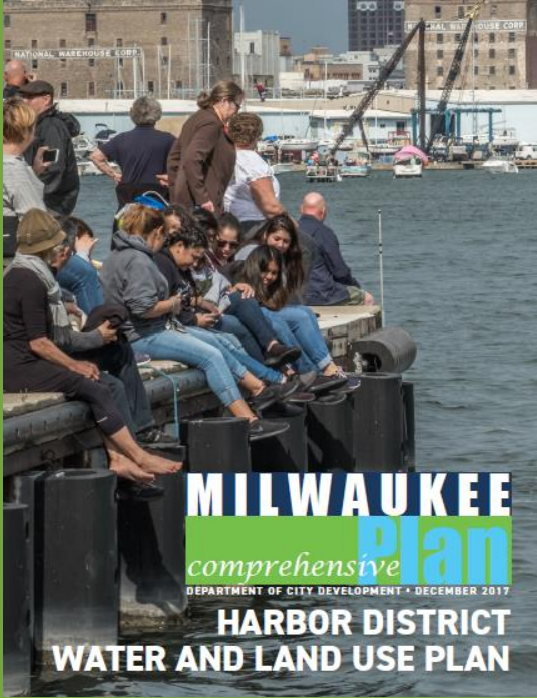


- **December 2013: Common Council Adopts ReFresh Milwaukee**
- **June 2015: Cooperation Agreement approved between City of Milwaukee, Redevelopment Authority, and Harbor District Inc.**

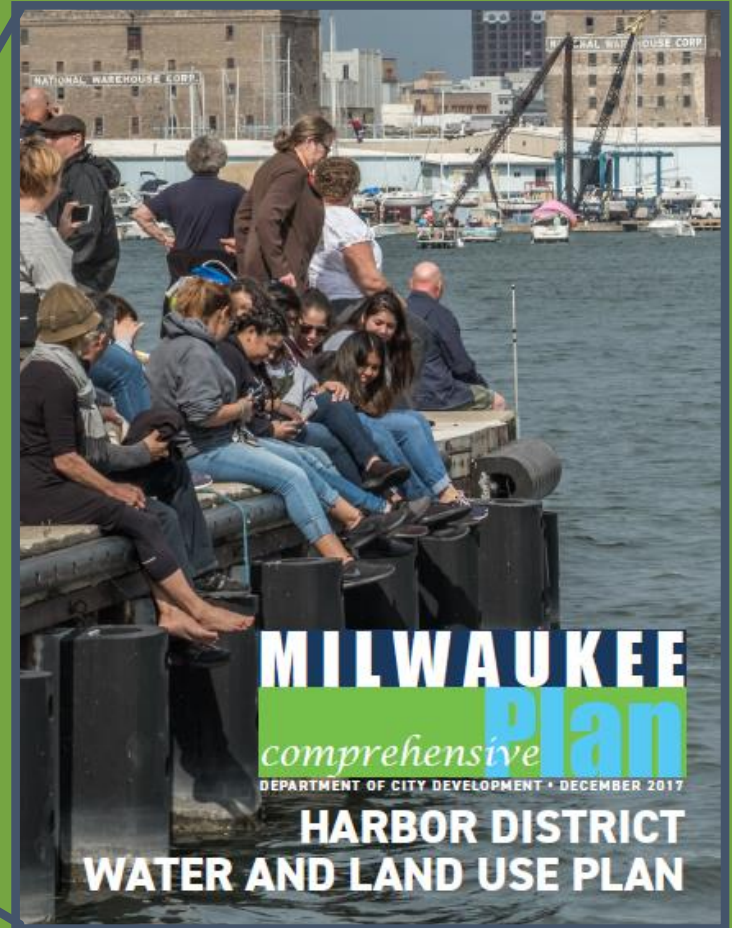
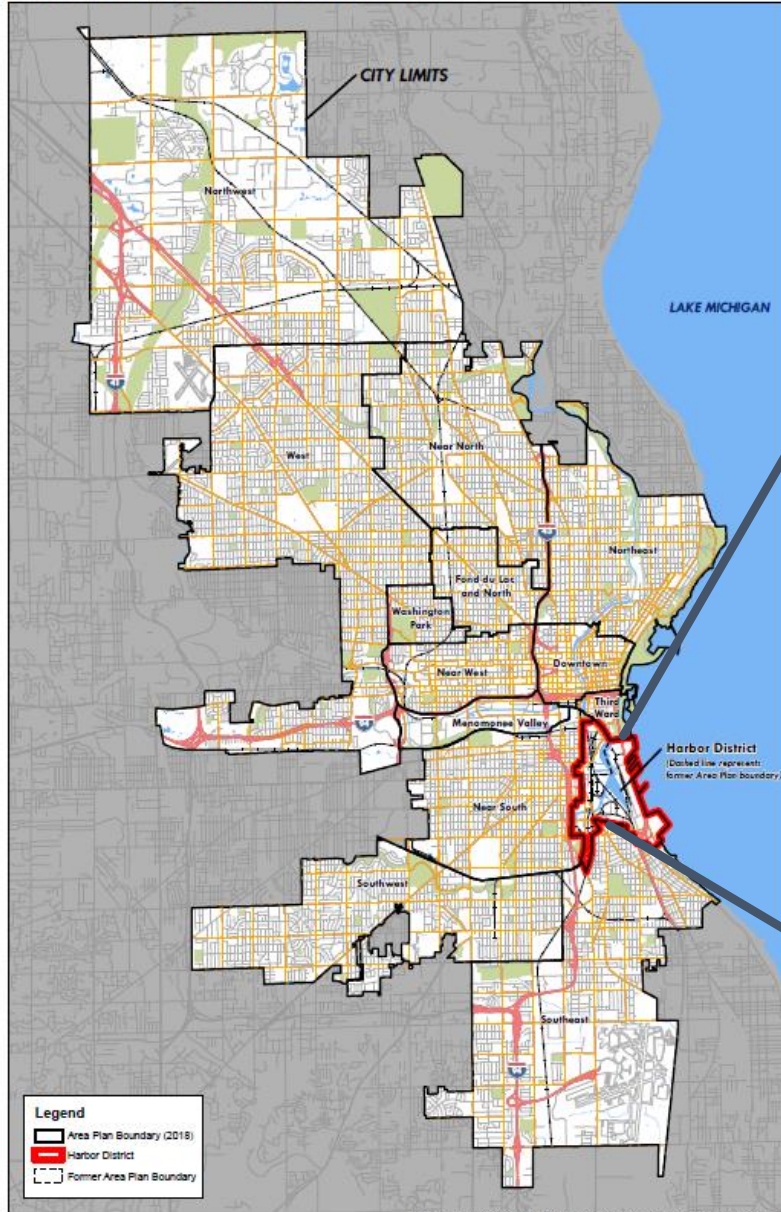


Funding Partners



CITY OF MILWAUKEE
2018 UPDATED AREA COMPREHENSIVE PLAN BOUNDARY MAP

Prepared for the Department of City Development Planning Division, 11/02/2017
Scale: 50% Planning Division Hearing Authority of the City of Milwaukee





HARBOR DISTRICT

MILWAUKEE

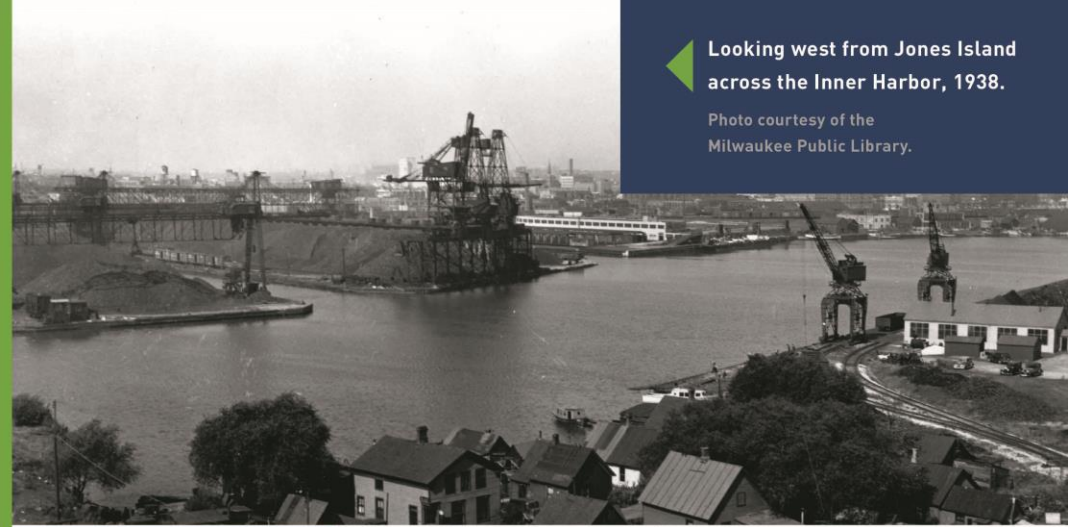
Nearly 1,000 acres in the heart of Milwaukee, the Harbor District is our city's old industrial waterfront and the place where our three rivers come together. It includes Port Milwaukee and the Milwaukee Metropolitan Sewerage District Jones Island Treatment Plant, and many properties that once housed heavy industries - tanneries, an iron mill, and others. It's also home to some important civic anchors: Rockwell Automation and the UWM School of Freshwater Sciences, to name just two.

The District has a lot of waterfront- nearly 9 miles - but its waterfront has historically been dedicated to shipping and industry. Today there is only one public access point to the rivers within its boundaries. Rail corridors and spurs -some still active, others not - can make it difficult to navigate. And environmental contamination from past uses remains a challenge.

Surrounding the District are some of the most densely populated and most diverse neighborhoods in the state. These areas have some wonderful assets, including historical character and thriving commercial corridors. Some neighborhoods are characterized by high income and education levels, but others by high unemployment and low income.

BEFORE EUROPEAN IMMIGRANTS SETTLED MILWAUKEE, THE HARBOR DISTRICT WAS PART OF A VAST RICE MARSH AND ESTUARY SURROUNDED BY NATIVE AMERICAN COMMUNITIES.

Over time, settlers straightened and dredged its river channels, filled in the surrounding marsh land, and created an environment that was ideal for shipping – if less ideal for the many fish, mammals, and birds that once inhabited the area.



Looking west from Jones Island across the Inner Harbor, 1938.

Photo courtesy of the Milwaukee Public Library.

Looking north from Bay View towards Jones Island and downtown, 1930.

Photo courtesy of the Milwaukee Public Library.



Man unloading coal from a schooner, 1880s.

Photo courtesy of the Milwaukee Public Library.

A PLAN FOR A 21ST CENTURY WORKING WATERFRONT

As Milwaukee began to focus on its opportunities as a freshwater hub, people began to think about the opportunities in the Harbor District:

- ★ A “catalytic project” in the ReFresh Milwaukee Sustainability Plan;
- ★ A “core area” for the state’s Strategic Action Plan;
- ★ Home to a major investment by the University of Wisconsin-Milwaukee.

The City of Milwaukee and its non-profit partner, Harbor District, Inc., received a grant from the US Environmental Protection Agency to create a plan to revitalize this valuable part of the city.



FALL 2015

INFORMATION GATHERING

- Interviews
- Focus Groups
- Online Survey

FALL 2016

MARKET STUDY & ECONOMIC ANALYSIS

- Public Input Meetings
- Online Survey

SPRING 2017

PLAN DEVELOPMENT

- Public Input Meetings
- Online Survey

FALL 2017

PLAN APPROVAL

- Public Open House
- Plan Commission Zoning
- Neighborhoods & Development
- Common Council



THE PLANNING PROCESS INCLUDED EXTENSIVE PUBLIC INPUT FROM A WIDE CROSS-SECTION OF PEOPLE:

Public officials, property and business owners, neighbors, boaters, bikers, and local third- and fourth-graders, just to name a few.

6 FOCUS GROUPS

30 ONE-ON-ONE INTERVIEWS

5 PLAN ADVISORY GROUP MEETINGS

286 PUBLIC MEETING ATTENDEES

1,354 ONLINE SURVEY RESPONDENTS

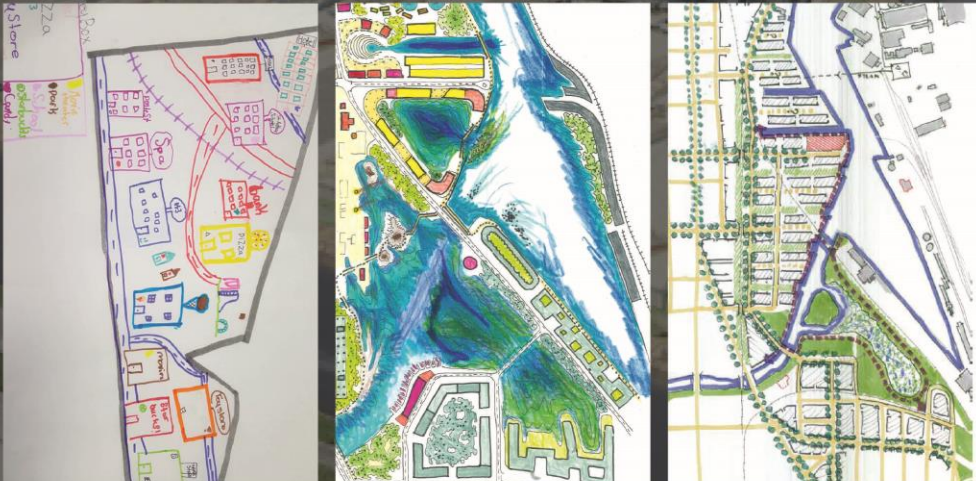


“A WATERFRONT IS A UNIQUE OPPORTUNITY.”

WHAT KIND OF PLACE SHOULD THIS BE?

What did we learn from all the public input and consultants?
One thing came through loud and clear, over and over:

- Support Port Milwaukee
- Model for a Water Centric City
- Walkable and urban development
- Historic preservation
- Mix of land uses
- Cleanup contamination
- Improve habitat
- Increase public spaces and water access
- Housing and employment opportunities that are accessible to a wide variety of people





A 21ST CENTURY WORKING WATERFRONT

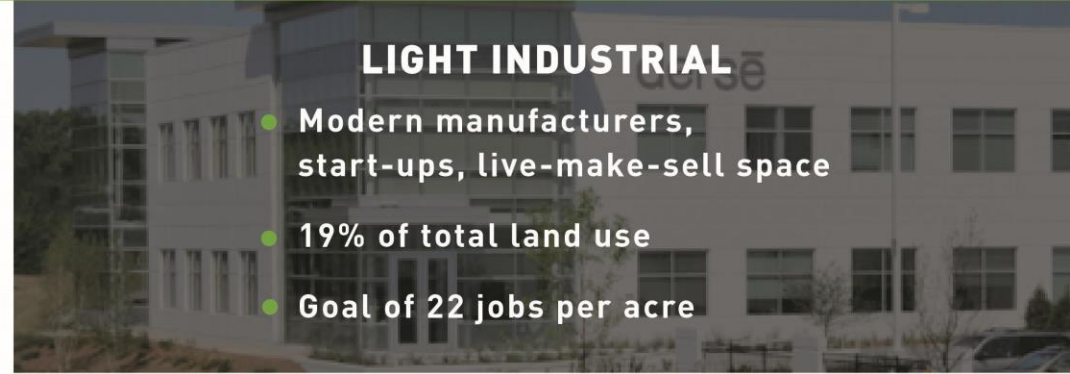
SUPPORTING THE ECONOMY OF SE WISCONSIN

The plan envisions a water-centric, mixed use district that is home to a variety of jobs and amenities. Port Milwaukee will continue to provide vital services for our region's economy, with the heaviest industrial uses concentrated on Jones Island. Waterfront locations will be reserved for marinas and other businesses and uses that specifically benefit from it. Old warehouse buildings will continue their transition to new uses for housing, office, and start-up businesses.



LIGHT INDUSTRIAL

- Modern manufacturers, start-ups, live-make-sell space
- 19% of total land use
- Goal of 22 jobs per acre



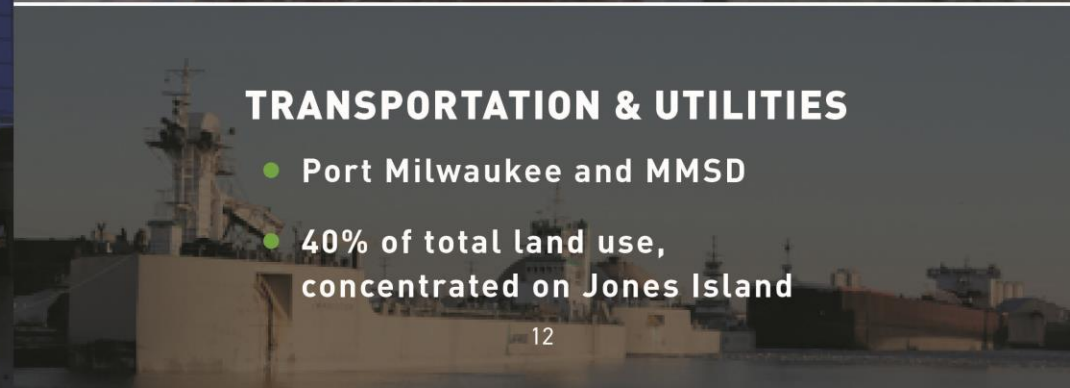
COMMERCIAL

- Offices, retail, research labs
- Up to 18% of total land use
- Goal of 75 jobs per acre



TRANSPORTATION & UTILITIES

- Port Milwaukee and MMSD
- 40% of total land use, concentrated on Jones Island





A 21ST CENTURY WORKING WATERFRONT

BALANCING ECONOMY AND ECOLOGY

Public input demonstrated wide support for achieving higher environmental goals even if it means increased cost and/or a longer timeline to complete plan recommendations. The plan aims to meet higher environmental goals with stormwater management and habitat recommendations that restore ecological functions, improve water quality and management, and position Milwaukee as a model water-centric city.

STORMWATER MANAGEMENT

The plan proposes aggressive goals to protect water quality and capture water quantity. Across the District, the plan aims to capture or clean the first half-inch of stormwater with innovative stormwater practices and green infrastructure.



HABITAT

Sheet steel walls and dredged river channels make the Inner Harbor an ecological desert. The plan proposes strategic interventions to let fish safely pass through, including a major restoration project at the Grand Trunk wetland, and a network of smaller habitat installations that can co-exist with active shipping.





A 21ST CENTURY WORKING WATERFRONT

CREATING A PLACE FOR PEOPLE

With a focus solely on industry and shipping, the Harbor District of the past was generally off-limits to anyone who did not work there. For the future, we envision a Harbor District that is connected and accessible to surrounding neighborhoods and a place where all Milwaukee residents feel welcome. The plan recommends new public spaces, multi-modal transportation connections, and goals for preserving the existing character of the area and minimizing displacement, all while preserving job-producing industry and shipping uses.



PUBLIC WATERFRONT

The plan envisions a riverwalk running the length of the harbor, with public art, greenspace, and plazas to create an inviting place.

Every resident would be within a 10-minute walk of a park or public space.



TRANSPORTATION

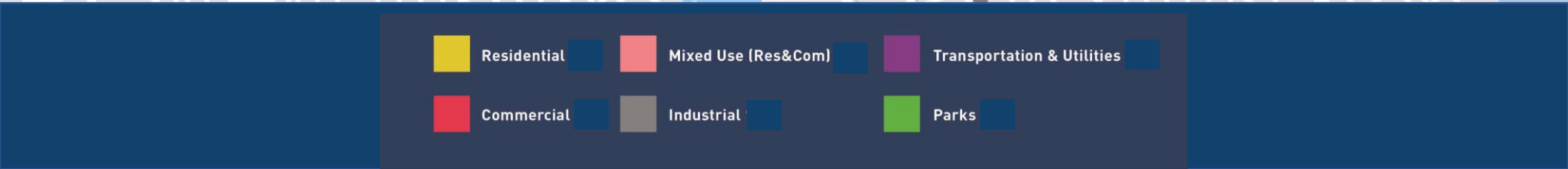
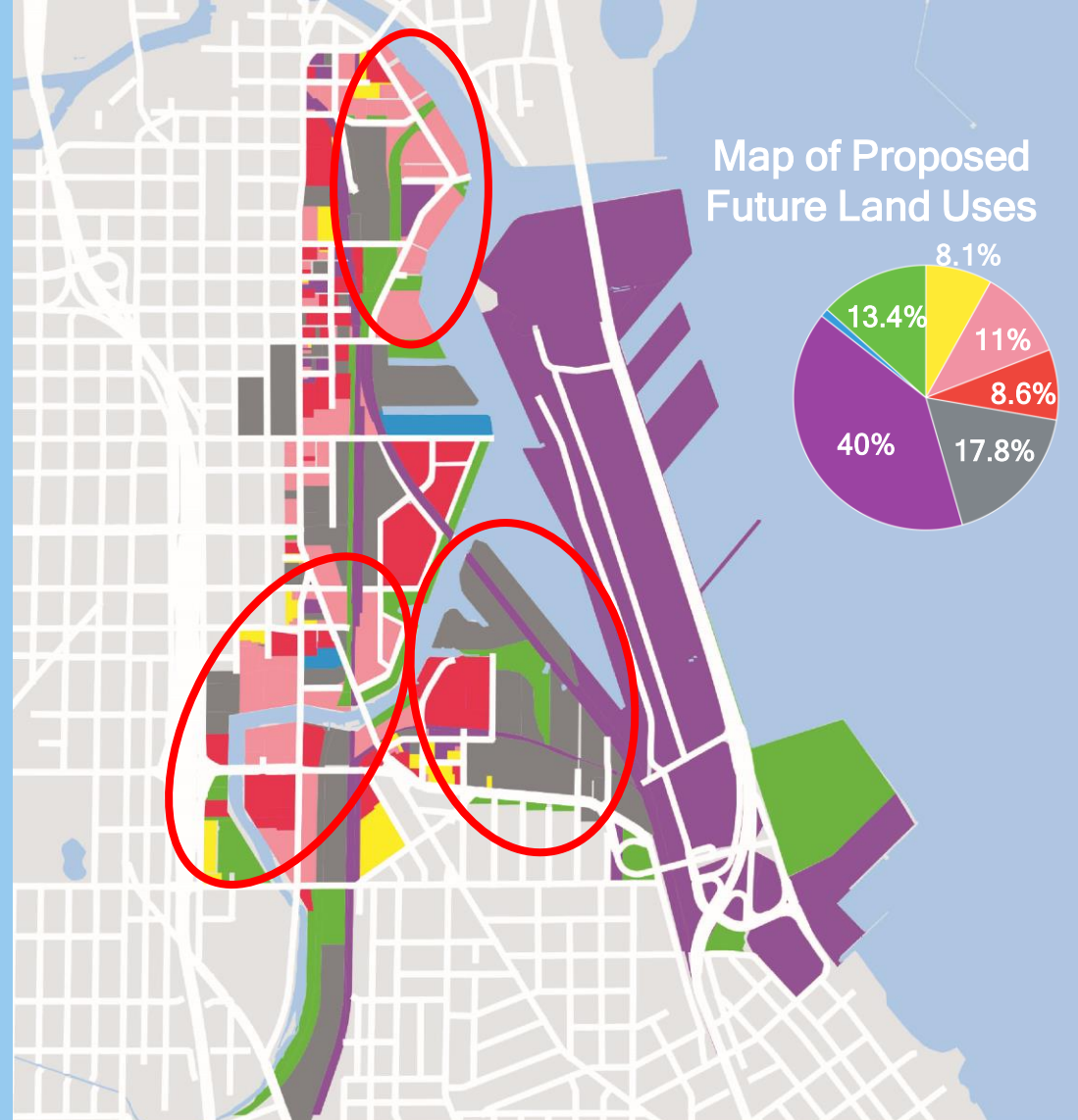
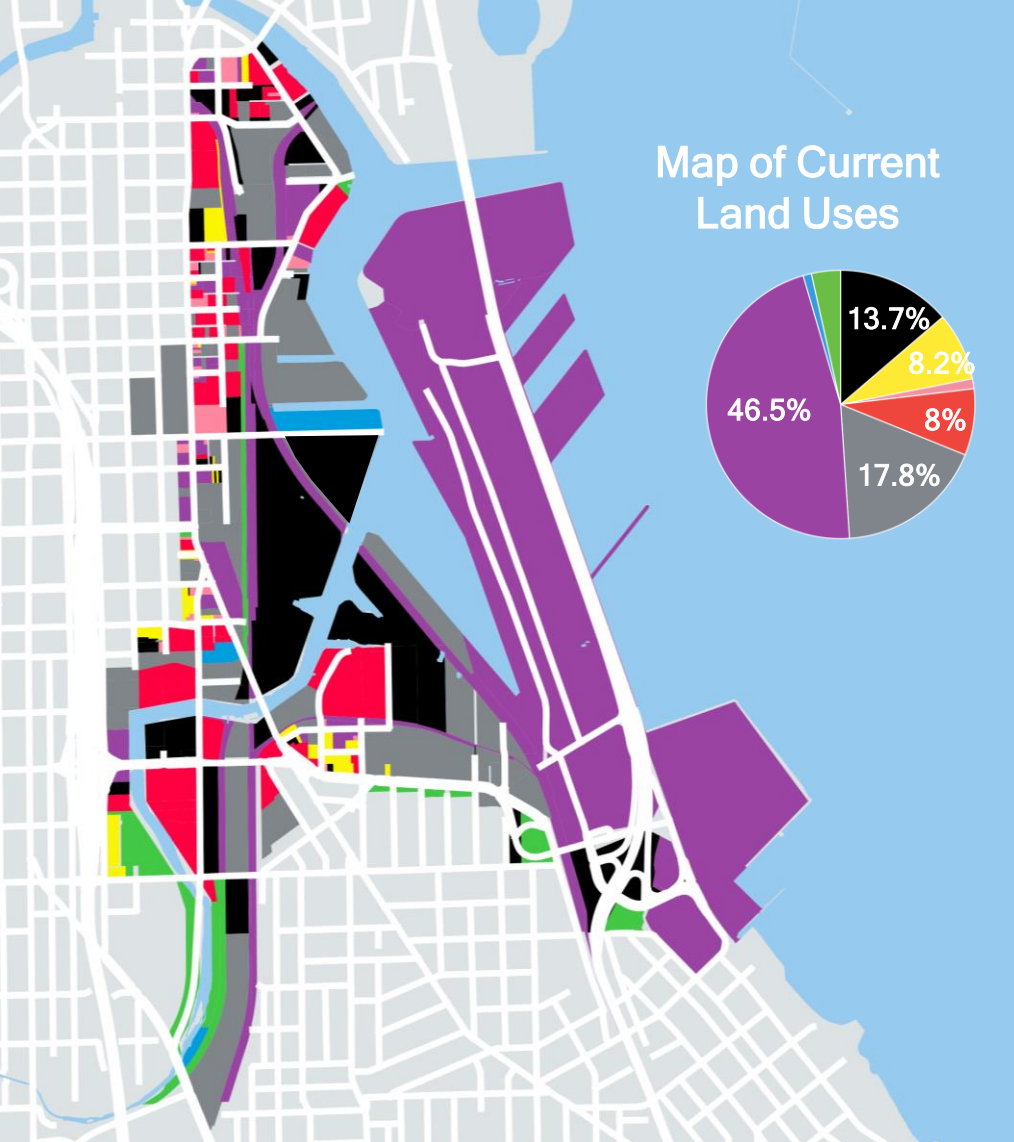
Trucks, trains and ships will continue to move freight through the district. Protected bicycle lanes and “complete streets” will ensure that all street users can safely co-exist.

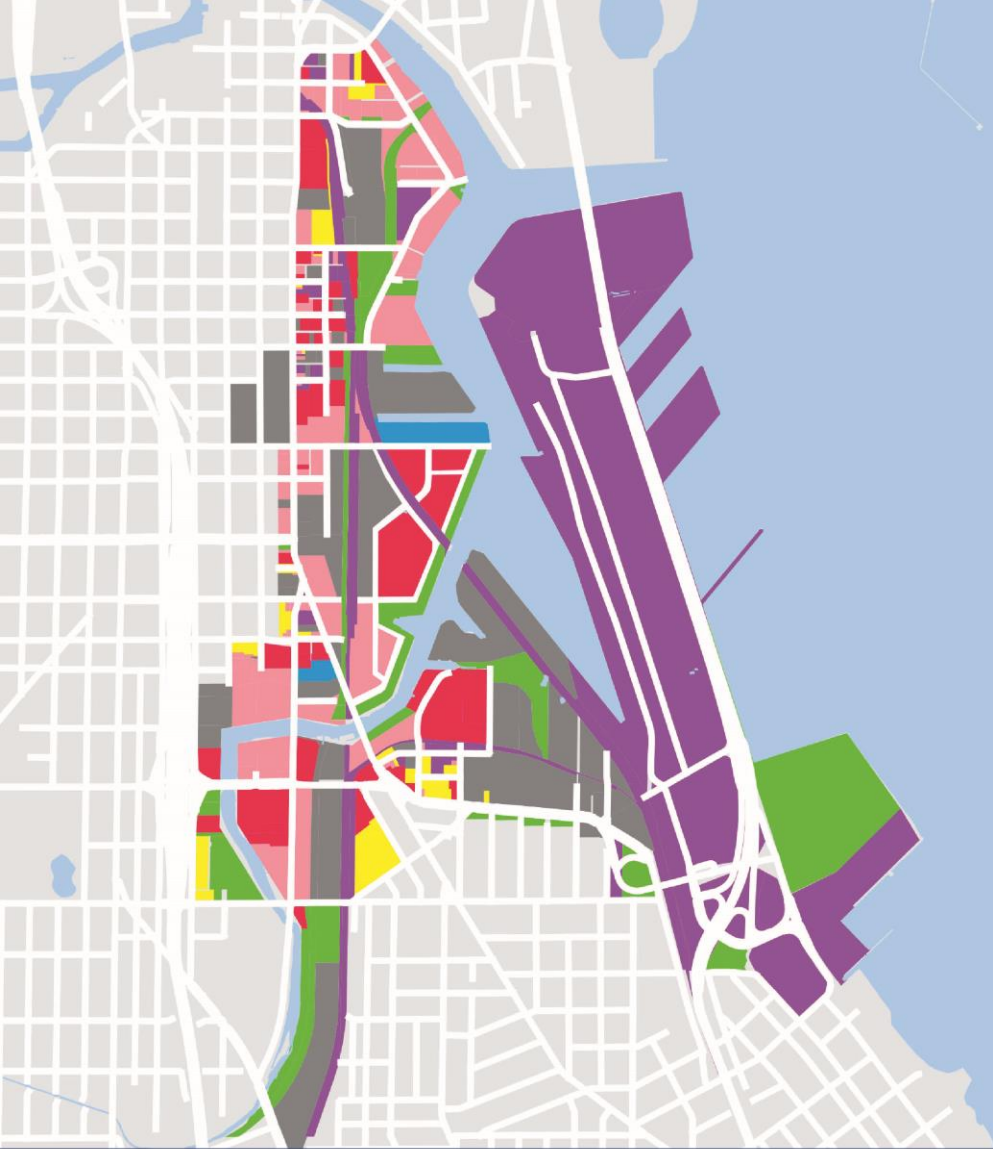
To ensure that workers can reach new jobs, any location in the District (excluding Jones Island) will be within ¼ mile of a transit stop.

EQUITY & AFFORDABILITY

The plan envisions an inclusive community where all residents of Milwaukee feel welcome. Affordable housing strategies aim to minimize displacement of existing residents and provide a place for new residents to live close to employment opportunities. Land use and economic development recommendations are aimed at providing a range of employment opportunities accessible to workers with varied educational backgrounds. New park and public spaces address the lack of open green space on the City's near south side.







HOW WILL MILWAUKEE BENEFIT?

We looked at completed projects in the Menomonee Valley, along Milwaukee’s rivers, and elsewhere within the City to see what kind of impact redevelopment in the Harbor District could have. We applied those same outcomes to properties identified as likely to change here to generate estimates of potential jobs and new property value.

★ **\$864 MILLION INCREASE IN PROPERTY VALUE**

★ **5,663 NEW JOBS**

1,477 OFFICE/COMMERCIAL JOBS

3,839 MIXED USE JOBS

348 INDUSTRIAL JOBS

- 21% Professional
- 20% Health/Social Service
- 12% Retail
- 11% Food
- 5% Manufacturing
- 31% Other

★ **3,343 JOBS EARNING UP TO \$40K/YEAR**

★ **2,320 JOBS EARNING MORE THAN \$40K/YEAR**

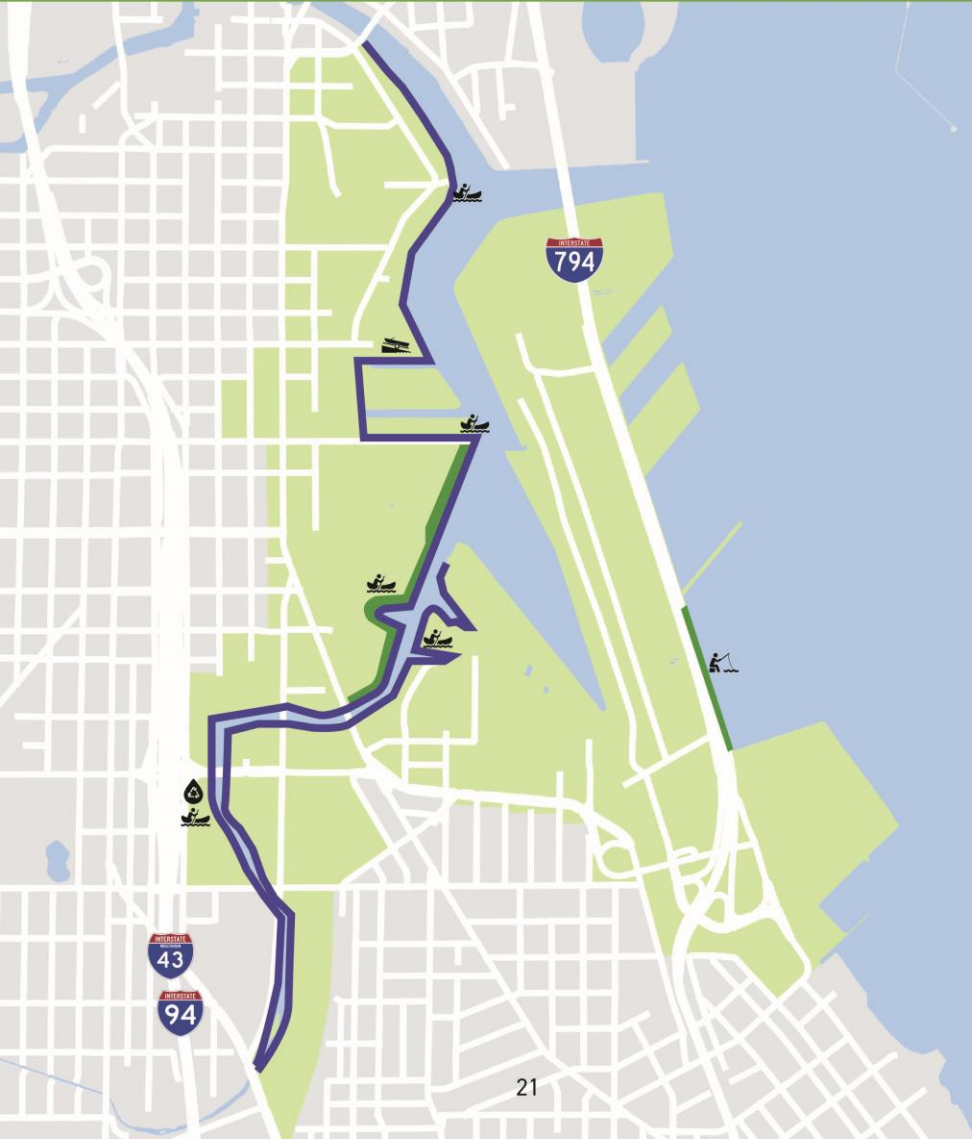
Map of Proposed Future Land Uses





CATALYTIC PROJECT #1

IMPROVED WATERFRONT EXPERIENCE



The most important element to the Harbor District's unique identity and character is the water. Yet, almost all of the Harbor District's nine miles of waterfront is off-limits to the public. The area was built up at a time when we wanted to limit waterways and waterfronts for use by the ships and factories that needed them. However, the city has changed, its economy has changed, and its relationship with water has changed. The Harbor District represents an opportunity to develop a new type of waterfront that invites the public to explore and enjoy, maintains its role as a working port and commercial harbor, and provides space for natural ecosystems to flourish.

This catalytic project lays out a series of recommendations that will move the Harbor District towards a multi-purpose multi-use waterfront. Recommendations include new public spaces and amenities to allow people to access the water and projects to improve water quality ensuring the experience of visiting the water is enjoyable.

- 4.5 Miles of Riverwalk
- 7 to 10 Acre Waterfront Park
- Water Access
- 5 Canoe/Kayak Launches
- New Boat Launch
- Fishing Access
- Trash Wheel



RIVERWALK



WATERFRONT
PARK



CANOE AND KAYAK
LAUNCHES



TRASH WHEEL



WATER ACCESS



CATALYTIC PROJECT #2

WATER-CENTRIC PLACE-MAKING EAST GREENFIELD AVENUE

Two parcels on East Greenfield Avenue – both vacant, totalling sixty acres – offer the most significant opportunity in the Harbor District for new development and for a new kind of working waterfront.

The plan recommends a mix of uses on these two sites, including light industrial, office and commercial, and activity-generating uses along the streets and waterfront.

This area is also recommended as home for a new linear park extending along the waterfront. The park, pictured at right, would provide active recreational opportunities along the waterfront for nearby underserved neighborhoods.





**Waterfront Park
with Active Shoreline**



**Waterfront Park
with Natural Shoreline**

**Office and
Active Uses along
the Waterfront**

**Mixed Use
Commercial and
Residential**

**Light
Industrial**

**Mitchell Street
Extension**



2,200 NEW JOBS

\$193 MILLION IN NEW VALUE



CATALYTIC PROJECT #3

GRAND TRUNK WETLAND AND DEVELOPMENT

Light Industrial or Marine



Wetland with Boardwalk



Riverwalk

Light Industrial

Mixed Use Commercial and Residential

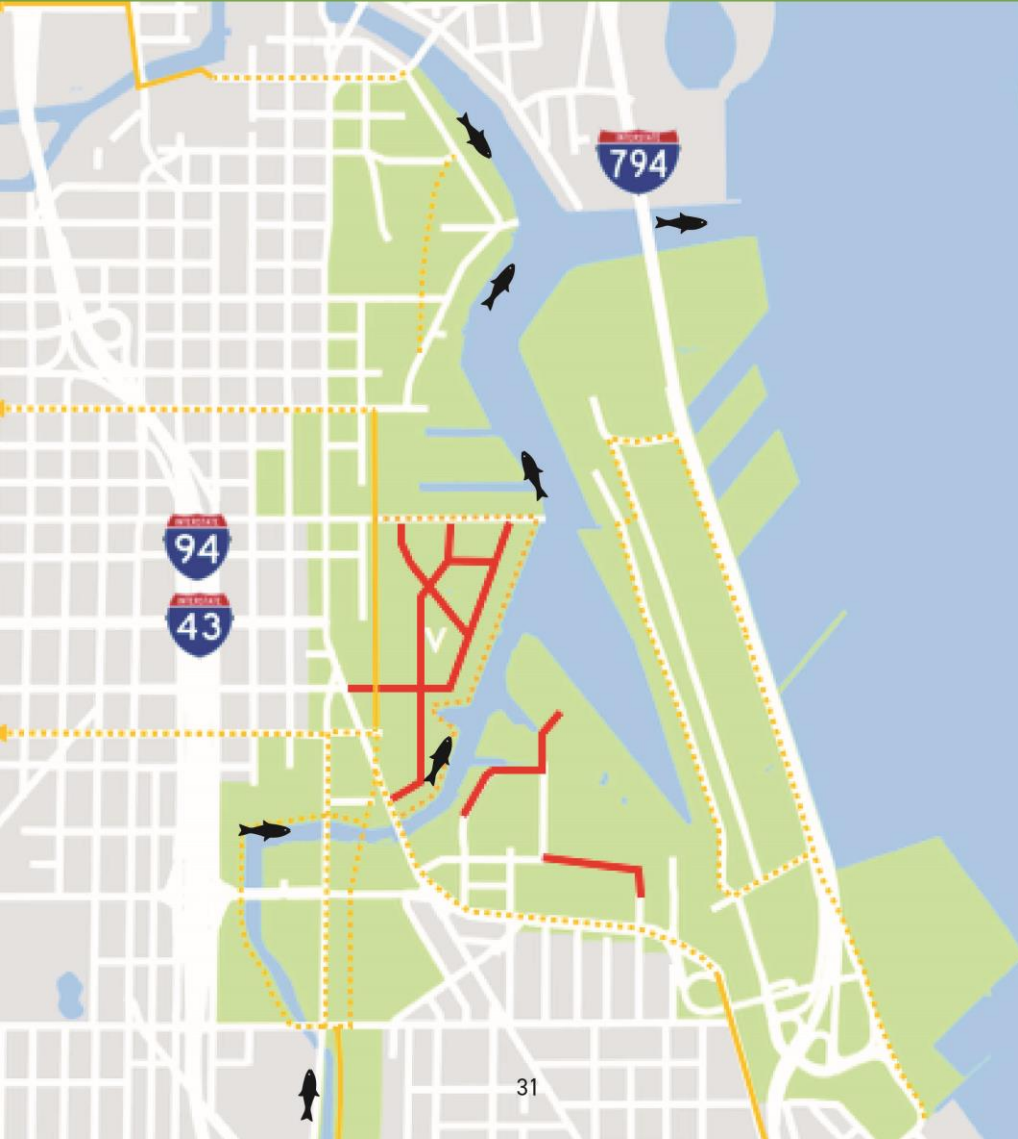
483 NEW JOBS

\$41 MILLION IN NEW VALUE



CATALYTIC PROJECT #4

ACCESS AND CONNECTIVITY



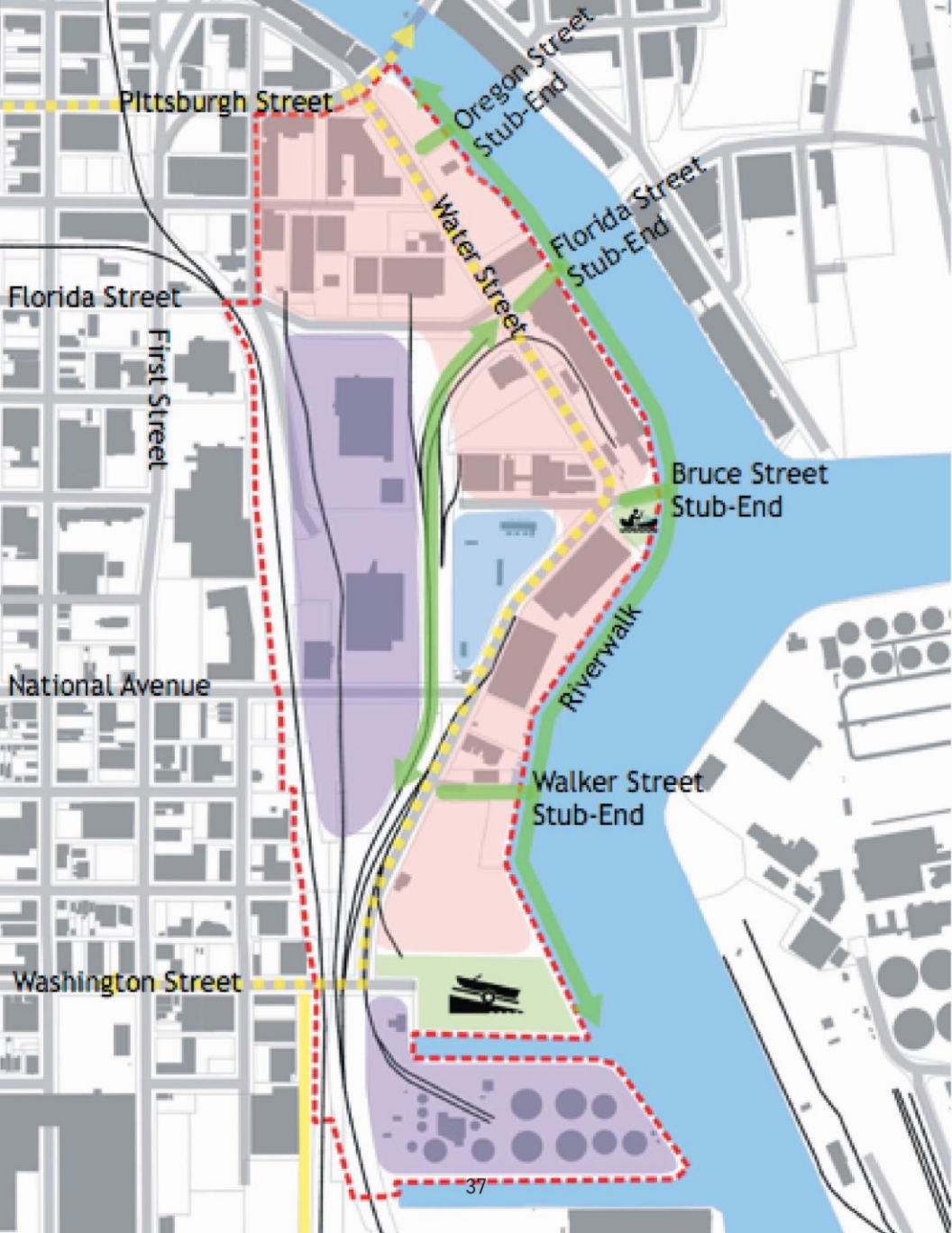
Almost every means of transportation converges in the Harbor District – from ships and boats large and small to bicycles to passenger and freight rail, and of course trucks, buses, and personal vehicles.

At the same time, it can be one of the most difficult places in Milwaukee to get around. Rivers and rail viaducts create barriers and dead ends. Trucks and bikes, and freighters and pleasure boats, struggle to safely share space. This project makes recommendations to improve access for all types of users.

-  **New Public Streets & Dedicated Bicycle Routes**
-  **Existing Off-Street or Improved Bicycle Routes**
-  **Proposed Improved Bicycle Infrastructure**
-  **Continuous Habitat Network Connecting the Lake and the Rivers**



HARBOR VIEW



The Harbor View sub-district will continue its transformation from an industrial and warehousing area into a mixed-use live, work, and play neighborhood. The area will have a true mix of uses incorporating residential, office, retail, light industrial, and public spaces. The area will have a compact, urban form that is walkable and inviting. New access to the waterfront will provide residents and visitors an opportunity to visit and enjoy the place where the Milwaukee and Kinnickinnic Rivers meet and flow into Lake Michigan.

-  Sub-District Boundary
-  Mixed-Use (Office, Retail, and/or Housing)
-  Light Industrial
-  Parks and Public Space
-  Civic/Utility
-  Trail, Path, and/or Riverwalk
-  Existing Off-Street or Protected Bicycle Route
-  Proposed Off-Street or Protected Bicycle Route
-  Canoe/Kayak Launch
-  Trailered Boat Launch





HARBOR VIEW

Pocket park roughly the same size and shape as the stub-end streets.



Unused railroad swing bridge in the Milwaukee River could be reused as a public space and/or trail connection.

Image by Eddee Daniel.



Conceptual rendering showing rail spurs converted to shared-use paths and new development along South Water Street.

Image by UWM CDS.



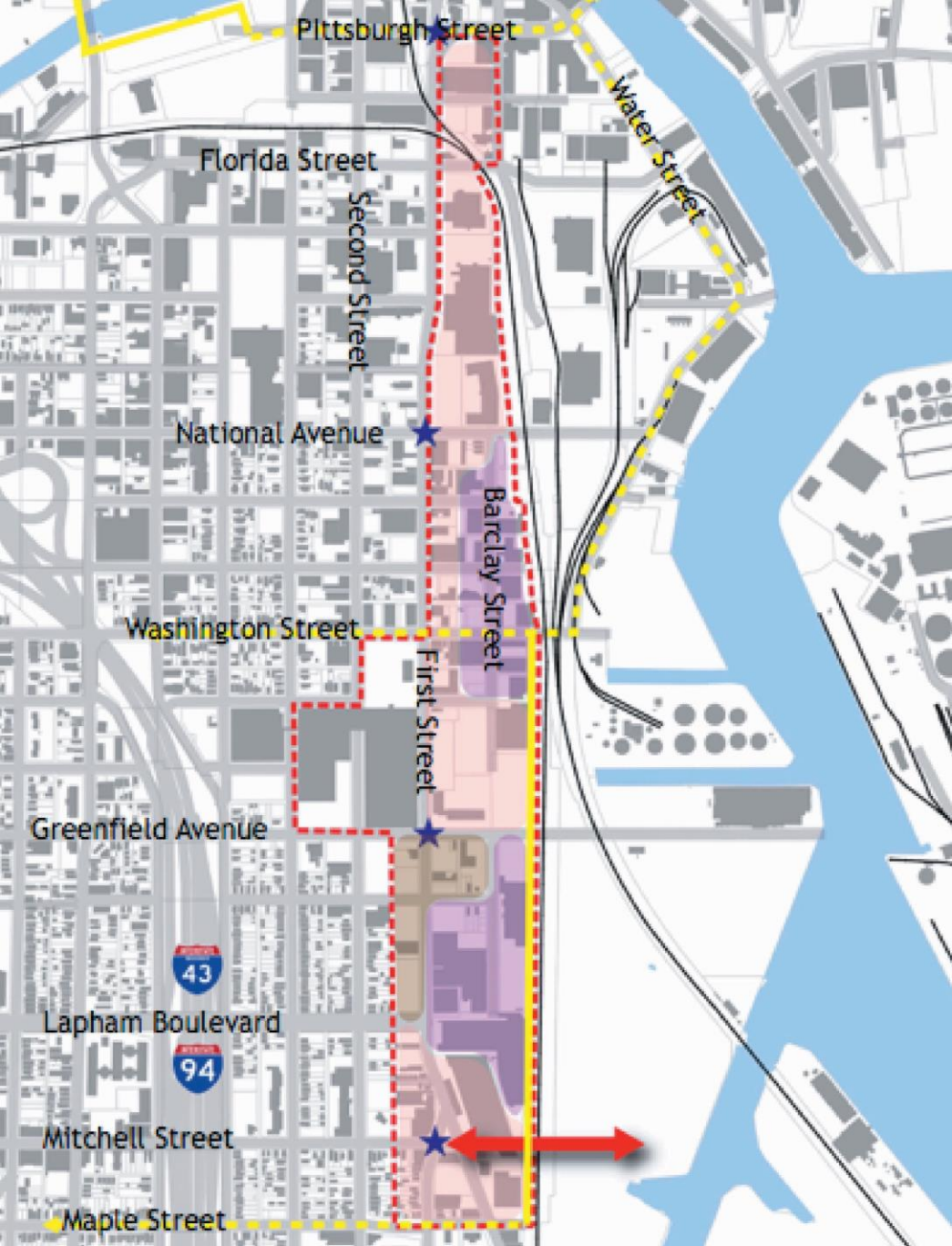
Conceptual rendering showing an improved Milwaukee County Boat Launch.

Image by SEH.

FIRST STREET CORRIDOR

The South First Street Corridor will serve as a welcoming entryway to the Harbor District with clear entry points to access new development and the waterfront to the east. The area will continue to develop as a mixed-use urban neighborhood that provides spaces for people to live, work, and play. Residents, employees, and visitors will be able to travel easily to and through the corridor regardless of their mode of transportation.

-  Sub-District Boundary
-  Mixed-Use (Office, Retail, and/or Housing)
-  Light Industrial ("Makers, Live/Work, Work/Sell, Etc.)
-  Mixed-Use (Industrial, Office, Retail, Housing)
-  Existing Off-Street or Protected Bicycle Route
-  Proposed Off-Street or Protected Bicycle Route
-  Key Intersection





FIRST STREET CORRIDOR



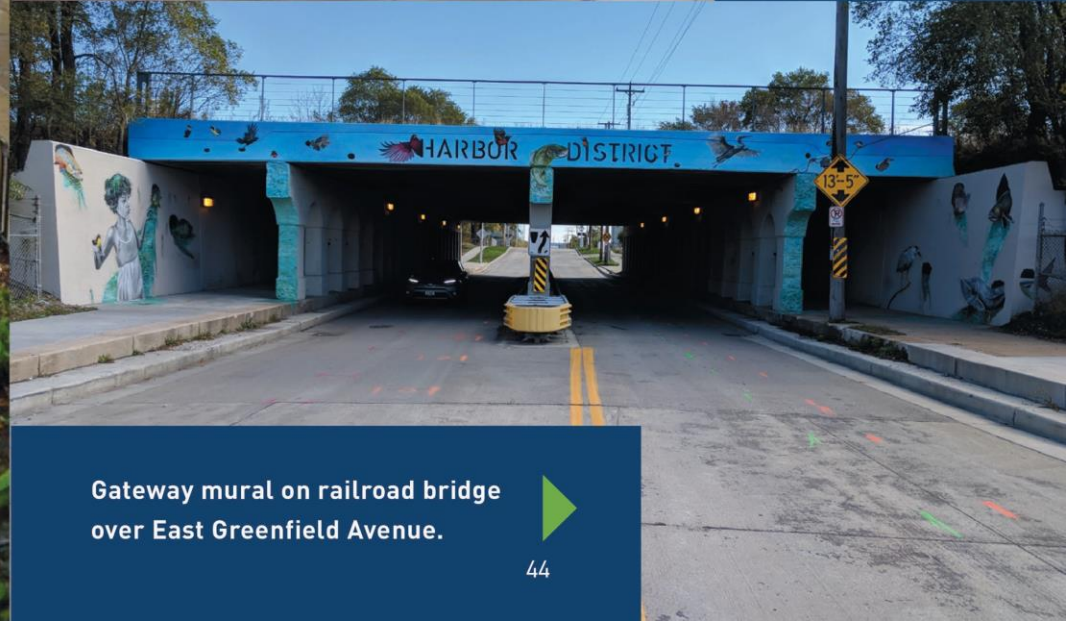
Sidewalk rain garden installation.



A manufacturer on Barclay Street with production and a retail storefront.



Infill development near First Street in the Walker's Point neighborhood.



Gateway mural on railroad bridge over East Greenfield Avenue.

EAST GREENFIELD AVENUE



The East Greenfield Avenue Sub-district will be a new employment and recreation center that provides a variety of job types. Office, lab, research, and light industrial employers will develop modern and sustainable buildings that embrace the urban waterfront location and capitalize on existing assets such as the UWM School of Freshwater Sciences and Rockwell Automation. New waterfront public spaces will draw residents from nearby neighborhoods and visitors from the Greater Milwaukee area.

-  Sub-District Boundary
-  Commercial (Office, Retail, R&D)
-  Light Industrial ("Makers, Live/Work, Work/Sell, Etc.)
-  Mixed-Use (Industrial, Office, Retail, Housing)
-  Parks and Public Space
-  Civic/Utility
-  Trail, Path, and/or Riverwalk
-  Canoe/Kayak Launch





EAST GREENFIELD AVENUE

Shared-use path
along the waterfront.



The former Solvay
Coke & Gas property
is currently going
through a multi-year
cleanup process.

Image by Kristian Vaughn



Rendering of the
proposed Public Plaza
design by Quorum
Architects and Ayres
Associates. Design
includes a canoe/kayak
launch, water feature,
and shipping container
play structure.



Concept by DTAH shows linear
“fingers” of stormwater management
connecting development to the river.



LOWER KINNICKINNIC RIVER

As called for in the City's 2008 Southeast Side Area Plan, the Lower Kinnickinnic River sub-district will "create a new neighborhood that would provide jobs and housing in a vastly improved natural setting." The existing parks on the south end of the sub-district will be improved by creating better access to the river, while a continuous network of riverfront public space will be created for the remainder of the sub-district. Redevelopment on the land and habitat restoration in the water will help to reconnect this area to the Kinnickinnic River.



-  Sub-District Boundary
-  Mixed-Use (Office, Retail, and/or Housing)
-  Light Industrial
-  Parks and Public Space
-  Mixed-Use (Industrial, Office, Retail, Housing)
-  Riverwalk
-  Existing Off-Street or Protected Bicycle Route
-  Proposed Off-Street or Protected Bicycle Route
-  Canoe/Kayak Launch
-  Trash Wheel





LOWER KINNICKINNIC RIVER



Kinnickinnic River upstream of I-94/43 where the concrete channel was removed and the stream renaturalized.

Photo by Christopher Zaborsky

An active ground floor facing the waterfront along the Riverwalk in the Third Ward.

Photo by Eddee Daniel



Conceptual rendering showing how a public riverwalk on the Kinnickinnic River could operate with marina businesses.

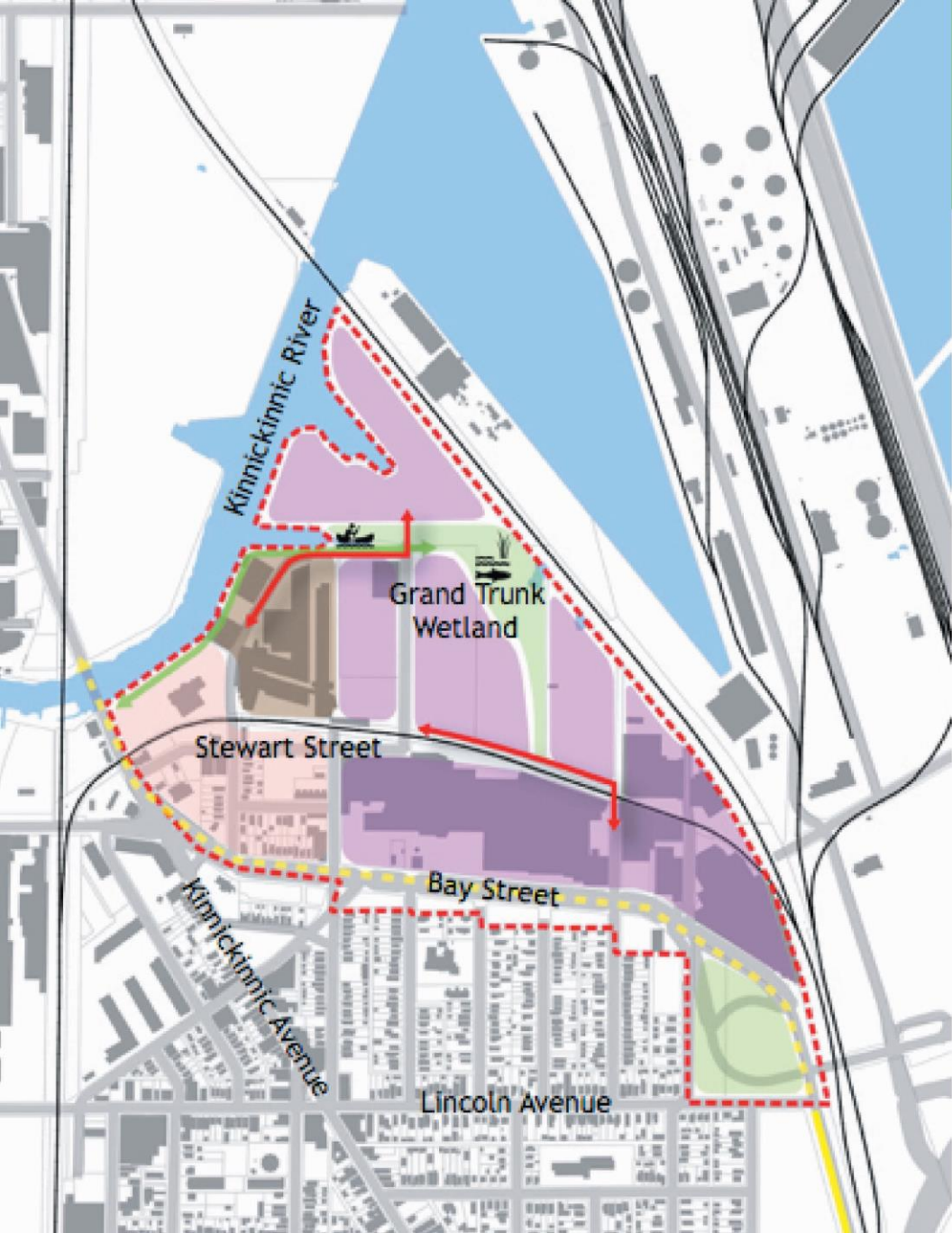
Image by UWM CDS

An aerial view of the Kinnickinnic River shows marine uses, industrial properties, and large vacant properties that offer space for new opportunities.



GRAND TRUNK

With its location between the Bay View neighborhood, the Kinnickinnic River, and Port Milwaukee, the Grand Trunk sub-district will serve as a transition area between the heavily residential neighborhoods to the south and the more mixed use and industrial areas of Port Milwaukee and the Harbor District. New industrial development will provide employment opportunities for city residents in an easily accessible location. A restored Grand Trunk wetland will provide fish spawning and birding habitat and will connect to a network of new waterfront public spaces along the Kinnickinnic River.



-  Sub-District Boundary
-  Mixed-Use
-  Light Industrial
-  Parks and Public Space
-  Mixed-Use (Industrial, Office, Retail)
-  Trail, Path, and/or Riverwalk
-  Existing Off-Street or Protected Bicycle Route
-  Proposed Off-Street or Protected Bicycle Route
-  Potential New Streets
-  Canoe/Kayak Launch
-  Wetland Habitat





GRAND TRUNK

A canoe/kayak launch in the Grand Trunk sub-district will allow boaters to easily visit food and beverage establishments and proposed public spaces.



The Grand Trunk Wetland will provide much needed wetland habitat as shown in this example from an urban park in Paris, France.

Underused waterfront sites could provide space for marinas and public access as shown in this photo from Manistee, MI.



The Port Milwaukee owned Grand Trunk site with Nidera's grain elevators in the background. photo by Eddee Daniel

JONES ISLAND



Port Milwaukee and MMSD's facilities will support Milwaukee's goals as a Water Centric city by achieving high standards in environmental sustainability. As the premier commercial shipping port in the State of Wisconsin, Port Milwaukee will continue to support industry and strengthen the regional economy through efficient movement of freight.

-  Sub-District Boundary
-  Parks and Public Space
-  Existing Off-Street or Protected Bicycle Route
-  Proposed Off-Street or Protected Bicycle Route
-  Public Waterfront

Over size over weight (OSOW) freight requires special accommodations and entrances to the Port.

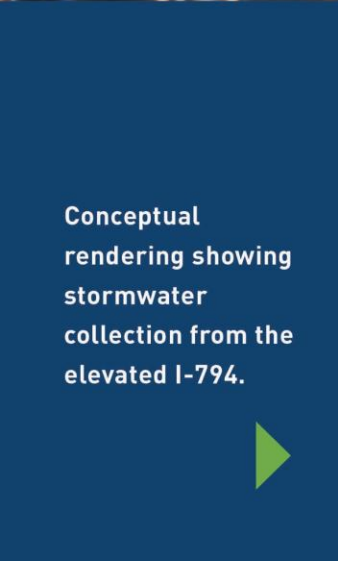




JONES ISLAND



The "Watermarks" project by artist Mary Miss includes a concept to light the MMSD smoke stack on Jones Island.



Conceptual rendering showing stormwater collection from the elevated I-794.



59



Waterfront park under a bridge in Philadelphia.




Kaszube's Park on Jones Island.

60

THE WATER



The Waters of the Harbor District will support a variety of activities and habitats including commercial shipping, recreational boating, fishing, and natural aquatic habitat. Water activities will be safe and welcoming to everyone, with areas designated for specific water activities clearly marked. Milwaukee residents and visitors will feel a connection to their waterways and will develop a renewed appreciation for the value and role our estuary plays in our community.

-  Sub-District Boundary
-  Commercial Shipping
-  Recreational Boating
-  Canoe/Kayak Launch
-  Trailered Boat Launch
-  Habitat Restoration Opportunity





THE WATER



A mural on the Milwaukee River educates on water issues and contributes to a fun and interesting space.



Commercial shipping and recreational boating are in close proximity more often than in the past.

Photo by Adam Carr.



Rendering showing conceptual waterfront habitat, stormwater treatment cells, and public access along the former Solvay Coke site waterfront.

Image by SEH



