



# FOND DU LAC AND NORTH COMPREHENSIVE NEIGHBORHOOD AREA PLAN

Client | City of Milwaukee

## Plan Outcomes

Residential development and investment – United House, Cherry Court, Walnut Way, and Josey Heights initiatives.

Industrial Corridor catalytic concepts implemented with streetscape improvements, ownership study, and targeted investment.

Fond du Lac Avenue parking regulations amended to meet business needs.

Northside YMCA neighborhood development and investment.

Fond du Lac and North Avenue intersection identity improved with catalytic ideas implemented – commercial investment, streetscaping, and public features.

20th and Brown Tax Incremental Financing (TIF) district.

Complex urban issues of housing choices, economic stability, job training, public space, and social equity were addressed during this extensive planning effort. Ce Planning Studio staff managed the planning process, establishing the model for future City Neighborhood Area Plans. Wide-ranging community input strategies included stakeholder interviews, community workshops, preference surveys, household surveys, and targeted focus groups. It was critical for the community to take ownership of the ideas to ensure future success.

Eight catalytic projects and programs identify short and long-term actions for investing in the area with the goal of increasing value, providing economic opportunities, and improving safety throughout the neighborhood. The Plan has been recognized with regional and local planning awards. This project was completed while staff was employed by Planning and Design Institute.

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