

APPENDIX A: PHOTO CREDITS

** All photos are by James Piwoni, AIA unless otherwise noted*

127

P. 8	Department of City Development	
P. 10	Dave Le Haye, DCD	
P. 27	Jen Stauber	<i>top</i>
P. 29	PPS (Project for Public Spaces)	<i>bottom</i>
P. 33	PPS	<i>bottom</i>
P. 36	Dave Le Haye, DCD	<i>right</i>
P. 39	PPS	
P. 40	PPS	
P. 41	PPS	<i>left and bottom</i>
P. 42	Dave Le Haye, DCD	
P. 43	PPS	<i>bottom two</i>
P. 44	PPS	<i>margin photos</i>
P. 46	Michael Maierle	
P. 61	Karen Mierow	<i>top left</i>
P. 64	Jen Stauber	
P. 65	PPS	
P. 66	Justin Racinowski	
P. 68	Jen Stauber	
P. 70	PPS	<i>bottom</i>
P. 72	DCD	

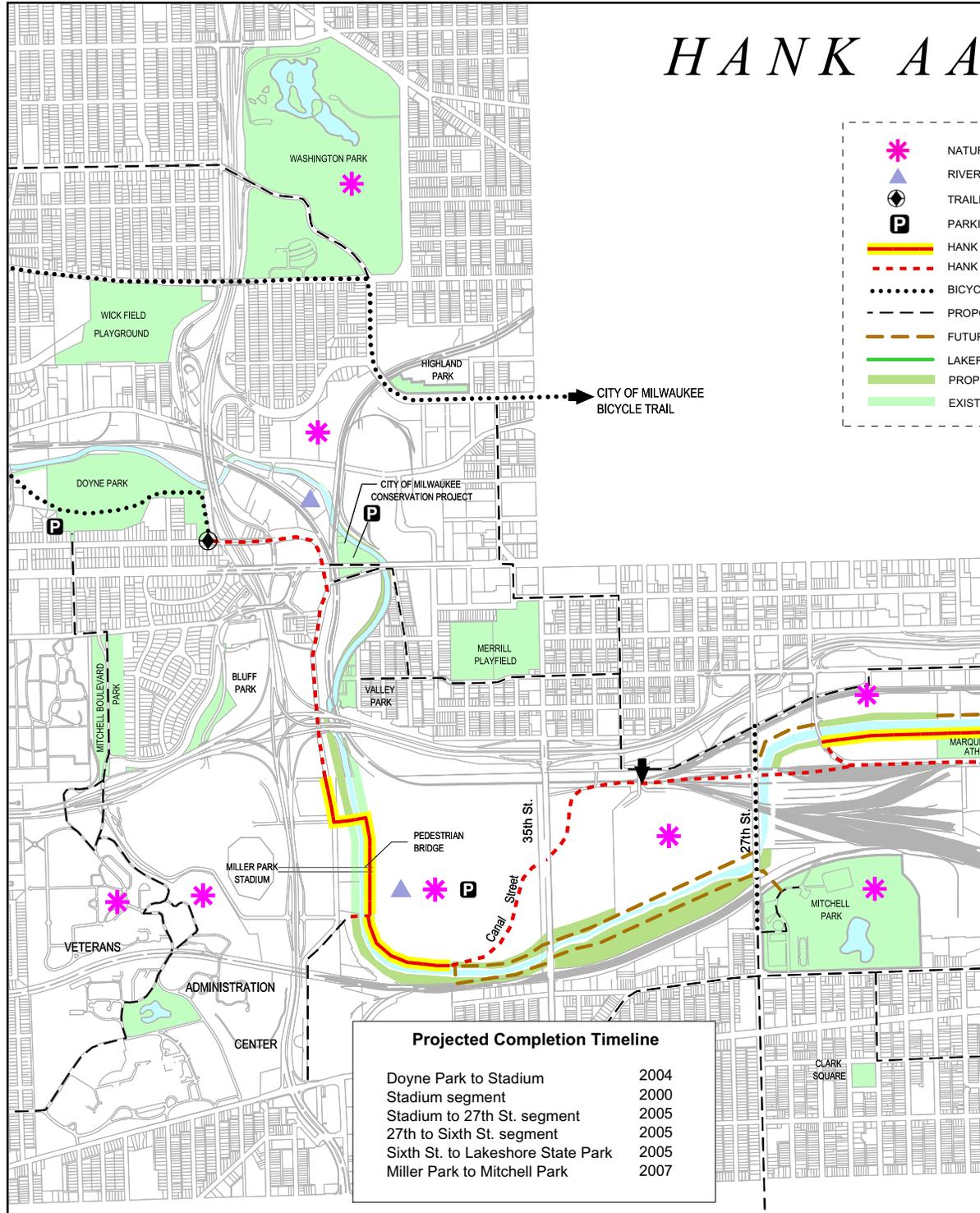
P. 73	PPS	<i>top</i>
P. 75	Dave Le Haye, DCD	<i>bottom</i>
P. 77	Jen Stauber	
P. 78	Jen Fletcher	
P. 80	Michael Maierle	<i>bottom left</i>
P. 113	Jen Stauber	<i>margin</i>
P. 114	Jen Stauber	<i>top</i>
	PPS	<i>middle</i>
	Eriki Daniels	<i>bottom</i>
P. 119	PPS	
P. 120	Karen Mierow	
P. 124	Phillip Kunz	<i>left</i>
P. 125	Eriki Daniels	<i>right</i>

THIRD WARD NEIGHBORHOOD PLANNING REPORTS ANALYSIS MATRIX - 8 / 14 / 2003												
Note: Bold type indicates initiatives ongoing. Italics indicates initiatives completed.												
Development Objective	Design Objective	Bonifica Study	Millenium Plan	Third Ward Guidelines	Lakefront Access Study	1985 Third Ward Plan	Riverwalk Guidelines	1994 Lakefront Plan	1999 Downtown Plan	Island State Park Plan	Hank Aaron Trail	Menomonee Valley Plan
	GOALS AND OBJECTIVES PART I											
A	Phased Development / Continuous, Paced, and Long Term	●	●	●		●	●	●	●		●	●
B	Flexible Plan with Options, (Flexible Over Time)	●	●	●	●		●	●	●			
C	Learning from Surrounding Situation / Embrace Existing Context	●	●	●	●		●	●	●			
D	Public Benefit and Enjoyment from Sophisticated Designed Results	●	●	●	●		●	●	●			
E	Attract Energy, (People and Activity), from Broader Community	●	●	●			●	●	●			●
F	Promote District as High Value Commercial and Residential Area	●		●	●	●	●	●	●			
G	Reinforce and Enhance Unique Character and Identity of the District			●		●	●	●	●			
H	Riverwalk Extension from Downtown to Lakefront	●	●	●	●	●	●	●	●	●		
I	Recognize Subareas and Improve Visual Relationships Between Them	●	●	●	●	●		●	●			
J	Improve Connections to District Amenities and Area Activity Centers	●	●	●	●	●	●	●	●			
K	Create Climate for Reinvestment			●		●	●		●			●
L	Cooperation and Commitment of Public and Private Sector			●		●	●	●	●			●
M	HTWA- Plan, Support and Oversee District Revitalization			●		●	●		●			●
N	City- Public Improvements, Streamline Regulatory Review Process			●		●		●	●			●
O	<i>Mixed Activity Zoning That Let's Market Operate Freely</i>			●		●		●	●			
P	Promote Compatible Development	●	●	●		●	●	●	●			
Q	Develop a Shared Vision with Neighbors and/or City		●	●		●	●	●	●			●
R	Public Access to LakeFront		●		●		●	●	●			
S	Encourage Use of Mass Transit		●						●			●
T	Bolster Local Businesses		●	●		●	●		●			●
U	<i>Design Guidelines - Not Fixed Rules - Principles to Manage Change</i>		●	●		●	●		●			
V	Create New Destination Activities	●	●				●	●	●			
W	<i>Recognize 3rd Ward Identity as Historic Warehouses Lining the Streets</i>			●		●			●			
X	Street Space Design as Basis of Sustained Economic & Social Value			●			●		●			

Development Objective	Design Objective	Bonifica Study	Millenium Plan	Third Ward Guidelines	Lakefront Access Study	1985 Third Ward Plan	Riverwalk Guidelines	1994 Lakefront Plan	1999 Downtown Plan	Island State Park Plan	Hank Aaron Trail	Menomonee Valley Plan
	GOALS AND OBJECTIVES PART II											
1	High Quality Image / Formal Elegance - A Grand Vision	●	●				●		●			
2	Source of Pride for the City / Cultural Monument / Distinct Place	●	●	●		●	●		●			
3	Encourage a Mix of Compatible Uses: Cultural, Retail, Hotel, Office, Residential	●		●	●	●			●			
4	Expand Lakefront Public Greenspace, Promenage, Lakewalk. Public Access	●	●		●			●	●	●		
5	Concentrate Energy along Select E-W Streets, (Chicago and Polk)	●	●		●				●			
6	Van Buren Street as a Connector and Spine with Larger Blocks on East	●										
7	Organize Parking District Wide, Parking Next to Freeway	●				●						
8	Improved Vehicular Access	●	●			●			●	●		●
9	Extend Street Grid at Italian Community Center Grounds	●		●	●							
10	Redesign Harbor Drive to Define Summerfest and Improve Image and Access.	●	●						●			
11	Jackson Street as a Connector and Focus for Residential Neighborhood	●			●							
12	Develop Buffer Along Summerfest and Freeway	●	●		●				●			
13	Scenic and Recreational Pedestrian Places Along the River	●		●	●	●	●		●	●	●	●
14	Riverfront Retail Development			●	●	●	●		●			
15	Promote Neighborhood Greenspace for Outdoor Passive & Active Recreation	●	●	●	●	●						
16	Extend Chicago Street Public Corridor ForNeighborhood Access to Lakefront		●		●	●				●		
17	Adaptive Reuse of Existing Buildings Retaining Unique Image / Heritage			●	●	●	●		●			
18	New Infill Development Compatible with District's Special Image and Character			●		●			●			
19	<i>Chicago Street Recognized as Collector - Main East West Traffic Route</i>	●	●		●	●						
20	<i>Broadway Reclassified as Local Street - Pedestrian Emphasis</i>				●	●			●			
21	Open Closed Street - Van Buren to Chicago	●		●		●						
22	Open Closed Street - Jackson to Polk	●		●		●						
23	Parking Structures for Longer Term Use, (Employees, Residents).	●		●		●						●
24	Street Parking for Short Term Use, (Customers).			●		●						
25	<i>Commercial Use Along Streets for Ground Floor of New Parking Structures</i>			●		●			●			
26	Chicago Street Improved to Provide Special Identity / Pedestrian Improvements				●	●						
27	<i>Marked Gateway to District- Water and St. Paul @ River</i>			●		●						
28	Mark Gateway to District- Water, Broadway, Jackson & Milwaukee at St. Paul			●		●						

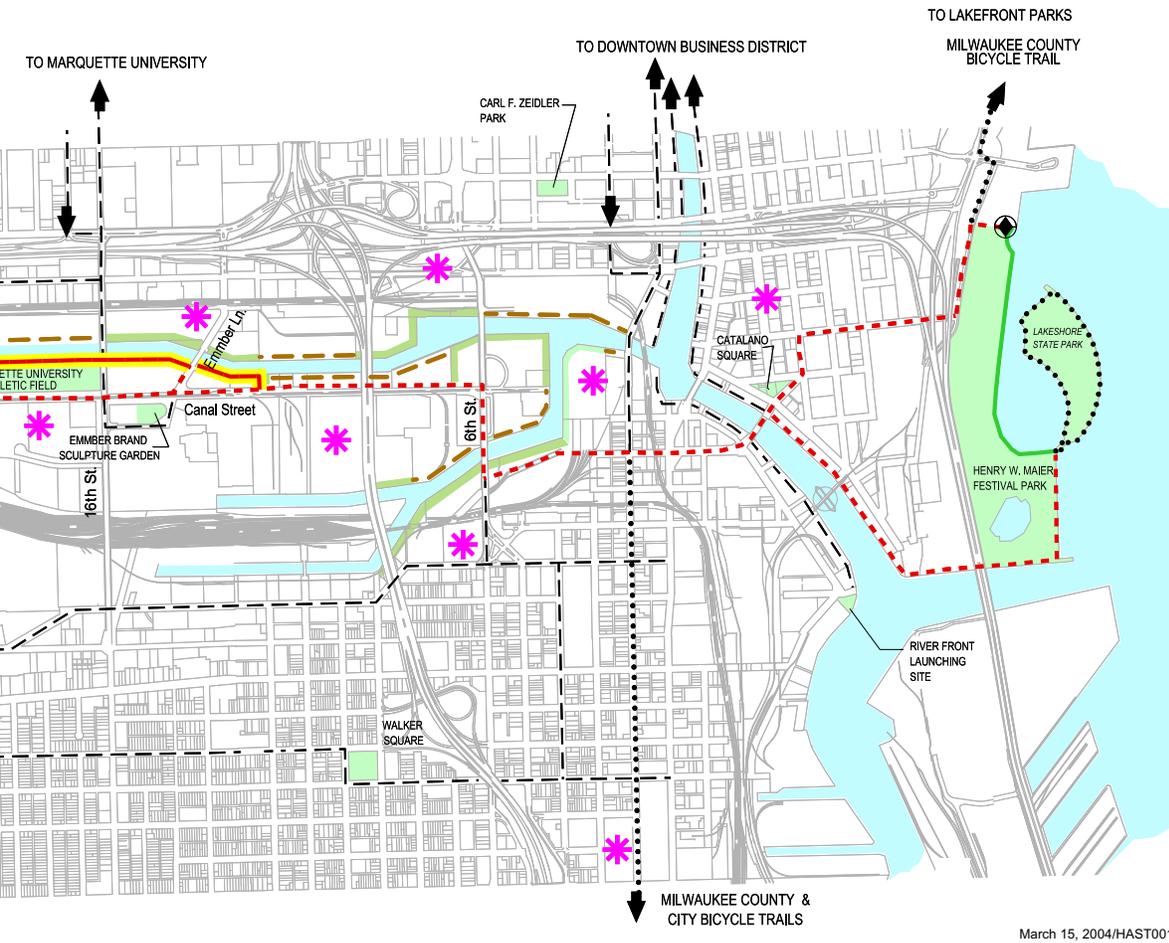
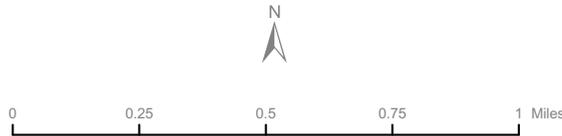
APPENDIX C: HANK AARON STATE TRAIL

* Map provided by the Wisconsin Department of Natural Resources

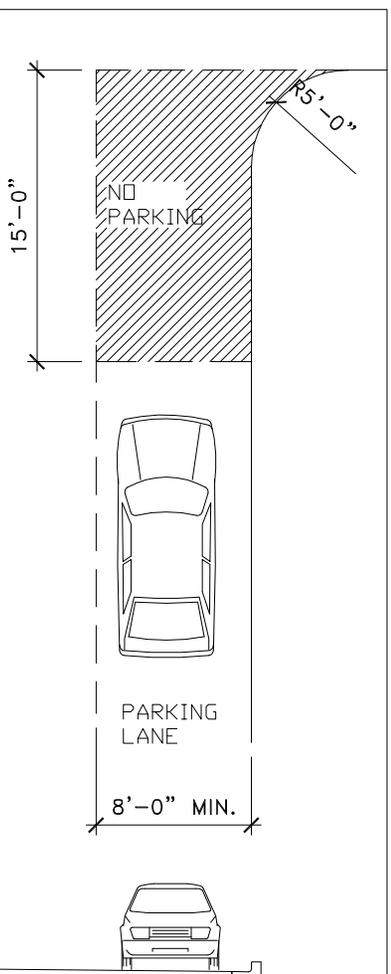
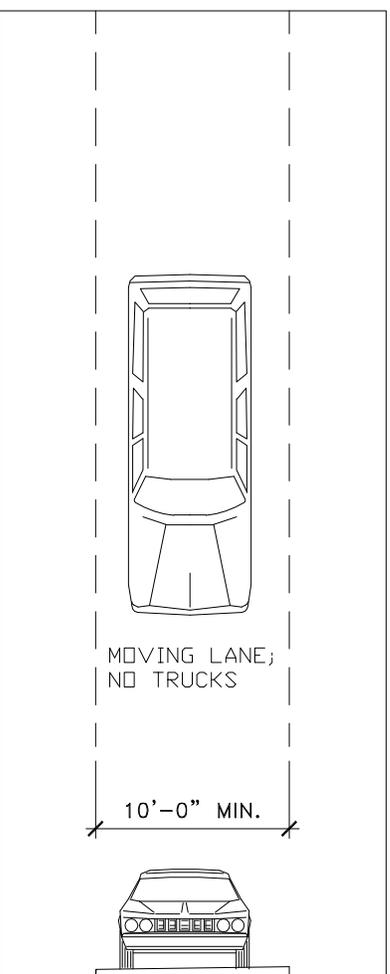
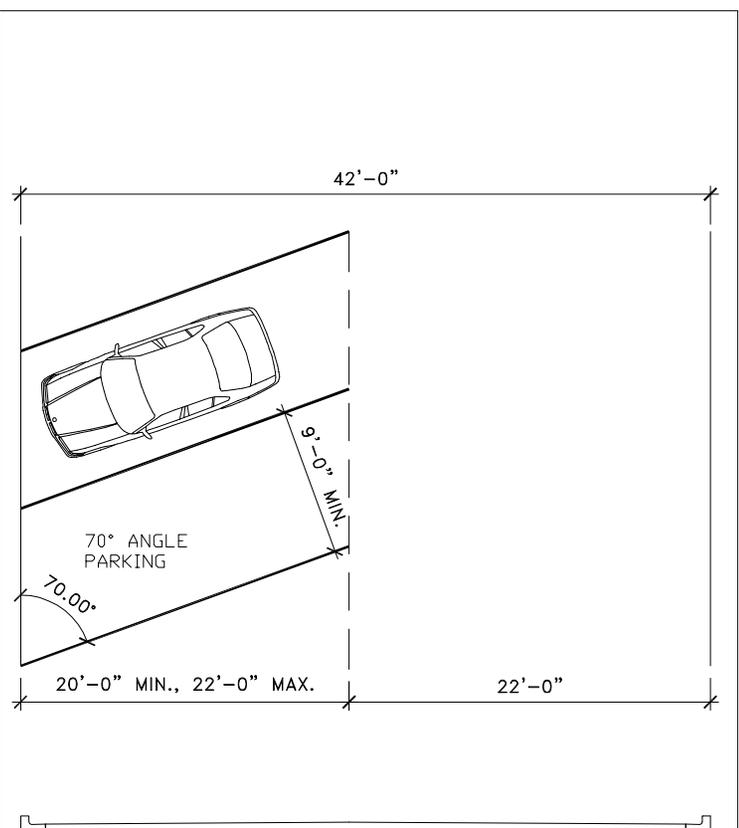


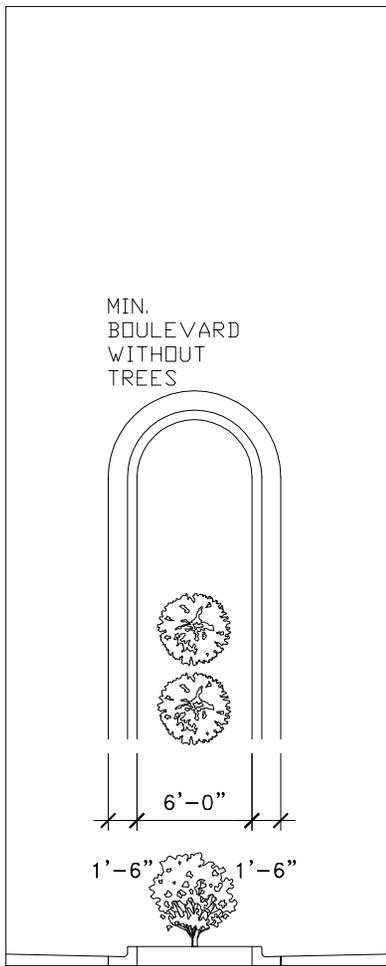
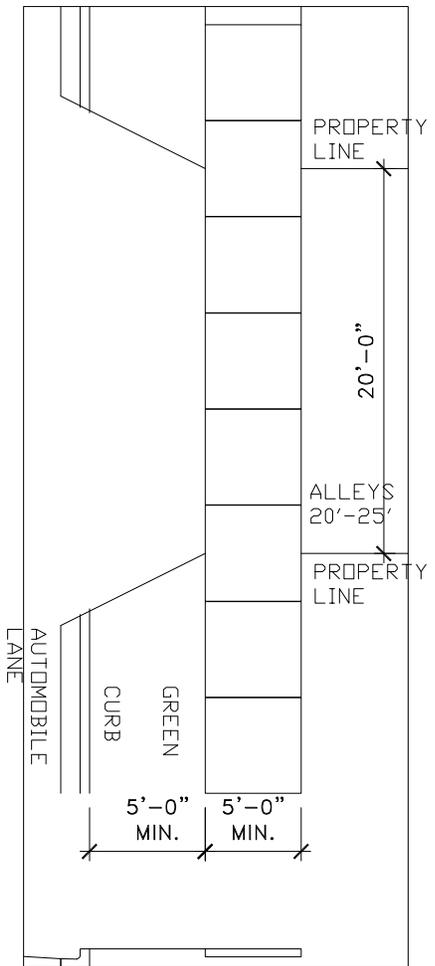
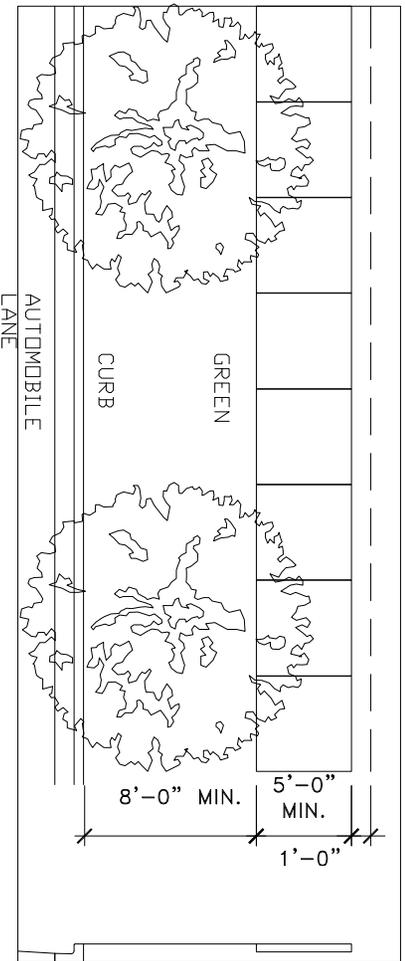
IRON STATE TRAIL

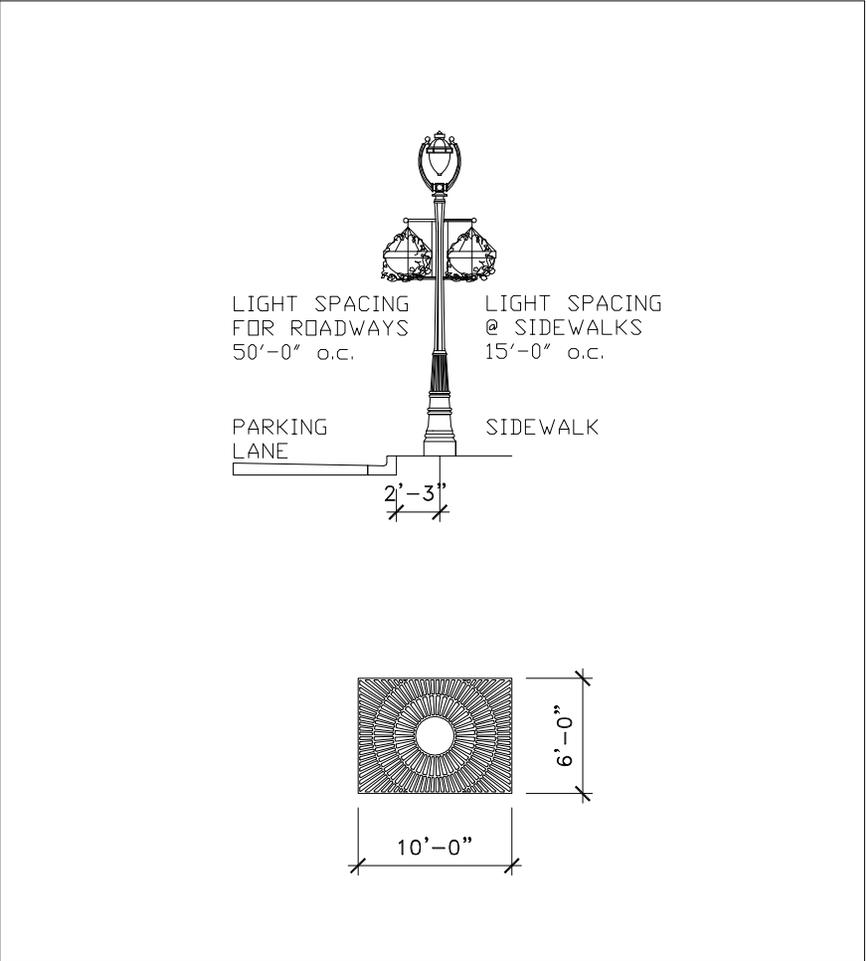
- HISTORICAL AND CULTURAL POINTS OF INTEREST
- ACCESS SITES
- HEAD
- PAVING LOT
- AARON STATE TRAIL - COMPLETED/OPEN
- AARON STATE TRAIL - PROPOSED
- TRAIL LINKAGES (EXISTING AND UNDER DEVELOPMENT)
- PROPOSED TRAIL LINKAGES AND CITY OF MILWAUKEE RIVERLINK
- OPPORTUNITY AREAS
- RIVER FRONT TRAIL (Closed During Festivals)
- PROPOSED RIVERWALK, OPEN SPACE AND CONSERVATION AREAS
- EXISTING PARKS AND OPEN SPACE AREAS

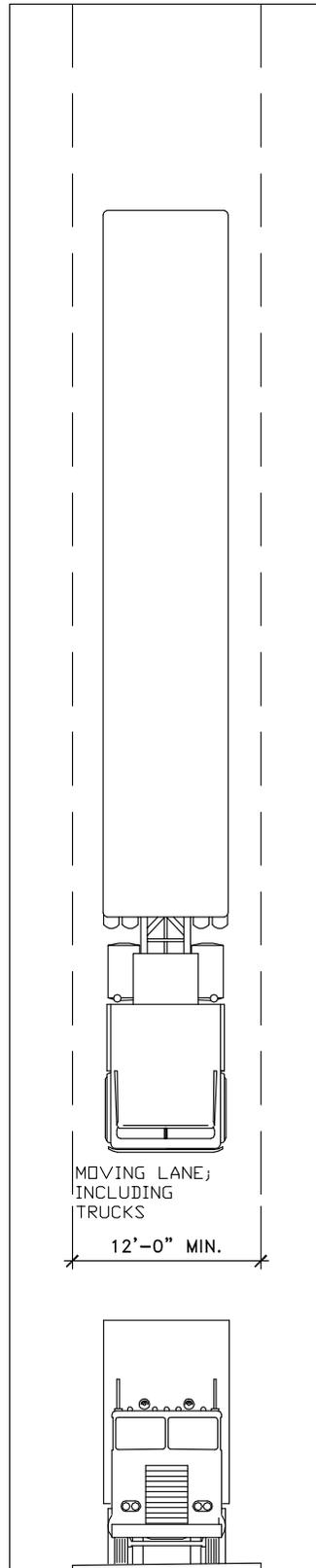
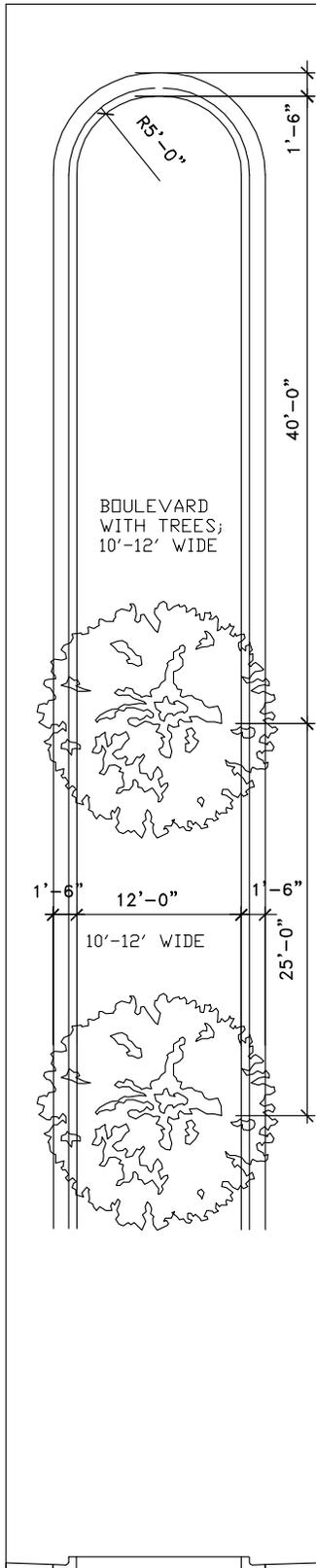


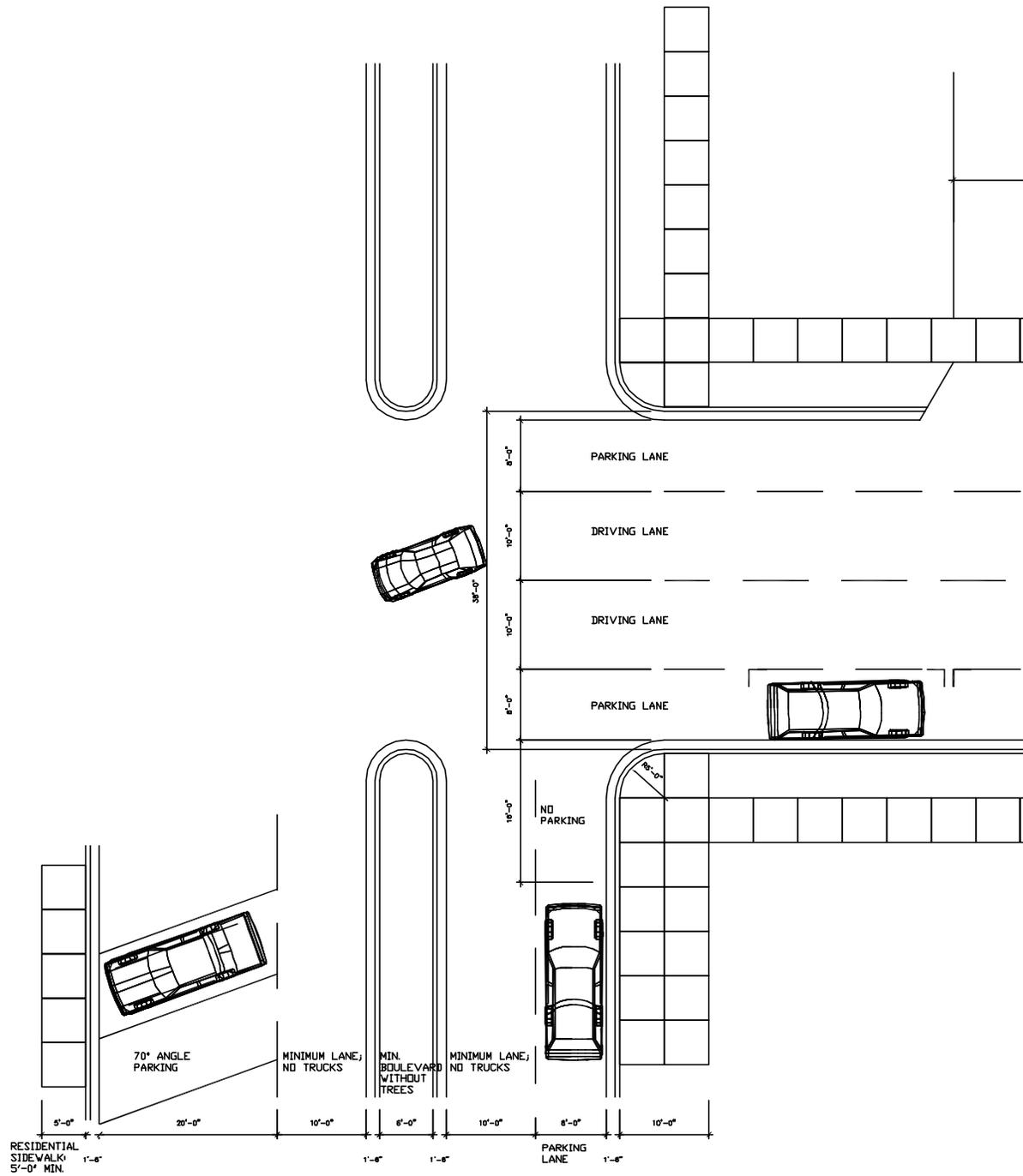
APPENDIX D: STREET DIAGRAMS

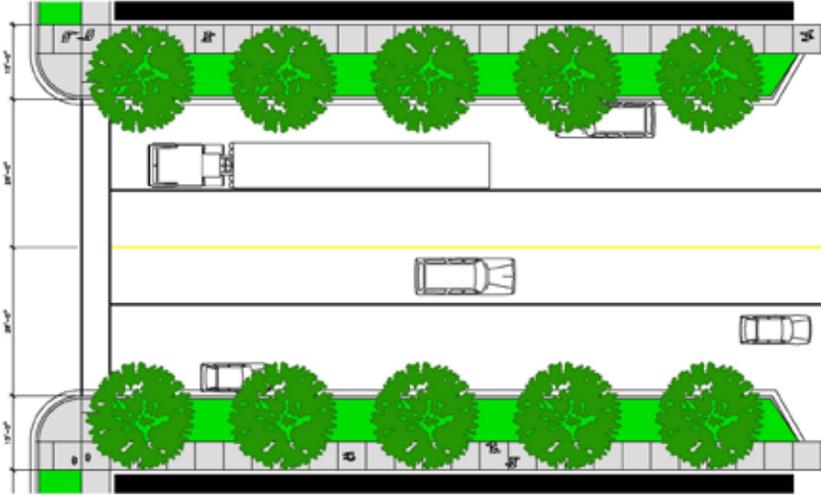




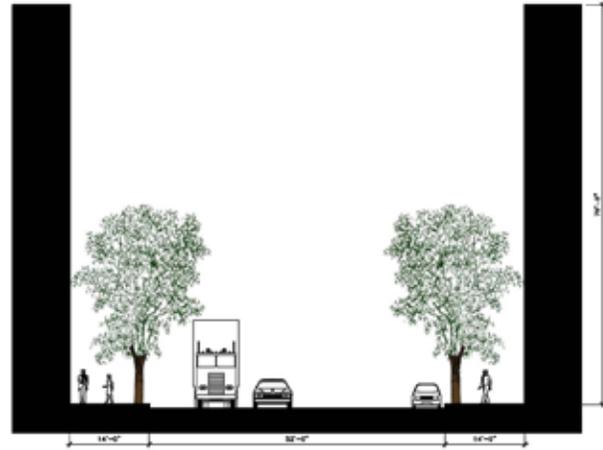




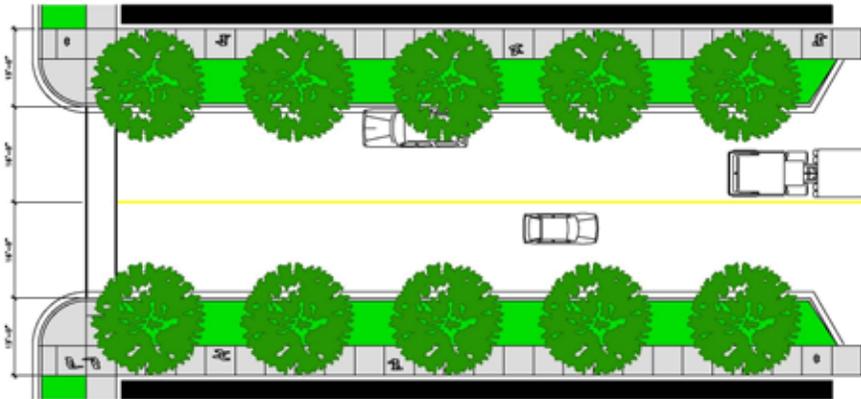




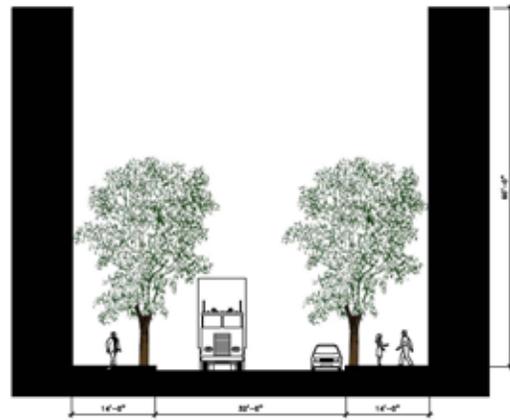
80' MIXED USE (EXISTING) STREET



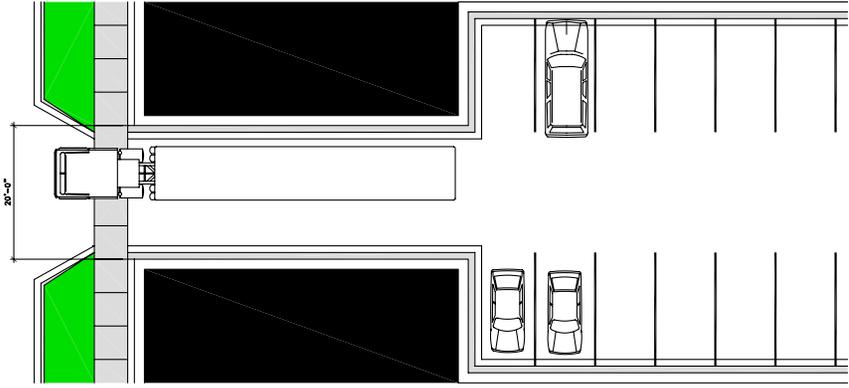
A



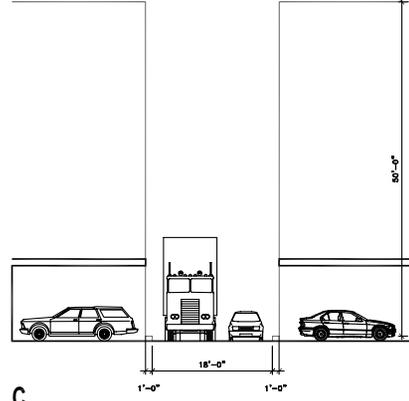
60' MIXED USE (EXISTING) STREET



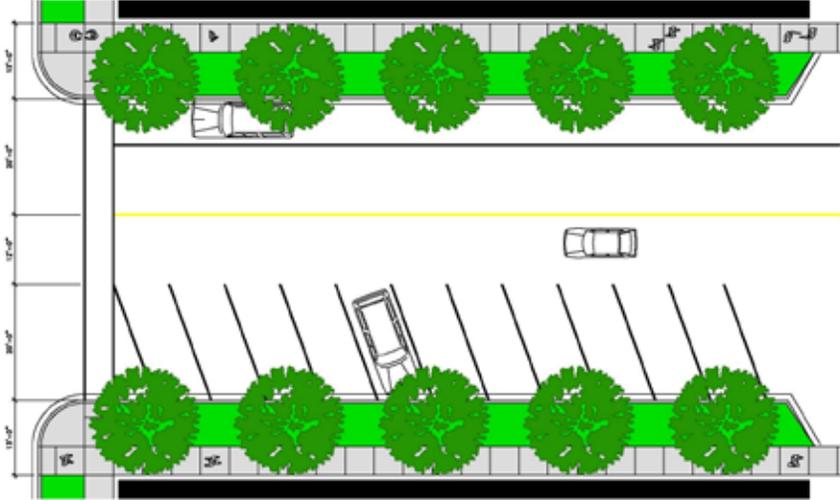
B



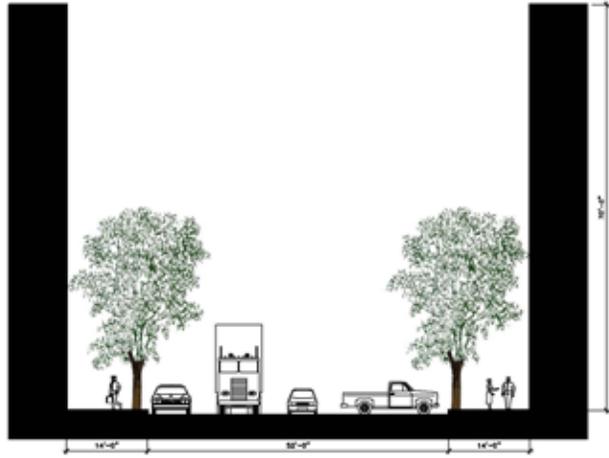
20' ALLEY



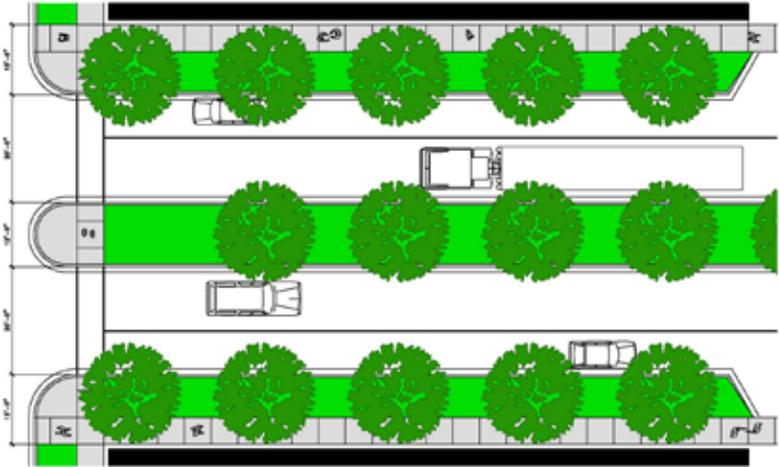
C



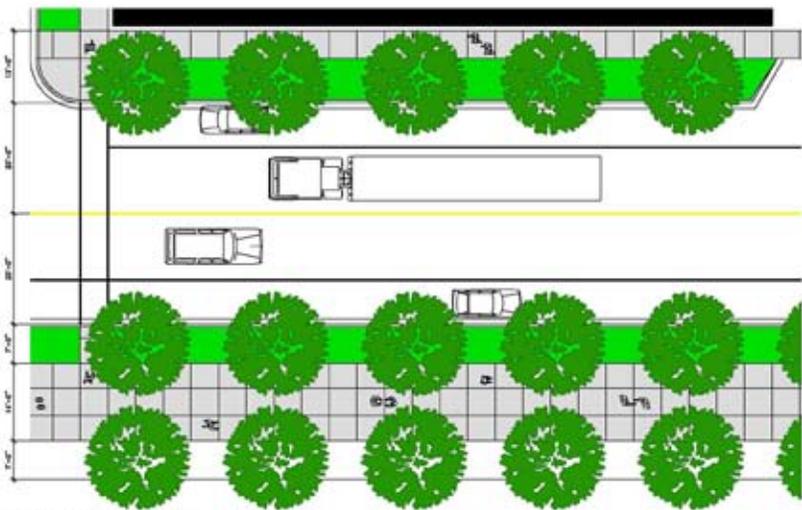
80' RESIDENTIAL STREET w/ DIAGONAL PARKING



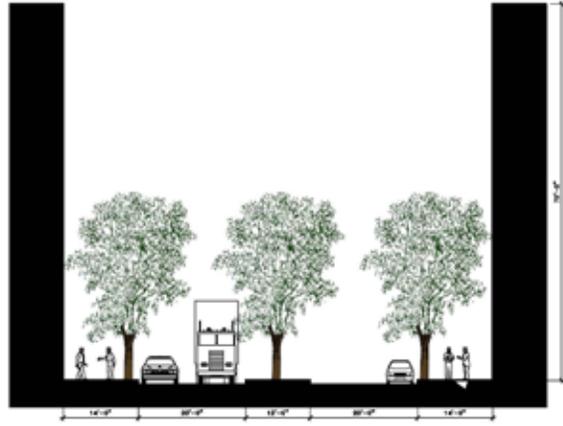
D



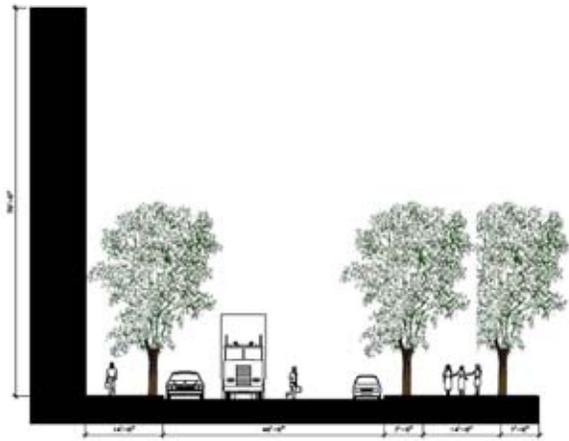
80' MIXED USE BOULEVARD



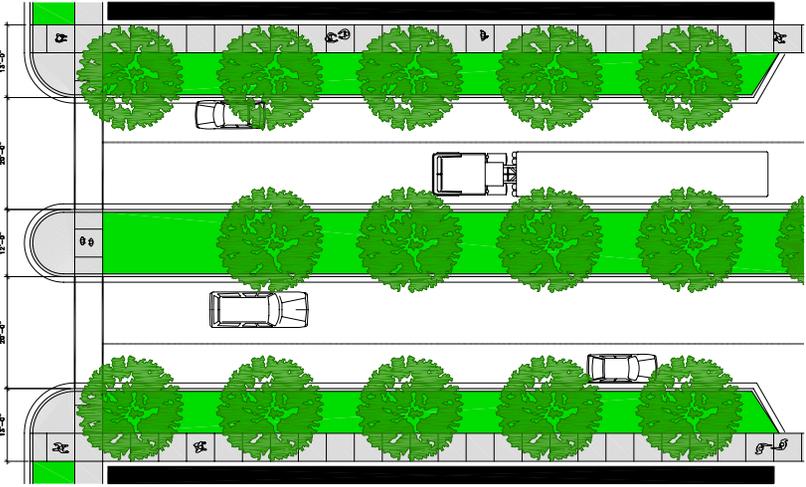
80' HARBOR DRIVE BOULEVARD



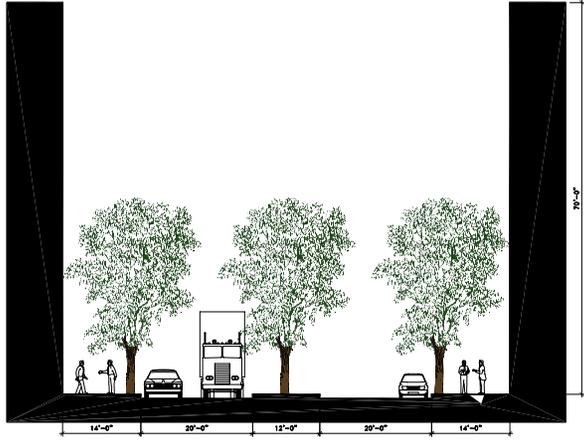
E



F



80' MIXED USE BOULEVARD



E

APPENDIX E: BIBLIOGRAPHY

145

- Cooper Marcus, Clare; Francis, Carolyn. *People Places*. New York, NY. Wiley & Sons 1998.
- Eppstein Uhen Architects, Ken Kay Associates. *Millenium Momentum*. Milwaukee, WI 2000.
- Florida, Richard. *The Rise of the Creative Class*. New York, NY; Basic Books 2002.
- Jacobs, Jane. *The Death and Life of American Cities*. New York, NY; Random House, 1961.
- Piwoni, James. *Riverwalk Design Guidelines for the Historic Third Ward District*. Milwaukee, WI 1998.
- Piwoni, James. *Third Ward Neighborhood Planning Guidelines*. Milwaukee, WI. 2001.
- Piwoni, James; Reed, David; Ryhn, Doug. *Design Guidelines for the Historic Third Ward District*. Milwaukee, WI 1990.
- Trkla, Pettigrew, Allen & Payne; Nagle Hartray & Associates; and Metro- Economics. *Historic Third Ward, Milwaukee, Wisconsin; Urban Design and Development Potential Study*. Milwaukee, WI 1986.
- Whyte, William H. *The Social Life of Small Urban Spaces*. New York, NY. Project for Public Spaces 2001.

APPENDIX F: PLAN AMENDMENTS

The following pages are comprised of adopted amendments to this plan.

146

City of Milwaukee

Office of the City Clerk

200 E. Wells Street

Milwaukee, Wisconsin 53202

Certified Copy of Resolution

FILE NO: 051460

Title:

Substitute resolution amending the Third Ward Neighborhood Comprehensive Plan to change recommended building heights in part of the 4th Aldermanic District.

Body:

Whereas, The Common Council of the City of Milwaukee adopted File No. 041781 on May 20, 2005, which approved the Third Ward Neighborhood Comprehensive Plan ("Plan") as an element of Milwaukee's Overall Comprehensive Plan; and

Whereas, The Plan sets forth recommendations for land uses, urban design and redevelopment strategies that are based on a synthesis of analysis and public involvement; and

Whereas, The Plan states in the first paragraph under the subheading "Buildings" in Chapter III: Neighborhood Land Use Strategies and Policies, Section 3.1 Overall Strategies and Policies (Applies to all Land Uses), Subsection C. Form Policies, that "Multi-story buildings with a minimum height of 30 feet should be required. A maximum height greater than the width of the fronting street right-of-way should be prohibited. Stated alternatively, the ratio of building height to street width should not exceed 1:1. This recommendation is consistent with the Historic Third Ward Design Guidelines;" and

Whereas, The Plan identifies Area A - Historic Third Ward District as one of six districts within the neighborhood that pose unique opportunities and provides specialized recommendations for each; and

Whereas, Since 1990, "Design Guidelines for the Historic Third Ward District" have provided flexibility while maintaining a general continuity of height at the street edge and harmony of street spaces by stating, "The height of street facades within the Historic District shall be contained within the range of 70% to 130% of adjacent building heights but not less than three stories (30 feet);" and

Whereas, Stakeholders in the neighborhood, including the Architectural Review Board, have said that the cited paragraph in the Plan unnecessarily restricts flexibility that has existed since the adoption of the 1990 Design Guidelines; and

Whereas, From time-to-time as conditions change and development opportunities present themselves, the City considers amending its comprehensive plans at the request of developers, landowners and elected officials; and

Whereas, On September 21, 2004, the Common Council adopted File No. 040565, setting forth an

Evaluation, Update and Amendment Procedure for amending comprehensive plans; and

Whereas, That procedure, including a properly noticed public hearing, has been complied with; now, therefore, be it

Resolved, That the Common Council of the City of Milwaukee, approves the amendment of the Third Ward Neighborhood Comprehensive Plan so that the first paragraph under the subheading "Buildings" in Chapter III: Neighborhood Land Use Strategies and Policies, Section 3.1 Overall Strategies and Policies (Applies to all Land Uses), Subsection C. Form Policies, is deleted and replaced with the following text:

"In Area A - Historic Third Ward District, heights of new buildings should be comparable to that of adjacent historic buildings in a manner further specified in 'The Historic Third Ward Neighborhood Design Guidelines 2006 Edition.' Elsewhere, multi-story buildings with a minimum of 30 feet should be required and a maximum height greater than the width of the fronting street right-of-way is not recommended. Stated alternatively, the ratio of building height to street width should not exceed 1:1."

; and, be it

Further Resolved, That the Commissioner of the Department of City Development is authorized and directed to send copies of the amended Plan to the parties identified in it as having responsibility for implementation of the Plan for their reference and use.



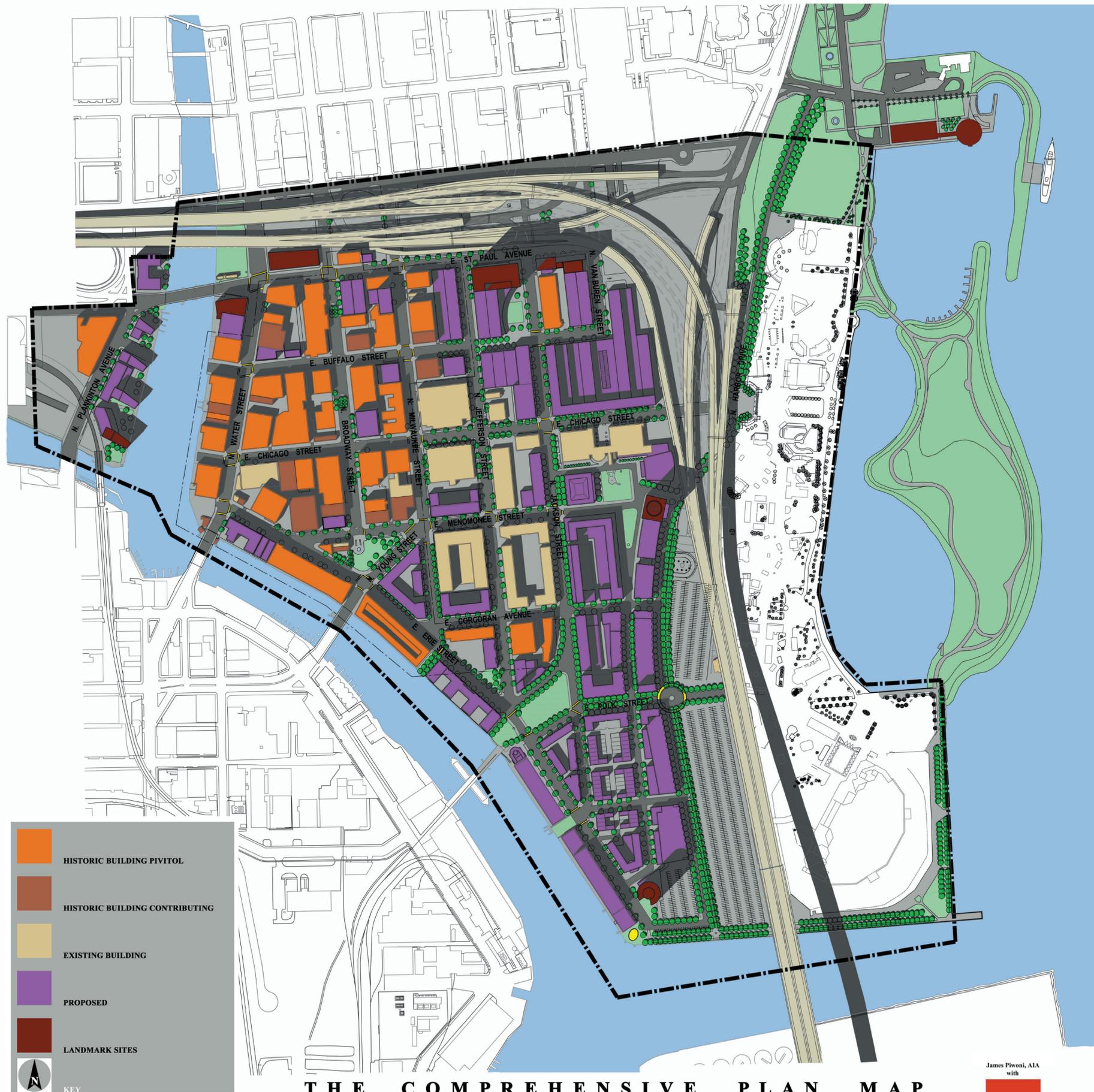
I, Ronald D. Leonhardt, City Clerk, do hereby certify that the foregoing is a true and correct copy of a(n) Resolution Passed by the COMMON COUNCIL of the City of Milwaukee, Wisconsin on July 12, 2006, published on June 6, 2006.

Ronald D. Leonhardt

Ronald D. Leonhardt, City Clerk

August 24, 2006

Date Certified



THE COMPREHENSIVE PLAN MAP

James Pivoni, AIA
with

