

## Harbor District Water and Land Use Plan Outreach Summary

The Harbor District Water and Land Use Plan process began in the spring of 2015 with a series of one-on-one interviews and an online survey and continued through the fall of 2017. Below is a summary of the outreach activities that were conducted and the major themes and comments that were received during this planning process.

### WaLUP Outreach Activities

<b># of Participants</b>	<b>Outreach Action</b>	<b>Date/Timeframe</b>
30	One-on-one Interviews that included business owners, civic partners, and the general public	Summer-Fall 2014
890	Bilingual online survey	June - July 2015
121	Six public bilingual bus tours of the Harbor District	Sep - Oct 2015
15	Four focus groups organized around commercial water users, recreational water users, industrial business owners/operators, and Lincoln Warehouse tenants.	December 2015
25	Presentation to the South Shore Yacht Club	March 2016
11	Sustainability Summit Workshop	April 2016
	Alderman Perez WaLUP Briefing	June 7, 2016
	Ciclovia	June 12, 2016
	Alderman Zielinski WaLUP Briefing	June 14, 2016
30	Natural Resources Foundation Tour	June 2016
255	Ten bilingual bus, boat, and bike tours of the Harbor District	July - Sep 2016
30	University Club workshop	September 7, 2016
~1,000*	Doors Open Milwaukee	September 17, 2016
50	Take Me to the River Community Social Event	September 28, 2016
170	Two bilingual public input meetings	October 25 & 27, 2016

291	Bilingual online survey	November 2016
30	Presentation to the Wisconsin Maritime Historical Society	January 28, 2017
	Presentation to the Board of Harbor Commissioners	April 13, 2017
	Alderman Bohl WaLUP Briefing	April 24, 2017
130	Two bilingual public input meetings	April 25 & 27, 2017
250	Bring Your Kids to Work Day at Rockwell Automation	April 28, 2017
166	Bilingual online survey	May 2017
14	Door-to-door outreach in the Clock Tower Acres neighborhood	May 2017
70	School programming with Christ St. Peter, St. Anthony's, and Riley Elementary Schools	March - May 2017
120	Six kayak tours of the Harbor District	June - Sep 2017
30	Natural Resources Foundation Tour	June 2017
	Presentation to the Path to Platinum steering committee	July 20, 2017
	Presentation to the RACM Board	August 16, 2017
~800*	Doors Open Milwaukee	September 23, 2017
	Aldermen Perez, Bohl, Borkowski, and Zielinski WaLUP Briefings	Sep 20 - 26, 2017
164	Six plan advisory group meetings	Jan 2016 - Oct 2017
~1,200*	Harbor Fest WaLUP Station	October 7, 2017
	Presentation to the Board of Harbor Commissioners	October 12, 2017

*\*A WaLUP station was part of these events. Participant number reflect total event attendees.*

## WaLUP Public Input Summary

The first outreach phase included one-on-one interviews, focus groups, and an online bilingual survey and took place between spring 2015 and spring 2016. Major themes from public input are listed below.

- **A waterfront provides a unique opportunity.** Successful redevelopment will connect people to the water in multiple ways and boost Milwaukee as the nation's leading "Freshwater City." Our Port can only be in this location, and should be a vibrant facility.
- **Redevelopment should include the economy and the environment.** Broad and wide support exists to find a balance between economic performance and environmental goals, which are integrated.
- **Public access is key.** Redevelopment should focus on true public access for adjacent neighborhoods and the region at large. Create connective transportation infrastructure like bike/pedestrian paths, public access points to the waterfront, a riverwalk and more green/open space.
- **Mixed housing is a must.** The Harbor District should be a vibrant, diverse neighborhood where housing sizes and types are mixed and mirror surrounding Third Ward and south side neighborhoods.
- **Preserve the historical character.** The next 100 years of the Harbor District should preserve and celebrate the diversity of adjacent south side neighborhoods, LGBT businesses, and the area's fascinating history. The history spans native settlement, industrial use and modern Port operations. In addition, efforts should be made to preserve historically significant buildings or structures like the railroad swing bridges.

The second outreach phase included public meetings and an online survey in the fall of 2016. Questions were aimed at defining the community's preferred outcomes for redevelopment. Some clear preferences were identified and are outlined below.

- **Providing space for people to recreate and enjoy the outdoors and restoring the natural environment to provide habitat for plants, fish, and wildlife** were consistently ranked as the highest priority outcomes for future redevelopment of the Harbor District. **Attracting new businesses that provide jobs for people in the community** was consistently ranked a close third.
- **Maximizing the value of new real estate development** was consistently ranked as the lowest priority outcome for future redevelopment.
- **Connections to the water, multi-use trails, and riverwalk** were identified as the most important types of public spaces to be included in redevelopment.

The third outreach phase again included public meetings and an online survey in the spring of 2017 with proposed land use, public space, stormwater, and habitat recommendations for community members to respond to. Themes identified in previous public outreach continued to be popular.

- Of the major public space amenities proposed, the **linear waterfront park in the East Greenfield Avenue sub-district and the riverwalk** were clearly identified as the most important. Within the linear park, **multi-use trails were the most popular element**, with playgrounds a distant second and other amenities (sport courts, exercise equipment, etc.) further behind.
- Respondents prefer a **mix of natural and active public spaces**.
- When asked about future land use preferences for the East Greenfield Avenue sub-district, a mix of **industrial and commercial offices was clearly preferred** among respondents. When asked about whether or not to allow housing on the southern portion of the East Greenfield Avenue sub-district, respondents clearly **preferred to include housing as part of a mix of uses**.
- The importance of **future development being compact and urban** continued to be stressed.
- **Support for affordable housing** remained a priority.
- In general, respondents want to see a **mix of uses** as opposed to dedicating the area to a single use.