Community Design Solutions was commissioned by Historic Mitchell Street Bid 4, to create this report in order to determine potential project opportunities for the street and propose design recommendations.
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Historic Mitchell Street has a long history of being one of Milwaukee’s premier commercial corridors. Located 1.5 Miles Southwest of Downtown with ease of access from the highway makes Mitchell Street a great destination. This report will provide an analysis of the current conditions, identify possible opportunities for the street and give design recommendations to benefit the historic street corridor.
1.1 STREET OVERVIEW

Building Uses:

Map of current building uses on Historic Mitchell Street.
1.1 STREET OVERVIEW

Transit:

Map of current MCTS transit lines servicing Historic Mitchell Street.
1.1 STREET OVERVIEW

Traffic:

Traffic Counts for Historic Mitchell Street
Parking:

Parking lots surrounding Historic Mitchell Street servicing the customers of the street.
1.1 STREET OVERVIEW

Gateway Opportunities: These are the prominent West and East entrance point for Historic Mitchell Street where signage would be an asset.
1.1 STREET OVERVIEW

Alleyway Opportunities: These pedestrian alleyways would be featured as new public spaces on Historic Mitchell Street.
Facade Opportunities: These facade were noted as needing restoration to enhance the cohesive appearance of Historic Mitchell Street.
1.1 STREET OVERVIEW

Public Art Opportunities: These blank facades were identified as potential public art locations along the street for murals or art installations.
2.0 BLOCK BY BLOCK ANALYSIS

6th to 5th Street

POSITIVES:

- Boulevard Street
- Plantings by the church along the sidewalk on the North side
- Wrought iron fence at the entrance of the parking lot between Milwaukee Temps and St. Stanislaus
- One newly renovated property on the south side to the east of Paesano’s pizza to be used as a reference for other renovations
- Witkowiak Funeral Home is in good condition

CHALLENGES:

- A designated entrance on 5th Street through signage, sculpture, etc. would help designate arrival into the historic area
- Northwest corner building could use repairs and fresh paint
- There is one vacancy on the south side of the street
- Parking lots between buildings would benefit from some landscaping

CURRENT RESIDENTS:

NORTH
- Milwaukee Temps
- St. Stanislaus Church

SOUTH
- Jackson Hewitt Tax Service
- Witkowiak Funeral Home
- Grand Studio Photography
- Paesano’s Pizza

NUMBER OF VACANCIES: 1
2.0 BLOCK BY BLOCK ANALYSIS

7th to 6th Street

POSITIVES:

Kwik Wok facade has been newly renovated and received the Cream of the City Award in 2010

South side of block has beautiful brick and stone structures in good condition

Vacancies in the Southeast corner are located in a beautiful stone structure. Minimal repairs would need to be done by a future business owner of that space

Lively street

Northwest quadrant buildings have brick facades

High traffic area running North/South

CHALLENGES:

Brand Building in the Northwest corner is currently vacant

Alley between Boost mobile and Valentino’s Salon could use a more pedestrian friendly design

Northeast quadrant of buildings could use attention to the facades

Vacancy in the corner space of the Southwest corner could use some work to incorporate the brick from surrounding portions of the facade to the main level storefront

CURRENT RESIDENTS:

NORTH
- Freddy’s Appliances
- A+ Affordable Tax Service
- Budget Mobile
- Valentino’s Hair Salon
- Boost Mobile
- Kwik Wok
- Las Palmas Western Wear

SOUTH
- Cricket
- Mitchell Beauty Supply Store
- Family Dollar

NUMBER OF VACANCIES: 3
2.0 BLOCK BY BLOCK ANALYSIS

8th to 7th Street

POSITIVES:
- Kunzelmann - Esser building is in great shape, great facade
- Mitchell Street Men's Wear has inviting storefront
- Kunzelmann - Esser has areas for tree planting already in place
- All building facades on the south side of the street have good bones with original brick still intact

CHALLENGES:
- Parking lot between Anmol Restaurant and Dress Shop would benefit from a fence or plantings
- Large, brown board facade on the Southeast corner building is possibly covering up original brick and could be beneficial to the overall building and street appearance if it were removed
- Northwest quadrant storefronts could use some updating
- There are two vacancies in the northwest quadrant side by side that could use some renovation

CURRENT RESIDENTS:

**NORTH**
- Quality Discount Foods
- Mars Haunted House
- Sam's Liquor
- Delicatessen
- Mitchell Street Men's Wear
- Kunzelmann - Esser Loft Apartments
- Mitchell Street Dental

**SOUTH**
- Los Potrillos
- E. Mananero
- U.S. Cellular
- Sasta Bazaar
- Anmol Restaurant
- Dollar Plus and Party Store
- LC Variety Discount Store

NUMBER OF VACANCIES: 2
9th to 8th Street

POSITIVES:

- No Vacancies currently in the block
- Some buildings have historic look to them with brick and stone facades

CHALLENGES:

- Southeast quadrant of buildings has strong potential for combined retail and restaurant area
- Northeast quadrant buildings could use some attention to their facades

CURRENT RESIDENTS:

NORTH
- Mitchell Medical Center
- Ultimate Home Furniture
- Santiago Insurance Agency
- QPS Employment Group
- Timaris Hair Salon
- Dulcida Alice
- Staffing Partners
- UMOS

SOUTH
- Community Financial
- Gorda Bargain Outlet
- Salon El Pescador
- Salinas Jewelry
- Capelli’s Salon and Spa
- Westaff
- Associated Bank
- Subway

NUMBER OF VACANCIES: 2
2.0 BLOCK BY BLOCK ANALYSIS

10th to 9th Street

POSITIVES:

- St. Anthony’s has beautiful landscaping on the southside of the block along the sidewalk.
- Northeast quadrant building has nice brick facade and could potentially be great storefronts.
- Goldman’s would be a nice reenstatement to the street in its old location.
- There are currently plots of space in the sidewalk where trees are planted for curb appeal.
- Southside of the block is all beautiful stone and brick architectural details.

CHALLENGES:

- Currently Goldman’s is vacant, but is possibly in the works to re-open.
- The Northeast building is used for services only which prohibits the feel of a shopping and dining district; it would be a benefit to use the space for retail and restaurant spaces.
- The vacant corner building in the Northeast quadrant has large paned windows lining the sidewalk creating a great space for interaction between the business and the pedestrians outside.

CURRENT RESIDENTS:

NORTH
- Goldman’s (currently vacant)
- Roble’s Self Service Center

SOUTH
- St. Anthony of Padua Parish
- Maria Hall - St. Anthony School
- U.S. Bank Job Center

NUMBER OF VACANCIES: 2
2.0 BLOCK BY BLOCK ANALYSIS

11th to 10th Street

POSITIVES:

- There are currently plots with trees planted along the south sidewalk
- Mitchell Street Bank and the Schuster building keep the historic architecture apparent
- The two vacancies on the street are nestled between existing retail and restaurants and would be a good spot to support more retail or restaurant businesses

CHALLENGES:

- Entrance to Schuster building needs renovating
- Mitchell Mall should be re-established
- Alley between AP Foods and Think Resale could use a more pedestrian friendly design
- Some south block buildings need facade improvement
- There are two vacancies in the southeast quadrant

CURRENT RESIDENTS:

NORTH
- Mitchell Street Mall
- Rainbow

SOUTH
- Payless Shoe Source
- Garden of Eden
- Think Resale
- AP Foods
- Tax Services
- D’Lianis Beauty Salon
- Cash for Gold
- Taso’s Hair Salon
- Mitchell Street Bank

NUMBER OF VACANCIES: 2
2.0 BLOCK BY BLOCK ANALYSIS

12th to 11th Street

POSITIVES:

- Modjeska Theater is currently vacant but if re-established would be a great entity to the street
- The northwest quadrant shops have a good architectural detail
- Privately owned lot on the south side has nice wrought iron fence at the entrance to the lot
- Plots of land in the sidewalk on both the north and south sides have trees planted

CHALLENGES:

- Northwest quadrant shops need a fresh coat of paint to enhance the already great architectural detail
- Holeman building could use a refreshed facade to enhance its art deco style. It is also partially vacant and is an ideal corner location with large-paned windows for a retail or restaurant business
- Alley between Centro San Miguel and Puerto Escondido needs design work

CURRENT RESIDENTS:

NORTH
- Modjeska Theater
- T-Mobile
- Kiddyland
- Party Shop
- Angie's Gift Shop
- Centro San Miguel
- Puerto Escondido
- Supreme Clientele Hair Studio
- Quality Mattress and Furniture
- Track Sports
- Lopez Bakery

SOUTH
- Indian Health Center
- Holzman Furs
- John's Jewelry
- Footlocker

NUMBER OF VACANCIES: 2
POSITIVES:
The north and part of the south side of the block have plots in the sidewalk where trees are planted.
The plot of land that divides the streets currently has a large planter box.

CHALLENGES:
There are multiple vacancies on the south side of the block.
The businesses currently in the strip on the south side are very intimidating and unkept, remove bars from windows.
The plot of land that divides the four intersecting streets could be used as the designated gateway from the west onto Mitchell Street.
The northwest quadrant of buildings should have renovated facades.

CURRENT RESIDENTS:
NORTH
- First Impressions Events
- Importaciones Yadras
- Star Beauty Supply
- Hallelujah Fashions
- Order Express
- Smart PC
- Get It Now!

SOUTH
- Dollar Bazaar
- Variedades Elisa
- U.S. Cellular
- Modern Nails
- B&A Wholesale

NUMBER OF VACANCIES: 4
3.0 STREETSCAPE CONCEPTS

Overview Street Map: Highlighted Design Proposals

Suggested Streetscape Improvement/Guidelines:

- Benches
- Flower Planters
- Hanging Planters from Lightposts
- Signage Standards
- Trees planted along sidewalks
- Replace Landscaping
- More trash cans to promote a clean street
- Bike Racks
- Retail Directory
- Signage to Parking
- Lighting in Alleyways
- Designated Gateways on both ends of the street
- Public Art supporting the culture
- Fill Vacancies
- Outdoor Cafe style seating
- Facade Improvements
3.1 GATEWAYS

Gateways into the Historic Mitchell Street corridor were identified as being catalytic projects from the City of Milwaukee plan. This proposal explored options for the signage appearance on the street. At the phase 2 planning meeting, the participants were given four unique options for signage potential and surveyed for which option they would prefer for Historic Mitchell Street. The prominent gateway signage option was chosen to be developed further for the East and West Entry points. The potential signs are featured on this page and the final design for the street is featured on subsequent pages.

Potential Signage Suggestions:

- **Low Wall**
- **Sculpture**
- **Standard**
- **Archway**

A poll was taken at the board meeting for which signage option to fully design and implement at the east and west ends of Mitchell Street.

Signage Strategy Voting Results:
- Low Wall: 1 Vote
- Sculpture: 3 Votes
- Standard: 0 Votes
- Archway: 6 Votes
3.1 GATEWAYS

East Gateway: Design Features

- White acrylic domes can be lit up at night with a yellow-toned bulb to give a golden glow to the arch.
- Planter box housed within.
- Entire arch structure made of black wrought iron to coincide with current decorative elements.
- White acrylic board declaring street name. Can also be lit up at night from behind.
- Space left open to hang stoplights from (if necessary) and be incorporated into the arch instead of an afterthought.
- Open on sidewalk side to allow for a garbage can to slide in and be concealed.
3.1 GATEWAYS

East Gateway:

Perspective of East Gateway Entrance
3.1 GATEWAYS

West Gateway:

Perspective of West Gateway Entrance
3.2 ALLEYWAYS

The pedestrian alleyways linking the ample parking to the commercial street allow opportunities for public space on Historic Mitchell Street. The following two alleyway options could be interspersed to the other pedestrian paths and replicated for the entire street. These designs will encourage use of these pathways and increase safety of the alleys. Public spaces would become assets for the entire street by adding a vibrance and usability of the space.

Alleyway Option 1: Design Features

- New Layer of Paint
- Concrete Block Seating
- Arches w/ crawling plants with hanging lights
- Historic Panels showing the history and development of Mitchell Street
3.2 ALLEYWAYS

Alleyway Option 1:

Perspective of Alley located at Goldman’s during the day

Perspective of Alley located at Goldman’s lit up during the night
Alleyway Option 2:

Design Features
- Awning color change
- AP Signage color change
- Removal of paint from brick
- Lampposts
- Hanging Flowers
- Walk-up window
- Wooden overhang
- Planter boxes and each end of the alley
- Bar Seating along wall
- Lighting above bar
- Bistro Tables
- Planting Trellis’s along both walls of the alley
- Concrete block seating

Perspective of Alley located between 10th and 11th Street on the south side of the street.
3.2 FACADE IMPROVEMENTS

Facade Improvements for the district in the form of guidelines and suggestions were identified to promote the historic qualities of the street and add a cohesive appearance. The following guidelines were prepared with respect to the City of Milwaukee’s guidelines for facade improvements.

Suggested Facade Guidelines:

Facades:

- If an existing storefront is to be replaced, the new storefront should be traditional in character and include an appropriately designed bulkhead panel, a glazed transom surmounted by a storefront cornice; and a traditional, fully glazed storefront floor.

- Advise against painting any brick, stone, or terra cotta

- To remove existing paint use the gentlest means possible.

- Retain original upper story window openings that are visible to the public.

- Avoid making additional openings in the facade.

- Avoid the filling-in or covering of openings with materials like glass-block.

- Retain and repair or replace character of trim ornamentation. Replacement should match original as much as possible.

- The installation of exterior, permanent or retractable security gates or bars is highly discouraged.

- Spot or flood lighting to highlight the architectural detailing of a building should be inconspicuous and blend with the wall on which it is mounted.

Signage:

- A flat signboard with hand painted raised lettering is the most appropriate type of sign for older commercial buildings.

- Awning signs should have lettering on the edge flap or skirt of the awning that remains visible when the awning is either open or closed.

- Signage etched into storefront glazing should not take up more than 1/5 of the glass panel.

- Hanging sign should not project more than four feet out from the store facade, should compliment the architecture, and should not block other business signs.

- Exterior neon signs are most appropriate for post 1920s commercial buildings and are recommended to have done by a professional artist who can match the sign to the architectural style of the building.

- It is recommended that yard and sidewalk signs be displayed during business hours only and should not block the flow of pedestrian traffic on the sidewalk.
3.2 FACADE IMPROVEMENTS

Schuster’s Facade_Before:

Schuster Facade_After:

Improvements Made:

- Removal of paint from stone
- General cleaning of stone
- Re-painting of transom panels above glazing (replace with glazing is another alternative to painting)
- Re-planting trees
- Updating current signage
- It is also advised to remove large signage out of the windows and replace with merchandise displays
6th and Mitchell_Before:

After:

Improvements Made:

- Re-paint the siding white
- Touch-up painting to blue trim
- New Awning
- New Signage
- Painting of upper brick and trim
END OF PROPOSAL