The Menomonee Valley

- 1,200 acres
- 4 miles long
- ½-mile wide
- Central Milwaukee
By the mid-1800s, the settlement of Milwaukee pushed toward the Valley, and Milwaukeeans filled the wetlands with soil, gravel, and waste to create dry land for additional development.

They straightened the Menomonee River and cut canals to provide shipping routes.
While Milwaukee was the “Machine Shop of the World,” the Valley was its engine.
City’s plan, developed in 1998, with goals to ... 

- Improve infrastructure
- Retain, strengthen viable and existing industries
- Revitalize Menomonee Valley as urban industrial and mixed-use district promoting sites for wide range of land uses
- Focus on potentially catalytic sites to attract desirable business development
- Maintain and protect adjacent neighborhoods, business areas
- Create public-private partnership to implement plan recommendations
Mission:
To revitalize and sustain the Menomonee Valley as a thriving urban district that advances economic, ecological, and social equity for the benefit of the greater Milwaukee community.

MVP envisions a thriving Valley with a well-balanced mix of industrial, recreational, and entertainment uses that strengthen Milwaukee:

- **Economically**, with strong companies and jobs near workers’ homes;
- **Ecologically**, with sustainable development and environmental stewardship;
- **Geographically**, with renewed ties to surrounding neighborhoods; and
- **Equitably**, with opportunities for all.
**Convener and Coordinator**

MVP plays a key role in the public-private collaboration required to develop a revitalized and sustainable Menomonee Valley. **We serve as a convener and coordinator** by engaging stakeholders, articulating a vision, leveraging funding, and aligning partners to accomplish shared goals.

**The Work**

- Pre-development/land use planning
- Economic development
- Business recruitment/services
- Facilitating major projects, infrastructure
- Environmental Restoration
- Public engagement
- Beautification
Valley Passage 2011

Dave Schlabowske
Three Bridges Park
Once Wisconsin’s most visible eyesore, the Valley has been transformed, becoming a national model in economic development and environmental sustainability.

- 300 acres of brownfields developed
- 45 companies moved to or expanded in the Valley
- 5,000+ family-supporting jobs created
- 1,000,000+ square feet of green buildings constructed
- 60+ acres of new trails and park space, including 45 acres of native plants have improved wildlife habitat and water quality
- 10 million visitors annually
What Worked in the Valley and Why?

Public Policy Forum studied the Valley’s success to guide future efforts here and in other areas with similar challenges.

Major redevelopment efforts should include:

- Robust planning and design activities that establish common vision and detailed roadmap to achieve it.
- Strong intergovernmental cooperation and public-private partnerships.
- Creatively assembled funding from numerous sources to address barriers that impede brownfield redevelopment.
- Willingness of City to assume financial risk.
- Aggressive marketing of area’s existing strengths.
- Intent to address multiple community objectives within projects.
- Emphasis on workforce development to create jobs for neighborhood residents.
### Development Objectives

#### Incremental evaluation of goals

<table>
<thead>
<tr>
<th>Metric</th>
<th>MVIC Goals</th>
<th>MVIC now</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing use</td>
<td>Preferred → All</td>
<td></td>
</tr>
<tr>
<td>Number of fulltime equivalent jobs*</td>
<td>1,294 → 1,336</td>
<td></td>
</tr>
<tr>
<td>Number of acres</td>
<td>59 → 57</td>
<td></td>
</tr>
<tr>
<td>FTE Jobs/Acre*</td>
<td>22 → 23</td>
<td></td>
</tr>
<tr>
<td>FTE Jobs/1000 SF*</td>
<td>1.5 → 1.5</td>
<td></td>
</tr>
<tr>
<td>Annual projected wage and salary/acre*</td>
<td>538,193 → 977,824</td>
<td></td>
</tr>
<tr>
<td>Building/land coverage ratio</td>
<td>0.33 → 0.37</td>
<td></td>
</tr>
</tbody>
</table>
Shared power is hard, but the impact is profound.
Creatively Assemble Funding from Numerous Sources

<table>
<thead>
<tr>
<th>Funding Sources</th>
<th>Draft 3/24/11</th>
<th>2009 CMAQ Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>2984-23-00/20/70</td>
<td>2984-10-74</td>
<td>HAST (44th St. Segment)</td>
</tr>
<tr>
<td>2984-23-00/70</td>
<td>2984-43-00/70</td>
<td>HAST (Airline Yards)</td>
</tr>
<tr>
<td>CMAQ</td>
<td>CMAQ</td>
<td>TE</td>
</tr>
<tr>
<td>City of Milwaukee</td>
<td>City of Milwaukee</td>
<td>RACM</td>
</tr>
<tr>
<td>No Agreement</td>
<td>Agreement</td>
<td>No Agreement</td>
</tr>
<tr>
<td>No Final</td>
<td>No Final</td>
<td>No Final</td>
</tr>
<tr>
<td>$584,000</td>
<td>$390,867</td>
<td>$574,720</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RR</td>
<td>$777,391</td>
<td>$0</td>
<td>$241,415</td>
<td>$1,398,401</td>
<td>$3,374,926</td>
<td>$1,571,769</td>
<td>$1,538,774</td>
</tr>
<tr>
<td>RR</td>
<td>$556,000</td>
<td>$0</td>
<td>$160,240</td>
<td>$1,082,800</td>
<td>$2,273,500</td>
<td>$1,257,415</td>
<td>$1,538,774</td>
</tr>
<tr>
<td>$221,391</td>
<td>$0</td>
<td>$81,175</td>
<td>$315,601</td>
<td>$1,101,428</td>
<td>$314,354</td>
<td>$314,354</td>
<td>$0</td>
</tr>
<tr>
<td>PSE 5/1/11</td>
<td>Not needed</td>
<td>closed</td>
<td>Let 3/9/10</td>
<td>Let 8/9/11</td>
<td>Let 8/9/11</td>
<td>Let 8/9/11</td>
<td>Let 2/10</td>
</tr>
</tbody>
</table>
Willingness of the City to assume financial risk
Aggressively market area’s existing strengths
Address multiple community objectives within projects
Shared Stormwater Management
Adaptive Reuse

Reusing fill from the Marquette Interchange kept 75,000 truckloads of material from the landfill. Crushed concrete built our trails, too.
Connect employers and neighborhood residents
Make no one’s neighborhood become EVERYONE's neighborhood