

An aerial photograph of the Milwaukee Aerotropolis area, showing a mix of urban development, green spaces, and infrastructure. The image is overlaid with a blue header and footer. The title text is centered in the upper half of the image.

Milwaukee Aerotropolis Development Plan

Planning Team



**Department of City
Development**

**Office of
Alderman Witkowski**

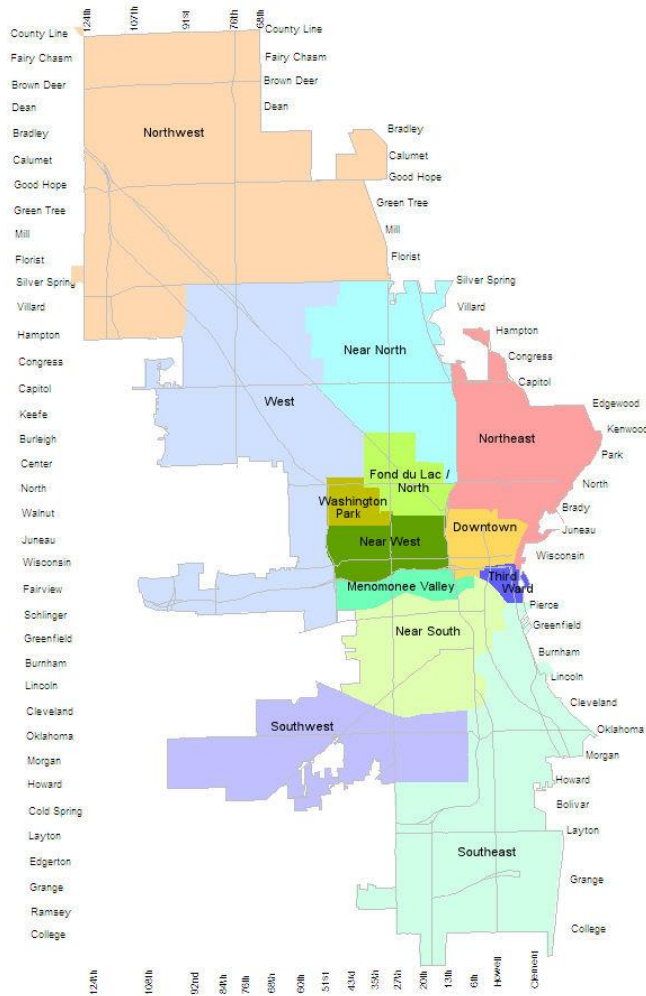


**The Milwaukee Gateway
Aerotropolis Corporation
("Aerotropolis Milwaukee")**



**Southeastern
Wisconsin Regional
Planning Commission**

Planning Process



City of Milwaukee
Comprehensive Plan
a series of documents

13 Area Plans
Menomonee Valley
Downtown
Third Ward
Fond du Lac & North
Near West Side
Washington Park
Northwest Side
Southeast Side
Northeast Side
Near South Side
West Side
Near North Side
Southwest Side

Citywide
Policy Plan

Planning Process

Milwaukee Aerotropolis Development Plan: Part of the Southeast Side Area Plan

Comprehensive Plan Amendment Prepared by
City of Milwaukee Department of City Development
August 2017

Aerotropolis Development Plan Prepared by
Southeastern Wisconsin Regional Planning Commission



Planning Schedule

2015-2016

February '17

Spring '17

Summer '17

Fall '17

★ Plan Launch
By SEWRPC

★ Aerotropolis
Plan Release

★ City of Milwaukee
Comp Plan
Amendment Process
Initiated

★ Residential &
Business Survey

★ Draft Recommendations

★ Public Review

★ Adoption



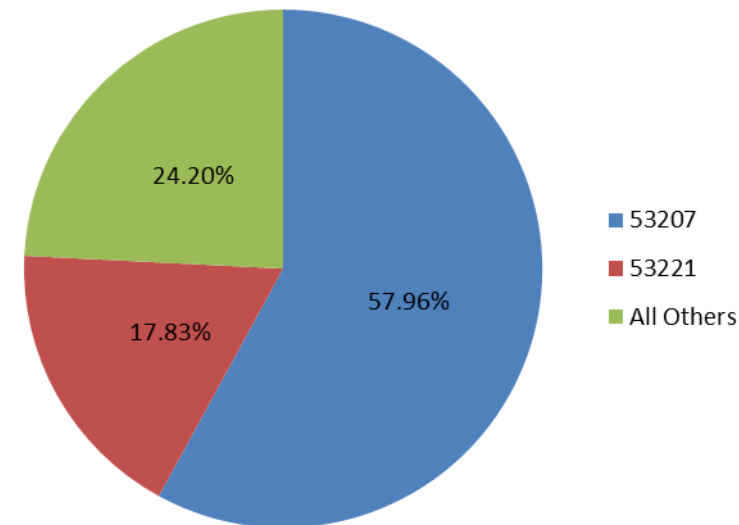
Survey Results

- **Open online from June 28 to July 14**
- **184 Total Responses**

Survey Questions

- **Five (5) point scale for each Plan Area from approve to disapprove, with neutral / no opinion as the middle choice.**
- **Open-answer field for each Plan Area, for Transportation, and a field for general comments.**

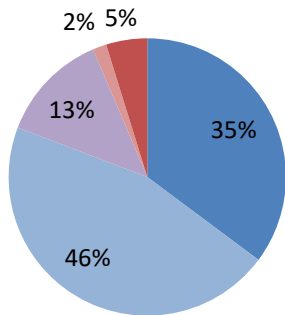
Respondent Zip Codes



Other Zips were in the Milwaukee Area

Survey Results

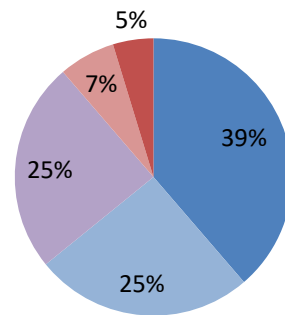
Layton Town Center



*"Upscale businesses. The southern side of Milwaukee and Milwaukee county deserve **nice places to eat and shop.**"*

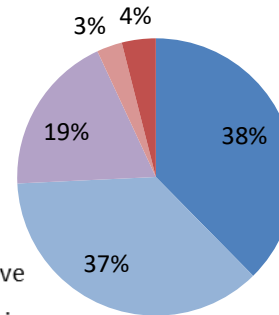
*"Residential is completely **surrounded by industrial.** That makes no sense to those who live there."*

MKE South Industrial



*"I appreciate the emphasis on Airport and transportation related uses of the area south and east of the airport but am **concerned that wetland preservation is not indicated.**"*

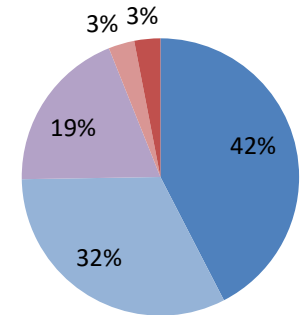
13th / 27th St



*"**Wouldn't want to see too much density on S13th.**"*

*"27 street is getting more and more dangerous with fast traffic. **Try to make it safe for pedestrians** crossing especially 27 and Layton."*

Layton/Lake Parkway



*"This is such a bizarre area to drive in - not sure how the future attends to that aspect. Wondering **what catalytic project is planned for the shopping center area N of Whitnall[?]**"*

Most respondents approve or somewhat approve of the area plans

Survey Results

Transportation Priorities

1	Support Public Transit
2	Support Streetcar / Commuter Rail
3	Off-Street Bicycle Infrastructure
4	Access to Downtown
5	On-Street Bicycle Infrastructure
6	Road Conditions
6	Regional Access
7	Pedestrian Infrastructure
8	Arterial Streets
9	Freight Routes
9	Traffic
10	Noise

- “**Public transportation**, if not a streetcar, maybe a fleet of streetcar-like trams that don't need rails and would have more flexible routes.”
- “**Layton Ave.** is in horrible shape following the reconstruction of 94. This is a major road with lots of traffic . **Needs immediate repair or replacement.**”
- “**More off street bike trails** would be great. I am very wary of riding on busy city streets like S. 6th to ride with my 4 year old. I would much prefer having off street bike trails, which are non-existent in our part of MKE.”



Aerotropolis Milwaukee Development Plan

A Shared Vision for the Communities Around the Airport

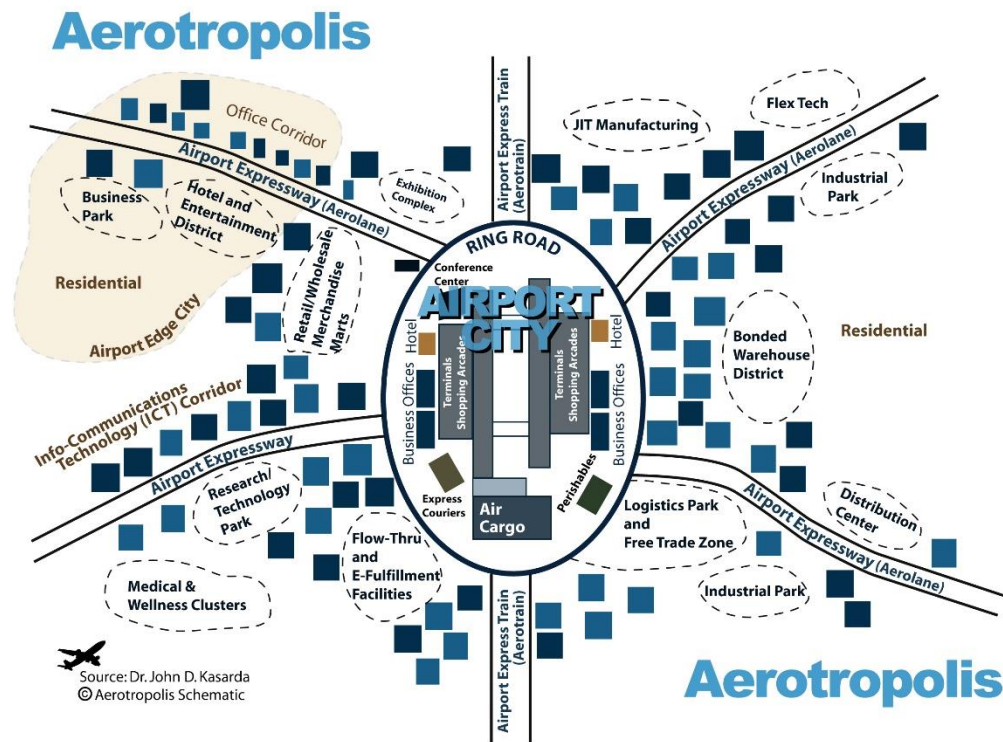


Aerotropolis Concept

What is an Aerotropolis?

“A new urban form where cities are built around airports speedily connecting time-sensitive suppliers, manufacturers, distributors, and business people to distant customers, clients, and marketplaces.” – Dr. John Kasarda

Aerotropolis Schematic





Aerotropolis Milwaukee Effort

- Led by The Gateway to Milwaukee and Milwaukee Gateway Aerotropolis Corporation (MGAC)



MGAC MEMBERS

Cities of Cudahy, Franklin, Greenfield, Milwaukee, Oak Creek, South Milwaukee, and St. Francis
Villages of Greendale and Hales Corners
Milwaukee County
General Mitchell International Airport
Port Milwaukee
SEWRPC
WisDOT
WEDC
WHEDA
Cobalt Partners
Crystal Limousine & Coach
GRL Management
HNTB
VJS Construction Services

The Vision for Aerotropolis Milwaukee

Aerotropolis Milwaukee is a vibrant and diverse transportation and commercial hub, a globally recognized economic engine that attracts business and people to the Milwaukee region

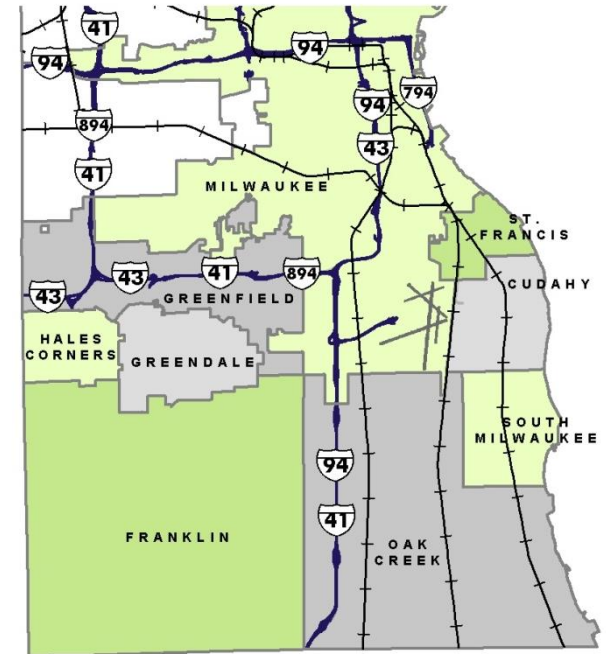


The Aerotropolis Milwaukee Development Plan

What could an Aerotropolis look like around MKE?

The Challenge:

- “Aerotropolis” is somewhat conceptual—what can realistically be achieved in Milwaukee?
- Much of the land around MKE is already developed—but there are significant redevelopment opportunities and areas that are still undeveloped
- Every affected community already has its own plans and projects within its boundaries—this plan helps to coordinate efforts around a shared vision of airport-oriented economic development
- Height and other restrictions on development near the Airport need to be identified and considered when planning for growth





The Aerotropolis Milwaukee Development Plan

What is the purpose of the plan?

- Establish a shared vision and coordinated effort to capitalize on the Airport in order to enhance the quality of life, stimulate economic investment, and promote job growth in surrounding communities
- Plan provides a valuable guide for developing the areas surrounding the Airport, maximizing the area's considerable economic growth potential





The Aerotropolis Milwaukee Development Plan

How is the plan organized?

■ Land Use Recommendations

- Identify where future airport-oriented growth should be encouraged, focused on redevelopment and achieving an efficient development pattern
- Six Aerotropolis Growth Areas with catalytic projects in each area
- Brings together existing local comprehensive plans and suggests modest changes

AEROTROPOLIS GROWTH AREAS

- Close to Airport
- Able and likely to accommodate aerotropolis-supporting land uses
- Available vacant or underutilized land

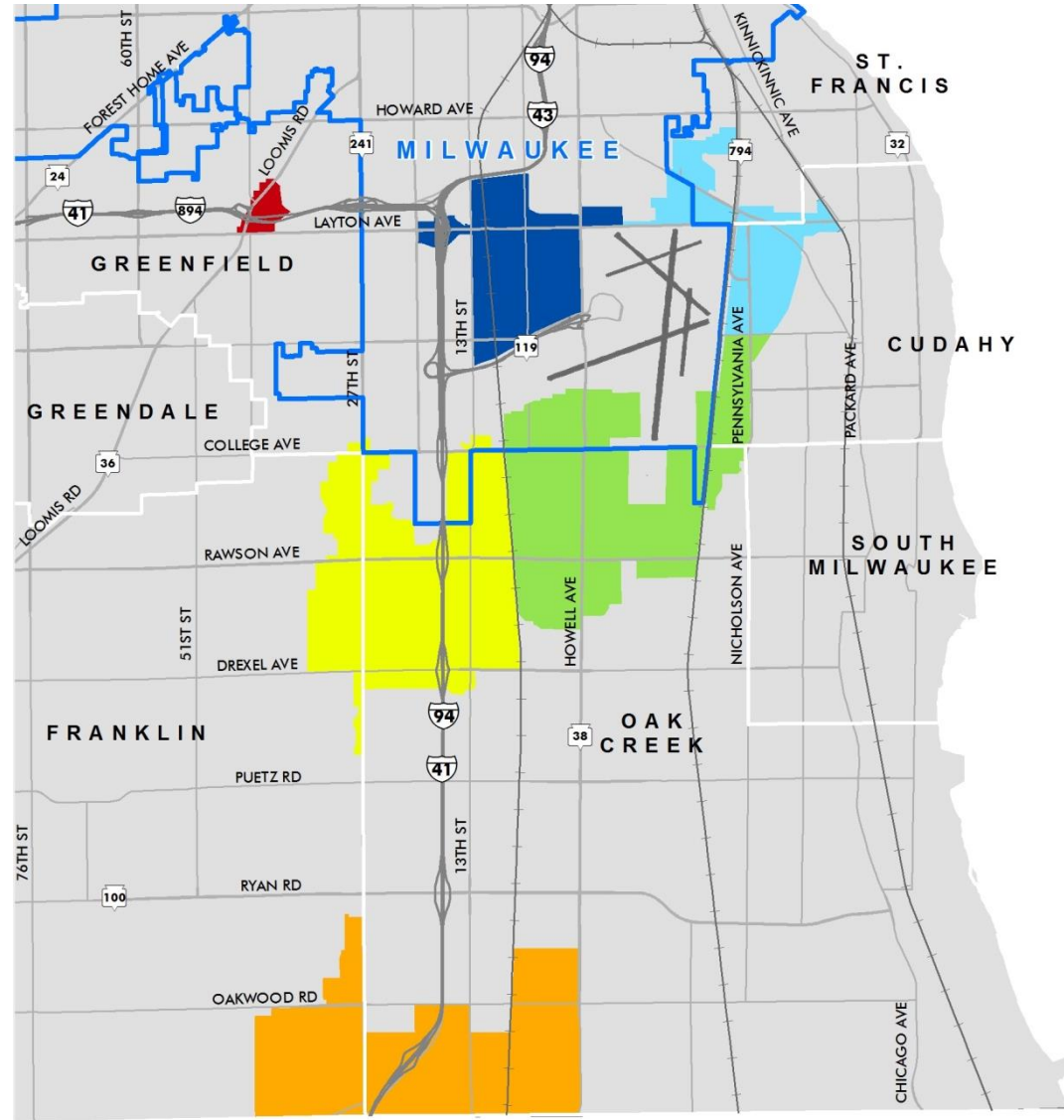
■ Transportation Recommendations

- Infrastructure and service improvements to achieve a high-quality, multimodal transportation system to serve the six Growth Areas
- Primarily derived from VISION 2050 and refined for the Aerotropolis area
- Focused on maximizing connectivity between aerotropolis-supporting land uses



Overview of Aerotropolis Growth Areas

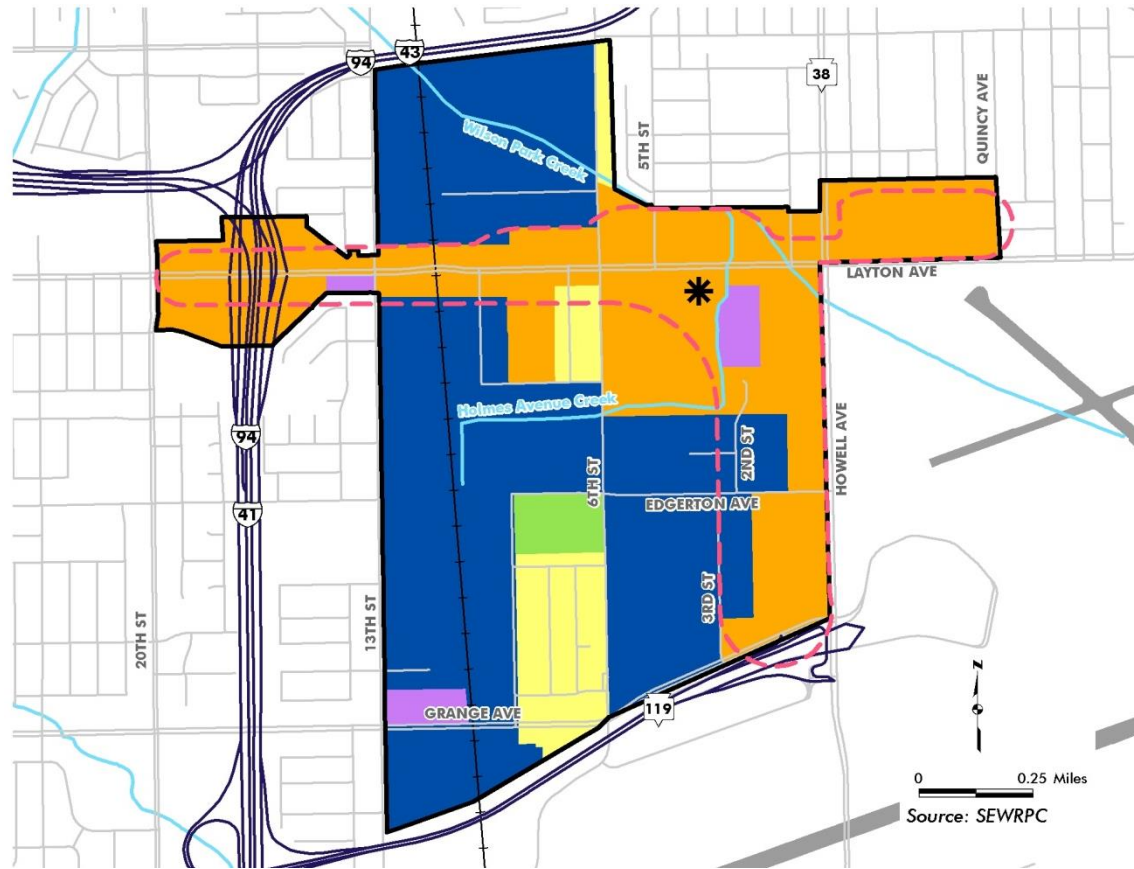
- Layton Town Center Area**
 - Milwaukee
- Layton/Lake Parkway Area**
 - St. Francis, Cudahy, and Milwaukee
- MKE South Industrial Area**
 - Cudahy, Milwaukee, and Oak Creek
- I3th/27th Street Area**
 - Franklin, Greenfield, Milwaukee, and Oak Creek
- Oakwood Road Area**
 - Franklin and Oak Creek
- Loomis Road Area**
 - Greenfield













Layton Town Center Area

Vision: Premier Aerotropolis hospitality and retail corridor co-existing alongside a high-caliber manufacturing and freight movement center

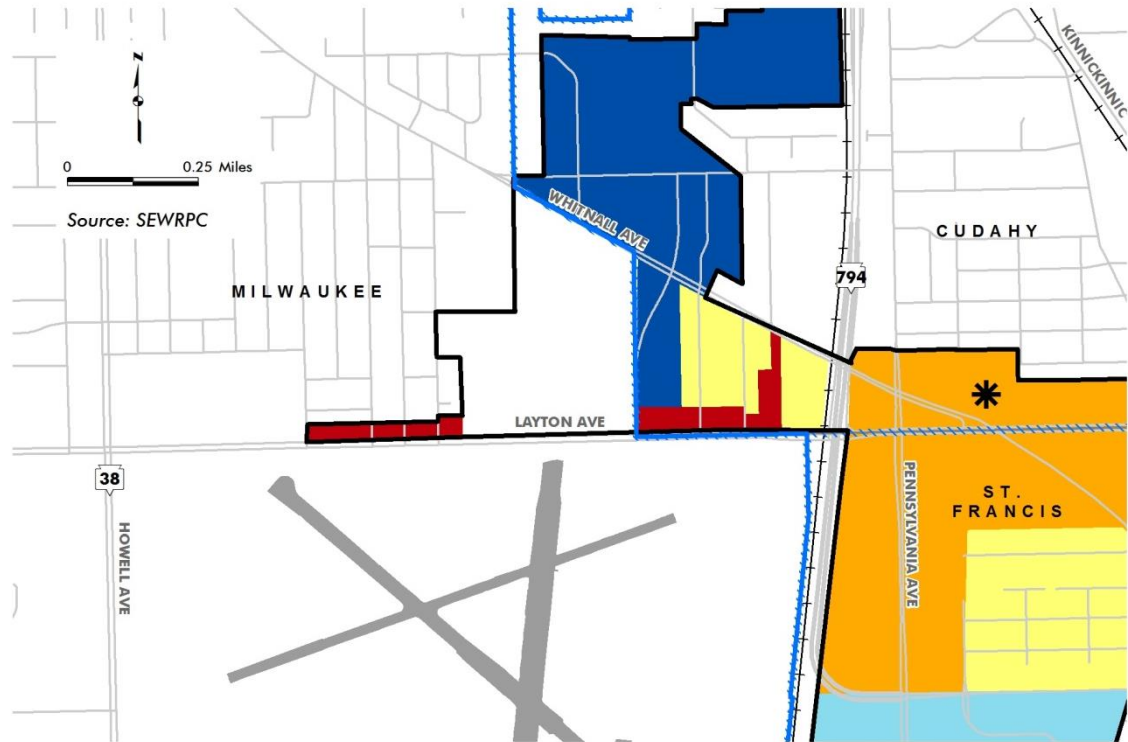










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|---|--|
|  INDUSTRIAL |  INSTITUTIONAL |
|  MIXED-USE COMMERCIAL/
RESIDENTIAL AND COMMERCIAL |  PUBLIC PARK OR OPEN SPACE SITE |
|  HOSPITALITY USES |  CATALYTIC AREA: HOLMES
AVENUE CREEK DEVELOPMENT |
|  RESIDENTIAL |  WATERWAY |



Layton/Lake Parkway Area

Vision: Retail corridor complementary to Layton Town Center, including mixed-use development, office space, and advancement of a food and beverage manufacturing district

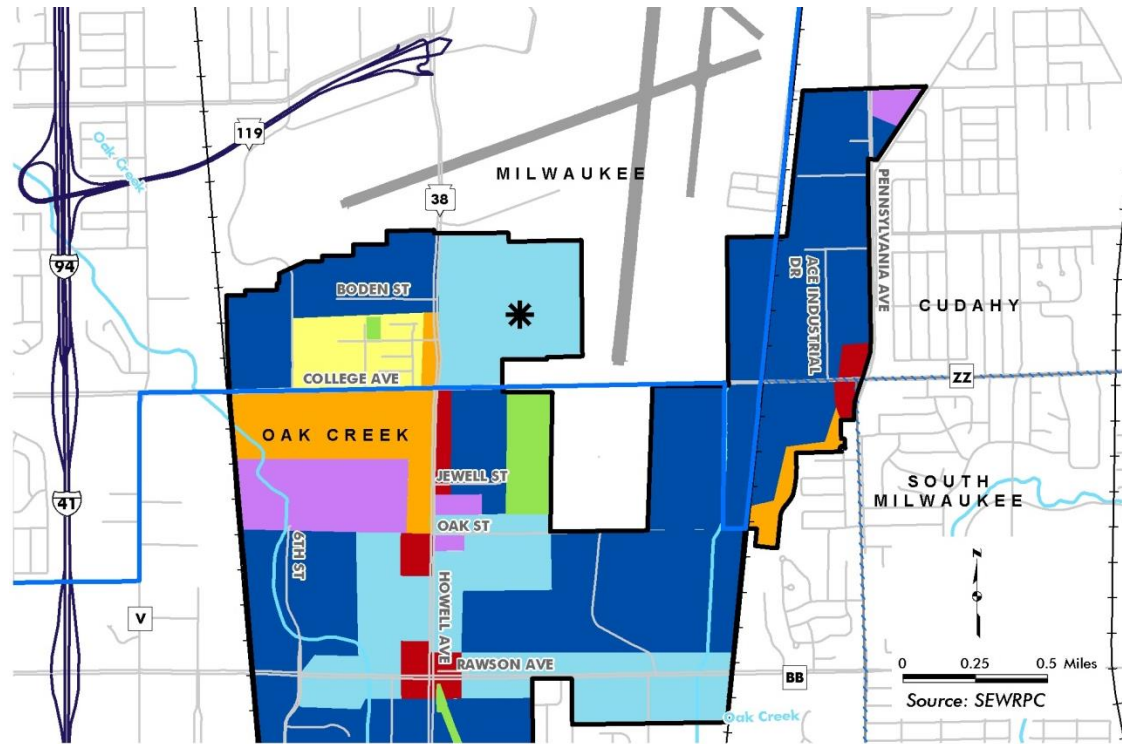


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|---|---|---|--|
|  | MIXED-USE COMMERCIAL/
RESIDENTIAL AND COMMERCIAL |  | COMMERCIAL |
|  | HIGHER-DENSITY RESIDENTIAL |  | CATALYTIC AREA: LAYTON AVENUE
REDEVELOPMENT |
|  | INDUSTRIAL |  | CITY/VILLAGE BOUNDARY |
|  | INDUSTRIAL/COMMERCIAL |  | CITY BOUNDARY
(MILWAUKEE) |



MKE South Industrial Area

Vision: Airport-oriented employment center featuring several concentrated industrial parks, including one with unique inside-the-fence access to MKE, and a distribution and logistics hub

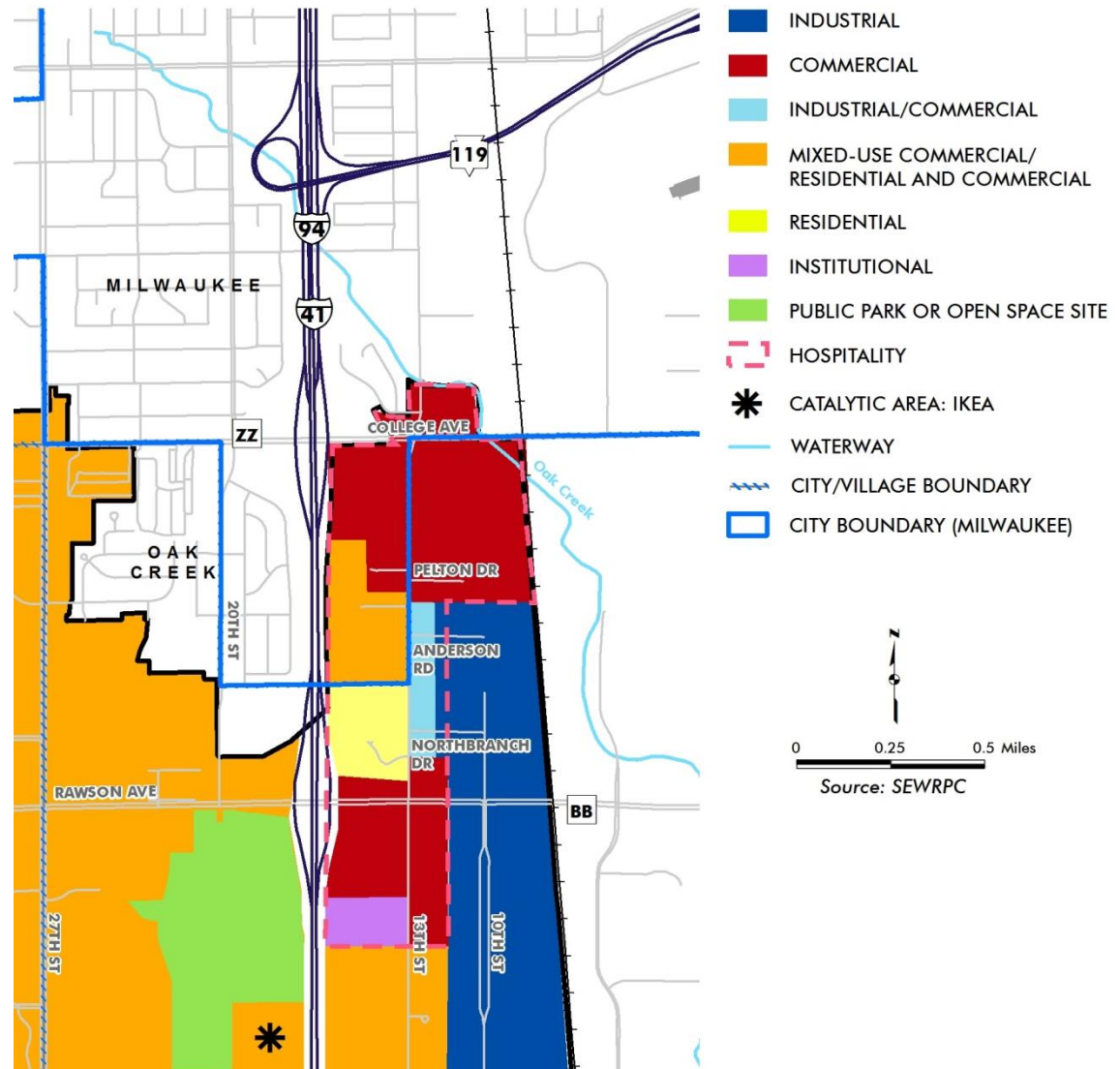


- | | |
|---|--|
| INDUSTRIAL | PUBLIC PARK OR OPEN SPACE SITE |
| INDUSTRIAL/COMMERCIAL | ✱ CATALYTIC AREA: MKE REGIONAL BUSINESS PARK (FORMER 440TH) REDEVELOPMENT PROJECT |
| COMMERCIAL | WATERWAY |
| INSTITUTIONAL | CITY/VILLAGE BOUNDARY |
| MIXED-USE COMMERCIAL/RESIDENTIAL OR COMMERCIAL | CITY BOUNDARY (MILWAUKEE) |
| RESIDENTIAL | |



I 3th/27th Street Area

Vision: Regional destination featuring high-value mixed-use corridors with uses that serve visitors while also creating a desirable atmosphere to work and live near the Airport





Next Steps

- With modest changes to communities' comprehensive plans and zoning, implementing these plans will achieve the vision for Aerotropolis Milwaukee
- The Gateway to Milwaukee and SEWRPC staff are working with each community to determine how best to endorse the plan and incorporate its recommendations into their respective plans
 - Six of nine communities have already endorsed
- City of Milwaukee DCD staff are proposing to update the City's Southeast Side Area Plan to incorporate the Aerotropolis plan recommendations