



F. South Hills and Corridor G

Opportunities and Challenges

- Strong neighborhood character, new homes
- Lack of sidewalks and bikeways due largely to terrain and limited right-of-way widths
- Lack of connectivity, many dead end streets, which means emergency services, deliveries, etc. have fewer options or if there is an accident
- Potential for new homes and better connectivity with new development
- Maintain quality of older homes and support reinvestment, rehabilitation, and appropriate levels of expansion

Bridge Road Recommendations

- South Hills Association has made great strides in improving the design and aesthetics of the Bridge Road shopping area
- Improve walkability around Bridge Road shopping node through
 - painted pedestrian crosswalks across street intersections and between sidewalk and building entrances
 - added landscaping where practical to help define pedestrian routes
- Improve wayfinding around Bridge Road
- Continue to improve facades but support an eclectic

and colorful mix to reinforce the unique “vibe” of this district

- Coordinate signage to be similar look and higher quality
- Find opportunities for more landscaping to help accentuate unified district identity

Potential uses to support the current retail mix:

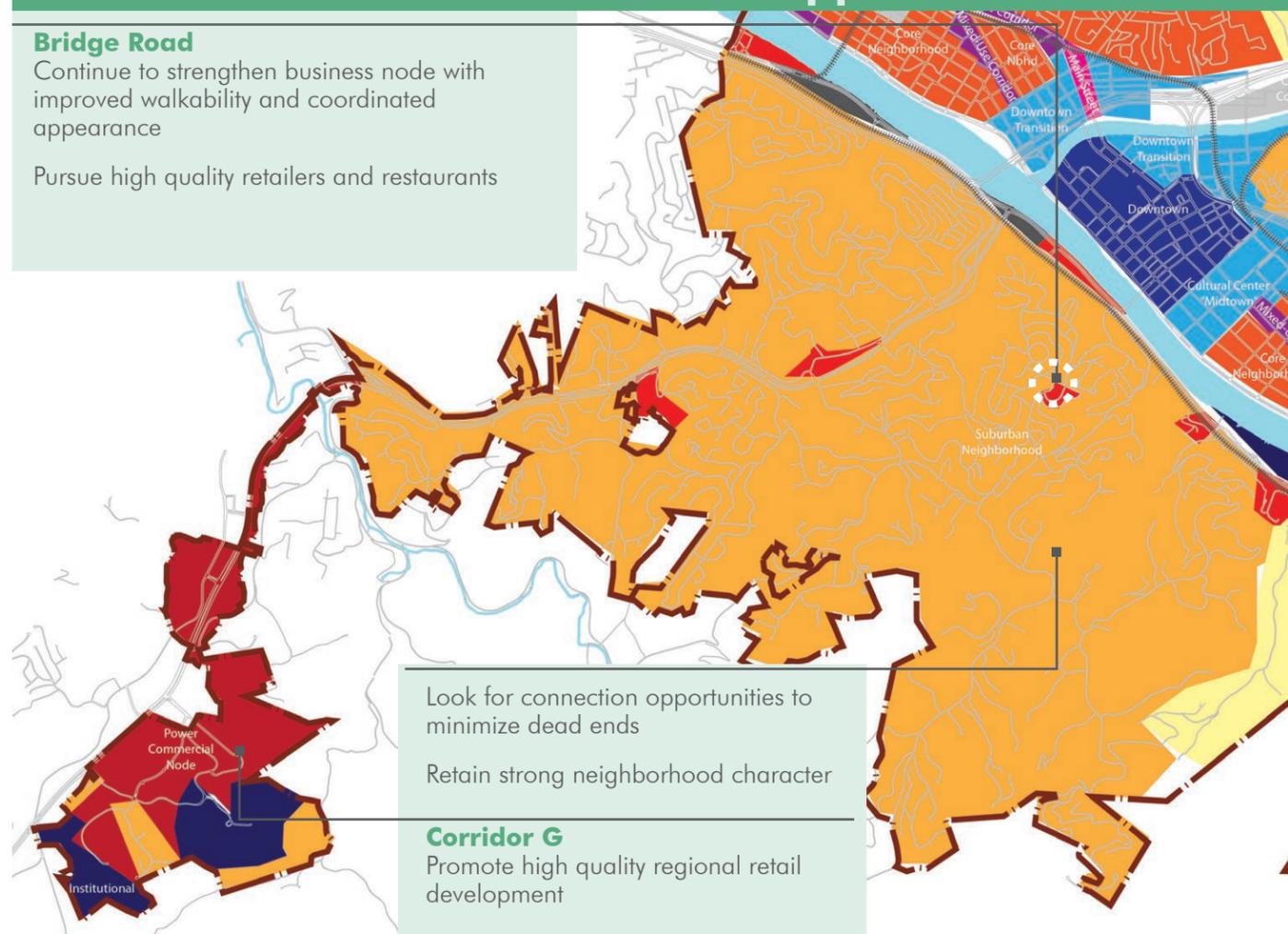
- Running/biking/yoga store
- Tea room, coffee shops
- Kitchen supply
- Specialty food
- Handmade gifts
- Jewelry
- High-end pet store
- Beauty salon/spa
- Small home furnishings

South Hills Future Land Use and Opportunities

Bridge Road

Continue to strengthen business node with improved walkability and coordinated appearance

Pursue high quality retailers and restaurants



Corridor G Recommendations

- Focus on redevelopment of older sections that need to be redeveloped to attract quality retailers
- Require retailers to pay into a redevelopment fund to be used in the future municipal redevelopment (over 50,000 sq. ft. e.g., Wauwatosa WI)
- Design standards to create a village-like setting
- Cluster restaurants in a main street setting with pull up parking



Design standards can result in a “main street” setting at Corridor G



Continued facade improvements and site design features will strengthen the character of the Bridge Rd. shops