

# Redevelopment Plan for the Historic King Drive BID 1996

## 1.0 Summary of Conditions

### *Land Use*

Historic King Drive should continue to be a mixed-use area. Much of this area's strength and vitality is due to this mix of different land uses located in close proximity. However, there could be several "functional subareas" promoted along the street to encourage mutual support and attraction between similar uses (e.g. retail clusters; office, employment, service uses etc)

### *Building Improvement & Development*

The area consists primarily of older commercial, residential, and industrial buildings. Many of the older buildings are characterized by minor maintenance and condition problems. Emphasis should be placed on the rehabilitation and upgrading of existing buildings, particularly those with architectural or historic qualities.

### *Urban Design*

Historic King Drive has a number of attractive visual qualities reflecting its history (distinctive urban design/character, architectural details). However, there are several design-related problems that need to be corrected to improve the overall image and appearance (severely deteriorated buildings, vacant properties, no consistent theme or identity). There are several design-related improvements to be considered along King Drive, such as streetscape improvements (trees, lights, furniture) to give an identity, "gateway" design features, and public open spaces.

## 2.0 Market Analysis Summary

The demographic and economic profile of King Drive trade area is characterized by the following:

- Racial, ethnic, and income diversity (projected to continue)
- Large households in the primary trade area
- Many of the single person households are located in the secondary trade area
- Family orientation
- Several families headed by a single parent
- Young median age
- Growing empty nester, elderly and pre-elderly population
- A large share of families with no car
- Many residents with low incomes, but an increasing number of middle income wage earners
- High resident unemployment rate
- Majority of employed residents have blue collar occupations, but a growing number of white collar employed residents
- Majority of jobs in the area are white collar
- Affordable, solid housing stock
- Old housing stock – majority is pre-1950 construction
- Growing rehabilitation of single and two family homes

### 3.0 Redevelopment Plan Recommendations

In general, all of the recommended projects and actions are focused on strengthening and improving Historic King Drive as a safe, convenient and diverse shopping and business environment which is easily accessible to nearby residents, employees, and visitors. The recommendations are grouped into the following categories:

- **Role and Function:** Define and clarify the overall function and character of the Historic King Drive corridor
  - Maintain and enhance Historic King Drive as a mixed-use area
  - Encourage functional sub-areas within the BID
    - Blocks between Lloyd and Meinecke Streets should provide primary retail uses, with residential on the upper floors
    - Blocks south of Lloyd Street should be promoted for office, business, and service uses related to the downtown
    - Residential, institutional, non-profit, and public uses should be located primarily in the blocks north of Locust Street and in the neighborhoods east and west of the BID
  - Strengthen the relationship between Historic King Drive and Downtown Milwaukee
    - Promote new land uses to serve and support both areas
    - Encourage more foot traffic between the regions through pedestrian improvements
    - Visually unite the areas through the implementation of urban design
- **Sites and Buildings:** Upgrade existing properties and promote compatible new construction
  - Repair and upgrade existing buildings and building “clusters” in poor condition
  - Reuse vacant buildings for new commercial or business uses
  - Preserve, rehabilitate, and reuse historic buildings
  - Remove severely deteriorated and obsolete buildings
  - Promote compatible new construction at selected sites
  - Consider temporary or interim uses for vacant lots, such as parking or public open space
  - Document environmental concerns and undertake remediation as required
- **Reuse and Redevelopment:** Improve the mix of stores/business and attract new desirable land uses
  - Develop new retail in the 2200 block of King Drive
    - Severely deteriorated buildings at 2225-31 King Drive should be removed and properly redeveloped
    - Rehabilitate former Grant building
    - 2230 King Drive building should be reused as a mixed-use development
    - Small, well-designed parking lot should be provided on the vacant lot along the east side of King Drive, just south of North Avenue
  - Reuse the Imperial Knitting building to provide an anchor within the BID
  - Promote additional clothing and apparel stores
  - Promote new family-style and specialty restaurants
  - Promote a retail/business incubator
  - Promote additional light industrial uses
  - Promote other new business uses
  - Promote second floor residential within the BID

- Identify and recruit “priority” businesses (grocery, apparel, restaurants, laundromat, day care)
- Traffic Circulation: Improve access, traffic flow, and traffic safety
  - Improve traffic operation at King Drive and North Avenue
  - Reduce the speed of traffic along King Drive
  - Improve and clarify access to King Drive from I-43
  - Improve directional signage into the Historic King Drive BID
- Parking: Improve on and off-street parking
  - Provide new parking near King Drive and North Avenue, in addition to other blocks as required
  - Revise loading zones to obtain more parking
  - Improve the security and appearance of off-street parking lots
  - Enact new regulations to reserve on-street parking for customers
- Urban Design: Improve the visual image and appearance of the region
  - Improve the appearance of building facades and storefronts
  - Provide consistent streetscape treatment along King Drive within the BID
  - Enhance 3<sup>rd</sup> and 4<sup>th</sup> Streets as a connection to Downtown
  - Provide “gateway” signage at key locations
  - Improve access to and use of the Milwaukee River corridor