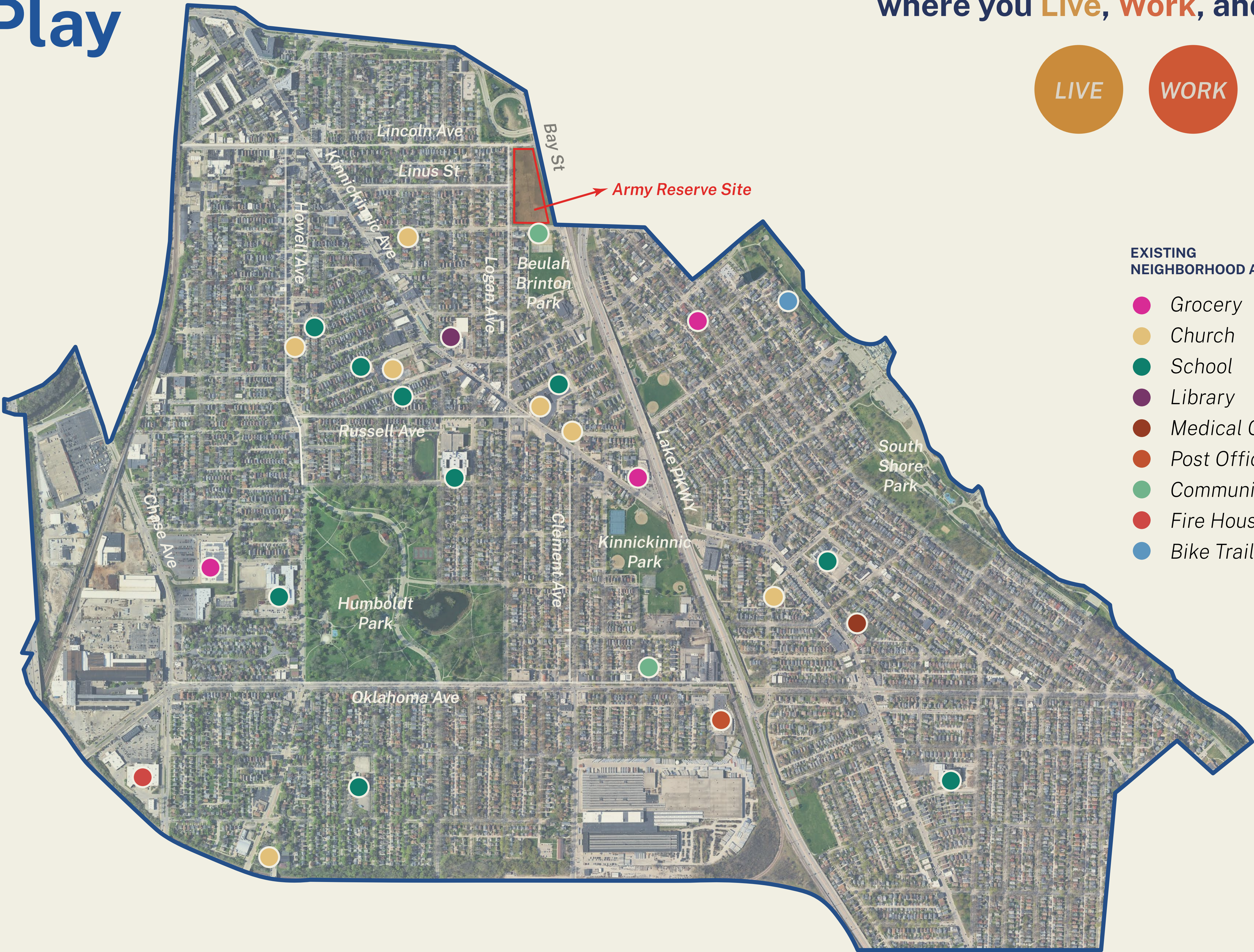


Where do you **Live, Work, and Play** in Bay View?

Let us know more about how
you **Live, Work, and Play** in Bay
View by posting a comment!

Place dot stickers on the map indicating
where you **Live, Work, and Play!**

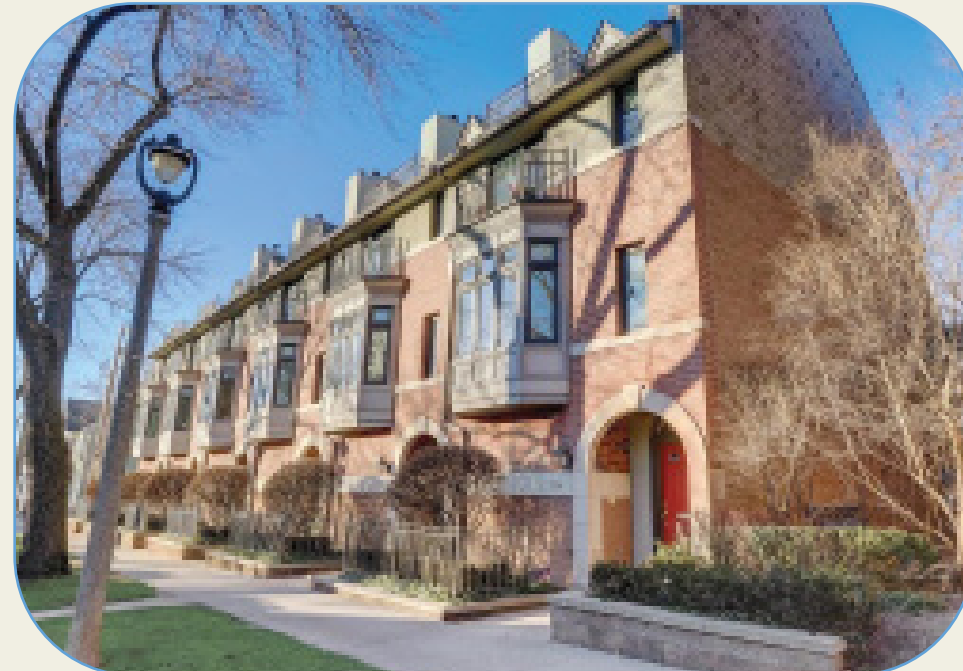
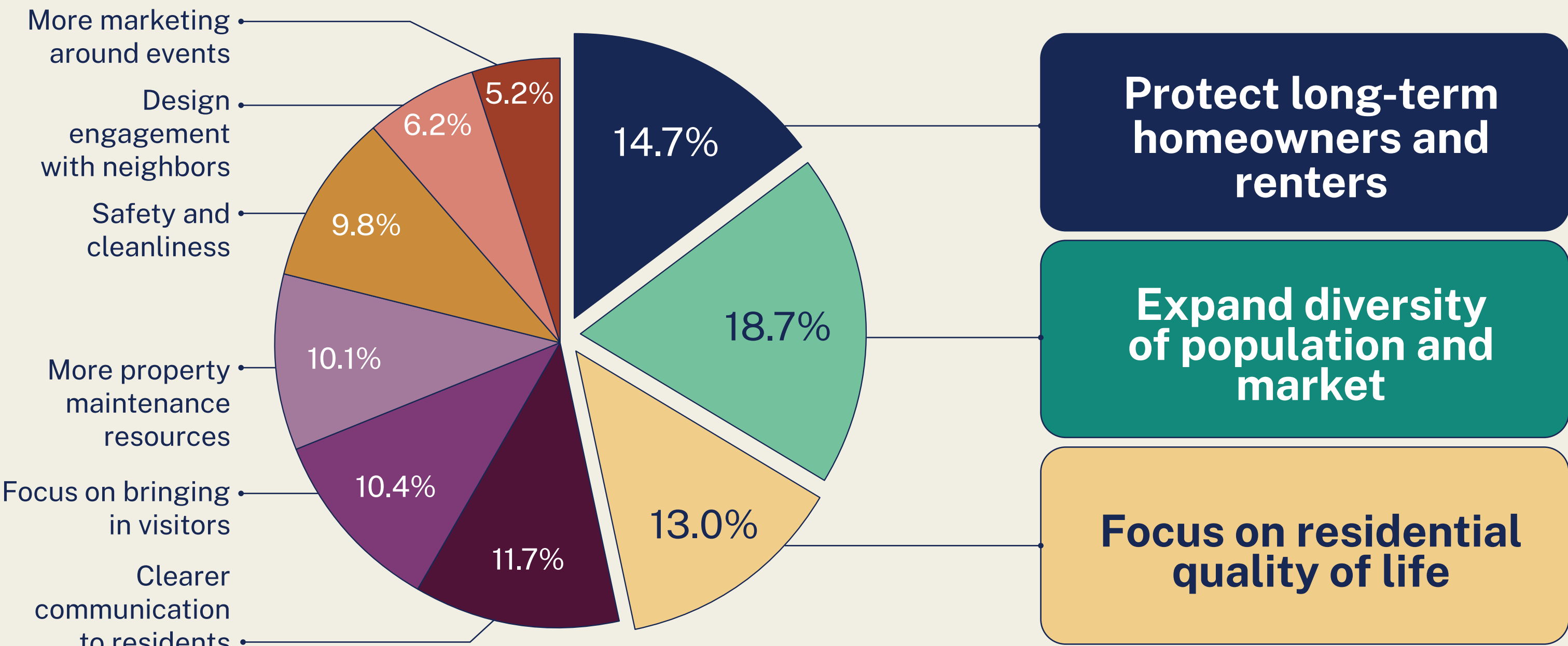


EXISTING
NEIGHBORHOOD AMENITIES

- Grocery
- Church
- School
- Library
- Medical Clinic
- Post Office
- Community Center
- Fire House
- Bike Trail

City goals and Bay View plan outcomes

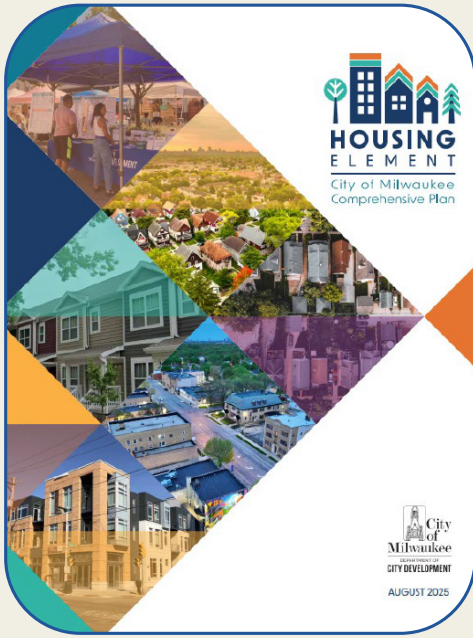
Priorities for Bay View



Key Recommendation

Accommodate more housing options within residential areas

Citywide Housing Goals



- Increase the amount of housing and housing diversity for people of all incomes, ages, abilities, and household types
- Address the supply gap of **32,000 affordable units**
- **Encourage sustainable best practices** in neighborhood development to reduce environmental impact and advance climate resiliency

Army Reserve Site Priorities from the Neighborhood Plan



- Housing that is affordable to a wide range of incomes
- Incorporating green space and outdoor amenities
- Upgrade the Beulah Brinton Community Center
- Integrate sustainable design features and landscaping for stormwater management
- Include a mix of market-rate and affordable units
- Incorporate a mix of housing types (i.e. townhomes, multifamily, etc)
- Features high-quality and attractive design
- Integrates quality amenities for residents
- Integrates into the surrounding neighborhood
- Designed with pedestrian-friendly design
- Extends Linus Street through the site

Tell us what you think!

Which of the Army Reserve Site priorities do you think is most important?

Place up to three dot stickers in the circles.

Housing that is affordable to a wide range of incomes

Incorporating green space and outdoor amenities

Upgrade the Beulah Brinton Community Center

Integrate sustainable design features and landscaping for stormwater management

Include a mix of market-rate and affordable units

Incorporate a mix of housing types (i.e. townhomes, multifamily, etc)

Features high-quality and attractive design

Integrates quality amenities for residents

Integrates into the surrounding neighborhood

Designed with pedestrian-friendly design

Is there anything that you think was missing from the list of priorities for the Army Reserve Site?

What keeps you in Bay View?

Place dot stickers in the boxes!
What do you love most about Bay View?



Community Assets like Beulah Brinton and the Dog Park



Thriving Commercial Corridors



Accessible Public Transit



Near Lake Michigan



Walkable Neighborhoods



Friendly Neighbors



Abundant Green Space



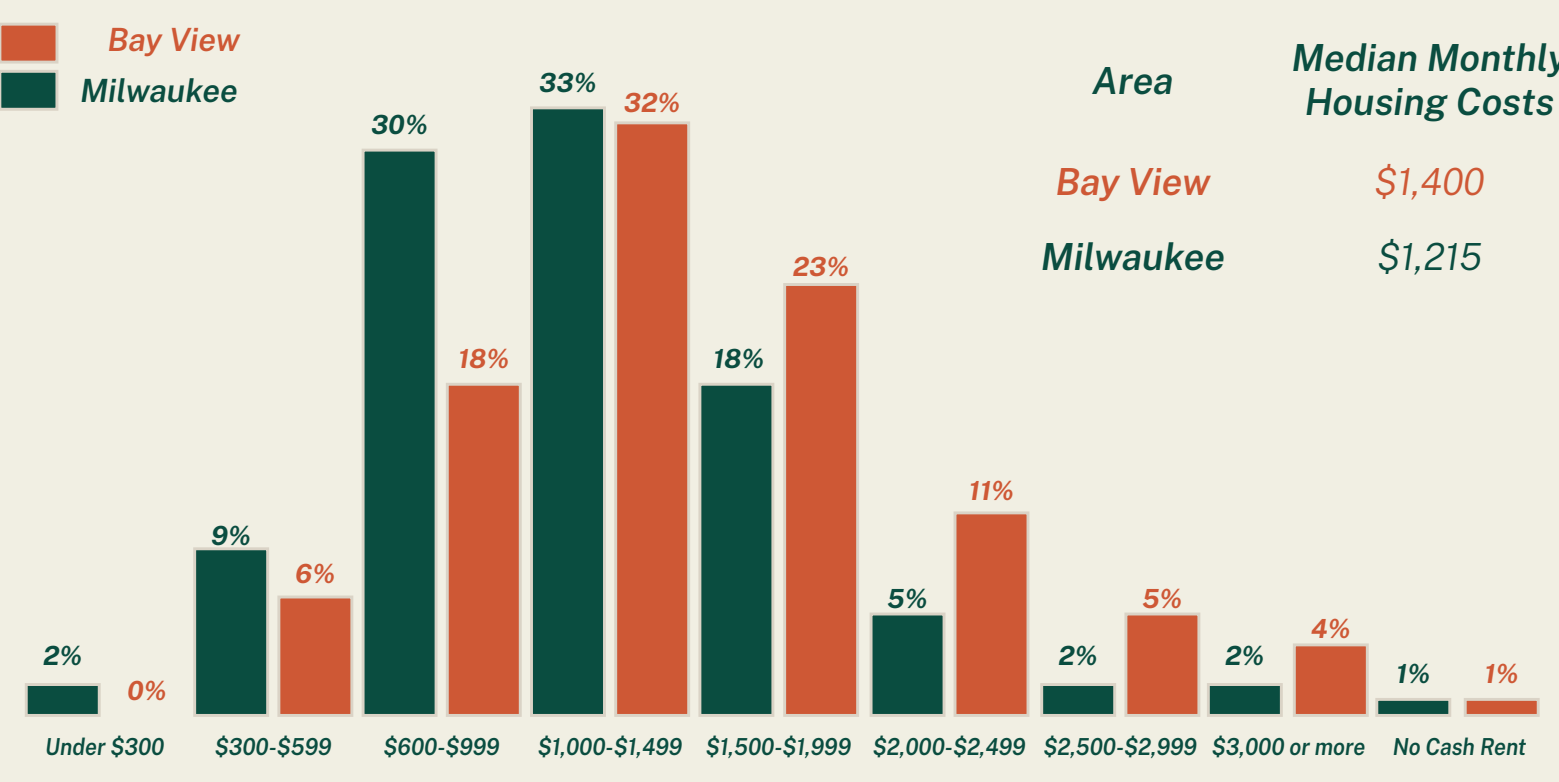
Local Establishments

Others!

Place your comments here!

What's needed at the Army Reserve Site to match Neighborhood Plan priorities?

Monthly Housing Cost, Bay View vs. Milwaukee



What are some of the population and housing characteristics of Bay View?

How can development on the Army Reserve site advance the Bay View plan community priorities?

Who lives in Bay View?

Higher median incomes and fewer cost-burdened households (those spending 30% of monthly income or more on housing-related costs)

Area	Median Household Income	Cost-burden Households
Bay View	\$92,200	21%
Milwaukee	\$64,400	39%

Less diverse demographically than Milwaukee

80% of residents are White alone

Bay View

Milwaukee

What does it cost to live in Bay View?

Data suggests a need for housing units at 30% and 50% AMI levels, with a surplus of workforce and high-income housing

AMI Level	Milwaukee		Bay View	
	(% of Total) Households	AH Supply Gap	(% of Total) Households	AH Supply Gap
30%	44,820 (19.3%)	-32,932 units	538 (7.2%)	-338 units
50%	72,735 (31%)	-13,473 units	957 (12.9%)	-208 units
70%	100,075 (43%)	+(2,531 units surplus)	1,620 (21.9%)	+(25 units surplus)

Median home value in Bay View is **\$60K above the citywide median**

Median gross rent is higher in Bay View (\$1,506) than Milwaukee (\$1,174)

Bay View

Milwaukee

What housing exists in Bay View?

More than half, 56%, of residents are homeowners and 44% rent; a higher homeowner share than Milwaukee's split

Milwaukee

Bay View

Bay View has **more single-family housing and less large multifamily** than Milwaukee

Renter-occupied stock is concentrated in 1- to 2-bedroom units

Bedrooms	Bay View (%)	Milwaukee (%)
Studio	6%	7%
1 Bedrooms	33%	25%
2 Bedrooms	38%	41%
3 Bedrooms	18%	23%
4 Bedrooms	4%	5%
5+ Bedrooms	0%	1%

Priorities for Bay View

Accommodate more housing options within residential areas

Protect long-term homeowners and renters

14.7%

Expand diversity of population and market

18.7%

Focus on residential quality of life

13.0%

Army Reserve Site Priorities

Housing that is affordable to a wide range of incomes

Incorporating green space and outdoor amenities

Upgrade the Beulah Brinton Community Center

Integrate sustainable design features and landscaping for stormwater management

Include a mix of market-rate and affordable units

Incorporate a mix of housing types (i.e. townhomes, multifamily, etc)

Features high-quality and attractive design

Integrates quality amenities for residents

Integrates into the surrounding neighborhood

Designed with pedestrian-friendly design

Who could new housing serve in Bay View?

Development at the Army Reserve site will serve people and households living their daily lives.

Who are some of the people who want to stay in Bay View or move to Bay View?

What type of housing would help make space for these residents given Bay View’s current housing characteristics?



Workforce Households



New residents attracted to Bay View



Families with children



Households currently priced out



Bay View residents who want to stay



Bay View Seniors aging in place who want to stay



Susan

Age: 68 | Widowed | Retired
Median Income: \$60,000

- Long-term homeowner now looking to sell and rent a smaller, more accessible unit
- Desires to age in place and not leave the neighborhood she’s loved for decades
- No longer able to drive, so Susan needs good transit access to make doctors appointments and access local services



Anderson family

Age: 36 (Alice) and 42 (Emily) | Teachers
Married | Median Income: \$104,000

- Need at least one more bedroom now that baby Charlie joined the family
- Emily is interested in purchasing a condo, but Alice wants to wait to move into homeownership until the kids are older
- Own two cars, but don’t mind street parking



Ray

Age: 32 | Front of House Manager | Single
Median Income: \$52,000

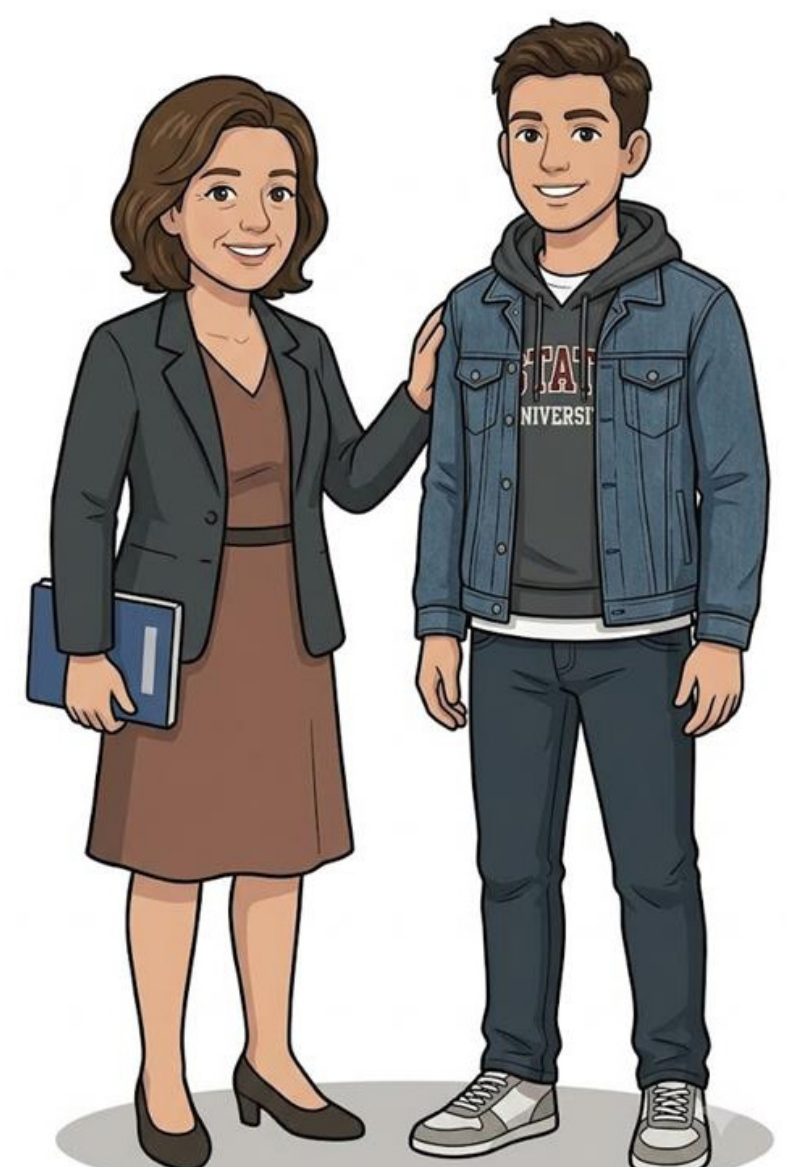
- Wants to move closer to their job at Honeypie Cafe since they often have opening and closing shifts
- Relies on their bike and public transit to get around
- Okay with having a roommate or two
- Loves gardening and would love an opportunity to do so



Justin

Age: 27 | Pediatrics Nurse | Single
Median Income: \$72,000

- Needs easy access to greenspace for picnics and pick up soccer with friends to unwind after a long day at Ascension
- Appreciates being near good bars and restaurants
- Actually finds city noise and traffic helps lull him to sleep
- Interested in flexible housing that could support a future family
- Does not want roommates



Carrie & Alex

Age: 41 | Research Director | Divorced
Median Income: \$60,000

- Is finally ready to purchase her first home, but is sad her kid is heading off to college soon
- Wants to make sure her new home has enough space for Alex to come visit whenever, but not too much that it becomes a burden to take care of
- Hopes to sustain strong relationships with her neighbors and stay involved in the community

What do you think about making space for these community members?

Place your comments here!

How can the development at the Army Reserve Site **benefit** the Bay View community?



Housing Choice

New housing options could allow for current residents to stay in the neighborhood and could welcome in new residents. This could increase the diversity of the neighborhood.

A mix of home types for different people and stages of life.



Connected Green Spaces

New outdoor shared green spaces can provide complementary passive recreation options to the active recreation that is present at Beulah Brinton.

Outdoor spaces, paths, and gathering areas for daily life.



Stormwater Management Landscapes

Open spaces that are able to manage stormwater could help alleviate neighborhood flooding challenges, benefiting the Bay View neighborhood.

Green space that helps manage rainwater.



Small-Scale Retail

A new standalone retail option that can support a small business, complementing the active commercial activity along Kinnickinnic.

Space for daily needs, local services, or community use.



How else do you think development at the Army Reserve site would benefit you and your community?

Place your comments here!

How this site could take shape

There are different ways to balance housing, green space, scale, and neighborhood fit.

What the Visions Include



Visualizing the Different Possibilities

Front Porch Mix Vision

A vision with more porch frontages and more chances to own through houses, townhouses, and small condo buildings.

This vision asks about:

- Strong porch frontages
- More privately owned space
- Small-scale retail

Open-space pattern:
Smaller green spaces distributed throughout the site.



Green Commons Vision

A residential vision with more shared green space, homes for aging in place, and greater variation in building height.

This vision asks about:

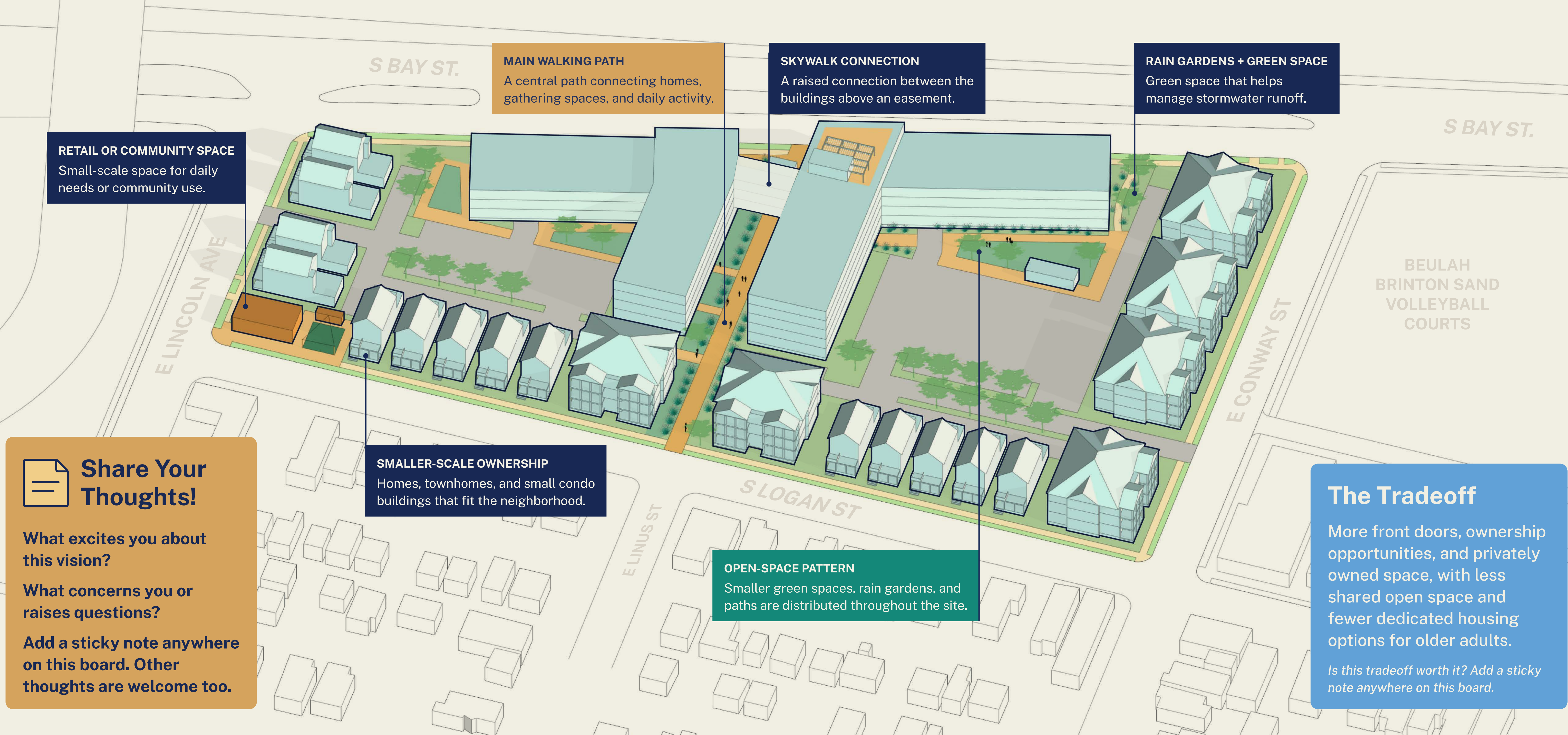
- More green space
- Senior and active adult living
- Tradeoffs associated with height variation

Open-space pattern:
A larger shared green spine.



Front Porch Mix Vision

A vision with more front doors, porches, smaller-scale homes, and more opportunities to own.



Share Your Thoughts!

What excites you about this vision?

What concerns you or raises questions?

Add a sticky note anywhere on this board. Other thoughts are welcome too.

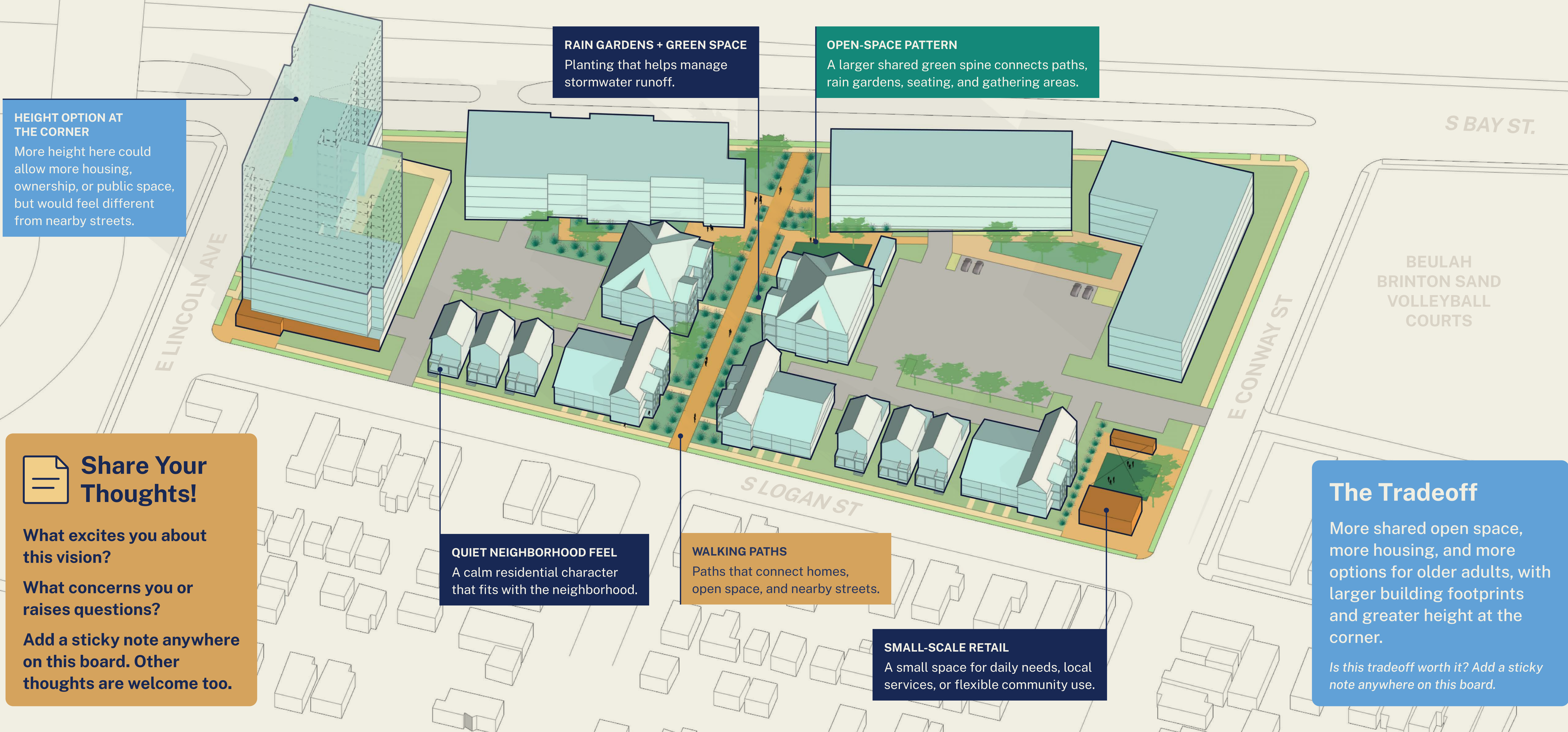
The Tradeoff

More front doors, ownership opportunities, and privately owned space, with less shared open space and fewer dedicated housing options for older adults.

Is this tradeoff worth it? Add a sticky note anywhere on this board.

Green Commons Vision

A residential vision with more shared green space, homes for aging in place, and a mix of building heights that allows for more housing.



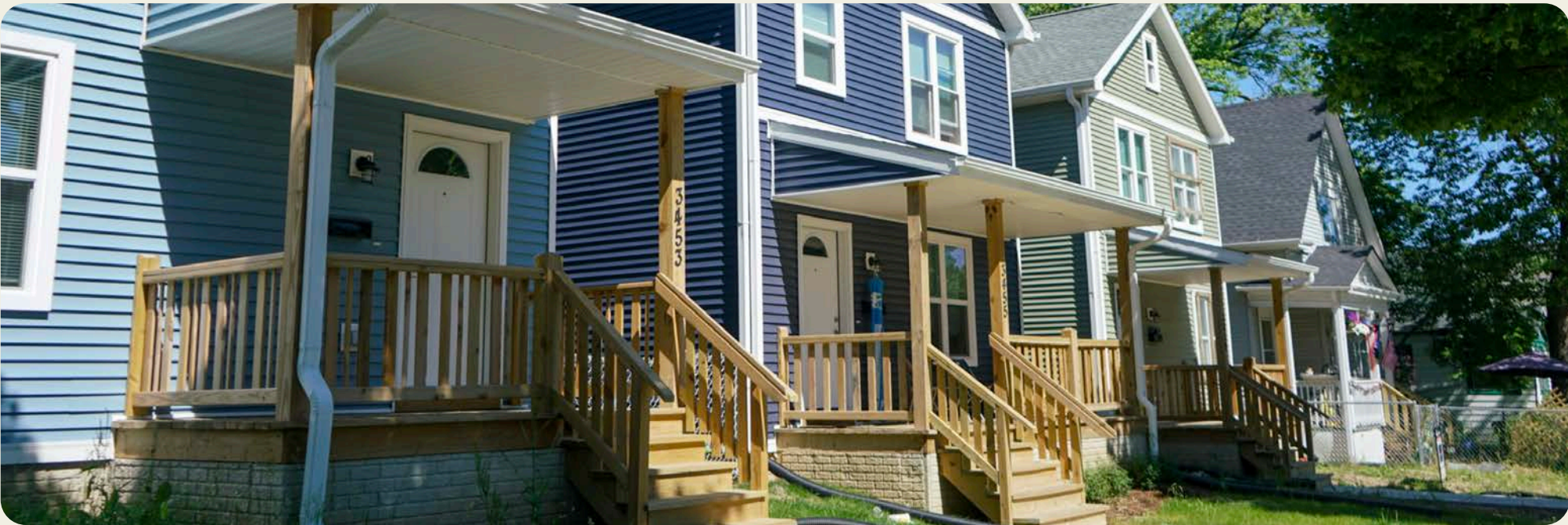
Which elements feel right?

Review each element, then place one dot in each section to show whether you would like to see more, about this amount, or less.

FRONT PORCH MIX ELEMENT

Front Doors + Porches

Porches and front doors facing the street.



MORE

ABOUT RIGHT

LESS

FRONT PORCH MIX ELEMENT

Homeownership + Smaller-Scale Homes

Smaller homes with more ways to own.



MORE

ABOUT RIGHT

LESS

FRONT PORCH MIX ELEMENT

Small-Scale Retail

Shops, services, or community space.



MORE

ABOUT RIGHT

LESS

GREEN COMMONS ELEMENT

Green Spine + Shared Open Space

Connected green space for walking and gathering.



MORE

ABOUT RIGHT

LESS

GREEN COMMONS ELEMENT

Senior + Active Adult Living

Homes designed for older adults.



MORE

ABOUT RIGHT

LESS

GREEN COMMONS ELEMENT

Height at the Corner

More height to support housing or open space.



MORE

ABOUT RIGHT

LESS

Which Bay View Plan Priorities do these visions reflect?

Place up to three dots beside the priorities you see reflected most clearly in the visions. Then use a sticky note to share any added thoughts, concerns, or missing ideas.

Bay View Plan Priorities

Place your dots

Choose up to three priorities. You may place more than one dot on the same priority.

Share more with a sticky note

1	Protect long-term homeowners and renters	→	PLACE DOTS HERE	→
2	Expand diversity of population and market	→	PLACE DOTS HERE	→
3	Focus on residential quality of life	→	PLACE DOTS HERE	→
4	Accommodate more housing options	→	PLACE DOTS HERE	→
5	Housing affordable to a range of incomes	→	PLACE DOTS HERE	→
6	Green space and outdoor amenities	→	PLACE DOTS HERE	→
7	A mix of housing types	→	PLACE DOTS HERE	→
8	High-quality neighborhood design	→	PLACE DOTS HERE	→
9	Pedestrian-friendly design	→	PLACE DOTS HERE	→
10	Sustainable landscapes and stormwater management	→	PLACE DOTS HERE	→

ADD A STICKY NOTE TO RESPOND