
Envisioning a New Haymarket



UP811 Applied Planning Workshop

Prepared for the Department of City Development
The City of Milwaukee

May 17th, 2011

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Executive Summary

The City of Milwaukee designates the Haymarket neighborhood, located just north of central downtown, as one of its catalytic redevelopment projects. The area, despite its proximity to the main cultural and commercial activities of downtown, is currently physically and psychologically disconnected from it, as well as surrounding neighborhoods. The neighborhood also lacks any sort of identity that residents and businesses can point out. In order for the Haymarket neighborhood to develop it must have a sense of identity, create and strengthen the flow of activity between itself and surrounding areas, and provide new residential and economic activities within.

This document has been created in an effort to guide future development and improvements within Haymarket. Data on the neighborhood has been collected and analyzed and fall into the following six categories:

- Historical Data
- Existing Physical Conditions
- Demographics
- Existing Land Uses
- Transportation
- Case Studies

The six groups of data were gathered and analyzed because the Haymarket is a concentrated area with several issues that must be attended to. We feel that the details of redevelopment are important, from trucking routes, number of parking spots, amount of available public and green space, visual markers, number and types of businesses and their transparency, and pedestrian friendliness.

All the data pieces were analyzed by looking at how they could be developed into final deliverables to the City. These deliverables include creating a community arts neighborhood, transportation recommendations, and land and building use recommendations.

After analyzing all the data, and seeing how they



fit into our deliverables, we developed the final recommendations for the neighborhood into a time range that ran from short-term to long-term. Short-term recommendations include changing zoning for several parcels to industrial-mixed, encouraging displays of public art, developing a catalytic project on the vacant corner of McKinley Street and Martin Luther King Drive, placement of neighborhood signage, building a community neighborhood alliance, and encouraging a sense of ownership and property maintenance for business owners. Long-term recommendations include extending the path of the potential City streetcar into the area, improving streetscaping, creating Vliet Street into a pedestrian friendly throughway, switching on-street parking on 4th Street from the curb to a median, promoting property screening, and encouraging building transparency and showcasing amongst local businesses. Local residents and business owners emphasized creating a sense of place in the area, but not at the expense of local businesses.

Our recommendations will help build a creative identity that will draw in residents and attract additional business. With our proposed short and long-term recommendations, we feel that the Haymarket area has the potential to become a unique neighborhood unlike any other in Milwaukee.



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ACKNOWLEDGEMENTS

A special thank you to our clients, Bob Harris and Greg Patin from the City of Milwaukee-Department of City Development, for their enthusiasm and support with this project.

We would also like to thank the following professionals and community members for assisting us with this project:

Carolyn Esswein - University of Wisconsin-Milwaukee

Nancy Frank - University of Wisconsin-Milwaukee

Ivy Hu - University of Wisconsin-Milwaukee

Mike D'Amato - DAAR Engineering

Christine Harris - Creative Alliance Milwaukee

Rod Rinzel - Van Buren Management, Inc.

Marjorie Rucker - Historic King Drive BID

Sig Strautmanis - General Capital Group

Steve Vande Zande - Redline Milwaukee



Introduction

PROJECT OVERVIEW

The Haymarket neighborhood sits on the northwest corner of downtown, just beyond the former Park East Freeway. Haymarket currently has mostly light-industrial uses, but also has a few commercial uses in the neighborhood. The area has had a rich history as a mixed-use neighborhood, with residential, commercial, and industrial uses creating a fine texture. As the Park East Freeway cuts across the bottom of the neighborhood, it effectively separated the Haymarket neighborhood from the rest of downtown.

In 2010 the City of Milwaukee's Department of City Development (DCD) released the Downtown Area Plan, a roadmap to guide the direction of downtown's development. One of the Catalytic Projects in the Downtown Plan, the Haymarket area represents one of the key redevelopment opportunities for the City, and a chance to reconnect the neighborhood to downtown Milwaukee. We have worked on this semester-long project for the DCD, and will recommend strategies on how the City should proceed with redevelopment work in Haymarket to help realize this vision.

The planning process for this project went as follows:

1. Site analysis and initial research
2. Problem definition
3. Define Goals and Objectives
4. Case study research
5. Stakeholder Interviews
6. Public Open House
7. Create final recommendations





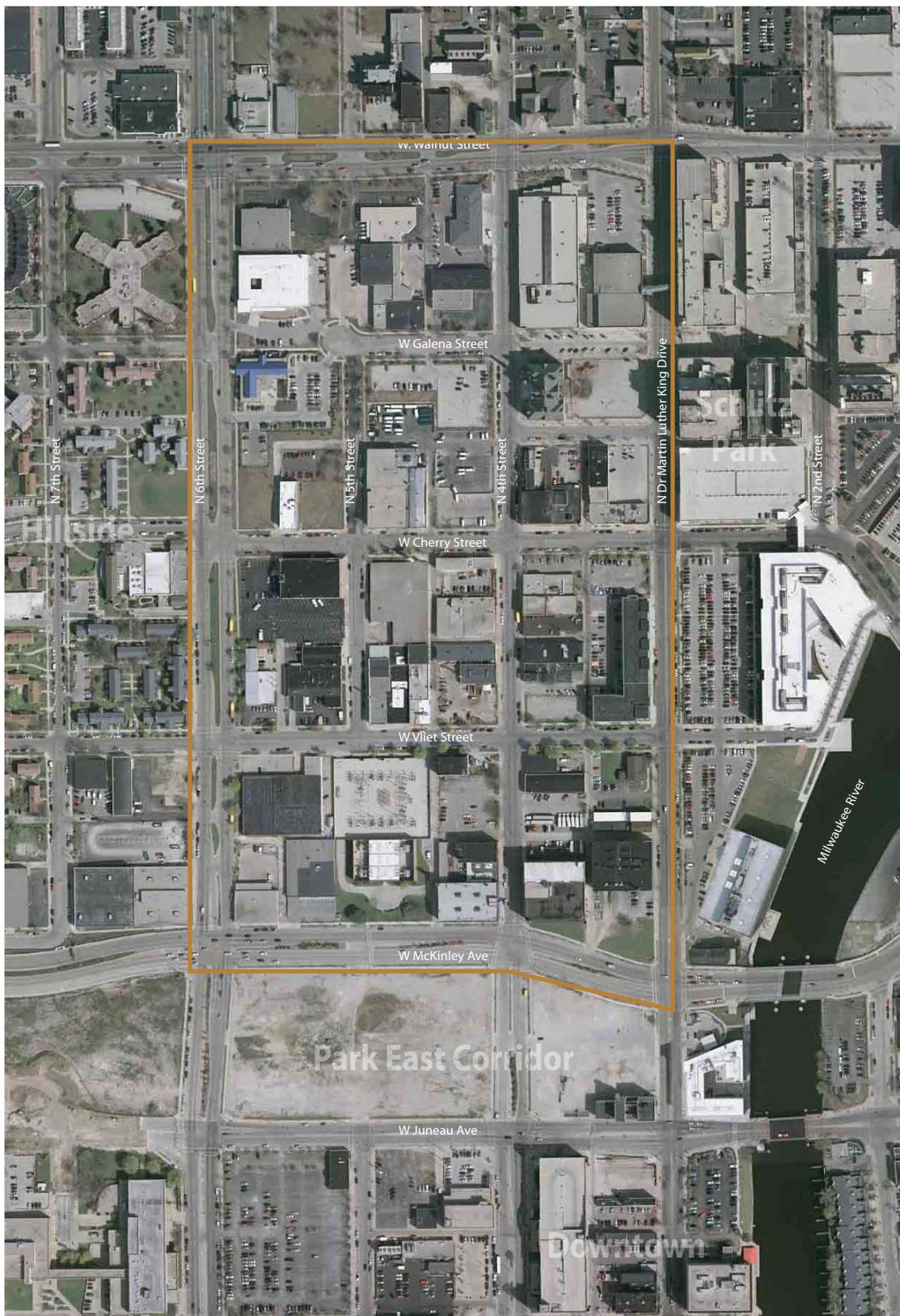
Introduction

SITE ORIENTATION

Bounded by McKinley on the south, 6th on the west, Walnut on the north, and MLK Drive on the east, the Haymarket neighborhood is a compact nine-block area. Across 6th is the Hillside neighborhood, a residential area containing public housing. On the east side of MLK Drive sits the redeveloped Schlitz Park, mostly comprised of commercial office space.

While the neighborhood has mixed residential with commercial and industrial in the past, currently the neighborhood mainly has light-industrial uses. While Haymarket has a fair amount of daytime activity, the current lack of residential space means the neighborhood becomes virtually deserted after business hours.

Throughout Milwaukee's history, the Haymarket district has had a rich pattern of uses, serving as the support area for much of the brewing industry, as well as housing small businesses, manufacturers, and enclaves of residents. The Haymarket District currently houses mostly light industrial and office uses, though the character of the area has started to shift. New businesses have settled along Martin Luther King Jr. Drive, and the now vacant Park East Freeway corridor has allowed more people to catch a glimpse of the Haymarket District. This increased visibility for the neighborhood has helped more people take notice of the area.



Existing Site Plan of Haymarket Neighborhood with context



Problem

PROBLEM STATEMENT

A number of physical obstacles, including both public infrastructure and natural boundaries, disconnect the Haymarket Neighborhood from surrounding districts. The Haymarket Neighborhood lacks residential occupancy, public space and an overall sense of identity. Although opportunity for growth exists in the area, Haymarket has not “made the case” as to how it could be the next catalytic neighborhood within the downtown area.

Through initial input from the DCD, we had an idea of the strengths and opportunities in the Haymarket Neighborhood. Further site analysis, research and stakeholder interviews informed what we saw as the neighborhood’s key issues.

This project will address the issues facing the Haymarket Neighborhood through a number of short and long-term strategies. The key issues this project addresses include:

- Increasing residential options
- Increasing imageability of the neighborhood
- Integrating live and work spaces
- Retention of existing uses
- Better accommodation of pedestrians
- Encouraging the development of creative class industries





Goals and Objectives

Each of the following goals and objectives help structure the remainder of this project. The proposed recommendations in this document will look back to these parameters as guidance for redevelopment of the Haymarket Neighborhood. The three goals include the following:

IDENTITY

- Create a sense of place for the Haymarket Neighborhood

CONNECTIONS

- Create and strengthen the flow of activity between Haymarket and the surrounding areas

LIVE/WORK

- Provide and enhance housing conditions and economic opportunities in the Haymarket Neighborhood





Goals and Objectives

IDENTITY

Create a sense of place for the Haymarket Neighborhood

ARCHITECTURE - New development and construction in the neighborhood will embrace the light industrial character of the neighborhood in terms of size and character, but still allow for unique architectural expression. This expression will aid in building the neighborhood identity.

COMMUNITY - Increased public space will encourage people to spend more time in the Haymarket area. Public space should provide flexibility to display art, host public performances and gatherings, while recognizing the history of the Haymarket Square as a prominent public space near downtown Milwaukee. New development in the area will also provide more adaptable private space for neighborhood users. These areas will allow for organizations to meet their changing spatial needs, from hosting meetings to having adaptable work and display space. Easily modified private spaces will help meet users evolving.

HISTORY - The Haymarket neighborhood has a historic past, both as a city and community meeting place, and as a lively district with various kinds of industry, service, and commercial users. The neighborhood integrated all these uses while also providing residential space. By mixing these uses again, the neighborhood will recognize its diverse past.

LAND USE - Any zoning changes should still accommodate existing Haymarket uses, while allowing for more diverse land uses.

ENVIRONMENT - New streetscaping designs should improve stormwater management in the area. New infrastructure should also employ energy-saving measures, such as LED lighting for street lights.



Park East Enterprise Lofts fits into industrial character of Haymarket



Gateway signage example



Example of bioswale that could line streets in Haymarket



Connections should capitalize on adjacent amenities such as the Riverwalk



View from Haymarket towards Downtown

CONNECTIONS

Create and strengthen the flow of activity between Haymarket and the surrounding areas.

TRANSIT – Development and streetscaping changes should encourage the integration of multiple modes of transit. Design modifications will make accessing transit physically easier, and waiting for transit a more enjoyable experience.

PEDESTRIANS - New streetscaping changes will provide an opportunity to create more walkable corridors in the Haymarket area. Changes include shortening street crossing distances, enhancing the pedestrian environment through increased streetscaping amenities, and increasing lighting on the pedestrian area.

ADJACENCY - New changes to the Haymarket neighborhood should strengthen the feeling of connection between the adjacent neighborhoods and districts. Improved gateways will create a definition between areas, and stronger pedestrian linkages will provide a better flow between areas.



Goals and Objectives

LIVE/WORK

Provide and enhance housing conditions and economic opportunities in the Haymarket Neighborhood.

HOUSING - The Haymarket area should offer residential units that will provide a wider range of housing options in the neighborhood. This will give prospective residents increased affordable housing options to live near the downtown area.

JOB CREATION - New development in the Haymarket neighborhood will increase amount of employment opportunities while also retaining current uses. New commercial lofts and live/work areas will provide spaces for people seeking entrepreneurial opportunities in the area, while making both residential and commercial uses more financially viable.

FLEXIBILITY - By encouraging development of a flexible community space, the neighborhood will show a commitment to creative economic development. Flexible community space will help provide a new neighborhood gathering place, putting a neighborhood emphasis on collaboration and creativity.



Artspace Buffalo Lofts, Buffalo, NY



Flexible Live Work Space



Site Analysis

The early stages of this project included research in a variety of categories on the existing Haymarket area including the following:

- Historical Overview
- Existing Physical Conditions
- Demographics
- Existing Land Use
- Transportation
- Case Studies





Site Analysis

HISTORICAL OVERVIEW

In the latter part of the 19th Century, a large open block just south of Vliet, between 4th and 5th Streets, served as the hay market for the City of Milwaukee. The open space served as the area's primary landmark, stacked with piles of hay to feed the horses of the city. The surrounding neighborhood took became known as the Haymarket, but the neighborhood already had its own history.

The neighborhood, one of the city's oldest, was primarily settled by some of the original German immigrants to the Milwaukee area. Towards the end of the 19th and beginning of the 20th century, as the Germans moved north and west, the neighborhood shifted to primarily Eastern European Jewish immigrants.

While the Haymarket neighborhood certainly had a strong residential component to it, it also sat right in between both the Schlitz brewery area to the east and the Pabst brewery area, providing supplies and services to the brewers. In addition, the neighborhood also had some smaller breweries and a number of factories that made, among other things, corks, church furniture, horse collars, and barrels.

As the number of horses in the city diminished, the Haymarket square later served as an open-air market for produce vendors, florists, plant nurseries, and orchards. The neighborhood retained its varied uses until around 1964 when the area was opened up to commercial and industrial development. Along with the close proximity to Interstate 43 and the Park East Freeway, the neighborhood transformed into a light-industrial area, a character it has retained since.



Haymarket Square - early 1900's



Historic plat map of the Haymarket



View looking down 4th St. towards downtown



Lack of landscaping at the corner of 4th and Vliet



Golda Meir School

EXISTING PHYSICAL CONDITIONS

With mostly light industrial office uses, the neighborhood has an industrial character to it, with some outdoor storage for several businesses. The Haymarket also has a number of vacant parcels and underused lots. With only a few residential parcels, the residential activity is quite low, especially during the evening and on the weekend. The area does feature some more historic buildings, including the Golda Meir School on 4th and Galena.

Some other issues include lack of streetscaping around most of the neighborhood. This condition gives an unwelcoming impression of the area, offering little reason for the pedestrian to linger. A large number of buildings have no facades, and many lack glazing, further detracting from the experience. The area also offers little for wayfinding markers, especially considering the proximity of the Riverwalk and the downtown area.

The area does have a number of on-street parking spaces, which brings in additional use during special events at the Bradley Center (located only 4 blocks south). The on-street parking also provides space for workers from nearby businesses to use.

One of the site's main attributes is the great view down 4th, as well as a nice skyline view of downtown and the Pabst Brewery. As the Park East Corridor fills in, the additions will create a more interesting viewshed down 4th.



Site Analysis

DEMOGRAPHICS

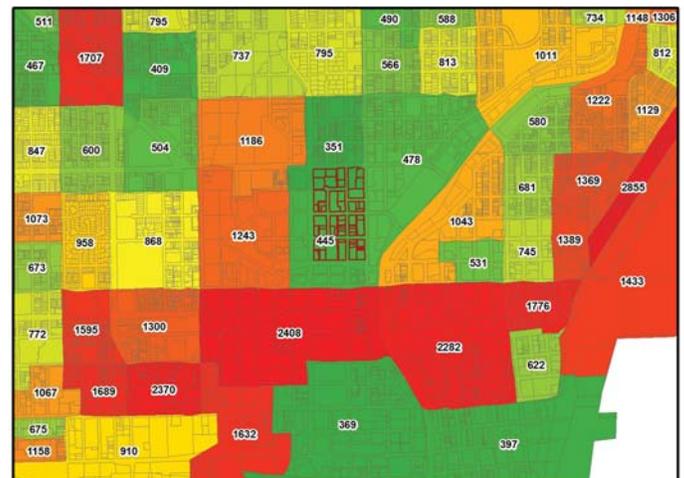
The neighborhood of Haymarket is located within a demographically diverse area of Milwaukee. It has downtown directly to the south, Hillside neighborhood to the west, Riverwest to the north, and the river and lakefront to the east. Each of these areas holds a unique identity with differing demographic characteristics.

The Haymarket Neighborhood contains a total population significantly less than the downtown and Hillside neighborhoods immediately adjacent. The neighborhood contains few residential units, which may be a cause for the low population.

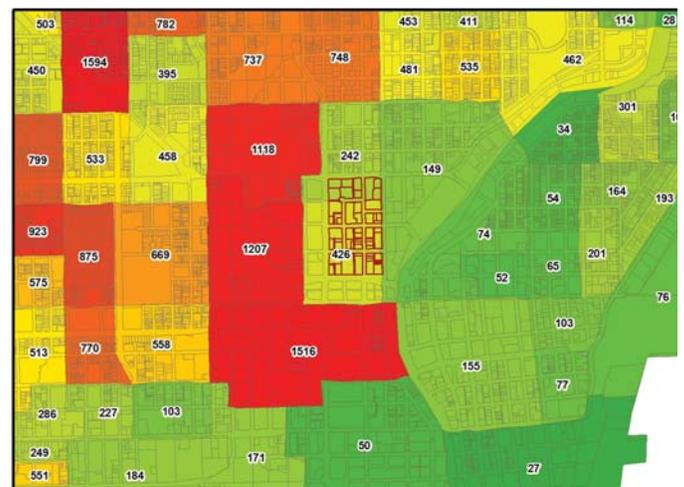
The African American population surrounding Haymarket greatly outweighs that of the Hispanic population. Directly west of the site is an estimated population of 1,207 African Americans as opposed to just 38 Hispanics. As you travel south and east toward the upscale lakefront and Historic Third Ward, the African American population is significantly reduced from 1,516 in Downtown to just 50 south of I-794.

According to 2000 Census Data, Median household income in Milwaukee, WI was \$32,000. The Haymarket Neighborhood represents a very low median income of just \$10,599. It also represents 42 unemployed out of a total population of 445. This is a 9% unemployment rate compared with the 6% unemployment rate for the City of Milwaukee.

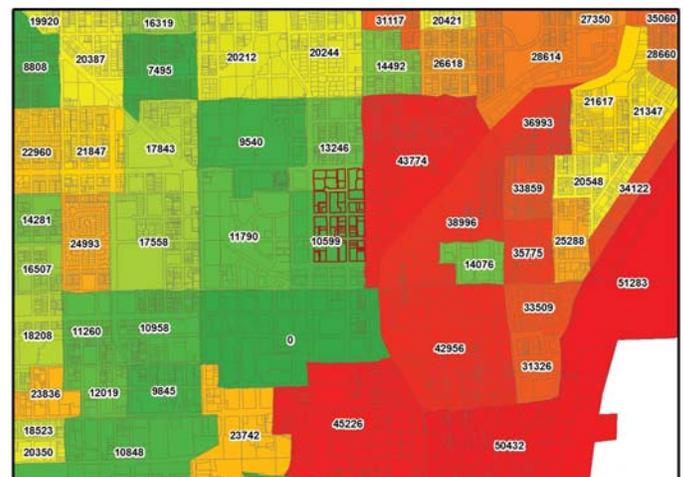
Haymarket represents a small portion of the labor force in Milwaukee. When compared with the City of Milwaukee, the Haymarket labor force contains high rates of unemployment and low median household income. The neighborhood is also located at the culmination point between diverse populations including a large population of African Americans. Recommendations for the Haymarket neighborhood should address these concerns and take advantages of opportunities they represent.



Total Population in Haymarket area



African-American Population in Haymarket area



Median Income in Haymarket area



Findorff building located along 6th St. is an example of newer construction within Haymarket

EXISTING LAND USE

Haymarket contains a variety of existing businesses and destinations. These uses range from heavy and light industrial use to creative and cultural facilities. By analyzing these uses and identifying opportunities they represent, Haymarket has the opportunity to become a diverse and thriving neighborhood.

The shown land use map (p.25) distinguishes different types of uses represented in Haymarket. As the neighborhood is zoned almost entirely Light Industrial, numerous light industrial facilities exist throughout the site. Many of these industrial uses are very successful and have existed in the neighborhood for a number of years. A few businesses are the Milwaukee Plating Company, Artistic Plating, Brinks Coin Processing, Expert Foundry Services and Cream City Ribbon.

A wide variety of smaller scale service and retail businesses exist scattered throughout the site. These businesses produce a variety of products and serve customers from all over the Milwaukee Metro Area. Milwaukee's popular O'Reilly Motor Cars holds its headquarters on the corner of 4th and Cherry Street right next to a custom auto restoration and fabrication shop, Bennett Coachworks. Construction related services range from small businesses like Thomas A. Mason Company to the highly valued J. H. Findorff & Sons. Findorff is currently constructing 'The Moderne' high-rise just South of Haymarket on Old World Third Street. Other important businesses include David J. Frank Landscaping, DAAR Engineering, Transit Express, and National Ace Hardware.

Some uses within Haymarket represent opportunities where aesthetic and physical improvements can be made. Wisconsin Electric Power Company owns a vast power substation centrally located between Vliet Street and McKinley Avenue. Also, few residential uses exist in the neighborhood. The new Park East Enterprise Lofts make up a majority of the Haymarket residential



Ace Hardware is located in one of the original warehouse buildings within Haymarket



Site Analysis

population. Lastly, numerous vacant or bank-owned properties exist throughout the neighborhood with the potential for redevelopment.

Not only does Haymarket present a variety of uses, it also provides numerous artistic, learning and cultural uses which can help to jumpstart an overall identity in the neighborhood. Haymarket is home to the Milwaukee Youth Arts Center, the historic Golda Meir Elementary School, and the Boys and Girls Club. It also contains creative businesses such as floral shops, an art and framing gallery, and Mandel Graphic Solutions. One important driving force is Redline Milwaukee. On the corner of 4th and Vliet streets, this business acts as an urban laboratory for local artists with education, and outreach components.

**A complete list of property owners, land uses, and business contact information can be found in the Appendix.

1. Bresler Eitel Art and Framing
2. Denver Wholesale Florists Gallery
3. Bell Ambulance
4. J H Findorff & Sons
5. Brinks Coin Processing
6. Cole's Floral Supplies
7. Milwaukee Youth Arts Center
8. Golda Meir Elementary
9. Boys and Girls Club
10. DAAR Engineering
11. Transit Express
12. Bennett Coachworks
13. O'Reilly Motor Cars
14. Former Pridefest / Lesbian Alliance
15. Thomas A. Mason Co. Inc
16. Hein Electric Supply
17. Sojourner Family Peace Center
18. Mike Giordano & Co
19. Miller Bakery
20. Expert Foundry Services
21. Cream City Ribbon
22. Artistic Plating
23. David J. Frank Landscaping
24. Milwaukee Plating Co
25. Redline Milwaukee
26. Park East Enterprise Lofts
27. Former Bucketworks
28. Former Palomar
29. Wisconsin Electric Power Co.
30. Housing
31. National Ace Hardware
32. Interstate Electric Supply Co
33. C Coakley Relocation Systems
34. Brewery Credit Union
35. Best Fish
36. Mitz and Rozansky SC Certified Public Accountants (Owner Occupied)
37. Mandel Graphic Solutions

LEGEND

- Arts, Learning, and Culture
- Service and Retail
- Residential
- Utilities and Transportation
- Light Industry
- Green Space
- Parking Lots
- Other/Vacant



Existing Land Use Map



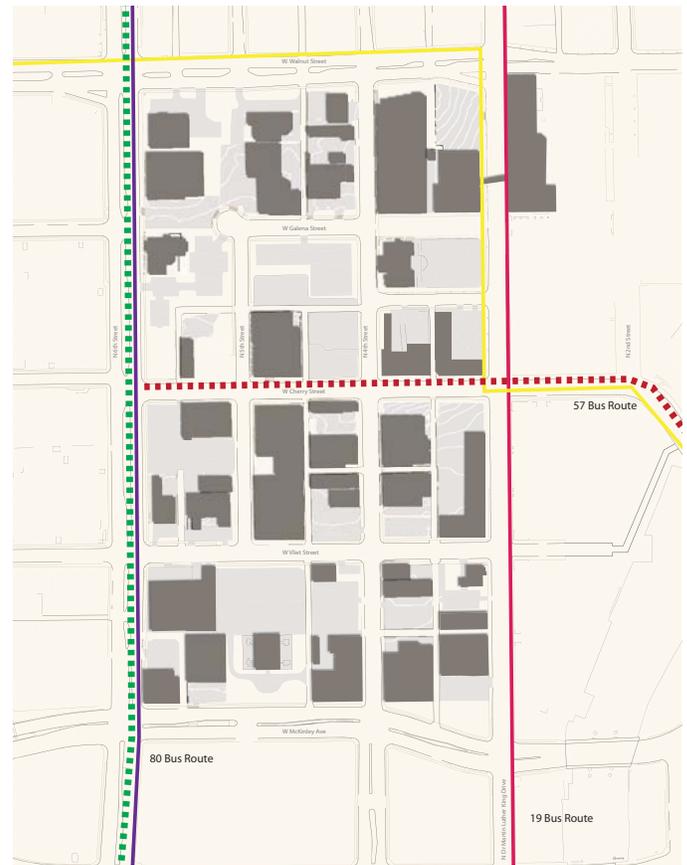
Site Analysis

TRANSPORTATION: TRAFFIC COUNTS

Four major streets form the general boundaries for the Haymarket neighborhood: McKinley on to the south, 6th to the west, Walnut to the north, and Martin Luther King Jr. Drive to the east. McKinley has the heaviest volume of traffic, much of it from downtown to I-43, while 6th, MLK, and Walnut serve as arterials for the area.

For transit, three bus lines currently serve the Haymarket Neighborhood: the 80, 19, and 57. The 80 and 19 travel along the edges of the neighborhood, and only the 57 travels through the neighborhood at all, along Cherry and 4th Streets.

Currently the neighborhood has no designated bike lanes running through it. However, Milwaukee’s Department of Public Works has plans to make bike facility improvements in 2011 along Cherry Street and 6th Street. The Cherry Street improvements will forge a stronger connection between East Town and the Haymarket Area, and new improvements along 6th will create a better biking experience than currently exists.



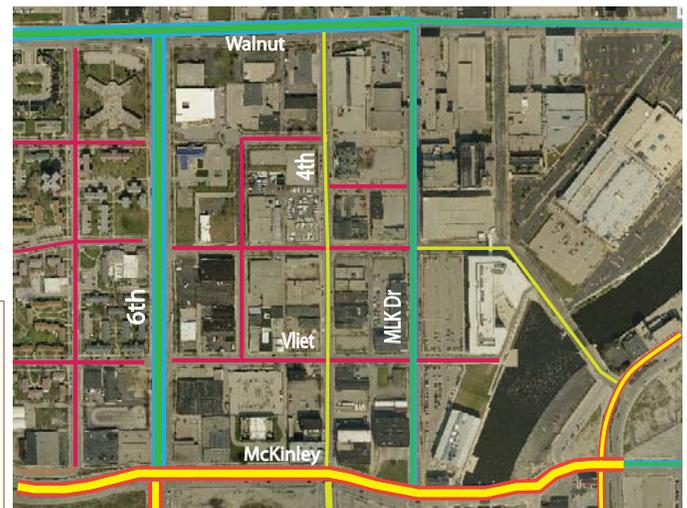
Proposed Bike Lane Improvements - 2011

- 6th St.
- Cherry St.

Haymarket Street Hierarchy

- Thoroughfare (+ 14,000 cars/day)
- Arterial (7,000 to 13,999 cars/day)
- Collector (1,000 to 6,999 cars/day)
- Local (< 1,000 cars/day)

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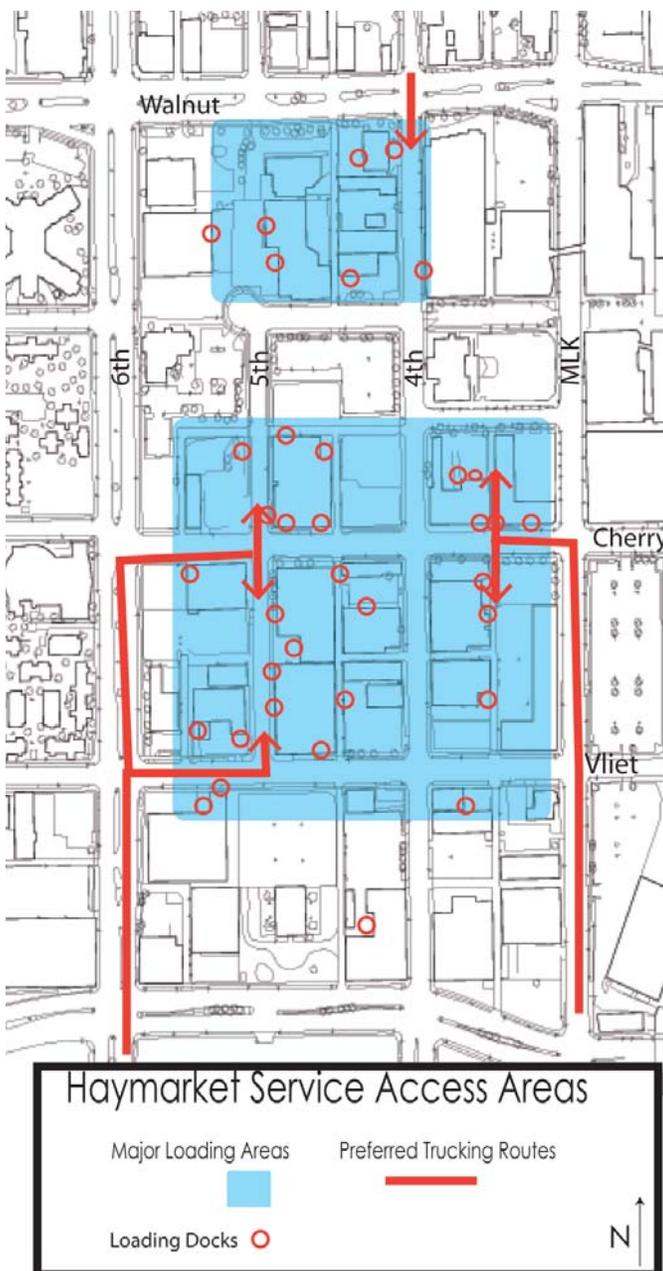


TRANSPORTATION: SERVICE ACCESS

Our analysis included looking at how businesses in the neighborhood access service areas to avoid conflict with possible street redesigns.

A majority of the businesses that need service access have trucks come in off of 6th Street, on either Vliet Street or Cherry Street. Depending on changes to the streetscape, the city could designate an official trucking route through the neighborhood. The businesses on the eastern side could also have trucks come in from 6th on Cherry, or from Walnut down 4th.

By changing only one street's layout, area businesses should still have trucking access.

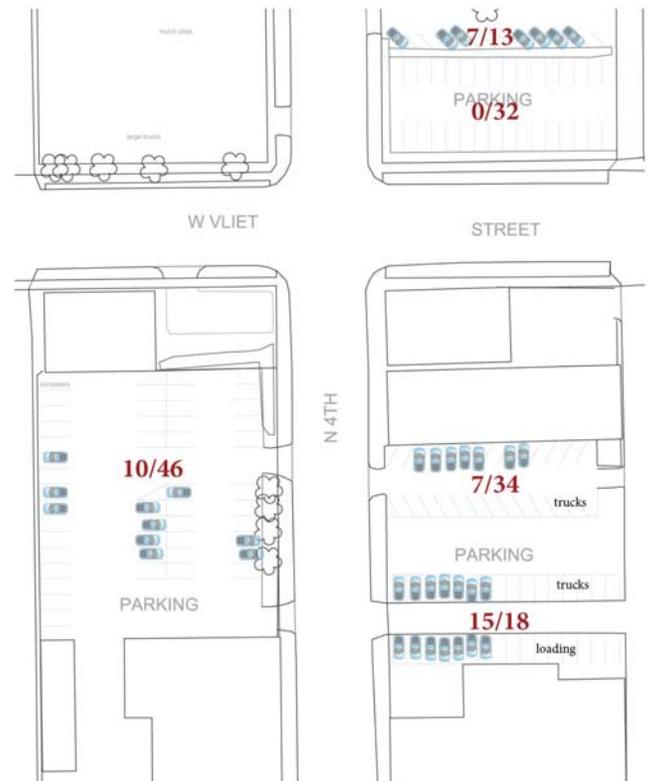




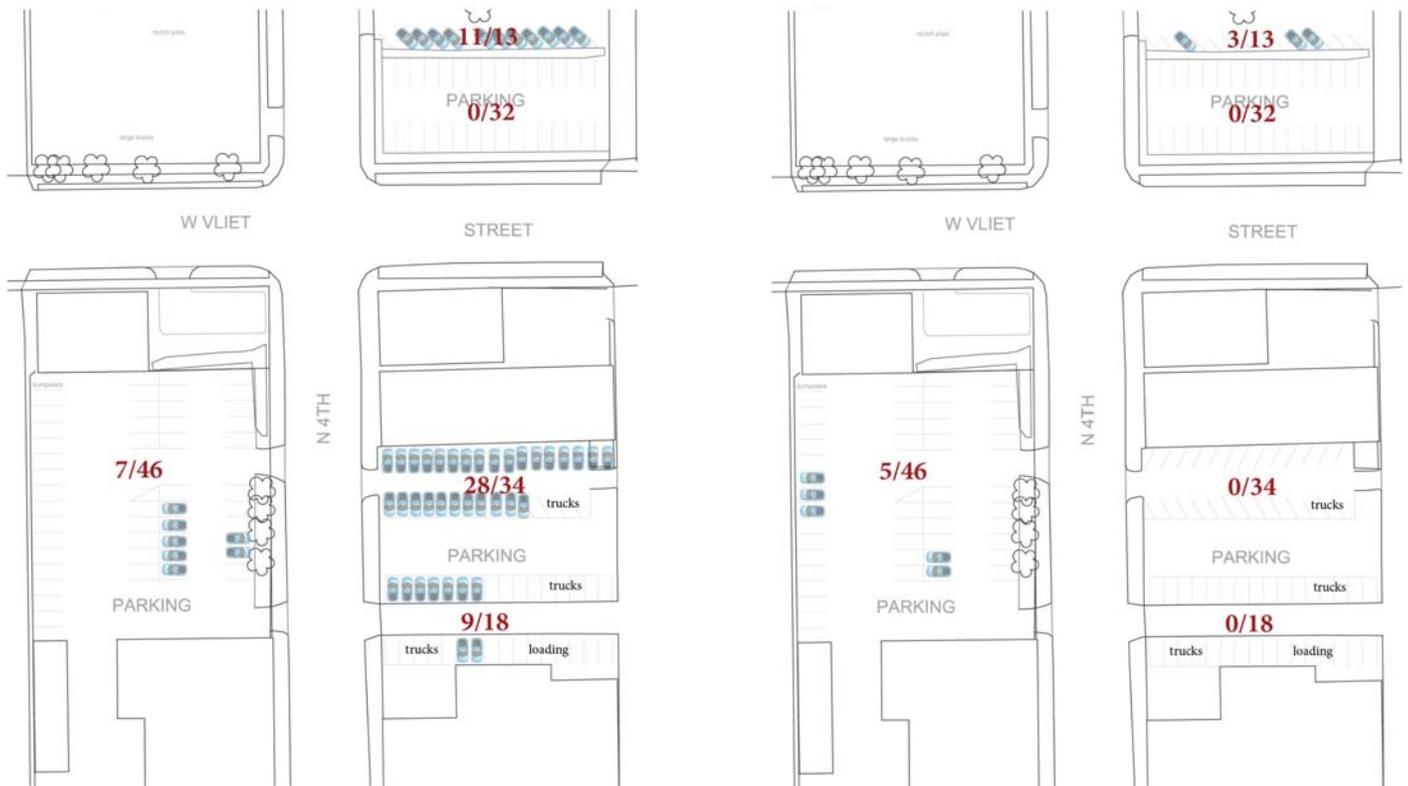
Site Analysis

TRANSPORTATION: PARKING

Parking is a very visible element within the Haymarket Neighborhood, both on-street and off-street. In order to better understand the amounts of usage and need for parking in the area, several parking counts were conducted both on-street and strategic off-street locations. Samples taken from different days showed the variance in use around the area.* The parking counts were split into three different days including weekday, weekend and event day. Because of the close proximity to downtown and the Bradley Center, many people park within Haymarket and walk to downtown. During events at the Bradley Center, attendees filled an average 432 of the total 464 available on-street parking spaces. Assuming that event days require the highest capacity for holding cars, Haymarket has 32 on-street spaces that could be debated whether they are necessary or not.



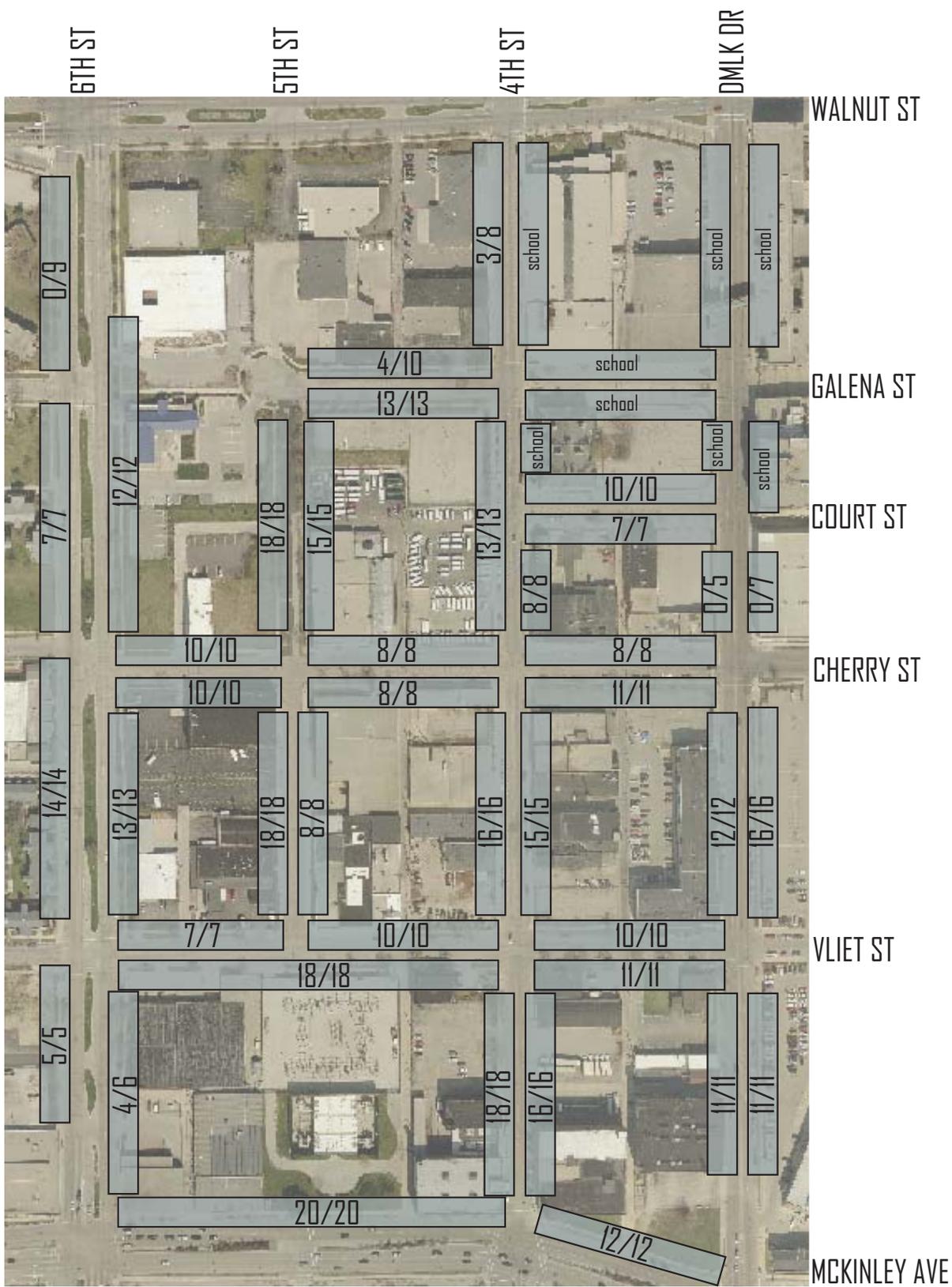
Parking Lot Counts: Weekday



Parking Lot Counts: Special Event Day

Parking Lot Counts: Weekend

*All maps and data show an average of all collected samples.



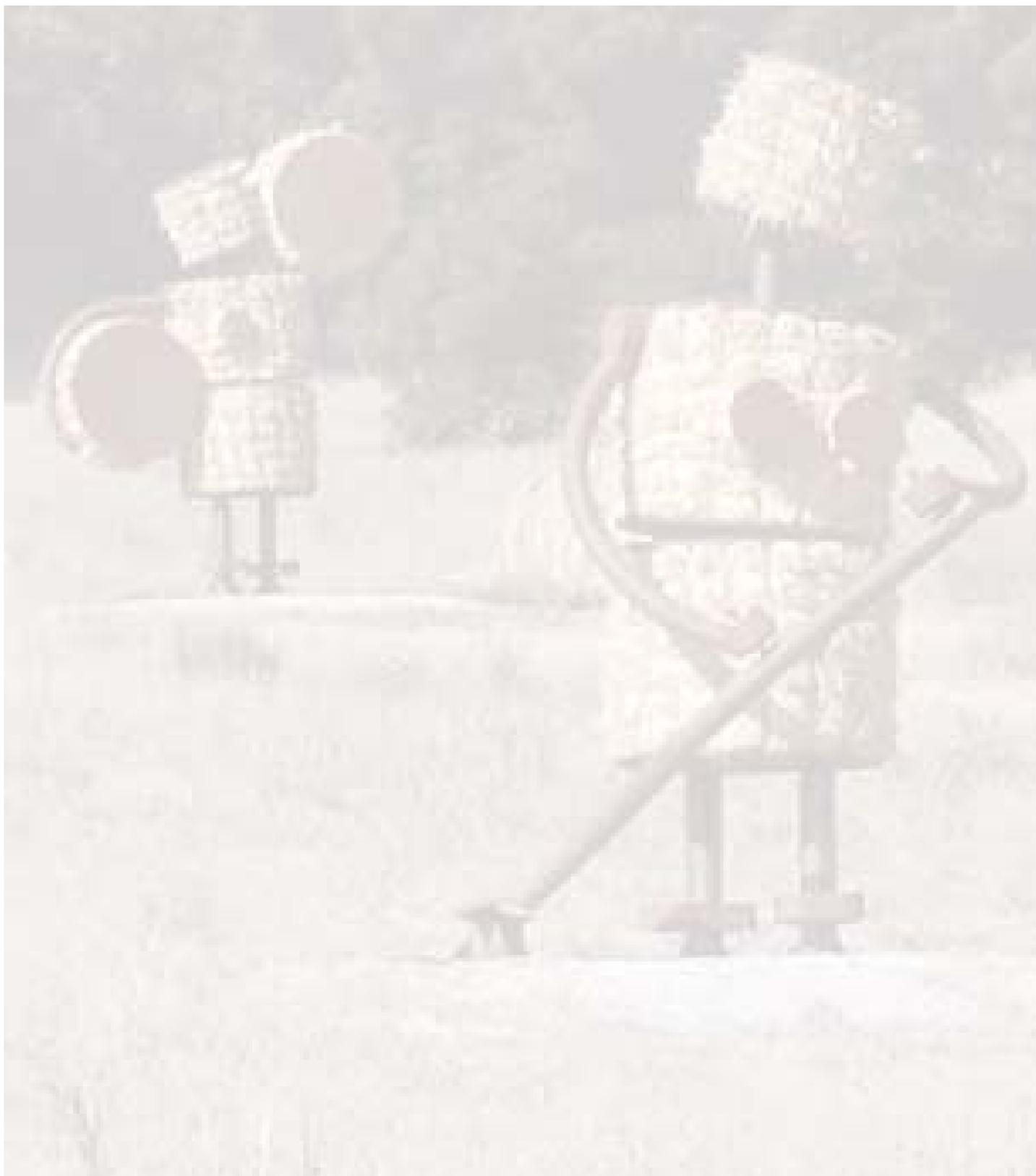
Public, on-street parking spaces in use/available on event day; 432 of the total 464 are filled



Case Studies

The use of case studies is important in the development process. Looking back to how others devised and implemented urban building strategies gives focus on what may or may not work in a particular planning situation. Case studies will fall under the following categories:

- Live/Work Developments
- Placemaking
- Public Art Programs





Case Studies

LIVE/WORK DEVELOPMENTS: ARTSPACE

INTRODUCTION

In the redevelopment of the Haymarket neighborhood we have been specifically asked to see how bringing in the creative class the area will help the area build an identity, create connections to the surrounding areas of downtown, and to develop a positive live/work strategy.

One group in particular stood out in the accumulation of research on the matter. Artspace is a nonprofit advocacy group based out of Minneapolis, Minnesota that was formed in the late 1970s and has since then become the nation's leading artist housing organization. The group's central goal is to provide affordable housing and studio space for local artists and arts organizations. Artspace does this by renovating older, under-utilized structures for reuse, as well as constructing new buildings. As of now, they have developed twelve projects to the point of completion, and have started work on an additional 18 around the country.

Artspace, through implementation of its mission to create, foster, and preserve affordable space, supports the continual professional growth of artists and adds to the combined cultural, social, and economic web of the neighborhood. Artists, painters, sculptors, dancers, and designers flock to well-lit buildings in order to set up studio and to perform their works- in many cases, in older warehouses and other industrial buildings. But, as it so happens, their presence is often the catalyst in which rents go up and gentrification rears its ugly head. Artspace, in order to maintain the creative class stationary has developed advocacy programs in which to keep rents affordable and to keep the area livable for those artists with lower incomes.

In wishing to duplicate their success in several American cities we have focused on a few of their projects that we feel relate to our redevelopment



Buffalo Lofts Exterior



Frogtown Adaptable Space



Frogtown Exterior Courtyard



Frogtown Exterior and Playground

proposal in Milwaukee’s Haymarket District. We found projects in cities of similar size and of comparable background. The first two case studies are from Saint Paul, Minneapolis and Buffalo, New York. The third is from a smaller municipality, Patchogue, New York. It is included because of its physical features.

FROGTOWN, ST. PAUL, MINNESOTA

The Frogtown Family Lofts in Saint Paul were one of Artspace’s earliest adventures in developing live/work spaces intended for artists and their families. Developed in 1992, the group rehabbed an old printing press factory, originally built in 1917, in the historic Frogtown neighborhood. The neighborhood is within a mile of the State Capitol Building of Minnesota, of which its gleaming dome can be seen, and a short walk away from the Saint Paul Cathedral and a wide assortment of shops, restaurants, and other local businesses. Right across the street is a beautiful city park.

Up until the Frogtown Family Lofts were built the Frogtown area was in declines, and the building that was not yet the Lofts was an utter eyesore. Artspace developed the old factory into 36 apartments which include 12 two bedrooms and 24 three bedrooms. Outside the lot was transformed into shared landscaped gardens, a tot-lot, and common art gallery that the residents all can show their work.

Preference for residency is given to those who are committed to the arts and who meet criteria regarding low-income.

BUFFALO LOFTS, BUFFALO, NEW YORK

Up until 2004 Artspace wasn’t able to develop any projects in the entire State of New York, until financing and funding were pushed by Senator Hillary Clinton. The City of Buffalo asked Artspace to help them to reinvigorate area neighborhoods around its downtown business district, which like other American cities had



Case Studies

fallen under bad times. The building they focused their efforts on was the vacant Buffalo Electric Vehicle Company in the Midtown neighborhood several blocks away from the central downtown district on Main Street.

The historic five-story building was once the city's prominent automobile factory, then a printing business, then vacant for over 15 years until Artspace bought it. Built in 1911, the nationally registered building has beautiful stone craftsmanship as well as wonderful daylighting.

At a cost of \$17.6 million, utilizing a historic tax credit compliant to State Historic Preservation and NY State Division of Housing and Community Renewal standards, the building was overhauled into 36 residential units, 9,700 square feet of commercial space on the first floor, and a two-story communal gallery, which is managed by its resident artists. Six new fourplexes were built in the lot behind the old factory, which provide an additional 24 residential units to the site to a total of 60. Renovations to the factory included updates to all the mechanical, electrical, plumbing, and fire prevention protection systems, as well as hazardous materials abatement.

Units are rented out to residents based on their income. The formula for renting are the qualifying incomes of 30%, 50%, 60%, and 90% of median income levels of the area- which is used to provide an alternative to the ghetto-ization of public housing developments. Units are comparable to other luxury lofts throughout Buffalo, but are affordable to those who don't have high incomes.

Physically, the design of the new buildings kept the artistic flavor of the new community in mind, while respecting the aesthetic of the surrounding existing neighborhood.

Since opening, the neighborhood has had a



Buffalo Lofts Meeting and Gallery Space



Buffalo Lofts Exterior



Buffalo Lofts Live Space



Patchogue Exterior



Patchogue Exterior Rendering

renaissance. New developments are springing up around the area and residents have seen an increase in their social capital. The success of the Buffalo Lofts project had led to other projects within the State of New York.

PATCHOGUE, NEW YORK

Patchogue, a village on Long Island about 50 miles east of New York City had been in an economic and social slump for several years decided to ask Artspace to help redevelop its downtown as a destination mixed-use residential complex.

Taking reference from the village’s historic textile mill, Artspace took a vacant downtown parcel and transformed it into a 45 unit mixed-use low-income housing project for local artists and their families. The building is made up a five story tower comprised up a mix of apartments, gallery space, and support offices, and two flanking three-story wings. The wings, which are residential in manner, appear to look like urban town houses, but are really a mix-and-match of different-sized live/work apartments. Artists are able to take advantage of the northern light through specially designed oversized glazed windows.

After its completion and the move-in of residents the Patchogue Lofts have been a cultural nexus for the community becoming a host of several artists’ shows and openings, and being the home of an annual arts festival that brings in an eclectic group of performers, musicians, artists, and poets. The Lofts are also a unifying force for a neighborhood tour of area storefronts and restaurants.



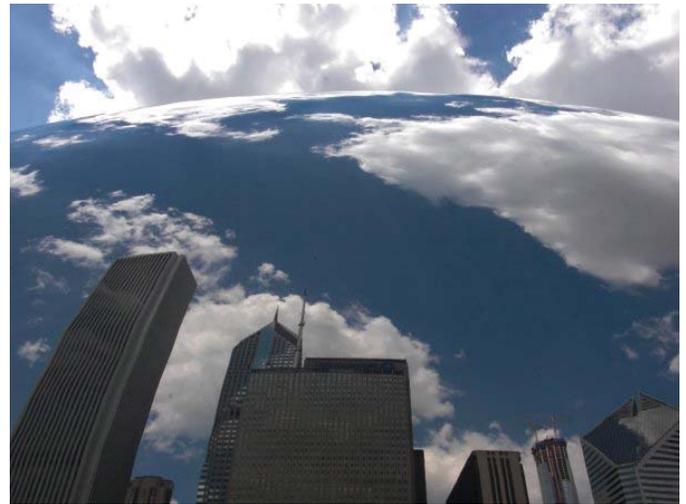
Case Studies

PLACEMAKING: PUBLIC ART

CLOUD GATE, CHICAGO, ILLINOIS

The Haymarket neighborhood's urban experience could be greatly increased by placing a focus on public art, particularly with an investment in one monumental piece that reaches out to people across the region. Other areas have commissioned larger pieces of artwork to place in strategic areas of their community with positive results.

One of the great modern marvels of urban placemaking is Chicago's Millennium Park which is home to "Cloud Gate", a 110-ton elliptical sculpture seamlessly forged out of a series of highly-polished stainless steel plates that reflect the cityscape as well as the sky and clouds above. The "Bean," as it has been affectionately nicknamed, was commissioned by the City of Chicago to become part of the newly designed Millennium Park addition to the famous Grant Park. For about a century and a half the area had been the train yard that made Chicago one of the world's greatest transportation hubs, but recently, it fell out of use and became a blight and a barrier between the city and the park on Lake Michigan. The city aggressively promoted the development and building of the park, bringing in noteworthy architects, designers, and artists to develop a vision and space which prioritized placemaking. The "Bean" has made a bold statement in defining space and has helped increase the popularity of the park amongst visitors and residents. It has since become one of the most identifiable and visited spots in America. The sculptor, Anish Kapoor wanted to create something that engaged the skyline of the city, to watch the clouds floating in. He wanted it to act as a gate, welcoming the viewer, or participant, to enter the chamber as his or her reflection is one with the skyline.



Above Photos: Examples of Cloud Gate

PLACEMAKING: TEMPORARY PUBLIC ART



Co2LED, ARLINGTON, TEXAS

Project by Jack Sanders, Robert Gay, and Butch Anthony in conjunction with the group Planet Arlington.

Placing a revolving group of temporary public art pieces in Haymarket can help to build an interactive, creative identity for the area.

A great example that the Haymarket neighborhood can emulate is the city of Arlington, Texas which holds an annual music festival and uses distinct, temporary art pieces to physically welcome visitors to the event. The piece they placed in June of 2007 was a piece of eco-art, an environmentally-friendly installation called Co2LED. The piece was made up of 522 powered LED (light-emitting diodes) lights attached to the tops of metal rods of various heights. Reused plastic drink bottles were placed over the lights. During the entire day the piece harvested solar power, and then at night the piece illuminated the area like a glowing, undulating field of prairie grass, creating a stunning path along the way into the festival. Once the festival was over the piece was disassembled and completely recycled.



<http://www.arlingtonarts.org/PlanetArlington.htm>

<http://weburbanist.com/2009/03/07/nine-breathtaking-and-inspiring-pieces-of-public-art/>

<http://dilipnarayanan.blogspot.com/2008/10/co2led.html>



Above Photos: Examples of Co2LED



Case Studies

PLACEMAKING: STREET ART

BANNER PROJECT, SEATTLE, WASHINGTON
Streetscaping and Public Art - The School of Art Banner Project along University Way NE in Seattle.

The Haymarket lacks both a sense of identity and a rich visual experience for the pedestrian. A project the neighborhood could learn from is the Ave Project, a revitalization scheme the University of Washington is implementing on one of its main pedestrian thoroughways.

The University District in Seattle is an area steeped in history in relation with the nearby University of Washington. It is home to a strong business community and diverse cultural scene that caters to nearby residents and students. In the 1980's the area was victim to a downward trend of family shops being replaced by franchises, who then also left leaving a vacant area of high rents. Building deteriorated and customers left.

Now, the area is in a process of resurgence, as a result of collaboration between business, residential, governmental, and academic partners. Support has been built for local retailers, housing choices have increased, and private investment has been encouraged. As this has been happening, physical designs of the local environment have gotten a facelift. Wider sidewalks and more lighting have been installed, and in conjunction with the art department of the University, public art has been created and places along the street. The school implemented a banner project along University Ave, where each street lamp supported a unique, thought-provoking, three-dimensional banner created by different students. These banners help create an interesting, lively visual experience as one walks along the street.



Above Photos: Seattle Banner Project

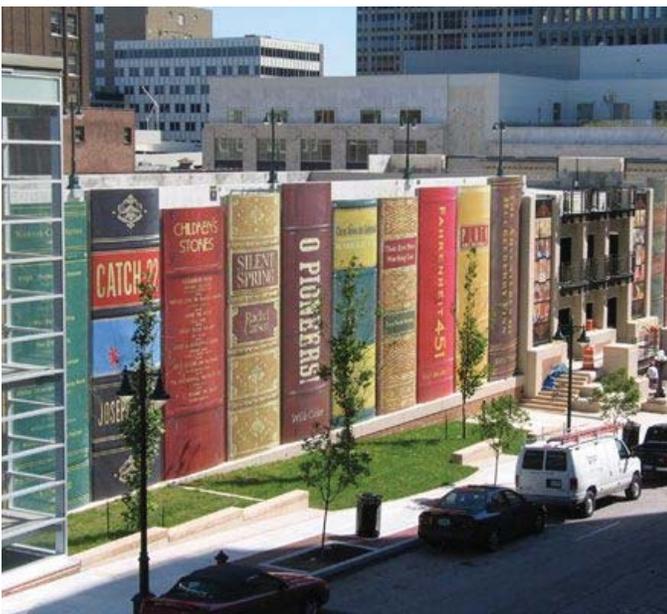


PLACEMAKING: ARCHITECTURE AS ART

KANSAS CITY PUBLIC LIBRARY PARKING GARAGE KANSAS CITY, MISSOURI

The Haymarket area has a lack of positive, unique places that people can readily identify as Haymarket. One way of giving Haymarket a “vision” is through unique, identifiable architecture that provokes the passer-by in a positive way.

Recently, the Kansas City Public Library made a bold statement about itself and the city with all things, its parking garage. They commissioned a giant bookshelf to run along the south-side of the building. The book spines, made out of signboard mylar, are about 25 feet tall and 9 feet wide. With 22 titles reflecting a number of reading tastes from Shakespeare to Twain to Milne to Rachel Carson, the library set out to make a powerful urban impact with its community bookshelf. The titles were chosen by the trustees and by citizens in hopes of enlivening the area around the library. The block long bookshelf is flanked by two glass elevator bookends.



The city is happy with the world-wide attention (the structure has made many best-of lists for strange or unique architecture) and the library patrons feel a love for the whimsical bookshelf. This parking lot creates a place and sense of feeling, as well as meaning. It has taken a bland, generic physical environment and turning it around, enlivening the urban quality of life and promoting a healthy amount of community involvement.

Above Photos: Examples of Kansas City Library Parking Garage



Case Studies

PUBLIC ART PROGRAM

Public Art Programs of the Pacific Northwest
For over thirty years, the cities of the Pacific Northwest--Vancouver, Seattle, and Portland, have been running some of the continent's oldest and most successful city public arts programs. They are often used as examples by other communities across the United States and the world who wish to implement similar placemaking and identity-building practices in their development schemes. Here are the ways that these three cities run their city art programs, hoping to set an example on how Milwaukee could implement this in its neighborhoods, including the Haymarket

See appendix for detailed descriptions of each city



Vancouver Public Art Program



Seattle Public Art Program



Portland Public Art Program

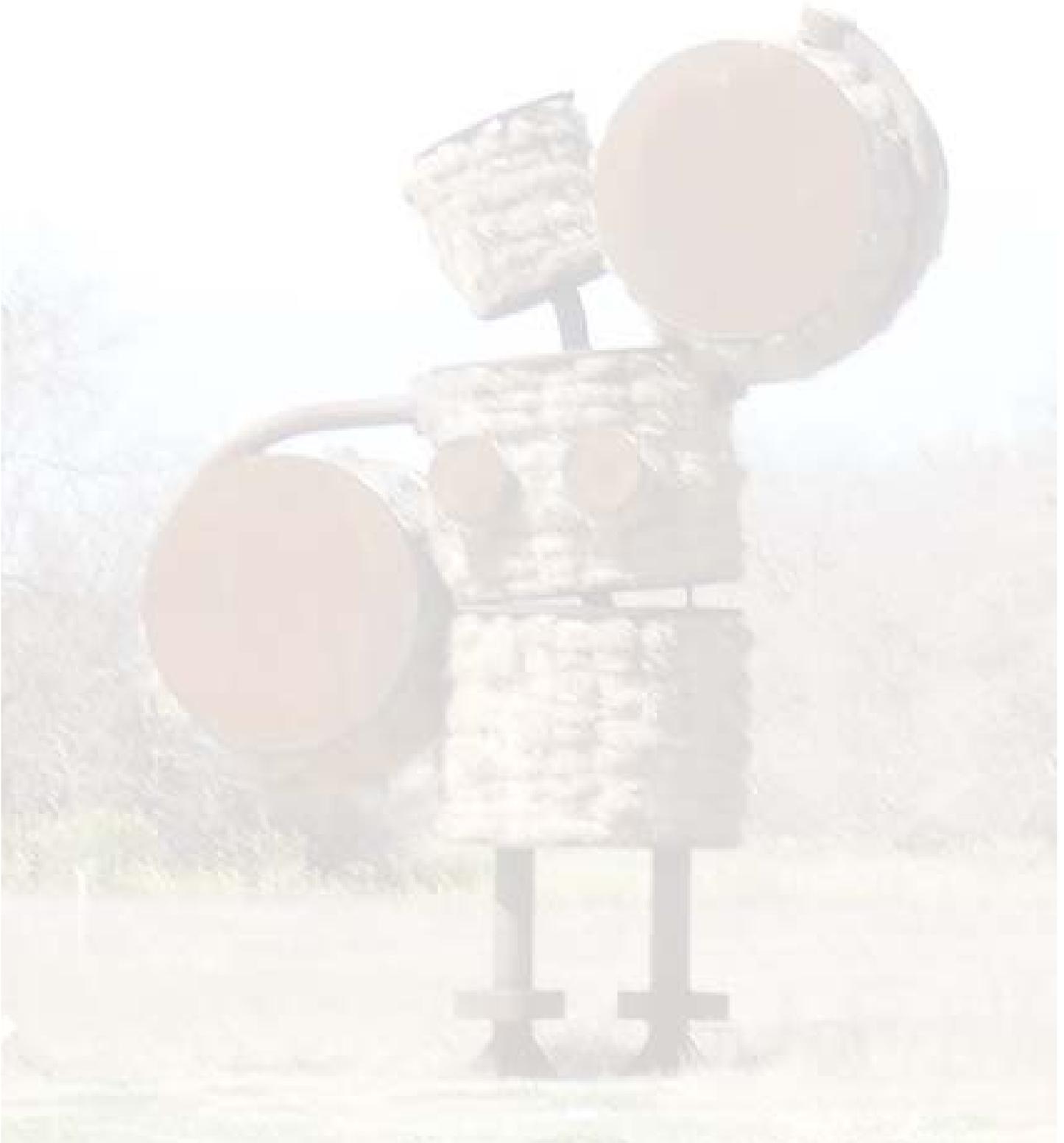


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Public Involvement

The involvement of the public is important to the neighborhood development process. Through their comments and suggestions they can shed light on and help shape goals and recommendations as put forth by planners. Meetings and workshops are a welcome chance for planners to gain the input of those who live and work in the area every day.





Public Involvement

STAKEHOLDER MEETINGS

The inclusion of major stakeholders in the planning process of a neighborhood is necessary to gain the insights of those who are experts in a variety of fields. Interviews conducted with those individuals can help guide the direction of a plan.

As a group, we met with a mix of professionals in the area who we felt that could help aid us in the creation of our redevelopment strategies.

We first met with the Creative Alliance of Milwaukee, an organization focused on the growing the creative economy in and around the City of Milwaukee. They believe that Milwaukee, and also the Haymarket area, has enough tools and creative industries to build a creative hub in the area. Businesses whose output originates in aesthetic, artistic, or cultural content should be promoted and encouraged to develop in the Haymarket.

Next, we met with a representative of DAAR Engineering, who operates a small office in Haymarket. This individual, being a former alderman, has many strong connections to city government and businesses. He encouraged us to capitalize on the prime location of Haymarket. The analogy was made in our discussion that Downtown is the sandwich of Milwaukee, and that neighboring Haymarket represents the chips to go along with the sandwich.

A couple days later, we met with a former professor of ours who happens to be a developer with the General Capitol Group. He gave us a tour of the Hide House, a live/work affordable housing development that his company has built. He showed us how a live/work program can work in a community, and the advantages of having people living affordably near their workplaces.



Creative Alliance Milwaukee



The Hide House Lofts



The Hide House Work Space

We got some important information from a representative of the Milwaukee BID organization. She emphasized the importance of both creating business networking in and out of the neighborhood, as well as keeping communication flowing. She also told us about the importance of service access to and from businesses in the Haymarket and not to ignore them in our plans. She also informed us to create a different type of retail than the upstart businesses that have been developing and growing north of the neighborhood along Martin Luther King Drive.

Finally, we met with one of the founders of Redline Milwaukee, a privately-owned arts incubation development. Redline is proud to be in the Haymarket neighborhood because of its centrality to many different neighborhoods and diverse populations. They told us that the Haymarket area needs to diversify land uses and to become a place that people can stay and meet at anytime. They would like us to promote a big catalyst project to jumpstart development. They also stressed the importance of developing an identity for the Haymarket that people can readily point out.



Collaborative Art Process at Redline Milwaukee



Public Involvement

OPEN HOUSE: OVERVIEW

On April 19, 2011, our group held a public open house at the Mandel building, 1319 N Martin Luther King Drive, in the Haymarket area. We invited all the business owners and building occupants in the area, and had about twenty in attendance.

After a majority of attendees had arrived, we opened with a presentation describing the Haymarket area, our project, and our goals for the event. Following a short question and answer period, each project group member went to their station to get more specific feedback from participants on different aspects of the project.

All the attendees provided helpful input, new suggestions, and corrections for the topics we covered.

Attendees included the following:

- Mitz and Rozansky SC Certified Public Accountants
- Sojourner Family Peace Center
- Creative Alliance Milwaukee
- Redline Milwaukee
- Cream City Ribbon
- National Ace Hardware
- Brewery Credit Union
- Transit Express
- Van Buren Management
- King Drive BID
- General Capital Group
- Milwaukee Department of City Development

See appendix for attendee contact information

**OPEN HOUSE:
HAYMARKET
CREATIVE PLANNING
WORKSHOP**

Our group of UW-Milwaukee Students has been working on an extension of Milwaukee's downtown plan for the Haymarket neighborhood which is in between the Hillside and Schlitz Park areas.

The end result will be a redevelopment plan focused on creating an identity for the area.

Please join us at our open house where we will present ideas for weaving a creative class live-work cluster into the existing context.

The presentation will include a brief history of Haymarket followed by an interactive discussion of its strengths and opportunities.

We appreciate any input or ideas you have regarding the future of Haymarket.

{ Food and drink will be provided}

Thank you for your interest in our project!

HOST:
UW-Milwaukee Students of Urban Planning and Architecture

WHEN:
Tuesday, April 19
From 4:00 PM to 5:30 PM

WHERE:
Mandel Building, 3rd Floor
1319 N. Martin Luther King Drive
Milwaukee, WI 53212

Open House Flyer



Introduction and Presentation

The four stations were: #1 Existing Uses and Conditions; #2 Creative Strategies; #3 Transportation and Access; #4 Possible Redesign Strategies. All the attendees provided helpful input, new ideas, and corrections for the topics we covered.

At the first station, which focused on existing conditions of the neighborhood, participants gave us feedback on what in the area is currently working and not working in the area. Business owners felt that other businesses were not keeping up their properties and hoped that property maintenance across the area could be improved. There was also a feeling that there is a lack of destination within the neighborhood, that there are no public places to meet up with friends or clients outside of the workplace. Finally, there was a shared concern over theft and crime in the neighborhood, particularly with break-ins with vehicles parked overnight on the streets. At night, when all the businesses are closed the area is considered a no-man's land only used for parking for venues outside of Haymarket, such as the Bradley Center and drinking establishments in the Old Third district. The area lacks residents who could be the "eyes on the street" and any defining features to what the businesses are in the neighborhood.



Station 1: Existing Conditions

Our second station solicited comments and thoughts from individuals on creative strategies that could be used in redeveloping the neighborhood. Many pointed to photographic examples of public art, public events (such as art fairs, farmers' markets, and flea markets), and outdoor gateway signage that they liked and felt could be examples of what can be done in the area. They felt that Haymarket should build a unique and creative identity through the implementation of similar programs.



Station 2: Creative Strategies

At the third station meeting attendees provided feedback on site access, including the various "ins" and "outs" of getting through the neighborhood. Many were business owners concerned about maintaining



Public Involvement

the current amount of parking that many of their employees and customers use, as well as maintaining access for trucking and delivery vehicles to their businesses. A vocal majority also discussed the vacant Park East land across McKinley Street and how it proved to be a psychological barrier that stopped people from entering the neighborhood. Thoughts were shared in putting in anything, even a parking lot, just to make it look like it has a use.

At the final station, participants gave input on their thoughts on potential redevelopment opportunities. There was a consensus that Haymarket lacks identity and needs to increase its character and distinctiveness amongst other areas in Milwaukee. Again, like at the first station, it was brought up that there is a lack of public space and gathering spots for visitors and users of the neighborhood could walk to and access for their enjoyment. Meeting members really want to see establishments like restaurants or coffee shops in the area. A development that focused on the selling of food, such as a small grocery, cafe, or an establishment that sold locally-grown produce was preferred.

Generally, the attendees also commented that while the neighborhood had a good location relative to downtown, the area lacked an identity to draw to draw more people in. The other lingering question that attendees had was, “what does the neighborhood hope to become?” With its mix of uses, especially towards more industrial uses, should the neighborhood try to further attract more industrial uses, or should the Haymarket change to encourage a greater mix of residential and commercial uses, boosting the activity level in the area?



Station 3: Site Access



Station 4: Redevelopment Opportunities



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Recommendations

The redevelopment of Haymarket should be broken down into two, approachable phases, short term and long term implementation, that will allow the transformation of the neighborhood to be both economically and physically possible. Recommendations are split into three areas:

- PHASE 1 - Short-Term Implementation
- PHASE 2 - Long-Term Implementation
- Detailed Strategies





Recommendations

PHASE 1 - Short-term Implementation: The following is a list of regulatory, policy and design changes that should be addressed at the front end of redevelopment for Haymarket. More detail on each category is provided on the following pages of this document. Because of the high visibility of the southern edge of the Haymarket area, the recommended immediate implementation changes are concentrated along the perimeter and entire southern blocks of the Haymarket Neighborhood. The intention of focusing redevelopment in this area is to start to create excitement and draw attention to Haymarket and eventually stimulate further development throughout the neighborhood.

Zoning

- The conversion of IL2 and IO2 zoned parcels to Industrial Mixed (IM) will allow large, former warehouses to redevelop floors to accommodate residential units.

Ownership/Maintenance

- Encourage Haymarket residents and business owners to form a property owner's association responsible for the upkeep and physical cleanliness of the area.

Monumental Public Art Piece

- Displaying a unique, large-scale piece of artwork or sculpture in a highly visible location will provide an opportunity to give the neighborhood a mark of identity and a special, one-of-a-kind gathering place for the community.

Signage

- Focus is on gateway signage to help identify the Haymarket Neighborhood. Also included should be clear identification of existing businesses in the area.

Haymarket Community Alliance

- A community driven organization that can come together and continue to make the case for Haymarket to become a successful creative neighborhood. Organization would be composed of Redline, Boys and Girls Club, Golda Meir, Ace Hardware, Findorff and other local businesses in the area. This group will continue to pursue development and needs to be comprised of individuals who actively seek improvement for Haymarket.

Catalytic Project - Haymarket Triangle

- Development of an open, public green space at the corner of MLK and McKinley. This space will be mirrored by another green space on the opposite side of McKinley and start to make the physical connection along MLK into downtown.



PHASE 2 - Long Term Implementation: The following is a list of regulatory, policy and design changes that should be addressed after the initial stages of redevelopment have already begun for Haymarket. More detail on each category is provided on the following pages of this document. These recommendations require existing support from elements that have been implemented during Phase 1.

Streetcar

- Build off of the existing streetcar plan for downtown and provide the necessary space for a line to connect Haymarket to other areas of Milwaukee.

Streetscaping

- Implement creative design solutions that support safe, attractive and multi-modal streets.

Infrastructure Changes

- Redefine 4th Street and Vliet Street as pedestrian friendly, identifiable streets within the Haymarket Neighborhood.

Built Environment

- Promote the showcasing of existing industries located within Haymarket through ground-floor transparency between inside and outside. In addition, existing buildings and new construction should capitalize on sloping topography of site through the use of occupiable green roofs as public/private outdoor spaces.



Recommendations

ZONING

Mixed Use Zoning Amendment: Conversion of IL2 and IO2 zoned parcels to IM (see diagram map of converted parcels p.55)

WHAT IT DOES:

1. The majority of parcels in the Haymarket area are zoned either Industrial Light 2 (IL2) or Industrial Office 2 (IO2). What these zoning types do not allow is residential uses. The purpose of this zoning change is to maintain the strengths of the industrial businesses in the Haymarket Neighborhood while still allowing an increased residential density for the area. The conversion of IL2 and IO2 zoned parcels to Industrial Mixed (IM) will allow large, former warehouses to redevelop floors to accommodate residential units.
2. The addition of IM zoning along with the existing IL2 and IO2 zoning allows for the following types of uses that will support a creative-focused Haymarket Neighborhood:
 - maintains current industrial use
 - accommodates traditional and non-traditional residential unit types. Non-traditional residential uses include such uses as hostels and live/work lofts
 - supports creative commercial uses such as galleries, studios and also allows for places where creative collaboration can happen such as eateries, bars and lounge spaces
 - Community Center

HOW IT'S DONE:

1. The entire southern block of the Haymarket area should be rezoned to Industrial Mixed (IM) as well as the parcels adjacent to Vliet on the North. This area of the Haymarket Neighborhood contains several, highly visible buildings that are well suited for residential use. The southern edge of Haymarket along McKinley Ave. is also the most visible portion of the area to the public. Focusing

MKE ZONING ORDINANCE: INDUSTRIAL-MIXED (IM). This district is intended to provide for the orderly conversion of certain older industrial and warehousing areas with multi-story buildings to residential, commercial or office uses for which the buildings, at the present time, may be better suited. These areas have an urban character. Buildings were typically built without setbacks or yards and often with little or no off-street parking.

Description taken from City of Milwaukee Zoning Ordinance



Currently IO2 and IL2 zoned parcels that should be targeted for rezoning to IM

zoning changes to promote redevelopment in highly visible areas will only help create excitement and draw attention to the area.

2. What this rezoning also starts to establish is a stronger residential presence on the southern edge of Haymarket while still allowing industrial uses to have the space and separation that they need and desire. Rezoning the parcels along Vliet St. to IM is a strategic move to help support the future transformation of the auto-oriented street to pedestrian-oriented street that connects the Hillside Neighborhood to the Milwaukee Riverwalk. (see diagram map of converted parcels - LEFT)

WHEN IT'S DONE:

1. The identified zoning changes are an instrumental step in the transformation and success of the Haymarket redevelopment. Therefore, implementing IM zoning to the identified areas should be one of the first steps that the City addresses for the area.



Recommendations

ZONING

Better enforcement/further examination of site appearance regulations according to MKE zoning ordinance at IL2 and IO2 properties

WHAT IT DOES:

1. A common concern of tenants located within the Haymarket area was the apparent industrial activity associated with IL2 and IO2 properties. Unpleasing activity included extensive outdoor storage and operations. If neighboring industrial zoned tenants are complaining now about unpleasing activity, imagine the complaints if residential uses are introduced to the area.

HOW IT'S DONE:

1. The City should take a closer look at what is required of IL2 and IO2 properties related to buffering. A possible solution could be the implementation of pedestrian-friendly buffer requirements or “courtesy buffers”. As the MKE zoning code states today, industrial zoned properties are only required to provide buffers if located adjacent to residential uses. In order to support the idea of pedestrian friendliness throughout the neighborhood and as a common courtesy to other industrial tenants, buffers should be required for all industrial zoned properties, whether they are adjacent to residential uses or not.

WHEN IT'S DONE:

1. The issue of industrial uses and the activity associated with them is a complaint of existing tenants in the neighborhood and therefore should be addressed immediately in order to resolve possible future resistance to redevelopment of the Haymarket Neighborhood.



Property Owners Association located in San Jose, CA

OWNERSHIP & PROPERTY MAINTENANCE

Formation of a Property Owners Association

WHAT IT DOES:

1. A Property Owners Association will help Haymarket property owners come together and collaborate on issues of concern. Through the creation of this group, property owners can create architectural and maintenance standards for the neighborhood. These standards help incentivize owners to take better care of their property through maintenance and landscaping. This group can also protect current neighborhood uses from demolition and can provide owners with rehabilitation assistance. This neighborhood group will allow for property owners to come together to discuss information, ideas and issues concerning the neighborhood.

HOW IT'S DONE:

1. The Haymarket Property Owners Association can form as a non-profit entity. One option is that the city could facilitate and assist with the formation of this group. Another option is that a property owner or neighborhood representative take the reigns and act as a leader in this organization. The representative can work with currently existing neighborhood groups such as the MLK Business Improvement District who can help market this group and engage with the neighborhood.
2. Second, the association should form an elected board of directors who make key decisions on community issues. Through an election process, property owners are given input on the manner the association is run. The board of directors will decide upon standards for the neighborhood as well as whether a monthly fee will be enforced. This fee can go towards property maintenance, public amenities, etc.



Recommendations

WHEN IT'S DONE:

1. A Property Owner's Association can be a solution formed by current occupants in the Haymarket neighborhood. The implementation of this group will instigate change in the short term, and will help to sustain improvements in the long term.

Respect Current Land Use (existing vs. future)

WHAT IT DOES:

1. There are currently numerous valued property owners throughout the Haymarket Neighborhood, many of which have resided in this neighborhood for a number of years. The preservation of these uses will help to enhance a sense of community and pride within Haymarket. By protecting these properties and improving the assets they provide, an example can be set for which future property owners can follow.

HOW IT'S DONE:

1. Maintenance: Upkeep and Maintenance of existing properties will help establish a clean and welcoming environment in the neighborhood. It will also help property owners can sustain relationships with other neighborhood occupants. Property owners and neighborhood residents can work together through a Property Owners Association or individually to clean building facades, upkeep property landscaping, and pick up trash.
2. Branding: Property owners can increase signage and branding to showcase their products and help bring customers and tourists to Haymarket. This can be done through colorful awnings, billboard signage, sidewalk signage, and even through newspaper advertisements. Branding can help Haymarket to become a familiar and popular place for people from all over Milwaukee.
3. Community Involvement: By coming together, property owners and residents can increase a



Milwaukee Plating Company located at 4th St. and Cherry St.



Miller's Bakery located along Vliet St.

sense of pride and care for Haymarket. They can share ideas, common concerns, and organize neighborhood private or social events. This collaboration can happen through the formation of a Property Owners Association or other creative neighborhood organization.

WHEN IT'S DONE:

1. Respecting current land uses and emphasizing their positive characteristics can help transform Haymarket from an unwelcoming place, to one with a recognized sense of pride. It is something that needs to happen immediately in an effort to improve the neighborhood for the better by taking full advantage of the opportunities that currently exist.



Recommendations

COMMUNITY

A sense of community is one of the most important assets a neighborhood can have. The feeling of belonging, the feeling that members matter to one another, and the group, and a mutual belief that others will come through in a time a need all create a healthy and vibrant community.

Provide indoor spaces that embrace creative uses and users

WHAT IT DOES:

1. This recommendation encourages a network of indoor neighborhood spaces that welcomes those who strongly identify themselves as being creative and who engage the community with their endeavors.

HOW IT'S DONE:

1. Galleries/Studios- These spaces that define both ends of the creative business process: the creating and making, and then the displaying and selling bring excitement and energy to an area, especially when they are in close proximity to each other. People are able to have the face-to-face interaction that encourages further inspiration and enterprise.
2. Adaptable Spaces- Developing spaces that provoke imagination and innovation through their ease of transformation.
3. Eateries/coffee house/dining/galleries/studios/gathering spaces... -These are the informal communal spaces that allow people to meet others and engage in and cultivate friendships and relationships.

WHEN IT'S DONE:

1. As parcels become available for development or redevelopment



Large, loft spaces in warehouse buildings can be used for temporary gallery/presentation spaces



Local, informal gathering spaces such as a bar creates a meeting place for creative thinking

Provide significant amount of public outdoor spaces that embrace creative uses and users

WHAT IT DOES:

1. Pedestrian-friendly, outdoor public space is something that Haymarket is currently lacking. Outdoor spaces can compliment existing creative businesses in the neighborhood by providing outdoor seating.

HOW IT'S DONE:

1. Farmers Market- Outdoor venues that bring an eclectic mix of area farmers and other venders to the Haymarket in order to bring fresh produce and value-added products to sell directly to consumers. People who live and work in the area will be able to enjoy a safe, family-friendly gathering place and shop for fresh food as well as revel in the mix of activity that comes along with outdoor markets.
2. Arts Market- Much like a farmers market, an outdoor arts market creates an energetic and vibrant forum for local artists to display and sell their works of art, but occur less regularly, usually on a quarterly or annual basis. These events bring in artists from all emphases and are usually juried.
3. Public Art/Performance Space- Development of spaces accessible to the public that showcase the area's collection of both temporary and permanent public art and provide a venue space for music, theater, and other performance pieces. Art provides a dialogue between creator and audience, and space and viewer.



Farmer's Market in Boston, MA



PNC Triangle Park, Pittsburgh, PA

WHEN IT'S DONE:

1. Impromptu markets or performances will most likely not occur until an increase in residential occupancy has occurred. Therefore, large public outdoor spaces should be provided in the later phases of redevelopment within Haymarket.



Recommendations

Organizations/Neighborhood Groups

WHAT IT DOES:

1. The formation of specialized organizations and neighborhood groups will promote the feeling of community togetherness, as well as the cooperation between and amongst those living and working in the area.
2. This is an opportunity for existing, creative businesses and residents within the Haymarket Neighborhood to continue to push for improvements and creative development for the area.

HOW IT'S DONE:

1. Haymarket Community Alliance (Public Events/Festivals; Street Maintenance, etc.) (start to work together to receive funding from the city and other sources)- Organizations based upon the association of local creative industries can help to build a foundation for community activities and public events and local festivals, a cohesive group to manage neighborhood improvement strategies such as street maintenance (art displays, gardens and outdoor planting elements, and sidewalk cleanings), as well as an opportunity to discover and share information on funding such activities.
2. Partnerships with existing creative organizations (Creativity Works, Fuel, etc.)- Maintaining an alliance with other existing creative groups in the city will provide access to a well of ideas and information in the building of community within the Haymarket neighborhood.

WHEN IT'S DONE:

1. Businesses already located within Haymarket should look to form partnerships immediately and help push for creative development of Hayarmket.



Creativity Works





Percent for Art Program (percent of total development costs)

WHAT IT DOES:

1. A Percent for Art program would dedicate a percentage of the cost of new construction and major alteration projects to purchase public art in the neighborhood.

HOW IT'S DONE:

1. Haymarket Community Alliance could regulate- The City should look to enact a program that enlivens the creative character of a neighborhood as it grows and develops. Each time a new development comes to the neighborhood a percent of its development cost (usually 1%, as used by other cities). This funding is used to commission art pieces of any medium that will engage the public sphere. An arts commission, as set up by the City will regulate the operation and maintenance of such installments.

WHEN IT'S DONE:

1. Something that is implemented in the early stages of redevelopment plans. If this step happens too late, new construction or redevelopment of properties will take place with no requirement to enrich the creative character of the Haymarket area.



Recommendations

CATALYTIC PROJECT - HAYMARKET TRIANGLE

Development of an open, public green space at the corner of MLK and McKinley. This space will be mirrored by another green space on the opposite side of McKinley and start to make the physical connection along MLK Dr. into downtown.

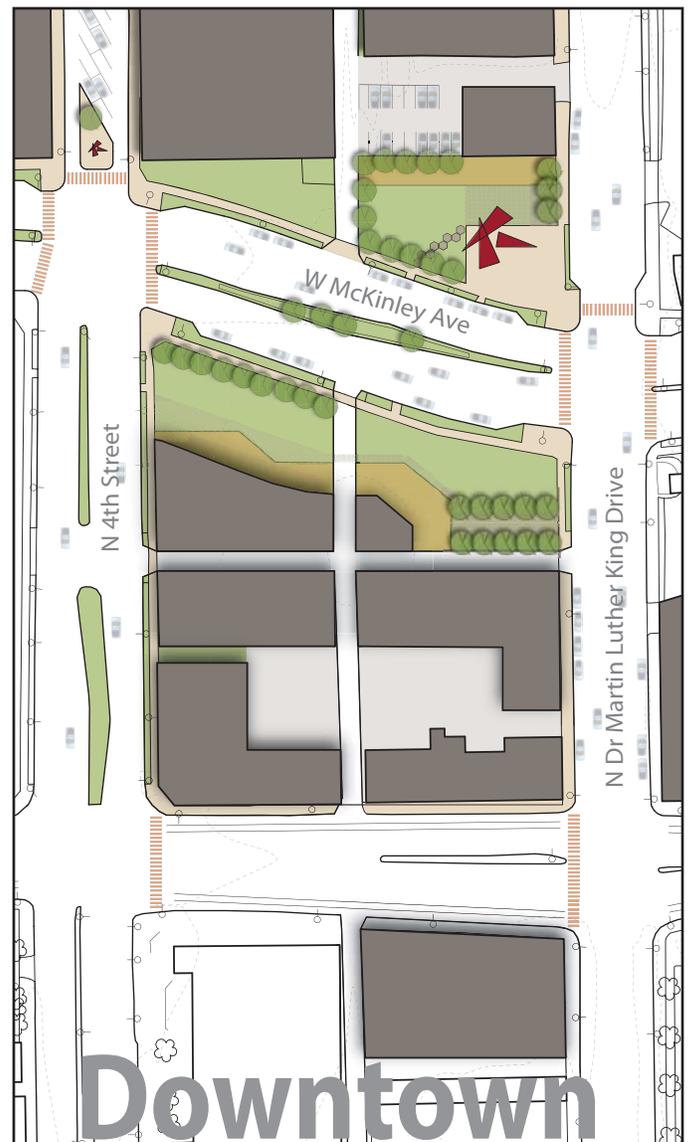
Creation of a new public park with complimentary uses

WHAT IT DOES:

1. The corner of MLK Drive and McKinley Avenue is a highly visible corner and with the creation of a new outdoor, public green space, a sense of identity will be given to the Haymarket Neighborhood. A public park will bring people to the corner and begin to create excitement for the neighborhood. Haymarket Triangle will also start to bridge the gap between Haymarket and downtown, an important step for bringing people to the area.

HOW IT'S DONE:

1. Investment should be focused on improved green space at the corner of MLK and McKinley.
2. Monumental Art Piece (bushel of Hay and gigantic horse)- Displaying a unique, large-scale piece of artwork or sculpture in a highly visible location will provide an opportunity to give the neighborhood a mark of identity and a special, one-of-a-kind gathering place for the community.
3. New Haymarket Triangle cafe should be built in the existing parking lot to the South of the Mandel building.
4. Adjacent warehouse buildings should be renovated to accommodate residential lofts that will help compliment the newly active corner.



Proposed site plan of new Haymarket Triangle as well as mixed-use development within the Park East Corridor to make the connection to downtown

WHEN IT'S DONE:

1. The transformation of this corner site is intended to spur further development into Haymarket as well as south along MLK into downtown. Therefore, the City should immediately invest its time and resources to make Haymarket Triangle a visible, attractive green space.



Open space at the corner of MLK and McKinley - BEFORE



Open space at the corner of MLK and McKinley - AFTER; Haymarket Triangle - A new public park with adjacent residential lofts and cafe



Recommendations

STREETCAR

Build off of the existing streetcar plan for downtown and provide the necessary space for a line to connect Haymarket to other areas of Milwaukee

WHAT IT DOES:

1. The greater variety of options people have to move throughout the City the better. When the City of Milwaukee implements its streetcar transit system, it is important to have planned options for connections to and through Haymarket.

HOW IT'S DONE:

1. Option 1: Haymarket Triangle Station - This continuation of the downtown streetcar line would have a new stop at the corner of MLK Dr. and McKinley Ave. within the new public park on the corner. The route would then continue up MLK Dr. to help support the Historic MLK Business Improvement District.
2. Option 2: Haymarket Square Station - This continuation of the downtown streetcar line would travel a longer distance along Haymarket businesses and provide more incentives for development along the southern perimeter of Haymarket. This route would have a station stop at the corner of 4th St. and Vliet St. and would be accompanied by a public, outdoor space.

WHEN IT'S DONE:

1. Open space should be set aside with any initial development that may occur in Phase 1 at the corner of MLK Dr. and McKinley Ave. as well as 4th St. and Vliet St. This will allow for a future streetcar station stop to be located at one of these intersections.



Photos from Milwaukee's Trolley Plan





Recommendations

STREETSCAPING

Design and policy strategies must address and improve the pedestrian experience, while still maintaining the flow of traffic.

Safe Streets: Street redesigns must encourage a safe environment for pedestrians

WHAT IT DOES:

1. Stakeholders in the Haymarket area have said that they would like to see more activity on the street. Part of encouraging more pedestrian activity in the area requires safe places to walk. Street design features can greatly help contribute to pedestrian safety. Safe streets help make the pedestrian feel comfortable, encouraging more street activity.

HOW IT'S DONE:

1. Visible crosswalks - Street redesigns encourage visible Crosswalks at each intersection. This can be implemented by differing paving patterns
2. Signage/Readability to the pedestrian - Increasing signage visibility strengthens the pedestrian experience by providing way-finding markers and imageability. Distinct, memorable places encourage new visitors and keep an area feeling more vibrant. Milwaukee's Department of City Development offers both city-wide signage and facade grants, as well as facade grants for downtown locations. If some of the signage includes gateway and district markers, the Haymarket area can better promote itself as a destination.
3. Traffic Calming - Bumpouts serve a dual purpose - the curb extends out into the street to narrow the roadway and slow down traffic, and to reduce the distance across the street a pedestrian has to cover. Bumpouts still allow for street parking, but by placing them at intersections and street crossings, they create a better pedestrian environment. Bumpouts also improve pedestrian safety by



Example of curb bump out with pavers



Well-defined crosswalks



Street lighting at a pedestrian scale

placing the pedestrian further out into a driver's sight-line before they start to cross the street. Crosswalks without bumpouts leave the pedestrian hidden behind parked cars before they enter the street.

4. Lighting - Streetlights provide a neighborhood a feeling of safety and of hospitality. Streets that have ample lighting will help drivers more readily see pedestrians. Adequate lighting also reassures the pedestrian that they can see and be seen by others, easily making them aware of their surroundings. Increasing lighting in the Haymarket area will make the neighborhood a more inviting place to walk around in at night.
5. CPTED (Crime Prevention Through Environmental Design) A multi-disciplinary concept that works to deter criminal behavior through environmental design. Rather than spending time, energy, and money on extra policing, a city will utilize planned passive resources such as fencing, landscaping and lighting in the design of a neighborhood. Using these elements, an area can become both more visible and engaging. It may also block out unwanted behavior. Residents and businesses work together with their local police district, neighborhood groups and associations, and government to seek out design solutions to prevent any unwanted activity in their neighborhood.

WHEN IT'S DONE:

1. The city should implement the design features that require the least infrastructure work first (0-5 years), such as signage and environmental design improvements. The city can implement these types of features without any major street work, and make good first steps towards creating an enjoyable pedestrian experience. The city should add other safety features - such as bumpouts, improved crosswalks, and lighting - to the Haymarket area with planned street improvements. Implementing these major infrastructure projects ahead of schedule would not make financial sense.



Recommendations

Attractive Streets - Streets should have elements that appeal to the pedestrian user because vehicle traffic is only part of the activity that the street accommodates

WHAT IT DOES:

1. Streets serve a neighborhood both by providing access to cars and people, and also by creating a public space for users. Pedestrians will want to spend more time in enjoyable places, and having more pedestrians will generate more activity in the neighborhood. Haymarket stakeholders have said that they would like to see a more visually appealing streetscape, reducing blight in the area.

HOW IT'S DONE:

1. Street Trees/Shading - Street trees provide a valuable amenity to the neighborhood: they help filter air pollution, absorb stormwater, help create a stronger street edge, slow down drivers, and provide shade to the street. Streets more urban in character should have a uniform tree species (varying from street to street) to provide these amenities. Not all streets have the appropriate dimensions for trees, however, so the sidewalk and street edge should first provide ample space for trees to grow to reach appropriate dimensions for maximum crown coverage.
2. Planters - Small planters along the sidewalk contribute to its human scale. Human scale means that the streetscape has elements that contribute to the pedestrian walking experience. Planters should take up ten square feet or less, so they give a sense of permanence without obstructing the sidewalk area. Having more planters in the Haymarket area would help demonstrate that the neighborhood wants to have people visit and spend time there.
3. Public Art - Public art bring many intangible qualities to the streetscape. Public art helps make a space more memorable, giving a pedestrian a landmark to associate with an area. Public art also enlivens the public realm, giving people a reason to



Sample of attractive streetscape elements



Public art can take the form of useful bike racks



Decorative brick paver sidewalks with crosswalks

gather and share an experience. In the Haymarket area, public art should help create a new identity for the neighborhood, creating a new draw to the area.

4. Paving Patterns - Variances in paving patterns alert users to a change in terrain. For streetscaping, a crosswalk with brick pavers will stand out from the street, reminding the driver to pay more attention to the crosswalk area. Paving patterns can also highlight special areas along the sidewalk, like the entry to a public square or plaza. Changes in paving patterns do not have to involve fancy materials either. A new pattern does not require installing cobblestones - concrete can come in different colors and feature different stamped patterns. Depending on the amount of street trees, porous pavement allows for more stormwater to filter down to root systems. The city should consider the required level of maintenance of the paving materials - do the materials need special care, or require no extra attention? Addressing these questions will help gauge the future maintenance of the area. To really help highlight crosswalks, materials and/or colors used should vary from the street.

5. Lighting - Streetlights come in all forms, and some are better than others. For an urban neighborhood like the Haymarket, streetlight height should not exceed 15 feet to keep them from towering over the street. Pedestrian areas with more nighttime activity should have light placement every 30 feet. More frequent placement of 150 watt lights instead of fewer, brighter, lights creates a more pleasing pedestrian environment, as opposed to the bright harshness of many parking lots. Street lights can have unique designs and materials to also add to neighborhood streetscape; the city/neighborhood should choose a design that will add to the neighborhood character.



Duratherm crosswalk can match any pattern desired by Haymarket



Recommendations

WHEN IT'S DONE:

1. Some strategies that can immediately contribute to neighborhood attractiveness include installing planters on the sidewalk, and temporary public art can quickly enliven an area. For some of the longer-term strategies, the city will have to implement them in the Haymarket area when it undergoes street improvements. The city should include new lighting, pavers, street trees, and public art with street improvements.

Complete Streets: Multi-modal and smooth traffic flow

WHAT IT DOES:

1. The street network makes up part of the city's public space. When streets accommodate different uses and modes of transportation, more people will come through the neighborhood. Central neighborhood streets should welcome all types of users, creating a public place for more than just cars. Streets that can integrate pedestrians, bicyclists, and autos will get use from more users.

HOW IT'S DONE:

1. Making a complete street happens when some of the space designated for one single use gets converted to allow for other types of users. Only allowing for one type of user will stifle the amount of street activity. Some simple changes to the street can accommodate more types of users:
2. Designated Bike Lanes - Streets that have lower traffic volume will naturally welcome bicyclists to ride. However, for busier streets such as 6th St. and Martin Luther King Jr. Dr., bicyclists would benefit from bike lanes. Milwaukee's Comprehensive Bike Plan has new bike lanes slated for 6th St. and Cherry St. during 2011. Cherry St. will provide an east-west link through the neighborhood, and 4th and 5th Streets have low enough traffic volumes to accommodate bicyclists.



Complete street in Portland, OR



Clear signage delineating vehicle usage on streets

Future improvements to MLK Blvd should include bike facilities to further link Downtown to the Haymarket and Brewer’s Hill.

3. Visible Street Parking - Any streetscaping work done in the Haymarket should include ample on-street parking. Haymarket should count on-street parking towards each building’s parking requirements. Encouraging on-street parking also serves to buffer pedestrians from vehicular traffic on the street.
4. Signage - Haymarket street users should have a good view of street signs for way-finding. For bicycle routes, the streets should have corresponding signs. Clear instructions, where applicable, should also help accommodate more users in the Haymarket area. Auto drivers should know where and when they can park, and truck traffic should also have signs to point out the best route for them to navigate through the neighborhood.
5. Truck Routes - To also accommodate truck traffic in the Haymarket area, access/service streets should allow for at least a 40 foot turning radius on designated trucking streets.

WHEN IT’S DONE:

1. Creating a complete street happens when the city makes street improvements.



Recommendations

MAJOR INFRASTRUCTURE CHANGES

Transformation of existing street design on 4th St. and Vliet St.

WHAT IT DOES:

1. Through a complete redesign, both 4th St. and Vliet St. will become identifiable markers within the Haymarket Neighborhood. 4th St. will become a clear entrance point into Haymarket and Vliet St. will provide a clear east-west connection from the Hillside Neighborhood to the Milwaukee Riverwalk.

HOW IT'S DONE:

1. 4th St. will move its on-street parking location from the sides of the streets into central, angled parking, similar to that of the Third Ward in Milwaukee. Existing parallel parking stalls located on 4th St. equals 96. With the proposed redesign, four additional spots will be added totalling 100 on-street parking stalls along 4th St.
2. Vliet St. will transform its current configuration of two driving lanes in both directions with on-street parallel parking on each side into a curving, two-lane street. On-street, parallel parking on Vliet St. will occur only in strategic locations along the street edge. Narrowing the street will provide large amounts public, outdoor space that will host a variety of creative elements.

WHEN IT'S DONE:

1. Major infrastructure changes recommended for 4th St. and Vliet St. should not happen until Phase 2 of the Haymarket Redevelopment. The reason for this is that adjacent land use must support the design changes suggested. The redesign of 4th St. and Vliet St. should occur when a greater density of residential buildings as well as local food and drink establishments take form along the two streets.



Broadway St. in Milwaukee's Third Ward



Broadway St. in Milwaukee's Third Ward



Redevelopment site plan for Haymarket showing the redesign of 4th and Vliet St.



Recommendations

Parking considerations

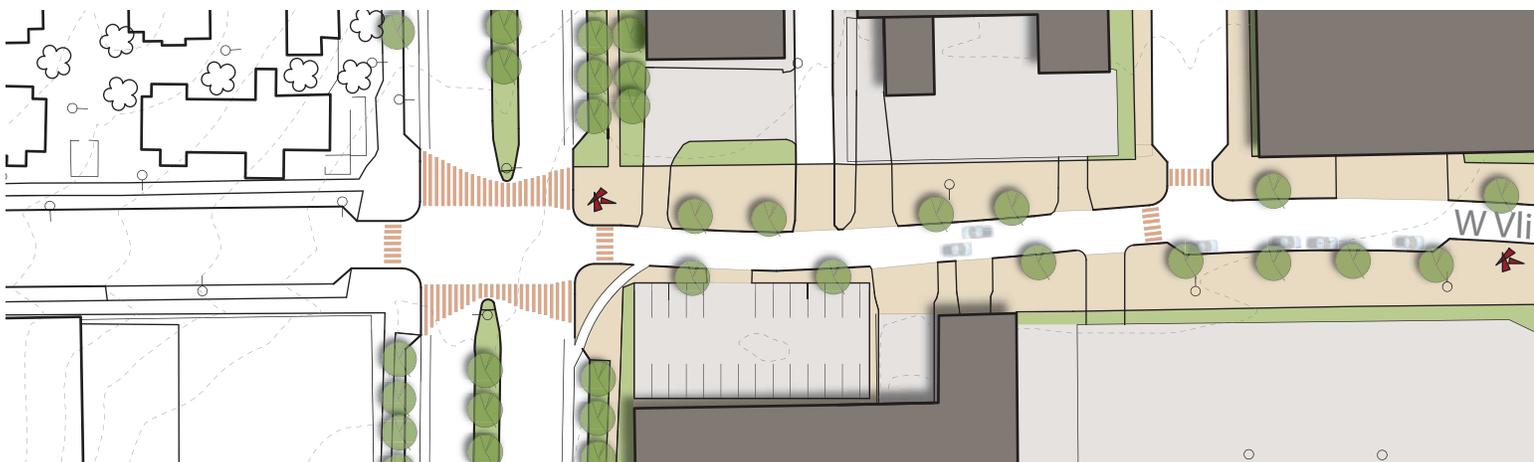
- Existing on-street parking in entire Haymarket Neighborhood = 464 stalls
- 93% full at most (32 open stalls)
- 4th St. existing on-street parking = 94 stalls
- 4th St. redesign on-street parking = 100 stalls (+6)
- Vliet St. existing on-street parking = 56 stalls
- Vliet St. redesign on-street parking = 20 stalls (-36)



Corner of Vliet and 6th looking east - BEFORE



Corner of Vliet and 6th looking east - AFTER



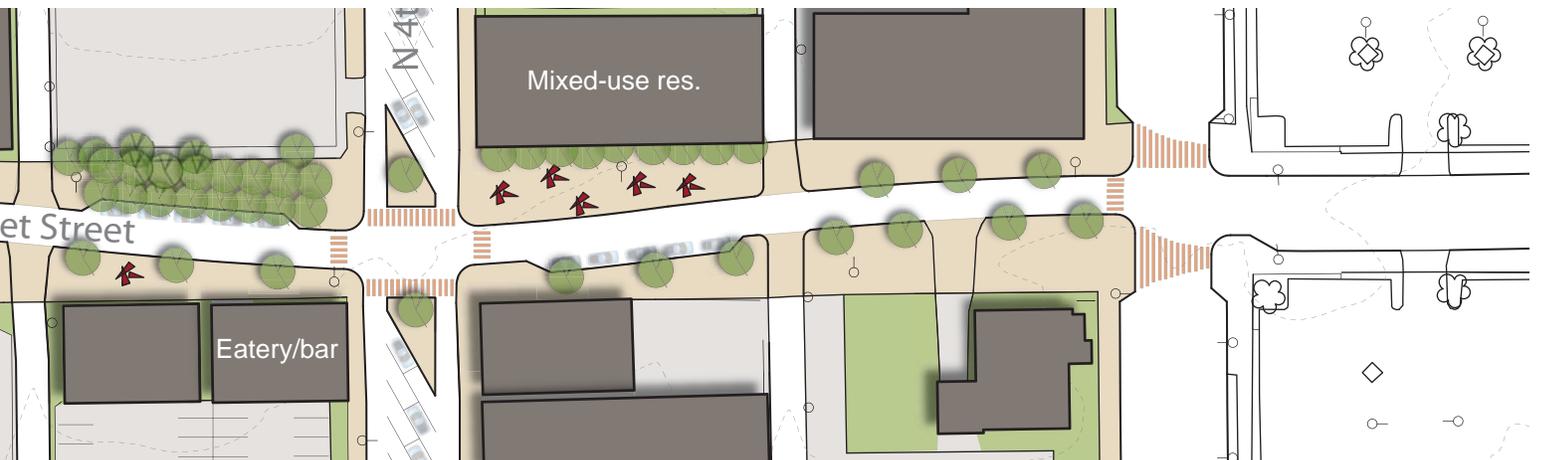
Vliet St. redesign - notice the public spaces that are created adjacent to buildings along the street



Vliet St. looking east - BEFORE



Vliet St. looking east - AFTER





Recommendations

BUILT ENVIRONMENT

Promote ground floor transparency in existing and new buildings within Haymarket

WHAT IT DOES:

1. Transparency is the process of maintaining a visual connection between interior and exterior spaces of a building. Enhancing transparency generates branding of businesses and provides an opportunity for property owners to advertise their products. It also draws more of the public to a site and makes the streetscape more appealing and safe for pedestrians.

HOW IT'S DONE:

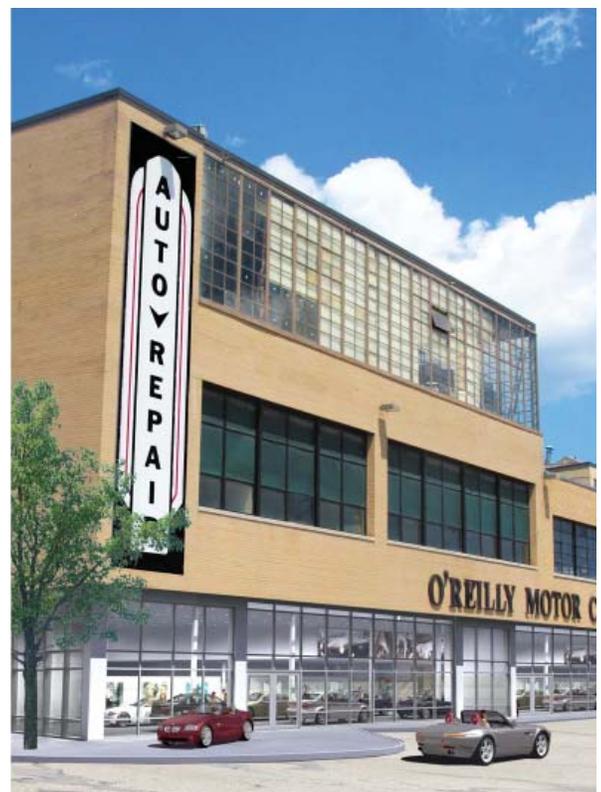
1. Showcasing: Showcasing is a way of increasing the visual connection between pedestrians and the products or services of a business owner. Increasing the amount of glazing on a street facade allows pedestrians to view and become more knowledgeable of those products and services. Businesses can utilize showcasing as a way of advertising themselves to the community.
2. Signage(Who's business, clarity): Businesses in Haymarket can increase the amount of signage they provide as another way of advertising themselves to the community.
3. Eyes on the street (windows, etc): Through the use of signage and showcasing, property owners are already increasing the number of eyes on the street. Theft and crime are areas of concern that can be avoided through enhancing 24/7 activities in the neighborhood.

WHEN IT'S DONE:

1. This is something that can begin in short term, and continue on a larger scale in the long term. Businesses can begin to create signage to help brand themselves at a low cost. Large scale facade improvements require ample funding and may need to happen in future years once a budget permits.



O'Reilly Motor located at 4th and Cherry - BEFORE



O'Reilly Motor located at 4th and Cherry - AFTER

Promote the use of interactive and creative screening

WHAT IT DOES:

1. Haymarket currently has a plentiful number of blank facades and indistinguishable building exteriors. By generating interesting and articulated building facades, character is generated in the neighborhood which provides a recognizable feeling and friendly identity.

HOW IT'S DONE:

1. Façade Articulation: Building owners can utilize a variety of building materials and facade patterns to create articulation and unique characteristics for the neighborhood. Facades and fencing should have depth and increased an number of windows to gain interest and recognizable character. More inexpensive options are the use of public art or mural painting.
2. Property Screening: Building owners should limit the use of barbed wire and chain link fencing. The use of stone and articulated concrete variations should be maximized. The use of green walls with plantings and increased foliage should be used wherever possible to maximize safety and encourage a welcoming environment for pedestrians.

WHEN IT'S DONE:

1. Creative exterior building solutions take time and funding to produce. While increased foliage and landscaping can be a short term fix, large scale improvements require a large budget to create. Possible facade grants could be used to streamline the funding process.



We Energies substation wall - BEFORE



We Energies substation wall - AFTER



Recommendations

Green Roof Terrace - Encourage the (re)development of occupiable rooftop green space

WHAT IT DOES:

1. The sloping topography of the Haymarket area provides clear views of downtown without adjacent buildings blocking the viewpoints. With the introduction of residential uses in the area, rooftop green spaces will not only be a strong marketing tool for developers, but also embrace the issue of sustainability and creating an identity for the Haymarket area.

HOW IT'S DONE:

1. Occupiable green roofs should be required for all new construction and redevelopment that takes place in the Haymarket area. The steep sloped topography of the area sets up some ideal locations for site redesign that could hide unattractive uses (parking) below the ground and open green space above. Milwaukee Metropolitan Sewerage District (MMSD) has several green roof projects and helpful resources for Haymarket building owners to look at as a reference. (http://www.greengridroofs.com/projects/government/projects_mmsd.htm)

WHEN IT'S DONE:

1. Up to owner/developer (possible incentives from City could push green roof implementation faster)



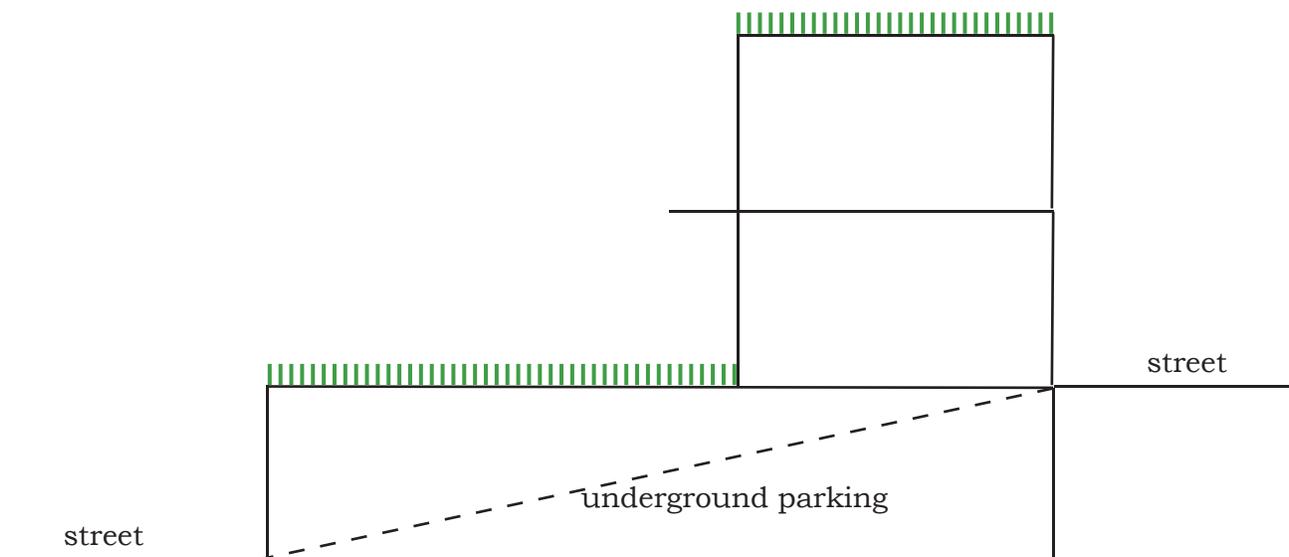
Existing downtown view from the corner of 6th St. and Walnut St.



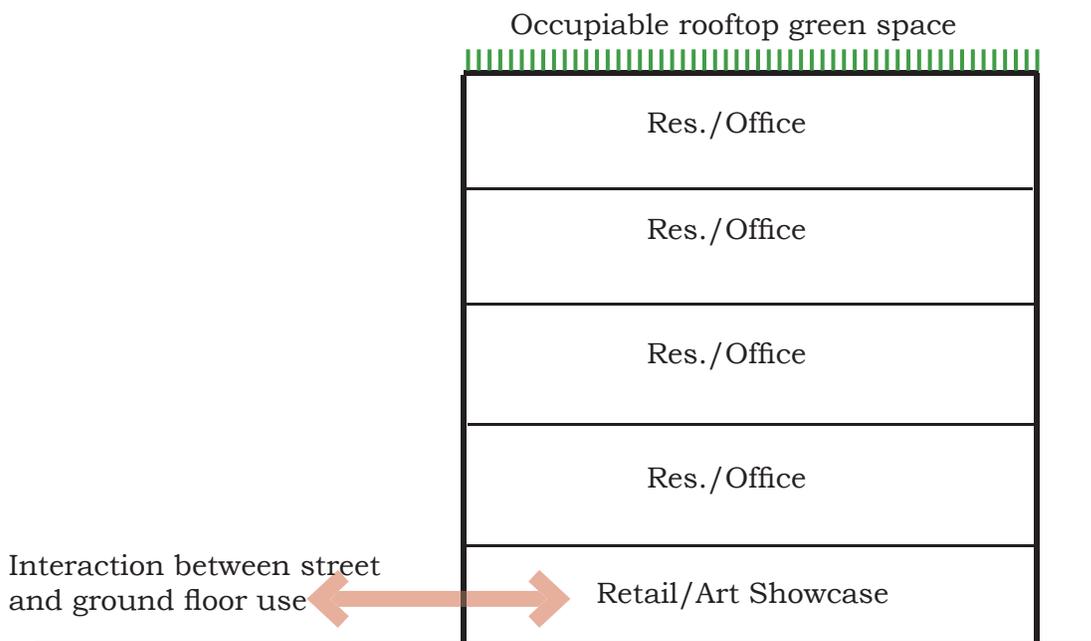
Rooftop view - BEFORE



Rooftop view - AFTER



Section diagram showing how parking could be slipped below grade to allow for public green space

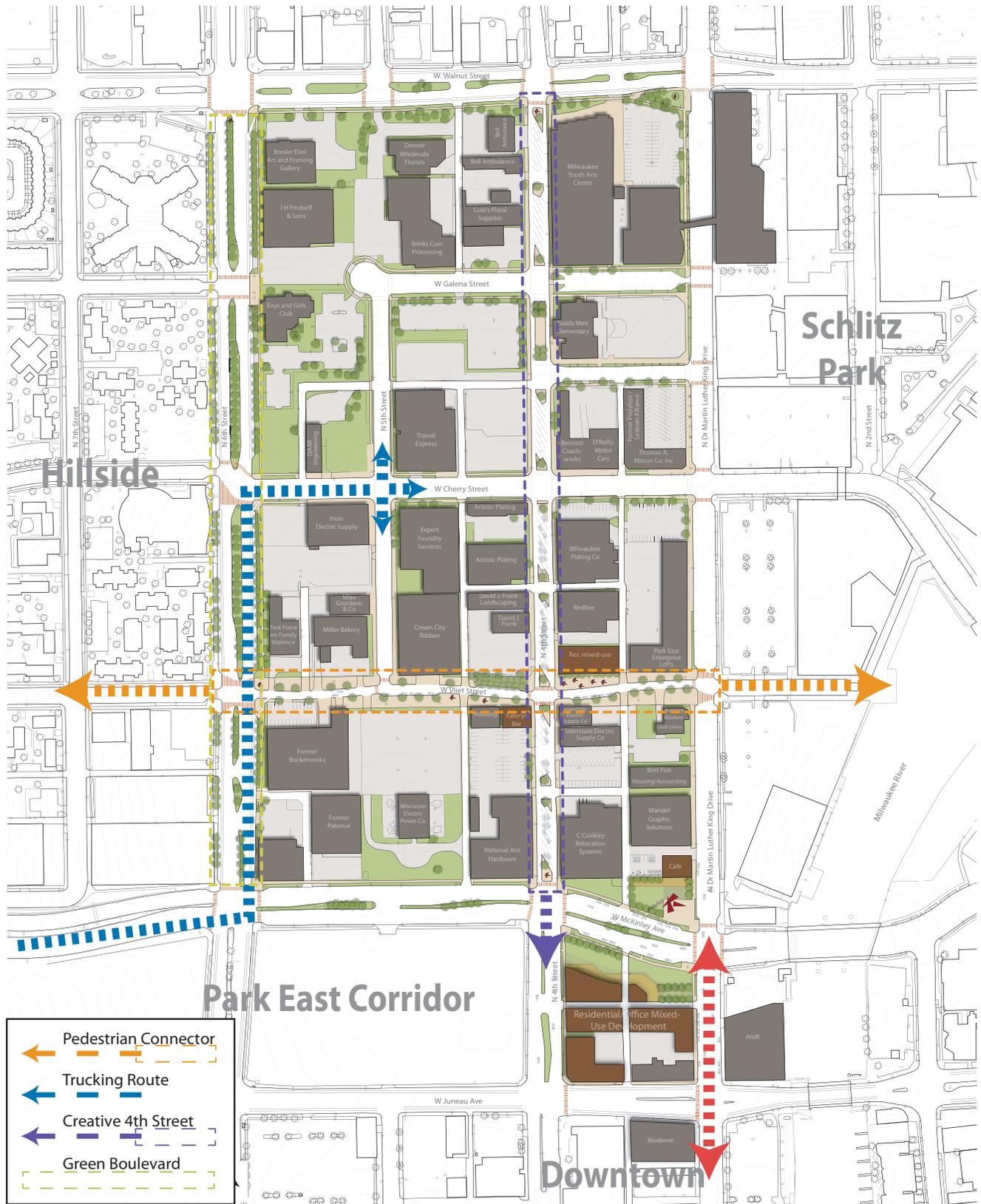


Section diagram showing types of uses arranged by floor



Recommendations





Redevelopment site plan showing connections and street types



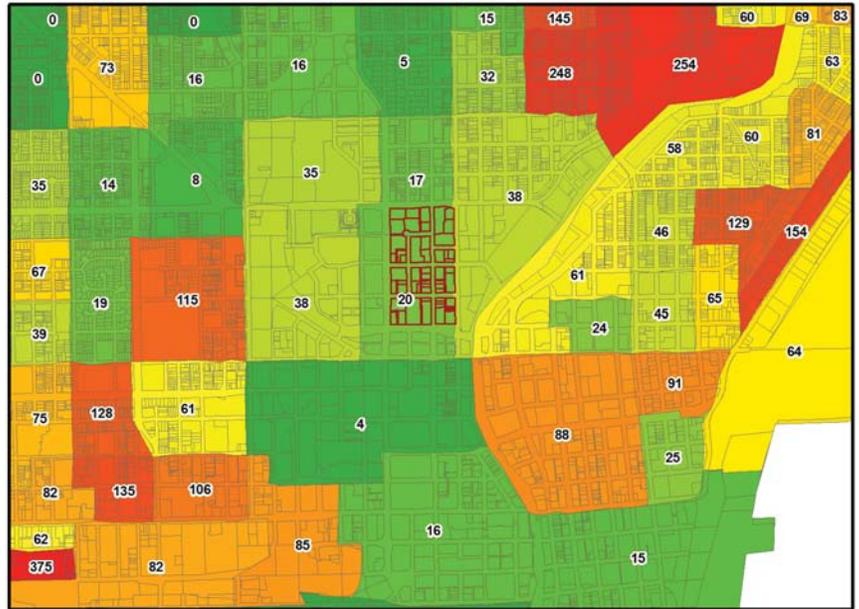
APPENDIX

HAYMARKET CONTACT LIST

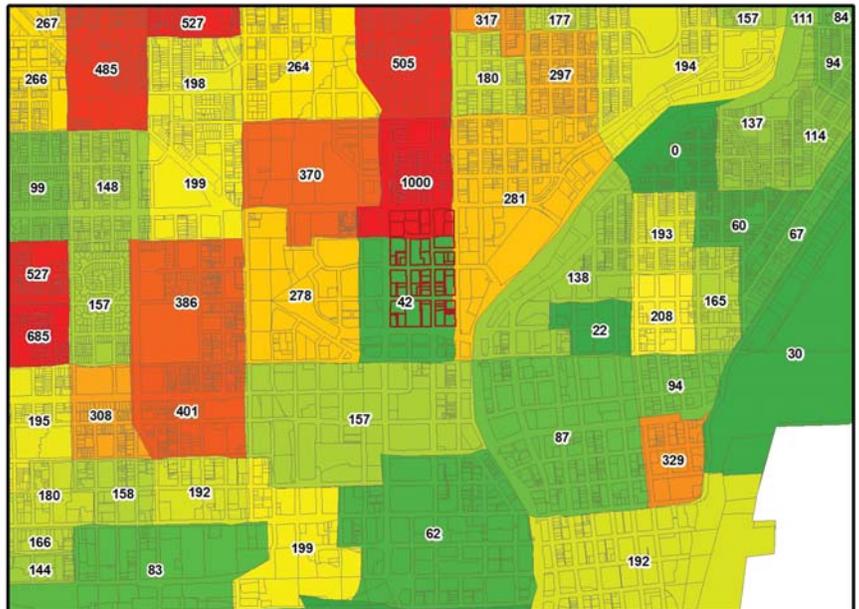
Company	E-mail	Contact Name	Phone
Milwaukee Youth Arts Center	bbingheim@youthartscenter.org	Bradley E. Bingham, Facility Manager	(414)267-2905 (414) 267-2900 (414) 267-2937
Golda Meir Elementary School	beckerj1@milwaukee.k12.wi.us browniaf@milwaukee.k12.wi.us	Joseph Becker, Dean Astrid Browning, Secretary	(414) 212-3200
Park East Enterprise Lofts	info@parkeastenterprise.com		414-270-3535
Milwaukee Plating Company	mpcmail@milwaukeeplating.com		414-272-3433
Brewery Workers Credit Union	ceo@brewerycu.com robsetan@brewerycu.com marketing@brewerycu.com		(414) 273-3170 Ext. 121 (414) 273-3170 Ext. 138 (414) 273-3170 Ext. 148
Mandell Graphic Solutions	rick.mandel@mandelcompany.com mike.danz@mandelcompany.com chuck.reinke@mandelcompany.com	Rick Mandel, President Mike Danz, Executive Vice President Chuck Reinke, Sales Rep	414-271-6970 414-271-6970 414-271-6970
C. Coakley Relocation	bisnard@ccoakley.com	Robert Isnard, Executive Vice President	414-272-4040
Interstate Electric Supply Co.	bferguson@cedmilwaukee.com	Byron Ferguson	(414) 273-1177
National Ace Hardware	helpful@nationalace.com drotter@nationalace.com		
Former Bucketworks, Swingles Warehouse Outlet			(414) 276-6154
David J. Frank Landscaping	richardz@davidjfrank.com	Richard Zukowski, Downtown Supervisor	262.255.4888 Cell: 262.894.0762
	djfrank@davidjfrank.com	David J. Frank, President	262.255.4888
Cream City Ribbon	ccr@creamcityribbon.com artdept@creamcityribbon.com dane@creamcityribbon.com		414.277.1221
Great Lakes Archaeological Research Center	kubicek@glarc.com		(414) 481-2093
Expert Foundry Services, Inc.	philsr@expertfoundry.com bobbi@expertfoundry.com		(414) 383-1475
Artistic Plating	sales@artisticplating.net		(414) 271-8138
Transit Express			(414) 264-7433
Caranvans, Inc.			(414) 264-2000
Cole's Flower Supplies			(414) 265-3746
Denver Wholesale Florists	dwmilw@dwholesale.com	Nancy DeSonia, Manager	414.263.8400
Bresler Eitel Art and Framing Gallery	breslergallery@ameritech.net		414.374.7777
J H Findorff & Son	dkatt@findorff.com	Dan Katt	414/272-8788
Boys and Girls Clubs of Greater Milwaukee	atront@boysgirlsclubs.org ericag@boysgirlsclubs.org jacquelinez@boysgirlsclubs.org theresas@boysgirlsclubs.org sarahc@boysgirlsclubs.org	Anton Timms, Community Engagement Manager Erica Gordon, Communications Specialist Jacqueline Zeledon, Community Manager Theresa Schneider, Events Manager Sarah Connell, Organizational Development Coordinator	414-267-8100
Scientific Instruments, Inc.			(414) 263-1600
DAAR Engineering Inc.			
Brinks Coin Processing			(414) 265-4206
Paramount Screen Printing Corp			414-273-2788
Hein Electric Supply		Mike Murel, Branch Manager	414.274.6520 Phone
Sojourner Family Peace Center			414-643-1777
Miller Bakery			(414) 347-2300
Mike Giordano & Co			(414) 276-0856
Lesbian Alliance			414-272-9442
Bennett Coachworks	projects@hotrodbuilders.com		414.298.2068
O'Reilly Motor Cars			414-273-1000
Thomas A Mason Co. Inc.	gina@tamason.com		(414) 271-6688
Redline Milwaukee	redlinemke@gmail.com	Steve Vande Zande Lori Bauman	414.491.9088
Mitz and Rozansky, SC Certified Public Accountants	smitz@mjsc.com		(414)352-3200
Schlitz Park	shdenny@schlitzpark.com		
Time Werner Cable	tricia.rackiewicz@twcable.com		
Manpower	Pamila.brown@na.manpower.com		
District 1 CLO	pgrave@milwaukee.gov		
Hillside	paul.williams@milwaukee.gov ann.wilson@milwaukee.com		
Additional Resources			
Director of Development for Van Buren Management	rrinzel@vanburenmanagement.com	Rod Rinzel	
DAAR Engineering	mike.damato@daarengineering.com	Mike D'Amato	
MLK BID	<marjorie@kingdrivebid.com>	Marjorie Rucker	
General Capitol Group	sig@generalcapitalgroup.com	Sig Strautmanis	
Spreenker Talent Labs	steve@spreenkertalentlabs.org	Steve Glynn	
Creative Alliance	charris@culturalalliancemke.org	Christine Harris	



HAYMARKET DEMOGRAPHICS



Total Hispanic Population



Total Unemployed



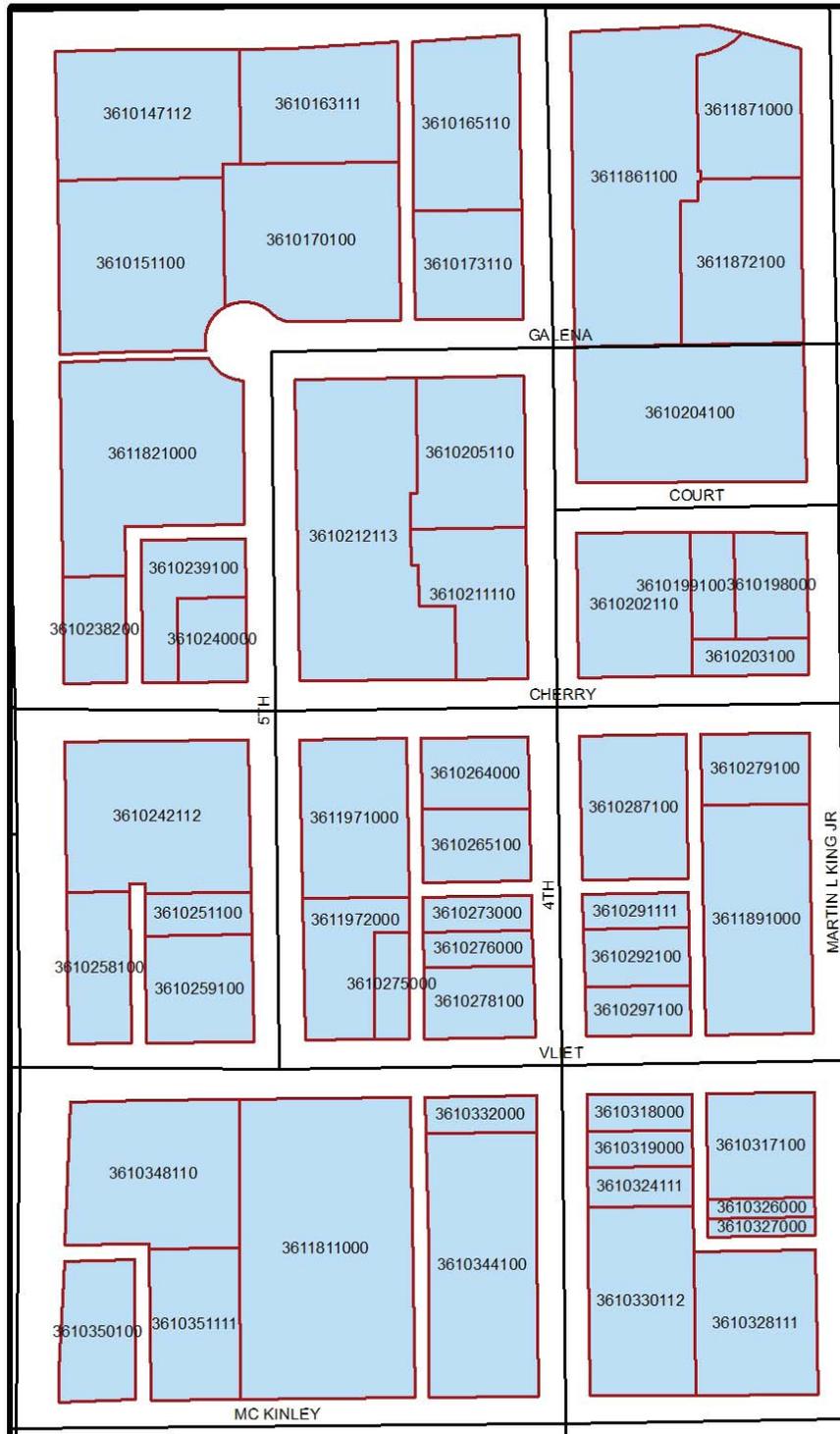
APPENDIX

HAYMARKET BUSINESS INVENTORY

Taxkey	Owner Name	Owner Ocpp	Owner City	Total Assessment	Historic	Land Use	LU Description	LU Group	LUGrp Description
3610147112	JMB REAL ESTATE WISCONSIN LL	N	JANESVILLE WI	\$669,600		2499	Wood Products	8	Mfg. Constr, Warehouse
3610163111	DENVER WHOLESAL FLOLISTS CO	N	DENVER CO	\$459,000		5193	Flowers & Florists Supplies	5	Retail and Wholesale Trade
3610165110	RAZ INVESTMENT CO LLC	N	MILWAUKEE WI	\$650,000		4119	Local Passng Transp	9	Transportation and Utilities
3611861100	MILW YOUTH ARTS CENTER INC	N	MILWAUKEE WI	\$0		7922	Theatrical Prcrs/Misc Thtr SV	6	Services, Finance, Ins, R.E.
3611871000	MILWAUKEE YOUTH ARTS CENTER	N	MILWAUKEE WI	\$0		7523	Parking Lot	9	Transportation and Utilities
3611872100	WI PRESERVATION FUND INC	N	MILWAUKEE WI	\$0		8211	Schools-Elementary, Secondary	11	Public/Quasi-Public Struct
3610204100	CITY OF MILWAUKEE SCHOOL	N	MILWAUKEE WI	\$0	1	8211	Schools-Elementary, Secondary	11	Public/Quasi-Public Struct
3610173110	MISERS LLC	N	MILWAUKEE WI	\$432,000		5193	Flowers & Florists Supplies	5	Retail and Wholesale Trade
3610170100	BIRNKS INCORPORATED	N	RICHMOND VA	\$633,000		7381	Detective, Armored Car Servs	6	Services, Finance, Ins, R.E.
3610151100	J H FINDORFF & SON INC	N	MADISON WI	\$1,998,000		4225	General Warehng, Storage	8	Mfg. Constr, Warehouse
3611821000	BOYS AND GIRLS CLUBS	O	MILWAUKEE WI	\$0		8322	Individual, Family Services	6	Services, Finance, Ins, R.E.
3610238200	BOYS & GIRLS CLUBS OF GREATE	N	MILWAUKEE WI	\$0		8880	Vacant Lot	13	Vacant Public/Private Lot
3610239100	A&F PROPERTIES LLC	O	MILWAUKEE WI	\$872,000		3829	Measuring and Controlling Devi	8	Mfg. Constr, Warehouse
3610240000	MILWAUKEE ECONOMIC DEV	N	MILWAUKEE WI	\$0		8880	Vacant Lot	13	Vacant Public/Private Lot
3610212113	JOHN V DOHERTY &	N	MILWAUKEE WI	\$1,588,000		3713	Bus, Truck Bodies	8	Mfg. Constr, Warehouse
3610205110	WI PRESERVATION FUND INC	N	MILWAUKEE WI	\$0		7523	Parking Lot	9	Transportation and Utilities
3610211110	WI PRESERVATION FUND INC	N	MILWAUKEE WI	\$0		7523	Parking Lot	9	Transportation and Utilities
3610202110	IMED LLC	O	MILWAUKEE WI	\$799,200		7538	General Automotive Repair Ship	6	Services, Finance, Ins, R.E.
3610199100	SI MASON PROPERTIES LLC	N	MILWAUKEE WI	\$674,000		9999	Commercial Mixed Use	7	Commercial-Mixed
3610198000	THE BREWERY WORKS, INC	N	MILWAUKEE WI	\$136,300		7523	Parking Lot	9	Transportation and Utilities
3610203100	STEVEN J MACALONE	N	MILWAUKEE WI	\$679,000		8399	Social Services-Other	6	Services, Finance, Ins, R.E.
3610242112	KOHLV LTD PARTNERSHIP	N	BUTLER WI	\$754,000		5063	Electrical Apparatus, Equip	5	Retail and Wholesale Trade
3610258100	GARY KOHLENBERG	N	OCONOMOWOC WI	\$396,000		9999	Commercial Mixed Use	7	Commercial-Mixed
3610251100	MICHAEL J GIORDANO	O	MILWAUKEE WI	\$164,000		4225	General Warehng, Storage	8	Mfg. Constr, Warehouse
3610259100	MB WORLD HEADQUARTERS LLC	O	MILWAUKEE WI	\$468,300		2051	Bread, Bakery Prod.	8	Mfg. Constr, Warehouse
3611971000	PPE REAL ESTATE LLC	N	WAUKESHA WI	\$852,100		7389	Business Services	6	Services, Finance, Ins, R.E.
3611972000	MIX PROPERTIES LLC	N	MILWAUKEE WI	\$539,700		9999	Commercial Mixed Use	7	Commercial-Mixed
3610275000	ARTISTIC PLATING CO INC	O	MILWAUKEE WI	\$252,000		3471	Plating and Polishing	8	Mfg. Constr, Warehouse
3610265100	JOHN LINDSTEDT	O	MILWAUKEE WI	\$317,100		4225	General Warehng, Storage	8	Mfg. Constr, Warehouse
3610273000	REGES II LLC	N	ELM GROVE WI	\$166,000		4225	General Warehng, Storage	8	Mfg. Constr, Warehouse
3610276000	REGES II LLC	N	ELM GROVE WI	\$137,000		5099	Durable Goods	5	Retail and Wholesale Trade
3610278100	REGES I LLC	N	ELM GROVE WI	\$60,000		7523	Parking Lot	9	Transportation and Utilities
3610287100	MILWAUKEE PLATING COMPANY	O	MILWAUKEE WI	\$596,700		3471	Plating and Polishing	8	Mfg. Constr, Warehouse
3610291111	WISCONSIN ARTS LAB LLC	N	RIVER HILLS WI	\$824,000		4225	General Warehng, Storage	8	Mfg. Constr, Warehouse
3610292100	RONALD COLLISON	N	WAUWATOSA WI	\$32,900		7699	Repair Services	6	Services, Finance, Ins, R.E.
3610297100	MB ACQUISITION LLC	N	MILWAUKEE WI	\$50,300		7523	Parking Lot	9	Transportation and Utilities
3610279100	MILWAUKEE PLATING COMPANY	N	MILWAUKEE WI	\$107,100		7523	Parking Lot	9	Transportation and Utilities
3611891000	PARK EAST ENTERPRISE LOFTS I	N	OREGON WI	\$4,799,000		8899	Mixed-Residential/Commercial	4	Residential/Commercial Mixed
3610348110	HAYMARKET PROPERTIES LLC	N	MILWAUKEE WI	\$749,000		9999	Commercial Mixed Use	7	Commercial-Mixed
3610350100	M&I MARSHALL & ILSLEY BANK	N	MILWAUKEE WI	\$349,000		5148	Fresh Fruits, Vegetables	5	Retail and Wholesale Trade
3610351111	JOHN E DIERRINGER	N	MILWAUKEE WI	\$754,000		5065	Electrical Parts, Equipment	5	Retail and Wholesale Trade
3611811000	WISCONSIN ELECTRIC POWER CO	N	MILWAUKEE WI	\$0		4911	Electric Company	9	Transportation and Utilities
3610332000	RIESEN, PAUL III	O	MILWAUKEE WI	\$224,000		8899	Mixed-Residential/Commercial	4	Residential/Commercial Mixed
3610344100	ROTTER INVESTMENT RLTY CO	O	MILWAUKEE WI	\$1,147,200		5199	Nondurable Goods	5	Retail and Wholesale Trade
3610318000	STR INVESTMENT CO	N	MEQUON WI	\$144,000		3562	Ball and Roller Bearings	8	Mfg. Constr, Warehouse
3610319000	STR INVESTMENT CO	N	MEQUON WI	\$312,000		5719	Home Furnshng Stores-Misc	5	Retail and Wholesale Trade
3610324111	STR INVESTMENT CO.	N	MEQUON WI	\$68,000		7523	Parking Lot	9	Transportation and Utilities
3610330112	ROADSTER LLC	O	MILWAUKEE WI	\$1,079,000		4225	General Warehng, Storage	8	Mfg. Constr, Warehouse
3610328111	MB ACQUISITION, LLC, A WISCO	N	MILWAUKEE WI	\$2,894,200		9999	Commercial Mixed Use	7	Commercial-Mixed
3610317100	BREWERY WORKERS CREDIT UNION	N	MILWAUKEE WI	\$563,000		6061	Federal Credit Unions	6	Services, Finance, Ins, R.E.
3610327000	SANFORD J MITZ	O	MILWAUKEE WI	\$300,000		8899	Mixed-Residential/Commercial	4	Residential/Commercial Mixed
3610326000	BRIAN L MOSEHART	O	MILWAUKEE WI	\$282,000		5999	Misc. Retail Stores	5	Retail and Wholesale Trade



Haymarket Tax Keys





APPENDIX

PUBLIC ART PROGRAMS OF THE PACIFIC NORTHWEST

Public Art Programs of the Pacific Northwest

For over thirty years, the cities of the Pacific Northwest--Vancouver, Seattle, and Portland, have been running some of the continent's oldest and most successful city public arts programs. They are often used as examples by other communities across the United States and the world who wish to implement similar placemaking and identity-building practices in their development schemes. Here are the ways that these three cities run their city art programs, hoping to set an example on how Milwaukee could implement this in its neighborhoods, including the Haymarket:

VANCOUVER

Since 1990, Vancouver has been bringing art to public spaces and operating a public arts program as part of city development, commissioning original contemporary artwork of all forms from artists to display in the public spaces of the city. The city works with emerging and established artists, in both new and traditional styles, as well as stand-alone commissions and artist collaborations.

The city includes contemporary art practices into the city planning development through both their civic or private programs. These programs are overseen by the city's Cultural Services department. The civic program sees that projects at any city-owned space like civic buildings, greenways, parks, and any public space are being developed and operated. The private program depends upon the funding of developments in the private sector. Similar to other cities' "Percent for Art" programs, any new private development over 100,000 square feet are required to donate \$1.81 (2009 rate) per buildable-foot to go towards an art installation in the public area of the development.

Vancouver is using its public art program in order to allow artists to express the spirit, values, vision, and harmony of the city. Art makes the city become alive through expression and creates a focal points for human activity and thought within the urban scale. In other words, any new and interesting art on display will get people's attention and make the city bustle with life and vigor. A city without any new art will be perceived by many as culturally and socially stagnant. A city develops community, pride, cohesion, and identity through the creative expressions it commissions. They can push traditional community values, or make a tough spot in urban areas more appealing.

Nine volunteers appointed by the City Council make up Vancouver's Public Art Committee. Those in this group are given the opportunity to oversee and guide the arts program. The group consists of at least two artists, five members from the art field at large, an architect, a landscape architect, a developer, and some citizen. They guide where the city's art program is going, but actually don't pick out the artwork. They manage the public process and panels that do. They advise the City Council and Parks Board on public art issues.

The public can get involved in the process by direct public participation through meetings and panels through becoming an appointee on the committee, and through money matters when brought up by city council or through private sector development.



SEATTLE

One of the first cities in the United States to adopt a percent-for-art ordinance, Seattle has been a leader in the field of public art since 1973. The program, which is part of the city's Office of Arts and Cultural Affairs, has been working hard for over thirty years at integrating artworks and the ideas of artists into a mixture of public settings, creating a name for itself in the nation as a cultural center that embraces both innovation and creativity. Their public art program runs off the fact that 1% of eligible city capital improvement project funds be allocated for the commission, purchase and installation of artworks in a variety of places. The remainder of the Office is funded by the city's Admission Tax.

The dual- hope of the program is to both enrich resident's daily lives and to give voice to artists by providing an array of venues, be they in parks, libraries, on streets, bridges, community centers, public buildings and other sites. Seattle's public art collection includes more than 350 permanently sited and integrated works and 2,600 portable works. Seattle's program focuses primarily on permanently sited or integrated artworks, but does try to include one or two temporary projects a year.

The art selection and placement process is very public. The pieces chosen are evaluated by panels comprised of professional artists as well as community and city leaders. The city coordinates stewardship of artworks and makes sure that ongoing maintenance is followed. All activities, such as inspections, major restorative work, and routine maintenance are done for each piece.

The 2011 budget for the Office of Arts and Cultural Affairs is about \$7.1 million, with \$1 million being transferred to the Parks division. About \$2.4 million of the budget comes from the Percent for Art activities, and a further \$300,000 comes from other public art activities such as collection management and conservation. About three-quarters of the percent for art is spent on artists' fees and commissions; the percent for art also covers all staff and administrative costs. The department of the Office of Arts and Cultural Affairs has 25 employees, of which nine are in public art. Five of the public art employees are full-time, one is at 85%, and the other three are half-time.

PORTLAND

In 2006 Portland's City Council approved a new ordinance that beefed up the city's then twenty-five year-old public arts program. The city once collected 1.33 percent for any building budget over \$100,000; it is now 2 percent for projects at and above \$50,000.

It is of utmost importance to Portland's public art program, which is run by the RACC (Regional Arts & Culture Council), that the city acquires and maintains artwork that contributes to the area's vibrant urban landscape and identity. Within this scheme, the public art staff acts as steward and manager all programs in the city, as well as Multnomah County through the percent for art program. The public art program is funded through City of Portland and Multnomah County percent for art projects, as well as private contracts and general operating funds. The Regional Arts & Culture Council received funding through the City of Portland, Multnomah County,



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Metro Regional Government, Washington County, and Clackamas County. They also have a Work for Art program that brings in over \$500,000 annually through a workplace giving program in various sites in the region. The percent for art is currently 2% which is divided into three pots of money: 63% goes to the art project; 27% goes towards project management and outreach; 10% goes into a maintenance fund. The annual budget for 2010/2011 is \$1.5 million.

In addition to their main goals, the Public Art Program supports its mission by maintaining digital and database inventories; circulating the Portable Works Collection; overseeing siting of permanent works; maintaining the collection; considering gifts and memorials; working with private developers through the Floor Area Ration Bonus Program; contracting with public and private entities regionally and nationally for public art management services, and offering workshops and presentations to artists, schools and the general public.

Their program focuses on developing opportunities for both and expanding the definition of public art to include performance, media arts, visual arts, literary arts. They have a 15-year-old temporary program that features one-month installations in a niche adjacent to a lobby in the Portland Building. The program has been hiring artists since 1997 to conduct workshops or be in residence with youth served by the County's Juvenile Justice Services. They have also used some percent for art funds for residencies in which artists interacted with county employees (the work of art meets the art of work) and often these were multi-disciplinary. They are currently wrapping up that program with a project that will focus on the bridges that cross the Willamette River and the staff who operates and maintains them.

The Public Art Advisory Committee (PAAC) is the main committee of the RACC Board that watches over public art program policies, setting goals and providing curatorial guidance for the selection, placement and maintenance of works of art acquired through the Percent for Art Program and other public and private programs. The PAAC is made up of no more than two RACC board members, the RACC designee on the Design Commission, and six to eight professional artists who can either be artists, architects, landscape architects, or individuals with considerable experience in the visual arts. Members serve for three years with one 18-month appointment reserved, whenever possible, for an artist with a bunch of public art experience. Meetings are held once every month. The RACC Board approves all of the choices for project artists and policies presented by the PAAC.