

Villard Avenue Community Design & Development Charette



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Client Villard Avenue BID #19
City of Milwaukee

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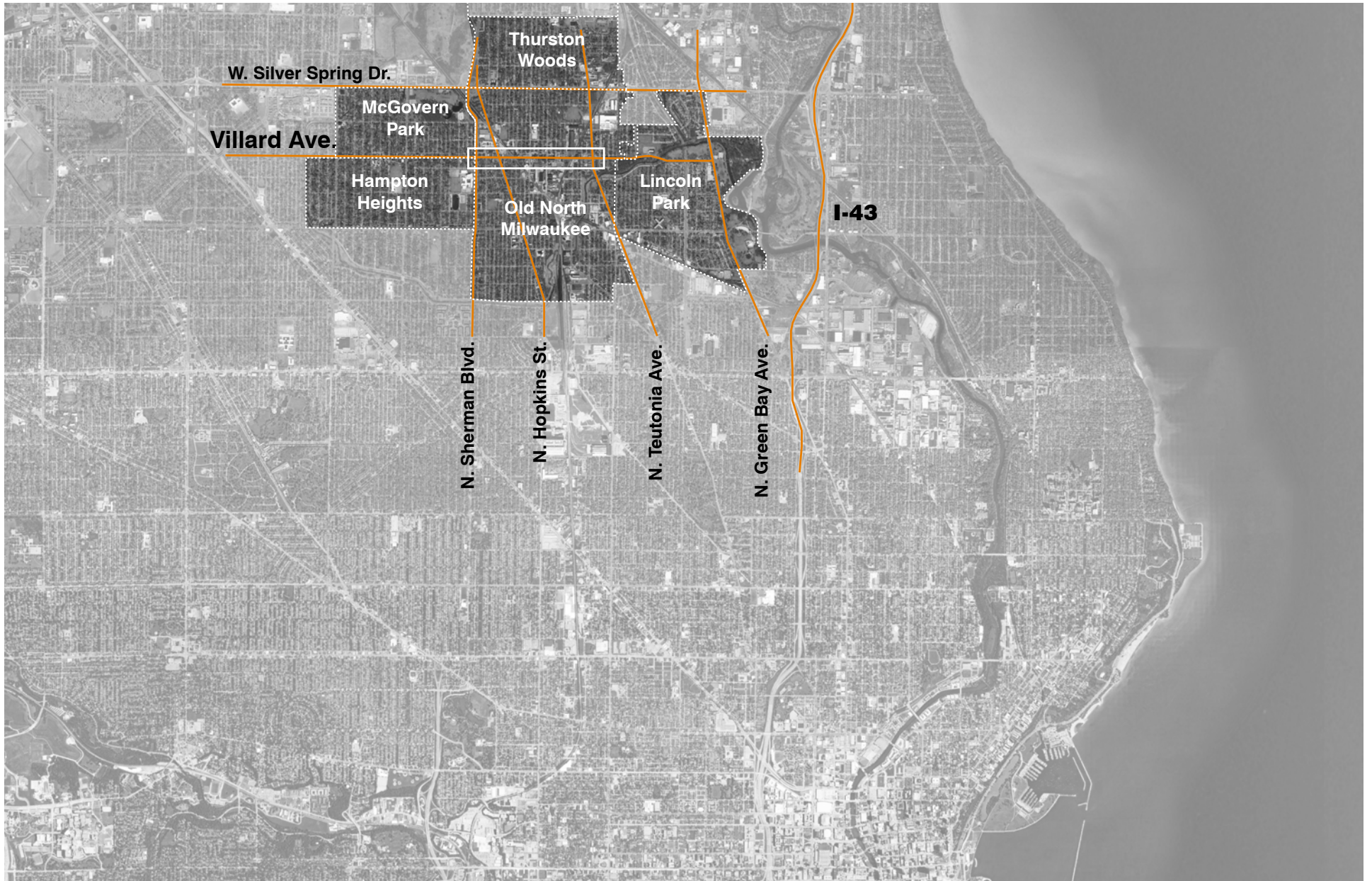
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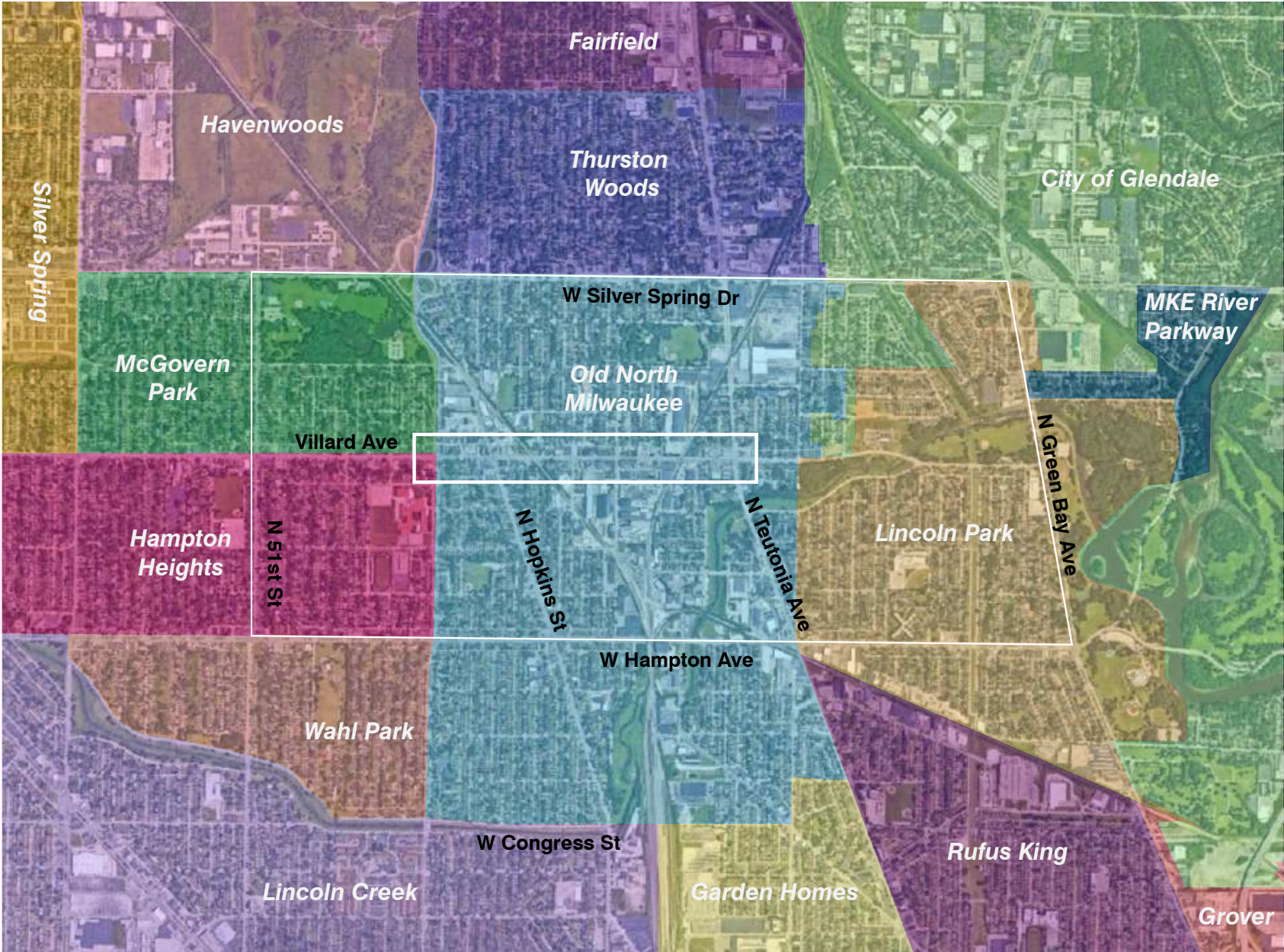
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Regional Map



Surrounding Neighborhoods



White squares indicate Opportunity Sites

Area History

Much of the near north area and its neighborhoods were influenced by the rail line bisecting the plan area along N. 30th Street. It was around this line that the 30th Street Industrial Corridor developed. Much of the corridor developed primarily as a below-grade rail line used to deliver raw materials to the industrial companies located along the line. The largest of these manufacturers was the A.O. Smith Company, located along Hopkins Avenue up to 27th Street and Capitol Drive. Founded in 1874 as a parts maker for baby carriages, A.O. Smith expanded its operations to bicycle frames and then to pressed steel car frames in 1899. In 1904, A.O. Smith was officially incorporated and well positioned at the start of the car-dominated “American Century.”

A.O. Smith dominated the neighborhood in both size and employment. At its peak 10,000 local residents were employed by A.O. Smith at its 85-acre complex.

The northern portion of the plan area is the former village of North Milwaukee. North Milwaukee was incorporated in 1897 shortly after it developed into an industrial suburb built around the old beer line that serviced Milwaukee’s dominant turn of the century breweries. The village of North Milwaukee existed until it was annexed in 1929 by the rapidly growing city of Milwaukee. Traces of the village still exist: the original village town hall just south of 35th and Villard, the E.R. Wagner Company which set up shop during the area’s

industrial expansion at the turn of the century, and perhaps the most notable imprint, North Milwaukee’s old downtown, the Villard Avenue retail district between N. 27th and N. 35th Streets.

To the southeast of the North Milwaukee area is the Rufus King Neighborhood, named after the Civil War general and namesake high school. Given Milwaukee’s current urban agricultural initiatives, it is notable that Milwaukee’s original urban agricultural movement began in the 1870’s by farmers in the now Rufus King neighborhood who grew crops primarily to sell to the city’s expanding urban population. In the 1880’s a large greenhouse covered several acres of land near what is now the Atkinson Avenue public library. The Rufus King area was an independent enclave



View of AC assembly line July 10, 1945

A.O. Smith. Source: Encyclopedia of Milwaukee



Old North Milwaukee. Source: Historic Milwaukee

until it was systematically annexed into the city of Milwaukee during the late 1920's. Through the 20th Century the Rufus King neighborhood was a middle and upper-middle class white collar neighborhood and is reflected in the substantial and attractive housing stock that exists throughout the neighborhood today. The professional nature of the area stayed true to form when the largely German population moved out and an African-American professional class moved in. This change in racial and ethnic diversity was substantial. The neighborhood was less than 1% African-American in 1960. By 1980 it was 90%.

30th Street Industrial Corridor

The 30th Street Industrial Corridor (The Corridor) is a 5-mile long and roughly 8-block wide swath of vacant and active industrial land that runs from Hampton Avenue south to Highland Avenue in the city of Milwaukee. More than half of this corridor is located within the Near North planning area. The corridor represents both opportunities and challenges for the city as a whole and for the near north area. The corridor offers the potential to provide much needed family-supporting job opportunities to central city residents, yet at the same time weighs down the community with large patches of under-utilized, blighted, and contaminated industrial properties. It was

designated as a Greenlight District Reinvestment Zone by the City, which as a zone where the City would give the “green light” on use of Tax Incremental Financing and other economic development tools within the corridor to attract and retain businesses and jobs.

Villard Avenue

The portion of Villard Avenue in the Near North plan area, between N. 27th Street and Sherman Boulevard, is a traditional commercial main street strip consisting of two and three story store front retail uses with residential and office space above. “Main Street” Villard is a carryover from its role as the commercial center of the former municipality of North Milwaukee.



Ned's Pizza on Villard and 34th. Source: Unknown



Near North Area Plan (2009)

Overall Neighborhood Policies

Use Policies

- Increase the number and distribution of mixed use nodes along commercial corridors.
- Incorporate quality neighborhood commercial-retail uses near residential areas to encourage walking for daily needs.
- Provide services, residential options, and quality of life enhancements for the changing population of the area, especially for seniors and the elderly.
- Attract and create civic, commercial, or institutional facilities that celebrate history and culture while serving as centers of the community and encouraging residents to interact and socialize.
- Promote the creation, expansion, and restoration of a green infrastructure network of parks, gardens, habitat, greenways, stream corridors, green industry corridors, natural features, and stormwater management facilities as an essential part of a sustainable neighborhood and city.
- Minimize new parking facilities in favor of transit options for transportation to and from destinations.
- Integrate alternative energy generation into neighborhood development and redevelopment projects, such as geothermal and solar.

Form Policies

- Preserve neighborhood character and integrity as compact and connected neighborhoods. New development should fit within the

context and neighborhood vernacular while being compatible with surrounding uses.

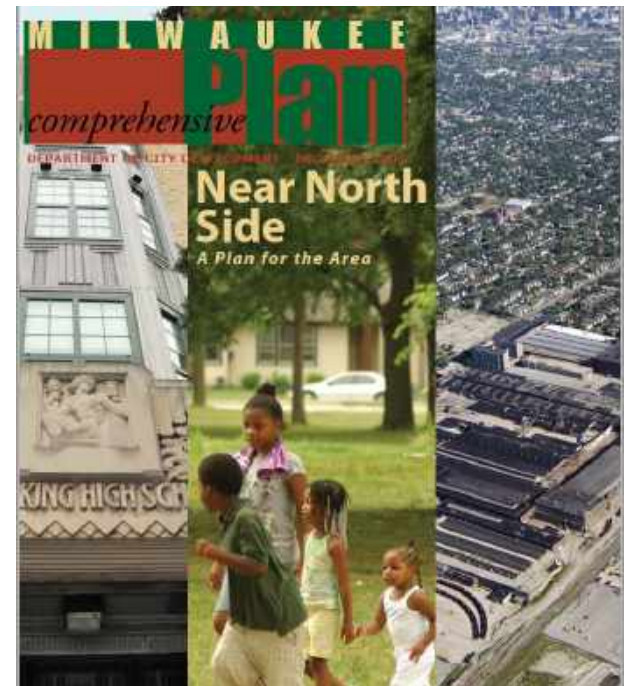
- Preserve existing development densities, street grid, block size, development pattern, and land uses, which are appropriate for the location within the city.
- Infill commercial nodes and corridors with compatible, pedestrian oriented, small setback development that attempts to complete and define the street wall, corners, and pedestrian zones.
- Prioritize the creation of safe, pedestrian-friendly streetscapes, particularly in commercial districts where cross-town traffic is not the primary goal.
- Where new buildings are adjacent to the street, incorporate setbacks for wide sidewalks, landscaping, and potential street dining areas adjacent to restaurants or cafes.
- Employ Crime Prevention through Environmental Design (CPTED) strategies in development and redevelopment projects.
- Minimize parking, avoid the creation of large surface parking lots, and strive to incorporate parking needs into the street grid or in structures or redeveloped facilities.

Redevelopment Strategies

- Include residents, neighborhood organizations, and business owners in discussions about redevelopment of neighborhood properties.
- Expand or create additional neighborhood investment zones (BID, TIF, TIN, etc.) and tap into Community Development Block Grant

funding to encourage and help finance priority redevelopment efforts.

- Prioritize redevelopment of industrial and commercial districts as a means to generate jobs and economic activity as a catalyst for neighborhood improvement.
- Prioritize new taxable uses over non-taxable uses, unless non-taxable uses are educational, civic, institutional, cultural in nature, or provide skills and job training, or economic development.
- Consider redevelopment opportunities for existing commercial and industrial zones. Assemble, clean, and repurpose industrial parcels and facilities for new employment and businesses.



- When economically feasible, preserve historic buildings and districts as neighborhood assets and as keynotes for neighborhood revitalization.
- Consider market incentives for infill development.
- Allow removal of structures and facilities that do not contribute to the positive development of the neighborhood. Salvage and recycle existing equipment, fixtures, and materials.
- Assemble land to create contiguous parcels of development for public purposes or projects that will provide an economic and/or employment catalyst for the neighborhood and the city.

Land Use Policies: Commercial

Use Policies

- Incorporate quality neighborhood commercial-retail uses near residential areas to encourage walking for daily needs.
- Encourage a diverse, locally-owned retail mix where possible. Include retail chains and larger, single tenant anchor stores where necessary to stimulate economic development.
- Support the industrial employment base by allowing and encouraging limited commercial-retail development within or near industrial districts that complement the needs of employees and businesses.
- For portions of commercial corridors and nodes that are not supporting retail uses,

multi-family residential may be incorporated into the land use mix.

Form Policies

- Make walking attractive, easy, safe, and convenient within redeveloped commercial and industrial areas. Design elements include minimized curb cuts, a complete street wall of storefronts unbroken by vacant lots or parking lots, and bringing buildings closer to the right-of-way.
- Infill commercial buildings along commercial corridors and nodes to complete the street wall.
- Multi-story commercial buildings should support ground floor retail or commercial and additional uses on upper floors such as residential or office.
- Retrofit existing commercial corridors and nodes to include landscaping within and around the perimeter of parking lots, along the street, and as highlights and accents to improve the pedestrian experience.
- Adopt consistent, unified character for commercial districts including furnishings, awnings and signs, lighting, and landscaping.
- Add landscaping and stormwater management practices to large parking lots and other large areas of impervious surfaces, particularly in the heavily impervious industrial blocks.
- Reduce the size and capacity of parking areas. Where parking is necessary, encourage on-street parking, shared parking strategies, and structured parking where additional parking is needed. Off street parking should be located behind or between buildings.

Redevelopment Policies

- Support locally owned businesses and entrepreneurs to locate within existing commercial districts and nodes.
- Prioritize reuse of existing buildings within commercial districts for new businesses, except where existing buildings do not contribute to the desired quality or character of the commercial areas.
- Use Business Improvement Districts, Tax Increment Districts, and other financial supportive tools to stimulate improvement and investment in commercial corridors so as to improve and market the district image and to address maintenance, security, and parking issues.
- Preserve, adaptively reuse, and infill vacant buildings and lots in commercial corridors and nodes. Allow the removal of buildings that contribute to the negative image of a commercial district.
- Ensure that crime prevention and the perception of crime are addressed in redevelopment of commercial properties, thereby encouraging use by the local customer base. Avoid concentrating automobile-oriented uses, uses that project a negative image, or uses that attract undesirable elements and activities.
- Provide incentives for business owners such as facade improvement grants, low interest loans, streetscape improvements, etc.

Villard Revitalization Plan (2007)

The 2007 Villard Avenue Revitalization Plan focused on a Business Improvement District (BID) established in 1997. The BID includes properties along Villard Avenue from N. 29th Street to N. 42nd Street.

Historically a commercial corridor, Villard Avenue continues to offer a variety of retail and service choices, many of which are independently owned and operated, to the neighborhood.

Villard Avenue Visioning: Catalytic Redevelopment

Planning & Design Institute, Inc. (PDI) worked with the City of Milwaukee's Department of City Development (DCD) to engage members of the Villard Avenue BID and NWSCDC, as well as surrounding residents, Milwaukee Library staff, and patrons, in a discussion about the future of Villard Avenue. Due to the current use and ownership, the two blocks between 33rd Street and 35th Street were identified as most susceptible to change in the future and, therefore, represented a strong starting point for establishing a vision for Villard Avenue.

Project priorities: mixed-use development, library with neighborhood services, and multi-family housing.



1: Mixed-Use Community Center & New Retail Development



3: Addition to Existing Library & New Mixed-Use Development



2: Mixed-Use Community Center & New Retail Development



4: New Mixed-Use Development



Source: City of Milwaukee

Connecting the Corridor Plan (In Progress)

GOALS

Tie the 30th Street Corridor neighborhoods together

- Mobility
- Stormwater management
- Off-street trails
- Parks & public spaces

Near North Plan: Land Use, Form, and Development Policies

- Redesign streets as green and complete streets
- Green nodes for parks and stormwater management
- “Green Crescent Trail” system of bicycle and pedestrian trails, markers, routes, and maps throughout the Green Crescent
- Signage and information kiosks with historical and green technology information to visitors

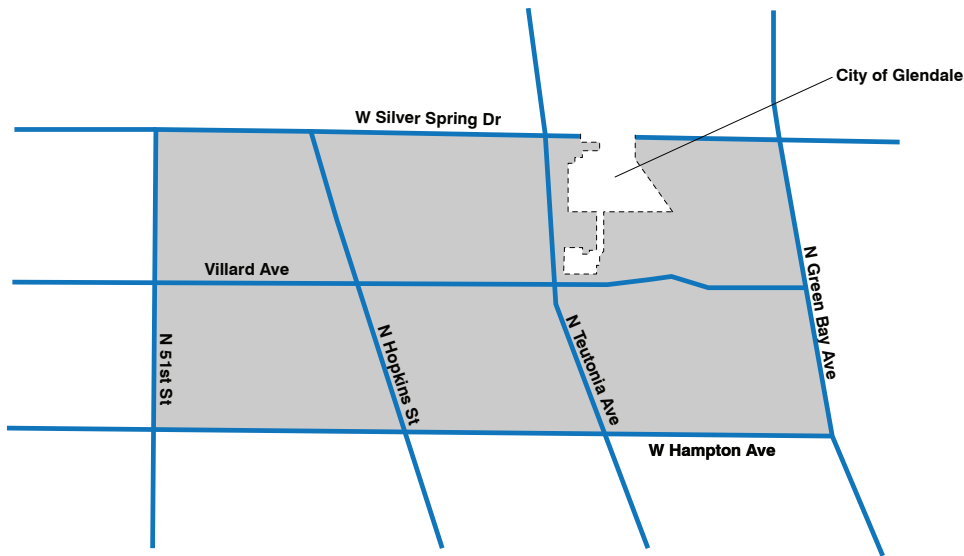


CORRIDOR CONCEPT: THE GREEN CRESCENT



Study Area and Demographics

Study Area



17,660

Total Population

7,774

Number of Housing Units
Owner-Occupied: 2,755

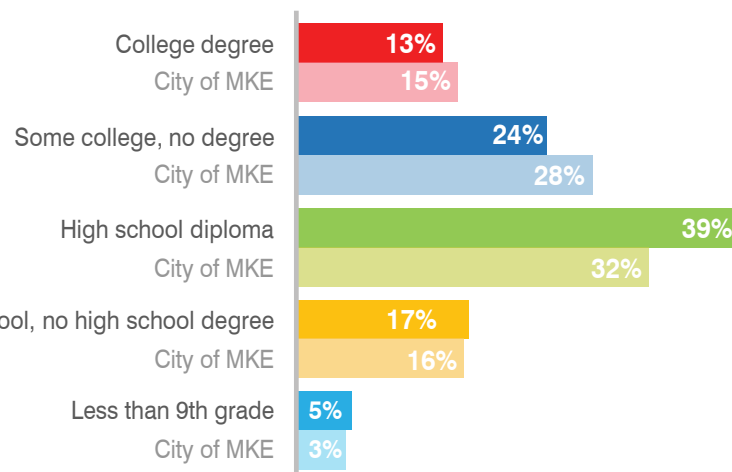
\$28,399

Average Median Household Income
MKE Median Income: \$38,289

1,027

Middle Class Households
> \$50,000 household income

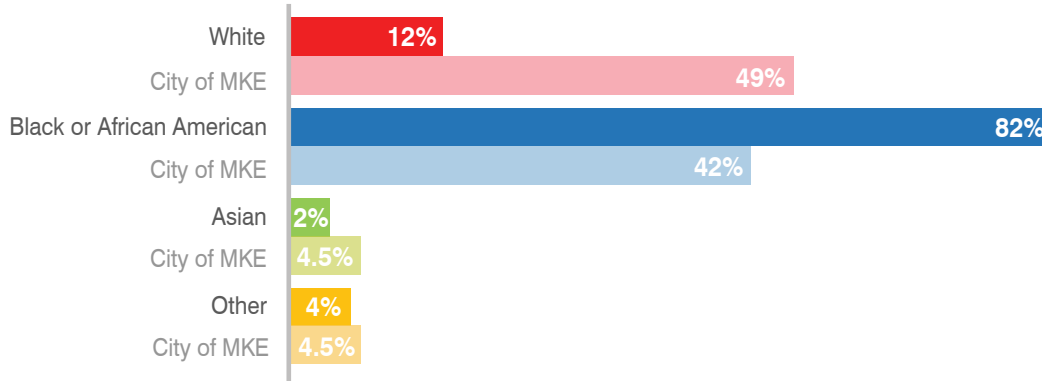
Highest Level of Education Attained



Source: ESRI Demographics

Demographics

Ethnicity Characteristics

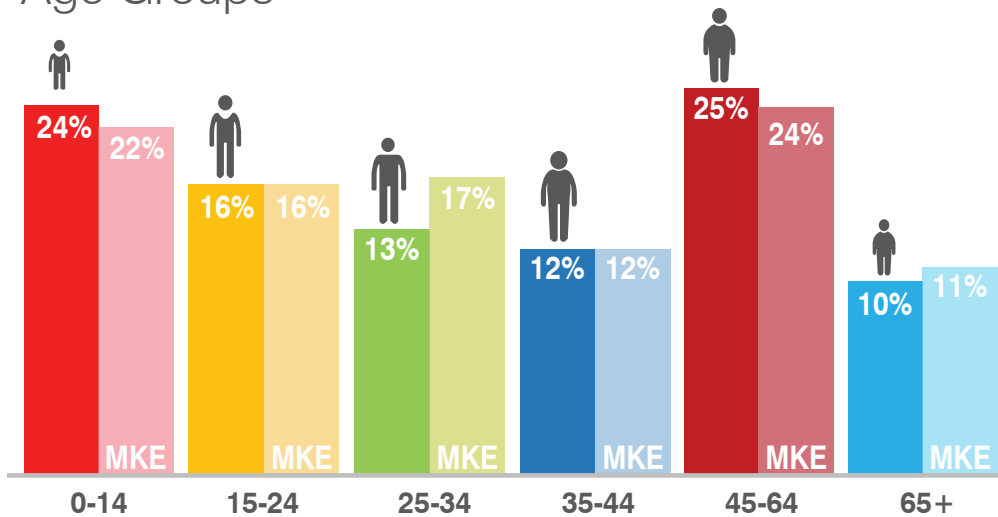


\$71,371 

Average Median Home Value

MKE Home Value: \$115,800

Age Groups

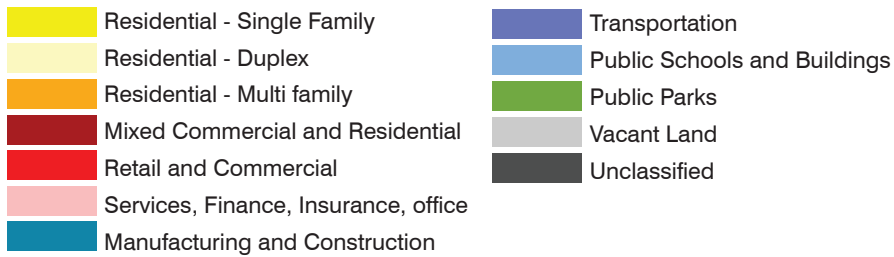
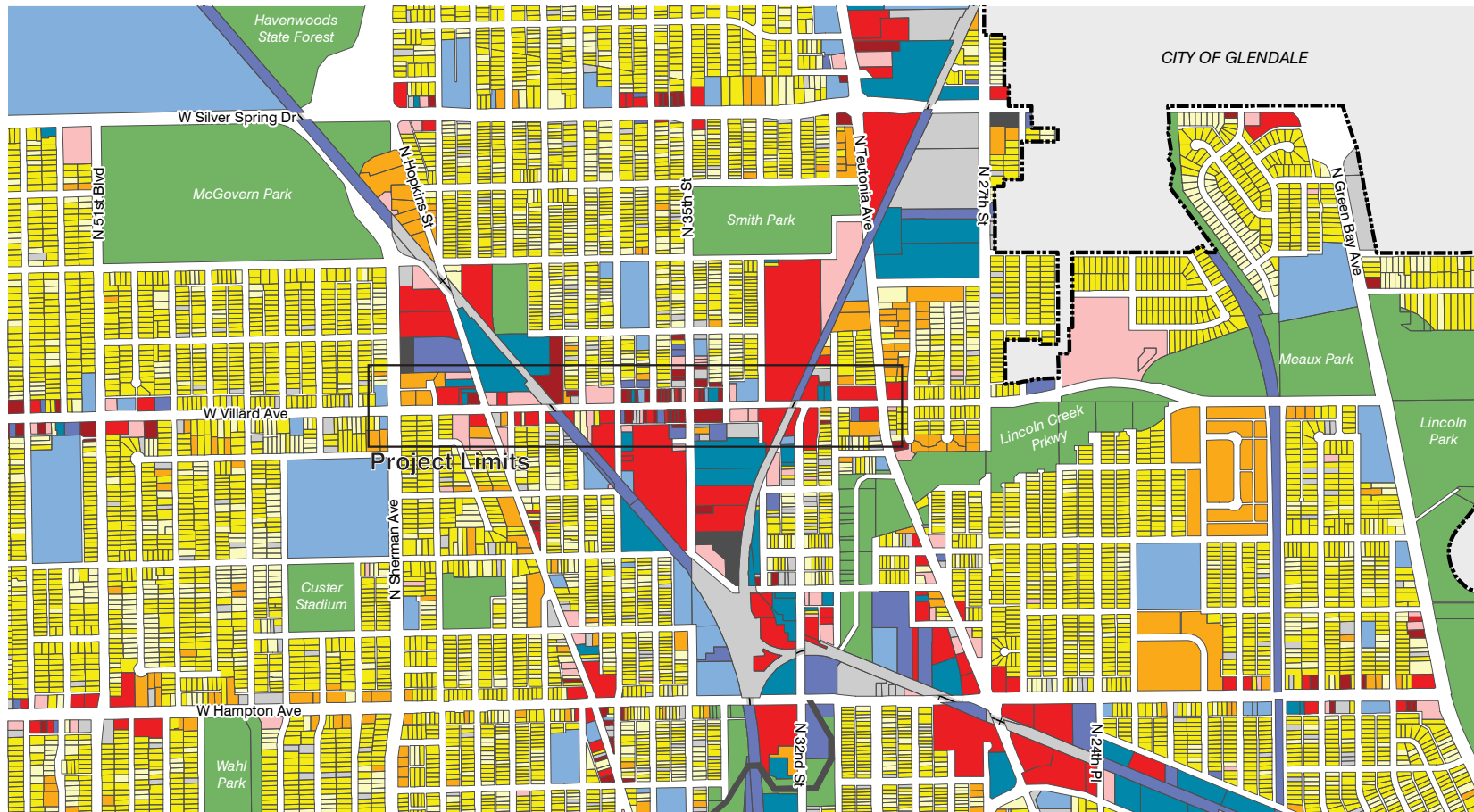


41% 

Home Ownership

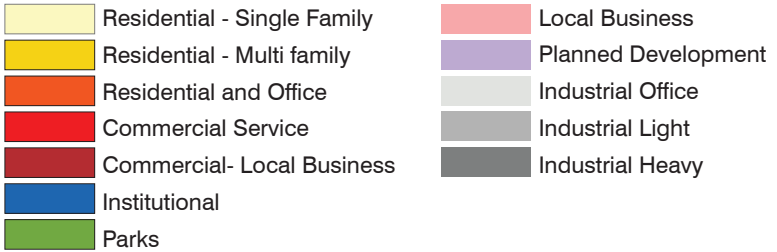
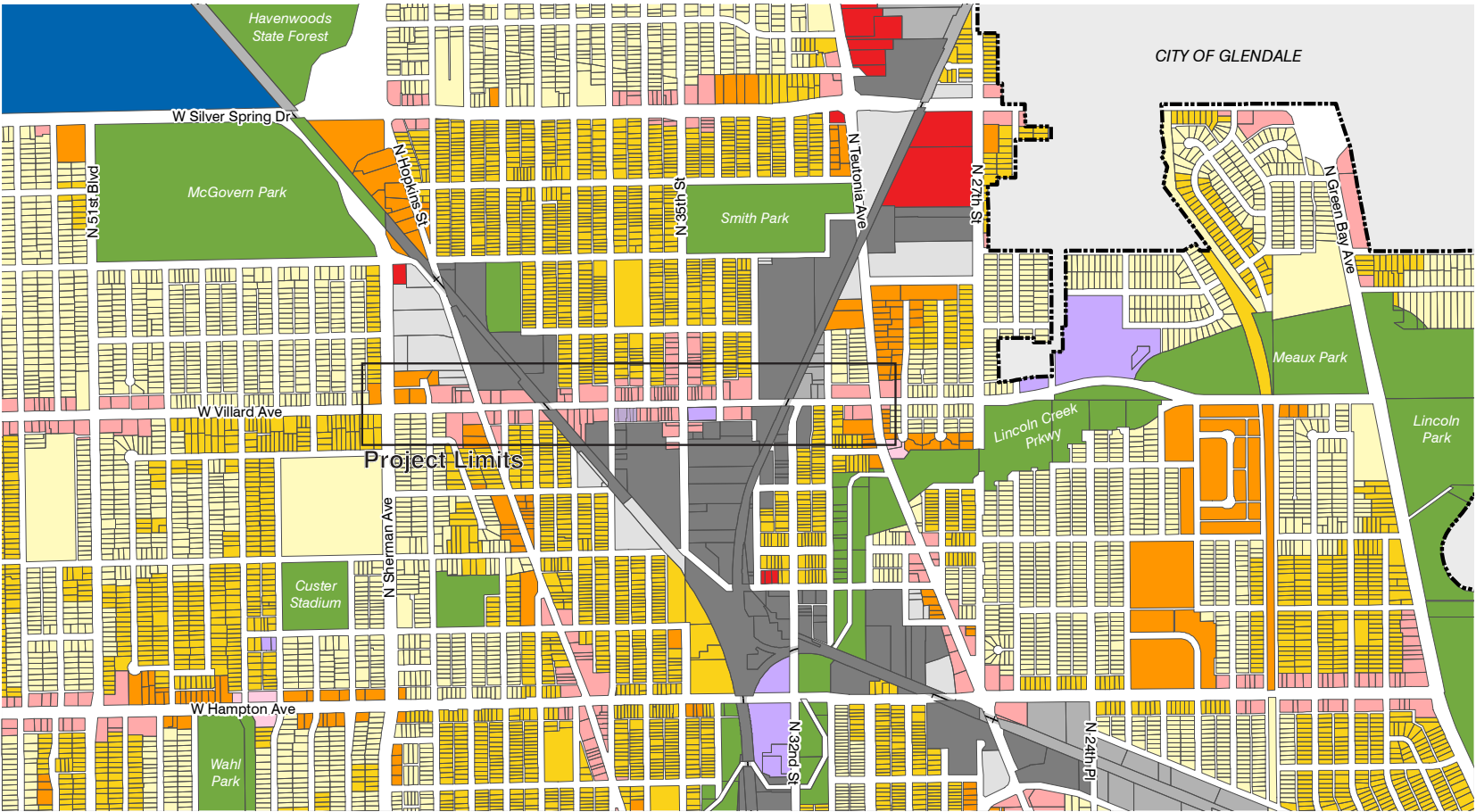
MKE Home Ownership: 37%

Land Use



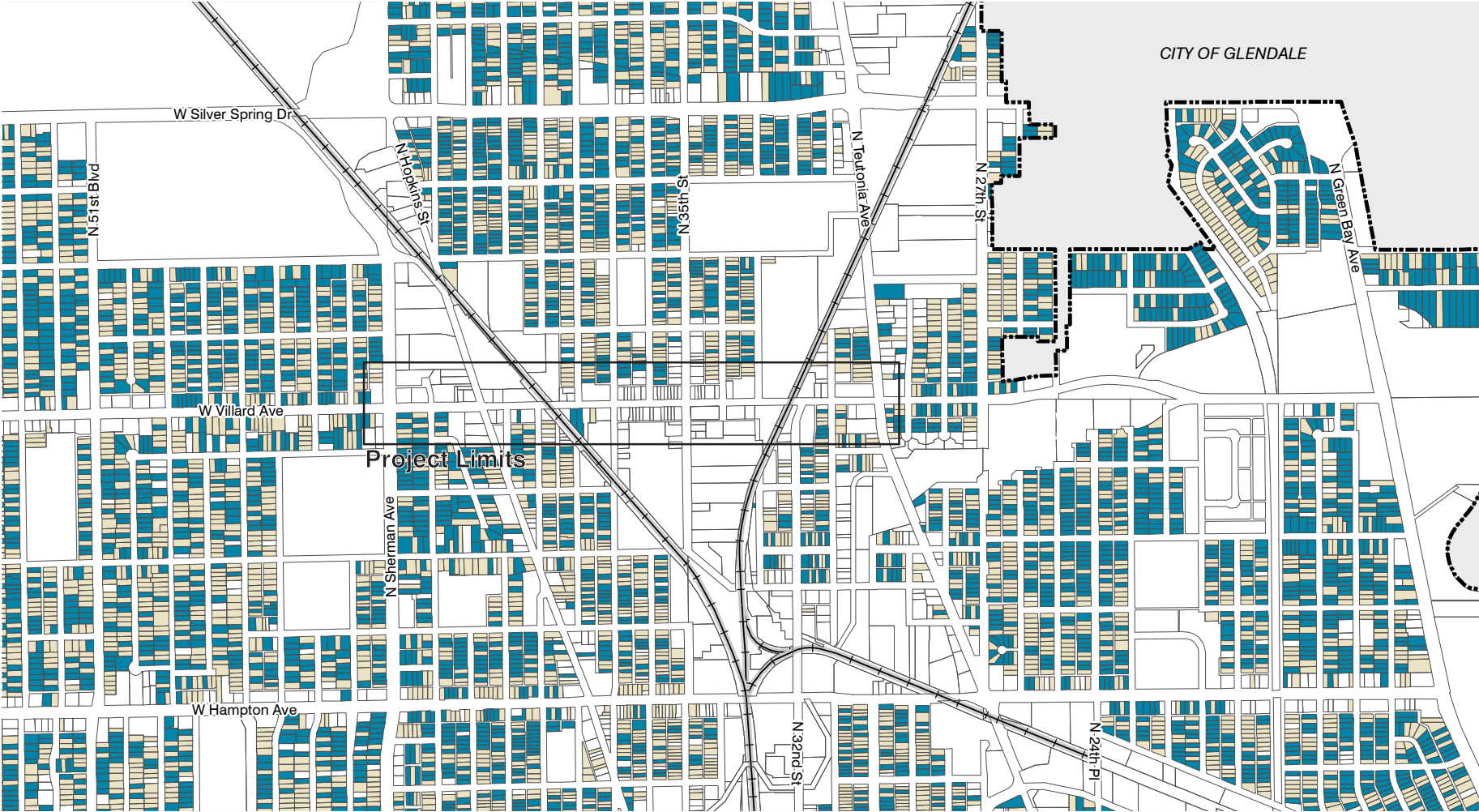
Source: City of Milwaukee

Zoning

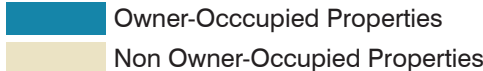


Source: City of Milwaukee

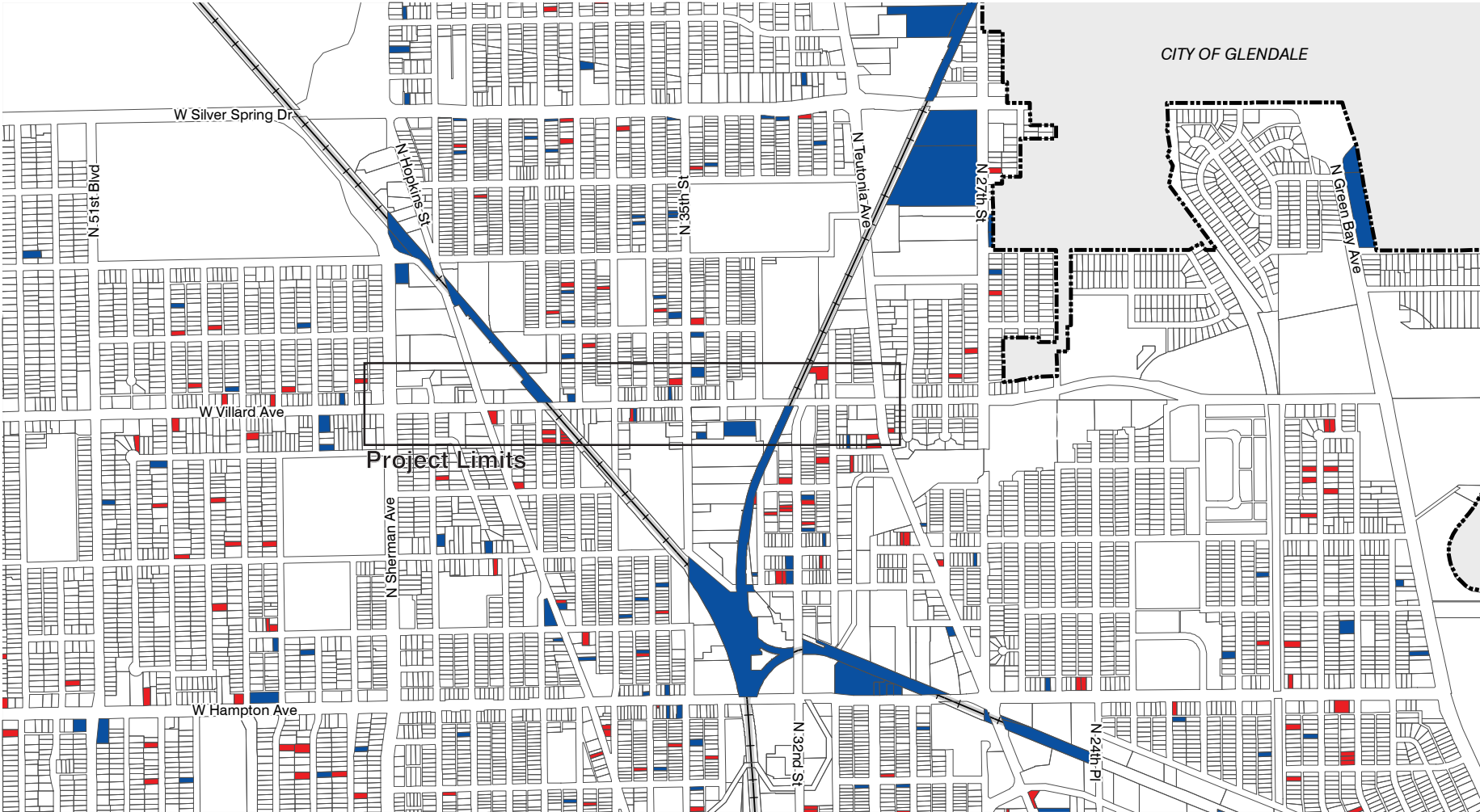
Owner-Occupied Residential



Source: City of Milwaukee



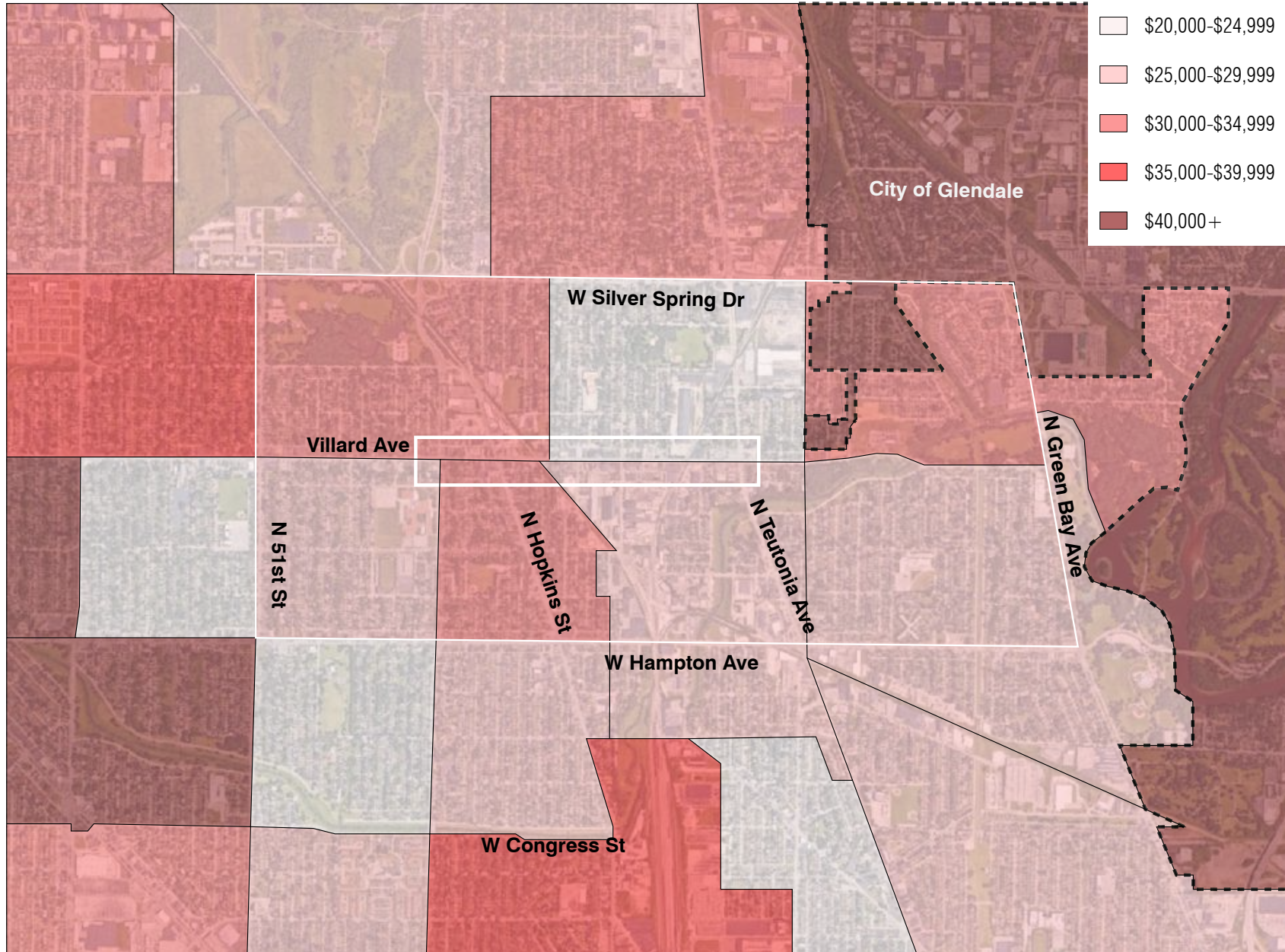
Vacant Lots



Source: City of Milwaukee

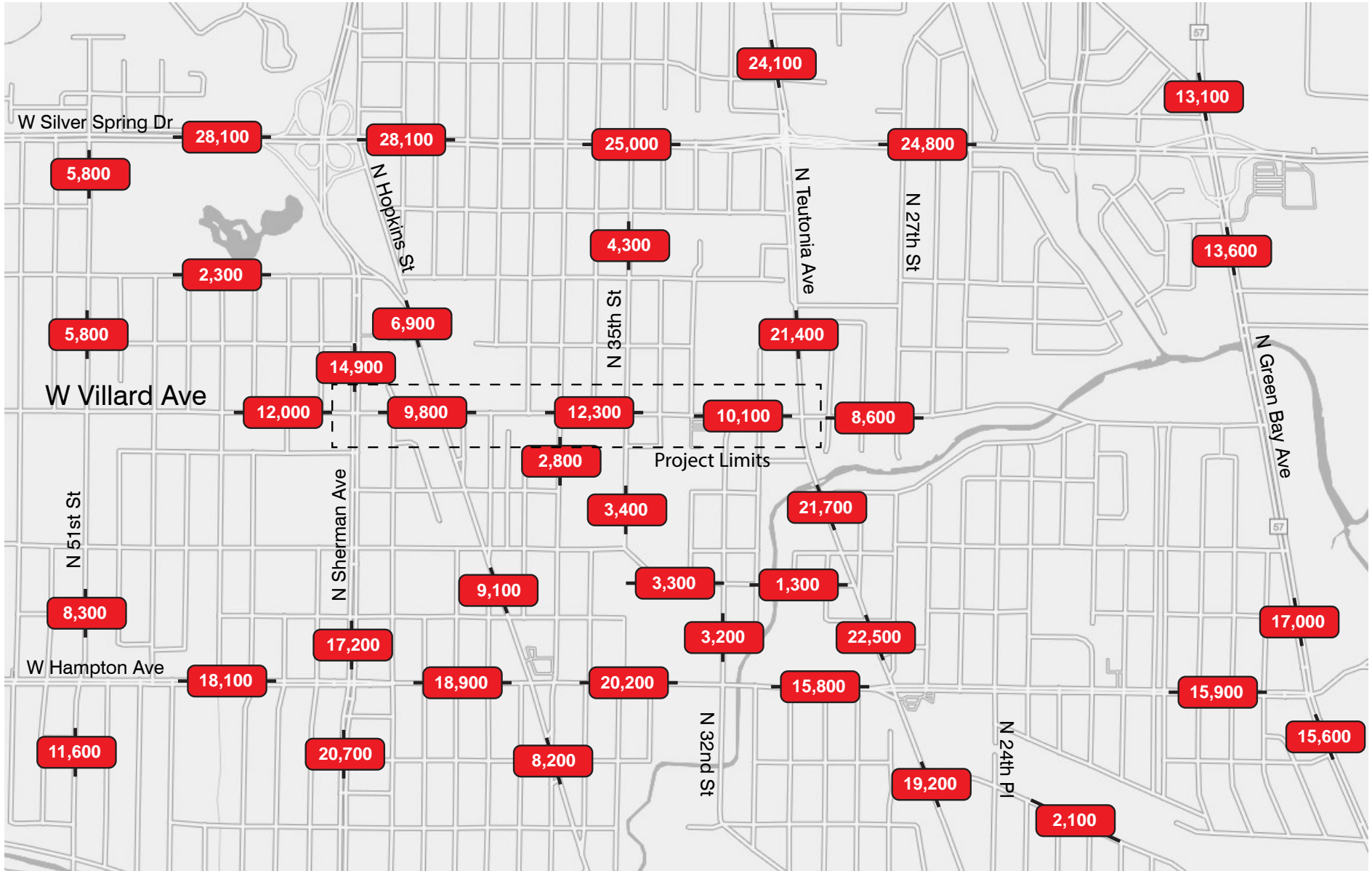
- Privately Owned Vacant Lot
- City Owned Vacant Lot

Median Household Income

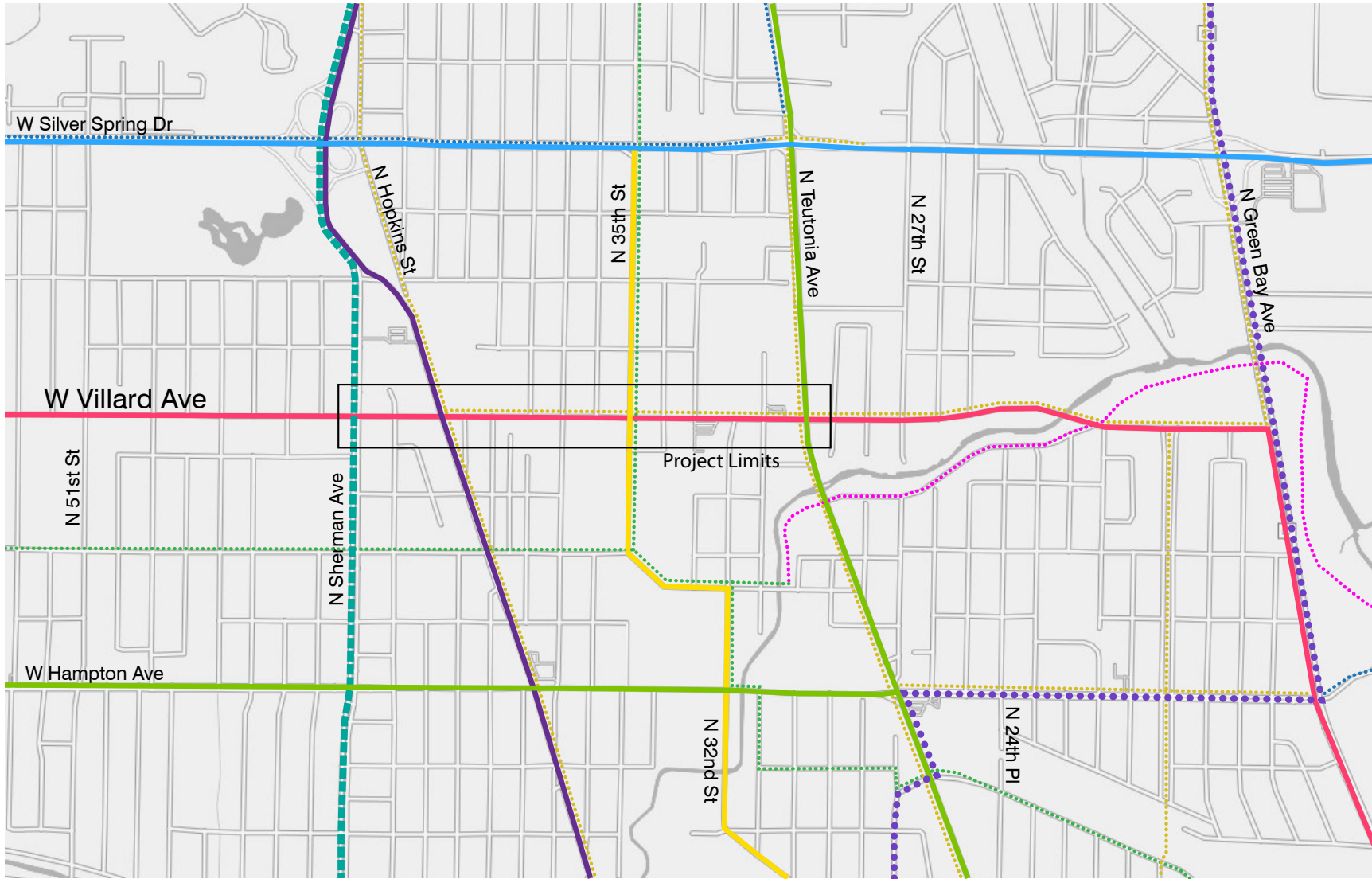


Source: ACS 2017 5-year estimates

Traffic Counts



Public Transportation



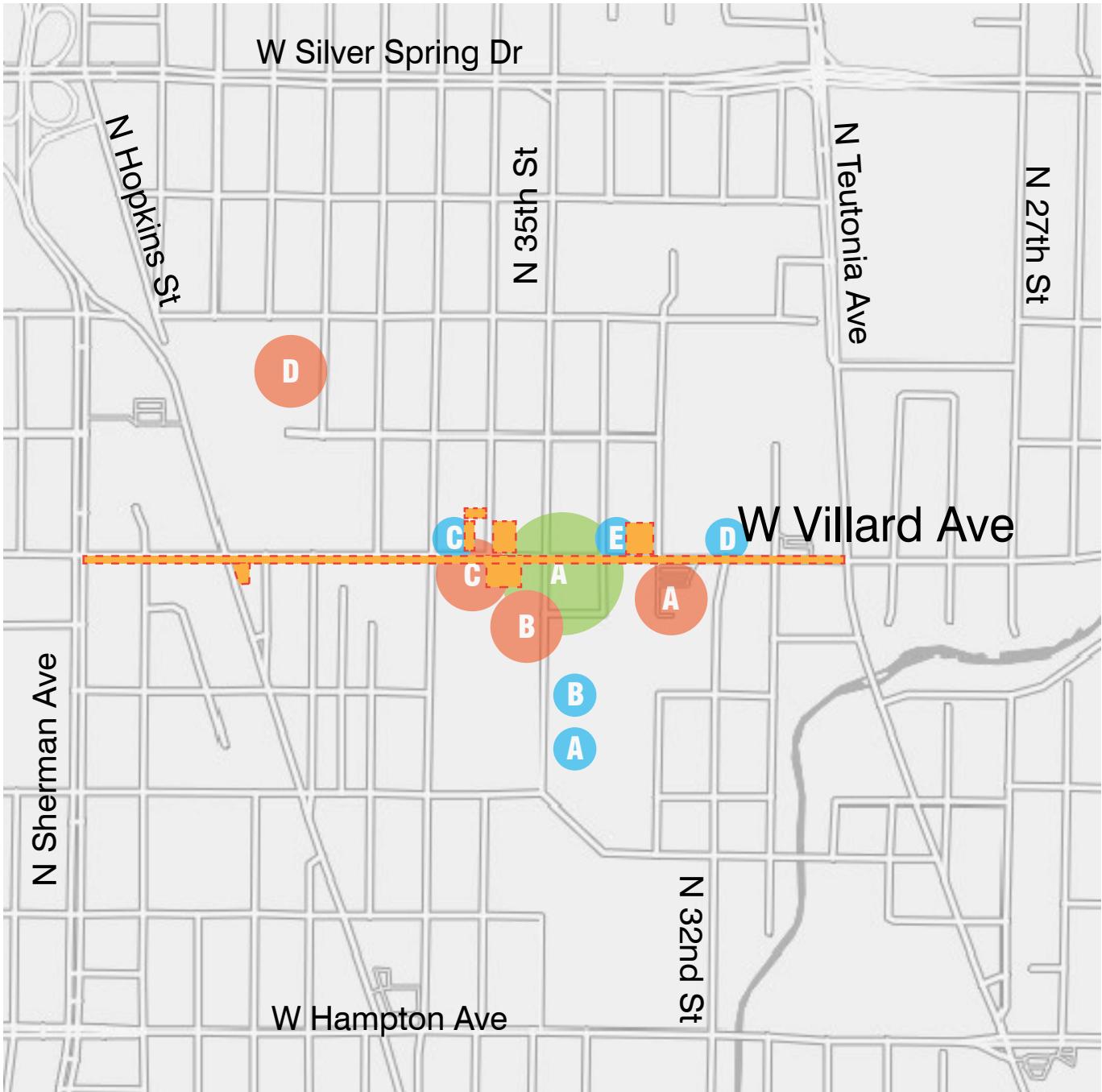
Bus Routes

- 80 Villard Ave & Green Bay Ave
- 63 W Silver Spring Dr
- 35 N Hopkins St
- 12 N Teutonia & W Hampton
- 30 N Sherman Blvd
- 19 N 35th St
- P N 27th St

Bike Routes

- Bike Route
- Bicycle-friendly Path
- Bike Lane
- Oak Leaf Trail

Recent Investment Map



\$100K - 1 MILLION

- A** 5024-5040 N 35th St Purchase
- B** 5070 N 35th St Purchase
- C** Miracles Training Center
- D** Oasis Lounge
- E** 3328 W Villard Ave Redevelopment

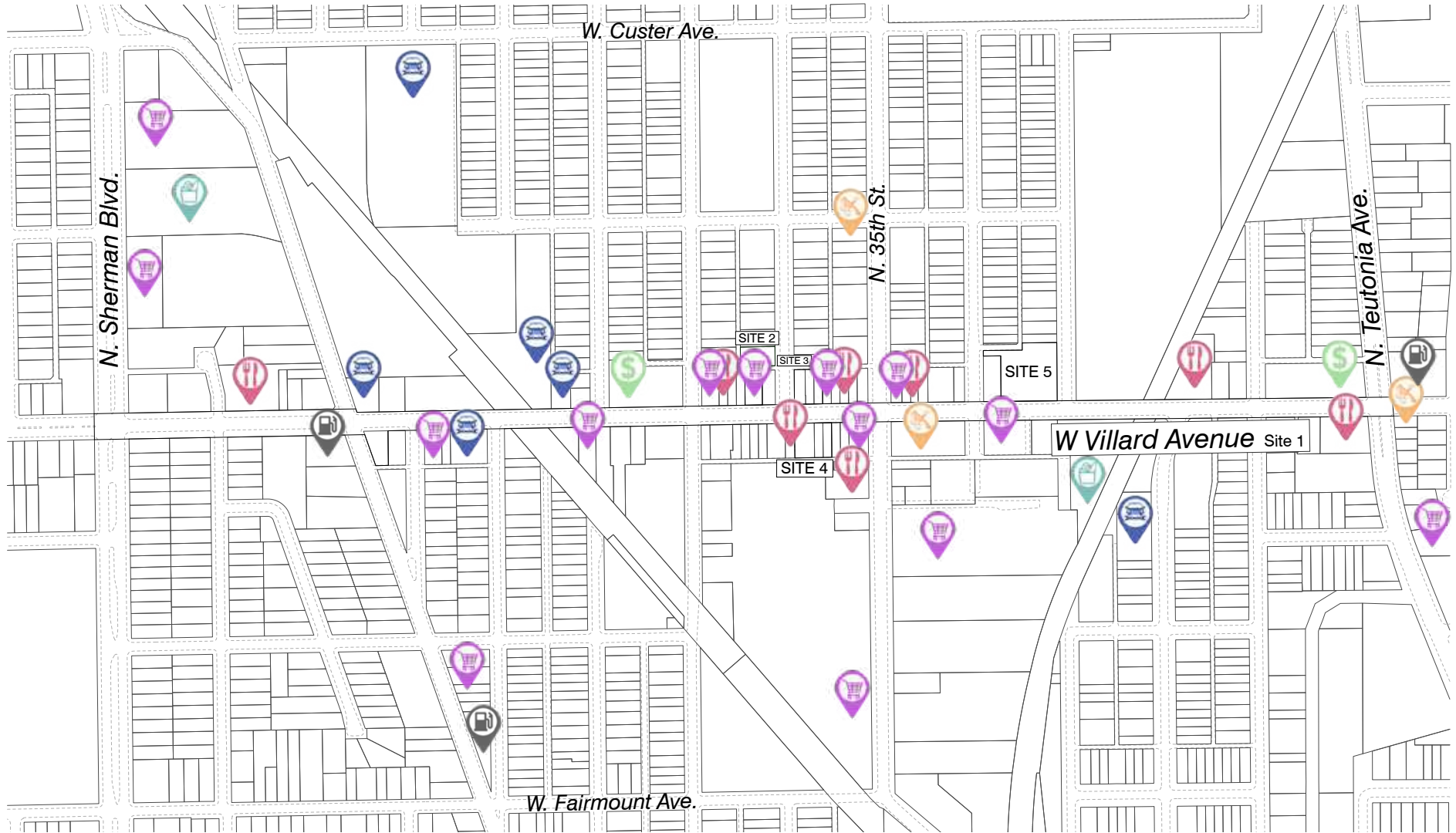
\$1-10 MILLION








- A** 3216 W Villard Ave Purchase
- B** Historic North Milwaukee Firehouse
- C** Mixed Use New Construction
- D** Custer Park Renovation

\$10-20 MILLION

- A** MKE Public Library Villard Square Branch

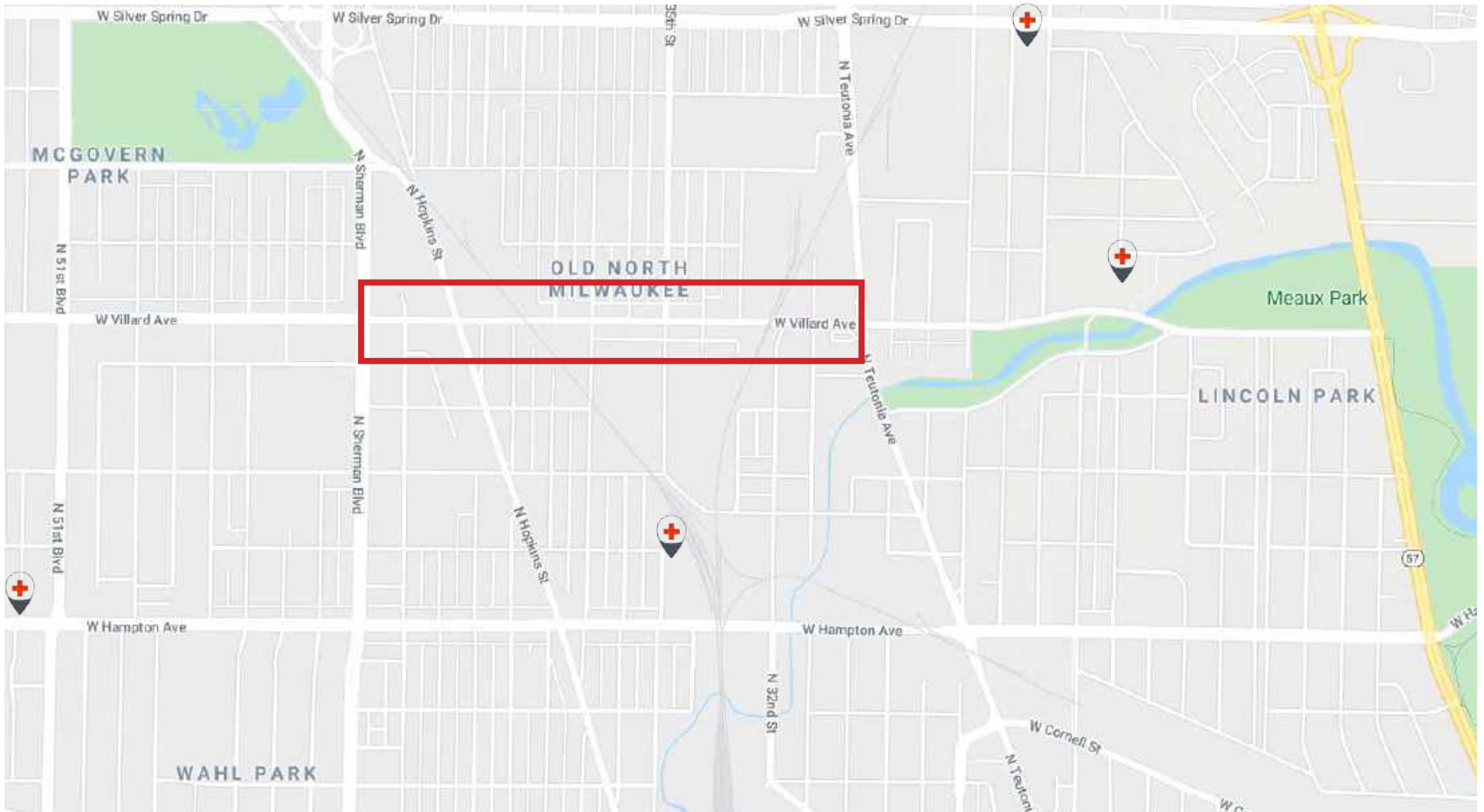
Business Mix



-  Restaurant/
Coffee Shop
-  Beauty
-  Grocery
-  Gas Station
-  Auto Shop
-  Bank
-  Store

Source: Google Maps

Health Facilities



Medical/Clinic Source

Neighborhood Assets



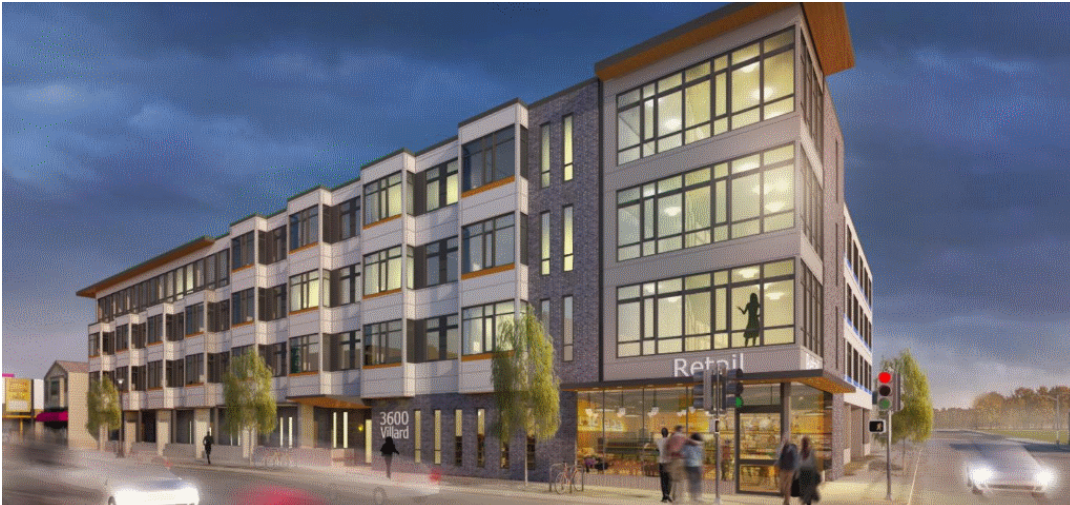
Villard Square Branch Library

MILWAUKEE PUBLIC LIBRARY - VILLARD SQUARE BRANCH

The Milwaukee Public Library Villard Square Branch is a mixed-use development that includes the library on the first floor, with 47 apartments above where grandparents are the primary caregivers for their grandchildren. The library replaced an aging, energy-inefficient building located further west on Villard Avenue.

3600@VILLARD DEVELOPMENT

A new mixed-use development that will include 2,000 square feet of commercial space and 43 apartment units (36 affordable) is proposed for the Villard Avenue commercial corridor. The project is being led by Index Development Group, comprised of recent graduates of Milwaukee's Associates in Commercial Real Estate (ACRE) program, which trains real estate minorities in business.



3600@Villard (Source: bjsonline.com)

QUASIMONDO PHYSICAL THEATER

Over the last two years, Quasimondo Physical Theater has worked on transforming the old North Milwaukee Village Hall and Fire Station into an incubator for fine arts and education for the neighborhood and greater Milwaukee. The North Milwaukee Arthaus will provide professionals and students of all ages with state-of-the-art facilities in which



QuasiMondo Physical Theater (Source: historicmilwaukee.org)

Precedent: Adaptive Reuse - Event Space

BIRCH (2018)

Location: Wauwatosa, Wisconsin

- Adaptive reuse
- Vacant office space was opened up to create a more vibrant and welcoming community gathering space
- Indoor and outdoor gathering areas



Former parking lot converted to outdoor patio



Single-story porch was added on the west side of the building



Precedent: Adaptive Reuse - Coffee Shop

CUP AND BAR

Location: Portland, Oregon

- Adaptive reuse
- Large windows/garages doors create connection to the street
- Coffee and chocolate tasting room
- Flexible space



Interior dining space



Facade enhancements



Interior bike racks

Precedent: Adaptive Reuse - Fitness Center

CLUB XII (2016)

Location: Former bank in Madrid, Spain

- Open plan creates a more relaxing environment in which members can work out at their own pace
- Activates the street with large windows



Small bar/lounge



Precedent: Adaptive Reuse - Pet Store

BROWN'S NATURAL PET STORE

Location: United Kingdom

- Pet store and pet grooming
- Custom shelving units and fixtures



Check-out counter



Pet grooming area



Custom light fixtures

Precedent: Small-Scale Commercial

WORK / SELL

Location: Layton Boulevard Neighborhood

- Abandoned retail converted into woodworking shop
- Gallery and retail
- Small scale independent entrepreneurs



Exterior view



Showcasing fine wood products



Turning a bowl on the lathe



Workshop in the back of the store

Precedent: Adaptive Reuse - Tutoring Center

MATHNASIUM

Location: Wauwatosa, Wisconsin

- Adaptive reuse
- Open/flexible plan provides opportunity for various sizes of tutoring and collaboration spaces
- Activates the street with large windows
- Inviting entry



Exterior



Interior reception and tutoring

Precedent: Mixed-Use Residential

UNION AT CARROLLTON SQUARE (2015)

Location: Carrollton, Texas

- Four-story multifamily building with ground floor retail (restaurant)
- Integrated parking plaza and outdoor seating
- New construction
- 127,473 square feet, 132 units



Courtyard



Apartments overlooking the DART transit line



Ground floor restaurant

Precedent: Streetscaping



Stormwater management



Unique seating



Parklet



Murals



Branded bike racks

Opportunity Sites



FOCUS GROUP INPUT

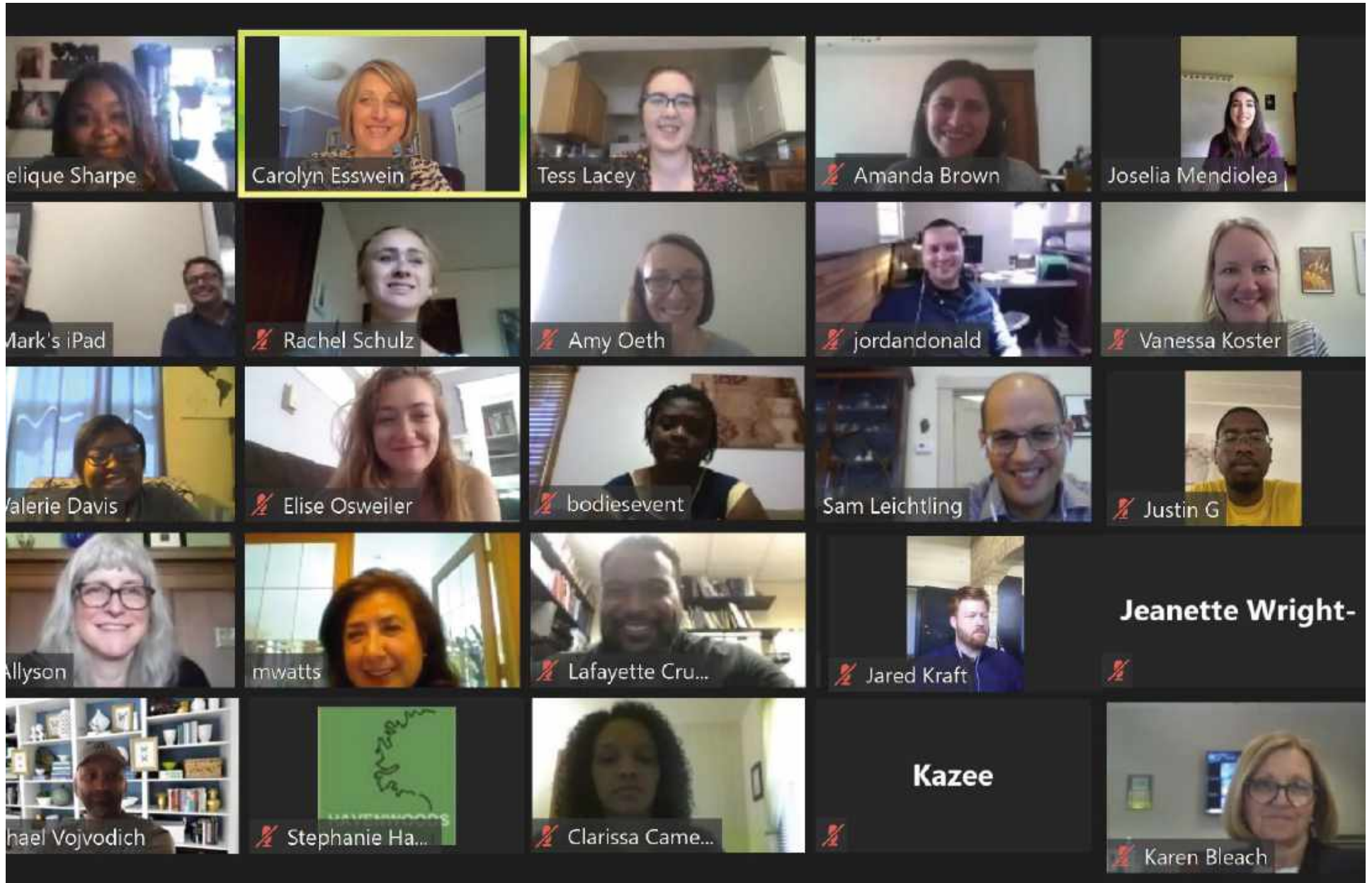
RESTAURANTS STREETS CAPING GROCERY HOUSING

PERFORMANCE MAKER-SPACE PARKING TUTORING

PUBLIC ART WELLNESS PETS FARMER'S MARKET

Online Charette Day

June 16th and June 23rd



Online Charette Day

June 16 and June 23, 2020

new restaurants

Traffic slows down so that bicyclists can cross between both sides of the street safely.

coffee shop and bakery

2. WHICH STREETSCAPE IMPROVEMENTS
CHOOSE YOUR TOP TWO PRIORITIES:

A. Traffic Calming + Pedestrian Safety
B. Lighting + Furnishings
C. Visual Interest
D. Bike Paths + Bike Parking
E. Landscaping + Green Infrastructure
G. Catalytic

COMMENTS

Program converting existing facility requires historic credit?

Food partner to make this feasible

Seasonality: programming all-year round

Black Film Festival

poetry slams

Programming + Partnership Suggestions

EXISTING FACTORY
15-17-1900 2000-2005 STREET WALL
BLUESY
MOVABLE CONCRETE

Over Theatre

LEVEL 1 PLAN
SCALE: 1/8" = 1'-0"

eyes on street

we courtyard

safety concern if courtyard is hidden

3 floors of apartments

rooftop play space, family focus

EXISTING BUILDING

FOOD INCUBATOR

COURTYARD

MARKET SPACE

LOBBY

FRESH CENTER

LOCAL RETAILER

VELLARD AVE.

1-01 1-02 1-03 1-04 1-05 1-06 1-07 1-08 1-09 1-10 1-11 1-12 1-13 1-14 1-15 1-16 1-17 1-18 1-19 1-20 1-21 1-22 1-23 1-24 1-25 1-26 1-27 1-28 1-29 1-30 1-31 1-32 1-33 1-34 1-35 1-36 1-37 1-38 1-39 1-40 1-41 1-42 1-43 1-44 1-45 1-46 1-47 1-48 1-49 1-50 1-51 1-52 1-53 1-54 1-55 1-56 1-57 1-58 1-59 1-60 1-61 1-62 1-63 1-64 1-65 1-66 1-67 1-68 1-69 1-70 1-71 1-72 1-73 1-74 1-75 1-76 1-77 1-78 1-79 1-80 1-81 1-82 1-83 1-84 1-85 1-86 1-87 1-88 1-89 1-90 1-91 1-92 1-93 1-94 1-95 1-96 1-97 1-98 1-99 1-100

VILLARD CHARETTE SITE 4

Allyson

Carolyn Eswein

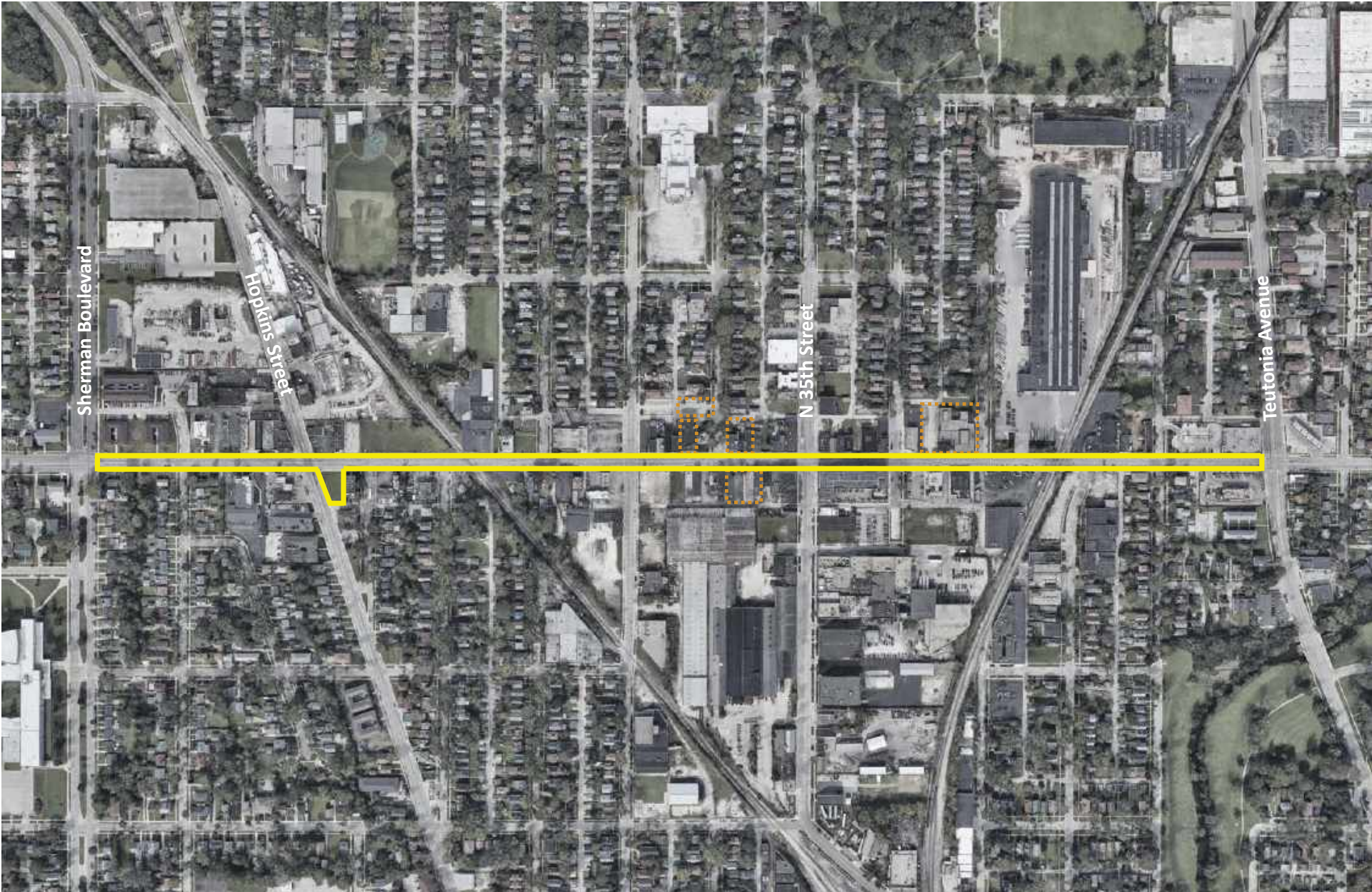
Emily Neal

Kate Edwards

INSERT SITE 3 IDEAFIIP GRAPHIC

Site 1: Streetscaping and Placemaking

W Villard Avenue, Teutonia Avenue to Sherman Boulevard



Site 1: Streetscaping and Placemaking

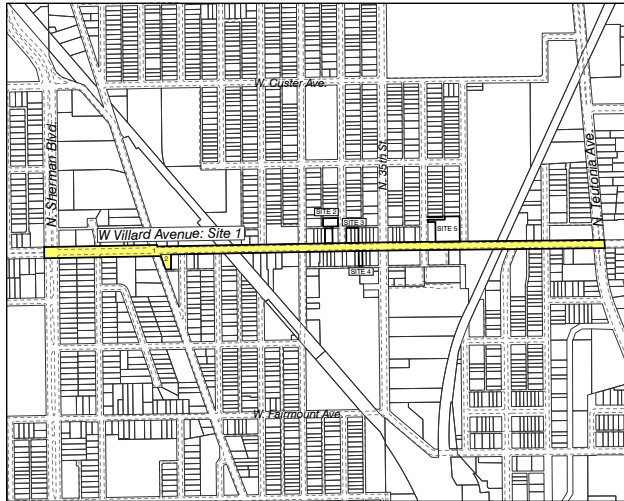
Birds Eye View



N 33rd Street

Site 1: Streetscaping and Placemaking

Parcel Information



LOT	OWNER	ZONING	ADDRESS	LOT AREA	BLDG AREA
R.O.W.	City of Milwaukee	N/A	N/A	319,239	N/A
2	City of Milwaukee	LB1	5190 N Hopkins St.	7,717	
				326,956 sf (7.51 ac)	



SITE SUMMARY

West Villard Avenue is a main thoroughfare traveling east and west. Streetscaping will be concentrated on the portion of the avenue between Teutonia Avenue and Sherman Boulevard and may include a corner plaza.

DEVELOPMENT IDEAS: STREETSCAPING

- Lighting
- Branding
- Plaza
- Bike parking
- Landscaping
- Seating
- Farmer's Market location



Site 1: Streetscaping and Placemaking

SmithGroup

The primary focus of this proposal is to transform the portion of Villard Avenue between N 34th and N 37th Streets into a vibrant, pedestrian and bike-friendly district which fosters a sense of community and engagement. This area has a higher density of retail activity and is characterized by blocks of tightly packed, narrow storefronts combined with newer mixed-use developments. Included in this district is an underutilized, empty wedge-shaped lot on the corner of W Villard Avenue and N Hopkins Street that is approximately 120 ft deep by an average of 70 ft wide.

Based on community input, several streetscaping improvements are proposed, including the creation of protected bike lanes by eliminating one lane of on-street parallel parking; the creation of traffic-calming and improved pedestrian crossings; the incorporation of additional transit stops along W Villard Avenue; the use of consistent lighting, signage, public art, and furnishings to unify and add character to the corridor; the incorporation of additional street trees, planters, and hanging baskets to beautify the district and provide shade; and the incorporation of green infrastructure into curb extensions and a corner plaza at Villard and Hopkins. Intersections outside of the Neighborhood Center would have crosswalks with specialized pavement and striping, with curb extensions to reduce crossing distances for pedestrians. Curb extensions also prevent drivers from passing on the right, thus calming traffic and protecting pedestrians and cyclists.

Street Cross-Section Changes

The community participants expressed a desire for bike connections on Villard, but current conditions feel dangerous due to traffic speeds and reckless driving. There are currently no bike lanes on Villard, however the City's bike network plan (2010) shows W Villard Ave with proposed bike lanes. It is an important east-west connector to the Lincoln Creek trail and the future rails-with-trails corridor, as well as other streets with existing or proposed bike lanes. The community and City staff felt protected bike lanes were imperative to provide protection from traffic.



Existing: Villard at 35th Street



Proposed: Villard at 35th Street with enhanced crosswalks and separated bike lane

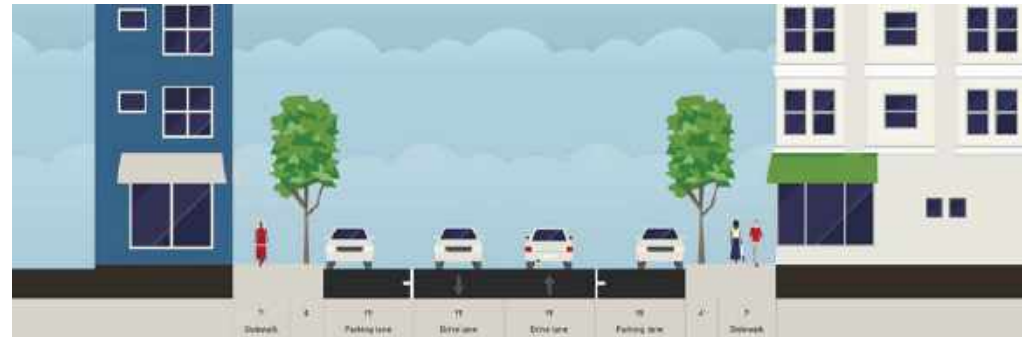
Site 1: Streetscaping and Placemaking

Street Perspective Before and After

The existing right-of-way is 66 feet wide. There are currently four vehicular lanes (two traffic and two parking) that are each 11 feet wide, for a total vehicular zone width of 44 feet. The proposed street section narrows each of the two travel lanes to 10-foot wide. The narrower travel lanes have a calming effect on traffic speeds and also free up space for protected bike lanes and their associated buffer zone. One lane of on-street parallel parking is maintained at the north side of the street while the other lane of on-street parking is removed to create additional room for bike, pedestrians, and buffer zones. The proposed bike lanes are elevated to sidewalk level with a curb at the edge of the drive lane or parking lane to physically separate bikes and cars. Additional considerations are made for transit stops along W Villard Ave. Where transit stops are located, a larger “island” is created in the curb extension, allowing for a bench or a small shelter.

Villard and Hopkins Lot

For the empty lot, a flexible open plaza is proposed that can host neighborhood events and a community art installation. Since the intersection of Villard and Hopkins is busy, with high traffic volume at high speeds, the Hopkins Street side of the site is buffered by a deep band of vegetation and a stormwater management feature (rain garden) at the corner of Villard and Hopkins to collect and treat runoff from the street right-of-way. There are a series of connecting walks that punctuate the green buffer to improve visibility and access to the core of the site. A north-south connecting walk on the east side of the site allows connection to the alley, affording vehicular access for food trucks, equipment delivery, tent setup, etc. The prominent corner provides an opportunity for branding for the Villard Ave BID.



Existing Street Section Villard Corner



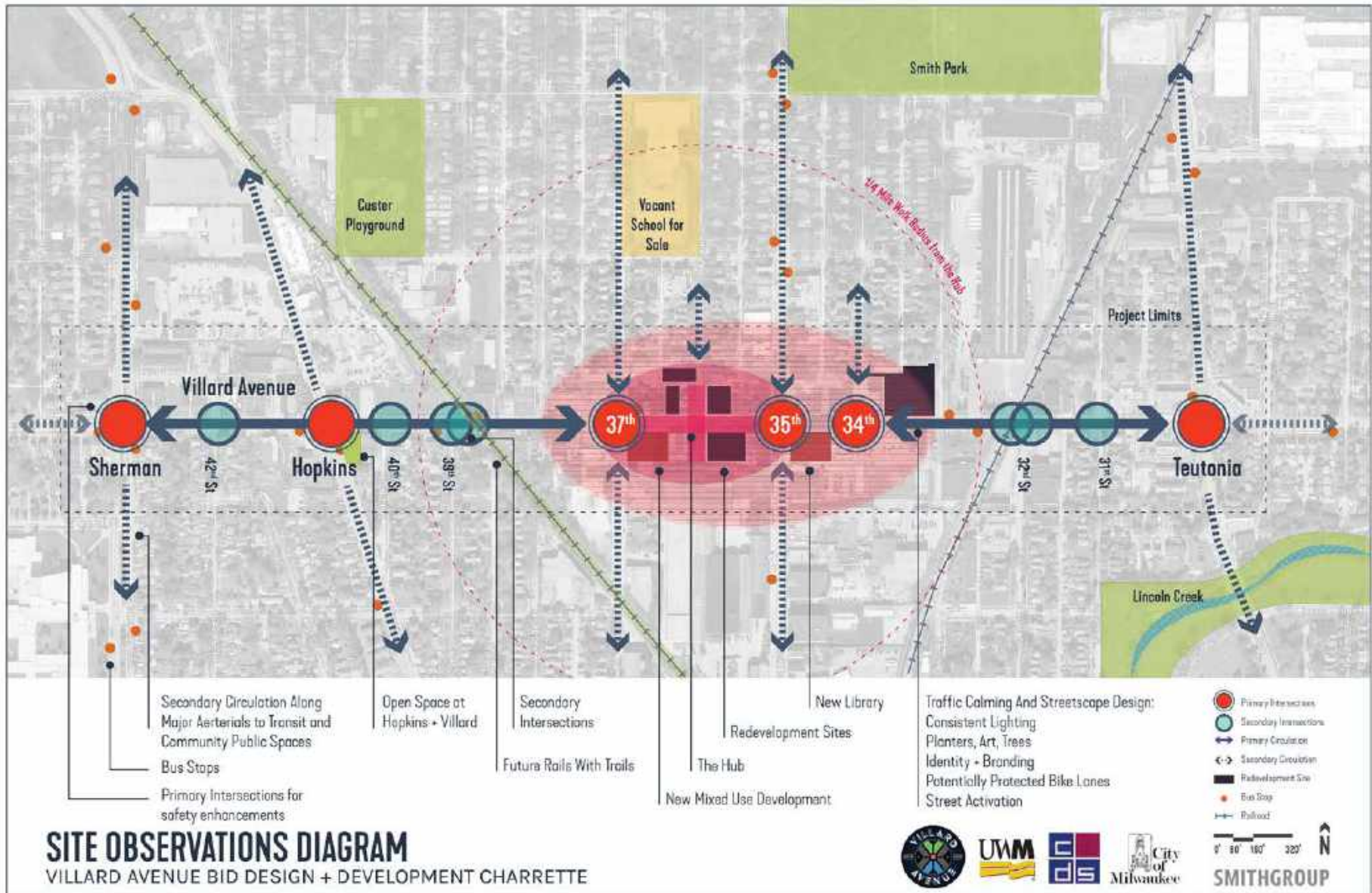
Proposed Street Section Villard Corner



Online discussion about proposed bike lanes and reduced parking

Site 1: Streetscaping and Placemaking

SmithGroup



Site Observations Diagram

Site 1: Streetscaping and Placemaking

SmithGroup



Street View Hopkins Plaza Before



Birds Eye Hopkins Plaza Before



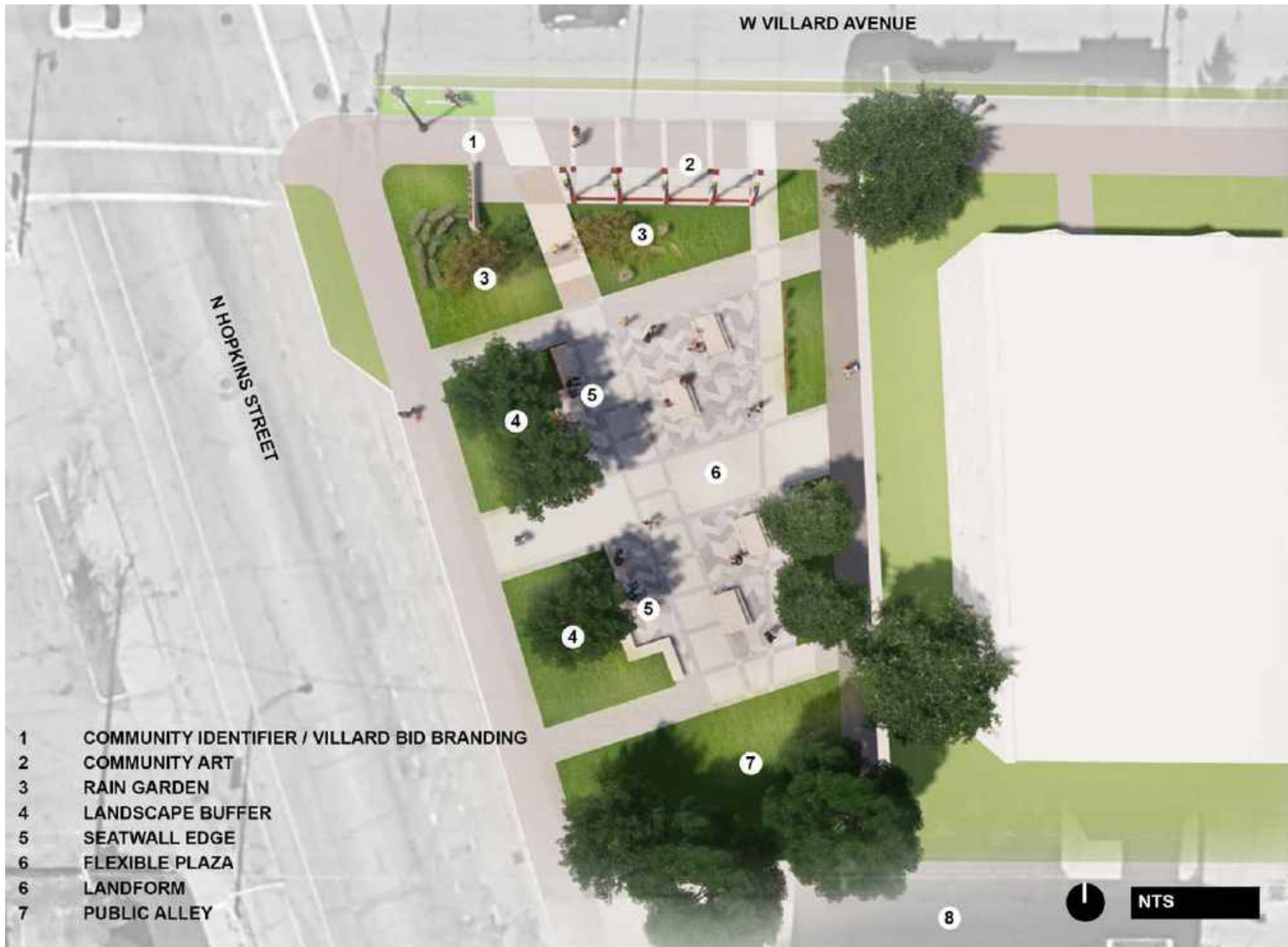
Aerial Hopkins Plaza Before



Aerial Perspective Hopkins Plaza - flexible space and branding opportunity

Site 1: Streetscaping and Placemaking

SmithGroup



Hopkins Site Annotated Plan

Site 1: Streetscaping and Placemaking

SmithGroup

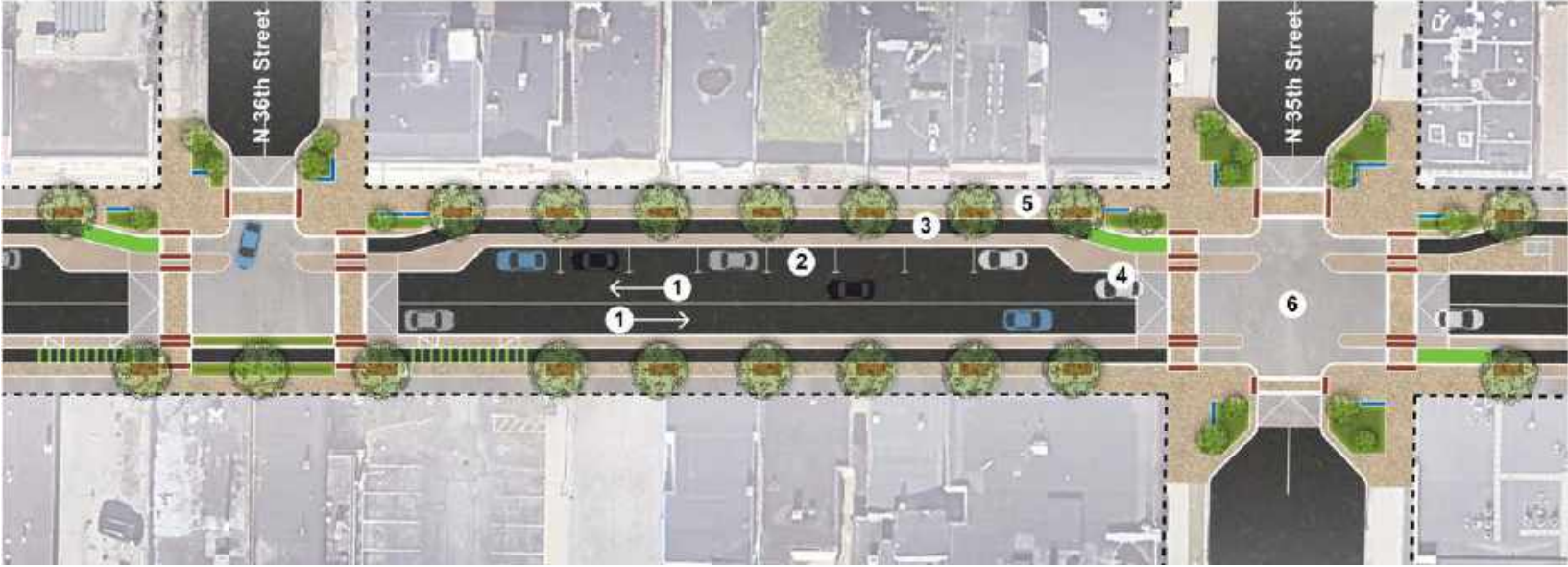
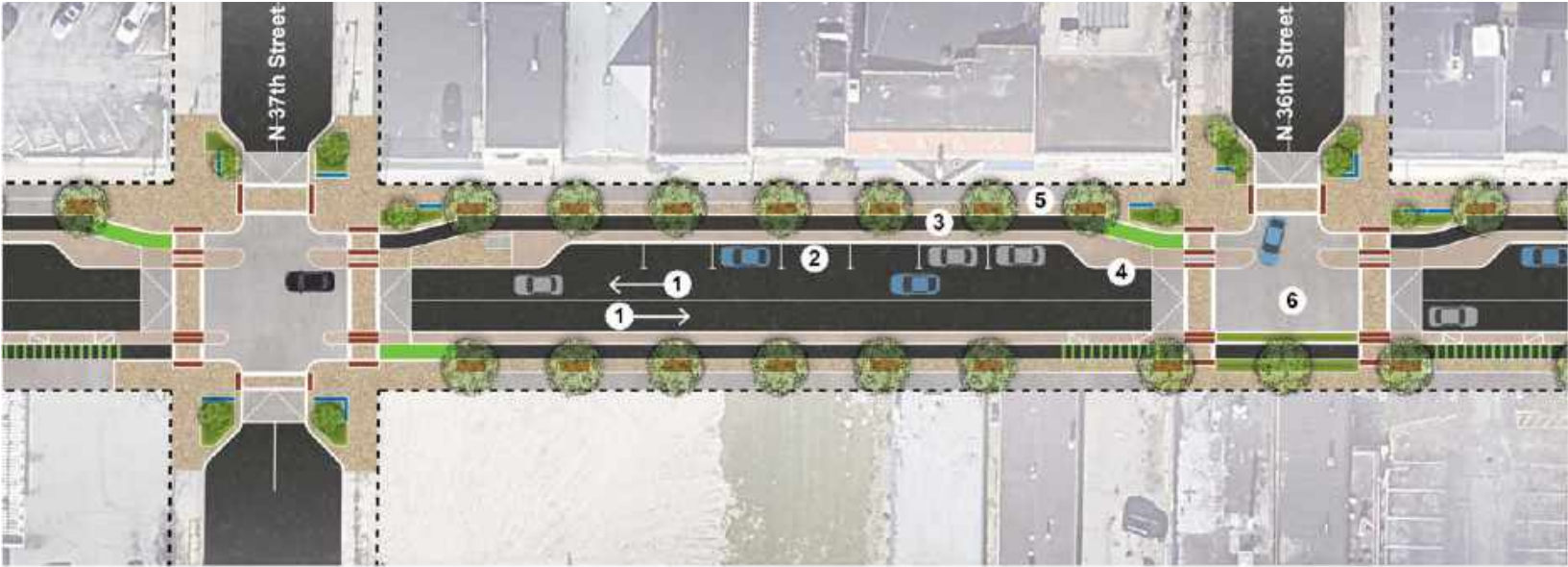


Overall Site Plan -- enhanced crosswalks, bike lanes, one-side parking, and landscaping



Site 1: Streetscaping and Placemaking

SmithGroup



Villard Plan Core Enlarged - 1) slowed traffic, 2) parking only on north side, 3) separated bike lane, 4) corner bump-outs, 5) enhanced intersections in the core blocks.

Site 1: Streetscaping and Placemaking

SmithGroup

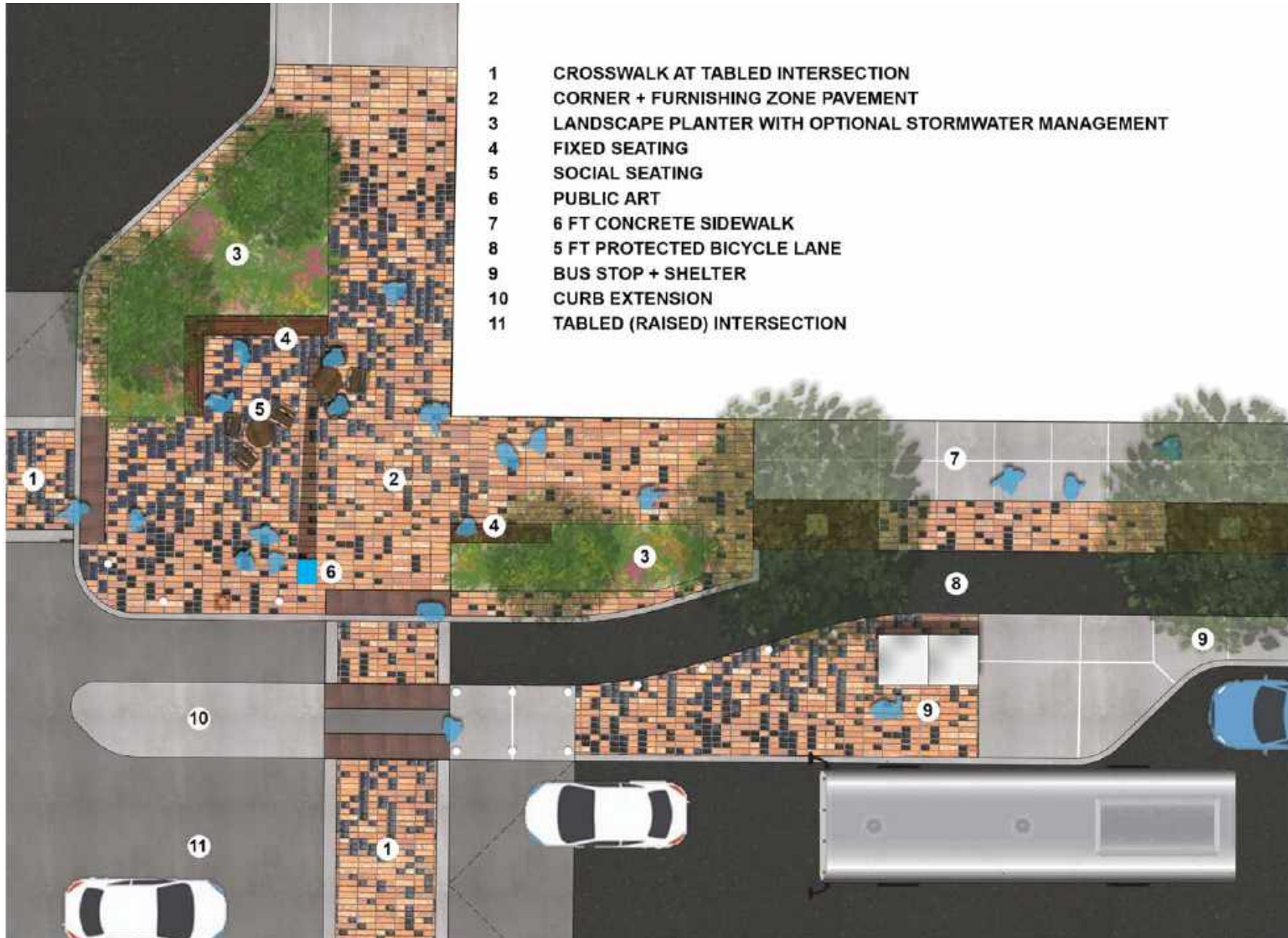


- 1 10 FT DRIVE LANE
- 2 8 FT PARKING LANE
- 3 5 FT PROTECTED BICYCLE LANE
- 4 CURB EXTENSION, TYPICAL ALL CORNERS
- 5 PEDESTRIAN ZONE
- 6 TABLED (RAISED) INTERSECTION



Site 1: Streetscaping and Placemaking

SmithGroup



Example of paving enhancements at key intersections

Site 1: Streetscaping and Placemaking

SmithGroup



Villard Furnishings Concepts

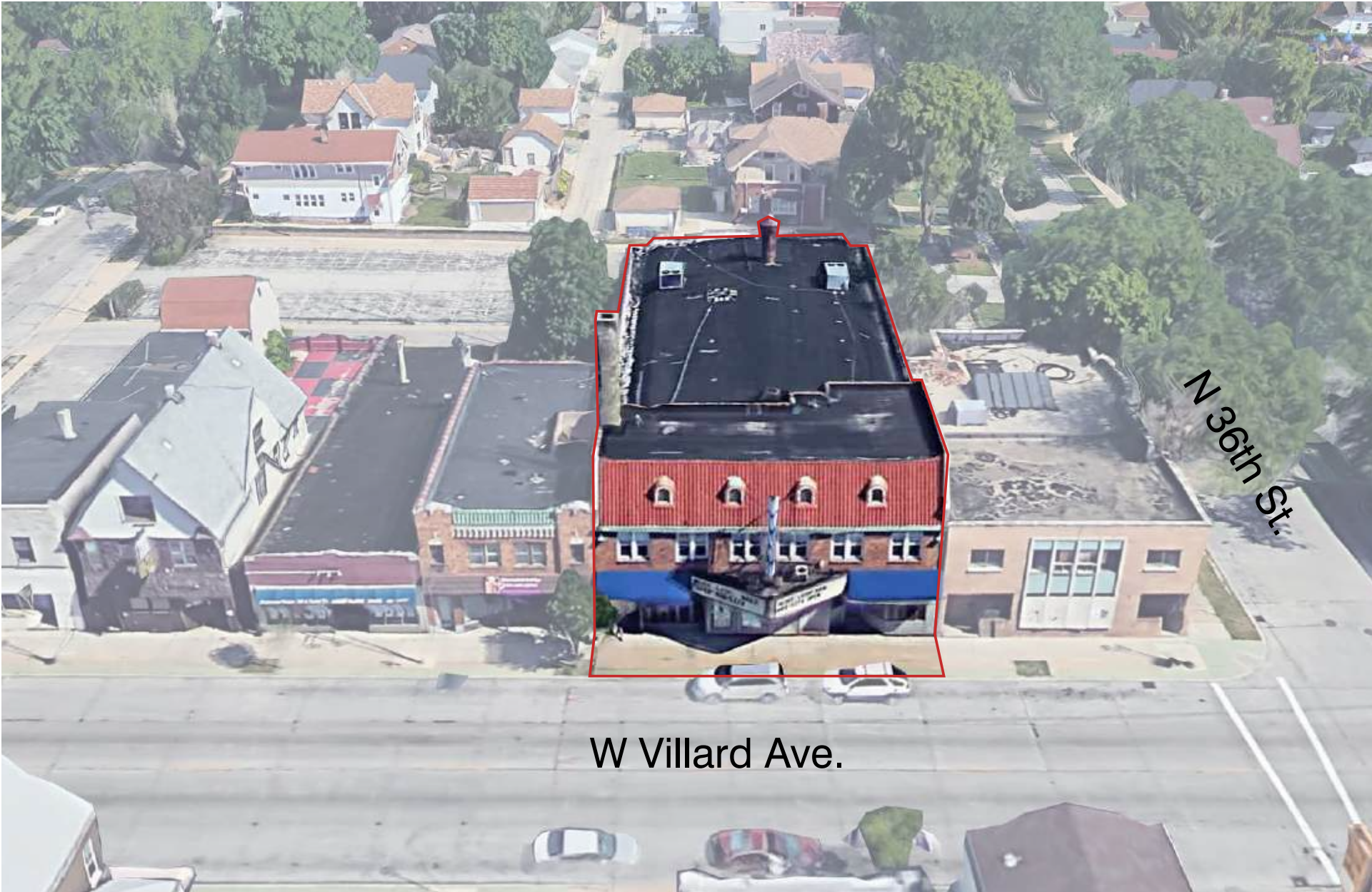
Site 2: Villard Theater and Parking Lot

3608 W. Villard Avenue and 5221 N. 36th Street



Site 2: Villard Theater and Parking Lot

Birds Eye View



Site 2: Villard Theater and Parking Lot

Parcel Information



LOT	OWNER	ZONING	ADDRESS	LOT AREA	BLDG AREA
1	City of Milwaukee	LB2	3608 W. Villard Ave.	7,200	7,200
2	City of Milwaukee	LB2	5221 N. 36th St.	8,039	3,612
				15,239 sf (0.35 ac)	10,812 sf



SITE SUMMARY

This historic theater building provides a unique opportunity for reuse along Villard Avenue. The two-story building occupies the site along Villard Avenue and is situated mid-block. The city-owned parking lot located directly behind the building is included with this site. Entrance to the lot is off of N. 36th Street.

DEVELOPMENT IDEAS: ADAPTIVE REUSE or PARTIAL DEMOLITION/NEW CONSTRUCTION

- Performance space / gathering
- Creative classes / art center
- Offices second floor



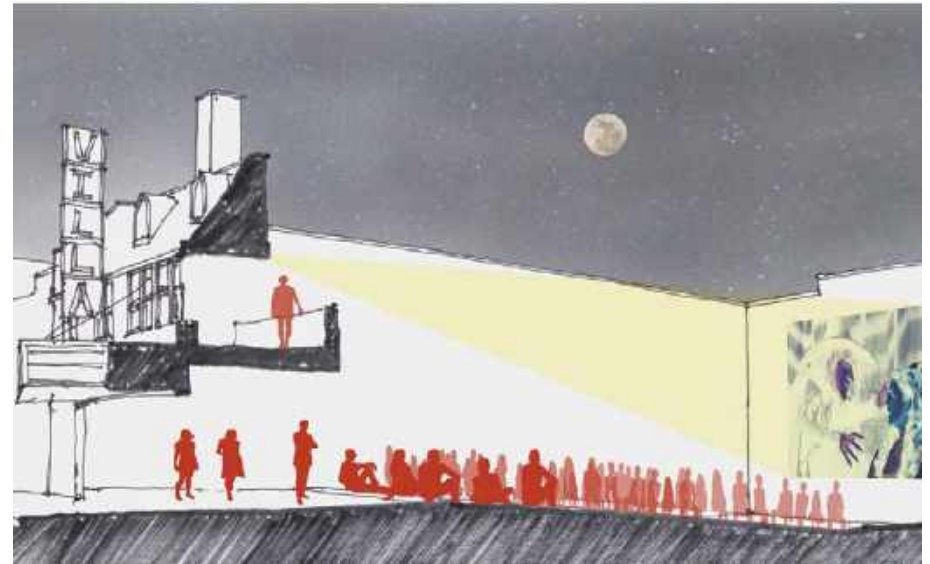
Site 2: Villard Theater and Parking Lot

Galbraith Carnahan Architects

The vacant “Villa Theater” on W Villard Avenue was built in 1926, and while its outside structure has remained in relatively good condition for a building its age, the interior is quite deteriorated with rot and mold. Galbraith Carnahan estimates that it would cost approximately \$2.75 million to fully restore the theater, with operating expenses costing roughly \$120,000 per year. The likelihood of finding a business or nonprofit partner that could accomplish a project of such magnitude is small, and the search for such a partner could take multiple years during which the theater would continue to rapidly deteriorate. In addition, it was felt that the neighborhood needed something significantly more unique and spectacular than a traditional theater.

The proposal is to surgically remove the interior core of the building and transform the outer brick walls and historic Villard Street marquee into an open-air theater. There are many precedents of similar outdoor facilities around the world, including the American Players Theatre in Spring Green, Wisconsin. Such a flexible, outdoor facility appeals to many different audiences and operating partners. Likewise, the informal nature of an outdoor theater adapts well to a variety of uses, such as movie screenings, Shakespeare plays, children’s theater, musical performances, and spoken word sessions.

The design for this proposal is achievable and can be realized in several years with the right team.



Day 1 Section Perspective



Day 1 Site Plan

INSERT CHARETTE ONLINE PHOTO

Site 2: Outdoor Theater and Parking Lot

Galbraith Carnahan Architects



Interior performance area with an open roof and balcony area. Patrons can bring a blanket and chairs or dance during concerts.

Site 2: Outdoor Theater and Parking Lot

Galbraith Carnahan Architects



Upcoming performances, historical art, or neighborhood announcements can be highlighted when the theater is closed.

Site 2: Outdoor Theater and Parking Lot

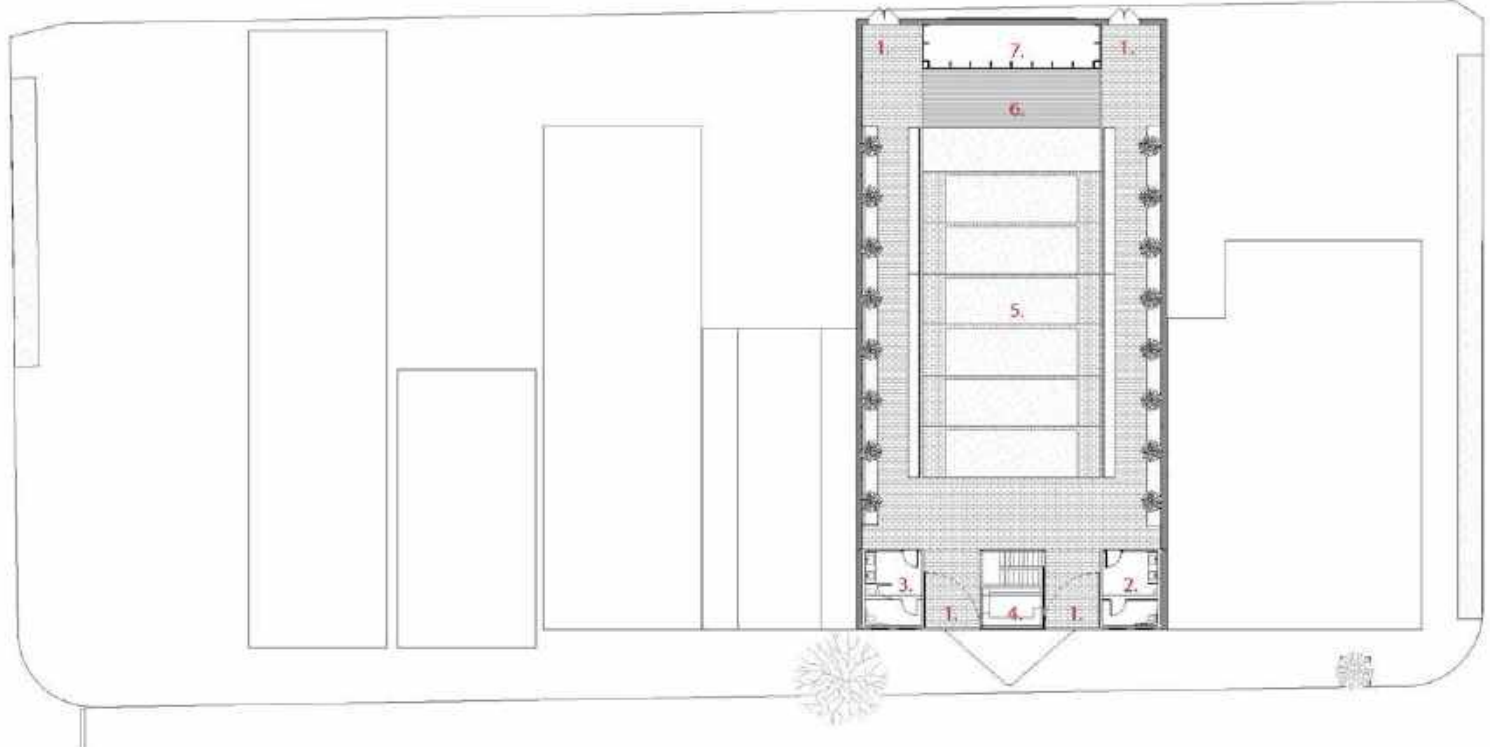
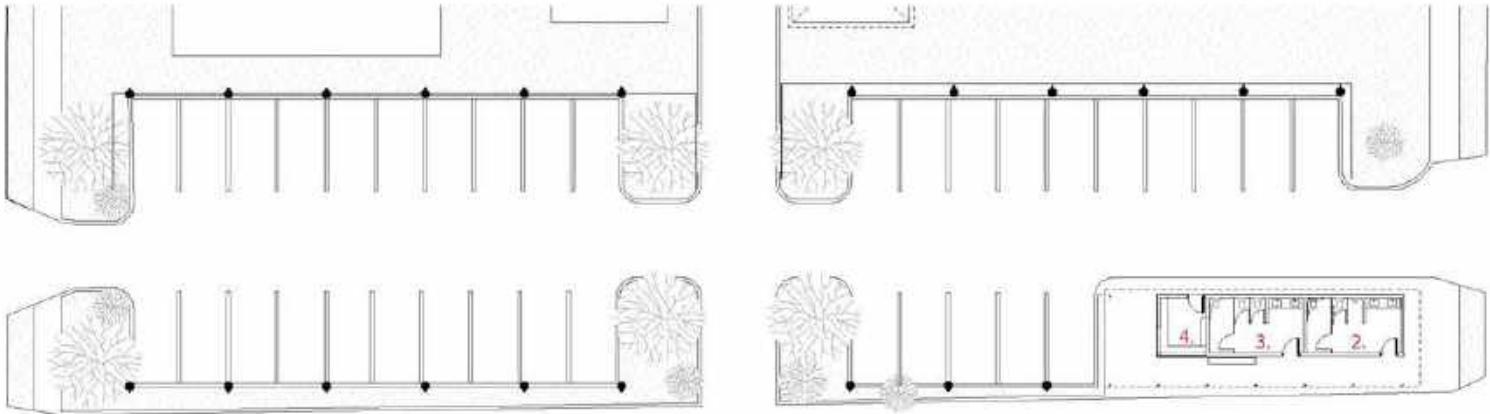
Galbraith Carnahan Architects



A back parking lot and ticket booth are easily accessible with two northern building entries. Parking can be shared by the district when not used for theater events.

Site 2: Outdoor Theater and Parking Lot

Galbraith Carnahan Architects



- 1. ENTRY
- 2. MENS RESTROOM
- 3. WOMENS RESTROOM
- 4. TICKET BOOTH
- 5. OPEN SEATING
- 6. STAGE
- 7. BACK STAGE

Theater and Ticket Booth/Restroom Floor Plans

Site 3: Daycare and Salon

5204 N. 36th Street and 3526 W. Villard Avenue



Site 3: Daycare and Salon

Birds Eye View



Site 3: Daycare and Salon

Parcel Information



LOT	OWNER	ZONING	ADDRESS	LOT AREA	BLDG AREA
1	Earl E. Wheatfall	LB2	5204 N. 36th St.	4,589	4,864
2	Earl E. Wheatfall	LB2	3526 W. Villard Ave.	3,570	2,132
				8,159 sf (0.18 ac)	6,996 sf



SITE SUMMARY

This site consists of two adjacent buildings located along W Villard Avenue. The corner building provides street frontage along Villard Avenue and N 36th Street. There is no parking on the site, however there is a large parking lot associated with Site 2 across N 36th Street.

DEVELOPMENT IDEAS: ADAPTIVE REUSE

- Fitness / wellness
- Medical clinic
- Restaurant or cafe
- Youth center
- Offices or housing 2nd floors

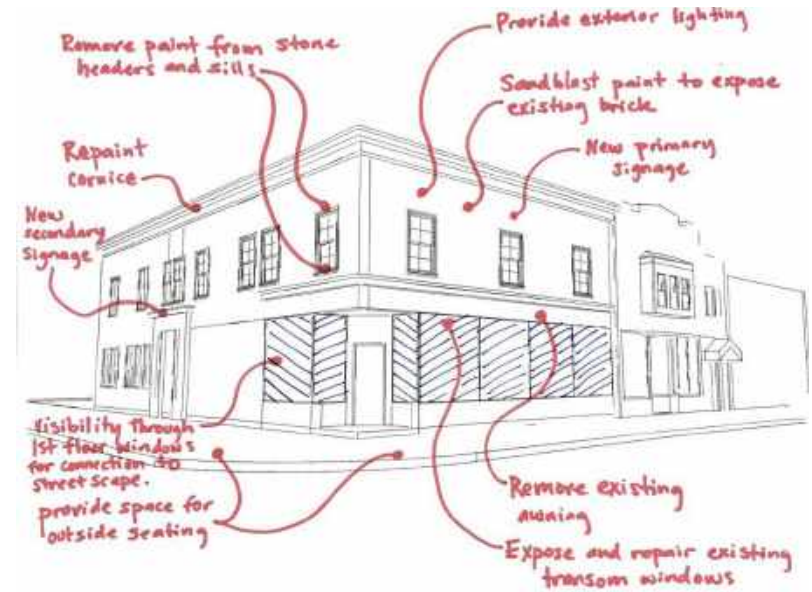
Site 3: Food Hall and Co-Working

Dan Beyer Architects

The prominent location of Villard and N 36th Street at the heart of the district core, the buildings provide a prime location for a variety of uses. Day 1 of the charette included a discussion of food-focused uses, opportunities for working, and youth engagement. Based on community input and culinary uses were a favorite for activating the ground floor corner.

The proposed Food Hall with space includes temporary or permanent restaurant endeavors. The two buildings are connected with the former salon being a meeting space that can be connected or separated for events. A commercial kitchen serves the food hall vendors. Co-working opportunities were also desired by the business and resident stakeholders. The second floor includes a variety of offices and shared meeting spaces that can be rented or used for lectures, classrooms, training, or workshop activities.

The outdoor spaces are an extension to the interior activities, providing additional seating, gathering, and growing areas. The private back patio can be a working space, adjacent to the outdoor seating terrace. Food trucks can park along the alley with immediate access to the patio. The front parking spaces along Villard Avenue are converted into outdoor dining, along with sidewalk seating, to create a vibrant setting while slowing traffic. Original brick of the building is restored with overhead doors added along the front and back terrace.



Day 1 sketches for building facade improvements and sidewalk connections.

Discussing the building enhancements and proposed uses with local stakeholders



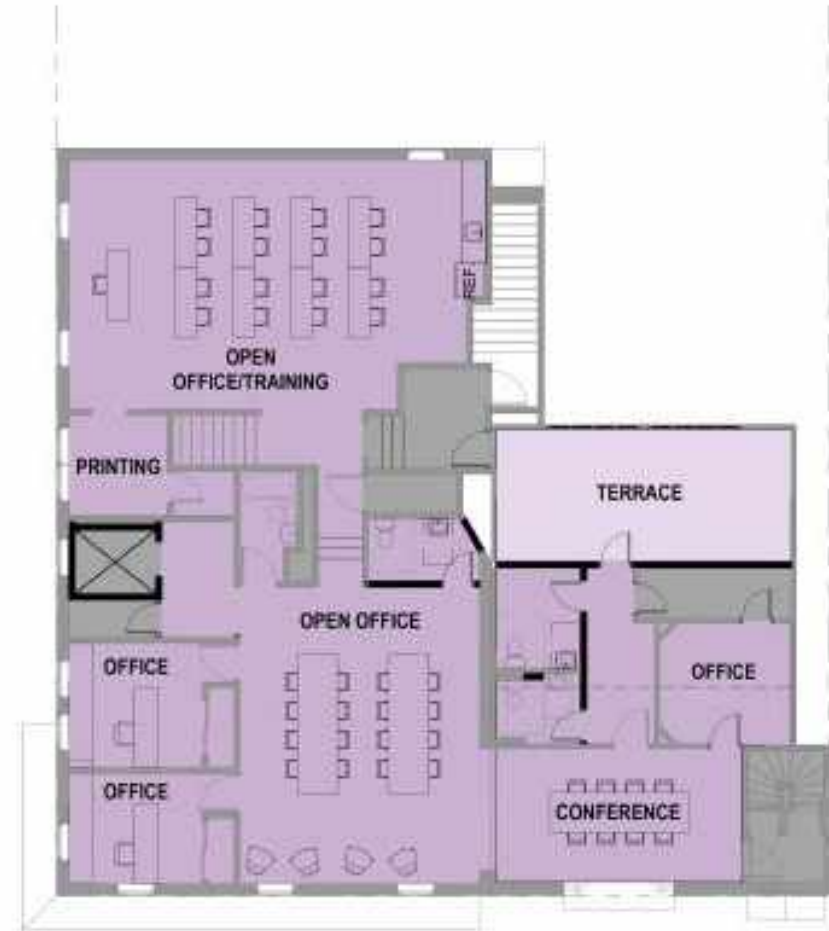
Site 3: Food Hall and Co-Working

Dan Beyer Architects



FIRST FLOOR PLAN

Scale: 3/32" = 1'-0"



SECOND FLOOR PLAN

Scale: 3/32" = 1'-0"

First floor Food Hall, kitchen, and meeting room. Second floor co-working and meeting rooms.

Site 3: Food Hall and Co-Working

Dan Beyer Architects



Aerial street view of how the street can be activated with outdoor dining



Street view with outdoor dining options



Raised beds, seating, and community gathering area in the "back yard"



Back outdoor spaces for small and large gatherings

Site 3: Food Hall and Co-Working

Dan Beyer Architects



Interior Food Hall

Site 3: Food Hall and Co-Working

Dan Beyer Architects



Variety of outdoor seating and gathering options. Some temporary and some permanent.

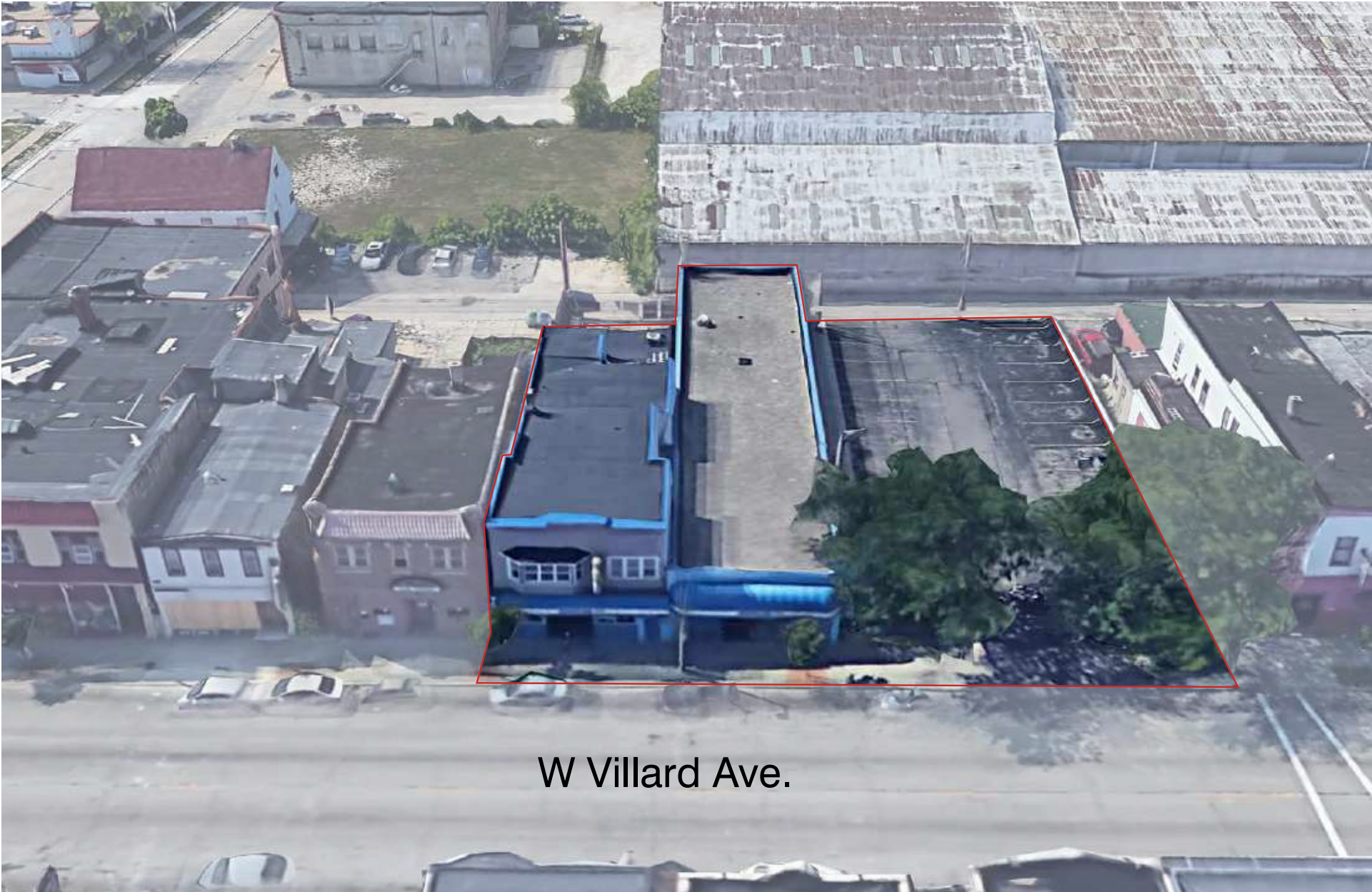
Site 4: Marineland Pets

3519 W. Villard Avenue



Site 4: Marineland Pets

Birds Eye View



W Villard Ave.

Site 4: Marineland Pets

Parcel Information



LOT	OWNER	ZONING	ADDRESS	LOT AREA	BLDG AREA
1	Thomas E. Deinhart	LB2	3519 W. Villard Ave.	3,600	4,112
2	Thomas E. Deinhart	LB2	3523 W. Villard Ave.	3,600	3,550
3	New Side Comm Dev. Corp	LB2	3527 W. Villard Ave.	3,160	0
				153,600 sf (0.35 ac)	7,662 (0.18 ac)



SITE SUMMARY

This site was formerly Marineland Pets, a neighborhood pet store that sold both animals and supplies. Located mid-block, the buildings front Villard Avenue. The existing parking lot located next to the site is included.

DEVELOPMENT IDEAS: ADAPTIVE REUSE

- Pet store
- Pet grooming
- Event space
- Restaurant
- Offices
- Commercial kitchen
- Parking beautification

Site 4: Pet Store, Grooming, Cafe

Quorum Architects

This proposal seeks to provide a pet-centric or service retail destination, with parking and an enlivened public space on Villard Avenue. The existing former pet store, Marineland, will remain as an open-concept retail space for marine life, reptiles, birds, as well as dogs and cats. The second floor of the existing Marineland building was previously used as office and storage space. This space can be renovated to expand office space and offer an area for community meetings and pet-focused training sessions.

The vacant building to the west is a one-story retail space that currently has storefront that opens onto Villard Avenue. The concept includes separating the building into 2-3 retail bays by opening the western wall up for greater storefront access and direct entry off the parking lot. A café in the northern bay can serve as workforce training for the community. The middle bay provides additional space for Marineland that can be used for grooming and/or traveling vet services. Accessible restrooms are provided in the new retail space and can be accessed from a rear corridor.

By opening up the storefront spaces to the parking lot, the surrounding streetscape and parking transform this space into a community destination. Colorful graphics are applied to the parking lot surface, building facades, and windows. The parking lot can also be used as a flexible outdoor space, hosting occasional food trucks or a farmer's market. Additional exterior improvements include adding more exterior lighting, seating, and greenspace to the parking lot. This draws the community into the space while activating the sidewalk and street. Additional outdoor space is added to the bar adjacent to the parking lot to create a pet-friendly beer garden or outdoor dining space.

PET RETAIL & CAT CAFE



DOG GROOMING & INDOOR AGILITY



Site 4: Pet Store, Grooming, Cafe

Quorum Architects



Preliminary exterior rendering with large graphics to serve as signage and artwork

Site 4: Pet Store, Grooming, Cafe

Quorum Architects



Site 4: Pet Store, Grooming, Cafe

Quorum Architects

OFFICE | MEETING SPACE USES :

- PET OWNERSHIP CLASSES
- FISH TANK MAINTENANCE CLASSES
- VIRTUAL PET STORE



SECOND FLOOR

Precedents and Second Floor Plan



Site 4: Pet Store, Grooming, Cafe

Quorum Architects



Parking lot entrance with sidewalk seating, side building entrances for additional retail, and colorful paving graphics

Site 4: Pet Store, Grooming, Cafe

Quorum Architects



Street Perspective

Site 4: Pet Store, Grooming, Cafe

Quorum Architects



Parking lot shown with a pop-up event with local food trucks - could be Farmer's Market or pet activities

Site 5: Former Villard Library

3310 W. Villard Avenue



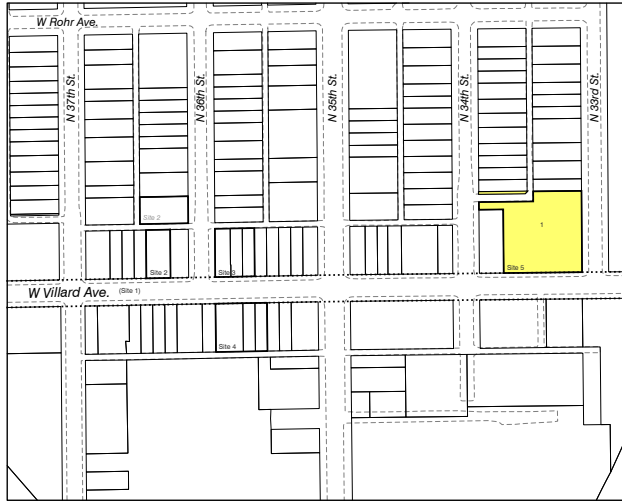
Site 5: Former Villard Library

Birds Eye View



Site 5: Former Villard Library

Parcel Information



LOT	OWNER	ZONING	ADDRESS	LOT AREA	BLDG AREA
1	City of Milwaukee	LB2	3310 W. Villard Ave.	38,598	14,741
				38,598 sf (0.89 ac)	



SITE SUMMARY

This is the site of the former Villard Library. A new mixed-use library model was constructed east on Villard Avenue, leaving this site to be reimaged. The site sits on the corner of Villard Avenue and N 33rd Street and serves as a community asset.

DEVELOPMENT IDEAS: NEW CONSTRUCTION

- Incubator – vendors, retail
- Commercial kitchen
- Cafe / coffee shop
- Event space / meeting rooms
- Housing

Site 5: Mixed-Use Residential

Engberg Anderson Architects

Villard Avenue is the heart of the neighborhood that has been known over the years as Schwartzburg, Northern Junction, North Milwaukee, and finally Old North Milwaukee. Site 5 is currently occupied by an abandoned branch library, which moved to a new structure a block away. The proposed new mixed-use residential building seeks to serve as a collective hub for the neighborhood, with an emphasis on gathering the community while maintaining security for its residents. In addition, the building's exterior reflects the area's industrial and railroad-related history.

On the first floor, retail and community-oriented spaces along Villard Avenue activate the economic corridor. The double-height glass atrium invites the public to ascend the grand staircase by offering a glimpse of the second-floor courtyard from the sidewalk. A café provides social and study space for all ages, and the adjacent retail location supports opportunities for training in all aspects of business. A four-stall food hall, including a separate rentable commercial kitchen, wraps around the corner and spurs local businesses while bringing culinary innovation to the neighborhood. Both the café and food hall incorporate glass garage doors which open onto Villard Avenue and 33rd Street to further draw the community into the site. The residential lobby is isolated yet accessible to the surrounding public amenities. A fitness center opens to a garden exercise area that also functions as a transition between the surrounding residential neighborhood and the building's commercial scale. There is also enclosed and open at-grade parking hidden within the site's interior, utilizing the existing alleyway for access.

The second floor is centered by a family-friendly courtyard that includes meditative walking paths and outdoor seating opportunities. This green space, in addition to a demonstration kitchen and event rooms, is available for public use. Access to these areas is carefully controlled to ensure adequate separation from the housing portion of the building, with a separate elevator and stairs for the public. The residents are provided with communal amenities like a business center with computers, as well as a coffee lounge overlooking a children's playroom on one side and laundry facilities on the other. Each amenity has a direct view of the courtyard to impart a connection to nature. Lastly, a fourth floor rooftop terrace, exclusively for the building's inhabitants, includes outdoor play equipment and a community garden.



3D View



3D View

Site 5: Mixed-Use Residential

Engberg Anderson Architects



Food Hall along Villard Avenue



Street View of Lobby and Cafe

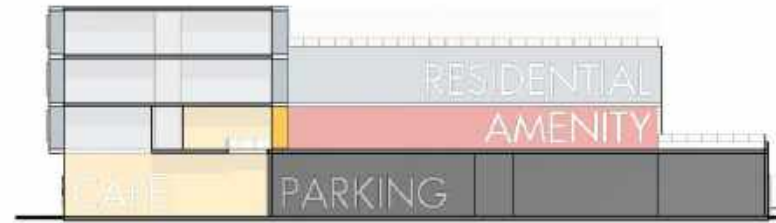
Site 5: Mixed-Use Residential

Engberg Anderson Architects



1 SECOND FLOOR
SCALE: 1/32" = 1'-0"

Second Floor Plan, Section, and Precedents



2 ATRIUM SECTION
SCALE: 1" = 30'-0"



1 DEMONSTRATION KITCHEN/Common AREA
SCALE: 1/8" = 1'-0"



Site 5: Mixed-Use Residential

Engberg Anderson Architects



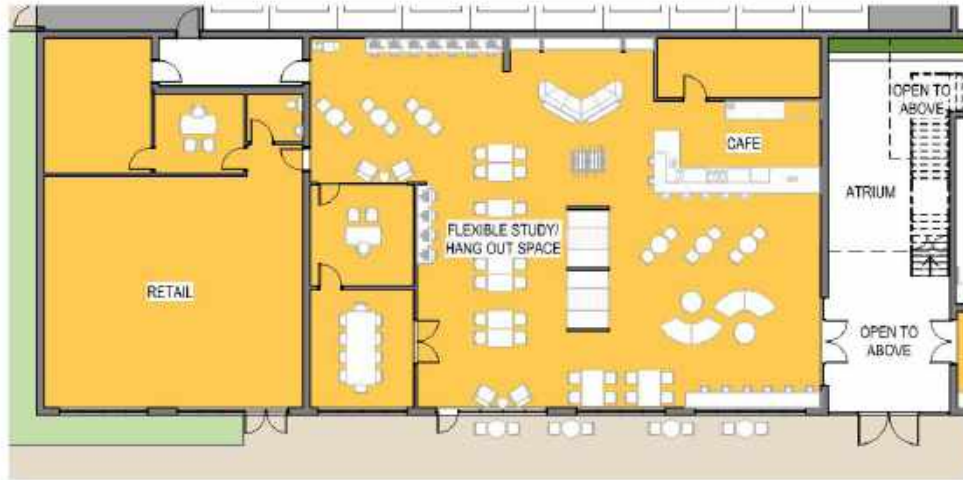
1 **FITNESS/ LOBBY**
SCALE: 1/16" = 1'-0"



Fitness/Lobby Floor Plan and Precedents

Site 5: Mixed-Use Residential

Engberg Anderson Architects

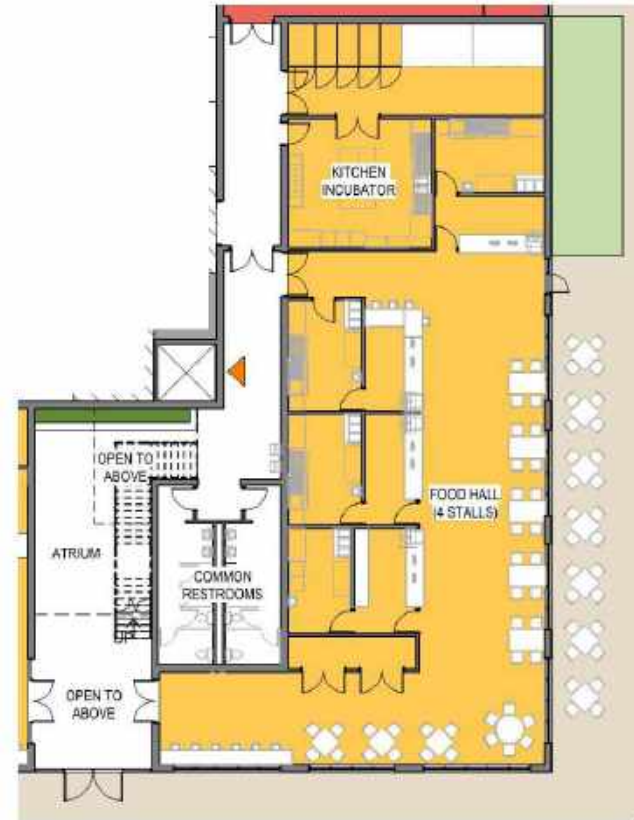


1 RETAIL/CAFE

SCALE: 1/16" = 1'-0"



Retail and Cafe Floor Plan and Precedents



1 FOOD HALL/ ATRIUM

SCALE: 1/16" = 1'-0"

Site 5: Mixed-Use Residential

Engberg Anderson Architects



1 BUSINESS/EVENT
SCALE: 1/16" = 1'-0"



1 RESIDENT COMMUNITY SPACES
SCALE: 1/16" = 1'-0"



Site 5: Mixed-Use Residential

Engberg Anderson Architects



APARTMENT UNIT MIX

1-BEDROOM	21 UNITS
2-BEDROOM	14 UNITS
3-BEDROOM	14 UNITS
TOTAL	49 UNITS

INSERT CHARETTE ONLINE PHOTO

1 THIRD FLOOR
SCALE: 1/32" = 1'-0"



1 FOURTH FLOOR
SCALE: 1/32" = 1'-0"



Third and Fourth Floor Plan and Outdoor Precedents

Site 5: Mixed-Use Residential

Engberg Anderson Architects



Villard Avenue Rendering

Site 5: Mixed-Use Residential

Engberg Anderson



Raised Courtyard Greenspace

Site 5: Mixed-Use Residential

Engberg Anderson



Demonstration Kitchen



Community Coffee, Lounge, and Laundry



Rooftop Playground



Raised Courtyard Greenspace looking towards Villard

