

CHAPTER II: THE PLANNING PROCESS AND INFORMATION GATHERING

2.1 ORGANIZATION

The planning process for this *Third Ward Neighborhood Comprehensive Plan* included in depth information gathering regarding current conditions, neighborhood development issues, redevelopment opportunities and the ongoing work of existing organizations, in order to provide a comprehensive look at all factors affecting growth, investment, and quality of life issues in this area.

2.2 ANALYSIS

A complete review of eleven existing plans for the area informed the planning process on issues other groups in the area are focusing on. The review also identified common issues from each of the plans. (See Appendix for a list of plans). The general consensus among the reviewed plans revealed these commonalities.

- A. Provide public access to the Lakewalk, Riverwalk, and Lakeshore State Park.
- B. Create linkages between trails, walks, and outdoor recreational opportunities.
- C. Provide interconnected, walkable, pedestrian-friendly streets and green

THIRD WARD NEIGHBORHOOD PLANNING REPORTS ANALYSIS MATRIX

Note: Bold type indicates initiatives ongoing. Italic indicates initiatives completed.

Development Objective Design Objective	Bonifica Study	Millennium 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	Menominee 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 Scharens 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	Mixed Activity Zoning That Let's Market Operate Freely	●	●	●	●	●	●	●			
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	Design Guidelines - Not Fixed Rules - Principles to Manage Change	●	●	●	●	●	●	●			
V	Create New Destination Activities	●	●	●	●	●	●	●			
W	Recognize 3rd Ward Identity as Historic Warehouses Lining the Streets	●	●	●	●	●	●	●			
X	Street Space Design as Basis of Sustained Economic & Social Value	●	●	●	●	●	●	●			

See Appendix for a larger format matrix

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Development Objective Design Objective	Bonifica Study	Millennium Plan	Third Ward Guidelines	Lakefront Access Study	1905 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 / District Place	●	●	●		●	●					
3 Encourage a Mix of Compatible Uses: Cultural, Retail, Hotel, Office, Residential	●	●	●	●	●			●			
4 Expand Lakefront Public Greenspace, Promenade, 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 For Neighborhood 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 Chicago Street Recognized as Collector - Main East West Traffic Route	●	●		●	●	●					
20 Broadway Reclassified as Local Street - Pedestrian Emphasis	●			●	●	●		●			
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 Commercial Use Along Streets for Ground Floor of New Parking Structures	●		●	●	●	●		●			
26 Chicago Street Improved to Provide Special Identity / Pedestrian Improvements	●		●	●	●	●					
27 Marked Gateway to District- Water and St. Paul @ River			●		●						

28 Mark Gateway to District- Water, Broadway, Jackson & Milwaukee at St. Paul			●		●						
29 Boat Slips Along the River					●	●		●			●
30 Reinforce Catalano Square as a Destination Green Space for Pedestrians					●						
31 Pedestrian Bridge Connection to West Side of River					●			●			
32 Capture Lakefront Recreational and Entertainment Usage & View Opportunities	●	●		●	●		●				
33 Historic Resources - District of 71 Building - Uniform Setback at Sidewalk			●	●	●			●			
34 Historic Resources - Architecturally & Historically Significant Warehouses			●	●	●			●			
35 Historic Resources - NPS Pivotal Buildings to be Retained			●	●	●			●			
36 Historic Resources - NSP Contributing Building Retained When Possible		●	●	●	●			●			
37 Discourage Actions that Obscure or Destroy Historic Details			●	●	●			●			
38 Encourage Improving Conditions that Prolong the Life of the Properties			●	●	●			●			
39 Reuse for Commercial Office, Retail, Housing, Food and Drink Establishments	●	●	●	●	●	●		●			
40 Reinforce District Identity with New Mid-Rise Buildings Built at the Street Edge	●	●	●	●	●						
41 Enrich Streets and Public Spaces with Well Designed Pedestrian Amenities	●	●	●	●	●	●		●			●
42 Activate Commercial Streets with Retail Activities at the Street Edge			●	●	●			●			
43 Activate All Streets with Entrance Transition Spaces at the Street Edge			●	●	●			●			
44 Use Street Trees to Help Give Special Identity to Selected Streets		●		●	●			●			
45 Treat River Edge as Continuous Finished Public Spaces in Series			●	●	●	●		●	●		●
46 Reinforce District Identity at Boundaries and Portals			●	●	●			●			●
47 Enrich Streets and Public Spaces with Façade Complexity and Variety			●	●	●			●			
48 Integrate Characteristic of Ward in Composition of Contemporary Buildings			●	●	●			●			
49 Clarify and Improve Condition of Appropriate Service Access Areas	●	●	●		●	●		●	●	●	●
50 Introduce Landmark Features	●	●	●		●	●		●			
51 Encourage Public Art Installations		●				●					
52 Enhance Pedestrian Connections to Downtown	●	●	●		●	●		●			●
53 Enhance Pedestrian Connections to Island State Park		●		●			●		●		
54 Enhance Pedestrian Connections to New Art Museum & Grounds		●									
55 Enhance Pedestrian Connections to Schooner Project		●					●				
56 Marked Gateways to District- Street Stub Ends at River						●					
57 Improve environmental quality							●		●	●	●
58 Zoning recommendations								●			●
59 Population density								●			●
60 Intensity of Uses								●			●

2.3 PUBLIC PARTICIPATION SUMMARY

Ideas gained through the public participation process have been key in determining plan recommendations that will affect the Third Ward neighborhood. Meetings with stakeholder groups and the general public provided input on important issues and support of the plan’s objectives. The planning team met with the following stakeholders at least one time:

- * World Festival Inc.
- * Italian Community Center members
- * Business owners/Business Improvement District (BID) #21
- * General public, including residents and stakeholders

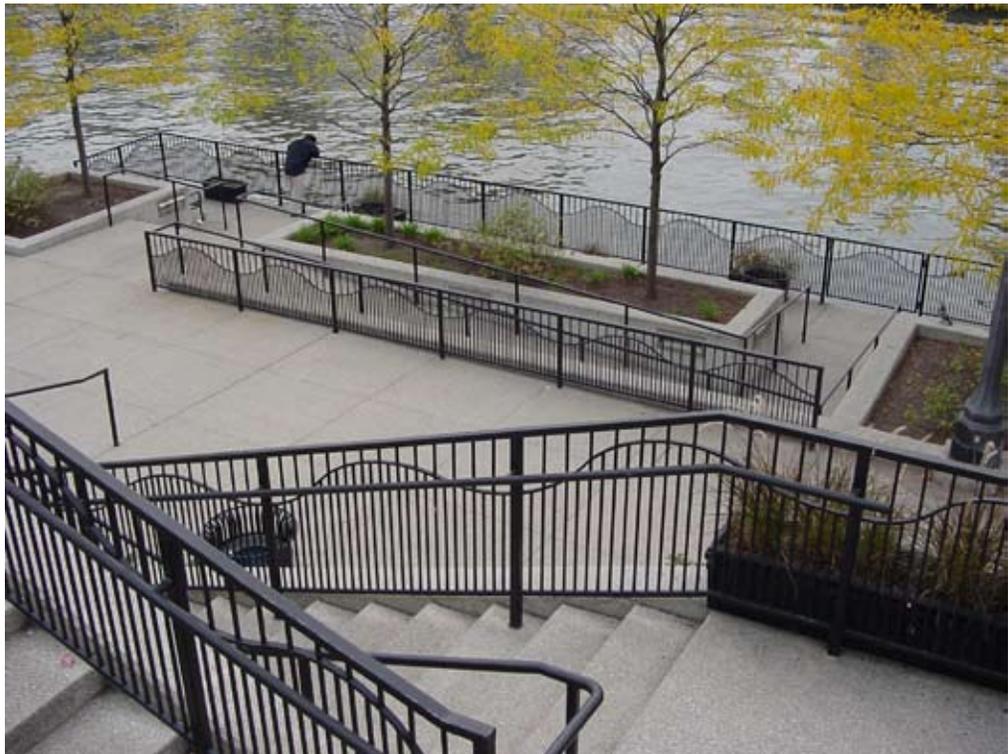
- * Historic Third Ward Association annual meeting participants
- * Architectural Review Board (ARB BID #21)
- * DNR (Lakeshore State Park)
- * City officials

All of the participants provided thoughtful, considered input. Most of the responses can be categorized by issue. These are the issues reported:

A. Traffic Calming

- * Traffic on Water Street and Milwaukee Street is heavy, fast, and creates an undesirable area for pedestrians.

Take advantage of opportunities for added river access



- * All streets should be pedestrian friendly.
- * Ensure safe movement for pedestrians. Improve crosswalks.
- * Provide access for kayaks.
- * Preserve visual access to unique corridors, streets, buildings and vistas.
- * Preserve and create green and open space.

B. Access

- * Provide physical access to the river and the lake.
- * Continue Hank Aaron State Trail (HAST) into the Third Ward to connect with Lakeshore State Park and other bike trails.



PUBLIC OPEN SPACE / PEDESTRIAN STREETScape EXTENTIONS

THIRD WARD NEIGHBORHOOD COMPREHENSIVE PLAN

C. Businesses and Neighborhood Services

Many business owners felt that the Third Ward was a good area in which to attract clients. People enjoy coming into the neighborhood.

- * Business owners watch over their neighbors by keeping their “eyes on the street”.
- * All agreed that the following are necessary and desirable and should be “high-end”:
 - o A grocery store
 - o A liquor store
 - o A dry cleaner
 - o A health club
 - o Pet services
 - o A movie theater
 - o A 24-hour newsstand
 - o High-end boutiques.

D. Characteristics of Development

- * New developments need to be respectful of the historic context.
- * Continue the warehouse “look”.
- * It should be hip, high-end.
- * A public space like Cathedral Square would be good.
- * New development and redevelopments should not be too tall; they should keep within the historic context.
- * No street “canyons”.
- * No skywalks.

Loft warehouse look



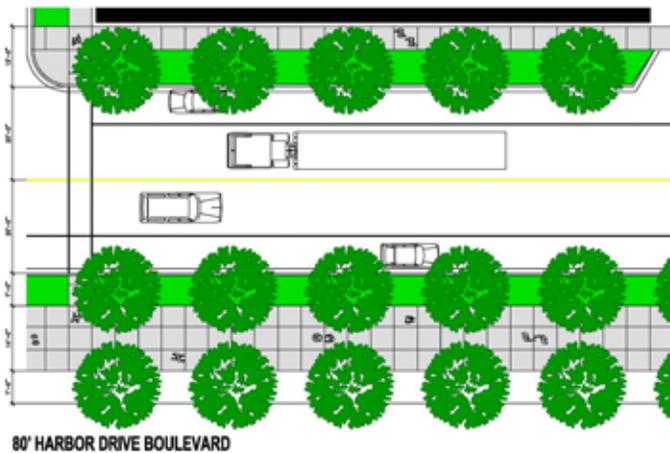


E. Streets and Parking

- * Maier Festival Park traffic needs improvement.
- * Need short term and long term parking for residents and visitors.
- * Have some streets that are not open to cars.
- * The pedestrian-oriented boulevard concept (Harbor Drive alternative) looks great.

Avoid street canyons

*Harbor Drive.
Illustration from
public meetings*



2.4 DEMOGRAPHICS AND ECONOMIC TRENDS

The population of Census Tract 153 grew from 490 in 2000 (U.S. Census) to an estimated 1200 in 2005. The number of households rose from 290 in 2000 to an estimated 900 in 2005. The population has risen dramatically since the 1990 Census, more than doubling in the 10-year period since then. In contrast, the overall City of Milwaukee population decreased by more than 5% in the same time period.

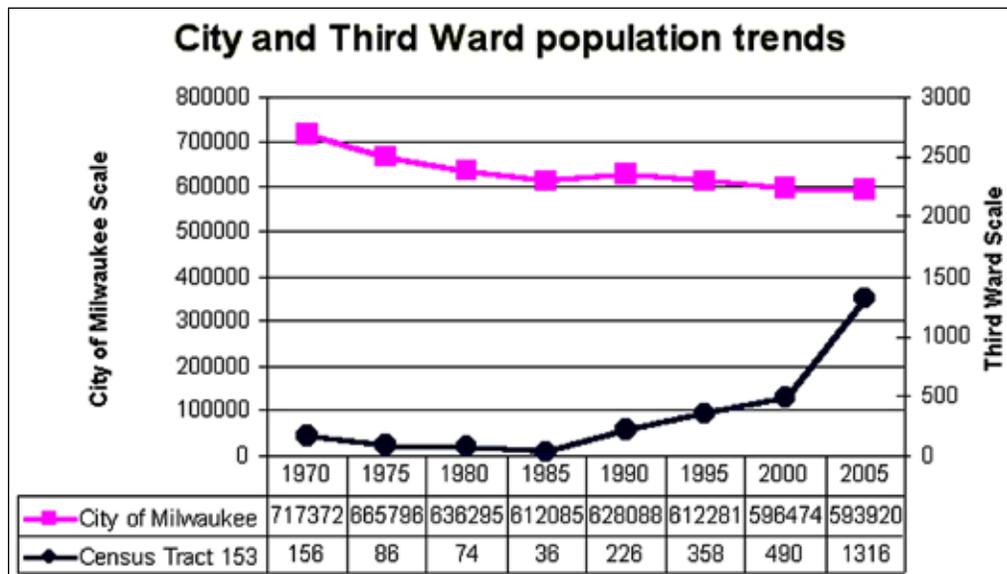
The Third Ward’s population is characterized as young to middle-aged persons in predominantly owner-occupied, one-person households. They are mostly white with a higher educational attainment, a higher percentage of professionals, and a higher income than the average Milwaukee neighborhood.

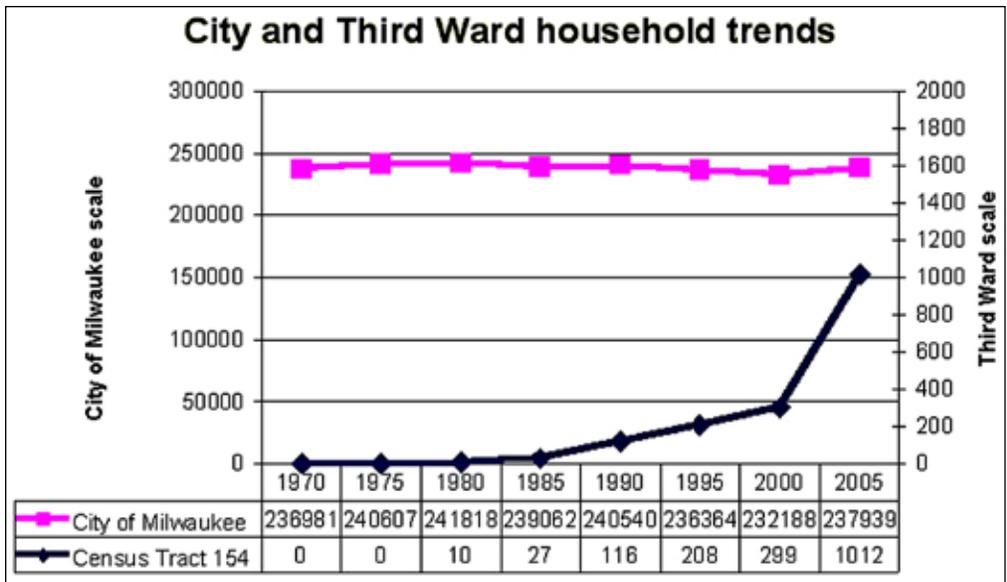
Data in this section is for Census Tract 153 and for year 2000, unless

otherwise noted. Census Tract 153 generally shares the same boundaries with the Third Ward Neighborhood, but includes two blocks along the northern edge between Clybourn Street and Wisconsin Avenue and omits all or part of three blocks west of the Milwaukee River. Census Tract 153 is bordered by Wisconsin Avenue on the north, the Milwaukee River on the west, southwest and south, and Lake Michigan on the east. Where the data indicate fewer than 10 persons in a particular category, data were sometimes collapsed or omitted in order to protect the privacy of individuals.

A. Population

Besides a total increase in population as compared to the population decline experienced by the City, the residential population of the Third Ward differs from the overall City population in a number of ways.



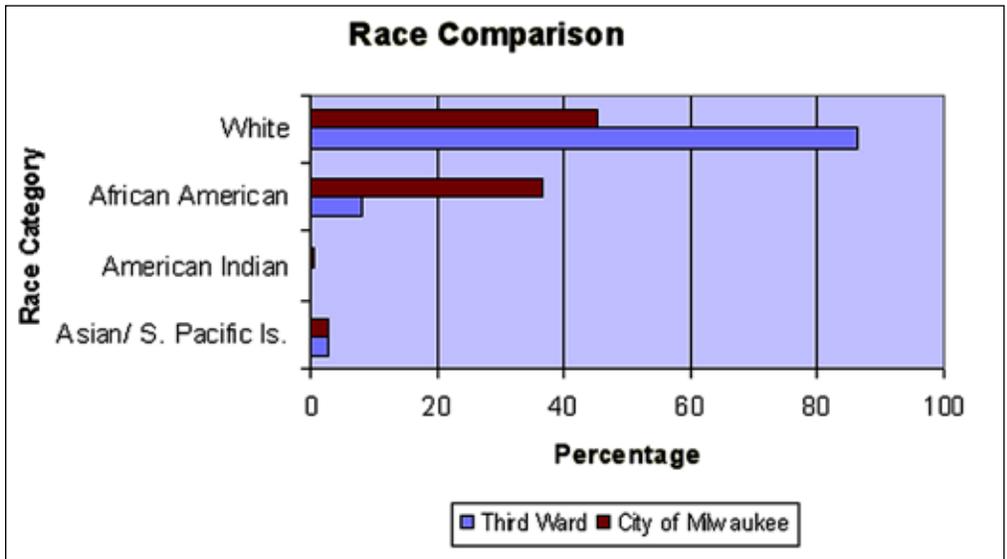


Race

Of all the residents in the Third Ward 86.3% are white, compared to 45.4% of City residents in the year 2000 census. Only 8.2% of Third Ward residents were recorded as African-American, versus almost 37% for the City.

Population by Race

Total Population	490
White	423
African American	40
American Indian, Asian, Pacific Islander, Two or More Races, or Other	27

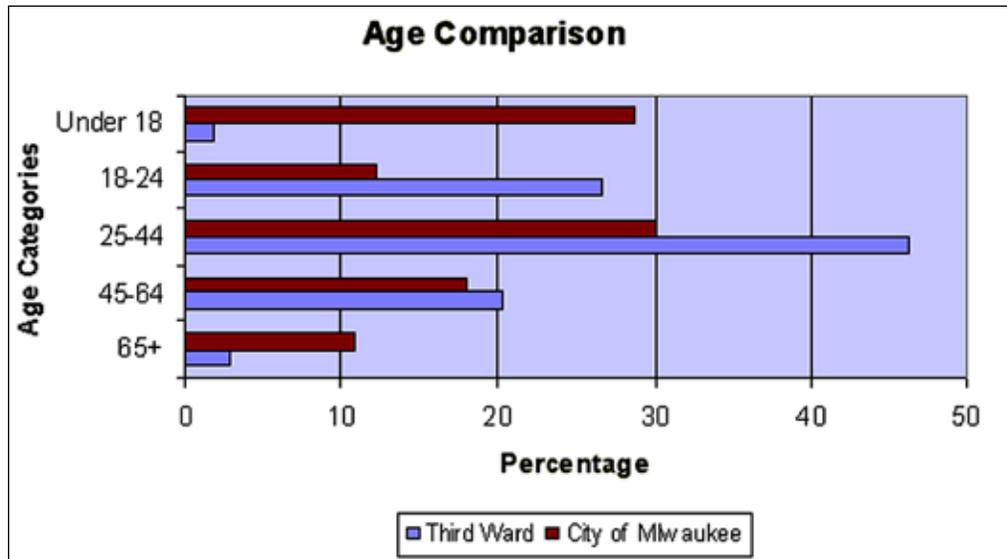


Age

The resident population of the Third Ward has a different age structure than the City of Milwaukee. The Third Ward has few persons under the age of 18, with only 1.8% falling into this age group versus almost 29% of City residents in this age group. Young adults aged 18 to 24 years compose 28.6% of Third Ward residents but only 12.2% of City residents. Those aged 25 to 44 years were the largest age group in the Third Ward at 46.3% versus 30.2% for the City. Only 2.9% of Third Ward residents were aged 65 and over versus 10.9% of City residents. Despite these differences, median ages were similar at 31.7 years for the Third Ward and 30.6 years for the City.

Population by Sex and Age

		Number	Percent of Total
Sex	Total	490	100%
	Male	296	60.4%
	Female	194	39.6%
Median Age	Total	31.7	
	Male	33.3	
	Female	30.1	
Age	Total	490	100%
	Under 5	4	0.8%
	5 to 17	5	1.0%
	18 to 24	140	28.6%
	25 to 44	227	46.3%
	45 to 64	100	20.4%
	65 and older	14	2.9%



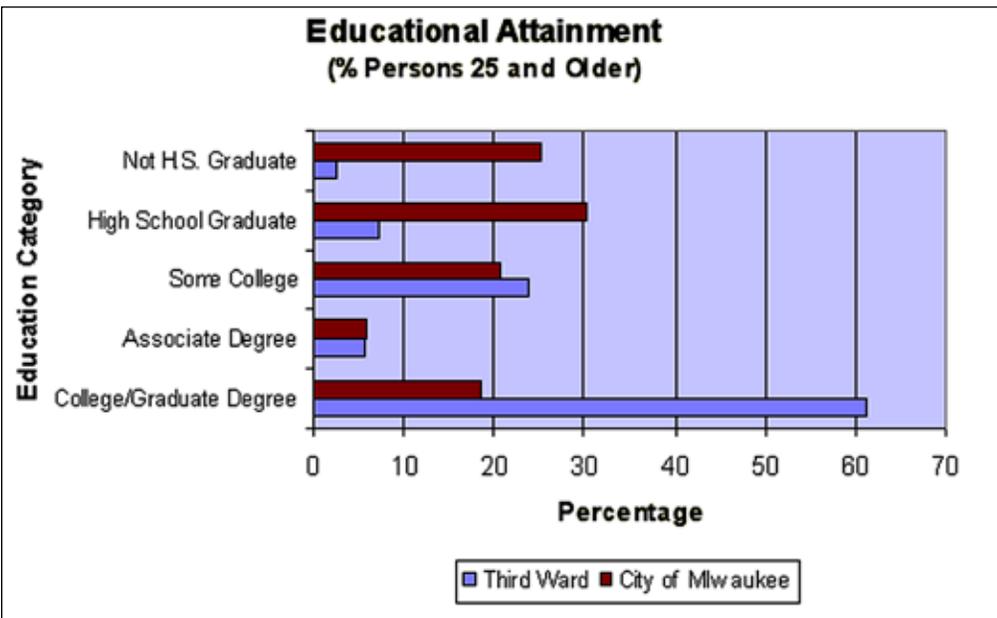
Education

The level of education attained by persons in the Third Ward aged 25 years and over was also markedly different than in the City as a whole. Of all Third Ward residents, 61.1% hold a college or graduate degree

compared to only 18.3% of City residents. Less than 10% of Third Ward residents have a high school education or less versus over 55% of City of Milwaukee residents with a high school education or less.

School Enrollment and Attainment

	Percent Number of Total	
Total Persons 25 and Older	381	100%
8th Grade or Less	0	0.0%
Some High School or High School Graduate	37	9.7%
Some College	90	23.6%
Associate Degree	21	5.5%
College Degree	162	42.5%
Graduate or Professional Degree	71	18.6%
All High School Graduates	372	97.6%
All College Graduates	233	61.2%



B. Households

Just as with population characteristics, there are some significant differences in household characteristics between the Third Ward and the City of Milwaukee, including:

Household Size

The average household size in the Third Ward is only 1.3 persons versus 2.5 persons for the City. One-person households comprise almost 74 % of Third Ward households. By contrast, only 33.5% City households were one-person households.

Household Type

As expected with the concentration of one-person households, family households represent only about 16% of all households in contrast to over 58% of City of Milwaukee households. Married couple households made up 14.4% of Third Ward households, versus 32.2 % of City households.

Household Income

In keeping with the higher levels of education attainment in the Third Ward, 1999 median household income was considerably higher than that of the City: \$53,125 in the Third Ward versus \$32,216 for the City. Despite this sizeable difference in median income, both the Third Ward and the City of Milwaukee reported about 21% of households had incomes below the poverty level.

Household Type

	Percent	
	Number of Total	
Total Households	299	100%
One Person Households	221	73.9%
Family	48	16.1%
2+ Person Non-Family	30	10.0%
One Person Households	221	100%
Male	125	56.6%
Female	96	43.4%
Total Persons in Households	396	
Average Household Size	1.32	

C. Housing

The Third Ward is one of the preeminent areas of the city for high quality multi-family condominiums and rental apartments and is currently experiencing a building boom. From just 2001 through 2005 inclusive, an estimated 713 new housing units will have been added through adaptively reusing historic buildings or new construction. These developments include the Jefferson Block Apartments, Gaslight Lofts, Marine Terminal Lofts, The Harbor Front Condominiums, Hanson’s Landing, The Lofts on Broadway, Riverview Lofts, the Commission House and others.

Vacancy

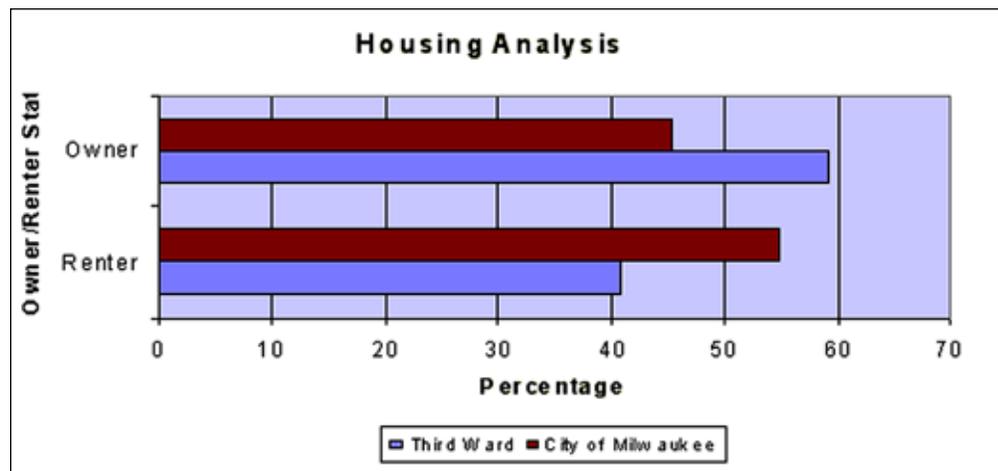
The Third Ward reported an overall vacancy rate of 13.6%, or almost twice the City rate of 6.8%. All of the Third Ward vacancies were reported in rental units.

Tenure

Over 59% of housing units in the Third Ward are owner occupied, while almost 41% are renter occupied. This compares to just over 45% owners and almost 55% renters in the City of Milwaukee.

Housing Vacancy Rates

	Number	Percent of Total
Total Units	346	100%
Occupied	299	86.4%
Vacant	47	13.6%
Occupied Units	299	100%
Owner	177	59.2%
Renter	122	40.8%
Vacant Units	47	100%
For Sale	0	0%
For Rent	37	78.7%
Other	10	21.3%
Vacancy Rate		
Owner		0%
Renter		17.3%



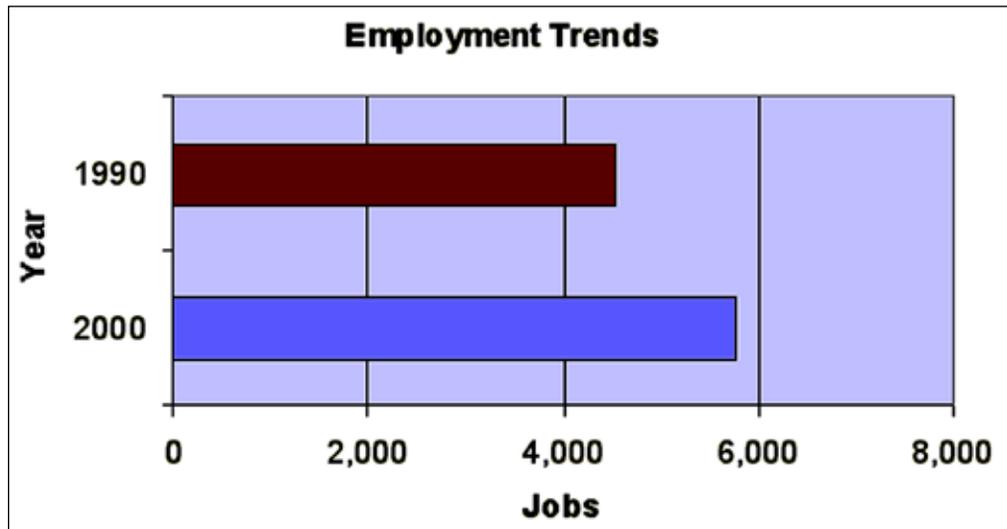
D. Employment

The number of jobs in the neighborhood has grown from 4,540 in 1990 to 5,780, an increase of 27% over that 10 year period according to extensive employment surveys done by the Southeastern Wisconsin Regional Planning Commission.

Newspaper articles in the Milwaukee Journal/Sentinel and Milwaukee Business Journal indicate that the firms and jobs created in or relocated to the Third Ward specialize in advertising, graphic design, architectural and urban design, financial planning and other “creative class” industries. Employment at the cultural resources listed in Section 1.7 Neighborhood

Context such as theatres, art schools and festivals, the presence of upscale businesses such as kitchen stores, spas, audio equipment and household furnishing dealers, art dealers, fashion boutiques, and restaurants make the Third Ward one of Milwaukee’s most interesting, dynamic, and attractive destinations.

As a result of this cosmopolitan mix of businesses, the Third Ward has a great number of visitors and tourists, employees and customers, students and teachers, artists and art lovers coming and going throughout the day and evening, enlivening the streets and adding to its unique urban atmosphere.



E. Summary

The Third Ward Neighborhood is experiencing rapid population growth. Most of this growth is in the form of one and two person households composed of younger adults who are well educated with above average incomes and who reside in owner occupied housing. Because of the Third Ward's unique character, location, and development opportunities, there is no reason to think that this trend will not continue.

This small but rapidly growing population suggests a number of needs and opportunities, all of which are achievable. The housing stock will need to continue to expand in order to meet demand. Secondly, the growing population and development will require open space that supports and complements the unique character of this neighborhood. Specialty retail and entertainment

venues will continue to attract customers from a regional market because shoppers are attracted to stylish areas like the Third Ward, creating retail opportunities beyond those of just the resident population.

The higher income and educational levels suggest that the mix of retail opportunities include many of the types of shops already located there: upscale art, trendy boutiques, cafes and restaurants. Potential also exists for an upscale food market as well as specialty take-out restaurants to cater to the well-to-do small households and other downtown workers and visitors. The Third Ward need not compete with the Shops at Grand Avenue, but can complement it by offering the specialty items not found there, thus rounding out the downtown shopping experience.