

## Chapter 2: Information Gathering and Analysis

### 2.1 Area profile/maps.

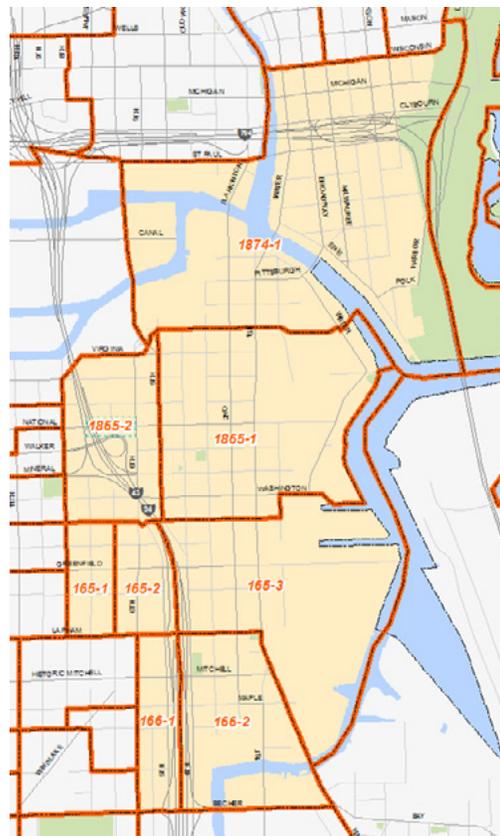
#### 2.1.1 Population.

Walker’s Point is a diverse neighborhood with a growing population. Based on 2010 Census data, Walker’s Point has an estimated population of 4,292 residents (the population of Census Tract 1874, which spans Walker’s Point and the Third Ward is prorated based on the total percentage of housing units in Walker’s Point for the purpose of this estimate). The population of the northernmost portion of Walker’s Point, north of Florida Street, quadrupled between 2000 and 2010.

Walker’s Point has a diverse population with no racial or ethnic majority, with 48% of Walker’s Point residents identifying as Hispanic, 38% white, 10% black, and 4% as other races. However, these racial and ethnic groups are not uniformly dispersed throughout the neighborhood. As the chart and map below demonstrate, the northern portion of the neighborhood is predominantly white, while the southern portion of the neighborhood has a majority Hispanic population.

The table below shows U.S. Census tracts and data for Walker’s Point Census tracts and block groups.

*Note: Census Tract Block Group boundaries do not align exactly with boundaries of the Walker’s Point neighborhood. For the chart (right), “split tracts” that span the Walker’s Point boundaries have been prorated based on the share of housing units within the Block Group in Walker’s Point.*



Census Tract	Census Block Group	Total Population	Hispanic or Latino	White Non Hispanic	Black Non Hispanic	American Indian Non Hispanic	Asian Non Hispanic	Other Non Hispanic	Multiracial Non Hispanic	Minority Population
1874	1	843	3%	87%	5%	0%	3%	0%	1%	13%
1865	1	879	45%	43%	6%	1%	1%	0%	2%	57%
1865	2	788	72%	16%	8%	1%	1%	0%	2%	84%
165	3	687	66%	17%	11%	1%	1%	0%	3%	83%
166	2	1,095	54%	27%	16%	1%	0%	0%	2%	73%
<b>Total</b>		<b>4,292</b>	<b>48%</b>	<b>38%</b>	<b>10%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>62%</b>

The following statistical profile shows a district with great socioeconomic diversity in the categories of age; race and ethnicity; school enrollment; educational attainment; household types and sizes; employment status; income; types of owner-occupied property; land use; and property values. Overall statistics for the City of Milwaukee are included for comparison.

SEX AND AGE <sup>1</sup>	VALUE	PERCENT	CITYCOMP
Total population	8,823	100.0%	100.0%
Male	4,588	52.0%	47.9%
Female	4,235	48.0%	52.1%
Under 18 years of age	2,009	22.8%	26.9%
18 to 20 years of age	311	3.5%	5.8%
21 to 61 years of age	5,881	66.7%	55.8%
62 to 65 years of age	200	2.3%	2.3%
65 years or older	422	4.8%	9.2%
Median age	30.7	-	-
RACE AND ETHNICITY <sup>1</sup>	VALUE	PERCENT	CITYCOMP
White	3,714	42.1%	37.0%
Black or African American	908	10.3%	38.9%
Hispanic or Latino (of any race)	3,985	45.2%	17.3%
American Indian and Alaska Native	53	0.6%	40.0%
Asian alone	41	0.5%	3.6%
Native Hawaiian/Pacific Islander	0	0.0%	0.0%
Some other race	31	0.0%	0.1%
Two or more races	88	1.0%	2.6%
SCHOOL ENROLLMENT <sup>1</sup>	VALUE	PERCENT	CITYCOMP
Population 3 years and over enrolled	2,091	100.0%	100.0%
Nursery school, preschool	61	2.9%	2.8%
Kindergarten	195	9.3%	8.8%
Elementary school (grades 1-8)	876	41.9%	37.0%
High school (grades 9-12)	398	19.0%	19.4%
College or graduate school	561	26.8%	31.9%
EDUCATIONAL ATTAINMENT <sup>1</sup>	VALUE	PERCENT	CITYCOMP
Population 25 years and over	5,887	66.7%	-
Less than 9th grade	641	10.9%	7.0%
9th to 12th grade, no diploma	787	13.4%	11.8%
High school graduate (or	1,203	20.4%	30.7%
Some college, no degree	1,016	17.3%	21.8%
Associate's degree	285	4.8%	6.5%
Bachelor's degree	1,204	20.5%	14.5%
Graduate or professional degree	751	12.8%	7.6%
HOUSEHOLDS BY TYPE <sup>1</sup>	VALUE	PERCENT	CITYCOMP
Total households	3,885	100.0%	-
Family households (families)	1,531	39.4%	56.0%
With own children under 18 years	865	22.3%	29.8%
Married-couple family	760	19.6%	28.0%
With own children under 18 years	346	8.9%	12.0%
Female, no husband present	203	5.2%	22.0%
With own children under 18 years	292	7.5%	14.5%
Nonfamily households	2,354	60.6%	44.0%
Householder living alone	1,853	47.7%	35.0%
65 years and over	160	4.1%	8.5%
Average household size	2.4	-	2.5
Average family size	3.2	-	3.4
EMPLOYMENT STATUS <sup>1</sup>	VALUE	PERCENT	CITYCOMP
Population 16 years and over	6,989	100.0%	100.0%
In labor force	5,031	72.0%	65.6%
Civilian labor force	5,031	100.0%	100.0%
Employed	4,522	89.9%	90.9%
Unemployed	509	10.1%	9.1%
Armed Forces	0	0.0%	0.0%
Not in labor force	1,958	28.0%	34.4%
Median household income	\$ 38,010	-	\$ 35,167
Per capita income	\$ 30,637	-	\$ 19,229

OWNER OCCUPIED PROPERTY <sup>2</sup>	VALUE	PERCENT	CITYCOMP
All residential	858	57.9%	66.5%
Single-family	42.7	65.5%	77.4%
Duplex	6.6	38.6%	45.4%

LAND USE <sup>2</sup>	ACRES	PERCENT	CITYCOMP
All property	389.3	99.1%	99.7%
Single-family	30.7	7.9%	72.1%
Duplex	16.1	4.1%	3.2%
Multi-family	11.0	2.8%	2.0%
Mixed use	23.2	6.0%	0.5%
Wholesale & retail trade	37.5	9.6%	1.5%
Services, finance & insurance	14.6	3.8%	2.2%
Mixed commercial	27.0	6.9%	1.0%
Manufacturing, warehousing	74.8	19.2%	2.4%
Trans., Communication, Utilities	88.7	22.8%	4.4%
Public & quasi-public buildings	13.4	3.4%	3.2%
Public parks & open space	10.7	2.7%	4.6%
Vacant land	41.6	10.7%	2.5%

UNDERUTILIZED PROPERTY	VALUE	PERCENT	CITYCOMP
City owned foreclosures (Res.) <sup>3</sup>	3	0.3%	0.8%
City owned foreclosures (Com.) <sup>3</sup>	1	0.8%	1.6%
City owned vacant lots <sup>3</sup>	5	0.3%	1.6%
Mortgage foreclosures <sup>2</sup>	4	0.5%	0.8%
Tax Delinquent residential (2+ years) <sup>2</sup>	61	7.1%	4.3%

1. 2009-2013 American Community Survey 5-year estimates, tracts 165, 166, 1865, 1874  
 2. Milwaukee Master Property File, March 2015  
 3. City of Milwaukee Real Estate Division, March 2015

### 2.1.2 Recent Investments.

During the last decade, Walker's Point has seen new investment at a pace that may be unmatched among Milwaukee neighborhoods.

Businesses are finding space to be productive and innovative in newly constructed and extensively renovated buildings, as well as older buildings offering lower rents to start-up firms.

Multi-tenant office buildings such as 234 W. Florida Street, 166 S. 1st Street and the office space at South Water Works (201 E. Pittsburgh Avenue) are attracting businesses focused on information technology, software development, advertising and marketing.

The City has also made public sector investments in the form of several Tax Incremental Districts in Walker's Point.

In a project that is at the forefront of the Milwaukee region's effort to position itself as a worldwide leader in water technology, the building at 247 W. Freshwater Way was recently redeveloped as the Global Water Center to house water-related businesses and research facilities. The building





businesses. The buildings at 133 W. Pittsburgh Avenue and 228 S. 1st Street alone house over 30 small, creative sector businesses. These two buildings are representative of buildings that have not been renovated and where rents are in the \$6 to \$8 per square foot range on a gross basis. Most of these lower priced work spaces have few amenities and tenant improvements are typically paid directly by the tenant.

One of the most striking things that visitors to Walker's Point are likely to notice is all of the new construction and substantial rehabilitation that has occurred in recent years. The Point On The River, a 12-story mixed-use condominium building that welcomes visitors arriving from the north, was described in Chapter 1. Karl Kopp's of Kopp's Custard fame, is currently renovating a historic building at 100 E. Seeboth as a pizza restaurant and bar.

Further to the south, the \$7 million Clock Shadow building at 538 S. 2nd Street set a new benchmark for sustainable development when it was designed by Continuum Architects + Planners and developed by Fix Development LLC. More than 50% of the materials used to construct the Clock Shadow building were recycled or salvaged and the building includes a green roof and a geothermal heating and cooling system. Just as important to supporting the development goals of the neighborhood as the sustainable construction methods, the building provides a home to local health service agencies and is anchored by the Clock Shadow Creamery cheese factory.

The Clock Shadow building complements other recent projects in Walker's Point that have brought new jobs into the area or preserved existing ones. These include the Vetter Denk building, home to the architecture firm of the same name, at 161 S. 1st Street, completed in 2008.

Across the street at 141 S. 1st Street, Castings Point is a new three-story commercial building on a triangular site that includes underground parking. This building serves as a gateway to Walker's Point for those entering from the north. It is also one of Milwaukee's boldest modern statements featuring a steel stud exterior with metal wall panel and fiber cement board cladding.

The one-story building at 540 S. 1st Street was rehabilitated and re-landscaped by Independence First, an agency that provides 20 different programs for persons with disabilities.

Since its 2008 opening in a renovated 1907 loft building, the Iron Horse Hotel at 500 W. Florida St. has ascended the lists of Milwaukee's highest rated hotels.

Across South 6th Street from the Iron Horse is one of the city's largest office complexes and also a sterling example of historic reuse. The Tannery at 600 W. Virginia Street is a 400,000 square foot commercial campus consisting of seven historic buildings constructed in the late 19th century that housed the Pfister & Vogel Leather Company. Vacancy rates at The Tannery are currently lower than its peer complexes in surrounding suburban municipalities.



Since its recent conversion from factory to office space, the six-story Everitt Knitting building at 234 W. Florida Street has gained a number of firms of various sizes who are attracted by its combination of traditional and modern architectural styles.

Contributing to Walker's Point's reputation as an up and coming center of Milwaukee's arts and culture scene, the South Water Works mixed-use project includes a new home for the Next Act Theatre at 255 S. Water Street featuring a 150-seat theater, offices, and rehearsal space. South Water Works also includes 107 residential units in two buildings with a third building currently being rehabilitated. The first phase was completed in May 2009, when the 55-unit Bridgeview Apartments opened at 235 E. Pittsburgh Avenue. A building at 201 E. Pittsburgh Avenue is also being renovated for commercial use.

Both the Milwaukee Brewing Company and the Great Lakes Distillery have continued to grow after relocating to Walker's Point from elsewhere in Milwaukee and add to the eclectic mix of entertainment options available in the neighborhood while also serving as food and beverage sector production facilities. Another newcomer to Walker's Point's entertainment scene is 88Nine Radio Milwaukee, who renovated the building at 158 S. Barclay Street to serve as its new offices, broadcast facility and performance venue.



A growing contingent of reconstructed or repurposed buildings that have brought new residents into Walker's Point includes:

- Junior House Lofts, 50 units, 710 S. 3rd Street (completed 2012-13)
- Water Street Loft Condominiums, 49 units, 200 and 210 S. Water Street (completed 2005-06)
- The Waterfront Condominiums, 64 units, 130 S. Water Street (completed 2004-05)
- Teweles Seed Tower, 115 units, 222 S. 3rd Street
- Historic Fifth Ward Lofts, 133 W. Oregon Street

In August of 2014, work began on the Brix Apartment Lofts project. The \$20 million project will convert a 106-year-old, seven-story former Ziegler Candy Factory just east of the Iron Horse Hotel into 98 market-rate apartments and 17,000 square feet of commercial space. In addition, a parking structure will be built between the



Iron Horse Hotel and Florida Lofts to provide public parking and a rooftop public plaza. In the future, a skywalk could be built from the structure over the railroad tracks to the north to better connect Florida Street to the Reed Street Yards. A recently approved amendment to the Reed Street Yards Tax Incremental District will provide funding for the parking structure, streetscaping and a bikeshare station planned for this location.

In late 2014 plans were finalized for a \$47 million mixed use development on the corner of S. 1st Street and Greenfield Avenue that will include 72 units of new housing, retail and future office space, and a 42,000 square foot grocery store that responds to long-standing neighborhood desire for a full service grocery store in the Walker's Point neighborhood. The project builds on a growing residential market in Walker's Point and Bay View and dovetails with the recent opening of the new UWM School of Freshwater Sciences further east on Greenfield Avenue. The City of Milwaukee provided tax incremental financing to support this project, including environmental remediation and the creation of a 40-foot long water element along Greenfield Avenue.

All of these new developments have been accompanied by a proliferation of new bars and destination restaurants, particularly along South 2nd Street and National Avenue.



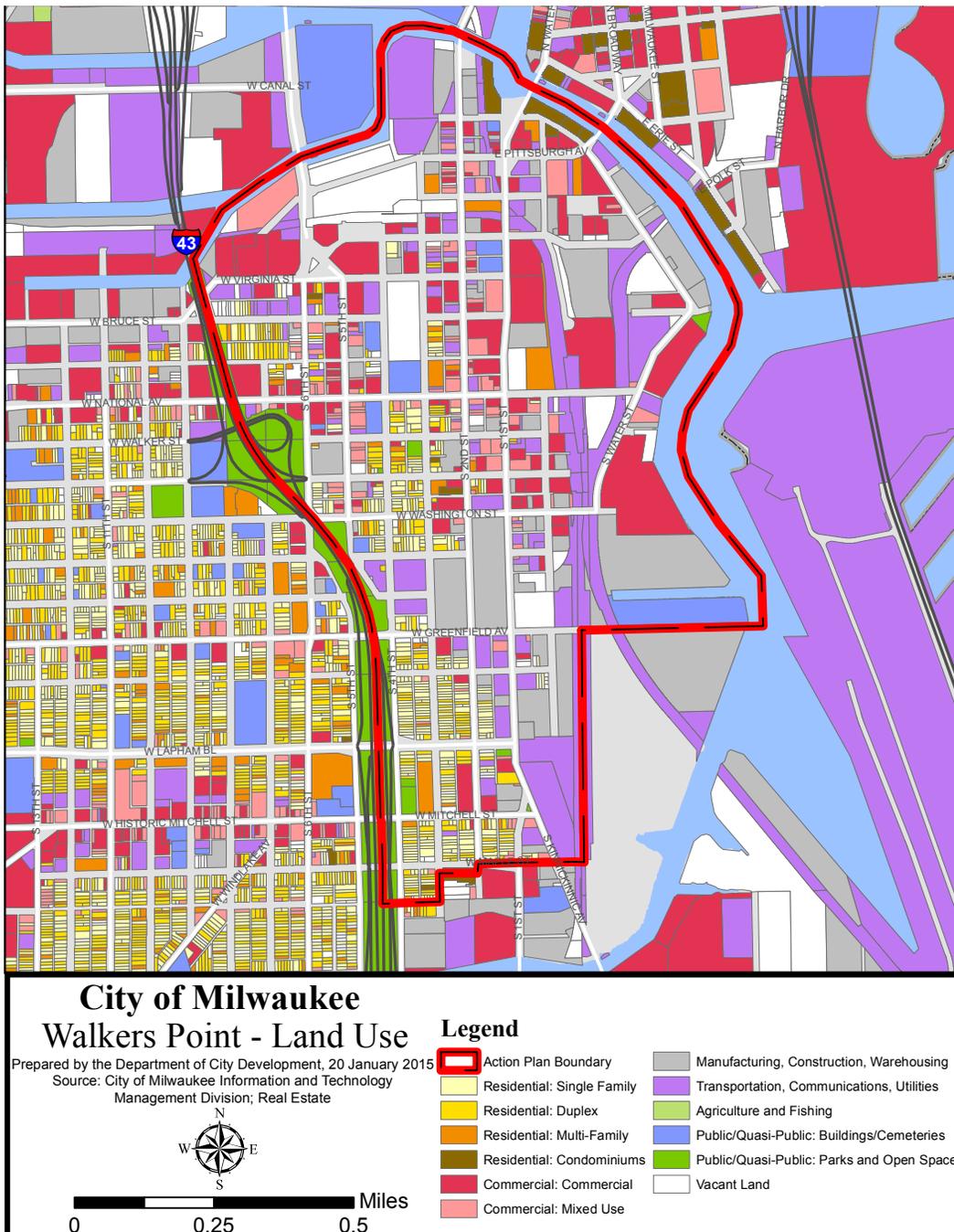
### 2.1.3 Housing Conditions.

In 2000, the wave of redevelopment crossed the Milwaukee River from the Third Ward and moved south into the northern part of Walker's Point. Over 250 condominiums were built, primarily along the river, along with sections of riverwalk. Between 2000 and 2014, 290 units of affordable and 370 market rate apartments were completed. Overall construction permits in Walker's Point from January 2011 – March 2014 include 93 projects totaling an estimated \$24 million in construction costs. The least expensive projects tend to be the rehabilitation of existing homes, restaurants, offices and retail establishments. The most expensive projects on the list with construction costs in excess of \$20 million are not surprisingly, manufacturing, institutional (school or government) and multi-family residential buildings or complexes.

The new apartments and condos have attracted a significant number of empty nesters and younger professionals adding to the energy and “vibe” of Walker's Point, as well as the market for goods, services, entertainment and cultural opportunities. Many new residents are here because they prefer a historic walk-to-work neighborhood with good transit options. Many appreciate the diversity of the resident population. Of the 910 units, about one-third are new construction and two-thirds are in renovated warehouse buildings. For a variety of reasons, Walker's Point has become a desirable and dynamic real estate market, leading to some concern among longer-term residents about gentrification.

Prior to the year 2000, Walker's Point residents mostly lived in neighborhoods of single family and duplex houses, with a smattering of apartments and townhouses. The three traditional neighborhoods were, 1) the "original" historic Walker's Point neighborhood between National Avenue and Scott Street on both sides of South 3rd and South 4th Streets, 2) a small neighborhood to the northwest centered around Pierce Street and South 8th Street, and 3) the Clock Tower Acres neighborhood

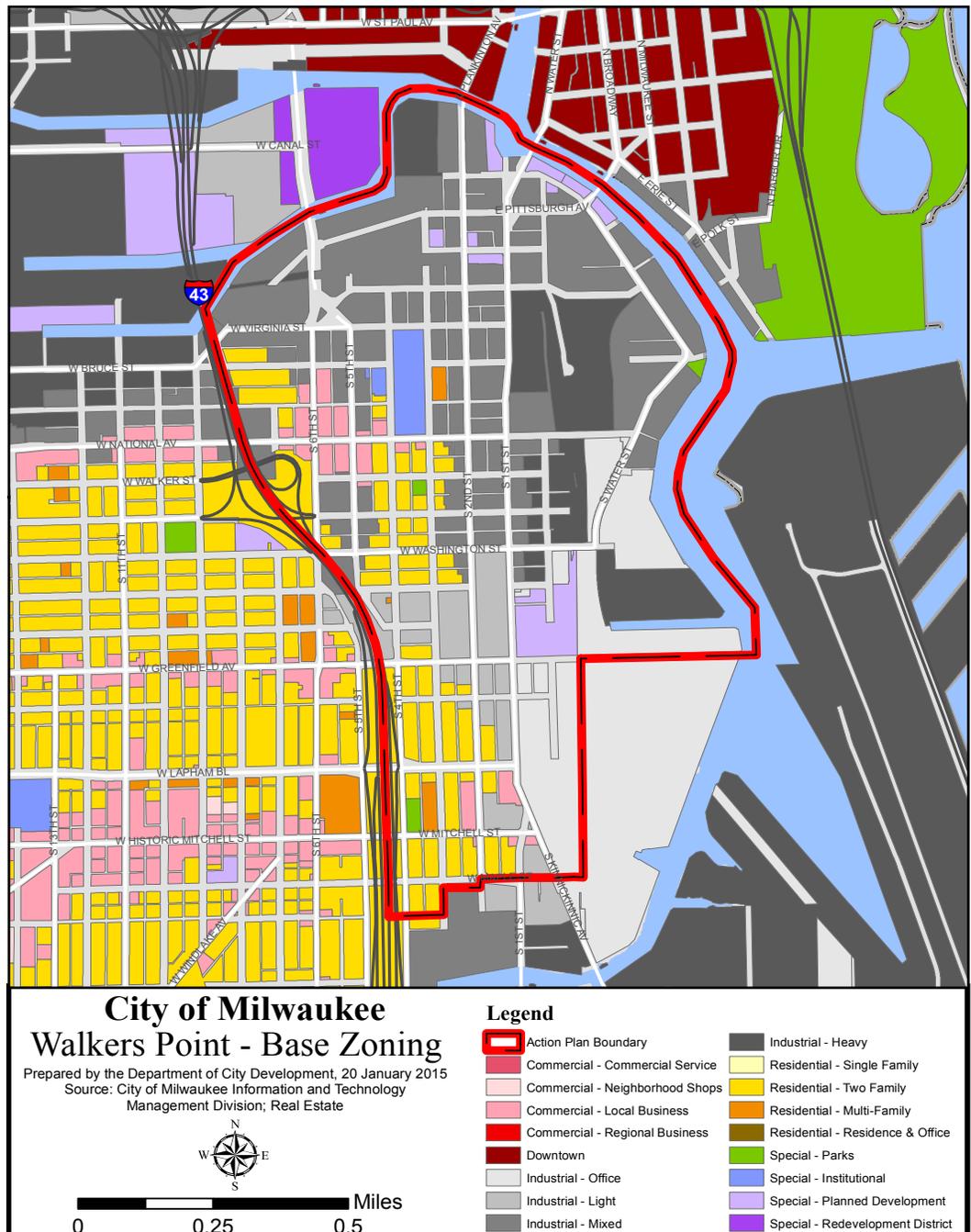
extending south from Rockwell Automation (formerly the Allen-Bradley Company), including Greenfield Avenue and extending south to Burnham Avenue between I-43 / I-94 on the west and South 1st Street on the east. The styles of the homes in these areas are a nineteenth century scrapbook, varying from brick mansions to Victorian cottages, sitting side by side on adjacent lots. Clock Tower Acres has many classic Polish flats, a type of small wooden frame house that has an original first story raised above a lower level garden unit.



In general, the homes on Pierce and Bruce streets show more signs of disinvestment and have a relatively lower market value than the other two neighborhoods. According to a Market Value Analysis prepared for the City of Milwaukee, in 2012 homes in the Pierce/Bruce neighborhood sold for an average price in of \$44,000 versus \$63,000 for the other two Walker’s Point residential neighborhoods. Those two neighborhoods have moderate to average values--sales in the \$40,000 to \$70,000 range--and are in relatively stable condition, although there

are a number of homes in need of rehabilitation. There have been a number of distressed foreclosed homes that have sold for less, while one particularly well maintained historic home commanded a price of \$235,000. Tax delinquencies, foreclosures, vacant and city-owned property are also rare in these two neighborhoods.

While current prices of the single family homes that make up the southern portion of the neighborhood remain affordable for households across a wide income spectrum,



there is concern that continued development pressure will eventually lead to displacement of existing long term residents.

### 2.1.4 Zoning.

Understanding existing zoning is important because the City's Zoning Ordinance controls the range of allowable land use within Walker's Point. In cases where the current zoning may not be consistent with future desired land uses, an Action Plan such as this one, can identify specific parcels or areas where the zoning should be changed, and can recommend both land uses and design standards other than what is allowable under the current zoning.

However, the zoning in Walker's Point generally works, or is consistent with both current and anticipated land use. The northern part of Walker's Point that shows the greatest diversity of land use is anticipated to remain that way. The residential neighborhoods and manufacturing/construction/warehouse district is anticipated to remain relatively unchanged. The only exceptions have been on the fringe, for example, the conversion of some former manufacturing sites to retail or mixed use along South 1st Street such as the Freshwater Plaza at South 1st Street and Greenfield Avenue.

The majority of the northern part of Walker's Point where the greatest transition in land use is occurring (Florida Street and north to Downtown and the Third Ward) is already zoned Industrial Mixed (IM), which is Milwaukee's most flexible zoning classification as it permits many residential, commercial and light manufacturing land uses.



Under IM zoning, a generous mix of residential, commercial (retail and office) and entertainment is permitted. Only heavy manufacturing is designated a special use (subject to a case-by-case review) and intense manufacturing are not permitted.

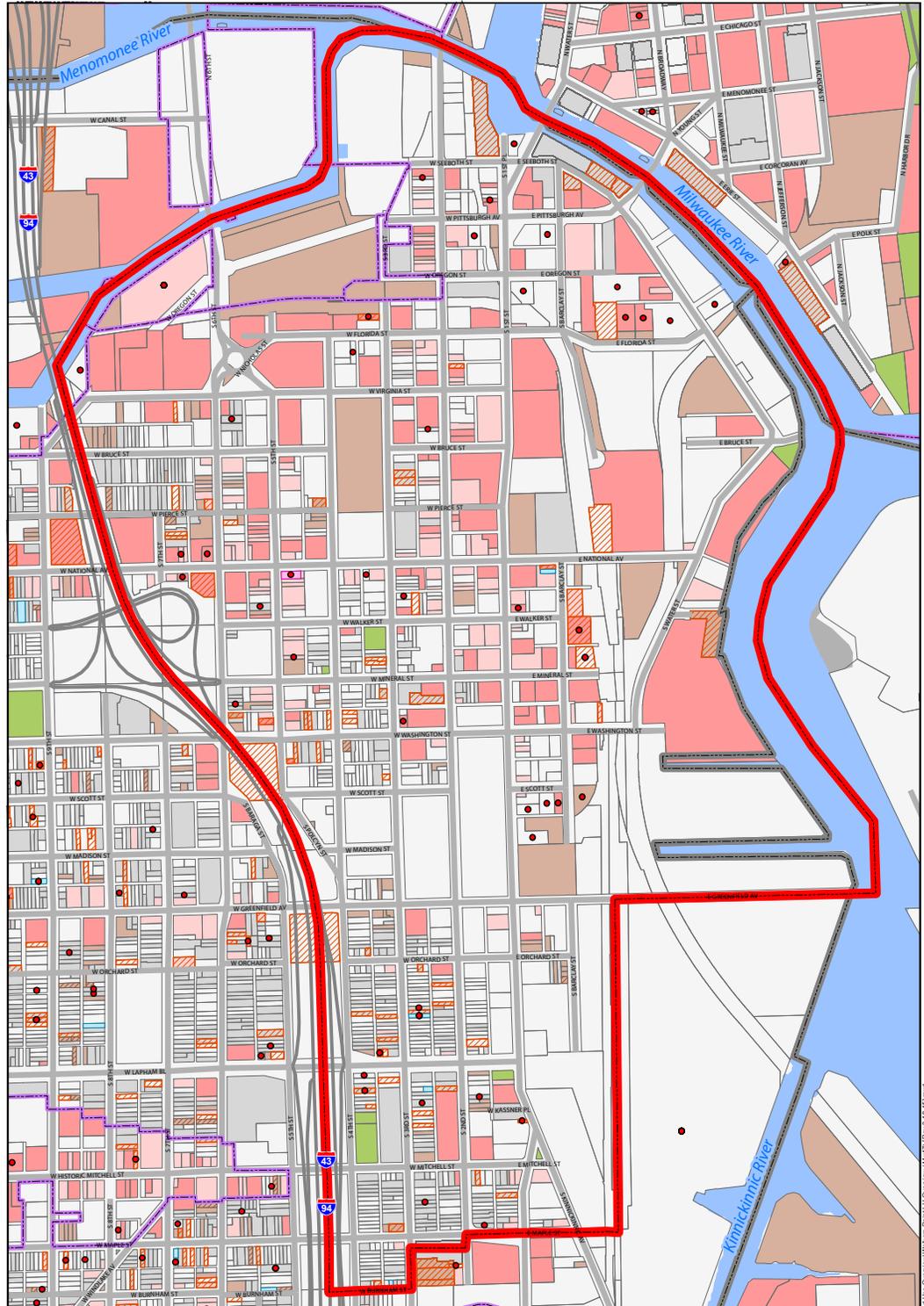
There is land zoned for Industrial Heavy (IH) and intense manufacturing further to the east in the Port of Milwaukee Redevelopment Project Area.

Parking structures, either as a principal or accessory use, are a "limited" use subject to "limited use standards" and governed by the design criteria included in the code.

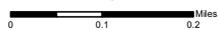
If the current zoning is not flexible enough to meet project requirements--provided the project is consistent with goals of the Near South Side Plan and this Action Plan--the City offers the option of converting zoning to General Plan Development (GPD) or Detailed Plan Development (DPD). Implementing the GPD or DPD would then require utilizing the formal zoning change process and the associated public involvement, review, and approval processes.



WALKER'S POINT  
STRATEGIC ACTION PLAN



### City of Milwaukee Walker's Point Study Area



Prepared by the Department of City Development Planning Division, 18 March 2015  
Source: City of Milwaukee Information and Technology Management Division; Real Estate

#### LEGEND

- |                                |                               |
|--------------------------------|-------------------------------|
| City, Non-Residential Building | Non-Owner Occupied            |
| City, Residential Building     | Tax Delinquent 2+ Years       |
| City, Vacant Land              | Business Improvement District |
| Private, Commercial Building   | Aldermanic District           |
| Private, Mixed Use Building    | Parks                         |
| Private, Vacant Land           | Water                         |
| Vacant Building                |                               |

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### 2.1.5 Land use/susceptibility to change/snapshot of available real estate.

A number of maps were created to illustrate the current land uses in Walker’s Point as well as highlight areas and parcels that may be susceptible to change, including future redevelopment.

“Susceptible to change” is a concept used to emphasize opportunities to improve an area. The susceptible to change category typically includes city-owned surplus land, vacant lots or underutilized parking lots, tax delinquent property (two years or more), and absentee-owned property. Properties that are vacant, underutilized, or have seen very little investment for a long time (many absentee-owned properties fit this description) eventually reach the end of their current use. Planning can help inform decisions regarding future uses and investments in these properties. Conversely, parcels that are serving a productive purpose don’t tend to need much attention. Susceptible to change is not an official designation; rather, it is a working designation and an informal way of identifying potential focus parcels, land assemblies, or underperforming parcels that can be used for the planning process.

Another method of determining properties that are susceptible to change is to review those properties listed for sale at a given time. Despite (and perhaps because of) all of the recent successful renovations of Walker's Point properties, there are currently a large number of parcels for sale. The listing below includes a selection of industrial and mixed use properties that were listed for sale as recently as the end of 2014.

**Walker's Point Industrial Space - Partial List  
Currently For Sale:**

112 S. SECOND ST.  
NORTH SECTION -  
LINDSAY BUILDING



505-507 S. FIFTH ST.



126 S. SECOND ST.  
LINDSAY BROTHERS  
BUILDINGS



507 S. SECOND ST.



115 S. SECOND ST.



644 S. FIFTH ST.



160 S. SECOND ST.  
WALSH BUILDING



1100 S. BARCLAY ST.



169-171 S. SECOND ST.



1212 S. FIRST ST.

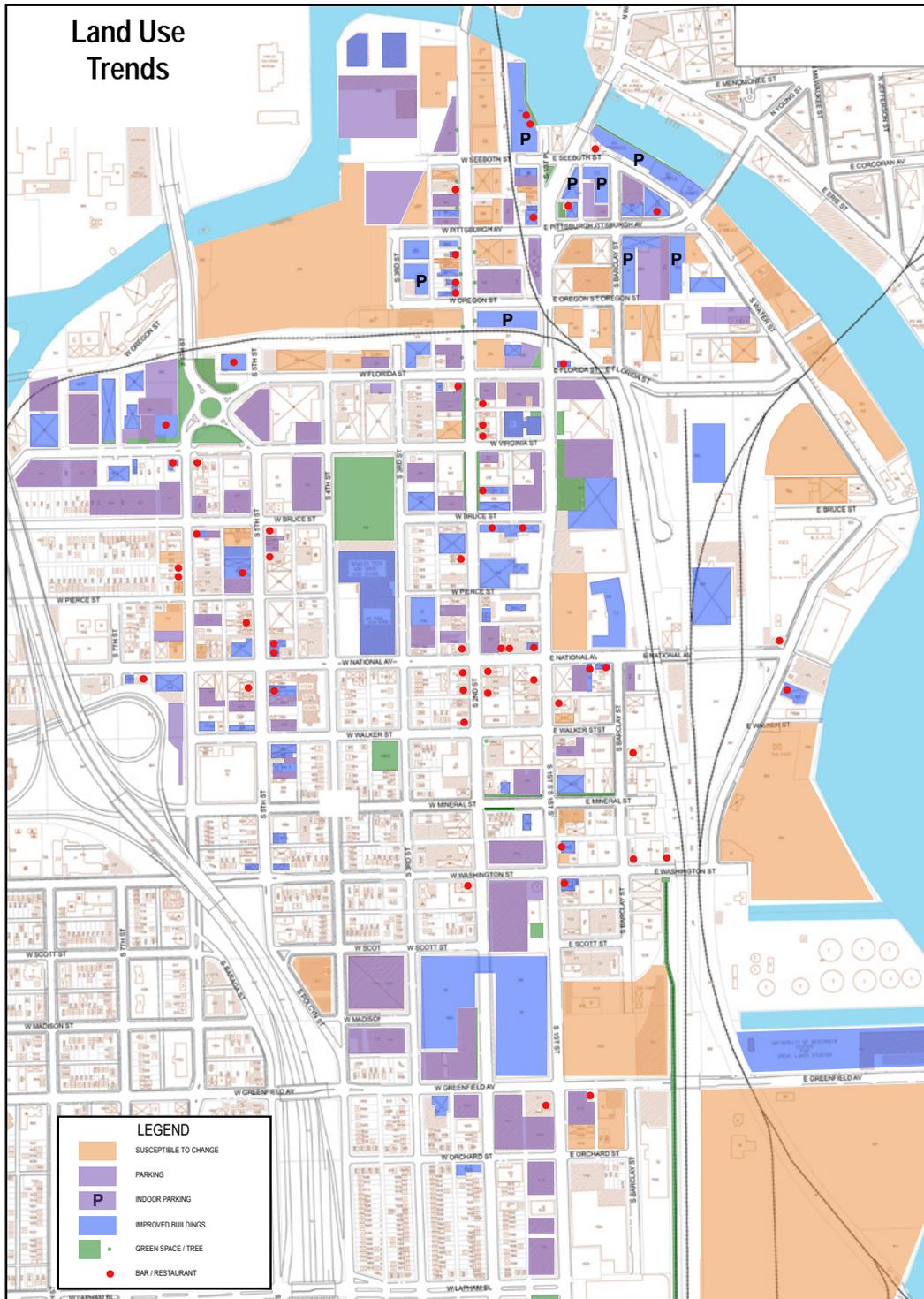


420 S. FIRST ST.



The “Land Use Trends” map shows the standard City of Milwaukee land use map symbols. Based on field investigation and extensive photography, the map was color coded to specifically include: parking lots; properties that have experienced major recent reinvestments; properties that were thought to be susceptible to change based on condition, occupancy, and anecdotes,

e.g. owner is willing to sell; and bars and restaurants. Some of the larger privately owned vacant parcels, such as the Reed Street Yards Global Water Technology Park (labeled “Freshwater” in the northern part of the map) are clearly susceptible to change because they are undergoing active redevelopment, where other parcels may only be susceptible to change based on an owner’s



decision to pay or not pay property taxes, to redevelop a property to its fullest potential (or not), or ability to find the right buyer, etc. These broader categories of ‘susceptible to change’ were selected to align with a number of the issues identified for study in the Walker’s Point Action Plan. A standard land use map is presented as well.

An equally important map of Walker’s Point is one indicating type of ownership and status, two variables related to susceptibility to change. The map combines a number of databases at the parcel level. It is worth noting that the City owns little non-residential property and only a handful of residential and vacant properties in the study area due to foreclosures. This situation contrasts sharply to many of Milwaukee’s older neighborhoods and showcases the relative stability of the Walker’s Point residential real estate market.

There are also large vacant properties along S. 2nd Street north of Florida Street. A number of vacant buildings are clustered in the area of South 5th and South 6th Streets and West National Avenue as well as South 2nd Street north of Oregon Street, East Florida Street, and in the heavily industrialized area along South 1st Street between West National and Greenfield Avenues.

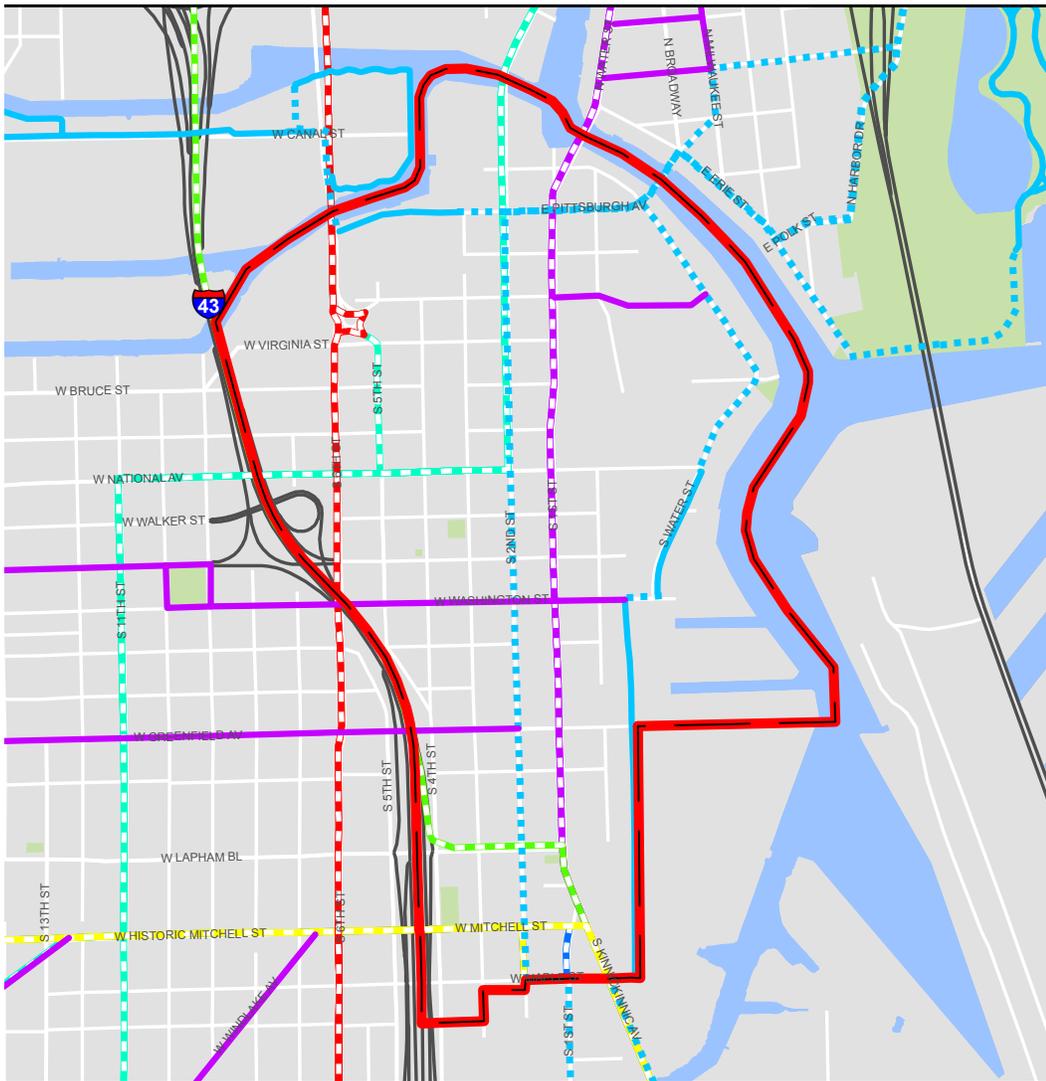
Walker’s Point has no large parks, so even small green spaces acquire importance. There are a number of vacant lots with the potential to become pocket parks, playgrounds, or small green spaces that should not be used for infill development or additional parking lots. Potential for green space is usually made on a case by case basis. However, part of the determination of highest and best use should be the value of green space to the community. More discussion about unconventional possibilities for green space can be found in Chapter 3, Section 3.10.

A review of the current green space opportunities in Walker’s Point as well as a discussion of transportation, bicycle and pedestrian infrastructure in the

neighborhood can be found in Chapter 4 in the following sections: 4.2.2 Green the district, and 4.3 Make Walker’s Point a more walkable and bikeable community.

The City’s Department of Public Works is currently making bicycle facility and way-finding improvements in Walker’s Point, which is already a fairly walkable and bikeable neighborhood given its gridded street network and proximity to segments of the newer Kinnickinnic River Trail (Maple to National). For example, bicycle lanes were added to South 2nd Street as part of a street reconstruction project several years ago, and sections of these bicycle lanes are now being upgraded to buffered bicycle lanes where excess roadway width exists (National to Maple). However, some streets are too narrow for designated bicycle lanes such as Florida and Virginia Streets, and some streets are too heavily trafficked such as South 6th and South 1st Streets. There is more on the topic of Sustainable Networks and Complete Streets in Chapter 3, Section 3.8, and further discussion of possible improvements to the pedestrian and bicycle network in Chapter 5, Section 5.3. The map, right, shows the existing Bicycle Facilities Network in the Walker’s Point neighborhood.

One additional noteworthy feature of Walker’s Point is the presence of four National Register Historic Districts. A discussion of the Districts as well as maps are included in Chapter 5, Section 5.5. Fact sheets on National Register and Locally Designated Historic Districts can be found in Appendix 6.5.



## City of Milwaukee Walkers Point-Transportation

Prepared by the Department of City Development, 5 May 2015  
Source: City of Milwaukee Information and Technology  
Management Division; Real Estate



0 0.5 1 Miles

### Legend

Action Plan Boundary

### Bike Trail System

Bike Lane

Trail - Off Street

Trail - On Street

### Bus Routes

15

17

19

23

54

60

## 2.2 Summary of Recent Studies.

### 2.2.1 Parking study (GRAEF) completed in 2014.

Given that parking pressures and the resulting need for a parking strategy is one of the primary issues spurring the Walker's Point Action Plan, a comprehensive Walker's Point Neighborhood Parking Study was commissioned in conjunction with the Plan.

The study divided Walker's Point into four areas and analyzed the availability and types of parking in each sub-area. The goal of the study was both to provide analysis of existing conditions and offer a parking strategy with concrete solutions to balance the parking needs in this growing neighborhood.

The parking study confirmed that shortages of available parking are most acute in the northeastern portion of the neighborhood, generally east of South Second Street and north of Florida Street. This is the result of large residential and office users, as well as spill-over demand from the Third Ward and the Milwaukee Institute of Art & Design. High parking uses in the area south of Florida Street are focused in the bar and restaurant district near South Fifth Street and National Avenue as well as the area surrounding Bradley Tech High School. The parking study did not find parking shortages in the farthest south focus area, south of Mineral Street, but noted that development potential in that area calls for strategic planning to meet future parking needs.

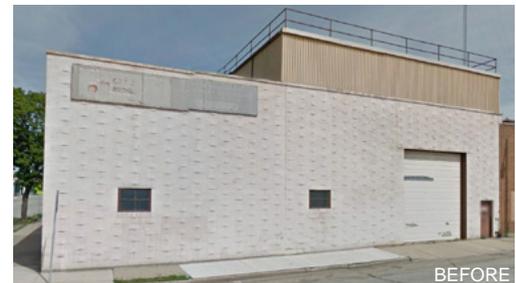
The recommendations of the parking study are incorporated into the Strategic Actions section of this Action Plan in Section 4.14. The full study can be found in Appendix 6.1.

### 2.2.2 Building Opportunity study (Continuum/El Centro Hispano/Esperanza Unida).

To assist in identifying and describing redevelopment opportunities, a Walker's Point consortium of Continuum Architects + Planners, the Spanish Center and Esperanza Unida, did a current inventory of redevelopable buildings and sites in the Creative Corridor along with a market-based assessment of their potential, including proposed use or activity (preliminary programming concepts), number of floors, square footage, number of units and parking. More information and opportunity maps can be found in Chapter 5, Section 5.1. All of the Building Opportunity Study maps can be found in Appendix 6.2.

### 2.2.3 UWM School of Architecture and Urban Planning Studio Project.

A UWM School of Architecture and Urban Planning urban development studio (spring, 2015) recently studied the potential of the Creative Corridor and came up with a range of concepts and strategies for redevelopment. The studio explored ideas from catalytic projects (like public markets) to complete streets, artists' live/work studios to greening strategies. More ideas from the studio can be found in Chapter 5, Section 5.1. A summary of the studio's final report is included in Appendix 6.4.



## 2.3 Developments and noteworthy initiatives underway.

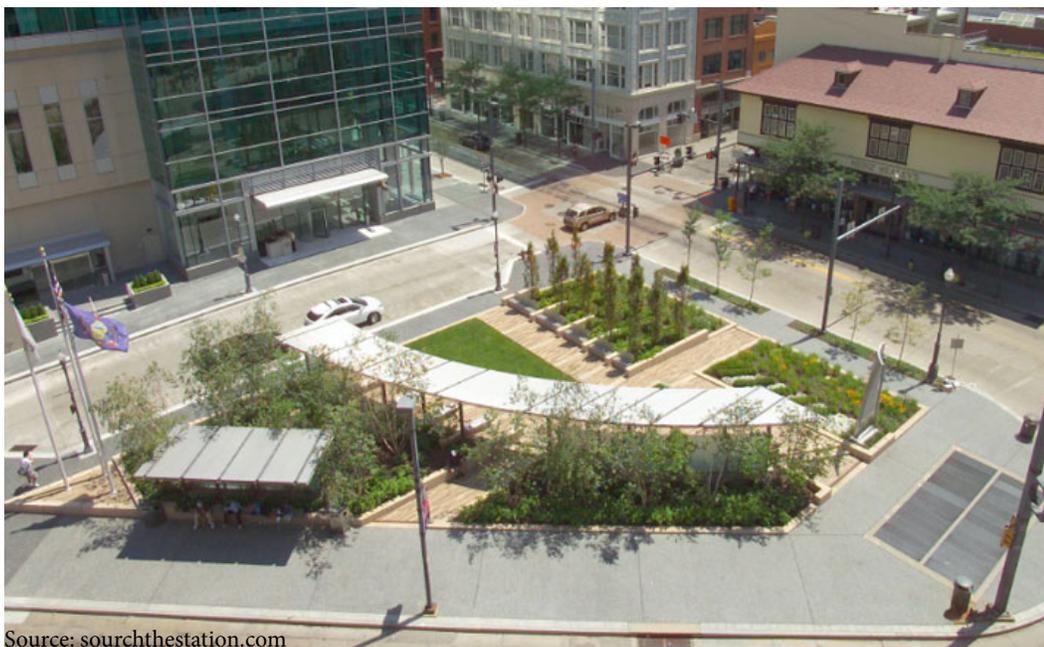
### 2.3.1 GMC Creative Placemaking Initiative (2015 - ongoing).

In 2014, the Greater Milwaukee Committee (GMC), Walker's Point Association and Mandel Group began a creative placemaking initiative in Walker's Point to foster the kind of close collaboration that leads to new technology start-ups, invention and social innovation by providing support for academic/industry collaboration. The Creative Placemaking Initiative is intended to infuse and overlay a broad range of creative resources to heighten the awareness, appreciation and social value of public urban spaces. As practiced on a national platform, creative placemaking melds the arts, urban design, ethnicity and neighborhood-based commerce to help areas realize and celebrate the value of their authenticity while releasing untapped and oftentimes hidden potential.

### 2.3.1 Innovation Initiative (2014 - ongoing).

The Walker's Point Innovation Initiative is an integrated holistic approach to creating a supportive environment for creatives of all stripes (technology-based start-ups, artists and product designers, academic institutions, foundations, corporate research teams).

As you might expect, this live/work/learn/create strategy will over time be a driving force in creating a more inventive and artistic approach to social gathering spaces, streets, buildings and infrastructure. According to Anna-Marie Opgenorth with Mandel Group, "The goal of the Innovation Initiative is to provide a place, a neighborhood, where anchor institutions can align and provide a basis for Milwaukee's entrepreneurial, creative and independent-worker community to effectively connect with investors, peers, training, talent, customers and the social support needed at every stage of their businesses and careers. This means job creation locally and a national identity for Milwaukee as a city able to successfully rethink itself in a new economy." More on creative placemaking and the Walker's Point Innovation Initiative can be found in Chapter 3, Sections 3.4 and 3.9.



Source: [sourchthestation.com](http://sourchthestation.com)

### 2.3.3 Reed Street Yards.

Immediately west of the Global Water Center along the Menomonee Canal, another marker signifying that Milwaukee and Walker's Point are at the heart of a national water-technology hub is emerging from the ground. The Reed Street Yards Global Water Technology Park is a 17 acre business park developed through a public-private partnership between the City of Milwaukee, the owner Peter Moede, General Capital Group, and a number of other partners. The value of the TIF and money spent on infrastructure to date is approximately \$6.2 million.

Reed Street Yards could house more than 1,000,000 square feet of office space for companies in the water industry and offers a flexible array of development sites, including some with water frontage.

The site was developed as an "Eco-Industrial Park" balancing natural resources and economic development. Reed Street Yards will be built to LEED-ND standards and incorporates cutting edge storm-water management and green building practices.

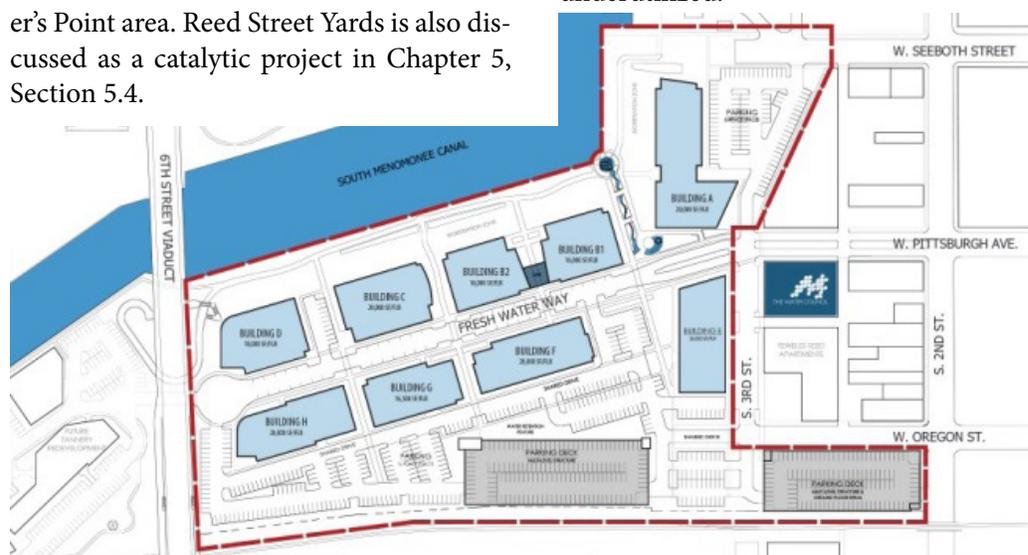
Construction of the first building at Reed Street Yards, the 80,000 square foot "Water Tech One" will begin in the summer of 2015. As Reed Street Yards continues to be built out, the development will bring additional businesses and workers to the Walker's Point area. Reed Street Yards is also discussed as a catalytic project in Chapter 5, Section 5.4.



### 2.3.4 Harbor District Initiative (2014 - ongoing).

Overlapping the Walker's Point plan area, the planned revitalization of Milwaukee's Inner and Outer Harbor will have significant impacts on the neighborhood.

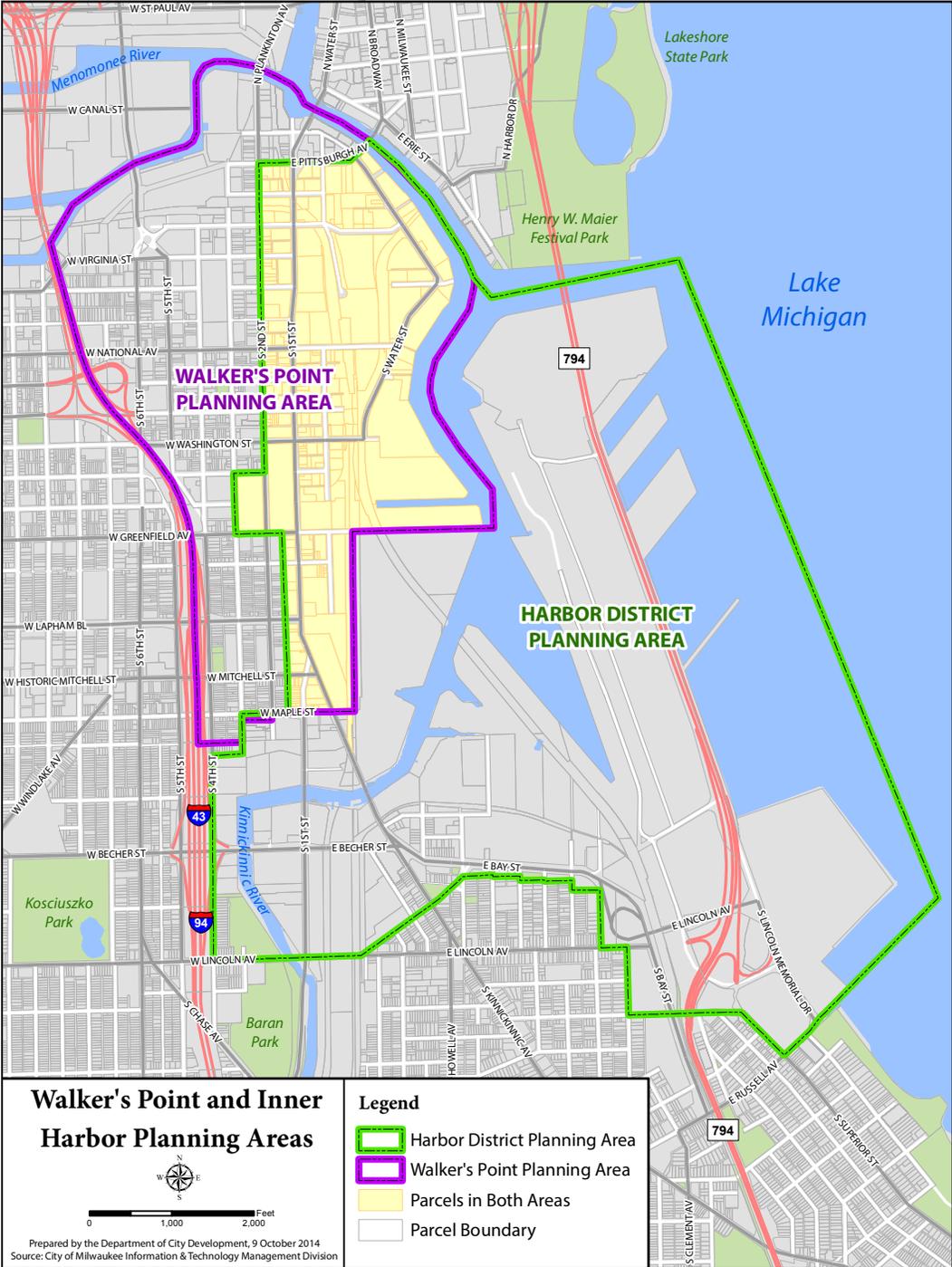
Milwaukee's Harbor District has been at the epicenter of commercial and social activity in this region for centuries – first as a rice marsh and estuary rich in fish and game, later as a sheltered port for Great Lakes shipping. The hundred years beginning in 1850 marked a period of aggressive alteration of the physical space, extractive uses, and disregard for environmental impacts. Beginning in the late 1950s, the area entered a steady decline, as rail traffic shifted to Chicago, Lake Freighters were retired, and industry moved elsewhere. The estuary itself is now a U.S. EPA Area of Concern (AOC), and out of the 1,000-acre Harbor District, one hundred acres of large Brown-field parcels are either vacant or in marginal use, with countless smaller parcels also underutilized.



The Harbor District presents a unique opportunity through these large waterfront sites in the middle of the city at a time when Milwaukee is building an economic strategy as a leader in freshwater science and water technology.

ways in the 21st century. Building on successful strategies pioneered in Milwaukee's Menomonee Valley, the private and public sectors have again come together to revitalize a significant part of the City. The Redevelopment Authority of the City of Milwaukee is working with two community partners, the newly created Harbor District Inc. and the Sixteenth Street Community Health Center, to launch a land use planning process for the Harbor District.

The Harbor District offers a place for the city to showcase its leadership through the creation of a model for how freshwater cities and communities relate to their water-



A planning process is underway to provide market analysis and land use recommendations, reconcile conflicts in prior plans, and address road and freight connectivity concerns for this entire industrial area. Thoughtful and thorough waterway planning is an essential component. Currently, failing dockwalls are the only locations of aquatic habitat in the estuary, but they also allow for migration of contaminants from adjacent brownfield parcels. Despite the area having 44,000 linear feet of shoreline, public access is now limited to a single boat launch.

The Waterway Plan for the Harbor District will focus in extensive detail on protection of the waterway, water quality improvements, public access, and encouraging sustainable development in this area that will positively impact the Walker's Point neighborhood. This effort will also support the goals of the 2010 Port of Milwaukee Redevelopment Plan that called for increased public access to water resources in the area, elimination of environmental contamination and blighting influences and increased development and employment opportunities at the Port.

### 2.3.5 Arts@Large - Creative Corridor, Paliafito Park (2013 - ongoing).

Paliafito Park is an underused park at South 3rd Street and Walker Street in historic Walker's Point that is being transformed as a grass roots initiative into a multi-purpose plaza. Plans are to create an amphitheatre, teaching garden, natural play space and community gathering space. The project is a collaboration between the residents of Walker's Point and a number of community groups, including but not limited to: Arts@Large, Milwaukee Public Schools, Walker's Point Neighborhood Association, UW-Extension, Hometown Building, Reflo Water Sustainable Solutions, Solutions in the Land, as well as Alderman Jose Perez and the City of Milwaukee. Paliafito Park is discussed as part of the Creative Corridor in Chapter 5, Section 5.1.



Source: RadioMilwaukee

## 2.4 Recommendations of previous plans.

### 2.4.1 2009 Near South Side Area Plan.

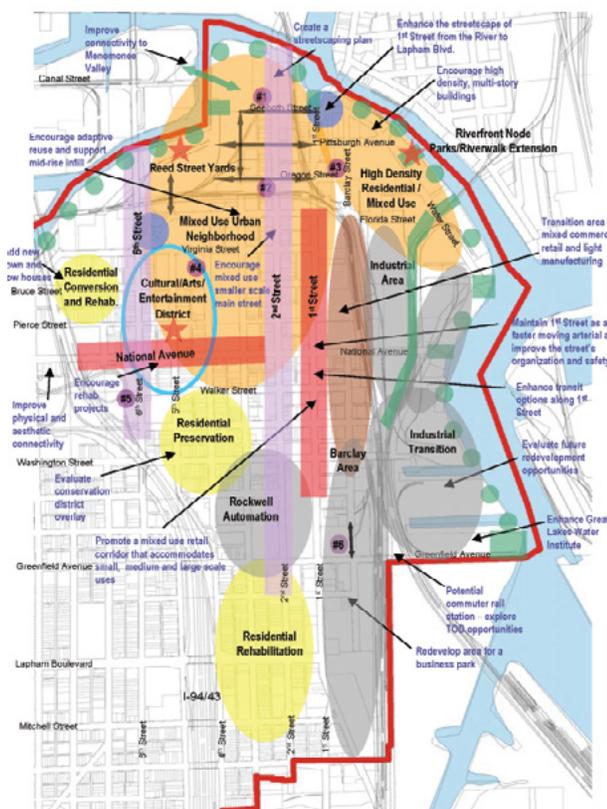
This Walker’s Point Action Plan builds on the Near South Side Comprehensive Area Plan (“Area Plan”), which was adopted by the City of Milwaukee Common Council as part of the City’s Comprehensive Plan on May 27, 2009 after a two year planning process with significant public involvement. The Comprehensive Plan is still relevant and in force for Walker’s Point and the larger Near South Side Planning Area. Where this Action Plan finds instances where the Area Plan can be improved, updated, or refined, this Plan will make recommendations regarding specific changes. Otherwise, the Area Plan is still relevant.

The Near South Side Area Plan can be found at:

<http://city.milwaukee.gov/AreaPlans/Near-South.htm>

The plan makes specific recommendations for the Walker’s Point Area that helped inform the creation of this Action Plan. Some of the recommendations of the Area plan have been implemented (for example, the creation of Reed Street Yards), while others are further refined through this Action Plan (such as the Creative Corridor).

The 2009 Area Plan included a graphic representation of its recommendations for the Walker’s Point neighborhood which is reproduced below.



## Exhibit 7: Walker’s Point and Fifth Ward District

Boundary: I-94/43, canal/river, east plan boundary

- Residential (single-family/duplex)
- Urban neighborhood (residential/commercial)
- Commercial (primary retail corridor)
- Mixed use (retail/residential)
- Mixed business
- Cultural/entertainment district
- Parks and open space
- Industrial/business
- Gateway
- Parking facility
- Pedestrian connection
- Roadway connection
- Catalytic project

A number of other relevant and/or updated recommendations from 2009 Near South Side Area Plan include:

- Continue to position Walker's Point as a dynamic, active, mixed use district that integrates its historic past with modern innovation and technology. The district will provide an array of housing options, diverse businesses and a concentration of cultural and entertainment destinations that draw people from the region.
- The vision for S. 2nd Street is a main street setting for shops, boutique businesses, restaurants, creative class businesses such as architecture studios, graphics firms, artist live/work studios, and art galleries.
- National Avenue is envisioned as a prominent highly active retail corridor and a complete street that is integrated into the emerging cultural/entertainment sub area that extends along 5th Street.
- For the mixed use neighborhood in the northwest part of Walker's Point, continue the adaptive reuse of former industrial/warehousing buildings into mixed-use structures that support commercial and residential uses.
- Preserve the residential character of the residential areas and discourage uses not compatible with residential. Continued rehabilitation efforts to improve this area are encouraged.



- For the high density residential/mixed use area in the northeast part of Walker's Point, encourage high density multi-story buildings that take advantage of views to the water and the urban environment. Require all developments to maintain public access to rivers and to connect to existing riverwalks.
- As older industries relocate, preserve the mainly industrial area within the neighborhood while exploring redevelopment alternatives in the surrounding transitioning areas.
- Provide public access along rivers and create a green corridor replacing the rail line adjacent to Water Street when the rail line is no longer needed to serve industry in the area.
- Encourage the Walker's Point Association to form a business improvement district (or viable alternative).
- Providing parking is very important to this district given the potential densities and commercial activity that is planned for this area. As many as six new public parking structures may be needed.
- Transition the Barclay area north of Washington and Scott Streets into a mixed use business area. Large parcels south of Washington and Scott Streets should be preserved or created for a new business park.

### 2.4.2 ReFresh Milwaukee.

ReFresh Milwaukee was published in 2013 and serves as the City of Milwaukee's first sustainability plan. ReFresh Milwaukee provides a vision for community sustainability over the next 10 years and seeks to make Milwaukee a center for sustainability innovation and thought leadership. The plan can be found at: <http://refreshmke.com/>

Importantly, as it relates to Walker's Point, key recommendations in ReFresh Milwaukee include reducing stormwater runoff and exploiting unconventional opportunities for green space, providing additional support and incentives to encourage developers to utilize green building techniques, and prioritizing the reuse of vacant and underutilized buildings. The greenest building is the one already built, because it requires no additional land, energy and resources to build. A building in Walker's Point is already part of the existing power grid and does not require additional community infrastructure such as highways, streets, sewer, utilities, cable, or require additional resources such as police, fire, schools, etc. Reuse of a Walker's Point building does not contribute to urban sprawl.

Additionally, the Harbor District Initiative, which advances the environmental and sustainable development goals of the Walker's Point community, was identified as one of the three catalytic projects of the ReFresh Milwaukee Plan.



The recommendations in this Walker's Point Action Plan were designed to align with and reinforce the sustainability goals of ReFresh Milwaukee.

### 2.4.3 Growing Prosperity.

In the fall of 2014, the City of Milwaukee finalized its comprehensive plan for economic growth, "Growing Prosperity: An Action Agenda for Economic Development." Growing Prosperity outlines a broad vision and principles, closely aligned with the goals of the Milwaukee 7 regional economic development plan, that combines a driver industry strategy with basic tried-and-true economic development practices to put the City of Milwaukee and its residents on a path to economic success.

Growing Prosperity explores four critical areas: location-based opportunities, human capital development, entrepreneurship and innovation, and quality of life and place; and identifies strategies to develop and capitalize upon these strengths. Growing Prosperity may be found at: <http://city.milwaukee.gov/PlansandStudies/GrowingProsperity.htm>

Key elements of Growing Prosperity that helped inform the Walker's Point Action Plan include the City's goal of creating at the Reed Street Yards a water technology hub that is an evolving eco-industrial zone, balancing natural resources and economic development, and returning 500 acres of currently available industrial land to active use within 10 years. The success of Reed Street Yards will be critical in the City's efforts to achieve this goal, and will be a catalytic project for Walker's Point.

Growing Prosperity also calls for the City to update its analysis of industrial-zoned land within Milwaukee to ensure zoning regulations fit the needs of key asset clusters. A large segment of Walker's Point is zoned Industrial Mixed (IM), therefore a part of this needs discussion is an element of the Walker's Point Action Plan.

The use of creative placemaking to establish places within Milwaukee in which all segments of the community and region can interact is a priority of Growing Prosperity and a core element of the Walker's Point Action Plan.

Other recommendations of Growing Prosperity that helped guide this Action Plan are to identify existing vacant building inventory and promote these buildings for alternative uses, and to explore and advance opportunities for live/work/sell space to support artists and entrepreneurs alike.

#### 2.4.4 Milwaukee RiverLink Guidelines.

The City of Milwaukee adopted the Milwaukee Riverlink Guidelines in 1992 to set the stage for the development of a continuous riverwalk that would provide increased public access to the Milwaukee River. The guidelines were created at a time of increased interest in revitalizing the river and some of the underutilized land and buildings on its banks. The primary goal of the 1992 Riverlink guidelines was, and still is, to restore the Milwaukee River to its rightful place as a primary natural resource and recreational amenity within the City of Milwaukee. The guidelines state as a goal that the Riverwalk system could eventually extend from the Milwaukee to the Menomonee and Kinnickinnic Rivers as well as Milwaukee County's and the State's interconnected system of trails and parks.

The priorities discussed in the 1992 RiverLink guidelines are: preserving public access to the water, making sure the riverfront is inviting and welcoming to visitors, preserving the river as a navigable

transportation corridor for ships and boats, making the river an attractive scenic recreation amenity, building a constituency for environmental health and stewardship of the river. In the years since the Guidelines were adopted, they have served as a guiding force for Milwaukee's efforts to preserve the river and support appropriate development in its vicinity. They also inform all of the recommendations made in this document in regard to the areas bordering Walker's Point's rivers.

#### 2.4.5 2014-15 Walker's Point Association Annual Strategic Plan.

The Walker's Point Association (WPA) serves as a voice for the Walker's Point neighborhood and attempts to influence development that honors its history, builds on its existing character, and aligns the reality of the market with the envisioned spirit of Walker's Point. WPA has been a critical partner throughout this Action Plan in all phases of the development process, and was guided in turn by its own adopted 2014-2015 Strategic Plan.

The 2014-2015 Strategic Plan prioritizes developing additional attractive green space in the neighborhood, supporting new businesses, developing proposed neighborhood design guidelines, and marketing the neighborhood to residents and businesses that embody the Walker's Point Association's vision for the area.

The 2014-2015 Strategic Plan also calls for the Association to expand its outreach, grow its membership, and secure additional resources to support its mission of connecting neighbors and positively influencing development.



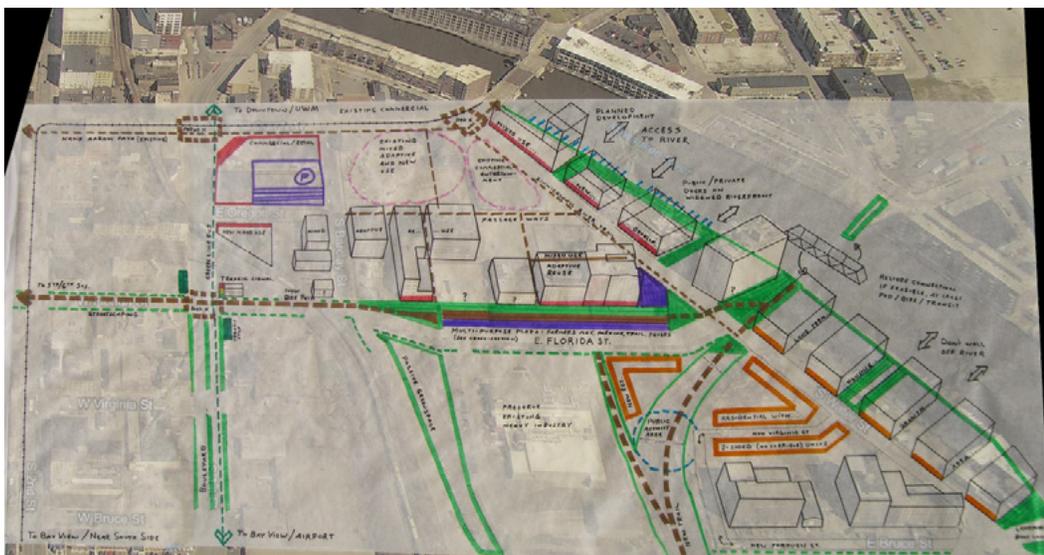
## 2.5 Summary of focus groups / public workshops.

The City of Milwaukee has a strong tradition of planning with the community, not just for the community. Therefore, public involvement and a very open process are hallmarks of the City's planning process, and were integral to the preparation of the Walker's Point Action Plan.



In total, attendance at these events exceeded 200 participants. Their input was critical in preparing the recommendations of this Action Plan. The public input gathered through this process is presented in more depth in Appendix 6.3 Summary of Survey Comments.

Through the public participation process, a potential development map (below) for public discussion and input was created combining all of the input from the workshops in this area.



Five rounds of public involvement were conducted during the planning process, highlighted by:

1. Five Plan Advisory Group meetings held between July and October, 2013.
2. A public meeting in December 2013 at the Global Water Center that also included a formal survey element.
3. Two in-depth workshops, one focused on the area of South 5th and 6th Streets and West National Avenue in January of 2014, and one focused on the area of East Florida Street and South Water Street in April of 2014.
4. A follow up round of Plan Advisory Group meetings held during the summer and fall of 2014.
5. A public meeting sponsored by the Walker's Point Association in October of 2014.