MISSION STATEMENT............................................................................................................3
FOCUS AREA............................................................................................................................4
DIAGRAMMATIC MAPS.........................................................................................................5
    FIGURE GROUND WITH PARKING LOTS & GREEN SPACE
    CITY & PRIVATELY OWNED VACANT LOTS
2011 HISTORIC KING DRIVE BID......................................................................................7
STRENGTHS/WEAKNESSES OF CORRIDOR
PLAN VISION
PLAN GOALS
STRATEGIES TO ACHIEVE GOALS
PUBLIC INPUT SUMMARYS
2009 MILWAUKEE NORTHEAST PLAN........................................................................13
NEIGHBORHOOD IDENTITY
ENVIRONMENT & SUSTAINABLE DEVELOPMENT
PROPERTY REDEVELOPMENT AND INFILL
HOUSING DEVELOPMENT AND HOME OWNERSHIP
CRIME PREVENTION
HARAMBEE GREAT NEIGHBORHOOD PLAN DISTRICT
HISTORIC KING DRIVE TRANSIT & COMMERCIAL CORRIDOR
PAST CATALYTIC PROJECTS & CURRENT FOCUS SITES..............................................21
PAST PROJECTS.....................................................................................................................23
JUNE 18TH CHARETTE......................................................................................................27
    SITE 1_W. HADLEY & MLK DRIVE................................................32
    SITE 2_MILWAUKEE ENTERPRISE CENTER...............................40
    SITE 3_5TH STREET SCHOOL.......................................................48
        3A_W. CENTER & MLK DRIVE........................................56
    SITE 4_MALCOLM X SCHOOL......................................................64
    SITE 5_W. CLARKE ST & MLK DRIVE...........................................72
    SITE 6_W. NORTH AVE & MLK DRIVE..........................................80
        6A_READER’S CHOICE..........................................................88
CONCLUSION.....................................................................................................................96

Project funded by Martin Luther King Economic Development Corporation, Martin Luther
King Business Improvement District, Local Initiatives Support Corporation (LISC) Milwaukee,
Mandel Group, and University of Wisconsin-Milwaukee
Building upon the success of Martin Luther King Economic Development Corporation and the Martin Luther King business improvement district, we hope to endeavor into a collaborative process so that new energy and new investment can be encouraged in the Historic King Drive area of Milwaukee.

A charette is a process of gathering information from various groups and working collaboratively to develop a feasible design and development solution that will spur additional investment in a neighborhood or community. The approach is both educational and creative, and includes interactive discussions amongst key stakeholders to address design, policy, economic development, and social issues.

Community Design Solutions (CDS), of UW-Milwaukee, was approached with the idea of conducting a charette for the Historic Dr Martin Luther King Jr Drive area to encourage new ideas and energy. CDS proposed an innovative approach to the typical charette model, by including all the potential players that will have an impact on what and how the area is developed. Prior to the charette, CDS worked with the Martin Luther King Economic Development Corporation and conducted Focus Groups with city staff, Business Improvement District members, and local lenders. Team members also spoke with elected officials and key property owners to gather input about the obstacles and opportunities of developing in the area.

Based on input from the Martin Luther King Economic Development Corporation and the Business Improvement District, CDS selected key opportunity sites that were discussed in the focus groups and the charette. The following pages summarize how prior studies and investment creates great opportunity for moving the neighborhood forward.
FOCUS AREA
W. NORTH AVE TO W. LOCUST ST,
BETWEEN N. 4TH ST & N PALMER ST
The 2011 Historic King Drive BID utilized a strategic planning process to identify a sustainable long-term vision for North Dr. Martin Luther King Jr. Drive. The plan is built on the 1996 redevelopment plan that summarizes corridor strengths and weaknesses, and identifies economically sustainable uses. The following pages summarize the critical issues and recommendations of this plan.
PLANNING VISION:
- Vibrant urban community
- Unique and diverse customer base
- Affordable and varied housing
- Patio cafes and community gardens
- Existing and new businesses to prosper
- Create a visually pleasing and functional setting
- Visitor stays in the corridor

THE HISTORIC KING DRIVE PROPOSED AS A “MAIN STREET”:
- Increase commercial and residential uses to revitalize surrounding neighborhoods
- Support the development of catalytic projects
- Establish design guidelines
- Pursue code enforcement
- Encourage new developments
PLAN GOALS:

- Recruit and retain sustainable businesses
- Create a unique identity
- Improve district aesthetics
- Create a safe, welcoming image
- Fill gaps in the urban fabric
- Facilitate residential development
- Improve vehicular circulation and perceived parking issues
- Make the Business Improvement District a key advocate and support system for area property owners and businesses.
STRENGTHS OF THE CORRIDOR:
• Available developable land sites
• Significant recent development activity
• Tenured, respected existing commercial and retail companies
• Large number of professional services firms
• Emerging market; young population
• Convenient location and access
• Historic properties
• Adjacent to strong employment and entertainment nodes in downtown Milwaukee
• High percentage of locally owned businesses

WEAKNESSES OF THE CORRIDOR:
• Perceived crime and safety
• Lack of residential density
• Strong competition from surrounding retail
• Commercial and retail vacancy
• High maintenance costs for historic properties
• Lack of dedicated parking for some properties
STRATEGIES TO ACHIEVE GOALS:

- Fill existing vacant spaces
- Redevelop blighted properties
- Increase density
- Infill residential uses
- Facade improvement programs
- Improve parking availability
- Clearly define parking surfaces
- Consolidate bus stops
- Improve safety
- Green space programming
- Branding and identity
PUBLIC INPUT SUMMARY:

• Develop business activities that create vibrancy
• Improve perception of the area in terms of crime/safety
• Needs beautification plan
• Address vacant properties and density
• Provide technical and business support
• Develop branding for commercial developments
• Promote commercial development
The 2009 plan seeks to: empower residents to shape and define their community to reflect history and common goals, define ownership to promote a sense of caring and vested interest, and strengthen the community through resource building partnerships with the city, non-profits, educational entities, employers, retailers, community organizations and residents. The following pages summarize the critical issues and recommendations of this plan.
2009 MILWAUKEE NORTHEAST PLAN

NEIGHBORHOOD IDENTITY:

• Build on neighborhood success: Haylard Park, Brewers Hill, Beer Line “B”
• Develop a way-finding signage plan
• Implement gateways at North Ave and Locust St along I-43 and five points exchange
• Implement a facade improvement program
• Improve North Ave as a major east/west and gateway corridor
ENVIRONMENT & SUSTAINABLE DEVELOPMENT:

- Promote healthy buildings
- Create public pocket parks and community gardens on vacant land
PROPERTY REDEVELOPMENT AND INFILL:
• Redevelop, renovate and reuse vacant buildings
• Strategically infill vacant parcels
• Promote mixed use development
• Identify and provide formal protection of historic districts and structures

HOUSING DEVELOPMENT & HOME OWNERSHIP:
• Assist residents to maintain and improve their homes
• Support affordable and low income housing providers
• Create new and rehabilitate existing housing
• Promote and market Harambee and its available housing stock
CRIME PREVENTION:
- Promote community policing programs that bring greater neighborhood involvement
- Develop stronger relationships between policing agencies and area businesses
- Continue to implement block watch programs
HARAMBEE GREAT NEIGHBORHOOD PLAN DISTRICT:
- Support the Harambee great neighborhood initiative
- Develop gateway and activity nodes
- Create job training and placement centers
- Develop and implement safety strategies in high crime areas
- Promote community art programs
HISTORIC KING DRIVE TRANSIT & COMMERCIAL CORRIDOR:

- Promote MLK Drive as a historic and cultural corridor
- Renovate and reuse available commercial property between Meinecke Ave and Brown St
- Conduct long term redevelopment plan for sites identified between Locust St and Clarke St
- Promote mixed use development and recruit new retail anchors
- Promote MLK Drive as a public transportation corridor
HISTORIC KING DRIVE TRANSIT & COMMERCIAL CORRIDOR:

- Promote transit oriented development guidelines and development practices at MLK Drive and North Ave
- Develop a parking strategy for the area and evaluate the use of tax increment financing
- Promote storefront facade improvement guidelines that create a cohesive image
- Create an overlay district that establishes design guidelines for new development and additions
Throughout the King Drive corridor there are a number of sites that are in need of redevelopment and/or renovation. Conversely, through the work of the Martin Luther King Economic Development Corporation, there has been a large amount of investment over the past years. For the purpose of the 2013 Visioning Charette we focused on Catalytic Projects that were implemented in the past 10 years and then chose 8 Opportunity Sites where we felt investment dollars would be best utilized. The following pages summarize the projects/sites.
This map highlights the past Catalytic Projects that we reviewed [yellow] as well the Opportunity Sites [blue] that we focused on for the Visioning Charette.
IMPLEMENTED CATALYTIC PROJECTS _$38.3 MILLION TOTAL INVESTMENT_
IMPLEMENTED CATALYTIC PROJECTS

1. WALGREENS
   DEVELOPMENT COST: $5.1 MILLION
2. KING DRIVE COMMONS II
   DEVELOPMENT COST: $5.8 MILLION
3. KING DRIVE COMMONS I
   DEVELOPMENT COST: $3.6 MILLION
IMPLEMENTED CATALYTIC PROJECTS

1. KING COMMERCE CENTER
   DEVELOPMENT COST: $1.8 MILLION
2. KING DRIVE COMMONS IV
   DEVELOPMENT COST: $10 MILLION
3. KING DRIVE COMMONS III
   DEVELOPMENT COST: $5.5 MILLION
IMPLEMENTED CATALYTIC PROJECTS

1. MLK HERITAGE HEALTH CENTER
   RENOVATION &
   NEW CONSTRUCTION: $4.2 MILLION
2. DREAM BIKES
   DEVELOPMENT COST: $1.2 MILLION
3. BROOKS PLAZA
   DEVELOPMENT COST: $1.1 MILLION
Six teams of architects and urban planners gathered together at the University of Wisconsin Milwaukee, School of Architecture and Urban Planning, to design and discuss development concepts for the eight King Drive area focus sites. Critical for producing solutions that respond to the market, development obstacles, and funding challenges, key participants included: local lenders, local developers, city staff and officials, property owners, and many others who were integral to developing feasible ideas.

Overall goals: 1) emphasize the success of past planning and development efforts; 2) provide a venue for all players to be part of the design development discussions; 3) initiate several new projects based on the proposed solutions. The following pages describe the sites in question and proposed interventions.
2013 VISIONING CHARETTE
The charette was held on June 18th, 2013 at the University of Wisconsin Milwaukee, School of Architecture and Urban Planning. Facilitated by Community Design Solutions (CDS), the all day event was broken into two separate design sessions with the teams presenting their solutions mid-day for suggestions from other participants. Final proposals and “next steps” were presented at the conclusion of the day.
2013 VISIONING CHARETTE _INVITED PARTICIPANTS

MARTIN LUTHER KING ECONOMIC DEVELOPMENT CORPORATION
Welford Sanders, Julia Doyle, Marcellius Brown, Tracey Carson, LaMarr Franklin, Ben Johnson, Jeanette Johnson, Eloise Luckett, Jim Milner, McArthur Weddle

MARTIN LUTHER KING BUSINESS IMPROVEMENT DISTRICT
Jerome Knapp, Joe Dahl, Sam Denny, Pam Brown, Larry Roffers, Dave Rotter Dans Zens, Susan Kissinger, Mike Coakley

MILWAUKEE DEPARTMENT OF CITY DEVELOPMENT
Rocky Marcoux, Vanessa Koster, Janet Grau, Greg Patin, Rhonda Manuel, DeShea Agee

CITY OF MILWAUKEE
Alderwoman Milele Coggs, Mayor Tom Barrett

MILWAUKEE PUBLIC SCHOOLS
Gina Spang, Michelle Lenski, Larry Miller

DEVELOPERS
Barry Mandel & Mandel Group, Maures Development Group, General Capital, Impact Seven, WI Redevelopment Inc, Gorman

LENDERS
LISC Milwaukee, WHEDA, Seaway Bank, Community Bank, BMO Harriss, PNC Bank, Associated Bank, Northshore Bank, US Bank

ARCHITECTS
Continuum Architects & Planners, Quorum Architects, Miller Architectural Group, Engberg Anderson, American Design, Korb Tredo Architects

OTHERS
Kaylan Haywood, Joe Schwenker [Milwaukee Enterprise Center], Larry Witzling [UWM], Vincent Lyles [Boys and Girls Club], Tieg Whaley-Smith [Milwaukee County]
EXISTING SITE CONDITIONS

The north end of the site is occupied by a long-standing convenience store with a medium-sized parking lot on the corner of Locust Street and MLK Drive. The remainder of the block face is a mixture of empty lots and abandoned two story residential buildings. Across from the new Walgreen’s, this site serves as the gateway to the district from the north.
FOCUS GROUP INPUT

Developer Thoughts:
• Mixed reaction about appropriate uses
• Target “creative class” occupancy
• Possible eminent domain
• Possible connection to site 2 (Milwaukee Enterprise Center)

Lender Thoughts:
• Develop full block
• Possible eminent domain
• Phasing vs. All at once
• Smaller market ($2 million)

DCD Thoughts:
• Master developer needed

Base Program:
• Mixed use
• Include on-site parking
• Urban open space
• Gateway at Locust St

Zoning Information (LB2)
• Min/Max height: 18’-60’
• Parking for general office use
  - 1:500 sq ft (up to 2,000 sq ft)
  - 1:1000 sq ft (after 2,000 sq ft)
<table>
<thead>
<tr>
<th>Owner</th>
<th>Address</th>
<th>Value</th>
<th>Lot Size</th>
<th>Zoning</th>
<th>Map Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dexter Lampley</td>
<td>2801 North MLK Dr</td>
<td>$106,000.00</td>
<td>4500</td>
<td>LB2</td>
<td>1</td>
</tr>
<tr>
<td>City of Milwaukee</td>
<td>2805 North MLK Dr</td>
<td>$0.00</td>
<td>4401</td>
<td>LB2</td>
<td>2</td>
</tr>
<tr>
<td>Arnold Wilkins</td>
<td>2809 North MLK Dr</td>
<td>$39,000.00</td>
<td>4500</td>
<td>LB2</td>
<td>3</td>
</tr>
<tr>
<td>Earl Johnson</td>
<td>2813 North MLK Dr</td>
<td>$5,600.00</td>
<td>4500</td>
<td>LB2</td>
<td>4</td>
</tr>
<tr>
<td>Paul Bachowski</td>
<td>2817 North MLK Dr</td>
<td>$39,200.00</td>
<td>4500</td>
<td>LB2</td>
<td>5</td>
</tr>
<tr>
<td>City of Milwaukee</td>
<td>2821 North MLK Dr</td>
<td>$0.00</td>
<td>6618</td>
<td>LB2</td>
<td>6</td>
</tr>
<tr>
<td>Creh 3 LLC</td>
<td>2827 North MLK Dr</td>
<td>$24,800.00</td>
<td>4500</td>
<td>LB2</td>
<td>7</td>
</tr>
<tr>
<td>City of Milwaukee</td>
<td>2831 North MLK Dr</td>
<td>$0.00</td>
<td>4450</td>
<td>LB2</td>
<td>8</td>
</tr>
<tr>
<td>Erna Kowaleski</td>
<td>2841 North MLK Dr</td>
<td>$58,800.00</td>
<td>11235</td>
<td>LB2</td>
<td>9</td>
</tr>
<tr>
<td>Salem Sarsour</td>
<td>2845 North MLK Dr</td>
<td>$96,700.00</td>
<td>6049</td>
<td>LB2</td>
<td>10</td>
</tr>
<tr>
<td>Salem Sarsour</td>
<td>2851 North MLK Dr</td>
<td>$123,000.00</td>
<td>7500</td>
<td>LB2</td>
<td>11</td>
</tr>
<tr>
<td>Jamil Sarsour</td>
<td>311 W Locust St</td>
<td>$134,000.00</td>
<td>19948</td>
<td>LB2</td>
<td>12</td>
</tr>
<tr>
<td><strong>Totals:</strong></td>
<td></td>
<td><strong>$626,100.00</strong></td>
<td><strong>82701</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DESIGN CONSIDERATIONS & STRATEGIES

One of the main considerations of this proposal is to relocate the Martin Luther King Library from Locust and MLK to the corner of Hadley and MLK. Retention of the existing retail on the corner of Locust and MLK is also important, though it needs to be redesigned as a signature building and be attractive to customers. A greenway is proposed as a link between MLK Drive and site #2 [Milwaukee Enterprise Center]; a partnership between the city and stakeholders should be formed to maintain this space.
NEXT STEPS

A master developer will be needed for this site, as phasing is critical. A signature building should occupy the corner of Locust and MLK, to draw customers onto MLK. The King Drive Library could be moved from its existing location to this site in a new mixed-use building. Key discussions between the Martin Luther King Economic Development Corporation, Alderwoman Coggs and the city are necessary for implementing the full block face. Funding for the site may include tax credits, along with market-rate units.
EXISTING SITE CONDITIONS

Originally built as a shoe factory, the Milwaukee Enterprise Center now houses a wide variety of businesses and professional services in large, lofty spaces. The building has a lack of parking and does not have a highly visible presence in the area, despite the many thousand square feet of rentable space that it has available. A large steam boiler building occupies the southwest corner of the site.
FOCUS GROUP INPUT

Developer Thoughts:
• Historic district (North Ave to North of Locust Ave)
• Connection to site 1 (W. Hadley & MLK Drive)
• Affordable methodology (Workforce)
• Foster opportunity for non-profits

Lender Thoughts:
• Need jobs
• Housing with economic development
• Tax credit project
• Training “command center”

Base Program:
• Reuse all or portions of existing building
• On-site parking
• Potential connection to MLK Drive or Locust St
  - Public open space
  - Flexible use

Zoning Information (IL2):
• No min/max height
• No parking requirements
<table>
<thead>
<tr>
<th>Owner</th>
<th>Address</th>
<th>Value</th>
<th>Lot Size</th>
<th>Zoning</th>
</tr>
</thead>
<tbody>
<tr>
<td>2824 North 4th Street LLC</td>
<td>2821 N 4th St</td>
<td>$1,400,000.00</td>
<td>97792</td>
<td>IL2</td>
</tr>
</tbody>
</table>
DESIGN CONSIDERATIONS & STRATEGIES

A combination of residential and commercial space would best utilize the large amount of square footage that this building has to offer. Rooftop greenspace may attract a younger demographic of residents. Lots acquired to the north of the property could provide needed parking once the building reaches full capacity. A ‘greenway’ could link this site to Locust Street via site #1 and streetscape improvements on Hadley could link this site several blocks east to site #4 [Malcom X School].
The first floor of the building is proposed as indoor parking for tenants. The remainder of the building is proposed as a combination of commercial (green) and residential units (blue). This combination of uses offers a balance of needed jobs and affordable housing choices.
NEXT STEPS

Use of tax credits is a critical first discussion between the building owner and WHEDA, along with the Martin Luther King Economic Development Corporation and the Business Improvement District. The building owner should work with the city on site acquisition for additional parking to the north, as well as the potential for an historic district for the northern section of MLK Drive. Historic District discussions should also include the State. A developer is negotiating with the building owner to purchase the property and renovate it.
EXISTING SITE CONDITIONS

Most recently utilized as a community health center, this property has a number of amenities that deem it feasible for renovation/reuse. There is a large parking lot to the east of the building currently being utilized by Mount Moriah Baptist Church. A number of new single family homes were completed in 2013 on the streets adjacent this property.
FOCUS GROUP INPUT

Developer Thoughts:
• Housing/Senior Housing
• 4% Bond - Tax Credit
• Market Rate Historic Tax Credit

Lender Thoughts:
• New Market (Clinic Focus)
• Campus Approach
• Expense of Rehab
• Senior Housing

Base Program:
• Reuse
• Housing
• On-site public space
• On-site parking
• Maintain Church

Zoning Information (RT4):
• 48’ max. height
• 2 parking spaces for every three dwelling units
SITE 3_5TH STREET SCHOOL_CONTINUUM ARCHITECTS
DESIGN CONSIDERATIONS & STRATEGIES

This strategy calls for utilizing tax credits to create a shared community space on the first floor of the building that could also be used by Mount Moriah Baptist Church. The upper two floors are proposed as 37 units of senior housing. The remainder of the block could be developed into single-family homes, public space, and shared parking with the intent of increasing the overall neighborhood value.
SITE 3_5TH STREET SCHOOL_CONTINUUM ARCHITECTS

SHARED GREEN SPACE
The proposal creates green space that can be used by the senior housing facility, as well as the Milwaukee Enterprise Center.

SHARED PARKING SPACES
The proposal suggests the senior housing program and the church share parking stalls to economize the parking needed on site.
The Martin Luther King Economic Development Corporation and Business Improvement District should work with the Department of City Development on developing an RFP for this site. The development of senior housing on this site may necessitate the utilization of tax credits, unless it is constructed as market rate housing. Development, site ownership, and maintenance discussions should also include Mount Moriah Baptist Church as a key member of the neighborhood and site.
EXISTING SITE CONDITIONS

Located on the corner of Center Street & MLK, this property sits within an historic district. An attached one story structure to the west is slated for demolition with the remaining three story structure to then be stabilized. This property is an ideal candidate for a prototype live-work development.
FOCUS GROUP INPUT

Developer Thoughts:
- Townhouses with south parking lot
- Do not develop everything, keep land for open space and parking
- Mixed use
- Historic district

Lender Thoughts:
- Restructure market tax credits to historic tax credits

DCD Thoughts:
- Demolish single story section

General:
- City to raze one story structure
- 3 story structure to be stabilized

Base Program:
- Live-work prototype
- Rehab
- On-site parking
- WHEDA funding

Zoning Information (LB2)
- Min/Max height: 18’-60’
- Parking for general office use
  - 1:500 sq ft (up to 2,000 sq ft)
  - 1:1000 sq ft (after 2,000 sq ft)
<table>
<thead>
<tr>
<th>Owner</th>
<th>Address</th>
<th>Value</th>
<th>Lot Size</th>
<th>Zoning</th>
<th>Map #</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Association for Black Veterans</td>
<td>2669 North MLK Dr</td>
<td>$0.00</td>
<td>10500</td>
<td>LB2</td>
<td>1</td>
</tr>
<tr>
<td>City of Milwaukee</td>
<td>2673 North MLK Dr</td>
<td>$0.00</td>
<td>7028</td>
<td>LB2</td>
<td>2</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td>$0.00</td>
<td>17528</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DESIGN CONSIDERATIONS & STRATEGIES

This proposal calls for retail space on the first floor with residential above. This scenario is traditionally the most successful when the owner of the retail lives in the residential above, serving as a prototype for numerous vacant two-story properties on MLK and in the greater Milwaukee area. Surface parking to the west would serve residents, along with a public green space developed on the vacant parcel to the south. The green space could be directly associated with the first floor retail use, or the general public.
AXONOMETRIC DIAGRAM OF LIVE-WORK DEVELOPMENT

SITE 3A_W. CENTER & MLK DRIVE_CONTINUUM ARCHITECTS
NEXT STEPS

Based on charette concepts, a developer is negotiating with the city to acquire and renovate this property. LISC Milwaukee has indicated it will provide predevelopment support. A live/work model could be funded through tax credits and serve as a model for other building reuse projects.
EXISTING SITE CONDITIONS

Housing a large theatre, NBA size basketball court, and a number of auxiliary gym spaces, this property could become a welcome amenity to the neighborhood. However, in its current unused state it merely acts as an eyesore with the large blank walls facing the neighborhood. Situated on a hill, the building has three levels that all have an at-grade entrance, something that could be a hindrance or an amenity.
FOCUS GROUP INPUT

Developer Thoughts:
- Large auditorium/gymnasium
- Host workshops
- Boys & girls boarding charter school
- Conservation overlay
- Previous housing studies

Lender Thoughts:
- Negative impact on surrounding neighborhoods (vacant building/lot)

General:
- Major topographic changes
- All three levels have grade access

Base Program:
- Community center
- Alternate sports
- Educational space for 200 students
- Outdoor space to serve neighborhood

Zoning Information (RT4):
- 48’ max. height
- 2 parking spaces for every three dwelling units
SITE 4_MALCOLM X SCHOOL_QUORUM ARCHITECTS INC

photo courtesy of Julie Reindl
DESIGN CONSIDERATIONS & STRATEGIES

By receiving funding from WHEDA, partners, TIF and partial sales of property, Malcom X School could become a signature community center and residential development that redefines Hadley Street and the neighborhood. MPS flex space, along with a variety of sport and performance activities would allow the building to be used year-round. Demolition of the south portion of the property allows for new housing along Center Street, linking the neighborhood to this once underutilized site.
SITE 4_MALCOLM X SCHOOL_QUORUM ARCHITECTS INC

DIAGRAMMATIC SITE PLANS OF 3 PROPOSED SCHEMES
NEXT STEPS

MPS is currently initiating a neighborhood discussion on the proposed uses to gather resident input. MPS should work with the BID, Martin Luther King Economic Development Corporation and City planning staff on uses and development options. LISC Milwaukee and WHEDA are potential funding partners for this site.
EXISTING SITE CONDITIONS

Bordered by an owner occupied Cream City brick home on the north and abandoned car repair shop on the south, this open lot is located across the street from a number of new developments. The site provides an opportunity for new construction along MLK Drive.
FOCUS GROUP INPUT

Developer Thoughts
• Housing
• Mixed-Use

DCD Thoughts:
• Brownfield issues on southern building
• House to north occupied

Base Program:
• Housing
• Public Open Space
• On-site parking

Zoning Information (LB2)
• Min/Max height: 18' - 60'
• Parking for general office use
  - 1:500 sq ft (up to 2,000 sq ft)
  - 1:1000 sq ft (after 2,000 sq ft)
<table>
<thead>
<tr>
<th>Owner</th>
<th>Address</th>
<th>Value</th>
<th>Lot Size</th>
<th>Zoning</th>
<th>Map #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redevelopment Authority of the City of Milwaukee</td>
<td>2556-2540 North MLK Dr</td>
<td>$0.00</td>
<td>15659</td>
<td>LB2</td>
<td>1</td>
</tr>
<tr>
<td>Bachan Singh</td>
<td>2536 North MLK Dr</td>
<td>$20,700.00</td>
<td>4500</td>
<td>LB2</td>
<td>2</td>
</tr>
<tr>
<td>James Jackson</td>
<td>2532 North MLK Dr</td>
<td>$72,900.00</td>
<td>4500</td>
<td>LB2</td>
<td>3</td>
</tr>
</tbody>
</table>
DESIGN CONSIDERATIONS & STRATEGIES

This proposed building of 16-20 housing units above non-traditional retail offers a new style of residential units that employ a privacy gradient moving from ground level retail on MLK to a private shared green space in the residential core. The building could also be all residential, with semi-public space providing a transition at ground level. Individual housing units to the east front a shared green space that links to MLK Drive. The proposal mirrors the density of the surrounding urban fabric and utilizes the alley as a path to an existing green space to the northeast.
The Martin Luther King Economic Development Corporation and the Business Improvement District should work with DCD on the integration of residential at the ground level of MLK. The Martin Luther King Economic Development Corporation can market this site and develop it as market-rate housing. Information regarding brownfield issues should be reviewed with DCD.

WHEDA and/or LISC Milwaukee could be funding partners, utilizing this innovative housing strategy as a model for other infill sites.
SITE 6_W. NORTH AVE & MLK DRIVE

EXISTING SITE CONDITIONS

Once an active block, the site now has geotechnical, access and parking complications. The northern buildings are in disrepair and may be considered for demolition. While the buildings to the south, which have been recently renovated and are 50% occupied, offer an opportunity for renovation.
FOCUS GROUP INPUT

Developer Thoughts:
- Develop whole block (north and south)
- Two story retail/office
- Live-work for rehabbed structures

DCD Thoughts:
- Access issues
- Geo-technical site issues

MLKEDC/BID Thoughts
- Parking needed

General:
- OK to demo buildings to north
- Rehab buildings to south

Base Program:
- Flexible uses
- Live-work for sites 1, 2, 4, 5 & 6
- On-site parking
- Maintain building 6

Zoning Information (LB2)
- Min/Max height: 18’-60’
- Parking for general office use
  - 1:500 sq ft (up to 2,000 sq ft)
  - 1:1000 sq ft (after 2,000 sq ft)
<table>
<thead>
<tr>
<th>Owner</th>
<th>Address</th>
<th>Value</th>
<th>Lot Size</th>
<th>Zoning</th>
<th>Map #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vizion Investments Inc.</td>
<td>2241 North MLK Dr</td>
<td>$439,000.00</td>
<td>15,000</td>
<td>LB2</td>
<td>1</td>
</tr>
<tr>
<td>Paul Bachowski</td>
<td>2235 North MLK Dr</td>
<td>$90,000</td>
<td>7,500</td>
<td>LB2</td>
<td>2</td>
</tr>
<tr>
<td>Redevelopment Authority of the City of Milwaukee</td>
<td>2231 North MLK Dr</td>
<td>$0.00</td>
<td>18,822</td>
<td>LB2</td>
<td>3</td>
</tr>
<tr>
<td>Gaulien Smith</td>
<td>2215 North MLK Dr</td>
<td>$285,000.00</td>
<td>3,750</td>
<td>LB2</td>
<td>4</td>
</tr>
<tr>
<td>2213 Properties</td>
<td>2213 North MLK Dr</td>
<td>$542,000.00</td>
<td>3750</td>
<td>LB2</td>
<td>5</td>
</tr>
<tr>
<td>Capital Real Estate 3 LLC</td>
<td>2201 North MLK Dr</td>
<td>$692,000.00</td>
<td>11,263</td>
<td>LB2</td>
<td>6</td>
</tr>
<tr>
<td>Totals:</td>
<td></td>
<td>$2,048,000.00</td>
<td>60,085</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DESIGN CONSIDERATIONS & STRATEGIES

This proposal recommends retail on the ground floor corner of North Avenue and MLK, creating an engaging atmosphere for pedestrians. 48 units of new residential are proposed for the upper floors (one or two levels), potentially utilizing a live-work model. The development could be broken into several smaller buildings, with a pedestrian link to parking along the alley. The corner building at Garfield Avenue and MLK is proposed for renovation as live/work or mixed-use.
The final iteration for this site called for a combination of commercial on the ground floor, a pedestrian link to the parking area west of the building, and residential on the two upper floors. The parking could be covered by a large deck area serving the residential units. The buildings on the north end of the site are proposed to be demolished, while the building on the far south end of the site would remain.
NEXT STEPS

The Martin Luther King Economic Development Corporation and the Business Improvement District should work with the Department of City Development and the Alderwoman on a demolition strategy for selected buildings on the site, as well parking access and location. The question of who markets this block is important and may include the Martin Luther King Economic Development Corporation, Business Improvement District and City. Funding for this site could come from tax credits and/or loans.
EXISTING SITE CONDITIONS

This small greenfield site is situated between two active retailers. Currently a city-owned vacant lot, it could be a model for new construction live-work development.
FOCUS GROUP INPUT

Developer Thoughts:
- Workforce housing
- Live/Work option

Base Program:
- Live/Work new construction prototype
- WHEDA funding
- On-site parking

Zoning Information (LB2)
- Min/Max height: 18'-60'
- Parking for general office use
  - 1:500 sq ft (up to 2,000 sq ft)
  - 1:1000 sq ft (after 2,000 sq ft)
SITE 6A_READER'S CHOICE

W. BROWN ST.

N. MLK DRIVE

- CITY OWNED VACANT PROPERTY
- PRIVATELY OWNED VACANT PROPERTY

[Legend]

[Map with streets and sites marked]

- WALGREENS
- KING COMMONS I
- KING COMMONS II
- KING COMMONS III
- KING COMMONS IV
- KING COMMERCE CENTER
- MLK HERITAGE HEALTH CENTER
- DREAM BIKES

PAST CATALYTIC PROJECTS
OPPORTUNITY SITES

[Street names and numbers]
<table>
<thead>
<tr>
<th>Owner</th>
<th>Address</th>
<th>Value</th>
<th>Lot Size</th>
<th>Zoning</th>
<th>Map #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redevelopment Authority of the City of Milwaukee</td>
<td>1940 North MLK Dr</td>
<td>$0.00</td>
<td>2565</td>
<td>LB2</td>
<td>1</td>
</tr>
<tr>
<td>Redevelopment Authority of the City of Milwaukee</td>
<td>1944 North MLK Dr</td>
<td>$0.00</td>
<td>2521</td>
<td>LB2</td>
<td>2</td>
</tr>
<tr>
<td>Redevelopment Authority of the City of Milwaukee</td>
<td>1948 North MLK Dr</td>
<td>$0.00</td>
<td>2520</td>
<td>LB2</td>
<td>3</td>
</tr>
<tr>
<td>Totals:</td>
<td></td>
<td>$0.00</td>
<td>7606</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DESIGN CONSIDERATIONS & STRATEGIES

Small scale, minimal investment retail would occupy the front portion of the ground floor, with the ability to expand in the future. The angled storefront could provide visual interest and an opportunity for unique signage. Two story housing units could include a rooftop patio or garden area. This site could also be considered for all residential units, with an urban design strategy that blends with the adjacent uses.
SITE 6A_READER’S CHOICE_AMERICAN DESIGN INC

PERSPECTIVE LOOKING SOUTHEAST_FROM MLK
A wide variety of uses are possible on this site including housing, mixed-use, and live-work. The Martin Luther King Economic Development Corporation and/or Business Improvement District should work with the Department of City Development to market the property successfully.

LISC Milwaukee and WHEDA are potential funding partners depending on the proposed use(s).
Since the charette, the Martin Luther King Economic Development Corporation and Business Improvement District (BID) have met with their members to set priorities for moving the ideas forward. Strategies and partnerships are developing amongst building owners, funders, and developers. The BID will be meeting with area property owners to gather additional feedback. The goal of this effort is for the ideas and development concepts to become reality based on input from all key players. Success will be defined by how new investments add value to the neighborhood and serve as amenities for the businesses and residents who reside here.
“THERE IS NO GAIN WITHOUT STRUGGLE.”
Dr Martin Luther King Jr.