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**Milwaukee Background**

- Location
- History
- Ascent 1835 – 1965
- Decline 1965 - 1980

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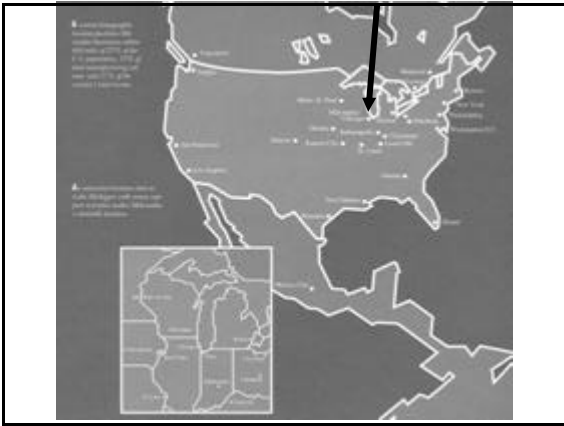
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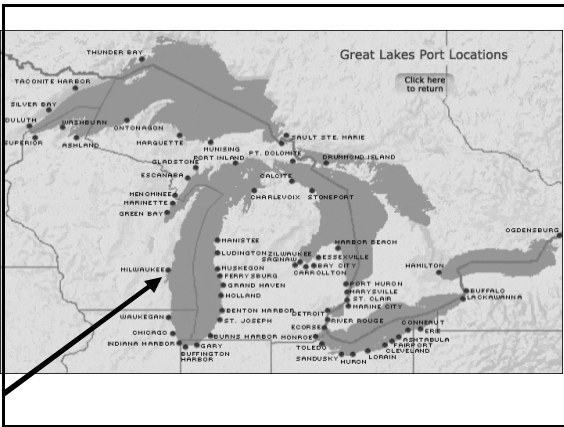
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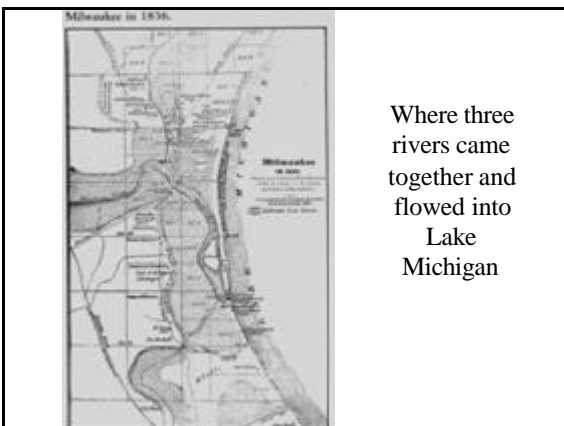
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Where three  
rivers came  
together and  
flowed into  
Lake  
Michigan

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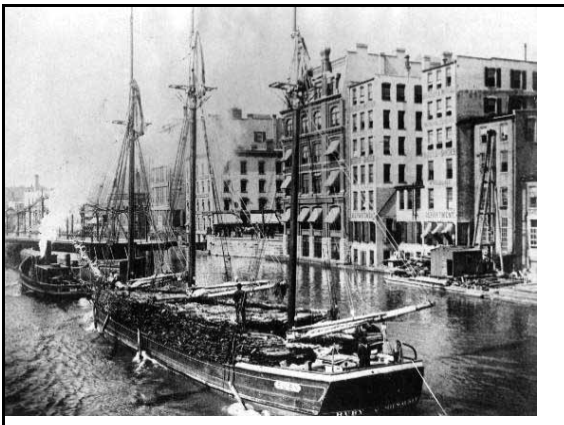
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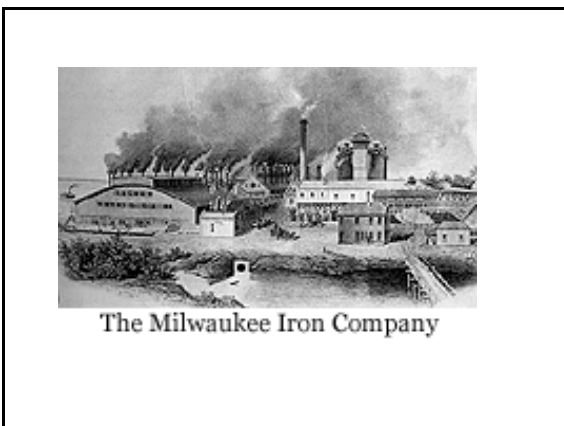
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Looking west from Water Street, photograph c. 1950.

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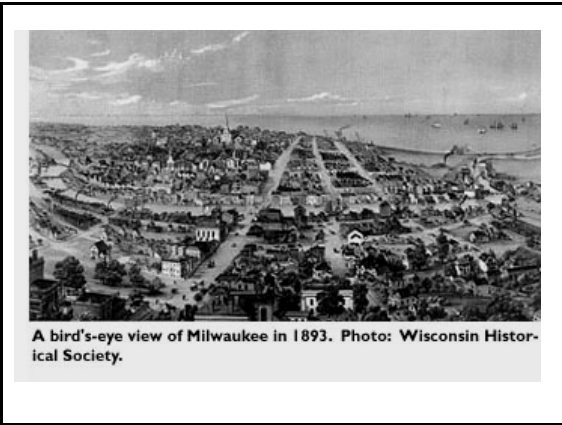
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A bird's-eye view of Milwaukee in 1893. Photo: Wisconsin Historical Society.

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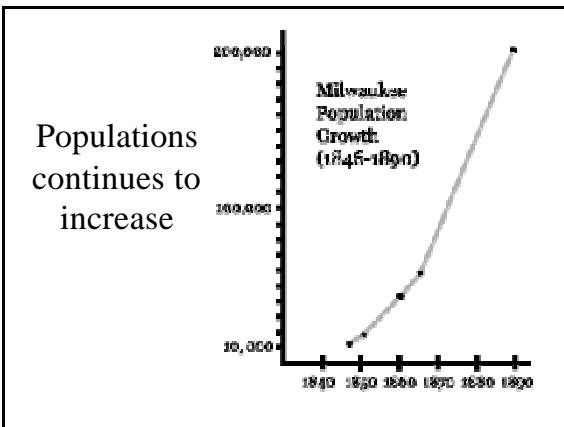
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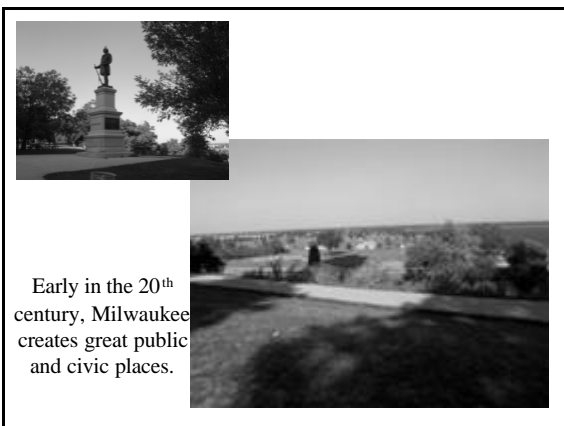
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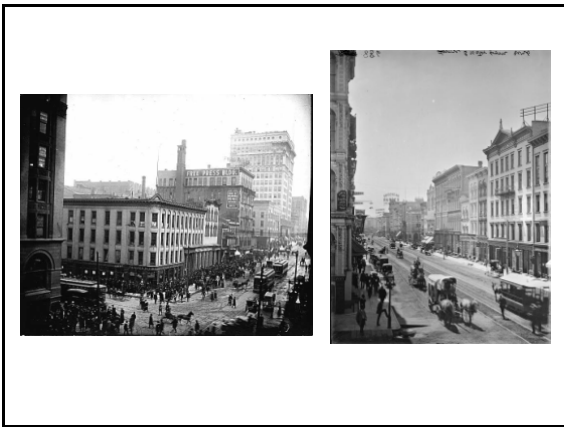
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In the 1940's, much factory production turned to war time efforts.




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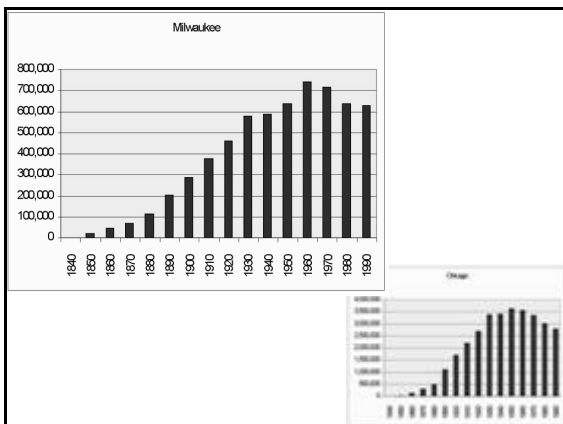
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## Many Older Buildings Retained



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In the late 1970 and 1980's many manufacturing jobs left.



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## Rebirth – First Round

### The First Intervention Big Projects 1985-1995

- Large Venues
- Grand Avenue
- Office Towers
- Civic Projects
- City of Festivals

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Focus on  
Neighborhood  
Development

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Central Area of Milwaukee

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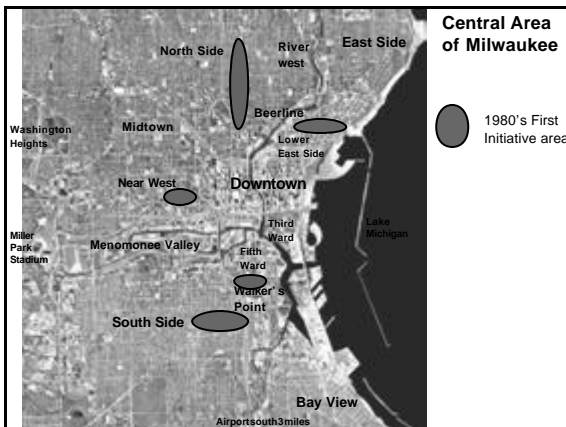
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Central Area of Milwaukee

1980's First Initiative area

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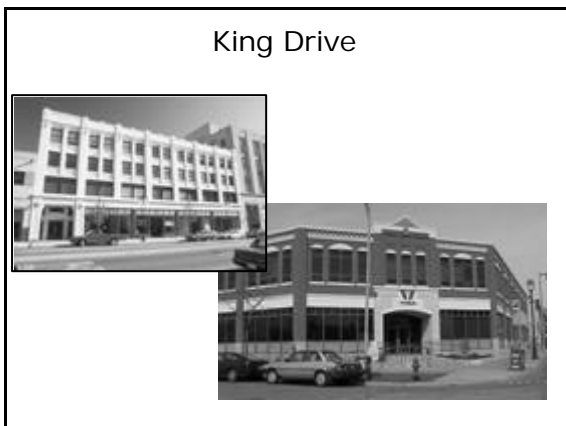
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King Drive

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### Brady Street



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### Historic Mitchell Street



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### Neighborhood development - 2005



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East Point –  
The first Park East  
Redevelopment



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**Revitalizing  
Housing Communities**



**Strategic Development  
Investment**

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## Land management SPA



- Maintain and market tax-foreclosed property
- Offset CDBG cut
- Owner-occupants
- Average holding period 50% shorter
- Average sale price: \$22,575

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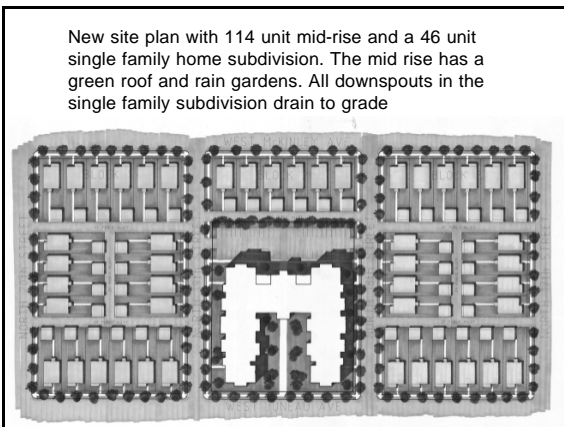
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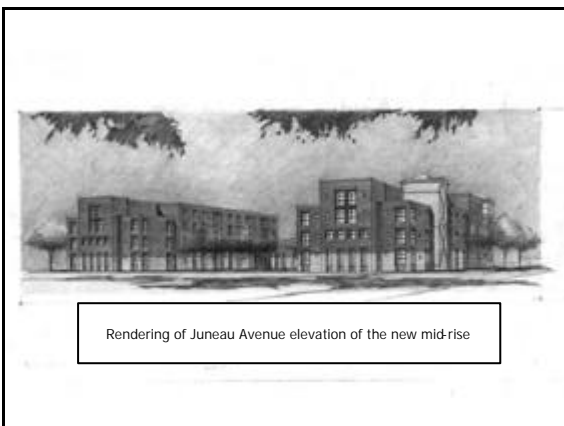
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Rendering of Juneau Avenue elevation of the new mid-rise

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Rain gardens, benches and chess tables grace the courtyard



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## Revitalization Tools

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Milwaukee's  
Mainstreets



### Business Assistance

- Site Location Assistance
- Permit Process
- Technical Assistance
- Business Links
- Grants & Financing

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## Economic Development



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### Milwaukee's Mainstreets



## Grants & Financing

- Retail Investment Fund
- Façade Grant Program
- Capital Improvement Funds
- Rental Rehabilitation Program

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### Milwaukee's Mainstreets



## Façade Grant Program



- Quality restoration of commercial storefronts
- 50% up to \$5,000 (DT: 30% up to \$50,000)
- Design guidelines & assistance

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Milwaukee's  
Mainstreets



### Milwaukee's Mainstreets Program

- Retention
- Recruitment
- Rehabilitation
- "Refill" - Infill Development

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### Encouraging private investment



Before



After

### Brownfields Cleanup

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### Brownfield Successes



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**Encouraging private investment**



Midtown Center



Park East Corridor

**Infrastructure Investment**

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**Encouraging private investment**



**Land Sale**

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**Success Indicators**

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## Other Business Indicators Metropolitan Milwaukee

- Airport passengers (August 2005)  
↑ 14% since August 2004
- Construction contracts (July 2005)  
↑ 13% since August 2004

Source: Metropolitan Milwaukee Association of Commerce

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## The City of Milwaukee represents 34% of your tax dollar



### Citywide Tax Levy

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## Growth Continues

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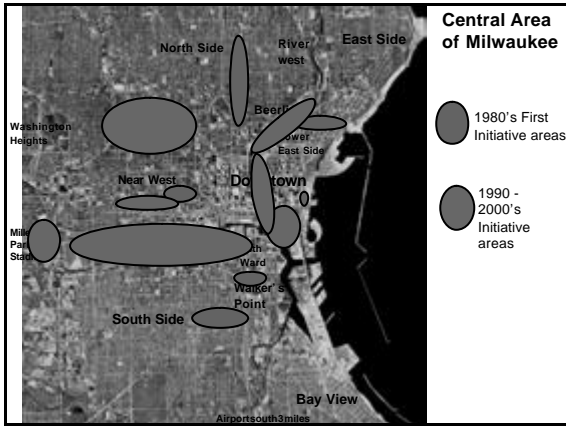
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## Major Development Initiatives

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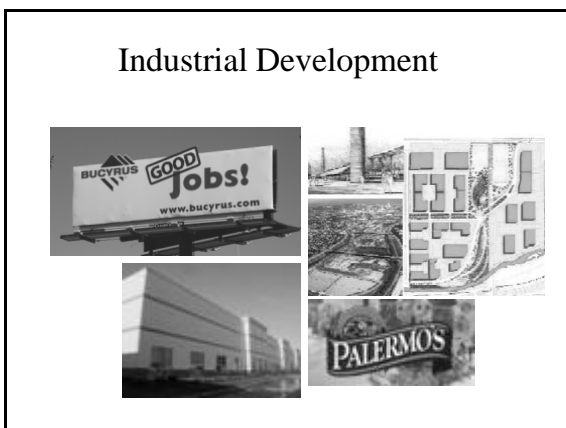
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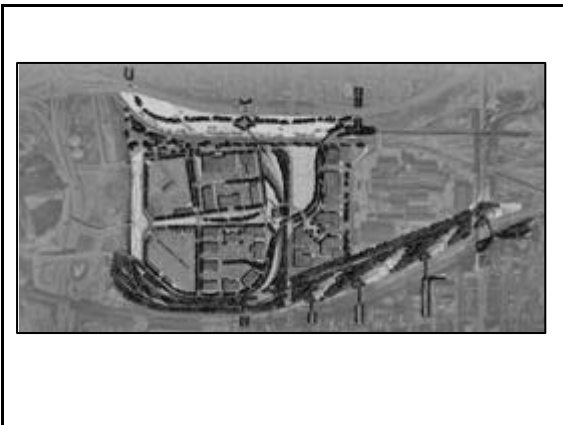
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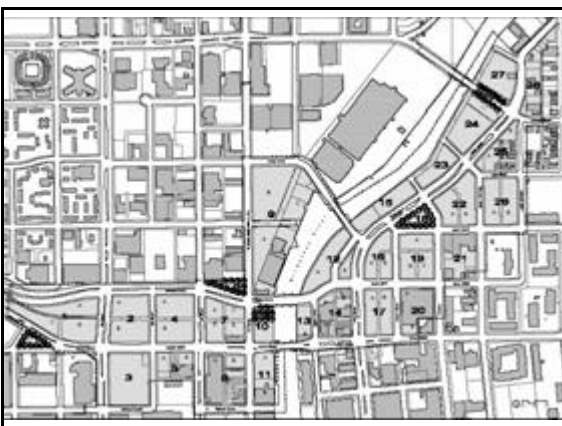
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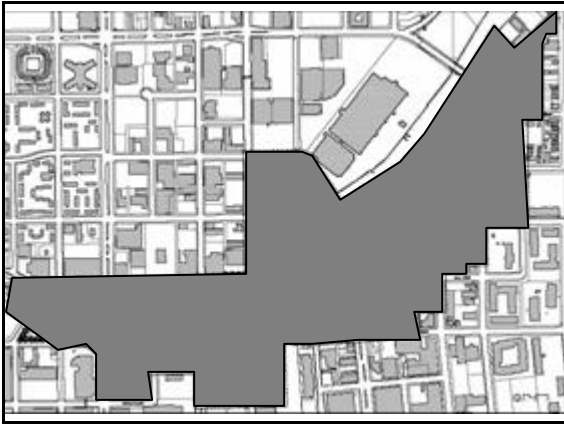
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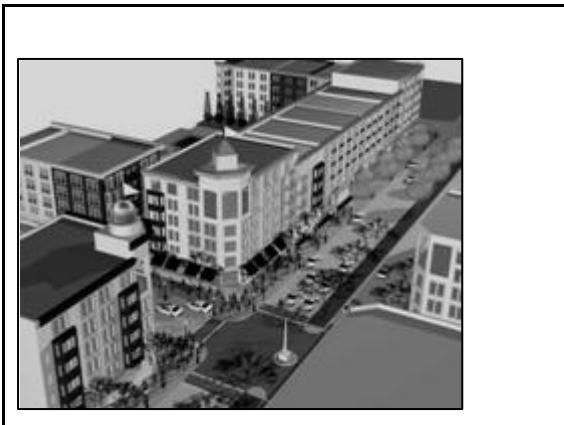
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# City Property Values

## Showing Strong Growth

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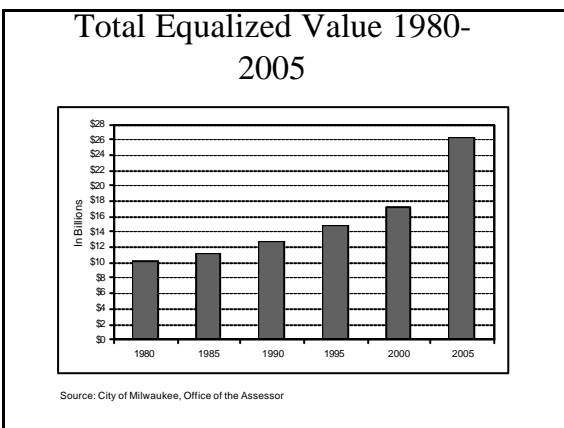
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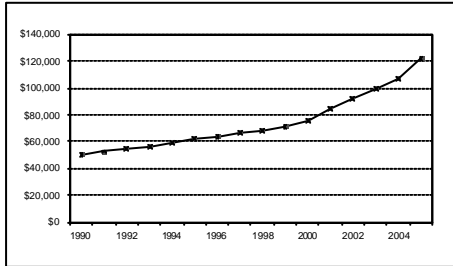
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## Average Value of Single Family Home 1990-2005, City of Milwaukee



Source: City of Milwaukee, Office of the Assessor

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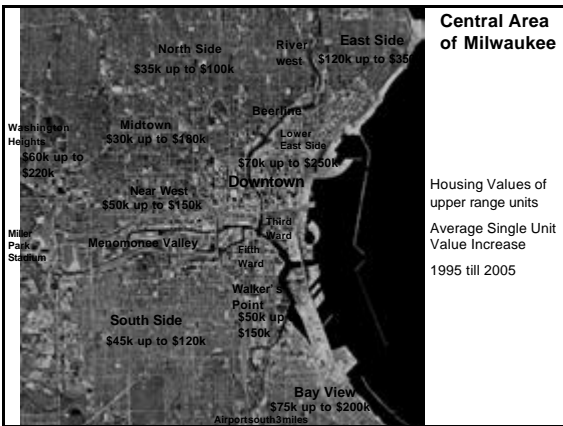
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Housing Values of upper range units  
Average Single Unit Value Increase  
1995 till 2005

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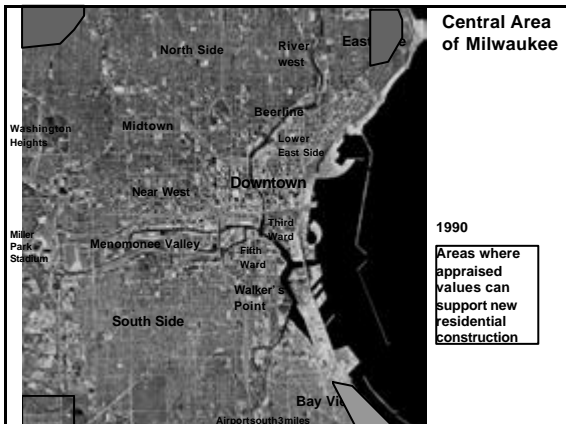
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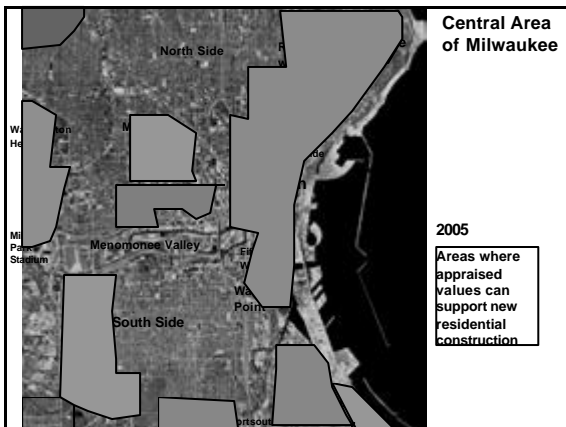
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Housings prices, while steadily increasing, are more in line with value than most locations in US.

**HOUSE PRICES: DANGEROUS HEIGHTS**

Mortgage lender FICO calculates a risk score that predicts how likely it is that you'll default on a mortgage. The score is based on your credit history, income, and other factors. The score is used to determine your interest rate and whether you qualify for a loan.

**TOP FIVE DANGEROUS CITIES**      **BOTTOM FIVE AREAS (LEAST RISK)**

1. San Diego (California)      20. Houston (Texas)

2. Dallas (Texas)      21. New York (New York)

3. Boston (Massachusetts)      22. Chicago (Illinois)

4. Phoenix (Arizona)      23. Washington (District of Columbia)

5. San Francisco (California)      24. Philadelphia (Pennsylvania)

**WORLDWIDE DANGEROUS CITIES**

1. San Francisco (California)      25. London (United Kingdom)

2. New York (New York)      26. Tokyo (Japan)

3. Chicago (Illinois)      27. Sydney (Australia)

4. Los Angeles (California)      28. Paris (France)

5. Houston (Texas)      29. Seoul (South Korea)

6. Phoenix (Arizona)      30. Beijing (China)

7. San Diego (California)      31. Moscow (Russia)

8. Dallas (Texas)      32. New Delhi (India)

9. Boston (Massachusetts)      33. Mexico City (Mexico)

10. Phoenix (Arizona)      34. Johannesburg (South Africa)

11. San Francisco (California)      35. Sydney (Australia)

12. New York (New York)      36. London (United Kingdom)

13. Chicago (Illinois)      37. Paris (France)

14. Los Angeles (California)      38. Seoul (South Korea)

15. Houston (Texas)      39. Beijing (China)

16. Phoenix (Arizona)      40. Moscow (Russia)

17. San Diego (California)      41. New Delhi (India)

18. Dallas (Texas)      42. Mexico City (Mexico)

19. Boston (Massachusetts)      43. Johannesburg (South Africa)

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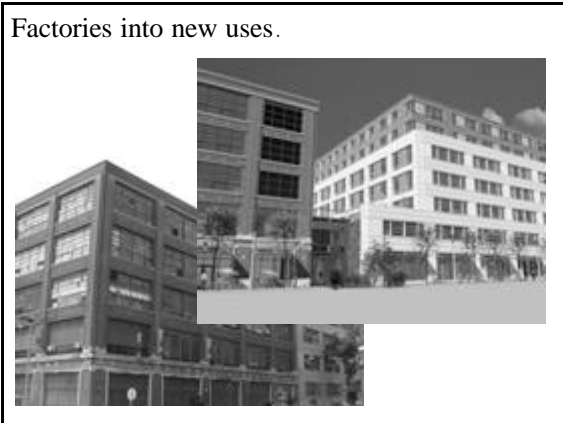
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## New Riverfront Development



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## MILWAUKEE'S COMPREHENSIVE PLAN



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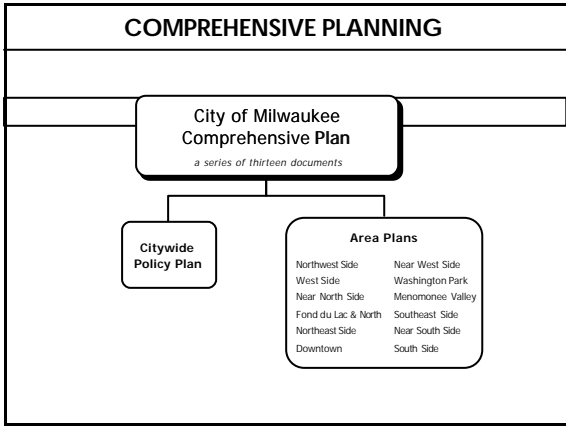
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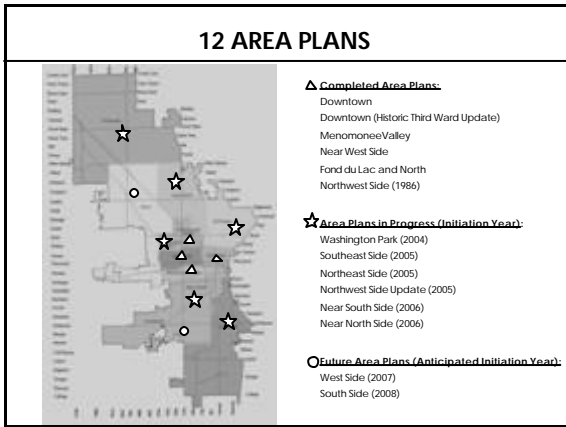
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## AREA PLAN PROCESS

**COST**

- \$75,000 City of Milwaukee match
- \$75,000 Community match

**Public Involvement Committees**

- Contract Management Team
- Plan Advisory Group

**Formal Adoption**

- City Plan Commission
- Zoning and Neighborhood Development Committee
- Common Council Approval
- Signed by Mayor Barrett

**Implementation**

- Focus city, non-profit and private resources
- Project tracking and website updates
- Continued community partnerships

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## THE POWER OF PLANNING

### Buildings:

- Public Market
- Amtrak



### Infrastructure:

- Sixth Street Bridge
- Riverwalk



### Neighborhoods:

- Fannie Mae grant
- Norris Playground
- Highland Gardens



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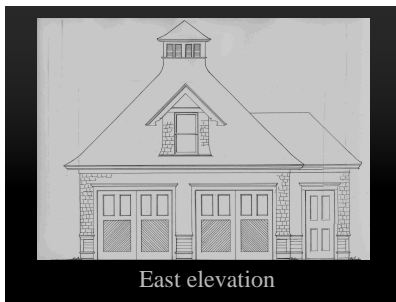
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## Historic Preservation Services



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## The Future Direction



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## 2006 INITIATIVES

- Main Street Milwaukee Implementation
- New Planning Efforts
  - Southeast Side
  - Northwest Side
  - Tower Automotive site
- Josey Heights Subdivision
- Pabst City
- Harley Davidson Museum

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## 2006 INITIATIVES

- Business park development
  - Menomonee Valley West
  - Stadium Business Park
- Three new business improvement districts
- Park East construction
- Sustainable development practices
- Research and Future Planning (RFP)

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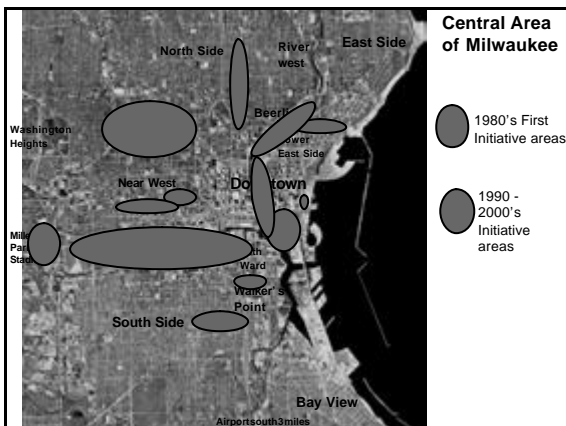
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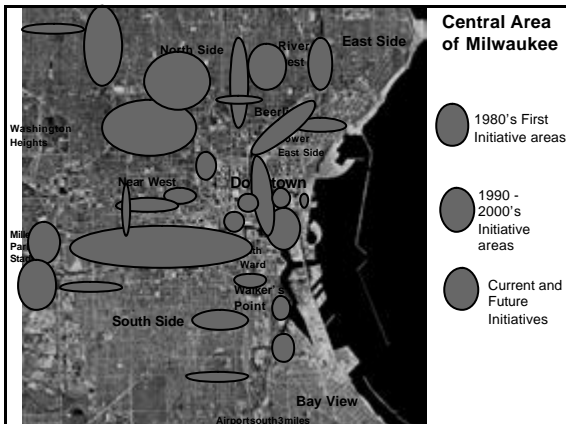
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### Milwaukee/China Relationship

- China Council
- Trade missions
- Educational agreements
- Friendly exchange agreements

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## Regional Economic Development



- \$100,000 SPA
- 7 Southeast Wisconsin counties
- 5-year campaign
- \$12 million budget
- Business attraction and retention

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## Tax credit expansion



- Renewal community expansion
- MEDC – New Markets Tax Credit allocation
- Tower site: State Enterprise Development Zone (\$3 million)

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## Capital projects



- Increased TID borrowing authority
- Fully fund existing TIDs
- New opportunities

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Build on our Strength,

Solid Businesses  
Rising Property Values  
New Entrepreneurship

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New Initiatives

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### Harley-Davidson Museum



- Menomonee Valley
- \$95 million investment
- 350,000 visitors annually
- \$78 million visitor spending
- Open 2008

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### VA Grounds Redevelopment



- VA offering 37 acres
- 100 acre development potential
- Office/research park
- America's Freedom Center
- Re-use historic buildings

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Overall Concept Design:

- Developing RFP Area
- Developing Enhanced Areas
- America's Freedom Center
- Research Park
- Parking Structure
- Infrastructure Improvements
- Rehabilitation and Adaptive Re-use



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**“A City on a Lake,  
Where Three Rivers Meet”**

Build on our Strength,  
Our Sense of Place

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## In Closing

- Critical Success Factors
- Greatest Successes
- Mistakes?
- Issues to Learn From

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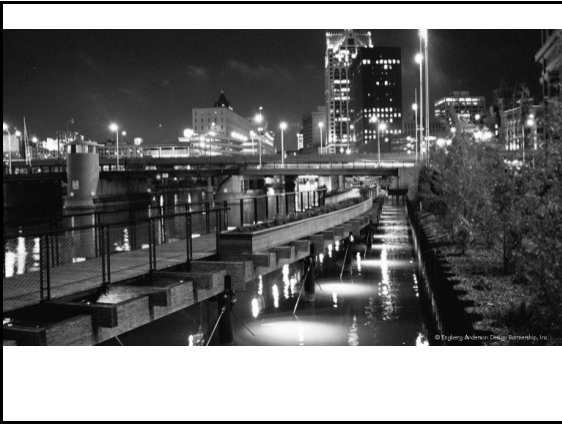
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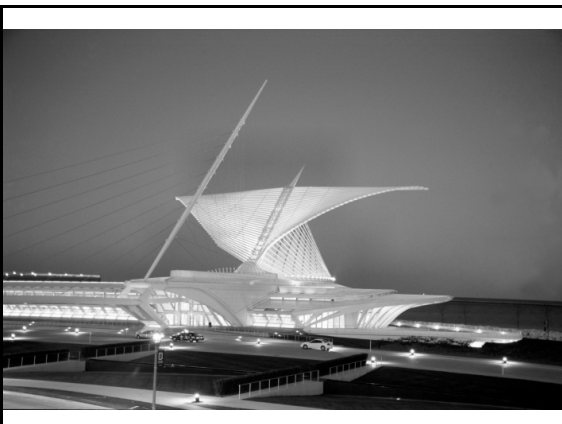
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