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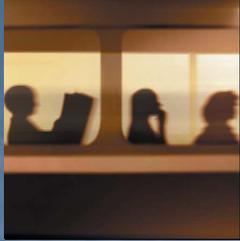
THE KENOSHA-RACINE-MILWAUKEE COMMUTER LINK



City of Milwaukee

July 3, 2007

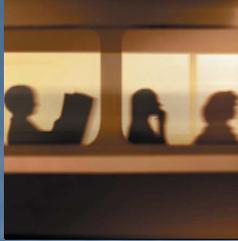
Sponsored by an Intergovernmental Partnership of the Cities and Counties of Kenosha, Racine and Milwaukee, the Wisconsin Department of Transportation and the Southeastern Wisconsin Regional Planning Commission



Potential Commuter Rail Station Area Land Development and Redevelopment

- **The potential for commuter rail to promote land development and redevelopment around its stations is considered a key benefit of commuter rail**
 - **Encourage development/redevelopment and increased tax base in central cities**
 - **Encourage higher density, more efficient development in inner suburbs and developing communities**
 - **The potential land development and redevelopment can add ridership to commuter rail, making it a more successful project and investment**

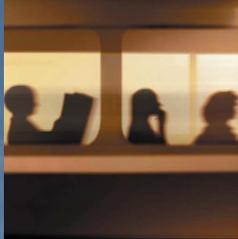




Potential Commuter Rail Station Area Land Development and Redevelopment (cont.)

- **The Federal Transit Administration (FTA) is particularly interested in the potential for land development and redevelopment around stations to add ridership and make its Federal investment more successful.**
 - **Assessment of development/redevelopment potential**
 - **Preparation of station area land use plans**
 - **Endorsement of station area land use plans**
- **Factor in FTA's evaluation of candidate projects seeking Federal funds**

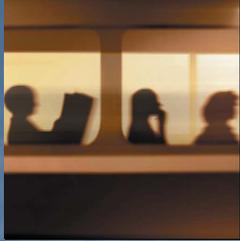




KRM Station Area Plans

- **The potential for land development and redevelopment was assessed, and land use plans incorporating this land development and redevelopment were prepared, for each of the 9 potential KRM commuter rail stations**
 - **Two in the City of Milwaukee**
 - **Downtown**
 - **South Side**

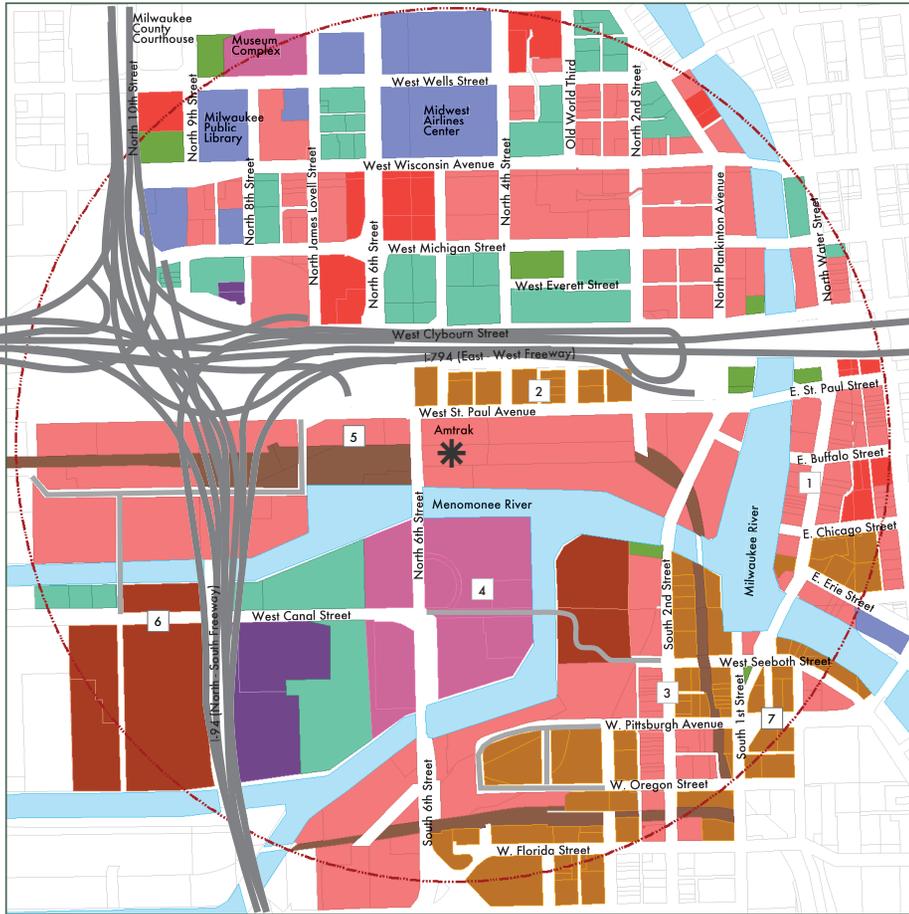




KRM Station Area Plans (cont.)

- **The Downtown and South Side area plans**
 - **Based on, and consistent with, City's existing plans**
 - **Developed by working closely with City staff**
 - **Product of a series of neighborhood meetings with residents and businesses**
- **Potential development and redevelopment**
 - **9,000 residential units**
 - **Over 3 million square feet of office and retail space**





Key Areas Subject to Change

- General Station Location
- Study Area Boundary (1/2 mile radius)
- Proposed Roadway
- Comments

Future Land Use

- Park/Open Space
- Residential
 - Multi-Family
 - Commercial
 - Office
 - Mixed Use
 - Entertainment
 - Industrial
 - Utilities & Communications
 - Railroad Right of Way

Proposed Densities

60 - 80 dus/acre*
 FAR: 3.5 min.**
 FAR: 3.5 min.**
 FAR: 3.5 min.**

*dus/acre = dwelling units per acre
 **FAR = Floor Area Ratio

1. Third Ward redevelopment, including opening of the new Public Market, encourages revitalization of adjacent neighborhoods.
2. Key parcels adjacent to the Marquette Interchange are expected to be developed once construction of the Interchange is complete.
3. 2nd Street is proposed for new entertainment and retail uses including bars and restaurants.
4. The Harley-Davidson Museum will generate new tourism for the station area.
5. High density mixed uses are proposed to encourage more transit-supportive land uses, such as ground-floor commercial with residential above.
6. Canal Street is an important re-development corridor with key tourist attractions, including the Harley Davidson Museum on the east and the Potawatomi Casino and Miller Park on the west.
7. High density multi-family residential is proposed to increase housing options, potential ridership, and downtown customers.

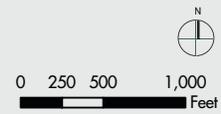
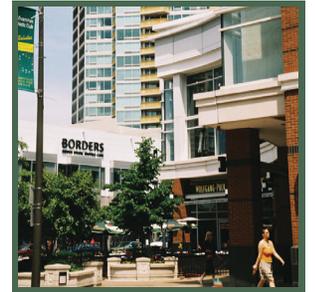


Figure No. I.IV

Preliminary Future Land Use
 Downtown Milwaukee
 Station Area

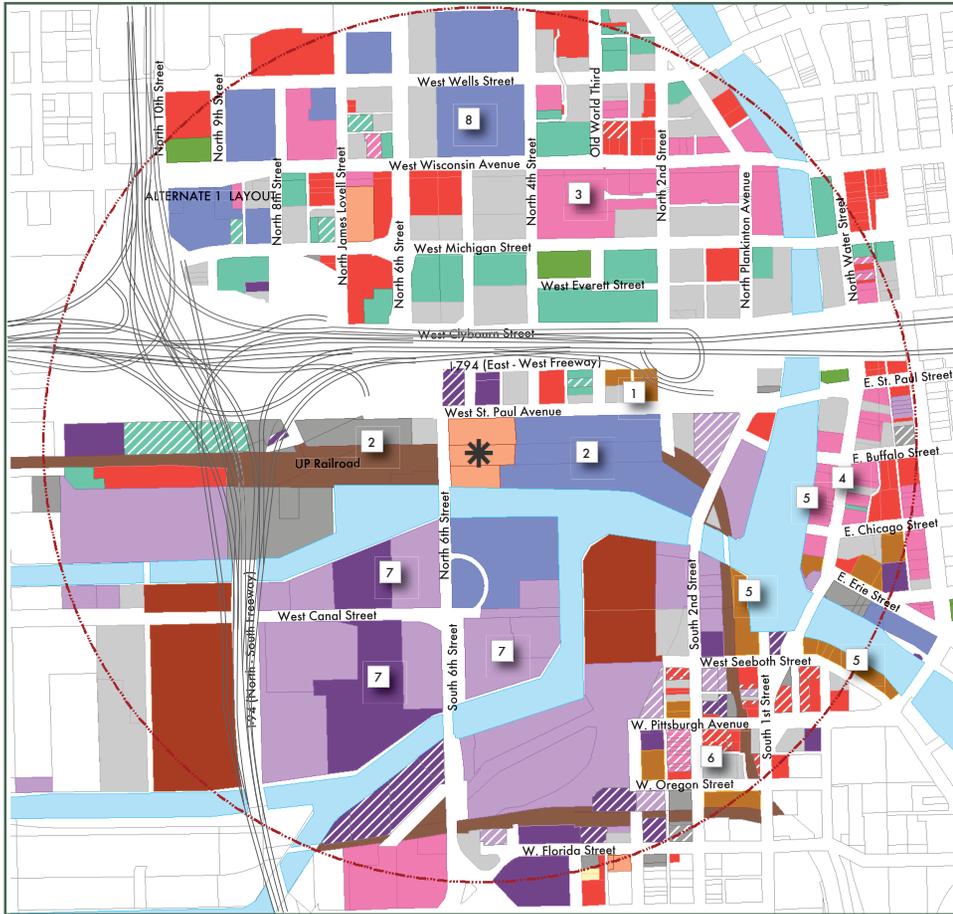
Clockwise from right:

- Mixed Use with Residential Development
- Urban Park
- Mixed Use with Commercial Development



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1. Converted warehouse condominiums near freeway indicate demand for residential uses in the immediate station area.
2. Lands adjacent to the Amtrak Station offer opportunities to future development.
3. "The Shops of Grand Avenue" is a mixed-use destination and a focal point for the West Town District.
4. The revitalizing 3rd Ward District provides diverse shopping, working, and living environment near the station.
5. New warehouse conversions and condominiums focus on the Milwaukee River as a key amenity.
6. This former warehouse district is transitioning due to its unique urban environment and proximity to the 3rd Ward.
7. This area will become a travel destination with the completion of the new Harley-Davidson Museum.
8. Convention Center is a major trip generator three blocks north of the station.



- * General Station Location
- Study Area Boundary (1/2 mile radius)
- # Comments

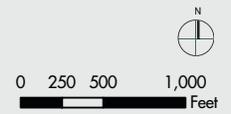


Figure 1.1
Existing Land Use
Downtown Milwaukee
Station Area



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Key areas subject to change.

- General Station Location
- Study Area Boundary (1/2 mile radius)
- Proposed Roadway
- Comments

Future Land Use	Proposed Densities
Park/Open Space	
Residential	
Single Family and Duplex	10 du/acre
Multi-Family	20-60 du/acre
Commercial	FAR: 0.5 min.
Office	FAR: 1.0 min.
Mixed Use	FAR: 1.5 min.
Industrial	
Institutional	
Utilities & Communications	
Public Parking	
Vacant	

1. Preserve existing neighborhood character.
2. Enhance housing options and support transit with higher density multi-family residential development of under utilized parcels along Bay Street and edge of neighborhood.
3. New medium density housing forms transition from existing neighborhood to new higher density housing.
4. New commercial space frames and activates Station Square.
5. New "green" transit supporting gateway mix use center with parking provides jobs to the neighborhood and professional services to residents.
6. Long-term transition of existing industrial and warehouse buildings into mixed use live work district within walking distance of the station.
7. Port activities buffered by new uses.
8. Wildlife viewing area accessible to the public, bringing "green" attraction to the neighborhood.
9. Continue to promote and preserve mixed use main street atmosphere along KK.



0 250 500 1,000 Feet

Figure No. H.IV

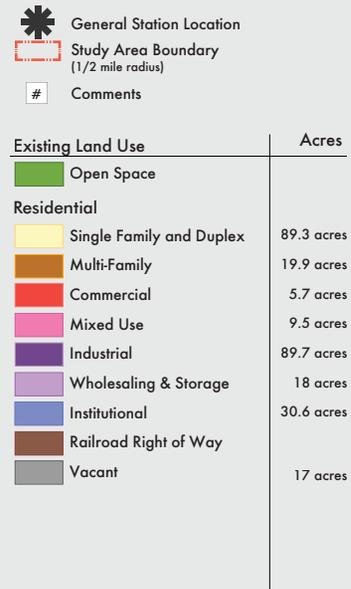
Preliminary Future Land Use
South Side Milwaukee Station Area

Clockwise from right:
Medium Density Residential
Residential Reuse of Industrial
Mixed Use with Public Square



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- 1835 Lakebed Grant Boundary allows only public uses east of this line.
- Generally, Bay St separates industrial/port and transportation uses to the east and north from residential neighborhood to the south and west.
- Traditional urban neighborhoods at approximately 10 dwelling units per acre located west and south.
- Kinnickinnic Ave serves as a revitalizing commercial "Main Street" and is in the seam between residential enclaves.
- A number of large under utilized station area parcels are under City of Milwaukee/Port Authority control.
- Milwaukee Metropolitan Sewerage District infrastructure easement makes the south side of Bay St unbuildable.
- Emerging natural wildlife habitat along lakefront.
- Existing industrial uses provide jobs in the area.



Figure No. H.1

Existing Land Use
South Side Milwaukee
Station Area

Clockwise from right:

Bay Street Separates Industrial
From Residential Uses

Walkable Urban Neighborhood

Revitalizing Commercial
Main Street



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