

7 IMPLEMENTATION

The recommendations and strategies described in the Water and Land Use Plan will, if implemented, dramatically change the Harbor District and redefine Milwaukee's working waterfront for the 21st century. The degree and direction to which the Harbor District changes in the coming years is ultimately dependent on the dedication and vision of the many partners that are or will be engaged in carrying out the recommendations in this plan.

For example, a riverwalk can be as simple as a public pathway along the water's edge or it can be as grand as an attractively designed public promenade that provides visitors with an experience that cannot be matched by any other urban waterfront. The creation of new affordable housing units can continue to rely primarily on low-income housing tax credit developments or new strategies can be implemented that challenge local thinking on how to create a community that is open to everyone.

The impact of this plan is only limited by the collective willingness to work towards the guiding principles identified as part of the planning process and not settle for bare minimum outcomes for each recommendation. Every party involved with creating and implementing this plan must strive to implement recommendations in a manner that maximizes community impact.

Most of the recommendations in this plan will require the collaborative work of multiple parties. Government at all levels, community organizations, nonprofits, private businesses, and residents will all have to be at the table together. Resources will be required from a variety of sources - public, private, and philanthropic - and will need to be aligned to most effectively support the implementation of this plan.

The table that follows summarizes the action items that will be required for successful implementation

of the recommendations contained within the Water and Land Use Plan. For each action item, it also attempts to define the parties responsible, the resources required, and the general timeframe associated with the recommendations. It is hoped that the release of this draft plan will spur additional collaboration as organizations and entities determine how they can best support plan implementation.

The Harbor District is well positioned to see through the successful implementation of the actions called for in this plan thanks to the combination of committed public and private sector partners, the formation of Harbor District Inc. and its leadership in the development of this plan, and the growing support for the economic and ecological impacts that will result from a restored waterfront. To quote the charge issued by Mayor Barrett in the introduction to this plan: "All hands on deck."

A note on “Implementation Time Frames”

Recommendations labeled as “Short Term” can begin immediately. Those labeled as “Medium Term” are more likely to require additional planning, funding, or market shifts and may more likely occur in the next two to five years. Finally, those recommendations labeled as “Long Term” are more ambitious in nature and can more reasonably be expected to be completed in a five to ten-plus year time horizon. “On-going” projects are those that may take many years to complete but consist of multiple phases or components, some of which should be acted upon immediately with the understanding that full completion is also dictated by outside factors, typically funding availability, public facility replacement schedules, and supply and demand.

The following organizations or entities are referred to by abbreviations in this section.

City: City of Milwaukee

Port: Port Milwaukee

County: Milwaukee County

RACM: Redevelopment Authority of the City of Milwaukee

DCD: City of Milwaukee - Department of City Development

UWM: University of Wisconsin-Milwaukee

DPW: City of Milwaukee - Department of Public Works

WDNR: State of Wisconsin - Department of Natural Resources

ECO: City of Milwaukee - Environmental Collaboration Office

WHEDA: Wisconsin Housing and Economic Development Authority

HDI: Harbor District Inc.

WisDOT: State of Wisconsin - Department of Transportation

M7: Milwaukee 7

WPA: Walker’s Point Association

MMSD: Milwaukee Metropolitan Sewerage District

MPD: Milwaukee Police Department

Action Item	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Overarching				
Engage residents and property owners in all decisions impacting the future of the Harbor District	HDI	DCD, DPW, WPA	NA	On-going
Review and update the WaLUP implementation plan so that it remains a useful document.	HDI	DCD	NA	On-going
Advocate for the recommendations of the WaLUP and facilitate the private-public partnerships necessary to implement plan recommendations.	HDI			
Land Use and Development				
Partner with development community to ensure that new development is consistent with WaLUP design recommendations	DCD	HDI, WPA, developers	NA	On-going
Recruit businesses identified in Market Analysis or M7 Asset Industry Clusters to the Harbor District	M7, DCD	HDI	NA	On-going
Remediate and redevelop 311 E Greenfield consistent with plan recommendations	Property owner	DCD/ RACM, HDI, developers		On-going
Create a Riverwalk Overlay Zoning District in collaboration with private property owners with a goal of providing continuous public access to the waterfront. Ensure design standards are responsive to property owner safety, security, and operational needs.	DCD	HDI, property owners	NA	Short term
Activate or redevelop the RACM owned parcel at 317 E National Ave.	RACM		NA	Short term
Advance zoning changes recommended by the WaLUP	DCD	HDI, WPA, property owners	NA	Short term

Action Item	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Remediate and redevelop 401 E Greenfield consistent with plan recommendations	Port	DCD/ RACM, developers		Medium term
Explore potential to repurpose MCTS KK Garage to facilitate Mitchell St. extension and mixed use development	County	DCD, DPW	City, County, FTA	Medium term
Develop 143 E Lincoln Avenue as the Lincoln Horse Stable therapy center	MPD/Non-profit	RACM	Fundraising, EPA	Medium term
Redevelop the Grand Trunk Site in a manner that complements the wetland slated for restoration	Port, DCD	Developers	NA	Long term
Identify unused and non-leasable space on Jones Island that can be converted for public space or green infrastructure	Port		NA	Long term
Parks, Open Space, and Recreation				
Design waterfront stub end streets as plaza or park-like connections to Riverwalk	DPW	DCD, Adjacent property owners	City, developers	On-going (as development occurs)
Remove unused rail spurs identified in WaLUP for removal for conversion to shared use public paths and stormwater management facilities	DCD/ RACM	Railways, HDI, DPW, property owners	City, grants, property owners	Short term
Create two new canoe/kayak launches in East Greenfield Avenue sub-district	HDI, Property owners		HDI, property owners	Short term
Create and deploy coordinated bicycle trail signage throughout the Harbor District	County, City, WDNR	Bike Fed, Friends of Hank Aaron State Trail	County, City, grants	Short term
Build the "Slosh Park" public plaza where East Greenfield meets the water's edge	HDI	DPW, UWM	Fundraising, grants	Short term
Develop and extend a trail and wayfinding system for recreational boaters throughout the waters of the Harbor District	Milwaukee Riverkeeper	HDI	Grants, BID	Medium term

Action Item	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Design and build linear waterfront park within East Greenfield sub-district in partnership with property owners				Medium term
Create a new public park at 2112 and 2122 South Fourth Street	MMSD			Medium term
Research strategies to attract additional recreational boating into the Inner Harbor	HDI	Milwaukee Riverkeeper	BID, grants	Medium term
Improve the Milwaukee County Boat Launch to better serve as a waterfront public space and better accommodate canoes and kayaks	County		County, grants	Medium term
Create an at-grade crossing over the Union Pacific railway in the East Greenfield sub-district to allow users to access waterfront	DCD/ RACM	Railways, DPW, property owners		Medium term
Partner with other organizations and districts to create mobile or print maps and guides	HDI	Visit Milwaukee		Medium term
Create a public fishing and recreation area between the liquid cargo terminal and Combined Disposal Facility	Port	DPW	City	Long term
Improve and expand Kaszubes Park to include access to the waterfront	DPW	Port	City	Long term
Create a public park at the site of the Combined Disposal Facility when it transitions from its current use	County	Port		Long term
Create a public boat launch at 900 S Water St. when use transitions	Property Owner, County			Long term
Transportation and Utilities				
Install Bublr Bike stations to meet 1/2 mile coverage goal	Bublr	HDI, DPW	Contributions, sponsorships, grants	On-going
Formally adopt Complete Streets policy and utilize in all projects within the Harbor District	DPW	DCD	NA	Short term, On-going

Action Item	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Pursue Wisconsin Clean Marina certification	Area marinas and boat yards		NA	Short term
Create a on-street bicycle "neighborway" along Washington Street	DPW	DCD	City, WisDOT	Short term
Complete the build out of the Kinnickinnic River Trail through the Harbor District	DPW	DCD, HDI	City, grants	Medium term
Explore options for providing truck access to East Greenfield sub-district via changes to railway underpasses	DPW	DCD, property owners	City	Medium term
Screen the WE Energies substation on South Water Street in an aesthetically pleasing manner	Property Owner		Property Owner	Medium term
Explore options to reduce odors from facilities on Jones Island	MMSD	Port		Medium term
Achieve Green Marine level 5 rating	Port		NA	Medium term
Remove unused rail tracks located in right of way along South Water Street and Florida Street to increase safety and access	DPW	DCD/ RACM, Railways, adjacent property owners		Medium term
Create on-street protected bike lanes along South Water Street, Pittsburgh Street, Kinnickinnic Avenue, and Bay Street	DPW		City, WisDOT	Medium term
Advocate for development of Kenosha-Racine-Milwaukee (KRM) rail Commuter Link	City	HDI	TBD	Long term
Redesign First Street to better serve all users and serve as a gateway to the Harbor District	DPW	WisDOT, DCD	City, WisDOT	Long term
As uses transition and opportunities arise, create new public rights of way within Grand Trunk sub-district	DPW	DCD	City	Long Term

Action Item	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Redesign the Becher Street interchange at I94/43 to improve safety and functionality	WisDOT	DCD	WisDOT	Long term
Develop a bicycle and pedestrian loop on Jones Island	Port	DPW	City	Long term
Equity and Affordability				
Focus businesses recruitment to the Harbor District to firms that provide job opportunities accessible to area residents	M7, HDI, DCD		NA	On-going
Include affordable housing units in any new multi-family residential development involving sale of public land	DCD, County	Developers	NA	On-going
Make changes to the Low Income Housing Tax Credit Allocation Plan that further prioritizes areas with job and transit access and those at risk of displacement	WHEDA	DCD, HDI	NA	Short term
Complete Equitable Growth through Transit Oriented Development Study and implement resulting housing affordability recommendations	DCD	HDI	TBD	Short term
Develop tailored programing to connect area residents with employment opportunities in Harbor District	Employ Milwaukee	HDI, area employers	BID, Employ Milwaukee, grants	Medium term
Environmental Cleanup				
Complete projects to support delisting of the Milwaukee Estuary Area of Concern, particularly cleanup of contaminated sediments	WDNR	AOC Community Advisory Committee, MMSD, Responsible Parties	WDNR, grants	On-going
Seek funding to carry out site assessments for publicly owned sites within the Harbor District	DCD/RACM	WDNR	RACM, grants	On-going

Action Item	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Pursue resources and access agreements to assist with site assessment and cleanup at privately owned sites	DCD/ RACM	WDNR	RACM, grants	On-going
Stormwater Management and Water Quality				
Implement the Alliance for Water Stewardship International Water Stewardship Standard	AWS	HDI, Property owners	NA	On-going
Create a biofiltration facility along South Marina Drive, including potential daylighting of sewer	DPW	DCD, MMSD, WDNR	City, MMSD	Short term
Complete next level stormwater management planning for Harbor District sub-districts and corridors	DCD/ RACM, HDI	MMSD, ECO, WDNR	WVDR, MMSD	Short term
Implement stormwater best management practices adjacent to Grand Trunk Wetland to protect water quality of the wetland	DCD/ RACM, HDI	WDNR, Port	RACM, grants	Medium term
Create a stormwater substitute ordinance to Chapter 120 for properties within the Harbor District	DPW	HDI, MMSD	NA	Medium term
Develop incentive programs to install green infrastructure projects	ECO	MMSD, DPW	MMSD, City	Medium term
Build a demonstration wetland at west end of UWM School of Freshwater Sciences boat slip to improve water quality	UWM	HDI	UWM	Medium term
Explore creation of demonstration wetland at Solvay Car Ferry Slip				
Reconstruct unimproved parking lot at UWM School of Freshwater Sciences to improve water quality of runoff	UWM	UWM		Medium term
Implement priority projects from Nine Key Element Plan	MMSD		MMSD	Medium term
Develop solutions to address runoff from I-794	Port, DOR	DPW		

Action Item	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Habitat and Ecology				
Add a aquatic habitat location or feature at every waterfront property in the Harbor View Area	HDI	Property owners		On-going
Plant trees to reach goal of 23% tree canopy coverage	DPW	Property owners	DPW, property owners	On-going
Restore the Grand Trunk Wetland to achieve habitat and ecological goals laid out in the plan and provide public access	DCD/ RACM	WDNR, Port	EPA, grants	Short term
Install a Trash Wheel near the Becher Street Bridge	HDI	MMSD		Medium term
Install Habitat Hotels along the shoreline north of Becher Street Bridge and on Jones Island	HDI	Property owners		Medium term
Develop signage and programming to educate visitors on the ecological aspects of the Harbor District				
Public Art				
Deploy public art to highlight or temporarily activate areas where future development will occur and along rail bridges	HDI, Railroads	Arts Nonprofits	Grants, Railroads, BID51	Short Term
Create a wayfinding system for the Harbor District that utilizes artistic elements	HDI	BID51, DCD, DPW	BID51	Medium Term
Incorporate public art into existing and new developments within the Harbor District	HDI, Property Owners			On-going
Incorporate public art within redesigned Milwaukee County Boat Launch	County	HDI, Arts Nonprofits		Medium Term
Incorporate public art at former grain silos on South Water Street	Property Owner, Developers	HDI		Medium Term

Action Item	Lead Implementer	Supporting Entities	Funding Sources	Implementation Time Frame
Add public art on the large retaining wall on South Kinnickinnic Avenue between Maple Street and the River	HDI, DPW, DCD/ RACM	Arts Nonprofits	BID51	Short Term
Add public art to beautify rooftop of former Louis Allis facility	Property Owner	Arts Nonprofits, BVNA		Medium Term
Use art to enliven Jones Island Water Reclamation facility	MMSD	Watermarks Project Partners		Medium Term