

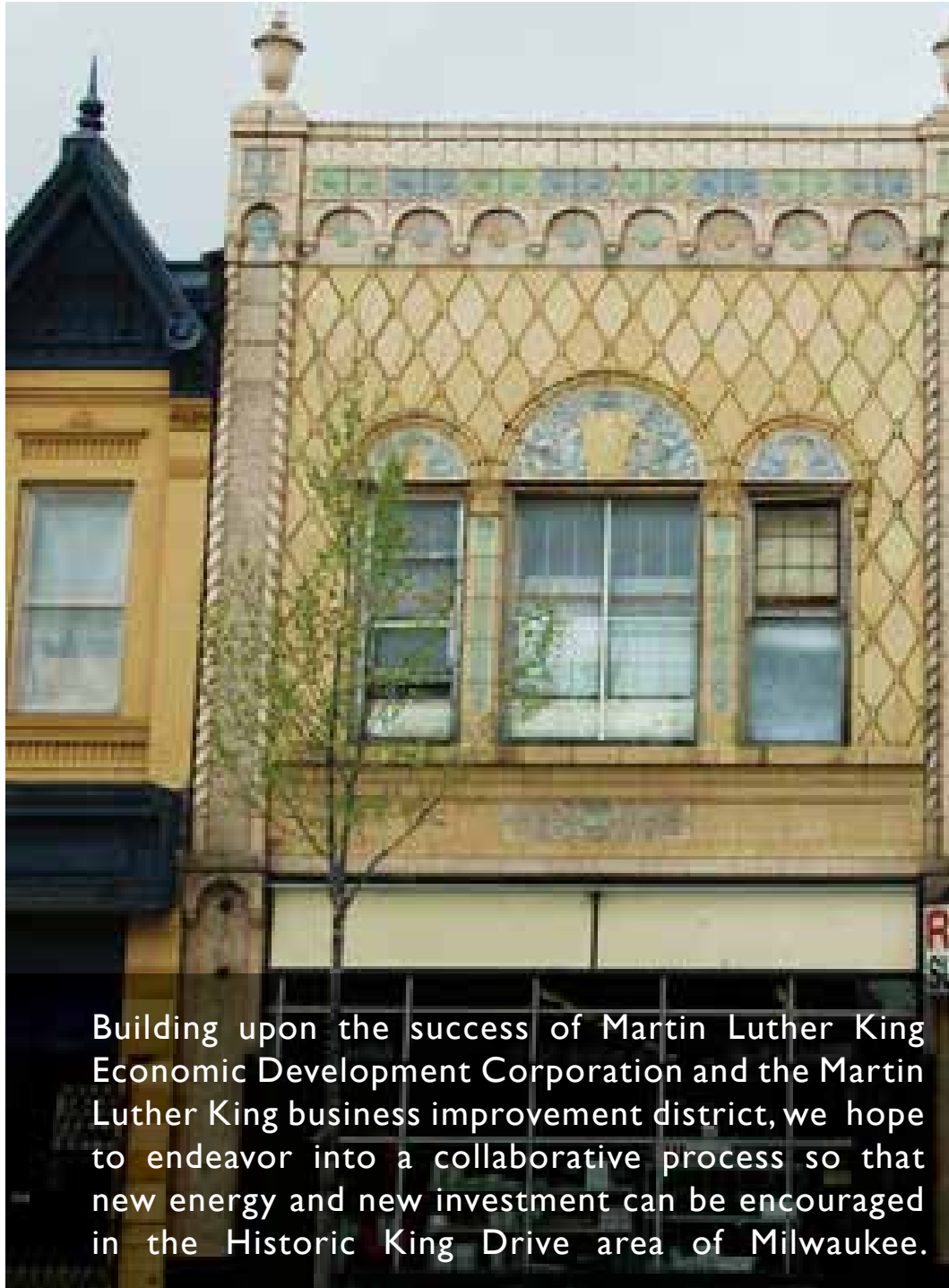


**DR MARTIN LUTHER KING JR. DRIVE
2013 VISIONING CHARETTE**



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Project funded by Martin Luther King Economic Development Corporation, Martin Luther King Business Improvement District, Local Initiatives Support Corporation (LISC) Milwaukee, Mandel Group, and University of Wisconsin-Milwaukee

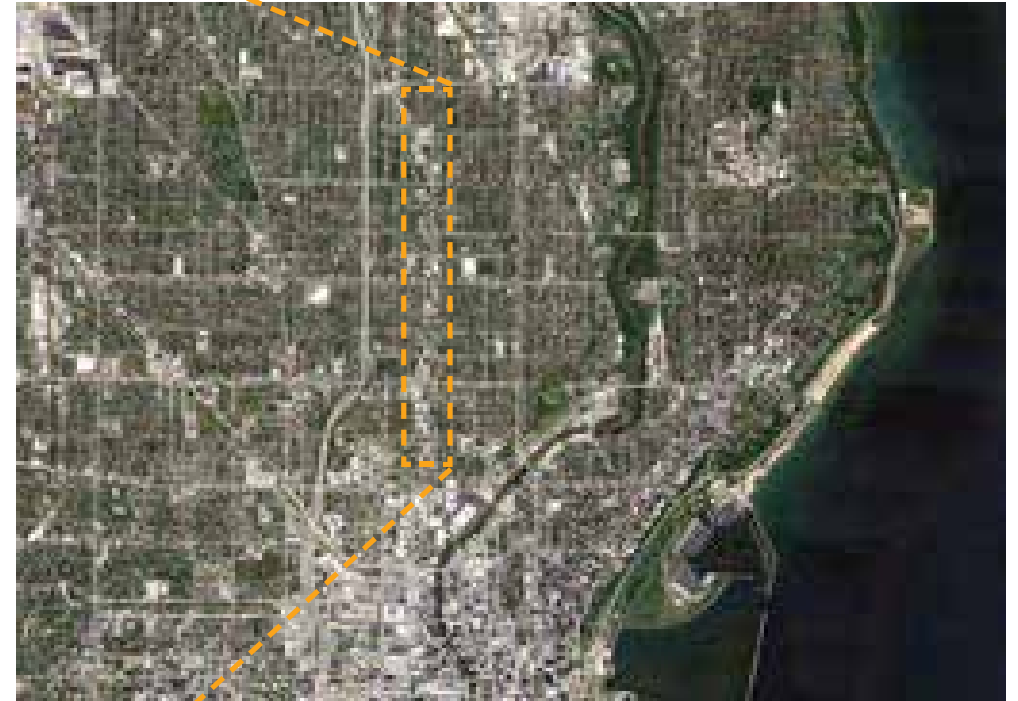


Building upon the success of Martin Luther King Economic Development Corporation and the Martin Luther King business improvement district, we hope to endeavor into a collaborative process so that new energy and new investment can be encouraged in the Historic King Drive area of Milwaukee.

A charette is a process of gathering information from various groups and working collaboratively to develop a feasible design and development solution that will spur additional investment in a neighborhood or community. The approach is both educational and creative, and includes interactive discussions amongst key stakeholders to address design, policy, economic development, and social issues.

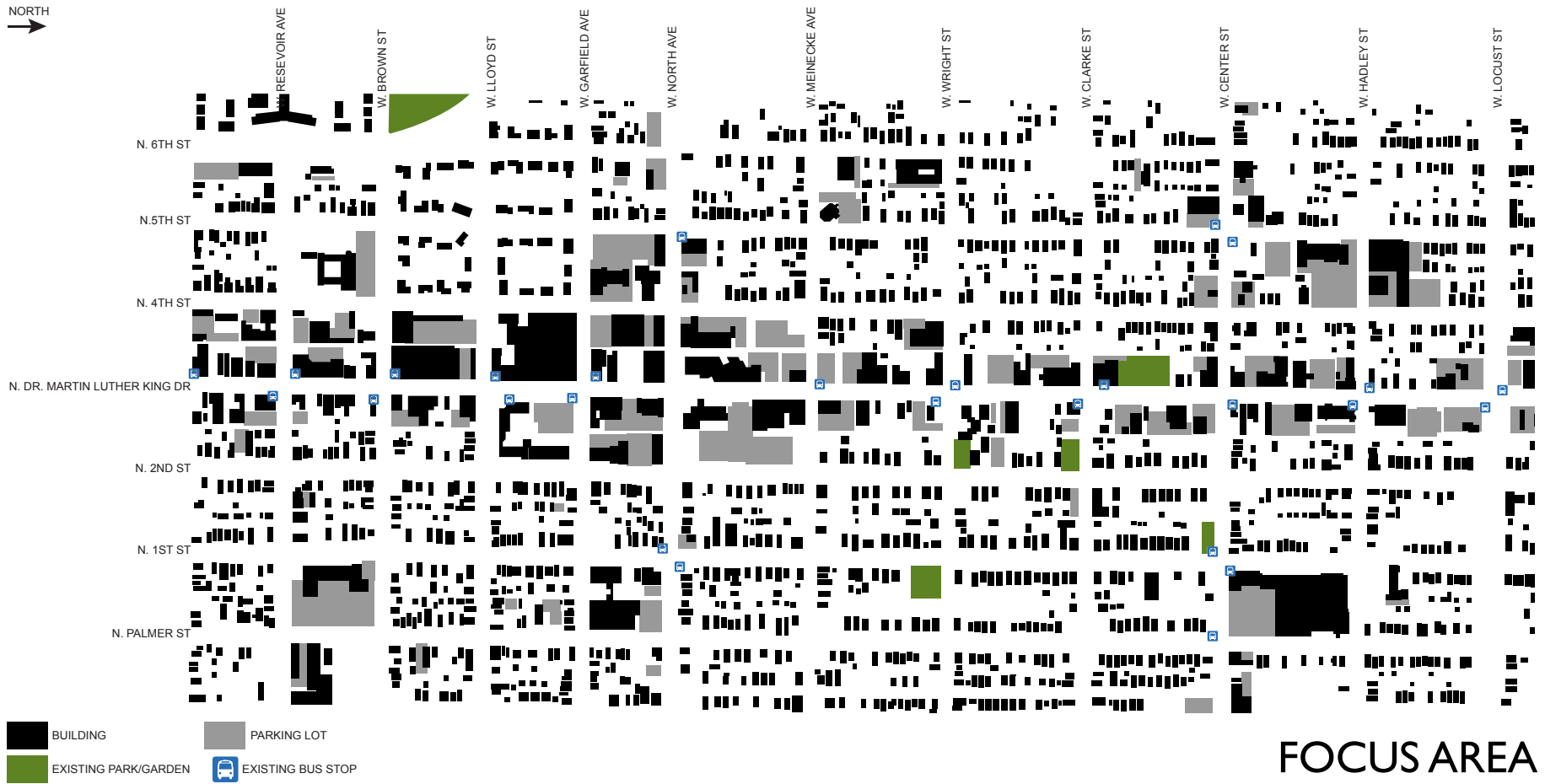
Community Design Solutions (CDS), of UW-Milwaukee, was approached with the idea of conducting a charette for the Historic Dr Martin Luther King Jr Drive area to encourage new ideas and energy. CDS proposed an innovative approach to the typical charette model, by including all the potential players that will have an impact on what and how the area is developed. Prior to the charette, CDS worked with the Martin Luther King Economic Development Corporation and conducted Focus Groups with city staff, Business Improvement District members, and local lenders. Team members also spoke with elected officials and key property owners to gather input about the obstacles and opportunities of developing in the area.

Based on input from the Martin Luther King Economic Development Corporation and the Business Improvement District, CDS selected key opportunity sites that were discussed in the focus groups and the charette. The following pages summarize how prior studies and investment creates great opportunity for moving the neighborhood forward.



FOCUS AREA
W. NORTH AVE TO W. LOCUST ST,
BETWEEN N. 4TH ST & N PALMER ST

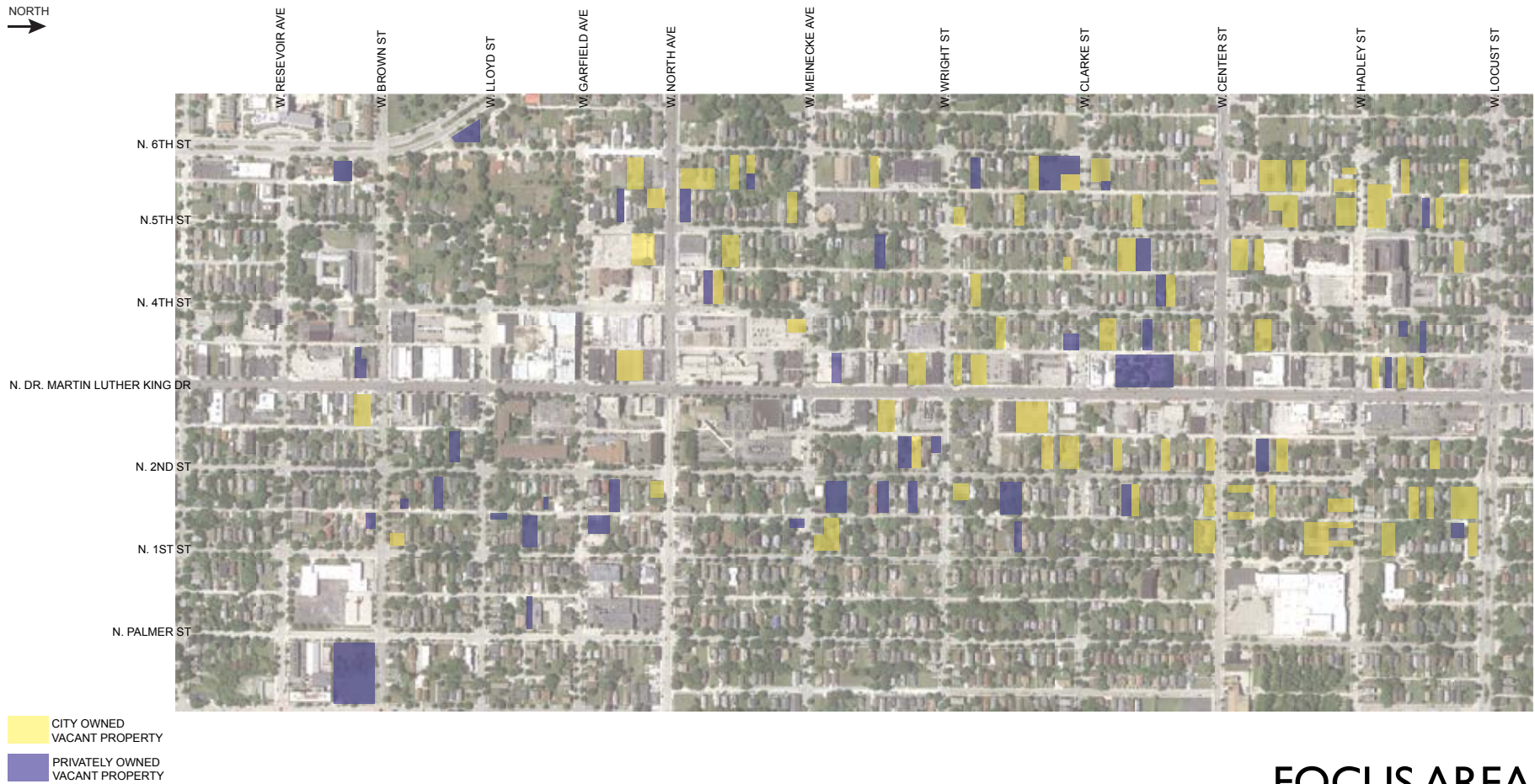
NORTH
→



FOCUS AREA

FIGURE GROUND STUDY

NORTH
→



FOCUS AREA

VACANT PARCEL MAP

2011 HISTORIC KING DRIVE BID_ECONOMIC DEVELOPMENT PLAN



The 2011 Historic King Drive BID utilized a strategic planning process to identify a sustainable long-term vision for North Dr. Martin Luther King Jr. Drive. The plan is built on the 1996 redevelopment plan that summarizes corridor strengths and weaknesses, and identifies economically sustainable uses. The following pages summarize the critical issues and recommendations of this plan.

2011 HISTORIC KING DRIVE BID_ECONOMIC DEVELOPMENT PLAN

PLAN VISION:

- Vibrant urban community
- Unique and diverse customer base
- Affordable and varied housing
- Patio cafes and community gardens
- Existing and new businesses to prosper
- Create a visually pleasing and functional setting
- Visitor stays in the corridor



THE HISTORIC KING DRIVE PROPOSED AS A “MAIN STREET”:

- Increase commercial and residential uses to revitalize surrounding neighborhoods
- Support the development of catalytic projects
- Establish design guidelines
- Pursue code enforcement
- Encourage new developments





NEW HOUSING_4TH ST & HADLEY



N. BROADWAY ST_THIRD WARD



PUBLIC MARKET_THIRD WARD

PLAN GOALS:

- Recruit and retain sustainable businesses
- Create a unique identity
- Improve district aesthetics
- Create a safe, welcoming image
- Fill gaps in the urban fabric
- Facilitate residential development
- Improve vehicular circulation and perceived parking issues
- Make the Business Improvement District a key advocate and support system for area property owners and businesses.



CAFE BENELUX_MILWAUKEE WI

2011 HISTORIC KING DRIVE BID_ECONOMIC DEVELOPMENT PLAN

STRENGTHS OF THE CORRIDOR:

- Available developable land sites
- Significant recent development activity
- Tenured, respected existing commercial and retail companies
- Large number of professional services firms
- Emerging market; young population
- Convenient location and access
- Historic properties
- Adjacent to strong employment and entertainment nodes in downtown Milwaukee
- High percentage of locally owned businesses

WEAKNESSES OF THE CORRIDOR:

- Perceived crime and safety
- Lack of residential density
- Strong competition from surrounding retail
- Commercial and retail vacancy
- High maintenance costs for historic properties
- Lack of dedicated parking for some properties





WESTLAWN PUBLIC HOUSING



GRAINGER TOWN



PUBLIC FOUNTAINS

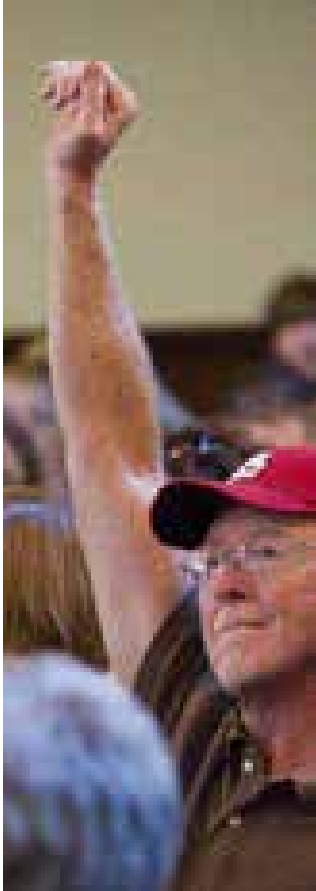


FARMERS MARKET

STRATEGIES TO ACHIEVE GOALS:

- Fill existing vacant spaces
- Redevelop blighted properties
- Increase density
- Infill residential uses
- Facade improvement programs
- Improve parking availability
- Clearly define parking surfaces
- Consolidate bus stops
- Improve safety
- Green space programming
- Branding and identity

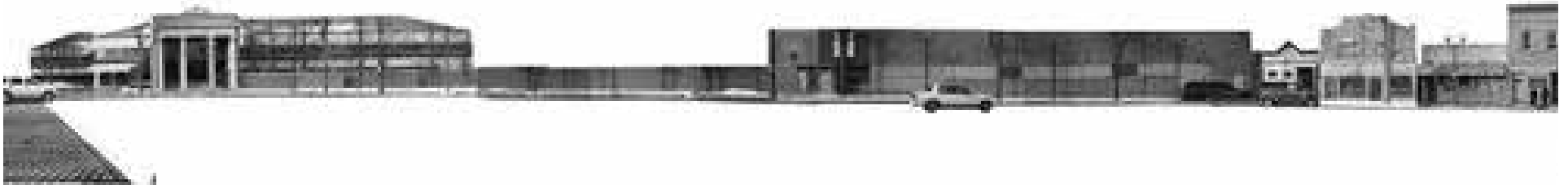
2011 HISTORIC KING DRIVE BID_ECONOMIC DEVELOPMENT PLAN



PUBLIC INPUT SUMMARY:

- Develop business activities that create vibrancy
- Improve perception of the area in terms of crime/safety
- Needs beautification plan
- Address vacant properties and density
- Provide technical and business support
- Develop branding for commercial developments
- Promote commercial development

2009 MILWAUKEE NORTHEAST PLAN



The 2009 plan seeks to: empower residents to shape and define their community to reflect history and common goals, define ownership to promote a sense of caring and vested interest, and strengthen the community through resource building partnerships with the city, non-profits, educational entities, employers, retailers, community organizations and residents. The following pages summarize the critical issues and recommendations of this plan.

2009 MILWAUKEE NORTHEAST PLAN



NEIGHBORHOOD IDENTITY:

- Build on neighborhood success: Haylard Park, Brewers Hill, Beer Line “B”
- Develop a way-finding signage plan
- Implement gateways at North Ave and Locust St along I-43 and five points exchange
- Implement a facade improvement program
- Improve North Ave as a major east/west and gateway corridor





ENVIRONMENT & SUSTAINABLE DEVELOPMENT:

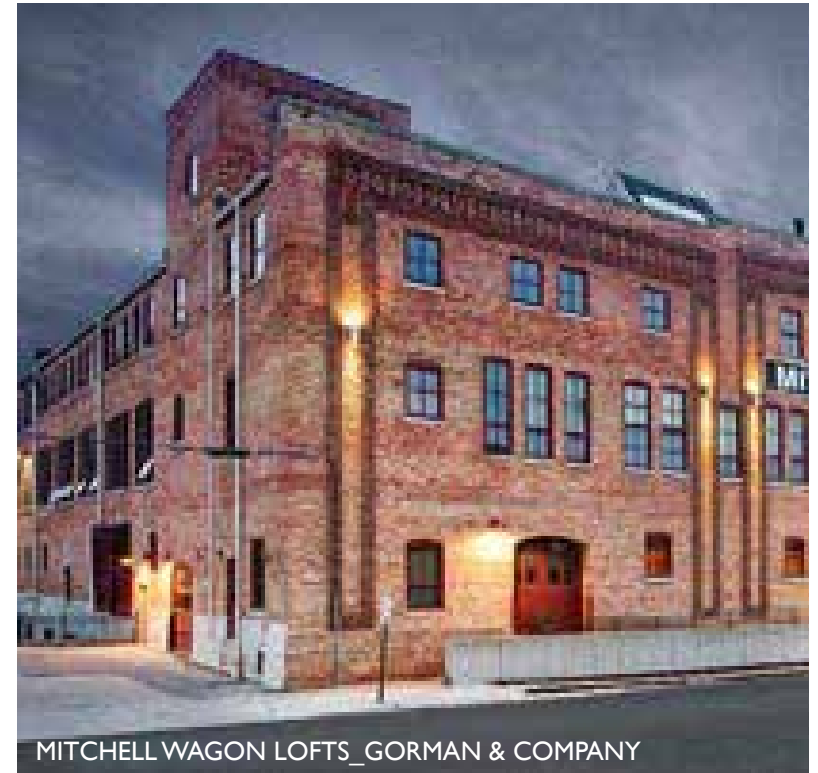
- Promote healthy buildings
- Create public pocket parks and community gardens on vacant land



2009 MILWAUKEE NORTHEAST PLAN

PROPERTY REDEVELOPMENT AND INFILL:

- Redevelop, renovate and reuse vacant buildings
- Strategically infill vacant parcels
- Promote mixed use development
- Identify and provide formal protection of historic districts and structures



HOUSING DEVELOPMENT & HOME OWNERSHIP:

- Assist residents to maintain and improve their homes
- Support affordable and low income housing providers
- Create new and rehabilitate existing housing
- Promote and market Harambee and its available housing stock





CRIME PREVENTION:

- Promote community policing programs that bring greater neighborhood involvement
- Develop stronger relationships between policing agencies and area businesses
- Continue to implement block watch programs



2009 MILWAUKEE NORTHEAST PLAN



GATEWAY SIGNAGE_PABST BREWERY



COMMUNITY ART PROJECTS AS STREETSCAPING

HARAMBEE GREAT NEIGHBORHOOD PLAN DISTRICT:

- Support the Harambee great neighborhood initiative
- Develop gateway and activity nodes
- Create job training and placement centers
- Develop and implement safety strategies in high crime areas
- Promote community art programs



MANPOWER_MILWAUKEE, WI



MILWAUKEE PUBLIC TRANSPORTATION



TRANSIT ORIENTATED DESIGN

HISTORIC KING DRIVE TRANSIT & COMMERCIAL CORRIDOR:

- Promote MLK Drive as a historic and cultural corridor
- Renovate and reuse available commercial property between Meinecke Ave and Brown St
- Conduct long term redevelopment plan for sites identified between Locust St and Clarke St
- Promote mixed use development and recruit new retail anchors
- Promote MLK Drive as a public transportation corridor

2009 MILWAUKEE NORTHEAST PLAN



REVITALIZATION INITIATIVE_NIAGRA FALLS, NY



FACADE IMPROVEMENT CONCEPT_JONATHAN KNODELL

HISTORIC KING DRIVE TRANSIT & COMMERCIAL CORRIDOR:

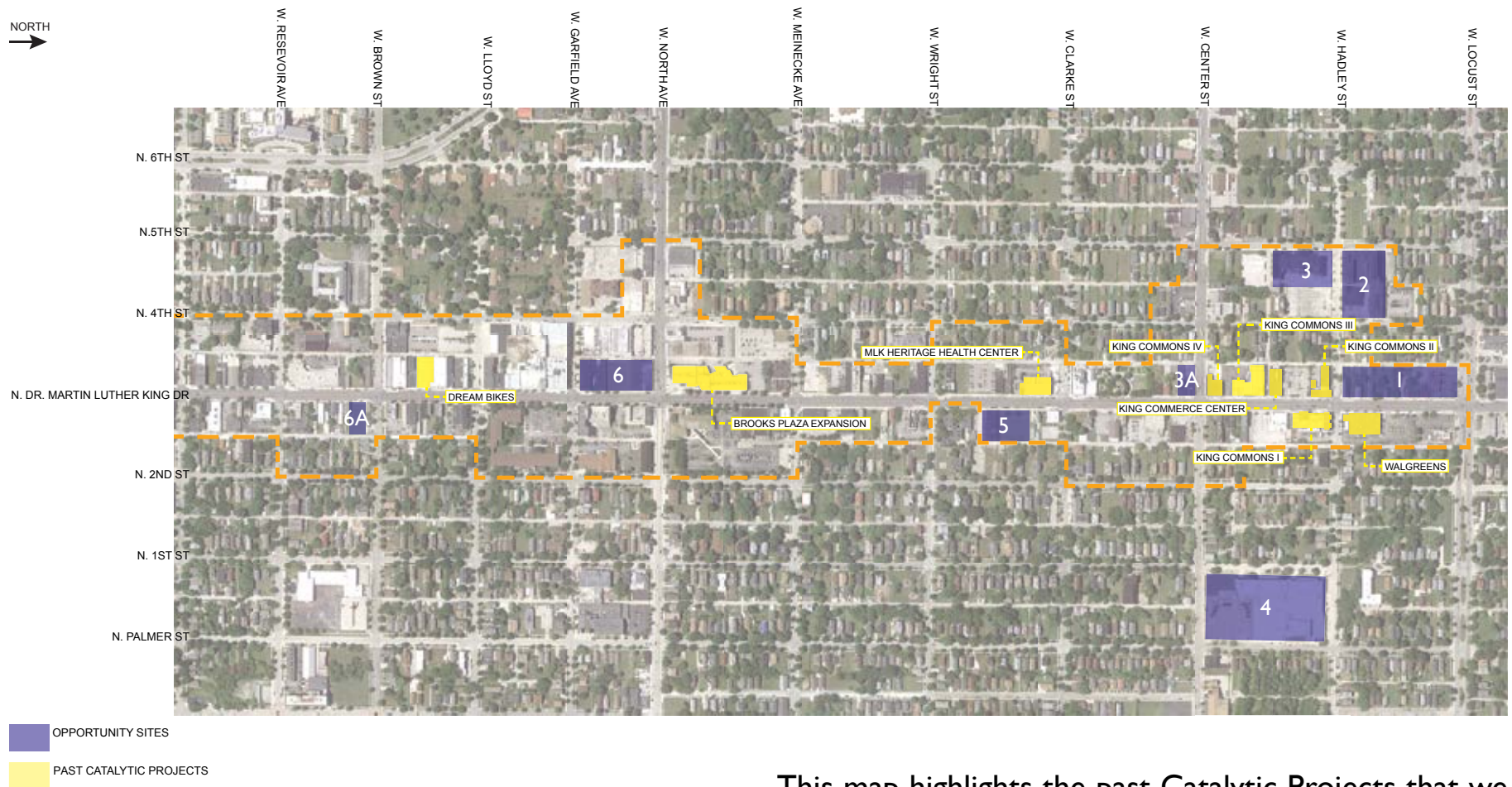
- Promote transit oriented development guidelines and development practices at MLK Drive and North Ave
- Develop a parking strategy for the area and evaluate the use of tax increment financing
- Promote storefront facade improvement guidelines that create a cohesive image
- Create an overlay district that establishes design guidelines for new development and additions

PAST CATALYTIC PROJECTS & CURRENT OPPORTUNITY SITES



Throughout the King Drive corridor there are a number of sites that are in need of redevelopment and/or renovation. Conversely, through the work of the Martin Luther King Economic Development Corporation, there has been a large amount of investment over the past years. For the purpose of the 2013 Visioning Charette we focused on Catalytic Projects that were implemented in the past 10 years and then chose 8 Opportunity Sites where we felt investment dollars would be best utilized. The following pages summarize the projects/sites.

PAST CATALYTIC PROJECTS & CURRENT OPPORTUNITY SITES



This map highlights the past Catalytic Projects that we reviewed [yellow] as well the Opportunity Sites [blue] that we focused on for the Visioning Charette.

IMPLEMENTED CATALYTIC PROJECTS_\$38.3 MILLION TOTAL INVESTMENT



IMPLEMENTED CATALYTIC PROJECTS



1. WALGREENS

DEVELOPMENT COST: \$5.1 MILLION

2. KING DRIVE COMMONS II

DEVELOPMENT COST: \$5.8 MILLION

3. KING DRIVE COMMONS I

DEVELOPMENT COST: \$3.6 MILLION



2

3

IMPLEMENTED CATALYTIC PROJECTS



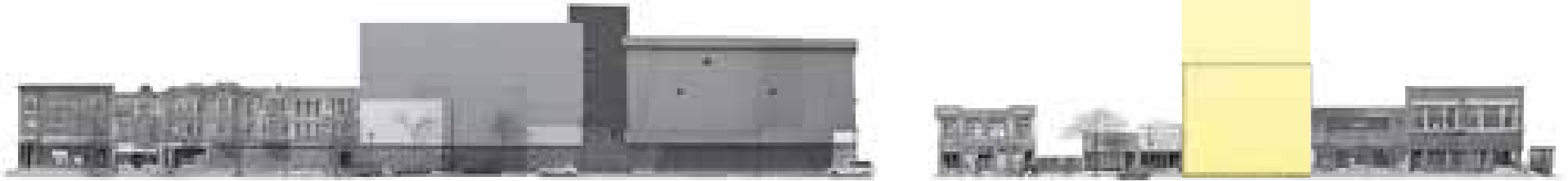
1. KING COMMERCE CENTER
DEVELOPMENT COST: \$1.8 MILLION
2. KING DRIVE COMMONS IV
DEVELOPMENT COST: \$10 MILLION
3. KING DRIVE COMMONS III
DEVELOPMENT COST: \$5.5 MILLION

IMPLEMENTED CATALYTIC PROJECTS



1. MLK HERITAGE HEALTH CENTER
RENOVATION &
NEW CONSTRUCTION: \$4.2 MILLION
2. DREAM BIKES
DEVELOPMENT COST: \$1.2 MILLION
3. BROOKS PLAZA
DEVELOPMENT COST: \$1.1 MILLION

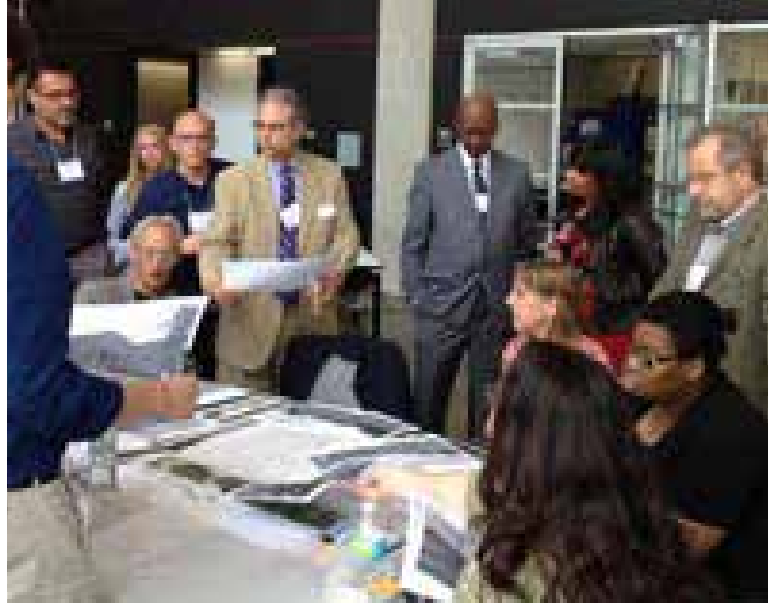
JUNE 18TH 2013 VISIONING CHARETTE



Six teams of architects and urban planners gathered together at the University of Wisconsin Milwaukee, School of Architecture and Urban Planning, to design and discuss development concepts for the eight King Drive area focus sites. Critical for producing solutions that respond to the market, development obstacles, and funding challenges, key participants included: local lenders, local developers, city staff and officials, property owners, and many others who were integral to developing feasible ideas.

Overall goals: 1) emphasize the success of past planning and development efforts; 2) provide a venue for all players to be part of the design development discussions; 3) initiate several new projects based on the proposed solutions. The following pages describe the sites in question and proposed interventions.

2013 VISIONING CHARETTE





The charette was held on June 18th, 2013 at the University of Wisconsin Milwaukee, School of Architecture and Urban Planning. Facilitated by Community Design Solutions (CDS), the all day event was broken into two separate design sessions with the teams presenting their solutions mid-day for suggestions from other participants. Final proposals and “next steps” were presented at the conclusion of the day.

2013 VISIONING CHARETTE _INVITED PARTICIPANTS

MARTIN LUTHER KING ECONOMIC DEVELOPMENT CORPORATION

Welford Sanders, Julia Doyle, Marcellius Brown, Tracey Carson, LaMarr Franklin, Ben Johnson, Jeanette Johnson, Eloise Luckett, Jim Milner, McArthur Weddle

MARTIN LUTHER KING BUSINESS IMPROVEMENT DISTRICT

Jerome Knapp, Joe Dahl, Sam Denny, Pam Brown, Larry Roffers, Dave Rotter Dans Zens, Susan Kissinger, Mike Coakley

MILWAUKEE DEPARTMENT OF CITY DEVELOPMENT

Rocky Marcoux, Vanessa Koster, Janet Grau, Greg Patin, Rhonda Manuel, DeShea Agee

CITY OF MILWAUKEE

Alderwoman Milele Coggs, Mayor Tom Barrett

MILWAUKEE PUBLIC SCHOOLS

Gina Spang, Michelle Lenski, Larry Miller

DEVELOPERS

Barry Mandel & Mandel Group, Maures Development Group, General Capital, Impact Seven, WI Redevelopment Inc, Gorman

LENDERS

LISC Milwaukee, WHEDA, Seaway Bank, Community Bank, BMO Harriss, PNC Bank, Associated Bank, Northshore Bank, US Bank

ARCHITECTS

Continuum Architects & Planners, Quorum Architects, Miller Architectural Group, Engberg Anderson, American Design, Korb Tredo Architects

OTHERS

Kaylan Haywood, Joe Schwenker [Milwaukee Enterprise Center], Larry Witzling [UWM], Vincent Lyles [Boys and Girls Club], Tieg Whaley-Smith [Milwaukee County]



WHERE REAL MILWAUKEE HAPPENS



CHARETTE SPONSORED BY:

MARTIN LUTHER KING ECONOMIC DEVELOPMENT CORPORATION

KING DRIVE BUSINESS IMPROVEMENT DISTRICT

LISC MILWAUKEE

MANDEL GROUP

UNIVERSITY OF WISCONSIN MILWAUKEE



SITE I_W. LOCUST & MLK DRIVE



EXISTING SITE CONDITIONS

The north end of the site is occupied by a long-standing convenience store with a medium-sized parking lot on the corner of Locust Street and MLK Drive. The remainder of the block face is a mixture of empty lots and abandoned two story residential buildings. Across from the new Walgreen's, this site serves as the gateway to the district from the north.



FOCUS GROUP INPUT

Developer Thoughts:

- Mixed reaction about appropriate uses
- Target “creative class” occupancy
- Possible eminent domain
- Possible connection to site 2 (Milwaukee Enterprise Center)

Lender Thoughts:

- Develop full block
- Possible eminent domain
- Phasing vs. All at once
- Smaller market (\$2 million)

DCD Thoughts:

- Master developer needed

Base Program:

- Mixed use
- Include on-site parking
- Urban open space
- Gateway at Locust St

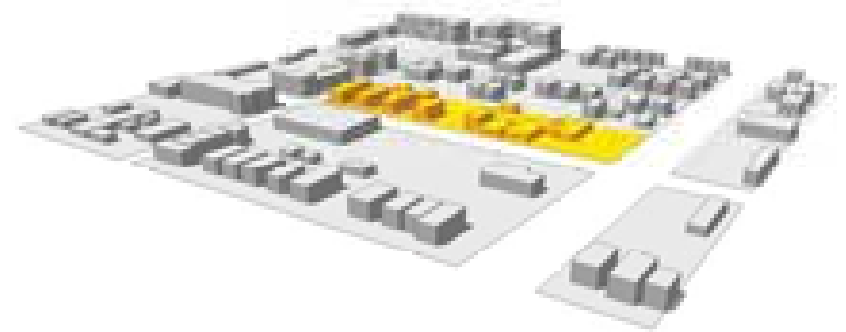
Zoning Information (LB2)

- Min/Max height: 18’-60’
- Parking for general office use
 - 1:500 sq ft (up to 2,000 sq ft)
 - 1:1000 sq ft (after 2,000 sq ft)

SITE I_W. LOCUST & MLK DRIVE



Owner	Address	Value	Lot Size	Zoning	Map Location
Dexter Lampley	2801 North MLK Dr	\$106,000.00	4500	LB2	1
City of Milwaukee	2805 North MLK Dr	\$0.00	4401	LB2	2
Arnold Wilkins	2809 North MLK Dr	\$39,000.00	4500	LB2	3
Earl Johnson	2813 North MLK Dr	\$5,600.00	4500	LB2	4
Paul Bachowski	2817 North MLK Dr	\$39,200.00	4500	LB2	5
City of Milwaukee	2821 North MLK Dr	\$0.00	6618	LB2	6
Creh 3 LLC	2827 North MLK Dr	\$24,800.00	4500	LB2	7
City of Milwaukee	2831 North MLK Dr	\$0.00	4450	LB2	8
Erna Kowaleski	2841 North MLK Dr	\$58,800.00	11235	LB2	9
Salem Sarsour	2845 North MLK Dr	\$96,700.00	6049	LB2	10
Salem Sarsour	2851 North MLK Dr	\$122,000.00	7500	LB2	11
Jamil Sarsour	311 W Locust St	\$134,000.00	19948	LB2	12
	Totals:	\$626,100.00	82701		



EXISTING MASSING STUDY



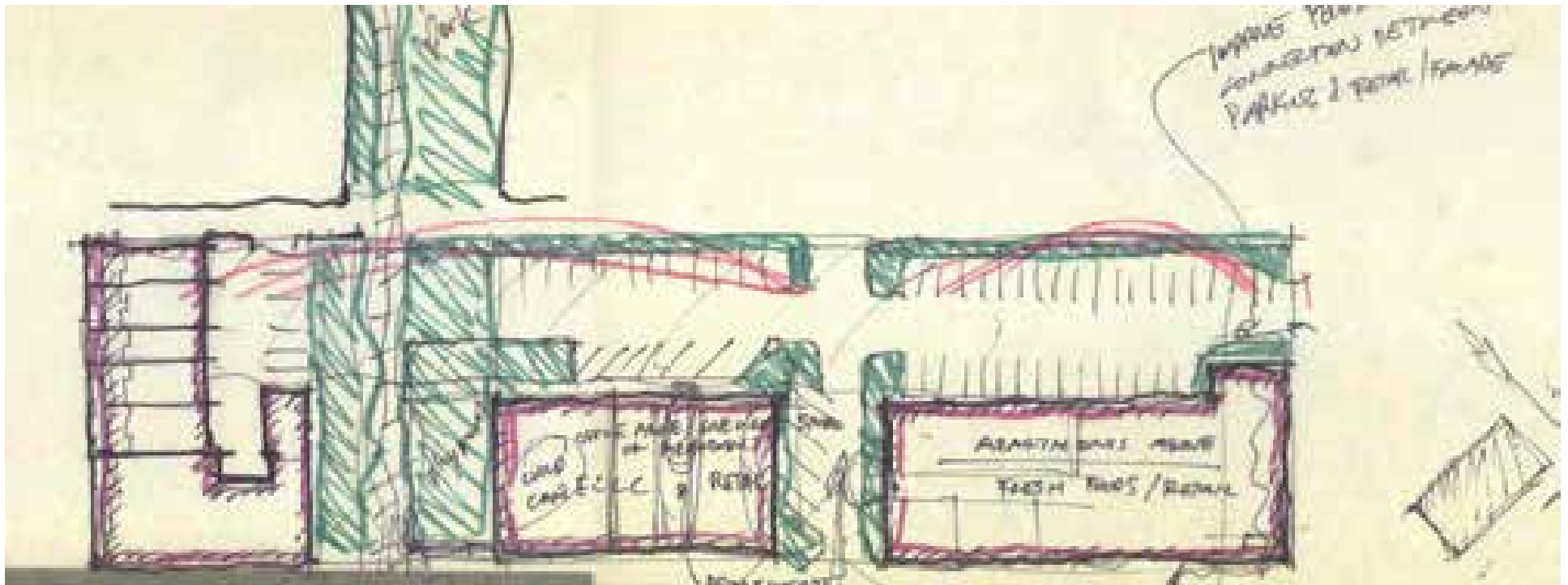
EAST ELEVATION FROM MLK



SOUTH ELEVATION FROM HADLEY

SITE I_W.LOCUST & MLK DRIVE_KORB TREDO ARCHITECTS





SITE PLAN DIAGRAM SHOWING LIBRARY, MIXED USE AND CORNER RETAIL

DESIGN CONSIDERATIONS & STRATEGIES

One of the main considerations of this proposal is to relocate the Martin Luther King Library from Locust and MLK to the corner of Hadley and MLK. Retention of the existing retail on the corner of Locust and MLK is also important, though it needs to be redesigned as a signature building and be attractive to customers. A greenway is proposed as a link between MLK Drive and site #2 [Milwaukee Enterprise Center]; a partnership between the city and stakeholders should be formed to maintain this space.

SITE I_W.LOCUST & MLK DRIVE_KORB TREDO ARCHITECTS



SITE PLAN



KORB TREDD ARCHITECTS

PERSPECTIVE LOOKING SW FROM MLK

NEXT STEPS

A master developer will be needed for this site, as phasing is critical. A signature building should occupy the corner of Locust and MLK, to draw customers onto MLK. The King Drive Library could be moved from its existing location to this site in a new mixed-use building. Key discussions between the Martin Luther King Economic Development Corporation, Alderwoman Coggins and the city are necessary for implementing the full block face. Funding for the site may include tax credits, along with market-rate units.

SITE 2_MILWAUKEE ENTERPRISE CENTER



EXISTING SITE CONDITIONS

Originally built as a shoe factory, the Milwaukee Enterprise Center now houses a wide variety of businesses and professional services in large, lofty spaces. The building has a lack of parking and does not have a highly visible presence in the area, despite the many thousand square feet of rentable space that it has available. A large steam boiler building occupies the southwest corner of the site.



FOCUS GROUP INPUT

Developer Thoughts:

- Historic district (North Ave to North of Locust Ave)
- Connection to site I (W. Hadley & MLK Drive)
- Affordable methodology (Work-force)
- Foster opportunity for non-profits

Lender Thoughts:

- Need jobs
- Housing with economic development
- Tax credit project
- Training “command center”

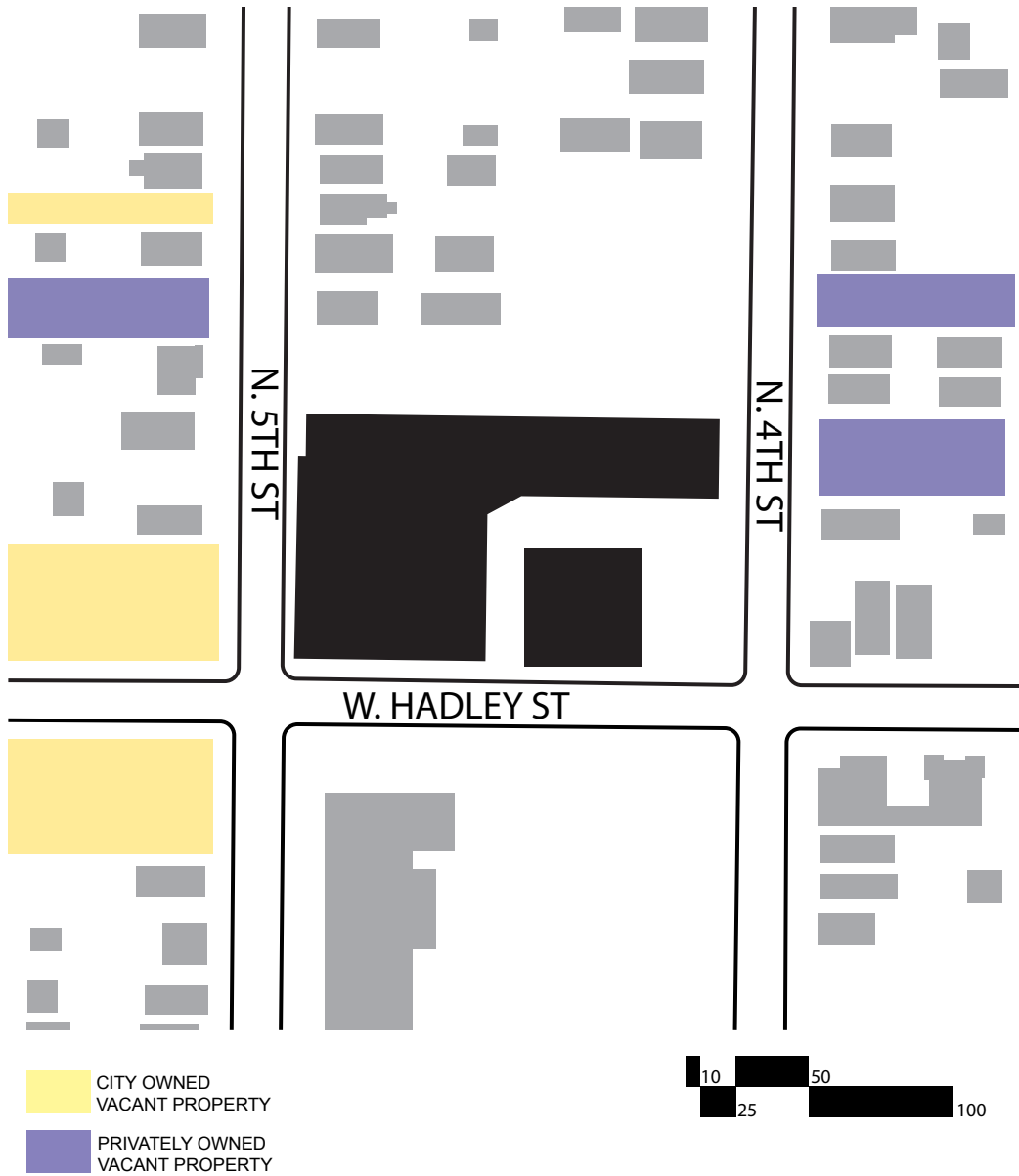
Base Program:

- Reuse all or portions of existing building
- On-site parking
- Potential connection to MLK Drive or Locust St
 - Public open space
 - Flexible use

Zoning Information (IL2):

- No min/max height
- No parking requirements

SITE 2_MILWAUKEE ENTERPRISE CENTER

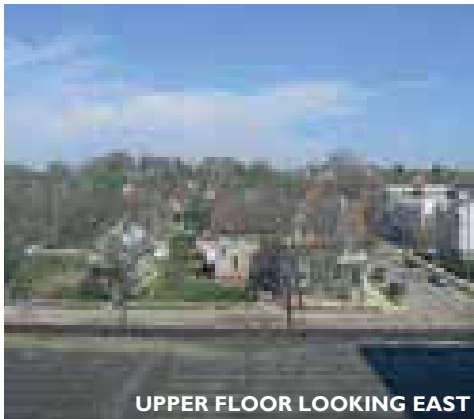


Owner	Address	Value	Lot Size	Zoning
2824 North 4th Street LLC	2821 N 4th St	\$1,400,000.00	97792	IL2

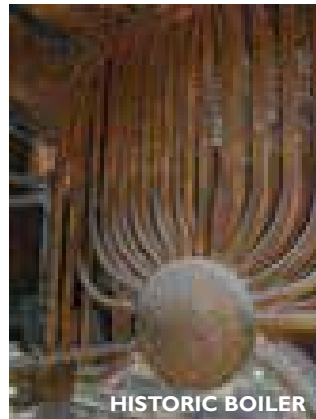




SOUTH ELEVATION_FROM HADLEY



UPPER FLOOR LOOKING EAST



HISTORIC BOILER



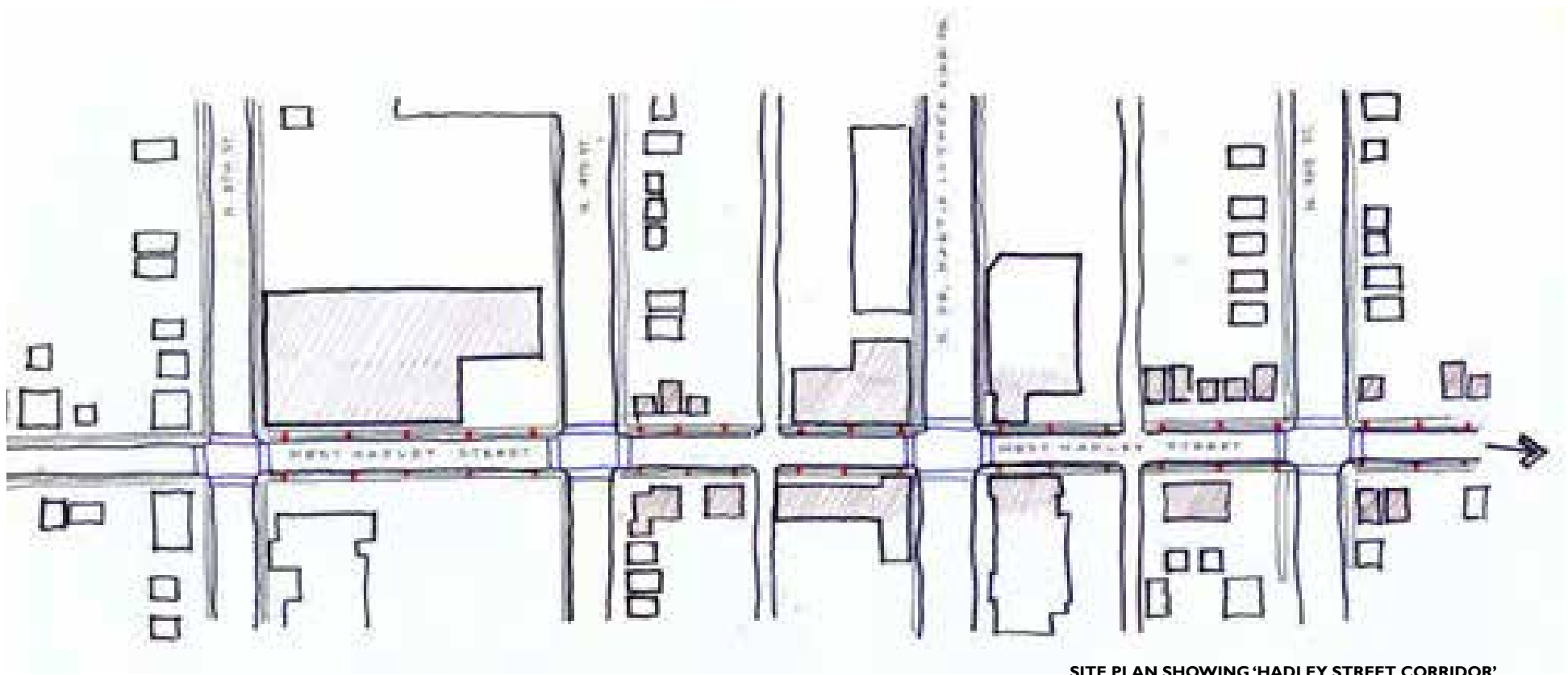
TYPICAL SUITE



TOP FLOOR SUITE

SITE 2_MILWAUKEE ENTERPRISE CENTER_MILLER ARCHITECTURAL GROUP





SITE PLAN SHOWING 'HADLEY STREET CORRIDOR'

DESIGN CONSIDERATIONS & STRATEGIES

A combination of residential and commercial space would best utilize the large amount of square footage that this building has to offer. Rooftop greenspace may attract a younger demographic of residents. Lots acquired to the north of the property could provide needed parking once the building reaches full capacity. A 'greenway' could link this site to Locust Street via site #1 and streetscape improvements on Hadley could link this site several blocks east to site #4 [Malcom X School].

SITE 2_MILWAUKEE ENTERPRISE CENTER_MILLER ARCHITECTURAL GROUP

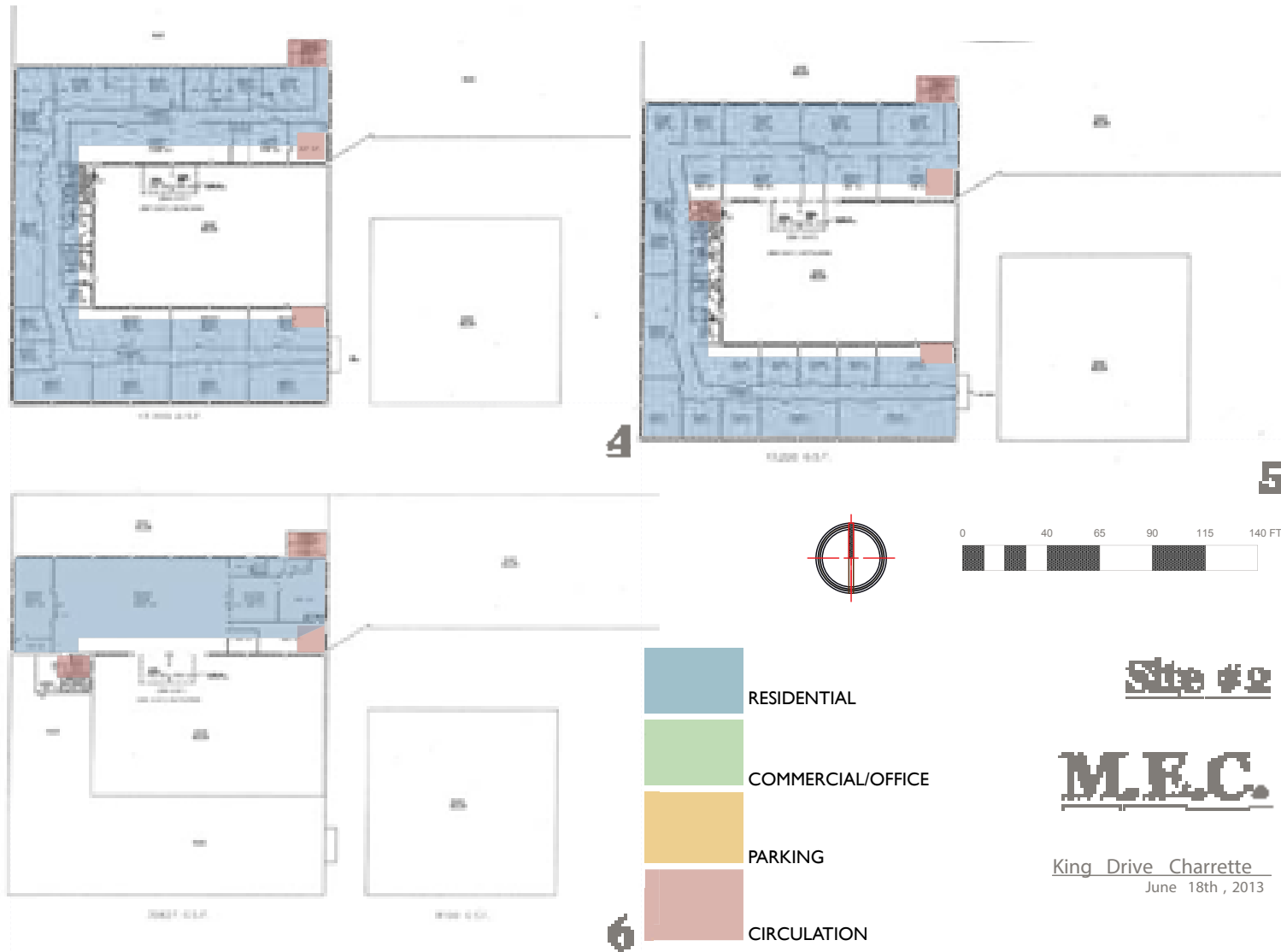


The first floor of the building is proposed as indoor parking for tenants. The remainder of the building is proposed as a combination of commercial (green) and residential units (blue). This combination of uses offers a balance of needed jobs and affordable housing choices.

DIAGRAMMATIC FLOOR PLANS SHOWING PROGRAMMATIC USES

NEXT STEPS

Use of tax credits is a critical first discussion between the building owner and WHEDA, along with the Martin Luther King Economic Development Corporation and the Business Improvement District. The building owner should work with the city on site acquisition for additional parking to the north, as well as the potential for an historic district for the northern section of MLK Drive. Historic District discussions should also include the State. A developer is negotiating with the building owner to purchase the property and renovate it.



DIAGRAMMATIC FLOOR PLANS SHOWING PROGRAMMATIC USES

SITE 3_5TH STREET SCHOOL



EXISTING SITE CONDITIONS

Most recently utilized as a community health center, this property has a number of amenities that deem it feasible for renovation/reuse. There is a large parking lot to the east of the building currently being utilized by Mount Moriah Baptist Church. A number of new single family homes were completed in 2013 on the streets adjacent this property.



FOCUS GROUP INPUT

Developer Thoughts:

- Housing/Senior Housing
- 4% Bond - Tax Credit
- Market Rate Historic Tax Credit

Lender Thoughts:

- New Market (Clinic Focus)
- Campus Approach
- Expense of Rehab
- Senior Housing

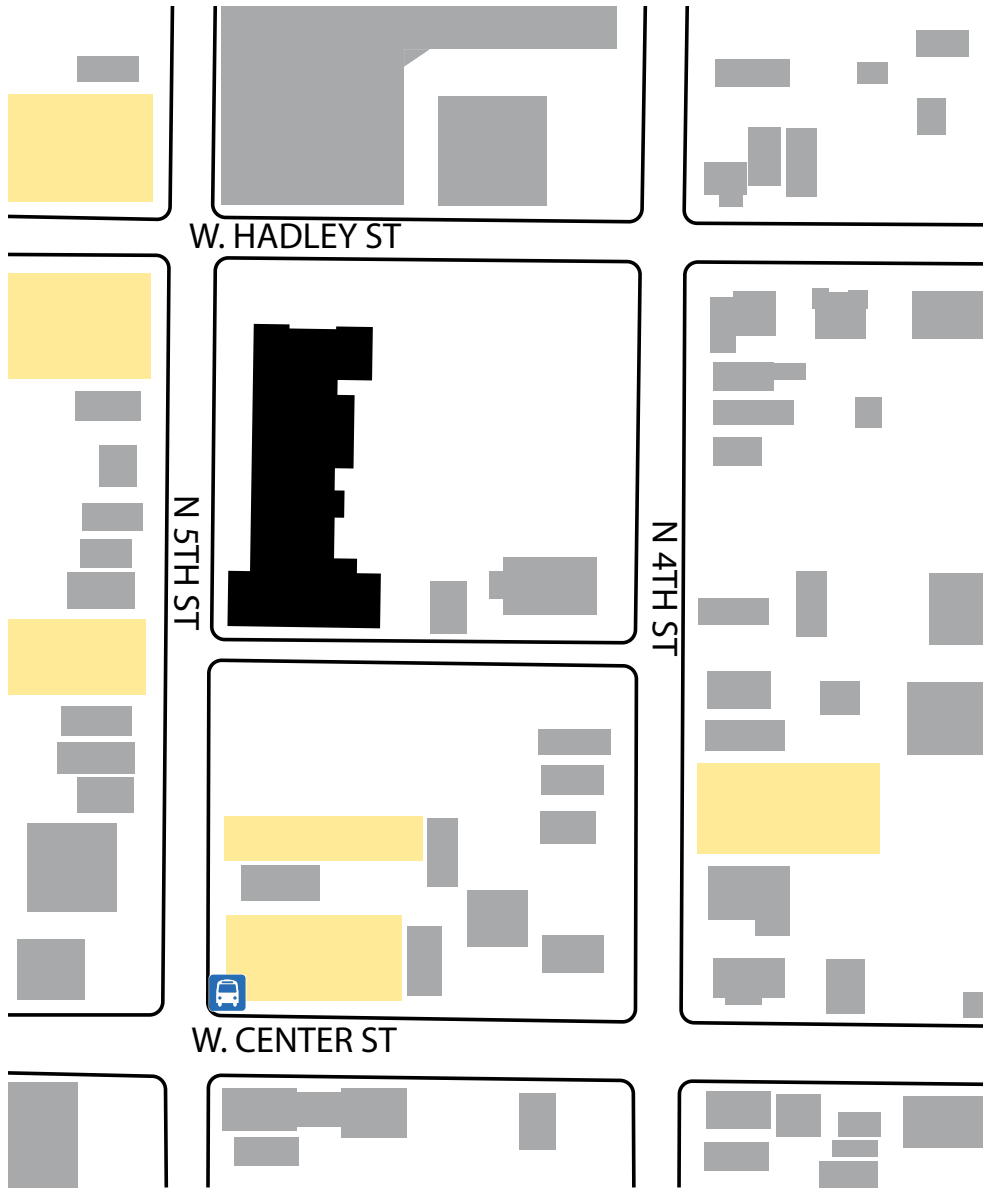
Base Program:

- Reuse
- Housing
- On-site public space
- On-site parking
- Maintain Church

Zoning Information (RT4):

- 48' max. height
- 2 parking spaces for every three dwelling units

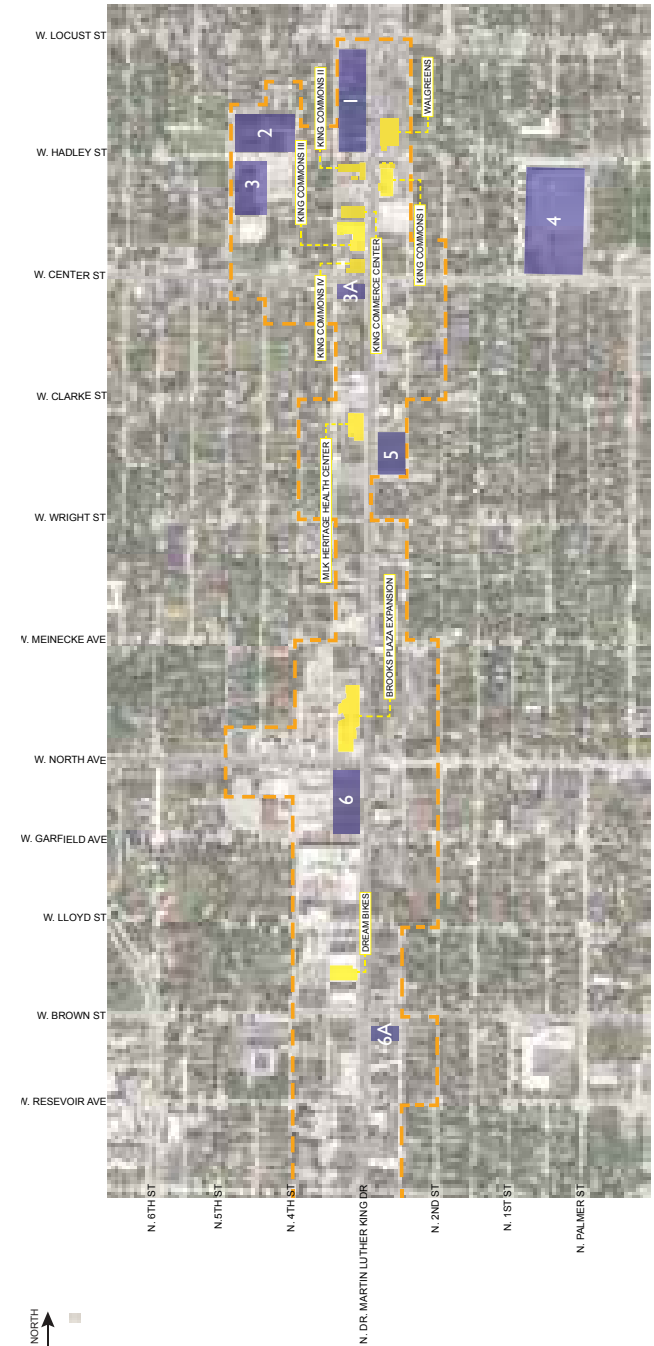
SITE 3_5TH STREET SCHOOL



Owner	Address	Value	Lot Size	Zoning
City of Milwaukee	2770 N 5th St	\$0.00	79841	RT4



CITY OWNED VACANT PROPERTY
 PRIVATELY OWNED VACANT PROPERTY

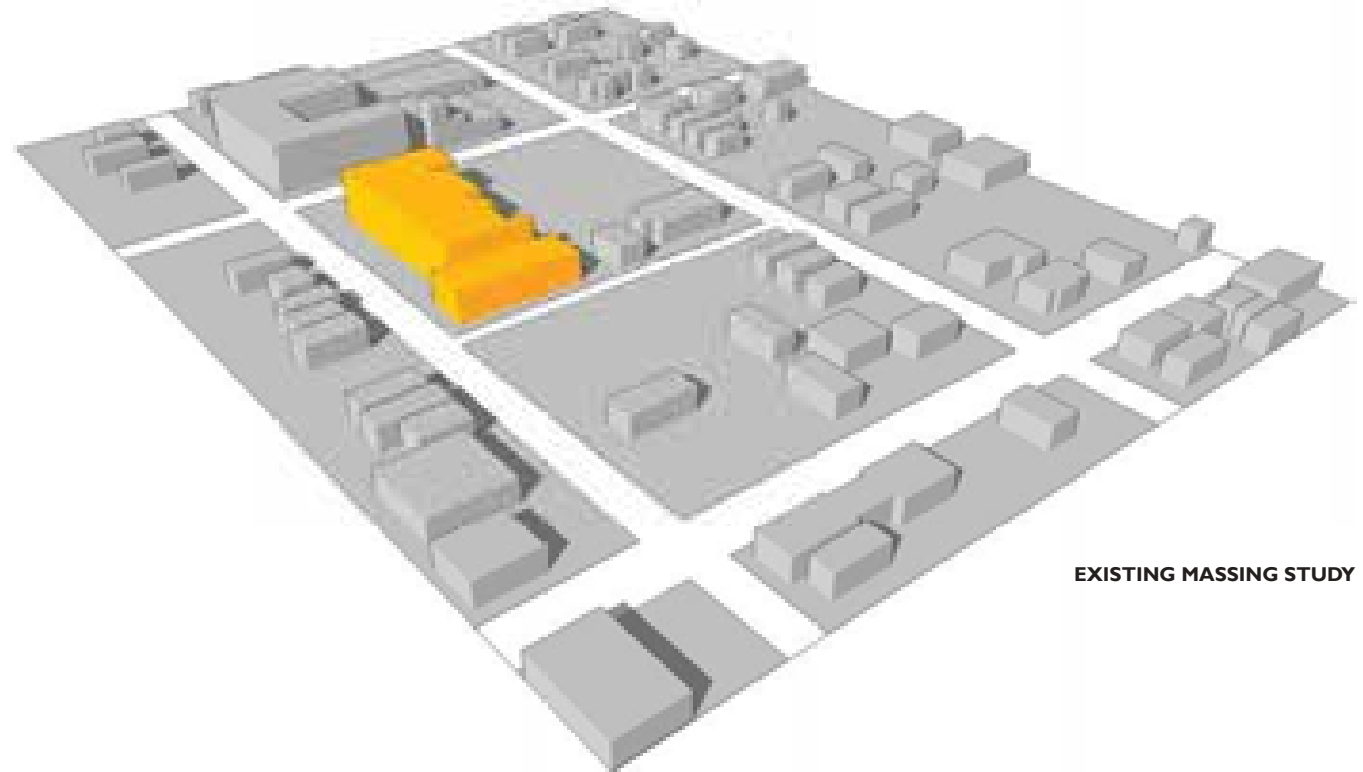




EAST ELEVATION_FROM 4TH ST



SOUTH ELEVATION_FROM HADLEY



EXISTING MASSING STUDY

SITE 3_5TH STREET SCHOOL_CONTINUUM ARCHITECTS



DESIGN CONSIDERATIONS & STRATEGIES

This strategy calls for utilizing tax credits to create a shared community space on the first floor of the building that could also be used by Mount Moriah Baptist Church. The upper two floors are proposed as 37 units of senior housing. The remainder of the block could be developed into single-family homes, public space, and shared parking with the intent of increasing the overall neighborhood value.

SHARED COMMUNITY SPACE

The proposal suggests having a congregation space for the church in the first floor of the senior home to generate familiarity and promote synergy between the two organizations.



SITE 3_5TH STREET SCHOOL_CONTINUUM ARCHITECTS



SHARED PARKING SPACES

The proposal suggests the senior housing program and the church share parking stalls to economize the parking needed on site.





SENIOR HOUSING CENTER
FIRST FLOOR PLAN - 7 UNITS



SENIOR HOUSING CENTER
SECOND FLOOR PLAN - 23 UNITS



SENIOR HOUSING CENTER
THIRD FLOOR PLAN - 21 UNITS

NEXT STEPS

The Martin Luther King Economic Development Corporation and Business Improvement District should work with the Department of City Development on developing an RFP for this site. The development of senior housing on this site may necessitate the utilization of tax credits, unless it is constructed as market rate housing. Development, site ownership, and maintenance discussions should also include Mount Moriah Baptist Church as a key member of the neighborhood and site.

SITE 3A_W. CENTER & MLK DRIVE



EXISTING SITE CONDITIONS

Located on the corner of Center Street & MLK, this property sits within an historic district. An attached one story structure to the west is slated for demolition with the remaining three story structure to then be stabilized. This property is an ideal candidate for a prototype live-work development.



FOCUS GROUP INPUT

Developer Thoughts:

- Townhouses with south parking lot
- Do not develop everything, keep land for open space and parking
- Mixed use
- Historic district

Lender Thoughts:

- Restructure market tax credits to historic tax credits

DCD Thoughts:

- Demolish single story section

General:

- City to raze one story structure
- 3 story structure to be stabilized
-

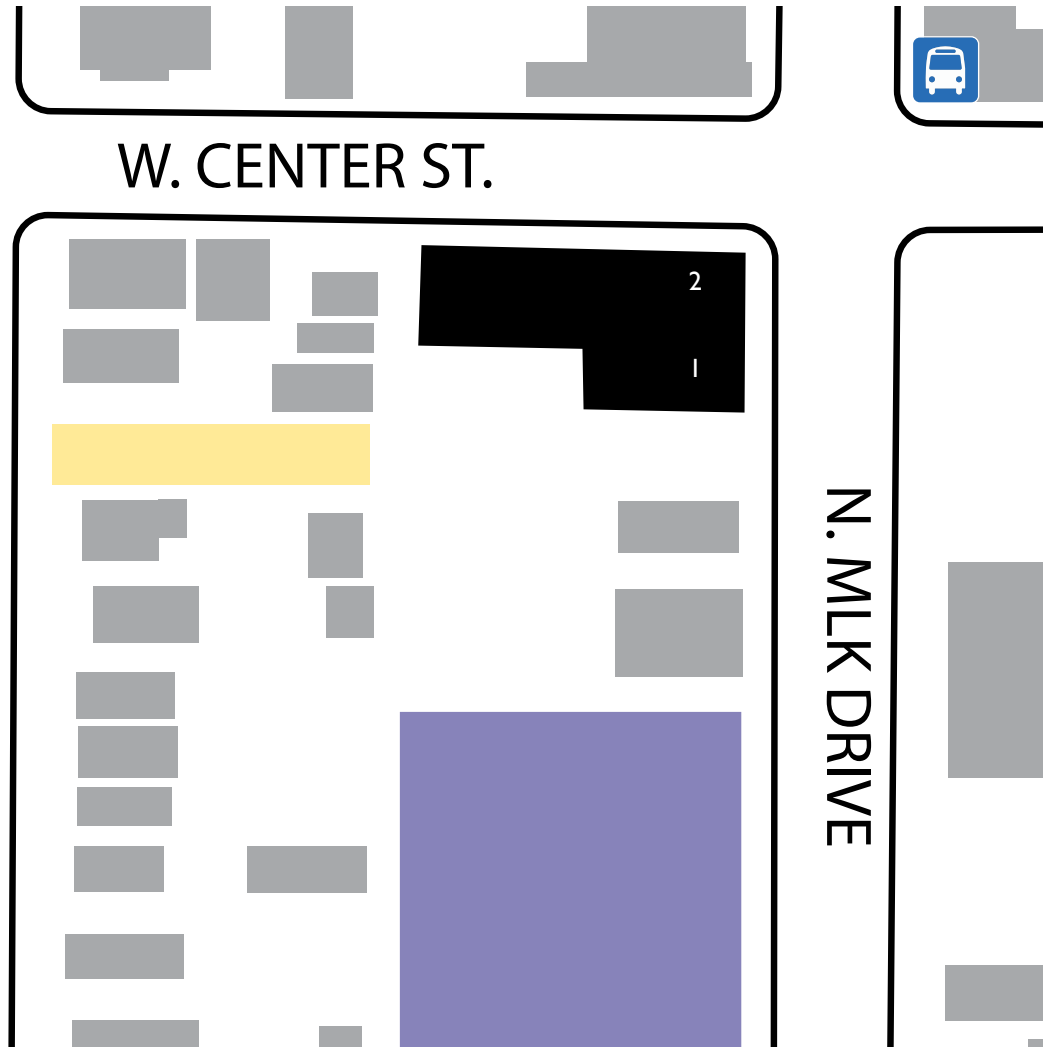
Base Program:

- Live-work prototype
- Rehab
- On-site parking
- WHEDA funding

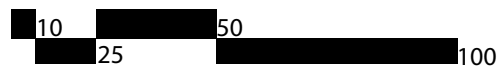
Zoning Information (LB2)

- Min/Max height: 18'-60'
- Parking for general office use
 - 1:500 sq ft (up to 2,000 sq ft)
 - 1:1000 sq ft (after 2,000 sq ft)

SITE 3A_W. CENTER & MLK DRIVE

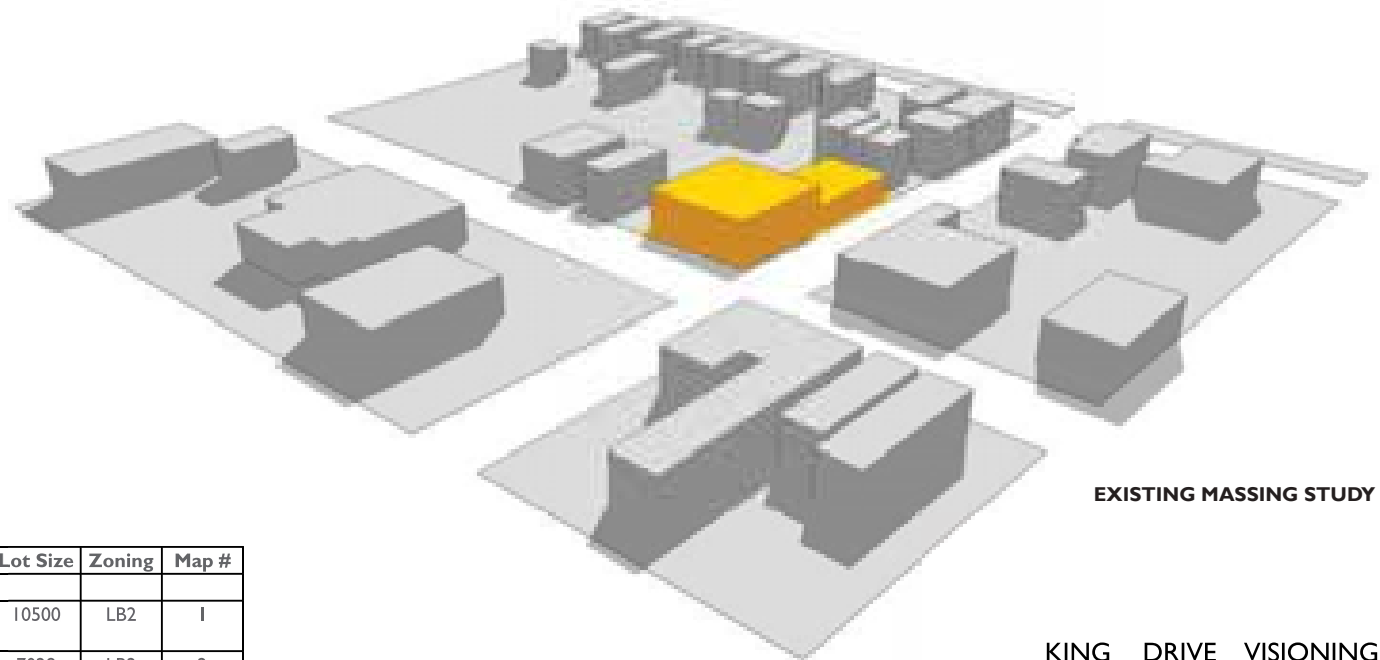


- CITY OWNED VACANT PROPERTY
- PRIVATELY OWNED VACANT PROPERTY





NORTH ELEVATION_FROM CENTER ST



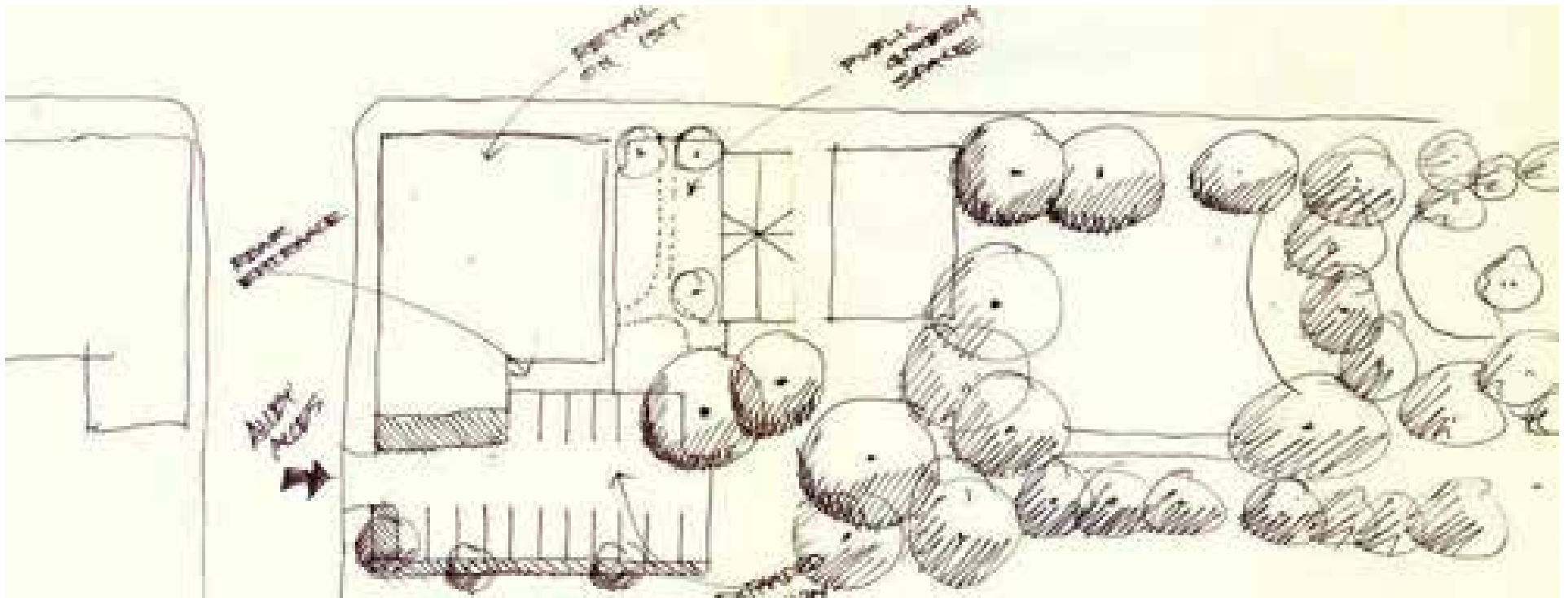
EXISTING MASSING STUDY

Owner	Address	Value	Lot Size	Zoning	Map #
National Association for Black Veterans	2669 North MLK Dr	\$0.00	10500	LB2	1
City of Milwaukee	2673 North MLK Dr	\$0.00	7028	LB2	2
Totals:		\$0.00	17528		

SITE 3A_W. CENTER & MLK DRIVE_CONTINUUM ARCHITECTS



photo courtesy of: Julie Reindl

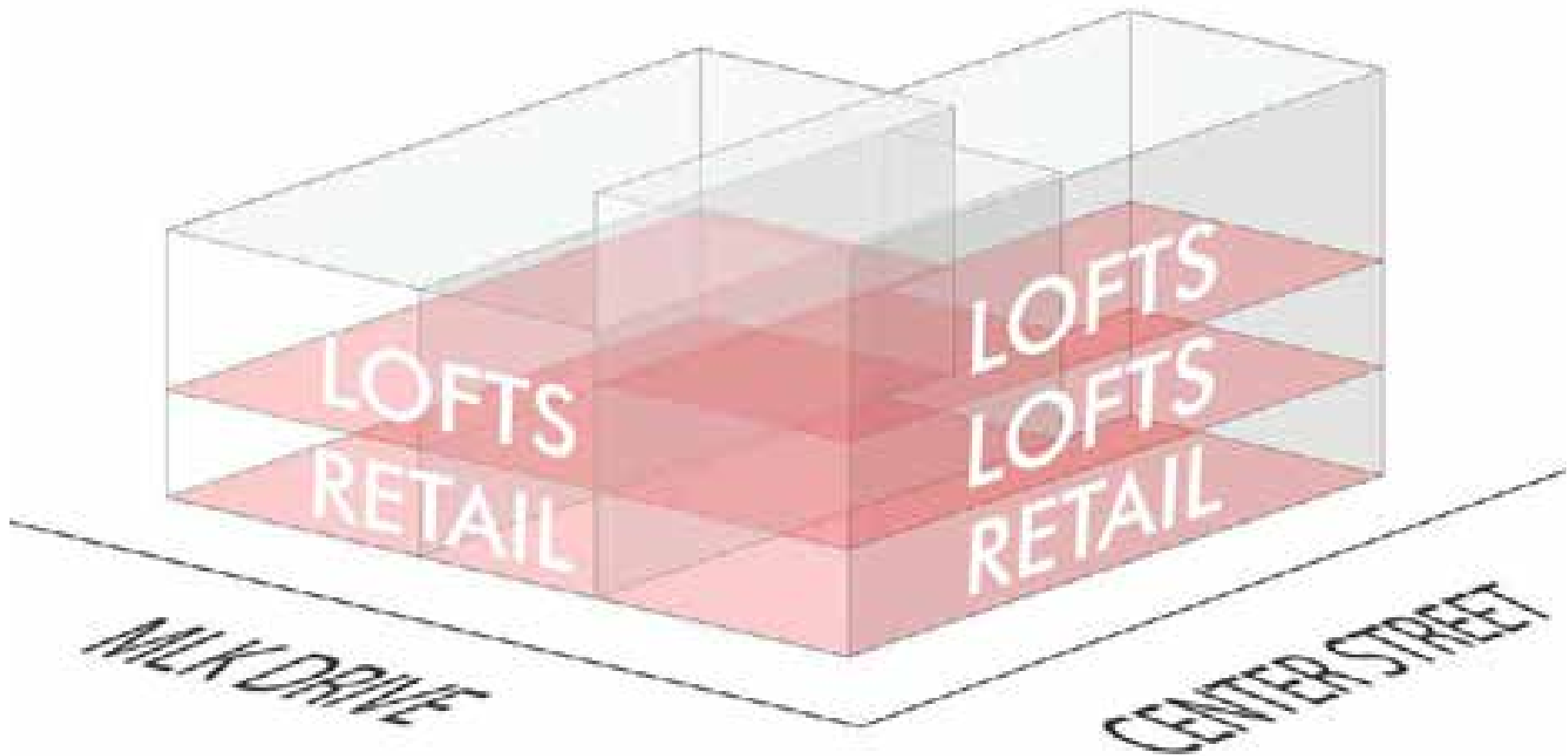


DIAGRAMMATIC SITE PLAN prepared by CDS

DESIGN CONSIDERATIONS & STRATEGIES

This proposal calls for retail space on the first floor with residential above. This scenario is traditionally the most successful when the owner of the retail lives in the residential above, serving as a prototype for numerous vacant two-story properties on MLK and in the greater Milwaukee area. Surface parking to the west would serve residents, along with a public green space developed on the vacant parcel to the south. The green space could be directly associated with the first floor retail use, or the general public.

SITE 3A_W. CENTER & MLK DRIVE_CONTINUUM ARCHITECTS



AXONOMETRIC DIAGRAM OF LIVE-WORK DEVELOPMENT



SITE PLAN SHOWING GREENSPACE TO SOUTH AND PARKING TO WEST, diagram prepared by CDS

NEXT STEPS

Based on charrette concepts, a developer is negotiating with the city to acquire and renovate this property. LISC Milwaukee has indicated it will provide predevelopment support. A live/work model could be funded through tax credits and serve as a model for other building reuse projects.

SITE 4_MALCOLM X SCHOOL



EXISTING SITE CONDITIONS

Housing a large theatre, NBA size basketball court, and a number of auxiliary gym spaces, this property could become a welcome amenity to the neighborhood. However, in its current unused state it merely acts as an eyesore with the large blank walls facing the neighborhood. Situated on a hill, the building has three levels that all have an at-grade entrance, something that could be a hindrance or an amenity.



FOCUS GROUP INPUT

Developer Thoughts:

- Large auditorium/gymnasium
- Host workshops
- Boys & girls boarding charter school
- Conservation overlay
- Previous housing studies

Lender Thoughts:

- Negative impact on surrounding neighborhoods (vacant building/lot)

General:

- Major topographic changes
- All three levels have grade access

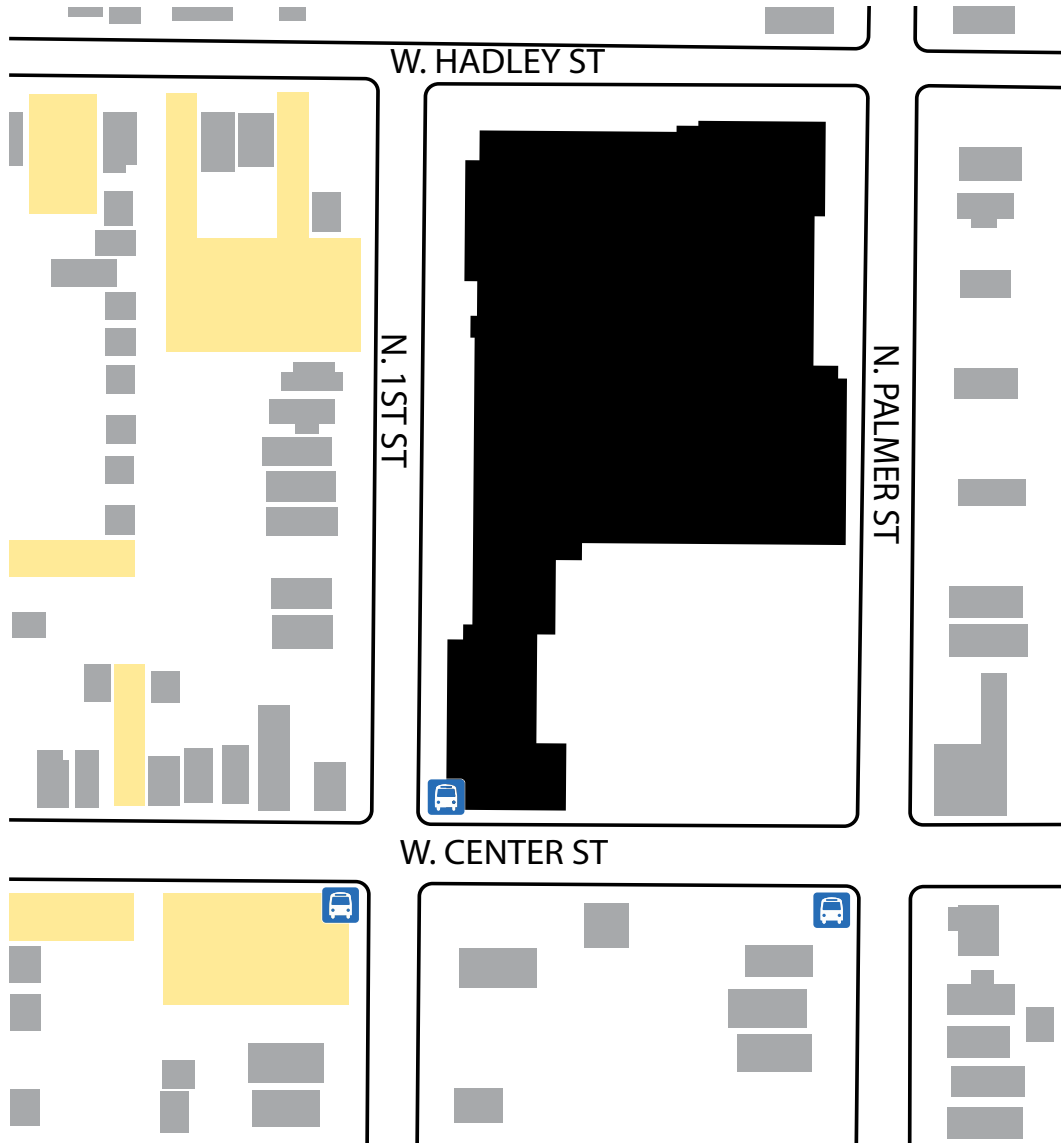
Base Program:

- Community center
- Alternate sports
- Educational space for 200 students
- Outdoor space to serve neighborhood

Zoning Information (RT4):

- 48' max. height
- 2 parking spaces for every three dwelling units

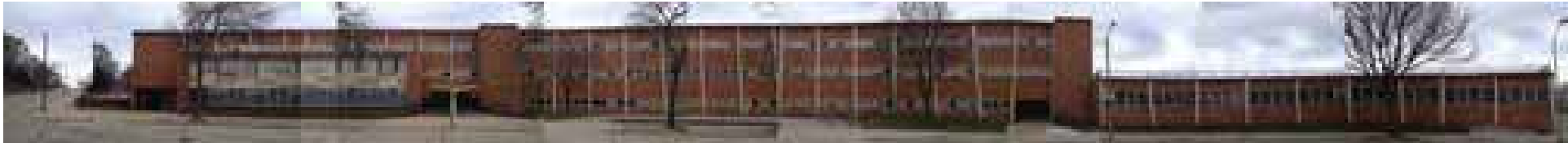
SITE 4_MALCOLM X SCHOOL



CITY OWNED
VACANT PROPERTY

PRIVATELY OWNED
VACANT PROPERTY



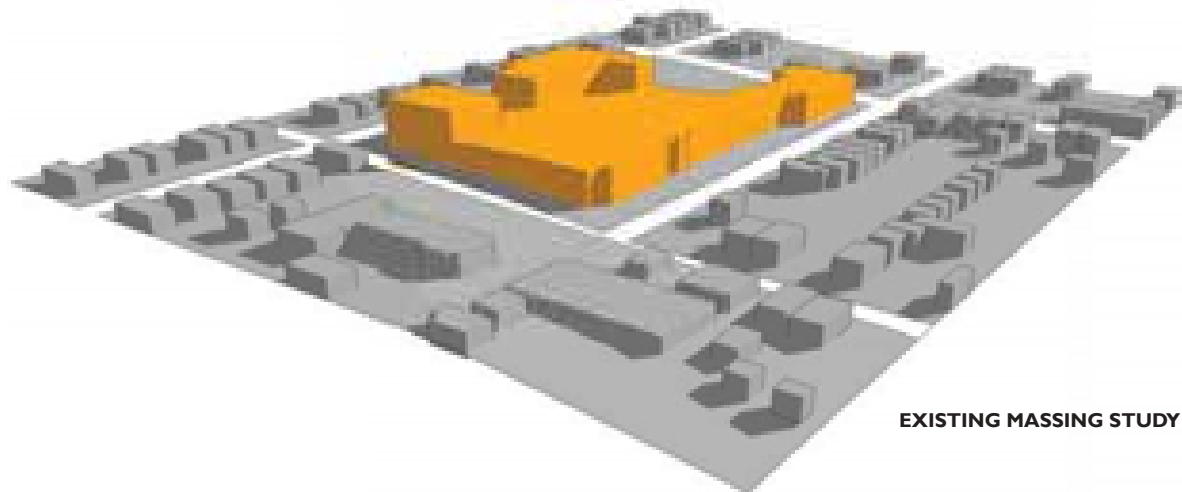


WEST ELEVATION_FROM 1ST ST



NORTH ELEVATION_FROM HADLEY ST

Owner	Address	Value	Lot Size	Zoning
City of Milwaukee [MPS]	2760 N 1st St	\$0.00	191595	RT4



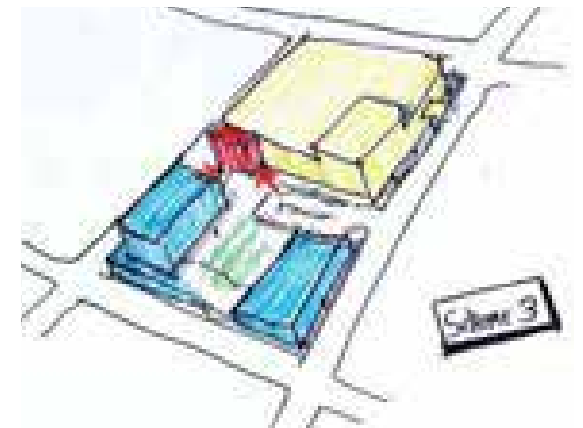
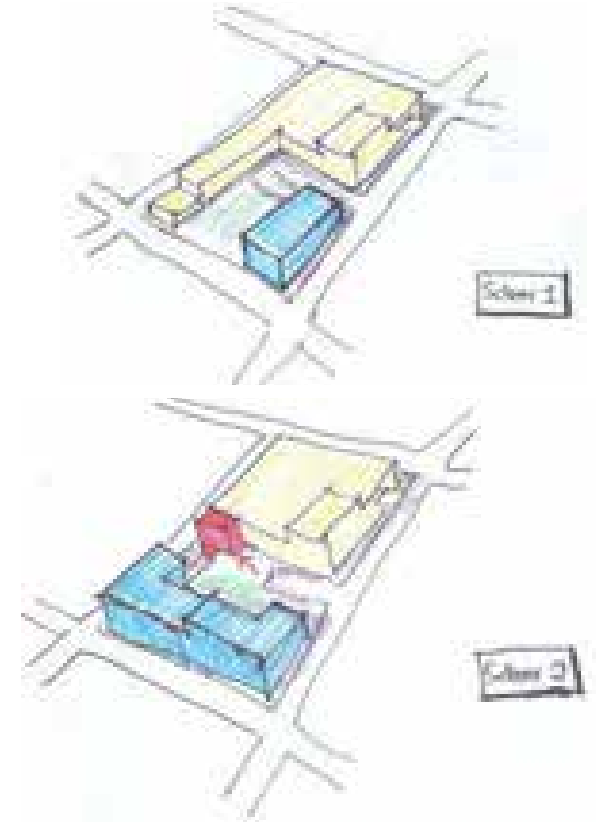
EXISTING MASSING STUDY

SITE 4_MALCOLM X SCHOOL_QUORUM ARCHITECTS INC





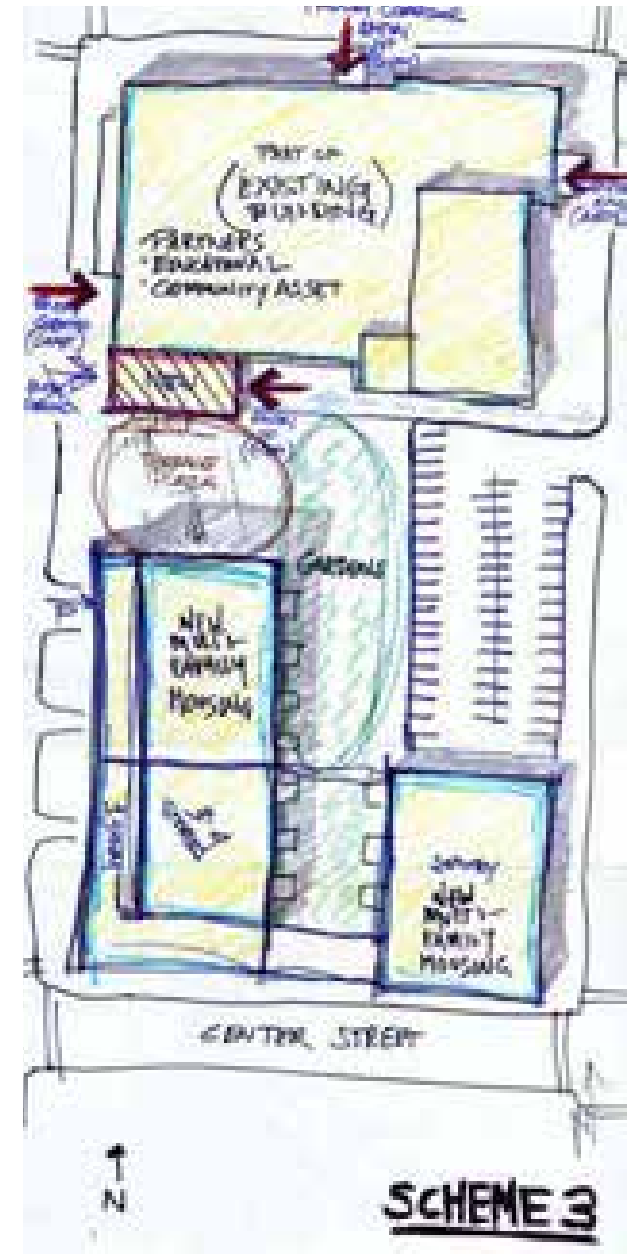
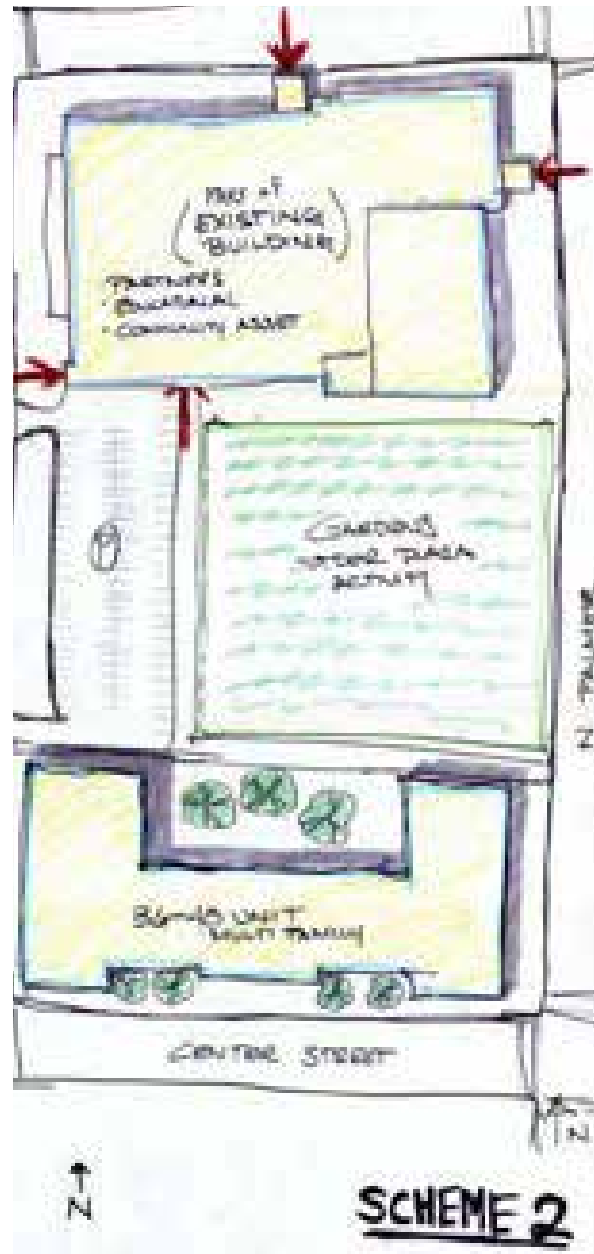
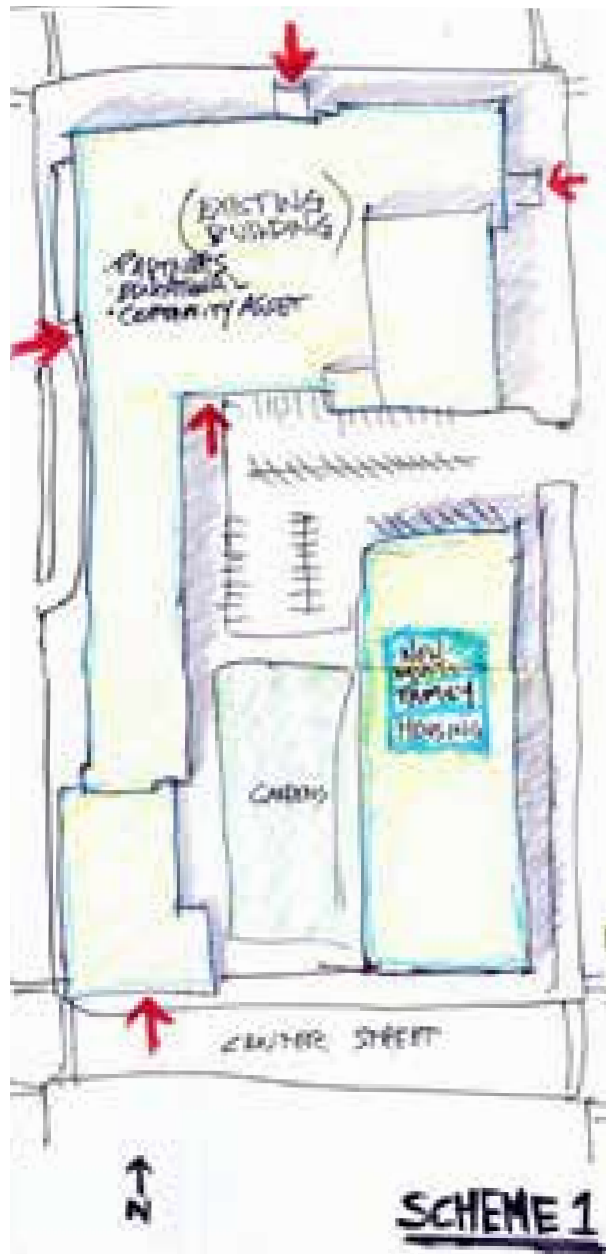
VIEW FROM CENTER & 1ST,
AXONOMETRICS [RIGHT]



DESIGN CONSIDERATIONS & STRATEGIES

By receiving funding from WHEDA, partners, TIF and partial sales of property, Malcom X School could become a signature community center and residential development that redefines Hadley Street and the neighborhood. MPS flex space, along with a variety of sport and performance activities would allow the building to be used year-round. Demolition of the south portion of the property allows for new housing along Center Street, linking the neighborhood to this once underutilized site.

SITE 4_MALCOLM X SCHOOL_QUORUM ARCHITECTS INC



DIAGRAMMATIC SITE PLANS OF 3 PROPOSED SCHEMES



VIEW FROM PARKING LOT

NEXT STEPS

MPS is currently initiating a neighborhood discussion on the proposed uses to gather resident input. MPS should work with the BID, Martin Luther King Economic Development Corporation and City planning staff on uses and development options. LISC Milwaukee and WHEDA are potential funding partners for this site.

SITE 5_W. CLARKE ST & MLK DRIVE



EXISTING SITE CONDITIONS

Bordered by an owner occupied Cream City brick home on the north and abandoned car repair shop on the south, this open lot is located across the street from a number of new developments. The site provides an opportunity for new construction along MLK Drive.



FOCUS GROUP INPUT

Developer Thoughts

- Housing
- Mixed-Use

DCD Thoughts:

- Brownfield issues on southern building
- House to north occupied

Base Program:

- Housing
- Public Open Space
- On-site parking

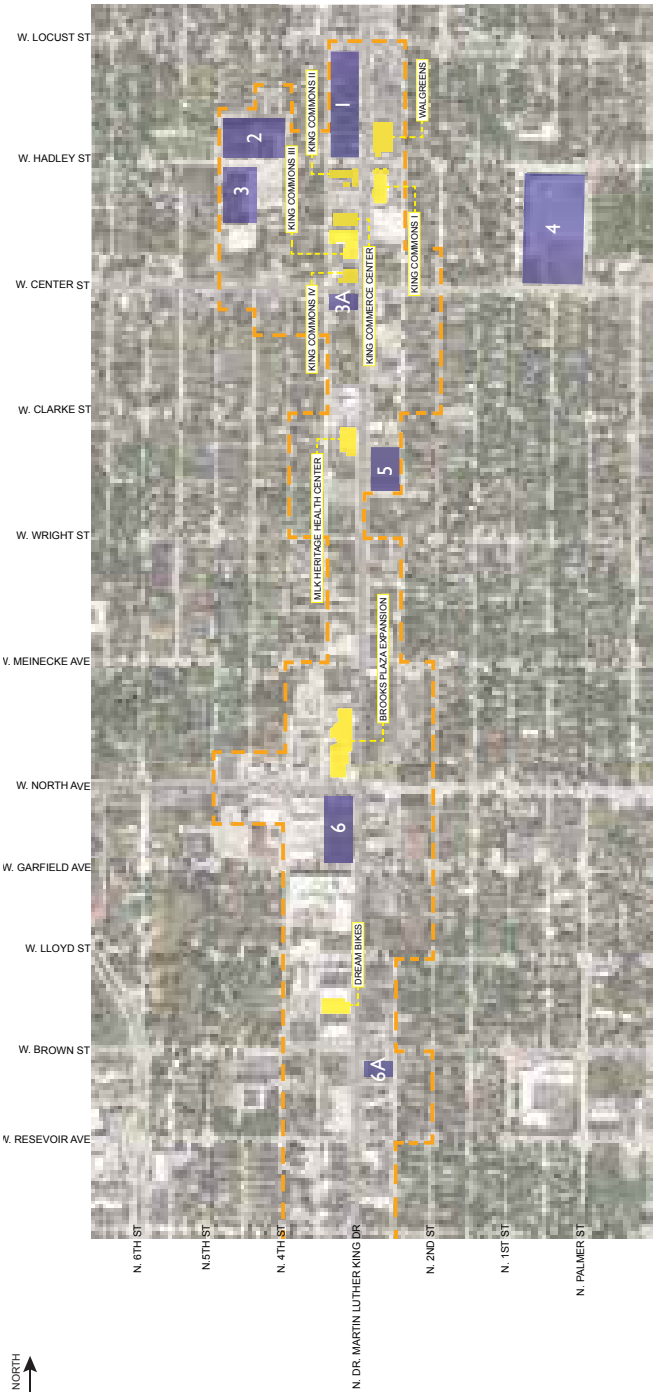
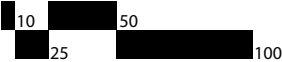
Zoning Information (LB2)

- Min/Max height: 18'-60'
- Parking for general office use
 - 1:500 sq ft (up to 2,000 sq ft)
 - 1:1000 sq ft (after 2,000 sq ft)

SITE 5_W. CLARKE ST & MLK DRIVE



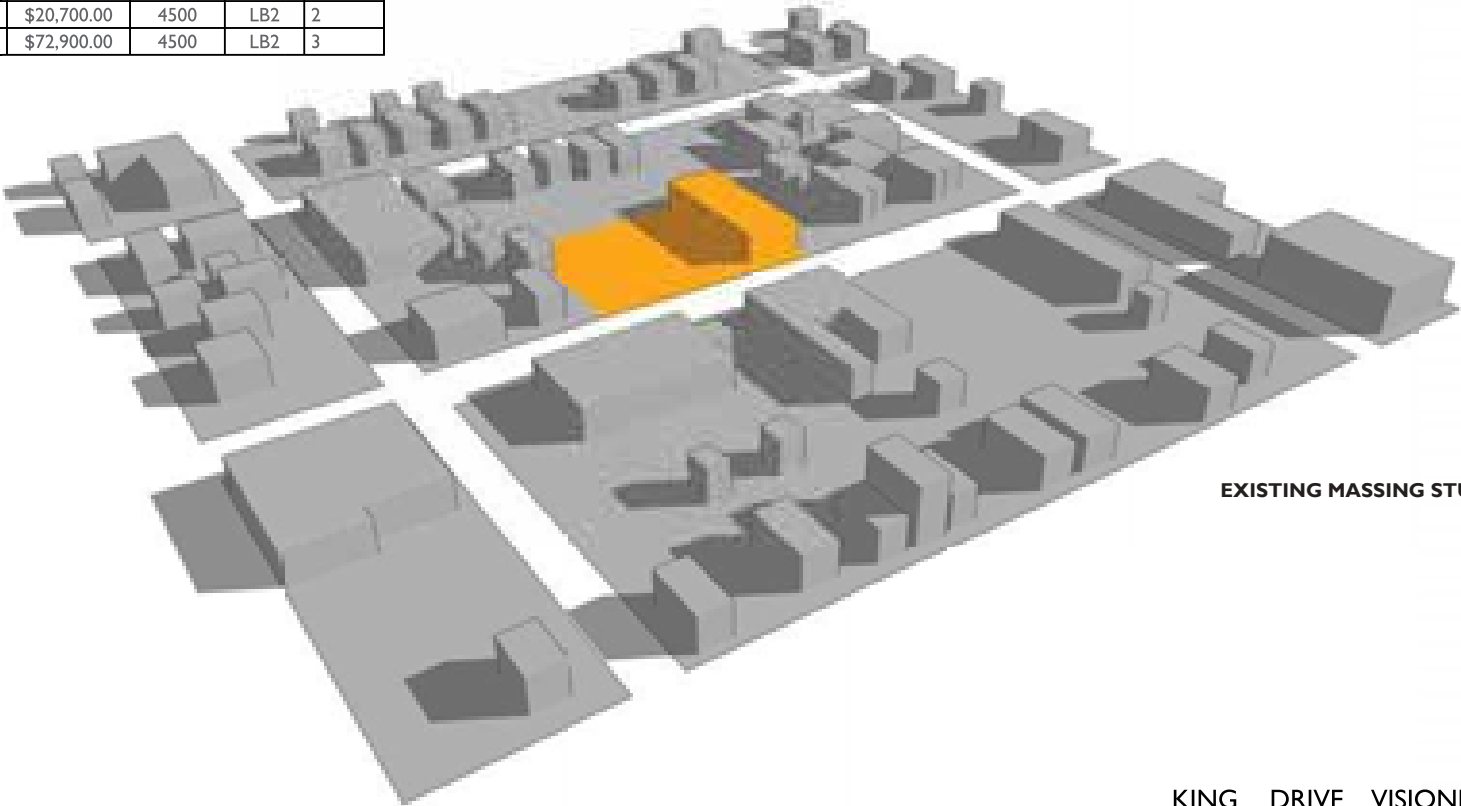
- CITY OWNED VACANT PROPERTY
- PRIVATELY OWNED VACANT PROPERTY





WEST ELEVATION FROM MLK

Owner	Address	Value	Lot Size	Zoning	Map #
Redevelopment Authority of the City of Milwaukee	2556-2540 North MLK Dr	\$0.00	15659	LB2	1
Bachan Singh	2536 North MLK Dr	\$20,700.00	4500	LB2	2
James Jackson	2532 North MLK Dr	\$72,900.00	4500	LB2	3

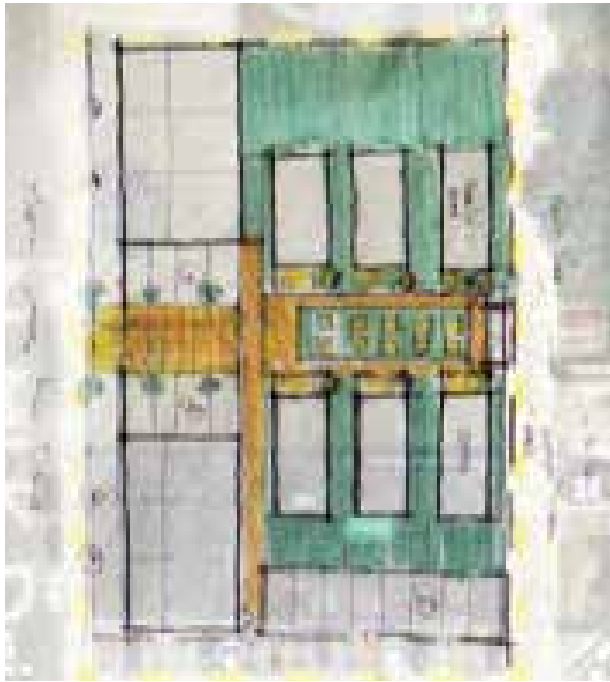


EXISTING MASSING STUDY

SITE 5_W. CLARKE ST & MLK DRIVE_ENGBERG ANDERSON



photo courtesy of: Julie Reindl

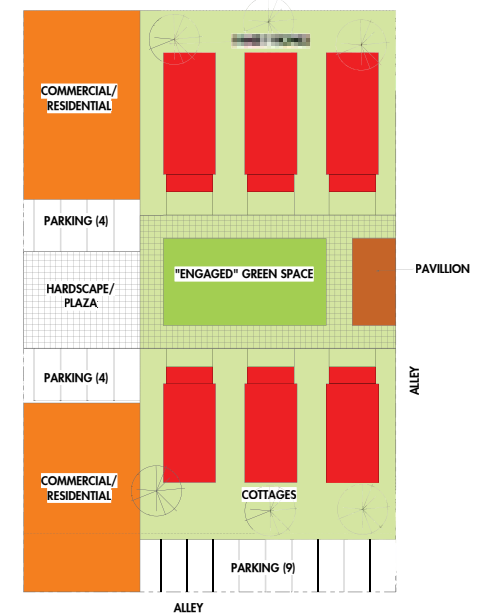


DESIGN CONSIDERATIONS & STRATEGIES

This proposed building of 16-20 housing units above non-traditional retail offers a new style of residential units that employ a privacy gradient moving from ground level retail on MLK to a private shared green space in the residential core. The building could also be all residential, with semi-public space providing a transition at ground level. Individual housing units to the east front a shared green space that links to MLK Drive. The proposal mirrors the density of the surrounding urban fabric and utilizes the alley as a path to an existing green space to the northeast.



King Drive
Visioning Charette
Site 5 - Option 1
Scale: 1/8" = 1'-0"
Engberg Anderson Project No.



King Drive
Visioning Charette
Site 5 - Option 2
Scale: 1/8" = 1'-0"
Engberg Anderson Project No.

SITE 5_W. CLARKE ST & MLK DRIVE_ENGBERG ANDERSON



VIEW LOOKING NORTHEAST_FROM MLK



AERIAL LOOKING EAST



NEXT STEPS

The Martin Luther King Economic Development Corporation and the Business Improvement District should work with DCD on the integration of residential at the ground level of MLK. The Martin Luther King Economic Development Corporation can market this site and develop it as market-rate housing. Information regarding brownfield issues should be reviewed with DCD.

WHEDA and/or LISC Milwaukee could be funding partners, utilizing this innovative housing strategy as a model for other infill sites.

AERIAL OF SITE PROPOSAL

SITE 6_W. NORTH AVE & MLK DRIVE



EXISTING SITE CONDITIONS

Once an active block, the site now has geotechnical, access and parking complications. The northern buildings are in disrepair and may be considered for demolition. While the buildings to the south, which have been recently renovated and are 50% occupied, offer an opportunity for renovation.



FOCUS GROUP INPUT

Developer Thoughts:

- Develop whole block (north and south)
- Two story retail/office
- Live-work for rehabbed structures

DCD Thoughts:

- Access issues
- Geo-technical site issues

MLKEDC/BID Thoughts

- Parking needed

General:

- OK to demo buildings to north
- Rehab buildings to south

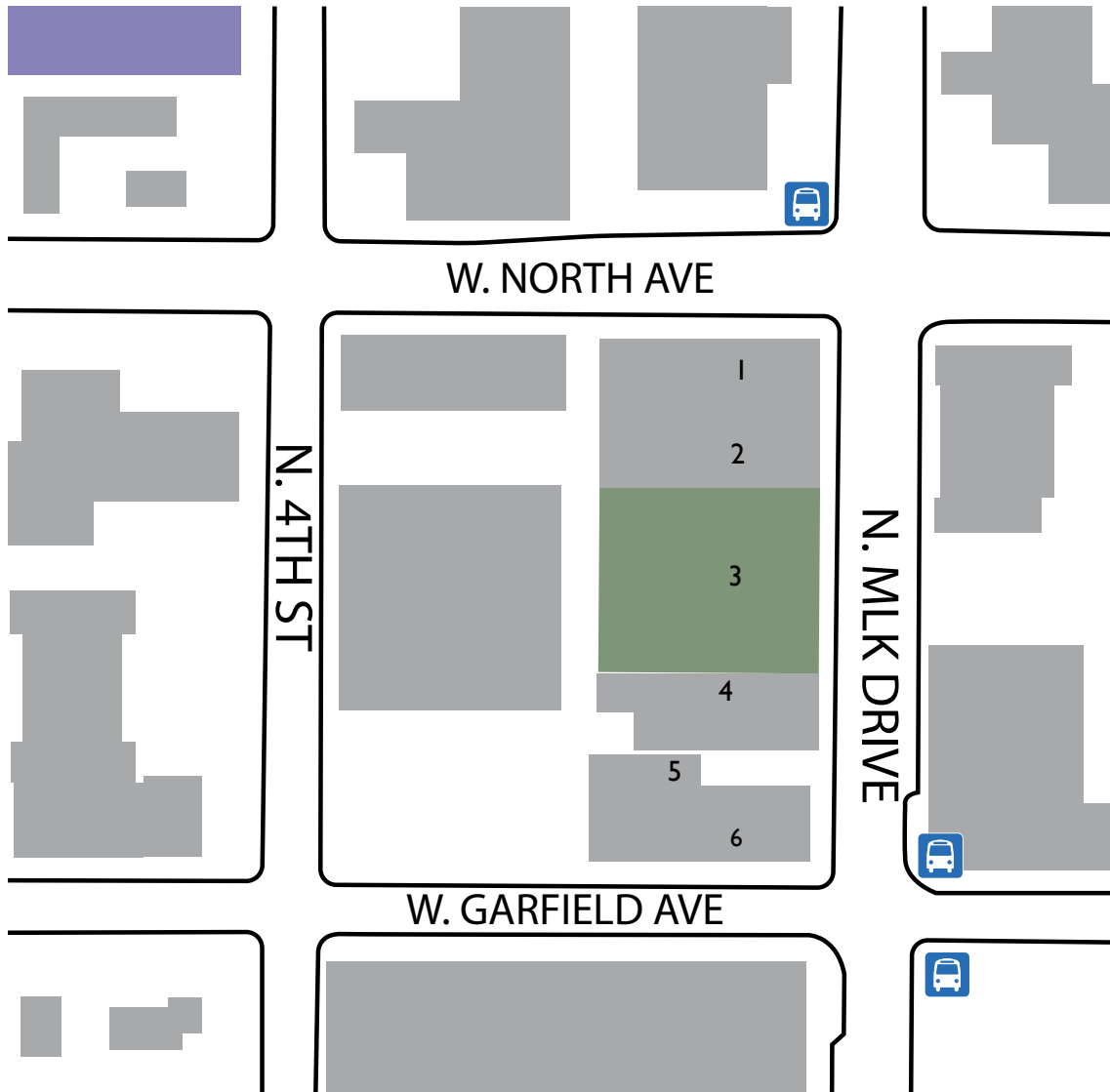
Base Program:

- Flexible uses
- Live-work for sites 1,2,4,5 & 6
- On-site parking
- Maintain building 6

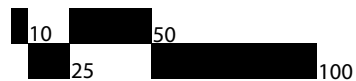
Zoning Information (LB2)

- Min/Max height: 18'-60'
- Parking for general office use
 - 1:500 sq ft (up to 2,000 sq ft)
 - 1:1000 sq ft (after 2,000 sq ft)

SITE 6_W. NORTH AVE & MLK DRIVE

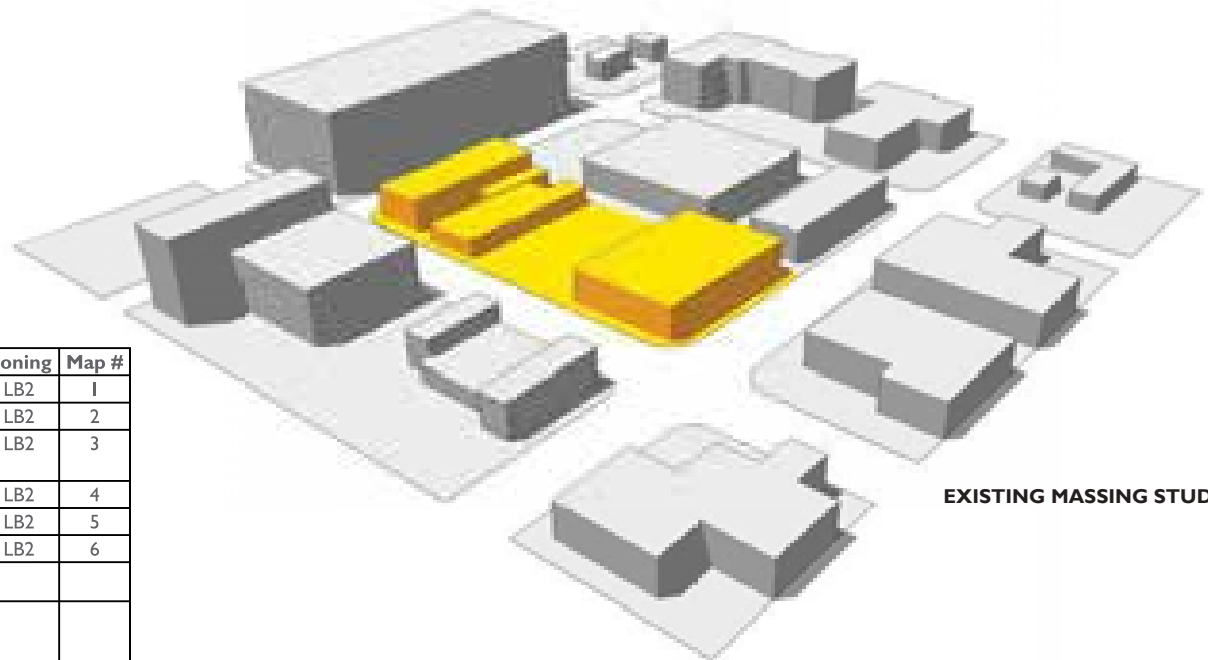


- CITY OWNED
VACANT PROPERTY
- PRIVATELY OWNED
VACANT PROPERTY





EAST ELEVATION FROM MLK



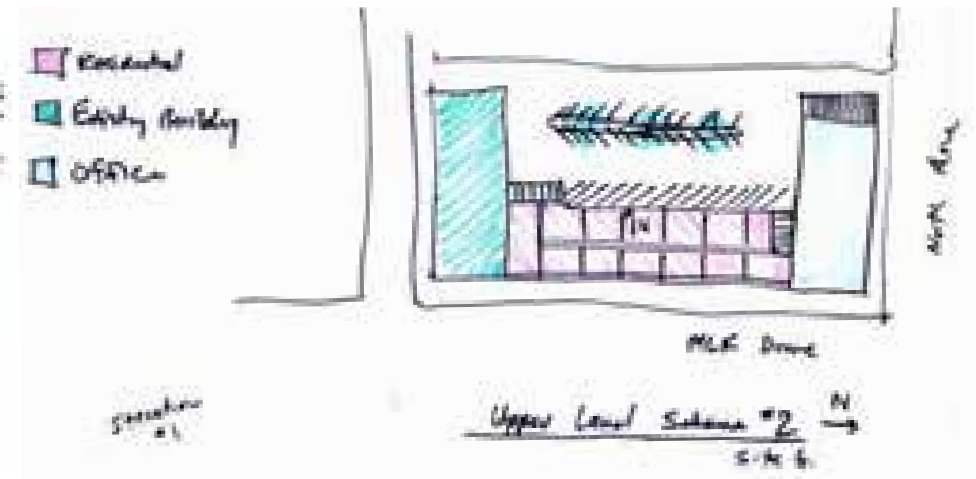
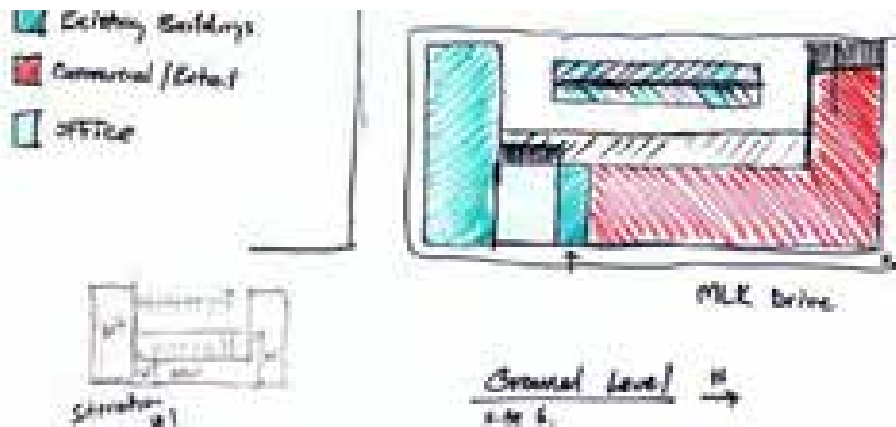
EXISTING MASSING STUDY

Owner	Address	Value	Lot Size	Zoning	Map #
Vizion Investments Inc.	2241 North MLK Dr	\$439,000.00	15,000	LB2	1
Paul Bachowski	2235 North MLK Dr	\$90,000	7,500	LB2	2
Redevelopment Authority of the City of Milwaukee	2231 North MLK Dr	\$0.00	18,822	LB2	3
Gaulien Smith	2215 North MLK Dr	\$285,000.00	3,750	LB2	4
2213 Properties	2213 North MLK Dr	\$542,000.00	3,750	LB2	5
Capital Real Estate 3 LLC	2201 North MLK Dr	\$692,000.00	11,263	LB2	6
	Totals:	\$2,048,000.00	60,085		

SITE 6_W. NORTH AVE & MLK DRIVE_AMERICAN DESIGN INC.



photo courtesy of: Julie Reindl






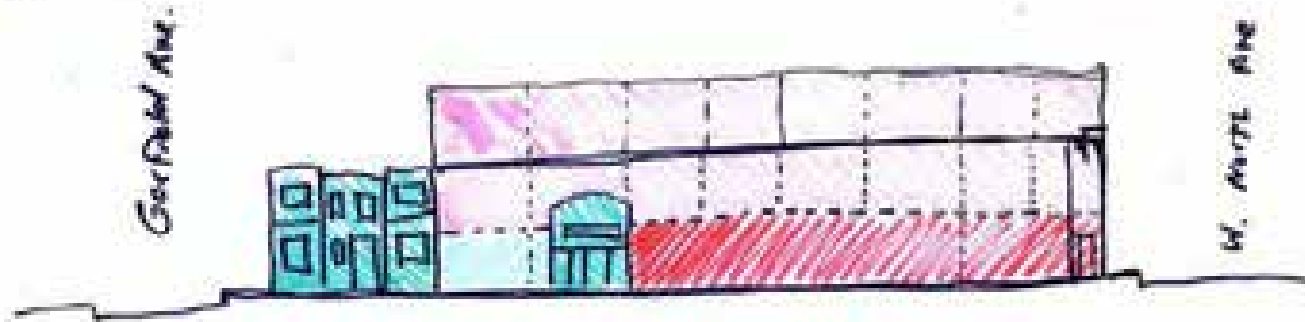
FLOOR PLANS SHOWING PROGRAMMATIC USES

DESIGN CONSIDERATIONS & STRATEGIES

This proposal recommends retail on the ground floor corner of North Avenue and MLK, creating an engaging atmosphere for pedestrians. 48 units of new residential are proposed for the upper floors (one or two levels), potentially utilizing a live-work model. The development could be broken into several smaller buildings, with a pedestrian link to parking along the alley. The corner building at Garfield Avenue and MLK is proposed for renovation as live/work or mixed-use.

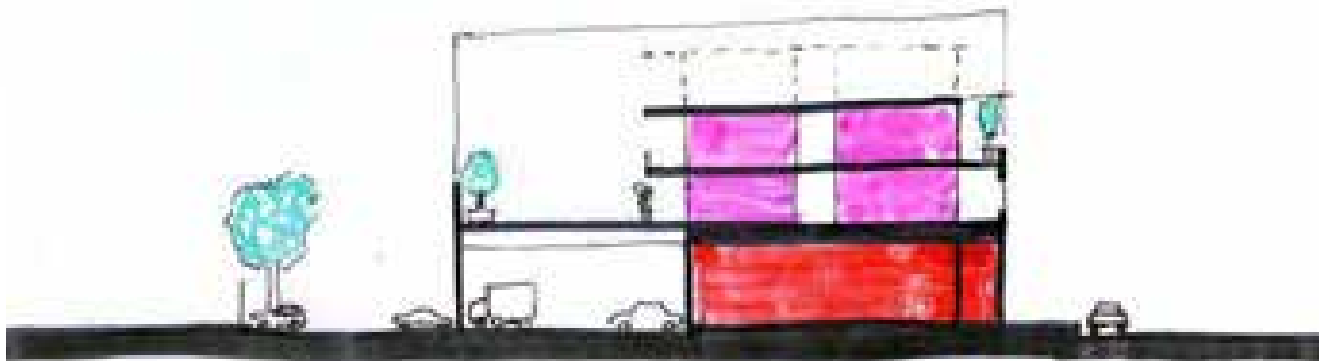
SITE 6_W. NORTH AVE & MLK DRIVE_AMERICAN DESIGN INC.

-  Residential
-  Commercial / Retail
-  Office



East Elevation (MLK Drive)

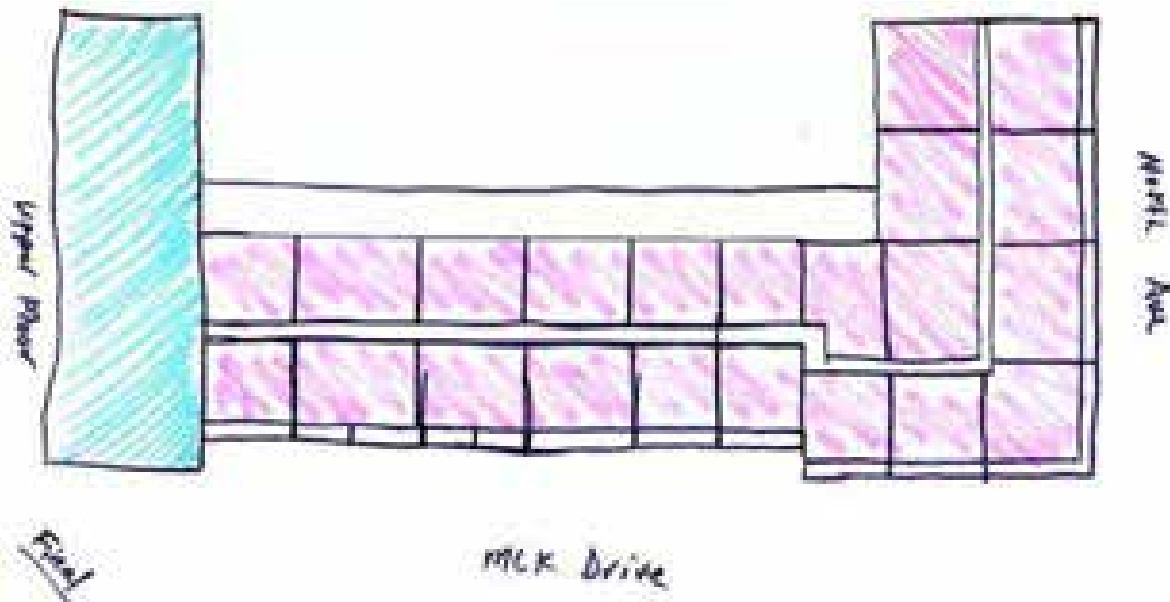
SECTION SHOWING FIRST FLOOR RETAIL



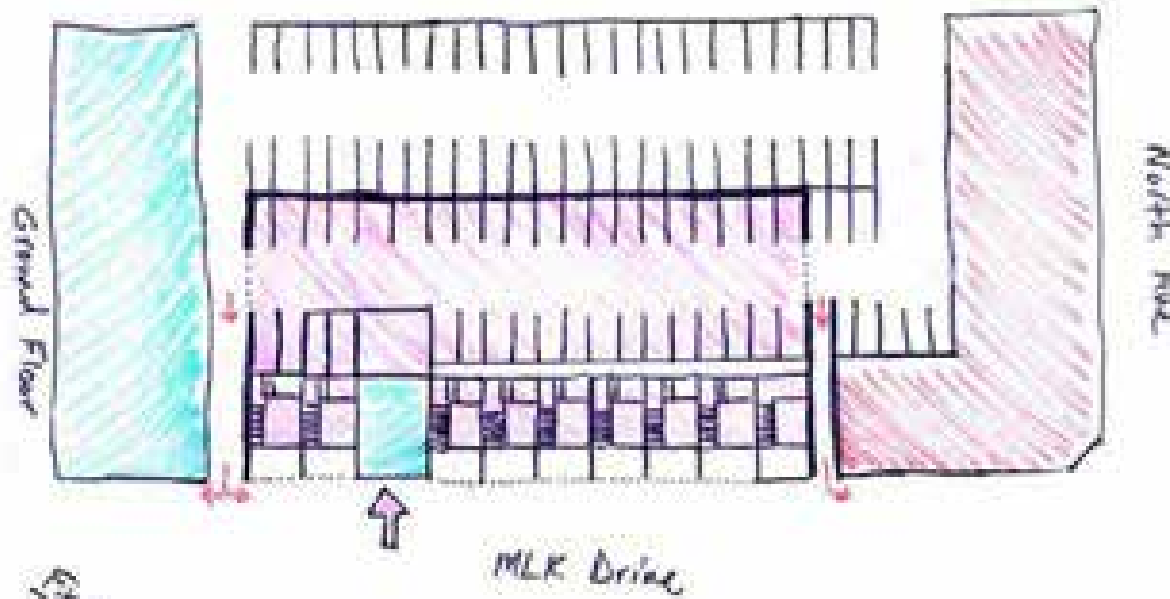
East/West Section

SECTION SHOWING PARKING, FIRST FLOOR RETAIL
AND RESIDENTIAL WITH BALCONY ABOVE

The final iteration for this site called for a combination of commercial on the ground floor, a pedestrian link to the parking area west of the building, and residential on the two upper floors. The parking could be covered by a large deck area serving the residential units. The buildings on the north end of the site are proposed to be demolished, while the building on the far south end of the site would remain.



FLOOR PLANS SHOWING PROGRAMMATIC USES



FLOOR PLANS SHOWING PROGRAMMATIC USES

NEXT STEPS

The Martin Luther King Economic Development Corporation and the Business Improvement District should work with the Department of City Development and the Alderwoman on a demolition strategy for selected buildings on the site, as well parking access and location. The question of who markets this block is important and may include the Martin Luther King Economic Development Corporation, Business Improvement District and City. Funding for this site could come from tax credits and/or loans.

- Residential
- Commercial / Retail
- Office

SITE 6A_READER'S CHOICE



EXISTING SITE CONDITIONS

This small greenfield site is situated between two active retailers. Currently a city-owned vacant lot, it could be a model for new construction live-work development.



FOCUS GROUP INPUT

Developer Thoughts:

- Workforce housing
- Live/Work option

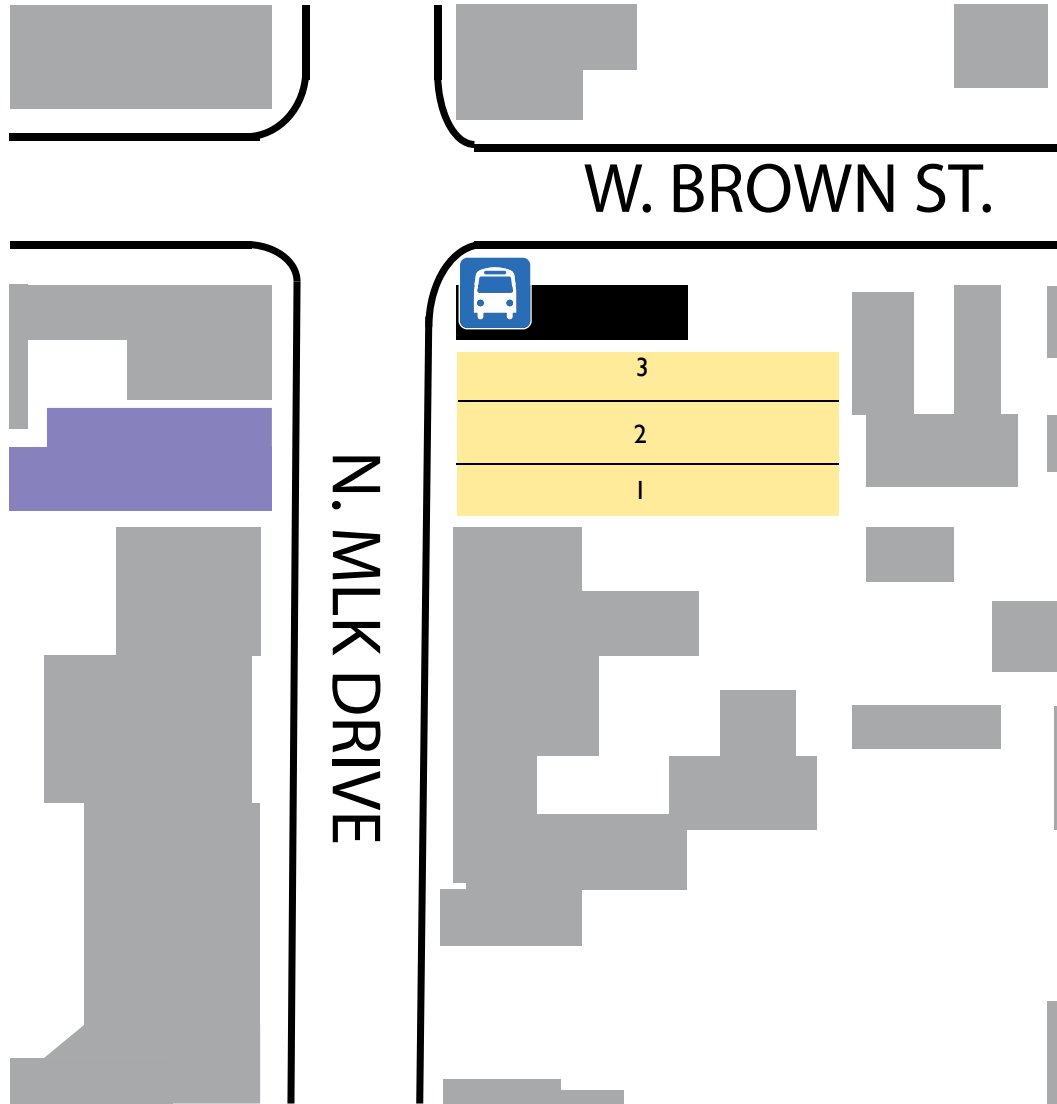
Base Program:

- Live/Work new construction prototype
- WHEDA funding
- On-site parking

Zoning Information (LB2)

- Min/Max height: 18'-60'
- Parking for general office use
 - 1:500 sq ft (up to 2,000 sq ft)
 - 1:1000 sq ft (after 2,000 sq ft)

SITE 6A_READER'S CHOICE



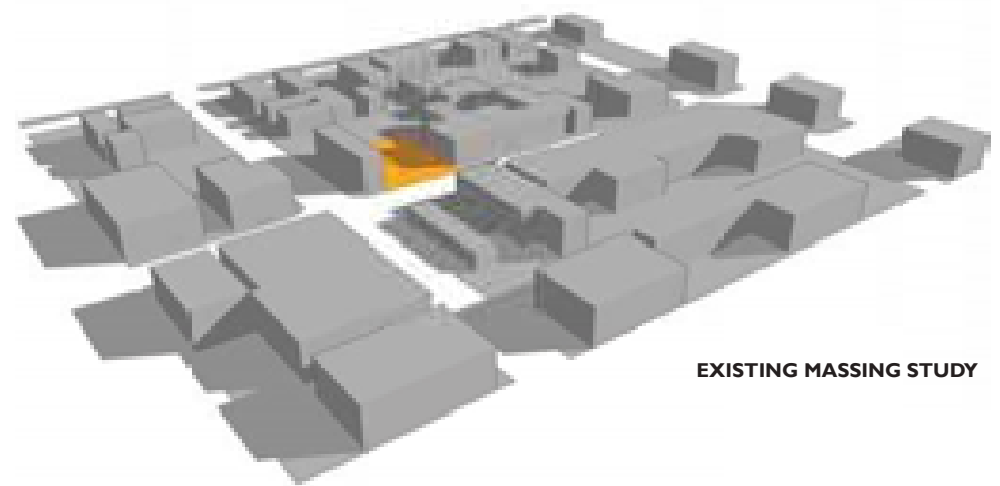
CITY OWNED
VACANT PROPERTY

PRIVATELY OWNED
VACANT PROPERTY





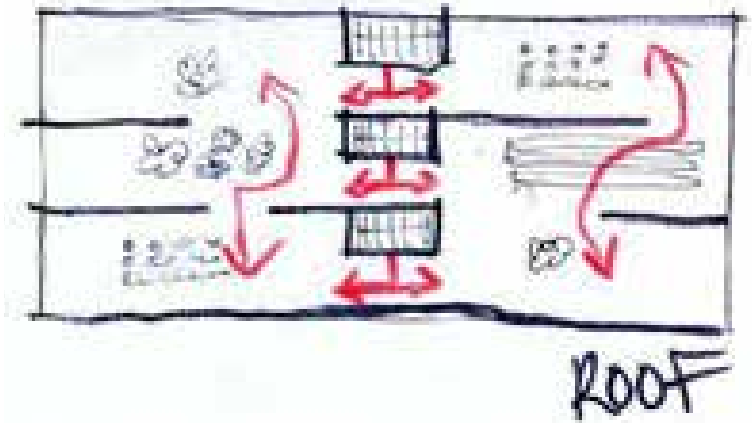
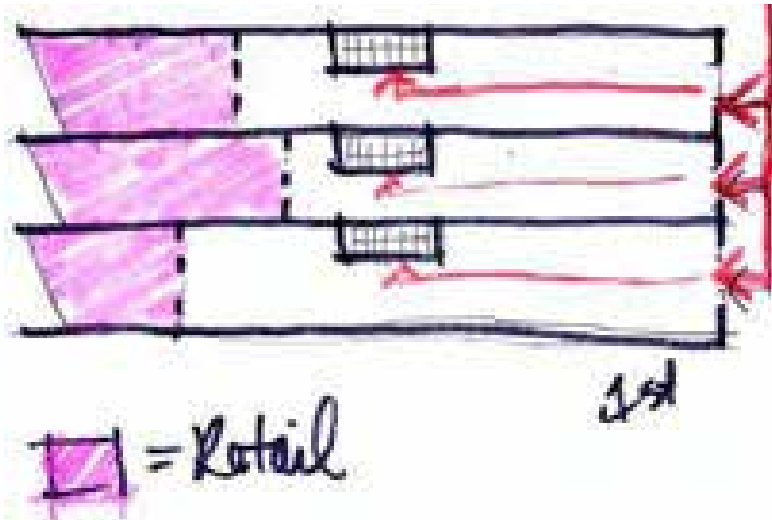
Owner	Address	Value	Lot Size	Zoning	Map #
Redevelopment Authority of the City of Milwaukee	1940 North MLK Dr	\$0.00	2565	LB2	1
Redevelopment Authority of the City of Milwaukee	1944 North MLK Dr	\$0.00	2521	LB2	2
Redevelopment Authority of the City of Milwaukee	1948 North MLK Dr	\$0.00	2520	LB2	3
	Totals:	\$0.00	7606		



SITE 6A_READER'S CHOICE_AMERICAN DESIGN INC

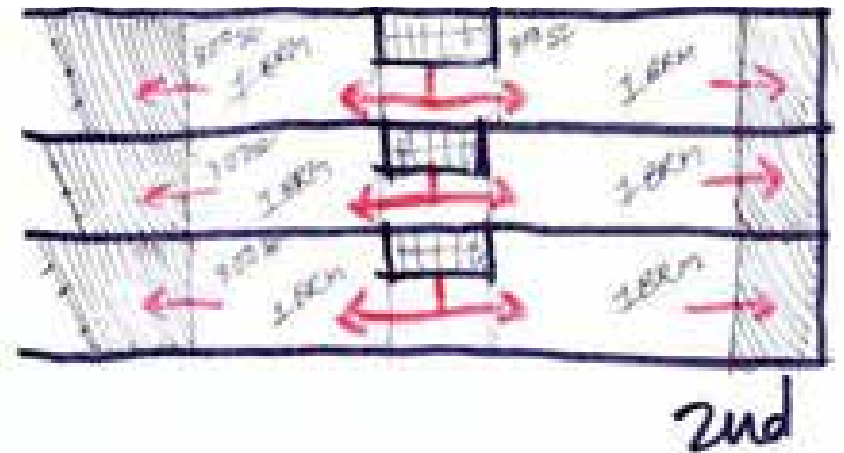


photo courtesy of: Julie Reindl

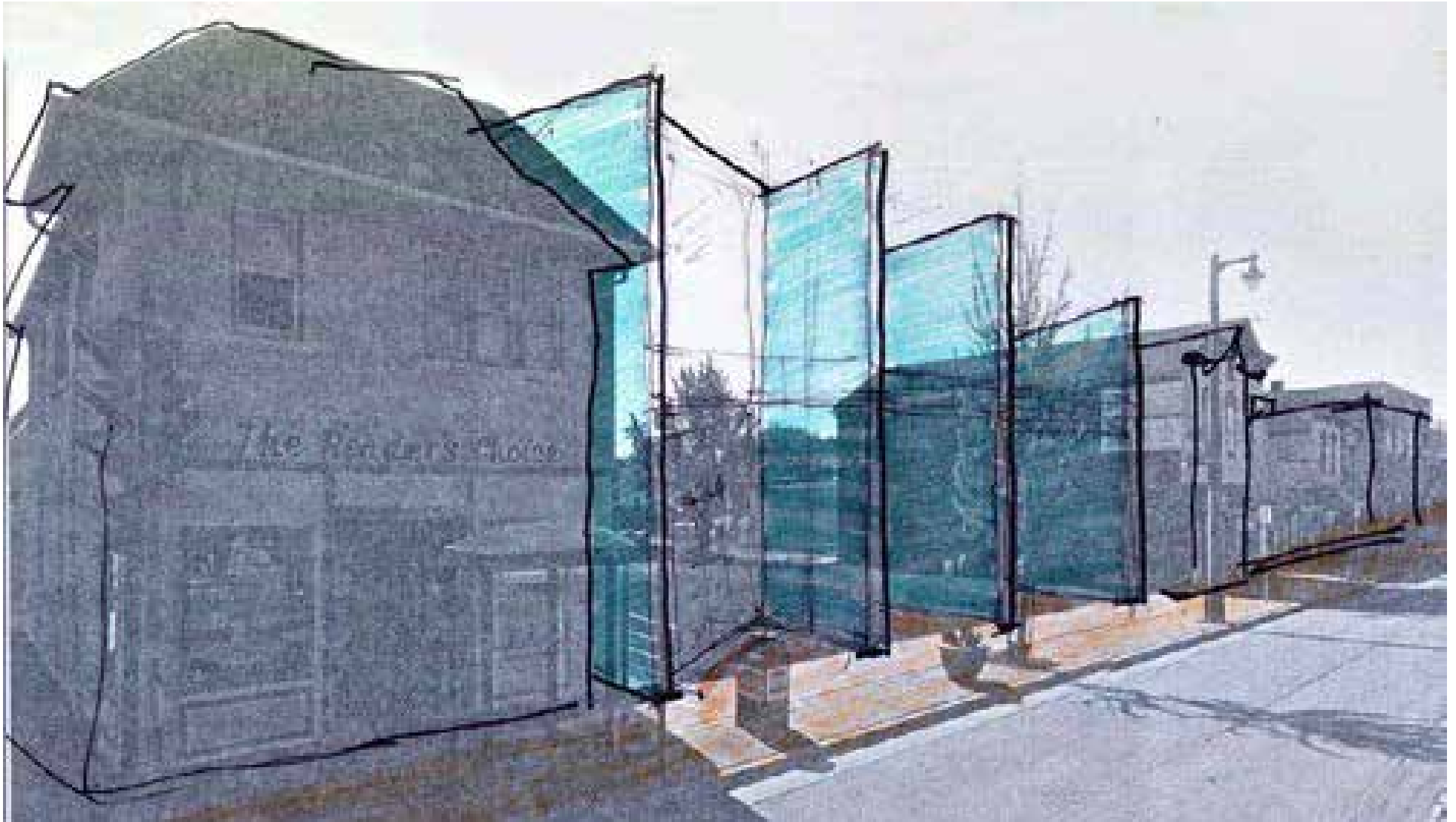


DESIGN CONSIDERATIONS & STRATEGIES

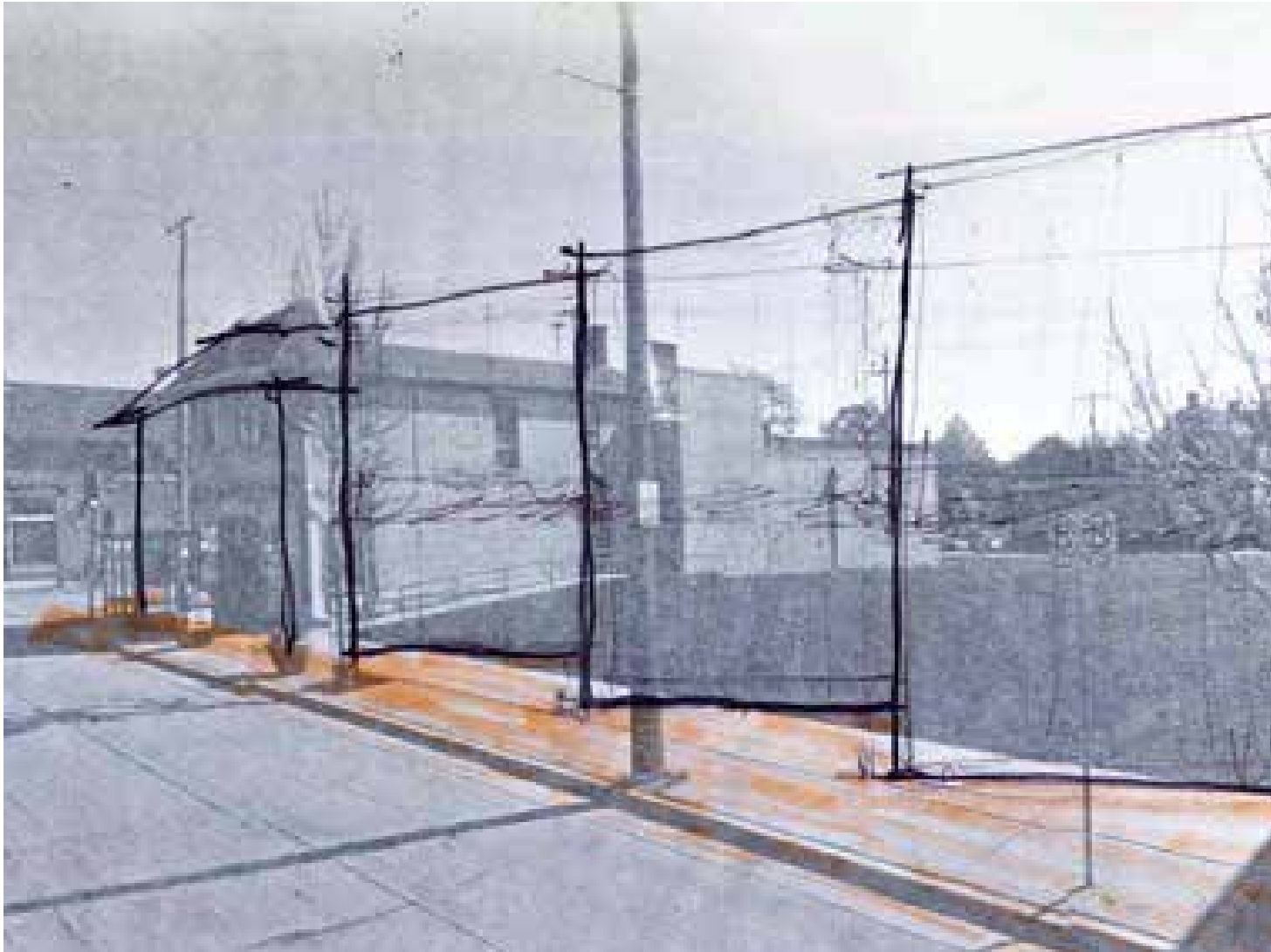
Small scale, minimal investment retail would occupy the front portion of the ground floor, with the ability to expand in the future. The angled storefront could provide visual interest and an opportunity for unique signage. Two story housing units could include a rooftop patio or garden area. This site could also be considered for all residential units, with an urban design strategy that blends with the adjacent uses.



SITE 6A_READER'S CHOICE_AMERICAN DESIGN INC



PERSPECTIVE LOOKING SOUTHEAST_FROM MLK



PERSPECTIVE LOOKING NORTHEAST_FROM MLK

NEXT STEPS

A wide variety of uses are possible on this site including housing, mixed-use, and live-work. The Martin Luther King Economic Development Corporation and/or Business Improvement District should work with the Department of City Development to market the property successfully.

LISC Milwaukee and WHEDA are potential funding partners depending on the proposed use(s).



Since the charette, the Martin Luther King Economic Development Corporation and Business Improvement District (BID) have met with their members to set priorities for moving the ideas forward. Strategies and partnerships are developing amongst building owners, funders, and developers. The BID will be meeting with area property owners to gather additional feedback. The goal of this effort is for the ideas and development concepts to become reality based on input from all key players. Success will be defined by how new investments add value to the neighborhood and serve as amenities for the businesses and residents who reside here.



“THERE IS NO GAIN WITHOUT STRUGGLE.”

Dr Martin Luther King Jr.