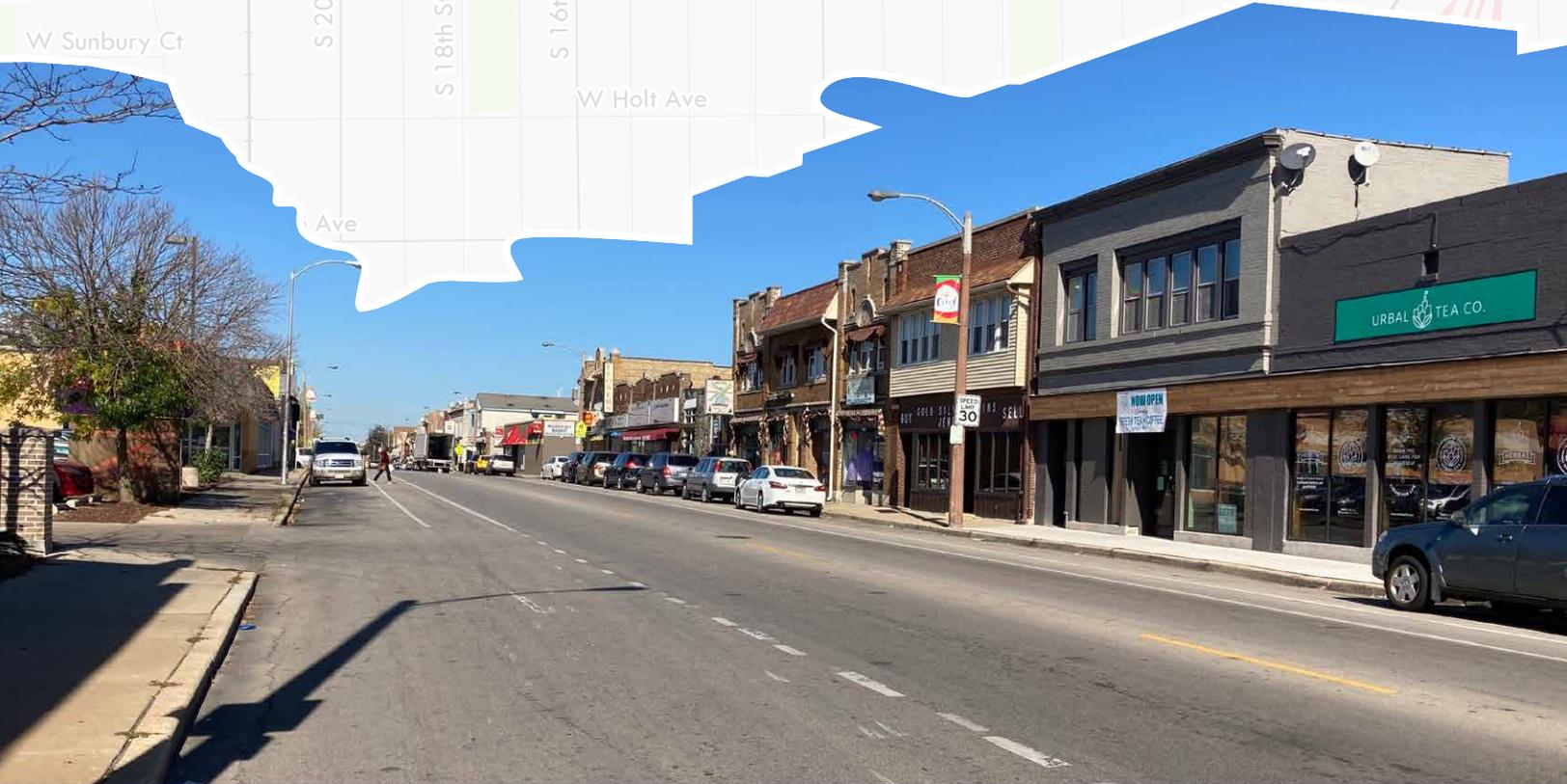


ENVISION SOUTH 13TH STREET TOGETHER

A Strategic Action Plan for the South 13th Street & West Oklahoma Avenue Corridors
Part of the Southwest Side and Near South Side Area Plans



CITY OF MILWAUKEE
DEPARTMENT OF CITY DEVELOPMENT
XXX 2022

MILWAUKEE
comprehensive **Plan**

Envision South 13th Street Together Strategic Action Plan

A Part of the Southwest Side and
Near South Side Area Plans



Prepared by the City of Milwaukee
Department of City Development

XXXX 2022

ACKNOWLEDGEMENTS

CITY OF MILWAUKEE

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The Executive Summary and Projects Chapter are available in Spanish at www.milwaukee.gov/Envision13th

El Resumen Ejecutivo y el Capítulo sobre Proyectos están disponibles en español en www.milwaukee.gov/Visualicemos13

Unless otherwise stated, photos are credited to the City of Milwaukee, Department of City Development.

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EXECUTIVE SUMMARY



Vision: The Envision South 13th Street Together Plan builds upon the area's identity and imagines South 13th Street, West Oklahoma Avenue, and the surrounding neighborhoods as a diverse, welcoming, and vibrant community that honors the unique history of the area with places for all ages, abilities, and backgrounds to walk, work, play, and shop.



What is Envision South 13th Street Together?

Envision South 13th Street Together is a strategic action plan that amends the Southwest Side and Near South Side Area Plans. It builds on initiatives and projects happening in the area. The Plan provides actionable steps for reinvigorating the S. 13th Street and W. Oklahoma Avenue area and improving connections to the surrounding neighborhoods.



WHY WAS THE PLAN DEVELOPED?

Since the Southwest Side Area Plan's adoption in 2009, there have been a number of projects and plans in the area, such as:

- The Crisol Corridor, also known as Business Improvement District (BID) #50, formed in 2015. The BID runs north-south along S. 13th Street from Cleveland to Morgan Avenues, and east-west on W. Oklahoma Ave from S. 15th to Chase Ave.
- The Kinnickinnic River Neighborhood Plan (2009), led by the Milwaukee Metropolitan Sewerage District (MMSD) and the Sixteenth Street Community Health Centers (SSCHC), created a vision for the river and the surrounding area. Community engagement has been ongoing since that plan's completion.
- In 2018, Milwaukee joined a national initiative called Connect Capital. The initiative has brought together representatives from MMSD, the City, BID #50, and SSCHC to look at how to leverage MMSD's flood management investment in the area to catalyze the creation of community amenities, improve connectivity and safety through complete streets, and spur economic development.
- Through Connect Capital outreach, the BID's work, and SSCHC community projects, residents, businesses, and other stakeholders have brought forward concerns such as unsafe streets, underutilization of properties, and the need for a stronger identity for the South 13th Street corridor and the surrounding neighborhood.

With significant activity occurring in the area, there was a need for a planning process to align the needs of the business and residential community with public and private partners to spur action and reinvigorate South 13th Street and West Oklahoma Avenue.

THE BIG IDEAS THAT GUIDE NEXT STEPS

The guiding principles are based on the community's input during the planning process and previous planning efforts. They helped shape Plan's project recommendations and inform implementation steps.



WHAT ARE THE NEXT STEPS?

Realizing the vision outlined in the Envision South 13th Street Together plan means working with partners towards the implementation of the projects outlined in the Plan. Some projects are underway and some can be completed in the short term. Others represent a longer term vision, needing additional outreach and research. There are some projects with secured funding, while others will need additional resources to move forward.

HIGHLIGHTED PROJECTS

The Envision South 13th Street Together Plan includes over 50 projects. These projects are designed to build upon each other to achieve the plan's vision and guiding principles. Here are a few of the Plan's projects. (Timing is defined by start date.)

Implementation Timing: Underway

STOREFRONT APPEARANCE EDUCATION

What and Why? The BID & City will work together to encourage attractive building façades and structurally sound buildings through education about building and zoning codes, and licensing. Improving storefronts to meet local code compliance helps attract more customers, while also addressing health and safety issues of the commercial corridor.

BUSINESS PROMOTION

What and Why? The BID will continue to promote the corridors as a destination through marketing campaigns, highlighting businesses along the corridor. Promotion of businesses is key in helping provide stability for existing businesses and draw new complementary businesses into the area.

GRANT PROGRAMS

What and Why? The BID and DCD will continue to support businesses through grant programs for building improvements, security and beautification. Grants that assist with façade improvements help create a sense of place on the corridor and increase interest in local businesses, which is in line with what business owners identified as high priorities.

BUSINESS ATTRACTION

What and Why? The BID with support from DCD Commercial Corridors will continue to encourage a diverse range of businesses, including family-friendly businesses. The diversity of businesses, especially small local businesses, is unique in this area and valued by the business and residential community.



Humbled Hands after façade grant; cr. BID #50



Urbal Tea after façade grant



Lincoln Music on S.13th St.



Todo Postres on S. 13th St.



Pedestrian improvements at S. 13th St. and W. Dakota Ave.

Implementation Timing: Short Term (0-3 years)

OKLAHOMA MULTIMODAL SAFETY IMPROVEMENTS

What and Why? Traffic safety improvements will be installed to provide safer accommodations for people walking, biking, and driving, reduce vehicle speeds and crashes, and better organize traffic through pavement markings and signage. Improving the safety of W. Oklahoma Avenue will help it become an asset instead of a barrier for the community

KINNICKINNIC RIVER FLOOD MANAGEMENT PROJECTS

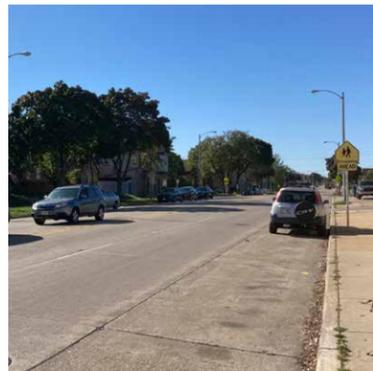
What and Why? These projects will remove concrete channel lining, expand channel size, acquire and remove homes within the floodplain, and improve bridges. This will slow down flood flows and increase flood storage, improving public safety by reducing the risk of drowning, while also improve aquatic and riparian habitat conditions.

DESIGN GUIDELINES

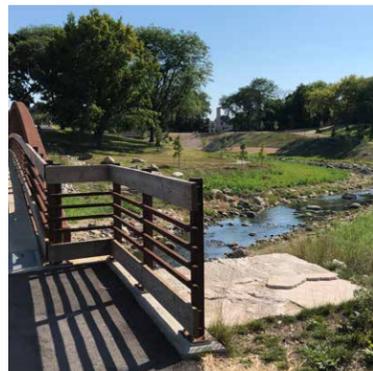
What and Why? DCD Planning will create a new quick resource with examples of revitalized storefronts and guidelines that can be utilized throughout the city. This will be a guide, not a requirement for businesses. Historical architecture is an important aspect creating a sense of place. The planning area is rich with buildings from the early twentieth century with detailed façades that should be maintained as they express the history and character for the area.

KINNICKINNIC RIVER TRAILS

What and Why? The Kinnickinnic Flood Management Projects provide the opportunity to expand a shared use trail along the river. Trails provide low-stress routes for people of all ages and abilities to ride, while also providing an opportunity for residents and commuters to connect to the larger trail system.



W. Oklahoma Ave., between S. 9th Pl. and S. 10th St.



Pulaski Park bridge and trail

Implementation Timing: Ongoing (phased over time; timing of resources unknown)

13TH STREET COMPLETE STREETS

What and Why? A multiple phased project with an end goal of making S. 13th Street into a Complete Street – a place where it is safe, enjoyable, and convenient to walk, bike, take transit, drive, or simply experience streets and public spaces. This project overlaps with many others in the Plan.

ART INTEGRATION

What and Why? Recommendation to integrate art throughout the planning area in both static and functional forms in the public realm. Art helps create a sense of place and makes it a more enjoyable place for all. Public art is accessible and interesting for all ages, helping create family-friendly environments. Increased opportunities to elevate art and local artists help build community, draw interest, and drive investment in the corridors. There is community empowerment and ownership when art reflects the community.



S. 6th St. and W. Oklahoma Ave. Mural



Historic façade on S. 13th St.; cr. BID



S. 13th St and W. Manitoba Ave.

THE PROJECTS



Envision South 13th Street Together calls for a set of coordinated projects that fall within one or more of the themes below:

ECONOMIC DEVELOPMENT – These projects and recommendations build on existing programs to support local businesses as well as encourage more commerce and investment in the area.

STREETS & TRANSPORTATION – These projects aim to reduce reckless driving in the neighborhood and make other forms of transportation, especially walking, more safe and comfortable to all.

GENERAL SAFETY – These projects help lower both the incidence and perception of crime in the community, while increasing its sense of safety.

COMMUNITY BUILDING – These projects help strengthen the sense of community in the area through community activities and civic engagement.

OUTDOOR RECREATION – These projects provide actions for upcoming parks and trails projects and provide recommendations for improving current outdoor recreational amenities. This section also provides overall recommendations for new or updated trails, parks, and play spaces.

STORMWATER & FLOOD MANAGEMENT – These projects provide actions for upcoming stormwater and flood management projects, explore opportunities for strategic stormwater management projects, and encourage more neighborhood greening.

PLACEMAKING & ART – These projects include visual improvements for the corridors and neighborhoods that are in line with its identity while also promoting the area as a local destination.

CRISOL CORRIDOR - BID #50

Shortly after the Business Improvement District's inception, the name Crisol was chosen as it means melting pot in Spanish. This business district is one of the most unique in all of metropolitan Milwaukee. Small businesses neighbor international franchises and a diversity of cultures are reflected in the many restaurants and other business establishments. The BID was formed by local businesses in order to fund and organize projects that improve the economic vitality of this area. The three primary goals that guide the activities of the BID are:

- 1) Enhance the image of the business district with beautification,
- 2) Improve the security and perception of safety in the business district, and
- 3) Market the area for commercial growth.

The Envision South 13th Street Together plan supports and sets direct actions for meeting those goals.



ENGAGEMENT

The planning and engagement processes for this Plan were carried out almost entirely during the COVID-19 pandemic. This fundamentally changed the way that those processes were carried out and led to the use of new engagement methods. Although using mostly virtual engagement and outreach during this time frame had challenges, it also led to engagement with populations that may have been missed with the use of mostly in-person meetings. It also provided ways to follow up with video recordings and clips.

Overall, the community and partners provided the extensive feedback necessary to ensure that recommended projects align with the business and residential community direction and input. This Plan reflects their vision and would not have been possible without all of the community partners.

To conduct outreach, the Department of City Development partnered with the business improvement district and neighborhood groups already working in the community. Outreach included:

- Bilingual **Facebook Live Launch with 1000+ views!** of the recording
- **6 bilingual virtual public meetings**
- **400+ views** of meeting recordings and clips
- 2 business-focused meetings
- 2 interviews - **1 news article + 1 podcast**
- **Direct engagement with youth** at 2 schools
- **5 pop-ups** at community events and presentations to neighborhood groups
- **25 yard signs**
- **12 one-on-one** meetings
- **236 Survey responses** (residential & business)
- **900+ interactions** on Project website
- **50+ social media posts:** Facebook, Twitter, Instagram, + City's E-notify + partner's email lists and partner social media

HEALTH & EQUITY

The Plan's recommendations are grounded in public health and equity goals, and provide actionable projects and strategies that echo priorities in a way that will have a meaningful impact on the health, safety and opportunities of businesses and residents.

STAYING INVOLVED

How do you as a community member, use this plan to move things forward?

- **Talk with your neighbors** about these projects to spread awareness.
- **Contact your Alderperson** when you have ideas, comments, or concerns - visit milwaukee.gov/CommonCouncil or call (414) 286- 2221.
- **Sign up for the City of Milwaukee's E-Notify** system to receive emails about projects, public meetings, and more at milwaukee.gov/enotify. We recommend signing up for news from your Aldermanic District, the Department of Public Works, Milwaukee County Parks, Bicycle and Pedestrian News, Southwest Plan, and Near South Plan.
- **Contact the Department of City Development's** Planning Division and ask about a project - southwestsideplan@milwaukee.gov, (414) 286-5800.
- **Get involved** with local organizations – Crisol Corridor BID, Neighborhood Associations, Block Clubs, Walking/Biking Advocacy Groups, Sixteenth Street Community Health Centers, and Southside Organizing Center.
- **Social Media** - Follow the groups above, City departments, and alderpersons on Facebook, Instagram, and Twitter. Not all groups will have accounts, but many do.
- **Get outside and explore** your neighborhood and surrounding public spaces.
- **Participate** in future input opportunities for these projects and more.



Looking North on S. 13th St. near W. Oklahoma Ave.

1. INTRODUCTION

WHAT IS ENVISION SOUTH 13TH STREET TOGETHER?

Envision South 13th Street Together is a strategic action plan to advance projects and investment along the South 13th Street and West Oklahoma Avenue Commercial corridors and surrounding neighborhoods. It amends two of the City's Comprehensive Area Plans – the Southwest Side Area Plan and the Near South Side Area Plan.

In 2009, the City of Milwaukee adopted the Southwest Side Area Plan and the Near South Side Area Plan as elements of the City of Milwaukee Comprehensive Plan after significant community input and engagement. The Area Plans cover a wide range of topics including economic development, housing, neighborhood development, transportation, and parks and open space, and serve as the City's overarching guiding vision for land use, development, and public improvements in the Southwest Side and Near South Side.

Through recommended projects, policies, and a vision, the Envision South 13th Street Together plan builds upon the initiatives and projects occurring in the area and sets actionable steps for reinvigorating the S. 13th Street and W. Oklahoma Avenue corridors and improving connections to the surrounding neighborhoods. The Plan is the result of a planning process that built consensus around priorities and built social connections between neighborhoods, the business corridors, and implementation partners.

VISION

The projects in this plan work toward achieving the community's vision. A vision statement is sort of like the "headline" for the plan. Through the outreach process, the following vision was developed:

The Envision South 13th Street Together plan builds upon the area's identity and imagines South 13th Street, West Oklahoma Avenue, and the surrounding neighborhoods as a diverse, welcoming, and vibrant community that honors the unique history of the area with places for all ages, abilities, and backgrounds to walk, work, play, and shop.

WHY WAS THE PLAN DEVELOPED?

Since the Southwest Side Area Plan's adoption in 2009, there have been a number of projects, plans, and initiatives in the area, including:

- The Kinnickinnic River Neighborhood Plan (2009), led by the Milwaukee Metropolitan Sewerage District (MMSD) and the South Sixteenth Street Community Health Centers (SSCHC), created a vision for the river and the surrounding area. Community engagement has been ongoing since the plan's completion.
- Business Improvement District (BID) #50, also known as Crisol Corridor, was formed in 2015 to fund and organize projects that improve the economic vitality of the area. The BID runs north-south along S. 13th Street from W. Cleveland to W. Morgan Avenues, and east-west on W. Oklahoma Avenue from S. 15th Street to S. Chase Avenue.
- In 2018, Milwaukee joined a national initiative called Connect Capital. The initiative has brought together representatives from MMSD, the City, BID, and SSCHC to look at how to leverage MMSD's flood management investments in the area to catalyze the creation of community amenities, improve connectivity and safety through complete streets, and spur economic development.
- Through Connect Capital outreach, the BID's work, and SSCHC community projects, residents, businesses, and other stakeholders have brought forward concerns such as unsafe streets, underutilization of properties, and the need for a stronger identity for the S.13th Street and W. Oklahoma Avenue corridors.

With all of the activity occurring in the area, there was a need for a planning process to align the needs of the community with public and private partners to spur action and reinvigorate South 13th Street and West Oklahoma Avenue.

PROJECT THEMES

Envision South 13th Street Together calls for a set of coordinated projects that fall within one or more of the themes below. Projects are designed to build upon each other to achieve the plan's vision and guiding principles. More information on the Guiding Principles is on the next page and theme definitions are included in Chapter 4.



ECONOMIC DEVELOPMENT



STREETS & TRANSPORTATION



GENERAL SAFETY



COMMUNITY BUILDING



OUTDOOR RECREATION



STORMWATER & FLOOD MANAGEMENT



PLACEMAKING & ART

THE BIG IDEAS THAT GUIDE THE NEXT STEPS...

The guiding principles are based on the community's input during the planning process and previous planning efforts. They helped shape plan's project recommendations and inform implementation steps.

ECONOMY

The South 13th Street area has a thriving business corridor and long-term residents who are committed to the success of these businesses and their neighborhood. Projects and actions in this plan aim to support businesses, maintain affordability, encourage compatible and infill development that is family-friendly, and strengthen the identity and diversity of the area.

CULTURE & HISTORY

The history and culture of a neighborhood are a central piece to its identity. To strengthen residents' sense of place in their neighborhood, projects and actions aim to preserve, complement, and celebrate the area's historic character and evolving cultural character.

SUSTAINABILITY & RESILIENCE

The impacts of climate change, including increased flooding, are felt unevenly in Milwaukee, leading to long-lasting health consequences that disproportionately affect low-income neighborhoods and communities of color. Projects and actions recommended in this plan aim to take sustainability and resilience into account. Management of stormwater can reduce negative impacts to residents and businesses, improve water quality, and support natural ecosystems. Air quality is improved by investing in the natural environment like trees and green spaces, and by creating streets and a transportation system that encourages the use of transportation modes other than driving in a vehicle alone.



COMMUNITY ENGAGEMENT

The projects in this plan aim to improve quality of life, build community cohesion, and increase community ownership and pride in the area. Authentic community engagement in planning processes is necessary to make this a reality and to ensure that projects are implemented in way that has the greatest positive impact for the community. Taking time to utilize varying methods to engage with the community in planning and designing projects ensures that the end product best serves the community.

EQUITY

Neighborhoods thrive when they are welcoming and provide accessible opportunities to all people. Different neighborhoods have different needs and what works to help the residents of one community thrive, may not be what is needed for another. Achieving equity means that everyone can reach their full potential, without barriers. The implementation of projects in this plan shall represent the needs of the diverse community in the South 13th Street area through collaboration with partners and engagement with the public to ensure equitable outreach and implementation.

HEALTH

Though health is often looked at in terms of access to healthcare, individual behaviors such as smoking or exercise, and genetic disease risk, it is also impacted by the Social Determinants of Health which are social, environmental, and economic factors. The projects and actions in this plan promote the improvement of overall health for all of its residents by promoting healthy behaviors, increasing social cohesion, improving and expanding access to the natural and street environments, and supporting the economic stability of the commercial corridors.

STREET SAFETY & MULTIMODAL TRANSPORTATION

Reckless driving in the city of Milwaukee is considered a significant risk to health and safety. Street design often enables dangerous driving, sometimes leading to negative health outcomes. Streets and public spaces are made safer for all users, especially the most vulnerable users, by applying complete streets elements, increasing connectivity between jobs and assets, applying Crime Prevention Through Environmental Design (CPTED) principles, and building community cohesion. The projects in this plan recommend improvements to all aspects of the street environment, which will encourage residents of all ages and abilities to safely use multimodal transportation options.



Pulaski Park event, 2019; cr. SSCHC



Historic façade; cr. BID #50



W. Oklahoma Ave. near S. 6th St.

HOW TO USE THE PLAN

CHAPTER 1 – INTRODUCTION

Introduces the Plan's Vision, Purpose and Guiding Principles.

CHAPTER 2 – AREA SUMMARY

Provides brief summaries of related plans and initiatives in the area along with Data. It is split up into 8 sections: History; Business, Economy, & Land; Demographic Data; Neighborhoods & Community; Health & Safety; Transportation; Outdoor Recreation; and Resilience.

CHAPTER 3 – WHAT WE HEARD

Summarizes the engagement process and the key themes and community needs that emerged throughout the planning process.

CHAPTER 4 – PROJECTS

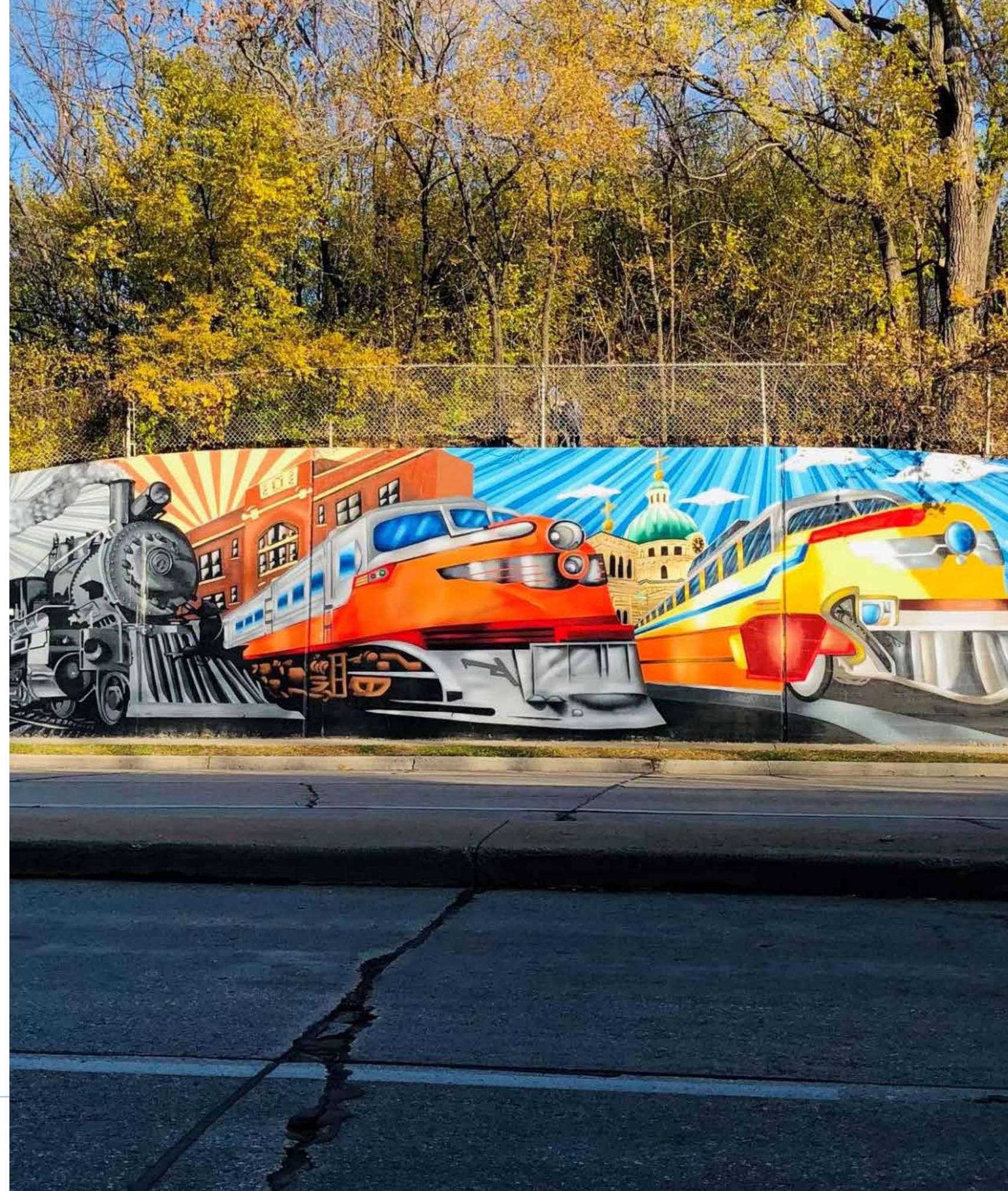
Contains all of the recommended Economic Development, Transportation & Streets, General Safety, Community Building, Outdoor Recreation, Stormwater & Flood Management, and Placemaking & Art projects.

CHAPTER 5 – PROJECT IMPLEMENTATION CHART

Contains a quick resource chart that lists all of the projects, leads, implementation partners, and time frames.

CHAPTER 6 – CONCLUSION & NEXT STEPS

Describes next steps and how stakeholders will advance the recommended projects. This chapter also provides residents, businesses, and other community members with suggestions on how they can help move these projects forward.





2. AREA SUMMARY

This model illustrates the building ages, heights and forms along a portion of the S. 13th Street and W. Oklahoma Avenue corridors.

YearBuilt

- ≤1900
- 1901 - 1930
- 1931 - 1960
- 1961 - 1990
- 1991 - 2020

This chapter begins with a brief and recent history of the planning area. It moves on to provide data and information in the following categories:

- Business, Economy & Land (p. 12)
- Demographics (p. 18)
- Neighborhoods & Community (p. 21)
- Health & Safety (p. 24)
- Transportation (p. 27)
- Outdoor Recreation (p. 34)
- Resilience - Water & Green (p. 36)

The history, plans, and initiatives summarized in this chapter have informed the projects and recommendations in the Envision South 13th Street Together Plan (Envision 13th).

HISTORY & SIGNIFICANT MILESTONES

Milwaukee’s historic South Side – including the neighborhoods and commercial corridors that lie just to the north and south of W. Oklahoma Avenue within the planning area – have always been a hub for cultural activity, diverse commercial offerings, and a place where new immigrant populations throughout the generations have continued to set familial roots alongside those that came before, continuously adding to the culture of this welcoming and diverse area of the city.

The community that falls within the planning area may be most easily defined as the space where two defined neighborhoods meet and intertwine at their shared boarder along W. Oklahoma Avenue. Though both of these areas each contain other smaller well-defined pocket neighborhoods with distinct names and backgrounds, they can generally be described geographically as the Polonia neighborhood, which includes the community to the north of W. Oklahoma Avenue in the planning area, and the Morgandale neighborhood, which includes the community to the south of W. Oklahoma Avenue in the planning area.

There have been a variety of significant events and milestones that have taken place over the years in this area. All of which have played a role in shaping the community contained within the planning area on Milwaukee’s far South Side.



Plaza Theater on S.13th St. - Built in 1926 & razed in 1959; cr. Cinema Treasures

1870s
Polish immigrants begin to populate what would later be known as the Polonia neighborhood just south of W. Greenfield Avenue. With this influx of population came a building boom that brought new, more economical homes, which would later be known as the “Polish Flat”. (Polonia, the Latin term for Poland, as well as the Polish term for a Polish-American community or settlement).

1920s
Mexican immigrants begin settling on the South Side. Poles continue to immigrate to the area.

1941-1945
Immigration halts during World War II but starts again with continued growth of the Polish community after the end of the war.

1980s
The Latino/Latinx immigrant population begins to populate the Historic South Side and Polonia area we know today, all the while bringing with it new retail and commercial offerings, places of worship and other social gathering spaces.

1915
By this time, the Polish home building boom had reached its southern most point at and around W. Oklahoma Avenue, and its western boarder of S. 27th Street. During residential expansion south, new retail and commercial development followed along the major corridor of S. 13th Street.

1950s-1970s
Continued immigration of Mexican, Puerto Rican, Salvadoran, Cuban and other Latin American populations. Population begins to move south of Walkers Point.

2010
The South Side continues to diversify with 62% of the population in the planning area identifying as Hispanic and a growing Asian population. (See Demographic section for more information).

Source: Timeline information from John Gurda’s book “Milwaukee – City of Neighborhoods”, and US Census data.

A RECENT HISTORY...

<p>2006</p> <ul style="list-style-type: none"> October - Vision for the Kinnickinnic River Trail Corridor (development of a community network of trails, open space, places and people along the Kinnickinnic (KK) River Corridor) is established by SSCHC, Groundwork, National Park Service, Community Design Solutions, UWM, Dept. of Natural Resources, and the City of Milwaukee 	<p>2007</p>	<p>2008</p>  	<p>2009</p> <ul style="list-style-type: none"> May - Near South Side Area Plan adopted December - Southwest Side Area Plan adopted December - Kinnickinnic River Corridor Neighborhood Plan completed 	<p>2010</p> <ul style="list-style-type: none"> January - Citywide Comprehensive Policy Plan adopted September - Milwaukee by Bike Plan adopted 	<p>2011</p> <ul style="list-style-type: none"> 6th and Rosedale restoration starts 	<p>2012</p> <ul style="list-style-type: none"> 6th and Rosedale restoration ends KK River Trail from 1st & W. Lincoln Avenue to S. 6th Street & W. Rosedale Avenue complete 	<p>2013</p> <ul style="list-style-type: none"> Creation of Kinnickinnic River Neighbors in Action (KKRNIA) by various neighborhood groups including, SOC, SSCHC, Groundwork MKE June - MMSD Regional Green Infrastructure Plan completed 	<p>2014</p> <ul style="list-style-type: none"> July - City's ReFresh Milwaukee Sustainability Plan adopted January - Strong Neighborhoods Plan adopted October - Growing Prosperity Plan adopted 
<p>2015</p> <ul style="list-style-type: none"> First funded year for the Crisol Corridor BID #50 Milwaukee Outdoor Recreation Facilities Master Plan (MPS) 2015-2024 	<p>2016</p> <ul style="list-style-type: none"> July - SEWRPC 2050 Vision completed October - City's Comprehensive Outdoor Recreation Plan adopted Modrzejewski Park Master Planning engagement began 	<p>2017</p> <ul style="list-style-type: none"> September - Safe Routes to School programming began at Zablocki October - MKE Elevate 2017-2022 Community Health Improvement Plan completed November - Blueprint for Peace completed November - The BID commission's artist Mauricio Ramirez to create the Crisol Corridor district gateway mural at SW corner of S 13th Street & W Oklahoma Avenue 	<p>2018</p> <ul style="list-style-type: none"> MKE Rec - Equity Prioritization Model Report completed Grant 1 received for redevelopment of Modrzejewski Park April - Zablocki Elementary Safe Routes to School parent survey July - Connect Capital Initiative begins (ends in September 2020) SSCHC partnership with Zablocki Community School begins October - Complete Streets Policy adopted October - Community meeting to discuss street safety 	<p>2019</p> <ul style="list-style-type: none"> June - City's Green Infrastructure Plan completed July - Pedestrian Plan adopted July - Common Council Equity Resolution #190098 December - MMSD Resilience Plan completed Milwaukee County Community Health Needs Assessment completed May-July Installation of bird and bat homes and deity murals along the KK River Trail 	<p>2020</p> <ul style="list-style-type: none"> February - Sixteenth Street Community Health Centers, Crisol Corridor BID and MMSD launched the South 13th Street survey March - COVID-19 cases confirmed in Milwaukee May - Marches for Racial Equity & Justice begin July - Community-led mural installed at S. 6th Street & W Oklahoma Avenue: "Polonia Past, Present and Future", artist: Lopez Art Collective July - Rapid Implementation Improvements installed on S. 13th Street. August - Pulaski 	<p>2021</p> <ul style="list-style-type: none"> June - MKE Rec Modrzejewski Park design, planning & community outreach begins, construction expected in 2022. Morgan Avenue Complete Streets project completed October - Pulaski Pool Mural completed 	<p>2022</p> <ul style="list-style-type: none"> March - Adoption of Envision South 13th Street Together 	

GOLD: Plans, Studies, and Policies related to E13 recommendations and/or the planning area
GREEN: Crisol Corridor BID Projects
BLUE: MMSD Projects and Plans
AQUA: Community Milestones and Projects
DARK BLUE: Milwaukee Rec Projects and Plans
RED: Major Events in Milwaukee & globally

BUSINESS, ECONOMY, & LAND

CRISOL CORRIDOR - BUSINESS IMPROVEMENT DISTRICT #50

Business Improvement Districts are close partners in the City's efforts to develop strong commercial, residential and industrial areas of the City that create jobs and a higher quality of life in Milwaukee.

The Crisol Corridor, also known as Business Improvement District #50, began in 2015. The name Crisol was chosen as it means melting pot in Spanish, and this business district is one of the most unique in all of metropolitan Milwaukee. Small businesses neighbor international franchises and a diversity of cultures are reflected in the many restaurants and other business establishments. The BID runs north-south along S. 13th Street from Cleveland to Morgan Avenues, and east-west on W. Oklahoma Avenue from S. 15th Street to Chase Avenue.

The BID was formed by local businesses in order to fund and organize projects that improve the economic vitality of this area. The three primary goals that guide the activities of the BID are: 1) Enhance the image of the business district with beautification, 2) Improve the security and perception of safety in the business district, and 3) Market the area for commercial growth. Envision 13th supports and sets direct actions for meeting those goals.

In addition to the projects and recommendations laid out in this Plan, there are several citywide plans that guide and support development throughout the city and are applicable to the planning area.

SOUTHWEST SIDE & NEAR SOUTH SIDE AREA PLANS

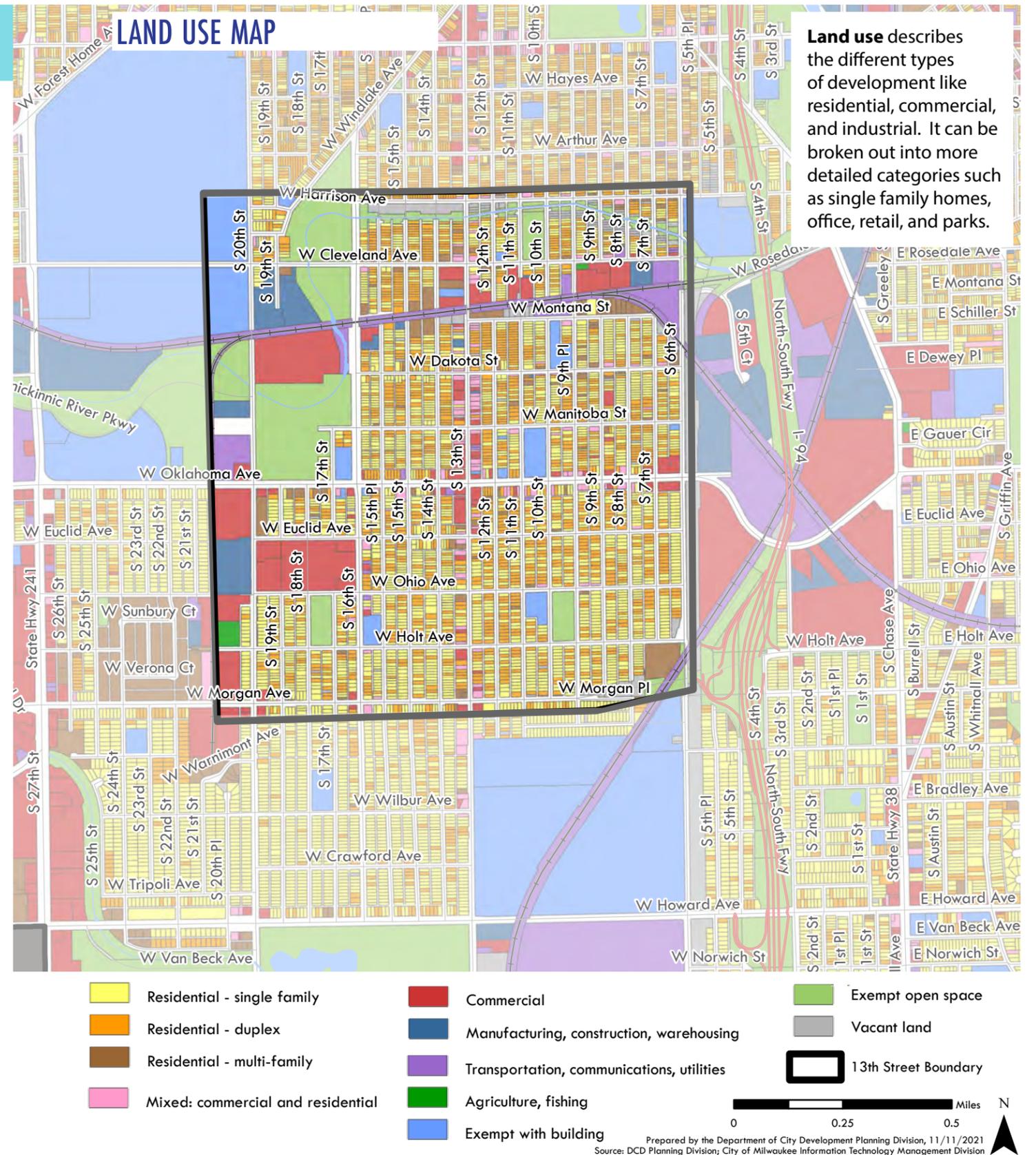
In 2009, the City of Milwaukee adopted the Southwest Side Area Plan and the Near South Side Area Plan as elements of the City of Milwaukee Comprehensive Plan after significant community input and engagement in the Southwest Side and Near South Side. Area Plans guide future neighborhood development with land use, design, and catalytic project recommendations. Within the Envision 13th planning area, approximately the northern third of the planning area is within the Near South Plan boundaries and the southern two-thirds is located in the Southwest Side Plan boundaries. The recommendations in each of these Area Plans are applicable to the Envision 13th planning area. Envision 13th builds upon these Area Plans to provide project recommendations and policies specific to the Envision 13th planning area.

INDUSTRIAL LAND ANALYSIS

The City of Milwaukee's updated Industrial Land Analysis was adopted in September 2021. The Milwaukee Industrial Land Analysis is designed to build a shared understanding of Milwaukee's current industrial sector and provide a roadmap for future decision-making. This analysis will influence land use and zoning decisions for years to come, and includes a tool for the City of Milwaukee to use in making future decisions regarding land use and zoning. Guidance on industrial land use is included in Chapter 4.

GROWING PROSPERITY

Growing Prosperity is an Action Agenda for Economic Development in Milwaukee, adopted in 2014. The Plan outlines 10 principles and a broad vision, closely aligned with the goals of the M7 Framework, that will put the City of Milwaukee and its residents on a path to economic success. This Action Agenda explores four areas of focus: location-based opportunities, human capital development, entrepreneurship and innovation, and quality of life and spaces, and identifies strategies to develop and capitalize upon strengths in these areas.





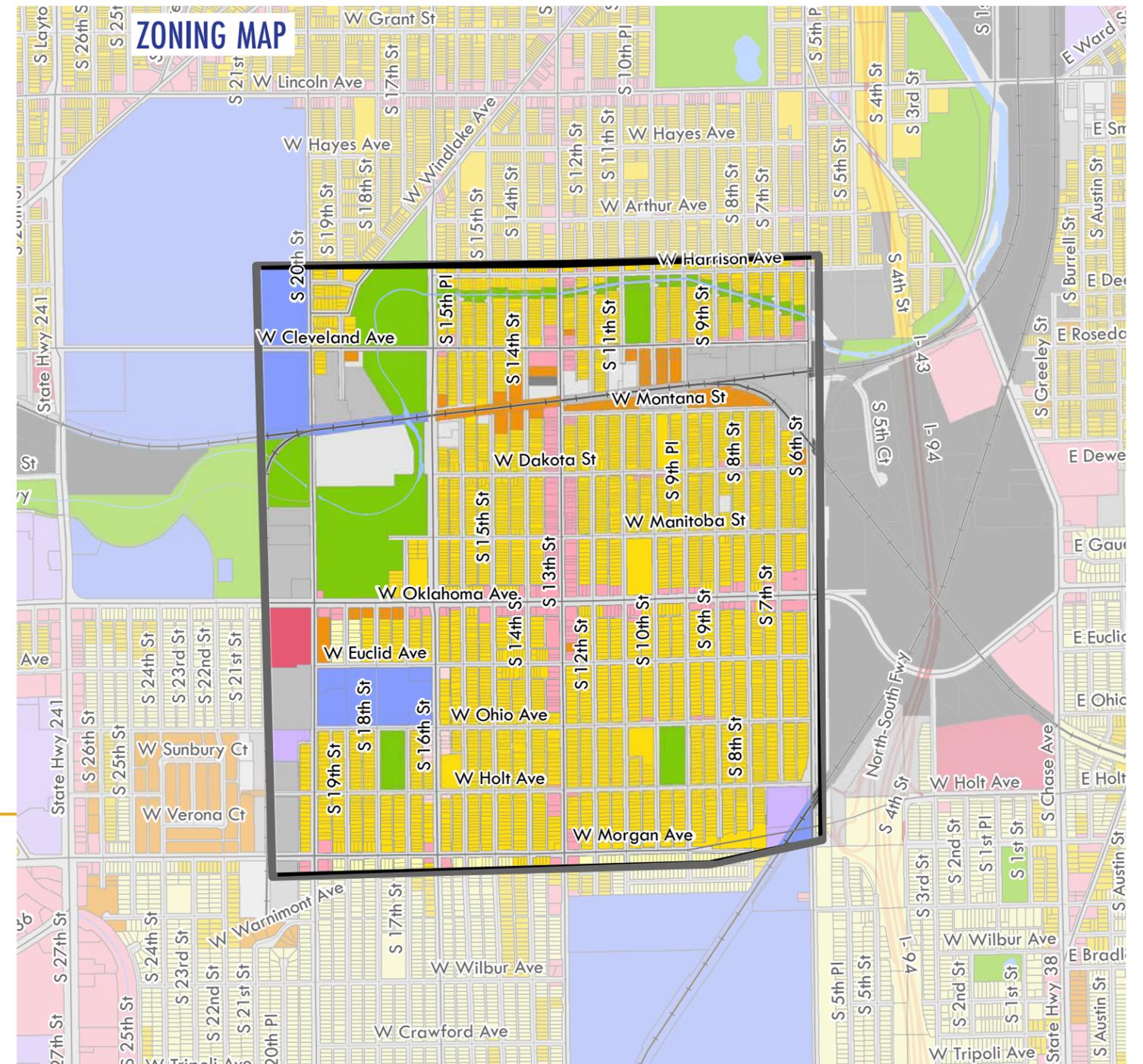
From this modeling, one can see the transition from business corridors to residential areas and how residences are next to businesses on parts of the corridors. One can also see the potential for redevelopment along the commercial corridors through increased height and strategic parking.

VACANT PROPERTIES

Vacant properties provide opportunities for redevelopment. At the time when this Plan was completed, there are only a few vacant City-owned properties in the planning area. Further recommendations for those properties is included in Chapter 4. The remaining publicly-owned sites (MMSD and Milwaukee County) are not development opportunities as they are part of stormwater management or transportation projects.

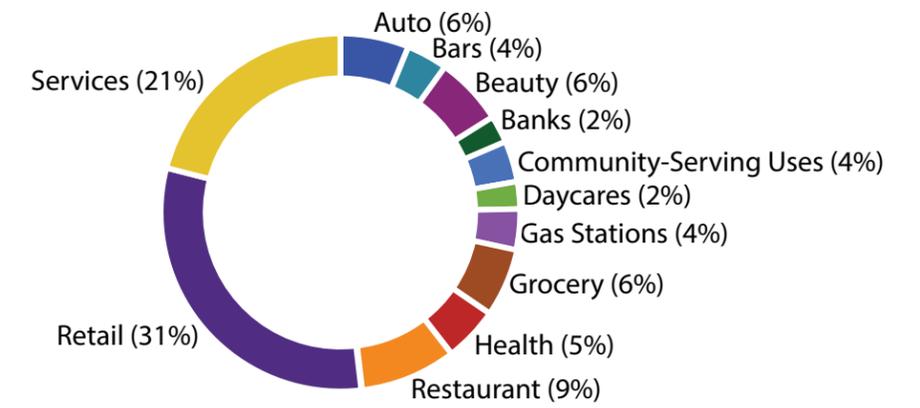
Currently, there is not a consistent method of identifying privately-owned vacant or partially vacant properties. As of December 2021, it is estimated that there are 6 vacant lots or buildings and 4 partially occupied buildings on the S. 13th Street and W. Oklahoma Avenue corridors. Most redevelopment opportunities and land sales will happen on the private-market versus the City working directly with a developer.

Zoning is how a municipality regulates land use and design. The City zoning code includes both zoning text and the zoning map. The zoning text defines over 150 unique land uses and established design standards such as building setbacks, height, density, and materials. The zoning map indicates which zoning district a property is in. A property owner may apply for a zoning map change or seek an exception through the Board of Zoning Appeals (BOZA). Zoning changes or exceptions should be consistent with the comprehensive area plan.





Business Mix



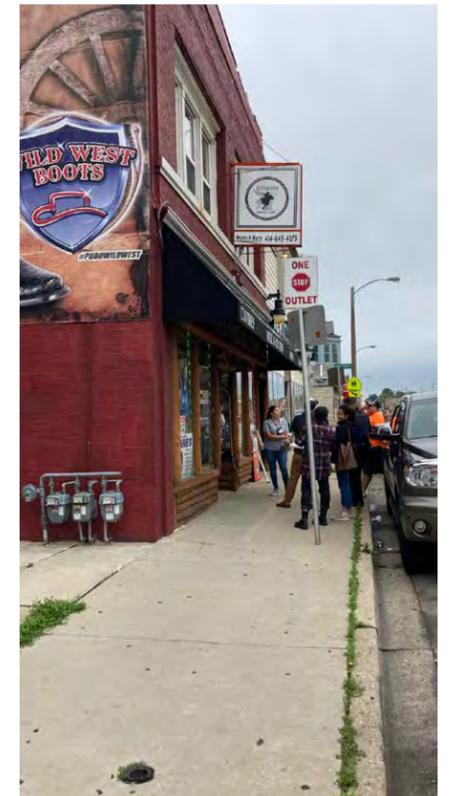
The diversity of businesses, especially small local businesses, is unique in this area and valued by the business and residential community. The survey results showed a desire to continue to build on this diversity and a desire for new types of businesses that serve the community. Diversity in businesses also allows for customers to accomplish multiple tasks in one stop, and it allows for supporting businesses to locate nearby, for example, a bakery near a restaurant.



Variedades Gonzalez & Bob's OK Coin Store



Lincoln Music store at S. 13th St. and W. Holt Ave.



El Rancho Western Wear on S. 13th St.

A NOTE ABOUT DATA

This Plan proposes using before and after data measures for larger-scale projects to determine the level of impact on the community. The data included in this chapter provides a starting point. The data also help the community continue to advocate for and identify opportunities for investment in the are. The data demonstrates a need for safer streets, more trails, environmental resiliency and economic development tools. Changes in the physical environment impact health, safety and economic development. Improvements in these areas can help to bring a community together.

DEMOGRAPHICS

The S. 13th Street and W. Oklahoma Avenue commercial corridors intersect various bustling neighborhoods, diverse communities, natural spaces, and neighborhood groups. The data in this section provides a snapshot of the demographic differences between the planning area and city as a whole.

The planning area is home to a wide variety of people. There are many recent immigrants from Spanish speaking countries as well as from countries in Asia. There are also multilingual and multi-generational Hispanic households that have been living in the community for generations. Median household income is slightly higher than the city's. Many households have children in this area, which can impact how businesses may choose to cater to families, if applicable. There is also a significant number of smaller households that fall in the Generation X and middle-aging categories. Additionally, about 1/5 of the population is 65 or older.

Population Facts

Source: ESRI



Median Household Income
Source: ACS

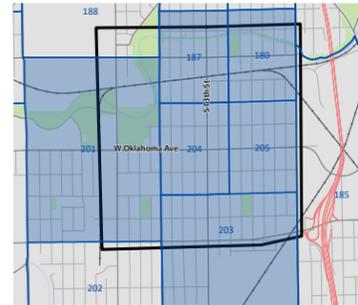


The data in this section was calculated using one of the following methods:

2021 data pulled from the ESRI's Community Analyst used the Envision 13th Planning Area boundary. ESRI data is modeled on ACS data.

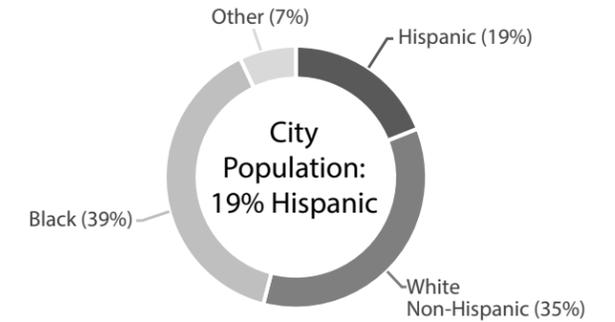
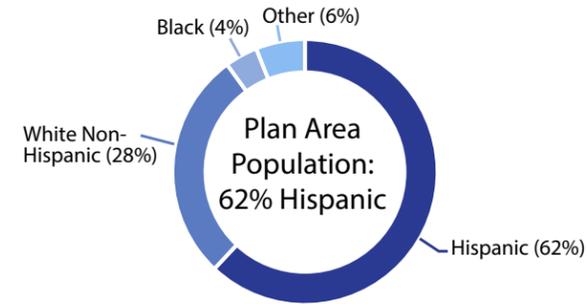


American Community Survey (ACS) 5-year data (2015-2019) is available by Census Tracts and data was pulled for Census Tracts within/significantly within the planning area.



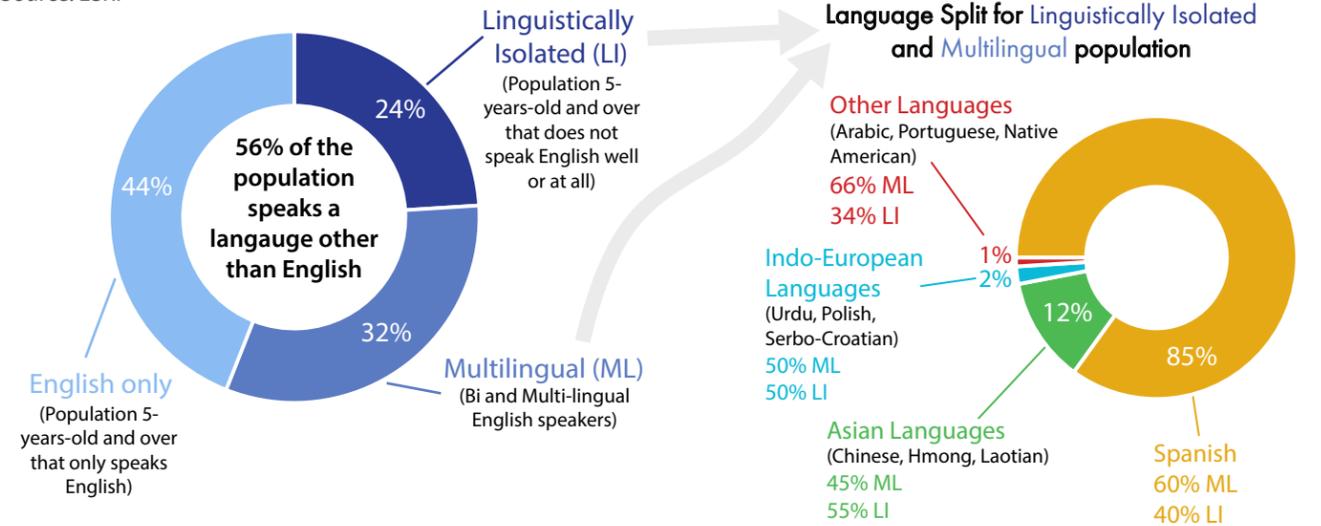
Race & Ethnicity

Source: ESRI



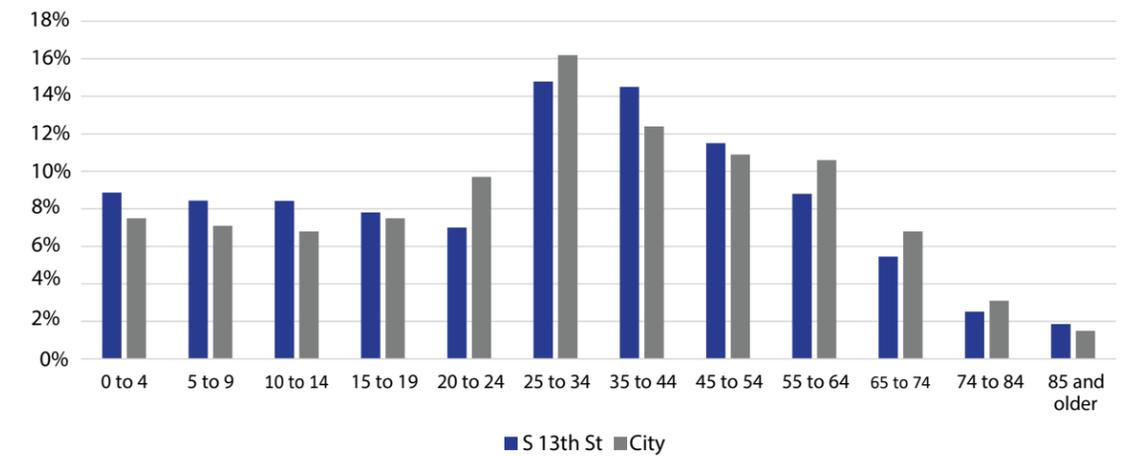
Languages Spoken and Linguistic Isolation

Source: ESRI



Population by Age

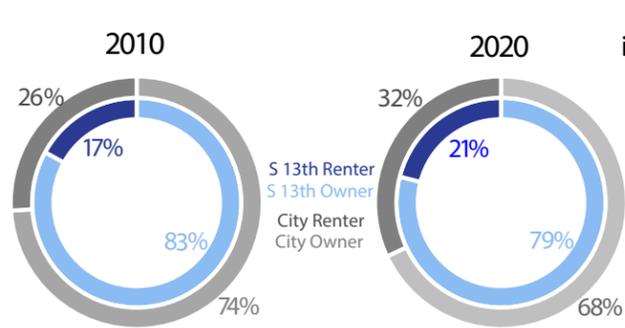
Source: ESRI



HOUSING DATA

Occupancy in Single Family and Duplex Housing

Source: City of Milwaukee



Between 2000 and 2019 homeownership decreased in the city and the planning area, but the Envision 13th area decreased at a lower rate. Homeownership provides wealth building opportunities and investment in community. Additionally, the mix of renter and owner housing and types provides a range of choices, making living in the community accessible to range of incomes and household sizes.



Residential street in Planning Area

COLLECTIVE AFFORDABLE HOUSING PLAN

The goals of the Community Development Alliance's Collective Affordable Housing Plan (2021) are to end racial disparities in homeownership and to develop affordable rental homes for low income families who are the most rent burdened. The primary strategies of the plan are:

- Proactively change and create systems to close the racial equity gap in homeownership.
- Provide resources and policies that allow homeowners to stay in their home.
- Convert high rent homes, and create new rental homes, to make housing costs affordable to Milwaukee families.
- Provide resources and policies that preserve affordable rental homes and minimize displacement of renters

COMMUNITY & NEIGHBORHOODS

There are many engaged groups and individuals in the Envision 13th area. Many relationships between groups existed before the planning process began from working on projects like Pulaski Park reconstruction, advocating for safer streets, and engaging in neighborhood clean-ups. The planning process also opened up opportunities to expand those connections.

Neighborhood identity is strong in the planning area. The map to the right includes many of the neighborhood and community groups engaged in this planning process. While not on the map, Sixteenth Street Community Health Centers is highly engaged in projects occurring in the planning area, and was the main outreach partner.

Several of the neighborhood organizations have monthly meetings and most have active social media pages. The community partners outreach through social media was especially important in implementing outreach for this planning process during the COVID-19 pandemic. MPD District 2 and MPD District 6 also hold monthly crime and safety meetings.

The Crisol Corridor BID is a key collaborator with community partners:

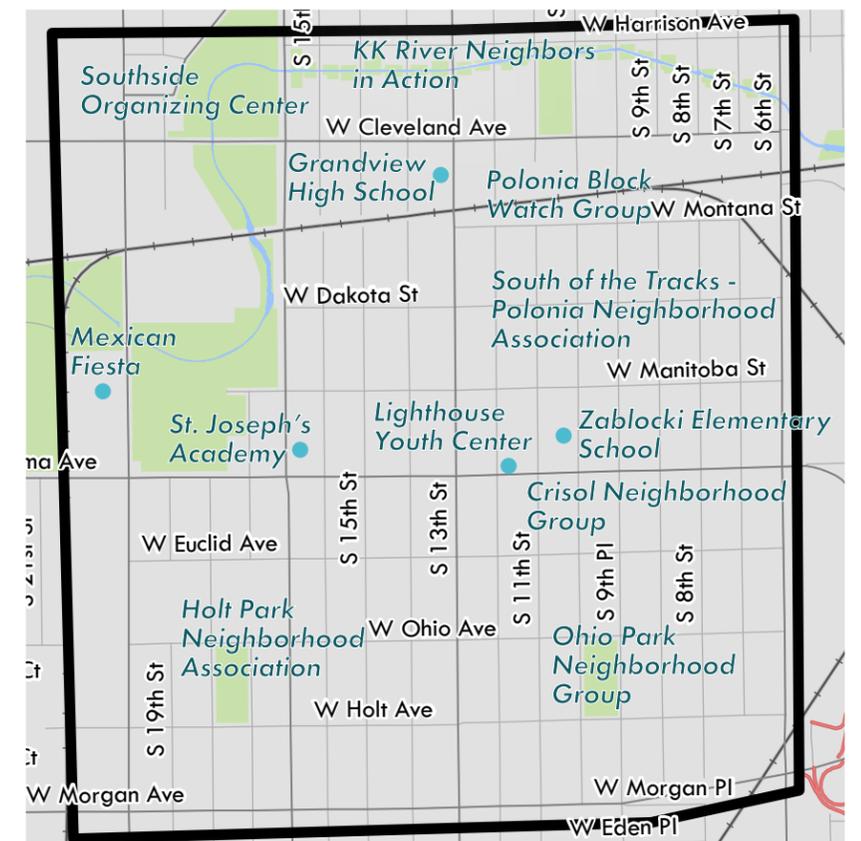
- Sponsored the mural at S. 6th Street and W. Oklahoma Avenue
- Sponsored Mauricio Crisol Corridor mural
- Advocated with Zablocki for and contributed to the rectangular rapid flashing beacons at S. 10th Street and W. Oklahoma Avenue.
- Partners on grant applications for safer streets



Pulaski Pool Mural unveiling event (Oct. 2021), cr. Yesi Perez

Moving from left to right the mural shows the progression from the challenges to a brighter future. It includes the community effort of restoring the river which brings more biodiversity and makes it a happier, healthier place for all to enjoy.

NEIGHBORHOOD & COMMUNITY GROUPS MAP



Neighborhood Asset: Forest Home Cemetery

The Forest Home Cemetery was created in 1850, just four years after Milwaukee became a city and is listed in the National Registry of Historic Places. Back in the early days of Milwaukee, Forest Home served as the city's first park and families would come to picnic and pay their respects to their loved ones. It remains a place for visitors to enjoy every day of the year. There is a museum to visit, and events are hosted throughout the year. In 2021, Forest Home was named a Level II arboretum, which means that the cemetery has over 100 labeled trees, and its 189 acre urban forest contributes to the south side's tree canopy.



Neighborhood Asset: Pulaski Park

“Favorite place to build a snowman”
 “A nature getaway in reach of the Crisol Corridor”



cr. Zaynab Baalbaki

cr. Travis Hope



Community Event at Pulaski (2019), cr. SSCHC



St. Joseph's Academy Summer field day (2019), cr. Sarah Robinson

Community Events

Community events occurring in the area include:

- Bloom and Groom at Pulaski Park.
- Milwaukee River Keeper - Spring and Fall river clean-ups.
- Neighborhood Summer Picnic at Pulaski Park.
- Yoga in Pulaski Park.
- Community Winter Event.
- Movie Nights along the KK River.
- Holt Neighborhood Association works with St. Francis Ascension Hospital on a neighborhood wellness fair.
- Zablocki neighborhood clean-ups.
- School events like St. Joseph Academy's field day, and Zablocki's school carnivals.
- Forest Home Cemetery and Arboretum community programs: Birding 101, Yoga in the Cemetery, Tree Tours, Dia de los Muertos 5k Run/Walk and Festival. The MPD uses grounds for wellness program.

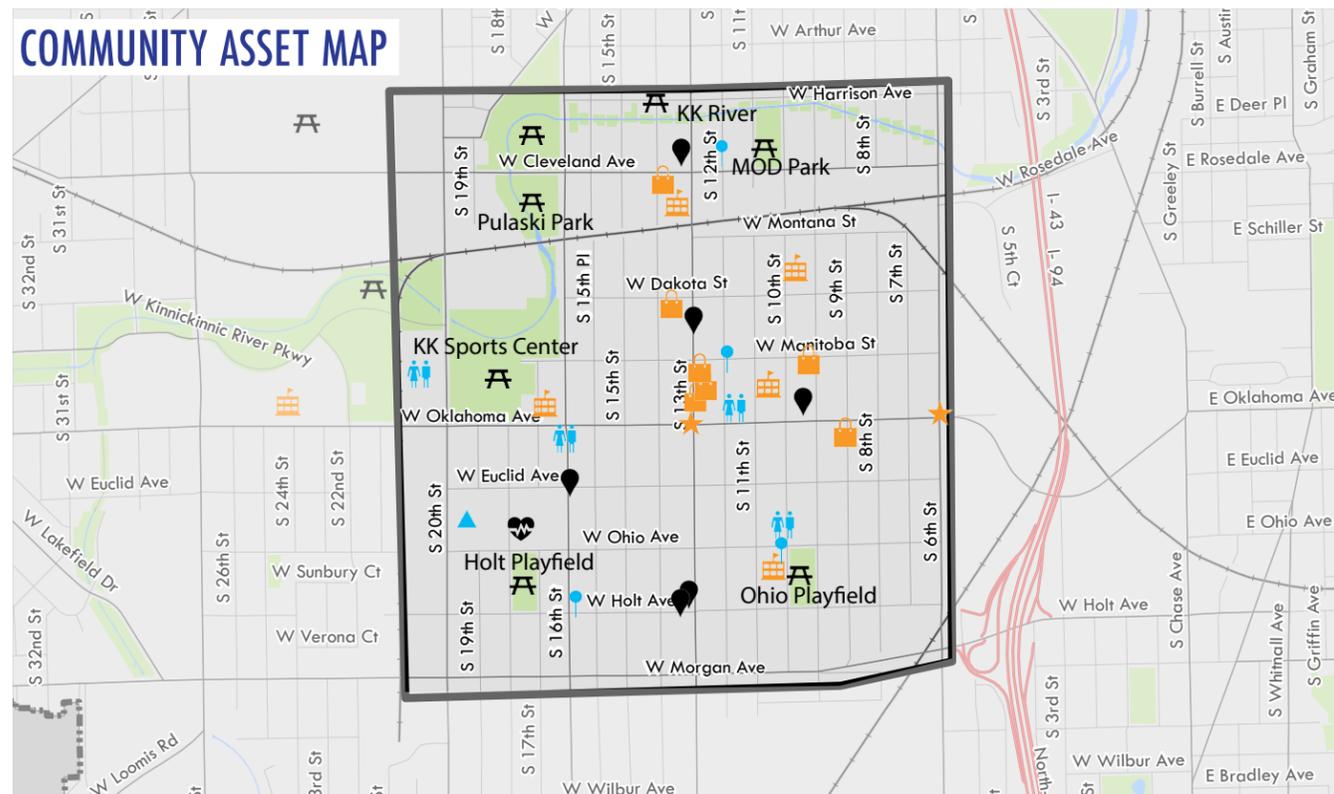
School Engagement

- The children at St. Joseph's Academy (SJA) regularly visit the residents at Villa St. Francis Assisted Living facility.
- Zablocki hosted a drive-thru food share and winter wonderland during during the pandemic.
- Both SJA and Zablocki have/are building community gardens that can be used by community members outside the school.



Lighthouse Youth Center, cr. Mikala Schmitz

COMMUNITY ASSET MAP



Map based on comments received during the planning process

	Community Groups		Religious Building		Assisted Living Facilities
	Parks & Rec		Libraries		Hospital
	Grocery Stores		Schools		Art
	Businesses				

Prepared by the Department of City Development Planning Division, 11/11/2021
 Source: DCD Planning Division, City of Milwaukee Information Technology Management Division



Milwaukee Recreation Outreach for Modrzejewski Park, Summer 2021; cr. Milwaukee Recreation

WaterMarks

In early 2022, a WaterMarks marker will be installed near S. 16th Street and W. Harrison Avenue. The WaterMarks project is a citywide public art project that celebrates and connects the city through shared stories, and helps communities develop an understanding of and engagement with water. Various sites that have a significant relation to Milwaukee's waterways and their protection will be identified with a vertical marker. The marker will be topped by a large internally lit letter that will pulse when significant storms are pending. Based on this, residents can consider reducing their individual water use to help prevent flooding and combined sewer overflows. Each marker has associated online content and an art installation created by a local artist in consultation with the community.

HEALTH & SAFETY

Health is often looked at in terms of access to healthcare, individual behaviors such as smoking or exercise, and genetic disease risk. However, an individual's health is also impacted by social, environmental, and economic factors. These factors are called the Social Determinants of Health.

Social Determinants of Health are:

- Environmental factors that influence health such as access to parks and green space and air quality
- Social factors that influence health such as racism, access to education, and overall social connectedness.
- Economic factors that influence health such as income levels, inherited wealth, and health care costs.

HEALTH DATA

The Envision 13th projects aim to advance health equity in the area by addressing the Social Determinants of Health. The data in this section provides a baseline to help determine a project's level of impact.

No time for Leisure or Physical Activity

27% - 37.2%

E13 Area Census Tracts

28.9%

Citywide

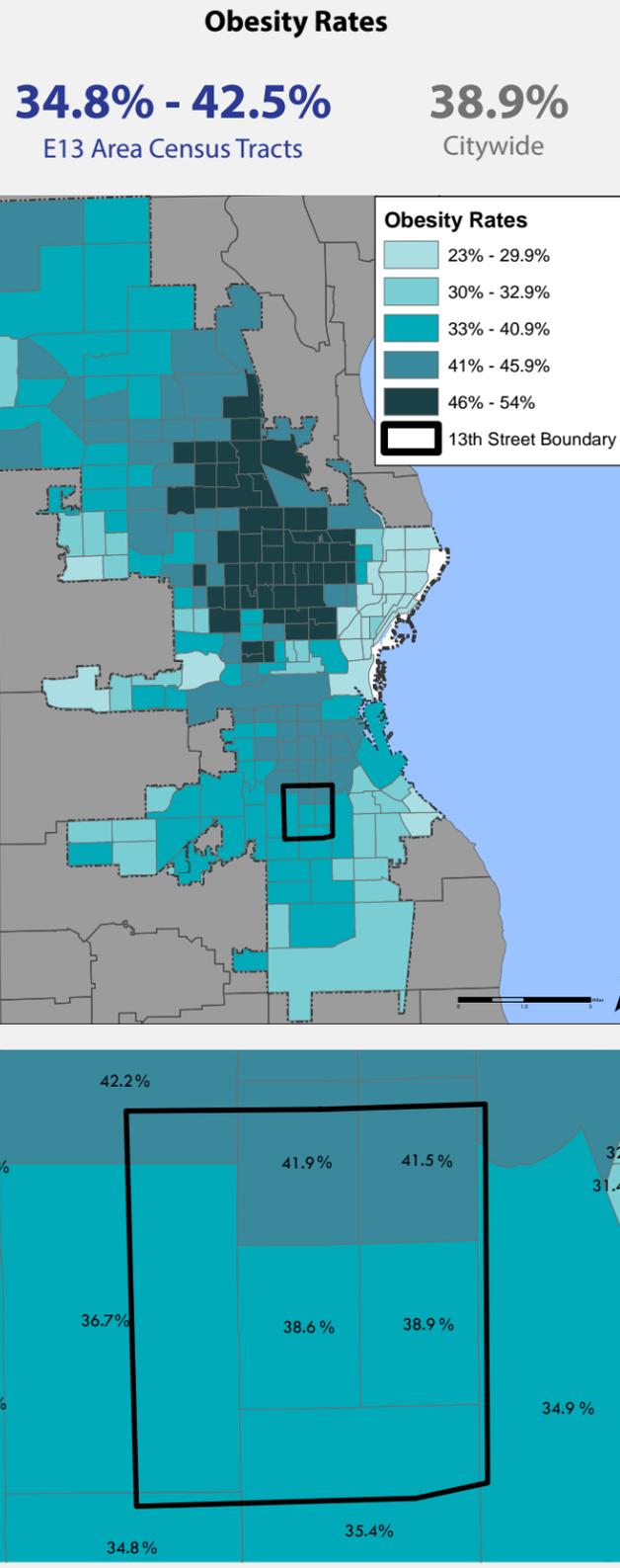
Diabetes

13.4% - 18.5%

E13 Area Census Tracts

11.6%

Citywide



Coronary Heart Disease Rate

5.5% - 7.8%

E13 Area Census Tracts

6%

Citywide

Asthma Rate

9.8% - 11.7%

E13 Area Census Tracts

11.6%

Citywide

Reported Poor Health

15% - 19.8%

E13 Area Census Tracts

16%

Citywide

Mental health not good for ≥14 days out of 30 days

14.2% - 18.8%

E13 Area Census Tracts

16.6%

Citywide

Source (all health data):
US Census Bureau and American Community Survey; 2019

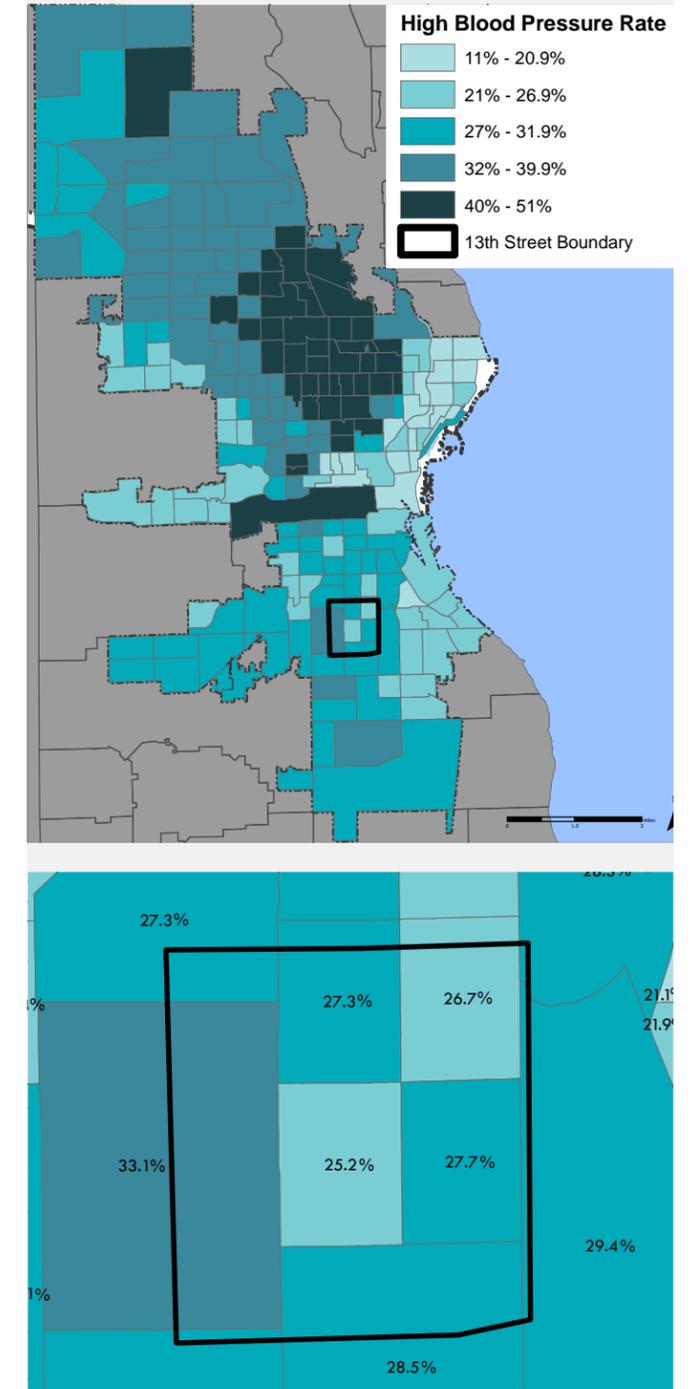
High Blood Pressure Rate

25.2% - 33.1%

E13 Area Census Tracts

31.2%

Citywide



COVID-19

The COVID-19 pandemic began in Milwaukee in March 2020 and has changed the way many look at their lives and interact with the world around them. It changed the way the City engages with the community and has challenged businesses to adapt. The South Side of Milwaukee was significantly impacted by high case rates for much of the pandemic.

At the time of completing this plan, the pandemic continues to evolve, but there have been steps that have allowed the community to interact once again. While COVID-19 is still present in the community, people have been able to interact in the community and children have been in school. Things are much different than when this planning process began.

SAFETY

OFFICE OF VIOLENCE PREVENTION

General Safety is one of the themes in this Plan. One of the City Departments working to interrupt violence and increase safety is the Office of Violence Prevention (OVP), a division of the Milwaukee Health Department. OVP provides strategic direction and oversight for City efforts to reduce the risk of violence through linked strategies in partnership with government, non-profit, neighborhood, and faith organizations. OVP takes a public health approach to violence because violence is a leading cause of injury, disability, and premature death.

Violence is a learned and preventable behavior. Community-wide prevention is the most effective, long-term solution to violence, and the OVP engages a wide range of partners to facilitate a multidisciplinary, population-level approach to influence the social, behavioral, and environmental factors that contribute to violence.

OVP has funding allocated to expanding their efforts to Milwaukee's South Side, and are looking to develop programming and partnerships.

One of OVP's programs is **414 Life** - a public and private violence interruption team. OVP's work is also informed by the **Blueprint for Peace** plan which aims to reduce violence in Milwaukee by addressing underlying factors, building on community assets and applying data and science to bring lasting peace.

MILWAUKEE POLICE DEPARTMENT

The Plan's area encompasses two police districts: District 2 & District 6, and they work to increase safety in the area through programs, monitoring, and building relationships.

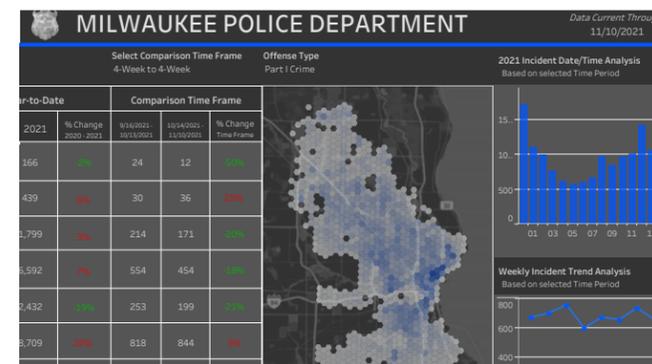
Community Liaison Officers (CLO) involve themselves in positive community engagement by partnering with local schools and community organizations in their districts to organize and participate in community events such as food drives, neighborhood walks, school activities, and monthly crime and safety meetings.

The City of Milwaukee's Police Department provides data and statistics about a variety of different crimes that occur around the City. These data are available for the public to view through an online dashboard available at this website: www.city.milwaukee.gov/police/Information-Services/Crime-Maps-and-Statistics

The **Milwaukee Police Department Traffic Safety Unit (TSU)** utilizes High Visibility Enforcement (HVE) as a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors when it comes to Reckless Driving. TSU efforts will be a combined approach with visibility elements and a publicity strategy to educate the public and promote voluntary compliance with traffic laws.



CLOs at Lighthouse, cr. Mikala Schmitz



Screenshot of MPD online dashboard

TRANSPORTATION

Transportation, streets, and pedestrian safety arose in many discussions during the planning process. This section provides a summary of transportation related data and efforts to increase pedestrian and bicycle safety in the planning area and citywide.

MORGAN AVENUE COMPLETE STREETS PROJECT

During this planning process a complete streets project was completed on W. Morgan Avenue between S. 6th Street and S. 27th Street. The project provides safer accommodations for people walking, biking, and driving and better organizes traffic through pavement markings and signage. When data becomes available, the project should show a reduction in motor vehicle speeds and crashes. Bike lanes were included in the project, which was a recommendation in the 2010 Milwaukee by Bike Plan. A portion of this corridor is also part of Pedestrian High Injury Network in the City's Pedestrian Plan.

Turn the page for more information on Complete Streets.



Buffered bike lane on Morgan, Oct. 2021



Looking down W. Morgan Ave. from S. 13th St., Oct. 2021

13TH STREET RAPID IMPLEMENTATION IMPROVEMENTS

The City of Milwaukee's "rapid implementation" initiative creates quick, low-cost street improvements to increase the safety and comfort of people walking, biking, and driving. In 2020, S. 13th Street was one of the pilot corridors for Milwaukee's rapid implementation program.

Paint and flexible posts were used to create curb extensions at five intersections between W. Harrison and W. Manitoba Avenue. After these improvements, drivers on S. 13th St. are speeding less and yielding to people walking more often. Rapid implementation improvements can be used to test out new ideas before more permanent concrete changes are constructed.



Rapid Implementation Improvement after install, 2020; cr. BID #50

COMPLETE STREETS

As is true in many parts of the city of Milwaukee, reckless driving, pedestrian and multimodal safety are high on the list of community concerns. While the residential and business community value the businesses and assets in the community, a commercial corridor cannot live up to its potential to be a vibrant active place if people do not feel comfortable walking.

WHAT ARE COMPLETE STREETS?

Complete Streets integrate people and place by making it safe, enjoyable, and convenient to walk, bike, take transit, drive, or simply experience streets and public spaces – no matter one’s age or ability. There is no singular design for a Complete Street - neighborhood context and environment determine how complete streets principles are carried out. Complete Streets principles must be integrated into all phases of a project, from planning to construction.

ADOPTION OF THE COMPLETE STREETS POLICY & IMPLEMENTATION

In October 2018, the Common Council unanimously passed Milwaukee’s Complete Streets policy, which was then signed into law by Mayor Tom Barrett. This was the result of over a year of hard work and collaboration between the Department of Public Works (DPW), the Council, other city departments, and many community partners. The Complete Streets policy committed the city to incorporating complete streets principles into street design and construction projects.

The Complete Streets resolution directs the Complete Streets Committee to conduct an annual report covering changes to transportation processes; crash data collected before and after recent Complete Streets projects; trends in multimodal activity levels, transportation safety, economic development, and overall community health. The Milwaukee Complete Streets Health and Equity Report allows the Complete Streets Committee, residents of Milwaukee, and interested stakeholders to track progress on implementation of the Complete Streets policy.

The information gathered from the community in this planning process supports and adds information to the data analyzed in the Pedestrian Plan. The community-informed issues show what quantitative data cannot – near misses, unreported crashes, and fear of traveling along certain corridors in the community. Together, the qualitative and quantitative data informed the recommendations in this plan.

PEDESTRIAN PLAN

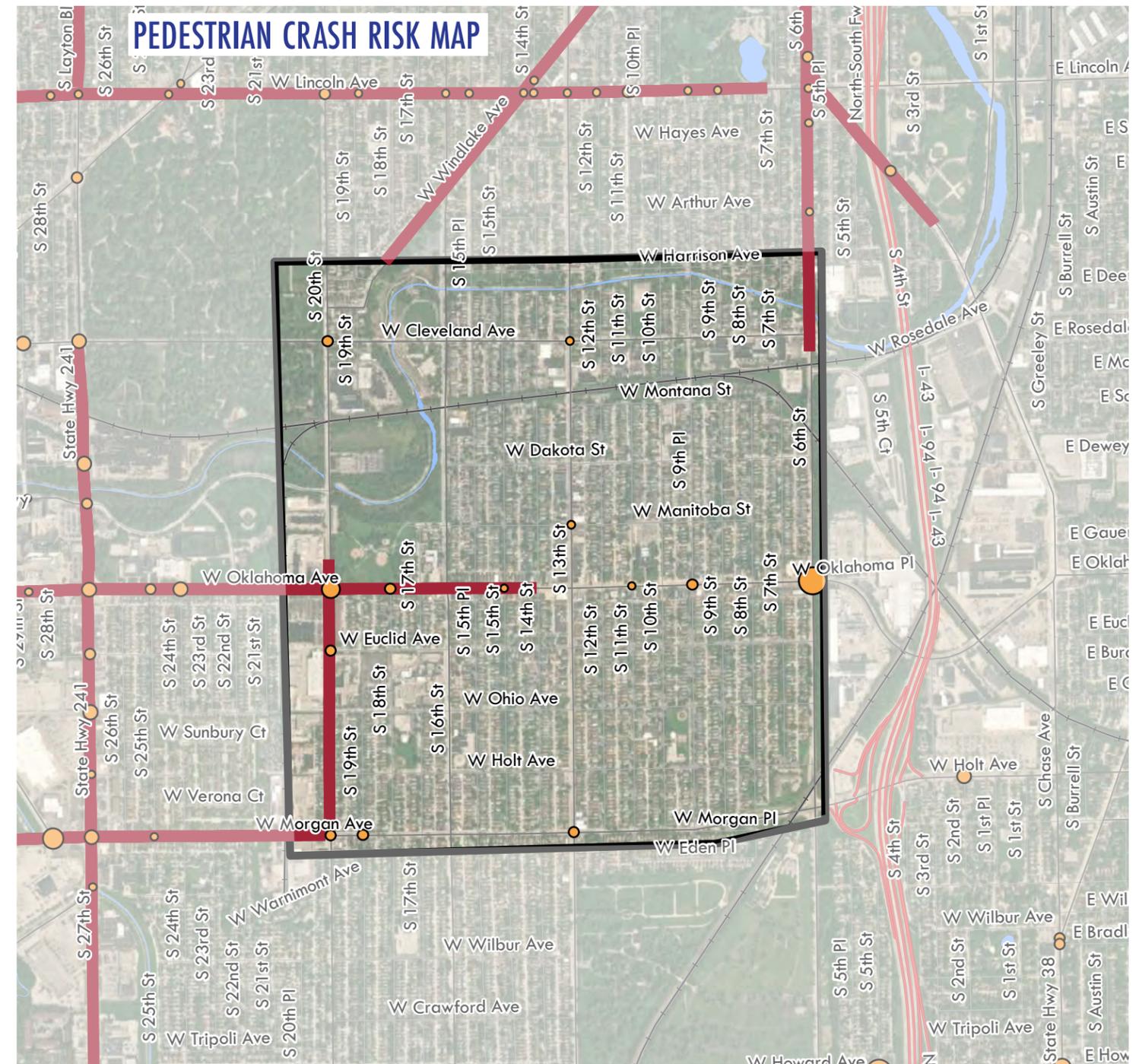
The Milwaukee Pedestrian Plan, which was adopted July 30, 2019, aims to improve the walking environment in Milwaukee by addressing issues related to safety, accessibility, livability, and maintenance. The plan especially draws attention to dangerous intersections and crash corridors in the city which create a Pedestrian High Injury Network (PHIN) which are streets with the highest concentration of severe pedestrian injuries and fatalities. The Plan provides recommendations and a toolbox of pedestrian safety improvements.

Dangerous streets and intersections create huge impediments to pedestrian activity and street life. The Envision 13th plan gathers together strategies and projects in the planning area that aim to make streets and sidewalks more connected and safe to use, especially for those who are most vulnerable.

COMPLETE STREETS, HEALTH, AND RACIAL EQUITY

In July 2019, Common Council passed a resolution committing the City of Milwaukee to take action towards racial equity and to transform the systems of racism that contribute to poor health. The system and process changes necessary to implement Milwaukee’s Complete Streets policy present an opportunity to work towards the goals laid out in this resolution.

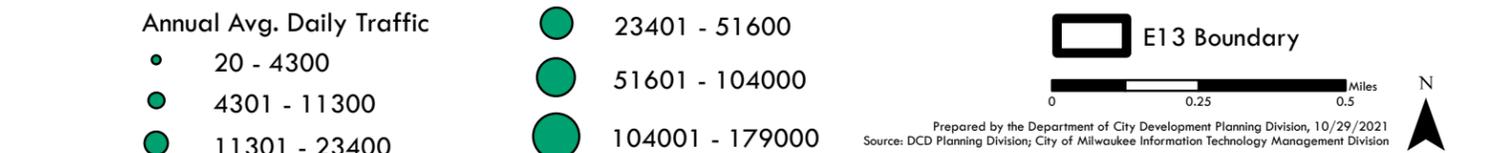
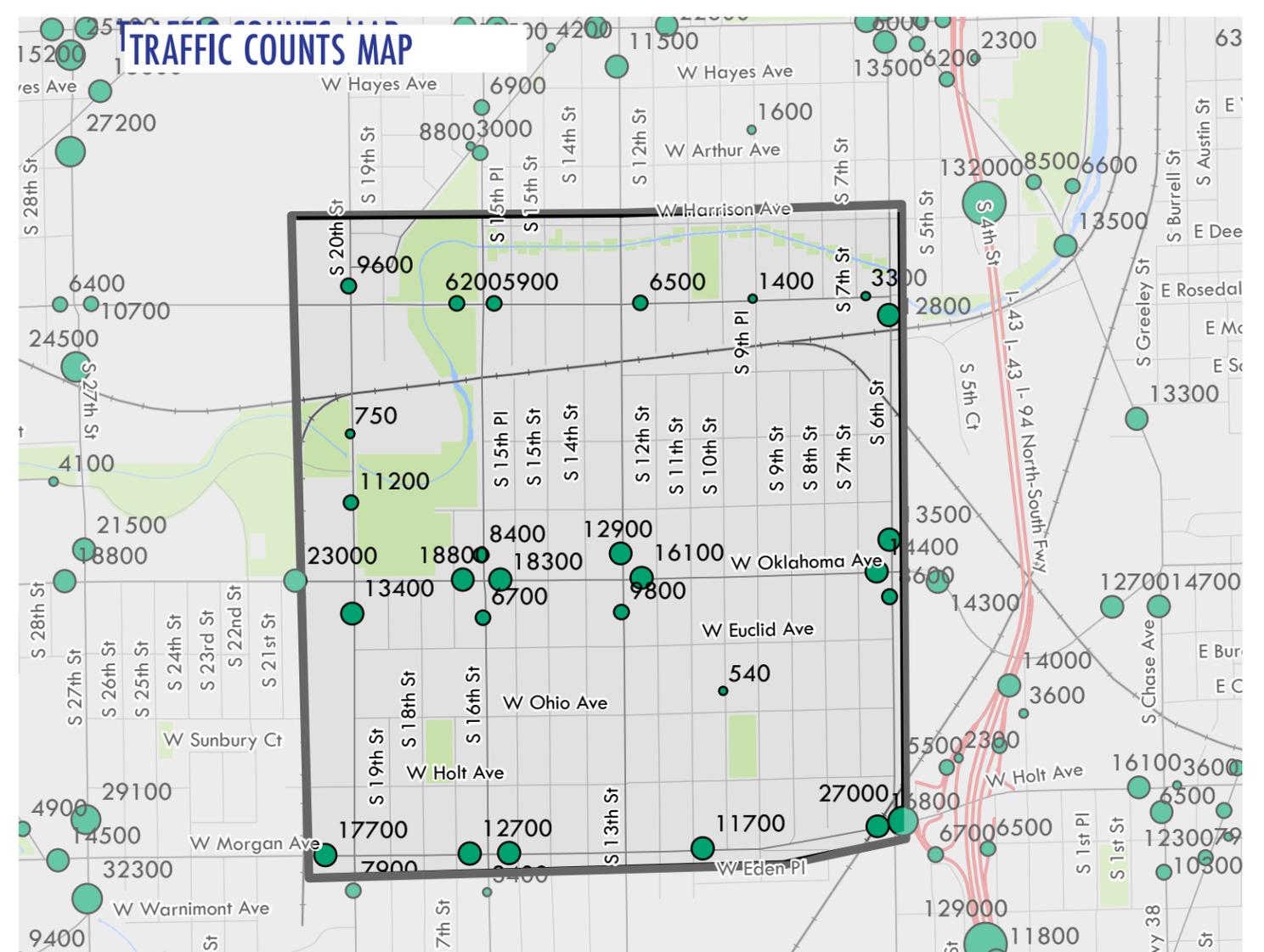
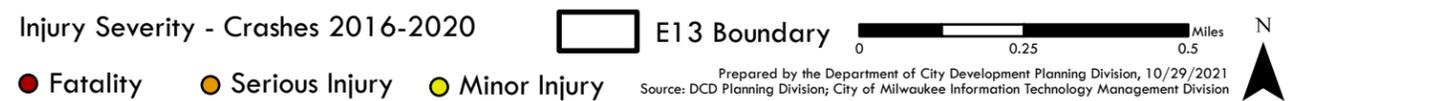
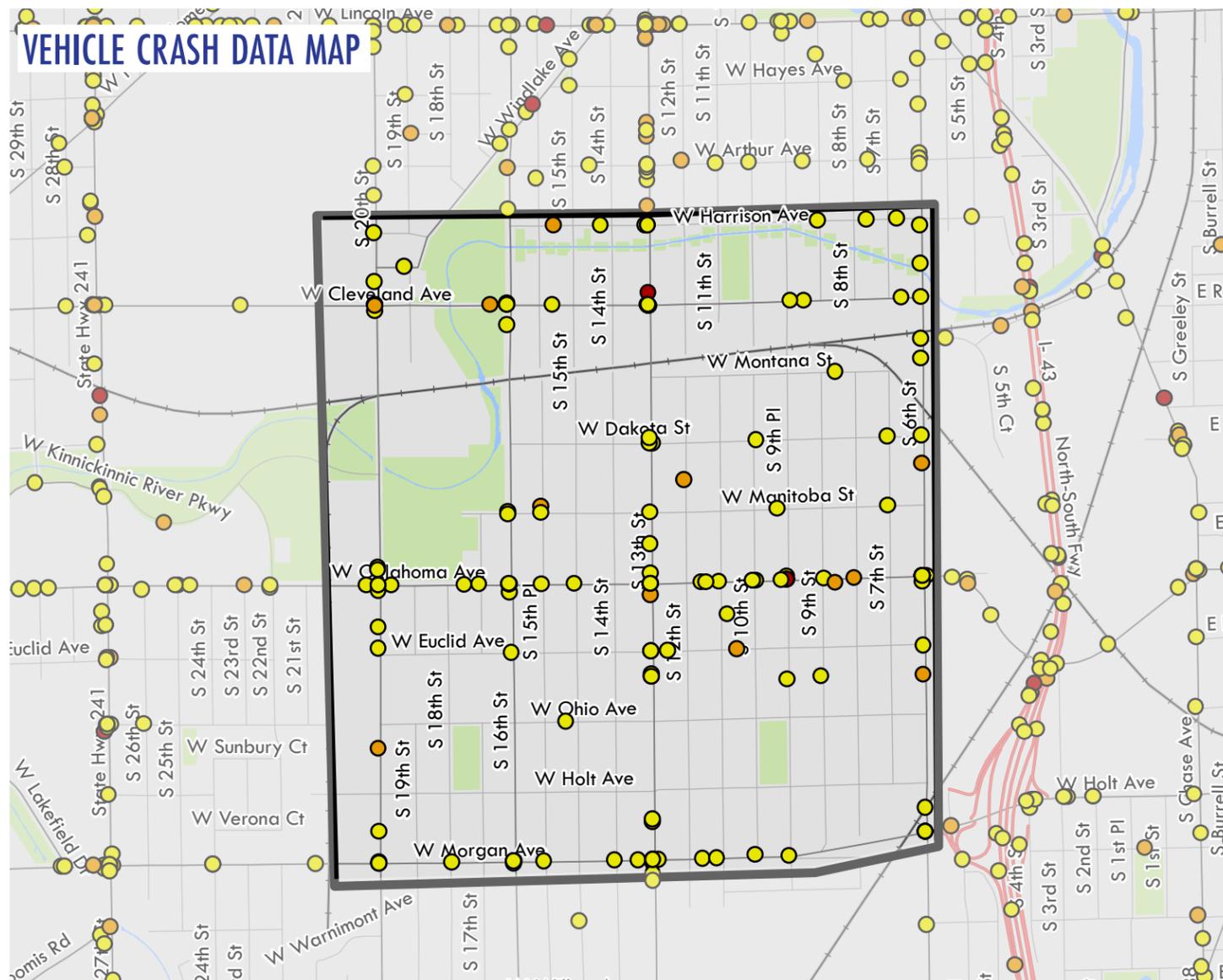
Implementing the Complete Streets policy is a long-term process that aims to transform internal systems to create sustainable change. It will only be successful if people and neighborhoods that have historically faced disinvestment and currently experience many negative health outcomes benefit most. All Milwaukee residents will benefit from the social, economic, safety and health benefits that complete streets provide.



Estimated Crash Risk - Pedestrian Crashes per Million Pedestrian Crossings (2012-2016)



Sources: Milwaukee Pedestrian Plan
Prepared by DCD Planning Division; City of Milwaukee Information Technology Management Division



11%



Households Without Vehicle

16.4% (Citywide)

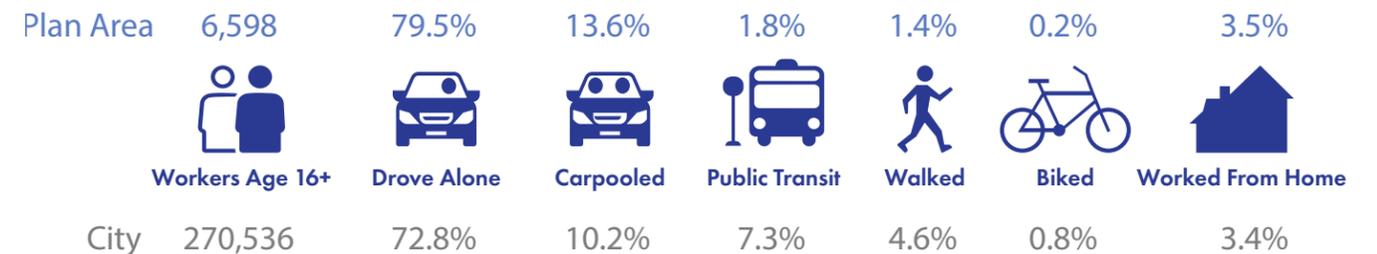
Source: American Community Survey, 2015-2019

More households in the area have vehicles than the city overall. Carpooling to work is at a higher percentage than that of the city overall. Driving to work is also a high percentage of the methods for traveling to work.

Data also shows that residents are not using a bike to travel to work. While there are multiple reasons for this, improved bike facilities could make biking more feasible. More people biking has positive impacts on air quality, individual health, and reduces individual expenses.

This also does not mean that people are not traveling to or would like to travel by bike.

Primary Method of Travel to Work

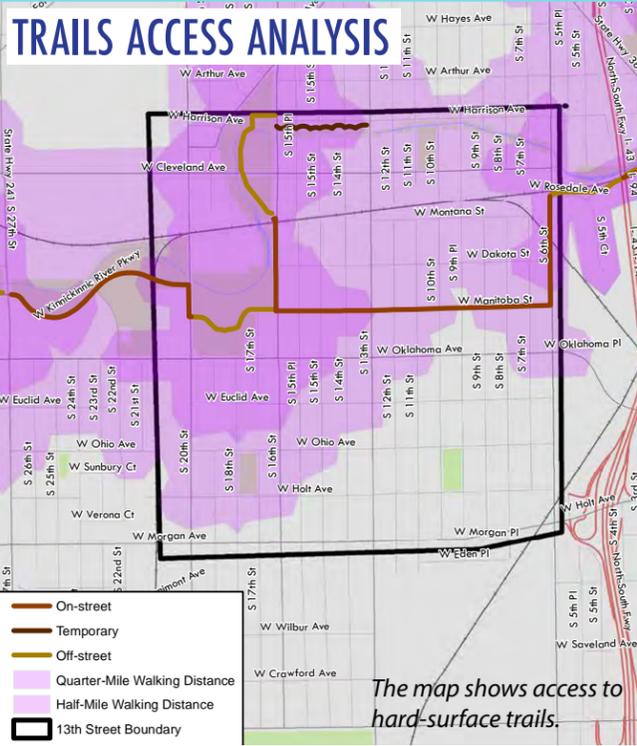
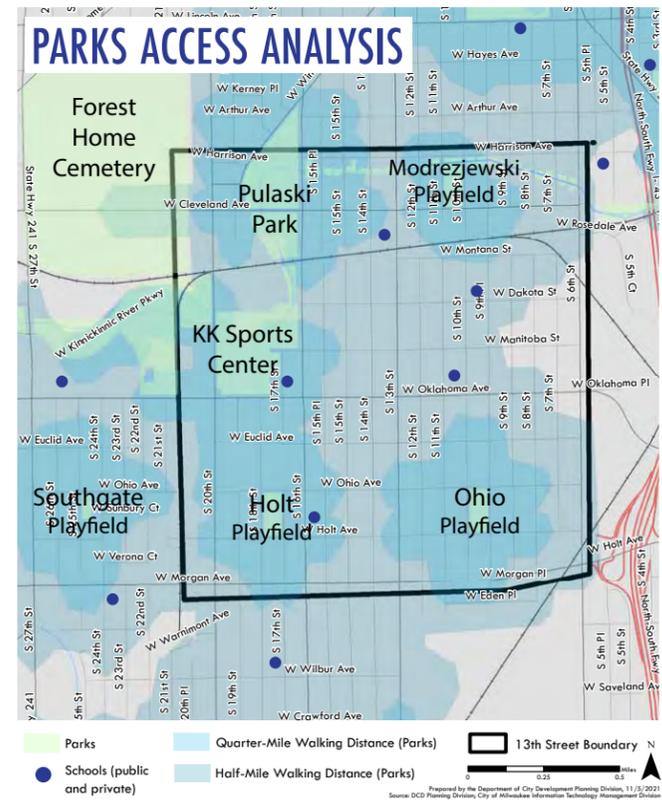


Source: American Community Survey, 2015-2019

OUTDOOR RECREATION

Parks in the Envision 13th planning area include three MKE Recreation playfields: Modrzejewski, Holt, and Ohio and two Milwaukee County Parks: Pulaski Park and the Kinnickinnic Sports Center. The County's Oak Leaf Trail system crosses through the planning area, and currently most of it is on-street. As described in the Chapter 4, there will be two new off-street trails in and adjacent to the planning area within the next 10 years. Additional conceptual off-street trails recommendations are included in Chapter 4.

A goal of the **Milwaukee Comprehensive Outdoor Recreation Plan (CORP)** is for all Milwaukee residents to have easy access to outdoor recreational facilities in the city. This means that all residents live within walking distance or 1/4 mile of a park, trail, playground or public outdoor space. These maps reflect the current parks and trail facilities in the Envision 13th planning area. Implementation of the projects in this Plan will expand access to trails, improve current park facilities, and increase safety both in accessing parks and off-street trails by streets and general safety.



49%
of residents and only 14% of children live within 1/4 mile of a park or trail entrance

37% of residents, and only 10% of children live within 1/4 mile of a park

25% of residents and only 8% of children live within 1/4 of a trail entrance

An estimated 13,607 persons live within a 1/2 mile of parks, which is about 95% of the planning area population (14,356). Of these, an estimated 5,383 (37%) persons live within 1/4 miles of parks.

An estimated 10,167 persons (about 71%) in the planning area live within a 1/2 mile of trails entrances. An estimated 3,560 (25%) persons live within 1/4 mile of trail entrances.

Source: Community Analyst, pulled September 2021

Notes: Though schools and the Forest Home Cemetery provide valuable outdoor spaces, they are not included in the access analysis because they are not available at certain times of day and/or do not include play space.

RELATED PLANS

COMPREHENSIVE OUTDOOR RECREATION PLAN

Completion of a Comprehensive Outdoor Recreation Plan (CORP) and subsequent acceptance by the Wisconsin Department of Natural Resources (WDNR) is required for local communities hoping to participate in outdoor recreation grant programs administered by the State of Wisconsin and, in certain cases, the Federal government. The City is currently updating the 2016-2021 CORP. The focus includes the new MKE Plays (now MKE Parks) and HOME GR/OWN initiatives provide new strategies for maintaining and creating outdoor recreation spaces in Milwaukee and the CORP attempts to determine how they can be formally incorporated into the City's larger outdoor recreation strategy going forward.

MILWAUKEE COUNTY TRAILS PLAN (2009)

The 2009 Milwaukee County Trails Plan provides a glimpse of the existing trail inventory within the Milwaukee County network of parks, parkways, and urban waterways. The corridor types and selection guidelines for future trail development are outlined within the plan as well. Text within the document, as well as the trail network map, describe the future development of bike trails, hiking trails, snowmobile trails, and shared use trails. Proposed locations for trails in and near the planning area include the KK River Trail, Wilson Creek Trail and Southside Powerline Trail. See Chapter 4 for more information.

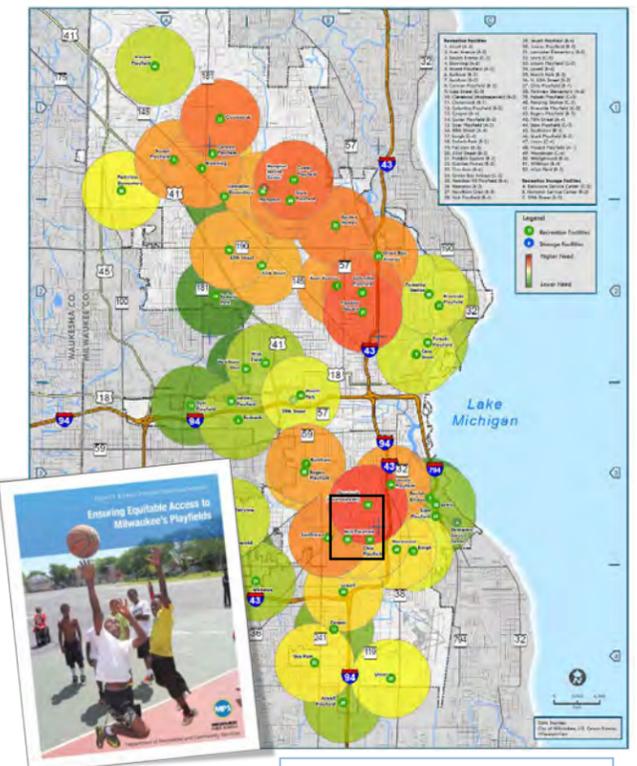
MPS MKE RECREATION PLANNING

MPS is committed to the fair and equitable allocation of district resources, support and opportunities. Instead of merely addressing improvements based on physical condition, MPS established a point-based system to ensure an equitable approach to the planned improvements. The methodology emphasizes racial and economic equity to determine which projects require immediate action. Prior to 2016, many of Milwaukee Recreation's 52 neighborhood playfields have fallen into disrepair and no longer met the needs of their surrounding communities. Recognizing this problem, MPS created the Milwaukee Outdoor Recreation Facilities Master Plan, a ten-year roadmap for improvements to our outdoor recreation facilities. The Master Plan assessment provides a rating for each playfield and identifies more than \$25 million in improvements over the next decade. MPS will be updating the Equity Analysis in 2022.

In 2020, Milwaukee Recreation completed the full renovations of Southgate Playfield (just west of the planning area) and the Tot Lot portion of Ohio Playfield (also called the purple playground by the community). The process to update Modrzejewski Playfield is underway.



Ohio Playfield Tot Lot (above) and Milwaukee Recreation Equity Prioritization Map - 2018 (right); cr. Milwaukee Recreation



RESILIENCE - WATER & GREEN

RESILIENCE & SUSTAINABILITY

Climate resilience is the ability to anticipate, prepare for, and respond to hazardous events, trends, or disturbances related to climate. Improving climate resilience involves assessing how climate change is creating new, or altered current, climate-related risks, and taking steps to better cope with these risks.

Sustainability means avoidance of the depletion of natural resources in order to maintain an ecological balance.

Several plans, initiatives and related data inform how to foster resilience and sustainability in the region, citywide, and planning area.

MMSD RESILIENCE PLAN (2019)

The MMSD Resilience Plan serves as a framework for how the Milwaukee metropolitan area can address complex threats for a stronger, more resilient region. A healthy environment, engaged community members, support for job seekers, robust economy, and collaborative decision making across public and private sectors are foundational elements of this resilience plan.

REFRESH MKE SUSTAINABILITY PLAN (2013-2023)

The ReFresh Milwaukee Plan is the City of Milwaukee's official ten-year sustainability plan which seeks to make Milwaukee a center for sustainability innovation and leadership. This plan sets goals and targets for individuals and organizations to achieve and, it provides a citywide roadmap for improving the environmental, economic and social conditions of Milwaukee's neighborhoods. ReFresh Milwaukee is a call to action to the community and connects residents, businesses and other groups working on sustainability issues. The City's Environmental Collaboration Office (ECO) collaborates with the community and implements the City's Refresh Milwaukee sustainability plan.

FORESTRY INITIATIVES

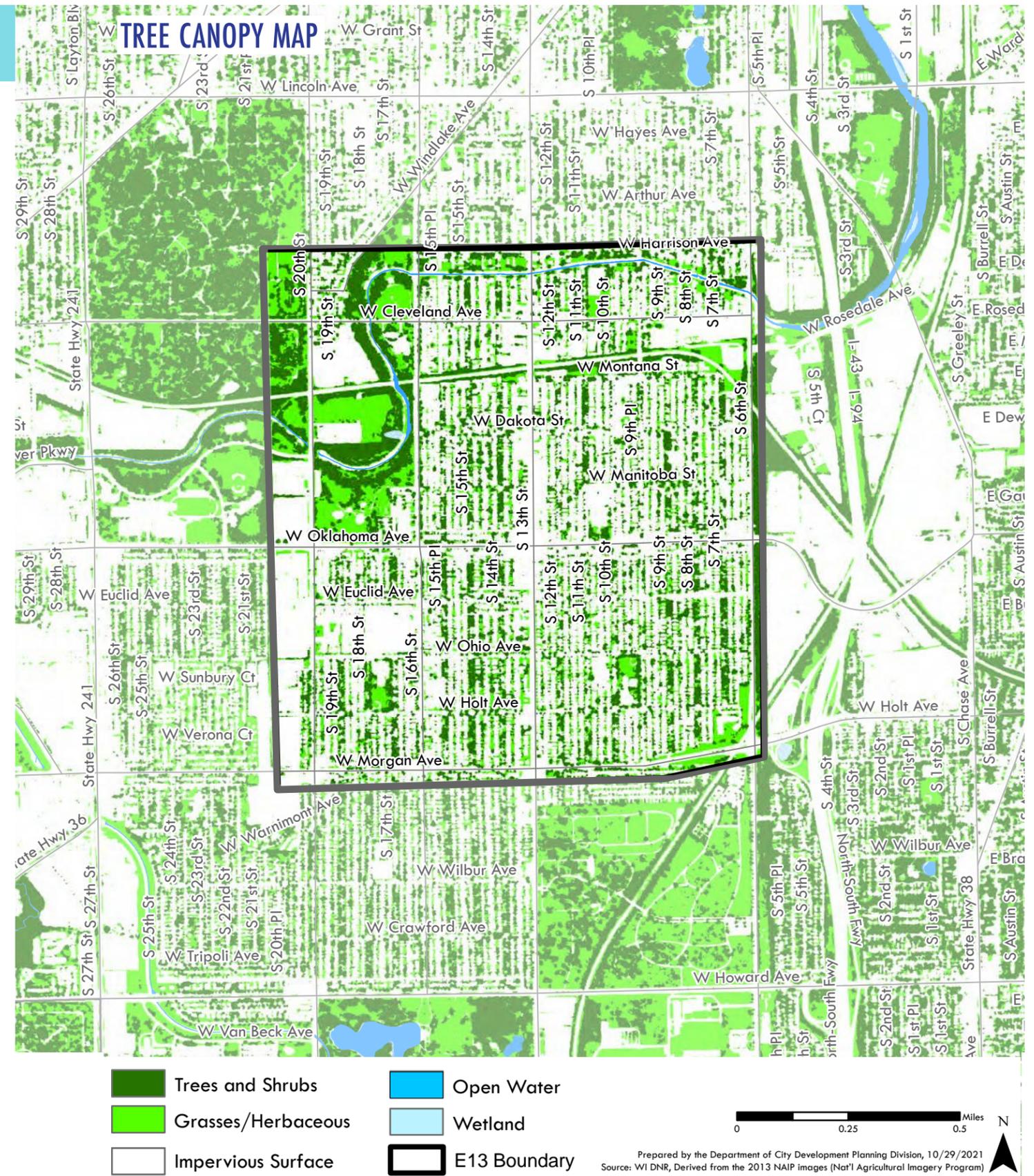
City trees help improve urban air quality by reducing the air temperature, removing pollutants, and reducing energy consumption in buildings. Street trees also improve street aesthetics and overall quality of life in an area. The City of Milwaukee Forestry Services, which is a division within the Department of Public Works, manages nearly a quarter million trees and shrubs located along city streets. The Forestry Service's strategy is to maintain the health of the existing tree canopy and to remove unhealthy trees, replanting them in viable locations.

Work to improve the health of trees and to increase canopy coverage in Milwaukee helps support several of the projects and principles in the Envision 13th Plan. Throughout the planning process, it was noted that S. 13th Street lacks trees and greenery overall.

The tree canopy map illustrates just that. It also shows the locations of large parking lots or buildings. Large parking lots provide opportunities for additional trees on private property. The S. 13th Street corridor has limited room to add trees unless space is created with greening at curb extensions. In contrast, much of W. Oklahoma Avenue within the planning area has room and contains street trees.

THE FOREST HOME CEMETERY

Forest Home Cemetery and Arboretum, located near the northwest corner of the planning area, plays an important role in the City's tree canopy. Its 189 acre urban forest gives off \$350,000 in annual ecological benefits. It is a public non-profit outdoor green space and an accredited level II Arboretum with 2,600 trees.



KINNICKINNIC RIVER

In the 1960s, the Kinnickinnic (KK) River was narrowed and channelized with a concrete lining. The primary purpose behind channelizing and lining the river was for flood conveyance. Over time, the channel no longer had the capacity to safely convey floodwaters from large storms. This led to basement backups and a public safety hazards. The Kinnickinnic Watershed is large and requires a systematic staged approach for a series of flood management projects both on the map below and in other locations in the watershed.



KINNICKINNIC RIVER NEIGHBORHOOD PLAN (2009)

The Kinnickinnic River Neighborhood Plan covers the northern portion of the planning area and was developed in 2009. MMSD, Sixteenth Street Community Health Centers (SSCHC), neighbors, and partners conducted a 10 month process of gathering community and stakeholder input, analysis, collaboration to identify ways to integrate the Kinnickinnic River corridor into the community into a positive, meaningful way. The culmination of this effort was the production of the Kinnickinnic River Corridor Neighborhood Plan. The recommendations for the river corridor included: greenway amenities, habitat creation, public access and improved safety, neighborhood enhancement and redevelopment, traffic calming, bike and pedestrian circulation improvements, green space and playground improvements, and increased community involvement through education and stewardship opportunities. Both the strategy and the recommendations outlined in the Kinnickinnic River Corridor Neighborhood Plan informed the Envision 13th community engagement process and Plan recommendations.



Concrete-lined Kinnickinnic River; cr. Eddee Daniel

These flood management projects serve the essential functions of preventing property damage and preserving the environment. The Milwaukee Metropolitan Sewerage District (MMSD) also realizes that they can also serve as community amenities when designed in partnership with community stakeholders.

More information about the Kinnickinnic Watershed projects is available on MMSD's website.

MANAGEMENT AND IMPLEMENTATION PLANS

Several plans are informing the implementation of the Kinnickinnic River flood management projects. They include:

- **Kinnickinnic River Watershed Green Infrastructure Plan (MMSD, 2018)**
- **Kinnickinnic River Watershed Updated Implementation Plan (Southeastern Wisconsin Watersheds Trust, Inc, 2018)**
- **Pulaski Park Neighborhood Stormwater Plan**

Work along the Kinnickinnic River is occurring the following order to minimize flood risk as projects are built:

1. KK River I-94 to S. 6th Street (complete)
2. Pulaski Park (complete)
3. Jackson Park
4. KK River Reach 3 between Jackson Park & S. 27th Street
5. KK River between S. 6th Street and S. 16th Street
6. KK River between S. 16th Street and S. 27th Street

There are additional projects outside of this map as well.

PULASKI PARK

The flood management project and related renovation of Pulaski Park was completed in 2020. The planning process for the park included extensive community engagement and was carried out in collaboration between MMSD and Milwaukee County Parks Department, and SSCHC. Pulaski Park is a significant asset in the community. Similar collaborations with MMSD, City, and County are taking place for the other Kinnickinnic River flood management projects.



KK River through Pulaski Park, Summer 2020; cr. MMSD



Pulaski Park, Summer 2020; cr. MMSD

FLOOD RISK MAP



■ Draft 1%-Annual-Probability Floodplain
 Floodplain layer Map Source: Southeastern Wisconsin Regional Planning Commission

GREEN INFRASTRUCTURE

Green infrastructure (GI) is a practice of working to manage precipitation where it falls. The Milwaukee Metropolitan Sewerage District (MMSD), City's Department of Public Works (DPW), the City's Environmental Collaboration Office (ECO) and partners work on and support the implementation of GI in Milwaukee. Several plans and related data inform ideal GI locations. The planning area contains one of the most densely populated and hardscaped areas in the region, including the most impervious census track in Wisconsin. With climate change, this means more water getting into the river faster and more frequently. GI can play a significant role in managing stormwater, and comments received during the Envision 13th planning process showed great support for GI to create a more resilient city, green the S. 13th Street corridor, and create a sense of place. See the Green Infrastructure project in Chapter 4 for more information.

The **City of Milwaukee Green Infrastructure Plan** (2019) was created to help Milwaukee adapt to climate change, using GI to create a healthier and more resilient city. The plan identifies GI practices and possible financing mechanisms, prioritizes project locations, and formalizes policy changes within the city. It names stakeholders in all sectors who can partner to help accomplish these goals. It also prioritizes additional funding for green streets, schoolyards, and parking lots. Parking lots, upcoming street reconstruction projects, and new developments provide opportunities for GI in the Envision 13th area.

MMSD's Regional Green Infrastructure Plan (2013) is a systematic plan to implement widespread GI. The plan set green infrastructure goals to achieve the MMSD's 2035 Vision of using GI to capture stormwater, reduce overflows, and improve overall watershed health. As a regional agency, MMSD is uniquely positioned to lead GI planning for the Milwaukee region and this plan helps in the prioritization of GI projects and funding decisions. The plan includes technical analyses for the region's impervious surfaces, costs/benefits, and recommendations. **MMSD's Kinnickinnic River Watershed Green Infrastructure Plan** (2018) is a plan that lays out how to leverage GI projects and partners and achieve additional community benefits. The City of Milwaukee Department of Public Works is working with MMSD to look into the greening of parking lots nearby the Envision 13th planning area, within the KK Watershed.

GREEN STREETS

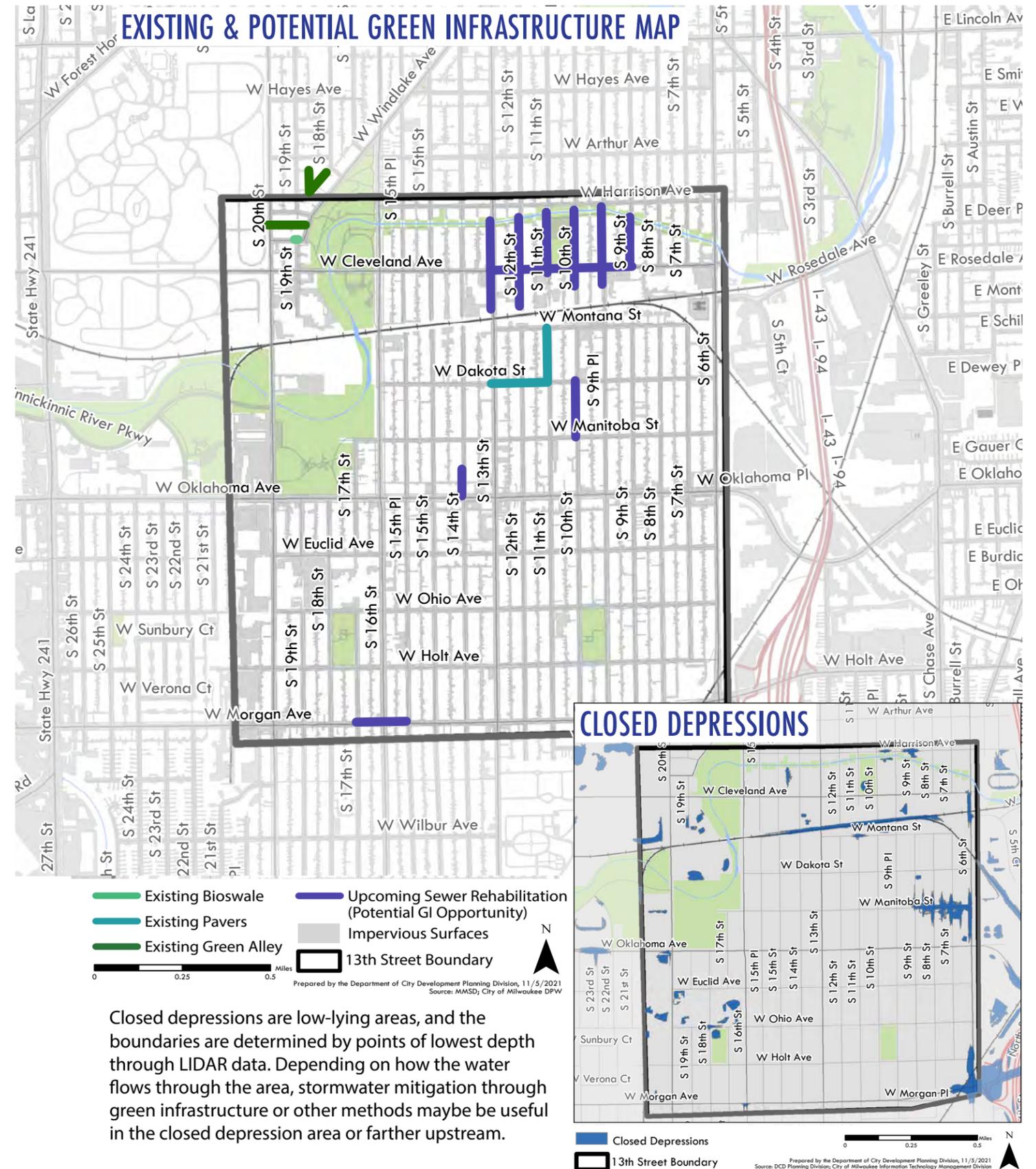
Green Streets stormwater strategies can be used to reduce stormwater quantity and improve stormwater quality through implementation with street and alley repaving or reconstruction projects. Typical green street strategies - such as bioretention, tree trenches, and porous pavements - in medians, terraces, and parking lanes are discussed in the **City of Milwaukee Green Streets and Stormwater Plan** (2013). Examples of typical installation locations, benefits, and maintenance considerations are given for each of the three primary green street strategies.



Green alley near Windlake, July 2021



Street parking with permeable pavers on W. Dakota St., Oct. 2021



3. WHAT WE HEARD



Envision South 13th Street Together (Envision 13th) was developed in close collaboration with residents, businesses, and other neighborhood stakeholders. A variety of methods were used to elicit feedback from residents on the plan, most of which were in an online format due to the majority of the planning process taking place during the height of the COVID-19 pandemic.

For community outreach, DCD partnered with agencies that are already embedded into the community. The Crisol Corridor BID, MMSD and the Sixteenth Street Community Health Center (SSCHC) all assisted with promoting the plan's virtual public meetings and provided ideas for implementing quality community engagement. SSCHC led the majority of one-on-one and neighborhood meetings as well as the direct outreach to community members and leaders. The Crisol Corridor BID led all meetings and interactions with local businesses. MMSD informed the planning team and public on green infrastructure projects and potential in the area. The following community groups helped with outreach and were given stipends for their time: South of the Tracks - Polonia Neighbors, KK River Neighbors in Action, Crisol Corridor Neighbors, Ohio Park Neighborhood Association, Lighthouse Community Center, Southside Organizing Center, and Holt Neighborhood Association. Zablocki Community School, St. Joseph's Academy, and Grandview High School were also essential outreach partners.

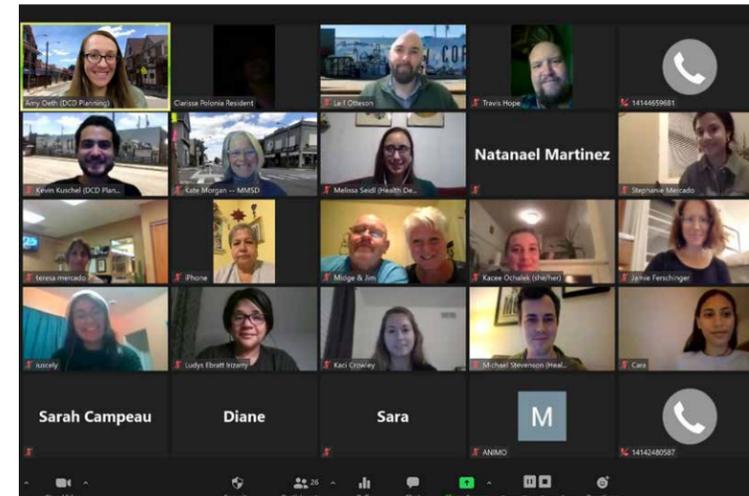
Zablocki Green Team with Envision 13th Slow Down Yard Signs; cr. Zablocki

THE STEPS LEADING UP THE PLAN

There were many discussions happening in the community in the years leading up to Envision 13th planning process. Existing partnerships in the area helped launch the planning process and were built upon, along with making new connections between neighborhoods and businesses.

In 2018, Milwaukee joined the national initiative Connect Capital. This brought together representatives from MMSD, the City, BID #50, and SSCHC to look at how MMSD's Kinnickinnic River flood management project could spur economic development and additional investments in the area. The Connect Capital project prompted discussion about an amendment to the city's comprehensive plan focused around S. 13th Street. Connect Capital provided the opportunity for pre-plan outreach to collect information regarding concerns, opportunities, and ideas from residents and community members along and around S. 13th Street and W. Oklahoma Avenue. In early 2020, partners began conducting public outreach through the following:

- District 2 and District 6 MPD Community Safety Meetings
- Zablocki Elementary School meetings and events
- Kinnickinnic River Neighbors in Action recurring monthly meetings
- Participation in Aldermanic and BID-led safety walks
- Development of the community and business surveys (launched February 24, 2020). QR code with link to survey is shared widely through partner networks and direct mailings
- One-on-one conversations and meetings with stakeholders and community representatives
- "Rock Campaign" in partnership with Public Allies - 50 homes in the neighborhood received a rock, painting supplies, and a letter explaining the envision south 13th street effort, COVID19, and benefits of activating local green spaces by painting and dropping off a rock at a local park/trail/etc.



Virtual Public Meeting participant screenshot - Fall 2020

Envision S 13th Street Together

Submit a photo!

Check out these great examples and submit yours by Friday, January 29!

How to submit your photo: Post in the comments or PM this account or email us at southwestsideplan@milwaukee.gov. Your submission will assist us with the Envision South 13th Street Together plan and may be used within the final plan document.

Deadline: January 29, 2021

Visualicemos la calle sur de La 13

¡Enviar una foto!

¡Echa un vistazo a estos divertidos ejemplos y envía tus fotos en o antes del 29 de enero!

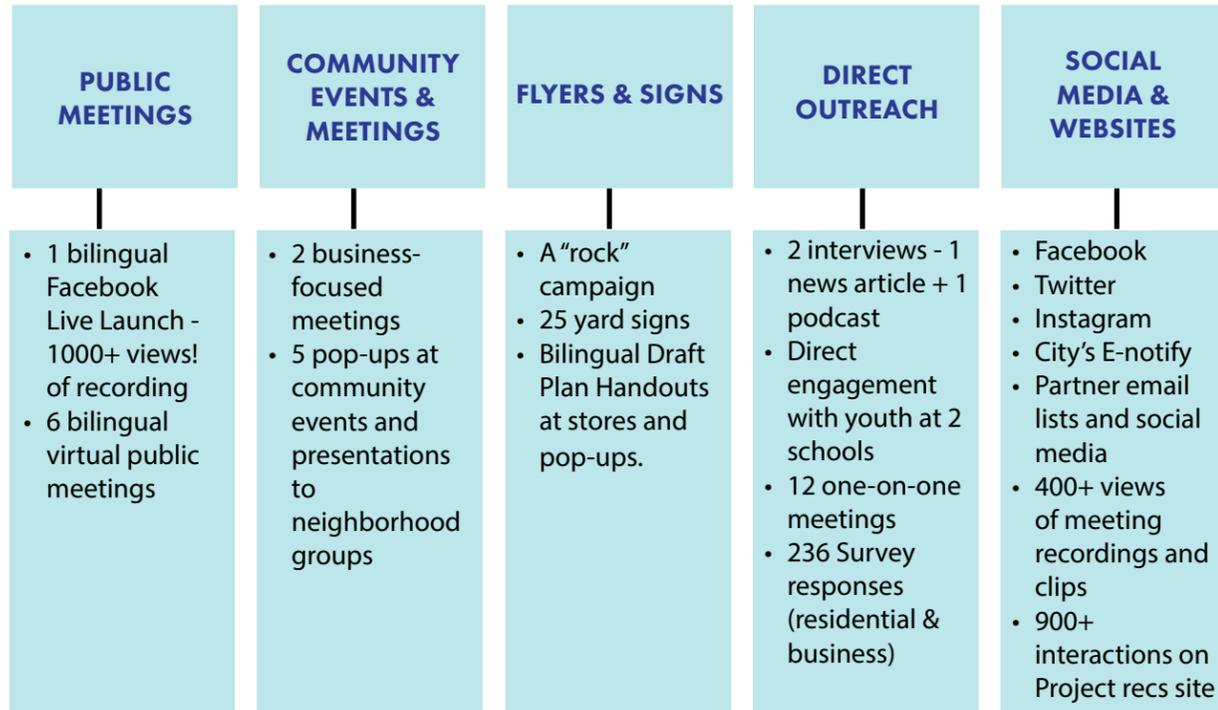
Cómo entregar su foto: Compartala en los comentarios o envíe un mensaje privado a esta cuenta o envíe un correo electrónico a southwestplan@milwaukee.gov. Sus fotos ayudarán con el plan. Visualicemos la calle sur de la 13 y podrán ser utilizadas dentro del documento final del plan.

Fecha límite: 29 de enero del 2021

Bilingual Social Media Campaign, Winter 2020/21

OUTREACH STRATEGIES

The official launch of the City's Envision 13th planning process was delayed by the start of the COVID-19 pandemic. The pandemic caused a re-evaluation of the Plan's outreach process. Once outreach resumed, all meetings and outreach were mostly conducted virtually, which despite its challenges, still led to meaningful community connections. Outreach included:



A FEW MORE DETAILS

- The City's project website was created with both English and Spanish versions. The public input summary with the survey results and summaries of the comments from the topic-based public meetings was also translated into Spanish.
- Bilingual videos of meeting presentations and clips were created and posted to support online outreach. Bilingual static and video social media posts were a standard.
- Virtual lessons with Grandview Highschool students
- Zablocki Community School Green Team students: lessons with the WI Bike Fed "Mike the Chicken" & Slow Down Safety Campaign yard signs to slow traffic and promote plan participation.



Mike the Chicken; cr. WI Bike Fed.

YOUTH ENGAGEMENT

Direct engagement with students in the area was a new process for the DCD to use in getting feedback. Staff and partners from SSCHC and the WI Bike Fed worked with Grandview High School and Zablocki Community School students. From the students, the planning team was able to see S. 13th Street from a different perspective such as using an overhang on a building as a bus shelter when it's raining. The most important things to young students were having places to gather with family and friends and having safe streets to cross to get to their favorite places.



Grandview student street design in StreetMix

TOPIC-BASED VIRTUAL PUBLIC MEETINGS

Public meetings covered the following topic areas: Transportation & Streets, Personal Safety & Crime, Identity & Placemaking, and Parks, Recreation & Trails. These topics best represented the needs and opportunities in the Envision 13th community, based on pre-plan outreach. Meeting presentations were recorded, posted and promoted online after. Comments received during the meetings were recorded in the online platform Ideaflip, and are summarized in Appendix B. General comments from the meetings are summarized below by category:

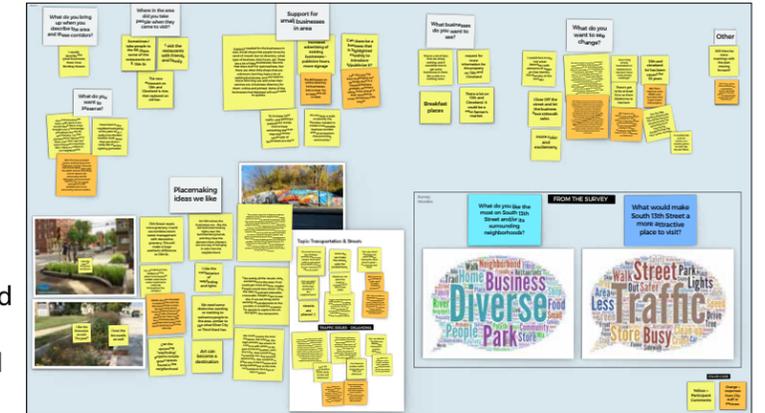
Reckless Driving & Pedestrian Safety: This issue is considered a top priority by the community. Meeting attendees were happy with positive changes resulting from the RII and interested in this treatment being used at more intersections in the future. Especially problematic intersections and corridors were recorded and mapped (see page 47).

Personal Safety & Crime: This topic is also a top concern to the community. Attendees commented on recent gun violence, the need for youth outreach and group collaboration. They discussed lighting and encouraging more active business uses as potential mitigating forces.

Recreation & Networks: Meeting participants were happy with recent redevelopments to Pulaski Park and updated Ohio Park. They were excited about upcoming changes to the river related to trails.

Placemaking, Safety & Greening: Lighting is important to create a sense of place. Participants wanted more art and greening of the S. 13th Street corridor and more wayfinding and accessible business information.

Virtual Discussion Board - Identity Meeting, Nov. 2020



RECOMMENDATIONS WEBSITE

Based on a community survey, community meetings, and meetings with various stakeholders, City staff and partners have drafted recommendations & projects to include in the plan. COMMENT FORMS CLOSED ON WEDNESDAY, MAY 19th, but you can still view the proposed recommendations by clicking on the links below.

<p>Visions and Principles The visions and guiding principles behind this project.</p> <p>View Proposals</p>	<p>Economic Development Recommendations that build on existing programs that support local businesses as well as encourage...</p> <p>View Proposals</p>	<p>Community Building Recommendations that strengthen the sense of community in the area through community activities and...</p> <p>View Proposals</p>	<p>Streets and Transportation Recommendations to reduce reckless driving in the neighborhood, and to making oth...</p> <p>View Proposals</p>
<p>Safety on 13th St Recommendations that help lower the crime rate and perception of crime in the area.</p> <p>View Proposals</p>	<p>Outdoor Recreation Recommendations for improving current outdoor recreational amenities and encouraging more...</p> <p>View Proposals</p>	<p>Stormwater Management Recommendations to expand current stormwater management amenities and encourage more...</p> <p>View Proposals</p>	<p>Placemaking and Art Recommendations for visual improvements to the neighborhood that are in line with its identity, whi...</p> <p>View Proposals</p>

As result of the outreach process and community responses, the planning team and PAG pulled together a set of draft plan recommendations and developed an interactive website, utilizing technology that was new to the City.

Feedback received from the website, a meeting with businesses, and a public meeting in April 2021 helped to further develop the Plan's structure and final plan projects and recommendations.

INPUT SUMMARY

COMMENTS

Comments regarding the Envision 13th planning area were collected through a combination of surveys, public meetings, and online comments. These comments helped to inform the main topics that were focused on in the plan and to prioritize projects. There were comments on a variety of subjects, all of which were recorded and categorized. The quotes below are samples of these comments, colored by project theme.

"Parks are open year round with winter activities, even biking in the winter. After being locked in during the pandemic, we need all of these places open so that we can be active all year round."

"I love the bioswales."

"There is a sense of community amongst neighbors and businesses."

"It feels unsafe where lighting is poor in the evenings. Overall the sense of safety is not there."

"I would like to see some variety in restaurants or maybe outdoor seating at the current ones. The more people see others out and utilizing area businesses, the more it improves personal safety."

"I would love to see rest areas (benches) with elements of urban art that identify the diversity of the corridor."

"I like living on 13th but I don't feel safe walking with my kids and dogs around here due to the constant speeding and wreckless driving up and down 13th street."

LAND USE INPUT

The diversity of businesses, especially small local businesses, is unique in this area and valued by the business and residential community. The survey results showed a desire to continue to build on this diversity for new businesses along the S. 13th Street and W. Oklahoma Avenue corridors. Highly desired businesses include (in the following order): coffee/tea cafe, bakery, and casual and sit-down restaurants, followed by gym/fitness center, home goods/hardware/home furnishings store, entertainment, and specialty grocery store. During the planning process, the community also expressed concerns about uses that may contribute to loitering, littering, and loud noise. An oversaturation for each of the following business types is not desired: taverns; adult retail establishments; adult entertainment venues; convenient cash establishments; and auto-oriented uses such as gas stations, car washes, repair shops, body shops, and motor vehicle sale facilities.

TRAFFIC SAFETY CONCERNS

All comments regarding street safety received during the outreach process, both positive and negative, were mapped. However, because street safety is a top concern and priority for residents and businesses in the Envision 13th planning area, the map to the right displays only the intersections and corridors identified by the community as having the most significant challenges with pedestrian safety and reckless driving. Rings and line thickness display the number of comments made about each intersection and corridor.

COMMENTS TRANSPORTATION & SAFETY MAP

