Equitable Growth Through TOD Planning
Community Meeting 4
 Bringing neighborhoods into focus

May 23, 2018
DRAFT Agenda

1. Milwaukee Equitable TOD Goals
2. What we heard
3. TOD Approach – Corridors & Connectivity
4. The Street Level Experience
5. Achieving Implementation
6. The Anti-Displacement Study

Next Steps
EQUITABLE TOD GOALS
Goals

• Extend investment from downtown
• Connect neighborhoods physically and economically
• Enhance places based on local distinctiveness
• Benefit existing community though equitable and inclusive strategies

Objectives

• “Road map” for equitable growth and development through transit oriented development (TOD)
• Framework for investment decisions, zoning code updates and practical implementation strategies
• Meeting community and stakeholder goals and aspirations
## Phases + Timeline

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What is TOD?
Transit Oriented Development

Development
Public realm
Streetscape
Creating new connections

A strategy of connectivity
The Milwaukee Idea … Advancing TOD

Typical TOD Themes
• Commuting
• Mixed use
• Density
• Public realm
• Feasibility
• Value capture

Equitable TOD Themes
- People
- Economy and Jobs
- Places
- Change
A Strategy of Connectivity

Leverage corridors and connectors
Focus on transit intersections
Create a mix of uses in the neighborhood
Create public open spaces
Add high quality density
WHAT WE HAVE HEARD
Public meetings + workshops

6 Community Workshops
- Sep 2017
- Nov 2017
- Jan /Feb 2018

4 Plan Advisory Group Meetings
- Aug 2017
- Oct 2017
- Jan 2018

Artist Workshop in Bronzeville
- Apr 2018
Outreach Activities

**TOD TABLING / PRESENTATIONS**
Bronzeville Week
Historic Brewers Hill Assn Summer Block Party
Hillside Residents Group
Water / Land Use Plan Open House
Cermak
Pete’s Market
El Rey
3 Kings Day Event
Schlitz Park
Skybox (Democratic Caucus Meet-Up)
Ald. Coggs Town Hall Meetings (2)
SOC County Supervisor Candidates Forum

**BID NEIGHBORHOOD ASSOCIATION MEETINGS**
MLK BID, Harbor District, Halyard Park, Brewer’s Hill, Walker’s Point, Walker’s Square

**KEY STAKEHOLDER LUNCH & DINNER MEETINGS (4)**

**ONE ON ONE SURVEY ENGAGEMENT:**
3 TOD “Coffee Breaks” at Mi Casa Su Café, Anodyne and UCC

Online outreach
Flyers and Door Hangers
Public engagement summary

HOUSING
- Preserve affordable units and avoid displacement
- Provide more affordable housing (not only low-income housing), and a market mix
- Improve quality of housing stock
- Provide a mix of housing types

BUSINESSES AND RETAIL
- Need for affordable commercial spaces
- Bring more businesses and retail into neighborhoods
- Need everyday retail, restaurants and other family entertainment uses
Public engagement summary

HISTORY AND CHARACTER
• Maintain character of neighborhoods
• Promote development of vacant lots
• Height not as much a concern if it is good quality

STREETS & OPEN SPACES
• Activate the streets
• Make neighborhoods more pedestrian friendly
• Address concerns over parking
• Integrate bike lanes on key streets
• More green spaces
CORRIDORS & CONNECTIVITY
WALKER'S POINT
Transit Focal Points

1000-1,400 new homes
10-20 new storefronts
2,500-4,000 new jobs
The Walker’s Point Community

Goals:
• Build at key intersections aligned with potential transit stations
• Create a mix of uses in the neighborhood
• Create public spaces
• Strengthen and improve connections to existing open space
• Add density
Indicative Growth Strategy

- Residential
- Retail
- Office / Workspace
- Civic / Institutional
- Reuse / Renovation
- Parking
- Plaza
- Greenspace
Proposed
National Ave and 5th / 6th St
Proposed
Greenfield Ave and 1st / 2nd St
Proposed
Pittsburgh Ave and 1st / 2nd St

Potential Uses
- Residential
- Retail
- Office / Workspace
- Civic / Institutional
- Reuse / Renovation
- Parking
- Plaza
- Greenspace

Historic Fifth Ward Lofts
MC2 Park
Reed Street Yards
Confluence
Milwaukee River
1st Street Improvements

**EXISTING**
- ROW: 75 feet
- Street width: 58 feet (narrower at RR bridge)
- Daily Traffic: 16,900 [2017]

**BIKE LANE CONCEPT**
- One way streetcar
- Reduce to 2 lanes of shared travel lanes w/ dedicated left turn lanes
- Maintain existing on-street parking
- Add bike lanes

**WIDER SIDEWALKS CONCEPT**
- Two way streetcar
- Reduce to 2 lanes of shared travel lanes
- Maintain existing on-street parking
- Wider sidewalks
- No bike lanes
What is most important to you in a future street redesign for National / 1st / 2nd Streets?

A) Making it easier for people to cross the street
B) Encouraging safer driving
C) Maintaining parking along the street
D) Creating more spaces for benches, trees, and gathering spaces

E) Not sure / Other
Think about ways you travel along 1st St./2nd St. / National Avenue, whether on foot, car, bike or bus.

Would the proposed improvements make that experience safer and more pleasant?

A) Yes  
B) No  
C) Not Sure
Existing 1st Street
Proposed 1st Street: Street Character
Proposed 1st Street: Street Character and Development
2nd Street Improvements

**EXISTING**
- ROW: 75 feet
- Street width: 50 feet (narrower at RR bridge)
- Daily Traffic: 6,900-8,000 (2014/15)

**BIKE LANE CONCEPT**
- One way streetcar
- Maintain existing on-street parking
- Maintain bike lanes

**WIDER SIDEWALKS CONCEPT**
- Two way streetcar
- Maintain existing on-street parking
- Maintain bike lanes
Existing 2nd Street
Proposed 2nd Street: Street Character
Proposed 2nd Street: Street Character and Development
Washington Street
Proposed Greenway
Looking at the image of National and 1st/2nd Street, is the scale of development appropriate?

A) The buildings should be shorter than shown  
B) The buildings should be taller than shown  
C) The height is about right  
D) Not sure
Closer to downtown, near Pittsburgh Ave, would you be okay with buildings taller than 6 stories?

A) Yes
B) No
C) The height is about right
D) Not sure
In your opinion, do the renderings reflect what you want to see in the neighborhood in terms of shopping options, places to gather, and overall character?

A) Yes  
B) No  
C) Not Sure
Looking out 5-10 years from now, what will be the most important way to measure whether the goals of this plan have been achieved?

A) There are more jobs and shopping/dining options in the neighborhood.

B) Multiple types of new housing options have been developed, and current residents still live in the neighborhood.

C) Walking and biking through the neighborhood is easier and more enjoyable.

D) There are new public spaces that are well used by residents.

E) Other / not sure.
ACHIEVING IMPLEMENTATION

ZONING DEVELOPMENT FEASIBILITY TDCONNECTS
Potential TOD Zoning

SUMMARY:

- New base zoning will replace select districts near proposed transit lines
- New zoning based on existing regulations, modified to be more transit-friendly and walkable
- Retain existing building form, increase potential density – units per lot area
- Remove future motor vehicle and outdoor storage use
- Possible protection of existing lower facades using height bonus
- Districts could be used in other areas of the City in the future
Walker’s Point
Catalytic Sites

1. National Ave + 1st Street
2. 2nd Street + National Ave
3. 6th Street + National Ave
4. 1st Street + Greenfield Ave
Findings

- Rents support market-rate development, but only without structured parking
- Market not strong enough for high-rise development (10+ stories)
- Rents likely to increase from continued development pressure

Strategies

- Implement programs and policies to maintain residential & commercial affordability
  - 20% area wide goal for affordable housing
- Acquire properties strategically, before land values increase
- Optimize parking to reduce burden on development economics
  - Shared parking
  - Lower parking ratio
ANTI-DISPLACEMENT STUDY
A Place in the Neighborhood
An Anti-Displacement Plan for Neighborhoods Surrounding Downtown Milwaukee

City of Milwaukee
Department of City Development
“Milwaukee’s skyline is changing on a monthly basis due to the rapid pace of new construction and while the downtown building boom brings many improvements to the city, including more people and an expanded tax-base, it may also kill some cultural traditions and diversity, the precise characteristics that make Milwaukee so dynamic and desirable in the first place... Development should not dismantle and displace existing neighborhoods and communities in order to make way for new residents... DCD must ensure that its economic revitalization efforts for Milwaukee include policies that help poorer residents.”
Prioritize choice and equity alongside traditional development goals

Prioritizing choice means recognizing that as development occurs, policies and programs should be crafted to minimize the potential of displacement for existing residents and businesses that want to remain in their communities.

Prioritizing equity means that anti-displacement and related policies and programs should be intentionally designed to ensure that historically disadvantaged groups are able to benefit from and gain access to the wealth-building opportunities provided by development occurring in city neighborhoods.
Study Area

Map Legend
- Anti-Displacement Study Area
- MKE United Study Area
- Equitable TOD Planning Study Area
- Turning the Corner (Approximate)
Displacement Indicators

Low Income Households

Housing Costs

$
Key Findings

The majority of neighborhoods in the Greater Downtown are not exhibiting trends associated with gentrification or displacement.

Population of People of Color

Median Household Incomes

Property Values & Rents

Concentration Of Low Income Households
Combined Indicators: Displacement

Increase in Property Values and Loss of Low Income Households 2000 – 2016*

* Property Values through 2017
Recommendations
Recommendations

1. EDUCATE AND ENGAGE RESIDENTS ON DISPLACEMENT AND RELATED ISSUES

2. MONITOR LOCAL MARKET CONDITIONS AND ADAPT STRATEGIES AS NEEDED
Recommendations

3. ASSIST EXISTING HOME OWNERS RETAIN THEIR HOMES

4. HELP EXISTING NEIGHBORHOOD RENTERS BECOME HOME OWNERS
Recommendations

5. PRESERVE EXISTING AFFORDABLE RENTAL HOUSING AND PROTECT TENANTS AT RISK OF DISPLACEMENT

6. PRIORITIZE AFFORDABLE AND MIXED-INCOME HOUSING IN NEIGHBORHOODS AT RISK OF DISPLACEMENT
Recommendations

7. PRESERVE NEIGHBORHOOD CHARACTER AND BUILD COMMUNITY WEALTH
Conclusions / Next Steps

City of Milwaukee
Department of City Development
Have you received unwanted pressure from your landlord or someone hoping to buy your house to move from your current home?

A) Yes
B) No
C) No, but my neighbor has
D) Don’t live in the neighborhood / Don’t know
As the City and its partners prioritize the various recommendations of the Anti-Displacement Plan, which category of recommendations do you feel are the most critical in the short term?


B) Prioritize programs that help existing homeowners retain their homes.

C) Help neighborhood renters purchase area homes.

D) Create new mixed income housing developments that include workforce housing options.

E) Other / Don’t Know
CLICKER QUESTION

What is the best way to share these recommendations with people who aren’t here today for their input?

A) Tables and displays at summer festivals in the neighborhood
B) Social media campaign
C) Presentation at neighborhood association meetings.
D) Other/don’t know
Equitable Growth Through TOD Planning

Community Meeting #4
Bringing neighborhoods into focus

DRAFT May 15, 2018