

NORTH 35th STREET CHARRETTE 2025



CLIENT **Near West Side Partners (NWSP)**

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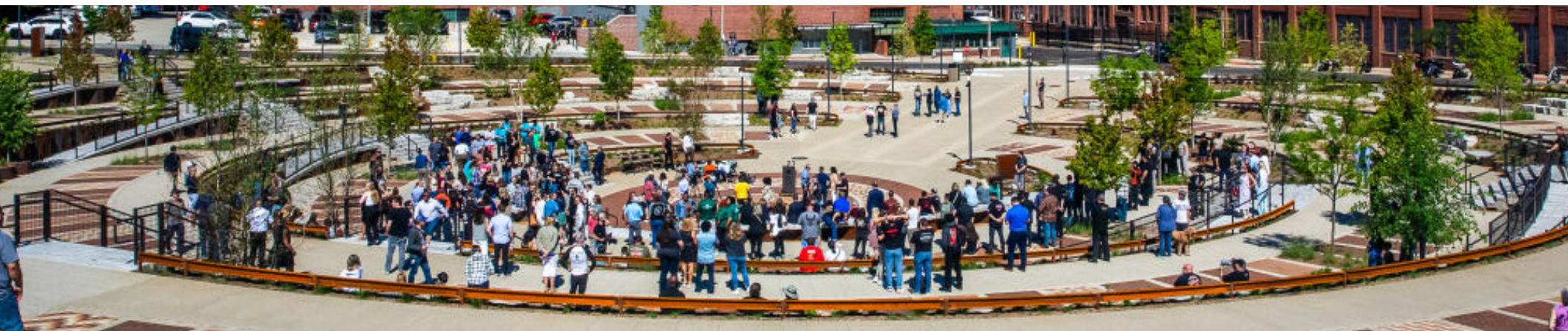
CONSULTANT TEAM Carolyn Esswein, Ce Planning Studio, LLC
Blythe Waldbillig



Ce Planning Studio was hired to develop and facilitate a process of information gathering leading to a visioning charrette for the N. 35th Street corridor in the Near West Side area in Milwaukee. The process involved revisiting past plans for the area, analyzing existing conditions and demographics, examining the business diversity of the neighborhood, and exploring local and national precedents. Focus Groups and developer interviews were conducted to gather input from various stakeholders including major employers, developers, residents, City staff, business owners, and NWSP board members. This information was disseminated to five teams of architects and planners, each assigned to one of the Opportunity Sites.

A day-long interactive charrette was held at the Harley-Davidson campus on April 10th, 2025 with more than 150 participants. Throughout the day, teams generated ideas for the sites and then shared concepts with the larger group to receive feedback which is reflected in the final designs. The intent of the process is to explore and evaluate possibilities, it is not intended to imply the ideas are guaranteed by NWSP, land owners, or developers.

Davidson Park Event



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AT+T
35th and Wisconsin
Southern Gateway

Charrette photo by Maria Goncalves Ramos



NEAR WEST SIDE PARTNERS



Aerial map of Near West Side Partners in Milwaukee, Wisconsin. source: Google Earth

- **Opportunity Site:** sites identified with the client group as vacant or underutilized. They offer potential to bring investment and energy to the corridor if redeveloped based on community and market input. Enhancing the overall street design and safety is also included as an Opportunity Site.

NEAR WEST SIDE PARTNERS

Near West Side Partners (NWSP), a nonprofit organization working in the neighborhoods immediately west of downtown Milwaukee, is committed to revitalizing and sustaining Near West Side residential and business corridors by fostering collaboration among stakeholders that drives investment, supports local entrepreneurs, and implements innovative programs that promote a vibrant, inclusive community.

In 2016, NWSP hosted a **Community Charette**, bringing together urban planners, architects, and community members to envision the future of the Near West Side. This intensive, collaborative planning session identified

key corridor sites for improvement, including mixed-use development opportunities that have led to the implementation of Concordia 27, ongoing discussions for a new State office building, and several adjacent adaptive reuse projects. The findings from the charrette provided a roadmap for future initiatives, influenced infrastructure investments—including the pedestrian friendly amenities along North 27th Street, enhanced bikeways, and Bus Rapid Transit along Wisconsin Avenue.

Building on this momentum, NWSP convened the **2021 Appreciative Inquiry Summit**, a community-driven event that engaged residents, business owners,

and institutional partners in identifying neighborhood strengths and envisioning a shared future. Using an asset-based approach, the Summit highlighted successes, gathered insights, and fostered partnerships to address challenges such as housing, public safety, and economic vitality. The outcomes of this Summit have since informed NWSP's strategic priorities and helped to launch major projects including Concordia 27 and Davidson Park.

Planning efforts like these help to ensure that the NWSP's work reflects the values and goals of those who live and work in the Near West Side.



2016 Charette adaptive reuse vision by Quorum Architects



Concordia 27 implementation of non-profit organizations, housing, and event spaces.

DEMOGRAPHICS

Census Tracts

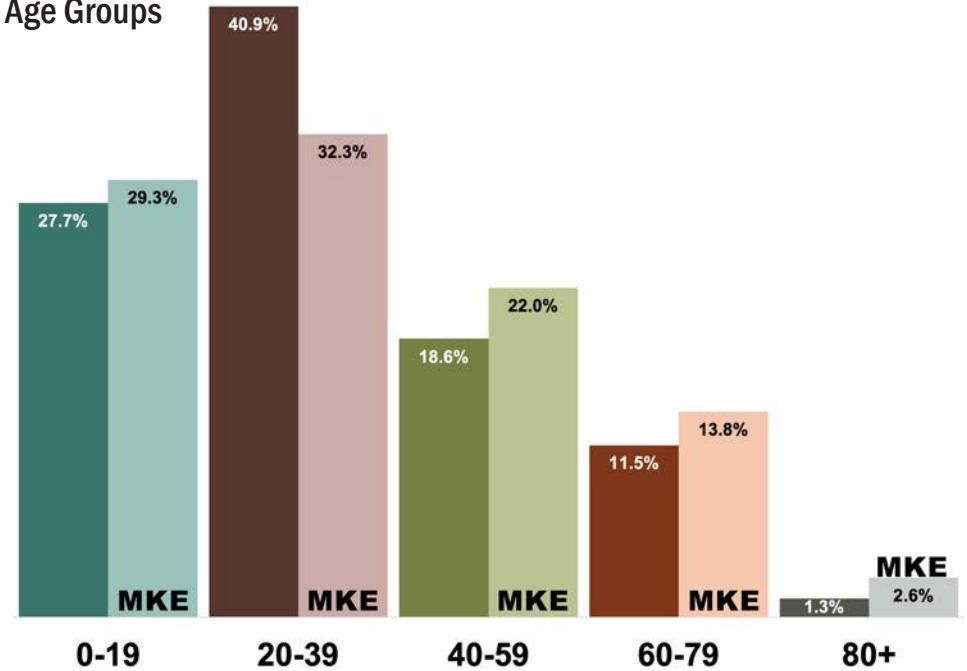


19,231
Total Population



8,323
Number of Households

Age Groups

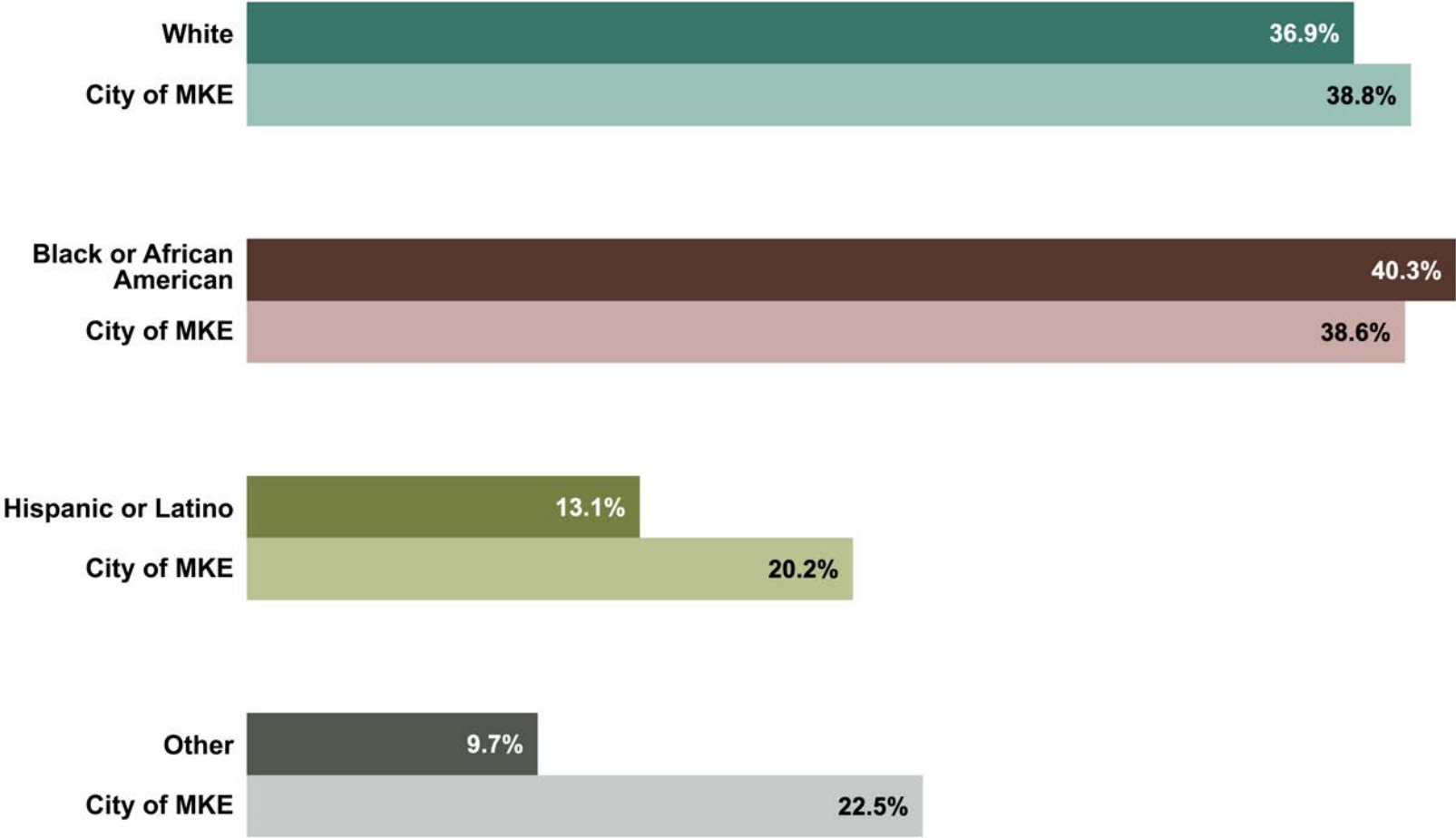


\$25,455
Average Median Household Income

Source: 2018-2022 American Community Survey 5-year estimates

DEMOGRAPHICS

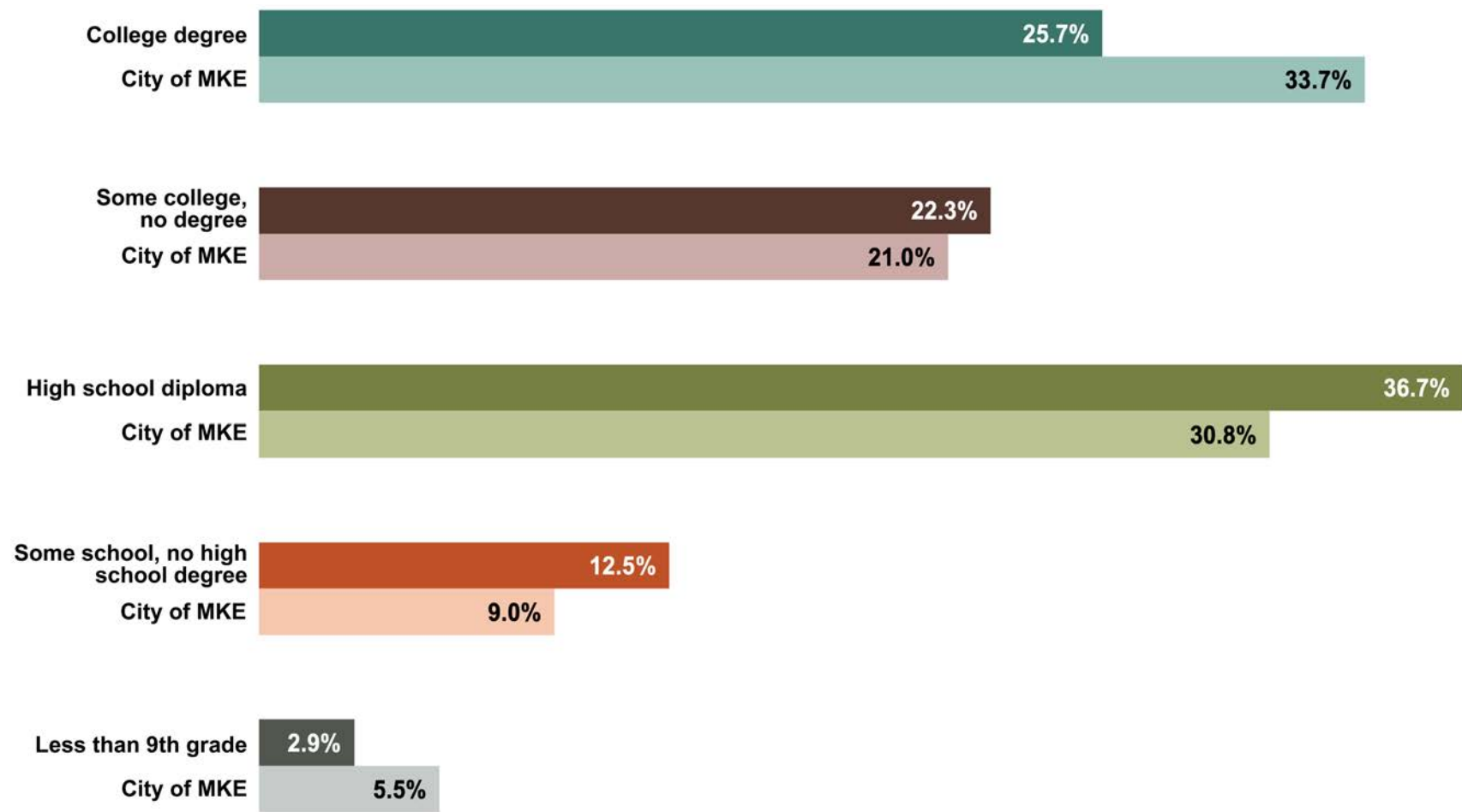
Ethnicity Characteristics



Source: 2018-2022 American Community Survey 5-year estimates

DEMOGRAPHICS

Highest Level of Education Attained



Source: 2018-2022 American Community Survey 5-year estimates

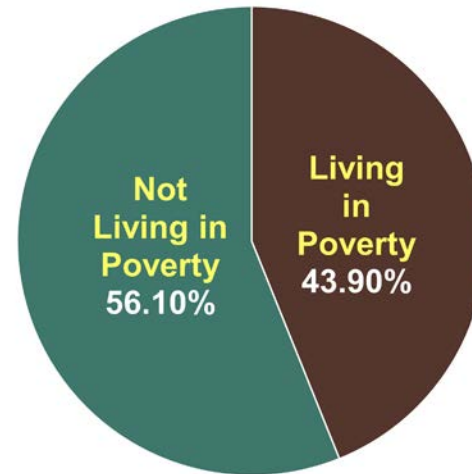
DEMOGRAPHICS



62.1%

Labor Force Participation Rate

Population Living in Poverty



Employment by Sector

26.8%

Management, Business, Science, and Arts Occupations

23.3%

Service Occupations

16.2%

Sales and Office Occupations

23.3%

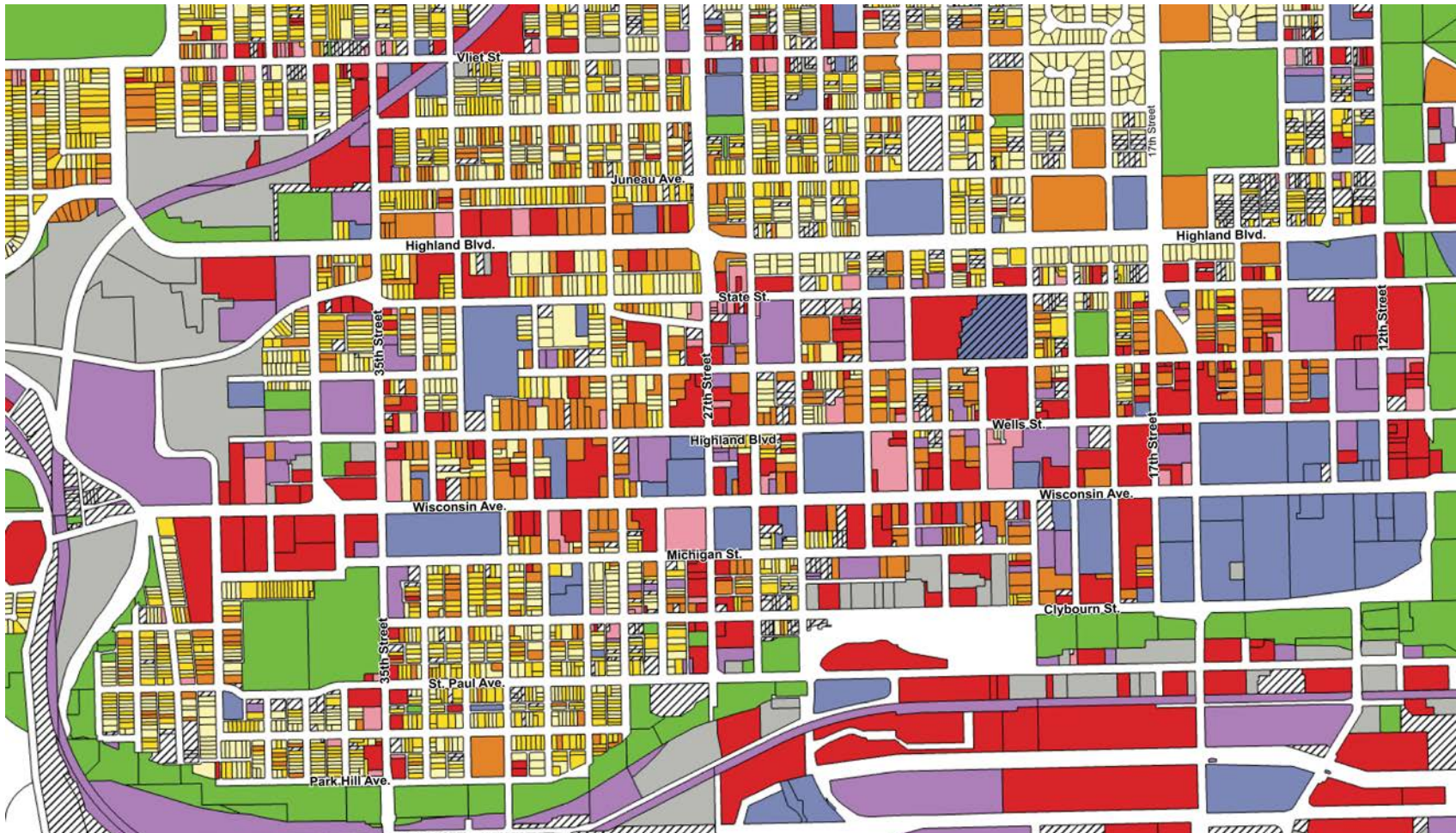
Natural resources, construction, and maintenance occupations

23.3%

Production, transportation, and material moving occupations

Source: 2018-2022 American Community Survey 5-year estimates

LAND USE



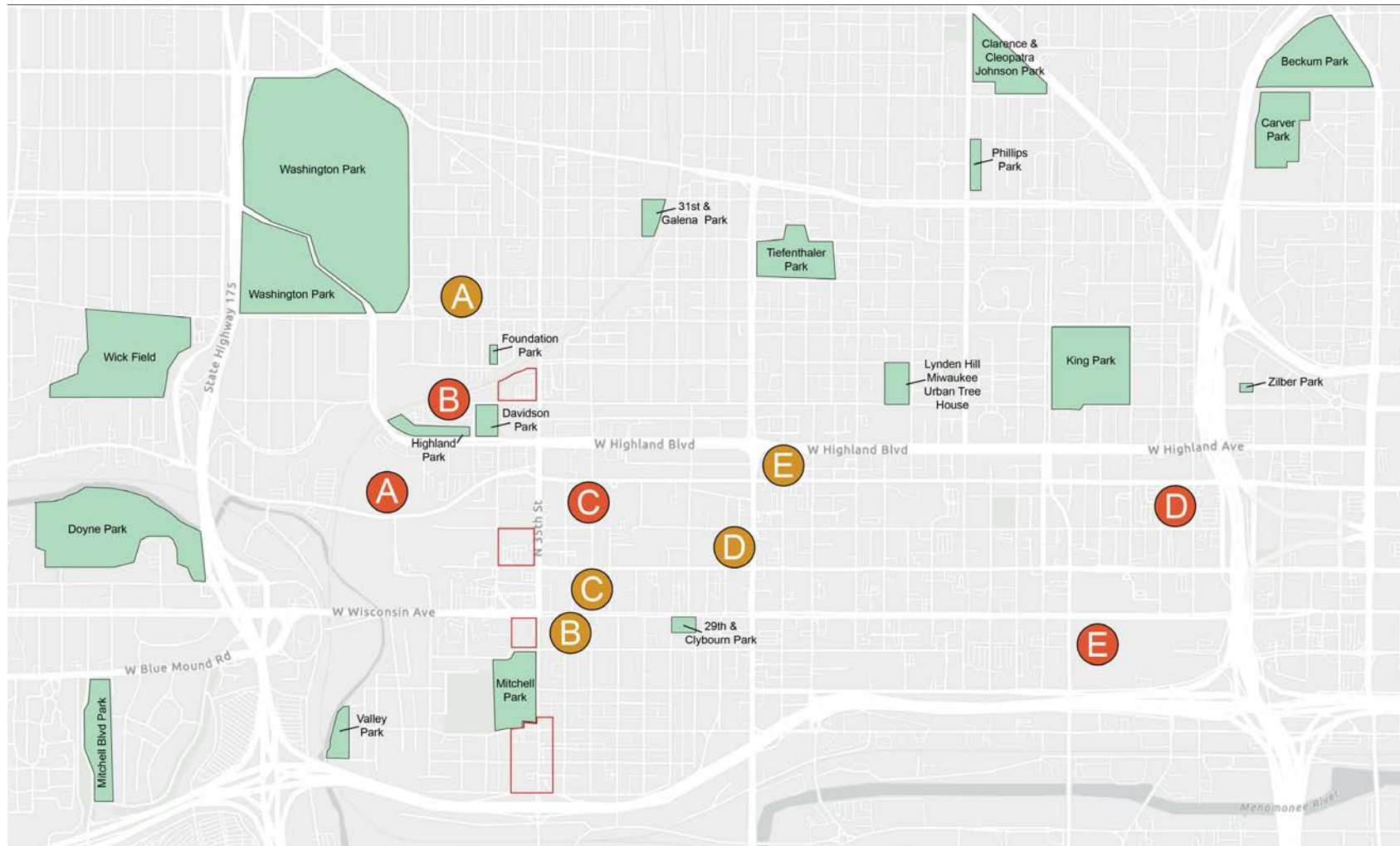
Source: City of Milwaukee

ZONING



Source: City of Milwaukee

ANCHORS, INSTITUTIONS, AND PARKS



Anchors

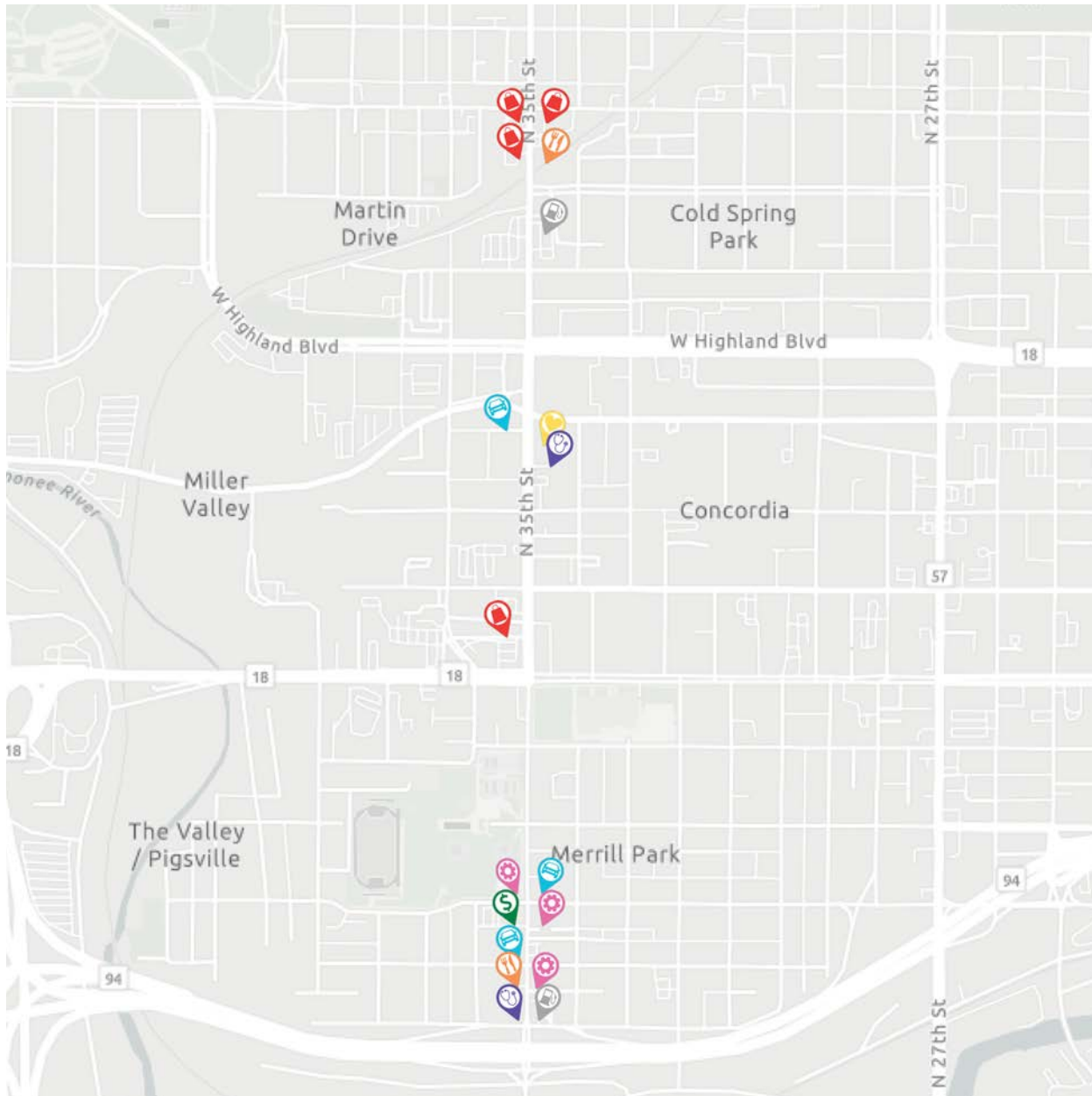
- A** Molson Coors
- B** Harley-Davidson Motor Co.
- C** Potawatomi Business Development Corporation
- D** Advocate Aurora Health
- E** Marquette University

Institutions

- A** Hmong American Friendship Association and Museum
- B** Marquette University High School
- C** Tripoli Shrine Center
- D** Concordia 27
- E** The New State School

Source: Google Maps

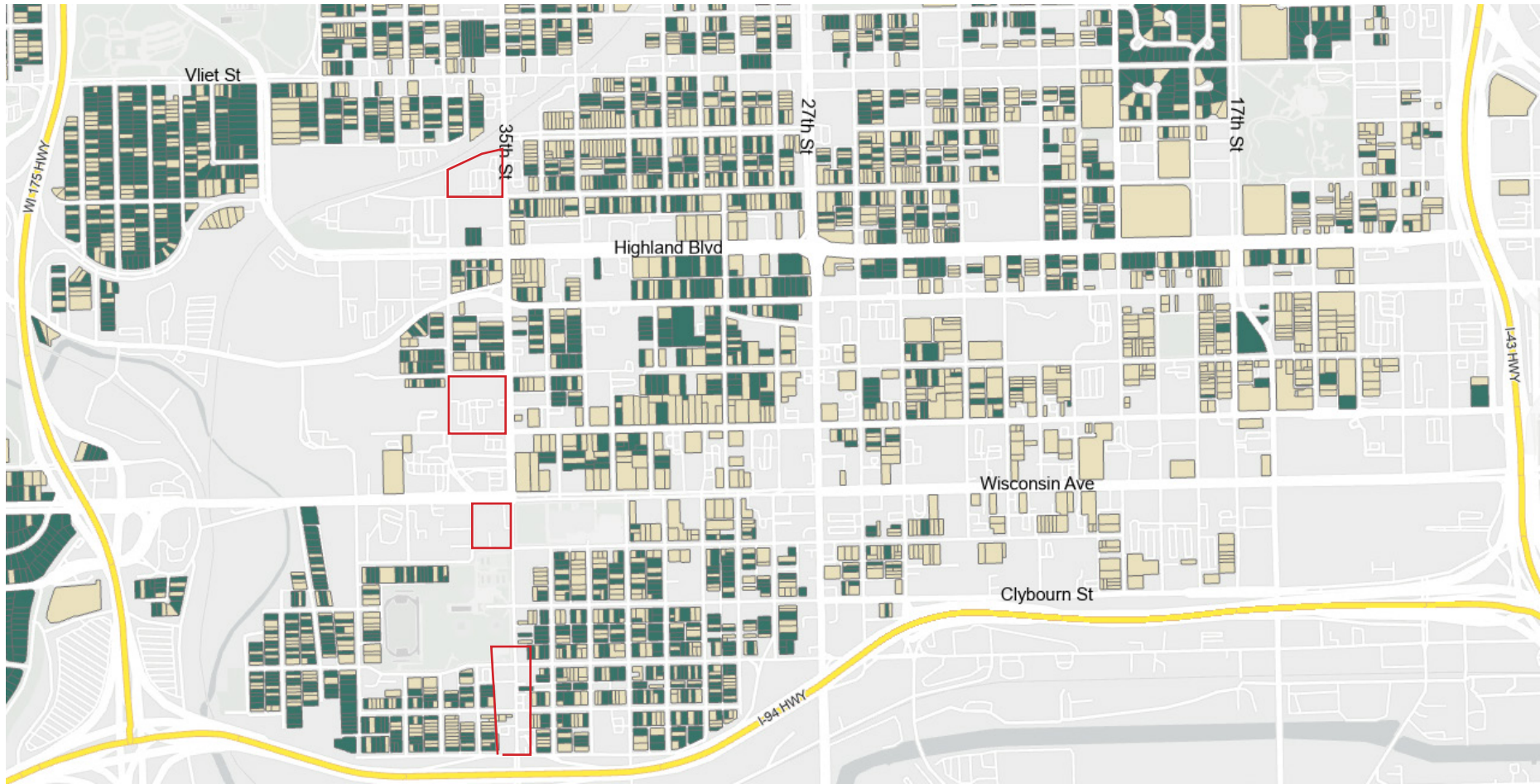
BUSINESS MIX



- Retail
- Food and Bar
- Auto Shop or Service
- Medical Services
- Gas Station
- Financial
- Social Service
- Commercial Service

Source: NWSP

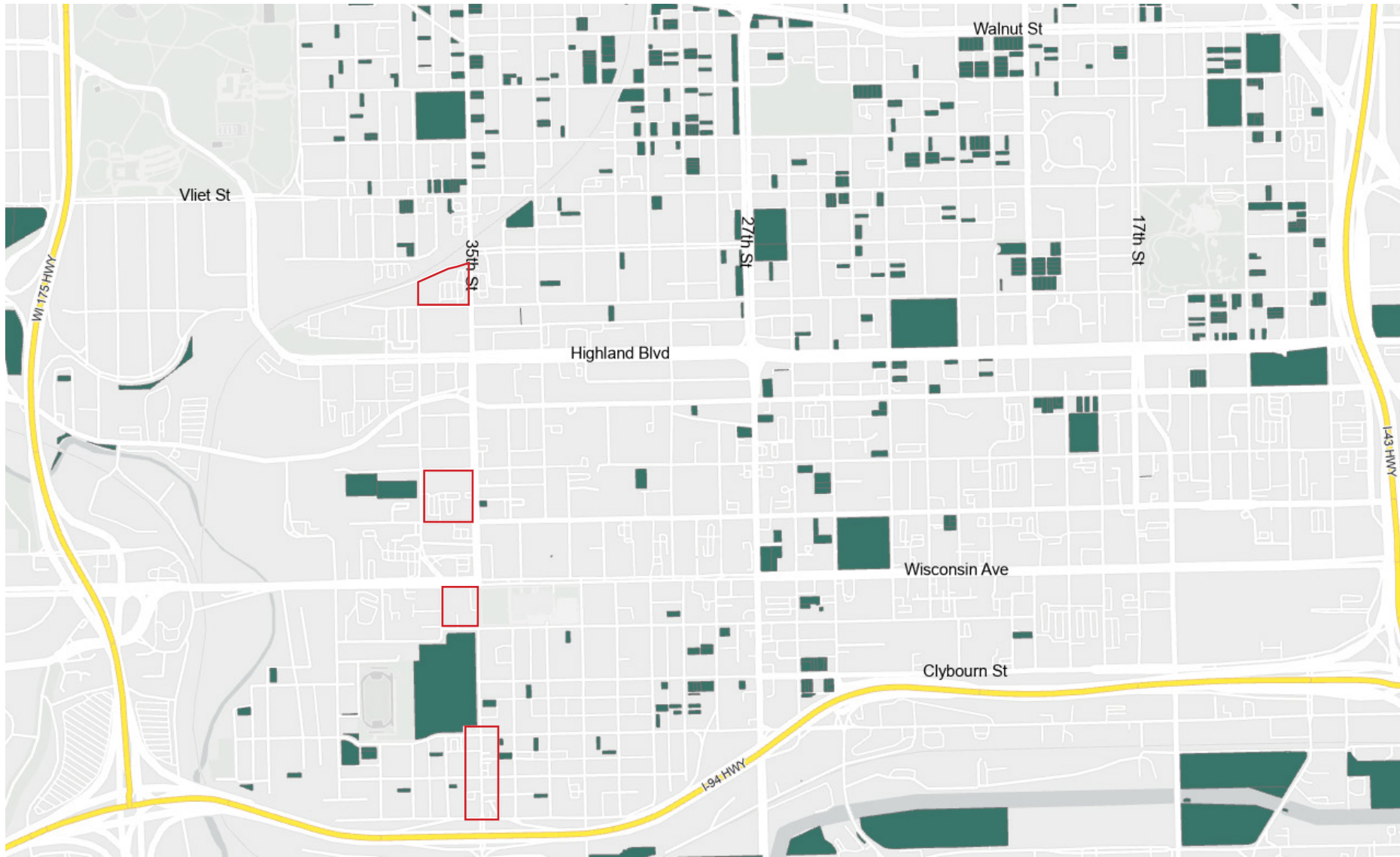
OWNER-OCCUPIED RESIDENTIAL



Source: City of Milwaukee



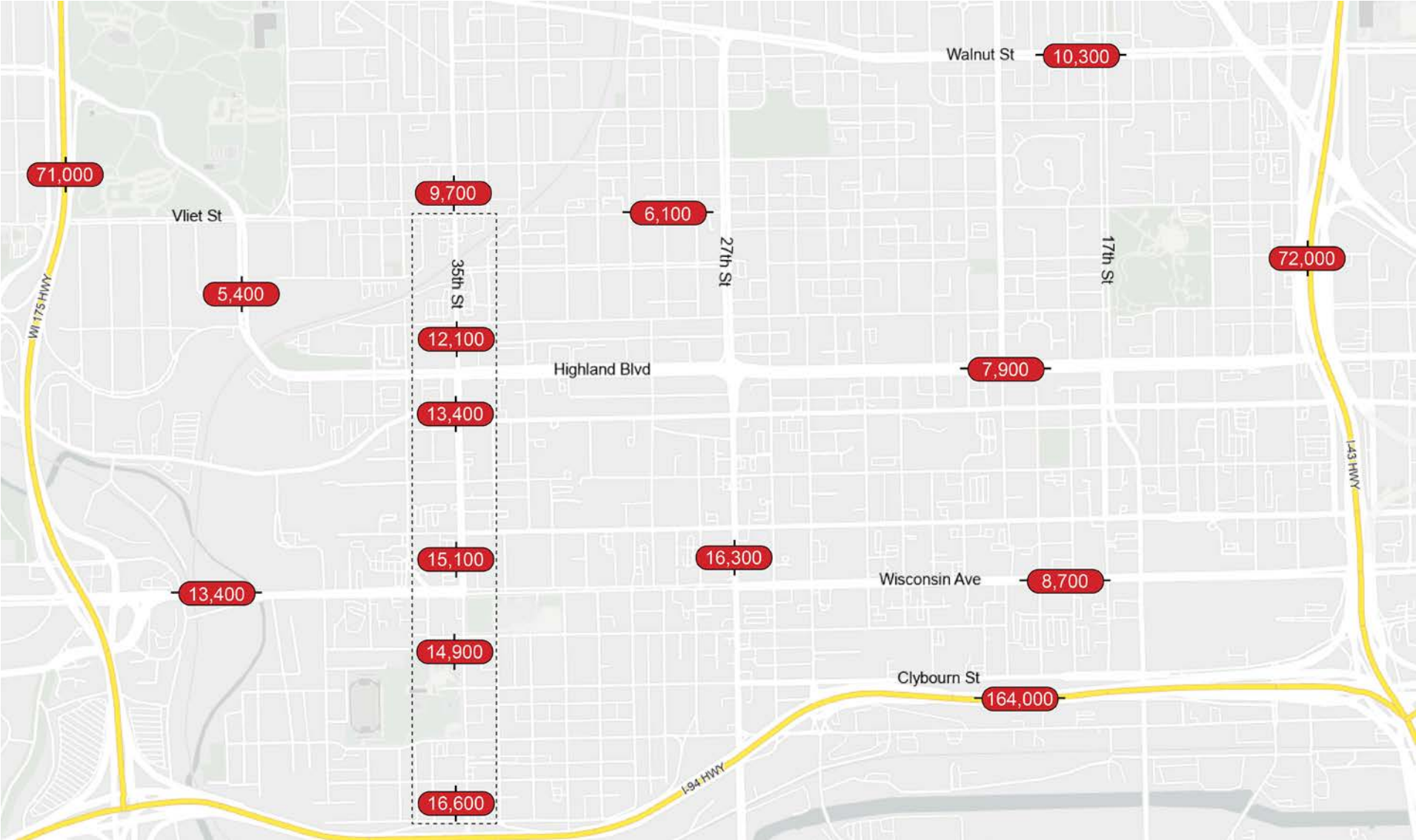
CITY-OWNED PARCELS



-  City Owned Parcel
-  Opportunity Site

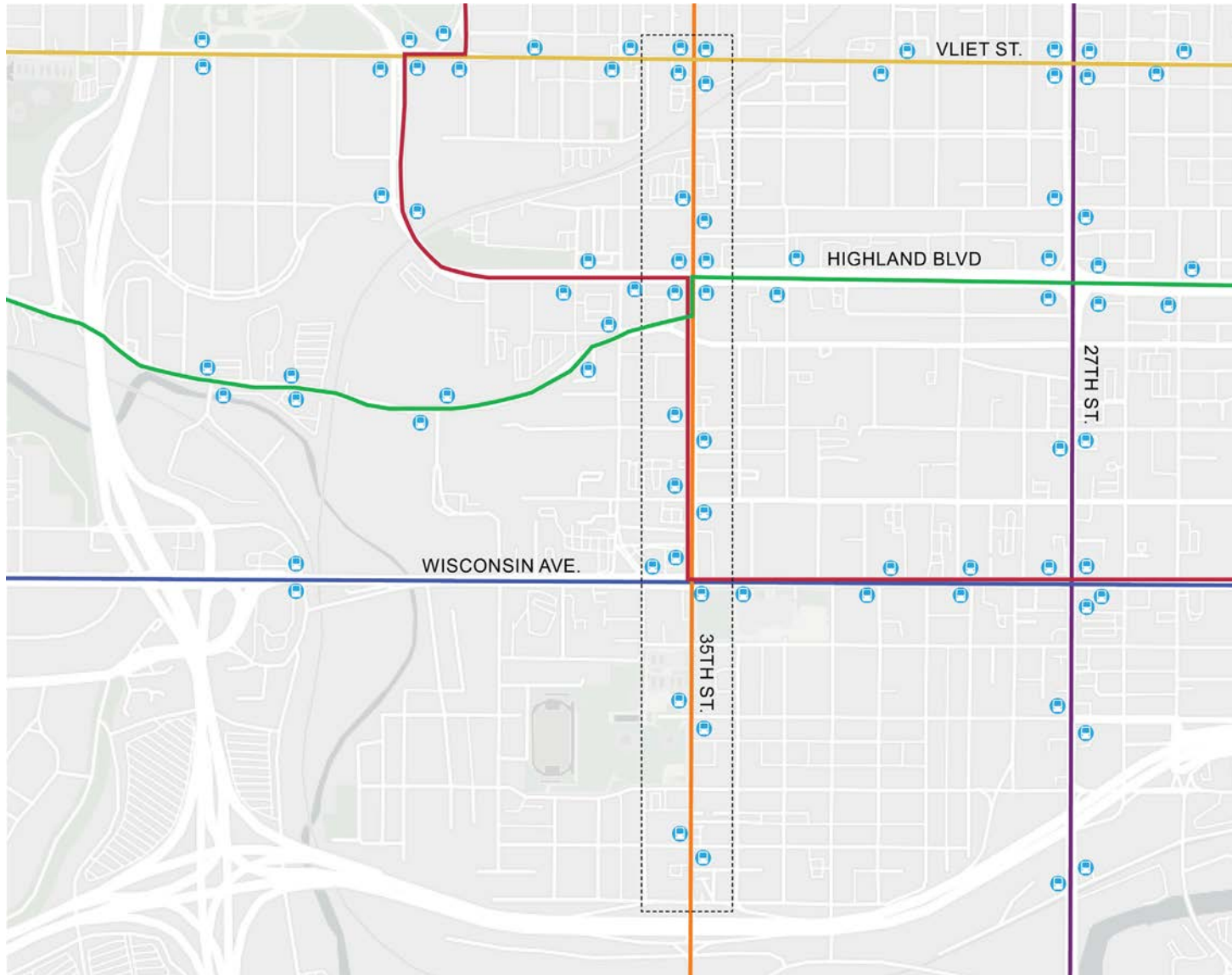
Source: City of Milwaukee

TRAFFIC COUNTS










Source: Wisconsin Department of Transportation

PUBLIC TRANSPORTATION



Bus Routes

-  Sherman - Wisconsin
-  State - Highland
-  Vliet - 84th
-  35th Street
-  Wisconsin Ave. Bus Rapid Transit
-  27th St.
-  Bus Stop

Source: Google Maps, Milwaukee County Transit System

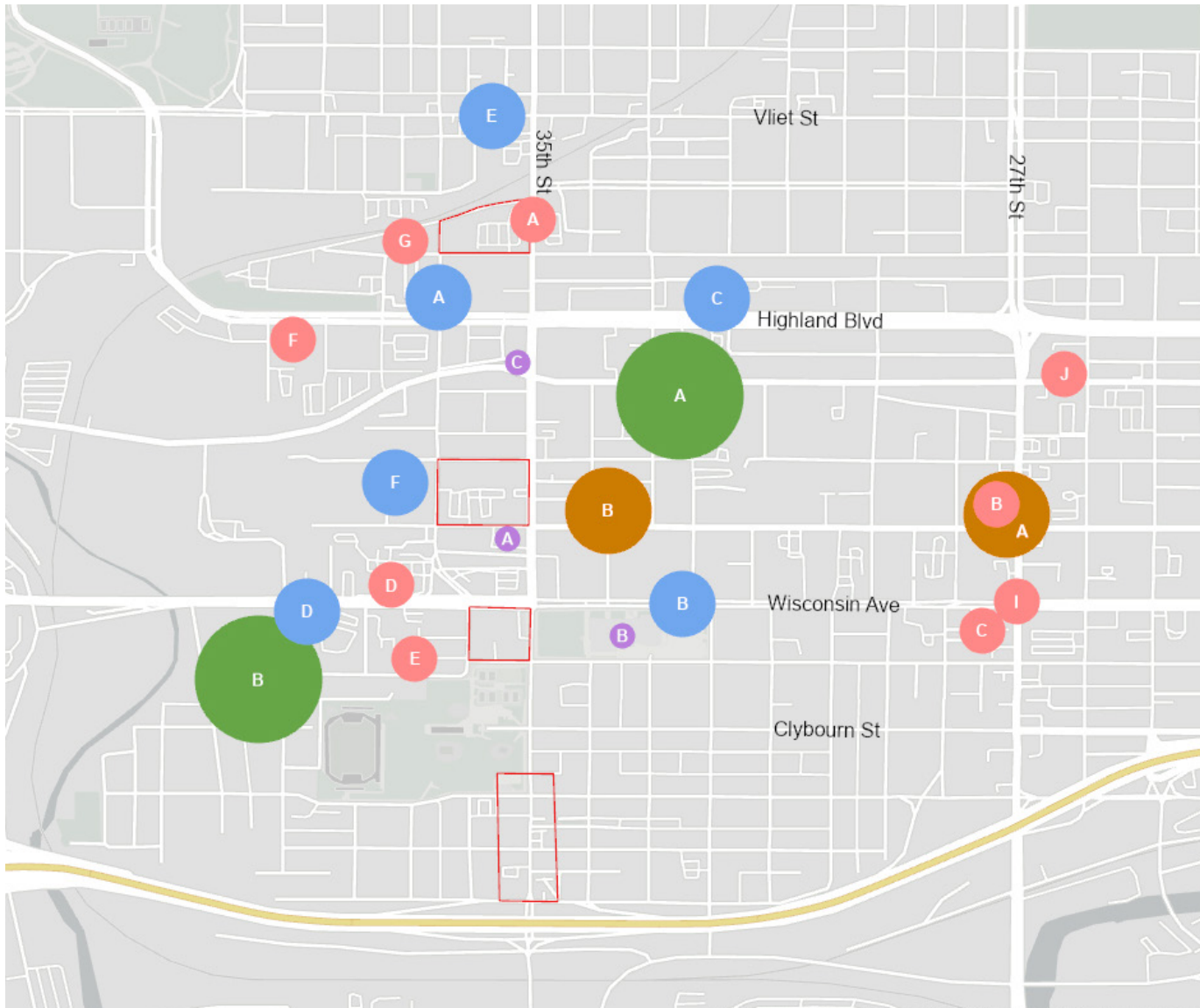
VACANT BUILDINGS



- Vacant Building
- Opportunity Sites

Source: NWSP

RECENT INVESTMENTS



Source: NWSP

PRECEDENT: Public Places and Programming

PROGRAM OPTIONS

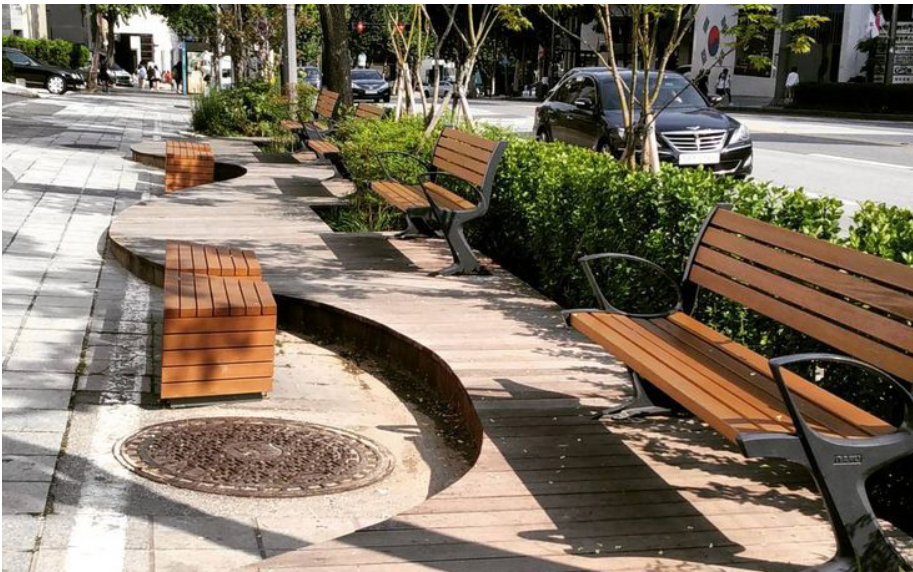
- Rotating lineup of culinary food trucks
- Vendor market
- Beer and wine vendors along with carnival games, wifi, TV screens, heat lamps, and is dog friendly
- Space to host events like trivia and World Cup Finals watch party



Food Truck Festival, St. Paul



Street Food Park operates in a parking lot in San Francisco, CA



Unique seating with landscaping



Tree lighting

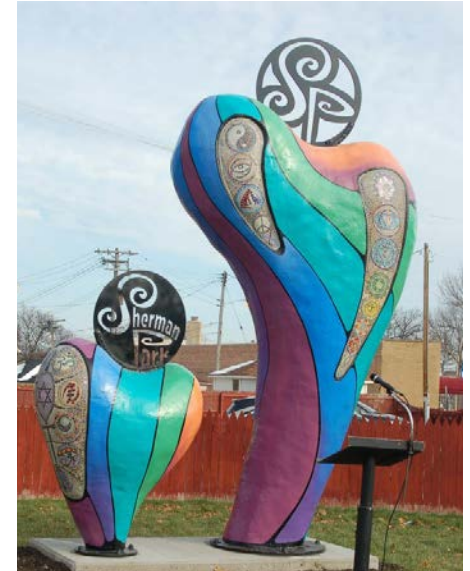
PRECEDENT: Streetscaping



Shared bus bike lane, Denver



Bike rack



Neighborhood Entrance Art



Protected two-way bike lane, Kercheval Street, Detroit



Protected bike lane

PRECEDENT: Mixed Use

1505 APARTMENTS (2017)

Location: Grafton, Wisconsin

- New construction
- 10,000 square foot retail
- 77 residential units
- Underground parking for tenants and surface parking for the public
- Large public space with seating, fire pits, and permeable pavers
- Amenities include a community room, exercise room and rooftop terrace



Exterior view with Fiddleheads Coffee



Exterior view



Resident dog park

PRECEDENT: Mixed Use Residential and Grocery

BROADWAY LOFTS (2023)

Location: Mount Pleasant, Michigan

- New construction
- 1.4 acres, 4 stories
- 48 affordable units
- 10,350 square foot co-op grocery space
- Amenities include community room, in-unit laundry, and outdoor dining area



GreenTree Cooperative Grocery interior



Exterior view



1-bedroom unit

PRECEDENT: Mixed Income Housing

THE ROSE (2015)

Location: Minneapolis, Minnesota

- New construction
- 90 units (43 market rate and 48 affordable)
- 1.62 acres
- 4 stories
- Sustainability features include rain gardens, underground retention system, rainwater cisterns, and solar water-heating system
- Amenities include community room, yoga studio, community garden, fitness room, and playground



Community garden



Community courtyard



Children playing on mounds

PRECEDENT: Modern Townhomes

BRUSH PARK TOWNHOMES (2020)

Location: Detroit, Michigan

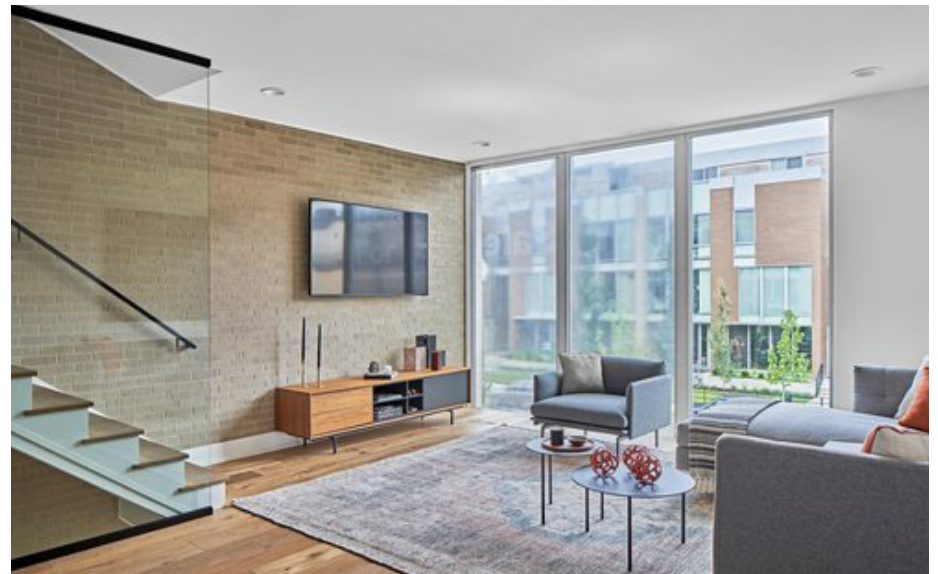
- Adaptive reuse
- Part of a broader 8.4 acre development of city-owned vacant land
- 12 units, 1,000 - 3,000 square feet
- Amenities include rear garage parking and rooftop patio area



Exterior



Outdoor space



Unit interior

PRECEDENT: Advanced Manufacturing Training Center

NORTHLAND WORKFORCE TRAINING CENTER (2019)

Location: Buffalo, New York

- Adaptive reuse
- Trade school programs offered in partnership with SUNY Alfred State College and SUNY Erie Community College
- Rent meeting spaces and community room to businesses



Office space



Machinery



Welcome area

PRECEDENT: Workforce Development and Event Center

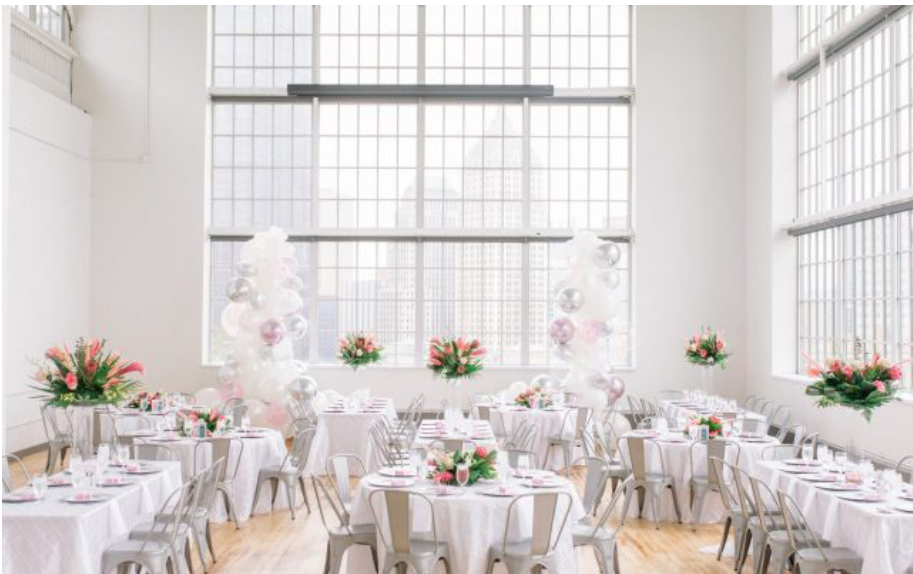
ENERGY INNOVATION CENTER (2014)

Location: Pittsburgh, Pennsylvania

- Adaptive reuse
- LEED Platinum certification
- Workforce development training center for jobs in the energy industry
- Event space for conferences, weddings, school groups
- Houses nonprofit organizations, businesses, and small business incubators



Meeting and classroom space



Event space



Technology area

PRECEDENT: Recreation Center

BROOKLYN BOULDERS (2016)

Location: Chicago, Illinois

- Adaptive reuse
- Rock climbing facility with other activities like yoga and fitness equipment
- Climbing and exercise classes



Upstairs collaborative space



Exterior view



Climbing area

PRECEDENT: Fitness Center

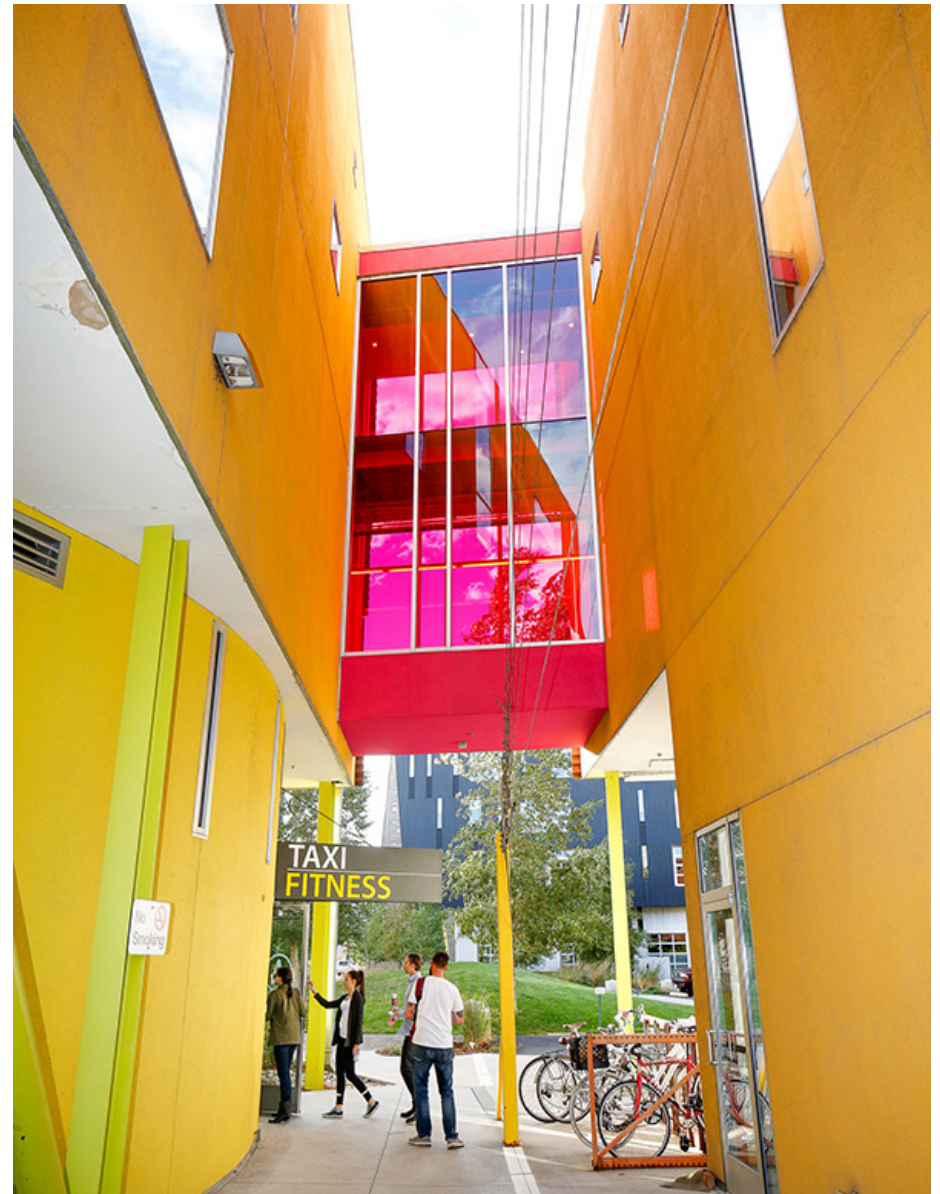
TAXI FITNESS (2024)

Location: Denver, Colorado

- Adaptive reuse
- Active street character
- Community exercise classes and nutrition coaching



Fitness equipment



Exterior view

PRECEDENT: Youth Sports Center

ELITE SPORTS FACTORY (2020)

Location: Philadelphia, Pennsylvania

- Adaptive reuse
- Recreation center designed for youth sports
- Hosts birthday parties, basketball tournaments, baseball training camps, and local school sport team practices



Batting cages



Obstacle course



Community room

PRECEDENT: Early Childhood Education Center

NORTH KANSAS CITY SCHOOLS EARLY CHILDHOOD EDUCATION CENTER (2021)

Location: Gladstone, Missouri

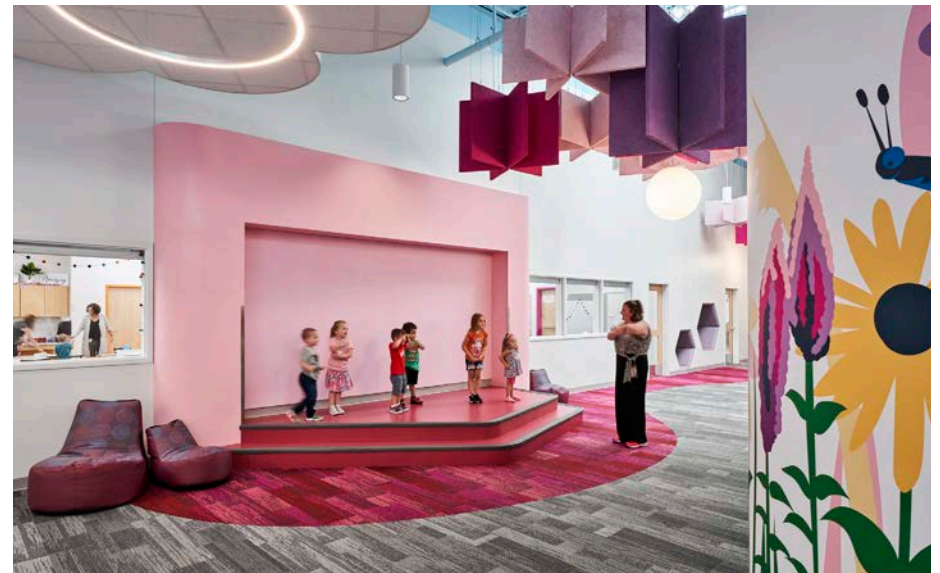
- Adaptive reuse
- 7 “neighborhoods” or zones associated by biophilic design and color
- Toy and book lending library, resource center
- Home to school district technology department and professional development center



Learning and play area



Exterior view with playground



Community room

PRECEDENT: Food Hall

GRAZE (2019)

Location: Minneapolis, MN

- 14,000 square foot Food Hall
- 2 stories with patio, rooftop seating, and outdoor bar
- 7 vendors plus The Bar at Graze
- Hosted events include Mother's Day market, bingo, Food Passport, and trivia



Indoor dining



Graze exterior



Rooftop patio

PRECEDENT: Food Truck Park

ZÓCALO (2019)

Location: Milwaukee, WI

- 0.16 acres (7,000 square feet)
- 2 story tavern with exterior patio
- 8 vendors with flagship tavern
- Heated huts allow for winter dining, 10-person capacity
- Year-round events include open mic nights, concerts, and cultural festivals



Food trucks



Concert at Zócalo



Heated huts

PRECEDENT: Non-Profit Grocery

BARGAIN GROCERY STORE (2024)

Location: Troy, New York

- Adaptive Reuse
- 20,000 square foot store
- Non-profit, discount grocery store
- Food insecure neighborhood



Customers shopping



Grocery exterior



Grocery produce section

PRECEDENT: Grocery Market and Cafe

EREWHON MARKET (2024)

Location: Santa Monica, California

- Adaptive reuse
- 10,500 square foot building
- Indoor cafe with outdoor seating and garden terrace
- Open space market
- Skylights provide natural light



Grocery interior



Erewhon exterior



Cafe area

PRECEDENT: Coffee Shop and Co-Working Space

HIGHPORT CAFE & MARKET (2024)

Location: Reedsport, Oregon

- Adaptive reuse
- 5,000 square foot building
- Ground floor cafe
- Upstairs co-working and office space



Interior dining area



Cafe Exterior



Office space on second floor

PRECEDENT: Restaurant and Retail

HERBST EATERY AND FARMSTAND (2023)

Location: St. Paul, Minnesota

- Adaptive Reuse
- 4,600 square foot building
- Farm-driven restaurant with retail space selling produce
- Covered outdoor dining area



Community garden



Community courtyard



Children playing on mounds

PRECEDENT: Restaurant and Deli Market

DUE FOCACCERIA (2018)

Location: St. Paul, Minnesota

- Adaptive reuse
- 1,700 square foot building
- Flexible seating indoors for 30 to 40 patrons
- Includes outdoor dining, full service bar, and deli-style market



Interior deli



Exterior view



Covered outdoor dining

FOCUS GROUPS and DEVELOPER INTERVIEWS

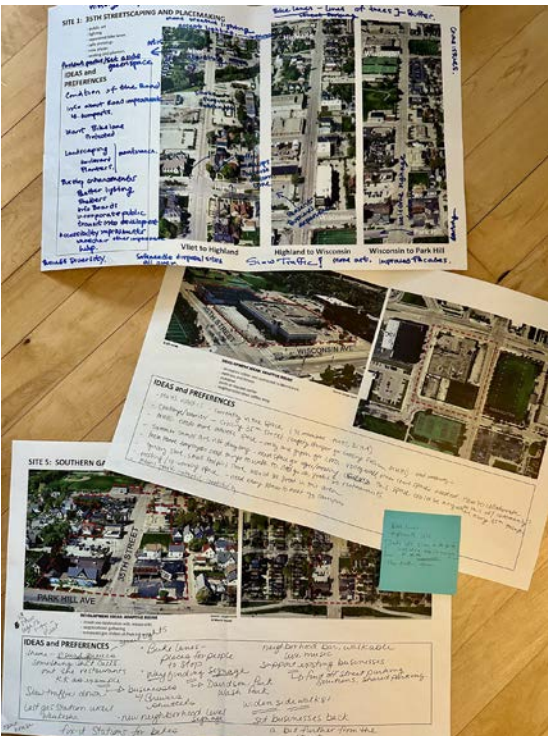


Resident and Community Stakeholders

Two Focus Groups were conducted, one with area residents and a second with major stakeholders, including business owners, employment leaders, City staff, and NWSP board members. The purpose was to gather input about preferred uses, street design, placemaking, and programming for the Opportunity Sites.

Key ideas and priorities identified for enhancing the 35th Street corridor:

- Need a grocery and fresh food options
- Improve the pedestrian environment
- Slow the traffic
- Want affordable housing options
- Enhance the character and identity
- Create places to gather
- Want restaurants in the neighborhood



Developer Input

Local developers were interviewed to understand the market potential for various uses and densities, perception of investors, and what is needed to attract development along the corridor. Several developers noted the proximity to major employers and employees was a positive but many are not driving on 35th Street. The corridor is not memorable, there are no places to walk to and no major destinations other than Marquette University High School (MUHS). A stronger connection with MUHS was suggested to support their growing needs while also providing an amenity for the neighborhood.

All developers felt new market rate and affordable housing could be supported at various densities depending on the location and available land, as well as mixed-use development to activate the area and provide destinations for both area residents and visitors.

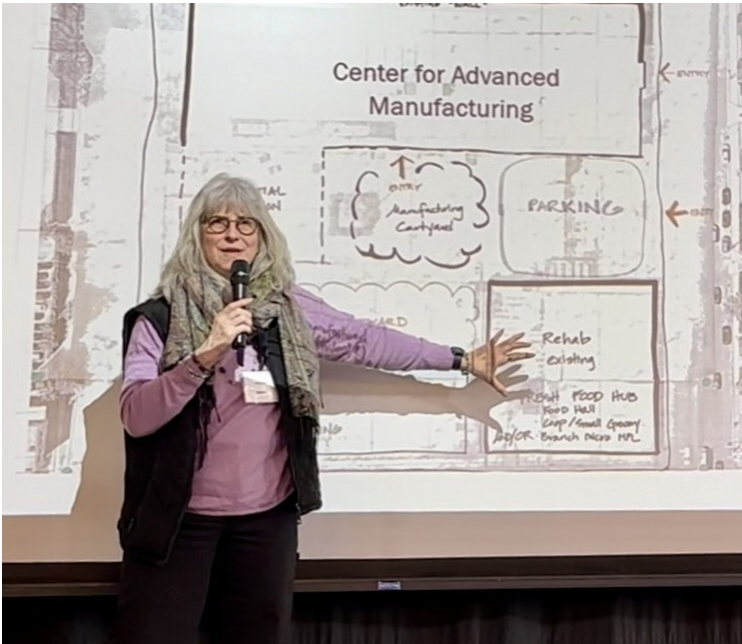
Source: Ce Planning Studio

CHARRETTE DAY Engaging the Community



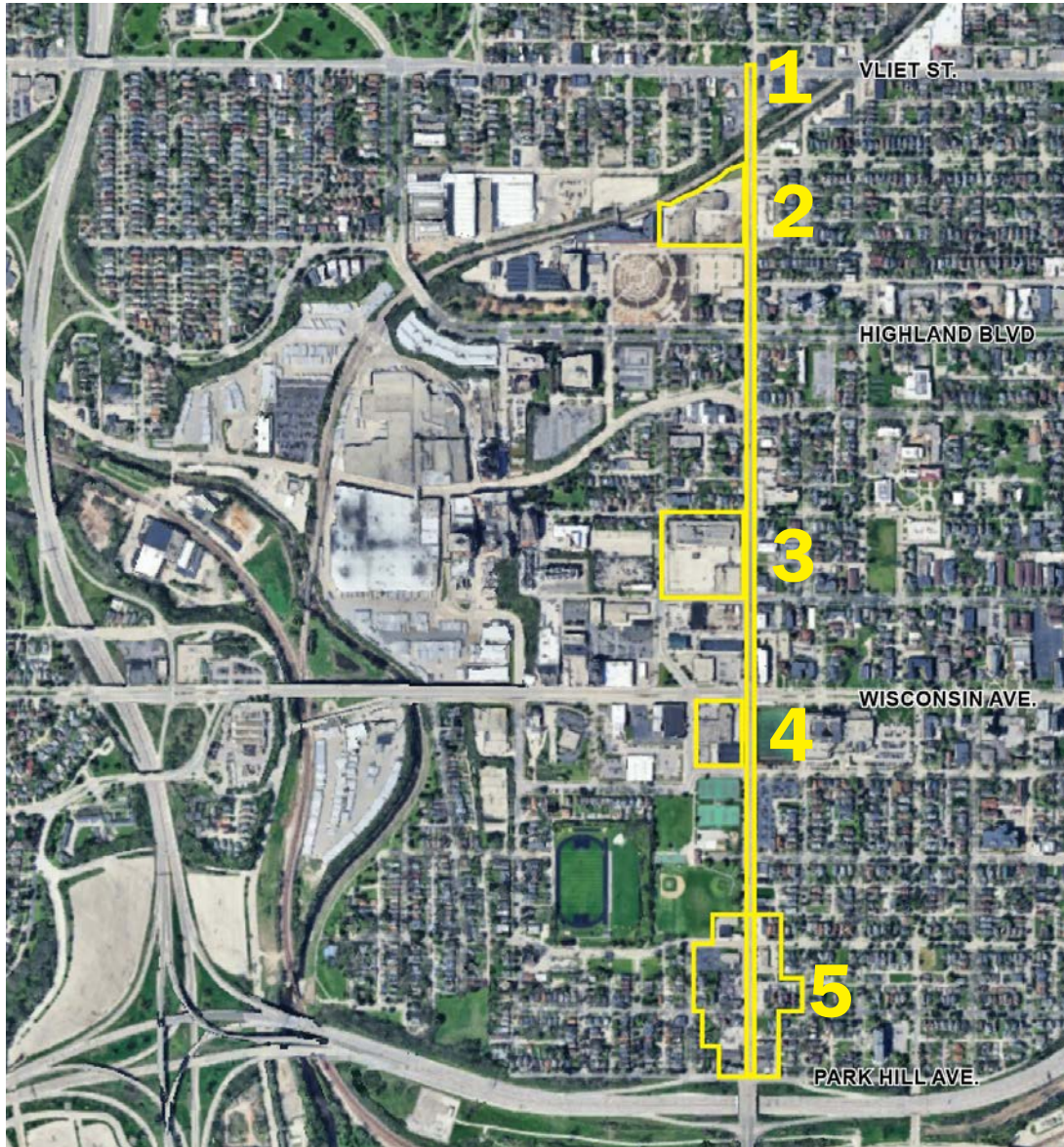
Charrette photos by Maria Goncalves Ramos and Oh SNAP! by Shell

CHARRETTE DAY April 10, 2025



Charrette photos by Ce Planning Studio

OPPORTUNITY SITES



Michael Baker
INTERNATIONAL

DESIGN HUB 

HGA



Quorum
Architects, Inc.

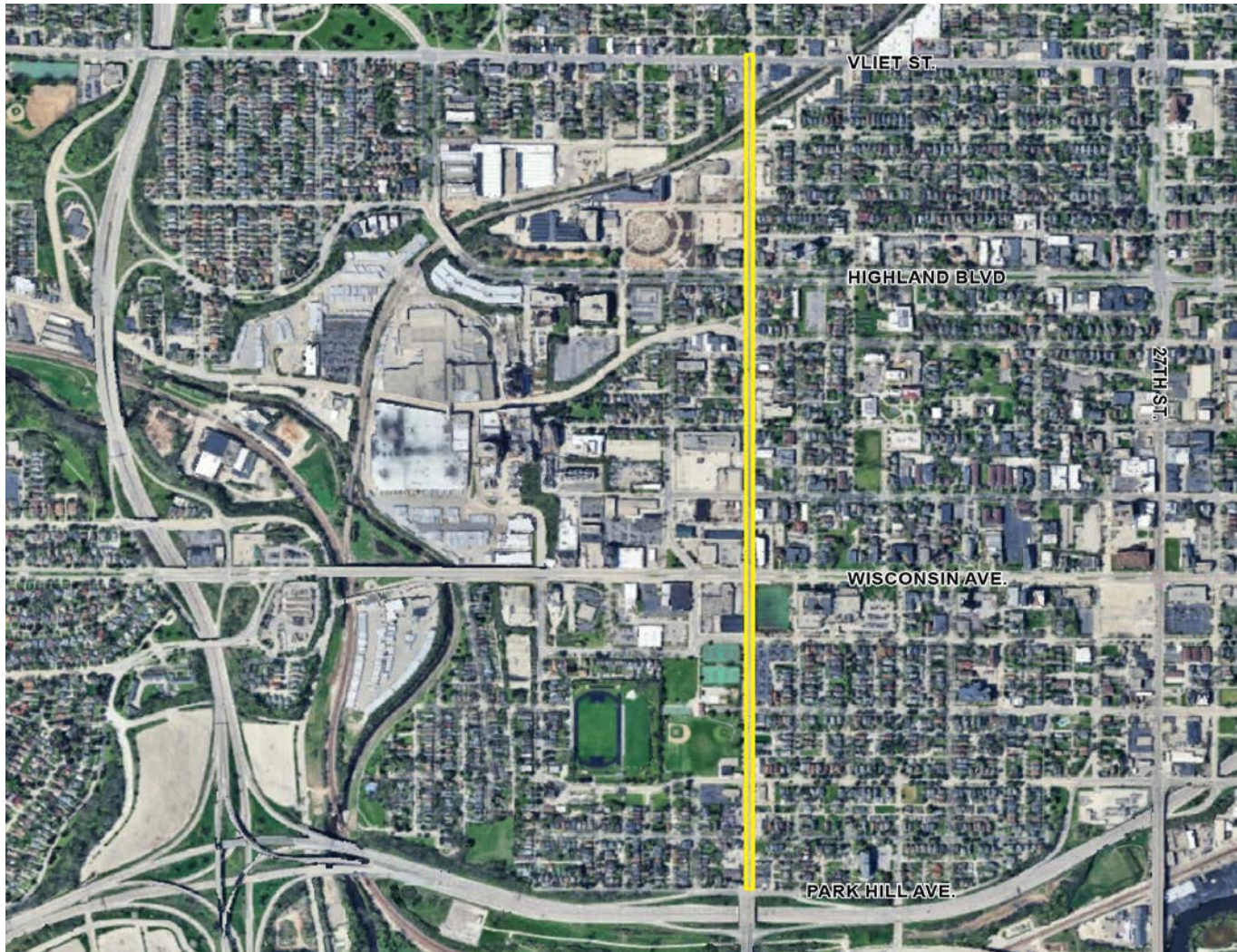
GALBRAITH CARNAHAN ARCHITECTS



Engberg
Anderson

SITE 1: Streetscaping and Placemaking

N. 35th Street, Vliet Street to Park Hill Avenue



Source: Google Earth

12 BLOCKS

DEVELOPMENT IDEAS

- seating and planters
- lighting
- placemaking plazas
- public art
- separated bike lanes
- pedestrian improvements
- improved crosswalks
- programming and events



Public comments and priorities for street improvements and ideas.

Source: Ce Planning Studio

SITE 1: Streetscaping and Placemaking

Site Proposal: Quorum Architects and Michael Baker International

The N. 35th Street Streetscaping and Placemaking site, led by Michael Baker and Quorum Architects, aimed to reimagine the N. 35th Street corridor based on community input. The effort focused on enhancing the neighborhood's identity, improving traffic safety, and creating a more pedestrian-friendly environment. The charrette process brought together community members, stakeholders, and urban design experts to develop innovative streetscape concepts that address the unique challenges and opportunities of the corridor.

Recent developments along N. 35th Street include traffic calming treatments installed by the City of Milwaukee between Highland Boulevard and Vliet Street to address speeding and reckless driving.



Team working with community members.
Source: Michael Baker International

Additionally, the Wisconsin Department of Transportation is planning a redesign of I-94 just south of the project area, which will impact future access to the neighborhood at Park Hill Avenue. Michael Baker has been selected by the Milwaukee County Department of Transportation to conduct a feasibility study for bus-bike only lanes along 35th Street between National Avenue and Vliet Street. Temporary bus-bike lanes are scheduled for installation in summer 2025 to test the configuration and gather community feedback.

The charrette's recommendations focus on enhancing multimodal opportunities, improving pedestrian frontages, and creating welcoming gateways and neighborhood identifiers. Specific design proposals include high-visibility crosswalks, curb extensions, dedicated bus lanes, and strategic placemaking initiatives such as pocket parks and public art installations.

Enhance Neighborhood Identity: Develop streetscape elements that reflect the cultural and historical significance of the Near West Side, fostering a sense of community pride and cohesion.

Improve Traffic Safety: Implement traffic calming measures to reduce speeding and reckless driving, ensuring safer and more

accessible crossings for pedestrians and cyclists.

Promote Multimodal Transportation:

Create dedicated bus-bike lanes and improve transit stops to support sustainable transportation options and better connectivity.

Approach

Our approach involved a comprehensive analysis of the corridor, considering existing conditions, community feedback, and best practices in urban design.

Community Engagement: Actively involving local residents and stakeholders in the planning process to ensure the designs meet their needs, concerns, and aspirations.

Context-Sensitive Solutions: Tailoring design interventions to the specific characteristics of different segments of the corridor, from Merrill Park to the individual building sites between I-94 and W. Vliet Street.

Innovative Placemaking: Transforming underutilized spaces into vibrant public areas with seasonal programming, public art, and green infrastructure that can be easily maintained.

SITE 1: Streetscaping Precedents

N. 35th Street, Vliet Street to Park Hill Avenue

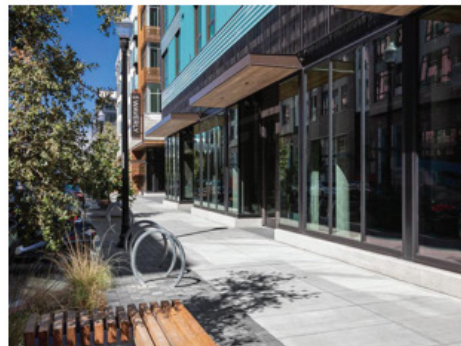
Precedents 1 A: enhanced multimodal



Precedents 1 B: safe & accessible crossings



Precedents 1 C: wider sidewalks & pedestrian frontages



Source: Michael Baker International

SITE 1: Street Design and Streetscaping

Site Proposal: Quorum Architects and Michael Baker International

North 35th Street is one of the most active corridors in the city, characterized by a high frequency of buses, diverse land uses, and an Annual Average Daily Traffic (AADT) count of approximately 16,000.

The corridor requires specific traffic calming and safety measures to address issues related to speeding, improve safety, and enhance pedestrian experiences. These measures should focus on creating safer and more accessible crossings and providing an enhanced pedestrian environment.

The N. 35th Street corridor is well-connected with multimodal enhancements at major intersecting and connecting streets. However, it lacks enhanced transit and bike infrastructure to further improve connectivity. In terms of traffic volumes and transit connections, the corridor is divided into three segments:

Segment 1: Vliet to Highland

Opportunity to integrate bike infrastructure and complement existing traffic calming measures. Enhancing bike lanes, transit infrastructure, and the pedestrian environment will promote safer and more accessible travel.

Segment 2: Highland to Wisconsin

Multi-modal enhancements can connect infrastructure improvements. Traffic calming measures are essential to address speeding and reckless driving issues. Intersections at W. State Street, W. Wells Street, and W. Wisconsin Avenue can be improved with enhanced curb ramps and high-visibility crossings.

Segment 3: Wisconsin to Park Hill

Opportunities to enhance connections to the Valley and improve safety. Enhancing intersections and pedestrian amenities is crucial due to the high volume of pedestrians and vehicles, including Marquette University High School students accessing Merrill Park Playfields and traffic from the I-94 ramps.



1. Traffic Calming and Safety



1A Enhance Multimodal Opportunities

- Improve connections for all users with context-sensitive solutions.
- Emphasize Complete Streets principles.
- Consider protected bus-bike only lanes with colored pavement and signage.
- Enhance transit stops with ADA features, shelters, lighting, and info panels.
- Add bike parking and micro-mobility docking areas at key nodes.



1B Safer and Accessible Crossing and speed reduction

- Install high-visibility crosswalks, curb extensions, and refuge islands for pedestrian safety.
- Use narrow lane widths and speed signage to reduce vehicular speeds.
- Ensure ADA-compliant ramps, tactile pavers, and APS at intersections for accessible crossings.



1C Wider Sidewalks and Pedestrian Frontages

- For new developments achieve minimum sidewalk width of 8-10 feet, with clear pedestrian zones and designated buffer zones for outdoor furniture's or landscape buffers.
- Incorporate signages, tree trenches, bioswales, and rest areas where feasible.

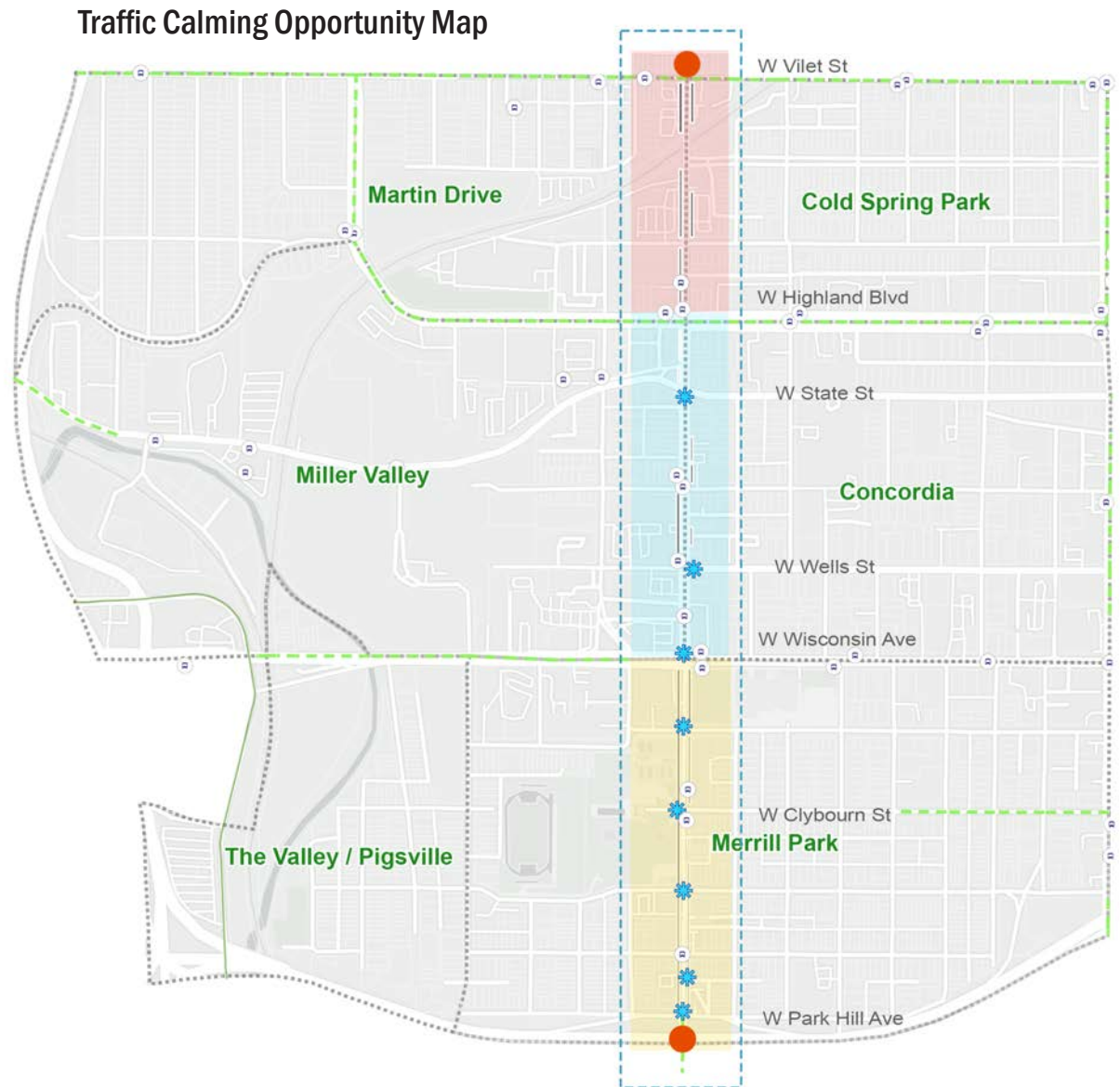
SITE 1: Street Design and Streetscaping

Site Proposal: Quorum Architects and Michael Baker International

Overall, the strategy is to develop design alternatives that support multimodal improvements, traffic calming, and safety. These measures will ensure a safer and more accessible environment for all users of the corridor.

The following proposals include two options for improving traffic, bicycle, and pedestrian movement and safety.

-  Segment 1: Vilet St to Highland Blvd
-  Segment 2: Highland Blvd to Wisconsin Ave
-  Segment 3: Wisconsin Ave to Park Hill
-  Existing Bike Infrastructure
-  Existing trails
-  Neighborhood Boundaries
-  Existing Bus Stops
-  Traffic calming needs at Intersections
-  District entrance/Gateway
-  Additional pedestrian frontage opportunities



SITE 1: Street Design and Streetscaping

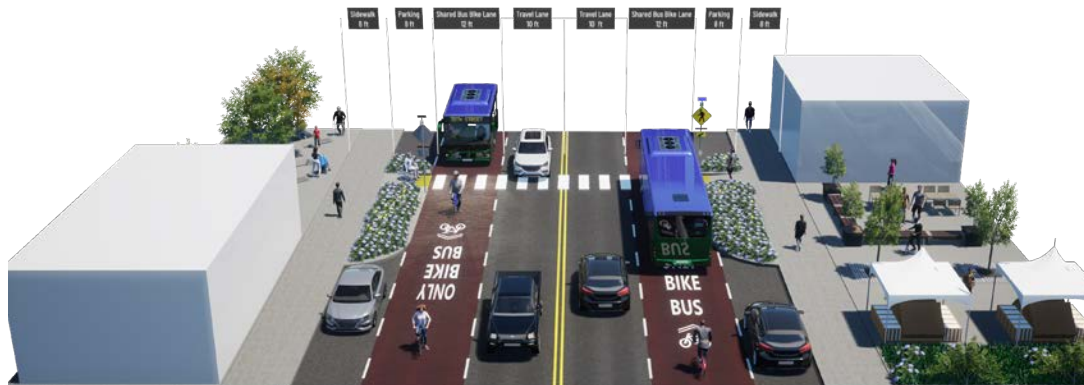
Site Proposal: Quorum Architects and Michael Baker International

Option 1: Shared Bus Bike Lane

One travel lane in each direction with on-street parking and bump-outs at intersections. Infrastructure improvements would accommodate bus stops and shelters.

8' sidewalks and parking
12' shared bus and bike lane
10' travel lanes

A mid-block enhanced pedestrian crossing could be explored if both sides of the street have a significant public space and programming between W. Wells Street and W. Kilbourn Avenue.



SITE 1: Street Design and Streetscaping

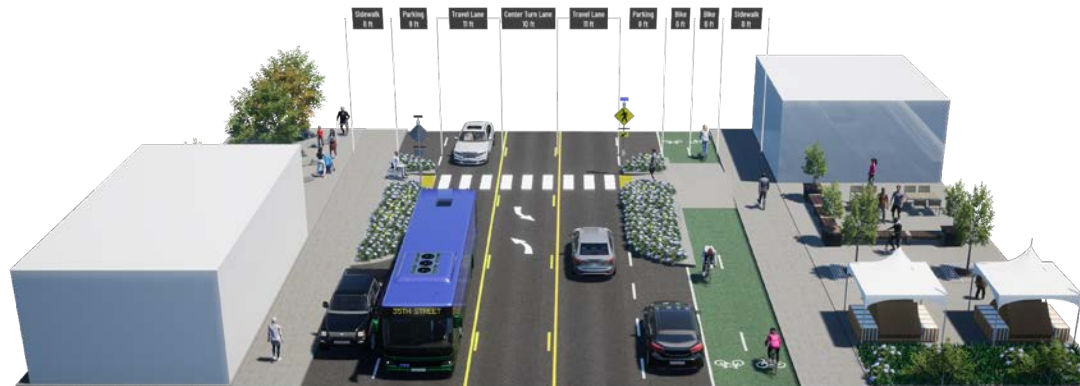
Site Proposal: Quorum Architects and Michael Baker International

Option 2: Two-way Bike Lane

One travel lane in each direction with a middle turning lane, on-street parking and bump-outs at intersections. A two-lane bike lane is proposed on the west side of the street. Infrastructure improvements would accommodate bus stops and shelters.

8' sidewalks and parking
12' two-way bike lane
10' turning lane
11' travel lanes

A mid-block enhanced pedestrian crossing could be explored if both sides of the street have a significant public space and programming between W. Wells Street and W. Kilbourn Avenue.



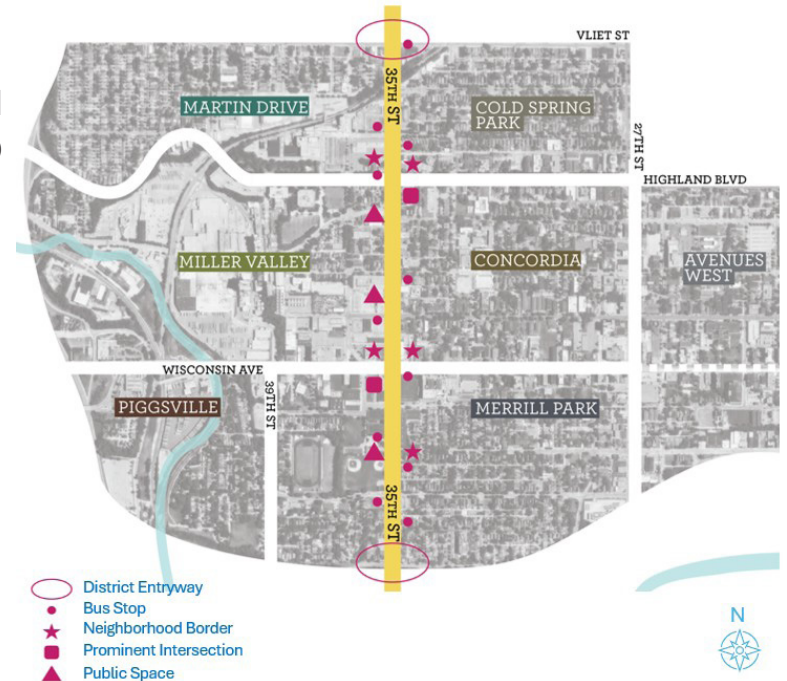
SITE 1: Placemaking

Site Proposal: Quorum Architects and Michael Baker International

This project identified key community partners and anchor institutions in the Near West Side and considered ways to link the “Roots” of the community with “Routes” connecting them. Options for an “ICONIC WAY” were developed. The project incorporated ideas for safer, multi-modal streets, public art, street greening, and an overall enhanced public realm.

North 35th Street, with its diverse land uses, connects five vibrant neighborhoods, offering numerous opportunities for communities to come together. This corridor has immense potential to create inclusive spaces for all ages, celebrating the unique identities, transitions, and cohesiveness of the area. Beyond ensuring safer and more accessible streets, it is crucial to implement a placemaking and identity program. This program will support and offer spaces that foster community interaction and pride.

Neighborhood Connection and Placemaking Map



Precedents 2 A: gateways & identifiers



Source: Michael Baker International

Precedents 2 C: enhanced public realm (r)



Precedents 2 B: public art & signage (l)

SITE 1: Placemaking

Site Proposal: Quorum Architects and Michael Baker International

Entry points at the north, from W. Vliet Street and the Washington Park neighborhood, and the south, from I-94 and the Menomonee Valley, offer places to mark the thresholds of the N. 35th Street District.

Existing (and future enhanced) **bus and multi-modal stops** provide space for informational and directional signage. Intersections with Wisconsin Avenue and Highland Boulevard create neighborhood borders, where opportunities for neighborhood identity markers sit.

These and other **prominent intersections**, where thoroughfares and connector streets cross, create nodes where N. 35th Street District beacons stand as symbols of the character of the corridor.

Public spaces can also be identified with signage and lighting, designating community open space hubs.



2. Placemaking and Identity Programming



2A Gateways, Neighborhood Identifiers and Transitions

- Develop neighborhood identifiers and gateway markers using public art, signage, or sculptures.
- Use materials, colors, and forms that reinforce Near Westside's identity, co-designed with local residents.
- Include neighborhood identifiers at key entry points to enhance local identity.



2B Public Art , Wayfinding and Signage Scheme

- Establish pedestrian-scaled wayfinding highlighting landmarks, transit access points, and historic/cultural destinations.
- Implement clear and consistent signage to guide residents and visitors.
- Incorporate public art in street elements like bins, bollards, planters, and building facades, pavement.
- Emphasize community-led or rotating art pieces for identity activation.



2C Public Realm Enhancements (Strategic Placemaking)

- Convert vacant lots, parking areas, and slip lanes into plazas or pocket parks.
- Activate these spaces with seasonal programming like food truck hubs, markets, pop-up galleries, or music performances.
- Add street furniture, bike racks, and storefront engagement zones to support social interaction.
- Encourage businesses to activate frontage with spill-out spaces, planters, or sidewalk cafés.

SITE 1: Placemaking

Site Proposal: Quorum Architects and Michael Baker International

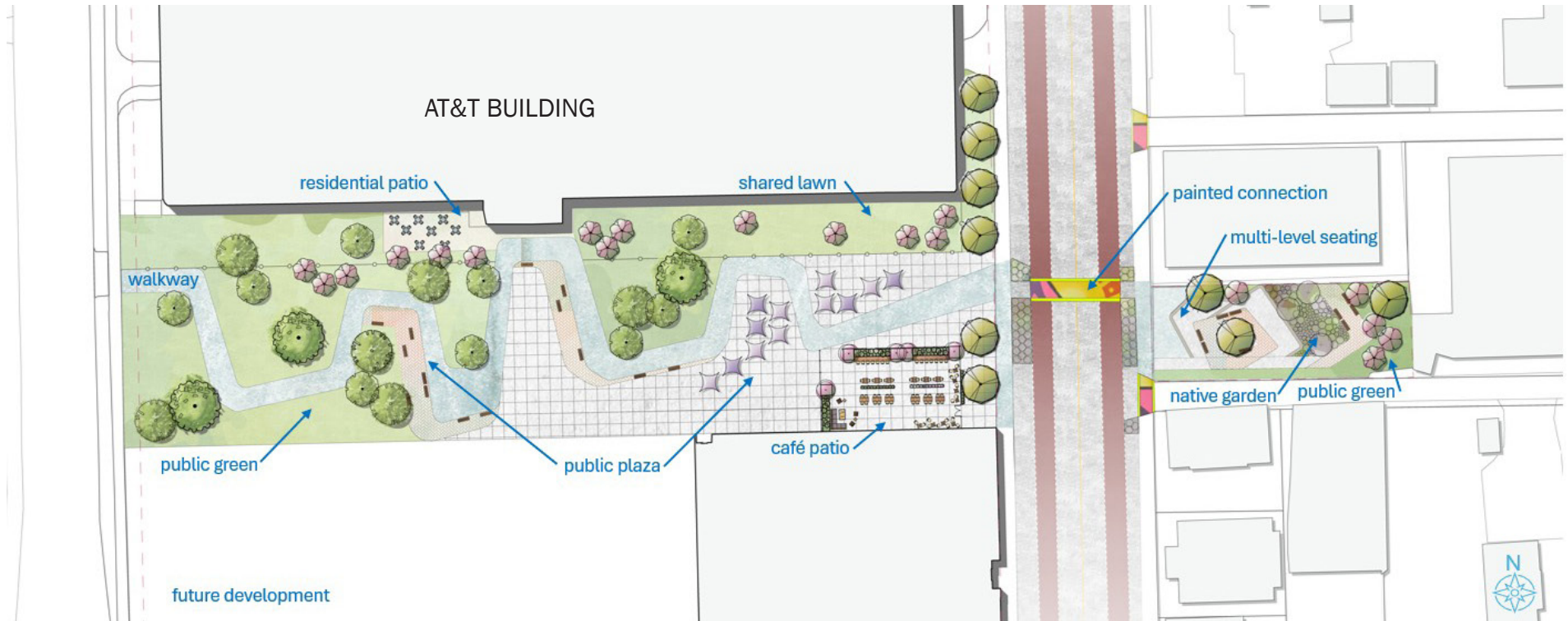


Illustration of a public plaza with two-way bike lane street design.



AT&T and City-owned Parcel

These combined sites, between W. Kilbourn Avenue and W. Wells Street, offer an opportunity to create a meaningful public space at the mid-point of the corridor. Underutilized buildings and land on the west and a city-owned parcel on the east combine to create a hub between the Miller Valley neighborhood and the Concordia neighborhood.

SITE 1: Placemaking

Site Proposal: Quorum Architects and Michael Baker International



Merrill Park activation with bus bike travel lane street design.

Merrill Park Enhanced Gathering

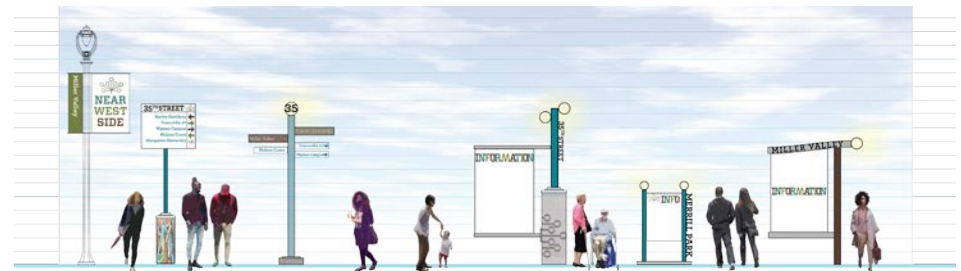
Merrill Park is the first landmark on N. 35th Street when entering the district from the south. The park is at the center of the Merrill Park neighborhood and is widely used by residents and Marquette University High School students. The park can be activated with pop-up tents, food trucks, and additional seating and gathering areas. The community desires safer crossings to the park, activation and enhancement of the public spaces, and an identity marker to highlight the park.

Street Markers and Signage

Using the Near West Side signage as a reference, informational and directional signage options show a mix of examples based on the aesthetics of the three families of District Markers. These types of signs can be adjacent to multi-modal stops, district markers, public space indicators, and prominent intersections.



Merrill Park activation with two-way bike street design.



Options for sign and district markers, day and night illustrations.

SITE 2: Mid City Shopping Center

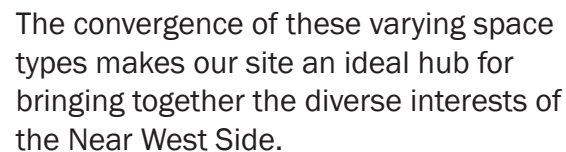
1235 N. 35th Street



3.62 acres

Source: Google Earth

1235 N. 35th Street



SITE 2: Housing, Hotel, Grocery, and Neighborhood Retail

Site Proposal: HGA

The HGA team developed a concept that embraces the existing topography of the site and utilizes the steep slope to the north for access to new underground parking. Since much of the current site is currently utilized for surface parking, building density was focused towards the northeast corner of the parcel, creating a new urban edge along N. 35th Street. A new pedestrian portal within the building frames a view deep into the site, inviting the community into this new hub.

Many stakeholders providing feedback mentioned the desire for a site that engages users throughout the day and night. A variety of programmatic elements help accommodate this request.

Multiple Uses to Activate the Site

At street level, the building provides a much-needed neighborhood-scaled grocery store, along with a restaurant and additional retail space. At floors 2-5, a 104-unit hotel is proposed within the northern building and (63) 2-bedroom apartments in the eastern building. Set back from the ground floor, a green roof and accessible patio spaces provide spectacular views to Davidson Park. Below-grade parking for the hotel and apartments accommodates 168 cars.

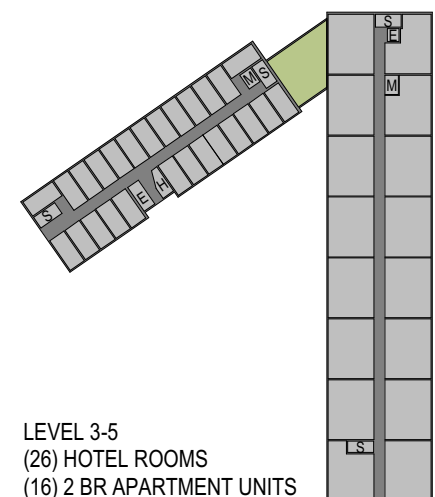
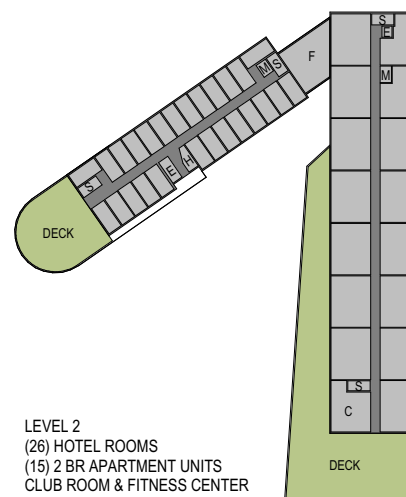
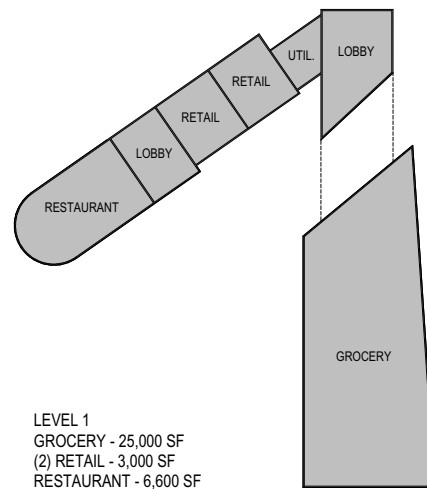
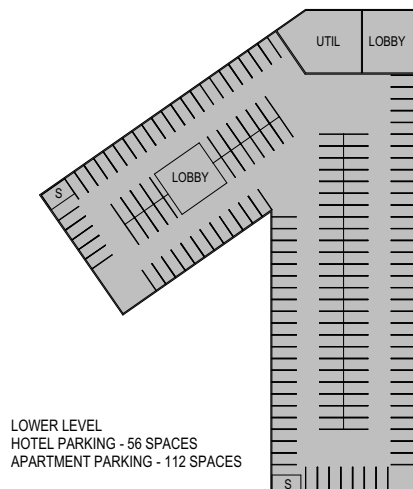
Connected Public Spaces

The plaza created along the west side of the site provides new access to the underground parking garage while

also creating a unique opportunity to bridge the gap between this site and the neighborhood to the north, including future bike trail access. This vital connection allows pedestrians and cyclists to bypass the busy N. 35th Street traffic and utilize a new bridge to access the neighborhood and playground at W. McKinley Avenue. A future ramp down to the bike trail will provide access to regional trails while connecting visitors to the proposed retail and Davidson Park.

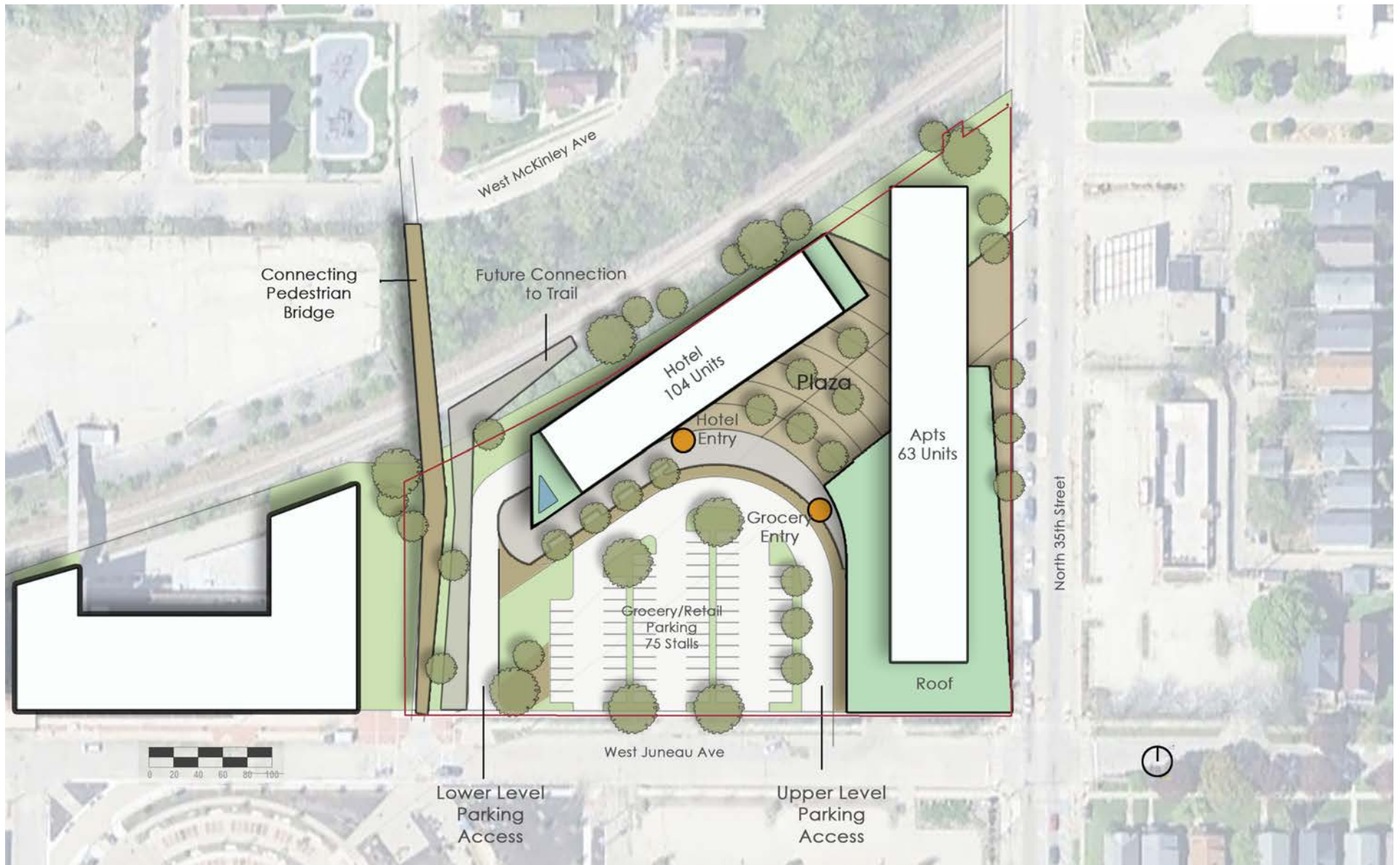
The existing façade of the historic Harley-Davidson building west of the plaza creates an idyllic backdrop for users who may want to sit, relax, and gather with neighbors.

Proposed Floor Plans



SITE 2: Housing, Hotel, Grocery, and Neighborhood Retail

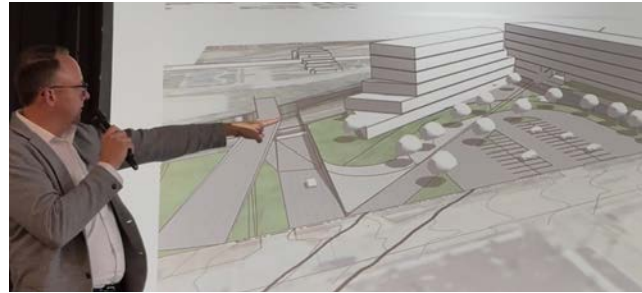
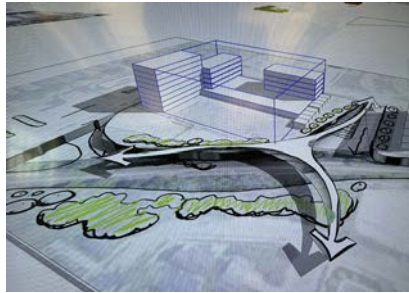
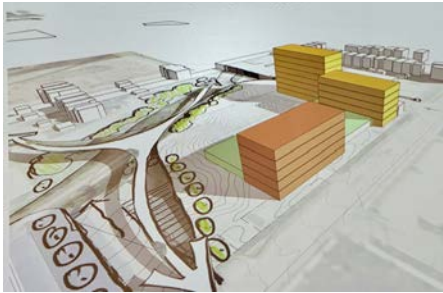
Site Proposal: HGA



Site plan illustrating the new hotel and residential buildings with central parking, bridge connection to the north, and public spaces.

SITE 2: Accessible Parking and Plazas

Site Proposal: HGA



Initial site layout and massing concepts.



Ground floor retail and grocery store with accessible parking, connected pedestrian realm, and potential green infrastructure.

SITE 2: Pedestrian Connections and Plazas

Site Proposal: HGA



Pedestrian connection bridge to the north and ramp to the future bicycle rails-to-trails path.

SITE 2: Pedestrian Connections and Plazas

Site Proposal: HGA



Variety of outdoor plazas, seating areas, and pedestrian connections.

SITE 2: Pedestrian Connections and Plazas

Site Proposal: HGA



Pedestrian portal from N. 35th Street. Grocery store and additional retail are proposed to serve the community and activate the street level space.

SITE 3: AT&T Building

845 N. 35th Street



4.6 acres

Source: Google Earth

SITE 3: AT&T Building

845 N. 35th Street



LOT	OWNER	ZONING	ADDRESS	LOT AREA	BLDG AREA
3	Wisconsin Telephone Company	LB2	3516 W Wells St	200,376	N/A
				200,376 sf (4.6 ac)	

The 4.6 acre site includes two existing buildings with potential for reuse. The 160,000 square foot northern building is two stories with a basement and additional mechanical penthouse. Built in 1966, the building has a masonry base level and precast panels on the upper floors.

The southern building was built in 1957 and is situated at the corner along N.35th Street and W. Wells Street. The 1-story brick building is approximately 23,000 square feet. The remainder of the site is paved for parking and site circulation.

Input from the community focus groups and developer interviews informed potential development ideas.

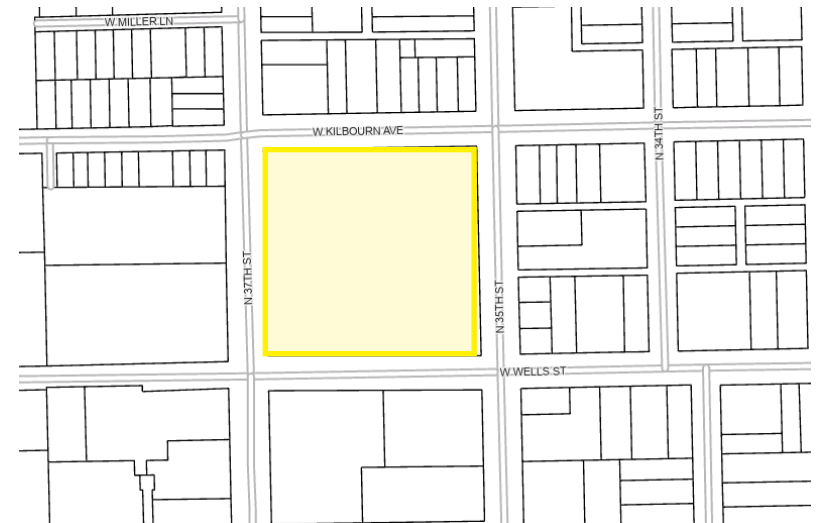
DEVELOPMENT IDEAS: ADAPTIVE REUSE

- institute for advanced manufacturing, robotics
- technology related job training
- multi-family residential
- active ground floor with residential amenities
- food hall or community kitchen

DEVELOPMENT IDEAS: PARTIAL NEW CONSTRUCTION

- mixed-use residential
- duplexes, townhomes, cottage courtyard
- neighborhood placemaking

PARCEL INFORMATION



SITE 3: Housing, Training, and Community Hub

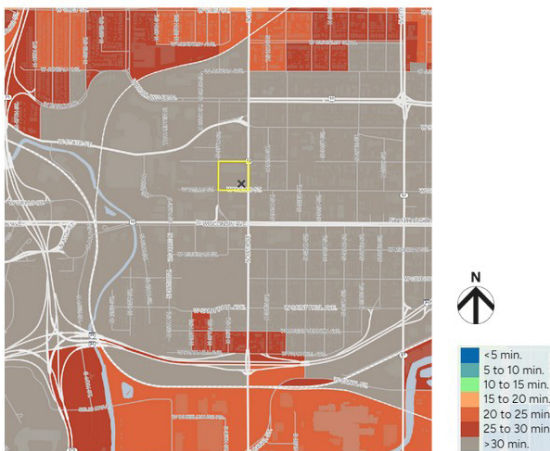
Site Proposal: Quorum Architects

LBD2 Zoning

The development pattern in the Local Business District 2 (LBD2) tends to be more urban, with smaller lots and smaller setbacks. These districts provide a wide range of goods and services to a large consumer population coming from an extensive area. Within these districts, motor vehicle related activities are of major significance and access is important to local business districts, as well as close proximity to bus transfer locations.

Limited Grocery Access

Desire for a local grocery store with access to fresh food was a preference raised by residents at the focus group and at the charrette. Travel to a major grocery store can be up to 30 minutes, emphasizing



Supermarkets

Source: Quorum Architects

the need for a neighborhood-scale retail option offering fresh food and daily grocery items.

The Quorum design team proposes two options for reuse of this site. In both options the existing buildings are reused and the space between the buildings, along N. 35th Street, is transformed into an outdoor public space.

This central site offers the opportunity to be a community gathering place activated by housing, educational training, food access, event spaces, and outdoor programming.

Option A: Mixed-use Residential and Community Center

The large northern building is converted to senior housing with a Community Enrichment Center, Tech Center, and neighborhood retail. The corner building is proposed as a Food Hall with shared outdoor space and rooftop patio.

Option B: Center for Advanced Manufacturing Training

The large northern building is converted to an Advanced Manufacturing Training facility, with a new construction addition. The corner building is proposed as a Museum of Black Manufacturing.



Outdoor public space with housing and Food Hall viewed from N. 35th Street.

SITE 3: Food Hall and Shared Public Space

Site Proposal: Quorum Architects



Food Hall and outdoor gathering space with food trucks and parking, viewed from a residential balcony in the converted AT&T building.

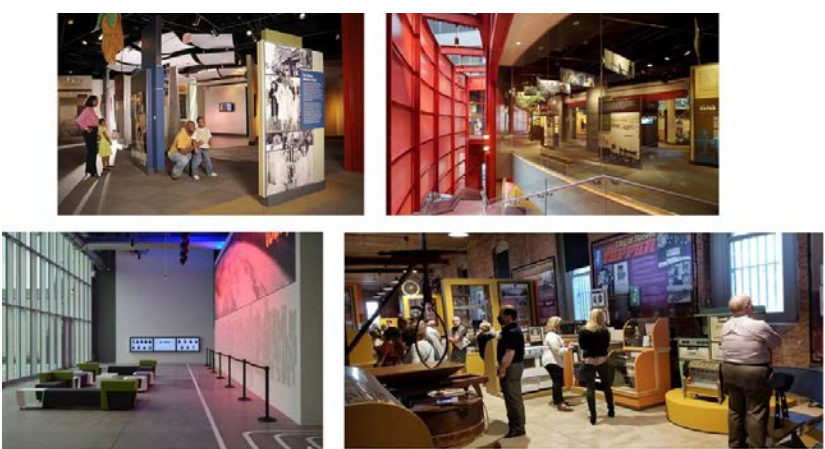
SITE 3: Precedents

Site Proposal: Quorum Architects

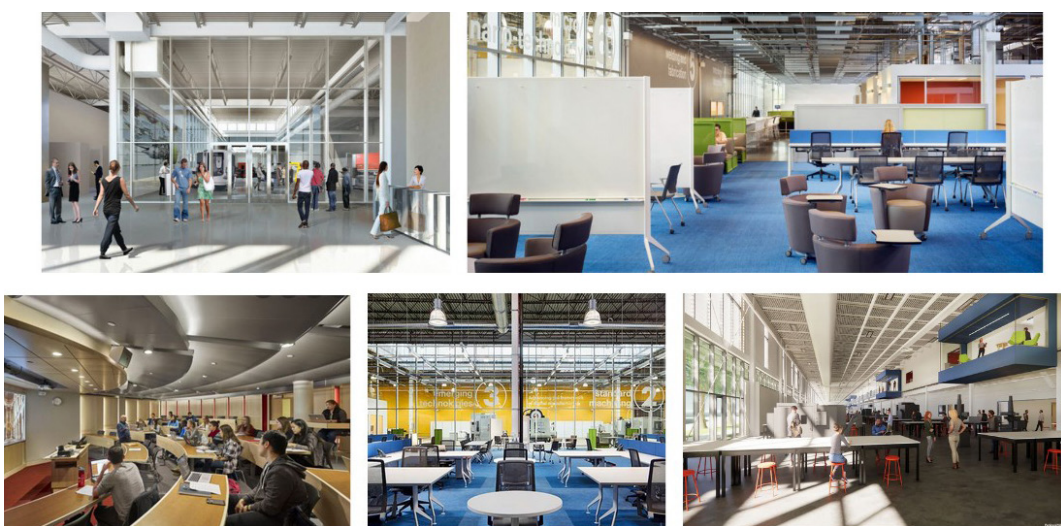
Advanced Modular Manufacturing Center



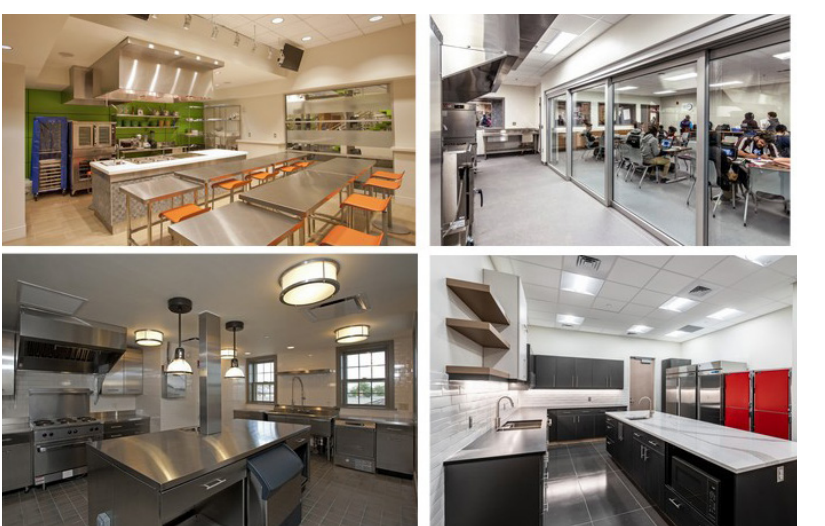
Museum of Black Manufacturing



Building Construction Institute



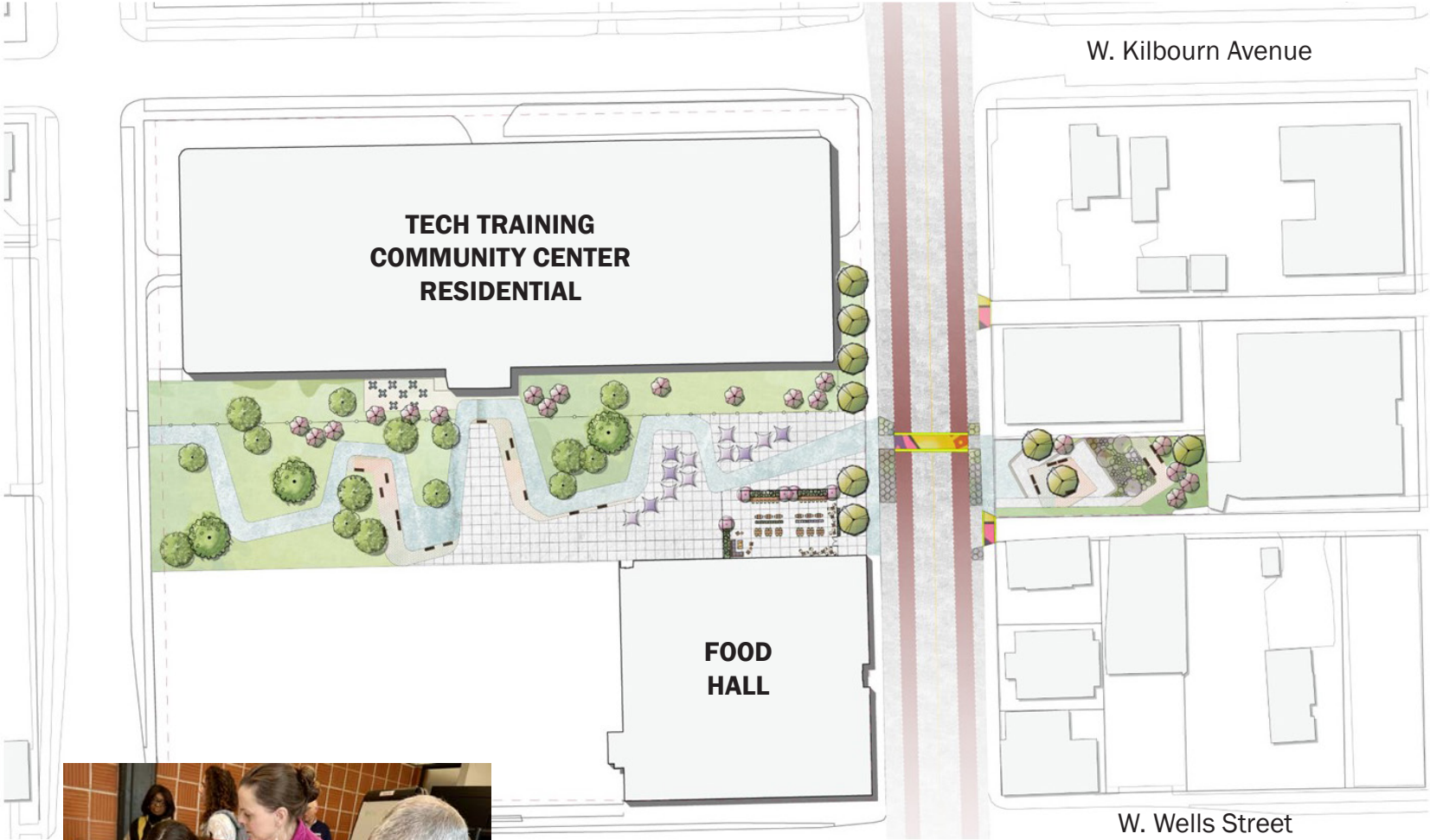
Small Commercial Kitchen



Source: Quorum Architects

SITE 3: Option A Shared Public Space

Site Proposal: Quorum Architects

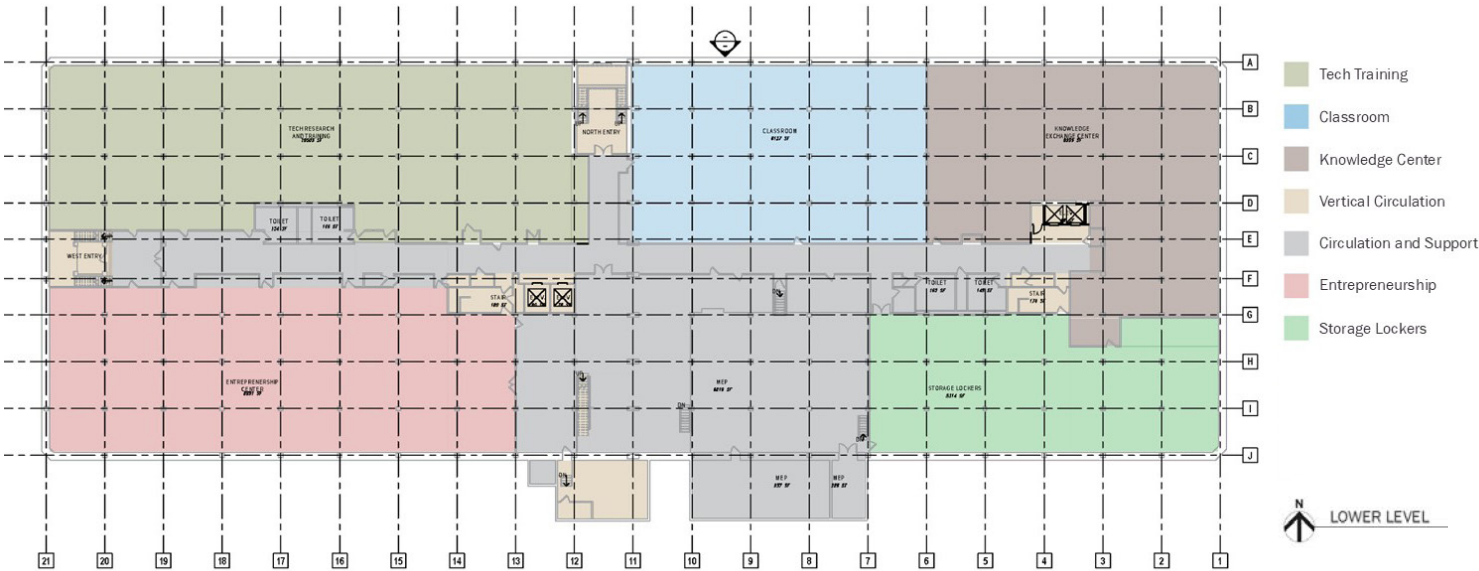


Quorum team at the charrette.
Source: Ce Planning Studio

SITE 3: Option A Tech Training, Community Center, Residential

Site Proposal: Quorum Architects

Lower Level Floor Plan - Training, Entrepreneurship, Community Spaces



First Floor - Training, Community Spaces, Senior Housing



Second Floor - Senior Housing



SITE 3: Option B Center for Advanced Manufacturing

Site Proposal: Quorum Architects

Site Use Diagram



SITE 4: N. 35th and W. Wisconsin [Megal Property]

3501 W. Wisconsin Avenue



2.15 acres

Source: Google Earth

SITE 4: N. 35th and W. Wisconsin [Megal Property]

3501 W. Wisconsin Avenue

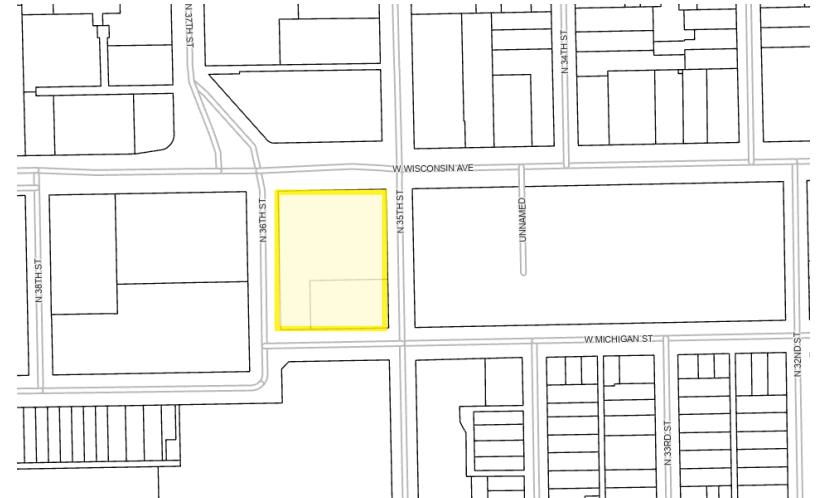


DEVELOPMENT IDEAS: NEW CONSTRUCTION

Input from the community focus groups and developer interviews informed potential development ideas.

- indoor recreation, fitness, pickleball
- wellness programming
- neighborhood grocery
- neighborhood retail, coffee shop
- youth or daycare center
- partnership with Marquette University High School

PARCEL INFORMATION



LOT	OWNER	ZONING	ADDRESS	LOT AREA	BLDG AREA
4a	Megal Development Corporation	LB2	3501 W Wisconsin Ave	69,896	28,754
4b	Megal Development Corporation	LB2	613 N 35th St	23,958	N/A
				93,854 sf (2.15 ac)	

SITE 4: N. 35th and W. Wisconsin [Megal Property]

Site Proposal: Galbraith Carnahan Architects

The Galbraith Carnahan proposal addresses critical community needs identified through participant feedback, focusing on providing community recreation space and access to food and grocery. The design concept emphasizes connectivity, safety, and visibility.

Signature Building and Connections

On the corner of N.35th Street and W. Wisconsin Avenue, the new activated building acts as a landmark that could help to slow vehicular traffic and organize pedestrian movement. The structure is set back from the street along N. 35th Street to the east and W. Michigan Avenue to the south, providing spaces for green buffers, outdoor plazas, and public walkways to soften the edges of the site. These spaces aid in the connection to Merrill Park and Marquette University High School and improve pedestrian safety.

Recreation Center

The centerpiece of the project is a 65,000 square foot recreation center that connects Merrill Park and Marquette University High School and provides access to facilities currently unavailable to the community. The facility includes an Olympic-standard size swimming pool and a multi-purpose turf field to support a

wide range of sports including soccer, football, baseball, and more.

Architecturally, the building employs a simple, open form that encourages fluid movement on the interior, while the exterior is brought to life through a permeable façade. Large expanses of glass allow the activities and movement within the building to be experienced from the exterior, fostering a sense of community engagement and inclusivity. Polycarbonate panels diffuse sunlight and aid in building performance during the day, and at night they project internal lighting outward, transforming the building into a glowing beacon for the community.

Neighborhood Food Co-op

Complementing the recreation center, our 9,100 square foot food co-op provides the neighborhood with a much needed food and grocery option. This co-op mimics the simple form of the recreation center while emphasizing ideas of urban integration and community connection. Along W. Wisconsin Avenue, a sheltered public colonnade creates a rhythmic, walkable edge that invites pedestrians into the site while offering protection from the elements and heavy vehicular traffic. The colonnade also doubles as a transitional

threshold, softening the boundary between public sidewalk and building entrance. Perforated corten metal panels are deployed along the façade to animate the building using light and shadow which evolves and changes throughout the day.

This design was conceived as a bold yet welcoming community landmark which provides facilities determined by community conversations and participant feedback. The proposal not only addresses programmatic needs, but addresses issues of connectivity, safety, and visibility which were participant feedback priorities.



GCA team working with community members.
Source: Ce Planning Studio

SITE 4: Recreation Center and Grocery Co-op

Site Proposal: Galbraith Carnahan Architects

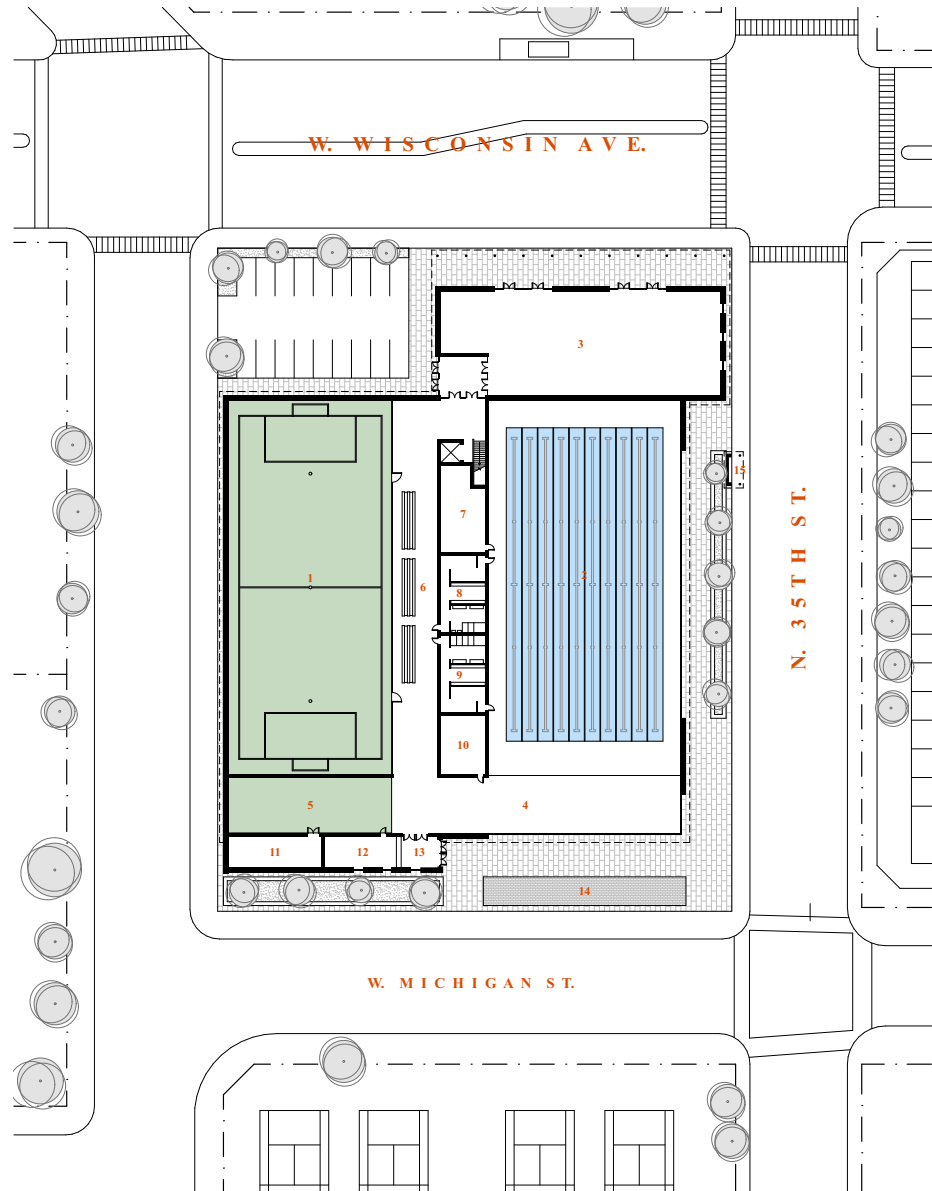
Site Connection Diagram



SITE 4: Recreation Center and Grocery Co-op

Site Proposal: Galbraith Carnahan Architects

Ground Floor Plan – Corner Grocery Co-op, Turf Field, and Swimming Pool



- 1** - TURF FIELD
17,800 sqft
- 2** - SWIMMING POOL
20,300 sqft
- 3** - GROCERY CO OP
9,100 sqft
- 4** - ATRIUM
4,900 sqft
- 5** - TURF TRAINING / WARM UP AREA
2,500 sqft
- 6** - CORRIDOR / SPECTATOR SEATING
5,400 sqft
- 7** - MECHANICAL / STORAGE
1,270 sqft
- 8** - LOCKER ROOM 1
1,160 sqft
- 9** - LOCKER ROOM 2
1,160 sqft
- 10** - OFFICES / MEETING ROOM
850 sqft
- 11** - STORAGE
1,100 sqft
- 12** - RECEPTION / OFFICES
750 sqft
- 13** - ENTRY
470 sqft
- 14** - PLAZA
- 15** - BUS SHELTER

SITE 4: Grocery Co-op

Site Proposal: Galbraith Carnahan Architects

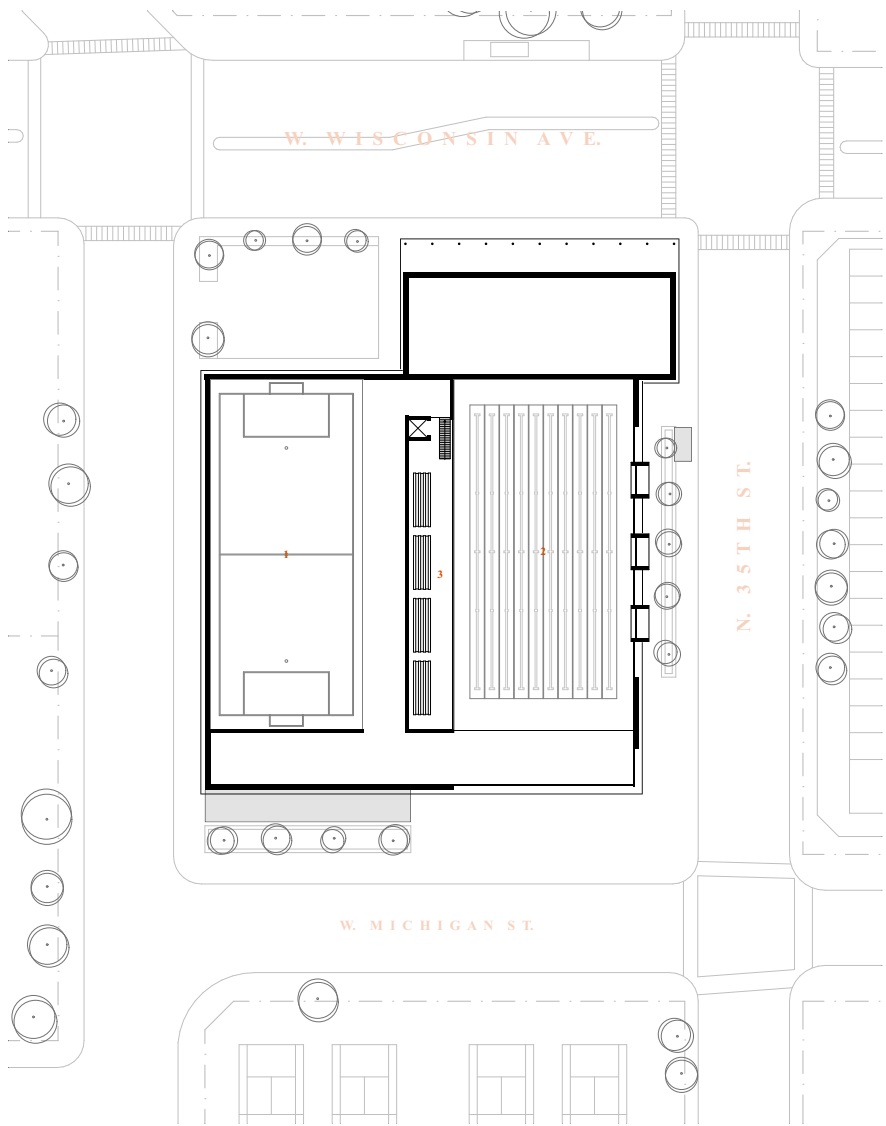


Food Co-op and outdoor colonnade at the corner of W. Wisconsin Avenue and N. 35th Street.

SITE 4: Recreation Center and Grocery Co-op

Site Proposal: Galbraith Carnahan Architects

Second Floor Plan – Spectator Balcony with views of the turf field and pool



- 1 - TURF FIELD (BELOW)
- 2 - SWIMMING POOL (BELOW)
- 3 - SPECTATOR BALCONY
4,750 sqft

SITE 4: Recreation Center

Site Proposal: Galbraith Carnahan Architects



Plaza in front of the Recreation Center at W. Michigan Street and N. 35th Street.

SITE 5: Southern Gateway

N. 35th Street, St. Paul Avenue to Park Hill Avenue

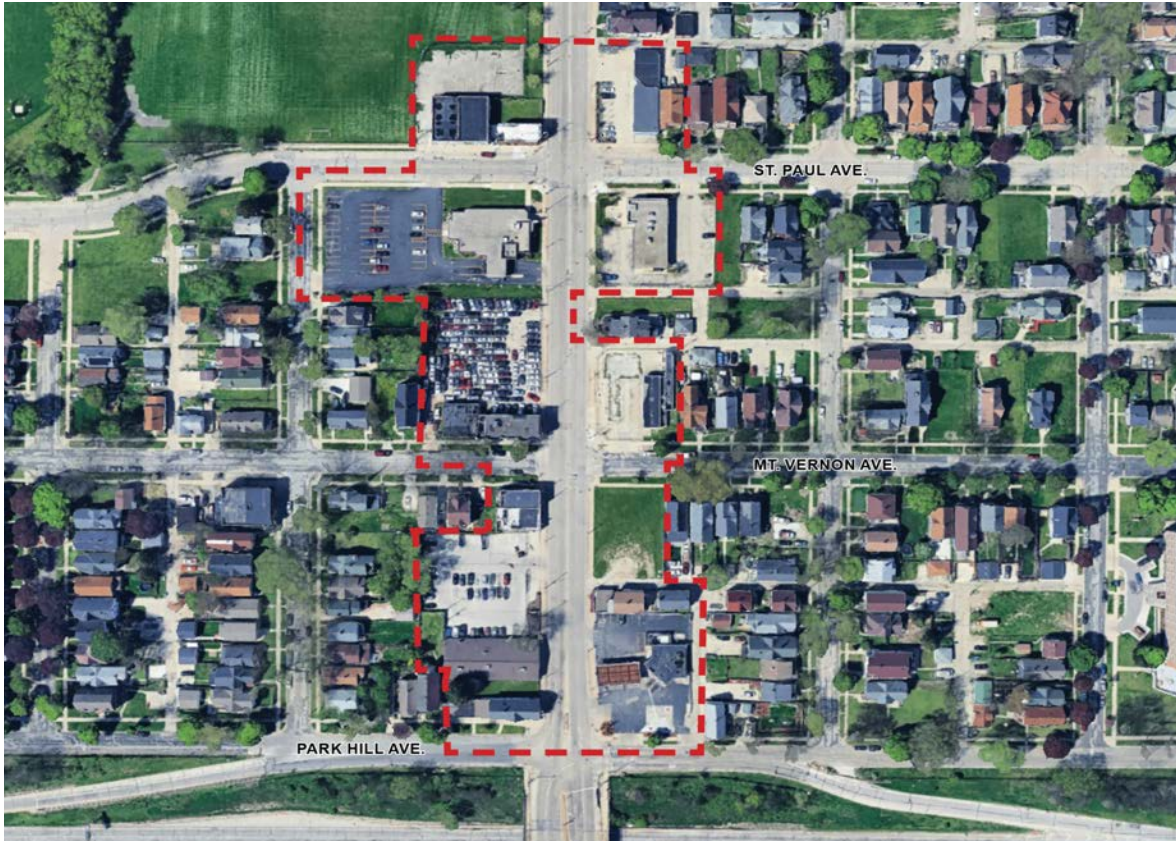


6 block faces

Source: Google Earth

SITE 5: Southern Gateway

N. 35th Street, St. Paul Avenue to Park Hill Avenue



DEVELOPMENT IDEAS: ADAPTIVE REUSE

Input from the community focus groups and developer interviews informed potential development ideas.

- mixed-use destination with restaurants
- apartments and townhomes
- affordable and market-rate housing
- neighborhood gathering
- enhanced gas station at Park Hill entry
- N. 35th Street gateway from I-94

PARCEL INFORMATION



LOT	OWNER	ZONING	ADDRESS	LOT AREA	BLDG AREA
?				164,920	
				164,920 sf (3.79 ac)	

SITE 5: Southern Gateway

Site Proposal: Engberg Anderson

The southern gateway into the Merrill Park neighborhood has the potential to be a destination neighborhood for both those commuting along N. 35th Street, as well as residents living in the area. The gateway site is anchored by a gas station and food store at the south and Merrill Park at the north.

Increased Green Right-of-Way

The Engberg Anderson design vision incorporates Milwaukee County's traffic calming plan, which removes a vehicle lane to add a dedicated bus and bike lane. By expanding the right-of-way, the design introduces a green belt with bioswales and trees along N. 35th Street, enhancing walkability and stormwater management.

Housing, Retail, and Food Destinations

The site design emphasizes creating a series of community destinations. At the north end near W. St. Paul Avenue, a proposed farmer's market complements the existing event space and offers views of Merrill Park.

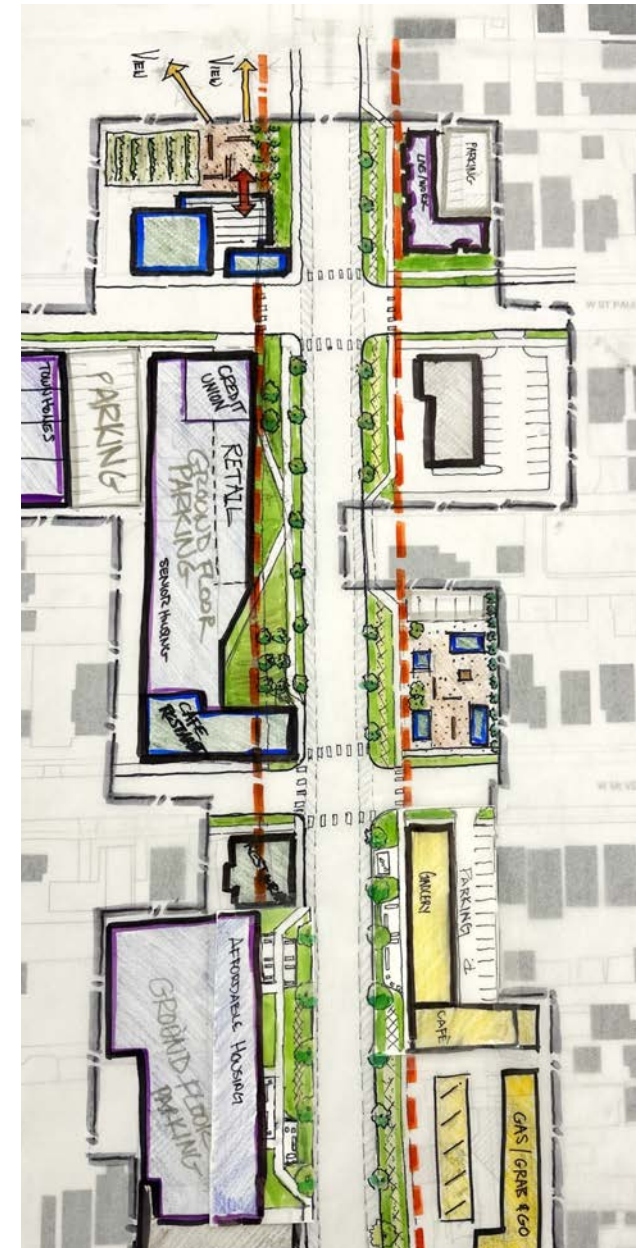
Midway through the site, a pop-up container park is planned to draw both residents and visitors. A proposed 50–60 unit multifamily building will include ground-floor retail, parking, and retain the

existing credit union, providing additional amenities for the neighborhood.

A senior living building with 30–40 units above an existing clinic and ground-floor parking further supports walkability and local access to services. The adaptive reuse of existing buildings preserves the historic character of the street while enhancing its vibrancy.



Concept presentation at the charrette.
Source: Ce Planning Studio



SITE 5: Southern Gateway Existing

Site Proposal: Engberg Anderson

Existing Site Aerial



Site Proposal: Engberg Anderson

Proposed Site Aerial

1 GREEN BELT + BIO RETENTION

2 BUS STOP

VIEW SHED OF MERRILL PARK

3 RETAIL SPACE

4 RESTAURANT

5 TOWN HOMES

6 LIVE + WORK HOUSING

7 MULTI-FAMILY HOUSING

8 SENIOR HOUSING

9 COMMUNITY SERVICES

10 EVENT SPACE/MARKET

11 FOOD TRUCK/POP-UP PARK

12 GRAB N' GO + GAS

13 CLINIC

14 SIGNAGE

15 CREDIT UNION

RESIDENTIAL

COMMERCIAL

RECREATION

PERSPECTIVE

RELOCATE PARKING ACCESS TO SIDE STREETS

MAINTAIN FUNCTIONALITY OF EXISTING BUSINESSES

HANK ARRON 1/4 MILE

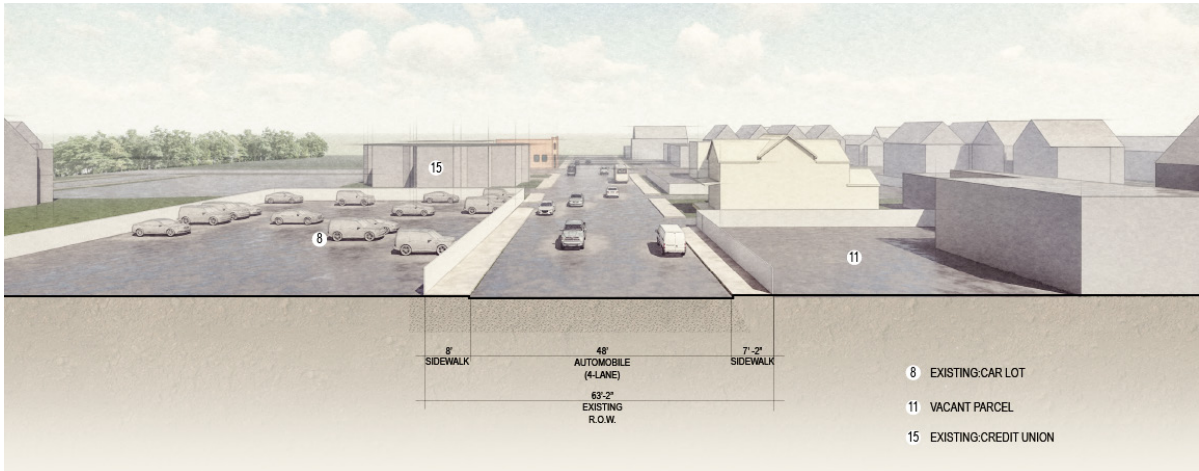
ROW EXPANSION

A

SITE 5: Southern Gateway expanded Right-of-Way

Site Proposal: Engberg Anderson

Existing Street Section



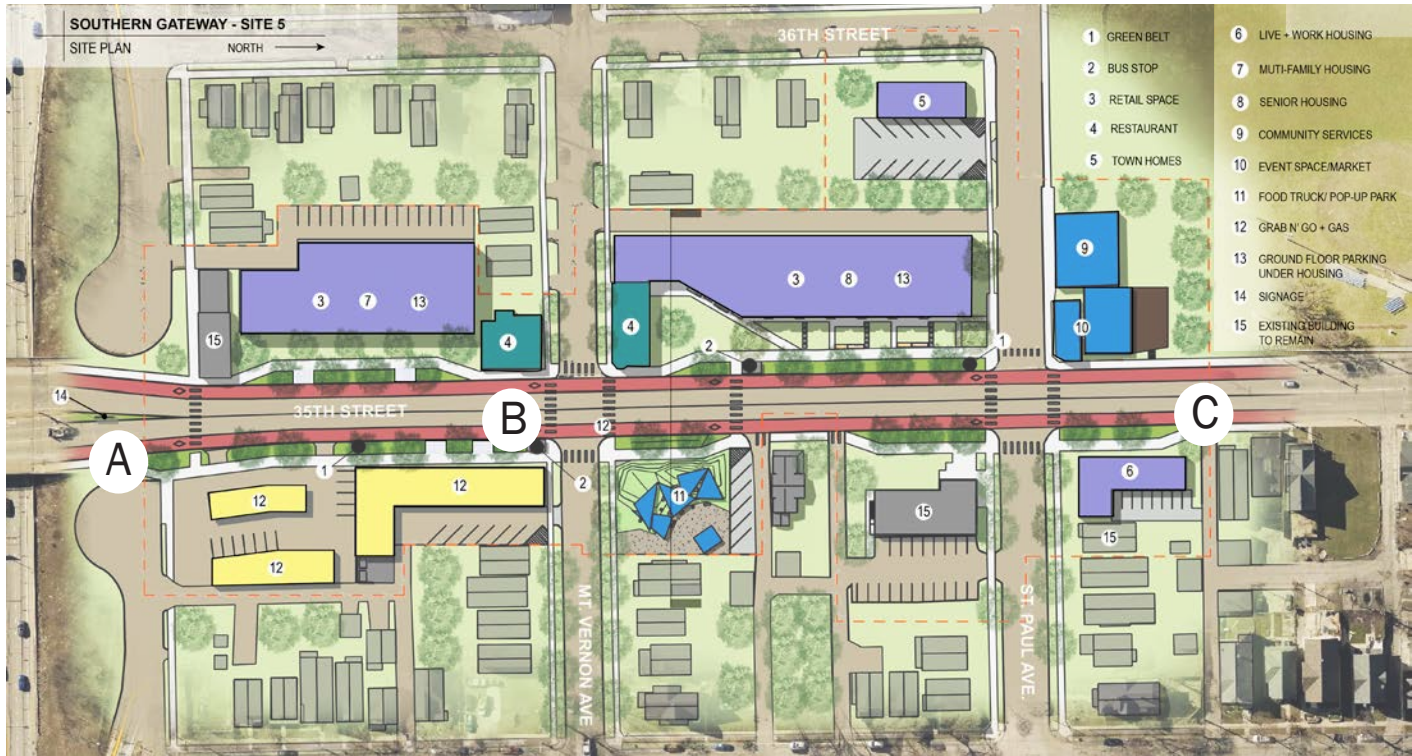
Proposed Street Section



Reduced travel lanes, increased pedestrian realm and green infrastructure, and outdoor public spaces.

SITE 5: Southern Gateway Housing and Greening

Site Proposal: Engberg Anderson



Perspective A
View looking north from the W. Park Hill Avenue cul-de-sac and the updated Grab N' Go + Gas.

SITE 5: Southern Gateway Housing and Farmer's Market

Site Proposal: Engberg Anderson



Perspective B

New housing and enhanced pedestrian realm with seating and green buffer.



Perspective C

View looking south at the farmer's market event space at Merrill Park.

NORTH 35th STREET POTENTIAL

