

Redevelopment Plan for 3334-36 W. National Avenue

Layton Boulevard West Neighbors, Inc. (LBWN) will renovate this property adjacent to the Shea Avenue Pocket Park. The building, built in 1887, is a 2,100 sq. ft. two-story duplex with 2 3-bedroom and a bath units. The building also has a brick basement, onsite parking for two or more vehicles, and a large side lot to the east of the building. Updates within the last three years include a flat rubber roof, electrical upgrades, and blown insulation and ten years ago a boiler system was installed. The exterior is sided in asbestos shingles and has older windows.

This development provides an opportunity to add commercial space on National Avenue by converting the building back to its former use as a commercial building. LBWN will construct and design the first floor commercial space into a community business center while the second floor will become LBWN's office. The renovation will follow the energy efficient sustainable design guidelines created for businesses locating in the Menomonee Valley and incorporate energy efficient and green components. Planned improvements include solar-powered water heating and electricity, high efficiency windows, electrical and plumbing fixtures, fiber-cement siding, porous pavers and a rain garden.

Importance of this Site - The densest number of commercial and mixed-use buildings in Silver City are located from S. 36th to S. 34th Street on National Avenue. This can be considered the heart of Silver City and this building anchors the eastern edge of the district. This property is the only building located between S. 34th Street and S. Shea Avenue on the north side of National Avenue. It is adjacent to Shea Avenue Pocket Park that has been recently improved through a 3-phase plan by Silver City Main Street volunteers. This effort transformed a vacant piece of land into an eye-catching wildflower garden with student created stepping stones and brick paver pathways that reflects the ownership of the neighborhood and the level of investment in the Silver City Main Street District. The development will incorporate the park and activate it by becoming a location for tenants to have meetings, lunch, announcements or press conferences.

Revitalization efforts on National Avenue - National Avenue, from S. 31st Street to Miller Park Way, was established as the Silver City Main Street by the City of Milwaukee in 2005. The Milwaukee Main Street Program, as well as hundreds of other communities throughout the nation, use the National Trust for Historic Preservation's 4-point approach for revitalizing traditional commercial corridors. This Main Street offers unique international dining and retail opportunities only available in this densely populated and culturally diverse neighborhood. LBWN has added to the efforts of residents and business owners in the Silver City district by purchasing and renovating a vacant and blighted mixed use building at the gateway to Silver City, S. 35th Street and National Avenue. The completely updated and renovated building now houses Mekato's Colombian Bakery & Café and two renovated apartments that have affordable rent guidelines.

Use of the Building – LBWN and the Silver City Main Street would move their offices into the building's second floor and maximize the value of the property with a completely renovated façade and an outdoor market that connects to the Shea Pocket Park. Along with the LBWN and Silver City offices on the second floor a community business center located on the first floor will provide services that are not offered locally. Residents will utilize the community business center much like they would a Kinkos but cubicles and a conference room will also be available for getting work done or holding meetings. Farmers and artists would be encouraged to sell and to display their products, crafts and artwork in the outdoor market space. All options would provide services or products that are not currently available to residents in the Silver City neighborhood.

The connection to the Shea Pocket Park will provide neighborhood residents, customers, vendors and LBWN employees a pleasant atmosphere, a place to shop and a community gathering spot that will help create social networks. This building provides a potential secondary opportunity for creating a place for people to rest and spend some time when they visit Silver City after biking on the Hank Aaron State Trail, since the property is near the connecting point between the Menomonee Valley and the Silver City neighborhood. 3334-36 W. National is located blocks away from an abandoned pedestrian tunnel that travels under rail lines to the southern bluff of the Valley. This tunnel, and a bridge that crossed the Menomonee River, used to connect the Silver City neighborhood residents with a pedestrian walkway from their homes to their jobs in the Valley in the late 1800s and early 1900s. Menomonee Valley Partners (MVP) has secured funding for a

complete tunnel renovation and bridge construction to reconnect the neighborhood and the valley. This tunnel will be completely renovated to provide ADA accessibility by the spring of 2008.

Menomonee Valley Redevelopment – The 16th Street Health Clinic and MVP coordinated a National Design competition to create an industrial and recreational green space that would create family supporting light manufacturing jobs, manage storm water, and provide recreational opportunities in the Valley. As a result of this effort, approximately 60 acres will be developed for light manufacturing facilities and 60 acres will be community park space including playing fields, access to the Menomonee River and 7 miles of recreational trails. Manufacturing facilities are encouraged to use sustainable design practices to build energy efficient facilities that will create nearly 1,500 new jobs within the next 5 years. The Hank Aaron State Trail (HAST) was created to link Miller Park to the Lakeshore State Park as well as a link to many other key Milwaukee attractions and neighborhoods like the Menomonee Valley Community Park, Marquette’s athletic fields, Potawatomi Casino, Walker’s Point, Third Ward, Summer Fest grounds, the Public Market, Pier Wisconsin, and the Milwaukee Art Museum as well as the lake front. The 5-mile extension of the HAST, to be completed in 2009, will also link to the VA grounds, State Fair Park and the Milwaukee County Zoo. Together, the Menomonee Valley Industrial Center and Community Park, restored Menomonee River, and HAST will completely revitalize the Valley and its surrounding neighborhoods. When completed, the project will be a national model and a civic achievement for Milwaukee and Wisconsin.

Other Nearby Developments – In addition to the redevelopment of the Menomonee Valley, there have been several other catalytic improvements near this site in the past several years, including:

- The construction of 11 single-family homes on vacant parcels, formerly owned by P&H Mining Equipment on 38th and 39th Streets, between National and Pierce. These homes have injected new vitality into the neighborhood and homeowners have formed an active block club.
- The investment of more than \$2.7 million in home improvements in houses located between Pierce Street and Scott Street, through a Targeted Investment Neighborhood.
- The establishment of a Landlord Compact comprised of several multi-unit apartments located on Pierce Street, east of 32nd Street. This Compact has resulted in several property improvements, increased landscaping, and a sharing of best practices by landlords and property managers.
- The creation of a “Concert in the Park” Series in nearby Arlington Heights Park, featuring jazz, blues, and Latin rhythms.



Aerial view of 3334-36 and Shea Park

Phase 1 of Shea Park improvement project