

3.4 Residential

Vision

Residents of the Southeast Side have a strong sense of community cohesiveness, and preserving the traditional physical characteristics of the neighborhoods and quality of life is of major importance to them. In order to preserve these qualities new developments must respond to its context and add to the neighborhood's livability.

Land Use Policies

Appropriate Types / Mix

• Provide a variety of affordable housing types for elderly and young households.

• Encourage the conservation of the existing single-family and duplex owner-occupied housing units and types.

• Promote the development of infill sites along existing neighborhoods' residential streets with single family and duplex homes. Where they follow the "location" recommendations in the next section, allow multi-family residential uses.

• Encourage adaptive reuse of commercial and industrial loft structures for residential and mixed uses.

Location

• Ensure the compatibility of new residential land uses with adjacent land uses.

• Capitalize on public park and recreational trail systems by encouraging residential developments on neighboring parcels.

• Encourage owner-occupied multifamily residential mixed use developments along commercial corridors in infill locations where retail and commercial activities are being revitalized.

Conversely, where a multi-family, high density residential district is recommended in this Plan, allow neighborhood-serving commercial establishments commonly found in urban neighborhoods.

• Encourage elderly housing near neighborhood commercial land uses and bus routes.



Form Policies

Parcel

• For infill and existing single family and duplex development, maintain original platted lot dimensions and sizes.

• Locate the garage with access from the alley. Whether a garage is attached or detached, it shall not be the front most building.

• On primary streets, avoid vehicular curb cut access by providing access from alleys or side streets.

• Protect the integrity of existing residential streets with new construction setbacks consistent with, but no greater than, the average existing neighborhood conditions.

• For newly developed residential areas, urban development patterns that define the street edge are required. Setbacks should be minimized, but courtyards, porches and planting zones are expected.

• Design connections and transitions of residential uses to adjacent public and commercial uses.

• Consider including small lanes to be used as shared space for pedestrians and automobiles within major developments.

Building and Site Elements

• On existing neighborhood residential streets, new buildings should be compatible in setbacks, height and character with the neighboring structures.

• Where a multi-family, high density residential district is recommended in this Plan, allow a wide range of lot sizes, smaller setbacks, a high percentage of lot coverage and greater building heights.

• All new residential buildings should respect and enhance the street as an integral part of the place by fronting the street with windows, entries and entrance transition elements.

• Indoor parking is preferred. Surface parking lots larger than 24 cars are discouraged.

• Design connections and transitions of residential uses to adjacent public and commercial uses.

• Access to outdoor private or communal space is desirable for each dwelling unit.

FIRST ONE

	District 1: Port of Milwaukee	District 2: Bay View
Vision	<ul style="list-style-type: none"> Preserve the port as a strategic resource. Identify development opportunities for environmentally sensitive, job creating land uses. Buffer industrial port land uses from residential areas to the south. 	<ul style="list-style-type: none"> Preserve and exploit the characteristics of a traditional neighborhood.
Use Policies	<ul style="list-style-type: none"> P5: Develop the area immediately north of the Port headquarters. P6: Partially redevelop the loop ramp at the west end of the Lincoln Ave. bridge incorporating a greenway. P11: Consider the possibility of developing an office between Carferry Dr. and the Union Pacific railroad after further community input. P3: Return the Contained Disposal Facility to a natural coastal resource in stages as it becomes filled. 	<ul style="list-style-type: none"> B1. Encourage use of existing architecturally significant buildings as neighborhood scale hotels or bed & breakfasts. B2. Maintain the mix of single family and duplexes in the neighborhood. B3. Maintain neighborhood commercial.
	<ul style="list-style-type: none"> Specific form recommendations for each Use change site and redevelopment opportunity are provided in the text. 	<ul style="list-style-type: none"> B4. Make permanent the interim Bay View / South Shore Drive Neighborhood Conservation Overlay conservation district. B5. Create gateways at key entries to the district. B6. Consider encouraging new development in the district to be of similar traditional architectural character. B8. Along Chase Avenue encourage an urban environment with architectural designed development and high quality building and landscaping materials.
Programmatic Initiatives	<ul style="list-style-type: none"> P1: Develop the parcel next to the Lake Express in accordance to the Public Trust Doctrine and lakebed grant. P7: Redevelop the former US Army Reserve Site at 2372 S. Logan Avenue as a catalytic project. See Catalytic Project #2. Examine alternative technologies to reduce the impacts of the coal pile on nearby uses. Encourage employment opportunities as they're essential to the health of the neighborhood. 	<ul style="list-style-type: none"> B7. Encourage investment in Bay View Target Investment Neighborhood. B9. Encourage re-use of vacant and underutilized industrial and commercial parcels on Chase Ave.
	<ul style="list-style-type: none"> P2: Move the Oak Leaf Trail. P4: Rehabilitate the Lincoln Avenue Bridge. P8: A KRM commuter rail station should be placed on Bay St. at Lincoln Ave. P9: Utilize the Lake Express terminal as a gateway to Milwaukee and Bay View and an intermodal hub. See text for details. P10: Put a bicycle/pedestrian path on the Hoan Bridge when it is rehabilitated. 	<ul style="list-style-type: none"> B10. Create visual/sound barriers to STH-794. B11. Consider bike lanes on major roads throughout the area to increase bike commuting, increasing the connectivity of bike/pedestrian trails and linking to public spaces, lake, and Downtown.

District Matrix

	District 3: SoMo - South of Morgan	District 4: Airport Gateway Business Area
Vision	<ul style="list-style-type: none"> Discover and maintain this gem of a relatively affordable residential neighborhood. Encourage successful small businesses. 	<ul style="list-style-type: none"> Become an "airport city."
Use Policies	<ul style="list-style-type: none"> S1. Maintain the mix of single family and duplexes in the neighborhood. S2. Maintain neighborhood commercial on Howell Ave. and other existing scattered locations. S3. Accommodate new development that includes elderly housing, mixed use, live/work arrangements and the need for small and start up businesses. 	<ul style="list-style-type: none"> A1. Emphasize commercial and residential uses toward the northern end of the district while separating industrial and transportation uses toward the southern end. A2. Rezone vacant and underutilized industrial properties generally southwest of Layton Ave. and Howell Ave. to mixed use commercial and residential to support the town center concept described in Catalytic Project #1. See Catalytic Project: Layton and Howell Town Center. A3. Designate empty areas and vacant facilities near the airport as industrial parks, mark them more clearly, improve access, and connect roads. A4. Rezoning may need to occur in the Lucas Park/New Coeln neighborhood if and when a decision is made regarding the addition of a parallel runway at General Mitchell International Airport. A5. Rezone for multi-family residential, and supporting services and retail for senior housing along the east side of Wilson Park.
	<ul style="list-style-type: none"> S4. Preserve traditional character of housing and businesses. S5. Consider allowing a taller building at a key location if supported by the market and the community, for example 6th St. and Norwich Ave. 	<ul style="list-style-type: none"> A6. Support the Garden District initiative to improve aesthetics of the area.
	<ul style="list-style-type: none"> S6. Develop infill housing along the 6th St. North Shore Interurban line. S7. Improve bike/ped connectivity. 	<ul style="list-style-type: none"> Refer to Layton and Howell Town Center Catalytic Project Area
	<ul style="list-style-type: none"> S8. Add landscaped bike/ped trail on east side of 6th St. S9. Add a bike/ped ped trail along the edge of the WE energies power line. S10. Create pedestrian/bike trail along Wilson Creek. S11. Provide Bus Rapid Transit on Howell Ave. S12. Add a dog park north of Layton Ave. S13. Maintain and improve boulevards. 	<ul style="list-style-type: none"> A7. Connect the street grid between Layton Ave. and Edgerton Ave. to direct traffic away from Holler Park residences. A9. Use Wilson Creek as a corridor for a recreational trail. A10. Support the realignment of 6th St. near the airport to accommodate required safety zones. A11. Examine possibility of removing concrete lining along Wilson Creek and tributaries. A12. Create an arrival gateway feature for people arriving to Howell Ave. from the airport.

District Matrix

4.2 District 2: Bay View

Existing Conditions

Location

Bay View is located in the northeast section of the Southeast Side Area. The general boundaries are Lake Michigan to the east, Chase Ave. to the west, Bay St. to the north, and the Union Pacific rail line to the south. The main commercial corridor is Kinnickinnic Ave., described later in the Corridors section of this chapter, and runs northwest-southeast through the heart of the community.

Land Use

The area consists primarily of residential uses. These uses are a mix of single family residences with a majority of duplex and multi-family dwellings. The land pattern follows a traditional urban grid with interconnected streets and sidewalks and service alleys. Well kept front yards and tree lined streets define the character of Bay View's neighborhoods.

Industry is sparse within the district, but heavy industry borders all along the north and west in the Kinnickinnic Industrial Area and Port of Milwaukee.



The commercial uses found along Kinnickinnic Avenue are mostly local businesses while national businesses are located along Chase Ave.

Transportation

The Lake Parkway runs north-south allowing access to the area from downtown, while north-south I-94 passes just west of the district. The major arterials in the area include Kinnickinnic Ave., Lincoln Ave., Oklahoma Ave., and Chase Ave., which connect the neighborhoods to Lake Parkway and north-south I-94. The Canadian Pacific Railway and Union Pacific Railroad pass through the district. Bike lanes are present on Kinnickinnic Ave. and Howell Ave., while bike routes include portions of Oklahoma and Clement Avenues. Bicycle access is also available on the Oak Leaf Trail.

Public Green Space

Bay View is noted for its abundance of parks, playfields and waterfront resources. Humboldt Park is a landmark park within the community. South Shore Park and Beulah Brinton Park also serve the neighborhood, while Sijan Playfield provides space for sports recreation.

Plans to revitalize sections of the Kinnickinnic River corridor will create additional lengths of bike path. The Oak Leaf Trail runs along and through Humboldt Park and South Shore Park as well.

Recommendations

Vision

Bay View residents have a strong sense of community cohesiveness, and preserving the traditional physical characteristics of its neighborhoods and quality of life is of major importance to them. In order to preserve these qualities new developments must respond to the context and add to the neighborhood's livability.

Land Use

B1: Encourage use of existing architecturally significant buildings as neighborhood scale hotels or bed & breakfasts.

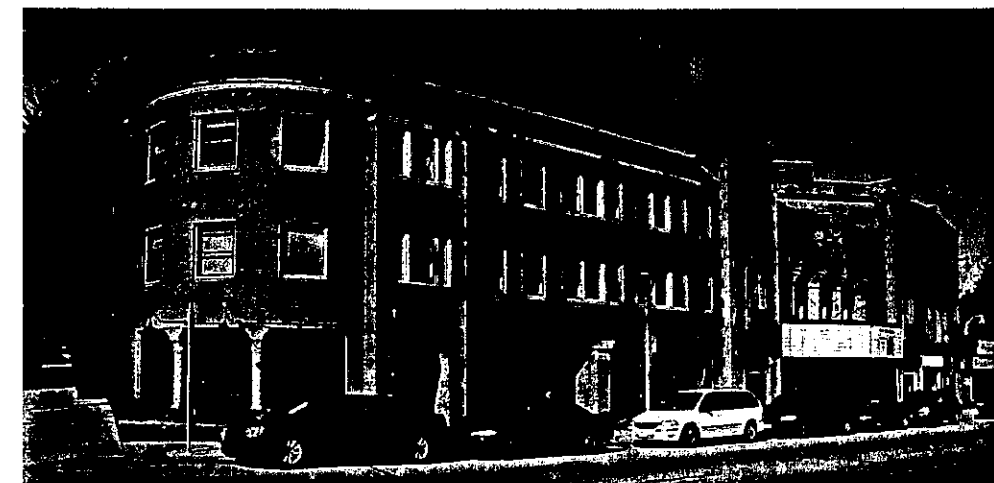
Many historical neighborhoods have found that the very nature of their community can be an economic resource. This recommendation seeks to remove barriers from using a variety of buildings as guest lodging, including but not limited to zoning, signage, and board review.

B2: Maintain the mix of single family and duplexes in the neighborhood.

B3: Maintain neighborhood commercial.

These recommendations follow recommendations already stated in Chapter 3 but emphasize the importance of preserving existing character in Bay View.

Handwritten notes and signatures on the right margin, including the word "FIRST" written vertically.



Form

B4: Make permanent the interim Bay View / South Shore Drive Neighborhood Conservation Overlay conservation district.

In July 2008, a neighborhood conservation plan and development and design standards for the area was approved by City Plan Commission for the area located along Shore Dr. between Russell Ave. and Estes St.

The Neighborhood Conservation Overlay Zone is intended to protect the distinctive features, identity or character worthy of retention or enhancement of older areas and districts.

The Bay View residents in this area have identified maximum lot coverage and building height as items to ensure appropriate infill development, alterations and additions. Specifically, the overlay would limit the maximum building height to 40 feet (current zoning allows for 45 feet) and would prohibit flat roofs. Additionally, the maximum lot coverage would be 25%. While current zoning allows for 30% maximum lot coverage for an interior lot and 40% coverage for a corner lot, currently most houses in the district have less than 20% coverage.

An Interim Study Overlay Zone was approved in May of 2006 to allow discretionary review of development proposals in this area where changes in zoning provisions

are contemplated or underway. This Neighborhood Conservation Overlay Zone will allow for permanent provisions to be put in place.

A copy of the map and guidelines is available at www.mkedcd.org/planning/cpc/BayViewOverlay.

B5: Create gateways at key entries to the district.

Site visits would need to determine the particular locations. The bridge just north of KK St. & Becher Ave. should be considered for a gateway, as it signifies the industrial importance of Bay View history.

B6: Consider encouraging new development in the district to be of similar traditional architectural character.

The inclusion of this recommendation represents the community's appreciation for the traditional nature of the built environment. However, actually putting this recommendation into practice would require a bold new mechanism such as a conservation district or an architectural review board. That step requires much more community discussion.

Redevelopment Strategy

B7: Encourage investment in Bay View Target Investment Neighborhood.

The Targeted Investment Neighborhood program is a neighborhood revitalization strategy

in which the City of Milwaukee, working with a neighborhood community partner, Bay View Community Center, focuses resources in a relatively small area (6 to 12 City blocks) in an effort to stabilize and increase owner-occupancy, strengthen property values and improve the physical appearance of a neighborhood.

The goal of the program is to reverse trends of disinvestment by improving the physical and social infrastructure of a neighborhood, improving its desirability as a place to live, work and invest.

The Bay View TIN program began in April 2008 and will be active for a two year period. Contact <http://www.mkedcd.org/housing/TIN.html> for more information.

B8: Along Chase Avenue encourage an urban environment with architectural designed development and high quality building and landscaping materials.

B9: Encourage re-use of vacant and underutilized industrial and commercial parcels on Chase Ave.

Chase Ave. has been slowly redeveloping for years without a vision to guide it. In this Plan it defines the boundary between Bay View and the Kinnickinnic River District. Currently an uneasy mix of industry, big box retail, and social services coexist. However, the area has tremendous potential.

Chase Ave. has direct freeway access just north of the planning area and to the south via Holt Ave. Large parcels are highly visible from I-94. And the Kinnickinnic River greenway defines a northern gateway.

These assets suggest that the area could become an office park like the \$70 million Honey Creek Corporate Center on I-94 at 84th St.

A chief concern is the size and location of surface parking lots. Future development needs to locate buildings and planting areas near the street to maintain the area's special feel and prevent the street from becoming a generic suburban strip.

Transportation

B10: Create visual/sound barriers to WIS 794.

B11: Consider bike lanes on major roads throughout the area to increase bike commuting, increasing the connectivity of bike/pedestrian trails and linking to public spaces, lake, and downtown.