



*Photo: Bicyclists travel through the Valley Passage after enjoying a nice bike ride on the Hank Aaron State Trail



*Photo: On an overcast summer night, the Harley Davidson Museum welcomes local bikers to its weekly "bike night"



*Photo: One of many spread across the Valley, this Hank Aaron State Trail sign marker on 6th & Canal Street helps guide bicyclists and pedestrians from nearby street routes onto the trail



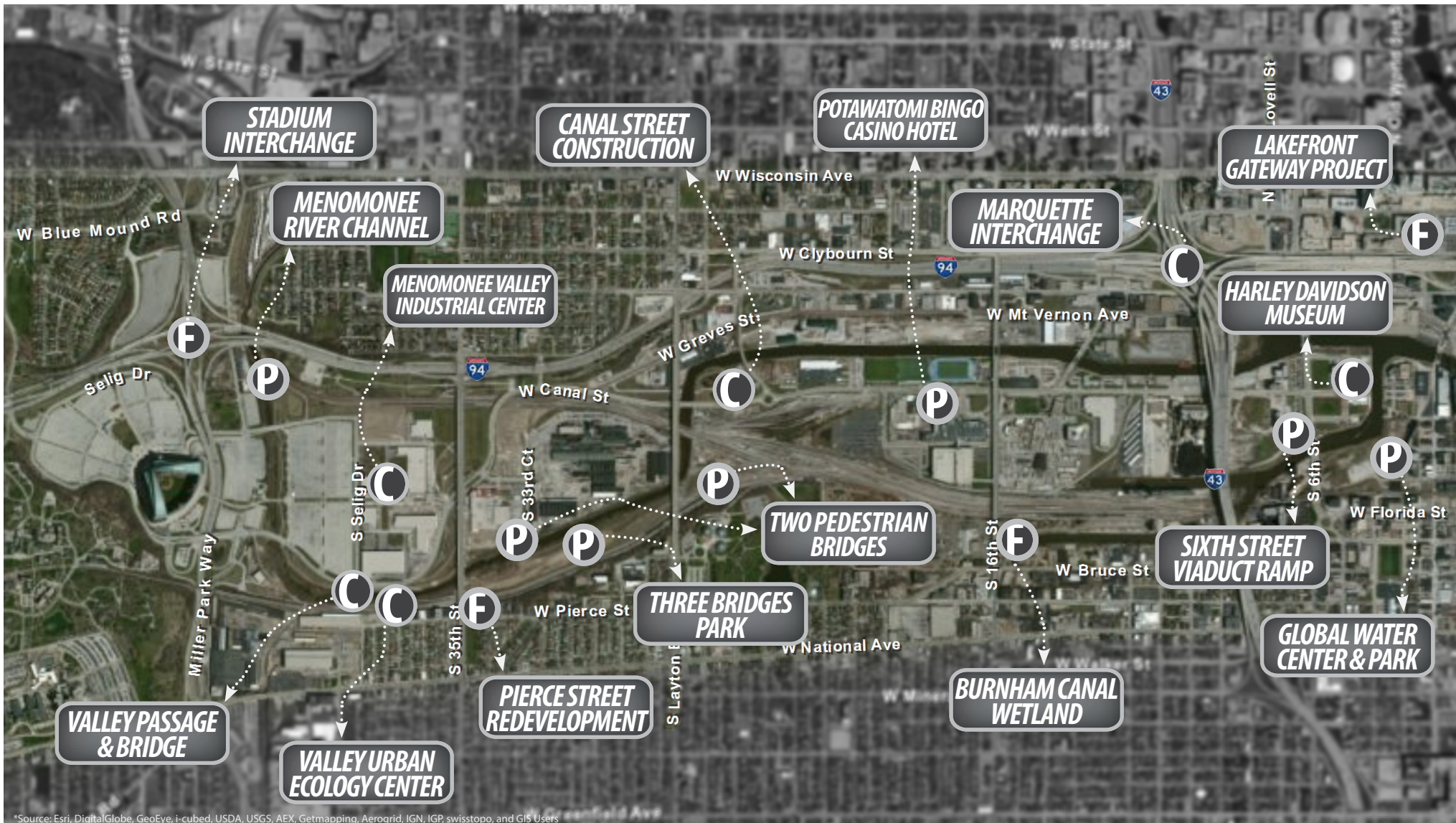
*Photo: Construction of the Urban Ecology Center's Valley Branch (on Pierce Street) was made possible through kind donations of building supplies

*Source (All): Greg Latsch Photography

SECTION FOUR

16 PROJECTS

VALLEY CATALYTIC PROJECTS



*Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and GIS Users

COMPLETE, PRESENT & FUTURE CATALYTIC PROJECTS

The aerial image above shows the Complete, Present, and Future catalytic project locations within or near the Valley (in color).

Complete catalytic projects are defined as being finished with construction and open for use since 2005.

Present catalytic projects are currently being built and have confirmation of being complete in less than one year from 2013.

Future catalytic projects are those without a completion date or the date is greater than one year from 2013.

*Projects in black font (right) have more info on following pages.

- C** SIX COMPLETE CATALYTIC PROJECTS
- Canal Street Construction
 - Menomonee Valley Industrial Center
 - Harley Davidson Museum
 - Marquette Interchange
 - Valley Passage & Bridge
 - Valley Urban Ecology Center

- P** SIX PRESENT CATALYTIC PROJECTS
- Two New Pedestrian Bridges
 - Three Bridges Park
 - Global Water Center & Water Technology Business Park
 - Potawatomi Bingo Casino Hotel
 - 6th Street Viaduct Ramp
 - Menomonee River Channel

- F** FOUR FUTURE CATALYTIC PROJECTS
- Pierce Street Redevelopment
 - Burnham Canal Wetland
 - Stadium Interchange
 - Milwaukee Lakefront Gateway Project

LOCATION MAP CATALYTIC PROJECTS



HANK AARON STATE TRAIL ALONG STORMWATER PARK IN MENOMONEE VALLEY INDUSTRIAL CENTER

*Source: Greg Latsch Photography



REAR ENTRANCE OF THE HARLEY DAVIDSON MUSEUM ALONG THE MENOMONEE RIVER CANAL

*Source: Greg Latsch Photography



SOUTH ENTRANCE TO MENOMONEE VALLEY FROM THE VALLEY PASSAGE BRIDGE DURING WINTER

*Source: Menomonee Valley Benchmarking Initiative Photography

THE MENOMONEE VALLEY INDUSTRIAL CENTER (MVIC) (PICTURE)

The MVIC was a redevelopment of the Milwaukee Railroad Shops property (previously considered Milwaukee’s biggest eyesore) into an award-winning green industrial park. After the Redevelopment Authority of Milwaukee (RACM) took over the land, the area was remediated and parcels of the 70-acre site were sold for redevelopment. Later on, new amenities such as the Hank Aaron State Trail, Stormwater Park, and Canal Street extension helped secure more interest from prospective businesses. To date, the MVIC has created over 1,200 jobs since its inception with a few remaining parcels close to development.

WEST CANAL STREET CONSTRUCTION

Completed in 2006, Canal street was reopened for motorists to drive from 6th Street through the Menomonee River Valley to Miller Park Way. Previously, the street was plagued with access problems and terminated at 25th street. The project included pavement reconstruction, new traffic signals, a railroad spur, a section of the Hank Aaron State Trail, and a roundabout at 25th Street.

THE HARLEY-DAVIDSON MUSEUM (PICTURE)

The 20-acre site, formerly owned by the City of Milwaukee and Morton Salt Company, lies on the Menomonee River and Canal Street. The brownfield site received an environmental clean-up, with helpful funding from the State, and later completed in 2008. The 130,000 square foot museum draws 350,000 annual visitors and has a restaurant and bar, riverwalk and public access.

THE VALLEY PASSAGE & PEDESTRIAN BRIDGE (PICTURE)

The Valley Passage once provided access for workers, living south of the Valley, to their jobs until the bridge was demolished. In 2010, the bridge was rebuilt to provide access to not only the Valley but also the Hank Aaron State Trail. In 2011, derelict space between two buildings on West Pierce Street was redeveloped to provide bicycle and pedestrian access to the southside. A tunnel, used historically by workers to enter the Valley, now features colorful murals of the Valley’s history.

URBAN ECOLOGY CENTER

A former tavern on West Pierce Street was redeveloped into the Urban Ecology Center’s third location. Finished in 2012, the two-story building boasts solar panels, a public and free small library, rain barrels and other donated materials. The center is used to teach children and adults about the environment and doubles as a research facility for staff. This project was the result of a collaboration between the Menomonee Valley Partners & Urban Ecology Center - “From the Ground Up”.

COMPLETE CATALYTIC PROJECTS



THREE BRIDGES PARK (PICTURE)

During the summer of 2013, this former railyard site became a 24-acre park. The park includes - a restored riverbank, community garden plots, extension of the Hank Aaron State Trail, and an outdoor classroom. The park contains a series of hills, created by fill from the 2008 Marquette Interchange project, which resemble drumlins and kames prominent in Wisconsin. The park's namesake comes from the three Valley bridges - the existing Valley Passage bridge and two currently being erected at Mitchell Park & South 33rd Court.

BURNHAM CANAL WETLAND RESTORATION

In 2013, a Milwaukee Metropolitan Sewerage District proposal for the 3,000 foot long canal, located from South 11th to South 15th Street, will aim to clean-up contaminated soil and recreate a 9-acre wetland atop it. The proposal includes the removal of the soil, a cap on the canal bottom, and filling of the entire 22 foot deep channel with clean soil and crushed concrete for the wetland.

WATER COUNCIL INTERNATIONAL WATER TECHNOLOGY ACCELERATOR & WATER TECHNOLOGY PARK

In the summer of 2013, the 98,000-square-foot Accelerator building located in the Valley's east-end will open its doors for water technology companies. The building is already 75% leased and will contain more than 20 businesses. Similarly, the vacant site along the Menomonee River called Reed Street Yards will be redeveloped into a 700,000 square foot mixed-use urban office & technology park focused on the international water industry. Construction is to begin spring 2013.

POTAWATOMI BINGO CASINO HOTEL (PICTURE)

The \$150 million project, set to open in summer of 2014, will consist of 381 rooms and be 20 stories high - becoming the tallest building in the Valley. Guest accommodations will include a spa and exercise area, restaurant, bar and meeting space. Estimates indicate 230 permanent jobs and \$10 million annual City and County revenue could be generated from the project.

REMOVAL OF MENOMONEE RIVER CONCRETE CHANNEL

Late 2013, the Milwaukee Metropolitan Sewerage District will help remove 1,100 feet of concrete from the bed of the Menomonee River, north of Wisconsin Avenue to the Menomonee Valley. This project helps eliminate a barrier for fish passage along the Menomonee River that has existed since 1965. The project would restore a more natural stream bed that better accommodates fish passages from Lake Michigan to as far upstream as Menomonee Falls.

WEST PIERCE STREET REDEVELOPMENT (PICTURE)

To build off the success of the nearby projects, the community development corporation Layton Boulevard West Neighbors (LBWN) is developing a strategic plan for Pierce Street - the commercial and residential street corridor that borders the Valley to the south.



LARGE CROWDS ATTEND THE PUBLIC OPENING OF THREE BRIDGES PARK IN JULY 2013

*Source: Menomonee Valley Benchmarking Initiative Photography



THE POTAWATOMI BINGO CASINO HOTEL DURING CONSTRUCTION

*Source: Menomonee Valley Benchmarking Initiative Photography



RENDERING OF POTENTIAL STREETScape DESIGN FOR PIERCE STREET NEAR VALLEY PASSAGE

*Source: Alison Van Dyk, Jose Fernando Moreno, John Pelissier, Jason Thiedecke & Tim Corlier

PRESENT & FUTURE

CATALYTIC PROJECTS

