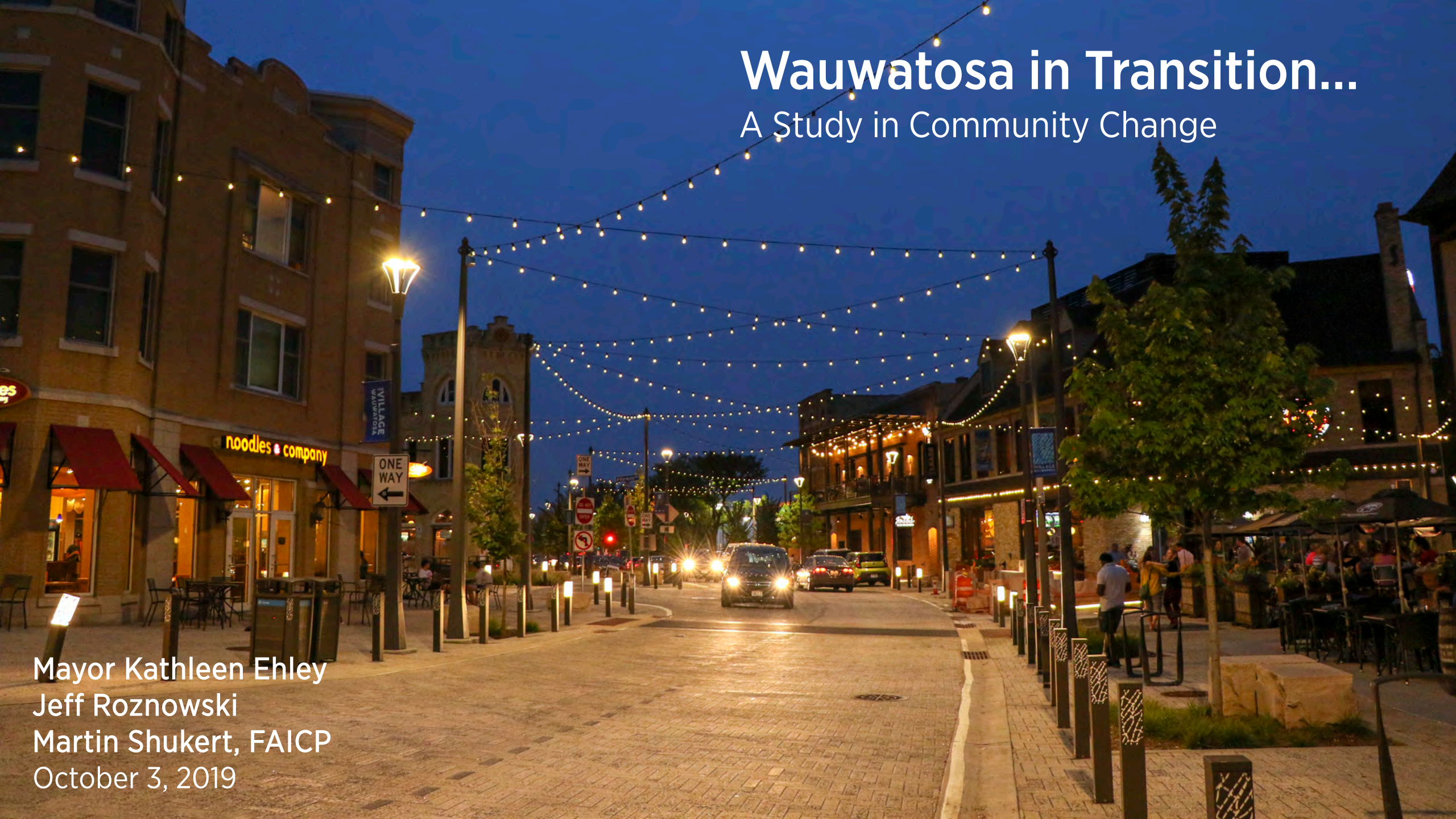


Wauwatosa in Transition...

A Study in Community Change

Mayor Kathleen Ehley
Jeff Roznowski
Martin Shukert, FAICP
October 3, 2019





Milwaukee
County
Grounds



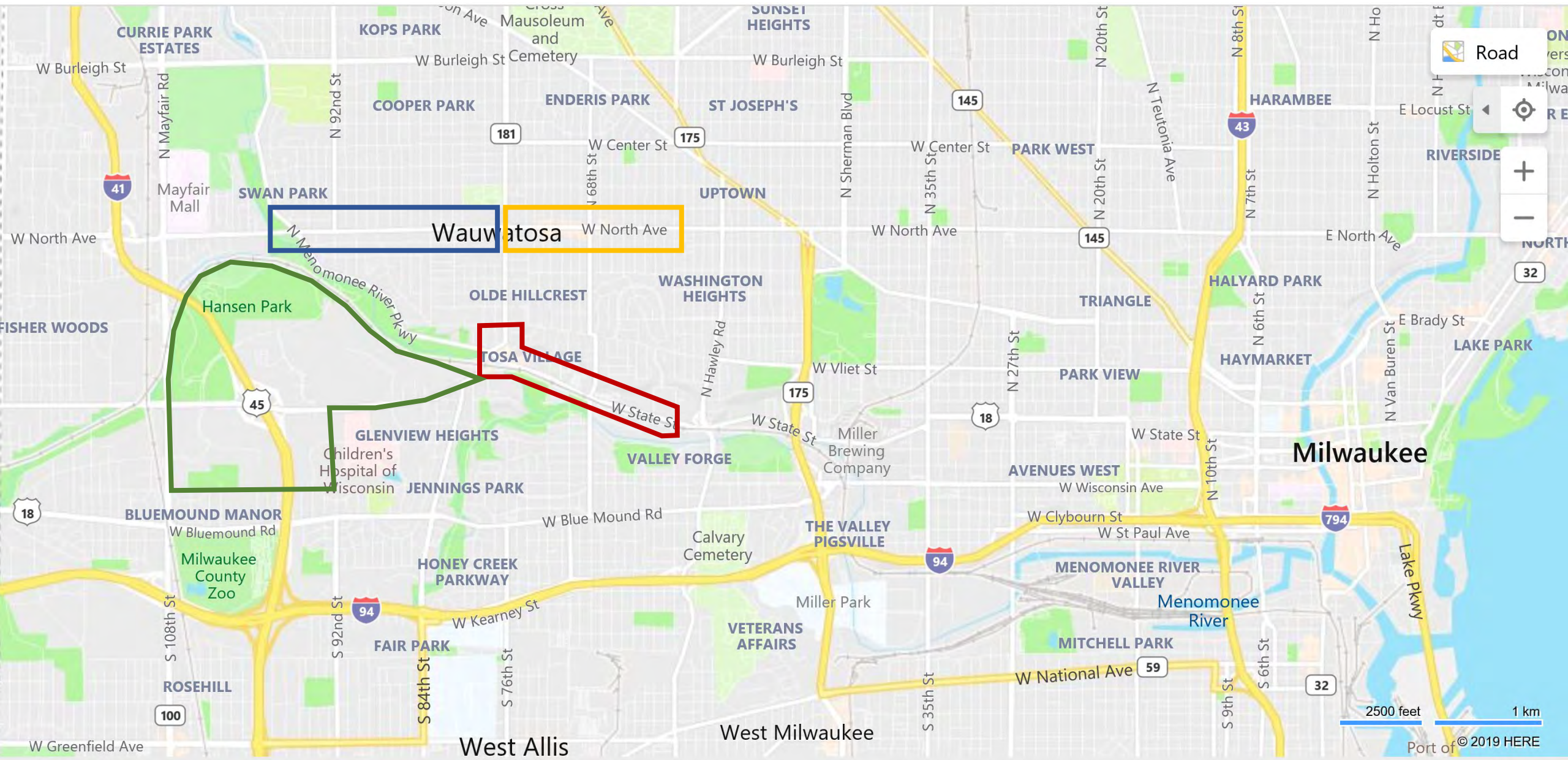
North Avenue
East Tosa



Village of
Wauwatosa



North Avenue
MidTownTosa



The Challenge of Change









ORO

FRESH OILS
AGED BALSAMIC

ORO

FRESH OILS
AGED BALSAMIC

7606

YOUR OIL
BALSAMIC
SOURCE

ORO

7604

xibitz

L

7602

HOME

L

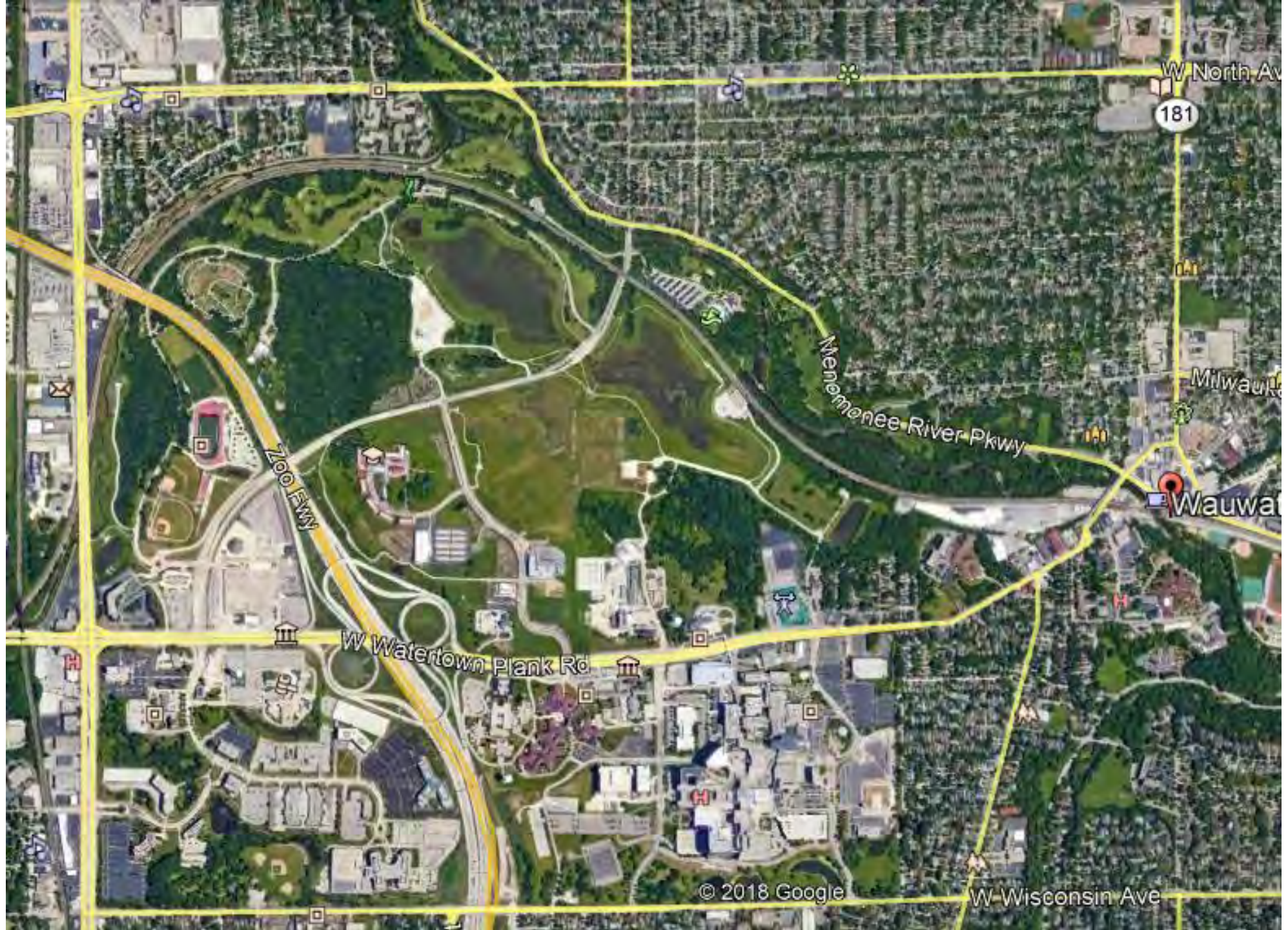
7608

HOME



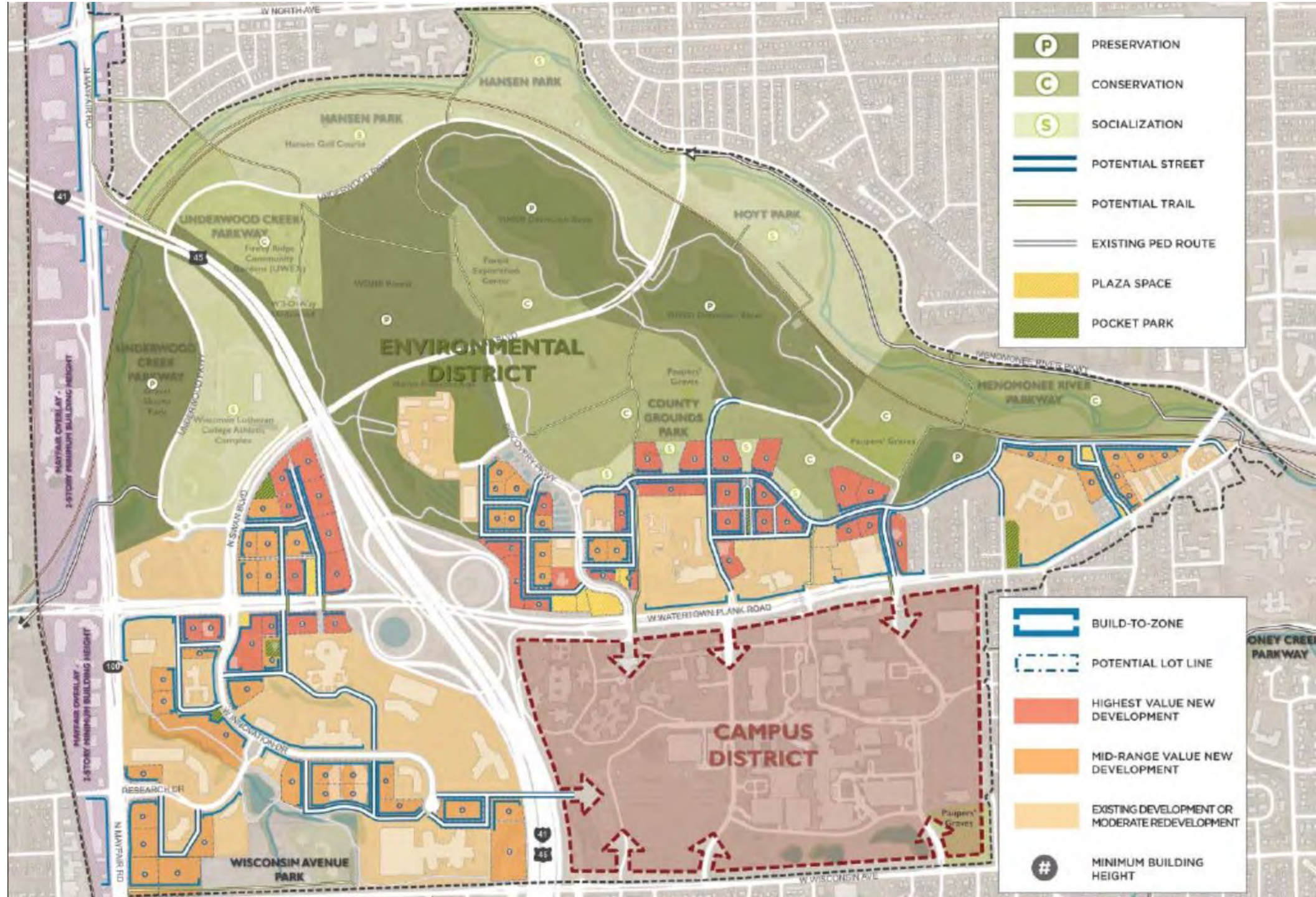






P	PRESERVATION
C	CONSERVATION
S	SOCIALIZATION
	POTENTIAL STREET
	POTENTIAL TRAIL
	EXISTING PED ROUTE
	PLAZA SPACE
	POCKET PARK

	BUILD-TO-ZONE
	POTENTIAL LOT LINE
	HIGHEST VALUE NEW DEVELOPMENT
	MID-RANGE VALUE NEW DEVELOPMENT
	EXISTING DEVELOPMENT OR MODERATE REDEVELOPMENT
	MINIMUM BUILDING HEIGHT







NOW LEASING
MAYFAIRRESERVE.COM

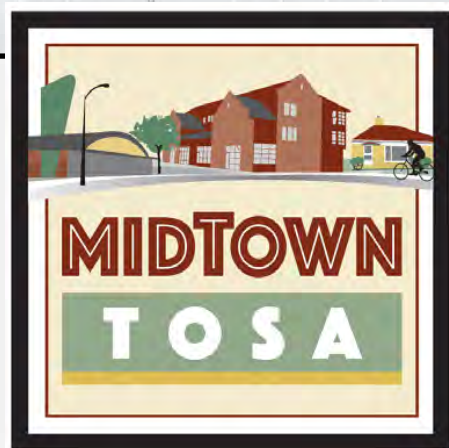
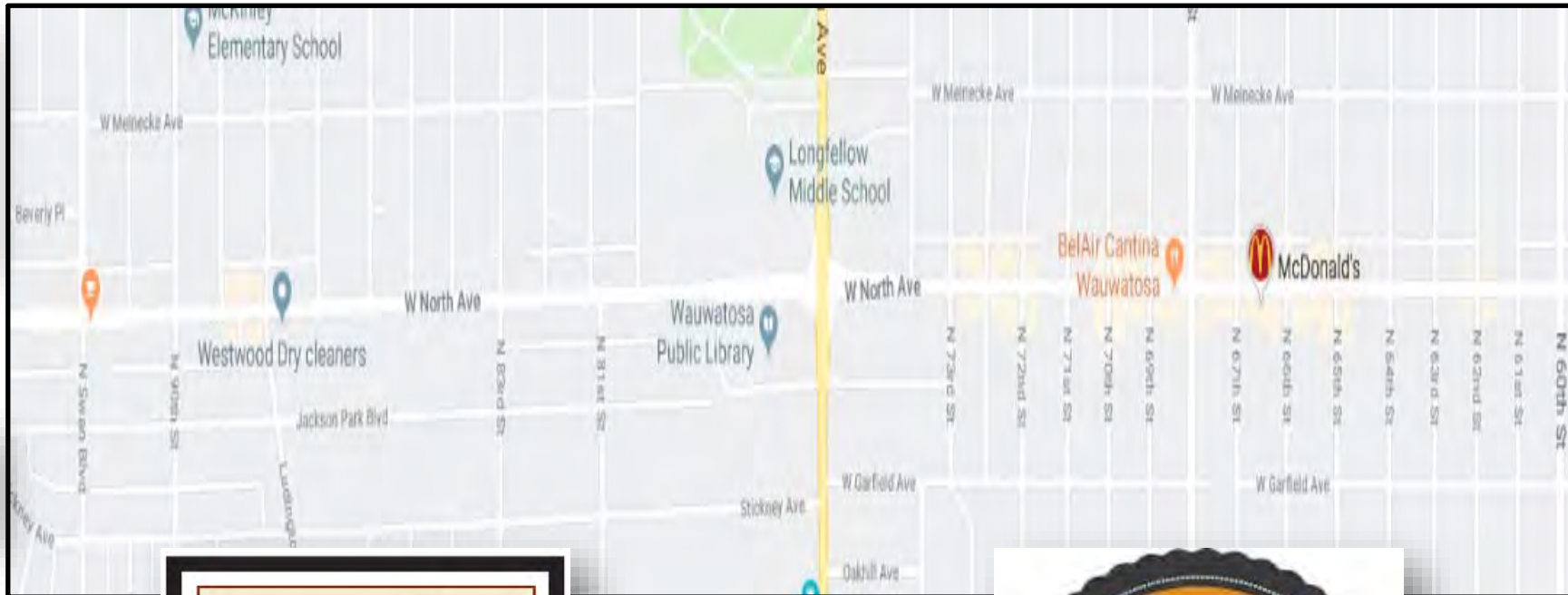
STOP

DO NOT
BLOCK
INTERSECTION

Process and Organization



North Avenue: Milwaukee's Main Street



The Master Plan Process: Community Organization/Coalition Building

Stakeholders

- Businesses
- Property owners
- Neighborhoods
- Community Groups
- City Staff
- Elected Officials



Transparent and Public Process

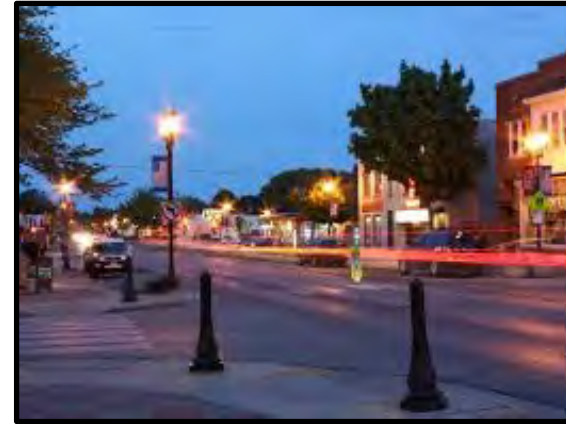
- Online Survey
- Town Halls
- Open Houses
- Focus Groups
- Design Studios
- Charrettes

Collaboration and Cooperation with Patience and Persistence

East Tosa: North Avenue, 60th Street to Wauwatosa Avenue



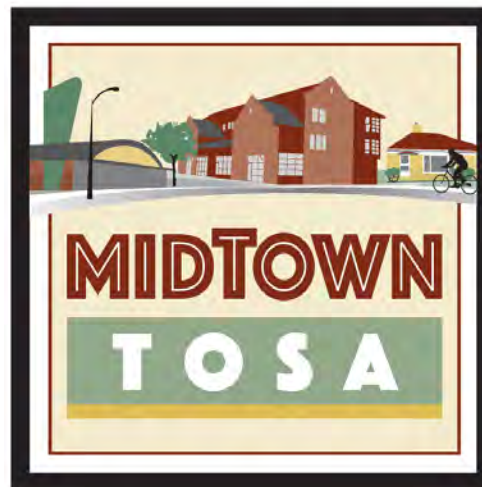
- Commercial Corridor
- Vacant and Blighted Properties
- Process Driven by Residential Neighbors
- Transformed into a Vibrant, Dense, Urban Community Offering Niche Shopping and Dining Experiences



Collaboration and Cooperation with Patience and Persistence

MidTown Tosa: North Avenue, Wauwatosa Avenue to Menomonee River Pkwy

- Mixed Urban Residential and Commercial Corridor
- Almost Built Out, But Dated and Some Blighted Properties and Traffic Concerns
- Process Driven by Local Businesses
- Maintain Current Feel and Mix, Streamline Zoning and Improve Redevelopment Options and Walkability





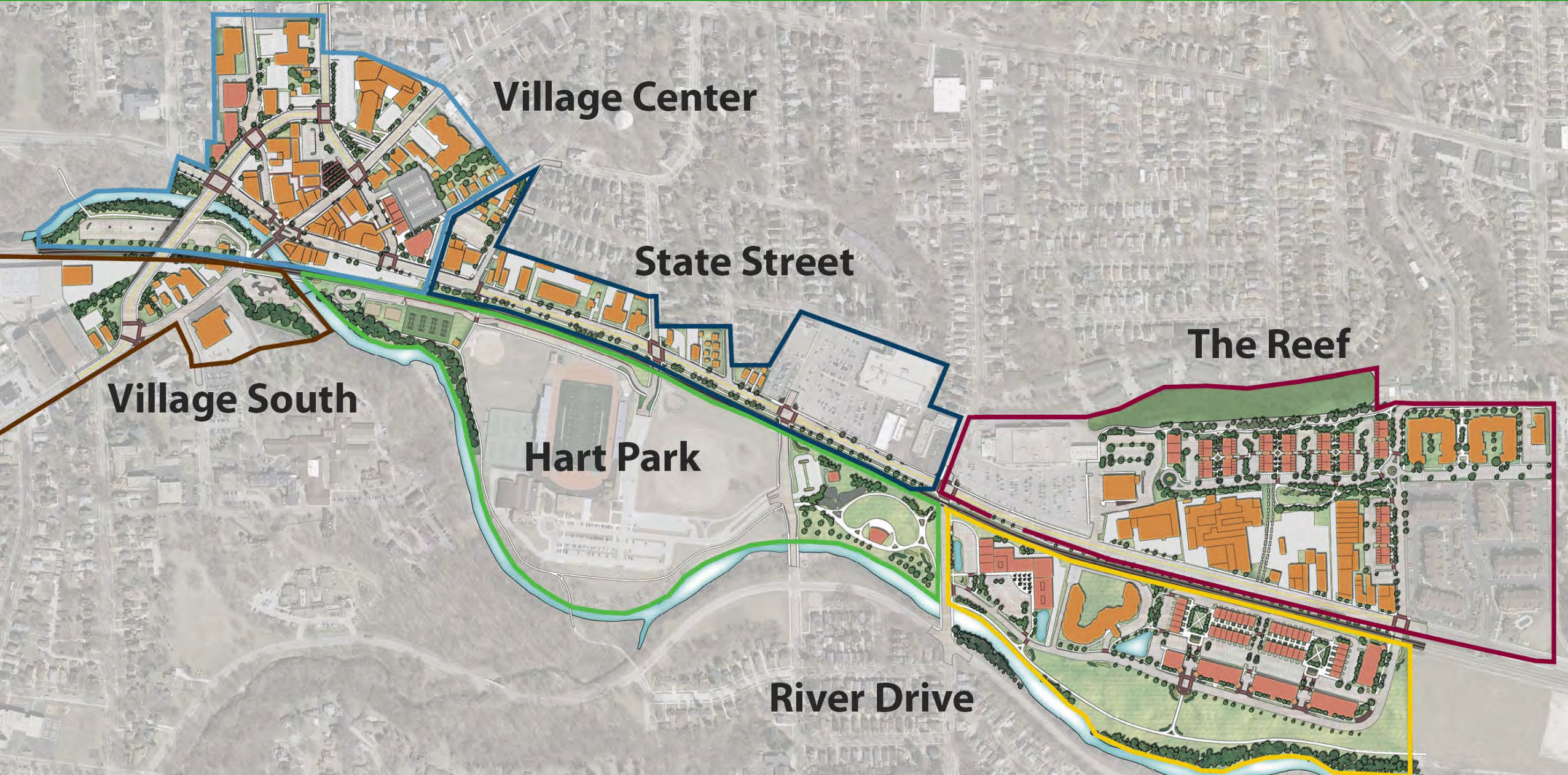
The Plans

The Village: Issue Focuses

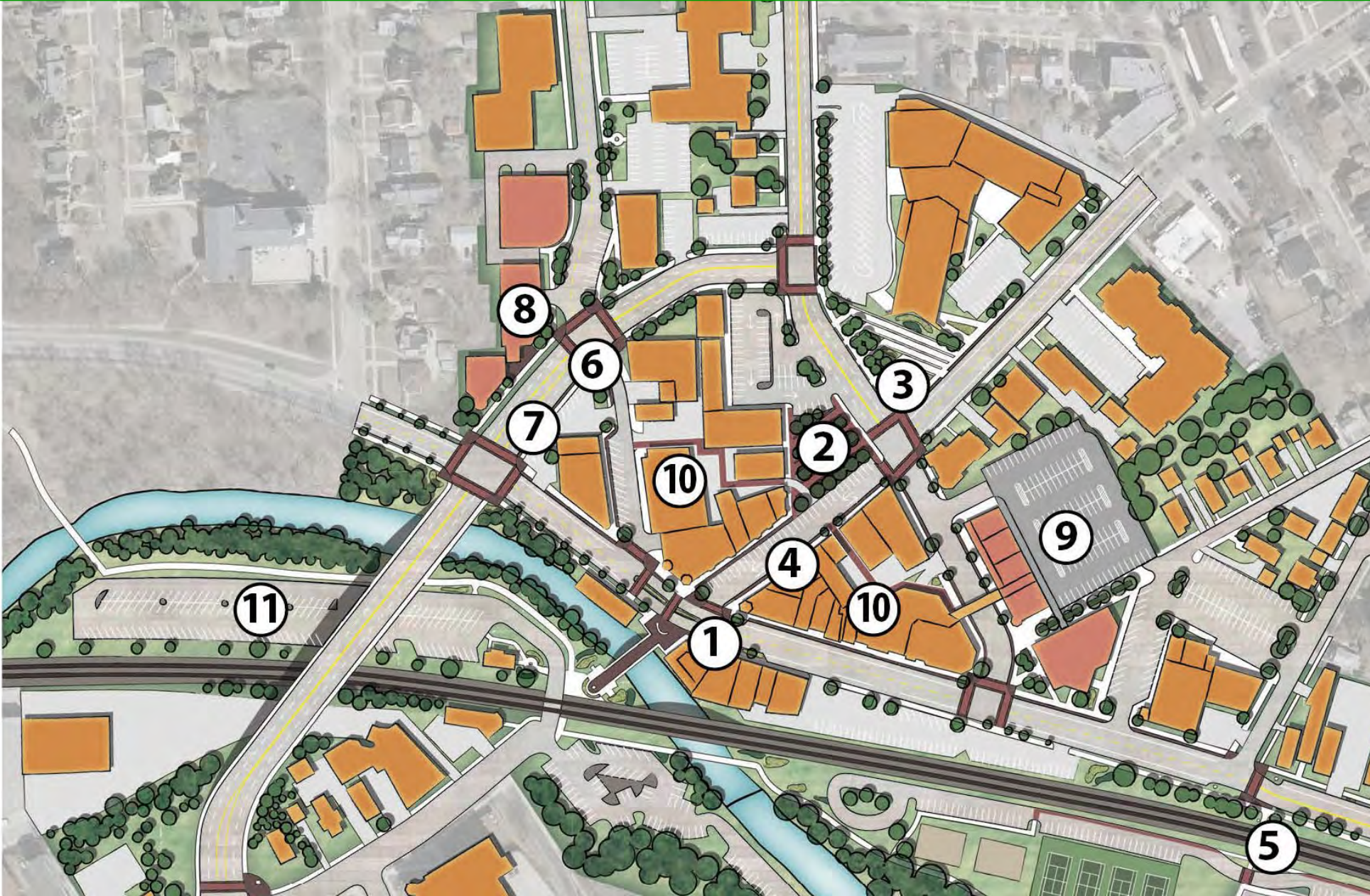
- **Functional Issues: Circulation and Safety**
- **Customer-Friendliness and Ease of Use**
- **Opportunities and Execution**
- **Increased Residential Base**
- **Connectivity to Parks and Regional Trail**
- **Scale: New Development/Historic Quality**
- **Market-Based Realism**



The Village: Issue Focuses

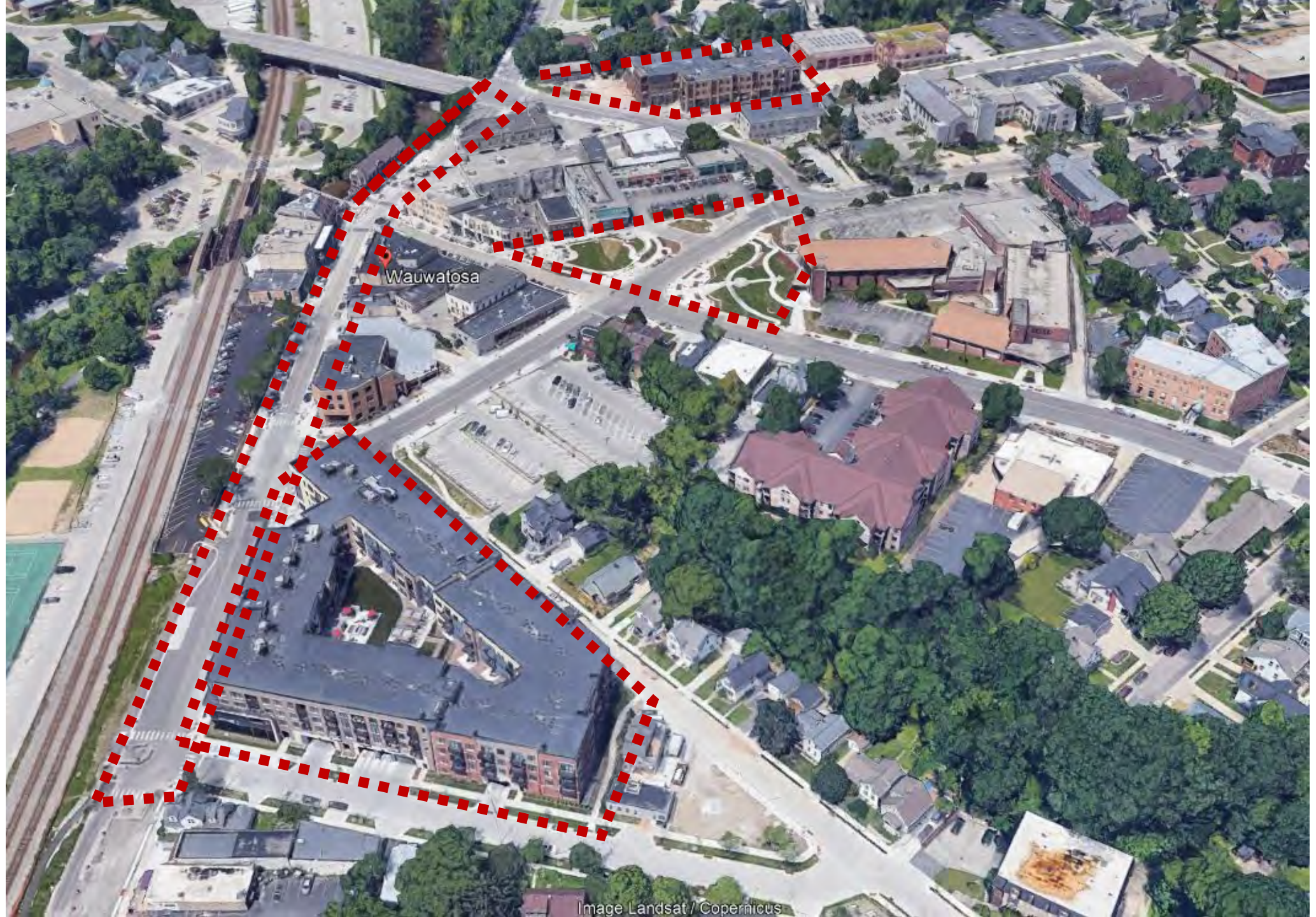


Village Center



Village Center: Master Plan Highlights

- 1 State and Harwood Intersection Redesign
- 2 Root Common South Design and Parking
- 3 Root Common North Terraces
- 4 Two-Way Harwood Avenue
- 5 74th Street Pedestrian Railroad Crossing
- 6 Harmonee-Underwood Redesign
- 7 Harmonee Widening
- 8 Old Fire Station Site Redevelopment
- 9 Blanchard St. Redevelopment
- 10 Alley Walks'
- 11 Improved parking lot and trail lighting and security



Wauwatosa

Village Center: Scale



Village Center: Scale



State Street and The Reef



The Reef: Master Plan Highlights

- 1 Pedestrian Paths to Front Door
- 2 New Apartment Development
- 3 Neighborhood Park/Stormwater Management Area
- 4 Reef Interpretive Trail
- 5 Schoonmaker Reef
- 6 62nd Street Residential
- 7 Apartment Drive
- 8 New Commercial Building
- 9 Roundabout with Pedestrian Link
- 10 62nd Street Roundabout
- 11 Signalized Intersection
- 12 Enclave Apartments (Planned)
- 13 Reserve Apartments (Existing)
- 14 Possible Street
- 15 Grade Foundry
- 16 Eckert Door Company



Public Space: Existing Situation/Plan Concepts



Public Space: Root Common



Public Space + Safety: Harwood and State



East Tosa: Issue Focuses

- **Functional Issues: Street Section/Parking/Bicycle Access**
- **Retail Erosion**
- **Team-Building in Business Community**
- **Public Space**
- **Development Possibilities**
- **Business Environment**
- **Market-Based Realism**



East Tosa: Framework



- Simplified two-lane traffic pattern
- Traffic and turn controls
- Four thematic subdistricts
- Gateways
- Subdistrict centers
- Redevelopment sites

North Avenue
Framework Diagram



East Tosa: Street Revisions



↓ **North Avenue Plan View.** Right-hand intersection, at 60th and 68th Streets, provides a protected left-turn lane and a surface median refuge for pedestrians. Left-hand intersection is typical, and includes a four-way stop at 64th and 72nd.

↑ **North Avenue Perspective.** View looks west from 60th or 68th Street intersection.



East Tosa: Street Revisions



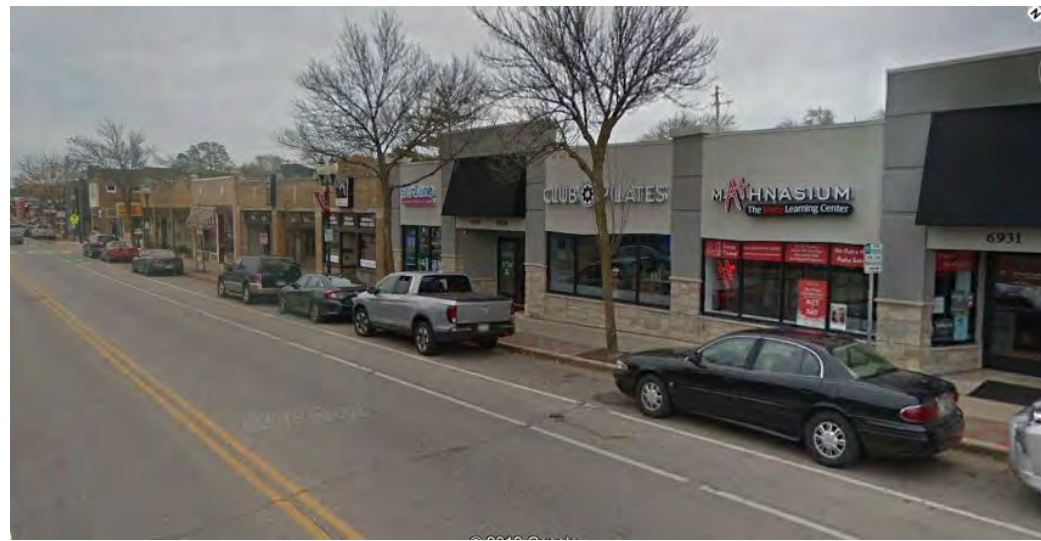
East Tosa: 69th Street Plaza



East Tosa: 69th Street Plaza



East Tosa: Spirit and Cooperation/New Business



MidTown Tosa: Issue Focuses

“ the vision for MidTown Tosa is to execute change in way that strengthens the interplay of residential and business communities, creates a rewarding and social public environment, and corrects functional problems without compromising the underlying fabric of the community.”

- Street as walkable, multi-modal, multi-generational public space
- Pedestrian safety
- Mutually rewarding urban co-existence of residential and commercial
- Scale and comfortable character
- New neighborhood-based business
- Pocket redevelopment sites



MidTown Tosa: Master Plan



North Avenue Priority Intersections

- ① Menomonee River Parkway
- ② Swan Boulevard
- ③ Ludington Avenue
- ④ Pasadena Boulevard
- ⑤ Wauwatosa Avenue

Development Concepts

- ⑥ Kitchen Studio
- ⑦ Anytime Fitness Block
- ⑧ Colony Camera
- ⑨ Redevelopment Possibilities
- ⑩ Wauwatosa Oil Co.

Parking

- ⑪ Ray's
- ⑫ North Shore Bank Block
- ⑬ Sendik's Lot
- ⑭ South Alley

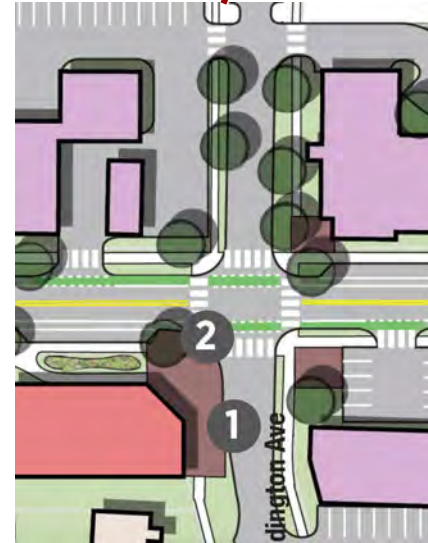
MidTown Tosa: Intersections



Parkway



Swan Blvd

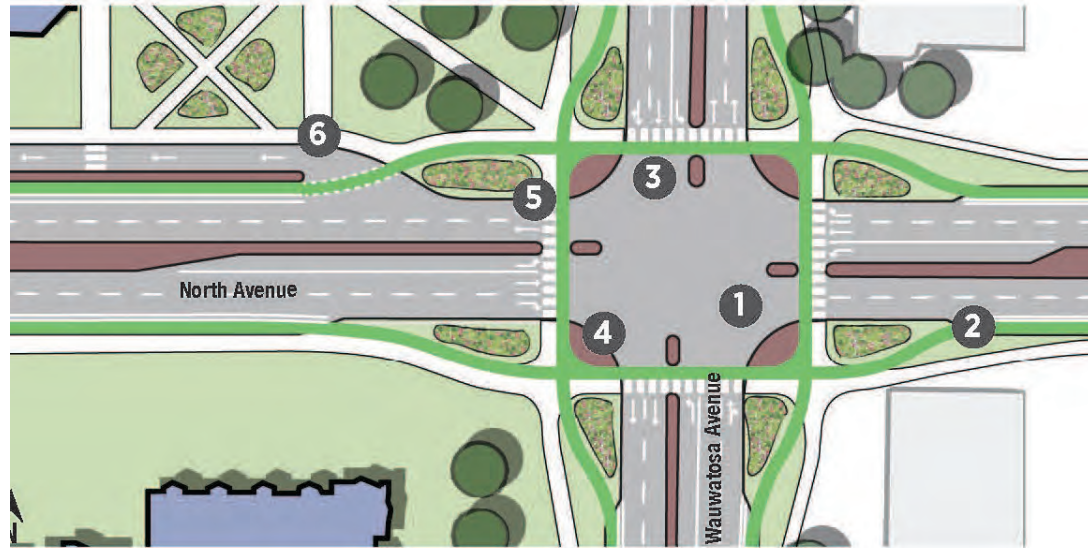
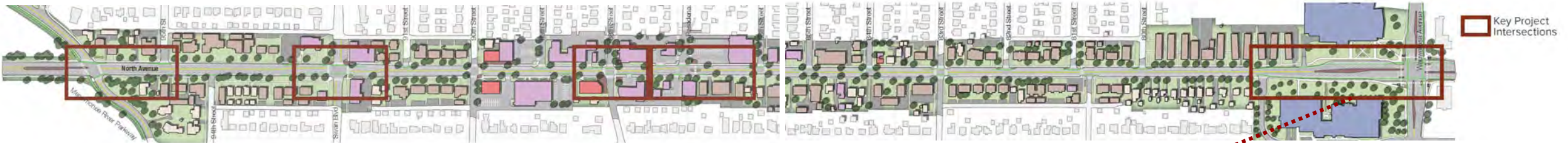


Luddington



Pasadena Blvd

MidTown Tosa: Intersections



MidTown Tosa: Development Sites



1 Former Kitchen Design Studio



2 Anytime Fitness Block



3 Colony Camera



4 Possible Redevelopment



5 Wauwatosa Oil Site



MidTown Tosa: Parking/Street Environment

FIGURE 4.23: Off-Street Parking Changes

OFF-STREET	EXISTING	PROPOSED	TOTAL CHANGE (+/-)
Kitchen Design Studio	6	0	-6
Rays Parking Lot improvements	33	44	+11
Anytime Fitness option 1	101	105	+4
Sendik's Redesign	63	72	+9
Total			+18

Source: RDG Planning & Design; Ayres Associates



North Avenue and Swan.



North Shore Bank Block at Pasadena



Ray's parking lot, 90th and North



Sendik's Lot at Pasadena Boulevard



Colony Camera Redevelopment, Ludington and North

FIGURE 4.24: On-Street Parking Changes

ON-STREET	EXISTING*		PROPOSED**		TOTAL CHANGE (+/-)
	NORTH SIDE	SOUTH SIDE	NORTH SIDE	SOUTH SIDE	
Menomonee Parkway to 95th	0	4	0	0	-4
95th to 94th	7	3	0	0	-10
94th to Swan	10	15	0	0	-25
Swan to 91st	12	0	11	9	+8
91st to 90th	14	0	14	11	0
90th to 89th	0	10	9	10	+9
89th to 88th/Ludington	7	6	6	4	3
88th/Ludington to Pasadena	7	9	6	0	-10
Pasadena to 86th	15	9	9	8	-5
86th to 85th	7	6	7	6	0
85th to 84th	6	7	5	6	-2
84th to 83rd	13	7	7	7	-6
83rd to 82nd	7	12	6	7	-6
82nd to 81st	12	12	11	12	-1
81st to 80th	8	7	8	7	0
80th to Watson	15	16	12	16	+3
Watson to Wauwatosa	20	0	20	0	0
Total	158	134	131	102	56

*Prior to interim bike lane installation in the fall of 2017

**Under ideal conditions for bicyclists

Source: RDG Planning & Design; Ayres Associates

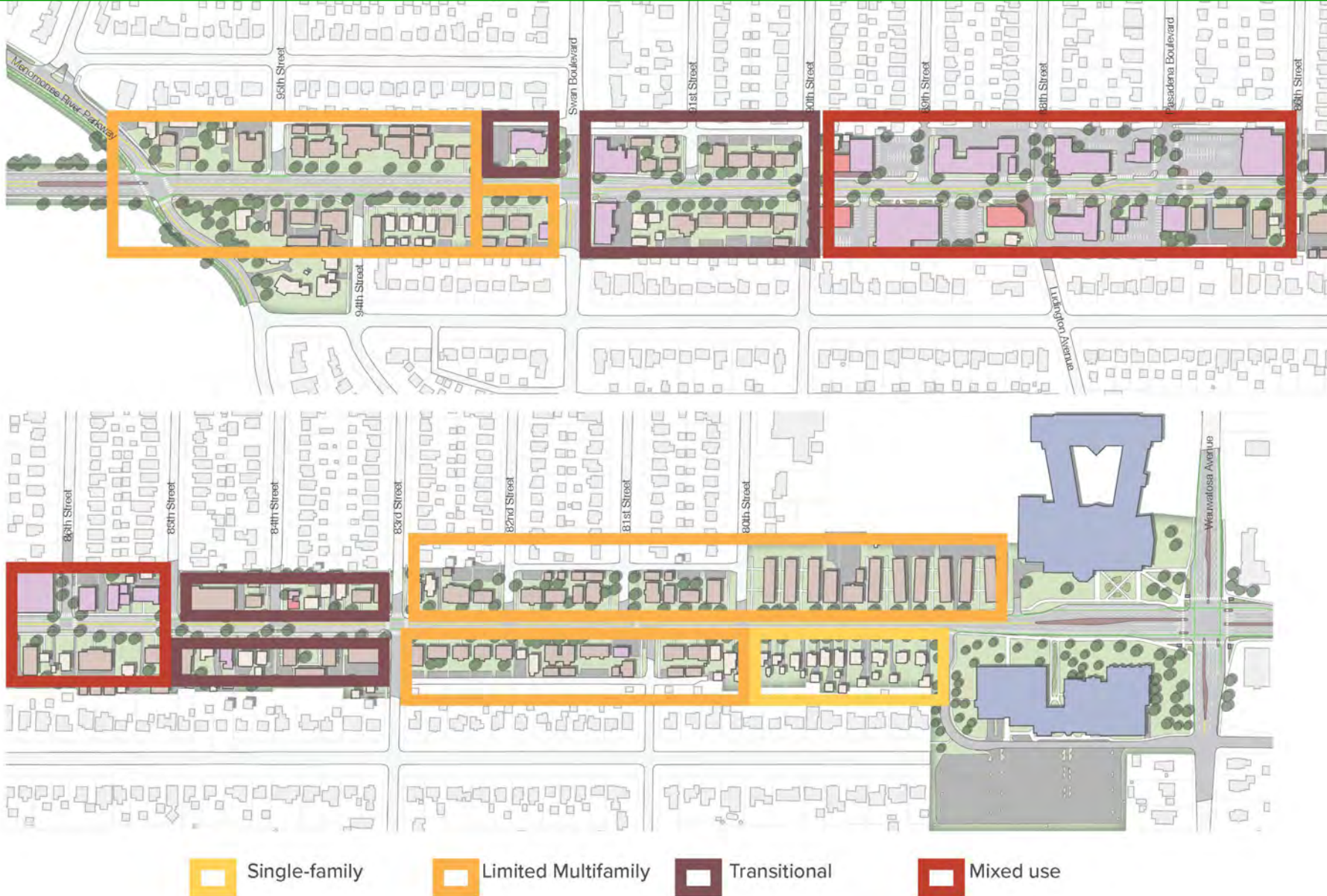


88th and North commercial building. Redesign of this building setback area can provide better separation from the street and a pleasant commercial environment in a strategic location.



Sendik's sidewalk concept. Street landscaping, creating a better public space and separation from the auto environment, can also customer experience.

MidTown Tosa: Regulating Framework



Review Criteria

- Orientation and Placement
- Facades
- Roof Styles
- Building Mass (Form Based)
- Materials
- Parking
- Signs and Graphics



Assessment
Discussion
Questions