

Chapter 5 Catalytic Projects

North Avenue Gateway

Finney Library site reuse
Toussaint Square
Food Court

Residential Infill Redevelopment (“Garfield and Lloyd Blocks” in District A)

United Methodist Expansion

Lisbon Avenue, 3300 to 3700 Blocks

Galena and 35th Housing

Reuse of 37th Street School

Vliet Street Infill on 3700 Block and 35th Street Node

30th Street Industrial Corridor Regeneration

North of Lisbon Ave.
South of Lisbon Ave.

North Avenue Gateway Initiative

Catalytic Project Boundaries

All of the North Avenue corridor in the study area, from 35th Street to Sherman Boulevard.

Rationale

North Avenue is the dynamic economic development engine in Washington Park. Its continued revitalization is essential to further renewal in the neighborhood. Recent projects along North Avenue, such as the mixed-use Columbia Square development, show the potential for infill projects that meet the needs for new housing types while maintaining the retail commercial nature of the corridor. The catalytic project encompasses improvements to the public realm and facilities and three specific private development projects:

- Touissant Square
- North Avenue Food Court
- Finney Library reuse and south side of the 4200 Block

Development Goal

Continue infill development on available sites along North Avenue, with a focus on mixed-use projects that construct new ground level retail and upper level residential units.

Recommendations

Support the development efforts of North Avenue CDC, including Touissant Square and the proposed Food Court.

Work with selected developer to reuse the Finney Library and redevelop the adjacent block along North Avenue.

Maintain a consistent build-to line with storefronts meeting the sidewalk.

Install bus shelters at the intersection of North Avenue and 35th Street.

Maximize the use of available development incentive programs and districts along North Avenue.

Project Partners and Responsible Parties

North Avenue Community Development Corporation

New Covenant Housing Corporation

Milwaukee Transit Authority

City of Milwaukee



Residential Infill Redevelopment (“Garfield and Lloyd Blocks” in District A)

Catalytic Project Boundaries

North 35th Street, North 42nd Street, North Ave. and Brown Street.

Rationale

The blocks south of North Avenue, between Sherman Boulevard and 35th Street have a concentration of vacant lots, derelict houses, and tax delinquent properties (see Figure 19) and the disinvestment that go along with unattended property. This vacant land presents an opportunity to assemble a number of properties on the block and cluster new housing, most likely affordable townhouses or single family detached homes. Owner occupancy must be encouraged. Attention to the area by the City and nonprofit developers will help support economic development projects on North Avenue.

Development Goals

Strengthen the housing stock in this area by infill development and renovation of existing stock. Increase homeownership.

Recommendations

Work with property owners to acquire tax delinquent and unmaintained property.

Renovate houses deemed worthy of new investment, if any.

Work with local developers to construct new housing.

Consider financing mechanisms to offer grants or low interest loans for home improvements in this area.

Project Partners and Responsible Parties

City of Milwaukee

Property owners

Local housing developers

United Methodist Expansion

Catalytic Project Boundaries

Five parcels on the northwest corner of the intersection of Lisbon Avenue and North 39th Street

Rationale

United Methodist Children's Services, located at the corner of Lisbon Avenue and 40th Street serves low income children and families. Their Transitional Living Program provides housing to 17 families in their building on Lisbon Avenue. The demand for services continues to grow, with assistance to 15,000 individuals in 2002 and 18,000 in 2005. The building at 3940 Lisbon Avenue is one of a handful of garden-style, brick apartment buildings in the neighborhood, but the group of four frame houses immediately adjacent to the east are obsolete. The project recommends assembly of these properties and one vacant lot to create a site to expand United Methodist's housing. Construction of new housing next to United Methodist's building could act as a true catalyst to additional housing on sites along Lisbon Avenue (see pages 84-85).

Development Goals

Expand the number of units that United Methodist is able to offer to as part of their Transitional Living Program.

Recommendations

Assemble five parcels at the corner of Lisbon Avenue and 39th Street and construct a new apartment building for use by United Methodist. The building should be of high quality design and similar in size and scale to the existing Transitional Living building.

Project Partners and Responsible Parties

United Methodist

Washington Park Partners

City of Milwaukee



Lisbon Avenue Infill and Redevelopment

Catalytic Project Boundary

Blocks along Lisbon Avenue from 32nd Street to Sherman Boulevard with specific emphasis between 33rd and 37th Streets.

Rationale

Lisbon Avenue is poised for revitalization through land use change. While the market for commercial uses is no longer strong enough to sustain retail on every block, development of a market for new multi-family housing should be encouraged. Construction of new housing on any one of the available sites along Lisbon Avenue would greatly improve the environment on the street, and has the potential to gain momentum for wholesale recreation of the street as part of the residential neighborhood. The intersection with 35th Street has good visibility and should remain a commercial and institutional node.

Development Goals

Revitalize Lisbon Avenue with new uses, shared solutions for parking and high quality design.

Recommendations

Create a redevelopment plan for the area between 33rd and 37th Streets. This detailed plan should include West Side Academy II and the church that is owned by MPS on Brown St.

Work with all property owners to come up with mutually beneficial solutions for parking, safety and operational needs.

Figure 24 is an illustration from the Washington Park Partners 'Planning for Hope' quality of life plan. It illustrates one way in which the street could be redeveloped. In the development of a more detailed redevelopment plan, care should be taken to incorporate parking areas that are accessed via an alley, rather than Lisbon Ave. Restoring as much of the former building enclosure as possible should be encouraged.

Project Partners and Responsible Parties

Lisbon Avenue Neighborhood Development (LAND)

Property owners

Washington Park Partners

City of Milwaukee

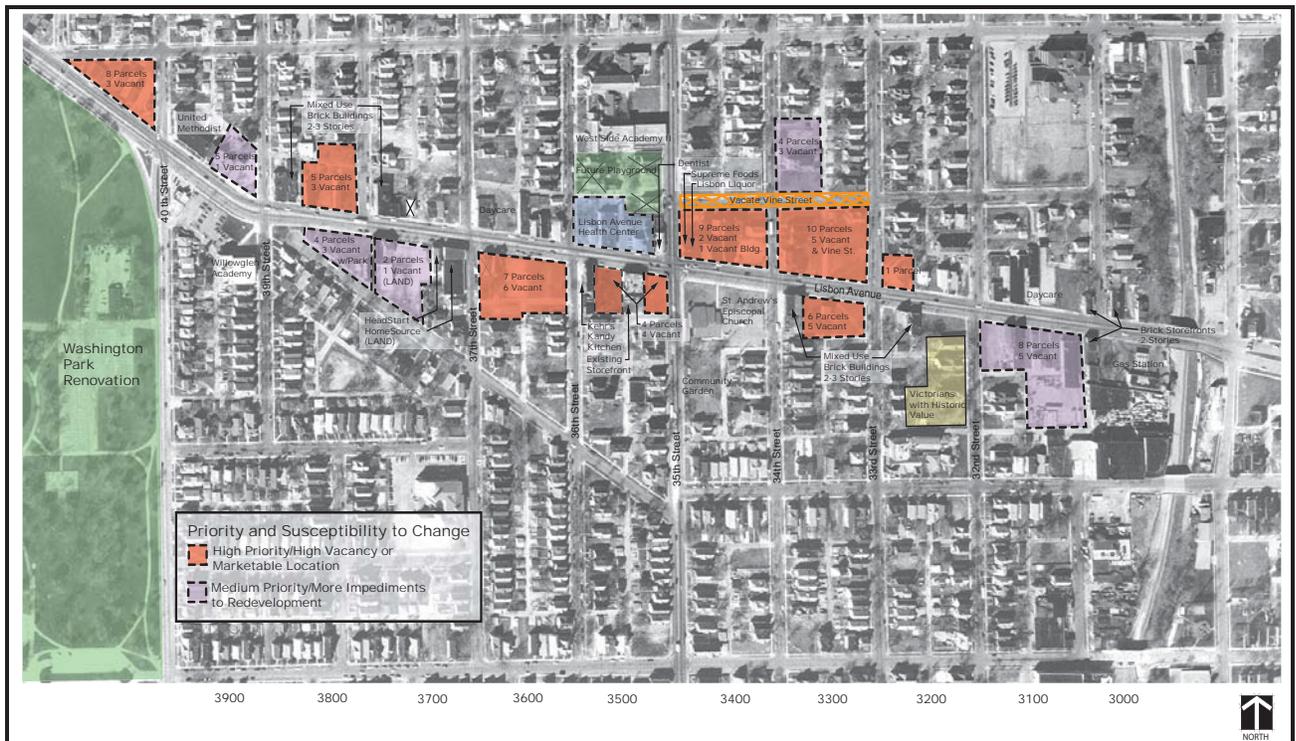


Figure 22: Lisbon Avenue Corridor, Susceptibility to Change Analysis

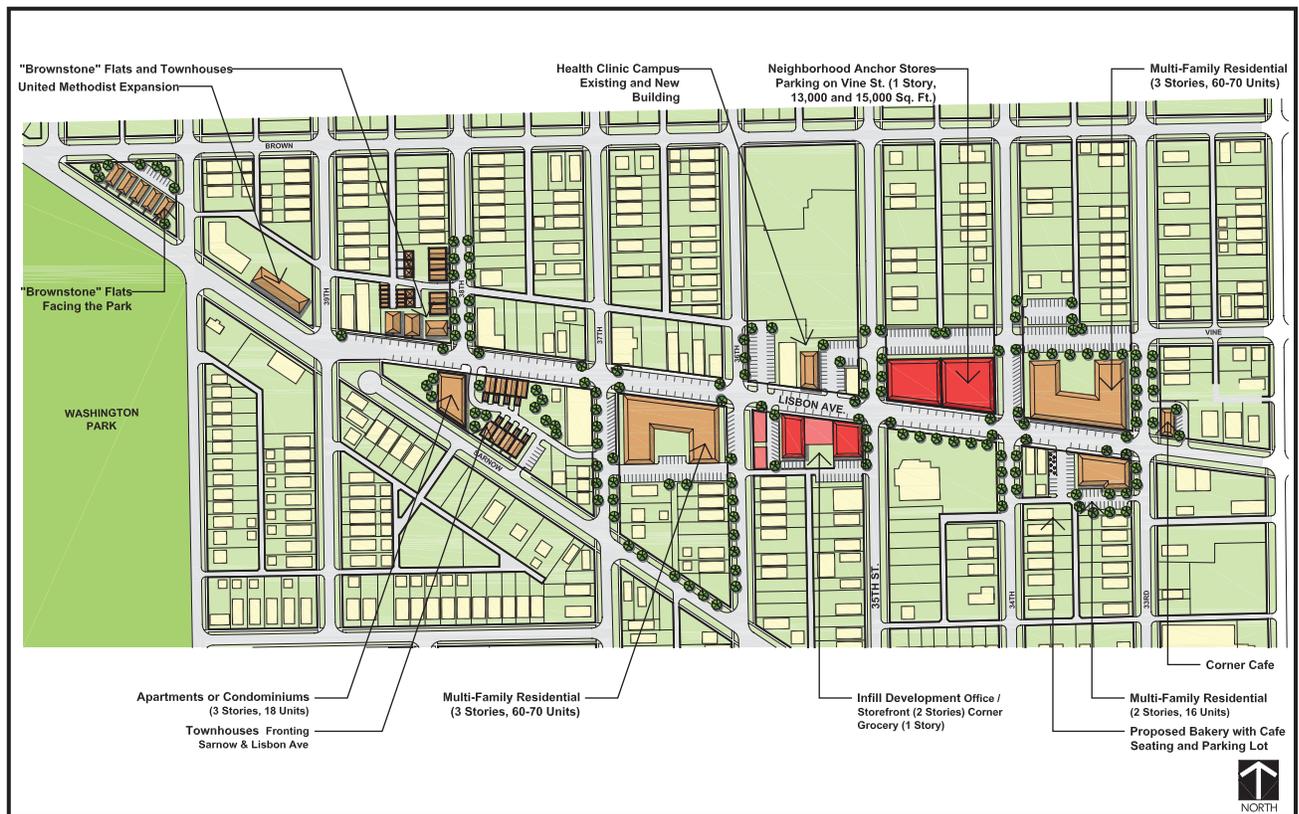


Figure 23: Lisbon Avenue Corridor, Illustrative Infill and Redevelopment Plan

Galena Street Housing

Catalytic Project Boundary

Galena Street from North 40th Street to North 35th Street.

Rationale

Construction of the new school at the corner of 35th and Galena creates an opportunity to reinvest in property along Galena Street from the school to Washington Park. The City of Milwaukee has assembled property on the block directly north of the school and housing developers are working to design and finance a project to construct new townhouses.



Development Goals

Secure investment in the new Bethune Academy by rehabilitating housing along Galena Street and creating a strong connection between the school and Washington Park.

Recommendations

Work with private developers to construct new townhouses on the north side of Galena Street, between 35th and 36th streets.

Identify funding sources to provide loans and grants to for property owners to rehabilitate old housing.

Install new crosswalk markings and traffic calming devices at 35th Street, 38th Street, and 40th Street.

Improve the entrance to Washington Park at Galena and 40th St.



Project Partners and Responsible Parties

Property owners

Washington Park Partners

City of Milwaukee

Milwaukee County



Reuse of 37th Street School

Catalytic Project Boundary

Milwaukee Public School property fronting 37th Street between Roberts Street and Walnut Street.

Rationale

With the construction of the new Bethune Academy at 35th and Galena Street, the old 37th Street School has become redundant. However, this building is solid masonry construction in relatively good shape; therefore, the City of Milwaukee has issued requests for proposals for reusing the building. Interest has been expressed in converting the building to a residential use, as well as reusing the building as a center for providing social services and training programs. If residential uses are considered, owner occupancy should be encouraged.

Development Goals

Reuse the existing masonry structure in a way that is beneficial to the neighborhood.

Improve the exterior landscape

Maintain main entry on 37th Street for pedestrian access.

Recommendations

Continue to work with developers to achieve a successful reuse of the building.

Project Partners and Responsible Parties

City of Milwaukee

Washington Park Partners



Vliet Street Infill, 3500 and 3700 Blocks

Catalytic Project Boundary

Vliet Street 3500 and 3700 Blocks



Rationale

While Vliet was a major commercial corridor at one time, currently it no longer supports an active retail market. Retail should be concentrated at significant interstectins such as 35th and Vliet. Other segments of the street should be considered for alternative uses such as housing. Any housing should be of a size and scale appropriate to this high traffic street. Single family attached units would be a more appropriate building form for this location.

Development Goals

Create a stronger commercial node at 35th and Vliet Streets.
Add value and owner occupied housing along Vliet Street at 37th Street.

Recommendations

Continue to work on the development of townhomes on the 3700 block of Vliet Street
Market the land owned by the City at 35th and Vliet via a request for proposals for mixed use development.

Project Partners and Responsible Parties

City of Milwaukee
Washington Park Partners
West End Development Corporation

30th Street Industrial Corridor, north of Lisbon

Catalytic Project Boundary

The block bounded by Brown, 32nd, Lloyd, and 30th Street Industrial Corridor.

Rationale

The Washington Park neighborhood needs more developed open space. The Plan recommends that as new infill development occurs in this area that public open space should be incorporated into the overall site plan. Ten parcels on this block are now vacant, nine of them owned by the City. Other houses on the block are boarded, and many require major rehabilitation. The open space could be directly north of Westside Academy I, and could be used for organized play. Property on surrounding blocks would become more valuable across from a new park, specifically property on the east side of 31st Street to the railroad viaduct, which should be redeveloped to new housing.

Development Goals

Create infill residential development to include a public amenity. Encourage land use change along 31st Street from small repair shops to new residential.

Recommendations

Prohibit construction of new housing on any lots on the project block until a critical mass of parcels can be redeveloped at once to include some greenspace.

Project Partners and Responsible Parties

Private Developers

Washington Park Partners

City of Milwaukee

Milwaukee Public Schools



30th Street Industrial Corridor, south of Lisbon

Catalytic Project Boundary

Lisbon Avenue to Cherry Street along the 30th Street Industrial Corridor.

Rationale

In the Washington Park planning area, the 30th Street Industrial Corridor consists of small, industrial parcels. Many of the parcels no longer support industrial uses and are vacant. Reuse for industrial purposes is unlikely and would detract from the surrounding residential uses.



Development Goals

Create infill residential development to include public amenities.

Reuse existing quality masonry buildings when possible for loft style units.



Recommendations

Prohibit reuse of these parcels for industrial uses.

Assess the amount of site contamination and determine which sites are best for redevelopment

Seek funding sources to remediate any contamination concerns before redevelopment occurs.

Project Partners and Responsible Parties

Property Owners

Private Developers

Washington Park Partners

City of Milwaukee