

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:

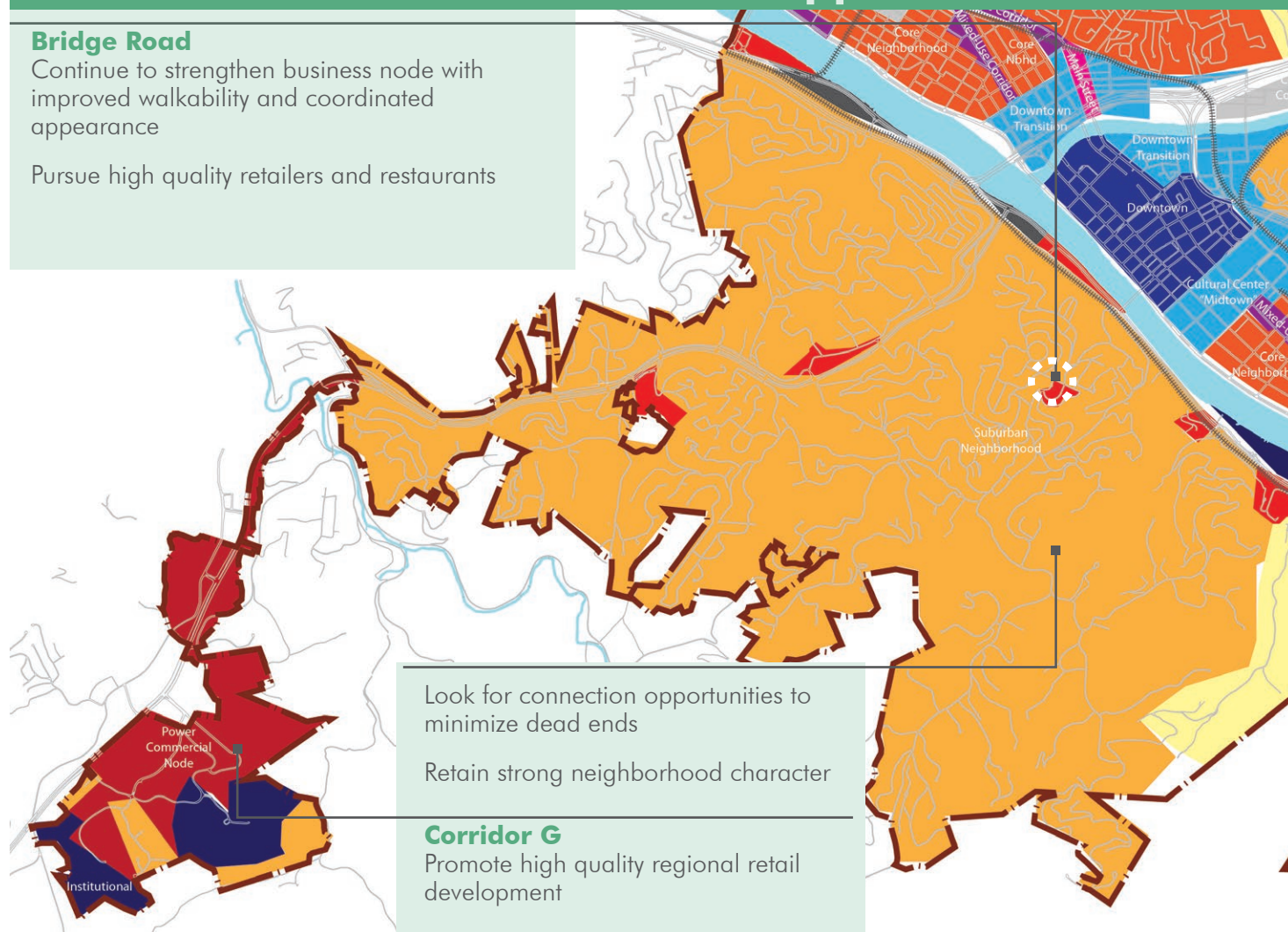
- Running/biking/yoga store
- Tea room, coffee shops
- Kitchen supply
- Specialty food
- Handmade gifts
- Jewelry
- High-end pet store
- Beauty salon/spa
- Small home furnishings

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



Look for connection opportunities to minimize dead ends

Retain strong neighborhood character

Corridor G

Promote high quality regional retail development

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