

City of Wauwatosa CDBG Project Application

Development and Implementation of Master Plan for North Avenue East Tosa

Section A: Primary Information

1. Co-Applicants/Organizations:

North Avenue Neighborhood Alliance (Primary)

- East Town Business and Merchant's Association
- Inglewood Heights Neighborhood Association
- Old Hillcrest Neighborhood Association
- Pabst Park Neighborhood Association
- Tosa East Town Neighborhood Association
- Washington Highlands Neighborhood Association

North Avenue East Tosa is an older, diverse commercial district with many aging buildings that are struggling to meet code. There is a sense of decline and ongoing challenges to sustainability and safety of this area.

In response to this sense of decline and neglect, the North Avenue Neighborhood Alliance (the Alliance) convened key stakeholders who are committed to **encouraging and advocating for economic sustainability and growth in East Tosa**. The Alliance, a grass-roots coalition of residents, business owners, commercial property owners and elected officials, has worked to identify, prioritize and address the economic sustainability of North Avenue in East Tosa.

The North Avenue Neighborhood Alliance has demonstrated efficacy and efficiency in opening dialogue with key stakeholders to address issues and determine effective means of addressing them. As the convening organization, the Alliance is submitting this grant to fund the development of a comprehensive, long-term master plan with corresponding implementation tactics to support long-term economic sustainability and prevent further deterioration and economic backslide on North Avenue in East Tosa.

Supporting documentation demonstrating efficacy of the Alliance are attached.

2. Amount of CDBG Request: \$40,000
3. Applicant/Organization Mailing Address: **North Avenue Neighborhood Alliance**, c/o Meg Miller, 2466 N 72nd Street, Wauwatosa, WI 53213
4. Primary Contact Person: **Meg Miller**
5. Phone Number: 414-469-9702
6. Email: 4rellim@sbcglobal.net

Secondary Contacts

East Town Business and Merchant's Association

Donald Hill, Heartland Information Research, Inc, 414.727.2095, dhill@hirservices.com

Inglewood Heights Neighborhood Association

Jeanne Babuka, President, 414.704.1448, jjhb@netzero.net

Old Hillcrest Neighborhood Association

Maureen Badding, President, 414.476.3238, mbadding@aol.com

Pabst Park Neighborhood Association

Tamara Crouch, President, 414.475.6345, tamaracrouch@wi.rr.com

Tosa East Town Neighborhood Association

Sarah Hunt-Frank, President, 414.774.1813, slhuntfrank@att.net

Washington Highlands Neighborhood Association

Craig Bodoh, President, timeman@earthlink.net

Section B: Type of Applicant: (Choose One)

- City Department
- Non-Profit Organization
- Religious Organization
- Educational Institution
- Special Governmental District (School District, etc.)
- Economic Development Corporation
- Other (describe)

The Alliance is a grass roots organization convening key stakeholders to unify efforts to encourage and advocate for economic sustainability and growth in East Tosa.

Key stakeholders include residents, business owners, neighborhood associations, commercial property owners and elected officials.

Section C: Project Category:

Please refer to Section I, Project Category Reference, in the Appendix to determine your project category.

Planning & Administration sub-grant

Section D: National Objective:

Please refer to the National Objective Descriptions provided in Section II of the Appendix to determine the appropriate National Objective for your proposed project.

Under 570.208(d)(4) CDBG funds expended for planning & administration will be considered to address the national objectives.

Section E: Proposal Description (presented to Block Grant Committee for review):

*Describe in detail, and with reference to the stated National Objective, the specific activity for which City of Wauwatosa CDBG funds are being sought. If the activity is a service, describe the service, the intended beneficiaries, and the intended result. If the activity is a physical improvement, describe the desired result in terms of what will be improved, how the improvement will be made and who will benefit from the improvement. Finally, describe the need(s) in the community that your proposed project is designed to address. Include, if pertinent, **benchmarking** techniques you will use to measure your project's progress toward its intended goals. Include attachments if additional space is needed.*

Background

North Avenue East Tosa is an older, diverse commercial district with many aging buildings that are struggling to meet code. There is a sense of decline and ongoing challenges to sustainability and safety of this area. This decline is even more pronounced given the current economic climate.

Conversely, the Alliance has enjoyed a ground swell of participation and support to stabilize this area to prevent further deterioration and economic backslide.

Timing

Though the current economic environment makes immediate action critical, the ground swell of activity and momentum by key stakeholders to identify, prioritize and address the challenges of North Avenue makes the timing for development and implementation of a master plan ideal.

Specific Activity

The goal of this grant is to fund the development of a comprehensive, long-term master plan and corresponding tactics for implementation to support economic sustainability.

The grant, if awarded, would be administered by the City of Wauwatosa, Community Development Department with consistent communication with and input from the grantee organizations. A formal proposal for a professional agency would be issued to determine how best to approach this project. The chosen agency shall incorporate research from the North Avenue Neighborhood Alliance as well as ongoing input from residents and grantee organizations.

Intended Results / Goals and Objectives

Following are some of the goals and objectives for the master plan.

- Build and strengthen ties within neighborhoods thereby increasing safety and overall quality of life
- Clearly articulated vision to guide all future development
- Small business solicitation and development
- Job creation
- Fill empty store fronts
- Make policy, zoning codes and land use plan recommendations that enhance the overall livability and economic vitality of our neighborhood
- Development of design standards reflective of our community and vision
- Clearly articulated tactics for implementation of the plan
- Development of North Avenue East Tosa as a safe, economically stable, socially diverse “main street”
- Develop a more seamless connection between west Milwaukee neighborhoods and North Avenue East Tosa to help ensure sustainability for both areas
- Provide services / amenities necessary to and desired by residents in these neighborhoods
- Address non-conforming easements, blighted properties, parking challenges and traffic flow pattern
- Stabilize a core area of Wauwatosa and prevent a potential backslide
- Encourage diversity of uses, activities and sizes of development in this area
- Attract public/private investments
- Reinforce the unique character of East Tosa in design guidelines
- Create a hierarchy of circulation that begins with pedestrians
 1. Pedestrians
 2. Cyclists
 3. Personal vehicles
 4. Commercial vehicles
- Improve streets, sidewalks and street-crossings to be safer, more pedestrian and cycle friendly
- Identify and protect our neighborhood’s historic assets
- Ensure new development respects and blends with our past yet avoids artificial imitation

- Establish character for intersections – reflecting East Tosa and informing people that they are within a distinct area
- Design street corners to serve their purpose while ensuring protection from vehicular traffic
- Allow unpredictable elements to become part of the streetscape. Avoid standardization that could negatively impact our mixed character
- Wherever possible, select materials and methods that have some unique connection to our diverse heritage

Intended Beneficiaries

The beneficiaries of this plan would be the residents surrounding North Avenue in East Tosa, small businesses on North Avenue and the overall community of Wauwatosa and the adjacent Milwaukee neighborhoods

Section F: Project Location

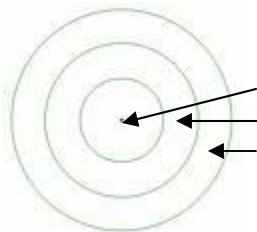
Identify the specific location of the proposed project. If the activity is site specific, provide the street address of the activity or some other readily recognizable description. If the activity is a service, provide the address of the site or sites from which the service will be provided. If desired include any map or other attachments.

North Avenue East Tosa located on North Avenue between 60th and 76th Streets

Section G: Project Service Area

In the space below specifically describe the service area of the project. A service area is where the project beneficiaries come from, where residents using the facility live, or that area a planning study covers. A service area may differ substantially from the project's specific location as reported above. You may use street boundaries, census tract information, or other recognizable boundaries. If a proposed project will provide a service that is available to residents throughout Wauwatosa simply state that the project is Citywide.

The service area can be defined in concentric circles emanating out from the center.



- Center = North Avenue between 60th and 76th streets
- Middle Ring = Census tracts 909,910,911 = 5300+ households/ 13,084 residents
- Outer Ring = Wauwatosa and adjacent Milwaukee community

Section H: Proposed Beneficiaries

Beneficiary Category: Select one beneficiary category that your project will address and indicate the proposed number that would benefit from the project activity. For example, if you expect to serve 70 youth with your project, put down "70" in front of "people", or if you will rehabilitate 30 housing units, put down "30" in front of "housing units".

Under 570.200(a)(3)(i) planning expenditures eligible under 570.205 will be assumed to benefit LMI persons in the same proportion as the remainder of CDBG funds.

- People (general) Census tracts 909,910,911 = 5300+ households/ 13,084 residents
- Jobs
- Public Facilities

Housing Units
 Businesses 120+ small businesses
 Organizations

*You do not have to complete this next portion if you selected **Prevention or Elimination of Slum/Blight or Community Urgent Need** as the National Objective; however, all projects using **Low/Moderate Income** as the National Objective must complete the following section.*

Please provide the projected / estimated number of total beneficiaries that are of low/moderate income status. Please refer to the Low/Mod Income Levels Table in Section III of the Appendix to determine the appropriate income thresholds.

Low/Moderate Income Persons or Households:	Total Number of Persons or Households:
30% of median income or below	
60% of median income	
80% of median income	

Please provide Race and Ethnicity data for the projected number of total beneficiaries. Separate questions for race and ethnicity must be asked and responses to both categories must be provided for each beneficiary. The most recent U.S. Bureau of Census Data may be used. Refer to Section IV, Ethnic & Racial Definitions, of the Appendix for clarification.

Race	Total Number	# Hispanic or Latino
American Indian or Alaskan Native		
Asian		
Black or African American		
Native Hawaiian or Other Pacific Islander		
White		
Other		

Section I: Budget / Proposed Use of Funds

- | | |
|---|--------------------|
| 1. Total Salary & Fringe Benefits Costs | \$0.00 |
| 2. Total Staff Support Costs | \$0.00 |
| 3. Total Equipment & Supplies Costs | \$0.00 |
| 4. Total Capital Costs (Construction, rehab, repairs, etc.) | \$40,000.00 |
| 5. Total Request (Must Equal Sum of Lines 1-4) | \$40,000.00 |
| 6. Please provide a brief description of each budget <u>line</u> item indicated in Section I: | |

Salary & Fringe Benefits

N/A

Total Staff Support Costs	N/A
Total Equipment & Supplies Costs	N/A
Total Capital Costs (Construction, rehab, repairs, etc.)	\$40,000.00

All monies would be awarded to and administered by the city of Wauwatosa Community Development Department on the behalf of the grantees.

The Alliance would issue an RFP to secure a consulting group and have a completed long-term master plan by fall 2009. All grant money would be used to pay consulting organization for research and development of long-term master plan and corresponding tactics for implementation to support economic sustainability.

All grantee organizations will commit volunteer time to assisting in the development and implementation of the plan.

7. List any grants and amounts that this project is levied against as match N/A

The following attachments are included to demonstrate the efficacy and efficiency of the Alliance as well as supporting research documentation.

Attachments

- Community Survey Results/ Summary of Findings
- Business Resource Guide
- Further background and success stories can be found at <http://easttosa.org>

Recent Successes

- Success in advocating for and acquiring Yield for Pedestrian Signs in order to slow traffic and heighten awareness of pedestrians
- Solicitation of and support for small business development – Juniper 61
- Creation and collection of community feedback via survey
- Development of Summary of Findings with corresponding action items
- Creation of Resource Guide
- Development of Website highlighting East Tosa