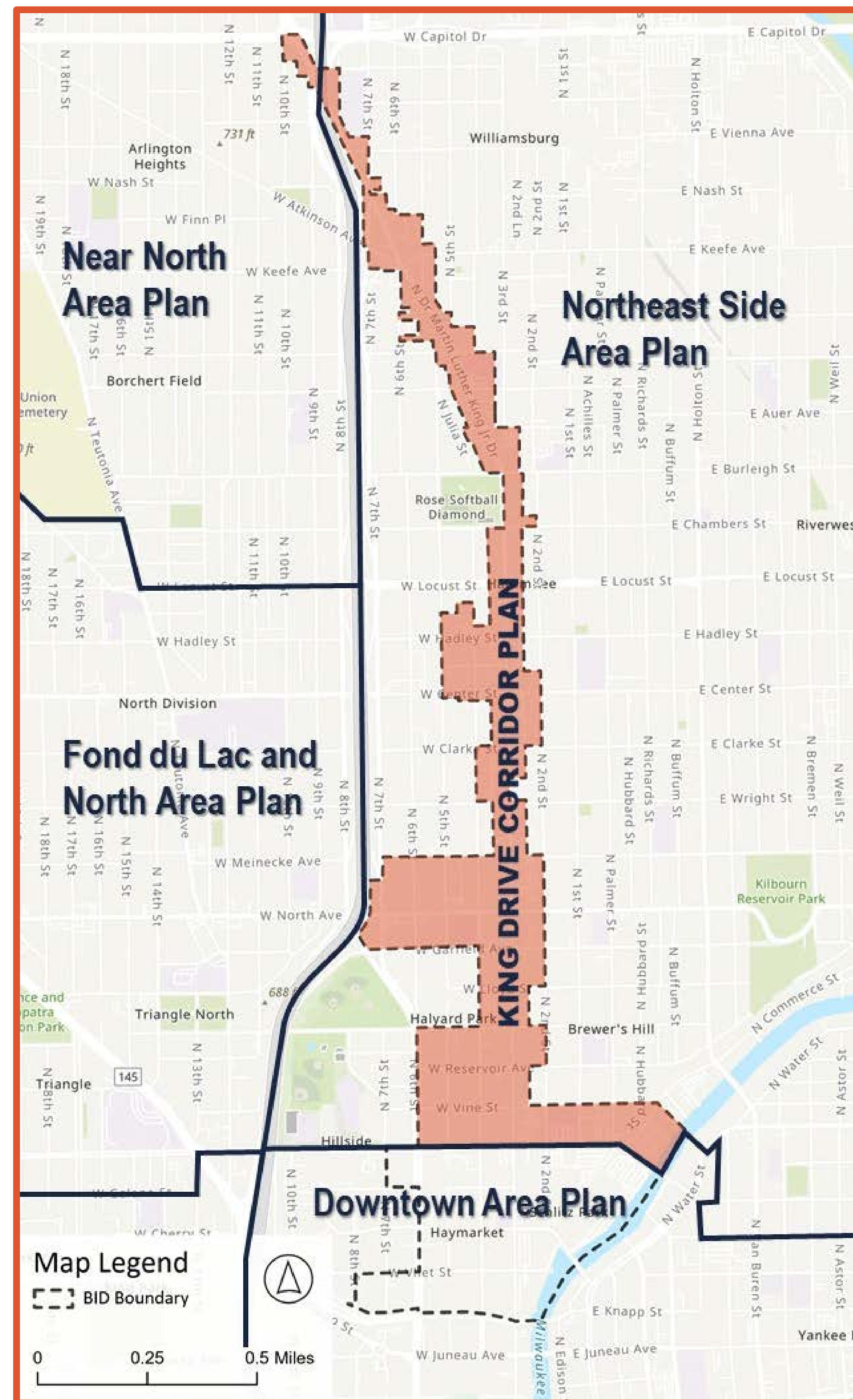




COMMUNITY OPEN HOUSE

KING DRIVE CORRIDOR PLAN



Project Background

The City of Milwaukee's Department of City Development and the Historic King Drive Business Improvement District No. 8 are creating a new corridor plan for North Dr. Martin Luther King Jr. Drive, from West Walnut Street to West Capitol Drive.

The Plan will serve as an amendment to the Northeast Side Area Plan, Part of the City's overall Comprehensive Plan.

The Plan will include updated planning recommendations related to:

- Real Estate Development
- Land Use & Urban Design
- Streets & Public Spaces

Your voice matters!

Community input is needed to help create a long-term vision that reflects the goals, priorities, and aspirations of those who live, work, and play along King Drive.

What is the Comprehensive Plan?

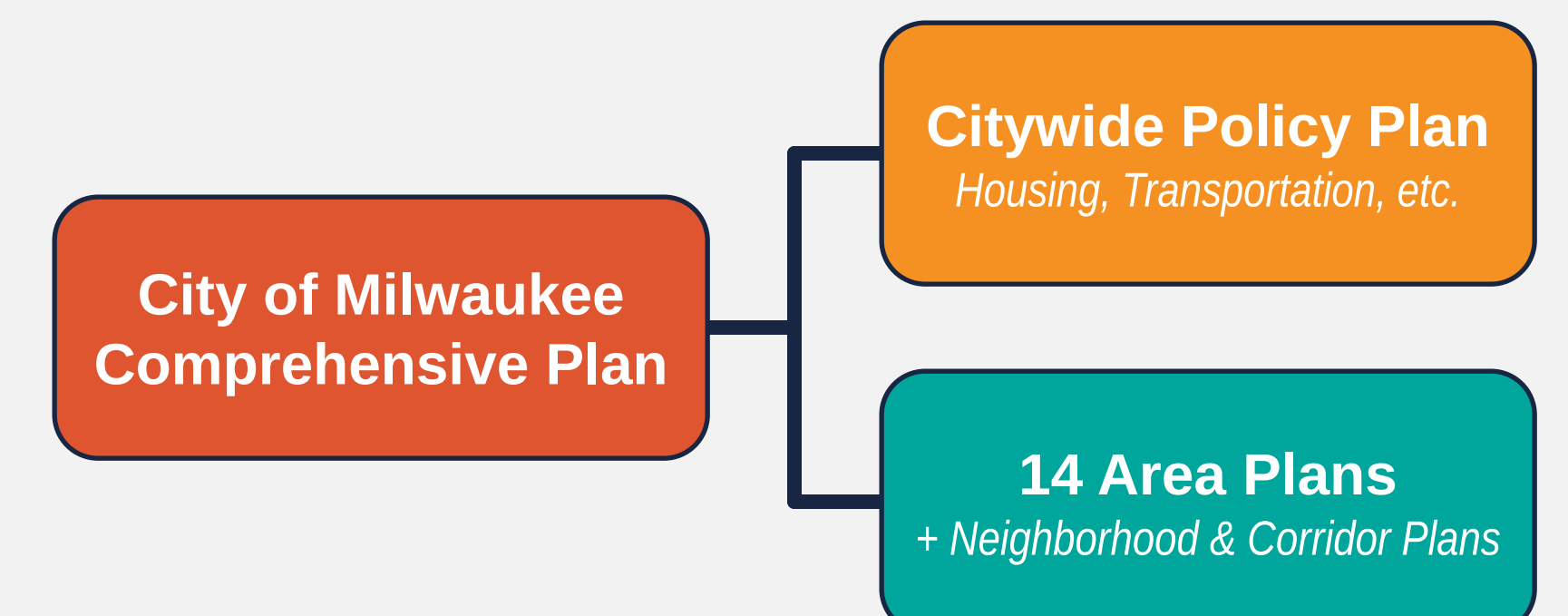
The City's Comprehensive Plan is a set of planning documents required by Wisconsin Statutes, Section 66.1001, that involve extensive public input.

Comprehensive plans guide the physical, social and economic development of the City, and inform policies and long-term decision making related to land use and development with a 20-year vision for the future.

Zoning and land use decisions must be consistent with the comprehensive plan.

Plans can also establish community goals and objectives for development in specific areas and can identify and build support for future public and private investment in specific projects or priorities.

Milwaukee's Comprehensive Plan consists a Citywide Policy Plan with nine specific elements, 14 Area Plans covering all parts of the City, and strategic neighborhood and corridor plans that provide more detailed recommendations for specific places.

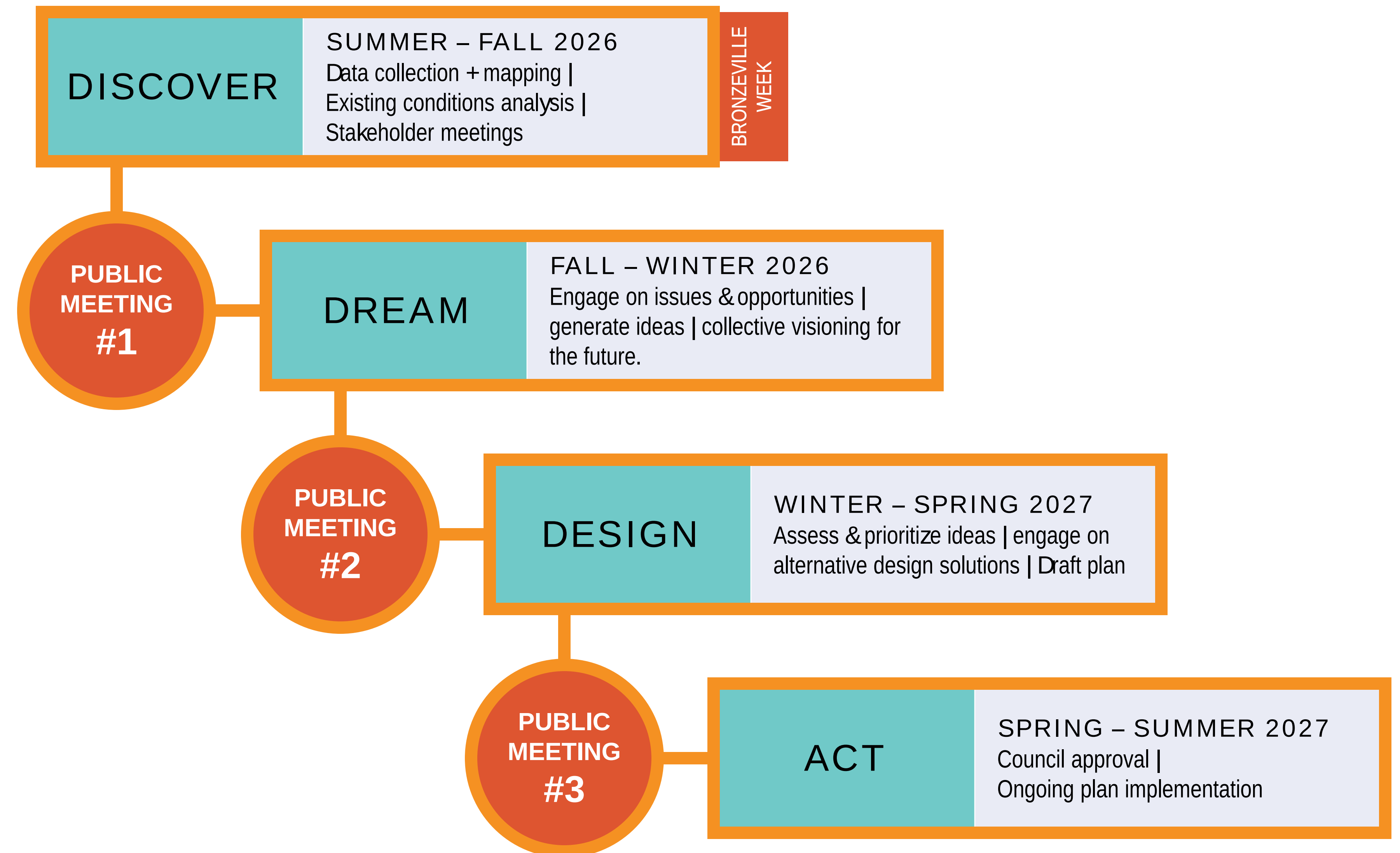


KING DRIVE CORRIDOR PLAN

Project Objectives

- 1) Facilitate inclusive **ENGAGEMENT** of area residents, businesses and other stakeholders to build a long-term vision for the future of King Drive.
- 2) Identify **KEY SITES FOR REDEVELOPMENT** and create visuals to illustrate potential development concepts that align with community goals.
- 3) Identify actionable strategies to market and redevelop **CITY-OWNED VACANT LAND AND BUILDINGS** in the King Drive Corridor.
- 4) Assess market dynamics, and develop a tenancing and **COMMERCIAL REVITALIZATION STRATEGY** for King Drive.
- 5) Identify key placemaking opportunities, and develop short-term **ACTIVATION STRATEGIES** for specific locations along the Corridor.
- 6) Explore opportunities and long-term strategies for **PUBLIC OPEN SPACE**.
- 7) Identify and address **PARKING** and curb management challenges in the area.

Project Timeline



Project Team



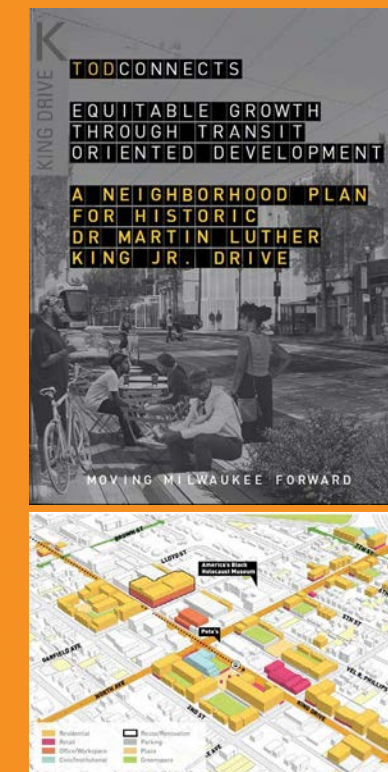
KING DRIVE CORRIDOR

Previous Plans & Studies



Bronzeville Redevelopment Plan (2005)

In 2005, The City of Milwaukee established the Bronzeville Cultural and Entertainment District Redevelopment Plan with the intent of creating a Bronzeville Cultural and Entertainment District along West North Avenue from North Dr. Martin Luther King Drive to North 7th Street. The plan provided for the redevelopment of land within the plan boundaries and included specific standards for land use and urban design.



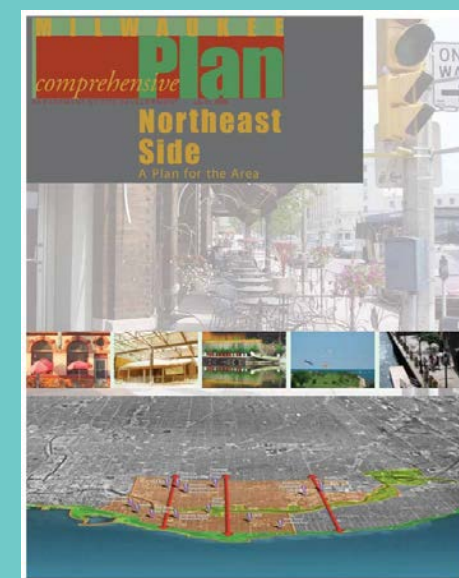
Equitable Growth Through Transit Oriented Development (2018)

The Equitable Growth through Transit Oriented Development Plan (TOD Plan) was adopted by the Common Council in 2018 as part of the City's official comprehensive plan. The TOD plan promotes multi-modal connectivity and high-quality transit oriented development along potential extensions of Milwaukee's Streetcar System, including King Drive, while minimizing displacement of residents and businesses.



Anti-Displacement Plan (2018)

The City's Anti-displacement Plan was completed in 2018 as a companion to the TOD plan. The Anti-displacement plan analyzes neighborhood market and demographic trends and includes recommendations to help reduce the potential for displacement.



Northeast Side Area Plan (2009)

The Northeast Side Plan was adopted by Common Council in 2009 as part of the City's official comprehensive plan. The Northeast Side Area Plan includes recommendations related to transportation, land use and development for neighborhoods between Interstate-43 and Lake Michigan, including Bronzeville and the King Drive Corridor. The King Drive Corridor Plan is proposed as an amendment to the Northeast Side Area Plan.

The Northeast Side Area Plan has recommendations for King Drive including...

- **Bronzeville Cultural and Entertainment District.** The plan supports development of the Bronzeville area as an African American Cultural and Entertainment District, including recommendations to reestablish America's Black Holocaust Museum and adaptively reuse the former Garfield School.
- **King Drive Transit and Commercial Corridor.** The Northeast Side Area Plan also promotes the enhancement of King Drive as a vibrant "main street" for the surrounding neighborhoods through improved transit connections, enhanced streetscape, restored historic buildings, new businesses occupying vacant commercial space, and new transit-oriented development near King Drive and North Avenue.
- **King Drive Meinecke to Brown.** The Northeast Side Area Plan recommends redevelopment of the retail-oriented section of King Drive from West Meinecke Avenue to West Brown Street as a "Catalytic Project". This includes the revitalization of existing buildings and the redevelopment of key properties including the former Brooks Plaza (Pete's Fruit Market), the former Gimbel's Warehouse (Thrive On), and the former Wisconsin DNR site (Bronzeville Center for the Arts).
- **King Drive Commons.** The plan identified the ongoing King Drive Commons development efforts as another "Catalytic Project". King Drive Commons III and IV were completed in 2011 and 2014 respectively.
- **Five Points Exchange.** Another "Catalytic Project" identified in the Northeast Side Area plan is improvements to the Five Points area near King Drive and Atkinson, Keefe, and Port Washington Avenues. The project envisions new development on vacant land and improved streets and public spaces to serve as a gateway to the Harambee neighborhood.

Community Design Charettes

Since the adoption of the Northeast Side Area Plan, several Community Design Charettes have been conducted to demonstrate the potential for new development along the corridor.



Bronzeville Charette (2013)



King Drive Charette (2013)

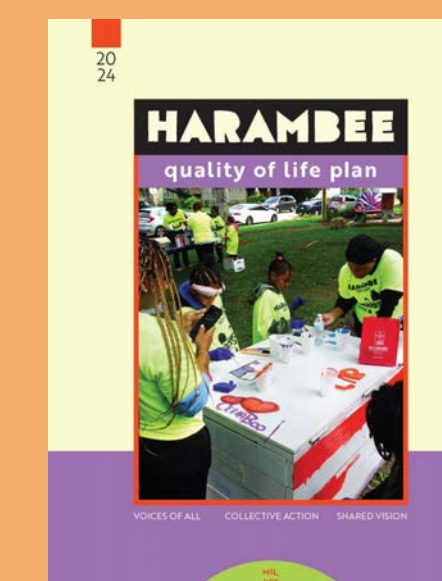


Five Points Charette (2017)



Downtown Plan (2023)

Connecting MKE: Downtown Plan 2040 was adopted in 2023 as part of the City's official comprehensive plan. The Downtown Plan includes portions of the King Drive Corridor south of West Walnut Street in the Haymarket District. The Downtown Plan identifies redevelopment of the Haymarket District as a "Catalytic Project" and recommends a vibrant mixed-use neighborhood with new housing and commercial development.



Harambee Quality of Life Plan (2024)

The Harambee Quality of Life Plan was prepared in 2024 by a group of committed neighborhood stakeholders to improve the overall well-being of the Harambee community. The plan addresses several priorities of Harambee residents including housing, economic development, community safety and resident empowerment.



Historic King Drive BID Strategic Framework (2023)

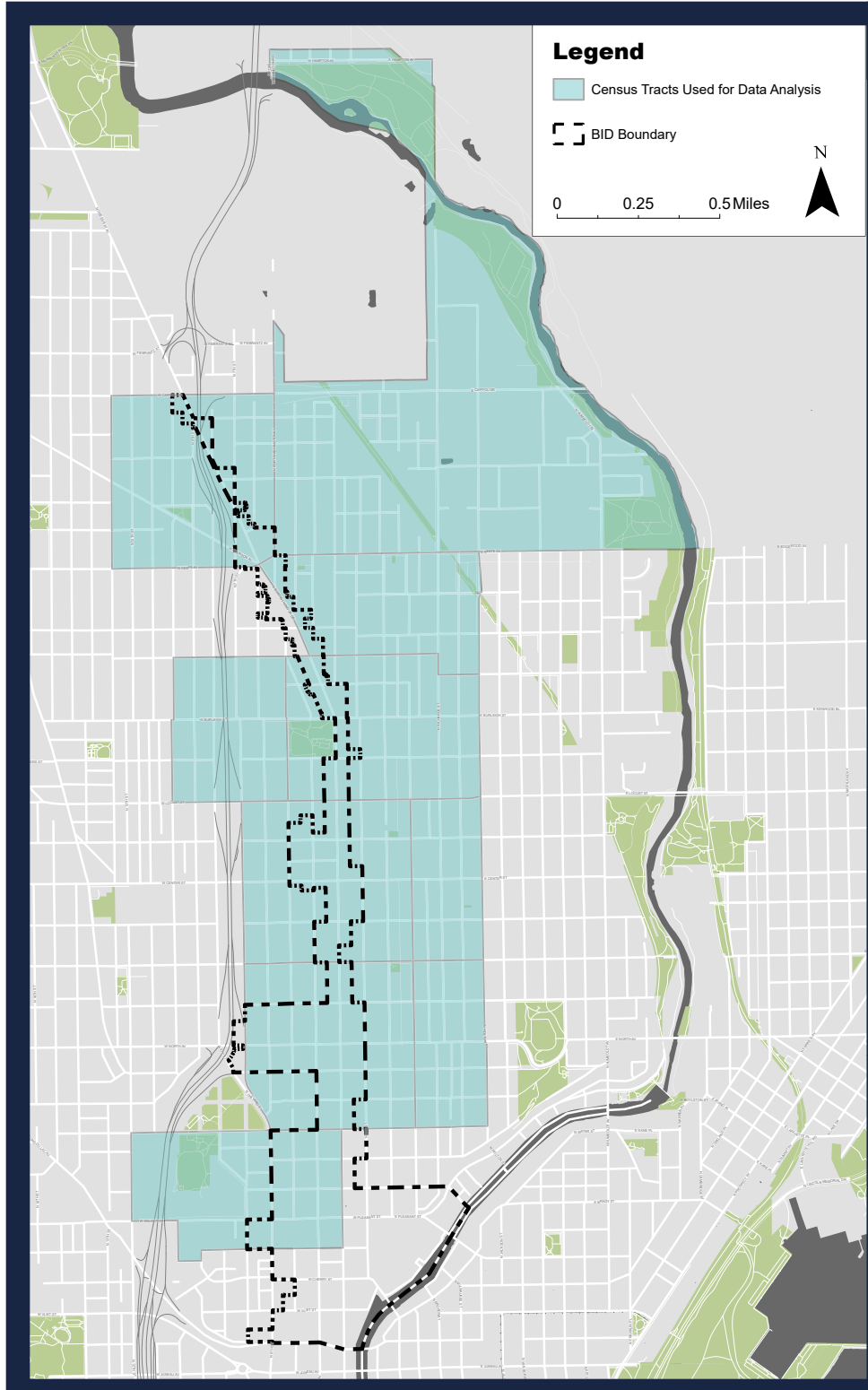
In 2023, the Historic King Drive BID developed a strategic framework aligned with the Main Street America approach of economic vitality, design, promotion and organization.



Housing Element (2025)

The Housing Element was adopted in 2025 as part of the City's official comprehensive plan. The Housing Element establishes goals, policies and strategies to address Milwaukee's evolving housing needs. This includes recommendations for future updates to Milwaukee's zoning code to support additional housing options.

KING DRIVE PEOPLE AND HOUSEHOLDS



Harambee Neighborhood Data

To better understand who lives near King Drive, 2020-2024 American Community Survey (ACS) data were collected for census tracts 44, 45, 67, 70, 81, 106, 1856, 1857 and 1860. This geography aligns with the Harambee Neighborhood Data Portrait created by Data You Can Use in 2016 and revised in 2026.

Source: Unless otherwise noted all data is from American Community Survey 5-Year Estimates Subject Tables S0101, S1101, DP03 and DP04, 2024.

18,900 People
Live in selected Harambee census tracts

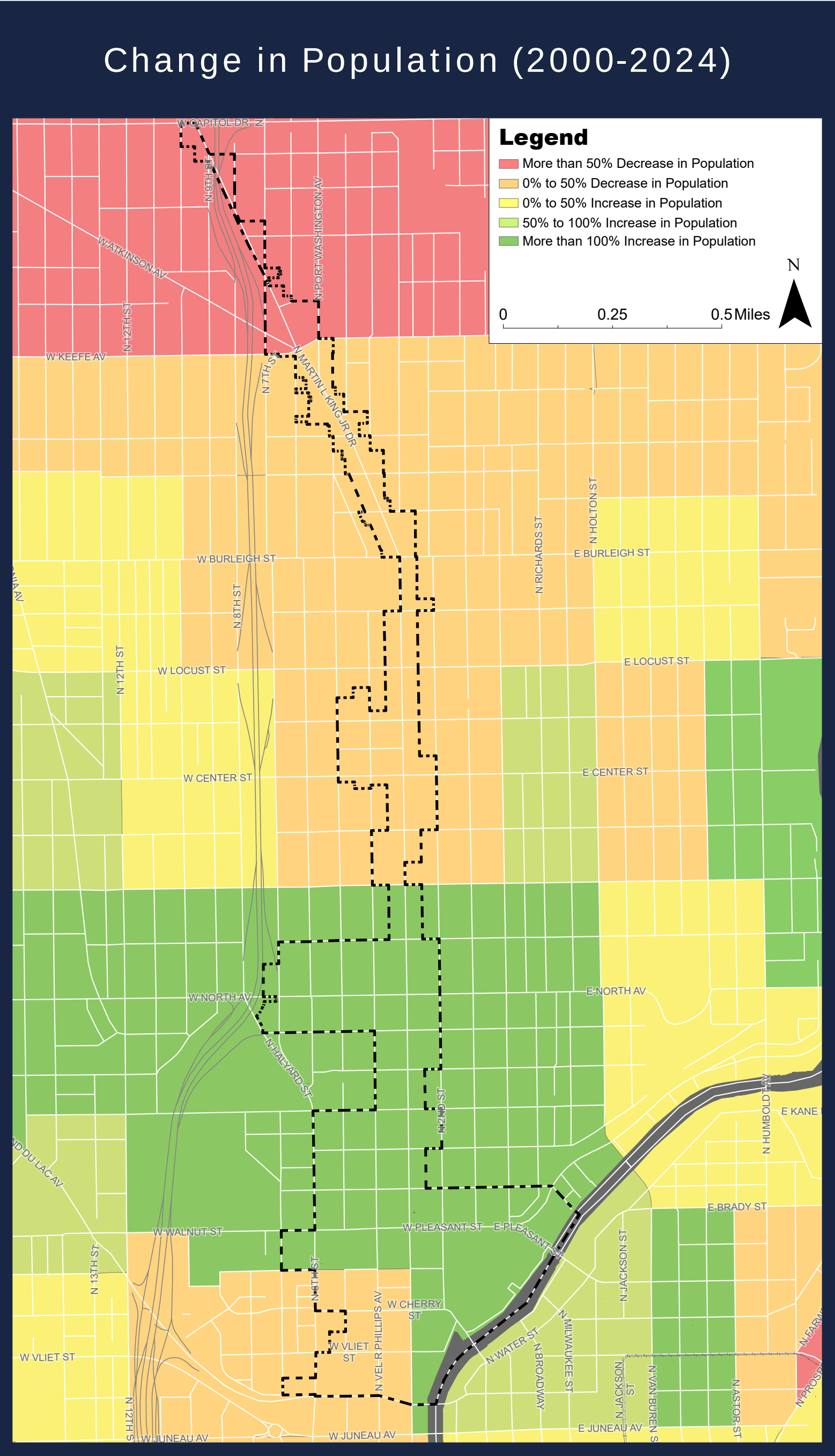
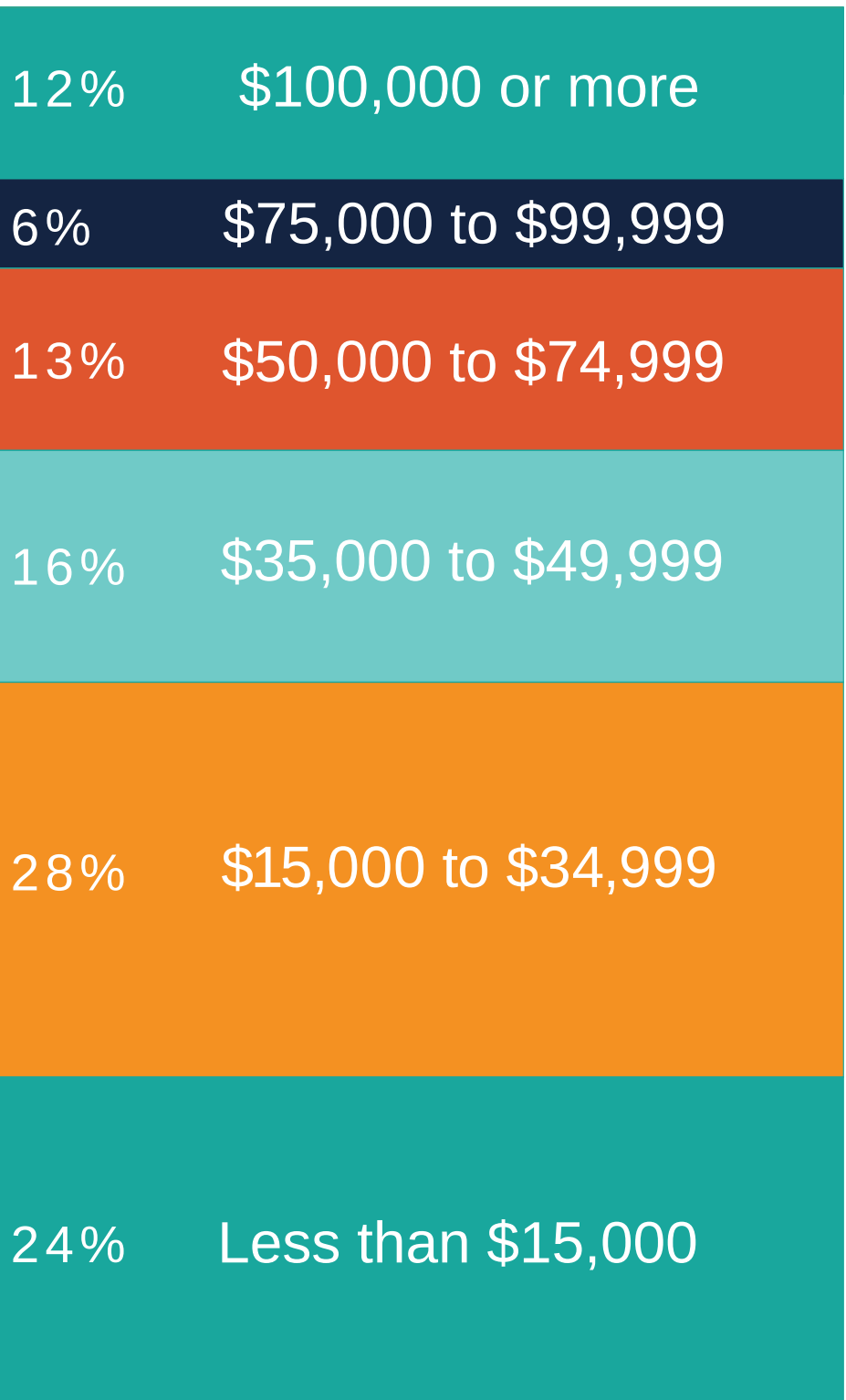
9,475 Housing Units
Are occupied in selected Harambee census tracts

72% of housing units
are occupied by renters.

53% of households
pay more than 30%
of their income on housing.

\$37,713 Median
Household Income.

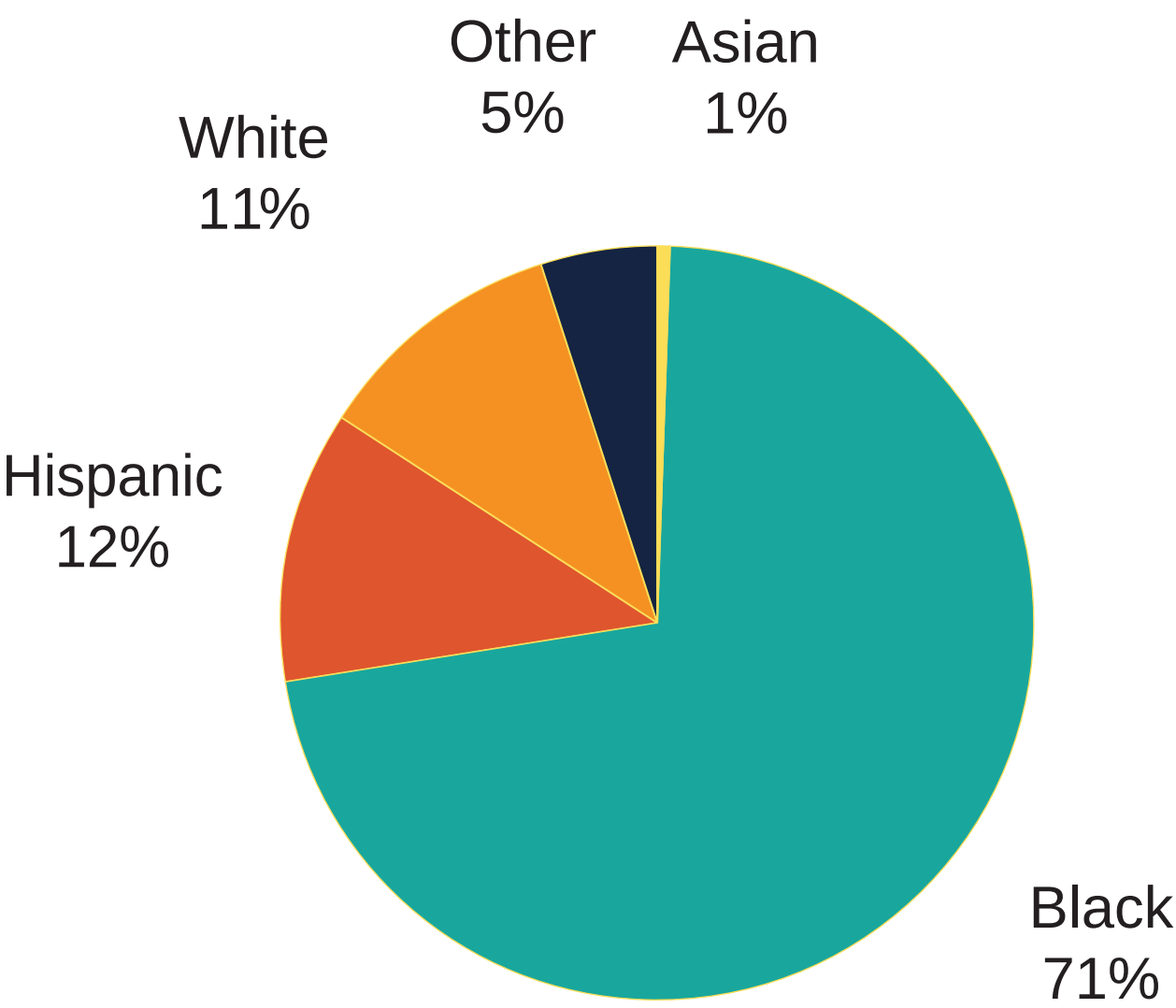
Household Income



Race & Ethnicity

71% Black

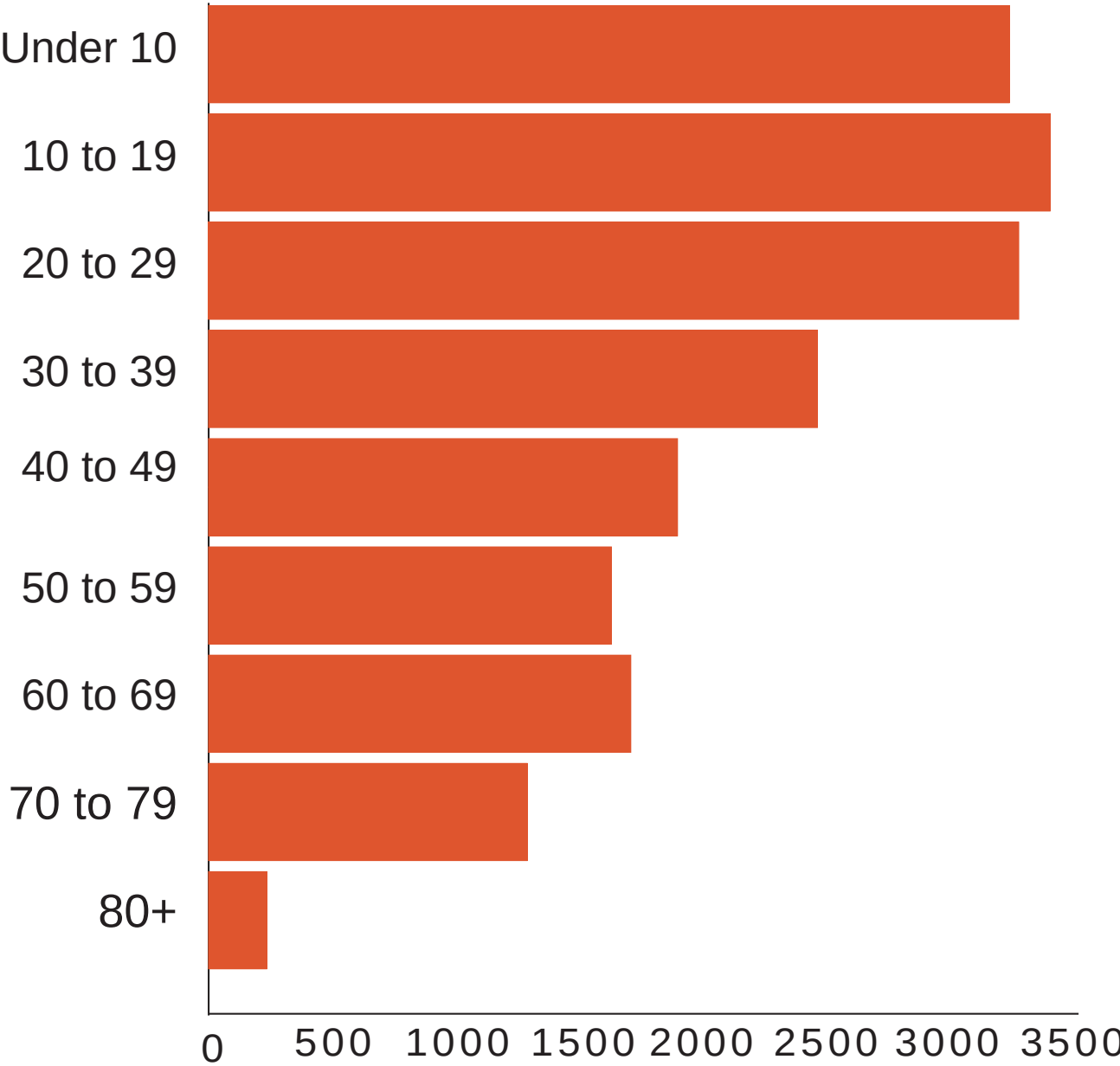
This is more than the 32% of Milwaukee residents overall who identify as Black alone



Age

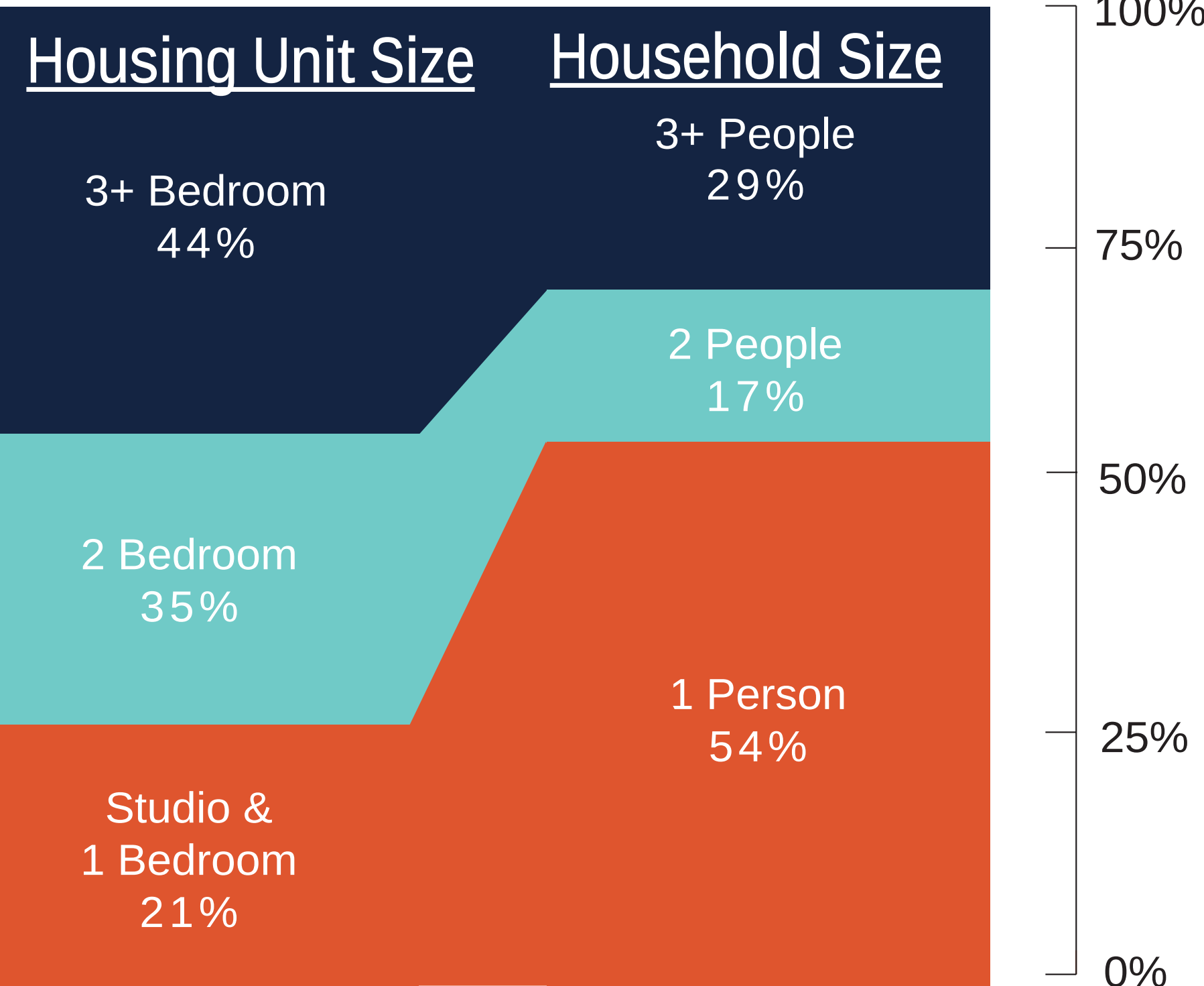
30.7 Median Age

This is younger than Milwaukee's overall median age of 32.4



Home Size vs. Household Size

Most households are one person living alone.
Most existing homes have 2 or more bedrooms.

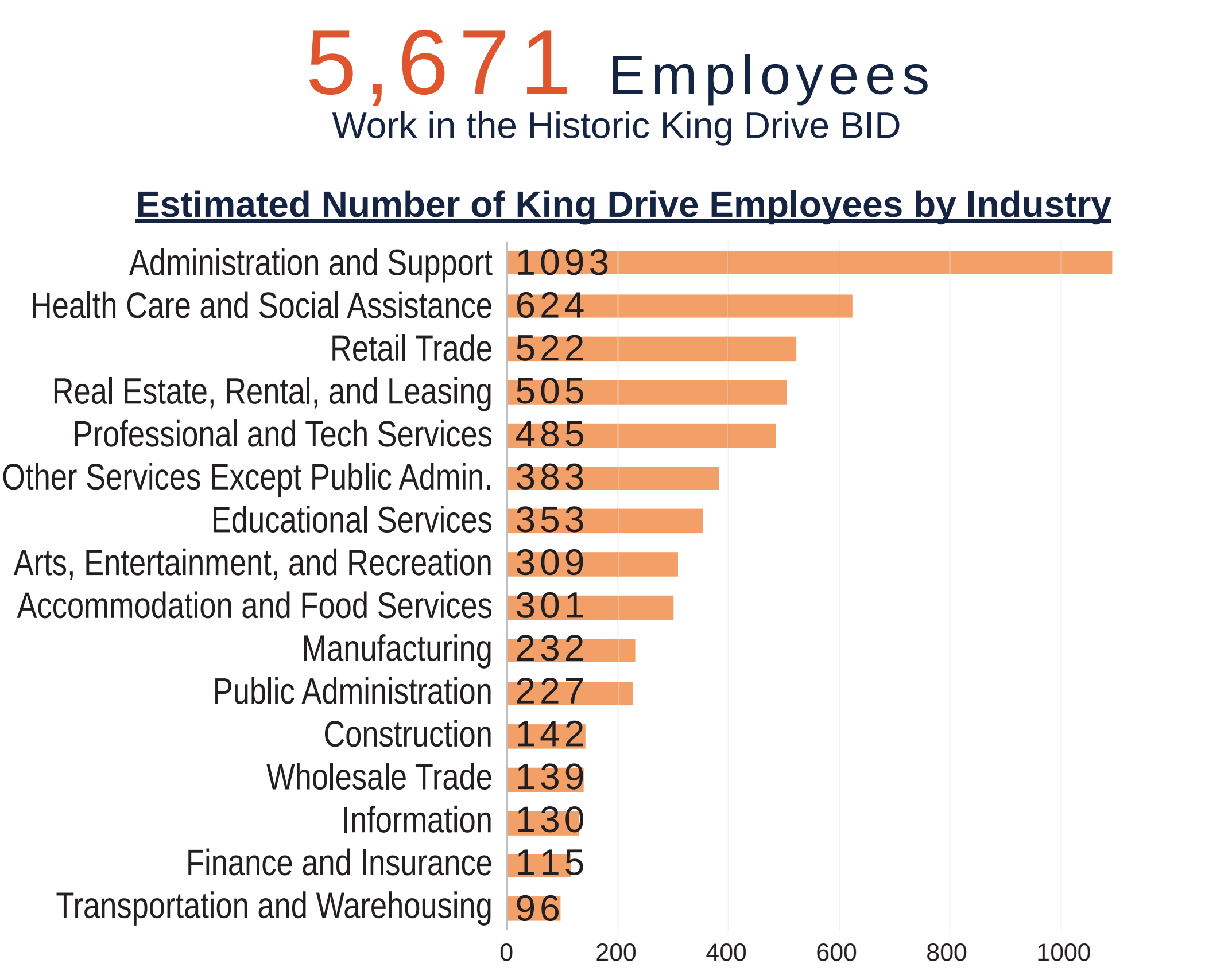
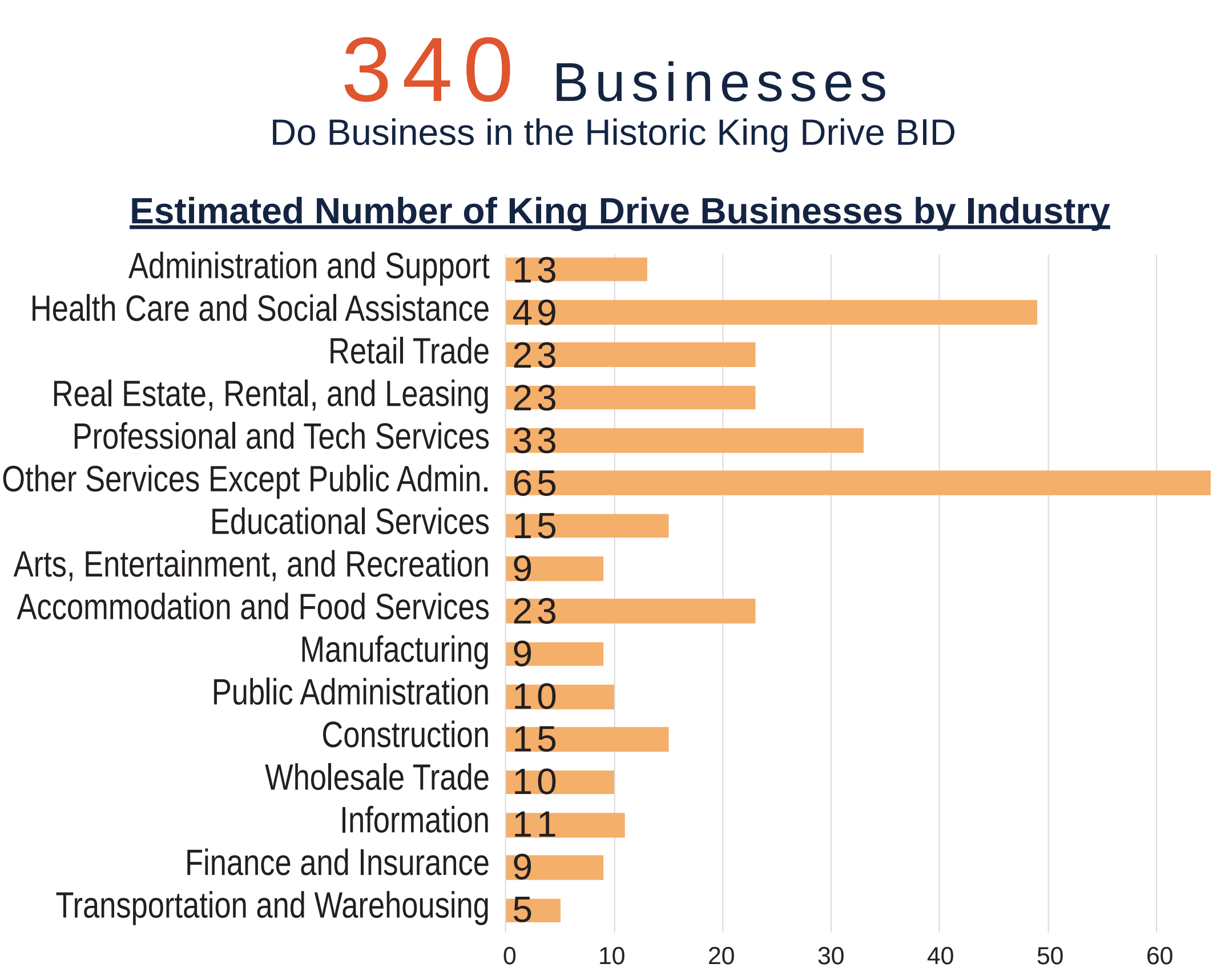
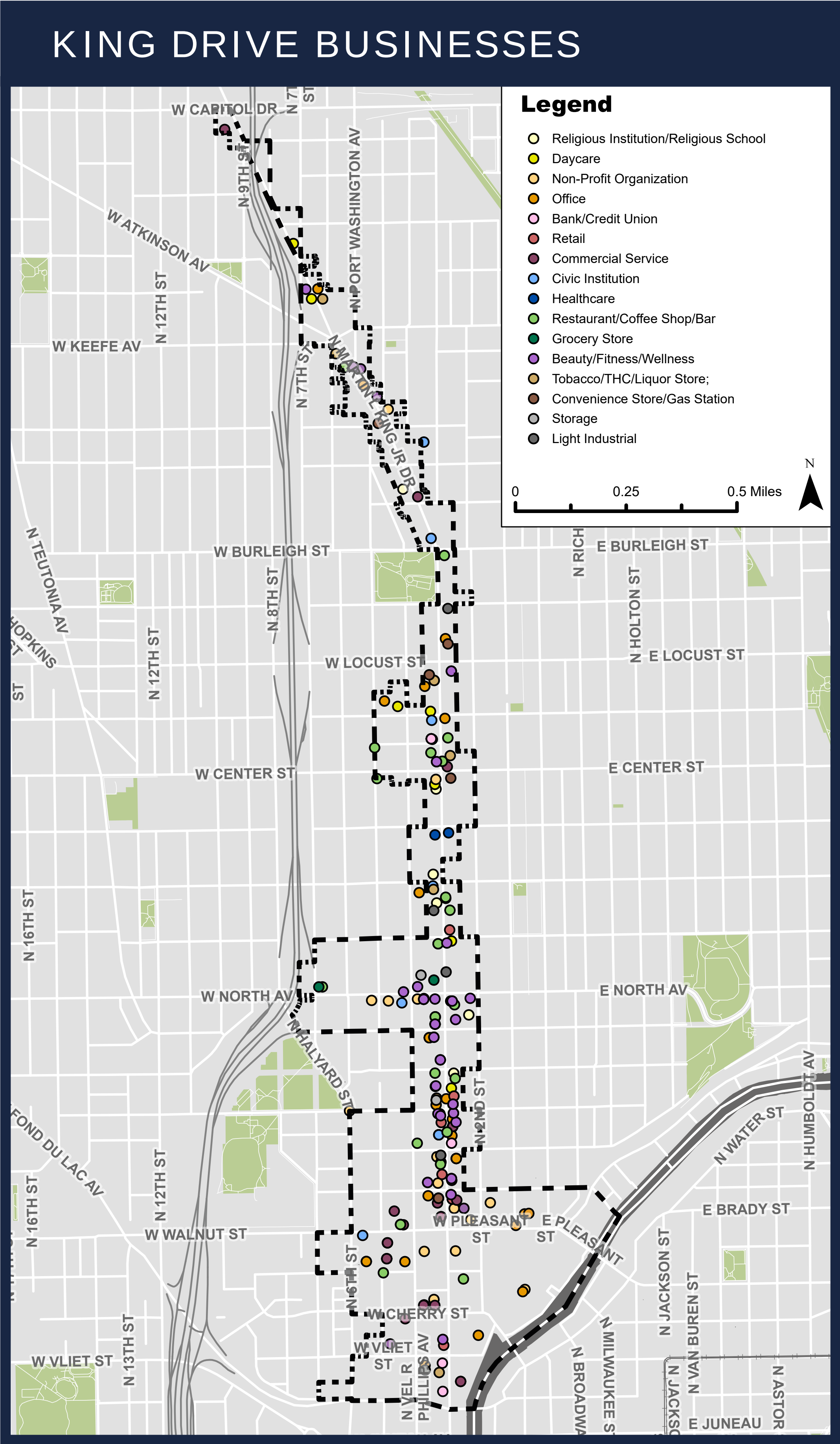


2.4 Average Household Size
Similar to Citywide Average

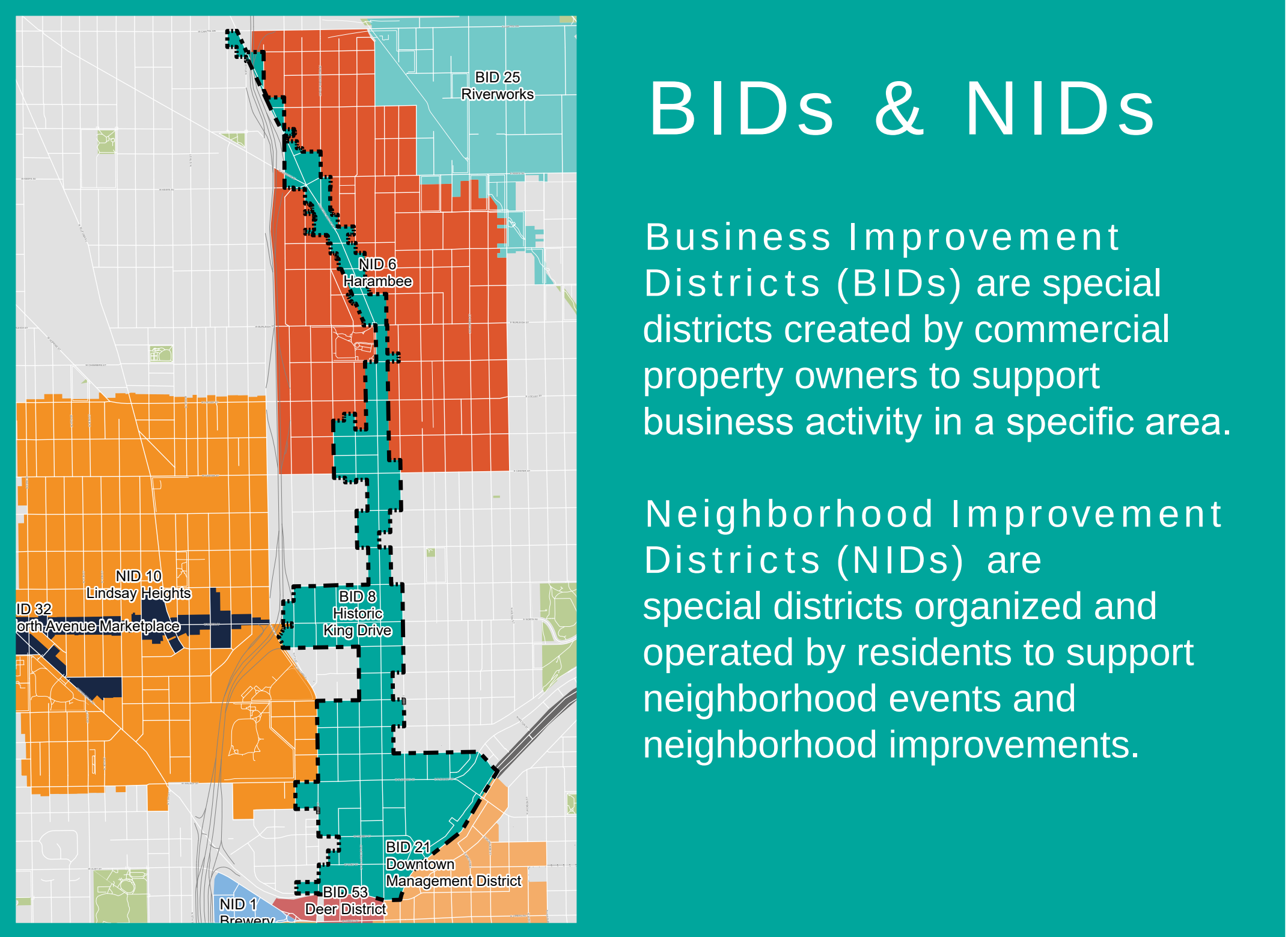
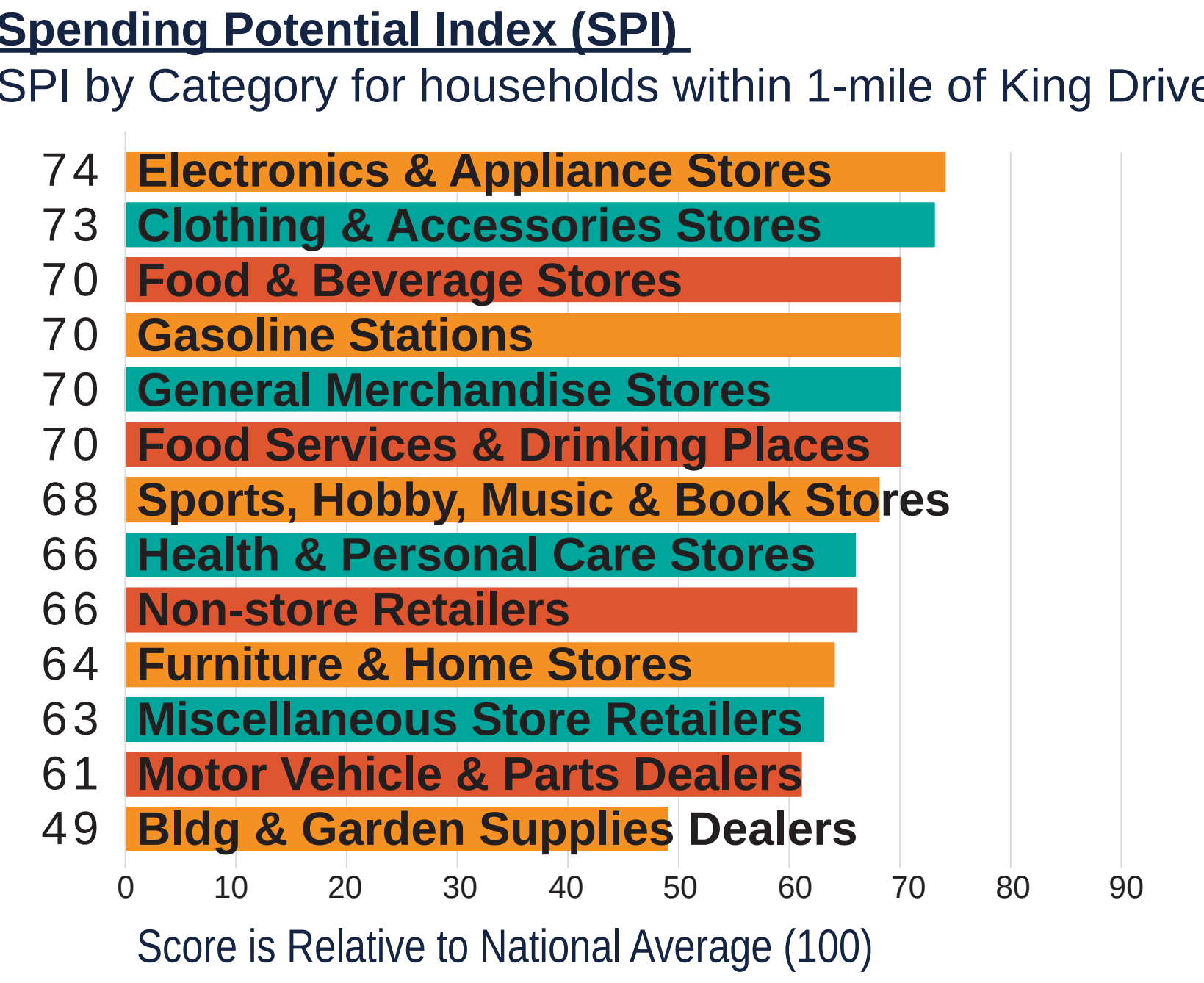
1.0 Median Household Size
Most households are one person living alone

32% of households
do not own a vehicle

KING DRIVE BUSINESSES



Source: Esri Business Analyst

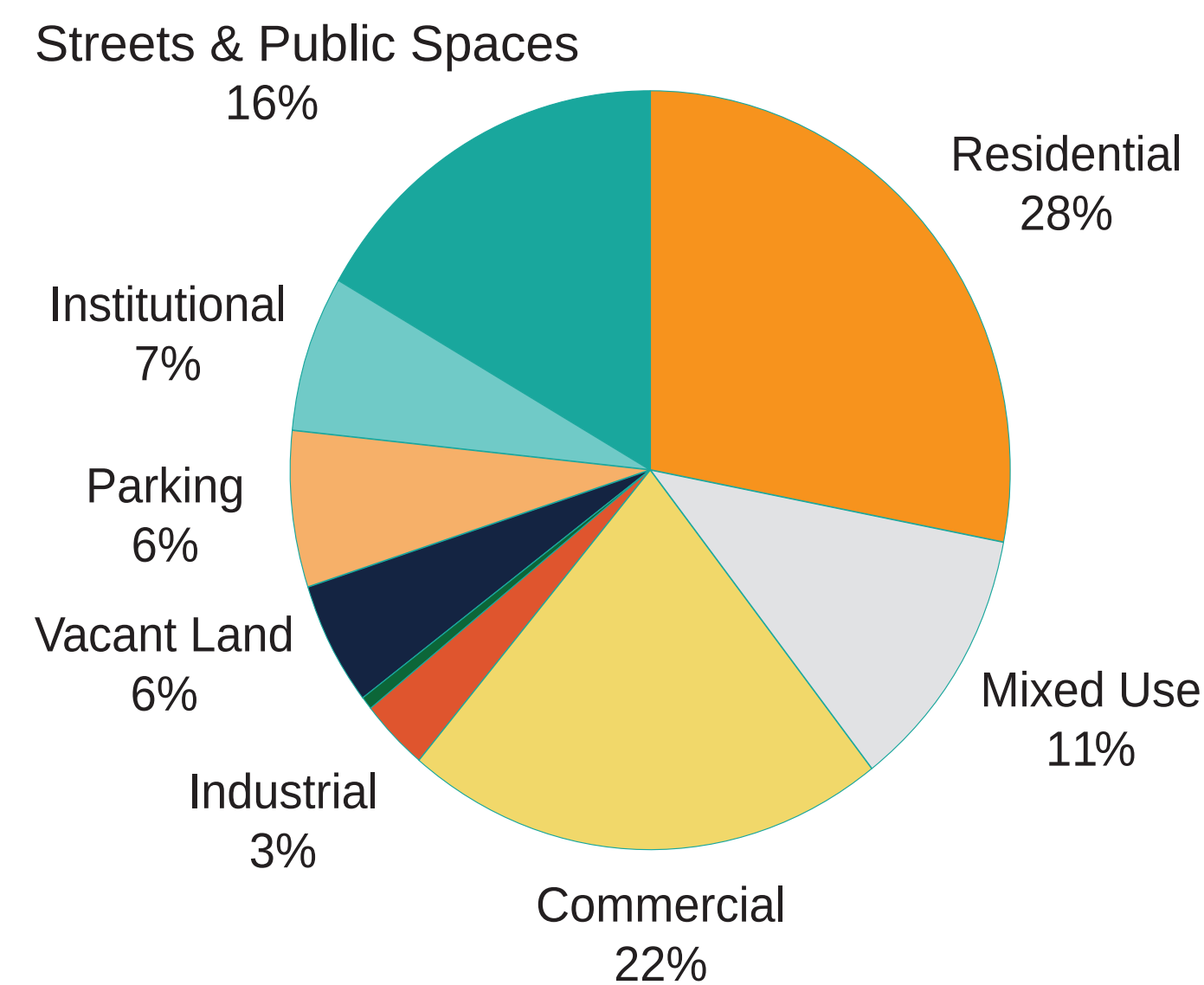


KING DRIVE LAND USE & ZONING

Land Use: A classification of how land is used, such as commercial, residential, industrial, etc.

Land Use along King Drive

Residential, commercial, and mixed-use make up more than 60% of land in the King Drive BID.



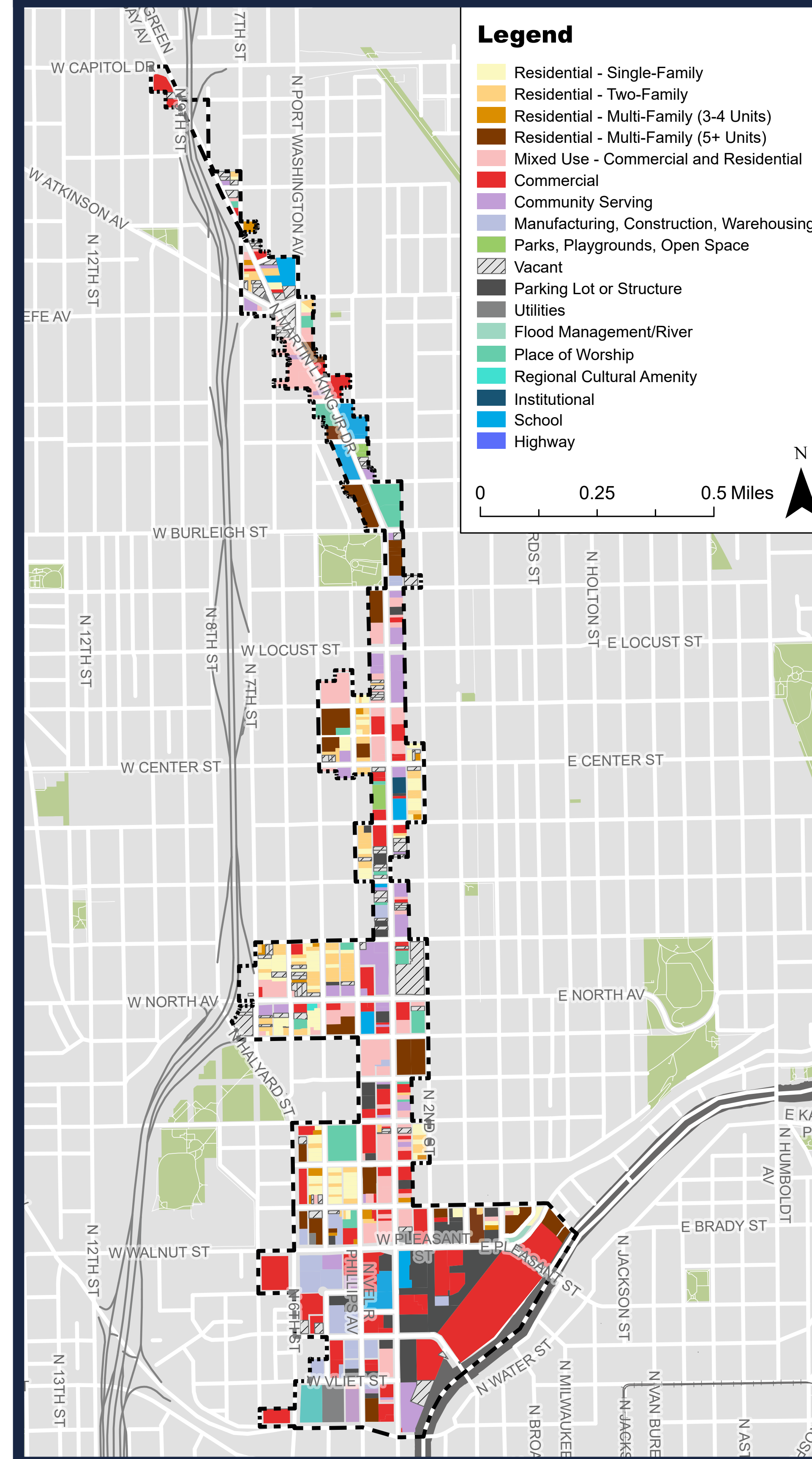
Zoning: A City ordinance that regulates land use by mapping districts and establishing standards to prohibit certain uses and restrict the form of new development in specific areas.

Zoning along King Drive

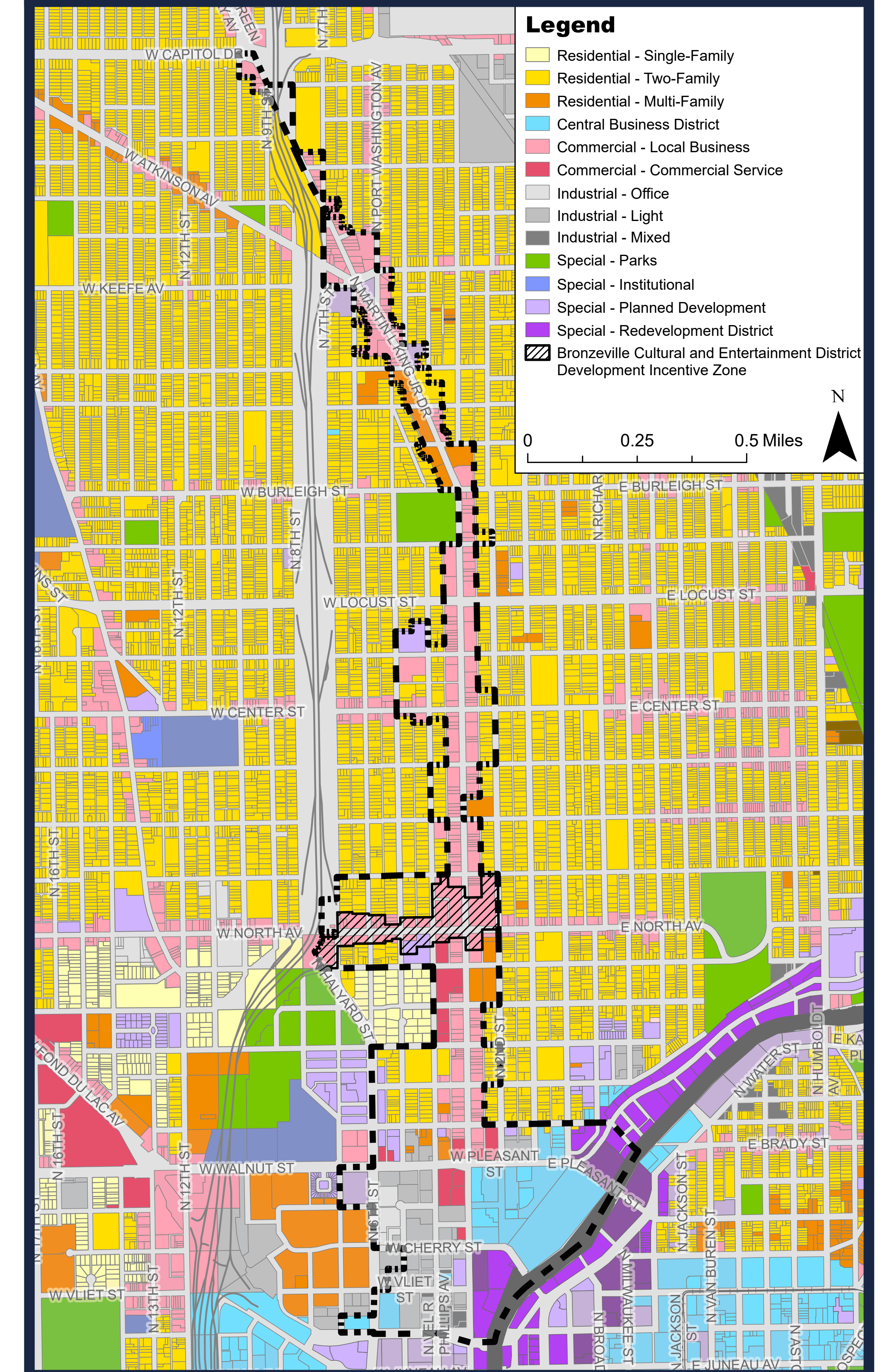
Most parcels of land along King Drive are zoned Local Business-2 (LB-2). LB-2 districts allow for a wide variety of land uses including shops, restaurants, and housing. LB-2 districts restrict building height to about 5 stories and require buildings to relate to the street and to each other.

The Bronzeville Zoning Overlay District includes additional restrictions on land use and design for properties along W. North Ave between King Drive and N. 7th St. to align with the intent of the Bronzeville Cultural and Entertainment District.

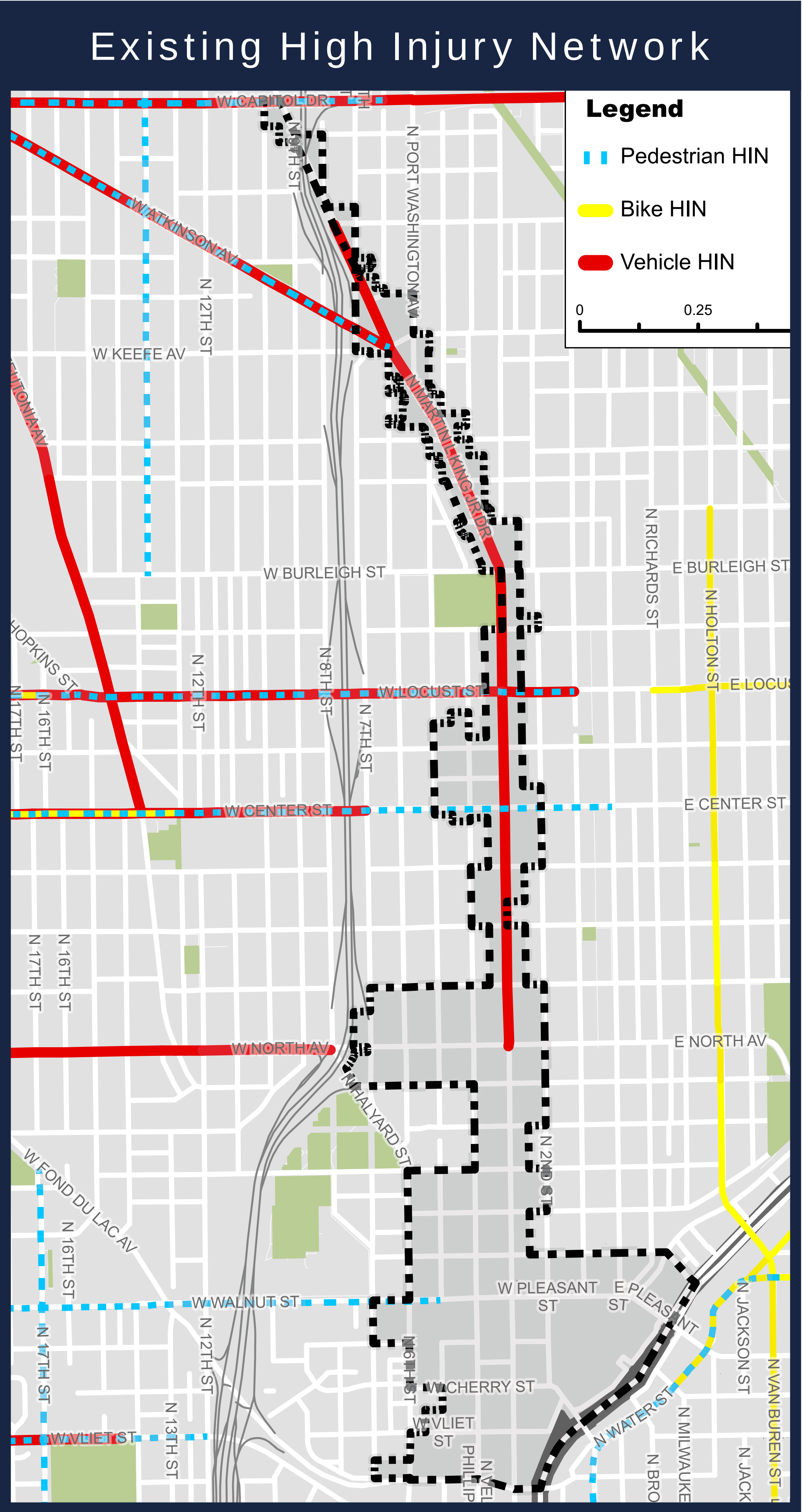
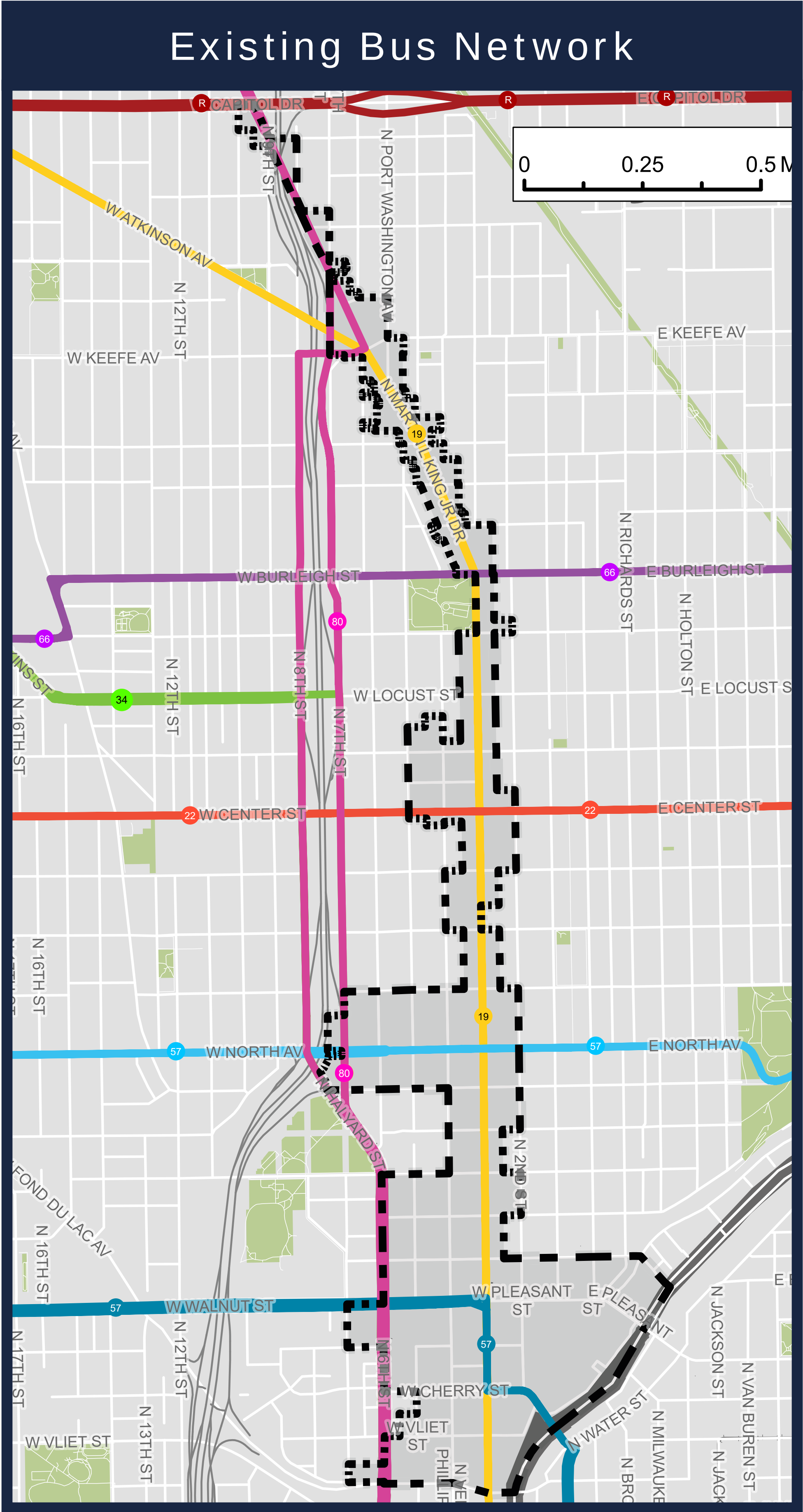
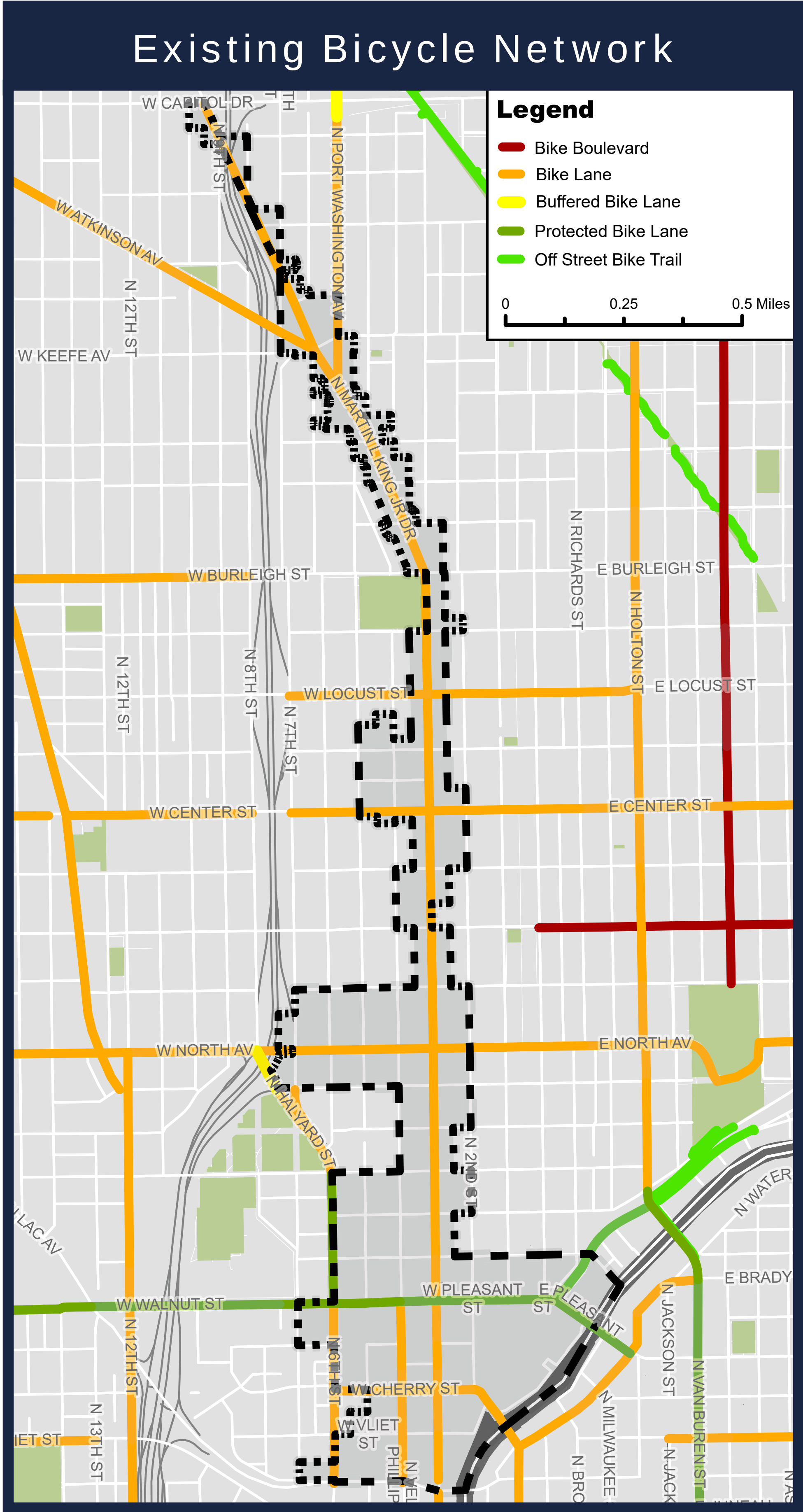
King Drive Land Use



King Drive Zoning



KING DRIVE TRANSPORTATION & MOBILITY



KING DRIVE DEVELOPMENT

North of West Locust Street

A

2022 IMPROV. Green Bay Playfield



1

OPPORTUNITY SITES (3)
Multiple Properties (Mixed Owners)
0.7 Acres | 0.6 Acres | 0.8 Acres



B

2020 Five Points Art Gallery



C

2005-2026 DEVELOPMENT
Harambee Housing Initiatives



D

2010 Heart & Hope Place



F

2026 DEVELOPMENT
LaMarr Franklin Lofts



E

2020 DEVELOPMENT
Historic Bank Building



H

2026 Clinton Rose Senior Center Renovation



G

2018 DEVELOPMENT
Bader Philanthropies HQ



3

IMPROV. OPPORTUNITY Clinton Rose Park





2

IMPROV. UNDERWAY
Dr. MLK Jr. Schoolyard



I

2026 DEVELOPMENT
Martin Luther King Library & Apartments



5

DEVELOPMENT UNDERWAY
Union at Rose Park



4

DEVELOPMENT PROPOSED
Compass Lofts



KING DRIVE DEVELOPMENT

West Meinecke Avenue to West Locust Street

A



2018 DEVELOPMENT

Welford Sanders Lofts

1



OPPORTUNITY SITE

2805-2831 N Dr. MLK Jr. Dr.

0.75 Acres (Mixed Ownership)

2



OPPORTUNITY BUILDING

Former Walgreens (Private)

B

2018

5th St. School Apartments



F

2013

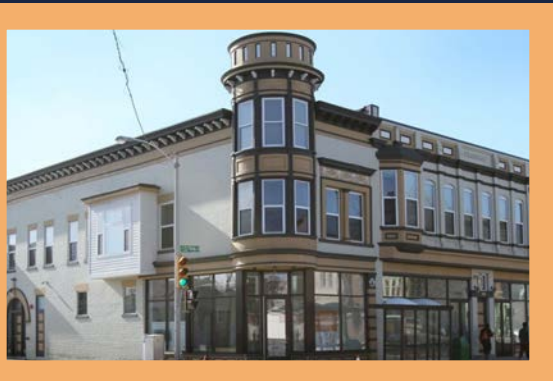
King Drive Commons IV Townhomes



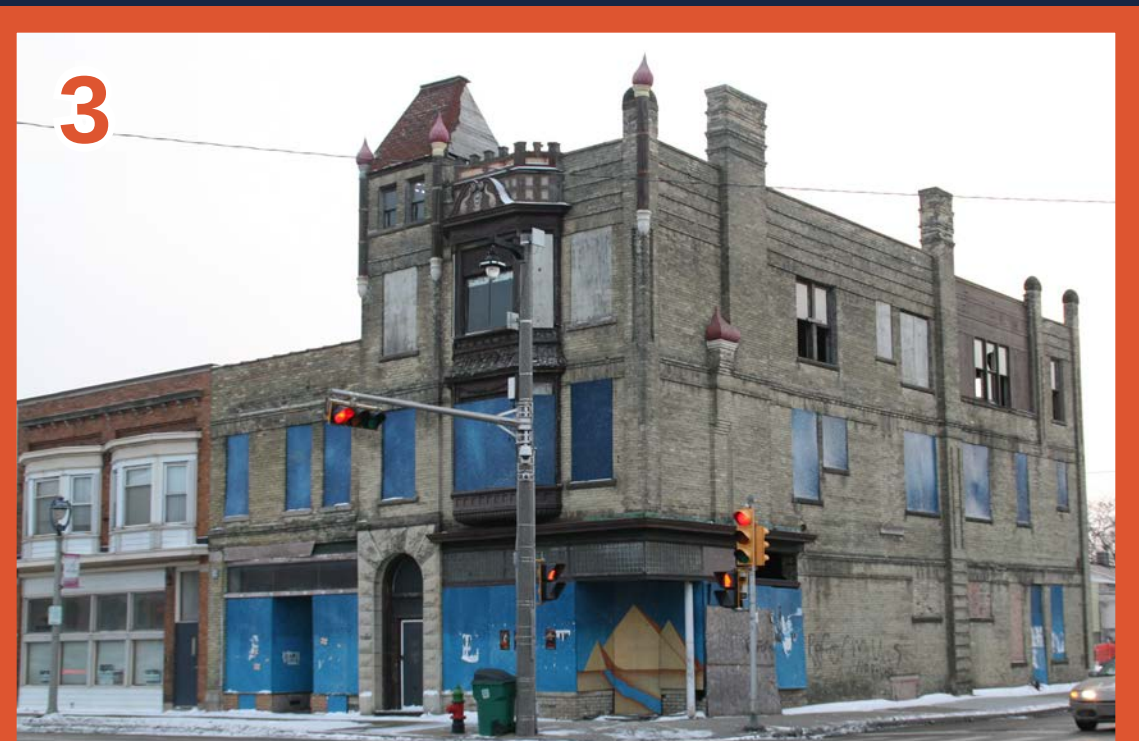
G

2014

King Drive Commons IV Renovations



3



OPPORTUNITY BUILDING

Historic Hummel/Uihlein Building (City Owned Historic Property)

4



DEVELOPMENT PROPOSED

Victory Lofts & Plaza





C

2007

King Drive Commons I



D

2008

King Drive Commons II

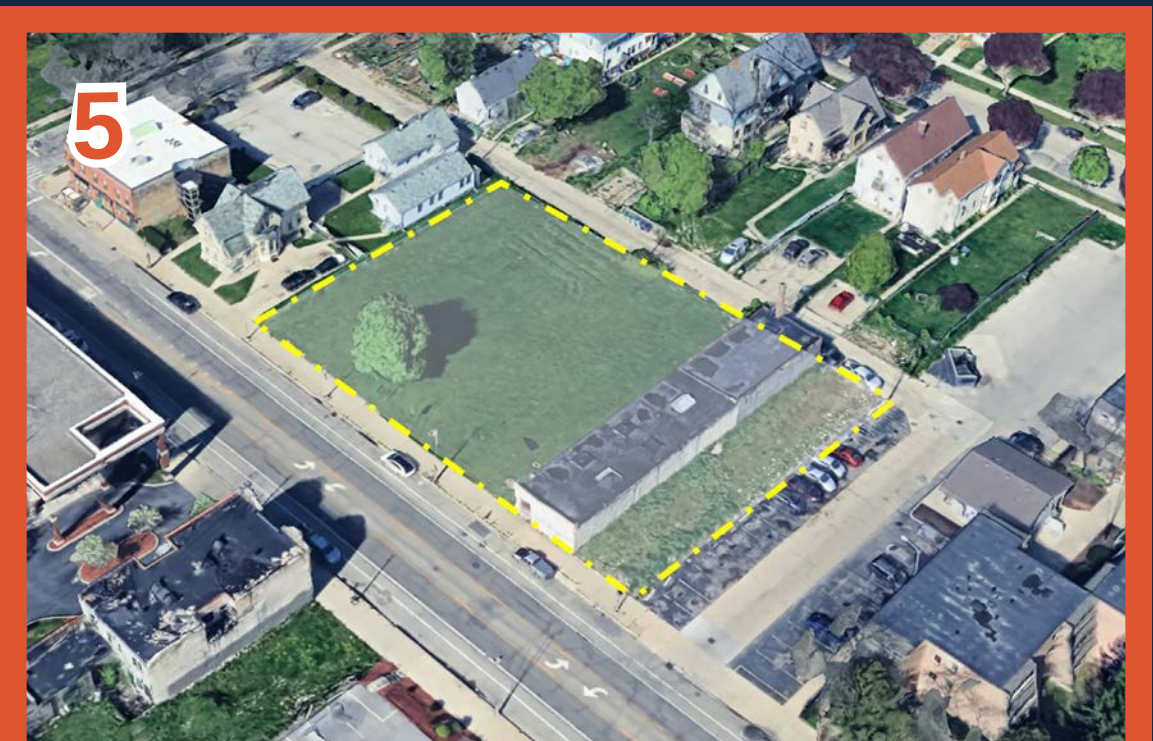


E

2011

King Drive Commons III

5



OPPORTUNITY SITE

2532-56 N Dr. MLK Jr. Dr.

0.75 Acres (Mixed Ownership)

7

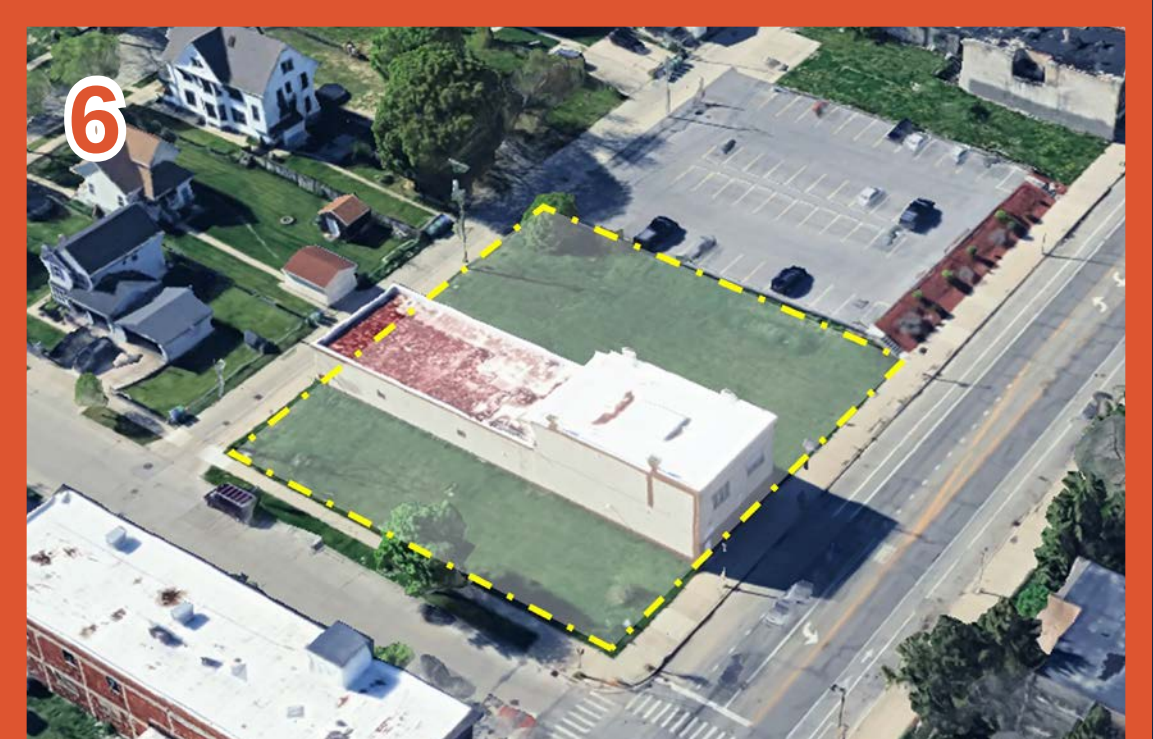


OPPORTUNITY SITE

2453-59 N Dr. MLK Jr. Dr.

0.5 Acres (City Owned)

6



OPPORTUNITY SITE

2501-23 N Dr. MLK Jr. Dr.

0.75 Acres (Mixed Ownership)

KING DRIVE DEVELOPMENT

West North Avenue

1



DEVELOPMENT UNDERWAY
Bronzeville Creative Arts & Tech Hub

4



OPPORTUNITY SITE
510-34 W. North Ave.
0.8 Acres (Mixed Ownership)

5



OPPORTUNITY SITE
2378 N. Vel R. Phillips Ave. & adj.
0.9 Acres (Mixed Ownership)

A



2017 DEVELOPMENT
Pete's Fruit Market

6



OPPORTUNITY SITE
2354 N. Dr. MLK Jr. Dr.
0.5 Acres (Private Ownership)

2



OPPORTUNITY SITE
2225-37 N. 7th St.
1.4 Acres (City Owned)

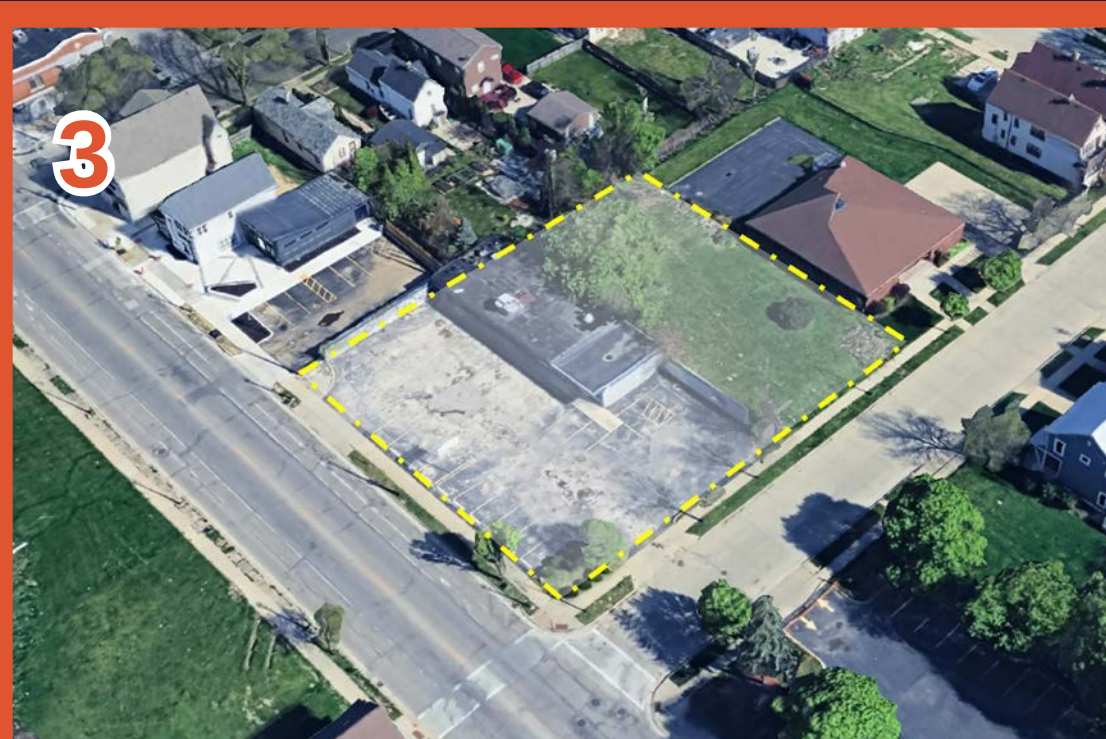


7



DEVELOPMENT PROPOSED
Bronzeville Center for the Arts

3



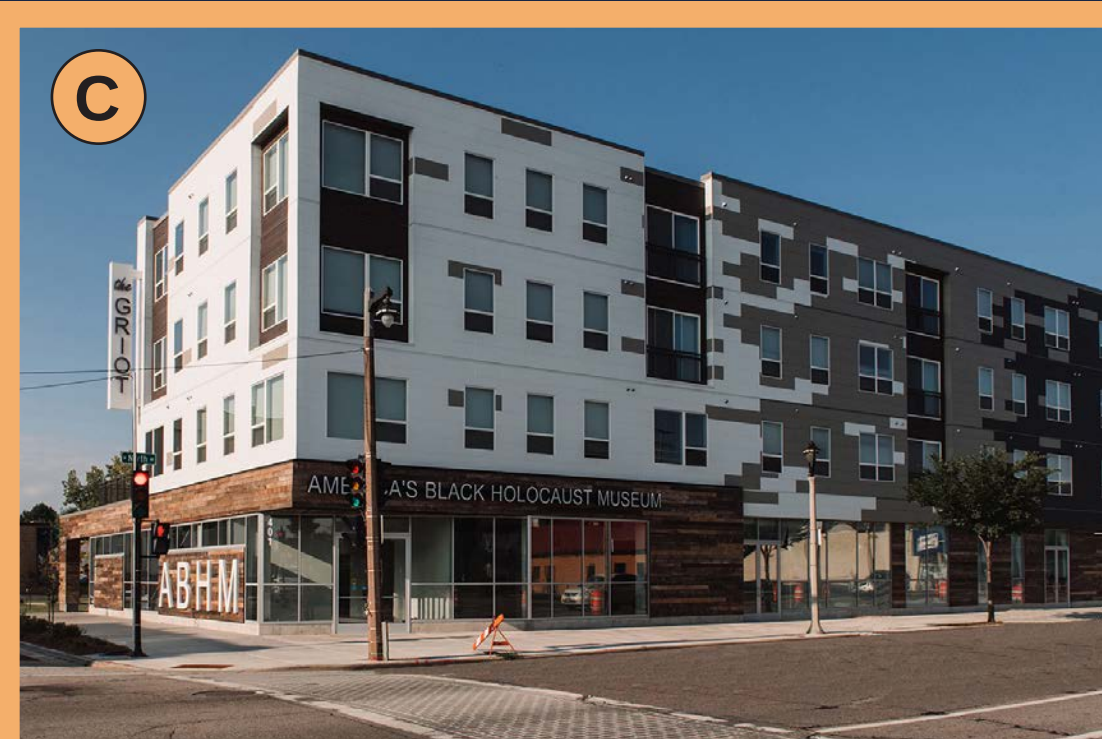
OPPORTUNITY SITE
521 W. North Ave. & 2232 N 6th St
0.6 Acres (Mixed Ownership)

B



2024 DEVELOPMENT
Gallery 507 (BCA)

C



2018 DEVELOPMENT
The Griot / A.B.H.M.

D



2017 DEVELOPMENT
Historic Garfield Apartments

E



2024 DEVELOPMENT
Howard Fuller Collegiate Academy

KING DRIVE DEVELOPMENT

South of West Garfield Avenue

A

2024
Niche Book Bar



1



DEVELOPMENT PROPOSED
Walnut & Vel R Phillips

F

2017-2021
Grinker Buildings



G



2018-2025 DEVELOPMENT
City Place I & II

2



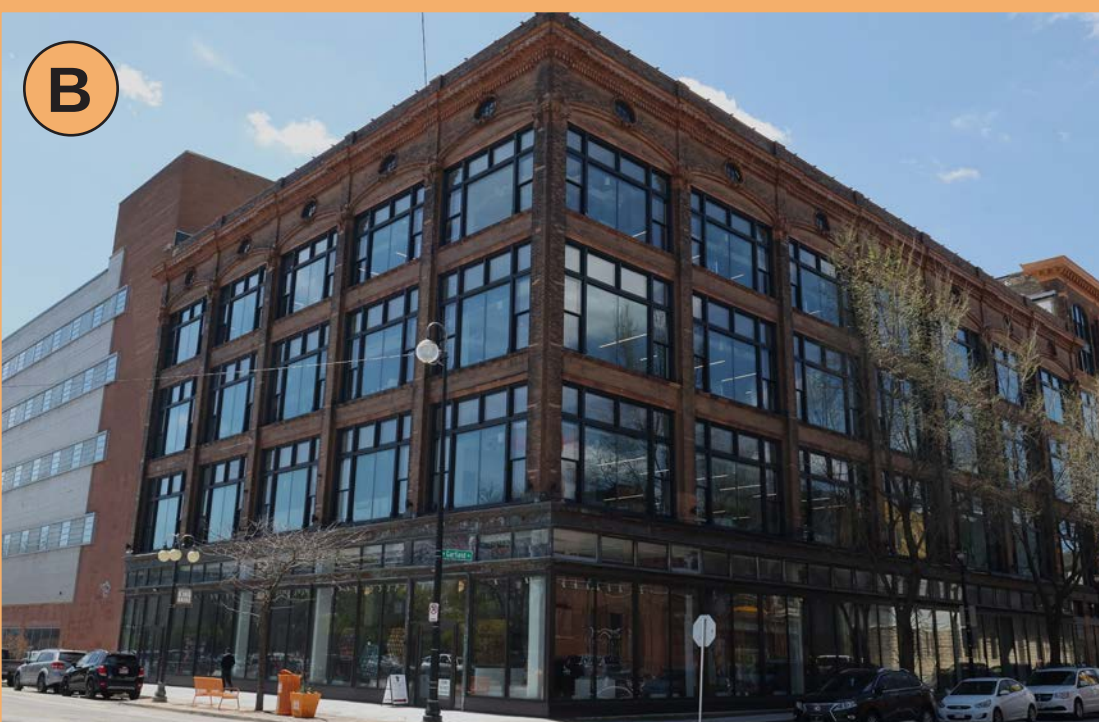
DEVELOPMENT PROPOSED
Central City Plaza

H

2016
Sojourner Family Peace Center



B



2025 DEVELOPMENT
Thrive On King



5



DEVELOPMENT UNDERWAY
Nature & Culture Museum of WI

C



2025 IMPROVEMENT
Streetscape, Signage, & Murals

D



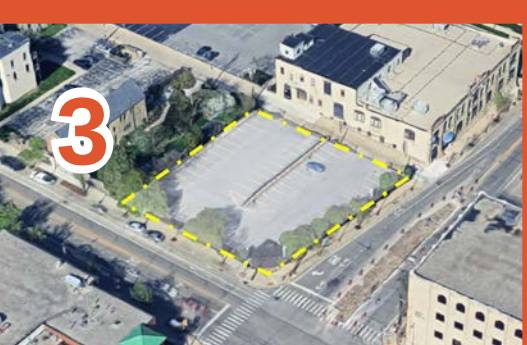
2025 DEVELOPMENT
The Allen Building | Allah Mode

E



2020 DEVELOPMENT
Legacy Building

3



OPPORTUNITY SITE
1710 N MLK
0.4 Acres (Private)

4



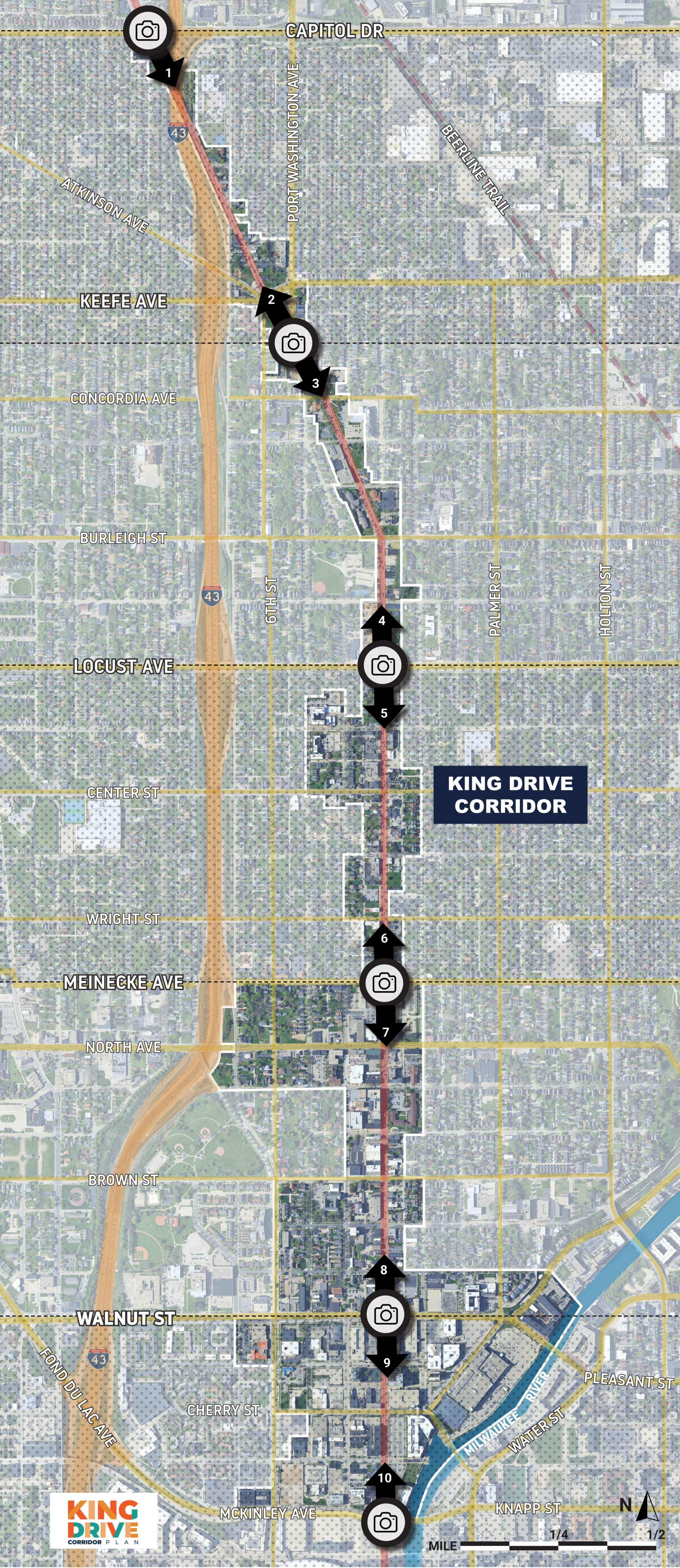
OPPORTUNITY SITE
W Pleasant St
1.8 Acres (Private)

I



2019
Milwaukee Fortress

DESCRIBE THESE AREAS of King Drive



How would you describe these sections of King Drive?
Place dots in the zones that are most appropriate to
your experiences in each corridor area below.
Please limit the number of dots you place to two per area.

EXISTING PHOTOS

PLACE A DOT

EXISTING PHOTOS

PLACE A DOT

EXISTING PHOTOS

PLACE A DOT

EXISTING PHOTOS

PLACE A DOT

EXISTING PHOTOS

PLACE A DOT

CONCORDIA AVE TO CAPITOL DR



Vibrant and Exciting	Vacant and Underutilized	Walkable Neighborhood
Inviting & Family-Friendly	Lots of Traffic	Quiet and Peaceful

LOCUST AVE TO CONCORDIA AVE



Vibrant and Exciting	Vacant and Underutilized	Walkable Neighborhood
Inviting & Family-Friendly	Lots of Traffic	Quiet and Peaceful

MEINECKE AVE TO LOCUST AVE



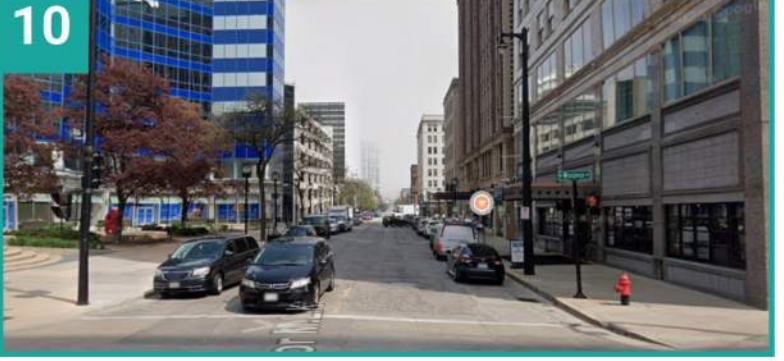
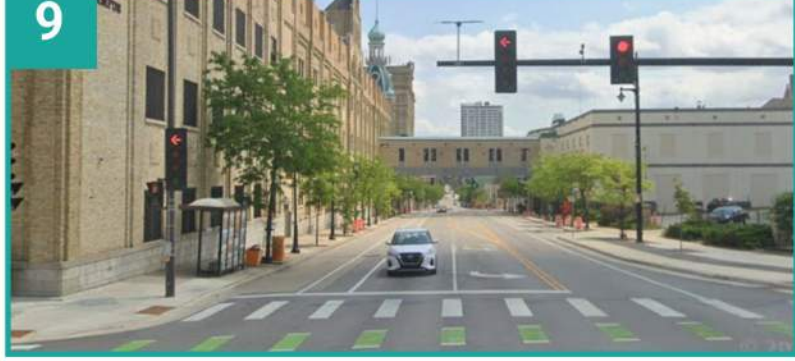
Vibrant and Exciting	Vacant and Underutilized	Walkable Neighborhood
Inviting & Family-Friendly	Lots of Traffic	Quiet and Peaceful

WALNUT ST TO MEINECKE AVE



Vibrant and Exciting	Vacant and Underutilized	Walkable Neighborhood
Inviting & Family-Friendly	Lots of Traffic	Quiet and Peaceful

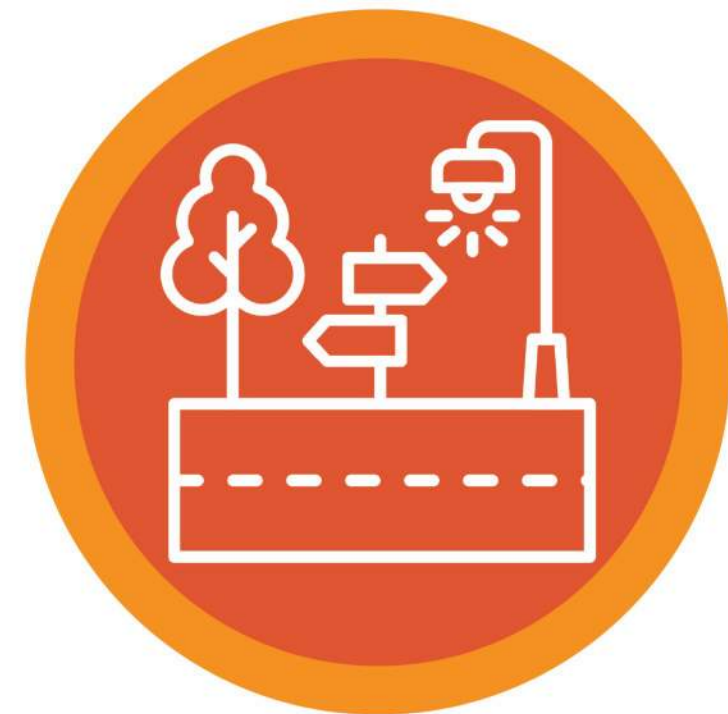
DOWNTOWN TO WALNUT ST



Vibrant and Exciting	Vacant and Underutilized	Walkable Neighborhood
Inviting & Family-Friendly	Lots of Traffic	Quiet and Peaceful

What's important TO YOU?

RANK THE TOP 4 PRINCIPLES BASED ON WHAT'S IMPORTANT TO YOU | 1 = Highest Priority
Please do not place more than one ranking in any category.



Street Activation



Creating vibrant streets through active uses, pedestrian activity, and interaction.



Support Local



Strengthening local businesses, organizations, and community investment.



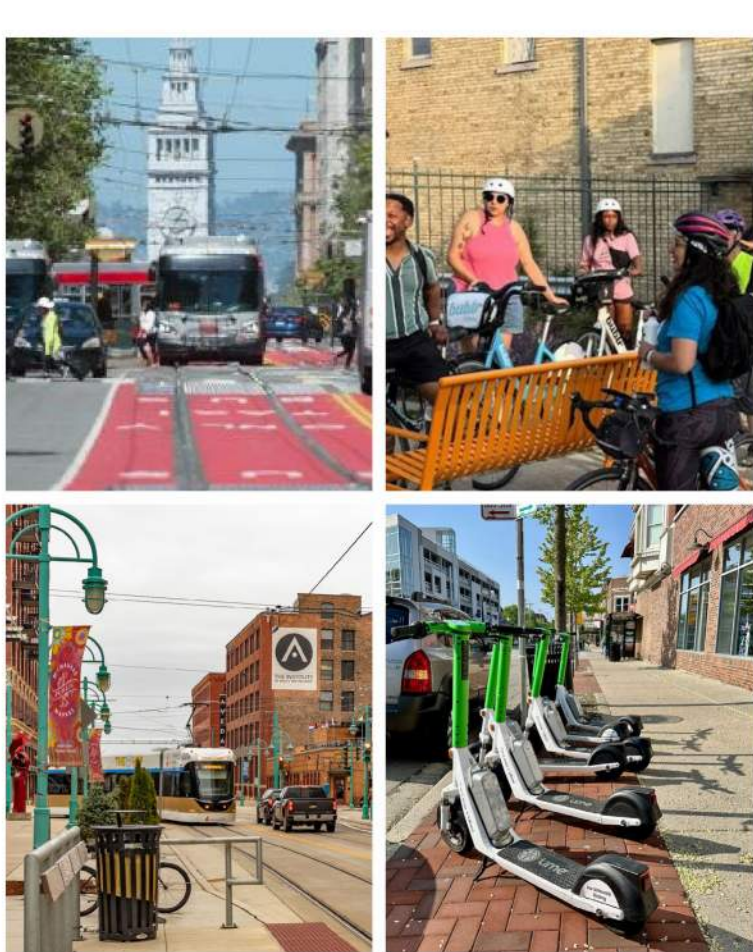
Walkable Community



Creating a walkable environment that connects residents to local destinations.



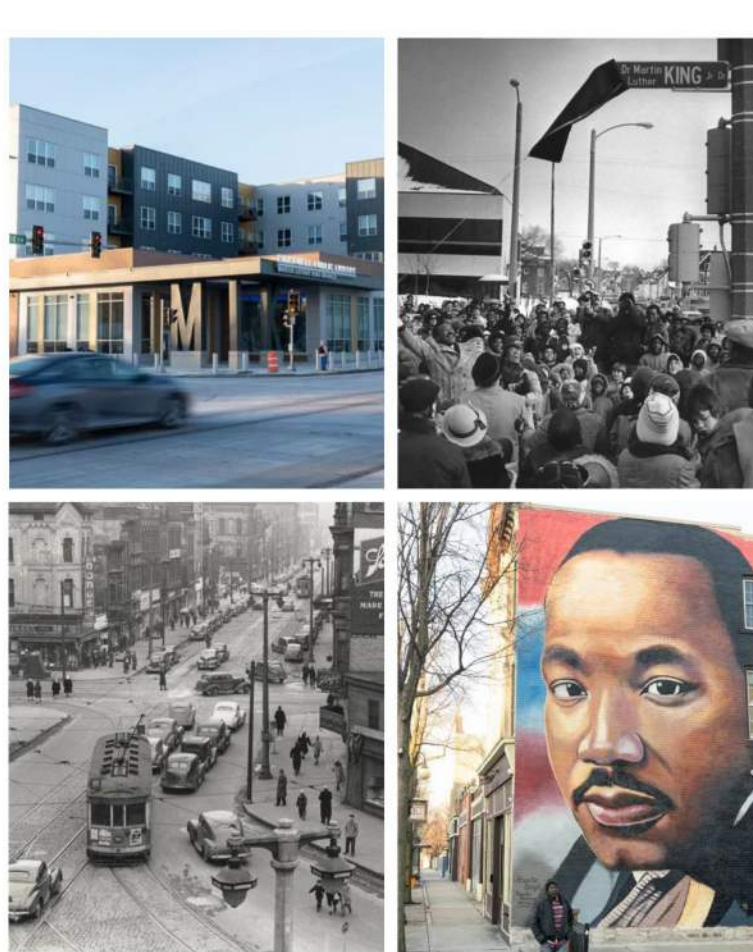
Multimodal Connectivity



Creating safe and efficient transportation options for all users.



Strengthen a Unique Identity



Celebrating the corridor's history, culture, and unique identity.



Amenity-Rich Public Realm



Enhancing streets and public spaces with community amenities.



Celebrate Neighborhoods



Connecting and celebrating the corridor's surrounding communities.



Prioritizing Green Space

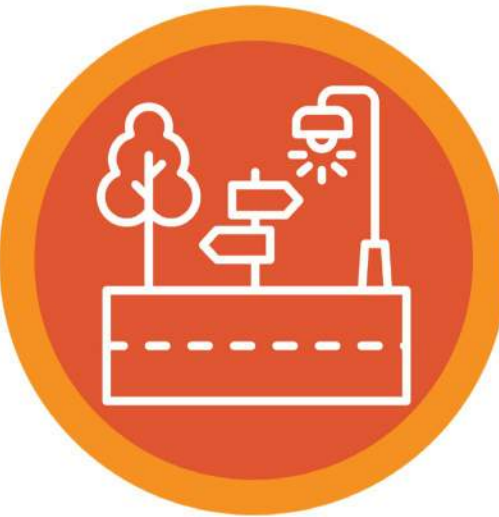


Expanding access to parks, trails, and open spaces.

What did we MISS?

Share your ideas below...

Priorities we've listed so far...



Street Activation



Support Local



Walkable Community



Multimodal Connectivity



Strengthen a Unique Identity



Amenity-Rich Public Realm



Celebrate Neighborhoods



Prioritizing Green Space



King Drive Needs MORE _____.

What we've heard so far...

TREES!

Coffee Shops

Wellness spaces

Parks

Wider Sidewalks

New Businesses

HOUSING OPTIONS

People

Landscaping

More appealing reasons to walk & browse shops

Traffic Calming

**Promotion of
all that
happens here**

Activities for Youth

Public Art

Art Business Collaborative

Nice looking Apartment Buildings

Fresh Produce

“The Hop” Streetcar Extension

Share your ideas below...

A 3x6 grid of 18 empty rounded squares with teal borders on an orange background. The squares are arranged in three rows and six columns, providing a structured space for drawing or writing.

King Drive Needs LESS _____.

What we've heard so far...

Speeding Cars

Liquor Stores

Parking Lots

Potholes

LITTER

Vacant Storefronts

Time Limited Street Parking

Share your ideas below...

A 3x3 grid of nine identical white squares with rounded corners and orange borders, set against a dark blue background. The squares are arranged in three rows and three columns, with equal spacing between them. Each square is empty and serves as a placeholder for content.

What do you LOVE about King Drive?

What we've heard so far...

Community

ART

Music

BLACK HISTORY

Connection

Culture

Clinton Rose

Share your ideas below...

What's your DREAM for King Drive?

Share your ideas for the future of the corridor...



K I N G D R I V E C O R R I D O R P L A N

HELP SHAPE THE FUTURE OF KING DRIVE!

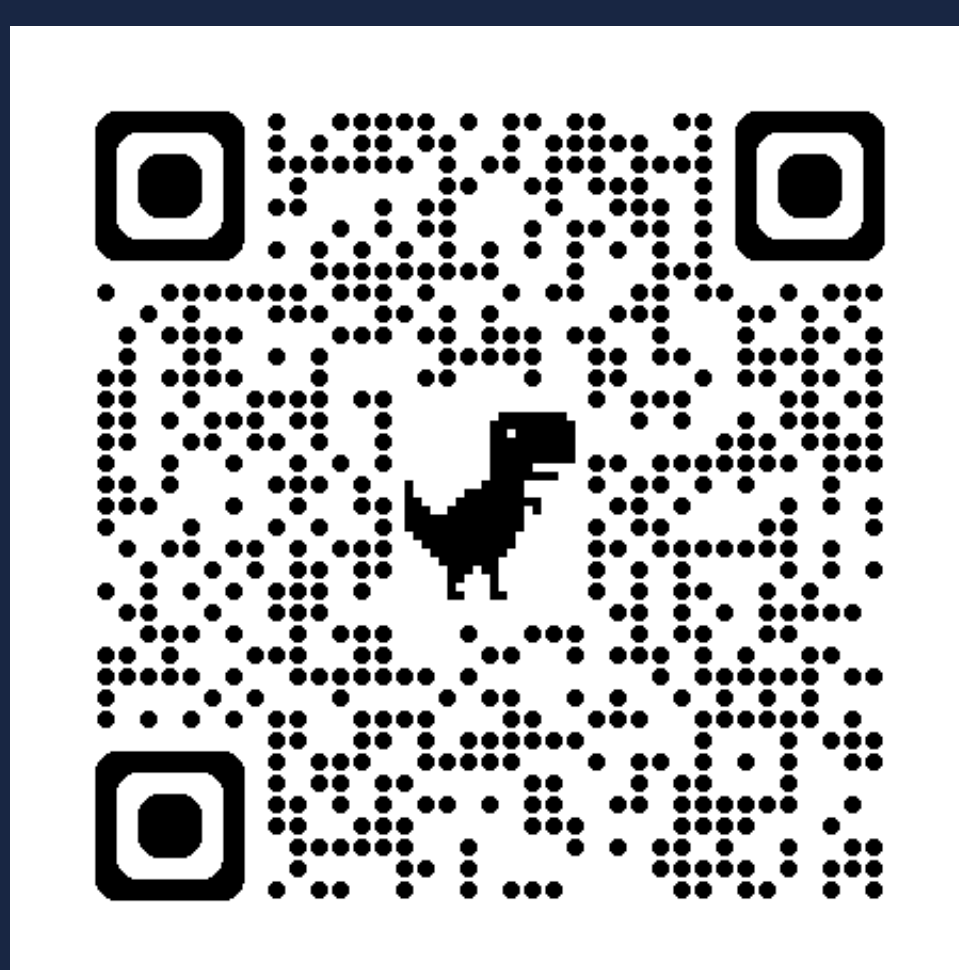
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The plan will guide future land use, economic development, urban design, and improvements to streets and public spaces along the corridor.

Your voice matters. Community input will help create a long-term vision that reflects the goals and priorities of those who live, work and play along King Drive.

Join the conversation by participating at the link below. Additional in-person and online engagement opportunities will be available throughout the planning process.

ENGAGE ONLINE TODAY!



engage.milwaukee.gov/KingDrivePlan

