



Near West Side Charette

revitalizing the commercial corridors

2016



| | |
|-------------------------------|---|
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CDS was hired to oversee and direct a process of information gathering leading up to a visioning charette for the Near West Side area in Milwaukee. This process involves revisiting past plans for the area and examining the business diversity of the neighborhood and a series of Focus Groups to gather input from various stakeholders including lenders, developers, residents, City officials, agency leaders, business owners, and other interested parties. This information was disseminated to six teams of architects each assigned to the Opportunity Sites.

A day long charette was held at the UW-Milwaukee School of Architecture and Urban Planning on April 7th, 2016. Throughout the day, teams generated ideas for the sites and then shared them with the larger group to receive feedback. Following the initial input, the architectural teams revised their designs to reflect stakeholder input.

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NEAR WEST SIDE



Located just west of Downtown Milwaukee, The Near West Side is made up of seven separate neighborhoods, each with its own history. Home to five anchor Institutions, this vibrant area also has many jobs, thriving businesses, non-profit organizations, high performing schools, healthcare institutions, restaurants, and entertainment options.

The Near West Side, as defined by the City of Milwaukee, is bound by 1-43 (east), HWY 41 (west), Vliet Street and Highland Blvd. (north), I-94 (south).

HISTORY



Pabst Mansion

*“Milwaukee’s Near West Side -
A Great Place to Live, Work and Play.”*

The Near West Side is known as the neighborhood of neighborhoods; made up of seven different neighborhoods, Avenues West, Cold Spring Park, Concordia, Miller Valley, Merrill Park, Martin Drive, and The Valley/Pigsville. Many of these neighborhoods are rich with architectural character and historical housing. Some historical landmarks in the area include the Pabst Mansion, Ambassador Hotel, and the Historic Eagles Club.

Once known for being one of the wealthier areas in Milwaukee, the neighborhoods of the Near West Side are now known for affordable housing, plentiful businesses, and rich demographic diversity. Investment is occurring, with more than \$250 million invested over the past 5 years on institutions, housing, and commercial development.

A major anchor in the neighborhood, Marquette University, has been in the area since 1881. Other major institutions and anchors include Aurora Health Care, Harley-Davidson, MillerCoors, and Potawatomi Business Development Corporation, all of which contribute to a strong work force in this neighborhood.

LAND USE

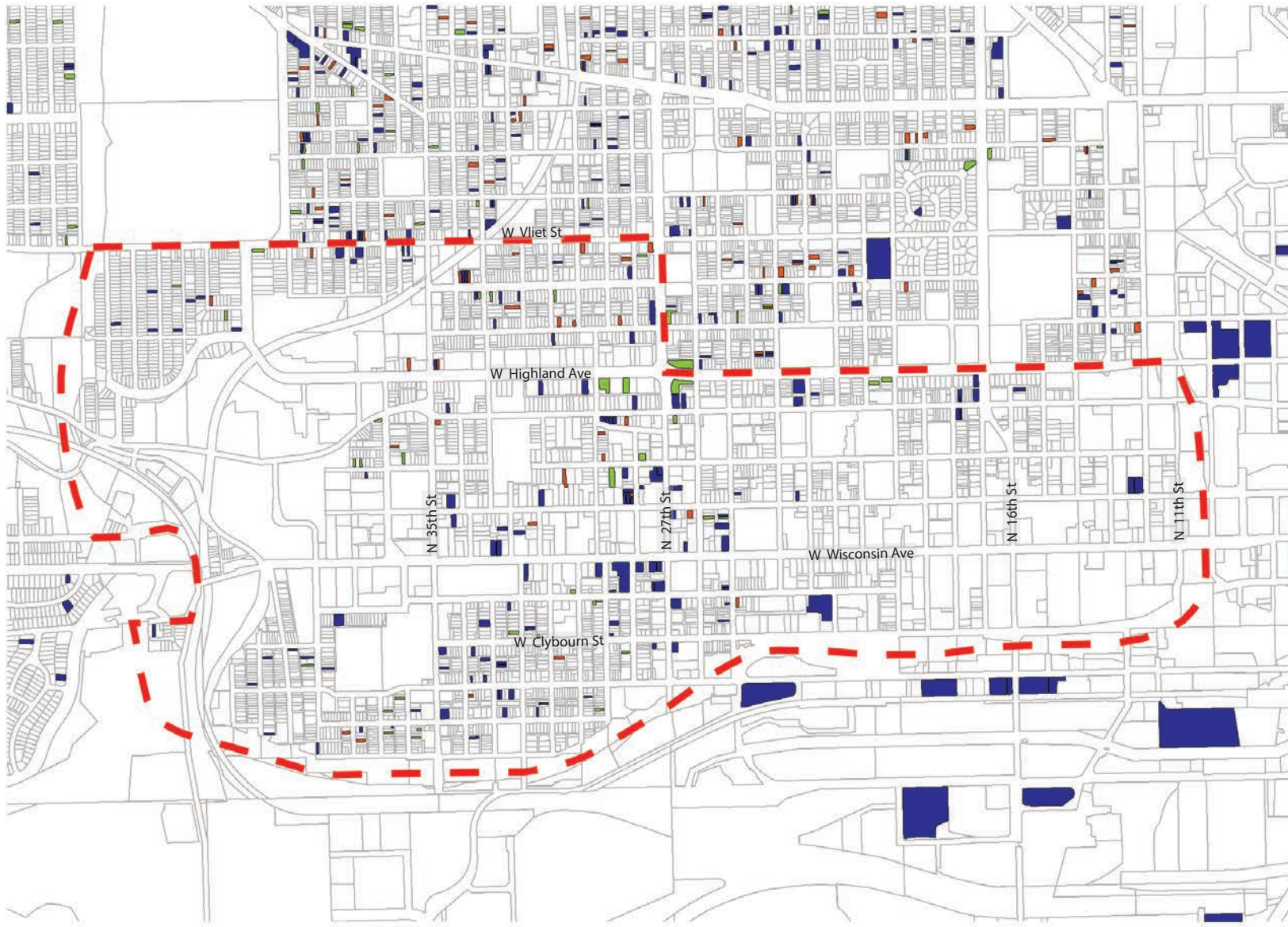


LAND USE

- RESIDENTIAL - SINGLE FAMILY
- RESIDENTIAL - DUPLEX
- RESIDENTIAL - MULTI-FAMILY
- RESIDENTIAL - LIVE / WORK
- MIXED - COMMERCIAL AND RESIDENTIAL
- COMMERCIAL
- CENTRAL BUSINESS DISTRICT
- INDUSTRIAL
- AGRICULTURAL / PARKS
- INSTITUTIONAL
- PLANNED DEVELOPMENT

source: Map Milwaukee

PARCELS

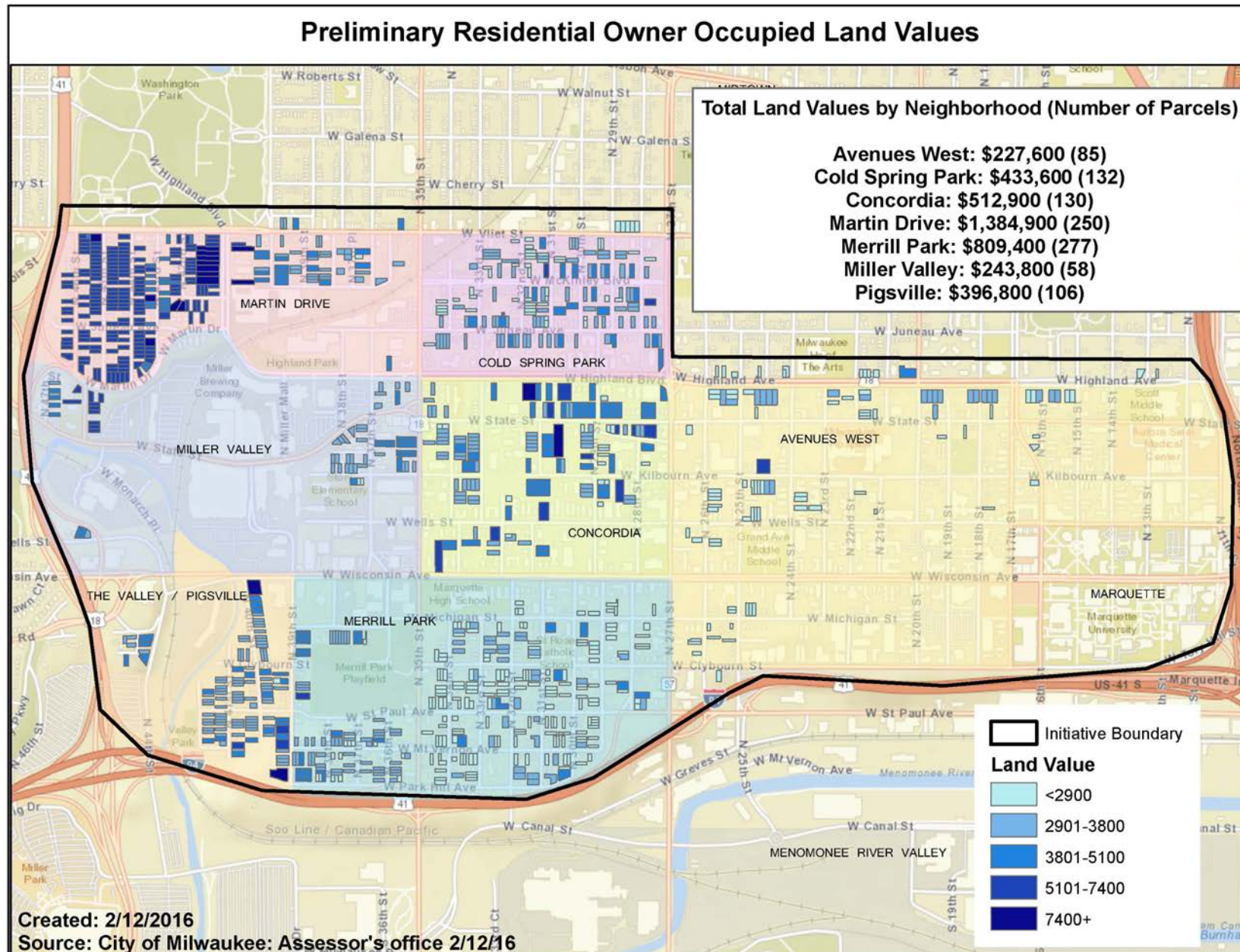


Parcel

- VACANT
- BANK - OWNED
- CITY - OWNED

source: Map Milwaukee

RESIDENTIAL OWNER OCCUPIED VALUES



source: NWSP PARC Initiative

REPORT SUMMARIES- AVENUES WEST ACTION PLAN (2015)

Prepared by Layton Boulevard West Neighbors

The Action Plan provides a series of recommendations that convert neighborhood challenges into opportunities for change and improvement.

Major Findings

Marquette University and the historic preservation of housing and other historical buildings are the biggest assets of the neighborhood.

Public green space is necessary and not available now.

Adaptive reuse of buildings represents a positive change for the neighborhood.

Basic quality-of-life elements that attract and support the healthy community include: recreation, connections, education, food, and opportunities for social engagement, is vital.

To market the neighborhood for development, efforts have to be made to build capacity, coalitions, and efficiency of resources and strategies.
Need for retail stores

Connectivity with the Menomonee Valley and all of its recreational and employment opportunities should be established.

Neighborhood is in need of a community development/engagement agency.



Wisconsin Avenue looking west



Marquette University

REPORT SUMMARIES- AVENUES WEST ACTION PLAN (2015)

Housing VISION

Houses with deferred maintenance are repaired on the interior to address urgent needs and on the exterior to increase curb appeal.

Boarded-up residential houses are beautified and reactivated.

Dilapidated properties are eliminated or renovated.

Vacant properties are repurposed.

Rental studios and one-bedroom units are converted into 3 and 4-bedroom apartments attractive to families and decrease overall density.

Families are attracted to buy houses due to proximity to downtown and Marquette.

Neighborhood Identity & Branding VISION

Neighborhood name, logo, and identity that are well recognized and carry positive connotations throughout Greater Milwaukee.

Neighborhood gateways project a welcoming and positive feeling to visitors.

Public and private realm compliment each other.

Clear streetscape identity offers a pleasurable experience to residents, workers, and visitors whether on foot, bicycle, or motorized vehicle.



Edwin F. Rohn House at 2908 West McKinley Boulevard



The George Zimmerman House (1905) at 3102 West McKinley

REPORT SUMMARIES- AVENUES WEST ACTION PLAN (2015)

Economic Development VISION

Businesses are nurtured and experience financial growth through business support initiatives and economic development assistance.

Owners invest in their properties because of expanded resources and outreach for property improvements and other developments.

Vacant commercial spaces are activated to serve the needs of neighbors and visitors and to attract additional investments.

Catalytic Project Sites

1. City Campus
2. Former Wisconsin Avenue School
3. 800 Block of North 27th Street
4. 2700 Block of West Wisconsin Avenue
5. Vacant Buildings/Parcels on North 27th Street between St. Paul Avenue and Wisconsin Avenue
6. 2600 Block of West State Street
7. Vacant Parcels on 800 Block of North 25th and North 26th Streets
8. Vacant Parcels on 2400 Block of West State Street
9. Vacant Parking Lot on 2300 Block of West State Street
10. Vacant Parcels on 1900 Block of West State Street
11. Vacant Parcels on 1900 Block of West Wisconsin Avenue



Cold Spring Park Garden



Merril Park Mural

REPORT SUMMARIES- ADVANCING HOUSING IN AVENUES

Prepared by UWM Applied Planning Workshop Graduate Students

Objective 1: Improve the demand for market-rate housing by increasing the supply of various types of high-quality housing.

Objective 2: Improve the study area's physical environment, livability, and commercial activity through increased neighborhood investment by residents and employers located in or adjacent to the study area.

Objective 3: Improve awareness of the study area as a potential place of residence among target audiences.

Recommendations

Improve the study area's physical environment and livability –

- Increase property ownership and renovation

- Increase eyes on the street

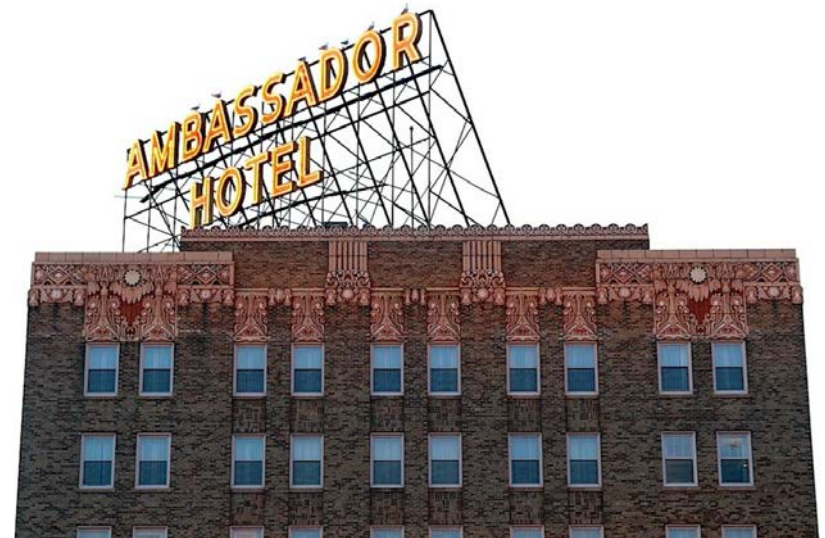
- Improve public space activation and utilization

Improve public awareness of existing home-buying and renovating programs.

Improve the conditions of residential properties –

- Encourage employers to assist their employees in the purchase of homes within walking distance of their location.

Encourage the development of collaborative educational, artistic, entrepreneurial, and residential programs with local universities.



Ambassador Hotel



Eagles Club

REPORT SUMMARIES- ADVANCING HOUSING IN AVENUES

Key Redevelopment Ideas

Attract residents with incomes of 80% or more of Milwaukee median household

Create high-quality, mixed-income housing units

Create public space

Discourage new light industrial construction

Increase the number of live-work units and high quality apartment construction

Support the conversion of commercial and industrial buildings into mixed use residential buildings

Increase the number of market rate apartments with retail space on the first floor

Create a fresh food farmers market in underutilized parking lot

Create pockets of green space (some vacant lots may work for this)

Promote increased landscaping along Clybourn

Designate a bike lane within the existing right-of-way

Add new streetscape for a more aesthetically pleasing and safer corridor

Neighborhood Strategies

17th - 20th West State Street

Current Use

Blocks 1700-1900 of West State Street are currently single family and duplex residential. These three blocks along State Street are zoned RT4, which allows primarily single family and duplex uses and limited commercial/live-work activity.



Martin Drive Neighborhood

REPORT SUMMARIES- ADVANCING HOUSING IN AVENUES

Proposed Use

Vacant corner lots receive three- or four-story mixed use buildings, which might be traditionally designed with first-floor commercial and upper floor residential, or two-story units fronting State Street with apartments above, or perhaps a combination of the two types. Any single lots or interior combination of lots will have infill connected townhouses constructed with attached parking.



23rd - 25th West State Street

Current Use

The land use in the 2300 and 2400 blocks of West State Street is currently single family and duplex residential. Many of the lots in this section of Avenues West are vacant or used for paved parking. The entire south side of the 2300 block is paved parking.



Proposed Use

Build upon the strength of the mixed-use and residential projects to be built between 17th and 20th Streets on West State Street, and to encourage further development of mixed-use projects on vacant lots, and redevelopment of historic commercial and mixed-use buildings along State Street between 23rd and 25th Street.



Perspective Renderings along the corridors

20th-26th West Clybourn Street

Current Use

Currently zoned as IL2, the two proposed buildings are east and west of each other at the intersection of 22nd and Clybourn Street, and have been vacant for a few years. Both buildings have been used as commercial office space or light industrial space for various businesses.

Proposed Use

The proposed mixed-use of these two buildings will revitalize the substandard industrial commercial space into a vibrant center with live-work lofts, green space, multi-family/renovated lofts, and a seasonal

REPORT SUMMARIES- NWSP Strategic Plan (2015)

Prepared by Near West Side Partners

MISSION

Revitalize and sustain the Near West Side as a thriving business and residential corridor through collaborative efforts to promote economic development, improve housing, unify neighborhood identity and branding and provide greater safety for residents and businesses.

VISION

Near West Side Partners envisions a vibrant, thriving Near West Side with a well-balanced mix of residential neighborhoods and business corridors that offer:

- safe and welcoming environment for employees, residents and visitors

- neighborhoods that are attractive to those working in the area

- distinct neighborhood identity and brand that is attractive to employers, employees, residents and visitors

- vibrant mix of commercial corridor development that serves the needs of those living and working in the Near West Side.

\$200+ million in capital investments have been made to help make the NWS a more safe and desirable place to work. Other neighborhood assets include its many neighborhood associations, arts and entertainment venues, beautiful historic buildings, affordable housing, churches and parks.

NWS remains architecturally and culturally diverse – African-American households to Asian to middle-class families of various backgrounds.



NEAR WEST SIDE

A Neighborhood of Neighborhoods

REPORT SUMMARIES- NWSP Strategic Plan (2015)

COMMUNITY ENGAGEMENT

Support and strengthen community engagement throughout the NWS.

SAFETY

Develop a safe environment in which to live, work and play throughout the NWS.

COMMERCIAL CORRIDORS

Create and maintain an environment that attracts a broad mix of quality commercial and retail enterprises and customers to the NWS commercial districts.

HOUSING

Revitalize the NWS housing environment to attract and support a sustainable, diverse community of responsible home and rental property owners and residents.

MARKETING AND BRANDING

Establish a positive brand identity that attracts residents, businesses and investment to the NWS and the neighborhoods it encompasses.

TRANSPORTATION AND INFRASTRUCTURE

Provide for effective transportation access and other infrastructure to maximize benefit to NWS neighborhoods.

ORGANIZATIONAL SUSTAINABILITY

Ensure NWSP has the organizational sustainability to achieve its long-term goals.



Cold Spring Park Community Garden



Near West Side Way-point at Harley-Davidson Ribbon-Cutting

DEMOGRAPHICS (NWS Statistic 2015)

| Employment (Percentage) | Accommodation and Food | Admin Support/ Waste Management | Agriculture/Forestry Fishing/Hunting | Arts, Entertainment, Recreation | Construction | Education | Finance and Insurance | Health Care/ Social Assistance | Information | Business Management |
|--------------------------|------------------------|---------------------------------|--------------------------------------|---------------------------------|--------------|-----------|-----------------------|--------------------------------|-------------|---------------------|
| Avenues West | 2.40% | 1.20% | 0.60% | 1.70% | 0.50% | 29.00% | 5.50% | 16.10% | 1.40% | 0.00% |
| Cold Spring Park | 5.80% | 1.90% | 1.00% | 1.60% | 1.30% | 17.60% | 8.10% | 10.60% | 2.20% | 0.30% |
| Concordia | 4.70% | 0.00% | 0.00% | 3.80% | 0.00% | 40.10% | 3.30% | 11.80% | 0.90% | 0.00% |
| Martin Drive | 5.70% | 4.70% | 0.00% | 1.80% | 0.80% | 13.00% | 0.00% | 15.10% | 3.10% | 0.00% |
| Merrill Park | 9.80% | 0.00% | 0.00% | 0.80% | 8.20% | 8.70% | 4.80% | 18.50% | 2.10% | 0.00% |
| Miller Valley | 16.70% | 3.80% | 0.10% | 1.70% | 0.60% | 9.90% | 10.90% | 11.20% | 3.00% | 0.50% |
| The Valley/Pigsville | 17.00% | 2.50% | 12.10% | 0.00% | 0.00% | 10.50% | 5.50% | 18.30% | 0.00% | 0.00% |
| Weighted Averages | 6.01% | 1.27% | 0.69% | 1.76% | 2.09% | 22.53% | 5.33% | 15.03% | 1.72% | 0.06% |
| City of Milwaukee | 8.50% | 5.50% | 0.50% | 2.30% | 3.00% | 10.10% | 5.50% | 17.40% | 1.60% | 0.10% |
| Milwaukee County | 7.40% | 4.60% | 0.50% | 2.20% | 3.30% | 9.50% | 6.40% | 17.30% | 1.70% | 0.10% |



| Employment (Percentage) | Manufacturing | Mining | Professional, Scientific, Technical | Public Admin | Real Estate/ Rental and Leasing | Retail Trade | Transportation/ Warehousing | Utilities | Wholesale Trade | Other |
|--------------------------|---------------|--------|-------------------------------------|--------------|---------------------------------|--------------|-----------------------------|-----------|-----------------|-------|
| Avenues West | 3.90% | 0.00% | 15.50% | 5.20% | 0.90% | 10.40% | 0.00% | 0.90% | 0.30% | 4.30% |
| Cold Spring Park | 11.00% | 0.00% | 3.20% | 6.00% | 2.60% | 10.60% | 3.20% | 1.90% | 1.60% | 9.60% |
| Concordia | 3.30% | 0.00% | 13.20% | 2.80% | 0.00% | 8.50% | 0.00% | 0.00% | 1.40% | 6.10% |
| Martin Drive | 22.40% | 0.00% | 2.60% | 8.90% | 0.00% | 5.70% | 0.00% | 0.00% | 3.10% | 6.80% |
| Merrill Park | 13.70% | 0.00% | 5.70% | 8.40% | 1.90% | 6.90% | 4.10% | 0.00% | 0.90% | 5.30% |
| Miller Valley | 10.80% | 0.00% | 14.40% | 1.80% | 2.10% | 5.80% | 0.80% | 0.30% | 4.40% | 1.20% |
| The Valley/Pigsville | 14.90% | 0.00% | 3.10% | 0.60% | 0.00% | 10.80% | 4.70% | 0.00% | 0.00% | 0.00% |
| Weighted Averages | 8.48% | 0.00% | 10.49% | 5.53% | 1.17% | 8.93% | 1.40% | 0.61% | 1.12% | 5.29% |
| City of Milwaukee | 14.80% | 0.00% | 4.50% | 3.80% | 1.30% | 10.10% | 3.70% | 0.50% | 2.00% | 4.90% |
| Milwaukee County | 15.10% | 0.00% | 5.40% | 3.40% | 1.40% | 10.10% | 3.80% | 0.60% | 2.40% | 4.80% |

Source: Realtor Property Resource (RPR) linked to U.S. Census ACS Data (2014) retrieved 8/6/2015

| Income | Median Household Income | Income Per Capita | Median Disposable Income | <\$15K | \$15K-\$25K | \$25K-\$35K | \$35K-\$50K | \$50K-\$75K | \$75K-\$100K | \$100K-\$150K | \$150K-\$200K | >\$200K |
|--------------------------|-------------------------|-------------------|--------------------------|--------|-------------|-------------|-------------|-------------|--------------|---------------|---------------|---------|
| Avenues West | \$44,733 | \$37,511 | \$36,967 | 21.1% | 7.5% | 10.4% | 15.3% | 16.4% | 8.4% | 12.5% | 4.3% | 4.1% |
| Cold Spring Park | \$64,226 | \$30,676 | \$51,369 | 3.4% | 6.6% | 8.6% | 12.7% | 27.7% | 24.1% | 13.5% | 2.8% | 0.6% |
| Concordia | \$91,931 | \$54,437 | \$69,288 | 5.2% | 2.1% | 2.6% | 6.2% | 19.6% | 19.1% | 22.2% | 12.4% | 10.3% |
| Martin Drive | \$50,986 | \$29,982 | \$42,463 | 8.2% | 8.2% | 8.9% | 23.4% | 16.5% | 9.5% | 19.0% | 3.8% | 1.9% |
| Merrill Park | \$26,596 | \$21,304 | \$22,775 | 27.5% | 21.0% | 7.8% | 11.7% | 13.9% | 9.2% | 8.2% | 0.7% | 0.0% |
| Miller Valley | \$64,732 | \$57,761 | \$51,408 | 15.7% | 10.7% | 7.1% | 9.8% | 10.2% | 12.8% | 17.2% | 3.7% | 12.9% |
| The Valley/Pigsville | \$23,502 | \$10,421 | \$19,140 | 34.1% | 17.9% | 14.6% | 12.5% | 13.0% | 4.4% | 2.3% | 0.8% | 0.7% |
| Weighted Averages | \$51,021 | \$35,674 | \$41,074 | 17.2% | 9.8% | 8.4% | 13.1% | 17.3% | 12.2% | 13.5% | 4.4% | 4.0% |
| City of Milwaukee | \$34,278 | \$18,100 | \$27,770 | 22.0% | 15.8% | 12.9% | 15.7% | 16.3% | 8.2% | 6.7% | 1.2% | 1.2% |
| Milwaukee County | \$41,201 | \$23,410 | \$33,851 | 17.4% | 13.5% | 11.9% | 14.6% | 17.2% | 10.6% | 10.2% | 2.4% | 2.2% |

Source: Realtor Property Resource (RPR) linked to ESRI Annual Income Data (2014) retrieved 8/6/2015

DEMOGRAPHICS (NWS Statistic 2015)

| Spending | Alcohol | Apparel | Dining Out | Education | Entertainment Recreation | Food | Health Care |
|--------------------------|--------------|----------------|----------------|----------------|-----------------------------|----------------|----------------|
| Avenues West | \$599 | \$1,536 | \$3,207 | \$1,591 | \$2,997 | \$4,796 | \$3,841 |
| Cold Spring Park | \$550 | \$1,518 | \$3,100 | \$1,656 | \$3,245 | \$4,887 | \$4,547 |
| Concordia | \$937 | \$2,447 | \$5,134 | \$2,771 | \$5,320 | \$7,640 | \$6,968 |
| Martin Drive | \$546 | \$1,506 | \$3,075 | \$1,651 | \$3,230 | \$4,844 | \$4,538 |
| Merrill Park | \$317 | \$864 | \$1,801 | \$879 | \$1,847 | \$2,912 | \$2,714 |
| Miller Valley | \$883 | \$2,250 | \$4,659 | \$2,284 | \$4,111 | \$6,948 | \$5,033 |
| The Valley/Pigsville | \$258 | \$743 | \$1,516 | \$676 | \$1,415 | \$2,469 | \$1,856 |
| Averages | \$584 | \$1,552 | \$3,213 | \$1,644 | \$3,166 | \$4,928 | \$4,214 |
| City of Milwaukee | \$361 | \$1,019 | \$2,091 | \$1,000 | \$2,046 | \$3,379 | \$2,800 |
| Milwaukee County | \$446 | \$1,240 | \$2,570 | \$1,240 | \$2,561 | \$4,111 | \$3,546 |

| Spending | Household Goods | Household Services | Housing | Personal Care | Transportation | Travel | All Retail |
|--------------------------|--------------------|-----------------------|-----------------|------------------|----------------|----------------|-----------------|
| Avenues West | \$637 | \$1,673 | \$20,558 | \$745 | \$9,479 | \$1,795 | \$21,678 |
| Cold Spring Park | \$664 | \$1,850 | \$21,552 | \$724 | \$9,822 | \$1,943 | \$22,914 |
| Concordia | \$1,062 | \$3,068 | \$34,517 | \$1,255 | \$15,240 | \$3,481 | \$36,650 |
| Martin Drive | \$659 | \$1,844 | \$21,401 | \$718 | \$9,760 | \$1,938 | \$22,784 |
| Merrill Park | \$399 | \$1,029 | \$12,374 | \$436 | \$5,671 | \$1,070 | \$13,305 |
| Miller Valley | \$895 | \$2,273 | \$29,342 | \$1,043 | \$13,525 | \$2,349 | \$30,253 |
| The Valley/Pigsville | \$322 | \$745 | \$10,096 | \$348 | \$4,770 | \$739 | \$10,664 |
| Averages | \$663 | \$1,783 | \$21,406 | \$753 | \$9,752 | \$1,902 | \$22,607 |
| City of Milwaukee | \$446 | \$1,094 | \$14,000 | \$484 | \$6,620 | \$1,122 | \$15,061 |
| Milwaukee County | \$551 | \$1,386 | \$17,196 | \$603 | \$8,128 | \$1,450 | \$18,659 |

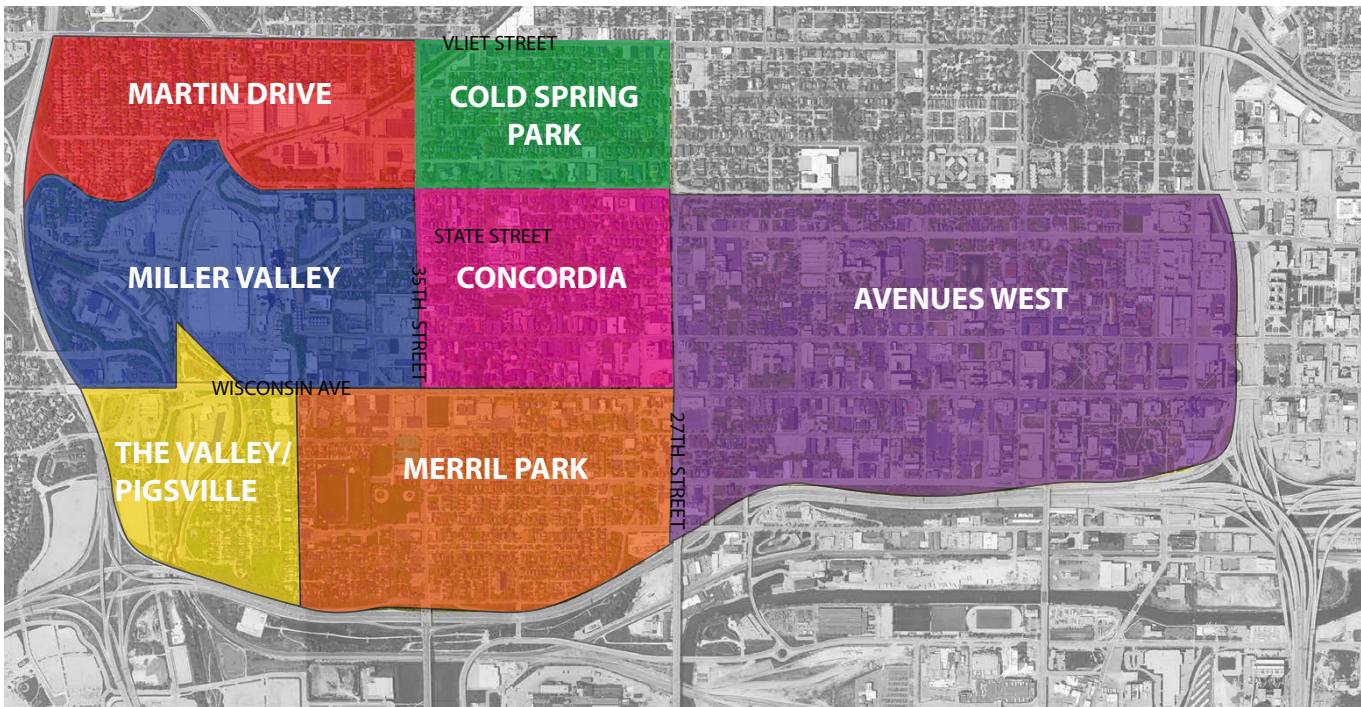
Source: Realtor Property Resource (RPR) linked to Bureau of Labor Statistics (BLS) Consumer Expenditure Survey (2014) retrieved 8/6/2015

DEMOGRAPHICS

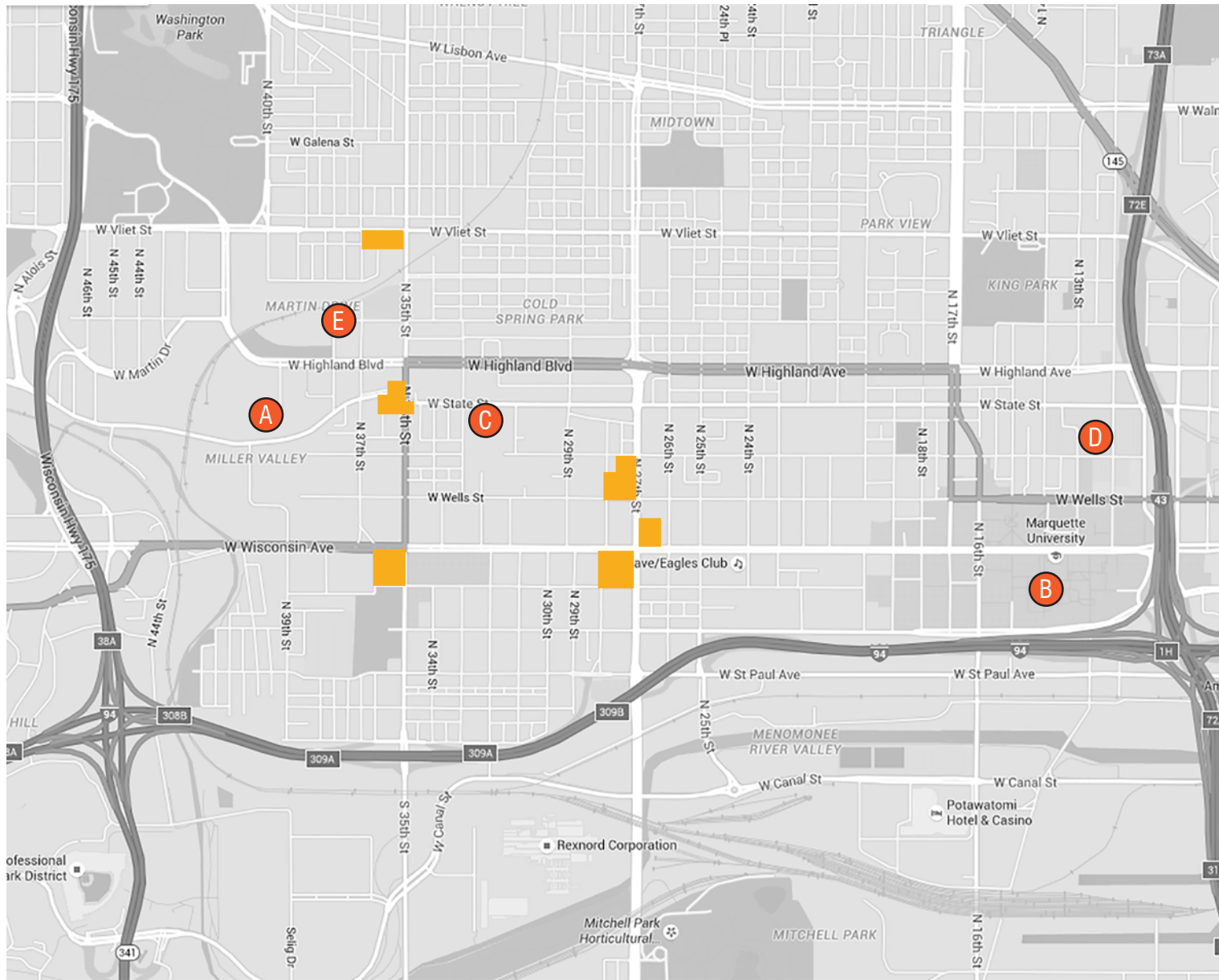
YEAR 2010 CENSUS

NEAR WEST SIDE

| | POPULATION | PERCENT |
|-------------------|------------|---------|
| TOTAL | 30,430 | |
| RACE | | |
| AFRICAN AMERICAN | 11,946 | 39.30% |
| ASIAN | 2,250 | 7.40% |
| CAUCASION | 10,947 | 36% |
| LATINO | 2,365 | 7.80% |
| OTHER | 2,922 | 9.60% |
| AGE | | |
| UNDER 5 | 1,380 | 5.75% |
| AGES 5-17 | 2,226 | 9.30% |
| AGES 18-24 | 9,911 | 41.30% |
| AGES 25-44 | 4,538 | 18.90% |
| AGES 45-65 | 4,055 | 16.90% |
| 65 + | 1,623 | 4.10% |
| MEDIAN AGE | 28.5 | |
| HOUSEHOLDS | | |
| AVERAGE SIZE | 2 | |

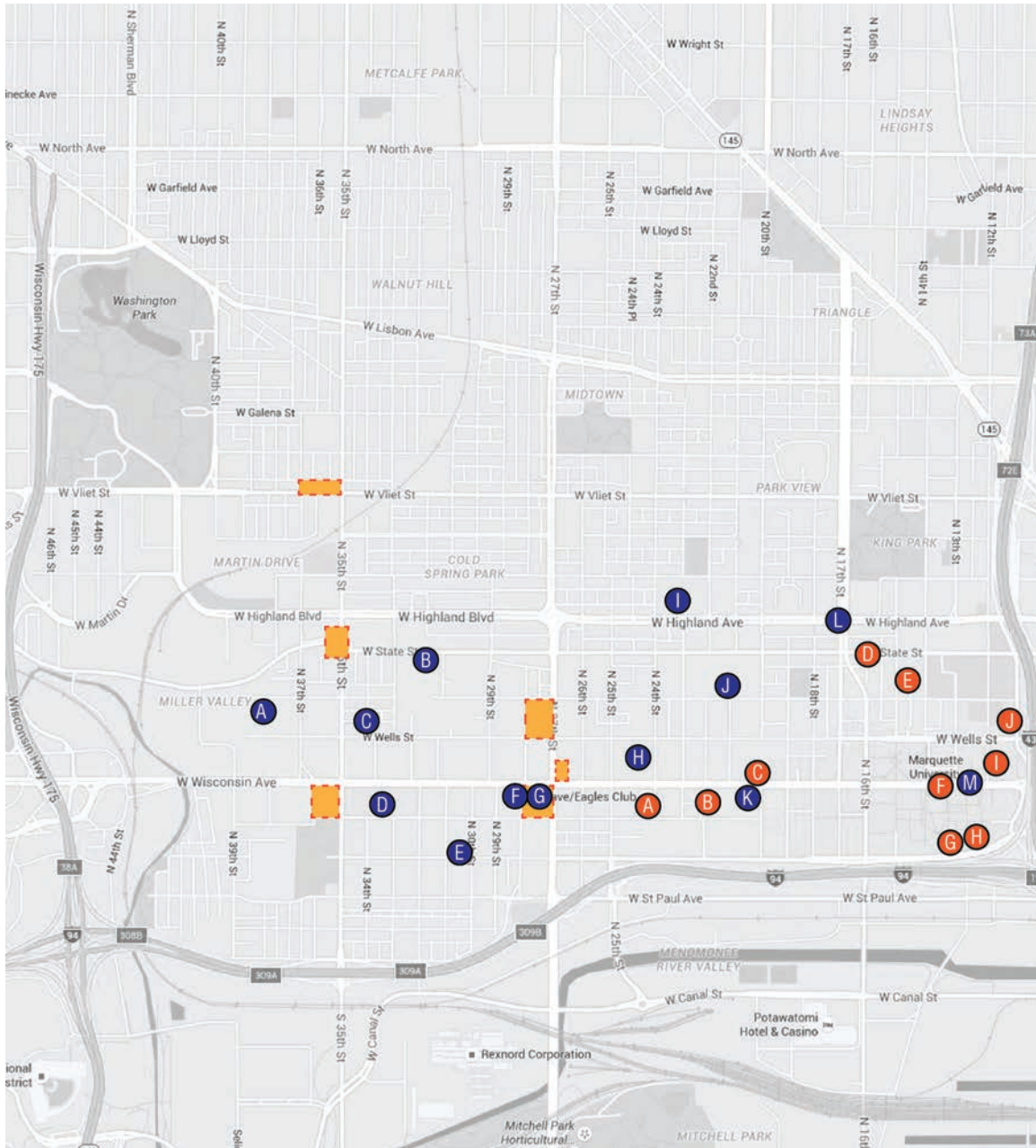


ASSETS – ANCHOR INSTITUTIONS



- ANCHOR INSTITUTIONS**
- A** Miller Coors
 - B** Marquette University
 - C** Potawatomi Business Development Corporation
 - D** Aurora Health Care-Sinai
 - E** Harley-Davidson Motor Co.

ASSETS - CULTURE AND EDUCATION



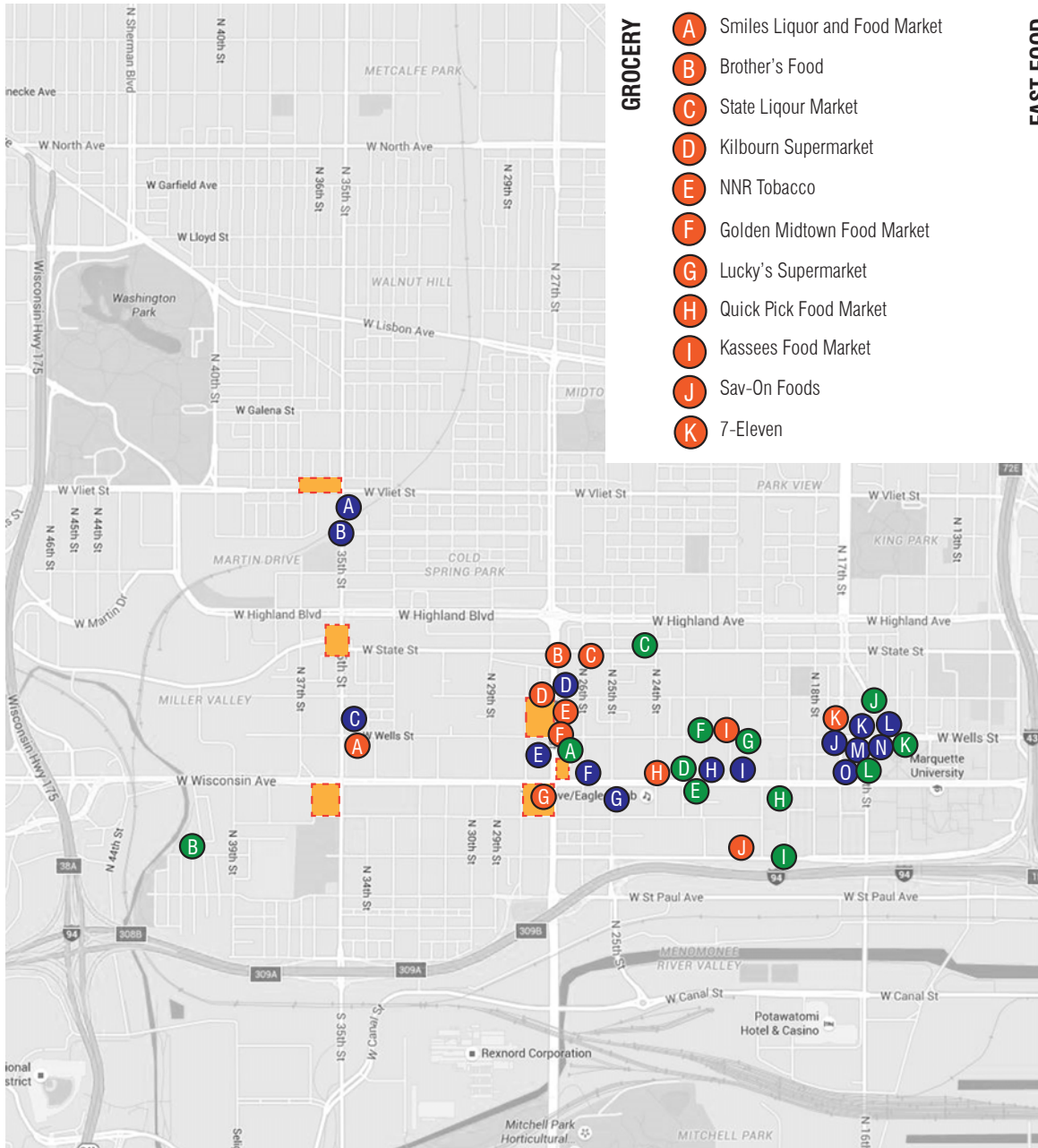
EDUCATION

- A** Albert Story School
- B** Woodlands School
- C** Texas Bufkin Christian Academy
- D** Marquette University High School
- E** St. Rose and St. Leo Catholic School
- F** Right Step
- G** Ceria M. Travis Academy (Offices only)
- H** Professional Learning Institute
- I** Milwaukee School of the Arts
- J** Milwaukee Academy of Science
- K** Assata Alternative School
- L** Highland Community School
- M** Marquette University

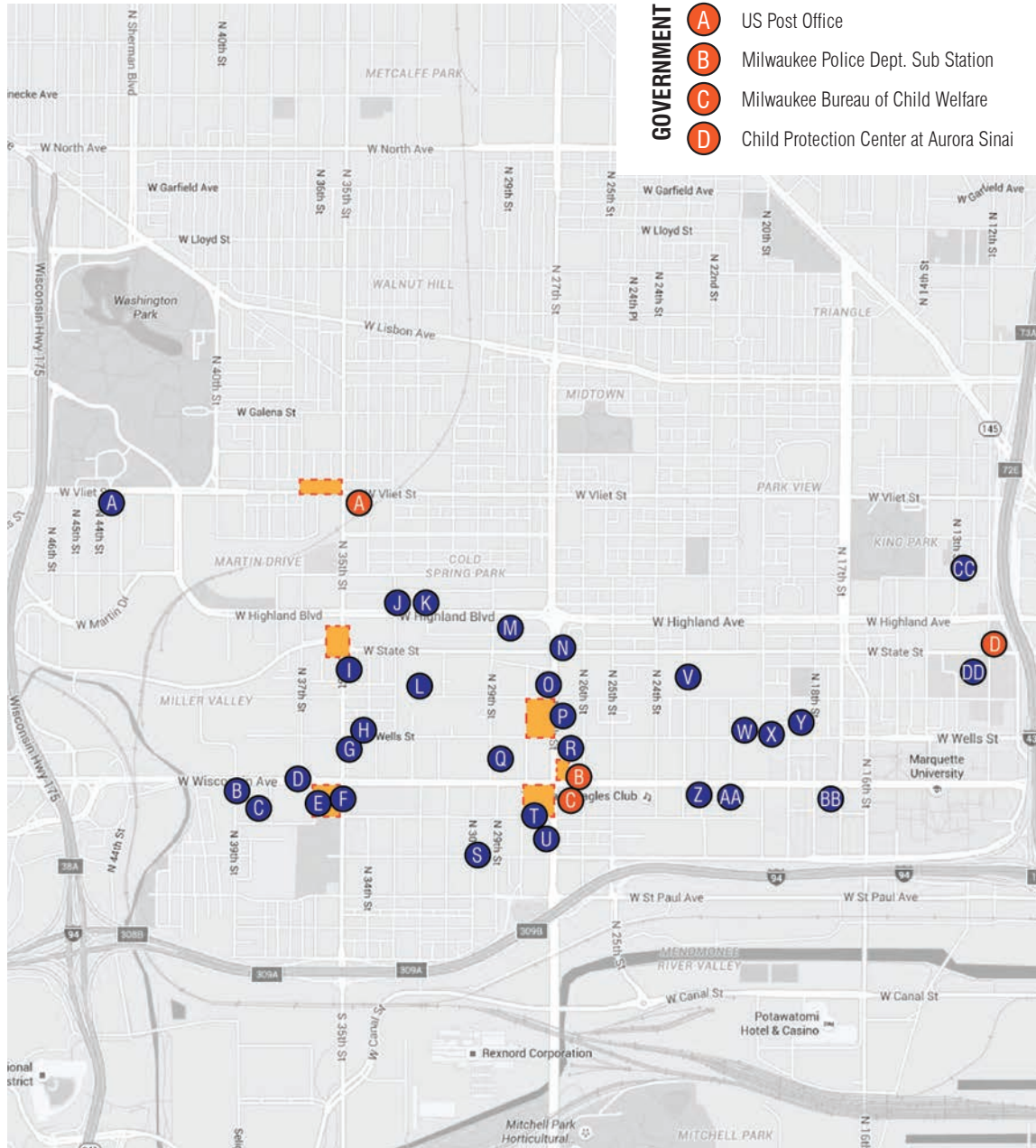
ARTS & CULTURE

- A** The Eagles Club
- B** The Irish Cultural and Heritage Center
- C** The Pabst Mansion
- D** Bridging the Gap Golf Facility
- E** Historic Cedar Square
- F** Marquette University Varsity Theatre
- G** Marquette University Helffer Theatre
- H** Marquette University's Haggerty Museum of Art
- I** Marquette University Al McGuire
- J** Chudnow Museum of Yesteryear

ASSETS - FOOD



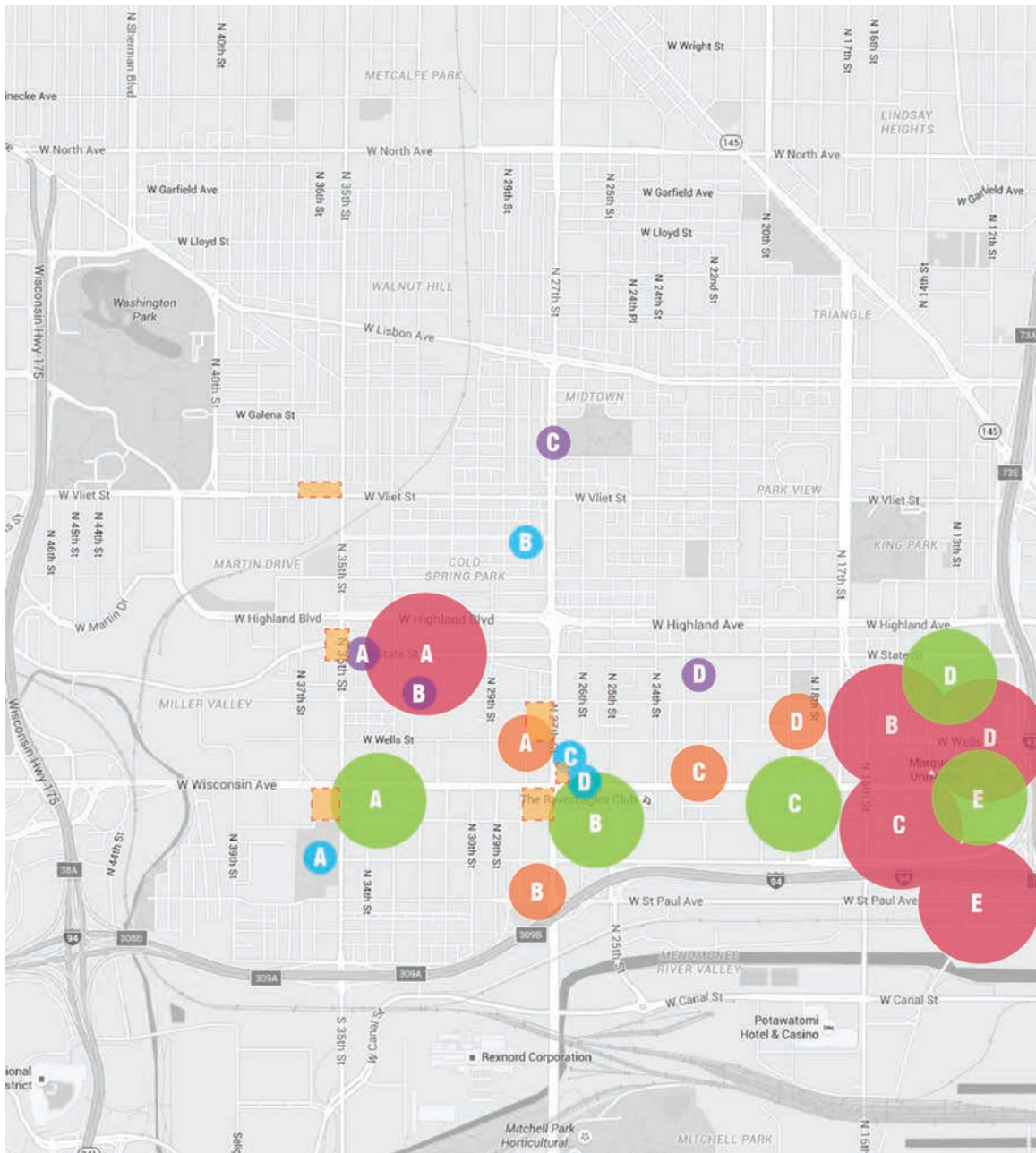
ASSETS - INSTITUTIONS



- GOVERNMENT**
- A** US Post Office
 - B** Milwaukee Police Dept. Sub Station
 - C** Milwaukee Bureau of Child Welfare
 - D** Child Protection Center at Aurora Sinai

- NON-PROFITS**
- A** Artists Working in Education
 - B** Wisconsin Regional Training Partnership
 - C** DaVita Wisconsin Avenue
 - D** Wisconsin Community Services
 - E** Associated Physical Therapists of Milwaukee
 - F** George V. Chandy MD Office
 - G** Milwaukee Midwest Medical Building
 - H** Vets Place Central
 - I** 35th Street Clinic
 - J** Highland Heights
 - K** Aurora Family Services
 - L** Select Milwaukee
 - M** Volunteer Center for Greater Milwaukee
 - N** Where Kids Are Special
 - O** 27th Street Optometrist
 - P** Penfield's Children Center
 - Q** Our Safe Place, Inc.
 - R** American Red Cross
 - S** Milwaukee Bicycle Collective
 - T** Welfare Warriors
 - U** Pediatric and Adult Medical Association
 - V** City on a Hill
 - W** Milwaukee Center for Independence
 - X** Carolina G. Conti, MD - Internal Medicine
 - Y** Milwaukee Rescue Mission
 - Z** Planned Parenthood of Milwaukee
 - AA** The Women's Support Center
 - BB** BloodCenter of Wisconsin
 - CC** Guest House of Milwaukee
 - DD** Aurora Sinai Medical Center

RECENT INVESTMENT



- A** Resurfacing of State Street
 - B** Potawatomi Business Development Corporation
 - C** Reconstruction of 27th Street
 - D** City on a Hill
- \$100K - 1 MILLION**
- A** Merrill Park Kaboom
 - B** Cold Spring Pocket Park
 - C** Purchase of former Mobile Gas Station
 - D** Daddy's
- \$1-5 MILLION**
- A** City Campus
 - B** BP Gas Station
 - C** Taco Bell
 - D** Norris Park Renovation
- \$10-20 MILLION**
- A** Marquette University High School
 - B** Department of Children and Families
 - C** Dental School Addition
 - D** The Ivy on 14th
 - E** O'Brien Jesuit Residence
- \$20+ MILLION**
- A** Potawatomi Business Dev. Corp. Data Center
 - B** Zilber Hall
 - C** Eckstein Hall Marquette University Law School
 - D** Marquette Historic Core Renovation
 - E** Marquette Interchange

NEAR WEST SIDE CHARETTE

BIG IDEAS

- Economicw Revitalization
- Neighborhood Grocery/ Market
- Connectivity to neighborhood – physical and social
- Indoor/outdoor public space
- 35th Street Iconic Way
- Streetscaping enhancements
- Adaptive Re-use where feasible

PRECEDENT: MIXED-USE

Dudley Greenville's mixed-use | Boston, MA



Putting Vacant Land to Use

A five-story building, with storefront on the first floor.

Provides 31 affordable rental units

3,000 square feet of retail space.

Credit: Joanne Brown, The Visual Source.

43 units are affordable; 34 of them are available to families making up to 60% of the area median income, and 9 of the units are set aside for sections 8 voucher holders



PRECEDENT: SMALL BUILDING SPACE

Our Daily Salt | Milwaukee, WI



PRECEDENT: NEW FORMAT OFFICE SPACE

Maine Grains Grist Mill | Chicago, IL



PRECEDENT: ART STUDIO / GALLERY / ED / HOUSING

LILLSTREET ART CENTER | Chicago, IL



PRECEDENT: RECREATIONAL FACILITY



Brampton Soccer Centre, Ontario
Indoor fields

Lee Valley Centre, London
Tennis and hockey

PRECEDENT: GROCERY STORES

Enzo's Market, Chattanooga

Various Small Market Examples

Adaptive Re-use Grocery Store

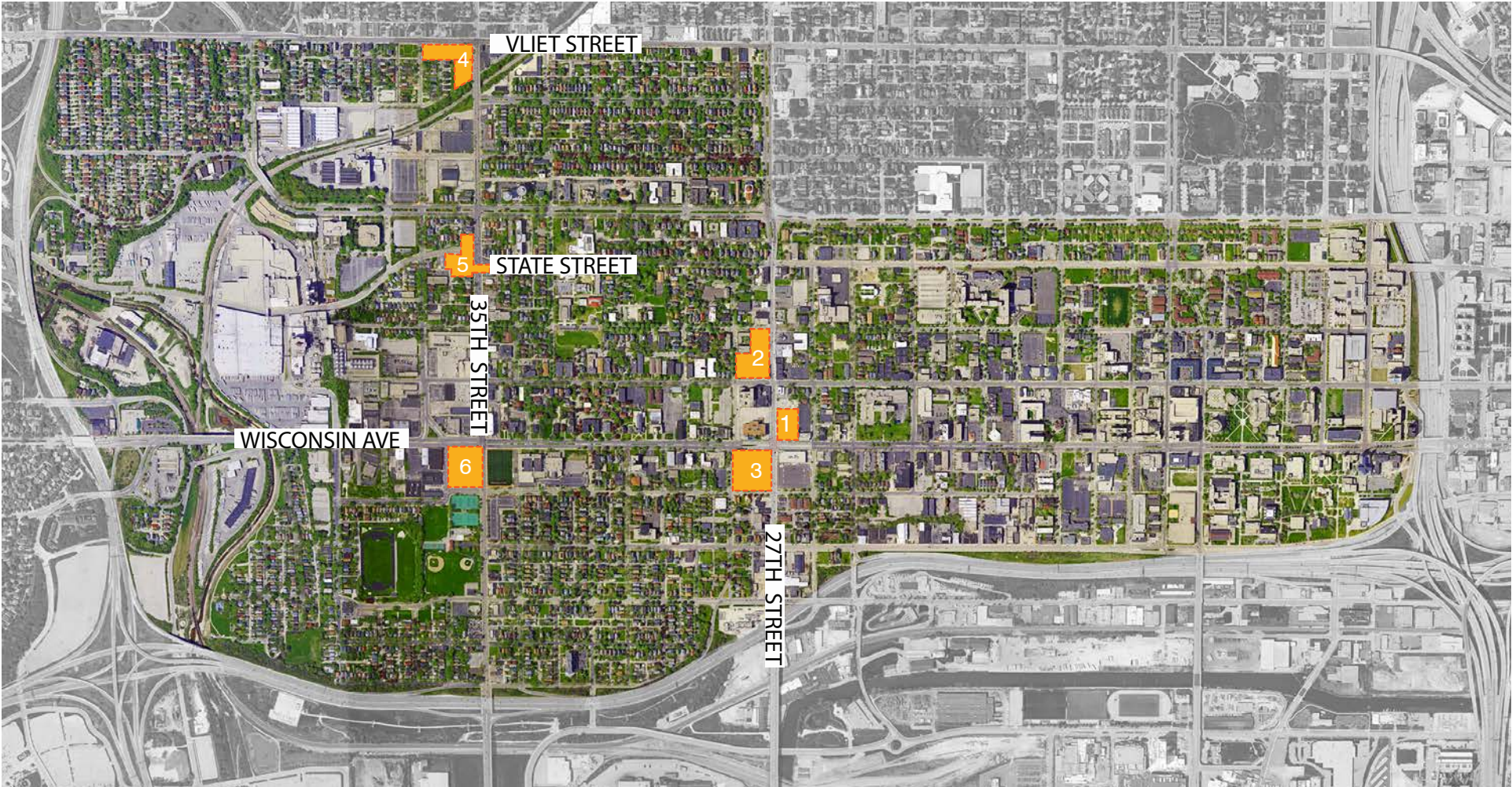
15,000 SF Hill Floral Group Warehouse



Small Neighborhood Markets



NEAR WEST SIDE SITES



NEAR WEST SIDE CHARETTE 2016

The Near West Side Charette took place on April 7th, 2016 at the UW Milwaukee, School of Architecture and Urban Planning. Hosted by Community Design Solutions and Near West Side Partners, the day began with a brief overview of the neighborhood, focus areas, potential uses, and site descriptions, followed by a day full of site concepts, designing, and development discussions regarding each site.

Architects, developers, city officials, funders, business owners, residents, and friends of the neighborhood began with concept discussions as well as potential and necessary uses to each site. The discussions focused on the “big ideas” and revitalization of the neighborhood.

The Architects presented their initial design proposals for feedback and revised their concepts based on group comments. The day concluded with the architects presenting their final proposals to enhance the neighborhood and spur additional investment.

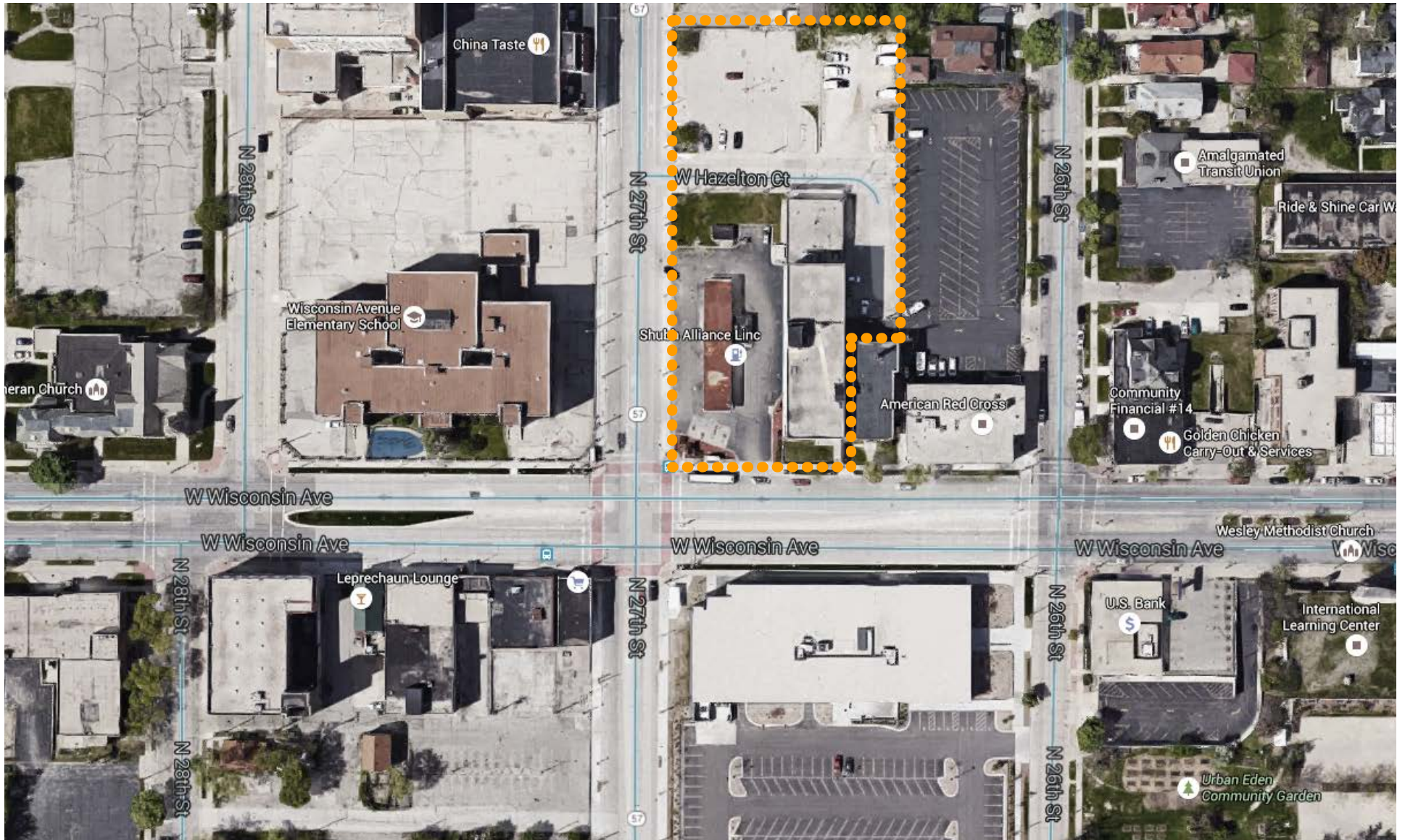


NEAR WEST SIDE CHARETTE 2016



SITE 1- 27th and Wisconsin

(NE Corner)



1.38 acres

SITE 1- 27th and Wisconsin

(NE Corner)



SITE 1- 27th and Wisconsin

(NE Corner)



SITE 1

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

Site Area SF: 60,242

Traffic Count 27th Street: 15,500

Traffic Count Wisconsin Ave: 12,700

| LOT NUMBERS | OWNER | ZONING CODE | LOT AREA | BUILDING AREA | ADDRESS | YEAR BUILT |
|-------------|-------------------|-------------|-----------|---------------|-----------------------|------------|
| LOT 1 | CITY OF MILWAUKEE | LB2 | 13,674 SF | N/A | 748 N 27TH STREET | N/A |
| LOT 2 | CITY OF MILWAUKEE | LB2 | 7,278 SF | N/A | 2620 W HAZELTON COURT | N/A |
| LOT 3 | CITY OF MILWAUKEE | LB2 | 22,928 SF | N/A | 2620 W WISCONSIN AVE | 1923 |
| LOT 4 | CITY OF MILWAUKEE | LB2 | 16,362 SF | N/A | 2620 W WISCONSIN AVE | N/A |

SITE 1- 27th and Wisconsin

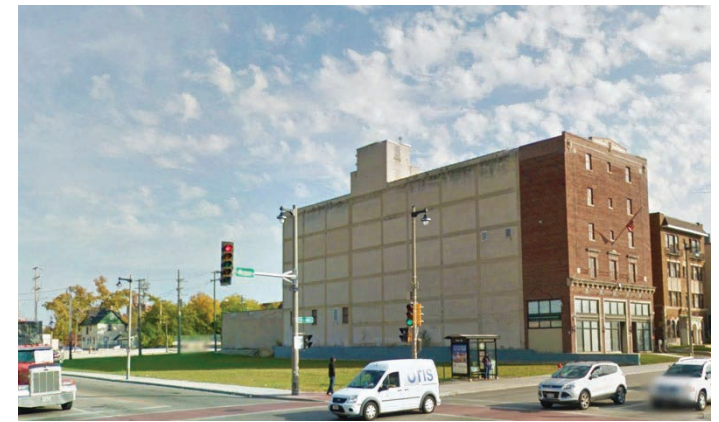
(NE Corner)

CONTEXT & FOCUS GROUP INPUT:

- Historically lot 4 was The Milwaukee-Waukesha Delivery Company (5 stories)
- No Longer a gas station on 27th & Wisconsin
- Existing buildings include an apartment building and the Milwaukee Police Evidence Building
- Next to American Red Cross Building and across the street from the Bureau of Milwaukee Child Welfare (200+ employees)
- Create a destination use for residents and employees
- High traffic count on 27th Street - intersection is major gateway from the south

CHARETTE PROGRAM REQUIREMENTS:

- New construction and adaptive reuse
- Mixed use, active ground floor use (eg. retail, fitness, makerspace, coffee shop)
- Office or housing for upper floors
- Potential green roof or roof garden on new construction, also amenity for exiting building to view
- Parking on-site



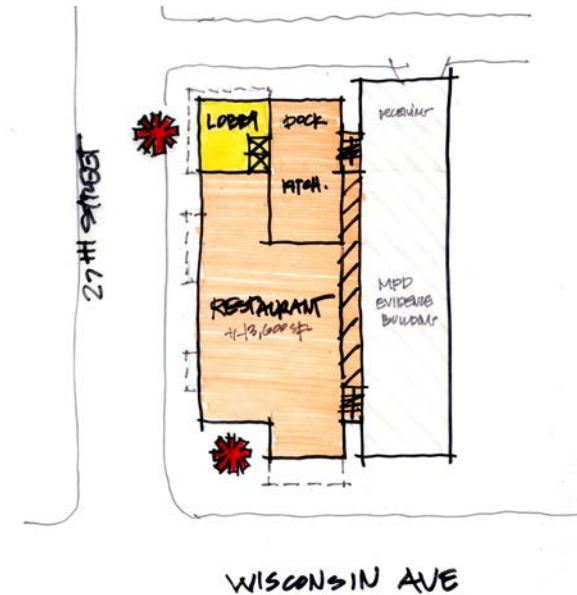
SITE 1- 27th and Wisconsin

(NE Corner)

Uihlein Wilson Architects

Located on the Northeast corner of 27th and Wisconsin, the parcels on Site 1 are city-owned. These parcels include an open lot on the corner, a parking lot area, and an existing building. This existing building was built in 1923 (Wisconsin Historical Society) and used to be a delivery company. The building is now occupied by the Milwaukee Police department.

This block has been called the center of the universe by the Near West Side Partners. With that in mind, the architects proposed making this site a memorable corner. The concept for this site is to maximize the uses throughout the day, night, and weekends. The driving forces in Uihlein Wilson's design were to match the floor plates of the new and existing buildings, to activate the ground floor, and maximize the views of the Valley.



SITE 1- 27th and Wisconsin

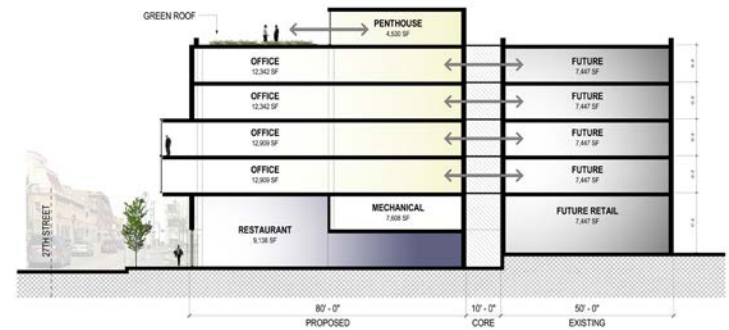
(NE Corner)

Uihlein Wilson proposed to build up to the adjacent building and develop a core service hall between the two buildings. They also proposed activating the neighborhood and street with a restaurant on the ground level corner of 27th and Wisconsin. The 2nd through 6th floors would function as office space.

The height of the building allows for views looking towards the valley. Another design aspect is cantilevered glass “view boxes” on the office floors to accentuate the views.

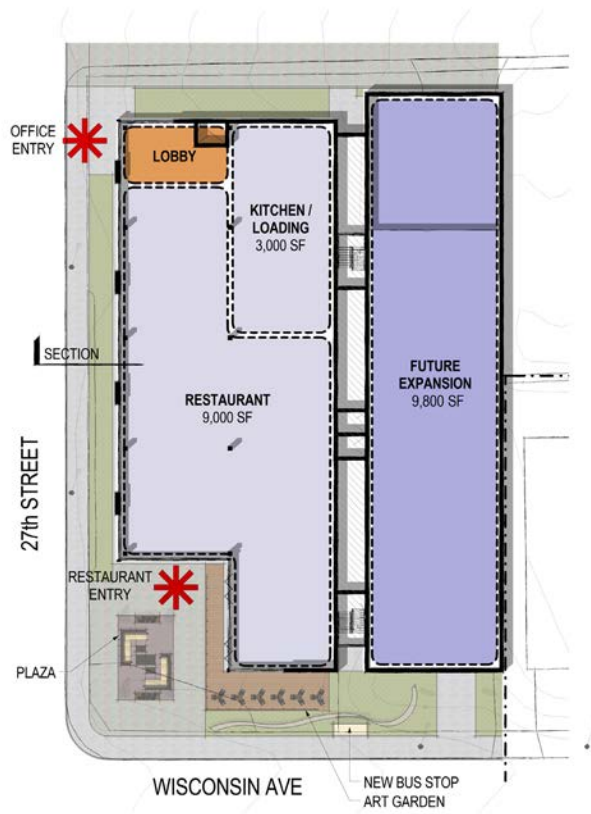
The concept maintains its north parking lot, currently shared with adjacent properties. Other architectural features include glazing along the first floor, outdoor seating, and a green roof.

The feedback was positive with great support for a restaurant on the corner of Wisconsin and 27th. In order to fully activate that site, it was suggested to create a set-back on the corner, in order to create a public gathering and green space, as well as a bus stop.

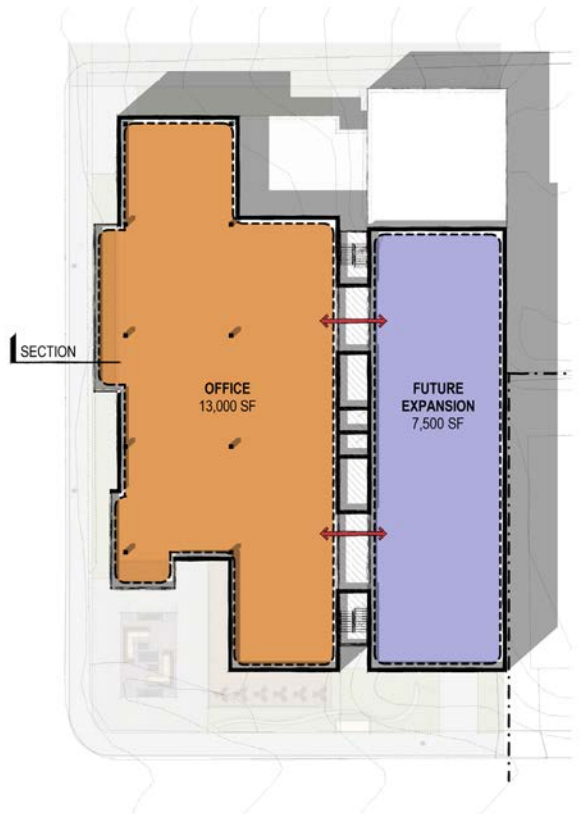


SITE 1- 27th and Wisconsin

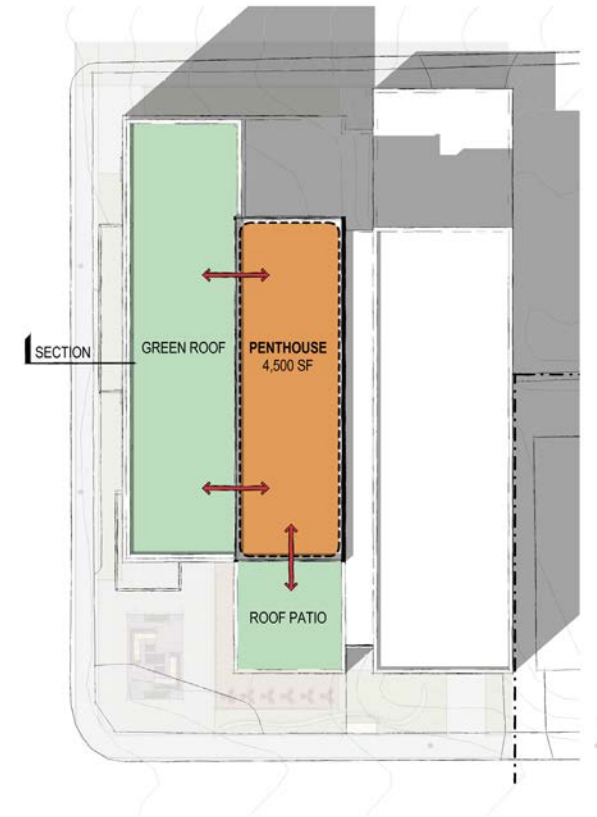
(NE Corner)



FIRST FLOOR PLAN



TYPICAL UPPER FLOOR PLAN



PENTHOUSE / ROOF PLAN

SITE 1- 27th and Wisconsin

(NE Corner)

FINAL SITE PROPOSAL

New Construction (Corner of Wisconsin & 27th):

- Maximize the views to the valley with “view boxes”
- Restaurant on the first floor
- Lobby and office entry (mid-block on 27th)
- 2nd through 6th floor office use

Exterior Uses:

- Public Plaza
- New bus stop and art garden
- Maintain north parking lot
- Roof patio
- Green roof

Adaptive Re-use:

- Building core elevator and connection point between existing building and new construction



Corner of 27th and Wells

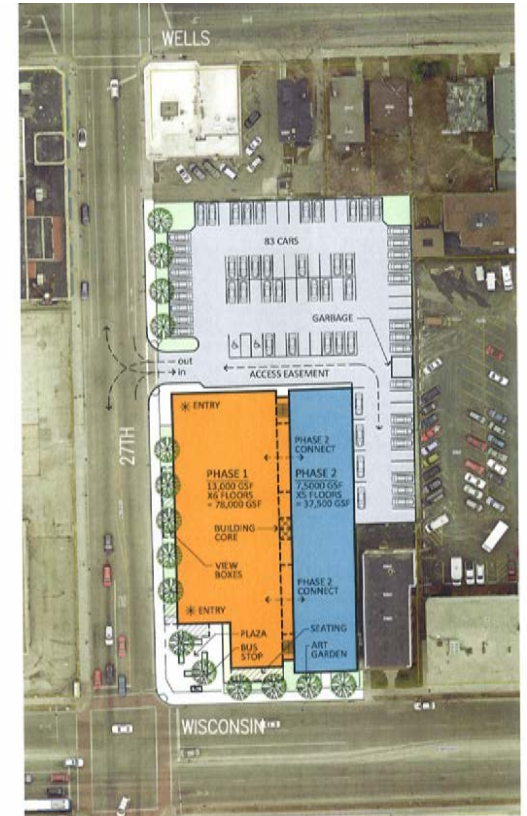


View from an office space, looking southeast

SITE 1- 27th and Wisconsin (NE Corner)



West facade, looking south on 27th Street



SITE 2- West Side of 27th Street

(Between Kilbourn & Wells)



2.09 acres

SITE 2- West Side of 27th Street (Between Kilbourn & Wells)



SITE 2- West Side of 27th Street

(Between Kilbourn & Wells)



SITE 2

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

Site Area SF: 91,039

Traffic Count 27th Street: 15,500
 Traffic Count Wells Street: 5,300

| LOT NUMBERS | OWNER | ZONING CODE | LOT AREA | BUILDING AREA | ADDRESS | YEAR BUILT |
|-------------|--------------------------------|-------------|-----------|---------------|------------------------|------------|
| LOT 1 | THE ANNE T HAFEMANN | RT3 | 2,773 SF | 1994 SF | 826 N 28TH STREET | 1907 |
| LOT 2 | WIEGAND INVESTMENTS 624 LLC | LB2 | 8,793 SF | N/A | 2734 W WELLS STREET | N/A |
| LOT 3 | WIEGAND INVESTMENTS 624 LLC | LB2 | 55,353 SF | 62,133 SF | 801 N 27TH STREET | N/A |
| LOT 4 | WIEGAND INVESTMENTS 624 LLC | LB2 | 17,181 SF | 13,902 SF | 839 N 27TH STREET | N/A |
| LOT 5 | WIEGAND INVESTMENTS 624 LLC | LB2 | 6,939 SF | 1,483 SF | 853 N 27TH STREET | N/A |

SITE 2- West Side of 27th Street

(Between Kilbourn & Wells)

CONTEXT & FOCUS GROUP INPUT:

- Previously mixed-use apartments
- Across the street from Penfield Children's Center
- High traffic count on 27th Street
- One of the most dense areas of Milwaukee
- Opportunity for neighborhood destination and social gathering
- Activate the ground floor and northern part of the site

CHARENTE PROGRAM REQUIREMENTS:

- Adaptive reuse for the corner building – work/live with housing upper and work or retail ground floor
- Large building in the middle of the site, adaptive reuse for makerspace or fitness
- New construction northern part with public space – restaurant, community center, clinic, housing
- Restaurant could include a healthy food/deli element for pick-up
- Parking on-site
- Public space as part of new construction



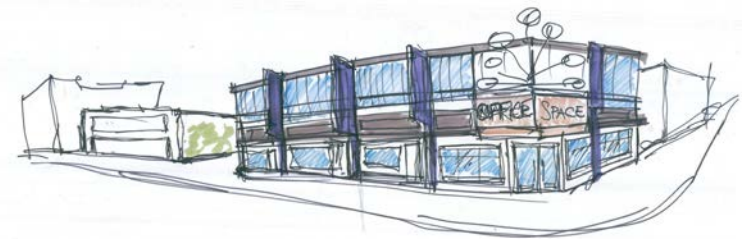
SITE 2- West Side of 27th Street

(Between Kilbourn & Wells)

Quorum Architects

Located on 27th Street, between Kilbourn and Wells, Site 2 is 91,039 square feet and takes up the majority of the block. The site has a large parking lot on the west side of the block, a large rectilinear building in the center, and a historical building facing the street along 27th Street. The two large buildings have great adaptive re-use potential. The northern part of the block was proposed as new construction, an office and retail building.

Quorum originally proposed four potential uses for the site, including an fitness center, makerspaces, urban office, and farm to table space. The four schemes all included a cafe on the corner of Wells and 27th, gathering space, social & health benefits, as well as visual connections from Kilbourn to Wells.



KILBOURN & 27th ST



Near West Side



SITE 2- West Side of 27th Street

(Between Kilbourn & Wells)

The feedback was favorable towards the Urban Agriculture Center/Greenhouse, as well as a teen fitness center. It was suggested the proposals be combined so the site could function as both a Fitness Teen Center and a neighborhood community space with a Farmer's Market.

This idea was further supported, encouraging the development of food and nutrition education combined with access to fresh food. This combination could serve as a destination for both the neighborhood and the region.

Feedback suggested an anchor use be located on each corner of 27th Street with retail or work/sell uses along the ground level of the block to activate the site.



SITE 2- West Side of 27th Street

(Between Kilbourn & Wells)

FINAL SITE PROPOSAL

Large central block building (Adaptive Re-use):

- Community space
- Teen education center
- Fitness Center
- Interior maker market
- Exterior Farmer's Market
- Greenhouse along the southwest side of the block
- Maker space along the street facade (27th Street)
- Office space on the second level of makerspace storefront



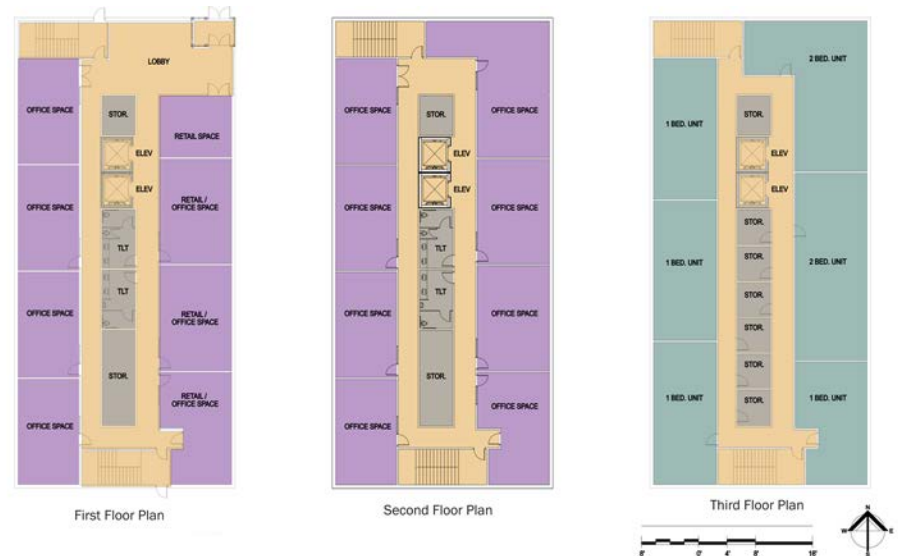
Corner of 27th and Kilbourn

New Construction (Corner of 27th and Kilbourn):

- Office space on the 1st and 2nd floors
- Retail space on the 1st and 2nd floors
- Residential on the upper level

Adaptive Re-use (Corner of 27th & Wells):

- Cafe/ Take-away
- Community kitchen
- Community dining
- Restaurant, west side with access to outdoor patio
- Residential (2nd, 3rd, 4th floors)

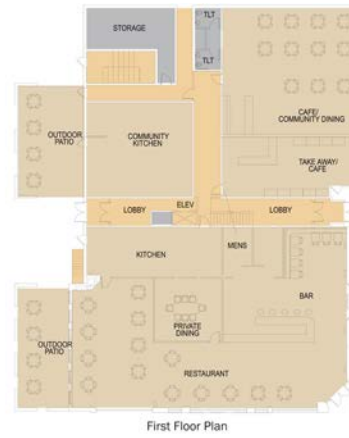


SITE 2- West Side of 27th Street

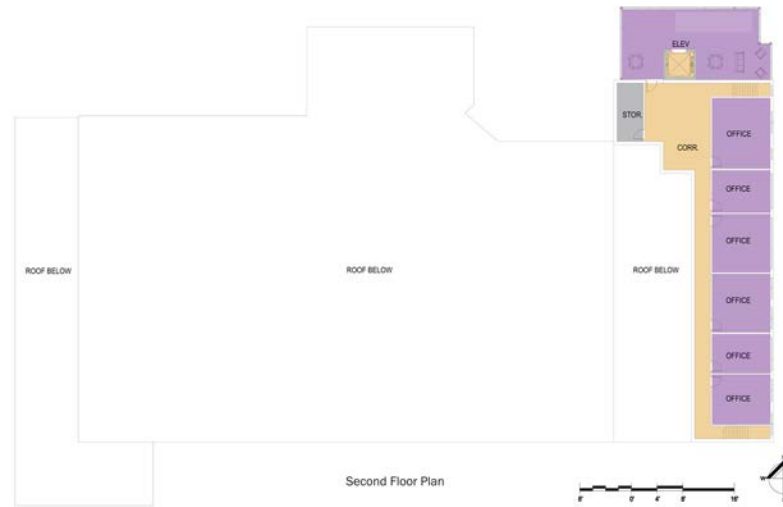
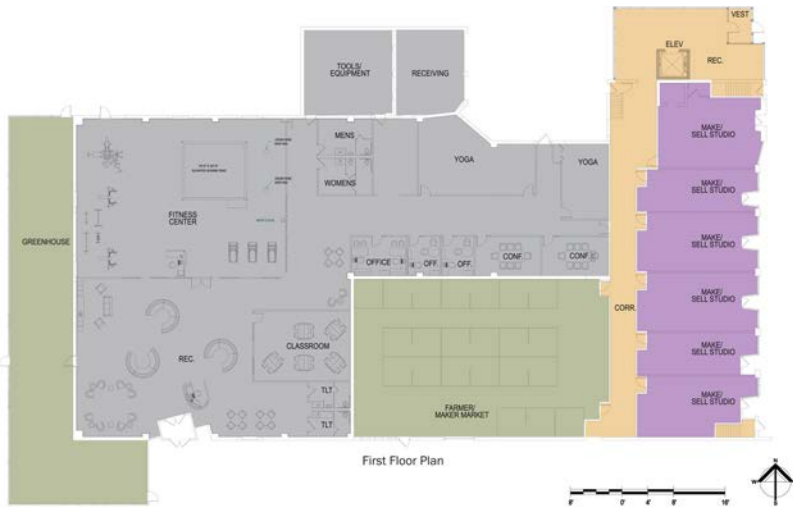
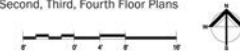
(Between Kilbourn & Wells)



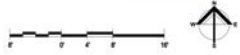
Adaptive re-use, corner of 27th and Wells



- Green Space
- Community Space
- Maker Space

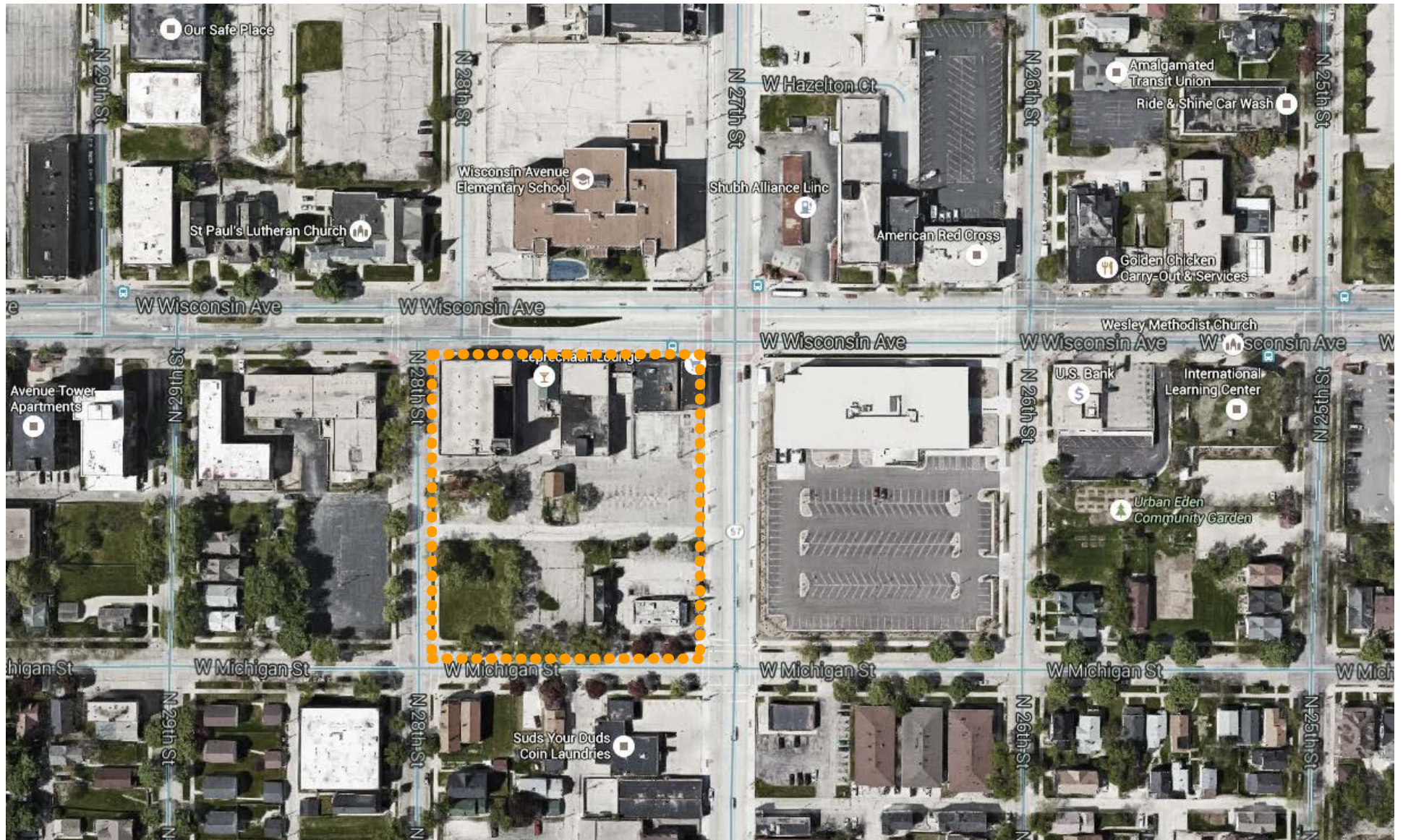


- Circulation
- Residential Space
- Restaurant Space



SITE 3- 27th and Wisconsin

(SW Corner)



2.33 acres

SITE 3- 27th and Wisconsin

(SW Corner)



SITE 3- 27th and Wisconsin

(SW Corner)



SITE 3

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

Site Area SF: 101,313

Traffic Count 27th Street: 15,500

Traffic Count Wisconsin Ave: 12,700

| LOT NUMBERS | OWNER | ZONING CODE | LOT AREA | BUILDING AREA | ADDRESS | YEAR BUILT |
|-------------|-------------------------|-------------|-----------|---------------|------------------------|------------|
| LOT 1 | CERIA M TRAVIS ACADEMY | LB2 | 10,800 SF | 38,184 SF | 2733 W WISCONSIN AVE | N/A |
| LOT 2 | CERIA M TRAVIS ACADEMY | LB2 | 3,600 SF | N/A | 2729 W WISCONSIN AVE | N/A |
| LOT 3 | MICHAEL C SILBER | LB2 | 3,600 SF | 2,304 SF | 2725 W WISCONSIN AVE | N/A |
| LOT 4 | WISCONSIN BILLIARDS INC | LB2 | 10,800 SF | 15,030 SF | 2719 W WISCONSIN AVE | N/A |
| LOT 5 | WILLIAM H NIEWOEHNER | LB2 | 7,200 SF | 3,518 SF | 2709 W WISCONSIN AVE | N/A |
| LOT 6 | FALA7 INVESTMENTS LLC | LB2 | 3,600 SF | 3,480 SF | 2701 W WISCONSIN AVE | N/A |
| LOT 7 | MICHAEL C SILBER | RT4 | 2,992 SF | 893 SF | 626 N 28TH STREET | 1905 |
| LOT 8 | CERIA M TRAVIS ACADEMY | RT4 | 1,374 SF | N/A | 626 N 28TH STREET | N/A |
| LOT 9 | MICHAEL C SILBER | RT4 | 1,206 SF | 1,320 SF | 626 N 28TH STREET | 1895 |
| LOT 10 | CITY OF MILWAUKEE | LB2 | 10,807 SF | N/A | 625 N 28TH STREET | N/A |
| LOT 11 | CERIA M TRAVIS ACADEMY | RT4 | 5,528 SF | N/A | 620 N 28TH STREET | N/A |
| LOT 12 | MICHAEL C SILBER | RT4 | 2,762 SF | N/A | 612 N 28TH STREET | N/A |
| LOT 13 | YW HOUSING INC | RT4 | 4,644 SF | N/A | 2736 W MICHIGAN STREET | N/A |
| LOT 14 | YW HOUSING INC | RT4 | 3,600 SF | N/A | 2734 W MICHIGAN STREET | N/A |
| LOT 15 | YW HOUSING INC | RT4 | 10,800 SF | N/A | 2720 W MICHIGAN STREET | N/A |
| LOT 16 | MARIO MILITELLO | RT4 | 3,600 SF | 2,520 SF | 2716 W MICHIGAN STREET | 1901 |
| LOT 17 | H & K PARTNERS, LLC | LB2 | 14,400 SF | 2,070 SF | 605 N 27TH STREET | N/A |

SITE 3- 27th and Wisconsin

(SW Corner)

CONTEXT & FOCUS GROUP INPUT:

- Across the street from vacant Wisconsin Avenue Elementary School
- Major intersection that serves as a gateway from the south
- Typography of the site allows views of Menomonee Valley
- Create a destination use, as well as uses that serve the Merrill Park, Concordia and Avenues West neighborhoods

CHARETTE PROGRAM REQUIREMENTS:

- Clear site, new construction (keep Travis building)
- Major employer or other use (commercial kitchen)
- Veterinary expansion with dog park
- Coffee shop (drive-through)
- Restaurant(s)
- Housing facing Michigan Avenue and 28th Street, wrap portion of 27th Street
- Public spaces -- park for the residents and plaza along Wisconsin Avenue
- Major identity at intersection
- Parking on-site



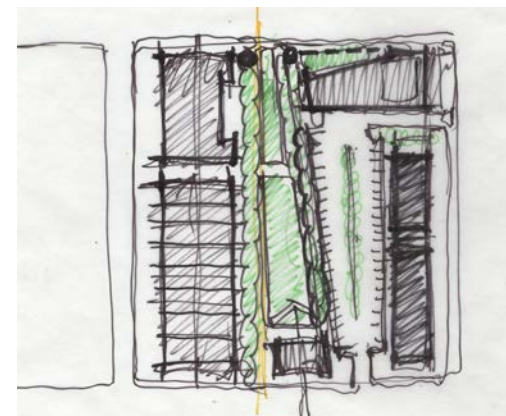
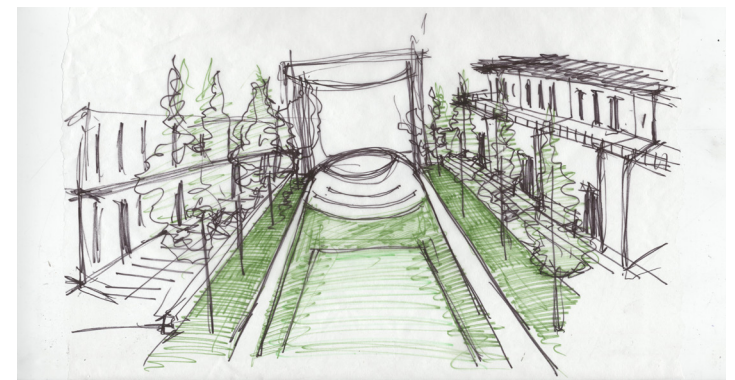
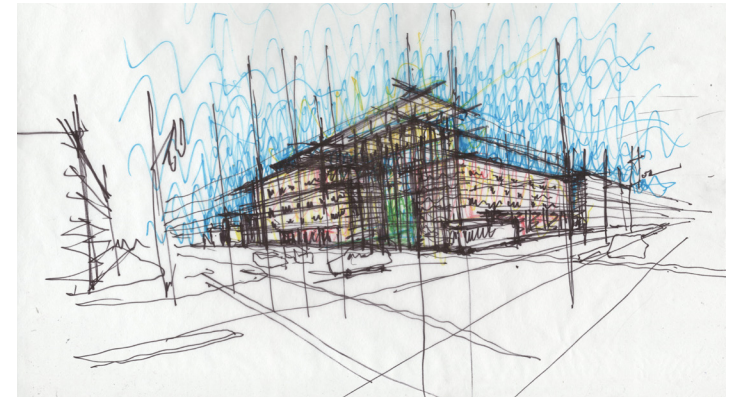
SITE 3- 27th and Wisconsin

(SW Corner)

HGA Architects

Located on the west side of 27th Street between Wisconsin and Michigan Avenue, Site 3 allows for a complete revitalization and vision of the block, while integrating an adaptive re-use project (Travis Academy Building).

HGA proposed a space that would mediate different worlds, by creating a public space that connects the neighborhood to the southwest. HGA proposed three schemes, a Wellness Center, an Arts and Entertainment hub, and a mixed use urban athlete facility. All of the schemes included a central community space.



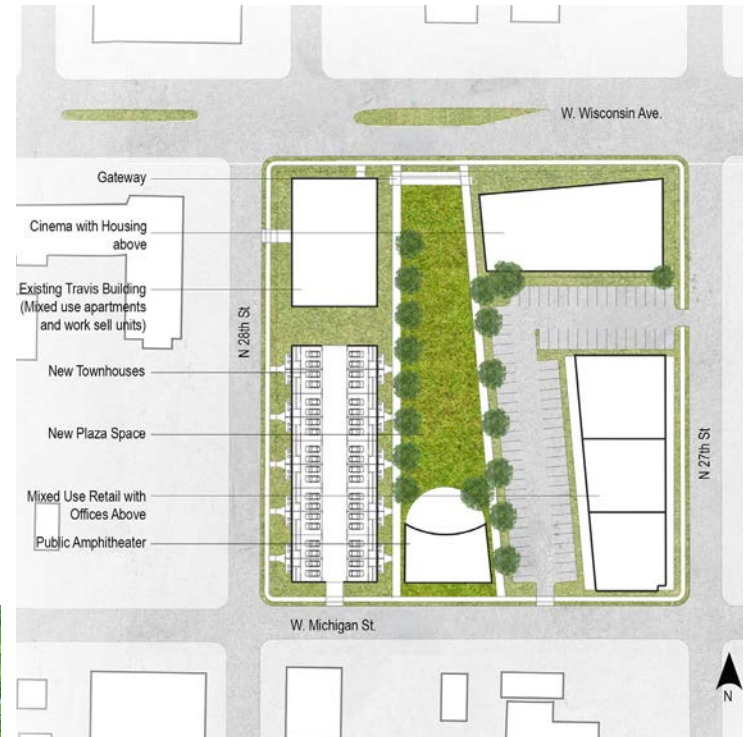
SITE 3- 27th and Wisconsin

(SW Corner)

The feedback for the proposals were positive with the Arts & Entertainment scheme favored. Stakeholders supported an outdoor concert space, outdoor public space, as well as a cinema. There was a strong push to encourage both indoor and outdoor community space and to keep safety in mind.

The interior public space is activated through ground floor retail, pavilion, and connections to Wisconsin and Michigan Avenues. Neighborhood events can be programmed along with every day passive activities.

Live-work units are incorporated into the adaptive re-use building (Travis). It was suggested during the feedback discussion to orient these live work units to the interior of the public space.



View looking from Wisconsin Ave. into the public plaza



SITE 3- 27th and Wisconsin

(SW Corner)

FINAL SITE PROPOSAL

- Courtyard scheme
- Focus towards Arts and Entertainment
- Public amphitheater
- Open public green space
- New constructed townhomes along 28th Street
- Adaptive re-use, live-work units in the Travis building
- Cinema with housing above, corner of Wisconsin and 27th Street
- Mixed use retail and office space along 27th Street



View along N. 28th Street



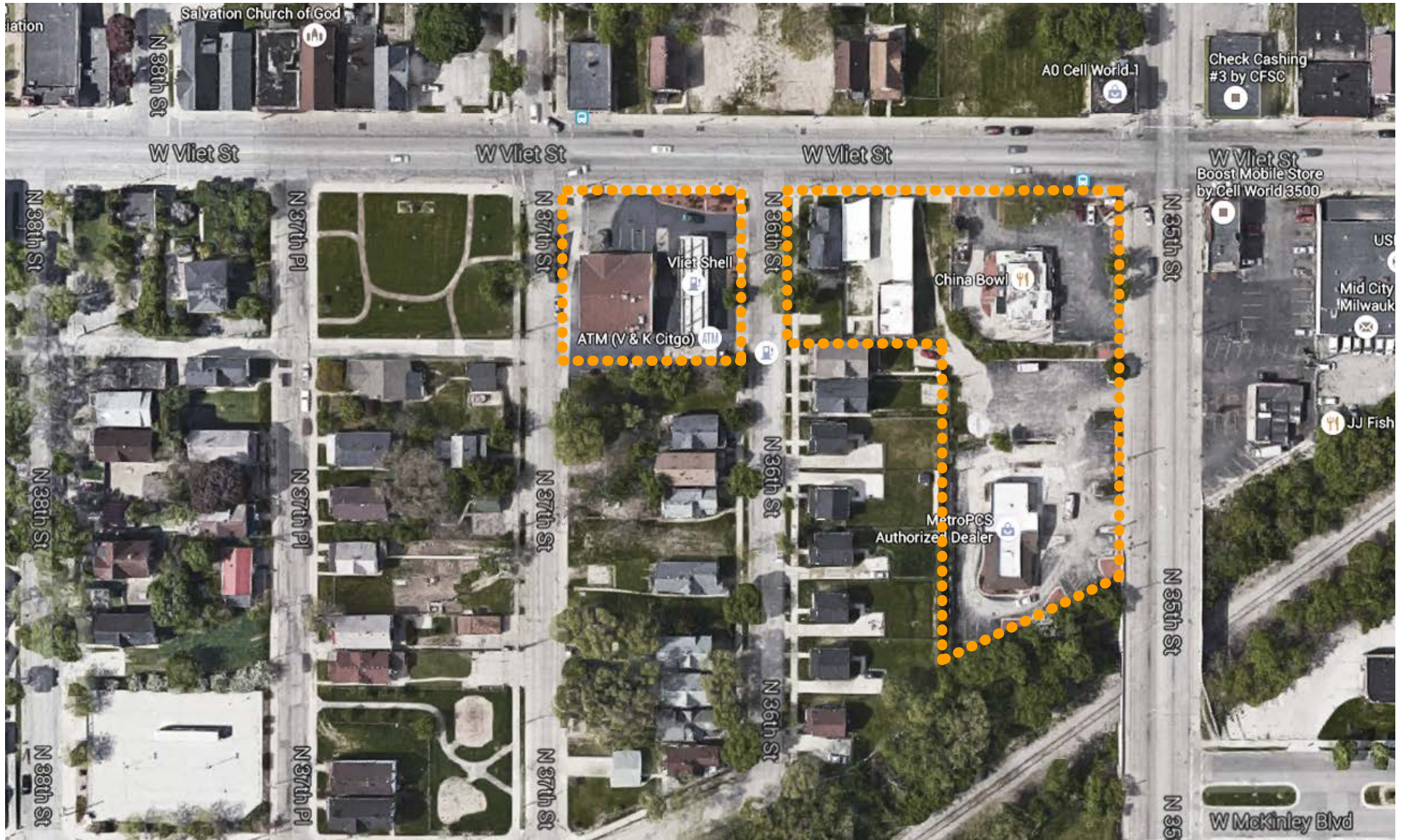
View looking east from residential balcony onto the public amphitheater



View looking at the corner of Wisconsin and 28th (Travis Building)

SITE 4- 35th and 37th

(South side of Vliet)



1.88 acres

SITE 4- 35th and 37th

(South side of Vliet)



SITE 4- 35th and 37th

(South side of Vliet)



SITE 4

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

Site Area SF: 81,679

Traffic Count Vliet Street: 14,500

Traffic Count 35th Street: 12,400

| LOT NUMBERS | OWNER | ZONING CODE | LOT AREA | BUILDING AREA | ADDRESS | YEAR BUILT |
|-------------|----------------------|-------------|-----------|---------------|---------------------|------------|
| LOT 1 | THIRTY SIX VLIET LLC | LB2 | 18,495 SF | 3,570 SF | 3611 W VLIET STREET | N/A |
| LOT 2 | INSIDER'S CASH LLC | LB2 | 3,600 SF | 1,725 SF | 3535 W VLIET STREET | 1900 |
| LOT 3 | ERNEST ZAZUETA | LB2 | 3,600 SF | 1,085 SF | 3529 W VLIET STREET | N/A |
| LOT 4 | ERNEST ZAZUETA | LB2 | 3,600 SF | 3,717 SF | 3525 W VLIET STREET | N/A |
| LOT 5 | CITY OF MILWAUKEE | LB2 | 4,154 SF | N/A | 3521 W VLIET STREET | N/A |
| LOT 6 | AHMAD PROPERTIES LLC | LB2 | 16,689 SF | 1,987 SF | 1353 N 35TH STREET | N/A |
| LOT 7 | AHMAD PROPERTIES LLC | LB2 | 35,141 SF | 2,874 SF | 1333 N 35TH STREET | N/A |

SITE 4- 35th and 37th

(South side of Vliet)

CONTEXT & FOCUS GROUP INPUT:

- Across the street from Milwaukee Post Office, near Harley-Davidson
- Green space on the west side of 37th Street, could be converted to housing
- Many vacant lots on the north side of Vliet - image needs to be improved
- Neighborhood uses and services desired

CHARETTE PROGRAM REQUIREMENTS:

- New construction with multiple uses, multiple benefits
- Neighborhood grocery (7,000 to 15,000sf) with a cultural element based on neighborhood demographics
- Public space that could be used as outdoor market
- Neighborhood services, community center, commercial kitchen
- Housing – senior, duplex, or multi-unit apartments
- Parking on-site



SITE 4- 35th and 37th

(South side of Vliet)

The majority of the feedback was in favor of a neighborhood grocery market, with the market requiring 15,000 SF. The grocery store would serve the immediate neighborhood and allow Harley-Davidson employees to shop at a fresh market near their work. On the weekends, the grocery could function as public market with additional vendors coming to the site, utilizing the adjacent public space.

A commercial kitchen is also proposed, with adjacent Hmong and African American cultures being emphasized. Other community programs could include home ownership classes and training. The multi-use aspect may allow financing options.



Market opening up to 36th Street



SITE 4- 35th and 37th

(South side of Vliet)

FINAL SITE PROPOSAL

- Grocery on the corner of Vliet and 35th
- Residential Lobby along 35th for the residents above
- Public and resident parking on 35th Street
- Public Market along Vliet, next to Grocery store
- Pocket park on Vliet, connecting market and senior housing
- Transparent windows along the building fronts



View looking east on Vliet Street



Corner of 35th and Vliet, housing and upper level public space

SITE 5 - 35th and State



1.29 acres

SITE 5 - 35th and State



SITE 5 - 35th and State



SITE 5

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

Site Area SF: 56,259

Traffic Count State Street: 5,900
 Traffic Count 35th Street: 18,400

| LOT NUMBERS | OWNER | ZONING CODE | LOT AREA | BUILDING AREA | ADDRESS | YEAR BUILT |
|-------------|---------------------------|-------------|-----------|---------------|---------------------|------------|
| LOT 1 | MGCAT LLC | RM5 | 12,200 SF | 7,601 SF | 1033 N 35TH STREET | 1910 |
| LOT 2 | ANDY SONG | LB2 | 13,504 SF | 25,518 SF | 3535 W STATE STREET | N/A |
| LOT 3 | WILLIAM C GAGLIANO REV TR | LB2 | 15,905 SF | 9,665 SF | 973 N 35TH STREET | N/A |
| LOT 4 | CITY OF MILWAUKEE | LB2 | 4,110 SF | N/A | 964 N 35TH STREET | N/A |
| LOT 5 | WILLIAM C GAGLIANO REV TR | RT4 | 10,540 SF | N/A | 959 N 35TH STREET | N/A |

SITE 5 - 35th and State

CONTEXT & FOCUS GROUP INPUT:

- Advanced Automotive Service's prominent business in the area
- Gateway to Miller Valley and local anchor business, including Harley-Davidson, MillerCoors, and Potawatomi Business Development Corporation - congested traffic flow
- High traffic count on 35th Street
- Appearance needs to be improved to celebrate Iconic Way and area businesses
- Include uses to serve the residents, as well as destination uses
- Consider traffic flow improvements with public art feature

CHARENTE PROGRAM REQUIREMENTS:

- Adaptive reuse and public art component
- Keep Automotive Business, include façade renovation and landscaping
- Adjacent buildings – makerspace, training facility, fitness, or other neighborhood uses, integrate electric bike business
- Small house - coffee shop, teen center, non-profit center
- Public art as gateway and part of Iconic Way identity

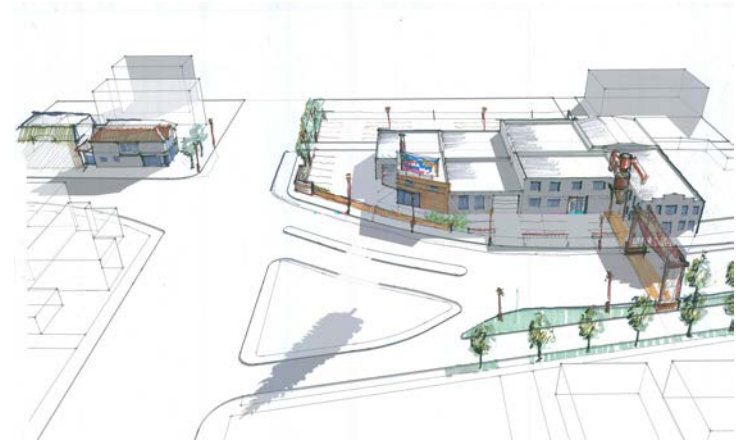


SITE 5 - 35th and State

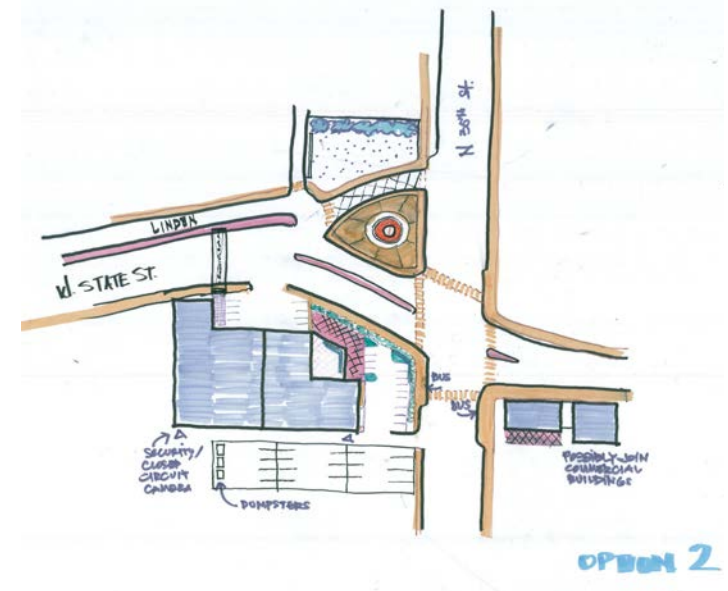
Miller Architectural Group

Located at 35th and State Street, Site 5 is large and spread out, touching three corners of a complex intersection. The concept of this site was focused around beautifying the exterior space surrounding the intersection, slowing traffic on 35th Street, and creating a symbolic identity for the area as a gateway feature.

Miller Architectural Group proposed the autoshop remove cars from the front lot and add additional parking in the rear and along the alley, modernize the billboard, and add landscaping. They proposed making the intersection pedestrian friendly and redirect traffic flowing south on 35th to west on State Street. The house on the southwest corner of 35th and State should be adaptively re-used as a pub, deli, bakery or coffee house.



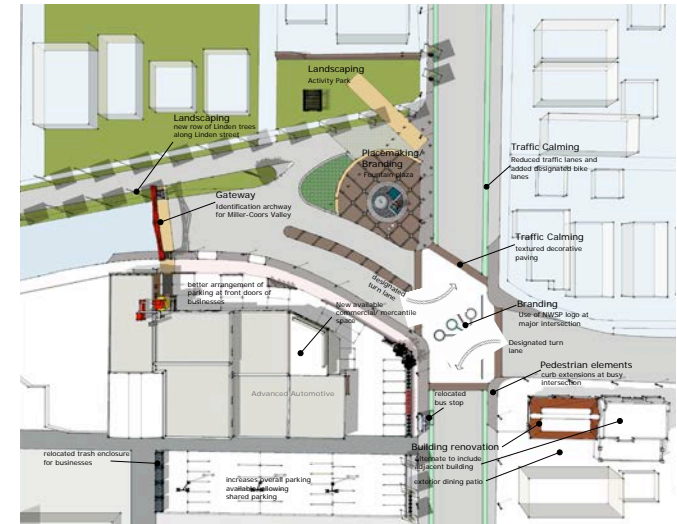
View looking south on 35th Street



SITE 5 - 35th and State

The feedback was positive, and many thought the small building across from the auto shop would serve well as a coffee house. It was also suggested that the billboard be a great opportunity for public art and advertisement opportunity for MillerCoors, Harley-Davidson, NWSP, and area businesses. Another suggestion included relocating the bus stop near the coffee house.

Miller Architectural Group considered all opportunities to enhance the exterior and public space of this intersection. They proposed creating crosswalks, demarcated a central hub of public space between State and Linden, and designed a colorful gateway element along State Street with a large arch and painting of the venting system on the buildings. Parking at the corner is relocated and replaced with landscaping. A small public plaza and fountain are the central feature between State, Linden, and 35th Street.



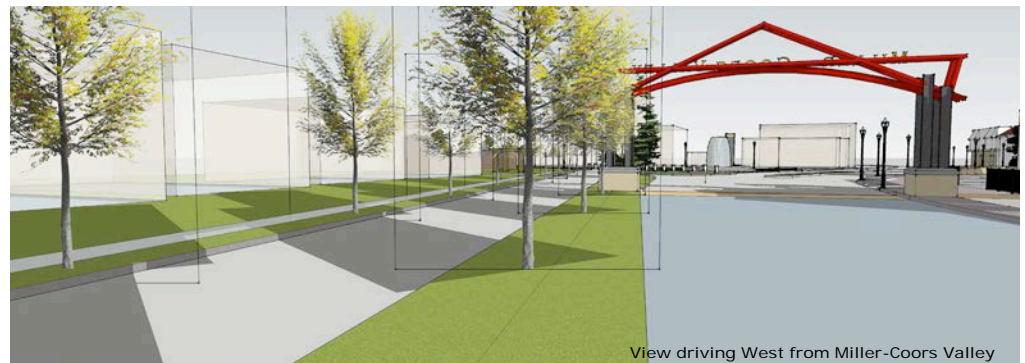
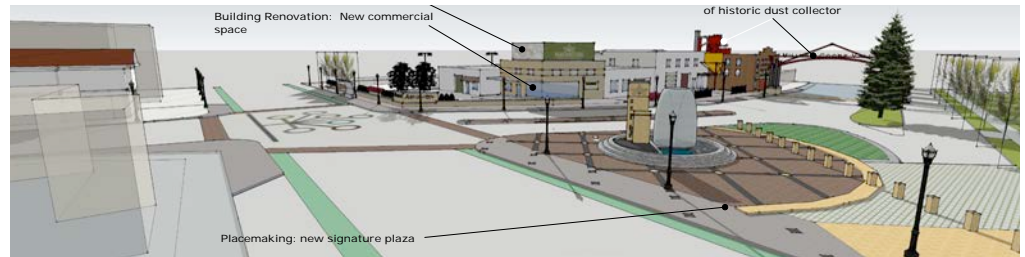
Aerial looking Northwest on 35th & State Street



SITE 5 - 35th and State

FINAL SITE PROPOSAL

- Gateway feature
- Adaptive re-use of the house into a Coffee shop
- Add small building next to coffee house for additional space
- Make the “hub” pedestrian friendly with streetscaping, landscaping, and emphasizing crosswalks
- Redesign the billboard to highlight area businesses and activities
- Rearrange parking for the autoshop and include new signage
- Branding for the neighborhood- NWSP logo on intersection
- Relocate the bus stop
- Create signature element/public art in central node



SITE 6 - Wisconsin & 35th

(West Side of 35th)



2.15 acres

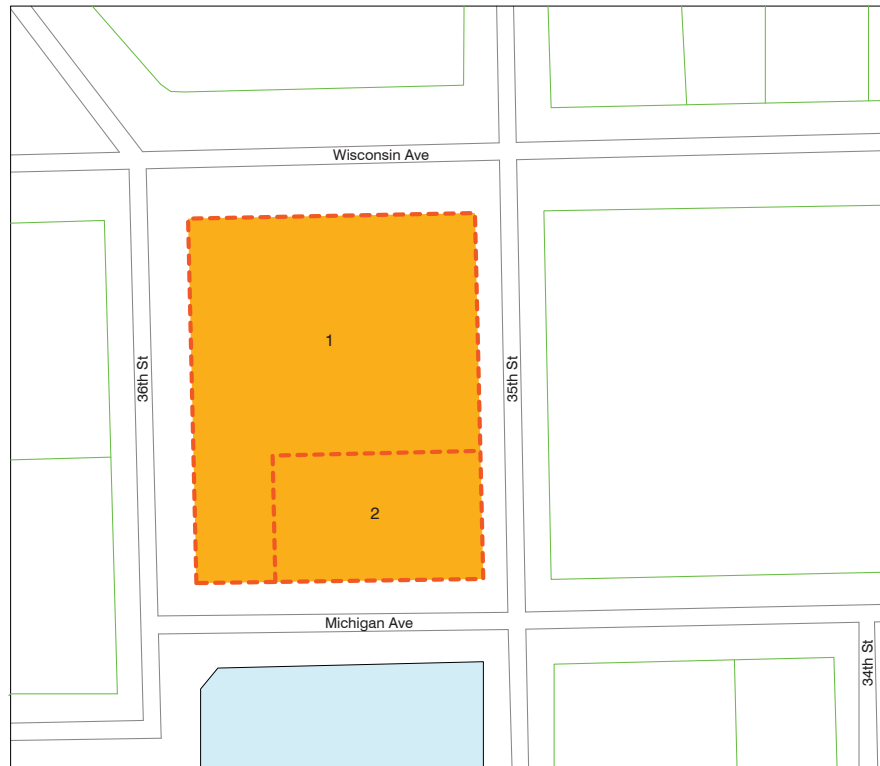
SITE 6 - Wisconsin & 35th

(West Side of 35th)



SITE 6 - Wisconsin & 35th

(West Side of 35th)



SITE 6

- City of Milwaukee Redevelopment Authority
- Site
- Privately Owned

Site Area SF: 93,780

Traffic Count Wisconsin Street: 15,000

Traffic Count 35th Street: 17,000

| LOT NUMBERS | OWNER | ZONING CODE | LOT AREA | BUILDING AREA | ADDRESS | YEAR BUILT |
|-------------|------------------------|-------------|-----------|---------------|----------------------|------------|
| LOT 1 | MEGAL DEVELOPMENT CORP | LB2 | 69,990 SF | 28,754 SF | 3501 W WISCONSIN AVE | N/A |
| LOT 2 | MEGAL DEVELOPMENT CORP | LB2 | 23,790 SF | 13,300 SF | 613 N 35TH STREET | N/A |

SITE 6 - Wisconsin & 35th

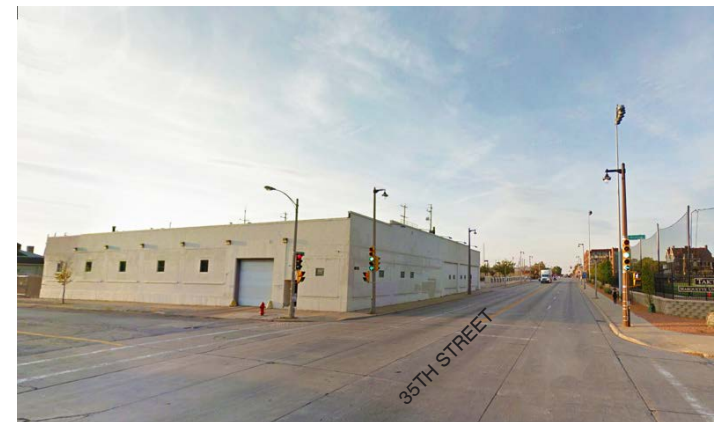
(West Side of 35th)

CONTEXT & FOCUS GROUP INPUT:

- Across from Marquette University High School and Walgreens
- Adjacent to Merrill Park neighborhood and recreation fields
- Opportunity to partner on use of outdoor recreation fields
- High traffic count on 35th Street, gateway from the west and south

CHARENTE PROGRAM REQUIREMENTS:

- Adaptive reuse or all new construction
- Adaptive reuse -- garden center and home building center
- New construction -- recreation facility with link to athletic fields to the south and serve neighborhood residents
- Parking on-site
- Public space or feature at 35th Street and Wisconsin Avenue
- Iconic building or feature to emphasize the gateway into Milwaukee and the Near West Side



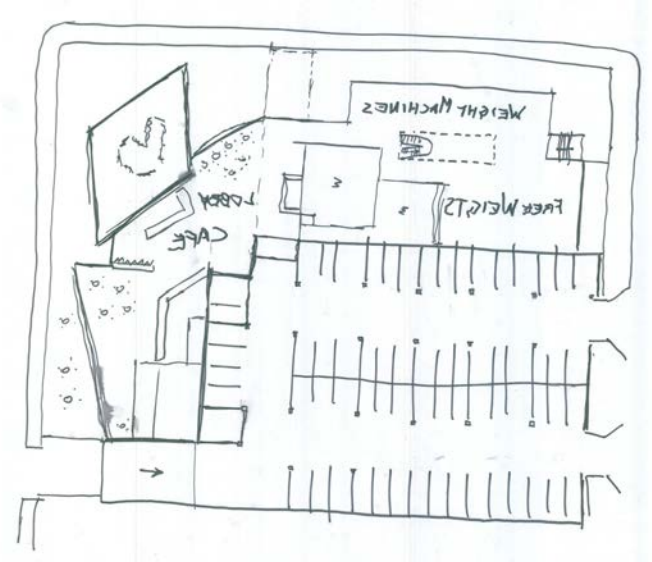
SITE 6 - Wisconsin & 35th

(West Side of 35th)

American Design Architects

Site 6 is located on 35th and Wisconsin. This is a prime location with its adjacency to Marquette University High School, Walgreens, Merrill Park, and access to the interstate. The site is considered a destination location that could draw outsiders into the Near West Side neighborhood, as well as serve area residents.

American Design Architects imagined this site as two possible programs. One, an adaptive reuse as a garden center and the other a new recreational ice facility. The recreational facility would include a field house, outdoor rink, indoor soccer and basketball courts, CrossFit gym, and parking. Phase II would include an educational center focused on health and recreation.



SITE 6 - Wisconsin & 35th

(West Side of 35th)

After initial proposals, there was strong support for the recreational facility with emphasis on the ice-skating and hockey rink. There was some hesitation as to whether you could fit all programs (basketball, soccer, hockey etc.) into the facility. Feedback confirmed the need to make the facility and programs accessible to the neighborhood and public.

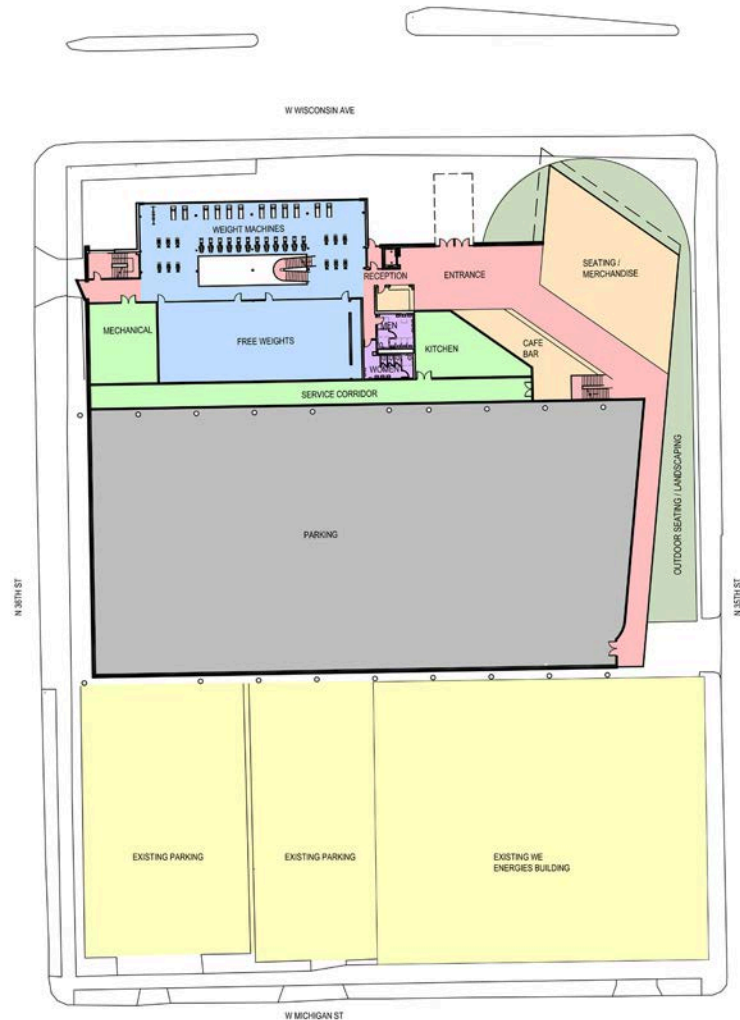
Architectural design should ensure an iconic feature that can transform the identity of this gateway. A glass corner with views of an indoor climbing wall creates this iconic image. Shared parking could be explored with Marquette University High School.

Stakeholders suggested the facility provide youth and adult programs, covering an 18 hour day. Partnerships could include local schools, agencies, and foundations. Local partners are needed to make this feasible.



View looking at the corner of 35th & Wisconsin Street

Near West Side



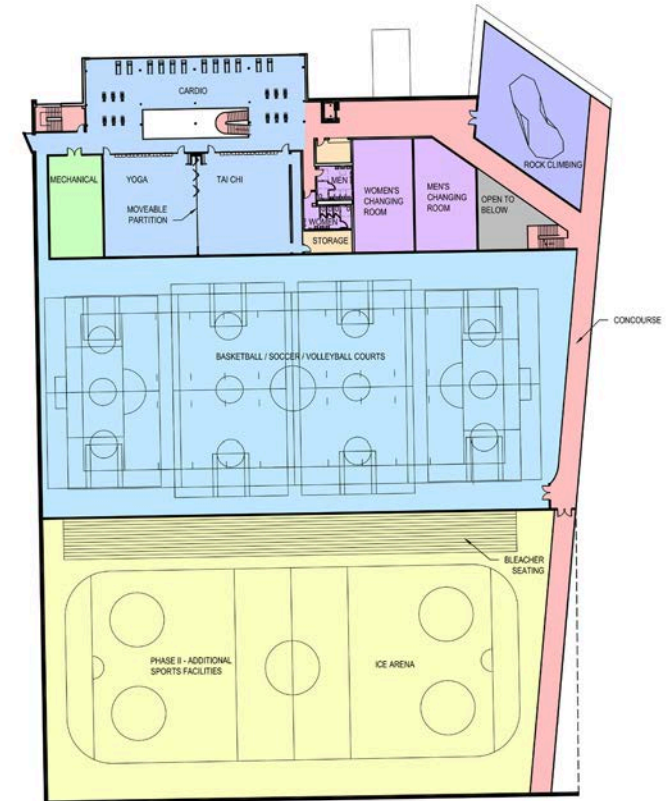
35th Street and Wisconsin Avenue - First Level
SCALE: 1" = 30'-0" Near West Side Site #6 04.11.2016

SITE 6 - Wisconsin & 35th

(West Side of 35th)

FINAL SITE PROPOSAL

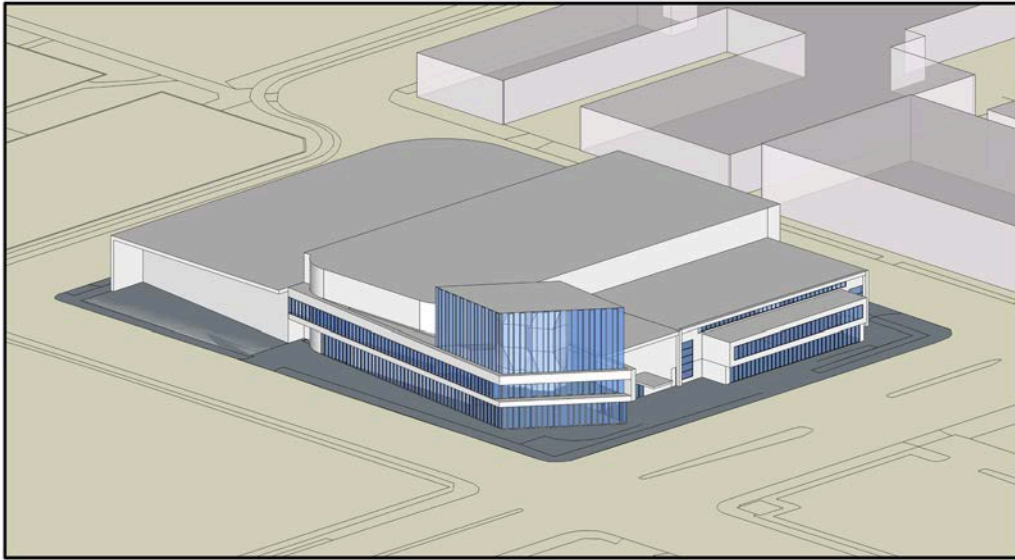
- Iconic Gateway into Milwaukee and the Near West Side
- Destination uses for residents and the region
- Accessible asset to the immediate neighborhood/public
- Recreational facility
- Strong corner presence on 35th and Wisconsin
- Wellness Facility: Tai chi, Yoga, Weight Rm, Cafe bar, Kitchen, Retail
- Climbing wall as part of wellness facility
- Field house on second floor: Ice Hockey, Basketball, Volleyball
- Outdoor seating
- Mid-block parking
- Interest in Phase II, moving the existing WE energies building
- Connection with neighborhood and other institutions



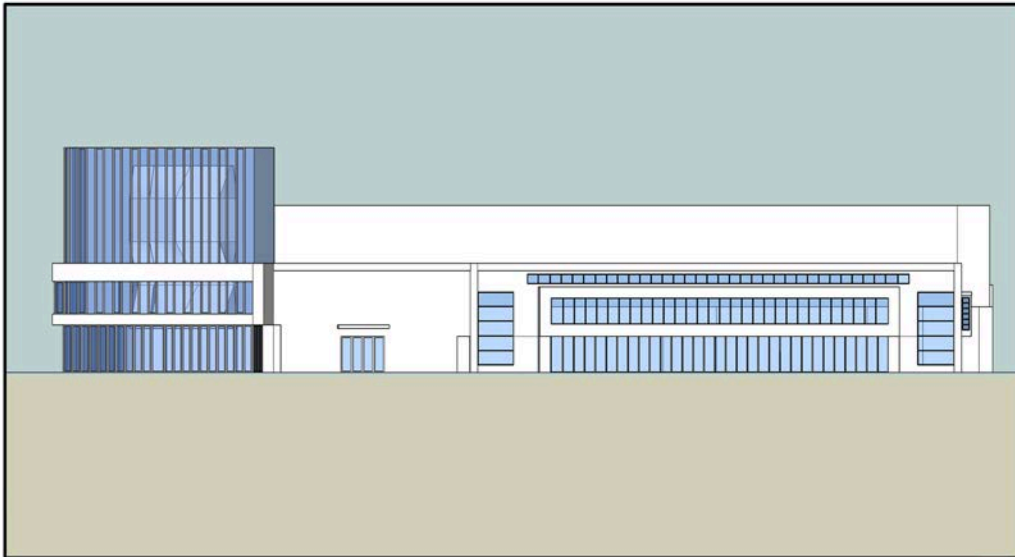
N
35th Street and Wisconsin Avenue - Second Level
SCALE: 1" = 30'-0"
Near West Side Site #6 04.11.2016

SITE 6 - Wisconsin & 35th

(West Side of 35th)



Aerial looking at the corner of on 35th St. & Wisconsin Ave.



Wisconsin Avenue elevation



“The Charette process is one of the most important tools as we look at economic development and community revitalization in the Near West Side. Residents, property owners, and many stakeholders had a platform to speak of land use, potential housing, and retail development opportunities in this historic and dynamic community.”

- Keith Stanley (Near West Side Partners, Executive Director)