

Corridor Analysis

Silver Spring Drive

Silver Spring Drive is an east/west mixed-use community connector also known as County Road E. The study area is anchored to the west by Valhalla Memorial Park at 51st Street and extends east to 55th Street. The study area only includes properties on the south side of Silver Spring Drive.

Opportunities

Optimize Land Use & Development Potential

- Westlawn Gardens provides density for neighborhood commercial businesses. Potential for new commercial development at the vacant lot near 60th Street or for redevelopment of the church at 68th street.

Strengthen the Street Edge

- Expansive surface parking at the southwest corner of Fond du Lac Avenue provides opportunity for adaptive reuse or infill development

Improve Transportation and Mobility

- Ensure safe crossings and accessibility near the new MKE Rec facility at 76th and Silver Spring Drive.
- Explore removal of grade-separated intersection at 76th Street.
- Large amount of high-density residential east of 76th Street could be positively impacted through walkability improvements and traffic-calming measures to improve safety.
- There is a planned project to improve existing lighting at intersections identified on the Pedestrian High Injury Network along Silver Spring Drive. This project, led by City of Milwaukee DPW, is pending construction.

Enhance Placemaking and Corridor Beautification

- Expand upon the improved streetscaping near Westlawn Gardens.

Leverage Local Resources & Economic Support

- Partner with MKE Rec to generate neighborhood participation and to promote local businesses.

Villard Avenue

Villard Avenue is an east/west mixed-use community connector that is predominantly residential. The study area begins at Appleton Avenue and extends east to 55th Street.

Opportunities

Optimize Land Use & Development Potential

- Area surrounding 76th Street presents several underutilized parcels with catalytic potential that could benefit from redevelopment or mixed-use development.
- Opportunity for Commercial rehabilitation at high visibility intersection at 60th Street.
- Continue to encourage neighborhood-oriented commercial uses at nodes, but allow flexibility for transition to residential uses, if supported by the market.

Strengthen the Street Edge

- Auto dominant areas between Medford Avenue and Grantosa Drive present opportunities for infill development along the street edge and perimeter landscaping.
- Outdoor seating or food trucks can help activate underutilized parking lots.

Improve Transportation and Mobility

- Take advantage of connections to the bus route on 76th Street with enhanced bus stop shelter.

Enhance Placemaking and Corridor Beautification

- The triangular greenspace at 76th Street presents an opportunity for a pocket park or plaza in close proximity to the bus shelter.

Hampton Avenue

Hampton Avenue is an east/west mixed-use community connector also known as County Road EE. The study area extends from 92nd Street to 51st Street. The east end of the corridor between 60th Street and 51st Street only includes properties on the south side of the street.

Opportunities

Optimize Land Use & Development Potential

- Near Appleton Avenue and Grantosa Drive, there are several large commercial parcels with a high percentage of pavement area, as well as vacancies. The proximity to amenities like Grantosa Drive Elementary School and HAPA might support mixed-use development.
- Outside of intersections with arterial roadways, there is opportunity to transition from commercial to residential on blocks with high vacancies, older building stock, adequate parcel depth (minimum of 100'), or underutilized parcels. Missing middle housing would fit the character of surrounding neighborhoods.
- 60th Street – 51st Boulevard (south side)

Strengthen the Street Edge

- At 76th Street, a large commercial node surrounding the Hampton Shopping Center presents an opportunity for infill development along the street edge or perimeter landscaping.

Improve Transportation and Mobility

- Auto dominant intersections where MCTS route connections occur are not safe and welcoming for people walking. Consider enhancing existing bus shelters along the corridor with safety improvements, and add bus shelters where they do not exist.
- The intersection at Fond du Lac Avenue is a high traffic area that would benefit from improved crossings and traffic-calming measures.

Enhance Placemaking and Corridor Beautification

- At 92nd Street, there is potential for gateway features, enhanced greenspace, or public art as you enter the corridor from the west.
- Lincoln Creek Parkway bisects the corridor near 60th Street with a large green area. This space has potential to provide a greenspace amenity for local residents with outdoor recreation and trails.

Leverage Local Resources & Economic Support

- Partner with the Hmong American Peace Academy (HAPA) to support development potential and partnerships with local businesses.

Capitol Drive

Capitol Drive, or WIS 190, is a major east/west mixed-use commercial connector serving as a key transportation corridor extending west from Pewaukee, all the way to Shorewood. The study area begins at Mayfair Road and extends east to 47th Street, with the stretch from Fond du Lac Avenue to 47th Street including properties only to the north.

Opportunities

Optimize Land Use & Development Potential

- 76th Street area has catalytic potential by incorporating mixed-use development or by increasing residential density.
- The Midtown Shopping Center site was redeveloped with street grid extension and retail out-lots, but there is still plenty of surface parking. Several opportunities exist for infill development, adaptive reuse and commercial rehabilitation to strengthen the success of this large catalytic site.
- Evaluate the zoning between 76th and 92nd Street to ensure that it permits multi-use and additional residential density.

Strengthen the Street Edge

- Several gaps in the urban fabric due to underutilized properties or expansive parking areas have potential for infill development, especially near catalytic sites such as 76th Street or Midtown Shopping Center. Additionally, the area surrounding 72nd street would benefit from infill development and commercial rehabilitation.
- Facade improvements along the street edge, especially in catalytic areas can help activate ground levels and improve safety along the street.

Improve Transportation and Mobility

- There are limited bike facilities along Capitol Drive. The corridor could benefit from dedicated bike lanes or protected facilities. Additionally, evaluate the addition of a low-stress bike route on a street parallel to Capitol Drive.
- The corridor is also very auto-dominant. Traffic calming measures and improved crosswalks including closing dedicated right-turn lanes, can help make the corridor safer for people walking.

Enhance Placemaking and Corridor Beautification

- The Lisbon Avenue intersection is a gateway to the corridor with large building setbacks and underutilized greenspace on the south corners of the intersection. Gateway features or public art could be installed, along with streetscaping enhancements.

Leverage Local Resources & Economic Support

- Large institutional presence between 88th Street and 92nd Street presents opportunities to foster partnerships for community resources.

Burleigh Street

The Burleigh Street corridor is an east/west connector between Brookfield, Wauwatosa and Milwaukee. The study area begins just east of The Mayfair Collection at the Menomonee River Parkway as a mixed-use community connector, and transitions to a neighborhood main street west of 60th Street. This corridor includes a Business Improvement District (BID) between 59th Street and Sherman Blvd, as well as borders the Sherman Park Neighborhood Improvement District (NID) to the south between 52nd Street and Fond Du Lac Avenue.

Opportunities

Optimize Land Use & Development Potential

- Opportunity for land use transition from commercial/institutional to residential on blocks with high vacancies, older building stock, adequate parcel depth (minimum of 100'), or underutilized parcels. Missing middle housing would fit the character of surrounding neighborhoods.
- 8400 block of W Burleigh (south side)
- 7600 – 7900 blocks of W Burleigh
- Properties south of Holy Cross Cemetery and Lincoln Memorial Cemetery
- Sherman Park – Fond du Lac (north side)
- Evaluate the zoning between 76th and 92nd Street to ensure that it permits multi-use and additional residential density.
- 76th Street catalytic development area
- West Burleigh Street BID catalytic development area

Strengthen the Street Edge

- Sherman Park: Activate underutilized greenspace with outdoor seating and programmed activities.

Improve Transportation and Mobility

- Evaluate the feasibility of a road diet on the four lane portion of Burleigh Street if traffic volumes allow, including the possibility of adding bike facilities that connect to the Oak Leaf Trail.
- Improve bike/ped crossings at all major intersections, schools, and parks.
- Provide on-street bike connections to the Oak Leaf Trail

Enhance Placemaking and Corridor Beautification

- Neighborhood signage branding opportunities
- Streetscape improvements in tandem with roadway redesign that improves pedestrian experience and calms traffic.

Leverage Local Resources & Economic Support

- Mount Mary University is a positive market anchor. Opportunity to pursue program partnership for upskilling and learning.
- Commercial rehabilitation and business recruitment at major intersections and within BID

Center Street

Center Street is a mixed-use community connector and neighborhood main street that begins at the Menomonee River Parkway on the west and extends to the Milwaukee River near Humboldt Boulevard to the east. The study area includes properties along Center Street between the Menomonee River Parkway and 76th Street; properties on the north side of the corridor between 72nd Street and 65th Street; properties on both sides of the corridor from 60th Street to 38th Street; and properties on the north side between 38th and 36th Streets. The area east of Appleton Avenue is categorized as a Neighborhood Main Street.

Opportunities

Optimize Land Use & Development Potential

- Several vacancies near 72nd Street present opportunities for commercial rehabilitation or mixed-use development.
- A mix of building types with expansive parking west of Lisbon Avenue have potential for mixed-use or residential conversion.
- Vacant storefronts on the eastern end offer an opportunity for local entrepreneurs.

Strengthen the Street Edge

- The 76th Street intersection has expansive surface parking adjacent to the corners. Add perimeter landscaping or infill redevelopment with parking behind the buildings.
- Infill development or adaptive reuse at the Lisbon Avenue intersection can help strengthen and activate the street edge.

Improve Transportation and Mobility

- Sherman Boulevard is planned to be reconstructed in 2027, which will improve the safety and accessibility of this intersection for all users.
- The intersection at 51st Street is planned to be improved in 2026, with upgraded traffic signals, painted left turn lanes, and curb extensions with ADA compliant pedestrian ramps. These improvements will help to reduce crashes and enhance pedestrian safety.
- The Appleton Avenue intersection is planned to be improved in 2031 to help slow speeds, improve pavement and sidewalks, and will evaluate adding bike facilities.
- Improved transit stops and pedestrian crossings at the corner of Lisbon and 60th Street could improve safety and mobility.

Enhance Placemaking and Corridor Beautification

- Support building upgrades and enhanced streetscaping in commercial areas such as near 72nd Street or east of Appleton Avenue.
- The intersection at Lisbon Avenue presents several opportunities for greenspace activation, public art or gateway features, or building murals, as well as building improvements.

Leverage Local Resources & Economic Support

- Partner with Washington High School of Information Technology and Milwaukee College Preparatory School for neighborhood partnerships and to activate underutilized commercial areas and public spaces.
- The Center Street Marketplace BID helps connect local businesses to grant funding or other state and local resources.

North Avenue

North Avenue is an east/west neighborhood main street connecting Brookfield, Elm Grove, Wauwatosa and Milwaukee. The study area includes a short stretch of North Avenue between 60th Street and 47th Street just east of Lisbon Avenue.

Opportunities

Optimize Land Use & Development Potential

- Development potential for mixed-use exists in areas with large parking lots or in underutilized buildings.
- Uptown Crossing BID catalytic development area

Strengthen the Street Edge

- Facade improvements could benefit the many storefront buildings.

Improve Transportation and Mobility

- The recommendations in the Reimagining WIS 175 study would greatly improve the North and Lisbon intersection by replacing the current freeway ramps with a signalized intersection.
- Lisbon Avenue roadway improvements are estimated to begin in 2031. This project will replace sidewalk and ADA curbs, signals, and lighting. It will also include bike accommodations.
- Opportunities for traffic calming measures to enhance walkability of the corridor.

Enhance Placemaking and Corridor Beautification

- Uptown Crossing Business Improvement District runs west along North Avenue from Sherman Boulevard to 60th Street. The BID works to improve the environment for business in the area through activities and beautification efforts. Several streetscape enhancements are outlined in the 2019 design charrette undertaken by the BID.
- Police station parking lot could be reimagined as a gateway gathering space as envisioned in past planning efforts.

Leverage Local Resources & Economic Support

- Opportunity for community outreach, education or upskilling programs due to large municipal institutional presence on the east end of the corridor.
- Green Schools Program
- The Uptown Crossing BID helps connect local businesses to grant funding or other state and local resources.

Vliet Street

Vliet Street is an east/west neighborhood main street connecting Wauwatosa to downtown Milwaukee. The study area includes the area from 60th Street to 47th Street and Alois Street.

Opportunities

Optimize Land Use & Development Potential

- Parking lots between commercial buildings east of 52nd Street could accommodate mixed-use infill development with opportunity for residential with views and access to Wick Playground.

Strengthen the Street Edge

- East of 60th Street, facade improvements to unique businesses or perimeter landscaping at parking lots along the street will help activate the ground floor and improve the visual coherence of the street edge.

Improve Transportation and Mobility

- The entire study area along Vliet Street is part of a DPW Infrastructure project estimated to begin construction in 2026 to install traffic calming speed tables and paved-on bumpouts throughout the corridor.
- Improved access to Washington Park would enhance connectivity to this significant amenity. Some improvements have been suggested as part of the Reimagining WIS 175 study: <https://bit.ly/4tPvzB>

Enhance Placemaking and Corridor Beautification

- The underutilized parcel at the southeast corner of 60th Street could be activated with a building mural on the neighboring facade, and with outdoor seating, trees and plantings, or even a small plaza.

Leverage Local Resources & Economic Support

- A large institutional presence with the MPS Administration Building and Police Department presents an opportunity for community outreach, education, or upskilling programs.

Corridor Analysis

State Street

State Street is a major east/west thoroughfare connecting downtown Wauwatosa all the way to Prospect Avenue in downtown Milwaukee. The study area encompasses a production and processing corridor between 60th Street and WIS 175.

Opportunities

Optimize Land Use & Development Potential

- » East of Hawley Road is an auto-dominant section of the corridor with several successful businesses, but also a mix of vacancies and older buildings. Convenient access to trucking routes make this a desirable area for business/industrial growth and expansion.
- » As part of the Reimagining WIS 175 Study, land immediately adjacent to WIS 175 should embrace medium to high density housing.

Strengthen the Street Edge

- » Expansive surface parking and loading areas could be improved with perimeter landscaping, as well as some infill development potential.
- » There is opportunity for improved storefronts to existing businesses to help continuously activate the street edge throughout.

Improve Transportation and Mobility

- » Expansive pavement throughout the corridor encourages higher traffic speeds. Traffic calming and streetscape enhancements can help improve walkability and safety along the corridor.
- » The connection to Hawley Road is not intuitive and the cloverleaf on/off ramps create unused greenspace. Consider evaluating alternative designs as part of future construction improvements to improve efficiency, safety, connection and access for people walking and biking.

Enhance Placemaking and Corridor Beautification

- » At 60th Street, there is opportunity for gateplacemaking and greenspace enhancements, especially highlighting Hawthorn Glen.
- » Seek opportunities for outdoor seating and streetscape enhancements near Saz's just east of Hawley Road.

Bluemound Road

Bluemound Road, also known as US 18, is a regional connector between Waukesha, Brookfield, Elm Grove, Wauwatosa, and Milwaukee. The corridor study area is anchored by the Milwaukee County Zoo on the west, and American Family Field/ WI-175 on the east. A significant portion of the corridor borders Wauwatosa.

Opportunities

Optimize Land Use & Development Potential

- » Advance opportunities outlined in the 2022 E-W BRT TOD Opportunities Report (SEWRPC)
- » Support higher-density residential and ground-level commercial, primarily within ¼ mile radius of all BRT stations.
- » Woodlands School Catalytic Development Site
- » Mitchell Boulevard Park Catalytic Development Site
- » 76th Street Catalytic Development Site
- » Current LBI zoning should be reevaluated because it does not permit the type of mixed-use, higher density development that is desired.

Strengthen the Street Edge

- » Majority of major intersections: Large number of commercial uses with extensive surface parking. Opportunity for adaptive reuse or mixed-use infill development.
- » Hawley to 68th: High concentration of visible off-street parking and commercial vacancies. Opportunities for parking lot perimeter landscaping or programming and infill redevelopment with parking behind buildings.
- » The intersection near Wisconsin Lutheran High School and the Pick 'n Save shopping center would benefit from streetscaping enhancements, infill development, or other improvements to help strengthen the street edge.

Improve Transportation and Mobility

- » Evaluate the feasibility of either a shared bus/bike lane or dedicated bike lane.
- » Improve bikedped crossings at all major intersections.
- » Evaluate the feasibility of a road diet to slow traffic and improve walkability
 - » Consider removing parking on one side of the street.

Enhance Placemaking and Corridor Beautification

- » Hawley to 68th: Roadway has a "tired" appearance with expansive pavement, and lacks accommodations. New landscaping and beautification elements (painted building murals) would benefit this section of the corridor.
- » Support publicly-accessible gathering spaces adjacent to BRT stations
- » Neighborhood signage branding opportunities

Leverage Local Resources & Economic Support

- » Wisconsin Lutheran College is a positive market anchor. Opportunity to pursue program partnership for upskilling and learning.

Fond du Lac Avenue

Fond du Lac Avenue, or WIS 145, is a northwest/southeast diagonal mixed-use commercial corridor. The study area extends from Silver Spring Drive down to Capitol Drive, and then the includes just the south side of Fond du Lac Avenue between Capitol Drive and Burlleigh Street.

Opportunities

Optimize Land Use & Development Potential

- » The area surrounding 76th Street has catalytic potential and should be evaluated for opportunities to incorporate perimeter landscaping or uses surrounding underutilized parking lots, as well as the addition of mixed-use infill development and housing.
- » Midtown Shopping Center is another catalytic site previously described as part of the Capitol Drive corridor.

Strengthen the Street Edge

- » Several parking lots between commercial buildings near Roosevelt Drive have opportunity for infill development or adaptive reuse to help continuously activate the street edge place more emphasis on a pedestrian-oriented street.
- » Consider interior shared parking and the addition of more buildings fronting the street throughout the corridor.

Improve Transportation and Mobility

- » Fond du Lac Avenue does not currently have consistent bike facilities. Protected bike lanes or other bike facility enhancements should be considered to provide continuous bikedped access along the entire corridor in both directions.
- » Traffic calming and boulevard streetscaping can help reduce speeds and improve safety along the corridor.

Enhance Placemaking and Corridor Beautification

- » Several opportunities for greenspace improvements or placemaking and public art exist throughout the corridor:
 - » Triangular greenspace at 76th Street and Villard Avenue.
 - » Greenspace and underutilized surface parking at Hampton Avenue and 68th Street.
- » Vast parking lots and areas with auto-dominant intersections should incorporate perimeter landscaping and streetscaping enhancements to reduce the amount of paved surfaces and provide a more pedestrian friendly experience.

Appleton Avenue

Appleton Avenue, or WIS 175, is a major northwest/southeast diagonal mixed-use community connector between Menomonee Falls and central Milwaukee. The study area includes areas surrounding the corridor from 91st Street to Lisbon Avenue.

Opportunities

Optimize Land Use & Development Potential

- » Near Grantosa Drive and Hampton Avenue, there are several large commercial parcels with a high percentage of pavement area, as well as vacant lots. Consider adding mixed-use development in this area.
- » Commercial and auto-dominant uses are dispersed along the corridor with residential scattered in between. Consider consolidating commercial areas near key intersections such as Hampton Avenue, 76th Street, Capitol Drive, and Lisbon Avenue. Stretches between these key nodes could accommodate additional housing or mixed-use developments.

Strengthen the Street Edge

- » Appleton Avenue houses many auto-dominant uses, expansive parking lots, and paved surfaces. Perimeter landscaping around parking lots can help maintain a street edge in these areas, and infill development with parking behind buildings should be considered where new development can be accommodated.
- » Façade improvements to existing businesses and adaptive reuse can help improve perceptions of safety by activating the street edge more consistently.

Improve Transportation and Mobility

- » Appleton Avenue between 76th Street and Burlleigh Street is part of a DPW and WisDOT Infrastructure project estimated to begin in 2028 that will assess multimodal accommodations and address safety concerns along the corridor. A second project estimated for construction in 2031 plans to implement traffic calming measures, improve intersection geometrics, and evaluates improving facilities for people walking and biking. The remaining portions of the study area are identified in WisDOT's six year program for improvements.
- » The majority of the corridor is wide enough to accommodate adding protected bike lanes. The entire corridor should be evaluated to determine if walking and biking facilities could be added or improved.

Enhance Placemaking and Corridor Beautification

- » Enhance streetscaping throughout the corridor to reduce auto-dominance and improve walkability and safety.
- » Underutilized spaces should add outdoor seating or plazas where the public can gather, especially near transit stops.

Leverage Local Resources & Economic Support

- » Utilized façade grants or storefront activation grants for improvements near commercial nodes.

Lisbon Avenue

Lisbon Avenue is a major northwest/southeast diagonal mixed-use community connector that begins at Capitol Drive. The roadway merges with WIS 175 at Appleton Avenue, and then continues east past Washington park towards downtown Milwaukee. The study area includes the area between Capitol Drive and 47th Street, just before the WIS 175 southbound ramp.

Opportunities

Optimize Land Use & Development Potential

- » Evaluate opportunities for residential conversion between major intersections, and consolidate commercial areas to key nodes along the corridor.

Strengthen the Street Edge

- » Consider perimeter landscaping along edges where surface parking is present, especially near major businesses like Sentry Foods.
- » The corner of 76th and Lisbon Avenue has expansive surface parking and building setbacks that could accommodate infill development to strengthen the street edge at that corner.

Improve Transportation and Mobility

- » Lisbon Avenue is part of a current DPW Infrastructure project in the area between Capitol Drive and Burlleigh Street, scheduled to be complete in 2027. The project will include:
 - » Reducing the roadway from four lanes to two lanes with parking and separated bike facilities. The new design will improve safety and accessibility along this section of the corridor.
 - » Roundabouts are planned for intersections at 92nd Street and 84th Street with separated sidewalk and bike lanes and median refuges.
 - » Intersection improvements at 76th Street and Burlleigh Street will incorporate pedestrian refuges, added sidewalks, curb extensions, and improved crossings for bikes and pedestrians.
- » A future DPW Infrastructure project is expected to begin in 2031 that includes the area between Appleton Avenue and WIS 175. This project will evaluate the inclusion of bike accommodations and will address safety concerns.

Enhance Placemaking and Corridor Beautification

- » The intersection at Capitol Drive has opportunity for a gateway feature or public art in surrounding greenspace.
- » At Center Street, several triangular greenspaces could be activated with trees or outdoor seating, and improved crosswalks to encourage traffic calming and accessibility through this auto-dominant area.
- » Current DPW projects will help enhance the beautification of the corridor, helping the area feel more safe and walkable.

Leverage Local Resources & Economic Support

- » Work with the Housing Authority and Fire and Police department to raise awareness of resources and to provide upskilling for community members.

76th St

76th Street, also known as WIS 181, is a major north/south mixed-use commercial connector between Milwaukee, Wauwatosa, West Allis, Greenfield, and Franklin. The study area extends from Silver Spring Drive to Center Street, and from Bluemound Road to Pierce Street. Several areas along the corridor have catalytic development potential.

Opportunities

Optimize Land Use & Development Potential

- » Outside of intersections with arterial roadways, there is opportunity for land use transition from commercial to residential on blocks with high vacancies, older building stock, adequate parcel depth (minimum of 100'), or underutilized parcels. Medium density housing (2-6 story heights between major arterials and 4-8 story heights for sites within one block of major arterials).
- » Catalytic redevelopment sites:
 - » Catalytic site at Fond du Lac Avenue presents several opportunities for housing developments, particularly if HWY 145 was improved to remove the clover leaf entrance/exit ramps.
 - » Catalytic site at Bluemound Road contains large setbacks and opportunities for development along the Connect 1 BRT bus route.
 - » Catalytic site at Capitol Drive with expansive surface parking has potential for housing, mixed-use development or commercial rehabilitation. Parking fields adjacent to Pettit National Ice Center and State Fair Park.

Strengthen the Street Edge

- » An expansive break in the urban fabric takes place at the HWY 145 interchange. Removal of the clover leaf entrance/exit ramps would allow for additional developable land that would improve the connectivity of the corridor in this area.
- » Majority of major intersections: High concentration of visible off-street parking. Opportunities for parking lot perimeter landscaping or programming and mixed-use infill redevelopment with parking behind buildings.

Improve Transportation and Mobility

- » The corridor does not provide bike facilities north of Appleton Avenue or south of Bluemound Road. These areas should be evaluated to improve the experience for people walking and biking and provide connectivity to other intersecting bike routes. Adding bike lanes or protected bike facilities where they are not present on 76th Street would allow for easier and safer access to and from the Hank Aaron State Trail, which intersects with 76th Street.
- » Several bus route connections exist at intersections along this corridor. Consider enhancing existing bus shelters by incorporating additional landscaping or outdoor seating.

Enhance Placemaking and Corridor Beautification

- » The new MKE Recreation facility at Silver Spring Drive has potential to enhance the identity of the north end of the corridor, creating a space for all ages in the community to come together.
- » Overall, 76th Street is a major north/south connector for people driving and taking the bus. Incorporating more public gathering spaces such as pocket parks or plazas, enhanced streetscaping, and by supporting building upgrades, will help make the corridor more walkable and inviting.

60th Street

60TH Street is a north/south mixed-use community connector that extends from Brown Deer, through Milwaukee. The study area includes the section of the corridor starting at Silver Spring Drive, and extending down to Vliet Street.

Opportunities

Optimize Land Use & Development Potential

- » Midtown Shopping Center has several opportunities to assess how new uses could be incorporated into future development on the site.
- » Several vacant properties and underutilized parcels at Fond du Lac Avenue present opportunities for mixed-use infill development or commercial revitalization.

Strengthen the Street Edge

- » Underutilized parcels between Fond du Lac Avenue and Capitol Drive could support infill development along the street edge with parking to the rear.

Improve Transportation and Mobility

- » Existing bike lanes should be evaluated to improve the experience for people walking and biking on 60th Street.

Enhance Placemaking and Corridor Beautification

- » Lincoln Creek bisects the corridor at Hampton Avenue with a large green area. This space has potential to provide a greenspace amenity for local residents with outdoor recreation and trails.