

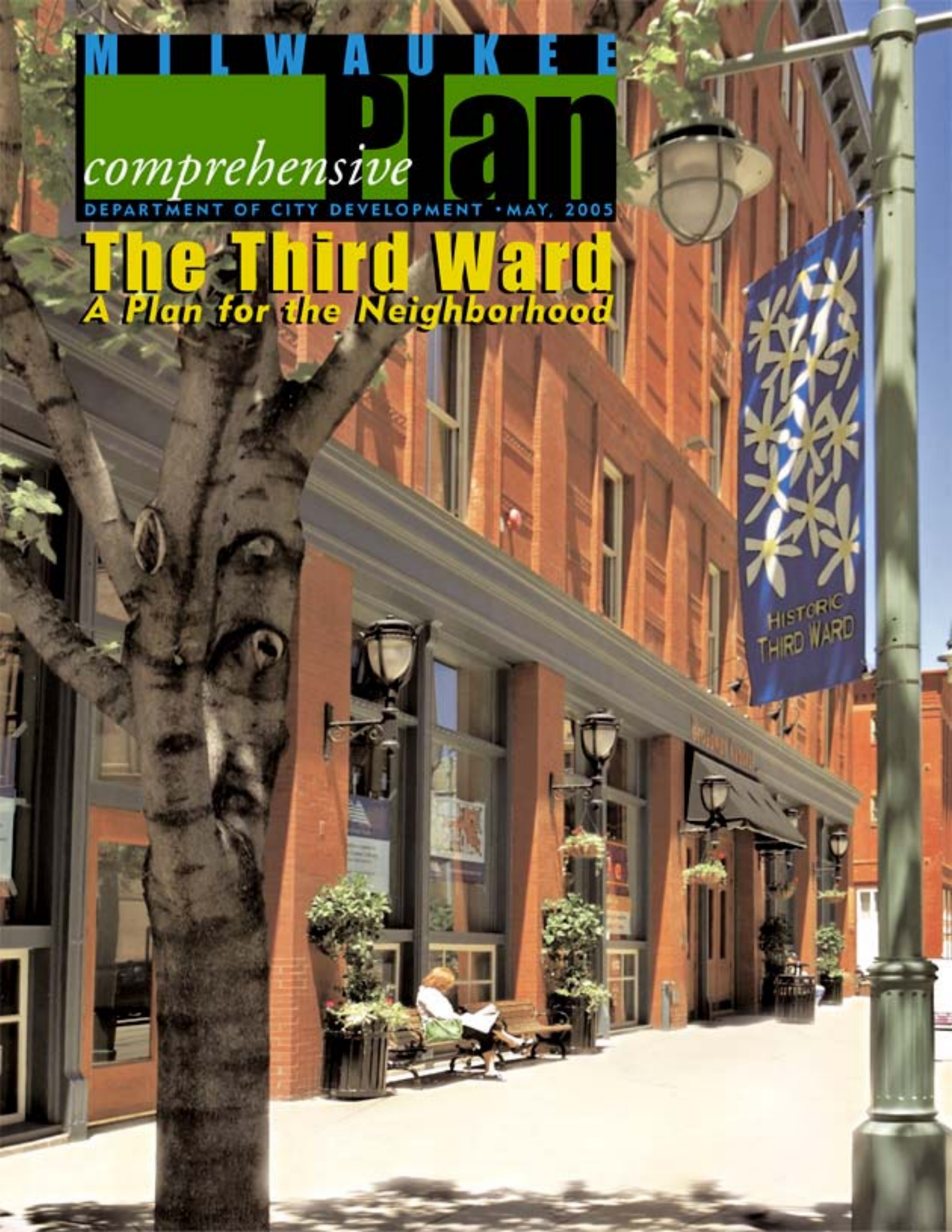
MILWAUKEE

comprehensive **Plan**

DEPARTMENT OF CITY DEVELOPMENT • MAY, 2005

The Third Ward

A Plan for the Neighborhood





New development designed to fit neighborhood qualities

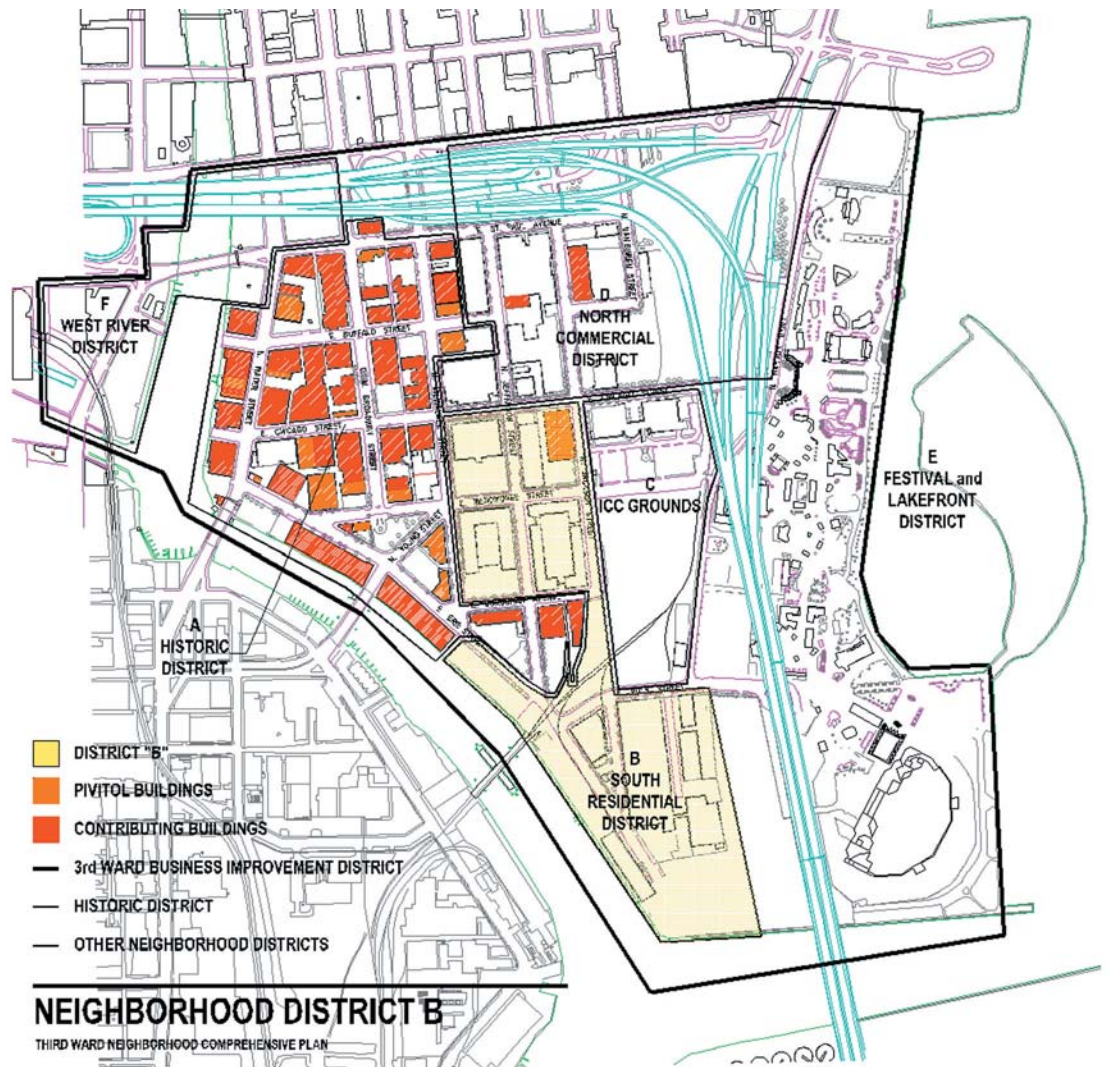
Area B - South Residential District

A. Current Conditions

New, mainly residential, development is occurring in this central and southern district of the Third Ward and replacing previous manufacturing and storage uses as the demand for new housing units increases. The new construction is generally of the same height as that of the historic district, but the scale of single developments are larger.

B. Vision

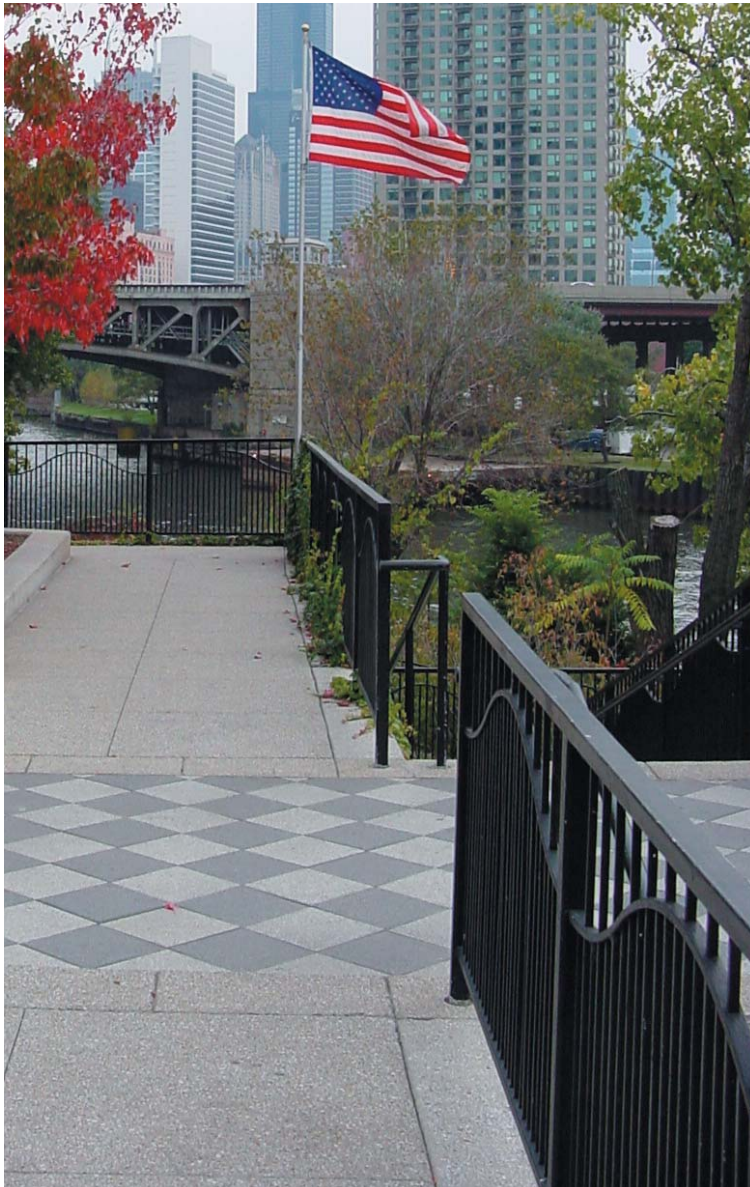
The vision for the development of the South Residential District is based on extending the qualities that have made the historic district so successful to the east and south. These qualities include integrating ground floor retail, services, and restaurants into the residential mix, where feasible, a respect for the industrial heritage of the neighborhood, and connections, both physical and visual to the Milwaukee River. The recommendations in this section support this vision.



C. Present Uses

This district contains a mix of uses, although not quite as rich of a mix as the historic district. They include commercial (office and some new retail), some general service, some new food service, manufacturing, wholesaling and warehousing, and residential uses.

Several new public access points to the Riverwalk are planned at Milwaukee and Erie Streets, and Jackson and Erie Streets in conjunction with new residential developments.



*Add new public
Riverwalk access
spaces*

D. Use Policy

Discourage industrial expansion or any new industrial uses in this district. There is no reason to press for existing industrial users to leave. The industrial users pose no serious nuisance concerns at present for those seeking to live an urban lifestyle here. These uses provide a bit of grit, a real life link to the history of the location.

Encourage mixed-use infill development on vacant and underutilized parcels, including surface parking lots.

Menomonee Street ground floor commercial should include general retail services



Along Menomonee Street, encourage ground floor commercial uses such as retail, general services, and restaurants in order to provide a continuous pedestrian-oriented shopping street that connects to Broadway.

North of Polk Street between Jackson and Jefferson Streets, create a new green space. Coupled with a small piece of railroad right-of-way across Erie Street along the Milwaukee River, the park would become connected to an extended Third Ward Riverwalk, offering public access to the water's edge

and becoming part of a continuous neighborhood open space system. This site, visually connected to a new Riverwalk plaza and the railroad swing bridge, has the potential to become a powerful place, commanding a deep natural and historic connection.

See Chapter 5 Catalytic Projects.



Well defined public park space



Alleys

Small streets

Individual street entries

E. Form Policy

Reinforce the image and identity of public open space by promoting high quality development along its edges. Retain alley access. Provide new alleys and small interior streets where possible.

A landmark signature site is proposed at the junction of an extended Erie Street and an extended Harbor Drive.

Encourage residential building types where each first level unit has an individual entry from the street.



F. Redevelopment Strategies and Actions

At the Milwaukee River and Jefferson Street, develop a publicly accessible connection from the Riverwalk up to the street level. Extend this area across Erie Street into a public open space between Jefferson, Jackson and Polk Streets.

At the end of Erie Street, develop an outstanding public place with a significant work of public art to commemorate where the Milwaukee River and the Harbor entrance meet. A design competition would be in order to seek a high design for this place.

Consider re-use of the historic railroad swing bridge and tracks for commuter rail service and festival transit.



Reuse the historic swing bridge



New public open space at Erie and Polk