City of Milwaukee DCD staff are proposing to update the City’s Southeast Side Area Plan to incorporate the Aerotropolis plan recommendations for the neighborhoods surrounding General Mitchell International Airport.

What is the purpose of the plan and how was it developed?
To establish a shared vision and coordinated effort to capitalize on the Airport in order to enhance the quality of life, stimulate economic investment, and promote job growth in surrounding communities.

Development of the plan was led by The Gateway to Milwaukee and Milwaukee Gateway Aerotropolis Corporation (MGAC).

What is an Aerotropolis?
“A new urban form where cities are built around airports speedily connecting time-sensitive suppliers, manufacturers, distributors, and business people to distant customers, clients, and marketplaces.” – Dr. John Kasarda

MGAC MEMBERS
City of Cudahy
City of Franklin
City of Greenfield
City of Milwaukee
City of Oak Creek
City of South Milwaukee
City of St. Francis
Village of Greendale
Village of Hales Corners
Milwaukee County
General Mitchell International Airport
Port of Milwaukee
Southeastern Wisconsin Regional Planning Commission
Wisconsin Department of Transportation
Wisconsin Economic Development Corporation
Wisconsin Housing and Economic Development Authority
Cobalt Partners
Crystal Limousine & Coach
GLR Management
HNTB
VJS Construction Service

Aerotropolis Growth Areas
Identified based on their proximity to the Airport, ability to accommodate Aerotropolis-supporting land uses, and available vacant or underutilized land.

- Layton Town Center Area
  - City of Milwaukee

- MKE South Industrial Area
  - Cities of Cudahy, Milwaukee, and Oak Creek

- Layton/Lake Parkway Area
  - Cities of St. Francis, Cudahy, and Milwaukee

- 13th/27th Street Area
  - Cities of Franklin, Greenfield, Milwaukee, and Oak Creek

- Oakwood Road Area
  - Cities of Franklin and Oak Creek

- Loomis Road Area
  - City of Greenfield
**Vision:** Premier Aerotropolis hospitality and retail corridor co-existing alongside a high-caliber manufacturing freight movement center

- Entirely within the City of Milwaukee
- Recommendations:
  - Hospitality uses (e.g., hotels, restaurants, entertainment venues, salons/spas) along Layton and Howell
  - Redevelop vacant or underutilized industrial parcels
  - Replace surface parking lots along Howell with parking structures containing 1st floor retail/service space
  - Complete the street grid between Howell and 6th Street
- Catalytic Project: Holmes Avenue Creek Redevelopment
- Land use recommendations are consistent with the Southeast Side Area Plan
- Additional considerations:
  - Should the Airport decommission Runway 13/31, the Layton Town Center concept could continue east of the Layton and Howell intersection
  - City could then explore alternative locations for proposed dog park at Layton and Howell

**Vision:** Retail corridor complementary to Layton Town Center, including mixed-use development, office space, and advancement of a food and beverage manufacturing district

- Small portion in the City of Milwaukee along Layton west of Brust
- Would be connected to a redeveloped retail corridor in Cudahy and St. Francis
- Catalytic Project: Layton Avenue Redevelopment Project
- Land use recommendations are consistent with the Southeast Side Area Plan
**MKE SOUTH INDUSTRIAL AREA**

**Vision:** The MKE South Industrial Area is envisioned as an Airport-oriented employment center featuring several concentrated industrial parks, including an industrial park with unique inside-the-fence access to MKE, and a distribution and logistics hub.

- City of Milwaukee portion is north of College between the railroad lines.
- Recommendations:
  - Encourage a concentration of distribution, logistics, and manufacturing.
  - Redevelop dog exercise area/golf course for future distribution and logistics hub.
  - Land use recommendations are consistent with the Southeast Side Area Plan.
  - Catalytic Project: MKE Regional Business Park (Former 440th) Redevelopment Project
  - Encourage redevelopment that maximizes runway access and meets the modern needs of targeted airport-dependent industrial/office uses.
  - Consider redeveloping neighboring commercial properties to expand the boundary of the Business Park.

**13TH/27TH STREET AREA**

**Vision:** Regional destination featuring high-value mixed-use corridors with uses that serve visitors while also creating a desirable atmosphere to work and live near the Airport.

- Small portions in the City of Milwaukee along College at 13th and at 27th.
- 13th Street corridor: hospitality/entertainment with industrial remaining in existing industrial/business parks.
- 27th Street corridor: higher-density mixed-use development and professional office space.
- Recommendations are consistent with the Southeast Side Area Plan.
TRANSPORTATION RECOMMENDATIONS

Vision 2050
One Region, Focusing on Our Future

The Aerotropolis Plan recommends transportation improvements to serve proposed land uses. Many recommendations are derived from VISION 2050—the recently completed regional land use and transportation plan for Southeastern Wisconsin—and have been refined for the Aerotropolis Plan.

Public Transit Improvements

- Implement rapid transit line (either bus rapid transit or light rail) between Northwestern Mutual in Franklin and Downtown Milwaukee via the Airport
- Implement commuter rail line
- Extend express bus route on 27th Street to Northwestern Mutual (existing MCTS Purple Line)
- Increase frequency and service hours on existing local, express, and commuter transit services
- Add or extend local transit service to serve the Aerotropolis Growth Areas
- Increase speed and frequency on the existing Amtrak Hiawatha line
- Improve commuter bus

Bicycle and Pedestrian Improvements

On-Street Bicycle Facilities

- Add on-street accommodations as surface arterial streets are reconstructed or added
- Consider enhanced bike facilities (e.g., protected bike lanes), particularly in key regional corridors

Off-Street Bicycle Path System

- Connect off-street path segments, particularly for the Oak Leaf Trail
- Expand bike share implementation
- Improve the pedestrian environment, particularly along commercial corridors
TRANSPORTATION RECOMMENDATIONS

Street and Highway Improvements

- Build the Elm Road Interchange
- Construct the Lake Parkway (STH 794) Extension
- Strategically expand capacity on congested roadways
- Incorporate complete streets concepts into new and reconstructed roadways
  > Safely accommodate all roadway users (pedestrians, bicyclists, transit users, and drivers)

Freight Improvements

- Strategically add capacity to address congestion on the regional highway freight network
- Identify Oversize/Overweight (OSOW) truck routes and address impediments to OSOW shipments
- Particularly ensure efficient OSOW movement between the Port of Milwaukee and industrial areas near the Airport
- Pursue development of a new truck-rail intermodal facility in or near Southeastern Wisconsin
- Construct the Muskego Yard Bypass, allowing freight trains to bypass the Milwaukee Intermodal Station

Next Steps

- The Gateway to Milwaukee and SEWRPC staff are working with each partner community to incorporate proposed land use changes and infrastructure improvements into their comprehensive plans.
- City of Milwaukee DCD staff are proposing to update the City’s Southeast Side Area Plan to incorporate the Aerotropolis plan recommendations.
  > City staff will take input tonight and work with SEWRPC and Gateway staff to prepare a draft amendment to the Southeast Side Plan.
  > A meeting will be scheduled later this summer to allow public review and input on the draft amendment.

If you would like additional information and updates regarding this planning process sent directly to your email address, please visit http://city.milwaukee.gov/enotify and subscribe to receive E-Notify updates in the “Southeast Side Plan” category. Notifications would include information on future public meetings about planning in Milwaukee’s Southeast Side Plan Area. As always, the City welcomes your comments via email to southeastsidplan@milwaukee.gov.