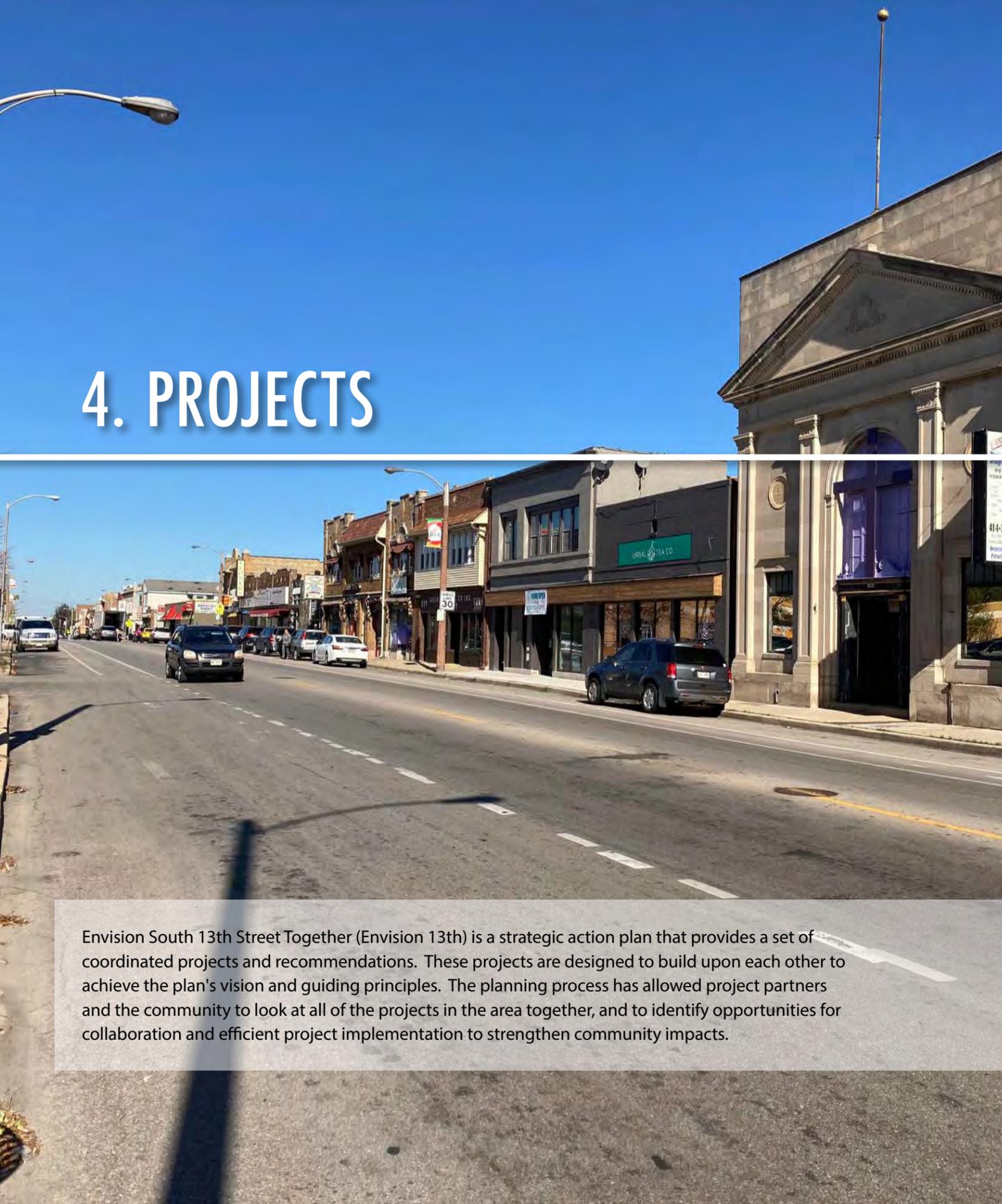


4. PROJECTS



Envision South 13th Street Together (Envision 13th) is a strategic action plan that provides a set of coordinated projects and recommendations. These projects are designed to build upon each other to achieve the plan's vision and guiding principles. The planning process has allowed project partners and the community to look at all of the projects in the area together, and to identify opportunities for collaboration and efficient project implementation to strengthen community impacts.

CHAPTER ORGANIZATION

The projects are organized by their main theme and the lead implementation entity.

This Plan identifies why each recommended project is important and how to make it happen to ensure that there is a clear path towards realizing each action. If a project includes other themes, those are noted by the colored tabs on the project pages.

In addition, some of the theme sections contain overall recommendations and specific policies.

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.



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 provides overall recommendations for new or updated trails, parks, and play spaces.

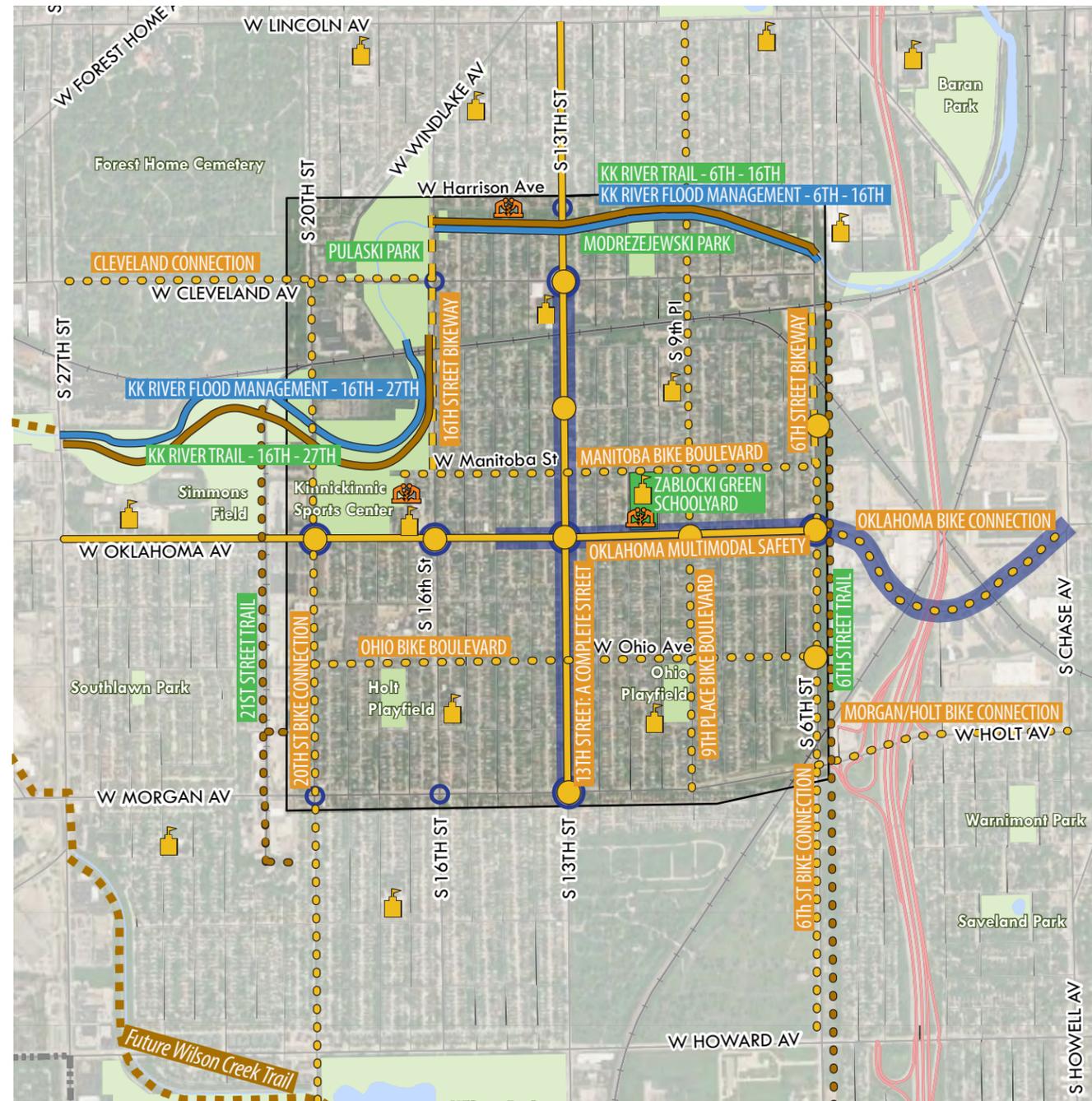


STORMWATER & FLOOD MANAGEMENT – These projects provide actions for upcoming stormwater and flood management projects, explore opportunities for strategic stormwater management projects, and encourage more neighborhood greening.



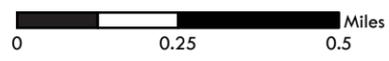
PLACEMAKING & ART – These projects include visual improvements for the corridors and neighborhoods that are in line with its identity while also promoting the area as a local destination.

PROJECTS MAP



- Multimodal Corridor Projects
- - - Medium Term Bike Project
- Ongoing or Conceptual Bike & Pedestrian projects
- Bus Stop Improvements
- Proposed Off-Street Trails
- - - Conceptual Off-Street Trails
- Outdoor Recreation
- Flood Management
- - - Proposed Off-street Trails outside of planning area

- BID Corridors
- Community Gardens
- Gateway Nodes
- Minor Nodes
- Schools
- Envision 13th Planning Area



Several projects are not displayed on the map either because they require their own map or cannot be mapped.

CHAPTER 4 TABLE OF CONTENTS

ECONOMIC DEVELOPMENT	54	COMMUNITY BUILDING	88
Projects Led in Partnership	55	Multiple Potential Project Leads	89
Grant Programs	55	Youth Inclusion & Engagement	89
Storefront Appearance Education	55	Community Events	90
Dept. of City Development Led Projects	56	Community Led Projects	93
Design Guidelines	56	Internal Neighborhood Communication	93
BID Led Projects	57	Home & Garden Maintenance Program	93
Business Promotion	57	Community Gardens	94
Business Attraction	58		
Business Banking Education	59	OUTDOOR RECREATION	96
Crime Reduction – Business Actions	59	Recommendations for All Trail Projects	97
Litter Reduction	60	Recommendations for All Parks Projects	97
Development Guidance	61	Projects Led in Partnership	98
Mixed-Use & Commercial Recommendations	61	Wayfinding Signage	98
Residential Development Recommendations	63	21st Street Rail-to-Trail	99
Industrial Land Recommendations	63	6th Street Trail	100
		Department of Public Works Led Projects	101
TRANSPORTATION & STREETS	64	Kinnickinnic River Trail S. 6th - S. 16th Street	101
Department of Public Works Led Projects	66	Milwaukee County Parks Led Projects	102
Traffic Calming & Pedestrian Safety	66	KK River Trail & Recreational Space –	
Oklahoma Ave Multimodal Safety	68	S. 16th – S. 27th St	102
13th Street: A Complete Street	70	Pulaski Park Amenities	103
Bike & Pedestrian Infrastructure Projects	72	MKE Recreation Led Projects	104
Projects Led in Partnership	76	Modrzejewski Park Update	104
Safe Routes to School	76	Community Led Projects	105
Safer Driving Program	78	Zablocki Green Schoolyard	105
Bus Stop Improvements	78		
MPD Led Project	79	STORMWATER MANAGEMENT	106
Traffic Safety Programming	79	MMSD Led Projects	107
BID Led Project	79	KK River Flood Management – 6th-16th	108
Parking Study	79	KK River Flood Management – 16th-27th	109
		Community Led Projects	110
GENERAL SAFETY	80	Residential Stormwater Management	
MPD Led Projects	81	Programming	110
MPD Communication	81	Multiple – Lead Depends on Method	111
Targeted Deployment	81	Green Infrastructure Opportunities	111
Park Monitoring	82		
Dept. of Public Works Led Project	83	PLACEMAKING & ART	114
Lighting Improvements	83	BID Led Projects	115
Projects Led in Partnership	84	Street Amenities & Activation	115
Problematic Business Engagement	84	Programming Streets – Self-guided Walks	116
Neighborhood Nuisance Prevention	84	Multiple – Lead Depends on Application	117
Safety Education Campaign	85	Art Integration	117
Youth and Adult Programming	86	Decorative Crosswalks	118
Community Led Projects	87		
Block Groups	87		

IMPLEMENTATION TIME FRAMES

All of the recommended projects have anticipated timelines:

- **Underway:** Continuation of an existing project/program or a project that began before plan adoption
- **Short Term:** 0-3 years after plan adoption
- **Medium Term:** 3-5 years
- **Long Term:** 5-10 years
- **Ongoing:** Projects that may take many years to complete but consist of multiple phases or components, some of which should be acted upon immediately with the understanding that full completion is also dictated by outside factors, typically funding availability, and public facility replacement schedules.

ACRONYMS

- BID: Business Improvement District #50
- CDFI: Community Development Financial Institution
- CMAQ: Congestion Mitigation Air Quality
- CPTED: Crime Prevention Through Environmental Design
- DCD: City of Milwaukee's Department of City Development
- DNS: City of Milwaukee's Department of Neighborhood Services
- DPW: City of Milwaukee's Department of Public Works
- ECO: City of Milwaukee's Environmental Collaboration Office
- HSIP: Highway Safety Improvement Program
- MHD: City of Milwaukee's Health Department
- MKE: Milwaukee
- MMSD: Milwaukee Metropolitan Sewerage District
- MPD: Milwaukee Police Department
- MPS: Milwaukee Public Schools
- N/A: Not applicable
- OVP: City of Milwaukee's Office of Violence Prevention
- RII: Rapid Implementation Improvement
- RRFB: Rectangular Rapid Flashing Beacon
- RTP: Recreational Trails Program
- SOC: Southside Organizing Center
- SRTS: Safe Routes To School
- SSCHC: Sixteenth Street Community Health Centers
- STP: Surface Transportation Program
- TAP: Transportation Alternatives Program
- TBD: To Be Determined
- UMOS: United Migrant Opportunity Services
- UWM: University of Wisconsin - Milwaukee
- WDNR: Wisconsin Department of Natural Resources
- WDOA: Wisconsin Department of Administration
- WWBIC: Wisconsin Women's Business Initiative Corporation



Crisol Corridor mural at S.13th St. and W. Oklahoma Ave.

*Unless stated otherwise, pictures are credited to the Department of City Development



ECONOMIC DEVELOPMENT

The recommended Economic Development projects build on existing programs that support local businesses as well as encourage more commerce and investment in the area.

COMMUNITY BENEFITS ANTICIPATED

- Improved perception of the area
- Sense of community pride and ownership
- Aesthetic improvements
- Enhanced marketability of the corridors leading to new jobs and sustaining current businesses
- Improved community health

For some of the projects, additional anticipated community benefits are listed under “Why It’s Important”

SUPPORTING PLANS & POLICIES

- Growing Prosperity
- 414Life Blueprint for Peace

IN THIS SECTION:

Partnership-led Projects	55
• Grant Programs	55
• Storefront Appearance Education	55
• City-led Projects	56
• Design Guidelines	56
BID-led Projects	57
• Business Promotion	57
• Business Attraction	58
• Business Banking Education	59
• Crime Reduction - Business Actions	59
• Litter Reduction	60
Development Recommendations & Policies	61



LEADERSHIP: PARTNERSHIPS

GRANT PROGRAMS

WHAT IS IT?



The BID and DCD will continue to support businesses through grant programs for building improvements, security, and beautification.

WHY IT'S IMPORTANT

Façade improvements help create a sense of place on the corridor and increase interest in a business. Business owners shared that improving the appearance of their storefront was the highest priority to grow their business. Grants that help businesses expand or move into the area help with economic development and business stability. Improved lighting and visibility through windows help with real and perceived safety. Building improvements for accessibility creates a welcoming environment for people of all abilities and ages.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway

WHO: BID and DCD Commercial Corridors
This is the continuation of existing programs, so funding should continue to be allocated to these programs and expanded if possible.

RELATED PROJECTS

- Design Guidelines (p. 56)
- Storefront Appearance Education (p. 55)
- Business Attraction (p. 58)
- Crime Reduction – Business Actions (p. 59)

POTENTIAL FUNDING

Continue funding through City budget and BID budget

STOREFRONT APPEARANCE EDUCATION

WHAT IS IT?



The BID, DNS, MHD, and DCD Commercial Corridors will work together to encourage attractive building façades and structurally sound buildings through education about building and zoning codes, and licensing.

WHY IT'S IMPORTANT

One of the code compliance issues on the corridors is the extent of signage covering windows. As noted under the Crime Reduction Business Actions project, having the ability for people to look out into the street and to look into a store provides real and perceived safety benefits – these are “eyes on the street.” Additionally, overgrown bushes cause visibility issues and discomfort for safety while walking along a street. General safety and security was one of the top concerns in the Envision 13th survey, and improving storefronts to meet local code compliance helps with these issues. In addition, meeting building code and licensing requirements ensures the health and safety of employees and patrons.

HOW TO MAKE IT HAPPEN

TIME FRAME: Short term (0-3 years)

WHO: BID, DNS, MHD and DCD Commercial Corridors

DNS will provide resources on bringing businesses up to code and the BID will help provide these to businesses. The BID will take periodic walks with DNS to identify storefronts that need some help. The BID can also provide information on ways to repair and improve historic façades. Businesses should work with the BID on improvements.

RELATED PROJECTS

- Grant Programs (p. 55)
- Crime Reduction – Business Actions (p. 59)

FUNDING POSSIBILITIES

Funded through staff time.



LEADERSHIP: DEPARTMENT OF CITY DEVELOPMENT

DESIGN GUIDELINES

WHAT IS IT?

  DCD Planning will create a quick resource with examples of revitalized storefronts and guidelines for context-sensitive design that can be utilized throughout the city. This will be a guide, not a requirement for businesses to implement.

WHY IT'S IMPORTANT

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. Historical storefronts like those along S. 13th Street exist throughout the city of Milwaukee, but the diversity of existing small businesses in these spaces is unique and restored façades bring more vibrancy to the area.

HOW TO MAKE IT HAPPEN

TIME FRAME: Short term (0-3 years)
WHO: DCD Planning & Commercial Corridors

DCD Planning, with assistance from the Commercial Corridors team and feedback from BIDs in the city, will pull together information and examples of the rehabilitation of traditional storefronts and façade improvements and enhancements.

RELATED PROJECTS

- Grant Programs (p. 55)
- Storefront Appearance Education (p. 55)

FUNDING POSSIBILITIES

- Funded through DCD staff time



Urbal Tea before façade grant; cr. Google images



Urbal Tea after façade grant; cr. BID #50



Humbled Hands before façade grant; cr. Google images



Humbled Hands after façade grant; cr. BID #50

LEADERSHIP: BUSINESS IMPROVEMENT DISTRICT

BUSINESS PROMOTION

WHAT IS IT?

   The BID will continue to promote the corridors as a destination through marketing campaigns and extend the scope of this work. This might include both virtual and in-person events, signage, online promotion, and community events.

WHY IT'S IMPORTANT

Promotion of businesses is key in helping provide stability for existing businesses and draw new complementary businesses into the area. Marketing campaigns should build upon the diverse identity and history of the area. Highlighting businesses and the BID at neighborhood and community events helps the community build relationships with businesses and learn more about what stores, services and employers are in the area.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway and Short term for expanding this work
WHO: BID with community organizations and businesses as partners

The BID will continue existing promotion. Expansion of promotion will occur alongside the development of community and neighborhood events, which will provide more promotional opportunities.

RELATED PROJECTS

- Business Attraction (p. 58)
- Community Events (p. 90)

FUNDING POSSIBILITIES

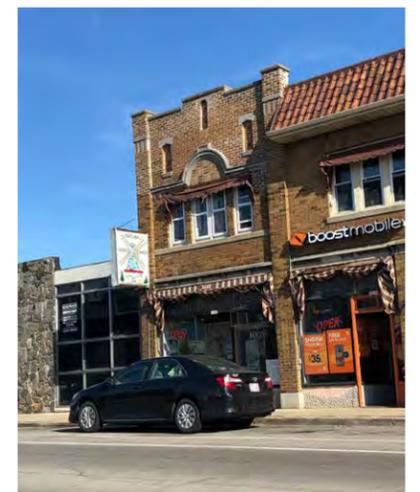
- BID Budget



Safety walk on S. 13th St., July 2021



2021 BID Open House; cr. BID #50



Businesses on S. 13th St.



BUSINESS ATTRACTION

WHAT IS IT?

 The BID with support from DCD Commercial Corridors will continue to encourage a diverse range of businesses on S. 13th Street and W. Oklahoma Avenue that reflect the demographics of the neighborhood. Preferred businesses would be family-oriented and cater to the needs expressed by the community such as community spaces, spaces for youth activities, cafes, bakeries, and casual and sit-down restaurants.

WHY IT'S IMPORTANT

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 for new types of businesses that serve the community. 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. (Note: Some of these businesses types have opened along the corridors since the survey was closed. A summary of the survey is available on the Plan website.) During the planning process, the community also expressed that they would not want to have an oversaturation for each of the following business types: taverns; adult retail establishments; adult entertainment venues; convenient cash establishments, such as cash-for-gold, loan installment agencies, pawn shop, pay day loan, and title loan; and auto-oriented uses such as gas stations, car washes, repair shops, body shops, and motor vehicle sale facilities. Uses that may contribute to loitering, littering, and loud noise, should provide ways to mitigate these potential issues.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway
WHO: BID with support of DCD Commercial Corridors

Continue to promote the corridors and engage in discussions with interested businesses.

RELATED PROJECTS

- Grant Programs (p. 55)
- Business Promotion (p. 57)

FUNDING POSSIBILITIES

- Funded through BID and DCD Commercial Corridors staff time



Specialty Market that opened in 2021



Specialty Market that opened in 2021



Bakery that opened in 2013

BUSINESS BANKING EDUCATION

WHAT IS IT?

 The BID will work with DCD Commercial Corridors, area CDFIs, and other local financial service providers to encourage business financial stability and education through workshops and trainings.

WHY IT'S IMPORTANT

Many small businesses begin with using their own financial resources. There is a need to build proficiency among small business owners to understand how to build credit over time. Credit can help a businesses have enough upfront funding to qualify for reimbursable grants to make building improvements and expand their business.

HOW TO MAKE IT HAPPEN

TIME FRAME: Short term (0-3 years)
WHO: BID with support from entities like those listed in the description.

RELATED PROJECTS

- Grant Programs (p. 55)

FUNDING POSSIBILITIES

- Potentially free workshops through WWBIC or similar entities
- BID Budget

CRIME REDUCTION - BUSINESS ACTIONS

WHAT IS IT?

 The BID will help businesses take actions to decrease crime by improving façade and entrance lighting, ensuring windows that are uncovered enough to look out at the street, and continuing to explore opportunities for cameras. The BID will also continue its safety and security matching grant.

WHY IT'S IMPORTANT

General safety and security was one of the top concerns in the Envision 13th survey. In addition to street lights, lighting on buildings can increase visibility for pedestrians, providing more visibility and security. Lighting and cameras also help deter crime. Maintaining visibility through windows provides “eye on the street”. Staff are able to look out onto the street and people passing by can look into a store, providing both real and perceived safety benefits.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway & Ongoing
WHO: BID with business support

MPD will likely be a partner if a grant for cameras is identified.

RELATED PROJECTS

- Grant Programs (p. 55)
- Storefront Appearance Education (p. 55)

FUNDING POSSIBILITIES

- BID Budget
- Grants



LITTER REDUCTION

WHAT IS IT? The BID will encourage cleaner storefronts and sidewalks in front of businesses and maintain proper street cleaning. The BID will explore partnerships, potentially with Grandview High School, to provide funding for older youth to help care for the streetscape. The BID will continue to partner with neighborhood organizations in area for cleanups to reduce litter on and in areas adjacent to the corridors.

The BID has also purchased and installed 10 trash receptacles on the corridors in the past and has coordinated with the Department of Public Works for pick up. The BID will be purchasing more trash receptacles in the coming year and will be adjusting locations based on the updated bus stop locations.

WHY IT'S IMPORTANT Following reckless driving and pedestrian safety and general safety and crime, improvements to cleanliness was identified as a priority improvement by both residents and business owners to increase visits and customer patronage in the area. The amount of litter in an area impacts the perception of neighborhoods and businesses. It also has environmental impacts. This project also provides opportunities to engage youth and encourage them to take pride in the environment and their community.

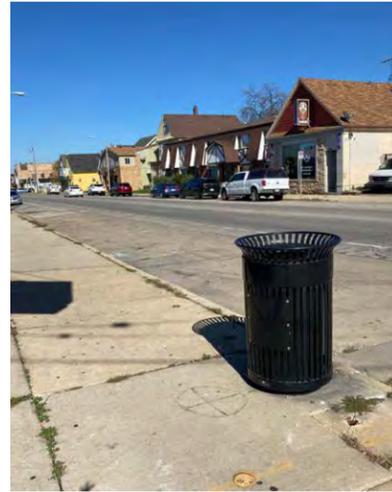
HOW TO MAKE IT HAPPEN
TIME FRAME: Short-term (0-3 years)
WHO: BID with collaboration from businesses, schools, and neighborhood organizations.

RELATED PROJECTS

- Community Events – Cleanups (p. 90)

FUNDING POSSIBILITIES

- BID budget for trash receptacles



Trash bin on S. 13th Street



Litter along S. 13th Street

DEVELOPMENT GUIDANCE

The recommendations and policies in this section build on and supplement the recommendations of the Southwest Side and Near South Side Area Plans to provide updated guidance on the development goals for the area as expressed by stakeholders during this planning process.

The project website contains the results of the online visual preference survey and community discussion around visual preferences for mixed-use, infill, and multi-family development.

MIXED-USE & COMMERCIAL DEVELOPMENT RECOMMENDATIONS

As outlined in the Southwest Side Area Plan, in areas outside of existing primarily residential zones, the amount of land designated for mixed-use residential and commercial development should be increased to provide more vitality and variety in the area.

Within the Envision 13th planning area, mixed-use and commercial developments, whether new or a redeveloped existing building, are best suited for the main commercial corridors – S. 13th Street and W. Oklahoma Avenue. Developments that are more significant in scale will fit best at the gateway nodes (large purple circles on the map). The minor nodes (smaller circles) are suitable for smaller scale mixed-use or commercial development, most of which already do contain businesses or have historically. The gateway and minor nodes are at prominent intersections and also offer opportunities for the integration of art and placemaking.

Smaller neighborhood businesses like corner stores, cafes, and hair salons, are also woven throughout the planning area, often with a mix of uses – commercial on the ground floor and residential or offices above or behind the business. This Plan encourages maintaining this neighborhood fabric.

- Gateway Nodes
- Minor Nodes
- Neighborhood Shopping
- Local Business
- Commercial Service
- Industrial Office
- Industrial Mixed
- Industrial Light
- Industrial Heavy
- Institutional
- Planned Development
- Parks
- Residential Single-Family
- Residential Two-Family
- Residential Multi-Family



MIXED USE & COMMERCIAL OPPORTUNITIES

1. Outlot developments or depaving should be considered on properties with underutilized parking lots.
2. Placemaking elements should be considered for redevelopment on properties with large parking lots or 1-story buildings, particularly at gateway and minor nodes. Developers are encouraged to work with the community to integrate placemaking elements in the development's design.
3. Older buildings that do not have as much architectural value are also potential redevelopment sites.

As there are not many City-owned properties on the commercial corridors, most redevelopment opportunities and land sales will happen on the private market versus the City working directly with a developer. This emphasizes the importance of the BID's relationship with business owners.

MIXED-USE AND COMMERCIAL DEVELOPMENT RECOMMENDATIONS CONTINUED

MIXED USE & COMMERCIAL POLICIES

1. Mixed-use developments that include multi-family housing should include greenspace, areas for youth and families if applicable and if or when not within a ¼ mile of a public park with a play area.
2. Building form should be context sensitive to the neighborhood character and consist of quality materials.
3. Larger scale developments, especially at gateway nodes, should include outreach to the community to ensure elements of the design integrate well with placemaking efforts and the area's identity.



Southwest corner of 13th and Oklahoma, cr. StreetSmart

The intersection of S. 13th Street and W. Oklahoma Avenue is the most prominent gateway intersection in the Crisol Corridor and sits at the heart of the commercial District. A new development at this corner would provide opportunities for placemaking and spur additional economic development and stability along the S. 13th Street and W. Oklahoma Avenue corridors.



Sidewalk cafe, cr. Google Maps



Mixed-use apartment building with a mix of facades - favored in visual preference survey and discussion, cr. Building Enclosure

MIXED USE & COMMERCIAL DESIGN RECOMMENDATIONS

1. On S. 13th Street, the visual preference survey and discussions with the community and businesses showed a preference for maintaining traditional façades that line much of S. 13th Street. Where there is infill development, building design should be context sensitive.
2. At and near prominent intersections, three-four stories are acceptable and current zoning allows for this scale. Additional density may be appropriate for a project that aligns with the development goals of this plan. (see image)
3. Façades should include articulation and quality materials. The visual preference survey favored a development with a mix of façades where one large building appeared to be multiple.
4. The ground level of a redevelopment should include activation and lighting and provide a positive street experience. Include outdoor plazas and seating where space allows. Placemaking and art is encouraged, especially at prominent intersections.
5. Integrate family-friendly environments and ensure designs work for all ages and abilities. (See the Plan projects Street Amenities- p. 115 & Activation and Art Integration - p. 117 for examples)
6. Encourage the inclusion of activities for youth, such as play areas and activities, in indoor and/or outdoor spaces at appropriate businesses, such as at restaurants, cafes, and bakeries.
7. Encourage more outdoor seating areas where appropriate, such as at cafes and restaurants. Infill on side lots as outdoor as well as seasonal parklets is encouraged.

RESIDENTIAL DEVELOPMENT RECOMMENDATIONS

OPPORTUNITIES

This Plan recommends residential multi-family development on two vacant City-owned sets of properties:

- 1116 W. Montana Street - 1020 W. Montana Street – This set of six properties is approximately 41,230 square feet and zoned Multi-family Residential (RM4)
- 2717 S. 9th Place – This property is approximately 28,800 square feet and zoned Multi-family Residential (RM4)

Additional residential development and redevelopment opportunities are dependent on the private market. The policies and recommendations below are for all residential development. Continued rehabilitation of existing residential properties is also encouraged. This strategy preserves neighborhood character while preventing displacement of existing residents.

RESIDENTIAL POLICIES

1. Multi-family housing should include greenspace and trees, providing areas for youth and families if applicable or when not within a ¼ mile of a public park or play area.
2. Building form should be context sensitive to the neighborhood character and consist of quality materials.

RESIDENTIAL DESIGN RECOMMENDATIONS

1. Integrate family-friendly environments and ensure designs work for all ages and abilities. Examples include interactive landscaping, sidewalk designs and paintings, community gardens, swings, seating, ample ramp access, and automatic doors. (See the project Art Integration - p. 117 for more examples)
2. For multi-family residential development within the neighborhoods, community feedback included preference for townhomes with individual entrances and shared or individual greenspaces.

INDUSTRIAL USE RECOMMENDATIONS

Most Industrial zoned properties in the planning area are located along the east-west rail line south of W. Cleveland Avenue or along the unused north-south rail spur near S. 21st Street. The parcels are a mix of Industrial Office, Industrial Light, Industrial Mixed zoning. Three of the industrially zoned properties are located on S. 13th Street and within the BID boundaries.

The City of Milwaukee's updated Industrial Land Analysis was adopted on September 21, 2021. As part of this project, a rezoning evaluation tool was created to help City planning staff determine, at the time of a rezoning request, if land is best suited to remain industrial or convert to a non-industrial use such as a commercial use, housing, or public/institutional. It can also inform other land use and development decisions related to industrial land.

This Plan does not make recommendations for specific industrial properties in and adjacent to the planning area. Many of the industrial properties are active and provide opportunities for employment in the area. With requests to change uses and zoning for industrial properties, recommendations and policies within the Comprehensive Area Plans should be reviewed along with the recommendations below and analysis based on the Industrial Land Rezoning Evaluation Tool. This Plan specifically sets the following policies:

INDUSTRIAL POLICIES

1. Small-scale production space combined with other programming such as on-site retail, workspaces, or tours may be suitable along the S. 13th Street and W. Oklahoma Avenue corridors, and should be considered as long as the use will not cause conflicts with uses in close proximity.
2. If rezoned from industrial to residential use, the proximity to existing industrial uses that could lead to conflicts such as noise, air quality, and odor should be considered.
3. New industrial uses should be compatible with the surrounding residential community and business community. Approval of special uses close to residential areas should be examined and require a buffer if approved.
4. Changes of use or zoning that would allow for more intense uses in close proximity to residential areas are not recommended.



TRANSPORTATION & STREETS

The recommended Transportation and Streets projects aim to reduce reckless driving and make walking, biking, and transit more safe and comfortable to all.

COMMUNITY BENEFITS ANTICIPATED

- Safer routes and better connections for people walking, biking, and taking transit
- Increase in walking, bicycling, and transit
- Reduction in crashes
- Reduction in reckless driving
- Reduction in vehicle speeds
- Improved community health
- Improved access to employers, schools, and other community assets

For some of the projects, additional anticipated community benefits are listed under “Why It’s Important”

SUPPORTING PLANS & POLICIES

Differs by project – see individual project descriptions



Bus stop; cr. BID #50



Rectangular Rapid Flashing Beacon on W. Oklahoma Avenue; cr. BID #50



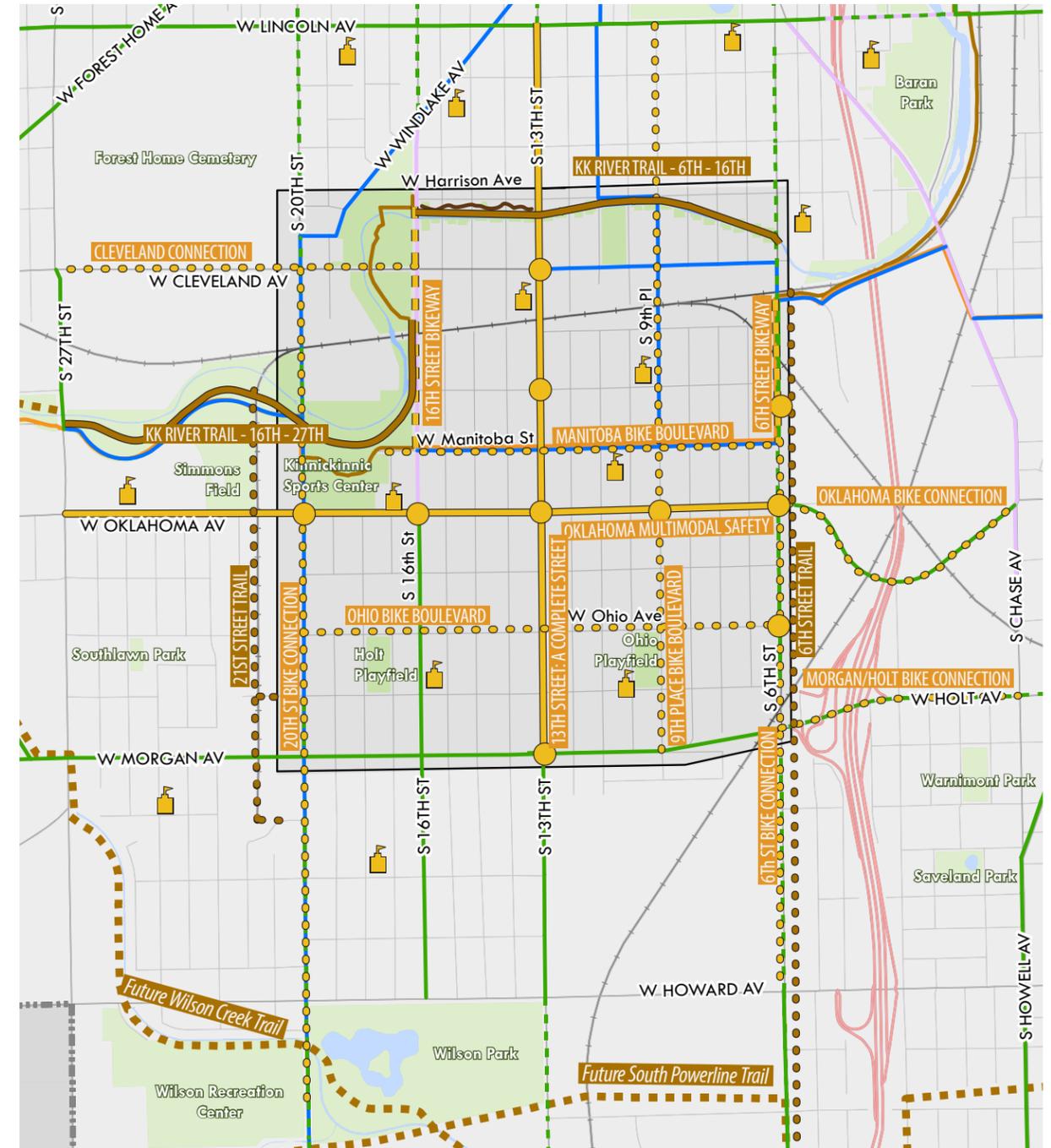
Painted curb extensions; cr. BID #50

IN THIS SECTION:

Department of Public Works Led Projects	64
• Traffic Calming & Pedestrian Safety Improvements	66
• Oklahoma Ave. Multimodal Safety Improvements	68
• 13th Street: A Complete Street	70
• Bike & Pedestrian Infrastructure Projects	72
Projects Led in Partnership	76
• Safe Routes to School	76
• Safer Driving Program	78
• Bus Stop Improvements	78
Milwaukee Police Department Led Project	79
• Traffic Safety Programming	79
BID Led Project	79
• Parking Study	79

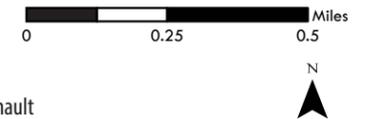
PROPOSED TRANSPORTATION & TRAILS PROJECTS MAP

While some of these projects will come to fruition in the next 10 years, some are more conceptual.



Envision 13th Street Projects

- Multimodal Corridor Projects
- Medium Term Bike Project
- Ongoing or Conceptual Bike & Pedestrian projects
- Bus Stop Improvements
- Proposed Off-Street Trails
- Conceptual Off-Street Trails
- Schools
- Envision 13th Planning Area
- Existing Bike Routes
- Existing Bike Lanes
- Existing Buffered Bike Lanes
- Existing Trails: On-Street - Asphalt
- Existing Trails: Separated Trail
- Existing Trails: Hiking - Dirt
- Proposed Off-street Trails outside of planning area
- 2010 Bike Plan Proposed Bike Lanes
- 2010 Bike Plan Proposed Bike Boulevards



TRAFFIC CALMING & PEDESTRIAN SAFETY IMPROVEMENTS

DPW and partners will continue to integrate traffic calming and pedestrian safety improvements in the area with street reconstruction projects and known problem areas when possible, and they will use the community input in this Plan and citywide data to implement described projects and define new ones.

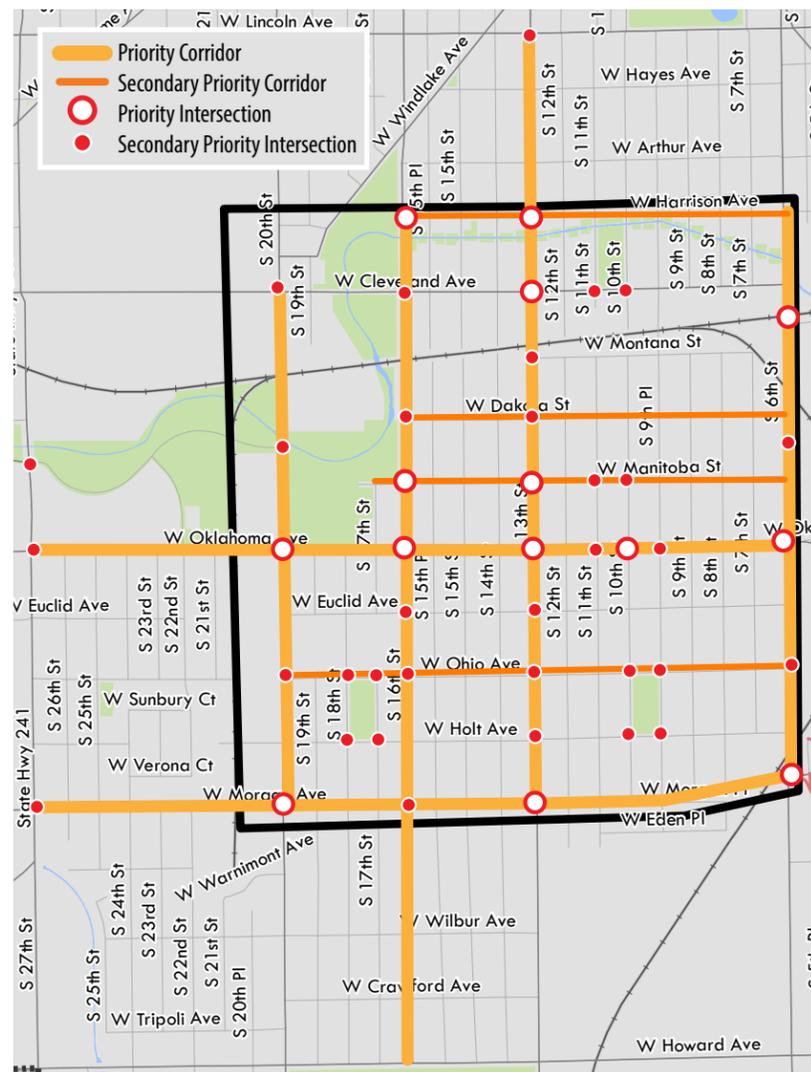
Comments from the public input process were collected, mapped and overlaid with data from traffic crashes, the pedestrian high injury network, pedestrian crash risk points, pedestrian generators (parks, schools, transit, commercial corridors), existing and proposed bike facilities, traffic volumes, and projects in this plan. Five priority corridors and intersections with the most overlapping data were identified through this method (from east to west and north to south):

- S. 6th St. - W. Lincoln Ave. to W. Morgan Ave.
- S. 13th St. - W. Lincoln Ave. to W. Howard Ave.*
- S. 16th Street - W. Harrison Ave. - W. Morgan Ave.
- S. 20th Street - W. Cleveland Ave. - W. Morgan Ave.
- W. Oklahoma Ave. - S. 6th St. - S. 27th St.*
- W. Morgan Ave. - S. 6th St. - S. 27th St.*

(See map for intersections.)

Some of the corridors and intersections listed above will be improved through projects identified in this Plan. Others should be examined as additional projects in the future. Even if not listed above, additional street corridors in the planning area have traffic calming needs expressed by the community and through data. Chapter 3 includes a map of all the comments received.

A citywide multimodal crash analysis will be conducted by DPW in 2022 to identify high crash corridors and intersections for pedestrians, bicyclists, and vehicles. Combined with comments from this planning process, this analysis can further define priority locations and opportunities in the planning area.



WHAT IS IT?

WHY IT'S IMPORTANT

High on the list of community concerns are reckless driving and pedestrian and multimodal safety. Addressing pedestrian safety and reckless driving will complement the goals of Complete Streets, but more importantly enhance the commercial corridors and community assets by making the street corridors safe, enjoyable, and convenient to walk, bike, take transit, or even just to experience, regardless of age and ability. Additionally, comments from the public input process supplement what the data shows by providing stories about near misses, unreported crashes, and fear of traveling along certain corridors in the planning area.

TIME FRAME: Ongoing - incorporate in projects and identify new projects.

WHO: DPW with support from the BID and community partners in vicinity

Actions:

- Address community input into project plans
- Review community data when scoping and deciding on new projects
- Integrate placemaking and street activation methods where possible – such as placing planters on curb extensions

RELATED PROJECTS

- Oklahoma Multimodal Safety Improvements (p. 68)
- 13th Street: A Complete Street (p. 70)
- Bike and Pedestrian Infrastructure Improvement Projects - All (p. 72)
- Safe Routes to School (p. 76)
- Street Amenities and Activation (p. 115)

POTENTIAL FUNDING

- Opportunities with street projects.
- Funding has been received for pedestrian crossing improvements at S. 16th Street and W. Harrison Avenue.
- Grants such as TAP, HSIP, CMAQ, STP, MMSD (if green infrastructure is used), SRTS
- City funds

SUPPORTING PLANS & POLICIES

- Pedestrian Plan (2019) – Pedestrian High Injury Network
- Complete Streets Policy & Implementation
- Reckless Driving Task Force Recommendations (2020)

ADDITIONAL INFORMATION

- The notation of a priority intersection does not mean that traffic calming is not necessary at other locations on a street. The priority intersections were chosen based on the amount of overlapping data. As improvements are made, appropriate traffic calming methods should be explored based on safety data, nearby land uses, transit stops, community comments from this planning process, and any further outreach.
- The map shows a set of secondary priority corridors and intersections which are based on the data listed above and land uses that serve families like parks and schools.
- All of the community comments about traffic calming needs are included on a map in Chapter 3.
- S. 13th Street – Additional details about the comments received and recommendations for S. 13th Street are included in the 13th Street: A Complete Street project on page 70 .
- *Oklahoma Avenue - While some of the W. Oklahoma Avenue intersections are included

on the map, recommendations for W. Oklahoma Avenue from S. 6th Street to S. 27th Street are described in the Oklahoma Ave Multimodal Safety Improvements project on page 68.

- *Morgan Avenue - Comments about W. Morgan Avenue were received before the implementation of the Morgan Avenue Complete Street project. Those comments factored into the design of the project. The Morgan Avenue project was implemented in the Fall of 2021, so data regarding the impact of the project is not yet available.
- Other projects in this Plan, may also include traffic calming measures. Even though not all of those intersections and corridors are included on the map, there is community support for the implementation of those projects.
- The Milwaukee Pedestrian Plan contains a toolbox of treatments for pedestrian safety improvements.
- The Wisconsin Bike Federation has compiled a booklet of information about pedestrian safety and traffic calming treatments.

HOW TO MAKE IT HAPPEN

OKLAHOMA AVENUE MULTIMODAL SAFETY IMPROVEMENTS

WHAT IS IT? This project will redesign the street to reduce motor vehicle speeds and provide safer accommodations for people walking, biking, taking transit, and driving on W. Oklahoma Avenue.

WHY IT'S IMPORTANT Comments indicated that W. Oklahoma Avenue is a barrier between neighborhoods. Traffic, crash data, and comments from the public show a strong need to calm traffic along this corridor. A portion of this corridor is on the City's Pedestrian High Injury Network. Creating an accessible street, a place, where people are comfortable and want to visit and stay, positively impacts economic development and creates a sense of place.

TIME FRAME: Short Term
WHO: DPW

Additional partners/stakeholders include Crisol Corridor BID, Community Organizations, Zablocki Community School, St. Joseph's Academy, MMSD, and DCD

Actions:

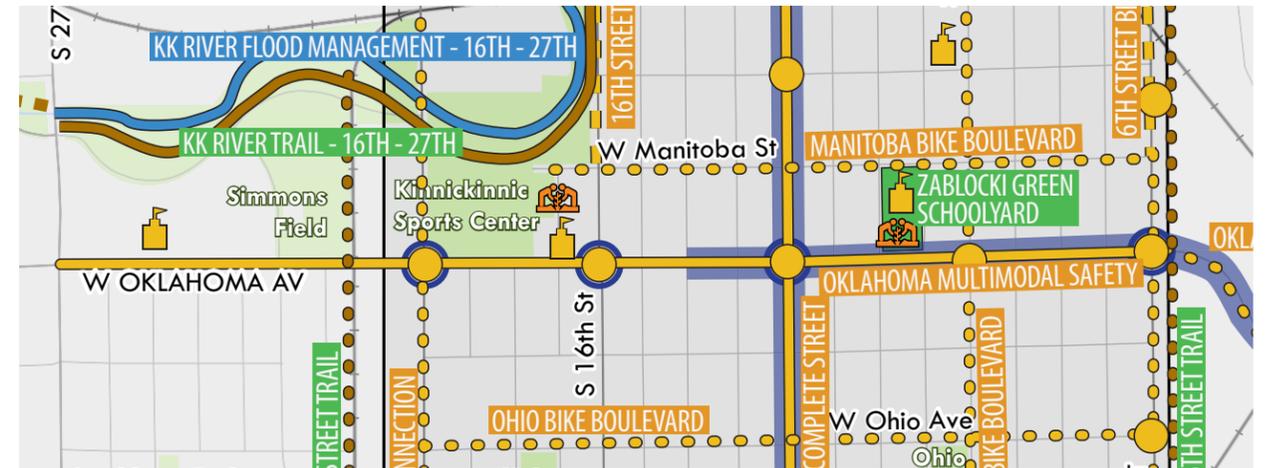
- The BID can help support this project through promotion of public engagement opportunities and identifying and supporting the integration of placemaking efforts like decorative crosswalks on across side streets, median design, and art.
- Based on public input during the planning process, data, and recommended projects in this plan, the following intersections should be prioritized for pedestrian crossing improvements: S. 6th Street, S. 9th Place, S. 10th Street, S. 11th Street, S. 13th Street, S. 16th Street, S. 20th Street, and S. 27th Street. Comments also included issues with vehicles cuing and turning at S. 6th and S. 16th Streets.
- MMSD and DPW Stormwater will work with the project team during the design process to identify opportunities for green infrastructure at curb extensions.
- The project should improve pick-up and drop-off operations at St. Joseph Academy and Zablocki Community School.

RELATED PROJECTS

- Development Guidance - Gateway Intersections (p. 61)
- Traffic Calming & Pedestrian Safety Improvements (p. 66)
- Safe Routes to School (p. 76)
- Bike & Pedestrian Projects: S. 9th Place Bike Boulevard; W. Oklahoma Ave. Bike Connection; S. 20th Street Connection; S. 6th Street Connection (p. 72)
- Green Infrastructure Opportunities (p. 111)
- Street Amenities & Activation (p. 115)
- Art Integration (p. 117)
- Decorative Crosswalks (p. 118)

POTENTIAL FUNDING

- Funded – Transportation Alternatives Program (Federal grant with local match)
- Additional funding is likely needed if green infrastructure is included, MMSD is a potential funder



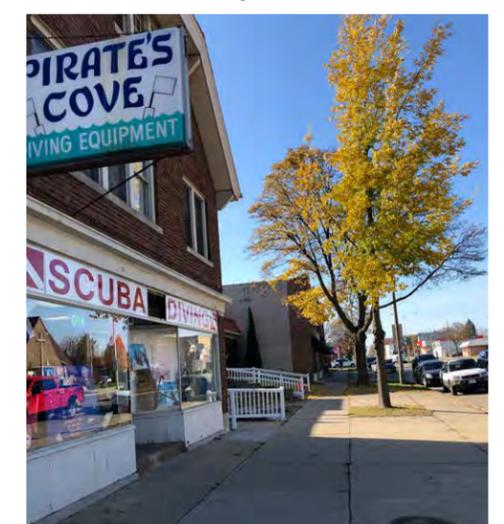
W. Oklahoma Avenue looking east from S. 13th Street



Install of the RRFB at S. 10th St. and W. Oklahoma Ave., Oct. 2020; cr. BID #50



W. Oklahoma Ave. at S. 9th Pl. looking southeast



Wide sidewalk on W. Oklahoma Ave.

13TH STREET: A COMPLETE STREET

 This project has multiple potential phases with an end goal of making S. 13th Street into a Complete Street – an accessible place where it is safe, enjoyable, and convenient to walk, bike, take transit, drive, or simply experience streets and public spaces. This is the goal for all streets in the city, but as the main street of this corridor, it is a priority.

Actions:

- The Rapid Implementation Improvements (RII) should be expanded along S. 13th Street north to W. Lincoln Avenue and south to W. Morgan Avenue, once funding is available. Updated and expanded RIIs should include placemaking elements such as planters that add greenery, or artistic patterns and colors.
- RII projects are a first step to more permanent infrastructure improvements. Permanent infrastructure usually takes place when a road is reconstructed. Prior to a full reconstruction, opportunities to add permanent curb extensions at intersections should be explored as funding or overlapping projects allow. For instance, in the short-term, the Kinnickinnic Flood Management Project between S. 6th Street and S. 16th Street will impact the RII at S. 13th Street and W. Harrison Avenue. A permanent curb extension should be explored at this intersection.
- Many of the other projects in this Plan such as improved lighting, façade enhancements and litter reduction, work to fulfill a vision of a Complete S. 13th Street and can be implemented in stages.
- When S. 13th Street is re-surfaced or re-striped, the existing striping configuration should be examined to ensure that pedestrian and bike safety is accommodated to the greatest extent possible.
- When funding allows or there is an opportunity with another project, replace the RII's with permanent curb extensions. Work with the community and BID to prioritize locations.
- When there is an opportunity to reconstruct all or parts of S. 13th Street, explore the ideas that are included in the projects of this Plan including the incorporation of green infrastructure and integration of art. The rendered images to the right provide inspiration for possible treatments. Reconstruction of S. 13th Street should include working with the BID and community to ensure S. 13th Street is what they envision.

Additionally, Rapid Implementation Improvements and other traffic calming and pedestrian safety treatments could be applied to other intersections in the planning area, particularly locations with pedestrian generators like schools, parks, and stores throughout the planning area.

Improvements to a street creates a better and more accessible environment for those traveling by all modes – walking, biking, and driving. The community expressed feeling safer on the S. 13th Street corridor after implementation of the RII project and expressed wanting to see it expanded to W. Lincoln and W. Morgan Avenues. Residents commented that the RII led to less passing on the right and slower speeds. The slower speeds made it more comfortable to walk and to parallel park. Data shows a 9.6% decrease in speeding drivers and drivers are now six times more likely to yield to pedestrians.

Creating a Complete Street with permanent curb extensions, greening, art and more, will increase safety for those traveling by all modes. A Complete Street creates a sense of place and is a place where people are comfortable and want to visit and stay; this positively impacts economic development.

13TH STREET: A COMPLETE STREET

TIME FRAME: Ongoing – multiple phases. Short-term and Medium Term for placemaking at RIIs and expansion of RIIs

WHO: Depends on the phase and location – DPW as the lead. BID is a partner for RII projects. Full reconstruction will include more partners including multiple DPW Divisions, the BID, DCD, community partners, and potentially MMSD.

RELATED PROJECTS

- Grant Programs (p. 55)
- Litter Reduction (p. 60)
- Development Guidance (p. 61)
- Traffic Calming and Pedestrian Safety Improvements (p. 66)
- Oklahoma Multimodal Safety Improvements (p. 68)
- Bike & Pedestrian Projects: Manitoba Bike Boulevard; Ohio Neighborway (p. 72)
- Safe Routes to School (p. 76)
- Lighting Improvement (p. 83)
- Kinnickinnic Flood Management Project - S. 6th Street - S. 16th Street (p. 108)
- Street Amenities and Activation (p. 115)
- Decorative Crosswalks (p. 118)

POTENTIAL FUNDING

- Opportunities with street projects.
- Grants such as TAP, HSIP, CMAQ, STP, MMSD (if green infrastructure is used), SRTS
- City Funds

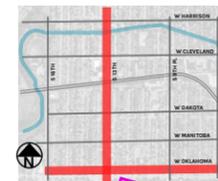
SUPPORTING PLANS AND POLICIES

- Pedestrian Plan (2019) – Pedestrian High Injury Network
- Complete Streets Policy & Implementation
- Reckless Driving Task Force Recommendations (2020)

HOW TO MAKE IT HAPPEN



EXISTING CONDITIONS ON 13TH LOOKING NORTH
CONDICIONES EXISTENTES EN 13TH VISTA HACIA EL NORTE



VIEW LOOKING NORTHWEST AT S 13TH & W OKLAHOMA
VISTA HACIA EL NOROESTE EN S 13TH Y W OKLAHOMA

WHAT IS IT?

WHY IT'S IMPORTANT

BIKE & PEDESTRIAN INFRASTRUCTURE PROJECTS

 The City of Milwaukee's master bike plan, Milwaukee by Bike, was adopted in 2010. Since then bike lanes and buffered bike lanes have been installed at several locations in the planning area. See Chapter 2 for more information on existing bikeways.

This set of projects furthers recommendations from the 2010 Milwaukee by Bike Plan and the Kinnickinnic River Neighborhood Plan, and recommends additional corridors for bike boulevards that were identified through the Envision 13th planning process. These recommendations include connections to existing and potential off-street trails. The recommendations also include bike boulevards. Bike boulevards are local streets where motor vehicle traffic speeds and volumes are kept low to make it safer and more comfortable to bicycle, walk, and play.

Overall Recommendation: Recommendations within this Plan, the 2010 Milwaukee by Bike Plan, and the City's Pedestrian Plan should be reviewed as part of street corridor projects and spot improvements in the area with the goal of creating a low-stress bicycle network and accessible pedestrian-friendly streets. Low-stress bikeways can include protected bike lanes, bike boulevards, and shared use trails, and can be achieved through new projects or by enhancing existing bikeways into low-stress accommodations. Protected bike lanes are preferred over standard bike lanes. Even if a bikeway is not shown on a specific corridor in a plan, adding or improving upon bicycle and pedestrian accommodations should be explored in the planning stages of all street projects. Improvements at intersections should be improved for both bicyclists and pedestrians. These recommendations enhance connectivity for more modes of transportation to help bring people to the area and helps commuting employees. There may be placemaking opportunities with techniques like decorative crosswalks at some of the intersections.



Improved crossing on W. Cleveland Ave. near Pulaski Park

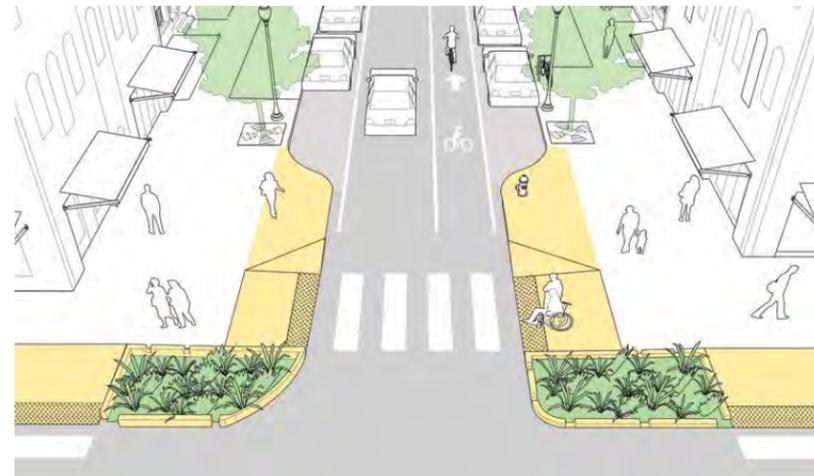


S. 9th Pl. and W. Oklahoma Ave.



Above: S. 20th St. and W. Cleveland Ave

Right: Traffic calming rendering of curb extensions with green infrastructure; cr. NACTO



WHAT IS IT?

WHAT IS IT?	WHY IT'S IMPORTANT	TIME FRAME	WHO	RELATED PLANS	NOTES
W. CLEVELAND AVENUE BIKE CONNECTION – S. 16TH TO S. 27TH STREET					
Bike Connection	Connects to Pulaski Park, Forest Home Cemetery, and proposed and existing bike facilities and trails	Ongoing	DPW leads with some coordination with Forest Home Cemetery (FHC)	E13	FHC has a gate on Cleveland that could be open for pedestrian and bicycle access only.
S. 16TH STREET BIKEWAY – W. HARRISON AVENUE TO W. MANITOBA STREET*					
All ages and abilities bikeway	Connects to Pulaski Park, KK Sports Center, Saint Joesph's Academy, community gardens, Oak Leaf Trail system, and proposed and existing bike facilities	Medium Term	DPW and Milwaukee County	BP+ (Trails) E13	Partially funded, will be designed with KK Trail projects. Essential on-street component for connecting KK River Trail
W. 9TH PLACE BIKE BOULEVARD – W. LINCOLN AVENUE TO W. MORGAN AVENUE					
Bike Boulevard- All ages and abilities route	Improves access to W. Oklahoma Avenue businesses, the trail system, on-street bike facilities, schools, and parks. Provides all ages and abilities alternative to S. 6th Street.	Ongoing	DPW with community support	E13	Grant likely needed or with street project. Traffic calming and placemaking at intersections could be first.
S. 6TH STREET BIKEWAY – W. ROSEDALE AVENUE TO W. MANITOBA STREET					
All ages and abilities bikeway	Connects to proposed and existing trails, proposed Manitoba Neighborway. Enhances existing bike facility. High priority corridor for traffic calming for community and data analysis	Medium Term	DPW and Milwaukee County	BP+ E13	Grant likely needed. Need for improved bike connection has part of community discussions leading up to the E13 Plan.
W. MANITOBA AVENUE BIKE BOULEVARD – S. 6TH TO S. 17TH STREET					
Bike Boulevard- All ages and abilities route	Improves access to South 13th Street, the trail system (on-street portion of Oak Leaf Trail), on-street bike facilities, two schools, and calms traffic.	Ongoing	DPW and Milwaukee County + outreach to SJA, Zablocki, BID, neighborhood groups	BP E13 County	Potential GI opportunity - 9th to 6th, review Zablocki SRTS plan. Grants likely needed or with street project. Traffic calming and placemaking at intersections could be first steps

Continued onto next page →

* S. 16th Street, especially this segment, was noted as a high priority corridor for traffic calming based on data and community discussion before and during the planning process. This segment is essential in connecting the portion of the KK River Trail in Pulaski Park to the Kinnickinnic River Trail that will be built from S. 16th Street to S. 27th Street.

BIKE & PEDESTRIAN INFRASTRUCTURE PROJECTS (CONTINUED)

WHAT IS IT?	WHY IT'S IMPORTANT	TIME FRAME	WHO	RELATED PLANS	NOTES
W. OKLAHOMA AVENUE BIKE CONNECTION ENHANCEMENT – S. CHASE AVENUE TO S. 6TH STREET					
Bike Connection	Connects neighborhoods and amenities east-west of I-43, the transit stop at 6th and Oklahoma (used by 3 MCTS bus lines)	Ongoing	DPW	BP+ E13	This is an enhancement of existing bike lanes to protected bike lane or path.
W. OHIO AVENUE BIKE BOULEVARD – S. 6TH TO S. 20TH STREET					
Bike Boulevard- All ages and abilities route	Improves access to 13th St., connects to parks, proposed and existing bike facilities, schools, Acension St. Francis Hospital, Assisted Living Community	Ongoing	DPW with community support	E13	Pedestrian improvements around parks are a high priority for the community.
S. 20TH STREET BIKE CONNECTION - NORTH OF PLANNING AREA TO SOUTH OF PLANNING AREA					
Bike Connection	Connects to proposed and existing bike facilities, proposed trails, parks, and Ascension St. Francis Hospital	Ongoing	DPW	BP E13	
S. 6TH STREET BIKE CONNECTION - NORTH OF PLANNING AREA TO W. HOWARD AVENUE					
Bike Connection	Connects to proposed and existing bike facilities, and Garden District community gardens and green corridor	Ongoing	DPW	BP E13	
HOLT BIKE CONNECTION - S. 6TH ST. TO S. CHASE AVENUE					
Bike Connection	Connects to proposed and existing bike facilities	Ongoing	DPW	BP E13	

RELATED PROJECTS

- Traffic Calming & Pedestrian Safety Improvements (p. 66)
- Safe Routes to School (p. 76)
- Decorative Crosswalks (p. 118)
- Bus Stop Improvements (p. 78)
- See map for geographically related projects

FUNDING POSSIBILITIES

(for all Bike and Pedestrian projects)

Most of these projects are conceptual. Potential funding could come from local capital funds, integrating improvements with street projects, and transportation grants such as TAP, HSIP, CMAQ, STP, MMSD (if green infrastructure is used), SRTS



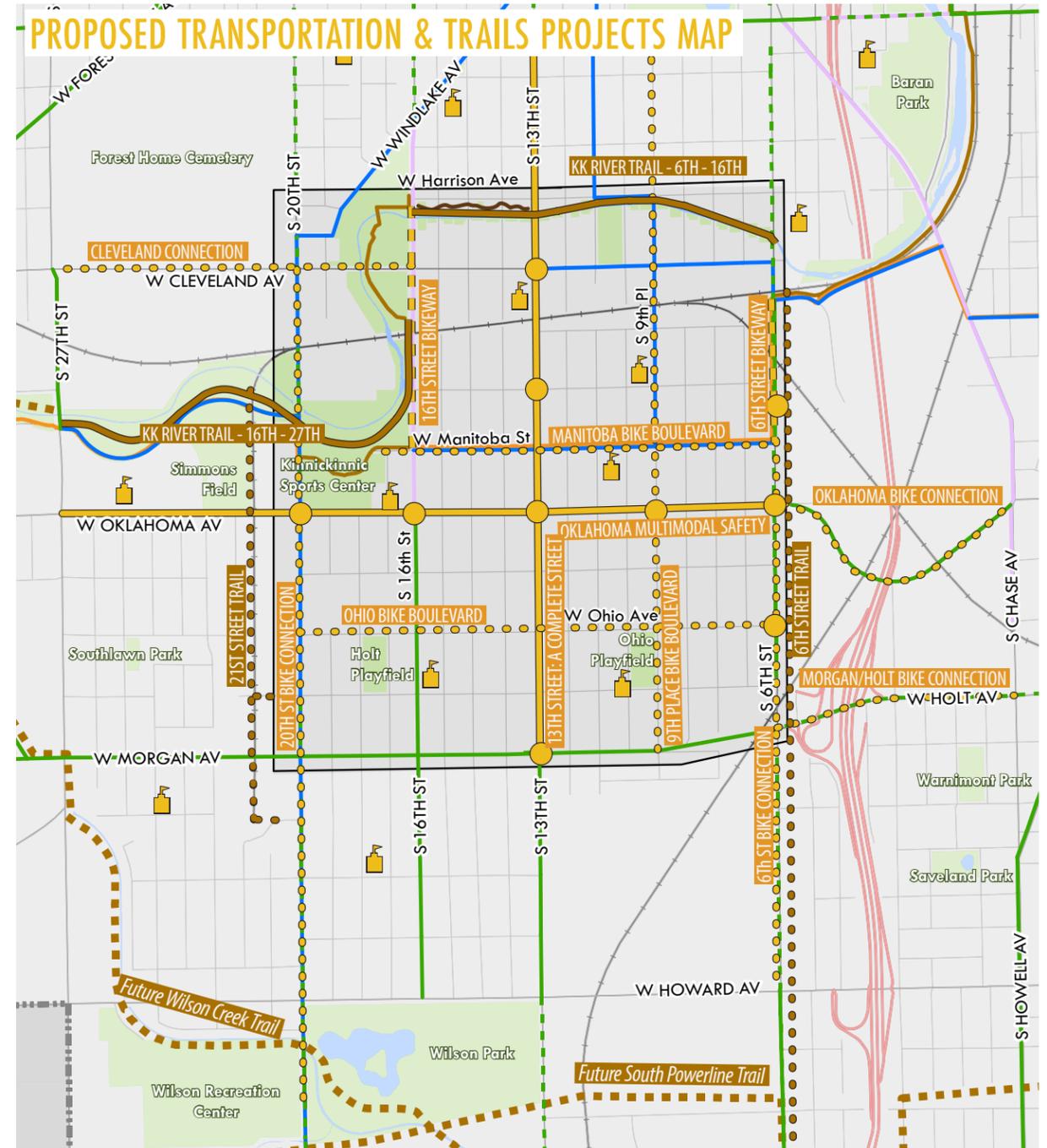
W. Oklahoma Ave & S. 6th St.



S. 6th St. and W. Morgan Ave.



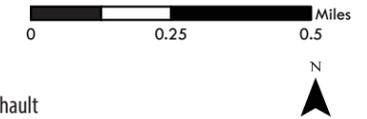
S. 20th St. and W. Holt Ave. intersection



Envision 13th Street Projects

- Multimodal Corridor Projects
- Medium Term Bike Project
- Ongoing or Conceptual Bike & Pedestrian projects
- Bus Stop Improvements
- Proposed Off-Street Trails
- Conceptual Off-Street Trails
- Schools
- Envision 13th Planning Area

- Existing Bike Routes
- Existing Bike Lanes
- Existing Buffered Bike Lanes
- Existing Trails: On-Street - Asphalt
- Existing Trails: Separated Trail
- Existing Trails: Hiking - Dirt
- Proposed Off-street Trails outside of planning area
- 2010 Bike Plan Proposed Bike Lanes
- 2010 Bike Plan Proposed Bike Boulevards



SAFE ROUTES TO SCHOOL

 The City's Safe Routes to School (SRTS) Strategic Plan identifies policies, programs and initiatives that Milwaukee Public Schools (MPS), and various City of Milwaukee departments can implement to improve walking and biking to school conditions.

Street projects in the planning area should include and implement the policies, programs and initiatives identified in the Safe Routes to School Plan, as there are several schools in the area.

Of note - The Zablocki Community School completed a SRTS Travel Plan in 2019, and it should be considered and implemented. This Envision 13th project also recommends the implementation of SRTS programming at St. Joseph Academy (SJA). SJA has noted issues with fast speeds on S. 16th Street during arrival and dismissal, crossing issues at S. 16th Street and W. Manitoba Avenue, people traveling the wrong way on S. 17th Street, and a need for a school zone sign south of W. Oklahoma Avenue.

Other schools in the planning area are encouraged to implement SRTS programming as well. The WI Bike Fed has developed curriculum around safe walking and biking and it is available on their website. The National Center for SRTS also has a variety of tools, including a free parent survey platform. At this time there is not funding for the WI Bike Fed to provide free SRTS education outside of MPS public schools, but one of the long-term goals in the SRTS Strategic Plan is expand bicycle education to reach students outside of MPS.

Traffic safety and motorist behavior are pressing issues in Milwaukee. According to the 2019 Milwaukee Pedestrian Plan, drivers yield to pedestrians in crosswalks less than 33% of the time. 22% of the pedestrians in crashes between 2013 and 2018 were between the ages of 5 and 18. Only 1% of the bicyclists in crashes in Milwaukee were between the ages of 5 and 18. This may reflect the low rates of children that bicycle in Milwaukee due to the lack of bicycle parking at schools and homes, safe streets for bicycling near schools, and parent concerns. SRTS is focused on improving safety for students during their trip to and from school, by making streets safer and supporting programs that help them—and their families—feel safe about walking and biking to school. Additional community benefits include: reduced vehicle speeds near schools, more children walking and biking to school, and improved concentration in students. Walking and biking to and from school also has the added benefit of people traveling through the area and potentially supporting local businesses.

TIME FRAME: Ongoing

WHO: DPW, MPS, Schools and the WI Bike Fed

Additional supporting organizations may include: Safe Routes to School Steering Committee, Local and Neighborhood Community Partners, Safe Kids Southeast Wisconsin, other City agencies like other DPW divisions, Health Department, Mayor's Office, DCD, and other MPS departments such as Milwaukee Recreation, Transportation, Facilities & Maintenance.

Zablocki and St. Joseph Academy, should be included in Oklahoma Multimodal Safety Improvements Project discussions as it relates to multimodal access and circulation near and around the schools. The Oklahoma project could present opportunities to help with SRTS efforts. Several of the other projects in this plan also support improving bicycle and pedestrian access to schools.

SAFE ROUTES TO SCHOOL

RELATED PROJECTS

- Traffic Calming and Pedestrian Safety Improvements (p. 66)
- Oklahoma Avenue Multimodal Safety Improvements (p. 68)
- 13th Street: A Complete Street (p. 70)
- Bike & Pedestrian Projects: W. Cleveland Avenue Bike Connection; S. 16th Street Bikeway; S. 9th Pl. Bike Boulevard; S. 6th St. Bikeway; W. Manitoba Ave. Bike Boulevard; W. Ohio Ave. Bike Boulevard (p. 72)
- Bus Stop Improvements (p. 78)
- Decorative Crosswalks (p. 118)

POTENTIAL FUNDING

- Refer to the 2021 City of Milwaukee Safe Routes to School Strategic Plan for a list of potential funding sources.

SUPPORTING PLANS AND POLICIES

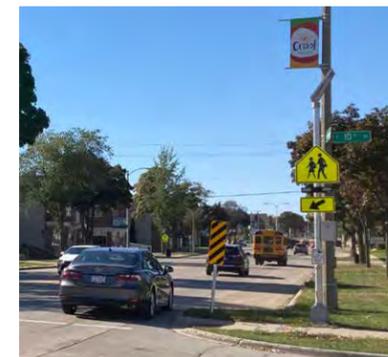
- Safe Routes to School Strategic Plan (2021)
- Reckless Driving Task Force Recommendations (2020)
- Pedestrian Plan (2019)
- Complete Streets Policy & Implementation



SRTS - Zablocki; cr. Zablocki

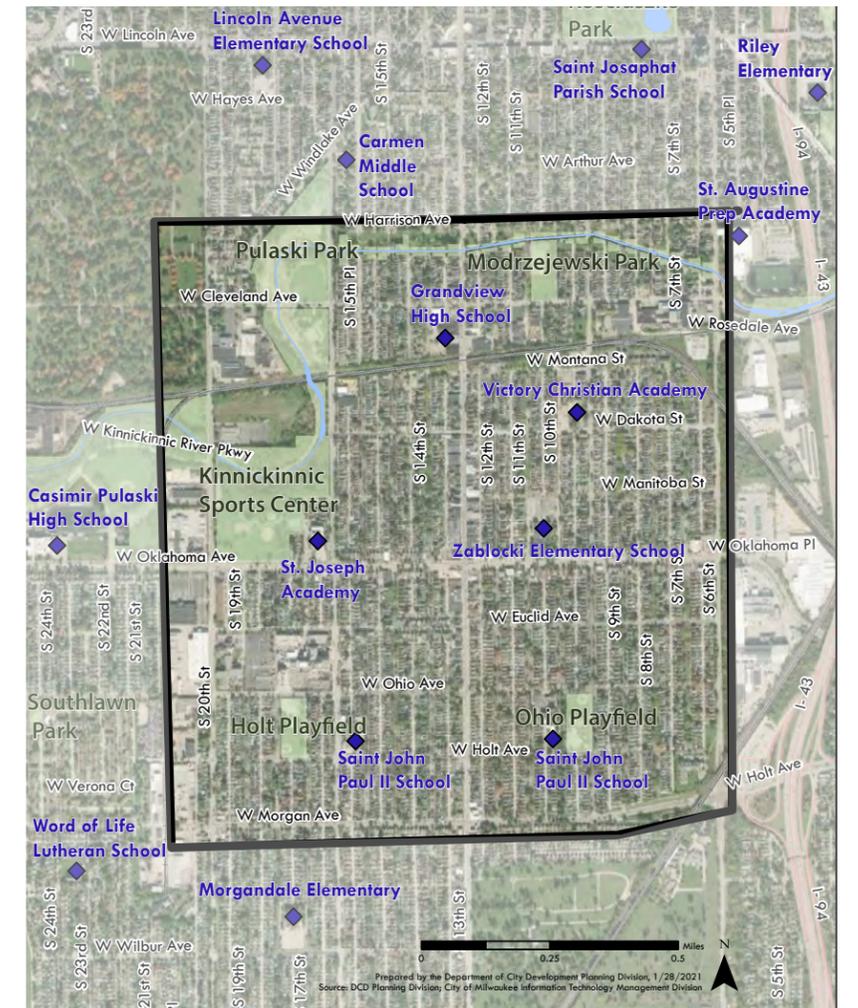


SRTS - Zablocki; cr. Zablocki



RRFB at S. 10th St. & W. Oklahoma Ave.

MAP OF SCHOOLS IN OR NEAR THE PLANNING AREA



There are several schools within 1 mile of the planning area boundaries. Rectangular Rapid Flashing Beacons (RRFB) are one tool to increase pedestrian visibility along school routes.

WHAT IS IT?

WHY IT'S IMPORTANT

HOW TO MAKE IT HAPPEN



SAFER DRIVING PROGRAM

WHAT IS IT?

Community groups should work with MPS and City departments to implement programs that encourage safe driving practices through education and marketing. These groups should collaboratively explore avenues and funding for such programs through traditional means, storytelling and outreach.

WHY IT'S IMPORTANT

During the planning process, the community mentioned reckless driving and the need for safety programming to combat it many times. Safer driving programming that is implemented collaboratively could help to better engage young people all around the area, addressing some of the root causes of reckless driving.

HOW TO MAKE IT HAPPEN

TIME FRAME: Ongoing
WHO: Community organizations with possible partnerships and support from MPS, the MPD, DPW, and OVP

RELATED PROJECTS

- Traffic Safety Programming (p. 79)
- Safety Education Campaign (p. 85)
- Youth and Adult Programming (p. 86)

POTENTIAL FUNDING

- Grants - foundations or potentially from the City if part of City Budget

SUPPORTING PLANS AND POLICIES

- Reckless Driving Task Force Recommendations (2020)

BUS STOP IMPROVEMENTS

WHAT IS IT?

The BID, SSCHC, neighborhood groups and MCTS will work to integrate art and placemaking at bus stops. New and creative forms for seating and shelter should be explored in addition to traditional bus shelters. Outreach to the community in coordination with neighborhood groups would be necessary for the new bus shelters to reflect the community's vision and needs. Opportunities to incorporate these into ongoing projects should be explored.

WHY IT'S IMPORTANT

Bus shelters provide transit riders with temporary shelter and seating. Creative bus shelters incorporate unique and artistic designs, which can help create a sense of place in a neighborhood, particularly if they follow a certain theme. Outreach during the design phase would be necessary to create community cohesion around those themes.

HOW TO MAKE IT HAPPEN

TIME FRAME: Ongoing
WHO: BID, SSCHC, neighborhood groups, MCTS

Bus stops within the BID Boundaries:

- S. 6th St and W. Oklahoma Ave.
- S. 9th Pl and W. Oklahoma Ave.
- S. 13th St and W. Cleveland St.
- S. 13th St and W. Dakota St.
- S. 13th St and W. Morgan Ave.
- S. 13th St and W. Oklahoma Ave.

RELATED PROJECTS

- Art Integration (p.117)

POTENTIAL FUNDING

- Grants
- Foundations

SUPPORTING PLANS AND POLICIES

- Pedestrian Plan (2019)
- Complete Streets Policy & Implementation

LEADERSHIP: MPD

TRAFFIC SAFETY PROGRAMMING

WHAT IS IT?

Community members should work with the Traffic Safety Unit (TSU) through the Milwaukee Police Department and the Milwaukee Mobile Action app to ensure equitable traffic safety programming to reduce reckless driving in the area. The TSU launched in 2021.

WHY IT'S IMPORTANT

Reckless driving was identified by the community as a priority issue. Crash statistics back up these concerns. Hence, traffic safety programming can help to encourage collaboration between the community and the police department to address some of the causes of reckless driving.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway
WHO: MPD with support from community organizations and community members.

RELATED PROJECTS

- Safer Driving Program (p. 78)
- Safety Education Campaign (p. 85)
- Youth and Adult Programming (p. 86)

POTENTIAL FUNDING

- MPD budget

SUPPORTING PLANS AND POLICIES

- Reckless Driving Task Force Recommendations (2020)

LEADERSHIP: BID

PARKING STUDY

WHAT IS IT?

A parking study would analyze turnaround times for parking in the planning area. The BID will work with a consultant to determine parking utilizations and needs in the area.

WHY IT'S IMPORTANT

During the planning process, multiple businesses raised concerns with parking. Residents requested more off-street parking because they did not feel comfortable parallel parking on the street due to frequent occurrences of reckless driving. (Note: there were some comments after the implementation of the Rapid Implementation Improvements that said it was easier to parallel park.) A parking study could identify if there are needs for additional parking and the best locations for it.

HOW TO MAKE IT HAPPEN

TIME FRAME: Short Term
WHO: BID and consultant
The UWM Planning Department is interested in supporting this project.

RELATED PROJECTS

- Safer Driver Program (p. 78)
- Green Infrastructure Opportunities (p. 111)

POTENTIAL FUNDING

- BID funds



GENERAL SAFETY

The recommended General Safety projects help lower both the incidence and perception of crime in the community, while increasing its sense of safety.

COMMUNITY BENEFITS ANTICIPATED

- Increased trust between MPD and the community
- Reduction in crime
- Reduction in the perception of crime
- Increase in neighborhood cohesion and communication
- Increased civic engagement
- Safer parks
- More engaged youth
- Increase in commerce

For some of the actions, additional anticipated community benefits are listed under “Why It’s Important”.

SUPPORTING PLANS & POLICIES

- Kinnickinnic River Corridor Neighborhood Plan
- 414Life Blueprint for Peace



Kids at the Lighthouse Youth Center; cr. Mikala Schmitz



Kids engage with police officers at the Lighthouse Youth Center; cr. Mikala Schmitz

IN THIS SECTION:

MPD Led Projects	81
• MPD Communication	81
• Targeted Deployment	81
• Park Monitoring	82
Department of Public Works Led Project	83
• Lighting Improvements	83
Projects Led in Partnership	84
• Problematic Business Engagement	84
• Neighborhood Nuisance Monitoring	84
• Safety Education Campaign	85
• Youth & Adult Programming	86
Community Led Project	87
• Block Groups	87

LEADERSHIP: MILWAUKEE POLICE DEPARTMENT

MPD COMMUNICATION

WHAT IS IT? MPD will continue to seek new and effective ways to communicate to the community, while also maintaining and improving on methods that have shown success. MPD will be mindful of not only detailing the number of crimes in the neighborhood, but also detailing the resolutions to those crimes when able.

- WHY IT'S IMPORTANT**
- The project should include:
- Informative flyers or postcards
 - Continuing and expanding on neighborhood CPTED walks
 - Continued use of social media
 - Integrating virtual options for in-person meetings

WHY IT'S IMPORTANT

When residents feel that there is dialogue between law enforcement and themselves, it increases trust in those institutions. With increased trust, residents will have a more positive feeling towards both law enforcement, and their community. It can also help decrease the perception of crime in the neighborhood when the community is informed of resolutions to criminal actions in their neighborhood.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway
WHO: The MPD will continue to use the communication tools at their disposal, while also partnering with community organizations and the BID to further expand and amplify their communication.

- | | |
|--|--|
| RELATED PROJECTS | POTENTIAL FUNDING |
| <ul style="list-style-type: none"> • Targeted Deployment (p. 81) • Safety Education Campaign (p. 85) | <ul style="list-style-type: none"> • Part of staff time |

TARGETED DEPLOYMENT

WHAT IS IT? MPD will engage in targeted patrol and deployment strategies to address quality of life concerns and criminal behavior in the area. This includes additional bicycle and foot patrols and enforcing City ordinances relating to these issues.

- WHY IT'S IMPORTANT**
- This project should include:
- Use of data as a tool to decide which areas to focus on
 - Communication to the community about MPD activities
 - Communication from the community to MPD

WHY IT'S IMPORTANT

By using data to focus on areas of highest need, MPD can help reduce crime in certain areas of the community. This can help reduce crime in the area overall. This requires cooperation and trust between the community and MPD to provide the best available data.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway & Ongoing
WHO: MPD will continue to use targeted deployment as a tool to mitigate criminal activity, based on data collected from reported criminal activity. MPD will partner with community organizations to stress the importance of reporting criminal activity, leading to more and better data.

- | | |
|--|--|
| RELATED PROJECTS | POTENTIAL FUNDING |
| <ul style="list-style-type: none"> • MPD Communication (p. 81) • Problematic Business Engagement (p. 84) • Neighborhood Nuisance Monitoring (p. 84) | <ul style="list-style-type: none"> • Part of MPD strategy |



PARK MONITORING

WHAT IS IT?

 The Sheriff's Department and MPD will maintain a routine presence of Sheriff's deputies in County and City parks, including bike patrols, when appropriate. The Sheriff's Department and MPD should remain in frequent, proactive communication with neighboring stakeholders about issues in the parks to ensure it is a safe place for neighborhood children and families. Additionally, OVP, Safe & Sound, and community groups will help with programming of parks to help prevent issues. Milwaukee Recreation currently provides summer programming at Modrzejewski Playfield and expects to continue to do so.

Recommendation Project Actions:

- Ongoing monitoring of parks by law enforcement
- Park programming by Safe & Sound and OVP

WHY IT'S IMPORTANT

Access to parks is important to mental and physical health. Input from the community expressed the importance of parks to their quality of life. Residents have identified issues such as older kids harassing younger kids in parks. Safe and quality parks also bring people into the area, which supports businesses. Monitoring the parks with law enforcement agencies can help prevent or stop illegal activity from happening. Active programming can provide a positive outlet for youth in the community while also increasing usage of parks, decreasing opportunities for criminal activity.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway & Short term

WHO: County Sheriff and MPD

STEPS: The County Sheriff's Department will continue to maintain a presence in the County parks in the area. Additionally, MPD will continue and seek to increase foot and bike patrols in the area to help ensure eye-on-the-street. Organizations such as OVP, Safe & Sound, Milwaukee Recreation, and community organizations can complement the Sheriff's Department and MPD by assisting with programming for parks. This will naturally increase the community monitoring of area parks, decreasing opportunities for crime. The County Sheriff's Department and MPD currently have a presence in the area, but additional steps to increase monitoring by all partners and leads can begin to be implemented in the short term.

RELATED PROJECTS

- Youth and Adult Programming (p. 86)

POTENTIAL FUNDING

- County Sheriff & MPD staff time

LEADERSHIP: DEPT OF PUBLIC WORKS

LIGHTING IMPROVEMENTS

WHAT IS IT?

 Lighting in the area will be improved to encourage safety. DPW has begun a multi-year LED street light upgrade project. Due to the number circuit failures in recent years, the circuit covering the area between S. 6th Street to S. 20th Street and W. Oklahoma Avenue to W. Morgan Avenue is one of 13 priority circuits in the city to have the circuit replaced through American Rescue Plan Act (ARPA) funding. The timing for upgrades for the remaining portions of the planning area is to be determined.

Additional Action items:

- As noted in the Economic Development section, the BID and businesses can also take action to improve lighting on building façades.
- Businesses and residents should report the following to the City: street and alley lights that are not functioning, tree branches that need trimming- including those that block signs or street or traffic lights, street light poles or fixtures that are damaged, and wires that are exposed. Monitoring lighting through semi-regular CEPTD walks would help ensure proper maintenance.

WHY IT'S IMPORTANT

Poorly lit or unlit streets can lead to an increase in the risk of crime and the perception of safety in a neighborhood. Streets that are well-lit make residents feel safer and more comfortable walking, biking or driving through their neighborhoods, and promote a sense of community. Additionally, studies have shown that public lighting can reduce traffic accidents. During the planning process, community members expressed that many streets lights in the district do not produce enough light, or are no longer working. Increasing the amount of lighting in the area, by replacing streetlights and increasing lighting on commercial façades, can help the corridors feel more welcoming and pleasant to be on. The community's role in reporting issues, also helps keep the City informed of maintenance needs.

HOW TO MAKE IT HAPPEN

TIME FRAME: Short Term for the circuit replacement for the area bound by S. 6th - S. 20th Streets and W. Oklahoma - W. Morgan Avenues and ongoing for upgrades to the remaining area; Short Term for CPTED Walks

WHO: DPW will continue to improve lighting in the area through their LED street light upgrade project, and will replace burned out bulbs. CEPTD walks organized by the BID, MPD, and community organizations (mentioned in other recommended projects in this plan) will enhance DPW's efforts by identifying where there are issues with specific streetlights.

RELATED PROJECTS

- MPD Communication (p. 81)
- Safety Education Campaign (p. 85)

POTENTIAL FUNDING

- City Budget
- Infrastructure grant funding



Looking west on W. Oklahoma Ave. in evening, May 2021



LEADERSHIP: PARTNERSHIPS

PROBLEMATIC BUSINESS ENGAGEMENT

WHAT IS IT?

 The BID and MPD will continue and expand their work with businesses that are perceived as nuisances to help reduce crime through education. Nuisance properties are defined as properties that receive 3 or more MPD calls within 30 days to the property.

Recommendation Project Actions:

- BID outreach to problematic businesses that could become nuisance properties or already are.
- MPD to work with problematic businesses to prevent becoming a nuisance.

WHY IT'S IMPORTANT

No business wants to become a nuisance property. By working with business owners, through communication and education, the BID can both prevent businesses from being forced closed, while addressing some of the negative perceptions those businesses attract.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway

WHO: The BID will continue to partner with MPD and community organizations to work with businesses that have negative perceptions within the community.

STEPS: The BID will leverage its unique position as a bridge between the neighbors and the businesses within the district, as well as with community organizations to facilitate dialogue between problematic businesses and the neighboring community, while working with MPD to help educate business owners and address the issues the community sees.

RELATED PROJECTS

- Neighborhood Nuisance Monitoring (p. 84)
- Targeted Deployment (p. 81)

POTENTIAL FUNDING

- Covered through MPD & BID staff time

NEIGHBORHOOD NUISANCE PREVENTION

WHAT IS IT?

 MPD, DNS, and the Community Prosecution Unit will identify nuisance properties in the neighborhoods, and continue to work with property owners to address safety and environmental health concerns.

WHY IT'S IMPORTANT

Addressing issues that arise from nuisance properties immediately can help positively change the perception of the neighborhood. Additionally, it can also help prevent the establishment of criminal areas, minimizing crime in the area, while also reducing environmental hazards.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway

WHO: MPD will continue to partner with DNS to work with properties that have become nuisances.

STEPS: This can be accomplished through MPD partnering with DNS Special Enforcement to address code issues, or with the Community Prosecution Unit to address security concerns.

RELATED PROJECTS

- Problematic Business Engagement (p. 84)
- Targeted Deployment (p. 81)

POTENTIAL FUNDING

- Covered through MPD & DNS staff time

SAFETY EDUCATION CAMPAIGN

WHAT IS IT?

 MPD will work with the neighborhood to teach general safety practices by attending community events, hosting neighborhood CPTED audits, and providing presentations that reinforce general safety practices. OVP will assist by attending community events and providing resources on violence prevention and by assisting local students address mental health issues in school.

In addition to presentations, the community has requested classes and programming to address the following issues:

- Pedestrian and safety awareness training
- Self-defense training
- Home safety tips/advice
- Domestic violence programs
- Camera Program

Recommendation Project Actions:

- MPD will focus on continuing and expanding on successful projects such as neighborhood walks and hosting safety tips/advice sessions.
- OVP will focus on expanding their successful anti-violence programs to the community and lead neighborhood trainings on the Blueprint for Peace.
- MPD and OVP will also work with the community to identify what programs the community sees as priorities.

WHY IT'S IMPORTANT

In addition to working with MPD to decrease crime in the area, the community has expressed a desire to be more prepared to protect themselves through safety education. The community has also expressed a desire to learn new ways to mitigate crime through non-violent ways.

HOW TO MAKE IT HAPPEN

TIME FRAME: Short-term (0-3 years)

WHO: MPD, OVP with potential partners - Community Organizations, Safe & Sound, and local schools

STEPS: MPD's Community Liaison Officers will work closely with community organizations and Safe & Sound to help develop and organize events that address the community's safety concerns. Additionally, in the short-term, OVP will begin to partner with local schools and Safe & Sound to help address mental health issues within youth populations.

RELATED PROJECTS

- MPD Communication (p. 81)
- Youth and Adult Programming (p. 86)
- Community Events (p. 90)
- Lighting Improvements (p. 83)

POTENTIAL FUNDING

- MPD – MPD budget for staff time
- OVP – City Budget for staff time
- Grants



YOUTH AND ADULT PROGRAMMING

WHAT IS IT?

 Neighborhood and community organizations, along with MPS, the OVP, and the BID, should work to create programs and after-school activities for youth and young adults to help engage them, provide them with valuable experiences, and dissuade them from negative behavior.

The project should include:

- Outreach to youth and adults in the community
- Partnerships between the various stakeholders to provide opportunities for growth for youth such as internships
- Possibly the development of a youth internet café

WHY IT'S IMPORTANT

Already established community institutions, such as the schools, the BID, and other organizations can provide a wealth of opportunities for youth and young adults. These opportunities can help provide a healthier outlook for youth and young adults, keeping them active and engaged in the community in positive ways. This in turn can help mitigate the crime in the area.

HOW TO MAKE IT HAPPEN

TIME FRAME: Ongoing

WHO: Neighborhood and community organizations can help engage youth on a very local level by working with Safe & Sound, UMOS' RAICES program, MPS, the BID, and OVP to program youth and young-adult activities around the neighborhood. Neighborhood and community organizations should leverage the resources these bigger institutions have, while working with their specific youth to identify what are their greatest needs and address those accordingly.

RELATED PROJECTS

- Safety Education Campaign (p. 85)
- Park Monitoring (p. 82)
- Youth Inclusion & Engagement (p. 89)

POTENTIAL FUNDING

- Build upon current organizational programs with Safe & Sound, MPS, and OVP and seek grant and public funding to advance this programming.

LEADERSHIP: COMMUNITY BASED

BLOCK GROUPS

WHAT IS IT?

 The establishment and maintenance of neighborhood block groups is encouraged. Block groups communicate with one another and with MPD. Already established block groups will continue the effective use of phone trees, while spreading the leadership of the group to more than one person.

WHY IT'S IMPORTANT

The establishment and maintenance of block groups can help neighbors feel empowered by having some control and contribution towards the safety of their communities.

HOW TO MAKE IT HAPPEN

TIME FRAME: Short term (0-3 years)

WHO: Community organizations like the Southside Organizing Center, will help interested neighbors in the creation and establishment of block groups. These block groups will work closely with MPD to establish techniques to mitigate and lower criminal activity in their local blocks.

RELATED PROJECTS

- Litter Reduction (p. 60)

POTENTIAL FUNDING

- Volunteer time & Block Group/ Neighborhood Association Dues





COMMUNITY BUILDING

The recommended Community Building projects help strengthen the sense of community in the area through community activities and civic engagement.

COMMUNITY BENEFITS ANTICIPATED

- Sense of community pride and ownership
- Increased civic engagement
- Improved perception of the area
- Aesthetic improvements
- New outdoor educational opportunities
- New active recreational opportunities
- Improved community health
- Improved access to community assets
- Opportunities for artists and art entrepreneurs

For some of the actions, additional anticipated community benefits are listed under “Why It’s Important”.

SUPPORTING PLANS & POLICIES

- Kinnickinnic River Corridor Neighborhood Plan
- Blueprint for Peace

IN THIS SECTION:

Multiple Potential Project Leads	89
• Youth Inclusion & Engagement	89
• Community Events	90
Community Led Projects	93
• Internal Neighborhood Communications	93
• Home & Garden Maintenance Program	93
• Community Gardens	94



Children playing in leaves at Lighthouse Youth Center; cr. Mikala Schmitz



St. Joepsh's Academy summer celebration and field day (2019); cr. Sarah Robinson



LEADERSHIP: PARTNERSHIPS

YOUTH INCLUSION & ENGAGEMENT

WHAT IS IT?

 This is a public outreach recommendation, so it will have different leads depending on the project being implemented. Many of the projects in this plan include public outreach or collaboration for implementation. During implementation of those projects, outreach efforts should include ways that meaningfully and directly engage youth. Examples of local projects with more successful youth outreach include the work done at Lincoln Avenue School for their Safe Routes to School program, outreach done for the Kinnickinnic River Corridor Neighborhood Plan, and MMSD’s youth-focused outreach for the West Basin Project. Youth can also stay involved with projects by helping create and maintain hiking trails.

WHY IT'S IMPORTANT

Youth provide a different perspective on the world and interact with their environment differently than adults. Engaging youth will lead to a physical environment and events that work for a wider age range of people. Additionally, increasing communication with youth helps local neighborhood youth increase their civic engagement, and help prepare them for more active civic engagement as adults. The ultimate goal is to create a community where youth feel safe, heard, have access to social services, are valued and respected, and have access to play and leisure. The Envision 13th project team engaged with youth during the planning process and gained valuable insight to inform this plan.

HOW TO MAKE IT HAPPEN

- TIME FRAME:** Ongoing and based on project application
WHO: Multiple potential leads depending on the project, including DPW, MMSD, Milwaukee County, MKE Rec, the BID, and Community organizations. This recommended project should be applied with any project that includes public outreach. A few examples of how this could look are listed below:
- Community Events – Youth should be included in the planning process of events and attention paid to activities oriented toward families and youth.
 - Street infrastructure improvements – DPW should continue and look to expand on the inclusion of youth for input on infrastructure improvements
 - Parks projects – Any improvements to parks should include consultation with youth, particularly on the design
 - Key partners are schools and community organizations.

This recommendation was Inspired by UNICEF’s Child-Friendly Cities Initiative. Please refer to their website for additional information about resources for structuring youth engagement.

RELATED PROJECTS

- Youth engagement can be incorporated into many of the projects. In particular, there may be opportunities with these underway and short-term projects:
- Oklahoma Multimodal Safety Improvements Project (p. 68)
 - Safe Routes to School (p. 76)
 - Community Events (p. 90)
 - Kinnickinnic River Trail Projects (p. 101, 102)
 - Kinnickinnic River Flood Management projects (p. 107)

POTENTIAL FUNDING

- Include in project budgets
- For any project including youth development, local philanthropies may have funding available.



LEADERSHIP: PARTNERSHIPS

Implementation will be led by the neighborhood groups, community organizations & BID.

COMMUNITY EVENTS



Neighborhood groups, the BID, and other community organizations will coordinate and host various community events designed to bring the neighborhoods together. These events will include smaller, more localized neighborhood events, as well as larger celebrations throughout the corridor. These events should provide activities for all age groups, be family-oriented, and include and incorporate neighborhood schools into their programming. Many of the events should provide opportunities for elected officials to be available to listen to community concerns, and for MFD and MPD to interact with and build neighborhood trust in civic institutions. Additionally, these events should be mindful of cleaning up to help maintain the appearance of the community and avoid an increase in litter.

Community events designed to bring people together for celebrations and increased civic engagement can help bring neighborhood cohesion, increase local pride, and help define the neighborhood. These activities and events will also help build upon the already existing neighborhood identity, while providing healthy outlets for children, adolescents, and adults. Additional community benefits likely include: increased physical activity and increased biking and walking.

Recommendation Project Actions (Sub-projects):

All community events described below are related to each other in various ways. These recommended projects can be done independently or in conjunction with one another.

STREET FESTIVALS: The BID and neighborhood groups will collaborate to organize street festivals. These street festivals should include the closure of right-of-ways to vehicular traffic to ensure the safety of festival attendees. In addition to businesses, local entities such as St. Francis Ascension Hospital and the WI Bike Fed may be interested in participating.

- **Lead:** BID and Neighborhood groups & **Partners:** Community organizations such as Southside Organizing Center, the Sixteenth Street Community Health Centers, etc.
- **Time frame:** Short term
- **Potential Funding:** Local philanthropies such as Bader Philanthropies and the Greater Milwaukee Foundation, BID support

ART FESTIVALS: Art festivals will be organized to celebrate the unique talent of neighborhood artists and creatives. These events should be family-oriented, providing activities for both children and adults, including the incorporation of "Imagination Playgrounds", designed to help children express their creative constructions abilities.

- **Lead:** Sixteenth Street Community Health Centers & **Partners:** Community organizations, such as Southside Organizing Center, Luna, MKE Parks, BID, Arts@Large, and potentially ArtWorks for Milwaukee
- **Time frame:** Short term
- **Potential Funding:** Local philanthropies such as Bader Philanthropies and the Greater Milwaukee Foundation



St. Joepsh's Academy summer celebration (2019); cr. Sarah Robinson

SIDEWALK SALES: Sidewalk sales could be organized to help boost commercial activity and provide both neighborhood and citywide shoppers the opportunity to interact with businesses. These can be organized in a variety of ways, including the closing of streets for a designated amount of time. These had been previously organized, and community input has indicated a desire for these to return.

- **Lead:** BID & **Partners:** Community organizations
- **Time frame:** Short term
- **Potential Funding:** Long-term self-sustaining with BID support, short-term local philanthropies

CICLOVÍAS: Ciclovías are events where certain streets are closed off to encourage the safe, active transportation modes during a short period of time. These can be a combination of street festivals and active streets. Ciclovía's can also be done in combination with Sidewalk Sales, but also including activities such as "Imagination Playgrounds" for kids, organized concerts, and other family-oriented activities. Ciclovías have been held in the Clarke Square neighborhood and in many Latin American cities.

- **Lead:** Southside Organizing Center & **Partners:** Wisconsin Bicycle Federation, BID
- **Time frame:** Medium term
- **Potential Funding/Implementation:** Work with Clarke Square Neighborhood Initiative for implementation strategies

COMMUNITY WALKS: Community walks, led by various groups will be held. These walks will include information about the current amenities available in the neighborhood, but also highlight the history of the neighborhood and local amenities. These walks will be geared towards families and neighborhood residents, while also attracting residents from the rest of the city.

- **Leads/Partners:** Multiple possible depending on implementation – BID, Neighborhood organizations, Wisconsin Historical Society, Forest Home Cemetery, neighborhood schools
- **Time frame:** Short term
- **Potential Funding:** Volunteer time

MOVIE NIGHTS: Community organizations and neighborhood groups should explore organizing and host outdoor movie nights during the summer. The movies will be geared towards families and can be used to activate parks and the Forest Home Cemetery (FHC).

- **Lead:** Community organizations included FHC, neighborhood groups & **Partners:** BID
- **Time frame:** Underway
- **Potential Funding:** Volunteer time, potential support through outreach for major projects

COMMUNITY CLEANUPS: Neighborhood organizations, in partnership with MPS and other schools, will help organize various community cleanups. These cleanups are intended to include the neighborhood and the commercial corridors. Youth should be encouraged to both take part and to also help lead/plan these efforts.

- **Lead:** Neighborhood Orgs, MPS (Zablocki, Grandview), St. Joseph Academy & **Partners:** Community organizations, neighborhood groups
- **Time frame:** Underway
- **Potential Funding:** Volunteer time

Continued onto next page →



COMMUNITY EVENTS (CONTINUED FROM PREVIOUS PAGE)

COMMUNITY GROUP ACTIVITIES: A variety of community group activities will be organized for those with specialized interests. These activities should include a variety of specific and niche neighborhood activities, including those detailed below. These interest groups and interest activities should leverage the various amenities in the neighborhood, while also fostering an appreciation of the neighborhood as well as the community.

- **Neighborhood Food Group:** The BID will explore organizing a neighborhood food group. The food group could meet semi-regularly to patronize the various restaurants in the district to both support local businesses, but also to appreciate the diverse culinary options of the area.
- **Yoga in Parks:** The Forest Home Cemetery, in partnership with other organizations and groups like Safe & Sound, will continue to build upon their current offerings of Yoga in the Cemetery. With the partnership of other organizations, it could be possible to increase participation in these events, but also spur interest in hosting yoga practices in the parks of the community as well
- **Forest Home History Tours & Events:** Volunteer-led guided history tours are available spring-early fall. Tree maps are available and community events are held throughout the year.
- **Birdwatching:** Neighborhood groups, possibly in partnership with local nature organizations, will organize and host a birdwatching group(s) that will seek to appreciate both the flora and fauna of the community in the various greenspaces available throughout. Forest Home has free Birding 101 programs in partnership with WI Metro Audubon Society.
- **Geocaching:** Neighborhood groups will encourage participation in geocaching throughout the community. Geocaching is an activity where participants seek out containers hidden by others with the assistance of an app. Geocaching encourages participants to explore and discover different areas they may not have been aware of, while providing a sort of treasure-hunt feel.
- **Leads:** BID (Neighborhood Food Group), Forest Home Cemetery (Yoga & birdwatching), Neighborhood groups (birdwatching, geocaching)
- **Time frame:** Short term to Ongoing (some may take longer)
- **Potential Funding:** Volunteer time, staff time for BID



Kinnickinnic River cleanup, Fall 2020, cr. Milwaukee County Parks

LEADERSHIP: COMMUNITY

INTERNAL NEIGHBORHOOD COMMUNICATION

WHAT IS IT? Neighbors have expressed a desire to maintain and expand communication tools at their disposal. There are currently various neighborhood group pages on Facebook and NextDoor, both virtual platforms. Other communication methods, such as through local schools, and neighborhood newsletters/newspapers can also be explored. Elected officials should be included to support the promotion of preferred communication methods.

WHY IT'S IMPORTANT Recommended actions:

- Continued use and promotion of both Facebook and NextDoor groups as neighborhood communication tools
- Door-to-door flyers of neighborhood events and updates
- Coordination between different neighborhood groups

WHY IT'S IMPORTANT By expanding and increasing on communication, the neighborhood can increase in cohesion, while also improving the general safety of the neighborhood.

HOW TO MAKE IT HAPPEN **TIME FRAME:** Short term
WHO: Local neighborhood and block groups, and community organizations will lead the implementation, making use of social media tools such as Facebook.

POTENTIAL FUNDING

- Volunteer time

RELATED PROJECTS

- MPD Communication (p. 81)

HOME & GARDEN MAINTENANCE PROGRAM

WHAT IS IT? Neighborhood groups, in collaboration with other organizations, will explore and create an educational program informing residents on how to maintain their homes and gardens.

WHY IT'S IMPORTANT By providing the community with the tools they need to create and maintain their homes and gardens, the image and perception of the community will improve. Additionally, through better gardening methods, it is possible to improve the stormwater management of the area.

HOW TO MAKE IT HAPPEN **TIME FRAME:** Medium term
WHO: Community organizations, such as the Southside Organizing Center, will explore ways to implement this project. The information itself can be developed in collaboration with established gardening centered groups, such as Groundwork Milwaukee and Victory Gardens Initiative. MMSD offers educational resources regarding rain barrels and annually hosts a discount rain garden plant sale. The Forest Home Cemetery could host a tree planting seminar and Tree Walk Tour. Project implementation could include:

- Informational flyers providing helpful gardening and maintenance tips
- Educational meetings providing in-depth tips on gardening and home maintenance

RELATED PROJECTS

- Community Gardens (p. 94)
- Residential Stormwater Management Programming (p. 110)

POTENTIAL FUNDING

- Grants and volunteer time

LEADERSHIP: COMMUNITY & SCHOOLS

Implementation will be led by community organizations and schools as applicable.

COMMUNITY GARDENS

WHAT IS IT? Neighborhood groups and schools will continue to work together to support the new community gardens at St. Joseph Academy (completed Spring 2021) and Zablocki Community School (part of the green schoolyard project). The community garden near the Kinnickinnic River should be relocated and rebuilt after the flood management project is complete. Weaving in programs supporting personal gardening are encouraged, and community gardens should maintain volunteering and gardening opportunities for community members.

WHY IT'S IMPORTANT In addition to bringing community together through a shared interest in gardening, this recommended project also increases the sustainability of the neighborhood as well through the possibility of increased food production and increased pollinator habitat.

TIME FRAME: Underway

WHO: Zablocki Community School, St. Joseph Academy, and the Sixteenth Street Community Health Centers will continue their current community gardens, making effort to advertise and promote the gardens to the residents of the community. Partners such as Groundwork Milwaukee, the Victory Garden Initiative, may be able to help promote the gardens and expand them if there is more demand than available space.

RELATED PROJECTS

- Zablocki Green Schoolyard (p. 105)
- Home & Garden Maintenance Program (p. 93)

POTENTIAL FUNDING

- Grants and volunteer time



Kinnickinnic River Community Garden



Community event in Pulaski Park; cr. SSCHC



OUTDOOR RECREATION

The recommended Outdoor Recreation 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.

COMMUNITY BENEFITS ANTICIPATED

- Increase physical activity
- Improve access to existing parks and trails
- New passive and active recreational opportunities
- Increase walking and biking in the community
- Improve access to employers, schools, and other community assets
- Improve street crossings
- Safer routes and better connections for people walking and biking
- Aesthetic improvements
- Sense of community pride and ownership
- Improve perception of the area
- Opportunities for artists and art entrepreneurs
- Improve community health.

For some of the actions, additional anticipated community benefits are listed under “Why It’s Important”.

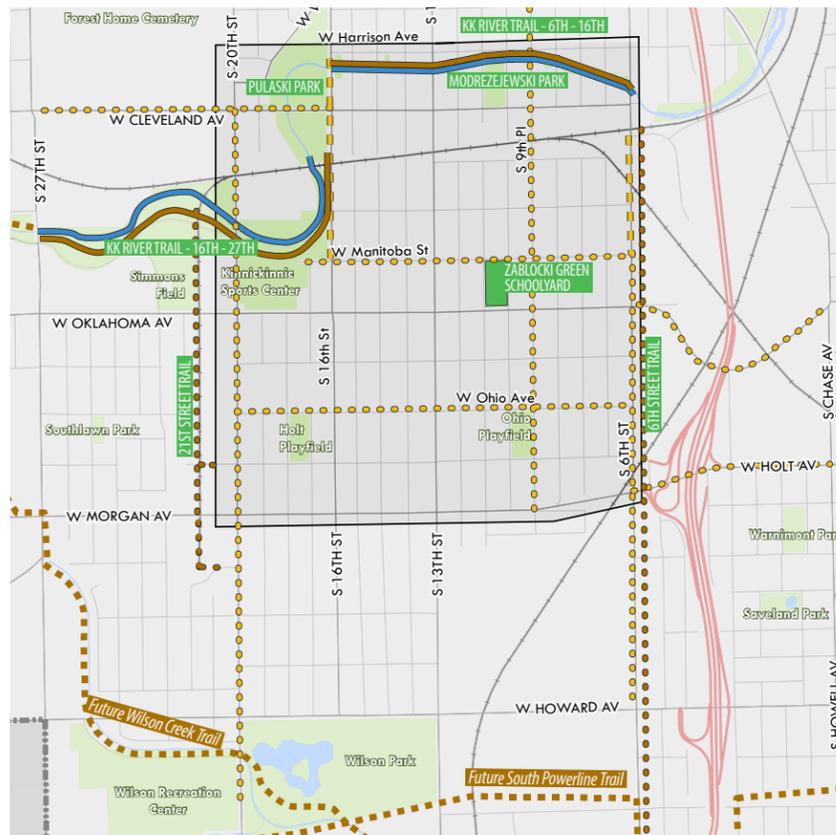
SUPPORTING PLANS & POLICIES

- City of Milwaukee Comprehensive Outdoor Recreation Plan: 2016-2021
- 2010 Milwaukee by Bike Plan
- 2007 Milwaukee County Trails Plan
- Rails to Trails Reconnecting Milwaukee Study

IN THIS SECTION:

Recommendations for all Trail & Park projects	97
Partnership-led Projects	98
• Wayfinding Signage	98
• 21st Street Rail-to-Trail	99
• 6th Street Trail	100
DPW-led Recommendations	101
• Kinnickinnic River Trail – S. 6th to S. 16th Street	101
County-led Recommendations	102
• Kinnickinnic River Trail & Rec. Space – S. 16th to S. 27th St.	102
• Pulaski Park Amenities	103
MKE Recreation Led Projects	104
• Modrzejewski Park Update	104
Community Led Projects	105
• Zablocki Green Schoolyard	105

PROPOSED OUTDOOR RECREATION PROJECTS MAP



RECOMMENDATIONS FOR ALL TRAIL PROJECTS:

- New trails should include connections to existing and planned off-street trails and parks.
- Look for opportunities to provide history, stormwater management, and bilingual wayfinding information along trails and in parks.
- Promote art in parks and along trails through exhibitions and permanent features.
- Encourage safety on trails through methods like better lighting (where possible), location visible exit routes, cameras, and using Crime Prevention Through Environmental Design (CEPTD) principles.

RECOMMENDATIONS FOR ALL PARKS PROJECTS:

- As parks are updated in the area, ensure that they are accessible for people with disabilities and provide ample seating, integrate art, include bike parking, include bilingual signage, include shade trees and/or structures, integrate green infrastructure, and serve a variety of ages.
- Input should be sought from community members of all ages.
- Promote art in parks and along trails through exhibitions and permanent features
- Encourage safety in parks through methods like better lighting, location visible exit routes, and cameras, and using Crime Prevention Through Environmental Design (CEPTD) principles.
- Parks in the area include Ohio Playfield and Holt Playfield. As these parks are updated, the recommendations in this section, should be taken into account.

EXISTING AND FUTURE TRAILS CONNECTING TO THE PLANNING AREA

There are a few locations outside of the planning area that will likely have trails at some point in the future. These trails will connect in with the network of trails within the Envision 13th planning area.

1. Wilson Creek Trail – As part of a long term MMSD flood management project, Milwaukee County, the City and MMSD intend to build a shared use path along Wilson Creek. The Wilson Creek Trail will connect to proposed bike facilities on S. 20th Street, proposed and existing bike facilities on S. 6th Street, the conceptual 6th Street Trail defined in this plan, the Southside Powerline Corridor Trail, and to and through Wilson Park. Wilson Park is a regional County park that features a senior center, an ice arena, pool, playfields, lagoon, pavilion, walking paths, and multiple courts and is located four blocks south of the Envision 13th planning area.
2. Southside Powerline Corridor Trail – This trail will run along the WE Energies corridor, a portion of which is located on the south side of Wilson Park. The corridor runs roughly parallel to W. Plainfield Avenue and W. Waterford Avenue beginning at the Oak Leaf Trail near S. 105th Street all the way east to Lake Michigan. This trail is highlighted in several plans, including the City of Milwaukee’s Comprehensive Outdoor Recreation Plan, as well as the Route of the Badger network plans. The Southside Powerline trail will provide a major off-road bike and pedestrian trail with a connection to Wilson Park. The project includes multijurisdictional collaboration and phases as portions of the corridor are in Greenfield, Milwaukee, and St. Francis. The first phase, which is a portion of the trail that is west of S. 60th Street, has received funding for design and construction. Time frames for the other phases are to be determined. The Southside Powerline Trail will connect with the future Wilson Creek Trail, Wilson Park, proposed bike facilities on S. 20th Street, proposed and existing bike facilities on S. 6th Street, and the conceptual 6th Street Trail defined in this plan.

LEADERSHIP: PARTNERSHIPS

WAYFINDING

WHAT IS IT?

Milwaukee County Parks and DPW are implementing a Coordinated Signage Plan for the County's Oak Leaf Trail system and the City's bicycle network. The BID will explore adding the Crisol Corridor Business Improvement District to the signage, or co-locating signage to promote amenities in the area and how to get to them.

WHY IT'S IMPORTANT

Milwaukee is well-suited to take advantage of the benefits of wayfinding for people biking and walking. The grid street network provides many low-stress routes on neighborhood streets. The city also has an extensive network of trails and parkways in the Oak Leaf Trail system, the Hank Aaron State Trail, and other municipal trails that often follow waterways or former railroad corridors. Unfortunately, those same features also contribute to confusion: the neighborhood streets can dead-end and the trails and parkways curve or traverse the city at odd angles, often passing above or below the street network. People trying to remain on low-stress streets or trails may need to use complicated routes to avoid busy arterials, dangerous freeway interchanges, or steep hills. Wayfinding signage is an affordable way for the City and County to improve conditions for people bicycling and walking. In emergencies, signs also help trail users report their location and guide first responders arriving at the scene. Additionally, the branding helps guide trail users to key destinations like parks or business districts that may be slightly off the trail or bike route, and it helps create a sense of place at important gateways.

HOW TO MAKE IT HAPPEN

TIME FRAME: Underway, Short term, and Ongoing – depending on related project implementation time frame.

WHO: DPW, Milwaukee County Parks and specific project partners by project - BID, MMSD
As new trails are implemented in the area, the City and County will continue to work together to coordinate implementation and signage. When the Kinnickinnic River trail is implemented between S. 6th Street and S. 16th Street, the City will work with the BID and MMSD to coordinate signage to help highlight the business improvement district. Opportunities to highlight the district should be explored with the implementation of any bike and trail facilities in the area.

Note: For more information on the Milwaukee Bike & Walk Sign Plan, please visit the City's Department of Public Works Multimodal Transportation Plans page.

RELATED PROJECTS

- All implemented bike facilities that include signage (p. 72)
- 21st Street Rail-to-Trail (p. 99)
- 6th Street Trail (p. 100)
- Kinnickinnic River Trail - S. 6th Street and S. 16th Street (p. 101)
- Kinnickinnic River Trail & Recreation Space - S. 16th Street and S. 27th Street (p. 102)

POTENTIAL FUNDING

- Included in project implementation costs for new projects
- Donations to support signage on existing trails



Wayfinding sign installation; cr. Milwaukee County Parks

21 ST STREET RAIL-TO-TRAIL

WHAT IS IT?

There is an unused rail line near S. 21st Street from approximately the Kinnickinnic River to W. Morgan Avenue. If it is vacated at some point in the future, this corridor provides an opportunity for an off-street trail. As part of this project or on its own, there is a small unimproved portion of right-of-way at the western end of W. Holt Street just west of S. 20th Street with a social trail that could be paved and become a connection between neighborhoods west and east of the railroad corridor. The short path or sidewalk connection would improve connectivity to parks and resources.

Additionally, while not on a separate parcel, the railroad tracks extend south of W. Morgan Avenue between two businesses and meet up with existing right-of-way at W. Warnimont Avenue. A right-of-way dedication or trail easement along this stretch of rail would allow for the S. 21st Street trail to extend to W. Warnimont Avenue. W. Warnimont Avenue also turns into a mid-block sidewalk corridor between S. 20th Street and S. 6th Street, which is a low-stress neighborhood connection.

WHY IT'S IMPORTANT

The 21st Street Trail would connect the Oak Leaf Trail and parks along the Kinnickinnic River to neighborhoods to the south, providing low stress shared use path. The trail would also connect to the planned bike facilities on S. 20th Street and new bike lanes on W. Morgan Avenue. Additional community benefits include: expanded access and interest in the area, increase of access to natural areas, and new outdoor educational opportunities.

HOW TO MAKE IT HAPPEN

TIME FRAME: Ongoing

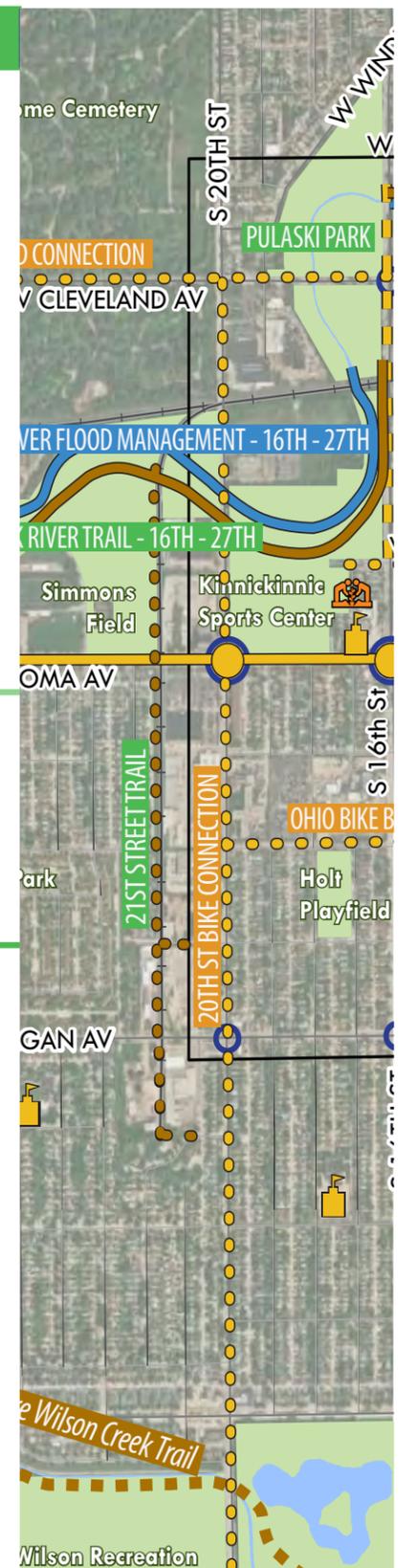
WHO: Milwaukee County, DPW, adjacent property owners, DCD
When projects take place near or crossing this corridor (Right-of-way projects, land use decisions, Kinnickinnic River Flood management project, and right-of-way vacations) the potential of this trail should be considered in design and decision-making processes.

POTENTIAL FUNDING

- Grant funding opportunities: Transportation Alternatives Program (TAP), Congestion Mitigation Air Quality (CMAQ) grants, Recreational Trails Program (RTP).

RELATED PROJECTS

- Kinnickinnic River Trail & Recreation Space –S. 16th – S. 27th Street (p. 102)
- Community Events – Geocaching (p. 90)



Legend available on page 50.

6TH STREET TRAIL

WHAT IS IT? To the east of S. 6th Street, the land slopes up to an area that once held an interurban rail line and streetcar route. This former rail corridor met the street grid at S. 5th Street and Harrison, traveled south over the Kinnickinnic River and then ran parallel to S. 6th Street and continued on to Chicago. With the exception of where an active rail line crosses over the former rail corridor near W. Dakota Street and near W. Morgan Avenue, Milwaukee County currently owns all of the former rail corridor parcels from W. Rosedale Avenue to Wilson Creek.

This project recommends the exploration of an off-street trail from W. Rosedale Avenue south to Wilson Creek on the former rail corridor that runs parallel to S. 6th Street. As phases or as an alternative, the trail could also end at W. Howard Ave and connect to the on-street bicycle network south of W. Howard Avenue.

WHY IT'S IMPORTANT S. 6th Street has been noted as a high priority corridor for traffic calming based on comments during the planning process and data. While this plan continues the 2010 Milwaukee by Bike Plan recommendation for an on street bike connection on S. 6th Street and recommends traffic calming enhancements on S. 6th Street, there is a recognized need for a trail that works for all ages and abilities. The 6th Street Trail does not remove the need for a bike connection on S. 6th Street as an on street bike connection can provide a route to get to and from the bike trail and provides an alternative route.

This former rail corridor offers a unique opportunity as it has the potential to connect to current and planned trails in the area – the current Kinnickinnic River trail east of S. 6th Street, the future South Side Powerline Trail, and the future Wilson Creek Trail. The route also connects to the City's Garden District and Green Corridor south of W. Howard Avenue. Additional community benefits include: expanded access and interest in the area, increase of access to natural areas, new outdoor educational opportunities.

TIME FRAME: Ongoing

WHO: Milwaukee County Parks. Potential partners include DPW, Rails-to-Trails Conservancy, and neighborhood organizations. Challenges that may add costs to this project include railroad crossings, accessible ramps up/down to the trail, and crossings at major road intersections.

POTENTIAL FUNDING

- Grant funding opportunities: Transportation Alternatives Program (TAP), Congestion Mitigation Air Quality (CMAQ) grants, Recreational Trails Program (RTP).
- Could be completed in phases

RELATED PROJECTS

- Bike & Pedestrian Projects: 6th Street Bikeway; Oklahoma Bike Connection; 6th Street Bike Connection; Holt Bike Connection (p. 72)
- Future Wilson Creek Trail & Future South Side Powerline Trail (outside planning area, p. 97)



Legend available on page 50.

LEADERSHIP: DEPARTMENT OF PUBLIC WORKS

KINNICKINNIC RIVER TRAIL S. 6TH - S. 16TH STREET

WHAT IS IT? The Kinnickinnic River Flood Management project between S. 6th Street and S. 16th Street will include the development of a maintenance trail that the City aims to turn into a shared use trail. This Plan also recommends that the trail and surrounding green space should be accessible, integrate art, include benches and places for people to gather for a picnic and play in a natural environment. As described in the Wayfinding Project in this Plan, signage should be included to direct people to locations in the area. MMSD and partners will undertake a more detailed planning process with extensive community outreach for the Flood Management Project design in 2022. More information about potential uses near the trail is included under the Kinnickinnic River Flood Management Project for S. 6th to S. 16th Street on page 107.

WHY IT'S IMPORTANT The Reconnecting Milwaukee Trails Study led by the Rails-to-Trails Conservancy showed that adding a trail along the Kinnickinnic River will significantly increase the number of people who can walk and bike to trails, especially for residents experiencing inequity in trail access. This section will become part of the Kinnickinnic Line of the Oak Leaf Trail system and will connect to the Kinnickinnic Trail segment between S. 16th and S. 27th Street, using an online segment on S. 16th Street to cross over the rail corridor. Trails provide low-stress routes for people of all ages and abilities to ride. This route will provide an opportunity to connect to the larger trail system. Additional community benefits include: expanded access and interest in the area, an increase of access to natural areas, and greater connections to Milwaukee's trail and bicycle network.

TIME FRAME: Medium Term

WHO: DPW in partnership from MMSD and consultant and outreach team for the Flood Management project. Potential partners include the Route of the Badger team from the Rails-to-Trails Conservancy and local neighborhood/community organizations like the KK River Neighbors in Action.

POTENTIAL FUNDING

- Grant funding opportunities: Transportation Alternatives Program (TAP), Congestion Mitigation Air Quality (CMAQ) grants, Recreational Trails Program (RTP).

RELATED PROJECTS

- Kinnickinnic River Flood Management Project – S. 6th- S. 16th Street (p. 107)
- Kinnickinnic River Trail & Recreation Space – S. 16th – S. 27th Street (p. 109)
- S. 6th Street Bikeway (p. 73)
- Modrzejewski Park Update (p. 104)



Legend available on page 50.

LEADERSHIP: MILWAUKEE COUNTY PARKS

KINNICKINNIC RIVER TRAIL AND RECREATIONAL SPACE – S. 16TH - S. 27TH STREET

This portion of the Kinnickinnic River Trail will connect Pulaski Park to the Kinnickinnic Sports Center with a short on-street segment on S. 16th Street to cross over the railway. The shared-use trail will then continue through the Kinnickinnic Sports Center area to S. 20th Street. From S. 20th Street to S. 27th Street the trail will replace what is currently an on-street segment of the Oak Leaf Trail system. This plan recommends an all ages and abilities bikeway connection on the S. 16th Street and the addition of sidewalks along the west side of S. 16th Street south of W. Dakota Street, where there currently are none. The trail will be completed in coordination with the Kinnickinnic Flood Management project between S. 16th and S. 27th Street.

Specific recommendations from the planning process:

- Explore options to develop natural unpaved paths near the river.
- Preservation of archery as a use, and replace tennis courts with another use. Updated recreational uses should continue to be explored in the community outreach process.
- If there is space to do so without impacting water quality, explore integrating a dog park in the segment between S. 20th Street and S. 27th Street with the community.
- The potential for the 21st Street Rail-to-Trail should be considered in the design.

The Reconnecting Milwaukee Trails Study led by the Rails-to-Trails Conservancy showed that adding a trail along the Kinnickinnic River would significantly increase the number of people who can walk and bike to trails, especially for residents experiencing inequity in trail access. This key segment in the Kinnickinnic River Line of the Oak Leaf Trail system will help connect Pulaski Park to Jackson Park, in addition to other trails in Southeast Wisconsin. Additional community benefits include: expanded access and interest in the area, increase of access to natural areas, and new outdoor educational opportunities.

TIME FRAME: Short Term

WHO: Milwaukee County Parks, MMSD and partner DPW, specifically for the on-street segment. Other stakeholders include the Route of the Badger team for the Rails-to-Trails Conservancy and local neighborhood/community organizations like the KK River Neighbors in Action, Mexican Fiesta, and Southside Organizing Center. Outreach will likely occur in conjunction with the flood management project.

POTENTIAL FUNDING

- 50% Funded - National Park Service Grant - Outdoor Recreation Legacy Partnership Program

RELATED PROJECTS

- Kinnickinnic River Flood Management Project – S. 16th - S. 27th St. (p. 109)
- Kinnickinnic River Trail – S. 6th – S. 16th Street (p. 101)
- S. 16th Street Bikeway (p. 73)
- S. 20th St. Bike Connection (p. 74)
- 21st Street Rail-to Trail (p. 99)



Legend available on page 50.

PULASKI PARK AMENITIES

WHAT IS IT?

The updated Pulaski Park is a wonderful asset in the community. This Plan recommends a few more amenities that the community would like to see. Encourage the installation of more seating in Pulaski Park, as well as explore how to provide more easy access (such as increased open hours) to restroom facilities. Funding should be sought to update exercise equipment near the Pulaski Pool.

WHY IT'S IMPORTANT

Bathroom facilities expand the variety of users that can use a park. For many people, especially women and girls, young children, people with disabilities, and the elderly, bathroom facilities are an important consideration in deciding how long one can stay in a park, or even choose a park to visit. Pulaski Park currently has restrooms in the historic pavilion, however they are not accessible unless a public event is being held there. Similarly, seating availability can impact the experience of a person with limited mobility or limited ability to walk longer distances. This is especially important with an aging population. For example, some of the comments in the planning process included a desire of grandparents to watch their grandchildren play in the river.

HOW TO MAKE IT HAPPEN

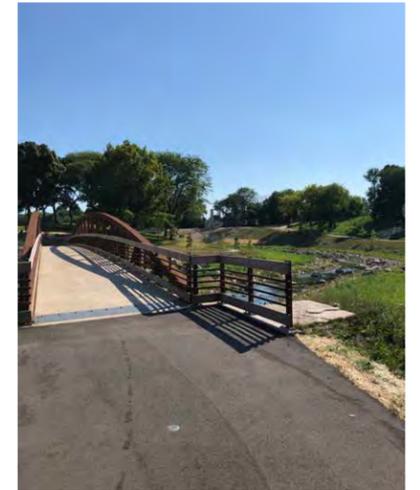
TIME FRAME: Ongoing
WHO: Milwaukee County Parks

POTENTIAL FUNDING

- Grants
- Milwaukee Parks Foundation
- Park People Bench Program
- County budget
- MMSD (if green infrastructure is used)

RELATED PROJECTS

- Overall Park Recommendations (p. 97)



Pulaski Park pedestrian bridge



Child building a snowperson at Pulaski Park; cr. Zaynab Baalbaki



Pulaski Park playground; cr. MMSD

LEADERSHIP: MKE RECREATION

MODRZEJEWSKI PARK UPDATE

Milwaukee Recreation is working on the design and redevelopment of Modrzewski Park. The park design, developed with input from the local community, will improve accessibility for users of all ages and abilities, and include new play equipment, a splash pad, walking paths, basketball courts, and ample seating. The park will also connect to the KK River Trail, acting as a gateway to a larger network of walking and biking opportunities.



Modrzewski Park redesign outreach (Summer 2020); cr. MKE Recreation



Modrzewski Park redesign outreach (Summer 2020); cr. MKE Recreation

The updated Modrzewski Playfield will create a safe, welcoming, and multi-generational place for play and relaxation in the local community. The design process included two events where nearby neighbors were offered the chance to vote on the things they felt were important in their park, and what aspects could best represent their community.

TIME FRAME: Underway
WHO: Milwaukee Recreation

POTENTIAL FUNDING

- Funded - Land and Water Conservation Fund grant

RELATED PROJECTS

- Park Monitoring (p. 82)
- Kinnickinnic River Flood Management Project - S. 6th - S. 16th St. (p. 108)
- Kinnickinnic River Trail - S. 6th - S. 16th St. (p. 101)
- Art Integration (p. 117)



Modrzewski Park redesign concept renderings; cr. MKE Recreation

LEADERSHIP: COMMUNITY

ZABLOCKI GREEN SCHOOLYARD

Zablocki Community School has worked with the community to develop a concept for a green schoolyard with natural amenities and integration of green infrastructure. The space, including a stage, community gardens, and a zen garden will be accessible to the community.



Zablocki Schoolyard Redesign; cr. Community Design Solutions

The project is an exciting opportunity to engage with the school, the neighborhood, and project partners to redevelop an asphalt covered play space. The multi-year collaboration will result in a project that supports the community, environment, and health and educational outcomes of the students at Zablocki Community School.



Zablocki Schoolyard Redesign; cr. Community Design Solutions

TIME FRAME: Underway
WHO: Zablocki Community School, Reflo, MPS, MMSD
STEPS: Fundraising

POTENTIAL FUNDING

- Various local philanthropic organizations
- Individuals

RELATED PROJECTS

- Community Gardens (p. 94)



Zablocki Schoolyard Redesign; cr. Community Design Solutions

STORMWATER & FLOOD MANAGEMENT

The recommended Stormwater and Flood Management projects provide actions for upcoming stormwater and flood management projects, explore opportunities for strategic stormwater management projects, and encourage more neighborhood greening.

COMMUNITY BENEFITS ANTICIPATED

- Improved Stormwater Management
- Increased green infrastructure
- Increased green space
- Reduced flood risk and associated adverse health and safety impacts
- Increased pollinator habitat
- Aesthetic Improvements
- Sense of community pride and ownership
- Improved community health

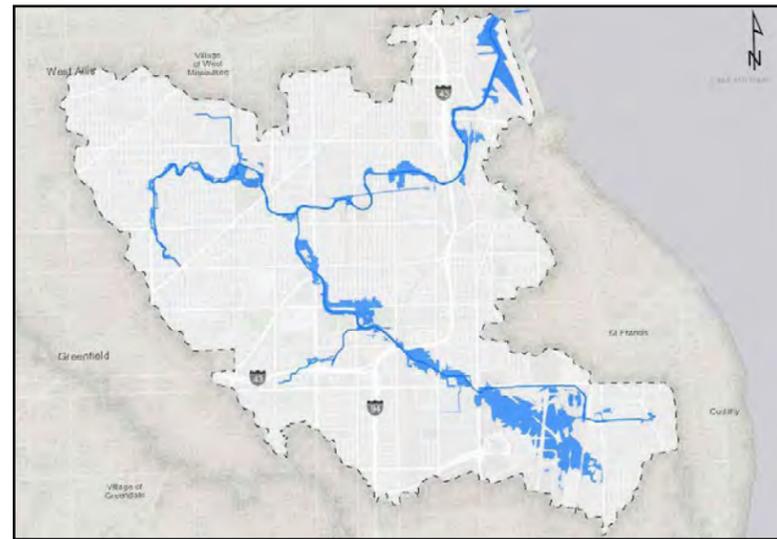
For some of the actions, additional anticipated community benefits are listed under “Why It’s Important”.

SUPPORTING PLANS & POLICIES

- MMSD Regional Green Infrastructure Plan (2013)
- City of Milwaukee Green Streets Stormwater Management Plan (2013)
- ReFresh MKE Sustainability Plan (2015)
- City of Milwaukee Green Infrastructure Plan (2019)
- MMSD’s Planning Optimal GI in the CSSA (2020)
- Kinnickinnic River Neighborhood Plan (2009)
- MMSD Kinnickinnic River Watershed Green Infrastructure Plan (2018)
- Kinnickinnic River Watershed Updated Implementation Plan (2018)

IN THIS SECTION:

MMSD-led Projects	107
• Kinnickinnic River Flood Management – 6th-16th Street	108
• Kinnickinnic River Flood Management – 16-27th Street	109
Community-led Projects	110
• Residential Stormwater Management Programming	110
Lead Depends on Project – DPW, ECO, MMSD, DCD	111
• Green Infrastructure Opportunities	111



Kinnickinnic River Watershed Map; cr. MMSD



Concrete-lined Kinnickinnic River; cr. Eddee Daniel

LEADERSHIP: MMSD

KINNICKINNIC RIVER FLOOD MANAGEMENT PROJECTS

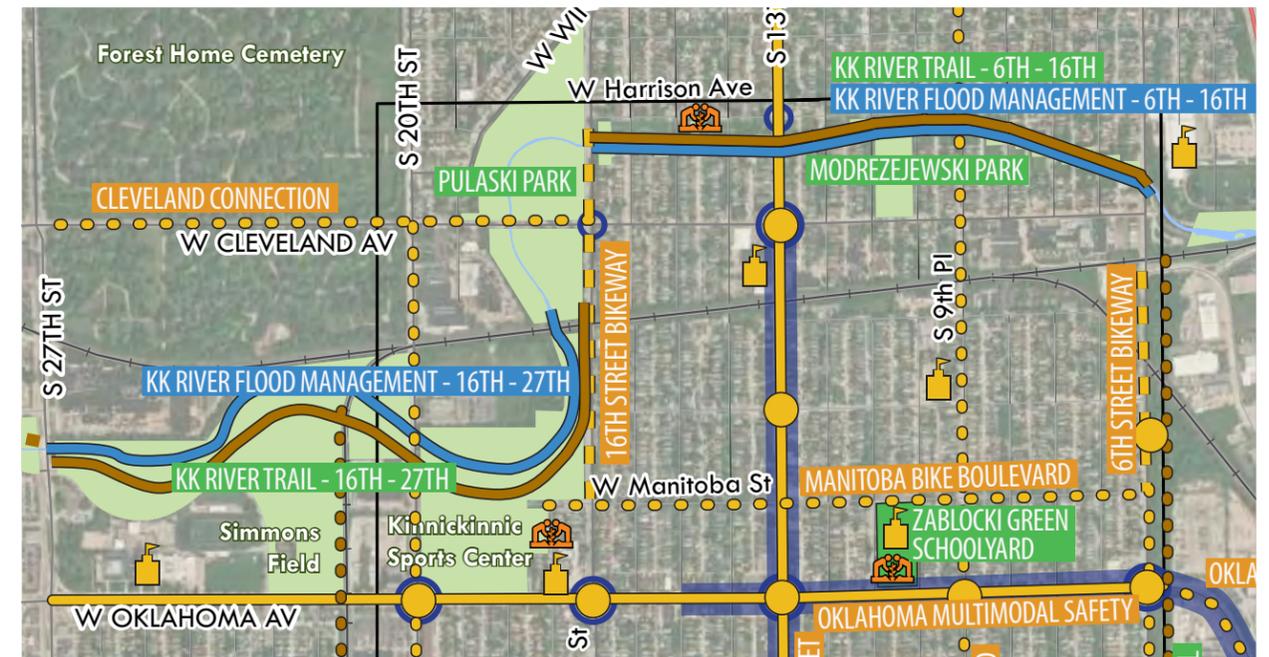
The first projects in this section are two Kinnickinnic River Flood Management projects - 1) a segment between S. 6th - S. 16th Street and 2) a segment between S. 16th - S. 27th Street. They are part of a larger set of flood management projects in the Kinnickinnic Watershed. The size of each of these projects creates many opportunities to provide benefits to the community and environment. See Chapter 2 for more information on the Kinnickinnic Watershed projects.

Several of the projects in this plan are related to the two Kinnickinnic Flood Management projects. Rather than list them twice under the projects, they are included here.

RELATED PROJECTS

- Green Infrastructure Opportunities (and sewer rehabilitation) (p. 111)
- Traffic Calming and Pedestrian Improvements (p. 66)
- Bike & Pedestrian Projects: 16th Street Bikeway; 20th Street Bike Connection (p. 72)
- Youth Engagement & Inclusion (p. 89)
- Community Gardens (p. 94)
- Wayfinding Signage (p. 98)
- 21st Street Rail-to-Trail (p. 99)
- Kinnickinnic River Trail - S. 6th - S. 16th St. (p. 101)
- Kinnickinnic River Trail & Recreation Space - S. 16th - S. 27th St. (p. 102)
- Art Integration (p. 117)
- Decorative Crosswalks (p. 118)

KINNICKINNIC RIVER FLOOD MANAGEMENT PROJECTS



Legend available on page 50.

KINNICKINNIC RIVER FLOOD MANAGEMENT PROJECT - 6TH-16TH

WHAT IS IT? A project from the Kinnickinnic River Flood Management Plan, the Kinnickinnic River Flood Management project between S. 6th and S. 16th Street will remove 4,000 feet of concrete channel lining, expand channel from 50 to 200 feet, acquire and remove 83 homes, and improve five bridges. In addition to the changes with the KK River channel, road bridges and pedestrian bridges will need to be replaced and utility realignment will cause road reconstruction. This leads to opportunities for enhanced pedestrian crossings and integrating art on or around the bridges and implementing consistent bridge design styles throughout the river corridor. DPW is an essential partner in this project. In addition to contributing funding, DPW will design the road bridges and coordinate most of the sewer and lighting modifications.

MMSD and partners will undertake a more detailed planning process with extensive community outreach to develop the design starting in Fall 2021.

WHY IT'S IMPORTANT This area has seen substantial flooding. Updated floodplain maps developed by the Southeastern Regional Planning Commission show a significant increase in flood risk throughout the Kinnickinnic River. Between S. 6th and S. 16th Street, almost 300 homes and businesses are now located in the one percent annual probability (100-year) floodplain. In addition, the concrete lining degrades the riparian and aquatic habitat, water quality, and public safety as it increases the risk of drowning. The concrete lining is also in poor condition and reaching the end of its useful life. Additional community benefits include reduction of pollutants from flooding and overflows, opportunities for environmental education, and new passive and active recreational opportunities.

TIME FRAME: Short Term

WHO: MMSD and project consultant with the collaboration of multiple DPW Divisions. The main outreach partner is SSCHC and additional partners/stakeholders include Milwaukee County Parks, Crisol Corridor BID, Community Organizations, and DCD

STEPS: Community Engagement, Develop Final Design, Award Construction contract 2022, Build 6th-11th 2023-2024, Build 11th-16th 2024-2025

The project aims to include:

- Opportunities for Art – The design should reinstall deity art, and also include places to locate art or include functional art like unique seating or landscaping
- Seating and landscaping should allow for various uses – playing, climbing, gathering, learning, and include ADA accessible spaces
- Signage to direct people to locations in the neighborhood.
- Connection to Modrzejewski Playground
- Room for community gardens
- Examination of Crime Prevention through Environmental Design (CPTED) elements including lighting in the park area and streets
- Traffic calming and enhanced pedestrian accommodations with street reconstruction
- Provide opportunities for the community to weigh in on material choices and potential integration of art on and near the bridges.

POTENTIAL FUNDING

- Flood management costs and community outreach funded through MMSD & City funds.
- Art integration will require fundraising, but bridge material choices can be included within budgets.

KINNICKINNIC RIVER FLOOD MANAGEMENT PROJECT – 16TH-27TH

WHAT IS IT? A project from the Kinnickinnic River Flood Management Plan, the Kinnickinnic (KK) River Flood Management Project between S. 16th and S. 27th Street will remove 5,000 feet of concrete channel lining, with a naturalized stream design. This project is located within Milwaukee County parkland.

The multi-year planning and construction process for this flood management project will begin about a year after the KK River Flood Management between S. 6th - S. 16th Street begins. MMSD and partners will undertake a more detailed planning process with extensive community outreach to develop the design starting in 2023.

WHY IT'S IMPORTANT The removal of the concrete will slow down flood flows to improve public safety by reducing the risk of drowning, and it will improve aquatic and riparian habitat conditions. The channel design will also create additional flood storage with an expanded floodplain along this section of bank. This additional storage will help reduce downstream flood risk on the KK River. Additional community benefits include: reduction of pollutants from flooding and overflows, increase in access to natural areas, opportunities for environmental education, and new passive and active recreational opportunities.

TIME FRAME: Short Term

WHO: MMSD, Milwaukee County Parks, and project consultant. The main outreach partner is SSCHC and additional partners/stakeholders include DPW, Community Organizations, Adjacent Property Owners, DCD

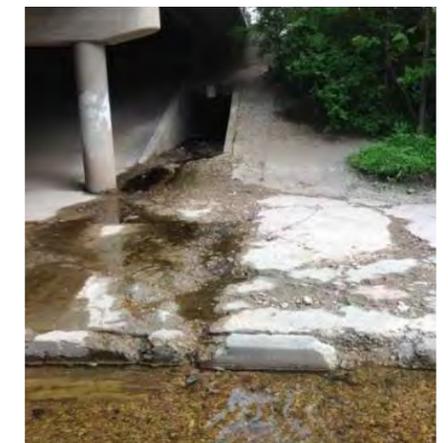
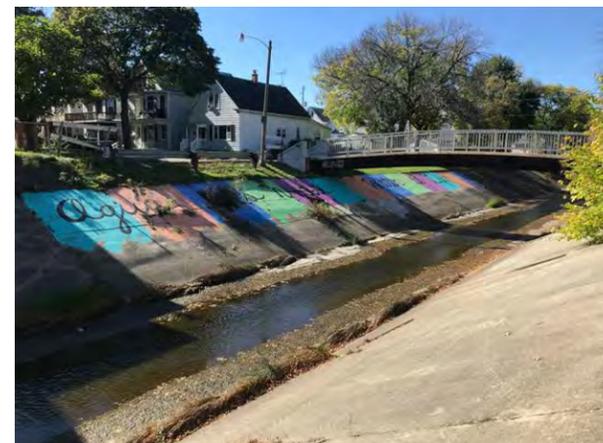
STEPS: RFP for process, Community Engagement 2023, Develop Final Design 2024-25, Award Construction contract 2026, Build 2026-2028

The project should include:

- In partnership with Milwaukee County and the City, include a shared use trail connection and explore opportunities for natural hiking paths. (See Trail project on page 102)
- The community has expressed that they would like to see the archery equipment return and would like to see something else in place of the existing old tennis courts, perhaps futsal, pickleball, or skateboard park. Uses can be explored in the community outreach process.

POTENTIAL FUNDING

- Flood management costs and community outreach funded through MMSD
- Art integration will require fundraising



Kinnickinnic River channel between S. 6th St. and S. 16th St. ; cr. MMSD for photo on the right

LEADERSHIP: COMMUNITY

RESIDENTIAL STORMWATER MANAGEMENT PROGRAMMING

WHAT IS IT? This project recommends creating programming to increase public education and awareness of what people can do in their daily lives to help protect our rivers and Lake Michigan and can be based on the MMSD Green Summers program. MMSD works with non-profit organizations and neighborhood groups to educate and encourage residents to manage stormwater where it falls with green infrastructure.

The MMSD Green Summers program helps improve water quality in area waterways by managing stormwater through green infrastructure (GI) projects and natural landscapes. The program engages neighborhood leaders and residents in the education, planning, and implementation of small-scale GI projects such as installing rain barrels and rain gardens; planting native flowers, grasses, and trees; and amending soil. The GI projects can be located on both private and public properties.

WHY IT'S IMPORTANT The overall objective of the program is to help support and implement the MMSD's 2035 Vision and Regional Green Infrastructure Plan, both of which support the improvement and restoration of the water-absorbing capacity of developed urban or suburban land through the installation and maintenance of small-scale GI, therefore reducing stress on the sewer system. Results also include a reduced risk of flooding, basement back-ups, and combined sewer overflows. Additional community benefits include: increased access to natural areas, neighborhood beautification, opportunities for environmental education, and new passive and active recreational opportunities.

TIME FRAME: Medium term

WHO: SSCHC with partnerships from neighborhood and community organizations like Southside Organizing Center, Forest Home Cemetery, neighborhood groups, and schools.

STEPS: Non-profit organizations should work with MMSD and other partners to provide resources and education about stormwater management for residents and potentially schools in the planning area. Engagement should be meaningful to the community - potentially including public art and neighborhood celebrations.

RELATED PROJECTS

- Community Events (p. 90)

POTENTIAL FUNDING

- Continued funding of the MMSD Green Summers program is to be determined. Additional funding and support from organizations like Fresh Coast Ambassadors is likely needed.

LEADERSHIP: MULTIPLE LEADS

GREEN INFRASTRUCTURE OPPORTUNITIES

WHAT IS IT? Green infrastructure (GI) is a practice of working to manage precipitation where it falls. This project represents the goal of multiple agencies that seek to increase the overall acreage of GI within the City of Milwaukee, and the greater region. Additionally, other non-stormwater agencies generally support GI because of the co-benefits it brings in terms of improved aesthetics, open spaces and green spaces, and increased public space. This recommendation furthers the recommendations and policies set forth for GI in the Southwest Side Area Plan.

WHY IT'S IMPORTANT The realities of climate change and ongoing urbanization means that we cannot continue to expect that gray infrastructure solutions are the best and only answers to the increasing problems of urban flooding. The National Climate Assessment predicts climate change will increase the frequency and severity of heavy rainfall in the Midwest resulting in ongoing and increasing flood risk. GI is an environmentally-sound practice that has widespread support among environmental and public works agencies across the country. Implementation of GI is well supported by the community, especially as way to add green to the S.13th Street Corridor. Additionally, the Complete Streets policy states that stormwater management should be incorporated or maintained within the public right-of-way as part of Complete Streets.

continued on next page →



Bioswale in Milwaukee, cr. DPW

GREEN INFRASTRUCTURE OPPORTUNITIES

TIME FRAME: Ongoing

WHO: Depending on the project being implemented, potential entities leading this project are: DPW Stormwater, ECO, MMSD, Private developers. Potential partners include Milwaukee Recreation, the BID, other DPW Divisions, Milwaukee County, and DCD/RACM

ACTIONS:

- **Implement green infrastructure in strategic locations:** The adjacent maps shows existing GI in the area, planned GI projects, potential locations for green infrastructure with sewer projects, closed depressions, and impervious surfaces - all to help point to strategic locations for GI. Some of these locations overlap with traffic calming and bike and pedestrian infrastructure projects, so the incorporation of GI should be explored in these locations and may provide additional funding sources for GI combined with traffic calming.
- **Street Reconstruction:** When reconstructing streets, native landscaping, bioswales, and trees should be considered for incorporation into pedestrian curb extensions, roadway medians, and tree lawns where possible.
- **Greening Parking Lots:** When parking lots are either reconstructed or created as part of a development, they must follow the landscape and stormwater regulations, and are encouraged to exceed requirements.
- **Redevelopment:** The development or reuse of vacant lots in the area should include GI elements, depaving, bioswales, native landscaping, stormwater trees, and permeable pavers, in order to manage stormwater.
- **Continued monitoring** of Agency GI Plans and continued ongoing collaboration and efforts to connect funding to potential projects. This project and the discussions that led up to it can be looked at a starting point to identify more GI opportunities in the planning area.

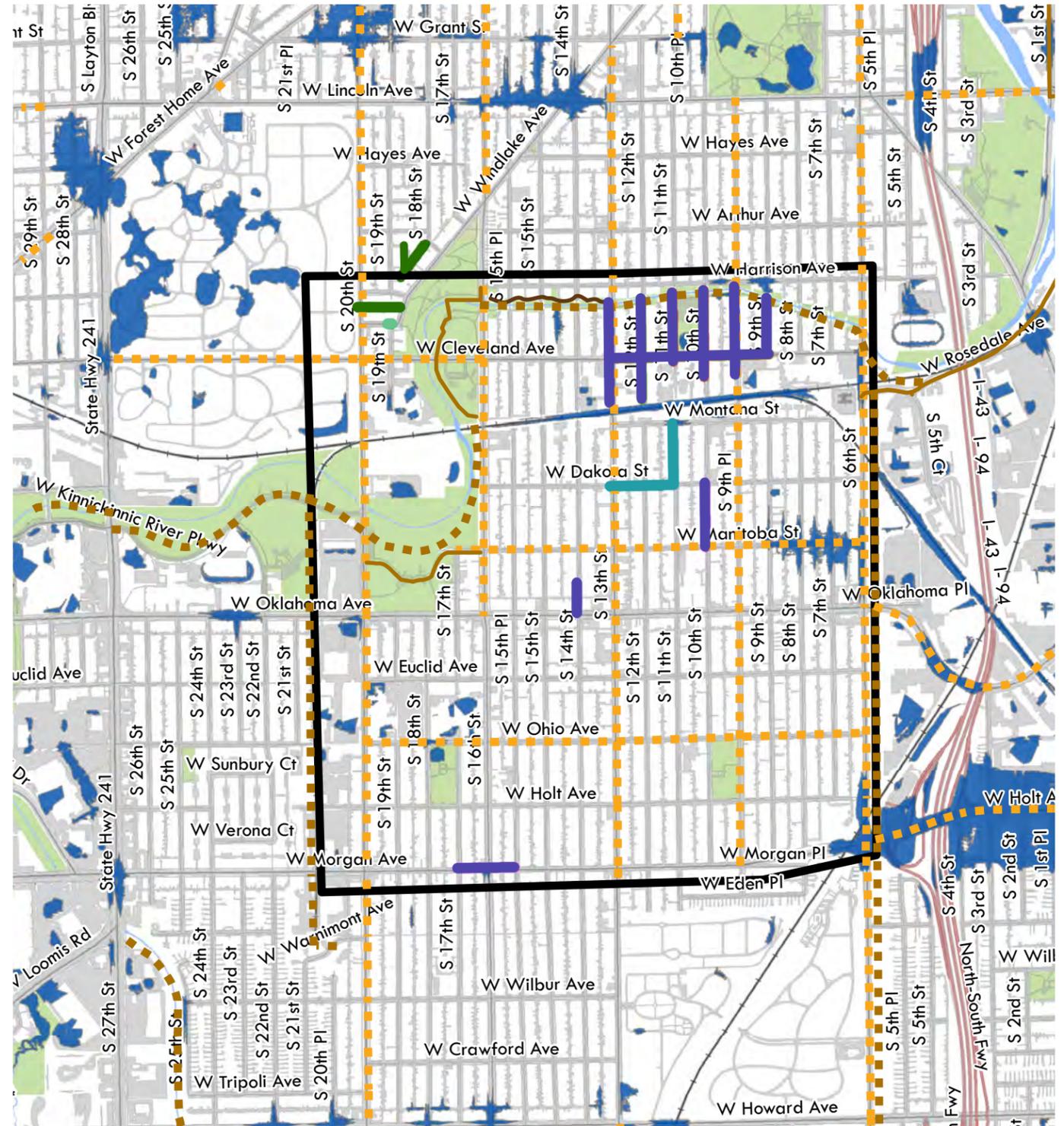
RELATED PROJECTS

Green infrastructure can be incorporated into many of the projects. In particular, there may be opportunities with these underway and short-term projects:

- Oklahoma Multimodal Safety Improvements (p. 68)
- 13th Street: A Complete Street (p. 70)
- Bike & Pedestrian Infrastructure Improvements (p. 72) - see where overlap on map
- DPW Combined sewer rehabilitation project - see map
- Street Amenities & Activation (p. 115)

POTENTIAL FUNDING

Multiple grant opportunities exist to fund GI including: MMSD's Green Infrastructure Partnership Program, Green Solutions Funding, Fund for Lake Michigan, WDNR's Urban Nonpoint Source & Stormwater Planning and Construction Grants, Save our Great Lakes, Great Lakes Restoration Initiative, and WDOA Coastal Management Grants



Street parking with permeable pavers on W. Dakota Street



Stormwater curb extension in Hoboken, NJ; cr. NACTO

PLACEMAKING & ART

The Placemaking and Art recommendations include visual improvements for the corridors and neighborhoods that are in line with its identity while also promoting the area as a local destination.

COMMUNITY BENEFITS ANTICIPATED

- Improved street aesthetics
- Increased commercial activity
- Increased family-friendliness of area
- Improved perception of the area
- Sense of community pride and ownership
- Aesthetic improvements
- Enhanced marketability leading to new jobs and sustaining current businesses
- Opportunities for artists and art entrepreneurs

For some of the actions, additional anticipated community benefits are listed under “Why It’s Important”.

IN THIS SECTION:

BID Led Projects	115
• Street Amenities & Activation	115
• Programming Streets - Self-guided Walks	116
Lead Depends on Method	117
• Art Integration	117
• Decorative Crosswalks	118

SUPPORTING PLANS & POLICIES

- Complete Streets Policy & Implementation
- City of Milwaukee Comprehensive Outdoor Recreation Plan: 2016-2021



Black Cat Alley, Milwaukee



Parklet restaurant seating on Greenfield Avenue, West Allis, WI; cr. Google

LEADERSHIP: BID

STREET AMENITIES & ACTIVATION

WHAT IS IT? The BID and businesses along S. 13th Street and W. Oklahoma Avenue should explore the incorporation of outdoor seating, greenery, and art installations that promote interaction with the public realm and are aesthetically pleasing. Outdoor seating could take the form of sidewalk tables, parklets, outdoor space adjacent to buildings, or rooftop patios. The BID should also install bike racks and explore opportunities for planters. Pedestrian scale lighting, façade lighting, and wayfinding should be explored to help activate the street corridor. The BID could also explore investing in holiday lighting for the winter season. Integration of art (see Art Integration project) and decorative crosswalks (see Decorative Crosswalks project) also help activate the street.

WHY IT'S IMPORTANT Activation of the streets encourages commercial activity in the area and attracts more people from within and outside of the neighborhood. Increased activity creates a safer environment by having more eyes on the street, and increased activity can lead to decreased traffic speeds. Additionally, looking at these elements cohesively in terms of design, color and shapes, helps create a sense of place.

HOW TO MAKE IT HAPPEN **TIME FRAME:** Ongoing
WHO: BID with partnerships from businesses and community organizations
 Installation and placement of elements in the right-of-way will require working with DPW. With further implementation of the Rapid Implementation Improvements, explore adding planters in the curb extension area.

RELATED PROJECTS

- 13th Street: A Complete Street (p. 70)
- Crime Reduction – Business Actions (p. 59)
- Programming Streets – Self-guided Walks (p. 116)
- Art integration (p. 117)
- Decorative crosswalks (p. 118)

POTENTIAL FUNDING

- BID funds
- Street Improvements
- Grants
- Foundations



Rendering of streetscaping elements - planters, pedestrian lighting, information stand, seating; cr. Miranda, UWM student



PROGRAMMING STREETS - SELF-GUIDED WALKS

WHAT IS IT?

   The BID will explore the development of self-guided walks that include the history of the corridors while providing information about the neighborhood for visitors. This could start with something small-scale like a Jane's Walk and Doors Open Milwaukee participation, and if successful, may eventually take the form of a mobile website and/or signage throughout the corridors. A past, present, future theme is a possibility

WHY IT'S IMPORTANT

Historical tours of the commercial corridors and neighborhoods in the S. 13th Street area will help to make it a destination for outsiders and residents alike and further build on the identity of the area.

Information about the past, present and future of the corridors may be relevant when planning community events, in the BID's business promotion, and provides inspiration for integrating art.

HOW TO MAKE IT HAPPEN

TIME FRAME: Short term
WHO: BID with support from neighborhood and community organizations.

The BID will explore this project based on current interest in partnerships. Neighborhood and community stakeholders can help with providing information about the area and by promoting walks and leading them.

RELATED PROJECTS

- Business Promotion (p. 57)
- Art Integration (p. 117)
- Community Events (p. 90)

POTENTIAL FUNDING

- Grants
- Foundations
- City of Milwaukee Arts Board grants



Deity sign; cr. Travis Hope



Historic façades and architectural details on S. 13th St.; cr. BID #50

LEADERSHIP: DEPENDS ON APPLICATION

ART INTEGRATION

WHAT IS IT?

   This project recommends the integration of art throughout the planning area. Partnerships between businesses, local schools and local artists can help to integrate art installations that provide both decoration and function in the public realm. Art in the outdoor environment can come in many forms and integrated into various functions – sculptures (to look at or to climb on), landscape architecture, murals, painted designs on sidewalks and stairs, wayfinding signage with artistic elements, decorative crosswalks, bus stop art, sculptural lighting, family-friendly installations (swings & interactive landscaping) and more.

WHY IT'S IMPORTANT

Art helps create a sense of place and makes it a more enjoyable place to be. Public art is accessible and interesting for all ages, helping create family-friendly environments. Whether large or small, it impacts how someone interacts with their surroundings. Increased opportunities to elevate art and local artists help to build community, draw interest, and drive investment in the S. 13th Street and Oklahoma Avenue corridors. Also, when art is created in relationship to stormwater management, it can help make the connection between critical but unseen infrastructure and how local residents that are impacted by how the infrastructure functions.

HOW TO MAKE IT HAPPEN

TIME FRAME: Ongoing
WHO: Multiple leads and partners depending on location & project – BID, Developers, SSCHC, Community Organizations. Partners may include artists and art organizations.

ACTIONS:

- The BID, new development, and existing businesses in the area could explore how art can be included in their development/business plans. This could take the form interior spaces, murals, sidewalk painting, and sculptural art at gateway nodes in the corridors.
- Community organizations and non-profits working in the area should continue to look for funding opportunities to integrate art into the neighborhoods through decorative crosswalks (see Decorative Crosswalk project), murals, and other installations.
- During the outreach process for significant infrastructure projects, public entities should involve the community in decisions in material and design choices when possible, and locating places where art can be installed.
- Incorporate art in Kinnickinnic River area and encourage re-installation of the existing deity artwork after the Kinnickinnic Stormwater Management is complete.
- Public art installations should encourage children and families to interact with them. For example, paintings on a sidewalk can become a game of hopscotch and spur imagination in youth.

RELATED PROJECTS

- Development Guidance (p. 61)
- Bus Stop Improvements (p. 78)
- Youth Inclusion & Engagement (p. 89)
- Community Events (p. 90)
- Park recommendations (p. 97)
- Modrezjewski Park (p. 104)
- Zablocki Green Schoolyard (p. 105)
- Kinnickinnic River Trails (p. 101 & 102)
- Kinnickinnic River Flood Management Projects (p. 107)
- Green Summers Program (p. 110)
- Street Amenities & Activation (p. 115)
- Programming Streets – Self-guided Walks (p. 116)
- Decorative Crosswalks (p. 118)

POTENTIAL FUNDING

- Milwaukee Arts Board grants
- Other grants
- Foundations





DECORATIVE CROSSWALKS

Community organizations and neighborhood groups, in consultation with DPW and support from the BID as appropriate, will design and implement artistic crosswalks at intersections within the community. The designs will incorporate public input so that the decorative crosswalks adequately express the visions of the neighbors. Decorative crosswalks can be implemented at intersections that meet specific parameters, and community groups should confirm plans with DPW before seeking funding for a project. The map on the next page shows where the community expressed interest in seeing a decorative crosswalk or a high visibility crosswalk.

The exact locations for decorative crosswalks will need to be further evaluated based on the requirements outlined in the City's program. The decorative crosswalk program allows individuals and organizations to apply for a permit to install decorative crosswalks that meet the requirements.

The guidelines for decorative crosswalks are as follows:

- Local streets only (no State, Federal or County highways)
- Must be a legal crosswalk at a controlled crossing (two-way stop, all-way stop, or traffic signal)
- Posted speed limit 30mph or less
- Local or collector streets preferred, allowed on arterial streets at the discretion of DPW
- Total number of motor vehicle travel lanes shall not exceed one lane in each direction for two-way streets, or 2 lanes in one direction for one-way streets
- Pavement must be in good enough condition for materials to bond well

Additionally, the City's crosswalk marking policy (found in the Milwaukee Pedestrian Plan) outlines the process for determining locations for high visibility crosswalk markings (also known as continental markings). These crosswalk markings are more visible to drivers and have been shown to improve yielding to pedestrians. High visibility crosswalks are typically installed at locations with a history of crashes or near pedestrian generators such as schools, parks, senior centers, community centers, business districts, and major transit stops. Continental crosswalks will be installed as projects and opportunities arise.

Decorative crosswalks serve to help the community define itself in a public and artistic manner, while also nurturing and displaying local talent. When designed with community's input and vision, decorative crosswalks publicly announce the community's values and can help to create community cohesion. Additionally, decorative crosswalks add a beautiful visual element to the street, which can help slow traffic down and reduce reckless driving, making the community safer for all forms of transportation, including walking and biking. Safer streets with public art help make the community a more enjoyable place to live in, raising the quality of life in the neighborhood.

TIME FRAME: Ongoing

WHO: Community organizations, neighborhood groups, and the BID, in consultation with DPW. The BID will be a partner in these efforts for the eligible crosswalks within their boundaries. The BID can also work with the community and DPW to paint decorative curb extensions for the Rapid Implementation Improvements

POTENTIAL FUNDING

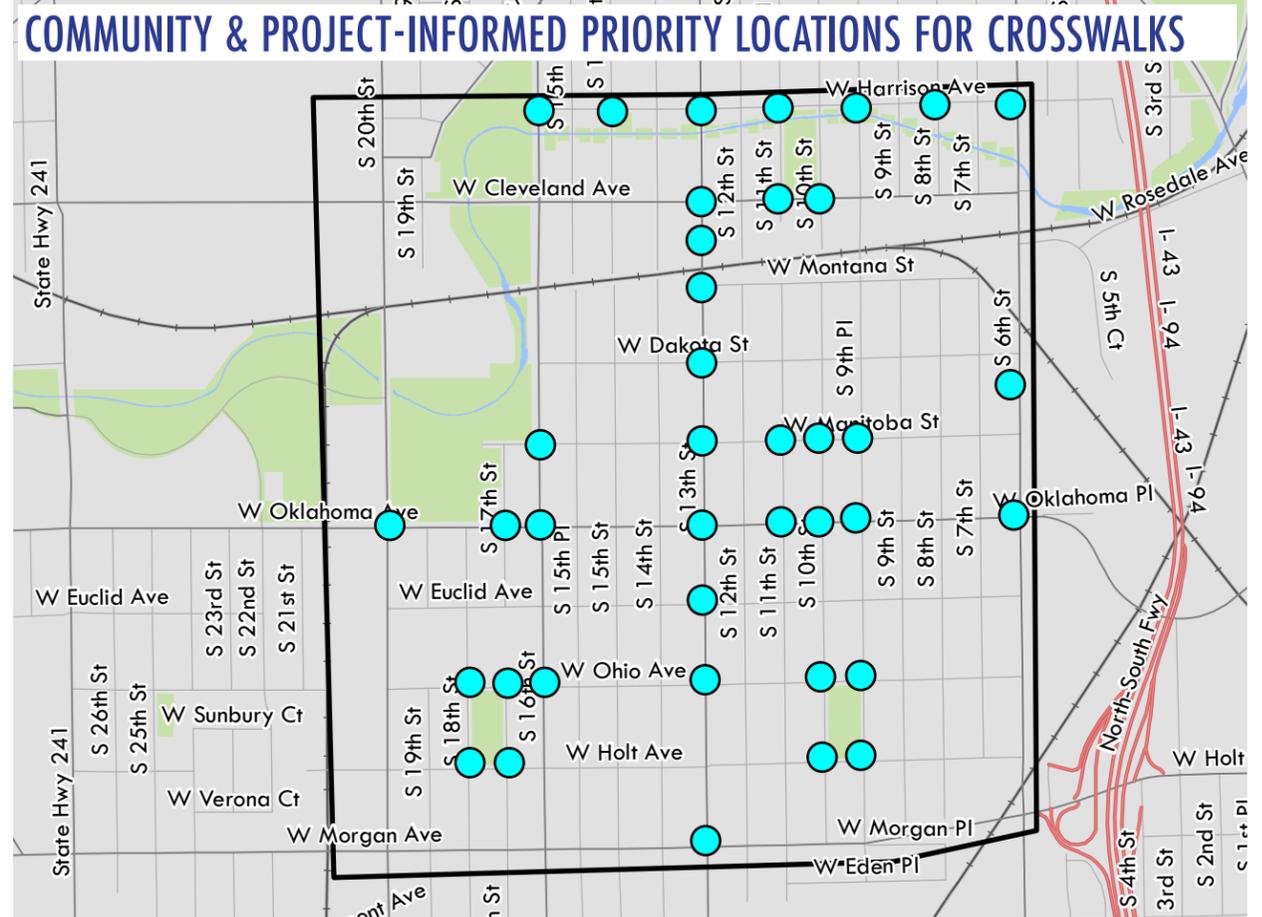
- Milwaukee Arts Board grants
- Local philanthropic organizations
- BID (for small grants)

RELATED PROJECTS

- Traffic Calming and Pedestrian Safety Improvements (p. 66)
- Oklahoma Multimodal Safety Improvements – side streets (p. 68)
- 13th Street: A Complete Street (p. 70)
- Bike and Pedestrian Infrastructure Improvements (p. 72)
- Safe Routes to School (p. 76)
- Youth Inclusion & Engagement (p. 89)
- Kinnickinnic River Flood Management Project – 6th to 16th (p. 108)
- Street Amenities & Activation (p. 115)
- Bus Stop Improvements (p. 78)
- Programming Streets - Self-guided Walks (p. 116)
- Art Integration (p. 117)



Painted curb extension in Jersey City; cr. www.engagingmidland.ca



Example rendering of a painted crosswalk and planters of before and after; cr. Miranda, UWM Student

5. IMPLEMENTATION CHART

To aid in implementation, the chart on the following pages provides quick resource that lists all of the projects, leads, implementation partners, and time frames. Icons are included to reference when projects are related to other themes. Check individual project pages to see related projects.



Economic Development

Project Name & Theme(s)	Lead	Partners	Timing	Potential Funding
Grant Programs (p. 55)	Partnership	<ul style="list-style-type: none"> BID DCD Commercial Corridors 	Underway	<ul style="list-style-type: none"> Continuing funding through City budget and BID budget
Storefront Appearance Education (p. 55)	Partnership	<ul style="list-style-type: none"> BID DNS MHD DCD Commercial Corridors 	Short term	<ul style="list-style-type: none"> Funded through staff time
Design Guidelines (p. 56)	DCD	<ul style="list-style-type: none"> DCD Planning & Commercial Corridors 	Short term	<ul style="list-style-type: none"> Funded through DCD staff time
Business Promotion (p. 57)	BID	<ul style="list-style-type: none"> Community organizations and businesses 	Underway and Short term for expanding this work	<ul style="list-style-type: none"> BID budget
Business Attraction (p. 58)	BID	<ul style="list-style-type: none"> DCD Commercial Corridors 	Underway	<ul style="list-style-type: none"> Funded through BID and DCD Commercial Corridors staff time
Business Banking Education (p. 59)	BID	<ul style="list-style-type: none"> DCD Commercial Corridors Area CDFIs, and other local financial service providers 	Short term	<ul style="list-style-type: none"> Potentially free workshops through WWBIC or similar entities BID Budget
Crime Reduction – Business Actions (p. 59)	BID	<ul style="list-style-type: none"> Businesses 	Underway & Ongoing	<ul style="list-style-type: none"> BID Budget Grants
Litter Reduction (p. 60)	BID	<ul style="list-style-type: none"> Businesses, schools, and neighborhood organizations. 	Short-term	<ul style="list-style-type: none"> BID budget for trash receptacles
Development Guidance (p. 61)	Developers & Businesses	<ul style="list-style-type: none"> TBD 	Ongoing	<ul style="list-style-type: none"> Likely private sector

All of the recommended projects have anticipated timelines:

- **Underway:** Continuation of an existing project/program or a project that began before plan adoption
- **Short Term:** 0-3 years after plan adoption
- **Medium Term:** 3-5 years
- **Long Term:** 5-10 years
- **Ongoing:** Projects that may take many years to complete but consist of multiple phases or components, some of which should be acted upon immediately with the understanding that full completion is also dictated by outside factors, typically funding availability, and public facility replacement schedules.

S. 13th St. and W. Dakota St., July 2020; cr. BID #50

Transportation & Streets

Project Name & Theme(s)	Lead	Partners	Timing	Potential Funding
Traffic Calming & Pedestrian Safety Improvements (p. 66) 	DPW	<ul style="list-style-type: none"> BID Community partners 	Ongoing - incorporate in projects and identify new projects	<ul style="list-style-type: none"> Opportunities with street projects. Funding has been received for pedestrian crossing improvements at S. 16th Street and W. Harrison Avenue. Grants such as TAP, HSIP, CMAQ, STP, MMSD (if green infrastructure is used), SRTS City funds
Oklahoma Ave Multimodal Safety Improvements (p. 68) 	DPW	<ul style="list-style-type: none"> BID Community Organizations Zablocki St. Joseph's Academy MMSD DCD 	Short term	<ul style="list-style-type: none"> Funded – Transportation Alternatives Program (Federal grant with local match) Additional funding is likely needed if green infrastructure is included
13th Street Complete Street (p. 70) 	DPW	<ul style="list-style-type: none"> BID DCD Community partners MMSD 	Ongoing – multiple phases. Short Term and Medium Term for placemaking at RILs and expansion of RILs	<ul style="list-style-type: none"> Opportunities with street projects. Grants such as TAP, HSIP, CMAQ, STP, MMSD (if green infrastructure is used), SRTS City Funds

Project Name & Theme(s)	Lead	Partners	Timing	Potential Funding
Bike & Pedestrian Infrastructure Projects (p. 72):  <ul style="list-style-type: none"> W. Cleveland Avenue Bike Connection – S. 16th to S. 27th Street S. 16th Street Bikeway – W. Harrison Avenue to W. Manitoba Street W. 9th Place Bike Boulevard – W. Lincoln Avenue to W. Morgan Avenue S. 6th Street Bikeway – W. Rosedale Avenue to W. Manitoba Street W. Manitoba Avenue Bike Boulevard – S. 6th to S. 17th Street W. Oklahoma Avenue Bike Connection Enhancement – S. Chase Avenue to S. 6th Street W. Ohio Avenue Bike Boulevard – S. 6th to S. 20th Street 2010 Bike Plan Recommendations 	DPW	<ul style="list-style-type: none"> TBD 	Ongoing	<ul style="list-style-type: none"> Most of these projects are conceptual. Potential funding could come from local capital funds, integrating improvements with street projects, and transportation grants such as TAP, HSIP, CMAQ, STP, MMSD (if green infrastructure is used), SRTS
Safe Routes to School (p. 76) 	Partnership	<ul style="list-style-type: none"> DPW MPS Schools WI Bike Fed 	Ongoing	<ul style="list-style-type: none"> Refer to the 2021 City of Milwaukee Safe Routes to School Strategic Plan for a list of potential funding sources.
Safer Driving Program (p. 78) 	Partnership	<ul style="list-style-type: none"> Potential partners: MPS, MPD, DPW, OVP 	Short Term	<ul style="list-style-type: none"> Grant funding City Capital budget Reckless Driving Funds
Bus Stop Improvements (p. 78) 	Partnership	<ul style="list-style-type: none"> BID SSCHC Neighborhood groups MCTS 	Ongoing	<ul style="list-style-type: none"> Grants Foundations
Traffic Safety Programming (p. 79) 	MPD	<ul style="list-style-type: none"> Community organizations & community members 	Underway	<ul style="list-style-type: none"> MPD budget Community groups/non-profit programming
Parking Study (p. 79) 	BID	<ul style="list-style-type: none"> Consultant UWM Planning Department 	Short Term	<ul style="list-style-type: none"> BID funds

General Safety

Project Name & Theme(s)	Lead	Partners	Timing	Potential Funding
MPD Communication (p. 81) 	MPD	<ul style="list-style-type: none"> Community organizations BID 	Underway	<ul style="list-style-type: none"> Part of staff time
Targeted Development (p. 81) 	MPD		Underway & Ongoing	<ul style="list-style-type: none"> Part of MPD strategy
Park Monitoring (p. 82) 	MPD	<ul style="list-style-type: none"> Milwaukee County Sheriff's Dept. 	Underway & Short term	<ul style="list-style-type: none"> County Sheriff & MPD time
Lighting Improvements (p. 83) 	DPW	<ul style="list-style-type: none"> BID MPD Community Organizations 	Short Term = CPTED Walks and circuit in southern portion of planning area. Long Term for remaining area	<ul style="list-style-type: none"> City Budget Infrastructure grant funding
Problematic Business Engagement (p. 84) 	Partnership	<ul style="list-style-type: none"> BID MPD Community organizations 	Underway	<ul style="list-style-type: none"> Covered through MPD & BID staff time
Neighborhood Nuisance Prevention (p. 84) 	Partnership	<ul style="list-style-type: none"> MPD DNS 	Underway	<ul style="list-style-type: none"> Covered through MPD & DNS staff time
Safety Education Campaign (p. 85) 	Partnership	<ul style="list-style-type: none"> MPD OVP Community Organizations Safe & Sound 	Short Term	<ul style="list-style-type: none"> MPD – MPD budget for staff time OVP – City Budget for staff time Grants
Youth and Adult Programming (p. 86) 	Partnership	<ul style="list-style-type: none"> Neighborhood Organizations Safe & Sound UMOS' RAICES program MPS OVP 	Ongoing	<ul style="list-style-type: none"> Build upon current organizational programs with Safe & Sound, MPS, and OVP and seek grant and public funding to advance this programming.
Block Groups (p. 87) 	Community	<ul style="list-style-type: none"> MPD 	Short Term	<ul style="list-style-type: none"> Volunteer time & Block Group/ Neighborhood Association Dues

Community Building

Project Name & Theme(s)	Lead	Partners	Timing	Potential Funding
Youth Inclusion & Engagement (p. 89) 	Multiple potential leads	<ul style="list-style-type: none"> DPW MMSD Milwaukee County MKE Rec BID Community organizations 	Ongoing and based on project application	<ul style="list-style-type: none"> Include in project budgets For any project including youth development, local philanthropies may have funding available.
Community Events (p. 90) 				
<ul style="list-style-type: none"> Street festivals Art festivals Sidewalk sales Ciclovias Community walks Movie nights Community cleanups Community group activities 	Lead & Partners depend on which project. In all the following entities are included: BID, Neighborhood Groups, Community Organizations (like SOC & SSCHC), Luna, MKE Parks, Arts@Large, WI Bike Fed, Forest Home Cemetery, and MPS & Schools See project pages for more information		Depends on project - ranges from Underway to Short Term	<ul style="list-style-type: none"> Varies depending on project
Internal Neighborhood Communication (p. 93) 	Neighborhood Associations and Block Groups	<ul style="list-style-type: none"> Other Community organizations 	Short Term	<ul style="list-style-type: none"> Volunteer time
Home & Garden Maintenance Program (p. 93) 	Community Organizations	<ul style="list-style-type: none"> Southside Organizing Committee Gardening centered groups MMSD Forest Home Cemetery 	Medium Term	<ul style="list-style-type: none"> Grants and volunteer time
Community Gardens (p. 94) 	<ul style="list-style-type: none"> Zablocki St. Joseph Academy SSCHC 	<ul style="list-style-type: none"> Potential partners: Groundwork Milwaukee, Victory Garden Initiative 	Underway	<ul style="list-style-type: none"> Grants and volunteer time

Outdoor Recreation

Project Name & Theme(s)	Lead	Partners	Timing	Potential Funding
Recommendations for Trail & Park Projects (p. 97) 	n/a	• n/a	n/a	• TBD
Wayfinding Signage (p. 98) 	Partnerships	• DPW • MKE County Parks • BID	Underway, Short term, and Ongoing – depending project implementation	• Included in project implementation costs for new projects • Donations to support signage on existing trails
21st Street Rail-to-Trail (p. 99) 	Partnerships	• Milwaukee County • DPW • Adjacent property owners • DCD	Ongoing	• Grant funding opportunities: Transportation Alternatives Program (TAP), Congestion Mitigation Air Quality (CMAQ) grants, Recreational Trails Program (RTP).
6th Street Trail (p. 100) 	Partnerships	• Milwaukee County Parks • DPW • Potential: Rails-to-Trails Conservancy, neighborhood organizations	Ongoing	• Grant funding opportunities: Transportation Alternatives Program (TAP), Congestion Mitigation Air Quality (CMAQ) grants, Recreational Trails Program (RTP). • Could be completed in phases
Kinnickinnic River Trail S. 6th- S. 16th Street (p. 101) 	DPW	• MMSD • Potential: Rails-to-Trails Conservancy, local neighborhood/ community organizations	Medium Term	• Grant funding opportunities: Transportation Alternatives Program (TAP), Congestion Mitigation Air Quality (CMAQ) grants, Recreational Trails Program (RTP).
Kinnickinnic River Trail & Recreation Space - S. 16th- S. 27th Street (p. 102) 	Milwaukee County Parks	• MMSD • Potential partners: Rails-to-Trails Conservancy, local neighborhood/ community organizations	Short Term	• Funded - National Park Service Grant - Outdoor Recreation Legacy Partnership Program
Pulaski Park Amenities (p. 103) 	Milwaukee County Parks		Ongoing	• Grants • Milwaukee Parks Foundation • County budget
Modrzejewski Park Update (p. 104) 	Milwaukee Recreation		Underway	• Funded - Land and Water Conservation Fund grant
Zablocki Green Schoolyard (p. 105) 	Zablocki Community School	• Reflo • MPS • MMSD	Underway	• Various local philanthropic organizations

Stormwater & Flood Management

Project Name & Theme(s)	Lead	Partners	Timing	Potential Funding
Kinnickinnic River Flood Management Project – 6th-16th (p. 108) 	MMSD	• DPW divisions • SSCHC • MKE Co Parks • BID • Community organizations • DCD	Short Term	• Flood management costs and community outreach funded through MMSD & City funds. • Art integration will require fundraising, but bridge material choices can be included within budgets.
Kinnickinnic River Flood Management Project – 16th-27th (p. 109) 	MMSD	• Milwaukee County Parks • SSCHC • DPW • Community Organizations • Adjacent Property Owners • DCD	Short Term	• Flood management costs and community outreach funded through MMSD & County funds • Art integration will likely require fundraising
Residential Stormwater Management Program (p. 110) 	Community	• SSCHC • SOC • Neighborhood groups • FHC • Schools • MMSD	Medium Term	• Continued funding of the MMSD Green Summers program is to be determined. Additional funding and support from organizations like Fresh Coast Ambassadors is likely needed.
Green Infrastructure (GI) Opportunities (p. 111) 	Multiple – Lead Depends on Method – DPW, ECO, MMSD, DCD	• Private developers. • Potential partners: MKE Rec, BID, other DPW Divisions, Milwaukee County, and DCD/ RACM	Ongoing	• Multiple grant opportunities exist to fund GI including: MMSD's Green Infrastructure Partnership Program, Green Solutions Funding, Fund for Lake Michigan, WDNR's Urban Nonpoint Source & Stormwater Planning and Construction Grants, Save our Great Lakes, Great Lakes Restoration Initiative, and WDOA Coastal Management Grants

Placemaking & Art

Project Name & Theme(s)	Lead	Partners	Timing	Potential Funding
Street Amenities & Activation (p.115) 	BID	<ul style="list-style-type: none"> • Businesses • Community organizations • DPW 	Ongoing	<ul style="list-style-type: none"> • Street Improvements • Other grants • Foundations
Programming Streets – Self-guided Walks (p. 116) 	BID	<ul style="list-style-type: none"> • Neighborhood • Community organizations 	Short term	<ul style="list-style-type: none"> • Grants • Foundations • City of Milwaukee Arts Board grants
Art Integration (p. 117) 	<ul style="list-style-type: none"> • BID • Community 	<ul style="list-style-type: none"> • SSCHC • Artists and art organizations 	Ongoing	<ul style="list-style-type: none"> • Milwaukee Arts Board grants • Other grants • Foundations
Decorative Crosswalks (p. 118) 	<ul style="list-style-type: none"> • BID • Community 	<ul style="list-style-type: none"> • Community organizations • Neighborhood groups • DPW 	Ongoing (can be phased)	<ul style="list-style-type: none"> • Milwaukee Arts Board grants • Local philanthropic organizations • BID (for small grants)

6. NEXT STEPS & CONCLUSION

The Envision South 13th Street Together Action Plan is intended to continue beyond this Plan.

The Plan's projects provide opportunities to improve both the vitality of the business corridors and the quality of life of the residents in the neighborhood. Use of the guiding principles described in Chapter 1 will lead to more informed, efficient, and impactful projects. The City also encourages businesses and community members to stay involved to ensure that projects reflect the community's vision.

The implementation and completion of the projects outlined in Envision South 13th Street Together will require a sustained and dedicated effort from the City of Milwaukee, its partners, and the community. Some projects will occur in the short term, while others represent a longer term concept or vision requiring additional community engagement and study. Funding is in place for a number of projects to proceed in the coming months and years, while additional resources will need to be identified to begin others.

MEASURING SUCCESS

The projects outlined in this Plan aim to reinvigorate the economic vitality of the business district, and improve the overall quality of life for residents, employees, and visitors to the Crisol Corridor neighborhoods. They are also meant to further the City's sustainability and resilience goals and help facilitate new investments by improving the built environment.

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

Baseline data should be gathered at the beginning of larger-scale projects. The following list contains potential success measures that can be used when evaluating Envision South 13th Street Together projects. The ability to gather data and the extent of data collected will vary by project type and scale. The Area Summary in Chapter 2 contains some before data for the full Envision 13th planning area.

Multiple types of projects

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

Economic Development Projects

- Vacant properties redeveloped
- Enhanced marketability of corridor
- Improved perception of the area
- Jobs

Streets Projects

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

General Safety Projects

- Increased trust between MPD and the community
- Reduction in crime
- Reduction in the perception of crime
- Increase in communication
- Increased civic engagement
- More engaged youth

Trail Projects

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

Parks and Public Space Projects:

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

Stormwater Management Projects

- Reduced impacts from stormwater flooding

CONCLUSION

The projects called for in the Envision South 13th Street Together Strategic Action Plan represent an interwoven vision for improvements to economic development, streets and transportation, general safety, community building, outdoor recreation, stormwater and flood management, and placemaking and art. Envision 13th projects were also designed to help achieve the goals that area businesses and residents have for their neighborhoods.

Each project on its own will result in significant improvements within the neighborhoods surrounding the Crisol Corridor. However, Envision 13th projects were also designed to build upon each other, multiplying their impacts. Collectively, the projects called for in the Plan will achieve measurable results in advancing the plan principles of improving the economy, honoring the culture and history of the area, increasing the sustainability and resilience of the area, as well as community engagement, and improving equity, health, and street safety.

As part of the City of Milwaukee's Comprehensive Plan, Envision South 13th Street Together serves as the official document that will guide City departments in advising land use decisions, identifying neighborhood priorities, and informing policies and public investments. As demonstrated in the project summaries in this plan, the City will be joined by a committed and capable team of partners working to carry out Envision 13th projects and ensure they remain anchored to the goals of the community.

Combined with the ongoing economic development and neighborhood initiatives taking place throughout the neighborhood, the implementation of Envision South 13th Street Together will demonstrate the commitment of the City of Milwaukee and its partners to an equitable and comprehensive reinvigoration of the S. 13th Street and W. Oklahoma Avenue corridors.



Looking north on S. 13th Street, Oct. 2021

COMMUNITY'S ROLE

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

- **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 subscribing to the following categories:
 - Under *News Releases*:
 - Your Aldermanic District - 12th, 13th, 14th
 - Department of Public Works
 - Milwaukee County Parks
 - Milwaukee Recreation
 - Under *Information Updates*
 - Bicycle and Pedestrian News
 - What's New on Milwaukee.gov
 - Under *Plans for Future City Development*
 - Southwest Side Plan
 - Near South Side Plan
- **Contact the Department of City Development's Planning Division** to ask about the status of the projects in this plan - southwestsideplan@milwaukee.gov or 414-286-5800
- **Get involved with local organizations.** These could include:
 - Crisol Corridor BID #50
 - Neighborhood Associations & Block Clubs– Kinnickinnic River Neighbors in Action (KKRNIA), South of the Tracks - Polonia Neighborhood Association, Polonia Block Watch, Holt Neighborhood Association, and Crisol Corridor Neighborhood Group
 - Sixteenth Street Community Health Centers
 - Southside Organizing Center
 - Forest Home Cemetery and Arboretum
 - Schools: Zablocki Community School, St. Joseph's Academy, Grandview High School and others.
 - Other community groups/organizations: Lighthouse Youth Center, Forest Home Cemetery, WI Bike Fed
- **Social Media:** Follow the groups listed on this page, city departments, MCTS, MKE Recreation, Milwaukee County Parks, 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 community input meetings and events - there are several upcoming projects that will need input!
- **Talk with your neighbors** about these projects to spread awareness
- **Start a walking group** with your neighbors and plan regular neighborhood walks
- **Report issues** to Department of Neighborhood Services, Department of Public Works or Milwaukee Police Department when you notice things that seem unsafe or irregular. 414-286-CITY or 414-933-4444 (MPD's non-emergency number)
- Visit **MMSD Fresh Coast Resource Center** for green infrastructure advice, resources, information and funding opportunities homeowners or businesses.
 - Fresh Coast Resource Center, 247 Freshwater Way, Suite 440 Milwaukee, WI 53204
 - (414) 225-2222
- Visit **MMSD Managing Water on Your Property** web pages. Resources for homeowners for reducing risk of water in basements
 - www.mmsd.com/what-you-can-do/managing-water-on-your-property
- Sign up for the **MMSD Water Drop Alert**
 - People can sign up to receive alerts when heavy precipitation is pending with advice on what to do to reduce the risk of flooding and basement backups when an alert is issued.