



WALKER SQUARE STRATEGIC ACTION PLAN

Zoning Neighborhoods & Development Committee

February 23, 2016

Walker Square Action Plan | Planning Process



Department of City Development

Office of Alderman José Pérez



Walker Square Neighborhood
Association

Walker Square Action Plan | Planning Process



City & County Government

Walker Square Neighborhood Association

Southside Organizing Committee

Hispanic Chamber of Commerce of Wisconsin

Cesar E. Chavez Business Improvement District

Milwaukee Christian Center

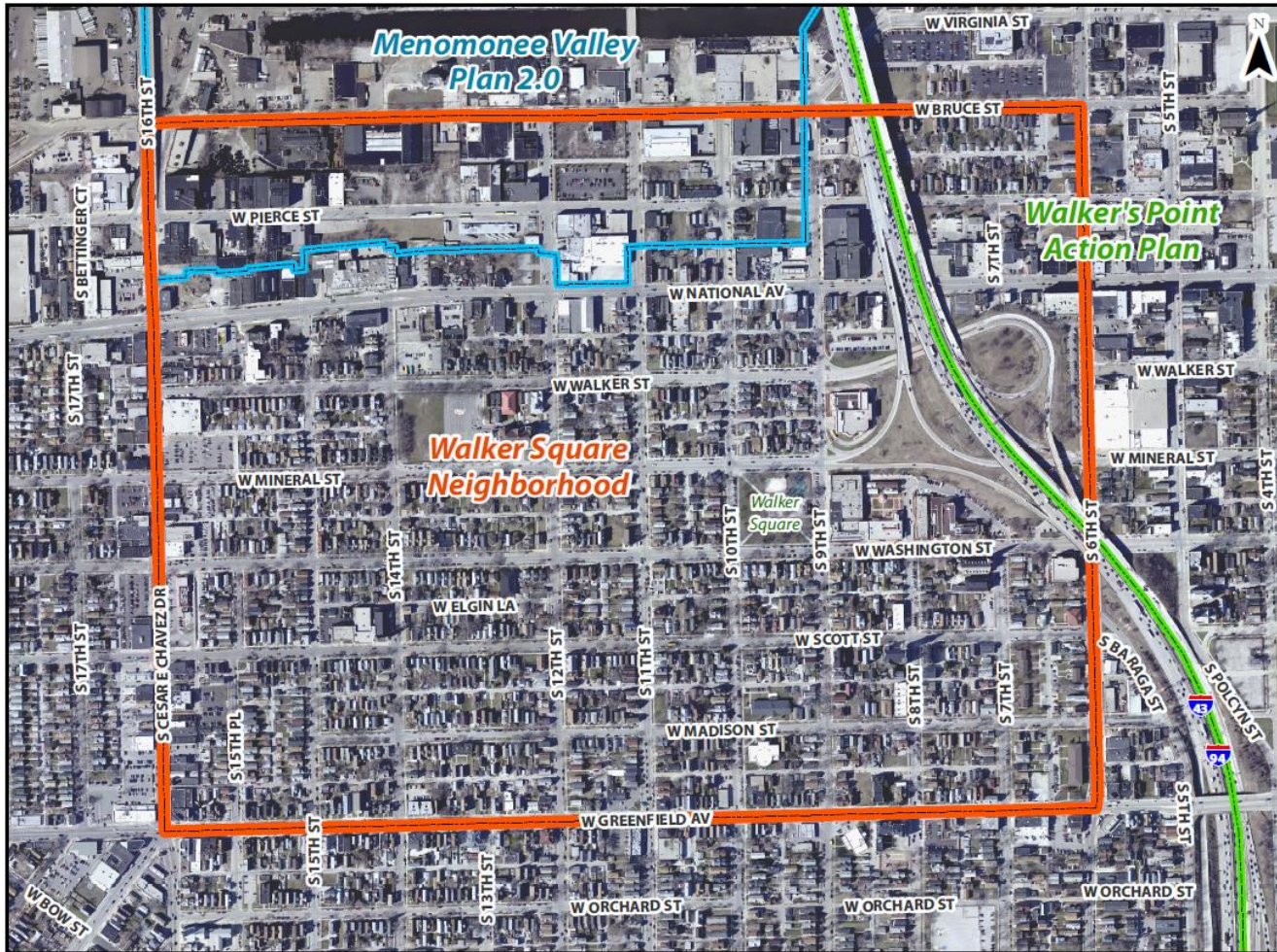
MATC Walker Square Education Center

United Community Center

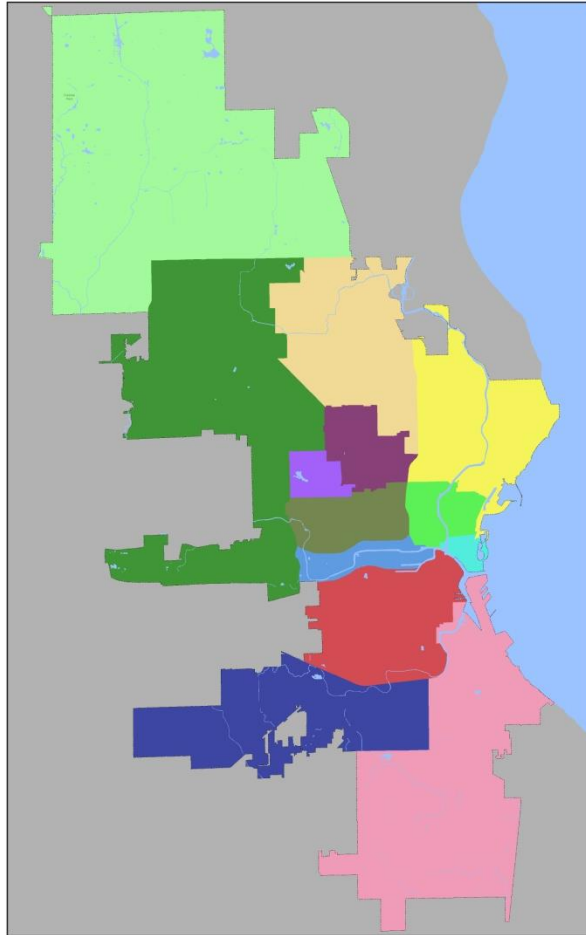
Residents, Business Owners & Other Stakeholders



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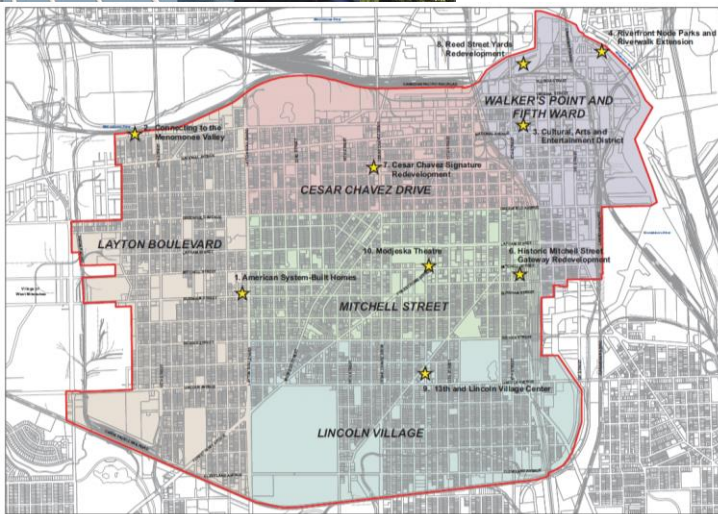
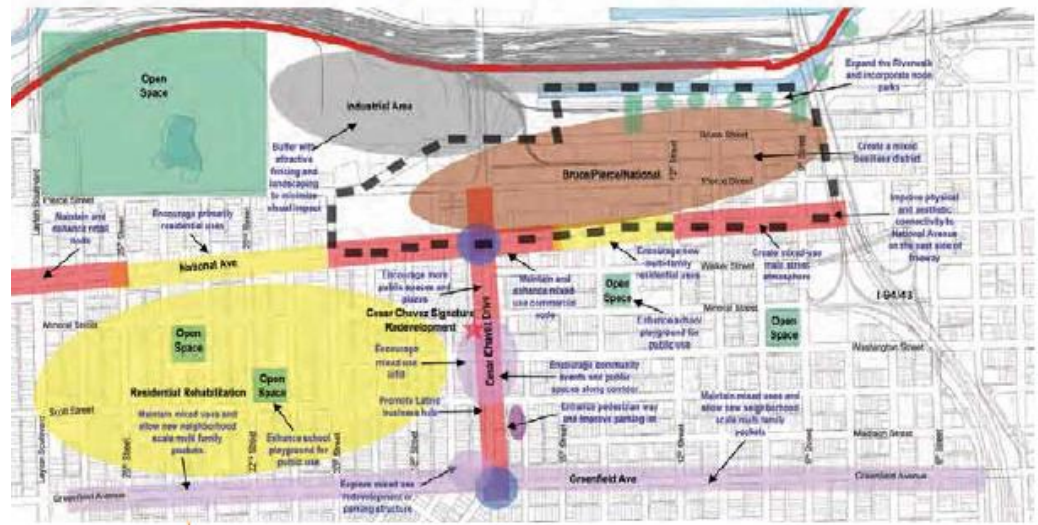


Exhibit 6: Cesar Chavez Drive District

Boundary: Greenfield, Layton, Rail Road tracks and I-94/I43

- Residential (single-family/duplex)
- Commercial (primary retail corridor)
- Mixed use (commercial/residential)
- Mixed businesses
- Parks and open space
- Industrial/Business
- Gateway
- Parking Facility
- Pedestrian connection
- Roadway connection
- Catalytic Project
- Redevelopment area



Walker Square Action Plan | Planning Process

Spring '15

Summer '15

Winter '15-'16

Plan Launch
March 15, 2015

Information Gathering

Interviews / Focus Groups

Draft Plan

Public Review

Plan Open House
January 5, 2016

Adoption

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Stakeholder feedback:

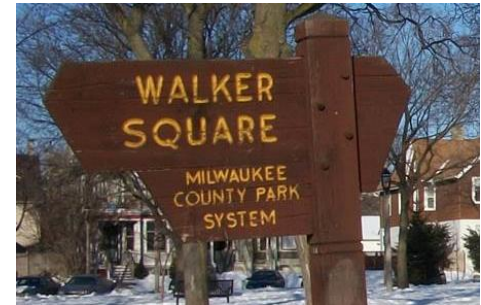
- Housing conditions
- Commercial corridors
- Development on Chavez Dr.
- Public spaces
- Physical connections
- Safety



Walker Square Action Plan | Plan Structure

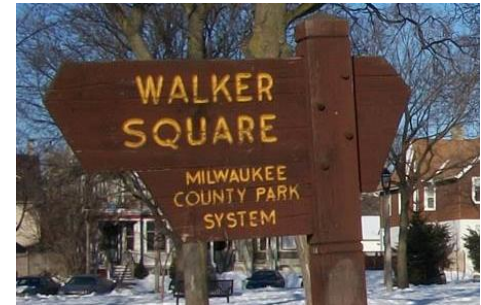
Plan focus areas:

- Supporting Commercial Corridors
- Living in Walker Square
- Improving the Public Realm



Walker Square Action Plan | Plan Structure

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



SUPPORTING THRIVING COMMERCIAL CORRIDORS



Support the Cesar E. Chavez BID “Farm Project”

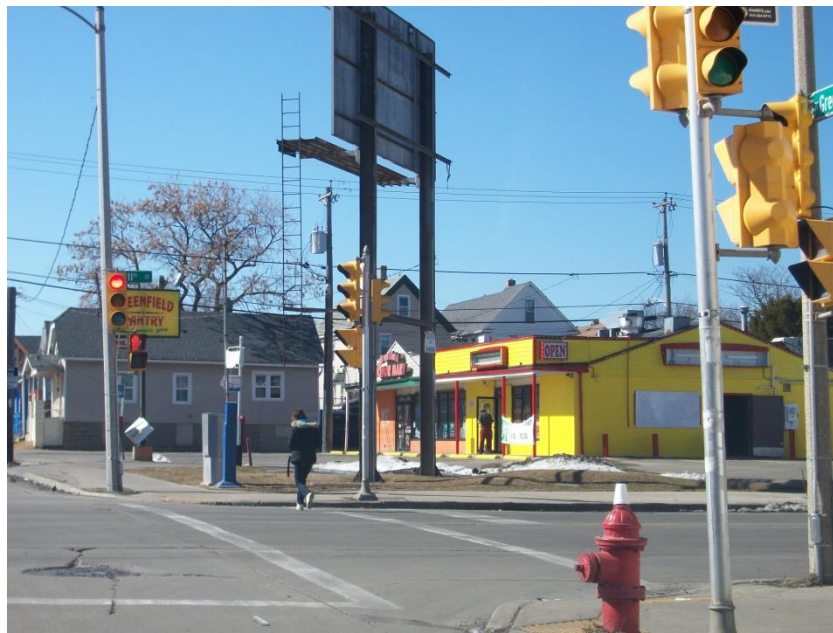


Encourage and support efforts to bring a Business Improvement District to National Ave



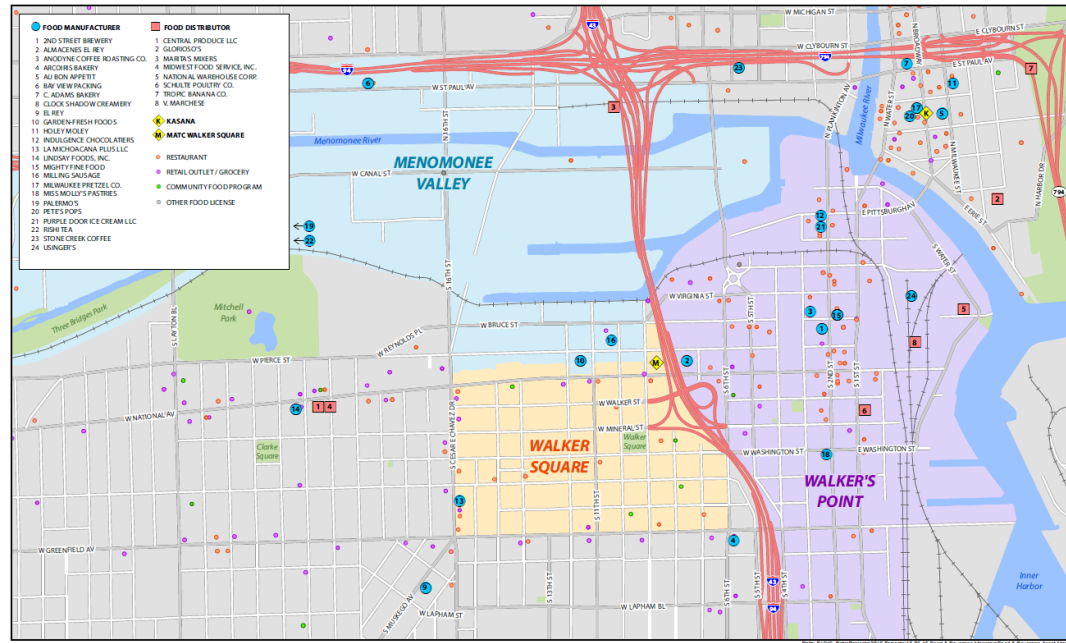
Walker Square Action Plan | Draft Recommendations

Work with MPD to deploy targeted safety strategies along Greenfield Avenue



Walker Square Action Plan | Draft Recommendations

Support FaB Wisconsin efforts to locate a FaB Center of Excellence within the immediate area



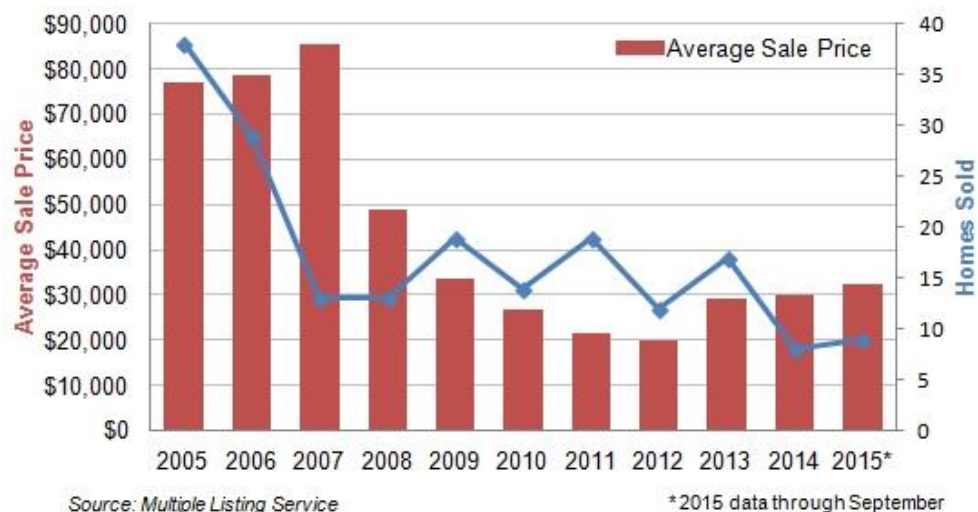
Walker Square Action Plan | Draft Recommendations

- Attract and retain a diverse tenant mix along Cesar Chavez Drive
- Aggressively implement STRONG Neighborhoods strategies along Greenfield Avenue
- Continue to work closely with La Causa, Inc., to help identify uses for their sites on Greenfield Avenue that best fit the vision of the corridor



LIVING IN WALKER SQUARE

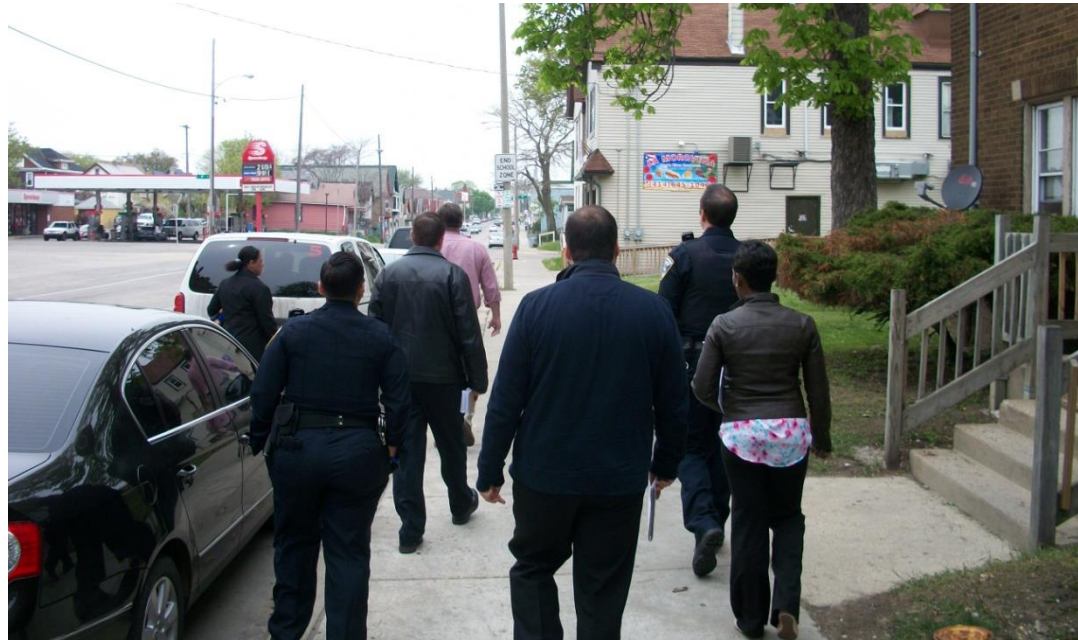
Increase the availability and use of resources for new homeowners to purchase homes in Walker Square and existing homeowners to make repairs to their homes



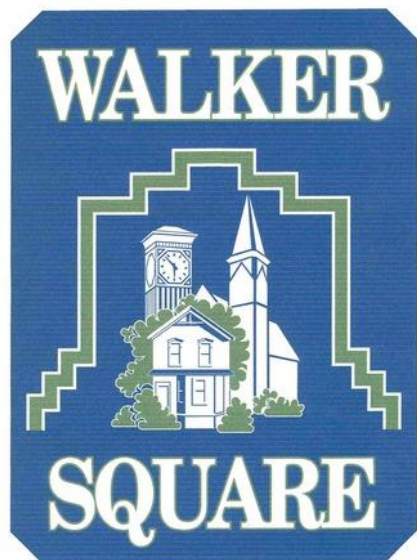
Continue to leverage the strength of non-profit partners working in Walker Square



Engage in targeted collaborations to address pressing public safety concerns



Continue to reinforce and build the Walker Square neighborhood's identity and "brand"



Walker Square Action Plan | Draft Recommendations

- Preserve the traditional character of the Walker Square neighborhood while targeting new, mixed-income, residential development at strategic locations along Walker Square's main arterials
- Utilize code enforcement and other strategies to address problem properties in Walker Square

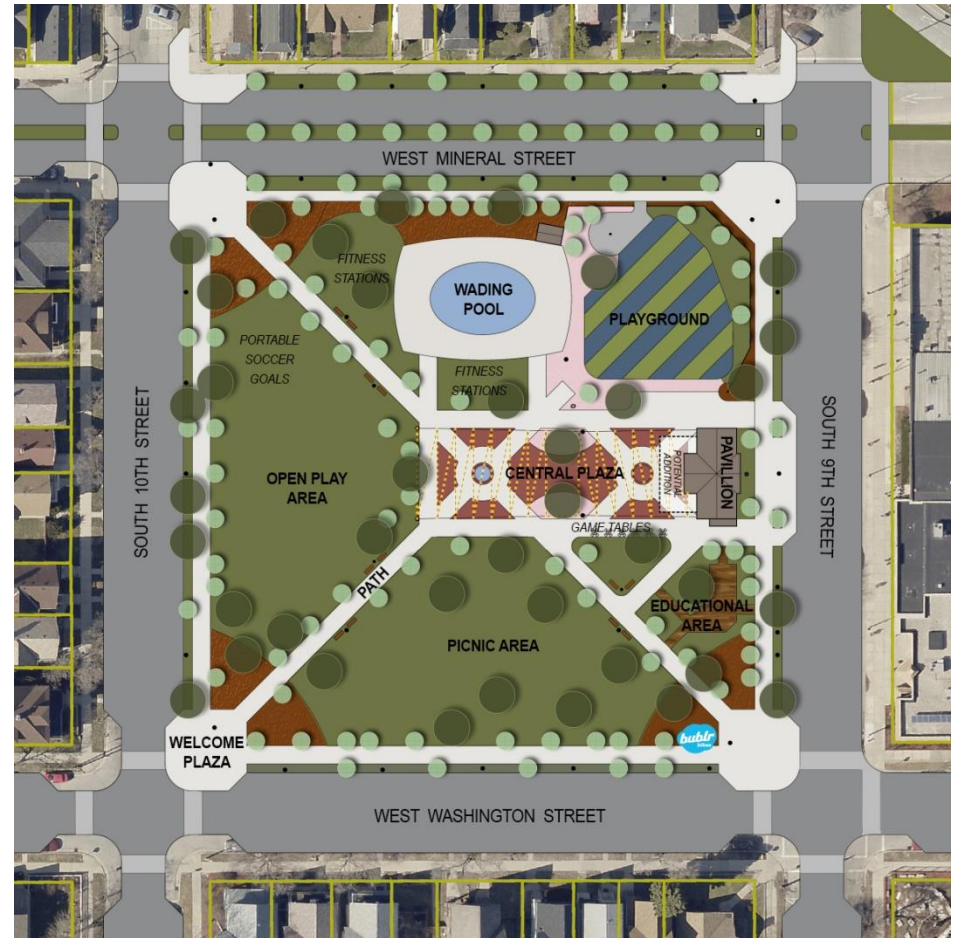


IMPROVING THE PUBLIC REALM

WALKER SQUARE
MILWAUKEE
COUNTY PARK
SYSTEM

Invest in Walker Square Park

- Restore pavilion
- Maintain open play space
- Improvements to central plaza
- Maintain/improve tree canopy
- Install Bublr station
- Other Improvements



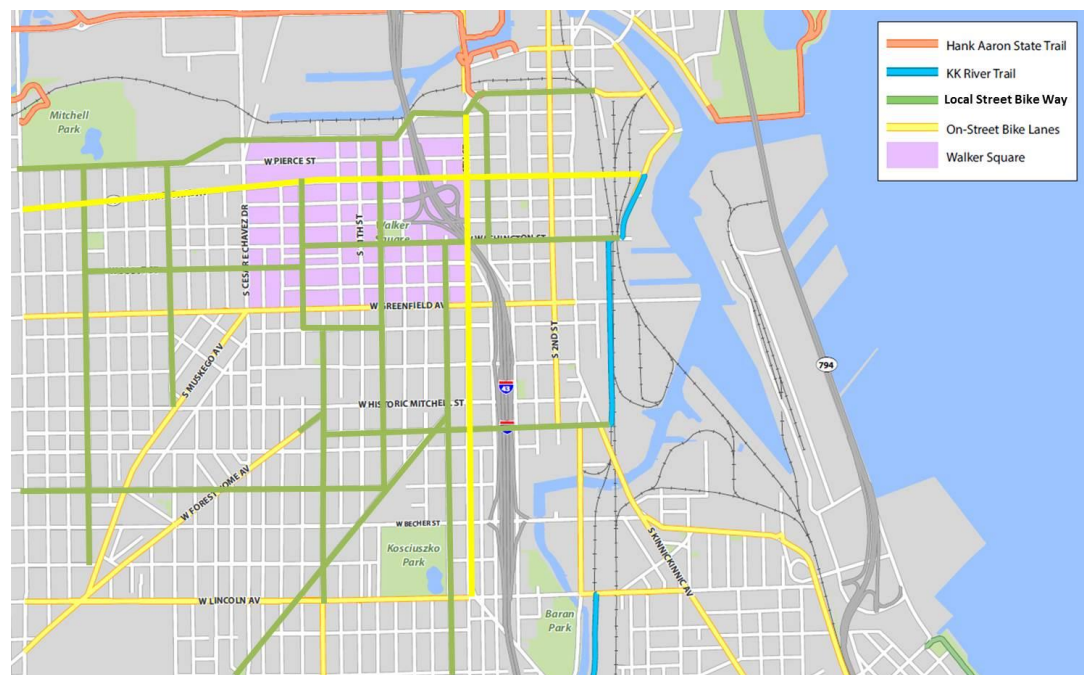
Transform West National Avenue into a complete street



Transform W. Mineral and W. Walker between South 9th and South 11th into pedestrian-friendly, tree-lined boulevards



Develop a network of local street bikeways that prioritize and optimize safe and efficient bike travel



Walker Square Action Plan | Draft Recommendations

- Increase the tree canopy throughout the neighborhood
- Improve the experience for transit users in Walker Square
- Improve pedestrian crossings on Greenfield Avenue
- Consider converting South 7th, 8th, 9th, and 10th Streets to two-way traffic
- Improve the pedestrian experience under I-43/I-94 along West National Avenue and West Washington Street
- Consider future alternatives to the freeway ramps at I-43/I-94, exist 311

Walker Square Action Plan | Implementation

Thriving Commercial Corridors				
Action	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Key Action #1: Support the Cesar E. Chavez Business Improvement District Farm Project	Chavez BID	DCD, CSNI, Journey House, Newaukee, Chavez Drive business owners	BID, DCD business assistance programs, grants	On-going
Key Action #2: Encourage and support efforts to bring a BID to National Avenue	National Avenue business owners	DCD, HCCW, Chavez BID	N/A	Short term
Key Action #3: Encourage an appropriate, context sensitive mix of uses on National Avenue	DCD	National Avenue business owners, DPW, DNS	Potential BID funds	On-going
Key Action #4: Work with MPD District 2 to deploy targeted safety strategies along Greenfield Avenue	MPD	Safe and Sound, CPU, WSNA	N/A	Short term
Key Action #5: Support FaB Wisconsin efforts to locate a Center of Excellence within the FaB focus area, preferably on National Avenue	FaB Wisconsin	DCD	FaB, grants	Short term
Action #6: Attract and retain a diverse tenant mix along Cesar Chavez Drive	Chavez BID	DCD	BID funds, DCD business assistance programs	On-going
Action #7: Aggressively implement STRONG Neighborhoods strategies along Greenfield Avenue	DPW	DNS, DCD, WSNA	City	Short term
Action #8: Continue to engage with La Causa to ensure appropriate reuse of their facilities on Greenfield Avenue	La Causa	DCD	N/A	Medium term
Living In Walker Square				
Action	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Key Action #1: Increase the availability and use of resources for new homeowners to purchase homes in Walker Square and existing homeowners to make repairs to their homes	DCD	SOC, WSNA, UCC, MCC, local lenders	City, grants, lenders	Short term
Key Action #2: Continue to leverage the strength of non-profit partners	WSNA	SOC, WSNA, UCC, MCC, Safe & Sound, HCCW	N/A	On-going

Walker Square Action Plan | Implementation

- Full draft plan available online (from Dec. 17):
<http://city.milwaukee.gov/AreaPlans/NearSouth/WalkerSquare>
- Draft recommendations presented October 19, 2015
- Open house & celebration on January 5, 2016
- Recommended for adoption by City Plan Commission January, 25, 2016
- Presented to ZND on February 23, 2016



THANK YOU

**Zoning Neighborhoods & Development Committee
February 23, 2016**