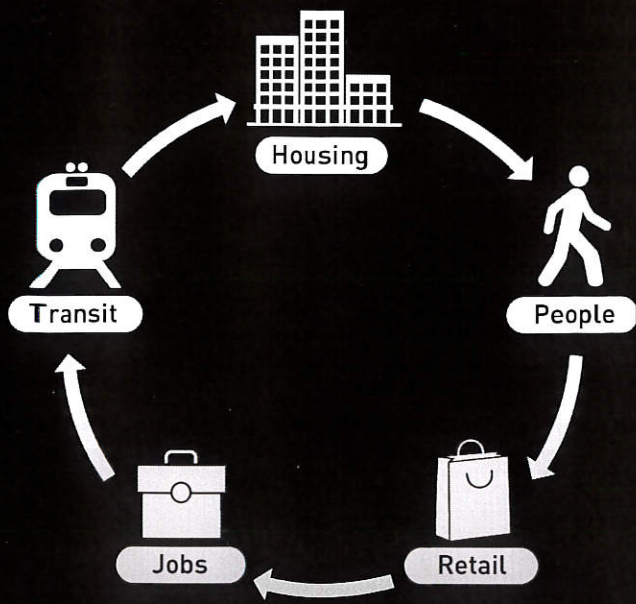


WHAT IS TRANSIT ORIENTED DEVELOPMENT (TOD)?

-  **CONNECTING PEOPLE**
-  **GROWING THE ECONOMY AND JOBS**
-  **VALUING PLACES**
-  **VITALITY AND VIBRANCY**

TOD is the idea that public transit generates, steers, and attracts new investment. This can be in housing, jobs, retail, arts and culture, or community services. As the City of Milwaukee evaluates a potential extension of Milwaukee Streetcar to Historic Dr. Martin Luther King Jr. Drive and the Bronzeville Cultural and Entertainment District, thoughtful planning with strong resident engagement is essential to ensure that future transit investment and resulting development helps residents and business owners achieve their goals for the future of their neighborhoods. This Milwaukee vision for TOD focuses on:



HOW THE PLAN WILL SHAPE THE NEIGHBORHOOD

This plan developed by the City of Milwaukee Department of City Development in partnership with the Historic King Drive Business Improvement District provides a framework for attracting investment, enhancing connectivity and reinforcing neighborhood identity through the future expansion of the Milwaukee Streetcar.

Specific elements include:

LAND USE AND DEVELOPMENT GOALS FOR KING DRIVE
 Recommendations for where housing, retail and job growth will occur and what shape they will take with a focus on King Drive and Bronzeville at key intersection points with other streets or potential future streetcar stops where activity will be concentrated.

ZONING AND URBAN DESIGN
 Proposed adjustments to the City's zoning code and tailored urban design guidelines that will facilitate transit oriented development and walkable urban neighborhoods.

PUBLIC REALM IMPROVEMENTS
 Options for a redesigned King Drive that prioritizes safety and better accommodates pedestrians, transit users, and people on bikes.

DEVELOPMENT STRATEGIES
 Strategies tailored to local market conditions and neighborhood goals designed to attract the type of mixed-use, mixed-income, developments desired by the community.

A COMMITMENT TO ANTI-DISPLACEMENT
 A series of policy and programmatic recommendations to ensure that existing residents and businesses benefit from transit oriented development and to prevent displacement.

LEADING WITH PUBLIC ART
 A comprehensive Bronzeville public arts strategy reinforces the place of African-American arts, culture, and artists in the neighborhood.

For more information visit:
movingMKEforward.com

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MOVING MILWAUKEE FORWARD

KING DRIVE

TOD CONNECTS

EQUITABLE GROWTH THROUGH TRANSIT ORIENTED DEVELOPMENT

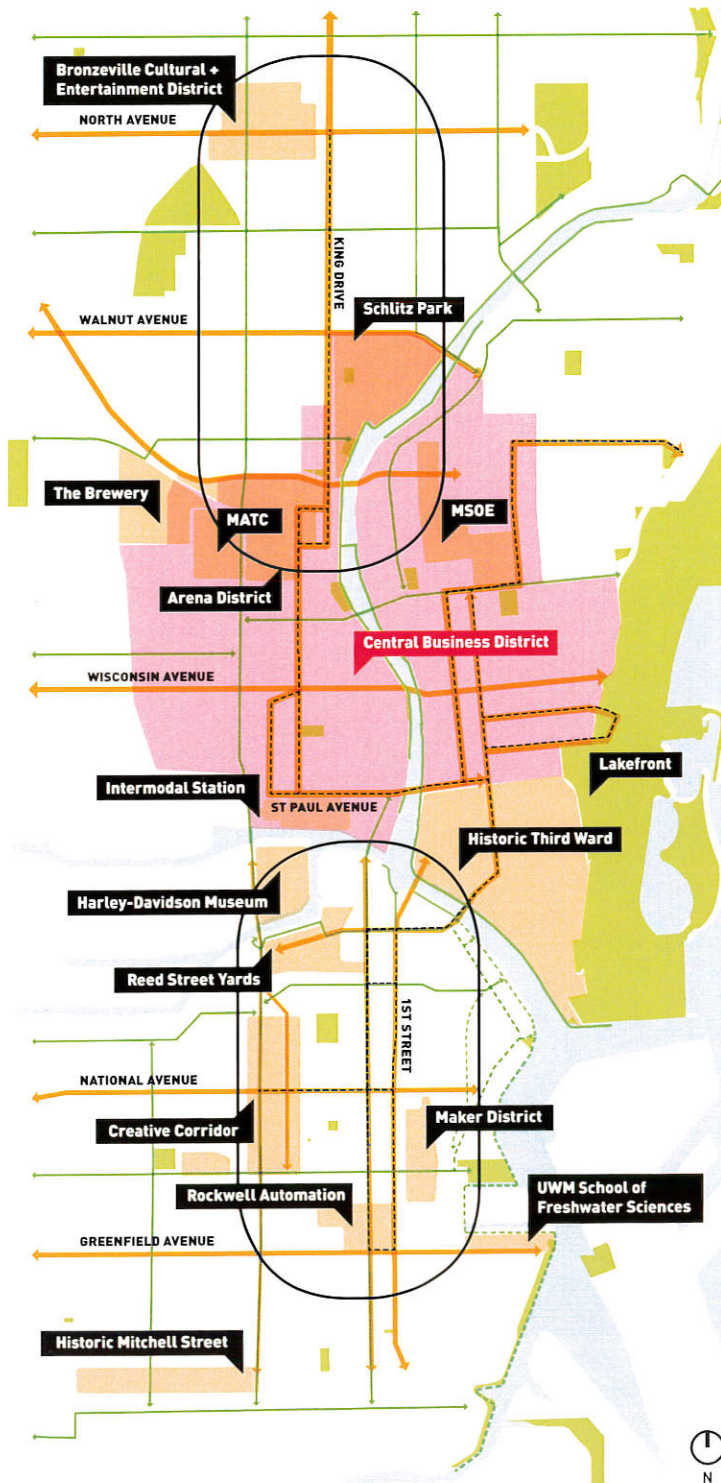
A NEIGHBORHOOD PLAN FOR HISTORIC DR MARTIN LUTHER KING JR DRIVE



A STRATEGY OF CONNECTIVITY

This study is about more than a new transit investment. It is about connecting communities and reimagining the potential of the neighborhood while preserving its strength and character. The fundamental goals of this plan are:

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



THE NEIGHBORHOOD FRAMEWORK

The central concept of this plan is "connectivity" – improving the public realm along the King Drive Corridor and east-west connectors, while focusing opportunities for housing, jobs, and public amenities where these major streets meet.



COMMUNITY INFORMED PLANNING

Multiple engagement activities were carried out to gain maximum input in developing this plan for King Drive and Bronzeville.

WHAT WE HEARD:

- Preserve affordable housing units and avoid displacement
- Provide a mix of housing types
- Need for affordable commercial spaces
- Create more family dining + entertainment
- Maintain character of neighborhoods
- Develop vacant and underutilized lots
- Activate the streets and make more pedestrian friendly

