

A photograph of a diverse crowd of people at an outdoor event, likely a festival or parade, during the "blue hour" of dusk. The scene is filled with people of various ages and ethnicities. In the center, a woman wears a vibrant pink dress with a white sash. To her right, a man is seen playing a large, blue, cylindrical drum. In the foreground, a young child in a red winter coat and hat looks towards the camera. The background shows buildings and streetlights, with a soft glow from the setting or rising sun. The overall atmosphere is festive and community-oriented.

WALKER SQUARE STRATEGIC ACTION PLAN

Milwaukee County Board
Parks, Energy and Environment Committee
January 26, 2016

Walker Square Action Plan | Planning Process



Department of City Development

Office of Alderman José Pérez



Walker Square Neighborhood
Association

Walker Square Action Plan | Planning Process



City & County Government

Walker Square Neighborhood Association

Southside Organizing Committee

Hispanic Chamber of Commerce of Wisconsin

Cesar E. Chavez Business Improvement District

Milwaukee Christian Center

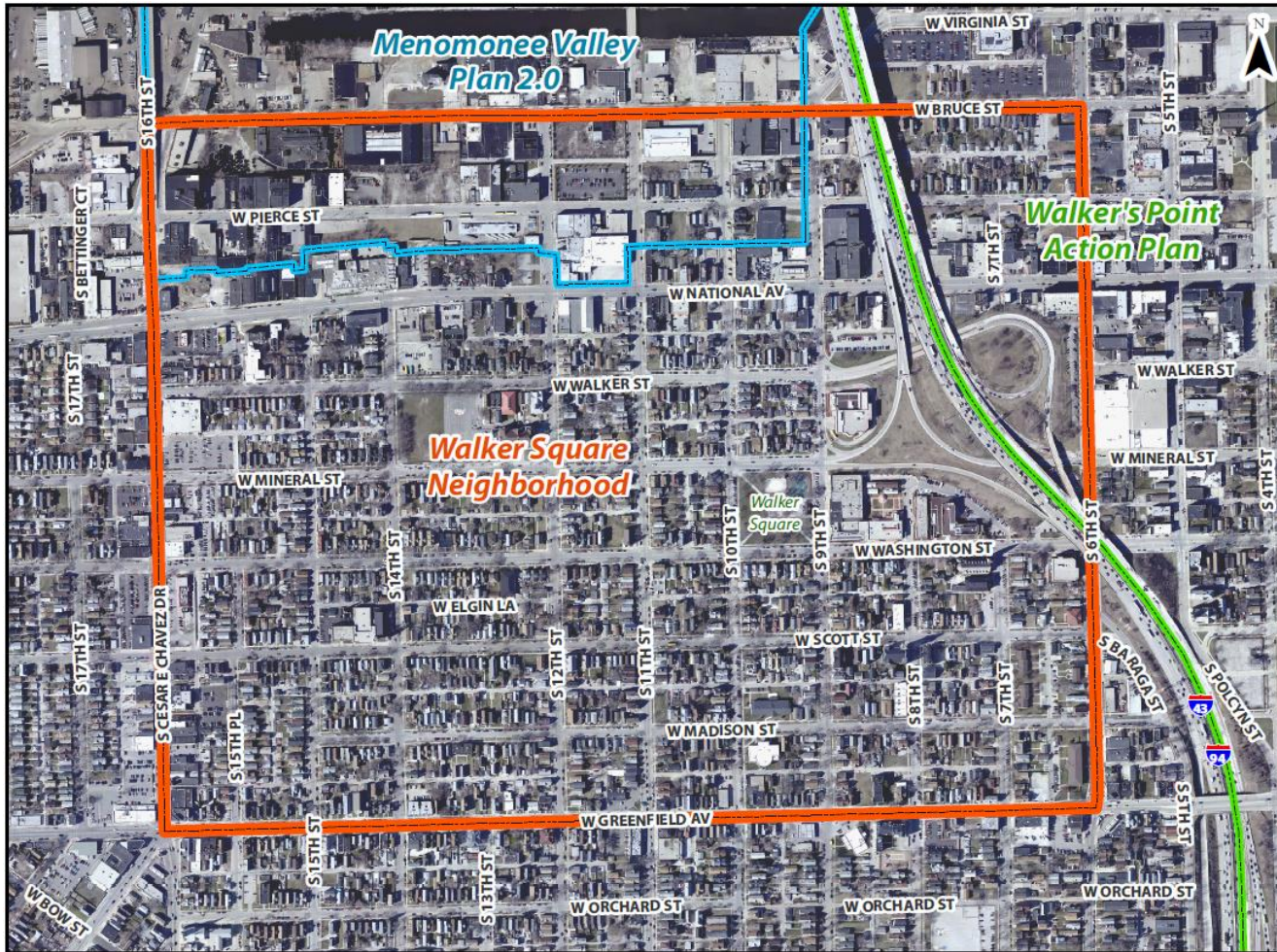
MATC Walker Square Education Center

United Community Center

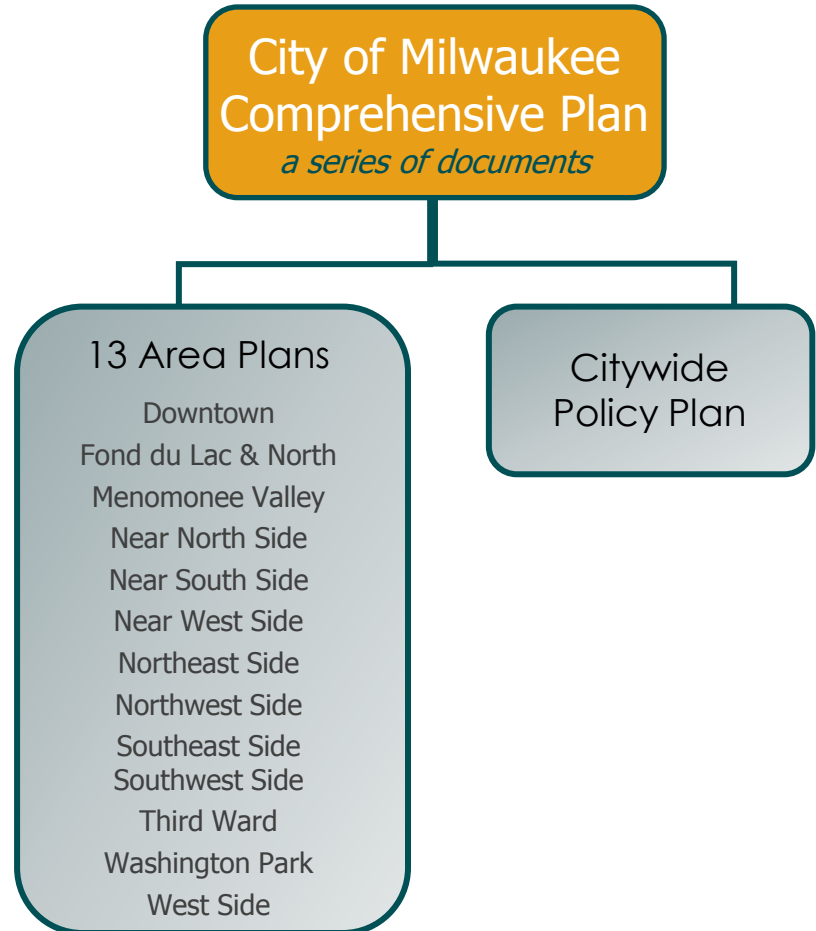
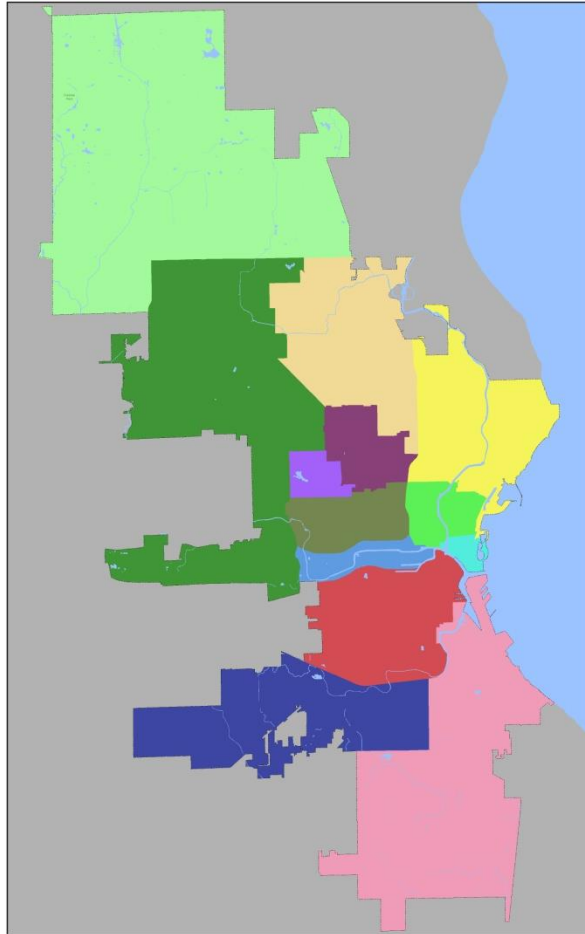
Residents, Business Owners & Other Stakeholders



Walker Square Action Plan | Planning Process



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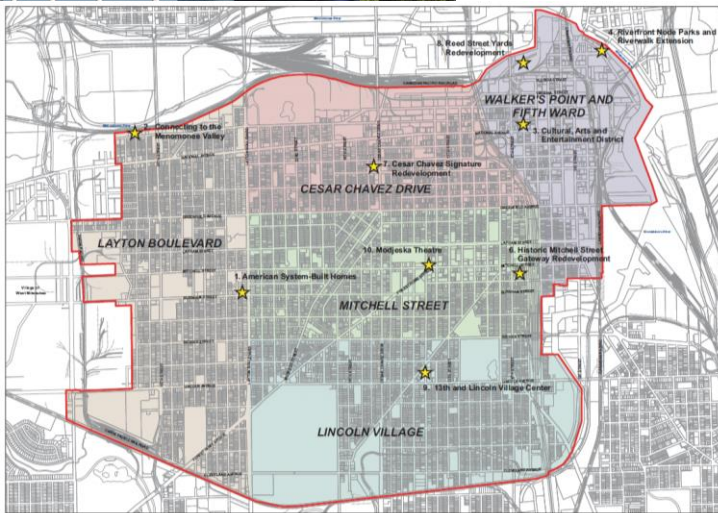
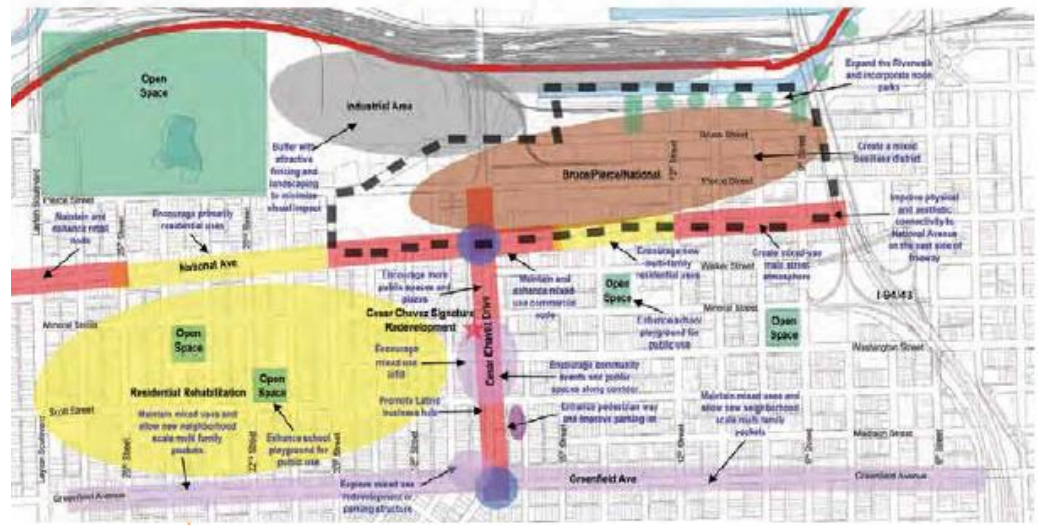


Exhibit 6: Cesar Chavez Drive District

Boundary: Greenfield, Layton, Rail Road tracks and I-94/I43

- Residential (single-family/duplex)
- Commercial (primary retail corridor)
- Mixed use (commercial/residential)
- Mixed businesses
- Parks and open space
- Industrial/Business
- Gateway
- Parking Facility
- Pedestrian connection
- Roadway connection
- Catalytic Project
- Redevelopment area



Walker Square Action Plan | Planning Process

Spring '15

Summer '15

Winter '15-'16

Plan Launch
March 15, 2015

Information Gathering

Interviews / Focus Groups

Draft Plan

Public Review

Plan Open House
January 5, 2016

Adoption

Walker Square Action Plan | Planning Process

Stakeholder feedback:

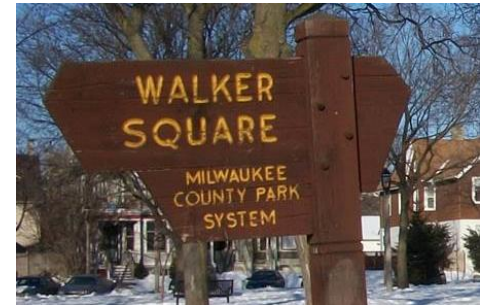
- Housing conditions
- Commercial corridors
- Development on Chavez Dr.
- Public spaces
- Physical connections
- Safety



Walker Square Action Plan | Draft Recommendations

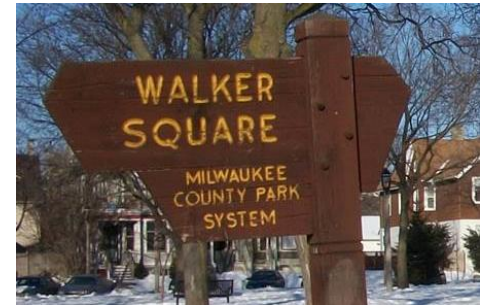
Plan focus areas:

- Supporting Commercial Corridors
- Living in Walker Square
- Improving the Public Realm



Walker Square Action Plan | Draft Recommendations

- What is it?
- Why is it important?
- How to make it happen?



SUPPORTING THRIVING COMMERCIAL CORRIDORS



Support the Cesar E. Chavez BID “Farm Project”

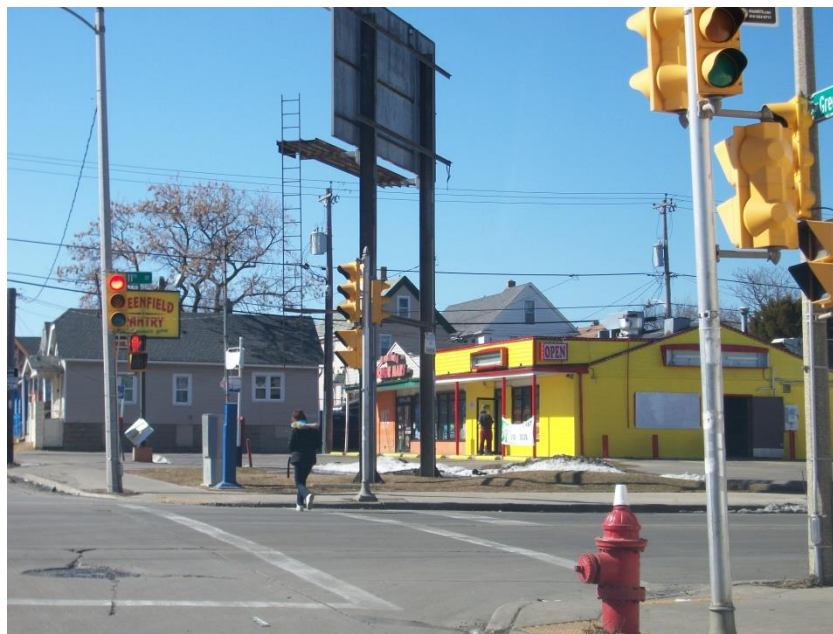


Encourage and support efforts to bring a Business Improvement District to National Ave



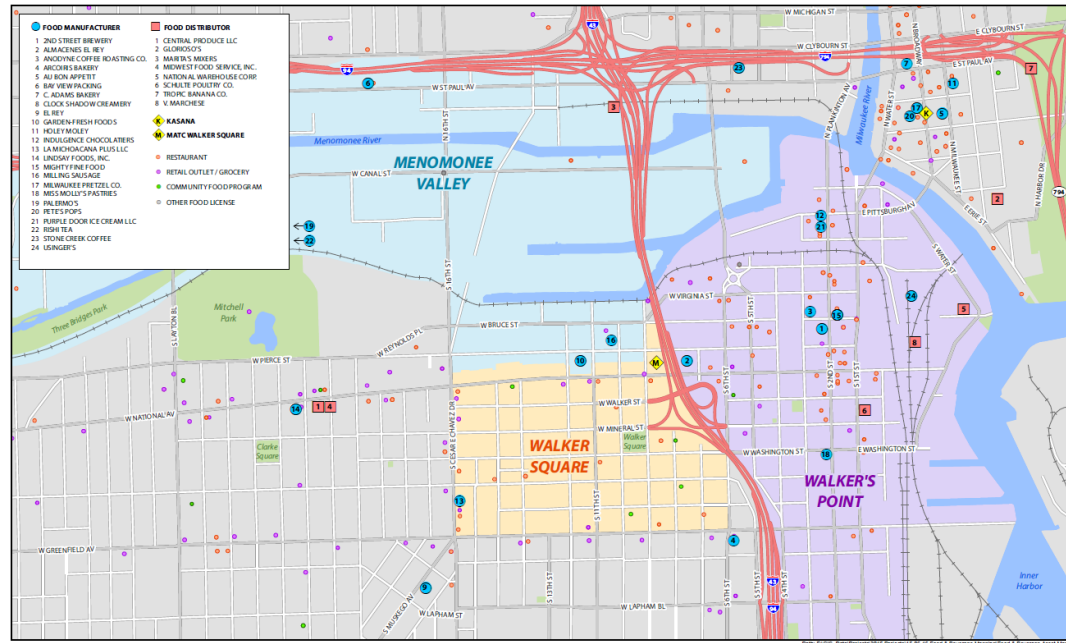
Walker Square Action Plan | Draft Recommendations

Work with MPD to deploy targeted safety strategies along Greenfield Avenue



Walker Square Action Plan | Draft Recommendations

Support FaB Wisconsin efforts to locate a FaB Center of Excellence within the immediate area



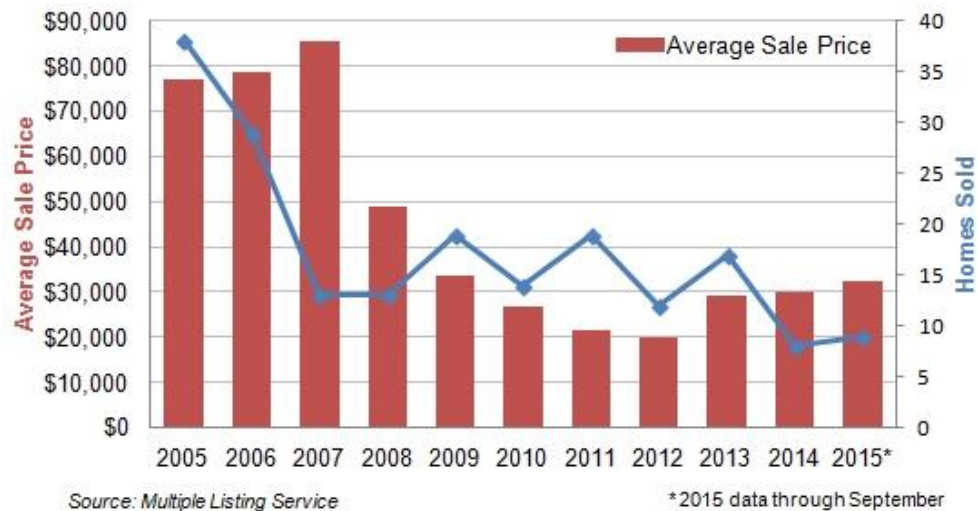
Walker Square Action Plan | Draft Recommendations

- Attract and retain a diverse tenant mix along Cesar Chavez Drive
- Aggressively implement STRONG Neighborhoods strategies along Greenfield Avenue
- Continue to work closely with La Causa, Inc., to help identify uses for their sites on Greenfield Avenue that best fit the vision of the corridor



**LIVING IN
WALKER SQUARE**

Increase the availability and use of resources for new homeowners to purchase homes in Walker Square and existing homeowners to make repairs to their homes



Continue to leverage the strength of non-profit partners working in Walker Square

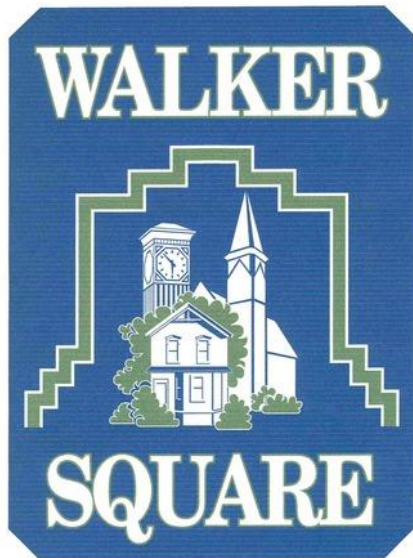


Walker Square Action Plan | Draft Recommendations

Engage in targeted collaborations to address pressing public safety concerns



Continue to reinforce and build the Walker Square neighborhood's identity and "brand"



Walker Square Action Plan | Draft Recommendations

- Preserve the traditional character of the Walker Square neighborhood while targeting new, mixed-income, residential development at strategic locations along Walker Square's main arterials
- Utilize code enforcement and other strategies to address problem properties in Walker Square

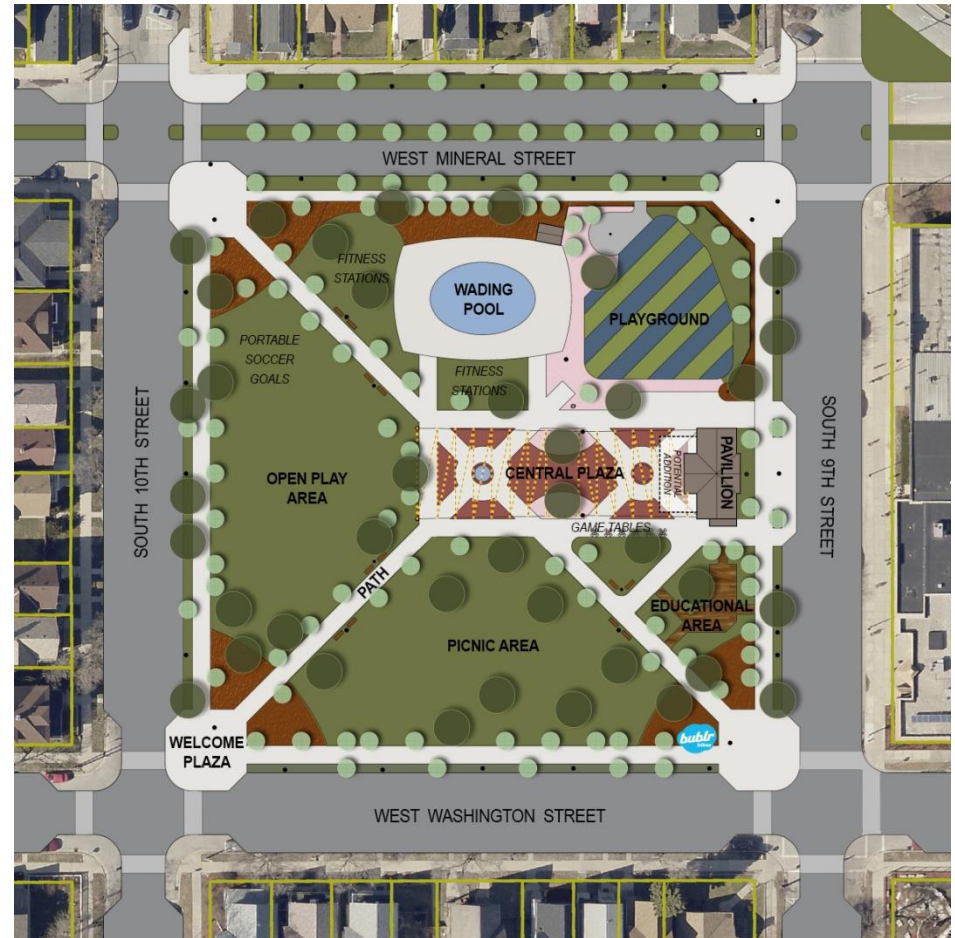


IMPROVING THE PUBLIC REALM

WALKER SQUARE
MILWAUKEE
COUNTY PARK
SYSTEM

Invest in Walker Square Park

- Restore pavilion
- Maintain open play space
- Improvements to central plaza
- Maintain/improve tree canopy
- Install Bublr station
- Other Improvements



Transform West National Avenue into a complete street

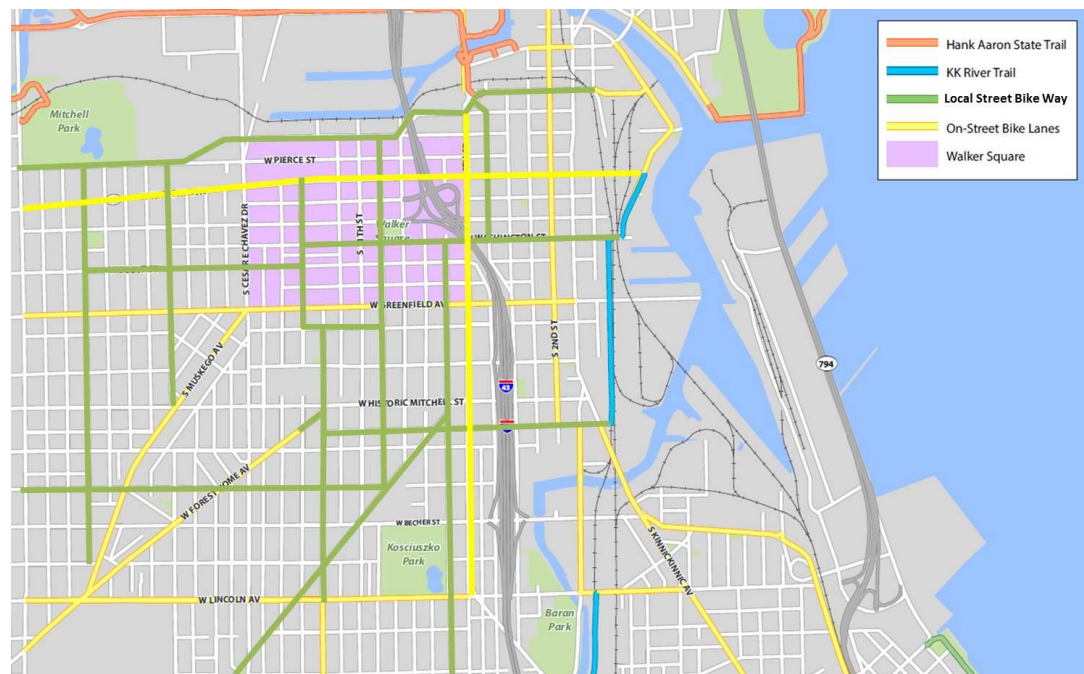


Transform W. Mineral and W. Walker between South 9th and South 11th into pedestrian-friendly, tree-lined boulevards



Walker Square Action Plan | Draft Recommendations

Develop a network of local street bikeways that prioritize and optimize safe and efficient bike travel



Walker Square Action Plan | Draft Recommendations

- Increase the tree canopy throughout the neighborhood
- Improve the experience for transit users in Walker Square
- Improve pedestrian crossings on Greenfield Avenue
- Consider converting South 7th, 8th, 9th, and 10th Streets to two-way traffic
- Improve the pedestrian experience under I-43/I-94 along West National Avenue and West Washington Street
- Consider future alternatives to the freeway ramps at I-43/I-94, exist 311

Walker Square Action Plan | Implementation

Thriving Commercial Corridors				
Action	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Key Action #1: Support the Cesar E. Chavez Business Improvement District Farm Project	Chavez BID	DCD, CSNI, Journey House, Newaukee, Chavez Drive business owners	BID, DCD business assistance programs, grants	On-going
Key Action #2: Encourage and support efforts to bring a BID to National Avenue	National Avenue business owners	DCD, HCCW, Chavez BID	N/A	Short term
Key Action #3: Encourage an appropriate, context sensitive mix of uses on National Avenue	DCD	National Avenue business owners, DPW, DNS	Potential BID funds	On-going
Key Action #4: Work with MPD District 2 to deploy targeted safety strategies along Greenfield Avenue	MPD	Safe and Sound, CPU, WSNA	N/A	Short term
Key Action #5: Support FaB Wisconsin efforts to locate a Center of Excellence within the FaB focus area, preferably on National Avenue	FaB Wisconsin	DCD	FaB, grants	Short term
Action #6: Attract and retain a diverse tenant mix along Cesar Chavez Drive	Chavez BID	DCD	BID funds, DCD business assistance programs	On-going
Action #7: Aggressively implement STRONG Neighborhoods strategies along Greenfield Avenue	DPW	DNS, DCD, WSNA	City	Short term
Action #8: Continue to engage with La Causa to ensure appropriate reuse of their facilities on Greenfield Avenue	La Causa	DCD	N/A	Medium term
Living In Walker Square				
Action	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Key Action #1: Increase the availability and use of resources for new homeowners to purchase homes in Walker Square and existing homeowners to make repairs to their homes	DCD	SOC, WSNA, UCC, MCC, local lenders	City, grants, lenders	Short term
Key Action #2: Continue to leverage the strength of non-profit partners	WSNA	SOC, WSNA, UCC, MCC, Safe & Sound, HCCW	N/A	On-going

Walker Square Action Plan | Implementation

- Full draft plan available online (from Dec. 17):
<http://city.milwaukee.gov/AreaPlans/NearSouth/WalkerSquare>
- Open house on January 5, 2016
- Feedback received through January 19, 2016
- Scheduled for ZND on February 23, 2016

Walker Square Strategic Action Plan
Chapter 5: Improving the Public Realm

**Key Action #1:
Invest in Walker Square Park**

WHAT IS IT?

- Continued, incremental, community-driven improvements to and on-going maintenance at one of Milwaukee's most important Public Spaces.
- The most pressing short-term concerns expressed by the public during planning process were maintenance and security.
- The park pavilion is underutilized and in need of significant rehabilitation in the near future.
- Additional recommended improvements include adding a variety of trees, lighting and seating.
- Other suggestions include adding a small picnic shelter, planting flower gardens along the perimeter of the park, enhancing the plaza space at the center of the park and adding a Bublr bike-share station.
- The "Vision for Walker Square" included in this plan attempts to begin the conversation by illustrating a long-term vision for park improvements.



WHY IT'S IMPORTANT?

- Walker Square Park a highly utilized public space at the heart of one of Milwaukee's densest neighborhoods.
- The two acre park serves as the primary open space for over 10,000 nearby residents, and serves as the main gathering space for the community
- The park is the focus and identity of the neighborhood. Value added to the park can easily translate to value added in the neighborhood.
- Walker Square Park was one of the original three parks in Milwaukee and plays an important role in the culture and history of the City.



HOW TO MAKE IT HAPPEN?

Community Stakeholders

Walker Square Neighborhood Association (WSNA), United Community Center (UCC), and others

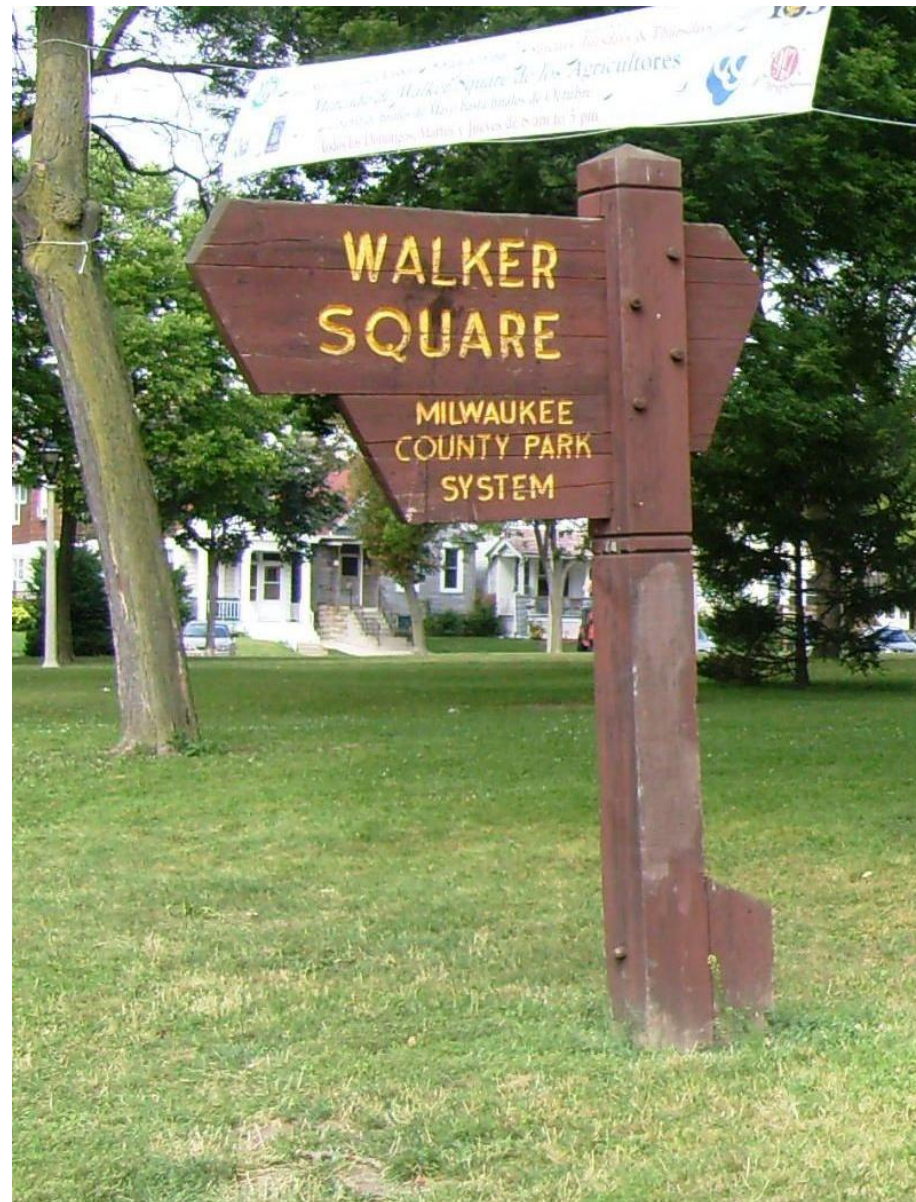
- Under the leadership of the Walker Square Neighborhood Association, develop a specific list of priorities for improvements at Walker Square Park.
- Continue to promote the park and foster a sense of pride in the neighborhood by organizing special events and community gatherings
- Continue to advocate for the park and work to identify potential sources of revenue to supplement the County's limited parks budget.
- Consider working with the Park People and/or creating a "Friends of Walker Square Park" model for neighbors to volunteer in the park.



HOW TO MAKE IT HAPPEN?

Milwaukee County

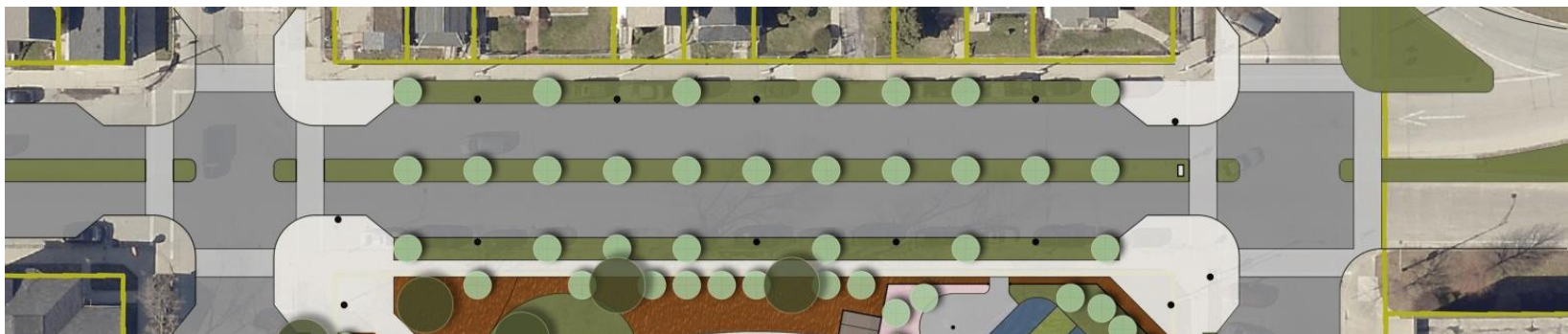
- Continue to make incremental improvements to Walker Square Park, and work to implement priority projects identified by the Walker Square Neighborhood Association.
- Continue to engage the public, and make sure that physical changes to the park are done in coordination with the Neighborhood.
- Continue to look for additional sources of revenue to support the park.
- Consider the high number of users per acre at Walker Square Park as well as the park's important role in the community when allocating funds for park system maintenance and improvements.



HOW TO MAKE IT HAPPEN?

City of Milwaukee

- Identify opportunities for improvements and amenities in the public right-of-way, and consider a streetscape project for all city streets surrounding the park.
- Continue to work with and coordinate stakeholders to implement the recommendations of the Walker Square Action Plan

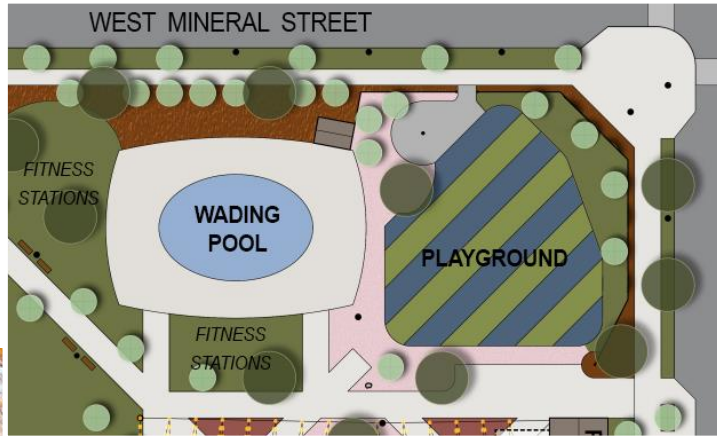


A VISION FOR WALKER SQUARE PARK



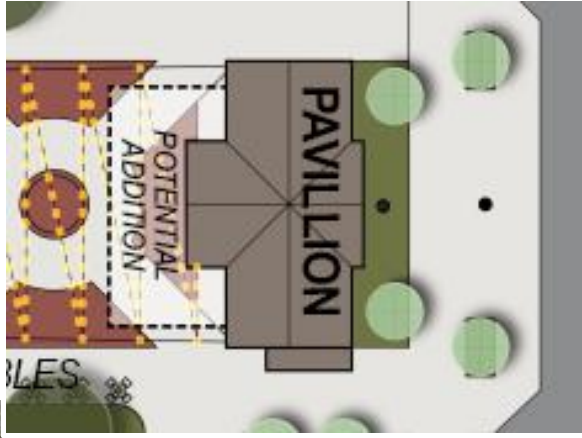
A VISION FOR WALKER SQUARE PARK

PLAYGROUND AND WADING POOL



A VISION FOR WALKER SQUARE PARK

PAVILION



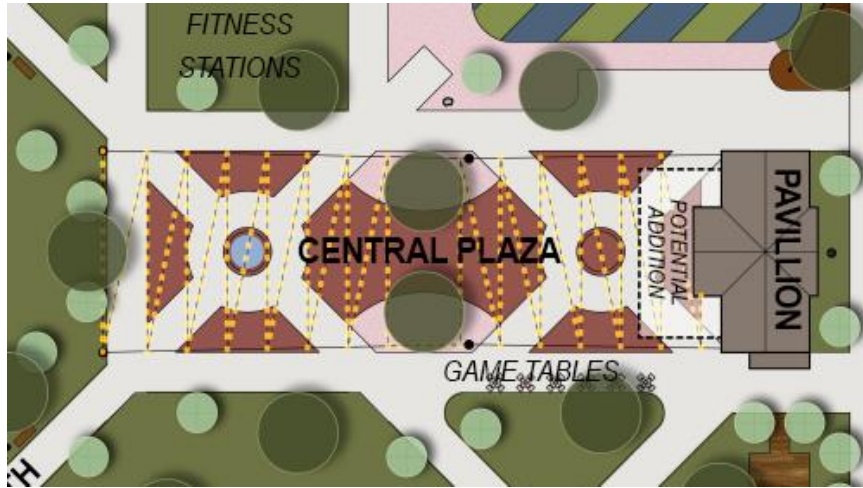
A VISION FOR WALKER SQUARE PARK

GREEN SPACE



A VISION FOR WALKER SQUARE PARK

CENTRAL PLAZA



A VISION FOR WALKER SQUARE PARK

PATHS, EDGES AND ENTRANCES





WEST MINERAL STREET

SOUTH 10TH STREET

SOUTH 9TH STREET

WEST WASHINGTON STREET

FITNESS STATIONS

WADING POOL

PLAYGROUND

PORTABLE SOCCER GOALS

FITNESS STATIONS

OPEN PLAY AREA

CENTRAL PLAZA

PAVILLION

POTENTIAL ADDITION

GAME TABLES

PATH

PICNIC AREA

EDUCATIONAL AREA

WELCOME PLAZA

bublr



THANK YOU

**Milwaukee County Board
Parks, Energy and Environment Committee
January 26, 2016**