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TRANSIT ORIENTED DEVELOPMENT

# Transit-Oriented Development Portfolio

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## City of Milwaukee, Southside Appendix



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# TRANSIT ORIENTED DEVELOPMENT

## Stakeholder Interviews



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

#### **Milwaukee South Side Station: Stakeholder Interviews Summary**

In developing a station area plan for the proposed South Side Milwaukee Station of the Kenosha-Racine-Milwaukee Commuter Link project, study team members interviewed 18 key stakeholders, ranging from elected officials, city staff and area business owners to representatives of neighborhood associations and real estate developers. This document summarizes comments generated during those interviews conducted at the Bay View Library on and several other locations July 22 and 23, 2006. A complete list of interviewees is appended to the end of this summary.

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#### **General Issues Confronting the Station Area**

- Bay View is slowly changing and a rail station may be a catalyst to improve the neighborhood.
- The harbor completed an economic impact study in 2001: 1,100 direct jobs, 900 indirect jobs. \$90 million in business revenues, \$6 Million in state and local taxes.
- The “SoMo” (South of Morgan) neighborhood has little identity, consisting mostly of post-WWII development in the former Town of Lake. It was annexed to the city in 1954. The neighborhood includes the airport.

#### **Land Use Issues**

- New developments should provide and enhance public space. Neighbors want to preserve the green space south of the interchange around Three Brothers Restaurant.
- Rolling Mill Park is a monument to the labor movement.
- Residential property values in Bay View have appreciated up to 35% in the last two years. It’s a very desirable area, and people want to live and invest there. The housing market is cooling a little. Houses are on the market for 60 days easily. Rental stock is disappearing, some is turning into condos, but mostly it is becoming



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

easier for people to buy. A four-family apartment on Kinnickinnic Avenue and Holt Avenue was converted to condos priced at \$139,900. The condos over Wildflour Bakery are not selling because they are priced in the \$200,000 range. If the right price point for the area is found, people will stop complaining about appreciated property values.

- Current residents are worried about the industrial area becoming saturated by condos. Ensuring mixed-income housing opportunities is essential. There is no incentive for the city to keep land values down, and this could easily turn into a homogenous area that is self-segregating. Combine market-rate and subsidized housing to increase diversity in Bay View.
- UrbanView (Bay View Commons) is an example of a good concept that suffers from bad execution. The units are priced too high, at \$180-\$200/square foot, when they should be priced at \$100-\$120/square foot. Four of five condo units above Schwartz Books have sold at \$125/square foot; that's about \$150,000 for the lowest priced unit.
- The neighborhood demographic is becoming slightly younger. The elderly are trying to stay in the neighborhood, and affordability is an issue. As land values rise, seniors may be forced out. People have spoken out against "subsidized" housing, even for the elderly. Bay View Commons was originally envisioned as senior housing, and Immaculate Conception tried to build a senior housing project, but didn't get a lot of community support.
- It's difficult sometimes to get commercial property owners to turn their property around. They may own buildings that have been in their families for some time and aren't really motivated to improve them.
- Big- and medium-box retailers have been looking at the area north of Bay Street. This is a different market than local retail, and these businesses should be kept away from sites that offer water access. There are better uses.
- Need to expand the tax base.
- Wrought Washer, ACE and Klements are invisible in the neighborhood.
- There is more and more traffic on Bay Street.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- There are environmental challenges to developing along the Kinnickinnic River. Around Kinnickinnic Avenue and Bay Street there is the geotechnical issue of soft land.
- The industrial areas are a barrier to redevelopment, but they bring jobs to the area.
- The Harbor Commission owns 450 acres of land: 250 on Jones Island, 50-60 in Grand Trunk vicinity, and the remainder in the north harbor, including the Summerfest grounds.
- The Port's land includes the Coast Guard site, land leased by Pier Wisconsin, a bird watching area, the Navy, Armory, Grand Trunk, and generally the land along the lake from the Lincoln Avenue viaduct up to MMSD and some land south of the viaduct.
- Marine-operated businesses are the main attraction for the Port historically, but in the last 15 years they have been broadening their focus to become a transportation transfer hub: truck-rail and rail-ship.
- The Grand Trunk site is the last major undeveloped commercial parcel under Port control. Jones Island is currently 91% leased. To redevelop the site for industrial use would require road and rail improvements to the site. It could house a customs operation, too. By moving the truck transfer operation there, the Port could then use Jones Island site for marine-based businesses, because it has access for deepwater shipping. The Grand Trunk site has limited ship access, because of railroad swing bridge (channel width is compromised) and channel depth is three feet too shallow to accommodate large vessels.
- Removing the Army Reserve means a loss of revenue for the port -- \$70,000/year. The Harbor Commission will renew the army's lease for one more year at the next meeting. The Army wants a 25 year lease, but understands that they may be forced to relocate; they could go to 70<sup>th</sup> and Silver Spring. It is an active base, with dozens of members and three or four civilian employees, many of whom live in Bay View and St. Francis.
- The US Navy has a similar lease on their property as the does the Army. It expires in about 5 years.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- The Coast Guard pays only \$1/year for their property; the lease was drawn up in the 1950s and expires in about 10 years.
- Port business has never been better. Exports are booming – Bucyrus, etc. shipping large equipment overseas. The coal pile on Greenfield Avenue is increasing 50% this year. Salt distribution is over 1 million tons.
- The Lake Express Ferry facility is built on an area that was designed as a disposal facility for dredged material. As part of the Kinnickinnic River project, dredged material will continue to fill up the area now used by birders.
- The railroad bridge on the river limits traffic on the river, making the Solvay Coke and Grand Trunk parcels less desirable for industrial uses that need Port access.
- The rock salt is covered in tarp and is a huge eyesore; there are a few locations that would work well for salt storage. Other bulk storage varies and could include potash or limestone.
- The Harbor Commission is completing the final phase of a land use plan in September. Currently there is enough land available for the port's use and growth over the next 5 to 10 years.
- The city received two bids for the Allis Street site. Mixed use – increase the population density to support the commercial ventures. One is a 50 unit apartment, 5 stories high.
- The Port's new grain elevators are particularly busy, and will continue to be so when one considers the potential ethanol market.
- Retail is commanding \$10-\$15/square foot on Kinnickinnic Avenue.
- The continuing redevelopment of Bay View will help industrial businesses.
- The vacant parcels on the south side of Bay St. are undevelopable – a large sewer lateral is located beneath them. Only the westernmost site is developable.
- Neighbors consider much of the underutilized property (in ROW of I-794 and the interchange, in harbor area) to be “park” space, and will likely oppose its development. For example, neighbors opposed the redevelopment of The Grand Trunk property north of Bay St. in the harbor – which is currently zoned heavy industrial – because some of them walk their dogs there.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- Promote mixed-use and higher density along Kinnickinnic. Take a preservation approach to development in neighborhoods. Stakeholders will have to understand that there is a give-and-take involved – let some higher density development come to some areas, and we'll keep it (and through traffic) out of your neighborhood.
- It will be difficult to add density; maybe 4-story buildings near the station. The RFP issued for the Allis St. site was the result of negotiations with alderman, neighbors. The commercial district can take increased density. Must keep the density focused geographically.
- Major opportunities exist at Louis Allis and the Grand Trunk parcels. May be opportunities to mix housing, jobs, back office operations in a Third Ward style mix. Development north of Bay St. can act as a buffer in the future. Consider redeveloping area north of Bay St. as a jobs corridor – creating destinations rather than origins.
- Ensure a mix of housing types and prices. Bay View has seen a major demographic shift in the last years, becoming younger, with yuppies and newcomers. It has a dynamic real estate market, but there is a fear of absentee landlords, sucking rent out of the neighborhood. The only area east of KK that remains affordable is that area immediately west of the proposed station.
- The neighborhood is “hungry for greenspace.”
- Opportunities for “docks and condos” along KK River.

#### **Access & Transportation Issues**

- Some neighbors will not want people from elsewhere coming through their neighborhood.
- A public transit connection to downtown is key, it's important to have safe routes of transportation to connect neighborhood pockets around the city.
- Missing transitions to greenspaces in the neighborhood.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- Make safe crossings of the rail line. Metra trains hit people crossing the tracks every six months; people cross in front of the train and are struck by express trains coming through the station at 50 mph. Be careful with an at-grade crossing.
- Current County budget concerns preclude adding bus routes and service at this time. The county is restructuring services, trying to “do more with less” Could be open to adjusting routes to connect with station, although existing bus routes work well with station site. This area does not need to expand coverage.
- Roadway connections are somewhat convoluted to get to the ferry, difficult to serve with a bus route. Are people paying over a hundred dollars to ride a ferry really going to ride a bus to get downtown?
- Transit riders dislike transfers.
- Residents along Delaware Avenue have complained about having bus service on their street. They complained, however, as well when bus service was removed from their street, when Rt. 66 was eliminated.
- Kinnickinnic Avenue looks like it’s doing well, but there still isn’t enough traffic, and conditions still aren’t ideal. For example, sidewalks aren’t wide enough to use street tables.
- If tracks are moved a little to the east, it may isolate travelers and prevent them from going to Kinnickinnic Avenue to shop or dine. Keep the station on the neighborhood (west) side of the tracks. However, there still needs to be a way for people to access the area east of the station, allowing the station to serve all of Bay View.
- The Lincoln Avenue viaduct was built using UP railroad funding, at a time when the railroad was running many more trains through the area daily.
- Few current train movements today, with switching activities and movements at around 6 a.m., 5 p.m., and 10 p.m.
- The Coast Guard wants to build a roadblock for security at the harbor entrance, but since all the streets are city streets, they must by law remain open to the public.
- The port is closed to international shipping from Christmas to Easter because the Niagara locks are closed. Users stock up from Halloween to Christmas, and then



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

distribute goods via rail and truck all winter. This causes traffic jams especially when combined with the traffic from salt trucks.

- The harbor generates 8,000-8,500 rail cars during the year, 125,000 trucks, 400-500 ship dockings.
- The port owns and maintains 13 miles of railroad track.
- Freeway Flyers are temporarily using Bay Street to Hoan Bridge during Marquette Interchange construction.
- The Hoan Bridge bike path will be up for reconsideration when the bridge is up for redecking in 2013.

#### **Urban Design Issues**

- The design of the station should comply with the neighbors desires for a pleasant interaction with the area. People want to keep the neighborhood quiet. Currently, the noise barrier to the South of the station area isn't tall enough.
- The station area is abandoned now at night. It needs to be made safer and the street must be animated.
- The station should also limit its light pollution, when the ferry terminal opened people complained about the lights being on all day.
- Don't want to change the feel and appeal of Bay View; just "polish it up, fix a few things up." Bring in businesses that compliment the existing retail structure. KRM is a good fit for the neighborhood. We don't necessarily want change: keep the neighborhood a little bit edgy and economically diverse.
- New buildings should follow former zoning standard of a 40-foot maximum height on residential buildings in the Station area. By keeping the development from being too tall, the residents "view" will be protected.
- Design and architecture are key considerations, especially with taller buildings, new buildings have already become an eye sore in the neighborhood. They can have an urban look, but not be too "ultra-modern."
- The station should be a nice facility that includes restrooms and a heated shelter.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- For this neighborhood, green building principals should be kept in consideration during development.
- The view from the rail line doesn't make a good "welcome to Milwaukee."
- The downtown station might be a better site for a bike facility. So far this has not been taken very seriously.
- The city is developing a conservation overlay for three streets in the South Shore National Historic District south of Russell and East of Delaware. The South Shore has been seeing clumsy additions put on structures.

### Opportunities in the Station Area

#### **Land Use Opportunities**

- The neighborhood is looking to identify a "main street."
- It is good to redevelop the underutilized site where the station is proposed. The army reserve site is blighted and is a better location for new housing than commercial developments. The station could be modeled after classic commuter rail stops in London with housing and recreation opportunities.
- Possible uses for this site include a dry cleaner and a large scale entertainment venue.
- There is the potential for a grocery store at the junk yard on the northeast corner of Bay and Kinnickinnic.
- Kinnickinnic Avenue and Lincoln Avenue could be an entertainment spot for the area.
- The Grand Trunk site has the potential for high density development – developers are looking at the site. Maybe the station should be located there.
- Redevelop large parcels in small increments. The armory site should be planned for mixed use with retail on the bottom and one or more residential floors on top. Up to three story buildings are allowable in the surrounding area; up to five stories on Kinnickinnic Avenue. Additionally, creating taller buildings creates lake views and increases the population density.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- Parks need to be more inviting and easier to use. Include paths, drinking fountains and dog drinking fountains on planned developments. Maybe create a dog park.
- Limited commercial development in the station area would be a good thing; traditional neighborhoods include a mix of uses. However, it shouldn't become as busy as Kinnickinnic Avenue to prevent too much competition with the emerging business district. Tenuta's is a good example of a business integrated into the neighborhood.
- Area could become be an employment center, with offices upfront. There is not much office space in Bay View. Little retail boutiques are needed, like Wildflour and Sweet Kicks. The neighbors would like to see a bike shop in the area and a coffee shop near the station site.
- Bay View wants to support local retailers and small local chains, people opening their second or third store or restaurant.
- Reclaiming the brownfields in the portlands is a great idea. Rail service will create opportunities for development; but get everybody on the same page for redevelopment at the start. This area will be brownfields forever otherwise.
- Artist-based residential development may be appropriate north of Bay Street because it may be better able to co-exist with existing industrial uses and the "layers of history" in the area. Back office employment and creative economy businesses might thrive in that area too. It would be nice to have employment opportunities in the area.
- Don't just add condos. It's nice to bring job opportunities with true mixed-use development. The train can bring workers to Bay View, as well as taking residents to their destinations.
- There are very few apartments in Bay View (although many duplexes). There is an opportunity for more apartments north of Bay Street, maybe use part of Louis Allis property for apartments. New condo prices are currently too high for the neighborhood.
- The station can serve as a gateway to the area by making a positive inviting impression. Clean up the area and tie the station to Lincoln Avenue to create an



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

east-west connection to the business district, a loop from anchor to anchor. Use improved signage and wayfinding to lead travelers from the station to the commercial district. Extend Lincoln Avenue across the tracks; make the station easy to access.

- Bay Street is currently a “border street,” to use Jane Jacobs’s term – it’s depressed and dead because it borders two uses. The station can turn Bay Street into a destination. Maybe put a restaurant development near the station to anchor commerce along this axis.
- At the moment, the Kinnickinnic River is an untouched asset.
- The Grand Trunk site could offer the opportunity for a big development. North of Bay Street, Grand Trunk offers 40+ acres available for mixed use. Currently the city owns 20 acres which may serve as a potential site. It has been proposed as a site for a Major League Soccer stadium, other potential developments include marinas, hotels, boat slips, customs operations and a trade zone. The container yard could be moved there from Jones Island.
- Jones Island creates issues, but water access could drive development—the rail system could get Northern Illinois condo owners to their boats quickly and efficiently. This would create a customer base for the commercial district.
- Retail location decisions are driven by traffic counts; they are formulaic. A developer is looking to lease land on Kinnickinnic Avenue and Becher Street at \$13-\$14/square foot. Retailers want to be there because of the high traffic counts.
- This is an opportunity to add density around the station area; it could lead to new development. Businesses would have a captive audience in commuters at defined times of the day. Increase pedestrian traffic in the district, add retail and ancillary services. There is already a neighborhood there.

#### **Access & Transportation Opportunities**

- Bay View businesses employ workers from Racine, having this station may help people from the South get to work.
- Need to help link the area to amenities in Kenosha and Racine.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- Station is still close to Kinnickinnic Avenue and Lincoln Avenue. Ferry, rail, bikes, bus lines provides good options for travel.
- The roads in Bay View are currently confusing; reconnect the North-South streets that dead-end at Bay Street. The interchange and viaduct should also be simplified. Making the roads in the area more direct will also allow for easier access to the proposed station site.
- Pedestrians can't get across I-794 from the historic district to Bay Street. Consider adding a pedestrian overpass at Conway Street. With a path to the Portlands there is the opportunity to provide education about what goes on there. People like to watch the boats come in. Could develop a little biking and walking trail, but it would require a solution for crossing the railroad tracks safely and legally.
- Could we continue the South Shore Park bike path up under the Hoan Bridge along Jones Island, and then somehow connect it across the harbor entrance to Summerfest area?
- There is too much traffic on Russell Avenue for comfortable biking. A proposed trail routes from Cupertino Park, across Russell Avenue in a new crosswalk, through Rolling Mill Park and down the hill to Car Ferry Drive where it passes underneath I-794 and continues northeast to cross tracks either at new Lincoln Avenue level crossing or further north at Bay Street. The Port Authority may apply for SAFETEA-LU funding to build this trail.
- The city gets requests several times monthly from people planning to take the ferry from Michigan to Milwaukee. They want to know how to get around on a bike and how to get downtown. The KRM rail could make an excellent transit connection to downtown if the trains were timed to meet the ferry and the bike/pedestrian connection was improved between the ferry dock and the station. It's a natural: ride the ferry to the train to downtown.
- There is a study that recommends off-street portions for the area's bike route. Why not cut Bay Street in half, and use half for a bike lane? Need on street trails in areas where we can't put a dedicated bike lane. The trails need few conflicts with cars and intersections.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- The bus system prints new schedules every season, by contract with the union. Since the schedules are updated 2-3 times a year it would be easy to set the schedules to cater to KRM.
- Rt. 53 could end at the station; laying over there would require more space than a drop off. Could also layover at ferry or have selected trips go to ferry dock to meet ships. Delaware passengers between Russell and Oklahoma would have to walk to Kinnickinnic Avenue for Rt. 15 service.
- Would like to see the viaduct removed to improve access and ease confusion.
- Rail connections will attract workers to the area. At the moment it is easy to find a lot of bodies, but hard to find quality workers for a lower paying industries.

#### **Urban Design Opportunities**

- Greenspace preservation is important; maximize greenspace at the armory site. Make a piazza with a fountain. Don't just squeeze in as many housing units as possible.
- Green space can be tree-lined streets, attractive and usable green spaces. This is opportunity to polish the green spaces in Bay View, make them more accessible and usable. The corridor between the Kinnickinnic River and rail station would be enhanced by a green path. It's a park that's waiting to happen. Include some retail along the pathway.
- Want to maintain "edginess;" Bay View is more like a gritty Chicago neighborhood than an up and coming upscale neighborhood.
- Development along the river should maintain the traditional style in its traditional location.
- Residents have mixed emotions about higher density dwellings near the lake. It's a good place for, in many ways, as long as it's mixed in with lower density options. Don't take over the entire lakefront with high-density high rises. Mix it up, include green space and good design. Higher density housing could really enhance the station area.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- Limit domestic buildings to three stories. High rises may be appropriate near the Grand Trunk site. The Medusa Cement silo is tall already.
- The proposed station location is good for the south side because it offers opportunities to create a parking area. Adequate parking is key, because it will draw travelers from throughout the south side, not just Bay View, and MCTS is unreliable – cutting routes and raising fares.

#### **Projects**

- It may be expensive to operate a real bike station at the South Side station without Chicago-type densities and bike-friendly transit. In Chicago, McDonald's sponsors the bike station in Millennium Park. However, a shower facility at the train station would be a good idea. Secure bike parking is going to be added to the downtown intermodal station (bike lockers).
- Move the 16<sup>th</sup> Street Health Center off its site (the dental clinic on Kinnickinnic Avenue at Lincoln Avenue) and create a live entertainment venue in that location. The intersection is becoming a night-life hot spot, all within walking distance of a quiet neighborhood. The Avalon Theater will reopen in January 2008.
- Bring a grocery store into the district on that end of Bay View. Seniors and low income residents don't want to shop at the Outpost. People moving into Bay View like the Outpost, but we also need a medium-sized general grocery, about 15,000 square feet. Like the Sentry on Oakland Avenue; there is 1.5 acres for sale for \$105,000 at the corner of Bay and Kinnickinnic.
- There is the possibility for a massive entertainment development on South 1<sup>st</sup> Street between Lincoln Avenue and Becher Street– the Vilter Manufacturing area. Live entertainment, a 500-seat venue. It's not near any residential areas.
- Market the project as the "Return of the Hinky-Dinky."

#### **Other**

- KRM has a \$10 million operating cost. Where will the money come from?



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- Many employees in the area get to work by transit; they live within 3-5 miles of the factory. Strong Hispanic employment base.
- The port is buffered by green space, some of which is maintained by city forestry crews.
- The port owns the cranes and lifts and rent them out on an hourly basis.
- In the 1950s there were 2 railroad car ferries in operation.
- Bay View is NOT the “other East Side”
- There is interest in forming a Business Improvement District.
- Many Bay View stakeholders will have strong opinions and will voice them.
- It’s not just the Bay View Station; it’s the South Side Station. Don’t let the Bay Viewers push you around. Work together to get people to see the potential of this area. Some people will only want to protect their fiefdom.

#### **Assets of the Station Area**

##### **Land Use Assets**

- This could drive traffic to the Kinnickinnic Ave. commercial area. Kinnickinnic Avenue & Lincoln Avenue is now undergoing a retail boom, started by Stone Creek Coffee, and has become the Bay View town center. KRM could be great for business. We are creating a commercial and residential node at this area. The synergies are less good elsewhere on Kinnickinnic Avenue.
- Industrial properties in the area are well located, close to downtown, airport, freeway, without charging downtown prices. The industrial atmosphere is very urban. Quaintness of the neighborhood is attractive to some. Parking is very inexpensive. Proximity to the port and rail lines is an asset for companies who are looking for space for storage and distribution.

##### **Access & Transportation Assets**

- The station has good connectivity with the local bus routes.
- Bay Street currently has a nice boulevard.



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## TRANSIT ORIENTED DEVELOPMENT

### *Stakeholder Interviews*

- The city has a grant to update the bike plan starting in 2007. The grant will help with street-scaping, traffic calming, street share program, walking workshops.

#### **Projects**

- The neighborhood association has sponsored a project to redesign the concrete triangle at Kinnickinnic Avenue/Lincoln Avenue/Howell Avenue. A plan has been developed with a landscape architect.



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**TRANSIT ORIENTED DEVELOPMENT**  
*Stakeholder Interviews*

**Milwaukee South Side Interviewees**

1. John Klement, President of Icon Development Corp.
2. Jeff Klement, Corporate Real Estate Manager, Klement's Quality Meat
3. Tony Zielinski, 14<sup>th</sup> District Alderman, City of Milwaukee
4. Dave Schlabowske, City of Milwaukee Bicycle and Pedestrian Coordinator
5. Thomas Winter, Manager of Planning, Milwaukee County Transit System
6. Dan Wilant, 13<sup>th</sup> Aldermanic District Neighborhood Association
7. Eric Reinelt, Director, Port of Milwaukee
8. Steven Salfer, Director of Forward Bay View, Realtor
9. Tim Richter, President, Forward Bay View
10. Carol Voss, Immediate Past President, Bay View Neighborhood Association
11. Angie Tornes, Greenspace Advocate
12. Kristian Sydow, Midwest Development Partners L.L.C.
13. Robert Doro, Doral Inc.
14. Michael Maierle, Department of City Development
15. Benji Timm, Department of City Development
16. Robert Trimmier, Milwaukee Economic Development Corporation
17. Vanessa Koster, Department of City Development
18. Greg Patin, Department of City Development



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# TRANSIT ORIENTED DEVELOPMENT

## Community Area Workshops



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**TRANSIT ORIENTED DEVELOPMENT**  
*Community Area Workshops*

**South Side Milwaukee: Issues and Opportunities Workshop**

Humboldt Park Pavilion  
3000 South Howell Avenue

Tuesday, July 18<sup>th</sup> 2006  
5:00 – 7:00 pm

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**Workshop Summary**

**(39 people signed in to the meeting; 9 completed questionnaires received)**

Note: Numbers in parentheses indicate multiple responses for a particular response.

**The four primary themes affecting the development of a station area plan**

1. Preserve existing neighborhood character – with a mix of housing types and range of housing values –and channel higher density development to underutilized areas in the immediate vicinity of the proposed station. Planning should be sensitive to the ongoing redevelopment of the business district on Kinnickinnic Ave.
2. Preserve and improve greenway linkages between major neighborhood destinations, including the business district on Kinnickinnic Ave., South Shore and Humboldt Parks.
3. Simplify access for motorized vehicles by improving roadway design in the station vicinity; enhance access and options for transit and non-motorized transportation by improving pedestrian and bicycle conditions, including access to Lake Michigan.
4. Establish quality architecture and landscape guidelines for new development, and coordinate station area planning with the ongoing southeast Side neighborhood comprehensive planning process to ensure that stakeholder values are incorporated into the plans.



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## TRANSIT ORIENTED DEVELOPMENT

*Community Area Workshops*

### 1) List the five most important problems or issues confronting the station area

#### General

- Get trains running as soon as possible, worry about development later (3)
- Upkeep of public space (2)
- Coordinate with Southeast Neighborhood Plan
- Businesses leaving
- Past Commuter initiatives have failed
- Minimize noise from trains and horns
- Install gated railroad crossings for safety

#### Station / Service

- Create design standards for infill and new housing, including height restrictions (2)
- Ensure quality site design, including parking
- Ensure good architecture and materials

#### Land Use / Development

- Create destination with rail station, catalyze development and redevelopment (4)
- Station is not in business district, may have negative impacts on commercial district if development is focused around station; need more peds and density (4)
- Ensure continuous greenway along Bay St. from KK to Russell, South Shore Park (2)
- Complex ownership of parcels makes redevelopment difficult to coordinate (2)
- Potential conflicts with Port of Milwaukee land use plans (2)
- Land is open and available for TOD (2)
- Need recreation opportunities
- Station is isolated, may be safety issues
- Bad location
- Preserve neighborhoods
- Interchange may not be best use of land



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## TRANSIT ORIENTED DEVELOPMENT

*Community Area Workshops*

### Transportation

- Need improved and expanded bicycle facilities, including bike parking and trail connections (7)
- Improve pedestrian conditions (4)
- Need improved transit alternatives (3)
- Increased traffic and demand for parking (3)
- Improve local roadways, particularly Bay Street and the confusion interchange (3)
- Need better connection to ferry terminal (3)
- Lake Parkway is a barrier between neighborhoods and the lakefront (2)

### 2) List the three most important issues mentioned

*The issues are ranked in order of importance, the most important issue being number one.*

1. Coordinate with Southeast Side comprehensive planning process to respect neighborhood desires
2. Increased traffic, need for parking
3. Ensure good bike facilities; access, storage
4. Lake Freeway is barrier
5. Standards for housing stock, infill
6. Multiple landowners
7. Preservation of neighborhoods
8. Connectivity- greenway throughout area
9. Interchange (bridge) may not be best use of land
10. Impacts on existing commercial development



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## TRANSIT ORIENTED DEVELOPMENT

*Community Area Workshops*

### 3) Three projects or improvements like to see made

#### General

- Allow bikes on trains
- Get trains running soon, even if it means having simple station amenities for the time being
- Leverage economic development potential of station investment in neighborhood

#### Station / Service

- Attractive station building and quality materials (6)
- Good maintenance of public space
- “Green” station design, with small footprint and permeable parking lot
- Neighborhood wayfinding – large map at station with area highlights
- Public art

#### Land Use / Development

- Build a skateboard park (recycle interchange ramps or build new) or other attractions for young people (2)
- Reconsider existing uses of south harbor area
- Add high density residential development
- Add commercial development
- Retain existing businesses
- Put station on east side of tracks- for better access by people
- Develop Grand Truck site
- Pedestrian-friendly land uses to support retail
- Support locally owned retail
- Preserve green space
- Add a Bed & Breakfast



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## TRANSIT ORIENTED DEVELOPMENT

### *Community Area Workshops*

#### **Transportation**

- Multi-modal connection point (4)
- Simplify road access and interchange (3)
- Better lake access (2)
- Bike Station: Lockers, Security, Bike Repair Shop, plus . . .
- Neighborhood connections
- Hoan Bridge Bicycle Path
- Link to Lake Express Ferry
- Better street maintenance

#### **The most important projects mentioned**

*The issues are ranked in order of importance, the most important issue being number one.*

1. Ensure good architecture for station and station area to create a destination
2. Redesign station area, including interchange –which is confusing and circuitous – for improved access and aesthetics
3. Opportunity to make skate park or other attraction for young people

#### **4) List the primary assets / advantages of the station area**

##### **General**

- Bay St. can define neighborhood (2)
- Consistent, repeating population
- People
- No assets for proposed site

##### **Land Use/ Development**

- Supply of developable land; needn't destroy existing residential neighborhoods to create high-density housing area (6)



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## TRANSIT ORIENTED DEVELOPMENT

### *Community Area Workshops*

- Green Space: Brinton Center, continuous corridor transecting neighborhood (3)
- Lake proximity (2)
- Could activate and enliven the area with pedestrian activity and business opportunities and create a destination. (2)
- Proximity to KK commercial district (2)

#### **Transportation**

- Good public transit connections: Rts. 53, 15, 11. (4)
- Access to Lake Ferry (4)
- Good bicycle access, including Oak Leaf Trail and proposed KK River Trail (4)
- Good automobile access (2)
- Good location in relation to other proposed rail stops

#### **The most important assets mentioned**

*The issues are ranked in order of importance, the most important issue being number one.*

1. Good multi-modal connections: transit, bike routes and trails, Lake Ferry
2. Potential to activate business district with pedestrian traffic
3. Continuous corridor of greenspace
4. Space available for growth without destroying existing neighborhoods



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**TRANSIT ORIENTED DEVELOPMENT**  
*Community Area Workshops*

**South Side Milwaukee: Preliminary Station Area Plans Workshop**

Beulah Brinton Community Center  
2555 South Bay Street, Milwaukee

Tuesday, August 22<sup>nd</sup>, 2006

6:30 – 8:30 pm

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**Workshop Summary**

**(39 people signed in to the meeting; people worked in groups and 10 completed questionnaires were received)**

Preliminary Future Land Use comments

- Local, independent businesses – no chains
- Consider the positives of high density residential – expand tax base, reverse population decline
- Lincoln Avenue station location – design oriented towards lake
- Parking shouldn't face streets ever
- Maintain height restrictions: 4-6 stories
- 2-story maximum height
- Leave Army Reserve Base where it is
- Concern for parking – where is it really? How can it fit?
- Hotel/motel by ferry, on ferry parking lot
- CDF unreasonable as wildlife view area
- Do we really need more commercial?
- Can't even fill up Bay View commons/Urban View
- Like images we see
- Like idea of industrial rezoning – needed!
- Good use of "leftover" chunks of land.
- Coexistence with industries adverse to moving



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## TRANSIT ORIENTED DEVELOPMENT

### *Community Area Workshops*

- Adequate greenspace opportunity along urban edges
- We all would like to see the complicated (it's confusing and intimidating) viaduct removed.
- Better access to the lake is good; making green space is important.
- We would like to see the space currently used for military be repurposed – currently eyesores.
- Like to see desolate Bay Street improved and reused; feel parking lost on Bay Street aren't the thing to present there.
- No big box development. (3)
- Very much support removing the Bay Street Viaduct.
- Very much support multi-family housing being added.
- Very much support removing the military buildings.
- Very much support the proposed green space.
- Improve the bay Street corridor with attractive multi-use.
- Mixed us focusing on businesses and office center along Bay Street.
- Retain industry on northeast corner (Wrought Washer and Louis Allis)
- Like the location of the station and how it integrates with neighborhood.
- Lincoln Bridge to ground level seems good idea.
- Overdevelopment of relatively large structures would be unwise
- Second tower on Bay View skyline viewed as disruptive
- How would one implement DCF as nature area cost-effectively?
- Move parking a few blocks away to capture foot traffic for area businesses. Parking in front of or next to a station contradicts the TOD concept and idea of creating a pedestrian environment.

#### Preliminary Future Access and Circulation Patterns comments

- Improve bike access
- Improve pedestrian friendliness west of port
- Station should be on east side, not west
- Don't care what side it's on



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## TRANSIT ORIENTED DEVELOPMENT

### *Community Area Workshops*

- Modify viaduct just to connect with East Bay Street
- Commuter bus route to Summerfest/downtown 794
- Limit freight line uses?
- Believe this will draw more people to area because of pedestrian friendliness (dropping viaduct)
- Question if Bay Street will/could have access to 794 (i.e., for drop offs)?
- Address bike access – bikes on trains like Metra?
- Concerns: tax burden – bus system under-utilized. Will this duplicate bus? Will this be fully utilized?
- Parking: how many spots? Pressure on street parking? Prefer more pedestrian friendly rather than parking.
- Freight traffic?
- Bike trails and pedestrian friendly
- Eastern Bay View access to station
- Parking for those driving to station?
- Traffic at rail crossings
- We like having more/better bike paths, pedestrian access.
- Taking down Bay Street viaduct also sounds desirable
- Like the proposed roadways and improved truck access.
- Liked the idea of getting trucks off 794 quickly.
- We're in favor of increased/enhanced bike paths.
- We're in favor of enhanced pedestrian access with viaduct removal.
- We're in favor of proposed (new) roadways.
- Easy access from 794 to Bay Street.
- Intermodal connections between train and ferry (shuttle service of increased passage)
- Traffic calming for concerns of increased traffic.
- More bike access throughout the neighborhood, connecting the entire community.
- Commuter rail gives Bay View access to jobs in Racine (SC Johnson), Kenosha (Daimler Chrysler) and Waukegan (Abbott Labs)



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## TRANSIT ORIENTED DEVELOPMENT

*Community Area Workshops*

- Greg's/Bill's concept merits further investigation regarding moving salt piles and rethinking 794 as truck hub.

### Preliminary Future Urban Design Framework comments

- No garage doors facing street – preserve alley
- Encourage porches – neighborhood interaction
- Balconies considered part of design
- Pedestrian plaza – place to gather, presence of energy
- Maintain a traditional Bay View/Milwaukee feel.
- Public access, port security concerns
- Neighbors concerned about increased Logan traffic
- Office space here will take away vitality from KK
- Amenities are nice, but reality: station precedes development.
- We think development is good mix for area (add to revitalize neighborhood).
- Questions about mixed income housing possibilities – will more people be priced out of Bay View?
- Green architecture!
- Pedestrian access
- Adequate parking at station
- Bike rentals at station
- Upgrade road condition
- We like the “soft-edged streetwall” concept – keep it neighborly
- We like the gateway features.
- We like the path along the lake.
- We like streetwall concept with soft edges and greenery
- We like gateway features.
- We like path adjacent to lake
- Sustainable (or LEED certified) green architecture (2)
- Beach community design.
- Keep parking lots behind buildings



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TRANSIT ORIENTED DEVELOPMENT  
*Community Area Workshops*

- Green space on street corners and along street.
- Mixed use could include live/work condos.
- Concerns for high rise high density housing (no more skyscrapers).

Other Comments

- Taxes go up, won't live to see reward
- Like to see station in Bay View at least cost ASAP.



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TRANSIT ORIENTED DEVELOPMENT

**Market Assessment Reports**



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

#### **I. EXECUTIVE SUMMARY**

This station area market assessment was completed as a component of the of the Kenosha-Racine-Milwaukee (KRM) Commuter Link study. The report presents an assessment of market conditions for residential, commercial and office development and redevelopment in an area including a rail station proposed to be located on the south side of the City of Milwaukee. This proposed station is located between the proposed downtown Milwaukee Station and the proposed Cudahy/St. Francis Station.

#### **Station Area Demographics**

- The station is proposed for the area east of E. Bay Street at its intersection with E. Lincoln Avenue. Approximately 3,700 people live within one-half mile of the station site; the area within a half-mile of the station location is characterized by relatively high population density, more than 1,500 jobs, and a relatively high proportion of households without access to an automobile compared to other proposed KRM stations areas.
- The area exhibits a relatively low median household income compared to other proposed station locations and a low owner occupancy rate at less than 42%.

#### **Station Area Land Use & Business Activity**

- The area within a half-mile of the proposed station features a mix of uses at various densities and intensities, with a number of vacant or underutilized parcels. Generally, the areas south of the station location are established urban residential neighborhoods with a mix of single-family, duplex and multi-family housing. Nearly 90% of the housing stock was constructed prior to 1970. The area north of the station is devoted to industrial and transportation uses, including a portion of the Port of Milwaukee.
- Kinnickinnic Avenue, traversing the southwest quadrant of the study area, is a “main street” commercial district, featuring late 19<sup>th</sup> and early 20<sup>th</sup> century mixed use buildings fronting the street. Major commercial nodes are redeveloping on S. Kinnickinnic Avenue around E.



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

Lincoln Avenue, E. Russell Avenue, and E. Becher Street/E. Bay Street. This commercial district features about 270,000 square feet of ground floor commercial space, most of it in mixed-use buildings.

- The number of businesses in the 53207 zip code, which includes the station area, has been growing slowly over the last several years, increasing by about 4% between 2001 and 2003. New businesses tend to be small: the number of businesses employing more than 10 people declined by 3% in that period, while the number employing fewer than 10 people grew by 8%. The fastest growth is occurring in the Business Administration, Transportation and Warehousing, Retail Trade and Health Care business sectors.

#### **Station Area Residential Development & Development Potential**

- Between 2000 and 2005, the City of Milwaukee issued building permits for a total of just over 4,200 residential dwelling units in single-family and multi-family developments. Approximately 1.5% percent of this activity took place in the half-mile station study area.
- Housing values in the study area are growing 15%-20% annually. In the five census tracts surrounding the proposed station location, the median sale price of a single family home in 2005 was \$143,000; the median sale price of a condominium unit in the station area was approximately 20% higher.
- Bringing rail service to the area offers the potential to capture a higher share of future housing construction for the station area. The neighborhood surrounding the station is considered by real estate professionals to be “up-and-coming.”
- The study team estimates that the demand for new housing in the station area – assuming the implementation of commuter rail – will total 734 new housing units between 2005 and 2020; this amounts to around 49 units per year on average over the next 15 years.

#### **Station Area Retail Development Potential**

- The Kinnickinnic Avenue retail district is redeveloping into an entertainment and specialty retail area, with a hub at E. Lincoln Avenue, about six blocks west of the proposed station.



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

There is strong sentiment among stakeholders that new development in the station area should compliment rather than compete directly with this reemerging retail area.

- New retail activity could be concentrated in a node at Lincoln and Bay Streets; new developments could focus on convenience retail in mixed-use buildings, while also meeting demand for a limited quantity of medium-sized retailers along Bay Street – such as a chain drugstore or mid-sized supermarket – which would have difficulty locating on Kinnickinnic Avenue, given their space needs.
- The study team estimates that the station area can absorb approximately 30,000 square feet to 45,000 square feet of new retail space between 2005 and 2020; much of this development could occur in mixed-use buildings.

#### **Station Area Office Development Potential**

- The study area offers almost no dedicated office space, although slightly over 10% of commercial space along Kinnickinnic Avenue is currently used by office-based enterprises, such as insurance sales or building management firms.
- The area's location – with excellent automobile and transit access and its proximity to Lake Michigan and the emerging retail node on Kinnickinnic Ave. may be attractive for some office uses, especially as the station area is underserved with higher quality office space. The study team estimates that the between 35,000 square feet and 60,000 square feet of office space may be supported in the half-mile station area over the next 15 years; most of this could occur in build-to-suit developments.

#### **Summary of Potential Development Demand**

Table ES-1 presents a summary of potential demand for new development within a half-mile of the proposed station. These projections assume that rail service is operating by 2014.



**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

**Table ES-1**  
**SOUTH SIDE MILWAUKEE STATION**  
**ESTIMATED STATION AREA DEVELOPMENT DEMAND, 2005-2020**

	2005 - 2010	2010 - 2015	2015 - 2020	Total
Residential Units	167	234	322	734
Retail (Square Feet)	5,000 – 10,000	15,000 - 25,000	10,000 – 20,000	30,000 – 45,000
Office (Square Feet)	5,000 – 10,000	15,000 - 25,000	15,000 – 25,000	35,000 – 60,000

**II. METHODOLOGY**

**Residential Demand**

To calculate demand for new housing units in an area in a circle with a half-mile radius from the proposed station location, the study team began with the 2004 State of Wisconsin Department of Administration forecasts of population and household change for Wisconsin municipalities between 2000 and 2020. From these data, the team estimated the share of new housing demand in the City of Milwaukee that could occur in the station area first without commuter rail service, and then with rail service. These calculations assume that rail service is available beginning in 2014, and that the rate of development will increase in the station area beginning in 2010, once it becomes clear that improved transit service is being implemented.

The demand forecasts assume a 5% residential vacancy factor, a conservative estimate; the station area currently has a residential vacancy rate of about 8%. This vacancy factor is added to the residential demand created by household growth. It is further assumed that a proportion of older housing will be replaced each year, calculated at an annual rate of one-half of one percent (0.5%) of the number of housing units in the area constructed before 1970 as reported in the 2000 census.



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

Following an examination of development patterns in Milwaukee and the station area along with recently completed residential projects and planned construction, the team estimated the station area's share of forecast development without rail service. Finally, the study team evaluated the sorts of development that typically are spurred by fixed-guideway transit improvements that may be reasonable for the station area, with its particular mix of existing land uses, the availability of land for redevelopment, and the preferences expressed by area stakeholders.

#### **Retail Demand**

The study team assessed the availability of land in the station area, nearby concentrations of retail uses and the overall competitiveness of the station area for retail development, and identified the type and scale of retail development that is supportable at the station by evaluating population density and area demographics, retail sales, level of competition and overall retail market conditions. The estimates of supportable retail space incorporate recommendations from the City and other stakeholders.

#### **Office Demand**

The study team assessed the station area's potential to attract office development by evaluating the existing office market, vacancy rates and rental prices, office employment trends and the employment base in the larger station area. The team also evaluated the availability of land in the half-mile station area and the scale and type of development that the region may be able to support.



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

### III. STATION AREA LAND USES AND BUSINESS ACTIVITY

#### Proposed Station Location

The station is proposed for the area east of E. Bay Street at its intersection with E. Lincoln Avenue. The area is at the southern end of the Milwaukee harbor and is bordered on the east by Interstate 794 and Lake Michigan. See Figure 1. The area within a circle with a three-mile radius is generally considered to be a commuter rail catchment, the area which will include many origins and destinations for rail users.

#### Half-mile Study Area

A half-mile area surrounding the station location will form the basic geographic unit of analysis in this market assessment. The half-mile radius represents a 10 minute walk from the station. The half-mile station study area extends from the Port of Milwaukee on the north to E. Russell, E. Seeley and E. Ontario Streets on the south, and from S. Austin Street on the west to Lake Michigan on the east. S. Kinnickinnick Avenue (WIS 32), a main South Side commercial corridor, traverses the western side of the study area from northwest to southeast. The Hoan Bridge – the portion of I-794 crossing the Milwaukee Harbor – traverses the eastern edge of the study area; the station is proposed for a location near the Lincoln Avenue/Port of Milwaukee interchange of I-794.

#### 1. Study Area Land Use

The half-mile study area includes a mix of uses at various densities and intensities, with a number of vacant or underutilized parcels. The proposed station is located on E. Bay Street, which acts as a seam between areas devoted to relatively dense residential and mixed residential and commercial uses to the west and south, and industrial and transportation uses to the north and east. Portions of the southeast quadrant of the study area are included in a national historic district, and the City is in the process of

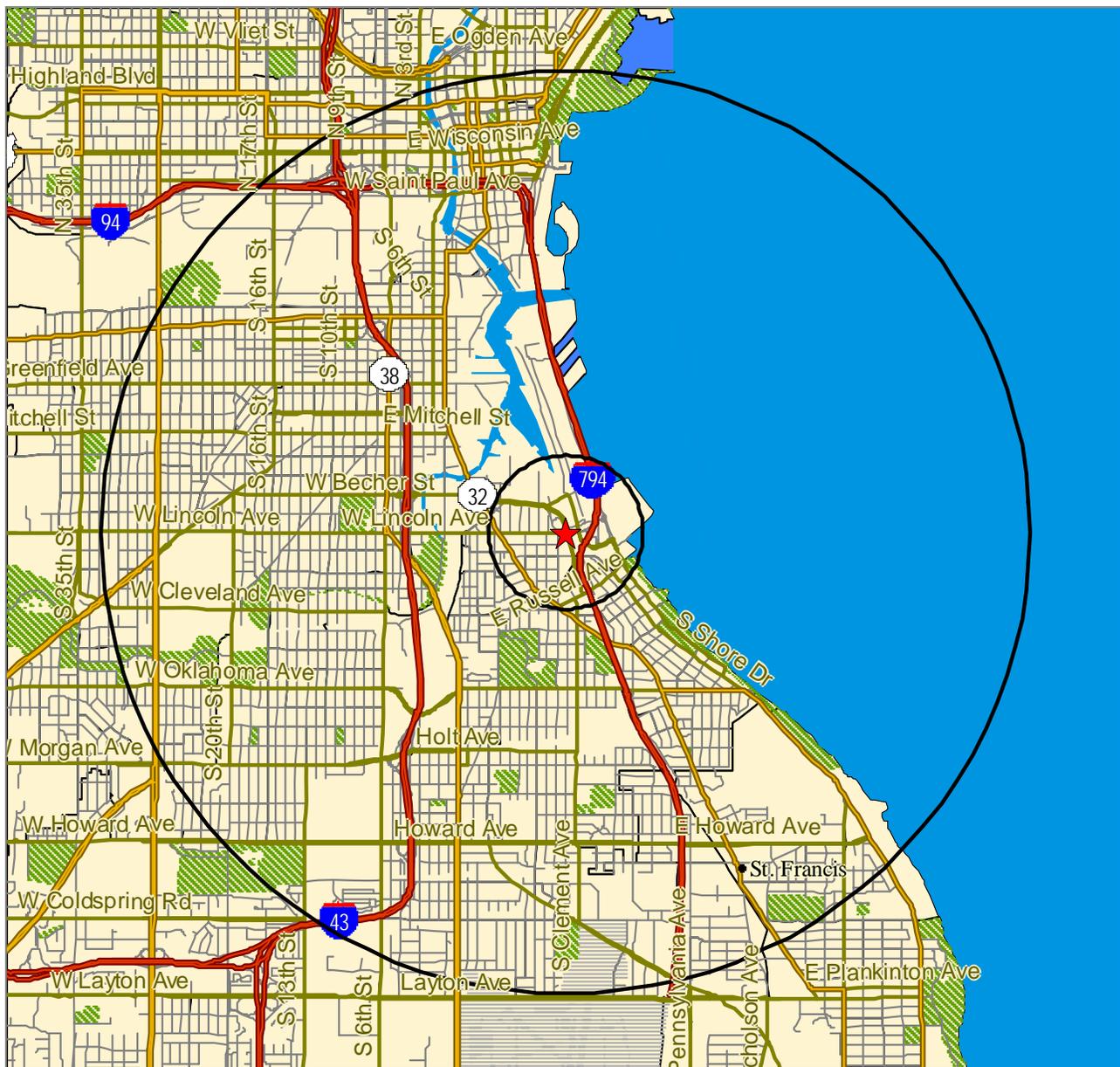


# TRANSIT ORIENTED DEVELOPMENT

## South Side Milwaukee Station Market Assessment

establishing a conservation overlay zone – which would establish strict design guidelines and prevent the combining of parcels for redevelopment – in part of the district.

**Figure 1**  
**PROPOSED SOUTH SIDE MILWAUKEE STATION LOCATION**  
**WITH HALF-MILE AND THREE MILE RADIUS AREAS**





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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

Kinnickinnic Avenue, traversing the southwest quadrant of the study area, is a “main street” commercial district, featuring late 19<sup>th</sup> and early 20<sup>th</sup> century mixed use buildings fronting the street. Major commercial nodes are redeveloping on S. Kinnickinnic Avenue around E. Lincoln Avenue, E. Russell Avenue, and E. Becher Street/E. Bay Street, which has seen construction of commercial, mixed use and residential buildings in the last several years.

Most of the land in the northwest quadrant of the half-mile radius study area encompasses industrial uses, employing approximately 700 hundred workers at industries such as Wrought Washer Inc. and Aluminum Casting and Engineering and a number of emerging businesses. Some underused industrial parcels may offer opportunities for redevelopment. The northeast quadrant of the study area is occupied by transportation and bulk storage uses – mostly in the Port of Milwaukee, which is currently developing a land use plan – along with related institutional uses, such as the Harbor Commission offices and the Milwaukee Station of the United States Coast Guard. A large area is occupied by an expressway interchange of I-794. See Figure 2 for land use highlights in the station area.

#### 2. Study Area Demographics

The area surrounding the proposed Bay View station is home to 3,751 people within one-half mile and 132,022 people within a three-mile radius. (These figures are 2005 estimates provided by Demographics Now, a national demographic data vendor.) This equates to a population density of about 4,700 persons per square mile, 70% higher than the corridor-wide average of 2,772, and about 13% higher than the average density for all half-mile station radii, which is 4,160. In addition, more than 1,600 employees work in the half-mile study area.

The median age of the population is 35.9 years, with nearly 11% of residents being over the age of 65. A considerable proportion of the households living near the proposed train station do not have a motor vehicle (15%); only the downtown Milwaukee, Racine



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**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

and Kenosha station areas have higher proportions of autoless households. Median household income is estimated to be \$35,390. The owner occupancy rate is very low compared to other station locations at just over 41%. Over half (56%) of the residents aged 25 and older have at least some college education.





**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

Table 1 compares demographic characteristics of the half-mile station area with a larger three-mile-radius area, which includes portions of Downtown Milwaukee. Demographic maps in the Appendix show the median household income, population density and average household size for each block group for the area surrounding the proposed South Side Milwaukee station. They show that the average household size within the half-mile area is between 2 and 2.5 persons; population density is relatively high within the western and southern portions of the half-mile area; and that median household incomes are higher along Lincoln Avenue than anywhere else within the half-mile area.

**Table 1**  
**KEY DEMOGRAPHICS FOR HALF-MILE AND THREE-MILE RADII**  
**FROM PROPOSED SOUTH SIDE MILWAUKEE RAIL STATION**

2005 Demographics	1/2 Mile	3 Mile
Population	3,751	132,022
Households	1,792	49,798
Population Density/Square Mile	4,776	4,669
Median Age	35.9	31.7
% of Population Aged 65+	10.7%	10.1%
Median Household Income	\$35,390	\$36,205
% of Households with No Vehicle Available	15.0%	14.2%
% of Population 25+ with at least some College	56.2%	49.1%
Total Housing Units	1,957	54,149
% Vacant Housing Units	8.4%	8.0%
% Owner-Occupied Housing Units	41.6%	45.3%
Employment	1,663	120,720

Source: *Demographics Now*



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

#### Redevelopment Opportunity Sites

The residential neighborhoods west and southeast of the station location are largely built-out, and the area near Lake Michigan may soon be included in a conservation district overlay, which could have serious impacts on redevelopment. Nonetheless, the half-mile station study area includes several potential key sites for redevelopment, mostly in the areas devoted to industrial, storage and institutional uses to the north and east of the proposed station.

- **Grand Trunk Site.** This large vacant parcel north of Bay Street, comprising approximately 30 acres fronting the Kinnickinnic River is owned by the City of Milwaukee and administered by the Port of Milwaukee.
- **Army Reserve Site.** Located on the west side of Bay Street between Lincoln Avenue and Conway Street, this site is nearly six acres in area and is leased by the City of Milwaukee to the US Army; the lease is being extended for one year as the Port of Milwaukee completes a land use plan for harbor lands.
- **Navy Reserve Site.** Including four acres located between Superior Avenue and Lincoln Memorial Drive north of Russell Avenue, this parcel is currently leased by the City of Milwaukee to the US Navy at a cost below market rate; the parcel is administered by the Port of Milwaukee although, like the Army Reserve Site, it is not located in the Harbor area *per se*. The lease is set to expire in approximately five years.
- **Lincoln Viaduct Loop.** This loop road serves the Lincoln Avenue Viaduct, an overpass connecting Lincoln Avenue and Bay Street with the I-794 interchange over the Union Pacific rail tracks. Currently, the viaduct sees relatively light traffic (about 3300 cars per day in 2002) which may be able to be served by an at-grade crossing. The loop parcel at the intersection of Lincoln Avenue and Lenox Street includes just less than five acres of land.
- **Infill and conversion opportunities north of Bay Street.** The industrial land north of Bay Street in the study area includes a number of viable businesses employing several hundred workers. However, many of the existing buildings area currently underutilized



**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

and over time market demand may make the conversion of some of these properties to other uses, such as residential and commercial.

**IV. DEMOGRAPHIC TRENDS AND FORECASTS**

**City of Milwaukee Population and Household Trends**

According to the State of Wisconsin Department of Administration, the population of the City of Milwaukee decreased slightly between 2000 and 2005; however, the City’s population is projected to increase by 4.3% between 2005 and 2025. Though the population decreased in the last five years, the number of households increased by nearly 6,000 (as average household size decreases), and is forecast to increase by an additional 17,754 households between 2005 and 2025, for a total growth of around 10%. Table 2 shows these trends.

**Table 2**  
**CITY OF MILWAUKEE HOUSEHOLD AND POPULATION PROJECTIONS, 2000-2025**

Year	Number of Households	Change		Population	Change	
		No.	Pct.		No.	Pct.
2000	232,188	x	x	596,974	x	x
2005	237,939	5,751	2.5%	592,765	-4,209	-0.7%
2010	243,311	5,372	2.3%	608,542	15,777	2.7%
2015	248,154	4,843	2.0%	616,468	7,926	1.3%
2020	253,975	5,821	2.3%	623,608	7,140	1.2%
2025	255,693	<u>1,718</u>	<u>0.7%</u>	622,738	<u>-870</u>	<u>-0.1%</u>
Change 2000-2025		23,505	10.1%		25,764	4.3%

Source: State of Wisconsin Department of Administration



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TRANSIT ORIENTED DEVELOPMENT  
*South Side Milwaukee Station Market Assessment*

**Employment Trends**

The City of Milwaukee's unemployment rate in May 2006 was 7.1%, representing a slight decline from the 7.3% posted a year previous. The unemployment rate in Milwaukee County stood at a much lower 5.8% in May 2006, also down slightly from one year earlier.

The proposed station is located in Milwaukee zip code 53207; census employment data are aggregated to the zip code geographic level. In 2003, the 53207 zip code had a total of 782 business establishments employing 17,535 people. The annual payroll of these employers exceeded \$557 million. Between 2001 and 2003, the number of establishments in the zip code increased by 31, about 4%. However, employment decreased by 9%, and payrolls decreased by more than 10%. This trend may indicate the creation of smaller businesses in the neighborhood. Among all businesses in the zip code area, the number of firms with fewer than 10 employees increased by 8%, while the number with 10 or more employees fell by 3%. The trend is starkly true in retail trade: while the number of retail establishments in zip code 53207 grew by 15% between 2001 and 2003, the number of retail establishments employing fewer than 10 people increased by 35%, while the number with 10 or more employees decreased by 19%. The same trend holds true for Transportation and Warehousing firms, with faster growth among smaller firms. Table 3 illustrates this trend in the station area.



**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

**Table 3**  
**EMPLOYMENT TRENDS IN ZIP CODE 53207**  
**FOR SELECT BUSINESS CATEGORIES, 2001-2003**

Type of Establishment	Number of Establishments	1-9 Employees	10 or more Employees
All Categories 2001	751	475	276
All Categories 2003	<u>782</u>	<u>513</u>	<u>269</u>
<i>Change</i>	4%	8%	-3%
Retail Employers 2001	86	55	31
Retail Employers 2003	<u>99</u>	<u>74</u>	<u>25</u>
<i>Change</i>	15%	35%	-19%
Transportation and Warehousing 2001	64	28	36
Transportation and Warehousing 2003	<u>77</u>	<u>35</u>	<u>42</u>
<i>Change</i>	20%	25%	17%

Source: Demographics Now

Major employers within one mile of the station include Klement’s Quality Meats, Aluminum Casting and Engineering Company, Wrought Washer Company, and the industries in the Port of Milwaukee, which include marine-based construction and transportation transfer companies. These nearby major employers account for nearly 1,800 jobs.

Table 4 provides an overview of employment trends in zip code 53207 between 2001 and 2003, outlining industries, establishments and overall employment and payroll. The area’s employment base is strongly grounded in retail, manufacturing, transportation and warehousing, construction, accommodation and food service, and professional, scientific and technical services.



**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

**Table 4**  
**ESTABLISHMENTS BY INDUSTRY**  
**IN ZIP CODE 53207, 2001-2003**

Industry	Total Establishments by Year			Change	
	2001	2002	2003	No.	Pct.
Total Establishments	751	801	782	31	4.1%
Construction	53	55	55	2	3.8%
Manufacturing	71	67	65	-6	-8.5%
Wholesale Trade	51	51	47	-4	-7.8%
Retail Trade	86	92	99	13	15.1%
Transportation & Warehousing	64	72	77	13	20.3%
Information	11	11	11	0	0%
Finance & Insurance	33	35	37	4	12.1%
Real Estate & Rental & Leasing	24	28	30	6	25%
Professional, Scientific & Technical Services	47	52	54	7	14.9%
Management of Companies & Enterprises	2	4	4	2	100%
Admin, Support, Waste Mgt & Remediation Services	26	36	34	8	30.8%
Educational Services	11	10	8	-3	-27.3%
Health Care & Social Assistance	54	59	62	8	14.8%
Arts, Entertainment & Recreation	11	15	11	0	0%
Accommodation & Food Services	92	97	101	9	9.8%
Other Services (Except Public Administration)	115	117	87	-28	-24.4%
First Quarter Payroll in \$1,000	\$160,829	\$133,741	\$138,061	-22,768	-14.2%
Number of Employees	19,316	17,142	17,535	-1,781	-9.2%
Annual Payroll in \$1,000	\$622,631	\$544,544	\$557,645	-64,986	-10.4%

Source: U.S. Census, "County Business Patterns"



**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

**V. RESIDENTIAL MARKET CONDITIONS AND STATION AREA OPPORTUNITIES**

**Housing Market Trends**

1. Building Permits and Construction Activity

The City of Milwaukee issued a total of 4,216 building permits for residential construction between 2000 and 2005, for an average of 703 permits per year. During this period, 2,864 multi-family developments were constructed, representing nearly 500 housing units in each year; construction of multi-family units tapered off slightly in 2005, and data for the first half of 2006 shows that trend continuing. Table 6 shows residential construction permit data.

**Table 6**  
**RESIDENTIAL BUILDING PERMITS IN MILWAUKEE, 2000-2005**

Year	Single-Family Units	2-4 Units	Multi-Family Units	Total Units
2000	112	10	210	342
2001	154	28	378	560
2002	150	57	517	724
2003	254	34	618	906
2004	211	73	616	900
2005	204	55	525	784
Total	1,085	267	2,864	4,216
Annual Average	181	45	477	703

Source: US Census

2. Station Area Condominium Development

Although much of this residential construction activity has taken place in and near the city's central business district, several condominium projects have been completed



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

within one mile of the proposed station site, demonstrating a market for residential housing. Some of these developments are new construction, and some are adaptive reuse of existing structures. Several of these developments are actively marketing units in the station area. Table 7 presents details about these recently-constructed developments. See Figure 3 for locations of recent station area residential developments

**UrbanView** is the most ambitious and visible recent residential development in the vicinity of the proposed station; it is located just beyond the half-mile station area at the intersection of S. Kinnickinnic Ave. and E. Becher/E. Bay St., a gateway to Milwaukee's Bay View neighborhood and the station area. The project includes ground floor retail space and 21 condominium units in a three-story, contemporary mixed-use structure. One-bedroom, one-bath units cover about 800 square feet and are being marketed for approximately \$170,000. Larger two-bedroom, one-bath units have an asking price of \$228,000 for 1,100 square feet. Two-bedroom, two-bath units – some include a den – range from 1,200 to 1,600 square feet and are being marketed for \$240,000 to approximately \$300,000. All units have balconies, laundry facilities, and underground parking. UrbanView was completed in 2005.

The **Lincoln Lofts** are located in a converted 1920 industrial building at 306 E. Lincoln Avenue, about nine blocks west of the proposed station location, and just beyond the half-mile primary study area. The project's 11 units range from 850 square-foot one-bedroom, one-bath condominiums to two-bedroom, one-bath units at approximately 1,200 square feet. Asking prices range from \$173,000 to around \$195,000. Some units in the two-story building have balconies, and all include a parking space.

At the corner of S. Allis Street and E. Lincoln Ave., in the heart of the redeveloping S. Kinnickinnic

Ave. business district, the **Allis Street Flats** occupy a renovated 1897 mixed-use building. The building has nine units at 1,250-1,330 square feet – all units have two bedrooms and one bathroom, and some have dens; one unit is being marketed as a



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

three-bedroom, one-bathroom condominium. The dwelling units have separate street entrances, and asking prices range from \$179,000 to \$239,000. The building houses a bakery/café in ground floor retail space.

**Shemitis Commons** is a redeveloped 1911 mixed-use building at S. Kinnickinnic Ave. Its ground floor commercial space is anchored by a branch of a Milwaukee bookstore chain. Four second-floor dwelling units range from about 1,200 to 1,700 square feet and list between \$150,000 and \$239,000.

A group of side-by-side townhomes comprises the **St. Clair Condominiums**. Located in a residential area just over ¼ mile from the proposed station, the units were developed in 2002 on vacant land near the Lake Parkway right of way. The two-story units have two bedrooms and one-and-a-half bathrooms, and include detached garages and full basements. One unit is currently on the market with an asking price of \$180,000.





**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

**Table 7**  
**RECENT RESIDENTIAL PROJECTS IN THE SOUTH SIDE MILWAUKEE STATION AREA**

<b>Project Name &amp; Address</b>	<b>Year Constructed</b>	<b>Number Of Units</b>	<b>Example Unit (BR/BA)</b>	<b>Price</b>	<b>Comments</b>
<b>UrbanView</b> 2121 S. Kinnickinnic Ave	2005	21	1/1	\$170,000	This mixed-use development includes ground floor commercial space. Eighteen units are currently for sale, with underground parking.
			2/1	\$228,000	
			2/2	\$298,000	
<b>Lincoln Lofts</b> 306 E. Lincoln Ave.	2004	11	1/1	\$173,000	Condo conversion of a 1920 industrial building. Three units are currently for sale.
			2/1	\$194,000	
<b>Allis Street Flats</b> 422 E. Lincoln	2006	9	2/1	\$179,000	Mixed use condo conversion of 1897 building; units have separate street entrances. Nine units are currently for sale.
				\$239,000	
<b>Shemitis Commons</b> 2258 S. Kinnickinnic Ave.	2004	4	1/1	\$259,000	Mixed use condo conversion above bookstore. Includes parking space. One unit is currently for sale.
<b>St. Clair Condominiums</b> 2437 S. St. Clair St.	2002	10	2/1.5	\$180,000	Two-story side-by-side town homes built along Lake Parkway. Includes detached garage and full basement. One unit is currently for sale.

Source: City of Milwaukee Assessor's Office, Multiple Listing Service



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

#### 3. Home Sales and Prices

According to real estate sources and the City of Milwaukee, the areas surrounding the proposed South Side Station have witnessed considerable growth in housing values in the last years; between 2005 and 2006, the assessed value of the average home in the area grew by approximately 15%-20% according to the City Assessor's Office. The City further reports that the five census tracts included in the half-mile station study area saw a total of 225 residential property sales in 2005. One-hundred-twenty-five of those represent single-family homes, with a median sale price of \$143,000. Duplexes made up 63 sales, with a median sale price of \$160,000. Twelve multi-family properties changed hands, with a median sale price of \$238,500.

Thirty-four of the single-family properties sold in the study area in 2005 were condominium units. This number represents a large increase over the previous years – as shown in Table 8, a total of 24 condominium units were sold in the three years previous – partly explained by the area's improving real estate market and the completion of several condominium projects. The median sale price was \$171,950. Between 2002 and the first quarter of 2006, the median sale price for a condominium in the station area grew by approximately 29%, or about twice the rate of inflation (6% per year as opposed to about 3% per year). This growth is somewhat slower than that of the overall housing market in the area, but it reflects the relatively small number of condominium units available; at least two residential developments are actively marketing about 30 new units in the half-mile area, representing about 50% of the total number of units sold in the last four years.



**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

**Table 8**  
**STATION AREA CONDOMINIUM SALES, 2002-2006**

Year	Number of Units Sold	Price Range	Median Sales Price	Year-over- Year Change
2002	11	\$119,000 - \$285,000	\$162,500	x
2003	8	\$149,900 - \$210,000	\$173,500	7%
2004	6	\$103,000 - 185,000	\$144,750	-17%
2005	34	\$77,000 - \$311,000	\$171,950	19%
2006 (through April)	3	\$159,900 - \$224,900	\$210,000	22%
			<i>Overall Change</i>	29%

Source: City of Milwaukee Assessor's Office

4. Rental Apartment Market

The half-mile station area has seen little or no rental apartment construction in the last several years; in fact, real estate sources report that some rental properties have been converted into condominiums. A large proportion of the rental housing in the study area is found in duplexes rather than larger apartment developments; approximately 30% of all housing units within one-half mile of the proposed station are located in duplexes. At least one new rental development has been proposed: a mixed use building including 50 apartment units. This proposal has not undergone any formal review at this time. Typical rents for two-bedroom apartments in the area range from \$650 to \$800 per month.

**Opportunities for Residential Development in the Station Area**

1. General Observations

The proposed station location has a number of advantages with regard to future residential development: it is near Lake Michigan; it has a good pedestrian infrastructure and nearby destinations including a redeveloping entertainment and retail district; there are several parks nearby; and it is well-served by both automobile access and public transit. Furthermore, the area has an established residential base with moderate



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

densities, viable industries *and* there exists a considerable amount of land that is currently underutilized with parking, industrial, transportation and institutional uses.

The housing market in the area has become markedly stronger in the last several years, and rising property values are attracting increased investment in the neighborhood, including the construction and/or renovation of more than 50 condominium units within a short walk of the proposed rail station. Because of the assets listed above, it may be likely that the study area will attract a considerable portion of future development and household growth in Milwaukee. The addition of a commuter rail station would serve to augment the area's attractiveness relative to the rest of the city. The area around the station is likely to change slowly over time, with uses gradually making a transition from parking, transportation or industrial to residential or mixed-uses as property values rise; the neighborhood already provides a good model for integrating residential and industrial uses, as factories and commercial buildings are currently incorporated with housing throughout the area.

#### 2. Future Demand

Forecasts provided by the State of Wisconsin indicate that the city of Milwaukee will add over 16,000 households between 2005 and 2020, an increase of 7% or slightly over 1,000 households per year on average. This forecast is the basis for estimating the demand for new housing units in the vicinity of the proposed South Side Milwaukee Station of the KRM Commuter Link. The study team estimates that about 734 units of housing (about 49 per year) could be built in an area with a one-half mile radius from the proposed station between 2005 and 2020, assuming that commuter rail service becomes operable. Without new rail service, demand for new housing in the station area is estimated to be 400 units, approximately 27 new units annually. Table 9 details the calculations, which are based on the assumption that the existing residential neighborhoods to the south and west of the proposed station are stable with housing values that are currently rising; these areas are assumed to attract limited infill



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

development. Instead, new housing is assumed to develop at somewhat higher densities on parcels that are currently vacant or underutilized or on parcels that become available as infrastructure improvements are made to the area's transportation system.

To estimate the demand, the study utilized household growth projections provided for the City of Milwaukee by the Wisconsin Department of Administration. The forecasts are provided in five year increments. To these numbers is added a vacancy allowance of 5% for units that may be in transition at any given time, along with an annual housing replacement figure calculated at one-half of one percent of all housing units built before 1970. In the half-mile station area, 90% of all housing units were constructed before this time period.

Finally two estimates are calculated to account for the increase in housing demand with and without future rail service in the neighborhood. In the last five years, approximately 1.5% of all housing units constructed in the City of Milwaukee were built within three-quarters of a mile of the proposed rail station. Most of the City's new housing was built in or near the central business district, in the Historic Third and Fifth Wards, along the Beer Line redevelopment district and in Brewer's Hill. These districts are rapidly redeveloping and will likely become built out over the next two decades. Bay View and the neighborhoods surrounding the station area are beginning to attract investment, and is considered by many stakeholders to be among the City's "up and coming" neighborhoods. Many real estate professionals believe that it will likely see an increased share of Milwaukee's development.

No major housing developments are currently under construction, and one apartment development has been proposed in the station area. Without rail service, 1.5% of all City housing development is assumed to take place in the study area until 2010 (the same proportion as the last half-decade), based on current housing construction and sales trends. Thereafter, as areas near the central business district become built out, the proportion is assumed to increase to 2.5% of City housing construction by 2020.



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**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

For the estimate assuming rail service commences in 2014, with increased activity in the local housing market beginning in 2010 as developers, homeowners and investors realize that rail service is in fact going to be initiated. Two percent of City housing construction is assumed to take place in the station area until 2010; after 2010, the proportion is assumed to increase to 4% and finally 4.5% of all Milwaukee housing development.



**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

**Table 9**  
**SOUTH SIDE MILWAUKEE STATION AREA**  
**ESTIMATED RESIDENTIAL DEMAND, 2005-2020**

Geography & Rail Alternatives	Short Term	Mid Term	Long Term	Total	Annual
	2005-2010	2010-2015	2015-2020	15 Years	Average
<b>City of Milwaukee</b>					
Demand due to household growth	5,372	4,843	5,821	16,036	1,069
Vacancy Allowance (5%)	269	242	291	802	53
Replacement Demand (0.5% of units built before 1970)	<u>1,038</u>	<u>1,038</u>	<u>1,038</u>	<u>3,114</u>	<u>208</u>
<b>Total City Demand / Baseline</b>	<b>6,679</b>	<b>6,123</b>	<b>7,150</b>	<b>19,952</b>	<b>1,330</b>
<b>Demand Alternatives</b>					
Half-mile station area / no commuter rail (1.5% of city demand to 2010, increasing to 2.5%)	100	122	179	401	27
Half-mile station area / with commuter rail (2% of total city demand to 2010, increasing to 4.5%)	167	234	322	734	49



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

#### VI. RETAIL MARKET CONDITIONS AND STATION AREA OPPORTUNITIES

##### **Station Area Retail Sales and Retail Sales per Household**

The *2002 Census of Retail Trade* offers insights into retail sales activity in the City of Milwaukee. A detailed table showing sales by selected retail category is included in the Appendix. In 2002 (the most recent data available), the city had just over 1,500 retail establishments and \$3.6 billion in sales. Sales in the City of Milwaukee accounted for 41% of Milwaukee County's total retail sales receipts, which totaled \$8.9 billion. Sales per household in the city total \$14,481; for Milwaukee County, that figure is \$23,433 per household. This discrepancy is largely due to the lower average income of city residents compared to the county as a whole.

##### **Expenditure Potential in 2005**

Based on an estimated average household income of \$43,831 in 2005 and its household composition and age characteristics, Demographics Now estimates that Milwaukee households have an aggregate retail expenditure potential of \$4.4 billion, or \$19,591 per household. This is an increase of about 35% over 2002. Of this amount, new car dealers account for 19.9% of household spending, grocery stores account for 15.9%, gasoline stations account for 10.3%, full- and limited-service restaurants account for 9.6% and department stores (including discount stores) account for 7.5%. The Appendix provides additional data regarding expenditures by retail category. Milwaukee's spending per household is only 79% of the national average, a result of its income and age profile.

##### **Shopping Concentrations in the Station Area**

According to the Polacheck Company's *2006 Real Estate Market Review and Forecast*, retail vacancy rates are stable in Milwaukee, at about 8% as of the end of 2005. There exist no shopping centers in the South Side Milwaukee Station study area; Kinnickinnic Avenue is a



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

traditional neighborhood “main street” commercial district. The structures on Kinnickinnic Avenue are typically two-story buildings with commercial uses on the ground floor and residential or sometimes office or storage uses on the second floor. According to Milwaukee Department of City Development records, Kinnickinnic Avenue in the station study area has about 270,000 gross square feet of ground floor commercial space. The majority of this space is occupied, and the area is seeing considerable reinvestment in its commercial space, with buildings and storefronts undergoing renovation.

#### **Retail Rents**

Real estate sources report rents from \$10/square foot to \$15/square foot for desirable buildings and locations. The only new commercial development in the vicinity of the station – located just outside the half-mile study area – features 19,000 square feet of retail space in a mixed-use building. Retail space in this development is currently being leased with an asking price of \$12/square foot to \$16/square foot.

#### **Future Retail Demand in the Station Area**

The existing retail center in the vicinity of the proposed station is currently undergoing reinvestment, and an entertainment district is developing around the intersection of S. Kinnickinnic Ave. and E. Lincoln Avenue as restaurants, bookstores, coffee shops and taverns featuring live entertainment and small scale local retail are established. Increasing housing demand and improved mobility provided by a commuter rail station in the area will likely spur this trend, including continued infill development on vacant parcels and redevelopment of existing retail space.

Along with population growth, transit investments may stimulate an increase in the “visitor” market to the station, people passing through the area to access commuter rail, recreation area and park users, and travelers using the Lake Express ferry. This market could create a larger demand for restaurant, take-out food and entertainment services in the station area. In addition,



**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

some space for commuter services is likely to develop on parcels contiguous to the proposed station site. Rail commuters typically use local establishments to buy breakfast, snacks, sandwiches, and prepared foods to take home from work, as well as newspapers and magazines for their commutes. They will also use local conveniences such as dry cleaners and personal care outlets such as barber and beauty shops, along with flowers, cards and other sundries. These estimates also consider that one national chain drugstore will locate in the area between 2010 and 2015, accounting for about 15,000 square feet of new retail space. Table 10 estimates demand for retail space in the station area over the next 15 years, cumulating in a long term estimated demand of up to 45,000 square feet of new retail space.

**Table 10**  
**STATION AREA RETAIL SPACE DEMAND, 2005-2020**

<b>2005-2010</b>	<b>2010-2015</b>	<b>2015-2020</b>	<b>Total</b>
(Square Feet)	(Square Feet)	(Square Feet)	(Square Feet)
5,000 – 10,000	15,000 - 25,000	10,000 – 20,000	30,000 – 45,000



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

#### **VII. OFFICE MARKET CONDITIONS AND STATION AREA OPPORTUNITIES**

##### **Station Area Office Market Conditions**

With the exception of a structure dedicated to the administrative use of the Port of Milwaukee, no traditional office developments exist in the half-mile station study area. The office space that does exist is either owner-occupied – offices that serve adjacent manufacturing or transportation uses – or in mixed-use commercial buildings, zoned for either retail or office use. This is the case as well for most of zip code 53207, in which employment is geared toward manufacturing, transportation, warehousing and retail rather than professional and financial services.

There exist a handful of office developments in the zip code, clustered around General Mitchell International Airport. Overall, according to Grubb and Ellis, the entire southeast market region of Milwaukee has about 555,000 square feet of pure office space in 11 developments (as of January 2005), with no office developments planned or under construction; at that time, those developments reported vacancy rates of about 15%, and the asking price for office space ranged from \$11/square foot to \$20/square foot. Current asking prices in zip code 53207 range from \$15/square foot for space in newer office buildings to as little as \$5/square foot in older mixed-use commercial buildings.

In the half-mile station study area, some office space is to be found in the commercial district on S. Kinnickinnic Avenue. Of the 270,000 gross square feet of commercial space on this street between E. Ward Street and E. Russell Street, approximately 11% - or 31,000 square feet – is currently used as office space, according to Department of City Development records.

##### **Future Office Demand in the Station Area**

Because the station area does not serve businesses that traditionally exhibit a high level of demand for office space, there is likely to be only modest growth in the office market in the half-mile study area. Still, of the 782 business establishments in zip code 53207 in 2003, fully 136



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## TRANSIT ORIENTED DEVELOPMENT

### *South Side Milwaukee Station Market Assessment*

were engaged in information, finance and insurance, real estate, professional or technical services and the management of companies. Though almost all these businesses were small – employing four or fewer people – this represents about 17% of all businesses in the area. Real estate professionals interviewed during the completion of this market analysis believe there is some room for growth in the office market in the station area, particularly as with rail service more firms may find the area attractive.

Because of this, and because all the existing space being used for offices in the half-mile area is in older, mixed-use buildings, a modest amount of new space could be absorbed in free standing single- or multi-tenant office buildings, or as part of mixed-use buildings to serve medical professionals and allied health care practitioners, attorneys, accountants, and insurance agents.

Furthermore, there may be a potential market for space for some back office operations and “creative economy” businesses, as well as the office operations of marine-based businesses that desire easy access to Milwaukee’s harbor. At least one former large commercial space is being marketed to such potential tenants, and has been successful in attracting them due to the area’s proximity to downtown Milwaukee, good roadway access, relatively inexpensive rents and reputation as an up-and-coming neighborhood. While the area is not necessarily likely to see speculative development of office space, there may be a market build-to-suit office developments; this market would likely be augmented by the implementation of rail service. As Table 11 shows, a small amount of office development may be feasible in the station area over the next 15 years.



**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

**Table 11**  
**STATION AREA OFFICE SPACE DEMAND, 2005-2020**

<b>2005-2010</b>	<b>2010-2015</b>	<b>2015-2020</b>	<b>Total</b>
(Square Feet)	(Square Feet)	(Square Feet)	(Square Feet)
5,000 – 10,000	15,000 - 25,000	15,000 – 25,000	35,000 – 60,000



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**TRANSIT ORIENTED DEVELOPMENT**  
*South Side Milwaukee Station Market Assessment*

**VII. APPENDIX**

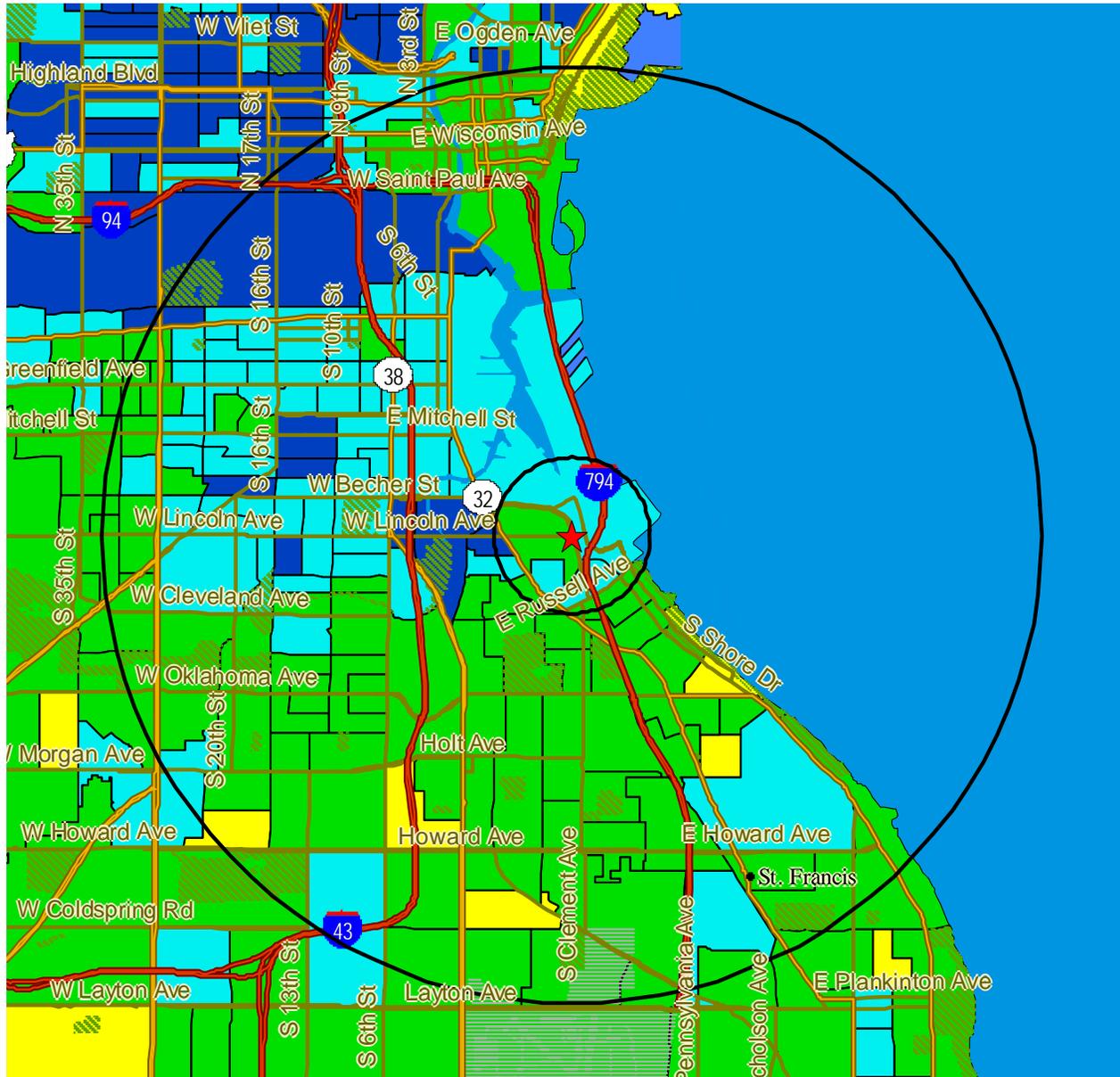
A. Demographic Maps

1. Median Household Income for Half-mile and Three-mile Radii from the Proposed Station
2. Average Household Size for Half-mile and Three-mile Radii from the Proposed Station
3. Population Density per Square Mile for Half-mile and Three-mile Radii from the Proposed Station

B. 2002 Census of Retail Trade for the City of Milwaukee

C. Retail Expenditure Potential for the City of Milwaukee

2005 Station Area Median Household Income



S BAY ST & E LINCOLN AVE,  
BAY VIEW, WI 53207

Legend

**Block Groups**  
Basic Variables Current Year Estimates (2005)  
Income Household Income Median Household  
Income

- Above 93,000
- 56,000 to 93,000
- 34,000 to 56,000
- 20,500 to 34,000
- Below 20,500
- No Data

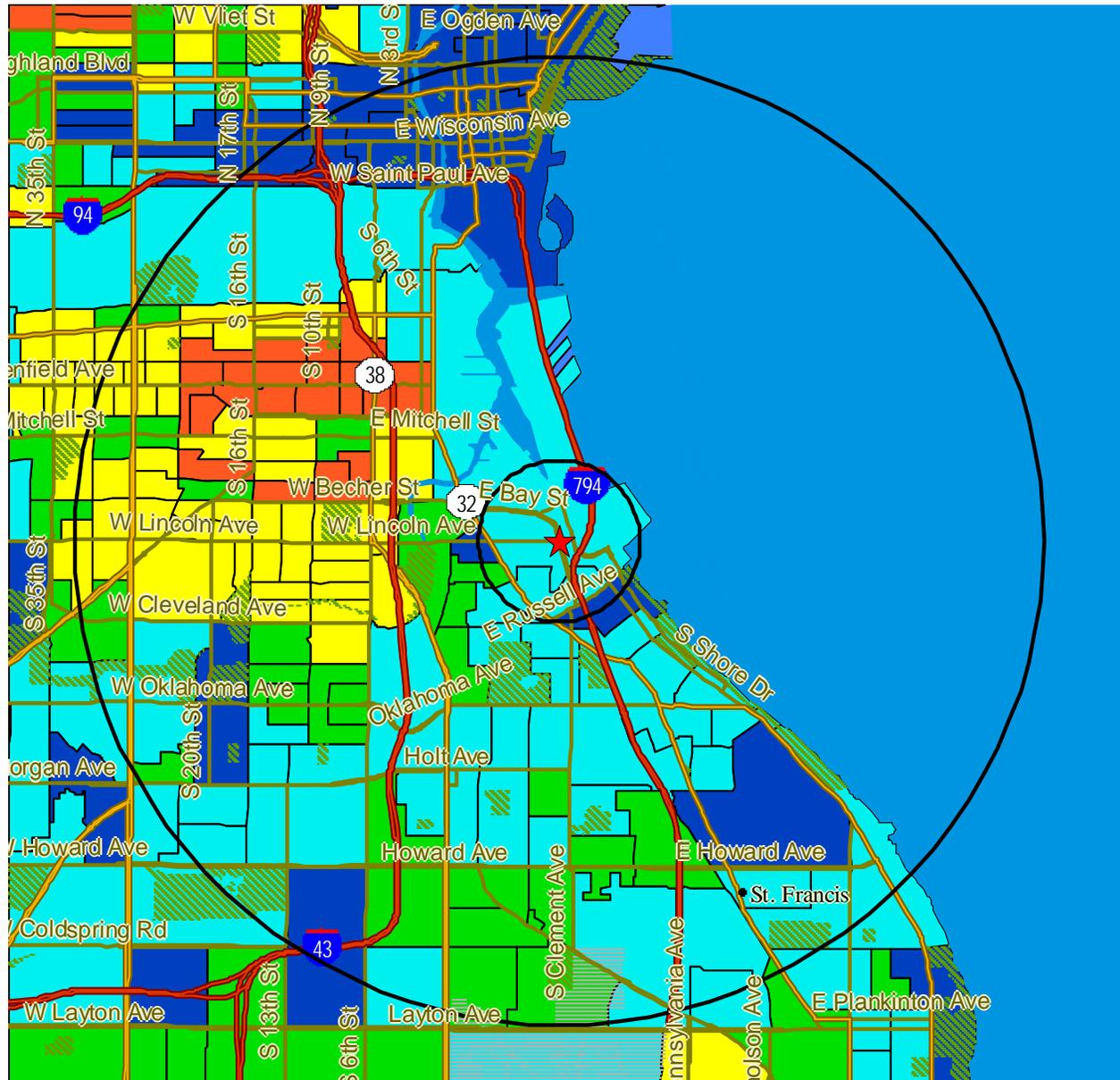
- ★ Subject Site
- .5, 3 mile radii
- Block Group Bndry
- ⊙ Big City Ctr
- ⊙ Medium City Ctr
- ⊙ Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies
- Airports
- Parks
- Aerial Photo Coverage

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Date: 05/30/06



2005 Station Area Average Household Size



S BAY ST & E LINCOLN AVE,  
BAY VIEW, WI 53207

Legend

- Block Groups**  
Basic Variables (2005) Average Household Size
- Above 3.50
  - 2.85 to 3.50
  - 2.35 to 2.85
  - 1.93 to 2.35
  - Below 1.93
  - No Data

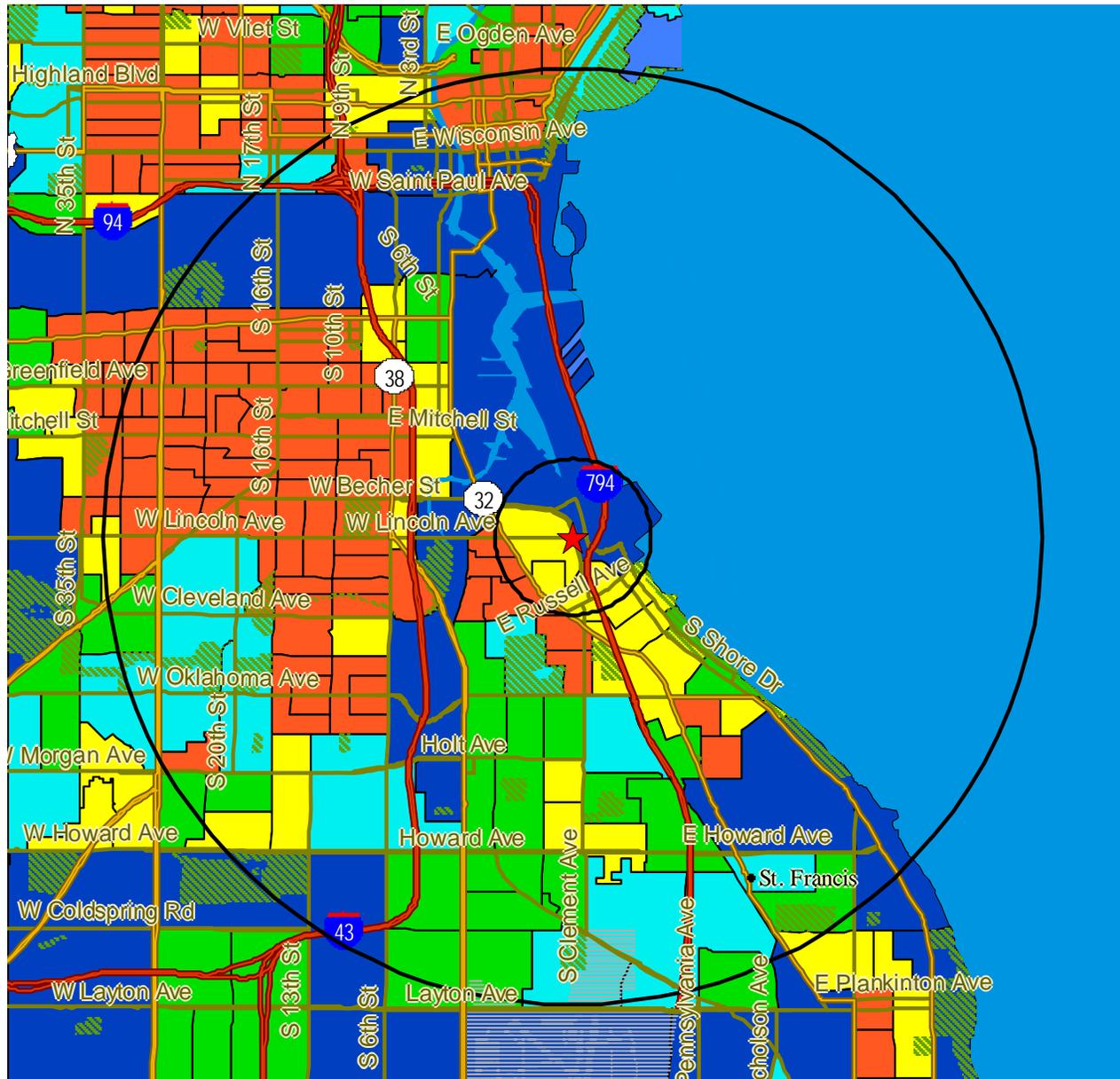
- ★ Subject Site
- .5, 3 mile radii
- Block Group Bndry
- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies
- Airports
- Parks
- Aerial Photo Coverage

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2005 Station Area Population Density



S BAY ST & E LINCOLN AVE,  
BAY VIEW, WI 53207

Legend

- Block Groups**  
Basic Variables Current Year Estimates (2005)  
Population Density
- Above 10,000
  - 7,500 to 10,000
  - 5,000 to 7,500
  - 3,000 to 5,000
  - Below 3,000
  - No Data

- ★ Subject Site
- .5, 3 mile radii
- Block Group Bndry
- ⊙ Big City Ctr
- ⊙ Medium City Ctr
- ⊙ Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies
- Airports
- Parks
- Aerial Photo Coverage

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Date: 05/30/06



**2002 CITY OF MILWAUKEE RETAIL SALES FOR SELECTED ESTABLISHMENTS  
AND AVERAGE SALES PER HOUSEHOLD**  
*(BASED ON 232,187 HOUSEHOLDS)*

<b>Establishment</b>	<b>Number of</b>	<b>Aggregate Sales</b>	<b>Sales per Household</b>
<b>Category</b>	<b>Establishments</b>	<b>(thousands of dollars)</b>	<b>(dollars)</b>
Motor Vehicles & Parts	176	760,179	3,274
Furniture & Home Furnishings	70	86,146	371
Electronics & Appliances	60	84,017	362
Building Materials & Garden Supplies	88	238,394	1,027
Food & Beverage	319	672,518	2,896
Health & Personal Care	135	387,594	1,669
Gasoline	172	425,543	1,833
Clothing & Accessories	164	152,797	658
Sporting Goods, Books, Hobbies & Music	74	81,556	351
General Merchandise	44	410,642	1,769
Florists	24	7,280	31
Office Supplies & Stationery	43	33,491	144

*Source: US Census 2000 and 2002 Census of Retail Trade; compiled by Valerie Kretchmer and Associates*

## Consumer Expenditure Summary Report - Zip Code 53207

### 2005 Estimate

Total Households	15,579
Total Avg Household Expenditure	\$42,775
Total Avg Retail Expenditure	\$18,676

### Consumer Expenditure Detail (Average Household Annual Expenditures)

Category	2005 Estimate	% of Total
Airline Fares	\$272.22	0.60%
Alcoholic Beverages	\$446.64	1.00%
Alimony & Child Support	\$211.20	0.50%
Apparel	\$1,861.19	4.40%
Apparel Services & Acces	\$279.29	0.70%
Audio Equipment	\$72.33	0.20%
Babysitting & Elderly Care	\$318.72	0.70%
Books	\$53.46	0.10%
Books & Supplies	\$115.59	0.30%
Boys Apparel	\$99.54	0.20%
Cellular Phone Service	\$224.17	0.50%
Cigarettes	\$299.43	0.70%
Computer Hardware	\$295.12	0.70%
Computer Information Svcs	\$29.55	0.10%
Computer Software	\$42.35	0.10%
Contributions	\$1,490.67	3.50%
Coolant & Other Fluids	\$7.04	0.00%
Cosmetics & Perfume	\$84.95	0.20%
Deodorants & Other Pers Care	\$23.57	0.10%
Education	\$830.70	1.90%
Electricity	\$1,179.96	2.80%
Entertainment	\$2,318.61	5.40%
Fees & Admissions	\$550.62	1.30%
Finance Chgs Exc Mort & Veh	\$445.25	1.00%
Floor Coverings	\$55.12	0.10%
Food & Beverages	\$6,502.63	15.20%
Food At Home	\$3,519.72	8.20%
Food Away From Home	\$2,536.27	5.90%
Footwear	\$332.86	0.80%
Fuel Oil & Other Fuels	\$117.33	0.30%
Funeral & Cemetery	\$75.50	0.20%
Furniture	\$457.95	1.10%
Gasoline & Oil	\$1,533.03	3.60%
Gifts	\$1,110.66	2.60%
Girls Apparel	\$122.07	0.30%
Hair Care	\$46.74	0.10%
Hard Surface Flooring	\$22.62	0.10%
Health Care	\$2,750.34	6.40%
Health Care Insurance	\$1,429.15	3.30%
Health Care Services	\$668.75	1.60%

<b>Category</b>	<b>2005 Estimate</b>	<b>% of Total</b>
Health Care Supplies & Equip	\$652.45	1.50%
Household Services	\$257.72	0.60%
Household Supplies	\$588.10	1.40%
Household Textiles	\$130.83	0.30%
Housewares & Small App	\$841.10	2.00%
Indoor Plants & Fresh Flowers	\$56.58	0.10%
Infants Apparel	\$94.01	0.20%
Jewelry	\$110.61	0.30%
Legal & Accounting	\$83.04	0.20%
Magazines	\$29.96	0.10%
Major Appliances	\$209.88	0.50%
Mass Transit	\$73.14	0.20%
Men's Apparel	\$326.33	0.80%
Mortgage Interest	\$3,324.88	7.80%
Natural Gas	\$443.37	1.00%
New Car Purchased	\$1,337.19	3.10%
New Truck Purchased	\$1,029.78	2.40%
New Vehicle Purchase	\$2,366.97	5.50%
Newspapers	\$62.57	0.10%
Oral Hygeine Products	\$21.59	0.10%
Other Lodging	\$446.54	1.00%
Other Miscellaneous Expenses	\$85.87	0.20%
Other Repairs & Maint	\$129.41	0.30%
Other Tobacco Products	\$33.34	0.10%
Other Transportation Costs	\$487.07	1.10%
Other Utilities	\$366.00	0.90%
Paint & Wallpaper	\$57.64	0.10%
Personal Care Products	\$140.13	0.30%
Personal Care Services	\$402.06	0.90%
Personal Insurance	\$433.35	1.00%
Pet Supplies & Svcs	\$231.41	0.50%
Photographic Equip & Supplies	\$103.87	0.20%
Plumbing & Heating	\$95.59	0.20%
Property Taxes	\$1,341.22	3.10%
Public Transportation	\$423.13	1.00%
Records/Tapes/CD Purchases	\$116.24	0.30%
Recreational Equip & Supplies	\$932.69	2.20%
Rental Costs	\$2,366.74	5.50%
Roofing & Siding	\$70.37	0.20%
Satellite Dishes	\$9.12	0.00%
Shaving Needs	\$10.02	0.00%
Shelter	\$8,532.55	19.90%
Telephone Svc Excl Cell	\$870.78	2.00%
Televisions	\$105.67	0.20%
Transportation	\$8,902.70	20.80%
Tuition	\$715.11	1.70%
Used Car Purchase	\$1,132.55	2.60%
Used Truck Purchase	\$688.21	1.60%
Used Vehicle Purchase	\$1,820.76	4.30%
VCRs & Related Equipment	\$43.73	0.10%

<b>Category</b>	<b>2005 Estimate</b>	<b>% of Total</b>
Vehicle Insurance	\$1,047.02	2.40%
Vehicle Repair	\$704.68	1.60%
Vehicle Repair & Maintenance	\$711.71	1.70%
Video & Audio Equipment	\$835.29	2.00%
Video Game Hardware & Software	\$27.14	0.10%
Watches	\$20.39	0.00%
Women's Apparel	\$607.10	1.40%

*Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure*

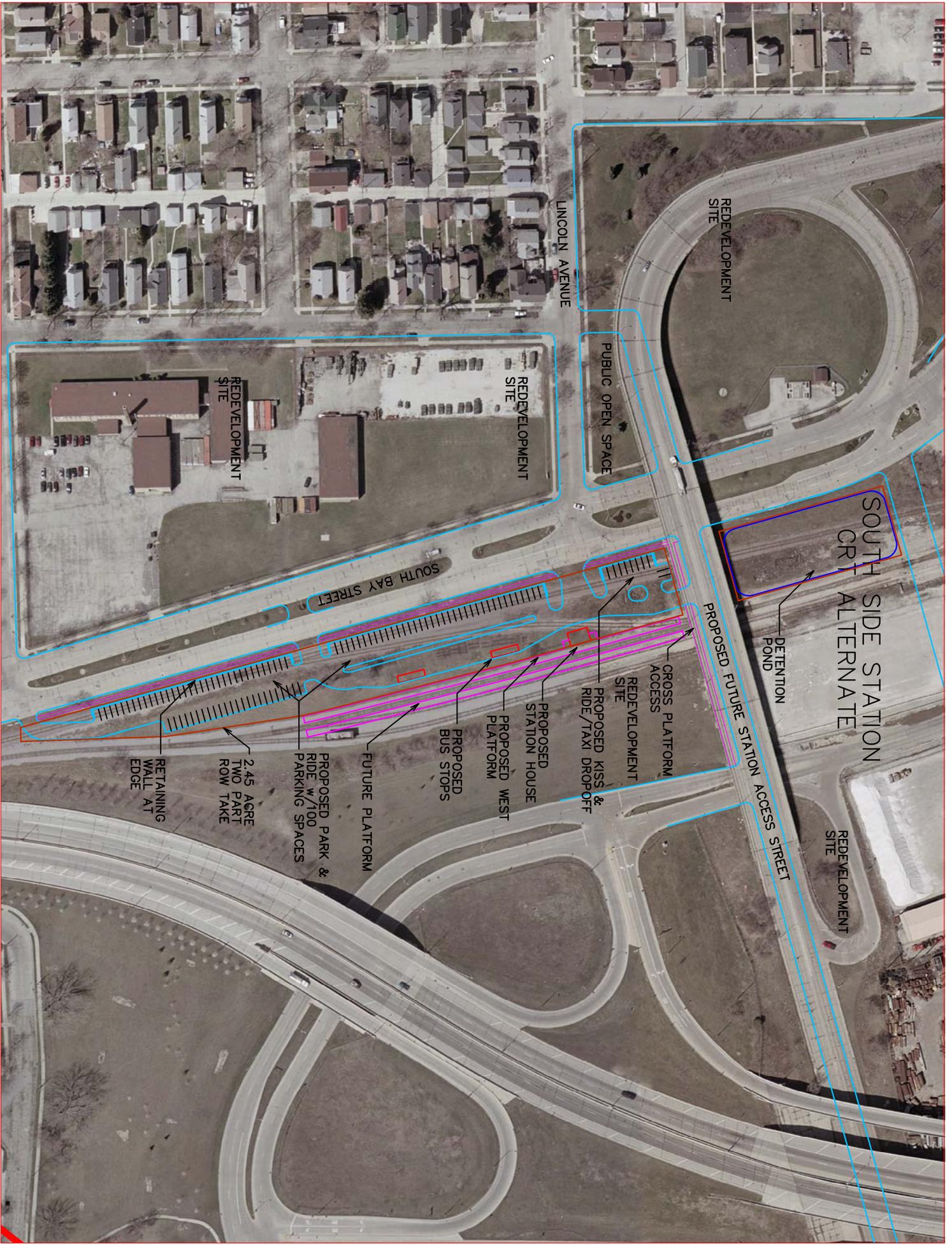
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# TRANSIT ORIENTED DEVELOPMENT

## Station Layout Plans



LINCOLN AVENUE

REDEVELOPMENT SITE

PUBLIC OPEN SPACE

REDEVELOPMENT SITE

REDEVELOPMENT SITE

SOUTH BAY STREET

SOUTH SIDE STATION CRT ALTERNATE

DETENTION POND

PROPOSED FUTURE STATION ACCESS STREET

REDEVELOPMENT SITE

CROSS PLATFORM ACCESS

PROPOSED KISS & RIDE/TAXI DROPOFF

PROPOSED STATION HOUSE

PROPOSED WEST PLATFORM

PROPOSED BUS STOPS

FUTURE PLATFORM

PROPOSED PARK & RIDE w/100 PARKING SPACES

2.45 ACRE TWO PART ROW TAKE

RETAINING WALL AT EDGE