

# NORTH AVENUE ON THE EASTSIDE: CREATING A SAFE PLACE FOR PEOPLE

Realizing Milwaukee's Vision Zero Goal



North Avenue between the Milwaukee River and Prospect Avenue is the heart of Milwaukee's East Side. For generations, this stretch of North Avenue has pulsed with culture (the Oriental Theatre), history (the North Point Water Tower), local entrepreneurs (such as Beans & Barley) and large institutional anchors (Columbia Saint Mary).

Yet in the past years, North Avenue has become increasingly unsafe and inhospitable. The street has grown tired and unwelcoming fostering high-speed automobile travel, suppressing economic development and discouraging the vibrant pedestrian experience needed for the district's long-term health and viability.

The following study considers a new North Avenue. A North Avenue where everyone is welcome and can comfortably travel whether walking, biking, riding a scooter, using transit, or driving. The "Interim Solution(s)" can be implemented quickly and with a relatively small investment. The "Long-Term Solution(s)" require more investment and would create a North Avenue we believe will stand along any great street in the world.

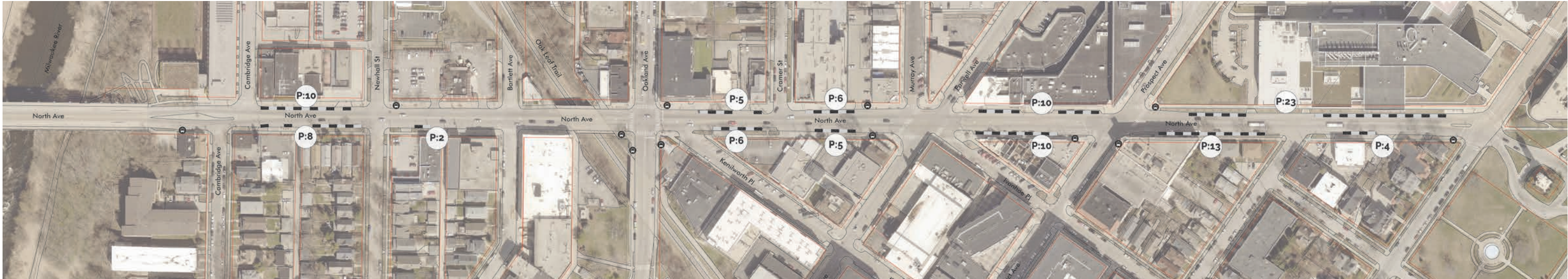
The recommendations that follow directly support and are inspired by the City of Milwaukee's recent commitment to **Vision Zero**. This study also builds upon and is consistent with prior planning efforts:

- » Northeast Side Area Plan, City of Milwaukee, last amended in 2018
  - » City of Milwaukee Complete Streets Policy, adopted in 2018
  - » Gathering Places Feasibility Study, City of Milwaukee, 2022
  - » East Side BID Market and Redevelopment Study, 2015

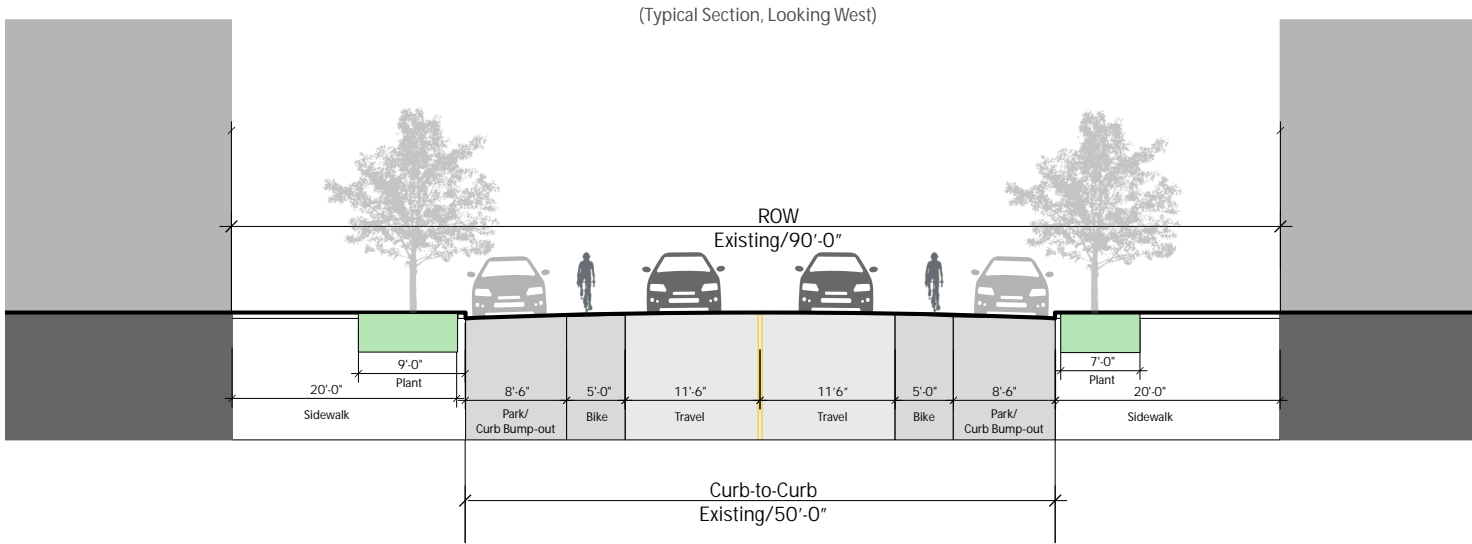
Thank you for considering a new, safe North Avenue for everyone.

The East Side BID Board of Directors

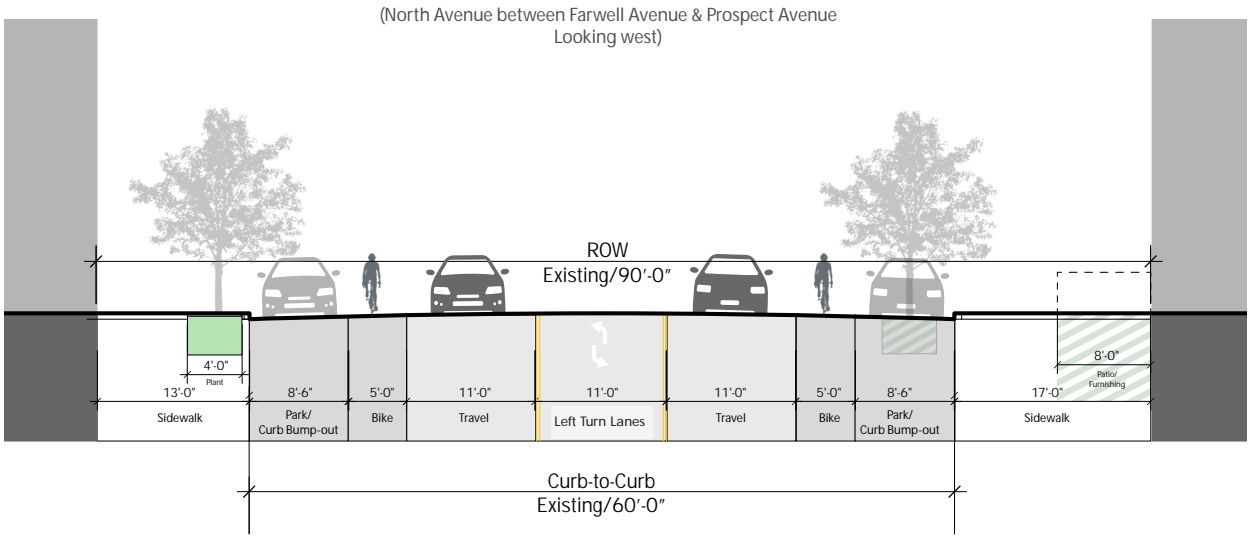
# EXISTING NORTH AVENUE CORRIDOR



EXISTING NORTH AVENUE CROSS SECTION (CAMBRIDGE TO FARWELL)



EXISTING NORTH AVENUE CROSS SECTION (FARWELL TO PROSPECT)

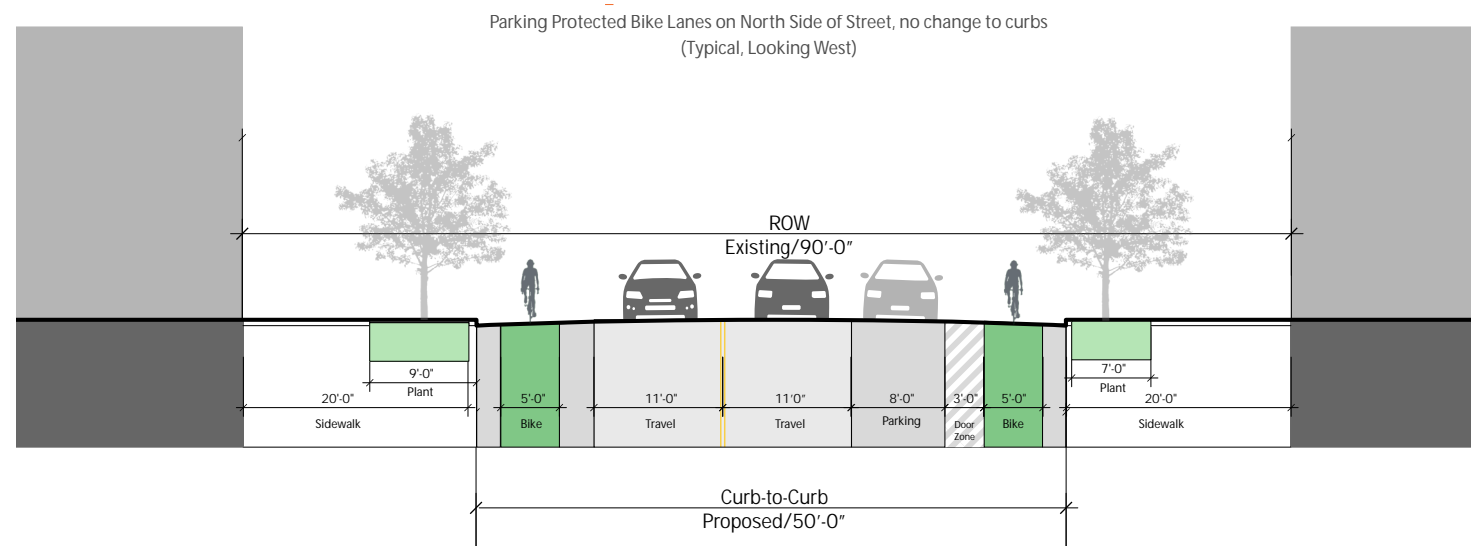


- » Project Limits: North Avenue from Milwaukee River to Lake Drive
- » Existing Parking Count on North Avenue: 54 on north side; 48 on south side = 102 total

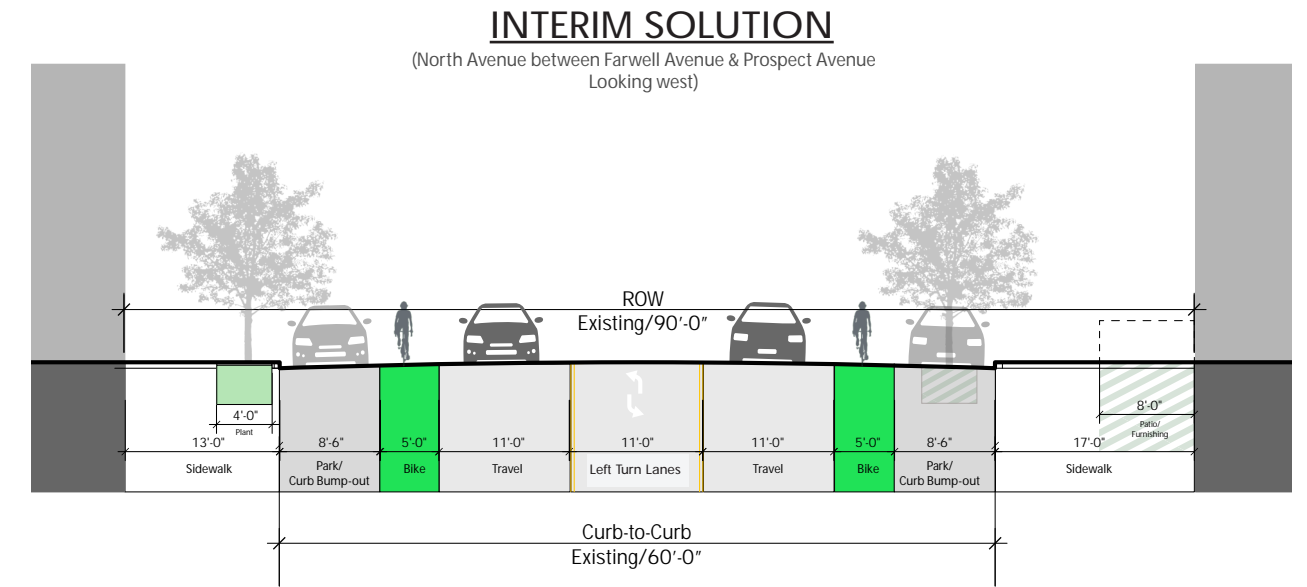
# PROPOSED NORTH AVENUE CORRIDOR



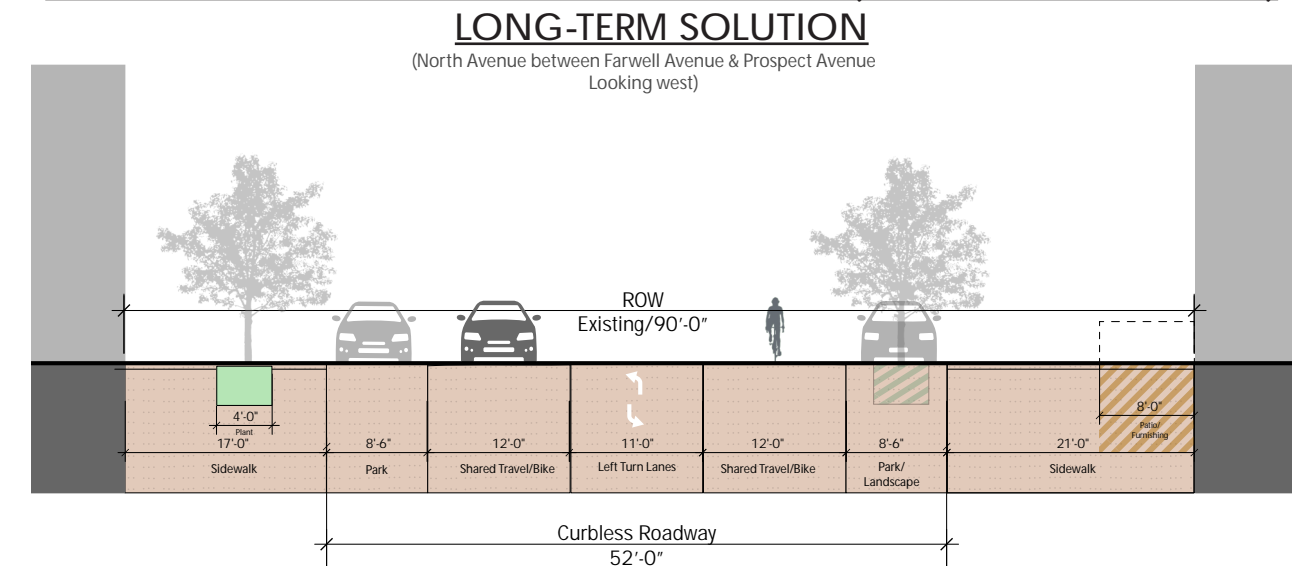
**PROPOSED NORTH AVENUE CROSS SECTION (CAMBRIDGE TO FARWELL)**



**PROPOSED NORTH AVENUE CROSS SECTION (FARWELL TO PROSPECT)**



**PROPOSED NORTH AVENUE CROSS SECTION (FARWELL TO PROSPECT)**



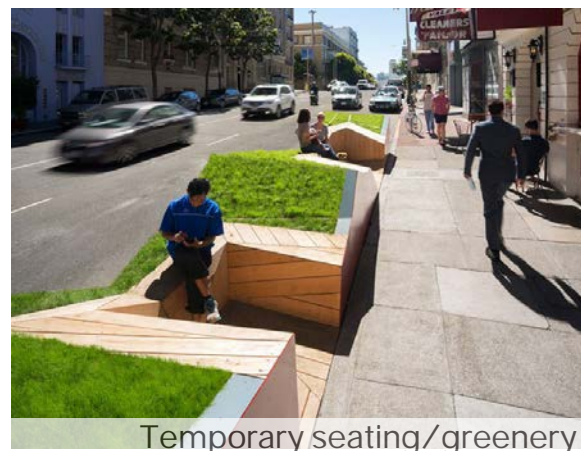
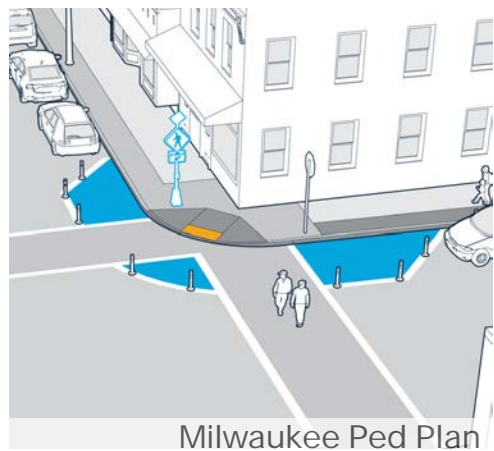
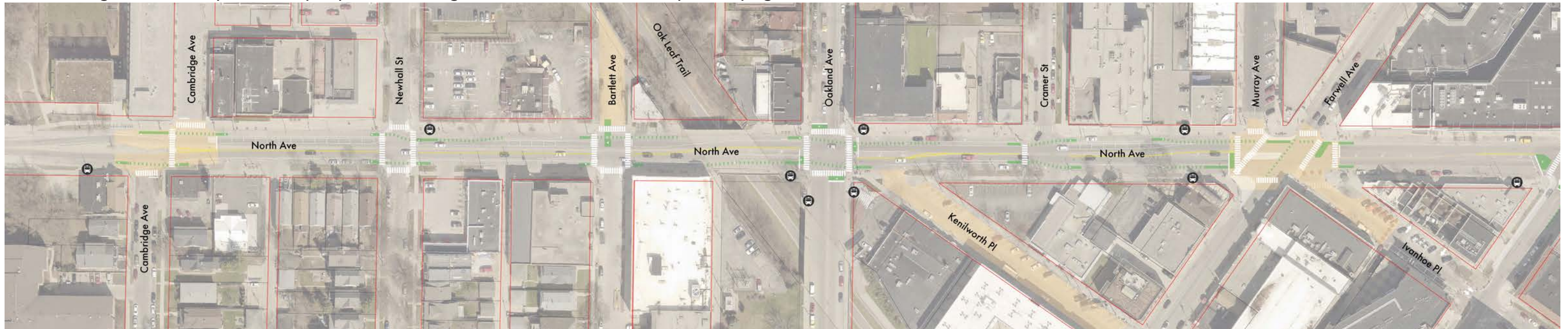
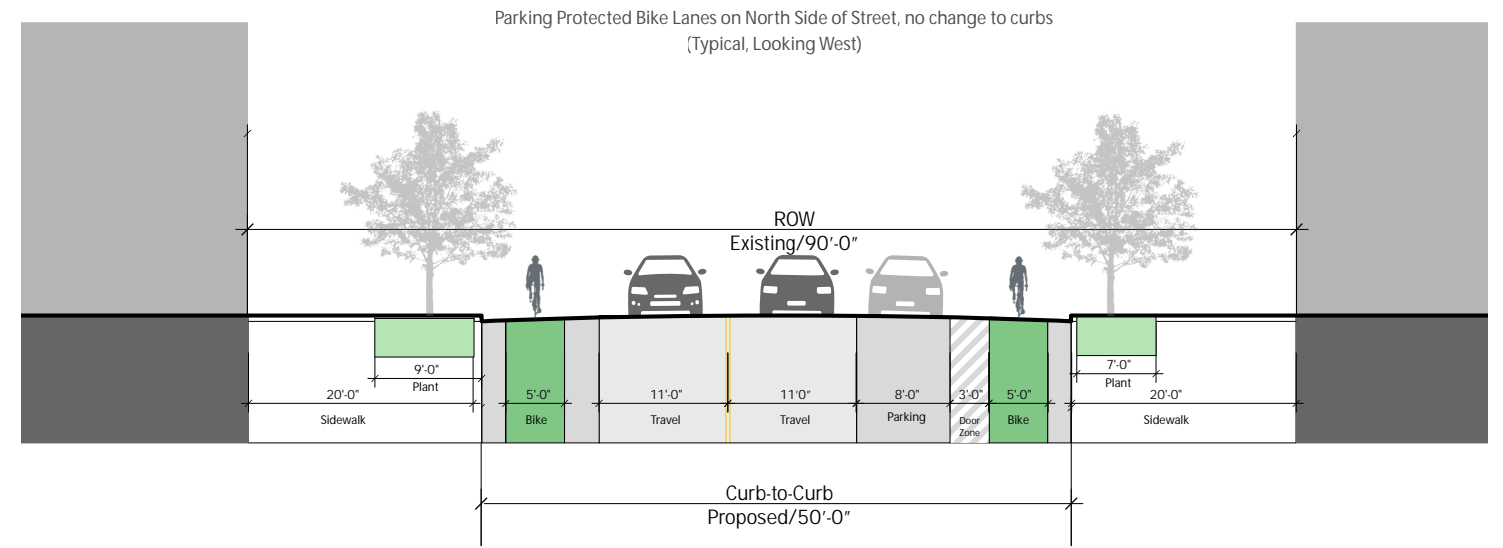
- » Combination of interim and long-term solutions
- » Interim (or short-term) solutions are primarily focused on increased traffic-calming along the corridor; but also include beautification enhancements and "pop-up"/seasonal gathering spaces
- » Long-term solutions include permanent gathering spaces, hardscaping, and landscaping
- » Most noticeable recommendation is the reconfiguration of existing travel, bike, and on-street parking to create parking-protected bicycle lanes on the north side of the street
- » Proposed Parking Count on North Avenue (Parking protected bike lanes on north side of street): 61 on north side; 27 on south side = 88 total (+/-5 spaces due to final conditions)

# CAMBRIDGE to FARWELL IMPROVEMENTS

## INTERIM SOLUTION

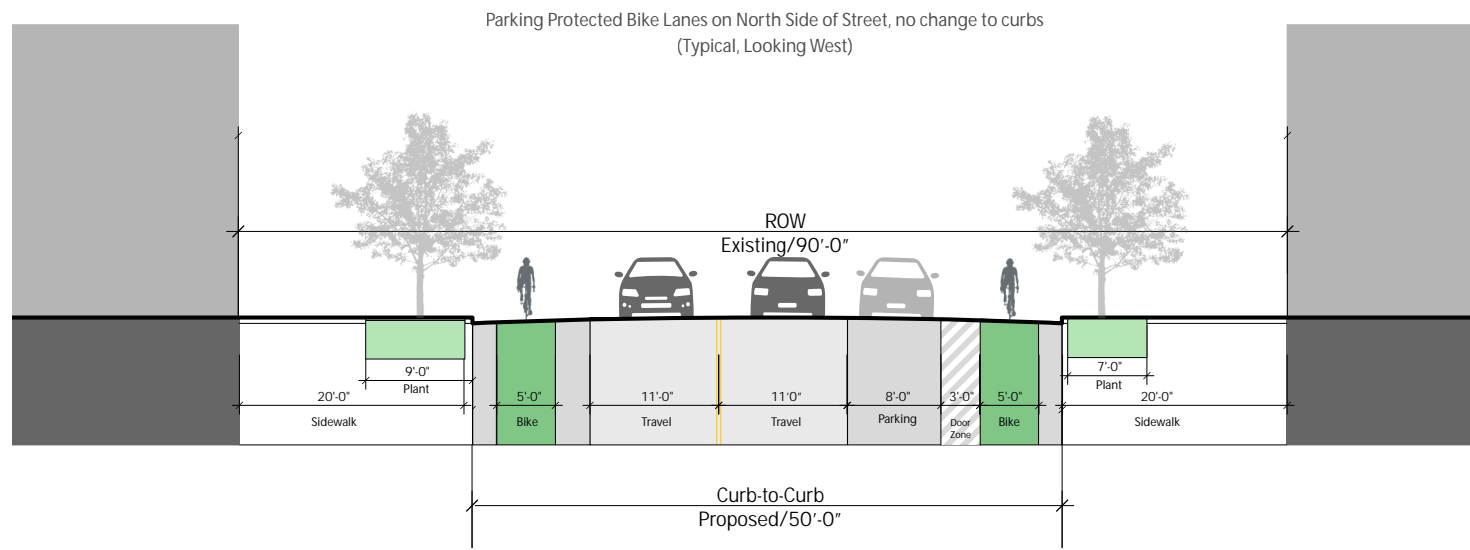
- » Paint parking protected bike lane on one side of street with flexible delineators where curb allows; Paint opposite side with green painted bike lane and buffer
- » Paint buffered bike lane with flexible delineators and install bike boxes and two-stage left turns to assist left turning movements for bikes
- » (Optional) Remove existing curb extensions where in conflict with relocated, curbside bike lanes
- » Re-paint high visibility crosswalks (ladder) and Paint east-west curb extensions/north-south pedestrian refuge islands with flexible delineators in coordination with City's Rapid Implementation Improvement Plan
- » Enhance terrace landscaping and greenery where possible
- » Encourage seasonal "places for people" at strategic locations (see "Public Spaces" pages)

## PROPOSED NORTH AVENUE CROSS SECTION (CAMBRIDGE TO FARWELL)



# CAMBRIDGE to FARWELL IMPROVEMENTS continued

## PROPOSED NORTH AVENUE CROSS SECTION (CAMBRIDGE TO FARWELL)



## LONG-TERM SOLUTION

- » Permanent concrete raised pedestrian refuge islands in appropriate locations
- » Remove existing curb extensions where in conflict with relocated, curbside bike lanes
- » Permanent terrace landscaping and greenery
- » Gateway intersections designed for pedestrians (see following pages)
- » Formalize permanent “places for people” at strategic locations (see “Public Spaces” pages)



Parking protected bike lane with raised pedestrian island protections



Streetscaping greenery



Custom planters



Low root plantings

# FARWELL to PROSPECT IMPROVEMENTS

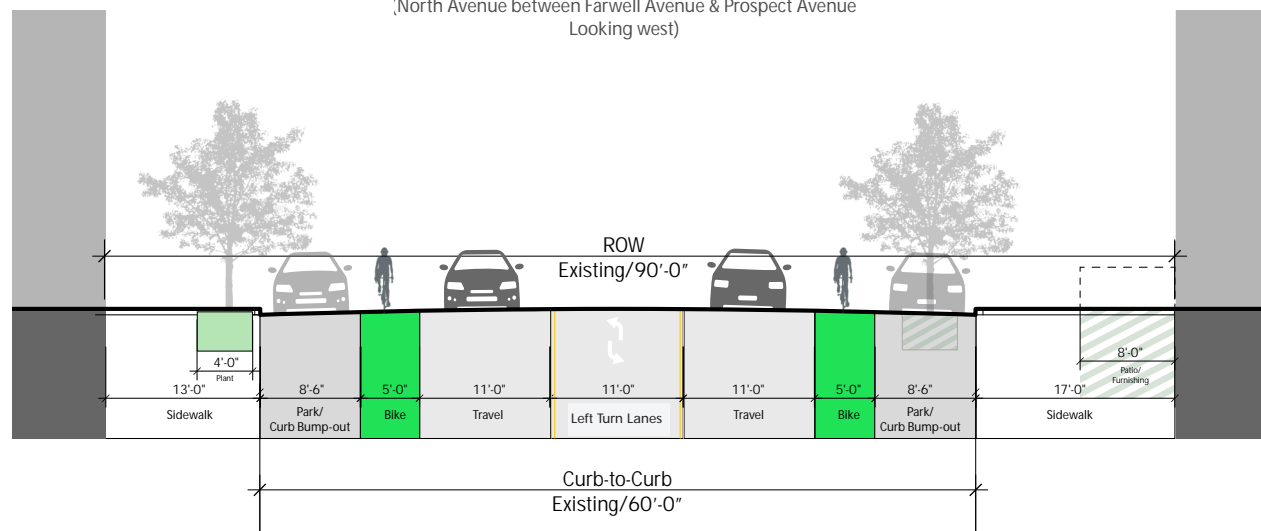
## INTERIM SOLUTION

- » Painted green bike lanes and bike boxes at intersections

### PROPOSED NORTH AVENUE CROSS SECTION (FARWELL TO PROSPECT)

#### INTERIM SOLUTION

(North Avenue between Farwell Avenue & Prospect Avenue  
Looking west)



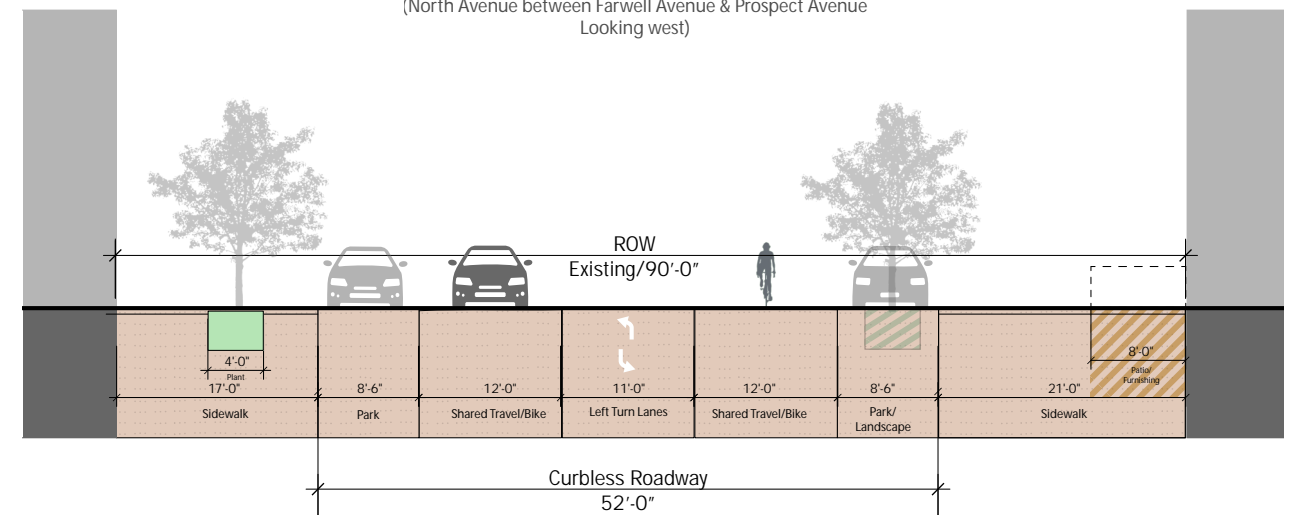
## LONG-TERM SOLUTION

- » Reduced curb-to-curb width to provide increased pedestrian space
- » Shared vehicle/bike lanes with dedicated left turning lanes and “Bikes may use full lane” or similar signage
- » Decorative pavement roadway surface that acts as a visual traffic calming element

### PROPOSED NORTH AVENUE CROSS SECTION (FARWELL TO PROSPECT)

#### LONG-TERM SOLUTION

(North Avenue between Farwell Avenue & Prospect Avenue  
Looking west)







# CAMBRIDGE INTERSECTION

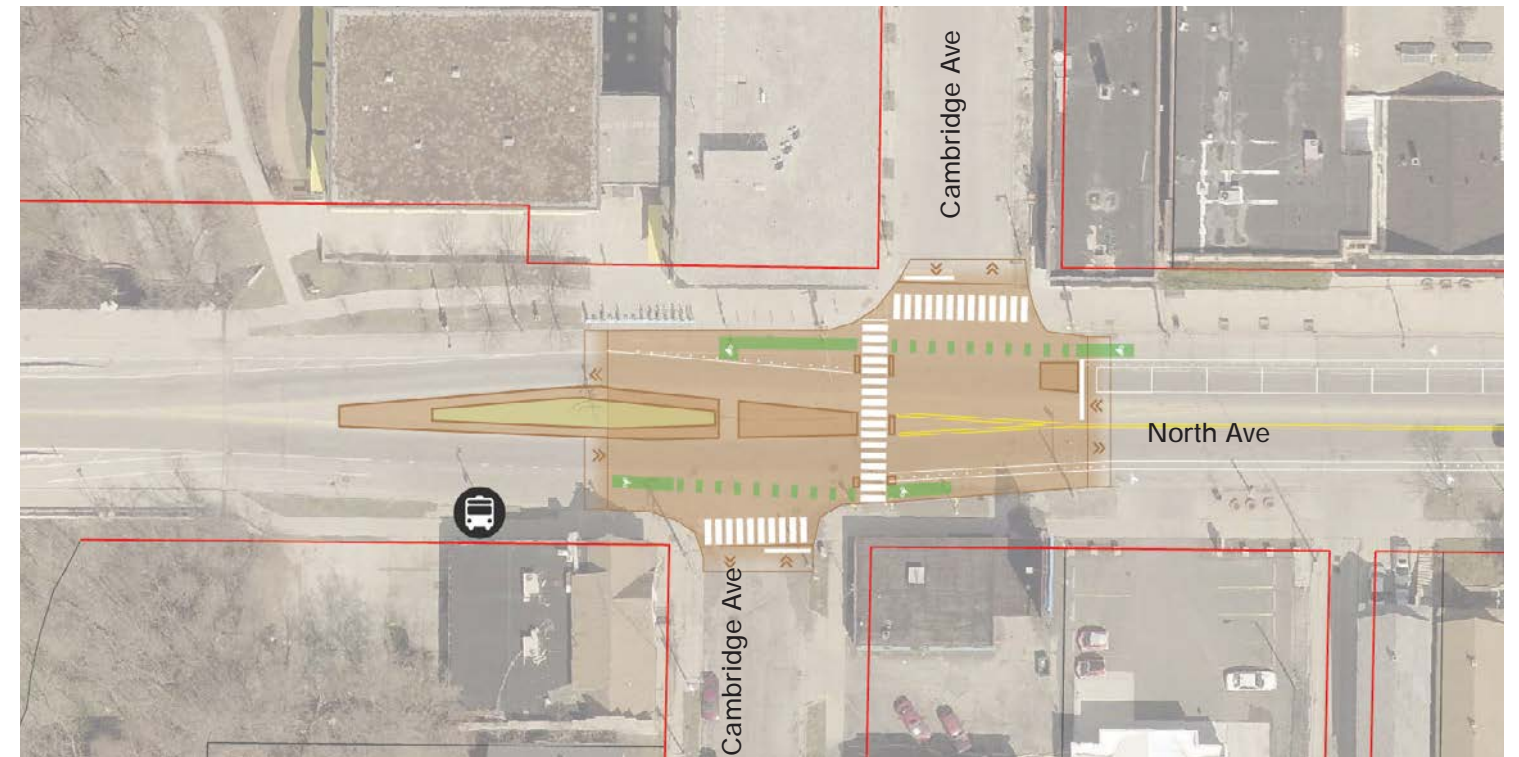
## INTERIM SOLUTION

- » Re-paint high visibility crosswalks (ladder) and Paint curb extensions/pedestrian refuge islands with flexible delineators in coordination with City's Rapid Implementation Improvement Plan
- » Paint entire intersection (or similar intervention) and/or decorative crosswalks along Cambridge as visual gateway entrance to the corridor
- » Re-configure on-street pavement markings with additional safety measures
- » Paint parking protected bike lane on one side of street with flexible delineators; Paint opposite side with green painted bike lane and buffer

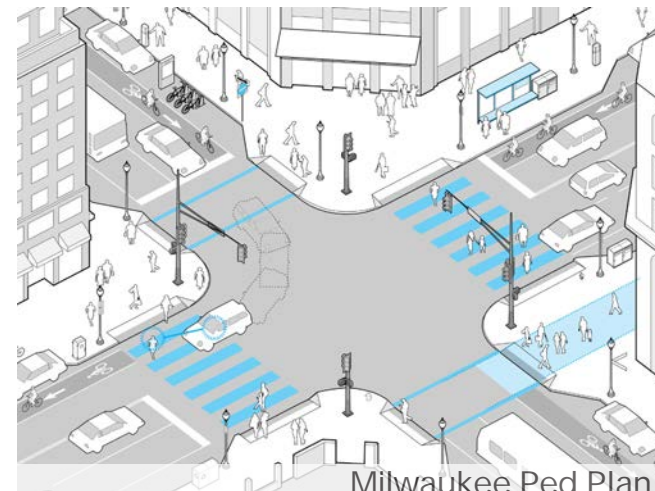


## LONG-TERM SOLUTION

- » Raised intersection design to slow traffic and prioritize bike/ped N-S crossing
- » New greenery/gateway signage within newly configured raised median
- » Bike left-turn box allowing crossing onto Cambridge through median



Painted Intersection



Milwaukee Ped Plan



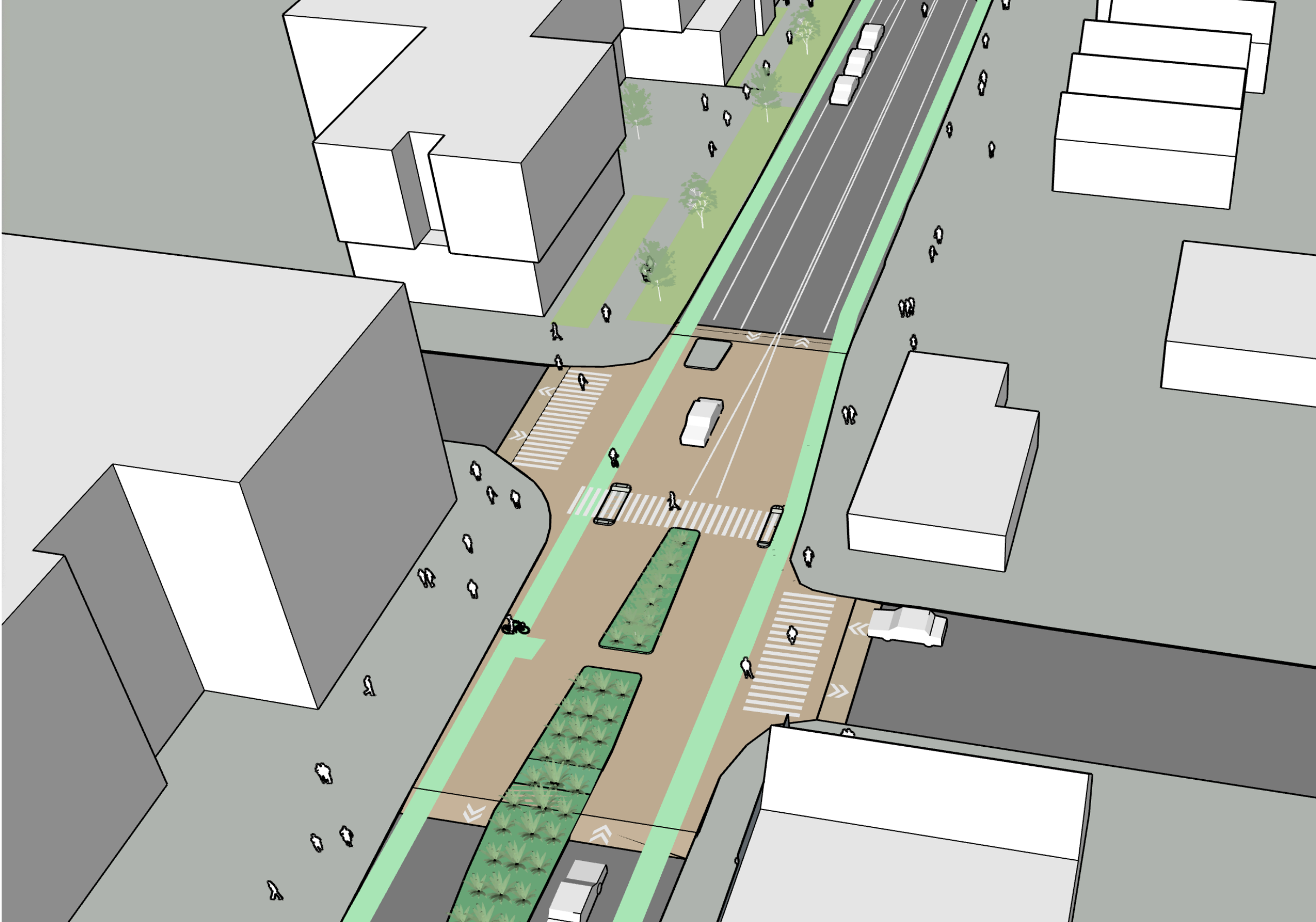
Raised Intersection



Raised Intersection

CAMBRIDGE INTERSECTION continued

LONG-TERM SOLUTION



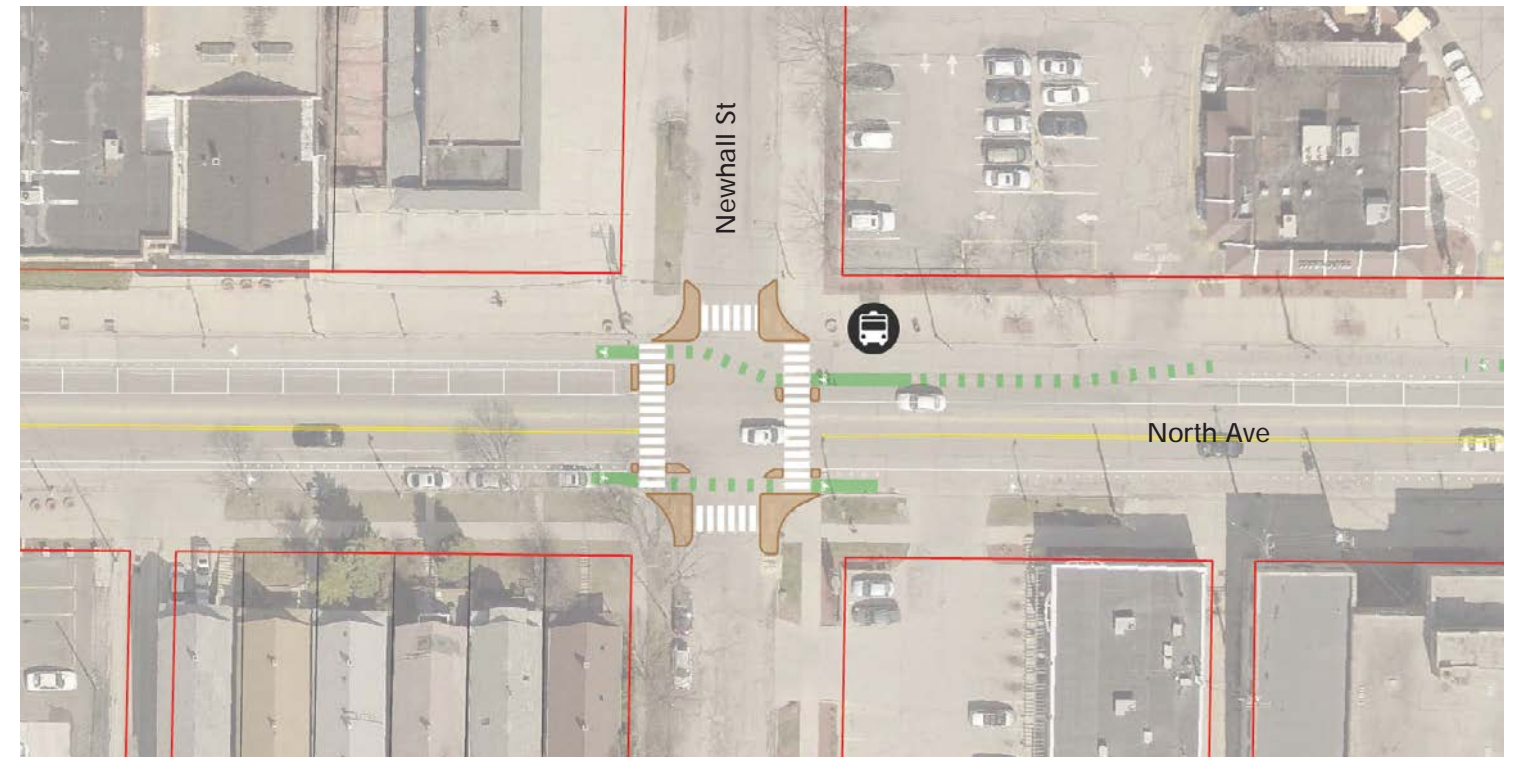
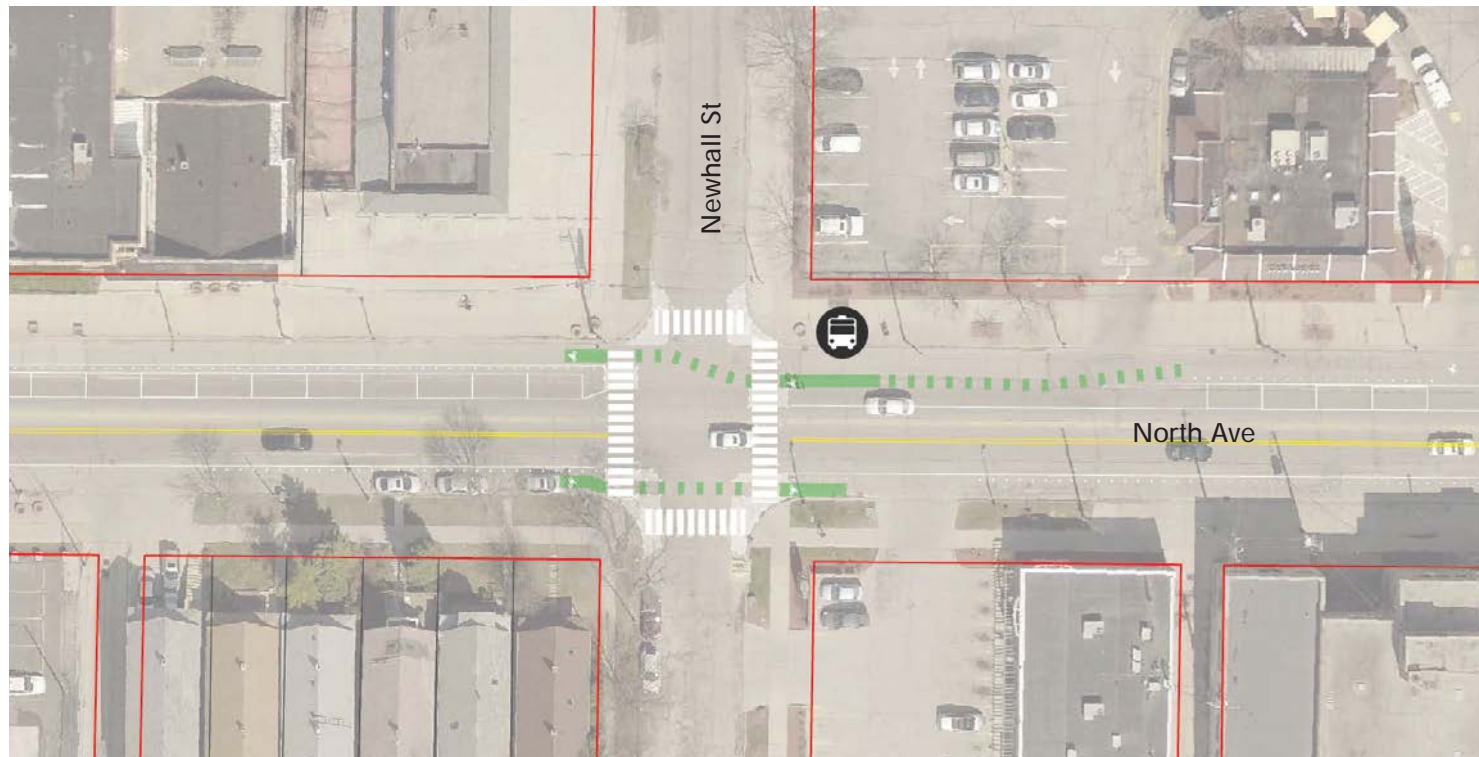
# NEWHALL INTERSECTION

## INTERIM SOLUTION

- » Re-paint high visibility crosswalks (ladder) and Paint curb extensions/pedestrian refuge islands in coordination with City's Rapid Implementation Improvement Plan
- » Paint parking protected bike lane on one side of street with flexible delineators; Paint opposite side with green painted bike lane and buffer

## LONG-TERM SOLUTION

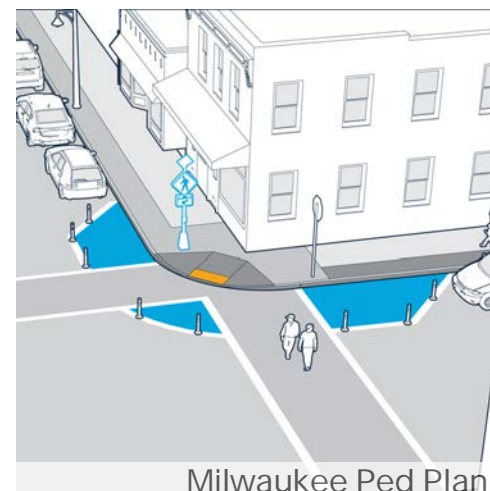
- » Permanent decorative concrete raised curb extensions and pedestrian refuge islands in appropriate locations



Ladder Crosswalk | FHWA



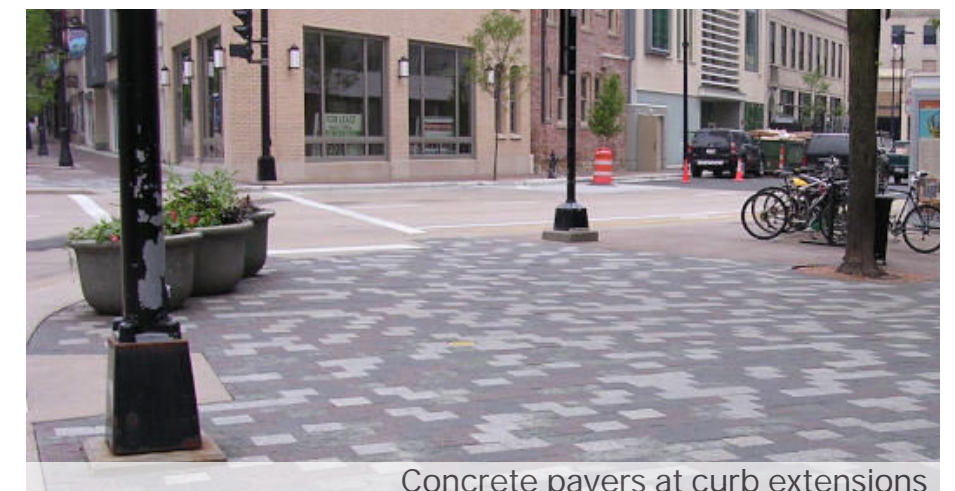
Milwaukee Ped Plan



Milwaukee Ped Plan



Milwaukee Ped Plan

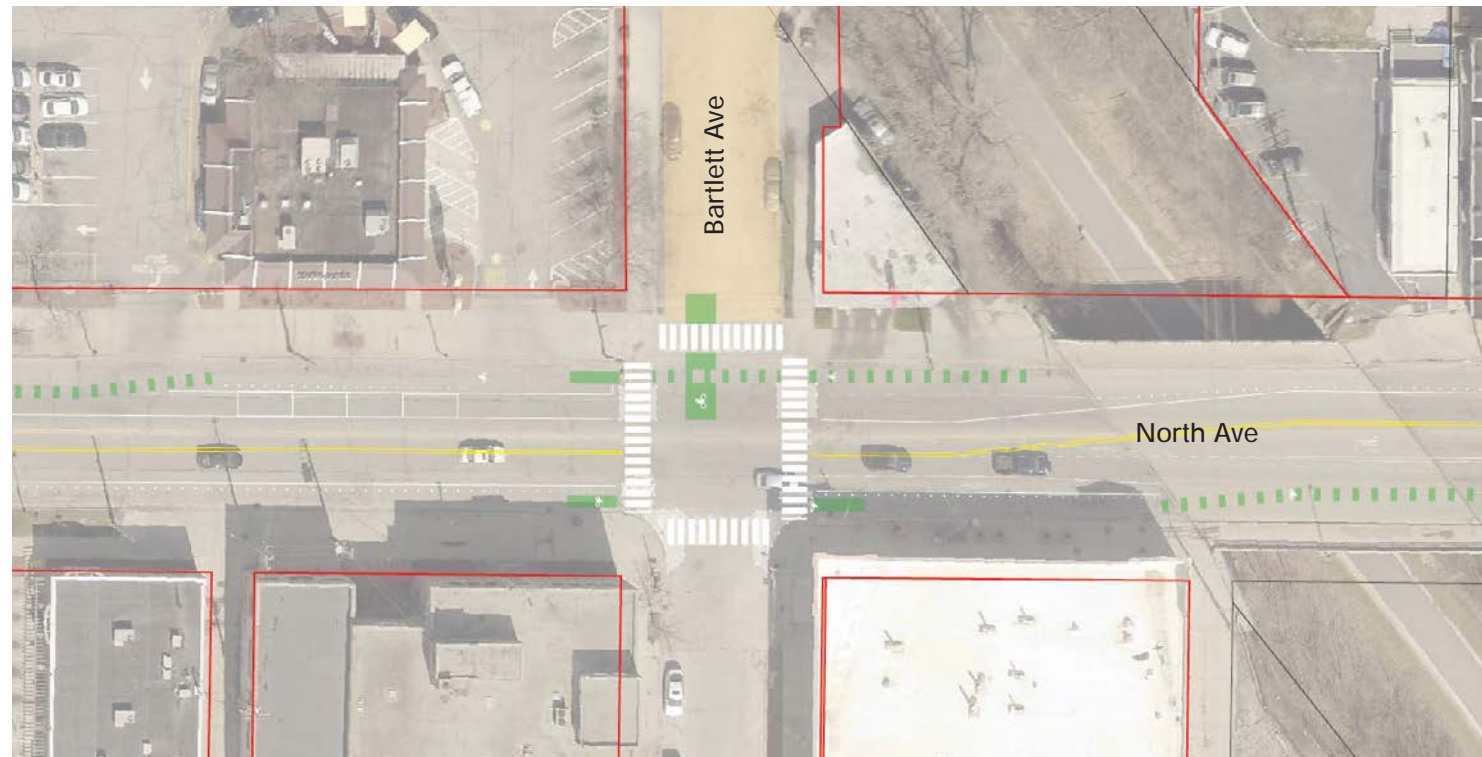


Concrete pavers at curb extensions

# BARTLETT INTERSECTION

## INTERIM SOLUTION

- » Re-paint high visibility crosswalks (ladder) and Paint curb extensions/pedestrian refuge islands in coordination with City's Rapid Implementation Improvement Plan
- » Paint parking protected bike lane on one side of street with flexible delineators; Paint opposite side with green painted bike lane and buffer
- » Paint bicycle entry to Oak Leaf Trail and left-turn box at intersection



## LONG-TERM SOLUTION

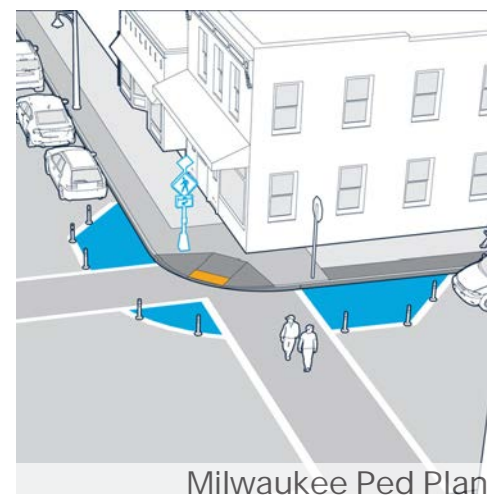
- » Permanent decorative concrete raised curb extensions and pedestrian refuge islands in appropriate locations
- » See "Public Spaces: Bartlett Trail Entry" page for more detail



Ladder Crosswalk | FHWA



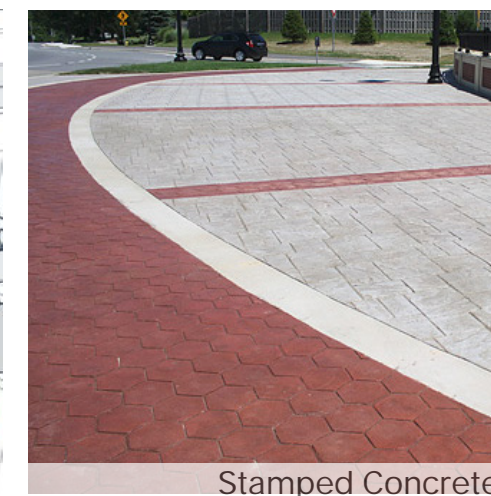
Milwaukee Ped Plan



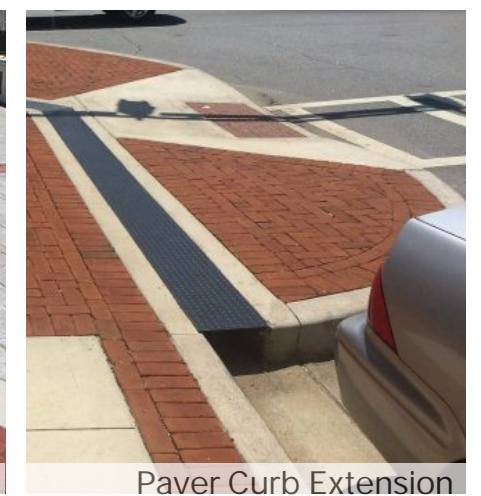
Milwaukee Ped Plan



Milwaukee Ped Plan



Stamped Concrete

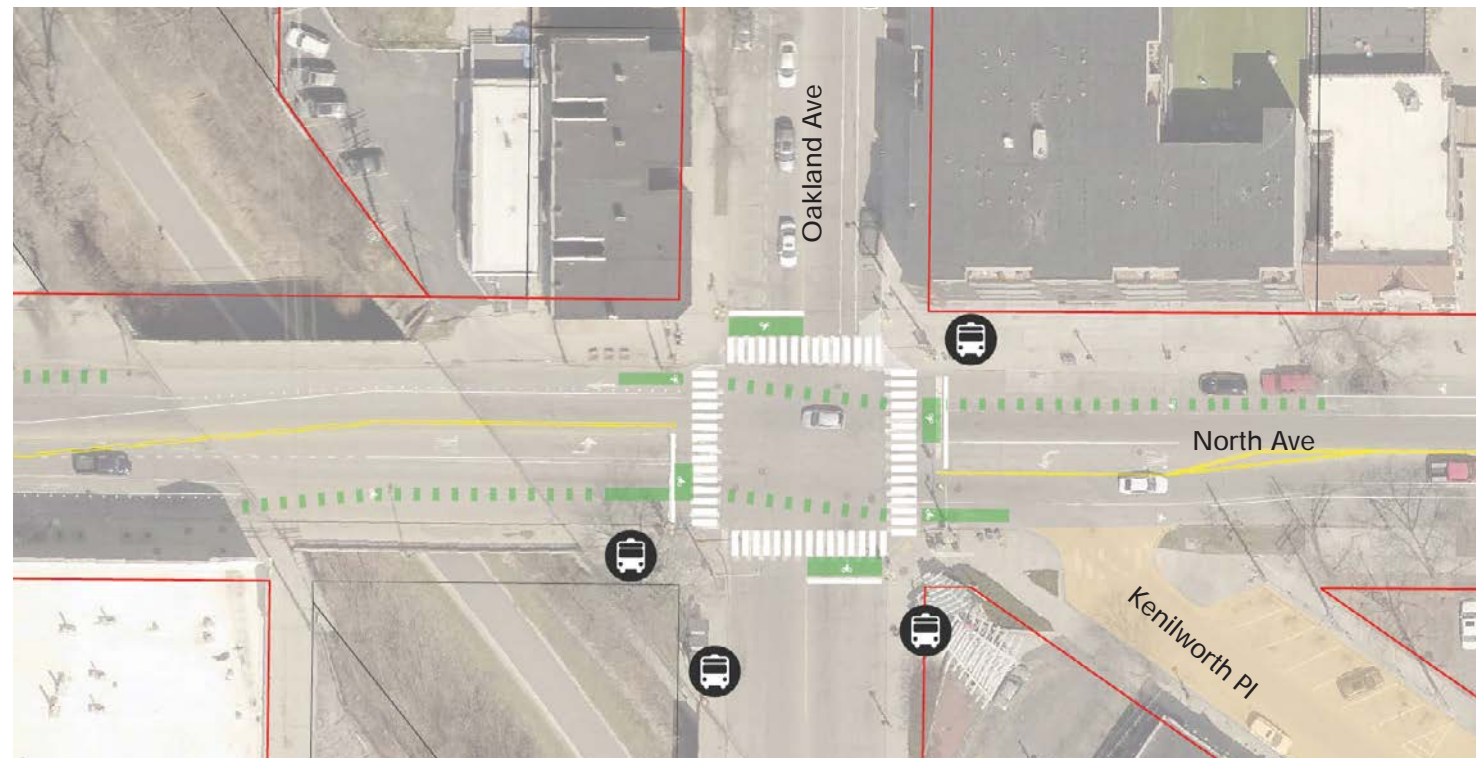


Paver Curb Extension

# OAKLAND INTERSECTION

## INTERIM + LONG-TERM SOLUTION

- » Re-paint high visibility crosswalks (ladder) and Paint curb extensions/pedestrian refuge islands with flexible delineators in coordination with City's Rapid Implementation Improvement Plan
- » Install bike boxes to assist left turning movements for bikes
- » Paint parking protected bike lane on one side of street with flexible delineators; Paint opposite side with green painted bike lane and buffer



Bicycle Box for Left Turns | NACTO

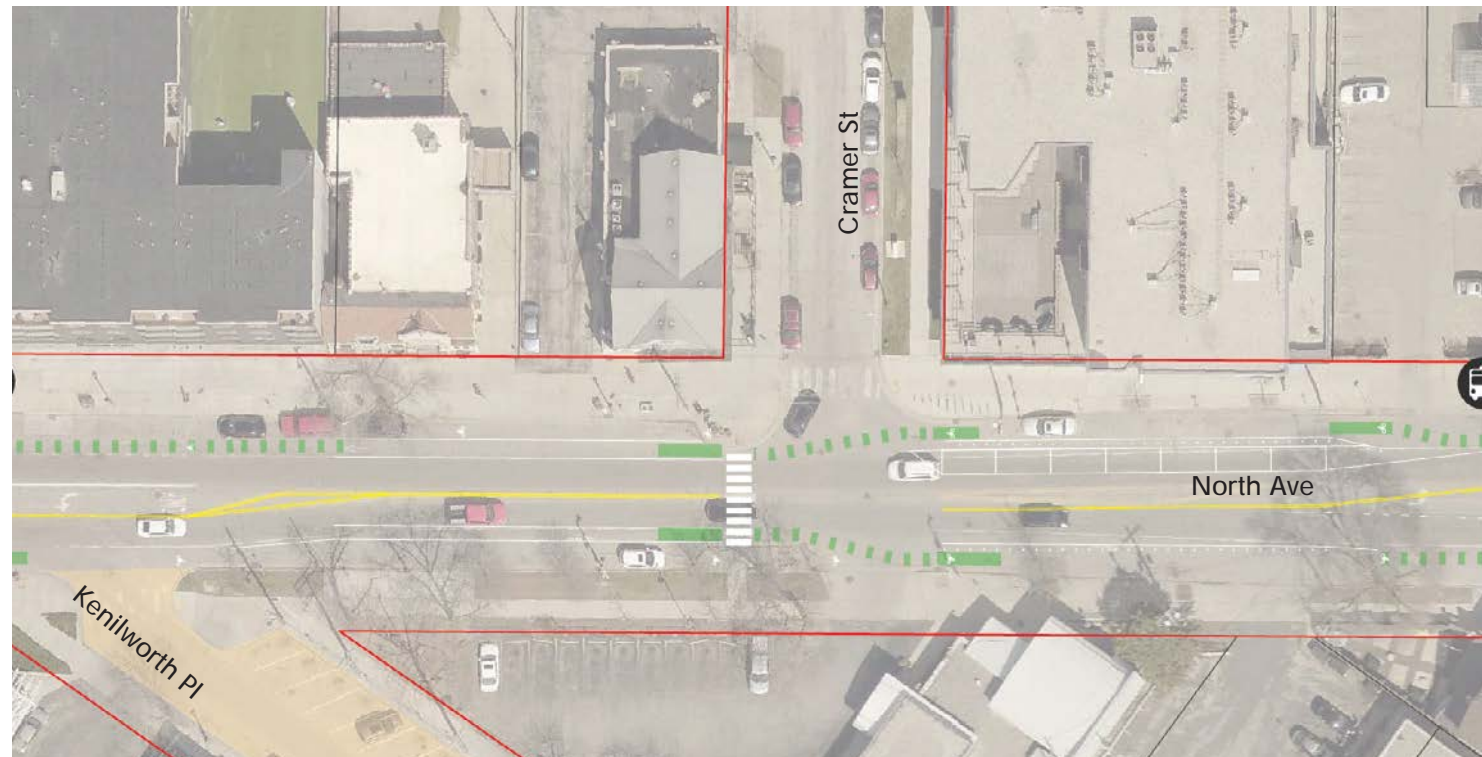


Bicycle Box for Left Turns into Protected Bike Lane

# CRAMER INTERSECTION

## INTERIM SOLUTION

- » Re-paint high visibility crosswalk (ladder)
- » (Optional) Remove existing curb extensions where in conflict with relocated, curbside bike lanes - not shown
- » Paint parking protected bike lane on one side of street with flexible delineators where curb conditions allow (east of Cramer if no curb reconstruction, also west of Cramer if curb reconstruction allows); Paint opposite side with green painted bike lane and buffer (and north side west of Cramer if applicable)



Milwaukee Ped Plan



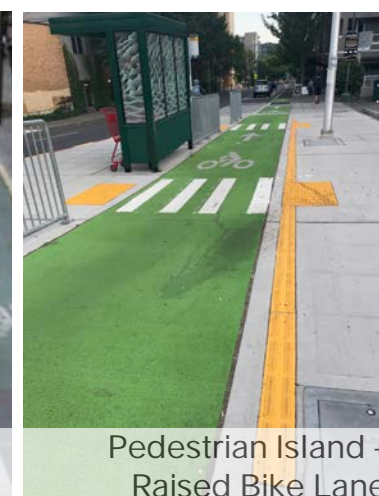
Painted Pedestrian Island + Buffered Bike Lane

## LONG-TERM SOLUTION

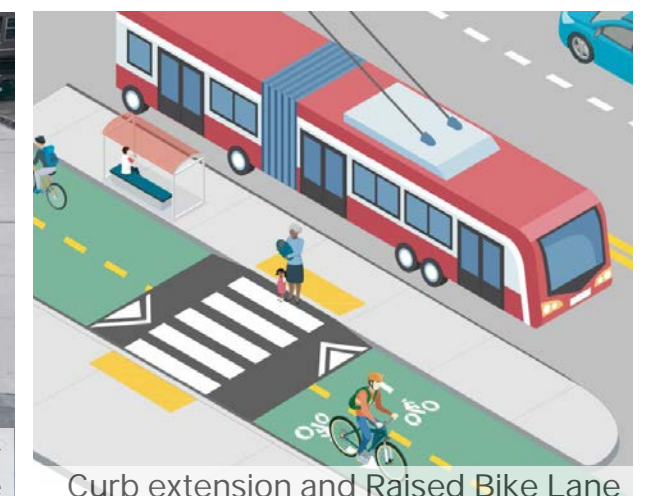
- » Permanent and additional decorative concrete raised pedestrian refuge islands in appropriate locations
- » Remove existing curb extensions where in conflict with relocated, curbside bike lanes (if not done in Interim Solution)
- » Add additional crosswalk on east side of intersection



Raised Pedestrian Island + Protected Bike Lane



Pedestrian Island + Raised Bike Lane



Curb extension and Raised Bike Lane

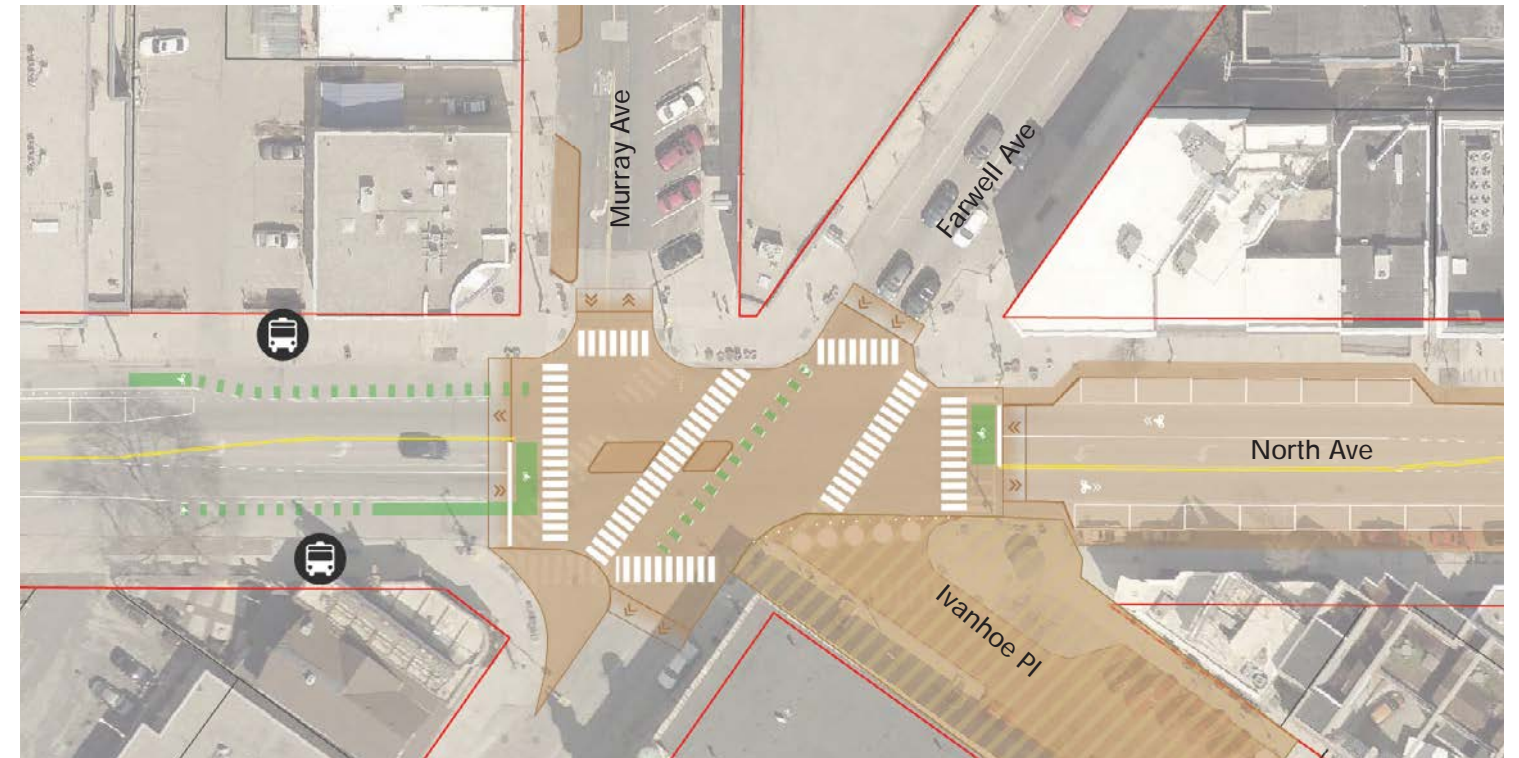
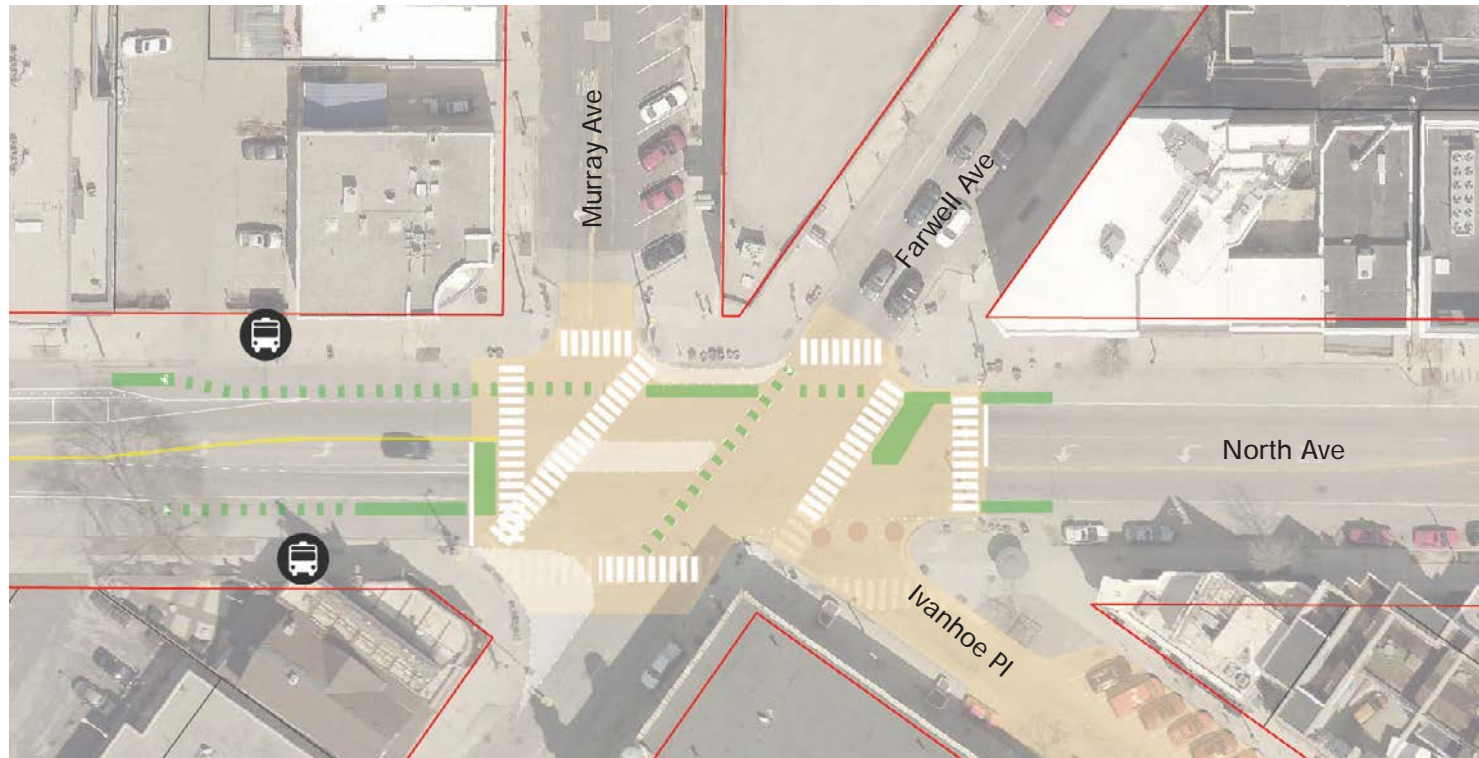
# FARWELL/MURRAY INTERSECTION

## INTERIM SOLUTION

- » Re-paint high visibility crosswalks (ladder) and Paint curb extensions/pedestrian refuge islands with flexible delineators in coordination with City's Rapid Implementation Improvement Plan
- » Install bike boxes to assist left turning movements for bikes
- » Paint entire intersection as visual gateway entrance to the corridor
- » Paint bike lane at intersections; add buffer with flexible delineators along length
- » Close off Ivanhoe Pl to vehicular thru-movements with flexible delineators and planters

## LONG-TERM SOLUTION

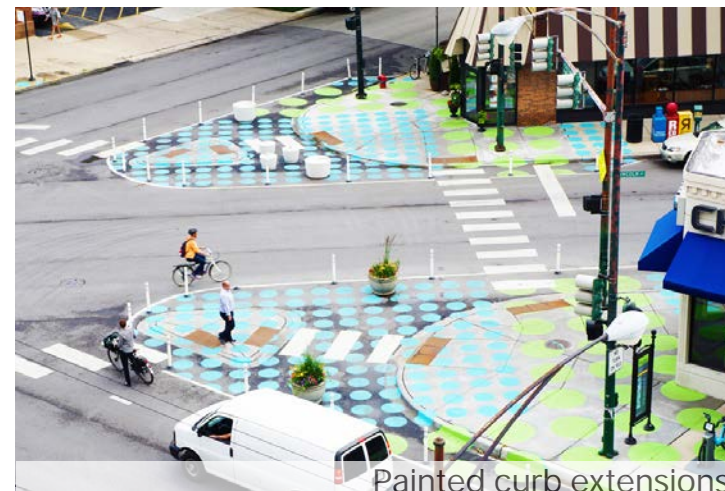
- » Permanent decorative concrete raised pedestrian refuge islands in appropriate locations
- » Raised intersection design to slow traffic and prioritize bike/ped movements
- » Raised pedestrian refuge island on diagonal intersection crossing
- » Eastside BID supports the possible reconfiguration of one-way to two-way traffic flow on Farwell Avenue
- » See "Public Spaces: Ivanhoe Place" page for more detail



Painted Pedestrian Refuges



Concrete Planters



Painted curb extensions



Pedestrian Refuge in Complicated Intersection

# FARWELL/MURRAY INTERSECTION continued

## LONG-TERM SOLUTION

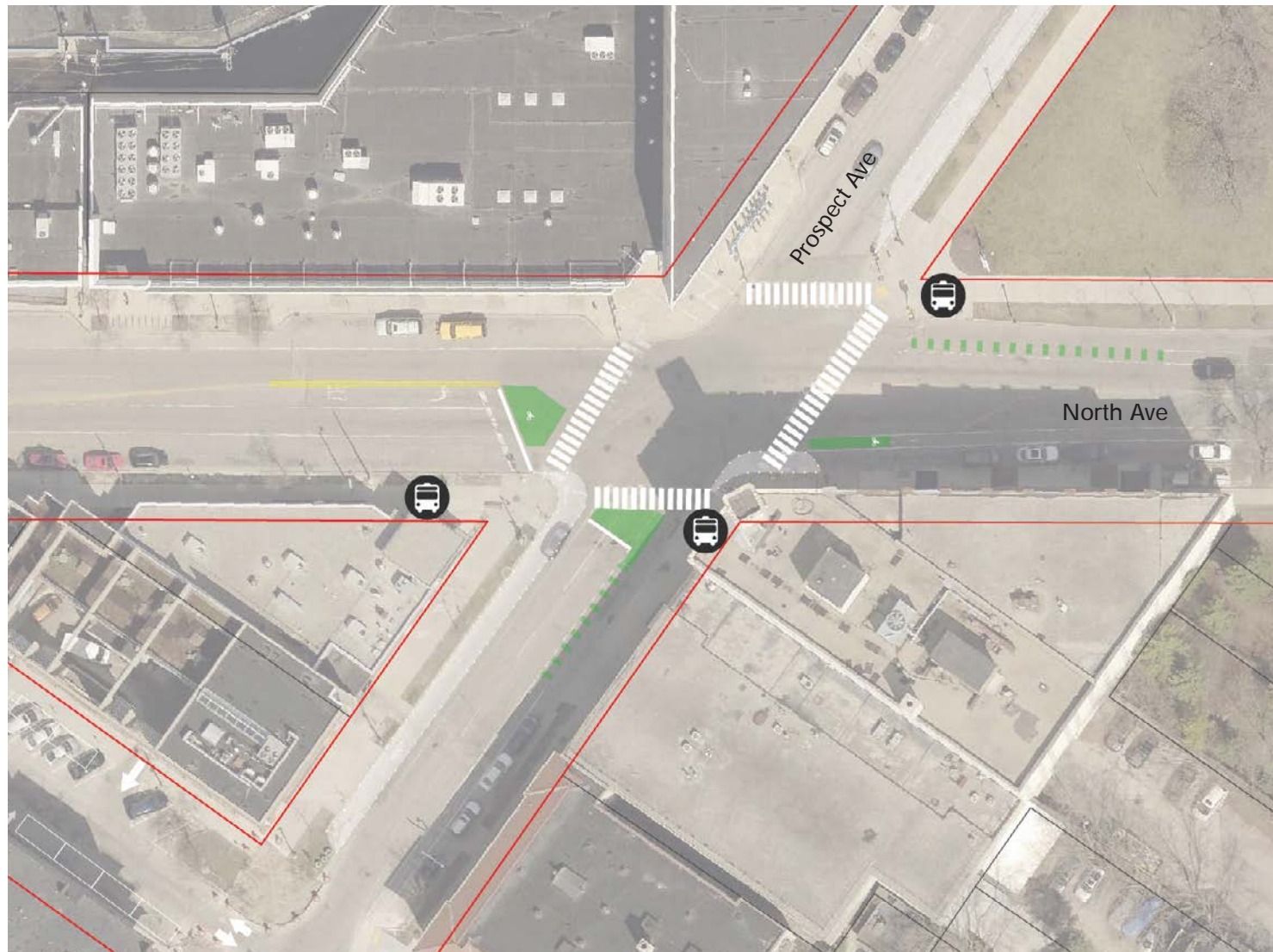




# PROSPECT INTERSECTION

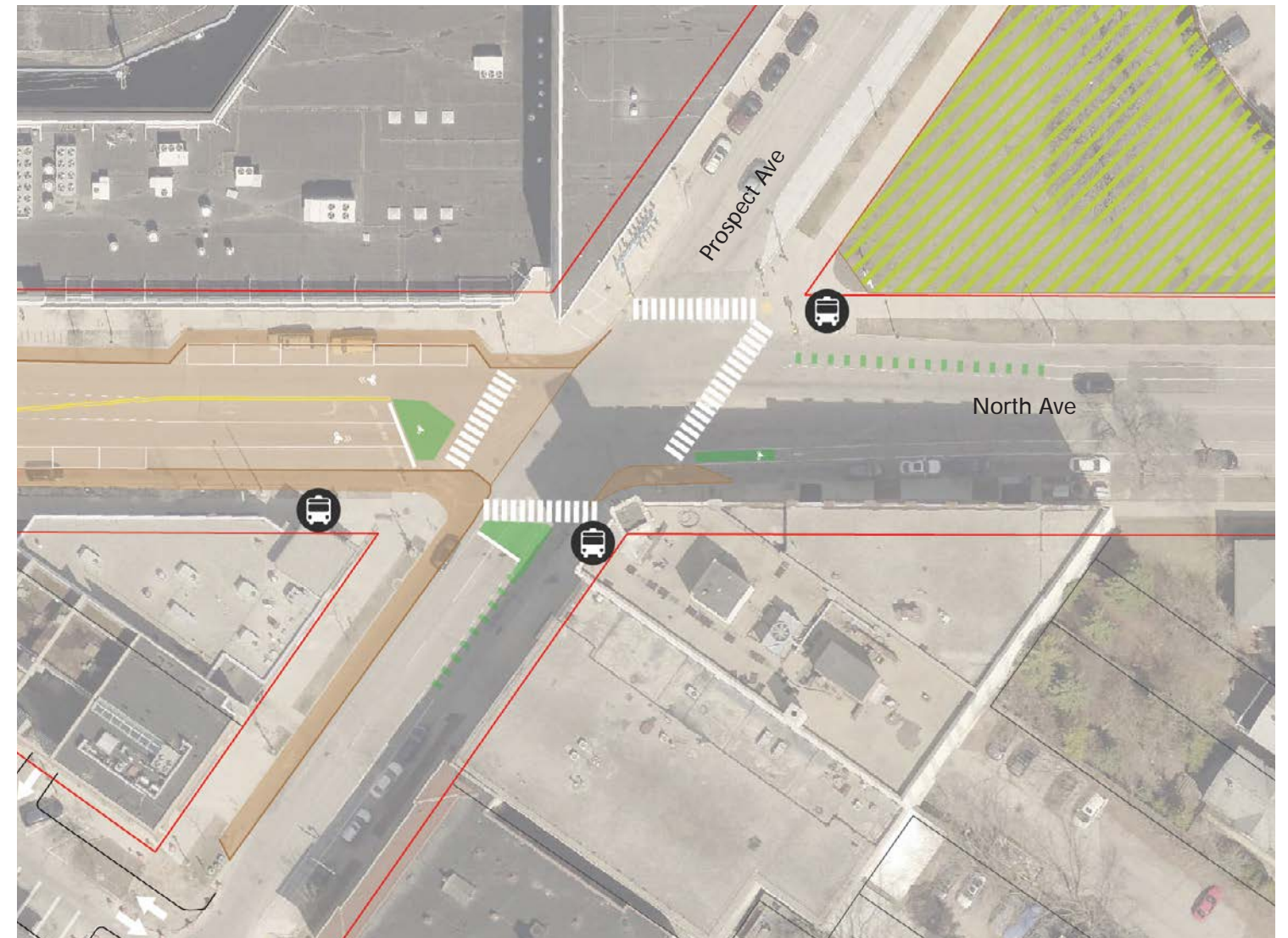
## INTERIM SOLUTION

- » Re-paint high visibility crosswalks (ladder) and Paint curb extensions with flexible delineators in coordination with City's Rapid Implementation Improvement Plan
- » Install bike boxes to assist left turning movements for bikes
- » Painted curb extensions with flexible delineators and or movable planters and parklets on Prospect extending length of entire left turn lane



## LONG-TERM SOLUTION

- » Concrete curb and gutter and concrete paver paving at curb extensions on Prospect extending length of entire left turn lane
- » Eastside BID supports the possible reconfiguration of one-way to two-way traffic flow on Prospect Avenue
- » Reduced curb-to-curb width on North Ave between Prospect and Farwell to provide increased pedestrian space
- » Decorative pavement roadway surface between Prospect and Farwell that acts as a visual traffic calming element



# PUBLIC SPACES: BARTLETT TRAIL ENTRY

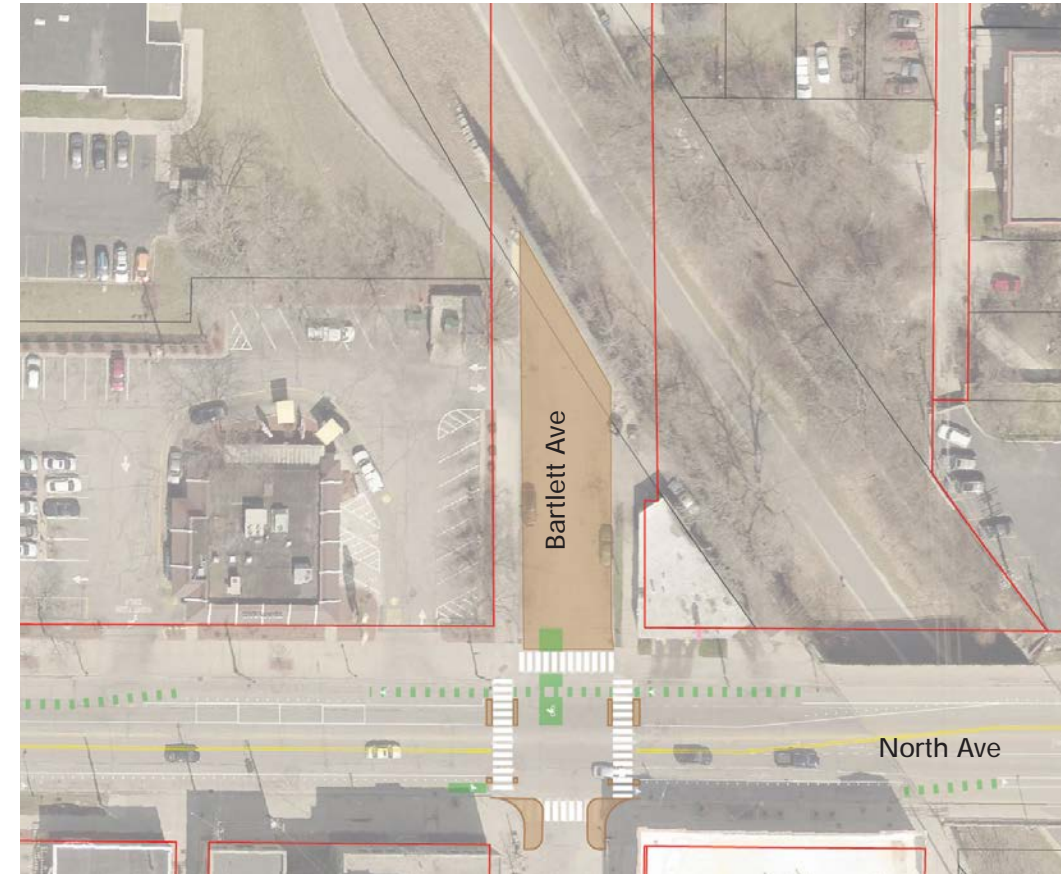
## INTERIM SOLUTION

- » Partially painted roadway with limited vehicular access
- » Painted street art and bicycle trail entry features
- » Decorative lighting - festoon lighting
- » Decorative planter pots

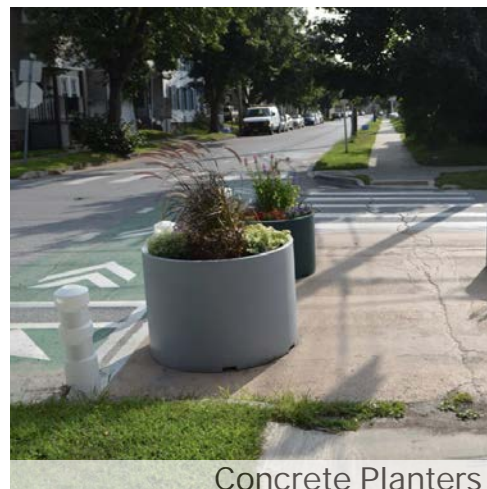


## LONG-TERM SOLUTION

- » Remove existing asphalt and close roadway vehicular access
- » Remove existing curb and gutter
- » Decorative concrete paving
- » Wayfinding and trail entry design



Festoon Lighting



Concrete Planters



Painted Street Art



Decorative Concrete Paving

# PUBLIC SPACES: MURRAY STREET

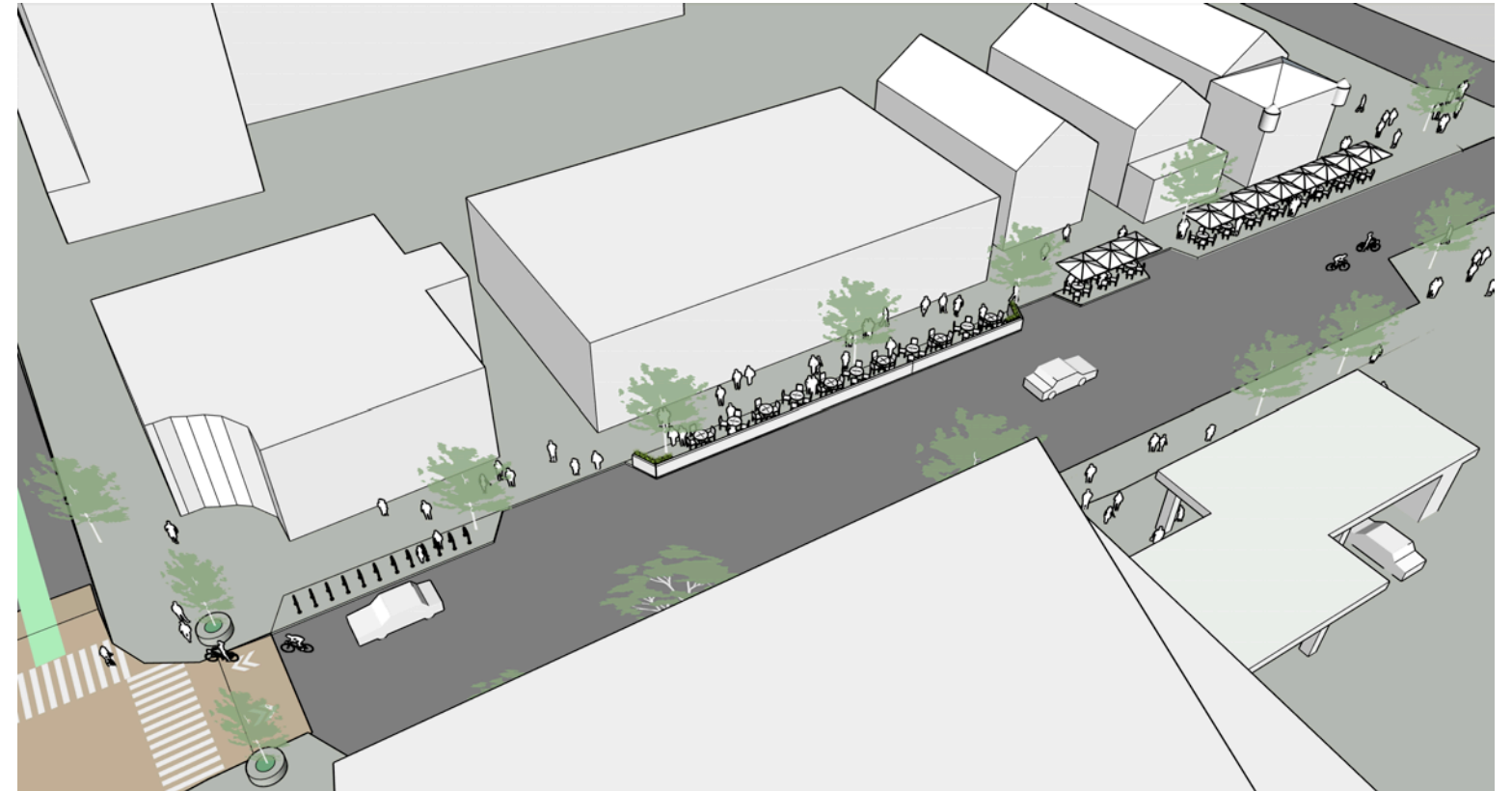
## INTERIM SOLUTION

- » Continue to support existing parklets along west side of street



## LONG-TERM SOLUTION

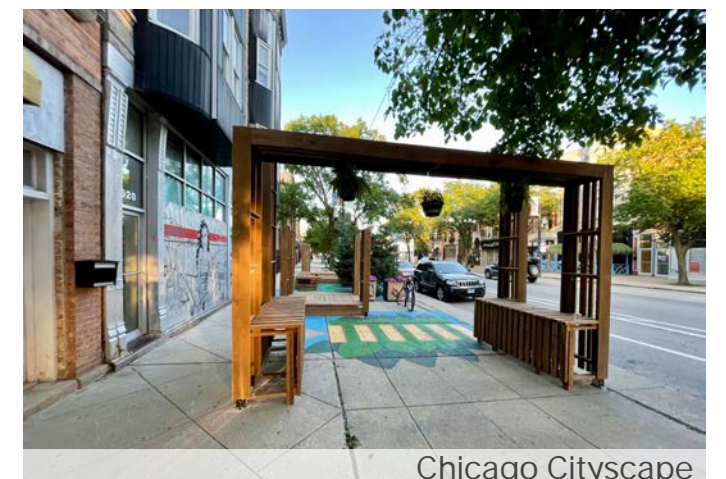
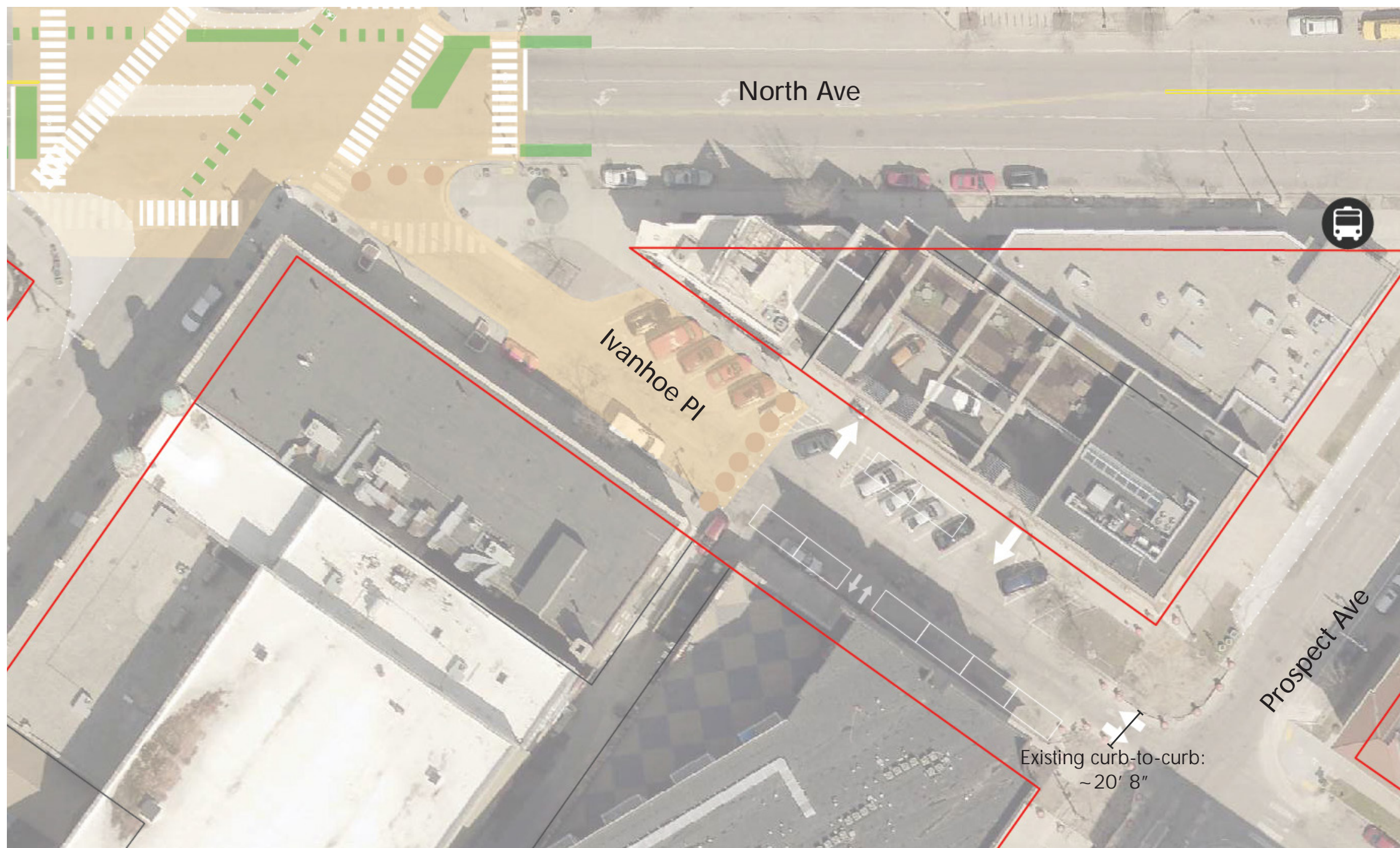
- » Remove existing curb and gutter
- » Replace parking area with extended sidewalk



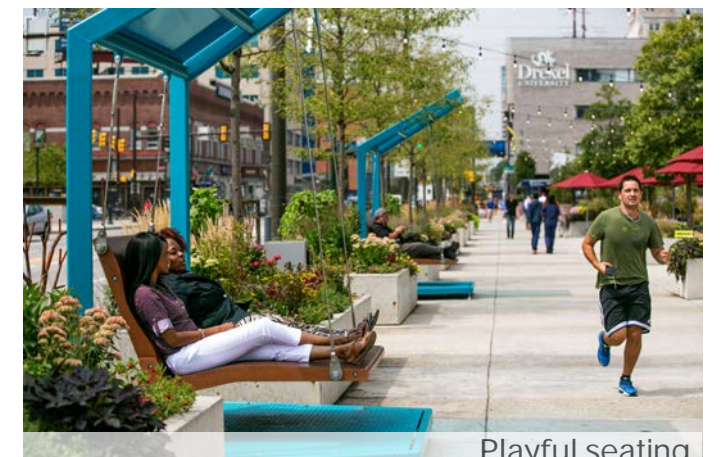
# PUBLIC SPACES: IVANHOE PLACE

## INTERIM SOLUTION

- » Close off Ivanhoe Pl to vehicular thru-movements with flexible delineators and planters and add greenery and playful streetscape amenities within the space
- » Retain vehicular access to financial institution, Black Cat Alley, and residential parking garage and convert Ivanhoe to two-way street (access from Prospect Ave only)
- » Replace angled parking on Ivanhoe Pl with parallel parking



Chicago Cityscape

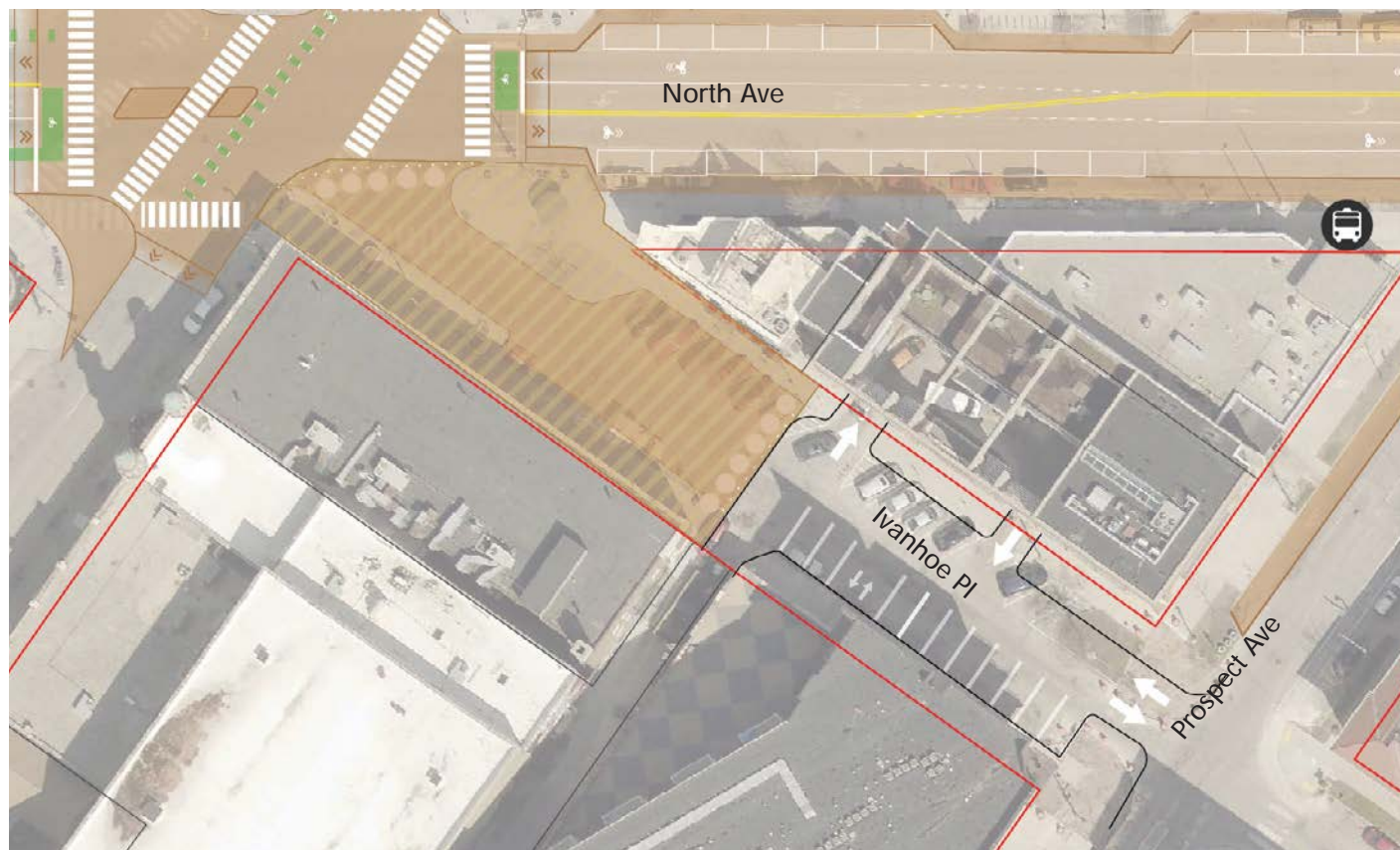


Playful seating

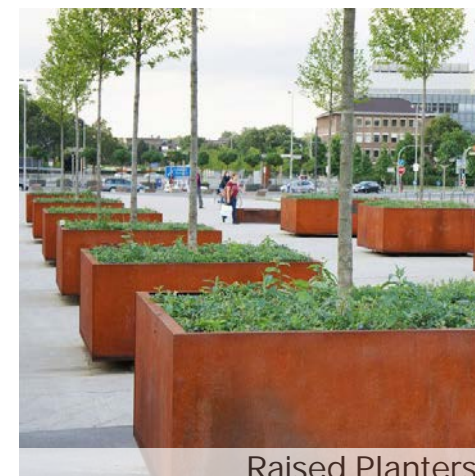
# PUBLIC SPACES: IVANHOE PLACE

## LONG-TERM SOLUTION

- » Remove existing curb extension on Ivanhoe Pl at Prospect Ave to allow for standard two-way lane width
- » Replace parallel parking on Ivanhoe Pl with perpendicular, head-in parking
- » Permanent closure of Ivanhoe Pl at North/Farwell intersection with highly-designed outdoor gathering space



Playful seating



Raised Planters

# PUBLIC SPACES: KENILWORTH

## INTERIM SOLUTION

- » Use asphalt as a surface for artistic interventions.



## LONG-TERM SOLUTION

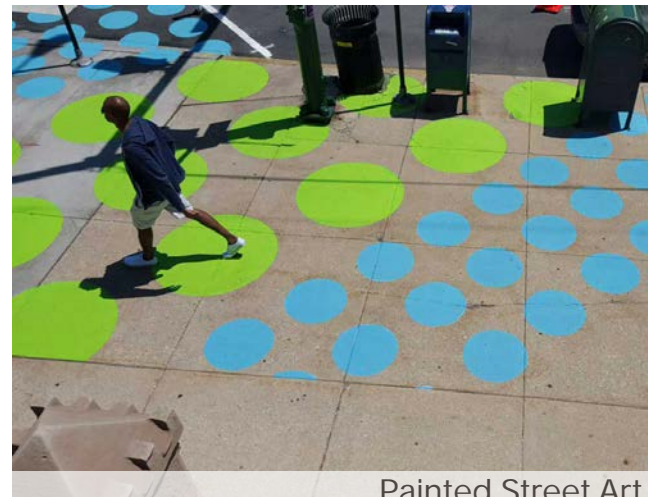
- » Remove asphalt and existing curb and gutter and replace with decorative paving with reduced height curbs (3").
- » Managed (shared) street design that is closed to vehicular traffic during special events or specific time periods



Bell Street | Seattle



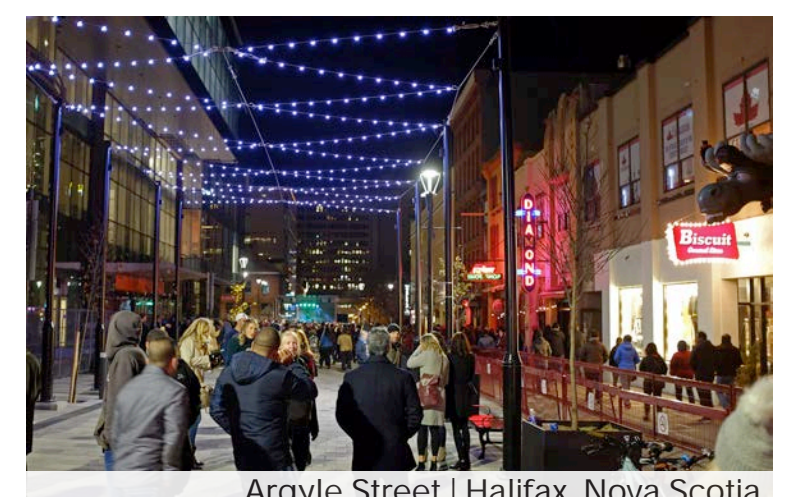
Painted Street Art



Painted Street Art



Argyle Street | Halifax, Nova Scotia



Argyle Street | Halifax, Nova Scotia

# PUBLIC SPACES: BEANS AND BARLEY LOT

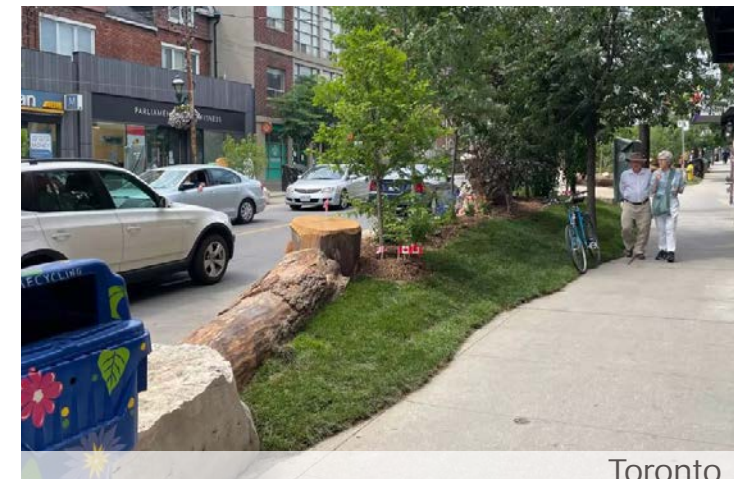
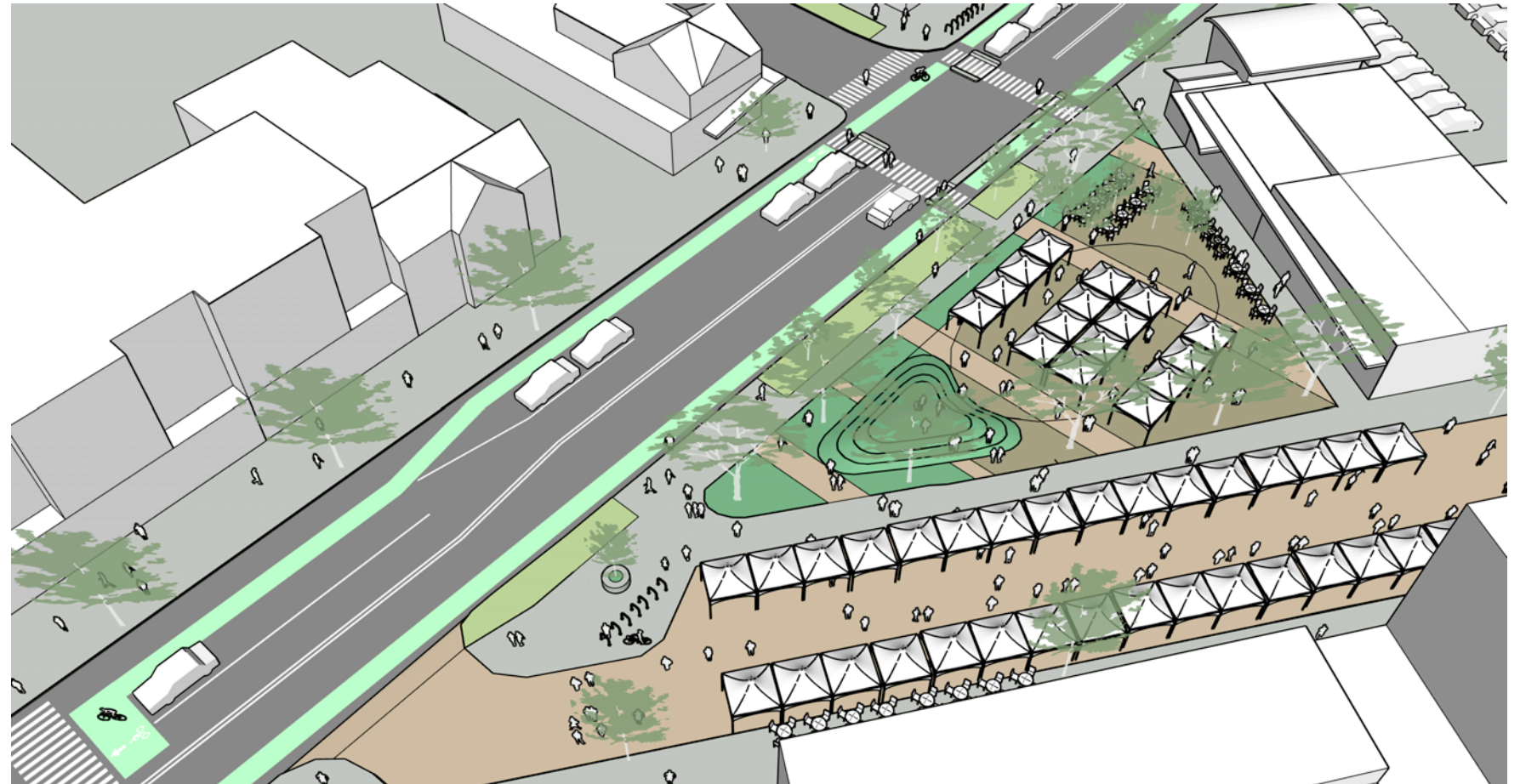
## INTERIM SOLUTION

» Move parking to city-owned lot to the east



## LONG-TERM SOLUTION

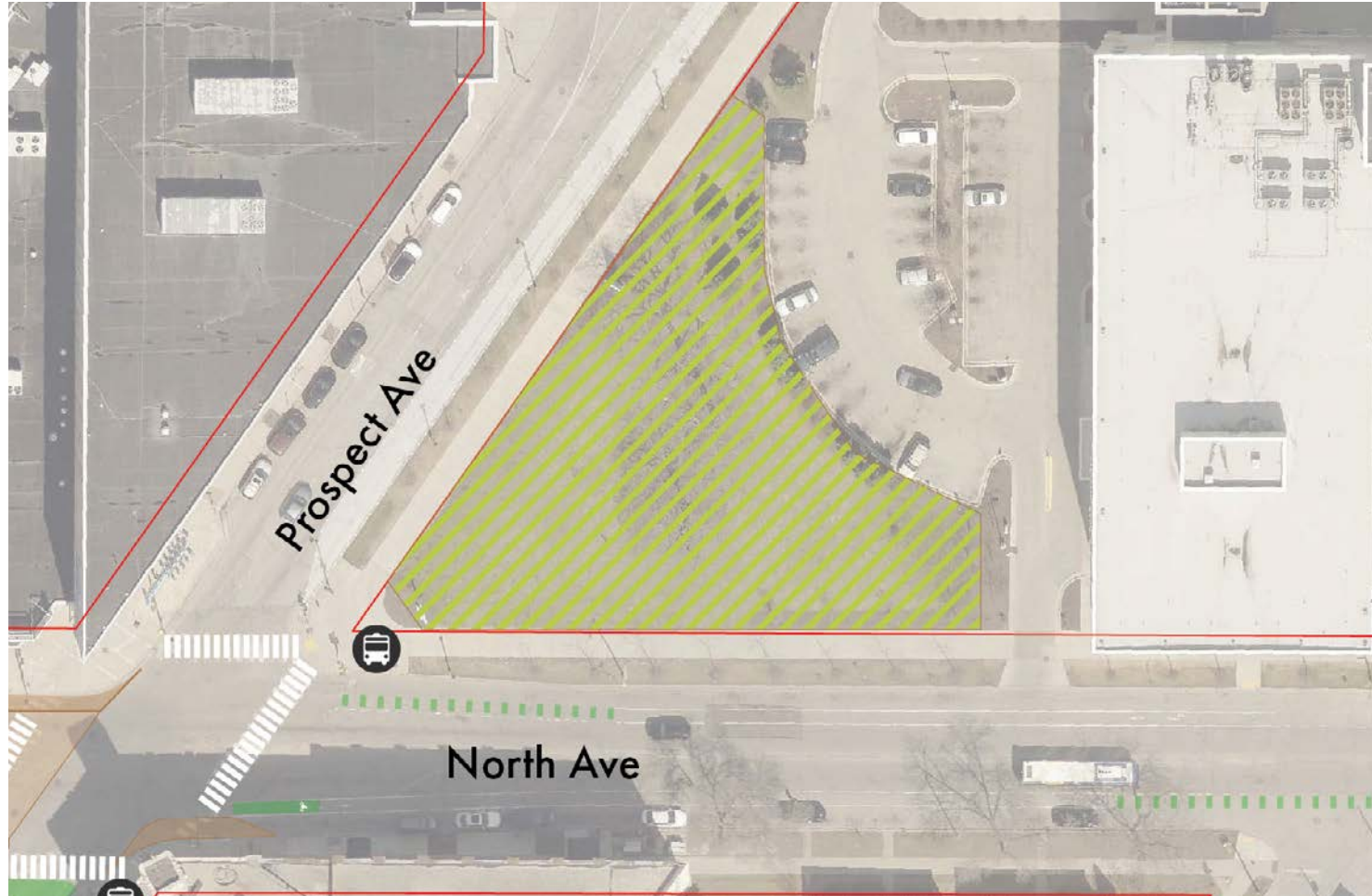
» Former parking lot becomes marquee gathering space along North Ave



# PUBLIC SPACES: COLUMBIA ST MARY HEALING GARDEN

## INTERIM SOLUTION

- » Activate public space with public amenities, furnishing, landscaping, and placemaking elements
- » Pop-up park amenities or public art



## LONG-TERM SOLUTION

- » Designed healing gardens for improved mental wellness and respite for hospital staff, patients, visitors, and public.



Temporary Park installation



Pop up Park



Rabbi Herman and Lotte Shaalman Park



ProHealth Regional Cancer Center | GRAEF