GARDEN HOMES NEIGHBORHOOD PLAN 2018

FROM HISTORY TO OUR STORY

THE CORRIDOR
INDUSTRY • COMMUNITY • TOGETHER
BUSINESS IMPROVEMENT DISTRICT #37
THE VISION
Build a strong economy with innovation and talent.

THE MISSION
The 30th Street Industrial Corridor Corporation (The Corridor) serves as the mobilizing entity to collectively promote and spark economic resurgence for businesses and residents.

THE NUMBERS
Garden Homes consists of:
4,620 people
97% African American
57% female
37% under age 18
2,019 housing units
1,589 households
65% family units
21% vacancy rate
34% owner-occupied
56% in the labor force
Most renters pay between $650 and $699
FROM HISTORY TO OUR STORY…

In 1910, Milwaukee Mayor Emil Siedel set forth a vision to build for Milwaukee’s growing population of those working in the manufacturing sector. Although he lost the 1912 mayoral election, Mayor Daniel Hoan pressed forward with the idea. In 1923, Garden Homes became the first municipally-sponsored public housing cooperative erecting a series of Colonial Revival style homes. Garden Homes was regarded as the City of Milwaukee’s first suburb.

The implementation of Garden Homes as the first public housing project came as a result of a vision. Now, almost a century after the first homes were built, vision has returned to the neighborhood—a vision for a neighborhood no longer defined by obstacles, but one determined to be a destination of opportunity.

Like many other neighborhoods in Milwaukee, Garden Homes has suffered from neglect, poverty and deprivation. The manufacturing sector that provided family-supporting jobs to many Garden Homes’ residents are but a fraction of what they were in the mid-20th Century. The area followed the city’s trend of an increase in crime in the late 1980’s and 1990’s which left our neighborhood a shell of its former self.

In 2016, a committed core of residents and stakeholders came together to deepen their commitment to the neighborhood. Many individuals and organizations were already working to strengthen Garden Homes, but the disparate efforts were struggling to have an impact. After witnessing continued deprivation, more crime that left the people in the neighborhood feeling less safe and an erosion of the values that once defined the neighborhood, people came together to act, plan and make things happen. The result is the Garden Homes Strategic Action Plan.

This plan is the culmination of many hours of intense labor. It took months to research the issues as the people in this neighborhood reconnected to create a plan based on our aspirations and not our frustrations. Dozens of meetings, planning sessions, one-on-one conversations and collaborative projects all came together to form this plan.

The plan includes seven key strategies: Neighborhood Pride, Housing, Education and Intergenerational Opportunities, Health and Wellness, Economic Development, Employment and Safety. In these strategies, lie actions designed to take a comprehensive approach to improving Garden Homes. The actions are designed to make steady improvements that have a sustained impact. The implementation has already begun and will continue for the next three years. The plan will be reviewed and revised annually to reflect economic and political realities as well as considerations of emerging practices and opportunities. This plan is both a symbol and substance. While it symbolizes a fresh start and new beginnings for Garden Homes, it also contains a substantive blueprint for action.

Thank you to the many residents and individuals whose input helped to create this plan. We look forward to the work ahead, continuing our engagement efforts as we strive to make this plan come alive in the hands and hearts of all of our residents.

Onward,

The Garden Homes Steering Committee
1.1 Organize quarterly neighborhood clean-ups of major public spaces.

1.2 Host a major neighborhood festival to celebrate neighborhood improvements and raise awareness on local issues.

1.3 Employ a multi-level communication apparatus that connects residents and promote activities increasing neighborhood pride.

1.4 Develop a monitoring system for vacant lots to reduce dumping and trashing of neighborhoods.

1.5 Develop a public art project that speaks to the history and resilience of Garden Homes.

1.6 Raise the funds to install Gateway markers that identify the Garden Homes Neighborhood.
## STRATEGY ONE

### NEIGHBORHOOD PRIDE

**Objective:** To increase the level of pride in the Garden Homes neighborhood by organizing residents, stakeholders and the broader community in activities and events that improve the function and presentation of public spaces while maintaining the overall neighborhood appearance to reflect a thriving community with a high quality of life.

**Partnering Organizations Key:**
- Garden Homes Neighborhood Association, Inc. (GHNAI)
- Northwest Side Community Development Corp. (NWSCDC)
- Uniting Garden Homes, Inc. (UGHI)
- Milwaukee Collegiate Academy (MCA)

### TIMELINE | LEAD | PARTNERS |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1-Q2, Ongoing</td>
<td>NWSCDC</td>
<td>City of Milwaukee (DPW), Running Rebels, Keep Milwaukee Beautiful, GHNAI, The Corridor, UGHI, All Saints, Garden Homes Luther Church, New Hope Baptist Church</td>
</tr>
<tr>
<td>Y1-Q2</td>
<td>NWSCDC</td>
<td>City of Milwaukee (DPW), Running Rebels, Keep Milwaukee Beautiful, GHNAI, The Corridor, UGHI, All Saints, Garden Homes Luther Church, New Hope Baptist Church</td>
</tr>
<tr>
<td>Y1-Q1</td>
<td>The Corridor</td>
<td>City of Milwaukee (DPW), Running Rebels, Keep Milwaukee Beautiful, GHNAI, The Corridor, UGHI, All Saints, Garden Homes Luther Church, New Hope Baptist Church</td>
</tr>
<tr>
<td>Y1-Q4</td>
<td>GHNA</td>
<td>NWSCDC, City of Milwaukee (DPW), Running Rebels, Keep Milwaukee Beautiful</td>
</tr>
<tr>
<td>Y1-Q2, Q3</td>
<td>Clean Wisconsin</td>
<td>NWSCDC, The Corridor, UGHI</td>
</tr>
<tr>
<td>Y1-Q2, Y3-Q4</td>
<td>The Corridor</td>
<td>GHNAI, NWSCDC, UGHI</td>
</tr>
</tbody>
</table>

### MEASURES

- Four (4) annual clean-ups
  - 1000 lbs. of garbage, waste and debris removed from the neighborhood annually

- One (1) annual festival convening minimum five hundred (500) residents and stakeholders

- Twelve (12) social media posts to build five hundred (500) followers in year one, increasing by twenty (20) percent annually

- Minimum of twenty (20) vacant properties monitored and maintained

- A public art project created and installed in collaboration with residents

- $10,000 Raised for project

Four (Installed) markers
STRATEGY TWO
HOUSING

Objective: Restore and revitalize Garden Homes Housing’s stock to reflect the aspirations of residents while promoting residential opportunities of dignity for both individuals and families inside the neighborhood.

ACTIONS

2.1 Increase home ownership opportunities to both current neighborhood renters and those renting outside of the neighborhood.

2.2 Organize a “Developer’s Roundtable” comprised of ACRE Graduates to “Assess and Invest” in both the commercial and residential development opportunities within Garden Homes.

2.3 Introduce Artistic Board-Ups to neighborhood by identifying properties and engaging artists to design the board ups.

2.4 Develop a landlord compact as a tool to communicate the values and vision of Garden Homes with regard to property maintenance and management and holding landlords accountable.

2.5 Engage existing businesses on a “walk-to-work” strategy that helps increase home ownership while fostering greater connectivity with existing companies.

3.1 Launch an environmental education program engaging schools and Youth Serving Agencies (YSA’s) to help increase awareness on environmental education.

3.2 Develop a counseling program for youth that increases the social development outlook positioning them for success.

3.3 Launch “Lighthouse Peers” Program providing after-school mentoring, tutoring, and homework help at local neighborhood schools for students living or attending schools in Garden Homes.

3.4 Educate residents on the benefits of rain barrels and install rain barrels, rain gardens and other practices (tree planting, etc.) on the homes of residents interested in reducing storm water pollution and conserving water.

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>TIMELINE</th>
<th>LEAD</th>
<th>PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Launch an environmental education program engaging schools and Youth Serving Agencies (YSA’s) to help increase awareness on environmental education.</td>
<td>Y1-Q2, Ongoing</td>
<td>Clean Wisconsin, Lighthouse</td>
<td>Urban Ecology Center, MMSD</td>
</tr>
<tr>
<td>3.2 Develop a counseling program for youth that increases the social development outlook positioning them for success.</td>
<td>Y1-Q4</td>
<td>Ongoing</td>
<td>All Saints Catholic Church</td>
</tr>
<tr>
<td>3.3 Launch “Lighthouse Peers” Program providing after-school mentoring, tutoring, and homework help at local neighborhood schools for students living or attending schools in Garden Homes.</td>
<td>Y1-Q3</td>
<td>Ongoing</td>
<td>Lighthouse</td>
</tr>
<tr>
<td>3.4 Educate residents on the benefits of rain barrels and install rain barrels, rain gardens and other practices (tree planting, etc.) on the homes of residents interested in reducing storm water pollution and conserving water.</td>
<td>Y1-Q2, Q3</td>
<td>Clean Wisconsin</td>
<td>Lighthouse, MCA</td>
</tr>
</tbody>
</table>

MCA, Garden Homes Lutheran School, Believer’s In Christ Academy, Lloyd Barbee School, Hope Semper

MMSD, The Corridor, UGHI
### Strategy Three

#### Education & Intergenerational Opportunities

**Objective:** To bring residents and stakeholders together across generations for the purpose of appreciating the value and strength of each distinct generation while promoting unity within a neighborhood that helps people have a place to thrive.

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Lead</th>
<th>Partners</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1-Q1, Ongoing</td>
<td>HRI</td>
<td>NWSCDC, Take Root Milwaukee, City of Milwaukee, Lighthouse</td>
<td>Two (2) Home Ownership Seminars annually, One hundred (100) neighborhood residents attending annually, Fifteen (15) increase in home ownership by end of year 3</td>
</tr>
<tr>
<td>Y1-Q2 Y3-Q4</td>
<td>NWSCDC</td>
<td>The Corridor, GHNAI, TAN</td>
<td>One (1) Assessment produced at end of year one, One (1) development project selected by neighborhood residents</td>
</tr>
<tr>
<td>Y1-Q1 Y2-Q2</td>
<td>UGHI</td>
<td>NWSCDC, Artworks, City of Milwaukee, GHNAI</td>
<td>Fifteen (15) Artistic Board Ups installed at end of year one, Two (2) year limit on board ups as properties are rehabbed, sold or occupied</td>
</tr>
<tr>
<td>Y1-Q2 Ongoing</td>
<td>NWSCDC</td>
<td>City of Milwaukee – DNS, Garden Homes Neighborhood Association</td>
<td>One (1) compact developed, Fifty (50) percent of landlords signing the compact</td>
</tr>
<tr>
<td>Y1-Q3 Ongoing</td>
<td>Bid 37</td>
<td>NWSCDC, City of Milwaukee-DCD</td>
<td>Five (5) local businesses and companies organized to launch the program, Twenty-five (25) new homes in Garden Homes sold to workers of local companies and organizations</td>
</tr>
</tbody>
</table>

**Measures:**

- One (1) program created, designed and launched, One hundred (100) youth participating
- One (1) program developed and launched, One hundred (100) receiving counseling services in the program
- One (1) program launched, Two hundred (200) students participating
- Fifteen (15) rain barrels installed on Garden Homes properties, Two (2) rain gardens installed
STRATEGY FOUR
HEALTH & WELLNESS
Objective: To make Garden Homes one of the healthiest neighborhoods in Milwaukee through programming, activation of public spaces and utilization of broader community assets that promote wellness lifestyles within the neighborhood.

ACTIONS
4.1 Create a MOVE program (More Organic Veggies Everywhere) that focuses on planting 5 Gardens (Youth, Beautification, Senior, Adult and a Community Garden).

4.2 Introduce a Farmers Market to Garden Homes to increase healthy food consumption in the farm to table supply chain.

4.3 Activate public spaces (Garden Homes Park) for Yoga and Zumba that helps to promote active lifestyles.

4.4 Establish a walking club that promotes activity that helps Garden Homes become a healthy neighborhood.

4.5 Organize neighborhood bike rides to promote biking in the neighborhood and increase safety for riders.

STRATEGY FIVE
ECONOMIC DEVELOPMENT
Objective: Increase the flow of economic activity in the neighborhood by retaining existing businesses and recruiting other entities that lift the economic profile of Garden Homes.

ACTIONS
5.1 Launch a PR campaign to positively market the neighborhood so that businesses are recruited and retained.

5.2 Perform an inventory of businesses in neighborhood to help the entities market their products and improve neighborhood relations.

5.3 Increase entrepreneurship through hubs and maker spaces.

5.4 Conduct a feasibility study to open a neighborhood restaurant establishment with both healthy fare and traditional soul food.
<table>
<thead>
<tr>
<th>TIMELINE</th>
<th>LEAD</th>
<th>PARTNERS</th>
<th>MEASURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1-Q2 to</td>
<td>UGHI</td>
<td>Black Health Coalition, Groundwork Milwaukee, Lighthouse, New Hope</td>
<td>Five (5) gardens installed in the neighborhood with resident participation and coordination</td>
</tr>
<tr>
<td>Y3-Q2</td>
<td></td>
<td>Baptist Church, All Saints Church, Employ Milwaukee, H.A.N.D. of Norville,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Victory Gardens, Clean Wisconsin, Boys and Girls Club</td>
<td></td>
</tr>
<tr>
<td>Y2-Q2</td>
<td>UGHI</td>
<td>GHNAI, The Corridor, All Saints Catholic Church</td>
<td>One (1) pop-up market that convenes monthly in the park (May-October)</td>
</tr>
<tr>
<td>Y1-Q3</td>
<td>UGHI</td>
<td>GHNAI, Groundworks, Black Health Coalition</td>
<td>An average of Fifty (50) residents participating in Yoga</td>
</tr>
<tr>
<td>Y1-Q3</td>
<td>UGHI</td>
<td>GHNAI, Black Health Coalition</td>
<td>One (1) walking club established with average of fifty (50) participants</td>
</tr>
<tr>
<td>Y1-Q3 Ongoing</td>
<td>NWSCDC</td>
<td>UGHI, Red Bike and Green, The Corridor</td>
<td>One (1) annual neighborhood bike ride with fifty (50) riders</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TIMELINE</td>
<td>LEAD</td>
<td>PARTNERS</td>
<td>MEASURES</td>
</tr>
<tr>
<td>Y1-Q2,</td>
<td>The Corridor</td>
<td>NWSCDC, City of Milwaukee–DCD, UGHI</td>
<td>$5,000 raised to secure PR firm that helps to create, launch and manage campaign</td>
</tr>
<tr>
<td>Ongoing</td>
<td></td>
<td></td>
<td>Released findings in annual report to the community</td>
</tr>
<tr>
<td>Y1-Q3</td>
<td>The Corridor</td>
<td>UWM, NWSCDC</td>
<td>Two (2) new business start-ups with head-quarters/based in Garden Homes</td>
</tr>
<tr>
<td>Y1-Q1 Y3-Q2</td>
<td>BID 37</td>
<td>UWM, NWSCDC, NWSCDC, YES, Manufacturing Diversity Institute</td>
<td>Secure $3,000 in funding to conduct study, report findings to community at annual meeting</td>
</tr>
<tr>
<td>Y1-Q3</td>
<td>BID 37</td>
<td>I AM Chef Catering, NWSCDC</td>
<td></td>
</tr>
</tbody>
</table>
STRATEGY SIX
EMPLOYMENT

Objective: To promote the value and ethic of work and advance opportunities that assist and aid residents finding gainful employment in jobs that help provide for their families and resources for investing in the assets of Garden Homes neighborhood.

ACTIONS

6.1 Launch “Pathways to Employment” as a collaborative project involving seven entities to reduce unemployment in Garden Homes by addressing the needs of the severely unemployed or under-employed and provide opportunities leading to employment.

6.2 Conduct surveys to assess both the present working situations among residents and assess the trajectory of their career goals.

TIMELINE

LEAD

PARTNERS

7.1 Identify current block watch groups and work to increase the engagement of the clubs by establishing additional clubs and organizing a coordinated block watch committee.

Y1-Q2, Y2-Q2

NWSCDC

Coalition of Hope, Safe and Sound, The Corridor, UGHI, GHNAI

Y1-Q2

NWSCDC

Coalition for Hope, DRS Technologies, LISC Milwaukee Safe and Sound, The Corridor, UGHI, GHNAI

Y1-Q3

The Corridor

Coalition for Hope, DRS Technologies, LISC Milwaukee Safe and Sound, The Corridor, UGHI, GHNAI

Y1-Q3

Ongoing

NWSCDC

Coalition for Hope, DRS Technologies, LISC Milwaukee Safe and Sound, The Corridor, UGHI, GHNAI

Y1-Q2, Ongoing

The Corridor

Coalition for Hope, DRS Technologies, LISC Milwaukee Safe and Sound, The Corridor, UGHI, GHNAI, All Saints Catholic Church, New Hope Baptist Church

7.2 Organize a Crime Prevention Through Environmental Design (CPT-ED) Training for Garden Homes that includes both residents, businesses and other stakeholders.

7.3 Launch a “Walk in the Light” campaign to upgrade lighting to current safety standards on both private and government owned properties.

7.4 Deepen partnership with Milwaukee Police Department officials (MPD) holding events that bring residents and law enforcement personnel together.

7.5 Hold quarterly neighborhood walks with elected officials, MPD and neighborhood residents to identify safety concerns.
MEASURES
Three (3) new block clubs, Hold (1) annual “Garden Homes Block Club Conference”

One (1) seminar held in Garden Homes neighborhood with fifty (50) stakeholders present

Five hundred (500) upgraded lights (bulbs) installed

Hold one (1) major event with two hundred fifty (250) residents and staff from local district MPD

Four (4) neighborhood walks with average of Fifty (50) residents and neighborhood leaders participating

STRATEGY SEVEN
SAFETY
Objective: To organize the physical assets and the resource of residents in the Garden Homes neighborhood to reduce criminal activity and foster collective community safety practices that helps all people and places thrive with in the neighborhood.
GARDEN HOMES NEIGHBORHOOD, MILWAUKEE
Aldermanic District 1

Prepared January 2018
Groundwork Milwaukee
1845 N Farwell Ave. #100
Milwaukee, WI 53202
www.groundworkmke.org

GARDEN HOMES
STEERING COMMITTEE

Mr. Jim Addison, Resident
Jimaddison01@gmail.com

Ms. Cheryl Blue, The Corridor
Cheryl@TheCorridor-Mke.org

Mr. Joe Bova, Resident
Garden Homes Neighborhood Assc.
Joebova7@aol.com

Mrs. Vicki Boston
Garden Home Neighborhood Assc.
vlboston@sbcglobal.net

Mr. Demetrius Brown
Uniting Garden Homes, Inc.
b.demetrius29@gmail.com

Ms. Rosina Campbell
Crossing Jordan Ministries
zinamaecamp@aol.com

Ms. Ella Dunbar
Social Development Commission
edunbar@cr-sdc.org

Mrs. Martha Edwards, Resident
Coalition of Hope Block Watch

Ms. Felicia Ferguson
Outreach Coordinator & Peer Specialist
HotSpot Supermarket | fergusfb@gmatc.matc.edu

Co-Chair: Mr. Chuquee Fletcher
Lighthouse Youth Center
chuquee.fletcher@lighthouseyouthcenter.com

Ms. Martha Freeman, Pastor
Alpha & Omega Ministries
MarthaFreeman2015@gmail.com

Co-Chair: Ms. Chawnett Hicks, Resident
Chawnyh@yahoo.com

Deantrium King, The Corridor
king.deantrium@gmail.com

Ms. Carol Knuth
Leonardo DRS, DRS Naval Power Supply
CarolJKnuth@drs.com

Ms. Patrice Robinson, Resident
Perobinson61@gmail.com

Mr. Willie Smith, Northwest Side CDC
wsmith@nwsccd.org

FROM HISTORY TO OUR STORY

the corridor-mke.org
#GHNP2018

Generously sponsored by,

ARGOSY FOUNDATION

Source: Administrative Boundaries Downloaded from the City of Milwaukee's Data Portal