

ADDENDUM TO LVBA OPPOSITION - Near South Side Area Plan pertinence to Empowerment Village outdoor patio inclusion

The following are 24 instances quoted directly from the City of Milwaukee's Near South Side Area Plan, adopted by the Common Council on May 27, 2009, which support the inclusion of the "outdoor patio area" as proposed in original plan documents for the Empowerment Village project, 525 W. Lincoln Ave. Given the authority of the Near South Side Area Comprehensive Plan in relation to zoning changes within the plan's boundaries, the following should be considered as essential considerations to the necessity for the outdoor patio area's inclusion.

Authority of Comprehensive Plan

State of Wisconsin's Comprehensive Planning Law, Wis. Stats. 66.1001 require all municipalities to complete comprehensive plans. **The law also requires all actions taken by a city relating to official mapping, subdivision regulations, and zoning activities to be consistent with the community's comprehensive plan.** (p. 5 "Introduction")

Importance of Gateway location and Image for Business District

In order to authentically preserve and present a cultural identity that will affirm residents' sense of place and help to attract thousands of visitors...Proclaim the district's identity in its plaza, gateway, and façade architecture, and in public art, and festivals. (p. 36 "Retail Opportunity Cluster Analysis")

Place building and site elements in a way that creates a strong visual/physical relationship between the public and private realm, and supports good urban design. (p. 58 "Form Policies")

Preserve the overall neighborhood character as a compact, interconnected and walkable community. (p. 58 "Form Policies")

Create safer neighborhoods by encouraging Crime Prevention through Environmental Design (CPTED) strategies. This includes:

- Creating a physical and visual sense of ownership and responsibility for public, private, and semi-private space;
- **Discourage common areas that have no obvious connection to a responsible party;** (p. 58 "Redevelopment Strategies")

Encourage the beautification and greening of the area by increasing the amount of landscaping and trees within the public right of way and on private properties. (p. 59 "Redevelopment Strategies")

Landscaped greens, plazas, or islands are encouraged as a way to provide community gathering commons and green space. (p. 60 "Form Policies: Block and Parcel")

Courtyards, porches, and planting zones should be incorporated into residential site design. (p. 60 “Form Policies: Building and Site Elements”)

Employ good civic/institutional design that creates buildings with inviting public entrances and views to corridors that connect civic uses to neighborhoods and commercial corridors. (p. 66 “Civic and Institutional Policies: Form Policies”)

Improve aesthetics of arterials by implementing streetscape enhancements such as trees, plantings, lighting and street furniture. (p. 67 “Transportation Policies and Strategies: Form Policies”)

Opportunities to improve existing green space and to weave new green spaces into the area should be a high priority to add local amenities and improve resident’s quality of life. (p. 69 “District Recommendations”)

The dense, urban environment of the Near South Side should be softened and beautified by streetscaping the area’s main arterials and adding trees and other plantings wherever possible. (p. 69 “District Recommendations”)

Traffic Planning Should Incorporate Pedestrian and Bicycle Impact Studies

Maintain and expand the public realm for pedestrians and minimize conflict between automobiles and pedestrians in the public realm. (p. 58 “Form Policies”)

Incorporate design features into all arterials that calm traffic and improve safety, particularly for pedestrians and bicycles. (p. 66 “Transportation Policies and Strategies: Use Policies”)

Develop special landscape treatments and related pedestrian-realm enhancements that distinguish civic/institutional uses. (p. 66 “Civic and Institutional Policies: Form Policies”)

Design public right ways for mass transit, buses, trucks, automobiles, bicycles and pedestrians, and adjust the design to fit the needs, character, and intensity of adjacent land uses. (p. 66 “Transportation Policies and Strategies: Form Policies”)

Add pedestrian safety amenities to high traffic volume intersections. (p. 67 “Transportation Policies and Strategies: Redevelopment Policies”)

Enhance streetscape amenities for the entire corridor and provide traffic calming and pedestrian amenities at intersections along Lincoln Ave. Additional pedestrian amenities and traffic calming measures should be provided at 6th Street and Lincoln Avenue to provide safe crossing near the Basilica and Kosciusko Park. (p. 71 “Corridor Recommendations: Lincoln Village”)

In addition, a portion of 5th Place should be evaluated for a potential “livable street” concept (see Model Development examples in Chapter 2). The roadway could be converted into a

multifunctional area that serves slow moving vehicles, pedestrians and other activities by using traffic calming measures, eliminating curbs and providing intermittent parking. (p. 72 “Corridor Recommendations: Sub Area Recommendations: S. 5th Pl”)

General Recommendations

Encourage civic and institutional uses to incorporate park and open space that are open to the public. (p. 65 “Civic and Institutional Policies”)

Couple new housing investment with parks and open space as a way of adding value and increasing the impact of housing reinvestment in the neighborhood (p. 61 “Redevelopment Strategies”)

Public Involvement

Include Near South Side community organizations and community leaders in the planning and development of new transit systems to promote improved transit within the Near South Side. (p. 67 “Transportation Policies and Strategies: Redevelopment Policies”)

The Lincoln Village Business Association and the Lincoln Neighborhood Redevelopment Corporation have been working to revitalize this corridor and their efforts should be supported to reinforce Lincoln Avenue as a retail/commercial mixed use corridor that provides goods and services for local residents. (p. 71 “Corridor Recommendations: Lincoln Village”)

Prohibit increasing traffic capacity within right-of ways if expansion would negatively impact the majority of adjacent land uses. (p. 67 “Transportation Policies and Strategies: Redevelopment Policies”)