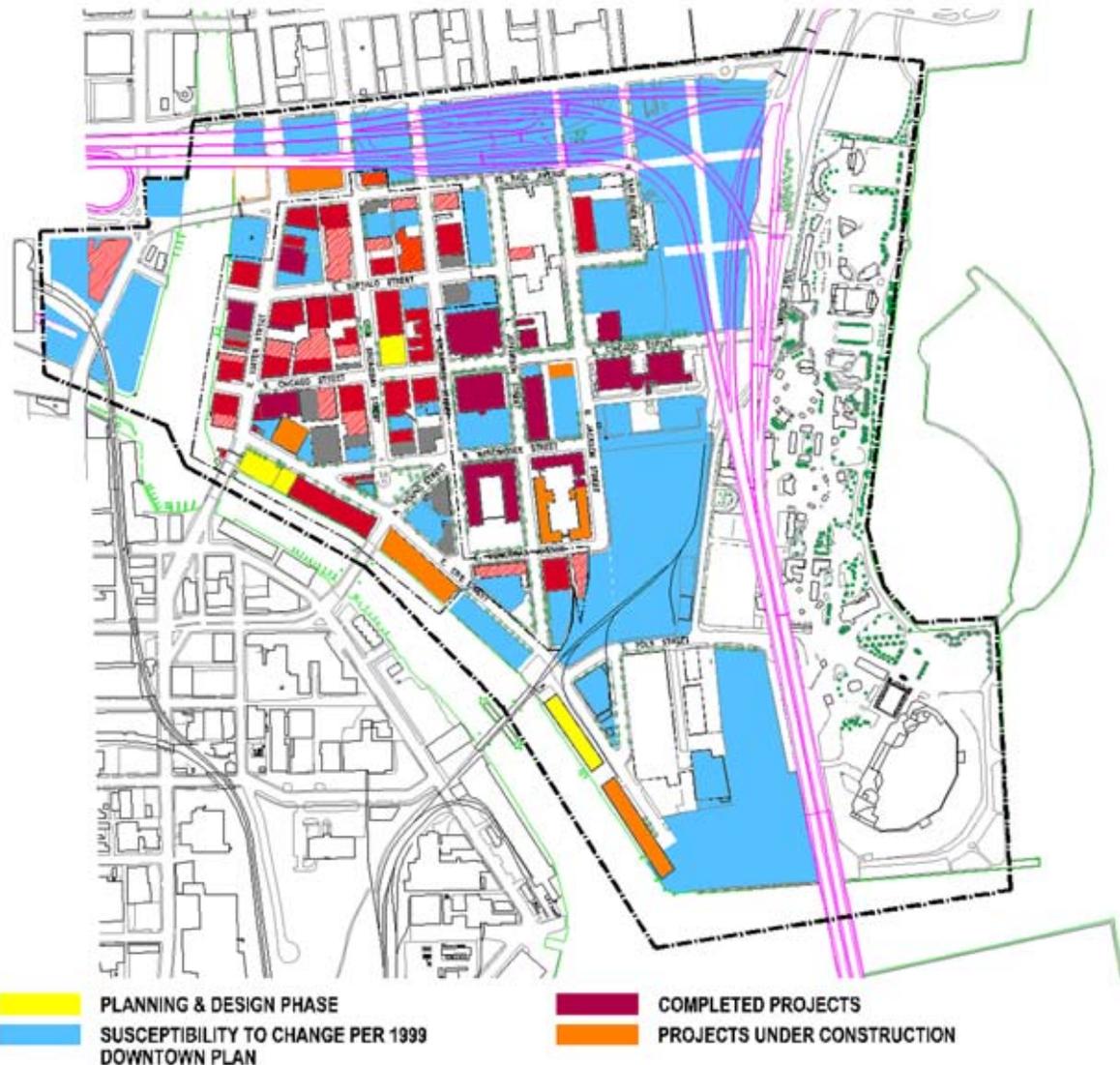


CHAPTER I: INTRODUCTION

1

The Third Ward is an eclectic mix of residential, industrial, retail, educational, and cultural land uses located in the southeastern corner of Downtown Milwaukee. Substantial new developments in the eastern and southern areas of the Third Ward prompt the need to prepare an overall vision for the area. Based on current trends, demand for new construction

in this area will continue. This plan will guide new development in underdeveloped or underutilized areas in a context that is different than that within the historic boundary in the Third Ward. New development should respond to the historic district, natural areas, and cultural resources with its own unique and complementary character.



DEVELOPMENT STATUS PLAN

THIRD WARD NEIGHBORHOOD COMPREHENSIVE PLAN

1.1 CITY COMPREHENSIVE PLAN STRUCTURE

The preparation of this *Third Ward Neighborhood Comprehensive Plan* has been done under the authority of Wisconsin’s Comprehensive Planning Law, Wis. Stats. 66.1001, more commonly referred to as the “Smart Growth” law. The Smart Growth law provides a framework for developing comprehensive plans and requires that any program or action of a community that effects land use must be consistent with the community’s comprehensive plan. Therefore, upon adoption, all land use decisions must be consistent with the goals, objectives, and policies outlined in this *Third Ward Neighborhood Comprehensive Plan*.

The City of Milwaukee’s comprehensive planning process has been structured to recognize the different levels of interest – the need to plan for the entire city as well as its smaller geographic areas. Consequently, the City’s Comprehensive Plan consists of 2 components: a citywide policy plan and multiple area plans. This *Third Ward Neighborhood Comprehensive Plan* is one of these area plans.

This plan updates and supercedes the *Historic Third Ward Urban Design and Development Potentials Study, 1986*, and the portions of the *Milwaukee Downtown Plan, 1999*, that concern the Third Ward Area.

1.2 PLAN PURPOSE

The purpose of the *Third Ward Neighborhood Comprehensive Plan* is to evaluate the assets and opportunities of the area in order to guide new development that builds upon these resources. There are two components of this planning effort. The first is this Neighborhood Plan.

The second part consists of the *Historic Third Ward Neighborhood Design Guidelines*, an update to the 1990 design guidelines. The guidelines establish design and development standards for the undeveloped areas of the Third Ward. The Historic Third Ward Association Architectural Review Board will use these updated design guidelines in its review of new project proposals.

1.3 HOW TO USE THIS PLAN

The overall organization of this plan is intended to create a document that is clear, concise, and user-friendly. Chapters I and II provide a succinct review and analysis of neighborhood characteristics, including the existing demographic and physical conditions and a summary of the public participation results. Neighborhood Land Use, Chapter III, identifies the types of uses and related policies planned for the Third Ward as a whole. Chapter IV, Districts and Corridors, specifies geographically where those land uses are located and provides additional design standards specific to these locations. The Redevelopment Strategies and Actions sections recommend short and long-term site-specific projects that logically follow the goals for the districts and make recommendations for the development of those sites regarding land use and form. Inside the back cover is a summary map of the comprehensive plan.

THE HISTORIC THIRD WARD
neighborhood design guidelines



From 1990 Original Edition By:
James Piwoni, AIA
David Reed
Doug Ryhn



Revised 2005 Edition:
James Piwoni, AIA

Graphics and Layout By:
Jennifer Fletcher

Area Maps By:
American Design, Inc.



These detailed recommendations are organized by district within the neighborhood Plan area.

These districts are:

- * Area A – Historic Third Ward District
- * Area B – South Residential District
- * Area C – North Commercial District
- * Area D – Italian Community Center Grounds
- * Area E – Festival Grounds and the Lakefront
- * Area F – West River District

The completed Plan and its recommendations for land use and form policies will provide guidance regarding redevelopment in each of the districts. The *Third Ward Neighborhood Design Guidelines, 2005*, and the *Third Ward Riverwalk Design Guidelines, 1998*, are to be used in conjunction with this Plan.



1.4 PLANNING PROCESS

This Plan is the outcome of a collaborative planning process consisting of 4 main components:

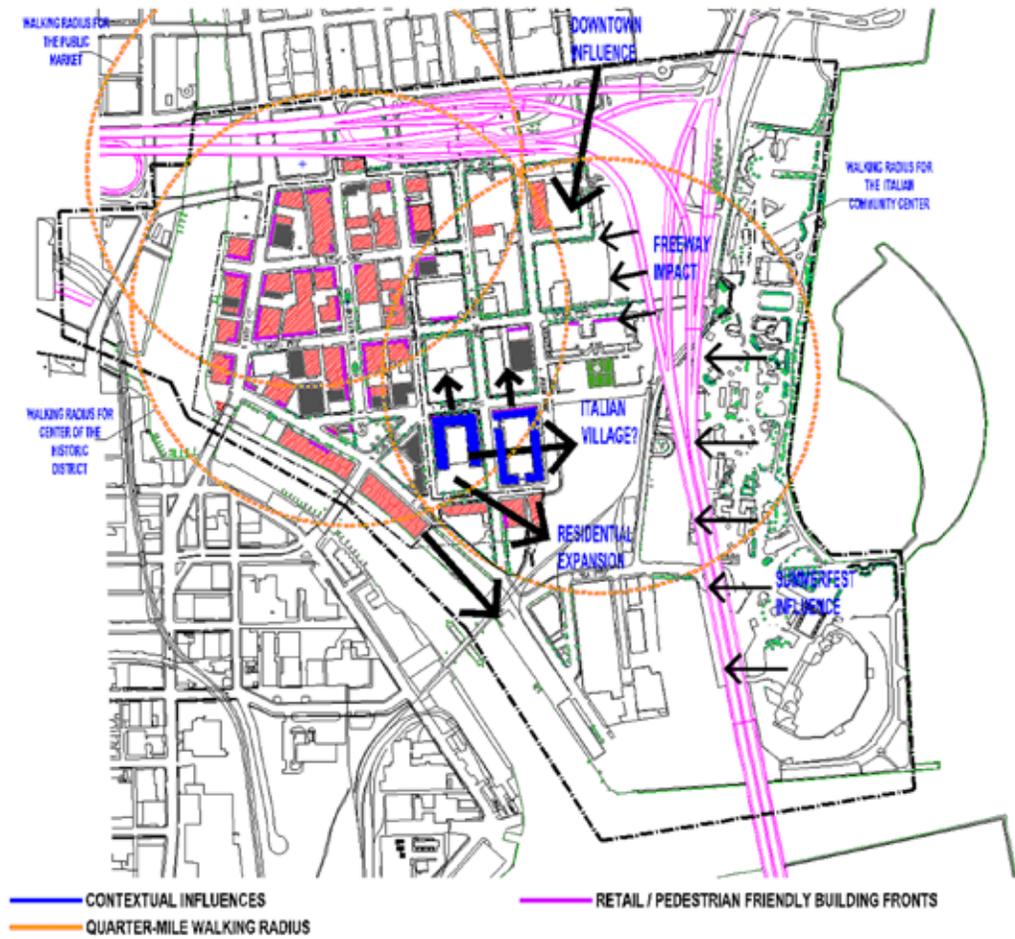
- * Analysis Phase
- * Visioning Phase
- * Synthesis Phase
- * Review and Approval Phase

During the Analysis phase, physical, demographic, economic, land use and regulatory information and development trends are gathered from interviews, focus groups, and published sources help to provide an information base.

During the Visioning Phase, public meetings and workshops are held to identify present and future opportunities and the area's susceptibility to change.

The Synthesis Phase forms the recommendations based on the previous work on the Plan.

Finally, the Review and Approval Phase takes the near final Plan back to the community and presents it to various City entities for ultimate adoption.



LAND USE INFLUENCES

THIRD WARD NEIGHBORHOOD COMPREHENSIVE PLAN

1.5 PLAN GOALS AND OBJECTIVES

The primary goal of this Plan is to promote the efficient, economical and productive use of land, buildings, and watercourses in ways that build on the policies set forth in the 1999 *Milwaukee Downtown Plan*. The overall goals and objectives outlined in the Downtown Plan are:

- * To increase the amount and variety of downtown housing.
- * To expand the number of destination venues.
- * To provide alternative travel and commuting options.
- * To promote walking as the primary mode of accessible, safe, and attractive transportation.
- * To achieve maximum benefit from major private and public investment.

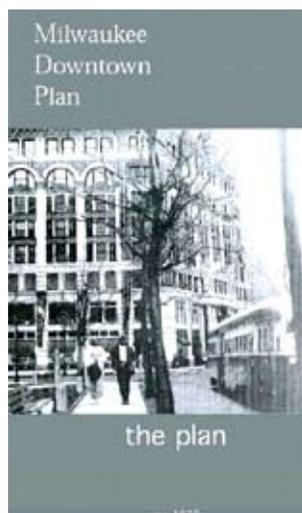
The *Milwaukee Downtown Plan, 1999*, identifies objectives specifically related to the redevelopment of the Third Ward area. These include:

- * A new public market to serve specialty foods and a destination venue.
- * Most redevelopment activity to occur on surface parking areas, including those of Maier Festival Park.
- * Mixed-use buildings should contain residential and office uses.

- * The Riverwalk should continue and connect to the Lakewalk.
- * The addition of several neighborhood parks.

Overall goals of this *Third Ward Neighborhood Comprehensive Plan* also include:

- * Build upon strengths of the neighborhood.
- * Provide a predictable regulatory process.
- * Optimize the long-term value of public and private investments.
- * Generate consensus among businesses, property owners, residents and associations.
- * Provide interconnected systems of green spaces, alternative transit, and public access to all waterways.
- * Guide the urban design of the eastern portion of the neighborhood for vibrant, urban development.
- * Optimize the assets and development trends already in place.



1.6 PRINCIPLES OF SMART GROWTH

Smart growth principles encourage communities to develop a vision and set standards for development that respond to community values. Because of its unique history and setting, in the Third Ward this vision focuses on architectural beauty and distinctiveness. The vision and standards encourage the construction and preservation of buildings that prove to be assets to a community over time, not only because of the services they provide, but also because of the unique contribution they make on the outside to the look and feel of a city.

Smart growth principles, as applied here, recognize the value of infill development as determined by their accessibility, their physical orientation to, and relationship with, other buildings and open space. By creating high quality communities with architectural and natural elements that reflect the interest of all residents, there is greater likelihood that buildings, and therefore neighborhoods, will retain their economic vitality and value over time. In doing so, the infrastructure and natural resources used to create these areas will provide residents with a distinctive and beautiful place that they can call “home” for generations to come.

Personalized dwelling



Neighborhood architectural distinctiveness



1.7 NEIGHBORHOOD CONTEXT

A. Physical

The Third Ward neighborhood is located in the southeastern corner of Downtown and northeast of the Walker’s Point neighborhood. It is generally bound by I-794 to the north, the Milwaukee River to the west and south and by Lake Michigan to the east. The planning area is 284.9 acres. It is easily

accessible from the Amtrak station, I-94, and I-43 freeways. Watercourses, bikeways, and bus routes also provide additional transportation options. Currently, much of the area in the eastern half consists of underutilized buildings, low-rise buildings and surface parking lots.



The Third Ward has clear boundaries and substantial open land

B. Historic District

Early residents of the Third Ward neighborhood were mostly Irish and Italians immigrants. The neighborhood became a regional wholesaling and manufacturing center in the 19th century. Now, brick multi-story warehouses and former industrial buildings contribute to the district's architecturally significant character as Milwaukee's finest concentration of nineteenth and early-twentieth century buildings.

Rich ornamentation of mercantile buildings expressed in terra cotta, metal and stone display motifs ranging from Victorian Gothic to Sullivanesque to Art Deco, and includes a substantial number of neo-classical designs. The historic and architectural significance of the historic district was recognized by its listing in the National Register of Historic Places in 1984.

Terra cotta facade ornamentation



C. Cultural Resources

Civic, cultural and institutional uses are important components of the Third Ward neighborhood. They offer a diverse palette of enriching social, cultural, and educational activities.

- * The Italian Community Center is a vital civic institution that seeks to promote and maintain the Italian heritage that was brought to the area by Italian immigrants. The ICC also serves as a meeting and festival hall for the entire metropolitan area.
- * The Broadway Theatre Center is host to 3 theater companies: the Skylight Opera Theatre, the Chamber Theatre, and Bialystock & Bloom use these theatres for productions. The original theater first opened its doors in 1959, and has a vital role in the performing arts in Milwaukee.
- * The Milwaukee Institute of Art and Design (MIAD) was formed in 1974 from the original Layton School of Art and Design established in 1920. Of the 630 full time students who are enrolled at MIAD over 160 students live in the Third Ward.

- * A new public market is under construction in the Historic Third Ward on the northeast corner of Water Street and St. Paul Avenue. It will feature 24 vendors inside and 19 outside. Nearby Commission Row has been the focus of market activity for over one hundred years.
- * Summer festivals at the Henry W. Maier Festival Park are popular entertainment destinations that draw hundreds of thousands of people from throughout Wisconsin and beyond. Summerfest, billed as the world's biggest music festival draws over 800,000 visitors to the "Big Gig".

Many galleries, museums, shops, and entertainment and dining venues are also found in the Third Ward.



More locations, events, business, and shopping listings and locations can be found at: www.historicthirdward.org

Gallery night in the Third Ward