



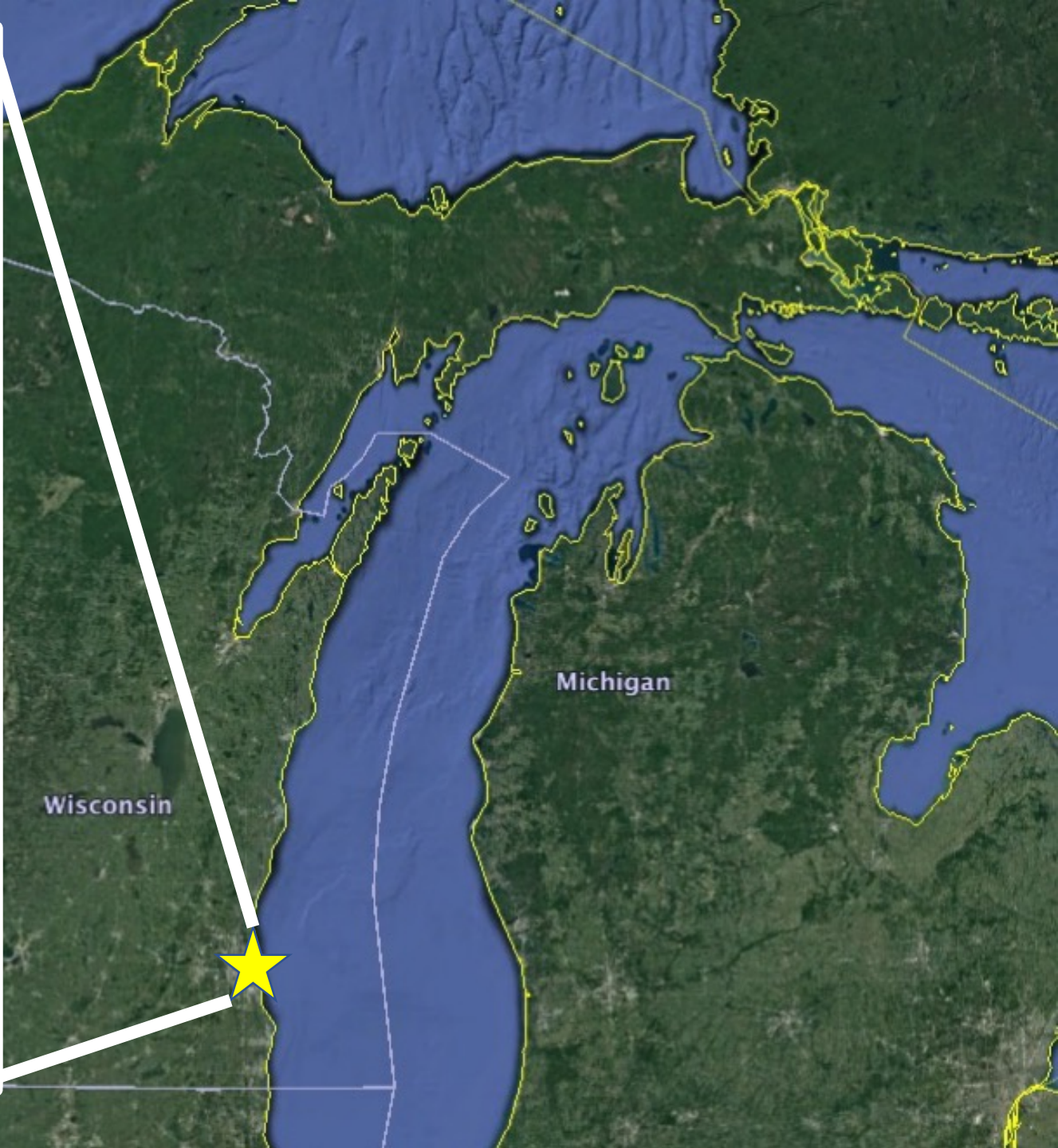
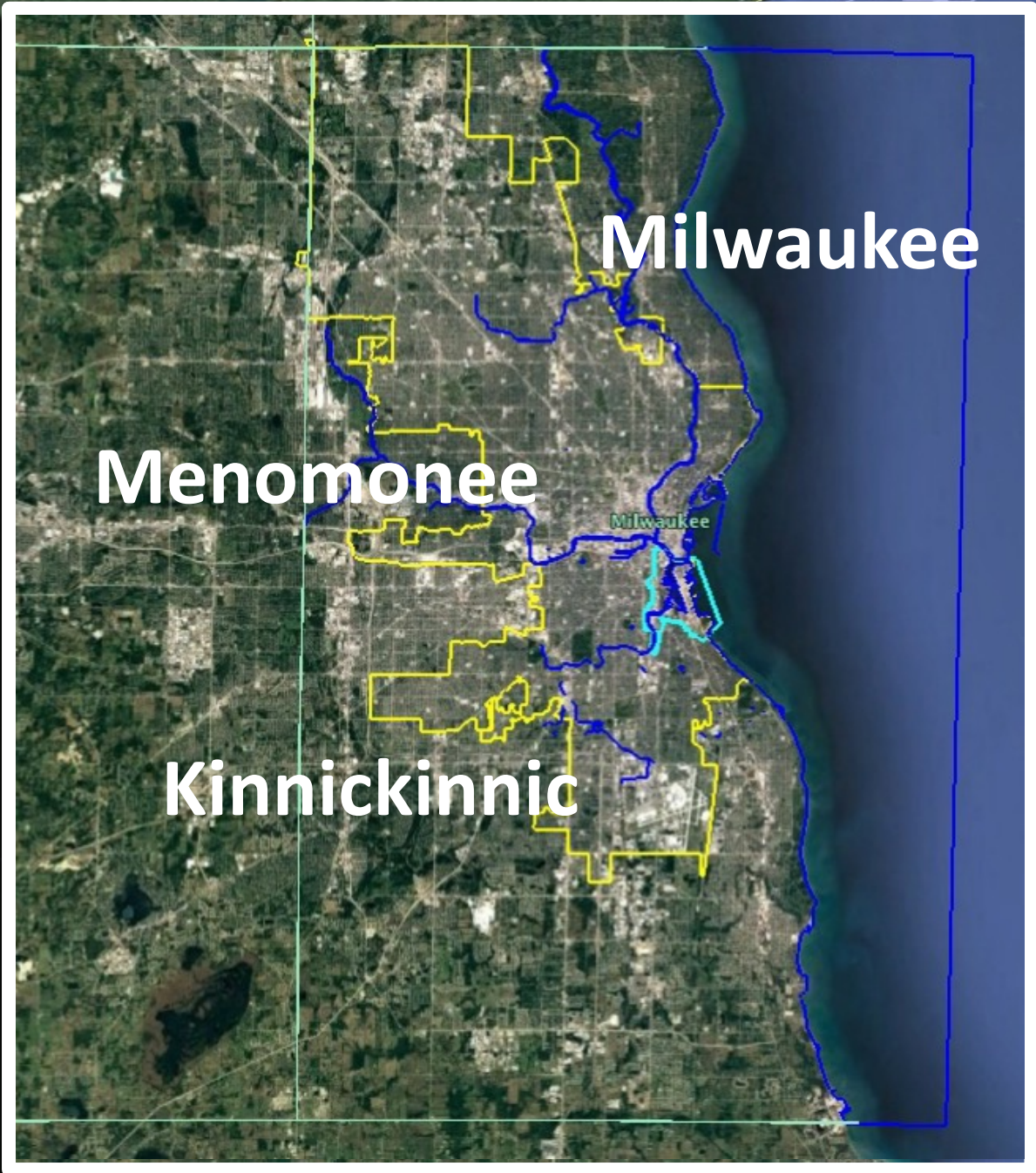
# **The Harbor District Water and Land Use Plan: Community Engagement for a Place Where No One Lives**

October 8, 2018

APA-WI Annual Conference

Photo by Eddee Daniel











1870s





1930





1930



B-R  
40873



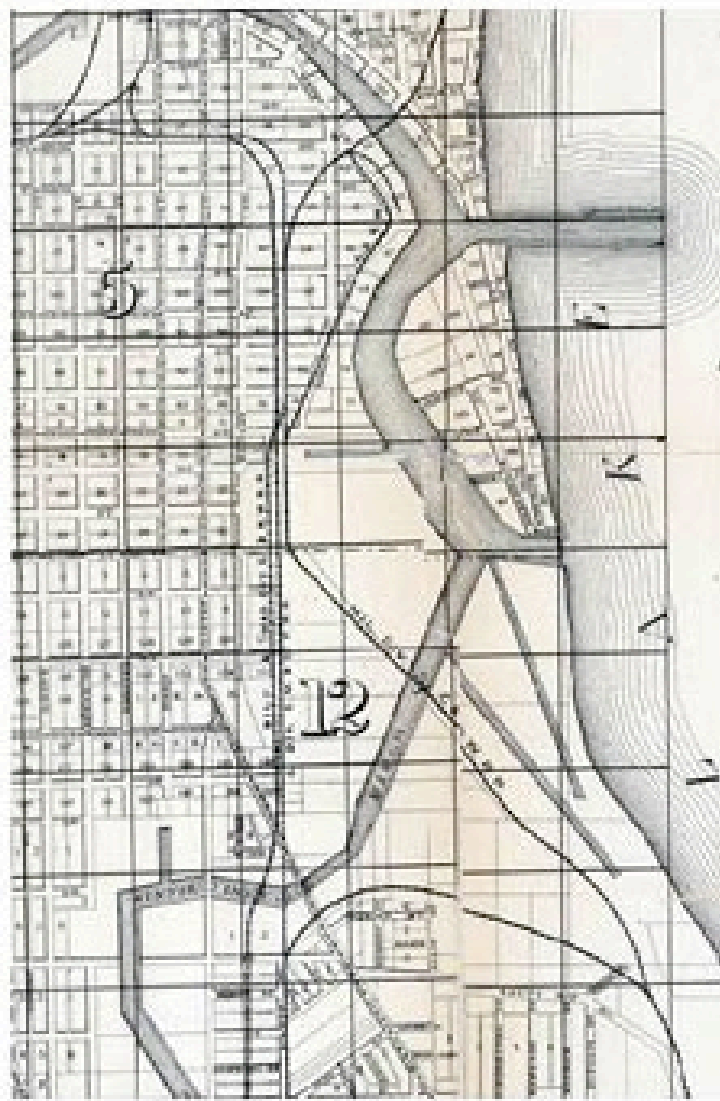
1960s



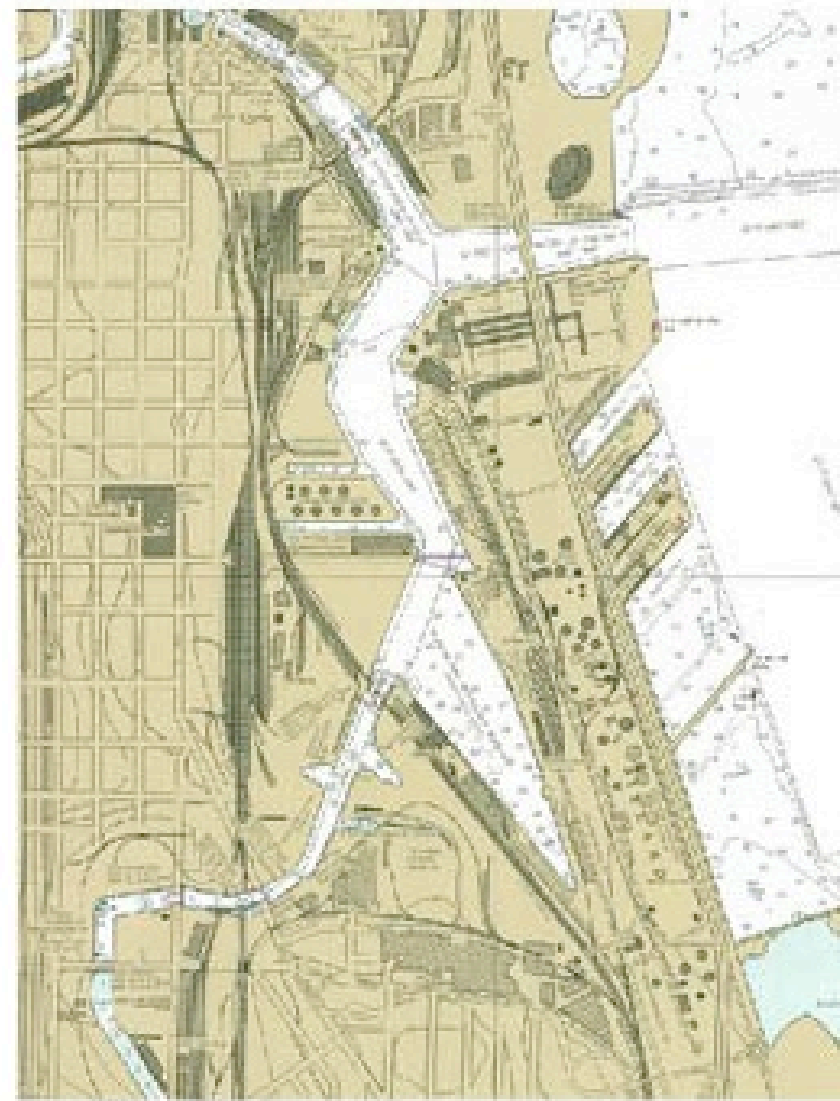




**1835**



**1883**



**1984**



**2000s**

**Foundries, tanneries, and iron mills closed**  
**Contaminated land and waterways**  
**Outdated or failing infrastructure**  
**Poor access**







# The Harbor District

1,000 acres

9 miles of waterfront

Proximity to downtown

Large vacant parcels

**Many strong anchors:**

Rockwell Automation

Port of Milwaukee

UWM School of  
Freshwater Sciences





# Opportunity: Create a New “Working Waterfront”

Remake the Inner Harbor for the next 100 years

Build mutually reinforcing ecological, economic and social systems





# HARBOR DISTRICT WATER AND LAND USE PLAN

## Planning Team



Public/Private Partnership



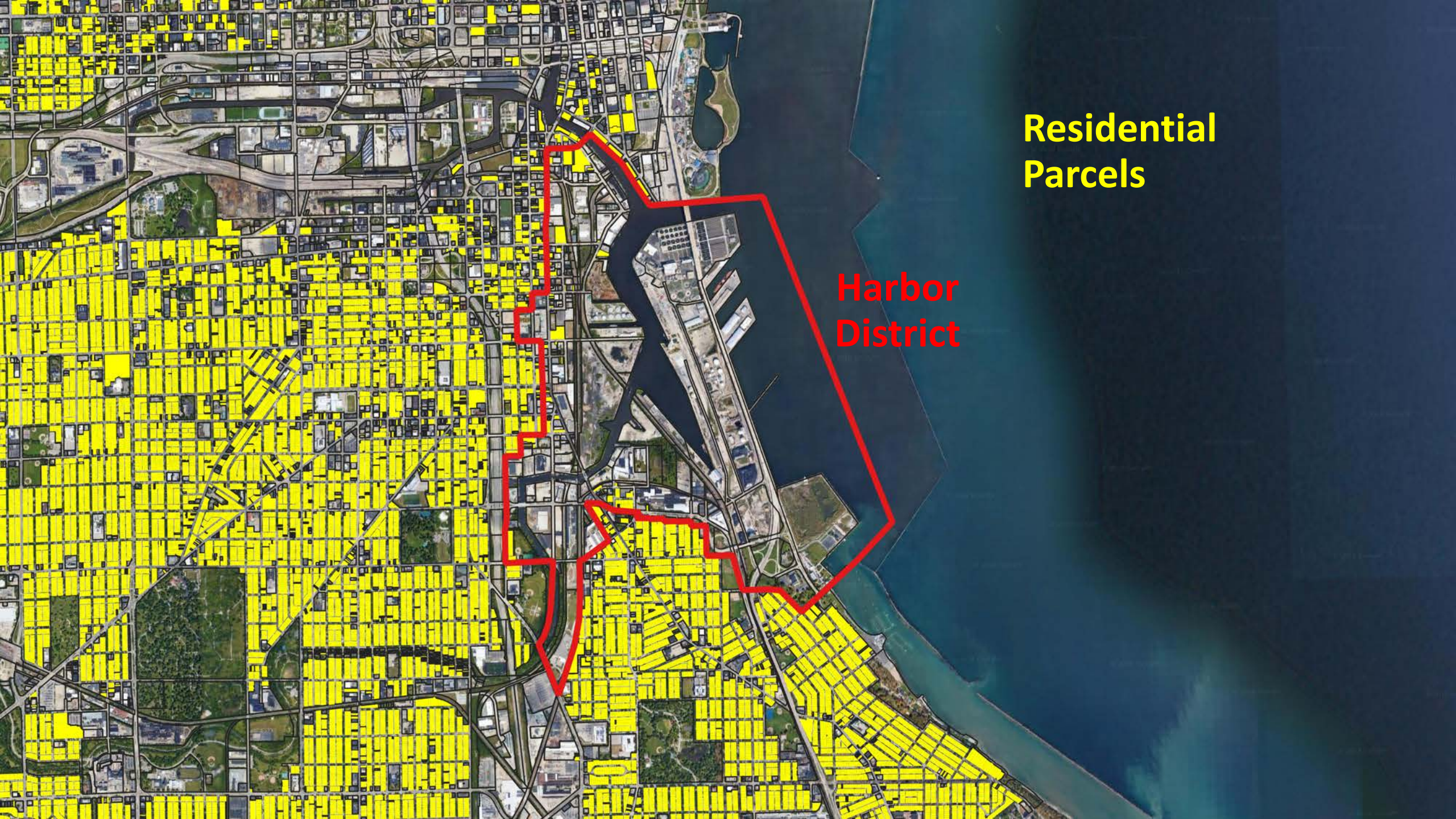
## Funding Partners



## Consultant Team



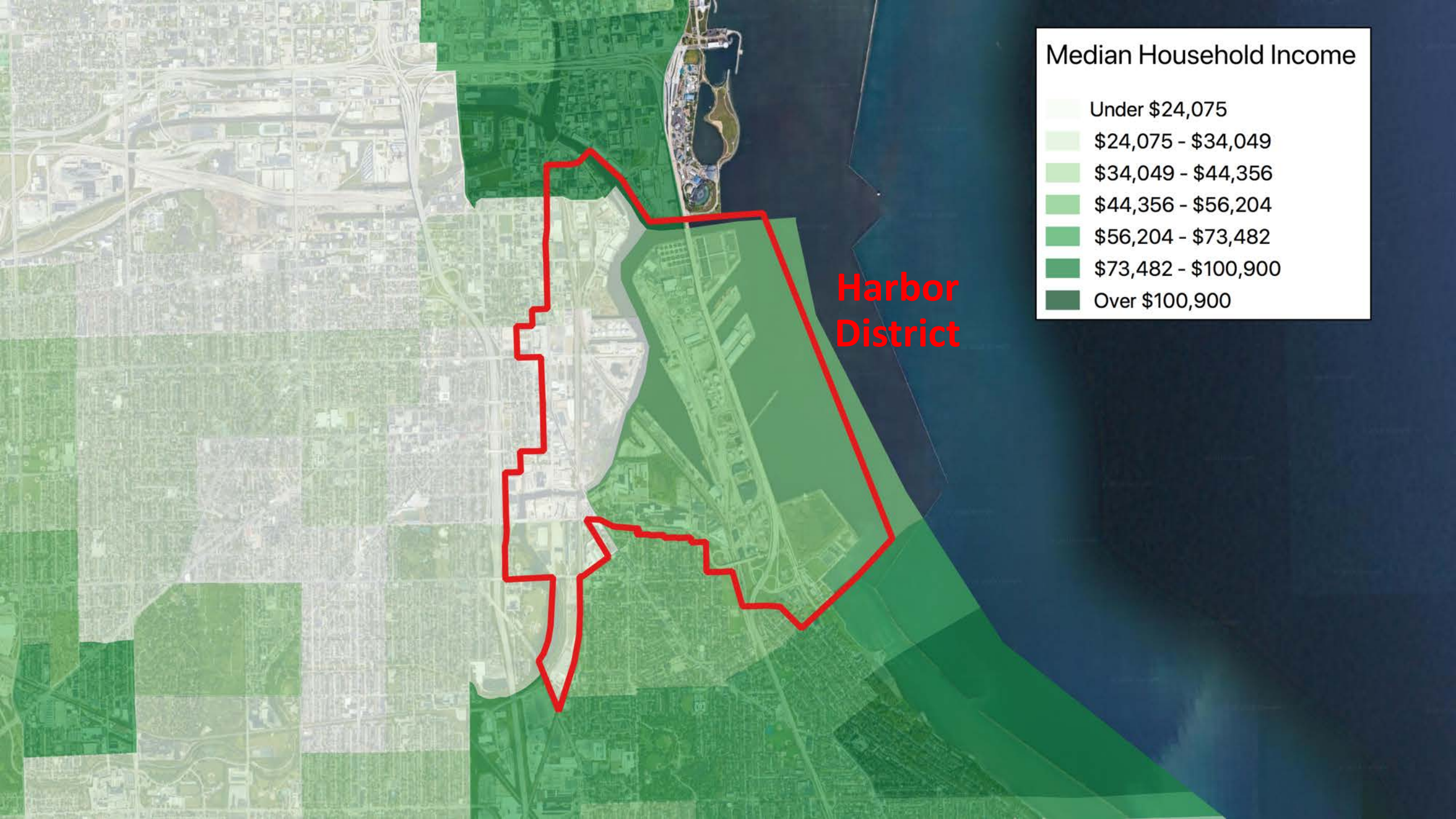




**Residential  
Parcels**

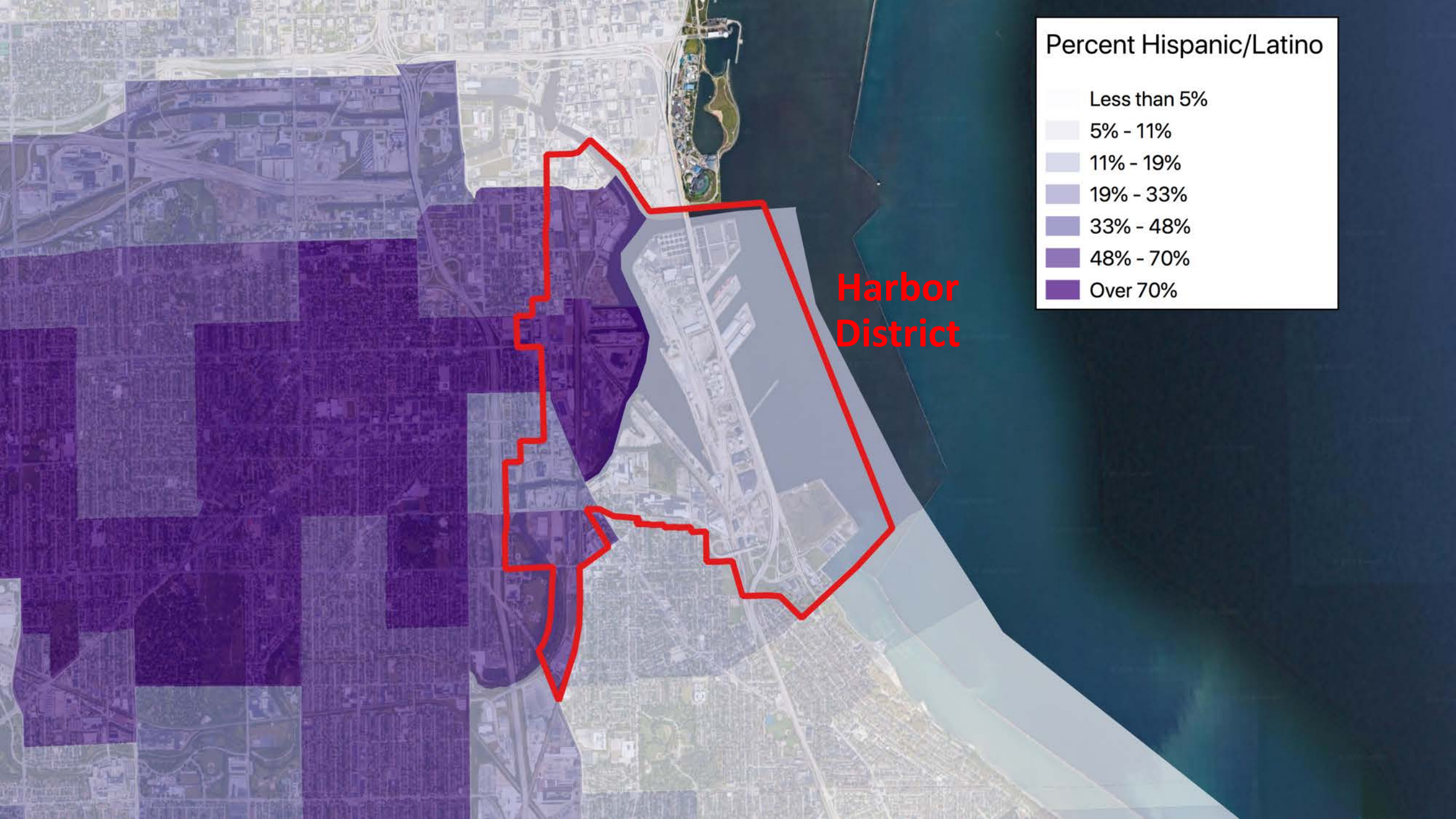
**Harbor  
District**





**Harbor  
District**







# INITIAL OUTREACH PHASE – 2015

**One-on-one Interviews**  
**Focus Groups**  
**Online Surveys**  
**Free Bus Tours**

**IRIS GONZALEZ**  
**SIXTEENTH STREET COMMUNITY**  
**HEALTH CENTERS**

**Bilingual**  
**Spanish and English**





# SECOND OUTREACH PHASE – 2016



**SAM LEICHTLING**  
CITY OF MILWAUKEE

**Bilingual**  
**Spanish and English**

**Plan Advisory Group**  
**Public Input Meetings**  
**Online Surveys**  
**Free Bus, Boat, and Bike Tours**



## FREE BIKE TOUR

**Bilingual**  
**Spanish and English**

## PUBLIC INPUT MEETING FORMAT

Initial Brief Presentation

Topic Stations

Interactive Stations

Input Worksheets w/ Prompts



## SURVEY TOOLS

Typeform

Google Forms



# THIRD OUTREACH PHASE – 2017

**MORANDA MEDINA  
SIXTEENTH STREET  
COMMUNITY HEALTH  
CENTERS**

**Plan Advisory Group  
Public Input Meetings  
Online Surveys  
Free Bus, Boat, and Bike Tours**

**Bilingual  
Spanish and English**





# PLANNING PROCESS & PUBLIC PARTICIPATION

Fall 2015  
Information  
Gathering

Interviews  
Focus Groups  
Online Survey  
Tours

Fall 2016  
Market Study  
& Economic  
Analysis

Public Input Meetings  
Online Survey  
Tours

Spring 2017  
Plan  
Development

Public Input Meetings  
Online Survey  
Tours

Fall 2017  
Plan  
Approval

Public Open House  
Plan Commission  
Common Council

6 Focus Groups  
30 One-on-one Interviews  
6 Plan Advisory Group Meetings  
286 Public Meeting Attendees  
496 Public Tour Attendees  
1,354 Online Survey Respondents  
2,178 Public Interactions



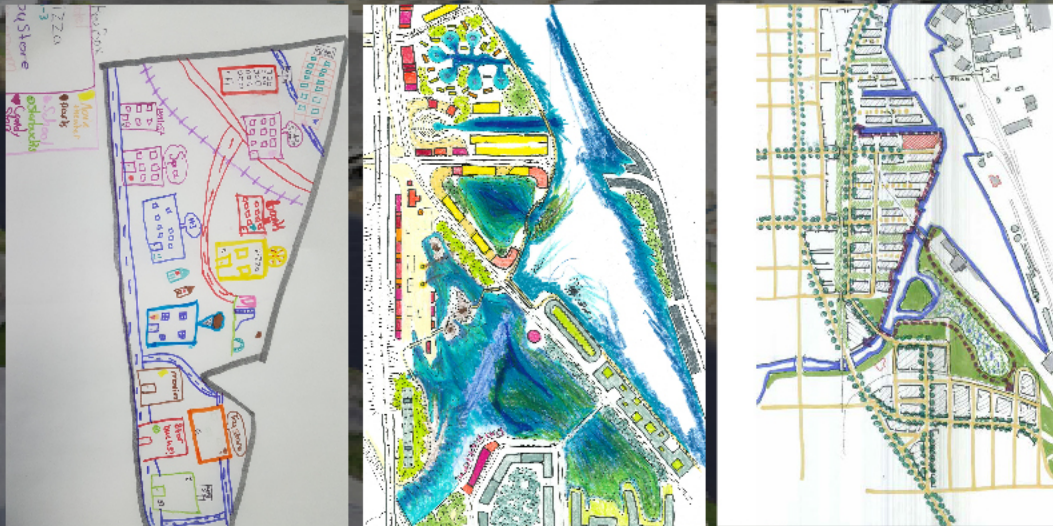


# WHAT KIND OF PLACE SHOULD THIS BE?

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

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

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





# **21<sup>ST</sup> CENTURY WORKING WATERFRONT: A VIBRANT MIXED-USE DISTRICT**





# SUPPORTING THE REGIONAL ECONOMY

Light Industrial:  
Modern manufacturers, start-ups  
19% of total land use  
Goal of 22 jobs per acre



Commercial:  
Offices, retail, research labs  
Up to 18% of total land use  
Goal of 75 jobs per acre



Transportation and Utilities:  
Port Milwaukee and MMSD  
40% of total land use,  
concentrated on Jones Island





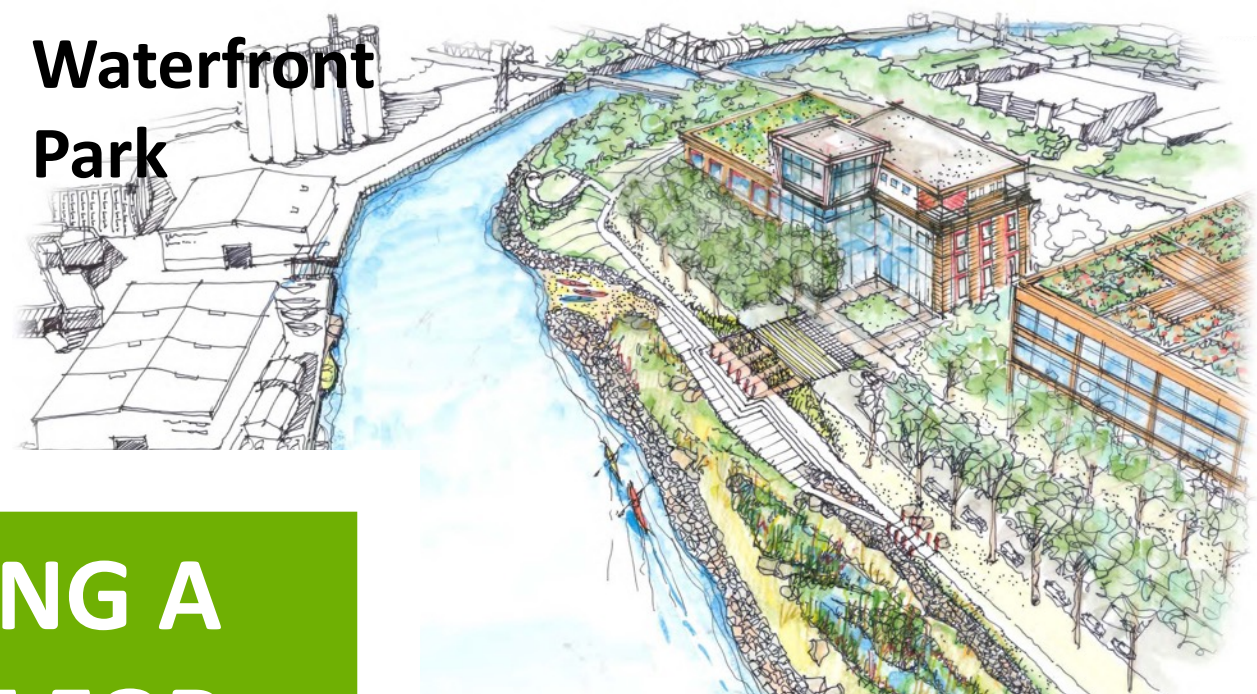
# BALANCING ECONOMY WITH ENVIRONMENT

## STORMWATER MANAGEMENT

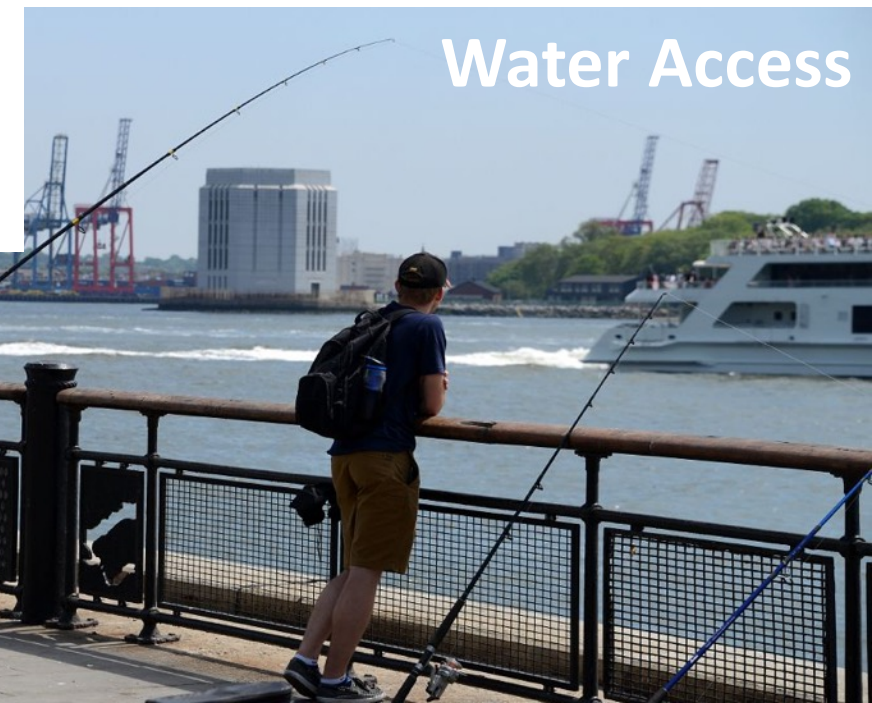


## HABITAT AND ECOLOGICAL RESTORATION





**MAKING A  
PLACE FOR  
PEOPLE**





# HOW WILL MILWAUKEE BENEFIT?

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

★ **\$864 MILLION INCREASE IN PROPERTY VALUE**

★ **5,663 NEW JOBS**

1,477 OFFICE/COMMERCIAL JOBS

3,839 MIXED USE JOBS

348 INDUSTRIAL JOBS

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

★ **3,343 JOBS EARNING UP TO \$40K/YEAR**

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

Residential 8%

Mixed Use (Res&Com) 10%

Transportation & Utilities 40%

Commercial 8%

Industrial 19%

Parks 13%

Map of Proposed Future Land Uses



# IMPLEMENTATION & NEXT STEPS

## PROJECTED IMPACT

\$864 million increase in property values  
5,663 new jobs  
4.5 miles of Riverwalk  
5 canoe/kayak launches  
New parks, trails, and water access

## NEXT STEPS

First Waterfront Park  
Riverwalk Overlay  
Grand Trunk Wetland  
Former Solvay Coke Site Cleanup





**KEVIN ENGSTROM**  
**SIXTEENTH STREET COMMUNITY**  
**HEALTH CENTERS**







Daniel Adams, Planning Director  
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[dan@harbordistrict.org](mailto:dan@harbordistrict.org)

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

Full Water and Land Use Plan available at  
[harbordistrict.org/plan](http://harbordistrict.org/plan)

