



**T**he revitalization of the Menomonee Valley started with a vision. This plan is a continuation of that vision for the next generation of redevelopment in the Valley.

This plan is also part of a citywide comprehensive planning process that began in 1999 in response to State of Wisconsin “Smart Growth” legislation. Together with community partners and residents, the City of Milwaukee developed a comprehensive plan for the entire city for the first time in its 166 year history. The process began by dividing the city into 13 different planning areas. The thirteen area plans, informed by substantial public participation and analysis, identified key land use recommendations and prioritized neighborhood and development issues. This plan is an update to the original Menomonee Valley Plan which was completed in 1998, just prior to the comprehensive area plan process. Each of the 13 area plans plus an

overarching citywide policy plan now comprises the City’s Comprehensive Plan.

The legal significance of this area plan, as part of the citywide comprehensive plan, is that upon adoption all land use decisions within the boundaries of this plan must be consistent with the goals, objectives, and policies outlined in this document.

This Menomonee Valley plan update or Menomonee Valley 2.0 is an attempt to continue the vision and successful initiatives of the original Valley plan, “Market Study, Engineering, and Land Use Plan for the Menomonee Valley” (the 1998 plan) which was created as a response to the on-going blight and neglect of large industrial parcels in the Valley and the corresponding negative consequences on adjacent commercial and residential neighborhoods.

## City of Milwaukee Comprehensive Plan

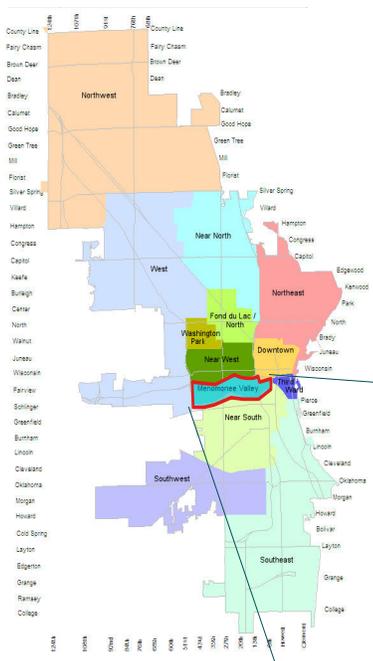
A series of fourteen documents

### CITYWIDE POLICY PLAN

Land Use	Natural Resources
Transportation	Cultural Resources
Economic Development	Community Facilities
Housing & Neighborhoods	Utilities
	Intergovernmental Cooperation

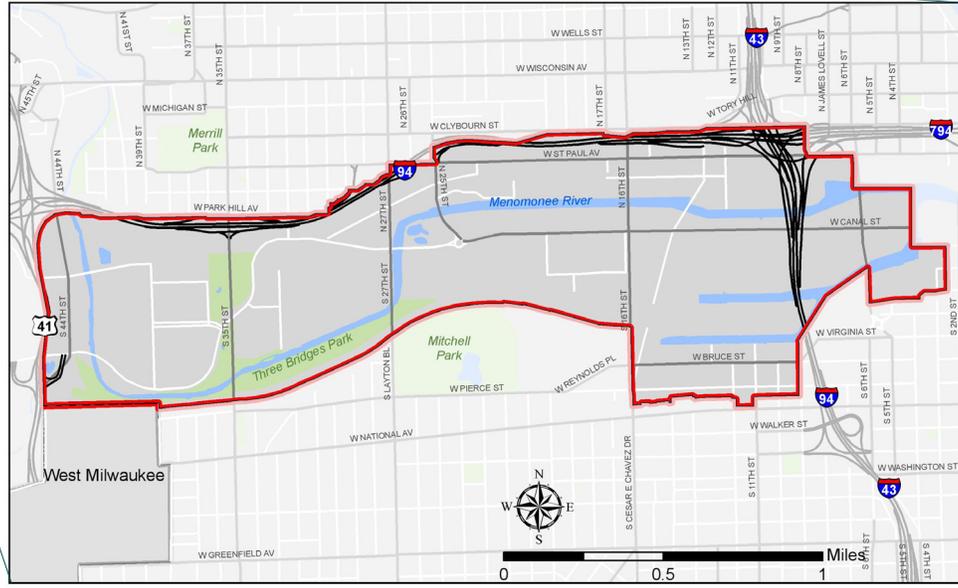
### 13 AREA PLANS

Menomonee Valley	
Downtown	Near South
Third Ward	Southwest
Fond Du Lac & North	West
Near West	Northeast
Washington Park	Northwest
Southeast	Near North



### Menomonee Valley Planning Area Context

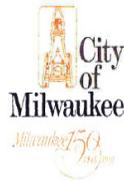
Menomonee Valley Plan Boundary



Prepared by the Department of City Development, 10 February 2015  
Source: City of Milwaukee Information and Technology Management Division; Real Estate

## 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

Eight major recommendations were identified that laid the foundation for revitalizing the Valley:

1. Create a public/private partnership to oversee plan implementation
2. Amend the City zoning code to better regulate uses and address conflicting land uses
3. Conduct a brownfield analysis of identified redevelopment sites
4. Identify funding and financing for brownfield mediation efforts
5. Market the Valley through the newly formed public/private partnership
6. Eliminate hazardous or blighting land uses
7. Create new or improve existing roadway infrastructure in the Valley to improve access
8. Develop green spaces and other visual amenities in the Valley

By all accounts, the 1998 Plan is a success. In the 16 years since its completion, most of the goals and objectives of that plan have been met or exceeded on multiple levels. This has included:

- Creation of the Menomonee Valley Partners (MVP)
- Formation of the Menomonee Valley Business Improvement District
- Redesigned and rebuilt of the 6th Street viaduct
- Development of the Menomonee Valley Industrial Center (MVIC)
- Redesigned and rebuilt Canal Street between S. 6th and US 41
- Development of the Harley Davidson Museum and grounds
- Expansion of the Potawatomi Hotel and Casino
- Creation of Three Bridges Park
- A shared storm water park and public trails
- Expansion of the Hank Aaron State Trail
- Long list of redevelopment and environmental awards and recognitions

The 1998 Plan was organized into five different areas of study and evaluation:

**Economic Evaluation** – demographic and economic conditions in the Valley were analyzed

**Market Assessment** – a study of market potential in the Valley for industrial, office, and retail uses

**Land Use Analysis** – an evaluation of existing land use conditions, key land use issues, and future land use potential

**Engineering Analysis** – an environmental and structural examination of existing Valley conditions aimed at identifying future infrastructure and environmental improvements

**Implementation Strategy** – An outline of the steps required to complete identified Valley projects and initiatives

## Infrastructure Accomplishments since 1998 Plan



*Redesign of the 6th Street viaduct creating access to Canal Street via a landmark bridge.*

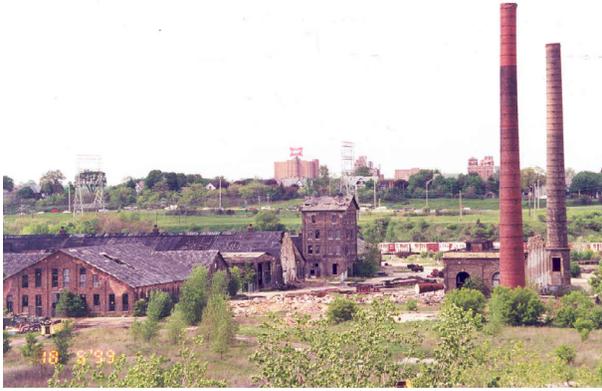


*Opening the Valley Passage restored pedestrian and bike access to the Valley from near southside neighbors.*



*Reconstruction and extension of Canal Street to connect the east and west sides of the Valley.*

## Real Estate Development Accomplishments since 1998 Plan



*Development of the Menomonee Valley Industrial Center (MVIC) on the former Milwaukee Road Shops site.*



*Redevelopment of blighted property along the Menomonee River into office space and extension of the Hank Aaron State Trail*



*Redevelopment of stockyards into multi tenant light industrial building*



*Redevelopment of City owned DPW yard into Harley-Davidson Museum*



*Development of Potawatomi Hotel & Casino*



*Adaptive re-use of Citylights building*

## Environmental & Recreational Accomplishments since 1998 Plan



*Redevelopment of blighted property along the Menomonee River into Marquette University Valley Fields*



*Restoration & naturalization of river's edge*



*Development of Stormwater Park manages stormwater for the MVIC.*



*Development of Three Bridges Park*





## Plan Goals & Objectives

As noted, it has been over 16 years since the adoption of the original Menomonee Valley Plan and with the passage of time change happens, projects are completed, and current events and market conditions ebb and flow, and new challenges and priorities arise. To better address the issues of both today and the future, this plan update will build upon past success as well as address a new set of challenges and priorities.

To this end, the broad goals of Menomonee Valley 2.0 are to make the Valley more:

- Job dense
- Connected
- Accessible
- Sustainable
- Visible

The intent of this plan is to elevate the Menomonee Valley into one of the most successful, innovative and recognized urban industrial centers in the United States.

## Plan Layout

This plan serves as a replacement to the 1998 Plan and in format mirrors the layout and form of the other twelve area plans. The organization of this plan is intended to create a document that is clear, concise, and easy to use. It lays out policies and recommendations for the Menomonee Valley as a whole, provides more specific recommendations for smaller areas or districts and initiatives within the Valley, and concludes with site-specific guidelines and recommendations.

This plan provides a framework for investment by both public and private sector entities as well as overall direction and strategy as it pertains to land use, zoning, urban design, and architecture in the Valley.

The remaining chapters in this document consist of the following:

**Chapter 2: Plan Context and the Plan Process** – A brief analysis of the Menomonee Valley planning area, including its physical and historical development, market analysis, and a summary of the plan’s public input process and results.

**Chapter 3: Land Use and Development Strategies and Policies** – A summary of the types of land uses in the Valley and redevelopment strategies and policies for the Valley as a whole.

**Chapter 4: District Recommendations** – An outline of what, where, and how development and land use decisions should be implemented within specific districts in the Valley.

**Chapter 5: Catalytic Projects** – Identification of priority projects or actions in the short, medium, and long term, for specific sites in the Valley.

**Chapter 6: Implementation** – Recommended priorities, implementation strategies, and responsible parties for the eventual implementation of the plan’s initiatives and projects.