

An aerial, sepia-toned photograph of a city, likely Milwaukee, Wisconsin. The image shows a large bridge spanning a wide river. In the foreground, there are several large, multi-story industrial buildings with gabled roofs. The city streets and residential areas are visible in the background.

2003

*in the
Menomonee Valley*



MENOMONEE VALLEY PARTNERS, INC.

PRESIDENT

“Few residents of Milwaukee are aware of the great transformation that is taking place in the Menomonee Valley. The marsh which has hitherto been devoted to the growth of pond lilies, rush and rank grass, is yielding to engineering skill and industry, and is becoming most desirable and valuable property.”
-Milwaukee Sentinel, August 4, 1871

Yet another transformation is underway in the Valley today. For decades, the Valley was the engine driving Milwaukee’s industrial economy, but those days have long past. What remains in the Valley now are the legacies of many years of hard use. Significant investment has been and is still required to make it again a “most desirable and valuable property.”

The City has acquired 140 acres in the Valley and created a tax increment district to finance its redevelopment. Planning for the central and western Valley and for Canal Street is now complete, and a master plan for the eastern Valley is well under way. As we continue to move forward and begin to implement these plans in 2004, MVP hopes that this current transformation will not only repair the damages of the past, but enhance the Valley for many generations to come.



A handwritten signature in black ink, appearing to read "Mick Hatch". The signature is fluid and cursive.

-Mick Hatch

TABLE OF CONTENTS

p/2
Vision

p/3-5
Planning

p/6-7
Infrastructure

p/8-10
Development

p/11
Environment

p/12-13
Community

p/14-17
About MVP

Menomonee Valley Partners, Inc.
301 West Wisconsin Avenue, Suite 400B
Milwaukee, WI 53203
tel 414-274-4655
fax 414-274-4640
www.RenewTheValley.org
info@RenewTheValley.org

*MVP is a non-stock, non-profit corporation
dedicated to the revitalization
of the Menomonee Valley for the benefit of
the entire Milwaukee community.*



Vision for the VALLEY

A revitalized Valley will be at the center of Milwaukee:

geographically, with renewed ties to the surrounding city;

economically, with strong companies and jobs near workers' homes;

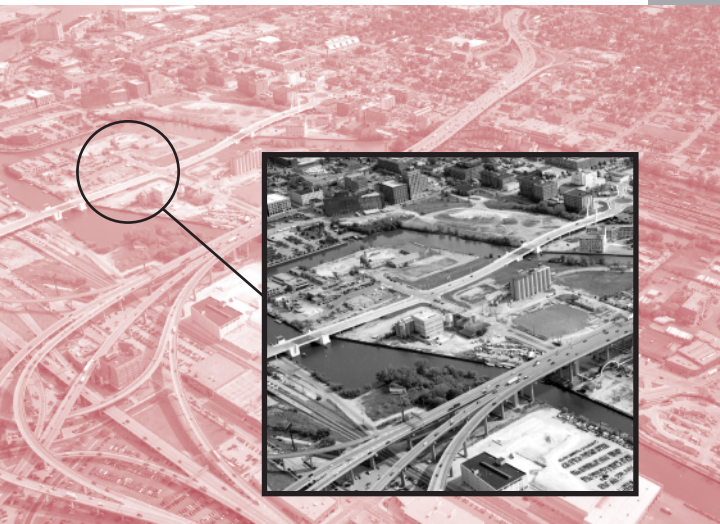
ecologically, with healthy waterways and greenspace; and

culturally, with firm roots in its past and a role in histories to come.

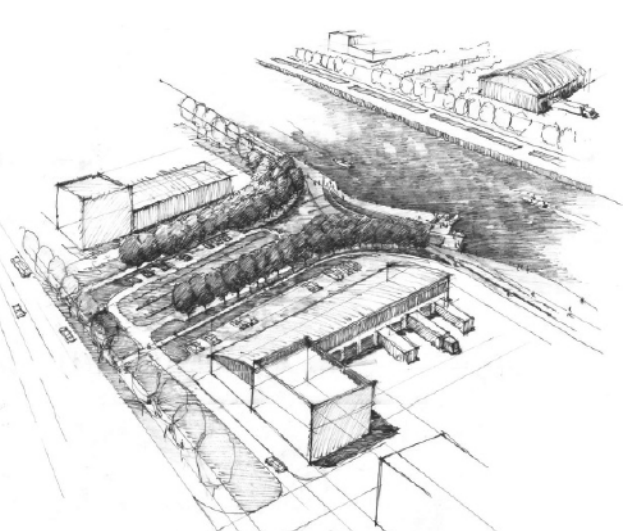


East End Plan

In September, MVP and the City hired Planning and Design Institute to prepare a master plan for the 20 acres at the eastern tip of the Menomonee Valley, surrounding the intersection of 6th and Canal. The plan will address issues such as creating a new street grid in this area, public river access, stormwater management, and building typologies. We anticipate completion of the plan in late spring 2004, at which point we will begin considering proposals from developers and end users for this area.



HNTB



Wenk Associates - Central Valley Plan

Park Planning

Building on the plans and momentum from the 2002 Menomonee Valley National Design Competition, MVP and partners are working to refine and implement the winning design by Wenk Associates. The Wenk design includes a light industrial business park, open space for recreation and stormwater treatment, river access points and riverbank restoration on the 140-acre former Milwaukee Road Shops.

MVP hosted two community meetings in August to garner neighborhood support and interest for the public park at the West End. Over 200 people attended the Public Input Session at the Mitchell Park Domes. Participants discussed the plan designs with Bill Wenk of Wenk Associates and indicated their preferences for activities from soccer to basketball and trails to open space. The results of these meetings are helping us to refine park designs with the support of the community. The park design will include three soccer fields, river access with a canoe/kayak launch and other activities and amenities.



Central Valley Plan

MVP and the City of Milwaukee contracted with Wenk Associates, Solomon/WRT and HNTB to plan for future land use in the Central and East Valley. The reconstruction of Canal Street and the new Hank Aaron State Trail will bring a lot of attention to the Central and Eastern areas of the Valley. The plan, aspects of which are already being used by the Canal Street planning team, uses finger-like parks for stormwater treatment and to create pedestrian connections between Canal Street and the river. The plan also includes development scenarios to attract re-investment in the Central Valley.

“Milwaukee could become a national model for transforming brownfields into engines for recreation and family supporting jobs.”

– Whitney Gould,
Milwaukee Journal Sentinel, Sept. 1, 2003

Menomonee Valley Benchmarking Initiative

The City of Milwaukee and other public and private sector agencies have vowed to improve the state of the Menomonee Valley over the next few decades. The Menomonee Valley Benchmarking Initiative (MVBI) seeks to assist in this process by identifying indicators that help understand the state of the Valley and by tracking those indicators over time. Another central aim of the MVBI is to promote discussion, citizen involvement and affect change on issues that are important to the future vitality of the Menomonee Valley and its surrounding neighborhoods.



Eddee Daniel

infrastructure

Canal Street

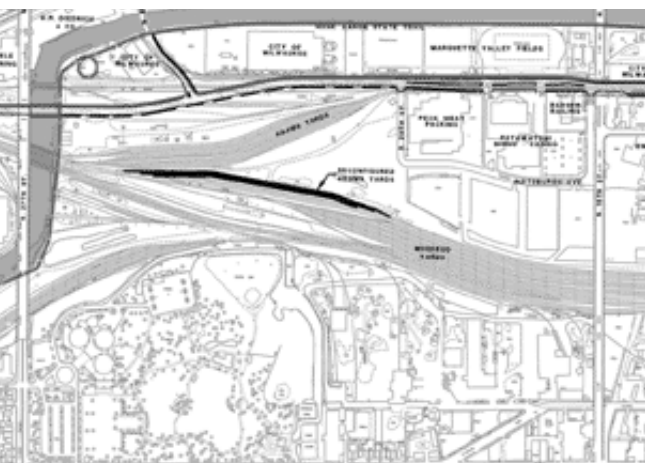
The City of Milwaukee and Milwaukee Transportation Partners worked with MVP, Valley businesses, property owners, and neighborhood organizations to design and engineer the reconstruction and extension of Canal Street during 2003. The Valley's main thoroughfare, Canal Street will extend from 6th Street to Miller Park. The existing portion between 6th and 25th Streets will be straightened and the rail spur relocated out of the roadway. Reconstruction from 6th to 25th will occur in 2004 and the extension west to Miller Park in 2005.

Canal Street will feature an off-street commuter bike trail, green stormwater treatments for the entire length and a roundabout at the intersection of 25th Street. The realigned street will improve traffic flow and safety, and continue to provide service to those businesses that rely on rail. When Canal Street is rebuilt and extended to Miller Park it will become a major traffic route, mitigating congestion during the rebuilding of the Marquette interchange.



Potawatomi Street

The Forest County Potawatomi constructed Pittsburgh Avenue between 16th and 20th Streets, immediately to the south of the casino. The street has been handed over to the City of Milwaukee for public right of way. Mayor John Norquist renamed the section “Potawatomi Street” in honor of the Potawatomi’s dedication to the Menomonee Valley and Milwaukee.





Wenk Associates - West End Plans

development

West End Development

On July 31, 2003 the City purchased the former Milwaukee Road Shops from CMC Heartland Partners. The purchase of the 140 acres between Falk Corporation and Miller Park paves the way for the extension of Canal Street to Miller Park in Spring 2005 and the development of a new business park. The City has received significant support from the Federal and State governments to redevelop this land, most recently \$2 million from the Department of Housing and Urban Development and \$1 million from the State of Wisconsin.

Public and private sector response to the West End purchase has been extremely enthusiastic. Many businesses have already expressed interest in development or expansion in the area. The Milwaukee Economic Development Corporation is working closely with MVP's Business Recruitment Committee to get a jump-start on marketing the property. A Marketing Plan is being developed, and we are searching for businesses meeting the guidelines established for the area. Criteria include job-intensive users and family supporting wages of \$12/hour plus health benefits.



Eddee Daniel

Business Recruitment

In 2003, Menomonee Valley Partners established a Business Recruitment Committee. The Committee is developing a marketing strategy to identify and recruit businesses to the Menomonee Valley and creating marketing materials outlining the industrial, environmental and cultural advantages of locating in the Valley. The objective of the Business Recruitment Committee is to attract companies offering family-supporting jobs and a high density of jobs.

MVP Becomes a Property Owner

MVP completed acquisition of its first property, the former Morton Salt facility at the southeast corner of Sixth and Canal Streets. The property is a 3.8-acre brownfield flanked by City-owned properties on three sides. Its location as a gateway to the Valley makes it a key parcel to catalyze further redevelopment. MVP is collaborating with the City of Milwaukee to create a master plan for redevelopment of this and the surrounding parcels (see Planning). MVP purchased the land with funding from the Wisconsin Department of Commerce. Environmental testing was funded by the Environmental Protection Agency and clean-up of the site will be financed in part through a Program Related Investment from the Helen Bader Foundation. We intend to prepare the parcel for new development and then resell it.



Ellen Pizer-Kupersmith

In the past 5 years, 40 acres of brownfields have been cleaned up in the Valley.

New Neighbors

The Sigma Group, a local environmental consulting firm, completed construction of their new corporate office at Canal Street and Emmer Lane and moved in in late November. Sigma had purchased the vacant 3-acre brownfield parcel from the City of Milwaukee. Construction began in March 2003. Prior to the construction phase, significant efforts were made to characterize the site, plan and design the building and grounds, and coordinate the project elements with State and City of Milwaukee agencies and local interest groups including Menomonee Valley Partners. The site includes a river walk along the Menomonee River, native plantings, daylighting and other sustainable design features. Websurfers could track the construction progress through monthly updates posted on MVP's website. Sigma received a 2003 Mayor's Design Award for the new building.



Sigma Headquarters on Canal St.

DCD



Larry D'Attilio

environment

Ecological Restoration

The Army Corps of Engineers began a study of the Menomonee River and the potential for ecological restoration this summer. Depending on the outcome of the study, it could be the first step in a multi-million dollar federal investment to make major improvements in the Menomonee River. Senator Russ Feingold obtained \$140,000 in federal funds for the Corps' study of the Valley.

Water Quality Kiosks

MVP is partnering with the UWM WATER Institute and Biology Department and the Sixteenth Street Community Health Center to monitor water quality on the Menomonee and Milwaukee Rivers and develop two educational kiosks. The Kiosks, located at the Urban Ecology Center and the new Third Ward riverwalk, will enable passers-by to see real time water quality data, learn about their place in the watershed and how their activities affect water quality. The project, funded in part by the Wisconsin Coastal Management Program, will be completed by Summer 2004.

A Cleaner and...

The Menomonee Valley Business Improvement District partnered with the Milwaukee County Correctional Department to provide litter collection services along the streets in the Valley. Persons fulfilled community service requirements by collecting trash along St. Paul Avenue and Canal Street every two weeks during the summer and fall of 2003. The program will continue next spring and may be expanded to include plantings.

Successful advocacy by the BID, Keep Greater Milwaukee Beautiful and Friends of Milwaukee's Rivers brought the Milwaukee Skimmer up the Menomonee River to clear debris and clean up the trash at the Emmer Lane Bridge. MMSD provided a matching grant to the BID to hire the Skimmer in October and November. The City of Milwaukee ran the skimmer weekly at the end of the year concentrating on removing the clogged debris at Emmer Lane.

...Safer Valley

The Menomonee Valley Business Association organized two safety and security meetings early in 2003 to address problems of drag racing along St. Paul Avenue and to discuss other security issues. Several members of the Second Police District (including the Captain) attended the meetings and discussed solutions for the drag racing and other security issues. They outlined ways the MVBA and the police can work together to improve safety and security in the Valley, with great results: there was only one reported instance of drag racing in the Valley this summer.

By Special Proclamation

Mayor John Norquist declared January 16, 2003 'John Stimac Day' in honor of Mr. Stimac's dedication to Milwaukee and Menomonee Valley redevelopment. Mr. Stimac was also awarded KBMB's Lawlis Lifetime Service Award, and was a runner-up for a Milwaukee Award for Neighborhood Development Initiatives (MANDI) in 2003.



Valley on Display at the Haggerty Museum

MVP celebrated a decade of progress in the Valley this summer with a reception at Marquette University's Haggerty Museum of Art. Local photographers Eddee Daniel, Ellen Pizer-Kupersmith, Tim Evans and Mark Avery displayed 30 years of images of the Valley. MVP took the opportunity to unveil Wenk Associates Central Valley plans and announced the Army Corps of Engineers study.

Valley History & Trail Signs

Local historian John Gurda and the Great Lakes Archaeological Research Center have compiled a prehistory and history of the Valley and developed a Cultural Resource Management Plan. Their research will be used to create interpretive signs, assist in the redevelopment of parcels, and provide content for articles on the history of the Valley.

Twelve interpretive signs will be developed along the Hank Aaron State Trail covering topics from 'Neighborhood History and Workforce' to 'Land Use and Flooding' and 'Milwaukee Manufacturing'.



Ellen Pizer-Kupersmith

In the News

The Valley made headlines frequently this year, raising our profile and creating quite a bit of talk around the town. In addition to multiple articles in the Milwaukee Journal Sentinel and the Business Journal, we were featured in the Wisconsin American Planning Association newsletter, Outpost Exchange, Shepherd Express, Daily Reporter, City Lifestyle and Vital Source Magazines. Columnists Whitney Gould, Eugene Kane and John Gurda featured Valley issues. Redevelopment of the Valley figured prominently in Governor Doyle's "Grow Wisconsin" economic plan.

Presentations were made to the Urban Land Institute, Commercial Association of Realtors, Sierra Club and the Lifelong Learning Center on Valley revitalization. MVP assisted Keep Greater Milwaukee Beautiful in "Taking a Closer Look at the Menomonee River Valley" at their 12th Annual Seminar and participated in the Milwaukee Public Museum's Environmental Day.



The train car on display in front of the Milwaukee Art Museum this summer was built in the Menomonee Valley at the Milwaukee Road Shops.



(left to right): Lilith Fowler, Kristin Stieger, and Elinor Tretheway

New Staff

Kristin Stieger, our Economic Development Specialist, is an Economic Development Fellow from UW-Milwaukee where she is pursuing a Masters Degree in Urban Studies and a Graduate Certificate in Non-Profit Management. We are delighted to have her for the duration of her two-year Fellowship. Kristin is currently focusing on fundraising for MVP and park development.

MVP Grows Up

MVP moved into its own office in the Matthews Building on Wisconsin Avenue in the Fall. We even have our name on the door!

Our address, telephone and fax numbers have changed but our e-mail addresses remain the same.

Menomonee Valley Partners, Inc.
301 West Wisconsin Avenue, Suite 400B
Milwaukee, WI 53203
Fax: 414-274-4640

Lilith Fowler - Executive Director: 414-274-4654
Elinor Tretheway - Outreach Director: 414-274-4655
Kristin Stieger - Economic Development Specialist:
414-274-4657

MENOMONEE VALLEY

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 McAvoy - Sixteenth Street Community Health Center

Secretary:

Rana Altenburg - Marquette University

Treasurer:

Larry Salustro - We Energies

Ruben Anthony Jr. - WI Department of Transportation

Jeffrey Crawford - Forest County Potawatomi

Laura Engan - WI Department of Administration

Laura Goranson - Southeast WI Professional Baseball Park District

David Kahler - DK Consulting

Edward Matkom - von Briesen & Roper, s.c.

Richard Oulahan - Esperanza Unida, Inc.

Julie Penman - Milwaukee Department of City Development

Mariano Schifalacqua - Milwaukee Department of Public Works

Donald Schuenke - Retired Chairman, Northwestern Mutual

John Stimac Jr. - Stimac Brothers Corp.

Jon Wellhoefer - Milwaukee Redevelopment Corp.

Dashal Young - Milwaukee County

Executive Director: Lilith Fowler

MVP thanks its funders:

Milwaukee County
Menomonee Valley Business Improvement District, #26
Milwaukee Partnership for Community Development
Wisconsin Department of Commerce
The David and Julia Uihlein Charitable Foundation
The Forest County Potawatomi Community
Foundation
The Greater Milwaukee Foundation's A. Walter and
Elsa K. Seiler Fund
The Helen Bader Foundation
The Lynde & Harry Bradley Foundation
We Energies
Wisconsin Coastal Management Program

**Statement of Activities for the
Fiscal Year Ended June 30, 2003**

Revenues

Grants & Contributions	137,218
BID 26 Contribution	25,000
Program Revenue	26,449
Donated Facilities	15,600
Miscellaneous Income	5,874
Net Assets Released from Restrictions	<u>18,964</u>
Total Revenues	\$229,105

Expenses

Program Expenses	175,197
Occupancy Costs	15,600
Administrative Expenses	<u>48,405</u>
Total Expenses	\$239,202

Net Assets at June 30, 2003	\$219,658
-----------------------------	-----------



Printed in the Menomonee Valley by Anderson Graphics
Cover image courtesy of Library of Congress, Geography and Map Division

MVP

Menomonee Valley Partners, Inc.

301 West Wisconsin Avenue, Suite 400B

Milwaukee, WI 53203

telephone: 414-274-4655 fax: 414-274-4640

www.RenewTheValley.org