

City of Milwaukee and Partners Complete Southeast Side Plan Draft *Executive Summary Oct 2, 2008*

Over 70 people attended a public open house on the evening of September 18, 2008 to begin the review and approval phase of the Southeast Side Comprehensive Plan.

The plan now proceeds to the City Plan Commission on October 13, 2008 to the Zoning Neighborhoods and Development Committee on October 21, 2008 for approval

and to the Common Council for adoption on October 29, 2008.

The plan's recommendations, including four bold new catalytic projects are summarized on pages 2 through 4 of this newsletter.

The planning process, area, and the participants who spent many hours brainstorming on the

challenges and opportunities of the area and strategizing about its future, are outlined on page 5.

The planning report's cover shown on this page was selected to represent a number of themes in the plan. First, the Southeast Area is already a great place to live, work, and raise a family. The plan seeks to preserve the qualities of the area, especially in residential districts.

Second, there is a new emphasis on places and sustainability. Residents want town centers featuring qualities that attract local residents, shoppers and visitors from a wider realm and that will prosper new and existing businesses.

Third, the photo shows an appreciation for land use, design, and construction that incorporates natural principles and reflects a renewed interest in living with green space and natural resources.

Finally, choosing one of the most popular photos from the plan's image preference survey symbolizes the desire of residents and business owners to participate in the development process.



Former Army Site Redevelopment Plans Offer Alternatives



two taller buildings while keeping the density of the development the same.

No mere daydream, the City of Milwaukee is releasing a request for proposals on the heels of the plan's adoption. Of course, the specifics of the actual development will depend on market conditions and the individual proposals received. However, these concepts and the input of the community should be reflected in the outcome due to this effort to visualize future possibilities for the Bay View district's best development opportunity.

A community workshop on the topic of lands near the Port of Milwaukee identified the former Army Reserve site on the southwest corner of Bay St. and Lincoln as the key development opportunity, or catalytic project.

concepts help neighbors and policy makers understand the advantages of each concept and how it relates to the immediate vicinity.

The first concept reflects an interest heard at the meeting to have two-story buildings on Logan Ave. near existing homes and three story buildings on Bay St.

Subsequently, planners staffed a town hall meeting led by Ald. Zielinski with neighbors voicing the kind of development they'd like to see. The plan lays out several interesting ideas, but the one basking in the sun is the Solar Village.



Lead consultant, Jim Piwoni, drew up two alternative sustainable concepts for a Solar Village. Using software never before used in a Milwaukee comprehensive plan, the 3D

The second concept creates individual garden plots, shared green space and lake views by selectively adding



Looking south from Layton Ave. between 3rd and 6th Sts.

Layton and Howell Ave. Town Center

Underlying the concept are some sound urban planning and urban design principles.

First, over time land uses in the Airport Gateway district need to be gradually sorted out. Hospitality and retail head north, trucking, wholesaling, and light manufacturing head south. Both types of land uses contribute to the Airport City, but each in their own way.

Secondly, the town center draws traffic off of the speedy arterial and into a quieter grid of local streets that lead to front doors of businesses and parking. Once you've parked, the environment is pedestrian scale and relaxed, mixing residential with commercial in a practical, but pleasing way reminiscent of traditional town centers.

Aerotropolis Takes Off

One of the things that planners heard from the Airport Gateway Business Association is that their area lacked focus. Sure there are many fine businesses in the area, but without a center, a "downtown" of sorts, the district lacked a unique identity.

Meanwhile, Ald. Witkowski initiated a process to explore and build upon the concepts of the "airport city" and aerotropolis.

The vision for the Layton and Howell Avenue Town Center is that it become the downtown of this Airport City for General Mitchell International Airport:

A place to rest before and after your flight, to dine, to meet, to entertain, to stroll, to borrow a bike and hit a trail, to shop, to catch an express bus back to the airport or to Downtown Milwaukee.

440th Redevelopment Area

In September 2005, the US Department of Defense recommended the closure of the 440th Air Reserve Base.

The question of what to do with its 102 acres and 93 buildings was answered by the Local Redevelopment Authority, a partnership between the City and County of Milwaukee. The LRA's plan for the site at the southwest corner of General Mitchell

International Airport (GMIA) is now recommended to become part of this plan.

Another component of the "airport city" concept, the LRA's plan would dedicate 37 acres for aviation uses inside the GMIA fence. Another 18 acres would include other long-term airport related functions such aviation career training, aircraft logistical services,

electronic/mechanical repair services and office support functions.

The remaining 46 acres are ultimately designated for the construction of a new runway and would be used for interim leasing as described in an intermediate plan.

Kinnickinnic River Area Combines Nature with Redevelopment

Possibly the most ambitious catalytic project addresses the longest standing challenge in the Southeast Area: how to save an abused river running through a largely neglected industrial area, including the vacant Solvay Coke and the Grand Trunk sites.

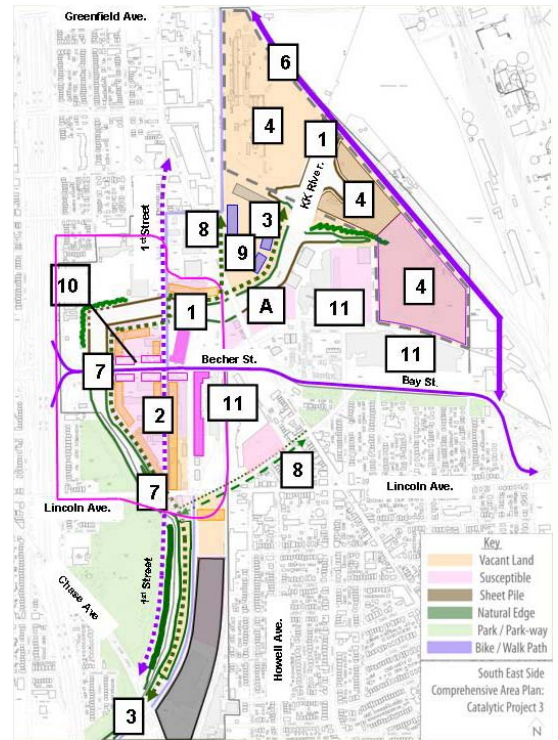
Thanks in part due to a Wisconsin Coastal Management Grant and the Kinnickinnic River Business Improvement District #35, the community and its planners began re-imagining the area at a focus group on the morning of April 24, 2008.

To quote the plan, "This catalytic project area would create a new neighborhood that would provide jobs and housing in a vastly improved natural setting. Sensitive treatment of the Kinnickinnic River's riparian edges could improve the water resource value in this EPA-designated "Area of Concern" while also spurring

1. Water-Dependent Businesses
2. Mixed-Use Commercial / Residential
3. North and south ends of public access
4. Industrial development
6. New access road
7. Gateways
8. Bike/ped connections
9. Mixed use / research
10. New residential neighborhood
11. Industrial-Mixed (includes residential and commercial)
- A. In-stream sediment removal

contextually appropriate economic development."

The plan explicitly seeks a synergy between improving the natural environment and creating a place in which people will want to live, work, and recreate.



The urban design illustration below shows a new neighborhood circled by a pink line in the land use plan above.



Encouraging Public Dialogue Leads to Ideas and Consensus



The hallmark of the City of Milwaukee's comprehensive plan series is public involvement.

A small contract management team spent many hours keeping the plan on track.

A plan advisory group provided a reality check before any work was made public. Three workshops generated ideas leading to recommendations for each of the districts and corridors on the map on the left (Ch. 4) and the planning area overall (Ch. 3). Afterward three focus groups refined the catalytic projects (Ch. 5)

A market study prepared by S.B. Friedman & Company, a community survey, and an image preference survey provided an information base to help understand the trends and values of the community (Ch. 2).

Funding partners contributed over half the funds needed to do the plan. The State of Wisconsin provided a major grant through its Coastal Management program. The plan is prepared following the state's comprehensive ("Smart Growth") planning law. (Ch.1).

The consulting firm of James Piwoni Architects & Planners, subconsultants, and city staff teamed up to draft the plan.

