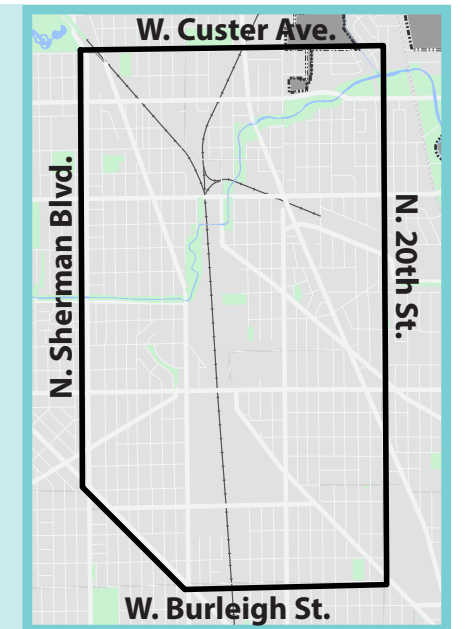


# Executive Summary

## What is Connecting the Corridor?

Connecting the Corridor is an **action plan** to advance projects and investment in the neighborhoods surrounding the 30th Street Corridor.

The plan provides a **roadmap that unifies upcoming and conceptual projects** into a larger comprehensive vision that brings transportation investments, improved public spaces, new recreational opportunities, and sustainability together into a single plan.



### Why was this plan developed?

- There is a lot happening in this area – the City of Milwaukee, the Milwaukee Metropolitan Sewerage District (MMSD), neighborhood organizations, residents and business owners are all pursuing initiatives to make improvements to the area.
- Local and public partners including the Northwest Side CDC (NWSCDC), The Corridor / BID 37, Century City Tri-Angle Neighborhood Association, and MMSD identified the need for an action plan to bring these initiatives together in a way that improved coordination, set priorities, and recommended how to move projects forward.
- This plan complements ongoing economic development and community-led initiatives in the area.

### Guiding Principles

The guiding principles shaped the planning process and project recommendations. These principles were developed through public engagement, feedback from project partners, and the foundation laid by past planning efforts.



### What are the next steps?

Carrying out all of the projects included in Connecting the Corridor will take a sustained and dedicated effort from the City of Milwaukee and its partners. Some projects will occur in the short term, while others represent a longer term concept or vision requiring additional engagement and study. Funding is in place for certain projects to proceed in the coming months and years, while others need to secure additional resources to move forward.



Cr. Google Maps

# A Sample of CONNECTING THE CORRIDOR Projects

The Connecting the Corridor Plan includes 45+ projects. Here are a few of the projects that are likely to be implemented in the near term.

## N. 20TH STREET TRAIL

**What and Why?** The proposed shared use path would follow the existing WE Energies powerline corridor along N. 20th St., beginning near Olive Street at William Ira Gore Park and running north to Villard Ave. Construction of this trail reduce disparities in trail access and allow neighborhood residents to more easily access the parks at both ends of the trail.

**Implementation Timing:** The City was awarded a grant in September 2020, so the process is just beginning. The trail is expected to be completed by the end of 2024.



*"There aren't any safe trails near my neighborhood; a new trail that I don't have to drive to would be nice."*

## MMSD West Basin

**What and Why?** This is the third and largest of a system of three dry stormwater basins in the 30th Street Corridor. This basin system is designed to significantly reduce stormwater flooding and accommodate stormwater up to the amount expected in a 100-year storm event.

**Implementation Timing:** MMSD and community partner NWSCDC will continue to engage with the community in 2020 and 2021 to receive input on features to include at the basin and amenities that could be developed in the green space north of the basin. Construction will take place in 2022-2024 (approx. two year duration)



*"At the West Basin green space, I would like to see public art, community gardens, paved and natural trails, and access to waterways."*

## N. 35TH STREET TRAFFIC SAFETY IMPROVEMENTS & RECONSTRUCTION

**What and Why?** There are a few projects on N. 35th St. A Traffic Safety Improvements project planned from W. Capitol Dr. to W. Townsend St. will reduce speeds and provide safer accommodations for people walking, biking and taking transit. N. 35th Street from the West Basin project to Capitol Dr. will be fully or partially reconstructed for stormwater management which provides an opportunity for traffic safety improvements.

**Implementation Timing:** Construction for Traffic Safety Improvements from W. Capitol Dr. – W. Townsend St. is expected in 2021. Reconstruction of N. 35th St. from the West Basin to W. Capitol Dr. is expected between 2022.



*"We need to make it safer for people, especially children, to safely cross busy streets."*

## 29TH & MELVINA PARK

**What and Why?** This project will transform an aging neighborhood park and brownfield into a larger park with community-driven design and expanded amenities. Century City Tri-Angle Neighborhood Association was formed in 2010 and has repeatedly demonstrated their commitment to enhancing their community's quality of life. 29th and Melvina Park is the heart of the neighborhood and is being redesigned at the direction of the community and in collaboration with many stakeholder groups.

**Implementation Timing:** Continued community outreach, design, engineering in 2020. Construction is expected to begin in spring 2021.



*"We need better parks for kids."*



- Mobility & Street Projects
- Off-Street Trail Projects
- Parks & Public Space Projects
- Stormwater Management Projects

Turn the page for more information on the project types.

## Project Themes

Connecting the Corridor calls for a set of coordinated projects that fall within one or more of the themes below. Projects are designed to support and reinforce the ongoing community and economic development activities being carried out by government agencies, community based organizations, and residents.



**Mobility and Streets:** A safe, connected, and reliable transportation system is a right. This includes providing options for people to travel around the city by foot, bike, public transit, or driving. The City of Milwaukee is working to ensure that streets are designed for all users - no matter their age or ability – with a focus on prioritizing the safety and health of residents.



**Off-Street Trails:** Off-street trails are paths primarily intended for people walking or biking and can be used for recreational trips, commuting, or traveling to destinations. Off-street trails are important because people of all ages and abilities can comfortably and safely use them as they are separated from motor vehicle traffic. Off-street trails should be integrated with on-street mobility.



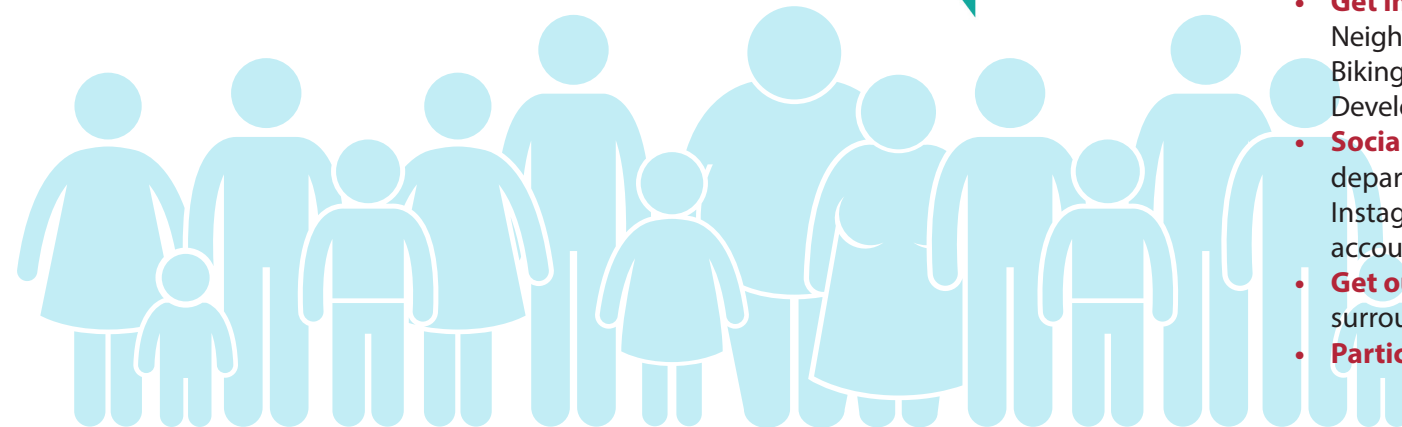
**Parks and Public Spaces:** Parks and public spaces come in a variety of sizes and serve a variety of functions, including improving neighborhood health. Smaller parks can serve the surrounding neighborhood while larger parks draw people in from a wider area. Parks can provide opportunities for active recreation (e.g. playgrounds and sports courts) or passive recreation (e.g. walking paths).



**Stormwater Management:** Stormwater Management includes a variety of strategies and systems to handle rainwater and snowmelt during storm events. This cuts down on flooding and keeps pollution out of bodies of water. Stormwater management includes detention ponds, culverts and ditches, bioswales, rain barrels, porous pavement, green roofs, underground storage vaults, and more.



**Community Informed:** The projects in this category arose during the planning process and did not fall under the other themes. They are included in this plan as they relate to the other projects and should be considered as projects are implemented. The two projects are Art in the Corridor and Corridor Clean-up.



## COVID-19, Equity, & Health

Most of the public engagement and planning process took place before the COVID-19 pandemic began. The pandemic and the racial equity and justice marches that started soon after have brought renewed and more widespread attention to the causes of health inequities impacting communities of color in Milwaukee.

The pandemic and the movement for racial equity have reinforced the need for government to be explicit about advancing racial equity and reducing disparities in all aspects of government operations.

Connecting the Corridor recommendations are grounded in public health and racial equity goals, and provide actionable projects and strategies to respond to community priorities in a way that will have meaningful impacts on health, safety, opportunity and access for residents.

## Outreach & Staying Involved

Connecting the Corridor was developed with extensive community outreach to ensure that recommended projects aligned with community goals. The Department of City Development partnered with groups already engaged with the community to carry out community engagement. Outreach included:

- **3 public meetings**
- **2 community walks**
- 1 business focused meeting
- 1 Focus Group about Trails
- **12 pop-ups** at community events such as block parties and school events
- **7 presentations** to neighborhood groups
- Direct outreach: door knocking (over **1,200 homes**), phone calls, and neighborhood newsletters
- **One-on-one** meetings: school principals, business owners, developers, and local organizations
- Social media: Facebook, Twitter, City's e-notify, partner email lists & social media



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

- **Talk with your neighbors** about these projects to spread awareness
- **Contact your Alderperson** when you have ideas, comments, or concerns - visit [milwaukee.gov/CommonCouncil](http://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](http://milwaukee.gov/enotify). We recommend signing up for news from your Aldermanic District, the Department of Public Works, Milwaukee County Parks, 30th Street Industrial Corridor News, Bicycle and Pedestrian News, and Near North Plan
- **Contact the Department of City Development's Planning Division** and ask about a project - [nearnorthsideplan@milwaukee.gov](mailto:nearnorthsideplan@milwaukee.gov), (414) 286-5730
- **Get involved with local organizations** - Neighborhood Associations, Block Clubs, Walking/Biking Advocacy Groups, Northwest Side Community Development Corporation, The Corridor, and Villard BID.
- **Social Media** - Follow the groups above, city departments, 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 input opportunities

