

FIVE POINTS CHARENTE

transforming an intersection of neighborhoods

Fall 2017



Charette Participants

Community Design Solutions (CDS) facilitated a process of information gathering that culminated in a visioning charette for the Five Points Exchange located in the Harambee Neighborhood Improvement District in the City of Milwaukee. This process involved considering the various strategic action plans that investigate the exchange, creating infographics, researching site history, developing analytical maps, examining business diversity and needs, and conducting focus groups to gather input from various stakeholders including lenders, developers, residents, City officials, agency leaders, and business owners. The information was disseminated to six teams of architects and each one was assigned to one of the opportunity sites.

The day long charette was held at UW-Milwaukee School of Architecture and Urban Planning in late September 2017. Through the day, teams generated ideas for the sites and then shared them with the larger stakeholder group to receive feedback. Following the initial input, the architectural teams refined their designs to reflect stakeholder input and provided illustrations for how the Five Points Exchange could be transformed from a busy intersection with a lot of vacant sites into a vibrant and bustling intersection of neighborhoods.

The intent of the charette process is to explore and evaluate development ideas and possibilities. It is not intended to imply that the ideas are guaranteed by developers or the municipalities.

Client Five Points

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source: Milwaukee Public Library Digital Collection
Green Bay Avenue (Today, Doctor M.L.K. Jr. Drive) looking north



source: Milwaukee Public Library Digital Collection
Five Points Exchange, view looking south at site 4 of charette

Regional Map



AN INTERSECTION OF NEIGHBORHOODS

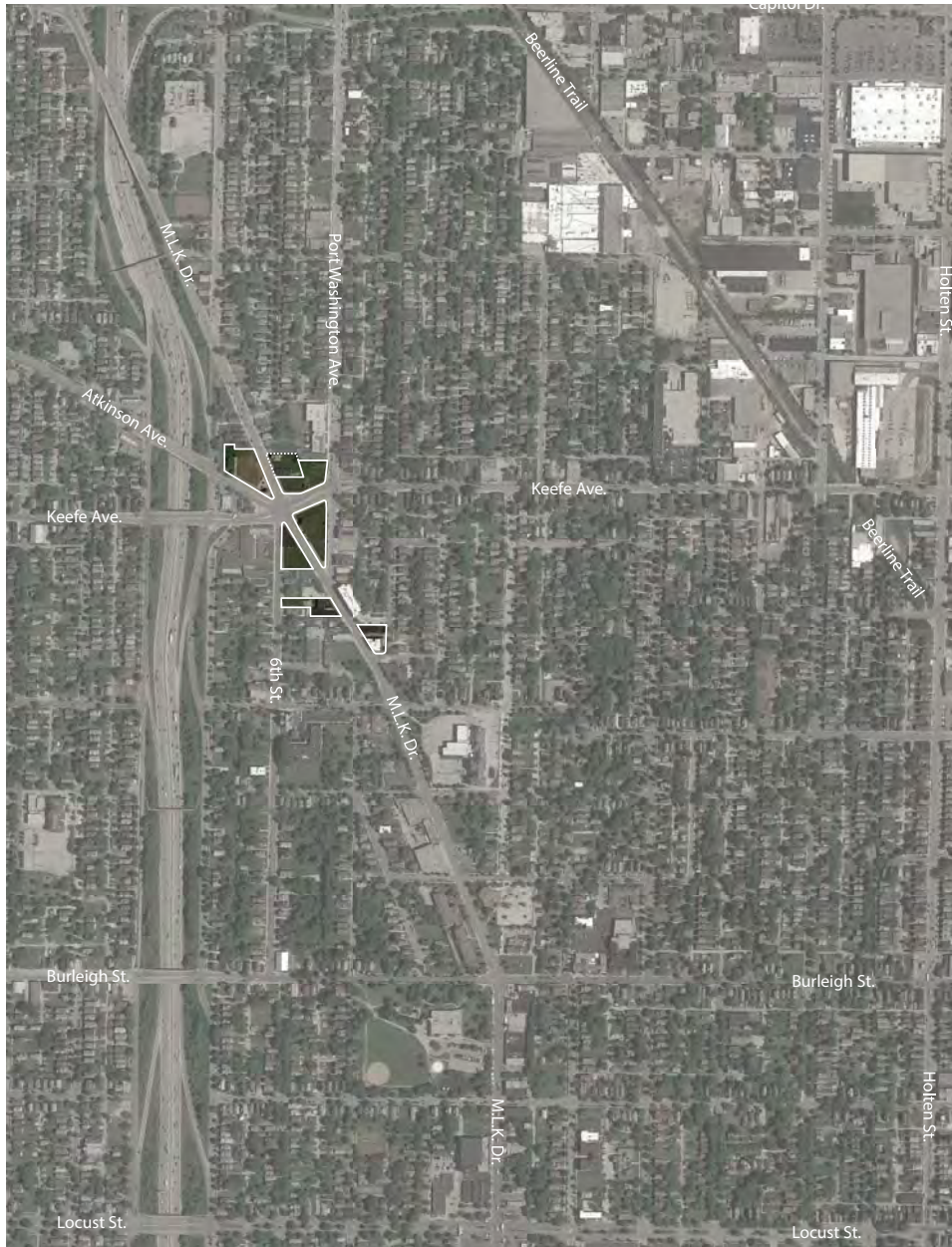
The Five Points Exchange gets its name for the five streets that converge. These streets are Doctor Martin Luther King Junior Drive, Port Washington Avenue, Keefe Avenue, 6th Street and Atkinson Avenue. This bustling intersection of streets also acts as an intersection of neighborhoods. While the Five Points Exchange technically resides within the Harambee Neighborhood Improvement District, it directly neighbors the Riverworks Business Improvement District and the Historic King Drive Business Improvement District. This area is therefore a unique coming together of different neighborhoods' cultures, goals, and community leadership.

The Harambee neighborhood is known for having strong community connections built around its dense residential streets, and its art and culture. Community artwork is visible throughout the neighborhood and the new improvements to Rose Park bring out local youth and elder residents.

Riverworks is the area's industrial hub and continues to grow. Many successful job creating businesses are found in this neighborhood, which has spurred recent development. This neighborhood is also home to a large portion of the Beerline Trail.

The Historic King Drive district connects Harambee to downtown Milwaukee and the new Bucks Arena. It encompasses countless historic buildings and successful businesses in one of the Northeast Side's busiest traffic corridors.

Map of Sites



Neighborhood History

GATEWAY INTO HARAMBEE

The area around the Five Points Exchange is not unlike other parts of north Milwaukee. Churches and schools, blocks of housing, and historic brick and stone buildings line the major streets. Like many areas of Milwaukee, this area has a past extending back a couple centuries. Before Europeans settled here, this area was natural landscape with a well traveled Native American trail. The trail connected what is today Chicago, Milwaukee and Green Bay, one of only two trails that went to Green Bay. The trail was transformed into a road after Europeans arrived and took up residence here. The street was then called Green Bay Avenue and is now renamed after the civil rights leader, Doctor Martin Luther King Junior.

Europeans were attracted to this area for its fertile soil and proximity to Milwaukee. A village began to grow and became known as Williamsburg. By 1850, it was an independent community of approximately 3,500 residents.

After a devastating fire in 1885, the independent community agreed that it needed the services of a city and soon after it officially was brought into the city boundaries. In 1911, Keefe was the official northern most limits of the city. The northern stretch of Green Bay Avenue (today Doctor M.L.K. Junior Dr.) was home to over 200 retail establishments and a popular area to purchase homes. The success of this area continued into the 60s.

A combination of the 1967 Milwaukee riot and the country wide trend of businesses moving out to the suburbs led to the closing of many businesses in this area.

Through the 70s and 80s, communities in the



view looking at old market south of site 5 on Doctor M.L.K. Junior Drive, source: Milwaukee Public Library Digital Collection

Neighborhood History



view of the former State Bank, site 6, source: Milwaukee Public Library Digital Collection

neighborhood gathered together to fight against school segregation, housing segregation, and other forms of institutional racism and divestment that was facing them.

This core of community strength has steered the surrounding area in a positive direction. The Harambee neighborhood has seen major housing investments by groups such as Habitat for Humanity, the MLK Economic Development Corporation, Inner City Redevelopment Corporation, and Allied Churches Teaching Self-Empowerment. The Riverworks neighborhood has worked to stabilize the area's business and economic base.

As Harambee looks to the future, it plans to continue to capitalize on the strong community involvement seen elsewhere in the neighborhood. The Five Points Exchange hopes to embrace the goals of economic development as the neighborhood continues to improve.



view of what is today under construction to be the bader philanthropies headquarters, source: Milwaukee Public Library Digital Collection

Neighborhood Assets



King Hall Commons



Clinton Rose Park (source: milwaukeeenotebook.com, Carl A. Swanson)



Five Points Exchange logo



Beerline Trail, by riverworks (source: City of Milwaukee)

CLINTON ROSE PARK

The new basketball courts are a major hit in the neighborhood and the community mural recognizes Harambee's commitment to strong communities. The community center attracts members, especially seniors, for games and other activities.

KING HALL COMMONS

Adjacent to sites 5 and 4 in the charette, this popular venue has helped couples from all around the neighborhood celebrate their wedding. They also host other community events.

BEERLINE TRAIL

Recognizing the history of breweries in this area, this recent trail project has become a great spot for events, as well as recreation.

HEART AND HOPE PLACE

This relatively new apartment building is just south of the five points exchange. The project was developed by Maures Development Group with the goal of continuing the ongoing revitalization of the corridor.

Neighborhood Assets

Bader Philanthropies Headquarters

BADER COMMUNITY INVESTMENT

One of Milwaukee's largest foundations is moving their headquarters into a redeveloped building on Doctor M.L.K. Junior Drive just south of the sites that are considered for this Charette. Construction is well underway at the site and is expected to be complete in the summer of 2018. The historic portion of the building is being kept with an addition being constructed along 5th street.

Bader Philanthropies is a major investor in the Harambee Neighborhood and their move to this location reinforces their commitment to continued investment and revitalization. They focus on workforce development, youth development, Alzheimer's disease and aging. Bader hopes that the place-based components of the new headquarters will welcome new programs to the area.



Bader Philanthropies Headquarters (in construction) (source: Uihlein Wilson Architects, Inc.)



breaking ground on Bader Philanthropies Headquarters (in construction)
source: UrbanMilwaukee.com



Bader Philanthropies Headquarters (in construction)

Area Action Plans

Northeast Side Comprehensive Plan



source: CDS designed banner for 5 Points Exchange



source: Northeast Side Comprehensive Plan (report dated 2009, some elements outdated)

SUMMARY: CREATE A PUBLIC GATEWAY TO HARAMBEE AND RIVERWORKS NEIGHBORHOODS

According to the Northeast Side Comprehensive Plan, the Five Points Exchange is a unique six-cornered intersection of three very well traveled streets. It proposes developing surrounding properties in a significant manner in order to improve the perception of the district. The area is a major gateway into Harambee and projects will help spur improvement of the adjacent area and additional development.

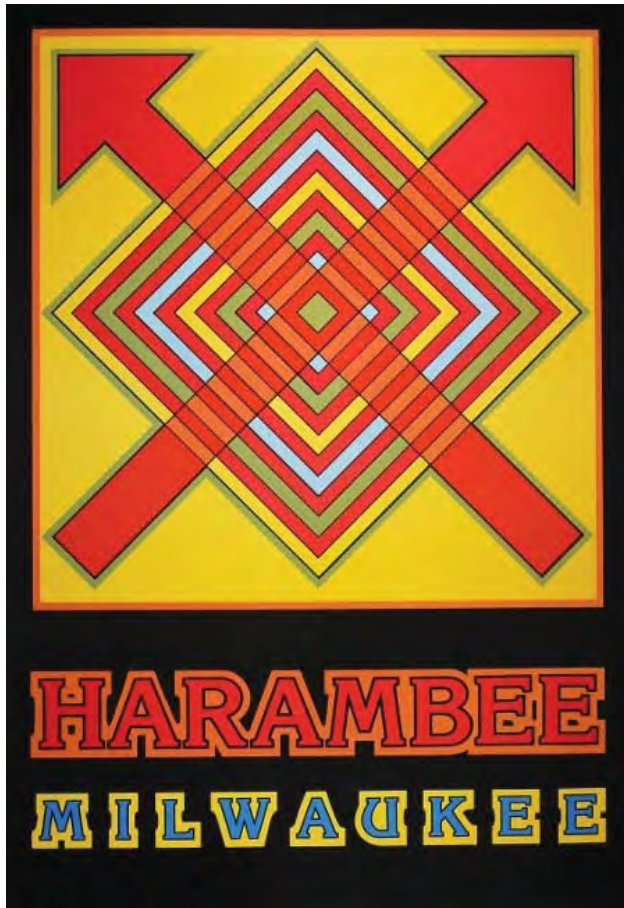
The vision in this plan is to create a gateway intersection to the Harambee neighborhood through the redevelopment of buildings and businesses supported by a carefully designed streetscape, public open space, public art, and a redesigned right of way.

The plan suggests streetscape improvements that include landscape elements, pedestrian amenities (such as benches) and wayfinding or signage that promotes the Harambee sense of pride, community and positive image. It also suggests promoting public open space as part of future development to integrate the surrounding community with the new residents.

Mixed use development in the surrounding area that would increase pedestrian activity and benefit the entire community is preferred. New development in the catalytic project area should complement existing businesses on King Drive and add to the economic momentum that has been established for the northern section of King Drive.

Area Action Plans

Harambee Neighborhood Action Plan Summary (2007)



source: Harambee Great Neighborhood Initiative

SUMMARY: RESIDENTIAL WITH STRONG SENSE OF COMMUNITY AND CULTURE

Residents in the Harambee Neighborhood see dramatic changes to the south, and steady improvements to the east, and they fear displacement. At the same time they see the homeownership rate declining and more properties being converted to rental. These changes in the market, along with other neighborhood conditions and a sense of declining opportunities, affect their level of confidence about their future, and the future of the neighborhood.

The vision in this plan is that Harambee becomes a neighborhood of choice for a range of stakeholders. The residential clusters of Harambee strive to be places where people want to move in and stay, where businesses can find an attractive market, and where government makes investments similar in size and impact to those in other Milwaukee neighborhoods. To achieve this, the plan identifies 9 primary strategies.

1. Strengthen neighborhood identity and sense of

place by naming residential clusters and building community pride.

2. Intervene directly in the housing market by marketing homeownership opportunities in the existing stock while expanding and preserving affordable housing opportunities.
3. Help existing residents to maintain and improve their homes.
4. Promote activities that improve residents' health and the environment.
5. Strengthen leadership capacity among residents and increase the density of social connections.
6. Better connect agencies and institutions to the neighborhood.
7. Develop a one stop shop for job training and placement, employment skills, and financial education.
8. Improve public safety.
9. Encourage youth activities related to arts and community events.

Area Action Plans

Riverworks Strategic Action Plan Summary (2012)



RIVERWORKS

CENTER



source: riverworksmke.org

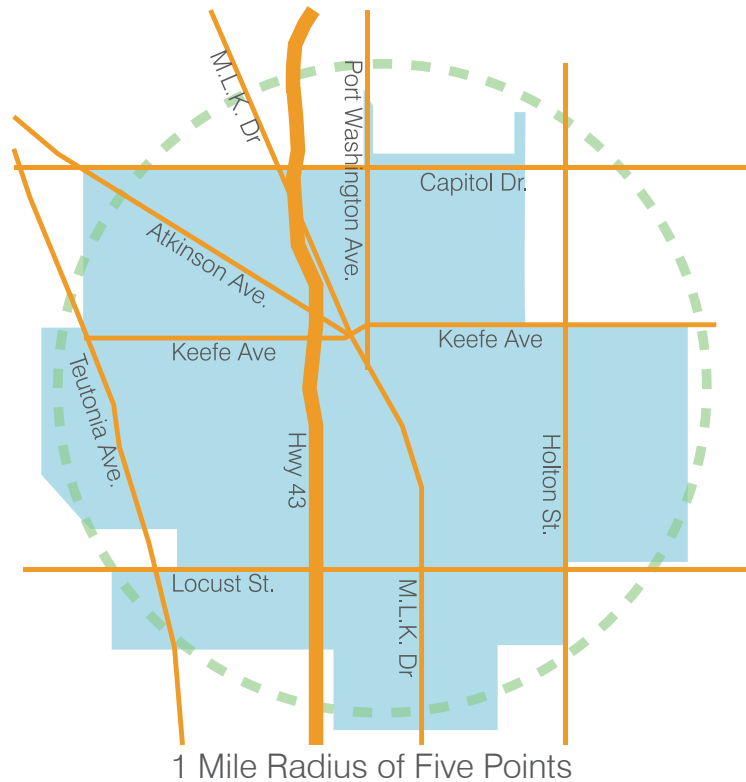
SUMMARY: MODERNIZED INDUSTRY AND RETAIL

Like many older manufacturing districts, Riverworks is a mixed neighborhood including: family businesses that have evolved over fifty years (or more), older companies that have been bought out by their modern counterparts, and a few remnants of its heyday as a manufacturing powerhouse.

Since the closure of the AMC plant in 1988, Riverworks has transitioned from a predominantly industrial area surrounded by a “walk-to-work” neighborhood to an industrial district with compatible commercial uses. The Riverworks Development Corporation has made strategic improvements to its corporate business park along with substantive improvements to the Capitol Drive commercial corridor. The Harambee neighborhood that had experienced disinvestment is making a comeback in owner occupancy, amenities, and quality of life. In support of these major initiatives, groups that make up the Riverworks Center District plan to pursue the following measures:

1. Support manufacturing businesses in their efforts to innovate, expand, explore new product lines, and find new markets for existing products.
2. Double efforts to reuse/recycle vacant or abandoned industrial or commercial properties within the district.
3. Seek out private-public partnerships that improve both the corporate business park and the surrounding neighborhood.
4. Improve corporate identity and branding, and improve the visual appeal of streets, driveways, landscaping, fencing, pedestrian connections signage, and building facades.
5. Resolve infrastructure and land use issues that may limit business development.
6. Pursue a Main Street type approach to redevelopment and improvement of the Capitol Drive commercial corridor so that it becomes a shopping district valued and patronized by neighborhood residents

Area Facts



27,738

Total Population

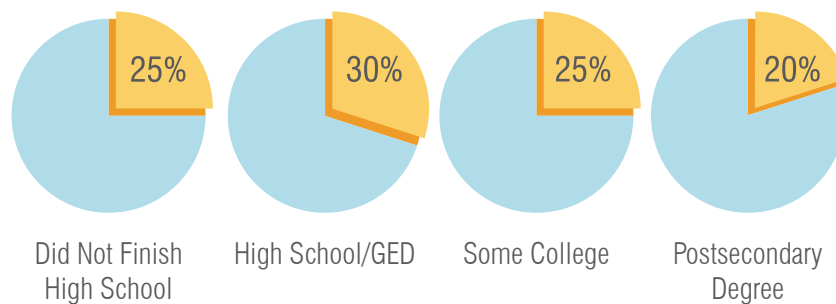
9,975

Number of Households

\$23,676

Median Household Income

Highest Level of Education Attained



1,927

Number of Middle Class Families
>\$50,000 household income

Area Facts

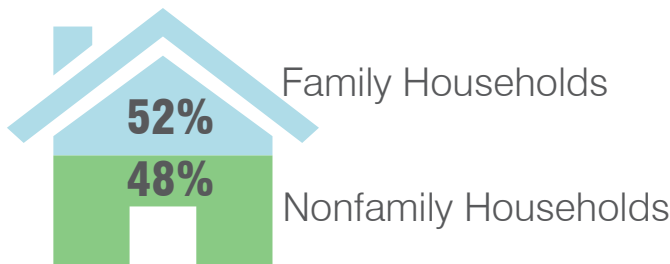
Home Ownership: **34%**



Occupancy: **87%** (13% Vacant)



Household Make Up



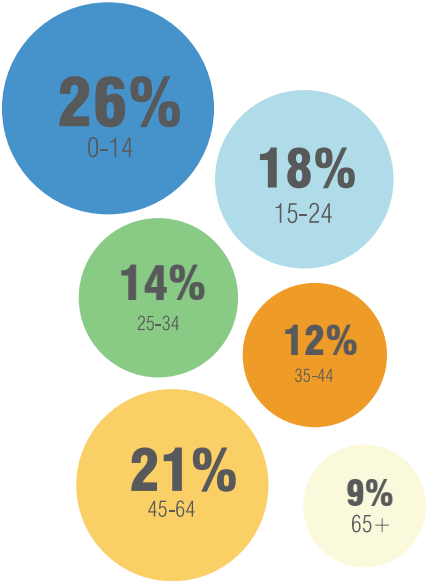
2.76



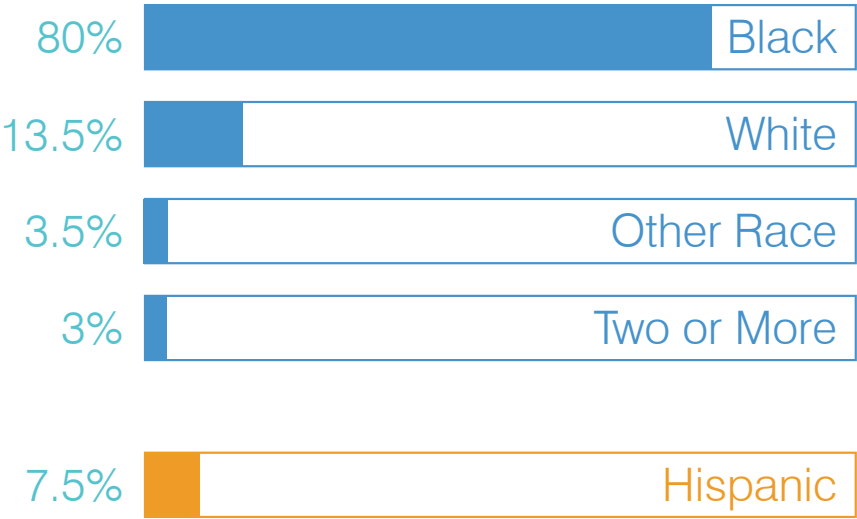
Average Household Size

Age Group

29
Median Age

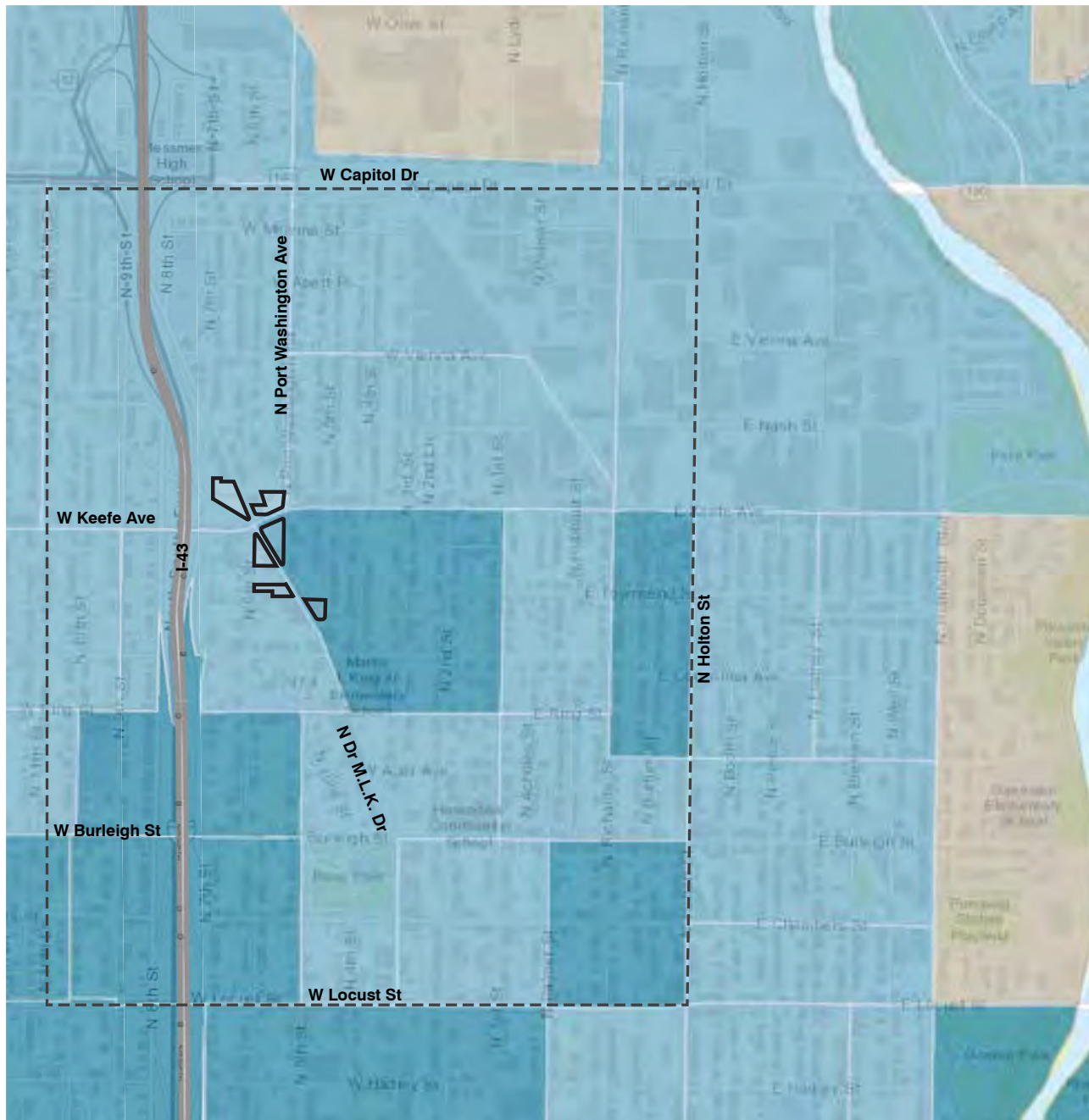


Ethnicity



Area Mapping

Median Age



2016 USA Median Age

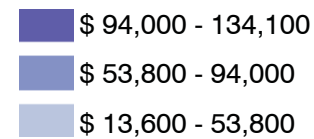
36- 44 years of age

27-36 years of age

0-27 years of age

source: ESRI Forecast for 2016

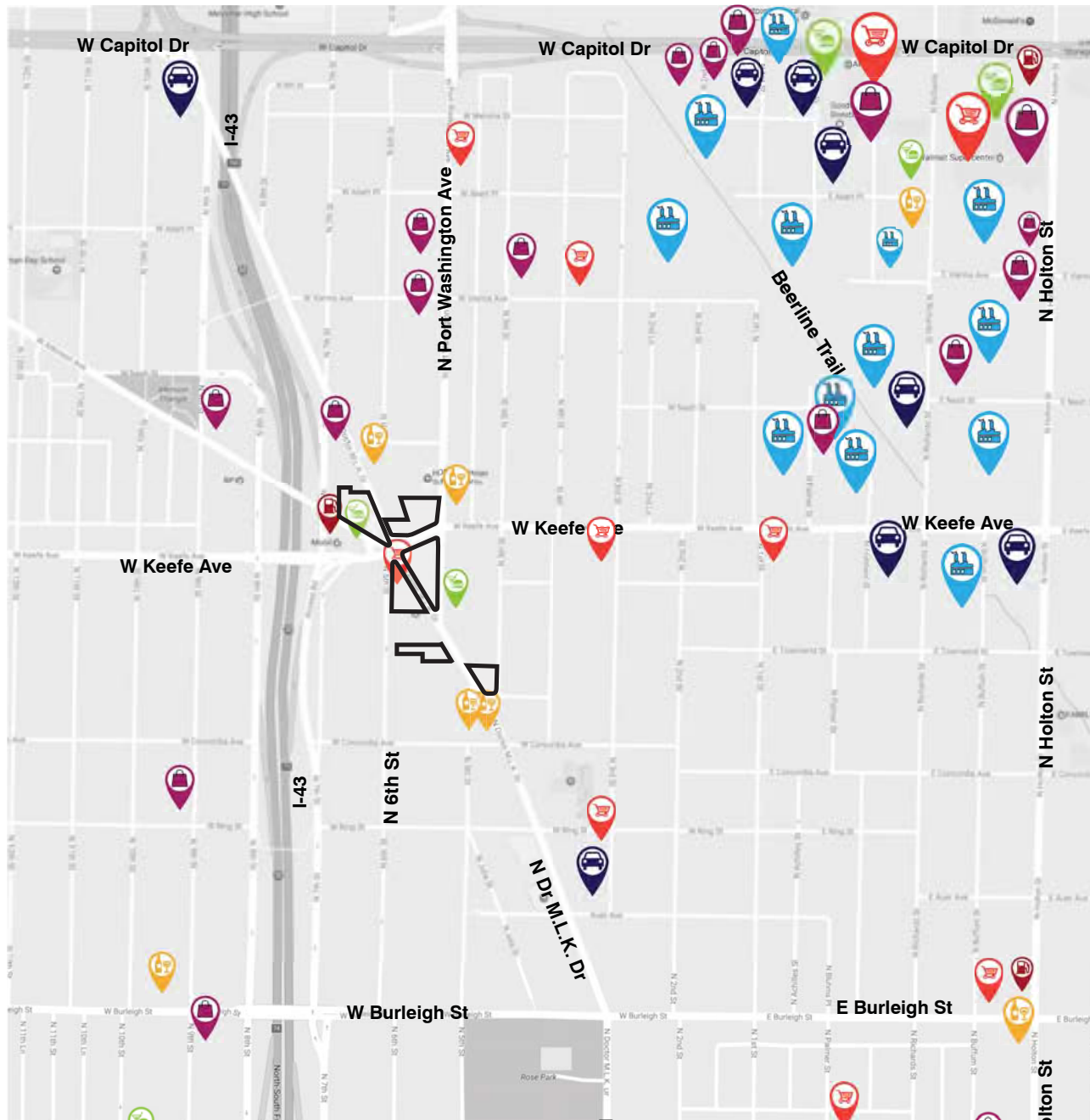
Median Income



16 | Five Points Charette | Community Design Solutions

Area Mapping

Business Diversity

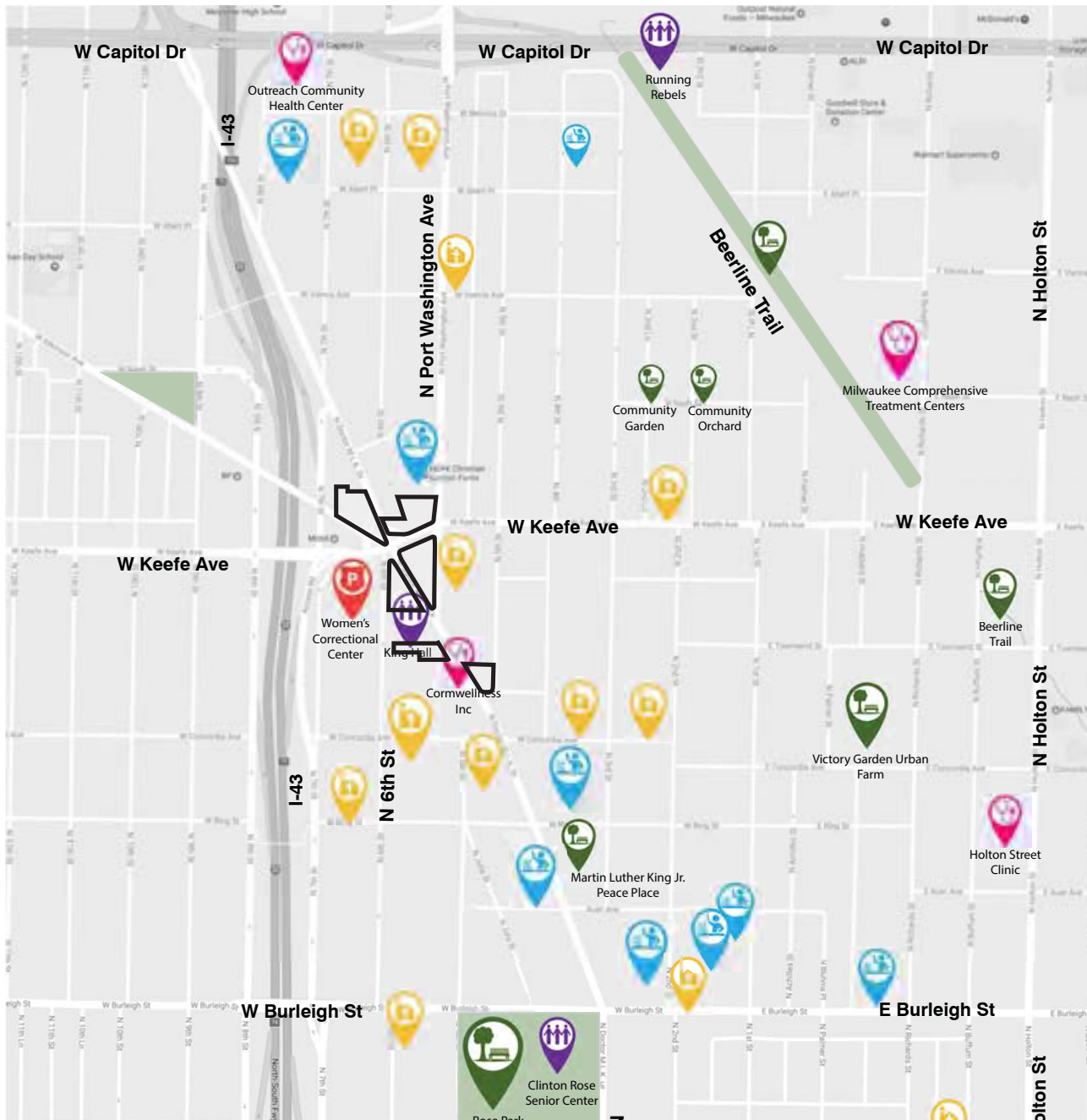


-  Food and Bar
-  Retail
-  Gas Station
-  Grocery
-  Liquor
-  Auto Shop/ Repair
-  Industry/Manufacturing

source: Google Maps

Area Mapping

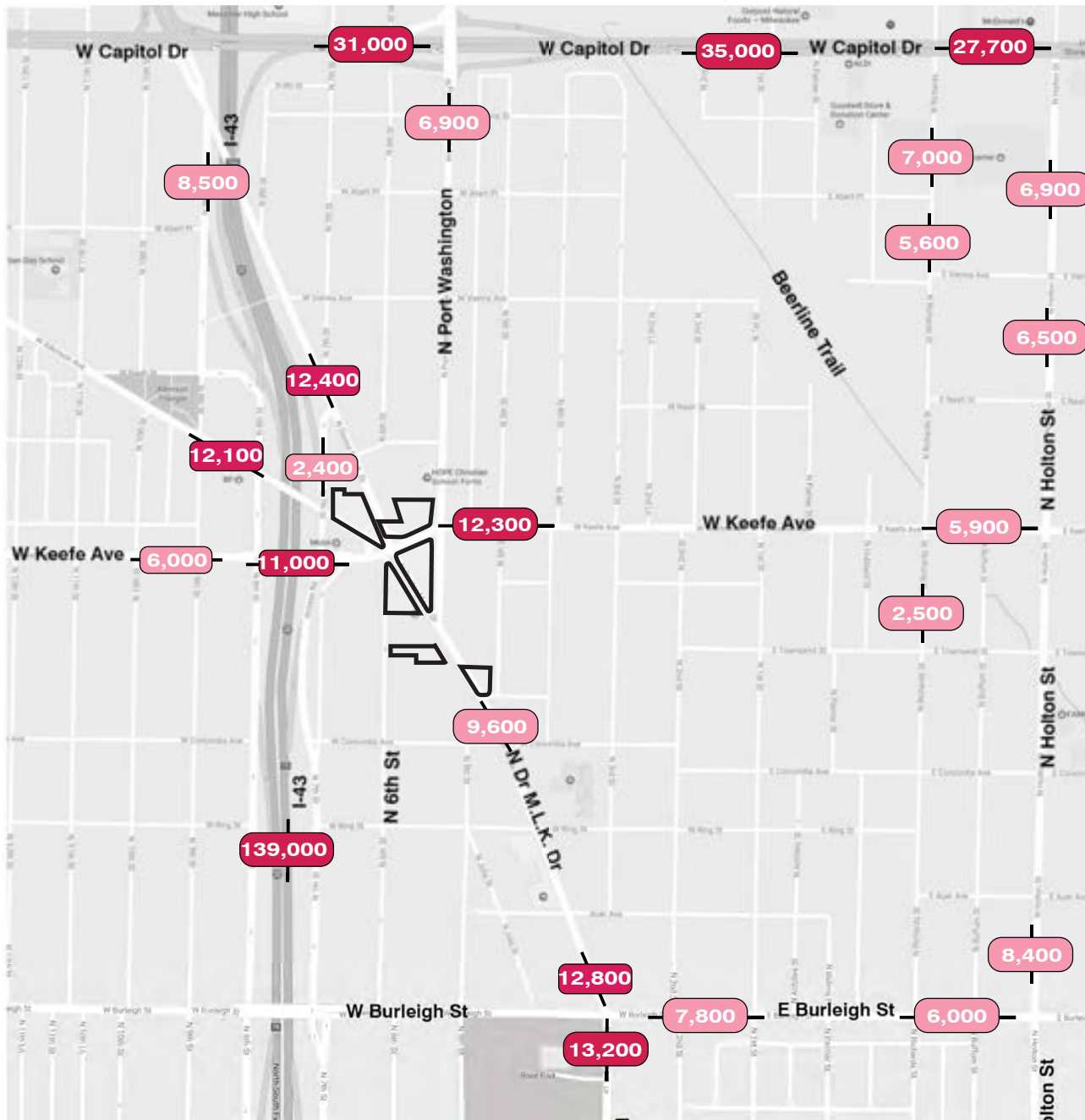
Community Assets



source: Google Maps

Area Mapping

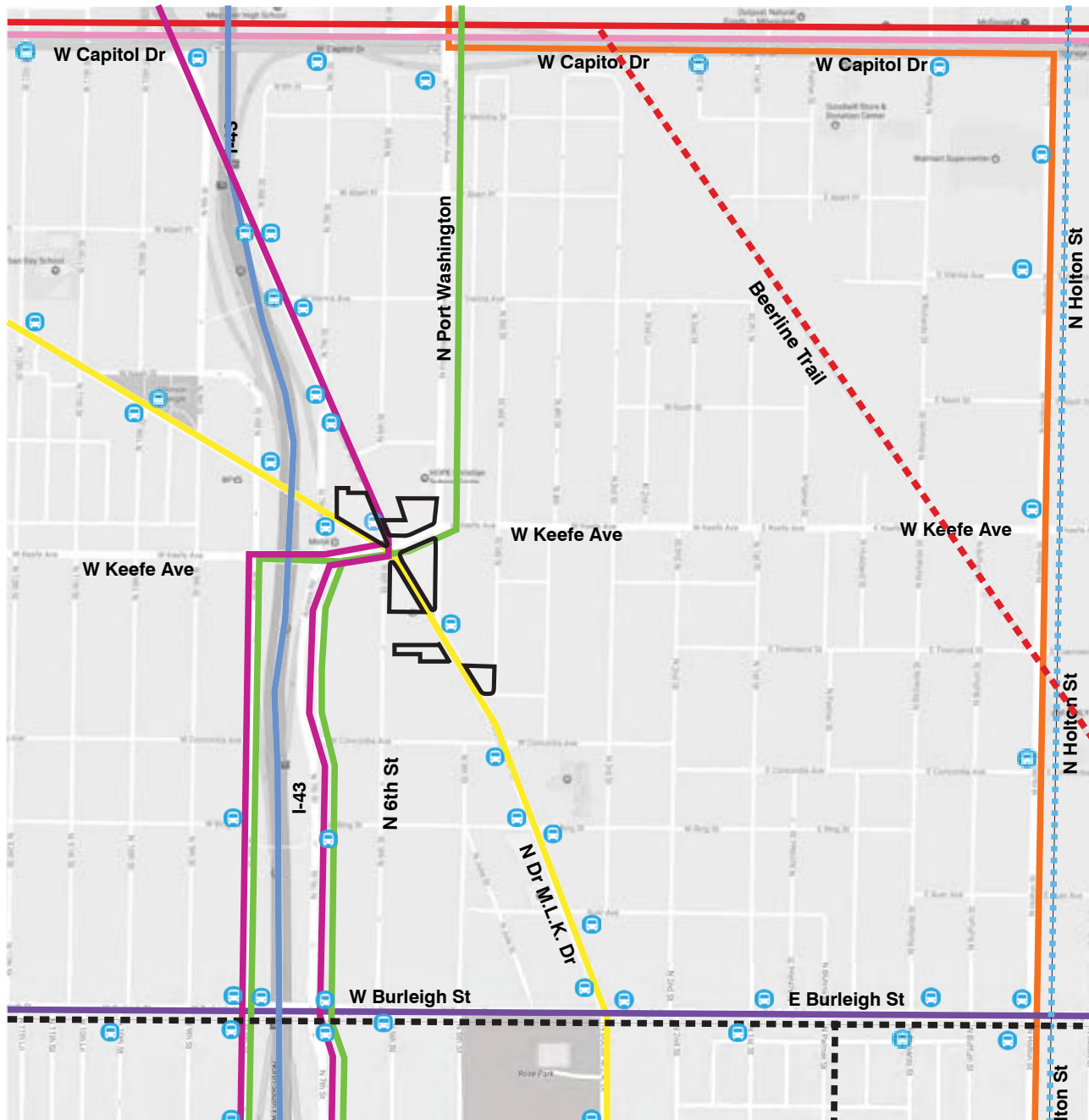
Traffic Counts



source: Wisconsin DOT

Area Mapping

Public Transportation



Bike Routes

- Bike Route
- - - Trail System
- ... Preferred Streets for Biking

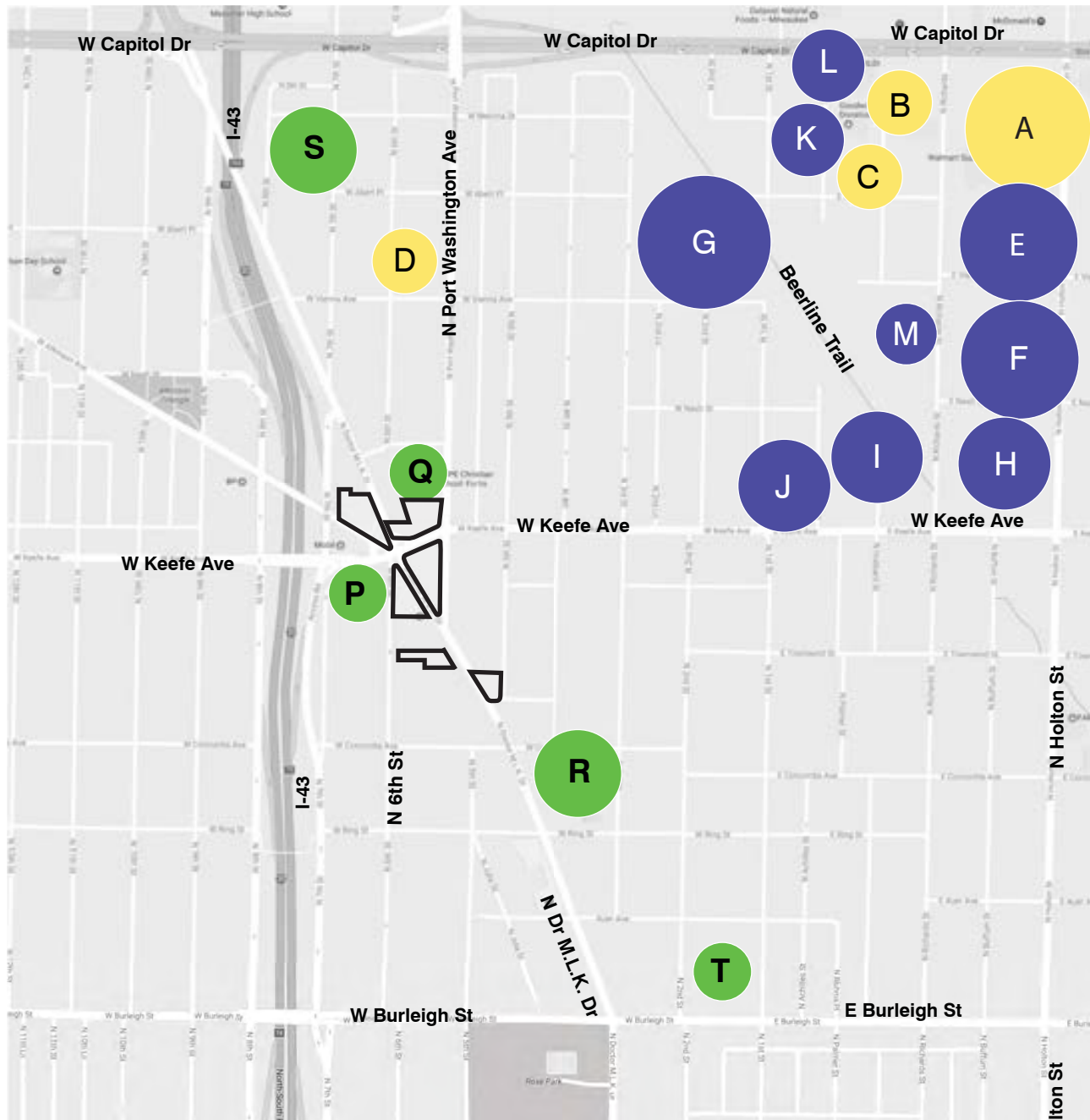
Bus Routes

- #15 Holton - Kinnickinnic
- #60 Burleigh Street
- #19 MLK - S. 13th & S. 20th
- #40U Holt - College UBUS
- #80 6th Street
- #143 Ozaukee County Express
- #62 Capitol Drive
- #42U 6th St. - Port Washington Rd. UBUS
(Runs during Fall and Spring semesters only)
- RED Red Line

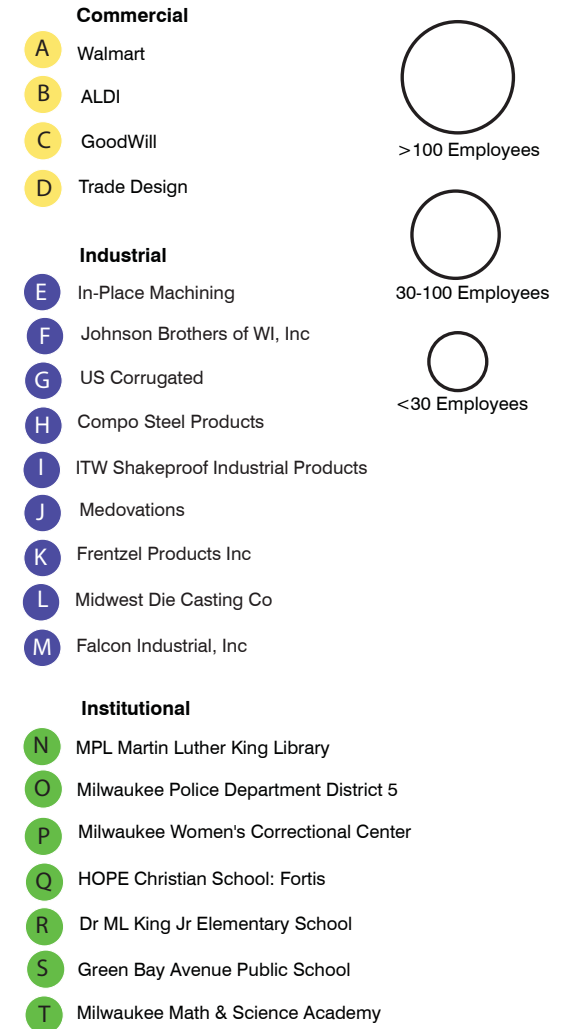
source: Wisconsin DOT

Area Mapping

Major Employers

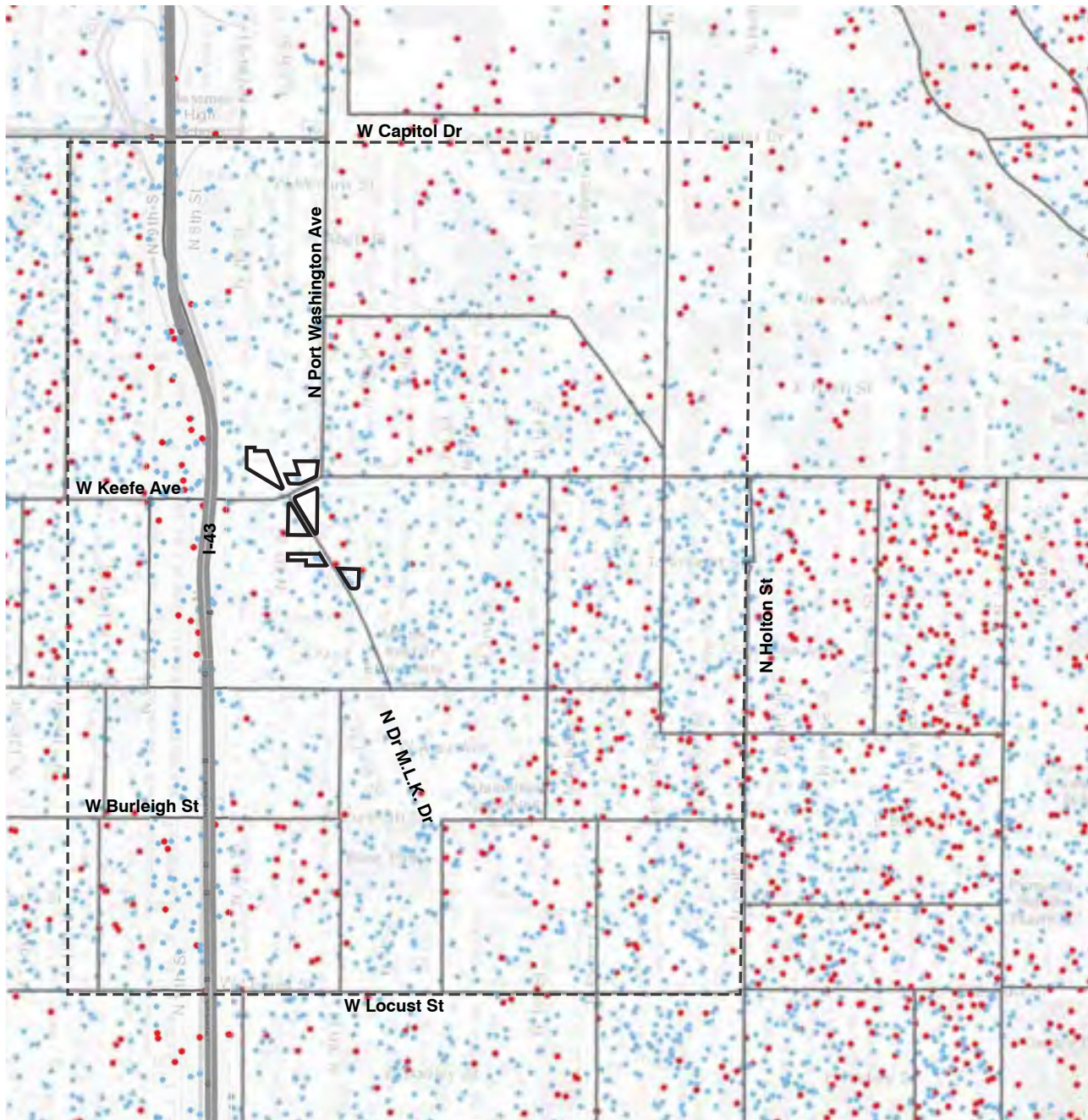


source: Individual employers' websites



Area Mapping

Middle Class Households (income greater than \$50,000/year)



Household Income (in 2015 Inflation Adjusted Dollars)

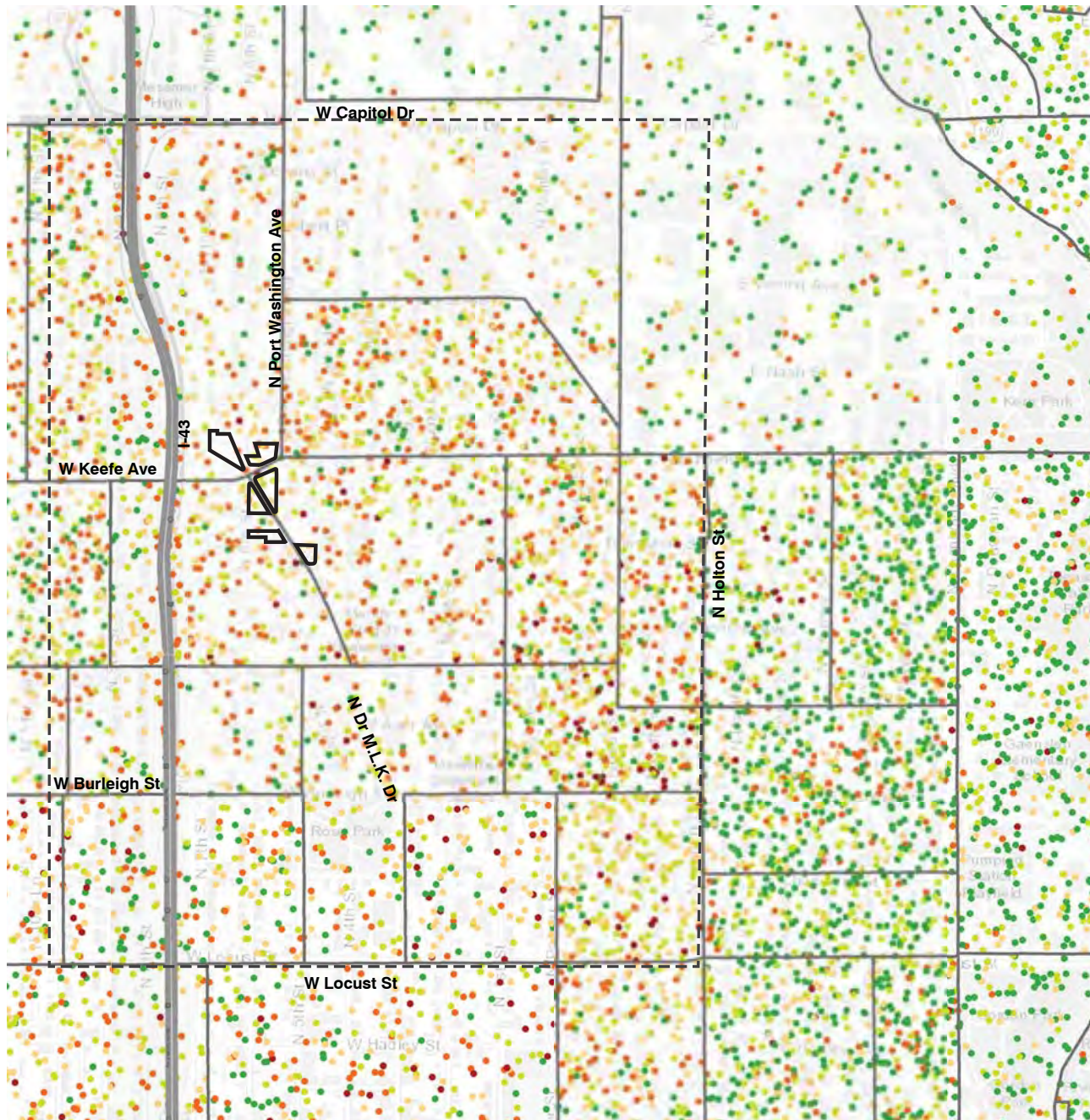
One dot= 2 households
(Dots do not represent property addresses)

- Less than \$50,000
- More than \$50,000

source: ACS 2011-2015

Area Mapping

Educational Attainment



source: ACS 2011-2015

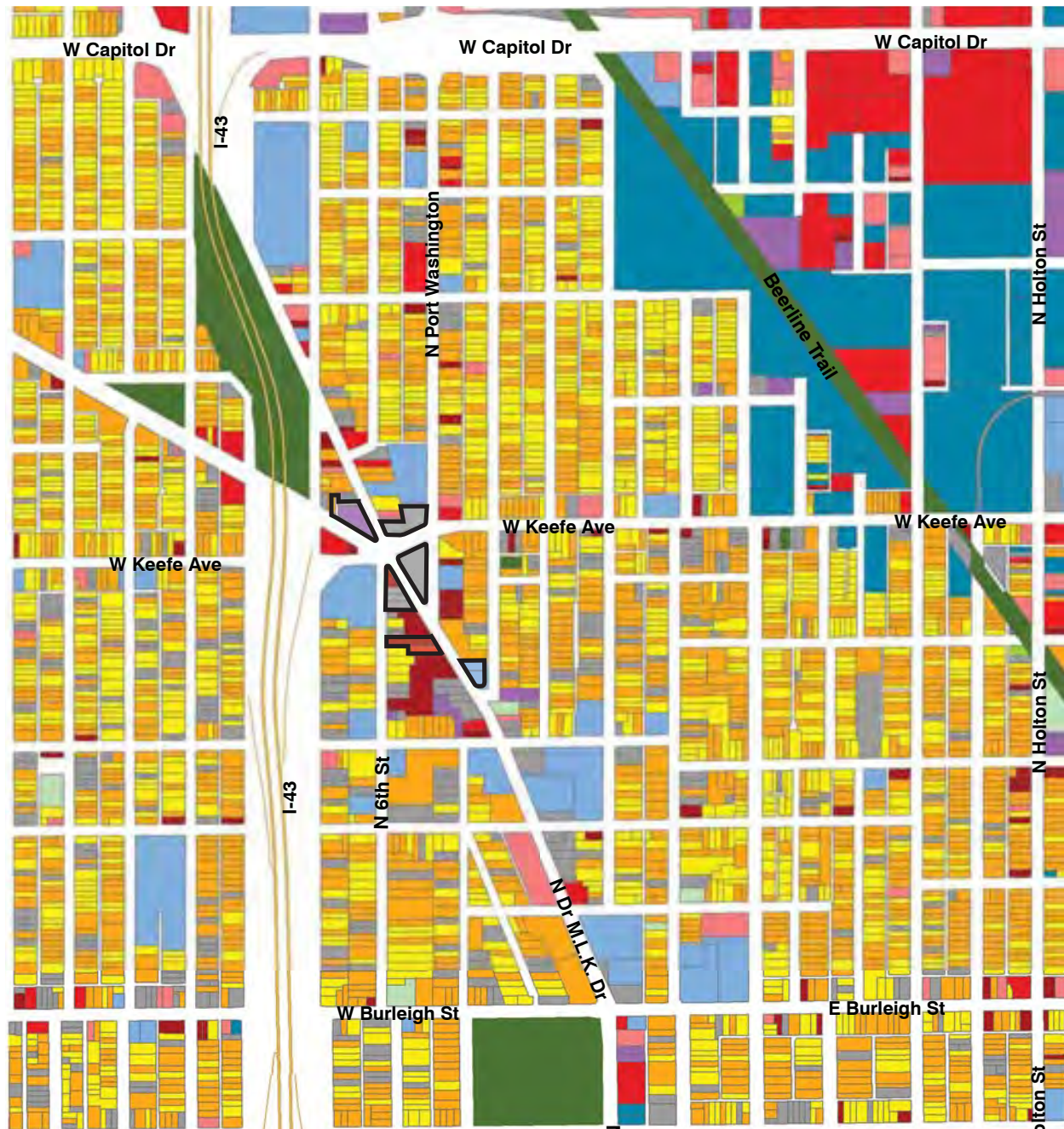
Educational Attainment for the
Population 25 Years and Over

One dot= 2 people

- No schooling completed
- Some school, no high school degree
- High school diploma
- Some college, no degree
- College degree

Area Mapping

Land Use

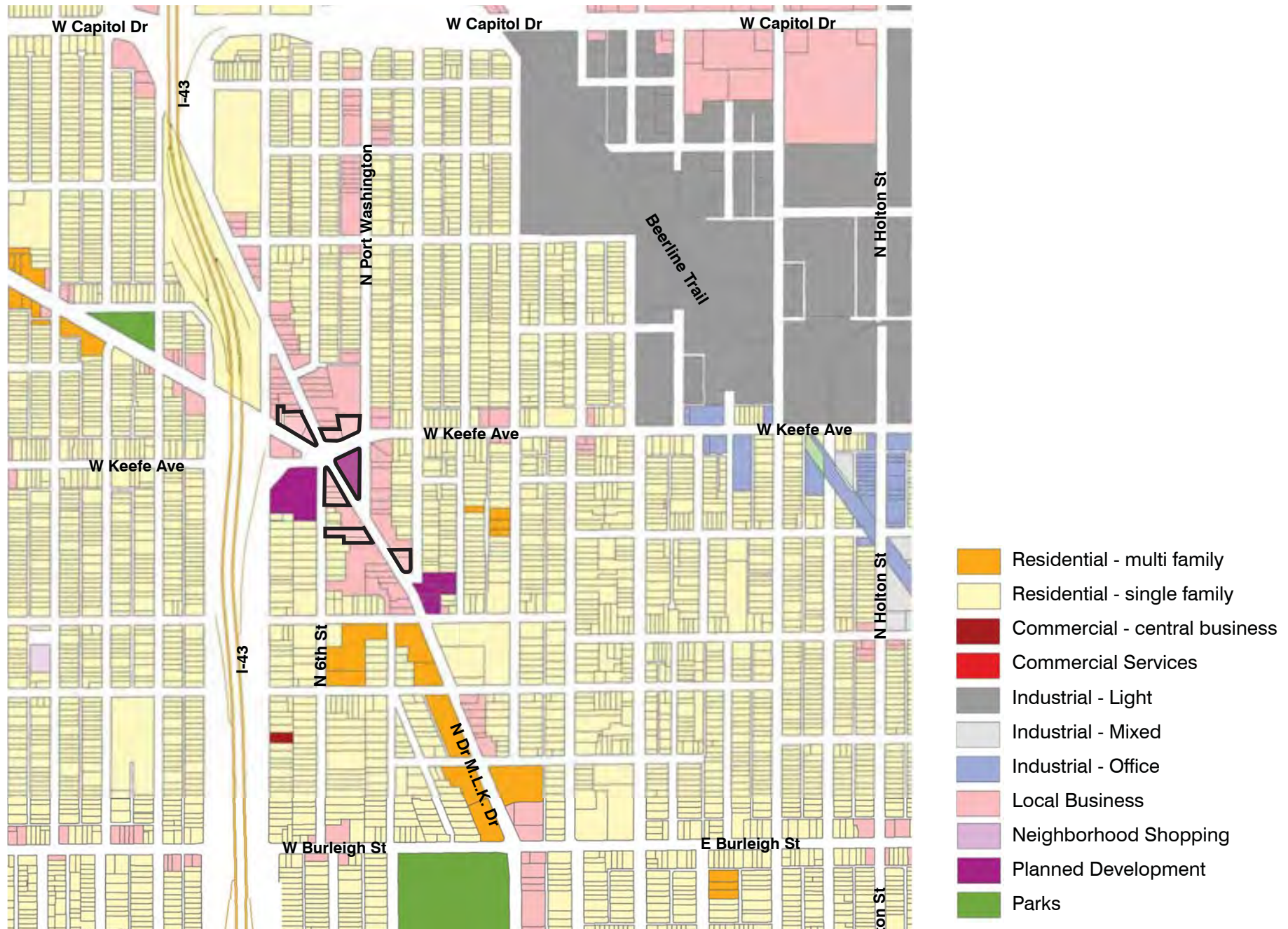


- Residential - single family
- Residential - multi family
- Mixed Commercial and Residential
- Wholesale & Retail Trade
- Services, Finance, Insurance & Real Estate
- Mixed Commercial
- Manufacturing, Construction & Warehousing
- Transportation
- Agriculture & Fishing
- Public Schools & Buildings, Quasi- Public E
- Public Parks, Quasi- Public Open Spaces
- Vacant Land

source: City of Milwaukee

Area Mapping

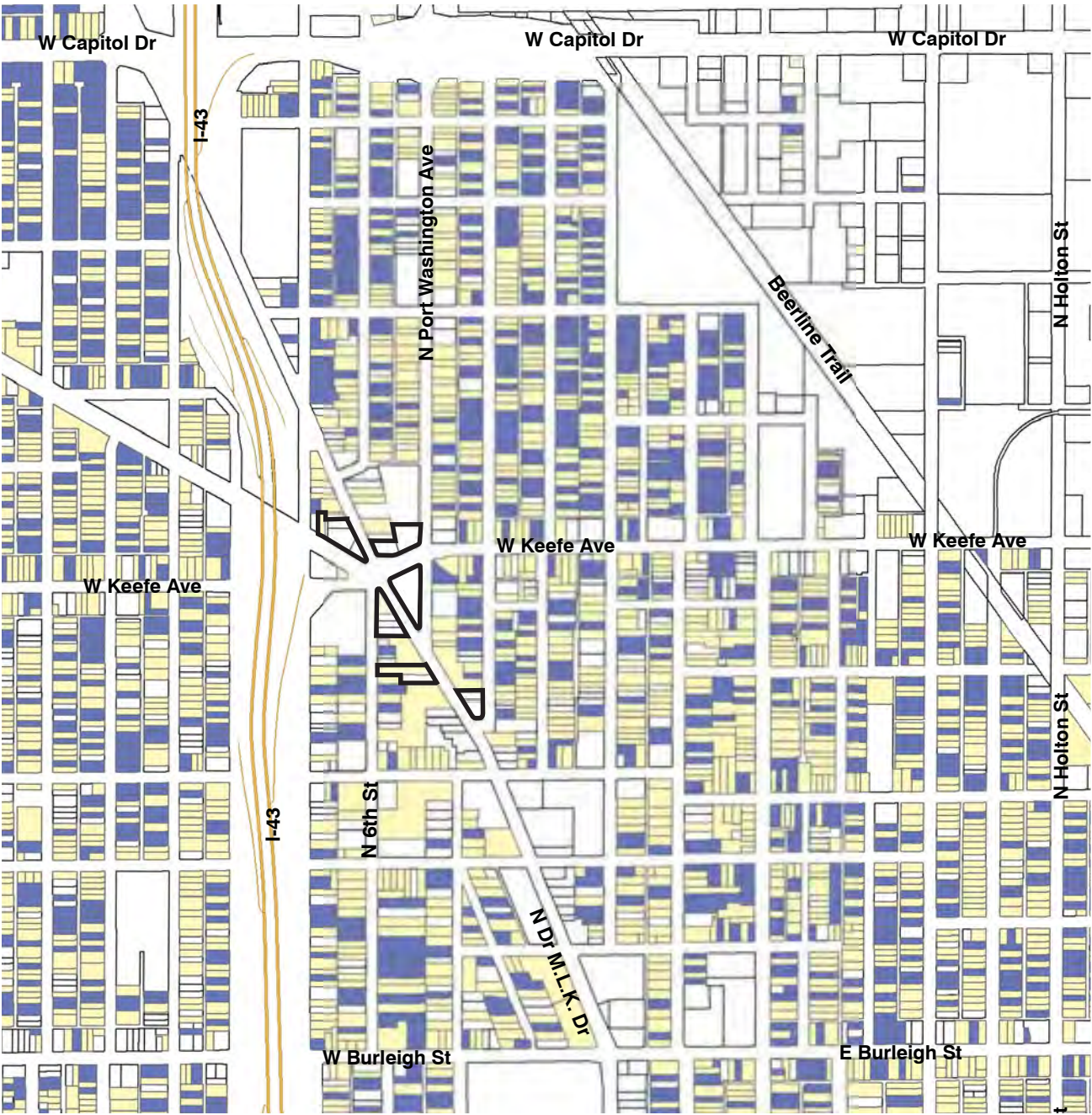
Zoning



source: City of Milwaukee

Area Mapping

Owner Occupied Residences

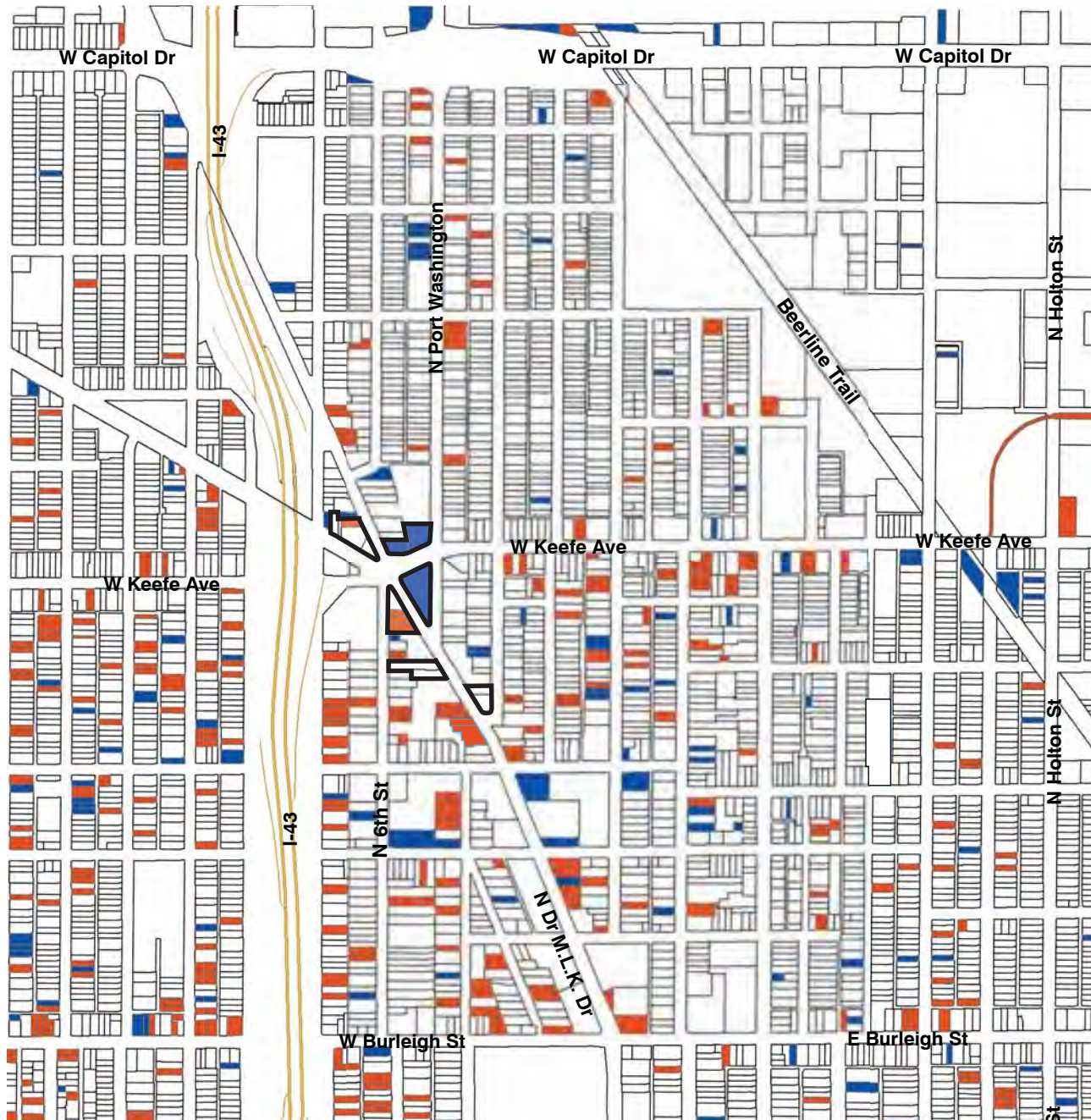


source: City of Milwaukee



- Residential non-owner occupied
- Residential owner occupied

Area Mapping

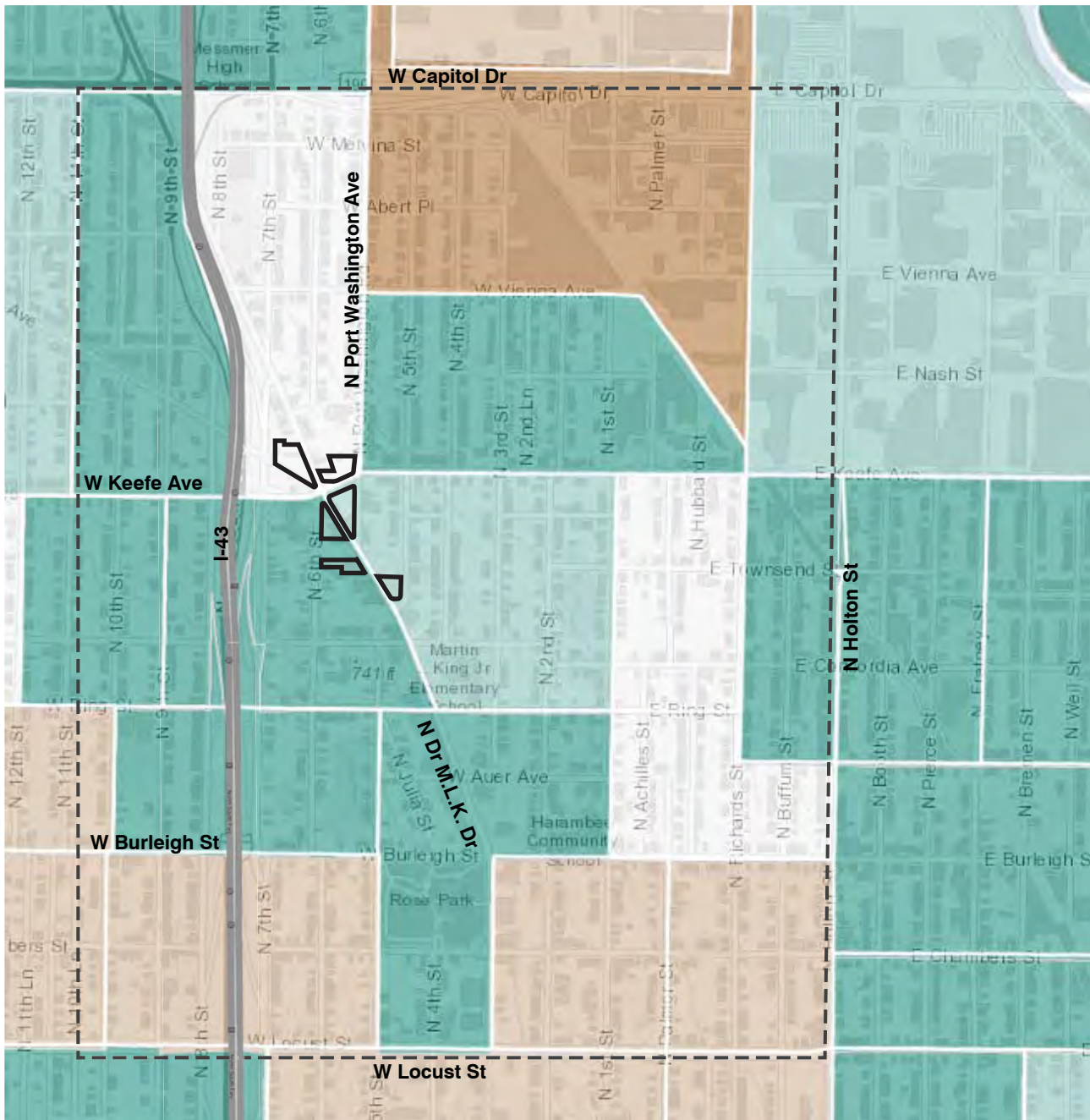
Vacant Lots








source: City of Milwaukee

-  Privately owned vacant lot
-  City owned vacant lot

Grocery Store Market Opportunity



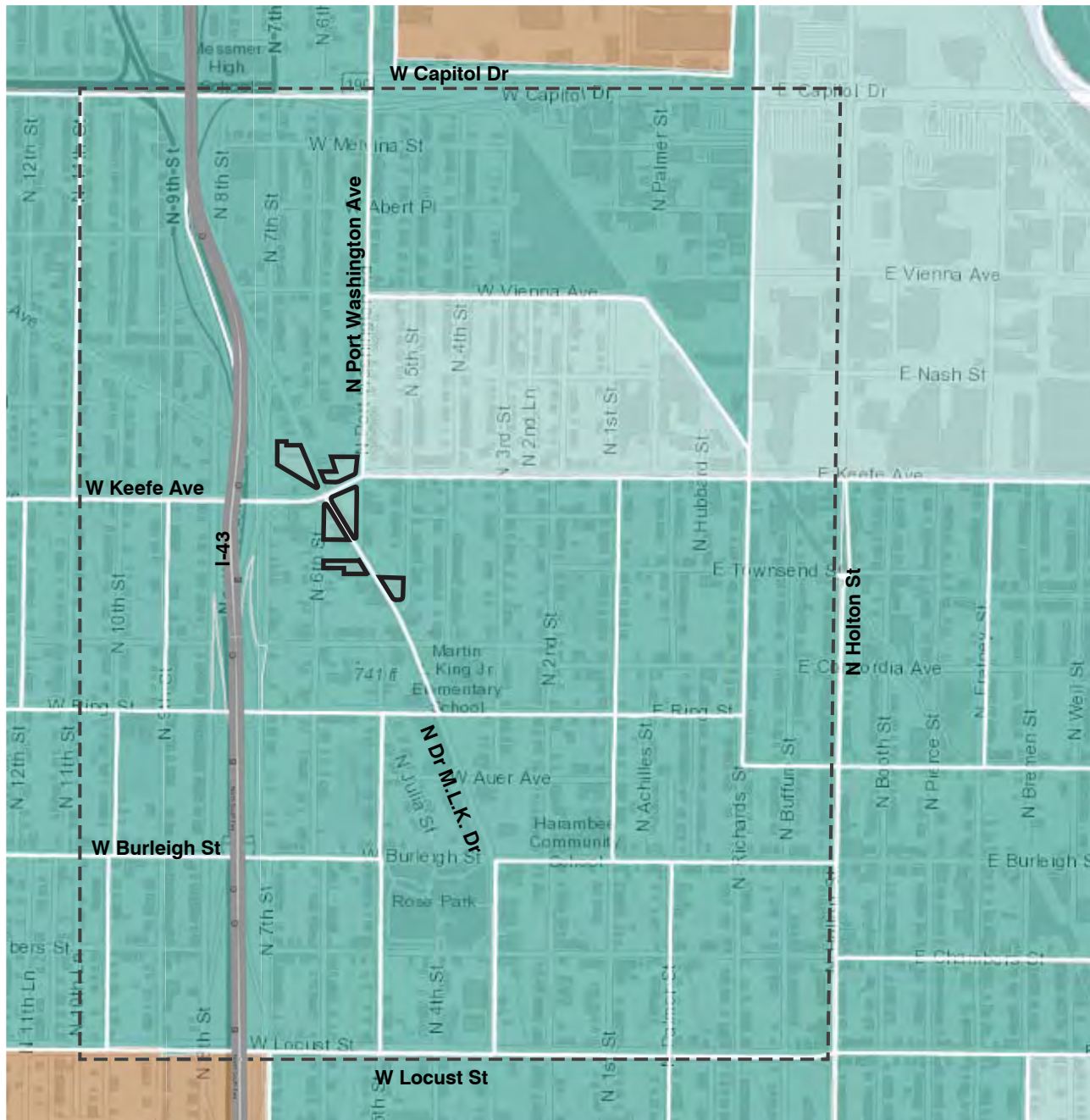
2016 USA Grocery Store Market Opportunity

-  Demand Greatly Exceeds Supply
-  Demand Exceeds Supply
-  Relatively Balanced Market
-  Supply Exceeds Demand
-  Supply Greatly Exceeds Demand

source: ESRI forecast for 2016

Area Mapping

Clothing Retail Market Opportunity



source: ESRI forecast for 2016

2016 USA Clothing/Accessory Store
Market Opportunity

- Demand Greatly Exceeds Supply
- Demand Exceeds Supply
- Supply Exceeds Demand
- Supply Greatly Exceeds Demand

Precedent: Adaptive Reuse

Milwaukee, Wisconsin

OUR DAILY SALT

Layton Boulevard Neighborhood

- Abandoned nail salon converted into woodworking shop
- Creates products and sells them in store
- Layton Boulevard Neighborhood Association award winner
- Small scale independent entrepreneurs



Exterior view



Showcasing fine wood products



Turning a bowl on the lathe



Workshop in the back of the store

Precedent: Housing

Albuquerque, New Mexico



Exterior of apartments

CASITAS DE COLORES

DEKKER/Perich/Sabatini

- Affordable housing
- Incorporates small playground for children
- Colorful massings are interesting and provide a brand to the neighborhood
- Townhome and apartment style units



Aerial view of setting



Courtyard with small playground

Precedent: Mixed Use

Nashville, Tennessee

CENTENNIAL MIXED-USE

Building Ideas

- Apartments above restaurants
- Small triangular site
- Pedestrian friendly streetscape
- Greenery, sidewalk and protected outdoor seating
- Parking incorporated into secondary streetscape



Exterior view



Ground floor restaurants



Aerial view of site context

Precedent: Public Market

Bangkok, Thailand

FOOD VILLA MARKET

I Like Design Studio

- Open air, covered market
- Urban setting
- Houses many vendors for food and other goods
- Industrial frame structure
- Open floor plan for vendors to come and go



Exterior view of market



Interior market layout



Shared vendor seating

Precedent: Public Space

Covington, Virginia



A simple threshold pavilion



Elevation view of shelter

COVINGTON FARMERS MARKET

Design/BuildLAB

- Farmers market pavilion
- Flexible use shelter
- Simple concept for covered public space
- Allows flexibility of program and farmers market set up
- Becomes a designed public space completely shared by the community



Farmers market in action

Precedent: Retail/Service

San Francisco, California



Exterior view

BOUDIN BAKERY

Design/BuildLAB

- Larger bread factory replacing original building
- Neighborhood destination and local amenity
- Views of production from the street
- Boudin produces at this facility and transports to smaller bakeries
- Interaction with the storefront is a free experience



Watching Sourdough getting made



Prepping the dough



Showcasing a crab shaped loaf of bread

Precedent: Sustainable Offices

Seattle, Washington

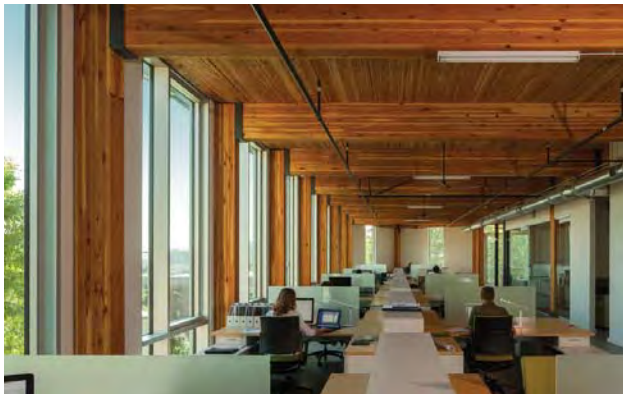
BULLITT CENTER

Miller Hull

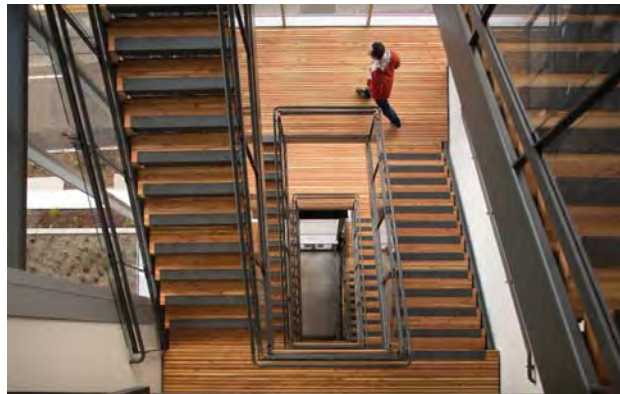
- Sustainable office building
- Utilizes solar and geothermal energy
- Small site in an urban setting
- Composting toilets and greywater recycling cuts down on resource consumption
- Gateway architecture
- Mixed-use an option



Exterior view



Office space



Well designed stairs to promote use



Massive photo-voltaic array

Precedent: Adaptive Reuse

Chicago, Illinois



Exterior View

LILLSTREET ART CENTER

- Adaptive reuse of factory warehouse for center for arts
- Can be done at smaller scales as well
- Community art classes
- Galleries
- Art sales



Hosting a wedding



Gallery of Work on display



Ceramics Class

Precedent: Hybrid Program

Antwerp, Belgium

WASBAR, LAUNDROMAT + CAFE

- Laundromat with a cafe
- Allows users to enjoy a cafe atmosphere while doing laundry
- Indoor and outdoor seating areas make it a more pleasant place to wait
- Small community retail and service



Exterior seating area



Washing Machines along a wall



Lounge area



Cafe with food and drinks

Precedent: Neighborhood Health Center

Northampton, Massachusetts



Main entry facade to clinic



View from accessible parking lot



Bright reception area

SCHACT CENTER FOR HEALTH AND WELLNESS

SGA

- Small scale community health clinic
- Ample daylighting
- Offers traditional clinic amenities
- Site incorporates green space and parking
- Provides basic health services for a small community



Room with medical equipment

Focus Group Feedback

Residents, Developers, Property Owners, Funders, Community Leaders



RESIDENTS: KEY TAKE-AWAYS

- Health clinic: Holistic health focused on wellness and educating residents
- Youth center: Artistic focus, recording studio, or educational and financial literacy
- Fresh grocery market: Fresh produce available in the neighborhood
- Greenspace is desired: Multi-generational with activities for all ages
- Affordable cafe as social gathering spot combined
- Rentable/sharable office space focusing on local entrepreneurs
- Dangerous intersection needs to be addressed
- Opportunity to combine training, making and selling of products







DEVELOPERS AND COMMUNITY LEADERS: KEY TAKE-AWAYS

- Rentable/shared office space with a cafe focused on propelling local entrepreneurs
- Fresh grocery market
- Multi-generational housing for families with outdoor spaces
- Drive through restaurant feasible since it is on commute to downtown
- Restaurants desired
- Need to incorporate billboards into designs for certain sites
- Streetscape enhancements are desired
- Makerspace desired
- Educational opportunities for variety of ages

Opportunity Sites



SITE ASSIGNMENTS AND SUGGESTED PROGRAM

SITE	ARCHITECT	PROGRAM
1	Korb and Associates 	New construction <ul style="list-style-type: none"> Multi generational housing, parking Shared green space for residents Active first floor market Public space
2	Galbraith Carnahan 	New construction <ul style="list-style-type: none"> Holistic health clinic Community focus Public space Onsite parking
3	American Design 	New construction <ul style="list-style-type: none"> Housing with parking Restaurant Public space Traffic considerations
4	Engberg Anderson 	Adaptive reuse <ul style="list-style-type: none"> 1 or 2 story restaurant/cafe Upper apartments or offices Public parking
5	Quorum 	Adaptive reuse <ul style="list-style-type: none"> Youth community focus Educational recording studio Shared parking with King Hall
6	Uihlein Wilson 	Adaptive Reuse <ul style="list-style-type: none"> First floor cafe, active use Incubator space, short term office Onsite parking

Charette

Architects, Business Leaders, Residents, City Staff, Developers, Property Owners



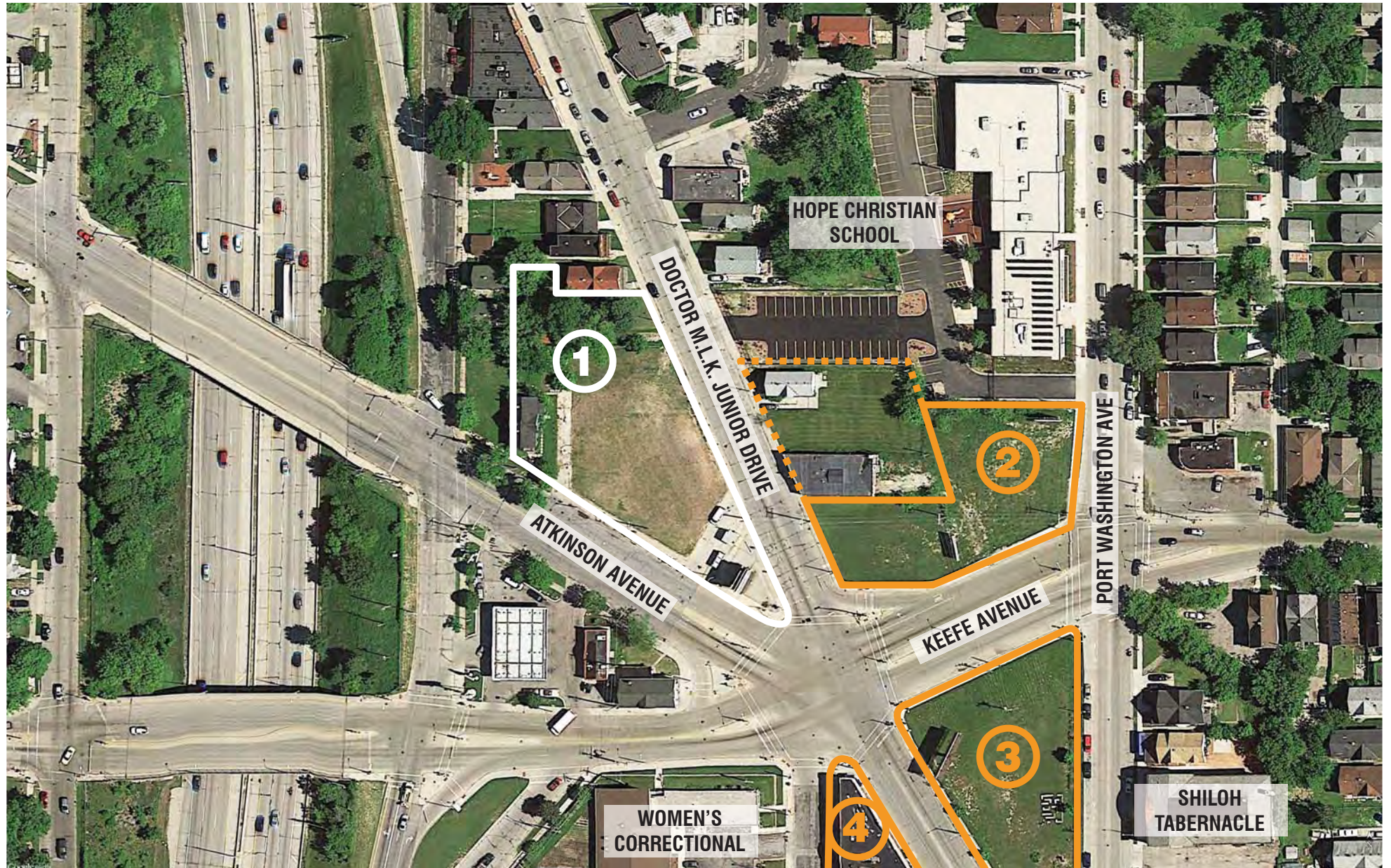
Charette

Architects, Business Leaders, Residents, City Staff, Developers, Property Owners



Site 1: Former WE Energies Site

Satellite view



27,008 SF
(0.62 acres)

Site 1: Former WE Energies Site

Site summary



panoramic view looking south

SITE SUMMARY

This site originally contained a WE Energies building. Currently, the site is vacant and overgrown. The site borders Atkinson Avenue and Doctor M.L.K. Jr Drive. At the southern most corner of the site is a large double high billboard and a bus stop taking advantage of their prominent location on this busy intersection.

DEVELOPMENT IDEAS: NEW CONSTRUCTION

- Fresh food
- Public market
- Public space
- Housing, multi-generational
- On-site parking
- Integrate billboard



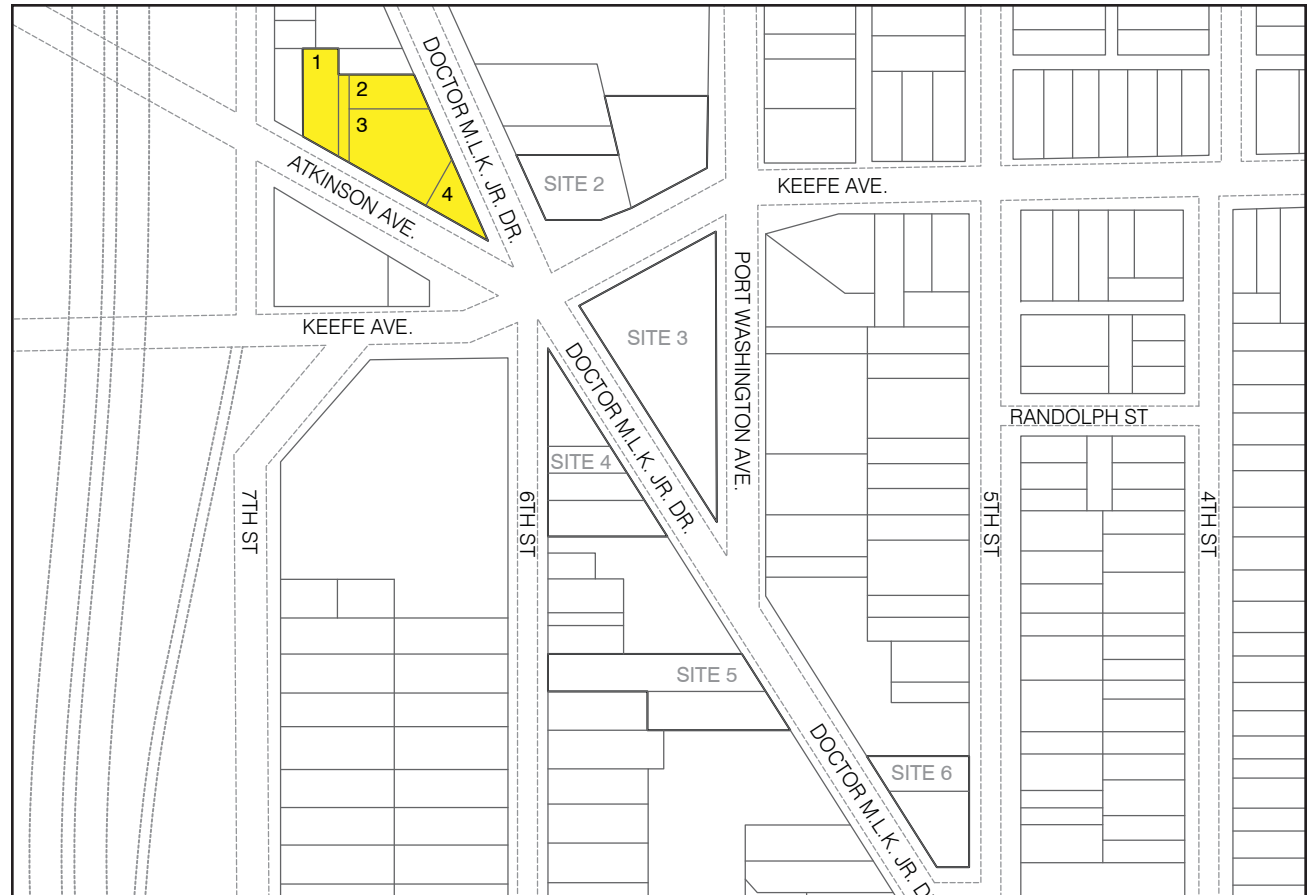
view looking east down Atkinson Ave.



view looking north up Doctor M.L.K. Jr Dr.

Site 1: Former WE Energies Site

Site details



LOT	OWNER	ZONING	ADDRESS	LOT SQUARE FEET
1	City of Milwaukee	LB2	636 W Atkinson Ave.	4,858
2	City of Milwaukee	LB2	3535 N Doctor M.L.K. Junior Dr.	5,154
3	Wisconsin Electric Power	LB2	3531 N Doctor M.L.K. Junior Dr.	12,172
4	Milwaukee County	LB2	3509 N Doctor M.L.K. Junior Dr.	4,824
				27,008 (0.62 acres)

Site 1: Former WE Energies Site

Birds eye view

