



INTRODUCTION

This chapter provides a description of the redevelopment area as it existed at the start of the freeway demolition in June, 2002. It describes the general characteristics of the context and surrounding neighborhoods, access, infrastructure and environmental conditions, land ownership patterns, and existing policies and regulations applicable to the area.

PROJECT BOUNDARIES

The project area is located in the northern section of downtown Milwaukee. The redevelopment boundary encompasses approximately 64 acres of land and is bounded generally by East and West Juneau Avenue to the south, North Eighth Street to the west, North Jefferson Street to the east, and West McKinley Avenue to the north. The area also extends northeast along Water Street to the intersection of East Brady Street and North Jackson Street. (2.1)

EXISTING CHARACTER / SURROUNDING BUILT CONTEXT

The Milwaukee River, which runs through the Park East redevelopment area, naturally divides the area into three distinct yet interrelated districts. Although the district boundaries generally overlap at their perimeters, for planning purposes the area is divided into the McKinley Avenue, Lower Water Street, and Upper Water Street Districts. (See Chapter Three – Proposed Land Use – for more detailed descriptions of the proposed character of the districts.) (2.2) The existing character and context of these districts are described in the following sections.

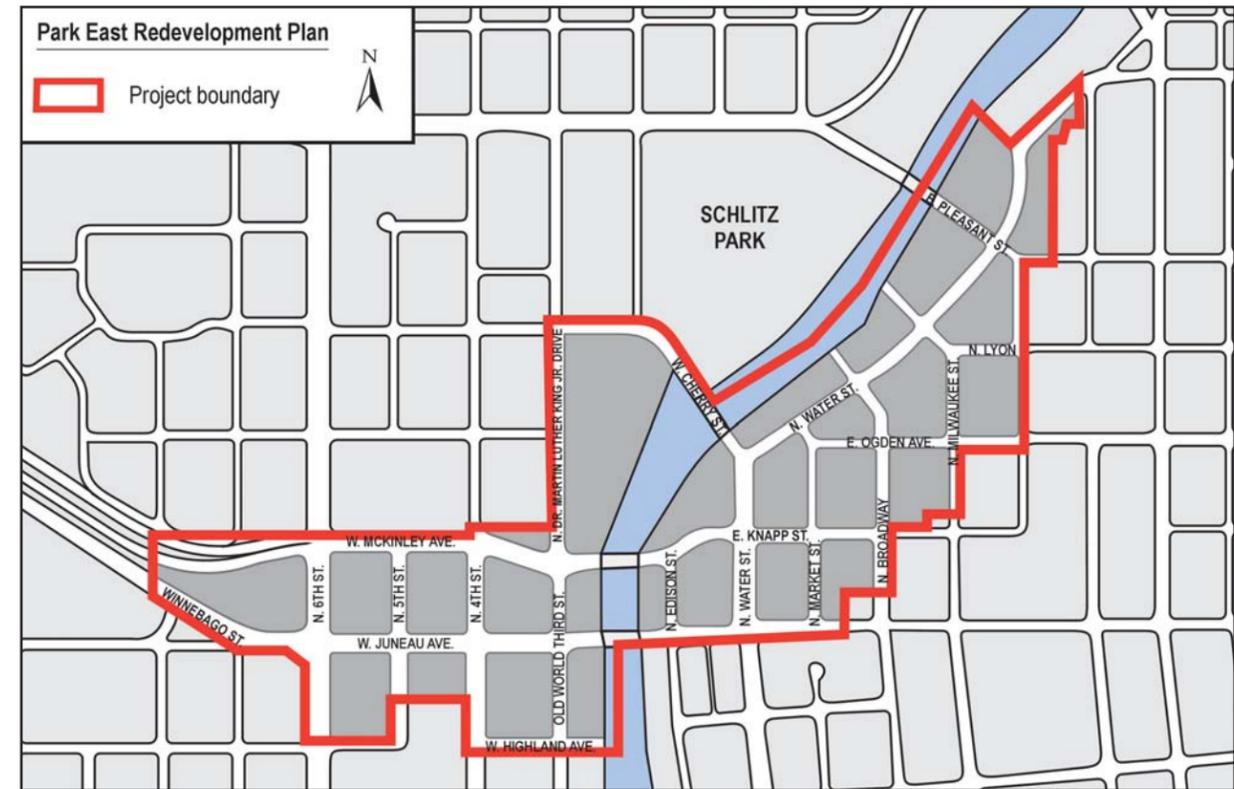
McKinley Avenue District

The McKinley Avenue District is located on the west side of the Milwaukee River and includes the section of the Park East Freeway corridor between McKinley Avenue to the north, Juneau Avenue to the south, the Milwaukee River to the east and Sixth Street to the west. Much of the land in this district is either vacant or used for surface parking. The dominating presence of the elevated Park East Freeway structure has restricted movement between the entertainment district to the south and the commercial and residential neighborhoods to the north.

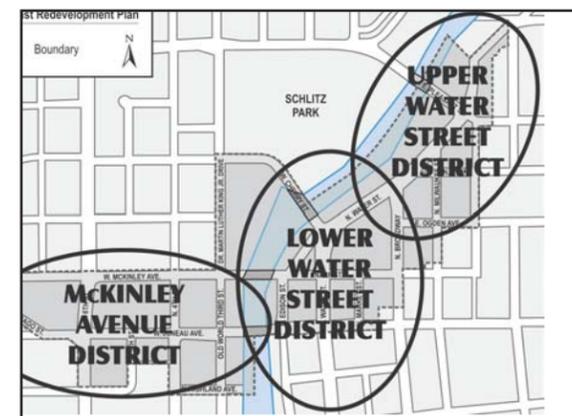


When public improvements are completed, a reconfigured McKinley Avenue will replace the elevated Park East Freeway structure with a six-lane, at-grade boulevard that is easily accessible from I-43 and capable of carrying large traffic flows. McKinley Avenue will be a new gateway to downtown, providing access for both regional and local traffic.

Although McKinley Avenue will become the largest east-west thoroughfare, Juneau Avenue will continue to be a major arterial street because of its continuity to the lakefront. Sixth Street provides an important link to the Menomonee River Valley with the new Sixth Street Bridges. The developable land owned by Milwaukee County is expected to be available for redevelopment purposes in early 2004. The land underneath the spur is relatively flat and will require minimal grading.



(2.1) The Park East Freeway Redevelopment Plan project area.



(2.2) The Park East Redevelopment Plan divides the project area into three distinct yet interrelated districts – McKinley Avenue, Lower Water Street, and Upper Water Street.

EXISTING CHARACTER / SURROUNDING BUILT CONTEXT

Neighborhood Context

Given the amount of development that potentially will occur in the former freeway corridor, it is important to consider the built context to ensure new development is compatible with the surrounding neighborhoods.

To the north of McKinley Avenue is a mixture of residential and commercial uses. Located in the northwest corner is the Hillside public housing development, which provides affordable downtown housing opportunities for lower income individuals and families. (2.3) The existing complex occupies more than an acre and is well-designed and incorporated into the urban framework of the neighborhood.

A set of manufacturing/warehouse buildings adjacent to the residential neighborhood located between Sixth Street and Dr. Martin Luther King Jr. Drive is primarily used for commercial and warehousing activities. (2.4) Milwaukee is one of the first communities in the country to receive a new designation as a Renewal Community (RC) from the U.S. Department of Housing and Urban Development. As a result of the designation, businesses located in Milwaukee's RC area have access to an attractive package of tax incentives to spur economic development and job growth. RC tax incentives include wage credits for new and existing employees who live and work in the RC; zero percent capital gains for RC assets; accelerated depreciation for machinery and equipment; and accelerated depreciation for new construction and rehabilitation projects. The designation will last through Dec. 31, 2009. A large portion of the McKinley Avenue District lies within the boundaries of Milwaukee's RC. (2.5)

A collection of large entertainment, institutional, and commercial uses are located to the south of McKinley Avenue. The Bradley Center, Midwest Express Center, and U.S. Cellular Arena host major sports events, concerts, and conventions that draw thousands of people to the area throughout the year. Milwaukee Area Technical College and a series of

Milwaukee County buildings, including the Courthouse and the Correctional Center, are large institutional employers in the area. The concentration of entertainment and institutional uses that draw people to the area during the day and night creates demand for supporting retail services, which are primarily located along Old World Third Street. Pedestrian and street connections among these developments will be essential for the area's successful rejuvenation and continued growth.

To the southwest is the 21-acre Pabst Brewing complex composed of historic Cream City brick buildings. The site is ideally situated for uses that benefit from high visibility and easy access to the regional freeway system. The buildings have been vacant since the brewing company left in 1996. However, Wispark, LLC, the real estate development division of We Energies, recently purchased the site with the intention of adaptively reusing the existing buildings. (2.6) The proposed redevelopment will complement existing entertainment venues in the area, such as the Bradley Center and Midwest Express Center.

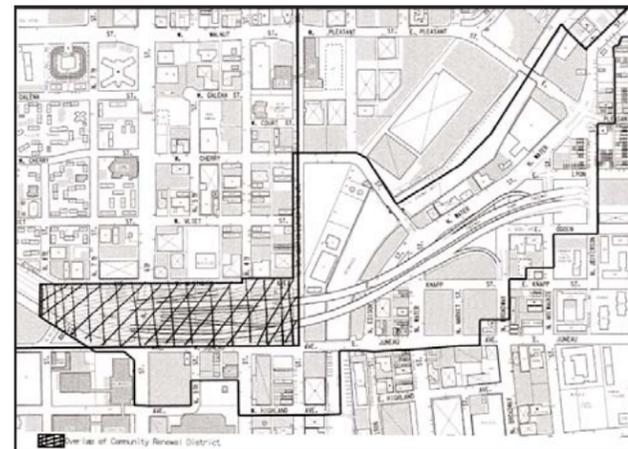
To the east, the McKinley Avenue District meets the Milwaukee River. New developments will be able to capitalize on this amenity while increasing public access through the extension of the RiverWalk. Removal of the freeway will link the existing retail businesses along Old World Third Street to the successful commercial district revitalization occurring on Dr. Martin Luther King Jr. Drive. (2.7) In general, developments along this corridor were constructed on a much smaller scale than the surrounding blocks that contain large blockwide complexes. The historic WE Energies power plant complex is located along the river's edge. Time Warner Cable currently occupies the central building of this complex. (2.8)



(2.3) The redeveloped Hillside public housing development provides affordable downtown housing opportunities for lower income individuals and families.



(2.4) A set of buildings adjacent to the Hillside public housing development is primarily used for commercial or warehousing activities.



(2.5) A large portion of the McKinley Avenue District lies within the boundaries of Milwaukee's RC, which is coordinated by the Milwaukee Department of City Development.



(2.6) Wispark, LLC, recently purchased the historic 21-acre Pabst Brewing complex with the intention of redeveloping the site for uses that would complement existing entertainment venues in the area.



(2.7) The removal of the freeway will link the retail establishments on Old World Third Street with the successful rejuvenation occurring on Dr. Martin Luther King Jr. Drive.



(2.8) Time Warner Cable now occupies the central building of the historic We Energies power plant complex.

Lower Water Street District

The Lower Water Street District is located on the east side of the river and is loosely bounded by Highland Avenue to the south, Ogden Avenue to the north, and Broadway to the east. Since the elevated freeway occupied a large portion of the river's edge in this district, few developments capitalized on this natural amenity. As a result, much of the prime river property along Edison and Water Streets is currently used for surface parking. (2.9)



Water Street, a major downtown arterial, runs north to south through this district. The segment connects the activities occurring in the Upper Water Street District with the activities occurring in the heart of downtown. Juneau Avenue is the only major east-west arterial street that connects the western portion of downtown with the lakefront. The reconfiguration of McKinley Avenue and the construction of the Knapp Street Bridge will place emphasis on this thoroughfare in the future. Broadway is a major north-south arterial running through the district. It is currently a one-way street that channels traffic from the Park East Freeway exit ramp.

Currently, the Lower Water Street District is a popular downtown entertainment destination, home to many nightclubs, bars, and restaurants along Water Street and Juneau Avenue. (2.10)

Neighborhood Context

Like the McKinley Avenue District, the Lower Water Street District is surrounded by a variety of neighborhoods that create a vibrant urban area. These neighborhoods are an important consideration for any new developments.

The northern edge of the Lower Water Street District meets the Upper Water Street District and served as the outlet for the Park East Freeway. To the east of the freeway's stub ends are the residential and commercial developments that make up the East Pointe Neighborhood. This neighborhood was developed in the swath of land once cleared for continuation of the Park East Freeway. The East Pointe Marketplace contains a full service grocery store and several smaller retail establishments. (2.11) Condominiums, apartments, and neighborhood retail establishments surround the commercial area.

The area located to the south of the Lower Water Street District contains a mixture of local businesses and regional entertainment venues. The businesses located along Water Street are generally smaller-scale retail establishments that reflect the finer-grain commercial buildings prevalent in the late 1800s. (2.12) The parcels are divided narrowly along the block face and contain a mixture of nighttime entertainment venues, restaurants, cafes, and taverns at the street level. Residences and offices generally occupy the upper floors. The area's success is attributable to nearby entertainment venues such as the Bradley Center, Pabst Theater, and Marcus Performing Arts Center, which are located just south, as well as the nearby residential population, large number of office workers, and the overall popularity of the area for nighttime activities.

The Milwaukee River borders the western edge of this district. The area is currently underutilized due to the development limitations of the freeway spur. Some businesses have been able to capitalize on the river's natural assets by providing unique dining and social experiences on riverside patios. However, much of the riverfront property was encumbered by the Park East Freeway, useful only as surface parking lots.

To the east of this district are residential and institutional uses including Grace Lutheran Church and Milwaukee



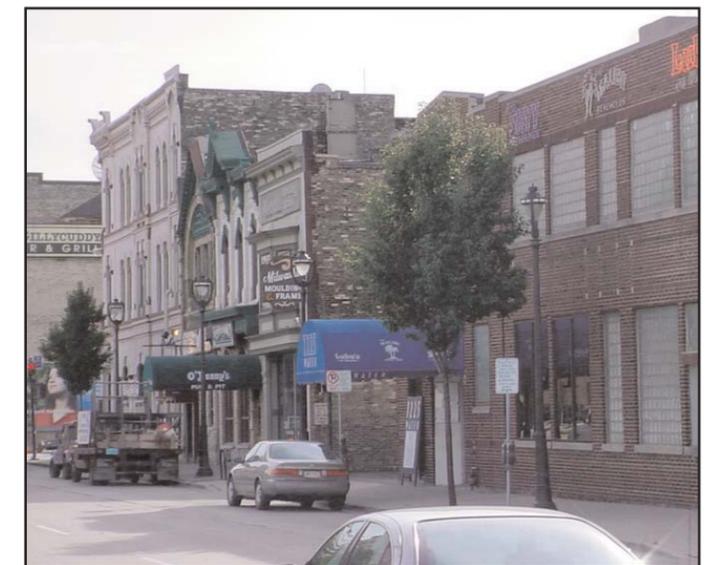
(2.9) Much of the riverfront property located in the Lower Water Street District is currently used as surface parking lots.



(2.10) Currently, the Lower Water Street District is a popular downtown entertainment district, home to many nightclubs, bars, and restaurants.



(2.11) The East Pointe Marketplace contains a full-service grocery store (left) and several smaller retail establishments. (above)



(2.12) Businesses along Water Street are generally small-scale retail establishments that reflect the fine-grain commercial establishments prevalent in the late 1800s.

EXISTING CHARACTER / SURROUNDING BUILT CONTEXT

School of Engineering. (2.13) Several downtown condominiums and apartments, such as Juneau Village, Courtyard Square, and the Blatz Brewery building are located in this area, as well as the Convent Hill public housing development.

Upper Water Street District

The Upper Water Street District is located along the northeastern edge of the redevelopment area and is bounded loosely by Ogden Avenue to the south, the Milwaukee River to the west, Jefferson Street to the east, and Brady Street to the north. This district encompasses the largest portion of the Milwaukee River within the redevelopment plan boundaries and is where downtown Milwaukee transitions into finer grain residential neighborhoods. The most obvious indication of this transition is the contrast between the larger scale, blockwide developments to the south and the prevalent narrow city lots to the north.



The Milwaukee River is unquestionably an asset to the neighborhood yet has historically created some challenges. The organic curve in the river has caused irregularities to the traditional street grid system that is intended to provide connectivity and orderly block formations. Water Street, a major downtown arterial street, follows the contours of the river. As a result, the roads connecting to Water Street meet at odd angles causing irregular block configurations and intersections. The riverbank topography in this area carved out steep slopes on the eastern edge of the river valley. To compensate for the terrain changes, existing developments have built into the ridge, and when necessary, used retaining walls.

Water Street has traditionally presented challenges for pedestrians in the area. Given the close proximity of the dense

residential neighborhoods to the north, this portion of Water Street should be enhanced as an important pedestrian connection to downtown.

Neighborhood Context

The residential communities and commercial establishments surrounding the Upper Water Street District are desirably located within close proximity to downtown and riverfront activities. Residents in this area have multiple choices for entertainment, dining, and shopping within walking distance from their homes.

The northern portion of this district contains new and traditional mixed-use neighborhoods. The Beerline “B” neighborhood, which extends along Commerce Street, is an urban riverfront community consisting of residential condominiums, apartments, and public space. More than 300 new housing units have been constructed within the past few years and additional units are under construction or planned. The Brewer’s Hill neighborhood, which sits atop the river bluff, has undergone major improvements since residents began rehabilitating the Victorian-style homes during the past decade. (2.14) These efforts have greatly increased the desirability and value of land in the area.

Directly east of the Beerline and Brewer’s Hill neighborhoods is Brady Street. This active, traditional corridor consists of numerous retail establishments, cafes, taverns and restaurants that enliven the street during the day and night with pedestrian and vehicular traffic. The residential neighborhood to the south connects Brady Street with the East Pointe Neighborhood. This area is a dense residential neighborhood with a mixture of duplexes, single-family homes, small apartment buildings, condominiums, and scattered corner commercial establishments. (2.15) The success of downtown’s north side neighborhoods will be dependent on connections that encourage movement of pedestrians and automobiles from one area to the next, ultimately creating a unified downtown residential neighborhood.



(2.13) To the east of the Lower Water Street District are residential and institutional buildings, including the Milwaukee School of Engineering.



(2.14) (Top) The Beerline “B” neighborhood is an urban riverfront community consisting of residential condominiums and apartments. (Left) The Brewer’s Hill neighborhood has undergone major improvements during the past decade.



(2.15) Brady Street consists of numerous retail establishments, cafes, taverns, and restaurants that enliven the street during the day and night with pedestrian and vehicular traffic. The surrounding residential neighborhood consists of dense single-family homes, condominiums, and apartments.

The southern boundary of this district overlaps with the northern border of Lower Water Street District. The districts share many of the same developments, including Convent Hill Apartments and the East Pointe Neighborhood. Several apartments and condominiums have been built in this area. (2.16)

The riverfront property west of Water Street and north of Cherry Street comprises the western portion of the Upper Water Street District. This district contains key links between neighborhoods on the east and west sides of the river. Both Cherry and Pleasant streets contain lift bridges over the river that provide access to Schlitz Park, the Dr. Martin Luther King Jr. Drive commercial district, and the Brewer’s Hill neighborhood. The parcels on the east side of the river contain old manufacturing buildings that are occupied by Laacke & Joy – a sporting goods store – and the former Pfister & Vogel leather manufacturer. The Mandel Group owns the former Pfister & Vogel site and is planning to construct new residential and commercial buildings. On the other side of the river is a large office complex known as Schlitz Park. This parcel contains the largest segment of built riverwalk throughout the Park East redevelopment area, providing a public amenity for office workers and nearby residents. (2.17)

SITE ACCESS

Introduction

The availability of multiple modes of transportation, the ability for people to move from one neighborhood to the next, and access to natural amenities and open spaces are important factors for vibrant urban areas. Physical and psychological barriers and lack of infrastructure can hinder the public’s access and have a separating effect on adjacent neighborhoods. Ideally, access to a site should be well-con-

nected with the surrounding area to form a cohesive environment. Overall, the freeway spur has hindered circulation patterns within the Park East redevelopment area and between downtown and neighborhoods to the north.

Physical Access

Vehicular

After the Park East Freeway was constructed, vehicles from I-43 had only three exits offering access to the corridor and its surrounding neighborhoods from ramps at Fourth and Jefferson Streets and Broadway. (2.18 a) With removal of the freeway spur and the reinstatement of the street grid, vehicles will have improved access to downtown Milwaukee from I-43 and more routes to various downtown destinations. (2.18 b)

The exit ramp from I-43 will connect with Sixth Street, where traffic will enter the city onto the expanded six-lane McKinley Avenue. A new Knapp Street lift bridge will connect McKinley Avenue with East Knapp Street to provide connections to Water and Brady Streets and the East Pointe Neighborhood.

Several other local roadways, including Juneau and Ogden Avenues, Martin Luther King Jr. Drive/Old World Third, Broadway, and Sixth, Fifth, Fourth, Knapp, Water, Market, Lyon, Pleasant, and Milwaukee Streets may be expanded, reconstructed, or realigned within the project site to improve traffic flow. New streets through the former Pfister & Vogel site may also be constructed to provide improved public access to the river and service new developments in the area.



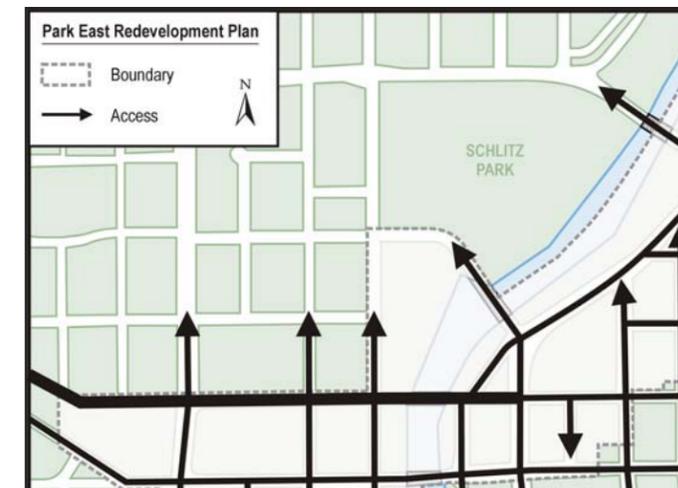
(2.16) Several apartment buildings and condominiums, including the East Pointe Neighborhood buildings, have been constructed in the area where the southern border of the Upper Water Street District overlaps with the northern border of the Lower Water Street District.



(2.17) The western portion of the Upper Water Street District consists of riverfront property that includes the large office complex known as Schlitz Park (above) and the former Pfister & Vogel leather manufacturer (left).



(2.18 a) After the Park East Freeway was constructed, vehicles from I-43 were limited to only three exits – at Fourth and Jefferson Streets and Broadway – to the corridor and surrounding neighborhoods.



(2.18 b) Once the freeway spur is removed and roadways are reconfigured, vehicles will continue to gain access to the corridor and downtown from I-43. However, new roadways will provide vehicles full access to the city street grid system, allowing multiple routes to various destinations.

Pedestrian and Bicycle

The redevelopment area is currently uninviting for pedestrian traffic. The elevated freeway structure creates a visual barrier between neighborhoods. The unattractiveness of the land and perceived lack of safety underneath the freeway discourage pedestrians from crossing between neighborhoods and downtown. (2.19) This problem is particularly evident between Juneau and McKinley Avenues on the west side of the river, and it is also encountered on the east side of the river where the freeway divides northern neighborhoods from Water Street businesses.

Pedestrian travel is important to existing businesses and is expected to enhance with new developments. Public improvements within the project area should make every effort to improve pedestrian connections and create convenient access to, from and among entertainment, shopping, and residential areas.

In addition to new roadways and sidewalks, expanding the RiverWalk provides an opportunity to improve pedestrian movement and expand urban open space opportunities within the project area. A section of the RiverWalk currently runs through Lower Water Street District along Schlitz Park. New sections will be constructed along the new Knapp Street lift bridge on both the east and west sides of the river. New developments are required to follow the *Milwaukee RiverLink Guidelines* to create a continuous riverwalk that links the near north neighborhoods with the lakefront. New riverwalks should meet all ADA requirements for access.

Bicycle travel within the project area is equally as important as pedestrian travel. Bicycles are allowed on the streets, but no dedicated bicycle lanes and few bike racks currently exist within the project boundaries. Water

Street could be enhanced with specially marked bicycle lanes connecting entertainment venues to the south with residential uses and neighborhood commercial uses along Brady Street.

Transit Routes

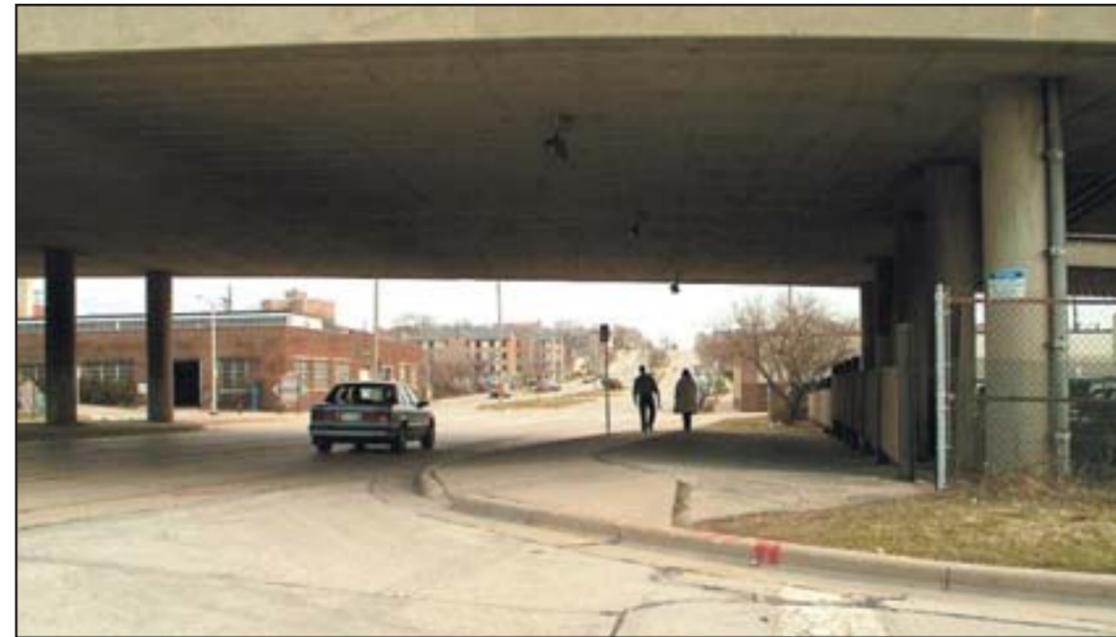
Many public transit routes intersect the project site and connect it with the surrounding metropolitan area. Routes 80, 11, and 143 run along Sixth Street; Route 19 runs along Third Street; and Routes 15 and 57 run along Water Street. The Downtown Connector Study is evaluating routes and transit modes that may potentially intersect or be in close proximity to the project area.

Parking

Because development was not possible under the elevated freeway structure, temporary surface parking lots were constructed to accommodate downtown office workers and students and staff at MSOE and MATC. Consequently, surface parking lots consume approximately 16 acres of land within the corridor and along the river. Surface parking is not the most productive use for the riverfront and prime downtown property.

Removal of the Park East Freeway will open up these lands for development within the transportation corridor. To determine the impact, a parking analysis conducted in 2000 titled *Traffic and Parking Report for Park East Freeway* analyzed parking capacity within the project area during a midday time period and during a major evening event at the Bradley Center. The study found that the existing parking occupancy during the day averaged 66 percent and during the evening event it averaged 64 percent. Since 85 percent is the accepted parking occupancy rate for a specified area, it was concluded that parking within the redevelopment area is highly underutilized.

The parking study also analyzed parking conditions



(2.19) The unattractiveness of the land and perceived lack of safety underneath the freeway discourage pedestrians from crossing between neighborhoods and downtown creating a visual barrier.

after public road improvements are completed and after anticipated redevelopment of the project area occurs. The study found that the existing availability of parking would satisfy evening event demands. Parking that potentially will be replaced by roadway improvements and new development can be accommodated by other existing parking facilities within close proximity, newly built on-site structures as part of private development, and by the addition of on-street parking on new and reconfigured streets.

As part of the private developments, new parking facilities will be built to accommodate proposed new daytime users. The areas that will experience the highest levels of parking demand include the area surrounding the Pabst complex, the entertainment district east of the river, and the area west of the river surrounding reconfigured McKinley Avenue. Opportunities for shared parking facilities between public and private entities and night and day users should be explored. Temporary or permanent surface parking lots as primary uses will be prohibited.

As stated above, many of the existing downtown parking structures are currently underutilized. In response, a new parking system called *Park Once* was created to identify public parking facilities, thereby eliminating visual barriers that prohibit downtown visitors from finding convenient parking.



(2.20) The downtown *Park Once* logo.

Water

The Milwaukee River is a natural asset flowing through downtown. It is navigable for both large and small recreational boats. In recent years, the Milwaukee River has become a tremendous recreational amenity complementing surrounding development. Boat docks and the

RiverWalk allow access to downtown restaurants and shopping for recreational boaters and pedestrians alike. (2.21) Once fully implemented, the RiverWalk will extend along the river from the former North Avenue Dam, through the Third Ward to the lakefront. Maintaining public access to the river is required of all new development projects built along the riverfront. The guidelines for riverfront development are outlined in the *Milwaukee RiverLink Guidelines*.

INFRASTRUCTURE

Utilities

The project area is generally well-served by all major utilities including sewer, water, electric, and gas. Street improvements may require additional utilities when constructed to serve local development needs. Detailed information is available within Document 3: Development Code or can be obtained from the City of Milwaukee Department of Public Works.

Easements

There are several easements within the redevelopment area that may potentially impact developable land. The air space easement that currently prohibits development under the Park East Freeway will be lifted to allow new development once the spur is removed and roadway improvements are completed. An 84-inch storm sewer extends through the corridor from the Hillside Interchange to the Milwaukee River. An alley will be constructed over this easement on certain blocks. Other sewer easements within the area include but are not limited to:

- A section on the former McKinley Avenue between Dr. Martin Luther King Jr. Drive and Fourth Street.



(2.21) Boat docks along the Milwaukee River allow access to downtown restaurants and shopping for recreational boaters. Once fully implemented, the RiverWalk will extend from the former North Avenue Dam along the river through the Third Ward and to the lakefront.

- A 30-foot easement on the parcel bounded by Knapp and Water Streets and Broadway.
- An easement on the Edison Street corridor.
- MMSD sewer tunnel on the north side of Water Street.

Streets

Streets will be configured to maximize development parcel sizes and improve traffic flow throughout the project area. The remaining freeway spur will be redesigned to connect with Sixth Street, where traffic will be directed to the expanded six-lane, at-grade McKinley Avenue. A new lift bridge will connect McKinley Avenue with Knapp Street.

Several local roadways, including Broadway, Martin Luther King Jr. Drive, McKinley, Juneau, and Ogden Avenues, and Sixth, Fifth, Fourth, Old World Third, Knapp, Water, Market, Lyon, Pleasant, and Milwaukee Streets may be expanded or reconstructed within the project area to improve traffic flow and reinstate the traditional street grid system. New streets through the former Pfister & Vogel site may be built to service new developments. Alleys may be incorporated in the project area to allow rear-building access.

Lighting

The city will install permanent street lighting, traffic signals and other traffic control facilities (where appropriate) during and after road construction. New or reconstructed roadways may contain both high-level and pedestrian-level lights.

ENVIRONMENTAL

Topography

The majority of the project area has flat to rolling terrain that is generally sloped toward the Milwaukee River. A few steep slopes will have implications on future development. One is

located below the Pabst complex on the south side of McKinley Avenue and the others are located in Upper Water Street District on the east side of the river. Construction in these areas will require grade leveling and possibly retaining walls.

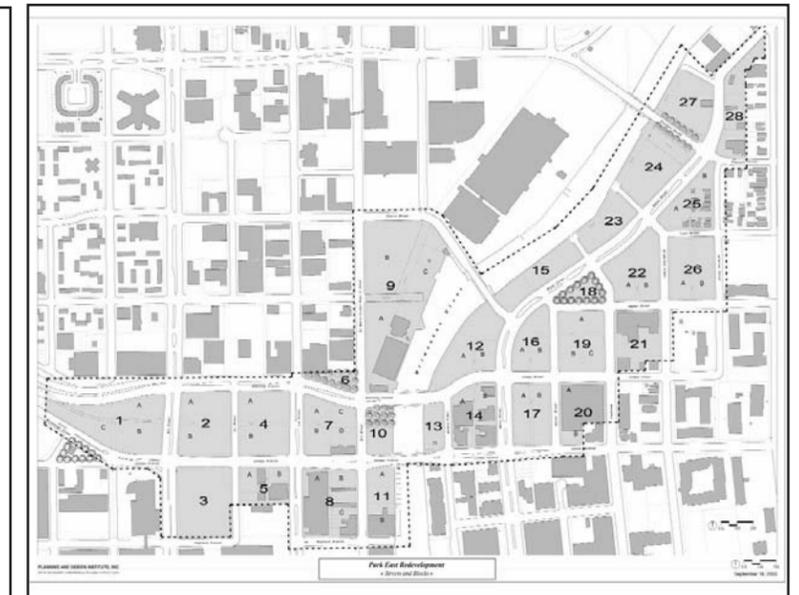
Soils and Environmental Impacts

The soils contained within the project site have been impacted by prior uses. Debris material brought in as fill during freeway construction ranges from 5 to 22 feet throughout the corridor. The largest concentration of debris material is found near the Hillside Interchange. The fill consists mainly of construction materials, such as concrete, asphalt, and brick, which were left behind after the buildings were demolished for freeway construction. The underlying native soils are layers of silty sand and silty clay. Bedrock in the area can be encountered at 80 to 100 feet.

Before the start of roadway improvements, an analysis of the existing soil conditions was conducted to determine the extent of environmental impacts within the Park East Freeway Corridor. A Phase I Environmental Assessment was conducted to determine the historical land uses of the redevelopment area. The study indicated that prior to the construction of the freeway, the land contained primarily commercial and industrial uses such as junkyards, truck terminals, print shops, foundries, and gas stations. (2.22)

Given the potential that several parcels contained environmental contamination, a Phase II Environmental Assessment was conducted. The analysis revealed that the soil contamination in the Park East Freeway Corridor is typical of urban fill areas. In most instances, if left in place and maintained with institutional controls, the observed concentrations do not present an environmental concern. However, in many areas, if the fill is excavated, it could not be disposed of as a clean fill. The groundwater impacts are generally low and could likely be addressed through monitored natural attenuation. The Environmental Impact Map shows approximate locations

Historical Land Uses Park East Freeway Corridor		
Block	Location	Prior Land Uses
1	N. 8th and Winnebago	Machine and printing shops, auto salvage, coppersmith shop, ink and chemical companies
1	N. 7th and Winnebago	Paint and machine shops, auto salvage, printing business, auto repair shop, metal goods manufacturing
1	N. 6th and W. Juneau	Transport companies, auto/truck garages, ink and chemical companies, lithography and printing business
2	N. 5th and W. Juneau	Gas station (underground storage tanks), printing and stereotyping business, junkyard, a foundry
4	N. 4th and W. Juneau	Machine manufacturing, carriage and auto manufacturing
7	N. 4th and McKinley	Carriage repair shop, junkyard, plating business, printing business, a gas station
10	N. 3rd and W. Juneau	Shipping and receiving warehouse
12	N. Edison and N. Water	Milling business, wood/coal storage
12	E. Knapp and N. Water	Machine shop, blacksmithing business, cleaning products business, a gas station
13	N. Edison and E. Juneau	Fuel/coal business, a gas station
14	N. Edison and E. Knapp	Oil company, auto garage
16	N. Water and E. Knapp	Motion picture producer, county morgue, electrical motor and transformer repair business, auto repair garage, steel manufacturing
18	N. Water and E. Ogden	Sign manufacturing, lumber company, electric motor company
19	E. Knapp and N. Broadway	Transportation company and garage, machine shop and printing business
22	E. Ogden and N. Broadway	Boat service shop
26	E. Ogden and N. Jefferson	Auto building, carpenter shop, stables



(2.22) (Left) The historical uses of the redevelopment area were researched to determine potential environmental impacts. Prior to the construction of the freeway spur, the land contained primarily commercial and industrial land uses. The chart corresponds to the block number map above, which demonstrates the block and street configurations outlined in Chapter Three: Proposed Land Use.

It is expected that new development within the project area will be consistent with the guidelines set forth in the *Milwaukee Downtown Plan*. The plan is available at the City of Milwaukee Department of City Development.

Milwaukee RiverLink Guidelines

Because the Milwaukee River intersects a portion of the project area, developments taking place along the river's edge must be consistent with the recommendations set forth in the *Milwaukee River Design Guidelines* and the *Milwaukee RiverLink Guidelines*. The primary objective of the guidelines is to restore the Milwaukee River as a natural resource and a recreational amenity. In order to improve public access to the Milwaukee River, the *Milwaukee RiverLink Guidelines* propose a series of riverwalks – to become one continuous riverwalk – along both sides of the Milwaukee River from the former North Avenue Dam to the harbor entrance. The guidelines for river developments are set forth in Section 295-91.0021 of the Milwaukee Code of Ordinances titled “Milwaukee RiverLink Site Plan Review Overlay District.” A copy of the documents and the ordinance are available at the City of Milwaukee Department of City Development.

Milwaukee Code of Ordinances

All applicable rules contained within the Milwaukee Code of Ordinances remain in effect for the Park East redevelopment area and should be referenced for development purposes. The redevelopment area is currently zoned various C9 Downtown Districts as well as other industrial, residential, and commercial districts. The Park East Redevelopment Plan recommends changing the zoning to C9B(A) to allow the desired mix of uses within the redevelopment corridor as outlined in the plan. Document 3: Development Code discusses zoning changes and further regulations.

Sources for Site Analysis

- *Environmental Assessment for the Park East Freeway*. Wisconsin Department of Transportation, October 2000.
- *Technical Memorandum: Environmental Liability Management Evaluation, Park East Corridor Redevelopment*. Prepared by HNTB Corporation, Oct. 29, 2001.
- *Technical Memorandum: Summary of Soil and Groundwater Impacts, Park East Corridor Redevelopment*. Prepared by HNTB Corporation, December 2001.
- *Traffic and Parking Report for Park East Freeway*. Prepared by HNTB Corporation and CH2M Hill, December 2000.