

SAFE AND ENJOYABLE
CORRIDORS:

BRADY STREET &
NORTH AVENUE

2023 APA Wisconsin Annual Conference



Today's Panel



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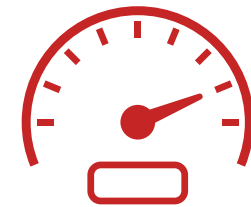
KEVIN MUHS
CITY ENGINEER



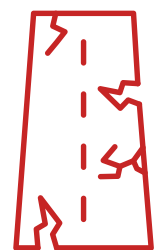
THE PROBLEM



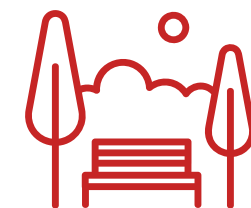
Unsafe and inhospitable



Street design fosters high-speed automobile traffic

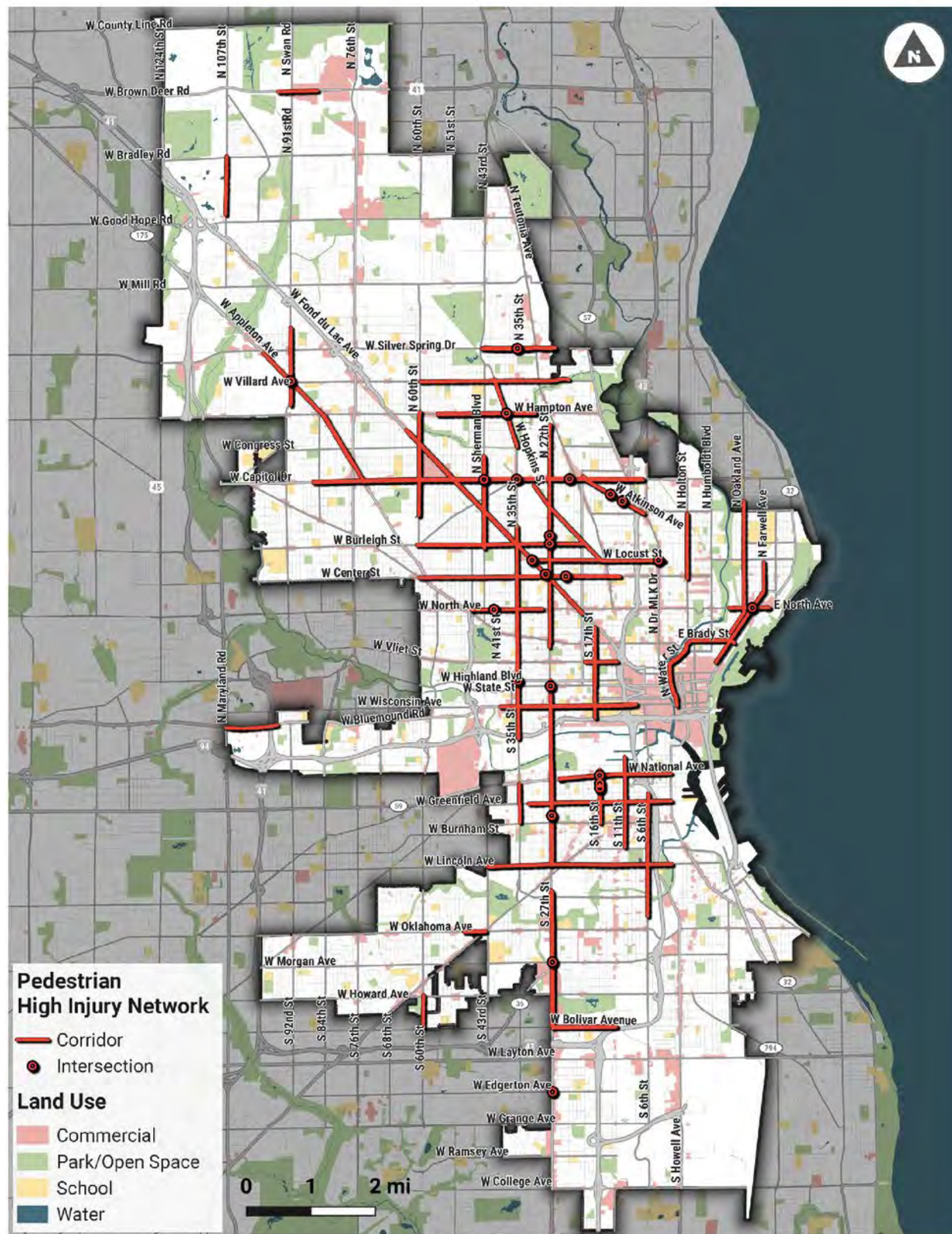


Streets have grown tired and unwelcoming to pedestrians

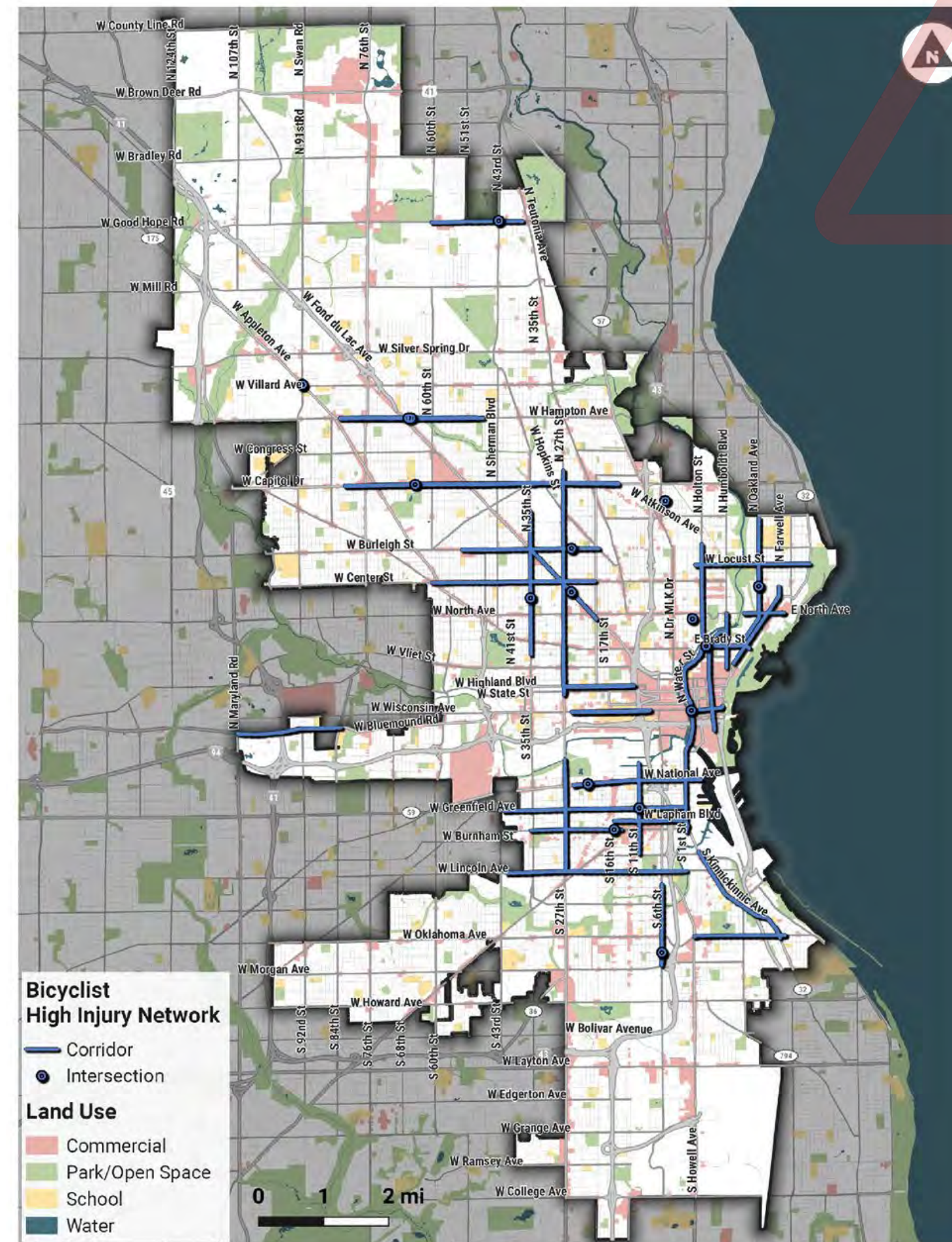


Lack of public gathering spaces

Pedestrian High Injury Network



Bicyclist High Injury Network





Solution

- Design with a pedestrian-first mentality
- Interim and long-term designs

PRESENTATION OBJECTIVES



OBJECTIVE 1

Identify techniques that public agencies are using in response to reckless driving and unsafe traffic conditions.



OBJECTIVE 2

Understand Business Improvement District (BID) role in commercial corridor infrastructure projects.



OBJECTIVE 3

Assess the project-development process used to implement “pedestrian-first environments”



VISION ZERO

In 2022, the City of Milwaukee adopted its Vision Zero policy. This initiative began back in 2018 when the City signed its Complete Streets policy into law, as well as a 2021 policy to curb reckless driving through the initiative called S.T.A.N.D. (street design, traffic enforcement, accountability, and neighborhood engagement while demanding progress).

KEY CONCEPTS

Death and serious injuries are unacceptable

All crashes are undesirable, but Vision Zero prioritizes eliminating crashes that result in death or serious injury. The transportation system should allow for human error that does not result in severe crashes.

Crash not accident

Accidents imply nothing could be done to prevent the incident and/or that no one is at fault. Eliminate the word “accident” from your vocabulary and begin using “crash.”

Equity at the forefront

Black, brown, and low-income communities are disproportionately impacted by dangerous streets and dangerous driving. These communities must be prioritized. Vision Zero also must not result in over-policing of these communities.

Slow speeds save lives

A person hit by someone driving a car at 20 MPH has a 9 in 10 chance of surviving; at 30 MPH, the chances of survival drop to 60%. Slowing speeds through safe street design must be prioritized. Everyone must drive at safe speeds, not just “bad drivers.”

Multi-sector

Vision Zero requires the commitment and work of multiple departments, agencies, and stakeholders – City Departments, partner agencies, and people living and visiting Milwaukee. A safe transportation system is the responsibility of all.

WHAT DOES VISION ZERO LOOK LIKE?

Below are examples of strategies that may be used under Vision Zero. This list is not comprehensive and not all strategies may be used in Milwaukee.

- Redesigned streets that make it difficult to speed and safer and easier to choose to walk, bike, and take transit
- Comprehensive driver education provided automatically to all MPS students
- Immediate investigations of fatal/serious injury crashes by MPD and DPW
- City-wide reduction in speed limits
- Automated enforcement at targeted intersections and corridors to ensure safe driving behaviors
 - Note: this type of enforcement is not currently legal in Wisconsin
- Investments in infrastructure on high crash corridors
- A community-wide safe driving education campaign
- A restorative justice program for individuals convicted of traffic offenses

RAPID IMPLEMENTATION PLAN

Rapid Implementation Improvements

- The City of Milwaukee's "rapid implementation" initiative creates quick, low-cost street improvements to increase the safety and comfort of people walking, biking, and driving.
- These projects use materials like paint, flexible posts, planters, and other moveable barriers to create street improvements like curb extensions, plazas, and pedestrian islands.
- These projects are also relatively easy to adjust and can be used to test out new ideas before more permanent concrete changes are constructed.



BRADY STREET BID

The Brady Street Business Improvement District (BID) represents Brady Street, located in the Lower East Side neighborhood of Milwaukee, WI. With 9 blocks that run east to west from Lake Michigan to the Milwaukee River, we are home to some of the city's finest restaurants, shops, taverns, salons, cafes, and so much more!



BRADY STREET BID

BID issued an RFP in late 2022 for a pedestrianization study

Study Deliverables

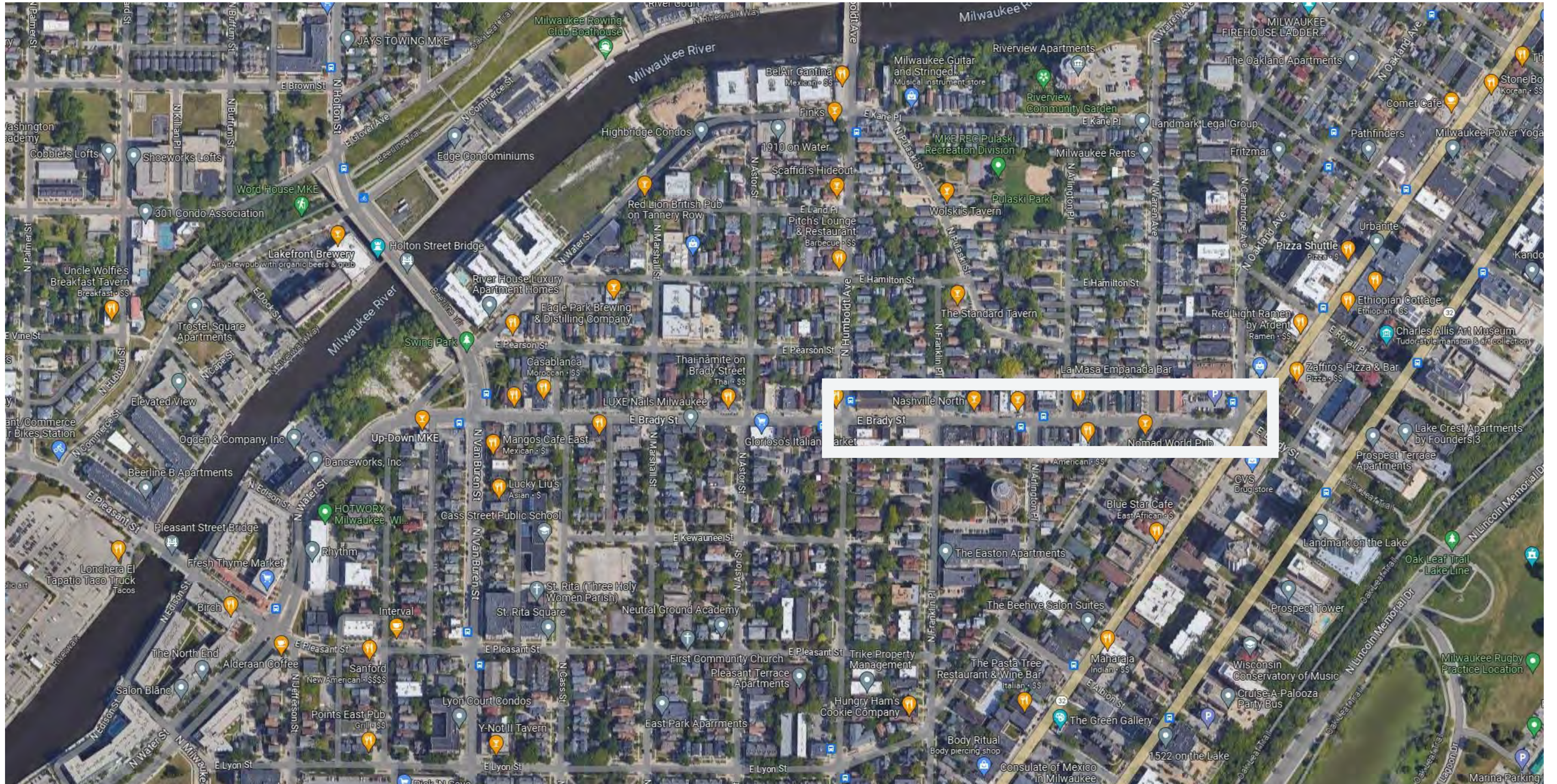
- Analysis of traffic patterns and impact on the surrounding area due to closing part of Brady Street to vehicular traffic
- Recommendations for best practices in urban design in newly pedestrianized street, including short-term and long-term challenges
- Recommendations for balancing the needs and safety of pedestrians, bicyclists, mass transit users, deliveries to businesses, along with new business development
- Examples of pedestrian plazas with perimeters similar to Brady Street, including climate, population density, street width, and traffic volumes
- How these spaces are managed and maintained
- Effects on neighborhood and business development

ISSUES

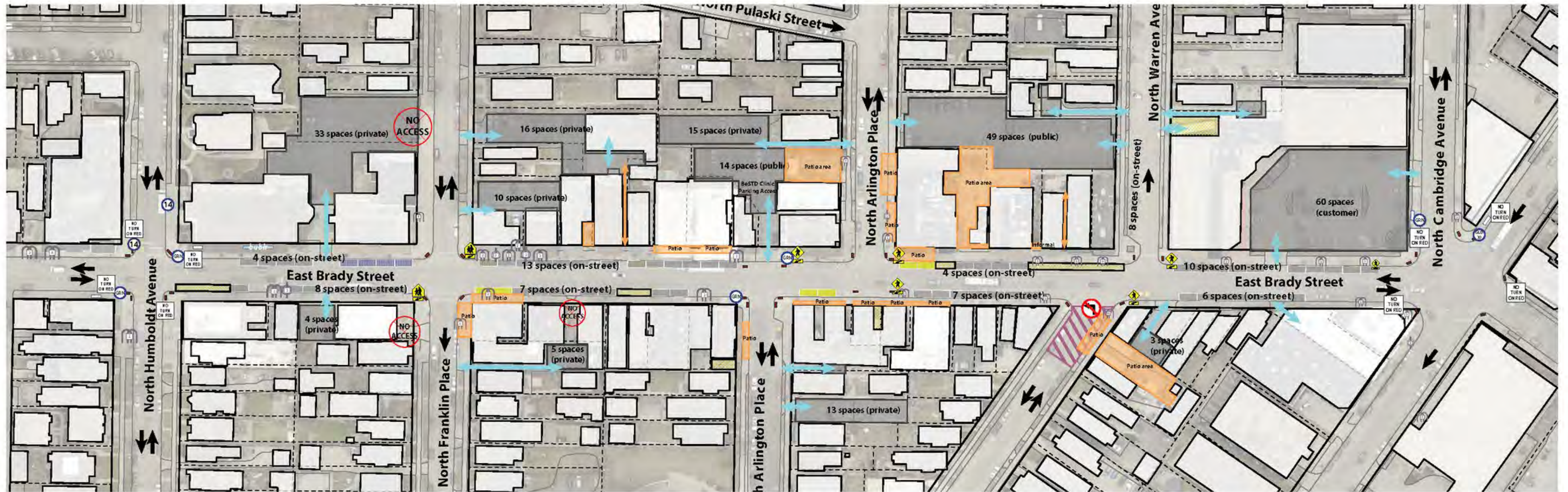


OPPORTUNITIES

BRADY STREET BID PROJECT AREA



BRADY STREET: ISSUES AND OPPORTUNITIES



Legend

On Street Parking

- Metered Parking (2hr to 6p except Sun) 63 stalls from Humboldt to Cambridge
- Metered Parking Used Informally for Loading included in count above
- Metered Parking with School Day Restrictions 4 stalls
- Loading Area (bagged meter "Loading Area") 6 stalls with no parking allowed
- Loading Area (signed "Loading Area") (times vary) 6 stalls from Humboldt to Cambridge available outside of loading times

Pedestrian Crossings

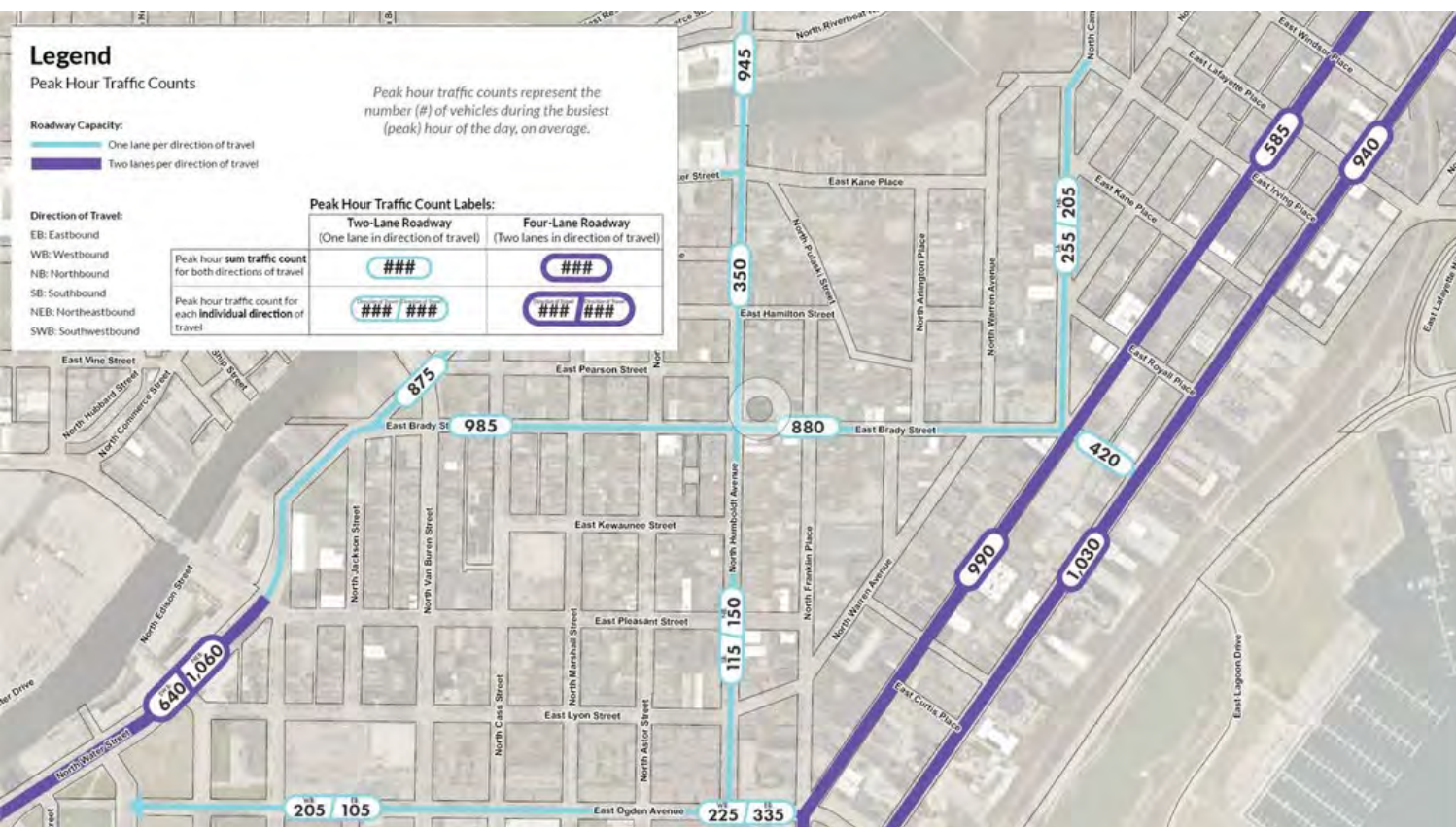
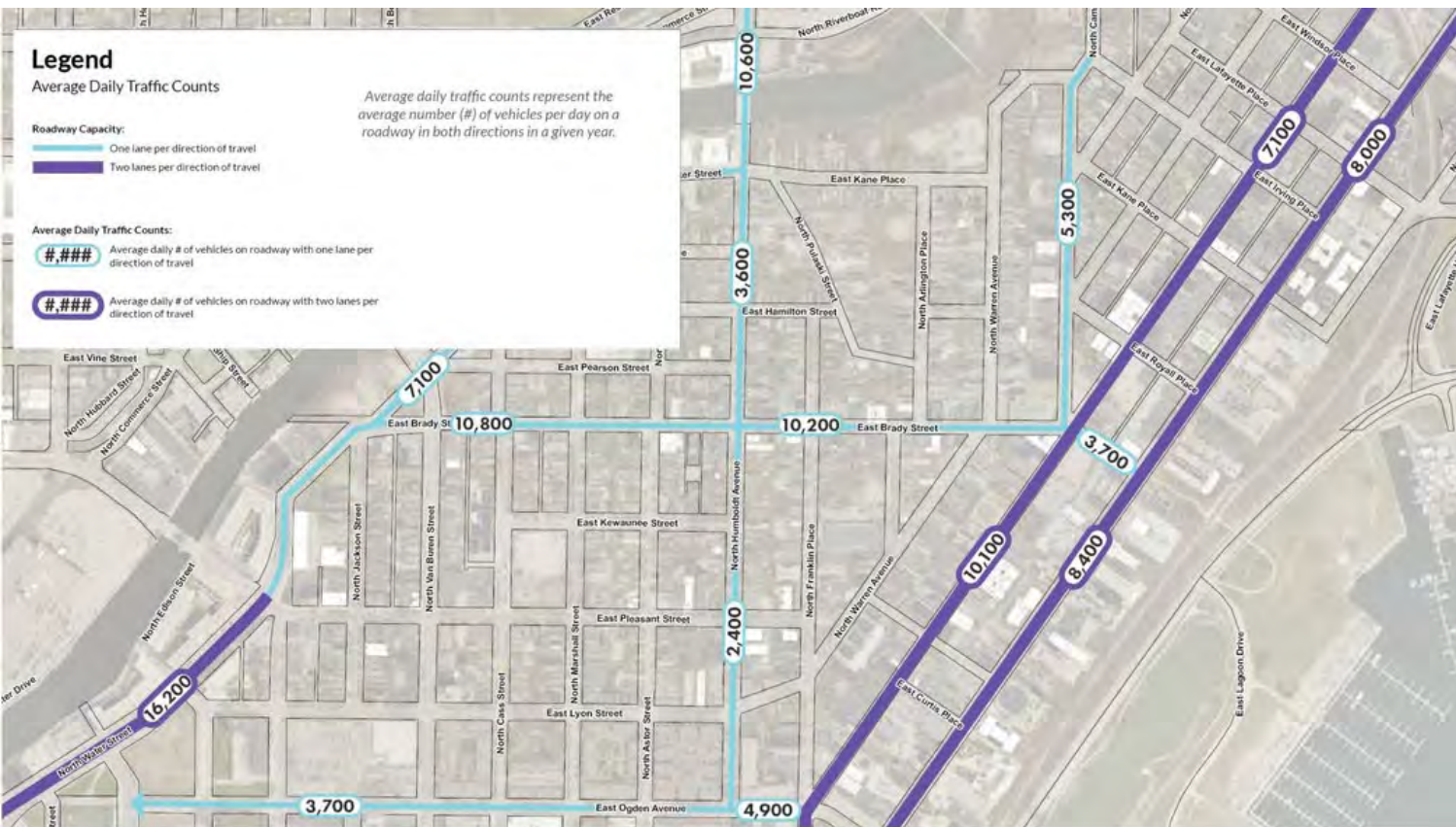
- Ramp
- Crossing Signs

- Off Street Parking
- Parking Access Points
- Pedestrian Area/Patio Use
- Pedestrian Only Access
- Bus Stop
- Bus Shelter
- bublr Bikeshare Station
- Bike Rack (with # of parking spaces, assumed 2 per staple rack)
- Meter Hitch (1hr parking, 2 per hitch)

269 existing parking spaces within 4 block study area

- 47 on-street public metered parking
- 21 additional on-street stalls with restrictions (loading, school)
- 63 off-street public parking lots
- 60 off-street customer-only parking lots
- 99 off-street private parking

BRADY STREET TODAY: TRAFFIC



- 10,200 vehicles per day
- 880 vehicles during the peak hour
- Other nearby streets with one lane in each direction carry much lower volumes over the entire day and during the peak hour, meaning they have excess capacity to accommodate additional traffic. These alternate routes include Ogden Avenue, Water Street, Humboldt Avenue, Farwell Avenue, and Prospect Avenue

CREATING A PEDESTRIAN-FIRST ENVIRONMENT



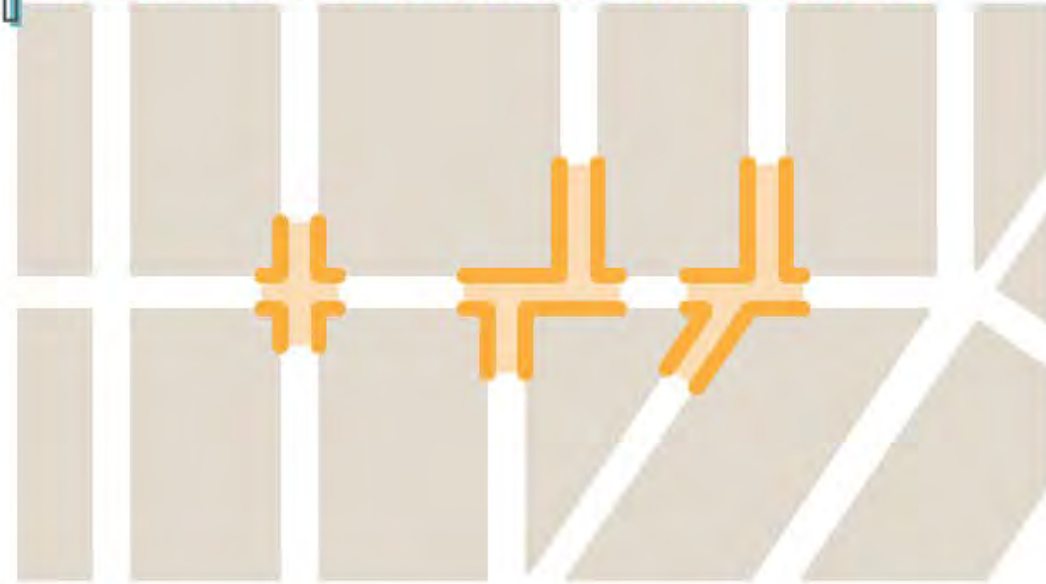
KEYS TO SUCCESS

Active | Well-Programmed; Well-Managed | Meet the Needs of Users

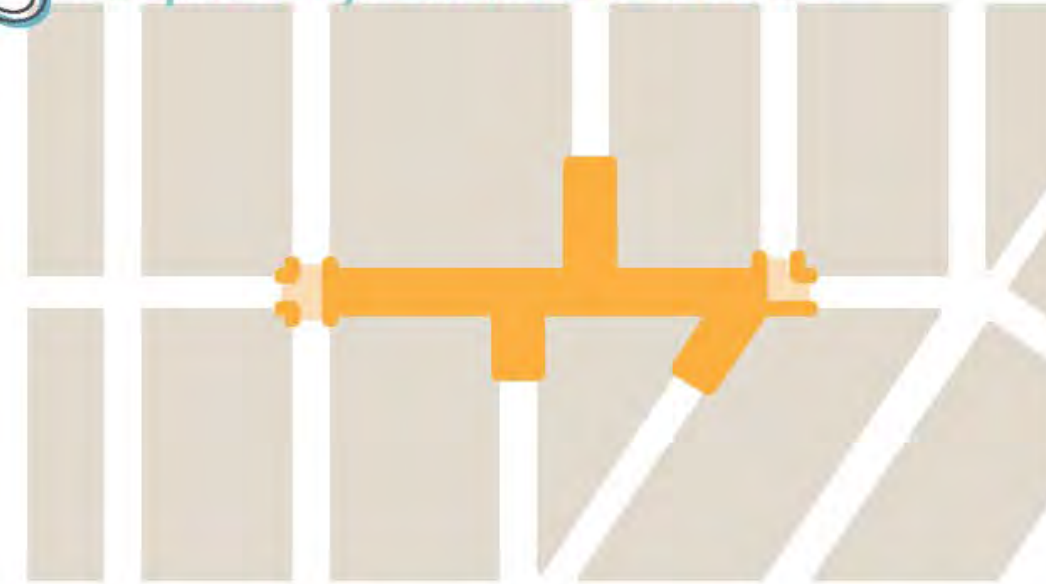
Connects Destinations | Nearby Parking

DESIGN ALTERNATIVES: PRIORITIZING PEOPLE ON BRADY

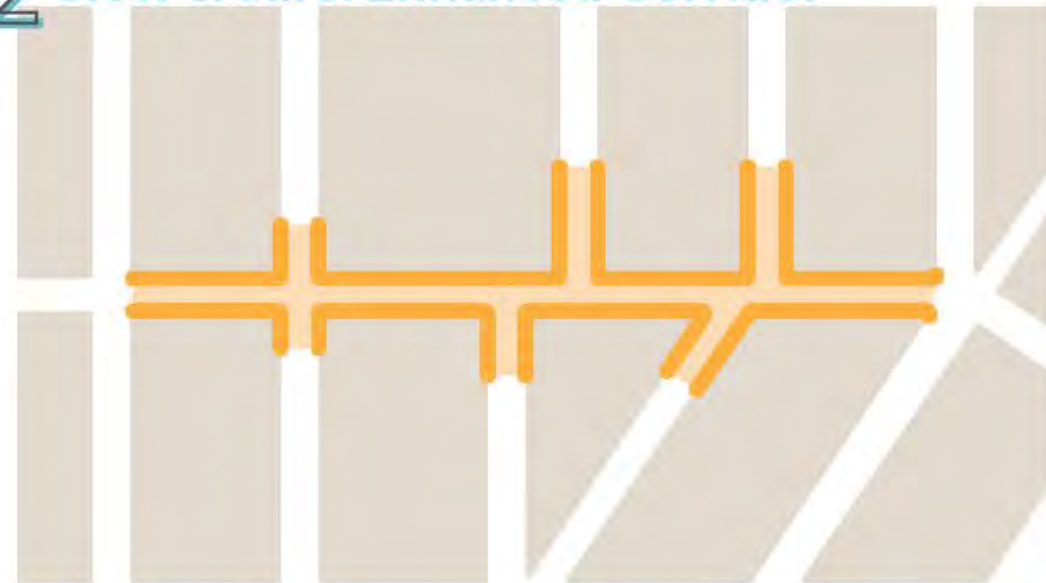
1 Slow & Safe: Enhanced Intersections



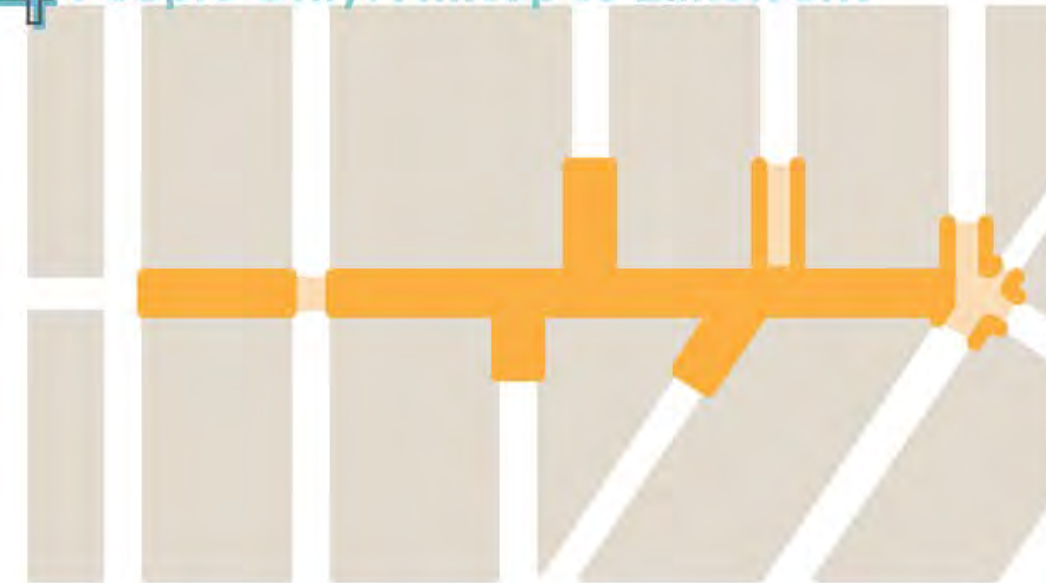
3 People Only: Enhanced Corridor



2 Slow & Safe: Enhanced Corridor



4 People Only: Hilltop to Lakefront



Slow & Safe Alternatives

- Full Access for All Users
- Speed Table and Crossing Enhancements
- Traffic Calming and Speed Reduction

People Only Alternatives

- Limited Access
- Expanded Pedestrian Space
- Traffic Rerouting

DESIGN ALTERNATIVE 1

1

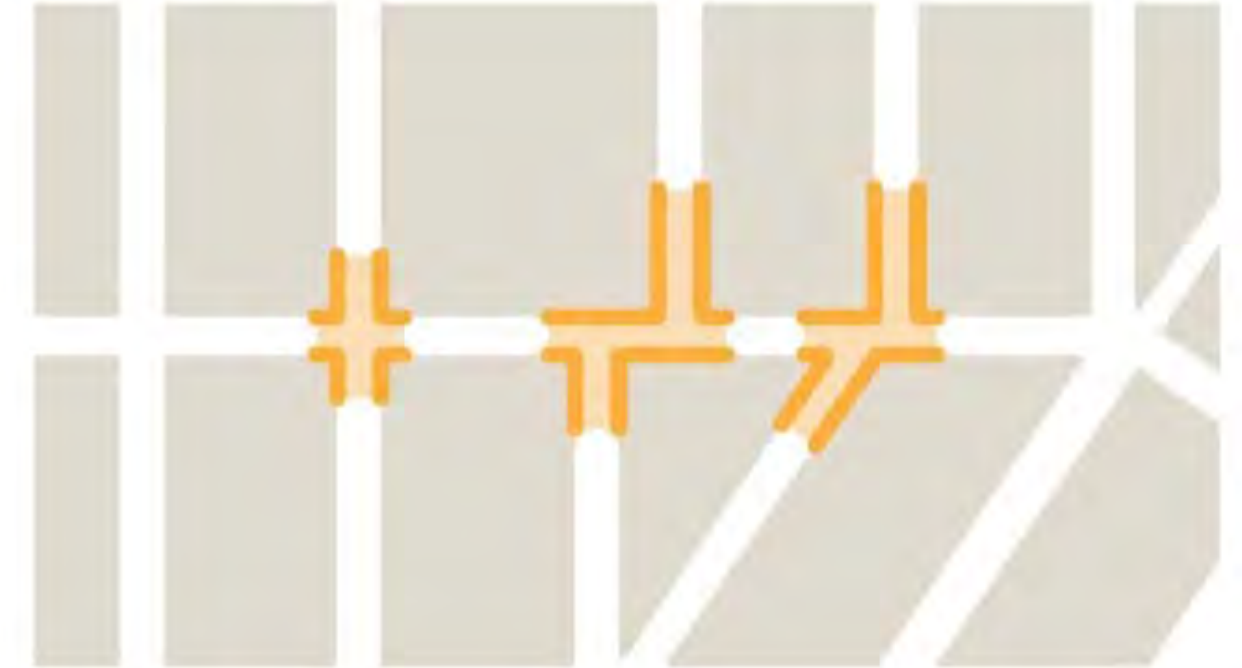
Slow & Safe: Enhanced Intersections

(Full Access for All Users)

Speed tables at three intersections with Brady Street, Franklin Place, Arlington Place, and Warren Avenue would serve to reduce speeding and reckless driving within the "core" of the Brady Street commercial district. Each intersection would elevate motorists to the level of pedestrians, creating a noticeable change and signaling to motorists they have entered a different type of space.

The speed tables are designed to extend north and south partially along side streets. Each of these extensions serves the dual purpose of placemaking in addition to speed reduction. The extensions of the speed tables create plaza-like spaces along each side street that can be closed for events.

Traffic, transit, and access would not change in this alternative. Full access for all vehicles is permitted. Minimal on-street parking spaces would be removed at intersections.



DESIGN ALTERNATIVE 2

2

Slow & Safe: Enhanced Corridor

(Full Access for All Users)

Transforming the entire stretch of Brady Street between Humboldt Avenue and Farwell Avenue creates a four-block curbless (or low curb) environment. Entry into the space from all directions includes a "speed table" element that transitions the roadway into a shared street. Redesigned parking and curb extensions would serve to constrain the roadway, further reducing travel speeds and reckless driving and expanding the amount of space entirely dedicated to pedestrians.

The curbless street is designed to extend north and south partially along side streets. Each of these extensions serves the dual purpose of placemaking in addition to speed reduction. The extensions create plaza-like spaces along each side street that can be closed for events.

Traffic, transit, and access would not change in this alternative. Full access for all vehicles is permitted. Up to 50% of on-street parking spaces would be removed along corridor.



DESIGN ALTERNATIVE 3

3

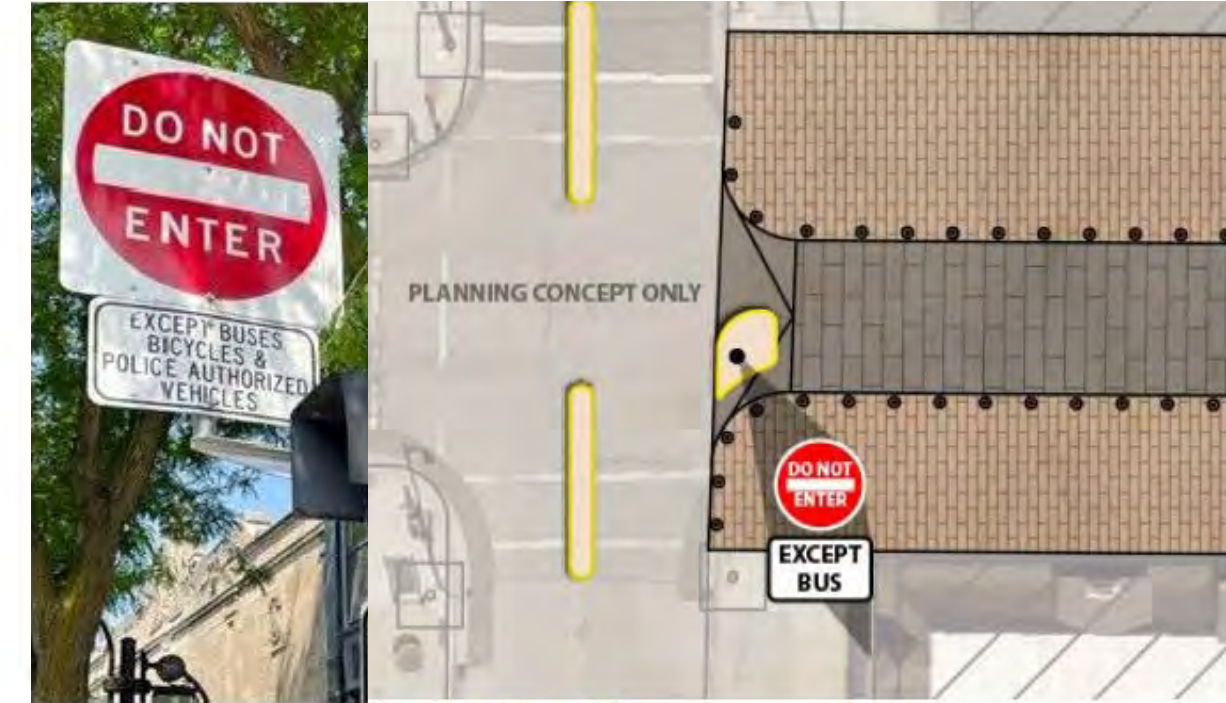
People Only: Enhanced Corridor

(Two-Block Limited Access)

Limiting access along a two-block stretch of Brady Street from Franklin Place to Warren Avenue would transform the "core" of the commercial district into a holistic public place. The roadway is narrowed to the minimal space needed to provide access to transit and essential vehicles accessing properties on Brady Street nearly doubling the amount of space available to pedestrians within the "core" and nearly eliminating all potential conflicts with pedestrians and personal vehicles.

The two blocks of Brady Street east and west of the "core" would maintain access to thru traffic but include redesigned parking to expand the available pedestrian space and enhance the corridor.

Transit, loading, and emergency vehicle access would not change in this alternative.



DESIGN ALTERNATIVE 4

4

People Only: Hilltop to Lakefront

(Four-Block Limited Access)

Limiting access along a four-block stretch of Brady Street from Humboldt Avenue to Cambridge Avenue would transform this stretch of the commercial district into a holistic public place. The roadway is narrowed to the minimal space needed to provide access to transit and essential vehicles accessing properties on Brady Street nearly doubling the amount of space available to pedestrians and nearly eliminating all potential conflicts with pedestrians and personal vehicles.

The intersecting streets of Humboldt Avenue, Franklin Place, and Cambridge Avenue would remain open to cross traffic to provide access for people to be dropped off within walking distance of the core.

Transit, loading, and emergency vehicle access would not change in this alternative.







BRADY STREET NEXT STEPS:



Engagement with Business and
Community Stakeholders



Short-term Pilot of Projects



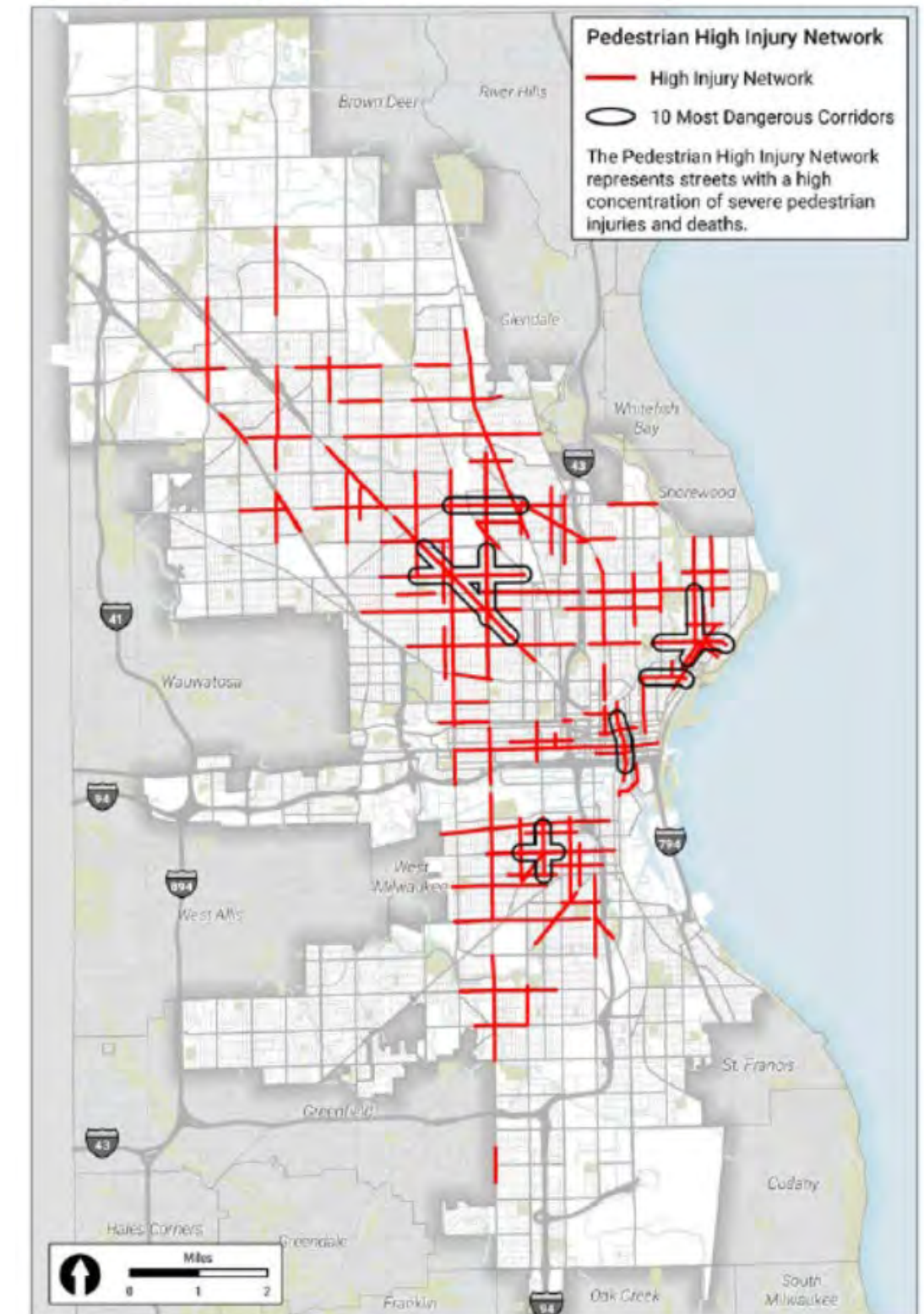
Funding & Economic Strategy

CITY SUPPORT OF PEDESTRIAN-FIRST ENVIRONMENTS

Tax Incremental Financing in Milwaukee

- 2012 ordinance required TID amendments for repaving
- Utilize the half-mile rule
- \$90m+ for ped/bike public infrastructure improvements
- Focus on areas identified in high-injury network or in area plans

Figure 10. Pedestrian high-injury network



CITY SUPPORT OF PEDESTRIAN-FIRST ENVIRONMENTS

TID 111 (East North Avenue)

- Initial vision created by the East Side BID
- TID Created in 2022
- Boundary around development sites and utilizing half-mile
- \$3.8m for public infrastructure (two phases)
- Rapid Implementation project followed by more permanent improvements





THE EASTSIDE
BUSINESS IMPROVEMENT DISTRICT

The EastSide BID project was primarily focused on identifying short-term (interim) and long-term (permanent) streetscape improvements that could be used to relay to the City of Milwaukee what TID-funded projects were a priority of the businesses.



BID issued an RFP in Summer 2022 for an infrastructure and streetscape plan

Priority:

Slow down traffic and increase safety for pedestrians, bicyclists, and vehicles. Setting the bar high, an exemplary model for walkable, bikeable, vehicular, and livable street cohesion. Transformational urban design that will put Milwaukee on the national stage.

PROJECT OVERVIEW

DPW RAPID IMPLEMENTATION PLAN AND TID-FUNDED PRIORITY PROJECTS

DPW Rapid Implementation Plan (RIP)

Reconfiguration of existing travel, bike, and on-street parking to create buffered bicycle lanes throughout the corridor

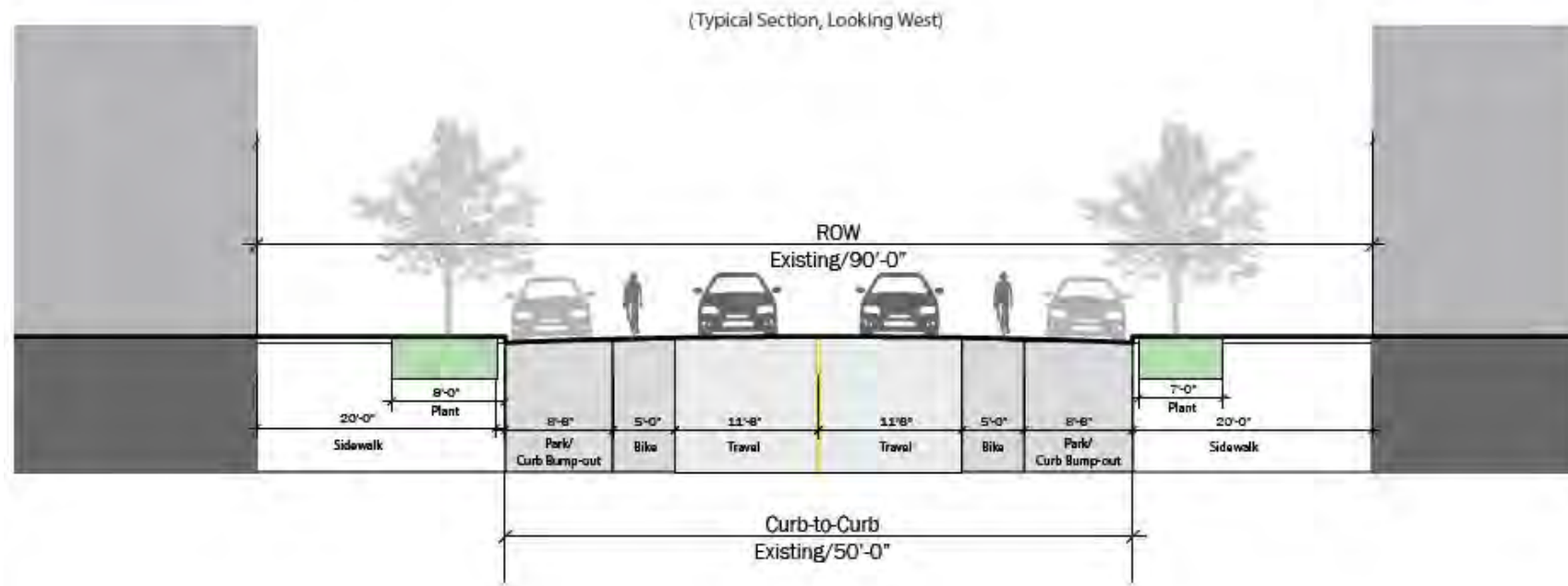
TID-Funded Priority Projects

1. Cambridge Intersection Reconstruction
2. Farwell Intersection Reconstruction
3. Sidewalk Terrace Planter Beds
4. Inline Bus Boarding Islands at existing bus stops (Humboldt to Prospect)
5. Public Art and Public Realm Enhancements
6. Maryland/Prospect curb extensions
7. Windsor/Farwell curb extensions
8. Humboldt to River reconfiguration of existing travel, bike, and on-street parking to create buffered bicycle lanes; inline bus boarding islands; curb extensions; enhanced bike lane buffers
9. Enhanced Bike Lane Buffers (replacement of standard, vertical plastic delineators with enhanced, decorative delineators (Humboldt to Prospect))
10. Misc. Infrastructure Improvements (replacement of dead trees, deficient light fixtures and curb ramps)

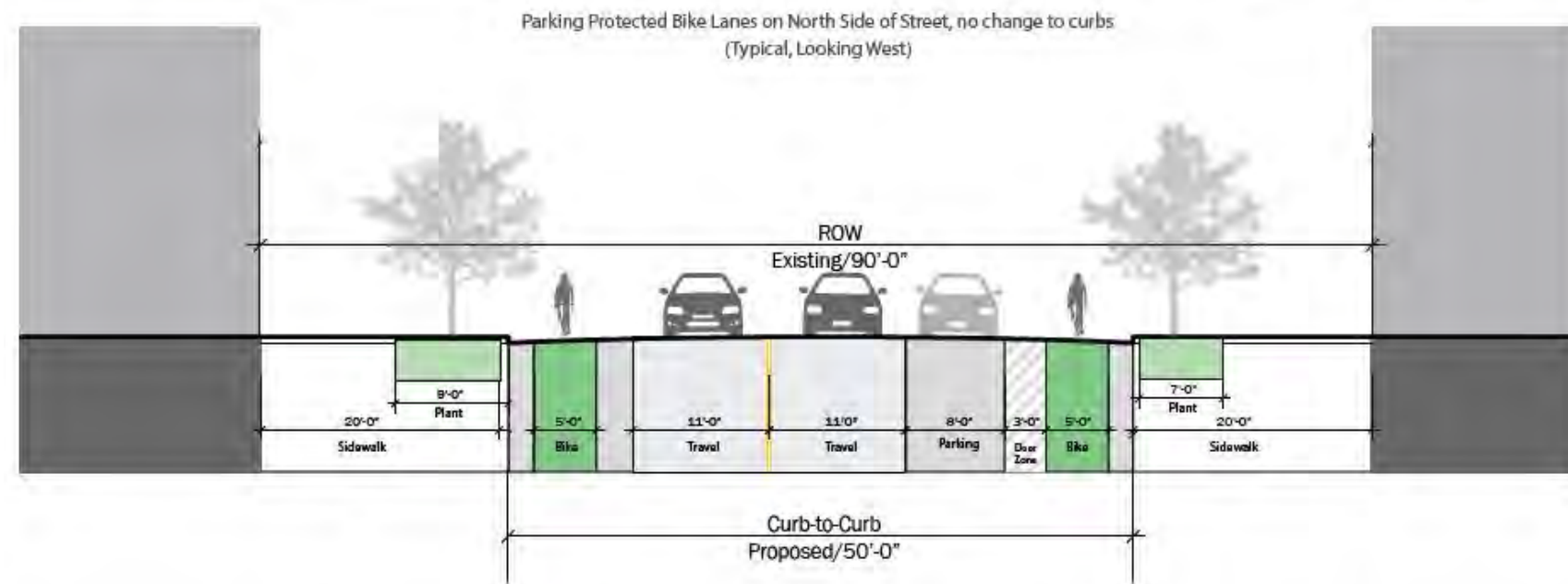


2023 RAPID IMPLEMENTATION PROJECT

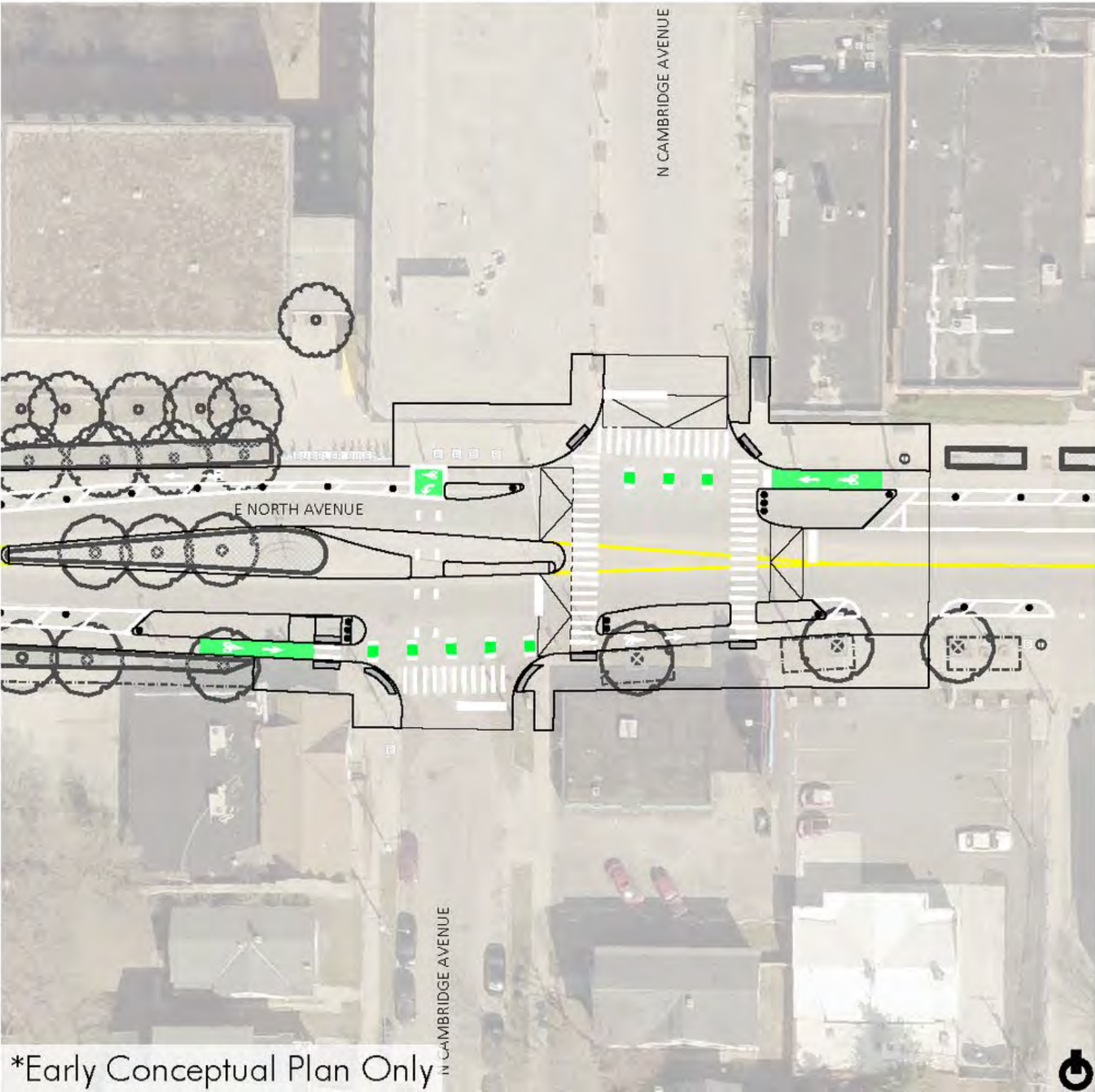
EXISTING NORTH AVENUE CROSS SECTION (CAMBRIDGE TO FARWELL)



PROPOSED NORTH AVENUE CROSS SECTION (CAMBRIDGE TO FARWELL)



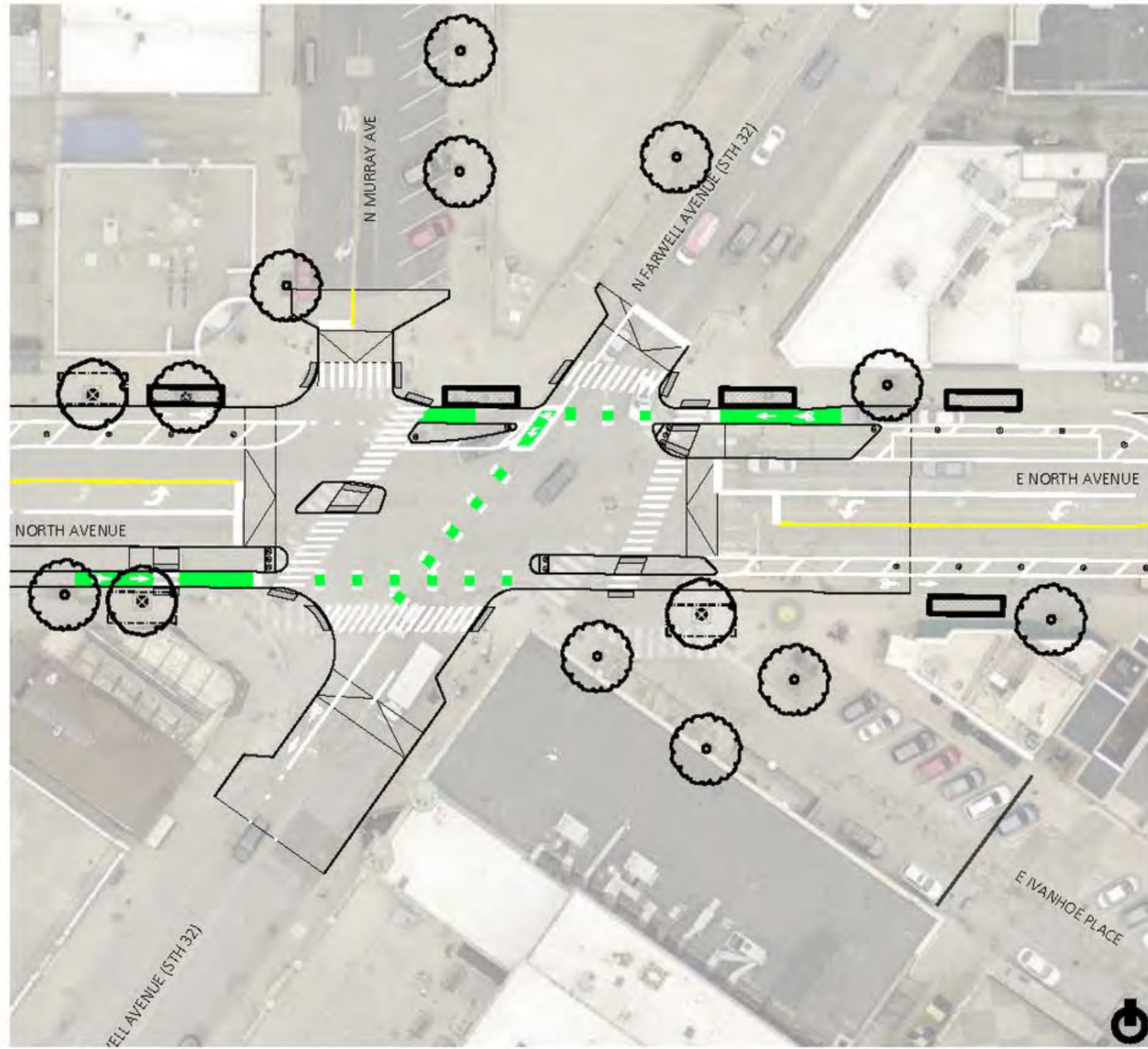
CAMBRIDGE TABLE-TOP INTERSECTION



*Early Conceptual Plan Only

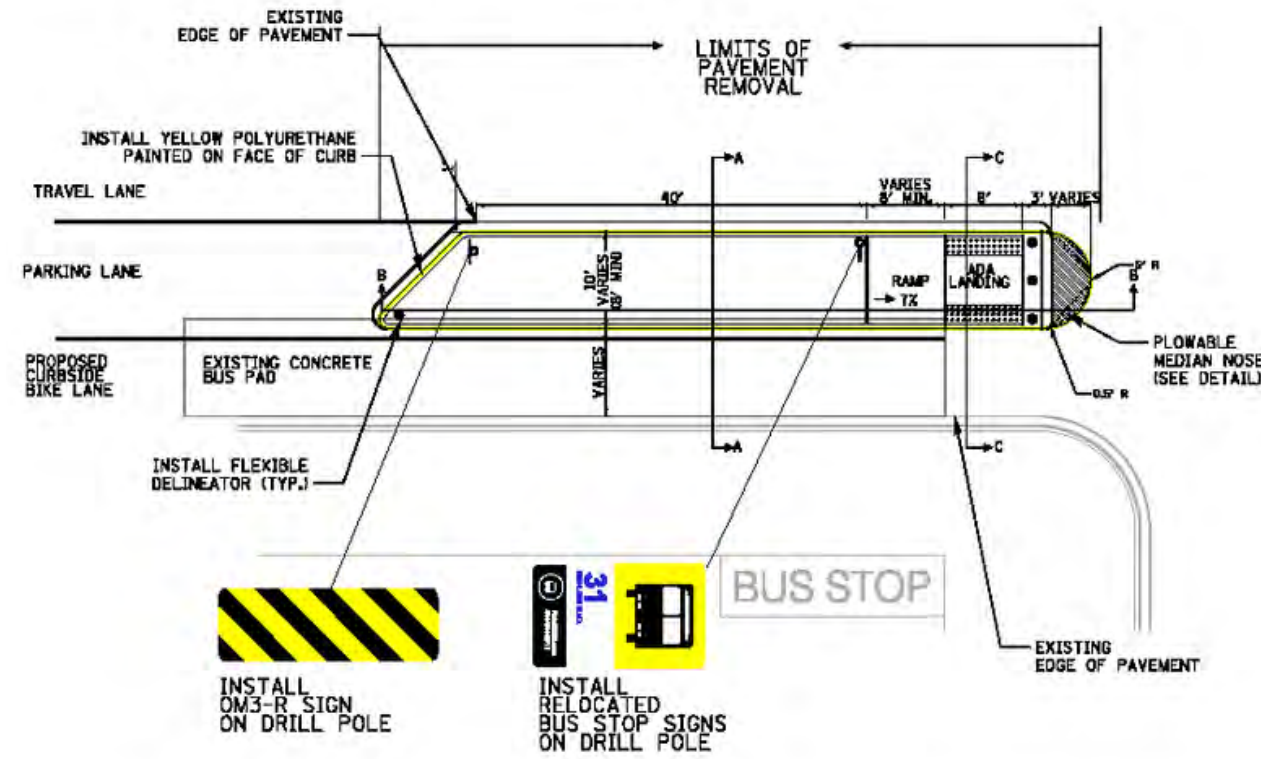


FARWELL TABLE-TOP INTERSECTION



*Early Conceptual Plan Only

INLINE BUS BOARDING ISLANDS



NO.	REVISION	DESCRIPTION

CITY OF MILWAUKEE
DEPARTMENT OF PUBLIC WORKS

2022 RECKLESS DRIVING INITIATIVE
ROADWAY IMPROVEMENTS

BUS BOARDING ISLAND DETAIL
FULL-DEPTH REMOVAL

STANDARD DETAILS

SCALE: N.T.S.



COMMERCE/NORTH CURB EXTENSIONS/ REFUGE ISLANDS & GENERAL BIKE IMPROVEMENTS



IVANHOE PLAZA



IVANHOE PLAZA PERMANENT DESIGN

FINAL DESIGN/CONSTRUCTION IN 2024/2025



Thank You!

