



GATHERING PLACES FEASIBILITY STUDY

CITY OF MILWAUKEE

APPENDIX B:
Comprehensive Outdoor
Recreation Plan, 2022-2027

MARCH 2022

INTRODUCTION

Milwaukee is a city of neighborhoods and a city of festivals. Gatherings at our lakefront and rivers, numerous neighborhood concerts, block parties, and downtown events, sharing food, dance, songs and stories with friends and neighbors are traditions central to Milwaukee's history and character.

Milwaukee is blessed with a diverse array of places to gather, celebrate, protest, and reflect. These gathering places are small and large, public and private, but in all cases create opportunities for memorable times with friends and neighbors.

Great gathering places bring other benefits to the city as well. They are places for small businesses to reach new audiences and grow. They are places that allow for cultural exchange by bringing together people from throughout a city that remains economically and racially segregated. They also make neighborhoods more walkable and vibrant.

This feasibility study highlights opportunities for City of Milwaukee government agencies and its community partners to **grow Milwaukee's network of gathering places** and proposes specific strategies of how new gathering places can be used to advance city goals for increased **safety, health, economic opportunity, and racial equity.**

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Gathering Places Goals

1

Increase the vibrancy of Milwaukee's neighborhoods and commercial districts by activating existing and underutilized spaces

2

Create or enhance high quality public spaces that are accessible to all residents and communities that encourage positive social interactions and gatherings of neighbors, with a focus on racial equity and investments in neighborhoods lacking existing gathering spaces

3

Identify opportunities to build and leverage business and community partnerships for investment, programming, and maintenance

4

Identify projects that can be implemented in the near-term

Background

On November 2, 2021, the Common Council adopted **Common Council File #210991** directing the Department of City Development and the Department of Public Works to conduct a feasibility study to identify locations that can be developed into neighborhood gathering places for economic development and cultural programming.

Successful recent projects in Milwaukee that have involved the conversion of underutilized spaces into vibrant public gathering places have received increased recognition of the importance of these spaces during the time of increased isolation amidst the COVID-19 pandemic. As a result, City policy makers and the community have expressed a desire to create new neighborhood gathering spaces in collaboration with community partners to serve as anchors for neighborhood identity and increased social exchange. This Gathering Space Feasibility Study will provide options to enhance and support existing community gathering spaces and provide recommendations on how to create new spaces.

Community gathering spaces are one part of a comprehensive approach to meeting community needs for outdoor recreation; therefore, this feasibility study is being prepared as a component of the City's updated **Comprehensive Outdoor Recreation Plan (CORP)** for 2022-2027. The development of neighborhood gathering spaces is a priority of the City of Milwaukee and including this within the CORP will position these projects to be considered for funding opportunities alongside other projects identified within the CORP.

In December of 2021, Mayor Cavalier Johnson launched the **S.T.A.N.D. for Safer Streets Plan** to combat reckless driving in Milwaukee. One element of S.T.A.N.D. is to improve the design of streets – informed by neighborhood engagement - to slow traffic speeds and reduce the likelihood of reckless driving. Converting excess portions of public streets into gathering spaces is one component of this plan to create safe spaces for pedestrians, spur economic development, and bring neighbors together.

For each of these types of Gathering Spaces, this section of the Feasibility Study provides:

- » Local and national **“inspiration projects”** to serve as examples for future gathering spaces.
- » A summary of **funding sources** and **existing programs** that can be used to develop these types of gathering spaces.
- » Description of the **success factors and needed partnerships** for successful implementation.

TYPES OF GATHERING SPACES

Private Developments that Serve as Gathering Places



Recent developments such as the Sherman Phoenix and the Zócalo Food Truck Park demonstrate how well-designed and intentionally programmed private developments can serve as neighborhood anchors that welcome a diverse array of residents while providing economic opportunity for local entrepreneurs. While these privately-owned spaces do differ in function from publicly owned land and are not a substitute for public gathering places, they are included in this feasibility study given their demonstrated ability to bring energy, vibrancy, and economic activity to city neighborhoods.

Gathering Places on Public Parks & Public Land



Milwaukee's park system has always served to provide a network of public spaces for recreation and gathering, and recent projects such as improvements to Fondy Park and Arlington Heights Park, along with Milwaukee County's permanent and traveling beer gardens have showcased how new investments and programming in public spaces can bring added activity and opportunities for gathering in our public parks. This feasibility study focuses on City-owned public spaces, though opportunities also exist for additional collaboration with Milwaukee County Parks.

Repurposing Public Streets & Rights-of-Way as Gathering Spaces



Around the country, cities are finding innovative ways to repurpose and redesign their streets and other public rights of way as vibrant and social public spaces. Milwaukee's Active Streets for Business program demonstrates the opportunities and demand that exist in local commercial districts for creating new spaces for outdoor dining, socializing, and gathering, while also supporting City goals of reducing speeding and creating safer, pedestrian friendly streets.

Private Developments that Serve as



Inspiration Projects:

BEERLINE TRAIL PLAZA

Located at 3356 N. Holton Street, the Beerline Trail Plaza has been a popular and safe gathering place for residents and businesses to come together to celebrate the arts, culture, and food. The site serves many functions including travel on the trail, a shipping container band shell for community events and celebrations, and use as a food truck park, the first of its kind in this part of the city. The space has mixed ownership – City of Milwaukee (the right-of-way, which includes the trail and shipping container) and also Riverworks Development Corporation and partners. RDC also maintains and activates the space with partners.



LA PLACITA

This gathering space in front of El Rey’s flagship grocery store on Chavez Drive and Mineral St. was initially constructed as a statute to honor Cesar Chavez. More recent improvements completed in 2021 include additional public art, seating, and landscaping to transform this space into a place to gather on one of Milwaukee’s densest commercial corridors. While located on private property, funding for the statute and La Placita was provided through private donations, El Rey, the Chavez Drive BID, and NIDC’s Community Improvement Project (CIP) program.



SHERMAN PHOENIX

The City created TID 92 to provide a \$225,000 grant to the Sherman Phoenix project, a small business incubator and food hall with more than 25 tenants. The building, while privately-owned and operated, functions as a gathering space for the neighborhood and City as a whole while providing economic opportunity for entrepreneurs of color.

Gathering Places

THE BREWERY NEIGHBORHOOD PARKS

Funds from TID 67 were used to create pocket parks during the redevelopment of the former Pabst Brewery complex into The Brewery. Zilber Park and Preservation Park were funded to provide gathering places at The Brewery. These spaces are privately owned as part of the larger Brewery development, but programmed and maintained by the NID.

UPTOWN POCKET PARK

Uptown Pocket Park, located at 5527 W. North Avenue, was constructed in 2019 on a narrow vacant lot at the corner of N 56th St and W North Ave by the Uptown Crossing BID who also maintains the space. The park features custom made benches and planters, unique movable picnic tables on repurposed train rails, and a Bublr Bike station. The park has become a welcoming gathering space in the Uptown Crossing District.

ZÓCALO FOOD TRUCK PARK

Zócalo is a Spanish word for plaza or town square and the Zócalo Food Truck Park embodies that spirit in the Walker's Point neighborhood. Opened in 2019, Zócalo is home to seven food vendors, a bar, and a sauna, in addition to hosting an array of events that attract a wide cross section of Milwaukee residents. Zócalo's construction was supported in part through DCD's Commercial Corridor grant programs.



Gathering Places on Public Parks &



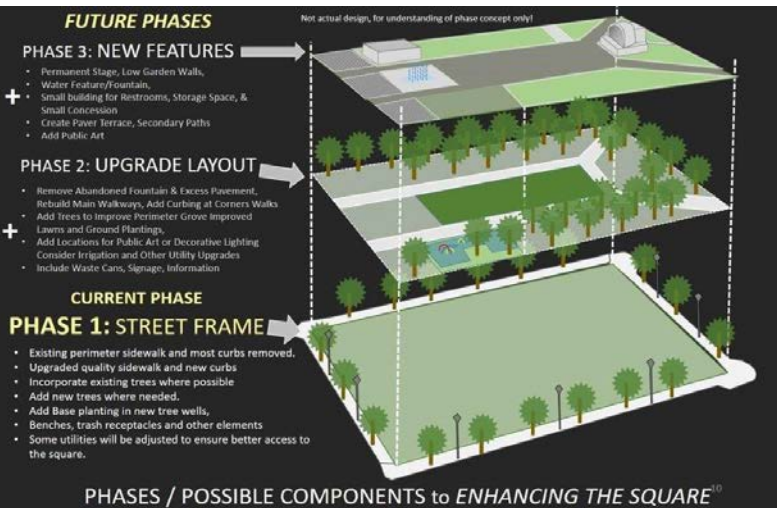
Inspiration Projects:

ARLINGTON HEIGHTS PARK

The City and VIA Community Development Corporation partnered over the course of a number of years to bring improvements to Arlington Heights Park to transform the underutilized space into a gathering space for neighborhood families. VIA utilized funding from the NIDC Community Improvement Projects program to construct a concert stage in the park for neighborhood performances and events. The park was later reconstructed through the MKE Plays Initiative to replace the playground equipment and install other amenities.

CATHEDRAL SQUARE

Funding from TID 49 was used to provide \$1.85m towards improvements to the perimeter of Cathedral Square. The park itself is owned by Milwaukee County, while events there, such as Bastille Days and Jazz in the Park, are primarily organized by the East Town Association. Maintenance of the perimeter improvements will be done by the Milwaukee Downtown Business Improvement District and the Cathedral Square Friends. The site and adjacent Jefferson Street are identified as strategic focus areas in the upcoming Downtown Plan Update for future collaboration to further improve Cathedral Square as a signature gathering space within downtown Milwaukee.



Public Land

EZEKIEL GILLESPIE PARK

With funding from ECO and CIP in 2014, Ezekiel Gillespie Park exists as one of Milwaukee’s premier parks. Located on 14th & Wright St, this pocket park is a showcase of replicable sustainable designs, incorporating rainwater storage and permeable pavers, fruit trees and bushes, and native plants. Lindsay Heights residents were hired for the construction crew, learning valuable green infrastructure installation skills. Residents can admire the native plantings, fruit trees and bushes and the innovative storm water features.



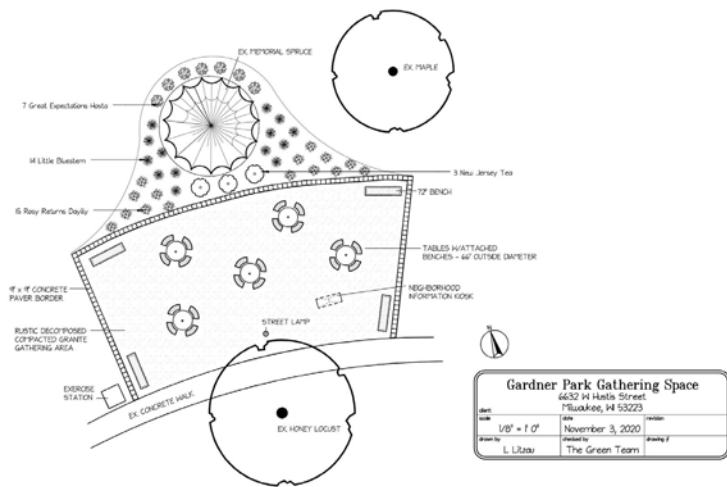
FONDY PARK

Fondy Park was constructed in 2017 on a vacant lot owned by the City adjacent to the Fondy Farmers Market. The park has become a central gathering place for the Fond du Lac and North Area, hosting regular concerts and festivals. The park was designed with native plants and green infrastructure elements that capture approximately 80,000 gallons of storm water. Walnut Way Conservation Corp. maintains the site with the Fondy Center contributing to the site’s management.



GARDNER PARK

Gardner Park (formerly 67th and Spokane play area) was reconstructed in collaboration with the Brady Block Association and Havenwoods Economic Development Corporation. The park was renamed at the request of the community in honor of active long-time residents Bev and Bill Gardner who established the neighborhood block watch. For this project, the neighborhood envisioned an intergenerational park that included a large play area, new pathways, fitness stations, and community gathering space for events and celebrations. This park was reconstructed with new amenities added in 2016 and 2020.





HARBOR VIEW PLAZA

Harbor View Plaza was constructed in 2019 at the east end of E. Greenfield Avenue along the inner harbor waterfront. The park features interactive art, storm water management features, native plants, and a vertical play structure made from a repurposed shipping container. The park hosts the annual Harbor Fest and other community events. Harbor District, Inc. owns, maintains, and programs the site.



KADISH PARK

The property was conveyed to the City by the Redevelopment Authority in 2002 as part of the Beerline B neighborhood redevelopment efforts. The Beerline Tax Incremental District provided nearly \$2 million to stabilize the bluff lands by re-grading and installing retaining walls, landscape the bluff, and construct a stairway and paved walks to connect to the adjacent neighborhoods. In 2003, the City signed a lease with the Children’s Outing Association (COA), a nonprofit neighbor, to manage the day to day operations and programming of the space. Over the last 20 years, COA has utilized the space for their own youth programming activities, a summer concert series, Shakespeare in the Park, private youth sports activities and leagues, weddings, in addition to general park use.



MARKET SQUARE, PITTSBURGH

Market Square has served as a central gathering place in Pittsburgh since 1794. However use declined by the 1970s. The City of Pittsburgh and the Pittsburgh Downtown Partnership collaborated to reimagine the square in 2010. The central plaza was consolidated and surrounding streets were reconstructed and largely pedestrianized. Pittsburgh Downtown Partnership assumed management responsibilities and programming on the square. The improvements to the public right of way at Market Square and surrounding businesses serve as a potential inspiration for future improvements in the vicinity of Milwaukee’s Cathedral Square.

PEACE PARK

Located on N. Doctor MLK Jr. Drive and E. Ring Street, Peace Park is an urban garden maintained by HeartLove Place. This includes a Little Free Library, an herb labyrinth, planter benches, and fruit trees. The project is part of a HeartLove Place's larger vision to include a community stage and other amenities in the future and was funded through a CIP project grant.

TRESTLE PARK

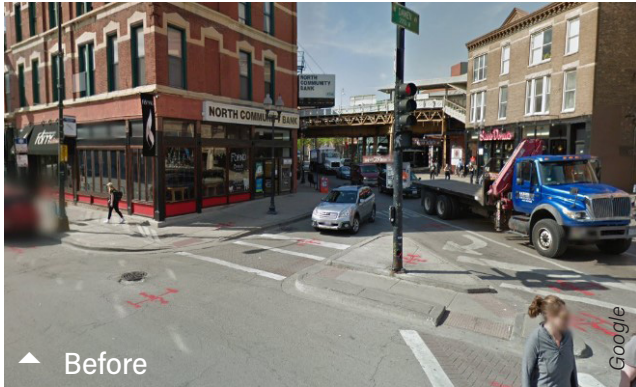
Trestle Park, located at 501 E. Erie Street was constructed in 2018 on a former railroad trestle along the Milwaukee Riverwalk. This new public space features linear wood benches, paths, and planters with native plantings and has become a focal point along the Riverwalk, allowing the public to walk out over the water. Trestle Park was funded through a TID supported by the adjacent private development and the Historic Third Ward BID manages this city-owned public space.

VLIET STREET OASIS

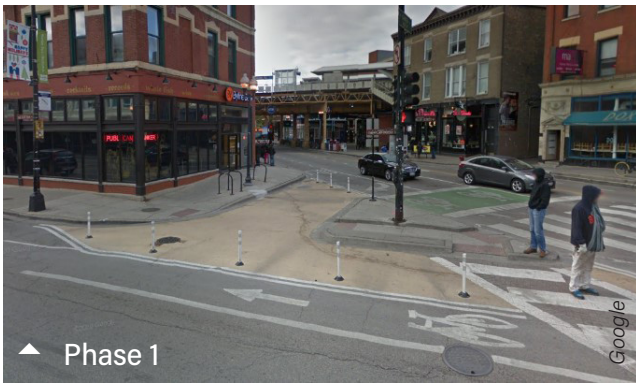
Starting in the summer of 2020, a group of active business and property owners along Vliet Street began transforming the vacant, City-owned lot on the southeast corner of Vliet and 38th into a community gathering space. Improvements include building a small structure to host regular farmer markets and tables and benches for people to congregate enjoy takeout food from neighboring businesses including Pete's Pops and Triciclo Peru.



Repurposing of Public Streets &



▲ Before



▲ Phase 1



▲ Phase 2



▲ Phase 3

Inspiration Projects:

Interim Plazas transform underutilized streets or areas of streets into public spaces using low-cost materials, such as paint, movable planters, flexible delineator posts, and seating. Interim plazas reconfigure space that might otherwise be underutilized or unnecessary for automobile traffic, or unsafe for people walking. A partnership with a business improvement district or community group is usually required to maintain the space similar to DPW's Active Streets and Rapid Implementation Improvements programs. Interim plazas can range in complexity from eliminating a right turn slip lane to completely shutting down a section of street to through traffic. Interim plazas also serve as low-cost trials to evaluate more permanent changes to streets and right of way.

INTERSECTION OF N. MILWAUKEE, W. NORTH & N. DAMEN AVENUES IN CHICAGO

Between 2017 and 2021, the City of Chicago's Department of Transportation made incremental changes to the intersection by repurposing a right turn slip lane. The project created a small gathering space and increased the safety of people crossing the street. The City initially used tan pavement markings and flexible delineator posts and the local business association added decorative planters. These interim changes allowed the city and stakeholders to determine if the repurposing of space would be successful before making the changes permanent several years later.

Rights-of-Way as Gathering Spaces

GRAYS FERRY TRIANGLE, PHILADELPHIA

This plaza was the first conversion of an entire street to pedestrian space in the city. Installed in 2013, the project was first organized by the South of South Neighborhood Organization before getting support from the South Street West Business Association. Low-cost materials were used to create the plaza such as delineator posts and movable planters. The organizers raised money for the installation of the plaza by adding names of donors to the street furniture.

BRADLY AVENUE PEDESTRIAN PLAZA, LOS ANGELES

The Bradley Ave Pedestrian Plaza was installed as part of the City of Los Angeles's Department of Transportation's (LADOT) People St Program. The plaza was created by closing an entire block of underutilized street just off a commercial corridor. LADOT designs and installs plazas with low-cost materials and community partners such as business improvement districts, community-based organizations, fronting property owners, or ground floor business owners are responsible for other aspects of the plaza.



Funding Sources & Supporting City Programs

A variety of City funding sources and grant programs have been utilized to create gathering spaces in City neighborhoods. These sources can continue to be deployed and augmented to support the development of new gathering spaces:

- » The City has utilized **Tax Incremental Financing Districts** (TIDs) to fund a wide variety of public space improvements. When districts are created or amended, TIF funding can be considered for capital costs for funding the creation of public plazas and spaces. In order for TIF to be used to support public gathering spaces, the project must support the district's goals, have sufficient financing capacity within the TID, an entity committed to ongoing operations and maintenance, and represent a priority project within the district.
- » The Neighborhood Improvement Development Corporation's **Community Improvement Project** (CIP) grant program offers matching grants of up to \$4,000 for community projects that stimulate resident engagement and support sustainable projects within a small geographic area to increase neighborhood beautification. CIP grants are reimbursable matching grants and must be funded upfront by applicants after NIDC approval and have been used to support a wide array of neighborhood-led gathering space projects in recent years. CIPs are funded through the City's Healthy Neighborhoods Initiative which has a current annual budget of \$100,000.
- » The **Healing Spaces Initiative** helps residents build relaxing natural environments on available city-owned vacant lots while, at the same time, eliminate blighted spaces and engage residents. The program was launched in 2021, and allowed 8 groups of Harambee residents or community based organizations to apply for funding of up to \$5,000 to create a neighborhood Healing Space. The 2022 City Budget provided \$50,000 to NIDC to expand the project city wide as well as include space activation to bring events to the community at Healing Spaces.
- » DCD's **Commercial Corridor Grant Programs** provide support to new businesses launching in Milwaukee's commercial corridors. Private developments that have included significant public gathering spaces have been able to take advantage of the Retail Investment Fund, Façade Grant, and Signage Grant programs to help build out accessible and vibrant gathering spaces as part of these neighborhood economic development initiatives.
- » The City and its partners have been successful in pursuing and **securing outside grants** to support the development of gathering spaces. The Fund for Lake Michigan, Coastal Management Grant Program, WEDC Community Development Investment Grant, MMSD Green Infrastructure Partnership, NEA Our Town, and many local foundations have all contributed to the development of Gathering Spaces within the City.

- » The Department of Public Works (DPW) has and continues to oversee several programs which improve safety and repurposes streets as places for people, not just automobiles. By combining aspects from existing projects, DPW can create safe, cost-effective gathering spaces that promote social interaction and economic vitality like the projects described above.
 - > **Active Streets** is a program in which stretches of residential streets are closed to through traffic. DPW partners with community organizations to encourage residents to use the streets in creative ways. DPW works with partner organizations to maintain barricades to provide safe places for people to gather and travel in the streets. People have used the closed streets for a variety of activities such as a weekly group walk or for a weekly farmers market.
 - > In 2020, DPW initiated an **“Active Streets for Businesses”** pilot program. The program promoted the safe reopening of restaurants and bars by expanding options for outdoor dining. The program allowed for creative and expanded uses of the public right-of-way to allow for more space for dining, including using space on sidewalks, curbside spaces, and streets. DPW worked with Business Improvement Districts (BIDs) and other interested parties to identify pilot areas.
- > **Rapid Implementation Improvements** create quick, low-cost street improvements to increase the safety and comfort of people walking, biking, and driving. These projects use materials such as paint, flexible delineator posts, planters, and other moveable barriers to create street improvements like curb extensions and pedestrian islands. These projects are also relatively easy to adjust and can be used to test out new ideas before more permanent changes are made. DPW has partnered with BIDs to keep debris and snow from building up in areas DPW equipment can no longer access.
 - » MKE Parks is the City of Milwaukee neighborhood park system and provides outdoor play opportunities in over 52 locations across the City of Milwaukee. MKE Parks are funded through the City of Milwaukee and private donations. In collaboration with neighborhood partners, we empower residents to re-create public spaces that reflect local needs, interests, and identity. In doing so, previously underutilized parks are transformed into enriching play environments that provide positive physical, social and economic impact to the areas they serve. All kids deserve quality play opportunities and we work to ensure that is the case in Milwaukee.

Success Factors

A review of recent successful projects and discussions with project partners have identified a common set of factors that are key to successful development of well-utilized neighborhood gathering spaces:

- » Gathering spaces are welcoming to Milwaukeeans of all abilities, having taken **ADA and accessibility** considerations into account throughout the project design phase.
- » **Location, location, location.** Successful gathering places are easy to access for visitors by foot, bicycle, and transit; located nearby other activity generators; with significant buffering or separation from high-speed automobile traffic and other automobile uses.
- » Given the realities of limited public resources, **Partnerships** with neighborhood groups, businesses, non-profits, and Businesses Improvement Districts are a critical component of developing and operating new neighborhood gathering spaces. Depending on the project, these partnerships can span elements including design, funding, operation, construction management, and ongoing maintenance and programming.
- » **Programming** can be a critical factor in bringing people into the City's gathering spaces. Concerts, markets, classes, food vendors and other activities occur frequently and are designed to be culturally relevant to neighborhood residents. While programming can be a major factor in activating public spaces, numerous successful examples also exist of spaces that do nothing more than provide seating and a well-crafted environment to allow people to watch city life go by.
- » Ongoing **Operations and Maintenance** are not an afterthought. A dedicated plan for ongoing maintenance, including funding sources and responsible parties, is in place prior to commencing a project.
- » **Community Outreach and Engagement** informed project design, location, and programming to meet the needs of area residents and businesses.

These success factors and inspiration projects were utilized to develop the recommendations found in the following section.

RECOMMENDATIONS:

Policies

Creating new vibrant and thriving gathering spaces in Milwaukee that align with the goals of this Feasibility Study will require the coordination of government and private resources as well as strategic partnerships. This section of the Feasibility Study makes a number of policy and programmatic recommendations that will support the creation of new neighborhood gathering spaces.

This section also highlights a number of projects or locations that represent short-term and high priority opportunities for new gathering spaces consistent with neighborhood plans and goals. This list is not meant to be exhaustive, as the Feasibility Study recommends establishing processes that allow for new gathering spaces to be proposed and developed by neighborhood stakeholders as opportunities emerge.

RACIAL EQUITY

1. Efforts to develop new gathering spaces should be designed to simultaneously advance the City's racial equity goals of addressing racial disparities in public health and access to economic opportunity. Projects should be prioritized within Community Development Block Grant Neighborhood Revitalization Strategy Areas (NRSAs), Qualified Census Tracts (QCTs), and areas where the gap analysis developed as part of the Comprehensive Outdoor Recreation Plan identified areas that are not within a 10-minute walk of a park or recreational trail.
2. The Equity and Gap Analyses in the 2022-2027 Comprehensive Outdoor Recreation Plan should be utilized as a tool to inform investments in existing City parks, to identify potential gaps to fill for recreational and gathering place investments, and as tools to support grant requests.
3. Public resources should be prioritized for gathering spaces that will provide increased economic opportunities for developers and entrepreneurs of color.

ADA COMPLIANCE

1. Utilize the design standards and best practices guidelines currently being developed by the City of Milwaukee ADA Coordinator for public space development for smaller projects that do not require a full Building Permit review.

FUNDING

1. Allocate a portion of City ARPA funding to support the creation of new gathering places.
2. Consider the use of a small portion of the Multimodal Unit Capital Funds to support a pilot plaza program by providing grant funds to community organizations to build out plaza spaces in public right of way.
3. Continue to deploy TID funding where feasible as an element of TID project plans to support public gathering spaces and public spaces to advance neighborhood planning and economic development goals.
4. Implement recommendations contained within the Comprehensive Outdoor Recreation Plan for position and funding changes within MKE Parks.

RECOMMENDATIONS:

Policies (continued)

PARTNERSHIPS & PROGRAMMING

1. Create a pilot plaza program within DPW by providing grant funds to community organizations to build out plaza spaces in public right of way. This program could be similar to the recently completed Reckless Driving Mini-Grant Program, where \$100,000 was distributed amongst 18 community groups via grants of up to \$5,000 each.
2. Each type of Gathering Place described in this Feasibility Study can be implemented on either a temporary or permanent basis. Temporary installations often present lower cost ways to test out designs/impacts/demand for specific spaces and temporary and permanent installations should both be supported by the City.
3. Requests for proposals for City-owned land should encourage the creation of public gathering spaces as a component of private developments at sites with appropriate size/location.
4. Encourage concessions and similar types of activities to be incorporated in gathering spaces. This provides additional opportunities for entrepreneurs and also serves as an amenity to draw activity and visitors.

OPERATIONS & MAINTENANCE

1. Implement recommendations contained within the Comprehensive Outdoor Recreation Plan to add resources in the City budget for ongoing maintenance at gathering spaces managed by MKE Parks.
2. Continue to aggressively pursue partnerships with Business Improvement Districts (BIDs), Neighborhood Improvement Districts (NIDs), and other community based organizations for the development and maintenance of neighborhood gathering spaces to help offset the City's limited capacity for maintenance and programming.

PLANNING, OUTREACH & ENGAGEMENT

1. Continue to use the City's Area Planning process to allow residents to identify high priority locations for new and improved gathering spaces within individual neighborhoods and develop initial design concepts.
2. Identify resources that can be used to support the development of preliminary designs for new gathering spaces to position them to secure construction financing. The community design charrette process is one model that can be utilized to create concept designs with resident engagement.
3. Design and programming at individual gathering spaces should continue to be informed by community outreach and engagement, following models that have been successfully utilized by MKE Plays, local BIDs, and community based organizations in recent successful projects.

OPPORTUNITIES FOR NEW GATHERING PLACES

A note on future Milwaukee gathering spaces – the list of projects highlighted below is not intended to be exhaustive or limiting. This document includes a sampling of opportunities throughout the city that showcase a range of ongoing projects that are in various stages of the planning process, including those that are close to implementation and those that are longer term in nature. There are always additional thoughtful and unique community gathering places in the works and the goals and success factors identified in this report should be used as guidance by the City and partners in identifying, evaluating and supporting future gathering spaces. All the projects listed on the following pages are in alphabetical order.



Private Developments that Serve as



76TH & DEAN ROAD

The Granville BID has been granted use of the parking lot at 8315 N. 76th Street until 2032 via a partnership with the business who recently located at this location. The area has a small amount of green space and an abundant parking area. The space has been identified as a potential location for a farmers market with some permanent market huts and an area to host community dinners and suppers, and would continue past BID-led efforts to program this space that included weekly food truck gatherings



FORMER DNR SITE ON KING DRIVE & NORTH AVENUE

The State of Wisconsin is currently in the process of selling the site of the former Milwaukee offices of the Department of Natural Resources at the intersection of King Drive and North Avenue. This nearly full block site sits adjacent to the proposed anchor of the future King Drive extension of the Milwaukee Streetcar.

Neighborhood plans for this site call for a catalytic mixed use development that incorporates new homes, commercial development, public space and space for cultural uses at this key intersection in the Bronzeville Cultural and Entertainment District. This site provides a significant opportunity for partnership between the City and the eventual developer of this site to incorporate a signature public gathering space and public art within the new development.

Gathering Places

GRANVILLE CONNECTION

The Granville Connection is an indoor entrepreneurial hub featuring retail, restaurants, and a gym/dance studio that is currently underway and open in 2022. The indoor gathering area will include a portable stage and room for 200 people to gather. In the future, a permanent outdoor stage area is desired that could be utilized year round.

MIDTOWN CENTER

From its original development as Capitol Court mall, to its current incarnation as the Midtown Center, this site has always been an anchor and destination on Milwaukee's north side. Following trends that have been occurring both locally and nationally as malls reinvent themselves, as Midtown continues to evolve additional space should be devoted to creating vibrant community gathering space. This could include a public green similar to "The Yard" developed at the Bayshore Shopping Mall, which hosts concerts, picnics, and other outdoor events.



Gathering Places on Public Parks &



29TH & MELVINA PARK

This project will redevelop an aging neighborhood park and brownfield into a larger park. The park will have a community-driven design and expanded amenities including a dog park, basketball courts, multi-use field, playgrounds, performance stage, community garden planters and green infrastructure elements. The Melvina Park project is more than a simple park redevelopment. It is a way to build and sustain community within the Century City Tri-Angle Neighborhood. Melvina Park is the heart of the neighborhood and as such, is being redesigned at the direction of the community and in collaboration with many stakeholder groups. This project is to be completed in 2022/2023 and has secured funding from: MMSD (\$165,000), Burke Foundation (\$400,000), WDNR (\$105,000), GMF (\$30,000), GLRI/EPA (\$295,000). Estimated Project Cost: \$1,500,000.



30TH & NORTH

The recently completed Fond du Lac and North Plan identified the vacant parcel along N 30th Street from North Ave to Meinecke Avenue as a potential public space or other community serving use. Work is now underway to create a multi-purpose facility that would include green infrastructure, job training for electric utility workers, and community spaces. The project is a collaboration between the City, MMSD, MATC, WE Energies, and Metcalfe Park Community Bridges.

Public Land

31ST & GALENA

This project expands local recreational opportunities in the Midtown and Walnut Hill neighborhoods by developing a new 1.2 acre park space on vacant, former industrial brownfield, in collaboration with community organizations, residents, and the Redevelopment Authority of the City of Milwaukee (RACM). This site serves a growing number of Hmong families who make their home on the near west side of Milwaukee and use the current site to play Sepak Takraw (cane ball). In 2018, the Green Bay Packers donated a \$75,000 playground, which was installed with community help. Additional features will include a Velosolutions asphalt pump track, Sepak Takraw (cane ball) courts, a potential future rail-with-trail development, adaptive re-use of a former brownfield, natural playscapes, green infrastructure, intergenerational features, and an "active street" collaboration. This project is to be completed in 2022/2023 and has secured funding from: ORLPP/LWCF (\$372,000). Estimated Project Cost: \$750,000.



B-LINE ON THE BEERLINE TRAIL

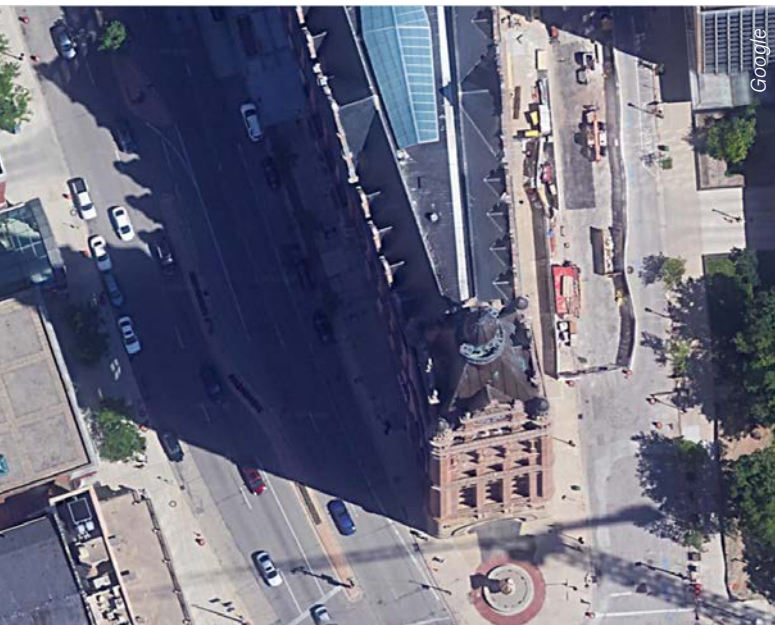
What was once a train route for Wisconsin beer distribution, a Riverworks led initiative transformed this rail line into a recreational trail. The Beerline Trail is a catalyst for economic prosperity, workforce development, health and creativity. The trail is envisioned to be the future home to a major linear park development known as the "B-Line". Thanks to community input and design work by nationally-recognized landscape architects, Hood Design Studios of Oakland, CA, the park will feature amenities such as a performance stage, grilling areas, exercise and playground space among other things. With organizational and community partners, the Beerline Trail will become a premier destination in the city of Milwaukee. A capital campaign to secure funding for this project is being launched in early 2022.





CHAVEZ DRIVE PEDESTRIAN WALKWAY

The Chavez Drive BID and Clarke Square Neighborhood Initiative are exploring how the City owned pedestrian passageway on Chavez Drive between Scott Street and Greenfield Avenue can be activated as a small gathering space. Early plans include activating the space with murals, benches, and game tables for chess and dominoes. The BID and CSNI are in the process of trying to secure resources to advance the design and implementation of this project that would add additional activity and public space to the Chavez Drive Corridor to complement La Placita on the northern end of the district.

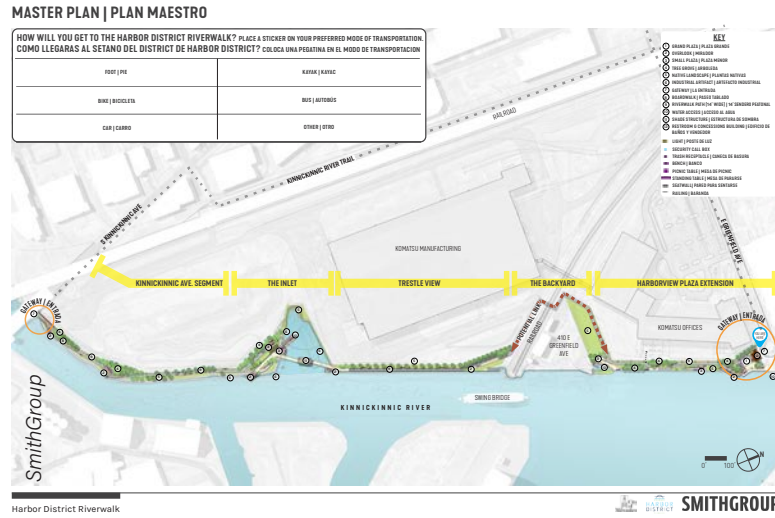


CITY HALL SQUARE

Historically, the area in front of City Hall at the intersection of Water Street and Wells Street, was a civic gathering space with a fountain and plantings befitting this prominent location in the heart of the Milwaukee. Over time, the area outside of one of our most important and historic buildings, City Hall, has shrunk and deteriorated. As a result, the 1999 and 2010 Downtown Plans have recommended making City Hall Square once again an important gathering space. The Connec+ing MKE 2040 Plan will make additional recommendations for improvements to City Hall Square – on Market Street in particular – to reimagine it as a place for Milwaukee to gather, celebrate, protest, and mark important civic occasions.

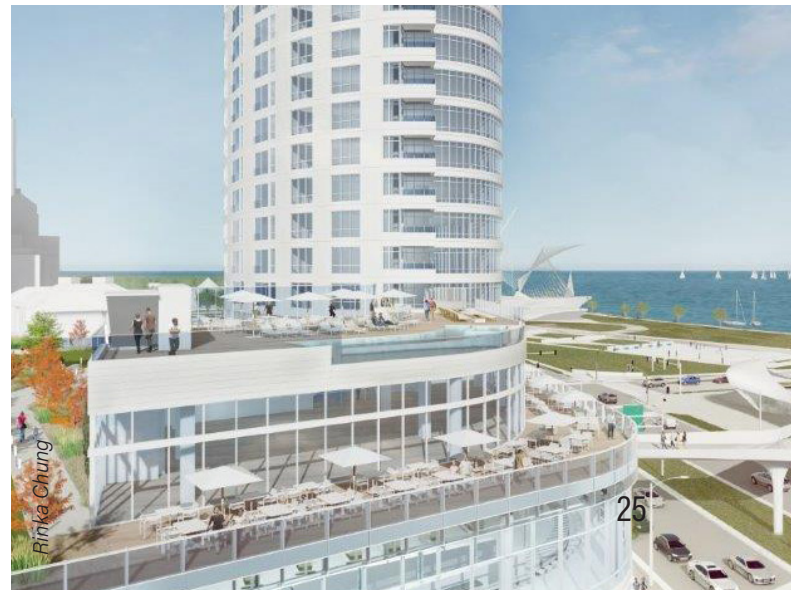
HARBOR DISTRICT RIVERWALK AT KOMATSU

Design is underway for the construction of a new ¾ mile stretch of Riverwalk along the KK River, directly adjacent to Komatsu’s new mining headquarters utilizing funding provided through the Komatsu TID. The property is owned by the Redevelopment Authority, but will ultimately be maintained and operated in partnership with Harbor District Inc. The design team is designing the Riverwalk based on public feedback and have included several special amenity areas for future users of the space. These areas are expanded compared to the typical Milwaukee Riverwalk and will allow for access to the water, enhanced viewing areas of the harbor, habitat creation and places to gather along the waterfront. As the project progresses, additional funding sources are being sought such as grants from the Wisconsin Coastal Management Program and Fund for Lake Michigan in order to develop the type of community amenities and gathering places desired by near south side neighbors.



LAKEFRONT GATEWAY PLAZA & COUTURE PARK

To advance the recommendations of the 2010 Downtown Plan, the City conducted a 2015 design competition for the Lakefront Gateway Plaza. The goal of the Lakefront Gateway Plaza is to better connect downtown Milwaukee with the lakefront, as well as created a new gathering space that better connects the important institutions along the lakefront, such as the Milwaukee Art Museum, Discovery World and Summerfest grounds. The design contest resulted in a proposal for a signature public space at this key lakefront location. A funding strategy will need to be developed to make this project a reality. A complementary public park is currently under construction that will sit on top of the Couture parking structure offering access to skyline views of our lakefront and City. This mixed-use development offers a transportation hub, future skywalk connections to our lakefront and other developments and a public park.





VEL R. PHILLIPS PLAZA

The Redevelopment Authority has proposed constructing a new plaza on a portion of the property at 401 West Wisconsin Avenue, at the corner of West Wisconsin Avenue and North Vel R. Phillips Avenue. The plaza at this prominent location would be dedicated to honor of Vel R. Phillips and educate the public about her legacy. This plaza would also serve as a new gathering place for the Westtown neighborhood, including a key connection point between future streetcar and bus rapid transit stations. Detailed design development is underway, with the goal of securing funding approvals to have the plaza constructed in time to honor Vel Phillips' 100th Birthday in 2023.



WEST BASIN

The Public Space at the MMSD West Basin is one of components being considered as part of the Milwaukee Metropolitan Sewerage District (MMSD) N. 30th Street Corridor Stormwater Management Project. The project area includes eight acres of land for the development of a stormwater basin (the West Basin), an additional two acres of land adjacent the West Basin that is intended to serve as public green and gathering space(s). The project area is located between N. 35th Street and the 30th Street rail corridor and W. Capitol Drive and W. Hampton Avenue. Outreach undertaken by MMSD and community partners have highlighted the following priorities: a playground, shelter/pavilion, paths and bike trail connections, access to nature, market space, year-round activities, and improvements to N. 35th Street. Fundraising for these amenities, along with the management and programming of the space, will be determined as the project moves forward.

VICTORY OVER VIOLENCE PARK

Located at 2615 N. MLK Jr. Dr, was a park originally developed in the 1990s in partnership with the former Career Youth Development. In 2018, ECO began working with Historic King Drive BID to renovate the park in support of equity, environmental restoration, and a peaceful response to violence in the community. Phase I improvements have been completed in the southeast section. Additional funding is needed to complete improvements at the park, including ADA accessible pathways, landscape beds, new turf, benches, and tables. A local design firm is working on the design, construction drawings and oversight of the next phase. Walnut Way's Blue Skies Landscaping and Northcott Neighborhood House will support park construction.

VILLARD & HOPKINS PLAZA

The Villard BID has been working with the City to bring the vision of a plaza at to fruition. The property is a City-owned brownfield. The City is testing the level of contamination through an EPA Brownfield gran, and the BID is exploring funding for final design and construction. The plaza will include flexible space for markets and community events. Funding, maintenance, and ownership of the plaza will be determined as the project moves forward. The Villard BID and City are also exploring the possibility of a plaza near N. 31st Street and W. Villard Avenue.

ZILLMAN PARK

MKE Parks and the DCD are partnering to utilize \$500,000 in TID funding on the redevelopment of Zillman Park in Bay View, in collaboration with the Bay View Neighborhood Association. The vision is to redevelop the park as a multi-functional and intergenerational public space that reflects the neighborhood it serves. The effort to redesign the park has been a public process to ensure the new space, which will consolidate a former tot-lot with the existing Zillman Park, compliments the development and growth in the area. The result will be a signature gathering space on the vibrant Kinnickinnic Avenue. This project is to be completed in 2023.



Repurposing of Public Streets &



MITCHELL STREET, W. FOREST HOME AVENUE & S. 13TH STREET

A new plaza could be located along Forest Home Ave where it intersects with Historic West Mitchell Street and South 13th Street within the Historic Mitchell Street BID. This large plaza would be about 9,000 square feet, including an existing 3,000 square foot pedestrian island within the intersection.

The South Side Area Plan recommends using the triangle as a gateway marker for the commercial corridor on Mitchell Street. Installing an interim public plaza would follow the pedestrian orientation described in the plan. This plaza would increase open space within the Historic Mitchell Street BID. Changes to traffic signals, coordination with MCTS on bus routing, and analyses of motor vehicle traffic would all be required to determine feasibility.



IVANHOE PLACE

Located in the East North Avenue Business Improvement District, Ivanhoe Place would be an ideal location for a plaza as it is in an area of high pedestrian activity surrounded by many retail businesses. The Northeast Area Plan also recommended creating a plaza at this location. Ivanhoe Place is also on the Pedestrian High Injury Network so closing a portion of the street would reduce pedestrian conflicts with turning vehicles, create a quiet place in a busy commercial district, and expose more people to Black Cat Alley, a project the BID operates. The plaza would be about 4,000 square feet and remove up to 12 metered parking stalls, while still maintaining garage access to Educators Credit Union and the alleyway.



Rights-of-Way as Gathering Spaces

ARLINGTON PLACE

North Arlington Place, immediately north of Brady Street, could be converted into a plaza. This section of Arlington Place is along a busy section of Brady Street and within the Brady Street Business Improvement District and could be a good location for a plaza as the BID holds events on this section of the street on a regular basis and businesses on both sides of the street already use the sidewalks for curbside dining. This section of North Arlington Place is on the Pedestrian High Injury Network. Prohibiting vehicle traffic from turning down this section of the street would make the intersection much safer for the many people walking along Brady Street. Traffic impacts on adjacent and nearby residential streets would need to be considered. The Brady Street BID could be a partner in maintaining the plaza.



VILLARD AVENUE

North 36th Street immediately north of Villard Avenue could be a potential location for a successful pedestrian plaza. The plaza could be about 120 feet long extending from Villard Ave to the alleyway. Villard Avenue is a fairly busy street with a 30 MPH speed limit. Curbside dining and parklets are not allowed along the street because of the higher speed and narrow sidewalks. A plaza at this location would offer a quiet place for people to relax while spending time in the Villard Ave BID. The plaza would be accessible to many people with a public parking lot located on 36th Street and 3 bus routes stopping within a short distance of 36th street. Traffic impacts on adjacent and nearby residential streets would need to be considered, including access to the nearby public parking lot. The Villard Ave BID could be a partner in maintaining the plaza.





Department of City Development
Department of Public Works
Environmental Collaboration Office
Neighborhood Improvement Development Corporation
Redevelopment Authority of the City of Milwaukee
Office of Equity & Inclusion