

Menomonee
Valley
Partners,
Inc.

MVP

Menomonee Valley Partners, Inc.

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2002
in the Menomonee Valley



Front cover drawing courtesy of Mark and Linda Keane, Studio 1032 Architecture
Front cover lower right photo by

letter from the

PRESIDENT

2002 was a big year for the Menomonee Valley. Many of our projects this year helped us to expand and refine our vision of what is possible in the Valley. In various planning sessions and interviews, we gathered input from the community, while workshops and a design competition gave us the benefit of expertise from around the world, and the completion of the bridges at Sixth Street opened everyone's eyes to new opportunities.

What did we find through all this exploration? That we are most constrained by our own perceptions. Professionals from outside Wisconsin were amazed by the possibilities that the Valley offers, and they and we are excited to be part of a project with so much potential. Their ideas for the Valley were far-reaching and imaginative, envisioning a place that delivers benefits to our community on many different levels.

The progress described in this report is the result of a thriving public-private partnership among a variety of government entities, non-profits, local businesses, and interested individuals. We all welcome your interest and support.



-Mick Hatch

TABLE OF CONTENTS

p/2

Vision

p/3

Infrastructure

p/4-9

Development

p/10-11

Environment

p/12-13

Community

p/14-17

About MVP

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*MVP is dedicated to the redevelopment
of the Menomonee Valley for the benefit of
the entire Milwaukee community.*



Drawing courtesy of

VISION FOR THE VALLEY

A redeveloped valley will be *central* at the center of Milwaukee:

geographically, with new ties *geographically* to surrounding neighborhoods;

economically, with strong *economically* companies and jobs where

workers live; ecologically, *ecologically* with healthy waterways and

greenspace; and culturally, with recreational facilities for

the community. *culturally*

Photo courtesy of



INFRASTRUCTURE

Sixth Street Bridge Opened

New viaduct brings direct access to the Valley

After 93 years of service, the original Sixth Street Viaduct was finally ready to be replaced. The new, signature cable-stay bridges were designed by local architect and MVP Board member David Kahler. The viaduct was built in a joint venture by three Wisconsin firms: Zenith Tech Inc. of Waukesha, Lunda Construction Co. of Milwaukee, and HNTB of Milwaukee.

Sixth Street now has an at-grade intersection with Canal Street, making it an important gateway to the Valley. Construction of the Sixth Street bridges began in October 2000 and the grand opening was celebrated on September 4th, 2002. Participating in the ceremony were Gov. Scott McCallum, Milwaukee Mayor John Norquist and Milwaukee County Executive Scott Walker.

The 0.7-mile viaduct, with sidewalks and bicycle lanes, slopes from Clybourn Street on the north end down to Virginia Street on the south, then back up to Canal Street in the heart of the Menomonee Valley.

The new structure includes striking aesthetic features: two double-leaf bascule bridges over the Menomonee River and south canal; and two cable-stayed sections with slanted cables linked to concrete pylons. The pylons rise 145 feet above the valley, and the cables, up to 205 feet long, provide an elegant, sweeping look. The viaduct includes the first cable-stayed bridges for vehicle traffic in Wisconsin.



Photos courtesy of

“ *The new bridge is not just a beautiful structure, it also does a magnificent job of tying the city together.* ”

– Governor Scott McCallum

Infrastructure

DPW Selects Canal Street Engineering Team

The Milwaukee Department of Public Works has chosen engineering firms HNTB and CH2MHill to complete the engineering for the extension and reconstruction of Canal Street. The team will work closely with Wenk Associates, the Denver-based landscape firm and winner of the Menomonee Valley Design Competition. The contract will require that engineering be completed by December 31, 2003, and construction of the roadway is expected to begin in Spring of 2004. Funding and completion of Canal Street are a high priority for the City and the State.

infrastructure

development

Sustainable Design Guidelines

MVP is in the process of creating design guidelines that will help new developments achieve greater sustainability - including energy efficiency, stormwater management practices, and native or location-sensitive landscaping. The guidelines were fine-tuned in December during review sessions with professionals from Milwaukee and beyond. Now, team members are identifying local examples and resources that will help property owners implement these guidelines. We anticipate a release date of March 2003 for the completed guidelines.

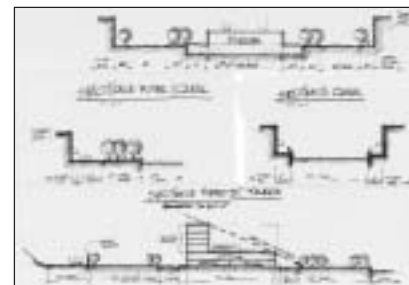


Illustration courtesy of



Adorn J. Stein UW Milwaukee
6th St. and Canal St. Intersection Valley Redevelopment 07/11/02

Illustration courtesy of

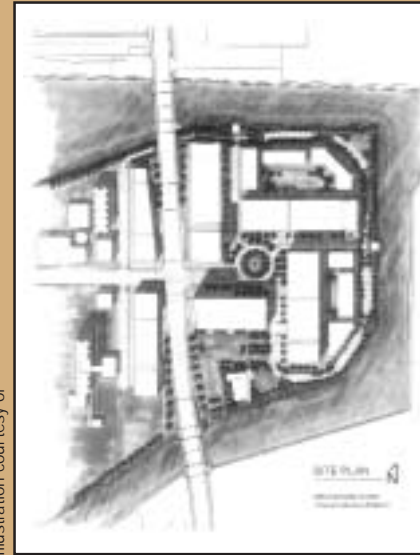


Illustration courtesy of

River's End Redevelopment

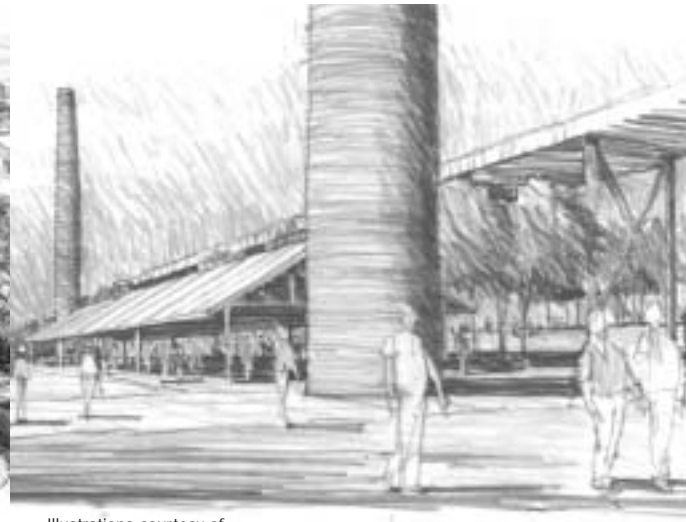
The new Sixth Street bridges and the at-grade intersection of Sixth and Canal Streets have made obvious to the whole community what MVP knew all along: this is a prime location for new development! The small peninsula at the eastern end of the Valley is surrounded by the Menomonee River and canals, and is just a few blocks south of downtown and north of exciting new developments in the Walker's Point area.

Approximately twenty acres of land are available for redevelopment on the four corners of the new intersection, an area called "River's End". In partnership with the Milwaukee Economic Development Corporation and Milwaukee Department of City Development, MVP is completing a master plan for River's End. Canal Street is scheduled to be reconstructed in 2004, further improving the infrastructure of the area. The Hank Aaron State Trail will run through River's End, and much of the river

edge will be upgraded to include a riverwalk, creating a pedestrian-friendly site.

All but one of the parcels in this area are controlled by the City of Milwaukee. MVP is working with the Redevelopment Authority of the City of Milwaukee to acquire the remaining parcel, complete environmental testing and other needed due diligence for the entire area, and (where appropriate) conduct environmental clean-up before reselling the parcels to private developers. MVP will use grant funding provided by the Wisconsin Department of Commerce, a Program-Related Investment (low-interest loan) from the Helen Bader Foundation, and other funding to complete the project.

"It's a very visible corner...its use ought to be something worthy of a corner that will have 15,000 cars by it every day."
Mayor John Norquist



Illustrations courtesy of

The 2002 National Design Competition

Wenk Associates wins with innovative and compelling design

In March, 2002, teams of landscape architects from around the country submitted their conceptual plans for a 70-acre area along the Menomonee River at the west end of the Menomonee Valley. A Landscape Design Competition, spearheaded by Sixteenth Street Community Health Center (SSCHC) and funded by the National Endowments for the Arts, brought these teams to Milwaukee.

The teams were charged with creating an industrial park that integrated natural processes with development and landscape features that achieved functional goals - including restoration of native species, filtering stormwater runoff, and providing community access. A jury composed of local representatives and nationally recognized landscape architects selected the winning design, created by a team of Wenk Associates, Applied Ecological Services, and HNTB, on June 15, 2002.

development

National Design Competition/ Stormwater Park

MVP is taking the in making sure the winning design is implemented by coordinating plans for the site with the Milwaukee Departments of Public Works and City Development, and raising funds for construction and plantings.

In August, Wenk Associates came to Milwaukee to present their winning conceptual design. They made a total of 11 presentations and met with over 200 people interested in the sustainable redevelopment of the Menomonee Valley, from policy makers to community advocates.

The partners behind the competition, including MVP, SSCHC, and the City of Milwaukee, won a *Green Ribbon Award* from the Community Open Space Partnership for their visionary process to restore the post-industrial Menomonee River Valley.



Photos courtesy of

environment

Guidance on Environmental Challenges

Originally a shallow marsh, the Menomonee River Valley was filled over time with a variety of materials and adapted for industrial use. These past uses helped create a set of negative perceptions that the Valley's environmental conditions would be too expensive to correct, which in turn discouraged new investments in the redevelopment of the Valley. To address these perceptions and provide information on current environmental conditions, MVP worked with the City of Milwaukee, the Wisconsin Department of Natural Resources (WDNR), the U.S. Environmental Protection Agency and the U.S. Geologic Survey to conduct scientific investigations of the Valley's soils and groundwater.

The results of this three-year study of groundwater conditions were posted on the MVP website in October 2002. Included were extensive references to Valley-specific and general brownfields information and a "Technical Road Map" that highlights the key issues and some solutions to Valley environmental problems.

The investigations have led to a much better understanding of the existing conditions, and to

the conclusion that widespread, high levels of contamination are not present, and the environmental issues that do exist in the Valley are manageable. Underscoring the validity of the investigations is the successful redevelopment of several Valley properties in the past few years, demonstrating that environmental issues can be managed in a cost-effective manner.

MVP Becomes Southeastern WI Regional Coordinator for the Wisconsin Stewardship Network (WSN)

This July, MVP became the regional coordinator for WSN, a bipartisan group of more than 100 environmental, conservation and sporting groups from around the state - working together to restore Wisconsin's conservation tradition.

As WSN's Regional Coordinator, MVP works with local groups in Milwaukee on environmental issues such as stormwater runoff, green infrastructure and land use. Working on behalf of WSN affords MVP the opportunity to strengthen relationships with environmental groups working together on issues that not only affect the Valley, but the entire state of Wisconsin.



Power of Place

Gathering local knowledge and histories to inform the redevelopment effort

During the winter and spring of 2002, a team of Public Allies conducted inventories of neighborhood associations, collected photos and stories that document the neighborhoods, and interviewed residents to determine their existing connections to the Menomonee River, the Valley and to the other surrounding neighborhoods.

Information gathered by the team will be shared in a meaningful way with a wider circle of people in the neighborhoods in ways that may have implications for Valley redevelopment goals and actions. The long-term goal is to create conditions for connections of all kinds, knowing that a diversity of connections serves to strengthen communities.

Public Allies is a program of AmeriCorps. The organization places diverse young leaders as interns for ten months at local nonprofit organizations in areas such as youth development, community development, public health and economic development.

Menomonee Valley Sustaining Wage

MVP convened a Living Wage Work Group over the summer of 2002 to consider what wage level would qualify as a “living wage” for the Valley. The group consisted of representatives from local labor organizations, Valley businesses, and the UWM Employment and

Training Institute. Group members evaluated budget information from several sources, demographics for the neighborhoods around the Valley, and costs such as health insurance, to arrive at a recommended hourly wage of \$12.00 plus health insurance.

Recognizing that not every business would be able to offer \$12.00 per hour to all its employees, the group also outlined a Sustainable Wage Plan that a business could complete to show how it would provide opportunities for advancement to lower-wage employees. The group compiled information on incentives and training programs that will make employees more valuable to business owners and can offset some of the cost of higher wages.

MVBA Transition

Business and property owners in the Valley have been fortunate over the past several years to have a committed and hard-working group of people representing them. After over a decade with the Menomonee Valley Business Association (MVBA), John Stimac is stepping down as the chair of the Association. John has attended countless meetings, hearings and luncheons on behalf of all the businesses, and his effective representation of Valley issues has been inspiring. He plans to spend more time with his wife and dogs, and working on his collection of classic cars.

In January 2003, Ted Matkom takes on the position of MVBA Chair. Ted is an attorney at Von Briesen and Roper, and also affiliated with D.R. Diedrich Tanning in the Valley.

Photos courtesy of

MVP Hires new Director of Outreach and Special Projects

MVP created a new position in 2002, the Director of Outreach and Special Projects. The position is responsible for outreach to the media, legislators, the development community, environmental groups, community organizations, and businesses in the Valley.

Current Outreach Director Monique DiGiorgio will be leaving MVP in February 2003. During her tenure with MVP, Monique created many new communication channels with Valley stakeholders. She launched a bi-monthly e-newsletter for MVP, designed the inaugural issue of the Friends of the Hank Aaron State Trail newsletter, and provided a face-lift for the Menomonee Valley Business Association newsletter.

MVP hopes to have a new outreach director in place by early spring 2003.

MVP's New E-Communication: Website and eNews

MVP's new website, www.RenewTheValley.org, designed and hosted by OnMilwaukee.com, is off the charts! The site is averaging 88 visitors a day, a very impressive statistic for a small non-profit. A total of 12,300 people have visited the site since it went on-line in the summer of 2002.

www.RenewTheValley.org is useful for anyone who wants to learn about the Menomonee Valley. For businesses looking to relocate to the Valley, the website offers a database of available sites, information on the key contacts in the Valley, a list of financial incentives for redevelopment projects, and guidance on tackling Valley environmental issues.

Through the "Projects" page on the MVP website, visitors are updated on the newest projects that are happening in the Valley. Many project pages refer people to downloadable .pdf's that offer a more

in-depth description of the projects and comprehensive resource materials.

The latest addition to the MVP website is a virtual tour of the Valley: with the click of a mouse, a web surfer can "walk" through the Valley, view sites in the Valley and learn more about the people and places in the Valley.

Finally, the website offers an on-line registration for MVP's eNews. Since the inaugural edition in August 2002, the bi-monthly eNews has been a source of current information about the Valley. The eNews is also a great way to generate traffic on the MVP website – we see a big spike in visitors after each issue.

Comments from visitors to our website indicate that it conveys a very positive message about the work being done in the Valley. In fact, it is such a comprehensive information source that after a visit to the website, many people are surprised to learn that MVP has a staff of just two people!

Valley in the News

The Menomonee Valley was a hot topic in 2002, with articles appearing in a number of local and statewide publications: the Milwaukee Journal Sentinel, Milwaukee Business Journal, Small Business Times, Corporate Report Wisconsin, WisPolitics, OnMilwaukee.com, and Vital Source, to name a few. Many partner organizations featured stories about the Valley in their newsletters. MVP made presentations about the Valley to groups ranging from the Wisconsin Green Building Alliance to the Young Professionals of Milwaukee. And Valley redevelopment was cited as a key opportunity in the Metro Milwaukee Association of Commerce's "Blueprint for Economic Prosperity".



Photo courtesy of

about MVP

Menomonee Valley Partners, Inc. was incorporated in 1999 as a non-profit 501(c)3 organization. MVP serves as a public-private partnership to guide and promote redevelopment of the Menomonee Valley, bringing together many stakeholders.

Board of Directors:

President:

Mick Hatch – Foley and Lardner

Vice President:

Peter V. McAvoy – Sixteenth Street
Community Health Center

Secretary:

Rana H. Altenburg – Marquette University

Treasurer:

Larry Salustro – We Energies

John E. Busby – Miller Compressing Company

Jeffrey A. Crawford – Forest County Potawatomi

Laura Goranson – Southeast Wisconsin Professional
Baseball Park District

Patrick Goss – Wisconsin Department of Transportation

David Kahler – DK Consulting

James Kaminski – Kaminski Consulting

Michael Morgan – Helen Bader Foundation

Richard Oulahan – Esperanza Unida

Julie Penman – Milwaukee Department of
City Development

Mariano Schifalacqua – Milwaukee Department of
Public Works

Donald J Schuenke – Northwestern Mutual
(Retired Chairman)

John Stimac, Jr. – Stimac Brothers Corp.

Dan Verzal-Cerac Inc.

Jon Wellhoefer – Milwaukee Redevelopment
Corporation

David Zepecki – Milwaukee County

Executive Director: Lilith Fowler

MVP THANKS ITS FUNDERS:

The Forest County Potawatomi Community Foundation

The Helen Bader Foundation

The Menomonee Valley Business Improvement District

State of Wisconsin Department of Commerce

We Energies

Wisconsin Focus on Energy

Greater Milwaukee Foundation's A. Walter and

Elsa K. Seiler Fund

The Milwaukee Partnership for Community Development

In addition, the organization is grateful to over 100 professionals who volunteer their time on our board and committees. You make valley redevelopment real!

2001-2002 STATEMENT OF ACTIVITIES Statement of Activities for the Fiscal Year 2002

Revenues

Grants & Contributions	147,398
BID 26 Contribution	25,826
Interest Income	4,333
Donated Facilities	7,800
Net Assets Released from Restrictions	<u>26,994</u>
Total Revenues	212,351

Expenses

Salary & Administrative Expenses	76,638
Direct Program Expenses	27,683
Occupancy Costs	<u>7,800</u>
Total Expenses	112,121

Net Increase in Unrestricted Net Assets	100,230
Net Decrease in Restricted Assets	<u>(26,994)</u>
Net Increase in Assets	73,236
Net Assets at Beginning	<u>175,483</u>
Net Assets at End	248,719