

# **Redevelopment Strategy for the Havenwoods Area, Executive Summary**

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**Prepared For: City of Milwaukee, Milwaukee Economic Development Corporation (MEDC)**

**Co-Sponsors: Milwaukee County & The Havenwoods Business Council**

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## **1.0 Area Description**

Havenwoods Area consists of four square miles and is located on the Northwest Side of Milwaukee. The planning area is bounded by West Good Hope Road to the north, West Silver Spring Drive on the south, North 76<sup>th</sup> Street to the west, and North Sherman Boulevard or North 43<sup>rd</sup> Street to the east. The region is a diverse-use, urban area that includes residential (mostly single-family and duplex), neighborhood retail, industrial, and open space/recreational uses.

## **2.0 Purpose & Objectives**

The primary purpose of this redevelopment strategy was to revitalize the Havenwoods Area as a vibrant, mixed-use urban area with industrial, residential, and commercial uses reinforcing each other. MEDC and the Havenwoods Business Council were interested in increasing the tax base, creating jobs, improving the environment, and enhancing the quality of life for the residents. The interplay between residential neighborhoods and industrial development was an important consideration for the Havenwoods residents, as was the retention and development of industrial uses. Residents in the northern end of the study area were concerned about the development of nearby vacant land. On the southern end, the perceived negative image of the neighborhoods is discouraging industrial retention and redevelopment in the adjoining areas. In addition, residents on the southern end wanted to see increased housing opportunities for home ownership and rehabilitation of existing housing stock.

## **3.0 Study Process**

The study involved a comprehensive approach, based on public input and participation; market analysis of industrial, residential, commercial, and service uses; analysis of physical conditions and land use relationships; and identification of key implementation action steps to carry out priority projects. The redevelopment strategy includes the following components:

- Public outreach and stakeholder participation through one-on-one interviews, focus groups, and a survey of business representatives
- Physical conditions and land use analysis, examining existing conditions and areas of current and potential land use conflict; review of flooding and environmental contamination issues; and review of infrastructure/access issues
- Market analysis, particularly focused on industrial and commercial opportunities for major sites and strengthening residential areas in the southern portion of the study area
- Development Plan and Strategy, including the identification of overall goals for the plan, priority projects to reach those goals, and action implementation steps to carry out the priority projects

## **4.0 Market Analysis & Physical Assessments**

The market and physical assessments conducted by the consulting team provided key strategic implications for the overall development plan, as summarized below by land use:

### *Industrial*

Findings from the industrial market analysis show a potential demand of 20 to 30 acres of industrial land per year. At this rate, the approximately 200 acres of vacant industrial land in Havenwoods could be absorbed over the next seven to ten years.

Key industrial sites include:

- 69 acres at North 60<sup>th</sup> Street and West Green Tree Avenue (the “Bacher Farm” site)
- 30 to 40 acres at North 73<sup>rd</sup> Street and West Florist Avenue

However, in order to be competitive, the image and appearance of the current industrial area must be improved, and land use conflicts with surrounding industrial areas must be resolved. The industrial core would benefit from a more cohesive and unified business area, which could be accomplished through design guidelines and marketing efforts. Most industrial users seek parcels of three to five acres, with fewer seeking larger parcels of up to 15 acres.

### *Commercial*

Findings from the retail market analysis show that there is potential for a Neighborhood/Town Center on Silver Spring Drive, and an opportunity to improve the Mill Road Shopping Center on North 76<sup>th</sup> Street. The “town center” would be a pedestrian-oriented center that provides a wide range of quality neighborhood retail stores and community service-oriented uses. North 76<sup>th</sup> Street, with a focus on the Mill Road Center, should be enhanced as a highway oriented shopping area with uses serving both the local and broader communities.

### *Residential*

Given the market findings, the following strategies should be pursued to provide better housing options for area residents and to stabilize residential neighborhoods in the Havenwoods Area:

- Increase home ownership rates: The home ownership rate in the Havenwoods Area declined from 53% to 50% from 1990, with most of this decline occurring in the past five years (52% to 50%). However, findings from the market analysis indicated that approximately 20% of the residents who currently rent could afford to purchase housing in the southern end of the study area. These residents should be targeted through home ownership counseling and programs that can offer financial assistance.
- Assist in the rehabilitation of existing housing stock: The rehabilitation of existing housing stock will increase value, improve the overall appearance of the area, and provide better housing opportunities for area residents. There has been a trend of conversion of owner-occupied duplex units to rental units, which has led to the decline of home ownership rates and led to a decline of the housing stock because of some absentee landlords.
- Encourage market-rate infill housing: Housing prices in the northern end of the study area appear to be high enough to support infill market-rate housing. New market-rate housing would need to be priced at the top of the current market plus 20% (approximately \$110,000 to \$125,000).

## **5.0 Development Plan Goals & Strategy**

There are eight overarching goals of the redevelopment plan and strategy. These goals are intended to revitalize the Havenwoods Area as a mixed-use area with industrial, residential, and commercial uses reinforcing each other.

- Encourage the Havenwoods Area to be a Live-Work Community

- Define, Strengthen, and Market the Industrial Core
- There are three key sites with large tracts of vacant industrially zoned land that should be targeted for high-quality urban industrial park development, including:
  - Bacher Farm site
  - The vacant site at the northeast corner West Florist Avenue and North 73<sup>rd</sup> Street, immediately west of the OMC facility
  - A City-owned site located at the northwest intersection of the West Mill Road and North 60<sup>th</sup> Street
- Protect and Stabilize Surrounding Residential Areas
- Encourage Rehabilitation and Ownership Support in Residential Neighborhoods
- Support Neighborhood Commercial and Service Center on West Silver Spring Drive: The neighborhood-level commercial and community service center should be concentrated between North 60<sup>th</sup> and North 64<sup>th</sup> Streets, where the existing Ace Mall and Silver Spring Shopping Center
- Preserve Mill Road Center and Other Commercial Establishments on North 76<sup>th</sup> Street
- Implement Urban Design and Streetscape Improvements

## 6.0 Catalytic Projects

The following projects were considered high-priority and in need of immediate attention. They were identified as having the potential to act as a catalyst for additional developments and to bring the most immediate benefit to the area (i.e. job creation, high visibility, increase in tax base).

- Create Havenwoods Industrial District
- Implement New Business Park – Bacher Farm Site
- Design/Develop West Silver Spring Drive Streetscape and Commercial Revitalization
- Implement New Industrial Business Park – Florist Avenue/North 73<sup>rd</sup> Street
- Implement New Industrial Business Park – Good Hope Business Center
- Encourage Use of and Expand Targeted Investment Neighborhood (TIN) Program (West Silver Spring Drive to West Douglas Avenue, North 60<sup>th</sup> Street to North 64<sup>th</sup> Street)
- Design/Develop North 76<sup>th</sup> Street Streetscape and Commercial Revitalization (corner of North 76<sup>th</sup> Street and West Mill Road)

Second and third tier projects were also identified as being important to the region overall, but they were not expected to produce the same level of immediate benefit as the catalytic projects.

### *Second Tier Projects*

- Industrial road Infill/Revitalization
- West Mill Road Industrial Infill
- Implement New Industrial Business Park – Central West Mill Road Area
- Strengthen Residential Area in the Southern End
- Open Space Expansion – Soccer Fields (just south of West Good Hope Road)

### *Third Tier Projects*

- Industrial Infill/Revitalization (Brady Corp. Site)
- Woolworth Avenue Infill/Revitalization
- Florist/Douglas Infill/Expansion