WATER AND LAND USE PLAN
The Harbor District

1,000 acres
9 miles of waterfront
Proximity to downtown
Large vacant parcels
Many strong anchors:
  Rockwell Automation
  Port of Milwaukee
  UWM School of Freshwater Sciences
Opportunity: Create a New “Working Waterfront”

Remake the Inner Harbor for the next 100 years

Build mutually reinforcing ecological, economic and social systems
WHAT KIND OF PLACE SHOULD THIS BE?

What did we learn from all the public input and consultants?
One thing came through loud and clear, over and over:

“A WATERFRONT IS A UNIQUE OPPORTUNITY.”

- Support Port Milwaukee
- Model for a Water Centric City
- Walkable and urban development
- Historic preservation
- Mix of land uses
- Cleanup contamination
- Improve habitat
- Increase public spaces and water access
- Housing and employment opportunities that are accessible to a wide variety of people
SUPPORTING THE REGIONAL ECONOMY

Light Industrial:
Modern manufacturers, start-ups
19% of total land use
Goal of 22 jobs per acre

Commercial:
Offices, retail, research labs
Up to 18% of total land use
Goal of 75 jobs per acre

Transportation and Utilities:
Port Milwaukee and MMSD
40% of total land use,
concentrated on Jones Island
MAKING A PLACE FOR PEOPLE

Riverwalk

Waterfront Park

Canoe and Kayak Launches

Water Access
HOW WILL MILWAUKEE BENEFIT?

We looked at completed projects in the Menomonee Valley, along Milwaukee's rivers, and elsewhere within the City to see what kind of impact redevelopment in the Harbor District could have. We applied those same outcomes to properties identified as likely to change here to generate estimates of potential jobs and new property value.

- **$864 MILLION INCREASE IN PROPERTY VALUE**
- **5,663 NEW JOBS**
  - 1,477 OFFICE/COMMERCIAL JOBS
  - 3,839 MIXED USE JOBS
  - 348 INDUSTRIAL JOBS

- **3,343 JOBS EARNING UP TO $40K/YEAR**
- **2,320 JOBS EARNING MORE THAN $40K/YEAR**

Map of Proposed Future Land Uses
CLOCK TOWER ACRES

20% WHITE
25% BLACK
50% HISPANIC

50% HOMEOWNERS

MEDIAN INCOME
$21,625

TRAVEL TIME TO WORK
21 MINUTES
PROGRESS:

- UWM SFS
- Freshwater Plaza: Former brownfield
- 70 additional acres underway
- Existing business expanding
- Access improvements
- Momentum
STILL TO COME:

THE WATER-CENTRIC CITY

- Clean waterways
- Equitable outcomes
- A world-class destination