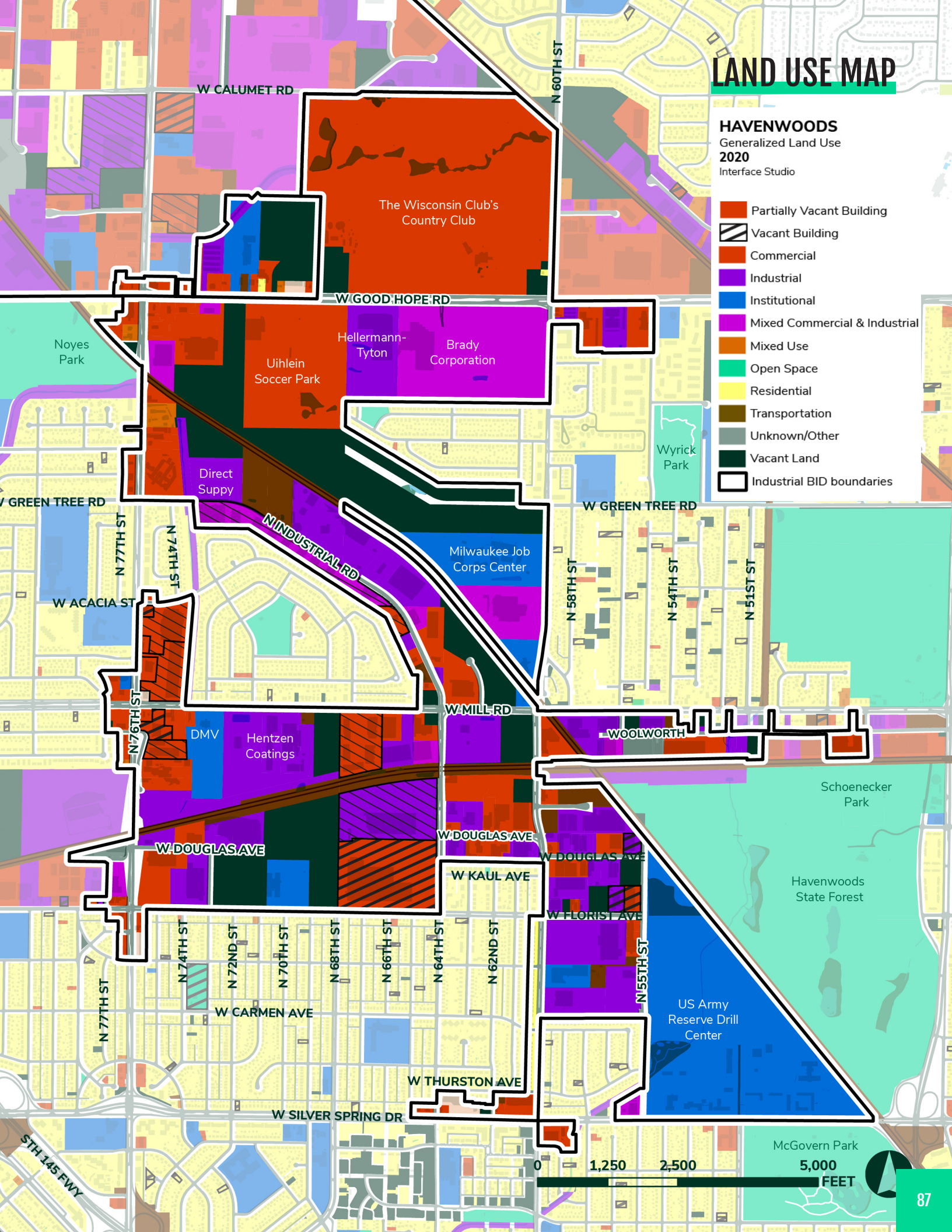


LAND USE MAP

HAVENWOODS
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

294

TOTAL NUMBER OF JOBS

4,864

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

44.5%

LARGEST INDUSTRIAL EMPLOYERS

- › BRADY CORP
- › DIRECT SUPPLY INC
- › ELECTROMARK
- › HENTZEN COATINGS
- › HELLERMANTYTON

EMPLOYMENT		
TYPES OF JOBS	NUMBER	PERCENT
Manufacturing	1,546	31.8%
Transportation and Warehousing	775	15.9%
Health Care and Social Assistance	519	10.7%
Retail Trade	389	8.0%
Professional, Scientific, and Technical Services	370	7.6%
Wholesale Trade	313	6.4%
Accommodation and Food Services	251	5.2%
Other Services (excluding Public Administration)	224	4.6%
Administration & Support, Waste Management	143	2.9%
Arts, Entertainment, and Recreation	126	2.6%
Educational Services	91	1.9%
Construction	49	1.0%
Real Estate and Rental and Leasing	44	0.9%
Finance and Insurance	22	0.5%
Jobs without a college degree	1806	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

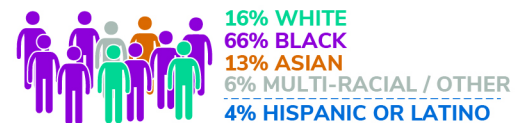
\$38,200

UNEMPLOYED POPULATION 16+ THAT LIVES WITHIN A HALF MILE

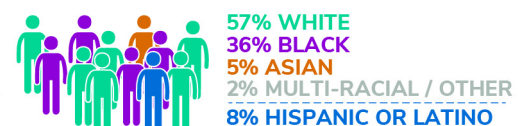
2,447

- › The Havenwoods BID is surrounded by residential neighborhoods including Silver Spring, Wyrick Park, Graceland, and McGovern Park.
- › Old North Milwaukee is a neighborhood southeast of the BID with a well-known retail district along Villard Avenue with historical significance.
- › The racial composition of the Havenwoods BID and surrounding neighborhoods is not reflective of the local workforce. This indicates that much of the local workforce is commuting from outside the local area.

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

HAVENWOODS

Industrial Land Use Types
2020

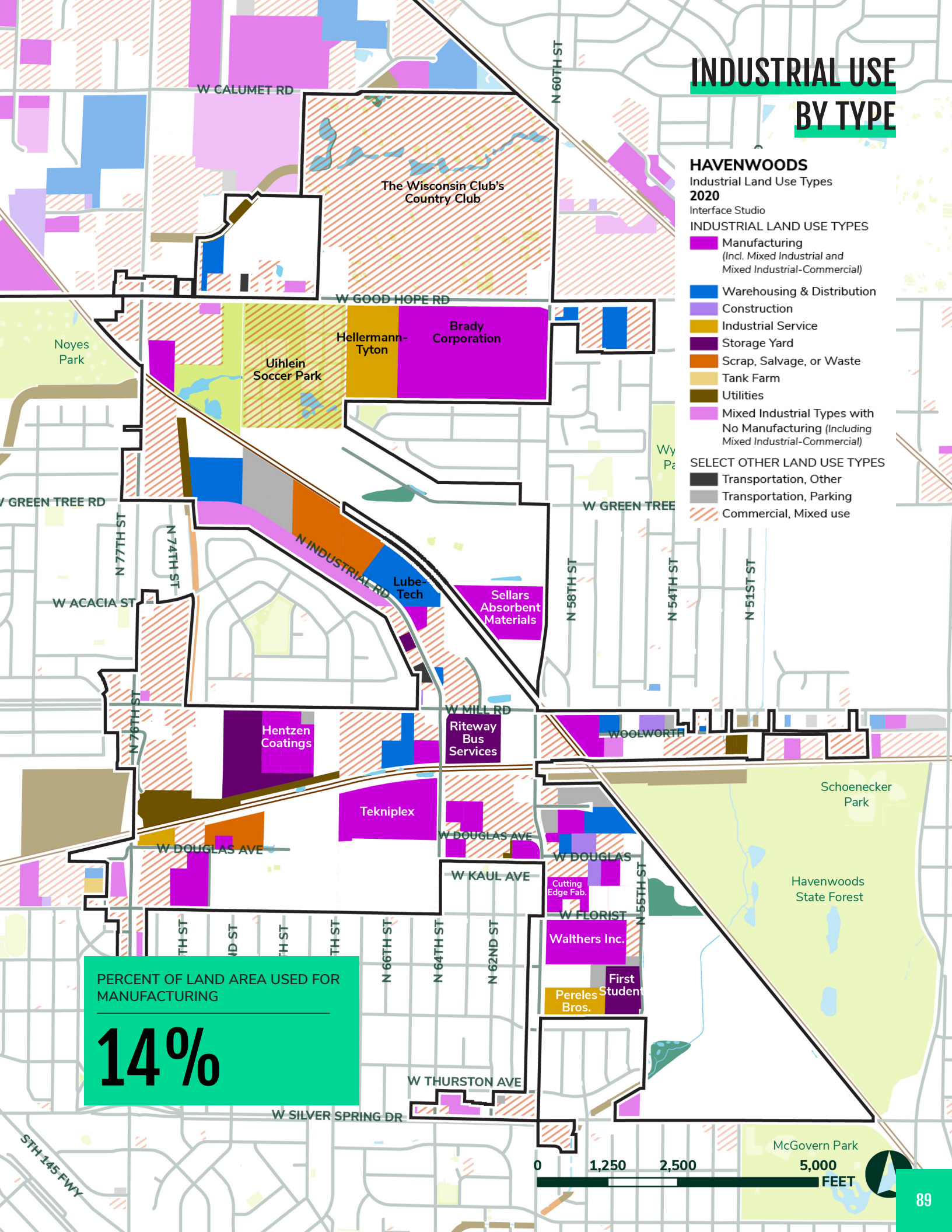
Interface Studio

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

14%

0 1,250 2,500

5,000

FEET

RECOMMENDATIONS – HAVENWOODS

Transportation

- Enhance public transit to provide alternative modes of transportation to the area employees.
- Design streetscape improvements for N 76th Street.
- Provide dedicated bike paths throughout the BID.
- Create new gateways and improve intersections to key business parks within Havenwoods including Industrial Rd, the Green Tree redevelopment site, 73rd Street and Florist Avenue development opportunity and development opportunities along W Mill Road between N 60th and N 64th Streets.¹

Marketing & Programming

- Real estate brokers specializing in retail tenants could be identified to benefit Havenwoods businesses, including distribution of marketing information.
- Provide gateways, wayfinding/directional signage.
- Pursue cooperative job training programs for existing and prospective employees.

Havenwoods recommendations build on work completed in the Havenwoods Neighborhood Plan & Public Realm Improvements, Havenwoods Economic Development Corporation (January 2006).

Plan References:

¹Reference Map 8: Neighborhood Plan illustrating Priority Projects, Page 23

²Reference Map 4: Land Use Issues, Page 6

³Reference Map 6: Utilities, Page 10

Public Realm










- Encourage transitional uses and/or landscaping that functions as a buffer between less compatible uses.
- Coordinate with Neighborhood Improvement District (NID) efforts to improve residential edges bordering industrial uses.²
- Provide gateways, wayfinding/directional signage. Consider an identifying marker for the district to be placed at key intersections.
- Integrate new lighting to improve safety and night time presence of the district.
- Enhance streets throughout the BID with improved landscaping, maintenance, and desired street furniture.
- Improve the character along W Mill Road, W Florist Avenue and N 60th Street. Coordinate improvements with the Choice Neighborhood Grant Area.
- Integrate public art on major overpasses.
- Integrate a linked system of trails through Havenwoods. Create stronger connections between area recreational amenities like the Havenwoods State Forest.
- Create additional recreational activities and outlets for area employees.

Development

- Create a new high quality urban business park and encourage diverse-use development for the Green Tree Redevelopment Project.
- Develop N 73rd Street and Florist Avenue as a new business park.
- Develop W Mill Road between N 60th Street and N 64th Street as a new business park. Encourage diverse-use development at the district core.
- Work with commercial property owners along W Silver Spring Road between N 60th and N 64th Streets in the Westlawn Choice Neighborhood to fill vacant storefronts, upgrade signage and landscaping, and support façade improvements.
- Market access to Sprint Fiber Optic lines through the Havenwoods area. Sprint Fiber Optic network follows railway corridors through the BID.³
- Pursue creation of a joint or cooperative employee health care facility for area employees.

HAVENWOODS

Summary of Recommendations 2021

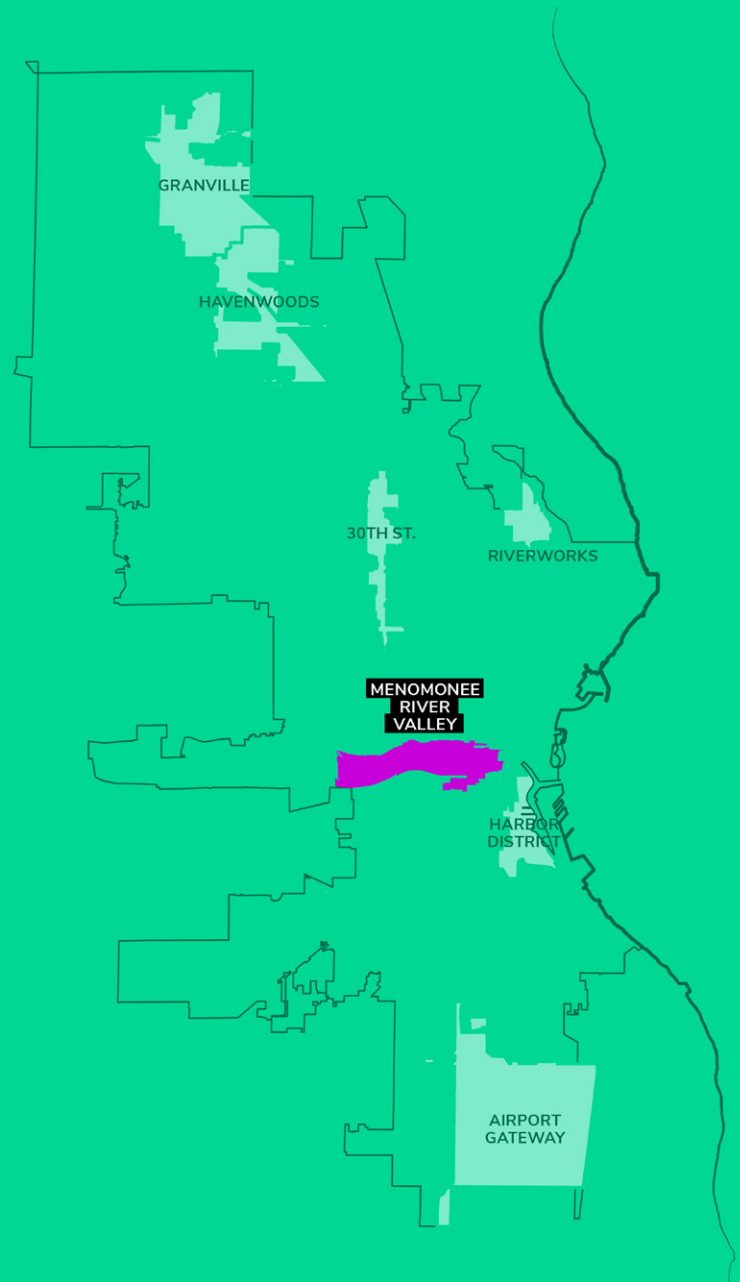
-  Development and zoning recommendations
-  Development and zoning recommendations related to commercial properties or retail areas
-  Transportation recommendations
-  Public Realm recommendations
-  Location of major gateway
-  Location of scrap, salvage, or outdoor warehousing business
-  Boat /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

McGovern Park
5,000 FEET

MILWAUKEE INDUSTRIAL LAND ANALYSIS

DISTRICT PROFILES

MENOMONEE RIVER VALLEY



DRAFT INDUSTRIAL DISTRICT PROFILES
AUGUST 2021

DISTRICT BY THE NUMBERS

MENOMONEE RIVER VALLEY - BID#26

KNOWN AS:

"An eclectic urban district where industry, entertainment experiences, outdoor exploration, and nature thrive."

- the Valley Website

PARCEL AREA (ACRES)

763

Source: City of Milwaukee Land Use data, 2020

OF BUSINESSES

220

Source: Infogroup, 2020

TOTAL # OF EMPLOYEES

11,514

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

EMPLOYMENT DENSITY

15

 EMPLOYEES
PER ACRE

% INDUSTRIAL ZONED LAND

78%

Overview

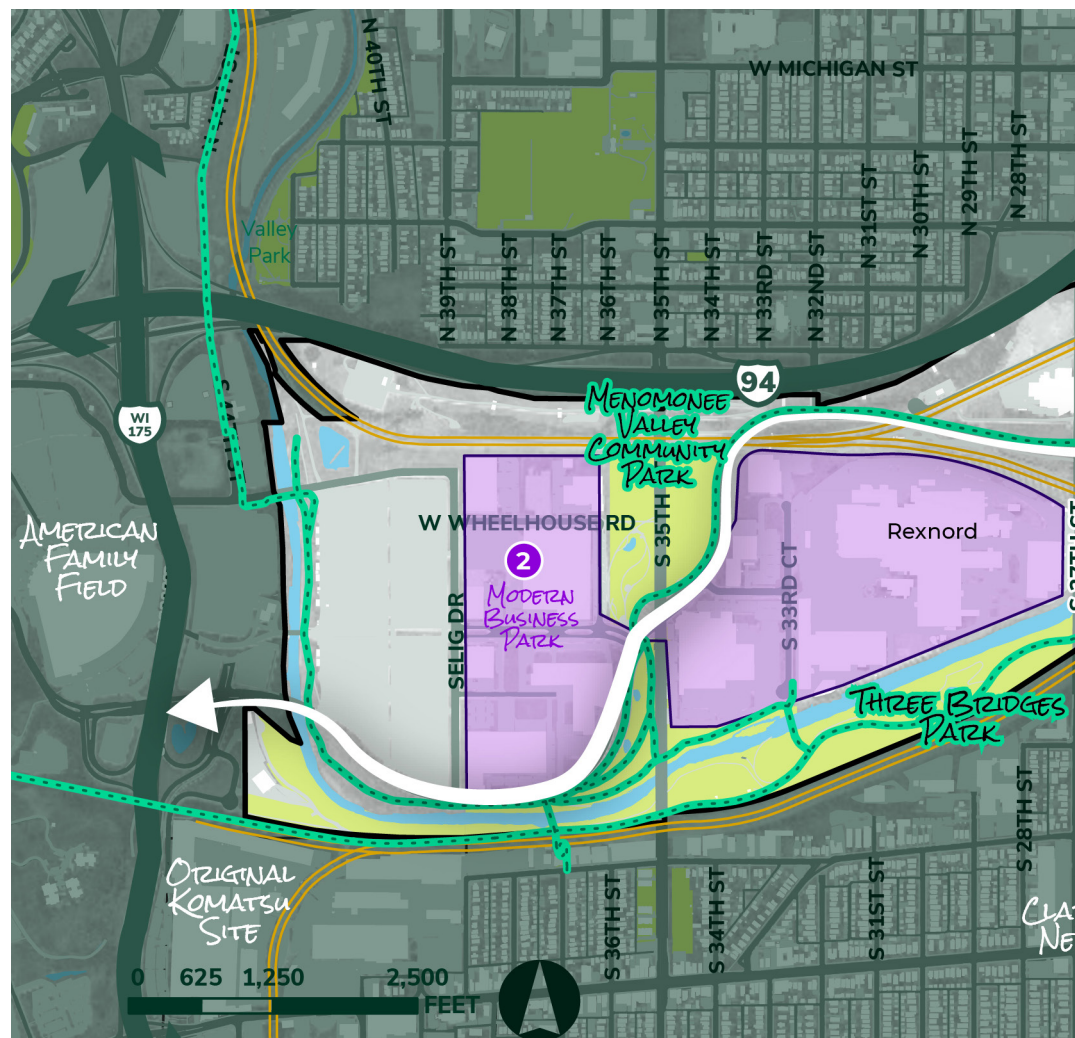
The Menomonee River Valley ("the Valley") BID extends in the low land area along the Menomonee River, and is the closest industrial BID to Downtown and the Third Ward. Of the 7 industrial BIDs, the Valley sets a new standard for blending recreation, environmental remediation and preservation in the context of industrial development. Some of the newer manufacturers in the area, like Rishi Tea, have invested in industrial buildings with attractive facades and landscape elements making the central industrial business district feel distinct from the rest of the district.

The Valley is home to the St. Paul Avenue Design District manufacturers - a strip of home product manufactures and suppliers with street facing showrooms. The BID is also home to some of the largest entertainment destinations in Wisconsin. Potawatomi Hotel and Casino as well as the Harley-Davidson Museum and American Family Field (formerly Miller Park) attract millions of visitors to the area annually. In recent years

the Valley has experienced development requests for more commercial uses.

Significant investment has been made in local landscape, waterway remediation, and trail networks. Visitors can enjoy recreational offerings including access to the Menomonee River, the Hank Aaron State Trail, Three Bridges Park, and Menomonee Valley Community Park. Historically a marsh with low elevation that has been filled and supported 150 years of heavy industrial use, many sites in the area have soft soil issues and environmental contamination issues which pose challenges to new development of more commercial uses. While there is no residential property with the BID, interest has risen in developing residential property in the Valley BID in recent years.

The Valley BID expanded in recent years to the south of the South Menomonee and Burnham Canals to include businesses along Virginia, Bruce, and Pierce Streets. This diverse group of businesses have direct street connections to residential areas to the south.

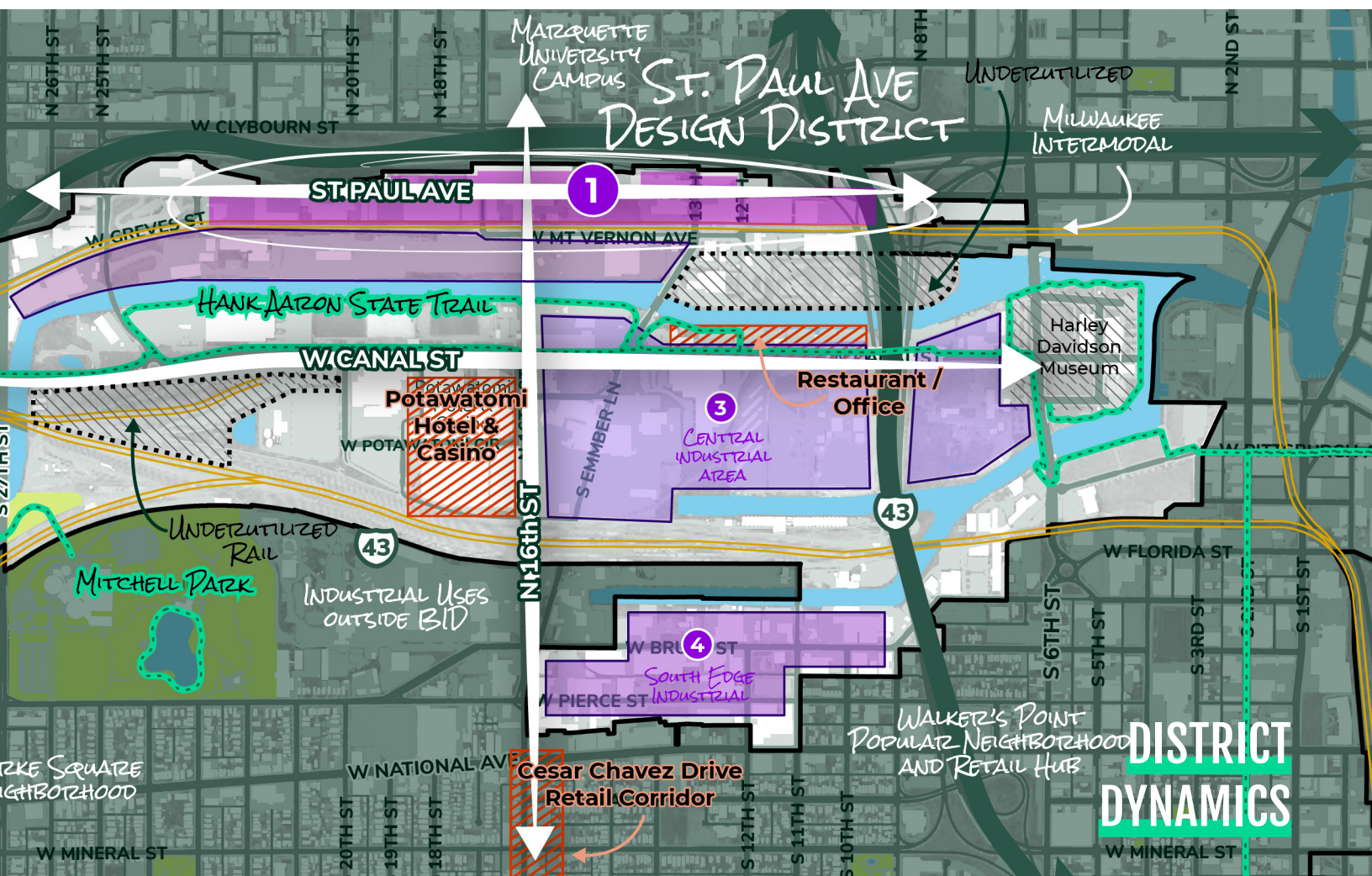


Assets & Opportunities

- › The Valley's central location offers access to the local workforce; close proximity to the highway; proximity to Downtown and Third Ward.
- › There is a unique blend of recreation and industry and major destinations draw visitors and tourism to the area.
- › The Milwaukee Riverwalk will be extended into the Valley as redevelopment occurs in the coming years.
- › There is no residential property in district thereby protecting existing industrial businesses, however, there is growing interest in residential development to take advantage of the area's assets.
- › The South Menomonee Canal (Burnham Canal) will be restored to wetlands to improve animal habitat and aesthetics along the waterway.
- › The look and feel of the Valley is desirable to a green/sustainable business market - new businesses have demonstrated a commitment to sustainable development.

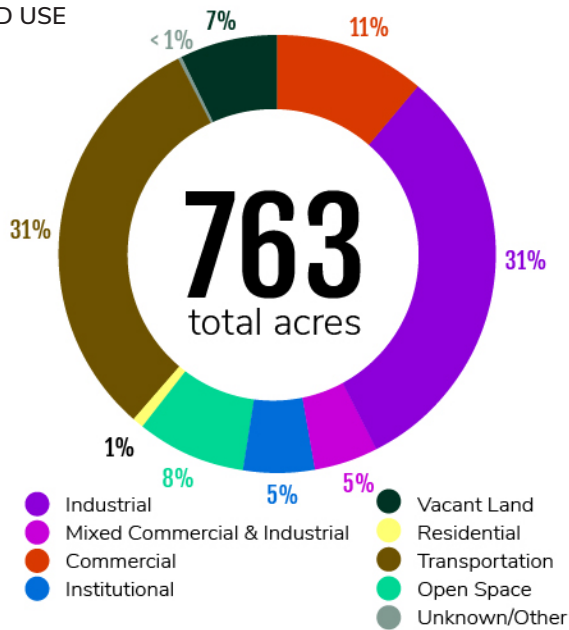
Challenges

- › Soil stability varies across the Valley. Structural stabilization is needed which significantly increases the development cost particularly for small businesses.
- › There is insufficient local drainage, significant stormwater challenges and floodplain issues throughout the Valley. FEMA's regulatory floodplain maps impact insurance costs for some businesses, and long-term floodplain mitigation strategies are still to be determined.
- › Large, underutilized parcels along the north edge of the District are disconnected and difficult to access. New roadways and other infrastructure investments will be needed to facilitate redevelopment in this area.
- › Vacant parcels at the south end of the BID are smaller than 1 acre and bring added environmental concerns due to prior uses.
- › Public transit is limited to bus stops along 6th Street and the viaducts over the Valley - 16th, 27th, and 35th Street - which require taking a staircase to the Valley floor and walking from there. The rail line south of St. Paul is the main line for freight and is planned to be converted by 2023 for Amtrak use only.
- › Employees traveling from the Near West Side note that getting to jobs in the Valley - across the highway, railroad, and river - is challenging.
- › There is simply not much land available left for redevelopment and the majority of the properties that are currently empty or underutilized are costly to rehabilitate.
- › There is pressure along Pierce and Bruce for non-manufacturing uses, particularly entertainment and housing.

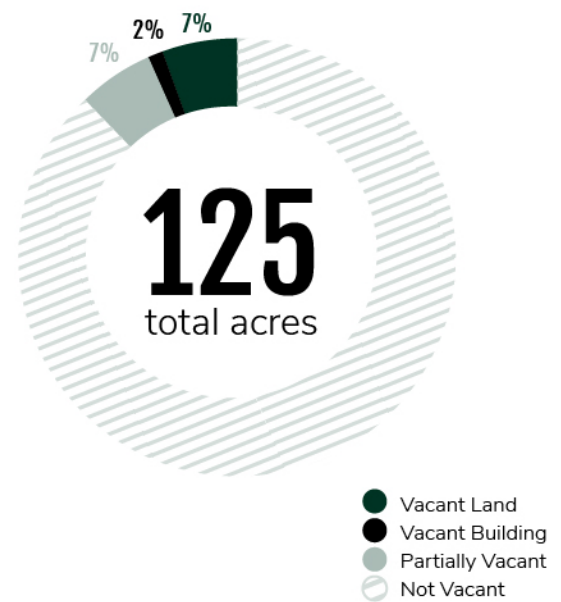


DISTRICT LAND USE

LAND USE



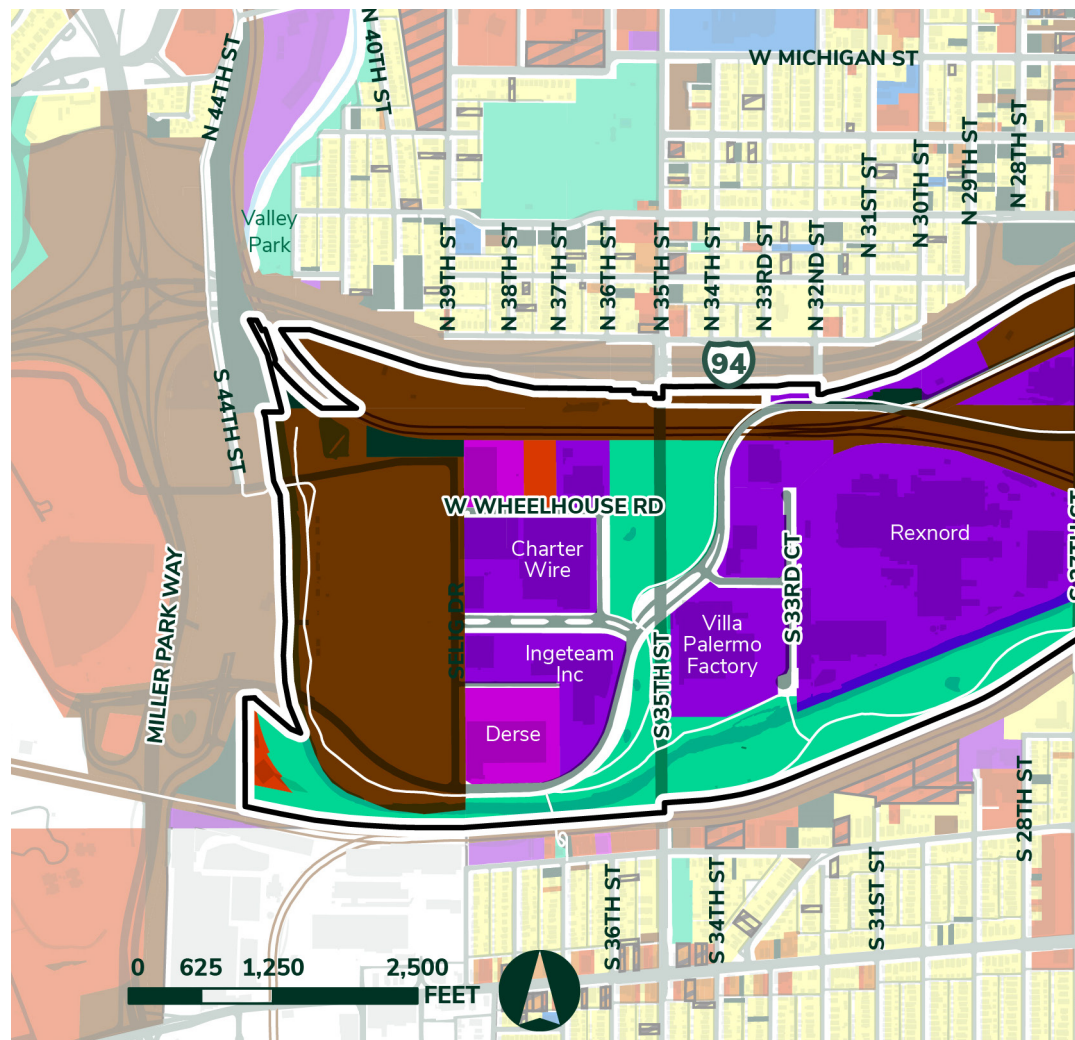
VACANCY



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

MENOMONEE VALLEY

Generalized Land Use
2020
Interface Studio



VACANCY		
Vacant Land	Number of Parcels	Area
Under 1 acre	17	4.8 ac
1 to 5 acres	13	30 ac
5 to 10 acres	3	19.3 ac
10 to 20 acres	0	0 ac
Over 20 acres	0*	0 ac*
Total	33	54 ac
Vacant Buildings	8	107,292
Partially Vacant Buildings	3	data not available
For Sale / For Lease / Available	3	277,509 sf

NUMBER OF VACANT PARCELS
GREATER THAN 1 ACRE

19

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

* One 22 acre parcel owned by We Energies will be available soon, but was not listed at the time of this analysis.

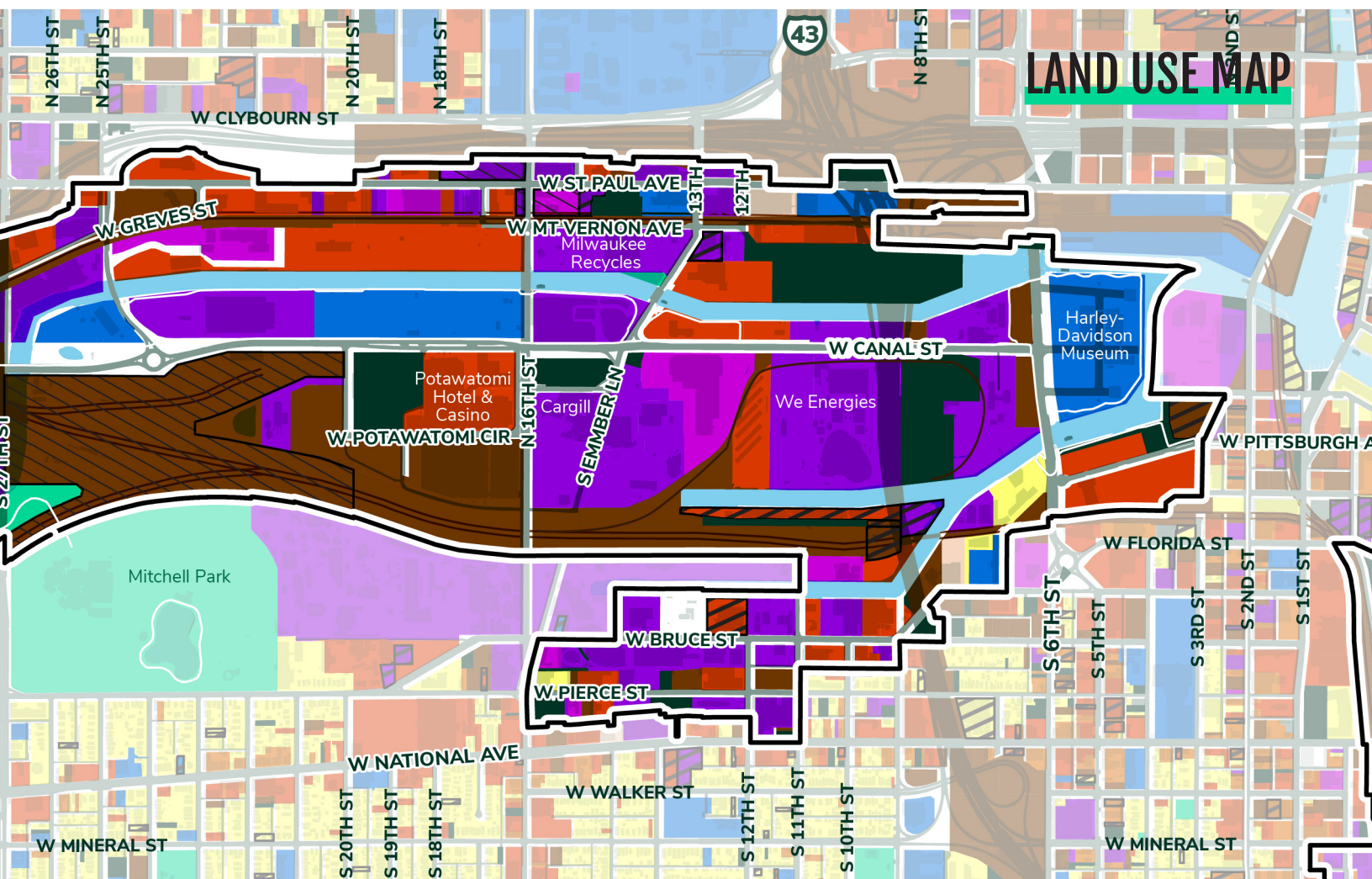
PREVIOUS PLANS

Menomonee Valley Area Plan (2015)

- › The focus of this plan is to create a supportive environment for light industrial and creative industries, with access to the waterfront and other amenities
- › Main proposals included a newly developed urban food and beverage manufacturing cluster; enhanced road, bike, pedestrian, and waterway infrastructure; and the designation of a Design Showroom District on St. Paul Avenue.

Menomonee Valley Riverwalk Overlay Zone (2017)

- › The Overlay Zone and resulting design guidelines are meant to address matters of accessibility, public space connection, safety, stormwater management, and beautification, with a particular focus on the Hank Aaron State Trail and the Menomonee River.



EMPLOYMENT PROFILE

TOTAL NUMBER OF BUSINESSES

220

TOTAL NUMBER OF JOBS

11,514

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

60%

JOBS WITHOUT A COLLEGE DEGREE

33%

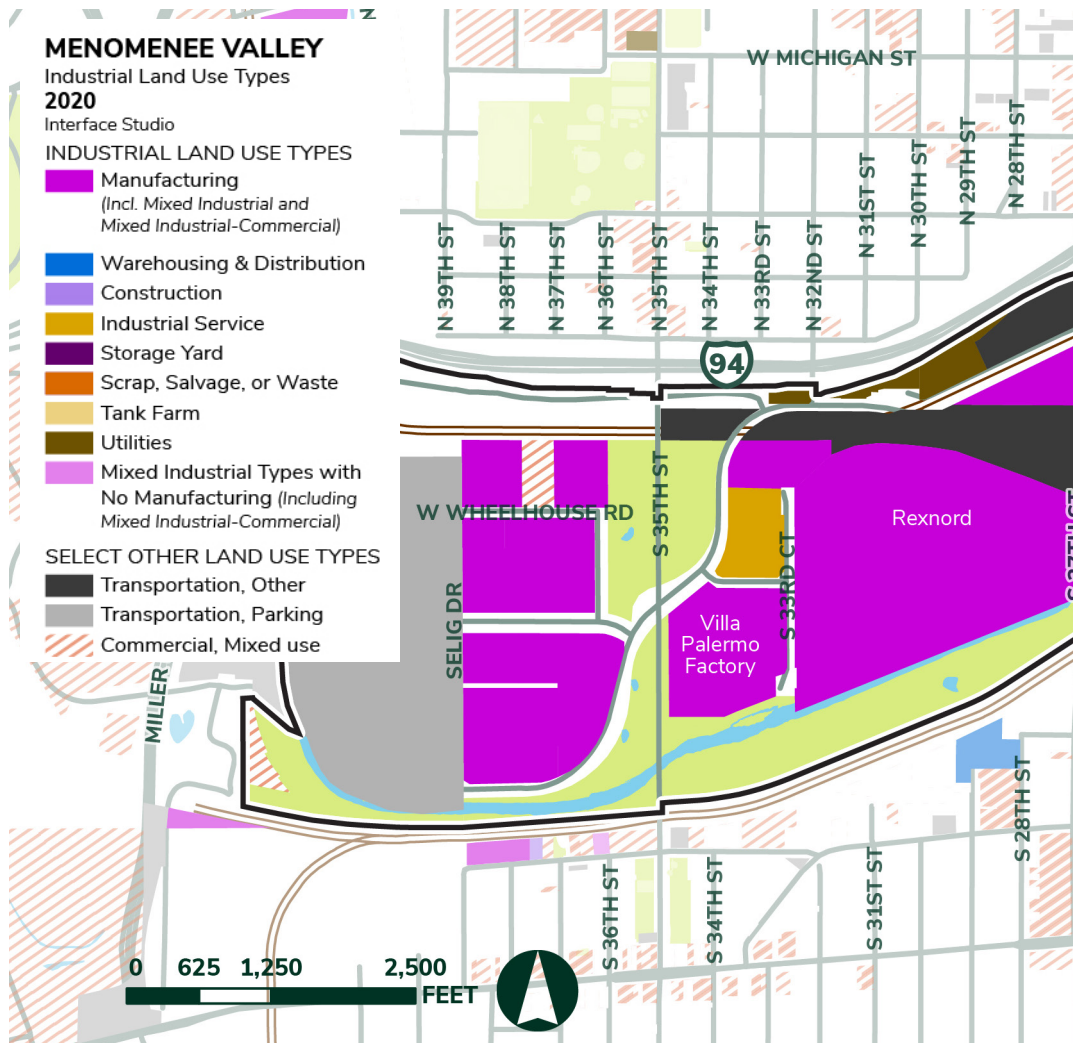
LARGEST EMPLOYERS

- › POTAWATOMI HOTEL & CASINO
- › PALERMO'S PIZZA
- › AURORA HEALTH CARE
- › MILSCO MANUFACTURING
- › REXNORD
- › BADGER TRUCK CENTER
- › CARGILL

PERCENT OF LAND AREA USED FOR
MANUFACTURING

22%

EMPLOYMENT		
TYPES OF JOBS	NUMBER	PERCENT
Management of Companies and Enterprises	3,481	30.2%
Manufacturing	3,083	26.8%
Arts, Entertainment, and Recreation	2,143	18.6%
Administration & Support, Waste Management	891	7.7%
Construction	392	3.4%
Wholesale Trade	355	3.1%
Professional, Scientific, and Technical Services	272	2.4%
Accommodation and Food Services	256	2.2%
Utilities	244	2.1%
Educational Services	72	0.6%
Other Services (excluding Public Administration)	70	0.6%
Retail Trade	69	0.6%
Transportation and Warehousing	58	0.5%
Health Care and Social Assistance	51	0.4%
Information	42	0.4%
Finance and Insurance	19	0.2%
Real Estate and Rental and Leasing	16	0.1%



SURROUNDING COMMUNITY

MEDIAN HOUSEHOLD INCOME OF
POPULATION THAT LIVES WITHIN A
HALF MILE

\$28,387

UNEMPLOYED POPULATION 16+
THAT LIVES WITHIN A HALF MILE

3,492

- › The BID is working to make connections to surrounding communities and is having some success.
- › The racial composition of surrounding neighborhoods isn't reflective in the Valley's workforce. In particular, the proportion of Hispanic individuals is not reflected in the Valley's workforce. Much of the Valley's workforce is commuting from outside nearby areas.
- › Walker's Point to the south and southeast of the District is a popular retail destination and residential neighborhood.

PEOPLE WHO LIVE HERE*



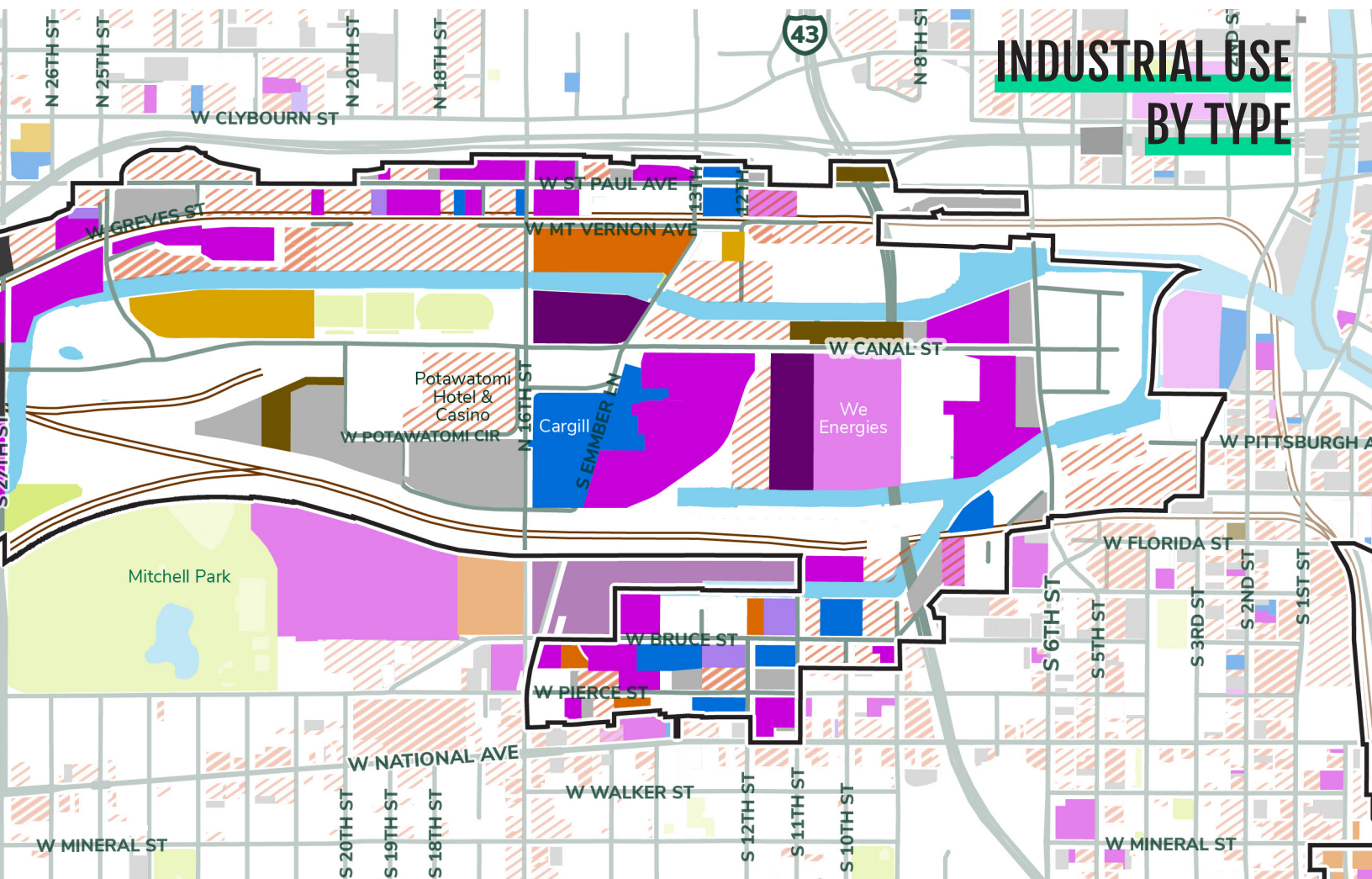
50% WHITE
21% BLACK
6% ASIAN
24% MULTI-RACIAL / OTHER
40% HISPANIC OR LATINO

PEOPLE WHO WORK HERE **



73% WHITE
18% BLACK
6% ASIAN
4% MULTI-RACIAL / OTHER
13% HISPANIC OR LATINO

* 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










RECOMMENDATIONS – MENOMONEE RIVER VALLEY

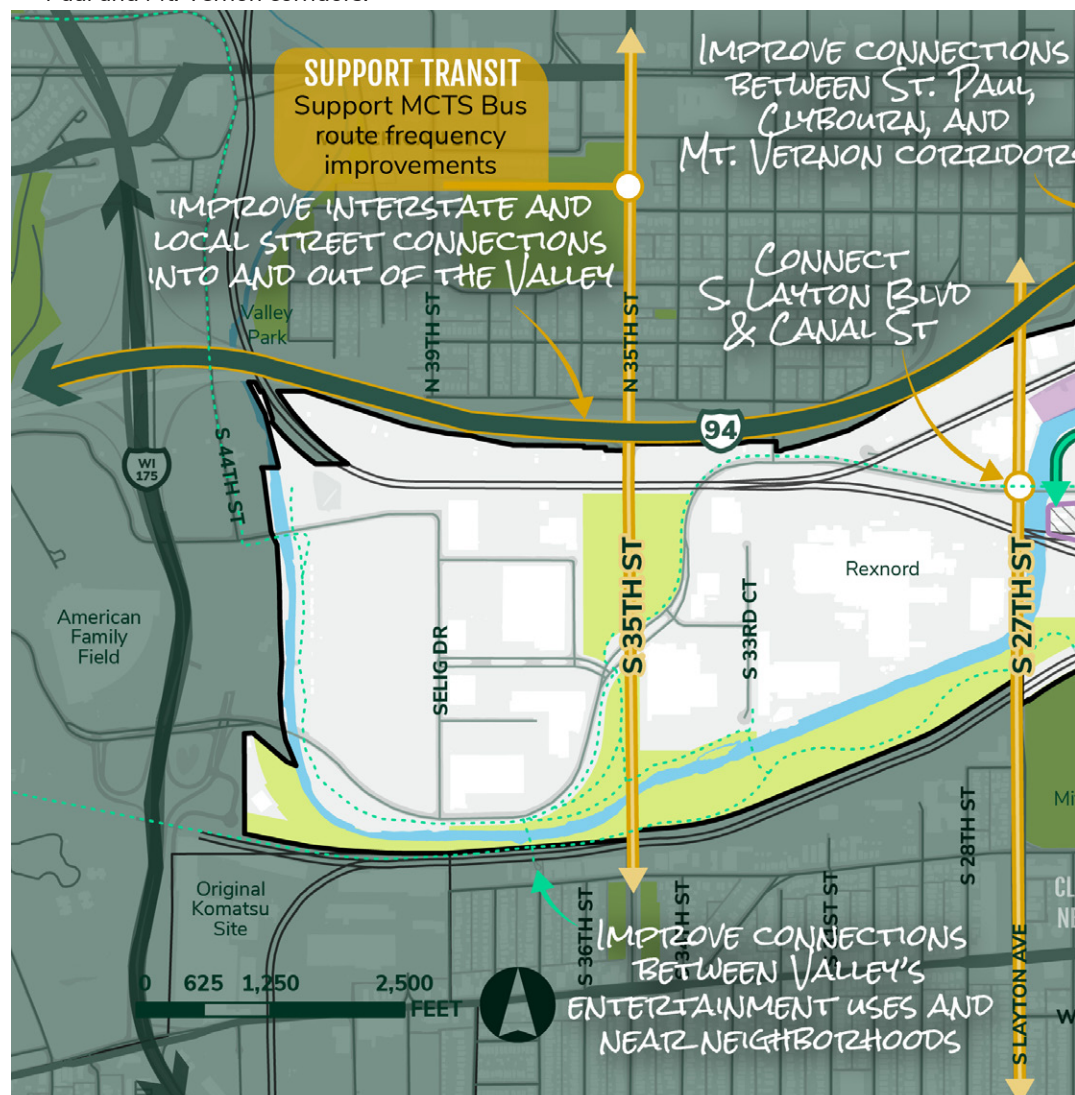
Transportation

- As the density of businesses along St. Paul Avenue in the growing “Design District” increases, competition for parking and deliveries are also likely to increase. Proactively manage parking along St. Paul Avenue including brokering shared parking arrangements in off-street lots or developing new shared lots. Manage deliveries and rideshare drop off areas by designating on-street space for this activity and limiting delivery times.
- Support MCTS Route reconfigurations to increase access and frequency of transit service to the Valley:
 - › Reconfigure MCTS Route 17 - or similar route such that transit service reaches the Valley floor.
 - › Ensure future bus stop balancing for Route 14 (along 16th Street) does not reduce bus stops in/near the Valley.
 - › Promote that PurpleLine high frequency service (along 27th Street) will be extended to include new routing on the northern end to Bayshore.
 - › Promote that Route 35 (along 35th Street) will become a high frequency route, and will be extended south to Layton Avenue.
- Expand employer-driven transportation programs - carpooling, MCTS Commuter Value Plus program and create ride sharing programs for employees in response to the need for last-mile connections from transit to employers.
- Improve and increase the number of and quality of connections between entertainment, recreation, and employment uses in the Valley and adjacent neighborhoods.
- Use the scheduled I-94 rebuild project as an opportunity to improve interstate and local street connections into and out of the Valley.
- Establish a connection between S Layton Boulevard and Canal Street.
- Establish new and improve existing north-south connections between the St. Paul and Clybourn corridors and St. Paul and Mt. Vernon corridors.
- Improve and expand bike and pedestrian links to and within the Valley.
- Convert the existing Mt. Vernon right-of-way into an improved public street from the eastern edge of the Giuffre site to the eastern edge of the RACM owned Kneeland Properties at 260 N 12th Street.
- Improve pedestrian access from the Intermodal Station to 6th Street Viaduct.
- Consider rezoning or establishing an overlay district to accommodate light industrial uses not otherwise permitted in the current IH classification in this area.
- Explore transit-oriented development opportunities for the USPS facility to help better connect Downtown, Walkers Point and the Valley.

MENOMONEE VALLEY

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

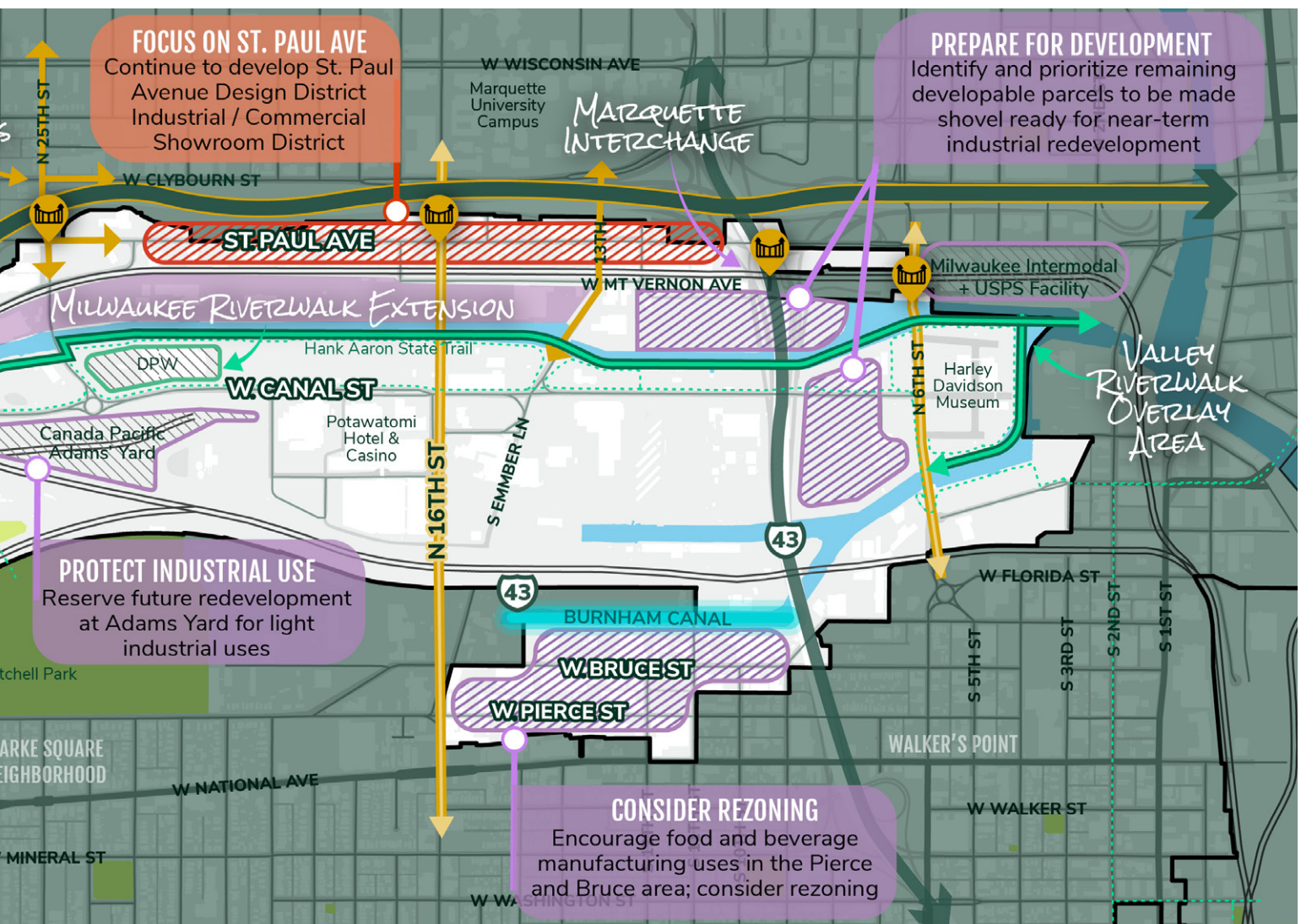


Development

- Identify and prioritize remaining developable parcels to be made shovel ready for near-term industrial redevelopment.
- Continue to develop St. Paul Avenue Design District.
- Identify smaller sites suitable for standalone commercial and food and drink uses throughout the Valley.
- Reserve future redevelopment at Adams Yard for light industrial uses similar to those in the MVIC.
- Expand the Milwaukee Riverwalk and add pedestrian bridges from the Harley-Davidson Museum over the Menomonee River in the East Valley Gateway area.
- Integrate stormwater management facilities and surface parking under the Marquette Interchange.
- Encourage food and beverage manufacturing uses in the Pierce and Bruce area. Limit residential development and create new trails and greenspace coordinated with the future Burnham wetland project in this area. Also, consider rezoning to accommodate light industrial uses not otherwise permitted in the current IH classification in this area, and consider rezoning this area to establish more consistent zoning across this area.
- Explore transit-oriented development opportunities for the USPS facility to help better connect Downtown, Walkers Point and the Valley.

Public Realm

- Integrate new crosswalks, signage, art and placemaking along St. Paul Avenue.
- Continue efforts to integrate and accent the viaducts into the Valley with LED lighting enhancements, providing distinct nighttime visibility and providing Milwaukee with a new recognizable landmark.
- Increase the overall tree canopy coverage in the Valley with a focus on Canal St. Prioritize the right-of-way in front of the DPW facilities and along the southern side of the Canal St roundabout along the Canadian Pacific Adams' yard.
- Improve fencing and landscaping around the perimeter of the DPW yard in order to improve first impressions at this gateway location.



RECOMMENDATIONS

- Extend the Milwaukee Riverwalk in the Valley consistent with the adopted Design Standards. The Valley BID could explore opportunities to proactively construct some stretches in advance of redevelopment.
- Use public and privately owned sites to establish recreational docks and slips within close proximity to the Hank Aaron State Trail, riverwalks, and commercial and entertainment uses.
- Establish a mix of uses along the Valley waterways when feasible. A mix of uses could include boat, canoe, and kayak docking points, and floating food and drink platforms connected to entertainment and front-of-factory retail.
- Use the greening of the Burnham Canal to establish public trails for near south side residents to access the site and amenities on the east end of the Valley.
- Increase the amount of stormwater run-off conveyed by green or passive infrastructure and identify sites unsuitable for development for shared stormwater runoff and parking facilities.



Marketing & Programming

- Continue to market Valley businesses.
- Continue and expand events and programming to bring the adjacent community to local businesses.

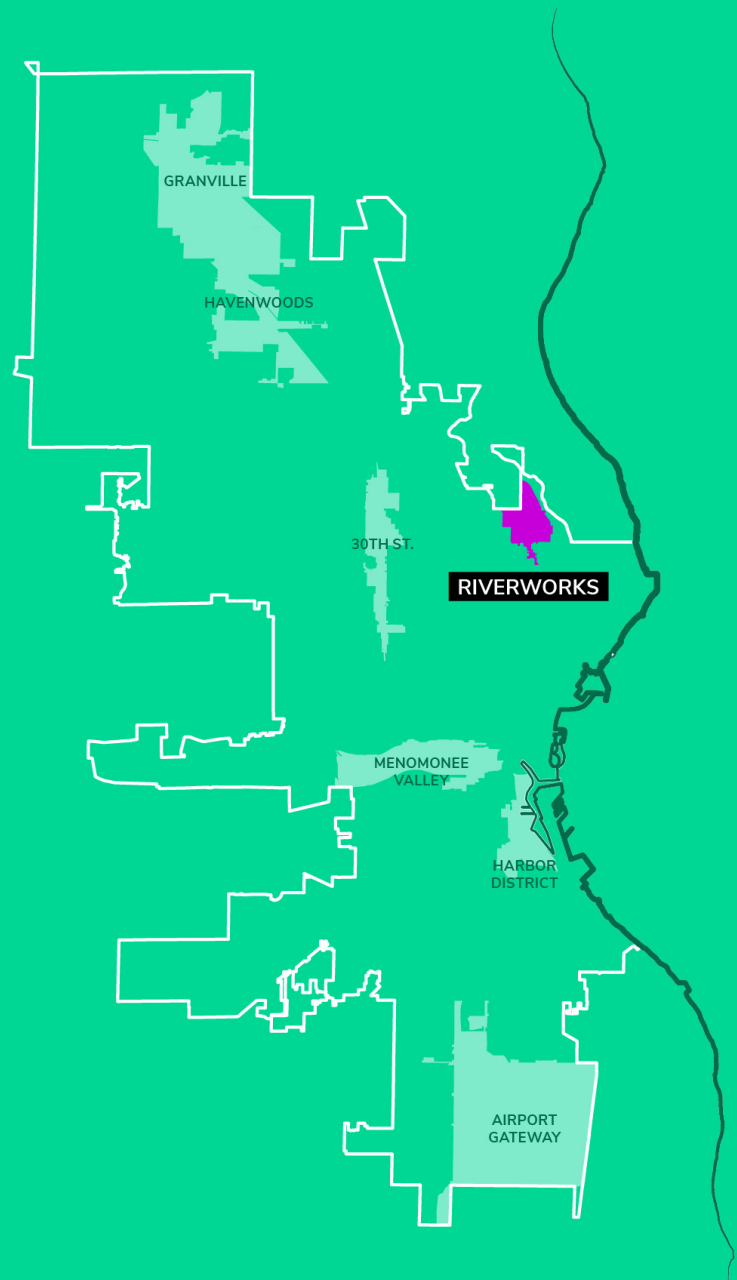
The Valley recommendations build on work in the Menomonee Valley Jobs Access Report and Menomonee Valley 2.0 Plan

Strategy References:

MILWAUKEE INDUSTRIAL LAND ANALYSIS

DISTRICT PROFILES

RIVERWORKS



DRAFT INDUSTRIAL DISTRICT PROFILES
AUGUST 2021

DISTRICT BY THE NUMBERS

RIVERWORKS - BID#25

KNOWN AS:
**MILWAUKEE'S CREATIVE
DISTRICT**

PARCEL AREA (ACRES)

333

Source: City of Milwaukee Land Use data, 2020

OF BUSINESSES

274

Source: Infogroup, 2020

TOTAL # OF EMPLOYEES

2,775

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

EMPLOYMENT DENSITY

10

 EMPLOYEES
PER ACRE

% INDUSTRIAL ZONED LAND

84%

Overview

The Riverworks BID (#25) is also known as **Milwaukee's Creative District** due to the growing "maker" community in the BID. Reinforcing the **Creative District brand**, many of the local buildings have visible, decorative signage to promote the district. BIDs 25 and 36 which make up the Riverworks Center district, comprise approximately 330 acres of primarily industrially and commercially zoned lands.

Once a major player in the Riverworks BID, the Chrysler Corporation closed its American Motors Corporation (AMC) factory in 1988, with a devastating impact on the surrounding community. Of the approximately 9,000 employees at the time, close to 2,000 lost their jobs and the 33.5-acre site sat abandoned for many years afterward. In 1992,

the Northeast Milwaukee Industrial Development Corporation (NMIDC) formed to redevelop the former AMC site. The Riverworks Tax Incremental District (TID) was established on the AMC site. The successful TID produced \$34.3M between 1994 and 2009. In 2004, NMIDC changed its name to the Riverworks Development Corporation (RDC) to more accurately reflect its expanding role in the community.

In the last decade, there is new economic momentum in the District. At present, there is market pressure to redevelop industrial land in the BID, which led the BID Board to adopt an unofficial policy to retain industrial land in the core of the district and consider rezoning only along the commercial and residential edges.

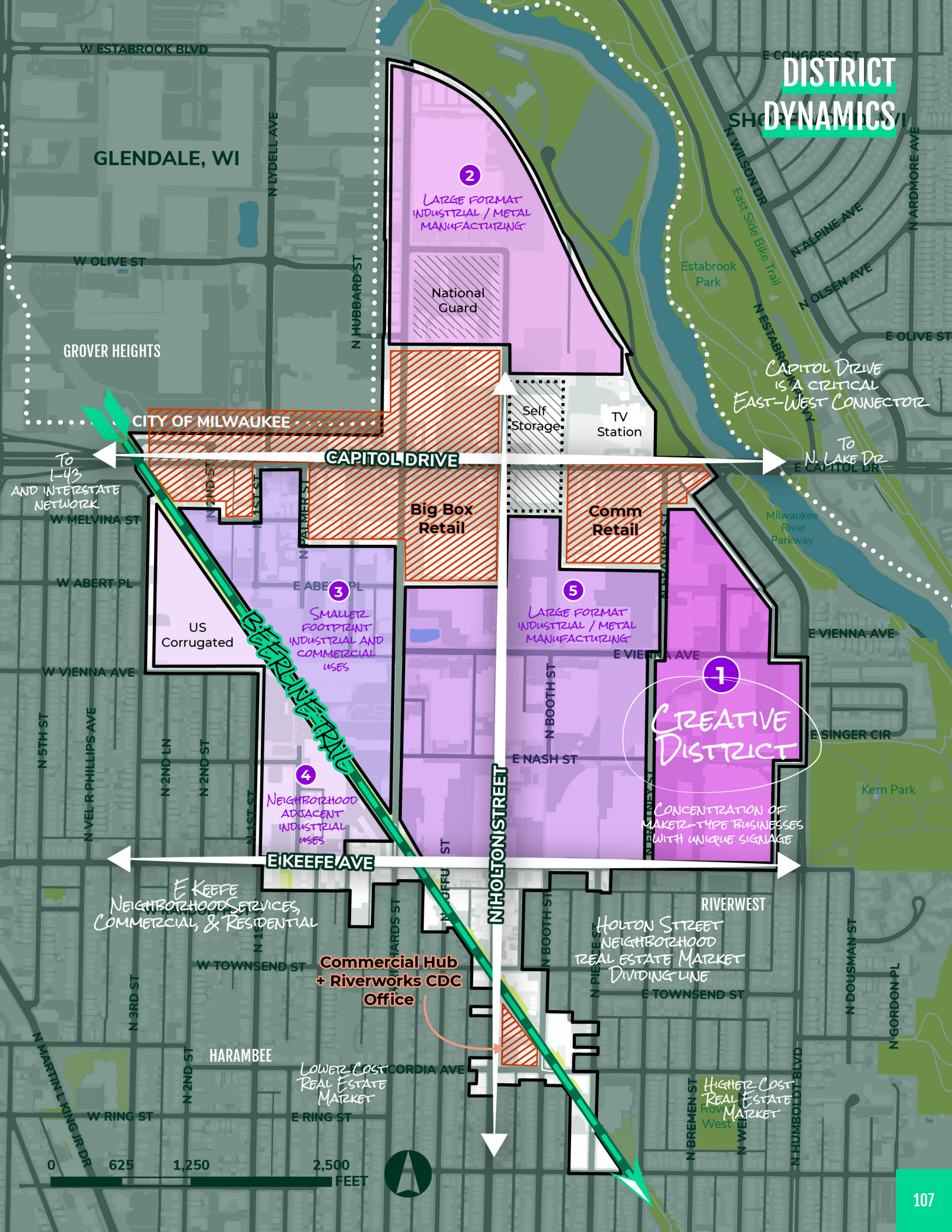
Challenges

- › **There is considerable pressure on industrial properties for alternative uses.** The BID is experiencing a trend of manufacturing deconversion, or subdivision for maker spaces.
- › **Available "step-up" property is limited.** Many industrial businesses are growing and have an interest in staying in the Riverworks District, but affordable larger spaces are difficult to find.
- › **Vacancy along Capital Drive is increasing.** Capital Drive is a major east-west commercial corridor connecting to interstate highways with lots of "big box" stores.
- › **Vacancy north of Capital Drive is higher than the rest of the District;** estimated 15-20% vacancy within some buildings.
- › **Riverworks business and development must compete with two bordering suburbs:** Glendale (NW) and Shorewood (East across River).
- › **COVID-19 Pandemic - Riverworks retail is hurting** due to the COVID-19 Pandemic, but a lot of the other businesses are getting by. BID representatives noted no major industrial business closures, though some businesses reported employee layoffs in recent months.

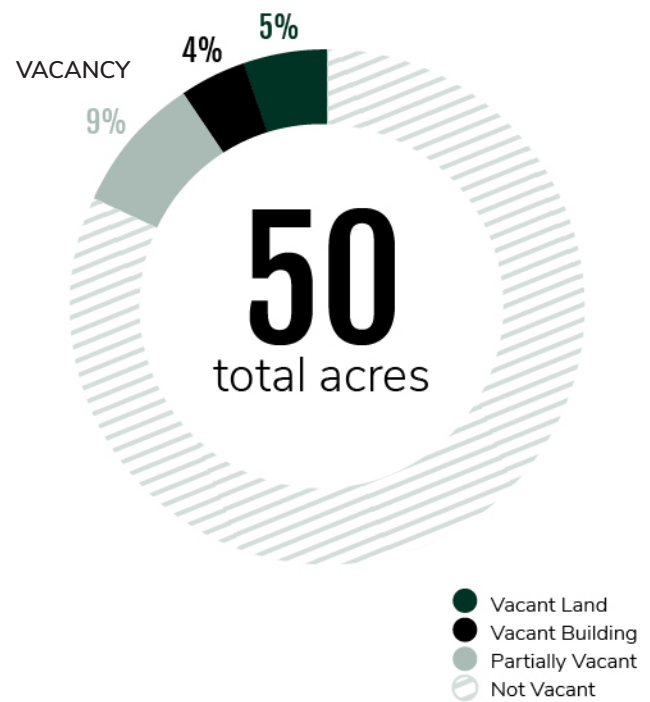
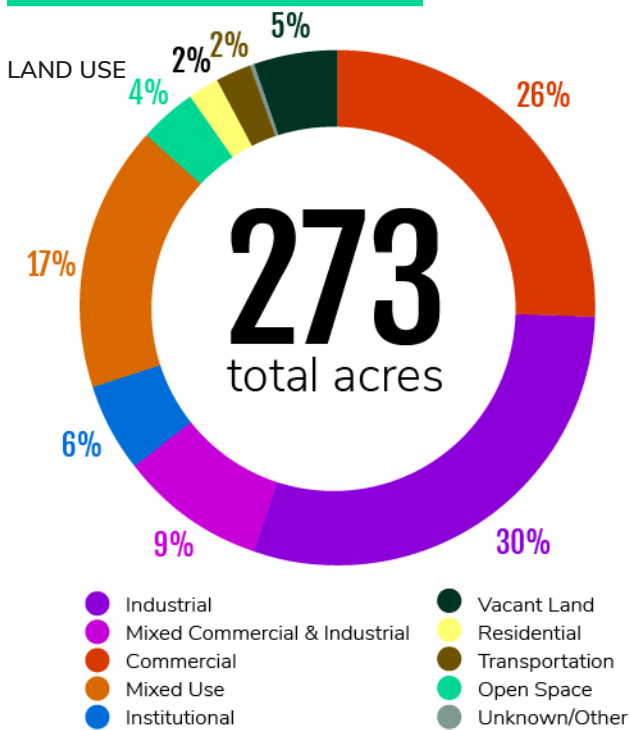
Assets & Opportunities

- › **Riverworks' proximity to Downtown makes it a desirable alternative to expensive Downtown space** for many businesses that benefit from some retail exposure or foot traffic.
- › **The Beerline Trail extension and linear park connect Riverworks and surrounding neighborhoods.** The segment of the Beerline Trail north of Keefe Avenue has been designed by well-known landscape architect Walter Hood and will be constructed after a capital campaign..
- › **Subdivision of larger industrial spaces and building conversions has created smaller spaces available at lower rates** than similar spaces in Downtown / Third Ward.
- › **Secondary corridors in the District need more focus and development support.** Keefe Ave and Holton St offer connectivity and underutilized buildings, but the cost to remediate or retrofit is too high for small businesses.
- › **Riverworks still has some larger industrial properties and one large brownfield site.**
- › **Riverworks Week** is a major local event promoting businesses of the district.
- › **Some high tech businesses are moving into the District.**
- › **UW-Milwaukee is located across the Milwaukee River.** Some students have moved into the District.

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

4

VACANCY		
Vacant Land	Number of Parcels	Area
Under 1 acre	20	3.2 ac
1 to 5 acres	4	11.1 ac
5 to 10 acres	0	0 ac
10 to 20 acres	0	0 ac
Over 20 acres	0	0 ac
Total	24	14.3 ac
Vacant Buildings	8	125,268 sf
Partially Vacant Buildings	7	data not available
For Sale / For Lease / Available	6	362,816 sf

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

PREVIOUS PLANS

**Northeast Side Area Plan
(2009, amended in 2012 and 2018)**

- Plan Goals for Riverworks include strengthening a common district identity, creating policy standards for industrial and mixed-used commercial development, supporting the business environment by improving parking and job training, promoting green building practices, and encouraging mixed use as well as infill development on strategic sites, particularly within the Riverworks BID boundaries and along Capitol Drive Corridor.

**Riverworks Strategic Action Plan
(2012)**

- The plan is meant to stabilize and strengthen Riverworks' existing manufacturing base as well as identifying opportunities for job growth and industry expansion.
- Recommendations include urban design and parking improvements; preserving the District's industrial zoning; improving Capitol Drive as a commercial corridor; and taking advantage of assets in close proximity, such as Marquette University, UWM, MATC, Downtown, and the I-43.

Interface Studio

 Vacant Building

Commercial

 Industrial

Institutional

 Mixed Commercial & Industrial

 Mixed Use


Open Space

Residential

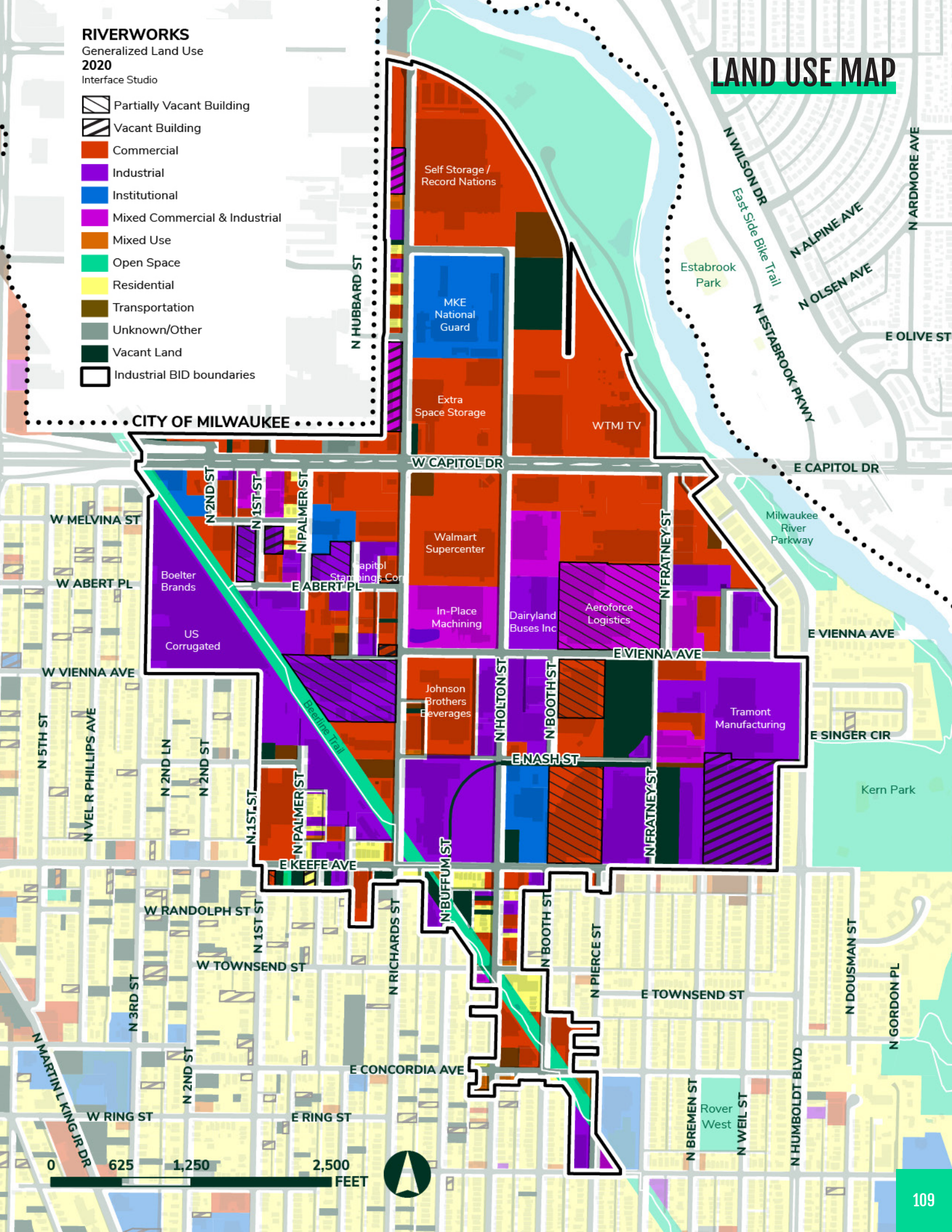
Transportation

Unknown/Other

■ Vacant Land

 Industrial BID boundaries

LAND USE MAP



EMPLOYMENT PROFILE

TOTAL NUMBER OF BUSINESSES

274

TOTAL NUMBER OF JOBS

2,775

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

34%

LARGEST INDUSTRIAL EMPLOYERS

- › C & D TECHNOLOGIES INC
- › DAIRYLAND BUSES INC
- › CAPITOL STAMPINGS CORP
- › TRAMONT MANUFACTURING

EMPLOYMENT		
TYPES OF JOBS	NUMBER	PERCENT
Manufacturing	950	34.2%
Retail Trade	805	29.0%
Other Services (excluding Public Administration)	247	8.9%
Health Care and Social Assistance	163	5.9%
Accommodation and Food Services	144	5.2%
Transportation and Warehousing	106	3.8%
Real Estate and Rental and Leasing	97	3.5%
Construction	82	3.0%
Wholesale Trade	75	2.7%
Administration & Support, Waste Mgmt	40	1.4%
Finance and Insurance	25	0.9%
Arts, Entertainment, and Recreation	15	0.5%
Information	12	0.4%
Professional, Scientific, and Technical Services	10	0.4%
Management of Companies and Enterprises	4	0.1%
Jobs without a college degree	985	35%

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

SURROUNDING COMMUNITY

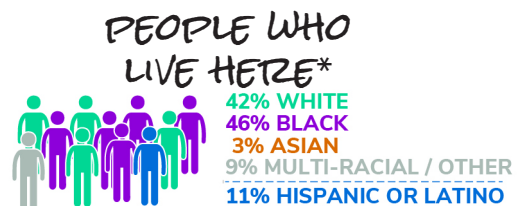
MEDIAN HOUSEHOLD INCOME OF POPULATION THAT LIVES WITHIN A HALF MILE

\$35,547

UNEMPLOYED POPULATION 16+ THAT LIVES WITHIN A HALF MILE

1,776

- › There is a significant disparity in residential real estate value across the District. Holton Street separates the Harambee and Riverwest neighborhoods, where racial inequities have contributed to gaps in household income and property values between neighborhoods
- › Riverworks has the highest educational attainment of the 7 BIDs. Only 59% of the population ages 25+ has less than a college degree, compared to 84% in the 30th Street Corridor.
- › Harambee and Riverwest are some of the most racially diverse areas in Milwaukee. Whereas, Shorewood and Milwaukee's East Side are majority white communities.
- › The racial composition of the workforce in the Riverworks BID is less diverse than the surrounding neighborhood. The local workforce is commuting from a broad area of the City owing to the employment draw of some existing businesses.



* 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.

RIVERWORKS

Industrial Land Use Types

2020

Interface Studio

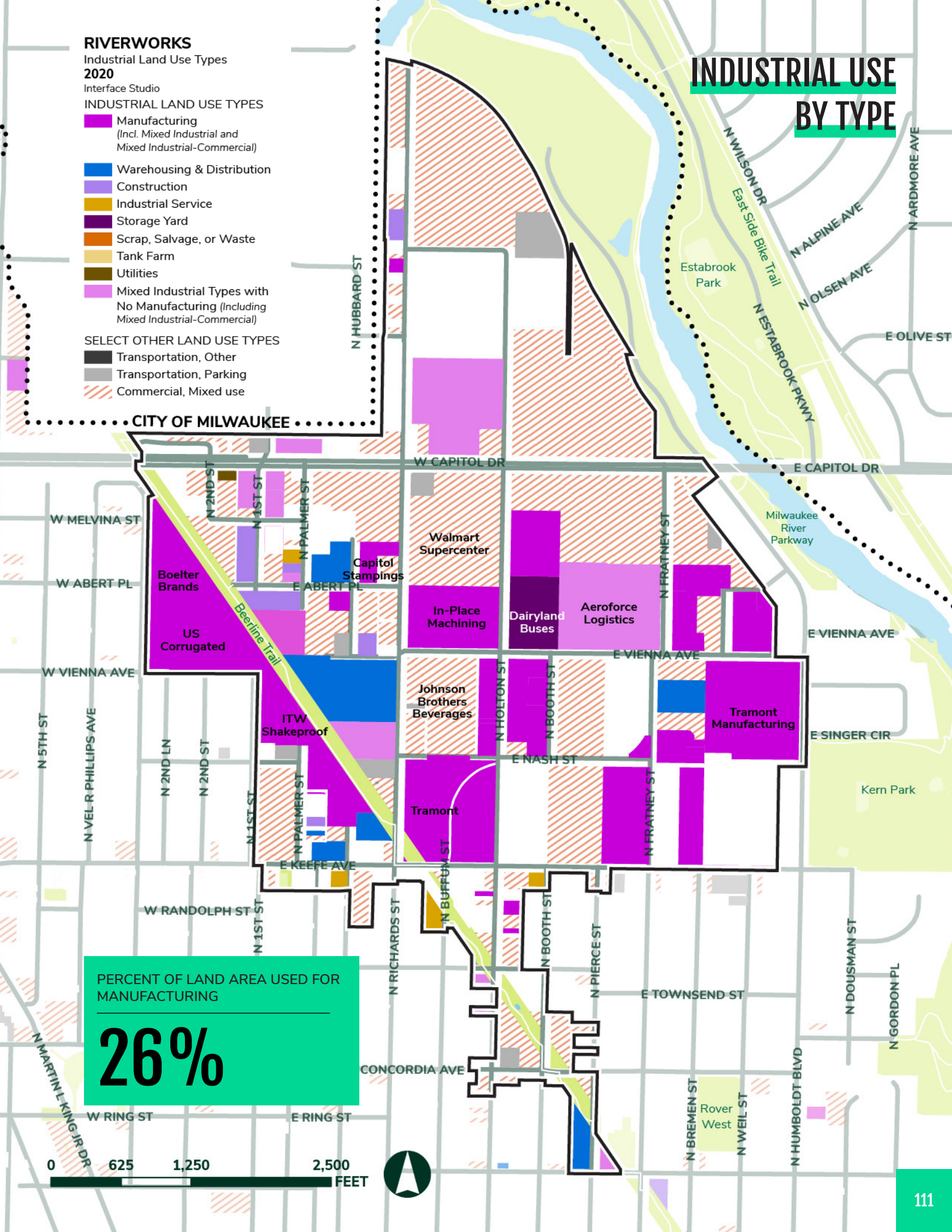
INDUSTRIAL LAND USE TYPES

- 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

INDUSTRIAL USE BY TYPE



PERCENT OF LAND AREA USED FOR
MANUFACTURING

26%

RECOMMENDATIONS – RIVERWORKS

Transportation

- Improve walkability along N Holton St.
- Encourage shared parking and make connections between parking lots, streets, blocks and buildings, so customers can walk from one business to another without re-parking their vehicles.
- Improve secondary corridors including Richards St and Keefe Ave) as well as the primary corridor of Capitol Dr.
- Improve conditions for pedestrians and bicyclists throughout the District.

Marketing & Programming

- Continue to prioritize and support events to bring the community to local businesses.
- Encourage businesses to market the area and recruit within their supply chain.
- Continue to organize open house events in architecturally interesting buildings that draw neighbors in to network and explore unique spaces in the District (e.g. The Brix and Toy Factory buildings).
- Upgrade the Riverworks website to be more interactive and user-friendly and provide links to other online resources.
- Continue to host community or alternative events that businesses participate in.
- Create a business community brochure around a theme, marketing position, the common sectors or types of business, or the history or “arc” of the area.
- Do more with social media (e.g., Facebook, Twitter) and traditional media (e.g., The Business Journal) to communicate the area's successes.

Development

- Continue to replicate the successful models that exist in the District of re-purposing existing space to allow for the expansion of maker and creative industries, including multi-tenant spaces.
- Closely manage major redevelopment and reuse opportunities. Focus on new industrial users for empty and soon-to-be empty industrial sites including 3701 N Humboldt Blvd.
- Encourage the development of outlots, vacant lots, remnant parcels, underused properties, and underused portions of parking lots along Capitol Dr.
- Proactively address code issues. Regularly stream information to building inspectors with the City's Department of Neighborhood Services.
- Encourage existing industrial users to create a more street-friendly appearance. Where possible, remove barb wire and other design elements that may deter from a modern and walkable industrial district.
- Protect manufacturing uses and sell the district as an old style Milwaukee manufacturing district with modern industries. Consider a MaKE District for portions of Riverworks between E Keefe Ave and E Capitol Dr.










Riverworks recommendations build on work completed in the Riverworks Strategic Action Plan

Public Realm

- Improve the real and perceived safety of the district.
- Develop the proposed Linear Park along the Beerline Trail and carry out the action steps recommended in the Beerline Trail Equitable Implementation Plan.
- Create a coordinated landscape program for the district to include fencing, parking lots, plant materials, a landscape maintenance program, etc.
- Improve stormwater management practices by upgrading parking lots, introducing rain gardens, bioswales, and pervious pavement.
- Add buffers and screening for unsightly uses including junk or salvage yards and design landscape buffers between active industrial uses and nearby homes.
- Improve gateways (e.g. Capitol Dr and N 3rd St; Capitol Dr and Humboldt Blvd; N 1st St and River Woods Extension) through redevelopment strategies and new signs, banners, identity icons, landscape elements and special paving materials.

RIVERWORKS

Summary of Recommendations 2021

-  Transportation recommendations
-  Public Space recommendations
-  Development and zoning recommendations
-  Development and zoning recommendations related to commercial properties or retail areas
-  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

FOCUS CITY ACQUISITION

Focus City acquisition and development in this area on creation of space for small- and mid-sized businesses

ENCOURAGE COMMERCIAL DENSITY

Encourage the development of outlots, vacant lots, remnant parcels, underused properties, and underused portions of parking lots along Capitol Dr

IMPROVE GATEWAYS

CONSIDER MaKE DISTRICT

Evaluate appropriateness for MaKE District zoning including Fratney St

DESIGN LANDSCAPE BUFFERS BETWEEN ACTIVE INDUSTRIAL USES AND NEARBY HOMES

DEVELOP LINEAR PARK

Develop a linear park along the Beerline Trail; consider connections to local businesses and streets

STREETSCAPE ENHANCEMENT

Improve appearance and walkability along Holton St

ENFORCE & STRENGTHEN BUFFERING REQUIREMENTS FOR SALVAGE USES

W ESTABROOK BLVD

E CONGRESS ST

N LYDELL AVE

N WILSON DR

ALPINE AVE

N ARDMORE AVE

W OLIVE ST

N HUBBARD ST

E OLIVE ST

N 2ND ST

N 1ST ST

N PALMER ST

E ABERT PL

W MELVINA ST

W ABERT PL

W VIENNA AVE

E VIENNA AVE

E VIENNA AVE

E NASH ST

E SINGER CIR

E KEEFE AVE

W RANDOLPH ST

HARAMBEE

E CONCORDIA AVE

RIVERWEST

W RING ST

E RING ST

N BREMEN ST

N WEIL ST

N HUMBOLDT BLVD

N DOUSMAN ST

N GORDON PL

0 625 1,250 2,500 FEET



