

MEMORANDUM

In Reference to: Common Council File #221968

From: Department of City Development, Planning

Subject: Bay View Neighborhood Plan 2040 – Summary of Public Engagement Efforts and Changes to the Draft Plan for the Bay View Neighborhood Plan 2040

Date: September 9, 2023

Following a two-year process that involved significant community input and engagement, a draft of the Bay View Neighborhood Plan 2040 was released for public review on April 14th, 2023. The Bay View Neighborhood Plan 2040 was posted online at [EngageMKE.com/BayView](https://engageMKE.com/BayView) and also linked from the DCD website. The public was asked to provide comments on the draft plan on or before May 8, 2023. Based on the volume of comments and to accommodate an additional meeting with residents near the Army Reserve site, the comment period was extended to June 9, 2023. Comments were solicited via email, social media, and in-person at an open house held on May 1, 2023, which was attended by 164 people. Based on public comments received on the draft, a number of edits were made to the final draft version of the Bay View Neighborhood Plan 2040 that has been submitted for review and approval to the City Plan Commission and Common Council. This memorandum includes a summary of comments received and resulting changes to the Bay View Neighborhood Plan 2040.

Community engagement has been a cornerstone of this study. The totality of the public comments received during the planning process supports the recommendations found in the Final Draft Plan. Over 500 people attended the 4 community meetings, and there were many additional opportunities, both online and at other in-person events, to review information and engage with DCD Planning staff.

-4 Community Meetings

- Community Meeting #1 (Virtual): September 23, 2021
- Community Meeting #2 (Virtual): February 23, 2022
- Community Meeting #3 (South Shore Pavilion): July 22, 2022
 - 3 Neighborhood Events after Third Community Meeting to get feedback on Focus Areas and promote online survey: Jazz on the Vine, Chill on the Hill, Neighborhood Bike Ride
 - Online Survey: over 300 people took
- Community Meeting #4 (South Shore Pavilion): May 1, 2023

-Virtual Meeting for Army Reserve Site (June 6, 2023):

-One-on-One Meetings for Army Reserve Site (December 2022):

-4 Plan Advisory Group meetings

-Walk Audit with Bike Federation

-Business survey and 2 focus groups

-Social Pinpoint ([EngageMKE.com/BayView](https://engageMKE.com/BayView)) for ongoing online engagement

-Approximately 50 stakeholder interviews

- Coordination with Bay View Neighborhood Association
- 3 Aldermanic town hall meetings
- 2 South Shore Farmer's Markets
- Email list (615 emails from meeting attendees and website sign-ups)
- E-notify list

Comments received during the plan comment period reflected a range of opinions, and while many were supportive, there were some comments that offered critique of the draft recommendations. In particular, the size and scale of potential future development on the former Army Reserve site and at the BMO Harris site garnered the most comments. The following is a summary of substantive comments received and responses, including changes or clarifications that were made to the document in response. Edits that were made to correct typos or other non-substantive edits are not included in this memorandum.

CHAPTER ONE: INTRODUCTION

Comment: The number of net new housing units seems low given that there have been several new apartment buildings built in recent years.

The number of housing units has been updated on p. 32 and p. 52. Updated from net increase of 99 units to: following: *"Increase of units: 585 housing units since 2002. New apartments have been built but over 100 duplexes have been converted to single family homes."*

The discrepancy in the original numbers and this revised number is due to a relatively new database system for tracking development and permits. In the transition to the new database system, some information did not transfer. There remains high and unmet demand for a variety of housing needs in Bay View. All of these newer apartment buildings are at or near 100% full.

CHAPTER THREE: LAND USE AND DEVELOPMENT

Comment: The plan does not provide a rationale for 4-5 story future development on Kinnickinnic Ave.

Also, multiple comments to not allow more apartment buildings in Bay View.

See p. 51 on Transit Oriented Development

"TOD" is a planning strategy that integrates land use with transit availability. It promotes compact, mixed-use neighborhoods near transit so people have easy access to jobs and amenities. These are vibrant, walkable neighborhoods with shopping, entertainment, jobs, and public spaces all within an easy walk, bike or transit ride. This is not an entirely new concept. Bay View, in many ways, already developed in this way organically with commercial activity and apartment buildings largely concentrated near the busy, transit hub at Howell, Kinnickinnic, and Lincoln Avenues.

A key component of TOD is density—this level of economic activity is only possible with the people to sustain it. Building on this existing development pattern makes sense at the Kinnickinnic, Howell and Lincoln node and along the northern portion of Kinnickinnic Avenue as well as some other corridors and nodes. Appropriate urban density is crucial to the economic and environmental sustainability of Milwaukee’s neighborhoods. Importantly, TOD also promotes equity and sustainability.

Comment: Limit development along Kinnickinnic Ave to 2-3 stories:

See p. 55:

While the majority of community members who attended the third community meeting supported recommendations to allow 5-6 story buildings along certain stretches of Kinnickinnic Avenue, such as the northern end and at certain key intersections, public sentiment was not unanimous. Some residents requested that regulations be changed to limit any new building to 2-3 stories along Kinnickinnic Avenue, saying that taller buildings detract from the corridor’s character. This is not consistent with the community’s goals around equity and affordability set out at the beginning of this study.

Limiting development on Kinnickinnic Avenue to 2-3 stories would make Kinnickinnic Avenue one of the most restrictive commercial corridors in the city, effectively making Bay View an enclave where multifamily housing is very difficult to develop. Restricting supply in the face of high demand is a recipe for increasing prices. As seen from the public comments, a majority of residents in Bay View support this balanced vision for new development. Kinnickinnic Avenue is an arterial street with quality transit and commercial amenities. It is an ideal location for transit-oriented development given the infrastructure and amenities already in place. Moreover, building additional housing units will help meet the intense demand for housing in the neighborhood.

Multiple comments about the growing issue of short-term rentals in the neighborhood.

P. 61, added Recommendation V to explore better ways to regulate short-term rentals across the city.

CHAPTER 4: TRANSPORTATION

Multiple comments in opposition to Recommendation J closing Delaware Street at Oklahoma Avenue to create outdoor gathering space if it means rerouting Route 51 to Superior Street.

p. 73, added: *Any changes should be coordinated closely with residents, businesses, and MCTS to avoid negative impacts.*

CHAPTER 6: FOCUS AREAS

ARMY RESERVE:

Comment: New development on the former Army Reserve site could add congestion to the area

p. 93, added: *Traffic capacity on existing roads and potential traffic impacts should be analyzed and considered.*

Multiple comments about wanted lower density housing, such as townhomes or single-family homes rather than multi-family.

p. 93 Added:

The great majority of survey respondents were open to housing development on the Army Reserve though opinions varied on the height and density. Some nearby residents stated a preference for limiting housing styles to single-family homes and townhomes. The preferred concept illustrates a greater mix of housing styles that also includes multi-family. While the future development team will evaluate market conditions, for the purposes of this planning effort, it is assumed that multi-family housing will best meet the goals for workforce and senior housing.

Comment: Tax Incremental Financing should not be used at the Army Reserve site.

The City follows a policy for when to use Tax Incremental Financing (TIF). One component of that policy is that the City will *consider* TIF when there's a workforce housing component of at least 20%.

BMO HARRIS

Comment: Explicitly state that any development of the BMO Harris site does not incorporate existing residential buildings, as shown in the renderings.

P. 89 Added paragraph: *"Given that this site is privately owned, any development will be initiated by the property owner. Given its prominence on the Kinnickinnic Ave corridor and high potential for future development, DCD engaged the neighborhood in discussion about potential development scenarios. As shown in the massing model below, the preferred development does not incorporate existing single family and duplex homes into overall development site."*

p. 89, Under Key Strategies, added: *Future development does not encroach into the neighborhood.*

Comment: Limit any development on the BMO Harris site to 2-3 stories.

p. 89: Added 3 story concept as an inset image and added text: *“The inset image is a smaller-scale concept that illustrates a minimum build-out scenario.”*

This site is identified as a prominent intersection and a vibrant mixed-use development up to the height allowed by zoning is acceptable. The renderings are meant to illustrate a range of options. The height that is shown in the larger image is the maximum of what’s allowed by the current zoning district. A 2 or 3 story building, assuming it met all the other zoning regulations, would also be acceptable; however, DCD is not proposing to limit building height below what is permitted by the current zoning. See also the comment below on building height along Kinnickinnic.

Comment: The BMO Harris’ future personality was categorized as “buzzing” when it should have been “active.”

Labelling the site’s future personality as “buzzing” was a typo that has been corrected. Buzzing was defined as the following: “Dynamic place with a prominent public plaza, creative/cultural hospitality that activates a fun and boundary pushing brand.” Active is defined as: “Mixed-use experience with a strong and active street presence and a brand that celebrates storefront expression.” The design concept for the BMO Harris site fits into the “Active” personality.