



Spanning roughly 1,200 acres from Miller Park on the west to the Harley-Davidson Museum and the confluence of the Milwaukee and Menomonee Rivers to the east, the Menomonee Valley cuts an imposing and unmistakable four mile long and half-mile wide swath through the heart of the city of Milwaukee. For comparison, the Valley is similar in size and shape to New York City's Central Park.

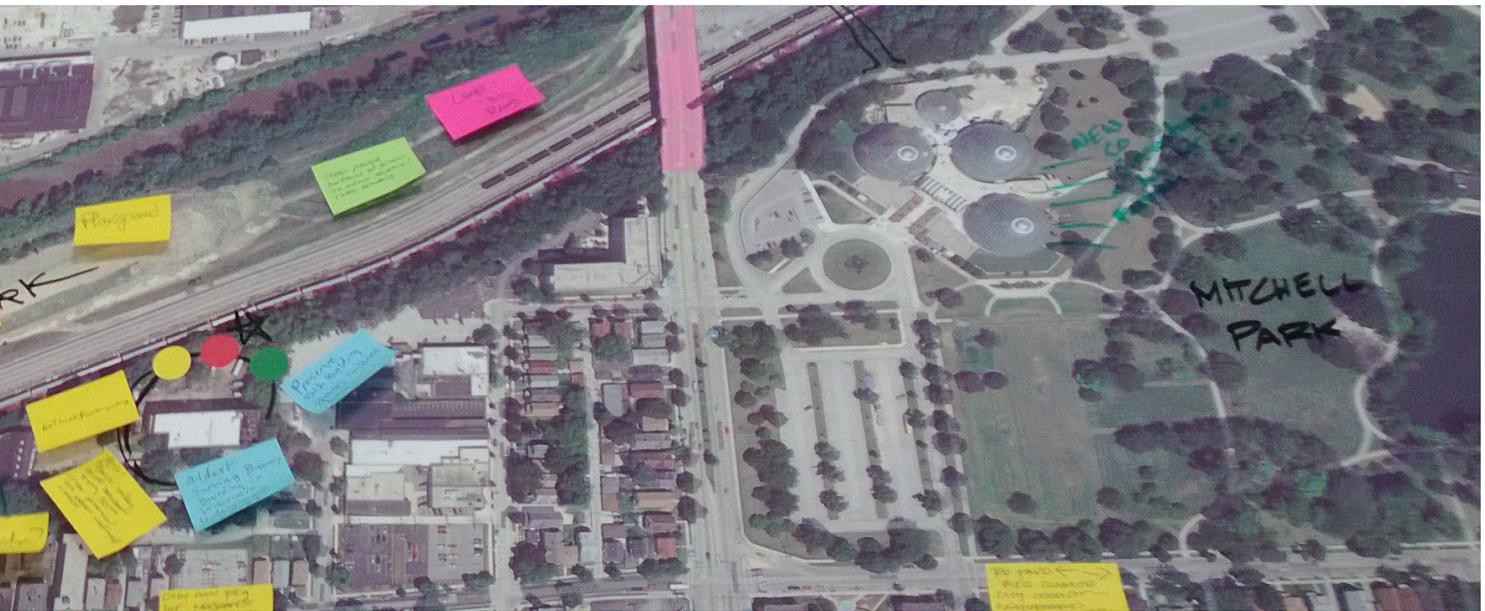
Because of the differences in elevation the Valley is physically disconnected from the rest of the city and historically accessing the Valley has been secondary to traversing it. The primary routes across the Valley are the four north-south viaducts and the elevated I-94 freeway. These viaducts act as seams running across the Valley; however, only Sixth Street provides access to the Valley floor. The area west of the 27th Street viaduct is characterized by three main uses:

Miller Park, home of Major League Baseball's Milwaukee Brewers; the 10-year old Menomonee Valley Industrial Center (MVIC), made up of a new generation of light industrial manufacturers set within an innovative storm water park; and the Rexnord Corporation (formerly the Falk Corporation), maker of industrial precision parts and gears and the largest and also one of the last



Located along the southern edge of I-94, the Valley can be described as both a dividing line and the bridge between Milwaukee's north and south sides. Its physical characteristics are unique. The most prominent feature, as its name implies, is the elevation difference between the Valley floor and the top of its bluffs to the north and south providing clear views into the Valley and excellent visibility for the businesses and activities located there.

legacy firms remaining in the Valley from its industrial peak in the last century. The Valley Center, between the 27th Street viaduct and east to the I-94 overpass, is comprised of three major land uses: industrial facilities such as the Cargill meat packing plant, the City of Milwaukee Department of Public Works fleet and electrical shops, the WeEnergies Menomonee Valley Power Plant, smaller office and professional businesses, the Potawatomi Hotel & Casino, and the

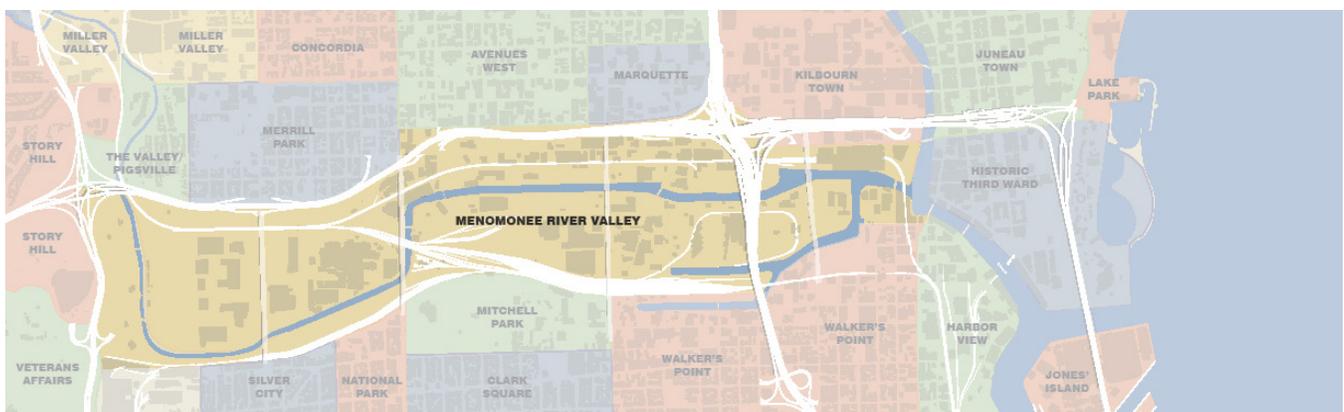


Marquette University Valley Fields. The third main segment of the Valley lies east of I-94 and is essentially a peninsula by means of the Menomonee River to the north and the Menomonee Canal to the south and east. This east end is bisected by the 6th Street viaduct and is comprised of two industrial facilities notable for large storage silos, vacant industrial parcels, and is capped off on the eastern end with the Harley-Davidson Museum.

Relation to City and Region

The Valley lies adjacent to several notable and active neighborhood districts: downtown Milwaukee, the Historic Third Ward, Walker's Point, Walker Square, Avenues West, the Layton Boulevard West Neighborhoods, Clarke Square, Merrill Park, and West Milwaukee.

For this plan, the Menomonee Valley planning area is bordered to the north by I-94; to the south by Pierce and Bruce Streets and the Canadian-Pacific Railroad line; to the east by the Harley-Davidson Museum and the Reed Street Yards; and to the west by Miller Park Way.



Neighborhoods

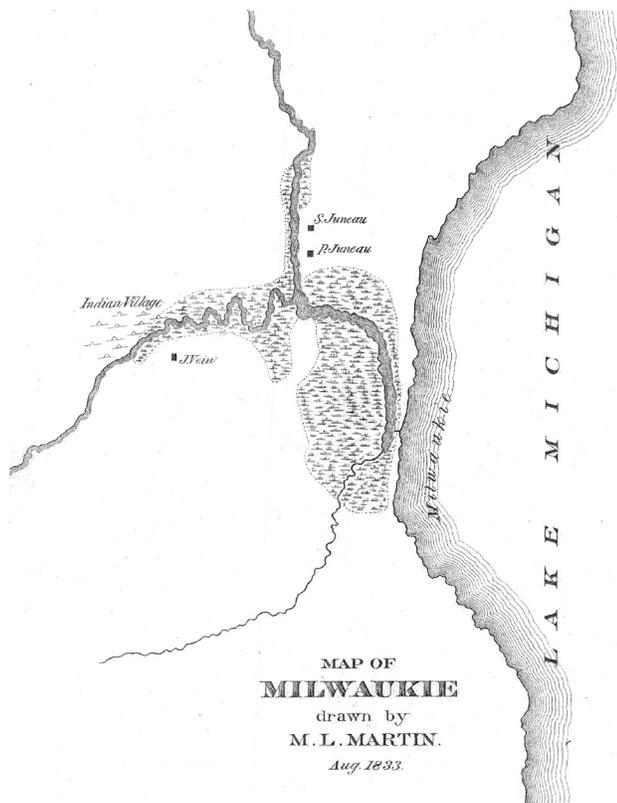
Historical

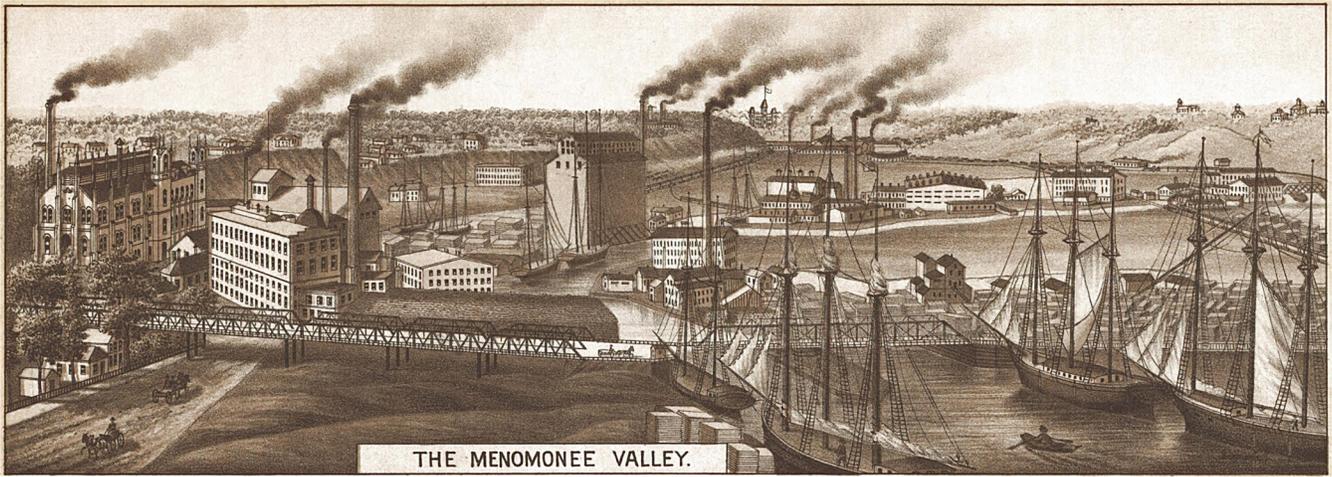
The *Menomonee Valley Partners* website (renewthevalley.org) contains a concise yet detailed history of the Menomonee Valley provided by local historian and writer John Gurda. The historical development summary of the Valley that follows is largely based upon this helpful and illustrative document.

Prior to European settlement and the urbanization of Milwaukee, the Menomonee Valley was much steeper and lower than today. It was a vast marsh filled with wildlife, dense cattails, grasses, and wild rice – from which the word “Menomonee” is derived. In fact, its waters reached as far as what is the corner of present-day Water Street and Wisconsin Avenue. Due to these natural resources and supply of game and fish, for centuries the Valley was home to native tribes including the Potawatomi, Ojibwa, Odawa, Sauk, and Fox which in turn eventually attracted French-Canadian traders and European settlers including Jacques Vieux, Solomon Juneau, George Walker, and Byron Kilbourn – considered to be the first European settlers of what would become the city of Milwaukee.

The Valley was Milwaukee’s original river greenway, viewed and used in the same manner as today’s greenway along the Milwaukee River on the city’s east side, offering residents an enclave of wilderness seemingly far-removed from, yet located in the middle of, an increasingly urbanized city.

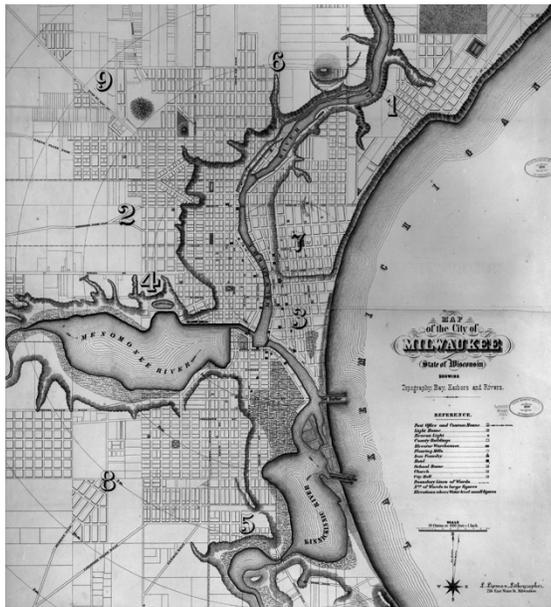
This didn’t last long. Soon after the incorporation of the City of Milwaukee in 1846, the first railroad tracks were laid between the Valley and Wauwatosa. The number of rail lines soon expanded to take agricultural products from the interior of the state for export by way of the Valley and Lake Michigan. Local processing of these export products naturally followed and thus was born Milwaukee’s beer, tanning, and cream-city brick products for which the city became known for.



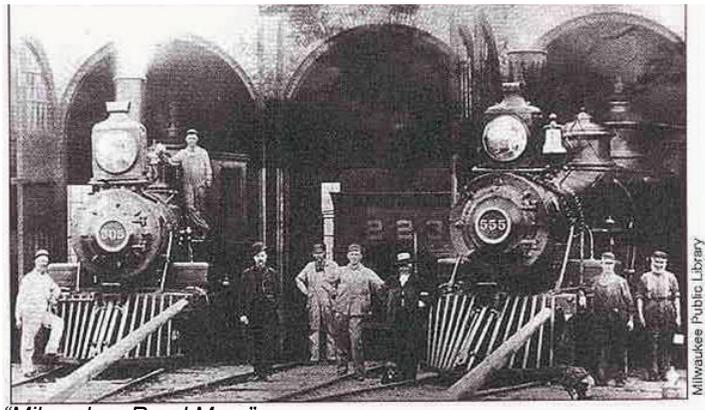


Early Valley Image, 1882, looking West

Source: Library of Congress



Map of City of Milwaukee, Note: Expanse of Menomonee River in Valley



"Milwaukee Road Men."

Source: Milwaukee Public Library



Menomonee Valley, Circa 1900's



Menomonee River Dockwall Construction, Circa 1941

Source: Milwaukee Public Library

The next evolution of the Valley occurred with the transition to heavier industries, taking advantage of the early rail lines and the Valley's ample space to accommodate the larger footprints required of industrial operations. And so began the filling-in of the Valley. Bluff slopes were reduced and parts of the Valley floor filled in by more than 20 feet. Canals were either created or expanded as were rail lines and sidings. By the late 1800s industrialization had assimilated much of the Valley with areas along Bruce, Pierce and St. Paul streets from which would emerge mass storage of commodities, stock yards, millwork, and the industrial processing and manufacturing businesses that put Milwaukee on the map as the machine shop to the world. This would continue well into the 20th Century until the age of deindustrialization forever transformed America's northern tier cities.

While the Valley supplied Milwaukee with an incredibly job rich manufacturing district, after decade upon decade of heavy industrial operations a price was eventually to be paid. Pollution, contamination, and the overall smell from multiple olfactory-unfriendly operations wafted over and around the Valley seriously affecting the quality of life for many adjacent neighborhoods. Coupled with the shift in commercial transportation modes from rail to wheel and a decentralization of manufacturing from the industrial Midwest to southern states and foreign countries, the Valley gradually devolved from asset to embarrassment and into an unmistakable metaphor for the state of legacy industrial belt cities in America.



*Canal Street, Circa 1990s
Source: Milwaukee Public Library*

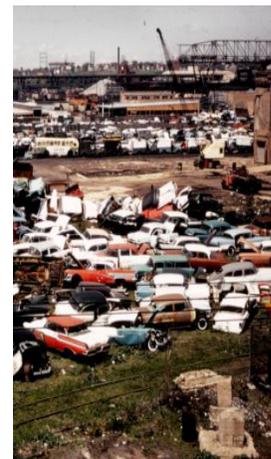


Photo: Milwaukee County Historical Society

Market Study, Engineering, and
Land Use Plan for the
Menomonee Valley

Final Report
Prepared for the Department of City Development
City of Milwaukee



Co-Sponsors:
Milwaukee Metropolitan Sewerage District
Menomonee Valley Business Association

Lockwood Greene Consulting
Fluor Daniel Consulting
Trkla, Pettigrew, Allen & Payne, Inc.
Edwards & Associates, Inc.

October 1998

Original 1998 Menomonee Valley Plan



Because it was a source for so many jobs, the environmental conditions in the Valley were tolerated. Once the Valley started growing dark due to urban de-industrialization, cleaning up the Valley became more of a priority. Beginning with Mayors Meier and Norquist, and continuing under Mayor Barrett, the City of Milwaukee took a proactive approach to redeveloping the Valley. The City located public works facilities in the Valley, improved trucking access and began acquiring land. Marquette University assumed a large tract of land between Canal Street and the Menomonee River for its athletic teams and for the first time in nearly a century the Valley had an unmistakable swath of green: Marquette's Valley Fields.

A major turning point occurred in 1998 with the creation of the Menomonee Valley Redevelopment Plan, the first major comprehensive plan for the Valley that called for sweeping changes in the Valley. Land was identified for City purchase, environmental remediation, and industrial redevelopment.

The decision to keep land uses in the Valley primarily industrial is notable and should not be overlooked. At a time when cities throughout the country were repurposing vacant and under-utilized industrial land into retail, office, residential, and other uses, Milwaukee unflinchingly declared that the Valley has been and will continue to be a source of manufacturing jobs for Milwaukeeans. Backing up its intent, the City acquired the 140 acre CMC shop yards and after a significant demolition and clean-up effort the City created a model, next generation industrial park. Other transformative changes resulted from the 1998 Plan as well: a major improvement and connection of the 6th Street viaduct that connected to the Valley rather than over it, an extension of Canal Street through to US 41 (now Miller Parkway), and the creation of Menomonee Valley Partners, a public-private partnership tasked with coordinating with existing Valley businesses, recruiting future ones, and marketing and improving the Valley's physical stock and programming.



CMC Shop Site, Circa 1990's

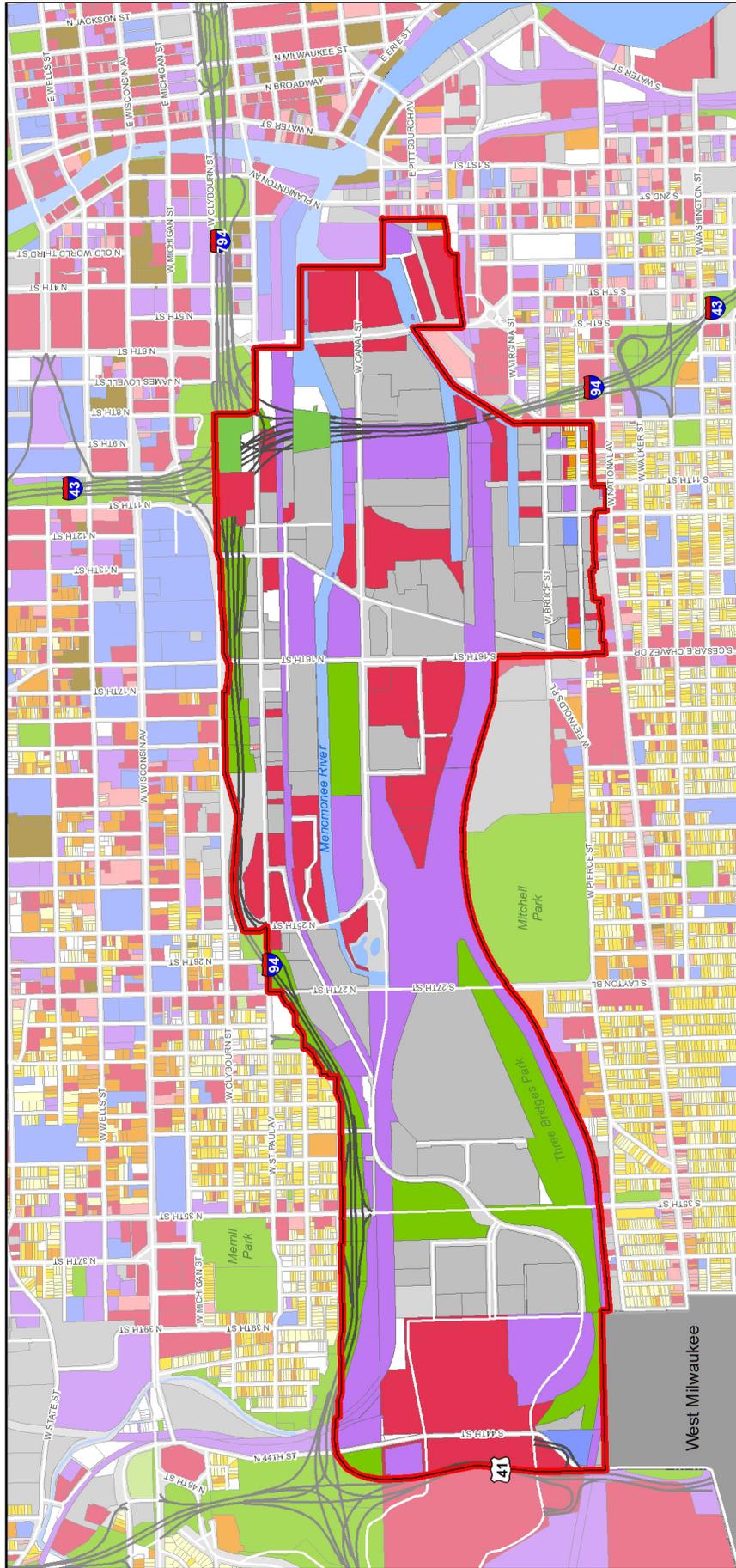
Current/ Emerging Issues and Trends

Since the creation of the 1998 Plan, profound changes have occurred at the local, national, and international level that continue to affect Milwaukee and the Menomonee Valley today. The 1998 Plan was bold and paved the way for the successes that have made the Valley one of the more notable industrial redevelopment stories in the country. In time however, economic currents ebb and flow and new issues and strategies rise to the surface creating a need for new priorities and strategies that will continue to spur the ongoing development and benefits of the Menomonee Valley. Several major issues, both at the global and local level, which have transpired or changed during the last 15 years, will need to guide the direction of this plan:

- Shift in global manufacturing landscape
- Emergence of manufacturing clusters
- Pending I-94 reconstruction
- Balance of entertainment uses
- Ongoing environmental challenges and opportunities at select sites

Existing Conditions Maps

The following pages contain maps and diagrams that describe the existing conditions in the Menomonee Valley.



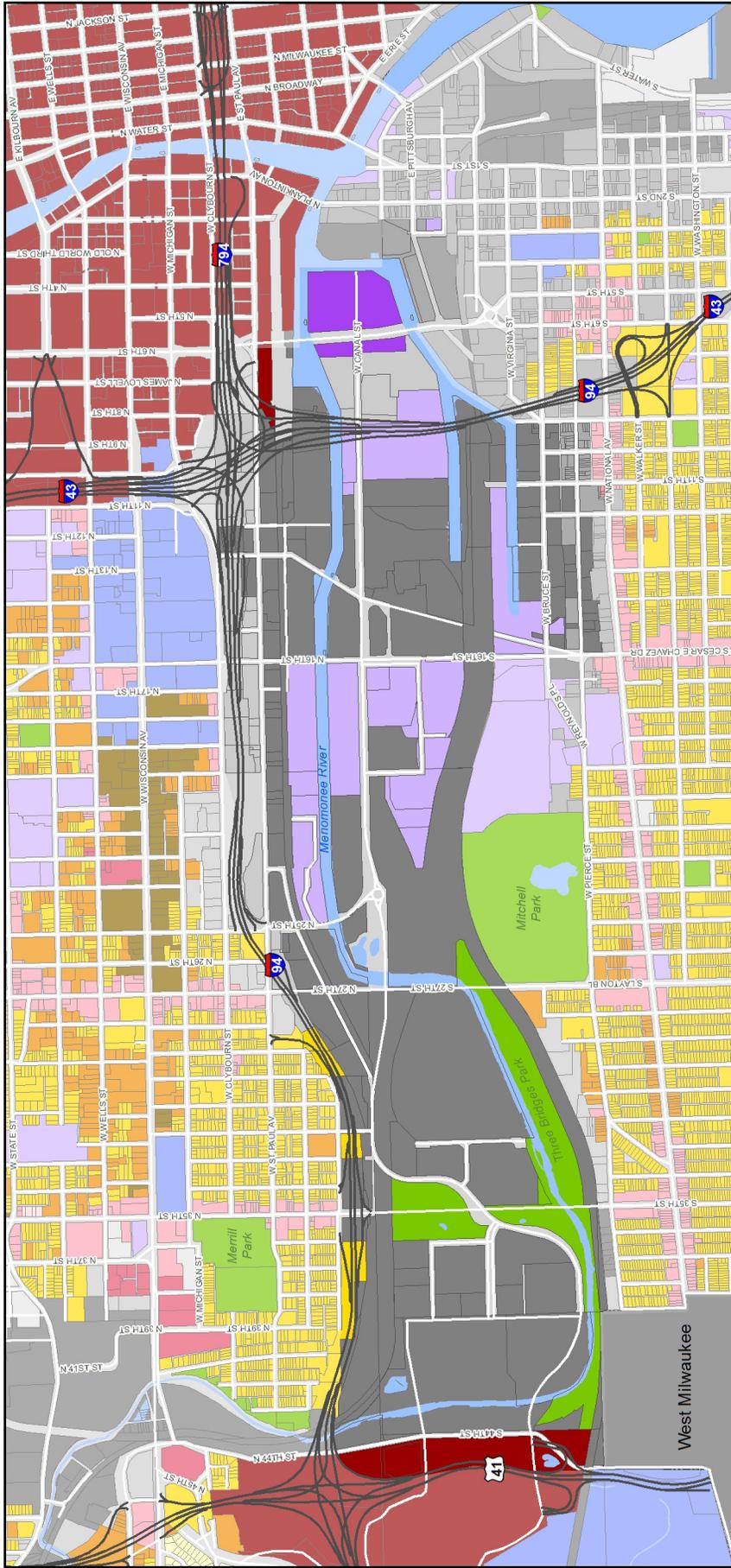
City of Milwaukee Menomonee Valley Existing Land Use

Prepared by the Department of City Development, 25 February 2015
 Source: City of Milwaukee Information and Technology Management Division; Real Estate



Legend

- IMVP 2.0 Boundary
- Residential: Single Family
- Residential: Duplex
- Residential: Multi-Family
- Residential: Condominiums
- Commercial: Commercial
- Commercial: Mixed Commercial and Residential
- Manufacturing, Construction, and Warehousing
- Transportation, Communications, and Utilities
- Agriculture and Fishing
- Public/Quasi-Public: Public Schools, Buildings, Churches, Cemeteries
- Public/Quasi-Public: Public Parks and Quasi-Public Open Space
- Vacant Land



City of Milwaukee Menomonee Valley Base Zoning

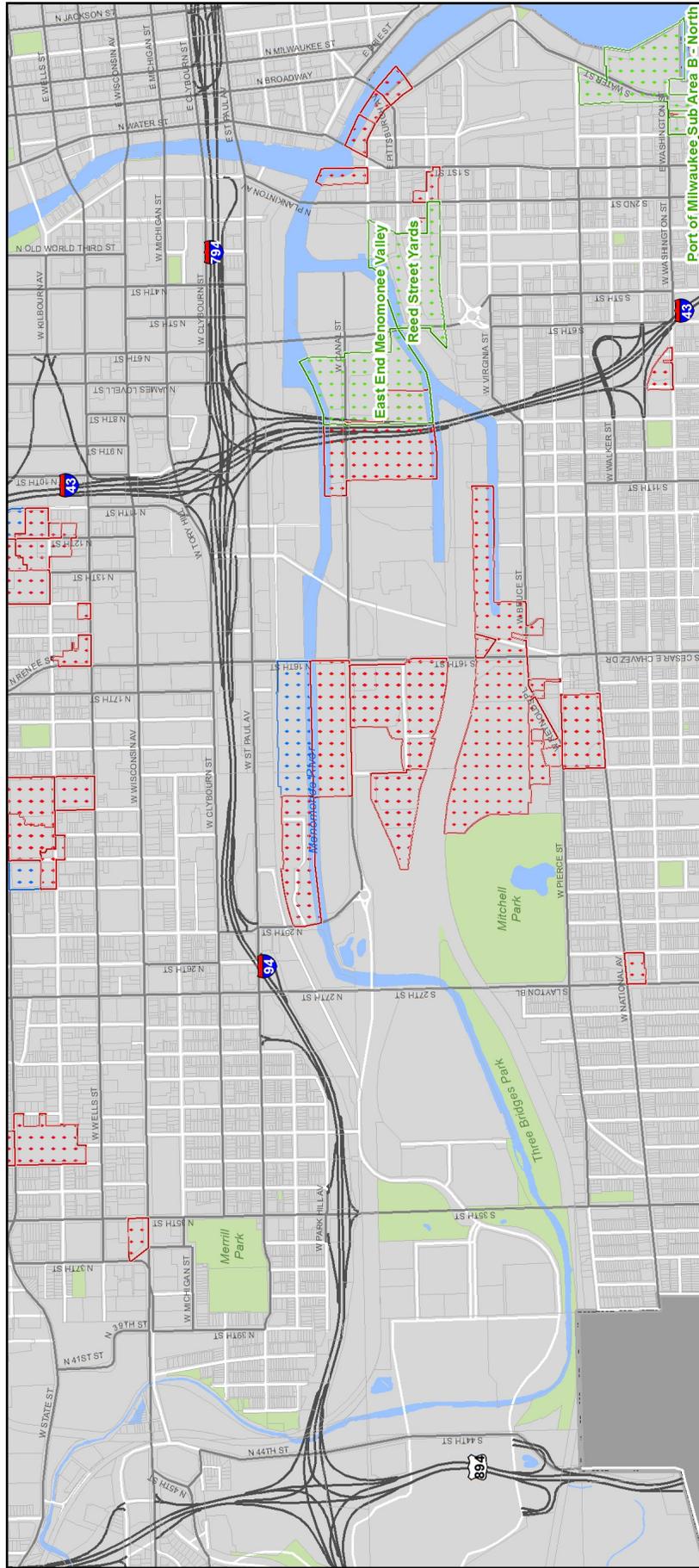
Prepared by the Department of City Development, 6 January 2015
 Source: City of Milwaukee Information and Technology Management Division, Real Estate

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Miles
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Legend

	Menomonee Valley Boundary		Industrial - Office		Residential - Multi-Family
	Commercial - Commercial Service		Industrial - Light		Residential - Residence and Office
	Commercial - Neighborhood Shopping		Industrial - Mixed		Special - Parks
	Commercial - Local Business		Industrial - Heavy		Special - Institutional
	Commercial - Regional Business		Residential - Single Family		Special - Planned Development
	Downtown		Residential - Two Family		Special - Redevelopment District



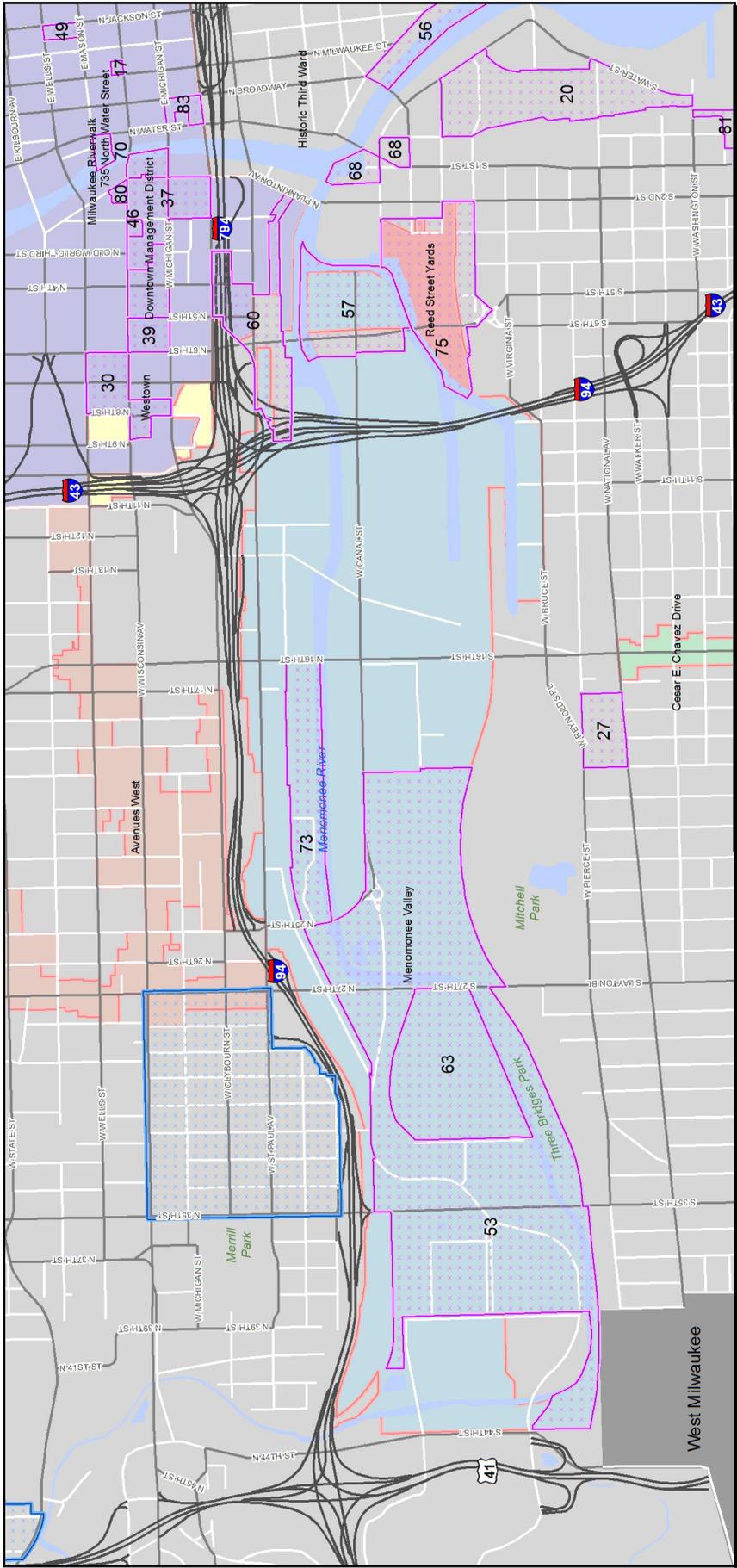
Port of Milwaukee Sub Area B - North

- Legend**
- Menomonee Valley Boundary
 - Development incentive zones
 - Detailed planned development
 - General planned development

City of Milwaukee Menomonee Valley Zoning Overlays



Prepared by the Department of City Development, 6 January 2015
 Source: City of Milwaukee Information and Technology
 Management Division; Real Estate



City of Milwaukee Menomonee Valley Program Areas

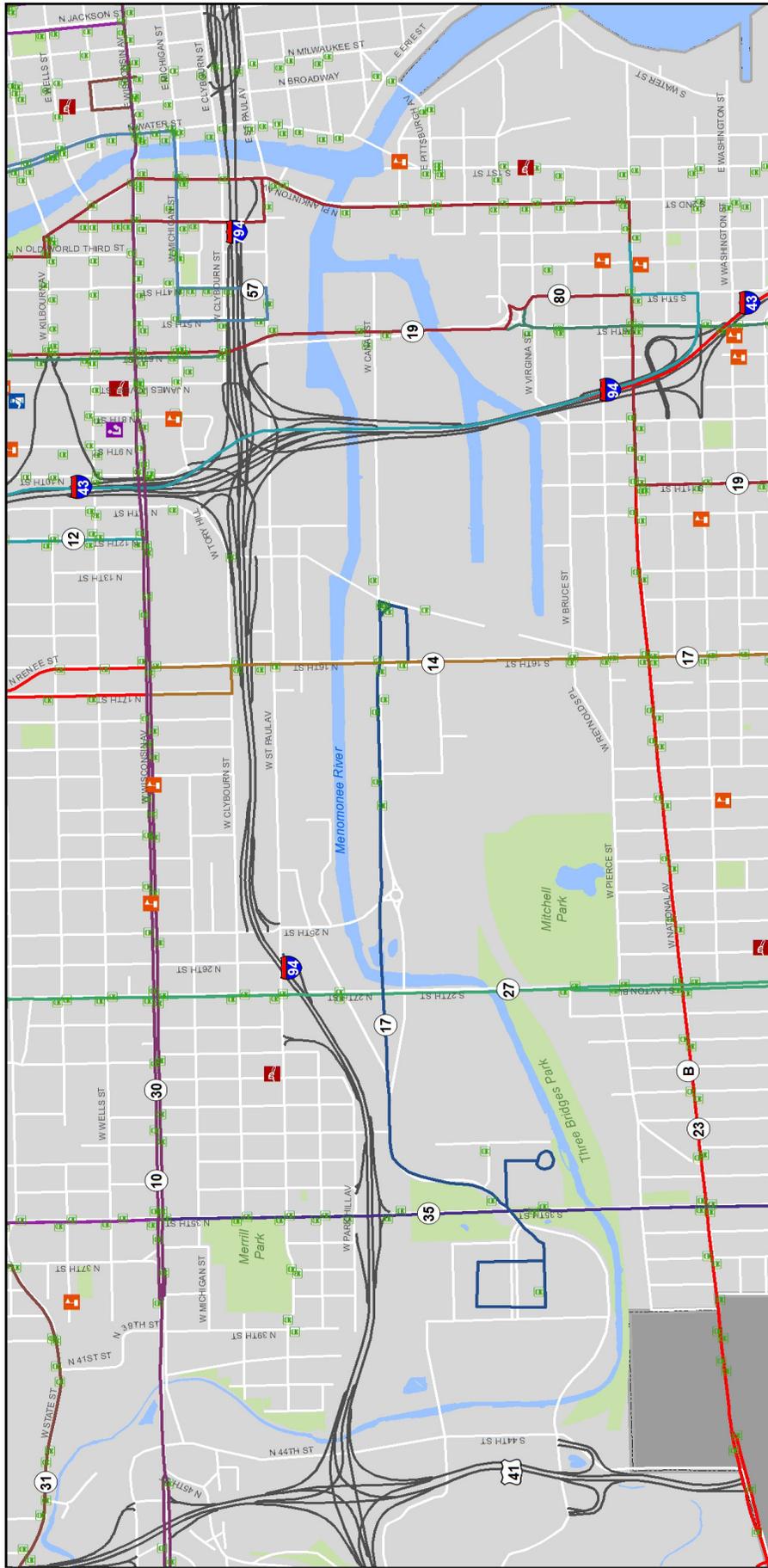
Prepared by the Department of City Development, 6 January 2015
Source: City of Milwaukee Information and Technology Management Division; Real Estate

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Legend

Menomonee Valley Boundary	Menomonee Valley	Business Improvement Districts
Healthy Neighborhoods Program	Avenues West	Reed Street Yards
Targeted Investment Neighborhoods	Cesar E. Chavez Drive	Westtown
Tax Incremental Districts	Downtown Management District	



City of Milwaukee Menomonee Valley Transit and Services

Prepared by the Department of City Development, 6 January 2015
 Source: City of Milwaukee Information and Technology
 Management Division; Real Estate

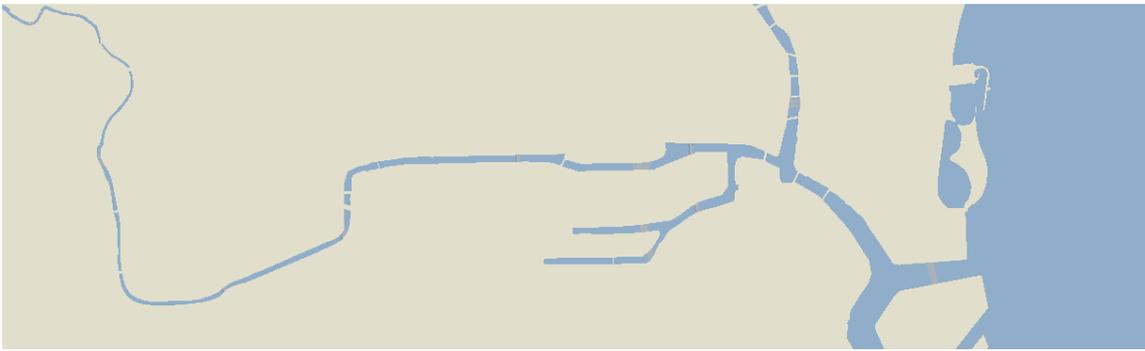


Legend

- Menomonee Valley Boundary
- Police Department
- MPS Schools
- Library
- Firehouse
- MCTS Stop

- ### MCTS Routes
- 10
 - 12
 - 14
 - 17
 - 19
 - 23
 - 27
 - 30
 - 31
 - 35
 - 57
 - 80

Valley Systems Diagrams



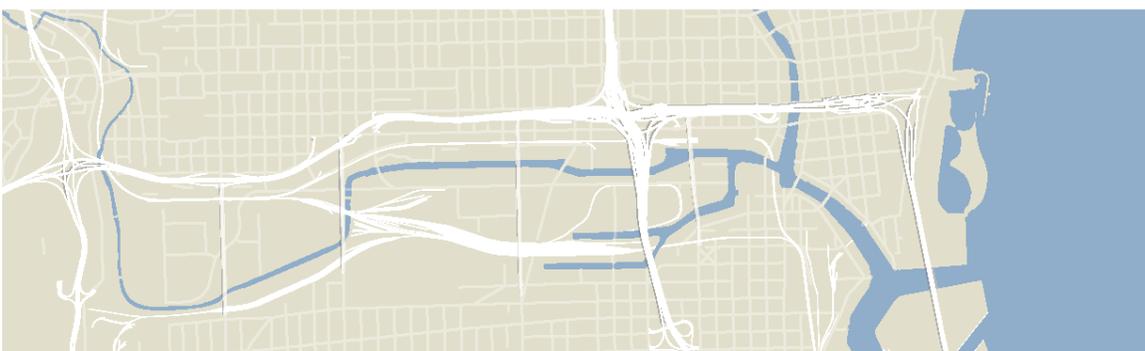
Water



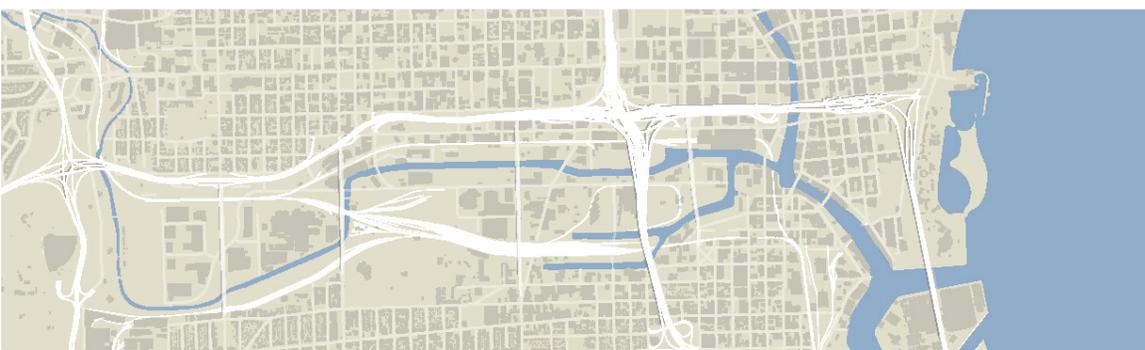
Highways & Viaducts



Rails



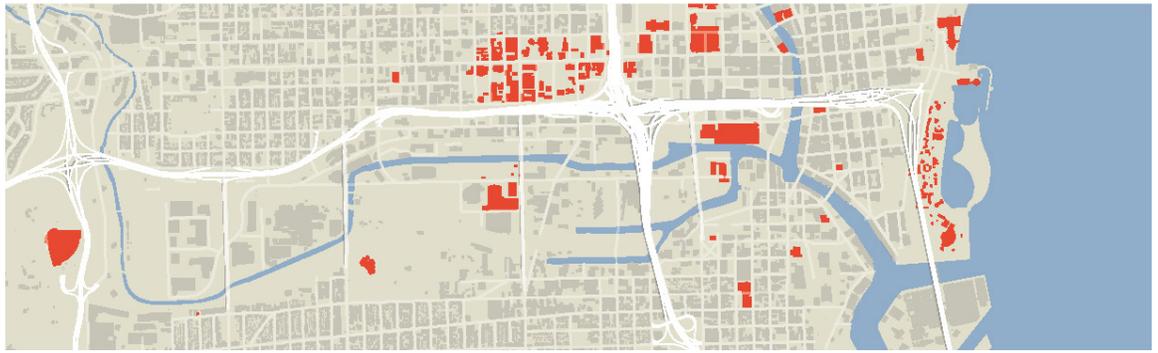
Streets



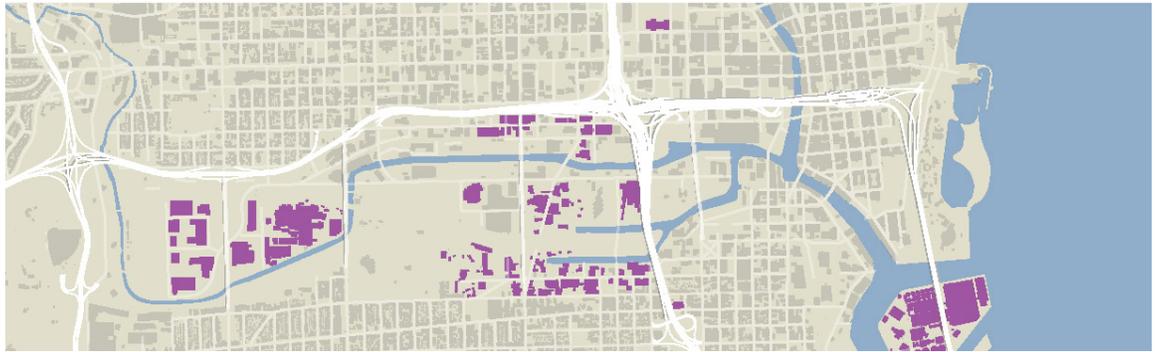
Urban Fabric

Valley Systems Diagrams

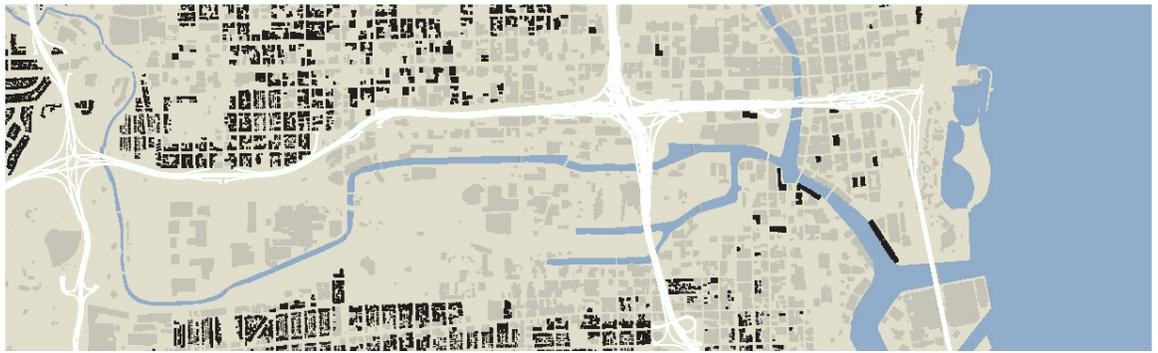
Civic & Entertainment



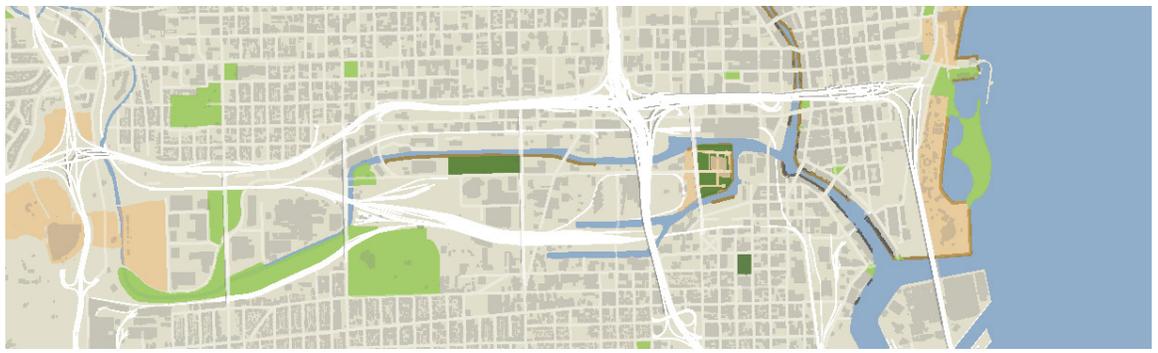
Industrial



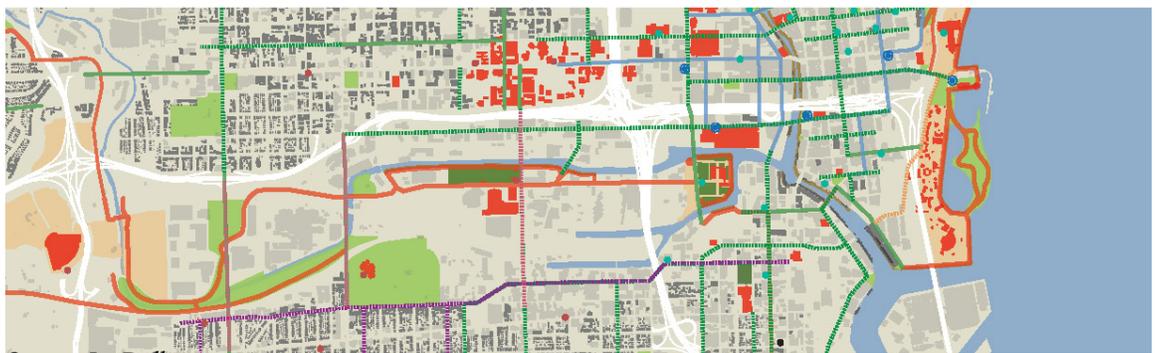
Residential



Parks & Recreation



Civic Infrastructure



Source: La Dallman

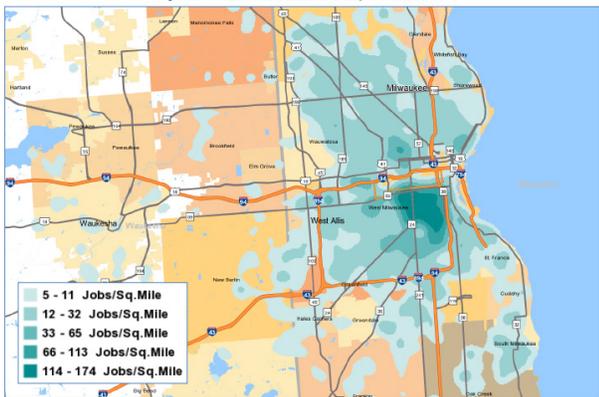
Market Study

The Menomonee Valley 2.0 Market Study was completed in 2013 and 2014 for the City of Milwaukee Department of City Development by the URS Corporation, Public Policy Forum, Bay Ridge Consulting, and Big Lake Data. A summary of the analysis follows. The complete report may be found in the Appendix section.

Market Study Findings Summary and Policy Implications

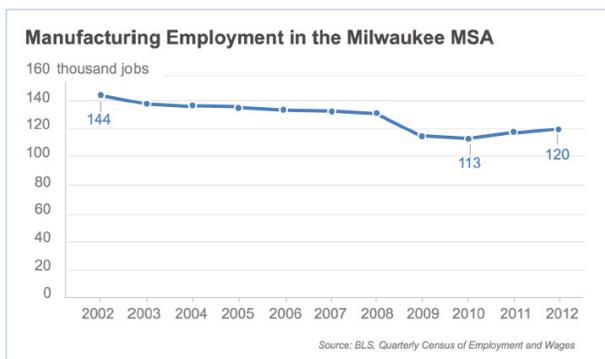
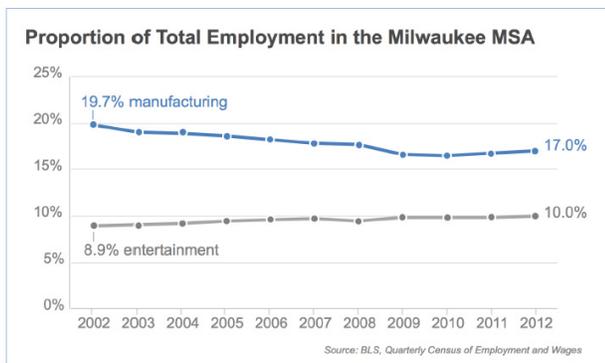
Summary of Industry and Labor Analysis

- Although manufacturing represents a consistently shrinking segment of the nation's economy, nearly all the economic driver sectors leading the southeastern Wisconsin economy are in the production of goods. These sectors are particularly beneficial to the region's economy because they are export industries, bringing money in from beyond the region and outside the country.
- The value of the goods exported by driver industries is growing for many sectors since the end of the 2007 'Great Recession.' For several notable sectors at the three-digit NAICS level, the value of products exported from Wisconsin is growing faster than the nation as a whole. Key growth sectors measured by export value include leather products, chemicals, wood products, printing, converted paper products, plastic products, and furniture. Other Wisconsin sectors such as machinery manufacturing, electrical equipment, and food products are seeing exports increase at a rate commensurate with the industry as a whole.
- Thirty-seven of 41 driver industry sectors in southeast Wisconsin are manufacturing industries. Since the end of the recession, the majority of these industries have seen output rebound, some strongly. Electric lighting equipment manufacturing saw output grow by 68% between 2008 and 2011; other electrical equipment manufacturing output is up 59%; industrial machinery manufacturing is up 30%. Printing, hardware manufacturing and institutional furniture manufacturing – all driver industries as well – have seen output lag in that period.
- Manufacturing employment in Milwaukee fell steadily between 2002 and 2010, with a large drop in 2009. Since 2010, however, manufacturing employment has seen slow but steady growth in the metropolitan area but is still below pre-recession levels. However, though industrial production has largely recovered, job gains have not been commensurate. Only two industry sectors, both in food production, had positive employment gains between 2008 and 2011. In other words, output recovery has been based on increased productivity or outsourcing, not increased employment. Based on past experience with recessions and the results of stakeholder interviews, at some point manufacturers are likely to begin hiring again to maintain growth in output.
- The Bureau of Labor Statistics forecasts that some occupations are likely to see employment growth between now and 2020. Of particular note for jobs in the Menomonee Valley, these growth occupations include industrial machinery mechanics, welders, cutters, solderers and braziers, and machine tool operators. These growth occupations are represented by Valley businesses and in the southeast Wisconsin driver industry sectors.
- Entertainment occupations are strongly represented in the Menomonee Valley. As a share of the Milwaukee metropolitan area workforce, jobs in entertainment and food service have been growing for over a decade while manufacturing employment had been in decline until the last three years. Entertainment jobs have recovered completely since the recession while manufacturing employment has recovered only 32% of the jobs lost between 2006 and 2010.
- In 2011, census tract 1868, which covers the center of the Menomonee Valley from Miller Park to 6th Street, was home to 4,600 jobs, about 1.5% of all jobs in the city of Milwaukee. However, at 2,075 jobs, more than 7% of all city manufacturing employment is located in this tract. High rates are also present for utilities, construction, and especially arts, entertainment, and recreation, with more than 10% of all employment within this sector in the city of Milwaukee.
- Valley workers employed in goods-producing industries tend to live in the area immediately south of the Valley itself. This data is corroborated by interviews with Menomonee Valley employers.



Policy Implications of the Industry and Labor Market Analysis

- As the economy continues to recover, job growth is likely to follow once productivity gains have been realized. Manufacturing is the cornerstone of the Milwaukee economy and strongly represented in the Menomonee Valley. Manufacturing is likely to continue to provide well-paying jobs for the foreseeable future. It is reasonable to plan for the continued presence and expansion of manufacturing in the Valley.
- Occupations in food preparation, machinery set up and repair, and architectural and structural metal fabrication are poised for slow but steady growth.
- Arts, entertainment, hospitality and food service industries employ a growing segment of the Milwaukee area workforce. These jobs are also strongly located in the Menomonee Valley, and the numbers employed in these industries are on track for continued growth. However, entertainment jobs tend to be lower paying than manufacturing jobs.
- Balancing the interaction of manufacturing and entertainment uses in the Valley, allowing a mix of uses that activates more of the Valley for longer periods of the day and on weekends while supporting existing businesses, is a key challenge for this plan. Real estate experts and other stakeholders see the western and central areas of the Menomonee Valley as better suited for manufacturing use, due to good highway connections, room for maneuvering large vehicles, and the potential availability of larger parcels. In addition to manufacturing, some see the eastern end of the Valley as suited to a variety of uses, including entertainment, restaurants, and small office developments, based on its proximity to downtown Milwaukee and more restricted freeway access. They also recognize the value of manufacturing jobs for the region and the need to weigh that when making land use decisions. Ancillary entertainment and support uses such as cafes, restaurants, business services, and employee support services such as child care and medical facilities, could support both manufacturing and the destination entertainment businesses that already call the Menomonee Valley home.



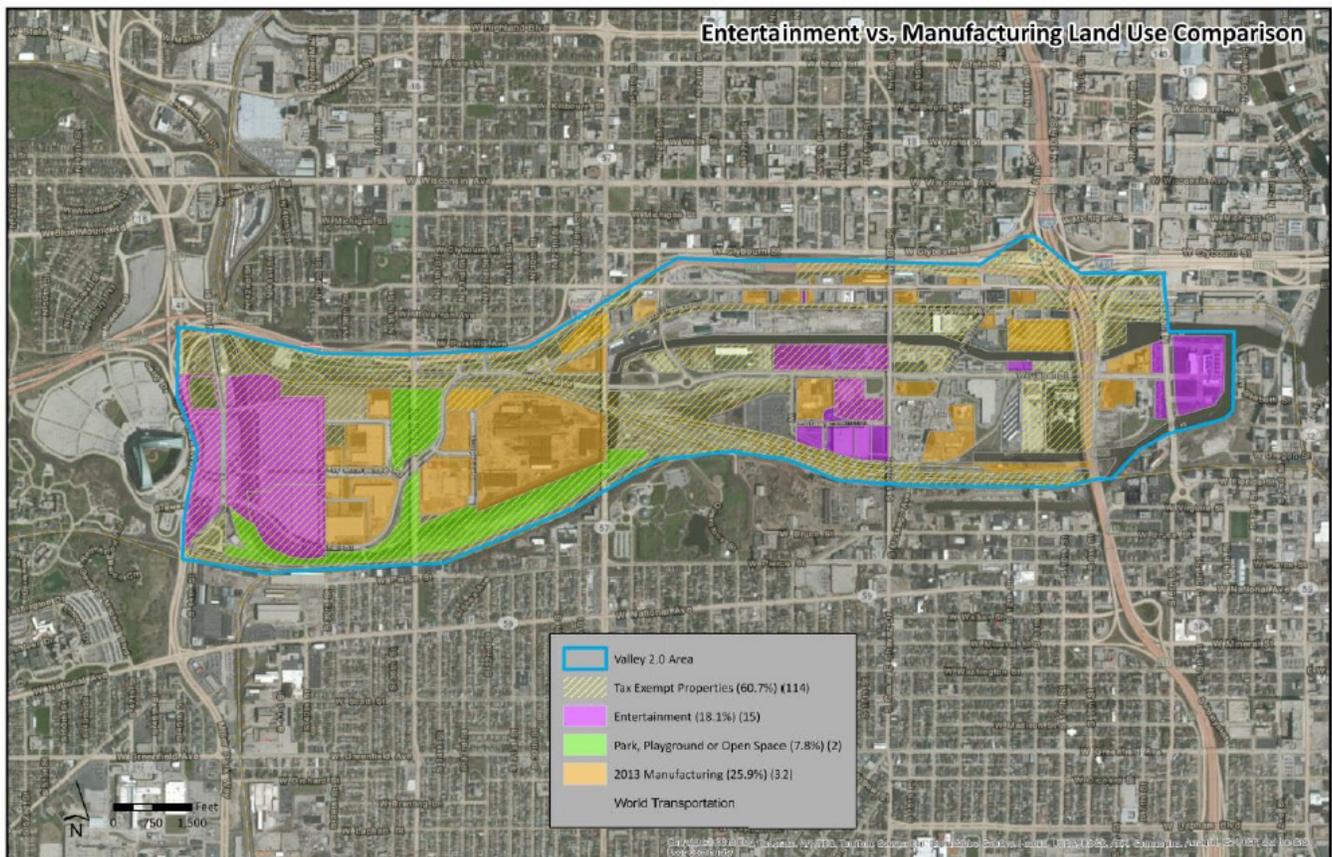
- Food production is an industrial anchor in the Valley. Since the last Valley plan, several key manufacturers have located there including Palermo's Pizza, Rishi Tea, and Great Lakes Distillery. Industries in the 311 NAICS classification employ nearly 10,000 people in the region. Most of these outlets include retail and tasting rooms or tours for the general public. In addition, MATC and FaB Wisconsin are collaborating to establish the MATC Food Maker School and Center of Excellence at 8th and National Ave. With the rapid establishment of a culinary district immediately to the east, along S. 2nd Street, it may be valuable to find ways to strengthen this cluster in the Valley.

Note: in July 2014, following the completion of the analysis documented in this section, Cargill announced the closure of its beef slaughtering facility in the Menomonee Valley, with the immediate elimination of approximately 600 jobs. These data are not reflected in the analysis.

Land Use Analysis Policy Implications

- Entertainment and manufacturing uses currently coexist in the Valley and in some respects – particularly in employing persons with a range of skills and educational attainment as well as activating the area seven days a week – they complement one another. The plan should consider addressing sources of friction between the two classes of use, such as goods movement, clean operations, and traffic congestion.
- The center of the Valley, along Canal Street between 35th Street and the Marquette Interchange, appears to be the area most suitable for redevelopment with manufacturing uses. Large parcels could be made available here.
- The City and its partners should consider developing visualizations of key redevelopment parcels, showing how buildings of various sizes appropriate to manufacturing could be situated, along with parking and semi-truck loading areas.
- The predominance of tax exempt land uses in the Menomonee Valley may not be in the city's best interests over the long term given the potential for manufacturing and taxable entertainment development in the area. The City of Milwaukee may want to consider vacating some of the land currently occupied by Department of Public Works operations and prepare this land for development. Such a strategy comes with relatively high risk if development is slow to materialize, but if properly located could catalyze a second wave of industrial redevelopment in the center of the Valley.
- Reducing the size of privately held tax-exempt properties would benefit the City. For example, the City and MVP could work with the Canadian Pacific Railroad and the Wisconsin Department of Transportation (WisDOT) to market land that is surplus to the railroad's needs. This would involve cooperatively working with the railroad to address its operational needs. Finally, as the redesign of the I-94 progresses, the City and MVP could work with WisDOT to prioritize the creation of buildable parcels with good freeway access in areas where freeway rights-of-way will be impacted.
- Preserve space for an additional stormwater management facility in the center of the Valley. Regional stormwater management is among the key assets for redevelopment in the Valley along with access to the interstate freeway system.

- The existing buildings along St. Paul Avenue are not likely to be adapted for heavy manufacturing. Light manufacturing-showroom uses for creative businesses may be an answer to adaptive reuse of blighted structures. The City should consider loosening zoning on St. Paul Avenue to spur such redevelopment. Although St. Paul Avenue is situated near Marquette University, adding housing to the mix of uses may create problems with existing manufacturing. New housing in this area is not supported by Marquette University because it would disperse the student population over a wider area.
- Pierce and Bruce Streets are home to a mix of smaller heavy industries that would have difficulty relocating due to their permitting requirements. The Industrial Mix zone in this district may be too permissive of uses that are not particularly compatible with the existing heavy industries. These manufacturers tend to draw employees from the surrounding neighborhood, do not require high educational attainment from their employees, have proven themselves willing to train employees, and source materials and services from within the near south side neighborhood. Their presence at the edge of the Menomonee Valley is a decided benefit to the area and to the city's employment mix. It may be beneficial for the City to revisit the recently amended industrial-mix classification to determine its effectiveness. Alternatively, a neighborhood industrial zoning overlay could be established that could be applied citywide after working with stakeholders to determine uses that are compatible with heavy industries located at the edges of established residential neighborhoods.



Planning Process

The Valley planning process has been a far-reaching effort with the intent to capture the feedback and input of all possible groups, businesses and individuals with an interest in the Menomonee Valley. It was an 18-month long process and was comprised of a plan steering committee with representatives from the public and private sectors, a public kick-off meeting, on-line and hard copy surveys, one-on-one stakeholder interviews, small focus group meetings, public workshops, an open-house plan preview, and on-line and social media access throughout the entire process.

The plan steering committee or Contract Management Team (CMT) consisted of a mix of public and private sector participants with interests in the Menomonee Valley. These participants included: the City of Milwaukee and the Redevelopment Authority of the City of Milwaukee, Menomonee Valley Partners, the Menomonee Valley Business Improvement District, Friends of the Hank Aaron State Trail, Avenues West Association, the Milwaukee Brewers, Marquette University, the Harley-Davidson Museum, Milwaukee Metropolitan Sewerage District (MMSD), Potawatomi Hotel & Casino, and Vulcan Global Manufacturing Solutions. The Contract Management Team served as the plan's "executive committee" overseeing the overall goals and plan recommendations of the plan.

Stakeholder Interviews

The planning team conducted over 20 stakeholder interviews selected by the Contract Management Team, Valley aldermen, and other plan participants. The list included Valley businesses, government entities, non-profits, academia, real estate developers and brokers, Valley property owners, and businesses that considered but did not locate to the Valley.

A sampling of comments and observations follows:

- The Valley's central location is a plus; it means easy access for customers and employees.
- The workforce density near the Valley is unique to this region.
- Good access to a labor supply; there are great workers in the neighborhoods.
- The Valley is safe, it shows well.
- The freeway access is important.
- Truck access is much more important than rail access.
- The river is now an amenity, capitalize on it.
- Valley employees would like more amenities; child

MENOMONEE VALLEY 2.0 Schedule



- day care and health care for example.
- More lighting in the Valley; light up the viaducts, put up Christmas lights.
- Many of the manufacturers go home after 5:00; make the Valley more of a destination with the anchor entertainment uses.
- A key problem is the Industrial Heavy zoning – going to BOZA (Board of Zoning Appeals) is costly and time consuming.
- There is a need for more bike and pedestrian connections. Some employers noted a growing number of employees arriving by bike.
- Employers and employees both saw a need for additional restaurants and other amenities such as a gas station, noting there were none in the Valley.
- Difficult for customers to get to our facility when coming from the freeway – the route often feels counter-intuitive.
- It may sound trivial but the seagull population is a serious problem and a serious expense.

Initial Public Launch

In the Fall of 2013 the planning process was formally launched by Mayor Barrett at a public kick off meeting held at J F Ahern. The intent of the meeting was to announce the plan process, provide information on how the community could stay involved in the process, and gain some initial information on key opportunities, assets, concerns or development potential in the Menomonee Valley. The meeting included a brief presentation and the opportunity to discuss ideas. A large scale map of the Valley was the center of discussion and participants were asked to stick comments on the map. A digital survey was also available both at the meeting and online.



Dept. of City Development



Dept. of City Development



Dept. of City Development



Dept. of City Development

Focus Groups/Small Group Discussions

During the fall and winter of 2013-14, a series of five small group meetings were held to gather information and opinions on specific geographic areas and varying topics specific to the Valley. These five groups included:

1. St. Paul Avenue businesses and property owners;
2. Pierce and Bruce Street manufacturers and property owners;
3. Marquette University;
4. businesses located in the Menomonee Valley Industrial Center; and
5. local industrial real estate brokers.

A sampling and summary of these discussions include the following:

- Residential is not appropriate in the Valley, it conflicts with the existing manufacturing operations.
- There is a need for improved access and linkages, both to and from the Valley and internal ones.
- The central location of the Valley is an advantage, as is the freeway visibility.
- With the improvements in the Valley traffic is becoming an issue; not so much parking but rather the rate and speed of pass-through traffic.
- Aesthetics and beautification is an asset for the Valley.
- The extra Menomonee Valley building design and landscape guidelines weren't that much extra and makes for a good first impression for our business.
- Parking is not a big issue, there is not a lot of it but it works.
- A gas station would make for a nice amenity for employees.
- There is a need for more zoning flexibility; allow for retail - manufacturing combinations.
- There is a feeling that the City of Milwaukee can be difficult and costly to do business with.



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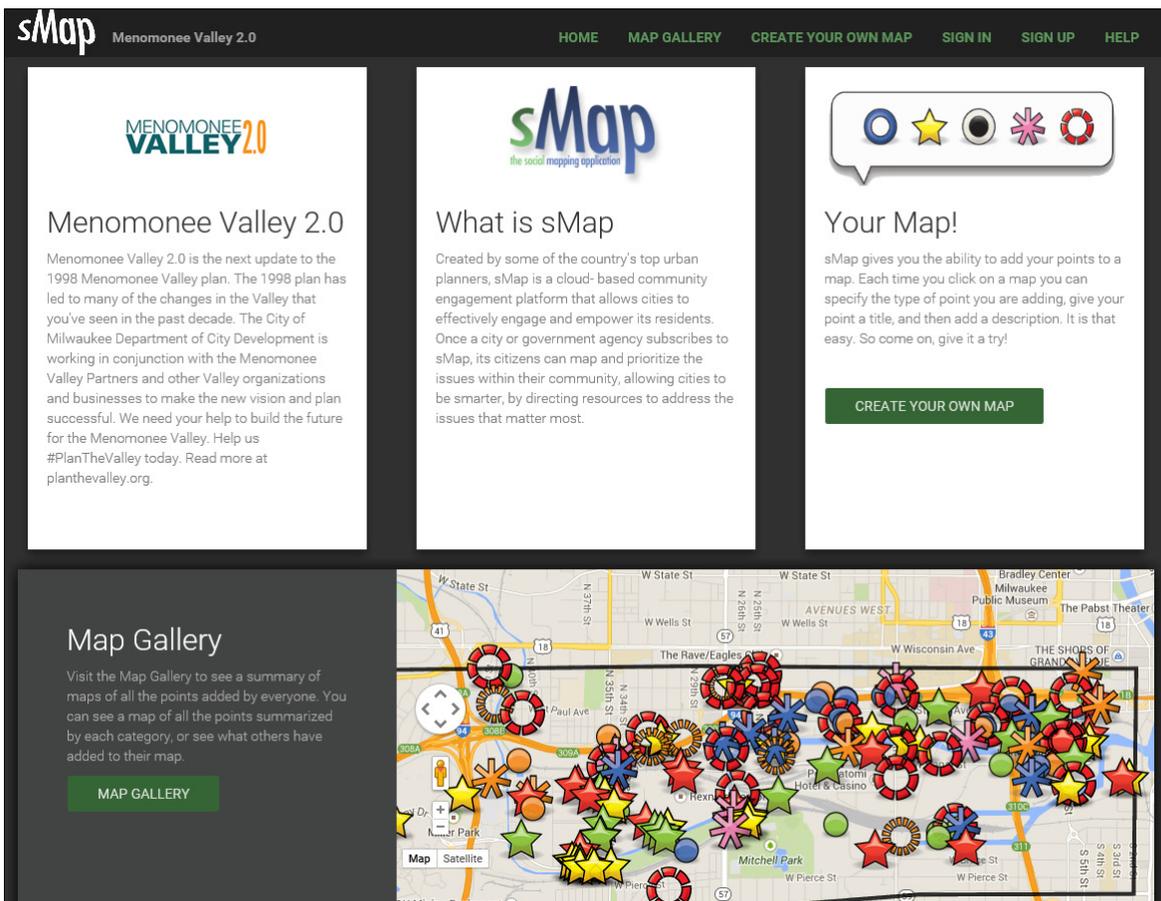


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Digital Engagement

Working with Menomonee Valley Partners staff, the Valley planning process included the most extensive social media outreach since the City began its comprehensive planning process. While working through the traditional outreach models of emails, surveys, interviews, and meetings, Twitter, Facebook, blogs and other digital mapping applications, in this case a Map was utilized to maximize public input. Another benefit to this social media approach was allowing persons or groups not able to attend in-person meetings to actively engage digitally in real time.

- **Public Engagement Goal:** Increase the number of interested persons to become engaged with the Valley planning process.
- **Outcome:** The number of participants from the 1998 Plan to Valley 2.0 more than doubled.
- **Total unique website visitors, micro-participation on social media, and survey participants:** 526.



Public Workshop

During early summer of 2014 two public visioning workshops were conducted at the Harley-Davidson Museum. The intent of the workshops were to take previous stakeholder and public input and focus workshop topics on areas that emerged as most subject to change and with the greatest impact along with issues deemed significant and reoccurring. Five key areas were identified and a sampling of comments from each is shown below:

I-94 and a Western Gateway

- It is difficult to connect North-South between 13th and 25th streets.
- The character of Clybourn is too much like a highway. Add bike lanes and landscaping.
- St. Paul west of 25th Street is horribly inhospitable.
- Direct access to Canal Street off of 27th Street is an intriguing idea.
- There was no clear consensus on which of the two interstate alternatives is preferable.
- All Valley access from I-94 to 27th is worrisome as a possible new bottleneck.
- With the large amount of freeway reconstruction it is important not to overlook the opportunity to improve the local streets.

St. Paul Avenue

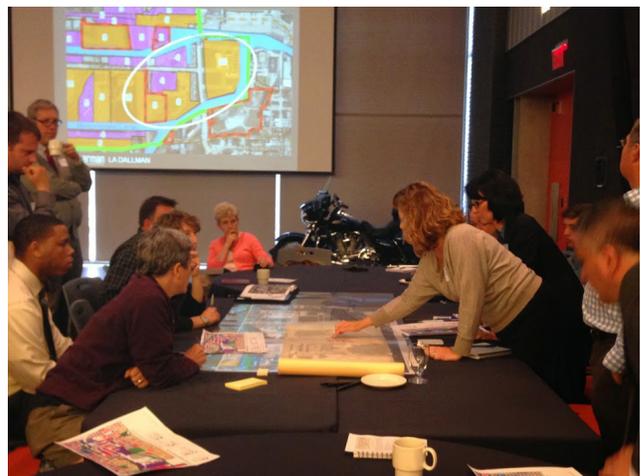
- Activate showroom space along St. Paul – show the good work that's going on inside. Brass Light is a good example.
- Milwaukee is the only city I've lived in that doesn't have a design district.
- A St. Paul design district should be extended east of the river.
- St. Paul is not very pedestrian friendly and persons do make their way along it from the Intermodal Station to Marquette and the Casino.
- It should be understood that St. Paul is an industrial street and car traffic should expect some overlapping with trucks and loading.
- There is some desire to convert certain vacant buildings into live-work style housing.
- Would residential uses be compatible with heavy uses on St. Paul like Materion?
- Line the street with planters, parklets with products made from St. Paul businesses.



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Mt. Vernon Waterfront Sites and Eastern Gateway Sites

- Due to the number of trucks going to the post office Mt. Vernon is relatively busy yet it is in very poor shape.
- Mt. Vernon is more of an alley than a road; too narrow.
- Access to these sites should be more intuitive.
- The RACM-owned property at 260 N. 12th is a good location for manufacturing and as part of a food and beverage district that could be established.
- The river frontage is an attraction; use of a retail component in front of the production facility.
- Petit Point, the point of land at 825 W. Hinman Street, directly across from St. Mary's Cement, is a good location for an outdoor attraction such as a marina.
- Petit Point has some safety issues and there is not a friendly walk to Harley-Davidson.
- Multiple attractions on this east end area will make it a destination district.
- Connections to Harley-Davidson from the public parking at MMSD and from the Intermodal.
- Activate the space under the Marquette Interchange to make it feel safer. It could be a pretty space.
- Encourage industries that use steam or gas to locate near We Energies.
- Adapt the zoning code to better accommodate a food and beverage district that makes "Wisconsin stuff."
- New roadways are needed to activate empty or underutilized parcels and infrastructure improvements such as storm water and parking need to be shared and put in place to attract future employers.

Pierce & Bruce Streets

- Industrial businesses are concerned with new residential development and any additional residential would be very problematic.
- Truck traffic works for the industrial users.
- A very high percentage of employees live in the surrounding neighborhoods.
- Area should be protected for the existing businesses.
- The freeway divides this area off from Walker's Point.
- The firehouse building at 5th & Pierce provides an identity for the area.
- Explore how the businesses in the area could be better served; perhaps through a BID or an extension of Chavez BID?
- The area could use additional restaurants such as Oscar's.
- A good location to build up a food and beverage cluster.
- Traffic and parking typically are not an issue but this could change with additional residential development.
- To continue to be a viable area for employers trucking maneuvering needs to be easy.