West Side

AREA PLAN UPDATE

COMMUNITY OPEN HOUSE #2

Welcome!

City of Milwaukee
DEPARTMENT OF CITY DEVELOPMENT

Project Timeline

Visioning
December 2024

1

- Interviews
- Market analysis

- Establish goals
- Identify opportunities
- Consider options

Analysis & Design
March 2026

2

- Draft recommendations
- Community feedback

Synthesis
Summer 2026

3

- Final Document

ADOPTION + IMPLEMENTATION

City of Milwaukee
DEPARTMENT OF CITY DEVELOPMENT

Why We Plan

The City of Milwaukee's Department of City Development is updating the West Side Area Plan. The Plan will provide a road map for the next 10-20 years.

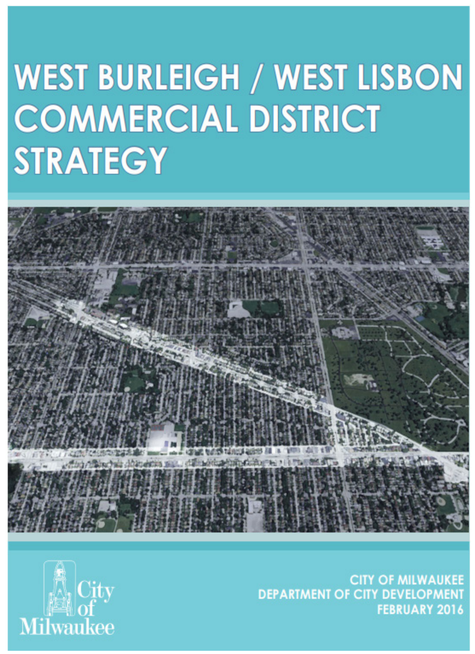
A COMPREHENSIVE PLAN UPDATE WILL...

- ✓ Set expectations for new development
- ✓ Identify opportunities and support for redevelopment
- ✓ Identify important neighborhood issues
- ✓ Identify future housing needs for residents
- ✓ Establish responsibility for implementation
- ✓ Strengthen commercial areas based on market trends
- ✓ Make public spaces more attractive
- ✓ Consider transportation needs of residents
- ✓ Prioritize equity & sustainability

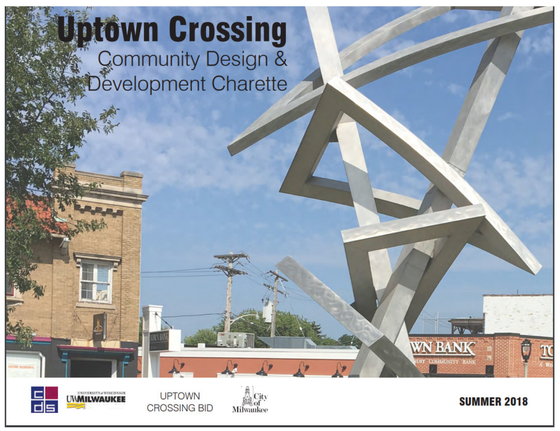
A COMPREHENSIVE PLAN DOES NOT...

- × Tell specific businesses where to locate
- × Have control over interstate freeways, county highways, or state highways
- × Have control over County Parks or MPS playfields
- × Provide school & education policy
- × Inform policing & crime prevention







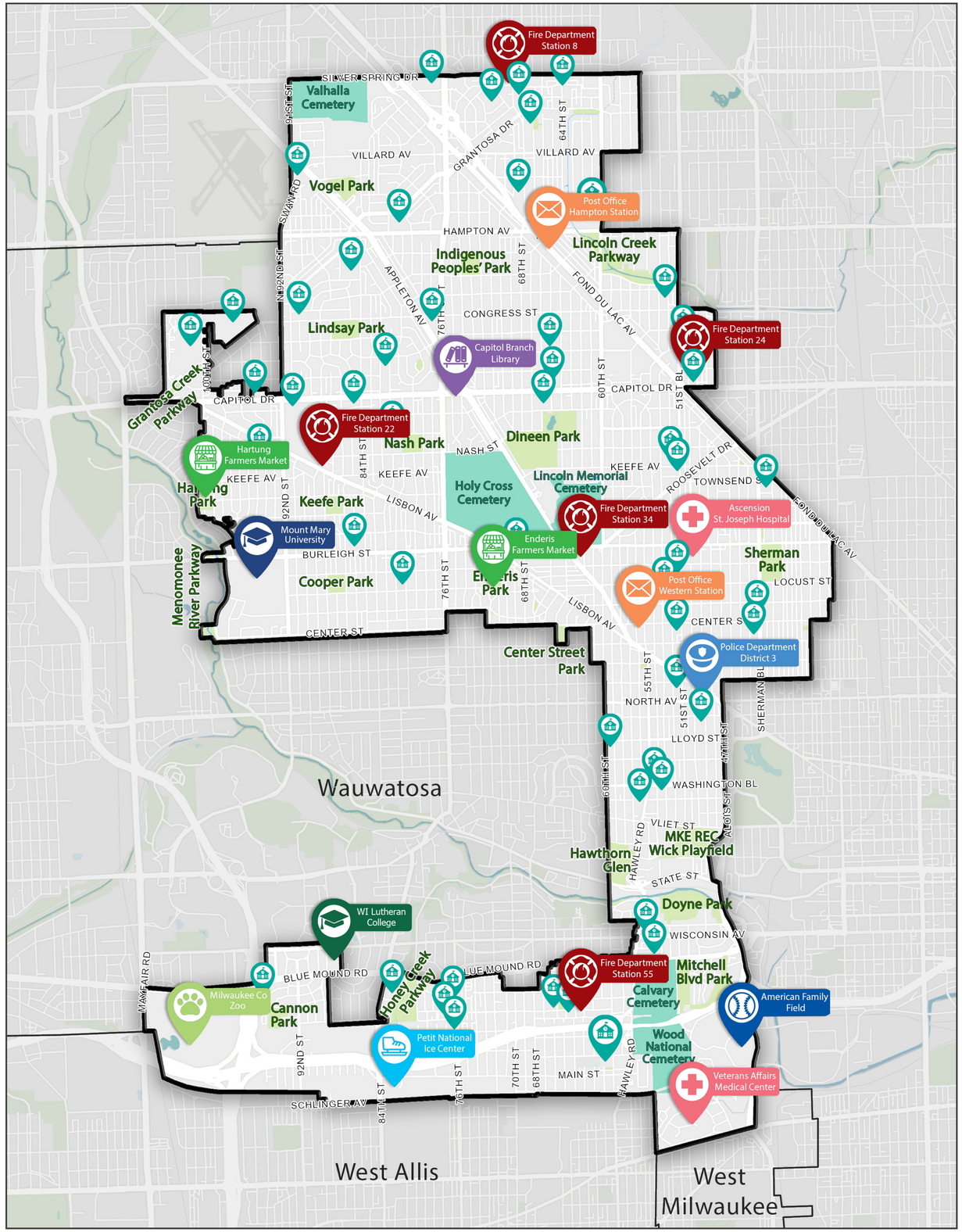


City of Milwaukee
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About the West Side

WHAT MAKES THE WEST SIDE UNIQUE?

- Major regional destinations, including the Milwaukee County Zoo, American Family Stadium, the Pettit National Ice Center, Veteran Affairs Center, Mount Mary University, Wisconsin Lutheran College, and more.
- Home to many different residential neighborhoods
- Many schools and places of worship



Public Engagement

KEY THEMES

- Residents like their neighborhood
- The West Side is defined by its many attractive and stable neighborhoods
- Convenient access to shopping, services, and employment (for those with a car)
- Concerns with housing affordability and options as people move through life stages
- Ongoing concern about traffic safety and appreciation for recent traffic calming efforts
- Parks are well-loved and add value
- Desire for more shopping options nearby, particularly for regular needs such as grocery stores, medical services, etc.



Public Engagement so far

FIRST COMMUNITY MEETING

- December 5, 2024 (in-person)
- January 8, 2025 (virtual)

COMMUNITY ADVISORY COMMITTEE

- May 6, 2025
- November 4, 2025
- November 13, 2025

TECHNICAL FOCUS GROUPS AND STAKEHOLDER MEETINGS

- Transportation
- Parks

DESIGN CHARRETTE

- Bluemound Road

ONLINE

- engage.milwaukee.gov/westside

BUSINESS OUTREACH

- Uptown Crossing BID board meeting
- Center Street BID board meeting
- Business owners along Appleton Ave

COMMUNITY EVENTS

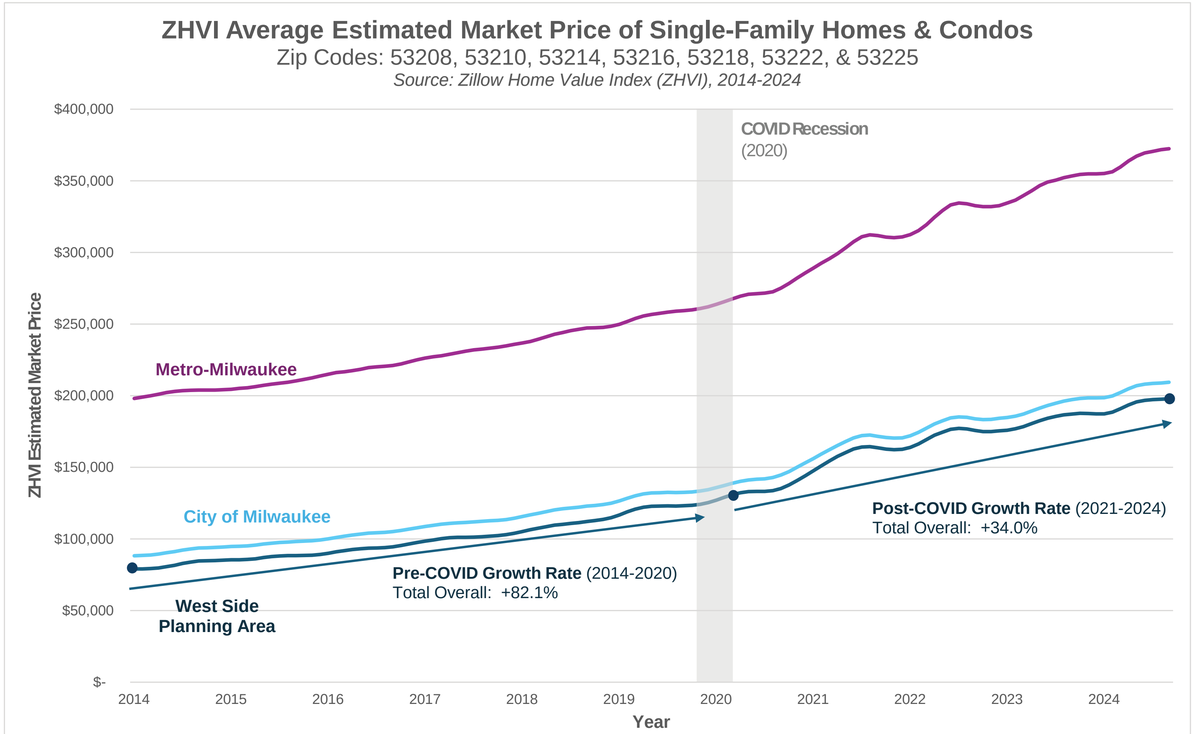
- City of Light Block Party
- Enderis Park Concert
- Vliet Street Safety Walk
- Sherman Park Connections for Seniors
- Hmong New Year
- Aldermanic Town Halls
- Neighborhood Association Meetings

Economic Development

DEMOGRAPHIC & MARKET TRENDS

The West Side is a stable, working class and middle-class area made up of attractive, diverse, and stable neighborhoods.

- Stable (slightly declining) population
- Declining household size -> increased housing demand
- Declining number of households with children
- Declining home ownership
- Increasing property values
- Small number of newly constructed housing units
- Nearly 10% of workers work from home primarily



Baseline Economic Profile

Predominantly a working- and middle-class community with racial and ethnic diversity living in a mix of owner-occupied and rental single-family homes, duplexes, and apartments.

SUMMARY

Overall
- Pop.: 112,502
- Households: 44,705
- Households with No Children: 31,165
- Housing Units: 48,900

Race & Ethnicity
- Black: 56%
- White: 32.4%
- Hispanic: 7%
- Asian: 3.3%

HOUSEHOLDS

- Median HH Income: $53,847
- Ave. HH Income: $68,494

Notable Attributes
- 52.9% never married
- 17.7% households below poverty level
- 25.5% on Social Security income
- 23% use Food Stamps/SNAP Benefits

WORKFORCE

- Even mix of educational attainment between non-college and college training.
- Top Occupations:
  - *Office & Administrative Support:* 12.7%
  - *Transportation & Material Moving:* 9.6%
  - *Production:* 9.1%
  - *Management:* 9%
  - *Healthcare Support:* 8.1%
- 75% commute with own car
- 9% commute by public transit

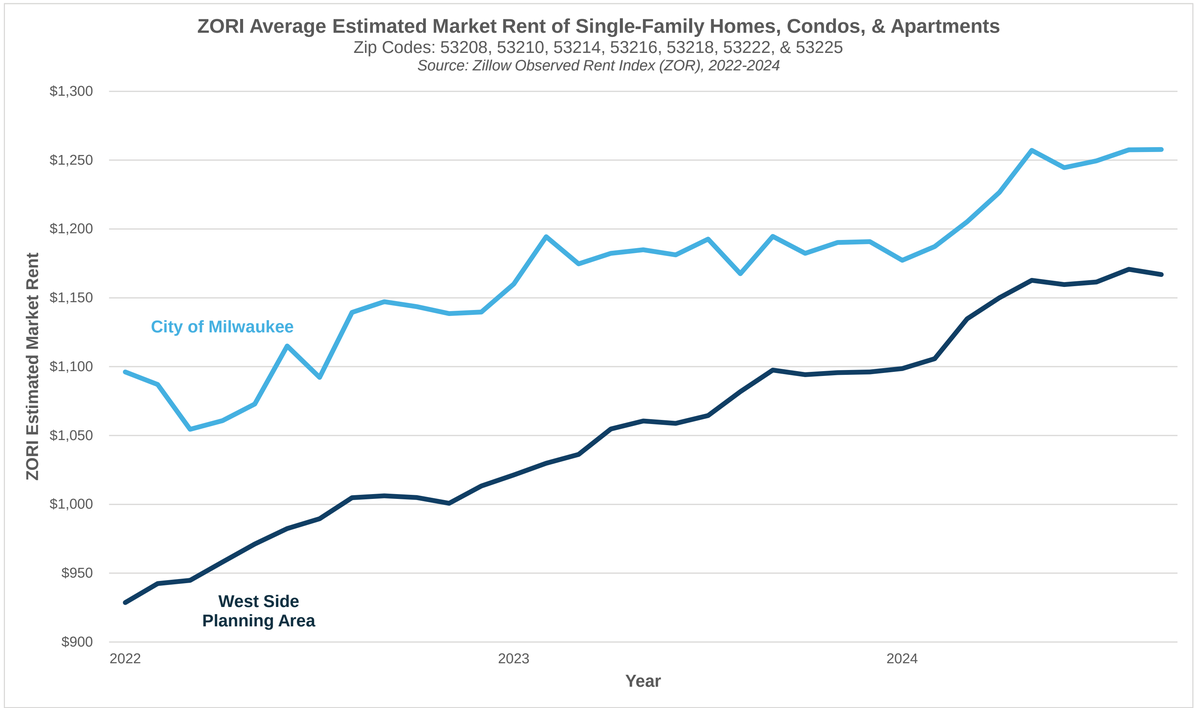
Milwaukee Comparison

- *Pop.: 561,385*
- *HH: 230,759*

Race & Ethnicity
- *White: 38.8%*
- *Black: 38.6%*
- *Hispanic: 20.2%*
- *Asian: 4.7%*

Households
- *Median HH Income: $49,733*

Data Source: ESRI Business Analyst, ACS 5-Year Estimates, 2018-2022



Economic Development Recommendations

Recommendations from the market analysis support other planning recommendations.

Neighborhood Stabalization and Empowerment

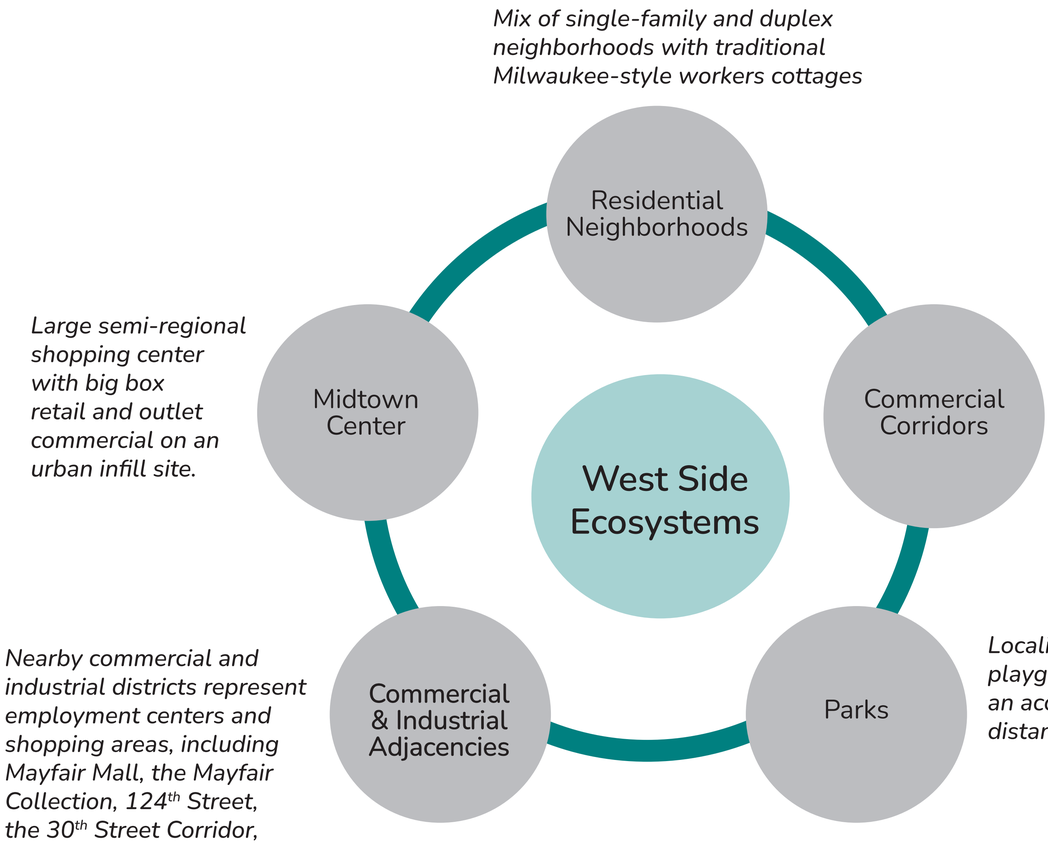
- Leverage institutional partners for job and skills training
- Match development efforts to residents' skill levels

Increase Housing Supply

- Adaptive re-use and infill development to support affordability for cost-burdened renter household segments like single parents, individuals on fixed incomes, and families with children

Continue to maintain and enhance green space in neighborhoods

- Parks and cemeteries offer community gathering spaces for residents and daytime employees



Mix of single-family and duplex neighborhoods with traditional Milwaukee-style workers cottages

Large semi-regional shopping center with big box retail and outlet commercial on an urban infill site.

Numerous commercial thoroughfares and neighborhood corridors with local businesses and national chain stores.

Nearby commercial and industrial districts represent employment centers and shopping areas, including Mayfair Mall, the Mayfair Collection, 124th Street, the 30th Street Corridor, and the Miller Valley.

Localized park and playgrounds system within an accessible walking distance of neighborhoods.

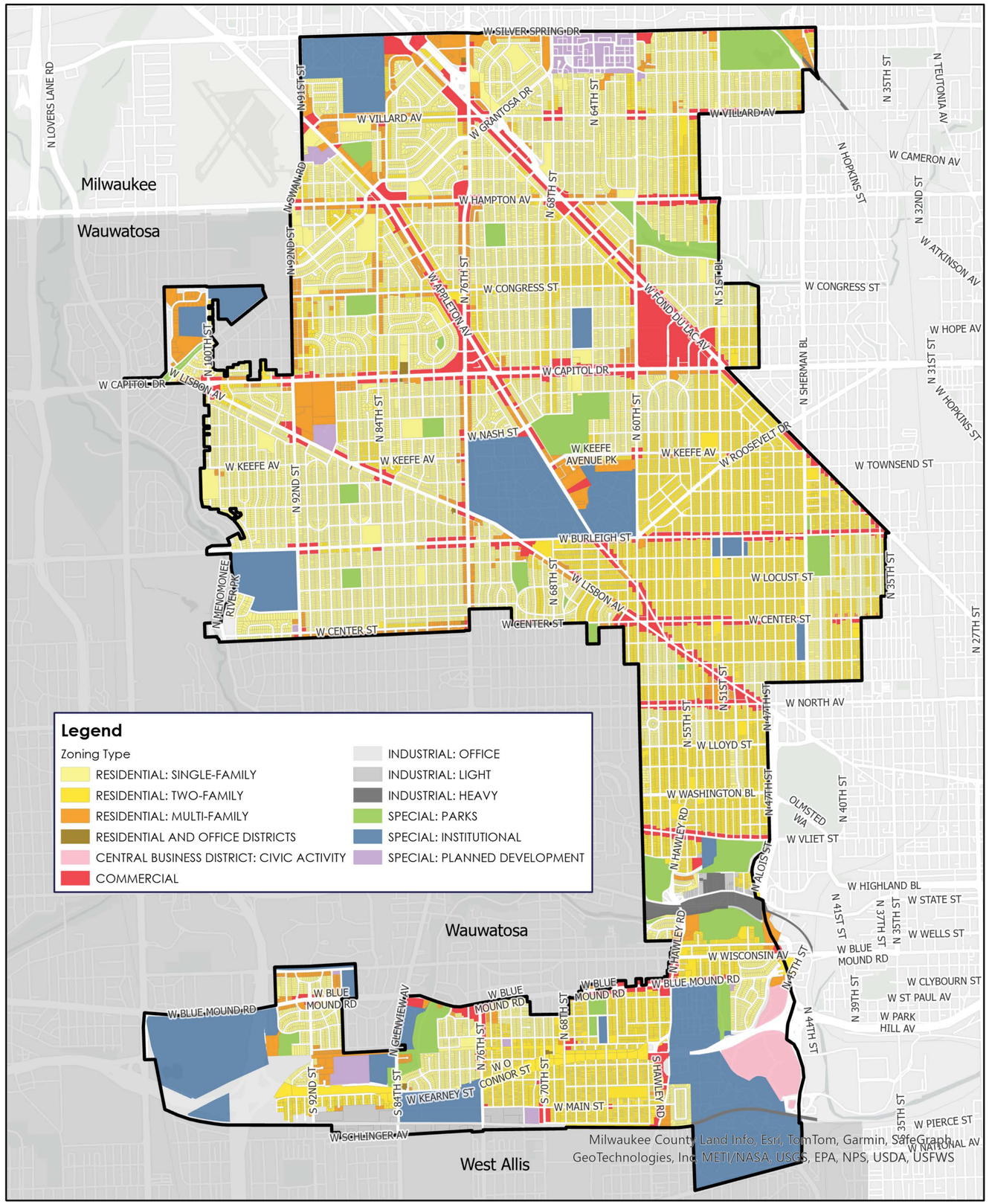
Zoning

WHAT IS ZONING?

Zoning is a way for local governments to control how land and properties are used. Every property in Milwaukee has a specific zoning designation. Zoning decides how the land can be used for, how tall buildings can be, how far they need to be from the street, and how much of the lot can be built on. Zoning promotes the public health, safety and welfare by regulating land uses.

ZONING IN THE WEST SIDE

- Residential zoning is mostly for single-family and two-family homes, although there are some areas and corridors that permit multi-family
- Commercial zoning along many busier streets allows retail, office, and mixed-use (residential and commercial)
- Industrial zoning is limited and is primarily along State and Schlinger Streets
- Institutional zoning includes schools, churches, cemeteries, and cultural attractions



Land Use

EXISTING LAND USE

- Relatively high percentage of institutional uses, such as schools, churches, and cemeteries
- The most prevalent land use is single-family residential
- Commercial uses are almost exclusively along busier streets
- Relatively little industrial land

Residential - single family	30.1%
Residential - duplex	8.5%
Residential - multi-family	4.4%
Mixed: commercial and residential	0.5%
Commercial: Services	2.8%
Commercial: Retail and Wholesale Trade	1.4%
Manufacturing, construction, warehousing	0.8%
Parks, Playgrounds, Open Space	3.9%
Vacant Land	1.0%
Parking Lot	1.0%
Utilities	0.9%
Flood Management/River	0.2%
Cemetery	4.7%
Instutional	5.7%
Regional Cultural Amenity	2.1%
Right of Way	31.9%
Total	100.0%



Cemetery



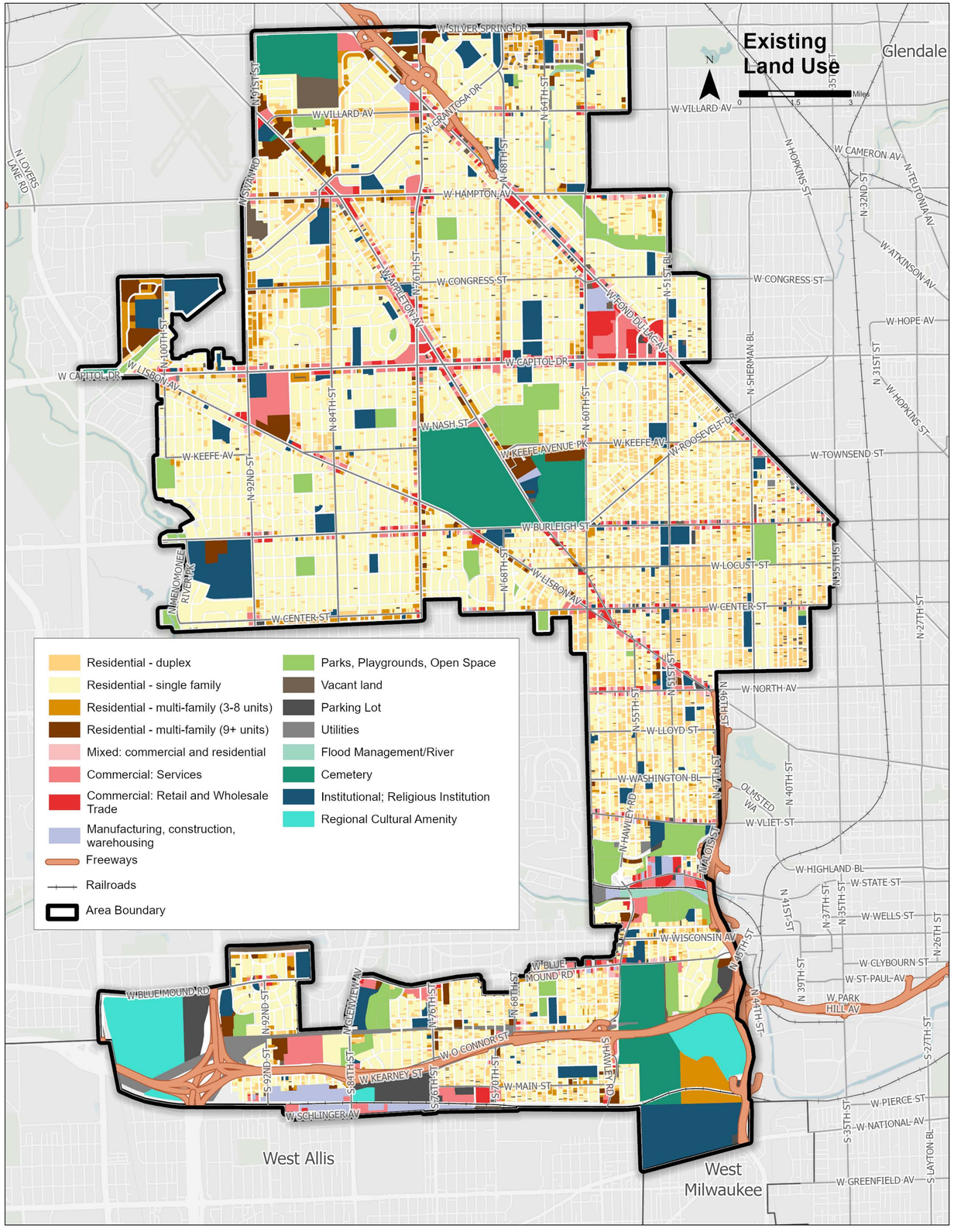
Residential - Single-Family



Mixed: Commercial & Residential



Parks



Land Use Recommendations

Land use policies inform zoning and other development decisions to meet community goals.

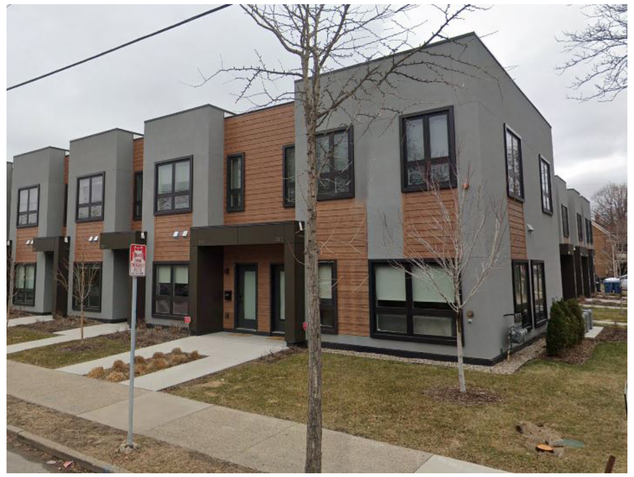
DRAFT PRIORITY RECOMMENDATIONS

- **Encourage a greater mix of uses, especially more housing and health-related businesses and services, in traditionally commercial areas:**
  - Bluemound Road
  - Burleigh Avenue
  - Capitol Drive
  - Appleton Avenue
  - Fond du Lac Avenue
  - Midtown Shopping Center
- **Maintain and enhance neighborhood character**
  - Expand housing options for all income ranges and life stages, on a contextual basis
- **Allow flexibility for institutional uses**
  - Adaptive reuse with housing, office, or other institutional uses can add community value
- **Encourage other employment-oriented uses in industrial areas and discourage residential.**



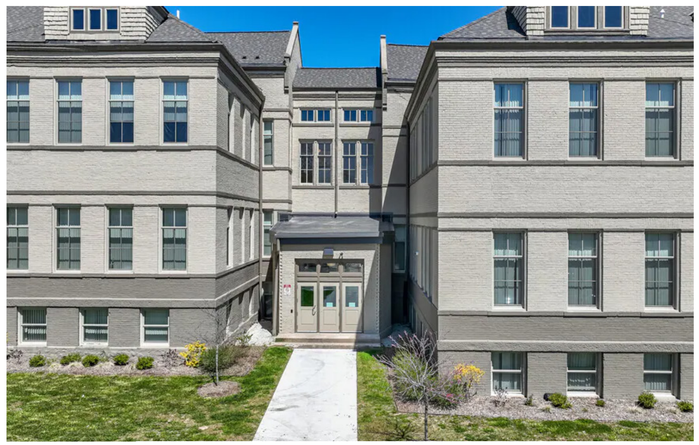


Examples of multi-use development for corridors





Examples of infill housing in neighborhoods



Example of adaptive school reuse

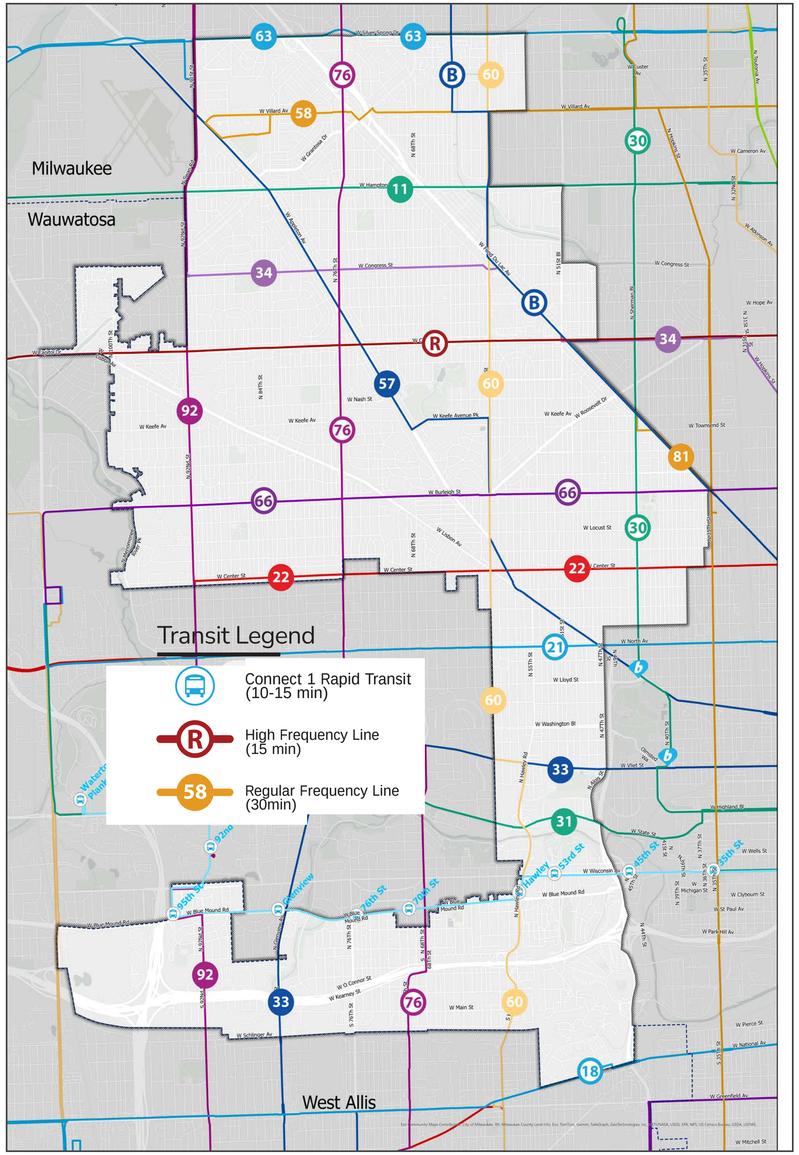


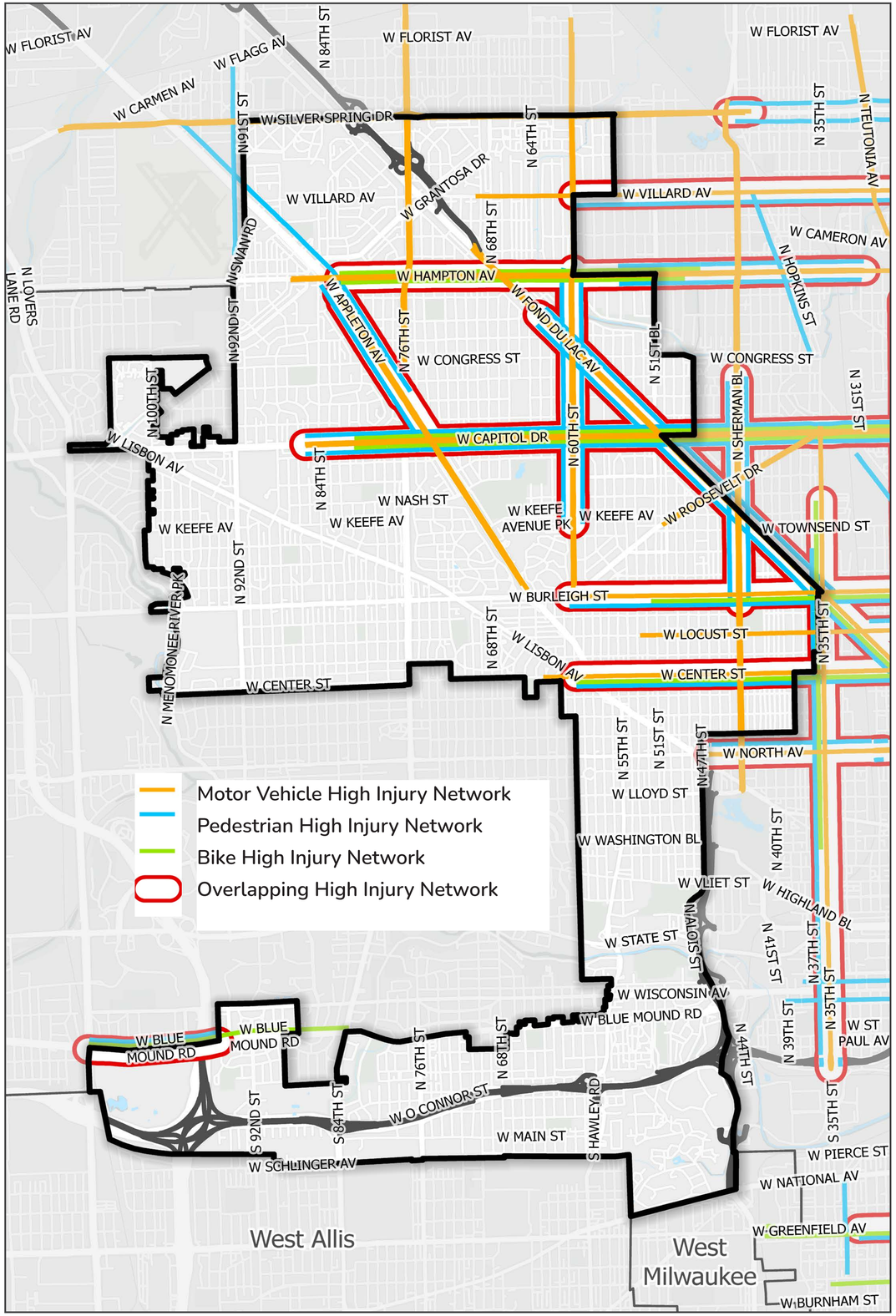
Example of industrial-commercial

Transportation

CURRENT CONDITIONS

- Transit service is available throughout the area
- Sidewalks are nearly universal
- Major streets are challenging and sometimes unsafe for all modes of transportation, particularly people walking and biking
- Major streets divide neighborhoods
- Streets offer a chance to beautify & green





Transportation Recommendations

The transportation recommendations below are aligned with recommendations and goals for land use.

DRAFT PRIORITY RECOMMENDATIONS

- **Priotize safety and aethetic improvements near catalytic sites to support land use goals:**
  - 76th Street: improve transit, biking, and walking experience throughout, evaluate number of traffic lanes and parking needs
  - Bluemound Avenue: improve pedestrian experience with better street crossings and streetscaping
  - Burleigh Street: consider road diet with streetscaping improvements
  - 60th Street : improve pedestrian connections, especially across from Midtown
- **Improve on-street bike connections** to Hank Aaron and Oak Leaf Trail, especially at Burleigh Street
- **Re-envision grade-separated interchanges:** State & Hawley, Silver Spring & 76th
- **Continue involvement with 414 in Motion** *(DPW-led)*
- **Prioritize improvements on the High Injury Network** *(DPW-led)*



Street improvements on Burleigh Street could help local businesses



Grade-seperated streets create barriers

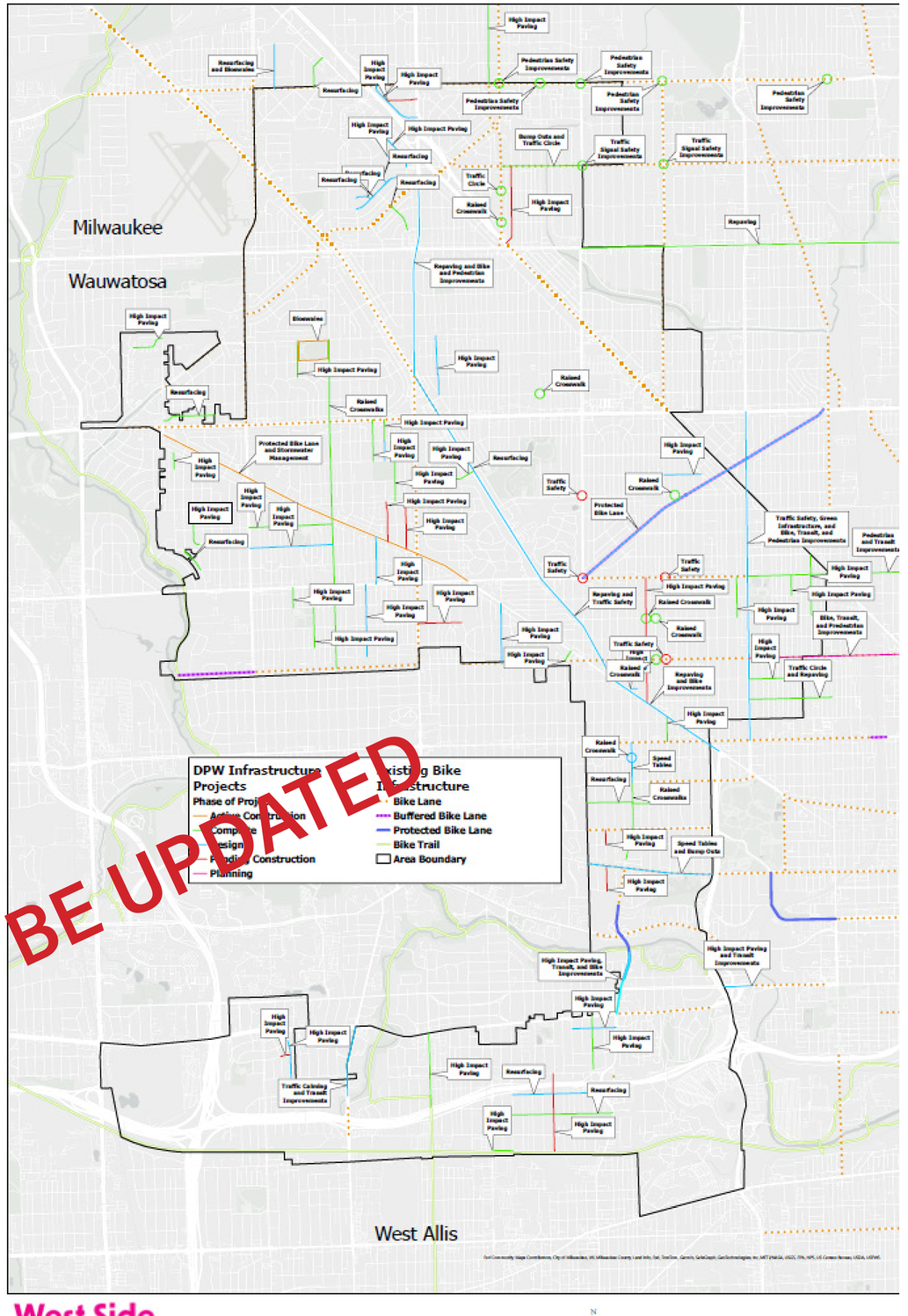


Low-cost interventions can have big impact

Transportation & Safety

UPCOMING PROJECTS

- **IT'S OWN 24X36 BOARD**



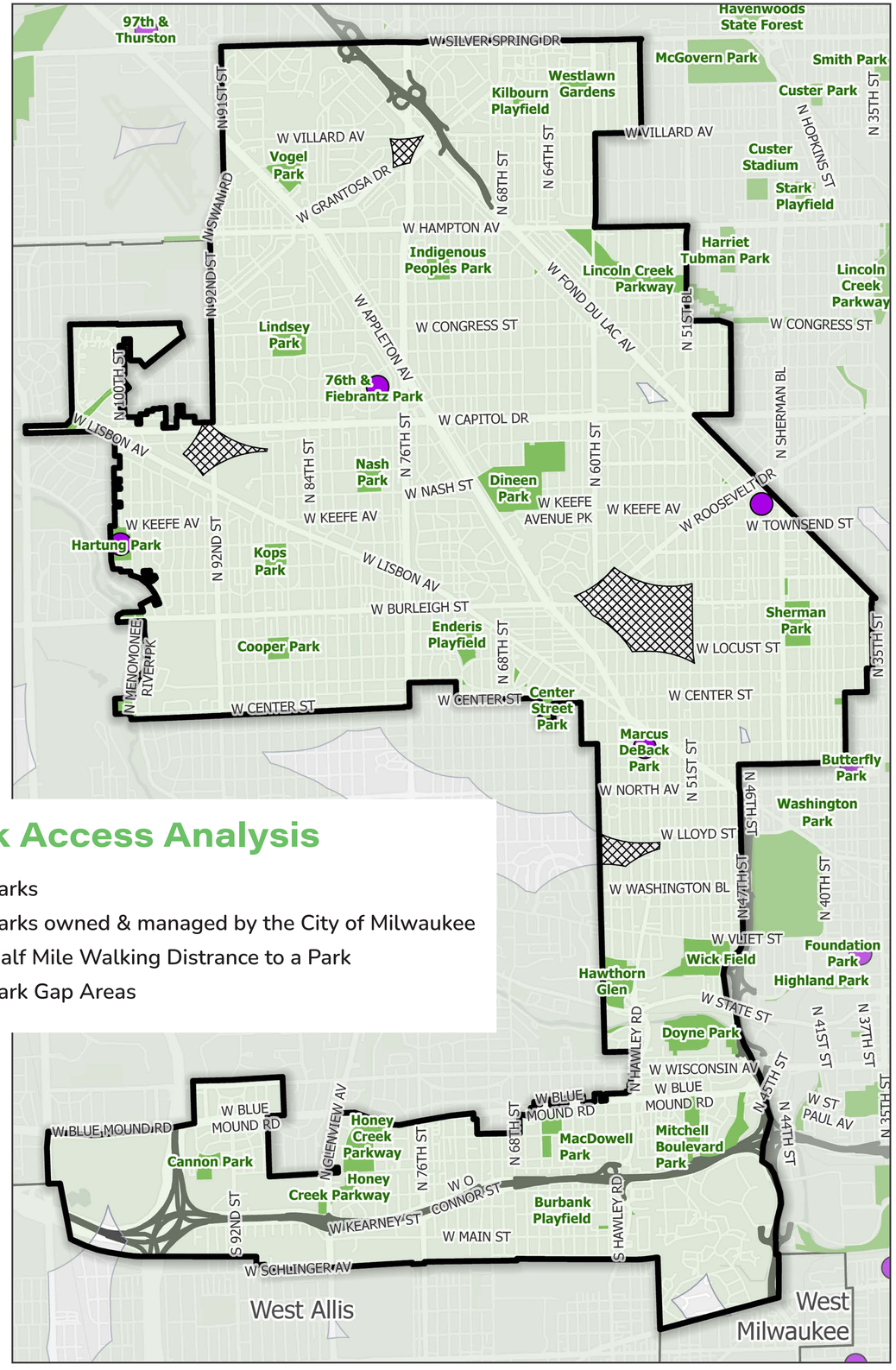
Parks & Open Space

CURRENT CONDITIONS

- Most residents in the West Side are within a 1/2 mile of a park

DRAFT PRIORITY RECOMMENDATIONS

- **Continue to prioritize reinvestment based on equity and access**
- **Continue to engage residents in evolving recreational needs**
- **Integrate green infrastructure**
- **Coordinate with County Parks and Milwaukee Rec to ensure efficient use of resources**
- **Support “friends of” groups to augment limited public resources**
- **Cemeteries are well-used by residents for walking and seeing wildlife**



How to Engage & Stay Involved!

- Sign up for updates at engage.milwaukee.gov/WestSide
- Attend future community meetings

Thank you!

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