



CONNECTING THE CORRIDOR

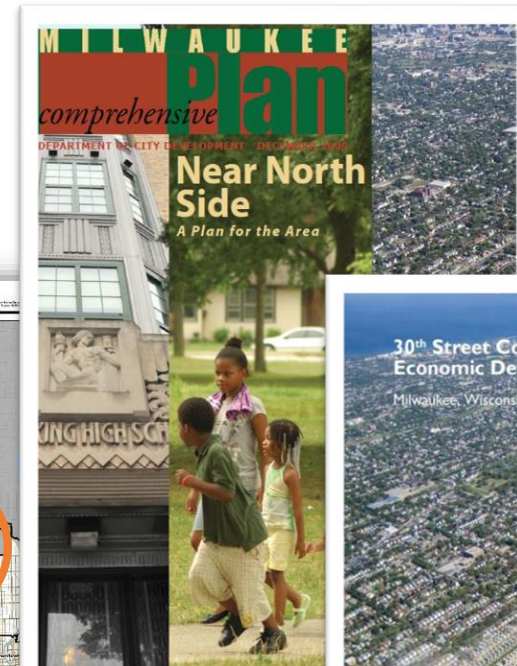
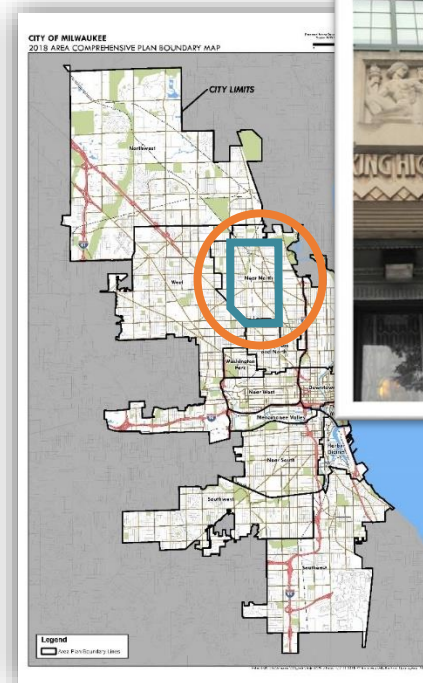
A STRATEGIC ACTION PLAN FOR THE NEAR NORTH SIDE AREA PLAN

Zoning, Neighborhood & Development Committee

October 27, 2020

Comprehensive Plans

- 14 Area Plans
 - Guide future development with land use, design, and catalytic project recommendations.
- Near North Plan – December 2009
- 30th Street Corridor Economic Development Master Plan – Dec. 2011



What is Connecting the Corridor?

- An action plan
 - Recommends 45+ projects
 - Identifies timelines
 - Identifies responsible parties
 - Defines next steps
- Themes



Mobility & Streets



Off-Street Trails



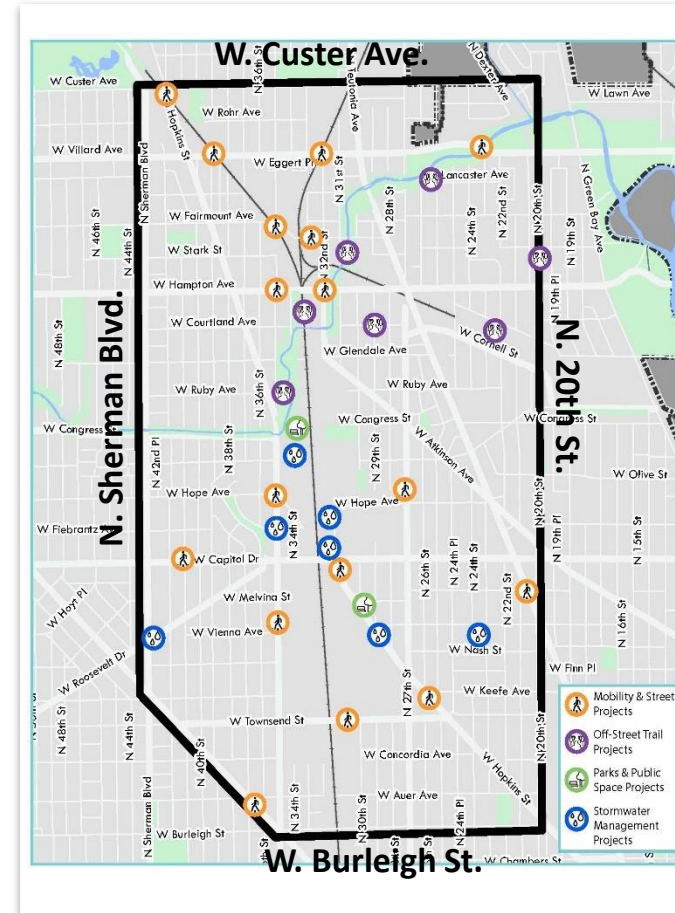
Parks & Public Spaces



Stormwater Management



Community Informed



Why was the plan developed?

- **There is a lot happening** in this area – the City, the Milwaukee Metropolitan Sewerage District (MMSD), neighborhood organizations, residents and business owners are all pursuing initiatives to make improvements to the area.
- Local and public partners identified the need for an action plan to bring these initiatives together to **improve coordination, set priorities, and recommend how to move projects forward.**
- The plan **complements ongoing economic development and community-led initiatives** in the area.



Planning Process

Spring '19

Fall '19

Winter '19-'20

Spring '20

Summer '20

Fall '20

Plan Launch Mtg.
April 24, 2019

Outreach (April – Nov. '19) – Theme Meetings, Focus Group, Business Meeting, Pop-ups at community events, interviews, presentations to neighborhood groups, door knockings

- **3 public meetings**
- **2 community walks**
- **1 business meeting**
- **1 Focus Group about Trails**
- **12 pop-ups** at community events
- **7 presentations** to neighborhood groups
- **Direct outreach:** door knocking (over **1,200 homes**), phone calls, and neighborhood newsletters
- **One-on-one** meetings: school principals, business owners, developers, and local organizations
- **Social media:** Facebook, Twitter, City's e-notify, partner email lists & social media

Draft Plan

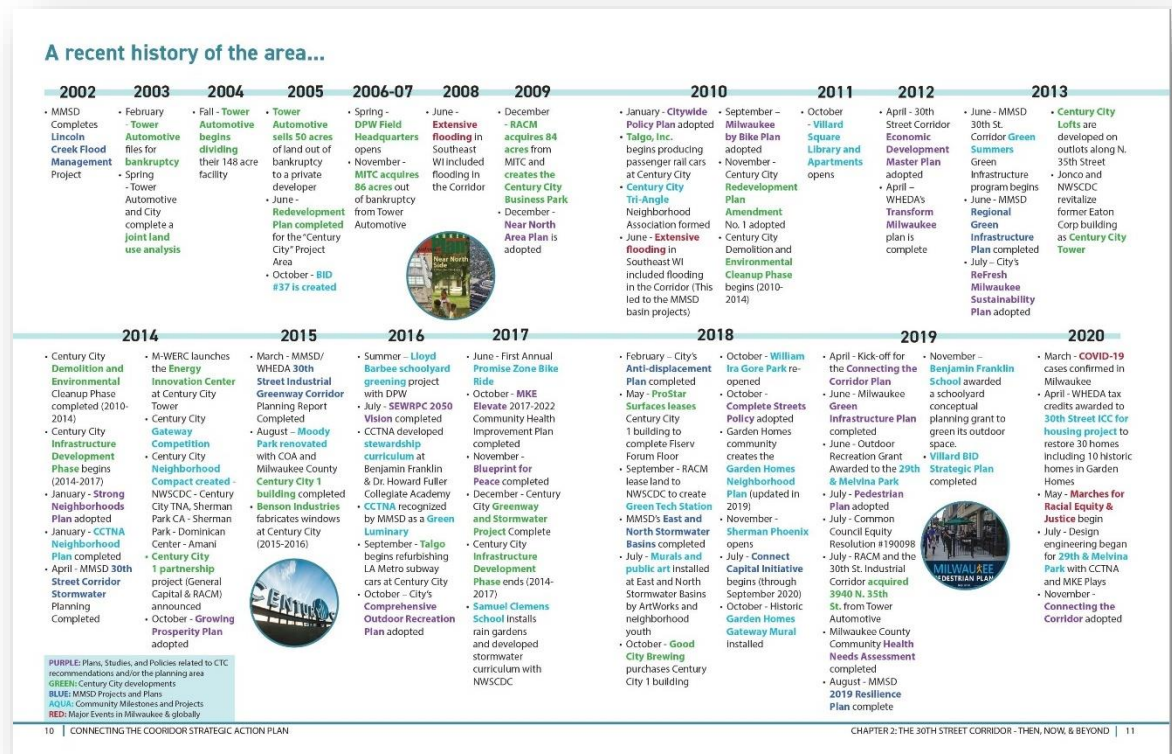
Plan Draft Public Review & Outreach

Plan Virtual Mtg.
September 14, 2020

Adoption

What is in the plan?

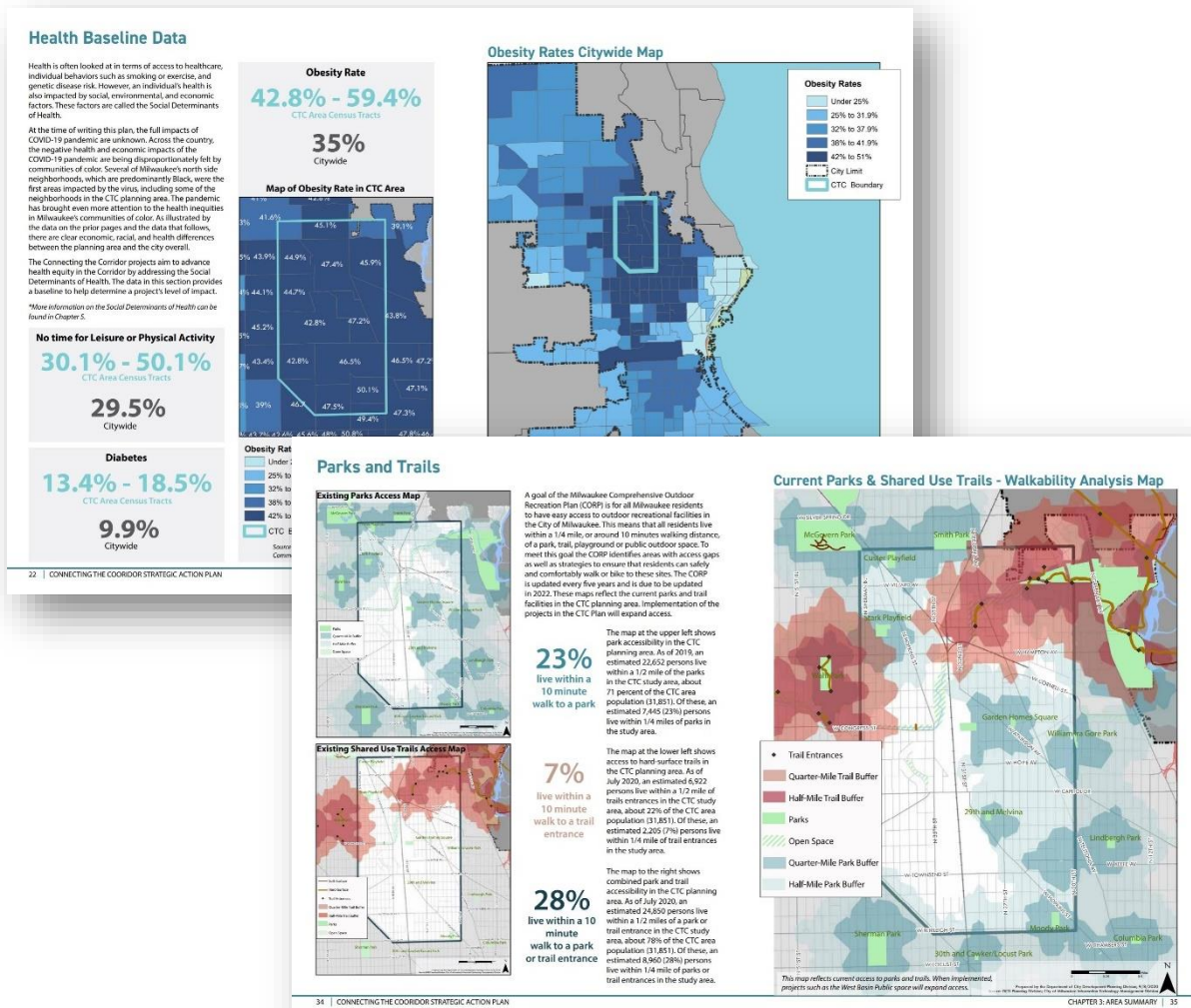
- **Chapter 1 – Introduction:** Plan purpose and themes.
- **Chapter 2 – The 30th Street Corridor:** Brief history of the 30th Street Corridor and a timeline the plans and events that served as a foundation for this plan.



Ch. 2 – Recent Events Timeline (2002-present)

What is in the plan?

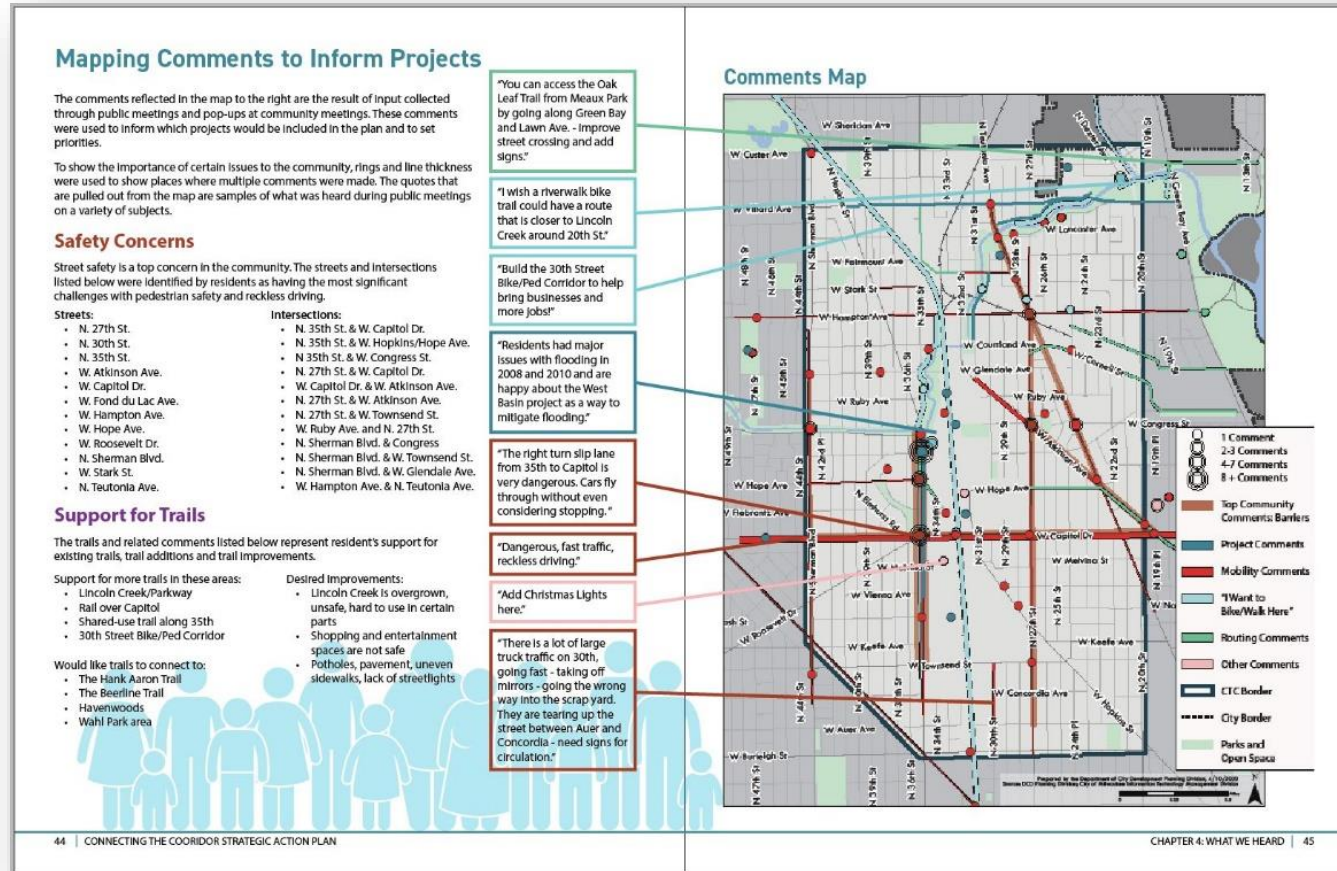
- Chapter 3 – Area Summary:** Information about community projects and a variety of data about the neighborhoods in the planning area including health data and analysis of existing park and trail access.



Pages from Ch. 3 - Mapping Comments

What is in the plan?

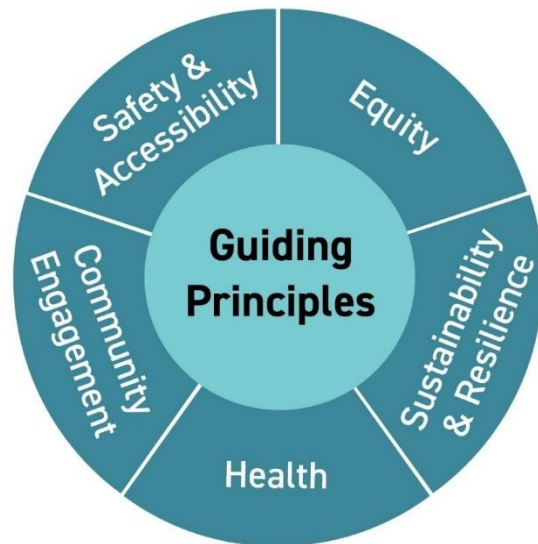
- Chapter 4 – What We Heard: Summary the engagement process and the key themes



Pages from Ch. 4 - Mapping Comments

What is in the plan?

- **Chapter 5 - Guiding Principles:** Defines the guiding principles that shaped the process and recommendations



COVID-19 pandemic and movement for racial justice and equity have reinforced the need for government to advance racial equity and reduce disparities in all aspects of government operations. CTC recommendations are grounded in public health and racial equity goals, and provide actionable projects and strategies to respond to community priorities in a way that will have meaningful impacts on health, safety, opportunity and access for residents.



What is in the plan?

- **Chapter 6 – Projects:**
- Details for all of the recommended projects.
- Project page(s) for each

Hampton Ave. Resurfacing & Long-term Improvements

Project Description:
This project is a two-mile resurfacing project with curb, sidewalk, and other replacement in some locations. There will be upgrades to ADA curb ramps, traffic signals, and street lighting. This project also includes considerations for the future of the Hampton corridor in relation to other recommended Connecting the Corridor projects. Based on the Pedestrian Plan, outreach, projects included in the Connecting the Corridor plan, and the current bus network, the plan recommends pedestrian safety improvements at the following W Hampton Ave. Intersections:

- N Sherman Blvd and W Hampton Ave. – High Risk Pedestrian Crash Intersection and bus stop
- N 37th St. and W Hampton Ave. – High Risk Pedestrian Crash Intersection with a bus stop half block away
- N 35th St. and W Hampton Ave. – Key north-south connection for bicyclists, bus stop, Boys and Girls Club and a school at northeast corner of the intersection
- N 32nd St. and W Hampton Ave. – Key north-south connection for bicyclists, part of the city's bike rack system, bus stop
- N Teutonia Ave. and W Hampton Ave. – High Risk Pedestrian Crash Intersection, several bus stops

Lead: DPW Major Projects

Partners:

- DRW - Stormwater, Lighting, Transportation Operations
- MCTS
- Outreach support: DCD and NMS/CC

Timeline:

Near-term:
Design - 2020-2022
Construction - 2023

Long-term:
Recommended connections - projects outside of resurfacing scope

Next Steps:

1. Scoping and Design
2. Outreach
3. Design Engineering
4. Implementation

Funding Possibilities:

- Program 206: Design funding - STP Urban

Why is it important?
City and regional plans support pedestrian, bicycle, and transit improvements along this corridor. Traffic and crash data and comments from the public show a need to calm traffic in this area and improve bicycle and pedestrian accommodations. This portion of W Hampton Ave. was identified in the Hill in the City of Milwaukee Pedestrian Plan. Intersection improvements at W Hampton Ave. will also provide key connections for pedestrians and bicyclists traveling north and south. Additionally, the bridge over Lincoln Creek on Hampton Ave. from N 32nd St. to N 31st St. is part of the city's bike route system.

The section of W Hampton Ave. between N 35th St. and N 31st St. is a key east-west connection for pedestrians and bicyclists to cross under the 30th Street Rail Corridor, but traffic speeds make it an uncomfortable place to walk and bike. The sidewalk along this stretch of W Hampton Ave. is about 6 feet wide and is attached to the street, which creates an uncomfortable environment for pedestrians.

Community benefits anticipated:



- Reduction in crashes
- Reduction in vehicle speeds
- Safer routes and better connections for bicycles and pedestrians
- Increase in bicycling
- Increase in walking
- Improved street crossings
- Aesthetic improvements (better crosswalks, etc.)
- Improved access to existing and planned parks and trails
- Improved community health

Related Projects or Projects in Close Proximity:

- Community-Informed Mobility Issues (p. 58)
 - Intersection N Teutonia Ave. & W Hampton Ave.
 - Corridor N 27th St. - W Hampton Ave. to W Auer Ave.
 - MCTS West (p. 68) - route or stop changes could impact design
 - 35th St. Bike Route Connection (p. 87) - intersects - need for pedestrian and bicycle improvements
 - 32nd St Bike Route Connection (p. 88) - intersects - need for pedestrian and bicycle improvements
- Beerline Trail Extension (p. 94) - adjacent, network connection to cross to connect the north-south
- Lincoln Creek Trail Connection - Cameron to Hampton (p. 99) - intersects near N 31st St., 32nd is a good location to cross
- 30th Street Corridor rail-with-trail (p. 100) - adjacent, potential connection.

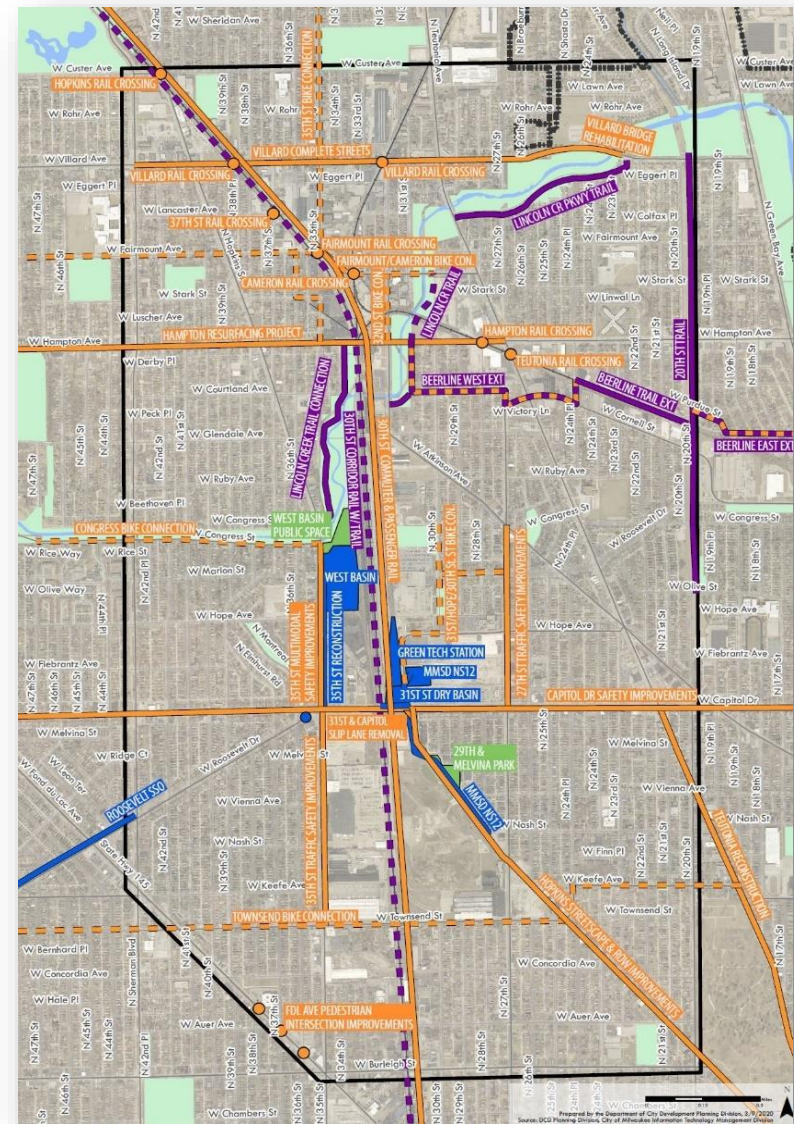
Supporting Plans and Policies:

- Pedestrian Plan (2018) - High Injury Network
- Complete Streets Policy & Implementation
- Milwaukee by Bike Plan 2010

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Project page example – Hampton Ave Project



What is in the plan?

- **Chapter 7 - Next Steps & Conclusion:**
 - Describes how to measure success and advance the projects.
 - Also provides community members with suggestions on how they can help move these projects forward and keep equity and community involvement at the forefront.

Measuring Success

The projects outlined in this plan aim to improve the overall quality of life for residents, employees, and visitors in Connecting the Corridor neighborhoods, further the city's sustainability and resilience goals, and help facilitate new investments in housing and jobs by improving the built environment.

This plan proposes utilizing before and after measures for projects in order to gauge their success in furthering the guiding principles set forth in this plan. The City of Milwaukee has recently strengthened its framework for measuring the impact of infrastructure investments through the implementation of its Complete Streets Policy. The Complete Streets Healthy and Equity Annual Report provides definitions and measurable criteria to evaluate the impact of major transportation projects.

Baseline data should be gathered at the beginning of each project, and to the right is a list of the success measures that can be used when evaluating Connecting the Corridor projects. The ability to gather data and the extent of what data is collected will vary by project type and scale. The Area Summary in Chapter 3 contains some before data for the full Connecting the Corridor plan area.

Streets Projects

- Reduction in crashes
- Reduced vehicle speeds
- Safer conditions for pedestrians and bicyclists
- Traffic counts

Trail Projects

- Number of individuals using trails
- Number of additional miles of trails added
- Number of activities and events hosted on trails

Parks and Public Space Projects:

- Number of individuals using public space and new amenities
- Self-reported time spent at public space per/week or month
- Number of activities and events held in public space
- Number of diverse groups hosting programs or events associated to the public space
- Use of new outdoor classrooms for environmental education

Stormwater Management Projects

- Reduced impacts from stormwater flooding






Multiple types of projects

- Self-reported level of physical activity
- Self-reported mental health
- Self-reported time spent outside per/week or month
- Sense of community pride and ownership
- Increase in bicycling and walking
- Increase of access to natural areas
- Land value
- Crime – real and perceived
- Development – vacant properties redeveloped
- Jobs

Projects

- 27th & 35th Street Traffic Safety Improvements
- 29th & Melvina Park
- 20th Street Corridor Trail
- West Basin & Related Stormwater Projects
- West Basin Public Space
- Green Tech Station
- Villard Complete Streets
- Hopkins Streetscape
- Capitol Dr. Multimodal Safety Improvements
- 30th Street Corridor Rail-with Trail

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27th St. & 35th St. Traffic Safety Improvements



27th St (Capitol to Atkinson)



35th St (Townsend to Congress)

Project Scope:

- Revised pavement markings and signs
- Repurposes travel lanes and adds new turn lanes and / or bike lanes
- High visibility crosswalk markings, safer pedestrian crossings
- Similar projects substantially reduce crashes, crash severity, and speeding

Schedule:

- Late 2020 / early 2021
 - Continued outreach and final design
- Summer 2021
 - Installation

27th St. & 35th St. Traffic Safety Improvements



Old World Third: Before



35th St. Walk, May 2019



Old World Third: After

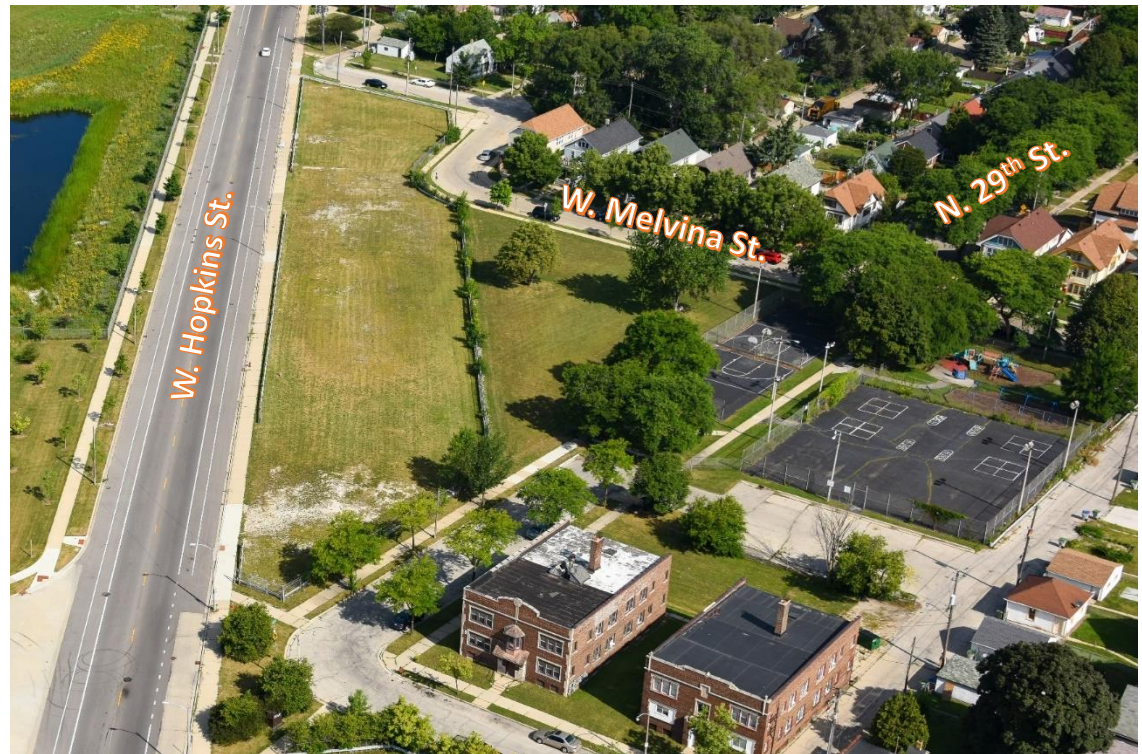
27th St. Walk, August 2019



29th & Melvina Park



- Redevelopment of an aging park and brownfield
- Community-driven design with expanded amenities and green infrastructure
- Timeframe
 - Outreach and Design 2020
 - Construction 2021



29th & Melvina Park



Renderings of the future park



MELVINA PARK
SEPTEMBER 2020



Ce Planning Studio

new eden
LANDSCAPE ARCHITECTURE

THE SIGMA GROUP
Single Source. Sound Solutions.



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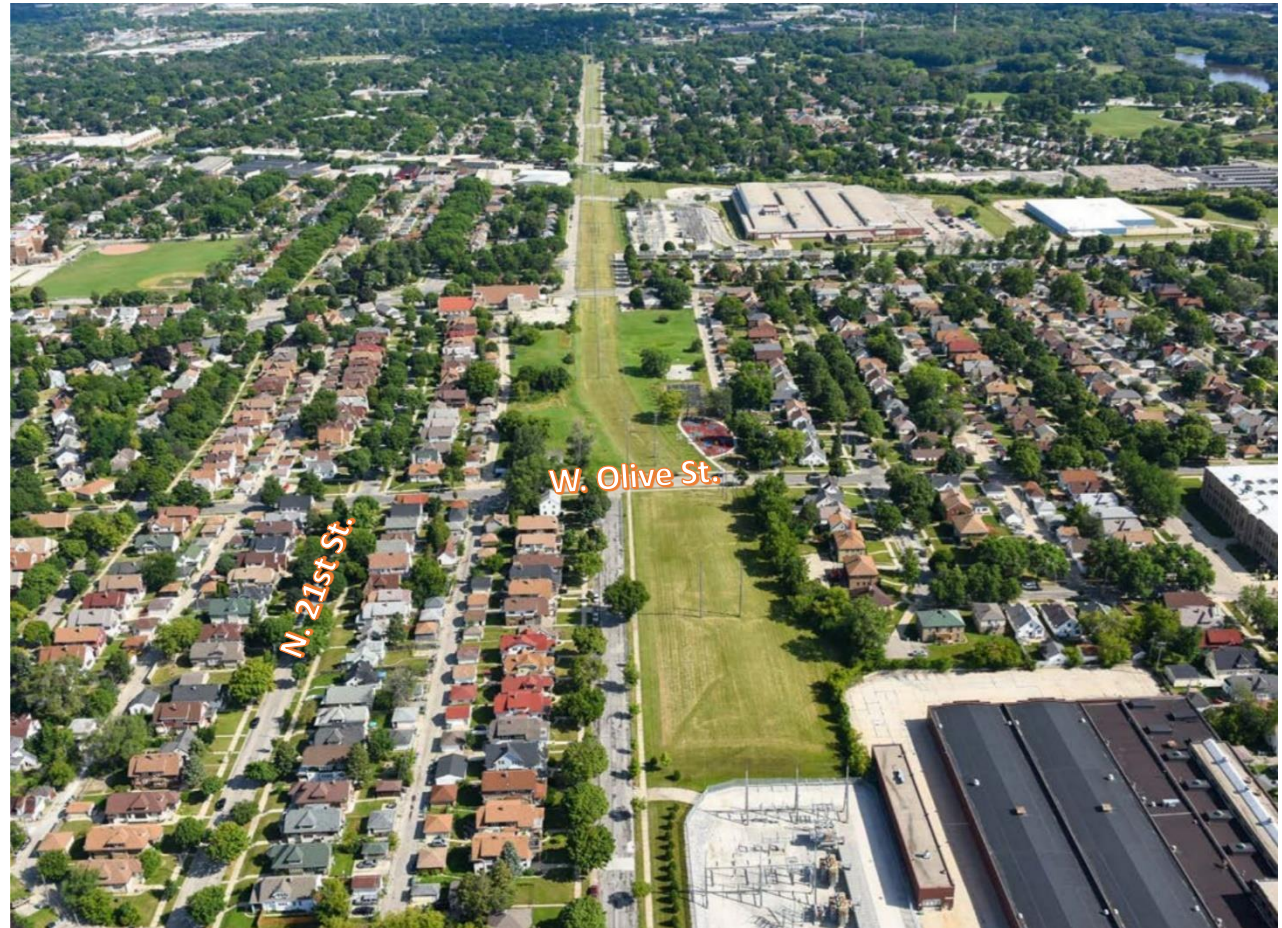


DEPARTMENT OF
CITY DEVELOPMENT



20th Street Corridor Trail

William Ira Gore Park to Meaux Park/Oak Leaf Trail



West Basin



- The third of a system of three stormwater basins in the 30th Street Corridor
- Planned capacity of 31 million gallons, which is designed to reduce stormwater flooding for storm events up to the 100-year storm event.



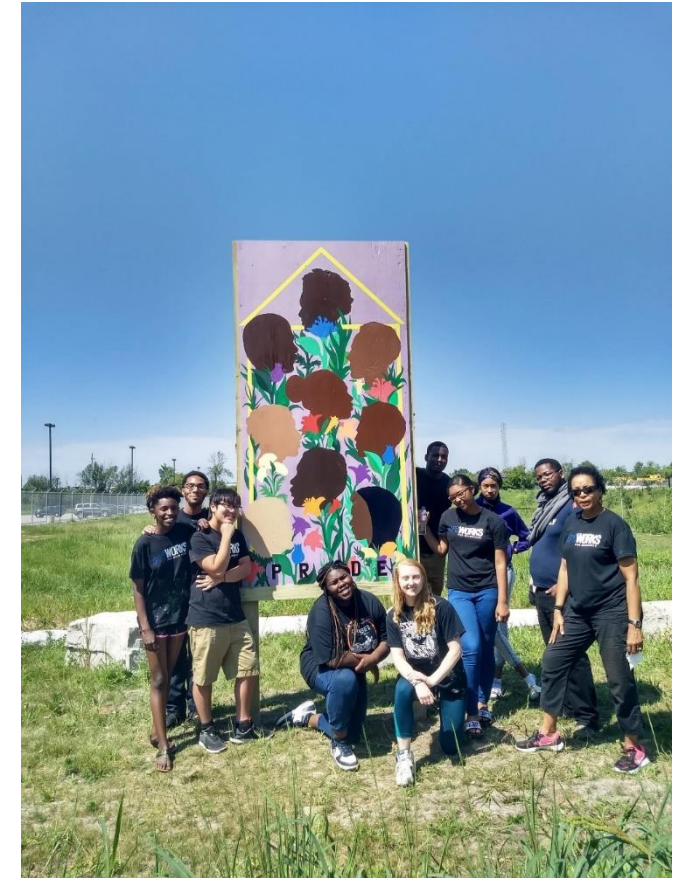
West Basin Public Space



- Two acres of land owned by MMSD adjacent to the West Basin Stormwater Project will provide an opportunity to develop community-prioritized green space amenities.
- The stormwater basin, green space, and potential trail along Lincoln Creek are integrated projects.
- Timeline:
 - 2020 – 2022 Community engagement
 - 2021 – 2022 MMSD design engineering for West Basin with stakeholder engagement; will include planning for green space amenities



West Basin Public Space



Green Tech Station



- Transforming a brownfield into a green infrastructure demonstration & education center
- Field trip destination for students
- Manages stormwater where it falls



Green Tech Station Features



Native plants & trees

20,000 gallon underground cistern

Permeable pavement & test plots

4 bioswales

Educational kiosks & walking paths

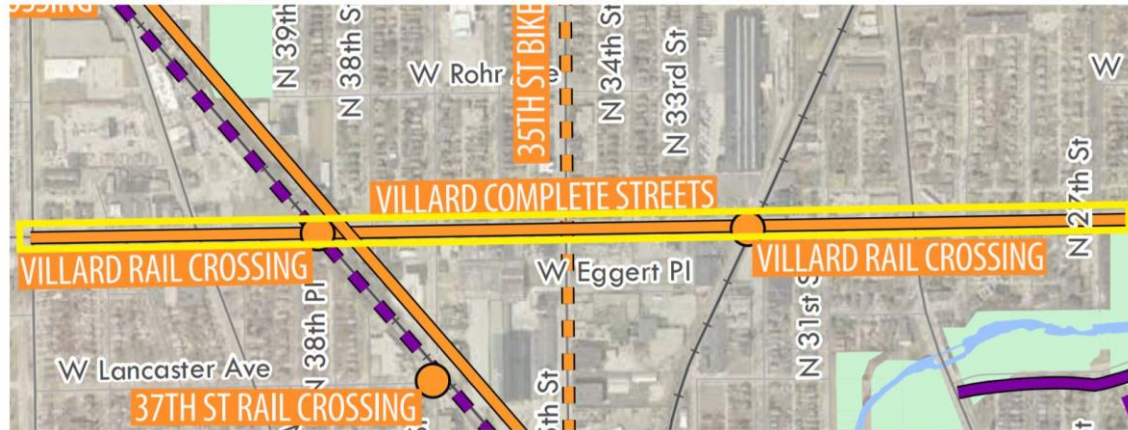
Solar-powered outdoor classroom



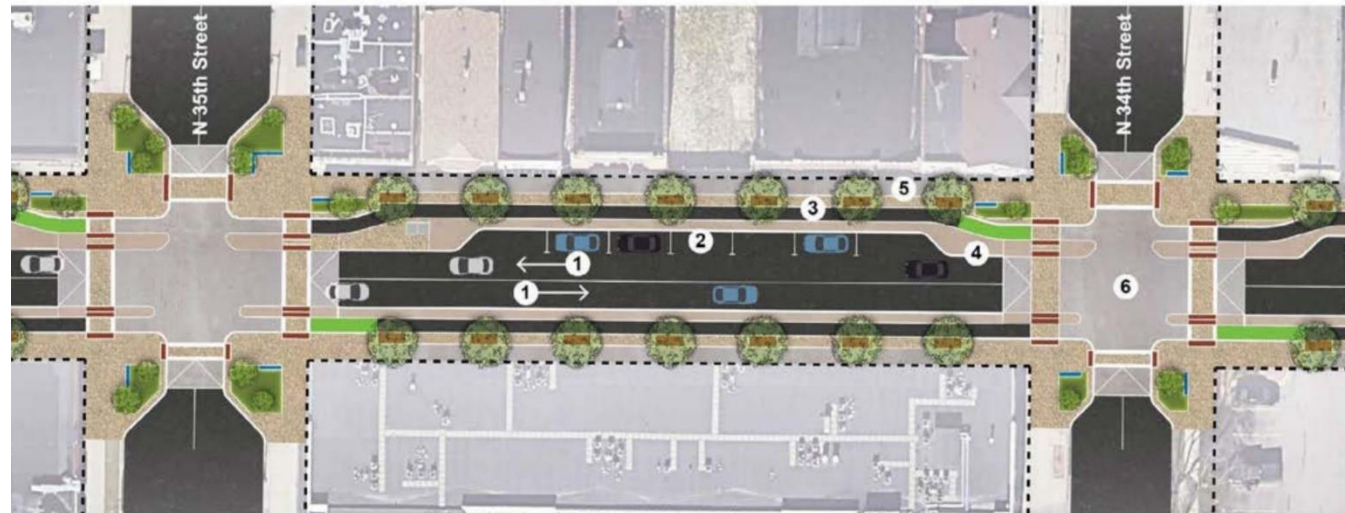
Villard Ave. Complete Streets



Short and long-term steps to improve traffic safety and implement traffic calming on W. Villard Ave. from N. Sherman Blvd. to Lincoln Creek Parkway.

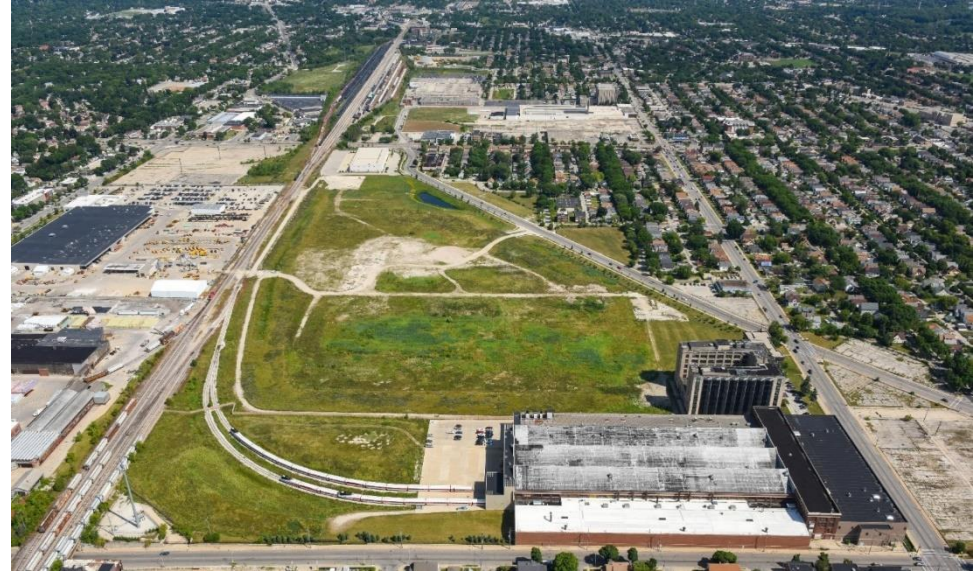


- Short-term - opportunities for Rapid Implementation improvements
- Long-term - Reconstruction



Rendering from Villard Charette - 2020

Hopkins Streetscape



Conceptual Project to redesign Hopkins between W. Capitol Dr. and N. 15th Street to improve safety and enhance pedestrian environment.



Capitol Drive Multimodal Safety Improvements



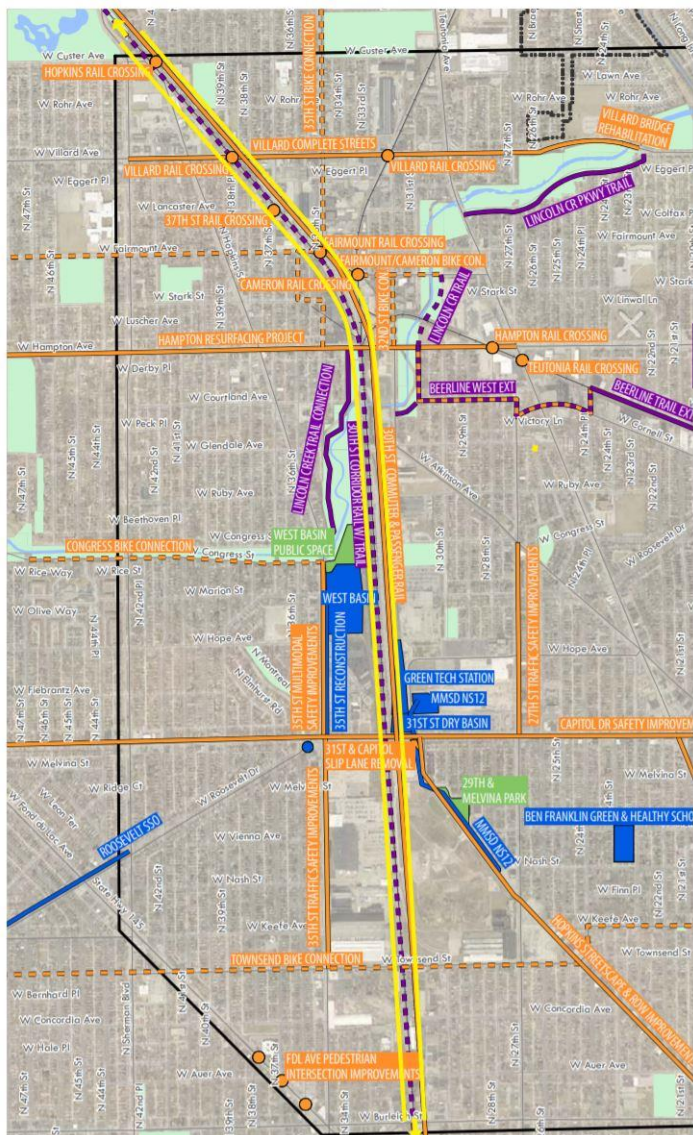
For this conceptual project, the city will work with WISDOT to explore opportunities for safety improvements and improved walking, biking, and transit accommodations along W. Capitol Dr. within and beyond the CTC planning area. There are also likely opportunities for stormwater management and adding green space.



N. 35th St. & Capitol Drive



30th St. Corridor Rail-with-Trail



A 5.2-mile connection along or near the 30th Street Rail Corridor from the Havenwoods State Park to the Hank Aaron State Trail. It is part of the proposed Route of the Badger trail network.

Project would help address disparate access issues and provide opportunities for economic development along the route.



30th St. Rail Corridor



KK River Trail

Next Steps

- Common Council approval
- As part of the City of Milwaukee's Comprehensive Plan, Connecting the Corridor serves as an official guiding document.

- Implementation:
 - Guides projects that are moving forward now & those that are conceptual
 - Assists the city and partners in seeking funding for implementation
 - As shown in the project summaries, the City will be joined by a committed and capable team of partners working to carry out projects and ensure they remain anchored to the goals of the community.



Thank you!