

Vision, Goals, and Objectives

An important objective of the planning process is to mobilize residents to consider short-term as well as long-term visions for the neighborhood. Formulating a shared vision for Hiestand will encourage stakeholders to make choices that positively impact the direction of land use, new construction scale, massing, and materials, pedestrian safety, and quality of services.

Vision

Hiestand Neighborhood will be a neighborhood that encourages diversity and is proud of its strong sense of community. Providing an inviting, safe, and comfortable urban environment for individuals and families from diverse cultural, social and economic backgrounds will be a valued characteristic. The Hiestand Neighborhood will be a well-integrated blend of residential uses, both single-family and multi-family, in a walkable environment. Neighborhood residents will walk or bike with ease to designation points within and outside of the neighborhood.

The neighborhood's namesake, Hiestand Park, one of the neighborhood's chief amenities, will serve as a neighborhood center, attracting people in the area to outdoor and social activities

Goals

1. Build on the strengths and opportunities in the neighborhood.

- Build communications between neighborhood businesses, neighborhood schools, and multi-family apartment complexes to further involve essential stakeholders within the neighborhood association.
- Create opportunities for residents, both homeowners and apartment dwellers, to become involved in the neighborhood association and neighborhood-related projects.
- Develop joint neighborhood projects with neighborhood businesses, Kennedy and Schenk Elementary Schools, and Senior Care Facilities.

2. Promote neighborhood stability by preserving residential mix, character, and quality.

- Continue to maintain the existing low-to-medium housing density in the residentially zoned areas.
- Identify characteristics that make Hiestand neighborhood a unique neighborhood and promote these characteristics to real estate agents, major employers, and school district employees.
- Strengthen collaboration between neighborhood residents and neighborhood businesses to promote the neighborhood as a location to live and shop.

3. Create a walkable neighborhood.

- Create opportunities for informal interaction, gathering, and pedestrian movement through the provision of

public spaces, pedestrian's paths, and activity nodes.

- Create a connection to existing bicycle systems to improve the ease of movement within and outside of the neighborhood.
- Ensure safe crossing of local streets, especially at points of high pedestrian use, to provide safe movement of neighborhood residents.

4. Advocate continued maintenance and improvement of public infrastructure.

5. Implement strategies to slow speed and divert volume of vehicular traffic to improve pedestrian and bicycle travel.

- Devise traffic calming measures on Milwaukee, Swanton, and N. Thompson to ensure a safe pedestrian and bicycle-friendly neighborhood environment.