

DESIGN GUIDELINES FOR MULTI-FAMILY BUILDINGS & TOWNHOMES (continued)

Design Elements & Building Façades	Street facing facades should have finished high quality materials such as brick veneer. Simulated stucco or EIFS products are discouraged. Finished elevations should wrap around corners where visible from principal streets.
	Building facades shall be oriented to the main arterial street with the primary entrances and storefronts facing that street. Entrances should be well lit at night.
	On street facing elevations, the ground floor should consist primarily of clear transparent glass storefront windows, and upper floors should have well-placed, recessed windows that align vertically and horizontally and relate to the ground floor.
	At least 60% of the linear frontage along the primary street at the ground floor should consist of clear storefront windows or doors. On secondary street frontages and upper floors, at least 30% of the width of the street facing façade on each floor level should consist of clear glass windows.
	Awnings and other projecting elements at the top of the first floor elevation are encouraged to help engage the street and define the building in a three dimensional manner. Awnings made from a vinyl materials are discouraged.
	Building signage should be integral to the design of the façade, placed in the sign band above the first floor windows or on blank wall areas specifically intended for signage. Signage can be internally illuminated individual letter signs or external illuminated traditional board signs. Internally illuminated box signs are discouraged.
	Any freestanding signage needed should be a monument type sign, with a base of finished masonry consistent with the building materials. Free Standing signs should be avoided whenever possible. Large pole signs are strongly discouraged.
	Solar panels are encouraged on all new buildings.
Parking	Parking lots, if provided, should be placed to the rear or side of a building. Vehicle parking is not required and is prohibited between a building façade and a street.
	Parking lots adjacent to public streets should be setback from sidewalks at least 5 feet and use landscaping, closely spaces trees and low fences or walls to mitigate the gap in the street wall and improve the pedestrian experience.
	Parking lot screening from streets and other public spaces should remain mostly open in the zone between 3-6 feet in height to allow for visibility and passive surveillance of both the parking lot and the street.
	Interior structured parking should be screened from public streets by other uses on all floors where possible.
	Green Infrastructure including permeable paving, rain gardens, and bioswales are encouraged for all parking areas.
	Long-term bicycle parking for residents as well as short-term parking for visitors should be provided.



Chapter 4

NEIGHBORHOOD PROJECTS

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NEIGHBORHOOD PROJECTS

The recommendations in this chapter provide the road map for turning the goals of the community into action. More specific than the goals, policies, and guidelines found in the previous chapters, these recommendations are geared towards specific actions that the City, specifically the Department of City Development is responsible for implementing or is a partner in implementing. They reflect the desires of the community as it realizes its potential for transformational action.

These recommendations represent the continuation of important work by the City, community organizations, nonprofits, and other governmental agencies. The strong foundations of progress, partnerships, and coordination positions the Fond du Lac and North area for ongoing success. To highlight the strong neighborhood identities and ongoing efforts of community organizations, some neighborhood sections are prefaced by information on community-led planning efforts.

These recommendations are in many ways a snapshot of what the community wants. It will be important to continually check in with the community partners and residents, especially when preparing to implement any one of these recommendations.

There are common recommendations that span all of the neighborhoods. These are often recommendations that rose to the top as major priorities during the community engagement process, including rapid implementation safety projects, vacant lot improvements, and housing rehabilitation.

While Chapter 5 more specifically identifies the responsible party or parties for implementation, the wording of the recommendation signifies whether the City is responsible or whether a broader effort is envisioned. “Support” indicates that City involvement, through funding or leadership role, is primary. “Encourage” indicates that the City will take a more secondary, or supportive, role.

Project opportunities are organized within each neighborhood by topic:

- > Street and Transit Improvements
- > Sustainability
- > Parks and Public Spaces
- > Placemaking and Identity
- > Neighborhood Development
- > Commercial Corridor Development
- > Industrial Development

AMANI

Amani means peace in Swahili. The Amani Neighborhood has a history of being a beautiful piece of Milwaukee's North Side with families living in large homes on tree-lined streets. Families enjoying family supporting jobs near home and throughout the surrounding neighborhoods. Stories are told of the unity, agency, and ownership in Amani. However, slow progression of change became evident. The jobs were the first area of impact. When these jobs left the area, and years of poor planning and systematic inequalities compounded, the neighborhood and its residents had no choice but to shoulder the decline.

The determination and sense of unity has not wavered. Through the formation of the neighborhood organization, Amani United and the partnerships that have formed to support Amani, change is happening. A revitalization plan designed by residents has led the way for residents to make decisions about what is happening and what needs to happen in their neighborhood. Residents lead the way to rebuilding the Amani enjoyed by previous generations- living in peace!

The Dominican Center works with Amani residents and partners to build a better future. Because of this mission, we are uniquely positioned to see the benefit of the Fond du Lac and North Plan through a resident-informed lens. Recently at Dominican Center's 25th Anniversary event, Milwaukee Mayor Tom Barrett announced that Amani would become an officially recognized neighborhood by the City of Milwaukee. This comes after many years of resident and organizational efforts, including the "I Am Amani" campaign which highlights the pride and ownership residents have in their Amani neighborhood.

Even if the statistics paint a different picture, the story we're seeing unfold on the ground is overwhelmingly positive. We're seeing residents' efforts concentrated and surrounded around education and family well-being, housing and economic development and neighborhood safety. Residents have improved Moody Park for all to enjoy, designed and implemented reckless driving initiatives, marched against violence in the neighborhood, and they've worked tirelessly on housing projects like the Block by Block revitalization initiative with local organizations improving Amani one block at a time.

The goals in the Fond du Lac and North Plan fit like perfect puzzle pieces with the goals and plans already put in place by Amani residents. Improving this corridor between and within the affected neighborhoods and Amani will strengthen the bridge and connect residents with more resources and opportunity. New gateways to the Amani neighborhood, new business development, and new public spaces will open the door to new visitors and new residents as well! Amani for all!

**from Denisha Tate-McAllister
acting Executive Director of the Dominican Center**

AMANI REVITALIZATION PLAN

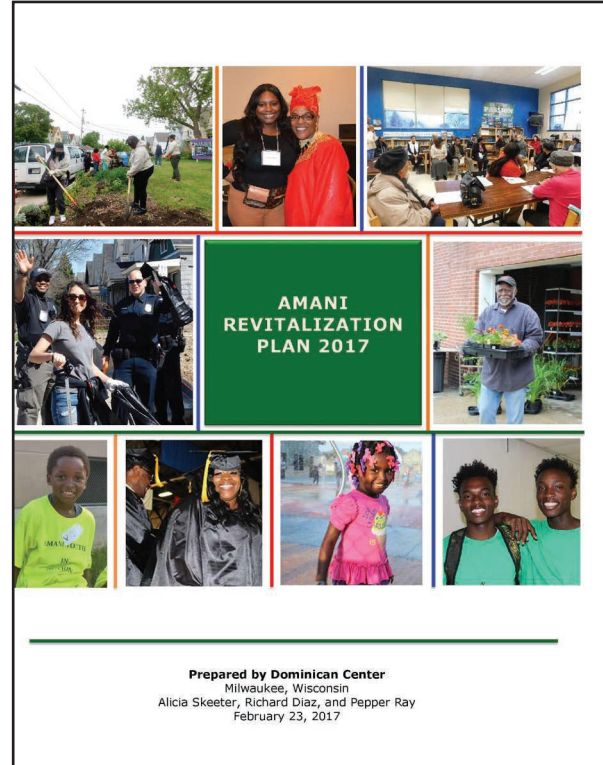
The Amani Revitalization Plan is a quality of life plan completed in 2017. The initiative was led by Amani United, a network of residents and other community stakeholders, organizational partners, and public and private funders who have come together to use their collective resources on behalf of and informed by the neighborhood. Amani means “peace” in Swahili and it is an appropriate name for a community looking to revitalize a neighborhood especially hard hit by the exodus of family-supporting industrial jobs and the foreclosure crisis. It is important to note that the planning area used for the Fond du Lac and North Area Plan, which ends at Burleigh Avenue, does not fully encompass the Amani neighborhood boundaries which extends to Keefe Street.

The plan sets forward several priority areas:

- Neighborhood Safety
- Housing and Economic Development
- Education and Family Well-being

Some of the accomplishments to date include successfully lobbying for an improved Moody Park, GED tutoring services, partnerships with community safety organizations like Safe & Sound, neighborhood clean-ups, and Block by Block, a housing initiative to focus housing revitalization on a specific block.

The Dominican Center is a trusted institution in the area and a key partner in Amani United. The Dominican Center is also the Neighborhood Strategic Planning (NSP) organization and is the official community organization for Community Development Block Grant Area #9. Their role as a trusted community organization made them an ideal partner for this study.



STREET AND TRANSIT IMPROVEMENTS



> **Rapid Implementation Safety Improvements.** Implement quick, low cost improvements to make walking, biking and driving safer on the neighborhood's most dangerous streets.

- N. 27th Street
- W. Center Street
- W. Locust Street
- W. Burleigh Street
- W. Fond du Lac Avenue
- W. North Avenue



> **30th Street Corridor Trail.** Support state and local efforts to develop a shared use path along the Wisconsin & Southern Railroad corridor, in coordination with commuter rail initiatives, through the Amani, Midtown, and Metcalfe Park neighborhoods. Ensure that the trail has convenient access points within the neighborhood and is connected to the City's low-stress bike network and public open spaces.



> **Bus Rapid Transit.** Support efforts for regional Bus Rapid Transit (BRT) service on N. 27th Street and W. Fond du Lac Avenue to provide quicker bus service for residents, particularly to regional job centers.

> **Low Stress Bike Network.** Develop a low-stress bike network, including bike boulevards and protected bike lanes, in order to make biking safer and more enjoyable for all abilities and comfort levels.

- N. 24th Street, W. Wright Street (east of N. 24th Street), and W. Meinecke Ave (west of N. 24th Street) are potential streets for bike boulevards
- N. 20th Street and W. Locust Street are potential streets for protected bike lanes

> **Transit Stop Enhancements.** Implement improvements like signal priority, bus bulbs, and attractive shelters to make transit more user-friendly. N. 27th Street, W. Fond du Lac Avenue, and W. North Avenue are potential corridors for transit street improvements.

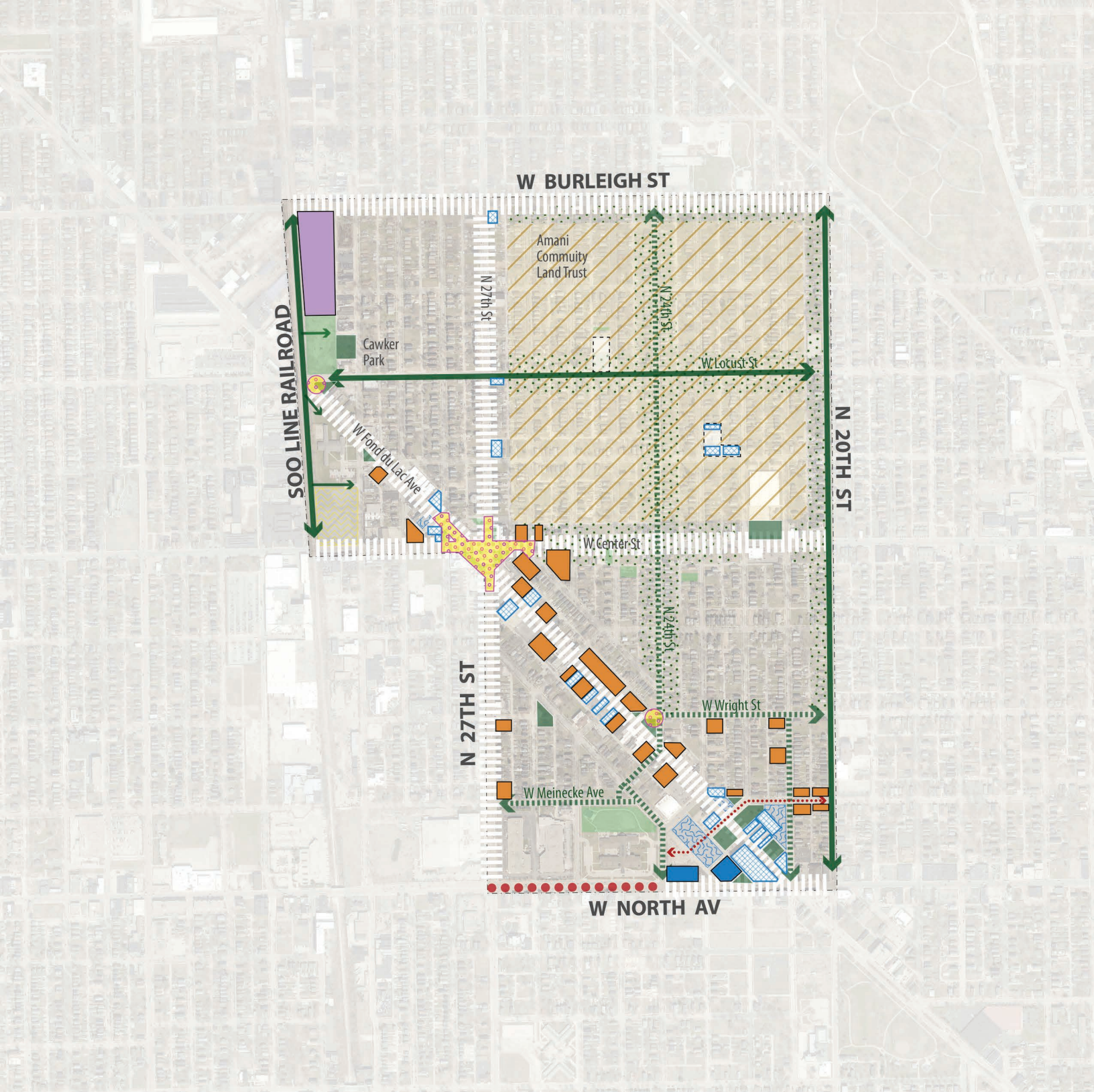
> **North Avenue Gateway.** Reconstruct the segment of W. North Avenue between N. 24th Street and N. 30th Street as a boulevard with one travel lane in each direction, a wider median, and/ or a wider planting strip to slow traffic, beautify the area, and serve as a natural gateway feature. Install an additional traffic signal at N. 24th Street to improve pedestrian safety.

The Benefits of Bus Rapid Transit

Bus Rapid Transit (BRT) means bus service with dedicated lanes along at least 50% of the route, fewer stops, and enhanced stations. The Southeastern Wisconsin Regional Planning Commission (SEWRPC) is currently doing a Transit Enhancement Study along and near 27th Street to look at different options to improve or expand upon the very well-used MCTS Purple Express Line. In addition to connecting residents to jobs and other destinations, better transit supports greater housing options and commercial activity on the neighborhoods' corridors, as recommended in this Plan.



Rendering of East-West BRT Stop @ Wis and 27th
Source: <https://eastwestbrtmke.com/>



●●●● Potential Street Reconstruction

▤▤▤▤ Rapid Implementation Safety Project

➡➡➡➡ Potential Bike Boulevard

— Potential Separated Bike Path or Trail

■ New or Improved Public Open Space

▨▨▨▨ Housing Rehabilitation Area

▩▩▩▩ Building Renovation or Reuse

■ Multi-Family or Townhome Site

■ Commercial or Mixed-Use Site

■ Commercial or Industrial Site

● Community Art Project

●●●● Vacant Lot Improvements

■ Green Parking Lot Opportunity

▨▨▨▨ Solar Energy Opportunity

▭ Area of Special Interest



> **Bike Share.** Expand the Bublr Bike Share network to create more mobility options for residents.

> **Fond du Lac Parking Lot.** Construct a new public parking lot with green infrastructure and sustainable landscaping on the City-owned parcel at 2811 W. Fond du lac Avenue to provide parking for businesses and institutions in the area.

SUSTAINABILITY



> **Vacant Lot Improvements.** Plant trees in vacant lots throughout Amani to increase the tree canopy, fill gaps between buildings and beautify the neighborhood. Prioritize high-visibility vacant lots, such as the ones along N. 20th Street, W. Center Street, W. Burleigh Street, and W. Locust Street. Planting trees should not preclude future development or encroach on neighboring properties.

> **Renewable Energy.** Reserve the City-owned site at 2761 N. 30th Street in the Amani neighborhood, adjacent to the We Energies Center Street substation, for a solar farm or small wind energy system to support the City's goals for clean renewable energy.

> **Gwen Jackson Schoolyard Greening.** Work with Milwaukee Public Schools and the Green Schools Consortium to replace the paved area along W. Center Street at Gwen Jackson School with a green schoolyard.

PARKS AND PUBLIC SPACES



> **Fondy Farmers Market.** Support the renovation of the existing farmers' market and grounds to make the market more of a year-long attraction.

> **Market Square.** Develop a public plaza between the Fondy Farmer's Market and the former Self-help Credit Union to create a central "living room" for the area that will benefit both properties.

> **Cawker Park.** Redesign and reconstruct Cawker Park. Consider opportunities to expand the park space into the tax delinquent brownfield occupied by the WNOV radio tower and to connect to a future multi-purpose trail along the adjacent rail corridor.

> **Amani Plaza.** Fondy Pocket Plaza at 24th and Wright. Develop a small public space at 2412 W. Fond du Lac Avenue to create a focal point along Fond du Lac Avenue between W. North Avenue and W. Center Street, eliminate a tax delinquent brownfield, and spur new development on surrounding properties. Support the commission and installation of a large sculpture or other public art.

PLACMAKING



> Library Square Art Hub.

- Encourage artistic painting of the street and sidewalks around the intersection of 27th Street, Center Street and Fond du Lac Avenue to engage residents and foster a sense of identity for the area. Coordinate this project with a rapid implementation safety project.
- Encourage a community-led installation of educational public art on public and private property near the intersection of 27th Street, Center Street, and N Fond du Lac Avenue.

> **Amani Neighborhood Gateway.** Add gateway signage, public art or landscaping at 3050-52 W. Fond du Lac Avenue, on the southeast corner of Fond du Lac Avenue and Locust Street.

> **Fond du Lac Ave. Marketplace Historic District.** If supported by property owners, create a national and/or local historic district that includes eligible properties near the intersection of W. Fond du Lac Avenue and W. North Avenue to preserve significant architecture and preserve cultural identity. Eligible properties may include:

- 2226 N. 20th Street Avenue
- 2025 W. Fond du Lac Avenue
- 2033 W. Fond du lac Avenue
- 2102 W. Fond du Lac Avenue
- 2000 W. North Avenue
- 2030 W. North Avenue
- 2100 W. North Avenue
- 2101-35 W. North Avenue



Example of tactical street improvement.
Credit: site-design.com

NEIGHBORHOOD DEVELOPMENT



> **Amani Housing Rehabilitation.** Encourage the renovation of existing housing to improve resident health, stabilize housing stock, and to increase opportunities for homeownership and affordable rental housing. Prioritize the area bound by N 20th St, N. 27th Street, W. Burleigh Street, and W. Center Street.



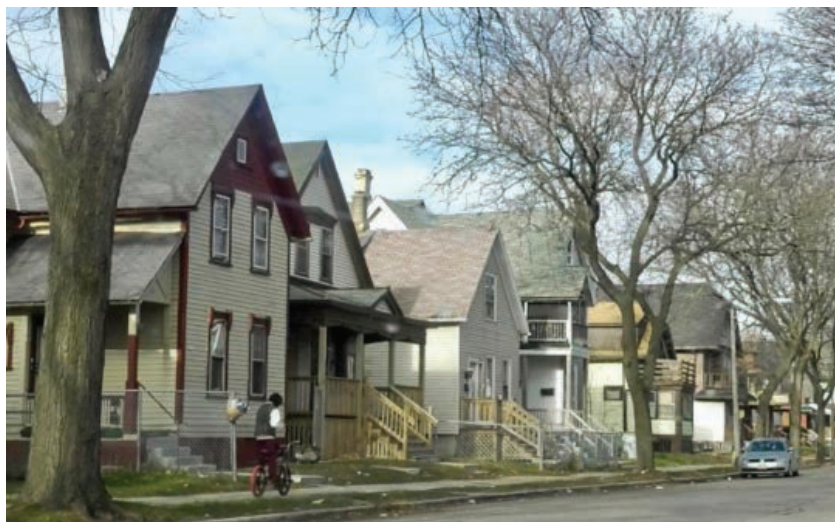
> **Amani Community Land Trust.** Support community based efforts to establish a Community Land Trust to create permanent housing affordability in the Amani Neighborhood. Prioritize existing homes in the area bound by N. 20th Street, N. 27th Street, W. Burleigh Street, and W. Center Street. This is the same area identified for housing rehabilitation.

> **Former Emanus Lutheran Church.** Work with the Amani Community to develop a plan for the reuse of the city-owned vacant church and school campus at 2802 N. 23rd Street. Possible uses include a religious institution, community center or affordable housing.

> **Marketplace Village Infill Housing.** Encourage a cluster of new townhouse style developments in the area bound by N. 20th Street, W. Fond du Lac Avenue, W. North Avenue, and W. Wright Street.

> **N. 27th Street Redevelopment.** Encourage new affordable or mixed-income townhome or multi-family development on vacant land along N. 27th Street to increase the number of housing options along the 27th Street transit corridor.

> **Dominican Center Site/ Former St. Leo's.** Work with the Archdiocese of Milwaukee, the Dominican Center, and the Amani community to develop a plan for the vacant site that will benefit residents of the area. This may include a park or neighborhood greenspace, a community based use such as a school or community center, affordable housing, or a mix of uses.



Rehabilitating housing is a top priority throughout the planning area.

COMMERCIAL CORRIDOR DEVELOPMENT



> **Ikon Hotel and Conference Center.** Support the proposed renovation and expansion of the former Sears Department Store as a catalyst for the area.

> **Former Self-Help Credit Union.** Encourage the reuse of the iconic building at 2102 W. Fond du lac Avenue for a development that will draw more people to the area and build on the success of the adjacent Fondy Farmers Market. A destination such as the nearby Sherman Phoenix would be ideal, or an expansion of the market itself into the space.

> **Fond du Lac Redevelopment.** Encourage new affordable and mixed-income multi-family housing or mixed-use development along W. Fond du Lac Avenue. Coordinate new development with a small public space at N. 24th Street, W. Fond du Lac Avenue, and W. Wright Street. Coordinate with Fondy Plaza.

> **Center Street Redevelopment.** Support new commercial, residential, or mixed-use development along W. Center Street that serves neighborhood residents.

INDUSTRIAL DEVELOPMENT

> **AmaniWorks.** Support the marketing and reuse of small industrial properties along N. 30th Street between W. Burleigh Street and W. Fond du Lac Avenue as a creative hub for entrepreneurs and small manufacturing start-ups. (OZ)

> **Geiser Potato Site.** Encourage the redevelopment of the former Geiser Potato Chip Company site at 3033 W. Burleigh Street for a job-creating manufacturing use.

LINDSAY HEIGHTS

With connection, coordination, and compassion, we can take on mighty forces that challenge our community. Many times over the past year, I have been reminded of Dr. Martin Luther King, Jr.'s words from Letters from Birmingham Jail, "In a real sense all life is inter-related. All men are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be, and you can never be what you ought to be until I am what I ought to be...This is the inter-related structure of reality."

Walnut Way Conservation Corp. is a resident-led neighborhood organization located in Milwaukee's Lindsay Heights neighborhood. The area was once home to vibrant businesses and families, but the 1950s saw the beginning of a long period of disinvestment. Racial redlining, the destruction of thousands of homes and businesses for freeway expansion, and the disappearance of jobs ripped apart the community's social and economic fabric.

Chartered by neighborhood residents in 2000, Walnut Way Conservation Corp. is committed to sustaining an economically diverse community through civic engagement, environmental stewardship, and creating venues for prosperity. Walnut Way challenges the cycle of poverty by engaging, educating, and employing community members to take leadership roles in comprehensive revitalization strategies emphasizing wellness, work and wealth. Walnut Way uses a strength-based perspective to pursue our vision of abundance for the Lindsay Heights neighborhood.

Walnut Way is grateful to be a part of the voice and vision behind the Fond Du Lac & North Area Plan for 2040. Lindsay Heights shares many similar gifts and challenges with neighbors in Amani, Metcalfe Park, and Midtown. This plan has provided us with the opportunity to explore our collective vision and create a pathway to achieve our vision for health, safety, education, housing and economic abundance for our local community.

**from Antonio Butts
Executive Director of Walnut Way Conservation Corp**

LINDSAY HEIGHTS QUALITY OF LIFE PLAN

Walnut Way Conservation Corporation, with support from the Zilber Foundation, produced the “Lindsay Heights Quality of Life Plan” in 2009. A year-long strategic planning effort, the plan identified thirteen catalytic development opportunities and eight topics of focus, including academic achievement, youth and families, lifelong learning, housing, commercial corridors, public safety, health and wellness, and healthy food. Many of these catalytic development opportunities have been accomplished, while some are in progress or have yet to be realized.

The plan built on ongoing efforts by neighborhood residents, led by resident Sharon Adams, to reclaim their neighborhood by promoting health and wellness, environmental stewardship, and economic prosperity.

While broader in scope than an area plan, many of the goals are echoed in this planning effort. For example, many recommendations contained in this plan directly reflect calls to action around housing and commercial corridors, in particular, as well as other topic areas.

Walnut Way was a valuable community partner in developing this plan.



LINDSAY HEIGHTS

Project Recommendations

STREET AND TRANSIT IMPROVEMENTS



> **Rapid Implementation Safety Projects.** Implement quick, low cost improvements to make walking, biking and driving safer on the neighborhood's most dangerous streets, such as painted bump outs.

- W. Center Street
- W. Locust Street
- W. Fond du Lac Avenue
- W. North Avenue



> **Eco Neighborhood Main Street.** When reconstructing W. North Avenue from N. 8th Street to N. 20th Street, add trees and green infrastructure. A rapid implementation project may precede the reconstruction to "test out" potential changes to traffic flow.



> **Bus Rapid Transit.** Support efforts for regional Bus Rapid Transit (BRT) service on N. 27th Street and W. Fond du Lac Avenue to provide quicker bus service for residents, particularly to regional job centers.



> **W Walnut St and N 17th St Neighborhood Boulevards.** Reconstruct W. Walnut Street and N. 17th Street (south of W. Fond du Lac Avenue) as two-lane boulevards with additional trees and green infrastructure to improve safety for all users, advance sustainability goals, beautify the neighborhood, and support residential development in the area.

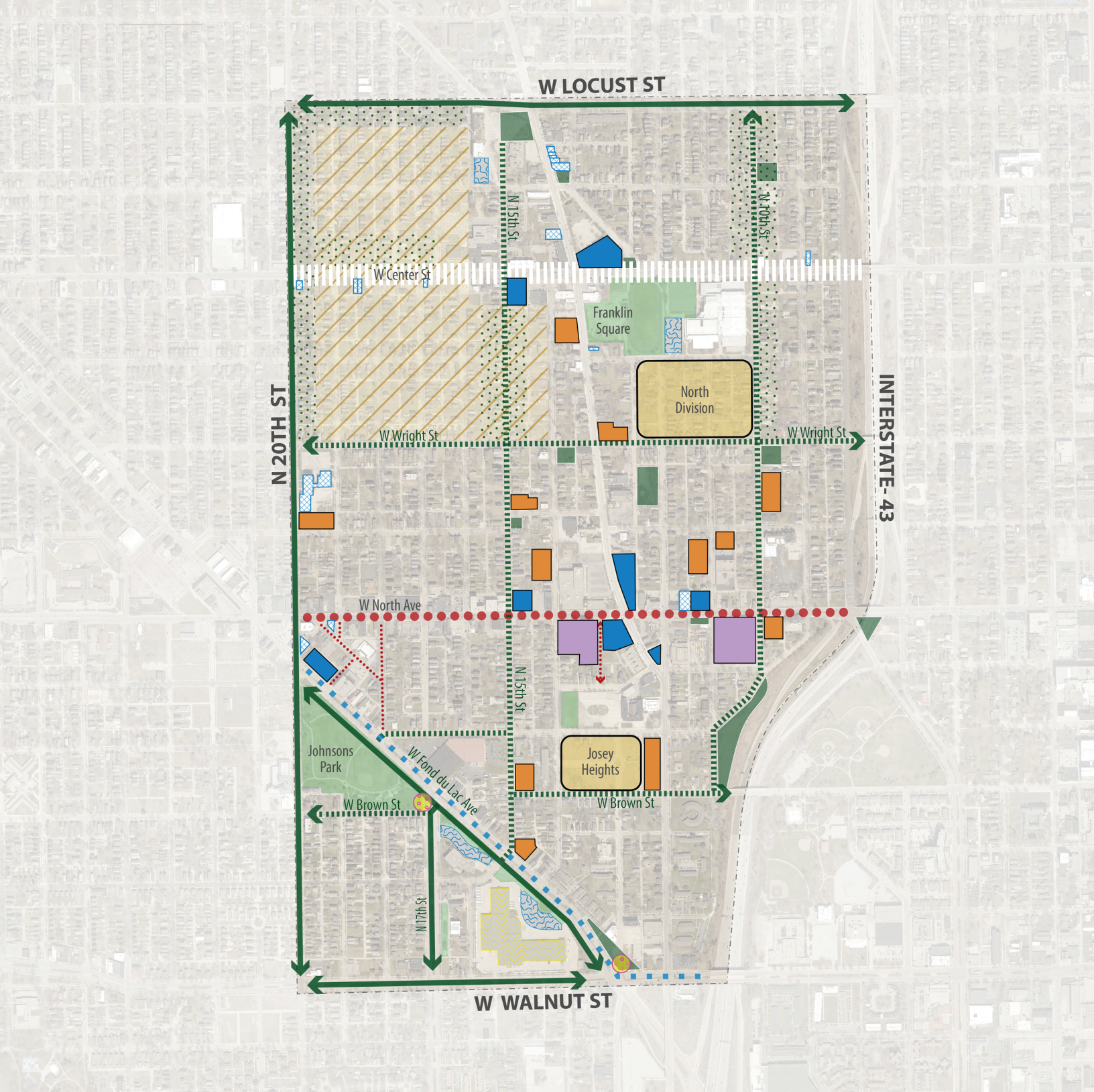
> **Marketplace Trail.** Develop a shared use path along the south side of W. Fond du Lac Avenue to better connect the area to downtown Milwaukee. Implementation requires a multi-governmental effort between the City and the County to incorporate the property at the MCTS Administration Building and at the MCTS Fleet Maintenance Facility, and the sidewalk along Johnsons Park. Include branding, wayfinding signage, public art, streetscaping for a pleasant walking experience between North Avenue and downtown Milwaukee. Seek local talent for art along the path.

> **Transit Corridor Street Improvements.** Implement improvements like signal priority, bus bulbs, and attractive shelters to make transit more user-friendly. W. Fond du Lac Avenue, and W. North Avenue, and N. Teutonia Avenue are potential corridors to evaluate for transit street improvements.

> **Low Stress Bike Network.** Develop a low-stress bike network, including bike boulevards and protected bike lanes, in order to make biking safer and more enjoyable for all abilities and comfort levels.

- N. 10th Street, N. 15th Street, W Brown Street, and W. Wright Street are potential bike boulevards
- N. 17th Street (south of W. Fond du Lac Avenue), N. 20th Street, W. Locust Street, and W. Walnut Street are potential streets for protected bike lanes

> **Bike Share.** Expand the Bublr Bike Share network to create more mobility options for neighborhood residents.



●●●● Potential Street Reconstruction

▨▨▨▨ Rapid Implementation Safety Project

↔↔↔↔ Potential Bike Boulevard

— Potential Separated Bike Path or Trail

■ New or Improved Public Open Space

▨▨▨▨ Housing Rehabilitation Area

▨▨▨▨ Building Renovation or Reuse

■ Multi-Family or Townhome Site

■ Commercial or Mixed-Use Site

■ Commercial or Industrial Site

● Community Art Project

▨▨▨▨ Vacant Lot Improvements

▨▨▨▨ Green Parking Lot Opportunity

▨▨▨▨ Solar Energy Opportunity

▨▨▨▨ Existing and Potential City Subdivisions

■ ■ ■ ■ Potential Streetcar Connection



SUSTAINABILITY



> **Vacant Lot Improvements.** Plant trees in vacant lots throughout Lindsay Heights to increase the tree canopy, fill gaps between buildings and beautify the neighborhood. Plantings should not preclude future development or encroach on neighboring properties. Prioritize vacant lots along bike boulevards and arterial streets north of Wright Street.

> **Green Streets and Alleys.** Implement green infrastructure as part of all local street and alley reconstruction projects.

> **MCTS Solar Power.** Install a large solar array on the roof of the MCTS Fleet Maintenance Facility as part of the proposed roof replacement project.

> **MCTS Green Infrastructure.** Install green infrastructure and other sustainability improvements on the grounds of the MCTS Administration Building and the MCTS Fleet Maintenance Facility. Coordinate with the Marketplace Trail project.



Example of sustainable vacant lot improvements in Columbus, Ohio
Credit: Columbus.gov



Redesigned pedestrian mall and new mixed-use development on W Center Street
Credit: Community Design Solutions

PARKS AND PUBLIC SPACES

> **North Division Pedestrian Malls.** Work with neighborhood residents to redesign and reconstruct the North Division Pedestrian Malls to create community spaces that add value to the area. Coordinate with the North Division Hub project.

- Develop the southern pedestrian mall at N. 13th Street, W. Center Street, and W. Hopkins Street, across from Franklin Square and North Division High School, as a “youth plaza” to provide a visible and safe place for youth to gather. Include youth-oriented elements, such as a skate park. This plaza could expand into the adjacent property at 1330 W. Center Street and the N. 13th Street right-of-way.
- Develop the northern pedestrian mall at W. Hadley Street, W. Hopkins Street, and N. Teutonia Avenue across from Coffee Makes You Black as a gathering space for elder residents. Consider social elements like chess game tables and community seating areas. This plaza could expand into the city-owned parcels at 1402 and 1410 W. Hopkins Street.

> **Hopkins-Lloyd Playfield.** Work with Milwaukee Public Schools to improve the property at 2861 N. Teutonia Avenue, adjacent to Hopkins-Lloyd School, as a public greenspace.

> **New Greenspace.** Involve neighborhood in design and programming for City-owned parcels at 2462-78 N. 10th Street and 924-32 W. Hadley Street.

PLACEMAKING AND IDENTITY

>Lindsay Heights Neighborhood Gateway.

Add signage or public art and landscaping in the excess right-of-way on the northwest corner of W. Fond du Lac Avenue and W. Walnut Street. Work with Running Rebels Community Organization and the Unity Gospel House of Prayer to develop this area as an attractive outdoor space.

>**15th Street Garden.** Reserve the City-owned parcels at 1431-39 W. Meinecke Avenue, on the southeast corner of N. 15th Street and W. Meinecke Avenue, as a future public open space or community garden.

>**Johnsons Park Public Art:** Support the installation of a large sculpture or other artistic focal point at the southeast corner of N. 17th Street and W. Fond du Lac Avenue, in Johnsons Park.



An underutilized asset, Johnson’s Park has space for artistic elements.

NEIGHBORHOOD DEVELOPMENT



>Lindsay Heights Housing Rehabilitation.

Encourage the renovation of existing housing to improve resident health, stabilize housing stock, and to increase opportunities for homeownership and affordable rental housing., in particular the area north of W. Wright Street and west of N. Teutonia Avenue.



>**Josey Heights Subdivision.** Continue to encourage new high-quality, market-rate, traditional single family homes in the Josey Heights Subdivision. Reserve these homes for owner occupancy.

>**Lindsay Heights Neighborhood Improvement District.** Support efforts to create a Neighborhood Improvement District (NID) for Lindsay Heights.

What Is A Neighborhood Improvement District (NID)?

A NID is funded and operated by the property owners located within the defined boundaries. Property owners agree to levy an additional tax on themselves to raise money for various purposes, including funds for housing rehabilitation, increased security, community engagement, etc. There is a lot of flexibility in what can be funded, and it should be tailored to the needs of the neighborhood. For more information about NIDs in Milwaukee, visit: city.milwaukee.gov/DCD/BusinessToolbox/bids

>**North Division Infill Housing.** Encourage a cluster of new single family homes in the area bound by N. 10th Street, N. 13th Street, W. Clarke Street, and W. Wright Street, which is near North Division High School and the newly rebuilt Franklin Square Playfield.

>**Mixed Housing Types.** Encourage multi-family and townhome development along commercial corridors and in the residential areas between W. Wright Street and W. North Avenue.

>**Market-Rate Housing.** Encourage the development of market-rate or mixed-income multi-family or townhome style housing at various locations in the Lindsay Heights neighborhood south of North Avenue, where higher values make development more feasible and large number of subsidized units exist:

COMMERCIAL CORRIDOR DEVELOPMENT



>**Former MEC Site.** Encourage the redevelopment or reuse of the vacant 1351 W. North Avenue for a use for a use that will compliment the district, such as residential, commercial or light manufacturing. Encourage sustainable design features at the property. Allow land consolidation with the adjacent city-owned properties at 1369-79 W. North Avenue. Discourage uses such as self-storage or stand-alone warehousing, which detract from vibrant corridors.

>**Former AlSCO Site.** Encourage the redevelopment or reuse of the vacant property at 1003 W. North Avenue for a use that will compliment an emerging commercial district, such as residential, commercial, or maker space. Encourage sustainable design features at the property. Discourage uses such as self-storage or stand-alone warehousing, which detract from vibrant corridors.

>**North Avenue Redevelopment.** Encourage new mixed-use development at various sites along W. North Avenue in Lindsay Heights with active uses on the ground floor and housing or office on the upper floors. Support a mix of both affordable and market-rate housing within each development.

>**24/7 Convenience Store.** Support the renovation or replacement of the gas station and convenience store at 1319 W. North Avenue as a commercial use that may continue to include a gas station with a larger, more attractive commercial building. Allow for the realignment of N 13th Street to facilitate land consolidation for this project or for the former MEC project.

>**20th and Fond du Lac.** Encourage the restoration and reuse of the commercial building at 2226 N. 20th Street and the redevelopment of 1922-1948 W. Fond du Lac Avenue with a large-scale mixed-use building consistent with the recommendations of the 2015 Lindsay Heights Charette.

>**North Division Hub.** Encourage the redevelopment of the former Briggs and Stratton Site at 1330 W. Center Street as a youth entertainment complex, indoor recreation facility, or a mixed use development to include uses or other programming for youth. Use this development to activate the adjacent pedestrian mall. Encourage a shared parking agreement with the Way of the Cross Church Missionary Baptist Church. Coordinate with the North Division Pedestrian Mall project.

>**Former Scott Christian Youth Center.** Encourage the restoration and reuse of the city-owned commercial building at 2731-35 N. Teutonia Ave. for a youth oriented or community-serving use.

>**Retail Center.** Encourage the development of a commercial building at 1429-33 W. Center Street. Encourage a shared parking agreement and an improved parking lot landscaping edge at 1401 W. Center Street. Allow for overflow accessory parking at 2654-58 N. 15th Street.

>**Teutonia-Wright Brownfield.** Demolish the vacant building at 2508 N. Teutonia Avenue, and work to redevelop the tax-delinquent brownfield at 2504 and 2508 N. Teutonia Avenue, on the northeast corner of N. Teutonia Avenue and W. Wright Street. Reserve the City-owned parcels at 1304 and 1314 W. Wright Street for land consolidation with the Teutonia properties to create a larger site for development.



Potential restoration and reuse of 2226 N. 20th Street.
Credit: HGA Architects



METCALFE PARK

In 2011, the U.S. Department of Justice launched its Building Neighborhood Capacity Program to build infrastructure and access to resources to ensure better results in the interlocking areas of education, employment, health, housing and safety in the nation's more distressed neighborhoods. Metcalfe Park was selected as one of the first eight neighborhoods for this innovative program due in large part to the organizing efforts of a core group of Metcalfe Park residents working to make Metcalfe Park a safer community.

Metcalfe Park Community Bridges (MPCB) was founded by residents and subsequently incorporated as a 501(c)(3) nonprofit corporation in 2017 to develop a resident-driven organizational structure with the capacity to bring people together to work collaboratively on shared priorities. The MPCB mission is to build a robust and thriving community. In 2019, MPCB adopted a results-driven Community-Led Metcalfe Park Investment Plan with five priorities: safety; connectedness and cultural vibrancy; civic engagement; intergenerational wealth and opportunity; and health and wellness.

Today, MPCB is recognized as the leading resident voice and energy in Metcalfe Park and is respected citywide not only for its commitment to finding and implementing solutions to resident concerns identified in the the Metcalfe Park Revitalization Plan, but also its response to the COVID-19 crisis that is based upon the principles of equity and social justice. MPCB paves the way to building bridges to resources for residents. It develops strong relationships among residents, neighborhood partners and stakeholders and government officials. As a result, there is increased collective efficacy in this neighborhood where residents hold each other and others responsible and work to create positive social change.

The Fond du lac and North Avenue Plan demonstrates how plans can be successfully formulated with the direct participation of residents whose voices are understood and valued. This plan further demonstrates that new bridges have been built among the partners as they acknowledged resident concerns and addressed the issues that impede the revitalization and redevelopment of the corridor, namely: the use of a variety housing options with the goal of increasing resident ownership; creative development of public spaces; reduction of reckless driving incidents; and supporting local entrepreneurship.

**from Dane11 Cross,
Executive Director at Metcalfe Park Community Bridges**

METCALFE PARK STRATEGIC PLAN

The Metcalfe Park Community Bridges produced a Strategic Plan for Neighborhood Revitalization 2017-2020 to develop strategies around five priority areas:

- Safety
- Connectedness and Cultural Vibrancy
- Civic Engagement
- Intergenerational Wealth and Opportunity
- Health



The strategic plan advocates for the neighborhood from a position of strength, stating, “[w]hile economic deprivation is at the root of many of Metcalfe Park’s challenges, it does not define us. The residents in our neighborhoods have many gifts and talents to contribute, starting with a commitment to infuse an ethos of caring and healing into the way we do our work.”

Since the strategic plan was developed, MPCB has furthered its status as a high-capacity organization that works on behalf of its residents to advocate for the neighborhood at all levels, from public safety, to community-led housing development, to civic engagement around political issues. MPCB was also instrumental during the COVID pandemic in connecting residents with resources and providing aid.

The partnership between DCD and MPCB for this study brought opportunities for new connections between city government and the neighborhood.