



Milwaukee's Choice Neighborhood Transformation Plan

Creating a Community of Choice



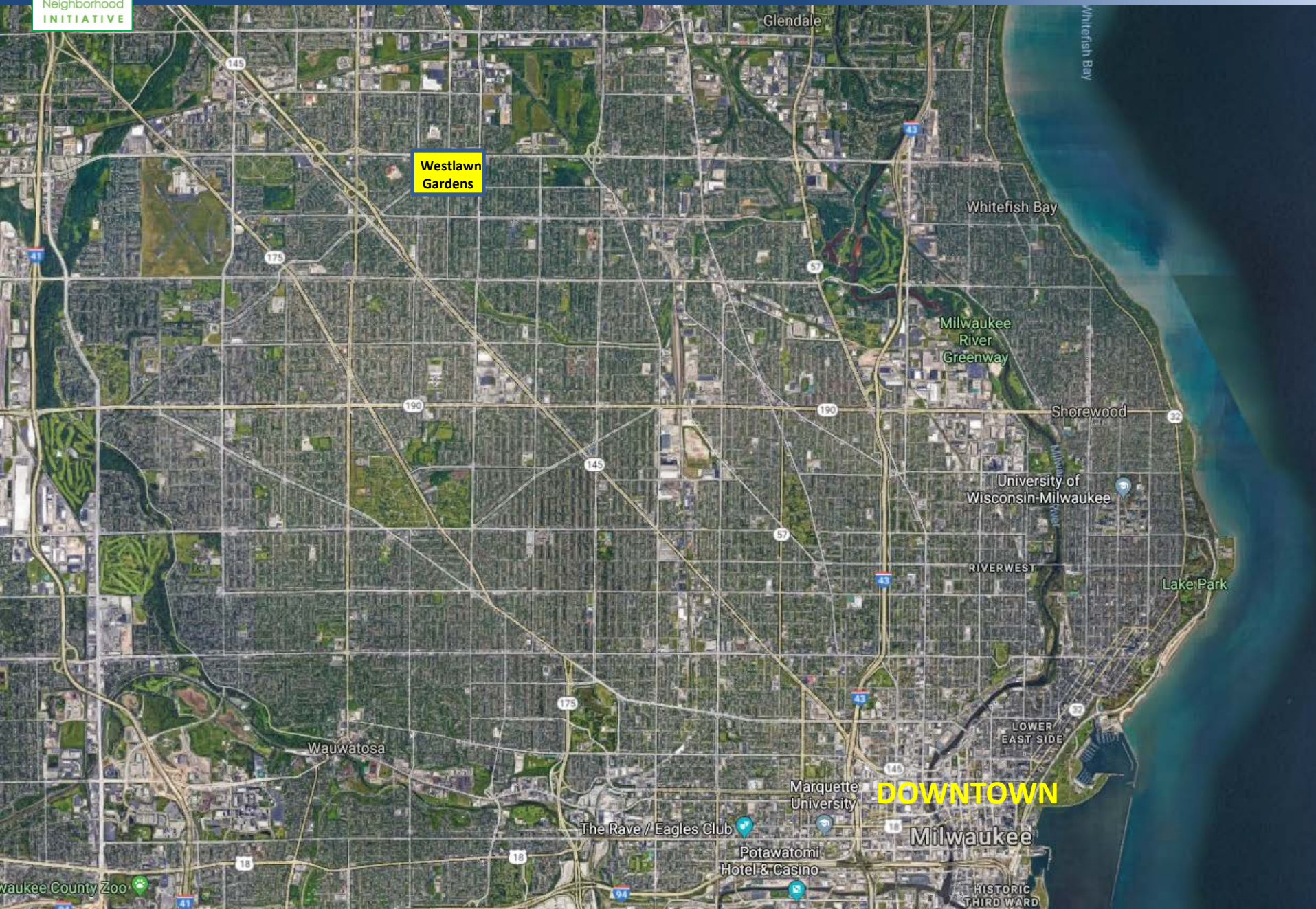
Presentation for the
Travaux Board of Directors
February 7, 2019



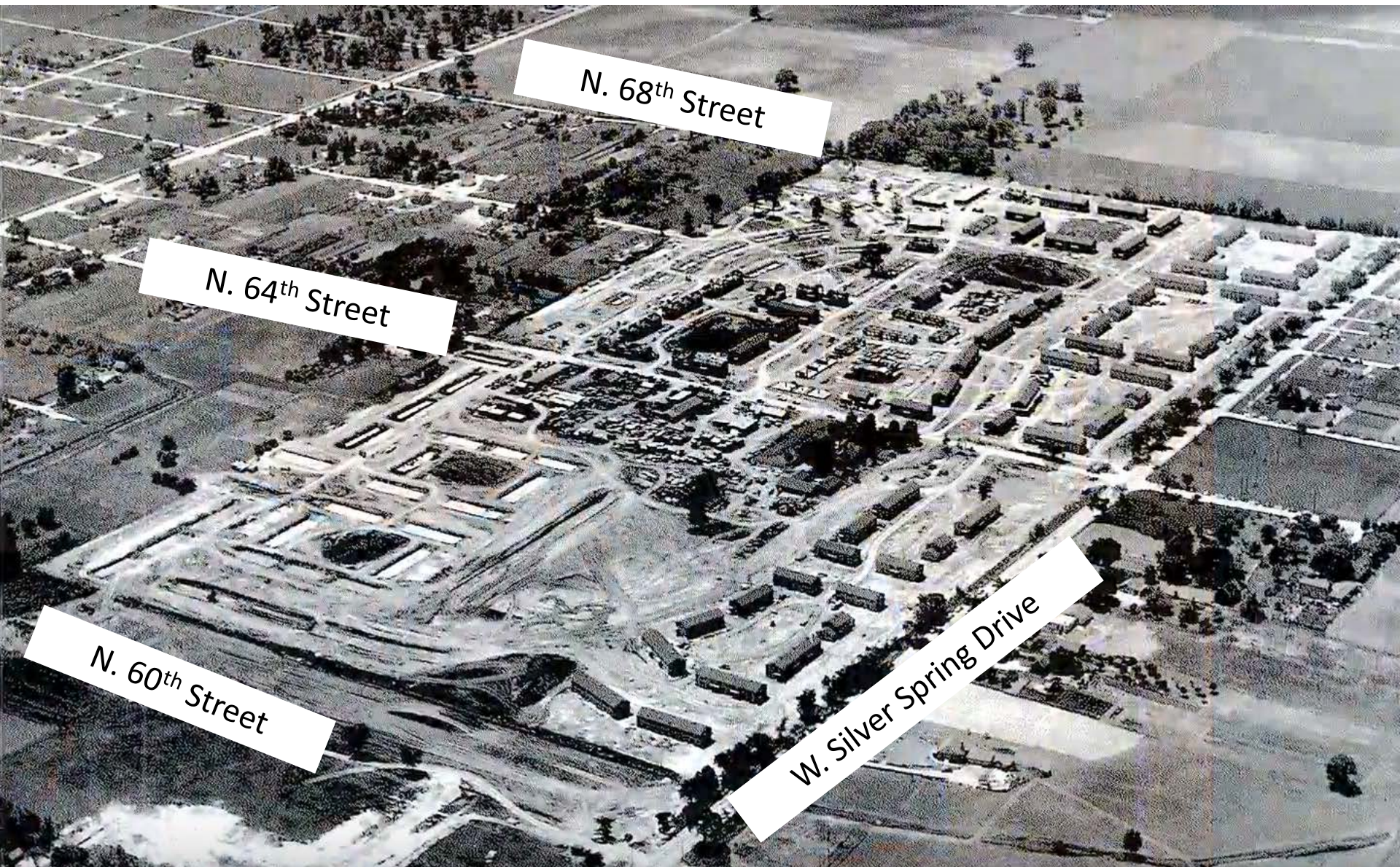


The mission of the Housing Authority of the City of Milwaukee (HACM) is to foster strong, resilient and inclusive communities by providing a continuum of high-quality housing options that support self-sufficiency, good quality of life, and the opportunity to thrive.

- **Westlawn**
- **Westlawn Gardens Phase 1**
- **Choice Neighborhood Initiative
& Westlawn Gardens Phase 2**



Westlawn Construction, Completed 1952
Wisconsin's largest public housing development (726 units)

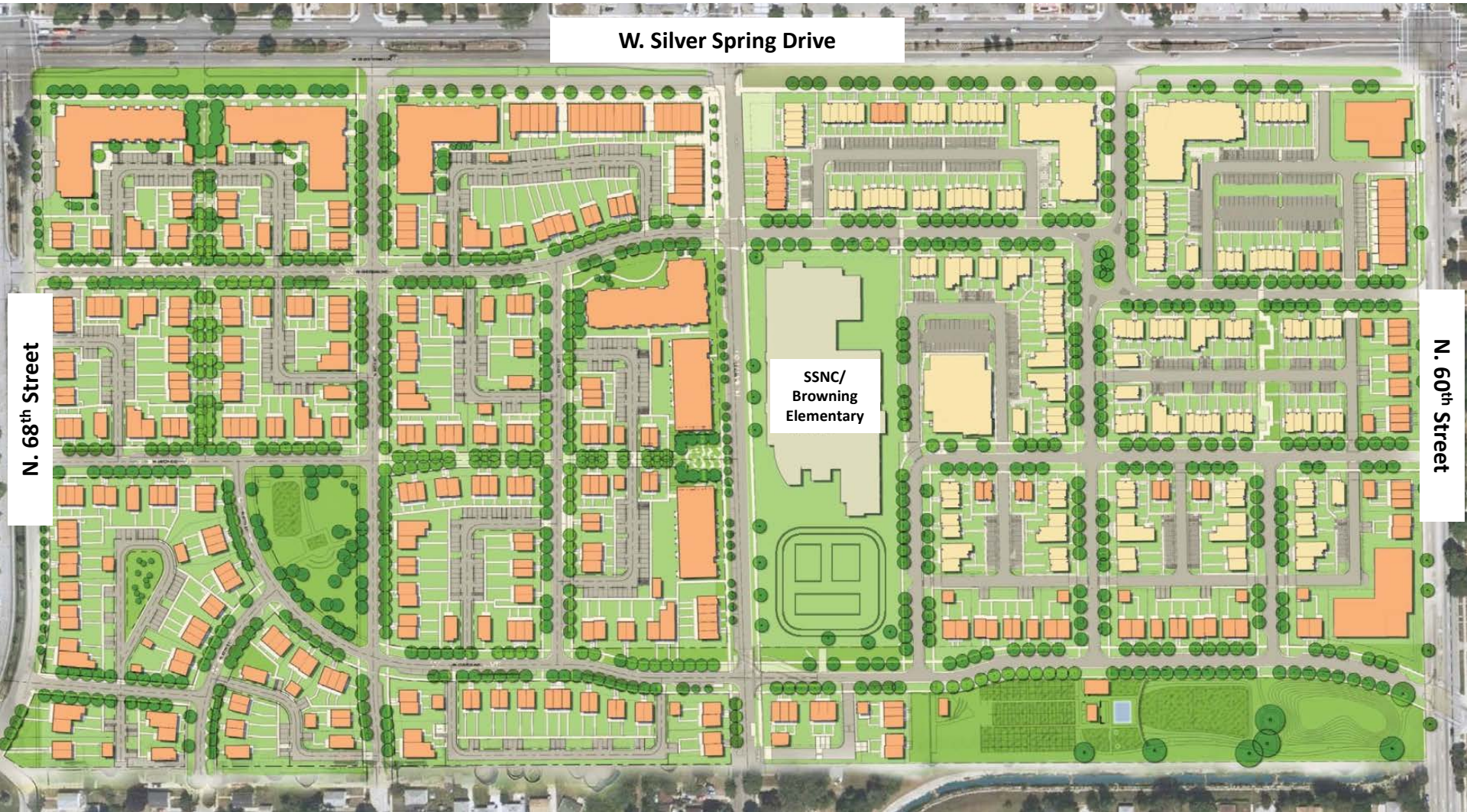


Westlawn (2010)



Master Site Plan created with neighborhood input A Healthy, Sustainable Neighborhood for All

- 958 mixed-income housing units, retail, parks, playgrounds and other amenities



Phase 1 (2010-2012) Eastern half – Westlawn to Westlawn Gardnes

- \$82 million redevelopment
- \$76 million WHEDA Low-Income Housing Tax Credit Allocation with PNC equity investment

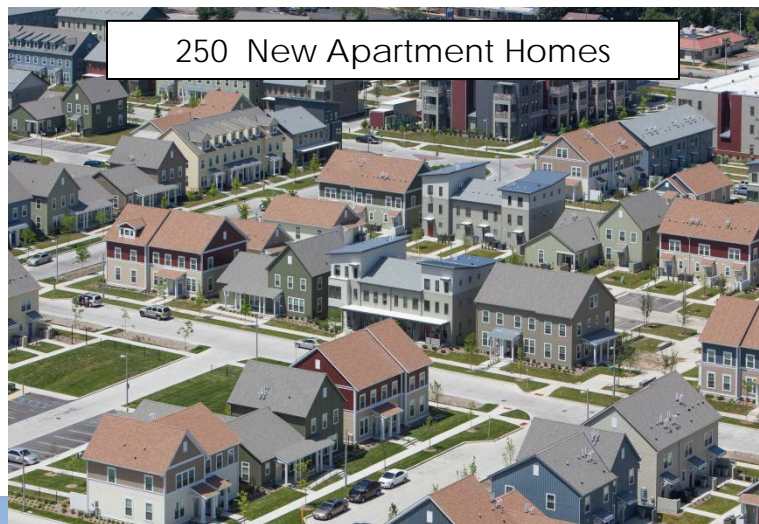


Westlawn Gardens

A Healthy, Sustainable Neighborhood for All



Vending Library



250 New Apartment Homes



"Healthy Homes"



Community Gardens
& Playgrounds



Sustainable Design &
Storm Water Management



Honors



HUD Secretary's Opportunity & Empowerment National Planning Award

American Planning Association, 2018

LEED-ND Stage 3 Silver Certification (World's Highest Rating)

U.S. Green Building Council, 2013

Milwaukee's first LEED Platinum home

U.S. Green Building Council, 2013

Charter Award for Best Suburban Retrofit

Congress for New Urbanism - 2014

Charles L. Edson Tax Credit Excellence Award

Affordable Housing Tax Credit Coalition - 2013

Implementation Award

American Planning Association-WI Chapter - 2014

Choice Neighborhood Initiative Overview



Choice Neighborhood Initiative

A locally-driven, comprehensive strategy to transform Westlawn and the surrounding neighborhood into **an inclusive community of opportunity with quality housing, schools, businesses, services, and amenities where people want to live, learn, work, shop, and play.**



The CNI Transformation Plan builds upon many strong neighborhood assets.



MILWAUKEE
PUBLIC SCHOOLS



McGovern Park & Senior Center

**\$30 million HUD grant awarded to City and HACM
leveraging \$275 million+ from over 25 partners**

Mayor Tom Barrett

Four Strategic Focus Areas



Leadership Team
Sharon Robinson
Director, City of Milwaukee
Department of Administration
&
Tony Pérez
Secretary-Executive Director,
HACM



Steering Committee



HOUSING

Lead: Housing Authority

Replace distressed public and assisted housing at Westlawn with high-quality, mixed-income housing that is well-managed and responsive to neighborhood needs



PEOPLE

Lead: Housing Authority

Support positive outcomes for residents, particularly related to residents' health, safety, employment, and education



EDUCATION

Lead: Milwaukee Public Schools

Provide neighborhood youth with a high-quality educational pathway from prenatal to college or career



NEIGHBORHOOD

Lead: Redevelopment Authority of the City of Milwaukee

Build upon existing partnerships to transform the CNI neighborhood into a vibrant mixed-income, mixed-use community with amenities and assets that attract residents, visitors, and investment

STEERING COMMITTEE

- Mayor Tom Barrett
- Nicole Angresano (United Way)
- Ken Barbeau (HACM)
- Wendy Baumann (WWBIC)
- Danielle Bergner (J. Jeffers & Co.)
- Jackie Burrell (Westlawn Resident Council)
- Grady Crosby (Johnson Controls)
- Michelle Dowl (Resident)
- Kathryn Dunn (Greater Milwaukee Foundation)
- Myra Edwards (Office of Mayor Barrett)
- Tom Ellis (Silver Spring Neighborhood Center)
- Chris Goller (PNC)
- Stephanie Harling (Havenwoods EDC)
- Minnie Harmon (Resident)
- Bishop Darrell Hines (Christian Faith Fellowship COGIC)
- Ald. Cavalier Johnson
- Warren Jones (HACM)
- Sharon Jordan (Direct Supply)
- Paula Kiely (Milwaukee Public Library)
- John Kissinger (GRAEF)
- Father Tim Kitzke (Milwaukee Archdiocese)
- Vanessa Koster (Department of City Development)
- Susan Lloyd
- Erica Lofton (Student Resident)
- Jim Marks (United Way)
- Mike Mervis (Zilber Ltd.)
- Chief Alfonso Morales (Milwaukee Police Department)
- Delicia Morris (Westlawn Resident Council)
- Carl Mueller (Mueller Communications)
- Paul Nannis (Strategic HealthCare Solutions)
- David Nelson (Medical College of Wisconsin)
- Tony Pérez (HACM)
- Keith Posley (Milwaukee Public Schools)
- Sharon Robinson (City of Milwaukee)
- Rose Sandrone (Resident)
- Thelma Sias
- Mickey Ward (Resident)
- Brenden Ward (Student Resident)

TOTAL CHOICE NEIGHBORHOOD INVESTMENTS

	HUD/HACM	PARTNERS	TOTAL
Housing	\$108,985,850	\$122,194,920	\$231,180,770
People & Education	\$5,035,000	\$9,632,151	\$14,667,151
Neighborhood Neighborhood Stabilization		\$51,654,582	\$51,654,582
Critical Community Improvements	\$3,500,000	\$5,860,000	\$9,360,000
TOTAL	\$117,520,850	\$189,341,653	\$305,862,503

HOUSING PLAN

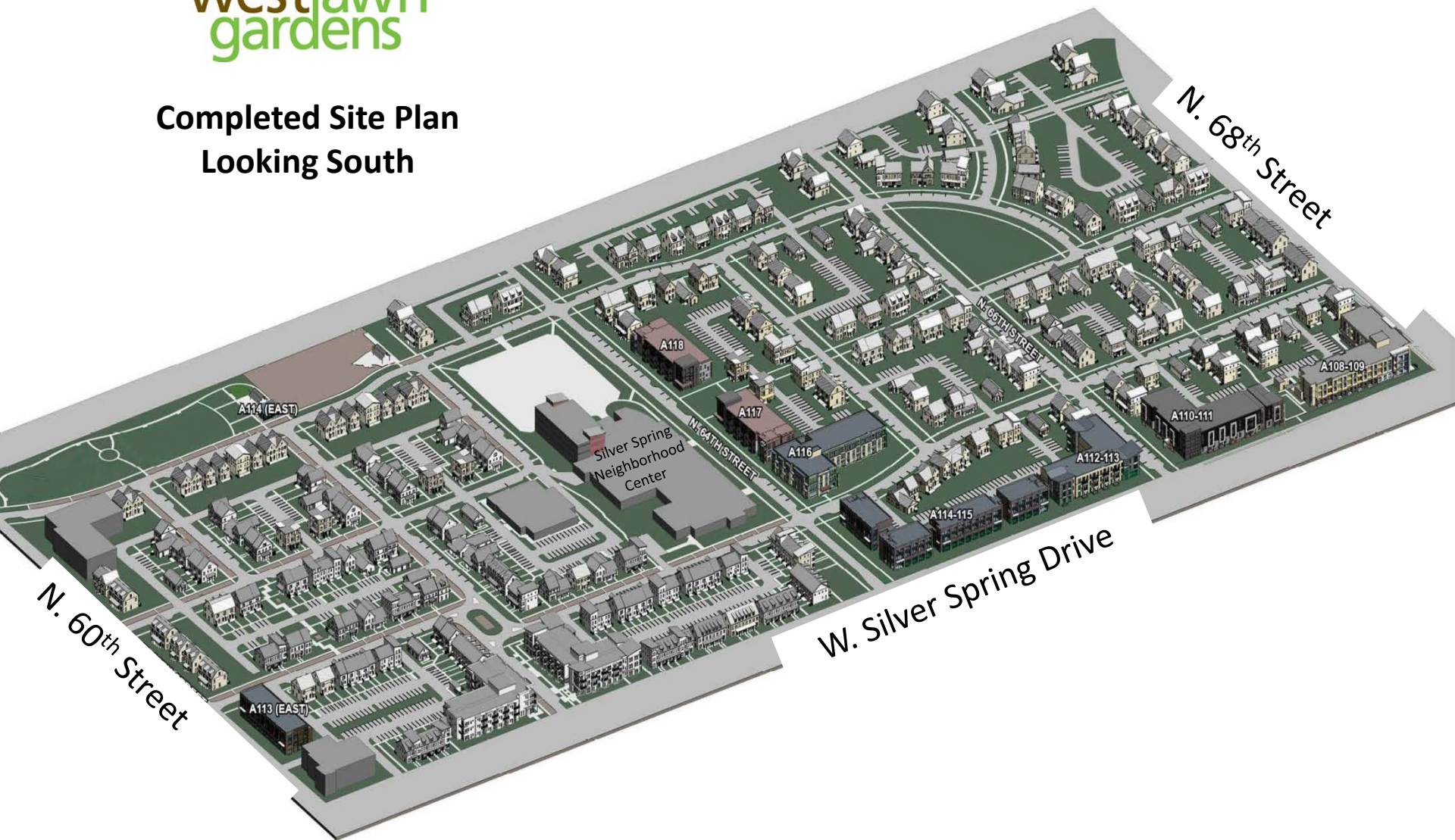
Lead Agency: Housing Authority of the City of Milwaukee

Redevelop Westlawn into a mixed-income, mixed-use neighborhood

Demolition	Distressed Public Housing Demolished Completed Summer 2018	394 units
Completed/Under Construction	Victory Manor (Phase 2A) Occupancy December 2018; currently leasing Scattered Site Townhomes (Phase 1) Leasing through Spring Westlawn Renaissance III (Phase 2B) Two 47-unit mid-rises at 66 th & W. Silver Spring Drive – Completion: December 2019	60 units 30 units 94 units
Future Phases	Westlawn Renaissance IV (Phase 3) Anticipated Construction Start: March 2020 Projected Cost: \$31,000,000 Westlawn Renaissance V & VI (Phase 4A & 4B) Anticipated Construction Start: June 2020/September 2019 Projected Cost: \$55,000,000 Market-Rate Rentals and Homeownership Market Dependent	122 units 217 units 185 Units
CNI TOTAL NEW HOUSING		708 Units
Westlawn Gardens East (Opened 2012)		+ 250 Units
Total Neighborhood Transformation (726 Public Housing to Start)		958 Mixed-Income Units

westlawn gardens

Completed Site Plan
Looking South



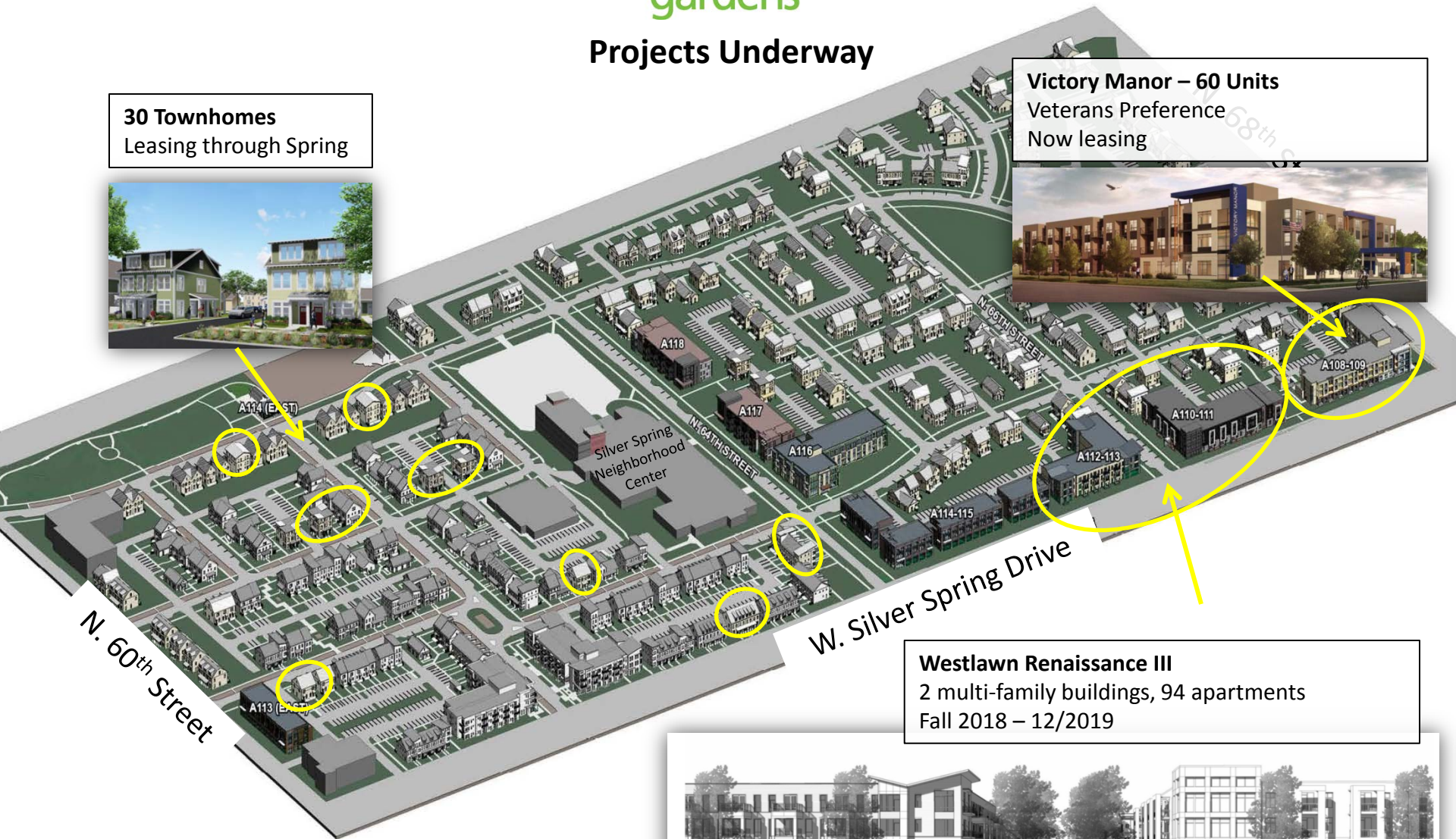
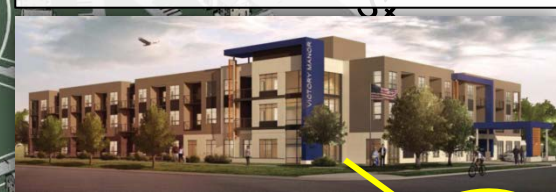
westlawn gardens

Projects Underway

30 Townhomes
Leasing through Spring



Victory Manor – 60 Units
Veterans Preference
Now leasing



Westlawn Renaissance III
2 multi-family buildings, 94 apartments
Fall 2018 – 12/2019



PEOPLE PLAN

Lead Agency: Housing Authority of the City of Milwaukee

Support positive outcomes for residents, particularly related to residents' health, safety, employment, and education

Case Management

Six case workers were hired to work one-on-one with the Westlawn households who were relocated. Two case workers were from Westlawn, one from Hillside, and two from the Section 8 Rent Assistance Program. Case managers support positive outcomes related to residents':

- Health
- Safety
- Employment
- Education
- Self-sufficiency



Westlawn Resident Relocation

Westlawn residents had multiple options for relocation to make way for new construction. All residents have the right to return after the new housing is built. To date, 8 relocated households have returned or are in the process of returning.

Relocation Summary

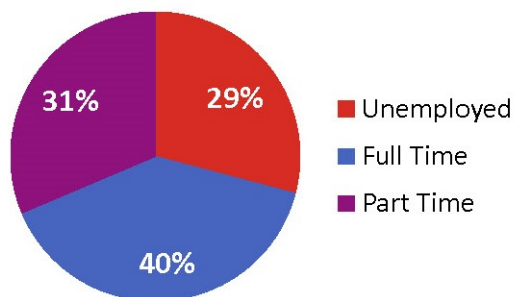
- 47 to other public housing
- 8 to other subsidized housing
- 219 with a rent assistance voucher
- 70 to unsubsidized private market apartments
- 7 purchased a home

Case Management: Employment

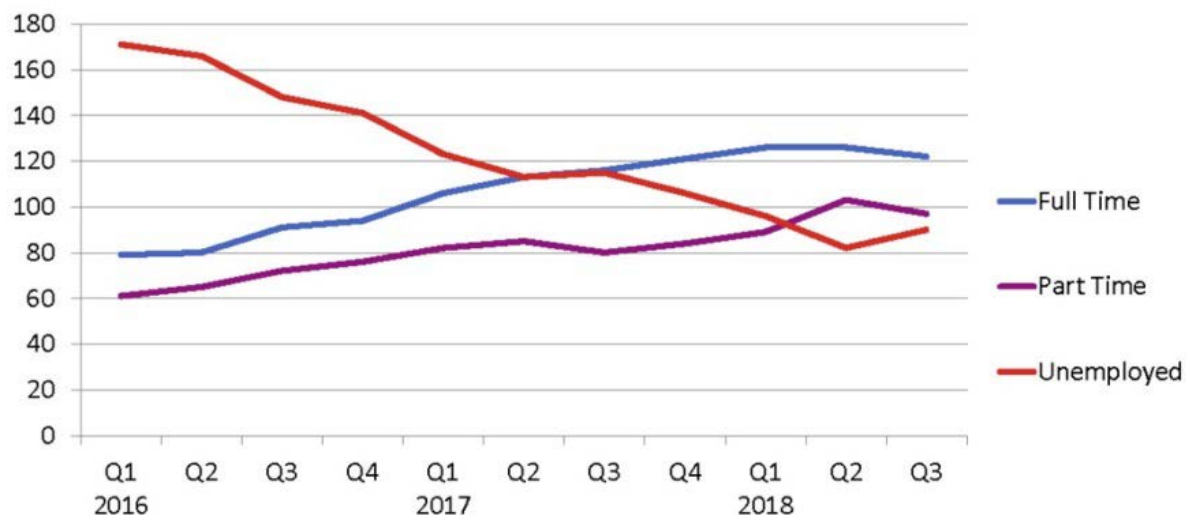
Preliminary analysis shows an increase in employment among case managed work-able residents.

Q1 2016 Unemployed: 55%

Q3 2018 Unemployed: 29%



Employment Status of Case Managed Residents Over Time



EDUCATION PLAN

Lead Agency: Milwaukee Public Schools

Develop a high-quality educational pathway from prenatal to college or careers

- Browning Elementary was added to the Milwaukee Community Schools Partnership, a collective strategy led by MPS and the United Way to provide additional resources to struggling schools.
- MPS is offering bus transportation to keep students connected to their neighborhood schools.
- MPS and HACM have a data sharing agreement so Westlawn student attendance and performance can be supported by case management staff.
- MPS has led work with the principals to develop a common culture and curriculum between the CNI educational partners



NEIGHBORHOOD PLAN

Lead Agency: Redevelopment Authority of the City of Milwaukee

Foster a vibrant mixed-income, mixed-use community with amenities and assets that attract residents, visitors and investment

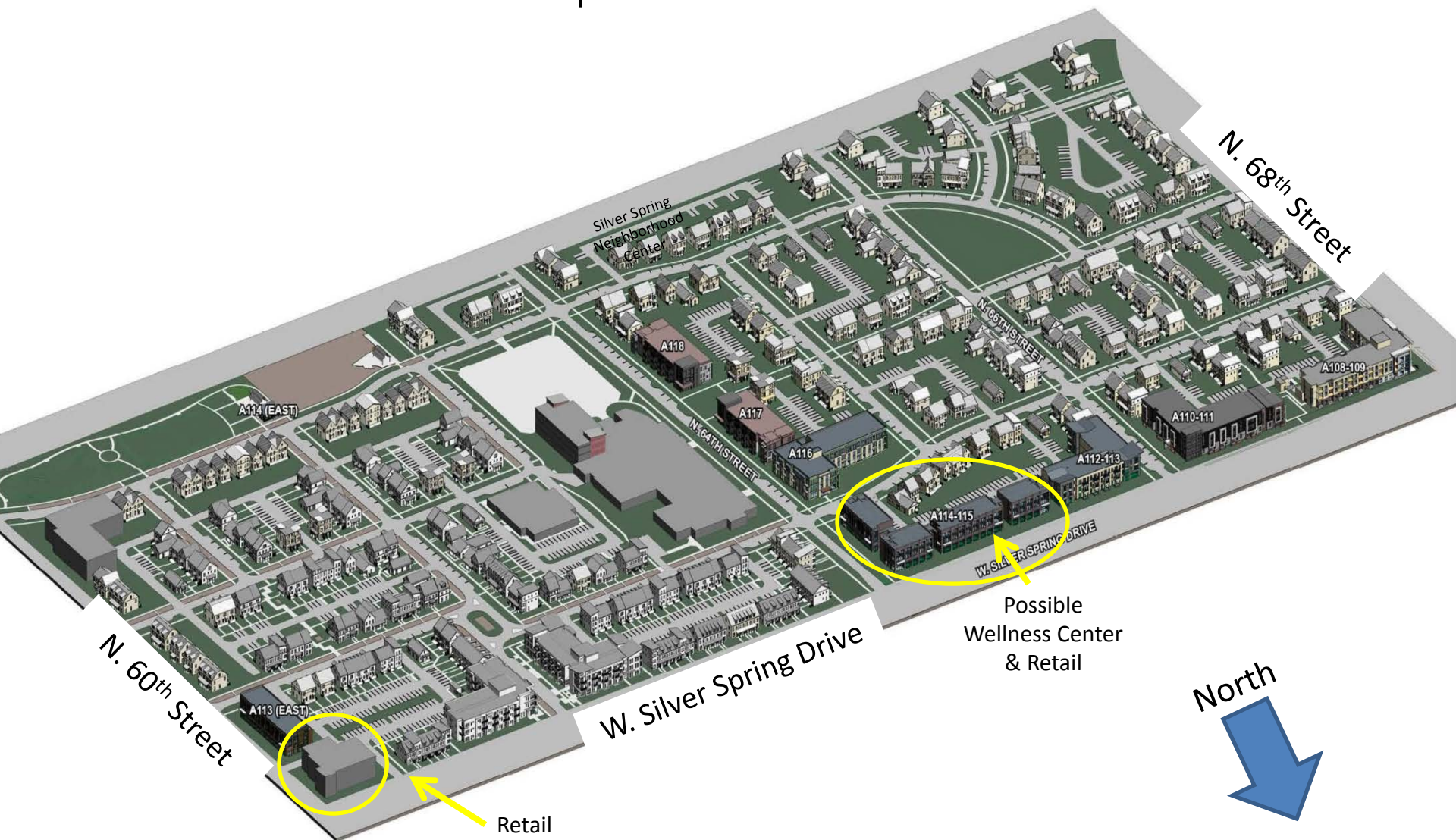
Critical Community Improvements

- **Retail Development** to support resident needs (i.e. bank/ATM, full-service grocery store, sit down family restaurant)
- **\$1.5 Million Small Business Revolving Loan Fund** administered by Wisconsin Women's Business Initiative Corp. (WWBIC)
- **\$190,000 Facade Improvement Grant Program** administered by the City with support from Havenwoods Economic Development Corp.
- **Creative Placemaking Projects** to enhance existing or create new neighborhood amenities build social cohesion



Critical Community Improvements

Retail development at Westlawn Gardens



Critical Community Improvements

Small Business Revolving Loan Fund

- Managed by WWBIC, the program offers loans between \$1,000 and \$250,000
- Funds can be used for:
 - Start-up capital
 - Inventory and equipment
 - Business expansion
 - Working capital
- Participants receive business development support from WWBIC



Loan Clients

Dakonte Products Group

- Manufactures and sells quality vinyl products for industrial, office and hospitality customers
- Wisconsin Marketplace Rising Star Business Excellence Award Winner



Mr. Greens LLC

- Mobile food trailer

Critical Community Improvements

Silver Spring Drive – North Side Retail
Possible facade and landscaping improvements



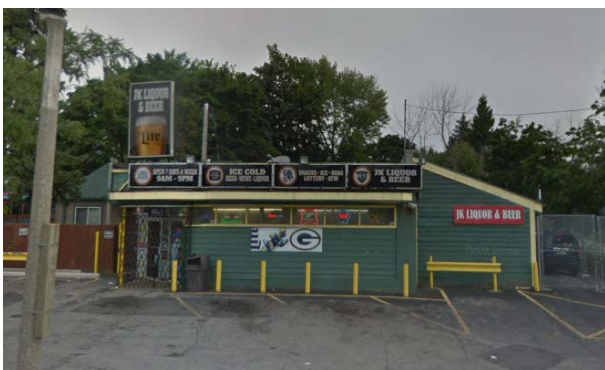
Critical Community Improvements

Silver Spring Drive - North Side Retail
Possible facade and landscaping improvements



Critical Community Improvements

Silver Spring Drive - North Side Retail
Possible facade and landscaping improvements



This aerial map of Silver Spring, Maryland, features several highlighted locations with yellow bounding boxes and white callout boxes. The locations are:

- MILL ROAD** (top center)
- Wayfinding Havenwoods State Forest** (top right)
- Tuj Lub Court Carmen Playfield** (middle left)
- 76th Street** (middle left, below playfield)
- SHERMAN BLVD** (middle right)
- Art Installation & Splash Pad Westlawn Gardens** (bottom center)
- Accessible Fishing Pier McGovern Park** (bottom right)
- VILLARD AVENUE** (bottom center)

The map also shows various streets (e.g., N 60th St, N 64th St, N 68th St, N 72nd St, N 76th St, N 80th St, N 84th St, N 88th St, N 92nd St, N 96th St, N 100th St, N 104th St, N 108th St, N 112th St, N 116th St, N 120th St, N 124th St, N 128th St, N 132nd St, N 136th St, N 140th St, N 144th St, N 148th St, N 152nd St, N 156th St, N 160th St, N 164th St, N 168th St, N 172nd St, N 176th St, N 180th St, N 184th St, N 188th St, N 192nd St, N 196th St, N 200th St, N 204th St, N 208th St, N 212th St, N 216th St, N 220th St, N 224th St, N 228th St, N 232nd St, N 236th St, N 240th St, N 244th St, N 248th St, N 252nd St, N 256th St, N 260th St, N 264th St, N 268th St, N 272nd St, N 276th St, N 280th St, N 284th St, N 288th St, N 292nd St, N 296th St, N 300th St, N 304th St, N 308th St, N 312th St, N 316th St, N 320th St, N 324th St, N 328th St, N 332nd St, N 336th St, N 340th St, N 344th St, N 348th St, N 352nd St, N 356th St, N 360th St, N 364th St, N 368th St, N 372nd St, N 376th St, N 380th 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Critical Community Improvements

Creative Placemaking Projects



Splash Pad at Westlawn Gardens



Other Neighborhood Quality of Life Partnerships



Pedestrian Safety & Safe Routes to School

CNI is working with Milwaukee Department of Public Works, Toole Design and the Wisconsin Bike Federation to address pedestrian and biking safety through Safe Routes to School plans for Browning, Kluge, Kilbourn and Carmen schools.



Best Babies Zone (BBZ) Westlawn

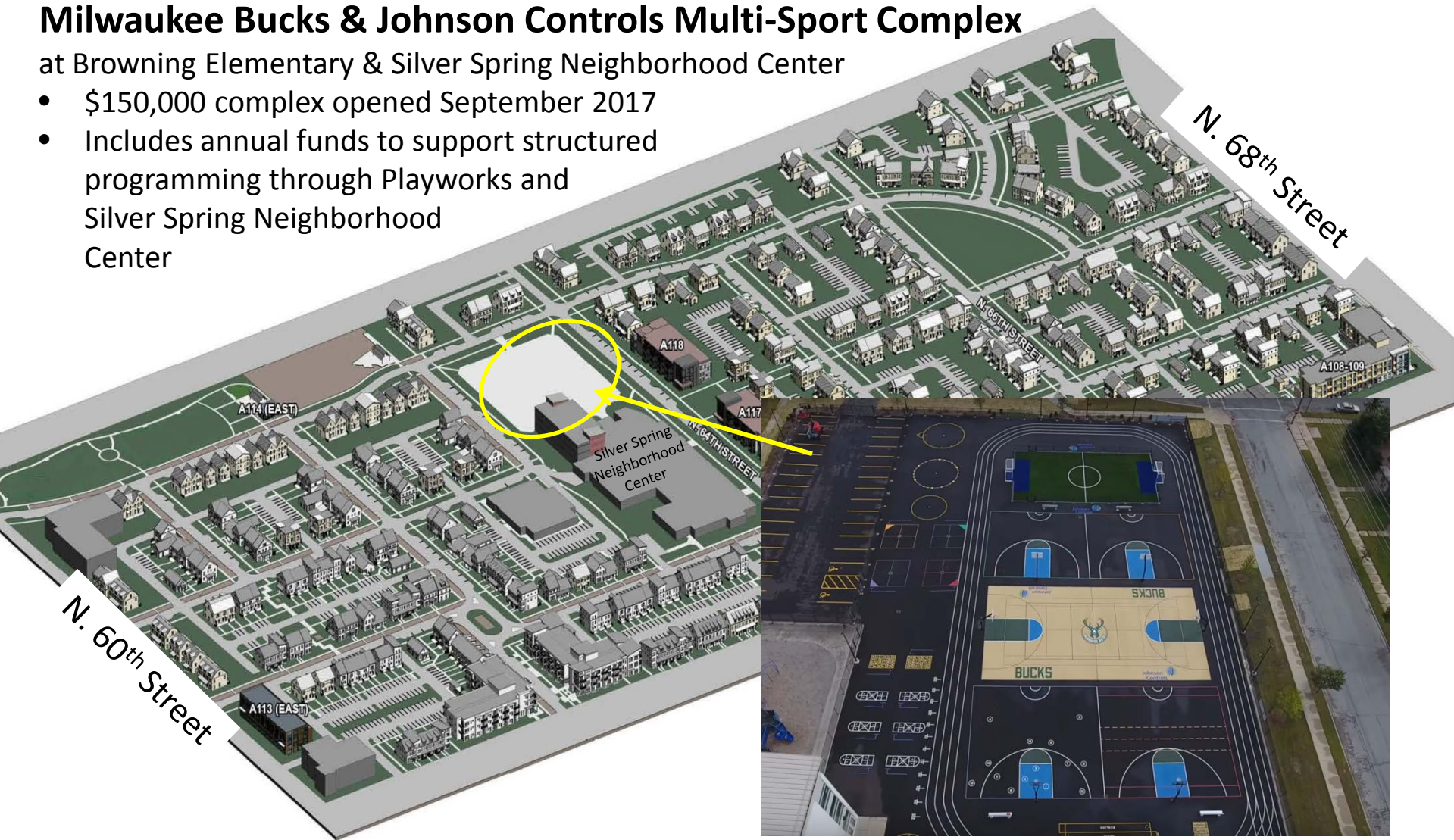
- A place-based approach to ensure every baby born in the Westlawn Choice Neighborhood survives and thrives by addressing the social determinants that impact infant mortality. Babies born in the neighborhood are currently 20% more likely to die by their first birthday than babies in other parts of Milwaukee.
- BBZ Westlawn is one of nine neighborhoods nationally to receive technical assistance from the national BBZ team out of the University of California-Berkeley.
- Locally, BBZ Westlawn is led by the United Way, Milwaukee Health Department and CNI/HACM.

Other Neighborhood Investments

Milwaukee Bucks & Johnson Controls Multi-Sport Complex

at Browning Elementary & Silver Spring Neighborhood Center

- \$150,000 complex opened September 2017
- Includes annual funds to support structured programming through Playworks and Silver Spring Neighborhood Center

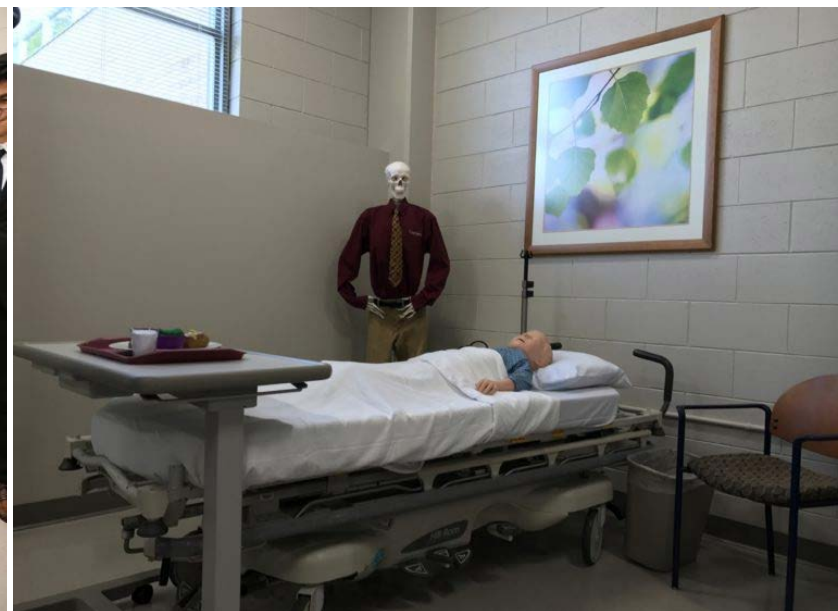


Multi-Sport Complex Selected as 2019 MANDI Finalist

Other Neighborhood Investments

Froedtert & MCW Learning Center at Carmen High School of Science & Technology-Northwest

- Opened in August 2017
- Hub of Carmen's health care and IT career pathways, providing an authentic setting where students and adults alike can develop critical skills for jobs in the growing field of health care.
- Program is open to Carmen students and low-income adults in the surrounding neighborhood



Creating an inclusive community of opportunity with quality housing, schools, businesses, services, and amenities where people want to live, learn, work, shop, and play.



HOUSING

HOUSING



PEOPLE

PEOPLE



EDUCATION

EDUCATION



NEIGHBORHOOD

NEIGHBORHOOD

www.mke-cni.org

Questions?

“Whatever good things we build, end up building us.”

~Jim Rohn



A young boy with short dark hair is sliding down a large blue plastic slide. He is wearing a bright green tank top with a graphic and dark shorts. His arms are outstretched to the sides, and he has a joyful expression. The slide is part of a larger blue metal play structure. In the background, there are lush green trees and a clear blue sky. The ground is covered with red safety mulch, and several wooden tree stumps are visible. A dark blue rectangular box with white text is overlaid in the upper right corner.

THANK YOU!

DEMOGRAPHICS

	Westlawn West	Choice Neighborhood	City of Milwaukee
Number of residents	942 (Avg. household size: 2.5)	12,756 (7,220 housing units)	599,642
Race	98% African American 2% White	69% African American 14% White 12% Asian 4% Latinos	40% African American 37% White 3.5% Asian 17.3% Latinos 2.2% Other (Native American, Pacific Islanders, etc.)
Age	439 working age adults (47%) 37 seniors (4%) 466 children 0-18 (49%)	56% working age adults 7% seniors 37% children 0-18	70.1% working age adults 9.2% 65 and older 17.8% children 0-19
Disability	18% of adults 19-61 are disabled 8% of children are disabled	17% of adults 19-64 are disabled 8% of children are disabled	13.6% of adults 21 to 64 are disabled 15.2% of children are disabled (Milwaukee County data)
Median Household Income	\$16,640	Ranges from \$23,382 (Tract 18) to \$38,928 (Tract 19)	\$35,467
Below Poverty	50%	40.32%	13.0%
Primary source of income	56% employed	80% employed 20% unemployed	91.9% employed 8.1% unemployed (includes those in the workforce who are not actively seeking employment)