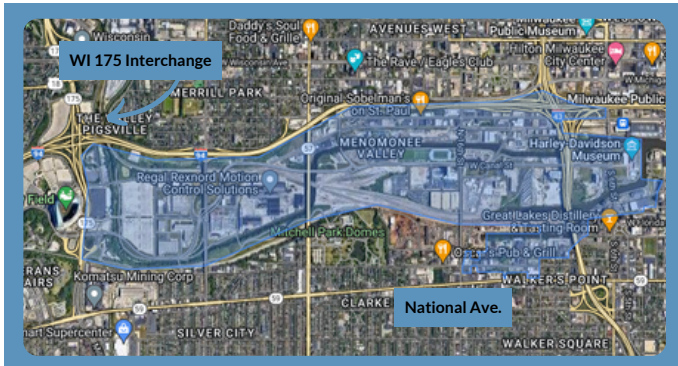


Why There is No Residential Development in the Menomonee River Valley



Protection of existing manufacturing uses

The Valley is an economic driver for the SE WI region, producing goods sold around the world, supporting supplier industries, and bringing revenue into the local economy. We must ensure these manufacturing companies can continue to operate effectively and grow in our city.

Support of city-wide policies

Large tracts of available industrial land are scarce in Milwaukee. The 2021 Industrial Land Analysis (ILA) called for protecting the city's existing industrial land in the Valley for manufacturing. The Valley 2.0 Plan, the Bruce-Pierce Plan, Growing Prosperity, and other local and regional plans recommend holding large industrial parcels of land close to the workforce and transportation corridors for local manufacturing growth.

Stakeholder input

Many long-term businesses in the Valley have expressed opposition to residential development because it would conflict with their existing uses and could create pressure for manufacturing uses to relocate, as has happened in other areas. Surrounding neighborhood organizations have shared with the City and MVP that developing housing in the Valley would compete with their existing housing initiatives. As a result, MVP and the City have continued to support uses that are compatible with the existing mix of businesses and supportive of the city-wide housing strategy.

Conflicts with existing businesses

Throughout the Valley, there are existing businesses whose operations would pose conflicts with families living in adjacent properties. Trucks regularly block the streets backing in for shipments, and as the Valley is still disconnected from the greater street grid, that can mean there is no other way in or out for period of time. Trucks and other equipment can be loud for residential neighbors, while some uses, like chemical manufacturing, should not have families living nearby. Once families live near these type of operations, there is often pressure to change necessary business operations or relocate.

Public safety

Creating isolated housing outside of a residential context poses public safety and logistical issues. Residential uses in the Valley would not be within walking distance of many services desired by residents (grocery, transit, etc.). There would also be concerns with children being in proximity to truck and rail traffic, as well as security challenges in areas that are otherwise business districts and closed at night.

It is important to create easy, accessible and safe connectivity into the Valley through transit, bicycle and pedestrian connections, and to reinforce (not undermine) the efforts already underway to develop quality workforce housing stock in the neighborhoods adjacent to the Valley. For all of those reasons, the City of Milwaukee and MVP do not support residential rezoning within the Valley.

Why Manufacturing Matters in the Valley?



8,500+
family supporting jobs



125+
businesses in the Valley



4.3x
industrial jobs wage return on value to area (compared to 1.6x for commercial jobs)