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ACKNOWLEDGMENTS & PROJECT LEADERSHIP





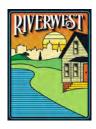








Community Members











BEERLINE TRAIL PARTNERS

Bader Philanthropies City of Milwaukee Greater Milwaukee Committee Greater Milwaukee Foundation LISC - Milwaukee MKE<->LAX Rails to Trails Conservancy Riverworks Development Corporation & Riverworks Business Improvement District Wisconsin Women's Business Initiative Corporation

Plan funded by:

LISC - Milwaukee City of Milwaukee

Plan prepared by:

GRAEF

Plan finalized: October 2019

BEERLINE FUNDING **PARTNERS**

ArtPlace America **Bader Philanthropies** Brico Fund CarMax Foundation City of Milwaukee Fund for Lake Michigan Greater Milwaukee Foundation KABOOM! LISC - Milwaukee Milwaukee Arts Board National Endowment for the Arts Neighborhood Improvement Development Corp. Office of Community Services Prairie Springs: The Paul Fleckenstein Trust Rails to Trails Conservancy The Kresge Foundation Wisconsin Department of Transportation Wisconsin Housing and Economic **Development Authority** Wisconsin Women's Business Initiative Corporation

A MESSAGE FROM MAYOR TOM BARRETT

The Beerline Trail exemplifies the City of Milwaukee's commitment to reimagining and repurposing formerly underutilized spaces to bring new investment and energy to our neighborhoods.

With the help of many community partners, we have transformed a former rail corridor into a multi-use trail connecting the Harambee and Riverwest neighborhoods and providing space for community gatherings, performances, and public art. The Beerline Trail also serves as an anchor for equitable economic development in the surrounding neighborhood.

The process of developing the Beerline Trail has unified arts and culture with community development, created civic gathering places, and amplified local voices and cultures. This is the Milwaukee Method of Creative Placemaking and the efforts to develop the Beerline Trail that relied on significant community involvement demonstrate that our Milwaukee Method works.

This Beerline Trail Equitable Implementation Plan serves as the vision for the next phase of development and stewardship of the Beerline Trail. This includes the development of a linear park along the trail, improved connections to adjacent neighborhoods, increased programming and art installations, and exciting redevelopment projects along the trail. The Plan also provides a road map for how the City and our partners will achieve this vision in a way that ensures existing residents and businesses are able to benefit from investments on and along the trail.

With the group of strong partners that are committed to the future of the Beerline Trail and aligned to carry out this Plan, I know the Beerline will continue to develop as a signature public space in our City. See you on the trail!

Tom Barrett Mayor

Dan Barrell



WHAT IS THE BEERLINE TRAIL?

The Beerline Trail runs diagonally through the Harambee and Riverwest neighborhoods of Milwaukee along a former railroad right-of-way. Since 2002, the City of Milwaukee and community partners have been working to clear railroad tracks and make the right-of-way accessible to the neighborhood as a connective corridor and green space.

Much has been accomplished – there is a paved trail from N. Bremen Street that runs diagonally to W. Capitol Drive, and there have been many incremental improvements to the trail driven by community members, including public art, seating areas, and many community events and programs on the trail.

WHAT IS THE BEERLINE TRAIL NEIGHBORHOOD DEVELOPMENT PROJECT?

The Beerline Trail Neighborhood Development Project was created to ensure the next phases of trail development serve the needs of the community, and that other development inspired by and centered around the trail as a premier public green space benefits residents equitably. Prior to the Beerline Trail Neighborhood Development Project efforts, this corridor was significantly impacted by blight, disinvestment, and a lack of perceived safety. This plan lays out the road map towards these community goals and priority projects.

NEIGHBORHOOD CONTEXT

The Beerline Trail crosses Holton Street, a commercial corridor that also acts as the border between the Harambee (West of Holton) and Riverwest (East of Holton) neighborhoods. Residents of Harambee and Riverwest often feel culturally separate from each other, not only due to the geographic boundary, but also due to economic and racial differences between the neighborhoods. A key value of our work with this public space design is to create an inviting place for cultural exchange that can stimulate sustainable connections with residents of both neighborhoods given these differences, both real and perceived.

In general, about 50% of residents living in the Harambee neighborhood live at or below the poverty line, compared to less than 25% of Riverwest residents. About 85% of Harambee residents identify as African-American, compared to around 20% of Riverwest residents. Over 60% of Riverwest residents identify as white, compared to around 4% of Harambee residents. Property values in Harambee are far below property values in Riverwest.

For further demographic data, neighborhood context, and history, please see the Appendix.

WHAT'S NEXT FOR THE BEERLINE?

A World-Class Linear Park & Community Green Space

envisioned through numerous community conversations & engagement events shaping the Lifeways Plan design for the Beerline Trail by Walter Hood, Hood Design Studio (2019 MacArthur Fellow & Gish Prize Awardee)

Regional Connectivity to the Wider <u>Bike & Pedestrian</u> network

coordinated by the Rails-to-Trails Conservancy through the Route of the Badger project

Community Leadership & Programming

with community partners along the trail & in the surrounding neighborhoods

Community-Centered Development Projects

including commercial & residential development designed to provide equitable benefits to residents



$\overline{ ext{VISION}}$ of the Beerline Trail Neighborhood Development Project



BEERLINE TRAIL GROWS TO CONNECT NEIGHBORS THROUGH INVESTING IN PROPERTIES & GREEN SPACE

Develop a linear park and other green spaces in connection with reimagining and rehabilitating nearby properties as a wraparound approach based in resident and business engagement. Emphasize intentional design that incorporates art, health, landscape, and sustainable living practices.



RIVERWORKS GROWS AS A NEIGHBORHOOD-BASED CREATIVE DISTRICT

Identify, attract, and support for existing and potential creative entrepreneurs in the neighborhoods through business development, marketing and promotion, live-work space development, and public programs.



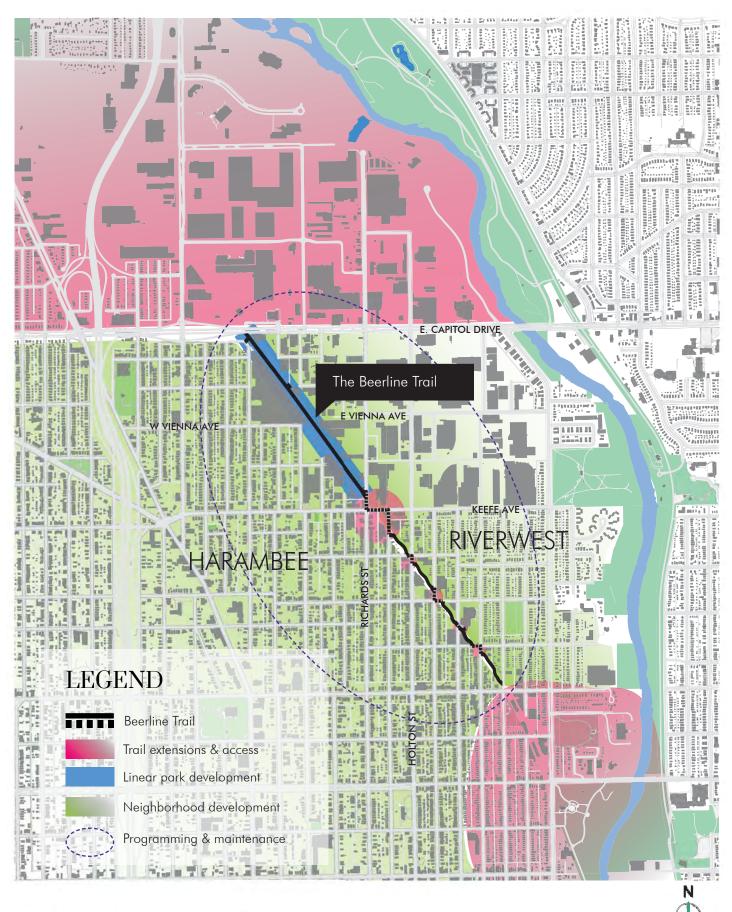
INCLUSIVE COMMUNICATIONS PLATFORM DEVELOPS TO BUILD NEIGHBOR PARTICIPATION IN DEVELOPMENT PROCESSES

Share information, inspiration, and input among neighborhood stakeholders around development opportunities. Create Art and Neighbor Engagement strategies and Storybuilding tools in a variety of media and program forms to foster communication. Activate stewards from the neighborhood and the region committed to long-term health and resources for the neighborhood development project.



HOUSING MARKET STABILIZES TO ADDRESS ECONOMIC DISPARITY FOR CURRENT RESIDENTS

Create opportunities for care and development of existing and new residential properties. Pilot new rehabilitation methods that focus on long-term home investment, green infrastructure and creative livework space. Align real estate developers, industry professionals, residents and business owners to address the issue of development in keeping with current property values.



Datg: SEWRPC Aerial (2015); City of Milwaukee; MMSD; Milwaukee County; WisDOT

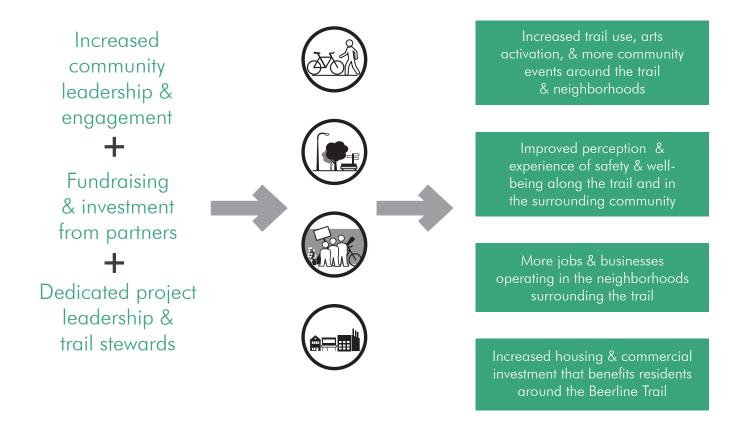
EXECUTIVE SUMMARY

The Beerline Trail Neighborhood Development Project is a result of the vision, imagination, and planning of many: community members from the Harambee and Riverwest neighborhoods, Milwaukee artists and landscape architects, community organizers, non-profit organizations and philanthropists, and the City of Milwaukee. Since 2002, this network of individuals and organizations have combined efforts, ideas, and resources for the improvement of the trail and the surrounding community. Much has been accomplished, but fully realizing the potential for the Beerline Trail to achieve the goals established by neighborhood residents will require continued efforts and additional resources.

It is at this pivotal moment that this Equitable Implementation Plan seeks to chart a path forward – through trail branding, wayfinding, and publicity,

to leadership and management, to neighborhood development efforts, and of course, to the continued construction and refinement of the trail itself and future phases to connect to the regional trail network.

This Equitable Implementation Plan seeks to express a unified and coherent vision for the future of the trail and provide a road map for the next five years of work that will be needed to achieve the project's goals. As of the writing of this plan this work is well underway – in fact, trail and community development activity has been happening for the past five years or more. This Plan also summarizes the work that has already taken place on the trail and in the surrounding neighborhoods and show how the future of the project will build on this momentum for the benefit of the residents of Harambee and Riverwest.



ACTION PLAN: PRIORITY PROJECTS



Trail Extensions & Access Improvements

Ensure that residents can easily **access** the Beerline Trail as a neighborhood green space and **connection** to employment and gathering spaces.

- **1.** Create an east/west access point in the center of the Linear Park at Vienna Avenue.
- **2.** Address existing gaps in the Beerline Trail through wayfinding signage and on-street bikeway improvements.
- **3.** Extend the trail and connect into the larger trail network to the north and south of the Beerline Trail.



Described by The Kresge Foundation as "the deliberate integration of arts and culture in revitalization work," creative placemaking can be a way to address economic disinvestment with a cross sectoral approach.

The Milwaukee Method of Creative Placemaking has been formed in collaboration with national partners:

- » Increases access to important resources such as public place, green space, freshwater lakes, rivers, and other natural amenities via trail networks
- » Unifies the arts and culture with economic and community development
- » Accelerates equitable neighborhood development through creating civic gathering spaces and wraparound investment
- » Increases density, safety, business creation, tax base, and property values
- » Strengthens public and private alignments
- » Supports local artists, makers, and other creative entrepreneurs to colead neighborhood engagement processes



Design & Buildout of the Linear Park

Implement the Hood Design Studio Lifeways Plans to create a signature neighborhood **green space** that will connect community members, provide amenities, support programming, and incorporate local art into a contemporary landscape.

- Develop The Connector building at the southern entrance of the Linear Park, E. Keefe Avenue & N. Richards Street.
- 2. Install trail lighting along the Linear Park.
- **3.** Install wayfinding at entrances and throughout the Linear Park.

WHAT IS EQUITABLE DEVELOPMENT?

To sustain and enrich the lives of people in Harambee and Riverwest by promoting health, well-being, and prosperity through increased circulation of resources, voices, ideas, labor, and creativity.

Equitable development is a place-based approach to creative placemaking, community investment & programming that breaks down barriers and expands opportunity, specifically for underserved or low income people and communities of color. The Beerline Trail Neighborhood Development Project (BTNDP) has refined this more general definition of equitable development as the basis for the project's mission statement.

Trail Programming & Maintenance

Focus on **stewardship** of the trail and neighborhood through **inclusive** programming and a **sustainable** maintenance plan that fosters the local work force.

- **1.** Carry out programming that prioritizes collaboration with residents, organizations, artists, and youth in Harambee and Riverwest.
- **2.** Ensure that programming is affordable and accessible to all residents and visitors.
- **3.** Develop short- and long-term maintenance plans, including funding needs and sustainable funding resources.

The BTNDP envisions the trail itself, as well as the social infrastructure it supports and the community-based development it inspires, to spur circulation of resources, voices, and creativity within the community.

Through the work of this project the neighborhood will come to see itself as a place full of life and opportunity for all.



Guide Equitable Development & Entrepreneurship

Work with the community and partners to develop commercial corridors that **support** the neighborhoods and affordable housing to **benefit** residents.

- Guide the commercial redevelopment & acquisition of properties of interest along the Linear Park.
- **2.** Spur development and enhancement on the primary commercial corridors of the surrounding neighborhoods.
- **3.** Collaborate with development partners in the creation and rehabilitation of affordable housing on the north side of Harambee.

WHO IS THIS PLAN FOR?

This Plan is meant to inspire and motivate residents, community members, and project partners to realize the vision for the Beerline Trail and the Harambee & Riverwest neighborhoods together, through hard work, creativity, and investment. It is also a tool for project partners to define roles and responsibilities for the ongoing development of the Beerline Trail and assist in tracking progress and collective accountability to the community. This Plan would not have been possible without the hundreds of neighbors and community stakeholders who have been involved thus far, sharing their dedication to their community and their vision for the future of the trail and the neighborhoods.

- » Residents
- » Community Stakeholders
- » Workers
- » Business Owners
- » Property Owners
- » Artists
- » Funders
- » Programming Partners









ACTION PLAN COST ESTIMATES: PRIORITY PROJECTS



Trail Continuity, Extensions, & Access Points

(page 23)

Connecting the Trail Gaps Extending the Trail North

\$300,000 \$400,000 + potential I43 crossing



Linear Park Priority Projects

(page 31)

Vienna Avenue Crossing \$1,295,000
Gateway 1: Connector Building Park \$725,000 + Connector Building
Gateway 2: Capitol Bridge Yards \$760,000
Infrastructure (Utilities + Lighting) \$285,000
Priority Projects Total \$3,065,000

Chapter 2 of the full version of the Implementation Plan contains additional details about the full build-out of the Linear Park.



Connector Building Development

(page 34)

Site work & development

\$550,000



Annual Programming & Maintenance Budgets

(page 41)

Annual budget for programming Annual maintenance budget

\$200,000 \$20,000

LEVERAGED INVESTMENT:

These investments will leverage and be reinforced by new housing and commercial development, including affordable housing development in the neighborhoods adjacent to the trail and commercial development led by local entrepreneurs in Milwaukee's Creative District. This includes an anticipated:

- \$20 million in affordable housing construction and rehabilitation.
- \$15 million in commercial, industrial, and community space development
- \$400,000 in safety and public art projects

MANAGEMENT & STEWARDSHIP

The Beerline Trail Neighborhood Development Project is a creative placemaking collaboration located in the Riverworks area, including the Harambee and Riverwest neighborhoods.

Guided by the Milwaukee Method of Creative Placemaking, the current Project Leadership Team is an outgrowth of the Guiding Lenses Group that formed in 2014. The Guiding Lenses Group is a broad set of neighbors and civic leaders that came together for the Beerline Trail Neighborhood Development Project.

The Project Leadership team consists of representatives from the local and national organizations listed below. Members combine their expertise and resources in support of the project mission, vision, and goals.

The Project Leadership Team meets both as a complete decision-making body, and as topic-specific committees as needed.

Moving forward, the Beerline Trail Neighborhood Development Project will formalize a fiscal agent and governance structure under the umbrella of Riverworks Development Corp. in order to carry out fundraising for the next implementation stages of the project. This structure will provide continued opportunities for resident leadership. The dedicated members of the current project leadership team will continue to support the project through implementation, either through advising and collaboration or more formal roles.

CONSENSUS DECISION MAKERS:



ADVISORS & COLLABORATORS:



PROJECT INVESTMENT TO-DATE

To-date, approximately **\$2.9 million has been invested** in the Beerline Trail between Capitol Drive and Burleigh Street, leveraging additional investment in real estate development adjacent to the trail. Highlights include:

- » Land Aquisition and Trail Construction (WISDOT TE Funding)
 Total Investment: \$1,260,000
- » Community Improvement Projects on the trail (9 total projects funded since 2014)
 Total Investment: \$133,000
- » Planning, Engagement and Programming Total Investment \$765,000
- » Environmental Remediation (removal and cleanup of 3456 N. Buffum)

 Total Investment: \$755,000

Investment by Staff, Partners, & Community Members:

,000 hours +

Investment in Trailadjacent Real Estate Projects:

\$7 million +

Total \$10 i

\$10 million +

PROJECT ACCOMPLISHMENTS TO-DATE

- » Neighborhood people power investment
- » Project Leadership Team monthly meetings & ongoing stewardship + management
- » Guiding Lenses Group participation & leadership
- » Environmental remediation along the trail and the future linear park area
- » Paved path from W. Capitol Drive to N. Bremen Street/ E. Burleigh Street
- » Signage & wayfinding
- » Shipping containers for community spaces: green house, performances, class room

- » Outdoor classroom
- » Landscaping
- » Lighting
- » Murals & other public art
- » Ice skating rink
- » Seating area behind Café Corazon
- » Maintenance (ongoing)
- » Programming (ongoing)
- » Community capacity building & leadership development
- » Lifeways Plan
- » Equitable Implementation Plan

PROJECT TIMELINE

late 1800s: The Beerline Trail train line ran through the Harambee & Riverwest neighborhoods to reach breweries along the Milwaukee River. 1990s: The Beerline Trail train line right-of-way is abandoned as industry & transportation in Milwaukee and the nation changes.





community engagement



2002: Neighborhood residents work together with the City to remove old railroad tracks in the Beerline rail right-of-way, creating a trail from N. Bremen Street & E. Burleigh Street to N. Buffum Street.



2015: The Beerline Trail Linear Park between N. Richards Street and W. Capitol Drive opens for public use.

2018: The Project
Leadership Team
continues to regularly
meet to develop the
Lifeways and Equitable
Implementation Plans,
with a set of actions
and priorities, and a
new management
structure for the
next phases of
implementation.

2019: The Equitable Implementation Plan and the Lifeways Plan for the linear park are completed.





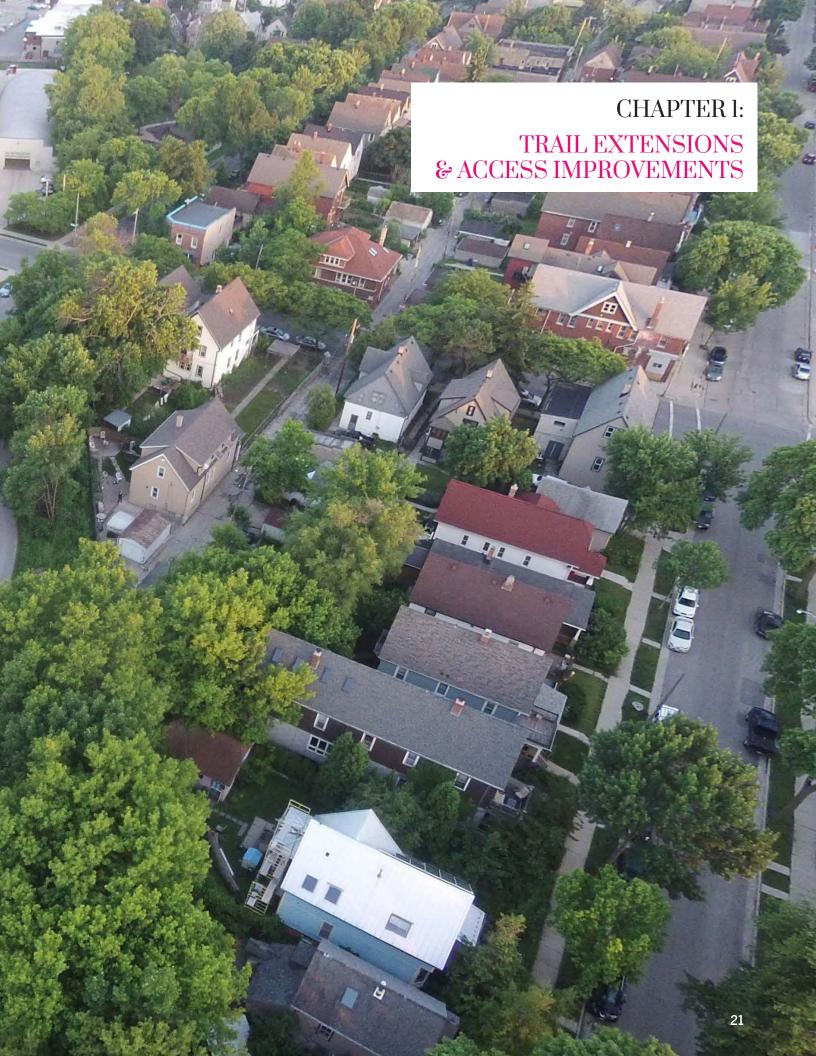
fundraising & implementation phase

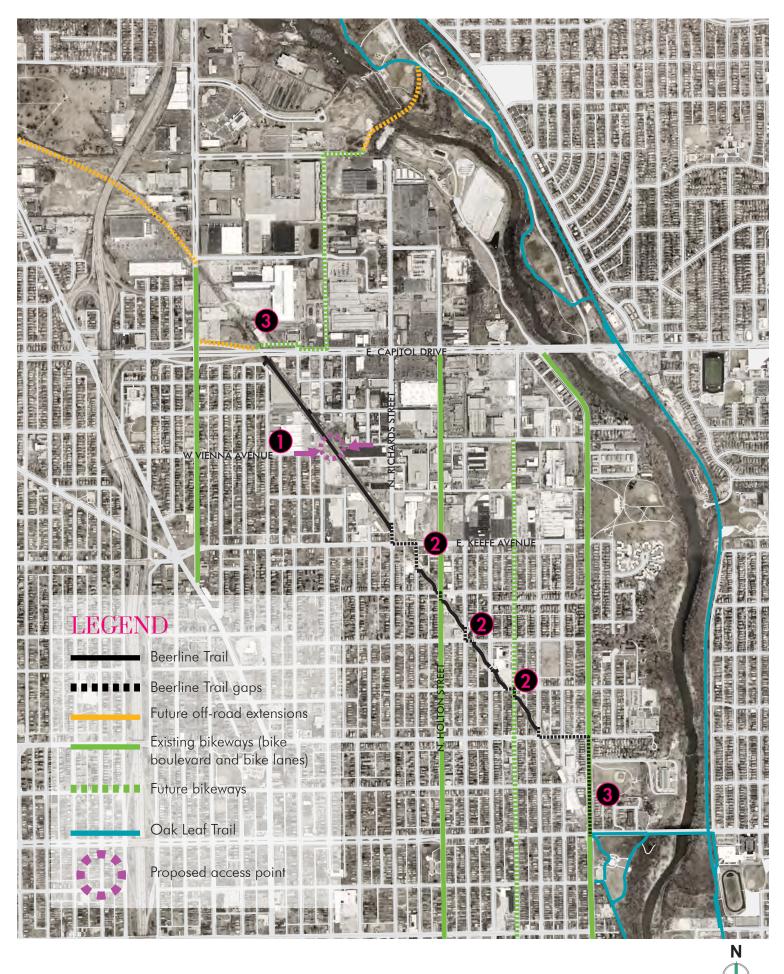


2018: Hood Design Studio begins work on the linear park landscape and public space design – the Lifeways Plan. Project priorities are determined for future phasing of the project.









September 13, 2019
Data: SEWRPC Aerial (2015); City of Milwaukee; MMSD; Milwaukee County; WisDOT

.25 mile

TRAIL EXTENSIONS & ACCESS IMPROVEMENTS

One of the most important set of considerations when planning for the future of the Beerline Trail are issues of **access** and **connection**. To ensure equitable access to the trail, programming, and development around the Beerline Trail, community members should know where the trail is and how to access it, and trail planning efforts will work to ensure that navigating the trail is intuitive for all users. The trail will also connect into the larger trail network in the city and beyond, allowing community members to more effectively use the Beerline Trail for recreation and transportation.

The Beerline Trail in Harambee and Riverwest runs at a diagonal through the neighborhood grid system along the former rail corridor. One end of the trail begins mid-block at Bremen Street, and cuts five blocks north west to Buffum Street at a diagonal, sometimes crossing streets mid-block or cutting through just a corner of a block, before entering the most northern section of the trail from Keefe and Richards Street to the bridge over W. Capitol Drive.

This section of the trail is not interrupted by neighborhood blocks or streets because here the trail runs through an industrial area (the Riverworks Business Improvement District), with large buildings backing up to the formal rail corridor. This northern part of the trail is also the future site of the linear Beerline Trail Park.

These two development patterns along the Beerline result in two challenges related to access and connection.

- » The southeastern part of the trail is interrupted by the block pattern; it can be difficult for trail users to see where the trail continues. Sometimes these gaps in the trail are short, but at other points the gaps in the trail are longer and difficult to navigate for trail users.
- » The challenge related to trail access occurs in the northwest section of the existing trail, in the part of the trail that runs through Harambee. This Linear Park section of the Beerline Trail has few access points and creating additional access points to the east and west is currently in progress.

Finally, neither end of the trail directly connects to the broader trail network. The southeast end of the trail is four blocks away from the Oak Leaf Trail, and the northwest end does not yet have a close connection to another trail, through plans are in progress to extend the trail to the north as well.

PRIORITY PROJECTS

Create an east/west access point in the center of the Linear Park at Vienna Avenue.

Cost: \$50,000

Develop design options for all gaps in the Beerline Trail, through wayfinding, signage, & on-street bikeways.

Cost: \$50,000 - \$150,000

3 Extend the trail & connect into the larger trail & bike/ped network.

Cost: \$575,000 + potential I43 crossing









Priority 1: Create an east/west access point in the center of the Linear Park at Vienna Avenue.

One of the primary challenges to trail access along the Beerline is the lack of access points in the northwestern part of the trail, particularly from the west. After careful consideration, W. Vienna Avenue was determined to be the highest priority for connection into the trail. Access at W. Vienna Avenue will be provided by access between U.S. Corrugated and the company parking lot. This area is currently gated and inaccessible to the public, but discussions are underway between the property owner, the City of Milwaukee, Riverworks, and other stakeholders about opening up this access point while maintaining security. The Project Leadership Team has focused on the Vienna access point as a top priority for the linear park, including visualizations of gateways and

landscaping. Discussions are currently underway with the property owner on E. Vienna Avenue for options to provide an additional access point on the east side of the trail to create a prominent east/west connection in the center of the Linear Park section of the Beerline Trail.

- » Continue discussions with property owners on Vienna Avenue to ensure that the public will be able to access the Beerline Trail from the east and west sides of the trail at Vienna Avenue.
- » Install gateway markers and landscaping to provide enhanced access.







Priority 2: Develop design options for all gaps in the Beerline Trail, through wayfinding, signage, & on-street bikeways.

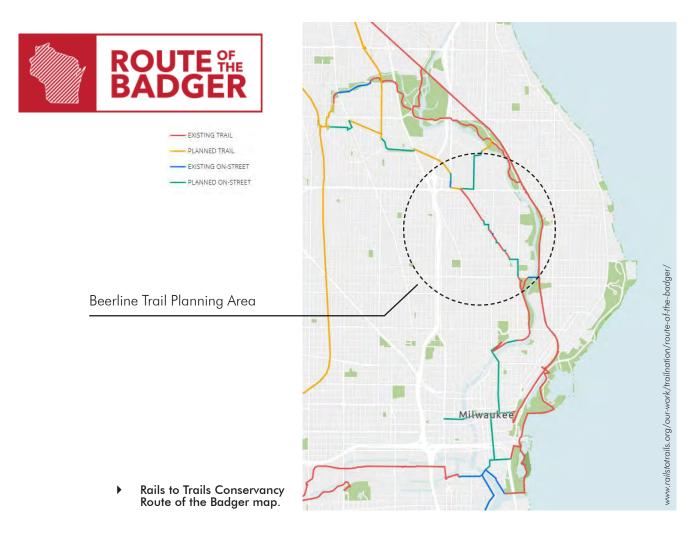
The second priority project is focused on ensuring that trail users can easily determine where the trail continues, especially in the southeastern part of the trail where the Beerline Trail is frequently interrupted by the street grid. Sometimes it is easy to see where the trail continues, with an entrance visible just across the street. In other locations, the continuation of the trail is completely hidden around a corner and down the street, requiring people using the trail to navigate onto the street or sidewalk to continue along the Beerline Trail.

There are several strategies that could be used to tie the segments of the Beerline Trail together:

» Physically paint a line or pattern on the street or sidewalk between trail segments to "fill in the

- gaps," as shown in the images above. This strategy would allow even those moving quickly by bicycle to instantly see how to find the next trail connection.
- » Post trail maps and wayfinding at each gap in the trail, clearly marking where the user is, and where the trail picks up again. A third strategy could be to extend the Beerline Trail signage onto the street along the route that connects the trail segments.

- » Determine the preferred method(s) for filling in the gaps in the trail.
- » Design and implement these enhancements, in partnership with neighborhood residents and artists.



Priority 3: Extend the trail & connect into the larger Milwaukee trail & bike/ped network

The existing Beerline Trail is currently disconnected from the rest of the Milwaukee trail network, both on the northern and southern ends. The Rails-to-Trails Conservancy has developed a plan for connecting the Beerline to the rest of the trails in Milwaukee through a combination of on-street bikeways and new off-street multi-use trails as part of the Route of Badger planning efforts. Plans and discussions are underway to ensure these connections can be made so the Beerline Trail can work as a true transportation route, allowing neighborhood residents to travel to destinations throughout the community.

Some of these connections could be accomplished through clearly marked on-street bikeways and connections, for example from the southern end of the trail at Burleigh Street to the Oak Leaf Trail in Gordon Park. Other extensions, such as new offstreet trails or on-street bike accommodations to the north of the existing Beerline Trail, will require land purchases and/or easements in order to ensure that adequate connections can be made and new trail extensions can be developed.

- » Discussions with neighboring communities and the County to plan for land acquisition and enhancements
- » Acquire land and/or easements for trail development

IMPLEMENTATION ACTION PLAN

	ACTIONS	LEAD	PARTNERS
1.	Create an east/west access point in the center of the Linear Park at Vienna Avenue.	» Riverworks» City of Milwaukee	» Private property owners
2.	Address all gaps in the Beerline Trail, through wayfinding signage and on-street bikeways.	» City of Milwaukee	» Riverworks» Residents» Artists
	 Finalize & strengthen trail route from N. Buffum Street to Linear Park/trail entrance on N. Richards Street. 		
	Develop design alternatives for intersections between Richards/Keefe and Bremen/Burleigh streets.		
	Improve the wayfinding and branding of the trail, particularly from Richards/Keefe to Bremen/Burleigh, and from Capital to other connections, destinations, and amenities.		
	Coordinate signage with Milwaukee County's county-wide trail signage initiative.	» Riverworks	» Milwaukee County» City of Milwaukee
3.	Extend the trail and connect into the larger Milwaukee trail network to the north and south of the Beerline Trail.	» Riverworks» Rails-to-Trails Conservancy» City of Milwaukee	 » City of Milwaukee » City of Glendale » Milwaukee County » Railroad » Private property owners
	Meet with property owners and relevant parties to the north re: ownership, easements, and connections to the northeast and northwest from E. Capitol Drive.		
4.	Identify potential sites on and adjacent to the trail for opportunities to strengthen the identity and branding of the trail, bike racks, informational/educational signage, benches, and other complementary public spaces and amenities.	» Riverworks» City of Milwaukee	» Residents» Designers
5.	Increase and improve connections from private properties to the existing and future trail – identify the options for this and share these design guidelines and opportunities with property owners.	» Riverworks BID	» City of Milwaukee
6.	Work with Bublr bikes to identify and install bike sharing stations throughout the district.	» City of Milwaukee » Riverworks	» Rails-to-TrailsConservancy» Bublr Bikes
	Advocate for and work with Bublr bikes and dockless scooter-sharing companies to identify solutions to break barriers to micro-mobility utilization.		27









- A view of potential implementation at Vienna Avenue in the Linear Park.
- Linear park site plan rendering.



DESIGN & BUILDOUT OF THE LINEAR PARK

In 2017, Hood Design Studio was hired through grant funding by the Project Leadership Team and a selection committee to develop a conceptual plan for a linear park along the Beerline Trail between N. Richards Street and W. Capitol Drive. Development of the conceptual plan included community engagement and site visits by the design team to learn about the Harambee neighborhood and generate ideas with residents. In 2018, Hood Design Studio refined the concept plan into "the Beerline Trail Lifeways Plan", a landscape and park plan including a phased implementation section with cost estimates for development.

Three primary development areas have been identified within the ½-mile long park. These investments are seen as catalytic projects that will spur further park development over time. These phases could be carried out in stages, or all at once depending on funding availability. The estimated total cost of constructing these catalytic gateway areas is approximately \$3 million (plus contingency). Full build-out of the linear park envisioned by Beerline Trail Lifeways Plan is approximately \$7 million (plus contingency).

- » The "central entry" to the park the access point at Vienna Avenue. This plan highlights the Vienna Avenue project as one of the priorities in the previous section on Trail Access & Extensions. (short-term priority)
- » South entry at N. Richards Street & E. Keefe Avenue, including the Connector Building. (shortterm priority)

» North at the Capitol Drive bridge. (medium- to long-term)

The Lifeways Plan is written to facilitate investment in these three catalytic sites as well as incremental development and landscaping of the park in between, using recycled materials when possible and temporary installations when needed to kick-start the process. In order to realize the vision for the park that the Lifeways Plan presents, significant investment will be needed, focused around each of the catalytic sites. This plan recommends investment be focused first on the Vienna Avenue access point and the southern entrance to the park at N. Richards Street and E. Keefe Avenue, as well as key improvements throughout the trail, such as lighting and wayfinding. The northern entrance at W. Capitol Drive would be enhanced as shown in the Lifeways Plan once the trail is extended and connected to the wider trail network to the north.

The Lifeways Plan envisions the Beerline Trail Linear Park as a world-class artistic neighborhood-based green space, filled with trees and activated at strategic locations by existing and future development and diverse programming that is responsive to the active and passive recreational needs of the surrounding Harambee neighborhood. The Lifeways Plan states that "the proposals [...] focus on envisioning the possibilities, aiming to identify elements, programs, and improvements that could be transformative to the space."

PRIORITY PROJECTS

Develop the Connector building at the southern entrance of the Linear Park, E. Keefe Avenue & N. Richards Street.

Install trail lighting along the Linear Park.

Install wayfinding at entrances and throughout the Linear Park.

Cost: \$550,000

Cost: \$180,000

Cost: \$280,000

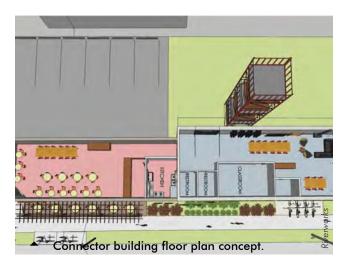


The Executive
Summary from the
Lifeways Plan by
Hood Design Studio.











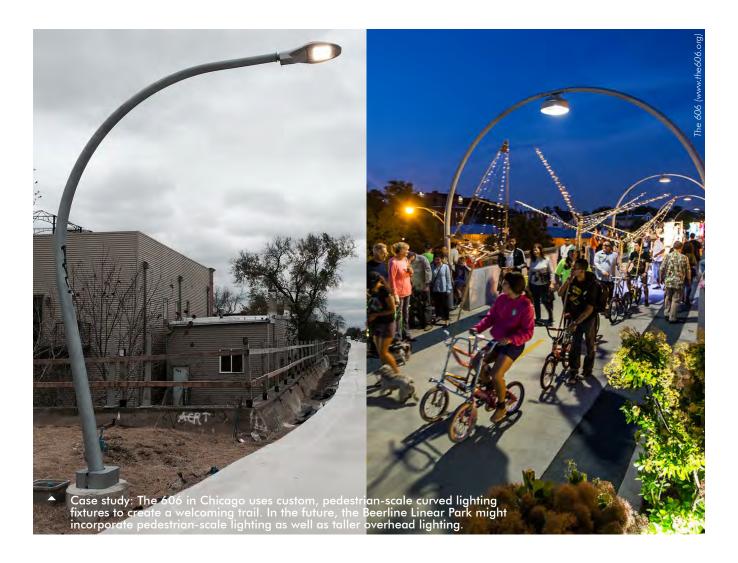
Priority 1: Develop the Connector building.

The Connector is a development concept for a building on the northwest corner of N. Richards Street and E. Keefe Avenue, directly on the Beerline Trail's southern entrance to the Linear Park. The building itself was recently acquired by the City of Milwaukee. Riverworks Development Corporation plans to purchase and redevelop the building as a catalyst to development of the Linear Park and to create a community space destination with community visibility.

The vision for the building is to serve as a key community gathering space, bringing together residents and community stakeholders from Harambee, Riverwest, Riverworks, and beyond and providing opportunity for social interaction, learning

and training, and recreation. Early concepts for the building include a café, a gathering space, and potentially outdoor equipment rentals for use on the trail.

- » Complete the acquisition process.
- » Seek development funds.
- » Determine level of due diligence and environmental clean-up required and initiate process.
- » Confirm design priorities, community uses, and implement.
- » Develop framework for programming and community rentals.



Priority 2: Install trail lighting along the Linear Park.

Installing lighting within the Linear Park is a critical priority to ensure that people feel safe and comfortable using the trail for transportation and recreation. Currently, the Project Leadership Team has proposed to install streetlights that are appropriately scaled for the trail. The City of Milwaukee has a variety of lighting options that can be considered. This is seen as a key first step in park development to enhance current and growing use of the Beerline Trail.

- » Determine options for developing electrical infrastructure through the site.
- » Determine spacing and placement of the lighting to enhance the nighttime experience while still being mindful of light pollution to surrounding neighbors.
- » Consider future custom lighting for the trail that complements future phases of the design of the Linear Park.







Priority 3: Install wayfinding at entrances & throughout the Linear Park.

Developing a wayfinding strategy for the Linear Park and the northwest section of the Beerline Trail is a near-term priority to encourage residents to use and navigate the trail with confidence, encouraging activity along the trail and safety for all residents. Wayfinding could take the form of map kiosks, signage with arrows, and/or simple signs marking the name of the trail and crossroads. The Lifeways Plan outlines a proposed wayfinding signage strategy for the Linear Park.

Overtime, the wayfinding strategy that is developed in the Linear Park should extend to the southeastern part of the Beerline trail as well, serving to unite the sections of the trail visually, extend into the surrounding neighborhoods, and encourage further interaction between neighbors.

- » Develop a signage strategy and concept with resident input.
- » Hire a professional graphic design team to further develop the signage strategy into a cohesive visual language for the linear park and trail.
- » Fabricate and install signage in stages, beginning with the most important entrances and access points to the linear park (Vienna Avenue and the southern gateway at N. Richards Street and E. Keefe Avenue).

IMPLEMENTATION ACTION PLAN

	ACTIONS	LEAD	PARTNERS
1.	Develop the Connector building at the southern entrance of the Linear Park, E. Keefe Avenue & N. Richards Street.	» Riverworks	» City of Milwaukee
2.	Install trail lighting along the Linear Park.	» City of Milwaukee	» Riverworks
3.	Install wayfinding at entrances and throughout the Linear Park.	» Riverworks» City of Milwaukee	
4.	Assess conditions of the Capitol Drive bridge for potential enhancements, including gateway opportunities for the trail and neighborhoods, and potential removal of the billboards.	» Riverworks	» City of Milwaukee
5.	Continue implementation of the Lifeways Plan beyond the initial priorities, as funding is available.	» Project Leadership Team	» Hood Design Studio
6.	Determine stormwater needs and opportunities, and incorporate into implementation.	» City of Milwaukee	» Final design & engineering team
7.	Prioritize residents and local organizations / companies in the application process (hiring quota) for training and hiring for preconstruction, construction, and post-construction jobs associated with the Beerline Trail.	» Riverworks	
8.	Identify individuals to assist and manage the procurement, curation, and construction of the Linear Park using recycled and new materials.	» Project Leadership Team	
	Identify recycled material resources and potential storage spaces.	» Procurement partner	
9.	Identify and hire through an RFQ/RFP process potential partners in the final design and engineering, construction management, and physical construction of the Linear Park.	» Project Leadership Team	» Hood Design Studio







- Riverworks held the first Annual Beerline Trail 5k as part of Riverworks Week in 2019.
 - Local artists lead programming whenever possible, including fine arts, music, film, performance, and other forms of creative expression and placemaking.





TRAIL PROGRAMMING & MAINTENANCE

Programming on the Beerline Trail has been ongoing since 2014 and has included a rich diversity of community led activities. Programming is anticipated to continue as the Beerline Trail evolves and will encourage neighborhood residents to access the trail and use it as a communal space. This public asset is and can be a driver of community and economic development for the Harambee and Riverwest neighborhoods.

Riverworks and its current programming partners plan to continue to make an impact socially and physically through the ongoing collaboration with residents, entrepreneurs, artists, and other community stakeholders. These current and future initiatives will continue to spur growth, community development, and economic development in Harambee, Riverwest, and the Riverworks Business Improvement District by empowering residents, youth, artists, and entrepreneurs to be active participants and leaders in the community.

A critical goal of the Beerline Trail efforts is to connect neighbors through the investment in the green space and surrounding properties. By tying together social connection, health, economic development, and culture we are touching every part of people's lives in a way that gives ownership to those who need it most.

The economic and cultural activities taking place on the Beerline Trail make this area a critical Milwaukee destination stimulating further investment in the community.

Programming includes:

- » 53212Marketplace
- » Music
- » Food Truck Fridays
- » Friday Flicks
- » Community Days
- » Design-build workshops
- » Health Days
- » Public Art
- » Trail Walks & Runs
- » Riverworks Week

PRIORITY PROJECTS

- Carry out programming that fosters collaboration with residents, organizations, artists, and youth in Harambee and Riverwest.
- 2 Ensure programming is affordable and accessible to all residents and visitors.
- Develop short- and long-term maintenance plans, including funding needs and sustainable funding resources.

Target programming budget: \$200,000 per year

Target maintenance budget: \$20,000 per year





Priority 1: Carry out programming that fosters collaboration with residents, organizations, artists, & youth in Harambee & Riverwest.

The Beerline Trail is a unique urban trail as it fully integrates community programming and creative placemaking. Much of what makes this possible is the involvement of residents, community artists, and youth. Continuing and expanding this community leadership is critical to maintain the momentum of the engagement in programming that is responsive to community needs and desires.

Next Steps

- » Explore the establishment of a Friends of the Beerline Trail group and build capacity of resident leadership.
- » Identify sustainable funding resources for continued robust community engagement, leadership, and programming that fosters collaboration.

Priority 2: Ensure that programming is affordable & accessible to all residents & visitors.

The partners involved in planning and hosting programming for the Beerline Trail are committed to the events and programs being affordable and accessible to all in the community. This is critical for an incredibly diverse community – socioeconomically, racially, by age, background, etc. The Beerline Trail and its associated community programming is critical to provide opportunities for the vibrant and diverse community to gather.

Furthermore, programming can and will continue to include Beerline Trail neighbors in the development of the Beerline Trail itself, as well as complementary improvements throughout the community.

- Continue to seek funding for innovative and inclusive programming.
- » Continue to work the Guiding Lenses Group and neighbors in the development and implementation of programming.
- » Continue to actively market programs and events to Beerline Trail neighbors and other community members.







Priority 3: Develop short- & long-term maintenance plans, including funding needs & sustainable funding resources.

The Project Leadership Team works closely to maintain the Beerline Trail on a regular basis to ensure a quality experience for trail users. With continued investment in the Beerline Trail, including the Linear Park, a new maintenance plan will need to be developed in order to ensure that the space is maintained.

Maintenance of the Beerline Trail is currently undertaken by Riverworks and the City of Milwaukee. Riverworks and the City of Milwaukee's Department of Public Works will continue to refine maintenance duties and formalize future maintenance in a Memorandum of Understanding (MOU).

- Consider partnering with Milwaukee County for specialized on-going trail maintenance.
- » Create an MOU between lead agencies for trail maintenance.
- » Develop a Beerline Trail Ranger Program to provide job-training to neighborhood youth in sustainable landscape practices.
- » Ensure that spaces are designed and built with maintenance in mind.
- » Develop staff capacity for regular maintenance and continued physical improvements of the space.
- » Seek sustainable funding resources for continued maintenance.
- » Train staff for short-term and long-term maintenance.
- » Explore the establishment of a Friends of the Beerline Trail Group to lead and assist with some on-going maintenance efforts, as appropriate.

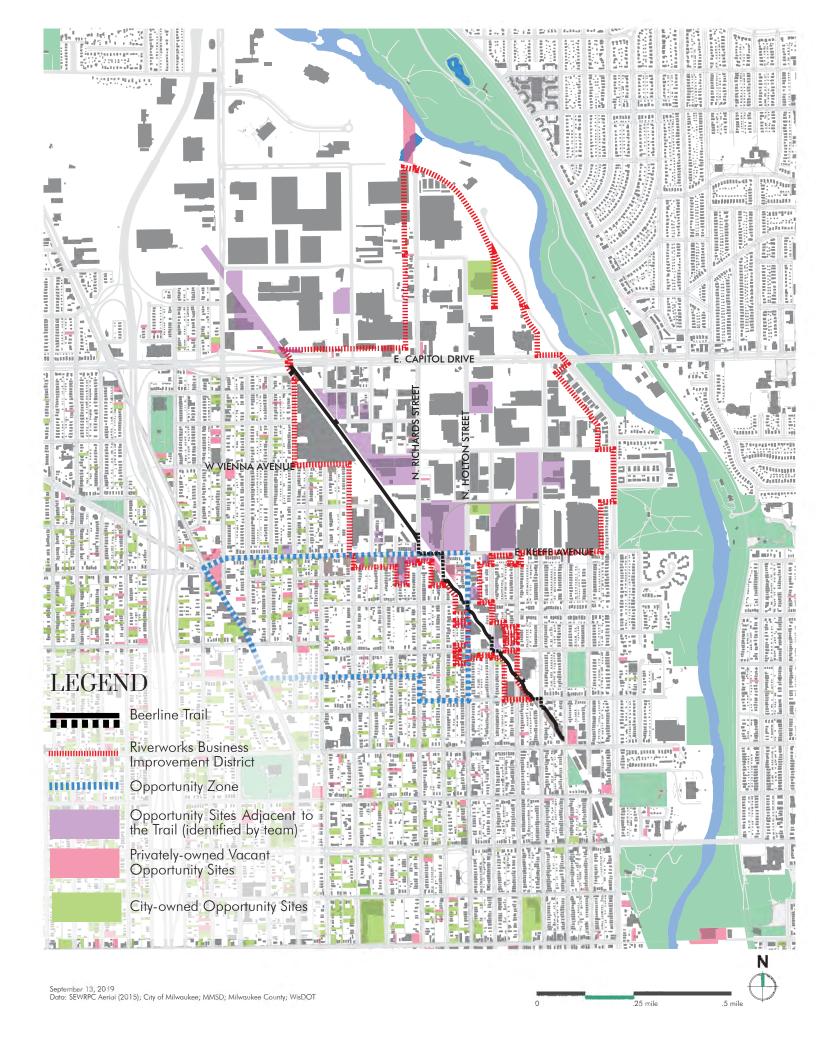
IMPLEMENTATION ACTION PLAN

	ACTIONS	LEAD PARTNERS
1.	Carry out programming that fosters collaboration with residents, organizations, artists, and youth in Harambee and Riverwest.	 » Project Leadership Team » Future Friends of the Beerline Trail
2.	Ensure that programming is affordable and accessible to all residents and visitors.	» Riverworks » Project Leadership Team » Programming partner
3.	Develop short- and long-term maintenance plans, including funding needs and sustainable funding resources.	» Riverworks » City of Milwaukee """ """ """ """ """ """ """ """ """
4.	Ensure an equitable distribution of funding for educational programs that support capacity building, leadership, mentorship, internships, apprenticeships, and technical assistance in Harambee.	» Project Leadership Team
5.	Partner with Running Rebels to maintain and strengthen physical and programming presence around the Capitol Drive bridge.	» Riverworks » Running Rebels » Future Friends of the Beerline Trail
6.	Strengthen relationships with key partners in the programming of the trail: Running Rebels, Keefe Avenue Safety Task Force, Groundwork Milwaukee, Artists Working in Education, Jazale's Art Studio, Riverworks BID, Urban Ecology Center, Bike Fed, Safe & Sound, Teens Grow Greens, etc.	» Riverworks » Rails-to-Trails Conservancy
7.	Identify gaps and opportunities in programming – by type and physical location to be programmed, and determine partners to meet these needs.	» Riverworks
8.	Consider a programming RFP/RFQ process for coordinated funding on the Beerline and to increase diversity in programming.	» Riverworks
9.	Develop a temporary and permanent art and creative placemaking selection and funding process (including guidelines and an application process accessible on the website).	» Riverworks » Future Friends of the Beerline Trail » Local artists » Greater Milwaukee Committee
10	• Continue building on the trail identity and branding as part of programming and maintenance of the trail.	» Riverworks
11	 Determine framework of use of trail for programming (reservations, liability & insurance, music/sound, alcohol, etc.) 	» City of Milwaukee » Riverworks









GUIDE EQUITABLE DEVELOPMENT & ENTREPRENEURSHIP

The Beerline Trail and surrounding neighborhoods are in the unique position to leverage investment to counter decades of unjust disinvestment. The Beerline Trail itself, as it evolves and continues to be expanded as a recreational trail network and creative recreation space, holds the potential to leverage significant investment in the surrounding neighborhoods. This investment will increase the density of residential housing and creative businesses. With this increase in density, the Beerline Trail will gain momentum as a community asset and destination in Milwaukee, particularly as the Beerline Trail is further expanded to connect to the broader existing and planned regional trail network.

These efforts should align with the overall goals of the City of Milwaukee's Anti-Displacement Plan of prioritizing choice and equity alongside traditional development goals. Project partners will continue to monitor real estate market trends and prioritize strategies that benefit existing area residents and businesses

Riverworks and the Harambee neighborhoods

surround much of the Beerline Trail, and both areas offer significant opportunities for enhancement and redevelopment that benefit the existing and growing residential and business community. One such community investment in the near term will be "The Connector" building (page 34), which will be critical to set the foundation for equitable economic development. Priority projects as part of the Beerline Trail Neighborhood Development Project include:

- » Residential rehabilitation & development to improve the housing quality & options for existing residents
- » Commercial & residential development projects adjacent to the Beerline Trail with a focus on supporting creative entrepreneurs

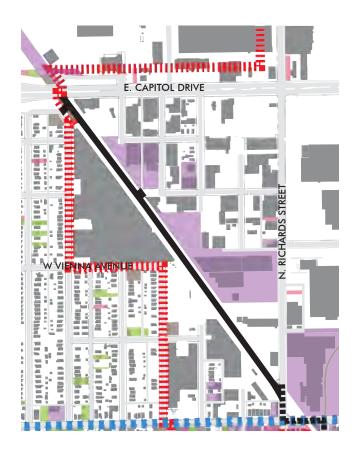
There is a deep commitment to stabilizing property values in Harambee and the Riverworks Business Improvement District (BID). While some equitable development is naturally occurring by community commitment, Riverworks and partners are instrumental in guiding equitable development to ensure that high quality and affordable development for current residents and creative entrepreneurs is created and maintained.

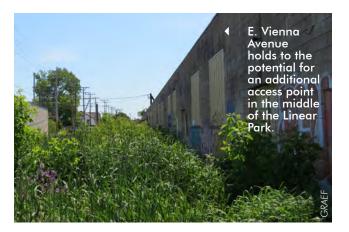
PRIORITY PROJECTS

- Guide the commercial redevelopment & acquisition of properties of interest along the Linear Park.
- 2 Spur development and enhancement on the primary commercial corridors of the surrounding neighborhoods.
- Collaborate with development partners in the creation and rehabilitation of affordable housing on the north side of Harambee.

\$15 million: estimated commercial, industrial, and community space development

\$20 million: estimated affordable housing construction and rehabilitation





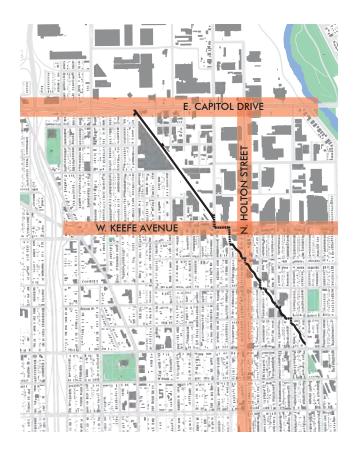


Priority 1: Guide the commercial redevelopment & acquisition of properties of interest along the Linear Park.

A great number of opportunity areas throughout the Beerline Trail Neighborhood Development Project area are ripe for equitable development. Project leaders are actively guiding these opportunities with partners, to ensure these opportunities to further engage or integrate with the Beerline Trail are complementary to the mission and vision of the Beerline Trail Neighborhood Development Project.

Given the nature of the development pattern of the area, as well as the location of vacant sites and available properties, many available sites are existing structures on scattered sites – these sites are highlighted above in purple. The size and locations of these sites make them ideal for continued redevelopment and rehabilitation for creative entrepreneurship and manufacturing uses.

- » Continue marketing the Beerline Trail and Riverworks as a Creative District to continue the growth and attraction of businesses that focus on creative enterprise and hire from the local community.
- When possible, project partners should acquire properties to leverage impactful equitable development.
- » Continue to work closely with all district property owners to encourage creative investment with equitable development in mind.
- » Encourage property owners adjacent to the Beerline Trail to embrace the trail through use and investment in the space as an amenity for employees and customers.









Priority 2: Spur development & enhancement on the primary commercial corridors of the surrounding neighborhoods.

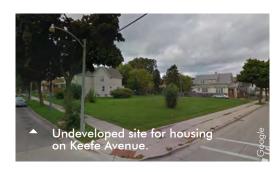
Equitable development in the Beerline Trail Neighborhood Development Project area includes continued enhancement, rehabilitation, and redevelopment of properties along critical commercial corridors. These corridors are the lifeblood of the community as they contain many of the commercial and retail uses that provide vitality, services, and jobs for the community. Furthermore, they are integral in drawing users to the Beerline Trail – from a visibility standpoint, but also as major travel corridors for cars, bikers, and pedestrians.

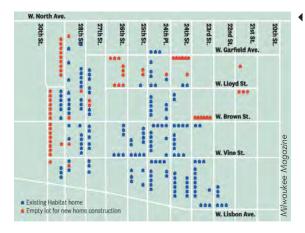
The corridors currently prioritized are Holton Street, Keefe Avenue, and Capitol Drive given their potential for commercial development and reinvestment, as well as for high-quality, multifamily residential development when appropriate.

- Continue to work with property owners and developers on a site-by-site basis to increase commercial corridor vitality through coordinated investment.
- » Connect property and business owners with the City of Milwaukee's Commercial Corridor Team, WWBIC, and other business development resources.
- » Consider programs and resources by local governmental agencies to provide match funding, loans, and other resources to improve the physical spaces and growth of businesses.



An example of local affordable housing development by Habitat for Humanity in Milwaukee's Midtown neighborhood.





An example of the level of impact on a neighborhood scale – Midtown neighborhood.





Priority 3: Collaborate with development partners in the creation & rehabilitation of affordable housing on the north side of Harambee.

As seen on the map of redevelopment potential in the Beerline Trail Neighborhood Development Project area, there are a great number of scattered infill sites (pink and green sites), predominantly in the residential areas of Harambee. These sites provide a significant opportunity to create new high-quality affordable housing in the area. Now is a critical time to plan for the renaissance of these neighborhoods and housing opportunities, given the available sites, level of interest in investment from local development partners, and desires to continue to diversify the available housing stock in Harambee. While the properties directly adjacent to the linear park are not anticipated to convert to residential uses, efforts should continue to develop affordable and mixed-

income rental and homeownership opportunities in the neighborhood. Discussions are underway with potential partners to secure opportunities for affordable rentals and expanded homeownership opportunities to existing residents of Harambee.

- » Continue partnerships and pursuit of high-quality affordable housing development for rentals and homeownership in Harambee – including multifamily apartments, townhomes, condominiums, and co-ops.
- » Continue to build capacity amongst Harambee residents to increase homeownership through home buyer education and home buying clubs.

IMPLEMENTATION ACTION PLAN

Commercial & Residential Development Projects Adjacent to the Beerline Trail with a Focus on Supporting Creative Entrepreneurs

	ACTIONS	LEAD	PARTNERS
1.	Guide the commercial redevelopment & acquisition of properties of interest along the Linear Park.	» Riverworks » Project Leadership Team	» City of Milwaukee » LISC
2.	Spur development and enhancement on the primary commercial corridors of the surrounding neighborhoods.	» Riverworks	» City of Milwaukee» LISC» Corridor businesses
3.	Confirm development & revitalization activity in Harambee by partners (ongoing).	» Riverworks	» LISC » City of Milwaukee
4.	Identify sites of interest: vacant properties, underutilized parcels, tax-delinquent, foreclosed, City-owned lots and properties.	» Riverworks	» City of Milwaukee» LISC» Development partners
	Triage these sites based on potential for: re/development, rehabilitation, business investment, public space investment, and land control (City-owned).		
5.	Leverage and strengthen The Vibe and Marketplace 53212 as an incubator to support [creative] entrepreneurs and new businesses on and near the Beerline Trail.	» Riverworks » WWBIC	» LISC
6.	Collect existing, create new as needed, and share business, entrepreneurship, and worker collective resources with all businesses in the vicinity of the Beerline Trail.	» Riverworks » WWBIC	» City of Milwaukee» LISC» Greater MilwaukeeCommittee
7.	Leverage and strengthen the Business Improvement District's involvement in the Beerline Trail's creative placemaking and equitable development opportunities.	» Riverworks BID» Project Leadership Team	
8.	Leverage the Opportunity Zone and other tax incentives for equitable development.	» Riverworks	» City of Milwaukee» LISC» Greater MilwaukeeCommittee
9.	Consider whether a tax increment district (TID) can be implemented and support efforts in the vicinity of the Beerline Trail.	» City of Milwaukee	» Riverworks» Development partners
10	• Continue to support and attract businesses in the district and in the commercial corridors that supply family-sustaining jobs to existing residents.	» Riverworks	» City of Milwaukee» LISC» Greater MilwaukeeCommittee

Residential Rehabilitation & Development to Improve the Housing Quality & Options for Existing Residents

	ACTIONS	LEAD PARTNERS	
1.	Collaborate with development partners in the creation and rehabilitation of affordable housing – rental and ownership – on the north side of Harambee.	 » Riverworks » Project Leadership Team » Habitat for Hum » Gorman » Wisconsin Housi & Economic Development Authority » City of Milwauke 	anity
2.	Work with the City and State agencies and existing non-profits to create new and preserve existing affordable housing – rental and ownership – using existing and new resources/incentives when available.	» Riverworks	ee
3.	Identify and facilitate potential opportunities to increase diversity of residential options and densities for affordable rentals and homeownership – including multi-family apartments, townhomes, condominiums, and co-ops.	 » Riverworks » City of Milwaukee » Wisconsin Housi & Economic Development Authority » Development po 	
4.	Share the potential of a community land trust with scattered site development partners to consider to permanently preserve new and rehabilitated high-quality affordable housing.	» Project Leadership Team» LISC» Development po	ırtners
5.	Strengthen access to other financial education and mentoring programs to create a pipeline to homeownership in partnership with the YWCA and GreenPath Debt Solutions.	 » Riverworks » Financial educate partners » Homeownership partners » Local lenders 	
6.	Work with Housing Resources, Inc. for customized homeownership programs for Harambee to increase access to homeownership of existing residents. Consider the use of homebuyer clubs for programming and clustered homeownership.	» Riverworks » LISC	
7.	Continue to share and facilitate home improvement and ownership resources with Harambee residents, including the Targeted Investment Neighborhood program and the Neighborhood Improvement District.	» Riverworks » City of Milwauke » Homeownership partners	
8.	Assess the potential for a landlord compact.	» Riverworks	
9.	Continue to evaluate and advocate for strategies to provide targeted relief to elderly homeowners to mitigate against potential future property tax increases	» Project Leadership Team» City of Milwaukee	
10	 Monitor alignment with the Wells Fargo Quality of Life Plan of Harambee. 	» Project Leadership Team» LISC	









MEASURES OF SUCCESS

Outcome measurements are an integral part of community investment to track progress and impact over time. The Beerline Trail Neighborhood Development Project has used a number of measures of success throughout the process thus far – including a detailed evaluation practice report in 2016 by the data scientist Virginia Carlson, in addition to a number of metrics used as part of grant reporting for project funders.

The measures of success listed below are a collection of metrics that should be used in tracking of the general progress and impact of the Beerline Trail Neighborhood Development Project. Additionally, a continued partnership with the Urban Institute will next connect the Beerline Trail Neighborhood Development Project with an opportunity for creative placemaking evaluation and research. As this new evaluation project unfolds, Beerline Trail leadership will work closely with the Urban Institute to refine measures of success and develop a framework and process for ongoing evaluation as the development of the Berrline Trail continues.

Population & Jobs Outcomes

- » Decrease of People in Poverty
- » Increase in Per Capita Income
- » Increase in Employment Rate
- » Increase in Labor Force Participation Rate
- » Increase in Aggregate Self-Employment Income
- » Increase in Direct Jobs
- » Increase in Indirect Jobs
- » Increase in Direct Jobs with Good Wages and Benefits
- » Increase in Local Hiring Preferences and Training Programs for Construction Jobs

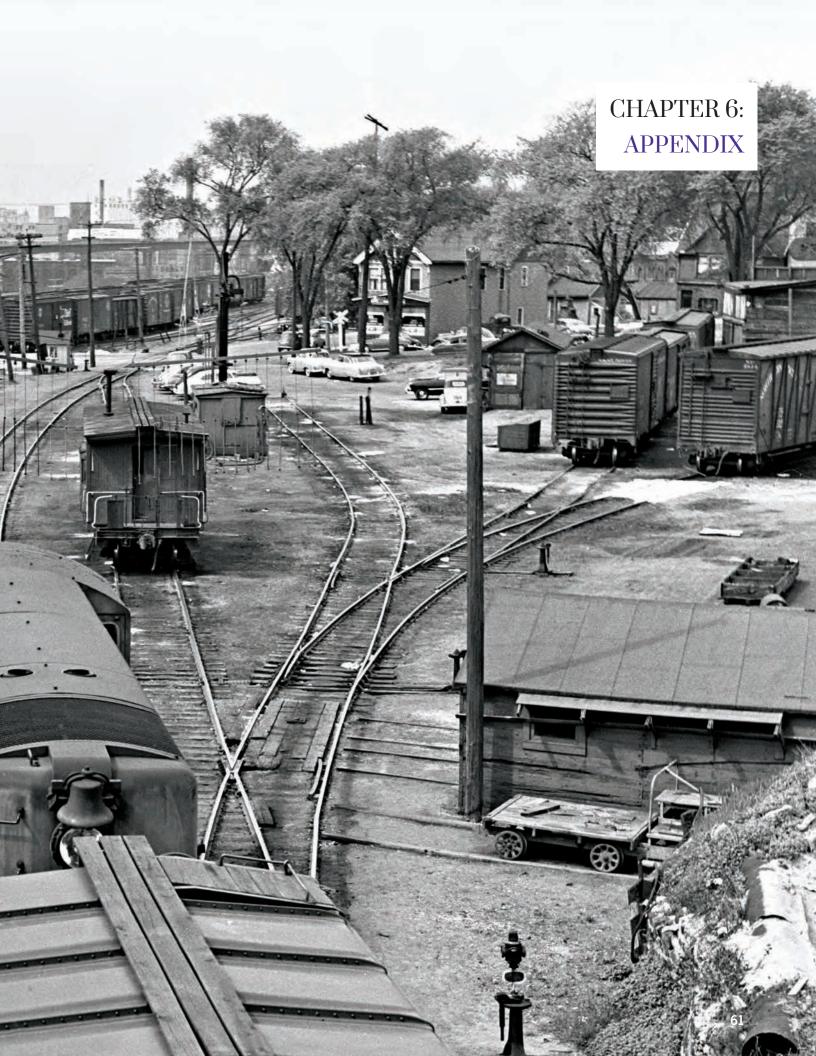
Programmatic Outcomes

- » Increase in Miles of Beerline Trail (extensions)
- » Increase in Number of Events on the Trail
- » Increase in Number of Participants at Trail Events
- » Increase in Beerline Trail Trips (Linear Park)
- » Increase in Beerline Trail Trips (first phase between Burleigh/Bremen and Buffum)
- » Increase in Community Leadership
- » Increase in Community Outreach (door to door exchanges and events)

Neighborhood Change Outcomes

- » Increase in Ratio of Private to Public Investment
- » Increase in Leveraged Investment
- » Increase in Public Spaces
- » Increase of Public Art
- » Increase in Residential Property Values
- » Decrease of Homes in Tax Deed status
- » Decrease of Net Loss of Affordable Housing
- » Increase of New Units of Affordable Housing Created
- » Increase in Number of Rehabilitated Naturally Occurring Affordable Housing Units
- » Increase in New Businesses
- » Decrease in Vacant Residential Properties
- » Decrease in Vacant Commercial Properties





CONTEXT

HISTORY

The Beerline Trail occupies the space formerly used by Chestnut Street Rail Line, which earned its nickname "Beerline" because the majority of the freight it carried was raw materials and finished product to and from the Schlitz, Pabst, and Blatz breweries. At its peak in the 1890s, it carried as many as 300 rail cars per day loaded with beer on the 6.2-mile spur from a depot along North Third Street to the Glendale Yard in North Milwaukee. By the 1970s, Milwaukee's downtown breweries had started to shut down or move, and the Beerline rail spur was abandoned by the 1990s.

TODAY

The 6.2-mile stretch of abandoned railway was developed in sections – after a section of the abandoned railway was developed close to downtown, the next stretch of the Beerline right-of-way from Wright Street to Gordon Park in Riverwest was developed into a bike trail in 2002 through the efforts of the newly-formed Milwaukee River Greenway Coalition. The Coalition was able to fundraise and leverage national funding to purchase and preserve five acres of riverfront for public access and trails, including the Beerline Trail section. This section of the trail was transferred to County Parks Department ownership.

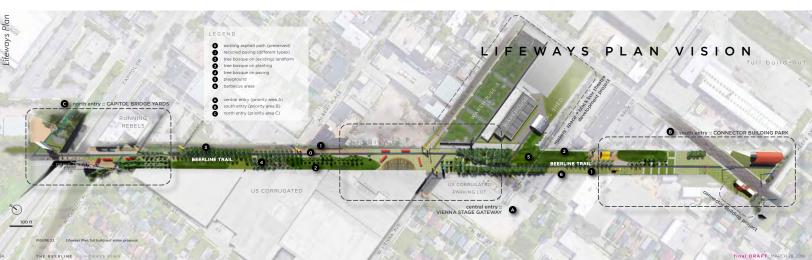
This Plan is focused on the Beerline Trail between Gordon Park and Capitol Drive in the Riverwest and Harambee neighborhoods. The Beerline rail rightof-way cuts a diagonal through the north-south grid of the Riverwest and Harambee neighborhoods, and for a time was used as a dumping ground between buildings on either side. A grassroots effort to clean and redevelop the abandoned space into a trail in 2002 spurred action by Riverworks and the City, and by 2007 the next trail section starting at Bremen Street was revitalized and paved. The City was able to complete paving and plantings to N. Buffum Street in 2011. This section of the trail is not continuous from Gordon Park - intervening development, private property, and awkward corners of the block pattern keep the trail from continuing unimpeded.

The most recently developed section of the trail is the section from Keefe Avenue and Richards Street to Capitol Drive, where an old rail bridge over Capitol marks the current northern-most terminus of the trail. From 2012 to 2015 the northern-most section of the trail went through several organizational and functional transformations. Landscape Architect Keith Hayes and his organization, beintween, brought the informal and minimally-developed area to the forefront of a community conversation under the name "the ARTery." As part of his master's thesis, Hayes experimented with a paving system using recycled tires and gravel on the trail, engaging with other community partners in the process. In 2013, the growing group of partners who were engaged in the northernmost portion of the trail's development embarked on an ambitious plan for arts- and culturefocused placemaking and performances along the trail as part of a City-wide effort called Creational Trails, funded by ArtPlace America.

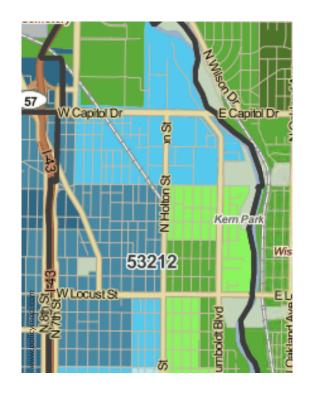
In 2015, the City of Milwaukee completed their purchase of the rail right-of-way from Keefe Avenue and Richards Street to Capitol Drive and paved that section of the trail. The ever-growing group of partners invested in trail development and creative placemaking on the trail. Through these efforts, the group was awarded a Kresge Foundation grant for two years of continued community engagement on the trail. A Strategic Actioning Session was facilitated in early 2015 and Guiding Lens groups of community residents and stakeholders met on a quarterly basis, resulting in refined project goals and an expansion of the scope of the trail development activities to include a focus on the surrounding neighborhoods and residents.

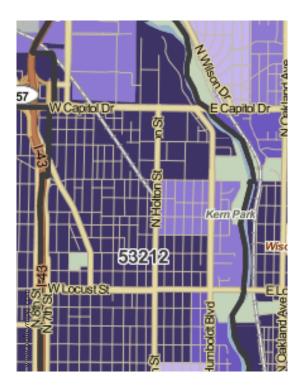
One of the prominent goals coming out of the community engagement efforts was to develop a more formalized linear park along the section of the trail from Keefe Avenue and Richards Street to Capitol Drive. After a nation-wide designer selection process, Hood Design Studios was chosen to complete a park design and community process. Final park concepts have been completed to guide the continued implementation of this phase of the trail. In the meantime, community engagement, trail programming, fundraising, and trail development planning continues as part of the equitable planning and implementation on and surrounding the trail.





DEMOGRAPHIC TRENDS





Predominant Racial or Ethnic Group

Year: 2013-2017

Shaded by: Census Tract, 2010

Insufficient Data
White >90%

White 70-90%

White 50-70% White <50%

Black >90%

Black 70-90% Black 50-70%

Black <50%

Source: Census

Percent of People in Poverty

Year: 2013-2017

Shaded by: Census Tract, 2010

Insufficient Data

5.83% or less 5.84% - 10.13%

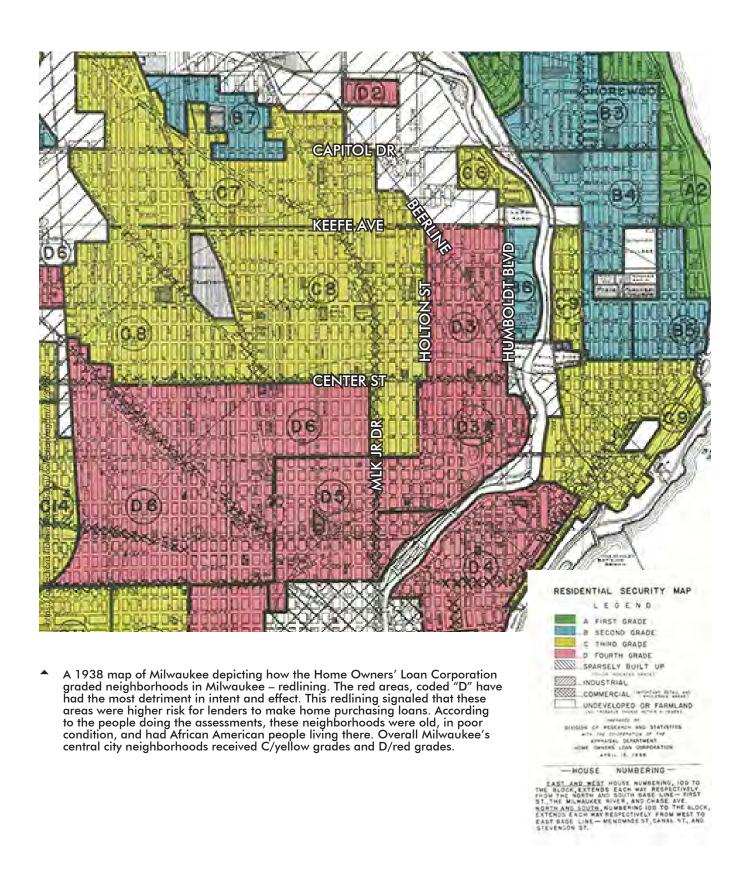
10.14% - 15.58%

15.59% - 24.72%

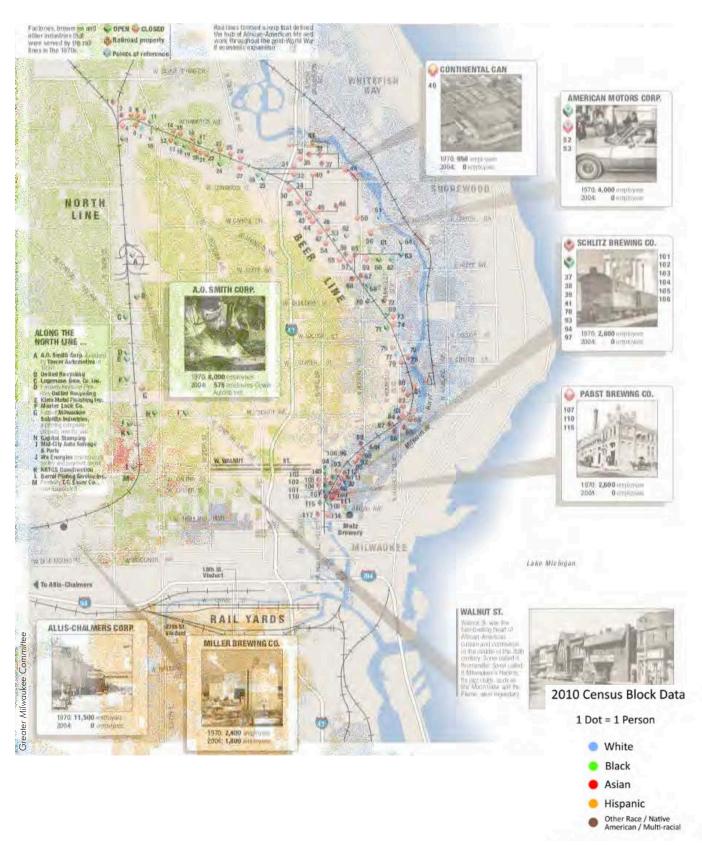
24.73% or more

Source: Census

HISTORICAL NEIGHBORHOOD CONTEXT



UNIFYING COMMUNITY THROUGH THE BEERLINE TRAIL



"A PATHWAY TO CONNECT COMMUNITIES"

From the Urban Institute's "A Pathway to Connect Communities" about the Beerline Trail, by Carla Vasquez-Noriega, September 2018.

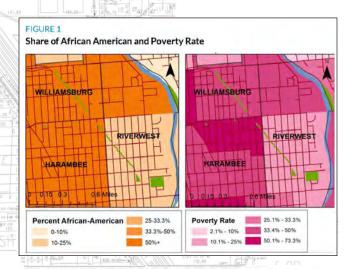
Milwaukee has among the highest levels of segregation and violence of all major US cities. The two issues are intertwined: the Milwaukee Homicide Review Commission's 2016 annual report found that violence, specifically gun violence, is concentrated in a few neighborhoods, including Harambee (Abadin and O'Brien 2016).

The two neighborhoods at the core of the Beerline Trail Project, Harambee and Riverwest, reflect the city's divided reality. Riverwest, located along the west bank of the Milwaukee River on the city's north side, is a diverse and economically thriving neighborhood. Its proximity to the University of Wisconsin-Milwaukee attracts young, affluent residents. In 2016, the real estate website Trulia named Riverwest the sixth-best neighborhood in the United States in a midsize city for "living well," citing quiet streets and access to miles of footpaths or trails (including the original section of the Beerline Trail). The neighborhood is 65 percent white, 18 percent black, and 11 percent Hispanic. In 2013, a single-family home in Riverwest was valued at \$153,000 (GMC, n.d.).

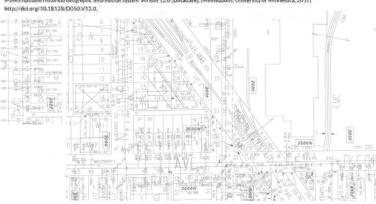
Harambee, west of Riverwest and east of Interstate 43, is like many primarily black neighborhoods that have experienced significant economic disinvestment. Its poverty rate is 47 percent (versus 20 percent in Riverwest), and the unemployment rate is 24 percent (versus 6 percent in Riverwest).2 The neighborhood is 77 percent black, 9 percent Hispanic, and 10 percent white (figure 1). The average single-family home in Harambee is worth \$34,500 (GMC, n.d.). Harambee's crime rate, which local stakeholders interviewed attributed to local drug dealing, is a known concern. In 2016, Harambee had 10 homicides, the highest number of any Milwaukee neighborhood that year.

Neighborhood conditions have motivated Harambee residents and local organizations, including the nonprofit Riverworks Development Corporation (Riverworks), to create a coalition for community improvement called the Harambee Great Neighborhood Initiative. This coalition drew the attention of the Local Initiatives Support Corporation (LISC), a nonprofit that provides community development funding to smaller organizations. LISC agreed to help fund and work with the Harambee Great Neighborhood Initiative to produce a neighborhood action plan. In accordance with the tenets of creative placemaking, the creators of the action plan identified the arts "as a primary neighborhood asset because...activities related to arts, and community events celebrate Harambee's unique artistic, cultural, and historical accomplishments and contributions."3

3 "Harambee Neighborhood Action Plan," Harambee Great Neighborhood Initiative, accessed May 3, 2018, http://www.hgnimke.org/plan.

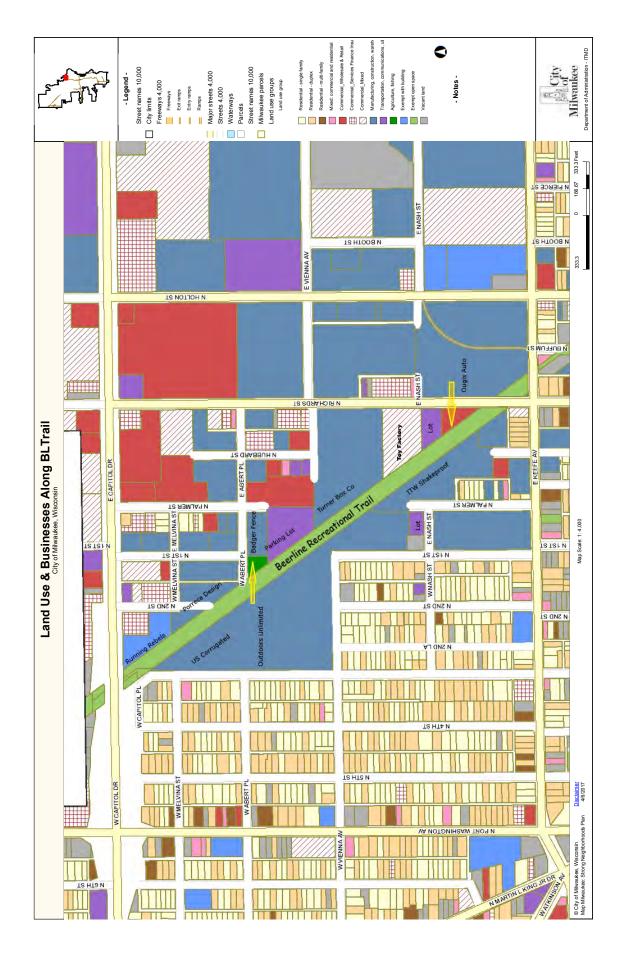


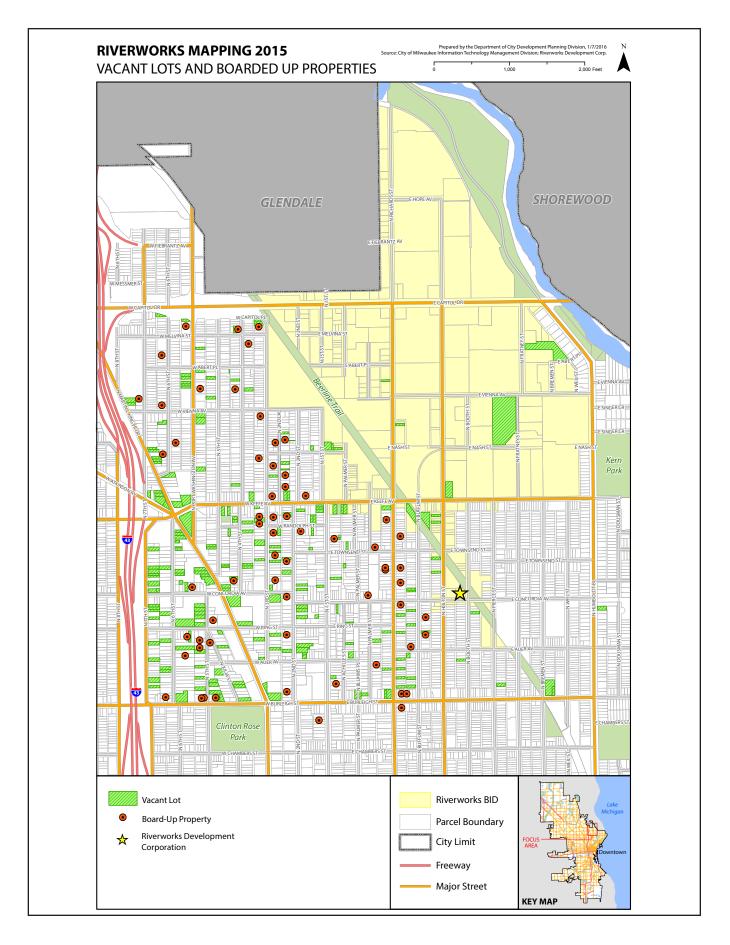
Source: American Community Survey, 2012-16: Steven Manson, Jonathan Schroeder, David Van Riper, and Steven Ruedes IPUMS National Historical Geographic In http://doi.org/10.18128/D050.V12.0.

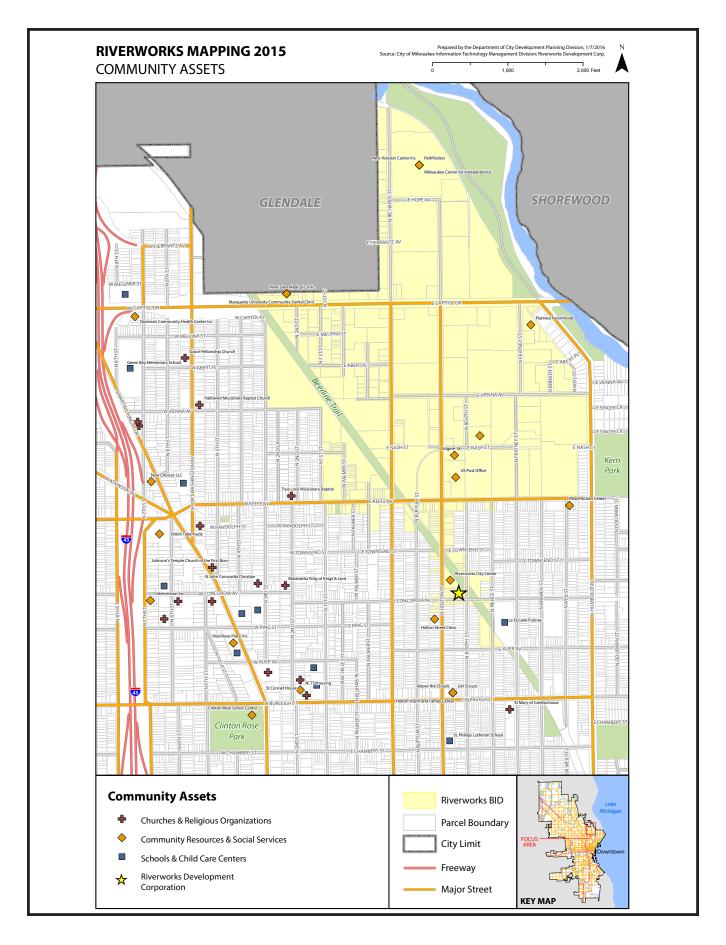


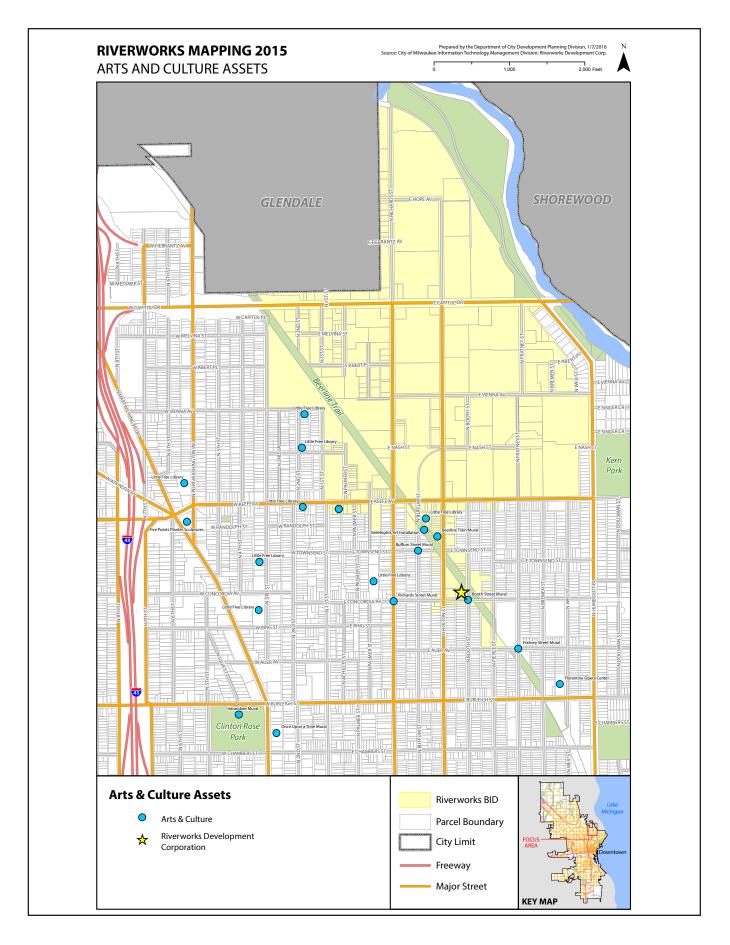
^{1 2012–16} five-year American Community Survey estimates. We used Milwaukee County census tracts 67, 69, 70, 81, 106, 1856, and 1857 for Harambee and census tracts 71, 72, 79, 80, and 107 for Riverwest.

^{2 2012-16} five-year American Community Survey estimates.











Beerline North

Period Analyzed: Friday, November 30, 2018 to Monday, September 09, 2019







Key Figures

- Total Traffic for the Period Analyzed: 7,777
- Daily Average: 27

Weekdays: 30 / Weekend days: 21

- Monthly Average: 836
- Busiest Day of the Week: Wednesday
- Busiest Days of the Period Analyzed:
 - 1. Wednesday, August 21, 2019 (358)
 - 2. Friday, July 12, 2019 (163)
 - 3. Tuesday, August 20, 2019 (116)
- Distribution by Direction:
- North (Updated 10/26...: 60%
- South (Updated 10/26...: 40%

