

# **21st Century Place** Fondy Farmer's Market Visioning Plan



Department of Planning  
and Landscape Architecture  
UNIVERSITY OF WISCONSIN-MADISON

# PLANNING WORKSHOP DESIGNING SUSTAINABLE & RESILIENT REGIONS

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## THE PED.DEV INITIATIVE

*A Pedestrian Oriented  
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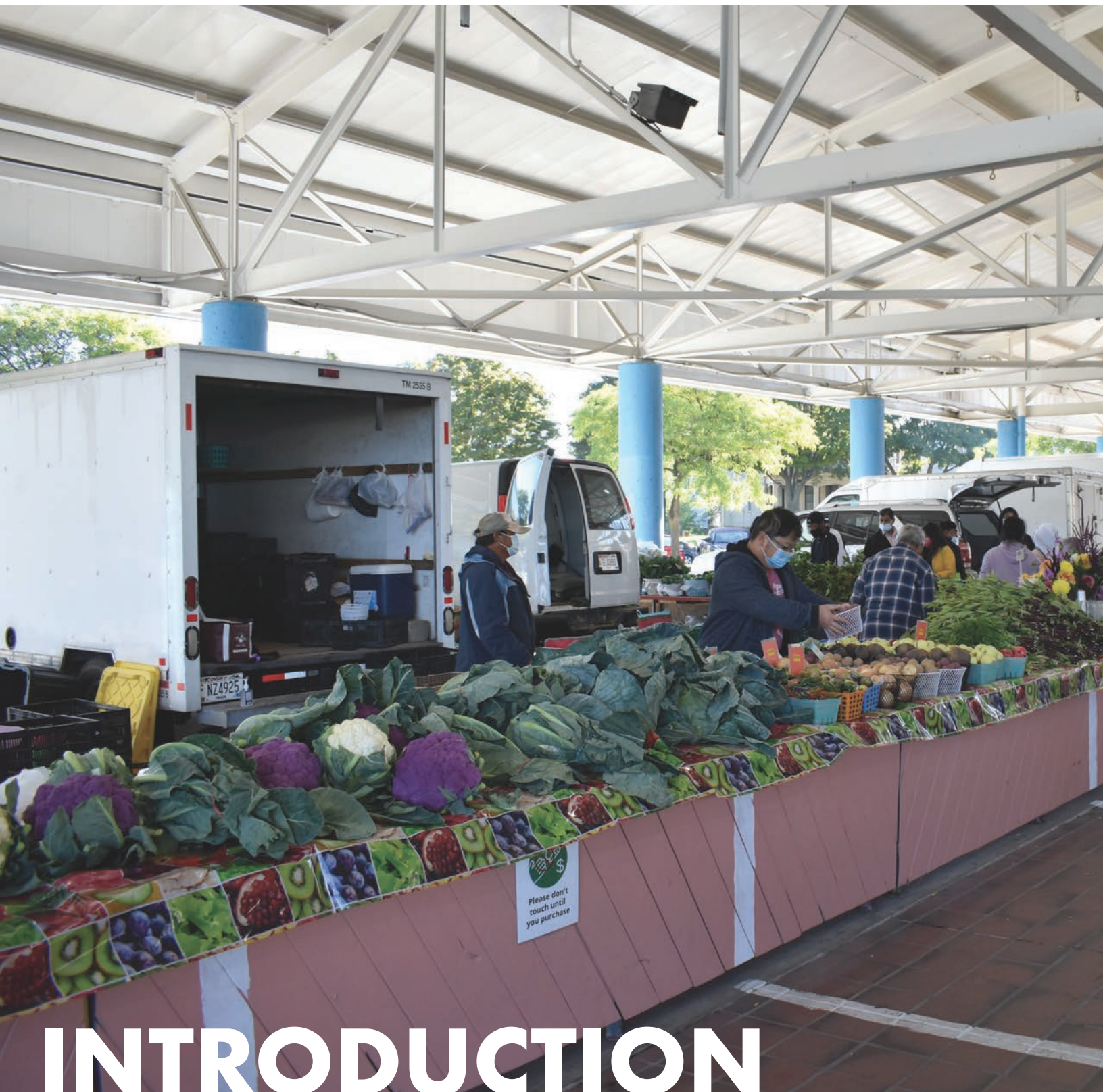
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BLA - Bachelor of Landscape Architecture  
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# INTRODUCTION





## About Workshop

The following report is a synthesis of research produced by the Fall 2020 Workshop and Regional Design course at the University of Wisconsin Madison. The course was taught by Assistant Professor Edna Ledesma with the assistance of Hanbing Liang, the course Teaching Assistant. The Regional Design and Planning Workshop emphasizes the interdisciplinary character of planning practice and provides students an opportunity to apply socioeconomic analysis, physical planning, and implementation techniques while working with a client and community stakeholders on live community-based project.

This Workshop was the first in the nascent history of the recently merged department to combine graduate students in planning and undergraduate landscape architecture students. The subject matter of the workshop was a live project for a historically underrepresented neighborhood in the city of Milwaukee.

The project site context included the historic Fondy Farmers Market, the recently established Fondy Park, vacant sites, historic fabric, a major transit corridor, and green infrastructure.





Image credit: City of Milwaukee Department of Planning



# BACKGROUND



In the fall semester of 2020, the University of Wisconsin-Madison Department of Planning and Landscape Architecture Planning (DPLA) workshop course partnered with the Fondy Farmers Market to study the Fond Du Lac and North Area in Milwaukee, Wisconsin. The course sought to explore the potential transformation of the farmers market as a new urban anchor through planning and design visioning. The visioning strategies have the potential to inform the Fond Du Lac and North Area Comprehensive Plan Update currently underway, which is led by the City of Milwaukee Department of City Development and local community non-profits in the area. The core purpose of this interdisciplinary workshop is

to address social justice in the design of the 21st century American city. The workshop therefore studies potential transformations of the district as a catalyst for social and economic change, the role of placemaking, and the significant impact that access to healthy food and community assets have in addressing mobility, health, and economic development as an extension into the downtown and the wider city context. Collaboration with local stakeholders is integral to the workshop methodology to address a socially based urban design and planning strategy that is community driven.

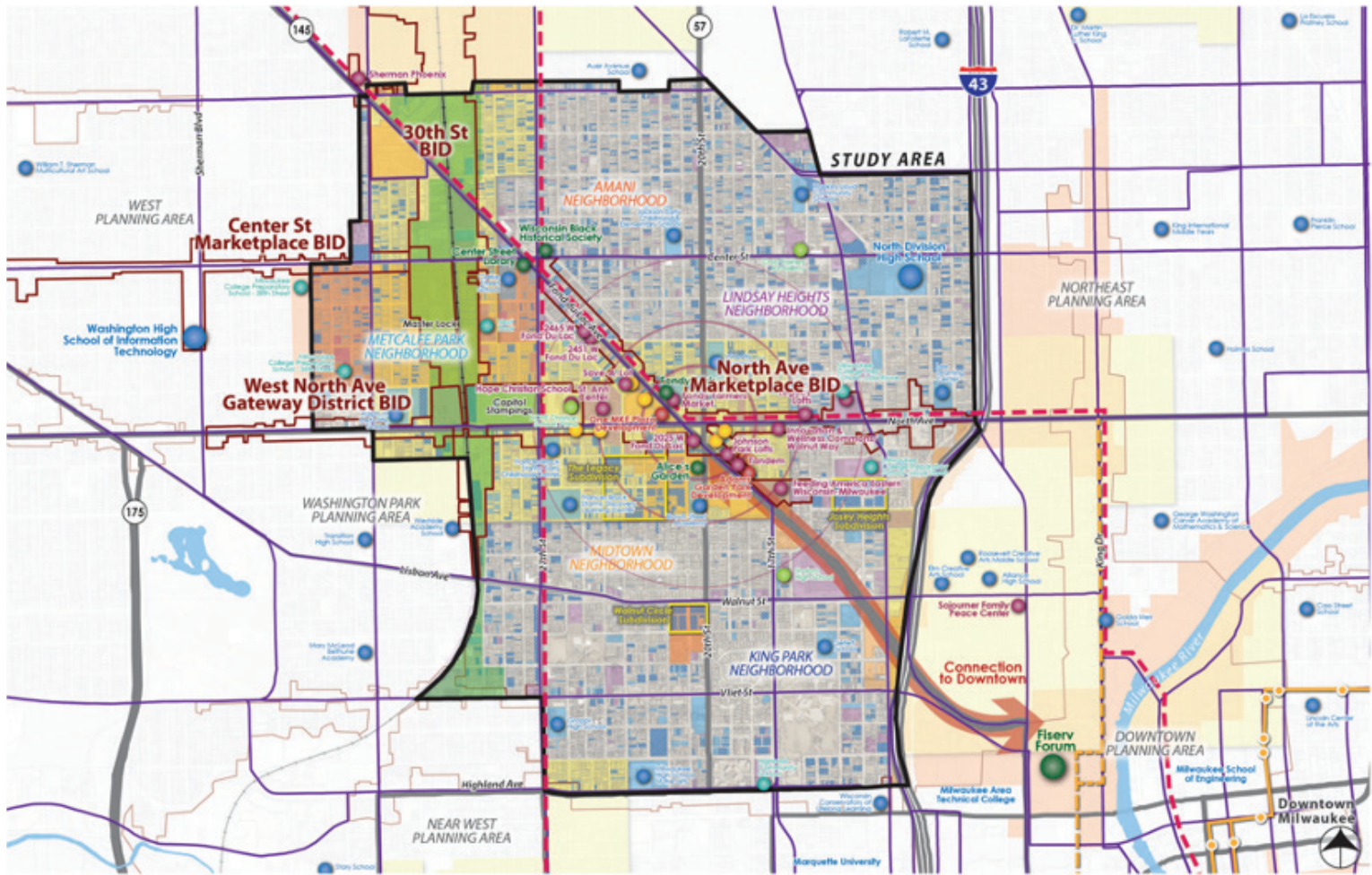


Image credit: City of Milwaukee Department of Planning

## STUDY AREA

Less than a four-minute drive from the Fiserv Forum, the Fond du Lac and North Area is poised to take advantage of significant recent public and private investments in Downtown Milwaukee, including the Deer District, the Hop Streetcar, thousands of new housing units, as well as billions of dollars in additional investment currently under construction or proposed. It is also close to numerous economic assets within the greater Milwaukee area. Fond du Lac and North Area is home to many local assets - schools, distinctive commercial corridors, community and nonprofit organizations, lively parks, and a diversity of housing types.

The Fondy Food Center connects Greater Milwaukee to local, fresh food - from farm to market to table - so that children learn better, adults live healthier, and communities celebrate cultural food traditions. From programs like Fondy Farmers Market on Milwaukee's Northside to the Milwaukee County Winter Farmers Market to the Fondy Farm - Fondy's projects work together to improve fresh, local food access for all Milwaukeeans while supporting small farmers.

**Top:** Fond du Lac and North Area Plan, update is currently underway.

**Top Right:** Shoppers at Fondy Market  
**Bottom Left:** Fond du Lac and North neighborhood community workshop





Image credit: Edna Ledesma



Image credit: City of Milwaukee Department of Planning





The core purpose of this **interdisciplinary** workshop was to address **social justice** in the design of the 21st century American city. The workshop therefore studied **potential transformations of the district** as a catalyst for **social and economic change**, the role of **placemaking**, and the significant impact that **access to healthy food** and **community assets** have in addressing mobility, health, and economic development as an extension into the downtown and the wider city context.

**Collaboration with local stakeholders** was integral to the workshop methodology to address a **socially based urban design and planning strategy** that is community driven.



**Top:** Student and Professor Ledesma talking with local resident from Fond du Lac and North neighborhood

**Bottom:** Meeting with Jennifer Casey, the Director of Fondy Food Center

## CHALLENGES

# PROJECT PARTNERS

The workshop built on the momentum of local grassroots organizations and worked in partnership with the community and UW Madison to address potential redevelopment schemes. Stakeholders included:

- **Fondy Center**
- **Fondy Farmers Market**
- **Fondy Park**
- **City of Milwaukee**
- **Kaufmann Lab for the Study of Food Systems (UW-Madison)**
- **ESRI**

The Department of Planning and Landscape Architecture (DPLA) at the University of Wisconsin-Madison's partnership the Fondy Farmers Market began in February 2020. The market management was interested in integrating student visioning into the ongoing planning process of the Fond du Lac and North Area Plan. DPLA then engaged with the City of Milwaukee's Department of City Development to align the scope of the Workshop with the city's efforts.

As Workshop preparations were underway, the course forged an additional partnership with ESRI's educational team to use ArcGIS Urban as a platform for virtual planning and design collaboration. ArcGIS Urban enables planners and design professionals to collaborate across teams with a web-based 3D application that supports scenario planning and impact assessment. In March 2020, while course preparations and they partnerships were being forged, everything changed with the novel coronavirus disease (COVID-19).



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## Fieldwork

Our class spent a day of field studies at the study area Fondy Farmer's Market, and the Fond du Lac and North Avenue neighborhood. The trip was thoughtfully arranged to help students make local and regional connections, that included a site visit, tour around the neighborhood, and visit to multiple destinations in Downtown Milwaukee.

### Trip Agenda:

Neighborhood Eco Tour

Site observation and documentation

Windshield surveys of neighborhood anchors

Meeting with local stakeholders

Pabst Brewery District

Tour at Downtown Milwaukee

Tour at Third Ward Redevelopment







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THIS FOOD IS FREE!  
TAKE WHAT YOU NEED.  
GIVE WHAT YOU CAN.

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LEARN MORE?  
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**Left:** Residents at Alice's Garden

**Top right:** Students taking notes while learning about the neighborhood

**Middle:** Students learning from Director Jennifer at Fondy Market

**Bottom:** During site visit, Professor Ledesma talks about the local conditions and on site observations.





# IMPACT OF COVID-19



The COVID-19 pandemic has changed the way that engagement could take place. While engaging with communities and larger populations during the pandemic, it was important to understand the needs of specific groups who might experience barriers in accessing information, care, and support, or be at higher risk of exposure and secondary impacts. This may include children and adults with disabilities, who make up an estimated 15 percent of the population. To address the challenges of engagement due to the global pandemic, the Workshop adapted in several ways.

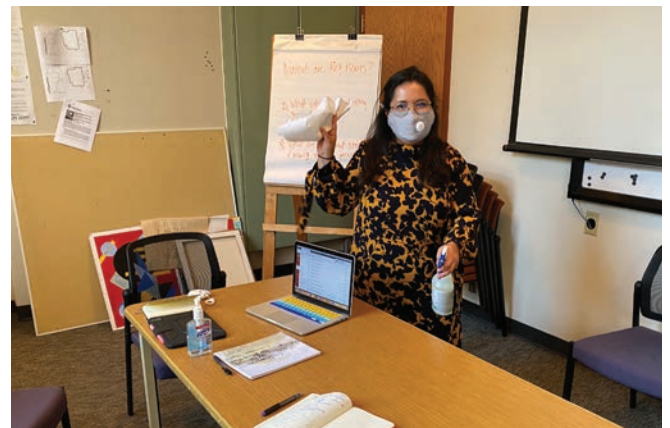
A key learning outcome of the Workshop was the integration of community engagement through partnerships. Equitable Community Engagement is the practice of using multiple strategies to provide opportunities for all stakeholders – particularly those historically excluded, underrepresented, or under-resourced – to be informed and participate in public planning and decision-making for equitable results.



**Top:** Students and professor at studio, mask on!

**Right:** Our guest reviewer Pico was extra critical at Studio.

**Bottom:** Professor Ledesma following CDC guidelines after meetings.



## Virtual Learning

The course first had to shift to a predominately virtual teaching modality, which impacted students' ability to collaborate in teams remotely. To address this challenge, the workshop partnered with Esri's Smart Cities team to integrate ArcGIS Urban as a platform to facilitate simultaneous collaboration. ArcGIS Urban offers students time saving tools by streamlining the creation and sharing of development scenarios that integrate zoning and land use plans.

ArcGIS Urban has provided the workshop the ability to collaborate simulating a real-world planning environment in the context the Fund du Lac and the North Area of Milwaukee. The tool allows students to visualize in real time what a change to the zoning code would mean for building forms as well as generate quick output of development metrics that facilitate quantifying impact.

Next, the course redefined their fieldwork methodology to ensure social distance guidelines were enforced. The workshop was able to travel to Milwaukee in mid-September to carry out a comprehensive site survey and fieldwork documentation. Additionally, they met with community partners at the market. Attendees followed the COVID-19 safety protocol enforced by Fondy Farmers Market, which included social distancing and wearing facemasks at all times. Students relied heavily on windshield surveys and site observations as part of the documentation process.

Finally, community engagement had to shift to



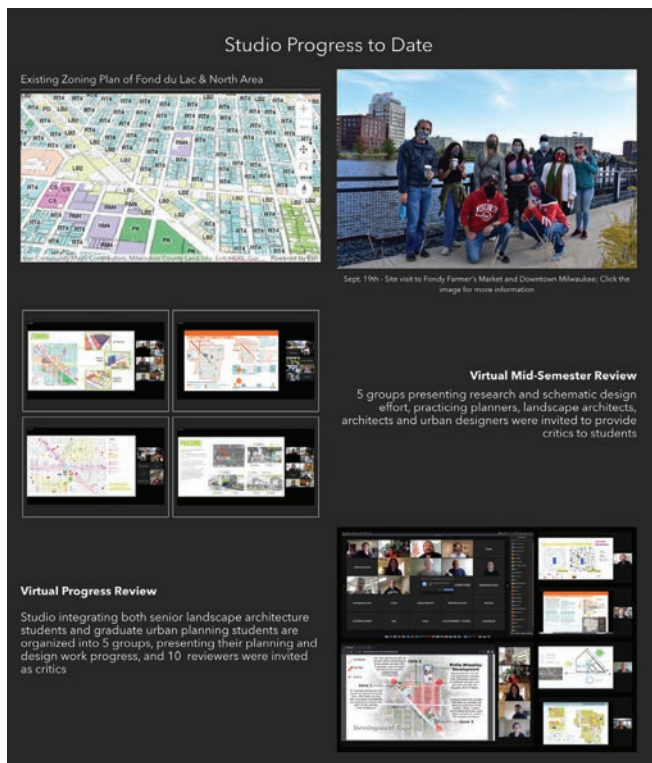
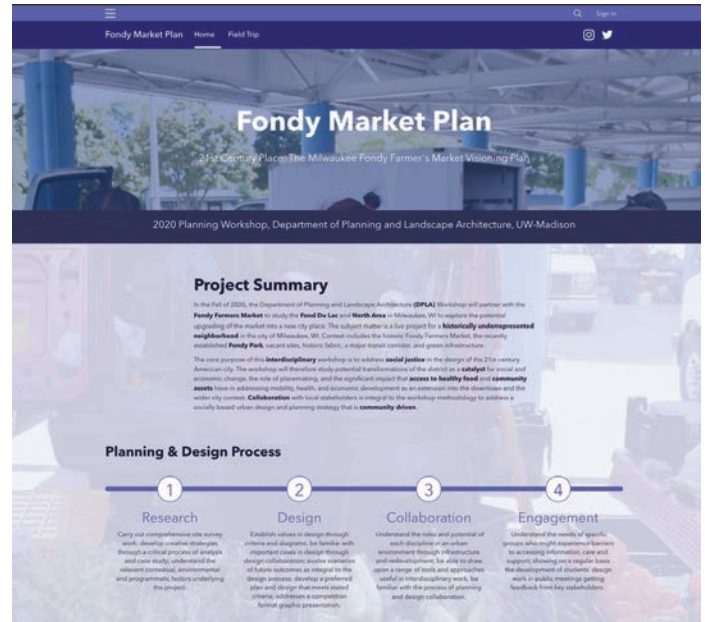
Projects being virtually presented via Zoom

digital platforms. The workshop was not able to host large events like public meetings and focus groups. Instead, it relied on local knowledge and community feedback previously collected by the City of Milwaukee Department of City Development and the Fondy Farmers Market. Students had an opportunity to present their initial schematic designs in a virtual public meeting to receive feedback from key stakeholders in October 2020.



# Documenting Research using ArcGIS Hub

ArcGIS Hub was used to document how the research and design process for the workshop evolved over the course of one semester. Students of the workshop created this ArcGIS Hub site to include up-to-date information of our ongoing virtual review process, information on public presentations, publicly published plans, and general information of the project and about our community partners. Visitors to the site can navigate and virtually explore the 3D scenario plans made using ArcGIS Urban. Much like a website, ArcGIS Hub allows site managers to add multiple pages, or subpages, and we used that feature to add pictures and summaries of our fieldwork.







Students from Planning Workshop and Professor Ledesma at Pabst Brewery District in Milwaukee





# DESIGN PROPOSALS



## About the Market

The following sections explore five distinct scenarios of the Fond du Lac and North Planning Area. These scenarios are meant to inform visioning for redevelopment all informed through community input collected by local organization and the City of Milwaukee. A key unifying concept of these scenarios is the importance that the Fondy Farmers Markets has in serving a key community center for these districts.

The Fondy Farmers Market is a century old market and Milwaukee's largest and most diverse farmers market, as well as the springboard for Fondy Food Center's healthy food efforts. The open-air market creates space for the community-shoppers of all ages, organization representatives, artists, and performers - to connect with each other, and the more than 40 farmers and local food producers who sell at the Market from May through November. Tens of thousands of shoppers visit the market each year - primarily drawing from Milwaukee's North Side, but welcoming visitors from across the region.



# CORRIDORS: Crossing the Threshold for Equity



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Mia LaFond  
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The Fondy & North Neighborhood was once a thriving community in the first half of the 20th Century with many industrial companies and job opportunities. After the fall of Milwaukee’s industry in the mid-1960s, the Fond du Lac & North Neighborhood suffered from significant disinvestment, decades of inequitable racial and economic practices such as redlining, coupled with the subsequent national subprime mortgage crisis and the great recession dramatically affected the neighborhood.

However, the neighborhood still has many assets, including close proximity to downtown, easy access to freeways and major bus routes, historic and architectural charm, and a strong community, with a variety of community institutions and organizations.

Today, the ongoing resurgence of Downtown Milwaukee offers opportunities for “spillover” into surrounding neighborhoods such as Fond du Lac and North that, despite low and modest household incomes and long-term disinvestment, offer out-

standing access to regional centers of activity and significant aggregate spending power.

As we aim to mitigate the inequity in the neighborhood, the site analysis studied demographics and vacancy of the site and indicators on 5 aspects: employment and commerce, transportation, and health conditions.

We pursued a three phased approach acknowledging the risk of displacement along with the fear and concern often experienced by residents of historically disinvested neighborhoods.

PHASE 1 is cognizant of the importance of establishing and securing the local community to reduce displacement effects in the future.

PHASE 2 is focused on generating and keeping wealth in the community, enhancing community culture, and reinforcing sovereignty.

PHASE 3 relies on more place based and community driven supported future.







# INTRODUCTION

The Fondy & North neighborhood was once a thriving community in the first half of the 20th century with many industrial companies and job opportunities. After the fall of Milwaukee's industry in the mid-1960s, the Fond du Lac & North neighborhood suffered from significant disinvestment, decades of inequitable racial and economic practices such as redlining (Figure 1), coupled with the subsequent national subprime mortgage crisis and the Great Recession dramatically affected the neighborhood.

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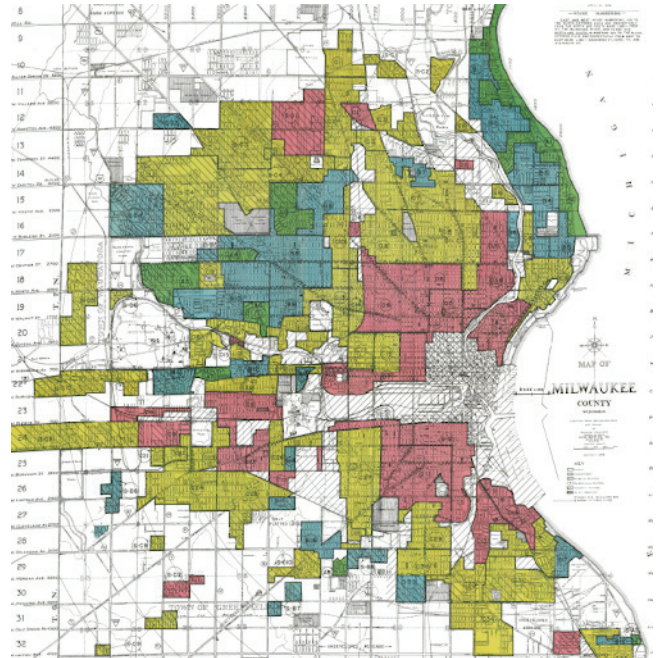


Figure 1: Milwaukee Redlining Map



Figure 2: Historic Fond du Lac and North

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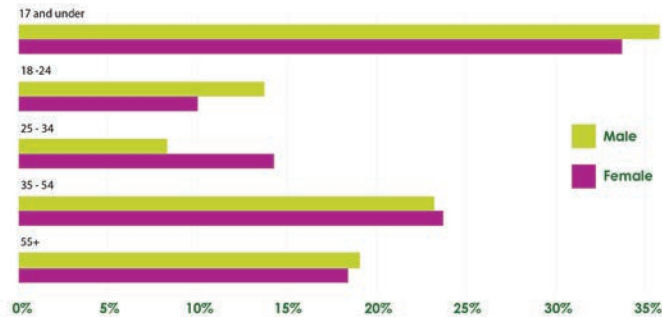
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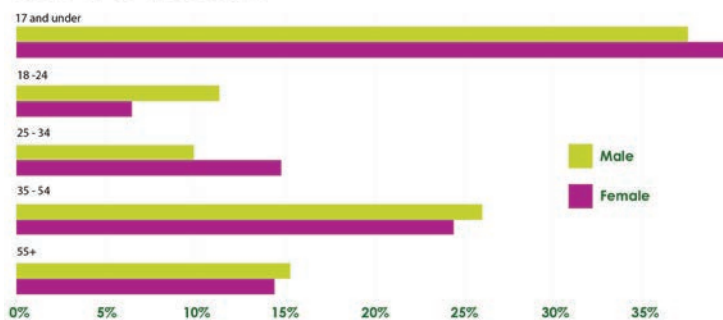
Figure 3: IKON Hotel



## AMANI



## LINDSAY HEIGHTS



## CITY OF MILWAUKEE

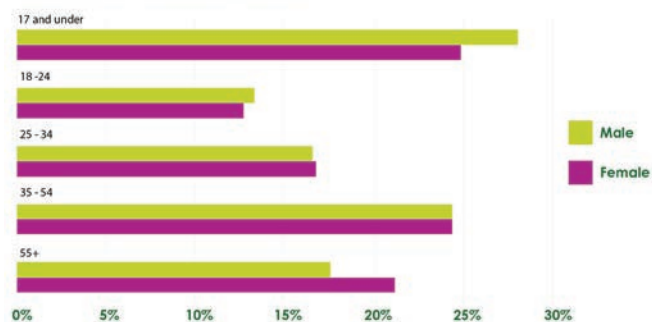


Figure 4: Population by Age And Sex

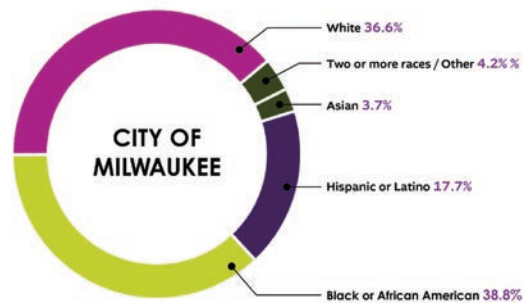
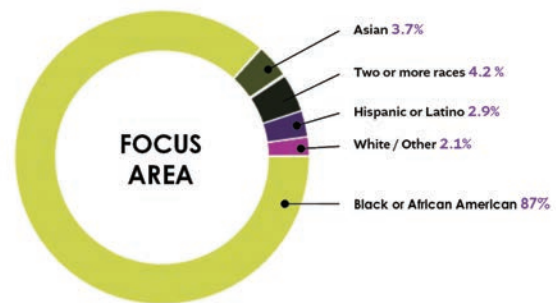


Figure 5: Population by Race

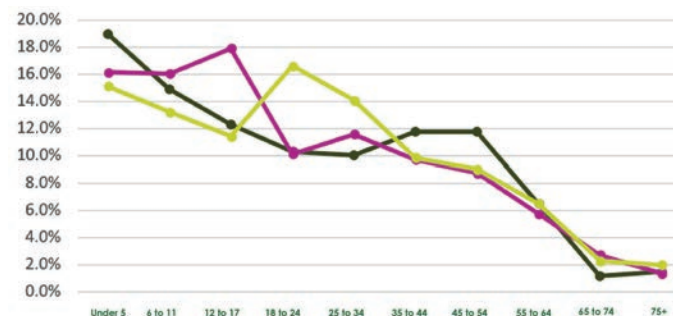


Figure 6: Poverty Status By Age

## DEMOGRAPHICS

There are two key demographic statistics that stand out. The first one is the concentrated African American population relevant due to the historic racially motivated disinvestment. 90% of residents in the focus area are African Americans, which is much higher than 39% of the city (Figure 5).

The second one is the high percentage of youth. The percentage of Population in the neighborhood under age 18 is 15% greater than the city of Milwaukee (Figure 4).

The median household income is way below the city median. 49% of residents living below the poverty level. Part of equity is the ability to generate wealth and build wealth that extends to the entire community.

# VACANCIES IN MILWAUKEE & STUDY AREA

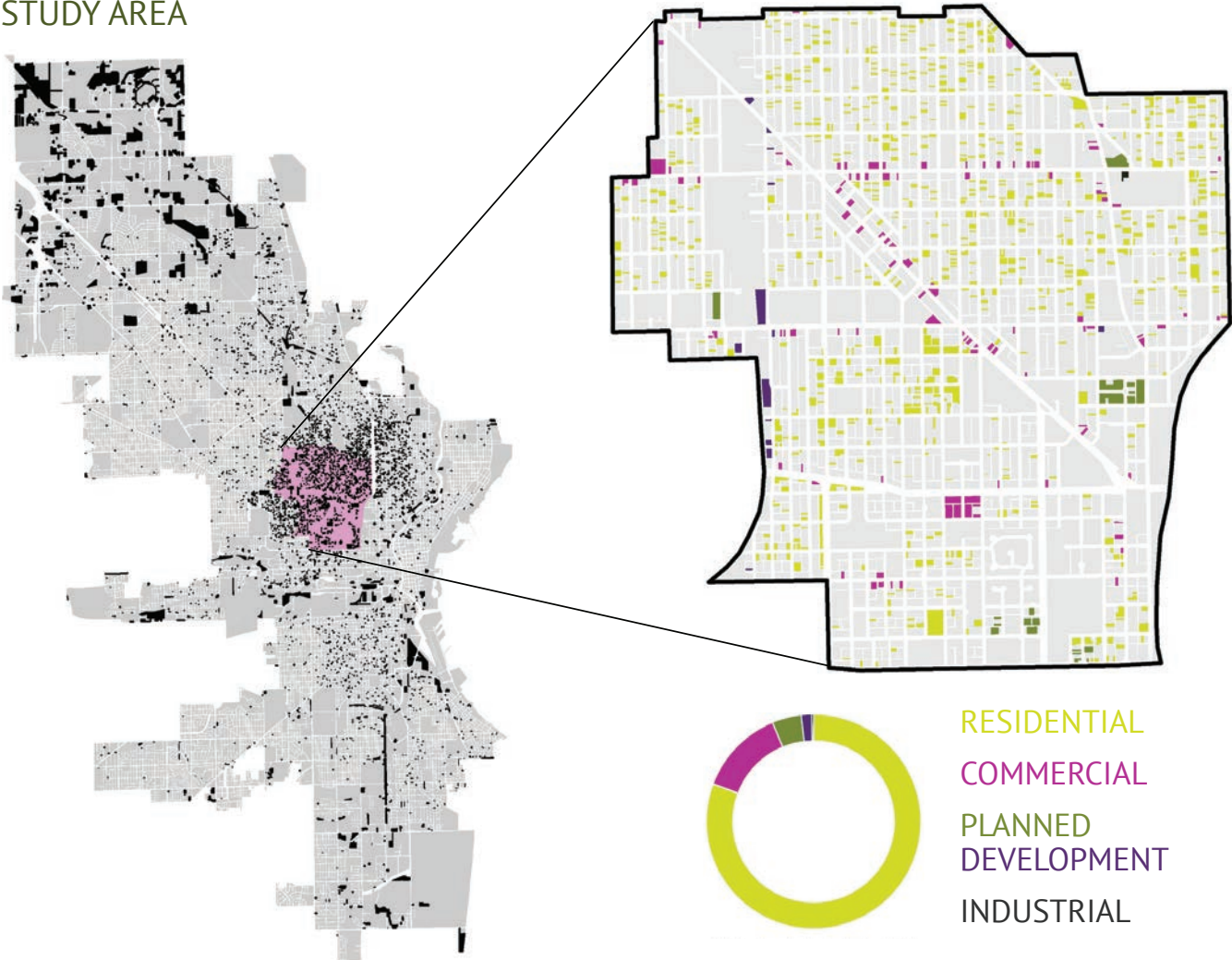


Figure 7: Vacancies in Milwaukee and Fond du Lac and North Area

## VACANCY

One of the most noticeable features of this geographic area is the amount of vacancy (Figure 7). Of all the parcels in Fond Du Lac and North, 25% are vacant, with the city owning the majority of the parcels, with a total acreage of 134 (Figure 8). Vacant properties can decrease property value, reduce the vibrancy potential of the community, and impact how people interact and perceive a place. By clustering, we can begin to see the greater potential for a productive and responsive infill.

Table: Vacancy by Ownership		
	Number of Parcels	Acreage Covered
Total	1,927*	218
Private Ownership	625	84
City Ownership	1,302	134
	Clustered Acreage Size	Number of Units
	<0.25	712
	0.25 – 0.5	89
	0.5 – 1.0	20
	> 1.0	8

\*Nearly 25% of all parcels located in the Fond Du Lac & North boundary are vacant.

Figure 8: Fond du Lac and North Vacancies by Ownership



# EMPLOYMENT & COMMERCE

The area suffers from increased unemployment with 29% of people aged 20-64 in the focus area are unemployed, compared to 12% citywide (Figure 9).

Jobs in the area are mainly small businesses. 70% of businesses in focus area have fewer than 10 employees and there are no business on-site have greater than 250 employees.

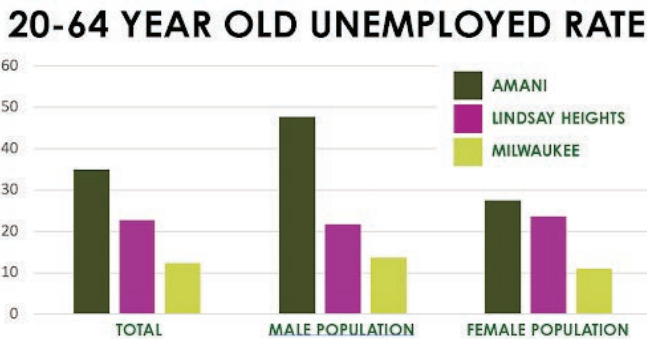


Figure 9: 20-64 Year Old Unemployed Rate

# MEDIAN HOUSEHOLD INCOME

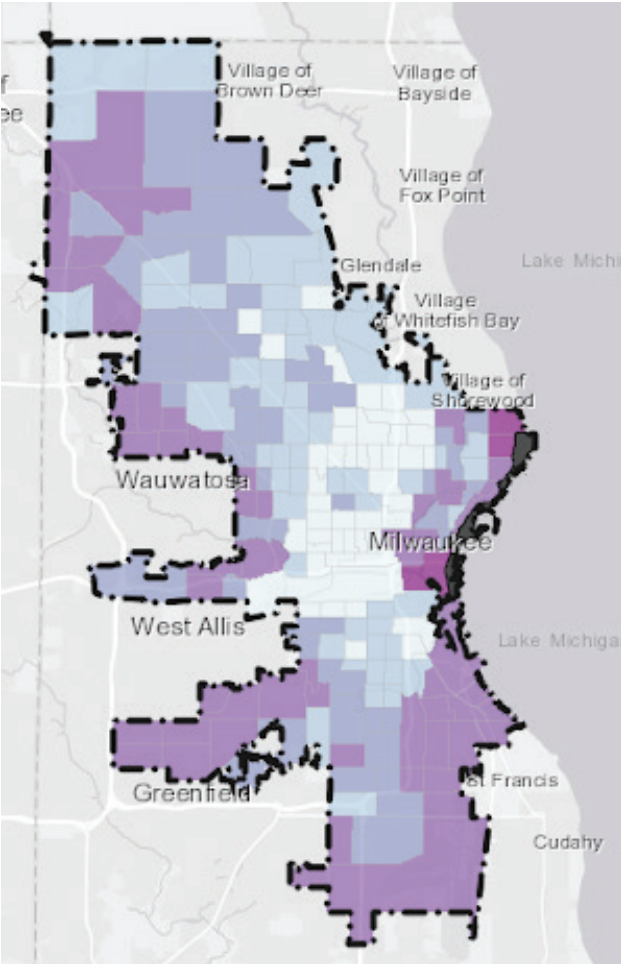


Figure 10: Milwaukee Median Household Income

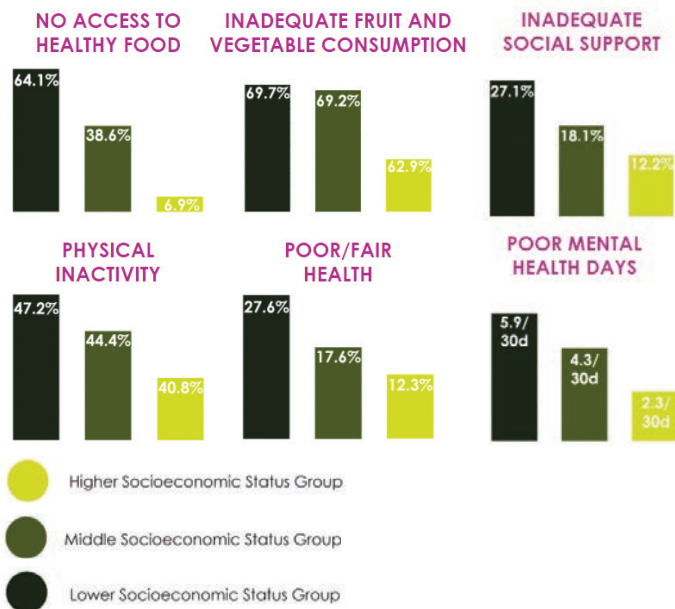


Figure 11: Health Statistics for Socioeconomic Groups

# HEALTH

In the Milwaukee Health Report, ZIP codes were ranked and divided into the lower, middle, and higher socioeconomic status groups. Our study area, mainly located at 53205, is the lowest on this list.

The disparity between High and low socioeconomic status is alarming for both physical and mental health, and food insecurity is also a major problem (Figure 11).

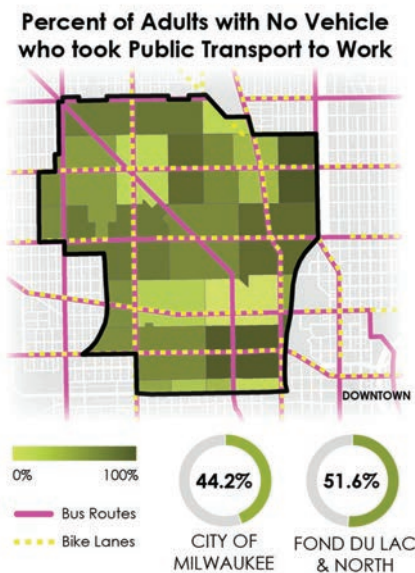
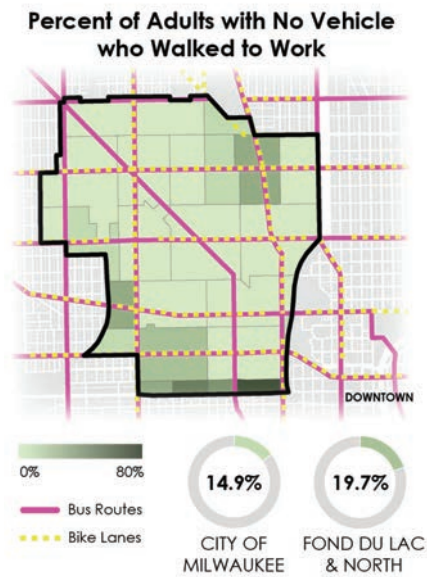
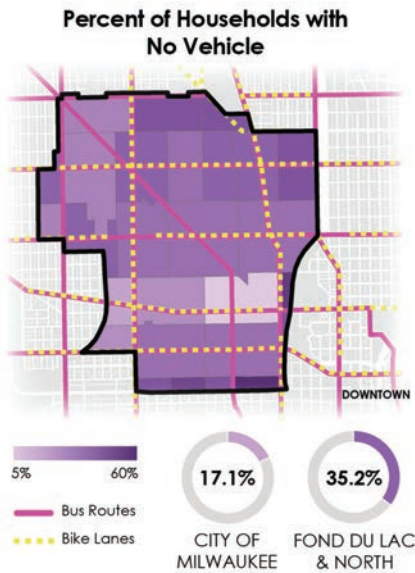


Figure 12: Vehicle Ownership and Transportation to Work

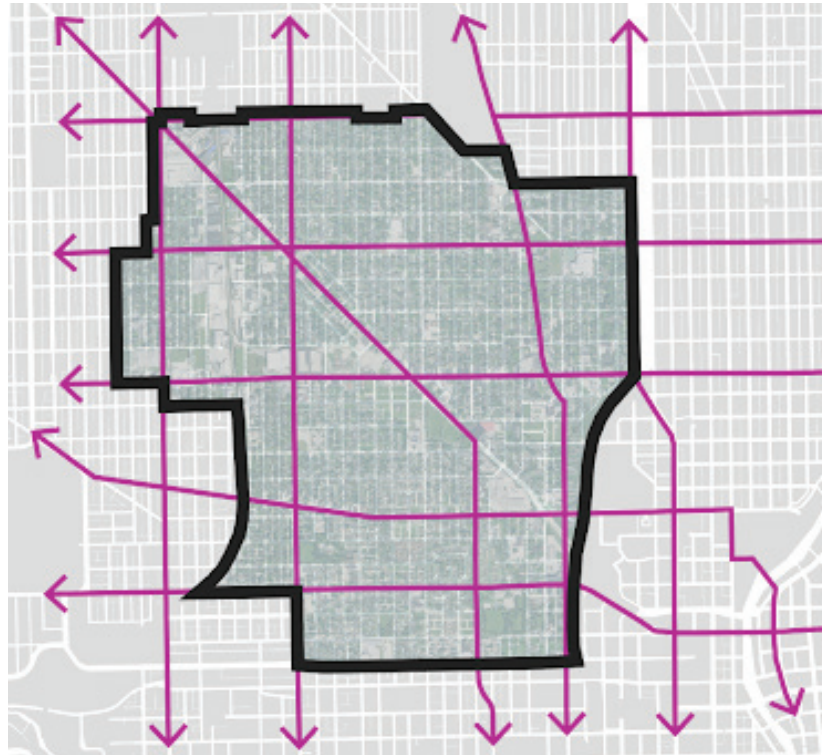


Figure 13: Existing Bus Routes

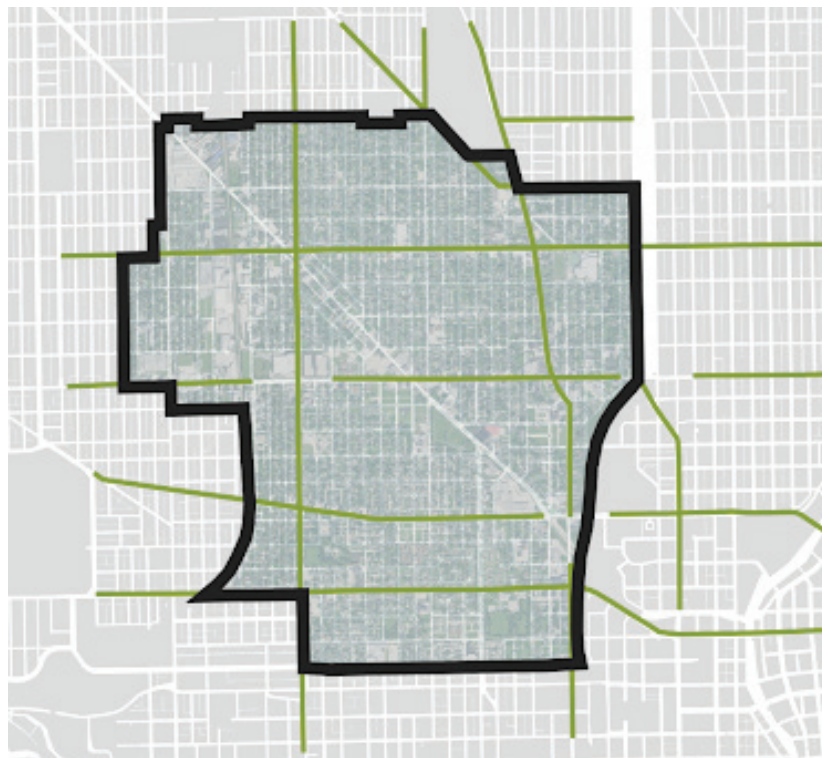


Figure 14: Existing Bike Lanes



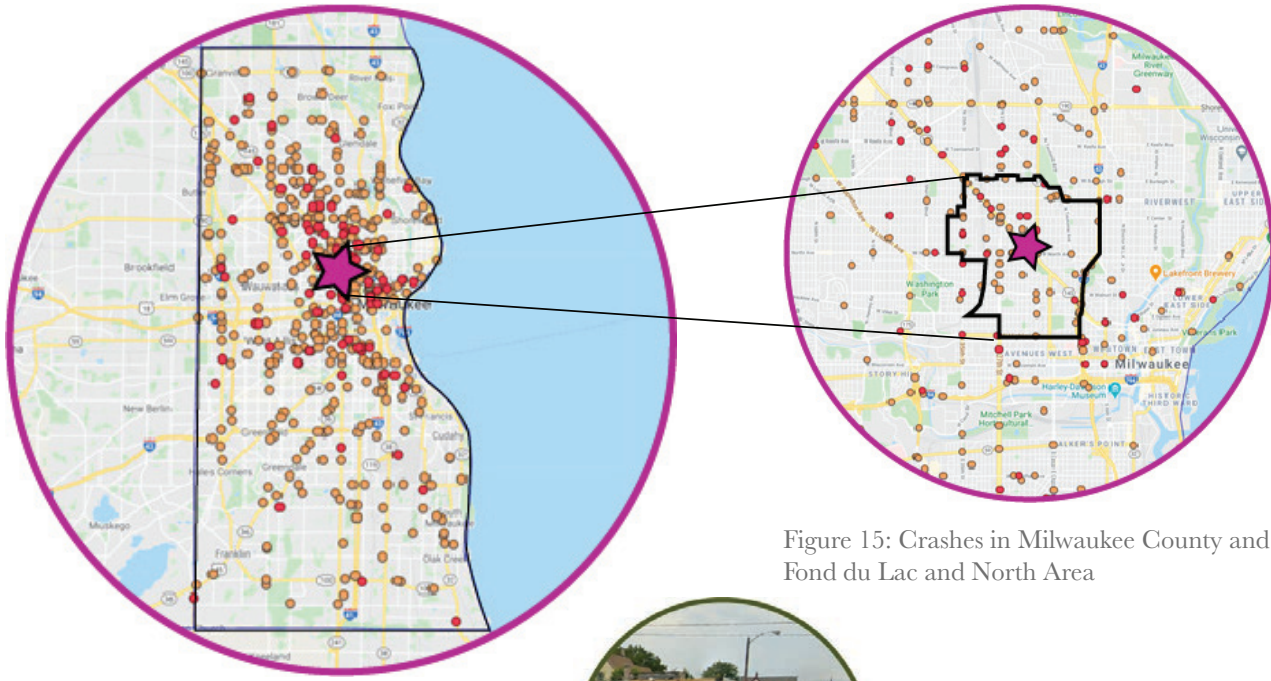


Figure 15: Crashes in Milwaukee County and the Fond du Lac and North Area



Figure 16: Car in Bike Lane

## TRANSPORTATION

Our analysis observed low car ownership in the neighborhood compared to Milwaukee and therefore, the residents are highly dependent on walking and public transportation (Figure 12). The neighborhood is geographically close to downtown, but it takes 30-40 minutes to get there by bus during weekday rush hour, due to a lack of a direct route to downtown (Figure 13).

Another finding of the site is the unsafe environment for pedestrians and bicyclists. During community planning meeting with the City, many residents of the Fond du Lac and North area mentioned issues of safety such as reckless driving, speeding, and vehicles driving in the bike lanes (Figures 15, 16, and 17).

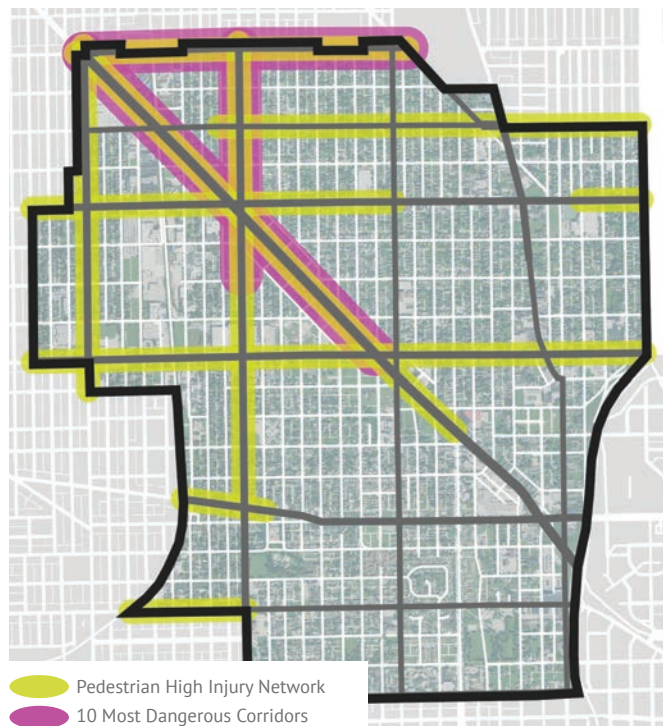
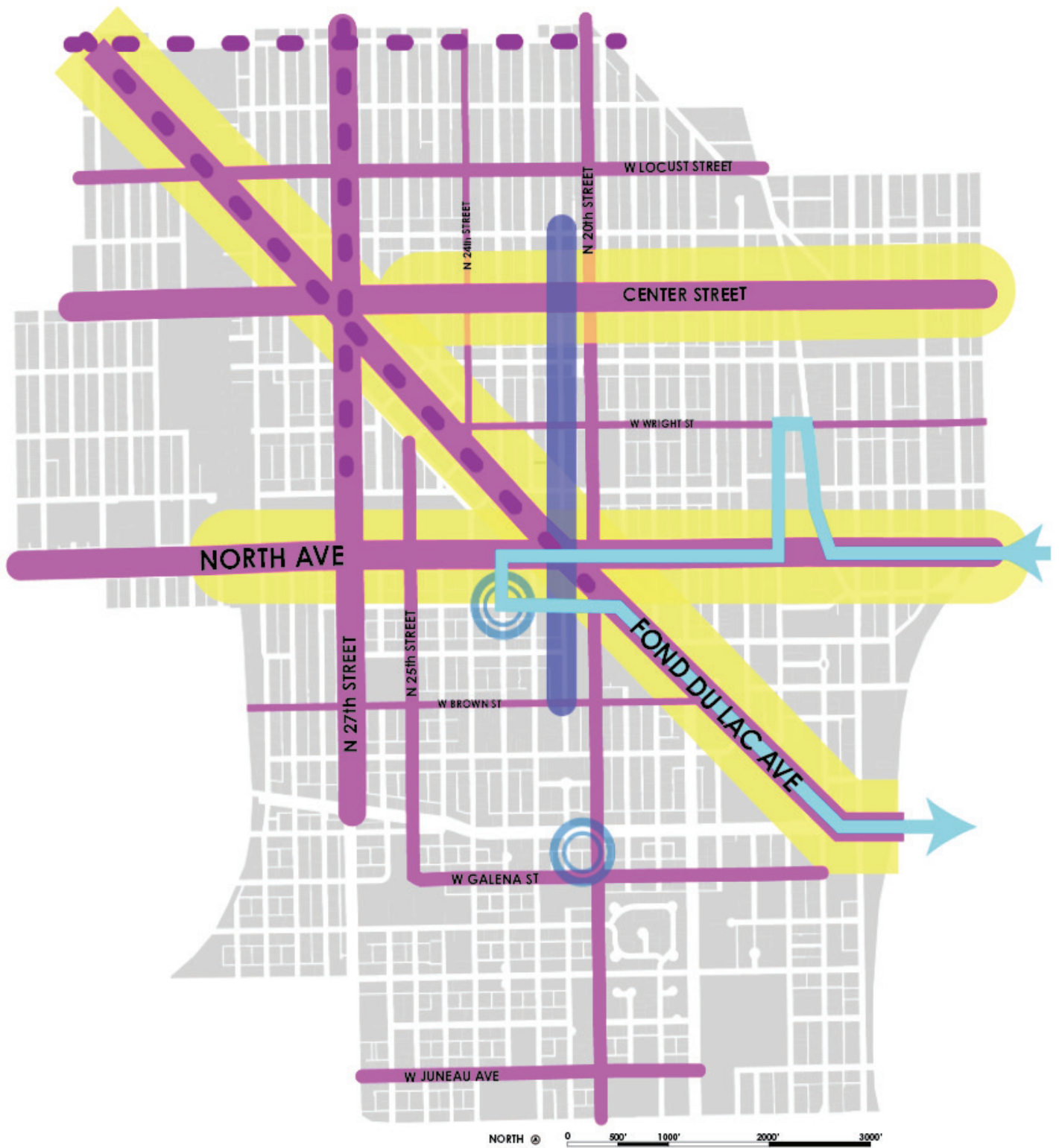


Figure 17: Top 10 Most Dangerous Corridors and Pedestrian High Injury Network



- |  |  |
|--|--|
|  Economic Corridor Initiative |  Transportation Corridor Initiative |
|  Healthy Corridor Initiative  |  Education Corridor Initiative      |

Figure 18: Corridors Master Plan



# MASTER PLAN

For generations communities of color have borne the burdens of inequitable policies, practices, and investments. These long-standing systems of toxic inequality are visible in people's health, income, opportunity, mobility, and choice. An analysis of the Fond du Lac and North Ave Area reveals a historic lack of investment, producing a highly underserved community characterized by derelict and vacant properties, poverty and high unemployment, health and well-being concerns, an unsafe built environment, and other ailments so often found in today's American inner-city.

Our Masterplan will focus on economic, educational, healthy, and mobility-oriented corridors and use equity as a lens to envision the “doorways” to a thriving community. In the context of the built environment, corridors provide a way to mitigate inequities found throughout Fond Du Lac and North and provides for the most centrally oriented impact and connection. We have identified four types of corridors, focused on the economy, health, transportation, and education (Figure X: Masterplan).

We pursued a three phased approach acknowledging the risk of displacement along with the fear and concern often experienced by residents of historically disinvested neighborhoods. The three phased approach is visualized through a matrix (Figure X: Matrix) . Horizontally, the matrix depicts the phases. Vertically, you can see each of our corridor interventions as we transition from phase to phase.

**PHASE 1** is cognizant of the importance of establishing and securing the local community to reduce displacement effects in the future. As such, phase one, homes in with working what is there and making sure it remains. This is also focused on less resource intensive development and strategies, as well as more long-term projects that need the time to develop early.

**PHASE 2** is focused on generating and keeping wealth in the community, enhancing community culture, and reinforcing sovereignty. Wealth accumulation for households and individuals is vital to breaking the cycle of intergenerational poverty. Revenue generation is vital for the community to finance future projects. We believe that wealth accumulation for households and revenue generation for the community need to be tied to ensure capital stays, builds, and grow with the community.

**PHASE 3** relies on more place based and community driven supported future. This phase is aimed at making permanent was the community is positively responsive to and giving the community more sway in envisioning how their community should look like moving forward and adapting to any unaccounted-for externalities.

This study had a two-tiered approach starting at the neighborhood plan scale and identifying areas facing acute hardships. Then locating zones where targeted action will reverberate out to the broader community.

We will now explore how each corridor will approach each phase of the master plan.

# MASTER PLAN MATRIX

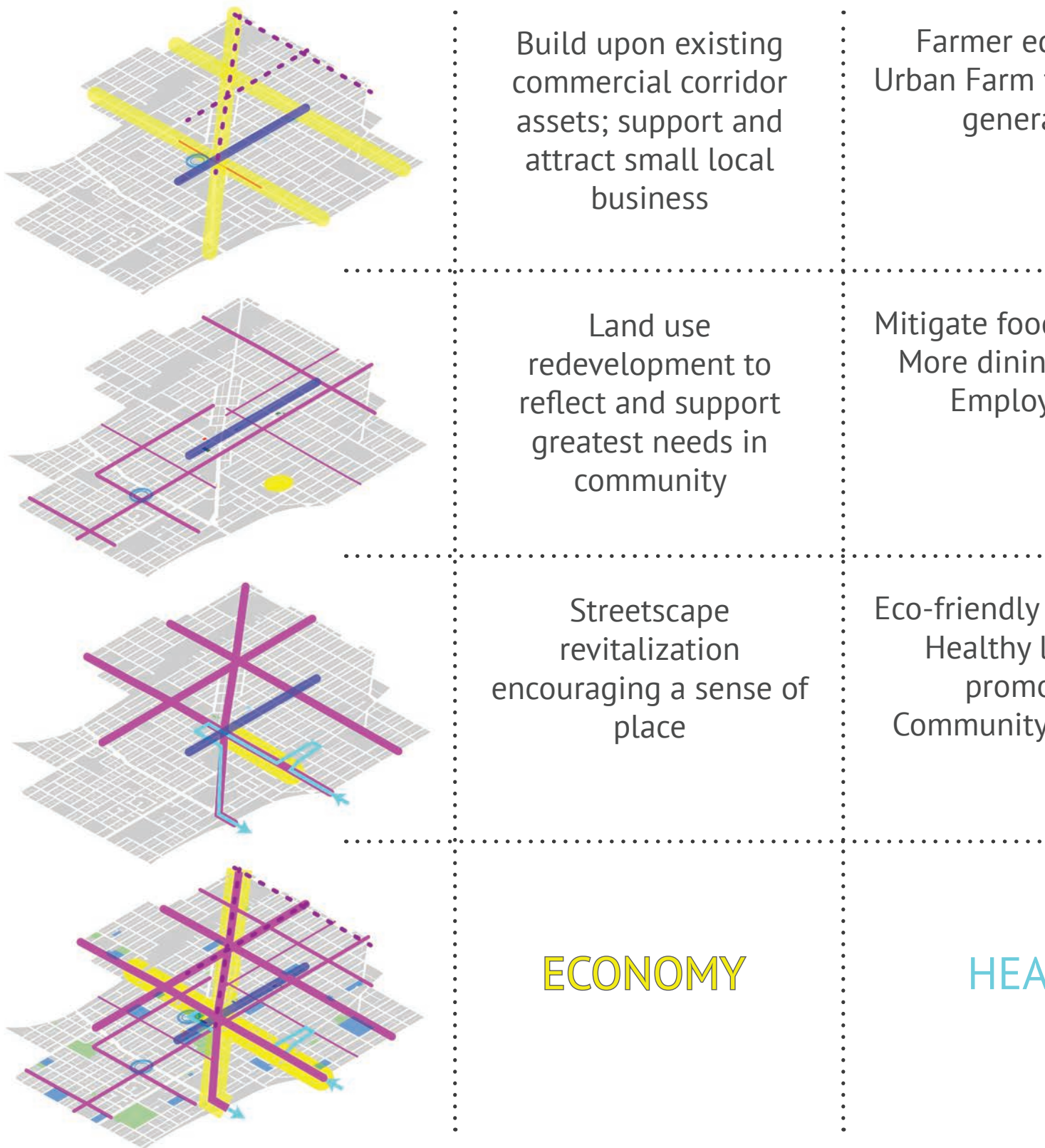


Figure 19: Corridors Master Plan Matrix



Education  
for revenue  
generating

Pedestrian safety  
through site-specific  
tactical urbanism

Strengthen existing  
intergenerational  
social fabric and affix  
continued investment  
in youth education to  
land.

Food insecurity  
growing options  
employment

Shift bicycle  
infrastructure focus to  
non-arterials

Green revenue  
generating workforce  
development training.

Community  
lifestyle  
option  
inclusion

Develop multi-modal  
arterial corridors that  
prioritize non-car  
options

Place-based wondering  
and identity. Secure  
the future for  
community driven infill  
development.



Figure 20: Existing Building Typologies

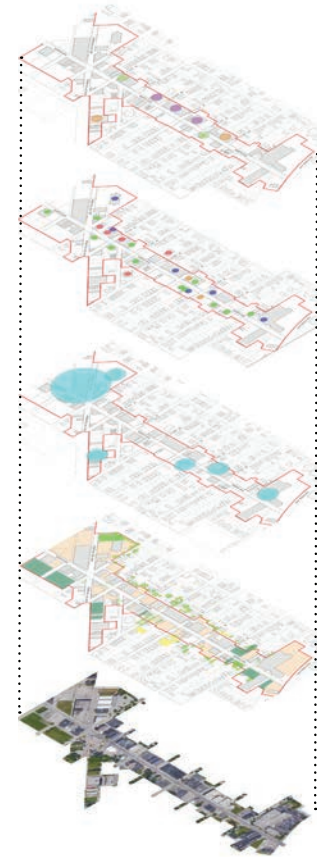


Figure 21: Economic Corridor Analysis

## ECONOMIC CORRIDOR - NORTH AVE. REVITALIZATION

North Avenue is a major East-West thoroughfare for the Fond Du Lac & North area with proximity to downtown. It holds a variety of urban building typologies such as the historic corner store, commercial, and a former factory-industrial space (Figure 20). North Avenue currently serves as one of the backbones of commerce in the area, locally known and reflective of the vibrancy and loyal customer base of the community. North Avenue is a distinctive corridor with established entities, a significant number of vacant properties and a lot of momentum (Figure 21). Integral to our focus on equity, a majority percentage of the businesses on North Avenue must be person of color and locally owned to be representative of the community demographics. When paired with resources from local BIDs and Brew City Match, resident- and minority-owned startup businesses stand a greater chance of succeeding in the long run.

**PHASE 1:** Generate inclusive economic development that will produce jobs by supporting, enhancing, and attracting small local businesses to the corridor.

To overcome lack of traditional financial resources, pursue community ownership, equity ownership, and workers collective models, which rely on shared investment to get started and which provide benefits to its membership/owners/employees (Figure 21).

**PHASE 2:** Land use infill redevelopment to reflect and support greatest needs in community (Figure 22).

Identify sites in the Fond du Lac and North intersection that can be targeted for reinvestment and for specific uses, potentially connected to businesses growing out of the Brew City Match program. Consider issues or potential barriers to advancing redevelopment or reuse and work through the



channels as appropriate to remove barriers to see success in this high priority area.

**PHASE 3:** Cultivate place-based economic vibrancy through street activation, creative repurposing of space and productive partnerships.

Through streetscape revitalization of North Ave., it will increase foot traffic and positively influence how people interact and perceive place, adding a visual dimension to the thriving and long-standing businesses that exists on this corridor (Figure 23 and 24).



Figure 22: Economic Infill Redevelopment



Figure 23: North Ave. Existing Conditions



Figure 24: North Ave. Economic Corridor Phase Three



## HEALTH LIFESTYLE

Fond Du Lac & North had a history of urban farming and today we are seeing a revival of urban agriculture, seen in the success and support of Alice's garden. The community currently has high food insecurity, high unemployment rate, and a lot of vacancy. Additionally, to look beyond food, we also find that health in this community is compromised by a lack of safety; perceived and actual that inhibits people's mobility and physical activity in relation to health. Eco-tour and urban farming are both what's unique in the community and can be an inspiration for the residents to embrace an eco-friendly and healthy lifestyle while bringing the community together through its culture. Current zoning and city council legislation allows for the easy transition of these projects. Focus on the south side of the study area was determined due to the void of grocery stores, and the revitalization and development tak-

ing place on North Avenue, and partnerships with existing organizations such as Walnut Way Conservation Corp, Alice's Garden, and Victory Garden Initiative.

**PHASE 1:** Farmer education and utilizing the urban farm for revenue generation.

The first urban farm covers 2 acres of land and if implemented intensive urban farming techniques will be able to yield more than 50,000 kg per year and provides more than 100 job opportunities in the food industry. The first urban farm will also have a greenhouse for winter production (Figure X: Urban Farm Montage).

**PHASE 2:** Mitigate food insecurity, unemploy-



Left - Figure 25: Urban Farm

Above - Figure 26: Healthy Restaurant and Farm





Figure 27: North Ave. Economic Corridor Phase Three

### Eco-Marathon

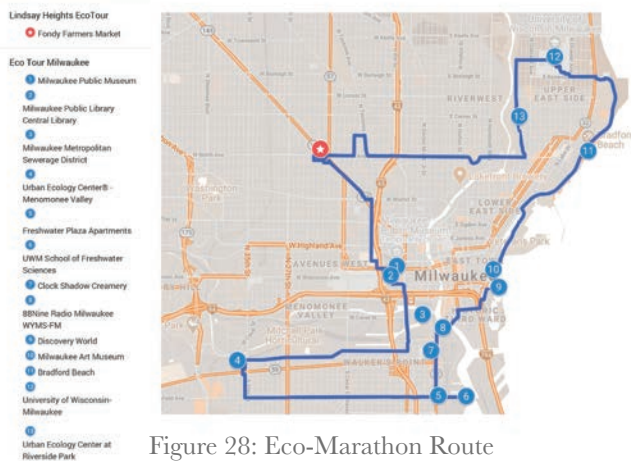


Figure 28: Eco-Marathon Route

### Lindsay Heights Eco-Marathon

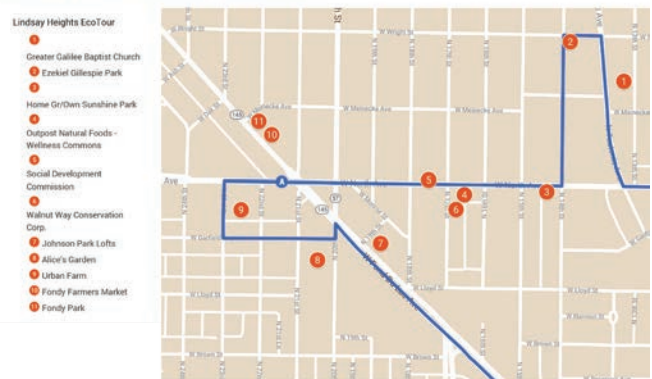


Figure 29: Lindsay Heights Eco-Marathon Route

ment, and offer more healthy and alternative dining options.

To feed the populated community, the farm will cover 5 acres and yield more than 130,000 kg of products per year (Figure 25). As the first urban farm has already prepared farmers for the job, the new urban farm will be able to provide more than 300 jobs to the community. Another intervention would be vegetarian restaurants in the commercial corridor near the first urban farm (Figure 26). There are 13 restaurants within 1 mile of the Fondy Farmers Market, yet only 1 of them has healthy options, which is partnered with Alice's Garden.

### PHASE 3: Eco-friendly community, healthy lifestyle promotion, and community inclusion.

There are already 2 eco-tours in and near our site but disconnected, linking the two eco-tours together will connect our site to the downtown area and draw people to our site. The full length would equal to  $\frac{3}{4}$  marathon and the starting and ending points are all near the Fondy Farmers Market. The route is proposed to encourage residents to get on the streets, the neighborhood is suffered from diabetes and obesity, the Eco-marathon route may bring locals together for sight-seeing or even marathon training (Figures 27, 28, and 29). In the process, it will get residents more connected and truly appreciate the urban farming and eco-friendly culture of the neighborhood.



Left - Figure 30: Tactical Urbanism For Kids

Above - Figure 31: Tactical Urbanism Traffic Calming at Fond du Lac Ave. and North Ave.

## TRANSPORTATION CORRIDORS

Compared to the City of Milwaukee median's, Fond Du Lac & North residents have lower car ownership and higher dependence on walking and public transport. We begin by attempting to alleviate and respond to resident's concerns about pedestrian and cyclist lack of safety by intervening with tactical urbanism as a low cost and quick intervention as we progress towards more permanent structures that are approved by the community. Acknowledging the role mobility plays in access to employment opportunities; intra-neighborhood connections become as important as a reliable and quick connection to downtown. The partnerships and funding sources identified to secure this temporary to permanent multimodal landscape include Safe Routes to School, Wisconsin Bike Fed, and Milwaukee Complete Street Committee.

### PHASE 1: Pedestrian safety through site-specific tactical urbanism.

This is an intervention for the 3 most dangerous corridors located in the neighborhood: Fond Du Lac Ave., Capitol Dr., and N. 27<sup>th</sup> St. Tactical urbanism is a quick, low-cost intervention to pedestrian safety that allows for trial runs towards a permanent solution tailored to adapt to community feedback. One design is kid-focused, implemented near schools and would be colorful and engaging for children (Figure 30). Kids should feel like they have a say in the design of their environment, so they would be able to participate in the design and implementation of their ideas. Another design would be responsive to arterial road walkability, whereby using simple ob-



jects like traffic cones, plants, and moveable chairs, residents could reclaim streetscapes for walking.

**PHASE 2:** Shift bicycle infrastructure focus to non-arterials.

Many of the existing bike routes are located on arterial roads posed with issues of speeding and reckless driving. Here, an intermediate level proposal shifts existing routes to less vehicle trafficked roads. Two typologies are proposed: bike boulevards and buffered bike lanes (Figures 32 and 33). Both proposals are medium resource-intensive developments.

**PHASE 3:** Develop multi-modal arterial corridors that prioritize non-car options.

This phase is the most resource intensive and calls for the restructuring of arterial roads: North Ave., Center St., and Fond Du Lac Ave. This restructuring involves extending sidewalks on alternating blocks and removing on-street parking. A Bus Rapid Transit Route should be incorporated utilizing Fond Du Lac Avenue to connect the neighborhood to downtown and the existing bike routes (Figures 34 and 35).

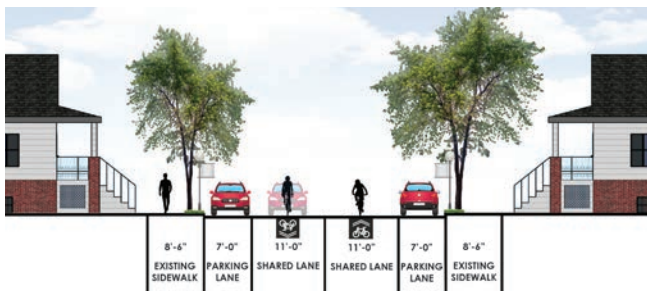


Figure 32: Residential Bike Boulevards

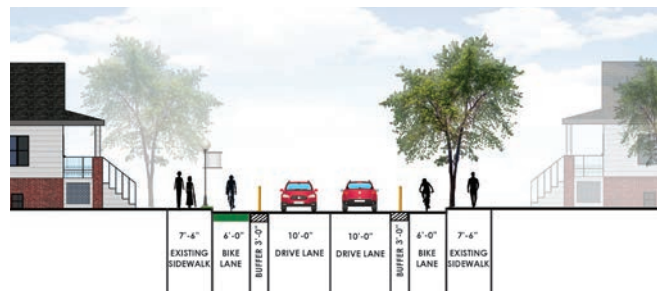


Figure 33: Residential Buffered Bike Lanes

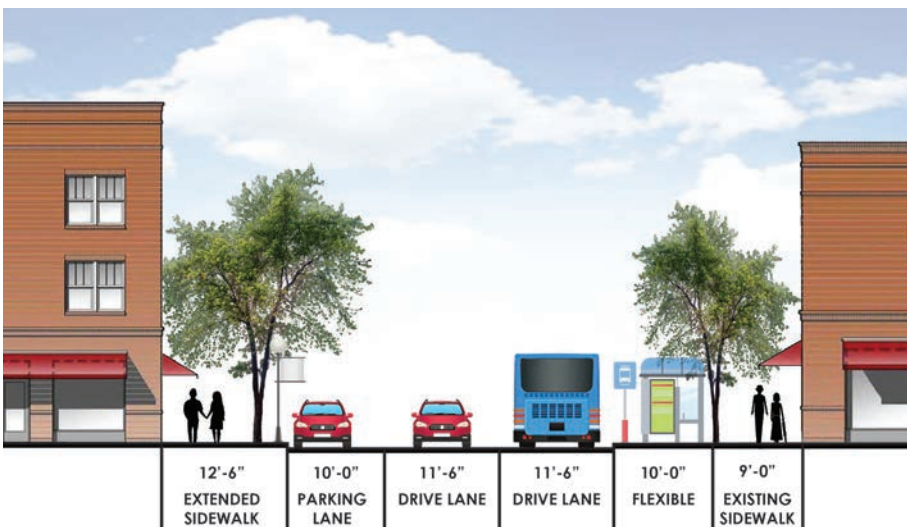
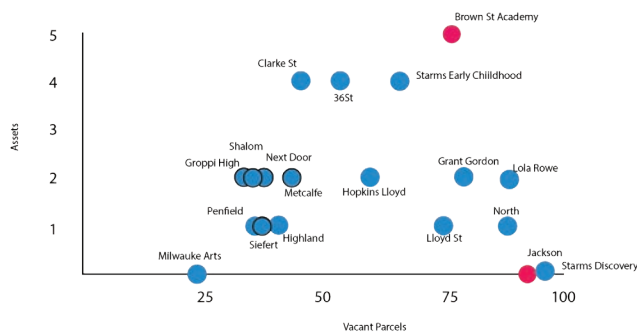


Figure 34: Arterial Corridor Restructuring



Figure 35: BRT Route, Existing Bike Lanes and Proposed Bike Lanes



Above - Figure 36: Asset Analysis for Educorridor Selection

Above - Figure 37: Educorridor Phase 1 Infill Developments



## EDUCATION CORRIDORS (EDU-CORRIDORS)

The relationship and correlation between education and employment opportunities are undeniable. We find of most importance to reduce vacancy around schools for safety and to explore enriching and unique educational environment for all, beyond the classroom, leading to in-neighborhood training and employment. When exploring and selecting areas for infill development, we produced typologies responding to schools located in (high-assets, high vacancy) and (low-assets, high vacancy). The number of assets were added to the number of vacant parcels within the quarter mile radius with results plotted on the graph (Figure 36). The 2 prioritized schools were Jackson Elementary and Brown St. Academy, spatially paving the way for the edu-corridor as a central path of educational co-opportunities and responsive infill development. Partnerships with local organizations such as Walnut Way Conservation Corp, Middle Ground, Fondy Food Center, St. Ann's Center, Wisconsin Bike Fed, Dream Bikes, community members, and Milwaukee Public Schools are integral to the creation and maintenance of these proposals.



Figure 38: Intergenerational Housing

**PHASE 1:** Strengthen existing intergenerational social fabric and affix continued investment in youth education to land.

The Co-City Governance study identified that physical structures reduce the potential risk of competing threats for land use. Meaning that, an “undeveloped” parcel is more likely to be challenged on best use of land, relinquishing ownership of city owned land to a private- non community entity—which we want to prevent so that it remains with the community. This phase includes the development of a youth tech center, apple orchard path, intergenerational housing, and outdoor greenhouse classrooms. Through the youth center we explore how we can build and enhance skills for the future while providing a safe space for youth to create and collaborate. Through intergenerational affordable



housing we ensure that the most vulnerable subjects of displacement, low-income families, and seniors on fixed income, can remain (Figure 38). The outdoor greenhouse classrooms provide an evolving use, that responds to the pressing needs of COVID and can serve as community gathering spaces and greenhouse food production spaces. (Figure 37).

## PHASE 2: Green revenue generating workforce development training.

This phase engages with existing workforce development and training programs such as solar career and landscape training provided by Walnut Way Conservation Corp by providing intra-neighborhood learning and training opportunities.

As such, this phase includes revenue generating green spaces that will train, educate, and employ people from the community, keeping the wealth within the neighborhood. An additional component of this phase is the food kitchen incubator space, providing year-round community income generation and act as a training space for both youth and entrepreneurial local community members. Currently, Fondy Food Center has their winter market moved out of FDLG area, and this could be a good way to keep and build wealth and training in the community (Figure 39).

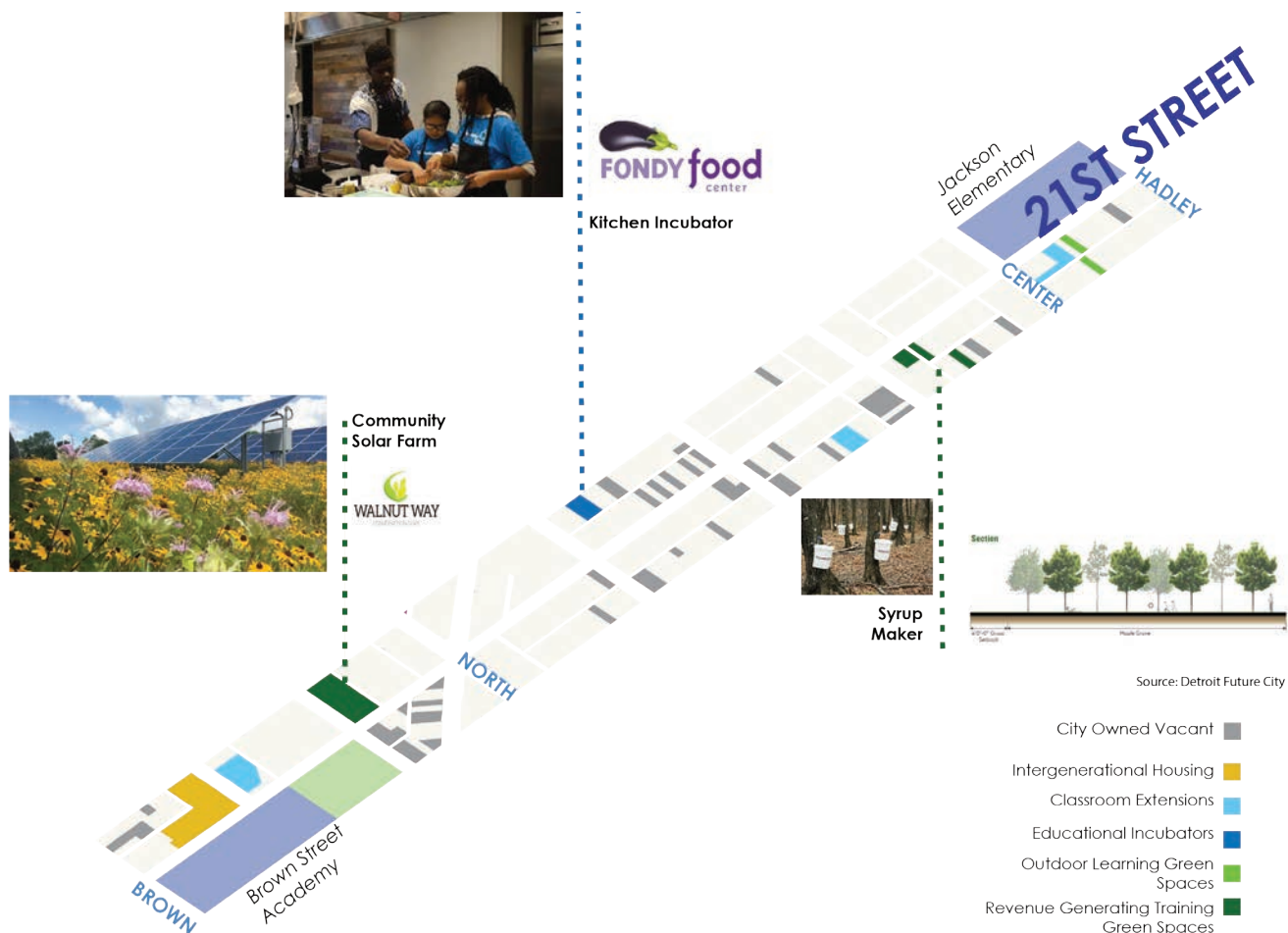


Figure 39: Educorridor Phase 2 Infill Developments

**PHASE 3:** Community driven, place-based wondering and identity.

Phase 3 is more of an imagination heavy phase where we work on securing the future for community driven infill development. In this case, the main driver is to secure microgrant process that allow for community to develop their projects from ideas and inspiration into community cemented assets. Given the success of the instituted \$1 vacant lot program,

this would only fuel ideas from paper to build. The additional suggestion includes the development of a bike park supported by bike training and programming as well as bike procurement for mobility. (Figure 40).

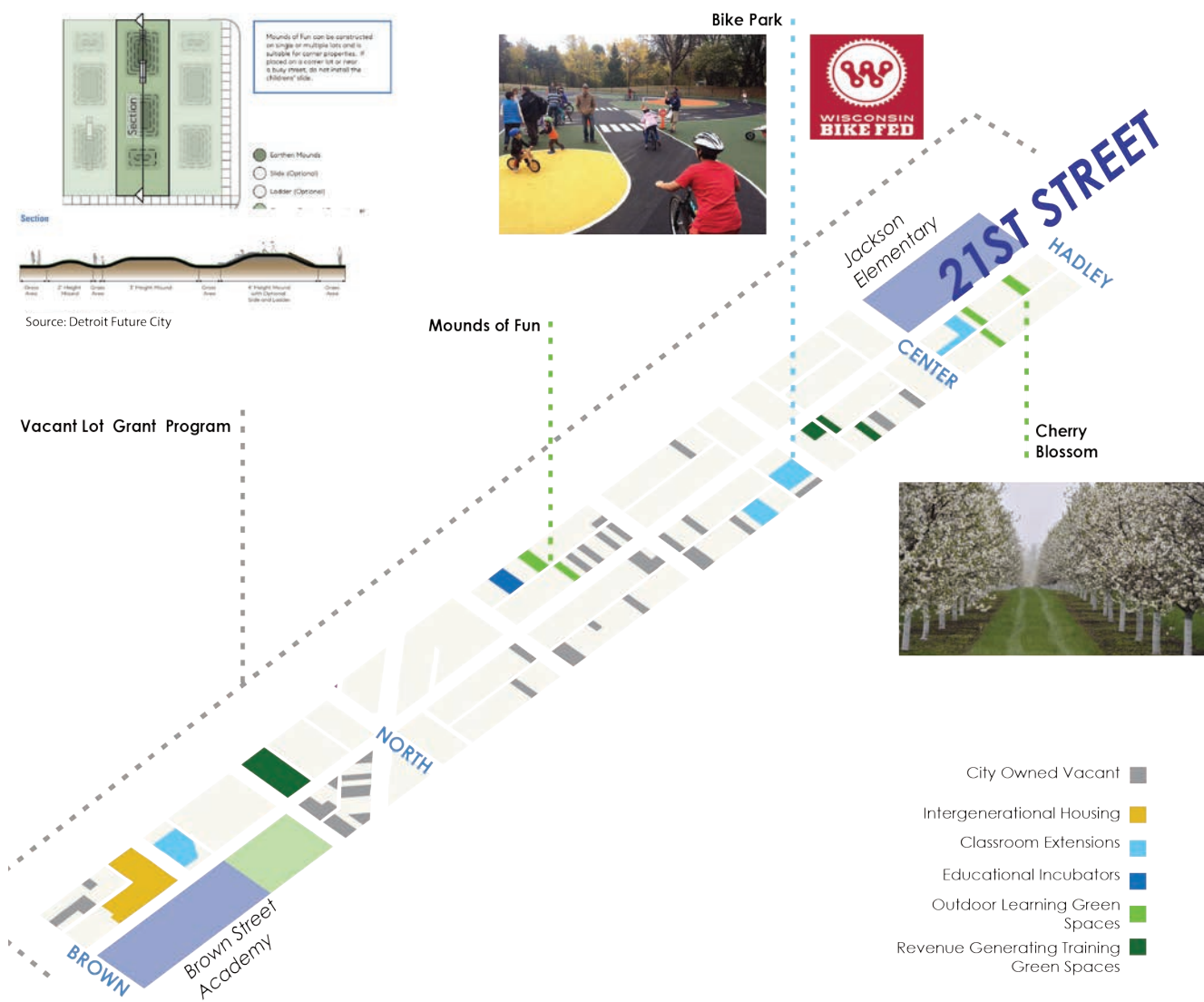


Figure 40: Educocorridor Phase 3 Infill Developments



# CONCLUSION

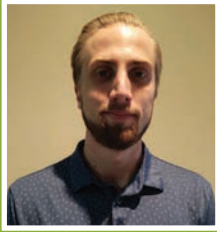
Planning and design, historically have been acting anchors of injustice. There are strong existing networks of organizations and businesses with loyal and dedicated community members and stewards of the community. Our three-phased approach begins by weaving existing strengths in the community and providing them the door to lead the future of the neighborhood without risking rapid gentrification and displacement. As Fond Du Lac and North moves through each stage, community

governance and feedback are more engaged and incorporated into the outcomes of the plan. Through corridors and an equity lens to our proposals, we prioritized areas of most need that would reverberate throughout the rest of the neighborhood.



# FONDY NORTH CROSSING

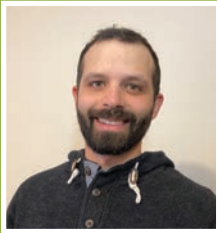
## Transforming Streetscape



Collin Mieras  
*M.S. Urban and Regional  
Planning*



Mackenzie Keen  
*Bachelor of Landscape  
Architecture*



Frank Olson  
*M.S. Urban and Regional  
Planning*



Billy Acheson  
*Bachelor of Landscape  
Architecture*

The Fond du Lac and North area is located along Fond du Lac Avenue, a major state highway that runs into the heart of downtown Milwaukee, and along North Avenue, a major east-west thoroughfare through the city that provides connection to the I-43 Freeway. The area is located just five minutes northwest of Downtown Milwaukee, which provides access to regional social, economic and cultural amenities. The Fond du Lac and North Area comprises five distinct neighborhoods including the Amani, King Park, Lindsay Heights, Metcalfe Park and Midtown neighborhoods. The area is visually connected with older, wood frame detached single family homes and duplexes. These homes are built on deep, narrow lots, and tightly spaced together. The area is well defined by the commercial corridors that are located along Fond du Lac and North Avenue. These corridors consist of aging low-density, 1-2 story brick and composite commercial/retail buildings. There are many vacant lots throughout the area, as well as an increasing number of pocket parks

and gardens teeming with life on these lots. This proposal outlines potential transformations of the Fond du Lac and North area in Milwaukee, Wisconsin as a catalyst for social and economic change by addressing relevant topics such as open space, active transportation, affordable housing, and economic development. We as landscape architects and urban planners believe the greatest design potential is within the public realm, through the improvement of streetscapes. Streetscapes provide a gateway to the community through a network of transportation routes that connect public open space to housing, commercial, and mixed-use developments. We believe the enhancement of streetscapes will not only improve conditions throughout the area, but will give rise to a thriving community.





## SUMMARY

This proposal outlines potential transformations of the Fond du Lac and North area in Milwaukee, Wisconsin as a catalyst for social and economic change by addressing relevant topics such as open space, active transportation, affordable housing, and economic development.

## THESIS STATEMENT

We as landscape architects and urban planners believe the greatest design potential is within the public realm, through the improvement of streetscapes. Streetscapes provide a gateway to the community through a network of transportation routes that connect public open space to housing, commercial, and mixed-use developments. We believe the enhancement of streetscapes will not only improve conditions throughout the area, but will give rise to a thriving community.





Figure 1: Site Visit

**"Streets and their sidewalks, the main public spaces of a city, are its most vital organs."**

**- Jane Jacobs, *The Death and Life of Great American Cities***

# FOND DU LAC & NORTH NEIGHBORHOOD

## SITE INTRODUCTION

The Fond du Lac and North area is located along Fond du Lac Avenue, a major state highway that runs into the heart of downtown Milwaukee, and along North Avenue, a major east-west thoroughfare through the city that provides connection to the I-43 Freeway. The area is located just five minutes northwest of Downtown Milwaukee, which provides access to regional social, economic and cultural amenities. The Fond du Lac and North Area comprises five distinct neighborhoods including the Amani, King Park, Lindsay Heights, Metcalfe Park and Midtown, as shown in Figure 2.

The area is visually connected with older, wood frame detached single family homes and duplexes. These homes are built on deep, narrow lots, and tightly spaced together. The area is well defined by the commercial corridors that are located along Fond du Lac and North Avenue. These corridors consist of aging low-density, 1-2 story brick and composite commercial/retail buildings. There are many vacant lots throughout the area, as well as an increasing number of pocket parks and gardens teeming with life on these lots.

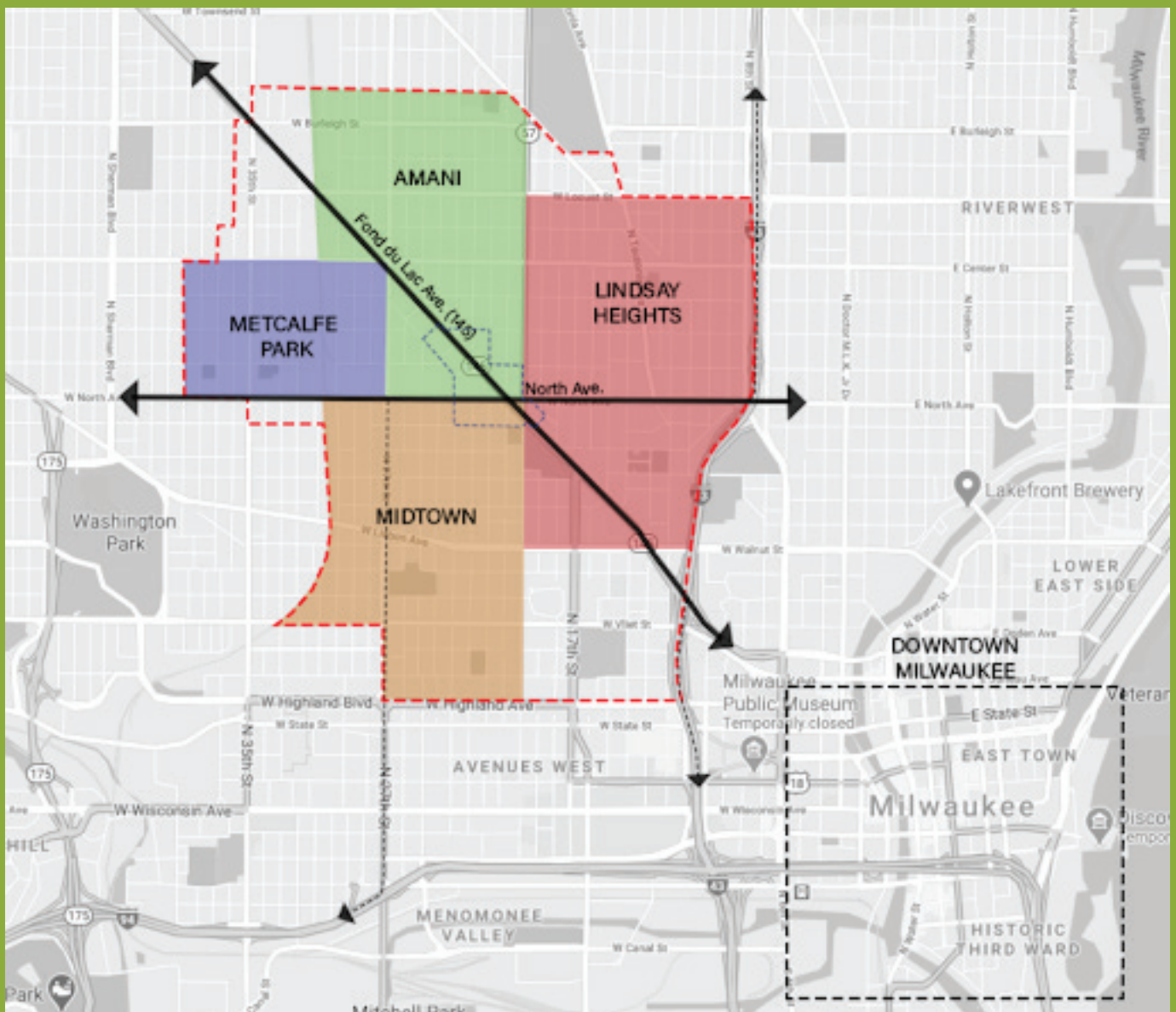


Figure 2: Fond du Lac & North Neighborhood Map



## DEMOGRAPHICS

The Fond du Lac and North Area has experienced a 24% decline in population since 2000, with a population of 32,500 people in 2017. The area is predominantly African American, with 86% of the population identify as African American, 6% Asian, 4.5% White and 4% Hispanic. These metrics identify that the Fondy North Area is a culturally vibrant, multi-ethnic community.

The median household income in the neighborhood in 2017 was \$23,473, which is well below the City median household income of \$38,289 and the County median household income of \$46,784. Corresponding with the low median household in-

come, the area also has a significantly higher unemployment rate, with 19% of the area population listed as unemployed, compared to only 7% at the County level. The percentage of people living in the Fond du Lac and North Area with a bachelor's degree is 9%, which is lower than the citywide average of 24%. These three metrics indicate that there is a growing need in the area for employment, especially in sectors that do not require college degrees.

## COMMUNITY PARTNERS

### FONDY FOOD CENTER

The Fondy Food Center is dedicated to increasing the access to healthy food and economic opportunity to the Greater Milwaukee area. The Fondy Food Center, and the Fondy Farmers Market, operate within the Fond du Lac North area, running year-round programs aimed at providing residents with fresh, local food access. In 2019, the market hosted 30,000 visitors, and utilized \$61,000 in SNAP and produce incentives. The use of SNAP and produce incentives are vital in the Fondy North Area, which is identified as both a food desert, and a socio-economically disadvantaged community.



<https://fondymarket.org/>

### WALNUT WAY CONSERVATION CORP.

Walnut Way Conservation Corp is a nonprofit neighborhood organization that operates in the Lindsay Heights neighborhood within the Fondy North Area. Walnut Way works to increase civic engagement, economic diversity, and revitalize the Lindsay Heights community. Their work includes rehabilitation of dilapidated housing, creation of a community center, transformation of vacant lots into gardens, economic development and employment programs, and increased civic engagement of residents of all ages. The Walnut Way organization also hosts the Lindsay Heights Eco Tour. This tour highlights urban gardens, stormwater green infrastructure and solar power features throughout the neighborhood.



<https://www.walnutway.org/wp-content/uploads/2017/04/PURPOSEFUL-Sponsor-Packet.pdf>

## **METCALFE PARK COMMUNITY BRIDGES**

Metcalf Park Community Bridges is a nonprofit neighborhood organization that operates in the Metcalf Park neighborhood within the Fondy North Area. Metcalf Park Community Bridges work includes increasing access to education, increasing affordable homeownership and rental opportunities, economic development and increased civic engagement opportunities.



<https://www.facebook.com/MetcalfParkCommunityBridges/>

## **DOMINICAN CENTER**

Dominican Center is a neighborhood organization that works in the Amani Neighborhood within the Fondy North Area. The Dominican Center provides adult education resources, housing resources, economic and employment development, and youth engagement resources.



<https://www.dominican-center.org/>

Figure 3: Community Partners



# FIELDWORK DIAGNOSTICS: SITE ANALYSIS

## HOUSING

Housing in the Fond du Lac and North Area is largely composed of older, deteriorating housing, with the median age of the housing stock at 70 years. 50% of the housing stock is single-family, with 30% consisting of duplexes and split-level two-family homes, and 20% of the housing stock in the area consists of vacant parcels, with examples in Figure 4. With the combination of old, deteriorating housing and a disproportionately high share of vacant housing units in the area, the property values in the area are significantly lower than the city and county medians values. The single-family median home value is \$36,050, which is drastically lower than the city median home value of \$129,347 and the county median home value \$168,634.

The overwhelming majority of the housing stock is renter-occupied, with 70% of the stock consisting of rental occupancies. The rental occupancy percentage is drastically different than the City with 65.1% renter occupancy and the County median of 49% renter occupancy. The median rent costs of \$798/month in the Fondy North Area is also lower than the City rent costs at \$826/month and the County rent costs at \$857/month. With significantly lower median incomes than the City as a whole, and rental costs close to the citywide median, the Fondy North Area renters are cost burdened, with 43% of area renters paying 50% or more of their gross income on rent.



Photos by Hanbing Liang

Figure 4: Existing Housing Character



Existing Residential

Figure 5: Residential Analysis

## TRANSPORTATION

The transportation network in the Fondy North Area consists of high traffic, automobile-oriented corridors, with Fond du Lac Avenue and North Avenue. Fond du Lac Avenue is a four lane state highway, shown in Figure 6, and has an average daily automobile count of 18,000-27,000. North Avenue is a three lane main thoroughfare, shown in Figure 7, with an average daily automobile count

of 18,000-20,000. Both Fond du Lac and North Avenues are characterized by wide 12' lanes, with designated speeds of only 30 and 35 mph speed limits, respectively. The sidewalks are also narrow, measuring only 8-10 feet with minimal vegetation and amenities, and a lack of safe connections and crossings throughout the Fond du Lac and North Avenue corridors.

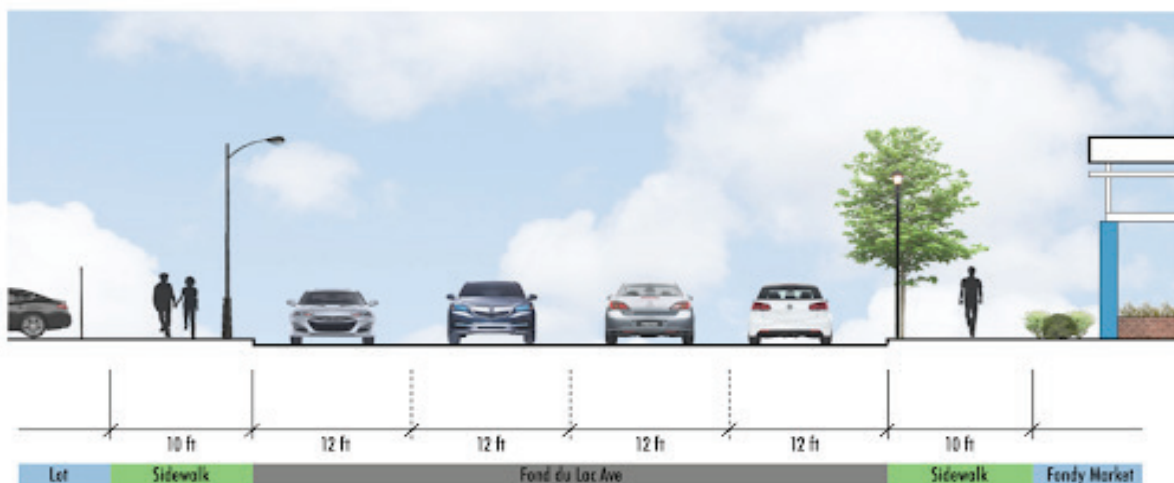


Figure 6: Existing Fond du Lac Ave. Section

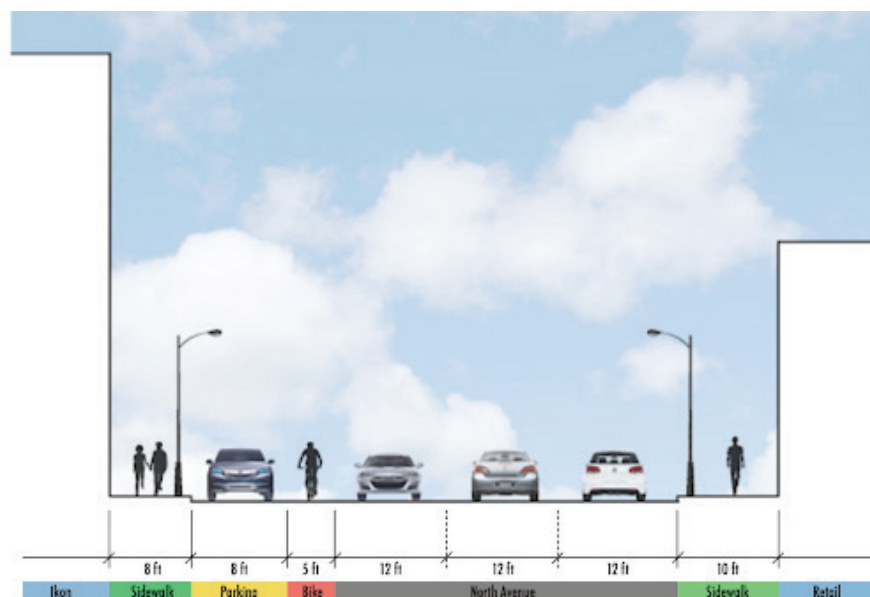


Figure 7: Existing North Ave. Section



Figure 8: Existing Corridor Character

Photos from Google Earth



Given the current conditions of high traffic counts, wide lanes and limited pedestrian and bicycle infrastructure, the Fond du Lac and North Avenue corridors create an unsafe environment for pedestrians and bicyclists, and were clearly primarily designed for high automobile traffic. With the unsafe conditions of the Fond du Lac and North Avenue corridors, there have been several fatal crashes along the corridors shown in Figure 10. Fond du Lac Avenue, and North Avenue are two of the most dangerous corridors in the City of Milwaukee, and are designated as high injury networks by the City of Milwaukee Transportation Department, due to the number of reckless drivers and severity of crashes. Having identified the safety issues and lack of pedestrian and bicycle infrastructure in the Fond du Lac and North Avenue corridors, our team will advocate for a redesign of the streets to be centered around people-oriented design.

The only bicycle facilities in the Fond du Lac and North avenue corridors are marked bike lanes along North Avenue, shown in Figure 9. However, these lanes are not protected with bollards or other safety infrastructure, and are situated between parked cars and moving traffic. With the Area’s proximity to Downtown Milwaukee, the Area has decent public transportation infrastructure with both low and high frequency networks. The city is also planning on implementing a Bus Rapid Transit System, which would travel along Fond du Lac Avenue shown in Figure 11.



Figure 9:  
Existing Bike  
Lanes



Figure 10:  
Pedestrian  
Risk Analysis

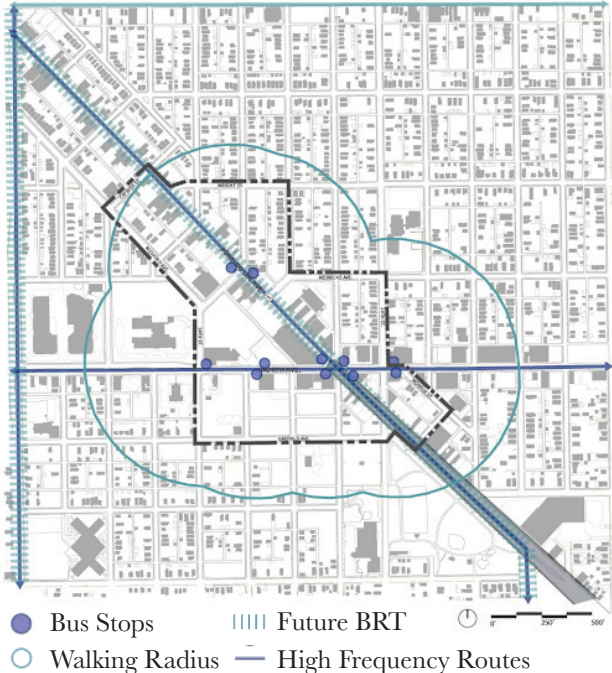


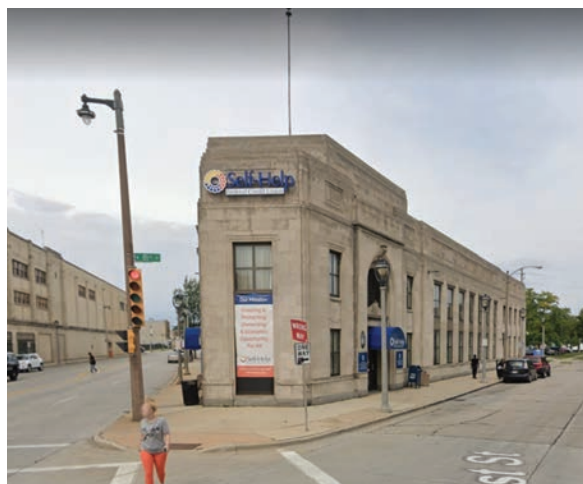
Figure 11:  
Public Transit  
Analysis

## ECONOMIC DEVELOPMENT

There is a clear deficiency of necessary amenities in the neighborhood, particularly in regards to nutrition and food security. The Fondy Market plays an important role in providing food security within the community and supporting local farmers and business owners. Although there are some locally owned businesses such as Cosmo Beauty (Figure 12), there is a distinct shortage of local businesses that represent the people and culture of the community. Additionally, several of the existing businesses are disconnected from one another, making it challenging for businesses to support and benefit one another or create a stable economic foundation (Figure 13). As a result there is a distinct shortage of high employment business in the area, so expanding off of existing local businesses provides a great opportunity to provide meaningful jobs and economic growth within the Fondy north area.

With high unemployment rates, low median incomes, and low education levels compared to the City and County, the Fond du Lac and North Area is in need of employment opportunities for its residents. The area has an estimated 6,500 jobs, however only 5% of those jobs were filled by residents of the Fondy North Area. The lack of jobs and employment opportunities is a challenge for the community, but proposed economic development opportunities can work to provide greater, well-compensated employment within the site area for residents.

### SEAWAY BANK



### SAVE A LOT



### FONDY PARK



### COSMO BEAUTY



Figure 12: Existing Business Character





Figure 13:  
Existing Business Analysis



Figure 14:  
Vacant Building Analysis

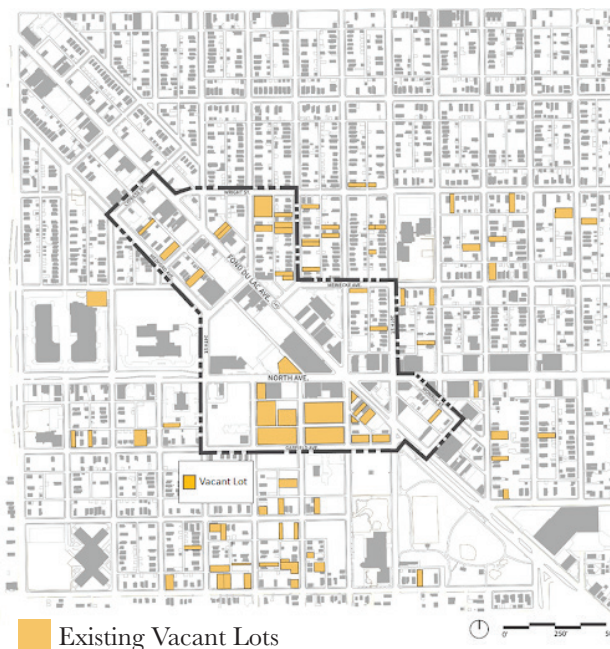


Figure 15:  
Vacant Lot Analysis

## OPEN GREEN SPACE

There are a few parks within a quarter mile radius, or within a 10-minute walk from the Fondy North Study Area and several vacant green spaces that provide opportunities for future park developments (Figure 16). Fondy Park is a .5 acre park located next to the Fondy Farmers Market in the center of the study area. This park features seating areas, a performance stage and an extensive open green space for gatherings (Figure 17). The park is part of the Lindsay Heights Eco Tour, with several pollinator gardens and an extensive stormwater management system. Alice's Garden is another stop on the Lindsay Heights Eco Tour, also sharing similar features as Fondy Park, in addition to solar panels and agricultural gardens. This park is an example of urban agriculture within the study area, similar to Fondy Market, that allows community members to grow their own food.

Other parks like Medford St. Park and Johnson's Park offer community amenities such as playgrounds, multi-purpose fields, picnic areas, and public restrooms. While most of these parks are within a 10 or 15 minute walk, they are not all safely accessible or convenient for members of the community. This lack of safety is due to the aforementioned safety concerns regarding the Fond du Lac and North Avenues, with high traffic counts, speeds, accidents and lack of pedestrian and bicycle infra-



Figure 16: Open Green Space Analysis

structure. Due to this lack of accessibility, currently vacant green spaces on the side streets off of the two main corridors provide opportunities for new green connections within the community.

### FONDY PARK



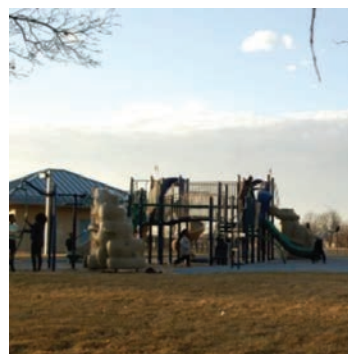
<https://www.wuwm.com/post/when-it-comes-flooding-can-milwaukee-cope#stream/0>

### ALICE'S GARDEN



<https://milwaukeeenns.org/2011/04/01/alices-garden-named-mandi-finalist-2/>

### JOHNSON'S PARK



<https://urbanmilwaukee.com/2017/02/28/the-fall-and-rise-of-johnsons-park/>

### MEDFORD ST. PARK



<https://www.redfin.com/WI/Milwaukee/4505-W-Medford-Ave-53216/home/57911223>

Figure 17: Existing Parks Character



## SITE FIELDWORK

Due to the COVID-19 outbreak our fieldwork had been greatly reduced to existing data from previous public engagement meetings and some preliminary site surveys. Despite the global pandemic, we did have the opportunity to visit the Fondy Food Market and the surrounding neighborhoods to get an in-person understanding of the area and how our work may affect the current residents, shown in Figure 18. Although there were many examples of vacancy and disinvestment, what we found most encouraging were the strong community ties. Having toured around the area we had the privilege of meeting one of the community organizations at Alice's Garden, and we had the opportunity to see most of the community gardens when we walked the Walnut Way Eco-Tour. We also had the opportunity to discuss the Fondy Farmers Market with

those who run it and find out just how important the market is to those within the community and outside of it as well. One of the major issues that we saw that corresponded with community input was the total disconnect in the area, we toured the area both on foot and by vehicle and it became apparent quite quickly that this neighborhood was not created with pedestrians in mind. We had to make some daring street crossings to get to community areas such as the Farmers Market, Johnson's Park, and Alice's Garden. This is how we realized the importance of streetscapes and how this area can only truly be interconnected by fostering safe and reliable crossings to allow steady access to community amenities.



Figure 18: Fieldwork Images

Photos from Various LA 563 Students

# TAKEAWAYS

## SWOT ANALYSIS



Figure 19: SWOT Analysis

The major strengths of the site area include engaged community partners that enhance a strong sense of community, the network of public gardens, and the close distance to the amenities of downtown Milwaukee. Weaknesses include hyper-localized poverty paired with low educational attainment, and the low connectivity of infrastructure that creates poor walkability and bikeability. Major threats and challenges include gentrification and displacement

from new developments, food insecurity, decreasing population, high speed traffic, and threats to public health. However, there are several opportunities to highlight including potential economic avenues on Fondy and North, local community and city funded initiatives, and several vacant or empty properties that provide potential for development.

## VALUES & GOALS

Our team has then developed four main values based around improving the streetscapes of the Fondy North Crossing area. Our proposed development will populate, green, activate, and energize the streets. These values will focus on housing, green infrastructure, safe multi-modal transportation, and economic growth, respectively. Our team believes

that by transforming the fabric of the streetscape we can improve on issues such as affordable housing shortages, disjointed transportation networks, low public health, high rates of unemployment, and lacking green infrastructure and connectivity to the community.



**POPULATING  
the street**



**GREENING  
the street**



**ACTIVATING  
the street**



**ENERGIZING  
the street**

Figure 20: Key Values & Goals



# MASTERPLAN

With our fieldwork in mind, we have developed a masterplan which brings together all of our shared community values. We have an area footprint which emphasizes mixed-use while encouraging and promoting the existing community fabric. We have implemented a commercial heavy corridor along the western portion of North Ave. and the southern portion of N. Fond Du Lac Ave. Our economic center is anchored by a highly visible office center which we envision leasing out to a major anchor tenant to begin increasing the economic viability and investment of the area. Our other major economic venture is the addition of light industrial into our site which we envision as a community led BIPOC owned business hub which will provide light manufacturing and retail space to produce and sell community made products. We believe that by adding a large variation of businesses, accounting for up to 400 jobs, that we can help promote diverse job growth within the area, capable of providing employment to most education and skill levels.

We believe this economic growth will contribute to investment in the area allowing us to provide more housing of all types. But we are also cognizant of the risks that economic redevelopment brings to communities, and so we have made it a focus to provide different types of affordable housing to prevent displacement. On the southwest border of our development, we envision a land trust which will provide 40 affordable housing units of small homes increasing home ownership within the area. We also envision town homes and apartments along the southern edge of our site in accordance with much of the mixed-use residential along N. Fond Du Lac Ave. We hope that by partnering with the city of Milwaukee as well as housing non-profit organizations such as Mercy Housing and The Resurrection Project, we can provide upwards of 30% affordable housing amongst our rental units and 40% within the owner-occupied housing.

To tie this economic growth and housing together

we knew it was imperative that we provide connection within the Fondy North Crossing area. We have accomplished this in two ways. The first is through our civic green space which we have used to connect the entire area. We noticed that there were large disparities to green space access within the neighborhood and we wanted to provide that space while keeping it all interconnected. Our focus when providing this civic green space was to make it “just green enough” while still providing over 70 new acres of dispersed greenspace. We are aware of the risks of adding too much green space when it comes to gentrification and due to that we wanted to ensure that our added parks and green spaces are integrated into the community. This integration in the community also provides important environmental aspects such as stormwater management and rain gardens, while also providing neighbors the space to develop more community gardens in highly visible shared spaces.

The other way we plan on connecting our site is through the encouragement of multi-modal transportation. We have developed protected bicycle lanes along the major roadways along North Ave and 20th St. while also developing dedicated bike lanes throughout the site. We also decided to turn a part of the southern portion of our site into pedestrian only roadways, particularly along the new residential developments leading into the mixed-use development into the south east. We believe that by encouraging safe multi-modal transportation we can not only improve connectivity throughout the area, but also public health within the community. We believe that this strategic densified growth and strong connections partnered with the strong existing community ties within the Fondy North Crossing area will help the area not only grow, but also thrive as a new cultural hub in the Northern Milwaukee area.

★ Fondy Farmers Market

Commercial

Light Residential

Medium Residential

Office

Mixed-Use

Civic Green Space

Light Industrial

Parking Structure

Major Roads

Pedestrian/Bike Only

Dedicated Bike Lane

Protected Bike Lane

57



# GATEWAYS

We believe that major gateways within the Fondy North Crossing area identify how this proposal brings economic growth to the area that is stabilized by community and neighborhood connections. To support the community, we highlight Green Connections to the Fondy Farmers Market while developing mixed use commercial and residential along N. Fond Du Lac Ave. We also believe that although it is an economic boon, the BIPOC owned Light industrial business hub is a vital community asset. Our

economic gateway is defined by the increased commercial density along North Ave and N. Fond Du Lac Ave and the Anchor tenant office space. We believe that adding different types of businesses will help create variable skillset jobs. Our neighborhood gateway is highlighted by affordable home ownership through the land trust and other non-profit organizations. It is expanded with mixed housing types all while being interconnected through civic green space connections and multi-modal transportation means.

## GATEWAY MAP



Figure 22: Gateways

## COMMUNITY GATEWAY

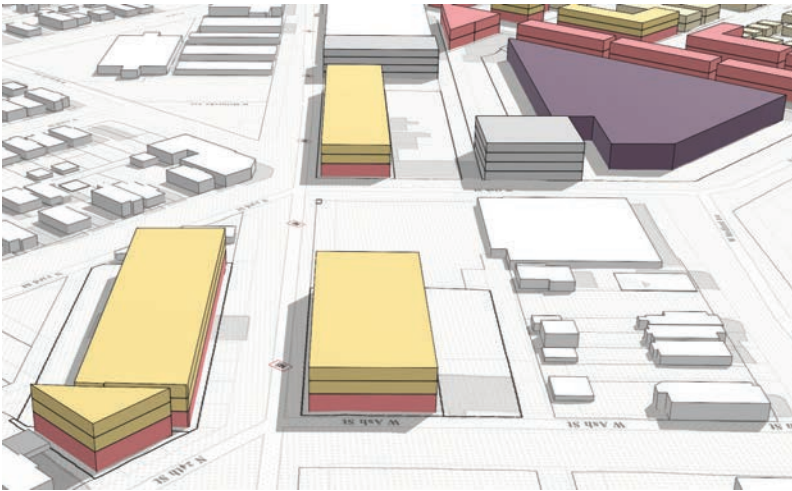


Figure 23: Urban Community Gateway

When we developed the community gateway, we focused on Fondy Market which is an existing community hub for local businesses. This is a priority area because the success and impact of the market draws individuals from outside of the study area but maintains a strong connection to the local community above all. To cultivate this gateway, we realized we needed to improve the major crossing

connecting our new light industrial center and the farmer's market. This crossing is highlighted by a pedestrian island with a BRT transit stop to provide greater accessibility directly to the development. To improve walking and biking connections to the surrounding community, the driving lanes were downsized, and a raised crosswalk was introduced to slow traffic and allow for safe crossings between the development and the market (Figure 24). Sidewalks were also widened to allow for increased pedestrian amenities like seating and areas with vegetative cover. The vegetated areas include rain gardens that improve stormwater management and bridge connections to other green areas along the eco tour like Fondy park.

Our other major means of building this community gateway is through our connecting civic greenspace. We believe it is vitally important to connect every aspect of our new developments with not only street access, but pedestrian access as well. We strategically used this extended civic green space to provide much needed green space to the surrounding community while making it a

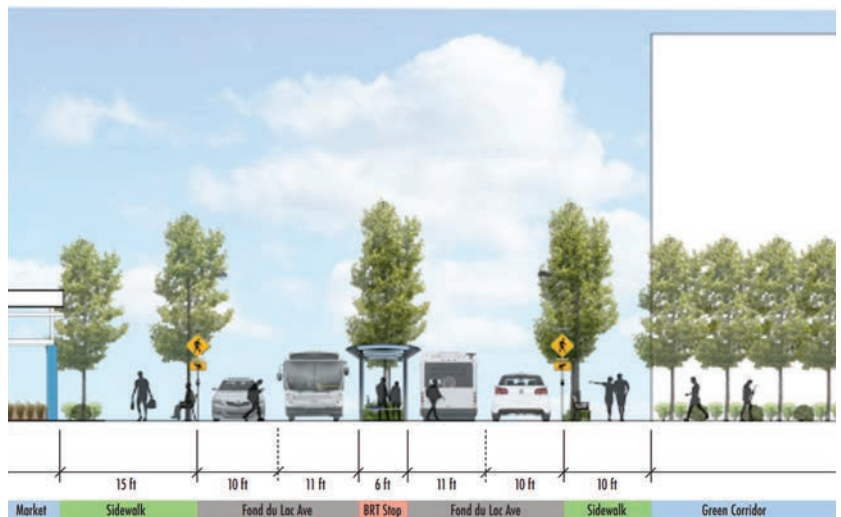
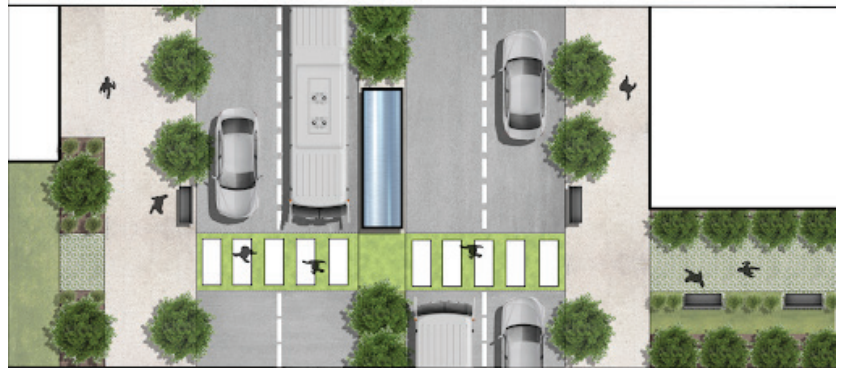


Figure 24: Proposed Fondy Market Crossing Section



part of the built infrastructure. By adding this connected greenspace, we believe it will not only encourage healthy activities such as walking and biking, but also increase the quality of the community by enriching the streetscape and continuing to strengthen the community fabric.

## EXISTING FONDY MARKET CONDITIONS



Figure 25: Existing Fondy Market Crossing

## PROPOSED FONDY MARKET CONDITIONS

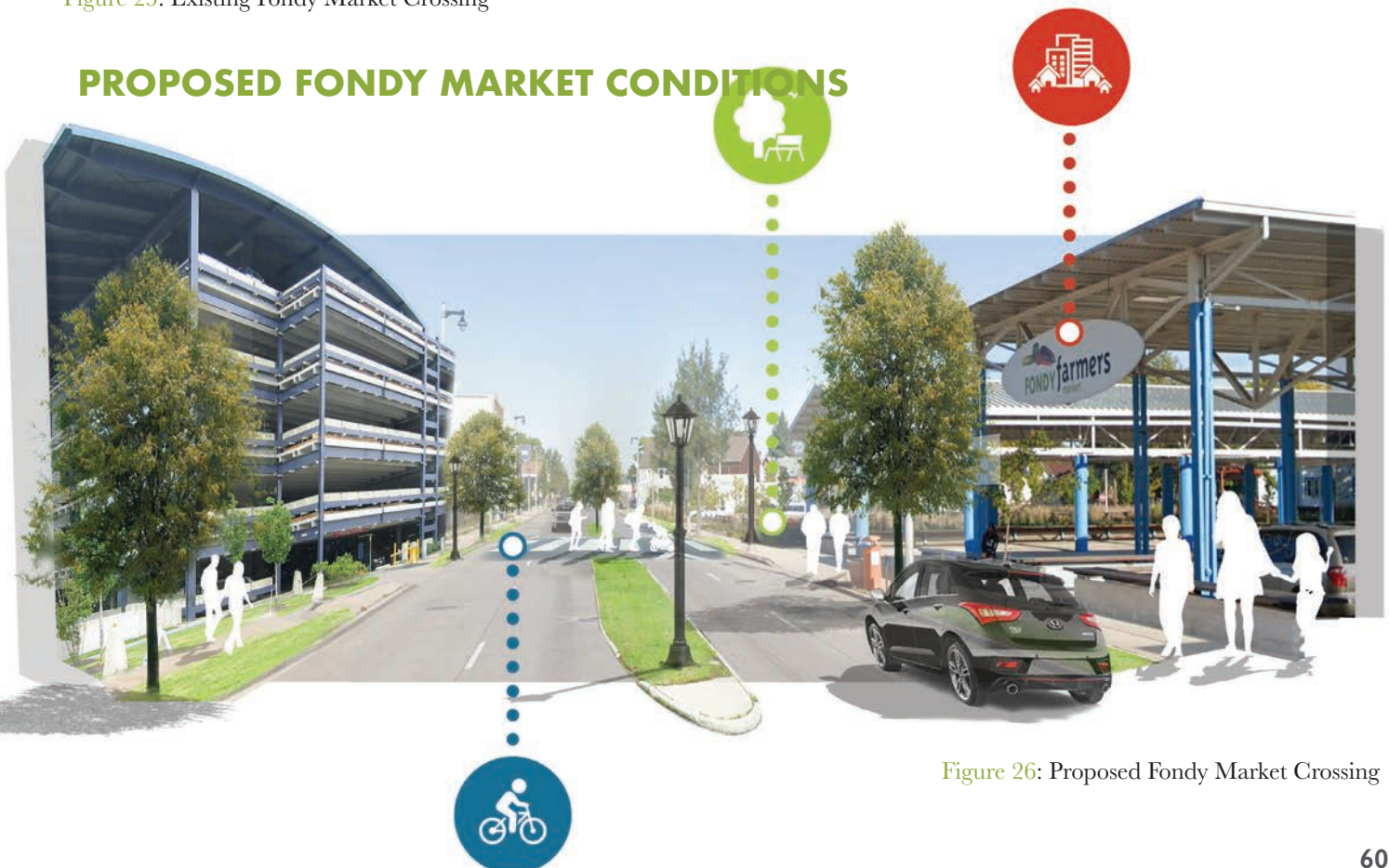


Figure 26: Proposed Fondy Market Crossing

## ECONOMIC GATEWAYS

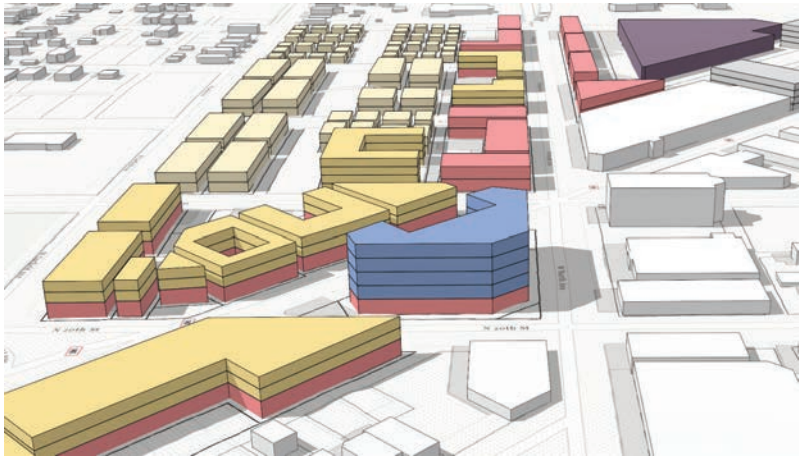


Figure 27: Urban Economic Gateway



We hope to emphasize our new centrally located office space where we envision a new major anchor tenant, shown in Figure 29. We believe this will be the necessary catalyst to begin further investment into the Fondy North Crossing area. We hope that by working with the community and with local economic development organizations, we can find an anchor tenant which the community can be proud to embrace, but an anchor tenant which will bring in enough people and money to help fund the continued development of the entire area. We envision this catalyst to be able to fund the renovation and new construction which will define

our mixed-use and commercial heavy corridors along W. North Ave and N. Fond Du Lac Ave. We also believe that this community anchor tenant will help bring attention to the area and encourage the city of Milwaukee and non-profits to fund one of our most important economic and community connections, the BIPOC owned light industrial business hub. We believe that the BIPOC owned light industrial center is a vital connection of our economic and community gateway.



## EXISTING LIGHT INDUSTRIAL CONDITIONS



Figure 28: Existing Light Industrial Area

## PROPOSED LIGHT INDUSTRIAL CONDITIONS



Figure 29: Proposed Light Industrial Area



Our second economic gateway lies at the crossing of our civic green space from the light industrial area to the southern housing units through the commerical and mixed-use hub along North Avenue. Similar to the Fondy Market Crossing, this North Avenue Crossing increases pedestrian safety through reduced traffic lane widths, a raised marked cross walk to slow traffic speeds and icncrease driver awareness, as well as increased street vegetation and amenities (Figure 31). The North Crossing also has the addition of separated protected bike lanes with a vegetated buffer from traffic to maximize the pedestrian/bike experience and increase the multi-modal options through the community.



Figure 30: Urban North Ave. Crossing

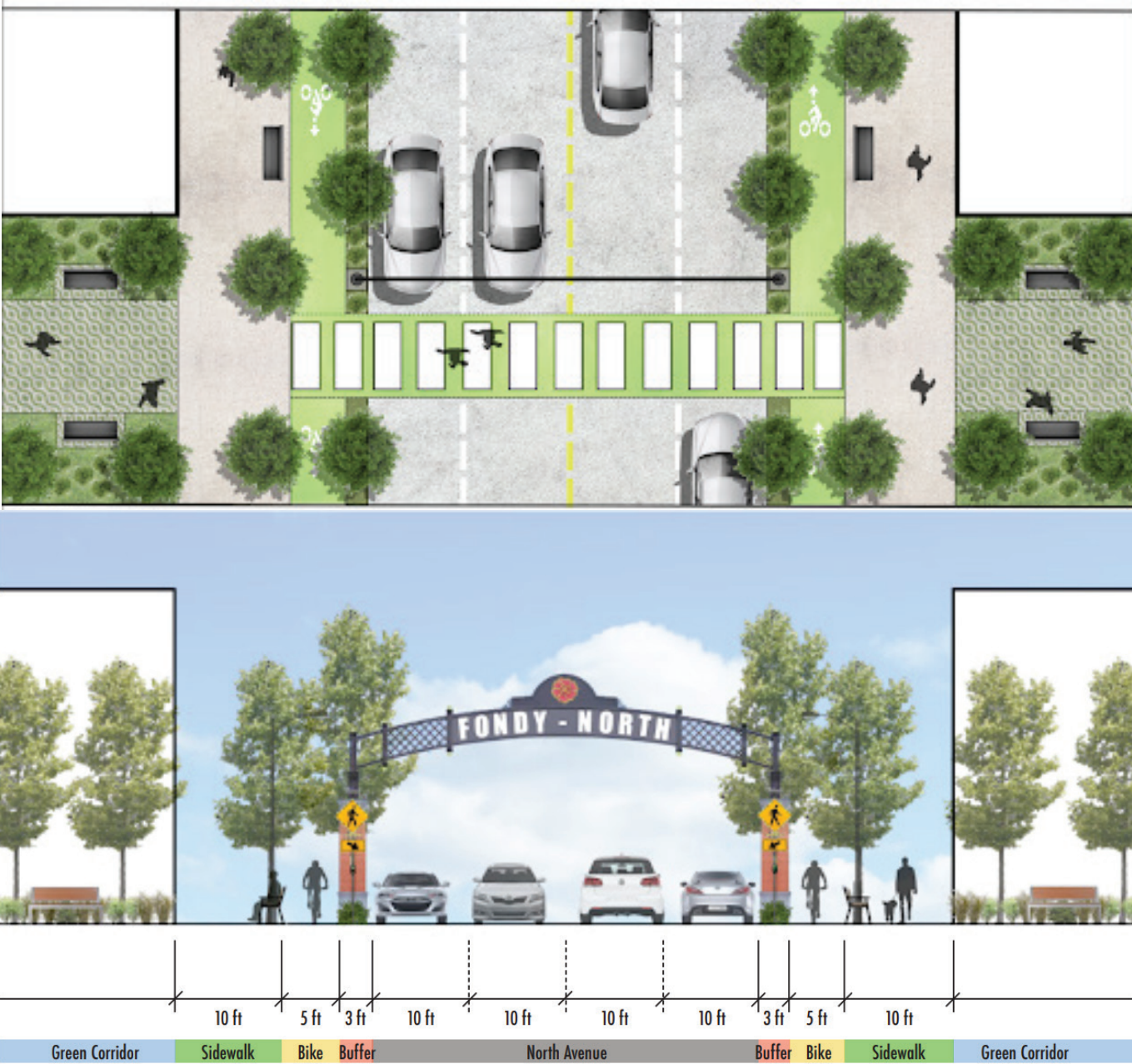


Figure 31: Proposed North Ave. Crossing Section



EXISTING NORTH AVE. CROSSING CONDITIONS

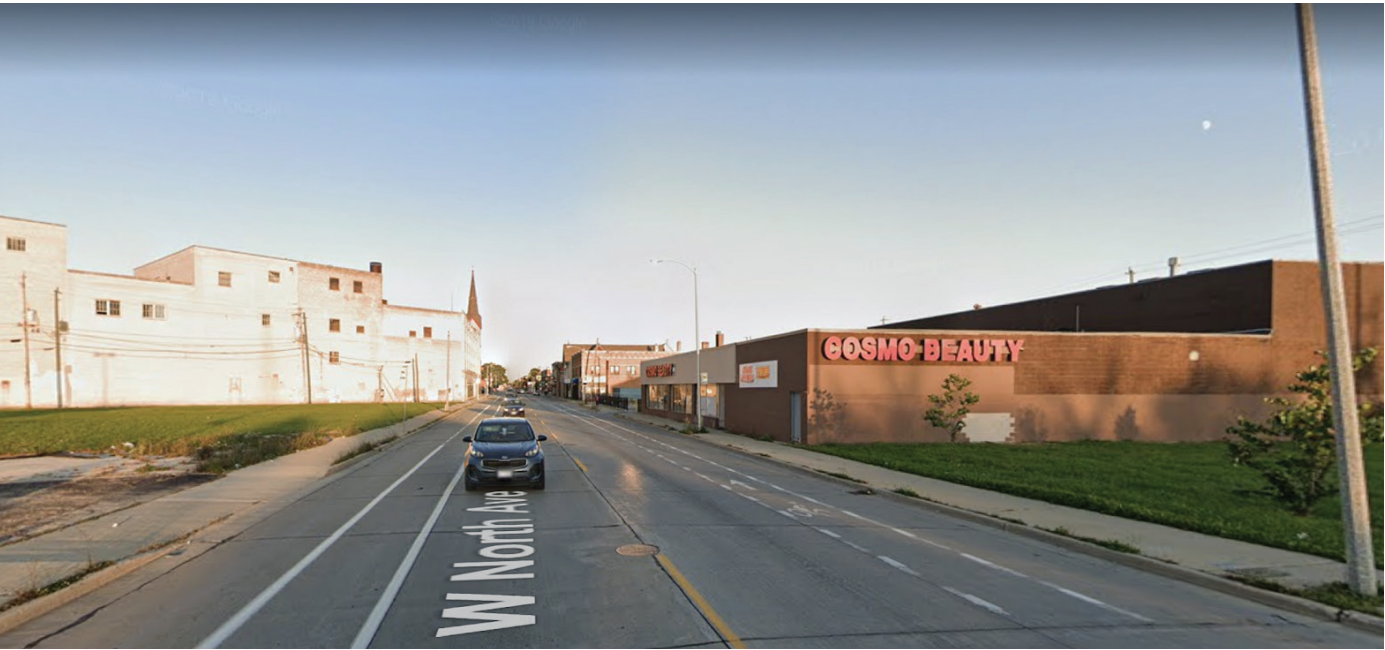


Figure 32: Existing North Avenue Crossing

PROPOSED NORTH AVE. CROSSING CONDITIONS



Figure 33: Proposed North Avenue Crossing



## NEIGHBORHOOD GATEWAY

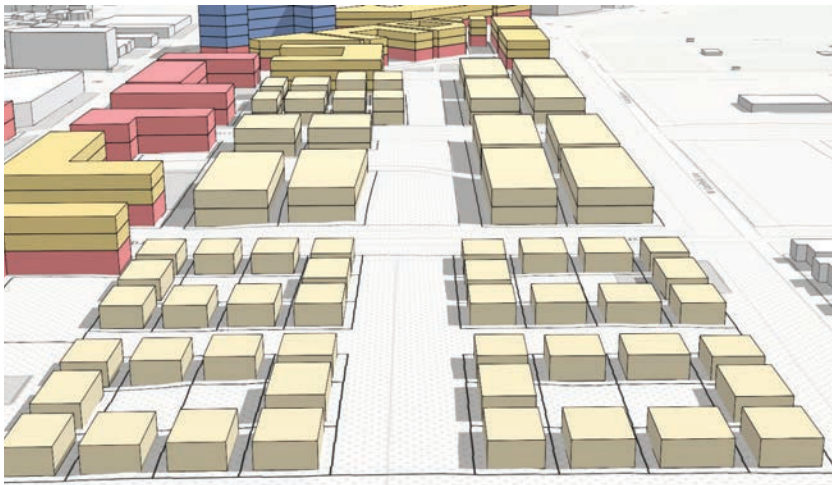


Figure 34: Urban Neighborhood Gateway

The neighborhood gateway is aimed at populating the street by creating housing developments in the site area. This is a priority for us as we have identified a need for increased access and availability of affordable housing opportunities in the neighborhood. This neighborhood gateway is designed along our civic greenspace backbone, allowing for the residents in the housing developments to have car-free connections throughout the site area (Figures 35 & 37).

neighborhood gateway ends at the highest intensity residential use, with mixed-use developments that we propose to line Fond du Lac Avenue. These mixed-use developments would include affordable rental opportunities, which has also been identified as a shortage in the site area.

Our neighborhood gateway is highlighted by the development of a land trust in the southwest corner of the development. We see this as a means of providing guaranteed affordable home ownership. Continuing along the southern civic greenspace further to the east, the intensity of the housing increases, with townhome developments that provide a greater diversity of housing stock and type of housing. These townhomes can be developed and provided at an affordable rate for residents through connections with mercy housing, the resurrection project, as well as the usage of low-income housing tax credits, HOME funds and tax increment financing with an affordable housing fund. The

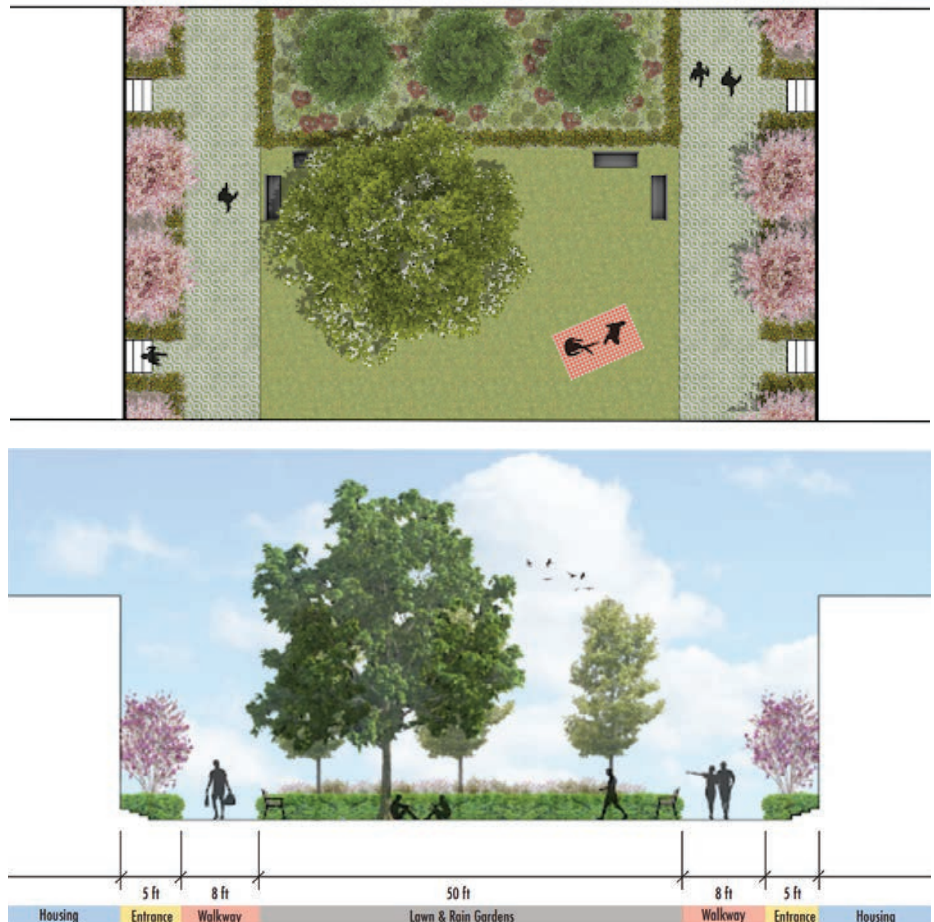


Figure 35: Proposed Neighborhood Gateway Section



## EXISTING RESIDENTIAL CONDITIONS



Figure 36: Existing Neighborhood Gateway Area

## PROPOSED RESIDENTIAL CONDITIONS



Figure 37: Proposed Neighborhood Gateway Area



# DETAILED PLANS

## MIXED-USE DENSIFICATION

Our vision for N. Fond Du Lac avenue is one of dense mixed-use development. We want to encourage a live, work, play lifestyle along the arterial avenue. To do this we envision an immersion of both local residents as well as people from the surrounding Milwaukee area inhabiting this area either to work, or for leisure and entertainment which will be provided through the many community and economic activities present. We believe this intentional and planned densification will allow economic growth providing much needed investment into the community while we use other means to protect the integrity of the community and prevent displacement.

## LAND TRUST

Our housing opportunities include a land trust in the southwest corner of the development, which will provide 40 affordable units to increase homeownership in the area. These units are designed to be small in size, roughly 750 sq ft, combined with the land trust model of ownership, will provide a more affordable homeownership model than current market developments. The parcels that our proposed neighborhood

development is located on are largely owned by the City of Milwaukee, which presents a unique opportunity to partner with one of the community organizations we identified earlier and create a land trust model, allowing for the fostering of social and political capital as well as provide affordable means of housing.

## LIGHT INDUSTRIAL

Our vision for the light industrial BIPOC owned business hub requires more explanation. We have considered institutions which already exist in Wisconsin and want to provide a marriage of sorts to these ideas. The first institution we want to reference is the Garver Feed Mill in Madison, WI. This project was a rehabilitation project for an old mill which developed into a strong community-based vendor, providing both economic growth as well as cultural and community growth by providing community spaces for concerts, and cultural events. In partnership with this we look at Milwaukee's very own Sherman Phoenix development which is a black owned business hub. The city of Milwaukee has already proven it can help BIPOC owned businesses thrive when given these opportunities and we think this is a vital lifeline to help support local busi-



Figure 38: Streetscape Connections



ness in the Fondy North Crossing area by providing local entrepreneurs the means and opportunity to produce and distribute with minimal supply chain demands. It also provides a space for community events and even a possible alternative location for the Fondy Farmers Market in the wintertime.

## INCREASED MOBILITY

Increasing capacity for multi-modal transportation and activity is vitally important to reshaping the streetscapes in the Fondy North Crossing area. To emphasize the pedestrian and bicycle nature we want to encourage we want to constrict the driving lanes so as to promote adherence to the existing speed limits. We also plan on highlighting major crossings as previously mentioned by raising crosswalks forcing cars to slow down when nearing major pedestrian crossings. By strategically placing signs and lights we can draw the attention of drivers to focus on caution while providing pedestrians and bicycle riders the safety and the means to experience the development without fear of personal health due to existing traffic.

## CIVIC GREENSPACE

Our civic greenspace is designed to be versatile. For instance, near the light industrial center we envision this civic greenspace taking on the appearance of a civic pathway which is highlighted by a wider walkways and plaza spaces for social activities to occur. By providing space for chairs, tables, and benches while maintaining aspects of green along the peripheries we believe we can encourage maximum use while simultaneously encouraging activities such as outdoor dining, and window shopping to support local businesses. In comparison, the civic greenspace we imagine within our residential corridor more closely resembles parks with paved walking paths along the sides. We want to encourage the shared greenspaces in front of residences as a community asset so neighbors can participate in activities such as community gardening, or even activities as simple as providing neighborhood children to play close to home. We believe that this civic greenspace can be as versatile as the neighborhood and future development are and we envision it becoming an important arterial pedestrian path to connect community, neighborhood, and economic growth.



# STATISTICS

## PHASING

**Phase 1:** In the first phase of development in our proposal, we see the corner of Fond du Lac and North as an integral location to stimulate development in the area. This location is the convergence of our economic and neighborhood gateways and serves as a highly visible corner. We see this as an opportunity to create a significant positive development to the urban environment that will catalyze our future proposed development in the area.

**Phase 2:** In the second phase of development, our team has identified the importance of stimulating the local economy through the implementation of the economic gateway, with the north avenue commercial crossing as well as light industrial development.

**Phase 3:** In the third phase of our proposed development, our team envisioned implementing the neighborhood gateway of our development, with owner-occupied units well as rental housing to provide homeownership opportunities.

**Phase 4:** For the fourth phase of development, our team identified that we should build on the anchoring and economic production of previous phases and pursue developing the upper fond du lac area. This area will be characterized with vertical mixed-use development, that will provide ground floor activation in the form of dining and retail, with residential and smaller office space in the floors above.

### PHASE 1



### PHASE 3



### PHASE 2



### PHASE 4



Figure 39: Phasing Diagram



## LAND USE

The breakdown of land use square footage for our proposed development highlights a variation of mixed-uses. Our largest proposed land use includes residential, which consists of 35% of the square footage, broken up between 13% with light density residential, including the land trust and townhomes, and 22% with medium density residential, which includes our mixed-use commercial and residential developments.

Our civic greenspace consists of the second largest percentage base at 27% of the total square footage of our development, as it provides a backbone of connection throughout our site area. Our commercial development, which is largely centered along North Avenue, constitutes 18% of the square footage. The light industry business hub constitutes the industrial land use of our development, encompassing 5% of the total square footage.

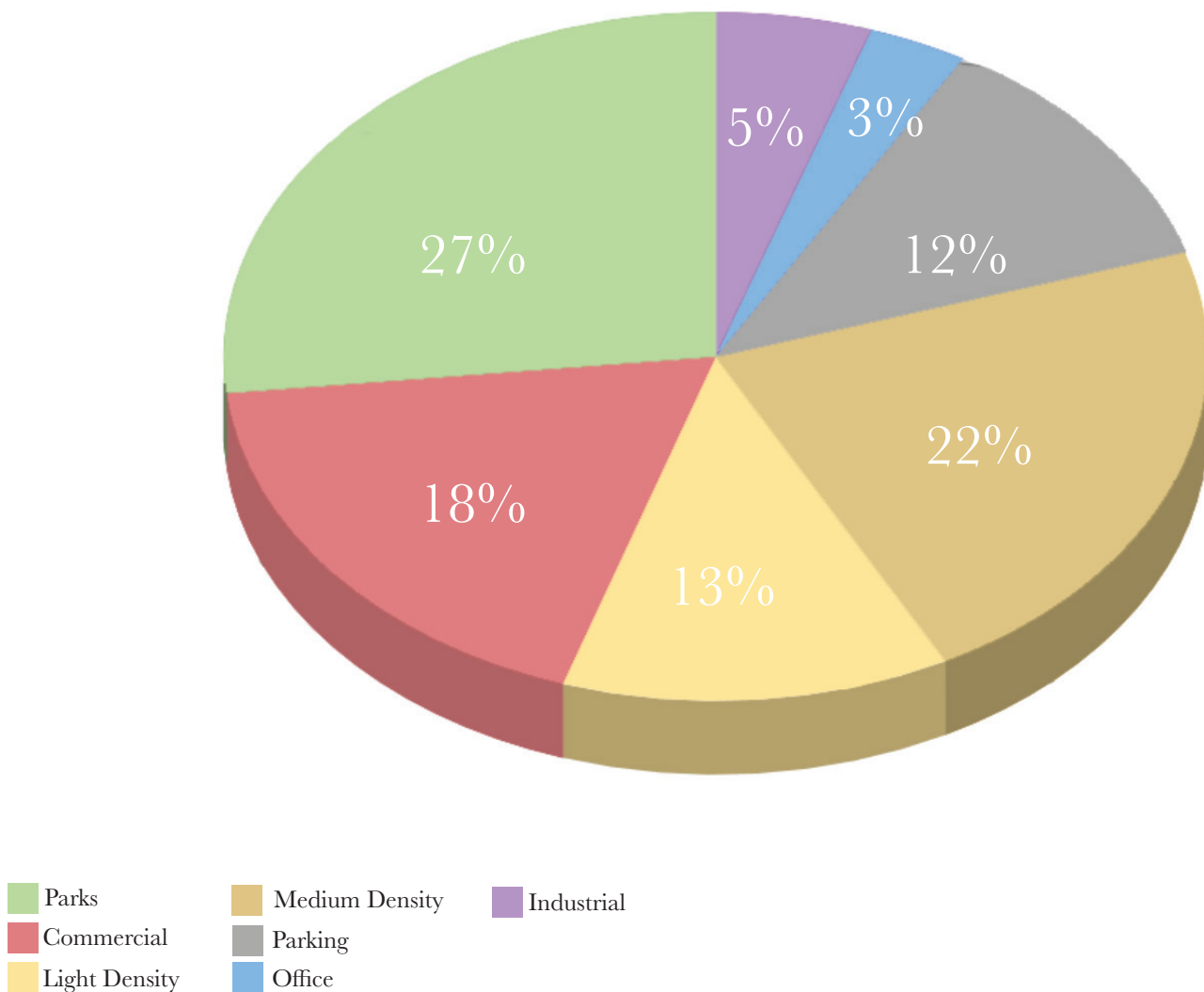


Figure 40: Proposed Land Use

## REDEVELOPMENT IMPACT



Figure 41: Redevelopment Impact Chart

Aligning with our values, to populate the streetscape we proposed adding 400 new housing units, with 100 of these being owner-occupied, and 300 of the units being rental units. To embody our value to provide affordable housing, the owner occupied units include a 40% affordability percentage, which accounts for the 40 homes we propose to encompass the land trust model in the neighborhood gateway of our development. The rental units include a 30% affordability percentage, which would account for roughly 90 new affordable units in the site area. To energize the streetscape, our development will in-

crease the number of jobs within the development site area, with a significant portion of those residing in our light industrial business hub. To green the streetscape, our development will encompass 70 acres of greenspace as well, largely coming in the form of our civic greenspace. Our development will also increase the tree canopy within the site area, and we estimate that the canopy coverage will meet the city of Milwaukee's goal for 40% tree canopy coverage citywide (Figure 41).



## CONCLUSION

The Fondy North Crossing plan is by no means a modest plan, we believe that this community, as is, has such a strong foundation and with planned reinvestment we can provide community led solutions to many of the current issues threatening the fabric of their neighborhoods. We understand the adverse effects that this kind of densification and development causes and due to that we emphasize the need to be patient, to find the right tenants, and the right non-profits to provide the means to include

equitable development that has the community in mind first and foremost. We hope that partnerships with the City of Milwaukee, nationally based non-profits, and community organizations can provide a means of providing the economic boost the neighborhood sorely needs while maintaining the community's existing identity.



Figure 42: Proposed Urban Overlay

# Mosaic: A Smart Growth Development



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Architecture*



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Architecture*

## VALUES & GOALS:

The research presented within this report strives to improve social engagement and user experience through green ideas. This report intends to thread principles of Smart Growth with suggestions on mobility, ecology, housing, and social infrastructure in efforts to accomplish this. The following goals are prominent drivers within the contents of this report

### 1) **Enhancing Mobility and Creating Walkable Neighborhoods**

The mobility section aims to improve the convenience and safety of navigating the Fond du Lac and North region.

### 2) **Increasing Opportunities for Public Health and Social Engagement**

With the reduction of physical stressors, the provision of community spaces and programs, and environmental proactivity in the region's framework,

public health and social engagement within the Fond du Lac & North context can improve.

### 3) **Mix land uses and Housing Choices**

Implementing structural diversity allows for an expansive selection of homes, offices, retail, schools, and restaurants. The Housing and Social sections of the report outlines housing types and transformative housing building metrics.

These guiding principles provide the blueprint of the critical-thinking and design process, which in turn fosters the connections of a sociable mosaic. Challenges within the Fond du Lac and North combat the framework of the mosaic, but by effectively utilizing the existing context, the challenges can make way for tangible solutions.







# AREA CHALLENGES



Figure 2 - Neighborhood Rent Statistics

## Housing Challenges

Housing is a significant challenge across the Fond du Lac and North site for multiple reasons. First, the aging housing stock is 70 years, and older, implying they contain hazardous materials such as lead and asbestos. Although only about 30% of residents are homeowners, the median owner-occupied housing value is \$36,000. One reason for this low value is the deterioration of housing structures, along with the low income level of the population. The area is zoned primarily for two family and single family housing, with the majoring of lots containing duplex, or split-level houses. Many of these houses are rented seeing as 70% of residents in the area are renters. Another issue related to this is the lack of multi-fam-

ily housing options available. Only 20% of the housing stock is multi-family, and it is at or near full capacity. Rent prices in the area are below the City of Milwaukee averages, across the entire site, by at least 25%, as seen in Figure 2 (Market Analysis - Fond du Lac & North Area Plan, 2019). There is a need for reevaluating housing types to meet the needs of all residents, current and future.

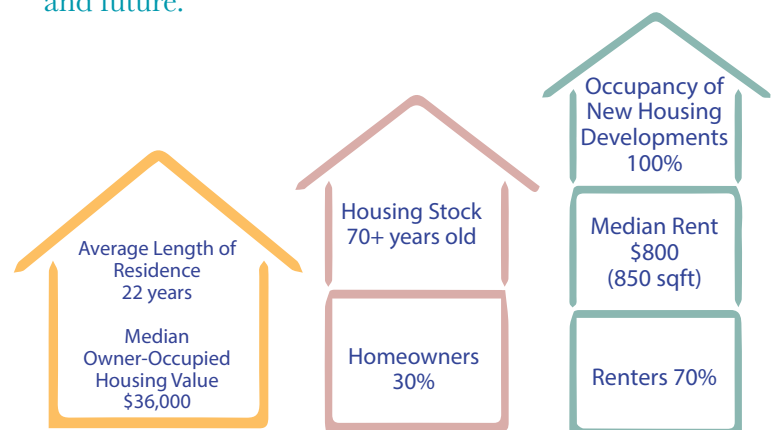
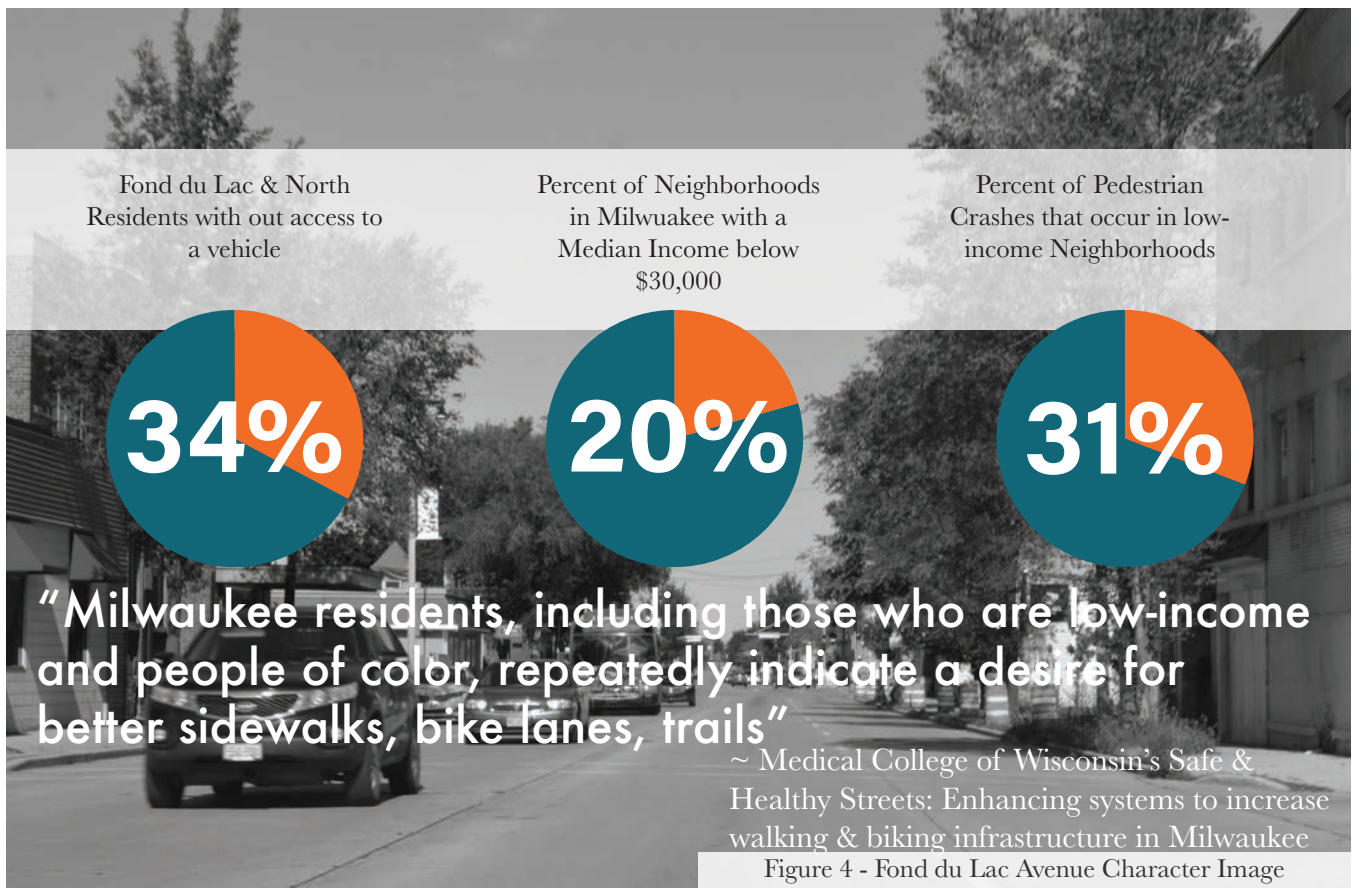


Figure 3 - Housing Info-Graphic





## Mobility Challenges

Low-income communities like Fond du Lac and North rely on public and alternative forms of transportation to access employment, food, and health services; however, these same communities disproportionately represent the areas of highest pedestrian crashes in Milwaukee, making alternative forms of transportation not only undesirable, but also unsafe (Schneider, 2019). With over a third of residents not having access to a vehicle in Fond du Lac & North the streetscapes of the area should be a vibrant and inviting community space, but they are not. Fig. 5 shows the dangerous corridors and intersections within the area, most of which are along the major commercial corridors and near essential locations like grocers and schools. The dangers posed by the vehicular oriented streetscapes directly limits access to these essential and employment locations. Returning the streetscapes to the public will not only increase the safety and health of the community, but will also allow for more equitable access and mobility for residents.



Figure 5 - Danger Corridors & Intersections Map

## Ecological Analysis

The regional history of industry, redlining, development and pollution leaves the people and landscape of the Fondy Region in a time of repair. The soils that we grow the food we eat have been polluted by heavy metals, pesticides and oil from cars. Our changing climate begs the question of how we can rebuild in a way that repairs the ecosystem of the region while meeting the needs of the most vulnerable. As these issues are projected to intensify, its best to think holistically and plan for the long term. The Increasing effect of heat islands within the Fondy Market region comes from two things: the excess of paved areas that reflect more heat back into the environment, a lack of tree canopy that reduces the heat in the environment. Green Space in general plays an important role in mitigating the effects of intense micro-climate and it also provides a cultural space for the neighborhood. It's important that people can access these spaces safely and by creating visible connections from people's homes to greenspace we can also improve the regional ecology.

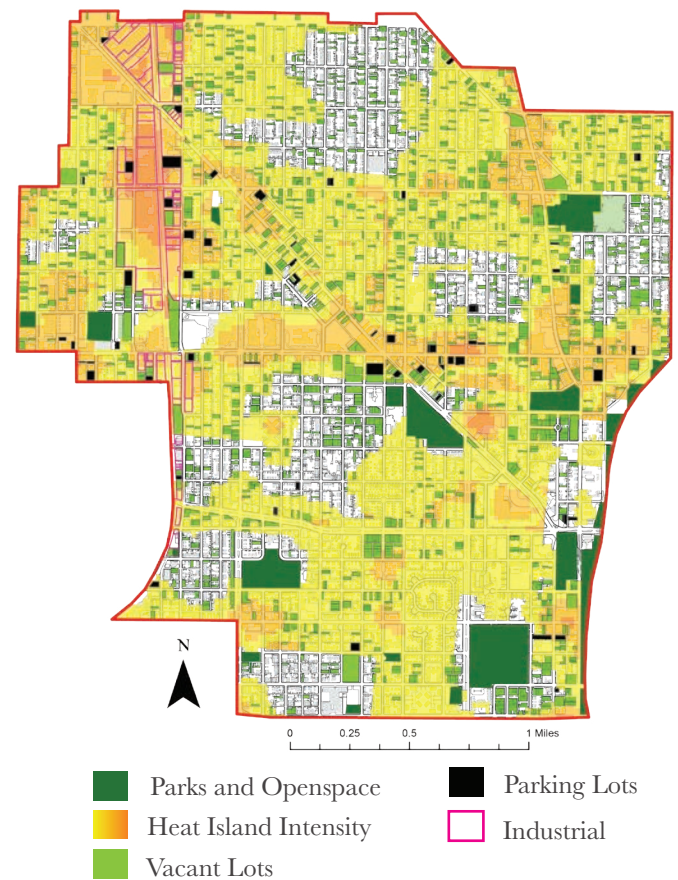


Figure 6 - Ecological Challenges

## Social Challenges

Within Fond du Lac and North, social interactions across high-traffic streets and neighborhood boundaries are limited. Busy roads such as Fond du Lac Avenue and West North Avenue interfere with the pedestrian streetscape while the current social infrastructure limits a community commons. It is important to acknowledge that recommendations for the community are best with increased involvement at the neighborhood level through all phases of this report process; however, outside stressors such as the COVID-19 pandemic interfered with these actions. Figure 7 indicates high-traffic thoroughfares, neighborhood regions, and community spaces from an outside perspective. As the figure shows, there is not an even dispersal of social spaces throughout the region, but rather a representation of congestive, dense spaces surrounding the high-traffic areas of Fond du Lac and North avenues. Because of these challenges, the Social Infrastructure section highlights

programming elements, community nodes, and transformative spaces. The Mobility section within this report tackles safer design solutions around the current social epicenter of Fondy Farmers Market (Gibson-Graham, 2013) (Barton et al., 2010).

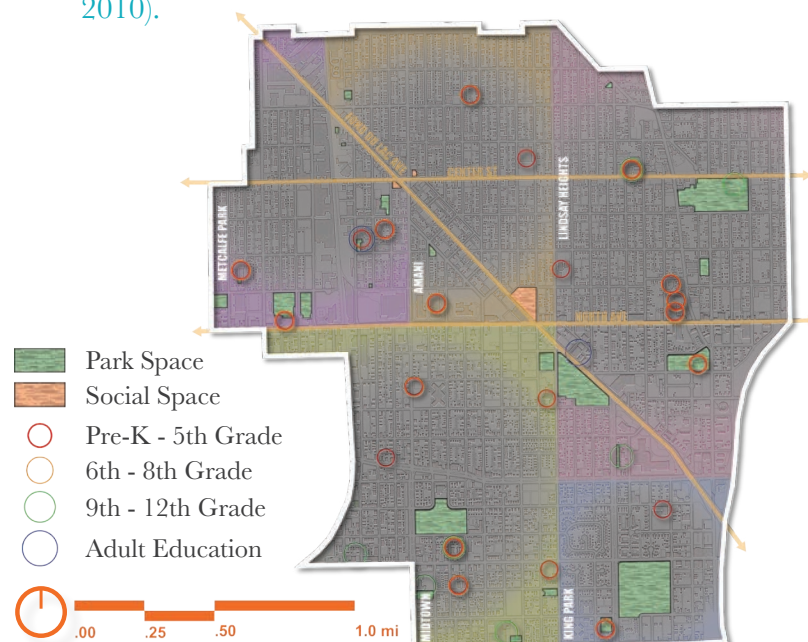


Figure 7 - Existing Conditions



# FIELDWORK

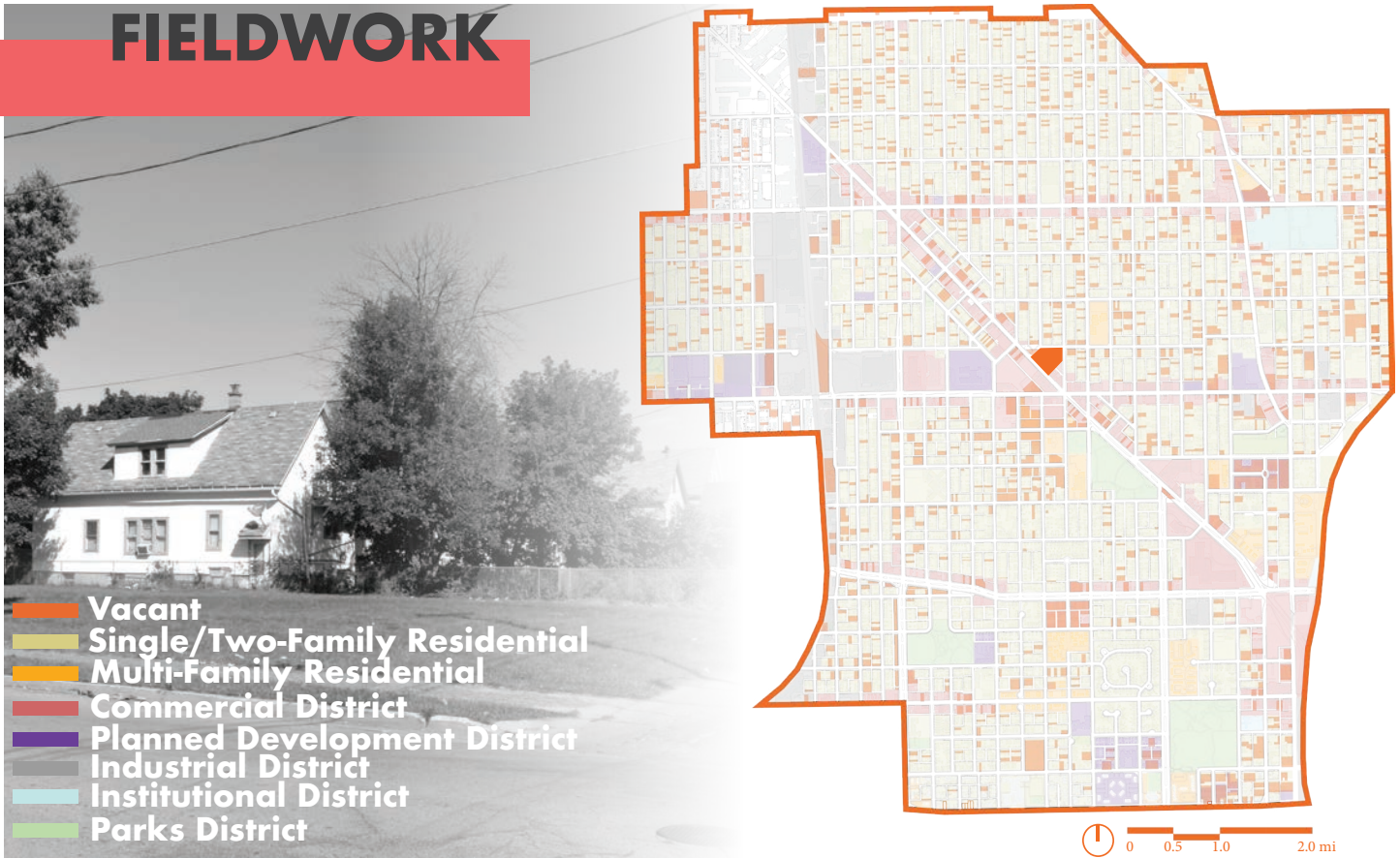


Figure 8 - Vacant Lot Character Image & Map

## Windshield Survey

In order to better understand the community and the urban fabric of the Fond du Lac and North area a Windshield Survey was conducted. A windshield survey is a visual inventory of an area taken through the windshield of a car as participants drive through the area capturing photos and making note of distinct features. It should be noted that windshield surveys bring with them a large bias towards vehicular circulation and places a vehicular lens on all of the images and information gathered. The windshield survey served to show the character of both residential and arterial streets within Fond du Lac and North and give insight into the community and social infrastructure of the area.

## Streetscapes

The Fond du Lac and North Area is dominated by the major corridors of Fond du Lac Ave-

nue, also known as Highway 145, and North Avenue. Both of these major arteries were outlined in the City of Milwaukee's Pedestrian Plan of 2019, where they were recorded as two of the most dangerous corridors for pedestrians (Schneider, 2019). Speeding is one of the largest factors contributing to the dangerous character of these streets. An increase from 20 to 40 miles per hour raises the likelihood of a fatality or severe injury by 60%, which is extremely frightening taking into consideration major arterials in the area, like Fond du Lac Avenue, have speeds of 30 miles per hour before taking speeding into consideration (Schneider, 2019). Wide lanes and clear site lines from vacancies also allows drivers to feel more comfortable at higher speeds, increasing the dangers of these streets.

## Vacant Lots

There is a surplus of vacant lots in the Fond du Lac and North area. Across the site there are ap-

proximately 1,800 vacant parcels (Market Analysis - Fond du Lac & North Area Plan, 2019). Many of these lots have been sitting vacant for an undetermined amount of time while the spread continues due to condemned and deteriorating buildings, mainly houses. Residents are taking advantage of some vacancies to use for gardening and urban farming, additional yard space, and areas for informal gatherings. There is great potential for infill development to slow the spread of vacancies, which will be explored later in the report.

## Social Spaces

West Fond du Lac Avenue functions as the main commercial corridor on the site. There are other commercial strips, like North Avenue and Center Street, for example, but Fond du Lac Ave runs diagonally across the entire site. These areas foster social exchanges by means of shops and restaurants. In contrast, residential areas foster different types of social interaction through events at nearby community centers, or informally with neighbors while sitting on the front porch.

## Food Access

Fond du Lac & North is in many ways a food desert when it comes to healthy and nutritional options. A 2019 Food Access Report conducted by the City of Milwaukee found the area to be in a “Underserved Retail Food Zone” and that 21% of Milwaukee’s population does not live within one mile of a grocery store (City of Milwaukee Department of Development, 2019). These issues are especially relevant in low-income communities, like the Fond du Lac & North area, where over a third of residents do not have access to a vehicle. Figure 10 shows the food options for the residents of Fond du Lac and North. There are primarily only four healthy food options, those being two retail grocery stores located off of Fond du Lac and North Avenue in addition to the Fondy Farmers Market and Alice’s Community Garden. Fond du Lac & North does have many convenience/corner



**Top:** Windshield Survey Captures **Bottom:** Food Access Map

Figure 9-10 - Windshield Survey & Food Access Depictions

stores which do offer access to food and are an active part of the local economy, but they generally do not offer healthy food options, which only adds to the adverse health effects many low-income communities face.



# MOSAIC REJUVENATION PLAN

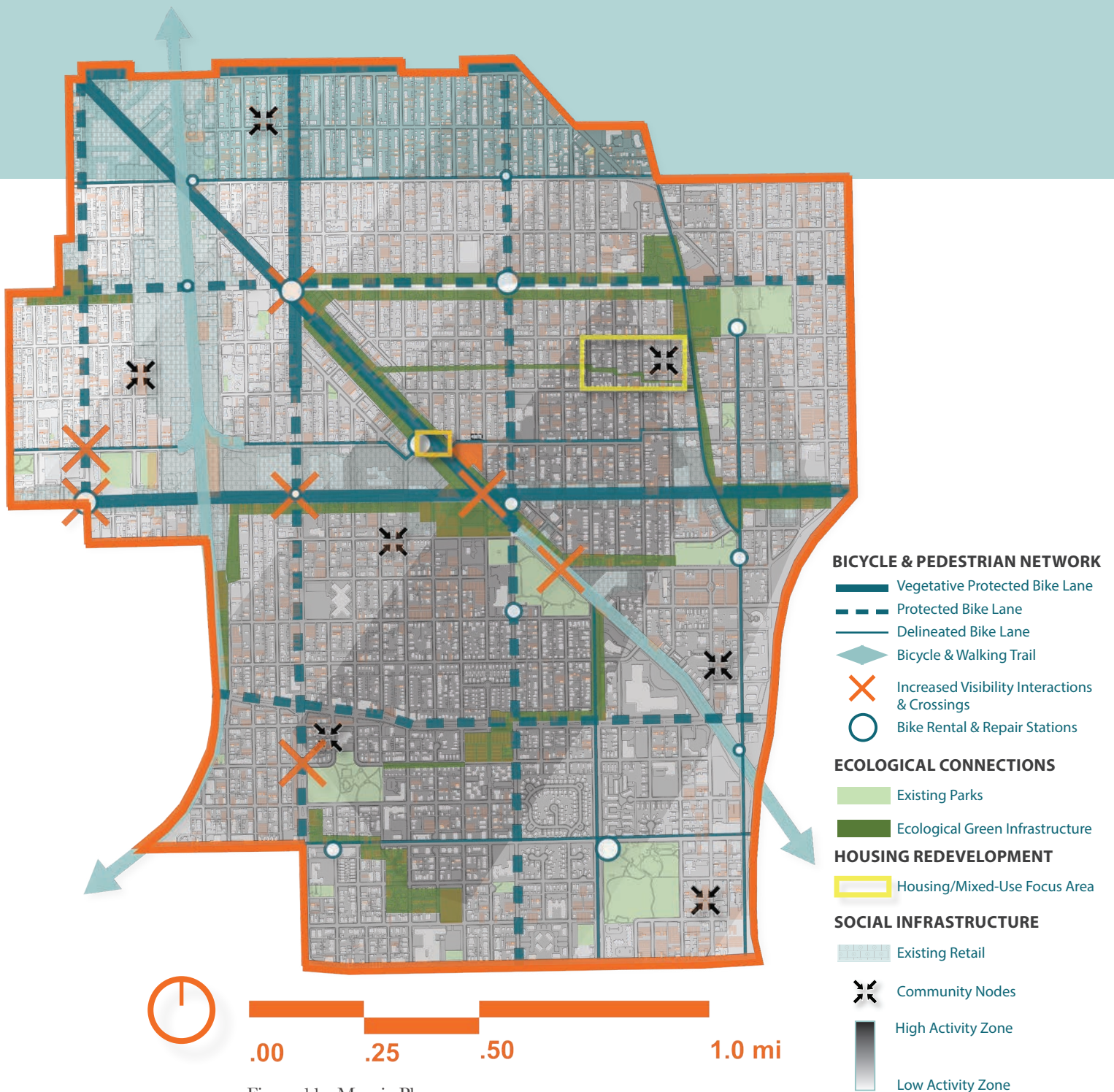


Figure 11 - Mosaic Plan

Mosaic: A Smart Growth Master Plan is a responsive series of pedestrian, ecological, and social connections aimed at strengthening the community and creating healthy neighborhoods in the heart of Milwaukee. Taking advantage of the opportunities the neighborhood offers, Mosaic strives to turn vacancy into residency and social ties within the Fond du Lac and North neighborhoods.

# HOUSING INFILL & DEVELOPMENT

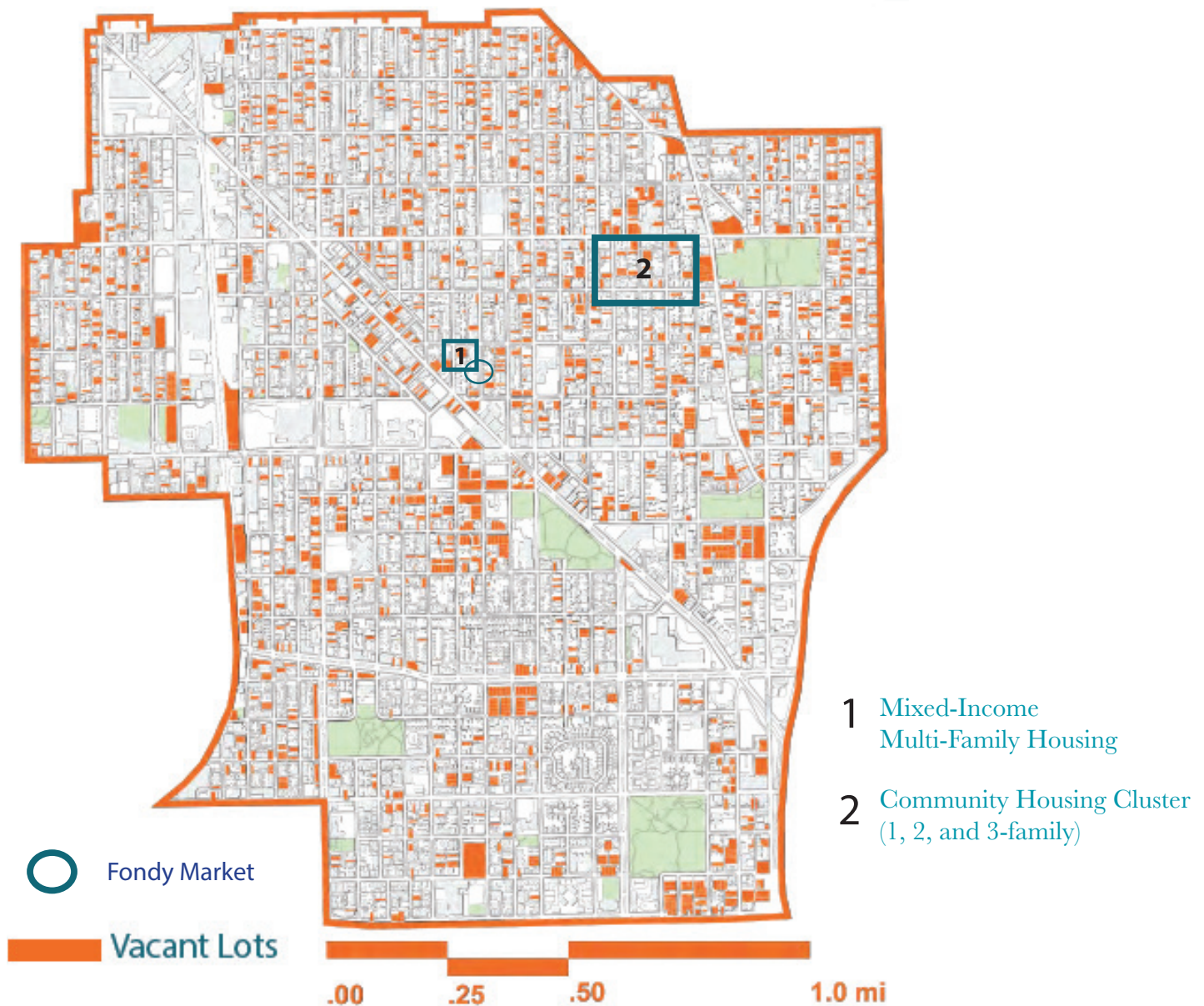


Figure 12 - Housing Infill & Development Plan

The master plan above shows the two areas of focus for strategic housing infill and redevelopment for the Fond du Lac and North site. The first area for infill is a multifamily housing project consisting of two four-story buildings just up the road from the Fondy Market. The current multi-family housing stock is at full capacity, so catering to the demographic of people who desire this type of housing will keep residents in the Fond du Lac and North area.

The second housing development shown on the map is a community cluster with newly built and

rehabilitated houses. It is located near North Division High School, in an area where families would most likely live. The housing on 14th, 15th, 16, and 17th Streets will be a mix of single-story, single family homes, split level duplexes, and some three-story co-op houses. The variability in size will offer multiple options to suit different family's needs. These housing types will help create a barrier to stop the spread of vacancy in communities around the site.



# HOUSING FOCUS GROUP

Many decisions for the multi-family infill and single family housing cluster proposed in Mosaic are informed by a focus group the City of Milwaukee carried out with community members from the Fond du Lac and North area.

## Home Ownership

One way to gain equity is owning a home. Identifying barriers to homeownership of families with low to moderate income, and people of color are key to developing alternative strategies of increasing homeownership. Community organization resources can inform residents about different loan programs, like the Strong Homes Loan, and other personal finance education related to buying or maintaining their homes. The City also presented the potential to provide aid to current residents in the case of increasing property values, who may struggle to pay for their property.

## New Housing

Residents in this area need affordable housing, whether using LIHTC for 20% of units, or building smaller, less expensive homes. Intermixing market rate and affordable homes can help offset some costs. Adaptive reuse is another way to improve the housing situation, mentioned in the focus group report. Taking old buildings, not originally used for housing, and transforming them into a dwelling is another way to add new housing, while using existing resources.

## Housing Rehabilitation

Target Investment Neighborhoods (TIN) can be established and specifically identified for rehab opportunities. Putting more proactive measures in place for building codes and licensing, especially for rental properties, will hopefully hold property owners to a higher standard of maintenance for their buildings. Lastly, prioritizing improvements affecting health and wellbeing is one place to start: removal of mold, lead paint, leaks, etc.



Figure 13 - Field Trip Photo



Figure 14 - Field Trip Photo



Figure 15 - Eco-Tour House

## Rental Housing

Tax Increment Financing (TIF) and Low Income Housing Tax Credits (LIHTC) are some resources for expanding rental and multi-family housing. Expanding and preserving subsidized housing options that serve residents with 30-50% AMI, as well as Section 8 housing vouchers are other ways to ensure opportunities for renting in this area. Much of the four neighborhoods within our site contain duplex and split-level housing that are rented; however, other sizes of multi-family housing and dwelling unit options may better serve the renting population.



Figure 16 - Multi-Family Housing: Before

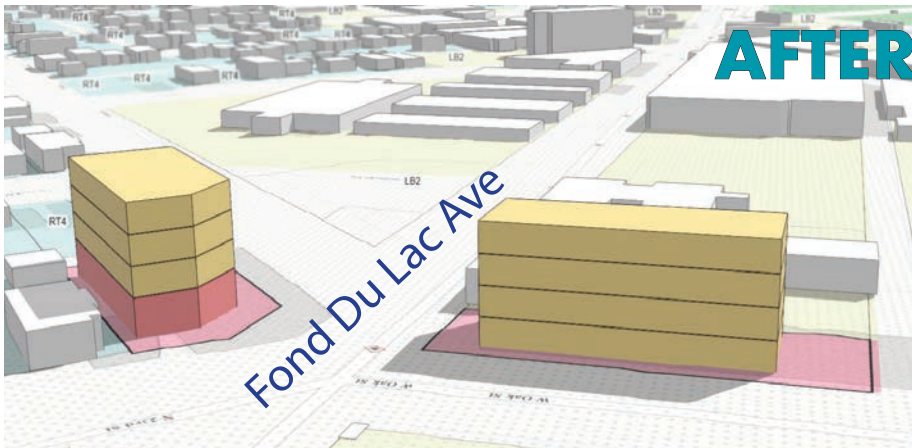


Figure 17 - Multi-Family Housing: After

The existing use for the multi-family housing site consists of an empty lot on the right side of the street, and a boarded up building, just north of the Fondy Market parking lot. The Fond du Lac corridor has some new businesses, so adding this housing will help activate streets.

Adding higher density, mixed-income, multi-family housing to the main arterial of the site will bring more activity and money to this largely neglected economic corridor. More multi-family housing will also provide different sized dwelling options for renters who may live alone or with only one other person. Placing this housing development on streets served

by public transit is another advantage to increasing the presence of multi-family housing on arterial corridors around the site. Making these buildings four-stories will also preserve the character and community feel of the area by not building towering skyscrapers that dominate the street.

## Case Study: Westlawn Gardens

Westlawn Gardens is a housing project covering 75 acres with 958 units in the City of Milwaukee just under six miles north of the Fond du Lac and North area. The development includes mixed-income housing, internal streets, sidewalks, storm-water management, playground, community gardens, and more. The award-winning, LEED certified development was funded through tax credits, HUD, and investors like PNC Bank.

Other partners who helped make this development possible were Havenwoods Economic Development Corporation and Havenwoods Business Improvement District (Doremus, 2019). Westlawn Gardens can be used as an example for both the multi-family housing development and the low-density housing clusters.



Figure 18 - Westlawn Gardens Recreation



Figure 19 - Westlawn Gardens Information Sheet



# COMMUNITY CLUSTER

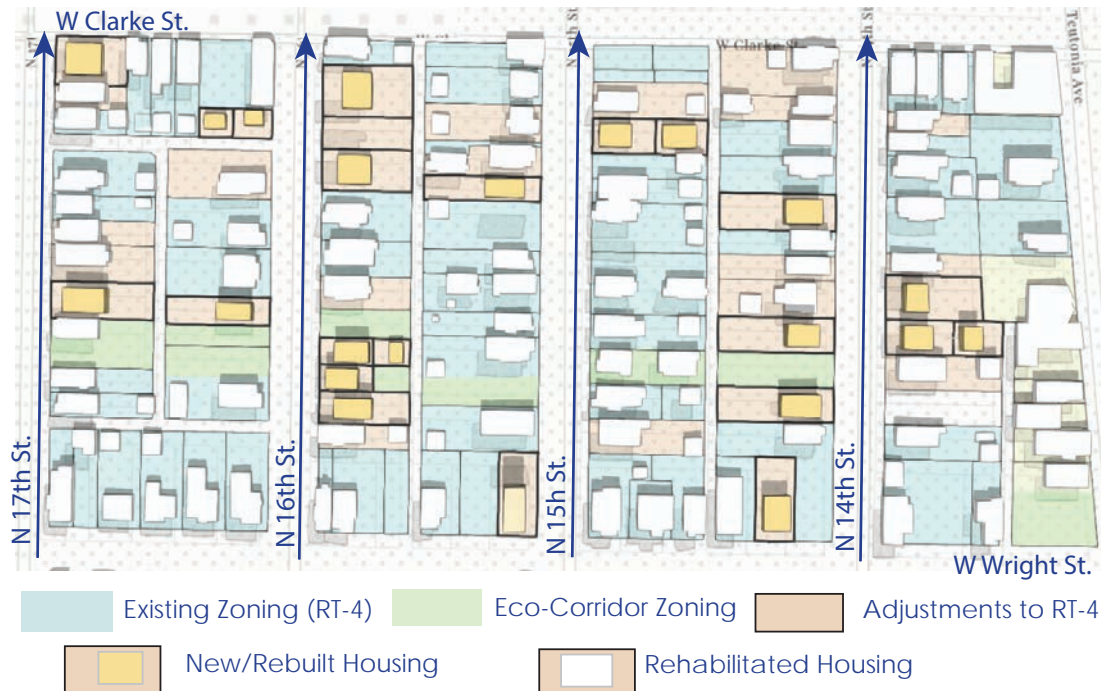


Figure 20 - N. 16th Street: Two Family

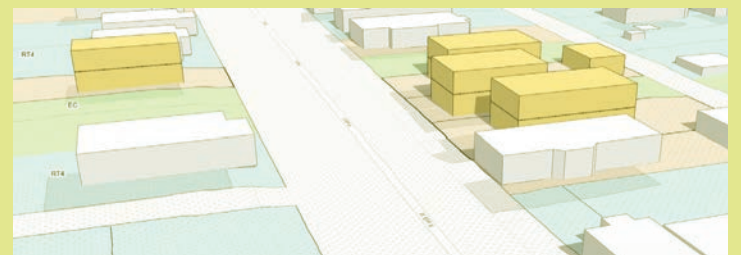
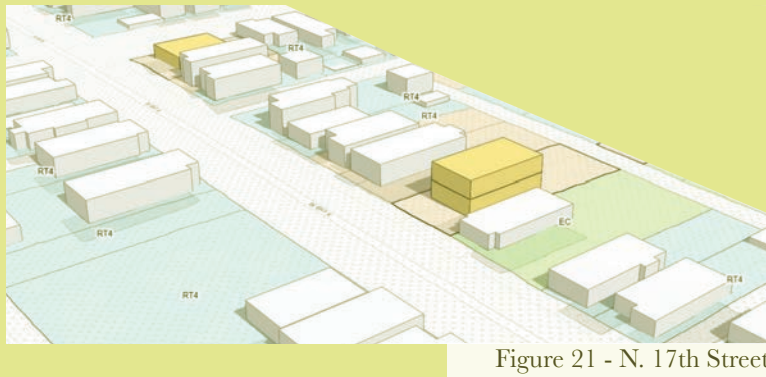


Figure 20 shows the four blocks that were looked at more closely for a low density housing cluster. Parcels were selected, in light orange in the figures above, for rebuilding or rehabilitation based on exterior elements such as boarded windows, general disrepair, or being a vacant lot. Some of the larger lot sizes are as big as 6,000 square feet, and proportioned very long and thin. These parcels have the potential to be split in half, as seen in Figure 22, used for “granny flats,” or other

types of intergenerational Auxiliary Dwelling Units (ADUs). Figure 23 shows more two family housing along the eco-corridor, in green, compared to more single family homes farther down the street from the green corridor. Densifying the eco-corridor will maximize its usage and create a new connection between the four blocks.

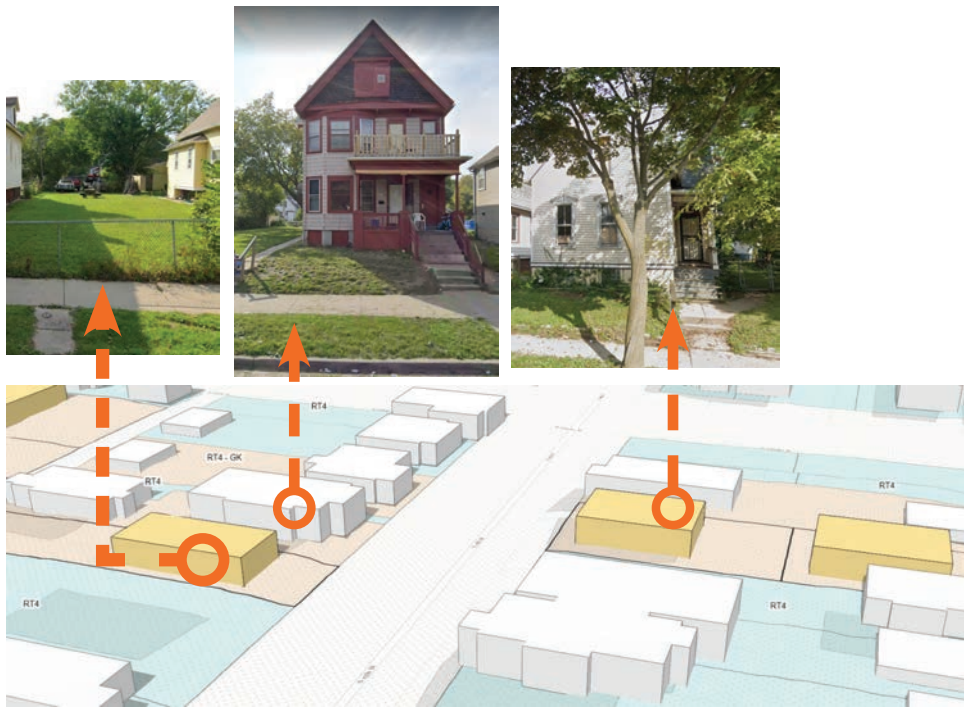


Figure 24 - N. 15th Street

Figures 24 and 25 show additional opportunities for the three different housing types. The photos show existing housing and the weathering or vacancy that led them to be labeled for rehabilitation or rebuilding. The three-story structure in Figure 25 is a co-house along the eco-corridor. Residents can participate in the different types of programming listed in the Ecology Section of this report.

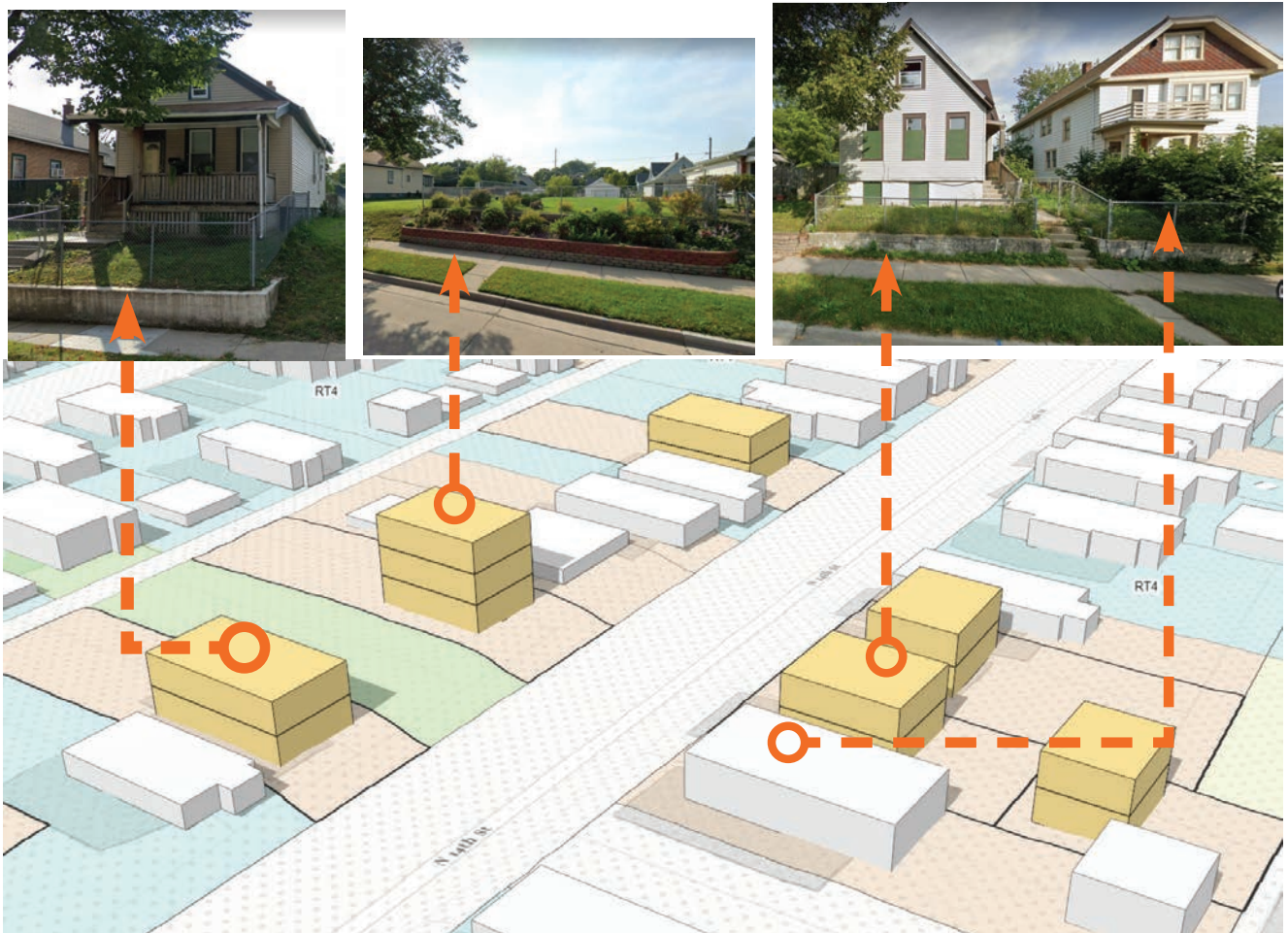
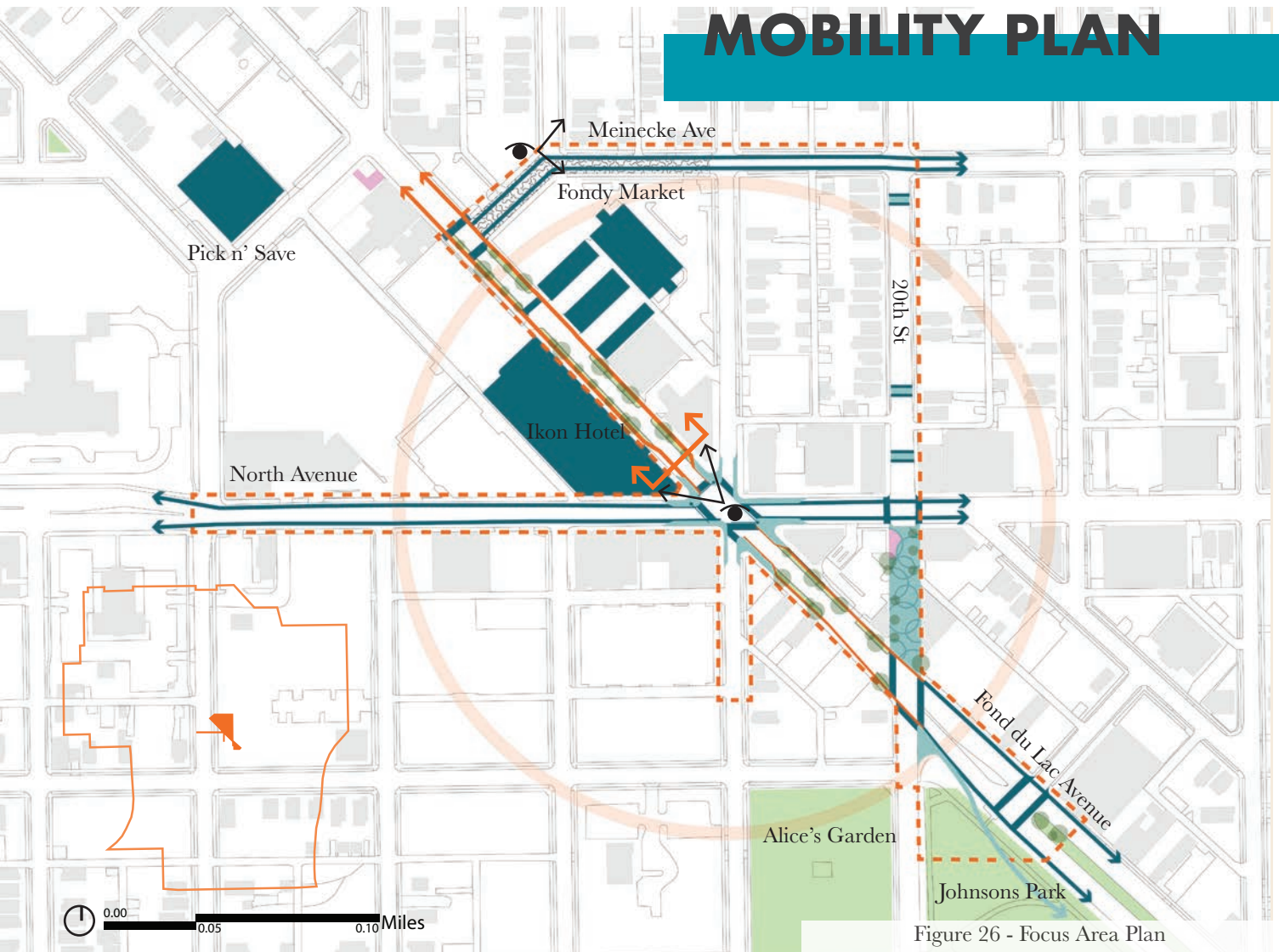


Figure 25 - N. 14th Street

Using resources and educational tools from community partners like the Dominican Center, Metcalfe Park Community Bridges, and Walnut Way Conservation Corp. can help residents better manage their finances and acquire loans and other aid for maintenance.



# MOBILITY PLAN



## Focus Area Bicycle & Pedestrian Safety Plan

To better understand how the Mosaic Bicycle Network and Pedestrian Safety Plan plays out at a more micro scale, the intersection of Fond du Lac and North, near the Fondy Market, was chosen as a focus area to explore the area plans implementation on the ground (See Fig. 26). The largest changes to Fond du Lac Avenue are vegetative protected bike lanes introduced on both sides of the arterial to bring the avenue down from four to two lanes, creating a new urban canopy to the corridor and further reducing traffic speeds. The plan also introduces a protected bike lane along North Avenue with curb extensions at the intersection with Fond du Lac avenue to increase pedestrian and bicyclist safety. Street closures are implemented within the focus area by the creation of a woonerf (a shared space living street) on 20th st. to create new social spaces, as well as the temporary closure of Meinecke avenue in correlation with possible events tied to the Fondy Market. These aspects help to return the streetscape to a public space for pedestrians by reducing the threats imposed by vehicular traffic.

## Design Ideas

Fig. 27 depicts the transformation of Fond du Lac Avenue from a dangerous four-lane highway, to a thriving green pedestrian and bicyclist corridor. The implementation of vegetative protected bike lanes, pedestrian curb extensions, and high-visibility crosswalks provide safe spaces and routes for pedestrians and bicyclists and help to give life back to the aging commercial corridor in tandem with infill and rehabilitation housing developments.



Figure 27 - Fond du Lac Avenue Transformed



Fig. 28 on the other hand depicts a temporary street closure along Meinecke Ave. directly north of the Fondy Market for a community event, which could be tied to the market or another community anchor. Temporary street closures directly return the streetscape back to the public and help promote community bonds and strengthen the social infrastructure of the area, making them a key feature of the Mosaic.

Figure 28 - Temporary Closure of Meinecke Ave.



EXISTING

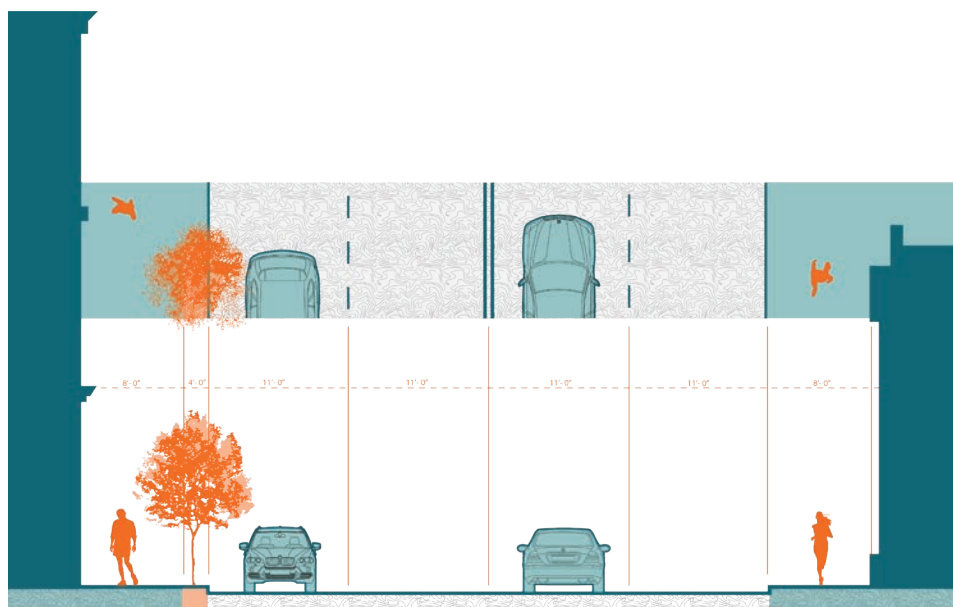


Figure 29 - Fond du Lac Avenue Existing Section 1"=14'-6"

## Site Conditions

The existing streetscape of Fond du Lac Avenue is inhumane, giving precedent to the automobile over the pedestrian. Fig. 29 to the left shows wide lanes and a high level of visibility offered to drivers, allowing them to consistently push past the 30 mph speed limit of the avenue. Few barriers between traffic lanes and the sidewalks also increase the alienating feeling of the streetscape towards pedestrians.

## Planned Changes

By converting two lanes into protected bike lanes and introducing new vegetation and canopy to the corridor, Fig. 30 showcases how Fond du Lac Avenue can return it's priority to the pedestrian and create a civic corridor that promotes alternative forms of transportation in addition to communal connections. Also depicted are future development projects, like the IKON Hotel and future higher-density residential rehab projects, which continue the Mosaic's narrative into housing.

IMPROVED

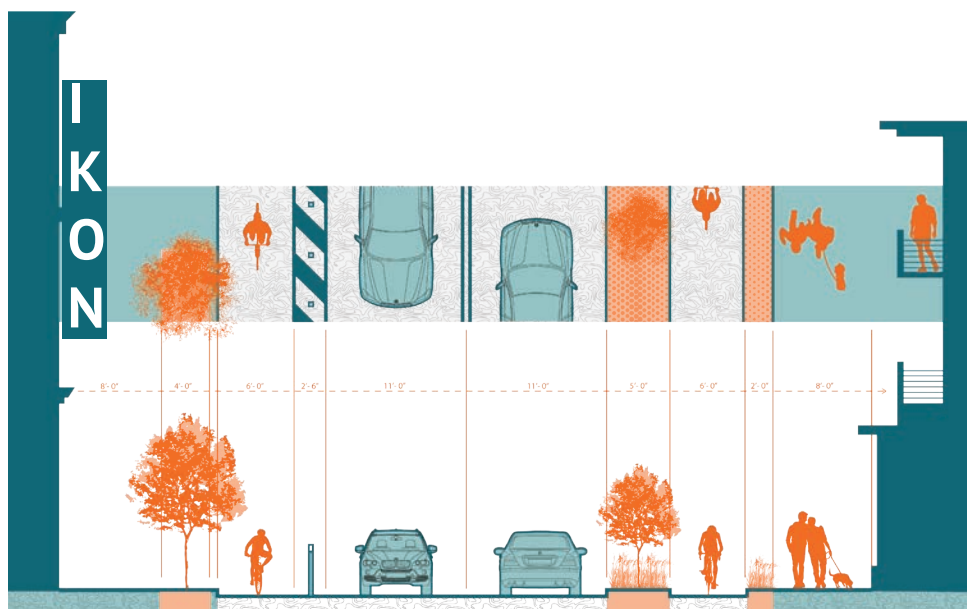


Figure 30 - Fond du Lac Avenue Improved Section- 1"=14'-6"



## Environmentally Conscious

Use solar panels to power stations and reduce area's dependence on fossil fuels through ridership.



## Connections to Transit

Partner with MCT to provide ease of payment and rental locations.



## Accessibility

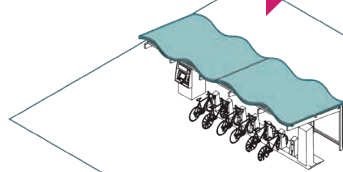
Ensure access to bikeshare by smartly locating stations within the community fabric.



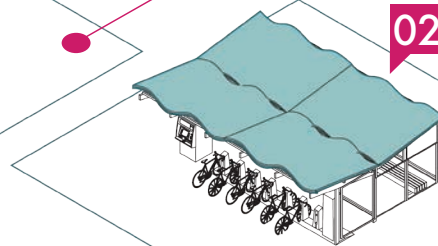
## Engagement

Make sure program information and discounts/incentives are known within the community.

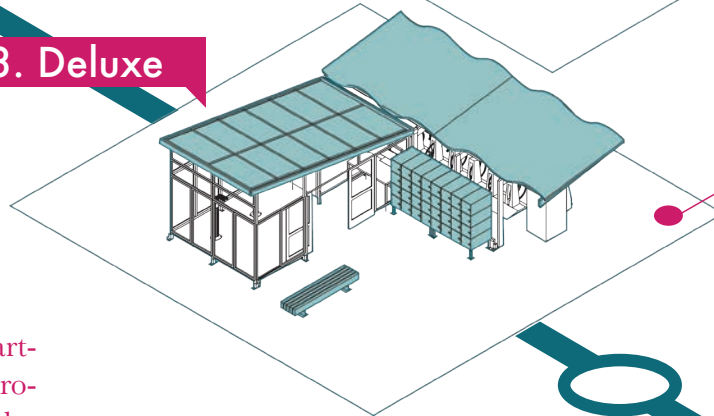
### 01. Compact



### 02. Moderate



### 03. Deluxe



## Bike Share Recommendations & Stations

The City of Milwaukee currently partners with Bublr Bikes, a bike share program, to offer Milwaukee residents who receive supplemental income support an \$8 dollar; however, there is only one location with 8 bikes within the Fond du Lac & North Area. Bublr Bikes should look to expand into Fond du Lac & North, following the recommendations at the top of the page, to create a more equitable bike share and promote a bike culture within the community.

Bike Stations can be implemented at three scales: **Compact**, for corridors and small spaces, **Moderate**, for schools or bus stops featuring an enclosed waiting area, and **Deluxe**, for community anchors & social hubs featuring an enclosed waiting/bike repair area and personal lockers.







### Payment Options

Partner with MCT and the EBT/SNAP program to offer multiple forms of payment. Cash payments could be made at local groccers/food markets.



### Safe Routes

Provide safe routes for the community to use the bikeshare program.



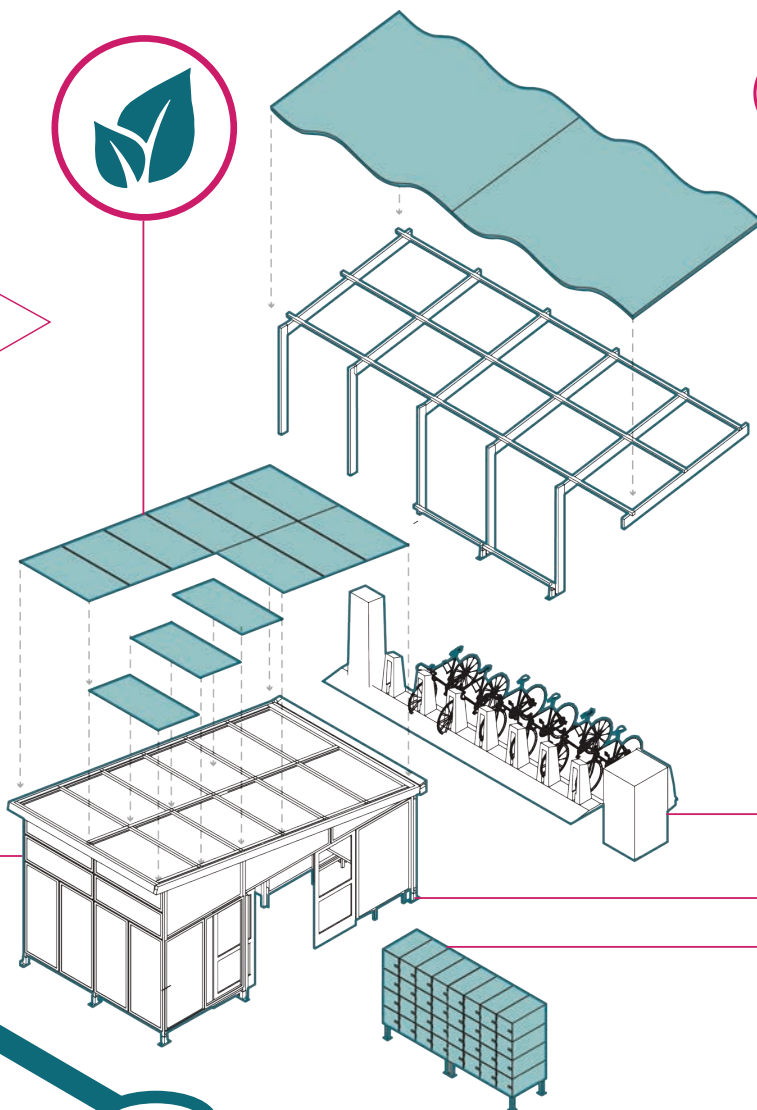
### Job Creation

Hire local residents to provide jobs to the community and create ownership of the bikeshare.



### Food Access

Have stations/routes that are responsive to where healthy food is accessible to the community.



+



**Accessibility  
Protection from the**



**Elements**



**Solar Powered**



**Coin/Card Lockers**



**Community Job Creation**



**Payment Options**



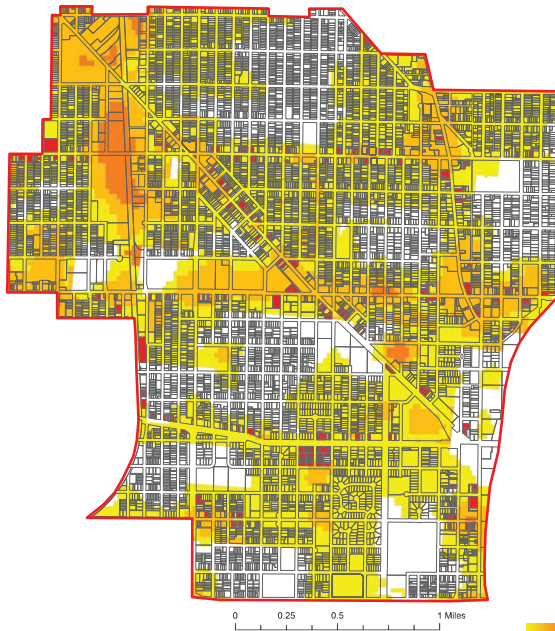


Figure 31 - Heat Islands and Commercial

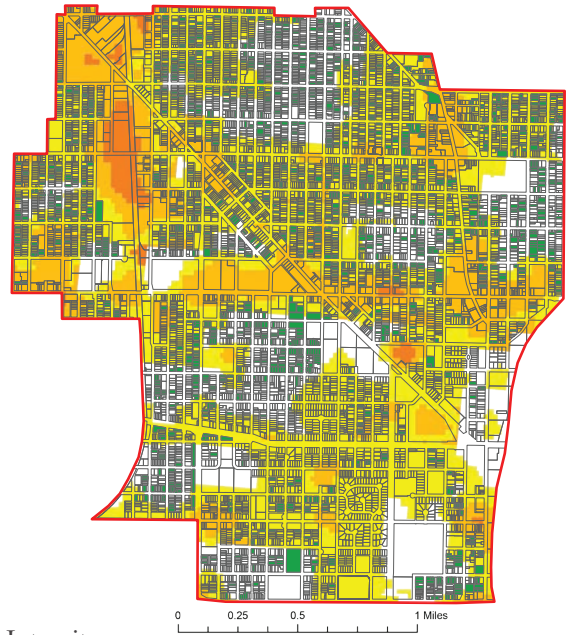
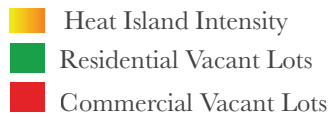


Figure 32 - Heat Islands and Residential



## Masterplan

We are proposing corridors that link greenspace, housing, education, biking and social interactions while connecting to the larger network of ecology and bike networks. As there are a large amount of vacant lots the distribution throughout the region is scattered, but by overlaying green space, development, vacant lots, transportation and heat islands you can see that certain areas have a higher concentration of either industry, parking or large roads that is contributing to the heat island effect. These areas more commonly contribute to environmental pollution. The areas less affected by heat islands are residential and greenspace. These areas still feel the effects of heat increase caused by more heat reflective areas.

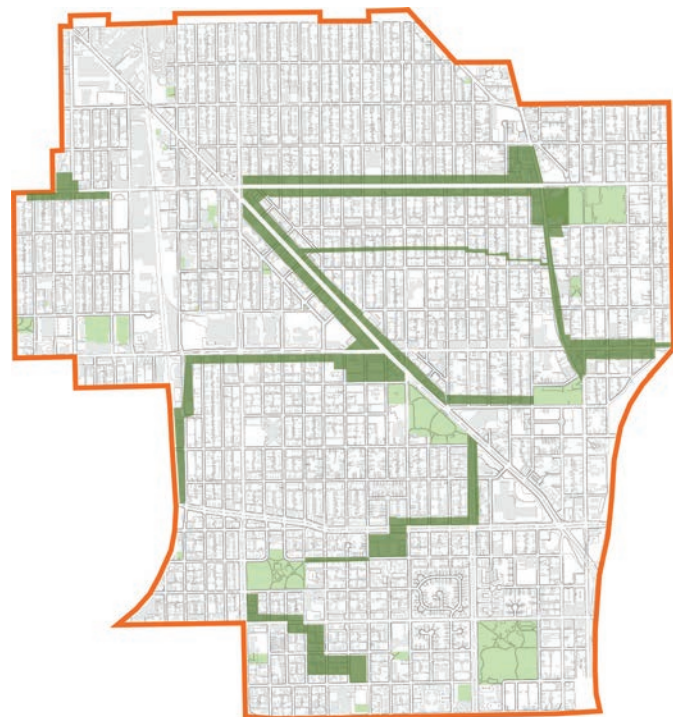


Figure 33 - Eco Corridor Masterplan





## Ecological Infastructure

There are many opportunities that can be taken to repair the ecology of the site while rebuilding the green spaces throughout the region. Focusing in on community spaces that integrate agriculture, tree canopy and remediation can help foster a healthy living space.

Figure 35 shows how Fondy Market is already incorberating these values into green space by taking intiatives to improve soil quality. By repairing the soil it impacts the larger ecology of the region.

Figure 34 - Ecology in Fondy



**Social Greenspace**



**Remediation & Infiltration**



**Multi-Season Growth**



**Pollinator Habbitat**



Figure 35 -Fondy Soil Repair

### Green Infrastructure

- Parks
- Urban Forestry
- Pollinator Gardens

### Stormwater Management

- Streetscape Design
- Impervious Surface Removal
- Roof Water Management

### Renewable Energy

- Solar
- Wind
- Bio Harvesting

### Remediation

- Lead
- Salt
- Petrol Chemicals

### Local Food Systems

- Food Carts



Figure 36 - North Eco Corridor Plan

- EcoCorridor
- ① Rain Garden & Bike Hub
- ② Solar Field & Remediation Planting
- ③ Pollinator Garden And Orchard
- ④ Art Alley and Childrens Edible Garden
- ⑤ Micro-Community Garden
- ⑥ Greenhouse
- Rehab
- Rebuild
- \* 1800 SQ FT

## Eco-Corridors

If we zoom into to the North District we can see how connecting green space to residential buildings through a corridor can create a community space that's integrated into the community. By creating a wide range of programming within the neighborhood become engaged in repairing the ecology of the place. At the same time the corridor provides a safe path for people to move between their homes and the surrounding community.



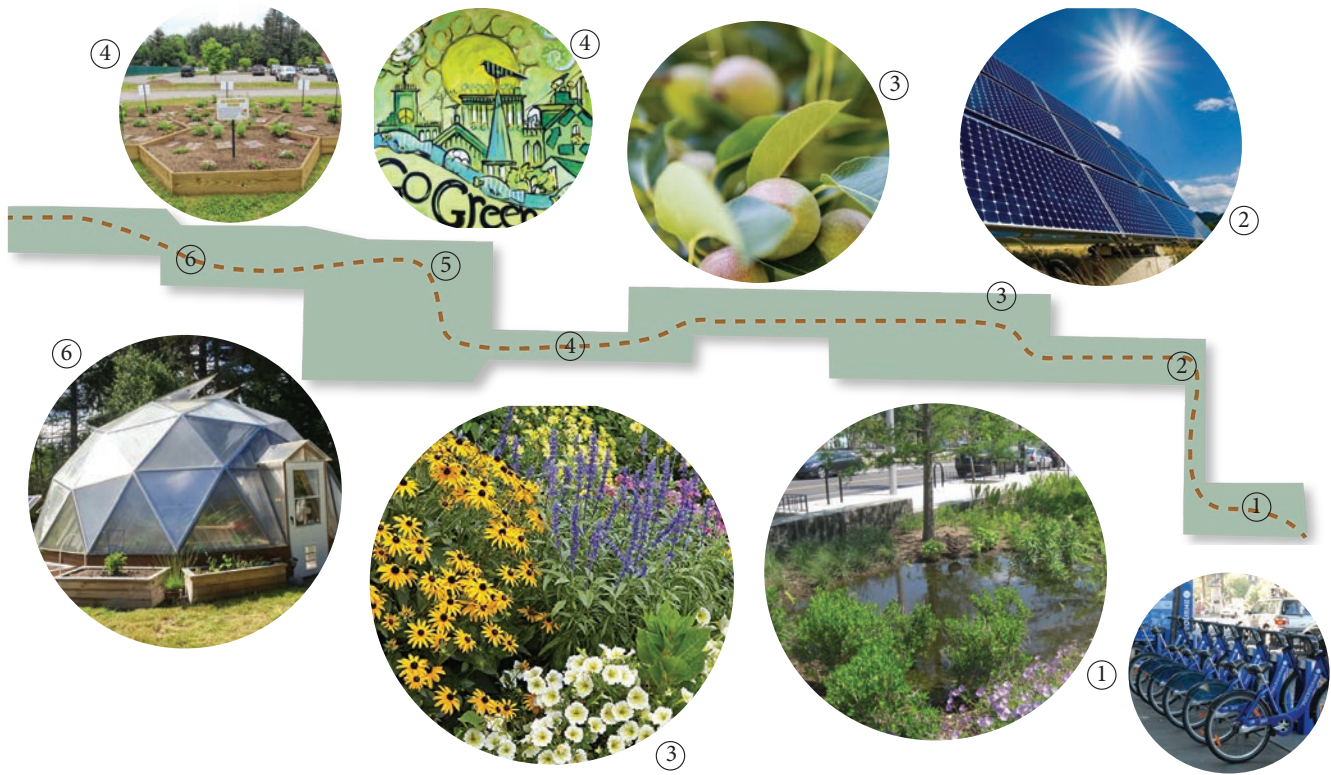


Figure 37 - Eco Corridor Programing

## Eco-Corridors

The corridor integrates all our groups focus elements into one place that defines a new style of affordable living. It breaks down the barriers of land ownership and allows more people to own their homes and share the land. Figure 37 shows how each program element is an essential component to cultivating a thriving ecology and community. These program elements are affordable and don't take much money or time to implement. Plants play a crucial role and provide habitat for organisms that keep the balance of the ecology in line. Access to green space is essential to the mental and physical health of people in the community and providing an opportunity for people to engage in their own space allows them to take ownership of their land.

Figure 38 - Eco- Corridor Perspective







Figure 38 - Eco- Corridor Perspective

## Eco-Corridors

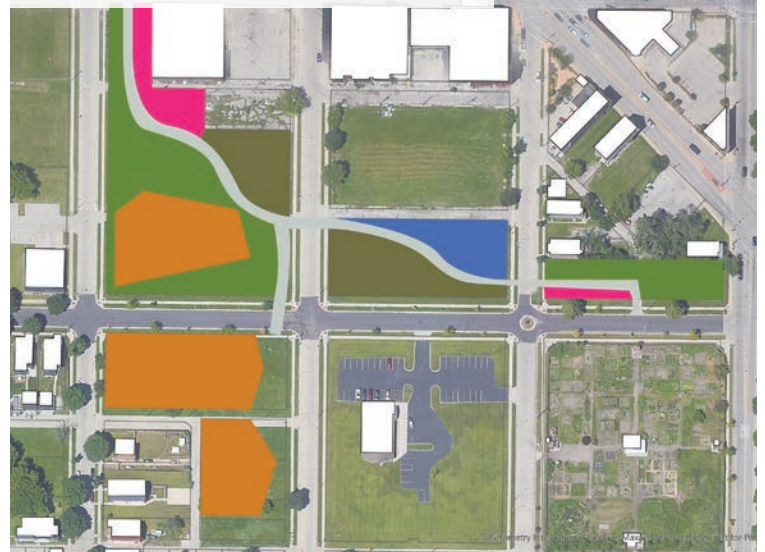
While integrating greenspace into the more residential neighborhoods is an essential step for the health and safety of the people in those neighborhoods it is also important to implement these practices in more commercial and industrial areas. Figure 38 shows how these sustainable practices could be implemented in the Fondy Market area. The combination of multi-family residential housing and greenspace is also an important process and removing the overall impervious surfaces that contribute to heat island effects. Integrating green infrastructure in the buildings and surrounding spaces is imperative when planning the spaces in vacant lots that lack biodiversity and vegetation.

- Community Gardens
- Solar
- Housing
- Remediation
- Water Management

Figure 39 - Fondy Connections



Figure 40 - Fondy Corridor Plan





# SOCIAL INFRASTRUCTURE

## Overview

Social importance is a critical network at the heart of cities, being surrounded by elements of transportation, the urban fabric, and the ecology of the land. To have a community commons, programs, and social space dispersal, have to be present. These spaces provide opportunities for social networking, non-monetary systems like gleaning, gifting, and bartering, and create the framework for communal self-sufficiency (Figure 41). Lessing dependence on outside resources and materials can help communities thrive as well, such as retail spaces for product resale and office space for self-employment (Gibson-Graham, 2013). Having various forms of jobs within the area can promote a job culture-shift; according to a LEHD of the surrounding neighborhoods, in 2015, only 5% of the estimated 6,500 jobs are occupied by residents within the region (Market Analysis, 2019). In terms of supporting local businesses and increasing social interaction, connecting with the immediate community is critical. Social engagement is not the only thing to consider when social planning. How will people travel to these spaces? Are these areas in proximity to neighborhood development and accessible by everyone? What programs are in place for the location, and does it stand to the testament of time? As for transportation, creating a network of safe routes can help with navigation to these spaces. Lessening traffic speeds can promote conversation between either side of the target thoroughfare, according to Appleyard's Livable streets (Appleyard, 1982). For the location, understanding that community members are more likely to walk to sociable spaces within a quarter-mile as opposed to anything over (Barton et al., 2010). Programming spaces for a variety of activities and allowing structural elements to adapt

over time are ways to implement smart growth approaches (ICMA et al., 2006). A well-rooted social network is crucial within lower-income families, in conjunction with maintaining a positive state of wellbeing. Promoting social interaction can better the community's mental health, lower the risk of Alzheimer's and dementia, increase the opportunity to engage in exercise, and promote a sense of safety and belonging (UW Health).

## Social Events & Planning Recommendations

In event planning understanding, events that take shape at multiple levels and have different spatial requirements is critical (Figure 42). While Larger events such as holiday celebrations need city coordination and require more area, such as the closing of nearby streets, Tertiary events are more spontaneous and don't require extensive planning. Also rotating, locations year after year or providing an alternate space can encourage conversation between neighborhood regions. These interactions can become life-long friendships and partnerships, whether through in-person activities or virtual hangouts. Implementing additional afterschool programs with problem-solving, teamwork, communication, and other amounts of activities are also critical because of the provision of a safe environment for youth, activities supporting academic development, and provision of a space for life connections and healthier futures (Figure 43).



Figure 41 - Non Monetary Exchanges

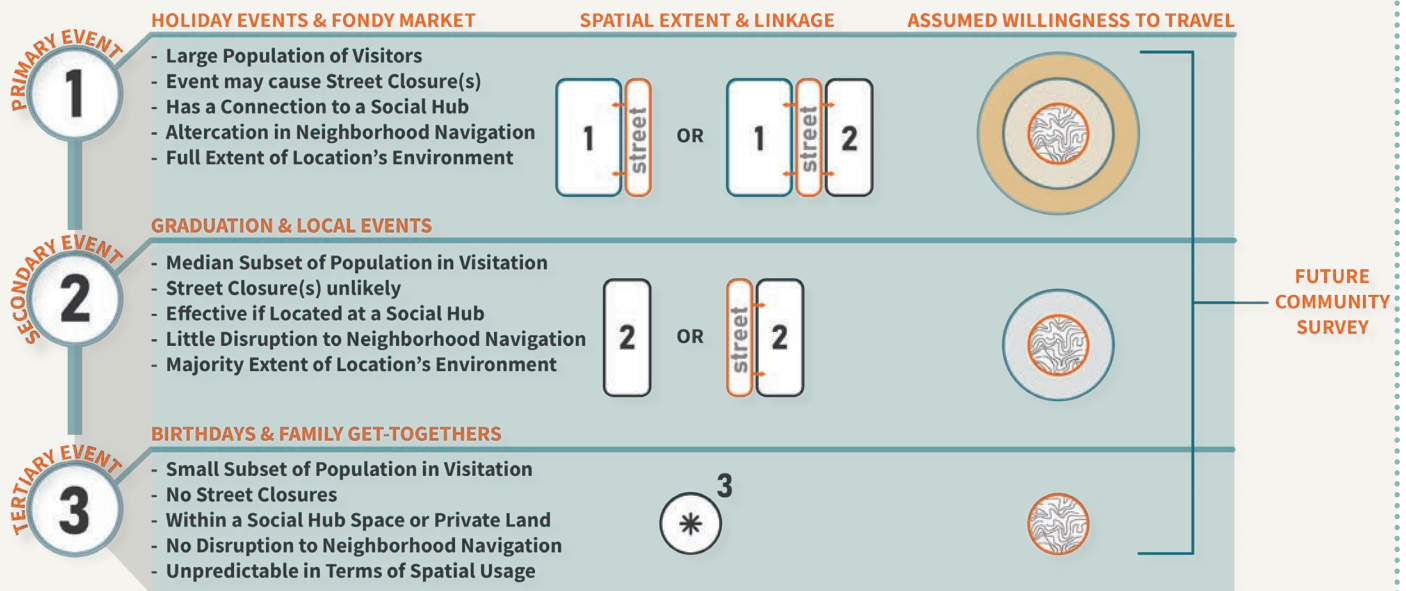


Figure 42 - Types of Events and Sizing

#### AFTER-SCHOOL PROGRAMS



Figure 43 - After-School Programing



Figure 44 - Social Connections



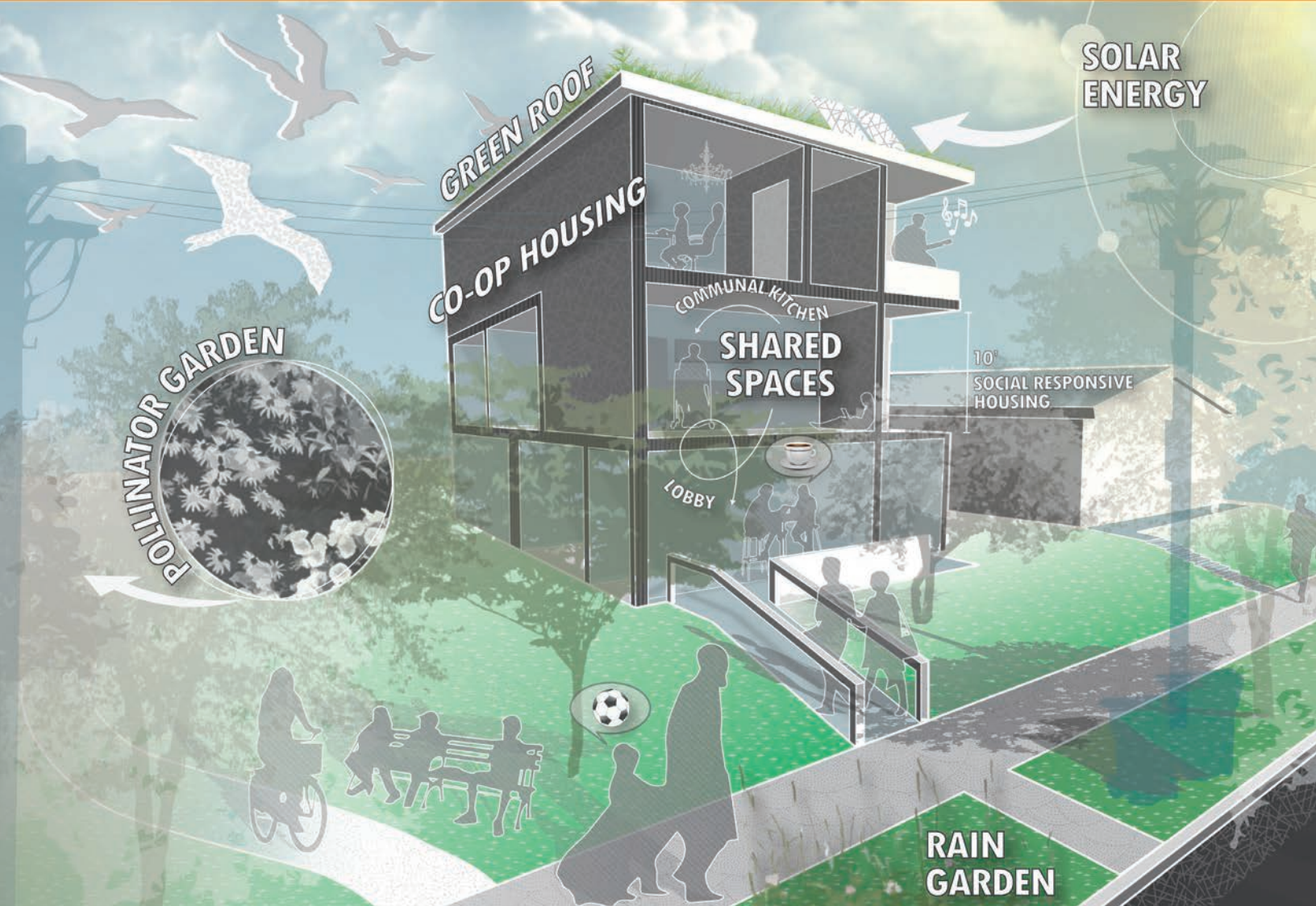


Figure 45 - Scenario A: N 14th St & W Wright St

## Social Scenarios

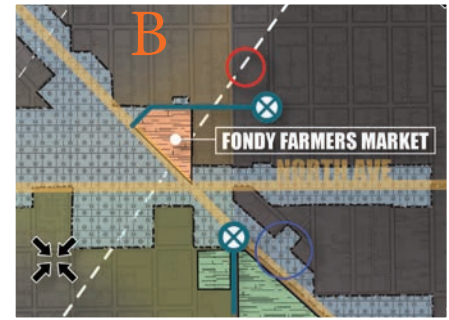
In Scenario A (Figure 45), adding additions such as Communal kitchens, lobbies, socially responsive housing, and proximity to nature can additionally enhance the benefits of communities. Social responsive housing allows for space to upkeep with the demand of time (being easily convertible from housing to retail) and saves money on demolition and the cost of rebuilding. These efforts in scenarios A and B are small steps towards an interconnected, well-woven community.

In scenario B (Figure 46), Closing down streets such as Meinecke Avenue for events can help support temporary space expansion, business engagement, and local event partnerships with schools and other places for event resources. Businesses need to play a significant role in community events. The goal for events is to provide a temporary communal commons where people share goods, services, and information, whether debriefing or updating other members of the community.





Figure 46 - Scenario B: Meinecke Avenue



## Social Master Plan

One issue of the project envelope is the distribution of social spaces. Suggestions on social expansion in Figure 47-48, “community nodes” are represented by black arrow X’s indicating places which may be more suitable for community centers, cultural centers, and co-op housing. These spaces were determined by looking at the dispersal of existing parks and areas such as the Wisconsin Black Historical Society, libraries, and the Fondy Farmers Market. This master plan highlights the existing retail (in blue) because of the potential connection for local events to push business awareness and participation within the community. Educational hubs like public schools, private, charter, continuing, and adult education are represented by age groups with colorful rings. These locations might be preferable for biking instruction, after-school activity, and small social gatherings.

Educational facilities are seen with high significance, as youth are the most fragile member of the community in terms of safety, and students bring families. The positioning of the high activity zone originates from overlaying the distribution of all educational facilities via age group; the high activity zone is the composite overlap of all ages. Spaces within the regional, high activity zones were deemed significant for large community events

and potential places for fundraising. Hosting larger events may be safer if street sections were temporarily closed (represented by dark blue pins); the closing of streets for events simultaneously expands the program bounds.

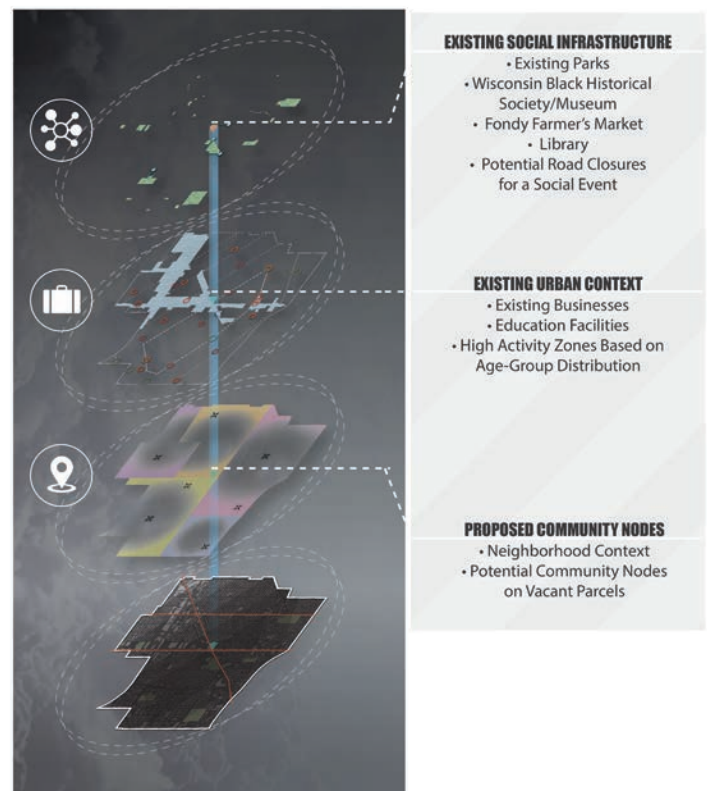
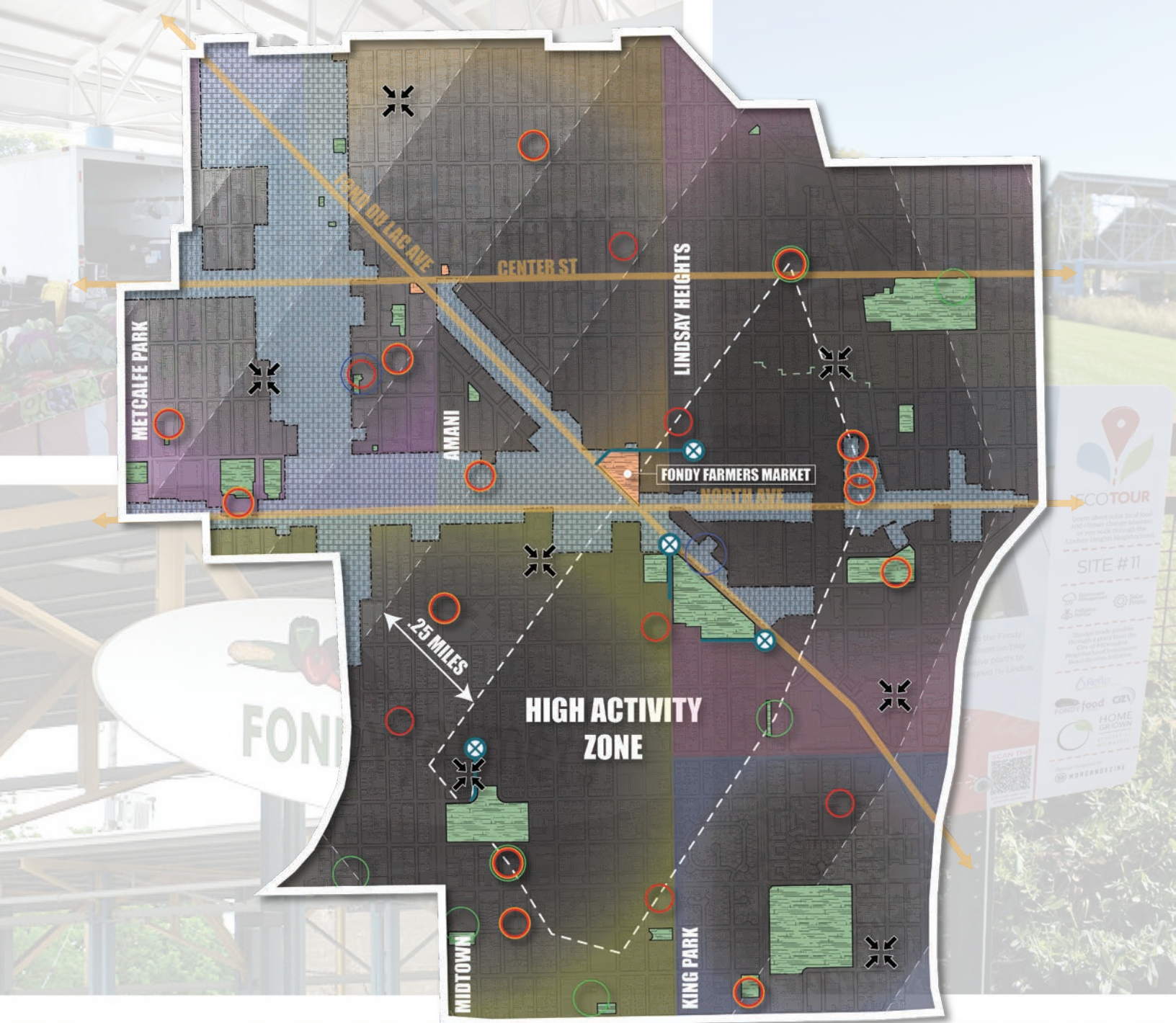


Figure 47 - Masterplan Axon Layers





- Event Street Closure
- Community Nodes
- Park Space
- Social Space
- Business Region
- Pre-K - 5th Grade
- 6th - 8th Grade
- 9th - 12th Grade
- Adult Education



# SOCIAL MASTERPLAN

## SEASONAL ACTIVITIES

Bike lessons Kite Flying Miniature Golf Petting Zoo Community Barbecue Competition Concerts Community Sketch Crawls Photography Events Plant Sale @ Alice's Gardens Earth Day event & Education Scavenger hunt	Fireworks Vacant lot gardens Play streets Bike Lessons Petting Zoo Splash pad - Slip and Slide Community Garden Swimming Lessons Sports Tournament Community Barbecue Community Picnic with Schools Live Music - Community event Chalk Art competition	October Festival Pumpkin Carving Contest Wheelbarrow races Costume Contest Tailgating Pie Eating contest Hotdog eating contest Hay bale stack - maze Sack races Fall obstacle course/ropes course Farmers Market Outdoor movie session Trick-or-Treating	Sledding Ice Skating/ Ice rink Sculpture Competition Winter Artist Installation Snowshoe Training Light Festival

Figure 48 - Masterplan Axon Layers





The Mosaic is a reactive plan that strengthens the urban fabric through transportation, housing, ecology, and social infrastructure. This plan serves to enhance mobility and create a safer pedestrian experience, increase opportunities for public health and social engagement, and provide recommendations for mixed land uses and housing options. Regional analysis, research, and programming led to the arrival of an integrated plan for Metcalf Park, Midtown, Amani, and Lindsay Heights within the Fond Du Lac and North region.





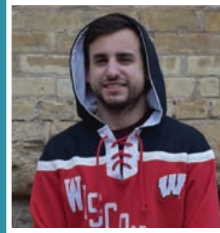
**MOSAIC IMPLEMENTED**

# Fondy Gateway to Health: Pedestrian oriented development

The main capstone project in this course looked at possibilities of new developments and redevelopments in a specified case study area with Fondy Farmers Market at its core. The Fondy Market is a cultural anchor at the junction of Fond du Lac Ave. and North Ave. in Milwaukee. The development proposed here looks at the opportunities to extend the community and collaboration of the market deeper into the adjacent neighborhood to create a health gateway. This “Gateway” from neighborhood to food market and vice versa uses development elements such as increased public open spaces, affordable housing, a health clinic location, and programmed community spaces to carry out its message of increased community health and activity. These elements fill needs of food availability, green infrastructure, and health directed amenities, helping the area highlight and afford the experience of the Fondy Market to a larger population.

## OVERALL GOALS:

- 1) Promote ecological, economic, physical, and social health with services and food options in the market region
- 2) Sustainable/Green design of additional public open space & accessibility functions
- 3) Carefully utilize vacant lots and existing market spaces



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With the aim to promote health in its multiple forms through the implementation of sustainable green design, and accessibility to public open space, the Fondy Gateway to Health creates a district of social, economic, and environmental health resources. Each of these zones identified fills a health gap of the market region and promotes different supporting elements of the Gateway.



# Green parking for Fondy Market



Playscape



# SITE BACKGROUND



Figure 1 - Historic Milwaukee North Side  
(Urban Anthropology, Inc., 2019)

To get a more complete understanding of the study area, we would be remiss if we didn't take a moment to go over a bit of the history of the Park West/Amani neighborhood. In the start of the 1850's, W. Fond du Lac Ave had finished construction and was opened to the public under a different name, Fond du Lac Plank Road. By the early 1890's most of the growth in the Park West neighborhood was due to the extension of street car rail service. According to the 2004 Milwaukee Comprehensive Plan for the Fond du Lac and North area "Most parts of Milwaukee had streetcar service by 1892. In 1897, the Milwaukee Electric Railway & Light Company established Route 18, which originated at N. 27th Street & W. Fond du Lac Avenue" (City of Milwaukee, 2004).

Further development of the area occurred during this time "stemming from the city's circa 1880 shift in emphasis away from general commerce to industrial activities" (City of Milwaukee, 2004). There are many local legends and stories from this area that "tell the significance of this neighborhood as a stop on the Underground Railroad during the turbulent period leading up to and during the Civil War" (City of Milwaukee, 2004), although the history of it is contested.

From the early shifts to more industrial activities to the 1950's the Park West neighborhood had a locale that was mainly made up of German and Polish populations, "Transfer points of the street car rail system located along W. Fond du Lac Avenue, and an increase in the locale's largely German and Polish population, helped the planning area prosper from the turn-of-the-century to at least the late 1940s" (City of Milwaukee, 2004). Though, by the 1950's as World War 2 came to a close the City of Milwaukee and by relation the Park West neighborhood start-



Figure 2 - Milwaukee's Early Street Car  
(Mikkelson, 2016)

ed to suffer the same fate as many other cities as of the start of the 1950's. Suburbanization, which led to an exodus of many of the German and Polish populations that were living there. The ethnic make-up of the area became mainly african american at that point. Due to a lack of equal opportunity in jobs, education and housing, "the W. Fond du Lac Avenue corridor experienced economic decline beginning around the 1960s" (City of Milwaukee, 2004) with the exodus of many major retailers. This is largely where we find ourselves today as the Parkwest neighborhood is slowly trying to revitalize and uplift the community that calls this neighborhood their home.





Figure 3 - Fondy Farmers Market Stand





Figure 4 - Fondy Farmers Market Cover

## Field Trip

During the course of the semester our class took a trip to the site location area to survey the area at the human scale. From our trip we acquired a deeper understanding of the happenings of the area along with some input from people living there. Based on initial observations we noticed that the Fondy Market doesn't provide a lot of cover for the people shopping there or the people selling their goods there as seen in figure 4. According to some of the people at the market the proximity to the N. Fond du Lac Ave is a concern. There were cars parked on the street that added a buffer as seen in figure 5, but when there weren't many vehicles parked there was nothing that acted as a buffer.



Figure 5 - Fondy Farmers Market Car Buffer







We then met with some of the people who worked for the Fondy Market, they mentioned that the Fondy Market is looking to redesign the parking lot to add more gateways into the market increasing accessibility. They were also looking for the possibility of adding more murals to the area. The Fondy representatives also explained how the market used to be owned by the city, but due to budget issues Fondy began to flounder, so they have been looking at ways to get creative. We figured out that Fondy had a winter location, which was located by the Mitchell Park Horticultural Conservatory. The winter location brings in a lot of people from the suburbs, and the goal is to get them comfortable to come



Figure 8 - Images of the back part of Fondy Market

over to the W. Fond du Lac Ave. location. As we started on our journey around the site one of the students asked how most of their people got to the Fondy Market, to which the representatives replied that most people drove, then the second group were people who use the bus system.

Our class walked around the site and found many things of note. We learned that the old mall across the street from the Fondy market was in the midst of a redevelopment project to be transformed into a hotel, which left us with the idea of possible connections back to the Fondy site. As we walked longer around we not only noticed that there were many vacant lots, but that some of the vacant lots were turned into eco gardens and one section was turned into an eco tour walkway. As we walked down to the southern part of our site, we came upon Johnson park which offered many different amenities. There was open space for people to have picnics, jungle



Figure 7 - Gazebo within Fondy Park

gyms for kids to play on, a bathroom with a water fountain area near the back, and a bublr bike rack near the southern edge of the park. Seeing all the amenities this one space provided, we knew that we wanted to have one of our proposals be across from it to make use of those amenities. Lying across the street on the west side of the park we discovered Alice's Garden, the amazing thing about it is the people there explained how the garden works with grassroots movements to acquire opportunities to support the community (shown by figure 9). After our long trip my group came back and really talked over all the amazing amenities and opportunities for the area and this led us on the path to really start researching the area more.



Figure 9 - Alice Community Gardens



# CURRENT SITE CONTEXT

Since Fondy Famer's Market was a centerpiece within the community we chose to focus in our study area there, specifically within census data tract 1854 (the block group that the Fondy Market falls within) or the south end of the Park West neighborhood. For the next couple sections we will be referring to the area as census tract 1854. This decision was made due to the fact that the Park West neighborhood cuts through sections of many census tracts and we wanted to increase our level of analysis of the current context to the area around the Fondy Market. As of present day the area contained within census tract 1854 it is clear that the area has been hit by some hard times. The area is awash with vacant parcels set erratically throughout the area (figure 11). Two very sizable developments

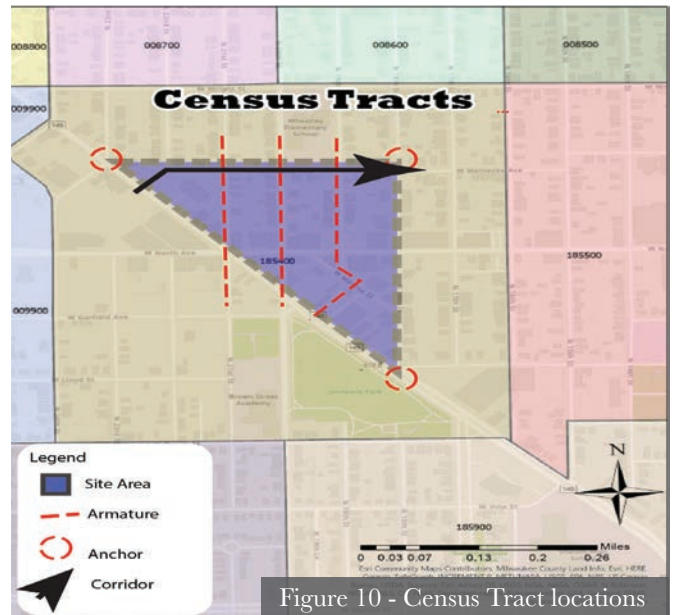


Figure 10 - Census Tract locations

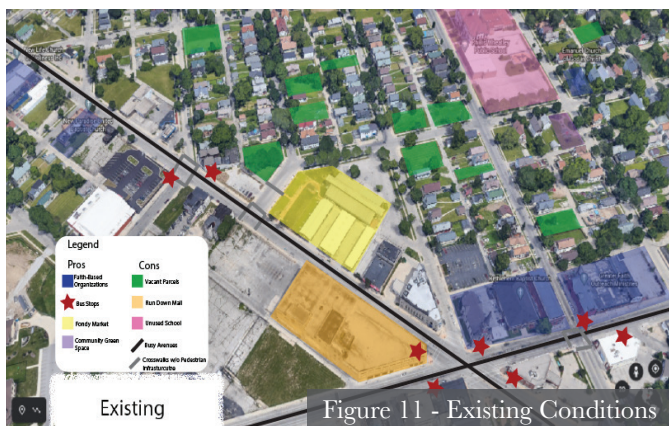


Figure 11 - Existing Conditions

near in proximity to the Fondy Market are currently unoccupied and leave two very large holes within the community.

Although W. Fond du Lac Ave. and W. North Ave. help act as major economic avenues to the City of Milwaukee, they also act as physical barriers, isolating the neighborhood behind Fondy Market from community assets outside of the neighborhood unless one were to use a vehicle. These major economic avenues along with the lack of pedestrian

infrastructure around the site does nothing more than compound on the isolation of the area and act as a threat to the safety of pedestrians who wish to walk to the community assets. For example the site around Fondy Market is within a 5 minute walk to local parks, but due to the parks locations, people would have to cross the busy intersection to get to them (figure 12).

It is important to realize that just because there are some negative aspects to a neighborhood, that doesn't mean that everything is negative. The area around Fondy Market is filled with community assets which act as a great foundation. First off, the area has many of what we like to call 'community empowerment hotspots'. These hotspots are usually organizations who operate extensively in communities in provision of social services, health, education and act as community organizers (figure 13). In our site area this role is taken on predominantly by faith-based organizations, which the site area has many of. Throughout the site there are also many bus stops that act as a

great anchor to the site area and these connections lead all the way to and from downtown Milwaukee. As mentioned earlier in the study the Fondy Market acts as a centerpiece to the neighborhood, and that is important to utilize. For many people within the community the Fondy Market is where they get most of their fresh and healthy food options. Since there is a sizable amount of vacant land in the site area, there were people who saw this as an opportunity. Because of the several vacant parcels that were transformed into community gardens spaces, they ended up enriching the area by being stopping points to rest for people who walk by and increase the environmental resiliency of the area.

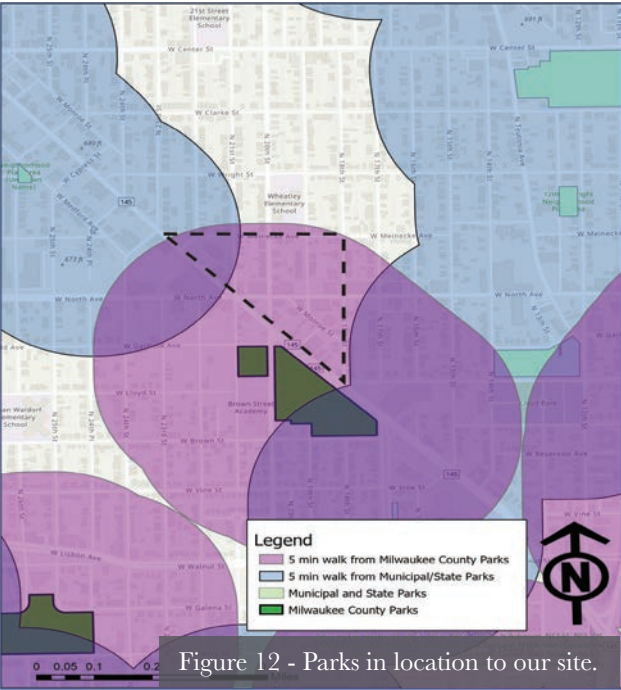


Figure 12 - Parks in location to our site.



Figure 13 - Bethel Baptist Church



# SITE ANALYSIS

According to City-Data.com, the “Park West/Am-ani neighborhood has over 7,881 residents”. With the population within census tract 1854 reaching 1,442 people as stated by the Census Reporter as of 2018. The largest ethnic group in the Census Tract 1854 is primarily African American/Black with the population reaching 87% of the total. The rest of the population is “a scattering of Germans, English, indigenous Africans, Mexicans, Cubans, Puerto Ricans, American Indians, South Americans, Hmong/Lao, Thai, and people of

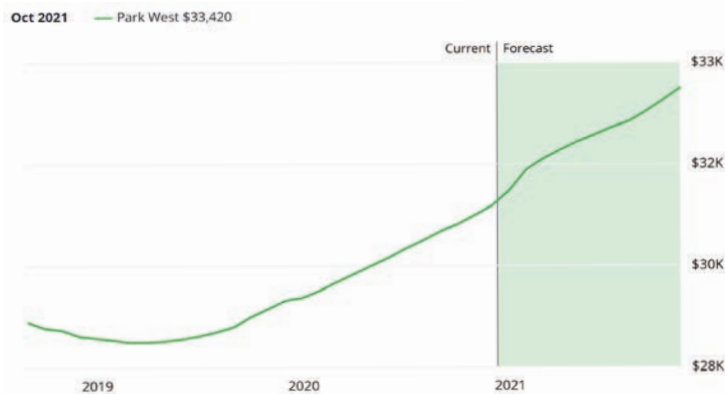


Figure 16 - Future home values for Park West (Zillow Inc., 2020)

multiple ancestry according to Urban Anthropology Inc. Within that population a majority of the population is younger with the largest age groups ranging from 0-29 years of age (figure 14), and making up 56% of the total population of the Park West Neighborhood. Housing is mainly renter occupied reaching above 60% of the population in the census tract 1854 area (figure 15). According to the Zillow Park West overview, the typical housing cost for the location of the Park West neighborhood is \$31,342 and increasing at a rate

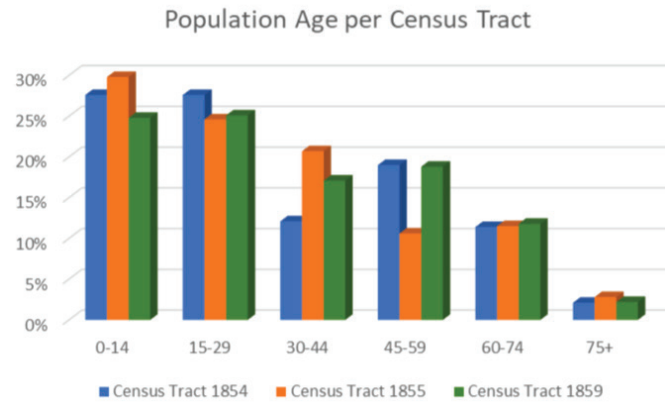


Figure 14 - Largest population is younger

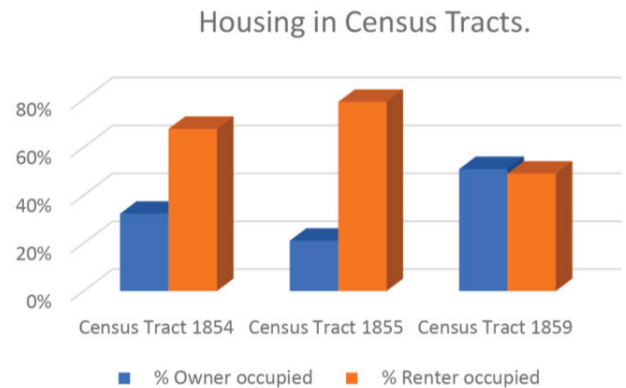
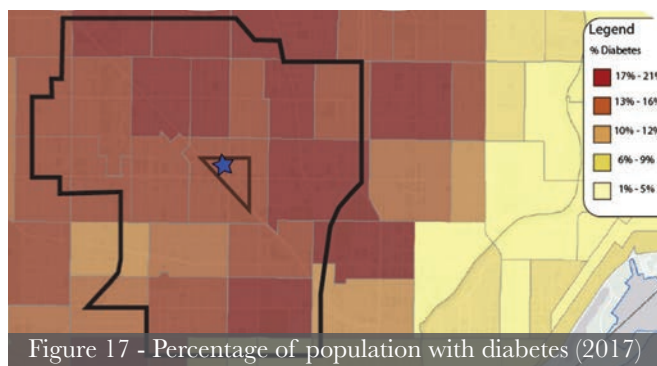


Figure 15 - Fondy Market area manily renters

of 6.6% every year, which could make it difficult for people to continue living in the area (figure 16). Yet according to the Census Reporter, the median household income is only \$19,600 as of 2018. Educational attainment we found to be an important aspect to look into at this point and according to the US Census, 75.7% of the population has over a high school diploma, and only 9% have a bachelor's degree.

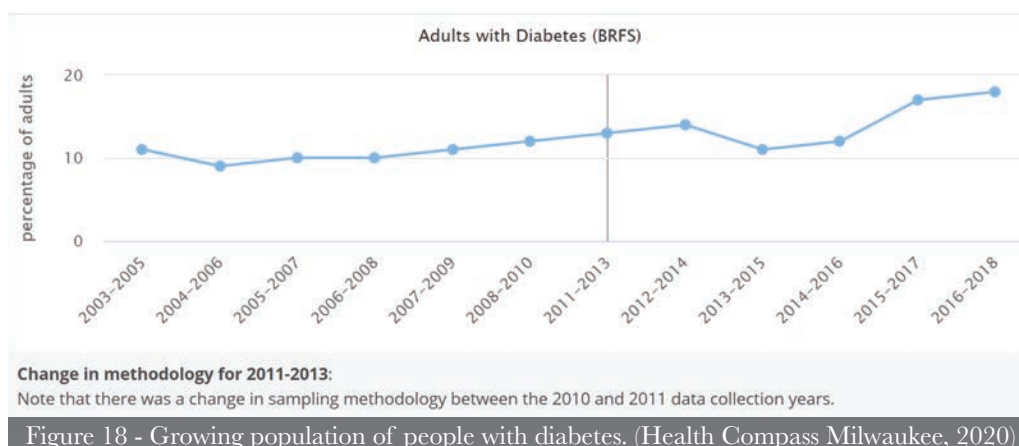
From our site analysis our team started to dig deeper into significant characteristics of the neighborhood, focusing our research on aspects of the community that revolve around community health, and health accessibility. While researching we found that the census tract 1854 area has a rather high percentage of people with diabetes and an even higher percentage of citizens that suffer from high blood pressure, around 18% and 42% respectively (figure 17). Coming out to about 260 people and 605 people, out of the 1,442 people who live in the area who suffer from diabetes and high blood pressure respectively. From our



research we found that these diseases can “lead to kidney failure and the need for a kidney transplant or dialysis” (National Kidney Foundation). According to the CDC, Diabetes ranks as the 7th leading cause of death in Wisconsin as a whole, with the amount of new people with it trending upwards as

the outcome was a bit more grim. As reported by the Health Compass Milwaukee’s North Shore Community Health Survey Summary Report “In 2018, respondents were asked to list the top three community health issues. The most often cited was mental health or depression at 27%” (Health Compass Milwaukee, 2020). These statistics can be caused by a slew of different reasons, like household income, educational attainment, and lack of feeling of personal safety, and all of them are low in the census tract 1854 area except for the feeling of personal safety which is largely subjective.

Another aspect of health we looked into is the accessibility to health food options within the area. The Fondy Market allows for many people from across many neighborhoods to access to their



reported by [healthcompassmilwaukee.org](http://healthcompassmilwaukee.org) (figure 18).

Other than just physical health issues, we also found signs of mental health issues within the area. According to Health Compass Milwaukee for Milwaukee County, the adults with a mental health condition (CHS) was 23% and trending upward, and adults who have ever been told they have a depressive disorder (BRFS) was 22% and also trending upward. From digging deeper into the statistics we found that for adults with a mental health condition (CHS), african american men and women reached about 33% percent in 2018, 10% over the overall average for Milwaukee County. These statistics were mainly at the county level, but when we researched into our current area more

healthy food needs. The challenge is that once Wisconsin enters October, the Fondy Market shuts down and moves to their winter location at Mitchell Park Horticultural Conservatory which is 3 miles away and inaccessible to some people. Also, those who do not have access to a vehicle must cross many barriers such as interstate 94 and the Menomonee River to get there. There is a large number of Black residents in Milwaukee who have low access to grocery stores based on information provided by the USDA in 2015, reaching over 10,000 individuals who meet that low income low access requirement. As a note this information may have changed, but 2015 is the most recent the website has at county level scale.



# SWOT ANALYSIS

## Strength

- 5 minute drive to downtown
- Important centerpiece in Fondy Market to provide healthy food options.
- Sits along major economic avenues.
- Close proximity to bus lines.
- MMSD Grant Luminary award winning Fondy park.
- The amenities of Johnson Park.
- Great community assets with the faith-based organizations in the area.
- Phillis Wheatley redevelopment and development of Ikon hotel.

## Opportunities

- Vacant lots utilized for green infill.
- Development to increase pedestrian safety.
- Retrofit infrastructure for more walkable neighborhood.
- Affordable housing options.

## Weakness

- Many vacant parcels and unoccupied sites.
- W. Fond du Lac and W. North Ave. act as physical barriers.
- Minimal pedestrian infrastructure.
- High levels of diabetes and high blood pressure.
- High Unemployment rate.
- Aggressive traffic.
- High population of vulnerable populations with low access to healthy food options.
- High value of housing in the area for people with low incomes.
- High amount of mental health issues.
- Low foot access.

## Threat

- Gentrification and displacement.
- Decreasing population.
- Increasing housing prices.

# VALUES & GOALS

## OVERALL GOALS

Promote ecological, economic, physical, and social health with services and food options in the market region

Sustainable/Green design of additional public open space & accessibility functions

Carefully utilize vacant lots and existing market spaces

### Physical/Social Health Aspect

1. Create spaces around the social anchor of the market that add opportunities to make social connections in new ways.
2. Create social ties through program elements that offer physical activity options.
3. Create health options for many seasons of the market.

### Ecological Aspect

1. Bring green connection to the Fondy Park
2. Design a green gateway entrance to welcome visitors, residents alike to health food access
3. Encourage both passive and active participation in outdoor recreation so that the local public health can be restored.
4. Restore local ecology by introducing rain gardens, bioswales, and other green infrastructures to the site.

### Economic Aspect

1. Providing income for the neighborhood with the marketplace being open in the area year round.
2. Keeping healthy transportation connections with downtown Milwaukee.
3. Affordable housing options to keep people in place.
4. New developments with community input to keep people in the area and attract new people to the area.



# CASE STUDIES

## THE CONWAY CENTER (D.C.)

This development is called The Conway Center and it is how we wish to see the implementation of our mixed-use medical development. The Conway Center is “owned and operated by So Others Might Eat (SOME), a non-profit service provider with over 40 years of experience working with homeless and at-risk families, providing them with food, clothing, housing, job training and addiction treatment” as reported by the Local Initiative Support Corporation. The unit provides a Center for Employment and Training (CET). The Conway Center provides 182 units of affordable supportive housing, and an additional 20 units of housing for individuals in the substance abuse treatment program. Programs like these help provide for the overall health of the community by providing affordable options for housing, and professional development while providing a safe place for people who are suffering.

## MUELLER COMMUNITY

The Mueller Community did a wonderful job to integrate ample green space into the mixed-use community. There are approximately 140 acres of parks, trails, and open green space, and trees are planted largely at the parking lot to compensate for the hardscape. Green infrastructures such as rain gardens and bioswales bring eco-friendly outcomes to the community as well. Additionally, the Mueller Community strived to sustain social and economic sustainability by introducing lots of affordable houses to the site.

## THE LOS ANGELES FOOD POLICY COUNCIL

One example of a successful network of food availability surfaced from Los Angeles California where the Los Angeles Food Policy Council “catalyze, coordinate, and connect people” to healthy food options, vendors, and resources. This group of organizations, farmers, policy makers, and everyday people is a successful example of how a food network acts as a village made up of small initiatives such as urban farming, corner store produce improvements, and other community grown food focused groups. Once people have the opportunity to support better quality local food options instead of large corporations of fast food, their investment and effort get brought right back into the community instead of towards unknown practices of fast food companies.






Figure 19 - Conway Center 2020  
(The Local Initiatives Support Corporation, 2018)



Figure 20 - Community picnic within  
Mueller Community. (Mueller, 2018)



Figure 21 - Healthy food, healthy body.  
(Los Angeles Food Policy Council, 2020)

-  Armature
-  Corridor
-  Anchor

The rear parking lot will be revised while connecting to three vacant corridor lots. A gateway zone to future developments and the neighborhood (Yumeng Gao)

## Zone 1

An existing parking lot and vacant lot adjacent to Fondy Park. Affordable housing and circulation connections are planned to connect the zone to the market.  
(Josh Goldbaum)

North Ave.

Fondy

# Development Zone



e 2

## Phillis Wheatley Development

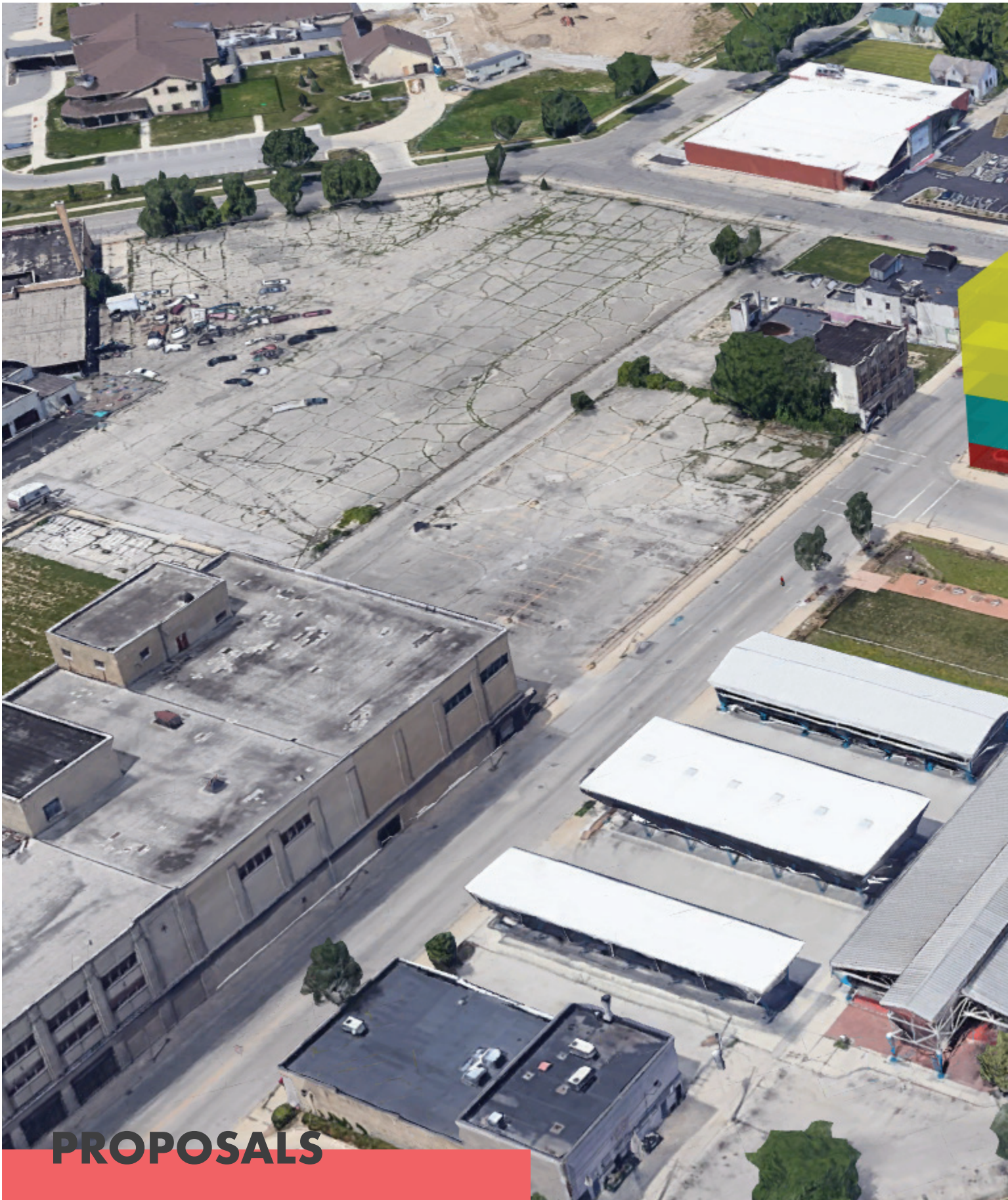
Being planned is an 82 unit apartment complex with affordable options. A cafeteria and gym are planned amongst the housing. \$19.4 million.

A branch from the corridor that aims to increase the seasonal influence of the market. Office, market, and programed green open space combine to create the corridor armature.

## Zone 3

Figure 22 - Master Plan





# PROPOSALS



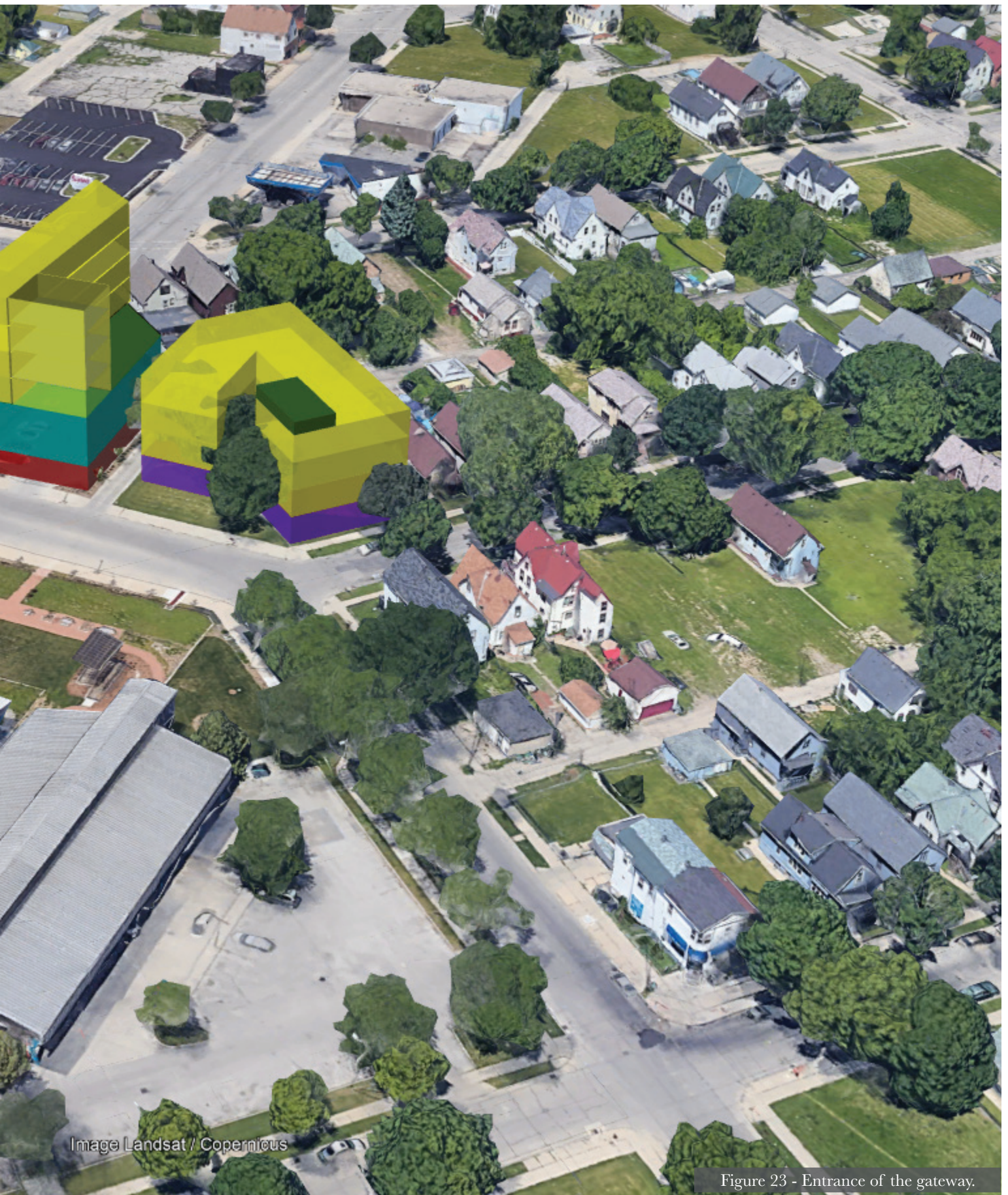


Figure 23 - Entrance of the gateway.



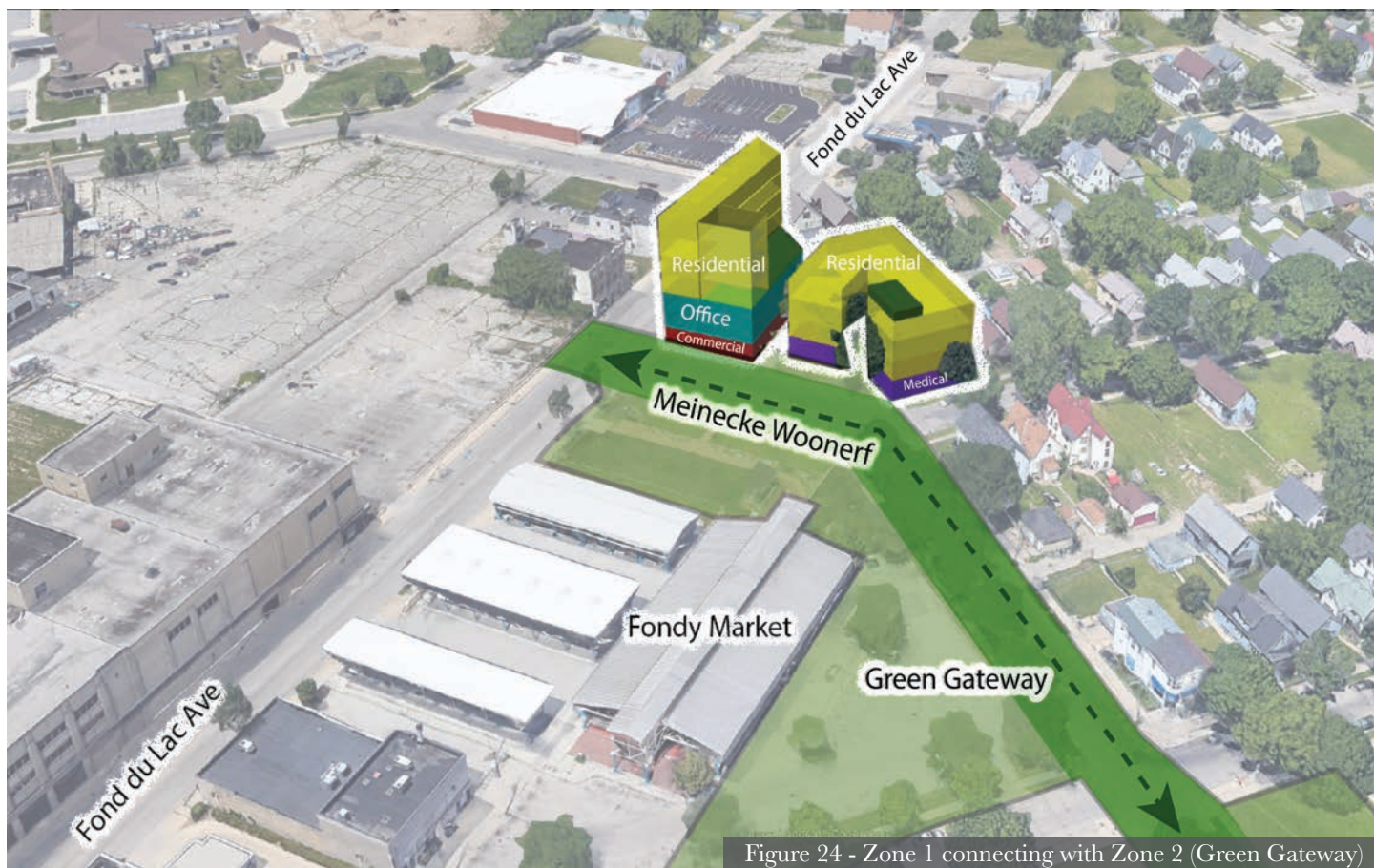


Figure 24 - Zone 1 connecting with Zone 2 (Green Gateway)



Figure 25 - Site location in the present Google Maps

## MIXED-USE MEDICAL HOUSING DEVELOPMENT

As our group talked over options for this proposal, we realized we wanted to provide more affordable housing options within the area, but we also wanted people to have central access to the market for healthy food and have a medical care option for those who need it. We kept the building to the right at a lower density to flow with the rest of the neighborhood, but raised the building on the left to create density and allow for more housing in the area. Outside connecting with the dialysis center is a direct connection to the proposed Woonerf and the second proposal (figure 24) of the green gateway (Zone 2).



With the building off of the W. Fond du Lac Ave. we provided an area for some commercial use to utilize the position next to the Fondy Market centerpiece to make use of the green gateways . The area had a need for office space so that was included into our development, with the rest of it mainly prioritizing residential. The residential part of the building is a single-loaded corridor development to allow ample sunlight into the building and has a micro-parks on top to allow for a space for children living in the building to play or for adults who want fresh air.

The second building off of W. Meinecke Ave. has our proposed dialysis center on the bottom with single-corridor residential uses, and a micro park on the very top for the same uses as the development off W. Fond du Lac Ave. The building off of W. Meinecke Ave. will also provide a public courtyard with usages for events, leisure activities, and create a space that allows adults to watch their children if they want to run around and play, especially on days where the Fondy Market is open. It could also provide a space to host programs for people in the community to get out and get active. With the addition of the Woonerf and green gateway providing a space for people to have fun instead of just being there to shop for food, we believe the courtyard to be an excellent extension of the green gateway.

With the high amount of Diabetes and high blood pressure having a dialysis center within the area gives people a closer and more centralized location for people of neighboring communities who then won't need to travel to downtown Milwaukee to receive treatment. It could also provide supportive programs for the community to supply training opportunities, or educational opportunities.

One aspect of a healthy community that sometimes gets overlooked is a healthy living space to

call one's own. With the increasing housing prices in the area, we found it vital to provide affordable housing options for the area. So we figured out that to fit the most amount of housing within the buildings we could provide 64 housing units if the average room size was 450 sqft. We also made sure that the requirements for space were met. For example the space a dialysis center requires is around 5,970 sq ft which is met by the 8,656 sq ft building that is planned for the site off of W. Meinecke Ave.



Figure 26 - View of downtown and zone 3.

## SOCIAL CONTEXT OF PROPOSAL

The picture of the development (figure 27) gives us a look at possibilities of the social infrastructure within the development, and what they might look like once the development is completed. Starting from the left, shows an example of what a community led tactical urbanism project might look like. The aim is to develop the weak crosswalks into event pedestrian

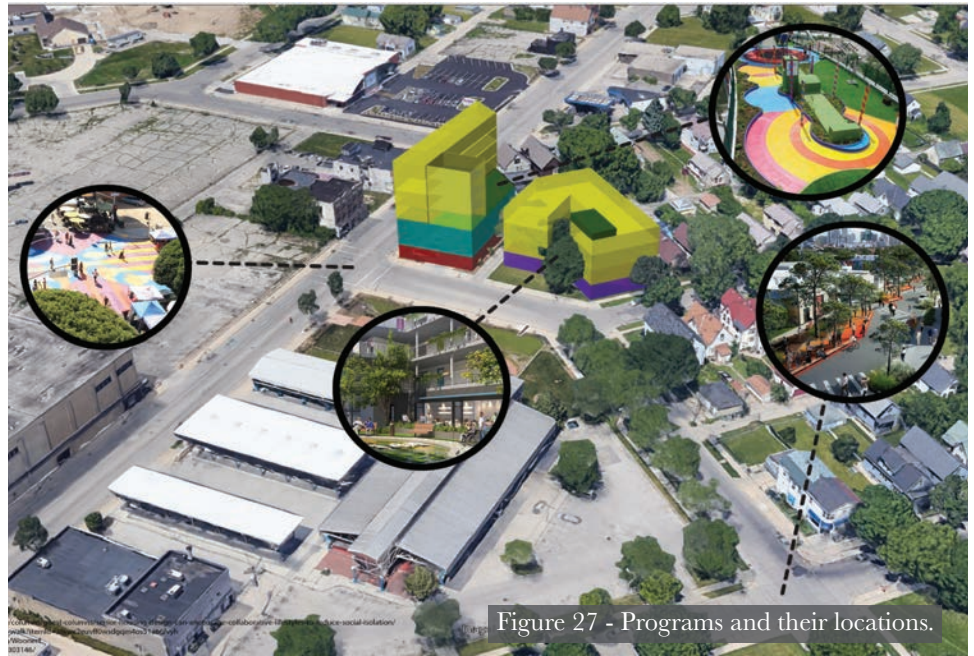


Figure 27 - Programs and their locations.



Figure 28 - Street level view of development

gateways that could lead the people into our gateway and the Fondy Market.

The middle bottom shows what the courtyard within the development off of W. Meinecke Ave. might look like to provide a place for people to rest and for events with direct connections to the next possibility. The image on the bottom right shows what the woonerf might look like melded into the green gateway, and connecting the two anchor locations of our site (Zone 1 and Zone 3). Lastly, in the top right corner shows the possibilities for what the micro-parks might look like to provide healthy outdoor experiences for the people living in the building. The other picture shows what an average day might look like on a day in which the market is open.

## FINANCING TOOLS

During the process of developing the idea for the site we came across the understanding that these new ideas we were coming up with were bound to be very expensive. So, we decided to bring forward some possible funding options to lighten the load. As stated in one of our precedents, we could make use of the same New Market Tax Credits, and Low Income Housing Tax Credits that was utilized in the development of the Conway Center. Our group could also employ funding from the Federal Opportunity Zoning Program.

We could benefit from the extension of a TIF already surrounding our newly created district or with the creation of a new TIF district. One of the most unique funding opportunity that we could harness is the Health Center Program New Access Points (NAP) funding, which is used “to improve the health of the nation’s underserved communities and vulnerable populations by expanding access to affordable, accessible, quality, and cost effective primary health care services” (Health Resources and Services Administration, 2019).



## GREEN GATEWAY TO FONDY MARKET

The major social function of Zone 2 or the Green Gateway is to lead and welcome visitors and residents alike to the Fondy Farmers Market. If people get chances to go out and use the Woonerf intuitively as a pedestrian and low-traffic path, they are more likely to explore the surrounding areas and go to the Fondy Market for fun, no longer just for shopping ingredients. In this case, the local economy can be promoted as well, and further potential development will be taken into considerations.



## DESIGN IDEAS

The reason why we chose this area is that it is the backyard of the Fondy Farmers Market but the green space here are currently underutilized and rarely experienced. The Fondy Park next to the Fondy Farmers Market is one of the only two green spaces within a quarter mile distance of the Market. Given this inventory as the precondition, we therefore decided to design ecologically and connect my eco-friendly design to the existing Fondy Park and Zone 1 to Zone 3.



Figure 29 - Green gateway with woonerf

## THE WOONERF

We decided to turn W. Meinecke Ave. into a woonerf to really support the walkable neighborhood and it is utilized by slowing down vehicles and allowing a space for people to feel safe to walk around. We combined the woonerf idea with the pocket park, two of which together serve the Fondy Market neighborhood to create a healthier living environment.

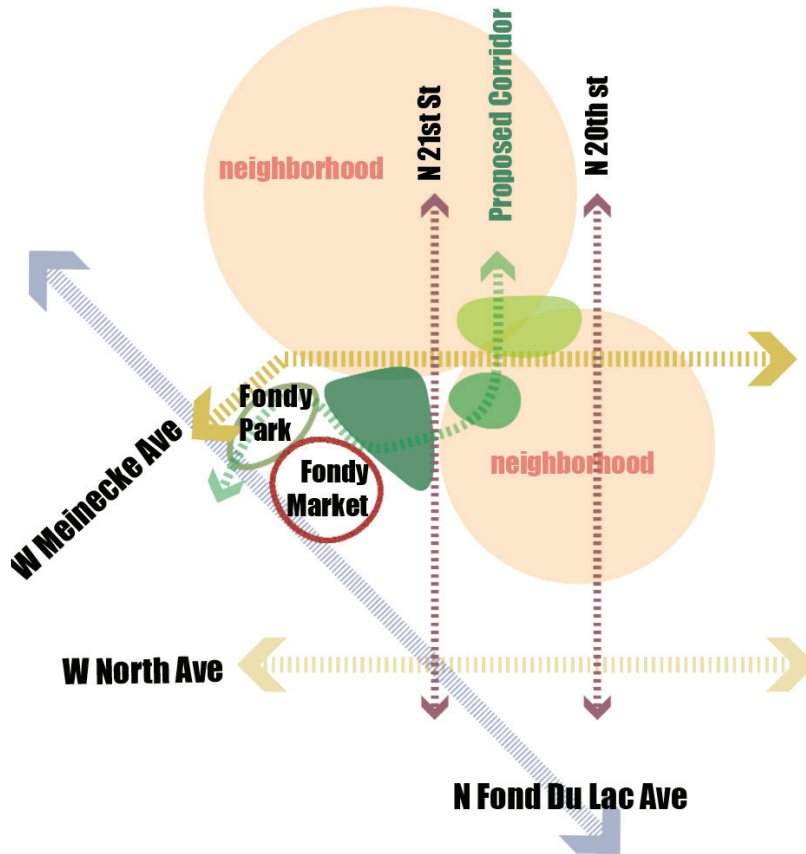


Figure 30 - Network connections.

### Active Green Playscape

party, events, etc.

### Passive Resting Point

sitting, walking, etc.

### Green Parking Lots

sitting, walking, etc.

## DESIGN IN DETAILS

The three previously vacant parcels are developed into pocket parks, two of which are active green playscape and the rest of it is a passive resting point with outdoor benches and a pavilion. Facilities in the active space include the swings, artificial dunes, playground, and sitting features. In the passive space there are sitting areas, benches, and more tree coverage, which allows spaces for relaxation. The approximately 8 foot path developed in the pocket parks mimic the shape of the Milwaukee River (figure 31), which is about 6 minutes drive from the Fondy Farmers Market. In order to



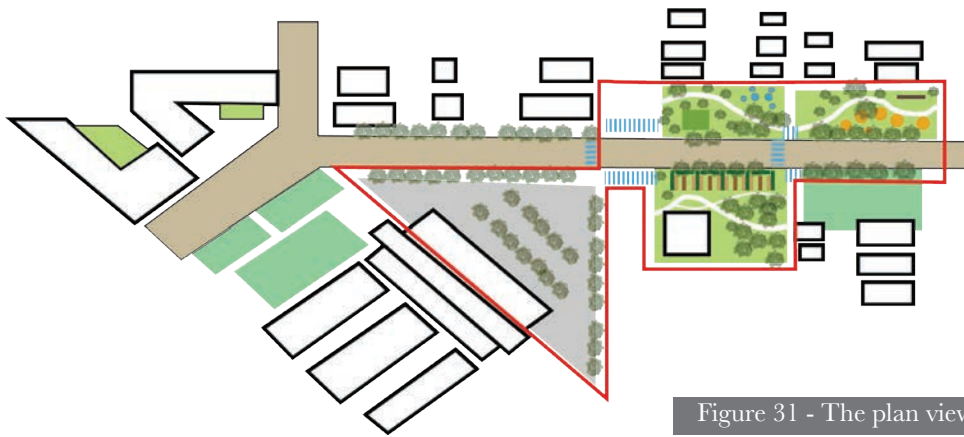


Figure 31 - The plan view.

echo the Fondy Farmers Market, I also brought architectural elements from the Market and designed them into outdoor sitting structures.

Additionally, since this green gateway design is a conjunction of the

other two designs in our group, the bioswales and cross road features in this design are utilized in those site designs as well. The Woonerf also connects to the mixed-use medical center to the west and the winter market branch to the south. These techniques unify the three individual projects and creates the same healthy theme on those sites.



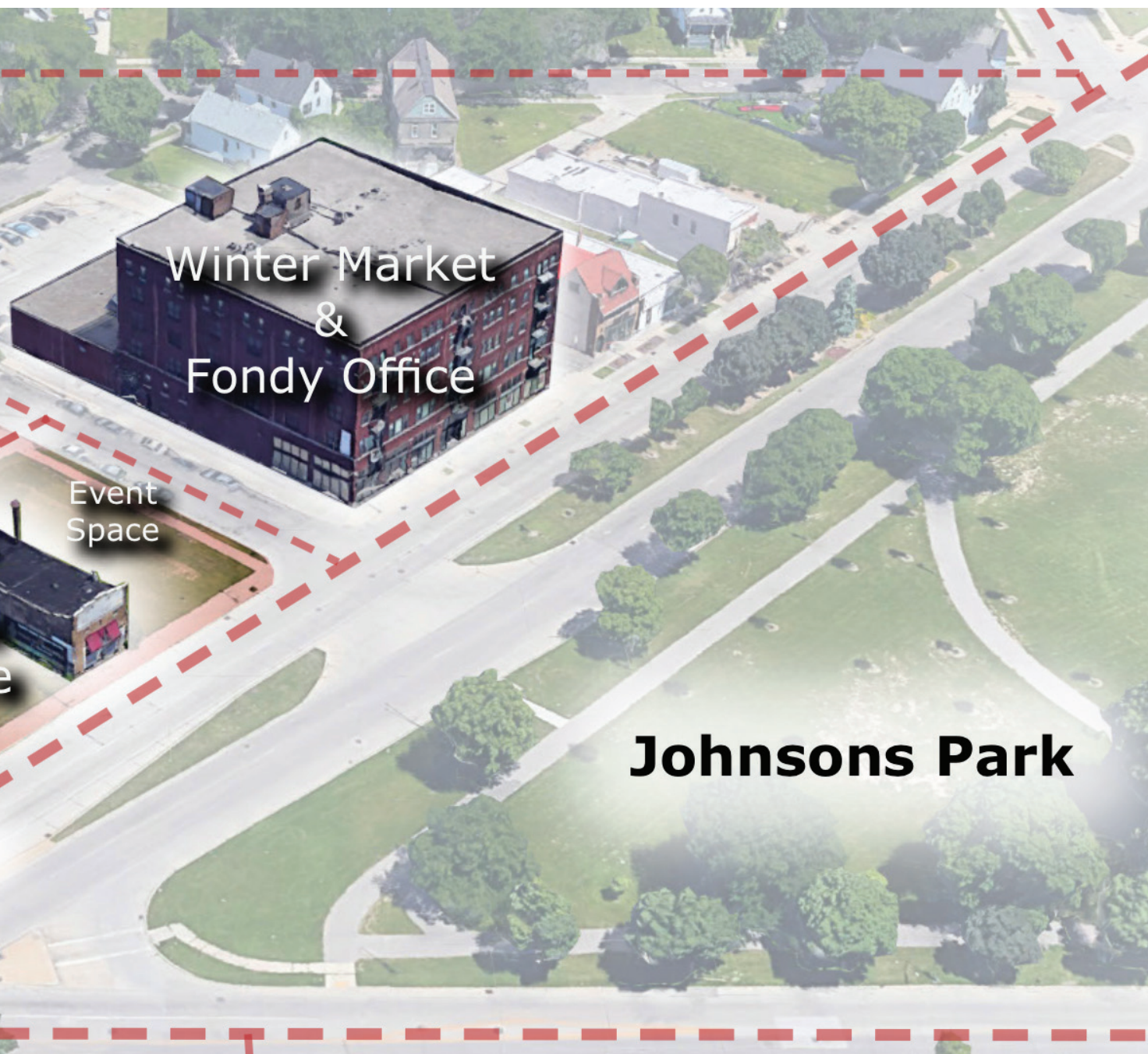
Figure 32 - Passive resting point



Figure 33 - Section perspective







## **WINTER MARKET BRANCH, EVENT SPACE, AND COMMUNITY RESOURCES**

With elements of economic and environmental health being addressed, designed and added to zones very near the Fondy Market, the gateway approach to health needs to be completed with a social space that mimics the markets health benefits while providing seasonal, physical, and creative resources to the surrounding neighborhood of market users.



## DESIGN IDEAS

The location of this market and neighborhood amenity space responds to the availability of indoor office, and market space, along with supporting indoor/outdoor adjacent spaces. The space selected on W. Fond du Lac Ave. located a quarter mile from the market is a unique combination of housing (The Johnson Lofts), office space, ground floor mixed use rental space, a vacant industrial structure, and multiple vacant grassy lots. Each of these existing elements of the space has a vision to become a contributing factor to the market's leadership towards healthy neighborhoods.

Beginning with the second story office space beneath the Johnson Lofts, It is a space available for the offices of the Fondy Market to be relocated to a closer location to the Fondy Market. This alone would not be a very convincing reason to move the offices, however; with the availability of 5,000 square feet of possible indoor winter market space below the balcony style offices, it presents a strong

case for the dual use of the space. Just outside this space across the street lies the vacant industrial and housing lots mentioned earlier. Designing community space and resources that support social health of the neighborhood in a conjoined effort with the indoor winter market across the street was a quick realization to be capitalized on. Revisiting the goals of this social health space informed the selection of program elements in this outdoor space. The architectural anchor (vacant industrial building) became a “Makerspace” that separates and informs the spaces around it.

A Makerspace is a place where tools that facilitate woodworking, metal working, welding, glass blowing, leather working, electronic configuration, graphic editing, and even 3D printing can be housed and offered to members of the organization. Much of what a makerspace creates goes back into the community as functional elements or artistic pieces. These places create a community of active minded people with original ideas. It feels good to make and provide things that others want

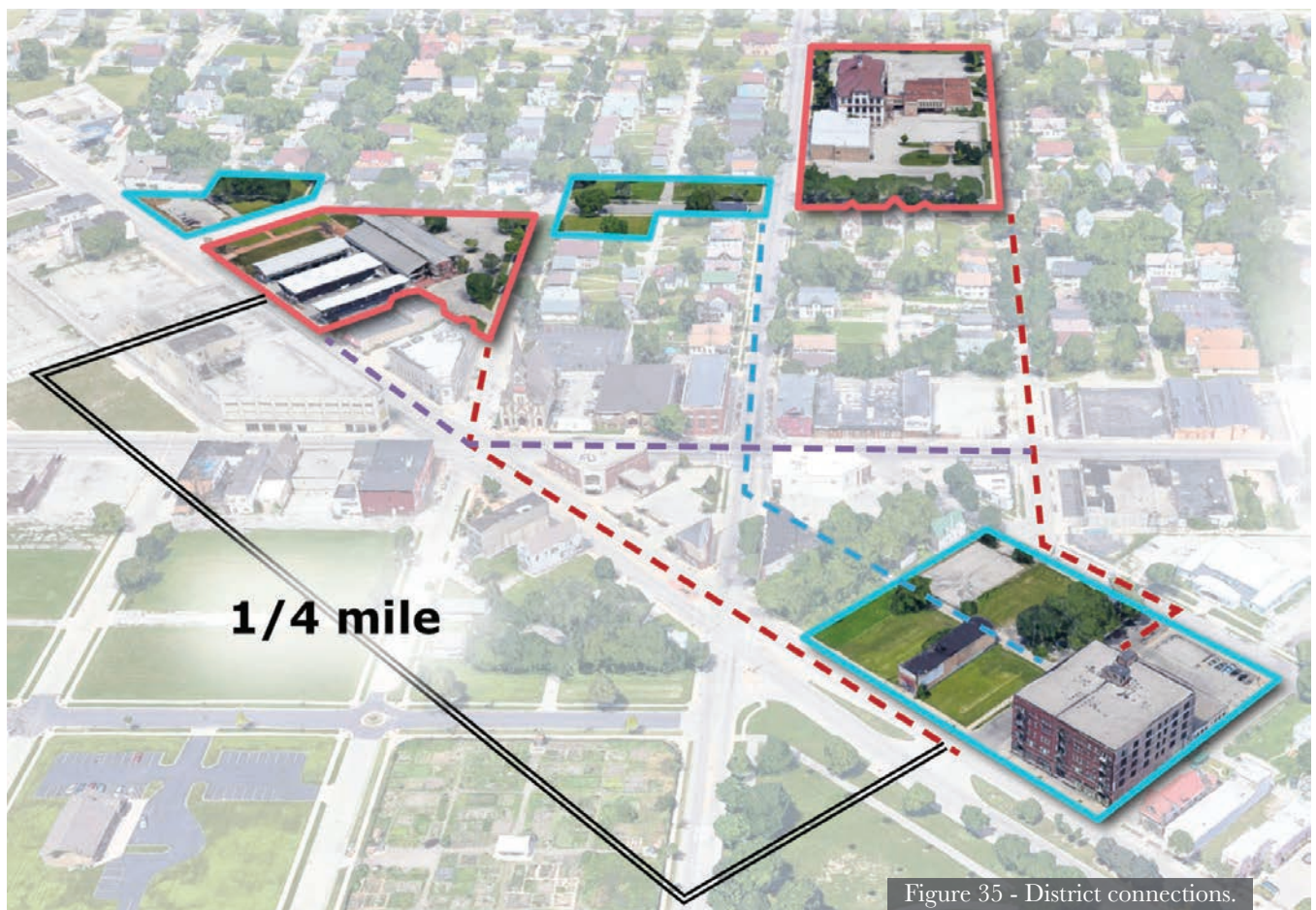


Figure 35 - District connections.



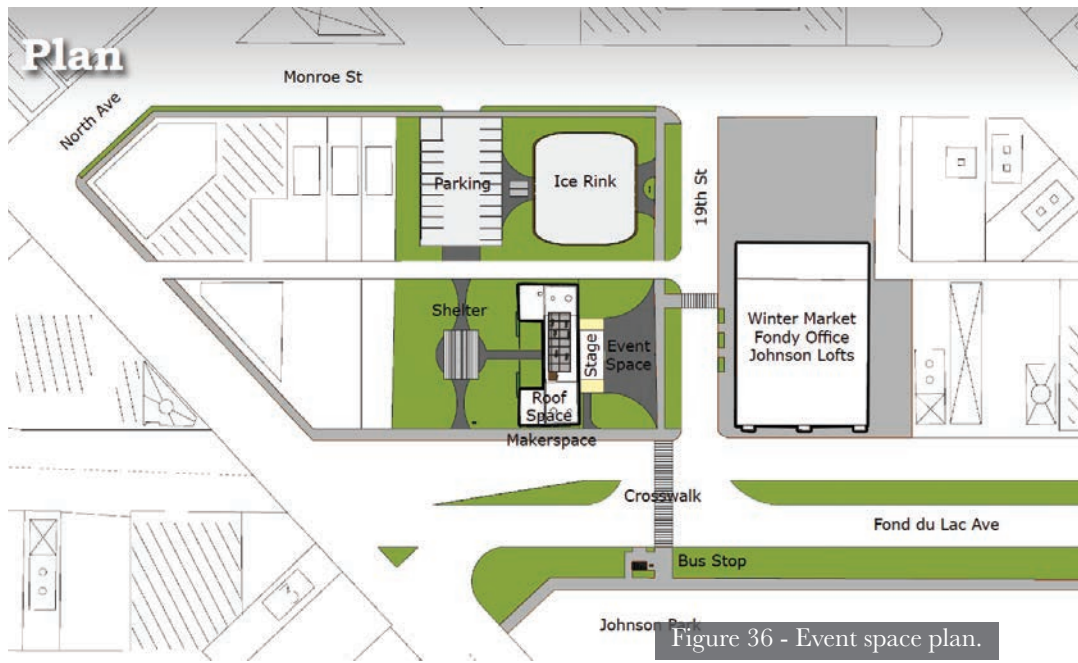


Figure 36 - Event space plan.

or use. The space creates physical objects but also creates social bonds between the site users. These bonds create healthy social spaces around them.

The event space just outside the Makerspace and brings the creations of the makerspace into the community. It allows for a makers market, an event much like a farmers market, where original creations by community members through the use of raw materials can be sold and viewed by others. Other events that support the Winter market, a possible nearby ice rink (figure 37), or Public Park across Fond du Lac Avenue can also utilize the stage and streetside space through the implementation of tactical urbanism projects. This is just used as a placeholder, it is up to the community to help transform.



Figure 37 - Bird-eye view of Zone 3.



Figure 37 - Possible example of a tactical urbanist project.

# CONCLUSION

This North Side Milwaukee redevelopment plan undertaken by the students of the University of Wisconsin-Madison has opened up the opportunity to reimagine the Fondy Food Market Region. With the aim to promote health in its multiple forms through the implementation of sustainable green design, and accessibility to public open space, the Fondy Gateway to Health creates a district of social, economic, and environmental health resources. Based on careful consideration of existing street conditions, demographics, and land opportunities, a corridor of W. Meinecke Ave was identified as an anchor that could facilitate these health programs through vacant lots and extension points into the neighborhood.

At the gateway's entrance, a zone focused on bringing about affordable housing options, a health clinic, and public space connected to the streetscape lies across from the existing Fondy Market park. The combination of these features creates a zone that aids the district's economic and physical health while interplaying with the activity and

community function of the Market itself. Moving further into the Meinecke corridor, a green gateway that claims the streets for pedestrians by the implementation of a Woonerf (non-car street) spans three vacant lots. Play structures, artificial dunes, outdoor benches, and rest spaces populate the corridor amongst environmental elements that harvest water and provide green space within the urban sphere. Branching from the corridor, yet still following a program of similar environmental and social features, a third zone located a quarter mile down Fond du Lac Ave focuses on expanding the seasonal function of the Market and social health amenities of the district. With new space for the Fondy Food Market's offices, an indoor winter market space, and community makerspace, this zone mimics the feel of the current market and all of the economic, environmental, and social health benefits it provides. Together these zones with different health focuses amplify existing and create new health resources for the Fondy Gateway District.





# THE PED.DEV INITIATIVE

## A Pedestrian Oriented Development Plan

The PED.DEV initiative provides a means with which to consider social justice in the design of the 21st century American city. The concept centers the pedestrian as a lens to address greater issues of connectivity in pursuit of an area that is well connected socially, physically, and economically. In approaching this project, we recognize Fondy Market as the neighborhood's cultural center, as well as a gateway for local and regional connectivity. Our approach, which seeks to build upon existing neighborhood assets, centers the pedestrian as a key stakeholder in our aim to enhance the vitality of the market and surrounding area. With this approach, analysis of the key systems involved with the pedestrian experience reveals specific opportunities and constraints associated with transportation, social infrastructure, and programming.

### TRANSPORTATION:

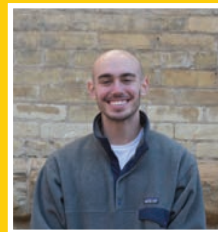
We recognize the importance of transportation in connecting people and places. As such, we seek to transform Fond Du Lac and North to an area where safe and efficient modes of transportation, such as sidewalks, crossings, and other enhancements are easily available, and one where the built environment facilitates a wide range of transportation modalities. We further seek to integrate the pedestrian and transit realms seamlessly with one another.

### SOCIAL INFRASTRUCTURE:

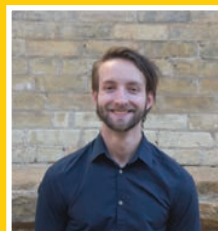
We seek to build upon the neighborhood's existing assets by creating a network of interesting, attractive, and walkable spaces that connect nodes of social and economic activity.



Hannah Stewart  
*M.S. Urban and Regional  
Planning*



Connor Fahey  
*Bachelor of Landscape  
Architecture*



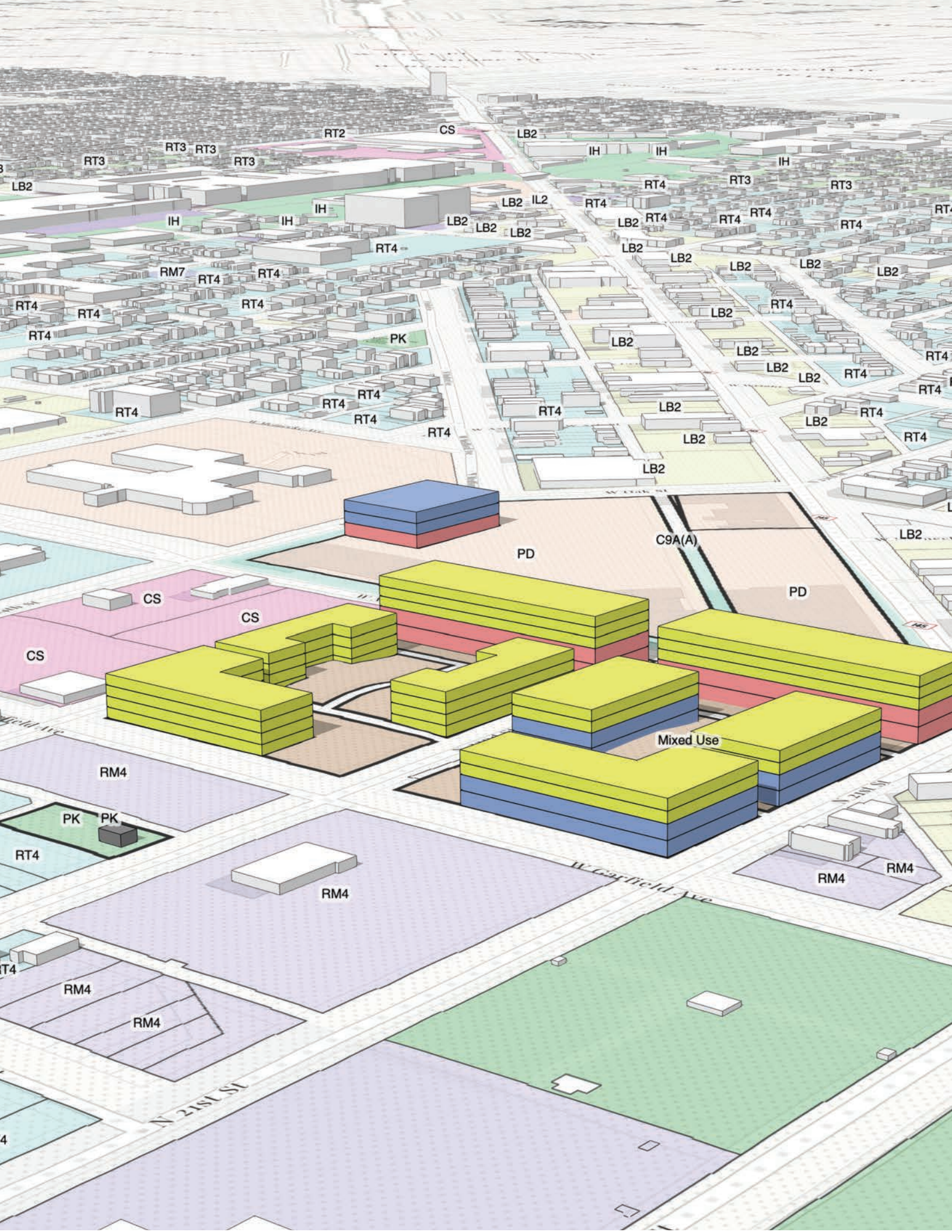
Colin Thomasgard  
*Bachelor of Landscape  
Architecture*

### PROGRAMMING:

We value the interplay of public space and programming and as such seek to create a network of gardens and community programming in and around Fondy Market.

The PED.DEV plan was designed to connect people and places, beginning with the pedestrian. The associated proposals seek to improve the day-to-day experience of residents, as well as visitors and guests, centering Fondy Farmers Market in this endeavor. Together, these proposals serve to create greater connectivity overall and bring the community closer together.







# FONDY FARMERS MARKET



Fondy Farmers Market serves as Milwaukee's oldest and most diverse farmers market. From May to November, over 40 farmers and local producers sell at the market, which receives tens of thousands of annual visitors. Fondy Market is a great asset within the community, connecting families with high quality produce, and also supporting local entrepreneurship. In 2010 the Fondy Food Center began the Fondy Farm Project. This project was a response to a drop in the number of Hmong-refugee producers selling in the market. These farmers often lacked access to affordable, long-term leases on quality land, preventing them from remaining in farming.

The project now occupies 49 acres of land equipped with the infrastructure and resources to support 29 farmers. The site is located only 13 miles north of Fondy Market.

Fondy Market is also a national leader in connecting low-income households to the benefits of farmers markets. In 2017 Fondy became the first market in Wisconsin to accept SNAP/EBT produce and local foods in a benefits match program for low-income families.

Most recently, in 2017 the vacant lot adjacent to Fondy Market was transformed into Fondy Park. The park features cutting edge stormwater management and a stage for programming activities. Through its many partners and activities, Fondy Market generates a wide range of benefits by way of public health, entrepreneurship, and community building.



# SITE OVERVIEW



Figure 1 - Basemap

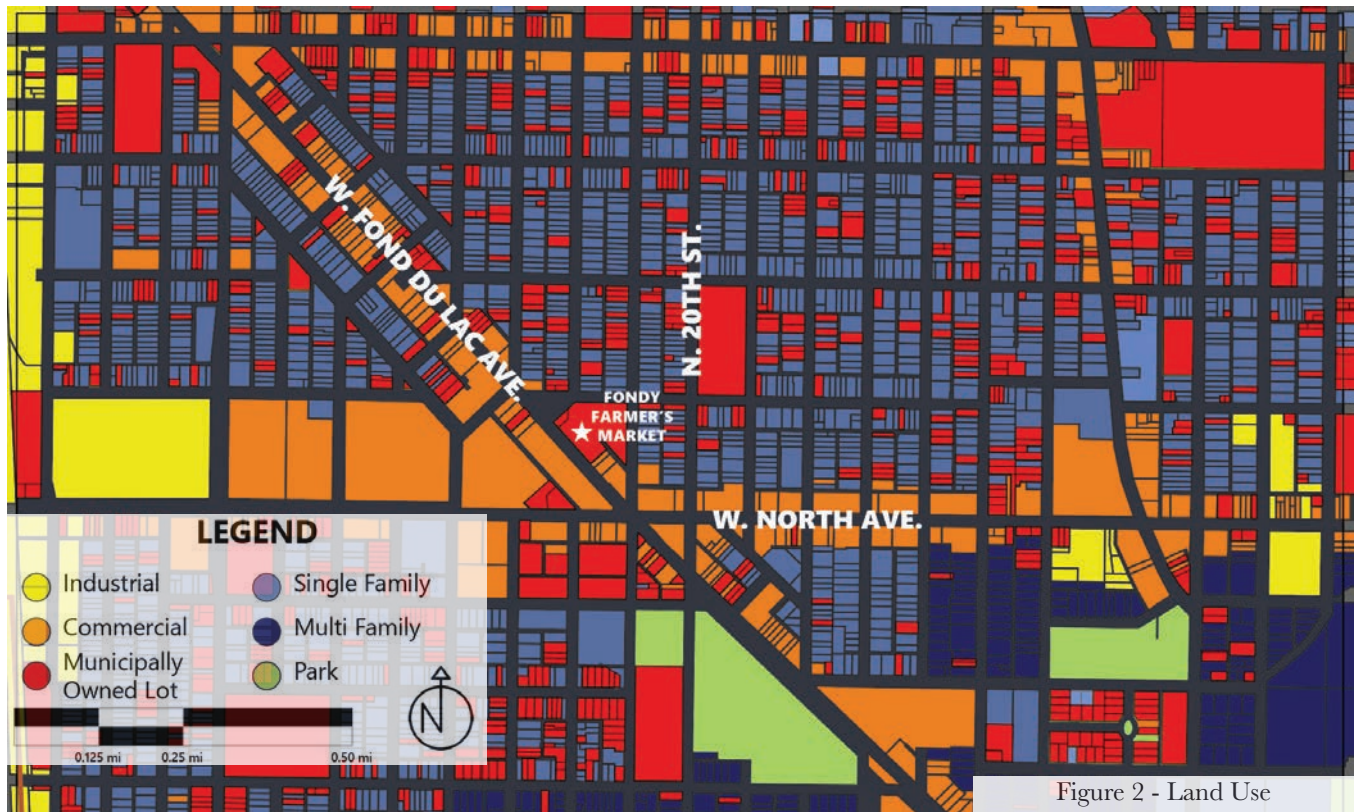
Fondy Market lies at the center of the Fond du Lac and North Area. This area covers a space of 1,042 acres running from 1-34 on the east to N. 35th Street to the north and Galena Street to the south. An aerial map of this site can be seen in image 1a. Our study area comprises three neighborhoods: Amani, Lindsey Heights, and Midtown

Fondy Market lies at the junction of three of these neighborhoods, at the confluence of Fond Du Lac Ave-

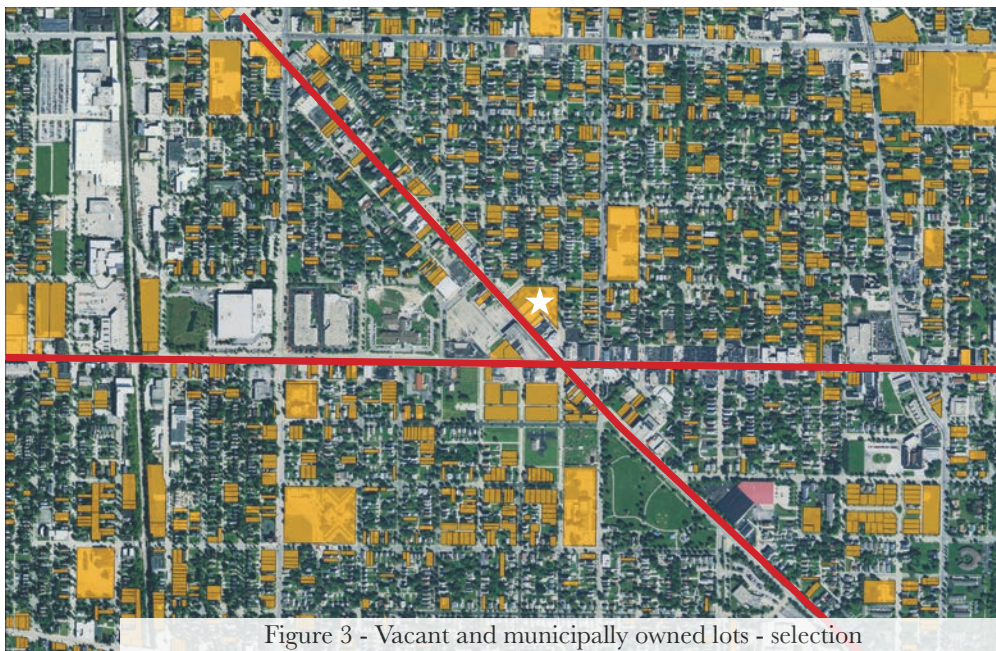
nue and North Street. This site is currently undergoing an update to its comprehensive plan, which was developed in 2004 and last updated in 2012. The new plan seeks to build on recent local planning efforts to guide future development over the next 10-20 years. We have engaged this project with the intent to aid in this planning process, building up the existing work of planners and community stakeholders.



# SITE ANALYSIS

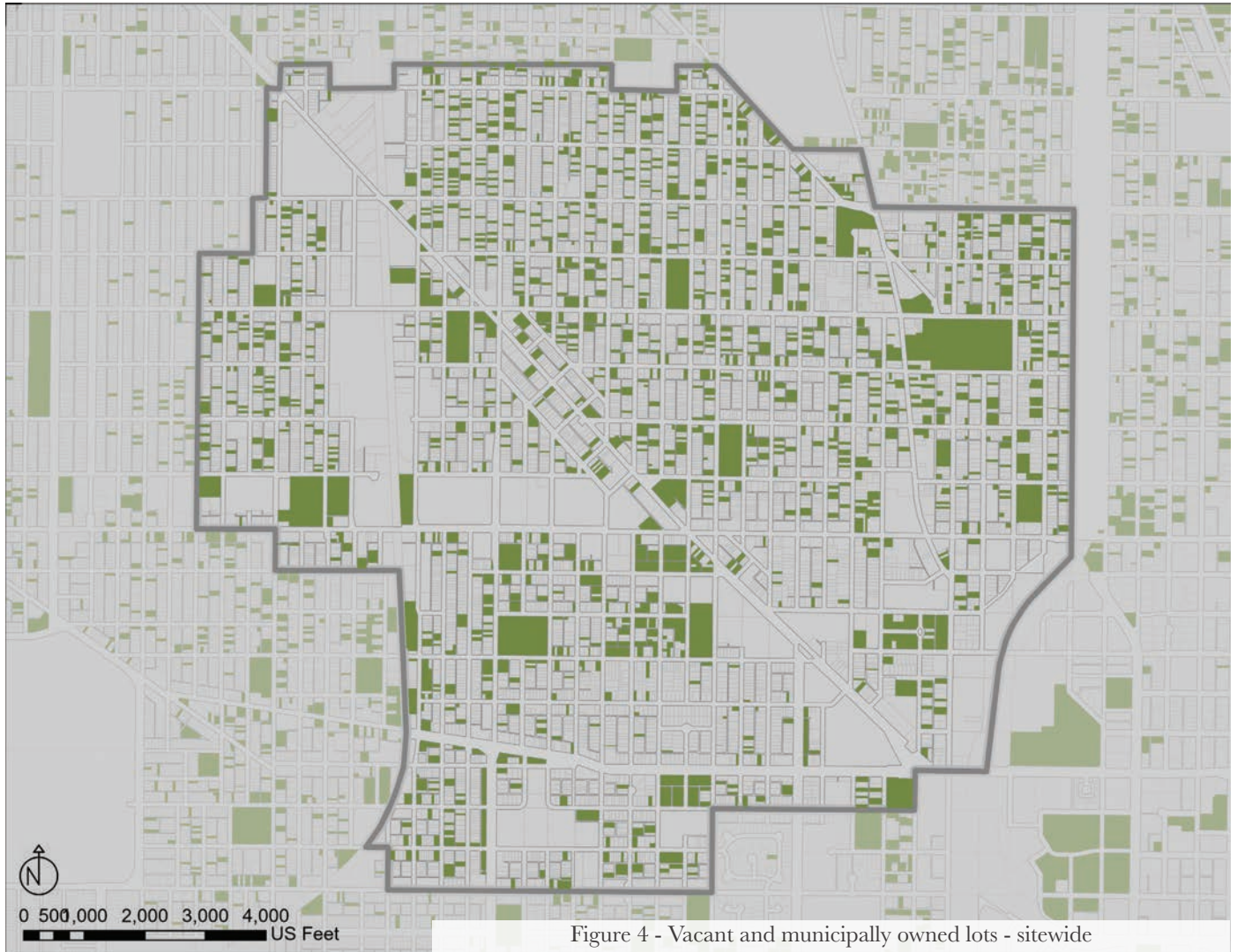


The centralization of economic activity around Fond Du Lac ave. and North ave. suggest that these places house social activity as well as the center for economic growth. These primary corridors will guide development and will be target areas for pedestrian prioritization.



The vacant lots adjacent to these economic corridors become the focus areas where implementation of design concepts will begin to complete a more robust and cohesive urban fabric, without disrupting existing developments.





The Fond Du Lac and North area has a majority African American population (82%) as of 2004. The area also experiences higher than average rates of poverty, with roughly 42% of neighborhood households earning an income of less than \$15,000, and 30% with an annual household income of between \$15,000 and \$35,000. The area has also experienced high rates of vacancy and population decline (26% decline between 1990 and 2000).

The city owns approximately 14% of land in the study area, primarily composed of vacant lots, quasi-public spaces, institutional facilities, and transportation uses. As of 2004 the area was quite young, with roughly 30% of the population between the ages of 5 and 17.

## PEDESTRIAN ANALYSIS

Drawing from Kevin Lynch's Image of the City, the pedestrian analysis examines the landmarks, edges, and paths that comprise the fondy market district. The district extents are marked by a 15 minutes walk radius from the fondy market, denoting areas accessible by the current central community landmark

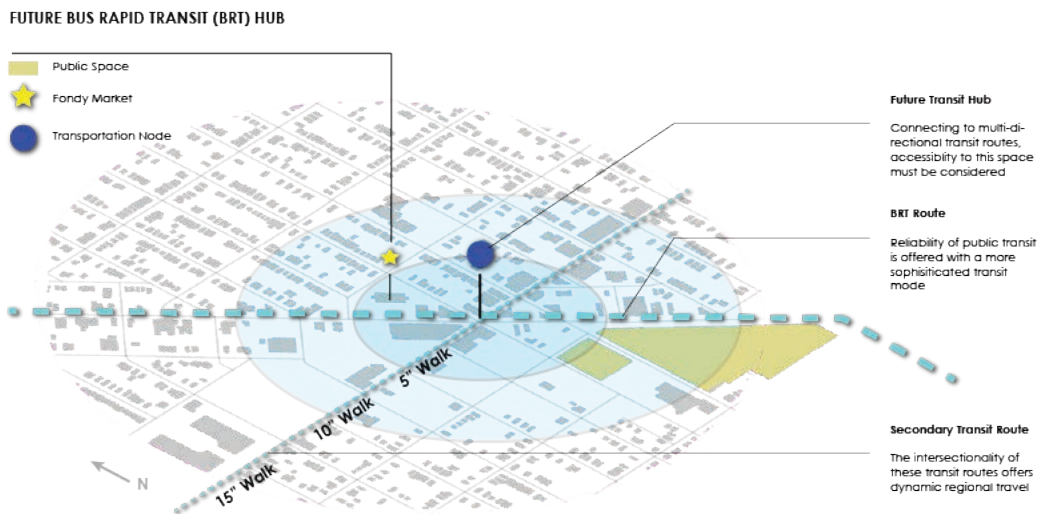


Figure 5 - Proposed bus rapid transit analysis

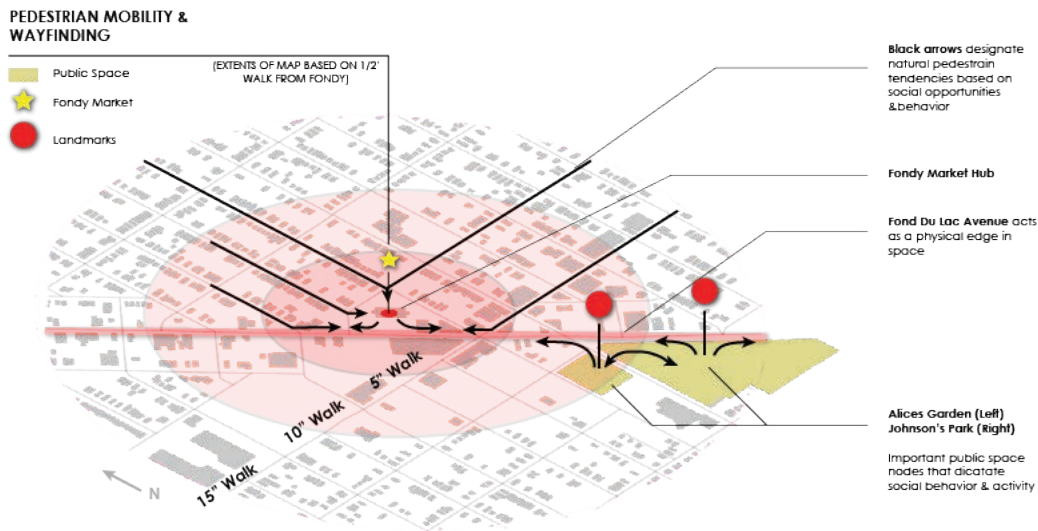


Figure 6 - Pedestrian paths and edges



Figure 7 - Eco-tour programming

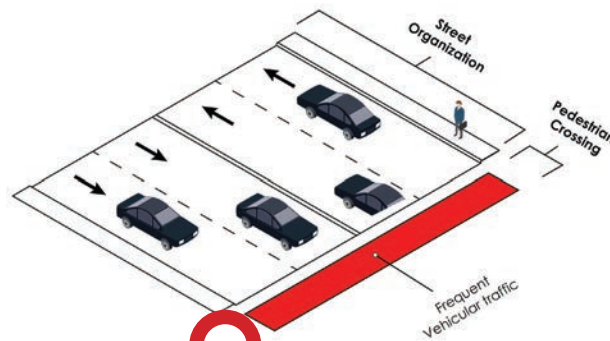


The direct connection to both the B and 21 public transit routes provides a sustainable and affordable transportation connection to Milwaukee's downtown core



Figure 8 - Existing Fond Du Lac Ave. street section

Current street organization creates a distinct disconnect between important social spaces, forcing pedestrians to rely on automobiles for transport to social places.



The Eco tour places ecological emphasis to the community identity, using educational signage and an interconnecting route to join systems such as: non-profit organizations, beekeeping spaces, orchards, and gardens.

## S.W.O.T ANALYSIS

After looking closely at the public transport system, social infrastructure and neighborhood programming, we utilized the Strengths, Weaknesses, Opportunities, and Constraints model (S.W.O.T) to summarize the findings of the analysis process.

The strengths and opportunities build upon the existing public open space and park access within the community. These spaces are currently utilized by community non profit organizations to bolster community involvement. Utilizing their efforts to springboard new possibilities is imperative for uplifting identity.

The weaknesses and threats revolve around the pedestrian experience throughout the neighborhood, and specifically the Fond Du Lac Avenue corridor. With shallow sidewalks and run-down facades riddling the corridor, the pedestrian is 2nd class compared to the prioritization of the automobile. Creating a cultural shift from automobile-centric to a pedestrian oriented city will result from building upon the current community assets.

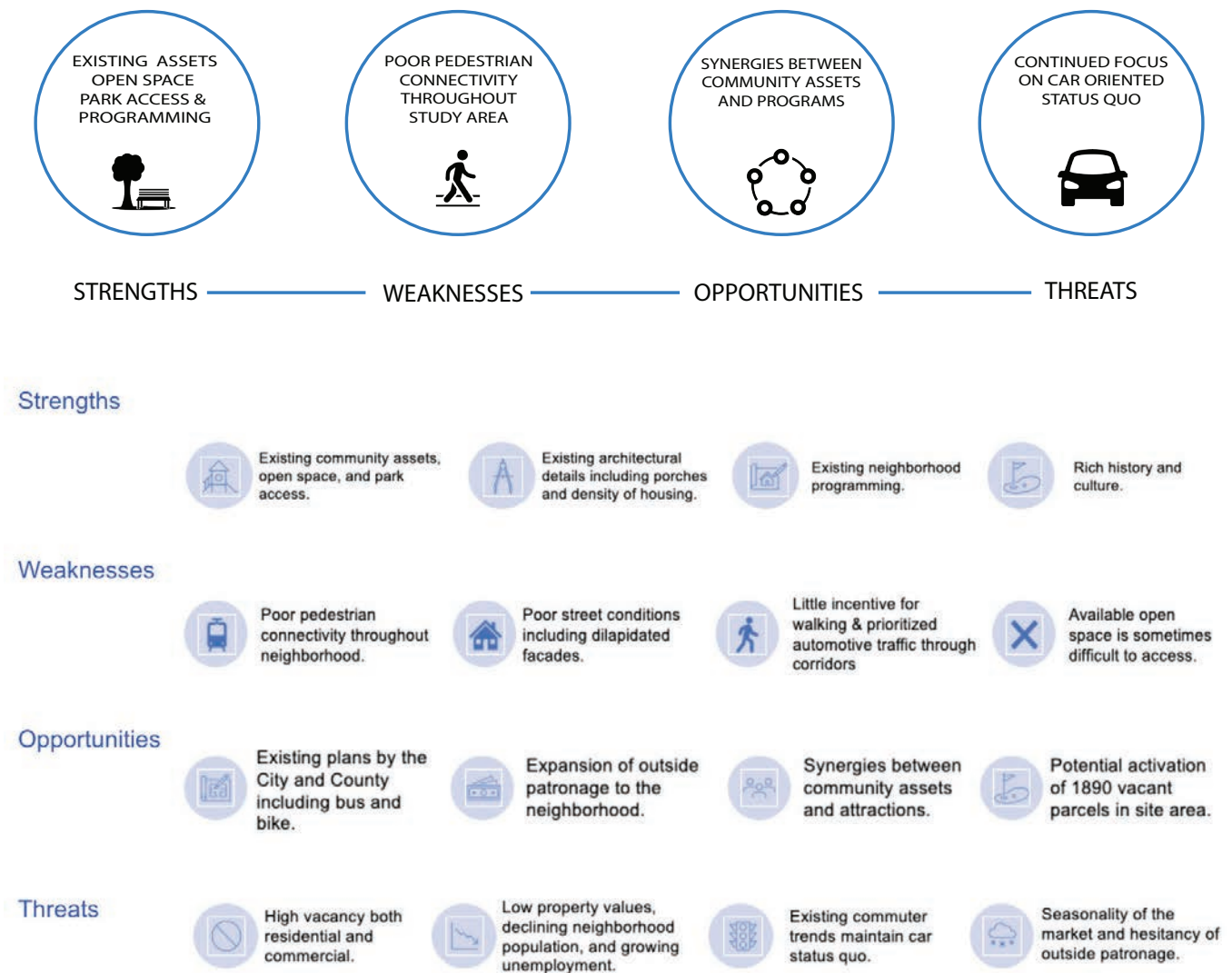


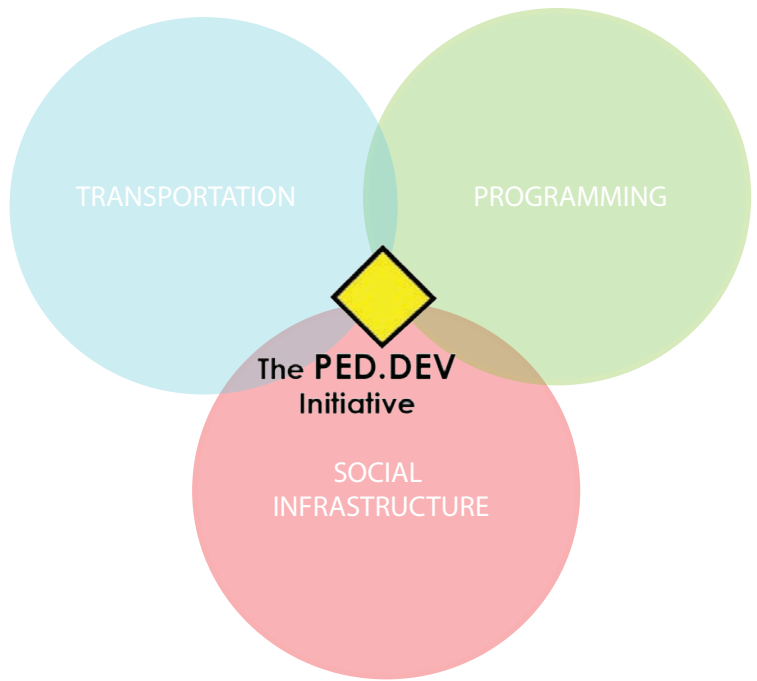
Figure 9 - S.W.O.T analysis



## PROJECT GOALS

In approaching this project, we recognize Fondy Market as the neighborhood's cultural center, as well as a gateway for local and regional connectivity. Our approach, which seeks to build upon existing neighborhood assets, centers the pedestrian as a key stakeholder in our aim to enhance the vitality of the market and surrounding area.

To this end, we focus on three pillars of pedestrian vitality: transportation, programming, and social infrastructure.



### TRANSPORTATION

We seek to transform Fon Du Lac and North to an area where safe and efficient modes of transportation, such as sidewalks, crossings, and other enhancements are easily available. We further seek to integrate the pedestrian realm seamlessly into the public transportation realm by creating spaces that support a variety of transportation modalities.

### SOCIAL INFRASTRUCTURE

Social infrastructure lies at the heart of our design. We seek to build upon the neighborhood's existing assets by creating a network of interesting, attractive, and walkable spaces that connect nodes of social and economic activity.

### PROGRAMMING

We value the interplay of public space and programming and as such seek to create a network of gardens and community programming in and around Fondy Market.

## IKON PLAZA LOCATION

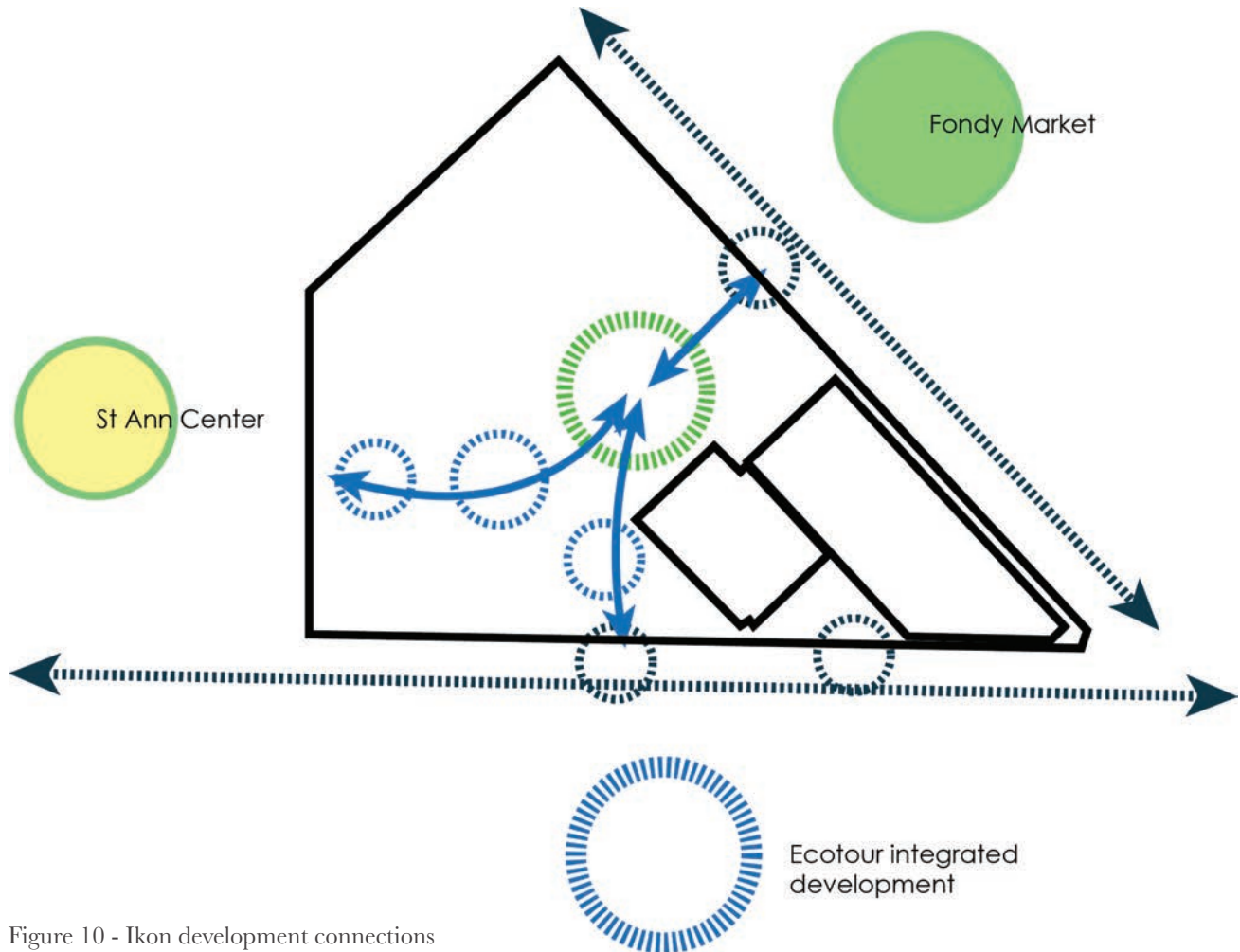


Figure 10 - Ikon development connections

With the incoming development of the Ikon hotel, we must set the precedent for the design and use of these developments and understand how they can contribute to community life and needs. The Ikon Hotel development is strategically located adjacent to Fondy market, the B bus route to downtown Milwaukee, and PED.DEV's future housing development, creating a perfect space to connect important social, transportation, and food systems. To connect these system, we are proposing new concepts and a new master plan for the Ikon development, centered around:

- *Creating an experiential public open space connecting transit and development*
- *Establishing safe pedestrian connections across dangerous streets*
- *Formalizing the site as a community and educational organizations center*
- *Reducing automobile presence and considering underground parking options*
- *Offering versatile programming opportunities*



# IKON HOTEL PLANS



Figure 11 - Ikon Hotel plans source: Urban Milwaukee

This site was slated for a \$36 Million dollar development to renovate the former Sears Department store (current site of the Ikon hotel). This project is scheduled to begin construction in Spring of 2021. With a project of this size in a neglected economic neighborhood, the outcome of impact must be pre-

dicted and analyzed to understand how this project will fit into the story.

# IKON ANALYSIS

## Pedestrian Mobility

While Engberg Anderson Associates (EAA) was able to secure pedestrian routes and access through the space, the connections made are undesirable pedestrian spaces. Walking alongside or through parking lots does not designate a pleasant or sought after experience, negating the potential for community space. The inefficiency of the parking plan would fragment this space and create unintended disconnects between the important social spaces.

## Community Connections

The COS is now compared to the future developments and existing social and community institutions adjacent to the site. Unfortunately, these spaces are disconnected by hundreds of thousands of square feet designated to the car. By disconnecting St. Anne's place for inter-generational care, the Fondy market, and the new PED.DEV development, EAA misses an opportunity to connect community assets and provide more enjoyable, and accessible pedestrian connections to these spaces.

## Pedestrian Mobility

The Ikon Development is located directly between two public transportation routes, with the B route heading directly into downtown Milwaukee. Establishing the pedestrian connection between them will act as a catalyst for ridership. Creating routes that are accessible and experiential will create character and place that this development needs to build community.

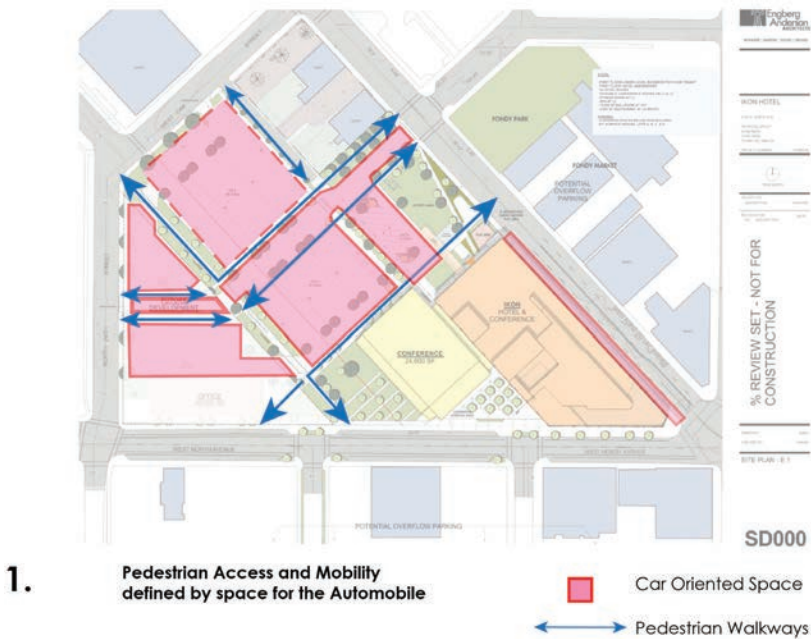


Figure 12 - Ikon pedestrian vs. automotive relationship

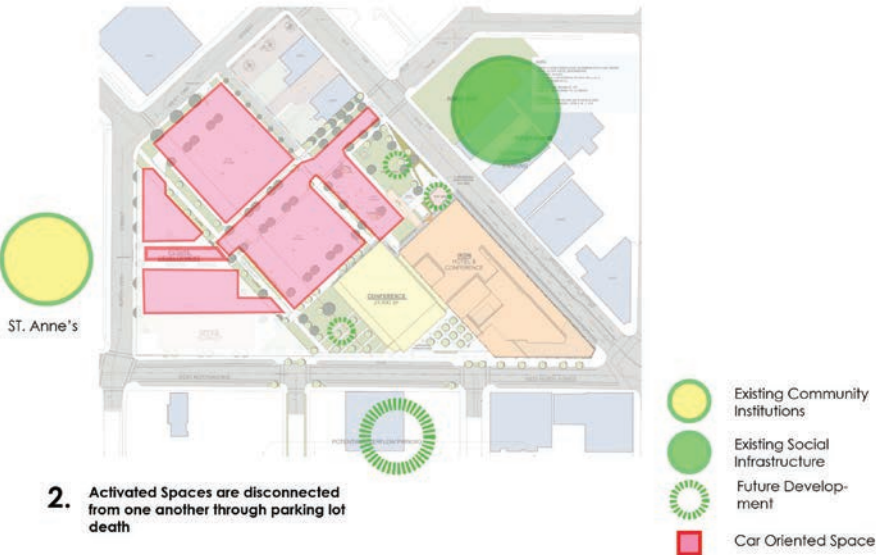


Figure 13 - Ikon community connections

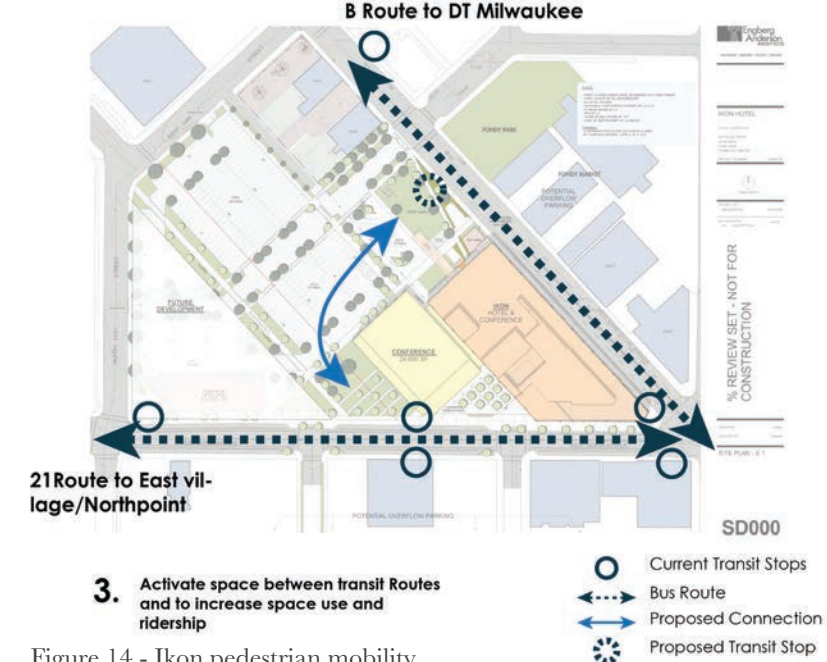


Figure 14 - Ikon pedestrian mobility



Intervention

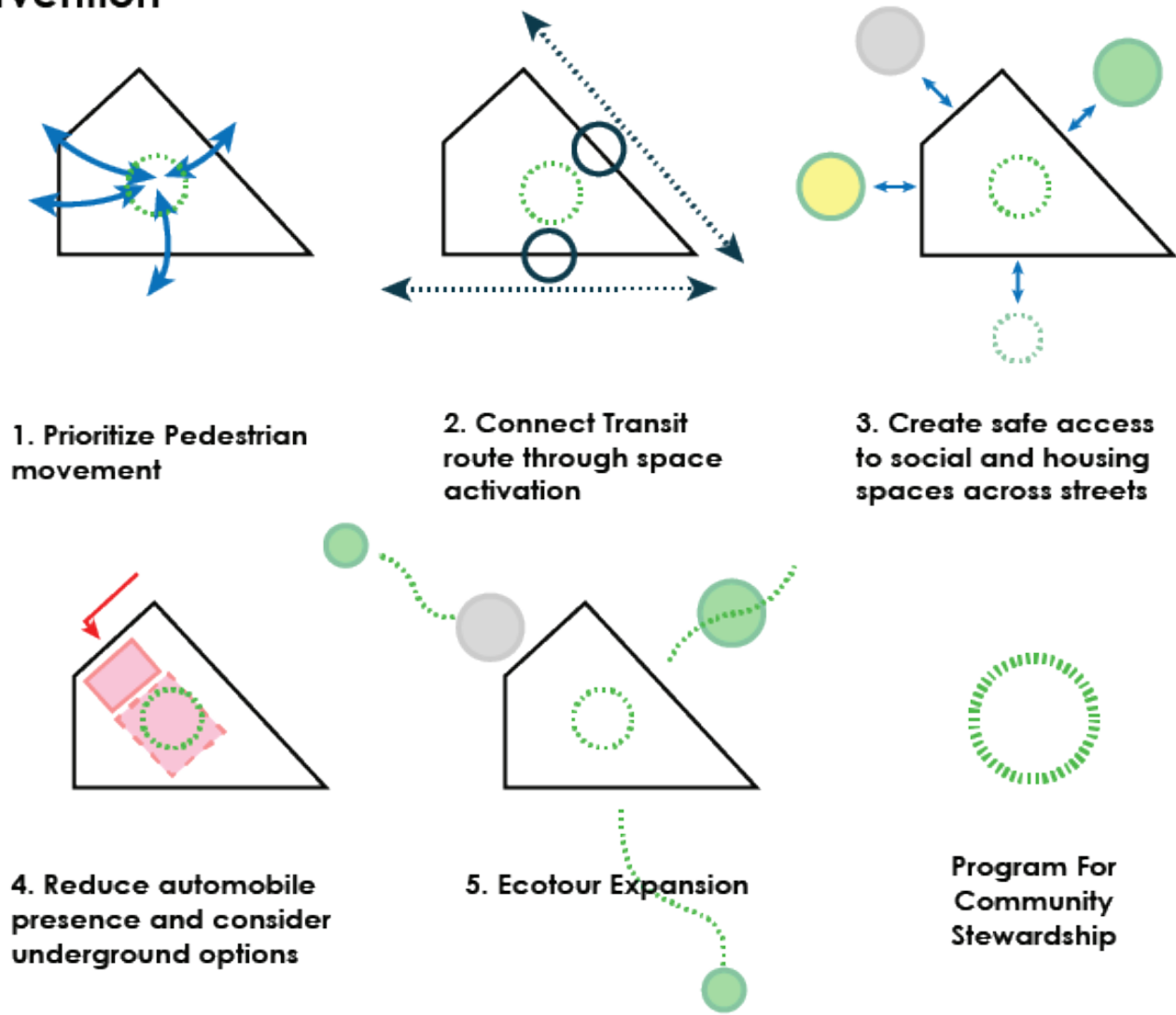


Figure 15 - Ikon interventions

Intervention

With the base site analysis information, we deemed it necessary to reevaluate the EAA master plan and provide new solutions for what we believe would create a place for human life, community vitality, and a connection to sustainable and accessible

transportation. The interventions below are precursors to the Ikon redevelopment concepts, and are the driving force behind the programming of space.

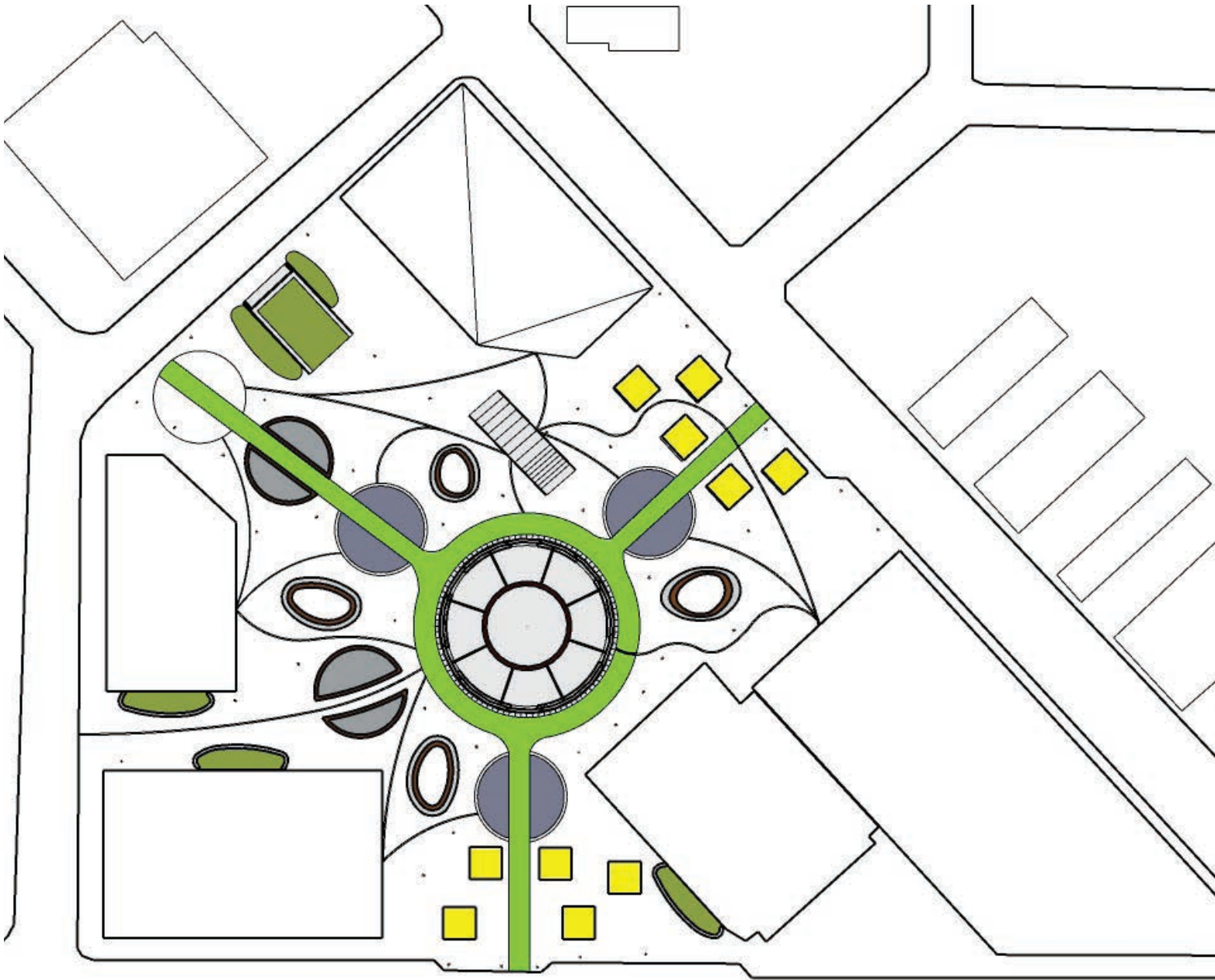


Figure 16 - Ikon proposed site plan

## MASTER PLAN CONCEPT

By removing the top level parking and instead choosing an underground garage option for vehicle access, this new infill concept revolves around four synergistic design programs that will work in conjunction to build community through gathering spaces and establish pedestrian connections to surrounding assets.

## THE FOUR PROGRAM INFILLS:

- Eco Track
- Community gathering and program building infill
- Staging/Gathering space
- Transit station integration



# IKON HOTEL PLAZA

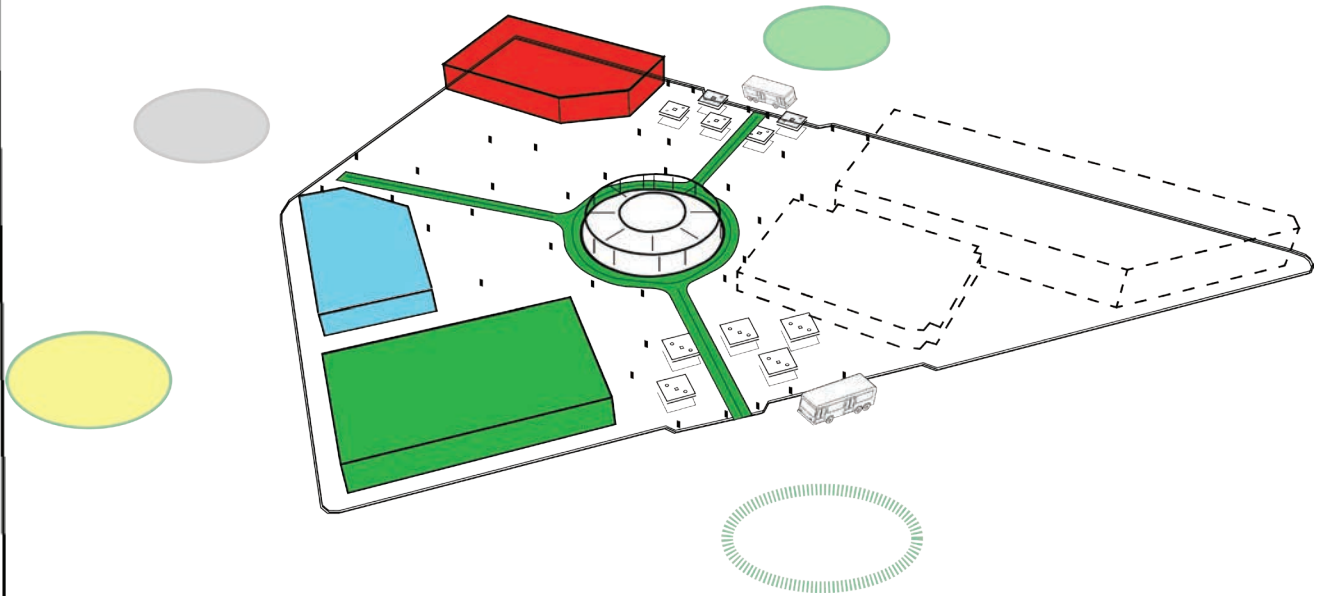


Figure 17 - Ikon spatial relationship model

The concept site plan and images following will describe in detail each programs contributions to upholding the following project goals.

- Create an experiential public open space connecting transit and development
- Establish safe pedestrian connections across dangerous streets

-Site as a community and educational organizations center

-Reduce automobile presence and considering underground parking options

-Offer versatile programming opportunities

# IKON SITE ELEMENTS

## Building Infill

The building infill program utilizes the incoming Ikon Hotel development to centralize economic activity with social programming and opportunity. By moving the walnut way headquarters to this space, the centralization of community organizations begins, further establishing the non-profit's community presence. The Marquette extension builds upon live learn programming by offering a place for children and adults to learn entrepreneurship skills and further educational roots. The rent-able commercial offices provides economic opportunity for community entrepreneurs to establish a temporary home base to house meetings and conduct client based activity.

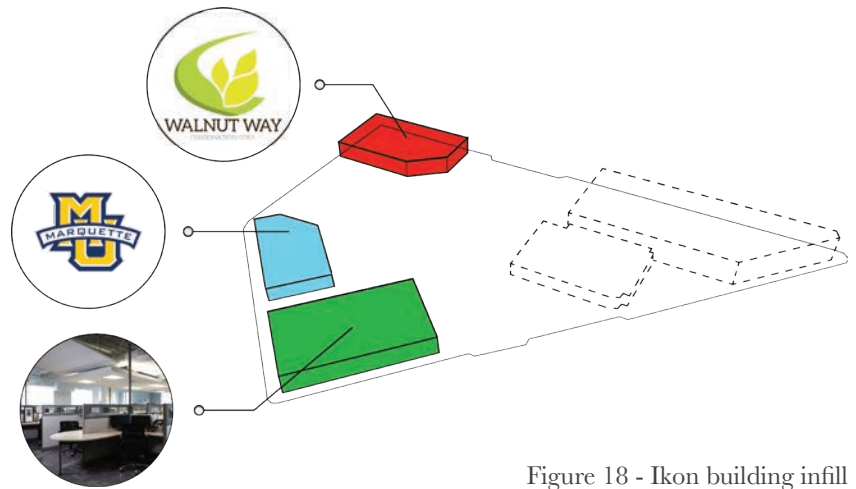


Figure 18 - Ikon building infill

## Transit System Integration

To build reliance and attractiveness of public transportation, the transit station has been integrated into the space through a timed lighting system, and a unique approach to waiting for the bus. Ten total transit pods are accompanied by 20 individual cocoon stalls designed to block wind and provide users with a comfortable leaning experience.

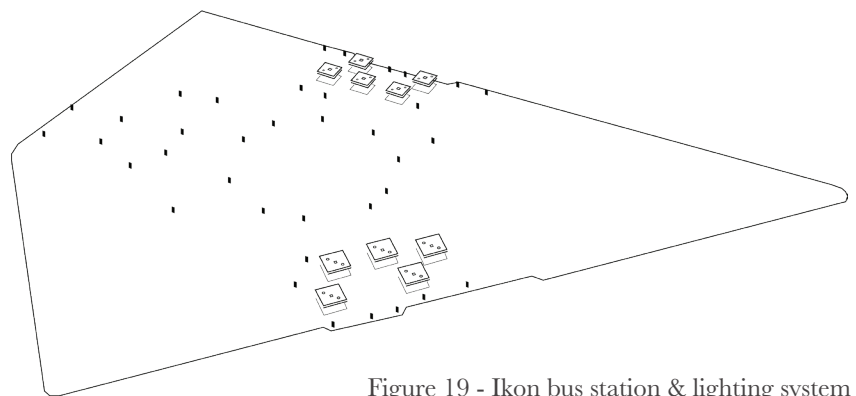


Figure 19 - Ikon bus station & lighting system

## Eco Track

The Eco Track is the physical designation of pedestrian movement and connection to nearby assets. Leading to the residential areas to the north, and the PED.DEV housing development to the south, the Eco Track promotes the exploration into the Fondy Market and the rest of the Fond Du Lac and North area.

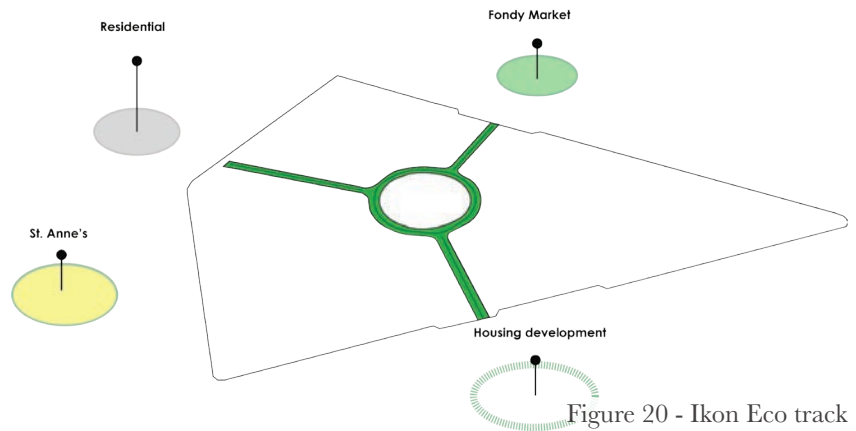


Figure 20 - Ikon Eco track

## Staging Center

Supporting the social infrastructure and anchoring this new public space, the staging center becomes the heart of social activity, learning, and community growth. Suitable for events of 40+, the staging center acts a versatile space for users of all abilities.

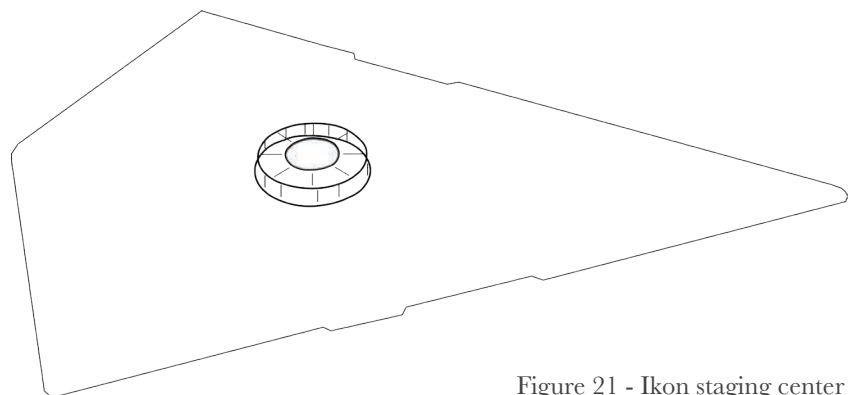


Figure 21 - Ikon staging center



Housing patrons of the public transit system within free swinging, plastic cocoons that protect from the elements, and provide a socially distant wait, the transit station integrates with the site lighting system to indicate the arrival and upcoming bus route. The light system changes color across the entire sight to indicate that a bus is soon to arrive.

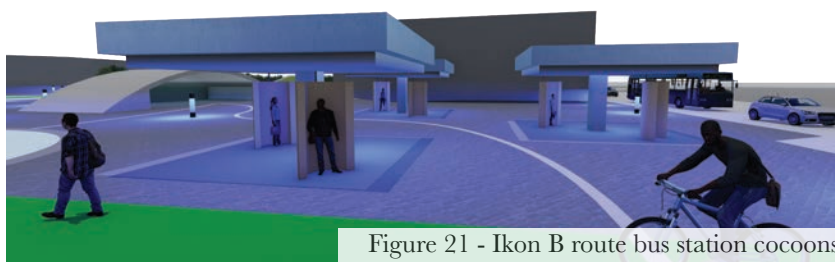
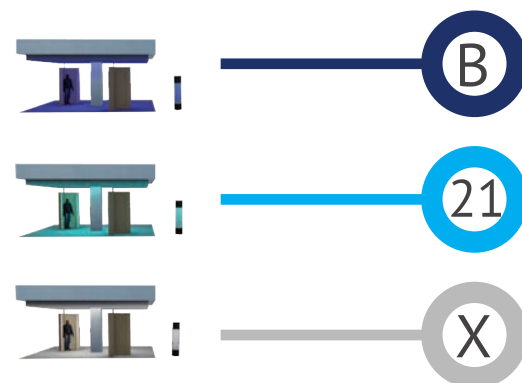


Figure 21 - Ikon B route bus station cocoons

The Eco track runs through the entirety of the site and is comprised of a polyurethane running track surface that rests above a drainage system, contributing to the storm water management system in the Eco tour. This introduces ecologically efficient materials outside of the biological realm.

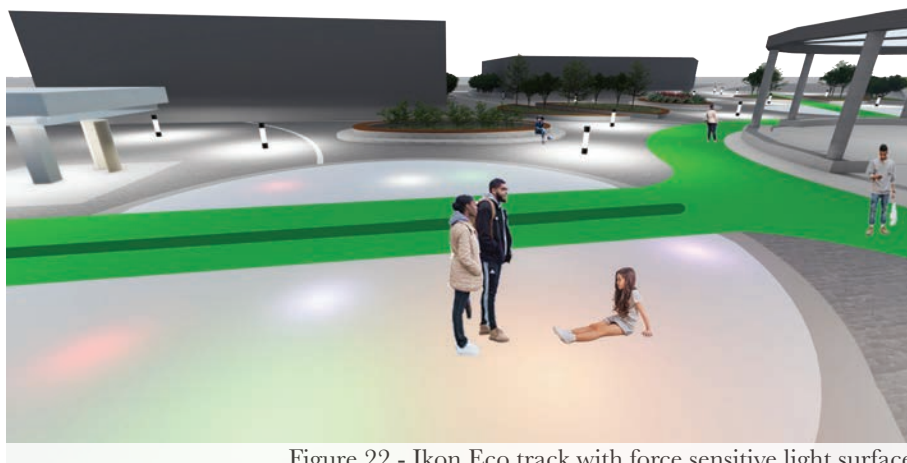


Figure 22 - Ikon Eco track with force sensitive light surface

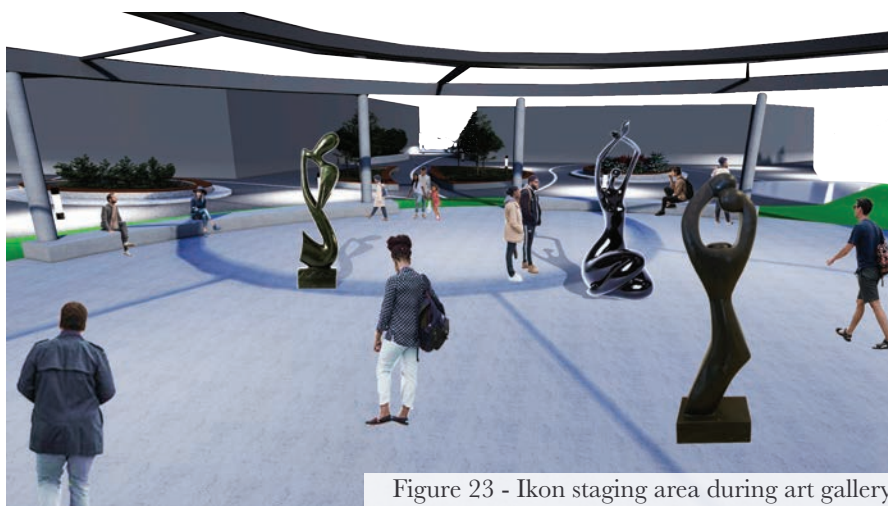


Figure 23 - Ikon staging area during art gallery

The central staging area is an ADA accessible raised platform combining ideas of Jens Jensen's council ring with a amphitheater staging space. This large central staging space acts as the primary gathering and meeting space that houses activities ranging from public meetings, art shows, performances, outdoor classes, and much more. This versatile space becomes a center for activity promoting community activity and a space for democratic participation.

# OPPORTUNITIES FOR HOUSING

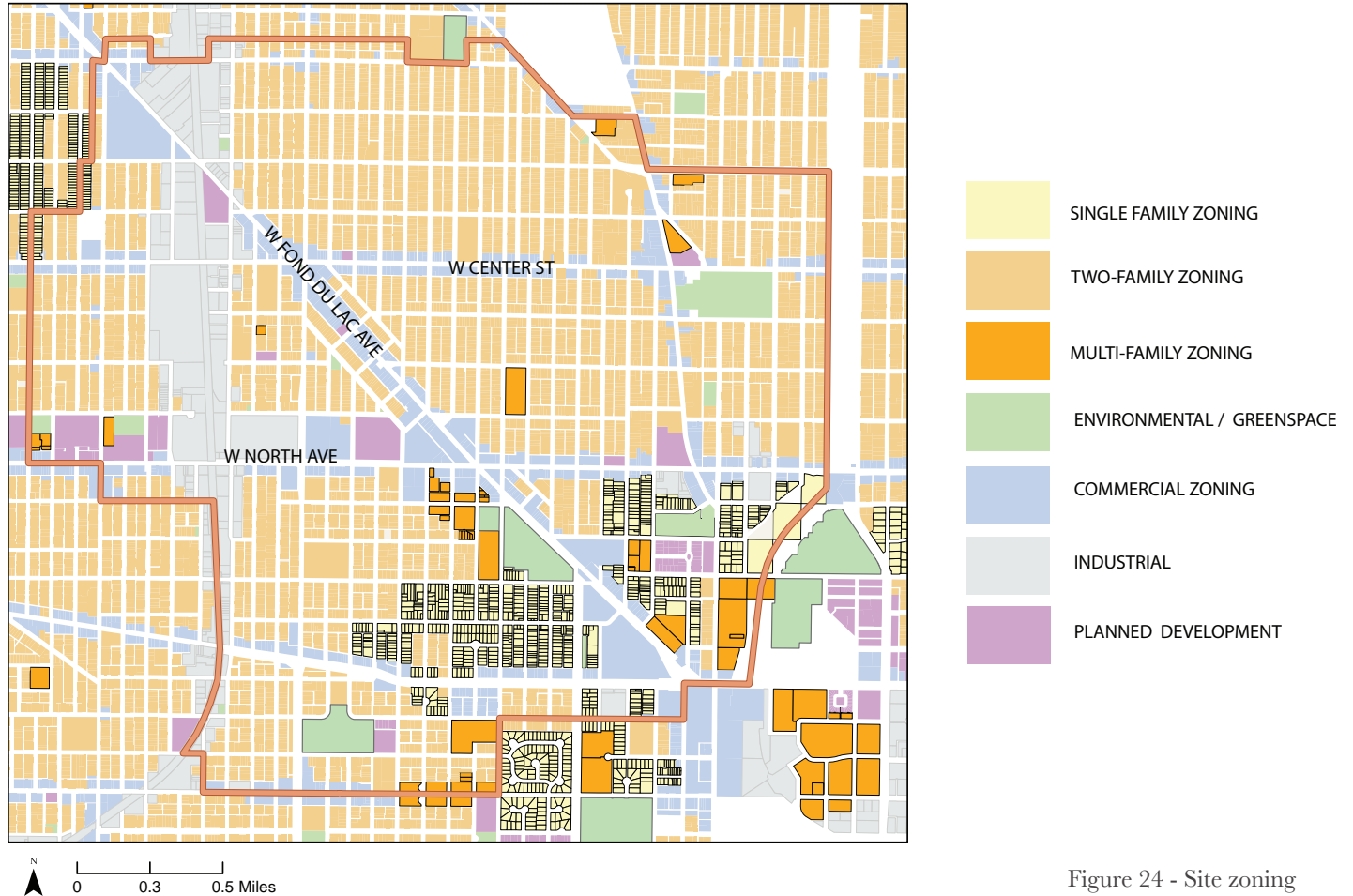


Figure 24 - Site zoning

## CURRENT CONDITIONS

The Fond Du Lac and North area experiences a high percentage of renters (70%) compared to a much more moderate rate of homeownership (30%). Further, the roughly 1900 vacant parcels located in our study area have contributed to the degradation of available housing stock over the past few decades. As such, construction and rehabilitation of housing stock is a key concern for residents. Current zoning encourages a mix of residential building types concentrating higher density near transit. It allows for attached or detached Accessory Dwelling Units throughout the neighborhood.

Current zoning further allows for Live/Work units and family daycare homes, as well as some neighborhood serving commercial uses within residential areas. The majority of the site area is zoned for two-family in a combination RT-3, which allows single family and duplex housing, and RT-4, which allows up to four units. There are also pockets of single family zoned parcels in the south east corner, and commercial zoning along the major corridors -- Fond Du Lac Avenue, North Avenue, and West Center Street.



## HOUSING GOALS

In October of 2020, planners from the City of Milwaukee conducted a Housing and Neighborhood Development Focus group for the Fond Du Lac and North area. Within this focus group, a series of goals were identified related to strong neighborhoods including: preserve and expand homeownership; ensure fair, stable, and affordable housing; improve the quality of existing housing; and, create new housing options. In addition to those listed above, we propose to additional goals related to housing in the Fond Du Lac and North area.



## UTILIZE INFILL TO REPAIR PEDESTRIAN NETWORKS

When planning for infill, we encourage stakeholders to consider opportunities for infill to repair pedestrian networks. Although target infill zones have been identified by the city, it is unclear as of yet how these zones will be connected through a vehicle-free network.

## BUILD COMMUNITY WEALTH

Throughout the development process, we encourage exploration of models that build wealth from within the community. This includes consideration of live/work units, exploring opportunities to increase the municipal tax base, and facilitating partnerships between local business and institutional anchors.



# INFILL ANALYSIS



Figure 25 - Proposed infill target areas

## OPPORTUNITIES THROUGH INFILL

Figure 25 shows targeted infill locations for four types of development, single family, middle density housing, higher density housing, and small-scale activations. The priority zones for the three residential types were identified in a Housing Focus Group by the City of Milwaukee. Minor zoning changes are required, such as allowing for the rezoning of individual parcels from RT4 to RM4. This maintains the same density, but allows greater flexibility in the design and type of housing allowed. The green dots are existing stops on a neighborhood ecotour.

The tour reflects the neighborhood's status as the city's first ecological neighborhood, and also lays

out a path for residents to navigate between sites. In addition to enhancing the environmental sustainability of the area, these stops act as small-scale space activations enhancing the overall pedestrian experience. The arrows then show our recommendations for expanding this tour further into the neighborhood, in the direction of those other target infill areas. Near the center of the map is a collection of eight parcels identified as a proposed mixed use development.



## PRESERVING LONG TERM AFFORDABILITY



### PROMOTE SUSTAINABLE ENERGY INFRASTRUCTURE TO MITIGATE UTILITY COSTS

To preserve affordability and promote environmental stewardship, we recommend pursuing methods of renewable energy infrastructure to maintain utility affordability. Recommendations include solar energy and storm water recycling. New innovations in green technology have contributed to increased affordability, making it an attractive option for future affordable housing development.



### CONNECT PRIVATE SECTOR DEVELOPMENT TO HIGH-QUALITY PUBLIC SPACES

Both the Ikon hotel and the proposed mixed use development present opportunities to connect private development to high quality public spaces. Innovative partnerships between the public and private sectors can help ensure proper maintenance of open spaces and extend the benefits to community members.



### UTILIZE COMMUNITY LAND TRUSTS AND OTHER MUNICIPALLY-HELD LAND

The number of vacant parcels and municipally-held land presents a unique opportunity for long-term affordability through Community Land Trusts, or a similar program. We recommend expanding the Amani Community Land Trust Model to other neighborhoods, and exploring hybrid models for the city to retain land ownership during private development.



### IMPLEMENT A PROPERTY TAX CAP TO PROTECT LONG-TERM HOMEOWNERS

We recognize the concern of residents who fear being priced out of their home. As such, we recommend a property tax freeze for eligible homeowners set at the amount paid in the year the applicant applies and qualifies for the program, adjusting for improvements made to the property. Eligible participants will be long-time homeowners earning at 50% or below Area Median Income.

# INFILL TYPOLOGIES

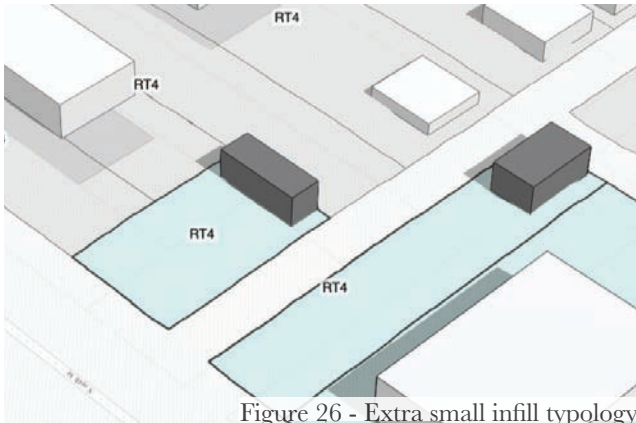


Figure 26 - Extra small infill typology

## EXTRA SMALL Small Scale Activations

Small scale infills serve to activate vacant spaces throughout the study area. These may include formal ecotour expansions, or informal art projects, parklets, or gardens.

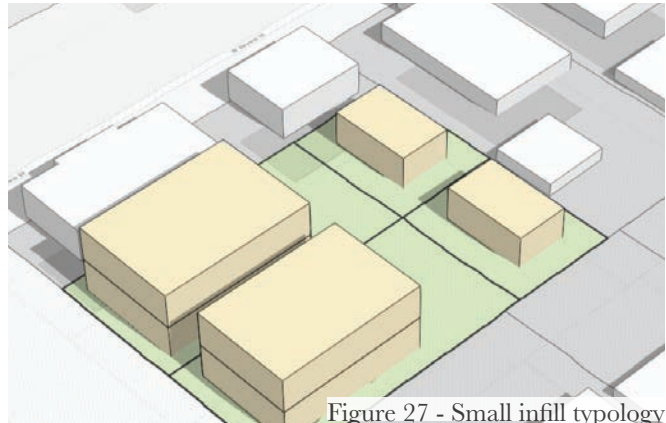


Figure 27 - Small infill typology

## SMALL Single Family Home Clusters

New and rehabilitated single family housing stock responds to a community desire for increased single family home ownership. Accessory Dwelling units increase rental opportunities.

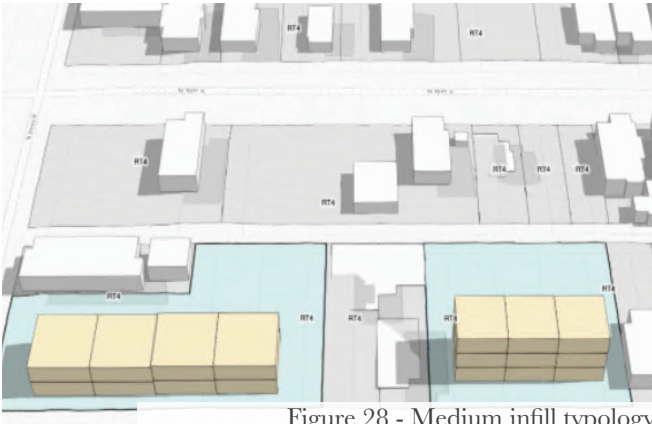


Figure 28 - Medium infill typology

## MEDIUM Townhomes, Duplexes, Triplexes, and Fourplexes

Townhomes, duplexes, triplexes, and fourplexes increase housing options within the site area.

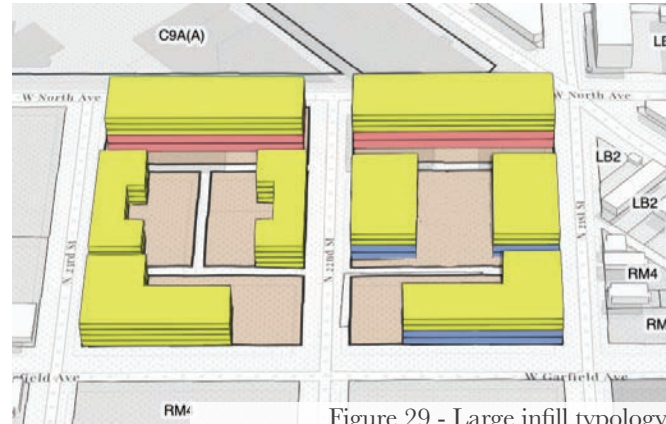


Figure 29 - Large infill typology

## LARGE Mixed Use Residential, Commercial, and Office

Mixed use residential, commercial, and office create multifunctional spaces for a variety of users and needs.



# MULTIFUNCTIONAL SPACES

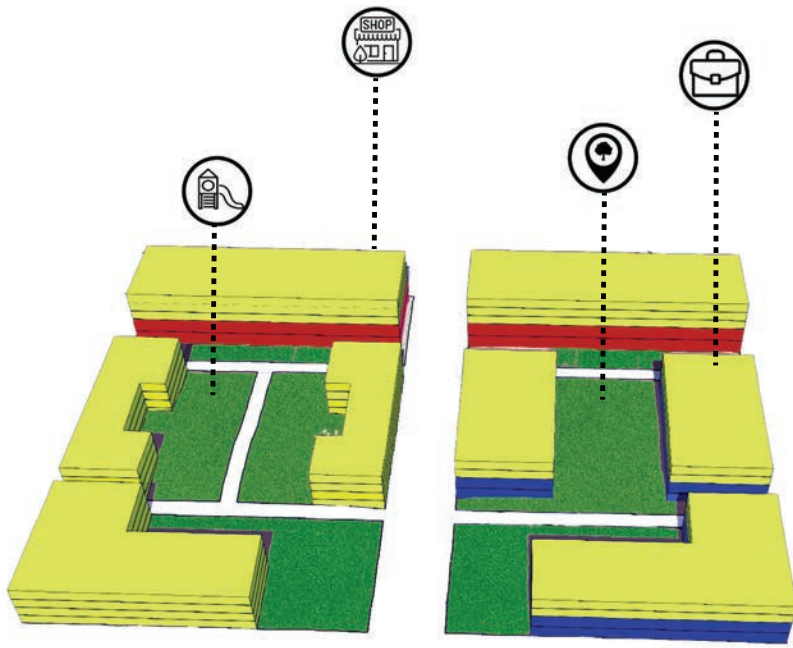


Figure 30 - Proposed mixed use

## MIXED USE

Figure 30 provides a model for a proposed mixed use development directly across from Fondy Market and the proposed Ikon Hotel. The development features 165 new one bedroom units, 70 new two bedroom units, 53 new three bedroom units, and 23 new four bedroom units. Of these, 20% are affordable. Through a series of courtyards the proposal features an additional 71,725 square feet of community and recreational space as well as 86,868 sq ft additional retail space, and 58,478 sq ft of additional office space.



### LIVE

One bedroom units are concentrated above retail along North Ave. Two, three, and four bedrooms are protected from the busier corridor by taller mixed use buildings. A series of courtyard and playground infrastructure facilitate play and recreation space for residents and families.



### WORK

Live/Work units facilitate ground floor studio or office space with upper-level residential units to promote affordable space for entrepreneurs, business owners, and artists to grow the local economy from within the neighborhood itself.



### SHOP

Retail occupies the ground floor along North Ave. Retail activates the streetfront, contributes to pedestrian comfort, creates places for building residents and other users, and serves as an additional tax base.



### SUSTAIN

Green infrastructure builds upon the existing green network, activating the space, promoting environmental sustainability, and further connecting to surrounding green spaces.

# ROAD HIERARCHY

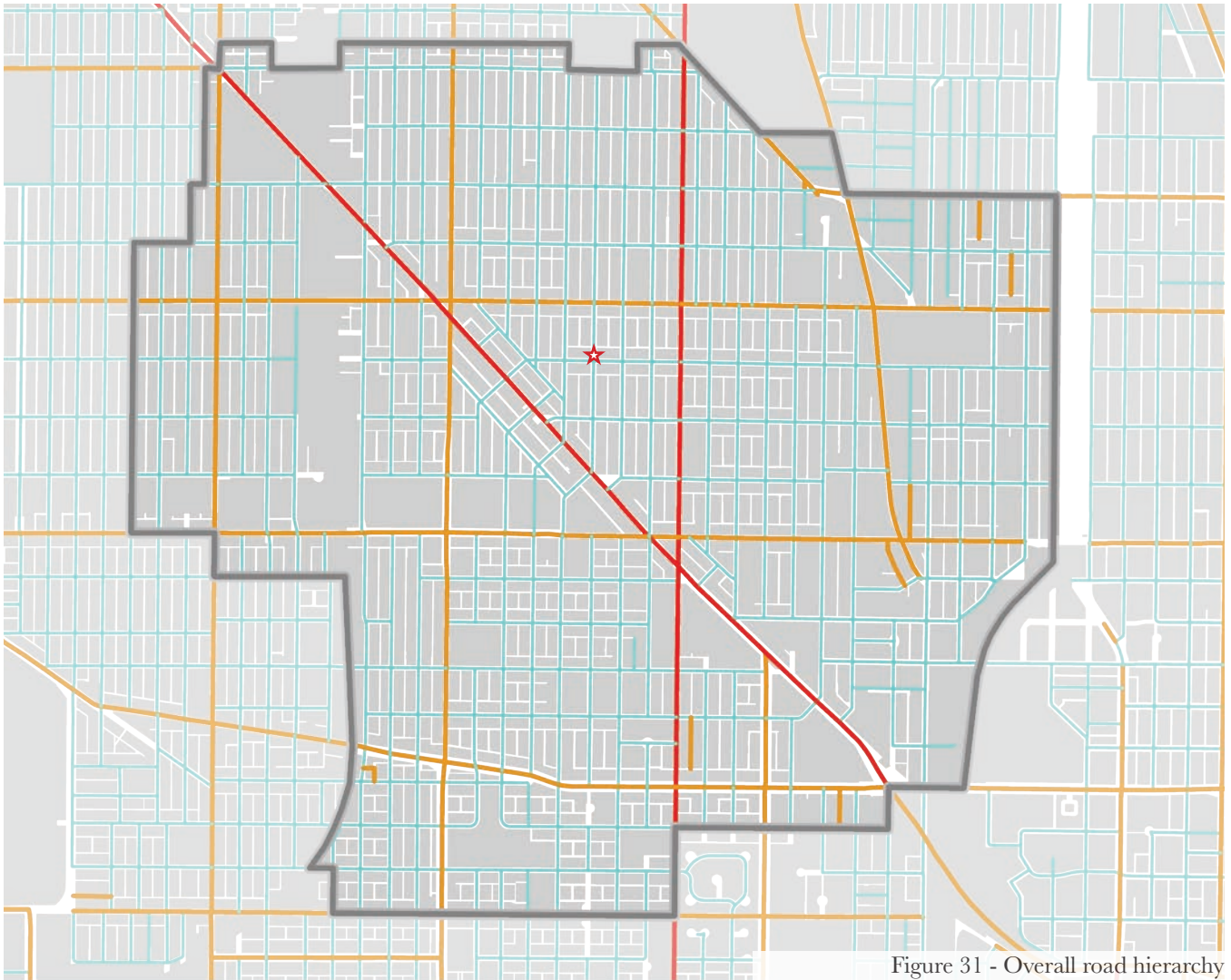


Figure 31 - Overall road hierarchy

## Road Hierarchy

The site's road system consists of three main classes of roads: Arterial, Collector, and Local. The arterials which bisect the site, seen in figure 31 in red, are the main thoroughfares of the site area, bringing both the highest speeds due to rampant negligent driving as well as the highest overall daily traffic load. Collectors, shown in orange, 'collect' traffic into these main arterials. Their traffic and speed are roughly comparable to arterial, albeit slightly slower. Finally local roads, shown in blue, criss cross the

site in a grid like pattern. These provide day to day traffic to and from main transportation thoroughfares. By and large, their average daily traffic and speed is a fraction of that of arterials and collectors. Given our focus upon Fondy Market and its surrounding nodes of the Ikon Hotel and our proposed mixed use development, special focus is given to the key intersections which connect these sites across otherwise fast and dangerous roads.





Figure 32 - Arterial roads



**Arterial**  
Average Annual Daily Traffic (AADT)  
= **20,500**

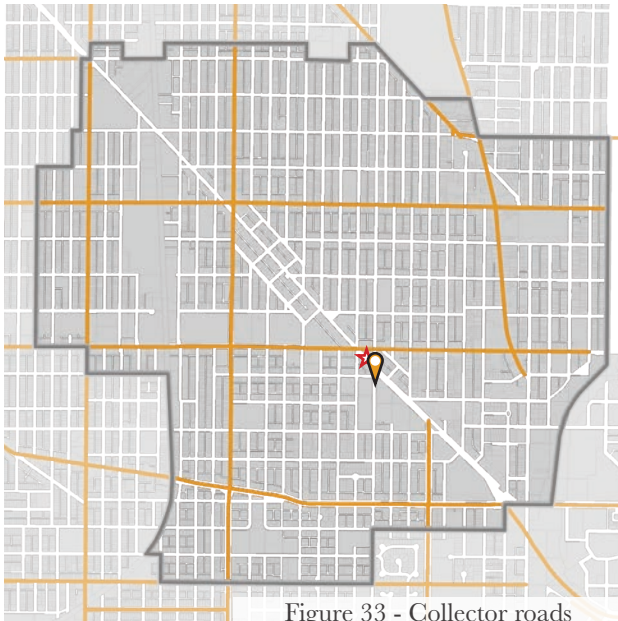


Figure 33 - Collector roads



**Collector**  
Average Annual Daily Traffic (AADT)  
= **13,800**

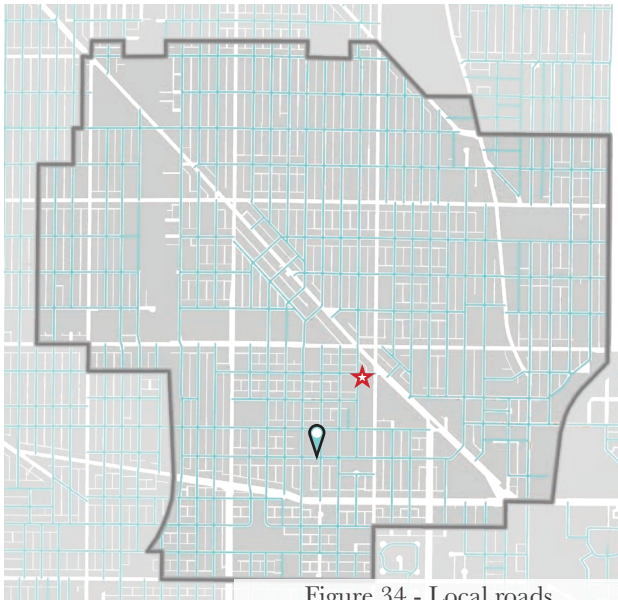
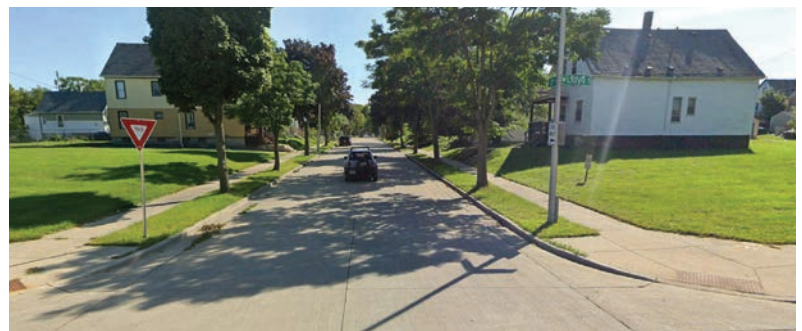
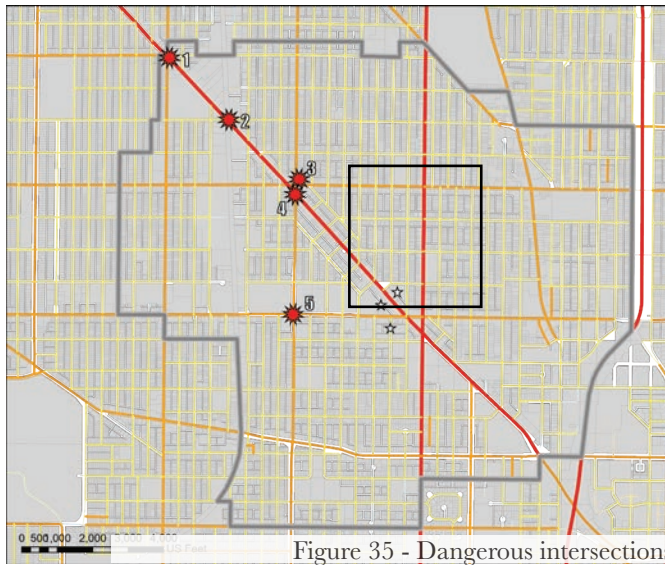


Figure 34 - Local roads



**Local**  
Average Annual Daily Traffic (AADT)  
= **1,800**

# SITE ANALYSIS

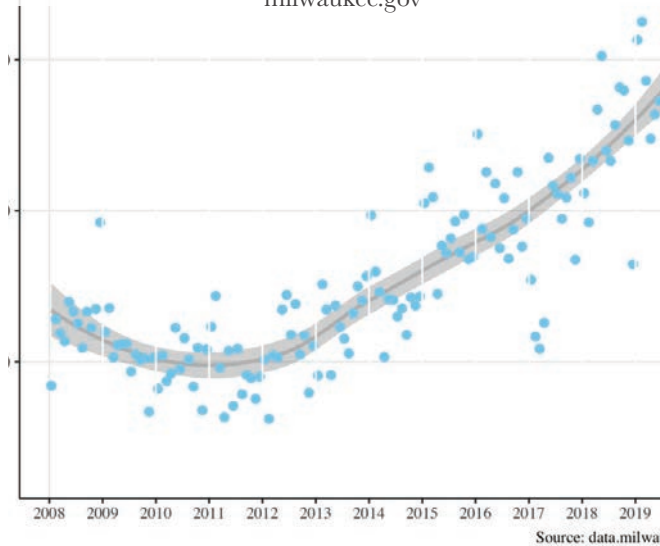


Of the top 20 most dangerous intersections in Milwaukee, our site contains 5 of them. Largely clustered to the North of the site along Fond Du Lac Ave. they include:

1. W. Fond Du Lac & W. Burleigh St.
2. W. Fond Du Lac & W. Locust St.
3. W. Fond Du Lac & N. 27th St.
4. W. Center St. & N. 27th St.
5. W. North Ave & N. 27th St.

Traffic accidents per month in Milwaukee, WI

Figure 36 - Traffic accidents per month source: data.milwaukee.gov



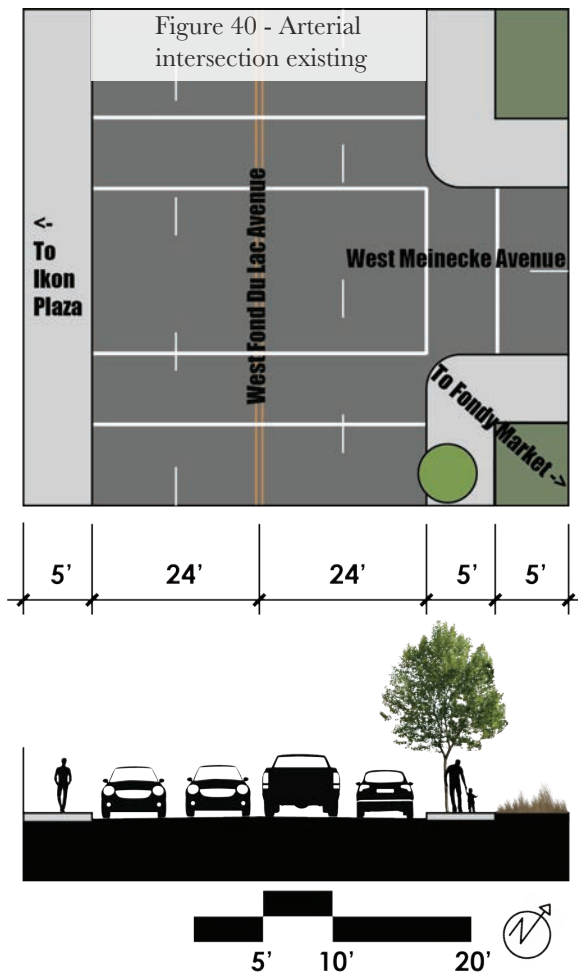
41% of traffic fatalities are due to distracted driving. Within Milwaukee in 2019 there were 17,568 crashes. Within the month of November, 2020 there were 18 accidents along this stretch of road. Looking at figure 36 there is a clear need for change within the traffic patterns and the environment which pedestrians navigate. With making an effort to create a space which is not only inviting, but safe for pedestrians this must be remedied. Looking ahead, a road



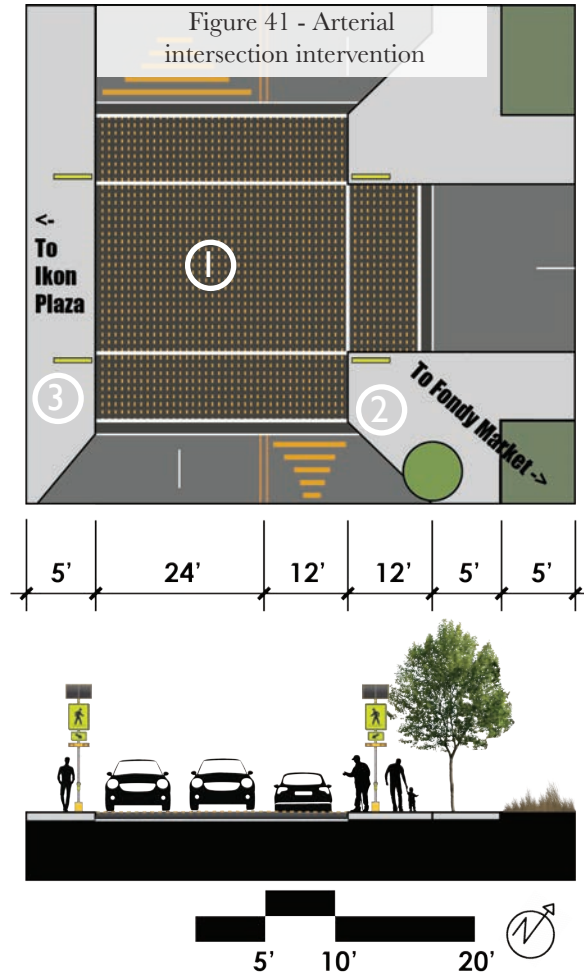
diet along the northern stretch of Fond Du Lac Ave within our site is in order. For the time being, our proposal to encourage pedestrian activity among Fondy Farmers Market, the Ikon Hotel and our proposed mixed use development entails a series of traffic calming devices along with some elements to grab the attention of possibly careless and reckless drivers.



## EXISTING



## PROPOSED

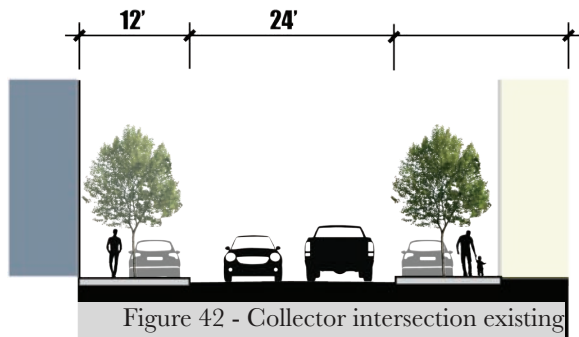


The existing crossing between the Ikon Hotel and Fondy Market is a treacherous one due to the high speed of traffic. This proposal employs a series of traffic calming measures to reclaim this space for the pedestrian. Looking at figure 41 we can see (1), a raised speed table paired with brightly colored markings delineates it from the road. A curved bumpout (2), pedestrian crossing signs (3), and a shortened crosswalk all aid the pedestrian in a safe, direct passage between spaces.

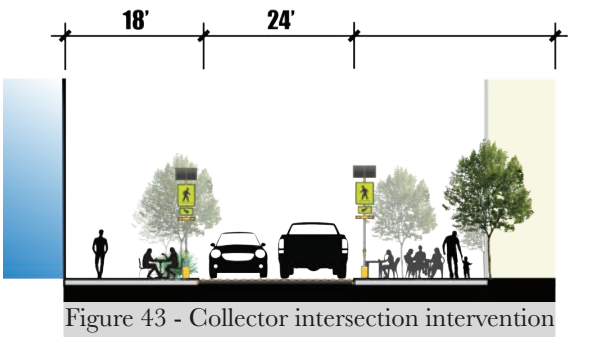
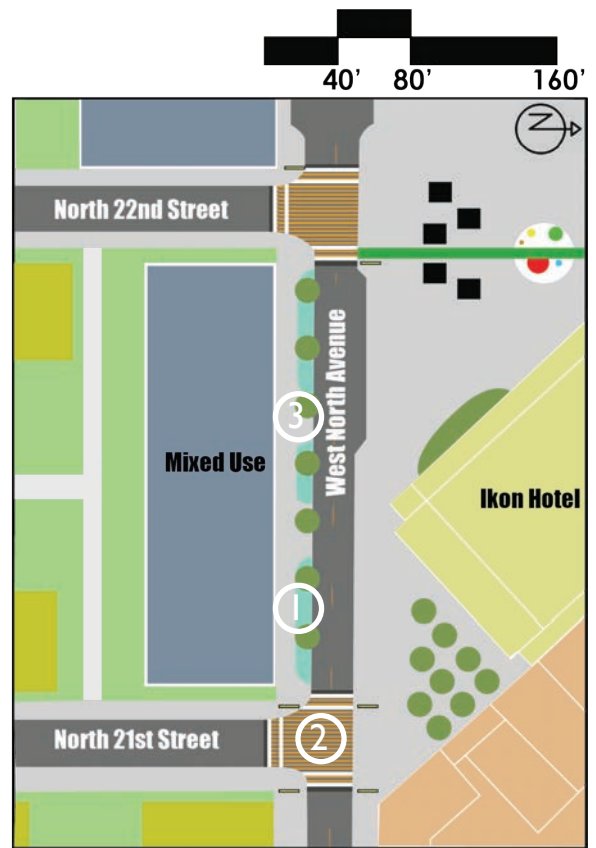


Figure 38 - Arterial program elements

## EXISTING



## PROPOSED



The proposed crossing between the Ikon Hotel and Fondy Market is similarly treacherous. Utilizing a series of speed tables, the initial race out from the stoplight will be quelled. In addition to creating a safer crossing, a series of bioswales and a road diet creates favorable space for storefront development within our proposed site. This creation of space reaffirms the pedestrian within this space and gives them a reason to not only stay on the sidewalk, but possibly venture into the new development.

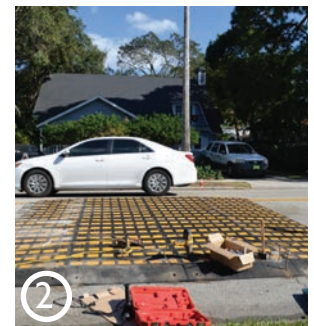


Figure 39 - Collector program elements



# OPPORTUNITY

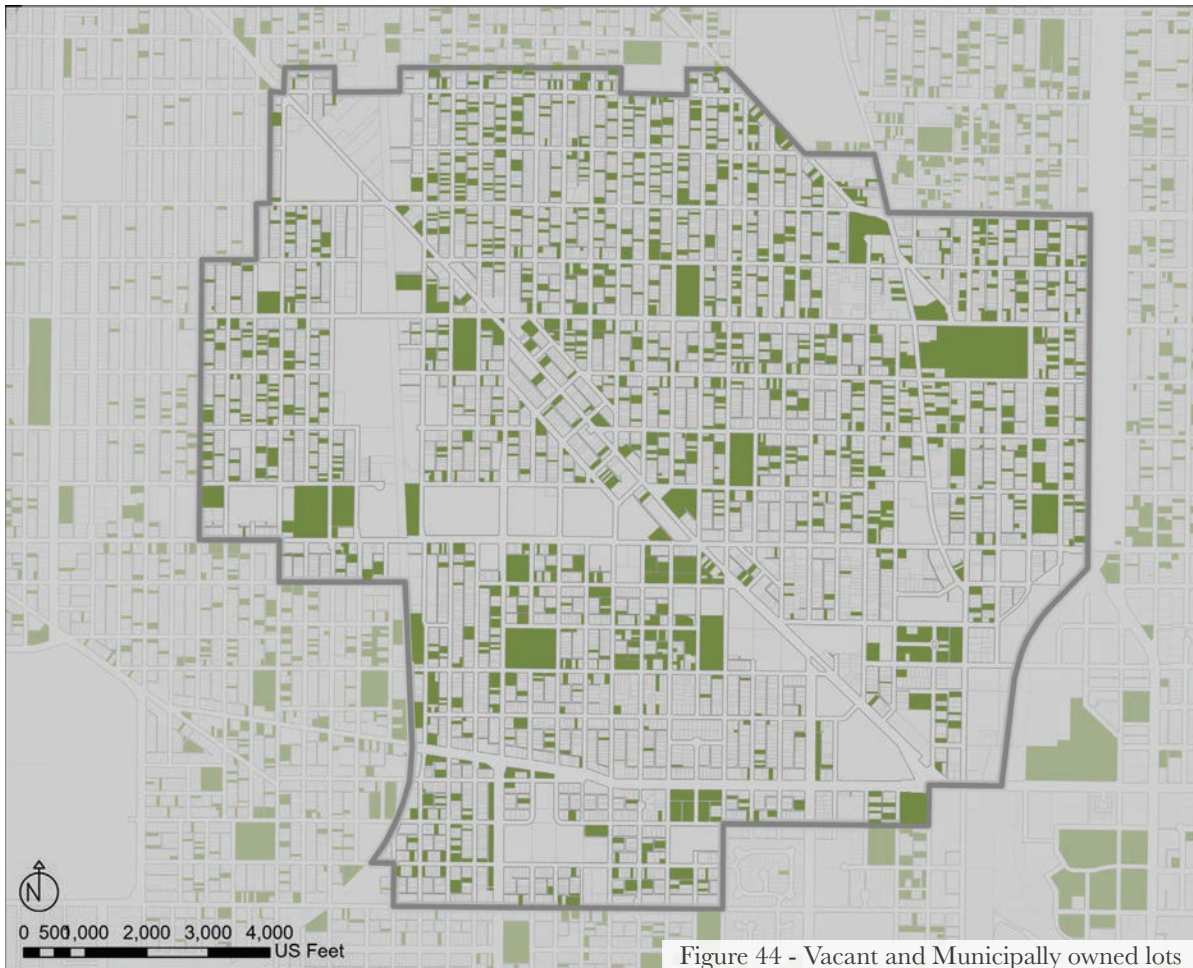


Figure 44 - Vacant and Municipally owned lots

Within our site area exist roughly 1900 vacant parcels. While this high percentage has contributed to the degradation of existing housing stock and overall walkability throughout the site, it also presents a unique opportunity to utilize infill to strengthen and repair pedestrian networks. Activating these spaces with small-scale infills, like gardens, parklets, and formal ecotour expansions, will help enhance the pedestrian network by creating attracting, engaging, and walking routes between activity nodes.

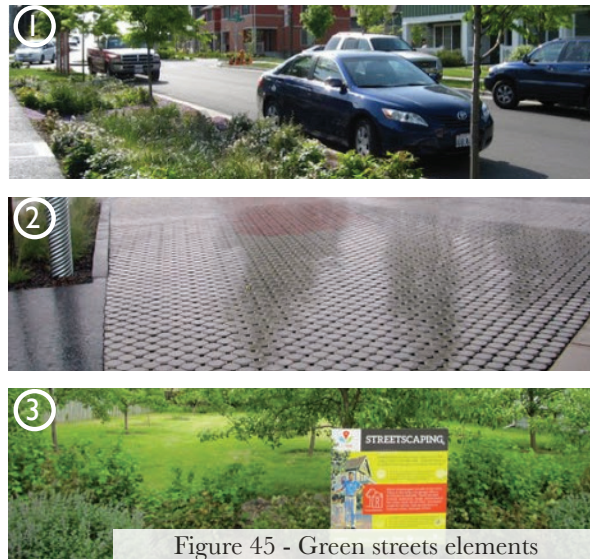


Figure 45 - Green streets elements

## GREEN EXPANSION

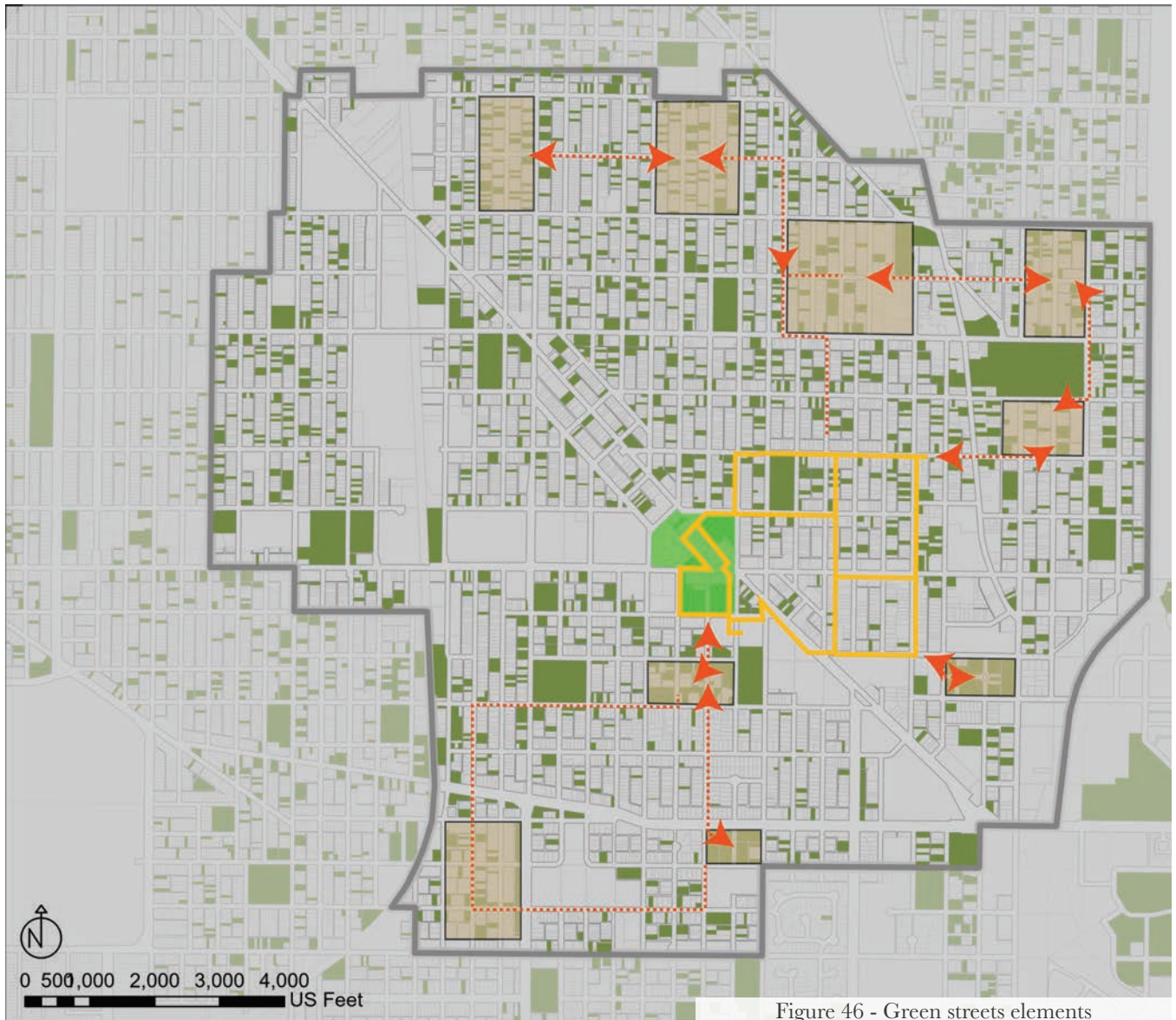


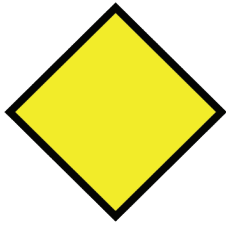
Figure 46 - Green streets elements

Moving forward, by expanding the eco tour, and subsequently creating a net of green infrastructure between the zones identified within the focus group, this grouping of neighborhoods will become a larger unit of connected green spaces. Utilizing green infrastructure like the bioswales and permeable pav-

ers in Figure 45, the pedestrian experience will be furthered by the improved neighborhood aesthetic, while also following in Fondy Market's Footsteps in regards to sustainable design.



# CONCLUSION



## The **PED.DEV** Initiative

The PED.DEV initiative centers the role of the pedestrian in pursuit of a healthy, resilient, and well-connected community. Each proposal contained within this report seeks to strengthen connections through transportation, social infrastructure, and programming. As shown, improved transportation via new connection points and traffic calming measures increase pedestrian safety, while programming and partnerships support cross-sector collaboration and innovation. Finally, network improvements through infill

and activation connect people and place.

Within the Fond Du Lac and North Area exist a great many assets that these proposals seek to highlight and build upon, not least of which is the Fondy Farmers Market. As the Fond du Lac and North area planning process continues to develop, we vigorously advocate for the pedestrian as a lens with which to pursue thoughtful, people-focused development.



Figure 47- Project overview

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**MOVING FORWARD**





The core purpose of the University of Wisconsin-Madison Department of Planning and Landscape Architecture (DPLA) workshop was to address social justice in the design of the 21st century American city. During the Fall 2020 semester, the workshop studied potential planning and design transformations of the Fond Du Lac and North Planning Area of Milwaukee, WI. Building off the fieldwork and the community input, five interdisciplinary teams worked to establish design values, explore scenarios of potential future outcomes, and develop a preferred plan and design that met the goals of the community. Final visioning plans were presented virtually via Zoom in December 2020 to panel of external reviewers from practice and the academy, and to the project partners.

Our goal is the visioning plans presented in this book can help inform the ongoing Comprehensive Plan Update of the Fond Du Lac and North Area Plan. This book highlights proposals of catalytic social and economic change, the role of placemaking, and the significant impact that access to healthy food and community assets have in addressing mobility, health, and economic development. Collaborating with local stakeholders such as the Fondy Farmers Market and the City of Milwaukee Department of City Development was an integral component of the course in order to address socially based urban design and planning strategies that are community driven. Virtual evaluation and engagement from the public and professionals allowed students to approach city planning in a non-traditional classroom format, while responding to the challenges brought on by the COVID-19 pandemic.

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