

LAND USE MAP

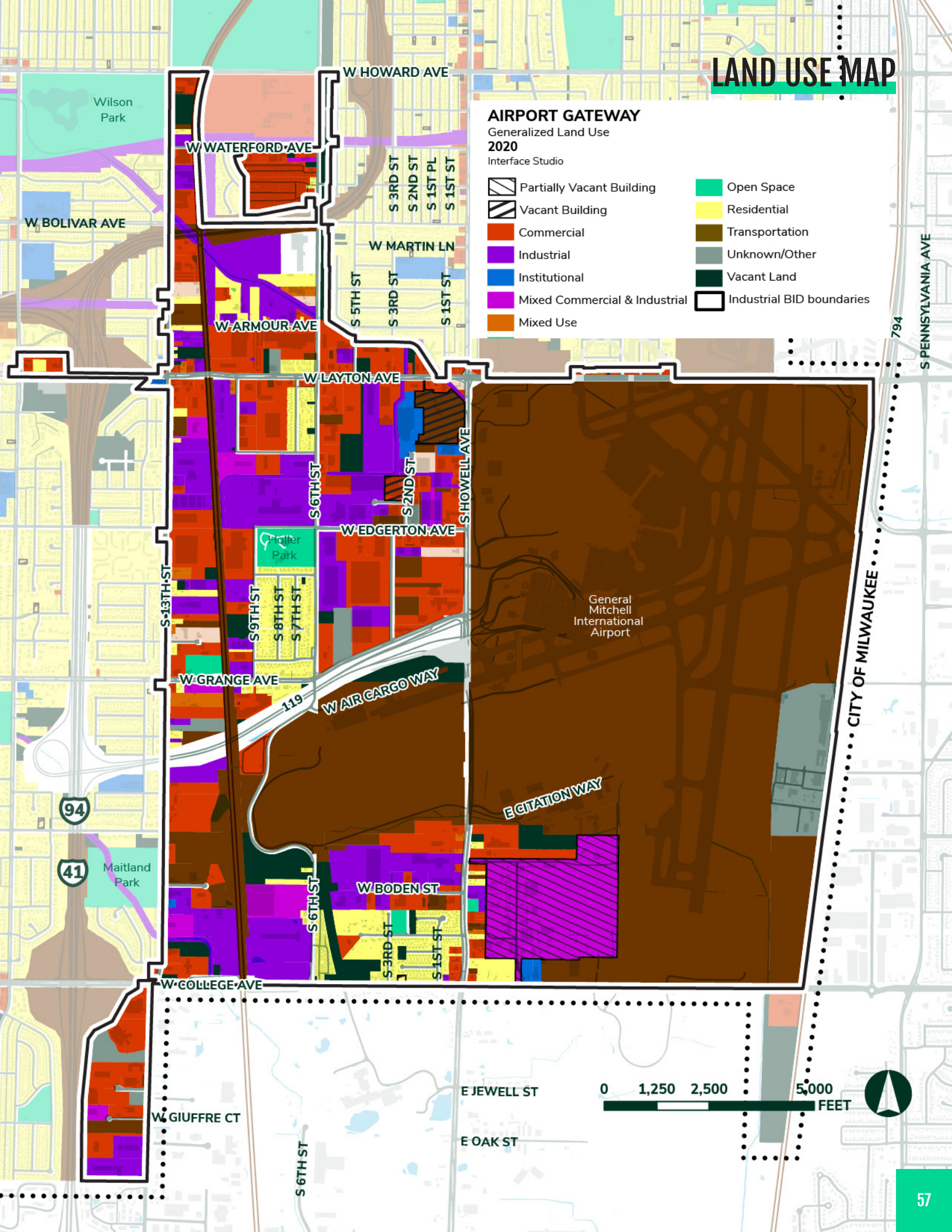
AIRPORT GATEWAY

Generalized Land Use

2020

Interface Studio

- | | | | |
|--|-------------------------------|--|---------------------------|
| | Partially Vacant Building | | Open Space |
| | Vacant Building | | Residential |
| | Commercial | | Transportation |
| | Industrial | | Unknown/Other |
| | Institutional | | Vacant Land |
| | Mixed Commercial & Industrial | | Industrial BID boundaries |
| | Mixed Use | | |



S PENNSYLVANIA AVE

794

CITY OF MILWAUKEE

General Mitchell International Airport

E CITATION WAY

W BODEN ST

W COLLEGE AVE

W GIUFFRE CT

E JEWELL ST

E OAK ST

S 6TH ST

S 6TH ST

S 3RD ST

S 1ST ST

S 9TH ST

S 8TH ST

S 7TH ST

S 6TH ST

S 2ND ST

S 5TH ST

S 3RD ST

S 1ST ST

S 3RD ST

S 2ND ST

S 1ST PL

S 1ST ST

W ARMOUR AVE

W MARTIN LN

W LAYTON AVE

W EDGERTON AVE

W GRANGE AVE

W AIR CARGO WAY

94

41

EMPLOYMENT PROFILE

TOTAL NUMBER OF BUSINESSES

523

TOTAL NUMBER OF JOBS

9,658

% OF JOBS WITH AN ANNUAL
SALARY GREATER THAN \$40,000

47%

LARGEST EMPLOYERS

- › GENERAL MITCHELL INTL
AIRPORT
- › OMNICARE
- › HOLLAND

EMPLOYMENT		
TYPES OF JOBS	NUMBER	PERCENT
Transportation and Warehousing	4,583	47.5%
Accommodation and Food Services	1,224	12.7%
Manufacturing	791	8.2%
Administration & Support, Waste Management	507	5.2%
Wholesale Trade	474	4.9%
Real Estate and Rental and Leasing	391	4.0%
Retail Trade	330	3.4%
Construction	279	2.9%
Other Services (excluding Public Administration)	251	2.6%
Public Administration	239	2.5%
Health Care and Social Assistance	212	2.2%
Professional, Scientific, and Technical Services	167	1.7%
Management of Companies and Enterprises	77	0.8%
Utilities	35	0.4%
Educational Services	35	0.4%
Information	32	0.3%
Finance and Insurance	17	0.2%
Arts, Entertainment, and Recreation	12	0.1%
Jobs without a college degree	3537	37%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, Primary Jobs Only, 2018.

SURROUNDING COMMUNITY

MEDIAN HOUSEHOLD INCOME OF
POPULATION THAT LIVES WITHIN A
HALF MILE

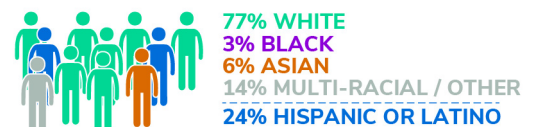
\$53,791

UNEMPLOYED POPULATION 16+
THAT LIVES WITHIN A HALF MILE

1,852

- › The Gateway has the highest Median Household Income of Milwaukee's 7 Industrial BIDs.
- › The racial composition of the Gateway BID and surrounding neighborhoods is reflective of the local workforce. This suggests that the local workforce may live in the local area.
- › The unemployment rate for the Gateway BID area in 2020 was 12.6%, the lowest of Milwaukee's Industrial BIDs.
- › Gateway neighborhoods are some of the newest on the south side of the City and typically lower in density.

PEOPLE WHO LIVE HERE*



PEOPLE WHO WORK HERE **



* Population within a 1/2 mile of the BID, ESRI

** Working Population in the BID, Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, Primary Jobs Only, 2018.

INDUSTRIAL USE BY TYPE

AIRPORT DISTRICT

Industrial Land Use Types

2020

Interface Studio

INDUSTRIAL LAND USE TYPES

Manufacturing
(Incl. Mixed Industrial and
Mixed Industrial-Commercial)

- Warehousing & Distribution
- Construction
- Industrial Service
- Storage Yard
- Scrap, Salvage, or Waste

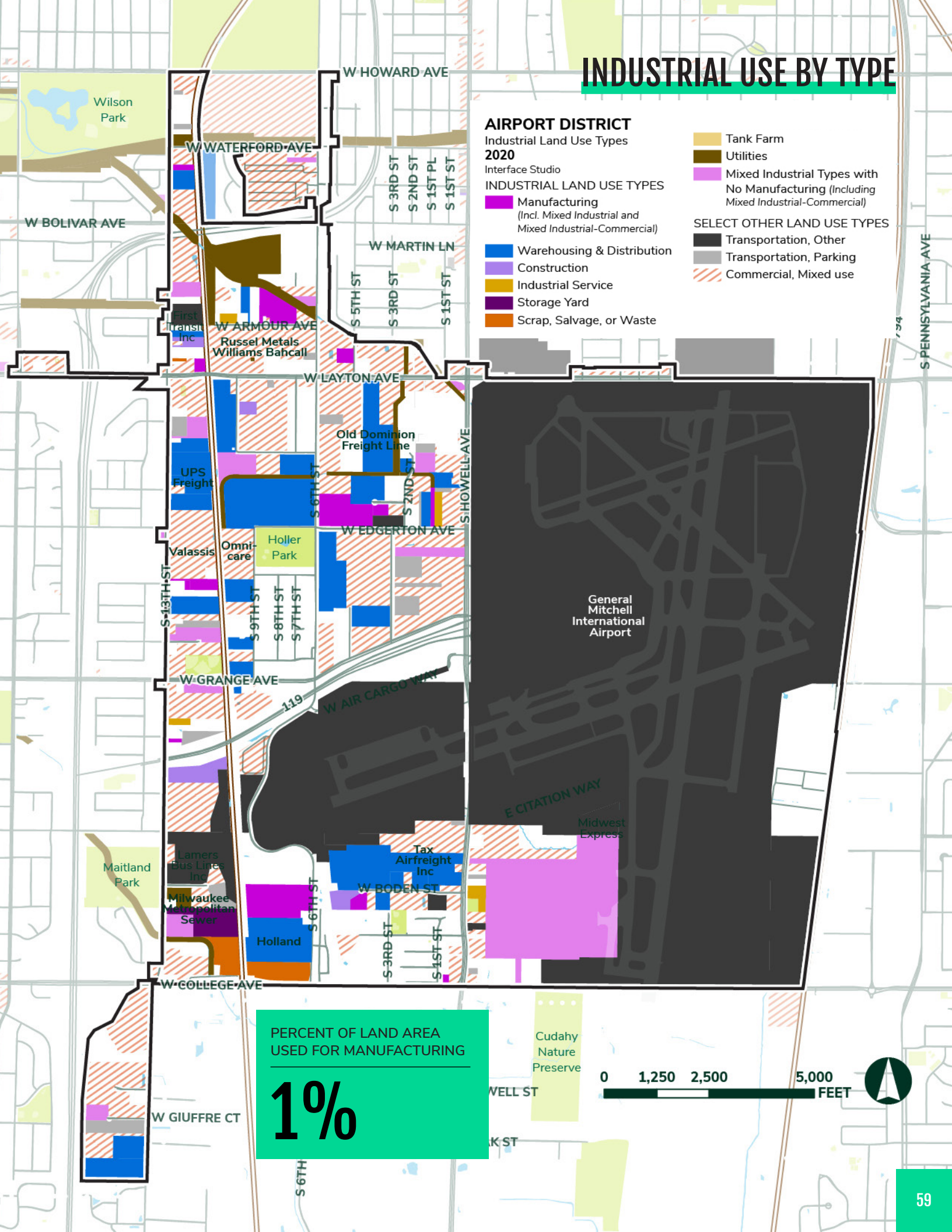
Tank Farm

Utilities

Mixed Industrial Types with
No Manufacturing (Including
Mixed Industrial-Commercial)

SELECT OTHER LAND USE TYPES

- Transportation, Other
- Transportation, Parking
- Commercial, Mixed use



PERCENT OF LAND AREA
USED FOR MANUFACTURING

1%

0 1,250 2,500 5,000 FEET



RECOMMENDATIONS – THE AIRPORT GATEWAY

Transportation

- Explore a primary rapid transit line to connect the Airport Area and Downtown Milwaukee as a part of an eight-corridor rapid transit system in the Milwaukee metro area.
- Support extension of the existing light rail (The Hop) from Downtown to the Airport by way of S Howell Avenue or S 6th Street.
- Support efforts to implement BRT that would provide shorter travel times than local bus routes due to stops being spaced further apart (at least one-half mile).
 - › Evaluate an extension of the MCTS Purple Line south along 27th Street, so that it terminates at Northwestern Mutual's Campus, which is also the southern end of the recommended rapid transit line between the Aerotropolis and Downtown Milwaukee.¹

Marketing & Programming

- Improve gateways and signage to the district particularly at key intersections like E Layton Avenue and S Howell Avenue and E Layton Avenue and S 13th Street (Western Gateway) and I-94/41 S on/off ramps.

The Airport Gateway recommendations build on work completed in the Aerotropolis Development Plan for the neighborhoods surrounding General Mitchell International Airport.

Strategy References:

¹ MATC NEXT - Milwaukee North South, <https://www.mkenorthsouth.com/>

²Aerotropolis Development Plan Summary, Adopted November 2017 - Page

Development










- Expand mixed-use development along E Layton Avenue and S Howell Avenue.
- Support redevelopment of the Wally Park site. Consider commercial outlots with light industrial infill on site.
- Establish a food and beverage manufacturing district along Pennsylvania Avenue East of the Airport. The City should continue to encourage food and beverage-oriented manufacturing and compatible commercial uses that will support the further growth of the district, such as food grade manufacturing facilities, perishable food storage warehouses, and mixed-use industrial commercial buildings.
- Consider developing a start-up kitchen incubator and maintaining a variety of industrial space sizes within the BID.
- Focus on activating empty structures in the MKE Business Park (the former 440th Air Reserve Base) consistent with the Aerotropolis vision and plan.
- The vacant former Wally Park site provides a major development opportunity to advance the plan recommendations of the Aerotropolis Gateway Plan. Industrial uses may be appropriate for the interior of the site if they can be designed to complement the goals of the Layton Town Center area.

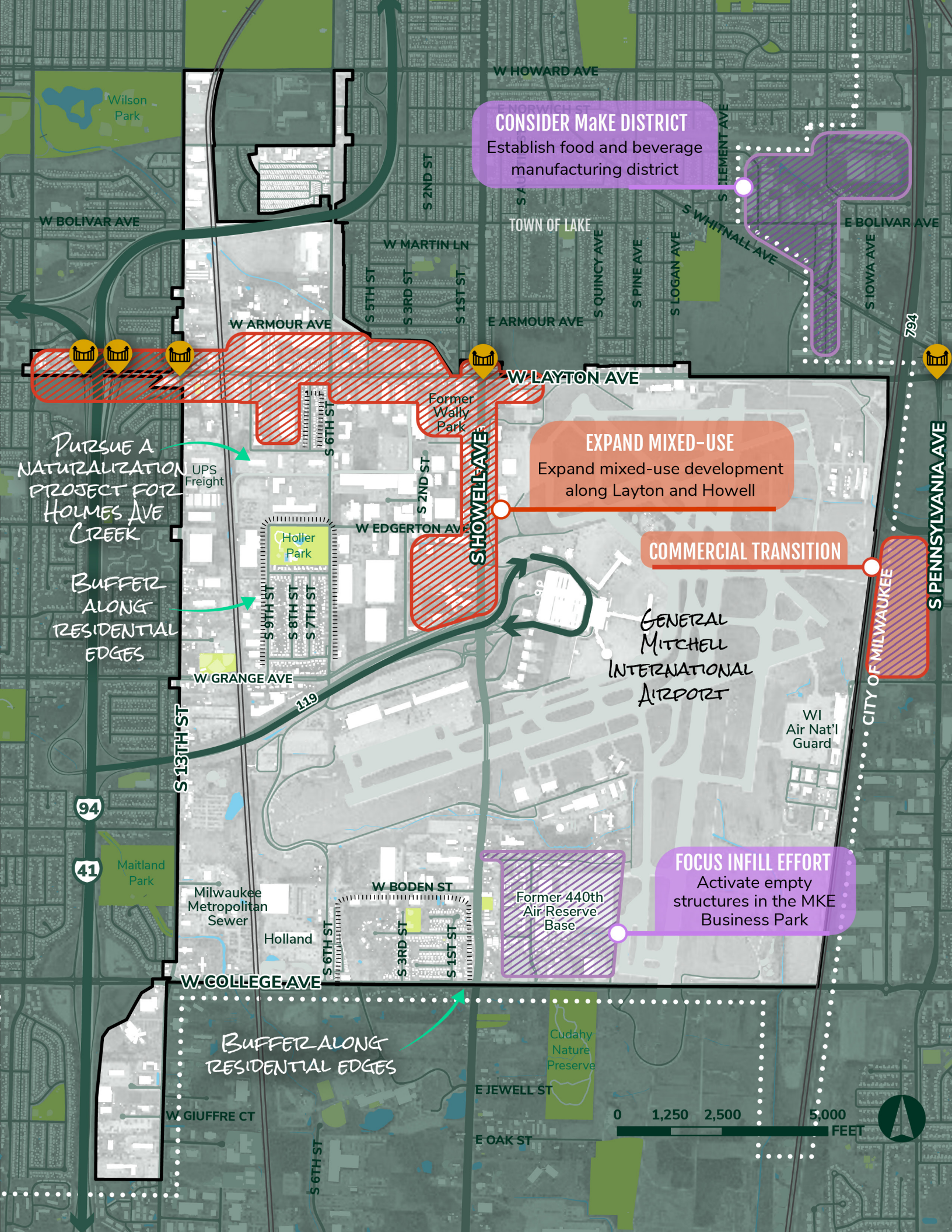
Public Realm

- Pursue a naturalization project for Holmes Avenue Creek between Layton and Edgerton Avenues, similar to the reconstruction of Wilson Creek Park between 13th and Howell to address flooding issues.
- Capitalize on the Layton/Lake Parkway Area's position as an important eastern gateway to MKE by improving the appearance and perception of Layton and Pennsylvania Avenues.
- Collaboratively establish design standards that reflect the area's identity as MKE's South Gateway and improve the appearance and perception of corridors located south of the Airport.
- Design landscape buffers between active industrial uses and nearby homes.

THE AIRPORT GATEWAY

Summary of Recommendations
2021

-  Development and zoning recommendations
-  Development and zoning recommendations related to commercial properties or retail areas
-  Transportation recommendations
-  Public Realm recommendations
-  Location of major gateway
-  Location of scrap, salvage, or outdoor warehousing business
-  Boat / Kayak launch
-  Major trail or riverfront project
-  Residential areas that share a border with industrial properties



CONSIDER MaKE DISTRICT

Establish food and beverage manufacturing district

PURSUe A NATURALIZATION PROJECT FOR HOLMES AVE CREEK

BUFFER ALONG RESIDENTIAL EDGES

BUFFER ALONG RESIDENTIAL EDGES

EXPAND MIXED-USE

Expand mixed-use development along Layton and Howell

COMMERCIAL TRANSITION

GENERAL MITCHELL INTERNATIONAL AIRPORT

FOCUS INFILL EFFORT

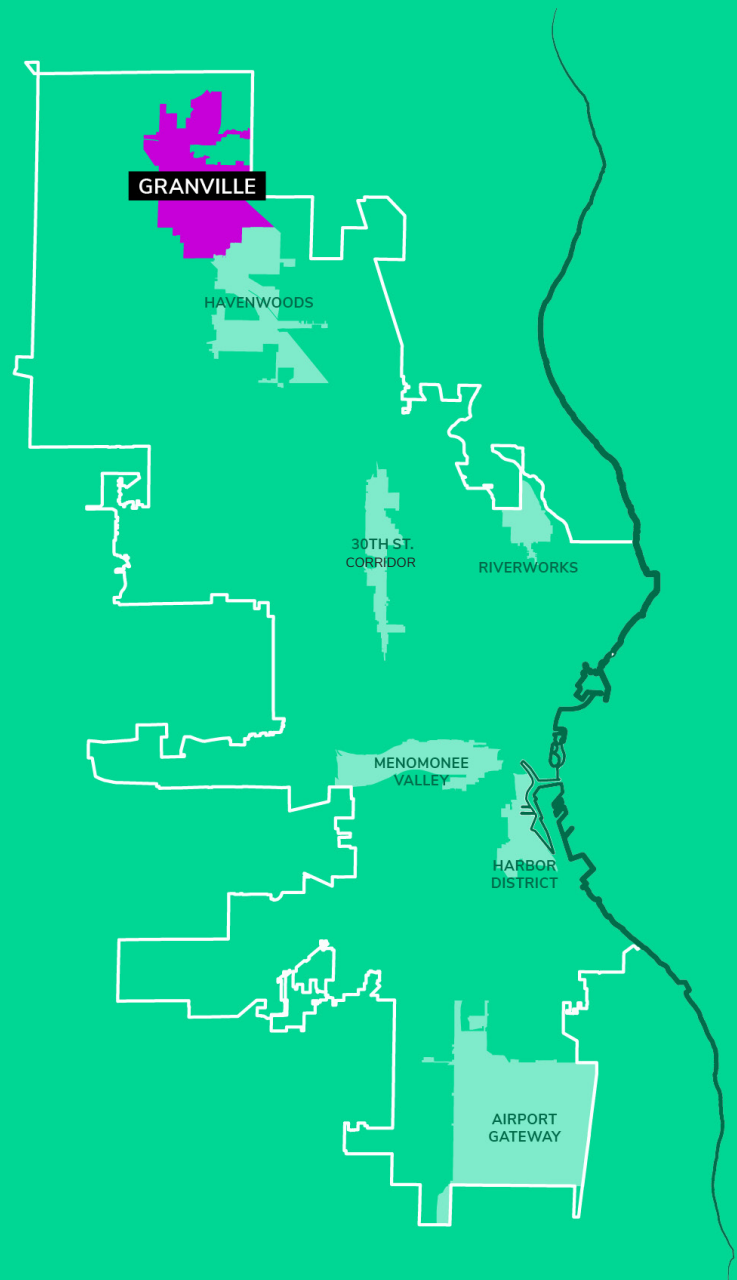
Activate empty structures in the MKE Business Park



MILWAUKEE INDUSTRIAL LAND ANALYSIS

DISTRICT PROFILES

GRANVILLE



INDUSTRIAL DISTRICT PROFILES
AUGUST 2021

DISTRICT BY THE NUMBERS

GRANVILLE - BID#48
KNOWN AS:

"GRANVILLE'S GOT THE GOODS" -
A multipurpose destination to work,
shop, eat, live and recreate.
- BID48 Webpage

PARCEL AREA (ACRES)

1,762

Source: City of Milwaukee Land Use data, 2020

OF BUSINESSES

510

Source: Infogroup, 2020

TOTAL # OF EMPLOYEES

9,600

Source: U.S. Census Bureau, OnTheMap, 2018

EMPLOYMENT DENSITY

5

 EMPLOYEES
PER ACRE

% INDUSTRIAL ZONED LAND

62%

Overview

Granville (BID#48) is the northernmost industrial BID located on Milwaukee's far northwest side. There are over 300 businesses and 37-39,000 employees in Granville BID alone. Businesses that make up the Granville BID are primarily manufacturing and distribution. One of the greatest advantages Granville offers is easy access to local interstates - Brown Deer Road provides direct access to N 76th Street, I-41/45 to the west and I-43 to the east. Granville's central business park extends between N 91st Street and N 76th Street on both sides of W Bradley Road. Granville is part of the Northwest Side Comprehensive planning area.

There are two primary commercial corridors in Granville: Brown Deer Road & N 76th Street Corridor. In recent years, these commercial corridors, particularly Brown Deer Road, are experiencing increasing vacancy, leaving several strip mall retail centers and big box stores

vacant. Though interest in industrial development in the area exists, these sites must compete with new build opportunities and existing spaces in the nearby suburbs. The few big box stores that have been converted to industrial use are primarily used for distribution which bring with them low employment densities. Granville is home to the long vacant Northridge Shopping Center comprised of more than 70 acres. The City has issued a demolition order requiring the current owner of Northridge to remove the blighted former mall structure.

Though it is known to be a robust employment center, many of the jobs available in the area are not considered entry level. Most of Granville's employees commute (estimated 95%) 10 miles or more. Granville's nearby neighborhoods are considered some of the more diverse areas in the City of Milwaukee.

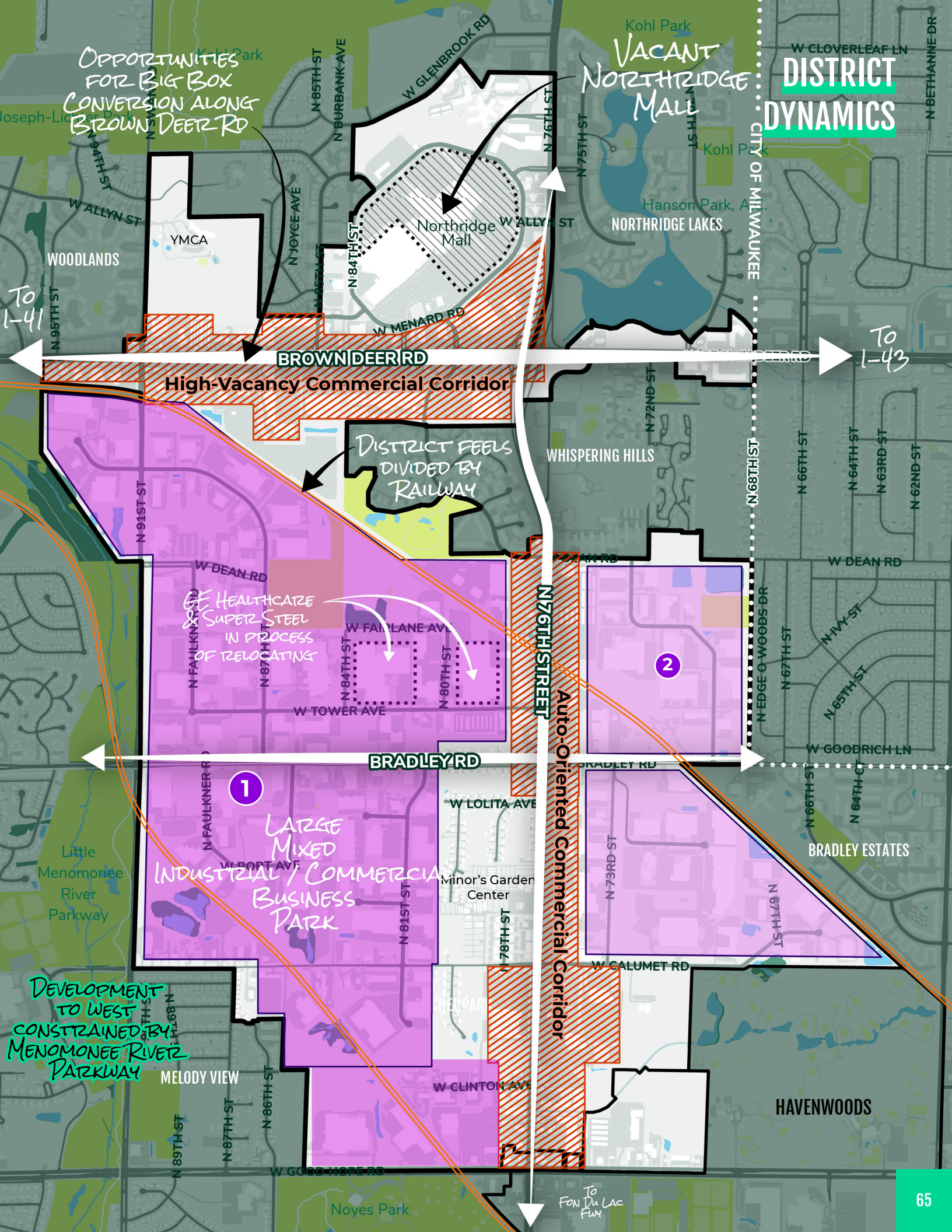
Assets & Opportunities

- › Granville offers easy access to local interstates - Brown Deer Road provides direct access to N 76th Street, I-41/45 to the west and I-43 to the east.
- › The BID is considered one the most diverse areas in the City of Milwaukee with an influx of immigrants occupied in local jobs.
- › Land in Granville is relatively inexpensive compared to more central properties.
- › Businesses in the area (within 2-3 miles of the District) are expanding and looking for space in Granville.
- › The vacant Northridge Shopping Mall site offers opportunity for development at a large scale in the future.
- › On average, industrial and commercial sites are larger in Granville than other industrial districts.
- › As with other industrial districts, there is speculation around the opportunity for major industries to reshore manufacturing activities in the future.

Challenges

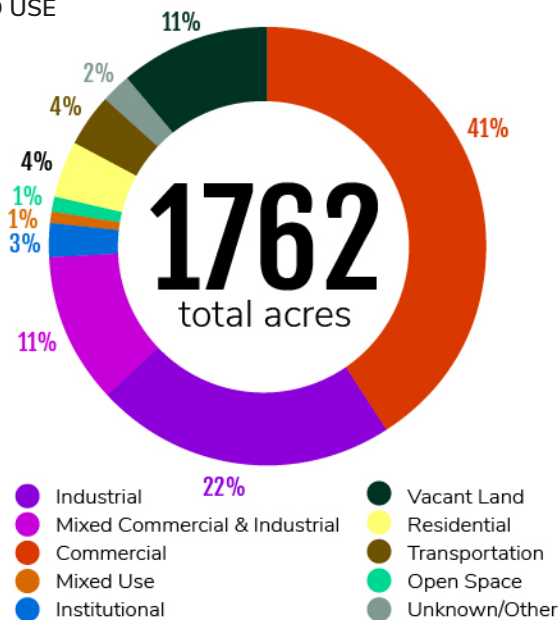
- › Light manufacturing and industrial businesses in the area tend toward the use of automation and warehousing space that offer fewer local employment opportunities.
- › The area lacks strong bus access. Carpooling is common amongst the immigrant employee population.
- › Restaurants can't survive on business from local employees alone as there is limited demand generated from shift workers in the area.
- › There are number of vacant, big-box commercial stores that are a challenge to redevelop.
- › Anecdotaly, Granville is an "old-school business environment" that brings challenges in connecting with a younger workforce.
- › Additional social and community services are desired in the area to improve the quality of life and provide better access for low and moderate income residents.
- › Anecdotaly, hiring practices in the area provide preference for Latinx and Hmong workforce over African American candidates.

DISTRICT DYNAMICS

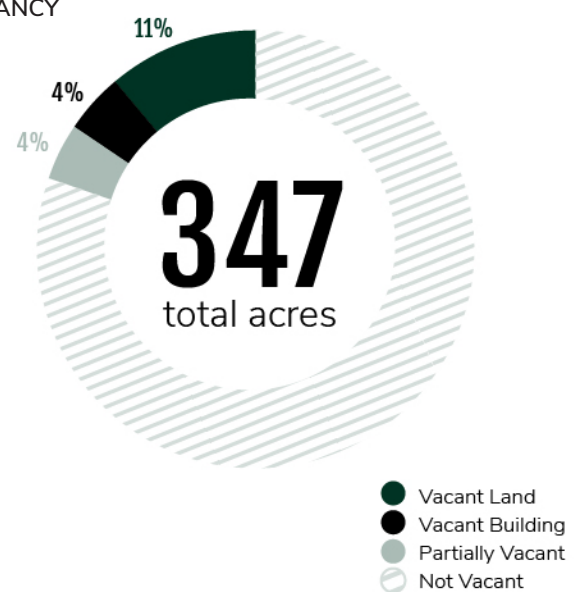


DISTRICT LAND USE

LAND USE



VACANCY



Note: "Vacant Building" and "Partially Vacant" represent parcels that fall within any land use category which currently have unoccupied structures.

NUMBER OF VACANT PARCELS GREATER THAN 1 ACRE

36

VACANCY

Vacant Land	Number of Parcels	Area
Under 1 acre	14	8.2 ac
1 to 5 acres	27	70.3 ac
5 to 10 acres	3	20.8 ac
10 to 20 acres	5	70.6 ac
Over 20 acres	1	22.1 ac
Total	50	192 ac
Vacant Buildings	12	1,355,306 sf
Partially Vacant Buildings	9	data not available
For Sale / For Lease / Available	6	659,319 sf

Interface Studio analysis of the Master Property Parcel file, accessed December, 2020, and field observations.

PREVIOUS PLANS

Northwest Side Area Plan (2008)

- › The Northwest area is the largest planning area in Milwaukee, encompassing 16,902 acres of land.
- › Recommendations favor adaptive reuse and traditional neighborhood redevelopment, particularly owner-occupied single family residential and mixed use development around Granville Station, as well as industrial development.
- › Anchor institutions must be reestablished to serve and attract people to the neighborhood.

Granville Strategic Plan and Land Use Report (2017)

- › Blueprint for the revitalization of Granville as an industrial and commercial anchor in the City and the region, with focal points on the Brown Deer Road commercial corridor, the vacant Northridge Mall, and supportive reinvestment strategies.
- › Among the District's strengths is the continued demand for developable land for modern manufacturing, particularly on large-format commercial sites with potential to be redeveloped into major employment anchors.

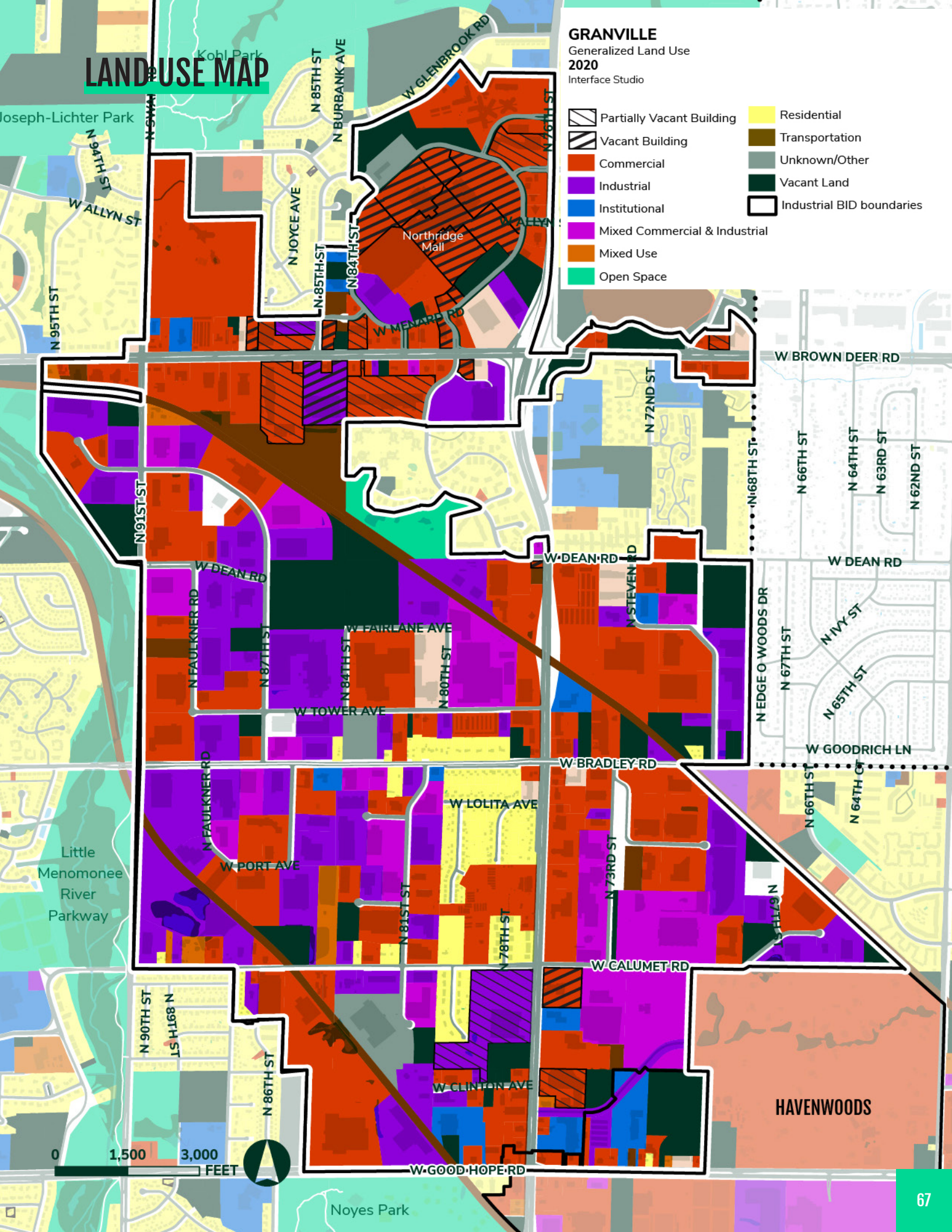
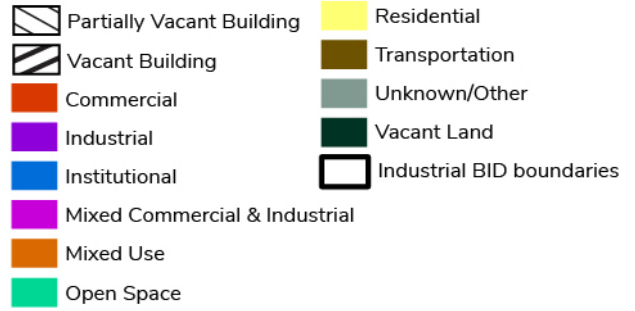
LAND USE MAP

GRANVILLE

Generalized Land Use

2020

Interface Studio



EMPLOYMENT PROFILE

TOTAL NUMBER OF BUSINESSES

510

TOTAL NUMBER OF JOBS

9,600

% OF JOBS WITH AN ANNUAL SALARY GREATER THAN \$40,000

57.4%

LARGEST EMPLOYERS

- › GE HEALTHCARE
- › SUPER STEEL
- › DOUGLAS DYNAMICS INC
- › DERCO AEROSPACE INC
- › DANFOSS POWER ELECTRONICS

EMPLOYMENT		
TYPES OF JOBS	NUMBER	PERCENT
Manufacturing	4,838	50.4%
Wholesale Trade	1,416	14.8%
Retail Trade	898	9.4%
Administration & Support, Waste Management and Remediation	473	4.9%
Management of Companies and Enterprises	471	4.9%
Health Care and Social Assistance	421	4.4%
Accommodation and Food Services	250	2.6%
Construction	187	1.9%
Educational Services	184	1.9%
Professional, Scientific, and Technical Services	182	1.9%
Other Services (excluding Public Administration)	82	0.9%
Finance and Insurance	69	0.7%
Information	63	0.7%
Transportation and Warehousing	44	0.5%
Real Estate and Rental and Leasing	20	0.2%
Jobs without a college degree	3574	37%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, Primary Jobs Only, 2018.

SURROUNDING COMMUNITY

MEDIAN HOUSEHOLD INCOME OF POPULATION THAT LIVES WITHIN A HALF MILE

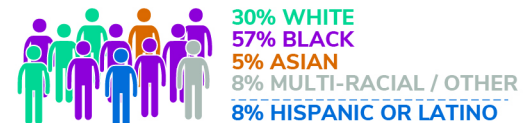
\$42,309

UNEMPLOYED POPULATION 16+ THAT LIVES WITHIN A HALF MILE

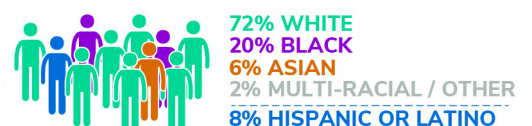
1,549

- › The racial composition of the workforce in the Granville BID is less diverse than the surrounding neighborhood. This indicates that much of the local workforce is commuting from outside the local area.
- › There is evidence of a growing influx of immigrant employees in Granville including a large Hmong workforce.
- › Despite nearby and diverse communities around the Granville BID, there are a lack of community uses and retail services that would enhance the quality of life for residents. Empty big box commercial stores are a visible reminder of this issue for residents and businesses alike.

PEOPLE WHO LIVE HERE*



PEOPLE WHO WORK HERE **



* Population within a 1/2 mile of the BID, ESRI

** Working Population in the BID, Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, Primary Jobs Only, 2018.

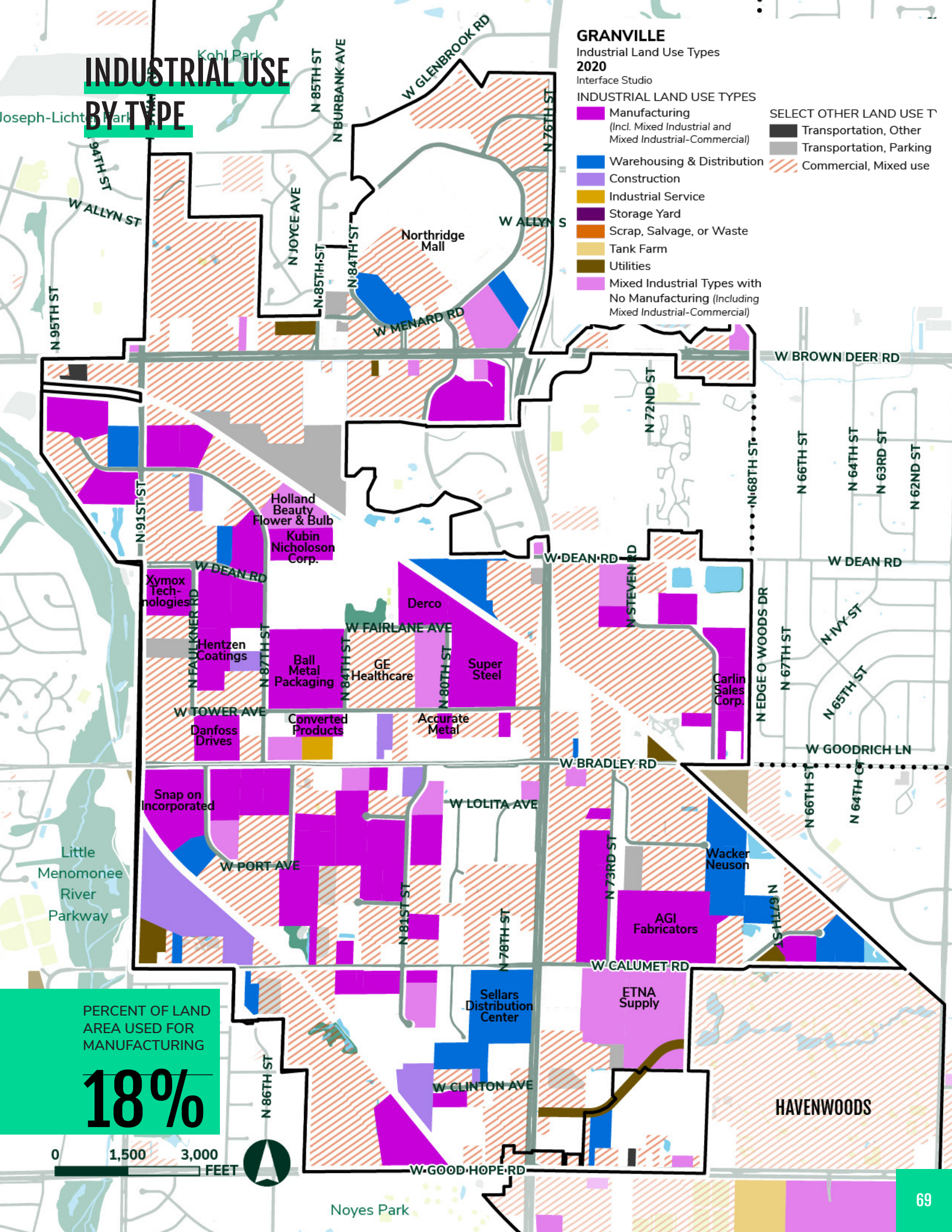
INDUSTRIAL USE BY TYPE

GRANVILLE
Industrial Land Use Types
2020
Interface Studio

INDUSTRIAL LAND USE TYPES

- Manufacturing (Incl. Mixed Industrial and Mixed Industrial-Commercial)
- Warehousing & Distribution
- Construction
- Industrial Service
- Storage Yard
- Scrap, Salvage, or Waste
- Tank Farm
- Utilities
- Mixed Industrial Types with No Manufacturing (Including Mixed Industrial-Commercial)

- SELECT OTHER LAND USE TYPE
- Transportation, Other
 - Transportation, Parking
 - Commercial, Mixed use



PERCENT OF LAND
AREA USED FOR
MANUFACTURING

18%

0 1,500 3,000
FEET



Noyes Park

HAVENWOODS

RECOMMENDATIONS – GRANVILLE

Transportation

- As roads are reconstructed, opportunities to add sidewalks where they don't currently exist and bike lanes should be explored and prioritized. Specifically, during the upcoming resurfacing project, N 107th Street should be evaluated for the potential to add bicycle lanes.¹

Marketing & Programming

- Market the area to new businesses with a targeted approach to fill the needs of residents and local employees.
- The BID and other stakeholders should continue to publicize the successful businesses located in the industrial core and expand efforts to tell their stories.
- The BID should continue its well-received efforts to coordinate safety and security efforts between businesses in the district, including its security patrol within the industrial park.

Granville recommendations build on work from the Granville Strategic Action Plan and Land Use Study, A Part of the Northwest Side Area Plan (October 2017).

Plan References:

¹Granville Strategic Action Plan - Page 65

²Granville Strategic Action Plan - Pages 8, 50-54

³Granville Strategic Action Plan - Page 64

Development










- Support the redevelopment of the former Northridge Mall site and outlots for large-scale industrial development.²
- Encourage the City to develop an expanded industrial/commercial zoning district or other appropriate zoning overlay that would support the type of development envisioned by the Granville Strategic Action Plan - focused on the reuse and transition of vacant commercial and "Big Box" properties. Appropriate areas within the plan boundary should be reviewed for rezoning under this new district to allow for a broader mixture of uses, which would include industrial uses. Quality expectations would help to ensure converted buildings positively reinforce activity in the area. Expanded zoning requirements should support:
 - High quality landscaping
 - Parking lot improvements (including potential de-paving)
 - Signage regulations (emphasizing commercial properties converted for industrial/warehousing/distribution uses)
- Retail uses should be clustered at high-visibility nodes, while vacant retail parcels that may no longer be feasible for retail uses should transition to industrial uses or other non-retail uses such as medical offices, entertainment, or educational uses, provided they do not cause land use conflicts with neighboring parcels.
- Customize and enhance the City of Milwaukee's facade grant program to elevate the design quality of the area. Funds should be used only for enhancements above and beyond basic requirements and should be targeted to outlot development and the area's remaining critical retail nodes.
- Improved landscaping visible from the street should be considered for inclusion in the program.
- Retrofit parking areas where opportunities arise to include shared parking, cross access easements, and additional stormwater management or other green infrastructure features as illustrated in the Granville Design Charette.
- The BID should explore expanding its boundaries to the west to include the concentration of industrial uses north of Brown Deer Road and west of Old Orchard Road.

Public Realm

- The City and BID should improve the physical appearance of the commercial corridors through landscaping, trees, wayfinding, and neighborhood identity signage in the public right-of-way.
- Property owners should create employee amenities within the business parks such as walking and bike paths. Specifically, Bradley Woods and the GE Medical park space are areas of opportunity. The City should support these efforts to the extent they would utilize public right of way.
- Create gateway and wayfinding signage at key commercial and industrial locations.
- Revise the zoning code of ordinances, or establish a Master Sign Overlay Zone along Granville commercial corridors to reflect sign standards comparable to the quality and aesthetic required in surrounding suburban municipalities.³
- Inventory and identify opportunities to connect existing greenspace within the Granville area, featuring the Little Menomonee Parkway as the centerpiece or spine of a greenway network.

GRANVILLE

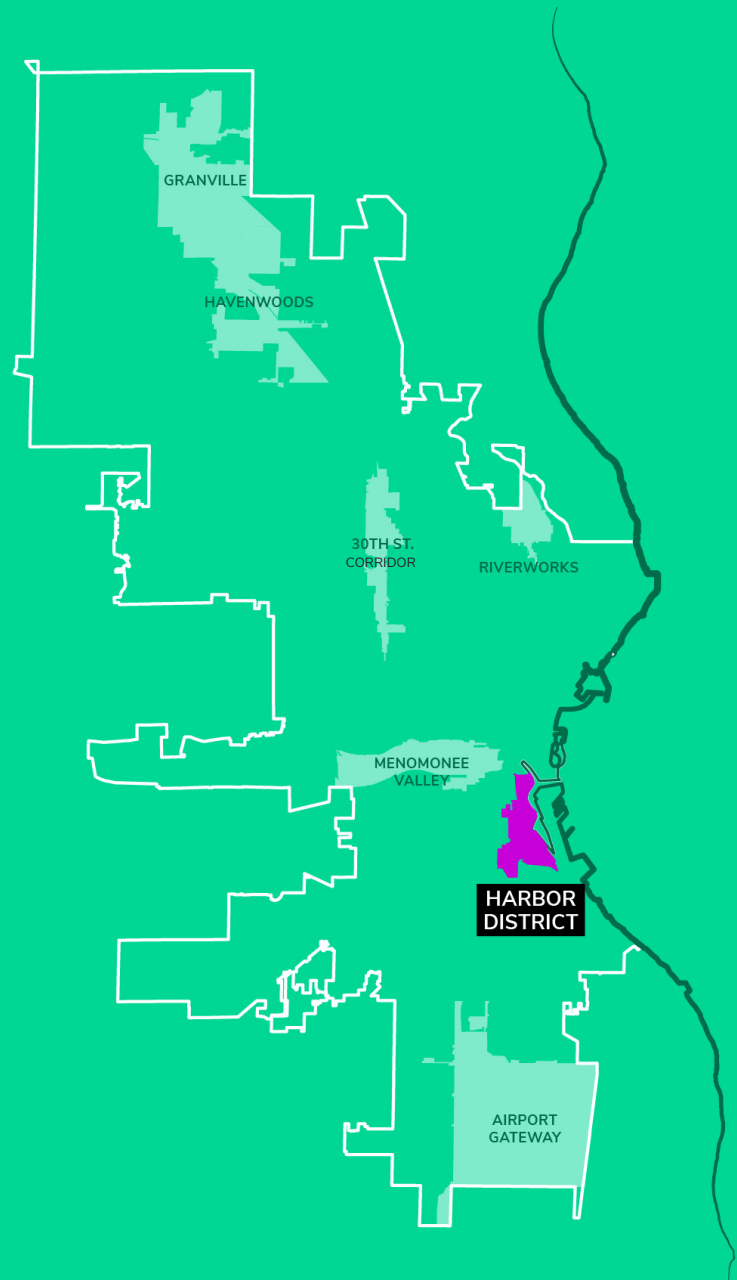
Summary of Recommendations 2021

-  Development and zoning recommendations
-  Development and zoning recommendations related to commercial properties or retail areas
-  Transportation recommendations
-  Public Realm recommendations
-  Location of major gateway
-  Location of scrap, salvage, or outdoor warehousing business
-  Boat / Kayak launch
-  Major trail or riverfront project
-  Residential areas that share a border with industrial properties

MILWAUKEE INDUSTRIAL LAND ANALYSIS

DISTRICT PROFILES

HARBOR DISTRICT



INDUSTRIAL DISTRICT PROFILES
AUGUST 2021

DISTRICT BY THE NUMBERS

HARBOR DISTRICT - BID#51

KNOWN AS:
**MILWAUKEE'S WORKING
WATERFRONT**

"GRITTY. GREEN. REAL."

SIZE (ACRES)

500

Source: City of Milwaukee Land Use data, 2020

OF BUSINESSES

186

Source: Infogroup, 2020

TOTAL # OF EMPLOYEES

4,732

Source: U.S. Census Bureau, OnTheMap, 2018

EMPLOYMENT DENSITY

12

 EMPLOYEES
PER ACRE

% INDUSTRIAL ZONED LAND

96%

Overview

The Harbor District surrounds Milwaukee's Inner Harbor – the place where the Kinnickinnic River, Milwaukee River, and Menomonee River meet. Its location and access to these waterways and adjacent Port Milwaukee mean it has significant development potential, and set it apart from the physical context of the land-locked BIDs to the north and south. The Harbor District includes the Port Milwaukee commercial port and its waterways support both direct access for cargo ships to waterfront companies, and a variety of maritime uses including private boating and kayaking. Harbor District businesses also benefit from direct freight connections through the District. Notably, Komatsu a manufacturer and supplier of earth-moving equipment is currently developing a waterfront site to become the new US Headquarters and production facility.

The Harbor District also sits between the Third Ward, Walker's Point, and Bay View Neighborhood, all growing, desirable neighborhoods in Milwaukee's central area. Of Milwaukee's Industrial BIDs, the Harbor District may be experiencing the most significant pressure from developers looking to convert older industrial and transportation uses to residential.

The Harbor District Water and Land Use Plan (WALUP), the first of its kind in Milwaukee, lays out a plan for revitalization of Milwaukee's Harbor. The Harbor District intends to preserve public access to the waterfront, with the hopes of creating a public pathway connecting along the bank of the Kinnickinnic River into the Lower Kinnickinnic River sub district near W Becher Street and N 1st Street.

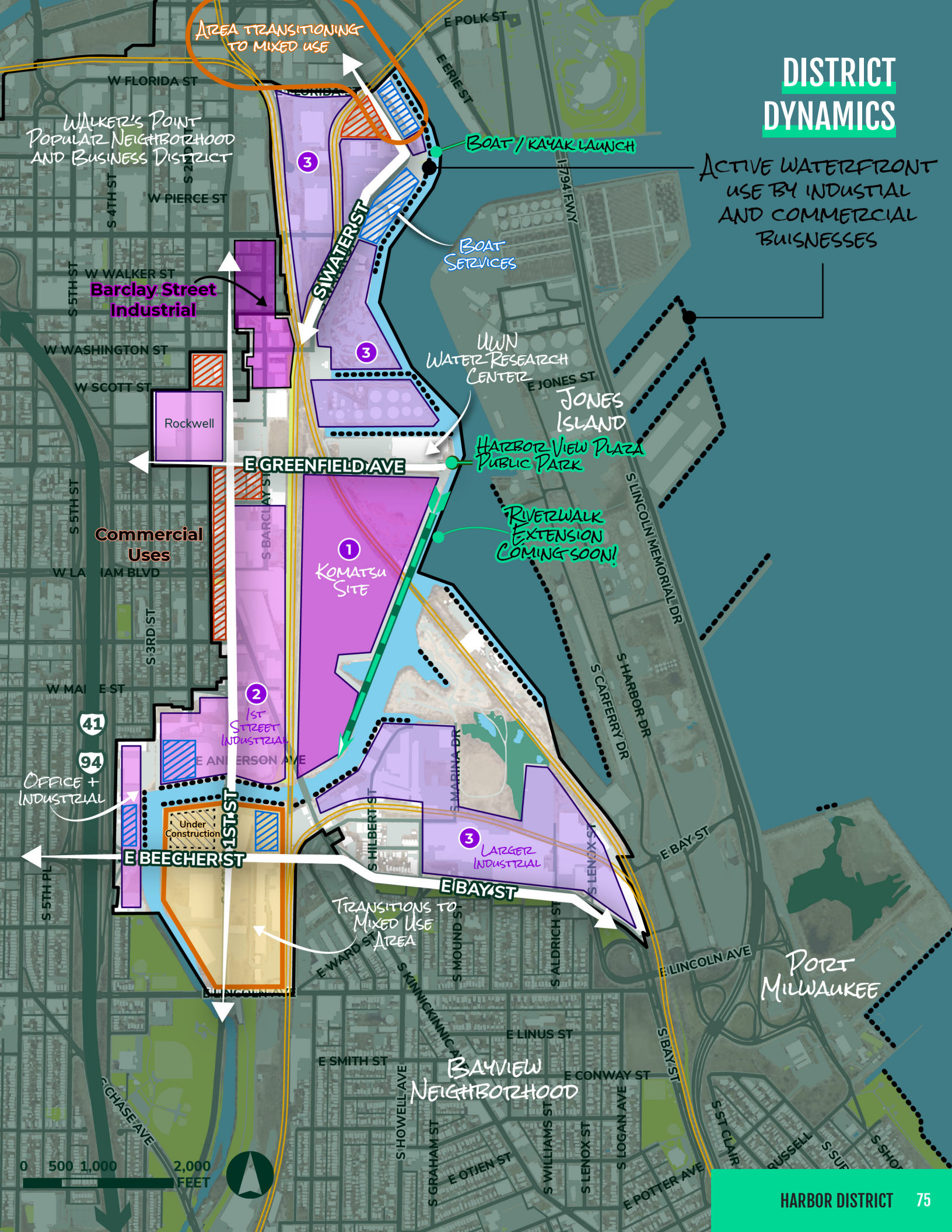
Assets & Opportunities

- › The location makes it easier for Harbor District businesses to attract talent.
- › The context is a good fit for smaller manufacturers who benefit from visibility and retail access.
- › The active waterway and port are unique amenities that set the Harbor District apart from other BIDs.
- › Like the Valley, Harbor District is actively working to integrate recreational amenities into an active industrial BID.
- › The Harbor District manufacturing workforce lives near the District. In many BIDs, the local workforce travels long distances to reach jobs in the district.
- › Most areas of the BID are mixed-use, though there are some large industrial land holders.
- › Existing buildings like the Lincoln Warehouse demonstrate a demand for multi-tenant spaces for creative entrepreneurs.
- › Harbor District Water and Land Use Plan (December 2017) sets clear expectations for environmental protections and land management along the riverfront.
- › The new Komatsu site, located along the Kinnickinnic River, is designed to include a public riverwalk.
- › The area is being evaluated as a potential future commuter rail corridor along right-of-way identified in the Kenosha-Racine-Milwaukee Commuter Link Study (KRM), and plans remain under development to extend The Hop streetcar network south into the area.

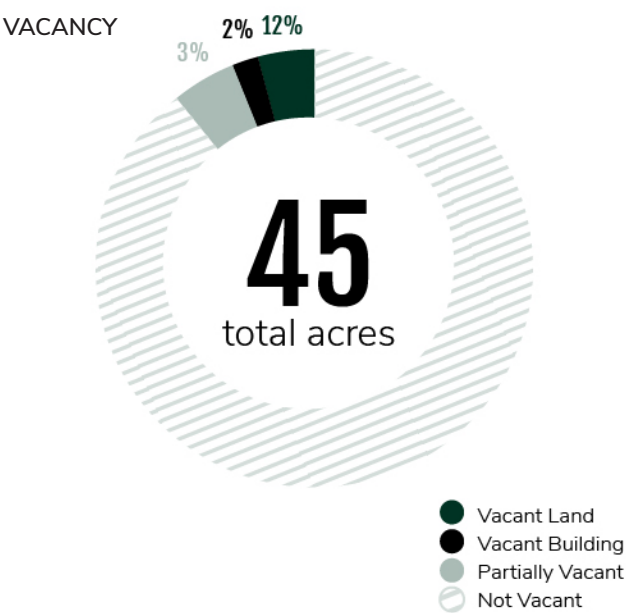
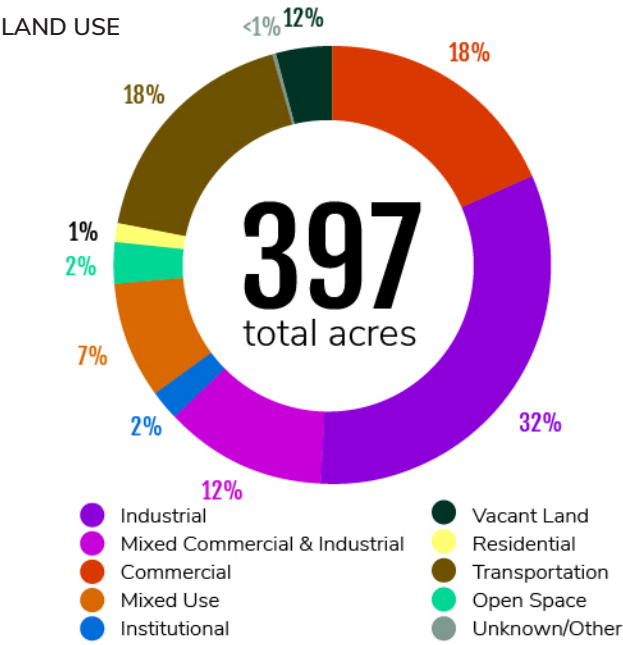
Challenges

- › There is significant development pressure for residential conversion coming from Bay View (south) and Walker's Point (northeast) neighborhoods.
- › Limited mid-sized migration space is available for small, creative firms currently located in the Harbor District are outgrowing their spaces.
- › Turn-key space options are limited. Available spaces require significant redevelopment or remediation, a high cost for smaller businesses.
- › Existing active rail lines pose challenges to development of some parcels. Rail operated by Union Pacific and Canadian Pacific Railway, and a passenger Amtrak route runs through the area.
- › Many of the older industrial buildings in the area are multistory making them particularly challenging to reuse as modern industrial space.
- › Many sites have significant environmental contamination issues such as methane, foundry sand, and operation relics buried on site.
- › There are conflicting ideas for the future of Barclay Street. There has been development pressure from restaurant and entertainment uses, which conflicts with plan goals for this "maker corridor." Buildings that might have housed small manufacturers are transitioning to event venues.

DISTRICT DYNAMICS



DISTRICT LAND USE



Note: "Vacant Building" and "Partially Vacant" represent parcels that fall within any land use category which currently have unoccupied structures.

NUMBER OF VACANT PARCELS
GREATER THAN 1 ACRE

6

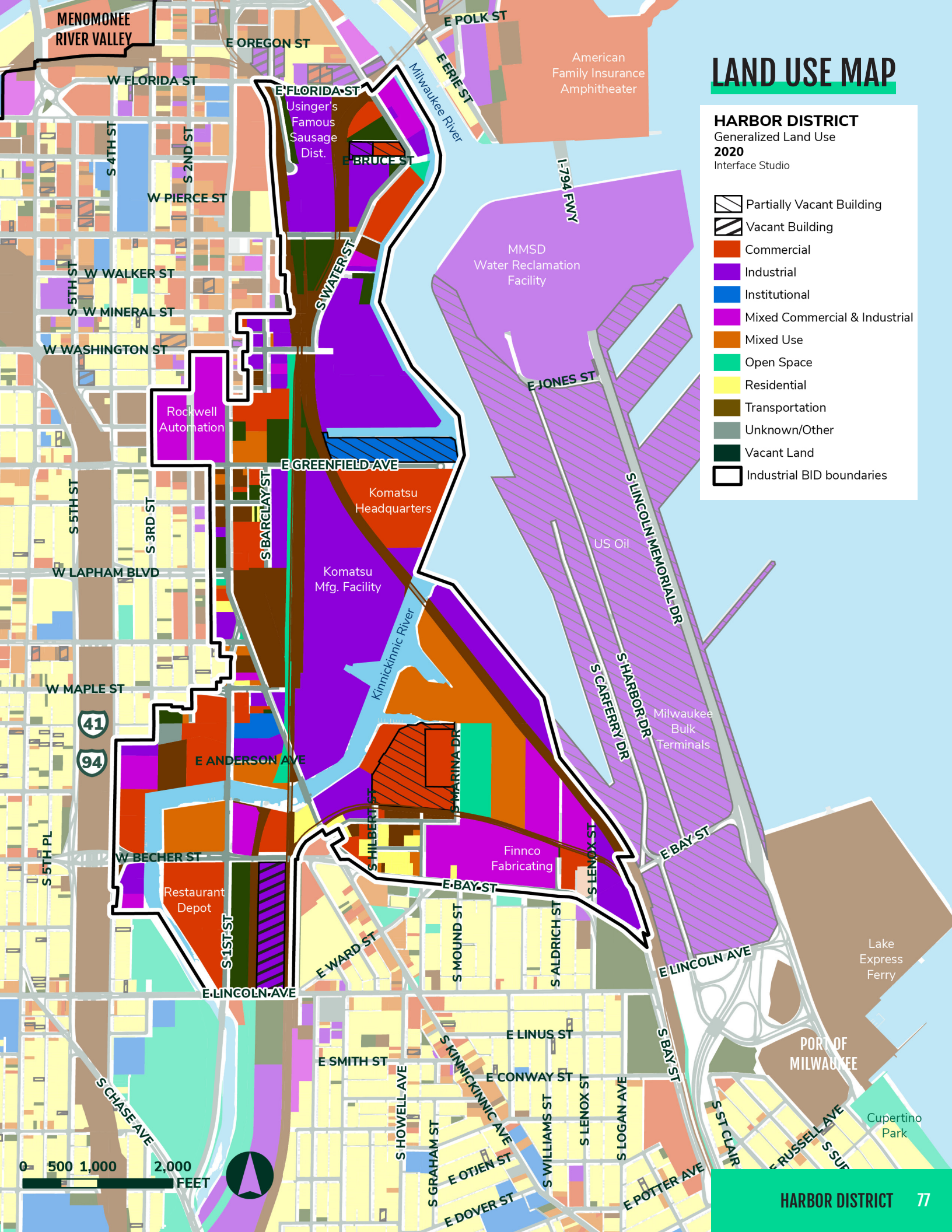
VACANCY		
Vacant Land	Number of Parcels	Area
Under 1 acre	21	8.6 ac
1 to 5 acres	3	5 ac
5 to 10 acres	2	11.3 ac
10 to 20 acres	0	0 ac
Over 20 acres	1	21 ac
Total	27	46 ac
Vacant Buildings	0	0 sf
Partially Vacant Buildings	3	data not available
For Sale / For Lease / Available	4	590,493 sf

Interface Studio analysis of the Master Property Parcel file, accessed December, 2020, and field observations.

PREVIOUS PLANS

Harbor District Water and Land Use Plan (2018)

- › Supports the development of a water-centric, mixed-use District throughout 6 subdistricts, with Port Milwaukee as a modernized working waterfront, and the water's edge as a walkable amenity for the district and surrounding neighborhoods.
- › Overall strategies include developing centrally-located mixed use areas with access to transit and close to major job centers, encouraging context-sensitive development and walkability, and identifying opportunities for green infrastructure and habitat restoration.
- › The Harbor View and E Greenfield subdistricts will set the tone for future development in the area: Harbor View is envisioned as a mixed live, work and play neighborhood with public space and waterfront access, while E Greenfield Avenue is set to become an employment and recreation hub, building on assets such as Rockwell Automation and UWM School of Freshwater Sciences.



LAND USE MAP

HARBOR DISTRICT

Generalized Land Use

2020

Interface Studio

- Partially Vacant Building
- Vacant Building
- Commercial
- Industrial
- Institutional
- Mixed Commercial & Industrial
- Mixed Use
- Open Space
- Residential
- Transportation
- Unknown/Other
- Vacant Land
- Industrial BID boundaries

EMPLOYMENT PROFILE

TOTAL NUMBER OF BUSINESSES

186

TOTAL NUMBER OF JOBS

4,732

% OF JOBS WITH AN ANNUAL SALARY GREATER THAN \$40,000

72%

LARGEST EMPLOYERS

- › ROCKWELL AUTOMATION
- › LA CAUSA INC
- › WROUGHT WASHER MFG.
- › USINGERS FAMOUS SAUSAGE

EMPLOYMENT		
TYPES OF JOBS	NUMBER	PERCENT
Manufacturing	2,881	60.9%
Construction	448	9.5%
Transportation and Warehousing	420	8.9%
Wholesale Trade	305	6.4%
Administration & Support, Waste Management	120	2.5%
Accommodation and Food Services	116	2.5%
Other Services (excluding Public Administration)	109	2.3%
Retail Trade	104	2.2%
Professional, Scientific, and Technical Services	57	1.2%
Real Estate and Rental and Leasing	53	1.1%
Health Care and Social Assistance	50	1.1%
Arts, Entertainment, and Recreation	31	0.7%
Management of Companies and Enterprises	24	0.5%
Educational Services	8	0.2%
Finance and Insurance	6	0.2%
Jobs without a college degree	1443	30.5%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, Primary Jobs Only, 2018.

SURROUNDING COMMUNITY

MEDIAN HOUSEHOLD INCOME OF POPULATION THAT LIVES WITHIN A HALF MILE

\$45,138

UNEMPLOYED POPULATION 16+ THAT LIVES WITHIN A HALF MILE

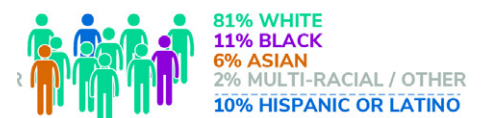
1,947

- › The Harbor District is surrounded by high-density residential areas, including some popular and gentrifying neighborhoods like Walker's Point, the Third Ward, and Bay View, as well as some of the lowest-income and most diverse neighborhoods in the City.
- › The proximity to attractive neighborhoods with increasing investment is placing pressure on industrial properties. New and recent residential and commercial uses are visible both in the southern portion of the District but also along the western and northern edges.
- › The Harbor District is adjacent to the largest concentration of Latinx households in the City. These neighborhoods, including areas immediately on the west of the District, have extremely high individual poverty rates of over 40%.

PEOPLE WHO LIVE HERE*



PEOPLE WHO WORK HERE **



* Population within a 1/2 mile of the BID, ESRI

** Working Population in the BID, Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, Primary Jobs Only, 2018.

INDUSTRIAL USE BY TYPE

HARBOR DISTRICT Industrial Land Use Types 2020

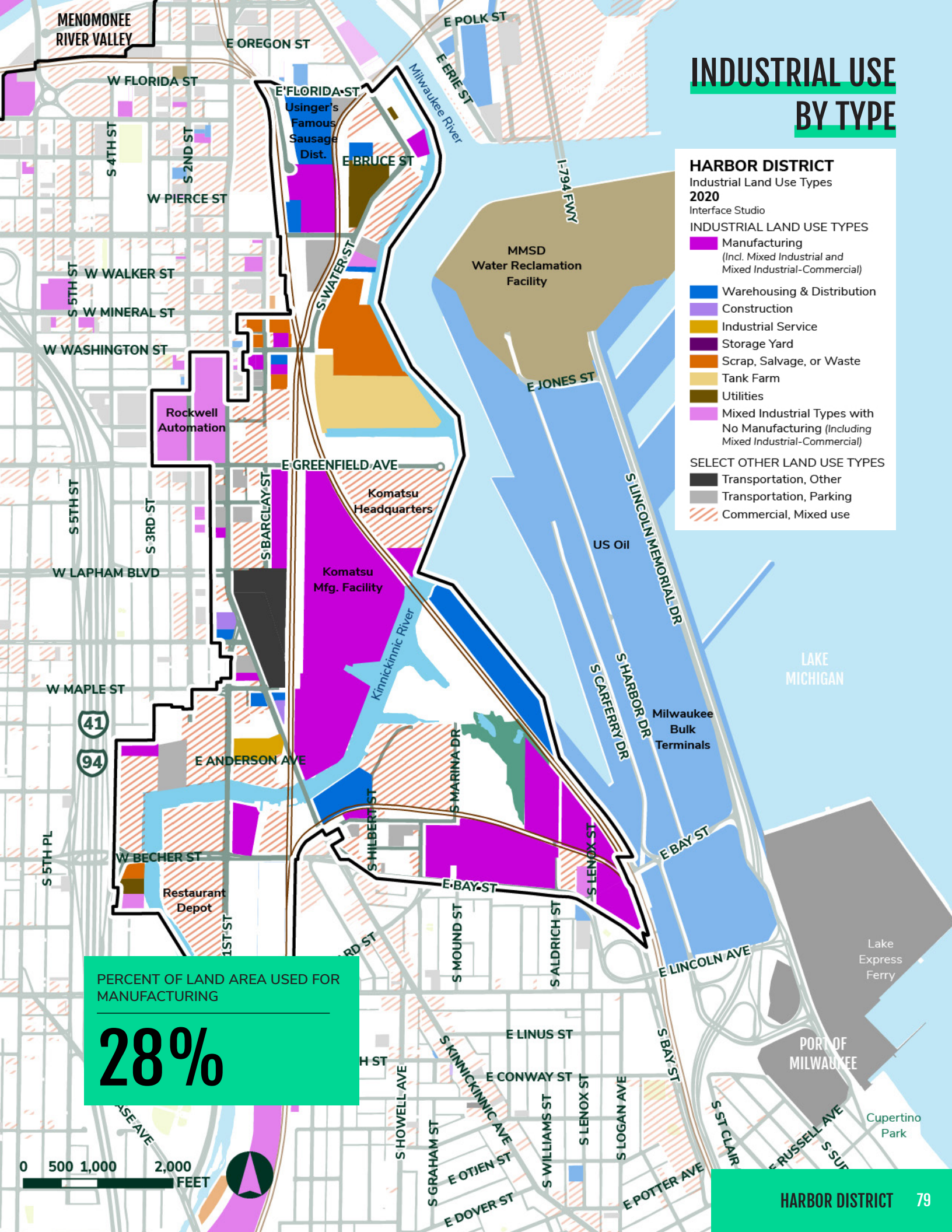
Interface Studio

INDUSTRIAL LAND USE TYPES

- Manufacturing
(Incl. Mixed Industrial and Mixed Industrial-Commercial)
- Warehousing & Distribution
- Construction
- Industrial Service
- Storage Yard
- Scrap, Salvage, or Waste
- Tank Farm
- Utilities
- Mixed Industrial Types with No Manufacturing (Including Mixed Industrial-Commercial)

SELECT OTHER LAND USE TYPES

- Transportation, Other
- Transportation, Parking
- Commercial, Mixed use



PERCENT OF LAND AREA USED FOR
MANUFACTURING

28%

0 500 1,000 2,000
FEET



RECOMMENDATIONS – HARBOR DISTRICT

Transportation

- Encourage parking structures to serve multiple uses and have active ground floors.
- Encourage new transit investments such as increased bus service, bus rapid transit, streetcar, light rail, or commuter rail in and near the Harbor District and connect to existing transportation networks.
- Explore opportunities for water taxi stops and routes to provide a new way for the public to access waterfront destinations within the Harbor District.
- Enhance OSOW routes to Jones Island to ensure safe pedestrian and bike connections where routes pass through commercial or residential areas.¹

Marketing & Programming

- Identify opportunities such as the Watermarks initiative to illustrate or illuminate the functionality of utility infrastructure in an effort to educate the community on the importance of water, power, and other utility systems.
- Assist visitors with wayfinding using artistic signage to help reinforce the identity and character of the Harbor District.

Harbor District recommendations build on work completed in the Water and Land Use Plan, November 2017.

Plan References:

¹Water and Land Use Plan, WaLUP Implementation Guide and WaLUP Update (Dec 2019).

²Information on the City of Milwaukee - Department of Public Works page - Kinnickinnic (KK) River Trail - <https://city.milwaukee.gov/dpw/infrastructure/multimodal/Bike-Infrastructure/Trails/KK-River-Trail>

³Milwaukee Estuary Area of Concern - Beneficial Use Impairment Removal Recommendation: Degradation of Aesthetics, Wisconsin Department of Natural Resources Draft 2021.

Public Realm










- Complete the Kinnickinnic River Trail with the goal of creating an uninterrupted, dedicated, and protected bicycle route connecting Bay View to the Hank Aaron State Trail and Oak Leaf Trail. Connect the Kinnickinnic River Trail with surrounding neighborhoods via improved bicycle connections along Pittsburgh, Washington, Maple, and Bay Streets.²
- Create well marked, attractive, and visible access points and wayfinding signage or graphics to all parks, paths, riverwalk, and on the river itself (including exit points and ladders).
- Build out the Harbor District Riverwalk consistent with the adopted Design Standards. The BID could explore opportunities to proactively build some stretches in advance of redevelopment. Target unused railroad spurs for conversion to public shared-use paths, green infrastructure, or other public amenities.
- Explore “naturalizing” hardened shorelines, installing “Habitat Hotels” or other engineered habitat features and restore the habitat in the Grand Trunk area.³
- Use public art for creative screening or to highlight the operations or processes taking place within the properties with outdoor facilities such as the We Energies substation.
- Explore short and long-term public art opportunities for the grain silos and other large structures.
- Focus recreational boating (powerboats, sailboats, kayaks, canoes, paddleboards, etc.) on the western shore of the inner harbor and the Milwaukee River.

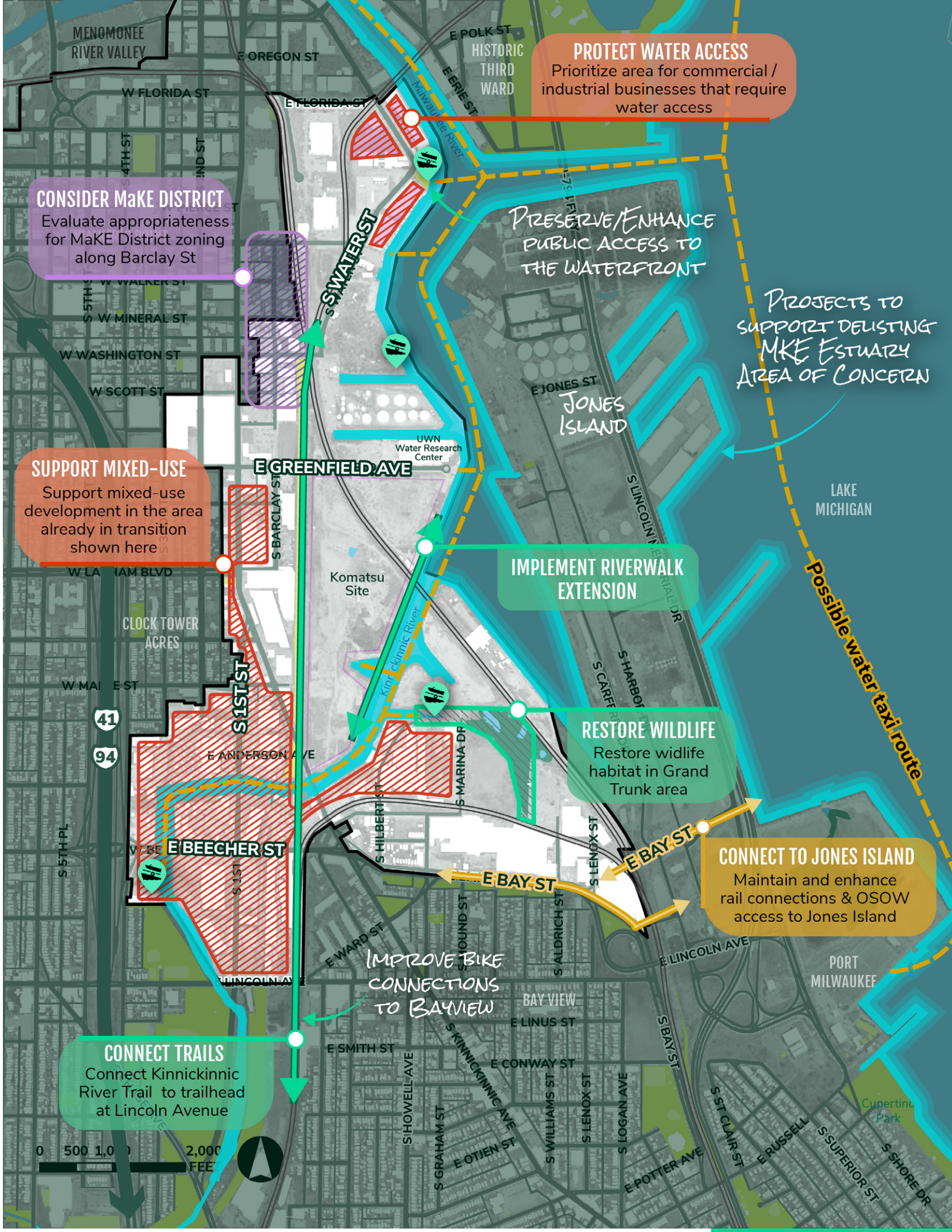
Development

- New industrial buildings should adhere to the Sustainable Design Guidelines currently under development for the Harbor District area.
- Complete projects that will support the delisting of the Milwaukee Estuary Area of Concern, particularly cleanup of contaminated sediments within the Inner Harbor.
- Complete environmental characterization of publicly-owned sites to reduce uncertainty.
- Prioritize uses that involve value added in Milwaukee rather than strictly transloading, to increase the economic impact of the Port.
- Advance the goals of prioritizing space for manufacturers within the Barclay Street “maker corridor,” including considering this area for zoning as a MaKE Zone.

HARBOR DISTRICT

Summary of Recommendations 2021

-  Development and zoning recommendations
-  Development and zoning recommendations related to commercial properties or retail areas
-  Transportation recommendations
-  Public Realm recommendations
-  Location of major gateway
-  Location of scrap, salvage, or outdoor warehousing business
-  Boat / Kayak launch
-  Major trail or riverfront project
-  Residential areas that share a border with industrial properties



PROTECT WATER ACCESS
Prioritize area for commercial / industrial businesses that require water access

CONSIDER MaKE DISTRICT
Evaluate appropriateness for MaKE District zoning along Barclay St

PRESERVE/ENHANCE PUBLIC ACCESS TO THE WATERFRONT

PROJECTS TO SUPPORT DELISTING MKE ESTUARY AREA OF CONCERN

SUPPORT MIXED-USE
Support mixed-use development in the area already in transition shown here

IMPLEMENT RIVERWALK EXTENSION

RESTORE WILDLIFE
Restore wildlife habitat in Grand Trunk area

CONNECT TO JONES ISLAND
Maintain and enhance rail connections & OSOW access to Jones Island

Possible water taxi route

IMPROVE BIKE CONNECTIONS TO BAYVIEW

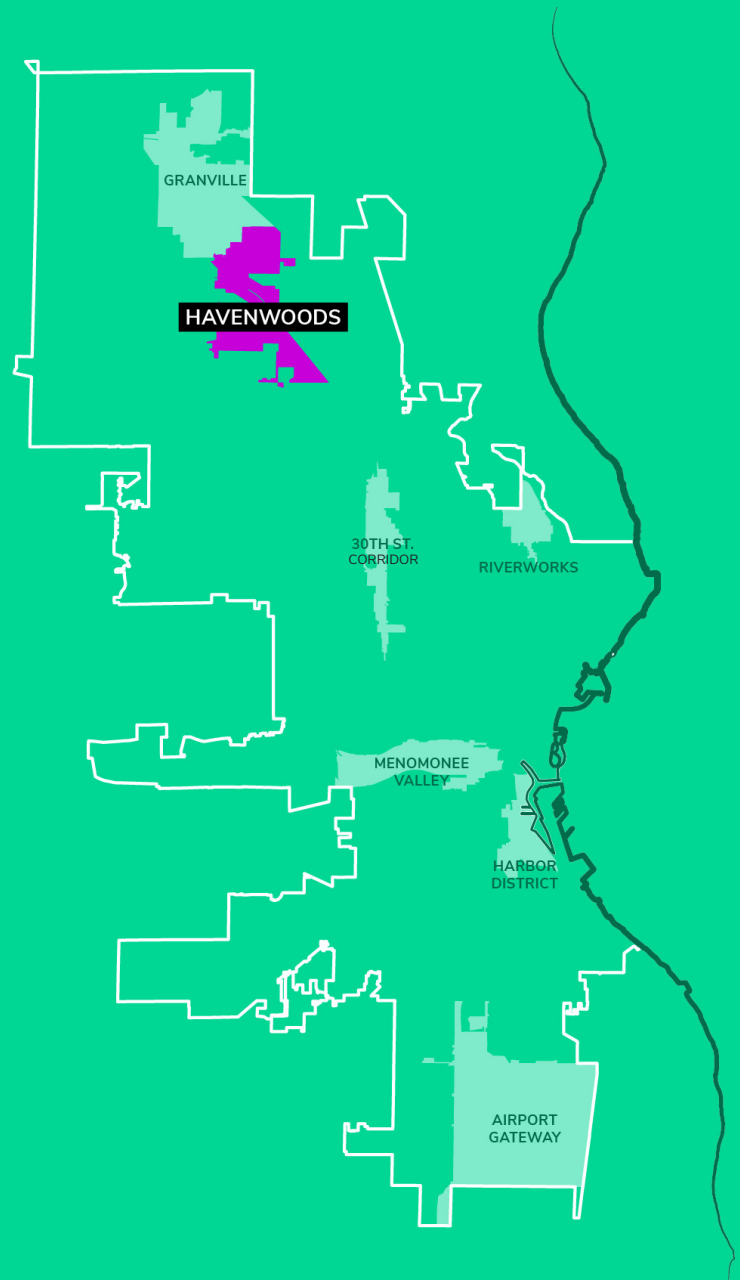
CONNECT TRAILS
Connect Kinnickinnic River Trail to trailhead at Lincoln Avenue



MILWAUKEE INDUSTRIAL LAND ANALYSIS

DISTRICT PROFILES

HAVENWOODS



INDUSTRIAL DISTRICT PROFILES
AUGUST 2021

DISTRICT BY THE NUMBERS

HAVENWOODS- BID#31

KNOWN AS:
A HAVEN FOR BUSINESSES

PARCEL AREA (ACRES)

1,335

Source: City of Milwaukee Land Use data, 2020

OF BUSINESSES

294

Source: Infogroup, 2020

TOTAL # OF EMPLOYEES

4,684

Source: U.S. Census Bureau, OnTheMap, 2018

EMPLOYMENT DENSITY

4

EMPLOYEES
PER ACRE

% INDUSTRIAL ZONED LAND

49%

Overview

The Havenwoods BID is an eclectic mix of businesses ranging from large scale metal bending to enzyme production. The 294 businesses located in the Havenwoods BID are a microcosm of the diversity within the "industrial business" category. The Havenwoods area was annexed into the City of Milwaukee in the 1960s and is comprised of industrial and commercial activity stretched along major roads and rail lines. In between are distinct pockets of different residential communities. Many industrial areas within the BID are comprised of larger industrial complexes. In recent years, Havenwoods has had strong industrial business retention but suffers from high commercial vacancy, a challenge shared by Granville BID to the north.

Havenwoods (BID #31), managed by Havenwoods Neighborhood Partnership, is highly engaged and committed to revitalization of the surrounding neighborhood. The Havenwoods BID has also fostered unique workforce development program partnerships, including one with the MATC "Jobs Up" program to encourage business owners to upskill their incumbent worker force to get them on a career trajectory and bring MATC students into apprenticeships in local businesses.

Assets & Opportunities

- › The opportunities are in smaller spaces. There is an opportunity for smaller industrial sites to be reinvented to create new spaces for up-and-coming companies. Larger sites are limited and many have already been sold for non-industrial uses.
- › The state's largest Asian Public Market is located in the Havenwoods BID. This market is looking to make a major expansion in the District.
- › Havenwoods Neighborhood Partnership is a high capacity, community focused organization with strong connections to the local community.
- › The BID is adjacent to the Havenwoods State Forest, a 237 acre urban forest and unique local amenity.

Challenges

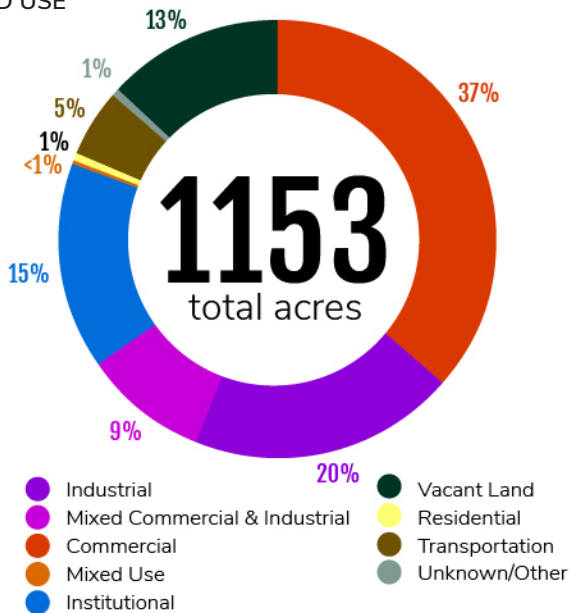
- › Decline of retail has left high commercial vacancy in the District. Some of the big box spaces have been repurposed for distribution-type businesses, but many remain empty.
- › Large parcels are under development pressure from large churches, schools, and other similar non-industrial, institutional uses and programs. These uses have an interest in the clean, vacant land available in the District.
- › Companies that are doing well and looking to grow are often landlocked. There is a need for help with site assembly and relocation to retain businesses in the District as they grow.
- › Some available buildings are challenging for companies to repurpose. Many existing buildings have restrictive ceiling heights or limited electrical services which limit their redevelopment viability, particularly for larger businesses.

TO GRANVILLE

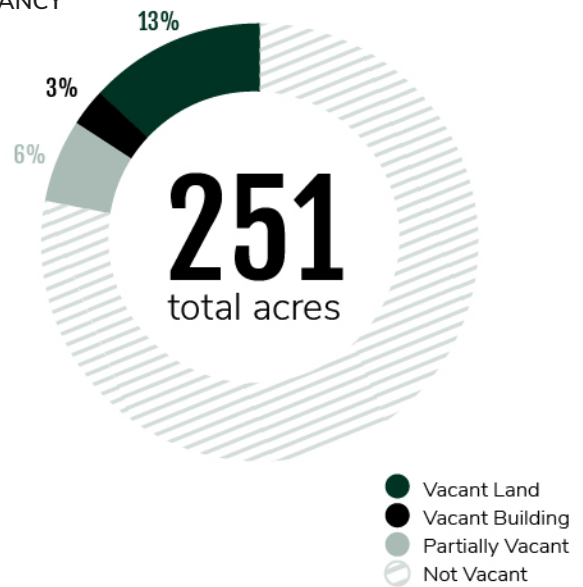


DISTRICT LAND USE

LAND USE



VACANCY



Note: "Vacant Building" and "Partially Vacant" represent parcels that fall within any land use category which currently have unoccupied structures.

NUMBER OF VACANT PARCELS GREATER THAN 1 ACRE

20

VACANCY

Vacant Land	Number of Parcels	Area
Under 1 acre	12	5.4 ac
1 to 5 acres	8	17.6 ac
5 to 10 acres	8	55.3 ac
10 to 20 acres	3	49.3 ac
Over 20 acres	1	20.6 ac
Total	32	148 ac
Vacant Buildings	8	458,954 sf
Partially Vacant Buildings	7	data not available
For Sale / For Lease / Available	6	592,098 sf

Interface Studio analysis of the Master Property Parcel file, accessed December, 2020, and field observations.

PREVIOUS PLANS

Northwest Side Area Plan (2008)

- › The Northwest Side Planning Area is the largest in the City of Milwaukee, encompassing 16,902 acres of land.
- › Recommendations favor adaptive reuse and traditional neighborhood redevelopment, particularly owner-occupied single family residential and mixed use development around Granville Station, as well as industrial development.
- › Civic and cultural amenities should be reintroduced to serve and attract people to the neighborhood.

Havenwoods Neighborhood Plan & Public Realm Improvements (2006)

- › The Havenwoods Neighborhood Plan provided guidelines for the revitalization of the district as a vibrant and welcoming urban area while balancing a mix of uses.
- › Improvement areas included improving quality of life, bolstering neighborhood pride, increasing property values, enabling sustainable growth, and marketing Havenwoods as a great neighborhood to live, work, and play.