



Connecting the Corridor

A Strategic Action Plan amendment to the Near North Side Comprehensive Area Plan

What is it?

The Department of City Development will develop an amendment to the Near North Side Comprehensive Area Plan. The Near North Plan was adopted by the Common Council as part of the City of Milwaukee's Comprehensive Plan in 2009. One catalytic concept recommended by the Near North Plan was the development of a "Green Crescent" - a series of public amenities, transportation corridors, trails, and stormwater management projects that would tie together neighborhoods within the Near North Plan Area. Taken together, the locations of the identified projects loosely follow the shape of a crescent, thus the Green Crescent title.

Since the adoption of the Near North Plan, there have been multiple projects, proposals, or initiatives in and around the 30th Street Corridor; these primarily involved sustainable economic development, stormwater management, transportation, or recreational improvements.

Using the Green Crescent concept as a starting point, a strategic action plan will be developed to unify recent and proposed projects under a larger comprehensive vision and formalize steps for implementation. The projects will focus on stormwater management and related amenities, off-street bicycle and pedestrian trail development, outdoor recreation, connections to current and potential job sites and neighborhood assets, and right-of-way improvements focused on complete streets and safety for all transportation modes.

Why now?

During the past year there have been numerous projects and proposals in the Near North Side Plan area that have aligned with the goals of the Green Crescent. These projects include:

- The on-going development of the Century City business park and the Hopkins Street Greenway.
- Construction of the MMSD storm water basins and the proposed neighborways
- The Century City 2 redevelopment and sustainability plan produced by the Northwest Side Community Development Corporation (NWSCDC) and UWM's Community Design Solutions.
- The Corridor Rail with Trail proposal, from Silver Spring Drive / Havenwoods State Forest to Highland Avenue, as part of the Route of the Badger.
- The increased need and attention toward improving dangerous intersections in the area, including the intersection at North 35th Street and Capitol Drive.
- The Milwaukee Connect Capital Initiative which is focused on implementing projects that produce more equitable health outcomes, economic opportunities, and access to community and recreational amenities for people who live, work, and learn in the areas adjacent to MMSD's 30th Street Corridor stormwater basin projects.
- Ongoing Safe Routes to School, Complete Streets, and Pedestrian Planning.

Purpose

While much progress is ongoing on these various initiatives, there is also a need to unify all of these efforts to ensure they are aligned, build consensus around the priorities, and set a larger vision that brings multimodal transportation investments, an improved public realm, new recreational opportunities, and sustainability together into a single plan document. Implementing a planning process to incorporate these proposed projects into a plan amendment will help formalize priorities, responsible parties, and next steps, and assist in efforts to secure funding to implement projects by providing documented public outreach and City support through a Common Council-approved comprehensive plan. Plan recommendations will complement the 30th Street Corridor Economic Development Master Plan.

Partners

The planning work will be conducted as a joint effort between the Department of City Development and Department of Public Works with supporting partnerships provided by ECO, MMSD, Northwest Side Community Development Corporation, 30th Street Industrial Corridor Corporation, Uniting Garden Homes Inc., Triangle Neighborhood Association, and others defined in the planning process.

Geography

The planning boundaries are approximately N. 20th Street to N. Sherman Boulevard and Lincoln Creek/W. Custer Avenue to W. Burleigh Street.

Timeline

It is estimated that the planning process will begin in March 2019 and completed within a 9-12 month time frame.

Plan Format and End Product

The model for this planning work would be in the form of DCD's recent Strategic Action Plans. These Action Plans have been the vehicle to update a portion of an existing area comprehensive plan and advance the implementation of plan recommendations in response to a specific project(s) or aldermanic directive without the need to create an entirely new area plan.

- Near North Plan Boundary
- Connecting the Corridor Boundary

