



B-Line Park on the Beerline Trail Project
and “Connecting Communities” Capital Campaign



Beerline Trail Rich History

- At one time, the Milwaukee Road had more than 10,000 miles of track throughout sixteen states and its busiest branch was the “Beer Line.”
- By 2001, factory closures along the Milwaukee Road Rail Line resulted in 75,000+ jobs disappearing in the Greater Harambee neighborhood.
- In 2002, dedicated volunteers started to remove railroad tracks, clean up debris and make the area more accessible.
- In 2014 a formal partnership created the Beerline Trail Neighborhood Development Project (organizations, cultural leaders, residents, and workers)
- They believed a revitalized trail could drive economic and cultural benefits for the entire area and received over \$3 million in creative placemaking funding and support.

B-Line Park on the Beerline Trail Partnerships & Mission



Education • Lending • Coaching
Entrepreneurship
Financial Impact



Mission

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.



The B-Line Park on the Beerline Trail Vision, Features and Impact



Lifeways Plan Vision*

B-Line Park, a 1-Mile Linear Park on the Beerline Trail

3 Priority Areas: North, Central, South

- 248 TREES
- 6 MILES OF RECYCLED PAVING
- 8 TRAIL MARKERS
- 7 ACTIVITY PAVILLIONS
- 1 BIKER SHED
- 1 GREENHOUSE
- 9 GATES



North:
Capitol Bridge on Capitol Drive

Central:
Vienna Stage Gateway

South:
Connector Building

The B-Line Linear Park site - E. Keefe Avenue to W. Capitol Drive

*Adapted from Walter Hood's original Lifeways Plan Vision

Location of B-Line Park – (*Richards St. to Capitol Drive*) –
One mile stretch

B-Line Park Vision – Build a one-of-a-kind, linear park that unifies arts, culture and civic engagement and serves as a catalyst for local economic and business development

- 1. A World-Class Linear Park and Community Green Space** envisioned through community conversations and engagement events shaping the Lifeways Plan design for the Beerline Trail by Walter Hood, Hood Design Studio (2019 MacArthur Fellow & Gish Prize Awardee).
- 2. Regional Connectivity to the Wider Bike & Pedestrian Network** coordinated by the Rails-to-Trails Conservancy through the Route of the Badger project.
- 3. Community-Centered Development Projects** including commercial and residential development designed to provide equitable benefits to residents.
- 4. Community Leadership and Programming** with resident-led planning group, Guiding Lens, Riverworks Development Corporation, and community partners along the trail.





B-Line Park Features —

Community green houses, play structures, work-out equipment and community green space to increase resident and community-wide involvement



B-Line Park Features –

Large performance stage at the Vienna Gateway, murals, sculptures and landscaping to facilitate creative placemaking and cultural representation along the Beerline Trail



B-Line Park Features —

Utilize B-Line Park amenities like the Bike Shed, Activity Pavilions and Rotating Art Murals to further develop leadership engagement and community programming to foster stewardship, engagement and ongoing maintenance of the park



B-Line Park Features —
The New Connector Building with Kuumba Juice and Coffee
to revitalize the Keefe Avenue Corridor



B-Line Park Features – The New Connector Building Community Room with Kuumba Juice and Coffee Back Patio



- Lighting and wayfinding along the trail to increase safety and mobility
- Cultivate community-centered development projects, both commercial and residential, that assist current residents rather than displace them.
- Provide regional connectivity to a wider bike and pedestrian network to over 35 neighborhoods

**Other B-Line Park Features -
Lighting, Wayfinding, Community-Centered Development Projects,
and Regional Bike & Pedestrian Connectivity**

Who will the B-Line Park on the Beerline Trail Serve?

This catalytic project affects the social and economic fabric of our targeted communities, Harambee and Riverwest



Harambee Population 19,355

Riverwest Residents Population 11,427



50% of Harambee residents live at or below the poverty line

25% of Riverwest residents live at or below the poverty line



85% of Harambee residents identify as African-American

20% of Riverwest residents identify as African American.



B-Line Park on the Beerline Trail Economic Impact

The Development is Anticipated to Create:



\$20 million in affordable housing construction and rehabilitation



\$15 million in commercial, industry and community space development

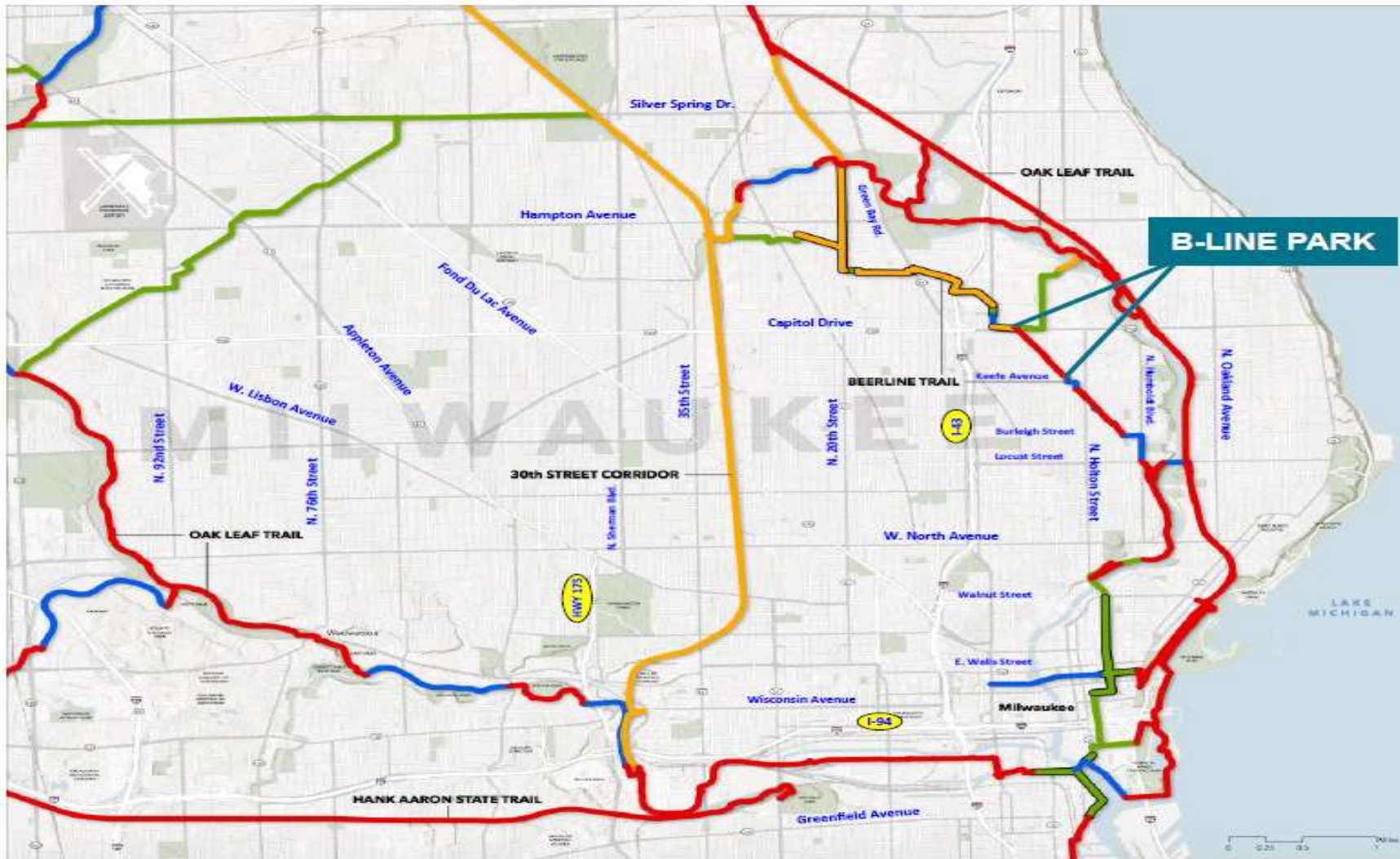


\$400,000 in safety and public art spaces



Overall, the linear park builds on other revitalization efforts focused on anti-displacement and affordable housing, business development, health and wellness, and community wealth building.

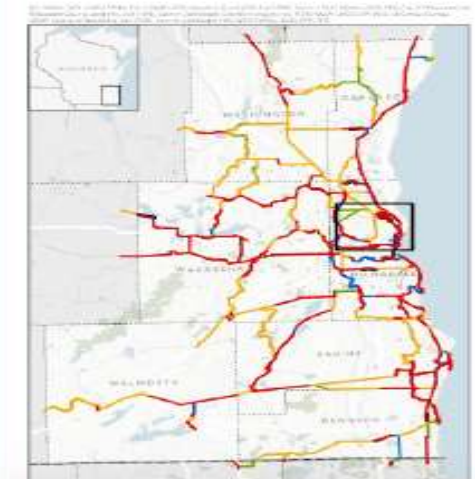
Route of the Badger – 17 Mile Loop – 7 County Impact



railstotrails.org/badger

30th STREET CORRIDOR
BEERLINE TRAIL
HANK AARON STATE TRAIL
OAK LEAF TRAIL

- Existing Trail
- Funded Trail
- Planned Trail
- Existing On-Street
- Funded On-Street
- Planned On-Street



B-Line Park – Key in Connecting over 35 Neighborhoods



- **Regional connectivity to the wider bike and pedestrian network is a top priority and the B-Line Park will play a key role in connecting over 35 neighborhoods to the Route of the Badger**
- **Thanks to the Wisconsin DOT, these neighborhoods, formerly divided by the Interstate-43, is now connected by a tunnel located at 20th Street under the newly rebuilt expressway**
- **Milwaukee County and the cities of Milwaukee and Glendale worked together to secure federal funding for extending the trail connection from the B-Line Park northwest 3.5 miles to the future 30th St Corridor Trail. These trail additions and the B-Line Park construction will all be complete within the next 3-5 years.**
- **To the south, the existing Hank Aaron State Trail will connect to the future 30th Street Corridor Trail, creating an amazing 17-mile loop around the city of Milwaukee.**

B-Line Park “Connecting Communities” Capital Campaign Goal

Fundraising Goal: \$8 million

- **B-Line Park: \$6,130,000**
- **Connector Building: \$825,000**
- **Trail Continuity Access Points: \$700,000**
- **Trail Maintenance & Programming:
\$345,000**



We Need You

"Milwaukee is a state asset and everyone should be investing in it as a way to make their own communities desirable. Boosting the quality of life for the largest city in our state is a building block to help the region prosper. All our businesses prosper by putting this foundation in place. People all over the state should realize that revitalizations ultimately affect the value of their town. Milwaukee is the connotation of Wisconsin and the key element to the region and state. We have to fix Milwaukee in order to fix the state."

-Tim Sullivan, Former Chairman of Bucyrus, Private Sector Honorary Co-Chair , *Connecting Communities* Campaign



Q & A



ON THE
BEERLINE TRAIL
CONNECTING COMMUNITIES CAMPAIGN