

CHAPTER 5: CATALYTIC PROJECTS AND INITIATIVES

Introduction

During the planning process, several redevelopment projects and programs aimed at increasing economic and community value were identified. Implementation of these “catalytic” projects and programs will represent a significant financial investment in the neighborhood, will enhance the visual character of the Northwest Side Area, and will potentially attract additional reinvestment of neighboring properties.

Eleven catalytic projects are proposed in this plan. Seven projects focus on redevelopment of specific sites, and four projects are initiatives or programs to guide future development and land use decisions. Map 13 illustrates the geographic location of catalytic projects and initiatives, where applicable.

Detailed descriptions for each project include the current status of the site or area, objectives for the project, specific recommendations (including design concepts), responsible parties, and recommended timing for the project. The design concepts are intended to illustrate possibilities of how the project goals could be achieved.

Catalytic Projects include:

- 1. Granville Station
- 2. The Woodlands Area
- 3. 76th Street and Good Hope Road Area
- 4. Timmerman Plaza
- 5. 76th Street and Mill Road Area
- 6. Silver Spring Drive - 60th to 64th Street
- 7. Teutonia Avenue - Silver Mill Shopping Center

Catalytic Initiatives include:

- Corridor Enhancement
- Job Corps Site Review
- Increase Home Ownership
- Medical Facility Need Study



Map 12: Catalytic Projects

CATALYTIC PROJECTS

Granville Station

Rationale

This project represents one of the largest redevelopment opportunities in not only the Northwest Side neighborhood, but in the City of Milwaukee. Redeveloping the site will improve the perception of the neighborhood, add value to surrounding sites, and make this site a primary node of activity in the area.

Current Status

Granville Station – formerly known as Northridge Mall – represents a site of approximately 160 acres that is characterized by vacant and occupied retail and office businesses. The site is accessed from 76th Street and Brown Deer Road within the northwest quadrant of the intersection.

The site includes the former shopping mall complex (104 acres) encircled by an expanse of parking and a vehicular circulation route around the circumference of the mall property. While most of the existing mall structure remains closed, the southern portion has been redeveloped to include Pick ‘N Save Grocery Store, Menards Home Improvement Center, and two retail shops located in outlots. The site is zoned Regional Business District (RBI).



Aerial photo of Granville Station, bordered by W Brown Deer Rd to the south and N 76th St to the east.



Pick ‘N Save at Granville Station, built in 2005.



Menards at Granville Station, built in 2005.



Existing conditions of the former Northridge Mall structure.



Existing conditions of the strip mall north of Granville Station.

Objective

A recently completed market study (Friedman, 2006) recommends that the vacant portions of the mall property undergo demolition to accommodate a mixed-use development marked by a strong residential housing component. Parcels along the site periphery (Brown Deer Road or 76th Street) should retain commercial uses, and potentially incorporate an “anchor institution.” The proposed options will:

- Increase land value.
- Provide high-quality housing choices.
- Improve the perception of the area.
- Spur additional investment along Brown Deer Road.



Specific Recommendations

The following redevelopment concept reconnects streets with surrounding residential development, incorporates existing new investment, and provides an opportunity for a major facility and new residential development.

The corresponding illustrations show how the following principles can be implemented:

- Rezone Granville Station to Planned Development (PD) to promote redevelopment of a mixed-use neighborhood following Traditional Neighborhood Design principles.
- Realign the main entrance from Brown Deer Road to redirect the view to proposed site amenities.
- Create a street network that reconnects the redeveloping site to surrounding streets and developments.
- Locate commercial courts along the inside of the perimeter drive to provide a transition between existing commercial and proposed housing.
- Allow for the development of a large facility between 76th Street and the perimeter drive. Potential uses could be medical, institutional, or educational.
- Require shared parking lots for all commercial developments.
- Include an express transit stop along the perimeter drive to allow area residents easy access to the proposed transit.
- Locate owner-occupied townhomes to the northeast of the Menards building as a transition to the proposed single-family housing.
- Include a landscape buffer between the Menards and proposed housing to the north and northeast.
- Include a significant green space or boulevard within the single-family development.
- Develop owner-occupied single-family housing with lots ranging from 7,500 square feet to 12,000 square feet.
- Develop a significant green space at the northern edge of the housing development.
- Redevelop the strip mall south of the Alexian Brothers Pavilion into either senior or owner occupied multi-family housing around a significant green space.



Potential single-family lots around a central boulevard.



Small-scale commercial development with shared parking.



Owner-occupied multi-family housing that transitions from the commercial to the single-family development.

In addition to the redevelopment concept created during the planning process, two thesis projects at the University of Wisconsin - Milwaukee's (UWM) School of Architecture and Urban Planning have focused on the future of Granville Station. The following concepts are consistent with the principles outlined above and provide an alternative site plan ideas for the redevelopment of Granville Station.

Thesis Concept 1



An alternate concept for the redevelopment of Granville Station.

Source: Scott Uhen, UWM - School of Architecture and Urban Planning, Masters Thesis Project 2006

Thesis Concept 2



**FIVE YEAR VISION
(2012 Plan)**



**TEN YEAR VISION
(2017 Plan)**



**TWENTY YEAR VISION
(2027 Plan)**

*An alternate concept for the redevelopment of Brown Deer Road and Granville Station.
Source: Stephen Tremlett, UWM - School of Architecture and Urban Planning, Masters Thesis Project 2007*

Responsible Parties

- Developer
- Property owners
- Granville Chamber of Commerce
- Department of City Development
- Redevelopment Authority of the City of Milwaukee
- Department of Public Works

Timing

Granville Station should be one of the first projects implemented to establish a precedent for future reinvestment in the area. A detailed site plan will need to be developed as a tool for discussion between landowners, area property owners, elected officials, and City staff.

Woodlands Area

Rationale

Woodlands and the adjacent housing development face significant social, economic, and physical challenges. Redeveloping the site and increasing home ownership will help to create a safer neighborhood and improve the character. Redevelopment of the Woodlands area is critical and will play a major role in the success of the larger area.

Current Status

The Woodlands area is characterized by high-density housing that is accommodated in moderate to large multi-family residential complexes. There are currently 576 condominium units in the Woodlands complex, and 520 multi-family units in the development to the west. A small percentage of the 1,096 dwelling units are owner-occupied units, with the majority of units providing affordable rental housing. This residential district is bounded along the southern edge (Brown Deer Road) by limited commercial uses along Brown Deer Road. The area is zoned Planned Development (PD).

Objective

Redevelopment should focus on increasing home ownership and contribute to positive reinforcement of the neighborhood character. Implementation of these goals represents an incremental step in improving the social and environmental qualities of this residential district. The proposed options will:

- Create street connections through the developments.
- Improve visibility and safety of the area.
- Encourage home ownership.



Aerial photo of the Woodlands and adjacent neighborhood.



The neighborhood immediately west of the Woodlands.



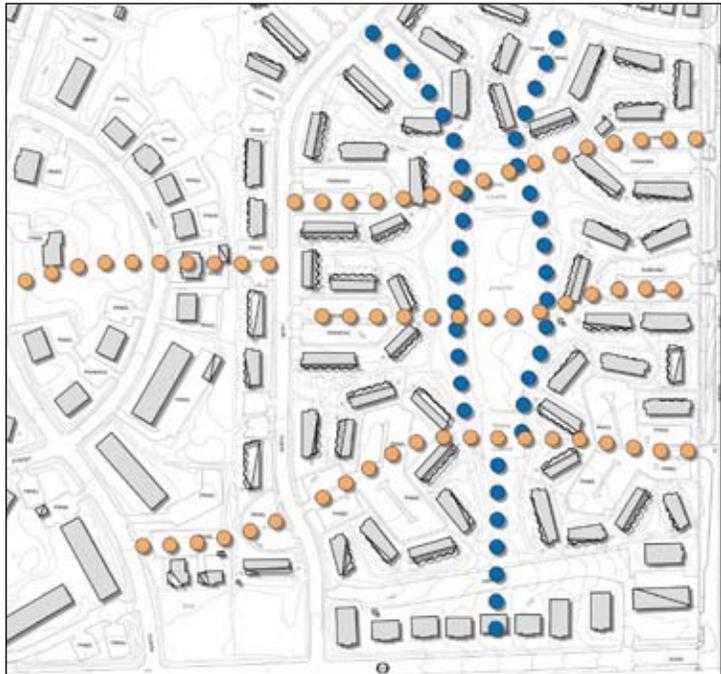
An example of a landscape outside of the Woodlands office



Woodlands condominiums and resident parking.

Specific Recommendations

Concepts for the site establish a new street system to connect the neighborhoods, allow for improved security and surveillance in the neighborhood, and enhance internal pedestrian and vehicular circulation. The following recommendations, as noted in the “Draft Planning Analysis of the Woodlands Housing Condominium,” should be implemented: increase home ownership, improve the character and safety of the parking lots, improve front-yard landscaping, create entry gateways, and redesign the central open space.



Landscaping and pedestrian connections improve the aesthetics and increase the safety of existing parking lots.

- Explore possibilities of establishing up to two north/south streets between Brown Deer Road and Allyn Street.
- Explore possibilities of establishing up to three east/west streets between Swan Road and 95th Street.
- Explore possibilities of establishing up to two east/west streets between 95th Street and 96th Street.
- Improve the appearance and safety of parking lots.
- Promote exterior renovations of units.



An sketch of how the Woodlands Condominiums could look with landscaping improvements to the parking lots and semi-private yards.

Responsible Parties

- Property owners
- Developers
- Redevelopment Authority of the City of Milwaukee
- Neighborhood Improvement Development Corporation
- Department of City Development
- Department of Public Works

Timing

The recommendations can be phased over time with the landscaping being a first step. Additional improvements should be prioritized as additional funding becomes available.

76th Street and Good Hope Road

Rationale

The juncture of 76th Street and Good Hope Road represents one of the most active transportation intersections in the Northwest Side Area, with high volumes of local and commuter vehicular traffic. Given the amount of investment and vacant or under utilized land in this node, this area offers opportunity to attract high-quality commercial and retail uses.

Current Status

Recent private and nonprofit investment in properties located at this node include 76th Street improvements (DOT), Home Depot, Destiny Youth Plaza (including a choice high school), and other small businesses such as a gas station and financial institutions. The area also includes the popular Hoffers' Pet Store, a movie theater, and vacant parcels (formerly Johnsons Park Golf and Go-cart Center). The areas are zoned Commercial Service (CS), Local Business (LBI) or Planned Development (PD).



Home Depot in the southeast quadrant of the intersection.



Pick N' Save in the northwest quadrant of the intersection.



Marcus Cinema, located north of the intersection.



Aerial photo of the N 76th St and W Good Hope Rd intersection.

Objective

As a prime commercial node in the neighborhood, this area should serve as a retail destination that attracts both residents and commuters. The location on two major corridors offers visibility and easy access. The proposed options will:

- Build on recent investment of nonprofit and private properties.
- Provide opportunities for new restaurants to serve area residents and employees from surrounding business and industrial parks.
- Create an identity for the area that sets it apart from other sections of 76th Street and Good Hope Road.
- Provide an opportunity for major comprehensive development in the northwest quadrant.

Specific Recommendations

Concepts for the site focus on three of the four intersection quadrants, as well as parcels to the north (former Johnsons Park and Marcus movie theater). The concepts emphasize improving the circulation between quadrants, enhancing the character of the parking, providing a pedestrian-friendly development, and providing an opportunity for additional anchors and sit-down restaurants. The following drawings illustrate the recommendations for each quadrant.



Southeast Quadrant: Home Depot



- Implement current plans for development of additional outlot buildings.
- Realign the entrance from Good Hope Road to mirror the entrance to the north of Good Hope Road.
- Landscape the parking lot and separate the parking lot into smaller sections with pedestrian walkways.

Northeast Quadrant: Destiny Youth Plaza



- Enhance the parking area with landscaping and pedestrian connections.
- Create an outdoor entrance plaza space in front of Destiny Youth Plaza (at the northern public entrance used for sporting and night activities).
- Allow for a new commercial building to replace the existing video store.
- Provide enough parking to have a ratio of 3 spaces per 1,000 square feet of development.
- Reduce site access to two major entrances into the quadrant, one from 76th Street and one from Good Hope Road.

Northwest Quadrant: Pick N' Save

- Provide an opportunity for a new commercial development at the corner of 76th Street and Good Hope Road.
- Landscape the parking lot and separate the parking lot into smaller sections with pedestrian walkways.
- Reduce site access to two major entrances into the quadrant, one from 76th Street and one from Good Hope Road.
- Explore options to redevelop this area using the rail line as part of a Transit Oriented Development (TOD) if this line holds potential as a future commuter rail route. Land west of the tracts should also be considered as part of this TOD.



Former Johnsons Park & Marcus Movie Theater Sites

- Redevelop and combine these two sites to provide a new theater and several sit-down restaurants or other commercial uses.
- Landscape the parking lot and separate into smaller sections that serve both the theater and the outlots.
- Create outdoor plazas between outlot buildings that can be used for dining or gardens.

Responsible Parties

- Property owners
- Developers
- Redevelopment Authority of the City of Milwaukee
- Department of City Development

Timing

This node should be one of the first catalytic projects to be implemented due to the impact on the neighborhood, current investment, street improvements, and visibility.



Timmerman Plaza

Rationale

Timmerman Plaza is a large land area that is highly visible from the Silver Spring Drive corridor and may be a first impression for travelers from the airport. When redeveloped, it will have a significant impact on the surrounding neighborhoods and the visual perception of the area.

Current Status

Timmerman Plaza retail center is located along Silver Spring Drive, near the I-45 Freeway interchange, and across from Timmerman Airport. The surrounding area is characterized by residential uses that include single-family and multi-family developments. Current retailers of the plaza include Pick N' Save, JC Penney Outlet, a bowling alley, and several smaller commercial enterprises, most of which are economically viable. The site is zoned Local Business (LBI).



Aerial photo of Timmerman Plaza.

The parking area is oversized and is not fully utilized. Therefore, the presence of unused parking stalls conveys a perception that the retail center is under performing.

Objective

Development should capitalize on the excellent location of the site to strengthen the neighborhood while improving the overall image of the parking lot and buildings. The proposed options will:

- Increase the land value.
- Improve the character of the site.
- Provide an opportunity for residential development.



Existing conditions at Timmerman Plaza.

Specific Recommendations

The two options for the site improve the character of the parking and overall image of the site. The options vary on the amount of redevelopment and land use.

Timmerman Plaza, Option 1: Landscaping and Open Space

This option retains existing buildings while converting some of the paved parking area to support green space that serves to enhance the overall appearance of the retail center.



- Landscape the parking lot and separate the parking lot into smaller sections with pedestrian walkways.
- Require façade improvements for existing commercial buildings.
- Create landscape features along the edge of Silver Spring Drive to improve the character of the site.

Timmerman Plaza, Option 2: New Residential Development

As supported by the market study, this option includes residential development along the parkway. Green space is added throughout the development and creates a transition between the proposed residential and existing retail uses. The property owner should work with Milwaukee County Parks to include paths and additional access points to the parkway.



Potential single-family homes with a public street along the Little Menomonee River Parkway.

- Landscape the parking lot and separate the parking lot into smaller sections with pedestrian walkways.
- Require façade improvements for existing commercial buildings.
- Rezone the western part of the site to allow owner-occupied single-family housing.
- Create a landscape buffer between the housing and retail uses. The buffer could include a walking path, children’s play area, or other park features.
- Link the residential development to the parkway with paths or trails.

Responsible Parties

- Developer
- Property owners
- Department of City Development
- Milwaukee County Parks

Timing

This project should begin with a discussion between the City and current property owners to determine the best use of the site and potential relocation strategies if the residential option is selected.

76th Street and Mill Road

Rationale

The 76th Street corridor is one of the most active transportation routes in the Northwest Side Area, with high volumes of local and commuter vehicular traffic. The northeast quadrant of this node includes some underutilized buildings and offers an opportunity to develop a large facility. Improving the use and character of the site will increase the value of the node and surrounding neighborhood.

Current Status

This project focuses on the northeast quadrant of the intersection of 76th Street and Mill Road. The quadrant is currently zoned Local Business (LBI). The location on two major corridors offers visibility and easy access to area residents and employees. The quadrant includes several small commercial businesses, a new Walgreen's pharmacy, a social services facility, and two fast-food restaurants. A large parking lot is shared amongst commercial businesses. Presently, the retail "strip" component within this quadrant appears to be in economic decline.



Strip mall in the northwest quadrant of the intersection.



Strip mall in the northwest quadrant of the intersection.



Strip mall in the northwest quadrant of the intersection.



Aerial photo of the N 76th St and W Mill Rd intersection.



Outlot development in the northwest quadrant.

Objective

This parcel is one of the few large parcels available for redevelopment in the immediate area. It offers an opportunity to build a major facility that would otherwise require several parcels to be combined. Redevelopment should create a destination that attracts customers from throughout the neighborhood. The proposed options will:

- Provide development opportunity for a major facility.
- Increase land value.
- Improve the character of the area.

Specific Recommendations

The two concepts improve the character of the parking, provide a pedestrian-friendly development, encourage façade improvements, and offer an opportunity for a major development.

76th and Mill Node, Option 1: Landscaping and Façade Improvements

This option utilizes the existing buildings with an emphasis on improved site features.

- Create a boulevard entrance into the site from 76th Street.
- Landscape the parking lot and separate the parking lot into smaller sections with pedestrian walkways.
- Require façade improvements for existing commercial buildings.
- Replace one of the fast food restaurants with a sit-down restaurant.
- Provide a minimum of two parking spaces (maximum three spaces) per 1,000 square feet of development.
- Maintain the edge of the site with either buildings, landscaping, or fencing with landscaping.



A boulevard creates a significant entrance feature.

76th and Mill Node, Option 2: Major Facility

This option includes a major building that could accommodate a medical, educational, or civic facility. The facility could be multiple stories and serve as the major anchor for the node.



A prominent open space feature is located in front of the major facility.



Buildings reinforce the corner and edges of the development site.



- Landscape the parking lot and separate the parking lot into smaller sections with pedestrian walkways.
- Develop a new, multi-story facility in the middle of the site to allow access to parking throughout the site.
- Create a grand entrance to the new facility with a significant public open space along 76th Street.
- Replace the gas station at the northwest corner of the intersection with a parking plaza to serve the public library and surrounding buildings.
- Provide a minimum of 3.5 parking spaces per 1,000 square feet of development to ensure enough parking for the facility.
- Maintain the edge of the site with either buildings, landscaping, or fencing with landscaping.

Remaining Quadrants:

The illustration below suggests how the Northwest, Southwest, and Southeast quadrants of this intersection could be redeveloped.

The Northwest quadrant includes a screened, shared parking facility on the corner to support the library and office uses.

The Southwest quadrant depicts a redeveloped building on the corner with parking or vehicular (perhaps transit) access behind.

The Southeast quadrant incorporates landscaping along the public right-of-way and property lines.



Responsible Parties

- City and Wisconsin Department of Transportation on the right-of-way improvements along 76th Street
- Developer
- Property owners
- Redevelopment Authority of the City of Milwaukee
- Department of City Development
- Milwaukee Library Board

Timing

This project should be initiated after the completion of the Medical Facility Needs study.

Silver Spring Drive – 60th to 64th Street

Rationale

Silver Spring Drive is a major arterial through the neighborhood and a primary entrance into the Havenwoods community. Improving the physical appearance and bringing new businesses to the corridor will improve the character, add value, and build on the investments of the Havenwoods Economic Development Corporation.

Current Status

Silver Spring Drive is the southern boundary of the Northwest Side Area Plan. It is within the Havenwoods neighborhood, and serves as a major east-west traffic route through the area. The northern side of Silver Spring Drive between 60th and 64th Streets includes several retail uses: Family Dollar, a liquor store, a beauty supply store, and a carwash. The site also offers a unique challenge in how it transitions to housing along the north side of the block. One street is terminated with a cul-de-sac to avoid the loading area of the building. Several vacant buildings negatively impact the character of the area and should be redeveloped. Both blocks are zoned Local Business (LBI).



Aerial photo of Silver Spring Dr.

Objective

The two blocks should be targeted for redevelopment to increase land value and the character of the immediate area. The proposed options will:

- Increase land value.
- Attract quality retail while decreasing vacancies.
- Improve the character of the area with landscaping, improved facades, and shared parking.
- Provide an opportunity for new commercial development.



Silver Spring Dr between N 60th and N 62nd St, as viewed from the newly landscaped median.

Specific Recommendations

The two concepts for the blocks focus on improving the character of the parking and buildings, while providing opportunities for new retail development. Both options provide land use transitions to the residential properties to the north.

Silver Spring, Option 1: Landscaping and Façade Improvements

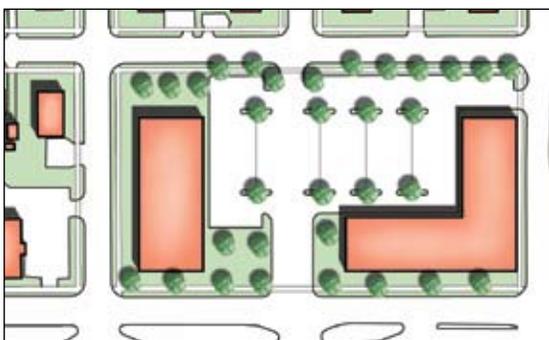
This option focuses on landscape and façade improvements.



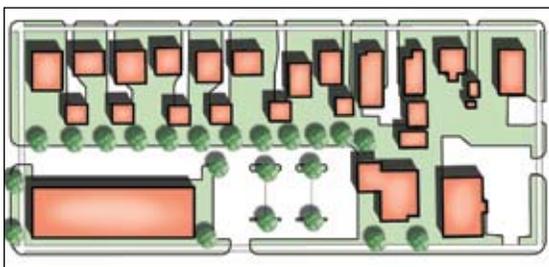
- Landscape the parking lots.
- Convert the southern row of parking into green space, between 60th and 61st Streets.
- Install new retail signage and parking lot lighting.
- Consider rezoning the southeast corner of N 62nd St and W Thurston Ave for owner-occupied residential use.

Silver Spring, Option 2: Landscaping and New Development

This option focuses on landscaping, new development, and providing an opportunity for more single-family residential lots.



- Landscape the parking lots and add green space or plazas adjacent to new buildings.
- Build new buildings, between 60th and 62nd Streets, along the street edge with parking in the center or back of the block.
- Build new retail buildings along the street between 62nd and 64th Streets.
- Open the cul-de-sac and create additional owner-occupied single-family lots along W. Thurston Avenue.



New buildings create an edge along the street and improve the pedestrian character.

Responsible Parties

- Developer
- Property owners
- City of Milwaukee
- Havenwoods Economic Development Corporation

Timing

Redevelopment should build on the current streetscape investment along Silver Spring Drive and the momentum this brings to the area. The streetscape implementation should occur simultaneously for the two blocks; however, the building development can occur in phases. Property owners should work with the Havenwoods Economic Development Corporation to determine the best timing for the project.

Teutonia Avenue – Silver Mill Shopping Center

Rationale

The Teutonia Avenue corridor represents a major commuter traffic route through the neighborhood and accommodates a broad mix of uses. Redeveloping the Silver Mill development provides an opportunity to improve the quality and diversity of services offered to area customers and will significantly improve the character of the area.

Current Status

The shopping center is anchored by a Save-a-Lot food store and other retail uses including clothing, furniture, tobacco, appliance discount stores, and a pizza restaurant. Several services, such as a police substation, various State agencies, financial institutions, and two storefront churches, are also on the site. The dominate feature of the development is the large parking lot that stretches the length of the site. The loading area is accessed to the rear of the development, and is visibly accessible from residences that face the rear of the shopping center. The site is zoned Local Business (LBI), Neighborhood Shopping (NSI), and Residential (RM1, RS6, RM2).

Objective

This parcel is one of the largest redevelopment opportunities along Teutonia Avenue and should be redeveloped to add services for area employees and residents, while adding value to the neighborhood. The proposed options will:

- Increase land value for the development.
- Provide an opportunity for new residential development.
- Improve the physical appearance of the area with improved buildings, landscaping, and open space.



Aerial photo of the Silver Mill Shopping Center, bordered by Teutonia Avenue to the west.



The Thurston Woods neighborhood, located east of the Silver Mill Shopping Center.



The Silver Mill sign on Teutonia Avenue.



Silver Mill Shopping Center

Specific Recommendations

The two concepts for this site include improving the character of the parking lot, providing a pedestrian-friendly development, façade improvements, and an opportunity for new commercial and housing uses.

Silver Mill Shopping Center, Option 1: Landscaping and Façade Improvements

This option utilizes the existing buildings with an emphasis on improved site features and open space.



- Landscape the parking lot and separate into smaller sections with pedestrian walkways.
- Create a main entrance into the site with a simplified sign that serves as the identity for the development.



A boulevard entrance simplifies access to the development. Parking lots are subdivided by landscaping.

Silver Mill Shopping Center, Option 2: Landscaping, New Development, and Housing

This option includes new commercial buildings, service retail along Teutonia Avenue, and housing along 35th Street.



Single-family lots complement the existing housing on the west side of N 36th St. Landscaping provides a buffer between the neighborhood and the commercial development.

- Develop four-sided buildings, potentially restaurants and/or service retail, along Teutonia Avenue.
- Landscape the parking lot and separate into smaller sections with pedestrian walkways.
- Create a main entrance into the site with a simplified sign that serves as the identity for the development.
- Remove the existing strip mall and replace with a new commercial building, potentially a food store on the south end of the retail center.
- Require loading to face Florist Avenue, adjacent to other commercial loading areas.
- Rezone the western part of the site for owner-occupied, single-family residential.
- Develop a 40 foot deep landscaped buffer zone as a privacy screen between the residential uses and the loading area of the new retail buildings.
- Create an extension north of Kaul Street to connect the neighborhood directly with the retail center.

Responsible Parties

- Developer
- Property owners
- Department of City Development
- Department of Public Works

Timing

This project should occur as any revisions are proposed to the site or the building owners express an interest in improving the site.

CATALYTIC INITIATIVES

Corridor Enhancement

Rationale

The condition of the corridors is critical to the redevelopment of the area and the overall perception of the Northwest Side. A clear vision and set of standards will influence investor's interest in the corridors.

Objective

The condition of major transportation corridors typically represents the general character, economic health, and vibrancy of a community. A high-quality corridor environment serves to bolster land values and attract a stable customer base. Therefore, major transportation corridors should be evaluated and enhanced to ensure that a cohesive and high-quality image is conveyed through building and site design, landscaping, and signage.

Specific Recommendations

Redevelopment strategies should be applied to all major commercial and mixed-use corridors within the Northwest Side Area, with particular attention given to 76th Street and Brown Deer Road as identified in Chapter 4: Districts and Corridors.

Corridors: Development

- Promote redevelopment of obsolete buildings and adaptive reuse of under utilized buildings to help improve the character of commercial areas.
- Encourage infill development within vacant or under utilized parcels to add value to current development.
- Offer façade grants to qualifying commercial establishments to increase land value and improve the character of the area.
- Focus redevelopment of parcels at key intersection nodes along the corridors by clustering commercial and mixed-uses, thereby allowing other commercial areas to be rezoned for non-commercial uses.
- Allow high density, owner-occupied housing along corridors to increase the customer base of redeveloping commercial uses.
- Explore the opportunity of converting vacant or obsolete commercial properties that are located in areas that are

not immediately adjacent to major intersection nodes. Consider other types of development that support educational, institutional, or social service uses.

- Require all major intersections to have access to public transit.
- Design public transit shelters to be pedestrian-friendly, visible from surrounding properties, and of high-quality design and materials.
- Work with local brokers to attract high-quality businesses to the corridors.

Corridors: Site Design

- Locate outlot buildings near the edge of the corridor right-of-way to enhance the physical environment of the street and attract greater interest of automobile-oriented consumers.
- Allow multi-story buildings at major nodes on 76th Street, Brown Deer, Good Hope, Mill Road, and Silver Spring Drive, which will increase the intensity of use at intersections, support anchor businesses, and serve as a major visual landmark.
- Reduce the number of parking lot access points to a minimum number of entrances while ensuring safe ingress and egress. Design the entrances with additional landscaping and lighting.
- Encourage outdoor plazas, public seating areas, sculpture, and outdoor restaurant seating within each major development.

Corridors: Parking

- Require landscaped buffers at the periphery of all parking lots.
- Encourage shared parking lots within mixed-use and commercial developments.
- Require functional, public open space features in parking lots with more than 200 spaces.
- Promote a parking ratio of not more the 3 spaces per 1,000 square feet of development for general commercial uses. Restaurants and theaters may require 4 to 5 spaces per 1,000 square feet of development.

Corridors: Landscaping

- Incorporate generous landscape treatment along all corridor rights-of-way where a building is not present.
- Use parking to screen loading areas and drive-through lanes.
- Supplement corridor landscape treatments at major entrances into commercial and mixed-use developments.
- Encourage ornamental plantings within open spaces or plazas.
- Encourage the use of decorative fencing along with landscaping when screening parking lots.

Sidewalks

- Require all major corridors to have sidewalks within the right-of-way.
- Provide logical sidewalk linkages that provide a connection between streets and building entrances of major commercial and mixed-use development.

Lighting and Signage

- Encourage pedestrian-scaled lighting along sidewalks, paths, and within parking areas.
- Require lighting of commercial and mixed-use areas to cover the property and not project towards adjacent properties.
- Follow the City's overlay signage rules.
- Encourage one major sign for each commercial and mixed-use development to be located at each site entrance.

Responsible Parties

- Property owners
- Developers
- Department of City Development
- Department of Public Works

Job Corps Site Review

Rationale

Individual projects greatly impact the character of surrounding properties. The Job Corps projects is a federal and state project but should be reviewed by City staff to ensure it meets sound planning and design principles.

Objective

The City should work with the project design team to ensure that site and building development, as well as adjacent uses, do not negatively impact the surrounding properties.

Specific Recommendations

- The site development should include a landscape buffer along 60th Street to allow for a transition between residential development to the east and the proposed facility.
- All parking lots should be screened with landscaping.
- Parking should not be the dominate feature along 60th Street.
- Lighting should be focused onto the site to minimize disturbance to surrounding properties.
- The remaining land adjacent to the Job Corps site should be developed to minimize traffic, noise, and visual impacts on surrounding properties.
- Architectural design should promote contextual sensitivity with neighboring residential districts.

Timing

The site review should be proactive and occur while changes can still be made to the site and building plans. The City should establish an ongoing review process that is incorporated into the development schedule.

Increase Home Ownership

Rationale

Home ownership provides stability and value to a community. Utilizing incentives and programs that increase home ownership should be a priority for all projects.

Objective

In 2000, approximately 52% of all housing was rental and 48% was owner-occupied in the Northwest Side area. Redevelopment and new development should strive to increase the percentage of owner-occupied housing units.

Specific Recommendations

- Require all new development, unless otherwise stated, to be owner-occupied. This includes single-family units, townhomes, and condominium units.
- Utilize a rent-to-own program that incorporates the use of affordable housing tax credits, low-interest loans, and subsidies that allow renters to work towards home ownership. There are several rent-to-own programs, often involving developers, nonprofit agencies, and local governments. Local and national examples are included in the Appendix.
- Encourage rental conversions to owner-occupied units. This approach includes converting duplex units into two owner-occupied units or one single-family unit; apartment buildings into owner-occupied condominium units; and rental single-family units into owner-occupied units. This approach is more challenging to implement and often requires targeted down payment assistance or financial incentives. Conversions should be targeted in areas where there is already a 50% home ownership rate; therefore, the incentive may be greater based on surrounding home values.

Responsible Parties

- Property owners
- Developers
- Department of City Development
- Housing Authority of the City of Milwaukee