

NORTH 27TH STREET CORRIDOR STRATEGY

A Part of the Near West Side Area Plan



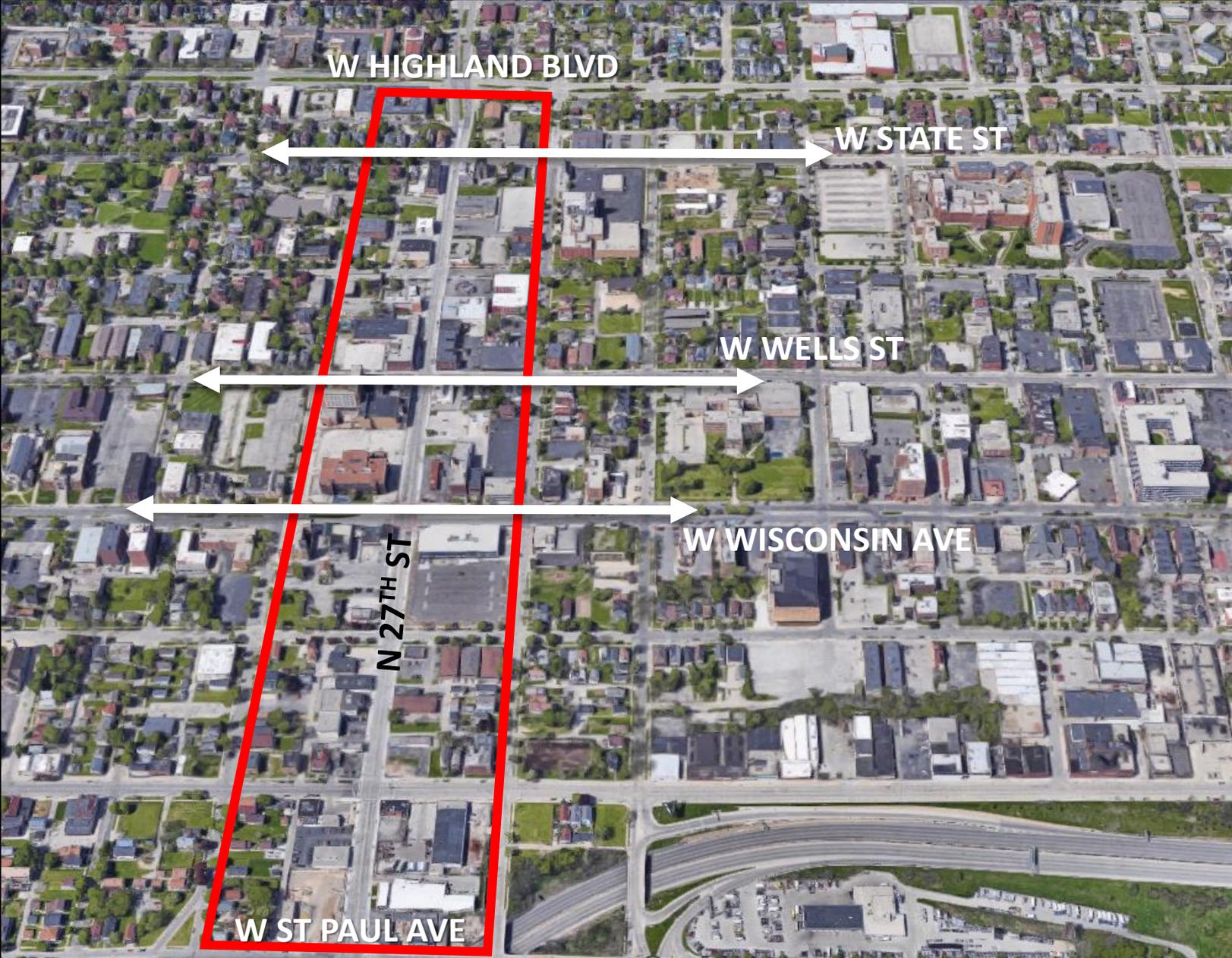
PURPOSE

UPDATE THE NEAR WEST SIDE AREA COMPREHENSIVE PLAN TO REFLECT CURRENT ACTIVITIES AND INITIATIVES.

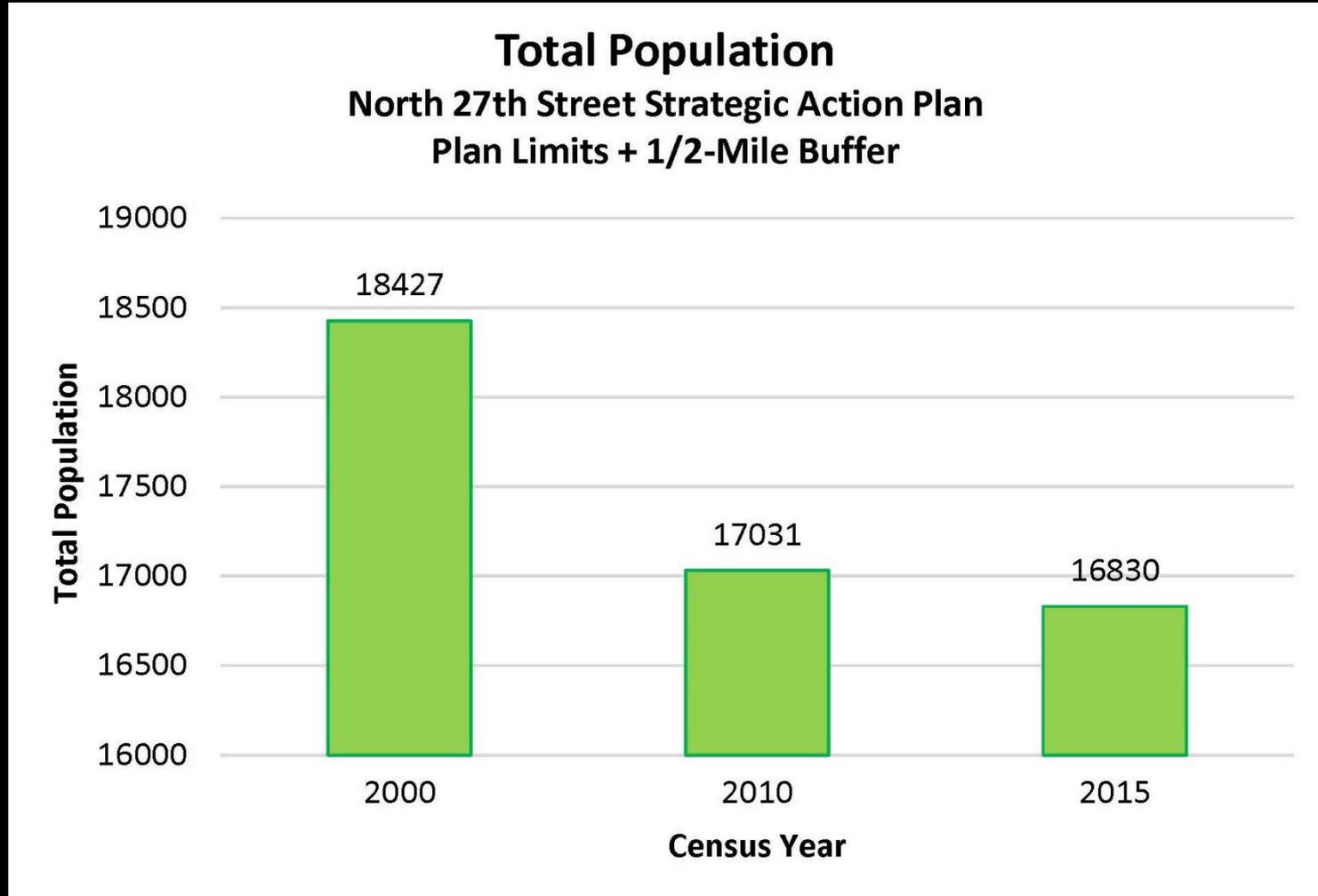
COMBINE PLANNED REDEVELOPMENT PROJECTS WITH URBAN PLANNING PRINCIPLES IN ORDER TO CREATE AN OVERALL STRATEGY TO MOVE FORWARD WITH THE REVITALIZATION OF NORTH 27TH STREET SOUTH OF HIGHLAND BOULEVARD (SOHI).

PROVIDE NWSP, CITY OF MILWAUKEE, DEVELOPERS AND STAKEHOLDERS WITH A RELEVANT COMPREHENSIVE PLAN THAT REFLECTS THESE CHANGES AND AIDS THESE EFFORTS.

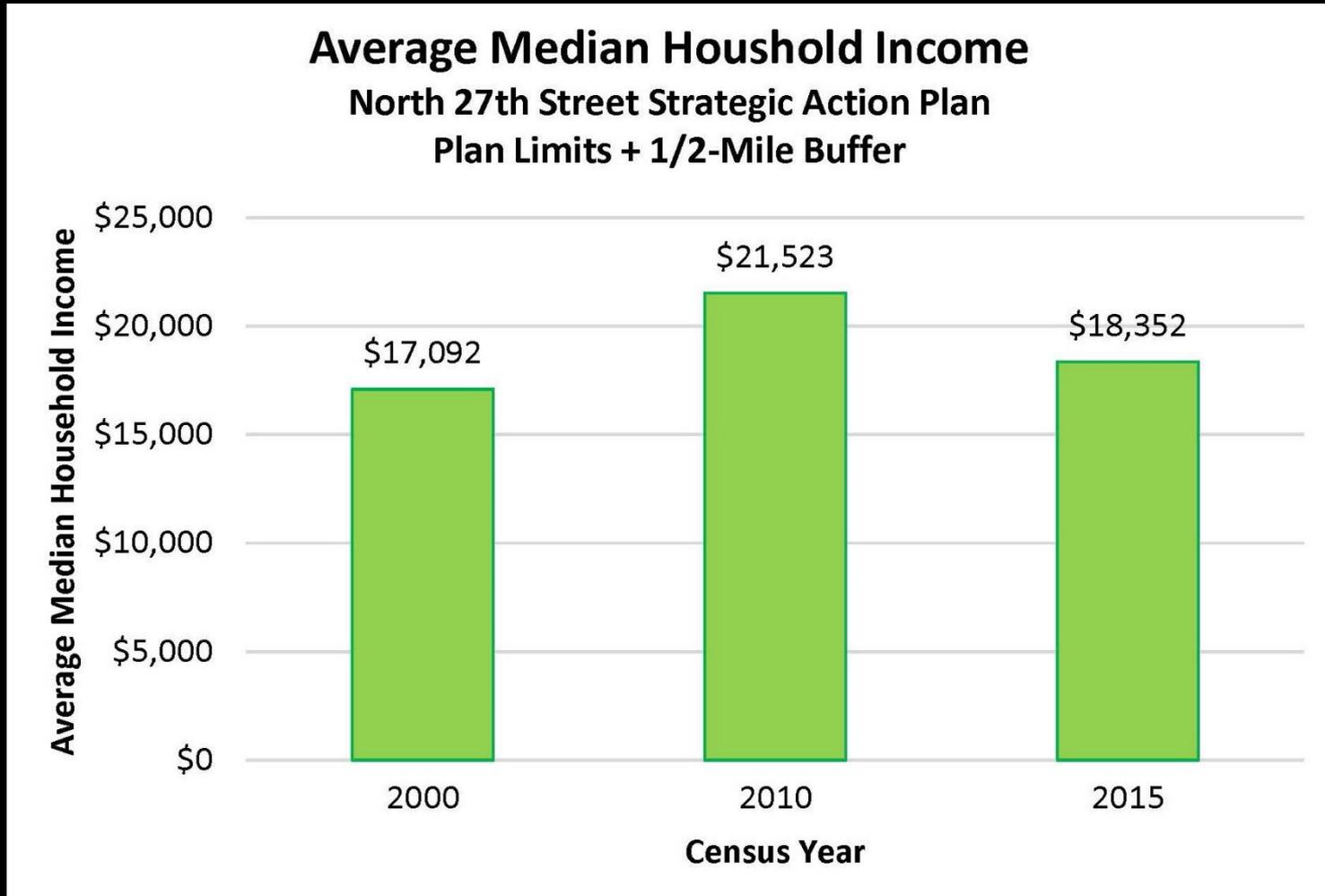
PLAN BOUNDARY



NOTABLE NEIGHBORHOOD CHARACTERISTICS



NOTABLE NEIGHBORHOOD CHARACTERISTICS



NOTABLE NEIGHBORHOOD CHARACTERISTICS

SAFETY: NEAR WEST SIDE CRIME TRENDS

Change in crime rates in PARC's first full year (2016) vs. the last full year prior to its start (2014).

↓ **37%**
decrease in burglaries

↓ **16%**
decrease in robberies

↓ **18%**
TOTAL PART 1 Crime



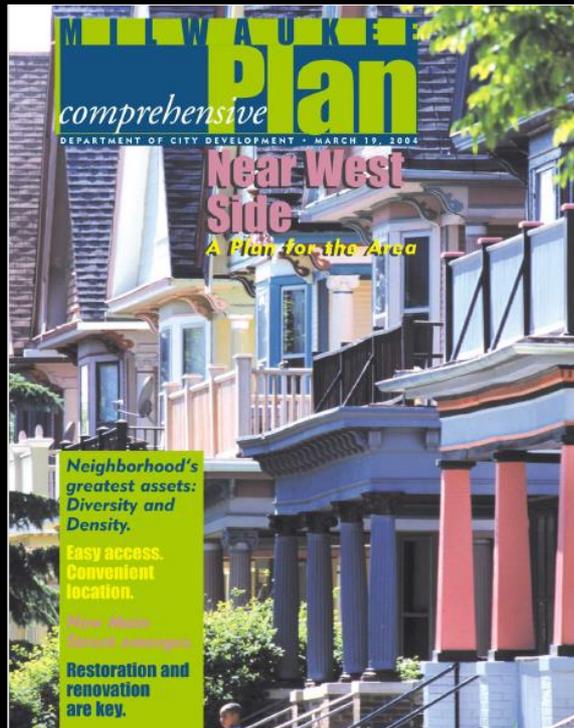
NEAR WEST SIDE

A Neighborhood of Neighborhoods

PLAN GOALS

NEAR WEST SIDE AREA PLAN SOHI CATALYTIC PROJECT 2004

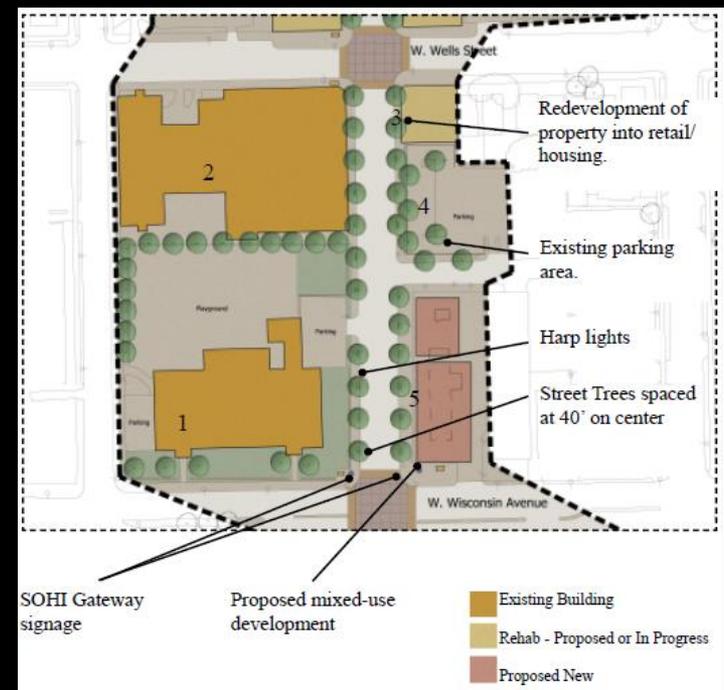
- Encourage specialty retail...with live work units on the second floors and above
- Enhance the area's physical appearance through building rehabilitation....and public improvements
- Enhance and build upon existing commercial assets along 27th Street to create an active Main Street



PLAN GOALS

SOHI DISTRICT MASTER PLAN 2007

- Create a positive identity for the SOHI District
- Quality buildings with a diversity of architectural expression
- **Safe and clean streets** – well lit and well maintained
- An **enhanced pedestrian experience**
- **Attract unique retail and dining** to the area



PLAN GOALS

NWSP STRATEGIC PLAN 2015

- Create and maintain an environment that **attracts** a broad mix of quality commercial and **retail** enterprises **and customers** to the NWS commercial districts
- **Improve the appearance** and aesthetics of NWS retail corridors to **attract** new high quality retail businesses and **improve the retail experience**
- Facilitate redevelopment of vacant and blighted commercial properties
- **Enhance public safety** in the NWS commercial corridors

2015 NWSP STRATEGIC PLAN



NEAR WEST SIDE

A Neighborhood of Neighborhoods

Commercial Corridors

Key Findings

- Eight primary commercial districts
- High number of vacant store fronts
- Lack key services
- Millions of visitors pass through NWS annually to work and visit entertainment venues
- Need for major improvements in commercial districts
 - façade improvements
 - Streetscaping
 - more pedestrian and bike-friendly
 - Clearly designated public parking
- Many vacant buildings need to return to productive use.
- Undesirable tenants
- Crime concerns
- High number of social service agencies

Goals and Strategies



Desired Outcomes

- Thriving commercial corridors with a balance of uses
- Improved building façades
- Low vacancy rates in commercial buildings
- Improvements in streets, streetscaping, parks, public spaces
- Increasing property values
- New development in commercial districts

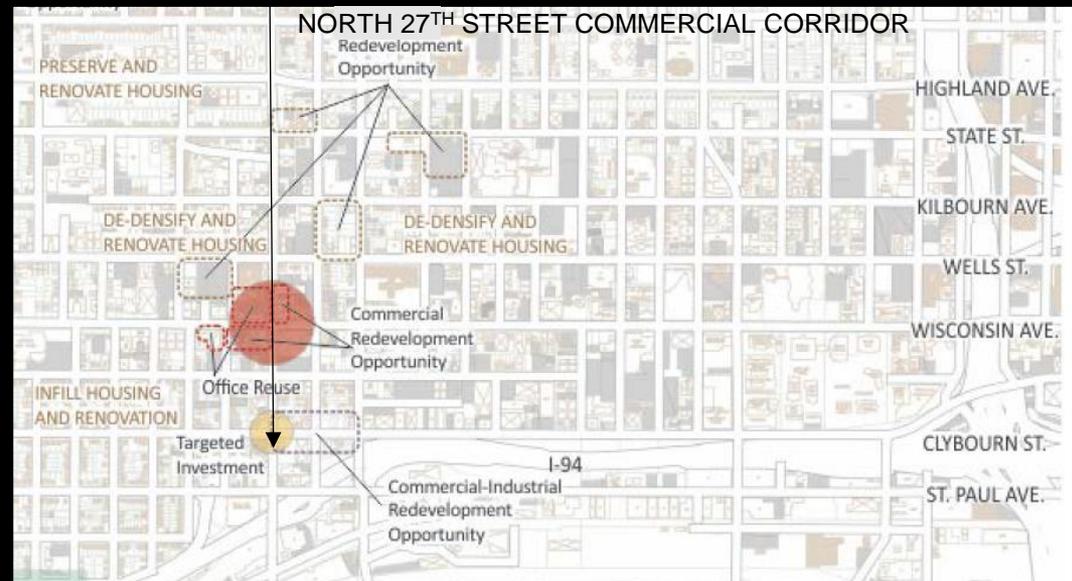
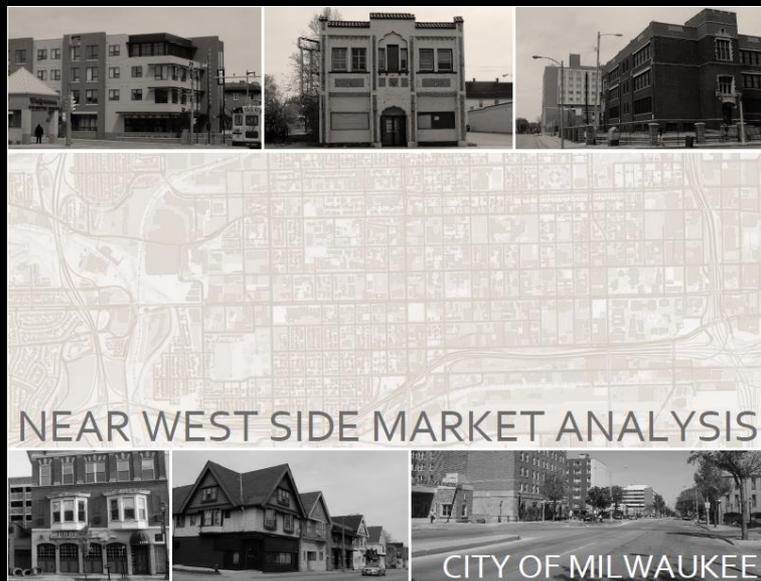
Outcome Measures

- Number of new retail businesses in NWS
- Value of new retail businesses in NWS
- Number of jobs created
- Value of BID
- Number of commercial properties sold
- Value of commercial properties sold
- Number of streetscaping projects completed
- Increase in foot traffic in retail corridors
- Vacancy rate by retail district
- Perceptions of retail districts
- Increase in retail sales
- Number of new tenants
- Number of incentives used
- Value of incentives used
- Number of safety incidents (PARC data)
- Number of property owners who complete retail safety awareness training (PARC data)

NEAR WEST SIDE MARKET STUDY 2017

Issues to address for SoHi to be a **mixed-use, pedestrian** commercial district:

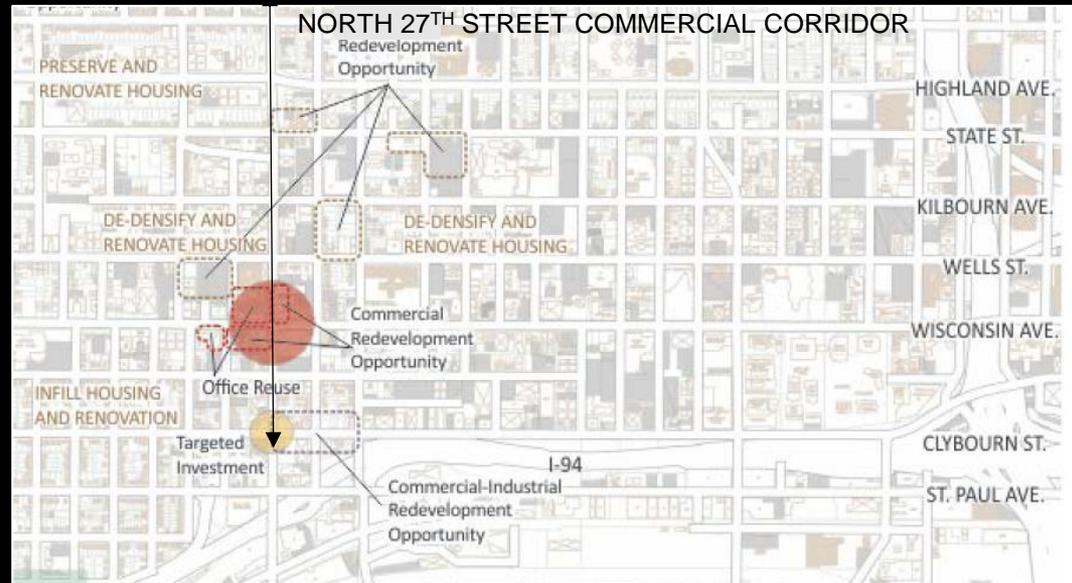
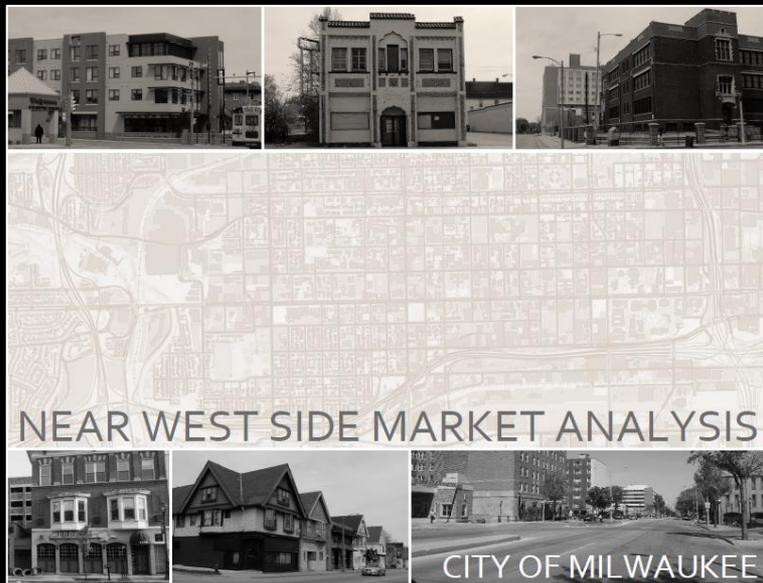
- Reduce **perceptions of crime**
- Reduce or improve gaps along **street frontage**
- **Improve appearances** of building frontages
- Focus on **improving sidewalk environment**
- Most if not all new businesses will come from local, independent entrepreneurs or **small business** owners



NEAR WEST SIDE MARKET STUDY 2017

Opportunities for SoHi to be a **mixed-use, pedestrian** commercial district:

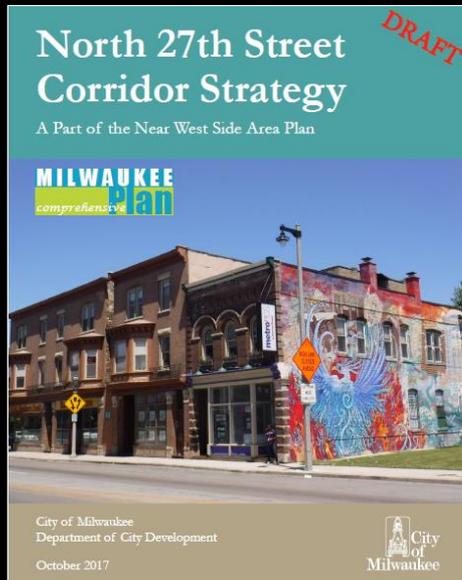
- **Retail demand** exists for personal services
- **New dining** can be accommodated in the **store front** commercial stock
- The market supports **office demand** in the City Campus complex
- A small format **grocery store** is feasible at the SW corner of 27th & Wisconsin
- The target market for SoHi are **small, local businesses**



PLAN GOALS

NORTH 27TH STREET CORRIDOR STRATEGY 2017

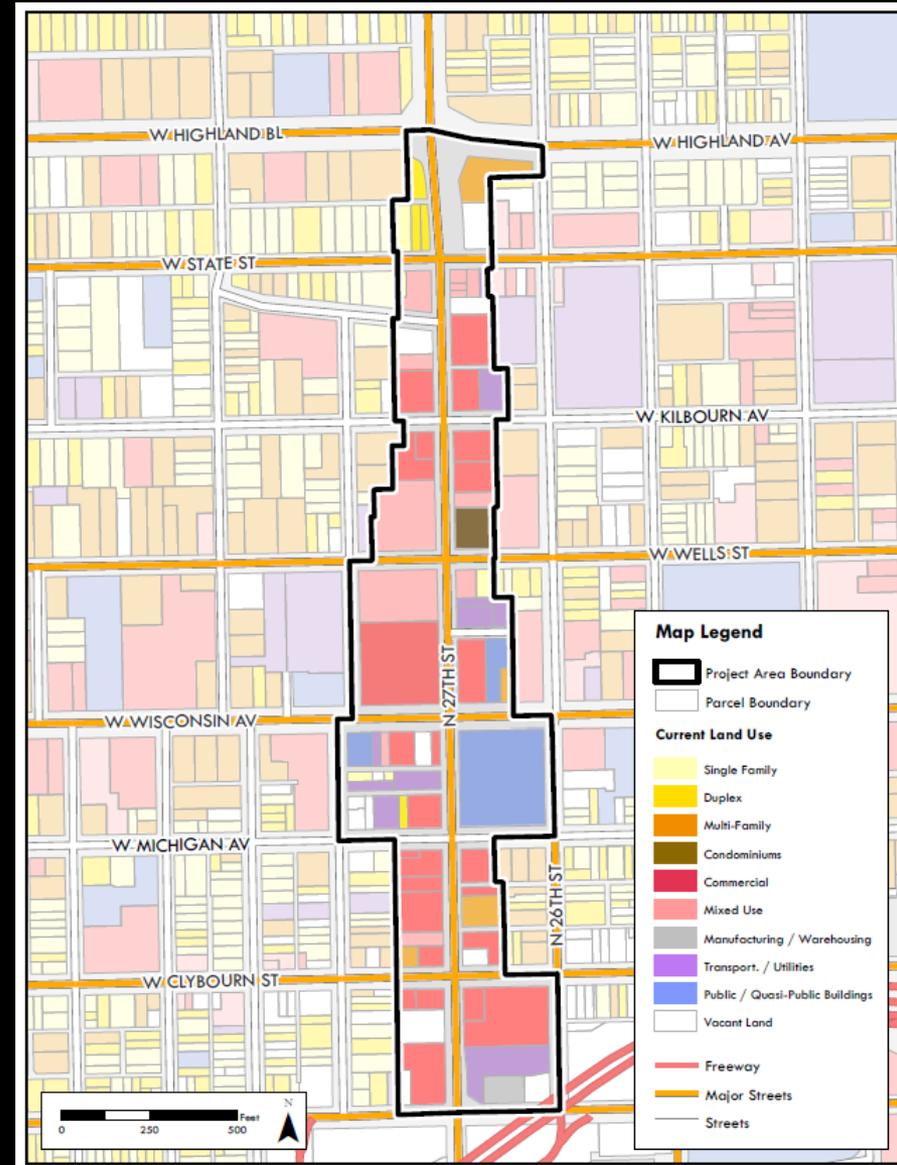
- Attract office and residential users
- Preserve and enhance the traditional storefronts
- Improve the pedestrian experience
- Create a safe and comfortable commercial Main Street that attracts customers from within and outside the neighborhood



OVERALL STRATEGIES

ZONING AND LAND USE

- Maintain LB2 zoning (most common commercial corridor zoning district in the city)
- Parking lot landscape requirements
- Front building façade design standards
- Ensure LB2 zoning accommodates maker space activities
- Accommodate light industrial uses between Clybourn and St P



OVERALL STRATEGIES

TRANSPORTATION AND PARKING

- Public right-of-ways are our most important and used public spaces so design matters
- Recent reconstruction of North 27th may limit right-of-way improvements
- Curb bump-outs to reduce traffic weaving
- Future BRT stop at 27th & Wisconsin – future multi-modal stop
- 2017/18: New DPW complete streets policy



OVERALL STRATEGIES

TRANSPORTATION AND PARKING: Bike Lanes or No Bike Lanes?



OVERALL STRATEGIES

URBAN DESIGN AND LANDSCAPING

- To make North 27th Street a walkable commercial Main Street, the pedestrian realm needs to be improved
- Improving the facades – decrease the number of blank walls and improve the storefronts as tenancing occurs
- Landscape the parking lots
- CPTED Principles – lighting, welcoming and open facades, eyes on the street



OVERALL STRATEGIES

URBAN DESIGN AND LANDSCAPING



OVERALL STRATEGIES

CPTED – CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

- Block-by-block CPTED survey
- Conduct surveys annually and share with property owners
- Four main findings: Lighting, landscaping, unobstructed glazing, sight lines



PRIORITY SITES

CITY CAMPUS: Establish a FaB Wisconsin Center for Excellence in the former hospital to accommodate administrative, additional office and lab space. Populate ground level storefronts for maker space and complementary retail and dining. Establish secured parking by possible vacation of North 28th Street.



PRIORITY SITES

HISTORIC 27th & WELLS COMMERCIAL DISTRICT: “Historic SOHI”. A re-branded and renovated historic Main Street with new market rate apartments above ground floor commercial with renovated and visually appealing storefronts complemented by decorative façade lighting and signage.



PRIORITY SITES



F&B CENTER OF EXCELLENCE WITH SECURED PARKING

URBAN FOOD OR BEVERAGE MAKER W/ OFFICE & RETAIL FRONT

OFFICES

Location: 27th and Kilbourn

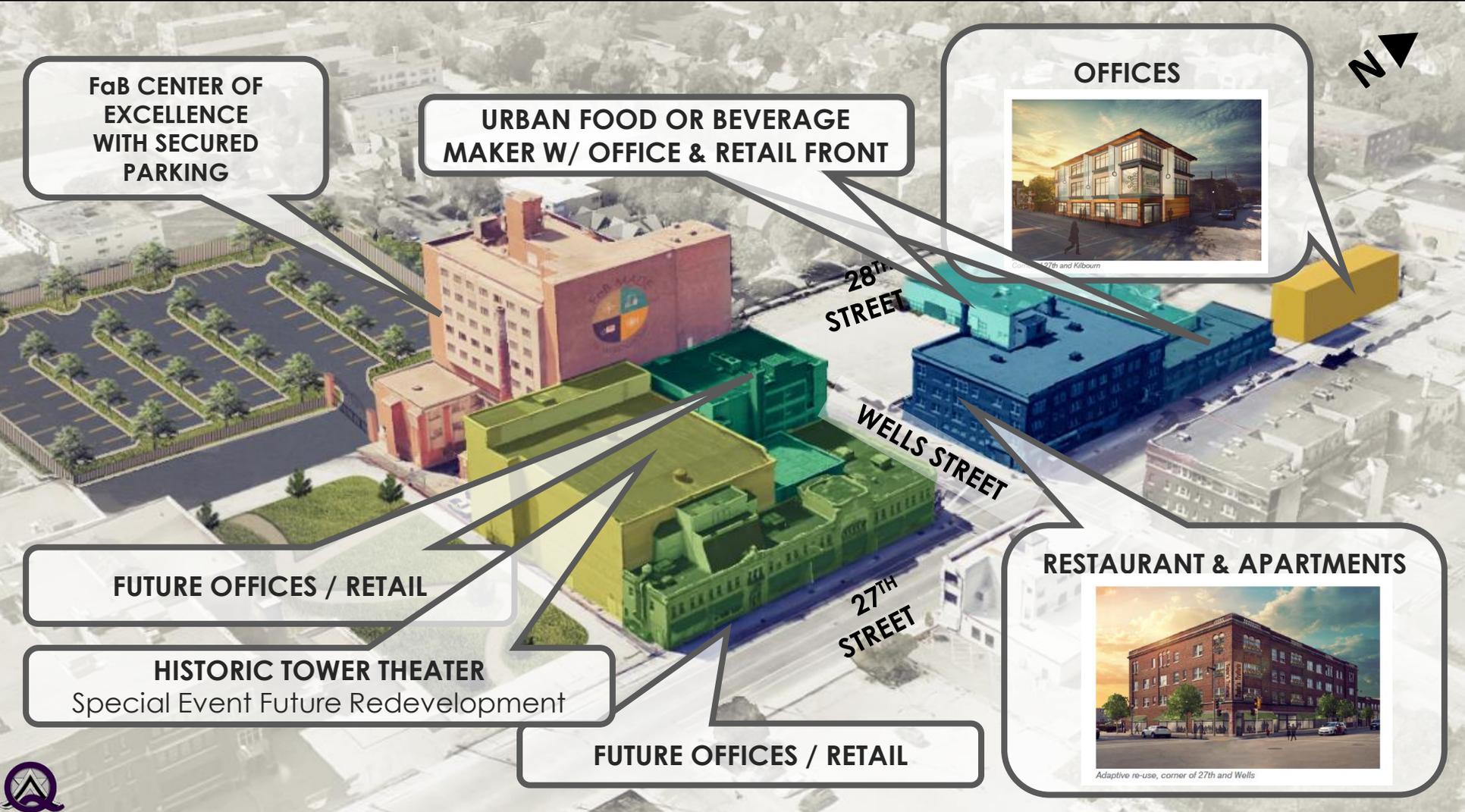
FUTURE OFFICES / RETAIL

HISTORIC TOWER THEATER
Special Event Future Redevelopment

FUTURE OFFICES / RETAIL

RESTAURANT & APARTMENTS

Adaptive re-use, corner of 27th and Wells



PRIORITY SITES

WISCONSIN AVENUE SCHOOL: A new hospitality anchor for Historic SOHI and the Near West Side. Renovated to complement the Ambassador Hotel by offering banquet and conference room spaces. Holds the 27th & Wisconsin corner with activated facades and an improved street edge with landscaping and decorative fencing.



PRIORITY SITES

SW BLOCK 27TH & WISCONSIN: A multi-phased approach to redeveloping a mostly vacant and blighted block at the key 27th & Wisconsin intersection. Gradual property acquisition to eliminate blight and crime and setting the table for a longer term strategy of land assemblage for future office and mixed use developments to complement the northwest and southeast corners and the future BRT stop.



REMAINING SCHEDULE

JULY: PUBLIC OUTREACH

AUGUST: DRAFT DOCUMENT

SEPTEMBER: FINALIZE DRAFT FOR PUBLIC REVIEW

OCTOBER: PUBLIC REVIEW AND COMMENT

NOVEMBER- : FORMAL APPROVAL PROCESS AS PART OF THE NEAR
JANUARY WEST COMPREHENSIVE AREA PLAN

READ THE PLAN AT: [www. city.milwaukee.gov/AreaPlans/NearWest](http://www.city.milwaukee.gov/AreaPlans/NearWest)