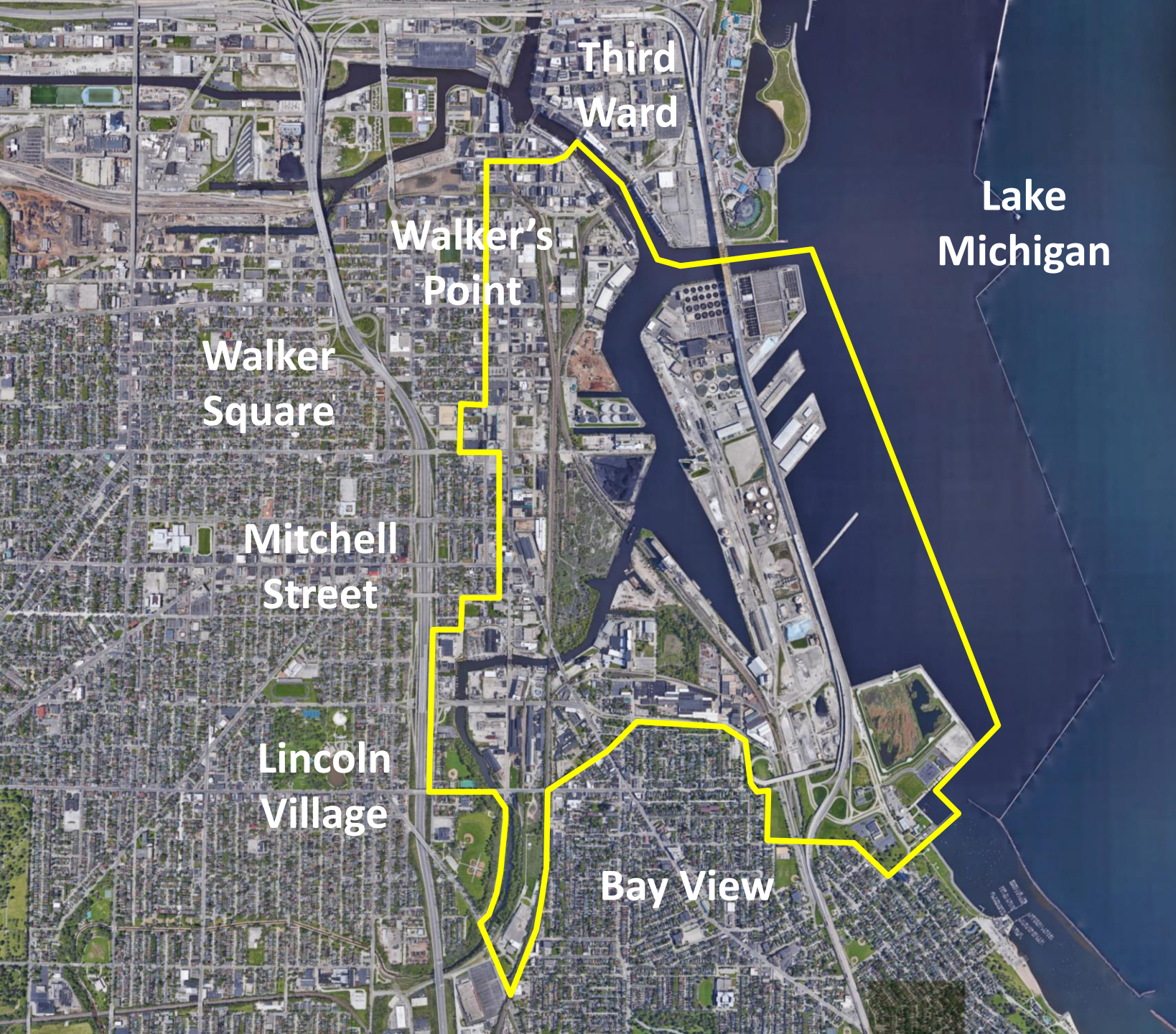


A large, dark, arched bridge spans the width of the image, its structure silhouetted against a vibrant sunset sky. The sky is a mix of orange, yellow, and blue, with the sun low on the horizon. In the foreground, a person is sitting in a small, dark boat on the water, fishing with a rod. The water is calm, reflecting the colors of the sky. In the distance, a lighthouse and other structures are visible on the horizon.

# Harbor District Presentation to the Brownfield Study Group May 17, 2018

Photo by Eddee Daniel



Third  
Ward

Walker's  
Point

Walker  
Square

Mitchell  
Street

Lincoln  
Village

Bay View

Lake  
Michigan

# The Harbor District

1,000 acres

9 miles of waterfront

Port of Milwaukee

MMSD

UWM School of  
Freshwater Sciences



1835



1883



1984

1870s



1930



1930



B-R  
40873

1960s



# A PLAN FOR A 21ST CENTURY WORKING WATERFRONT

As Milwaukee began to focus on its opportunities as a freshwater hub, people began to think about the opportunities in the Harbor District:

- ★ A “catalytic project” in the ReFresh Milwaukee Sustainability Plan;
- ★ A “core area” for the state’s Strategic Action Plan;
- ★ Home to a major investment by the University of Wisconsin-Milwaukee.

The City of Milwaukee and its non-profit partner, Harbor District, Inc., received a grant from the US Environmental Protection Agency to create a plan to revitalize this valuable part of the city.



FALL 2015

## INFORMATION GATHERING

Interviews  
Focus Groups  
Online Survey

FALL 2016

## MARKET STUDY & ECONOMIC ANALYSIS

Public Input Meetings  
Online Survey

SPRING 2017

## PLAN DEVELOPMENT

Public Input Meetings  
Online Survey

FALL 2017

## PLAN APPROVAL

Public Open House  
Plan Commission Zoning  
Neighborhoods & Development  
Common Council



THE PLANNING PROCESS INCLUDED EXTENSIVE PUBLIC INPUT FROM A WIDE CROSS-SECTION OF PEOPLE:

Public officials, property and business owners, neighbors, boaters, bikers, and local third- and fourth-graders, just to name a few.

6 FOCUS GROUPS

30 ONE-ON-ONE INTERVIEWS

5 PLAN ADVISORY GROUP MEETINGS

286 PUBLIC MEETING ATTENDEES

1,354 ONLINE SURVEY RESPONDENTS

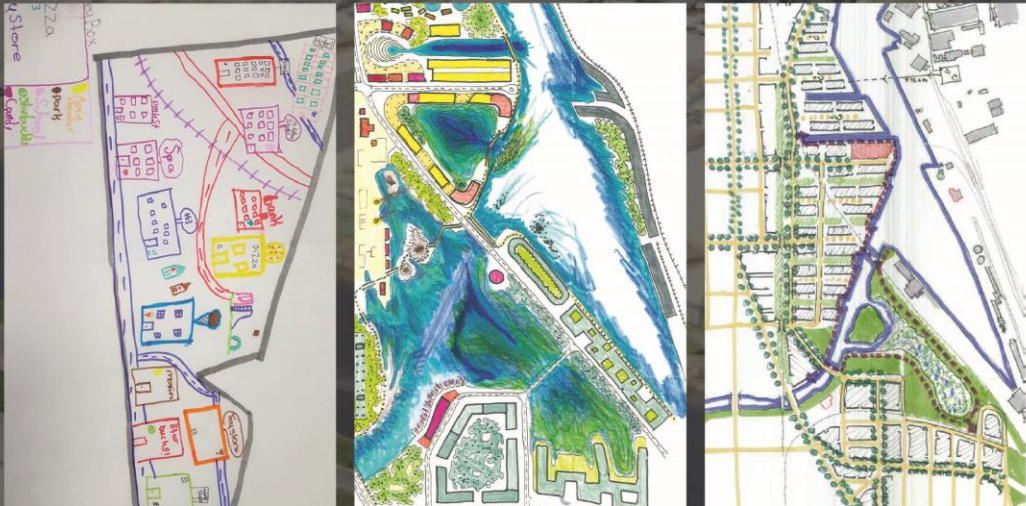


# **“A WATERFRONT IS A UNIQUE OPPORTUNITY.”**

## **WHAT KIND OF PLACE SHOULD THIS BE?**

What did we learn from all the public input and consultants?  
One thing came through loud and clear, over and over:

- Support Port Milwaukee
- Model for a Water Centric City
- Walkable and urban development
- Historic preservation
- Mix of land uses
- Cleanup contamination
- Improve habitat
- Increase public spaces and water access
- Housing and employment opportunities that are accessible to a wide variety of people





RIVERWALK



WATERFRONT  
PARK



CANOE AND KAYAK  
LAUNCHES



TRASH WHEEL

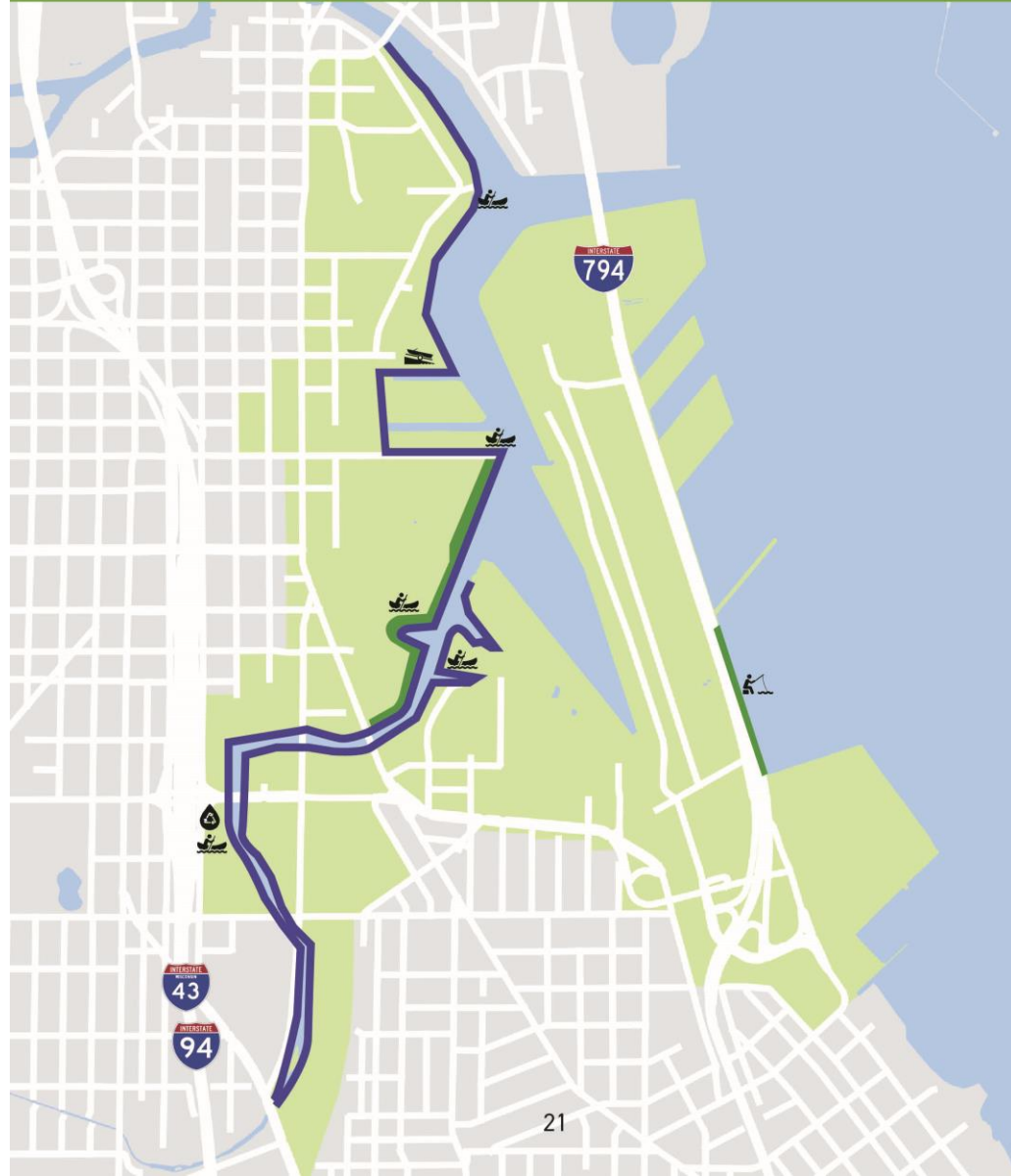


WATER ACCESS



## CATALYTIC PROJECT #1

### IMPROVED WATERFRONT EXPERIENCE



The most important element to the Harbor District's unique identity and character is the water. Yet, almost all of the Harbor District's nine miles of waterfront is off-limits to the public. The area was built up at a time when we wanted to limit waterways and waterfronts for use by the ships and factories that needed them. However, the city has changed, its economy has changed, and its relationship with water has changed. The Harbor District represents an opportunity to develop a new type of waterfront that invites the public to explore and enjoy, maintains its role as a working port and commercial harbor, and provides space for natural ecosystems to flourish.

This catalytic project lays out a series of recommendations that will move the Harbor District towards a multi-purpose multi-use waterfront. Recommendations include new public spaces and amenities to allow people to access the water and projects to improve water quality ensuring the experience of visiting the water is enjoyable.

- 4.5 Miles of Riverwalk
- 7 to 10 Acre Waterfront Park
- Water Access
- 5 Canoe/Kayak Launches
- New Boat Launch
- Fishing Access
- Trash Wheel



2,200 NEW JOBS

\$193 MILLION IN NEW VALUE



## CATALYTIC PROJECT #3

### GRAND TRUNK WETLAND AND DEVELOPMENT

Light  
Industrial  
or Marine



Wetland with  
Boardwalk



Riverwalk

Mixed Use  
Commercial and  
Residential

Light  
Industrial

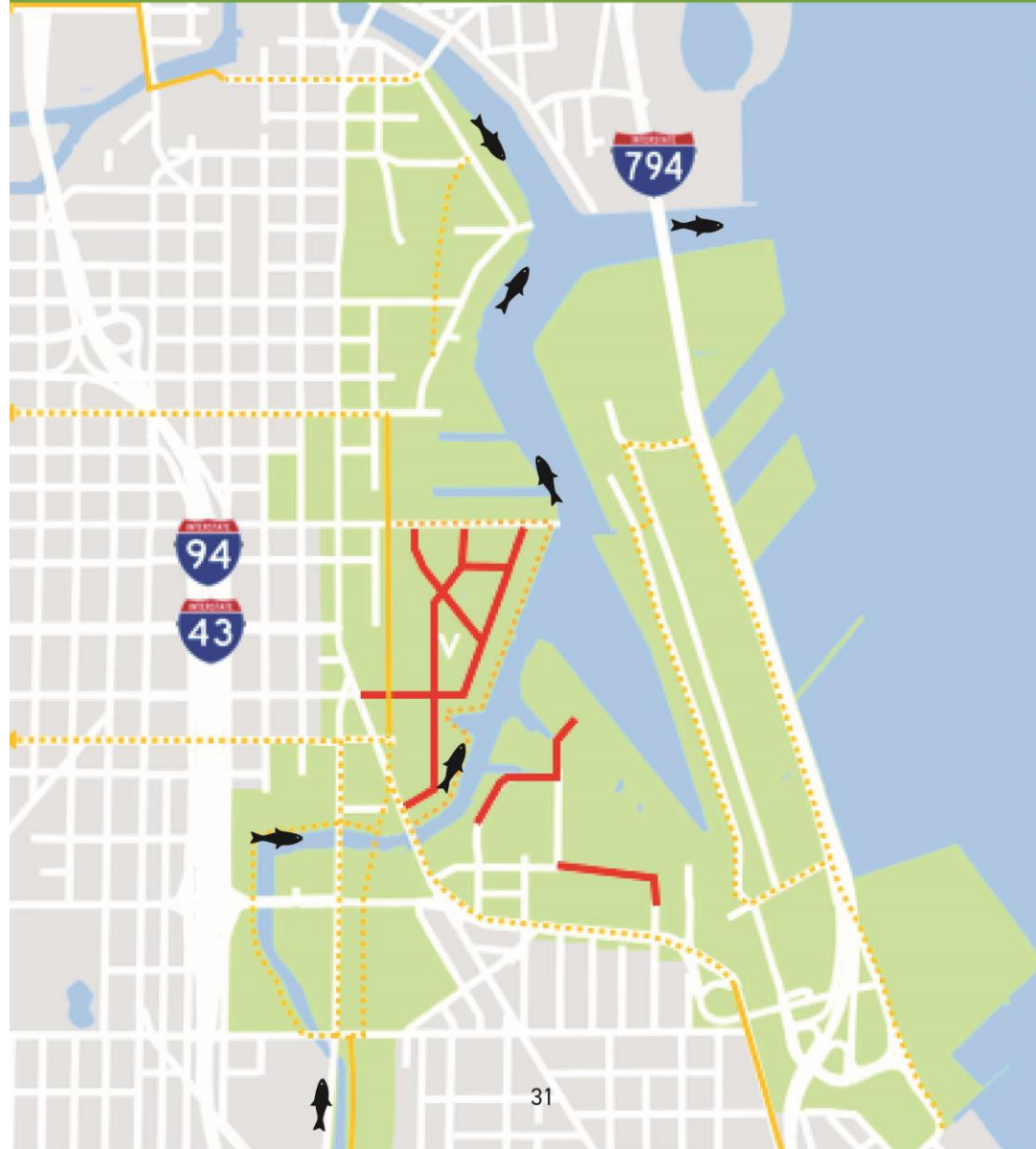
483 NEW JOBS

\$41 MILLION IN NEW VALUE



## CATALYTIC PROJECT #4

### ACCESS AND CONNECTIVITY

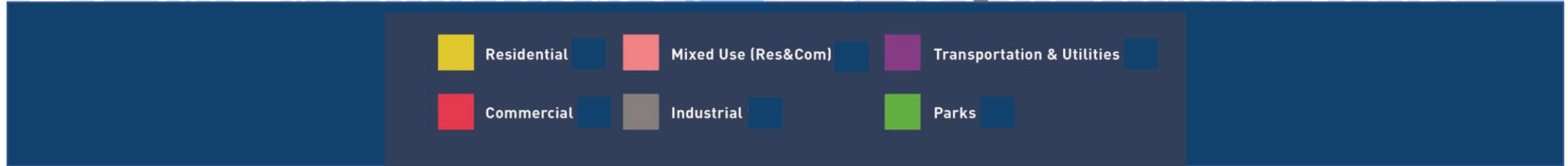
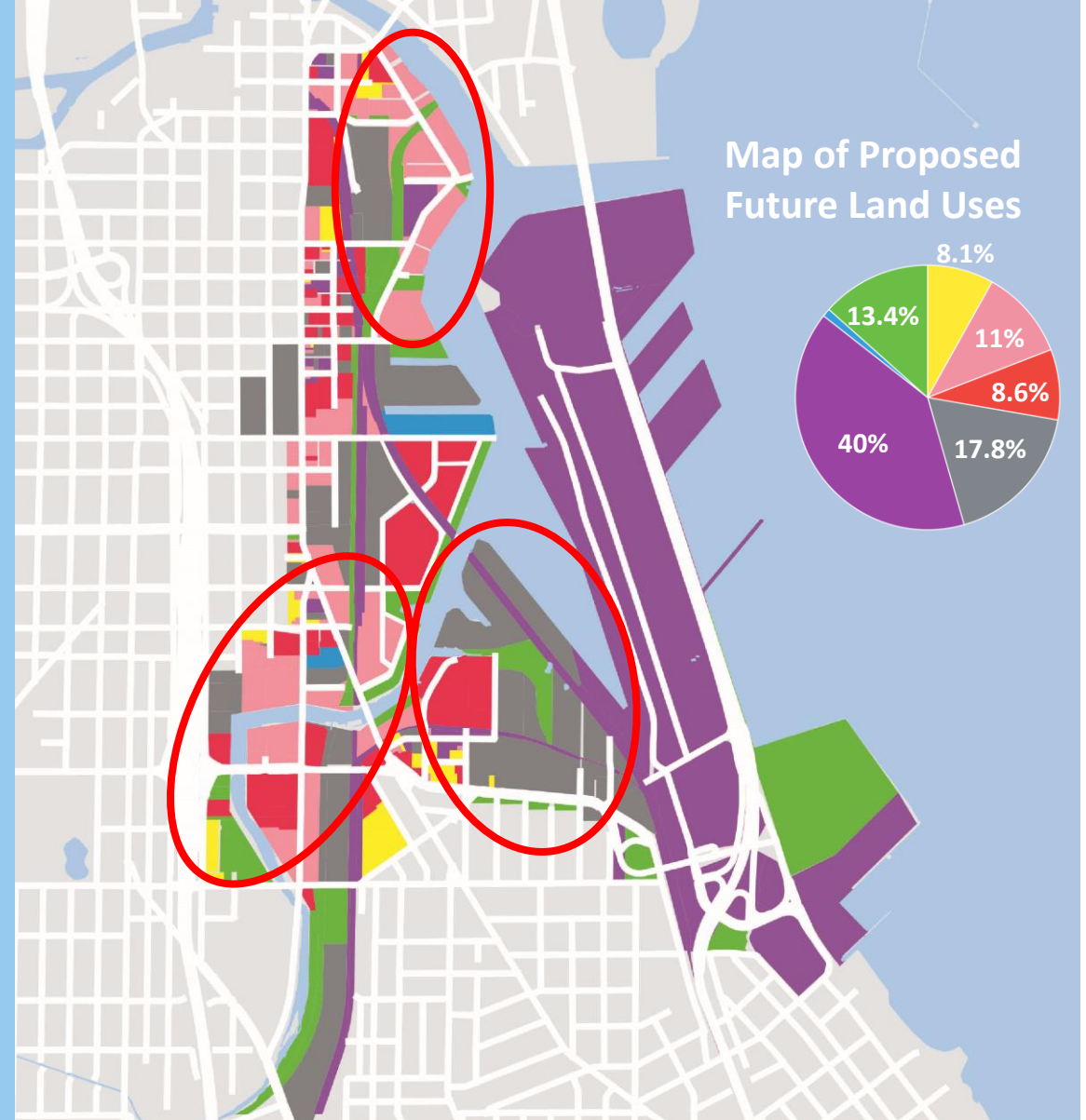
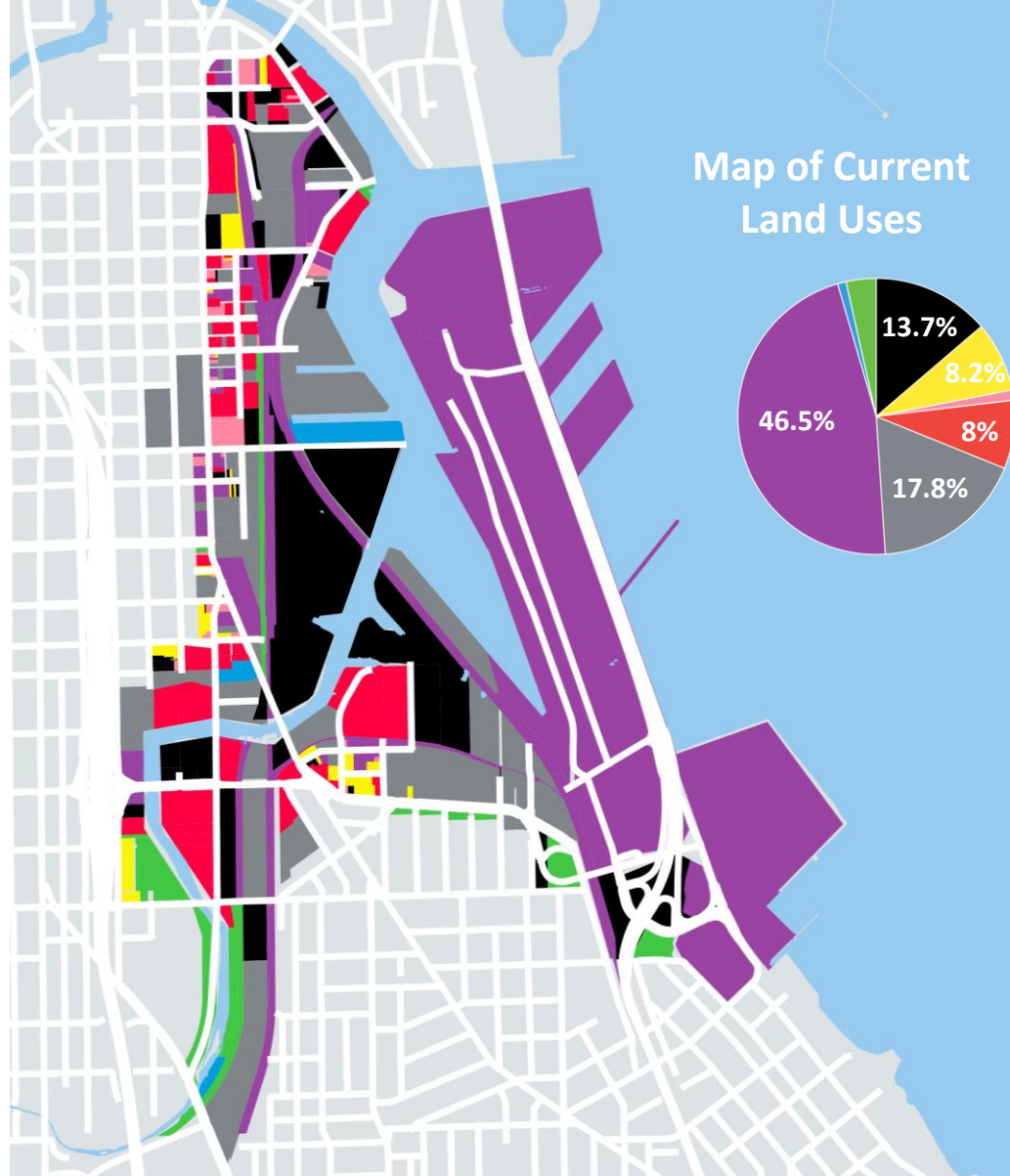


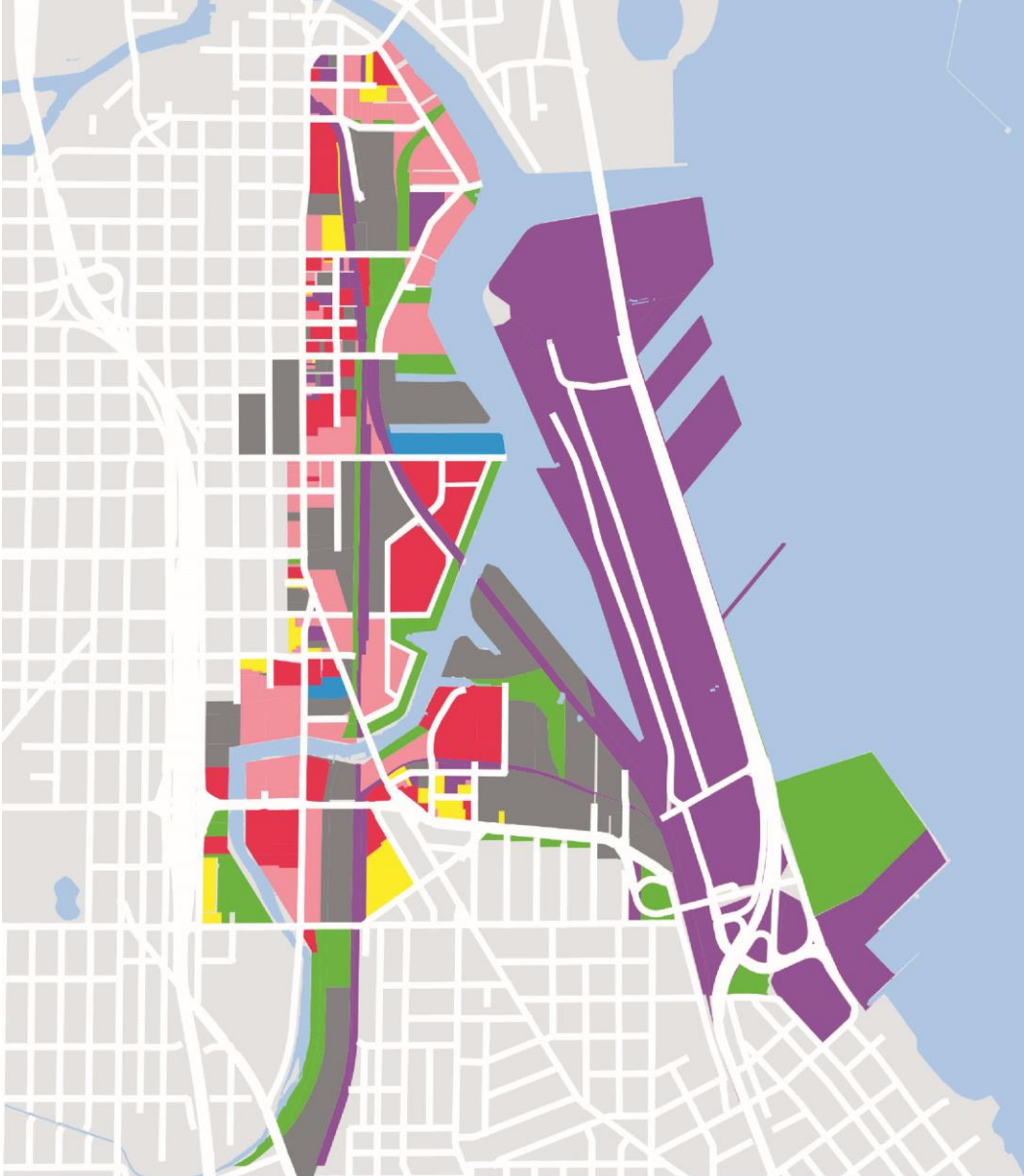
Almost every means of transportation converges in the Harbor District – from ships and boats large and small to bicycles to passenger and freight rail, and of course trucks, buses, and personal vehicles.

At the same time, it can be one of the most difficult places in Milwaukee to get around. Rivers and rail viaducts create barriers and dead ends. Trucks and bikes, and freighters and pleasure boats, struggle to safely share space. This project makes recommendations to improve access for all types of users.

-  New Public Streets & Dedicated Bicycle Routes
-  Existing Off-Street or Improved Bicycle Routes
-  Proposed Improved Bicycle Infrastructure
-  Continuous Habitat Network Connecting the Lake and the Rivers







# HOW WILL MILWAUKEE BENEFIT?

We looked at completed projects in the Menomonee Valley, along Milwaukee’s rivers, and elsewhere within the City to see what kind of impact redevelopment in the Harbor District could have. We applied those same outcomes to properties identified as likely to change here to generate estimates of potential jobs and new property value.

★ \$864 MILLION INCREASE IN PROPERTY VALUE

★ 5,663 NEW JOBS

1,477 OFFICE/COMMERCIAL JOBS

3,839 MIXED USE JOBS

348 INDUSTRIAL JOBS

- 21% Professional
- 20% Health/Social Service
- 12% Retail
- 11% Food
- 5% Manufacturing
- 31% Other

★ 3,343 JOBS EARNING UP TO \$40K/YEAR

★ 2,320 JOBS EARNING MORE THAN \$40K/YEAR

Map of Proposed Future Land Uses





**Former Coal Pile**

**Former Solvay  
Coke & Gas Co.**

**Grand Trunk**

# Next Steps and Questions

- Various entities are addressing larger sites, what do we do for smaller property owners facing contamination issues? What resources are available?

Dan Adams, Planning Director

Harbor District, Inc.

[dan@harbordistrict.org](mailto:dan@harbordistrict.org)

[www.harbordistrict.org](http://www.harbordistrict.org)