

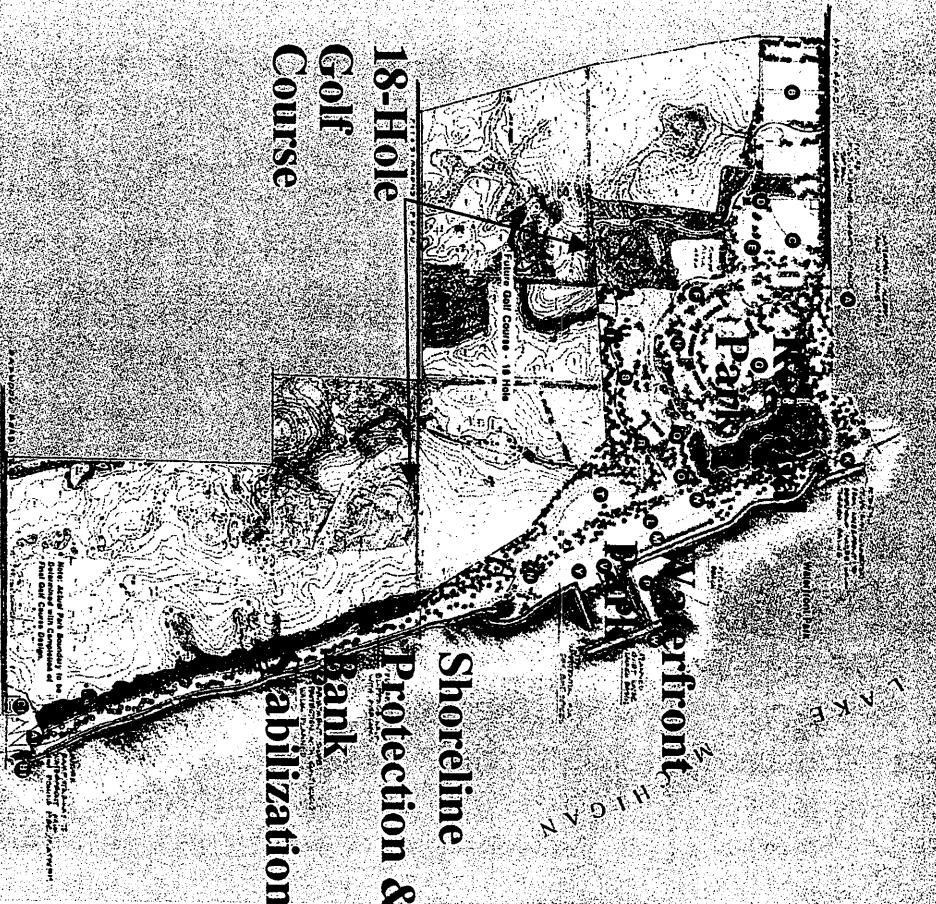
Bender Park Master Plan



BENDER PARK
Milwaukee County, Wisconsin
Prepared by IJR for Milwaukee County

18-Hole
Golf
Course

Shoreline
Protection &
Bank
Stabilization



Bender Park as a Catalyst

The championship-style golf course could prove to be the magnet that attracts the right type of development to this area that would enhance the image of Oak Creek and Bender Park far beyond the County limits. This part of the City and the County could again become a place where people want to live, work and play. The ingredients are all here for a recipe of success.



Analysis of Private Development Opportunities

- Undeveloped, private lands adjacent to Bender Park
- Over a mile of lakeshore frontage (in addition to park)
- Aging industries no longer "highest and best uses"
- Good transportation access
- Interested land owners
- Booming local development market



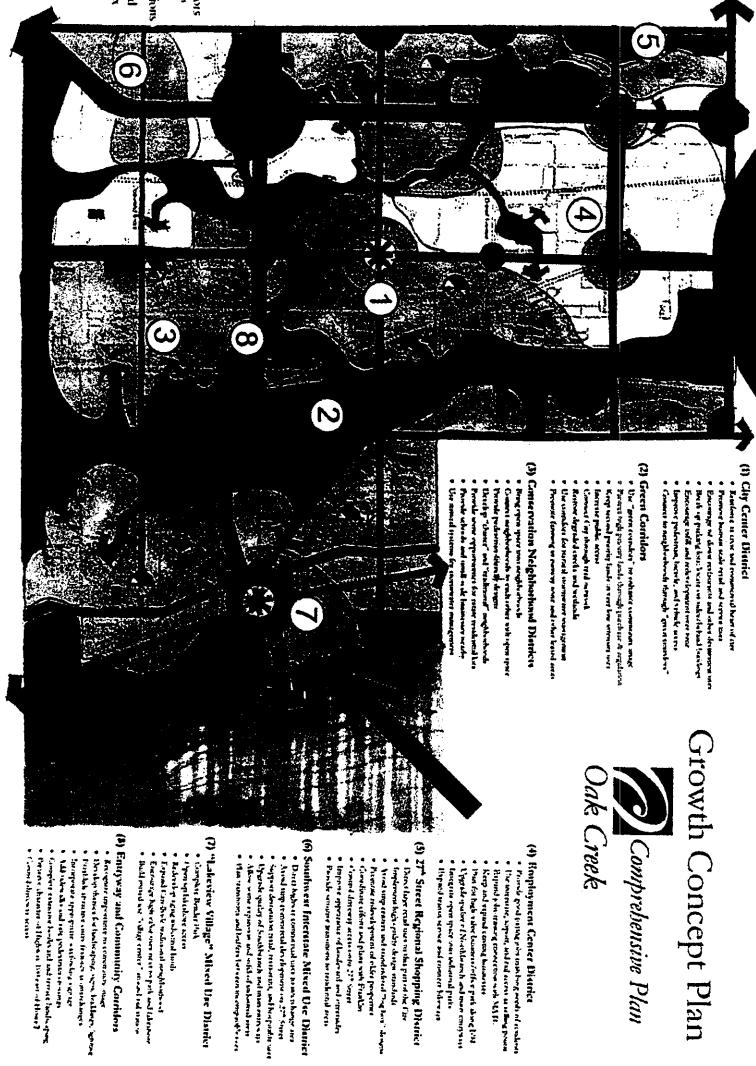
Smart Growth=Lakeview Village

This part of Oak Creek was felt to be so important for the City's future, that it received special attention in the preparation of the City's Comprehensive Plan Update. It was singled out as one of the seven (7) special development districts in the City. A more detailed plan was also prepared for the area north of Bender Park called "Lakeview Village".



City of Oak Creek Comprehensive Plan

The City's "Smart Growth" comprehensive plan shows
"Lakeview Village" as a key planning district...

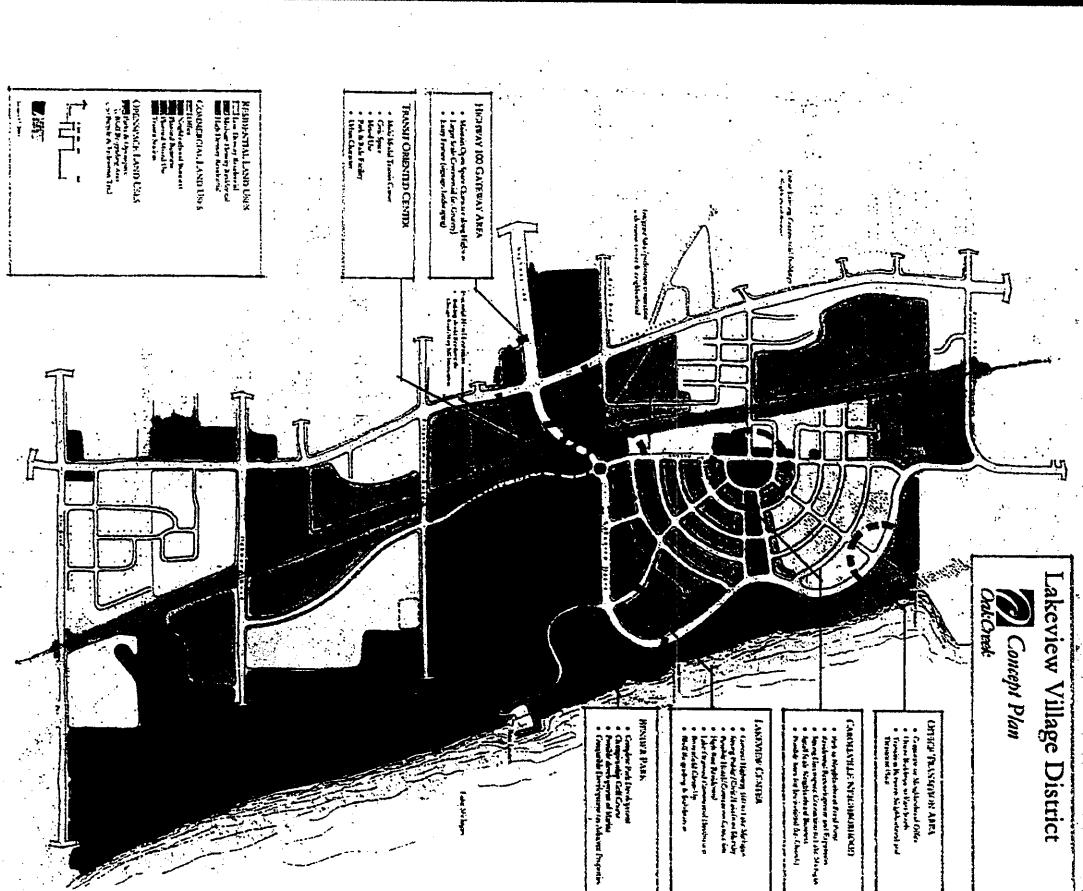


Lakeview Village Plan

This plan for the "Lakeview Village" district embodies the Comprehensive Plan's recommendations and reflects the City's vision for this part of Oak Creek. It takes what man and nature have left us to work with and has provided a once-in-a-lifetime opportunity to create a very special place that future generations will be proud of. It isolates a unique part of the City, but yet it has easy vehicular connections to other parts of the City. It takes advantage of the real estate axiom, location, location, location.



Lakeview Village Concept Development Plan



Plan envisions a range of commercial, residential, civic, transportation, and open space land uses, building off the public investment in Bender Park and the historic character of Carrollville.

Goals of Lakeview Village Plan

In developing this plan, there were certain goals that, if met, would help bring about acceptance of the plan by affected property owners, other public agencies and the development community and bring about its ultimate success.



General Recommendations for Lakeview Village

Oak Creek Comprehensive Plan recommends that...

- Bender Park be completed
- Lakeshore access be opened up
- Aging industrial lands be redeveloped
- Carrollville traditional neighborhood be expanded
- High value uses next to park & lakeshore encouraged
- Mixed use “village center” around rail station be built

The Comprehensive Plan also includes a concept development plan for Lakeview Village...



Key Ideas in Lakeview Village Plan

- Incorporate multi-modal transportation facility
- Build relatively high density, mixed use centers
- Emphasize lakeshore access and views
- Connect district internally and to the rest of City
- Create "Lakeview Drive" along lake bluff edge
- Promote uses that complement Bender Park
- Use traditional neighborhood design techniques
- Include broad range of housing types and businesses

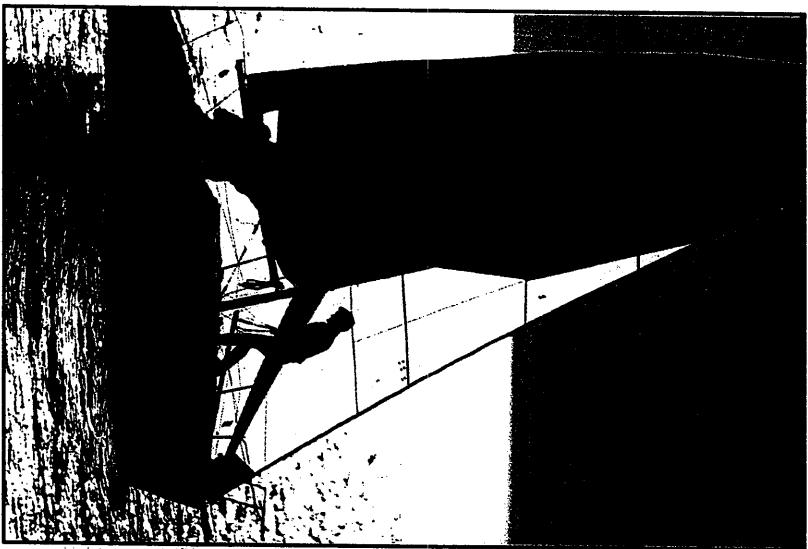


The Makeup of Lakeview Village

The Lakeview Village District plan contains six (6) sectors, which are all unique, but all add to the diversity and importance of this area. It is a plan that has something for almost everyone. The following sections identify various recommendations for the different sectors and are then followed by images of future conditions that reflect these recommendations.



Six Key Sectors within Lakeview Village



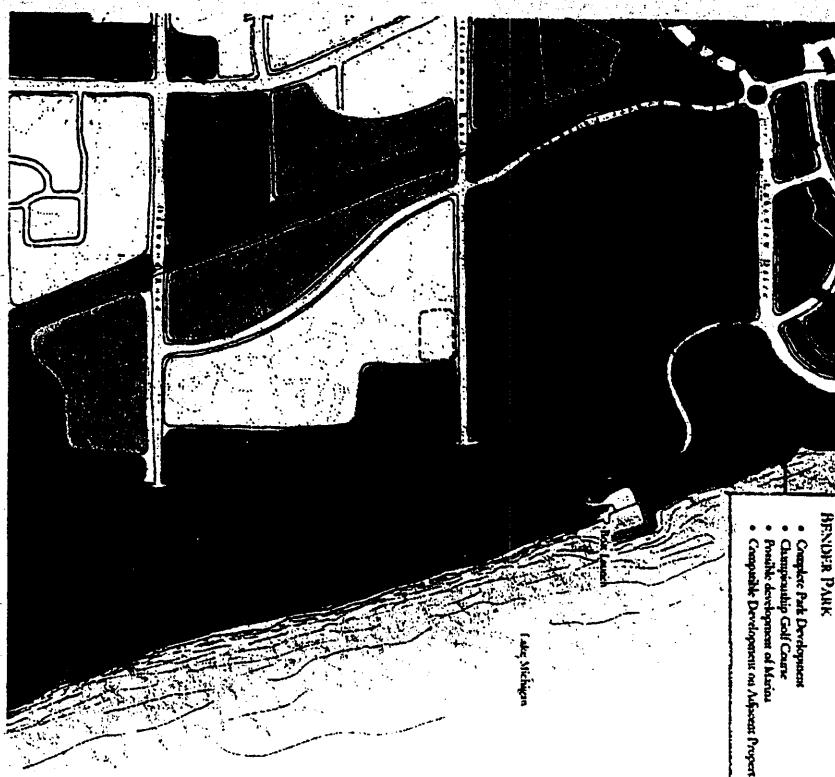
1. Bender Park
2. Transit Oriented Center
3. Lakeview Center
4. Carrollville Neighborhood
5. Highway 100 Gateway Area
6. Office Transition Area

The following slides address each sector in detail...

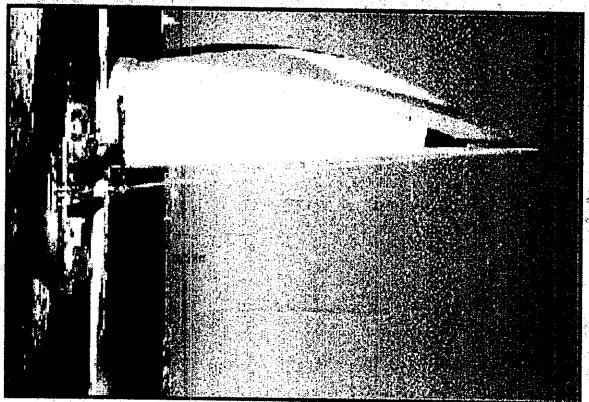
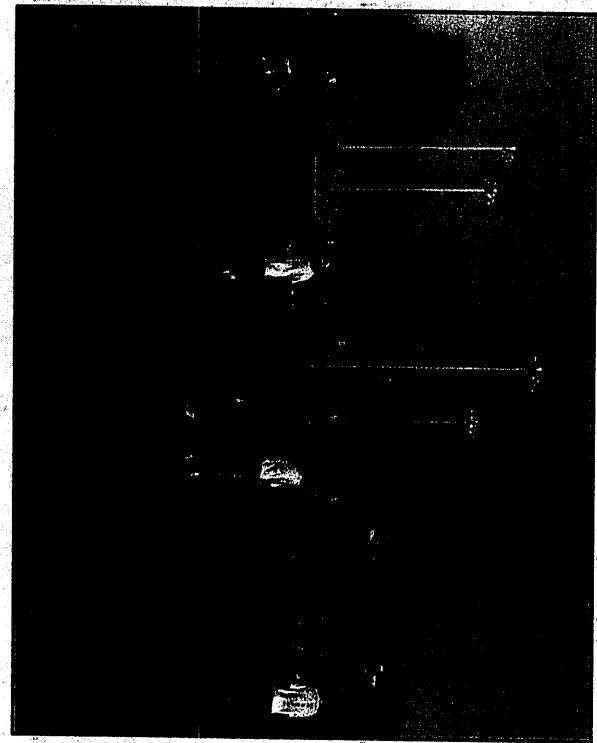
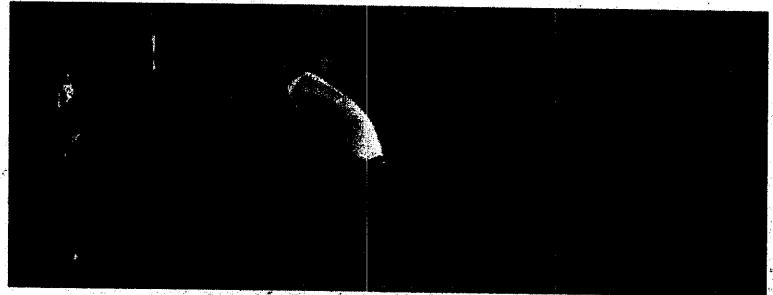


Bender Park Recommendations

- Support full park development
- Build championship golf course for best economic impact on rest of district
- Consider expanding boat launch into a marina
- Promote compatible private development at park edges, emphasizing views of the park

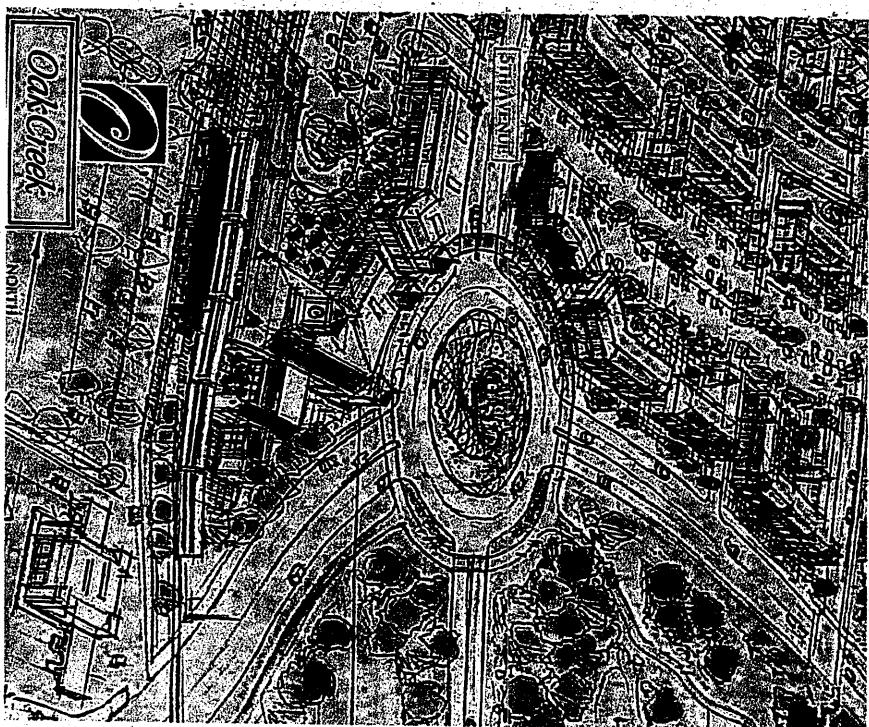


Bender Park Future Conditions Images



"Transit Oriented Center" Recommendations

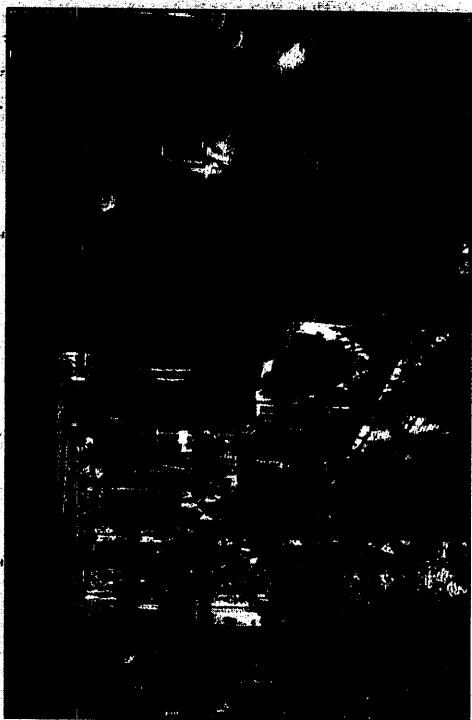
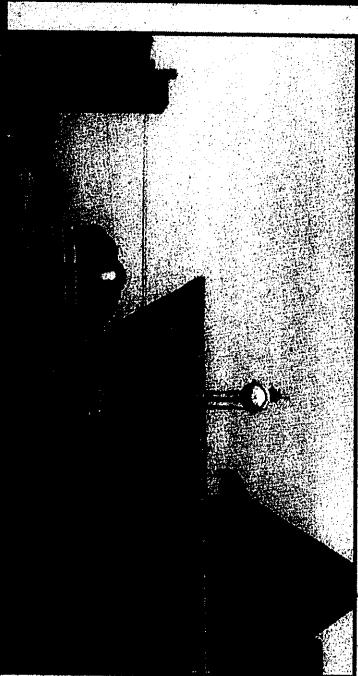
- Mixed use center of district
- Build around transit station (commuter rail/park 'n' ride)
- "Main street" character
- Two to four story buildings & residences above
- Retail on first floor, offices & residences above
- Incorporate civic space, such as a plaza
- Make 5th Avenue the key north-south connector



Transit Oriented Center Future Images

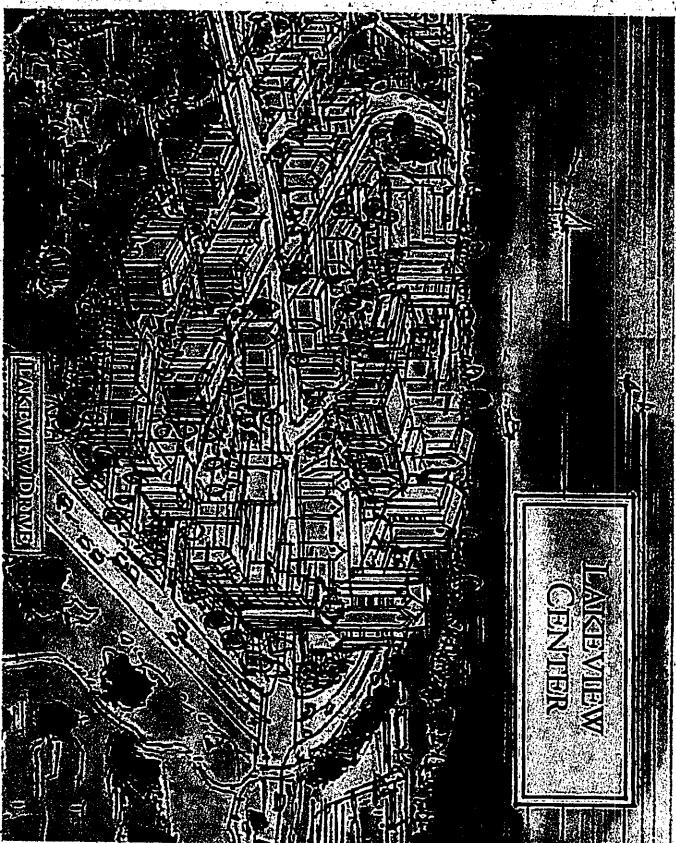


WETLAND

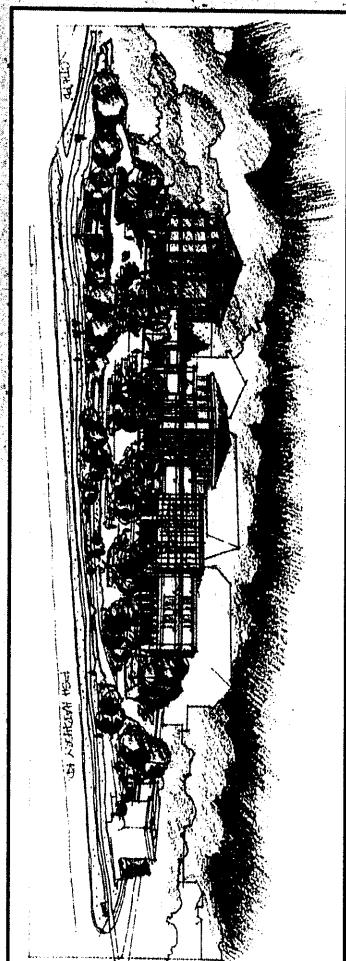
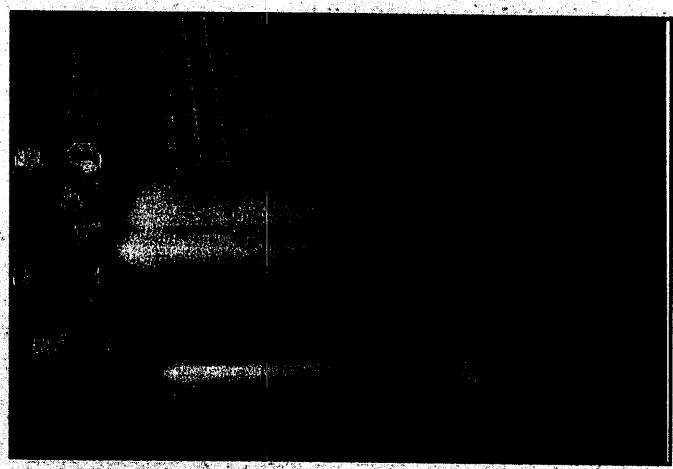


"Lakeview Center" Recommendations

- Development connects city to lake
- Take advantage of dramatic lake and park views
- Incorporate multi-story mixed use buildings
- Encourage hotel/
conference center,
restaurants,
offices & condos
- Create grand
entrance to park
- Protect bluff,
clean brownfields,
& preserve wetland

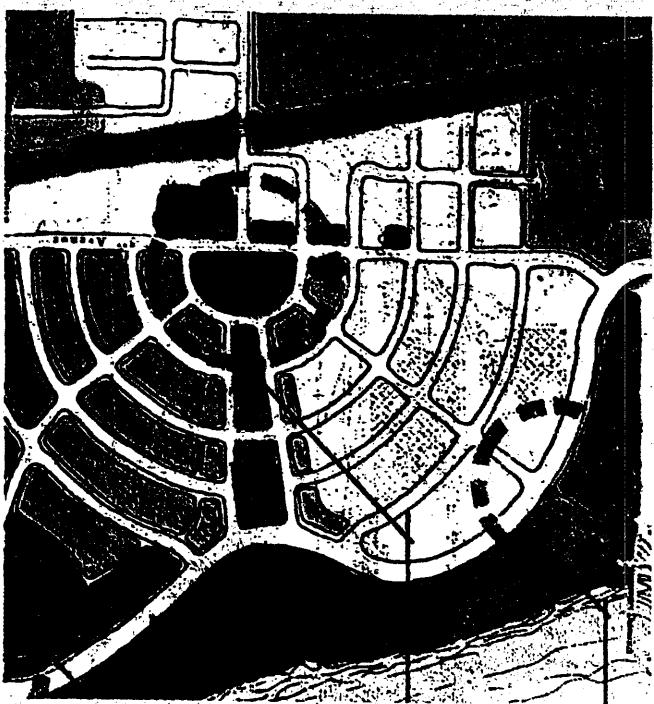


"Lakeview Center" Future Conditions Images



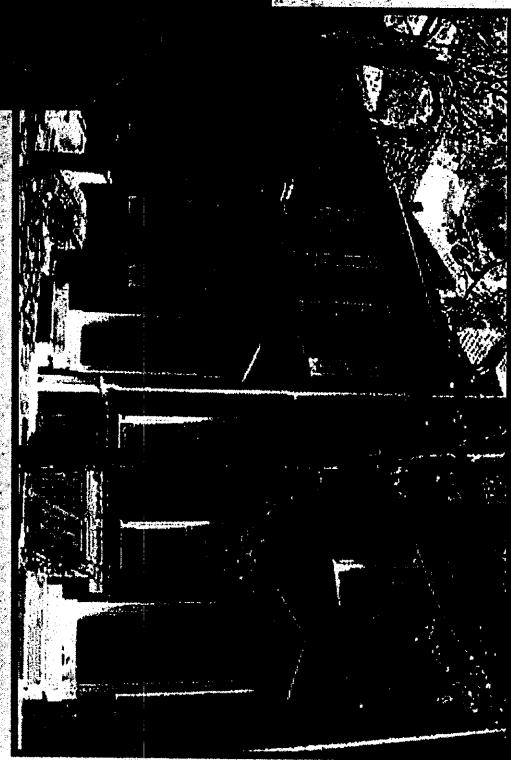
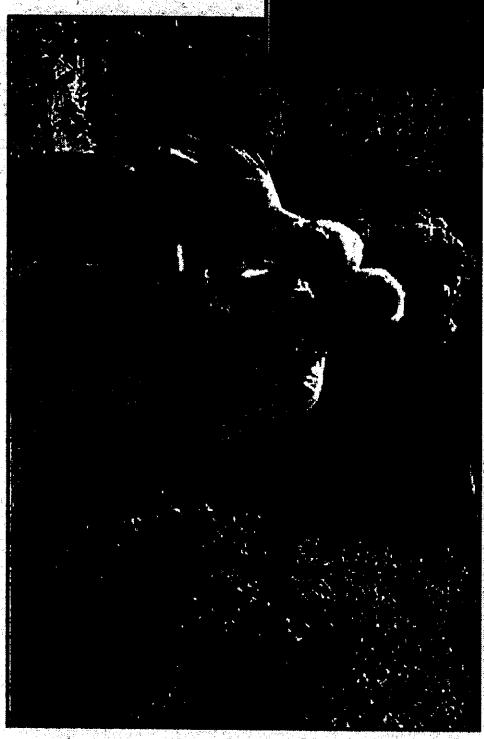
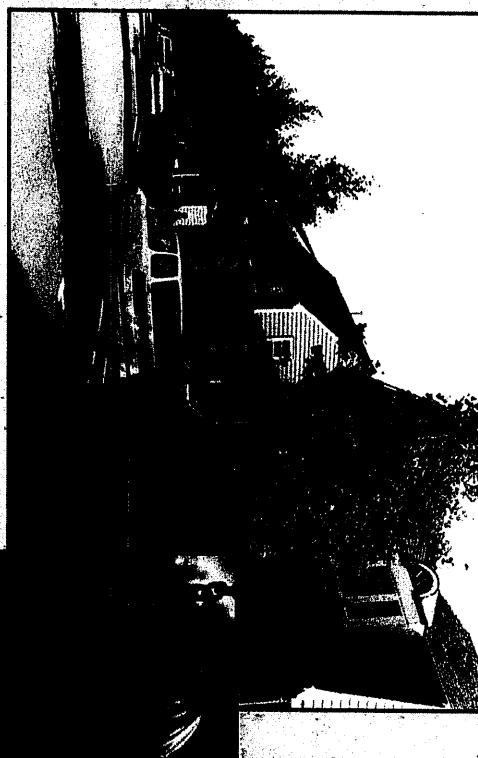
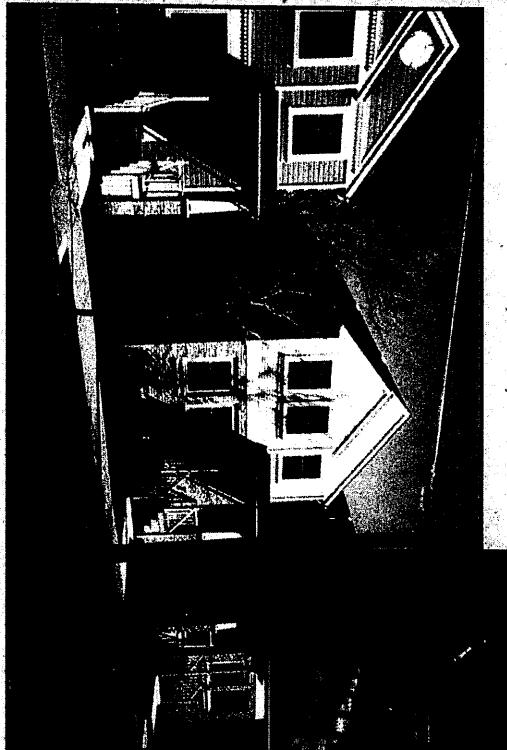
Carrollville Neighborhood Recommendations

- Expand Carrollville neighborhood east to the lake
- Build using traditional neighborhood design principles (e.g., smaller lots, front porches, narrow streets, parks)
- Single family homes and townhomes, with space for retail & civic uses
- Neighborhood park, drainageway, & bridge as focal points
- Protect bluff and clean brownfields



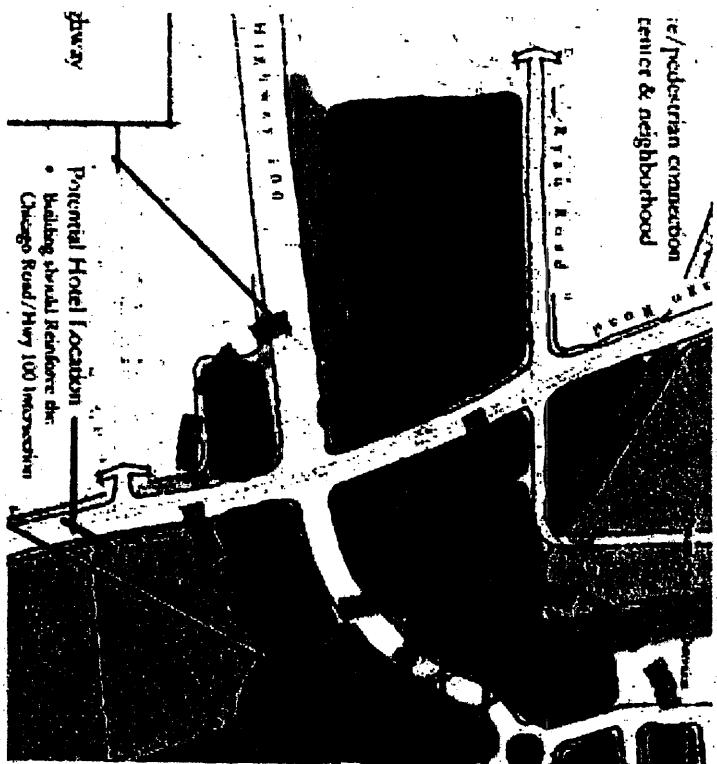


Carrollville Neighborhood Future Images

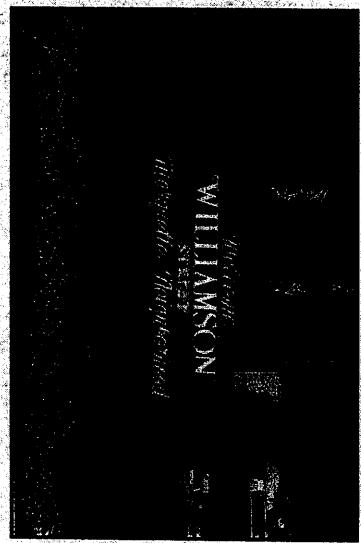
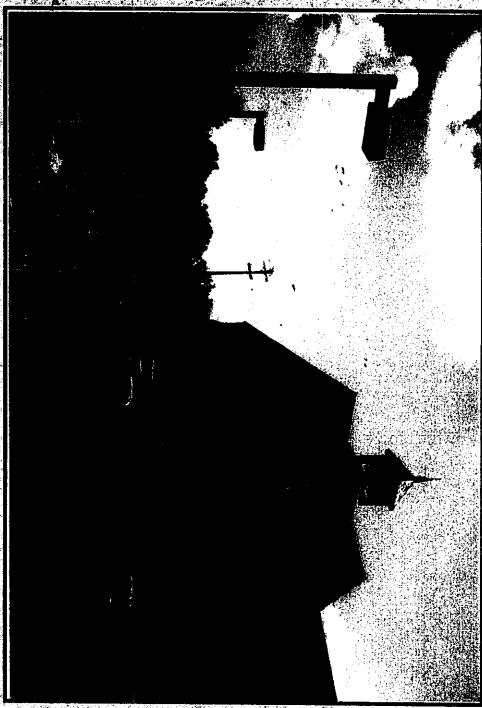


Highway 100 Gateway Area Recommendations

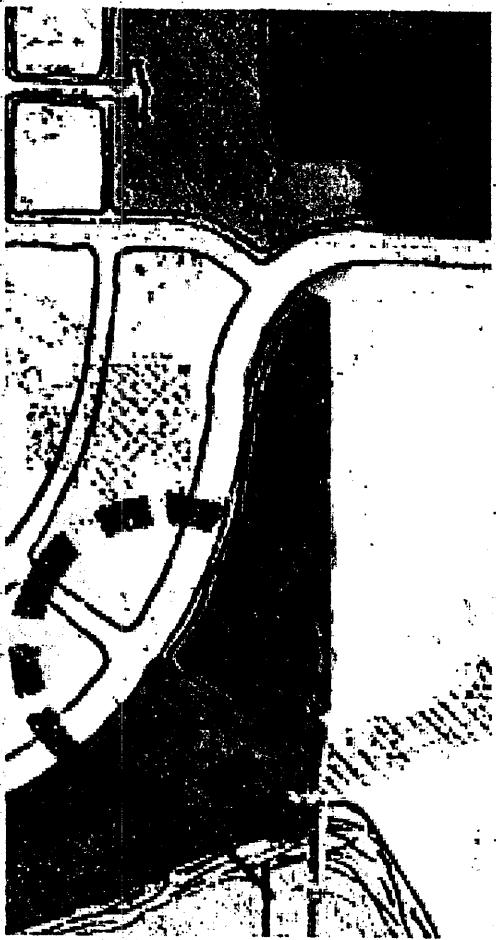
- Treat as gateway to entire Lakeview Village district
- Include attractive entry features, such as landscaping & signs
- Encourage larger scale commercial uses, like grocery store or hotel
- Maintain open space character of Highway 100 from the west



Highway 100 Gateway Area Future Images



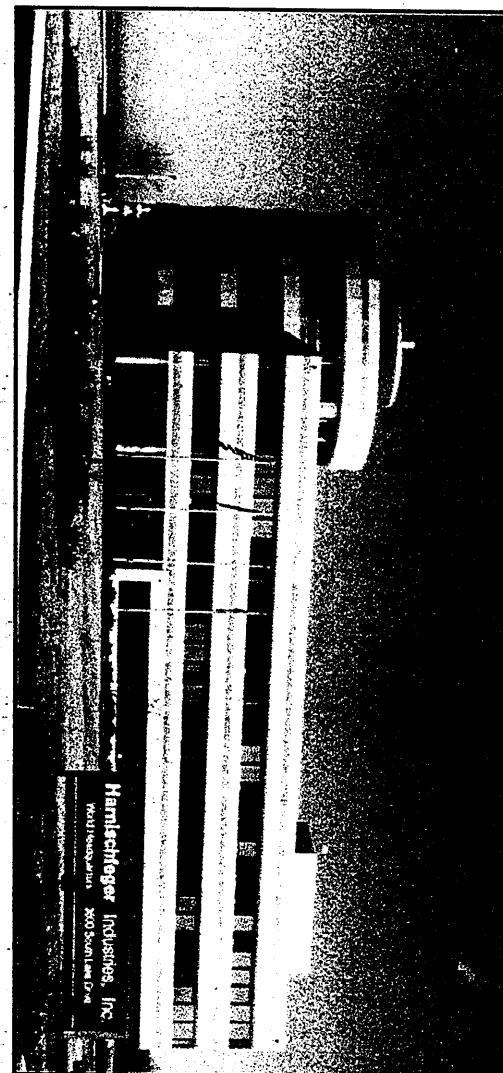
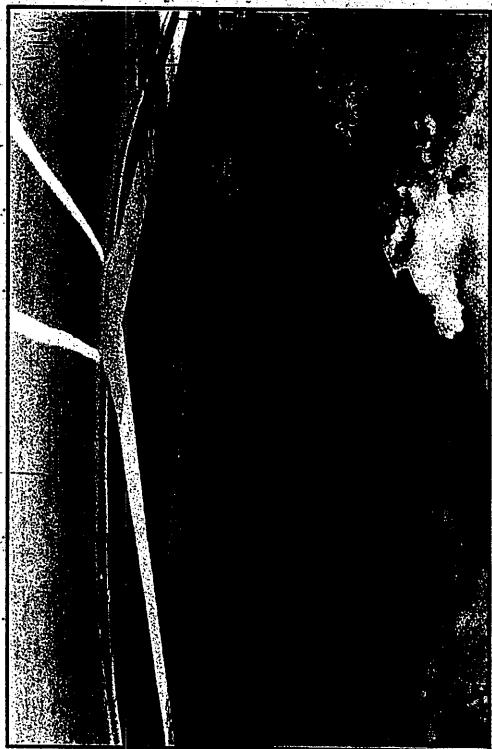
"Office Transition Area" Recommendations



- Develop with corporate and neighborhood offices
- Orient buildings to east and south for views
- Provide transition between neighborhood & treatment plant



"Office Transition Area" Future Images



Oak Creek

Implementation Actions

Required implementation steps include:

- Assessment and clean-up of brownfields
- Bluff and shoreline stabilization, protection, regrading
- Developer recruitment and incentives
- Establishment of redevelopment and/or TIF district
- Final Bender Park development design
- Agreement on entrances and crossings to Bender Park
- Partnership on infrastructure, especially Lakeview Dr.
- Investment in rail station and park ‘n’ ride



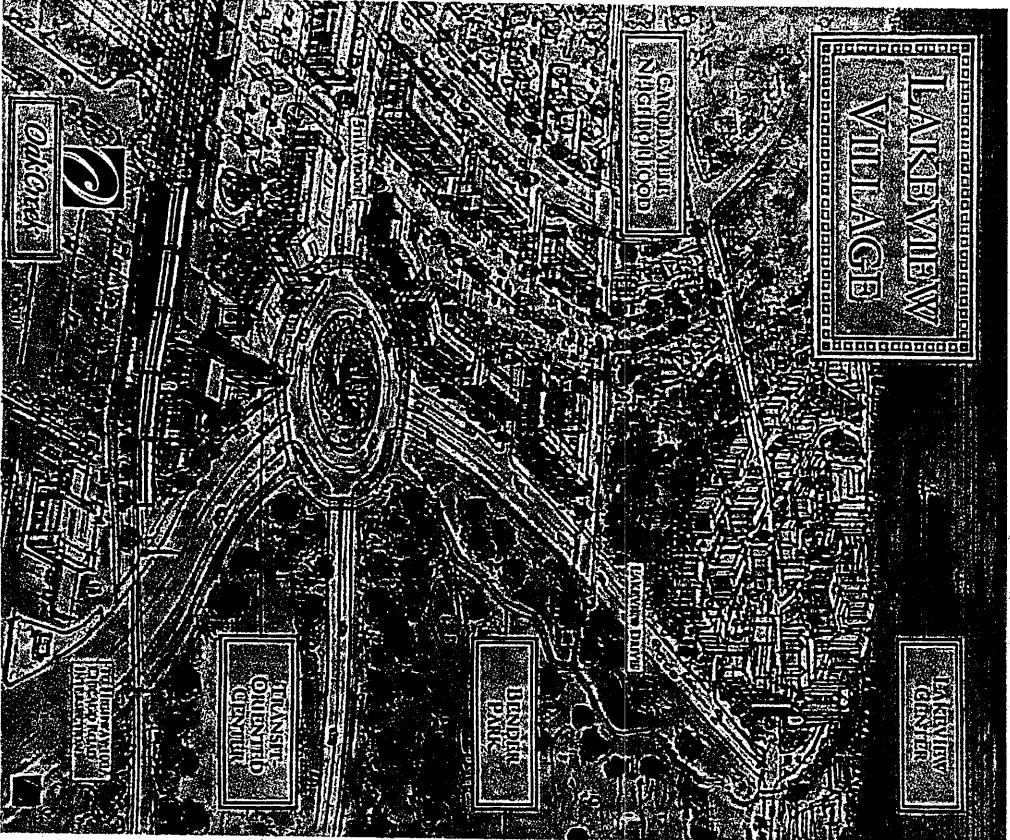
Implementing Agencies

Implementation will require cooperation from:

- Private property owners
- Developers
- City of Oak Creek
- Milwaukee County
- Regional Planning Commission (SEWRPC)
- State of Wisconsin
 - Department of Transportation
 - Department of Commerce
 - Department of Natural Resources
 - Governor's Office
 - Legislature



Lakeview Village-Oak Creek, Wisconsin



An innovative
yet practical plan
for the
development,
preservation, and
restoration of the
Lake Michigan
shoreline.

