

City of Milwaukee Port Redevelopment Plan

Boundary

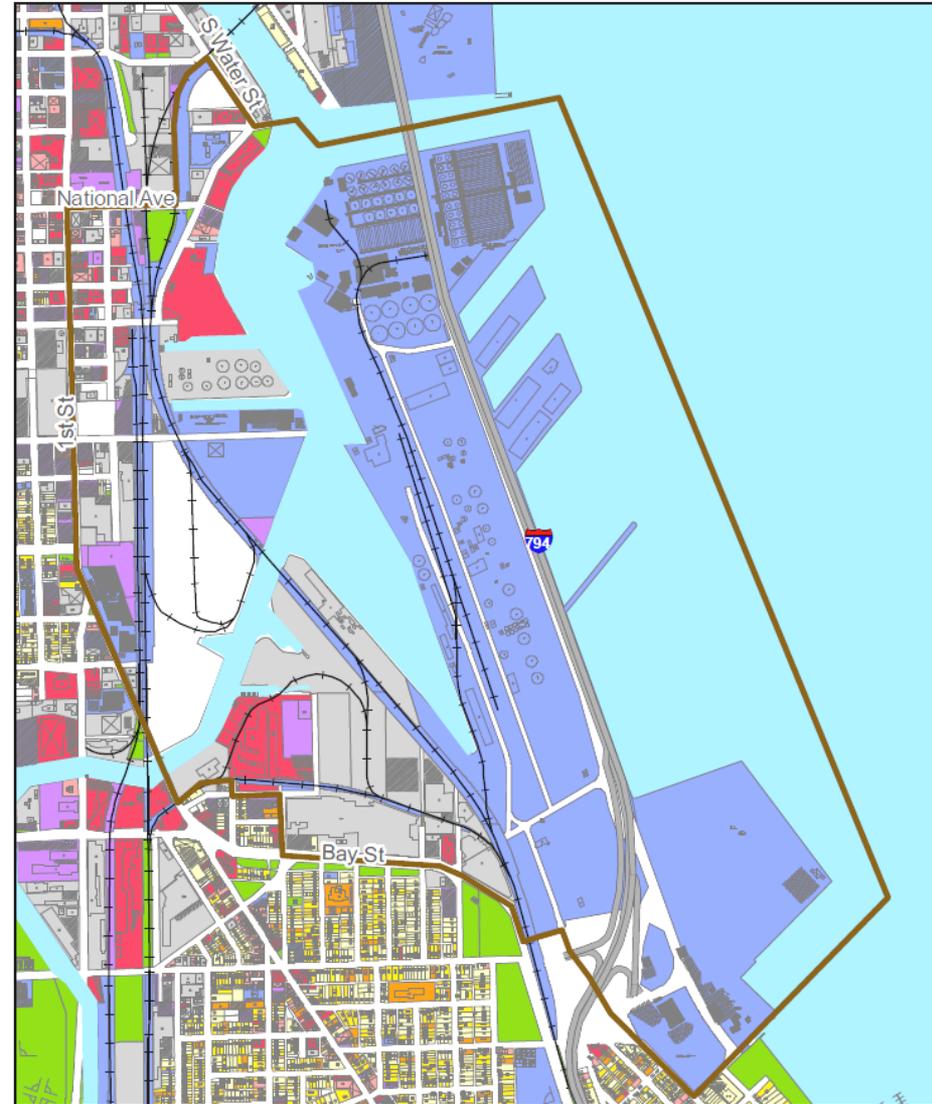


Main Objectives of the Plan

- Preserve land for uses that support the operations and growth of the Port of Milwaukee and water-related businesses
- Promote development that creates or retains employment opportunities in the City of Milwaukee
- Mitigate environmental contamination and eliminate blighting influences
- Improve public access to natural water resources

Background

- March 25, 2009: Common Council approves boundary and blight designation for Port Redevelopment Plan
- Summer 2010: UWM and Water Council make decision regarding the location of the School of Freshwater Sciences on Greenfield Avenue



UWM WATER Institute and School of Freshwater Sciences

- UWM Great Lakes WATER Institute:
 - 12 scientists
 - \$2.4m budget
 - \$4m in research
 - Largest academic freshwater facility on the Great Lakes
- School of Freshwater Sciences:
 - Classes start in 2010
 - Groundbreaking in 2011
- Programs/Research in:
 - Aquatic Ecology
 - Biogeochemistry
 - Aquaculture and Fisheries
 - Aquatic Technology
 - Genomics and Genetics
 - Environmental Health



Port of Milwaukee

An Economic Driver

- 1,119 Direct Jobs
- 909 Indirect Jobs
- \$93.6m in wages
- \$79.6m in business revenue
- \$35m in federal, state and local taxes
- Over 3m tons/year of imported raw materials (steel, salt and coal) and grain and heavy machinery exports
- Profitable unit of City government

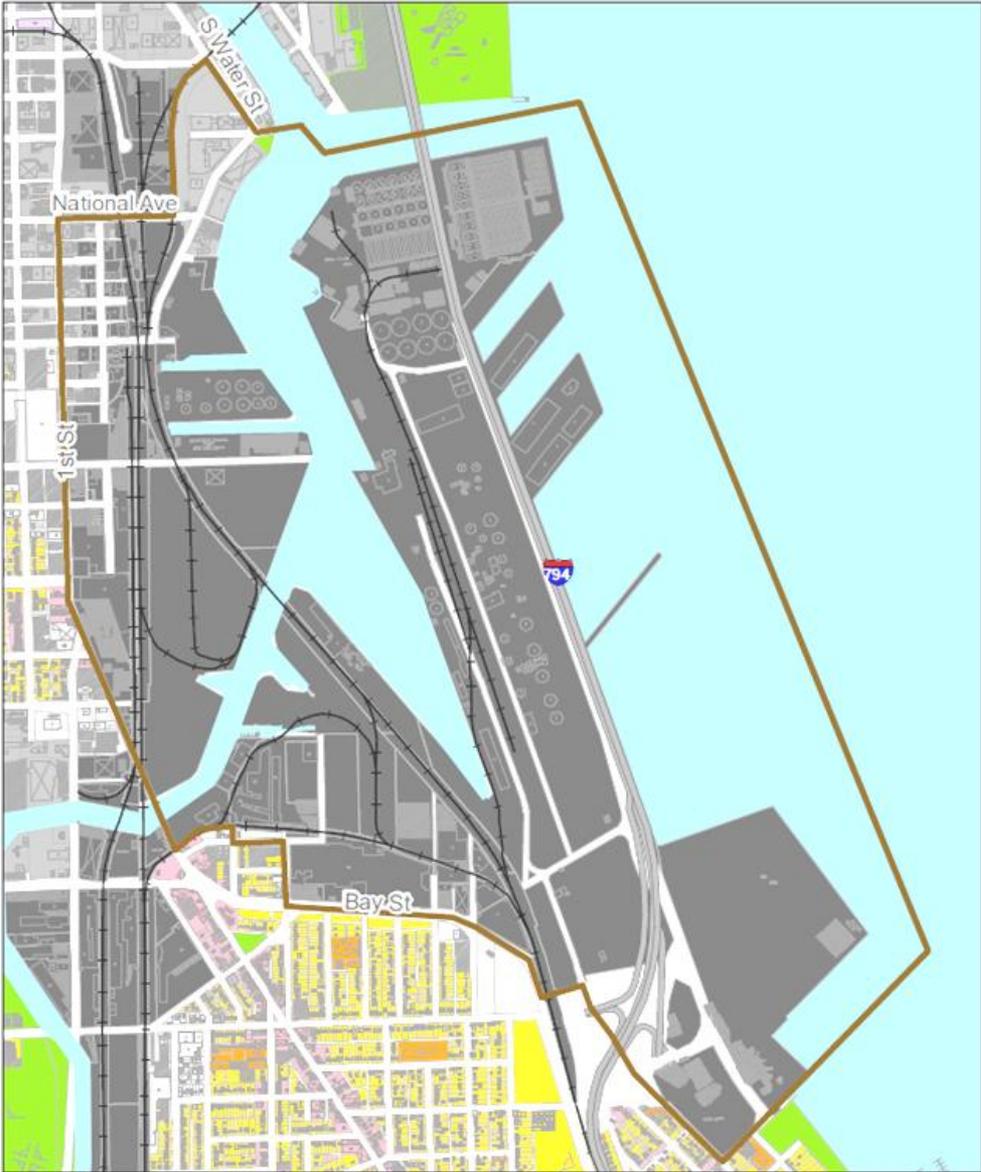


Environmentally Responsible

- Shipping goods by water is the most environmentally-friendly transportation option (compared to rail, air or truck)



Current Zoning



Port of Milwaukee Redevelopment Plan Map 2: Existing Zoning

Redevelopment Plan Boundary

Residential Districts

- Single Family
- Two-Family
- Multi-Family
- Residential and Office

Commercial Districts

- Neighborhood Shopping
- Local Business
- Commercial Service
- Regional Business
- Central Business

Industrial Districts

- Industrial - Office
- Industrial - Light
- Industrial - Mixed
- Industrial - Heavy

Special Districts

- Parks
- Institutional
- Planned Development
- Redevelopment

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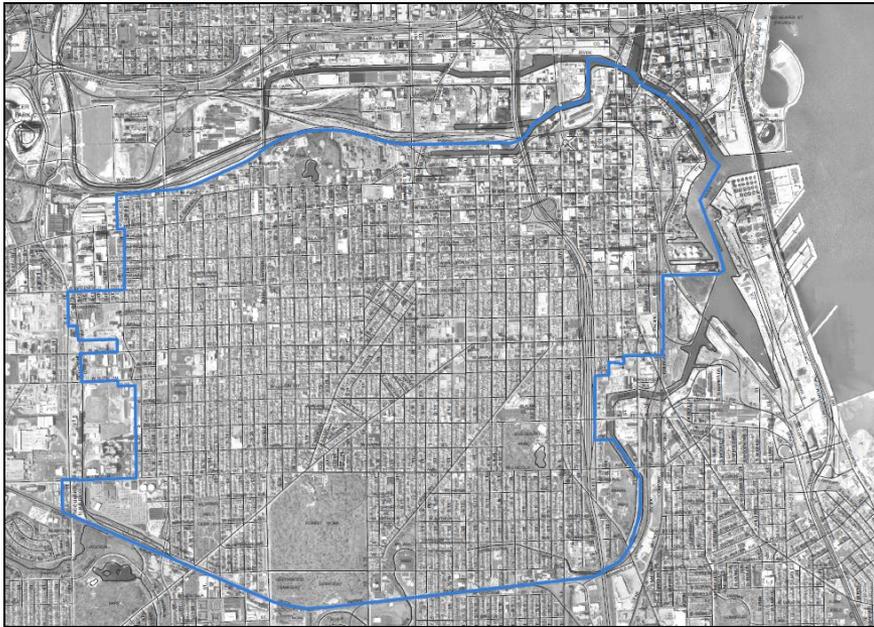
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Near South Side Area Plans



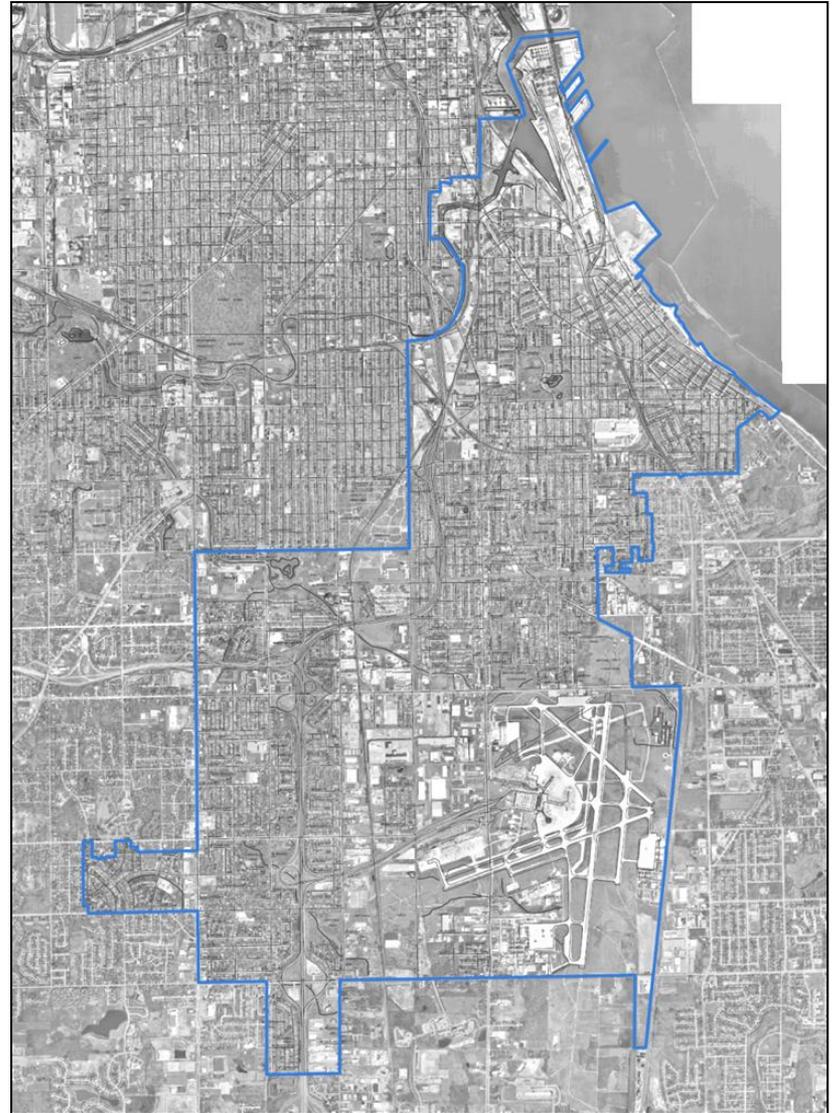
Near South Side Area Plan Recommendations

- Continue the adaptive re-use of former industrial/warehouse buildings into mixed-use structures that support commercial and industrial uses
- Encourage a mixture of uses including retail, residential, office and entertainment uses along the 1st Street corridor
- North of apr. Washington or Scott Streets, allow the transition of the area into a mixed use business area with a range of commercial, retail and light manufacturing uses
- South of apr. Washington or Scott Streets, preserve large parcels and possibly combine underutilized and obsolete parcels to create a business park for offices, research and development, and light manufacturing

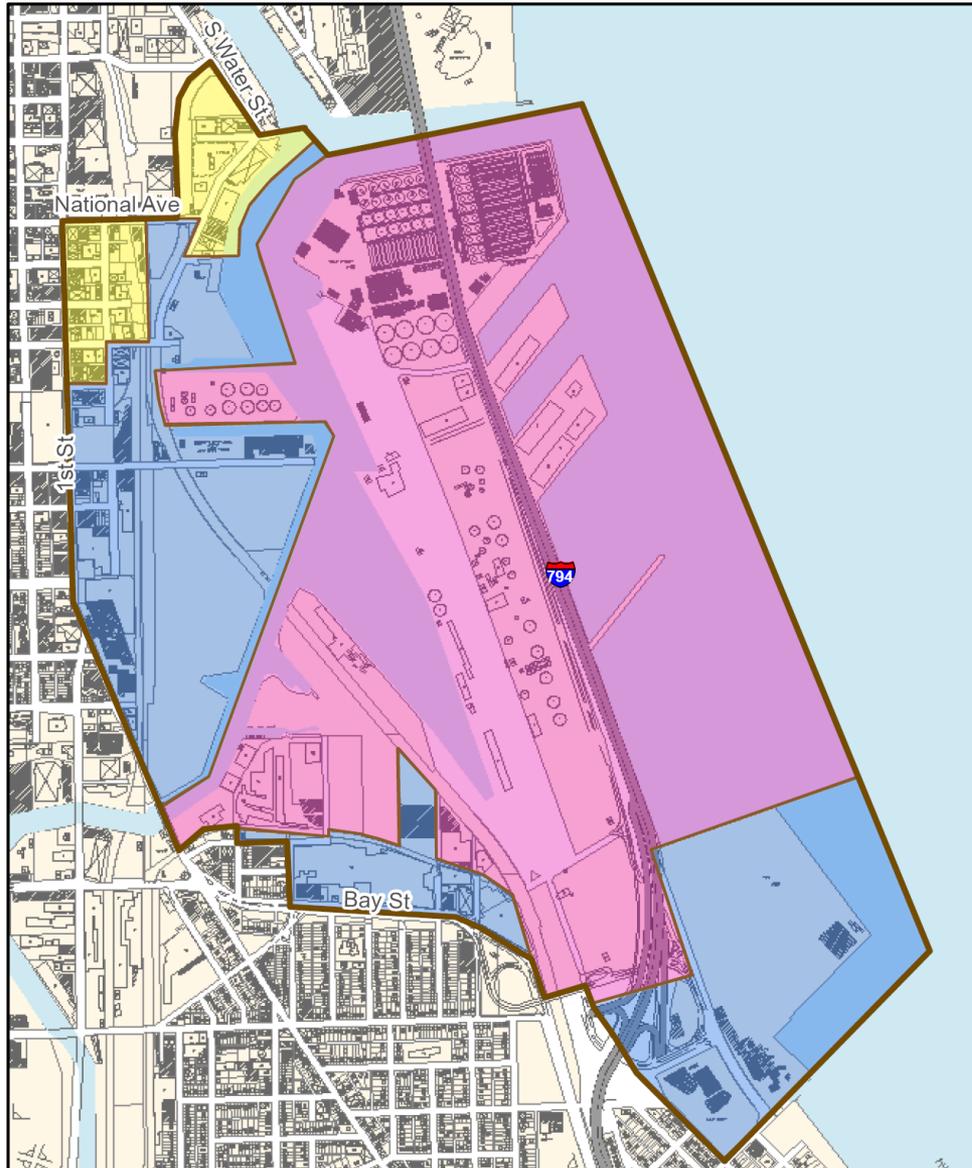
Southeast Side Area Plans

Southeast Area Plan Recommendations

- Preserve the Port as a strategic resource
- Identify development opportunities for environmentally-sensitive, job-creating land uses
- Buffer industrial Port land uses from residential areas to the south
- Encourage employment opportunities, as they are essential to the health of the neighborhood
- Encourage water-related industries and market-rate industrial development



Proposed Sub-Areas



**Port of Milwaukee
Redevelopment Plan**
Map 4: Identified Sub-Areas

-  Redevelopment Plan Boundary
-  Sub-Area A: Business Mixed-Use
-  Sub-Area B: Water Development and Recreation
-  Sub-Area C: Port and Commodities

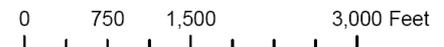


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What the Plan Does Not Do

- Close businesses that don't conform to new zoning, all existing businesses are grandfathered (as a legal non-conforming use)
- Show specific infrastructure or public rights-of-way that may be necessary to redevelop properties
- Identify properties for acquisition

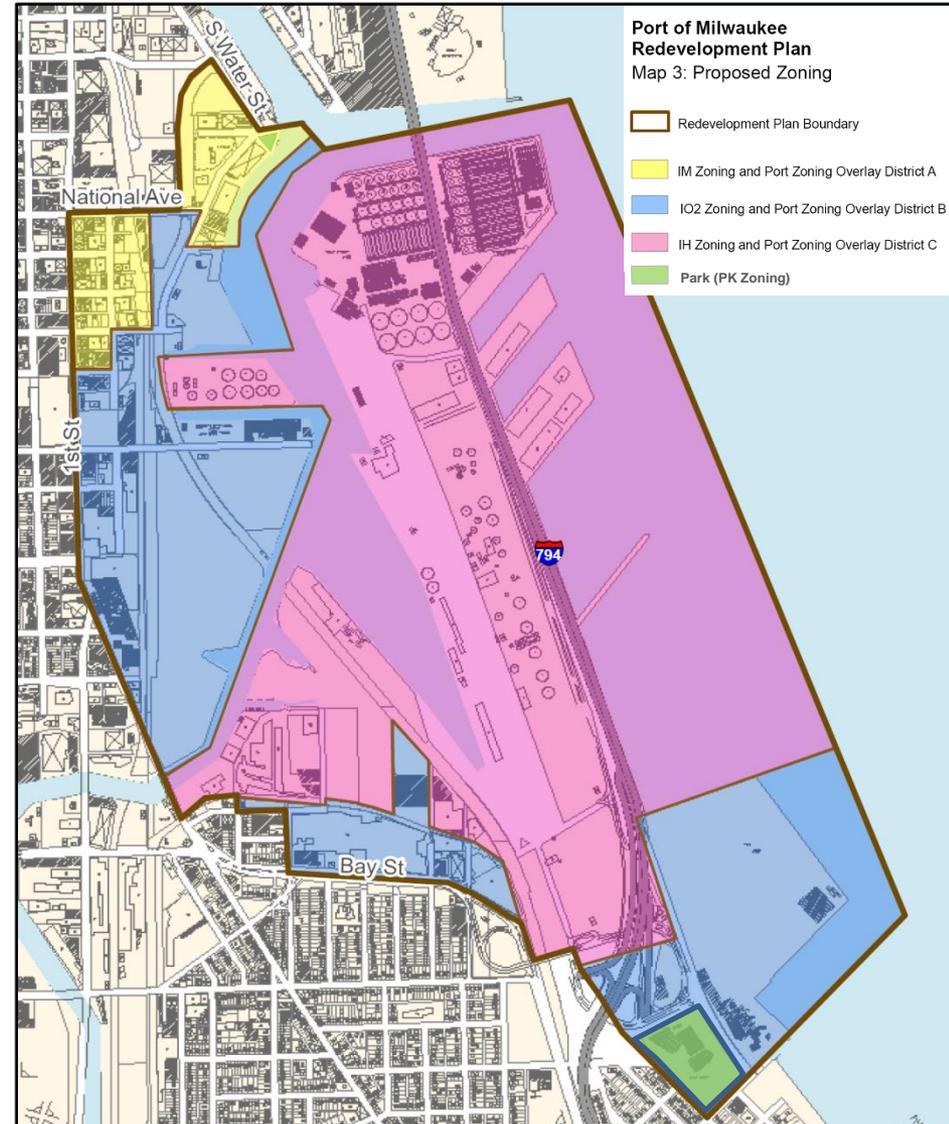
Sub-Area “a”: Business Mixed-Use

Current Zoning: IH (Industrial Heavy) and IM (Industrial Mixed)

Proposed Zoning: IM (Industrial Mixed) with Overlay District A

Permits: Commercial, Light Industrial and Multi-Family Residential Uses

Prohibits: Heavy Industrial, Motor Vehicle Sales, Salvage Operations and Single-Family Residential



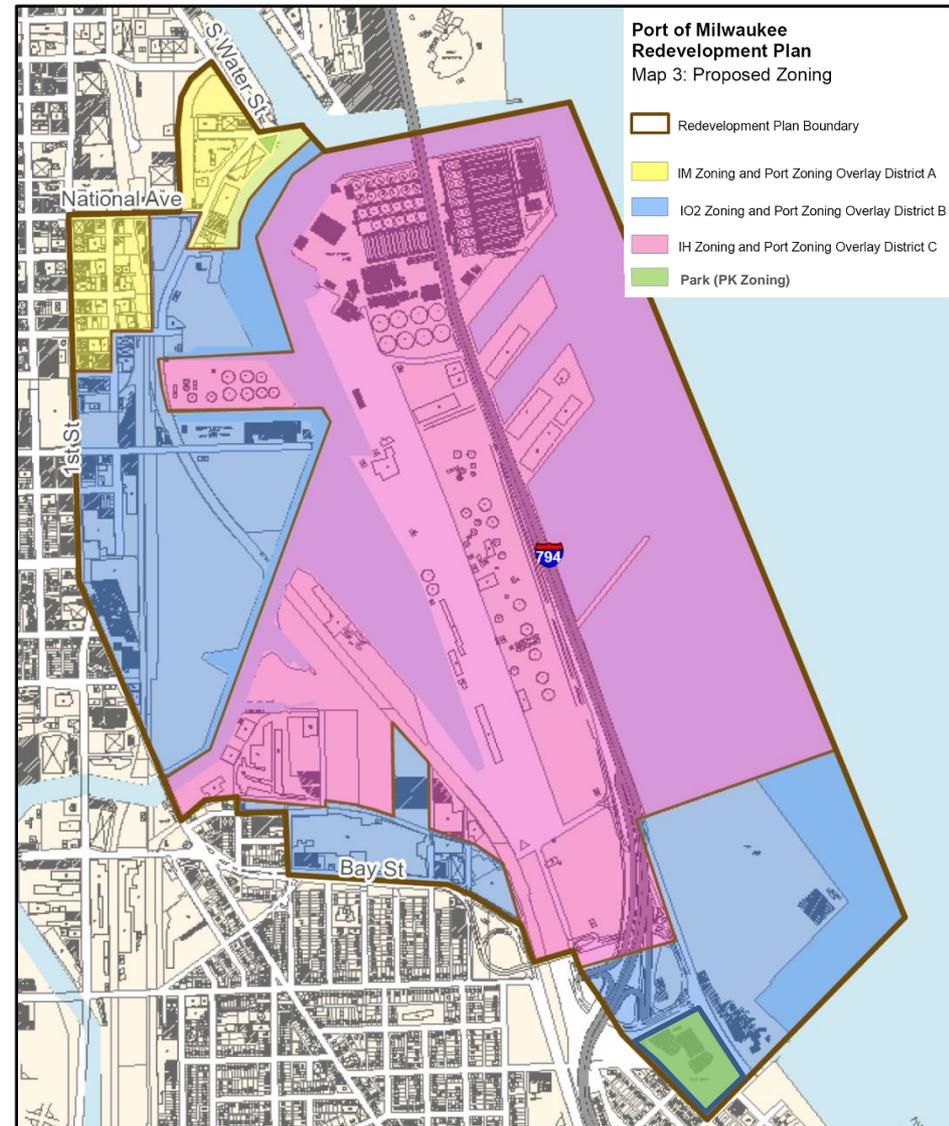
Sub-Area “b”: Water Development and Recreation

Current Zoning: IH (Industrial Heavy), IM (Industrial Mixed) and IL2 (Industrial Light)

Proposed Zoning: IO2 (Industrial Office) with Overlay District B

Permits: Commercial, Office, Research and Light Industrial Uses

Prohibits: Residential and Heavy Industrial Uses, Motor Vehicle Sales and Salvage Operations



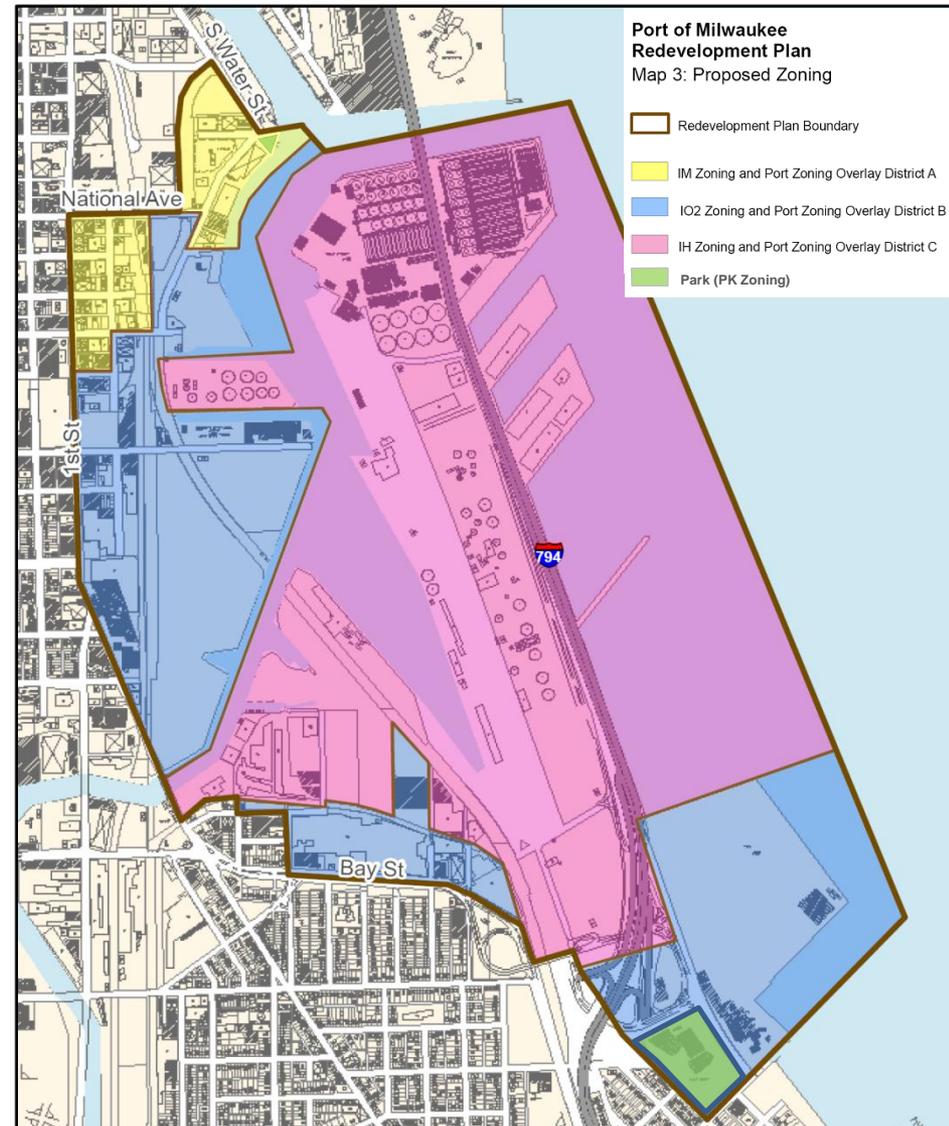
Sub-Area “c”: Port and Commodities

Current Zoning: IH
(Industrial Heavy)

Proposed Zoning: IH
(Industrial Heavy) with
Overlay District C

Permits: Light to Heavy
Industrial and
Manufacturing Uses

Prohibits: Residential and
most Commercial Uses



General Development Standards

Building Design Requirements: The design of all new construction or building additions should follow urban design principles, use high-quality materials and provide sufficient landscaping. Additional design standards for industrial buildings should be added to any zoning overlay districts created for Sub-Areas “a” and “b”.

Sustainable Design Requirements: Buildings that incorporate aggressive energy-efficiency practices, alternative energy methods, recycled materials and other sustainable building features are highly encouraged. Additional sustainable design guidelines should be added to any zoning overlay districts created for Sub-Areas “a” and “b”.

Public Access to the Water: Wherever feasible, when a property along the water is redeveloped, public access to the water should be provided in the form of a path or Riverwalk segment. The property owner should also grant the City a permanent public access easement for each segment. In addition, efforts should be made to preserve or reinstate wetlands where possible.

Other Recommendations

- Multi-Family Residential in Sub-Area “b”: may be considered along South First Street or along the water’s edge, but must:
 - Apply for a General or Detailed Planned Development
 - Provide public access to the water (where applicable)
 - Be a high quality design
 - Not interfere with the surrounding commercial/industrial neighborhood
- Dormitory: if required by UWM, an appropriate zoning remedy should be pursued (currently a Special Use).
- Change definition of Passenger Terminal to: “PASSENGER TERMINAL means a facility for passenger and light motor vehicle transportation operations, including but not limited to a passenger rail station, bus terminal, passenger ship or ferry terminal. This term does not include an airport or heliport. The following land uses are permitted as an accessory use in Passenger Terminals: Bank or Other Financial Institution, General Retail Establishment, Personal Service, Light Motor Vehicle Rental, Tavern and Restaurant (Sit-down & Carry-out).” Limited exterior signage for accessory uses.
- A Certified Survey Map or subdivision plat should be created to split 2401 South Lincoln Memorial Drive (The Port, Lake Express, Naval Armory, etc.), which is currently divided by public right-of-way, into separate parcels and taxkeys. The Milwaukee County Boat Launch and the Naval Armory, remain “as is with no commercial or private development” and should be zoned PK (Park).

Timeline

- Board of Harbor Commissioners (August 5, 2010)
- Neighborhood Meetings with Local Aldermen (August/September, 2010)
- Redevelopment Authority (September 16, 2010)
- City Plan Commission (September 20, 2010)
- Zoning, Neighborhoods and Development Committee (October 5, 2010)
- Common Council (October 12, 2010)

More Information

A draft of the Plan is available online at:
<http://www.mkedcd.org/planning/Port/index.html>

Questions? Contact:

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