

Equitable Growth Through TOD Planning

APA-Wisconsin

*Bringing Equitable Transit Oriented
Development to Milwaukee Neighborhoods*

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Agenda

1. Study Background
2. Milwaukee Equitable TOD Goals
3. The Opportunity
4. Public Engagement Process
5. What We Heard
6. Achieving Implementation
7. The Anti-Displacement Study

EQUITABLE TOD
GOALS

A Strategy of Connectivity

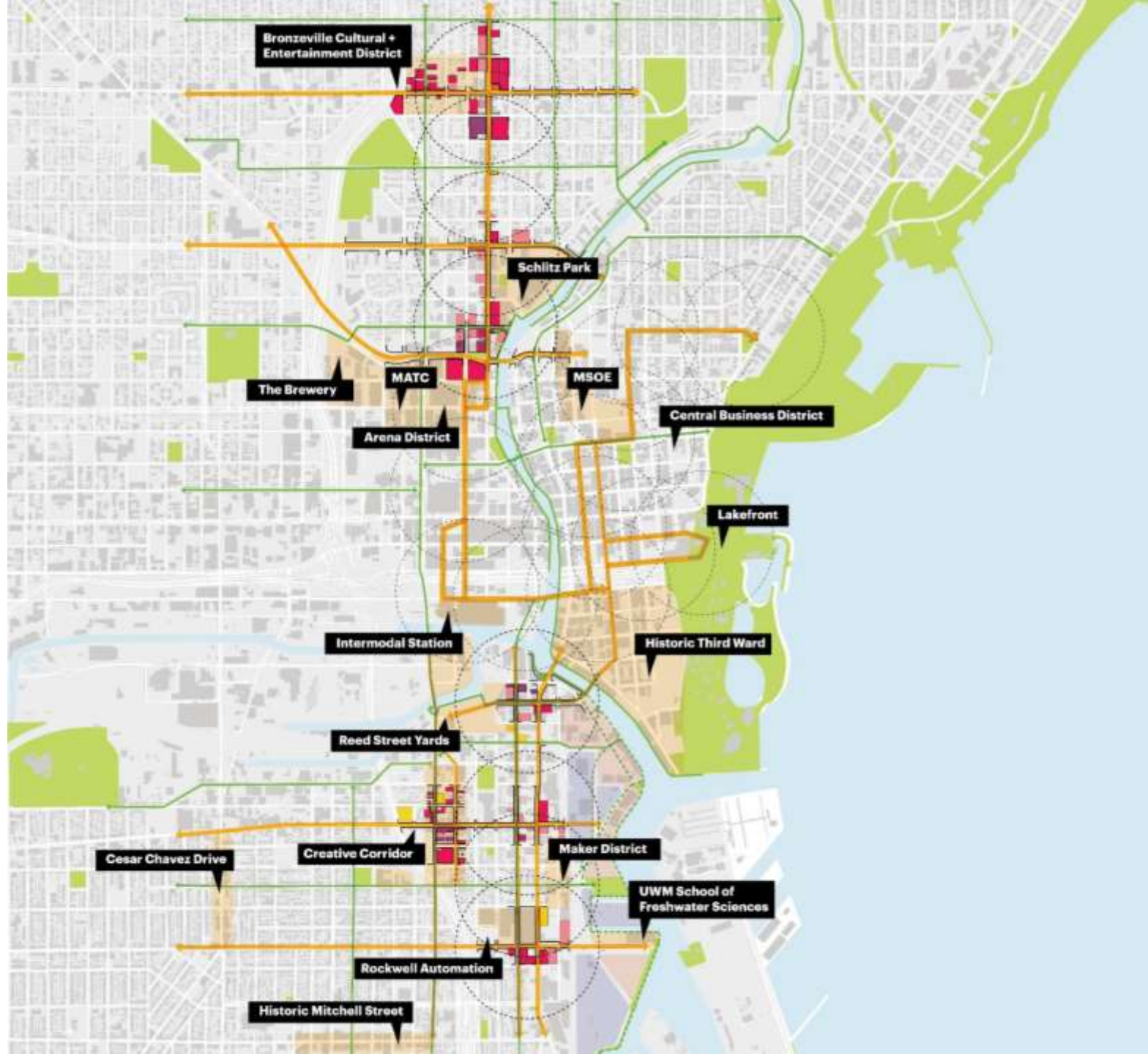
Leverage corridors and connectors

Focus on transit intersections

Create a mix of uses in the neighborhood

Create public open spaces

Add high quality density



Goals

- Extend investment from downtown
- Connect neighborhoods physically and economically
- Enhance places based on local distinctiveness
- Benefit existing community through 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

What is TOD?

Transit Oriented Development

Development

Public realm

Streetscape

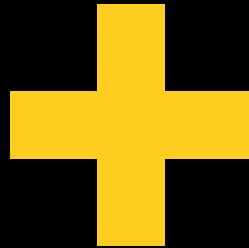
Creating new connections

A strategy of connectivity

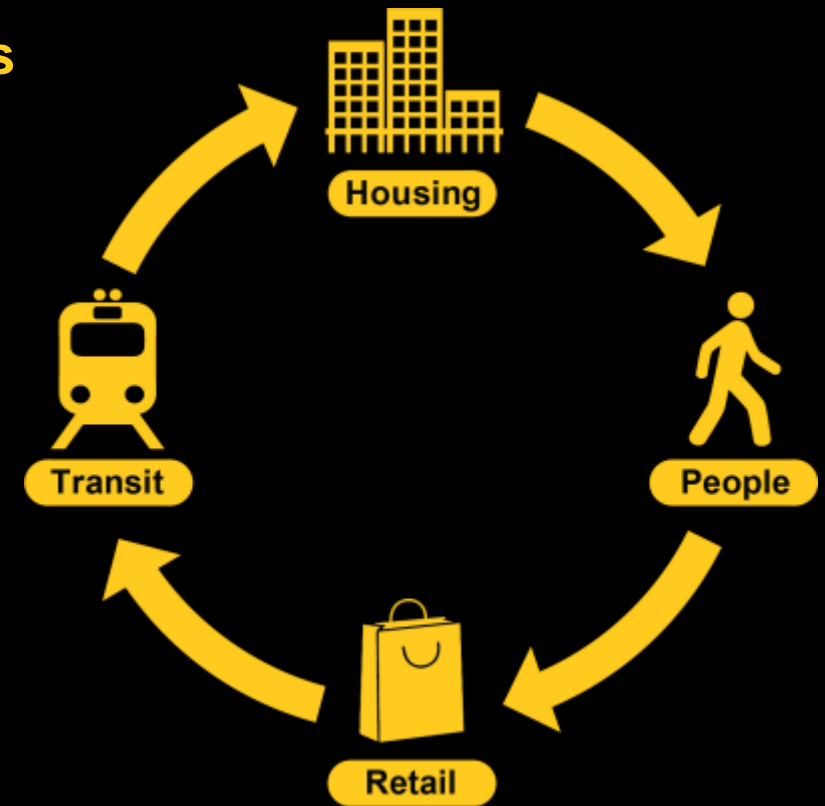
The Milwaukee Idea ... Advancing TOD

Typical TOD Themes

- **Commuting**
- **Mixed use**
- **Density**
- **Public realm**
- **Feasibility**
- **Value capture**



Equitable TOD Themes

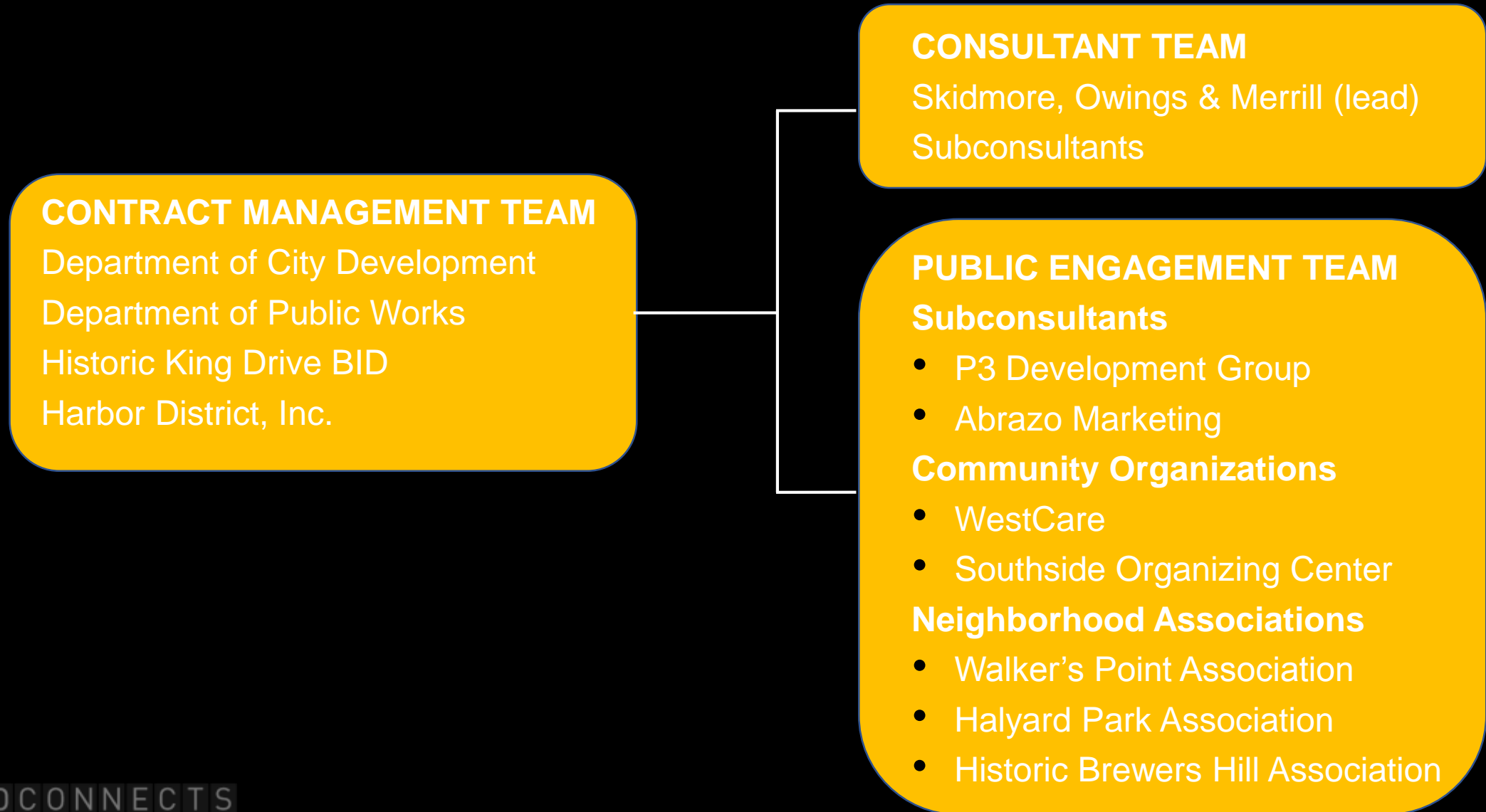


Unique Opportunity

- Grant from Federal Transit Authority
- Streetcar is a controversial topic
- Future extensions are in changing neighborhoods
- Two very different study areas
- Adjacent neighborhoods feel left out from recent development
- Concerns over gentrification and displacement
- Evolving best practices on community engagement



Community Engagement Organizational Chart



Standard Public Involvement Plan

3 Large Public Meetings

An Advisory Committee

Maybe a few focus groups and individual stakeholder interviews



Public meetings + workshops

10 Community Workshops

5 Plan Advisory Group Meetings

15 Neighborhood Tabling Events

25 Presentations to Groups

Online Survey

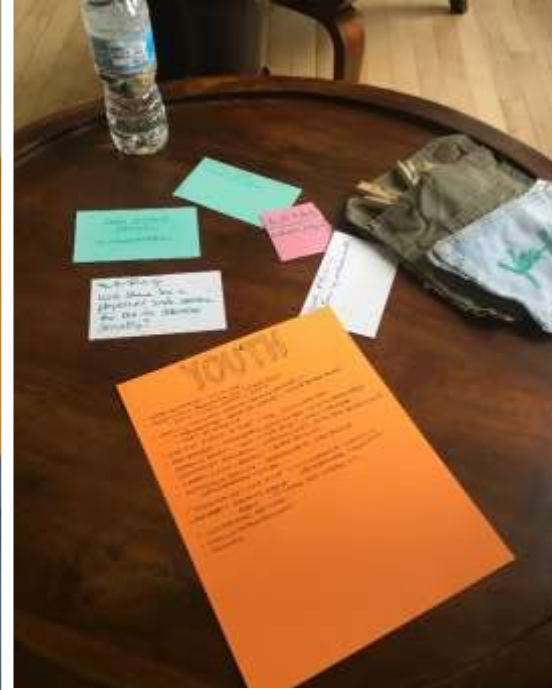
3 Business Luncheons

2 Artist Workshop in Bronzeville with 11+ area artists

Over 1,800 people reached



Artists Workshop



Meetings



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Lessons Learned

-Compensating people and organizations for their time and effort is the right thing to do

-A lot of cooks in the kitchen

-Be ready to adjust
Materials
Schedule
Presentation Style
Meeting format

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You're Invited

Public Meeting & Open House

Share your ideas about what you would like to see along the proposed future King Drive extension of the Milwaukee Streetcar. This open house will kick off a discussion of how the Streetcar can generate new housing options, improve public open spaces, connect to jobs, and attract new businesses.

This will be an open house format hosted by the City of Milwaukee and the Historic King Drive Business Improvement District with informational presentations provided throughout the evening and an opportunity for you to plug into discussions that are important to you.

Give feedback. Ask questions. Participate!

Thursday, September 28
4:00pm - 6:00pm
Schlitz Park
Conference Room #3
1555 N Rivercenter Drive
Milwaukee, WI 53212
Light refreshments will be served.

Directions: Across Rivercenter Drive from W. Chiers St. Free parking is available on-site. Public transportation access via MKE A Drive.

Open: Informational format. Officials will be made to accommodate the needs of persons with disabilities through all program components as well as all. For additional information or to request the service, contact the Clerk of City Development, ACA, Coordinator at: (414) 256-1800 or via email at: comptech@milwaukee.gov.

Project contact: Monica Wauck Smith
monica.wauck.smith@milwaukee.gov
414-256-5013



movingMKEforward.com

Please Join Us!

COMMUNITY WORKSHOP & TOUR

Join City staff and neighbors at the 2nd Public Meeting to discuss how a future streetcar extension could transform the Walker's Point neighborhood. A new streetcar extension brings the opportunity to think about housing, jobs, public space and transportation in our neighborhood.

- Hear what we have been told so far
- Find out what other cities are doing
- Tell us what should be maintained, strengthened and changed

Join us for the public meeting and walking tour to give your insight and advice on the future of the neighborhood.

Saturday, November 4
Cielito Lindo
739 S 2nd Street
Milwaukee

Join us at 9:30am for a complimentary breakfast!

Free parking is available: Public transportation access via National Avenue, 7th Street and 2nd Street.

Join us for either of the following sessions:
10:00AM - 11:15AM or
11:15AM - 12:30PM
Each session will include a presentation, discussion and walking tour.
(Trolley alternative will be available.)

Project contact: Monica Wauck Smith
monica.wauck.smith@milwaukee.gov
414-256-5013



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FINAL OPEN HOUSE

08 / 14 / 2018

4 - 7 PM

Pop-Up MKE

339 W North Avenue, Milwaukee, WI 53212
Refreshments will be served.



With your input, we have created a plan to serve current residents and bring new vitality to the area with more housing options, employment opportunities, shopping choices and gathering places for the community. The proposed streetcar extension connecting King Drive to downtown is an opportunity to make these neighborhood goals happen. Please join the City of Milwaukee, the Historic King Drive BID and your neighbors at the final Moving Milwaukee Forward open house to:

- Learn the final recommendations and implementation tools
- Give us your feedback
- Learn how you can stay involved
- Celebrate with neighbors and community partners

Anyone who requires an auxiliary aid or service for this event should contact the City of Milwaukee ADA Coordinator at (414) 256-3675 or ADACoordinator@milwaukee.gov at least 72 hours before hand.

movingMKEforward.com
Project contact: Monica Wauck Smith
monica.wauck.smith@milwaukee.gov (414) 256-5613






WHAT WE
HAVE HEARD

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

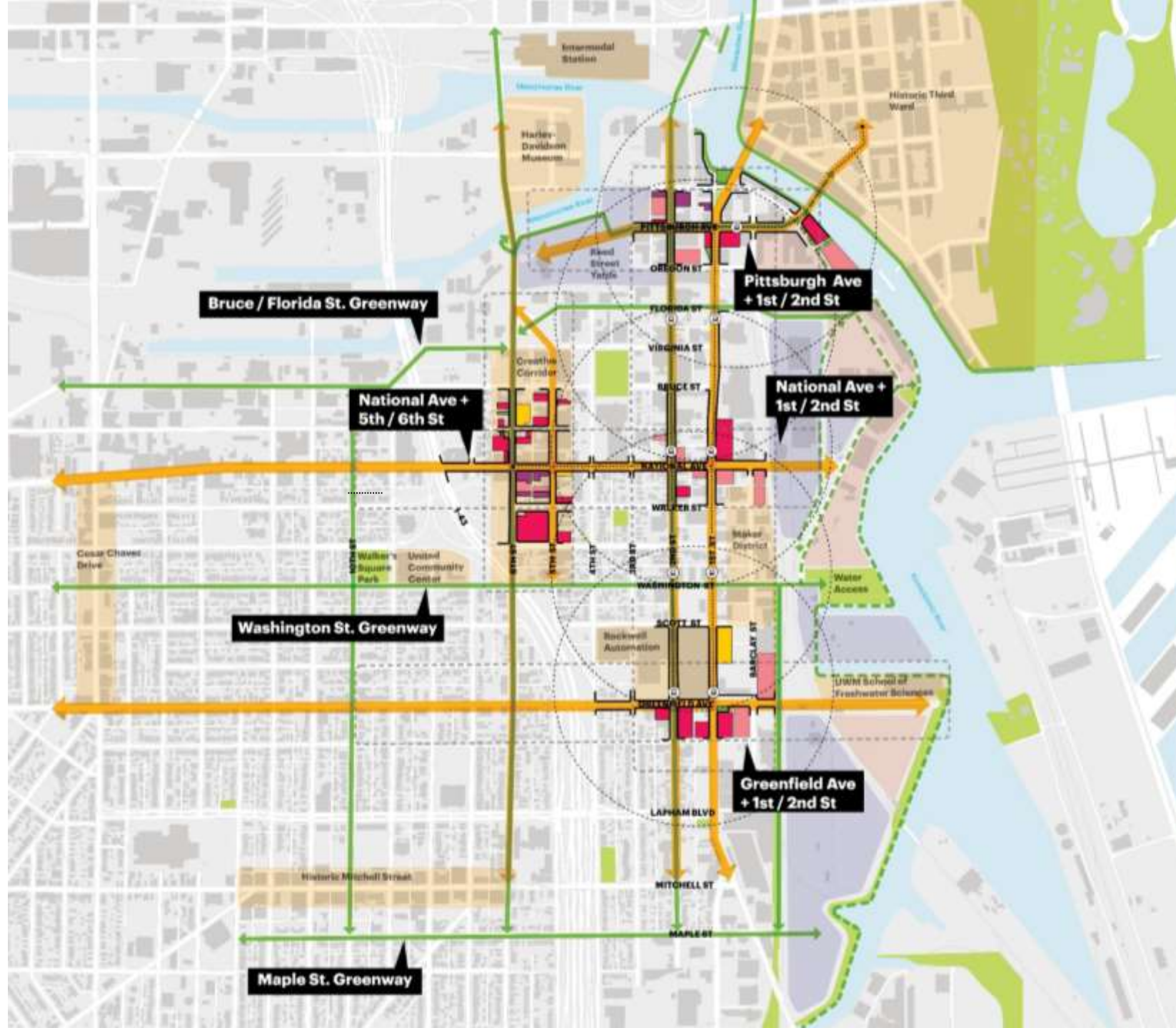
1500-2,000 new homes

10-20 new storefronts

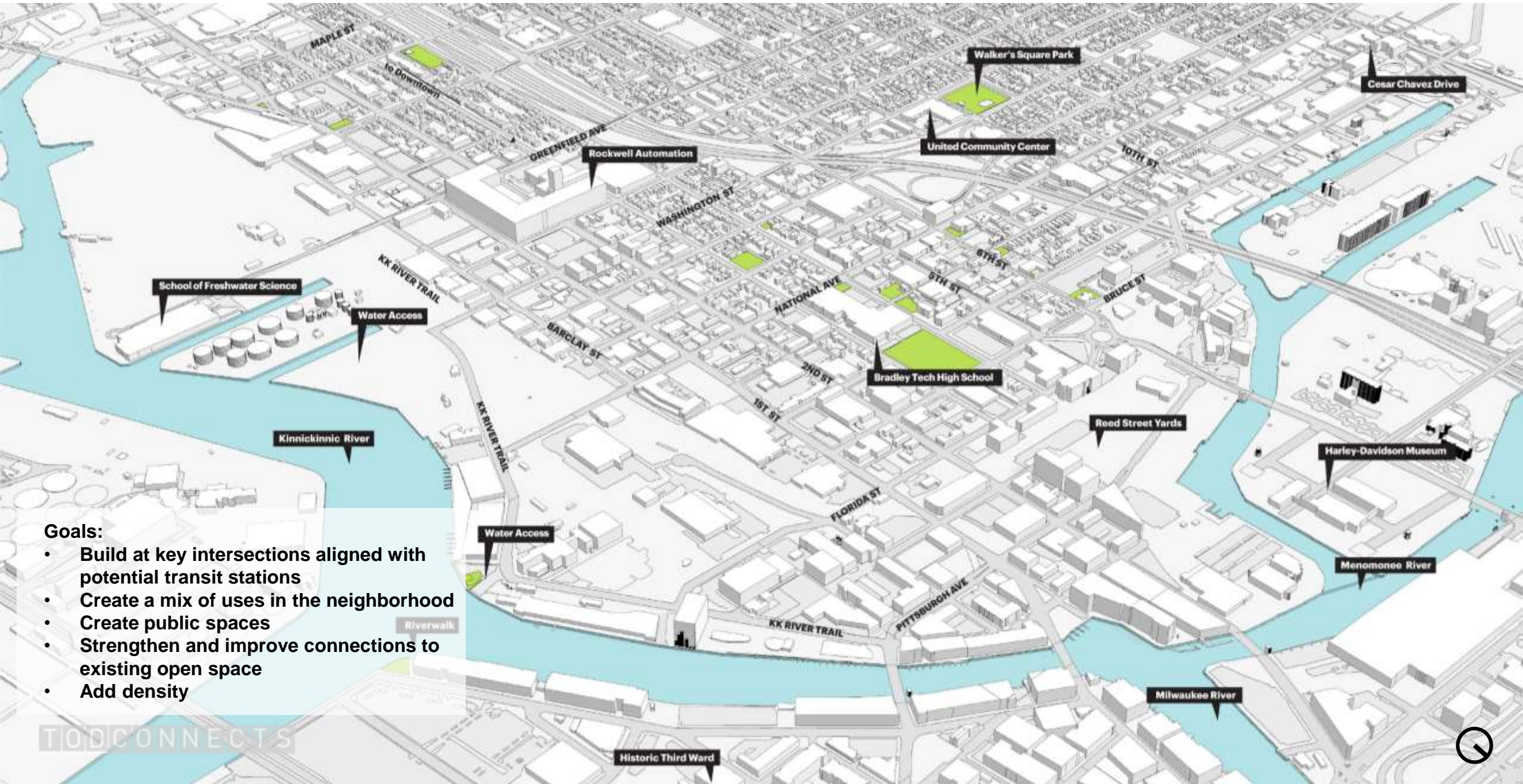
3,000-4,000 new jobs

- Primary sites
- Secondary / Longer Term sites
- Potential Reuse
- Active Proposal
- Potential Greenspace

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The Walker's Point Community



Goals:

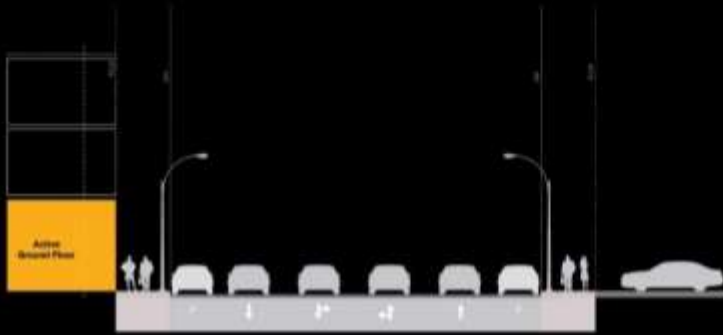
- Build at key intersections aligned with potential transit stations
- Create a mix of uses in the neighborhood
- Create public spaces
- Strengthen and improve connections to existing open space
- Add density

Indicative Growth Strategy



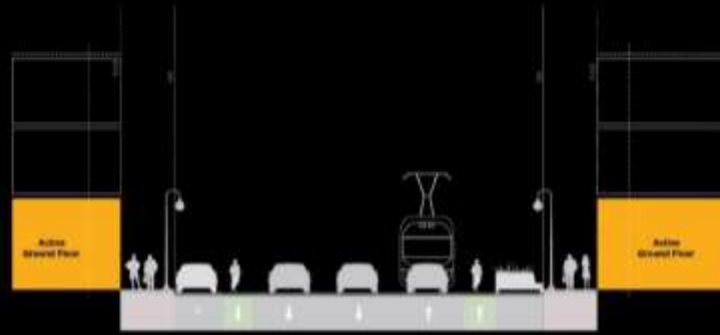
1st Street Improvements

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

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

Existing



T	O	D	C	O	N	N	E	C	T	S
B	R	O	N	Z	E	V	I	L	L	E

Transit Focal Points

1,500-2,000 new homes

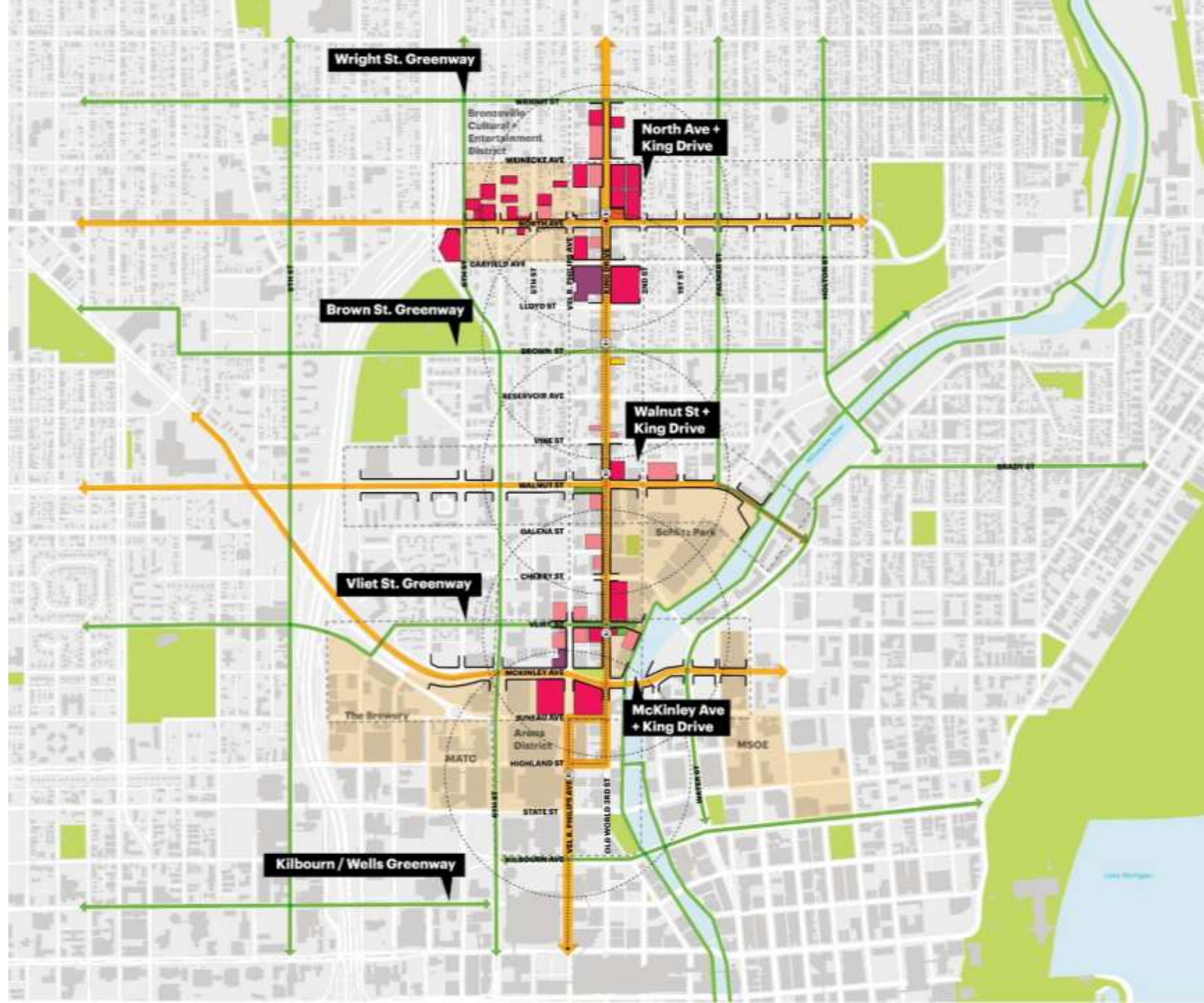
20-30 new storefronts

1,500-2,500 new jobs

3-4 new community facilities

- Primary sites
- Secondary / Longer Term sites
- Potential Reuse
- Active Proposal
- Potential Greenspace

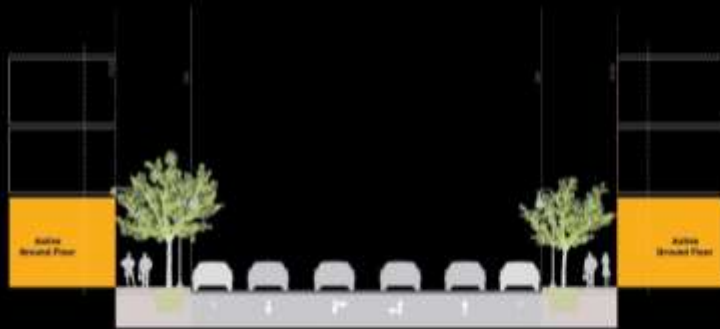
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Indicative Growth Strategy

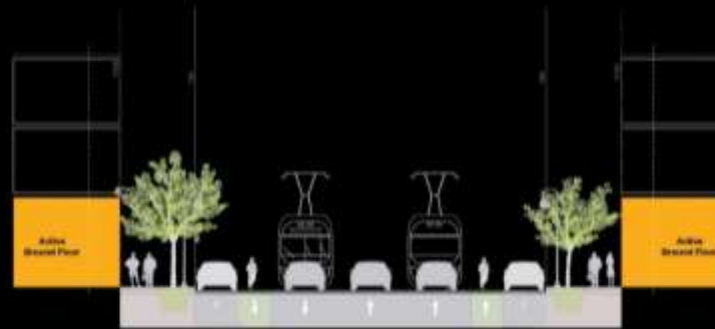


EXISTING



- ROW: 80 feet
- Street width: 56 feet
- Daily Traffic: 7300-10,300 (2015/16)

BIKE LANE CONCEPT



- Reduce to 2 lanes of shared travel lanes w/ dedicated left turn lanes
- Maintain existing street width
- Add bike lanes
- Maintain on-street parking
- Can be done in shorter term, including before construction of potential Streetcar extension

WIDER SIDEWALKS CONCEPT



- Reduce to 2 lanes of shared travel lanes w/ dedicated left turn lanes
- Wider sidewalks
- Maintain on-street parking
- No bike lanes
- Would require full street reconstruction narrowing curbs
- Longer term option

Existing King Drive



Proposed King Drive: Street Character



Proposed King Drive: Street Character and Development



Brown Street Existing



Brown Street Proposed Greenway



ACHIEVING

IMPLEMENTATION

ZONING

DEVELOPMENT

FEASIBILITY

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

ANTI -
DISPLACEMENT
STUDY

A Place in the Neighborhood

An Anti-Displacement Plan for Neighborhoods Surrounding Downtown Milwaukee



City of Milwaukee
Department of City Development

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.

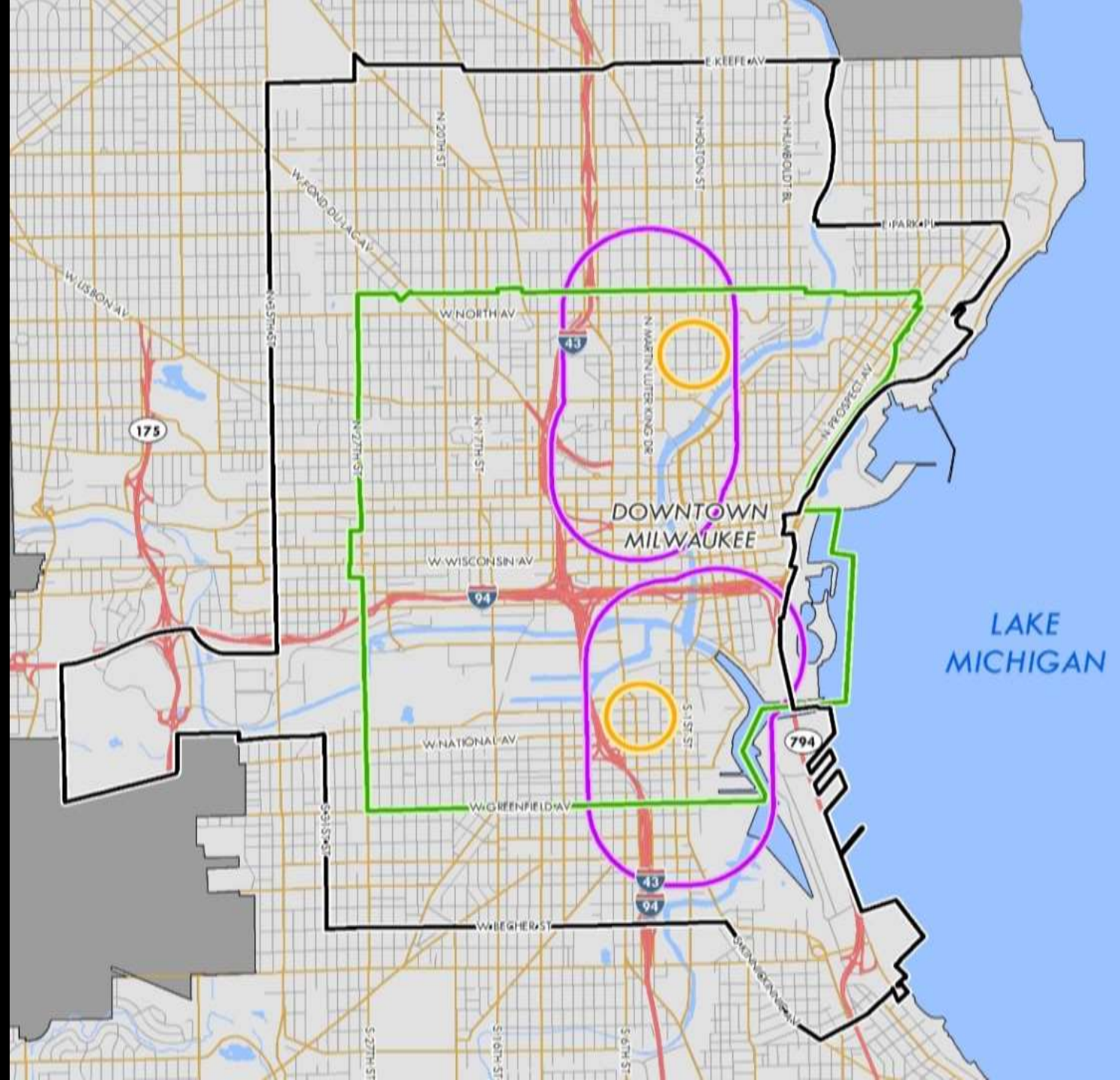


Prioritizing equity means that anti-displacement and related policies and programs should be intentionally designed to ensure that historically disadvantaged groups are able to benefit from and gain access to the wealth-building opportunities provided by development occurring in city neighborhoods.

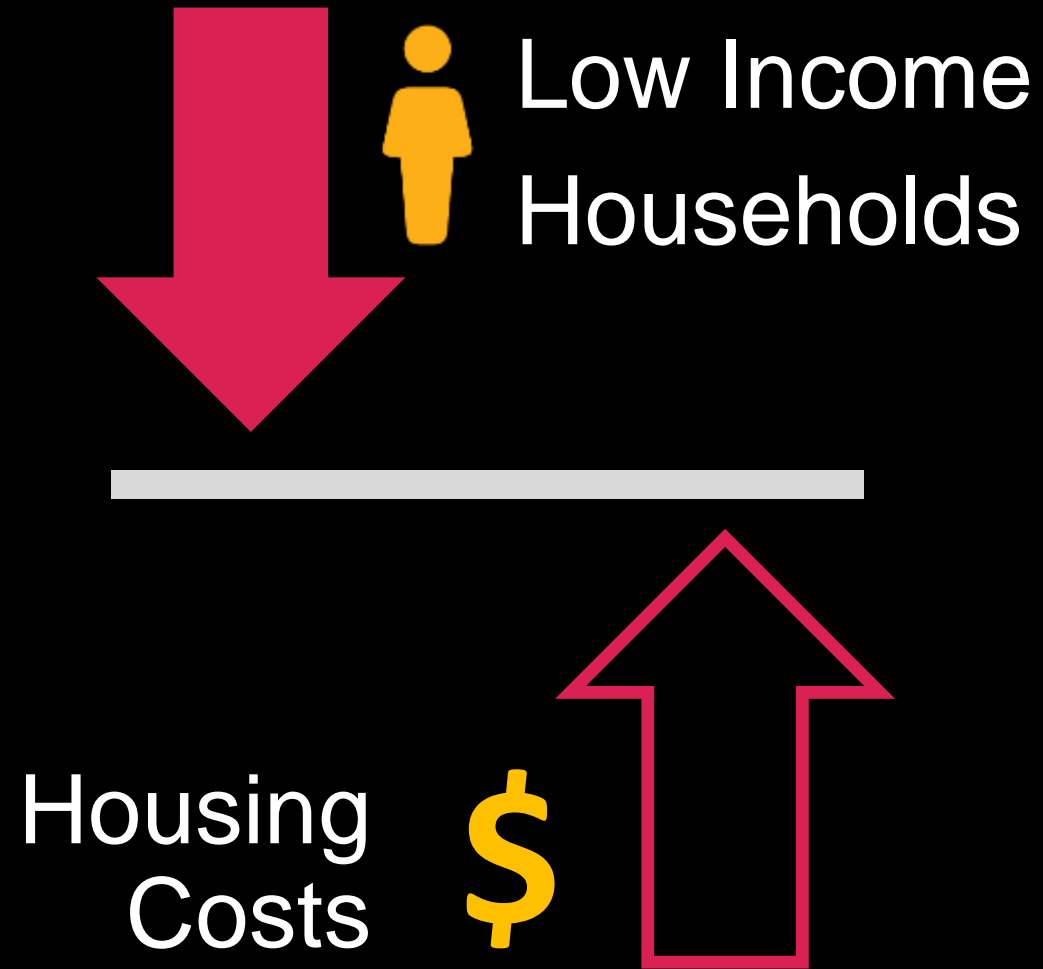
Study Area

Map Legend

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



Displacement Indicators

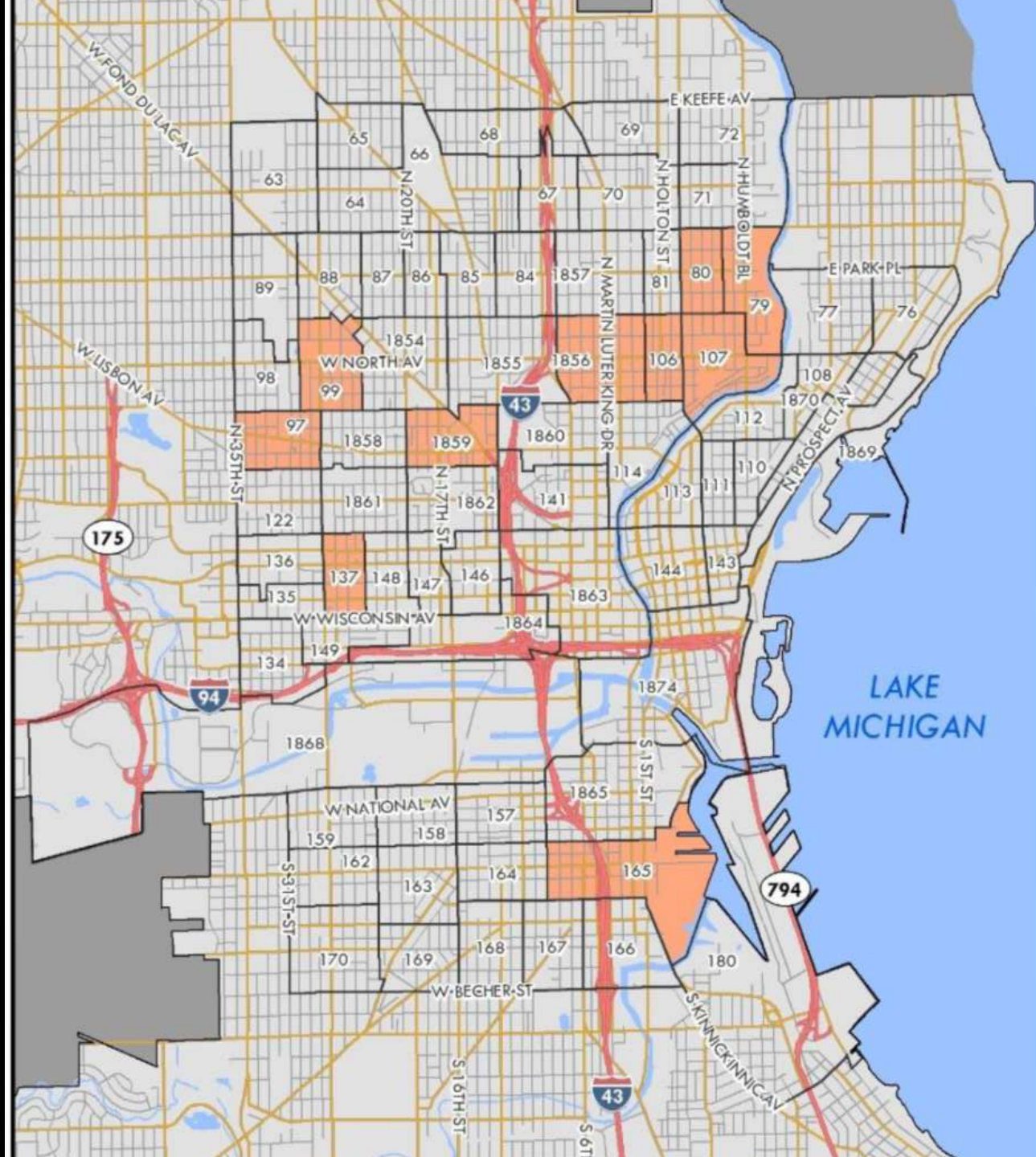


Combined Indicators: Displacement

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

Both Indicators Present

* Property Values through 2017



ANTI-DISPLACEMENT STRATEGIES

PRIORITIZE CHOICE & EQUITY ALONG SIDE
TRADITIONAL DEVELOPMENT GOALS

PRIORITIZING CHOICE



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



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.

RECOMMENDATIONS

- 01 Educate and engage residents on displacement and related issues
- 02 Monitor local market conditions and adapt strategies as needed
- 03 Assist existing home owners to retain their homes
- 04 Help existing neighborhood renters become home owners
- 05 Preserve existing affordable rental housing and protect tenants at risk of displacement
- 06 Prioritize affordable and mixed-income housing in neighborhoods at risk of displacement
- 07 Preserve neighborhood character and build community wealth

ANTI-DISPLACEMENT PLAN

A Place in the Neighborhood

An Anti-Displacement Plan for Neighborhoods
Surrounding Downtown Milwaukee



City of Milwaukee
Department of City Development

February 2018



Conclusions / Next Steps





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