

**REDEVELOPMENT PLAN
FOR THE
MENOMONEE VALLEY
“K”
PROJECT AREA**

Redevelopment Authority
Of The
City of Milwaukee

Prepared by:

Long Range Planning
Department of City Development
Milwaukee, Wisconsin
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LEGAL DESCRIPTION FOR TID AND REDEVELOPMENT AREA "K"

Developer' Survey of the Project Area boundary (See Map 8)

A parcel of land being part of the Southeast One-quarter (1/4) & Southwest One-Quarter (1/4) of Section Twenty-nine (29), Township Seven (7) North, Range Twenty-two (22) East and the Northeast One-Quarter (1/4) & Northwest One-Quarter (1/4) of Section Thirty-two (32), Township Seven (7) North, Range Twenty-two (22) East located in the City of Milwaukee, County of Milwaukee, State of Wisconsin, more particularly described as follows:

Commencing at the southeast corner of the Southwest 1/4 of Section Twenty-nine (29), Township Seven (7) North, Range Twenty-two (22) East;

Thence South $88^{\circ}56'07''$ West, 277.19 feet along the south line of said Southwest 1/4 Section also being the centerline of West Canal Street to the Point of Beginning of this description;

Thence continuing on said south line, South $88^{\circ}56'07''$ West, 50.08 feet;

Thence North $01^{\circ}03'53''$ West, 35.00 feet to a point on the west line of Parcel 1 of Certified Survey Map No. 4726 extended and the north line of West Canal Street,

Thence North $01^{\circ}11'08''$ West, 15.00 feet along said west line extended and the northerly line of West Canal Street;

Thence North $01^{\circ}11'08''$ West, 405.33 feet to the northwest corner of said Parcel 1 being a point on the right dock line of the Menomonee River, established per Ordinance No. 606, Common Council File No. 64-2599-a, adopted on December 1, 1964;

Thence North $68^{\circ}03'43''$ East, 349.90 feet along said right dock line;

Thence along said right dock line North $88^{\circ}54'08''$ East, 36.00 feet;

Thence continuing along said right dock line North $88^{\circ}52'29''$ East, 664.00 feet to the intersection with the left dock line of the South Menomonee Canal, established per Ordinance No. 787, Common Council File No. 61-3943-a, adopted on March 20, 1962;


Thence South $01^{\circ}11'08''$ East, 555.98 along said left dock line to the north line of West Canal Street;

Thence South $01^{\circ}08'46''$ East, 56.00 feet to the south line of West Canal Street and said left dock line;

Thence continuing along said left dock line the following courses: South $01^{\circ}07'31''$ East, 170.74 feet;

Thence South $34^{\circ}08'07''$ West, 238.86 feet;

Thence South $72^{\circ}42'52''$ West, 523.01 feet to the intersection of said dock line and the proposed east line of South 6th Street;



Thence South $79^{\circ}30'50''$ West, 95.00 feet to the centerline of South 6th Street as established per Right-of-Way Project I.D. 2235-00-02;

Thence along said centerline South $10^{\circ}29'10''$ East, 8.99 feet;

Thence South $79^{\circ}30'50''$ West, 60.00 feet to a point on the west line of South 6th Street and the south line of Parcel 1 of Certified Survey Map No. 4604;

Thence along said south line South $88^{\circ}56'07''$ West, 186.00 feet to the southwest corner of Parcel 1 of Certified Survey Map No. 4604;

Thence North $01^{\circ}04'26''$ West, 530.52 feet to the northwest corner of said Parcel 1 and the south line of West Canal Street;

Thence North $01^{\circ}03'53''$ West, 47.00 feet to the Point of Beginning of this description. Said parcel contains 1,045,156 Square Feet or 23.99 Acres of land, more or less.

A. INTRODUCTION

In July 2002, the Common Council adopted resolution file no. 020573 approving the boundary for Renewal Area "K" and authorized the Redevelopment Authority to prepare a Plan in accordance with State Statute Section 66.431.

This redevelopment plan is prepared pursuant to Section 66.1333(6)(b)(2), formerly a subsection of Section 66.431, Wisconsin Statutes, which requires, "Approval by the authority and by two-thirds of the local legislative body of the redevelopment plan of the project area which has been prepared by the authority." The statutes further require that the "redevelopment plan shall conform to the general plan of the city and shall be sufficiently complete to indicate its relationship to definite local objectives as to appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements in the project area. The redevelopment plan shall include a statement of the boundaries of the project area; a map showing existing uses and conditions of real property; a land use plan showing proposed uses of the area; information showing the standards of population density, land coverage and building intensity in the area after redevelopment; present and potential equalized value for property tax purposes; a statement of proposed changes in zoning ordinances or maps and building codes and ordinances; a statement as to the kind and number of site improvements and additional public utilities which will be required to support the new land uses in the area after redevelopment; and a statement of a feasible method proposed for the relocation of families to be displaced from the project area".

B. DESCRIPTION OF THE PROJECT

The Project Area was previously in use as an area for asphalt production and salt and sand storage. The plan boundary has been amended by Common Council Resolution File no.040392 to expand Redevelopment Area "K" to reflect the boundaries of the project site (See Map 1). The project area parcels located west of 6th Street were formerly located in Urban Renewal Project "E" as described in the Redevelopment Plan for Urban Renewal Project "E" (Project No. Milw. TID 1-E), recorded with the Milwaukee County Register of Deeds on July 31st, 1978 as Document No. 5237140, as amended (the "Prior Project E Plan"); by its terms, the Prior Project E Plan expired on or before July 25th, 2003. The facilities known as Traser Yards will be re-located to the north side of the City.

The 20 + acre parcel comprising the Project Area is a key component of the redevelopment strategy developed by the Market Study, Engineering, and Land Use Plan for the Menomonee Valley (Lockwood, Greene, et al 1998). The site has been identified by FEMA as being located in a floodplain. The Project Area is surrounded by water on three sides. Access to the site is currently from Canal Street and 6th Street to the western portions of the site and from 6th Street at Canal Street for the eastern portion of the project site. Rail and freeway access are within blocks of this access.

1. PURPOSE

The purpose of this plan is to assemble the Project Area for a high profile, catalytic project and facilitate redevelopment that is consistent with the Developer's conceptual plan for the project as of January 12, 2004 (See Map 7).

2. REDEVELOPMENT PLAN OBJECTIVES

The Redevelopment Plan seeks to:


- A. Assure that the Development builds upon the unique natural and urban opportunities of the Project Area.
- B. Ensure high-quality architectural and sustainable development.
- C. Develop the street and block patterns of a typical city street grid.
- D. Provide flexibility and meet the other objectives of this Redevelopment Plan should the Developer's needs change or a change in ownership occurs.
- E. Create a predictable regulatory process.
- F. Facilitate the development of a museum, retail stores, restaurants, and other facilities during Phase I of the Development; archive and restoration facilities in Phase II; and office and/or commercial uses in Phase III. A site map describing these phases and their locations are in the Project Area shown on Map 7 of this Redevelopment Plan.
- G. Provide for appropriate public access to the Project Area, including green spaces, privately owned streets and alleys, the Riverwalk, and adjoining public rights-of-way.

The Commissioner or Commissioner's designees will use these objectives and the terms of this Redevelopment Plan in the review of proposals for the Development.

3. PROPOSED RENEWAL ACTIONS

To accomplish the objectives of this plan the Redevelopment Authority may exercise any or all of the powers provided to it under Section 66.1333 Wisconsin Statutes.

- A. This plan recommends changing the zoning from C9H to C9G.
- B. RACM will complete the necessary transactions for acquisition of properties located within the Project Area, including streets (See Map 5).
- C. RACM will sell certain lands within the Project Area to a single owner.

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- D. RACM will work with the City to facilitate the move of Traser Yards to a new location.
- E. RACM will work with the Developer to design and implement new privately owned street and block configurations that are consistent with Department of Public Works specifications.

4. LAND USE PROVISIONS

See Exhibit A for a use table indicating the use classifications for various uses in the C9G zoning classification and as defined in Chapter 295 of the City of Milwaukee Zoning Code. The use classifications are further restricted as indicated by the right hand column of the use table. No new tax-exempt uses are permitted except as expressly provided in an agreement by and among Developer, RACM, and the City of Milwaukee.

5. LAND ACQUISITION

The City of Milwaukee and the Redevelopment Authority of the City of Milwaukee own the parcels that compose the Project Area. The City of Milwaukee will convey its parcels to RACM. These parcels will then be conveyed to a single property owner for the purposes of this Development. The property to be conveyed will include the vacated right-of-way of former 6th St., located east of current 6th St., and the right-of-way of W. Canal St. located east of current 6th St. See Map 5 for a table and graphic representation of these parcels.

6. DEVELOPMENT STANDARDS

Construction and operation of the Development shall be subject to all applicable City of Milwaukee codes and requirements and the following site and building design standards.

A. Site Design Standards



1) Streets and Blocks

Principles

- Streets and blocks shall be laid out in a traditional urban, orthogonal, connected street grid that will serve currently envisioned and possible future development.
- These principles shall apply equally to publicly and privately owned streets, alleys, and rights-of-way.

Standards

- All privately owned streets, lanes, and alleys shall be designed, constructed, and named substantially in accordance with City of Milwaukee design standards. Designs shall include a specific centerline alignment and dimensions for the right-of-way and all typical cross-section elements such as travel lanes, parking lanes, curb and gutter, planting strips, and sidewalks. This cross-section will be referred to as the right-of-way although it is privately owned.
- RACM encourages the Developer to create a Certified Survey Map or Maps to identify privately owned streets, alleys, green spaces and Riverwalk as well as to provide for division of the Project Area into sites to accommodate various phases of the Development.
- No buildings shall be constructed at grade on rights-of way of any private street, lane, or alley.
- Canal Street shall be extended from its current terminus at 6th Street eastward to the South Menomonee Canal. A safe and attractive transition to the Riverwalk at the eastern terminus is required. The eastern terminus shall not preclude a possible future pedestrian bridge eastward across the South Menomonee Canal.
- An east-west street herein referred to as Traser Street shall be designed and constructed north of Canal Street. Traser Street should extend from the western edge of the Project Area, eastward under the northern 6th Street viaduct via a grade-separated intersection, and shall continue east connecting with any north-south streets east of 6th Street in the Project Area eastward to the South Menomonee Canal or Riverwalk. A safe and attractive transition to the Riverwalk at the eastern terminus is required.
- An east-west street herein referred to as Seeboth Street shall be designed and constructed south of Canal Street. Seeboth Street may extend from the western edge of the Project Area eastward to 6th Street and may have an at-grade intersection with 6th Street. Seeboth Street shall extend from 6th Street eastward connecting with any north-south streets in the Project Area and may have an at-grade intersection with 6th Street. Seeboth Street may continue from any north-south streets eastward of 6th Street in the Project Area east to the South Menomonee Canal or Riverwalk. A safe and attractive transition to the Riverwalk at the eastern terminus is required.
- A north-south street, herein referred to as 5th Street, shall be designed and constructed east of Canal Street. 5th Street shall extend from Traser Street to Seeboth Street and may continue south to the South Menomonee Canal, in which case a safe and attractive transition to the Riverwalk at the southern terminus is required.
- A north-south alley extending from Traser Street southward to Seeboth Street should be designed and constructed east of 6th Street and west of 5th Street.

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- The Department of Public Works will redefine the right-of-way at 6th Street in accordance with standard practices and will initiate the vacation of all unnecessary existing rights-of-way.
 - Canal Street, 5th St. and 6th Street are considered primary streets. A primary street is one that contains a higher volume of traffic and a variety of activities, is pedestrian-oriented, and whose adjoining built environment contains the highest degree of architectural design. The main entrance of a building is typically located on this type of street, or on a corner.
 - Seeboth Street and Traser Street are considered secondary streets. A secondary street is one that may have less intensity of traffic and activity, but remains pedestrian-oriented, human-scaled and lively. Buildings whose principal facade faces these streets will have their front entrances here.

2) Building Placement

Principles

- Provide an identifiable center and edge to the Project Area.
- Locate buildings and street edge elements to define street edges and corners.
- All building facades along primary streets are considered primary facades and must be designed to reflect their role in creating and maintaining street character.
- The Riverwalk along the eastern edge of the Project Area is also considered equivalent to a primary street.

Standards

- All street-facing facades on Canal or 5th Streets should be located 0-10 feet from the edge of the private right of way. Terraces and other green areas accessory to buildings may face the street, green spaces or the Riverwalk.
- Buildings shall not be placed on designated green spaces or the Riverwalk. (See Map 5)
- For all buildings, corner entrances are permitted.
- Terraces should be designed for year-round interest and use, if possible.
- Encourage building orientation along an east-west axis for maximum daylighting benefits, where possible.

3) Parking, Circulation and Access

Principles

- Create a balanced circulation system that accommodates mobility choices and meets ADA requirements.
- Encourage shared use of parking and service areas between adjacent parcels.
- Except for alley access, off-street parking should not interrupt the street wall along Canal Street, east of 6th Street and along 5th Street.

Standards

1) Driveways

- Minimize the number of curb cuts and width of driveways.
- Align new driveways and alleys across streets from each other where possible.

2) Pedestrian Accommodations

- Connect sidewalks to the front entrance of buildings.
- Coordinate the provision of direct and continuous pedestrian connections between all privately-owned sidewalks and roadways to public sidewalks, public services, amenities and the Hank Aaron State Trail.
- Provide direct pedestrian connections from parking areas to building entrances.

3) Parking Areas

- Encourage techniques that mitigate storm water runoff and heat island issues. These may include bioswales, channels, native plantings, and porous pavement treatments.
- Encourage the use of concrete pavement, where possible, to keep parking areas cool.
- Interior parking lot landscaping is required per City code. Include tree spacing at a minimum of 54 feet from the base of one tree to another. Landscaping should be of high-quality design reflecting a variety of materials, textures, and sculptural qualities.
- Use materials such as high-quality masonry, metal, architectural fencing and green plantings, or any combination of these to define the perimeter and edges of parking areas.
- The use of newly developed materials and recycled materials that are of high quality is encouraged.

4) Specific Locations where Off-Street Parking is not permitted



No off-street parking lots shall be built on any of the following locations except as expressly provided in an agreement by and among Developer, RACM, and the City of Milwaukee.

- On green space and the Riverwalk.
- Abutting both sides of Canal Street east of 6th Street
- Abutting both sides of 5th Street along its entire length.
- Abutting the north side of Traser Street eastward of 6th Street.
- Anywhere in the Project Area defined as both eastward of 6th Street and southward of Seeboth Street.

B. Site Improvements

Principles

- Promote adaptive reuse of Project Area lands that recognize the ecological context, river influence, existing landmarks, building stock, and industrial heritage.
- Minimize negative impacts on adjacent properties, uses and the environment.
- Encourage coordination of landscaping and site improvements with building features.
- Enhance visual connections and views from the site.



Standards

1) Elements

- Use art, historic and cultural resources to enhance the area.
- Provide pedestrian seating; secure outdoor bicycle parking and outdoor trash receptacles.
- Integrate these elements with street and block patterns, buildings, and sidewalks.

2) Screening

- Locate and screen service areas so they are not visible from the street, designated green space or the Riverwalk.
- Use materials such as high-quality masonry, metal, architectural fencing and green plantings, or any combination of these to define the perimeter and edges of parking areas.
- The use of newly developed materials and recycled materials that are of high quality is encouraged.
- Contain all on-site refuse within a building or an appropriate receptacle further enclosed by a 6-foot fence of solid material. In outdoor situations, locate these receptacles so they are not visible from view.
- All utility lines should be located underground.

3) Site Signage

- All signs shall conform to the zoning code.
- Off-premise signs, as defined by zoning code, are prohibited.
- On-premise signs, as defined by the zoning code, may be integrated into a building wall, kiosks, projecting signs, windows or awnings.
- A cohesive sign program is recommended, as defined by the zoning code.
- Automatic changeable message signs may be allowed as a part of an approved master sign program.
- Other types of unique signage for gateways are encouraged.

4) Lighting

- Design lighting levels and performance for private streets according to City street design guidelines.
- Encourage the use of lighting to enhance unique features of building facades and landscaped areas to create a dramatic visual highlight at night.
- Encourage using reflective-type lighting fixtures to eliminate glare and provide safer, more human-scaled nightscapes.

5) Green Space and the Riverwalk

Principles

- New Riverwalk sections should provide a physical connection/relationship/transition to the river and adjacent green space.
- Design of the Riverwalk should follow the principles of the “Riverwalk Design Guidelines” (Piwoni 1998), for the Historic Third Ward district. Use these as a basis for a creative design that responds to this Development’s unique character.
- Encourage green spaces to equally function as places for recreational use and as part of a stormwater management and flood control tool.
- Locate green space where it is easily accessible and can be seen by potential users.

Standards

1) Place-making

- Design with equal attention to place as an expression of visual art and a place that promotes social interaction.
- Design all Riverwalk and green space access points for the accommodation of a variety of activities. The design should serve as an identifiable transition area between the Riverwalk and the ground level of private streets. Encourage the design of these areas as places, including, but not limited to: plazas, courtyards, or quadrangles.
- Consider these places as extensions of the Riverwalk onto the street level.
- Discourage blank, unarticulated walls or dead zones next to primary streets and the Riverwalk, and across the street from green space.
- East of the intersection of 6th Street and Canal Street, encourage providing a gateway to give the user a sense of arrival. Signage may be included as a part of the overall design of the gateway.

2. Function

- Designate and create a total minimum of three acres of green space along parts of the Menomonee River and the South Milwaukee Canal.
- Provide clear visual cues, landscaping, surfaces, art and other functional elements. They should be designed and furnished to support the most likely and desirable activities.
- No buildings shall be constructed on the designated green space except for those accessory to the green space such as picnic shelters, wash rooms, maintenance and utility sheds, kiosks, bandstands etc.
- Green spaces may be programmed for special events or private functions from time to time and accessory equipment and structures may be placed on them on a temporary basis.

3) Linkages

- Construct a Riverwalk near or adjacent to all segments of the Menomonee River and the South Menomonee Canal to provide physical access to water's edge and to connect to future possible extensions of the Riverwalk.
- Provide access to both ends of the Riverwalk from public rights-of-way.

4) Accessibility

- All Riverwalk and walkway areas shall be in compliance with the requirements of the Americans with Disabilities Act.
- Public access points to the Riverwalk should be recognizable as such.

5) Elements

- Provide benches, moveable chairs and tables, recycling and trash receptacles. Integrate these in the site design for public and private places.
- Avoid the use of railroad ties or timbers as landscape elements.

6) Natural Landscape Materials

- Encourage the use of drought resistant plantings, eliminating irrigation other than collected rainwater.
- Encourage specification of native plant and tree species. See Exhibit C for a list of native plant material resources.
- Where possible, landscape all green areas, except those required for driveways, parking, or walks, not later than 6 months after occupancy of Phase I.
- Encourage the use of deciduous shade trees; vegetative cover and exterior structures to provide 30% shade over non-roof impervious surfaces within 5 years.

C. Building Design

Principles

- Promote creative and distinctive high-quality architectural design.
- Design buildings to create an inviting sense of place for employees and visitors.
- Design for energy efficiency.

Standards

1) Massing

- Design buildings as compositions of related forms. Incorporate proportion, scale, modulation, and rhythm.
- Establish hierarchy between building elements.
- Use patterns of light and shade to add visual impact to the building.

2) Facades

- All buildings on Canal Street shall have main entrances facing Canal Street, S. 5th streets or a corner.
- Building entrances shall be clearly identifiable and visible from streets and easily accessible and inviting to pedestrians.
- Blank, unarticulated walls facing streets are not permitted. All facades visible from streets shall be modulated and articulated with bays, windows and greenings, varying color and texture and/or other architectural details that relate to the human scale.
- At the street level, windows should face the street.
- Consider the roof as a fifth façade, using green roof systems to collect and evapotranspire rainwater.

3) Materials

- All walls visible from streets should contain the most architecturally significant materials and fenestration. Architecturally significant building materials include, but are not limited to decorative masonry, brick, cut stone, glass, architectural-finished metal cladding, and architectural precast concrete panels.
- The use of newly developed materials and recycled materials that are of high quality is encouraged.
- Where buildings roofs are visible from the 6th Street bridges and taller area buildings, it is recommended that no more than 10% of the roof be constructed of a low-grade material (tar, asphalt). Glass, metal, sod or other visually attractive materials are encouraged.
- Locate rooftop mechanical equipment so it is not visible at grade level.
- Screen rooftop mechanical equipment with a compatible building material.
- Glazing at entrances to buildings must be transparent, vision glass. Avoid the use of reflective glass on any area of the building.
- Use glazing systems that are appropriate for the unique needs of a museum and archival repository.

7. DURATION OF LAND USE PROVISIONS AND DEVELOPMENT STANDARDS

The provisions and guidelines enumerated above shall be in full force and effect from the date this plan is certified to the Common Council of the City of Milwaukee as provided by section 66.1333 (6)(e), Wisconsin Statutes. They will continue to be in full force and effect in perpetuity, unless earlier terminated by a recorded instrument of the Authority, or amended or modified as provided herein.

8. PUBLIC ACCESS

- a. The success of the Redevelopment Project will depend upon public access. While the Redevelopment Project is intended for commercial operations, significant portions of the project will be dependent upon the traffic of both local area patrons and visitors from down the street and around the world to ensure its success. The Project should be designed with public access in mind. The expectation is that the people of Milwaukee and their visitors will come to view the entire Redevelopment Site as yet another Milwaukee destination that must be experienced on a regular basis. All streets, Riverwalk, greenspace and walkway areas within the Redevelopment site (except all of 6th Street and the segment of Canal Street lying westward of 6th Street) will be owned and maintained by the owner/developer and open to the public at such times and to such extent as the owner/developer deems appropriate. The Redevelopment Site will generally be open to the public when commercial operations are open to the public. It is currently anticipated that commercial operations will generally be open 7 days per week, excluding Thanksgiving and Christmas, consistent with the objectives in subparagraph b. below.
- b. The goal of this Redevelopment Project will be to balance public access with the commercial operations of the Project and with the additional objectives of Owner/Developer, including the need and ability to host private events of different types and sizes on all or part of the Redevelopment Site, from time to time; to control all or portions of the Redevelopment Site as needed to ensure public safety and the security of employees, visitors, tenants, and private property; and to protect the Owner/Developer's investment and interest in the Redevelopment Site from claims of adverse use, adverse possession, prescription, dedication, or other similar claims. The feasibility of Owner/Developer's plan and Owner/Developer's ability to provide public access as provided herein is dependent upon Owner/ Developer's achieving these additional objectives.

C. CONFORMANCE TO STATE AND LOCAL REQUIREMENTS

1. Conformance to the Comprehensive Plan of the City of Milwaukee

This plan was reviewed by the City Plan Commission of the City of Milwaukee and determined to be in conformance with the City's Comprehensive Plan.

2. Conformance to Local Objectives

This plan has been prepared to conform to the following local objectives:

- a. Appropriate Land Use

The proposed land use is consistent with the uses recommended by the 1998 Market Study, Engineering, and Land Use Plan for the Menomonee Valley (Lockwood Greene et al).

- b. Improved Traffic
Traffic flow and other issues are addressed in Section B. 6. A. and elsewhere in this plan.
- c. Public Transportation
This plan is consistent with the City's objectives for public transportation as identified in the 1998 Market Study, Engineering, and Land Use Plan for the Menomonee Valley (Lockwood Greene et al).
- d. Public Utilities
Certain utilities may be relocated in order to facilitate redevelopment of the Project Area.
- e. Recreational and Community Facilities
This plan is consistent with the City's objectives for recreational and community facilities as identified in the *Public Outdoor Recreation Plan for City of Milwaukee Neighborhoods 2001-2005*.
- f. Public Improvements
Any future improvements will be consistent with all City of Milwaukee Codes and Ordinances.

3. Statement of Project Area Boundaries

The boundaries of this Project Area are specifically described in "Legal Description" of this plan and shown graphically on Map 1.

4. Map showing Existing Uses and Conditions and Land Use Plan showing Proposed Uses

5. Standards of Population Density, Land Coverage and Building Intensity

These objectives shall be achieved according to all City of Milwaukee Codes and Ordinances. The Developer proposes no residential use.

6. Present and Potential Equalized Value for Property Tax Purposes

See Exhibit B for worksheet.

7. Proposed Changes in Zoning Ordinances or Maps and Building Codes and Ordinances



7. Proposed Changes in Zoning Ordinances or Maps and Building Codes and Ordinances

RACM will work with the City to rezone the Project Area from C9H to C9G.

8. Kind and Number of Site Improvements and Additional Public Utilities

These items are described in Section B.3 and elsewhere in this plan.

9. Statement of a Feasible Method Proposed for Relocation of Displaced Families

Not applicable.

D. PROCEDURE FOR CHANGES IN THE APPROVED PLAN

At any time after the Authority and the Common Council of the City of Milwaukee have approved this Project Area plan, it may be modified in accordance with the applicable provisions and procedures of sections 66.1333(6)(d) and (11) Wisconsin Statutes.

Exhibit A – Principal Use Table

This table lists all principal uses included in the zoning code of the City of Milwaukee and how they are classified in the Mixed Activity (C9G) zoning district. The right hand column identifies those uses that are further restricted by the redevelopment plan for the Menomonee Valley “K” Project Area.


This table only regulates principal uses. Accessory uses - those uses customarily incidental and subordinate to a permitted principal use – are permitted as a matter of right.

C9G USE CLASSIFICATIONS

- a. "Y" indicates a permitted principal use. This use is permitted as a matter of right subject to all development standards in this plan.
- b. "L" indicates a limited principal use for the project area. This use is permitted only when the commissioner finds that the use will meet the applicable standards of the Milwaukee Code. If the use cannot meet these standards, it shall be permitted only if the Board of Zoning Appeals approves a special use permit pursuant to s. 295-311-2 of the Milwaukee Code, unless otherwise prohibited by the use table.
- c. "C" indicates a principal use that is permitted by this Table conditioned on being integrated with and subordinate to the Project described in Section B.2.F. of this Redevelopment Plan because it is:
 - i. Located on the same block or parcel of land; or
 - ii. Related to the primary business of the Owner/Developer of the Redevelopment Project; or
 - iii. Necessary to provide amenities for patrons of the Redevelopment Project; or
 - iv. Consistent with the stated objectives of this Redevelopment Plan set forth in Section B.2.

For example, in conjunction with the development of a motorcycle museum a broad range of related uses consistent with the descriptions of Phase I and Phase II of the Project are encouraged such as, rental, repair and use of motorcycles and a broad spectrum of amenities to serve patrons and visitors to the Museum such as restaurants, lodging facilities, and recreation facilities which are directly related to the primary use.

It is in the intent of this section to provide the Owner/Developer with broad flexibility in its use of the Redevelopment Site consistent with the stated objectives of this Redevelopment Plan set forth in Section B. 2.



d. "S" indicates a special principal use. This use is permitted only if the Board of Zoning Appeals approves a special use permit pursuant to s. 295-311-2 of the Milwaukee Code.

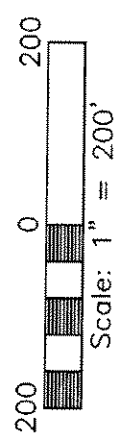
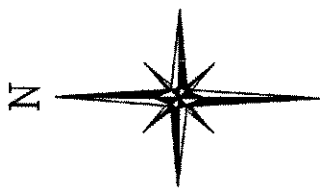
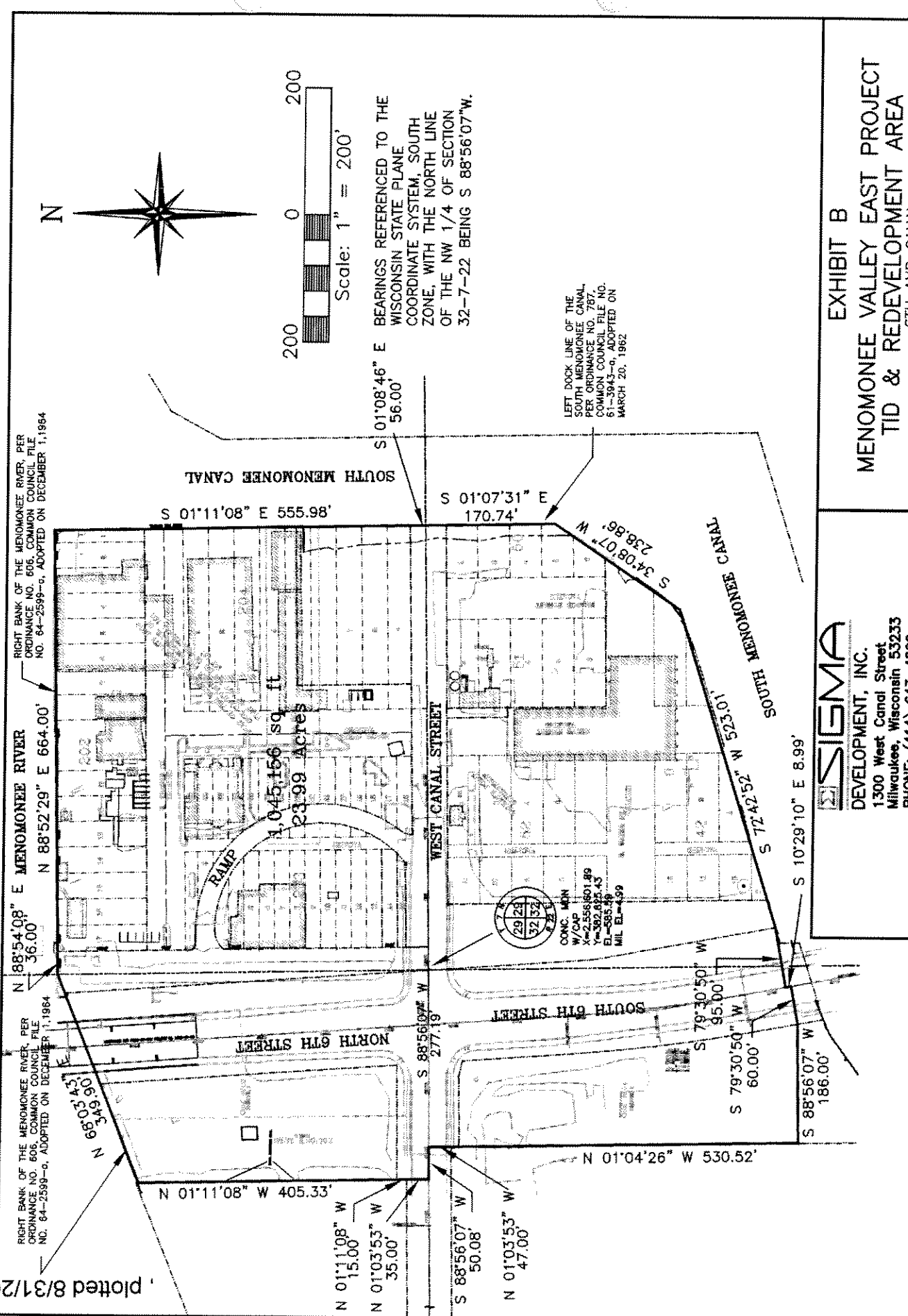
e. "N" indicates that a principal use is prohibited.

plotted 8/31/2004

RIGHT BANK OF THE MEMONONEE RIVER, PER ORDINANCE NO. 805, COMMON COUNCIL FILE NO. 84-2599-g, ADOPTED ON DECEMBER 1, 1984

RIGHT BANK OF THE MEMONONEE RIVER, PER ORDINANCE NO. 805, COMMON COUNCIL FILE NO. 84-2599-g, ADOPTED ON DECEMBER 1, 1984

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BEARINGS REFERENCED TO THE WISCONSIN STATE PLANE COORDINATE SYSTEM, SOUTH ZONE, WITH THE NORTH LINE OF THE NW 1/4 OF SECTION 32-7-22 BEING S 88°56'07"W.

LEFT DOCK LINE OF THE SOUTH MEMONONEE CANAL, PER ORDINANCE NO. 787, COMMON COUNCIL FILE NO. 91-3943-g, ADOPTED ON MARCH 20, 1962



CONC. MON
W/CP
V=2.556180189
Y=320.82343
E=-585.49
MIL. EL.=439



DEVELOPMENT, INC.
1300 West Canal Street
Milwaukee, Wisconsin 53233
PHONE: (414) 643-4200
FAX: (414) 643-4210
TOLL FREE 1-800-732-4671

EXHIBIT B
MEMONONEE VALLEY EAST PROJECT
TID & REDEVELOPMENT AREA
6TH AND CANAL
MILWAUKEE WISCONSIN

REV. 8-31-04
8-19-04

1586

PRINCIPAL USE TABLE		
Y = Permitted Principal Use L = Limited Principal Use S = Special Principal Use N = Prohibited Principal Use	C9G Current Principal Use Classifications	Additional Principal Use Restrictions X = Prohibited Principal Use C= Conditional Use
Uses		
RESIDENTIAL USES		
Single-family dwelling	L	X
Two-family dwelling	L	X
Multi-family dwelling	L	-
Attached single-family dwelling	L	X
Live-work unit	L	-
Mobile home	N	X
Watchman/service quarters	N	X
Family day care home	L	X
<i>Group Residential</i>		
Rooming house	S	X
Convent, rectory or Monastery	Y	X
Dormitory	S	C
Fraternity or sorority	S	X
Adult family home	L	X
<i>Foster Homes</i>		
Foster family home	Y	X
Small foster home	L	X
Group home or group foster home	L	X
<i>Shelter Care Facilities</i>		
Family shelter care Facility	Y	X
Small group shelter care facility	L	X
Large group shelter care facility	S	X
Community living arrangement	L	X
Transitional living facility	S	X
EDUCATIONAL USES		
Day care center	S	C
School, elementary or Secondary	Y	X

PRINCIPAL USE TABLE		
Y = Permitted Principal Use L = Limited Principal Use S = Special Principal Use N = Prohibited Principal Use	C9G Current Principal Use Classifications	Additional Principal Use Restrictions X = Prohibited Principal Use C= Conditional Use
Uses		
College	Y	-
School, specialty or personal instruction	Y	-
COMMUNITY-SERVING USES		
Library	Y	C
Cultural institution	Y	-
Community center	S	X
Religious assembly	L	X
Cemetery or other place of interment	N	X
Public safety facility	Y	X
Correctional facility	N	X
COMMERCIAL AND OFFICE USES		
General office	Y	-
Government office	Y	C
Bank or other financial institution	Y	-
Currency exchange, payday loan or title loan agency	S	X
Retail establishment, general	Y	-
Garden supply or landscaping center	S	X
Home improvement center	N	X
Secondhand store	Y	X
Outdoor merchandise sales	Y	X
Artist studio	Y	-
Adult retail establishment	S	X
HEALTH CARE AND SOCIAL ASSISTANCE USES		
Medical office	Y	C
Health clinic	Y	X
Hospital	S	X
Medical research laboratory	Y	X
Medical service facility	S	X
Social service facility	S	X
Emergency residential shelter	S	X

PRINCIPAL USE TABLE		
Y = Permitted Principal Use L = Limited Principal Use S = Special Principal Use N = Prohibited Principal Use	<u>C9G</u> <u>Current</u> <u>Principal Use</u> <u>Classifications</u>	<u>Additional</u> <u>Principal Use</u> <u>Restrictions</u> X = Prohibited Principal Use C = Conditional Use
Uses		
Nursing home	N	X
GENERAL SERVICE USES		
Personal service	Y	C
Business service	Y	C
Building maintenance Service	Y	X
Catering service	Y	C
Funeral home	Y	X
Laundromat	Y	X
Dry cleaning establishment	Y	C
Furniture and appliance rental and leasing	S	X
Household maintenance and repair service	Y	X
Tool/equipment rental facility	S	X
<i>Animal Services</i>		
Animal hospital/clinic	S	X
Animal boarding facility	N	X
Animal grooming or training facility	S	X
MOTOR VEHICLE USES		
<i>Light Motor Vehicle</i>		
Sales facility	S	-
Rental facility	L	C
Repair facility	S	C
Body shop	N	X
Outdoor storage	N	X
Limited wholesale facility	L	X
<i>Heavy Motor Vehicle</i>		
Sales facility	N	X
Rental facility	S	X
Repair facility	N	X
Body shop	N	X
Outdoor storage	N	X
<i>General Motor Vehicle</i>		
Filling station	S	X

PRINCIPAL USE TABLE		
Y = Permitted Principal Use L = Limited Principal Use S = Special Principal Use N = Prohibited Principal Use	C9G Current Principal Use Classifications	Additional Principal Use Restrictions X = Prohibited Principal Use C = Conditional Use
Uses		
Car wash	S	X
Drive-through facility	S	X
<i>Parking</i>		
Parking lot, principal use	L	-
Parking lot, accessory use	L	-
Parking structure, Principal use	S	-
Parking structure, Accessory use	L	-
Heavy motor vehicle parking lot, principal	S	X
Heavy motor vehicle parking lot, accessory	S	X
ACCOMMODATION AND FOOD SERVICE USES		
Bed and breakfast	Y	X
Hotel, commercial	Y	-
Hotel, residential	Y	X
Tavern	Y	C
Assembly hall	Y	C
Restaurant, sit-down	Y	-
Restaurant, fast-food/carry-out	L	C
ENTERTAINMENT AND RECREATION USES		
Park or playground	Y	-
Festival grounds	N	X
Recreation facility, indoor	Y	C
Recreation facility, outdoor	S	C
Health club	Y	C
Sports facility	Y	C
Gaming facility	S	X
Theater	Y	C
Convention and exposition Center	Y	-
Marina	Y	-
Outdoor racing facility	N	C

PRINCIPAL USE TABLE		
Y = Permitted Principal Use L = Limited Principal Use S = Special Principal Use N = Prohibited Principal Use	C9G Current Principal Use Classifications	Additional Principal Use Restrictions X = Prohibited Principal Use C= Conditional Use
Uses		
Adult entertainment establishment	S	X
STORAGE, RECYCLING AND WHOLESALE TRADE USES		
Recycling collection facility	S	X
Mixed-waste processing Facility	N	X
Material reclamation facility	N	X
Salvage operation, indoor	N	X
Salvage operation, outdoor	N	X
Wholesale and distribution facility, indoor	Y	X
Wholesale and distribution facility, outdoor	N	X
<i>Storage Facilities</i>		
Indoor	Y	X
Outdoor	N	X
Hazardous materials	N	X
TRANSPORTATION USES		
Ambulance service	S	X
Ground transportation service	S	X
Passenger terminal	Y	-
Helicopter landing facility	S	X
Airport	N	X
Ship terminal or docking Facility	Y	X
Truck freight terminal	N	X
Railroad switching, classification yard or freight terminal	Y	X
INDUSTRIAL USES		
Manufacturing, light	Y	-
Manufacturing, heavy	N	X
Manufacturing, intense	N	X
Research and development	Y	-

PRINCIPAL USE TABLE		
Y = Permitted Principal Use L = Limited Principal Use S = Special Principal Use N = Prohibited Principal Use	C9G Current Principal Use Classifications	Additional Principal Use Restrictions X = Prohibited Principal Use C = Conditional Use
Uses		
Processing or recycling of mined materials	N	X
Contractor's shop	S	X
Contractor's yard	S	X
AGRICULTURAL USES		
Plant nursery or greenhouse	N	X
Raising of crops or livestock	N	X
UTILITY AND PUBLIC SERVICE USES		
Broadcasting or recording Studio	Y	C
Transmission tower	L	X
Water treatment plant	S	X
Sewage treatment plant	S	X
Power generation plant	N	X
Substation/distribution Equipment, indoor	S	X
Substation/distribution Equipment, outdoor	L	X
TEMPORARY USES		
Seasonal market	L	-
Temporary real estate sales office	L	-
Concrete/batch plant, Temporary	L	X
Live entertainment special event	L	-

**Exhibit B -
Table of Present and Potential Equalized Value for Property Tax Purposes**

OWNER	ADDRESS	YEAR	CUMULATIVE IMPROVEMENTS
H-D Milwaukee, LLC	To be Determined	2008	\$15,500,000
H-D Milwaukee, LLC	To be Determined	2010	\$17,300,000
H-D Milwaukee, LLC	To be Determined	2013	\$27,000,000

Source: Assessor's Office, City of Milwaukee 2004

Exhibit C - Native Plant List Resources

A good start for references for landscaping materials:

<http://www.dnr.state.wi.us/org/land/er/invasive/native.htm>

<http://www.dnr.state.wi.us/org/water/wm/nps/rg/RaingardenPlantList.pdf>

Exhibit D - Glossary

Definitions and rules of construction as used in this plan.

DEFINITIONS

Commissioner – The Commissioner of the Department of City Development of the City of Milwaukee acting as Executive Director of RACM.

Developer – successor owner purchasing the project area from RACM pursuant to par. B.3.C. and Developer's successors and assigns.

Development – Design, construction and operation of improvements described in par. B.2.F. by Developer.

RACM – The Redevelopment Authority of the City of Milwaukee.

Project Area – Area described in the Redevelopment Plan.

Redevelopment Plan – This Redevelopment Plan for the Menomonee Valley Area "K" Project.

Riverwalk – A linear path located adjacent to the Menomonee River and the South Menomonee Canal. In this project area, the Riverwalk is privately owned and publicly accessible as specified in the Development Agreement.

Site – The portion of the Project Area to be owned by the Developer.

Walkways – Those areas of privately owned property typically referred to as "sidewalks."

RULES OF CONSTRUCTION

shall – when used in this plan "shall" means mandatory

may – when used in this plan "may" means permissive

encourage or should – when used in this plan means desirable to the extent permitted circumstances and conditions, and to the extent feasible to allow Development consistent with the overall spirit of this Redevelopment Plan



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Map 5 – Parcel Information and Land Acquisition

Parcels to be Acquired

PARCEL NUMBER	LOT AREA (square footage)	PARCEL ADDRESS	OWNER	TAX KEY
1	139,392 sf	131 N. 6 th St.	RACM	398-1221-100-9
2	125,452 sf	143 S. 6 th St.	RACM	427-0531-100-X
3	41,382 sf	400-430 W. Canal St.	City of Milwaukee	397-0007-000-3
4	71,438 sf	401 W. Canal St.	City of Milwaukee	428-0523-100-3
5	164,700 sf	501-515 W. Canal St.	RACM	428-0525-100-4
6	104,108 sf	Streets to be vacated	City of Milwaukee or RACM	none
7	310,108 sf	126 N. 6 th St.	City of Milwaukee	3970001112