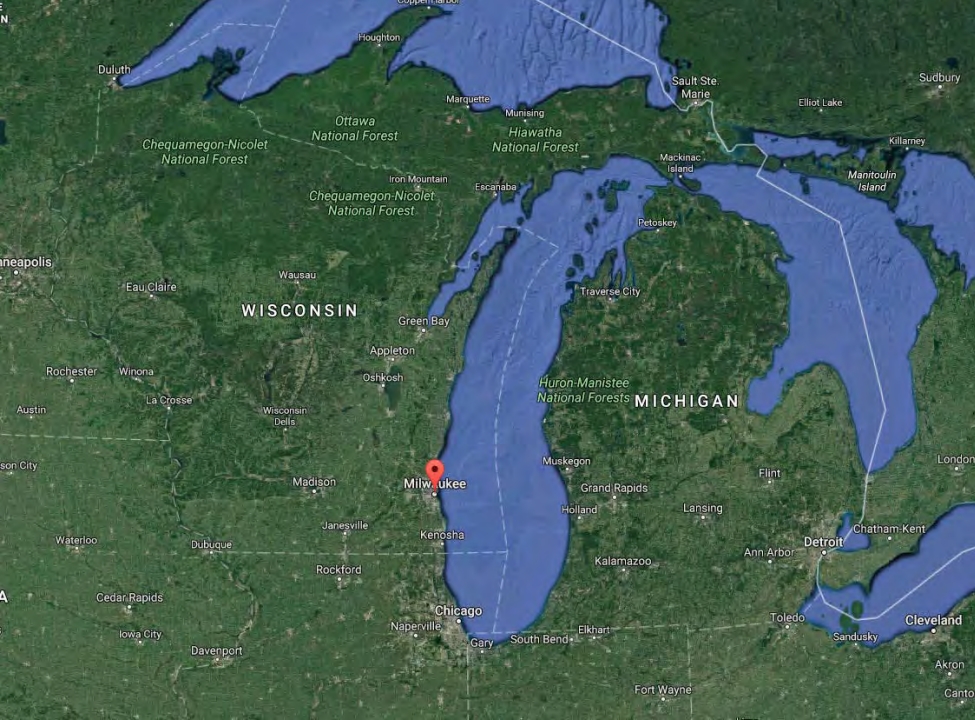
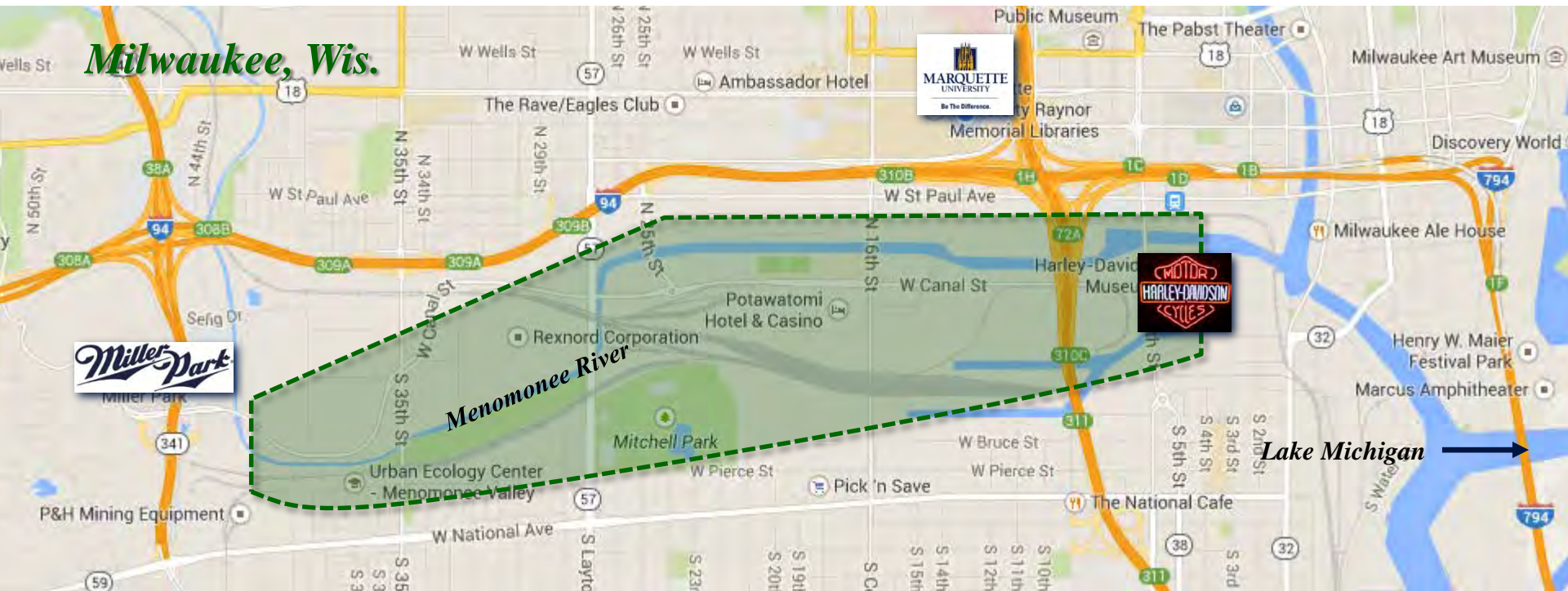


MENOMONEE
VALLEY
PARTNERS, INC.





The Menomonee Valley



- 1,200 acres
- 4 miles long
- ½-mile wide
- Central Milwaukee

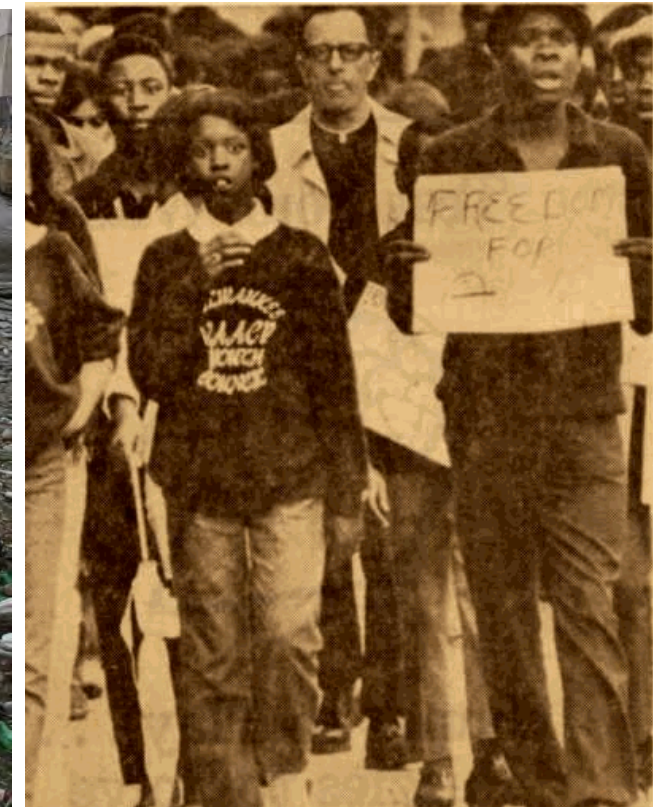


By the mid-1800s, the settlement of Milwaukee pushed toward the Valley, and Milwaukeeans filled the wetlands with soil, gravel, and waste to create dry land for additional development.

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.**





Market Study, Engineering, and Land Use Plan for the Menomonee Valley

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

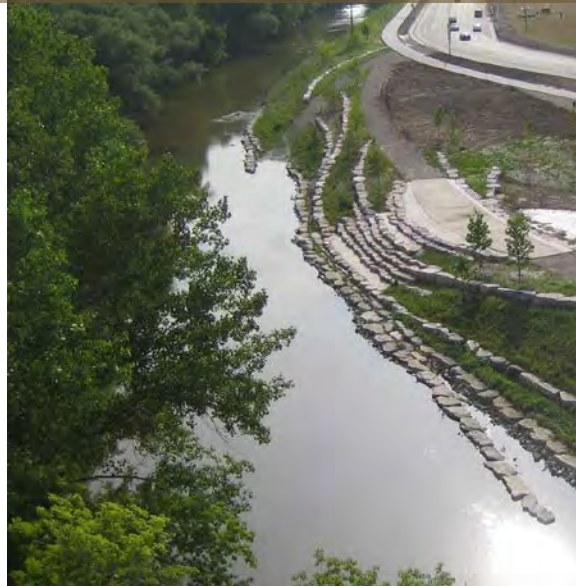


Equitably, with opportunities for all.

Economy



Ecology

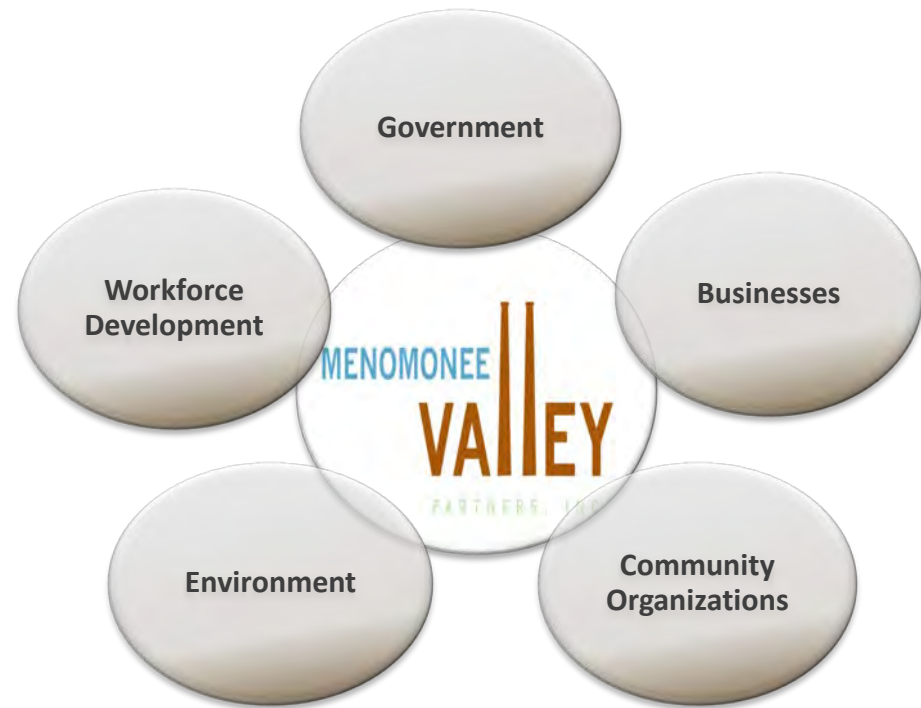


Community



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





Canal St | 1990s



Canal St | 2014





Harley-Davidson Museum | 2008



Vacant Land | 2002





Stockyards | 2005



Canal Street Commerce Center | 2007



Menomonee River | 1997



Menomonee River | 2012



Milwaukee Road Shops | 2002



Menomonee Valley Industrial Center | 2007



Abandoned tunnel 2010



Valley Passage 2011

Dave Schlabowske



Vacant Tavern | 2011



Urban Ecology Center Menomonee Valley Branch | 2012

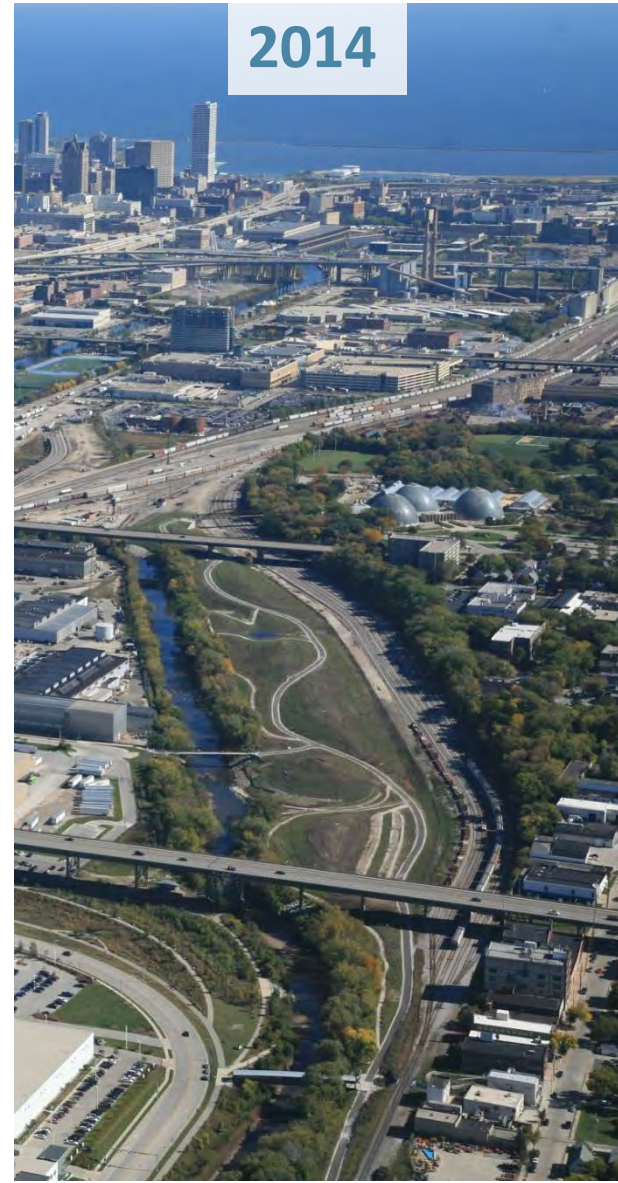
1960



2010



2014

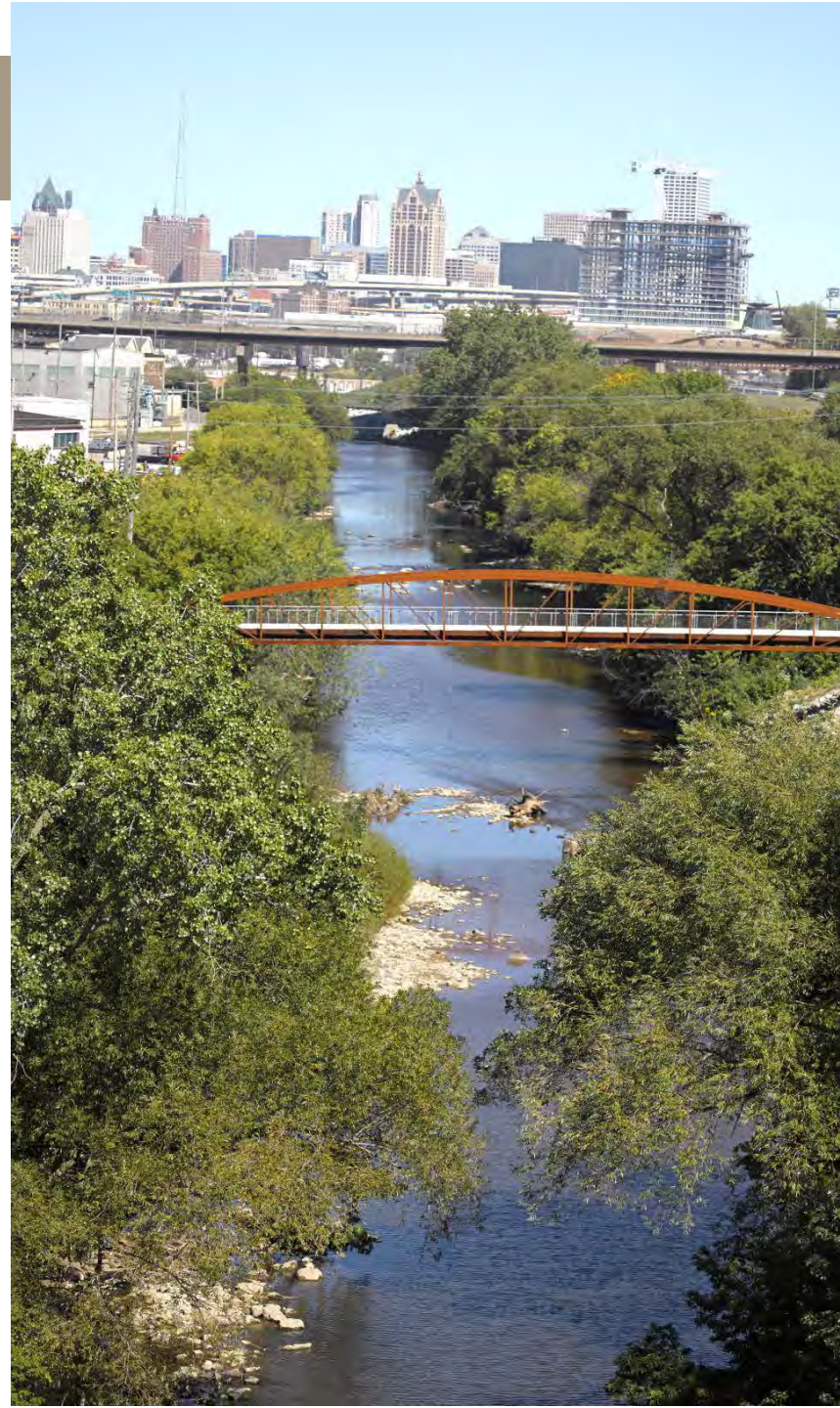


Three Bridges Park

ACCOMPLISHMENTS

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





Mark Was

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:

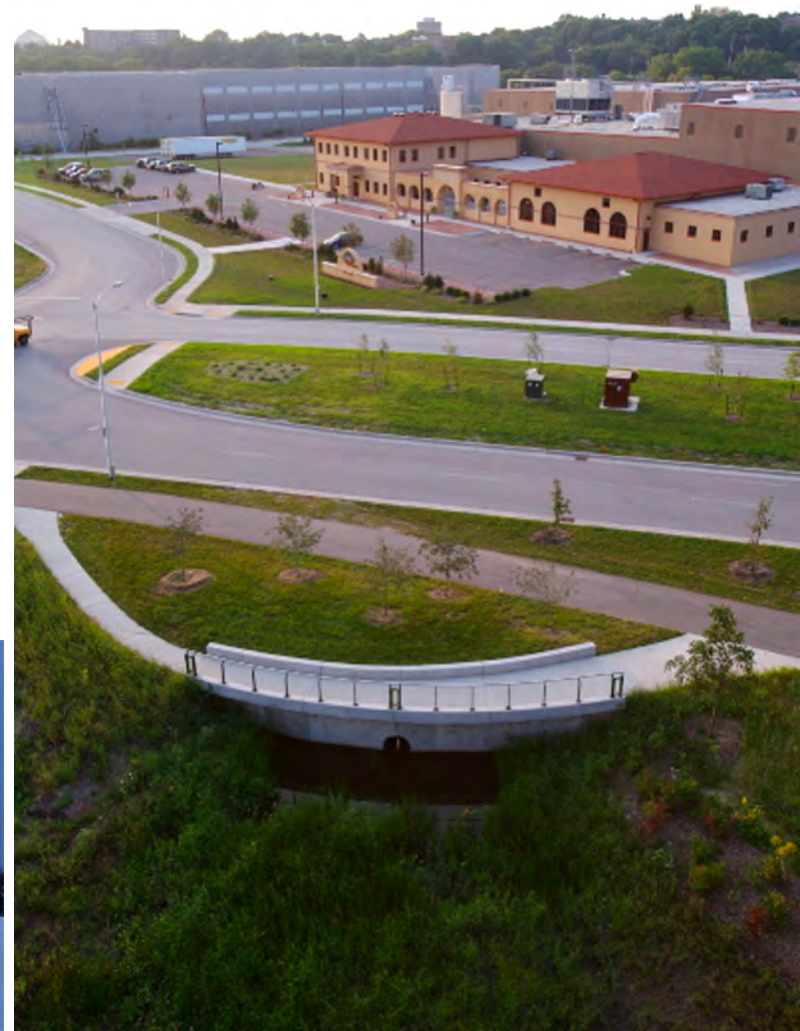
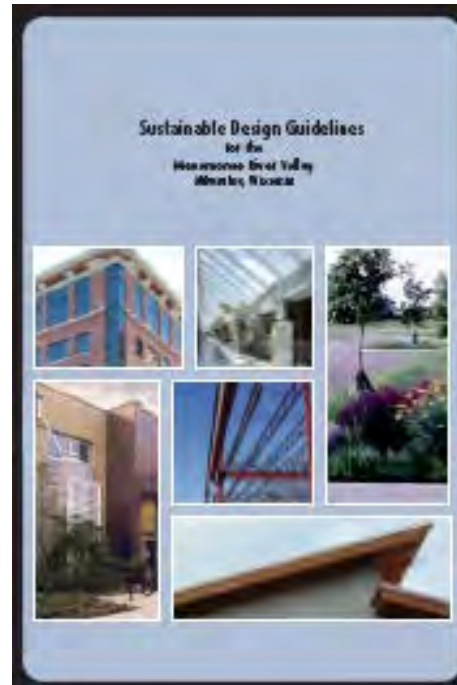
- **Robust planning and design activities that establish common vision and detailed roadmap to achieve it.**
- **Strong intergovernmental cooperation and public-private partnerships.**
- **Creatively assembled funding from numerous sources to address barriers that impede brownfield redevelopment.**
- **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

	MVIC Goals		MVIC now
Manufacturing use	Preferred	→	All
Number of fulltime equivalent jobs*	1,294	→	1,336
Number of acres	59	→	57
FTE Jobs/Acre*	22	→	23
FTE Jobs/1000 SF*	1.5	→	1.5
Annual projected wage and salary/acre*	538,193	→	977,824
Building/land coverage ratio	0.33	→	0.37

Incremental evaluation of goals

Sustainable Design Guidelines



Shared power is hard, but the impact is profound.



Creatively Assemble Funding from Numerous Sources

FUNDING SOURCES Draft 3/24/11

2984-23-00/20/70	2984-10-74	2984-43-00/70	2984-43-01/51/71	2984-23-01/71	ARRA TE Grant	2009 CMAQ Application
HAST (44 th St. Segment)	HAST (Miller Pk -25 th)	HAST (Airline Yards)	Mitchell Park Bridge	HAST (Bike/Ped Conn)	HAST	33rd St Bridge
CMAQ	CMAQ	TE	TE	HPP (CMAQ)	ARRA TE	CMAQ
City of Milwaukee	City of Milwaukee	RACM	WDNR	City of Milwaukee	WDNR	WDNR
No Agreement	Agreement	No Agreement	Agreement	No Agreement		
Initialized 1/20/00	No Final					
\$584,000	\$390,867	\$574,720	\$980,000	\$1,871,793	\$1,538,774	\$1,265,699



2984-43-01	2984-43-51	1693-38-50	1693-38-70	2984-43-70	2984-43-71	2984-07-70
MD Bridge/Ayards	MD Bridge/Ayards	VP 1	VP 1 Pierce Conn.	Airline Yards	MD Bridge	VP 1 Str/Trail
Design	RR	RR	Construction	Construction	Construction	Construction ARRA
\$777,391	\$0	\$241,415	\$1,398,401	\$3,374,926	\$1,571,769	\$1,538,774
\$556,000	\$0	\$160,240	\$1,082,800	\$2,273,500	\$1,257,415	\$1,538,774
\$221,391	\$0	\$81,175	\$315,601	\$1,101,426	\$314,354	\$0
PSE 5/1/11	Not needed	closed	Let 3/9/10	Let 8/9/11	Let 8/9/11	Let 2/10

Willingness of the City to assume financial risk



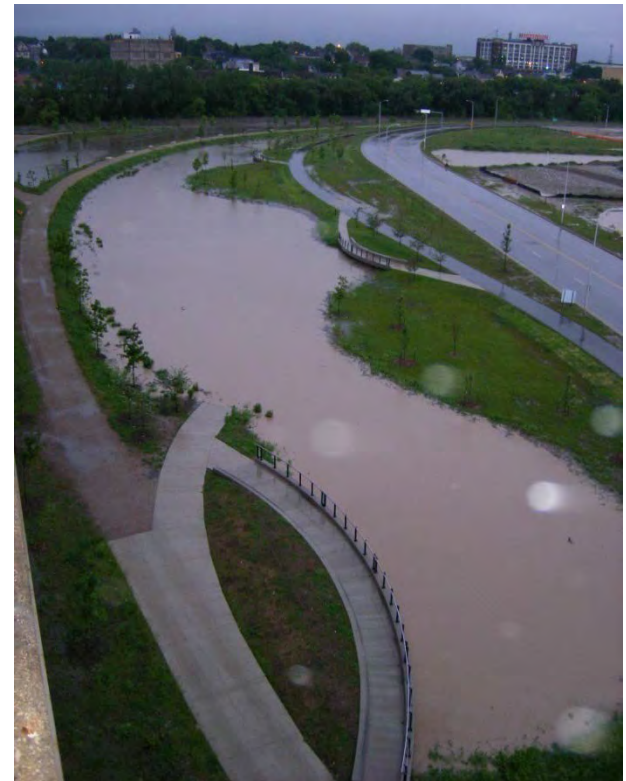
Aggressively market area's existing strengths



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



