

Uptown Crossing

Community Design &
Development Charette

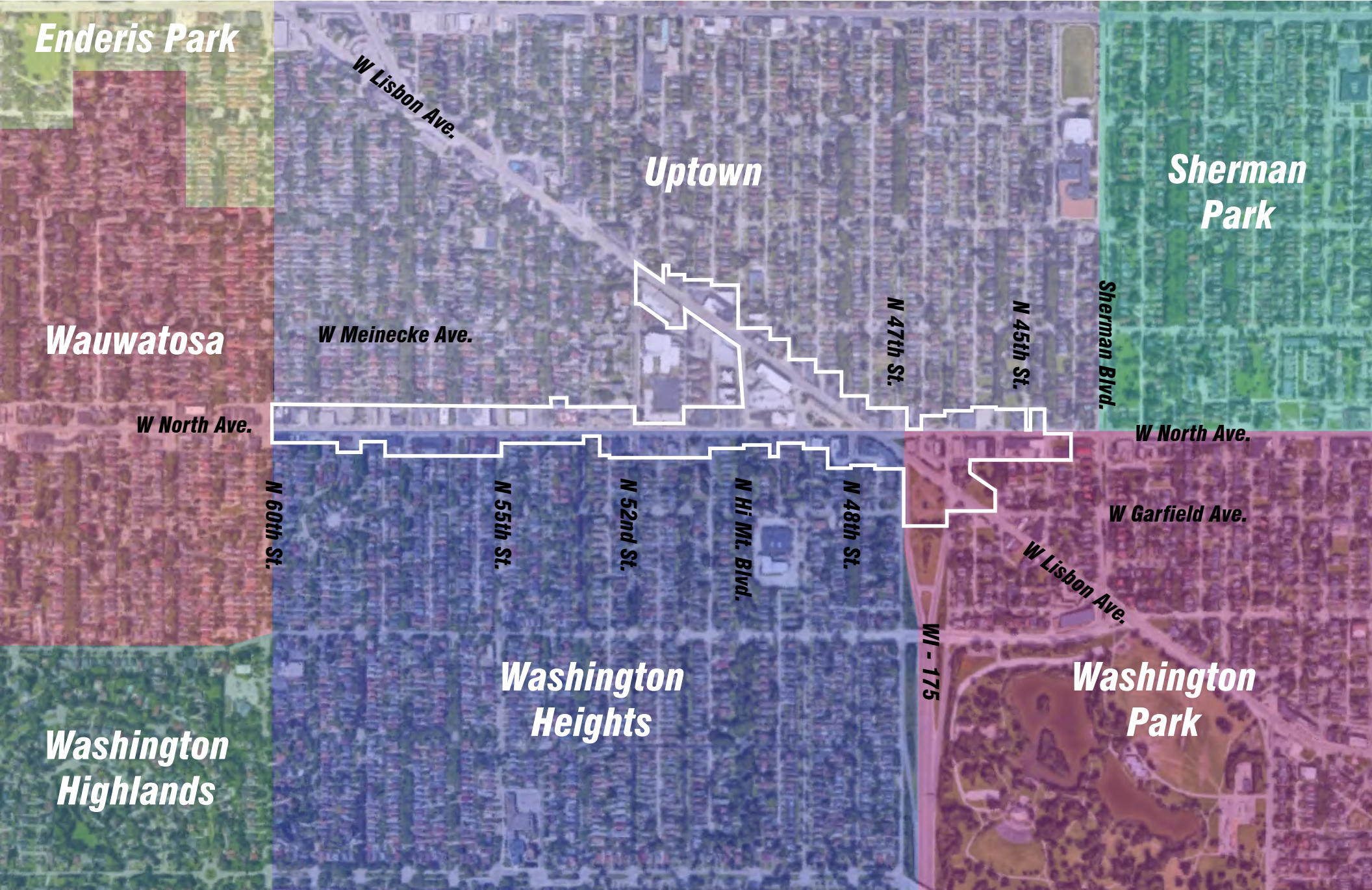


UPTOWN
CROSSING BID



REPORT OUT FEB 2019

UPTOWN CROSSING FOCUS AREA



Enderis Park

W Lisbon Ave.

Uptown

Sherman Park

Wauwatosa

W Meinecke Ave.

Sherman Blvd.

N 47th St.

N 45th St.

W North Ave.

W North Ave.

N 60th St.

N 55th St.

N 52nd St.

N Hi Mt. Blvd.

N 48th St.

W Garfield Ave.

Washington Highlands

Washington Heights

WI - 175

Washington Park

W Lisbon Ave.

PAST PLANNING STUDIES

Westside Area Plan



Washington Park Area Plan



Neighborhood uses
Pedestrian friendly
Streetscaping
Infill development
Mixed-use
Social gathering

Highway WIS - 175 Visioning Study



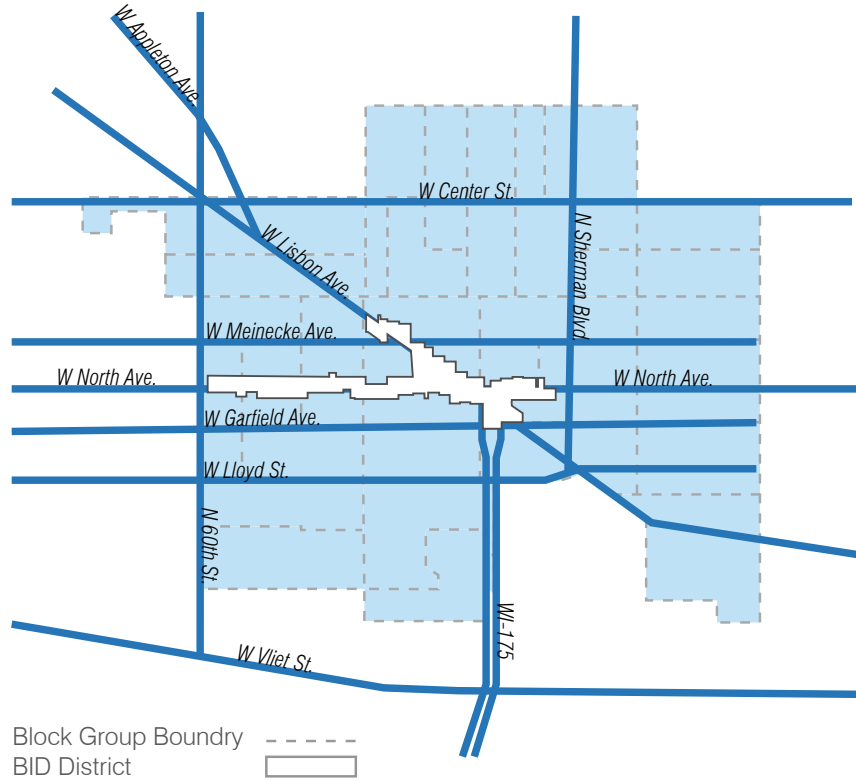
Gateway
Connector
Improve safety

Recent Investments



DEMOGRAPHICS

Study Area



20,653

Total Population

8,652

Number of Households

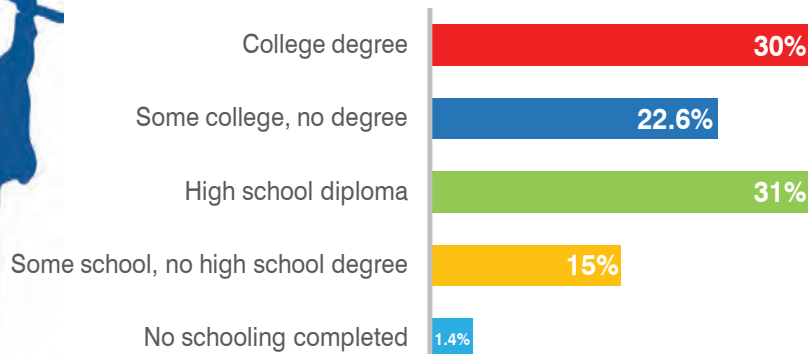
\$37,464

Average Median Household Income

2,751

Middle Class Households
>\$50,000 household income

Highest Level of Education Attained



DEMOGRAPHICS

3.28



Average Household Size

Home Ownership: **40%**



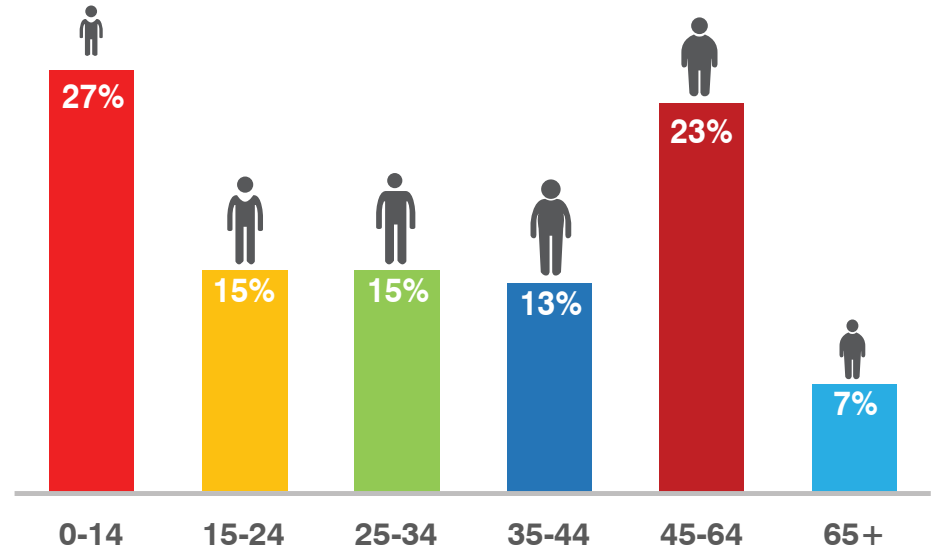
Occupancy: **83%** (17% Vacant)



Ethnicity



Age Groups



9,453

Number of People in Labor Force

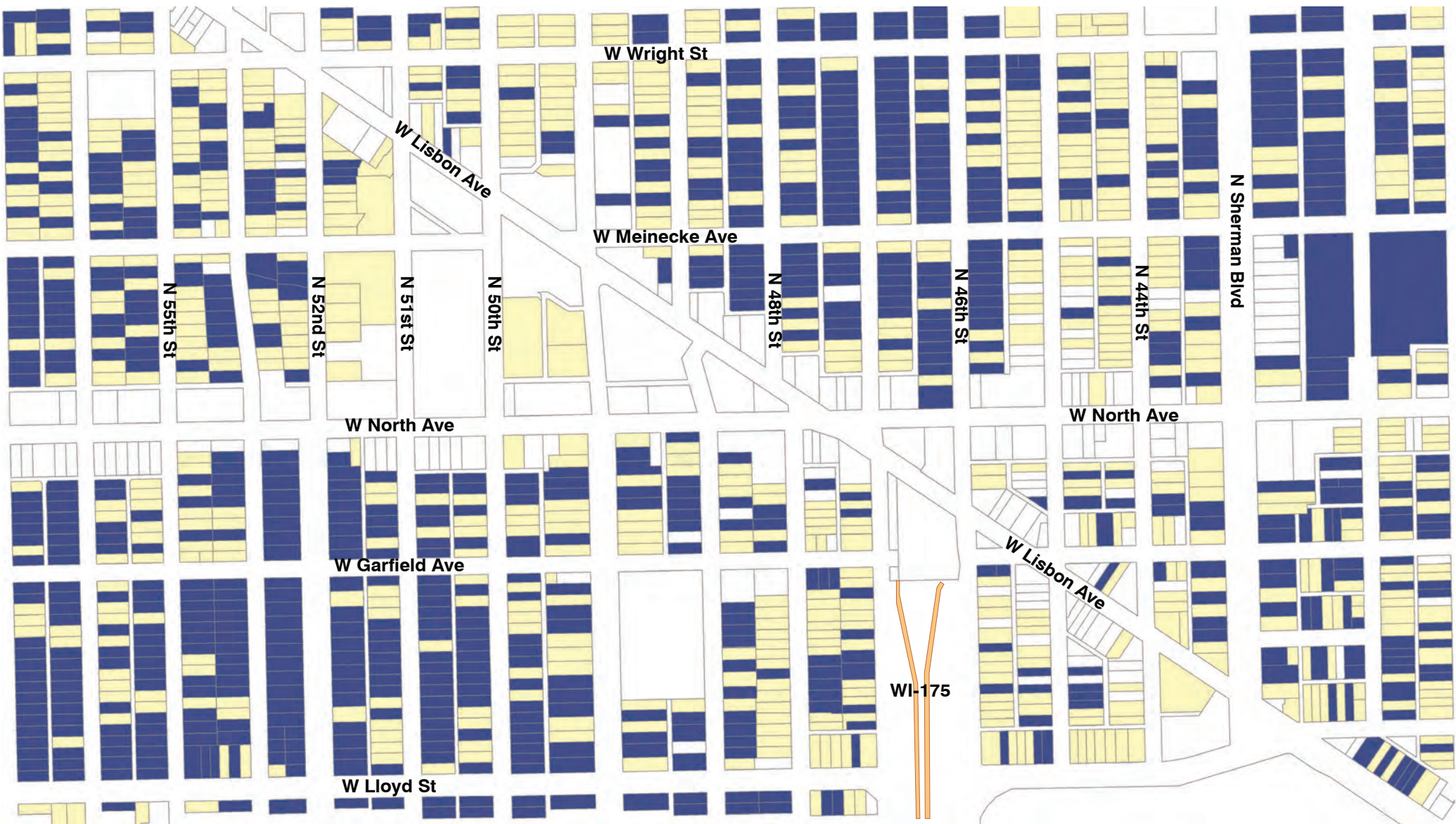
Employment: **85%**



DAILY TRAFFIC COUNTS

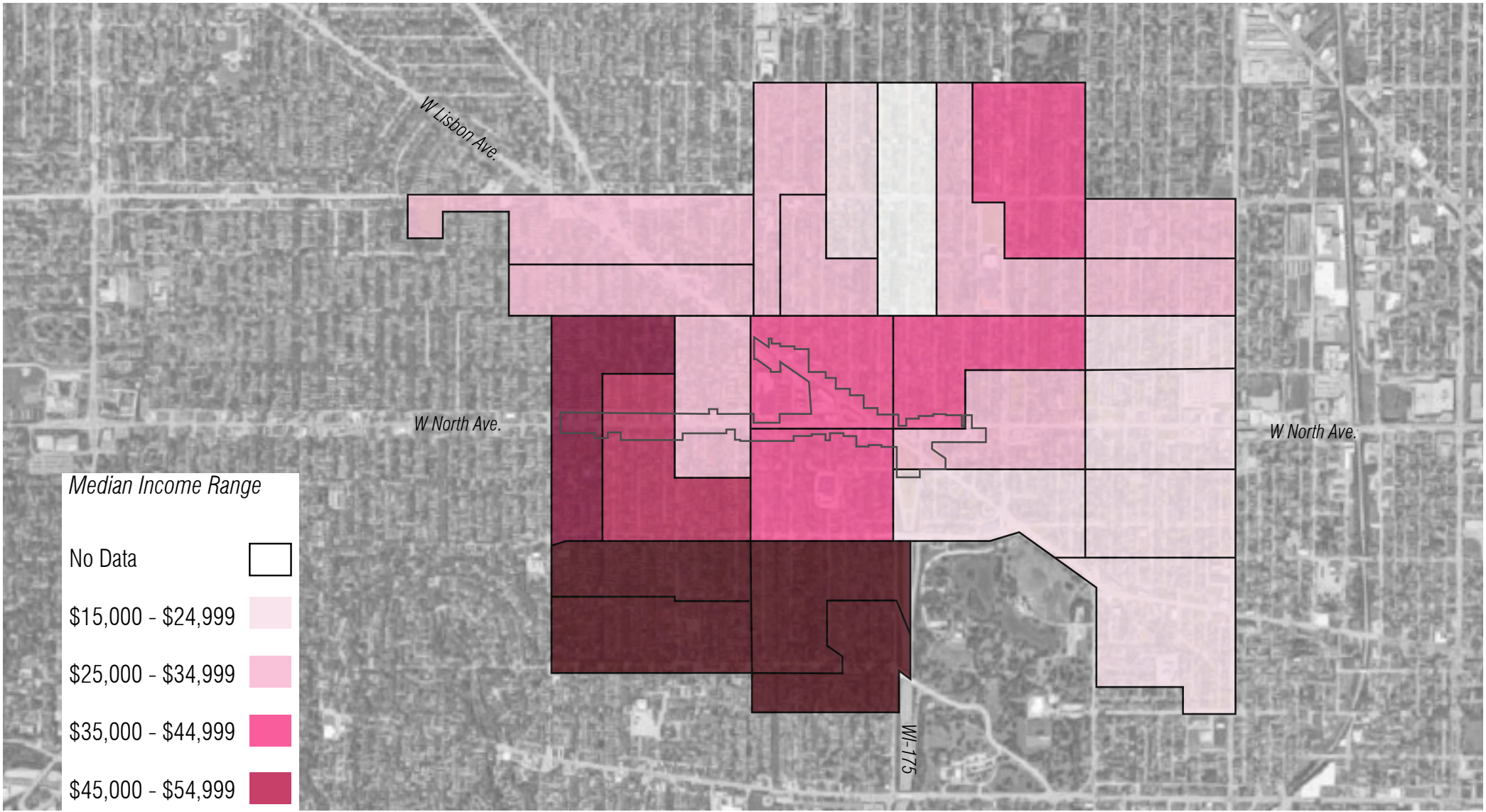


OWNER OCCUPIED RESIDENTIAL



- Owner Occupied Properties
- Non- Owner Occupied Properties

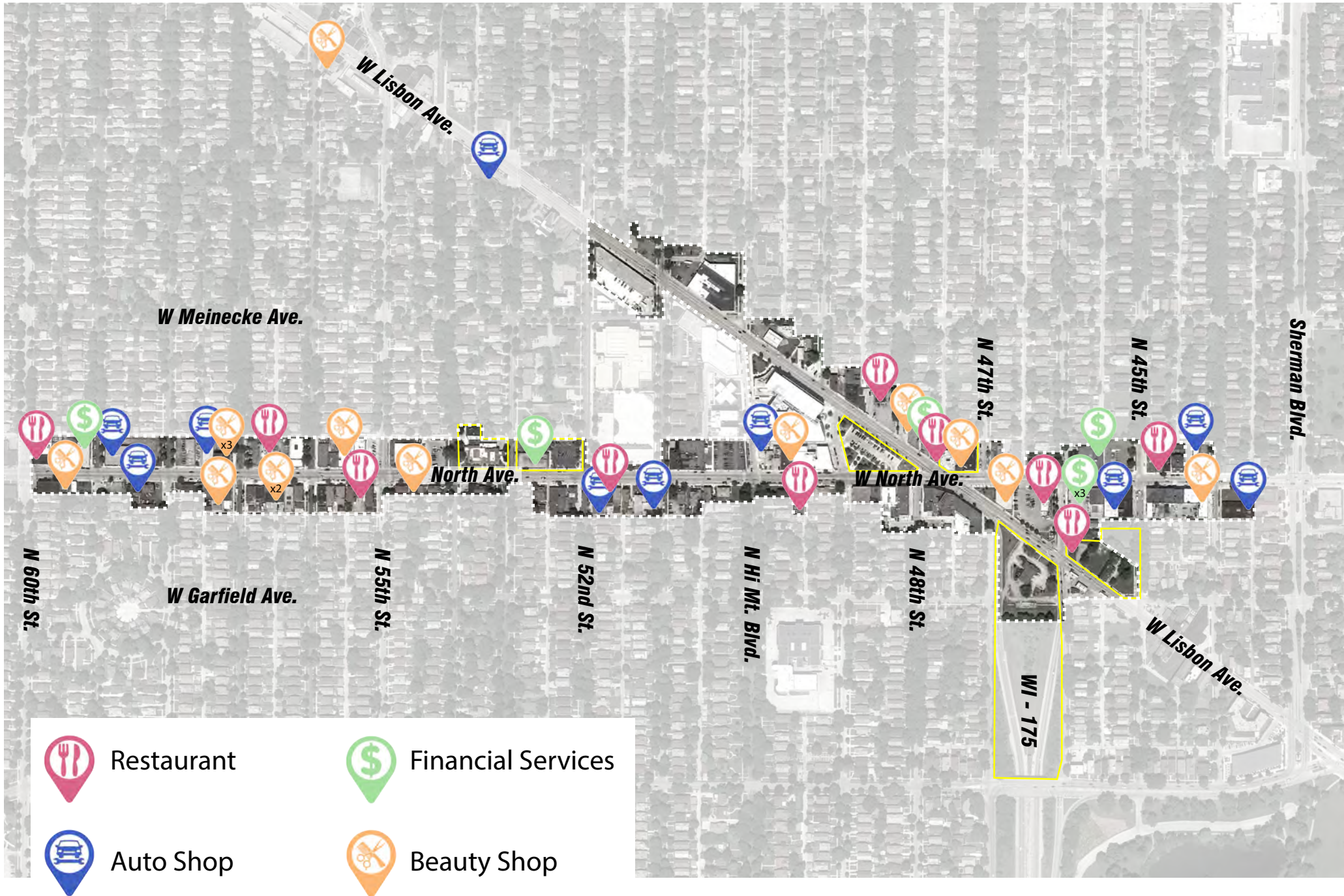
INCOME



Median Income Range

No Data	
\$15,000 - \$24,999	
\$25,000 - \$34,999	
\$35,000 - \$44,999	
\$45,000 - \$54,999	
\$55,000 - \$64,999	
\$65,000 - \$75,000	

NEIGHBORHOOD COMMERCIAL



OPPORTUNITY SITES



Focus Group Feedback

Residents, Developers, Lenders, Property Owners, Business Owners

Neighborhood retail and gathering

Housing options

Office incubator

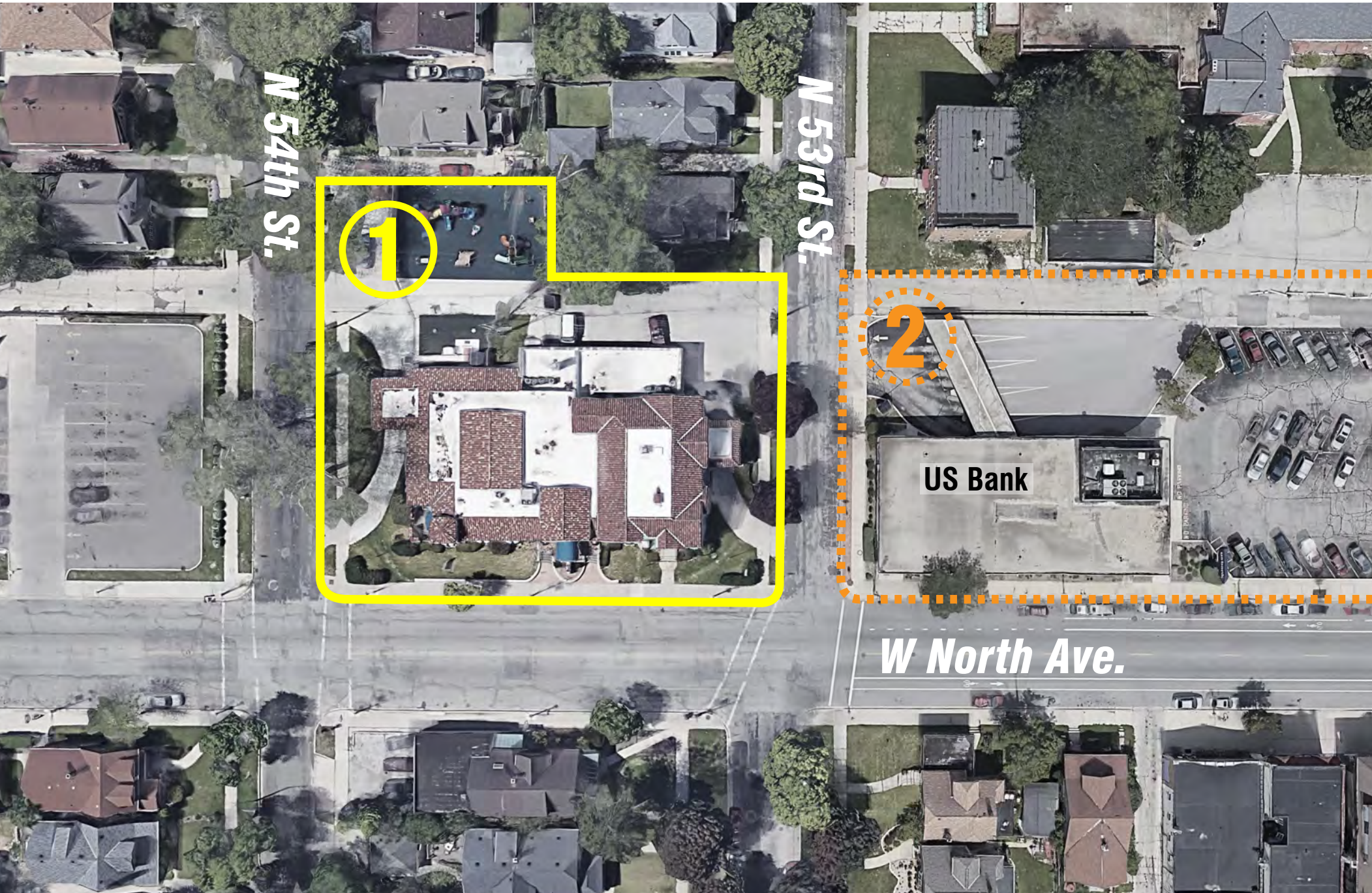
Fresh food / grocery

Streetscaping & branding

Placemaking & programming

Site 1 : Former Outreach Advancement Center – HGA

Satellite Plan



N 54th St.

N 53rd St.

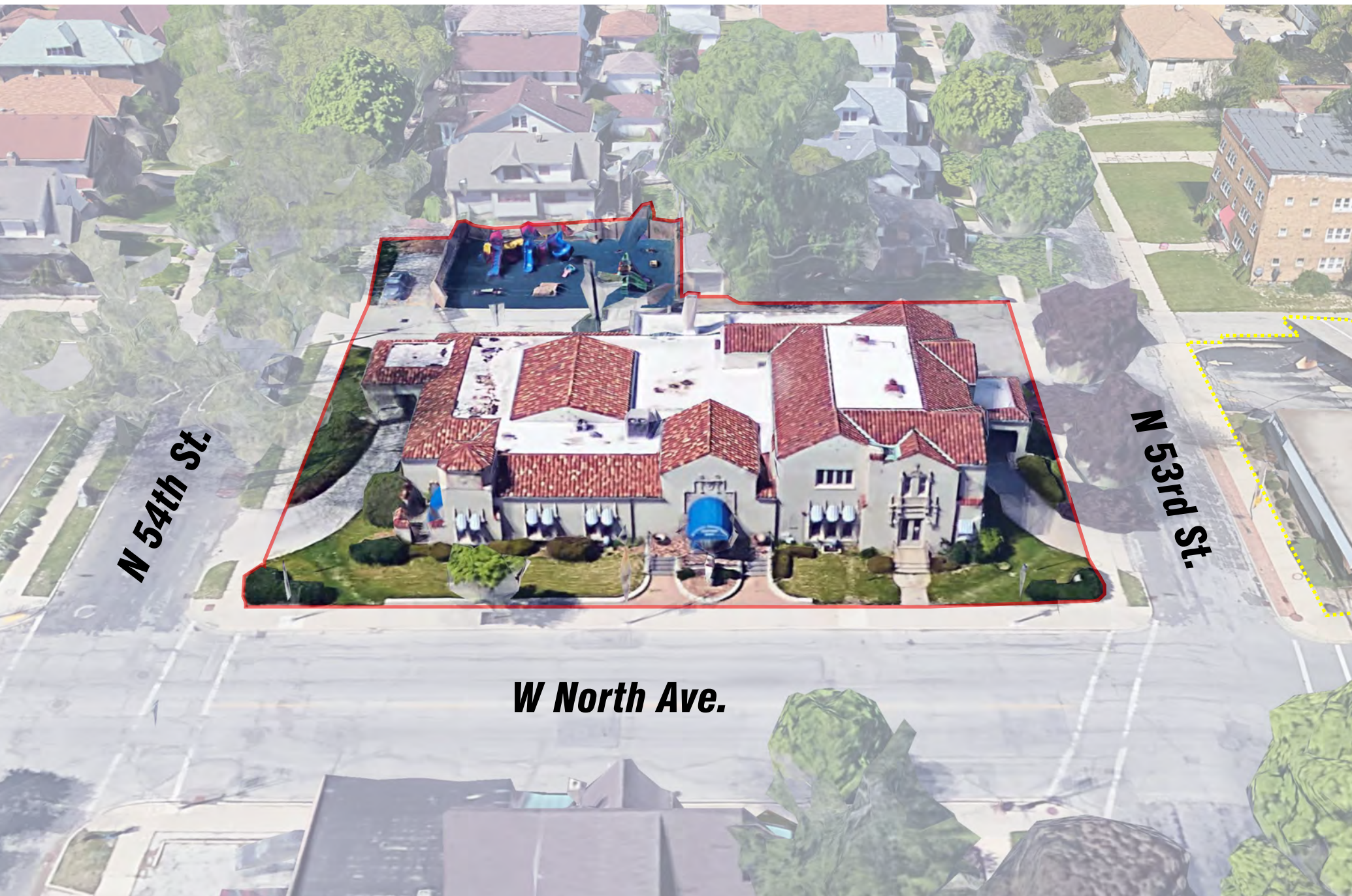
US Bank

W North Ave.

.61 ACRES

Site 1 : Former Outreach Advancement Center

Birds Eye View



N 54th St.

N 53rd St.

W North Ave.

Site 1 : Mult-Tenant Adaptive Reuse

HGA

DEVELOPMENT OPTIONS

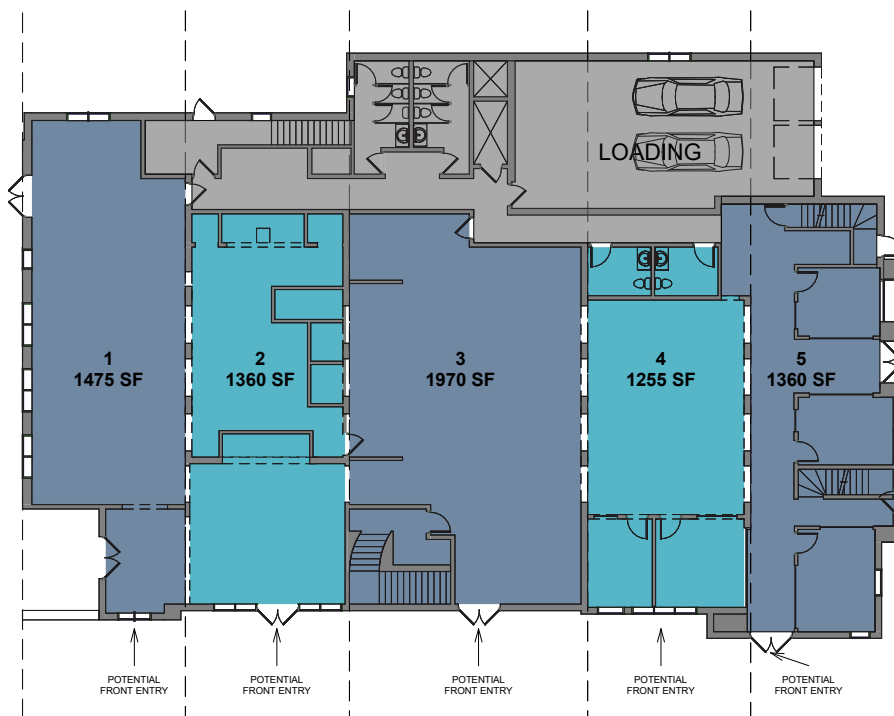
ADAPTIVE REUSE

Multi-tenant retail

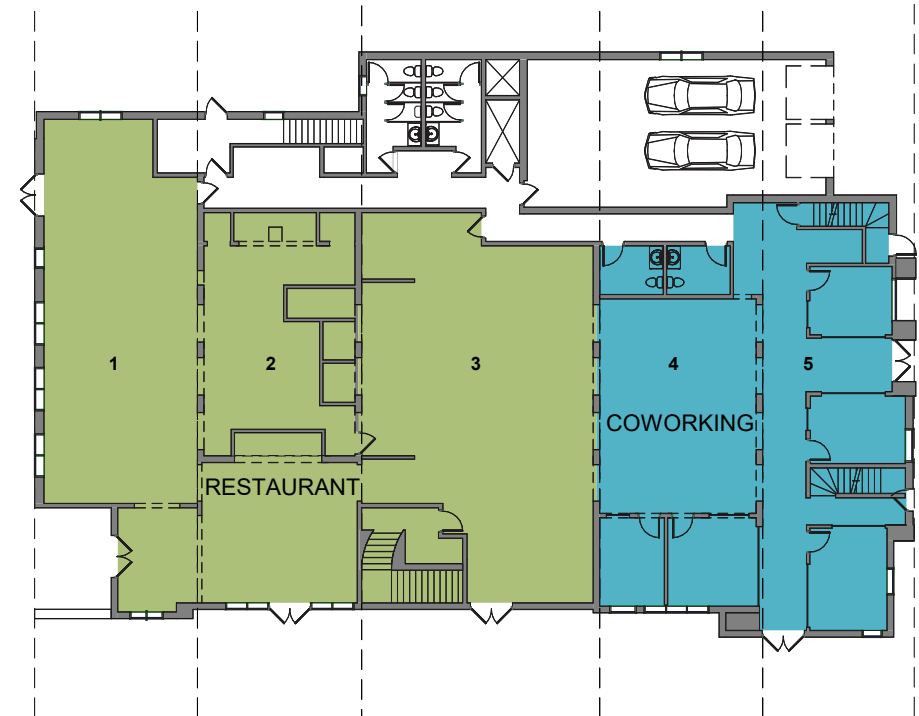
Business lounge

Signature restaurant

Outdoor plaza



GROUND FLOOR PLAN
POTENTIAL BUILDING LAYOUT
OPT. 01



GROUND FLOOR PLAN
POTENTIAL BUILDING LAYOUT
OPT. 02

Site 1 : Multitenant Adaptive Reuse

HGA



HGA

Site 1 : Mult-Tenant Adaptive Reuse

HGA





Site 2 : US Bank – Quorum

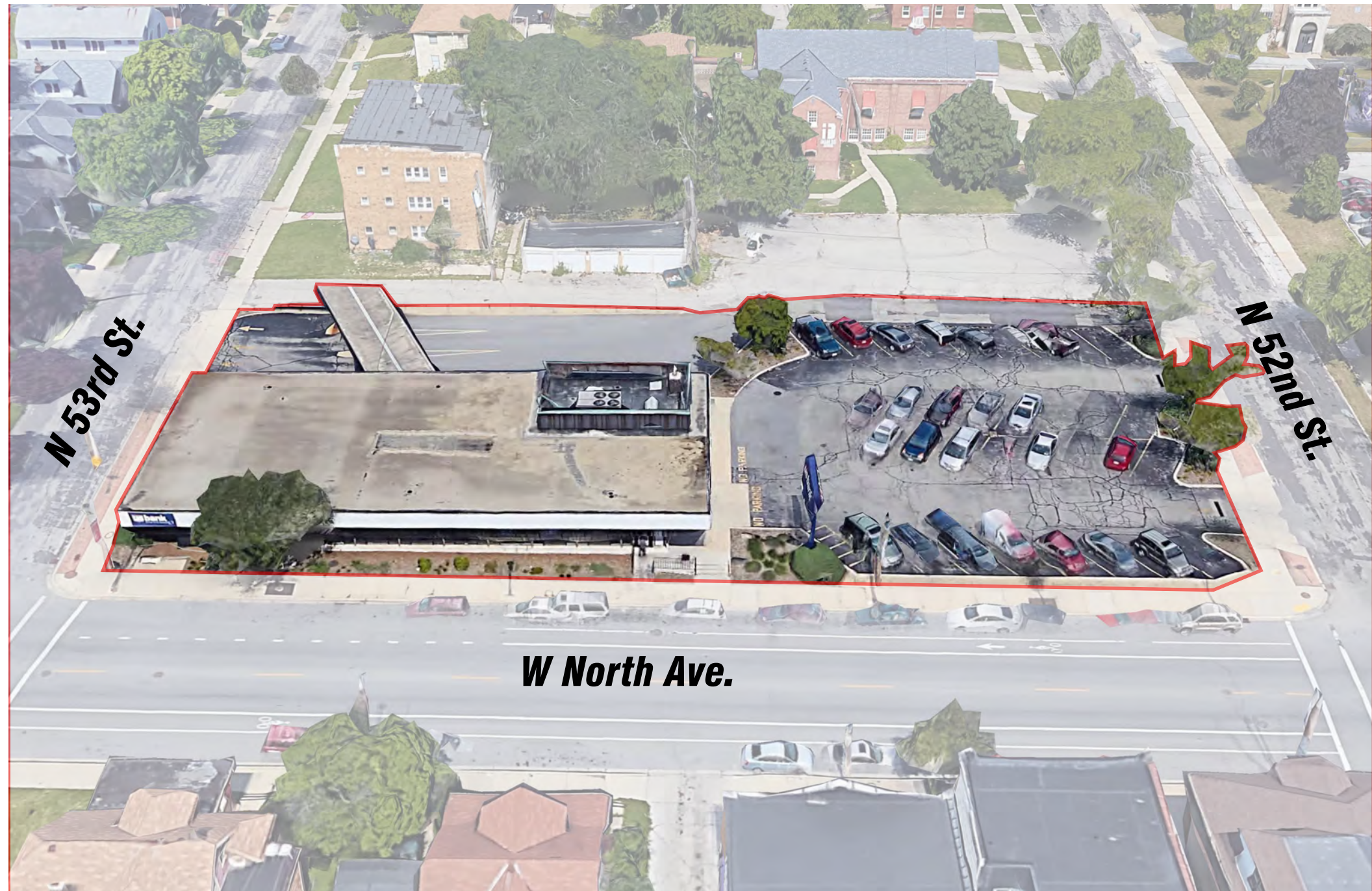
Satellite Plan



.8 ACRES

Site 2 : US Bank

Birds Eye View



N 53rd St.

N 52nd St.

W North Ave.

Site 2 : US Bank

Site Summary



DEVELOPMENT OPTIONS NEW CONSTRUCTION

US Bank Tenant

Rental space

Residential above retail

Private and public parking



Site 2 : Mixed-Use Housing and US Bank

Quorum



1 LOWER LEVEL FLOOR PLAN

Department Legend

- Amenities
- Circulation
- Core
- Parking



2 FIRST FLOOR PLAN

Department Legend

- Bank
- Circulation
- Core
- Grocery Store
- Parking



3 SECOND FLOOR

Department Legend

- Amenities
- Circulation
- Core



4 THIRD - FIFTH FLOORS

Department Legend

- Circulation
- Core
- Residential Units

Site 2 : Mixed-Use Housing and US Bank

Quorum



Site 3 : Parking, Placemaking, & Streetscaping – SmithGroup

Satellite Plan



.79 ACRES

Site 3 : Parking, Placemaking, & Streetscaping

Birds Eye View

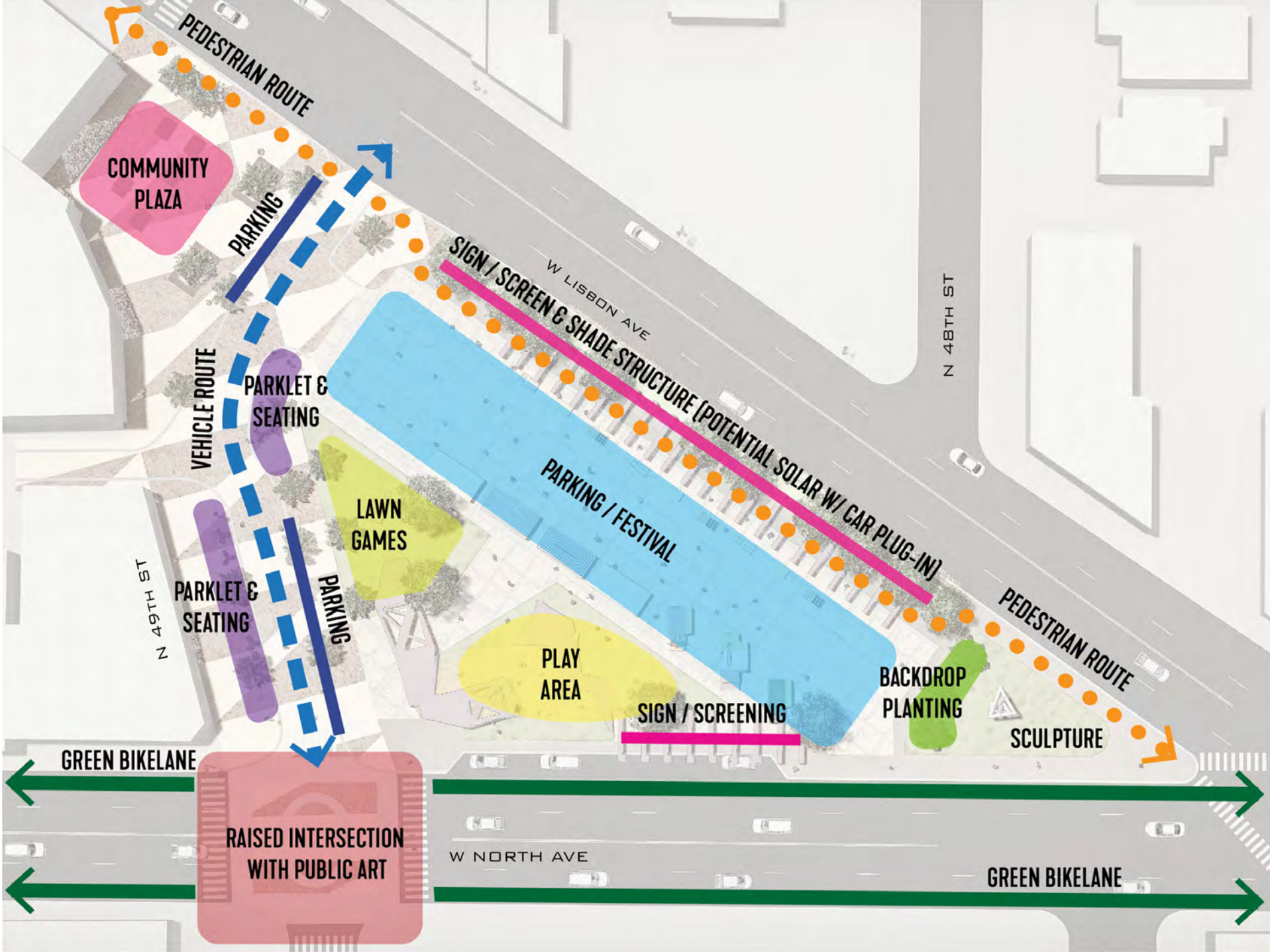


Streetscaping
Branding
Placemaking
Traffic calming



Site 3 : Streetscaping & Placemaking

SmithGroup



Site 3 : Streetscaping & Placemaking

SmithGroup

RAISED INTERSECTION WITH PUBLIC ART

SHARED STREET SPACE
PLANTER WITH SEATING

DISTRICT IDENTITY
& SHADE STR



PARKLET

LAWN GAME
PLAY AREA

DISTRICT IDENTITY/
SCREEN & SHADE
STRUCTURE

GREEN BIKELANE

Site 3 : Parking, Placemaking, & Streetscaping



Site 3 : Streetscaping & Placemaking

SmithGroup

KIT OF PARTS

PLACEMAKING



SEATING



BIKE RACK



DISTRICT IDENTITY



BUS SHELTER



PARKLET



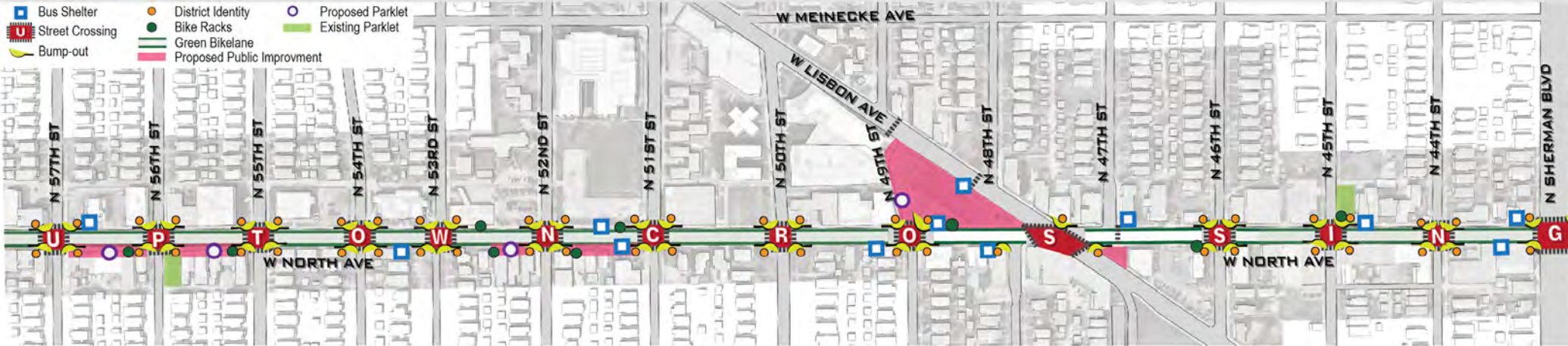
PLANTER



BUMP-OUT



PAVING

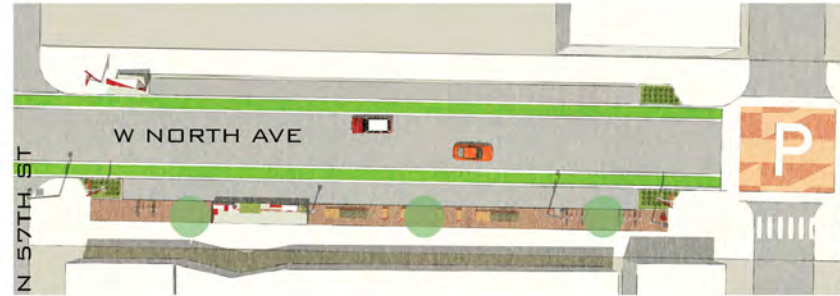
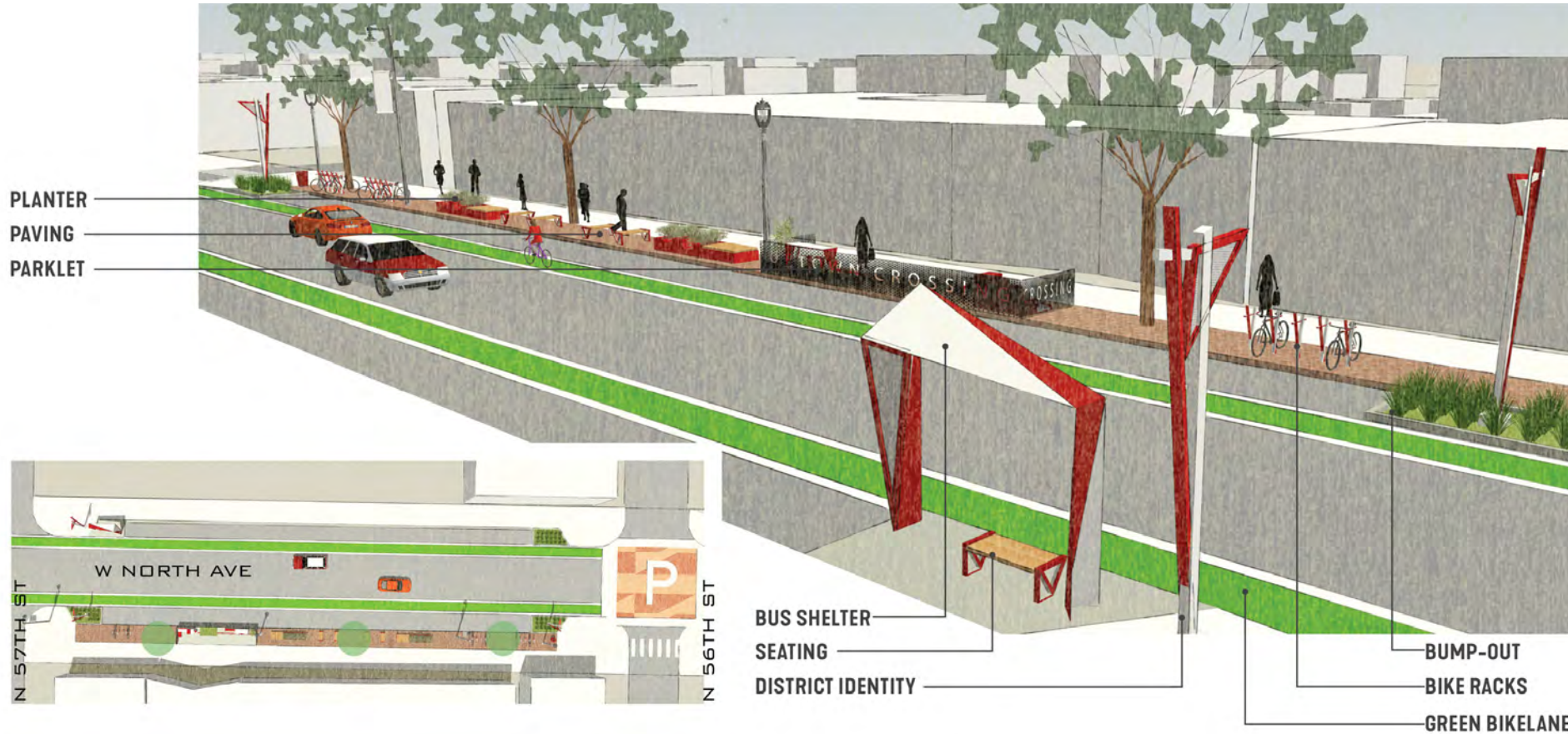


Site 3 : Streetscaping & Placemaking

SmithGroup

W NORTH AVE BETWEEN
56TH & 57TH ST

STREETSCAPE

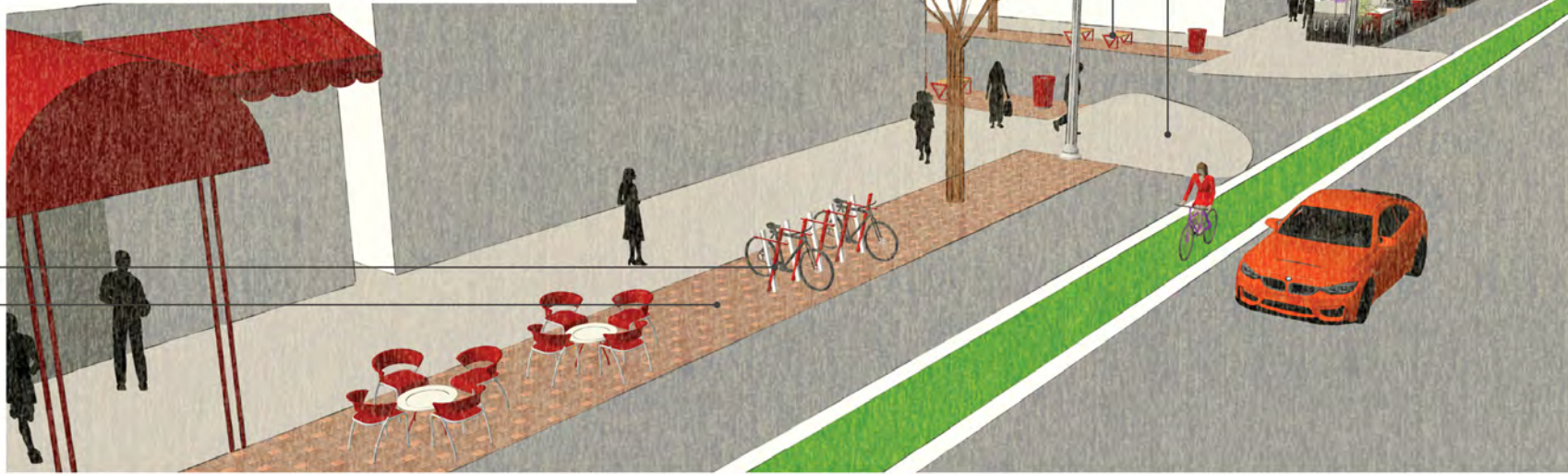
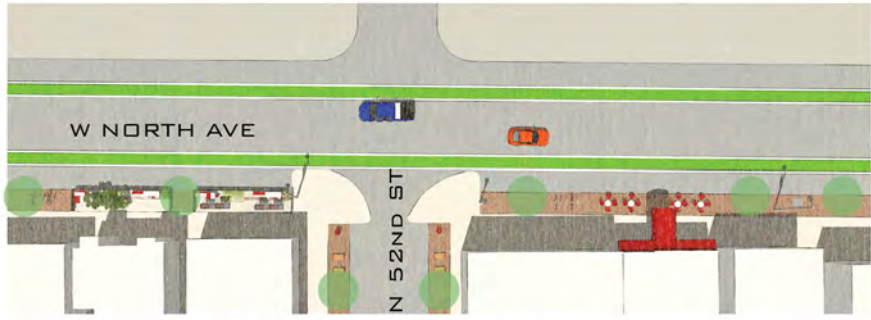


Site 3 : Streetscaping & Placemaking

SmithGroup

W NORTH AVE BETWEEN
52ND & 53RD ST

STREETSCAPE



BIKES
PAVING

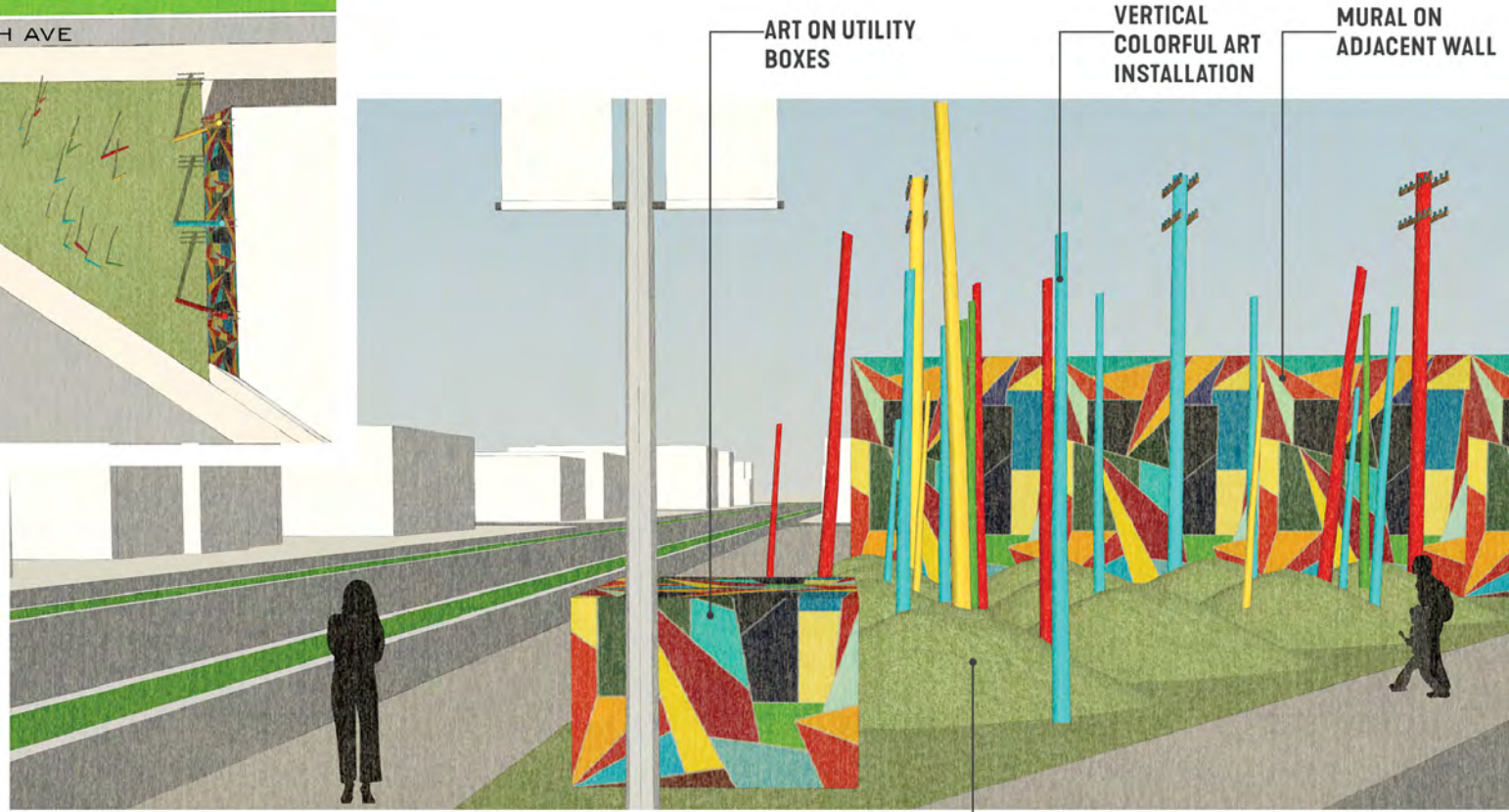
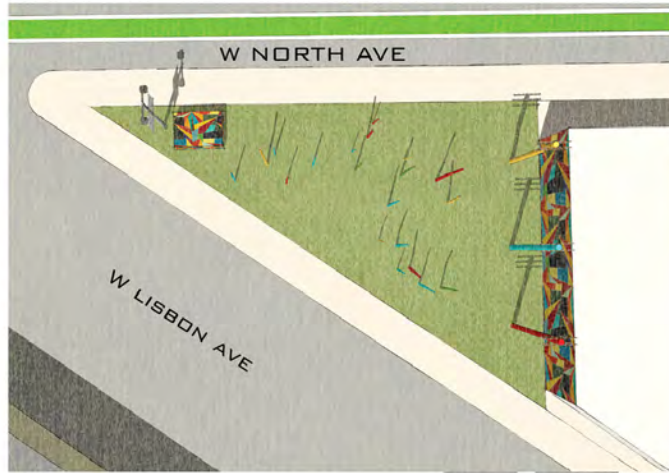
PARKLET
SEATING
BUMP-OUT



Site 3 : Streetscaping & Placemaking

SmithGroup

ART INSTALLATION 47TH ST & W LISBON AVE

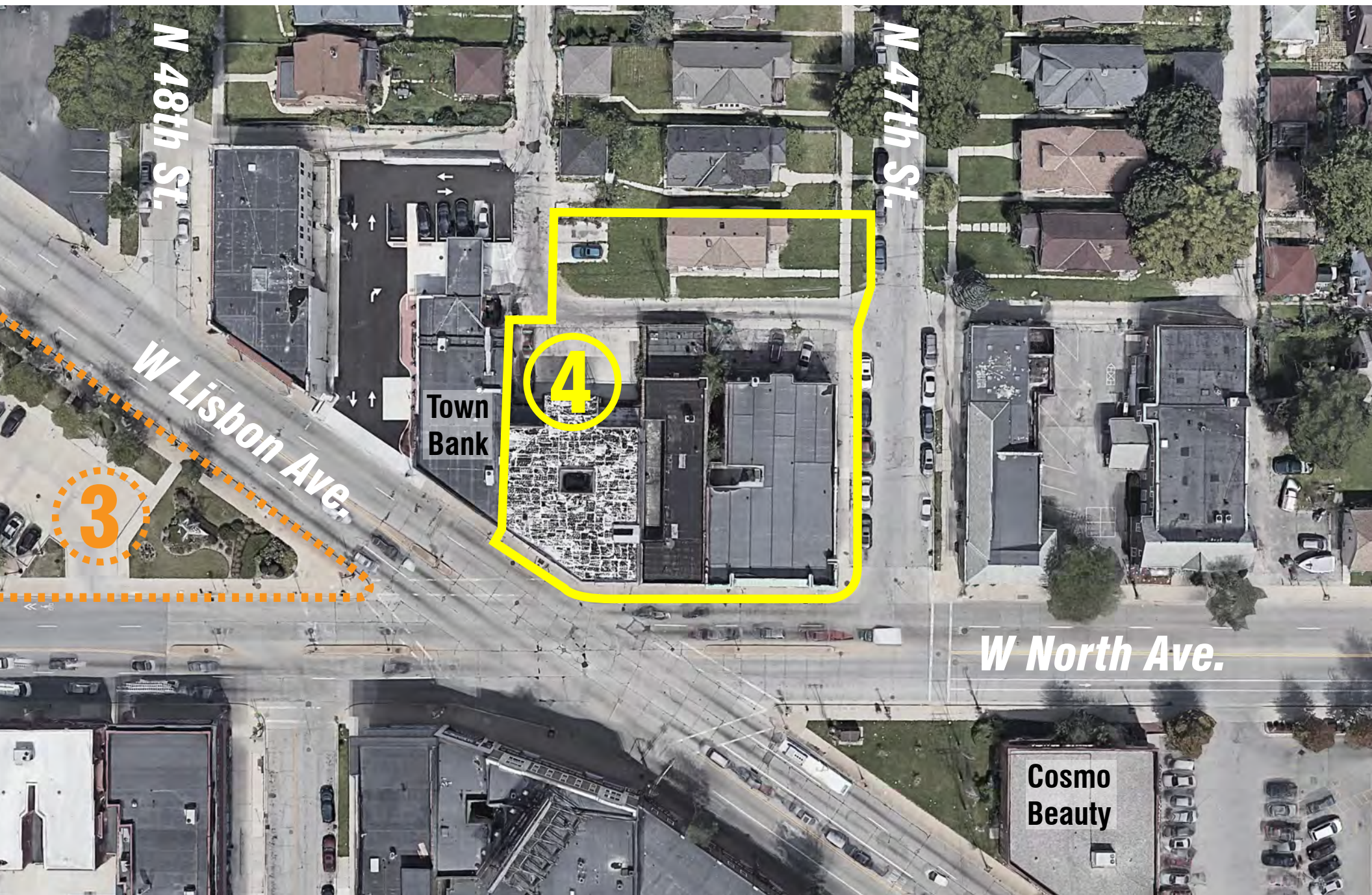


LANDFORMS



Site 4 : 4700 Block W North – inStudio

Satellite Plan



.53 ACRES

Site 4 : Agape Love Deliverance Church and Weinsklar Building

Birds Eye View



W Lisbon Ave.

N 47th St.

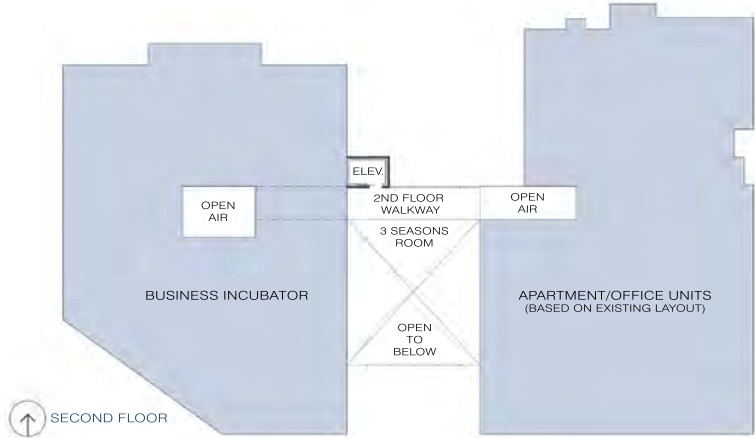
W North Ave.

More Than Just Chicks
Barber & Beauty

Site 4 : Incubator and Retail

in.studio

Retail, Barbershop Offices Housing
 Business lounge Evening activity



Site 4 : Incubator and Retail

in.studio



Site 5 : Ralph's Coffee – Galbraith Carnahan

Satellite Plan



1.03 ACRES

Site 5 : Ralph's Coffee

Birds Eye View



N 46th St.

W Lisbon Ave.

N 45th St.

Site 5 : Mixed-use Development

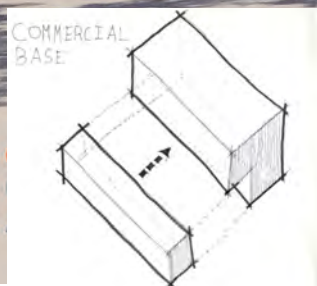
Galbraith Carnahan

- Mixed-use
- Variety of housing
- Small retail ground floor
- Gateway signage
- Public and private plazas



Site 5 : Mixed-use Development

Galbraith Carnahan



Site 6 : WI-175 Entrance – Engberg Anderson

Satellite Plan



6.05 ACRES

Site 6 : WI-175 Entrance

Birds Eye View



W Lisbon Ave.

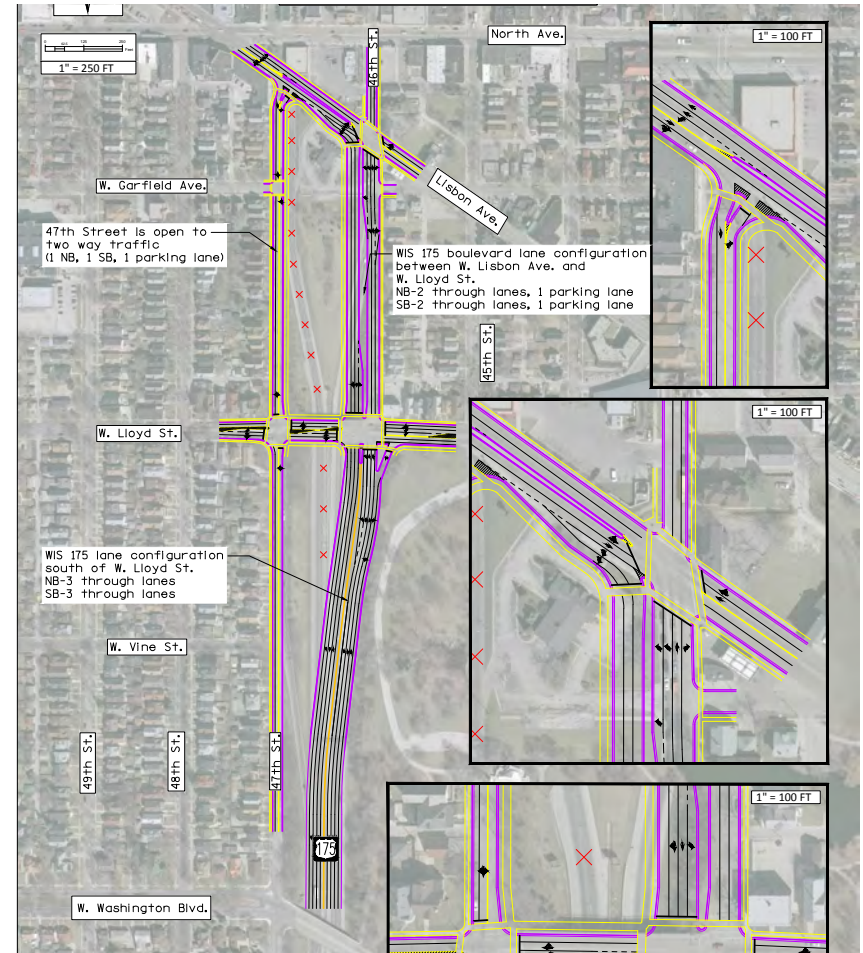
N 47th St.

N 46th St.

W Lloyd St.

Site 6 : WI-175 Entrance

Site Summary



NEW CONSTRUCTION

Gateway public spaces

Housing

Neighborhood grocery

Internal green spaces

Site 6 : Residential & Grocery

Engberg Anderson



- KEY:**
- = GROCERY STORE
1 STORY 7,825 SF
 - = 54 UNIT TOWN HOMES
PARKING GARAGE
UNDER PLINTH
 - 1. MARKET PLAZA
 - 2. RECONNECTION PARK
 - 3. GATEWAY TO WASHINGTON PARK

- 4. BIKE PATH
- 5. CONNECTION TO RESIDENTIAL
- 6. AMPHITHEATER
- 7. RESIDENTIAL PLAZA PLINTH
- 8. GATE WAY SIGNAGE



Site 6 : Residential & Grocery

Engberg Anderson



Site 6 : Residential & Grocery

Engberg Anderson



- KEY:**
- = GROCERY STORE
1 STORY 7,825 SF
 - = 140 APARTMENT UNITS
PARKING GARAGE
UNDER PLINTH
 - 1. MARKET PLAZA
 - 2. RECONNECTION PARK
 - 3. GATEWAY TO WASHINGTON PARK

- 4. BIKE PATH
- 5. SPLASH PADS
- 6. RESIDENTIAL COURTYARD
- 7. COMMUNITY GARDEN
- 8. GATEWAY SIGNAGE



Site 6 : Residential & Grocery

Engberg Anderson



KEY:

= GROCERY STORE
1 STORY 8,800 SF

= 262 APARTMENT UNITS
PARKING GARAGE
UNDER PLINTH

1. MARKET PLAZA

2. COURTYARDS

3. GATEWAY TO
WASHINGTON PARK

4. BIKE PATH

5. SPLASH PADS

6. RESIDENTIAL PLAZA

7. COMMUNITY GARDE

8. GATE WAY BRIDGE

9. DOG PARK



Site 6 : Residential & Grocery

Engberg Anderson



FUTURE POSSIBILITIES

UPTOWN CROSSING

