



Department of City Development

Housing Authority
Redevelopment Authority
City Plan Commission
Historic Preservation Commission

Patricia S. Algiers
Commissioner

Steven J. Jacquart
Deputy Commissioner

May 21, 2004

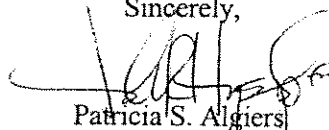
To Members of Common Council
Zoning, Neighborhoods and
Development Committee
City of Milwaukee

Dear Members of the Committee:

In response to your request today for copies of development projections prepared by the Planning and Design Institute, Inc. for the site in the east end of the Menomonee Valley, the attached graph and related illustrations were produced based on detailed planning conducted by PDI under contract to the City of Milwaukee.

When the offer to purchase was submitted to the city by Harley-Davidson, work under this contract was suspended on or about January 15, 2004. The first three pages of the attachments were produced under the contract and the last four were prepared after the contract was suspended.

Sincerely,



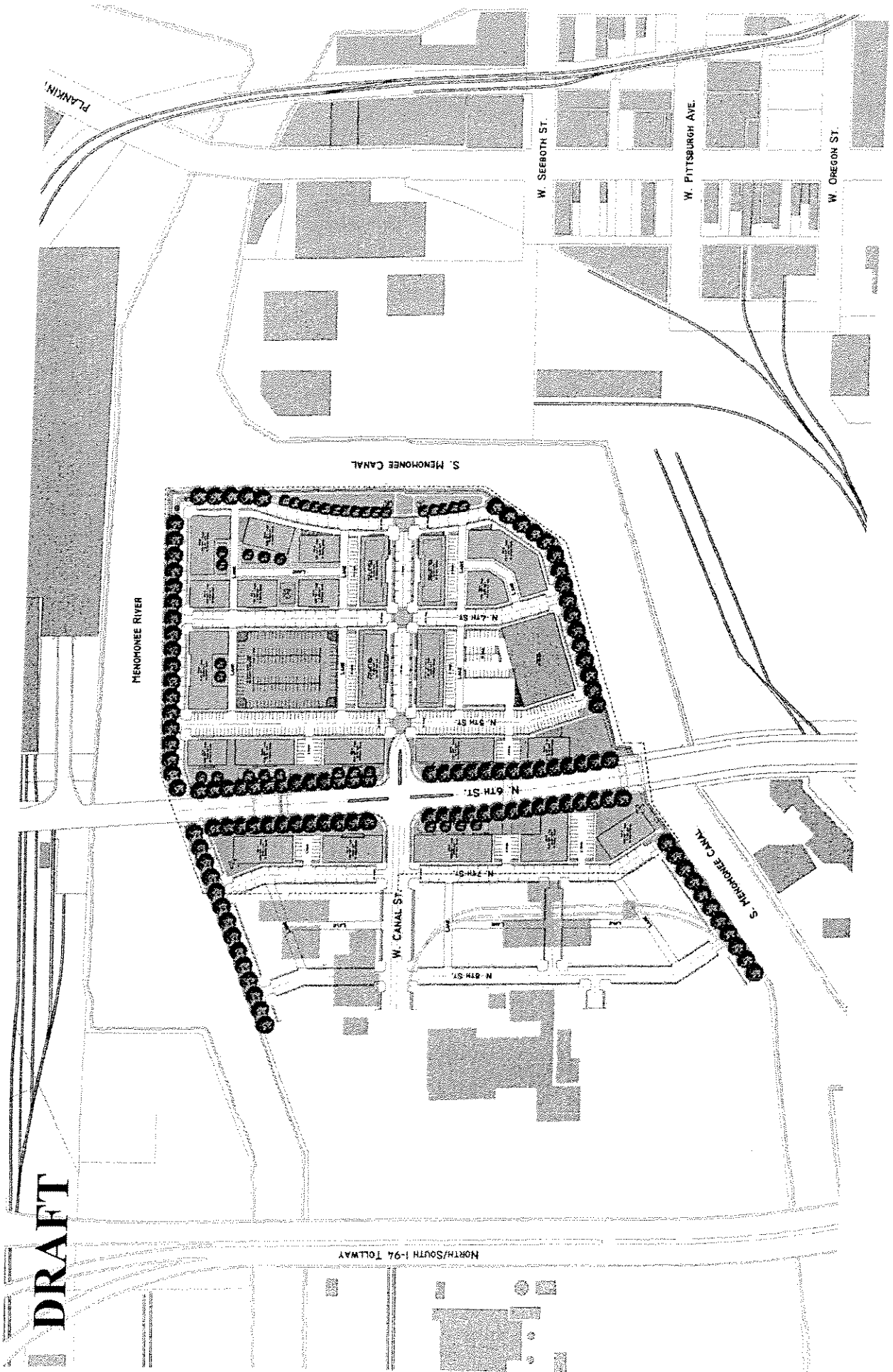
Patricia S. Algiers
Commissioner

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Options

1. Create a plan to accommodate multiple owners and follow the City's Land Use Plan
2. Follow Harley-Davidson's plans (single ownership)
3. Create a plan(s) that balance #1 and #2 – "shared vision"

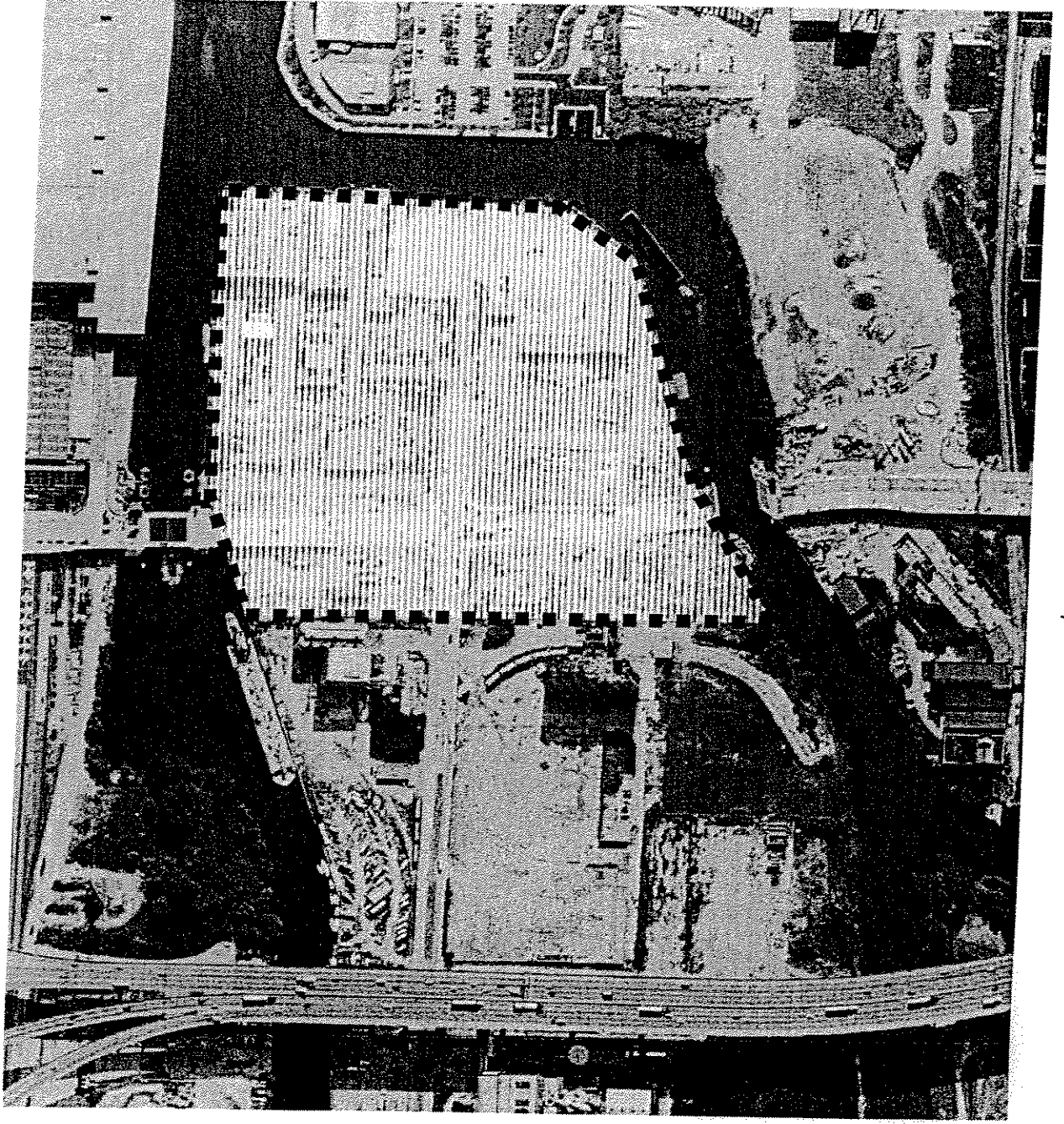
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	Multiple Owner Option
Jobs	1,000 - 1,500 jobs
Land Uses	
Museum	0 sf
Office	500,000 sf
Commercial	40,000 sf
Residential	200 units
Light Industrial	50,000 sf
Parking	1720
Value	\$180 - \$200 Million

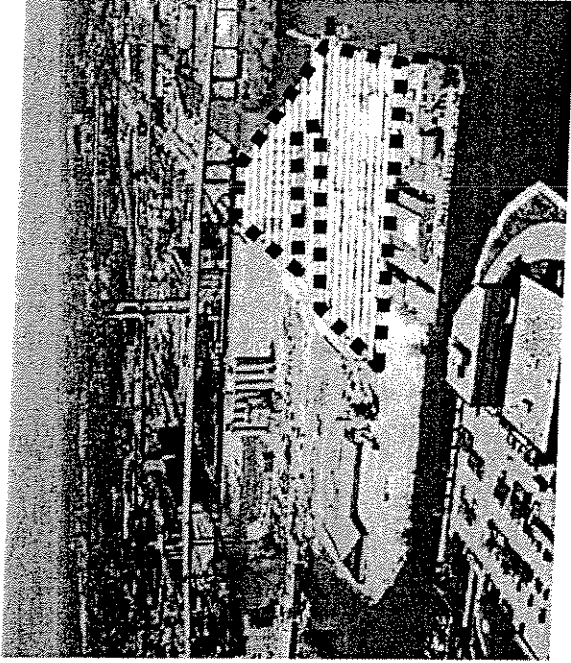
Single Ownership Plan

Follow Harley-Davidson's Plans



	Multiple Owner Option	Single Owner Option
Jobs	1,000 - 1,500 jobs	400-500 jobs
Land Uses		
Museum	0 sf	100,000 sf
Office	500,000 sf	100,000 sf
Commercial	40,000 sf	0 sf
Residential	200 units	0 sf
Light Industrial	50,000 sf	0 sf
Parking	1720	700
Value	\$180 - \$200 Million	\$60 - \$80 Million

	Multiple Owner Option	Single Owner Option	Balanced Options
Jobs	1,000 - 1,500 jobs	400-500 jobs	1000 - 2000 jobs
Land Uses			
Museum	0 sf	100,000 sf	60,000 - 100,000 sf
Office	500,000 sf	100,000 sf	300,000 - 400,000 sf
Commercial	40,000 sf	0 sf	20,000 - 60,000 sf
Residential	200 units	0 sf	0 - 300 units
Light Industrial	50,000 sf	0 sf	0 - 100,00 sf
Parking	1720	700	1200 - 1980
Value	\$180 - \$200 Million	\$60 - \$80 Million	\$150 - \$220 Million



Roughly 15.6 acres

