

## **MLK Jr. Drive Model Block Project 2001**

### **1.0 Goal**

The broad goal of this plan is to continue the revitalization efforts north of Center Street on Martin Luther King Drive. The purpose of the catalyst project is to create a substantial development that will in turn lead to additional sustainable developments. The goal is to spark private investment in an area that might otherwise be viewed as suffering from a history of neglect.

### **2.0 Area Description and Historical Use**

This planning effort focuses on the block on the western side of MLK Jr. Drive, between Center and Hadley Streets. MLK Jr. Drive was once a major retail hub in the City of Milwaukee, but as regional trends shifted to outlying areas and north-south traffic shifted to the interstate, King Drive was plagued with disinvestments and decline.

### **3.0 Market Assessment Conclusions**

The market assessment has concluded that there is an unmet demand for more retail and other services along the King Drive corridor. Below is a summary of the market assessment:

- Total population in 1990 was 39,689
- Ethnic diversity and income continues to grow
- A need for residential and affordable housing exists
- Rehabilitation of homes and businesses continues to grow
- The population within the trade areas is highly underserved

### **4.0 Redevelopment Scheme**

The building located on the northwest corner of Center and King Drive will serve as a catalyst development for the block. The project is aimed to help cluster developments along the block through the implementation of the catalytic development.

### **5.0 Redevelopment Goals & Objectives for Model Block**

The following goals and objectives summarize the requirements of the redevelopment scheme:

- Remove blight
- Economic feasibility
- Create a model block
- Improve appearance
- Market feasibility
- Increase parking
- Catalyst development