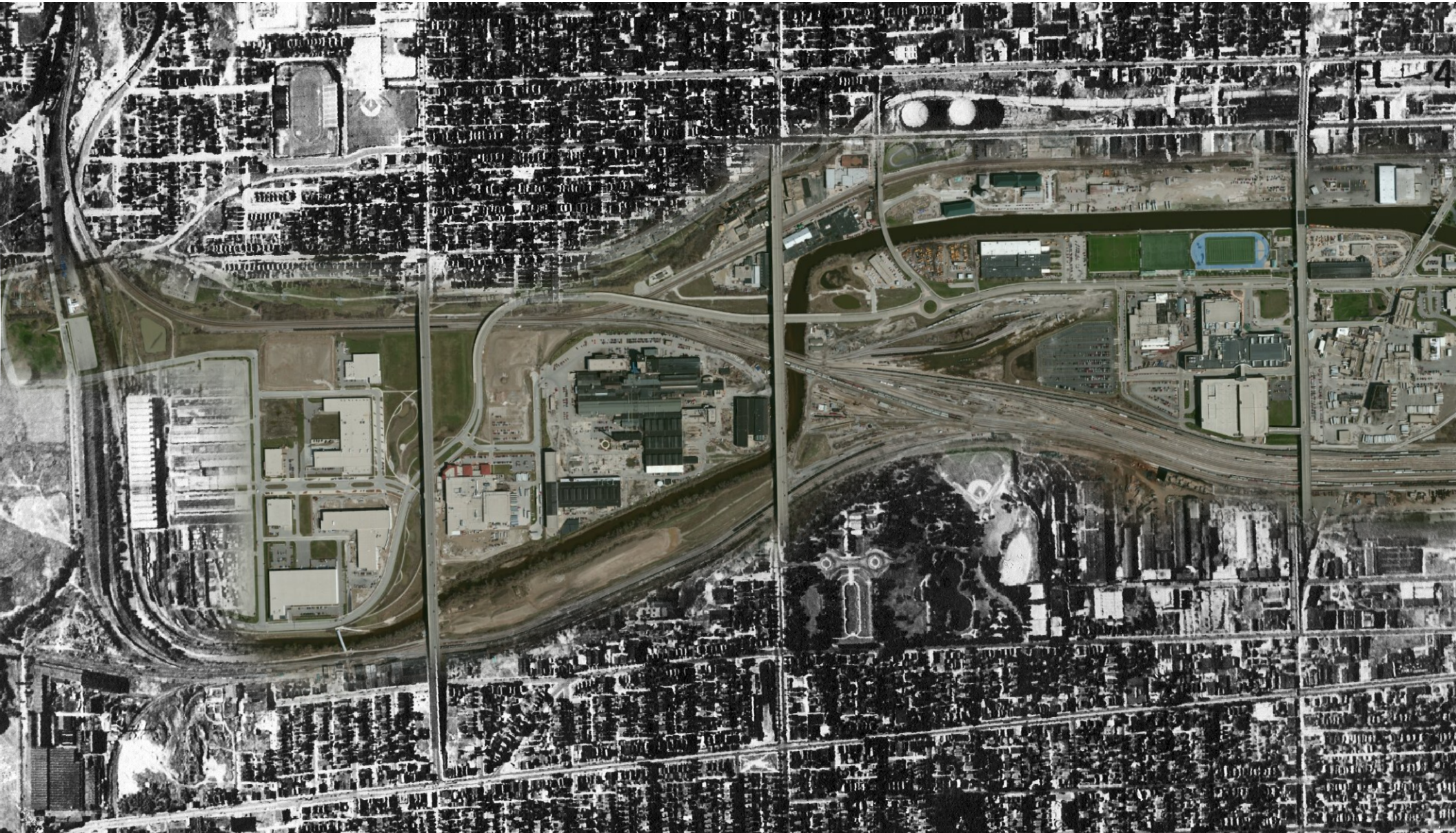


2013 MENOMONEE VALLEY STATE OF THE VALLEY REPORT



TEN YEARS BENCHMARKING CHANGE IN THE VALLEY



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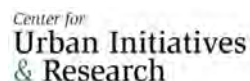
epic.cuir.uwm.edu/mvbi

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*Photo: The Urban Ecology Center on Pierce Street (opened in 2012) is the organization's third branch
Source: Greg Latsch Photography



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*Photo: Towers and suspenders of the 5th Street Viaduct, built in 2001, during a summer sunset
Source: Greg Latsch Photography

OBJECTIVE OF 2013 STATE OF THE VALLEY REPORT

The 2013 *State of the Valley Report* was created for citizens, investors, policy makers, professionals and those interested in the Menomonee Valley. The goal of this report is to help establish a common ground while continuing to strengthen the vision of a sustainable Menomonee Valley.

The report evaluates how various strategies, decisions and investments over the last 10 years have impacted the community, economic and environmental quality of the Menomonee Valley and surrounding communities. Monitoring these factors in the Menomonee Valley and surrounding communities help us to answer critical questions about whether the objectives of a sustainable Menomonee Valley are being met.

READING THE 2013 STATE OF THE VALLEY REPORT

The 2013 *State of the Valley Report* study area encompasses the Menomonee Valley and surrounding neighborhoods. For a better understanding of the environmental and economic indicator study areas, please review our study area map on **page 9**. Given this report utilizes past and current data from the US Census Bureau, **page 10** provides a map of all relevant census boundaries and zip codes, including the community indicator study area.

The report and its indicators are categorized into the three components of sustainability - **Community, Environment and Economy**. Within each component, relevant indicators are analyzed on the basis of the following questions:

1. **What has been measured?** details the measures, sources of data and methodological approach used for evaluating the indicator's performance.
2. **Why is it important?** explains the role of the indicator in achieving sustainability in the Valley and surrounding neighborhoods.
3. **How are we doing?** describes the performance of each indicator within the study area by examining past trends and current conditions.

To assist in understanding changes to each indicator, tables, figures, pictures and maps are used to help clarify the analysis. These visuals help provide a snapshot of each indicator's performance.

UNLOCK MORE INFORMATION WITHIN THE 2013 STATE OF THE VALLEY REPORT!

New to the *State of the Valley Report*, all corresponding pages with the black and white Layar® app icon (seen below) contain supplemental content viewable on your smartphone and tablet. Simply download the free app at www.layar.com, then point your device's camera towards the page and follow the directions. This app gives viewers access to websites, project contacts, videos and other media relevant to the Valley and this report.



READING THIS REPORT



THE VALLEY AND ITS BEGINNING

The Menomonee River Valley lies in the heart of the city of Milwaukee and always played a pivotal role in the economic life of the region. The 1,200 acre Valley spans a little more than half mile north to south and about three miles east to west. The Valley is bordered to the north by downtown Milwaukee, Marquette University and the historic neighborhoods of Avenues West and Merrill Park. Immediately south of the Valley are the Silver City and Walker's Point neighborhoods, historic Michell Park and businesses of National Avenue. To the west, Miller Park (home to the Milwaukee Brewers), and Clement J. Zablocki VA Medical Center. And east of the Valley lies the Historic Third Ward and Lake Michigan.



*Photo: A drawing shows the Valley as a vast wetland prior to colonization
Source: Milwaukee County Historical Society

Winnebago and others also lived here at various times. Flowing through it is the Menomonee River, whose abundant fish and waterfowl provided the necessities of life for early Native American populations and a canoe route from Lake Michigan into the interior. As European settlement increased in the late 1800s, the Valley's accessibility to railways, Lake Michigan, and local river systems made it a prime location for industrial activity.

In 1869, a group of business leaders supported by local authorities planned a network of canals and slips in the Valley that were surrounded by parcels of land for industrial use. The project took a decade to complete and required vast quantities of material to fill in the marsh, including dredge spoil, gravel, and municipal and industrial wastes. As the renowned Milwaukee historian John Gurda aptly observed, "lumber yards, coal yards and sash and door factories sprouted in the eastern end of the Valley even before the muck was dry."

HISTORY OF THE VALLEY

Larger industrial complexes, including tanneries, breweries, stockyards, and railroad shops dotted the entire Valley by the late 1800s. The transformation of the Valley from a natural system to an industrialized one is the feature that has most epitomized Milwaukee's evolution and, unfortunately, highlights the unsustainable model of past industrialization efforts. To quote an 1882 newspaper article:

"Nothing, perhaps, more strikingly exhibits the rapidity and solidarity of Milwaukee's growth than the march of improvement in the Menomonee Valley. The bogs and marshes in that locality are being converted into firm ground, and the waters which formerly spread themselves thinly over a large surface are being confined to an artificial channel and made navigable for great ships. The vast tract, which but a few years ago was the home of the wild duck and the resort of the sportsman with his gun, is now partially converted, and soon will be entirely so, to the seat of manufacturing and commercial enterprises, which take rank among the first of their kind in the entire Northwest"



*Photo: The Menomonee Valley was a hub for locomotives and industry in Milwaukee's early years
Source: Milwaukee County Historical Society



*Photo: Train tracks dominated the Valley environment, compromising the quality of the environment—specifically the Menomonee River
Source: Milwaukee County Historical Society



THE NEXT GENERATION OF THE VALLEY

By the end of the nineteenth century, residential communities had spread extensively along the Valley's bluffs, producing some of the most densely populated neighborhoods in Wisconsin. Industry prospered well into the 1920s and only the Great Depression of the 1930s could curtail its growth, which quickly picked up again with the onset of World War II. The industrial engine of the Valley began to decelerate in the decades following the war. Highway construction made it possible for people to live further away from their workplace and for manufacturers to use roads to transport goods instead of rail and water. Although the opening of the Milwaukee County Stadium in 1953 and the Valley Power Plant in 1969 did breathe some life into the district, it was still suffering the same fate as many industrial districts in the Rustbelt. Indeed, the Valley witnessed employment drop from over 50,000 jobs in the 1920s, to approximately 20,000 jobs in the mid-1970s, to barely 7,095 jobs by 1997. With its economic decline, a host of problems ensued in both the Valley and surrounding neighborhoods, including unemployment, a reduced tax base and pollution.

The city did make a few efforts to revitalize the Valley in the late 1970s. These included rebuilding several roads, clearing blight, acquiring land, and locating a handful of city facilities in the area. More attention, however, was devoted to renewing the Valley when Mayor John Norquist took office in 1988. Mayor Norquist understood the importance of the Valley to Milwaukee's economy and employment base. As interest in the Valley's future spread, many pondered what was next. As Milwaukee Historian John Gurda notes - *"a series of public and private initiatives, not all of them coordinated, raised expectations for an area that had become one of the most underused in central Milwaukee."*

While several long-standing manufacturers continued to operate in the Valley, there also emerged a new desire for amenities to reconnect it with the community. A number of amenities were added or planned for the Valley in the early 1990s, including Marquette University's Valley Fields athletic complex, the Potawatomi Bingo Casino, a new stadium for the Milwaukee Brewers (Miller Park), and the Hank Aaron State Trail. These developments, along with the rapid conversion of warehouse and industrial property into residential lofts and retail shops just east of the Valley, in the Historic Third Ward District, made it necessary for the city and affected stakeholders to come to a decision on the future of this historically industrial district. Fortunately, the City, local businesses and key stakeholders in the surrounding community could agree on one thing - the area needed to be revitalized and provide "family supporting" jobs.

*Background Photo: The Valley Twin Smokestacks, an iconic landmark representing the Valley's rich history of industry, were torn down in 2007 amid safety concerns
Source: Menomonee Valley Partners, Inc.

In 1998, the city of Milwaukee, Menomonee Valley Business Association (MVBA) and Milwaukee Metropolitan Sewerage District (MMSD) devised a land-use plan for the Valley. The following year, Sixteenth Street Community Health Center (SSCHC) and the Planning & Design Institute co-hosted a two-day charrette with local professionals, resulting in a comprehensive report entitled *"A Vision for Smart Growth"* that outlines ideas for the eastern, central, and western portions of the Valley. Essentially, these documents would serve as guides for the redevelopment of the Valley. To accommodate these efforts, a non-profit called the Menomonee Valley Partners (MVP) was born.

In 2002, the SSCHC, together with the City of Milwaukee, MVP and other sponsors, organized a national design competition (*Natural Landscapes for Living Communities*) to plan the redevelopment of the Valley's west-end. The winning design for the site provided for 70 acres of light industrial development, a mile segment of the Hank Aaron State Trail, and streets, parks, and natural areas along the banks of the Menomonee River. From this design, the city generated the Menomonee Valley Industrial Center (MVIC) and Community Park Land Use Plan in 2006 to guide redevelopment, which has since attracted numerous companies, living-wage jobs, and awards. In following years, several catalytic projects, such as the Harley Davidson Museum, Valley Passage, Urban Ecology Center and recently built Three Bridges Park, have continued the Valley's vision of sustainability.

While redevelopment of the Valley has made tremendous progress since 1998, work still remains in other sections. As part of the Milwaukee Area Comprehensive Plan process, a new planning initiative called Menomonee Valley 2.0 (www.planthevalley.org) has been generated by the City of Milwaukee and MVP to give residents and other stakeholders a forum to provide input on the Valley's future. Launched in the fall 2013, the planning process will solicit public input and prepare a draft plan that should be ready for review and adoption by the summer of 2014.



*Photo: In 2012, a promotional sign for the Menomonee Valley Industrial Center (MVIC) shows only 12 acres left for sale by the City of Milwaukee
Source: Greg Latsch Photography

HISTORY OF THE VALLEY

AERIAL PHOTOGRAPHY: A BIRD'S EYE VIEW OF CHANGE IN THE VALLEY

Historical aerial photographs from Milwaukee County for years 1937, 1963, 2000, 2007 & 2010 provide a unique perspective on how the west-side of the Valley has changed over the past 75 years. When looking at these images, consider other notable changes to the local area - Interstate 94 (1968), the Mitchell Park Domes (1967), Miller Park (2001), West Canal Street (2006), and the Menomonee Valley Industrial Center (2006). Together, the images below illustrate how the Valley, once hindered by pollution and blight, has transcended into a best practice of brownfield redevelopment using sustainable elements.



1963: While Interstate 94 opened around the time of this photo, the Valley's use was still exclusive to the railroad and several industrial properties. The Mitchell Park Domes, shown during construction, replaced the original Milwaukee conservatory in 1967.



2007: The most noticeable change since 2000 is the extension of Canal Street west-ward to Miller Park. This project included a round-a-bout at 25th Street and extension of the Hank Aaron State Trail. The Menomonee Valley Industrial Center (MVIC) on Canal Street, a primary focus for the Valley's redevelopment, began to take form at this time with Palermo's Pizza moving to their Valley location.



1937: As the automobile gained popularity, Milwaukee, known for its well-connected electric streetcar routes, began to abandon many by the 1950's. The three viaducts shown above, since rehabilitated, introduced new north-south connections vital to Milwaukee.



2000: This photograph shows the newly-built Hank Aaron State Trail, upstream along the Menomonee River, and the development of Miller Park to the west. The Shimek Memorial Track & Field Facility on Canal Street was built in 1995 by Marquette University.



2010: This image shows how accessibility since the Valley's redevelopment has improved for both workers and visitors. The MVIC experienced healthy growth and became one of the few industrial developments that occurred in Milwaukee during the recent economic recession.

HISTORY OF THE VALLEY

BENCHMARKING SUCCESS: TRACKING VALLEY-WIDE SUSTAINABILITY

In order to track the Valley's progress toward sustainability, the Sixteenth Street Community Health Center collaborated with the University of Wisconsin-Milwaukee to create the Menomonee Valley Benchmarking Initiative (MVBI). The core objectives of the MVBI, as defined by the partners at the outset of the project, were several-fold:

- Raise awareness in the community regarding the current state of the Menomonee Valley and the progress made towards its revitalization
- Create an information clearinghouse on data related to community, environmental, and economic indicators
- Promote the principles of sustainability in an urban context by exploring issues and assembling data in a more holistic manner that considers community, environmental, and economic concerns

Other objectives were to generate a practical synthesis of the raw data for the benefit of a wide variety of users and to stimulate research interest in the Valley as a complex laboratory for studying urban environments.



In 2001, indicator work group meetings focusing on the triple-bottom line of **community**, **environmental**, and **economic** performance were held with stakeholders to determine key "issues of concern" for the Valley, and to select specific "indicators" for investigating those issues. The coordinators of the study and the stakeholders agreed that the MVBI should not focus

on historical trends and legacies, but evaluate the Valley's future progress based on its conditions at the start of the new millennium. They also felt that ongoing reviews of its performance would be critical as the Valley continues its renewal.

Completing the previous two versions of the MVBI report involved identifying stakeholders willing to supply existing or new data and report the results. While some of the data could be gathered from existing sources, a significant amount had to be collected from scratch. For this reason, it was felt that establishing a protocol and making arrangements for future data collection was important to the success of the MVBI.



Measuring and tracking the state of **economic** activity in the Valley was a central focus of the MVBI. Given that much of the information on business activity and employment for the area was not available, a survey designed by stakeholders was administered to Valley businesses by mail and then followed-up with telephone calls. Additional sources of information include local, state and national agencies, both private and public.

As for **environmental** benchmarks, the partners worked with a number of key scientists from the University of Wisconsin-Milwaukee to establish a water-quality monitoring network to analyze biotic integrity and physical water quality in the Menomonee River. They also worked with the Wisconsin Department of Natural Resources (WI-DNR) to analyze data from local air-monitoring stations, while information on land coverage and bird activity was gathered by graduate students and an array of volunteers from local organizations and nonprofits.

For **community** indicators, data on recreation and art were gathered by University of Wisconsin-Milwaukee students as part of fieldwork classes. Updates to demographic data were available from the US Census Bureau. Housing and crime data were obtained from relevant City departments, while health data pertaining to fertility rates and lead poisoning rates is from local and state agencies.

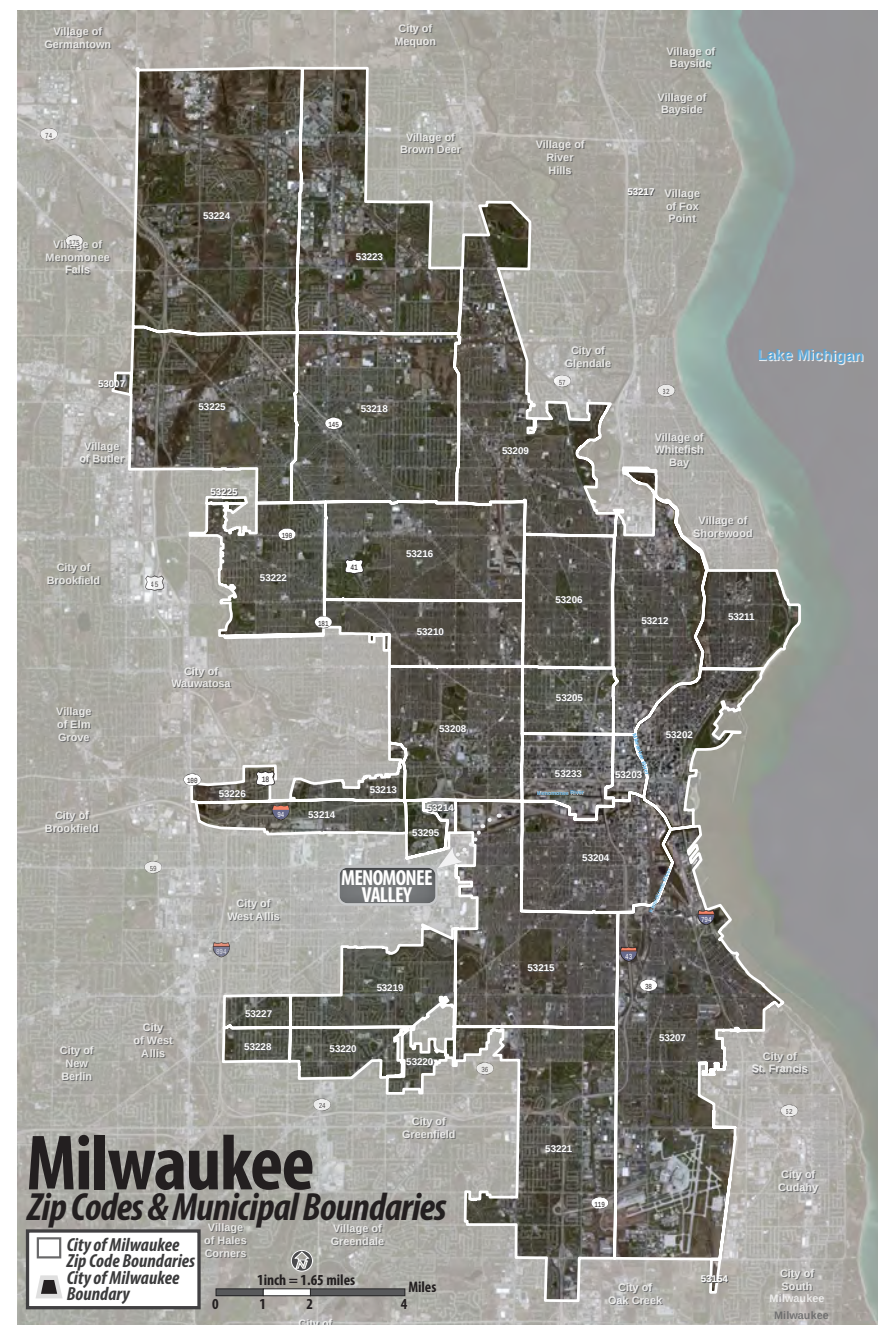
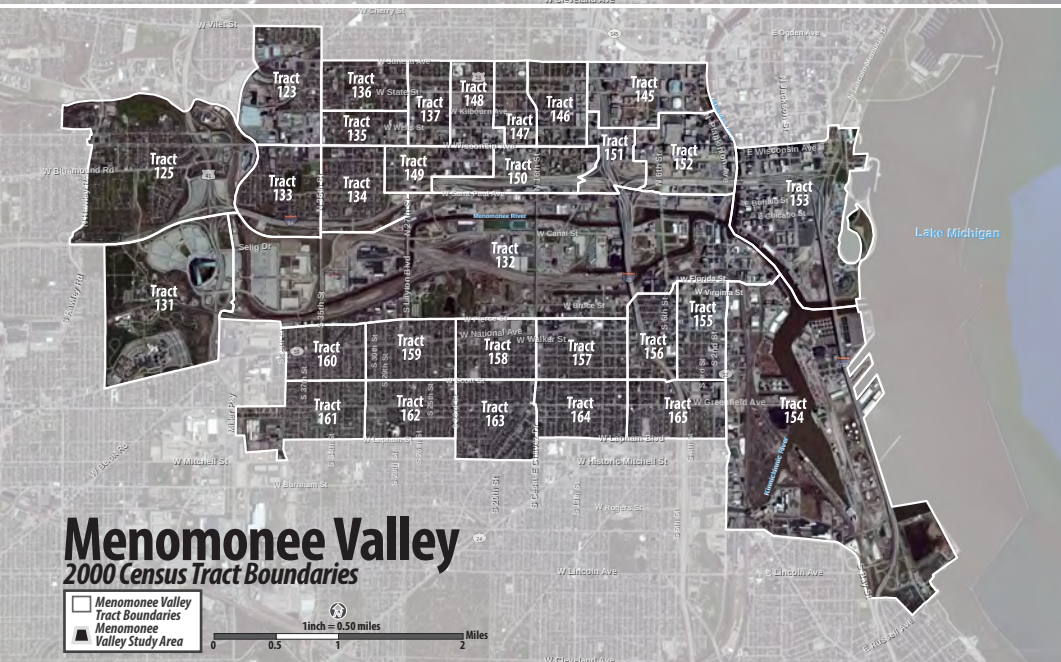
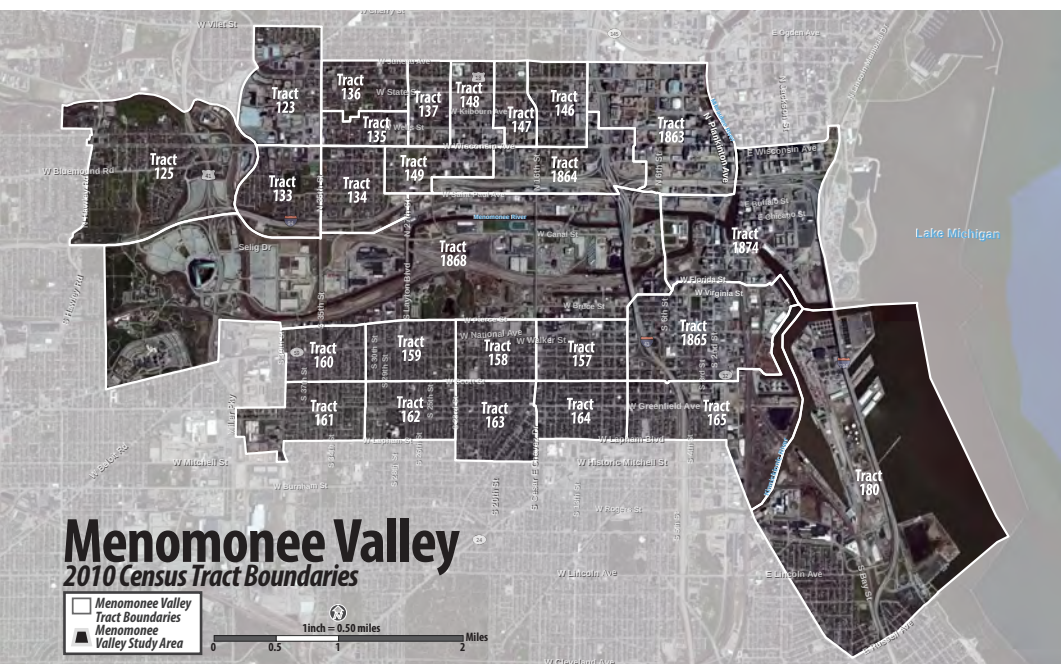
Overall, the MVBI has been attempting to educate the public, inform policy-making efforts, and monitor the performance of renewal activities by gathering analytical information reflective of overall redevelopment in the area. The 2013 State of the Valley Report is the third installment of the MVBI, an assessment of the previous decade within the Valley. These reports generate a useful synthesis of data, help promote principles of sustainability in an urban brownfields context, and bring together stakeholders in a collaborative effort.



The numbers in these ellipses represent the years of each MVBI report. For pages discussing indicators (pages 07-58), these ellipses will tell you what previous report year(s) the following indicator was analyzed for.



HISTORY OF THE MVBI



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

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

COMMUNITY & ZIP CODE BOUNDARY FOR INDICATORS

The maps above represent geographical areas, known as **census tracts**, used by the US Census. In 2010, the US Census modified the 2000 boundaries. These maps show the study area used for **community indicators** unless otherwise noted. The map to the right shows **zip codes** in the City and **municipal boundaries** in Milwaukee County. Zip codes are used in some economic indicators.

*Of note - all aerial images are from 2012.



CENSUS BOUNDARY & COMMUNITY STUDY AREA MAP



*Photo: The award-winning Silver City Townhomes just south of the valley



*Photo: A colorful mural at the Valley Passage shows the unique cultures home to the Layton Boulevard West Neighborhood



*Photo: The Silver City District gateway marker greets visitors traveling along National Avenue



*Photo: Two kids greet the camera while biking along the Hank Aaron State Trail near Miller Park

*Source (All): Greg Latsch Photography

SECTION ONE

THE VALLEY COMMUNITY

11 INDICATORS

THE MENOMONEE VALLEY COMMUNITY

The following section presents analyses of data and trends related to five issues of Community - **Housing, Population, Crime, Health and Arts & Events**. These issues were identified by work groups and other stakeholders as important measurements to gauge changes in the Valley community during its redevelopment.



HOUSING INDICATORS:

Ownership (Page 13)
Residential Units (Page 14)
Home Values (Page 15)



DEMOGRAPHIC INDICATORS:

Population & Age (Page 16)
Household Income (Page 17)
Household Race (Page 18)
Criminal Offenses (Page 19)



HEALTH INDICATORS:

Fertility Rates (Page 20)
Child Lead Poisoning Rates (Page 21)



ART & PUBLIC EVENT INDICATORS:

Public Art (Page 22)
Public Recreation (Page 23)

COMMUNITY SECTION CONTENTS

The content below details the information under the **Community Section**. *To the left*, each indicator analyzed for this section, under its representative issue. *To the right*, key findings are highlighted for each specific issue. *At the bottom*, a timeline graphic depicts relevant Valley community events that have occurred since the previous MVBI State of the Valley Report in 2005. Lastly, data sources and additional information on community indicators can be found at the end of this section.

72.1%
*of housing units
south of Valley*

Majority of Pre-1920 Housing Stock Found in Tracts South of Valley

As of 2012, about 43% (11,555 units) of residential units within the Valley study area exist within structures built prior to 1920. And 72.1% (8,243 units) of those 11,555 units exist south of the Valley (tracts 155-165).

-19.2%
*decrease since
2000*

Asian Household Populations Declining Near Valley

According to the 2010 US Census SF1 dataset, some 3.6% (4,282 persons) of people living within one mile of the Valley (tract 1868) are considered Asian. Comparing this to the 2000 US Census SF1 dataset, this total represents a -19.2% (or 1,016 persons) decline in the Asian population.

2.6%
*of children in
2010*

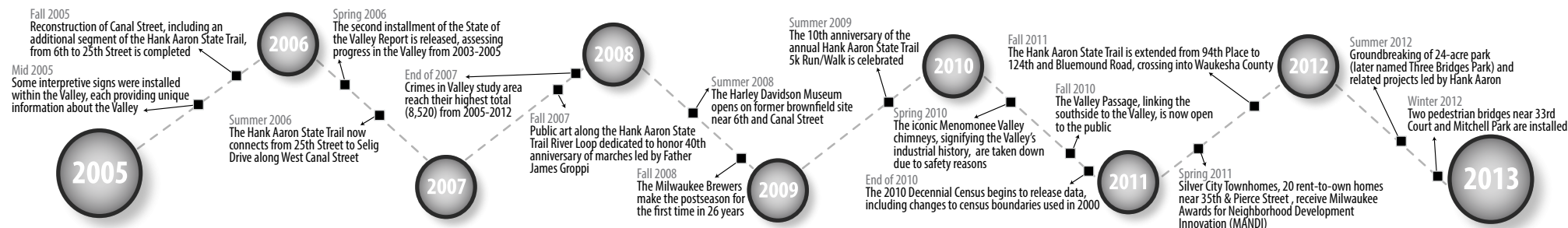
Child Lead Poisoning Rate in Valley Study Area at Decade Low in 2010

In 2010, only 2.6% of the 4,750 children tested for lead poisoning were positive in the Valley study area. This represents the lowest child lead poisoning rate since 2002, a similar trend found at the City geography.

34.6%
*under the age
of 20*

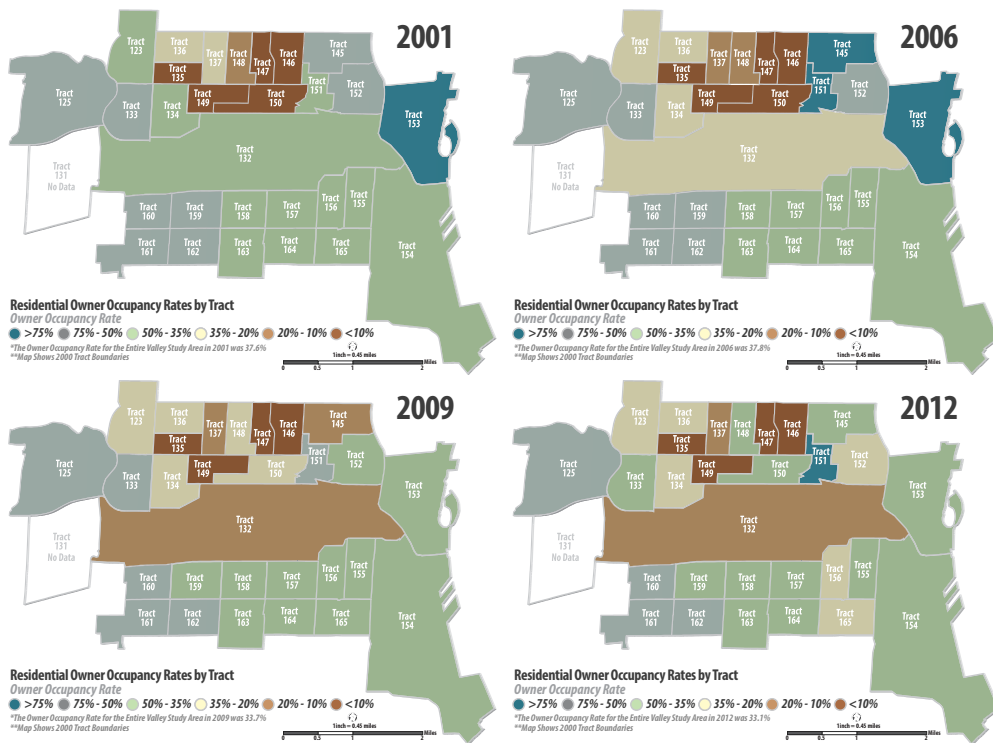
Large 'Under 20' Population Near Three Pedestrian Bridges in Valley

In 2010, some 20,273 people live within a 5-minute bike ride (about 1 mile) of the three pedestrian bridges. Of that total, about 35% (7,023 kids) are under the age of 20 and about 20% (3,740 kids) are under the age of 10.

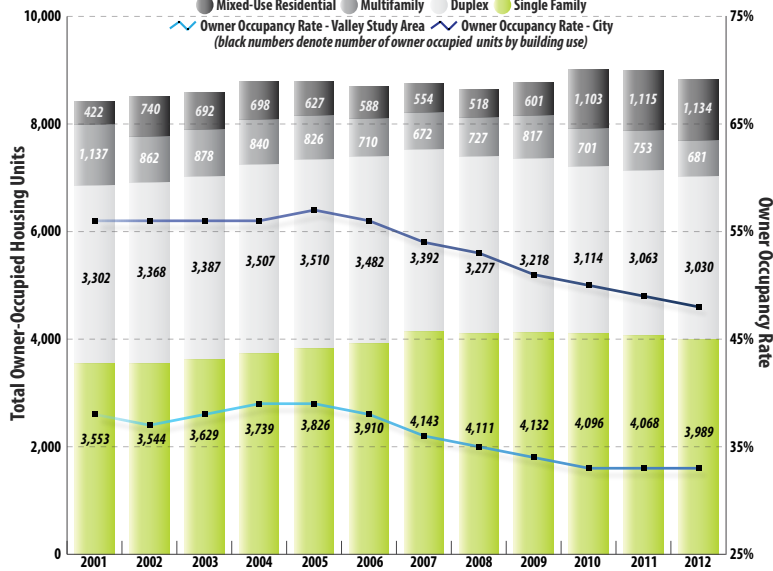


COMMUNITY EVENT TIMELINE 2005-2013

SECTION 1 HIGHLIGHTS



Total Owner Occupied Housing Units by Building Use Group & Owner Occupancy Rate by Geography: 2001 - 2012



MEASUREMENT

The number of owner-occupied residential housing units and building types in the Valley study area and City were tabulated from Milwaukee's Master Property File (MPROP) for years 2001-2012. Residential properties include single family dwellings and condominiums, duplexes, multifamily, and mixed-use residential buildings. Additional building information and amenities were also analyzed from American Community Survey (ACS) and US Decennial Census data. Ownership ratios were calculated for 2000 census tract boundaries.

IMPORTANCE

Analyzing change in rates of owner-occupancy helps to understand neighborhood stability, equity and opportunity. Other indicators, such as household income and employment, are tremendously important to own a home. Until only recently have more households been able to balance their debt related to home ownership during the economic recession. These events, in addition to rising college debt and stagnant employment growth, have more young professionals considering renting for longer durations before owning.

ANALYSIS

The Valley study area had 8,834 owner-occupied housing units in 2012, an increase of 420 units (5.0%) since 2001 and 144 units (1.7%) since 2006. However, owner occupancy rates have fallen considerably since both 2001 & 2006. For 2012, the owner occupancy rate for the Valley study area was 33.1%, a drop from 2001 (37.6%) and 2006 (37.8%) rates. When compared to the City, owner occupancy rates in the Valley study area have been historically lower. In 2012, the City owner occupancy rate (48.3%) saw a sharp decline from 2001 (56.1%) and 2006 (56.1%). National trends for owner occupancy were similar due to high unemployment, foreclosure, increase in renting, and high vacancy rates caused by the housing market collapse and economic recession of the mid 2000's.

Despite recent unfavorable economic conditions causing some owner occupancy rates to drop as much as -11% since 2006, neighborhoods northwest (tracts 125 and 133) and south (tracts 157-165) of the Valley historically show high owner occupancy rates. Coincidentally, these tracts are neighborhoods with more stable incomes and fewer crimes per person. While the maps above show areas near Marquette University as having an above-average housing ownership rate, the majority of units are multifamily and mixed-use residential, not single family.

For 2012, about 35% (4,856 units) of the Valley study area rental units are in the Downtown, Third Ward and Marquette University tracts (tracts 132, 145-147, and 150-153). Numerous multifamily projects, including both tax-credit and market rate, have been successful in recent years, showing demand is strong for rentals in the dense, urban areas of the City.

*Source (Map & Chart): City of Milwaukee Master Property File (MPROP), 2001-2012

HOUSING OWNERSHIP

MEASUREMENT

The number of residential housing units and building types in the Valley study area and City were tabulated from Milwaukee's Master Property File (MPROP) for years 2001-2012. Residential properties include single family dwellings and condominiums, duplexes, multifamily, and mixed-use residential buildings. Additional building information and amenities were also analyzed. Housing unit totals by building type were calculated using 2000 census tract boundaries.

IMPORTANCE

Unemployment and rising costs due to the economic recession forced many homeowners into debt, opening a second mortgage or even foreclosure. Because of this, financial institutions upgraded their standards for home loan financing. The decline in the housing market led many neighborhoods to experience issues with vacant properties. Monitoring trends in the number of residential housing units provides clarity on the recovery of the housing market in the Valley study area.

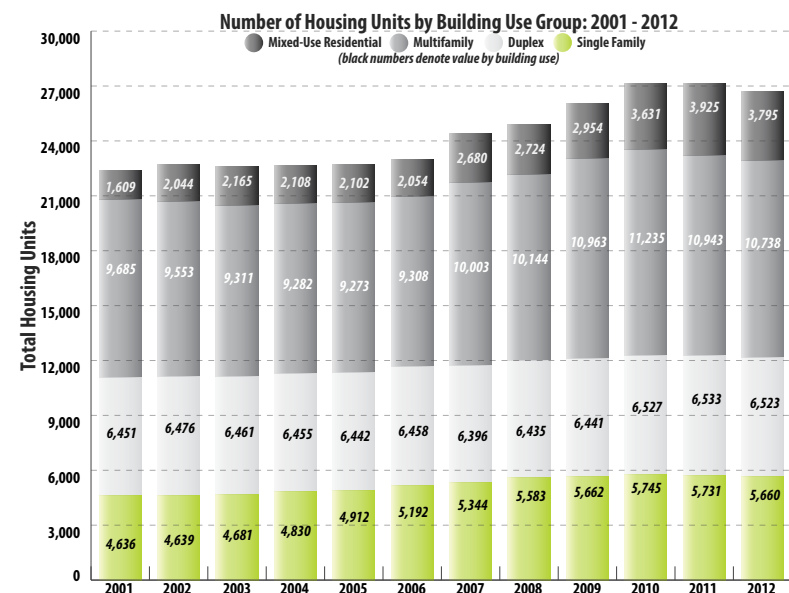
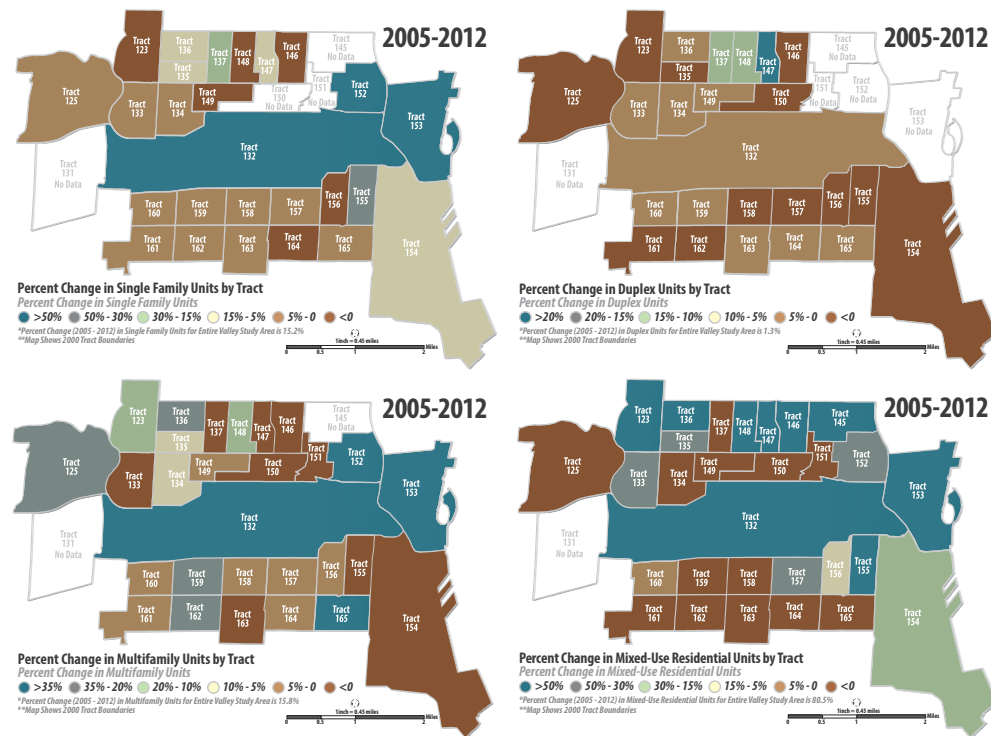
ANALYSIS

In 2012, there were 26,716 housing units in the Valley study area, an increase of 4,335 units (19.4%) since 2001 and 3,704 units (16.1%) since 2006. The number of mixed-use residential units (2,186 units) added since 2001 is more than the multifamily (1,053), single family (1,024), and duplex (72) units combined. Interestingly, condominiums have increased by 944 units (331%) since 2001, making up nearly all single family units added since 2001. The average size of a single family unit in 2012 declined slightly to 1,550 square feet, likely a reflection of increased condominium development. Overall, the Valley study area added more units than the City since 2001 (6.7%) and 2006 (6.4%).

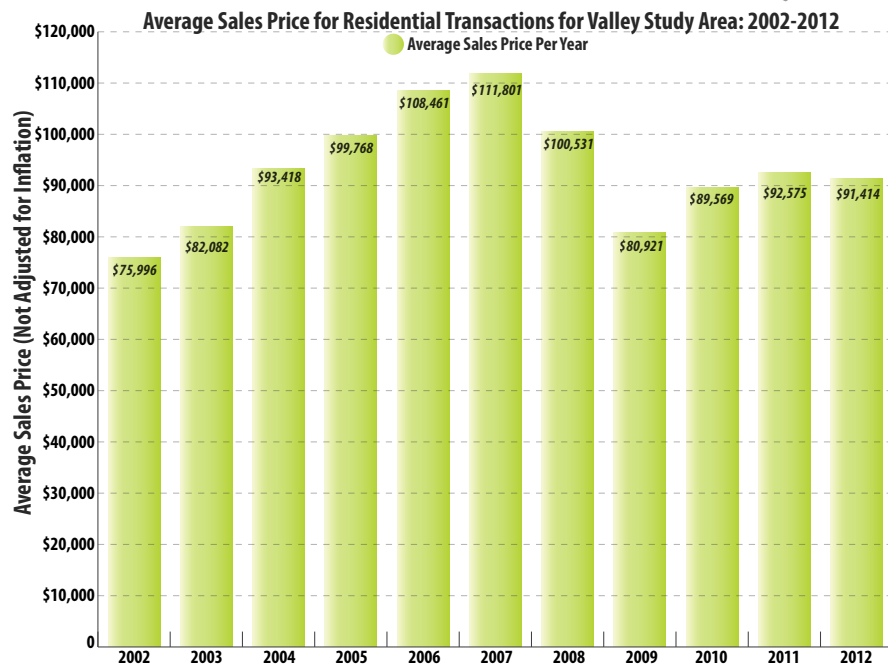
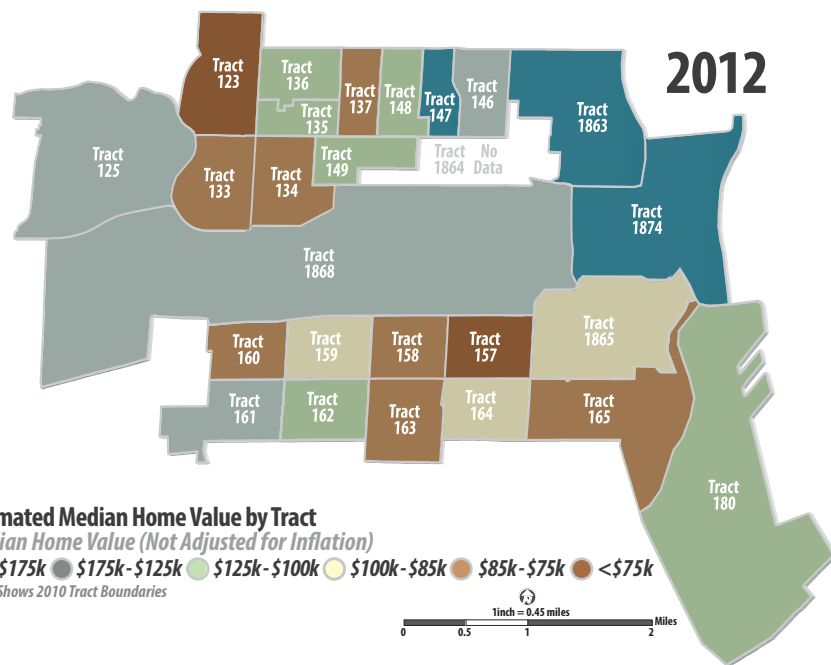
The Valley (tract 132) had 1,371 units in 2012, an addition of 831 units (153.9%) since 2001 and 645 (88.8%) since 2006. Of those 831 units, 266 (32%) were condominiums, 431 (51.9%) multifamily and 133 (16%) mixed-use. Additionally, the Valley had a 10% average annual change in total units since 2001, well above the Valley study area (1.6%) and City (0.8%).

Some of the Third Ward, Downtown and Marquette University areas (tracts 132, 148, 152, and 153) added 3,173 units since 2001, the majority (73.2%) of the units added to the Valley study area. Of those, 3,173 units were mixed-use, 889 (28%) condominiums, and 818 (25.8%) multifamily. Since 2006, all neighborhoods north of the Valley gained housing units except tracts 137 (-1.3%) and 150 (-24.5%). Similar trends were shown in neighborhoods south of the Valley as most tracts added units since 2006 except minor losses (<-1%) in tracts 156, 161, and 163. Tracts 155 (13.6%), 159 (9.9%), and 165 (7%) had notable increases in units from 2006, but mostly from multifamily (64.5%) and mixed-use (29.5%).

*Source (Map & Chart): City of Milwaukee Master Property File (MPROP), 2001-2012



RESIDENTIAL UNITS



MEASUREMENT

Residential sale prices for sold properties in the Valley study area and City were tabulated from Milwaukee's Master Property File (MPROP) for years 2002-2012. For this dataset, residential properties only include single family and duplex buildings due to condominium sales requiring a more sophisticated analysis. Median home values for 2012 were taken from ESRI 2012 data estimates and include all home types. Residential sales prices were calculated for 2000 tract boundaries, while home values were done with 2010 tracts. Of note - while this indicator attempts to determine what influence the Valley's redevelopment has on home values, further analysis is required to truly understand its impact on such a complex value.

IMPORTANCE

Investment in the Valley has brought considerable change to not only the Valley itself, but also the surrounding neighborhoods. A common phrase in real estate is "location, location, location", and being in proximity to areas with considerable investment from both public and private sources has been found to influence home values. The opposite can be true for areas lacking any investment, such as old, derelict industrial areas, where home values can decline sharply.

ANALYSIS

According to ESRI estimates, the 2012 median home value for all tracts was \$111k. However, changes in where higher home values are located had little change since previous years. The most significant home values occur in the Downtown and Third Ward neighborhoods (tracts 1863 & 1874), with both tracts showing median home values near \$230k for 2012. This isn't surprising given the large number of condominiums along the river and the increase in mixed-residential development over the past decade. Areas with more traditional single-family neighborhoods and above-average home values include tracts 125 (\$169k) and tract 161 (\$136k). Conversely, areas with below-average home values include tract 123 (\$71k), tract 133 (\$76k), tract 134 (\$75k), and tract 157 (\$74k).

According to MPROP sales price data, the average sales price of a residential home in the Valley study area for 2012 was \$91k. This represents just a slight decrease since the previous year (\$92k), but falls well short of previous years. However, residential homes were being sold at record levels prior to 2007, with many financial institutions providing high-risk loans that eventually led to the housing market collapse. Of all homes sold from 2002-2012 in the Valley study area, the total number of residential homes sold from 2005-2007 (1,498 sale transactions) was still greater than all other years combined (1,070 sales transactions). At its peak, home values in the Valley study area were at \$111k in 2007 and \$108k the previous year. In 2002, home values were at about \$76k, which is still below current values. Overall, the housing market continues to recover at a sluggish pace, despite mortgage rates still well below historical values.

*Source (Map & Chart): City of Milwaukee Master Property File (MPROP), 2001-2012; and 2012 ESRI Demographics

HOUSING HOME VALUES

MEASUREMENT

Total population and population by age data for the Valley study area were gathered from the US Decennial Census for years 1990, 2000, and 2010. City and County demographics are used for comparison purposes. Population estimates for 2012 are from ESRI data. Of note - some census tract boundaries within this study area changed from 2000 to 2010. For more details, refer back to maps on page 10.

IMPORTANCE

As redevelopment of the Valley continues, monitoring fluctuations in total population, households and families for the surrounding neighborhoods provides insight on how these areas are changing over time. Determining what type of population lives near the Valley can assist decision-makers in taking the appropriate action for future decades on issues such as housing, employment and public recreation.

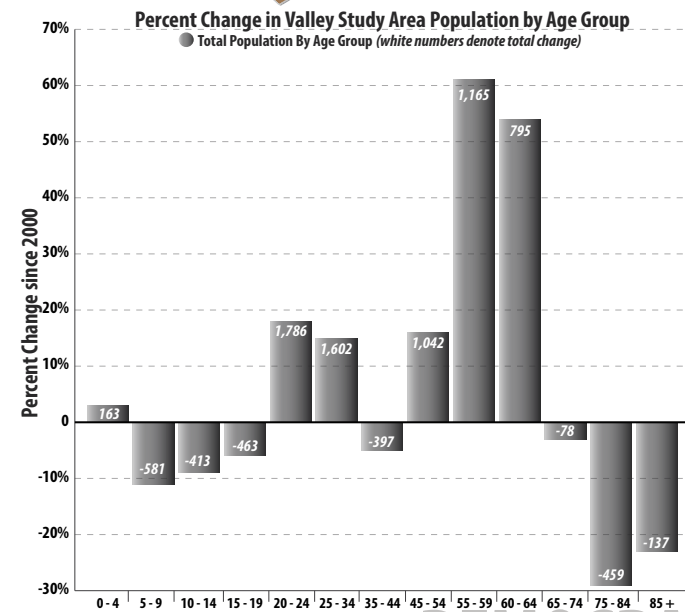
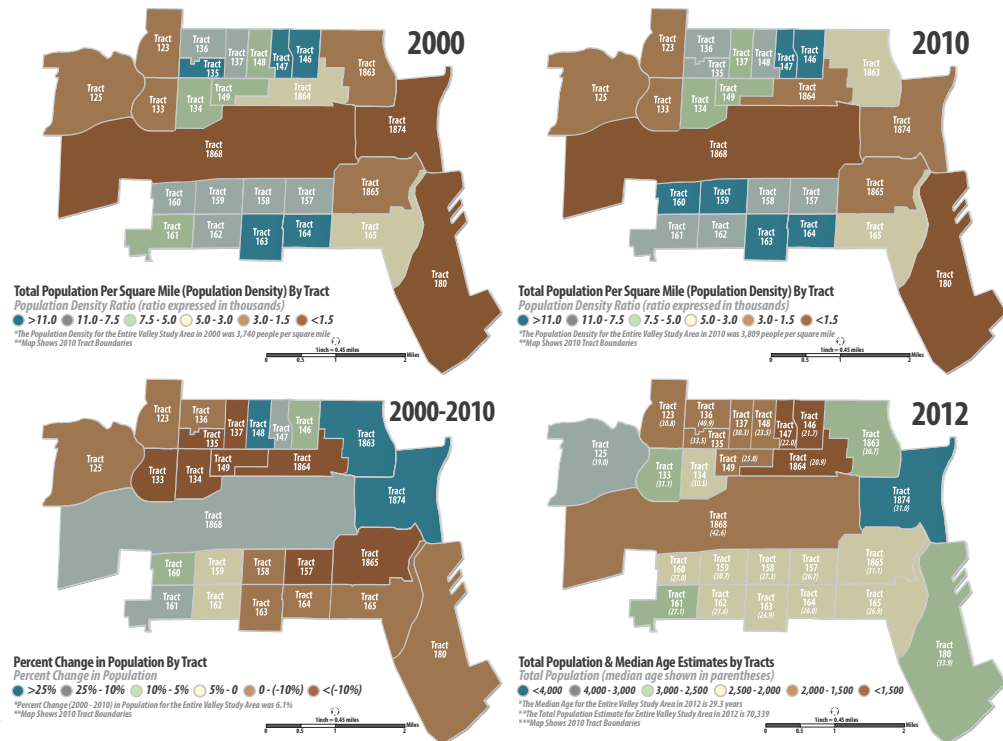
ANALYSIS

In 2010, approximately 70,000 people, 24,600 households and 11,400 families lived in the Valley study area. This represents increases of 4,025 people (6.1%), 2,593 households (11.8%), and 469 families (4.3%) since 2000. Since 1990, the Valley study area added 1,675 people (2.4%) and 669 households (2.8%) but lost 636 families (-5.3%). In comparison, the City experienced declines in population (<-1%), households (-1.4%), and families (-7.8%), while the County had minimal increases in population (<1%) and households (<1%) but a similar decline in families (-6.5%).

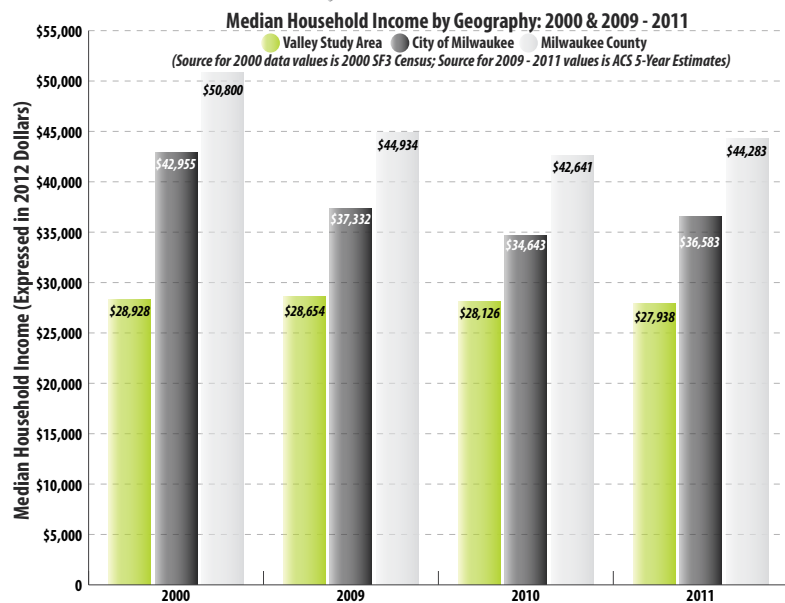
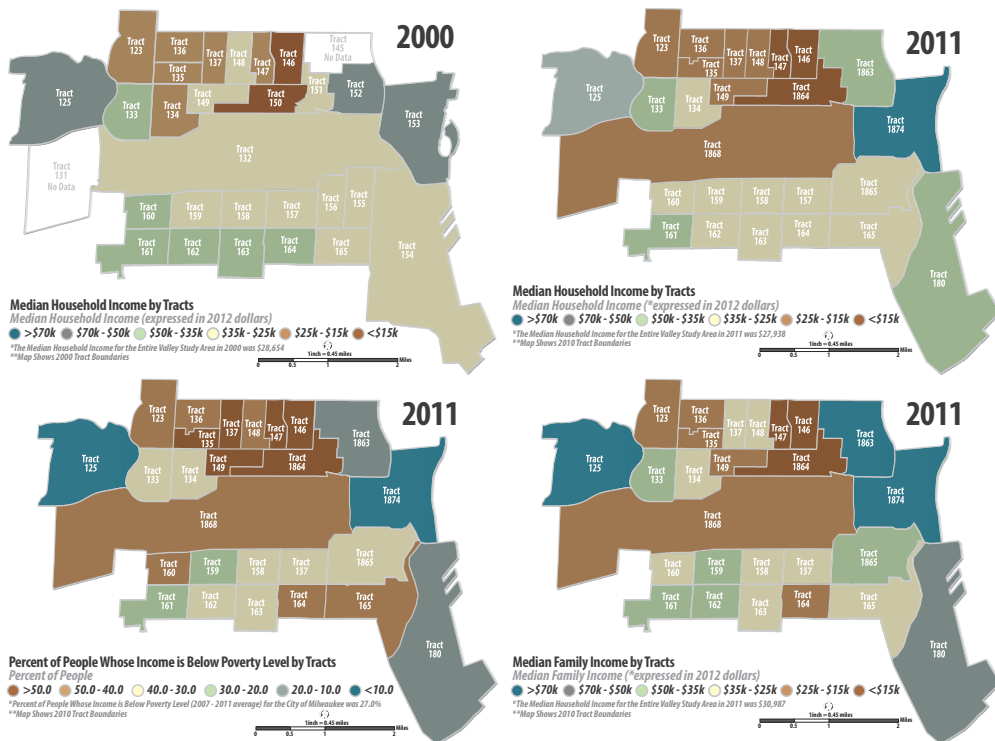
Much of the Valley study area's population increase reflects the significant growth in the Third Ward and Downtown neighborhoods (tracts 1865 and 1874), mostly in the form of condominium residents. Together, these tracts have added 1,057 persons (98%) since 2000. These two tracts account for nearly 80% of the total population change since 2000. Neighborhoods south of the Valley (tracts 157-164) represent 43.4% of the entire study area population, but just 15.1% of its land area. This is because of larger household and family sizes, with some tracts having nearly one more person in each household than the City and County averages. Together, these eight tracts lost 3,057 people (-9.1%) since 2000 - however tracts 159 (4.8%), 160 (9.3%) and 161 (10.6%) gained population individually. The majority of tracts north of the Valley also experienced population declines since 2000, with the lone exception being the Marquette University area (tracts 146-148).

The 2010 median age for the Valley study area was 28.8, a slight increase in age since 2000 (27.0). The young professional demographic, ages 20-34, had large gains in tracts near Marquette University, Downtown and Third Ward areas. Interestingly, tract 125 added 521 (31.9%) young professionals since 2000, one of the higher rates in the Valley study area besides the Downtown and Third Ward areas mentioned previously.

*Source (Map & Chart): 2010 & 2000 Decennial Census (SF-1 forms); and 2012 ESRI population estimates



DEMOGRAPHICS POPULATION & AGE



MEASUREMENT

Data on household income for the Valley and surrounding census tracts were obtained from the US Decennial Census for years 1990 & 2000 and 5-Year American Community Survey (ACS) for years 2009-2011. City and County values, from the same respective sources, are used for comparative purposes. For consistency, all dollars were converted to 2012 values according to the Bureau of Labor Statistics. Of note - due to varying data collection methods and census tract boundary changes since 2000, income differences between years should be used with caution.

IMPORTANCE

Household income is an important benchmark for understanding changes in how wealth is distributed in and around the Valley. Incomes have strong affect on the purchasing power of households, their ability to pay debt, maintain a home, and overall quality of life. In many ways, one can associate income being directly related to community health, environmental quality and economic stability.

ANALYSIS

For 2011, the Valley study area median household income was \$27,938. This represents a minimal decrease of \$188 (~1%) since 2010, and \$716 (-2.5%) since 2009. These incomes are still well below City (\$36,582) and County (\$44,282) estimates for 2011, regardless of both larger areas having incomes decline about 10% since their peaks in 2009. In 2000, the Valley study area median household income was slightly higher at \$28,654, but lower in 1990 (\$24,898). Overall, incomes in the Valley study area have been consistently near \$28,000 since 2000.

The majority of higher incomes in 2011 reside in tract 125 (\$64,560), tract 1863 (\$42,815) and tract 1874 (\$79,144), with the last two benefiting from professionals moving into condominiums. These areas have continuously held the highest incomes in the Valley study area since 2000. Likely due to large college student populations, tracts adjacent to Marquette University (tracts 146-149, & 1864) have incomes below \$25,000. Tracts north of the Valley (tracts 123, & 133-136) have a range of incomes (\$15,793-\$35,459) that had little change since 2000.

New developments along Kinnickinnic Avenue in the Bay View neighborhood is a plausible factor for a rise in incomes in 2011 to \$44,257 for tract 180. South of the Valley (tracts 157-165), incomes in 2011 were slightly higher than the average for the Valley study area at \$28,373. Since 2000, household incomes southwest of the Valley (tracts 160-162) have mostly decreased, while incomes within the remaining tracts south of the Valley have remained the same or increased. As the Valley's redevelopment continues, it is imperative that more existing residents have access

to the Valley's available employment to maintain one of its core goals - family supporting jobs.

*Source (Map & Graph): 2000 Decennial Census (SF3 form) and 2005-2009, 2006-2010 & 2007-2011 American Community Survey (ACS)

DEMOGRAPHICS HOUSEHOLD INCOME

MEASUREMENT

Data on household race and ethnicity for the Valley and surrounding area were taken from the US Decennial Census for years 1990, 2000, and 2010. City and County data on race for the same time frame are used for comparison purposes. To determine how racially integrated these areas are, census blocks (the US Census's most precise geography data boundary) having two or more races contributing 20% or more to its total population were considered "racially integrated". Blocks with one race containing 80% or more of its total population were considered "one race dominant". Of note - some census tract boundaries within this study area changed in 2010. For more details, refer back to maps on page 10.

IMPORTANCE

Tracking changes in household race helps to better understand the cultural landscape of neighborhoods around the Valley. As the Valley continues its redevelopment, with its success continuing to spread to nearby neighborhoods, it is important to monitor how the racial and social compositions of these neighborhoods change.

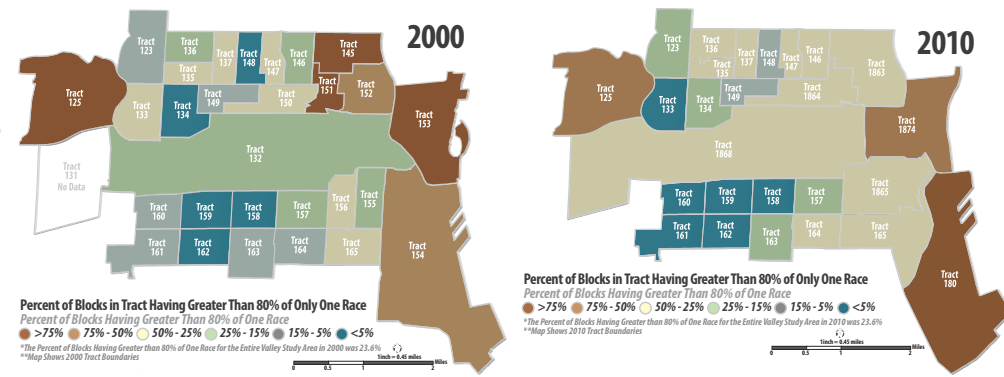
ANALYSIS

In 2010, the majority race in the Valley study area was White (39.6%), followed by Hispanic (29.0%) and African-American (25.5%). Since 2000, both White (-3.1%) and Asian (-4.6%) households have decreased while Hispanic (18.4%) and African-American (12.1%) households have increased. These changes are similar to City and County trends since 2000. White households left the City (-16.4%) and County (-8.4%), while Hispanic households significantly increased in the City (47.1%) and County (56.7%). Asian households, having decreased in the Valley study area, have gained households in the City (27.4%) and County (42.6%).

The downtown and Third Ward neighborhoods (tracts 1874 and 1863) have continued to grow overwhelmingly by one race - White. These areas welcomed 1,556 additional households since 2000, with 81.8% being White. Hispanic households south of the Valley (tracts 157-164) have increased about 20% since 2000, while Asian (-20.6%) and White (-36.0%) households declined in this area.

The Valley study area had more White (34.5%), African-American (31.3%) and Hispanic (10.9%) households living on blocks with 80% or more of their own race in 2010 than in 2000. Interestingly, City (53.4%) and County (71.4%) White households under the same criteria decreased while African-American and Hispanic households increased since 2000. Overall, 182 blocks with one race representing the majority of its population existed in the Valley Study area for 2010, more than 2000 (144 blocks). As for race integration, the Valley study area had fewer blocks with these criteria in 2010. However, more blocks with Hispanic & White households together exist in the City and County in 2010.

*Data Source (Map, Graph & Chart): 2010 & 2000 Decennial Census (SF-1 form)



26%

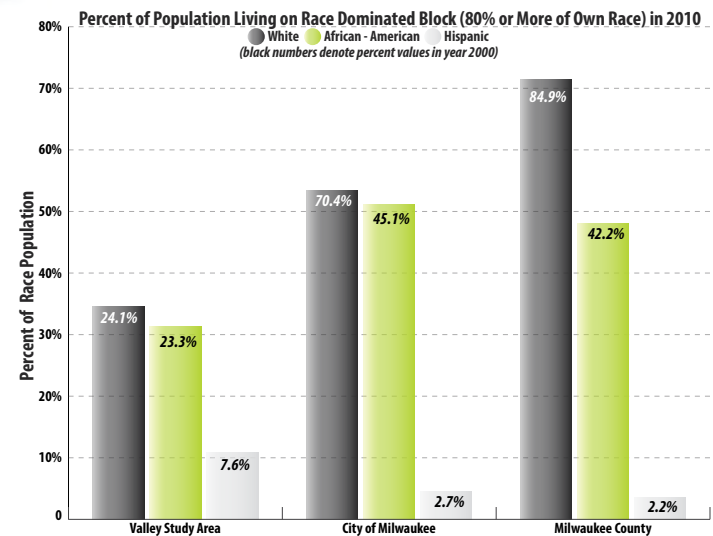
This was the Valley study area Hispanic population as a percent of the City Hispanic population total for 2010. In 2000, this was slightly higher at 32%.

3

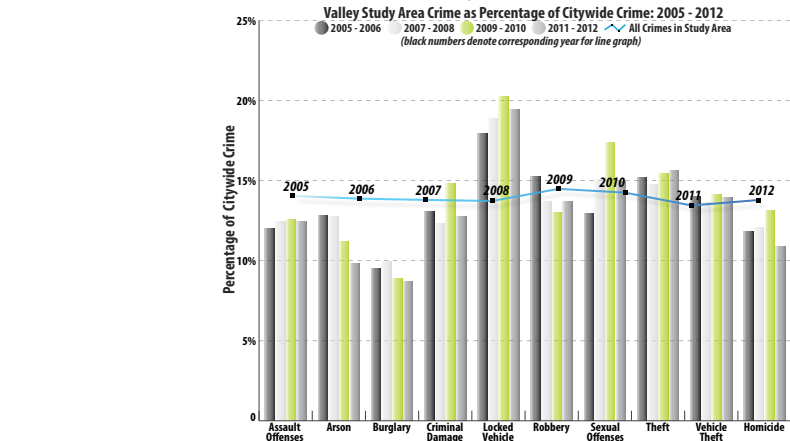
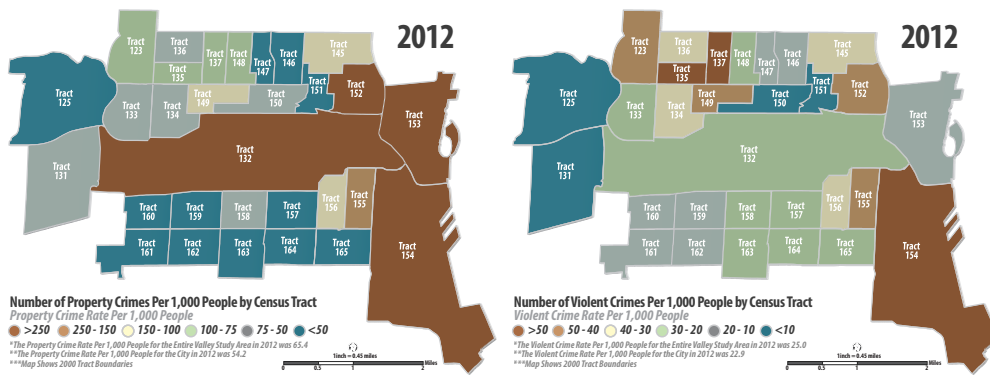
The number of tracts since 2000 that, at minimum, doubled their population in at least two race categories. These tracts are 1863, 1868 & 1874 (all closer to Downtown).

972

The difference of total persons listed as being White in tract 1874 from 2000 (278 persons) to 2010 (1,128 persons). This was the greatest change of any race in one tract since 2000.



DEMOGRAPHICS HOUSEHOLD RACE



Total Criminal Activities in Menomonee Valley Study Area Per Year: 2005-2012										
Criminal Activities	2005	2006	2007	2008	2009	2010	2011	2012	Median	Valley Study Area Peak Crime Year
Assault Offenses	913	1,128	1,273	1,247	1,086	1,081	1,018	1,171	1,107	2007
Arson	35	40	43	42	33	35	25	32	35	2007
Burglary	495	524	635	602	601	540	638	604	602	2011
Criminal Damage	1,257	1,368	1,269	1,136	1,219	1,013	796	703	1,178	2006
Locked Vehicle	1,139	1,317	1,453	1,323	1,478	1,136	921	935	1,228	2009
Robbery	423	601	487	448	452	351	297	460	450	2006
Sex Offense	122	115	127	104	116	125	112	111	116	2007
Theft	2,413	2,286	2,026	1,967	1,914	1,946	1,676	1,648	1,957	2005
Vehicle Theft	965	1,125	1,045	969	703	605	652	658	803	2006
Homicide	11	16	12	8	2	19	10	9	11	2006
Total Per Year	7,773	8,520	8,370	7,780	7,604	6,801	6,245	6,331	7,689	
Total Criminal Activities in Menomonee Valley Study Area Per 1,000 Residents: 2005-2012										
Criminal Activities	2005	2006	2007	2008	2009	2010	2011	2012	Median	Valley Tract (132) Peak Crime Year
Assault Offenses	13.0	16.1	18.2	17.8	15.5	14.7	14.5	16.7	15.8	2009
Arson	0.5	0.6	0.6	0.6	0.5	0.5	0.4	0.5	0.5	2009
Burglary	7.1	7.5	9.1	8.6	8.6	7.7	9.1	8.6	8.6	2007
Criminal Damage	17.9	19.5	18.1	16.2	17.4	14.5	11.4	10.0	16.8	2006
Locked Vehicle	16.3	18.8	20.7	18.9	21.1	16.2	13.1	13.1	17.5	2009
Robbery	6.0	8.6	7.0	6.4	6.5	5.0	5.7	6.6	6.4	2006
Sex Offense	1.7	1.6	1.8	1.5	1.7	1.8	1.6	1.6	1.6	2007
Theft	34.4	32.6	28.9	28.1	27.3	27.8	23.9	23.5	27.9	2005
Vehicle Theft	13.8	16.1	14.9	12.9	10.0	8.6	9.3	9.4	11.5	2005
Homicide	0.2	0.2	0.2	0.1	0.0	0.3	0.1	0.1	0.1	2006
Total Per Year	111.0	121.6	119.5	111.1	108.6	97.1	89.2	90.4	109.8	
Total Criminal Activities in Menomonee Valley Study Area as Percent of Total Criminal Activities in City Per Year: 2005-2012										
Criminal Activities	2005	2006	2007	2008	2009	2010	2011	2012	Median	City Peak Crime Year
Assault Offenses	11.9%	12.1%	12.3%	12.6%	12.3%	12.8%	12.9%	12.1%	12.3%	2007
Arson	13.5%	12.3%	12.3%	13.2%	9.3%	14.0%	9.2%	10.4%	12.3%	2010
Burglary	10.3%	8.9%	10.5%	9.4%	9.1%	8.7%	8.9%	8.5%	9.0%	2011
Criminal Damage	13.1%	13.0%	12.3%	12.4%	14.9%	14.7%	12.2%	13.4%	13.0%	2006
Locked Vehicle	18.5%	17.4%	18.7%	19.1%	21.1%	19.2%	18.6%	20.3%	18.9%	2007
Robbery	14.2%	16.1%	13.7%	13.7%	14.1%	11.8%	12.7%	14.6%	13.9%	2010
Sex Offense	12.0%	13.3%	15.3%	14.8%	17.3%	17.4%	14.8%	15.1%	14.9%	2005
Theft	14.9%	15.5%	14.8%	14.7%	15.1%	15.9%	15.1%	16.2%	15.1%	2005
Vehicle Theft	14.7%	13.4%	13.5%	13.8%	14.3%	14.0%	14.3%	13.6%	13.9%	2006
Homicide	8.8%	15.5%	12.0%	12.1%	2.8%	23.6%	11.8%	10.0%	11.9%	2005
Total Per Year	14.0%	13.9%	13.8%	13.7%	14.5%	14.2%	13.4%	13.8%	13.8%	

MEASUREMENT

Total Group A criminal offenses in the Valley study area and City were collected from the Milwaukee COMPASS database for years 2005-2012. Population data from the US Census were used to calculate crimes per 1,000 persons. Violent crimes were determined by the following categories - assault offenses, homicide, robbery, and sexual offense. Property crimes include the following - arson, burglary, criminal damage, theft, vehicle theft and locked vehicle entry. Of note - due to statute changes, data prior to 2005 is referenced only through former MVBI reports.

IMPORTANCE

Regular occurrences of criminal activity have profound negative effects on neighborhood vitality, investment and unity. For example, frequent assaults, homicides and theft crimes reflect concerns for community safety while vandalism, disorderly conduct and trespassing offenses yield quality of life concerns.

ANALYSIS

In 2012, the Valley study area experienced 6,331 criminal offenses - 13.5% of all crimes committed in the City. This represents a small increase since 2011 (13.8% of City crimes) when the total number of crimes in the Valley study area were at their lowest (6,245 crimes). Total criminal offenses were the highest in 2006 (8,520 crimes) and 2007 (8,370 crimes) with the City displaying similar trends. Interestingly, total crimes have declined annually an average of 4.7% in both areas. However, violent crimes have increased in the City (16.0%) and study area (19.2%) while property crimes declined about 20% for both geographies. Overall, the study area crime rate per 1,000 persons has remained higher than the City since 2005.

The majority of tracts recorded a lower number of crimes in 2012 compared to 2005, except for the Valley (tract 132) and areas north of the Valley (tracts 131-135). An increase in assault offenses (17.3%), locked vehicle theft (26.2%) and theft (46.9%) crimes explain these changes in the Valley. The other tracts experienced more assault offenses (49.2%), burglary (108.5%), criminal damage (16.1%) and robbery (18.7%) crimes in 2012 than 2005. The Downtown and Third Ward areas (tracts 152-153) have contributed nearly 12% to the total number of crimes in the Valley study area (with the majority being theft-related) since 2005. These tracts, along with tract 154, had the highest rates of crimes per 1,000 persons since 2005.

Neighborhoods south of the Valley (tracts 157-165), having some of the higher population densities in the City, experienced a -4.1% average annual decline in total crimes since 2005. Interestingly, these tracts also contained some of the lowest crime rates per 1,000 person rates in the Valley study area. Areas closer to

the southeast (tracts 154-156) had significantly above-average per 1,000 persons crime rates. For example, tract 154 had a rate greater than 50 crimes per person in 2012.

*Source (Map, Graph & Table): City of Milwaukee Community Mapping & Analysis for Safety Strategies (COMPASS)

DEMOGRAPHICS CRIMINAL OFFENSES



MEASUREMENT

The number of births for the Valley study area were determined from data provided by the City of Milwaukee Health Department for years 2000-2010. Supplemental birth data for the County, Metro, State and Nation were obtained from the Wisconsin Department of Health Services (WDHS). Fertility rates for Valley census tracts were calculated by the number of births per 1,000 child-bearing women (ages 15-44). Demographic data were calculated from the US Census Bureau - the Decennial Census and American Community Survey (ACS).

IMPORTANCE

Studying the number of births in Valley communities help forecast potential demand for necessities, such as housing, health services, and public health investments. Similarly, fertility rates show the concentration of total births per child-bearing women, instrumental for properly locating medical programs, social services, child-care, and schools in proximity to these populations.

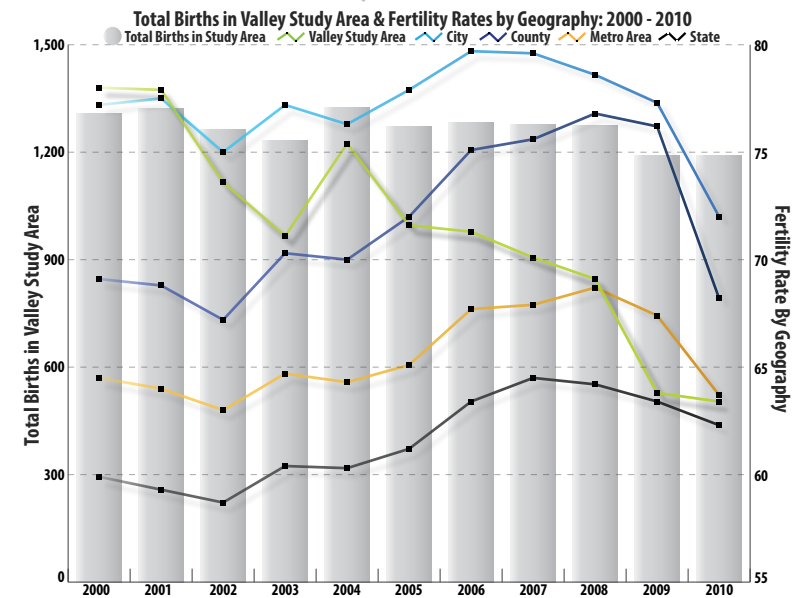
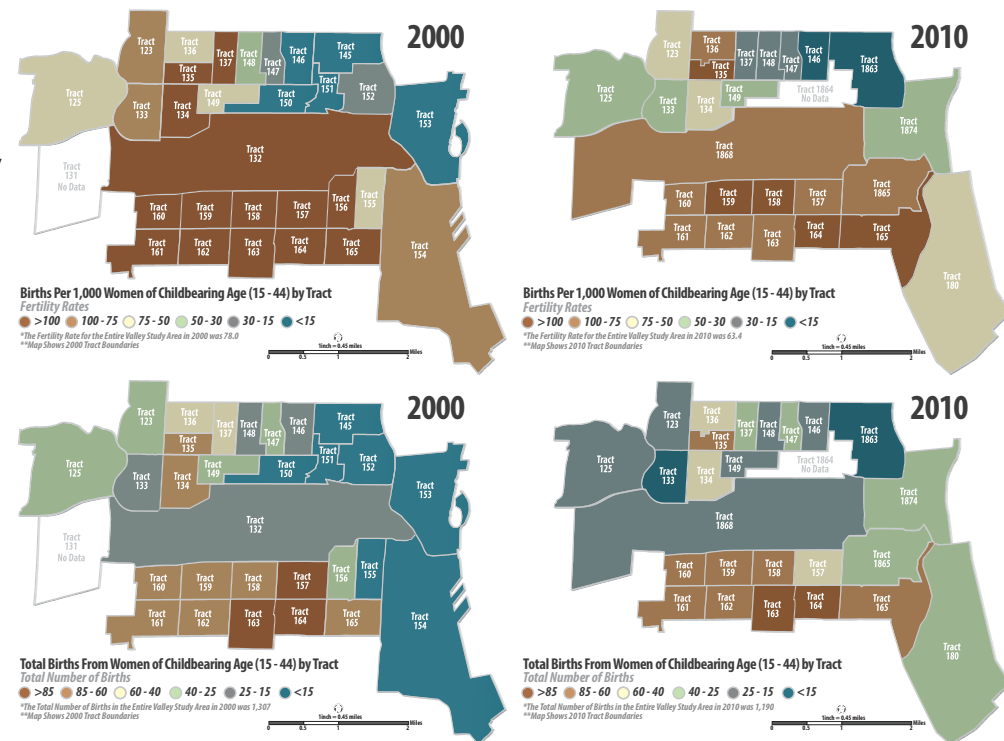
ANALYSIS

In 2010, women residing in the Valley study area had 1,190 births, representing a decline of 117 births (-9%) since 2000. Peak years for birth counts were 2001 (1,321) and 2004 (1,326), while 2009 (1,191) and 2010 (1,190) were the lowest. The City, County and Metro all experienced similar declines in birth rates since 2000. From 2000-2010, the majority of Valley study area births (57%) were found in eight tracts south of the Valley (tracts 157-164). However, these tracts had lower fertility rates in 2010 (90.3) than 2000 (109.4). It should be also be noted the same tracts held 39% of the study area's child-bearing population in 2010 and 41% in 2000.

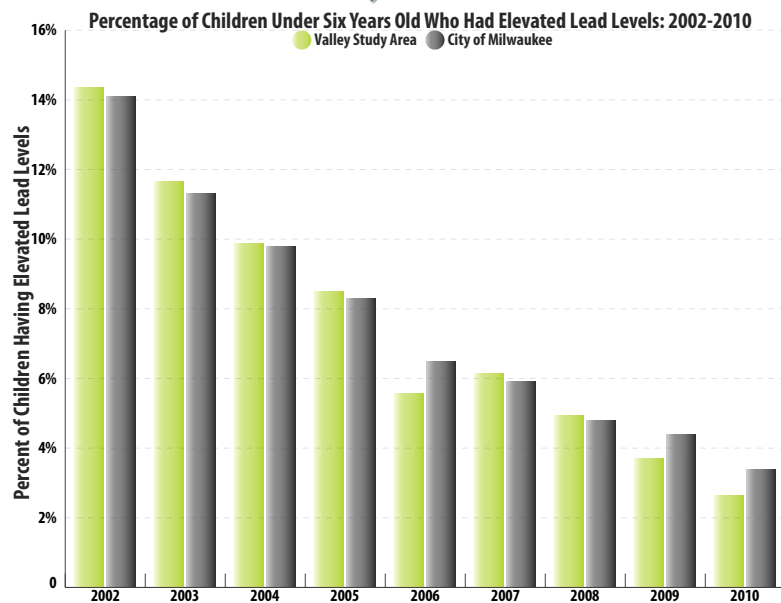
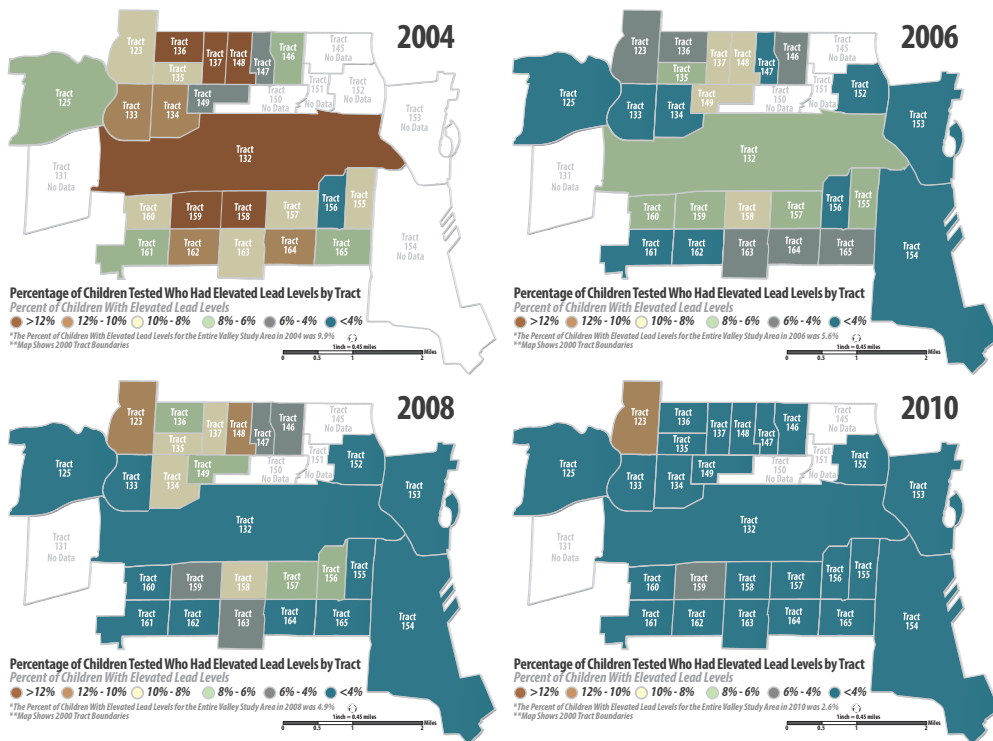
The fertility rate for the Valley study area in 2010 was 63.4 births per 1,000 child-bearing women. This is considerably lower than the rate of 78.0 in 2000. In 2010, the Valley study area fertility rate was below the City (72.0), County (68.2), Metro (63.7), and Nation (64.7), but slightly higher than the State (62.3). However, in 2000, the Valley study area fertility rate was higher than the City (77.2), County (69.1), Metro (64.5), State (59.9) and Nation (65.9). This decrease is likely due to growth in the young adult population (ages 20-34) in tracts to the east. Many predict fertility rates will continue to decline as more women attend college, college debt increases, couples delay marriage and single family occupancy remains lower.

Teenage pregnancy rates in the City, a historical concern, have declined annually since 2006 (52.0), reaching 33.8 in 2011. In 2006, Hispanic teenage women birth rates were 71.29 per 1,000, the highest among all races. However, rates have lowered to 33.93 in 2011. The Valley study area trends had similar results as teenage births, once 20% of all births in 2001, have declined to 15% in 2010. Several initiatives launched by the city and community helped reduce these numbers to reach the City's goal of 30 births per 1,000 teenage women by 2015.

*Source (Map & Graph): Milwaukee Health Department (MHD) & Wisconsin Department of Health Services (WDHS)
Special thanks to Karen Michalski, MHD for her contributions to this indicator



HEALTH FERTILITY RATES



MEASUREMENT

Information on children under the age of 6 who were tested for potential lead poisoning, and those exhibiting elevated blood lead levels (greater than 10 micrograms of lead per deciliter of blood), was obtained for the Valley study area for years 2002-2010. Data were provided by the Wisconsin Department of Health Services and aggregated to the census tract geography. Additional data was provided by the Milwaukee Health Department's Childhood Lead Poisoning Prevention Program.

IMPORTANCE

Lead poisoning in urban neighborhoods is reflective of older, deteriorating housing stock that may potentially expose young children to peeling and pulverized lead-based paint or dust. Lead is difficult to remove in the body and exposure over a period of months or years has damaging affects to long-term health. This can lead to health issues of the central nervous system - learning disabilities, behavioral problems, seizures and possibly death. Reducing lead levels in children is vital to the health of current and future generations.

ANALYSIS

In 2010, lead prevalence in children under the age of 6 was 2.6% (125 children). These numbers are considerably lower than the 2002 rate of 14.4% (518 children). Approximately 4,750 children in the Valley study area were tested for lead in 2010, the highest count from 2002-2010. The City had similar trends, dropping from 14.1% testing positive in 2002 to 3.4% in 2010. However, lead prevalence rates in the Valley were still relatively higher than the County (2.4%) in 2010.

Prior to 2004, nine of the 11 tracts south of the Valley (tracts 155, 157-160, and 162-165) had lead poisoning rates in children exceed 10%. From 2004 to 2010, considerable progress was made as the majority were below 10%. And for 2010, none of these tracts exceeded a 5% lead prevalence despite rates still somewhat higher than the Valley study area, City and County. Overall, child lead poisoning cases in these tracts declined by 38%, while the number of children tested rose by 26%. Tracts north of the Valley (tracts 123, 125, 133-137, and 146-150) had higher rates than south of the Valley prior to 2004, but were similar in 2010. One outlier is tract 123, which had the highest rate in both 2002 (35.5%) and 2010 (11.8%). This is likely because about 65% of the neighborhood's housing units were built prior to 1960, when lead paint was more prevalent in housing construction.

The number of children having elevated blood lead levels in the Valley study area fell 73.9% since 2002. Additionally, the total number of children tested increased

by 29% since 2002, the result of continued efforts by community organizations to educate and monitor households at risk.

*Source (Map & Graph): Wisconsin Department of Health Services (WHDs)
Special thanks to Margie Coon, WHDS for her contributions to this indicator



MEASUREMENT

During the summer of 2011, students from UW-Milwaukee collected information on the location and condition of public art within the Valley study area. Artwork was put into seven categories - architecture, painting, sculpture, stained glass, statue, tile mosaic, and other. Supportive information (e.g., aerial photography, interviews, etc.) on the artpieces were also reviewed for data quality control.

IMPORTANCE

Public art provides economic and social benefits for residents, visitors, and communities. Local public art produces revenue from tourism and publications. Art in places of social engagement encourages a lively and interacting community or workplace and is seen as an investment in the social fabric of the community.

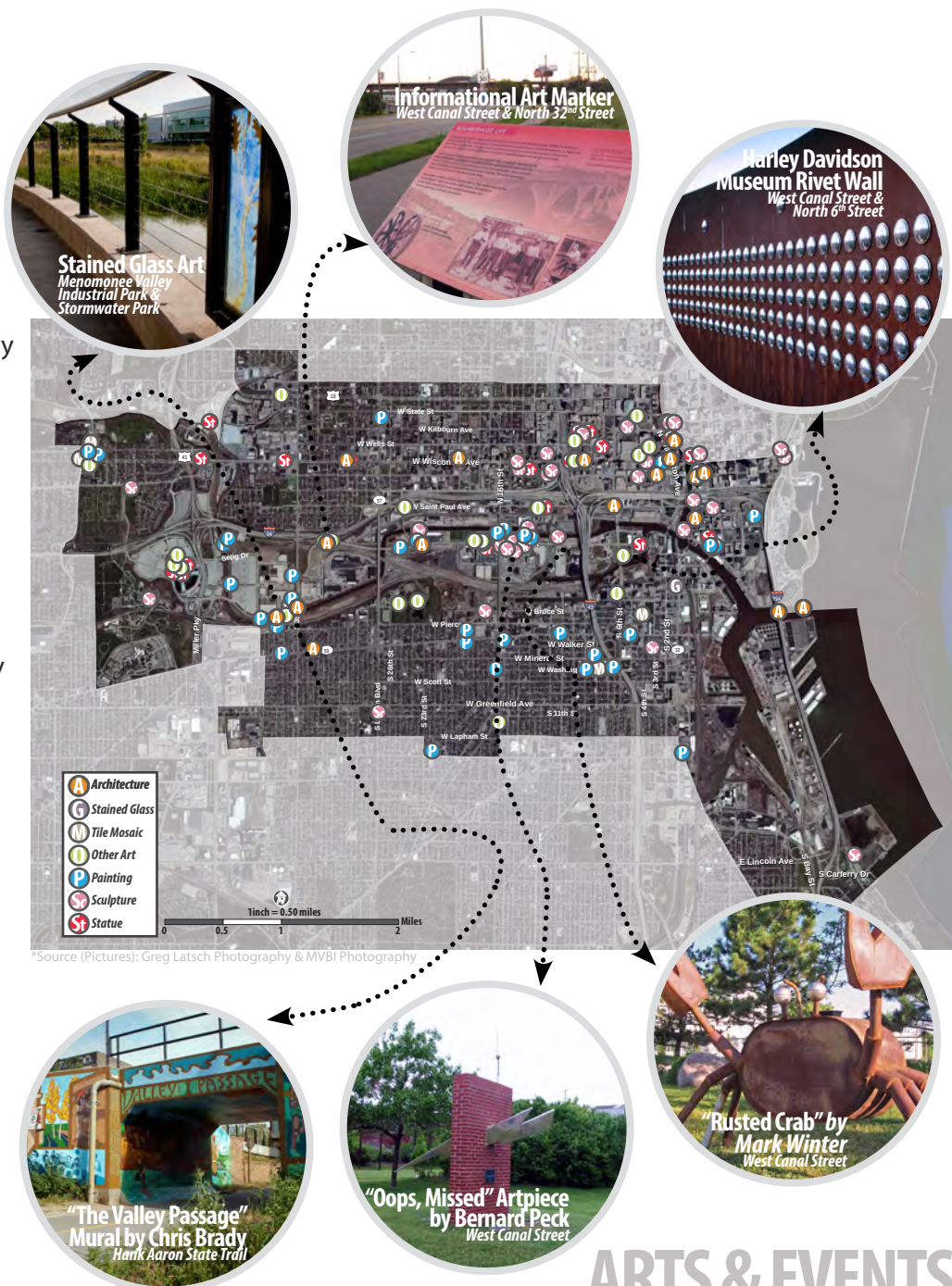
ANALYSIS

In 2011, some 133 public art pieces were catalogued - 17 architectural structures, 34 paintings, 32 sculptures, 2 stained glass panels, 24 statues, 5 mosaic tiles, and 19 classified as "other". Most public art is located near the Valley's east-end, Hank Aaron State Trail, Miller Park, and Third Ward. Several intriguing art pieces, dating back to the late 1960's, are scattered within the green courtyard near 16th & Canal Street. These pieces include *Space Game* by Joseph Mendla, *Angel in a Cage* by Richard Pflieger, *Oops, Missed* by Bernard Peck, and *Menomonee* by Hilary Goldblatt. Towards the west-end, Miller Park has several art peices honoring important icons in Milwaukee Brewers baseball history, including *Hank Aaron* (2001), *Robin Yount* (2001), *Bud Selig* (2010), and the recently added *Bob Uecker* (2012) monument. All pieces were designed by Brian Maughan.

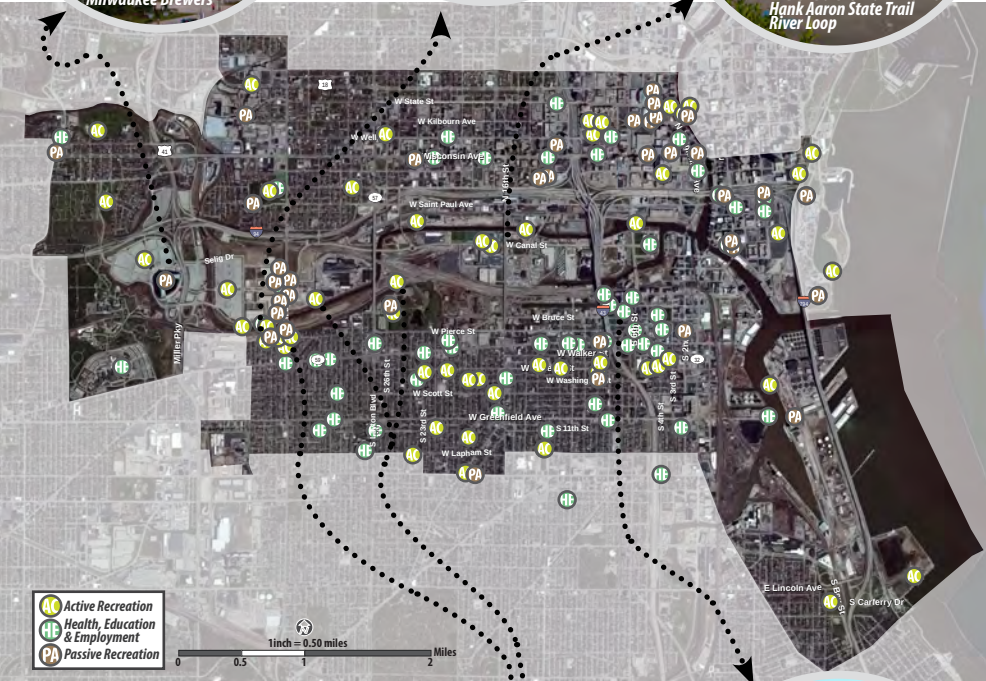
Since the 2005 report, 37 new pieces of public art have been added to the Valley study area (mostly within the Valley itself). Along Canal Street, more art pieces were added including the *Hill-Climber* (2008) statue by Jeff Decker, *Rusted Crab* (2013) sculpture by Mark Winter, *A Place to Sit* (2009) monument by Kathryn E. Martin and *Gazebo at 32nd Street* (2007) by Peter Flannery. The iconic *Menomonee Valley Twin Smokestacks* were torn down in 2010 because of safety issues. These were remnants of the former Milwaukee Railroad shops property that previously occupied the current location of the Menomonee Valley Industrial Center.

Sections of the Hank Aaron State Trail have educational markers describing the history of the Valley and Trail. Additionally, several art paintings done by local school children to recognize the 40th anniversary of marches led by James Groppi are along the Trail's Menomonee River Loop on Emmber Lane & Canal Street. But the most pronounced piece of public art on the Trail exists at the Valley Passage tunnel. The *Valley Passage* (2011) murals by Chris Brady exhibit the rich history and strong future of the Valley through vibrant colors. Lastly, new art pieces are placed along the extension of the Trail within the newly-opened Three Bridges Park.

*Source (Map): UW-Milwaukee Geography Department students Scott Lausten, Christine Minar, Kyle Short, & Eric Zambrowicz
Special thanks to Scott Lausten, Christine Minar, Kyle Short, & Eric Zambrowicz for their contributions to this indicator



*Source (Pictures): Greg Latsch Photography & MVBI Photography



*Source (Pictures): Greg Latsch Photography & MVBI Photography



Measurement

During the summer of 2011, UW-Milwaukee students collected information on the location of recreational venues in the Valley Study Area. All sites were given two classifications - active or passive recreation. Active venues offer opportunities for individuals to engage in physical activities (e.g., basketball, bicycling, or fishing) while passive venues (e.g., concerts, festivals, theaters) are less-intensive.

Importance

Places for recreation are invaluable assets for residents, employees, and visitors. Active recreation venues encourage physical activity, improving the health and wellness of participants. Passive venues offer a respite from one's daily activities by promoting relaxation, interaction, and mild exercise. Together, active and passive venues improve community vitality, enhance aesthetics, attract visitors, and improve quality of life.

Analysis

In 2011, some 97 community recreation venues were catalogued, with 53 sites being classified as "active" and 44 being "passive". Also, 58 community venues focusing on education, employment or health (e.g., Urban Ecology Center, 16th Street Community Health Center, etc.) were found for 2011. These organizations are invaluable to the stability of local neighborhoods. Recreational and educational activities are the most common venues in and around the Valley. Some of the more popular passive venues are located Downtown. These include the newly renamed BMO Harris Bradley Center and Wisconsin Center, U.S. Cellular Arena, Marcus Center for the Performing Arts, and the Milwaukee, Pabst, Riverside, and Turner Hall theater halls. Within the Valley, the 41,900 seat Miller Park stadium is home to both sports and concert venues. The Harley-Davidson Museum, built in 2008, displays vintage memorabilia and has a restaurant & bar called Motor®.

Since the 2005 report, 18 venues have been constructed, with 5 active and 13 passive. An important addition to the Valley study area, the Valley Passage (completed in 2010) connects residents south of the Valley and Hank Aaron State Trail users to Canal Street. A 4-mile extension of unpaved trail, from the Valley Passage to 94th Place (west of Valley), was built in 2010. Another 1.5 mile extension (from 94th Place to Underwood Creek Parkway) was done a year later.

Through local efforts, a 24-acre public space named "Three Bridges Park" was made available to the public in summer 2013. The name comes from three pedestrian bridges leading into the park, two of which were completed as the park opened. The site is on a former railyard that was used to store debris from the recent

Marquette Interchange Project (2008). This park includes a Trail extension from the Valley Passage, eastward about one mile to Mitchell Park and the Mitchell Park Domes.

*Source (Map): UW-Milwaukee Geography Department students Scott Lausten, Christine Minar, Kyle Short, & Eric Zambrowicz
Special thanks to Scott Lausten, Christine Minar, Kyle Short, & Eric Zambrowicz for their contributions to this indicator

ARTS & EVENTS PUBLIC RECREATION



HOUSING DATA

PAGES 13 - 15

Map Milwaukee Portal - Tabular & Map Data

Website: www.city.milwaukee.gov/mapmilwaukee | Email: gis@milwaukee.gov

Nonprofit Center of Milwaukee, Inc. - Neighborhood Data Center

Website: www.nonprofitcentermilwaukee.org/datacenter | Phone: 414.344.3933

Zillow Real Estate Website - Local Market Trends

Website: www.zillow.com/local-info

Trulia Real Estate Website - Local Market Trends

Website: www.trulia.com/local

National Association of Realtors - National & Regional Housing Topics

Website: www.realtor.org/topics

US Census Bureau - Housing Topics

Website: www.census.gov/housing

US Department of Housing & Urban Redevelopment - Wisconsin Trends

Website: www.portal.hud.gov/hudportal/HUD?src=/states/wisconsin

DEMOGRAPHIC DATA

PAGES 16 - 18

US Census Bureau - American FactFinder Data Search Engine

Website: www.factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml

US Census Bureau - American Community Survey (ACS) Information

Website: www.census.gov/acs/www

US Census Bureau - Census Map Data

Website: www.census.gov/geo/maps-data

US Bureau of Labor Statistics - Pay & Benefits Database

Website: www.bls.gov/bls/wages.htm

Milwaukee Compass Public Applications - Compass Mapping Viewer

Website: gis.milwaukee.gov/website/compass/viewer.htm

Milwaukee County Public Applications - MCAMLIS Mapping Viewer

Website: www.google.com/FfdFH4

Rich Blocks & Poor Blocks Website - Web Mapping Viewer

Website: www.richblockspoorblocks.com

CRIME DATA

PAGE 19

Milwaukee Neighborhood Public Applications - Crime Data & Mapping

Website: www.city.milwaukee.gov/PublicApplications13176.htm

Milwaukee Journal Sentinel (JSOnline) - Crime & Safety Mapping Viewer

Website: www.jsonline.com/news/crime

City of Milwaukee Police Department

Website: www.city.milwaukee.gov/police | Phone (general): 414.933.4444

HEALTH DATA

PAGES 20 - 21

Sixteenth Street Community Health Center - Childhood Lead Poisoning Prevention

Website: www.ssche.org/childhood-lead-poisoning-prevention

Wisconsin Department of Health Services - Childhood Lead Poisoning Database

Website: www.dhs.wisconsin.gov/lead/Data/index.htm

Wisconsin Department of Health Services - Fertility Database

Website: www.dhs.wisconsin.gov/epht/repro/Fertility.htm#

City of Milwaukee Health Department

Website: www.city.milwaukee.gov/Health | Phone (Main Office): 414.286.3521

ARTS & EVENTS DATA

PAGES 22 - 23

Milwaukee Arts Board - Milwaukee WikiProject Public Art List

Website: www.en.wikipedia.org/wiki/List_of_public_art_in_Milwaukee

Menomonee Valley Partners - Recreation & Entertainment List

Website: www.renewthevalley.org/documents/125-recreation-entertainment

Friends of the Hank Aaron State Trail

Website: www.hankaaronstatetrail.org | Phone: 414.263.8559

Layton Boulevard West Neighbors

Website: www.lbwn.org | Phone: 414.383.9038

COMMUNITY INDICATORS



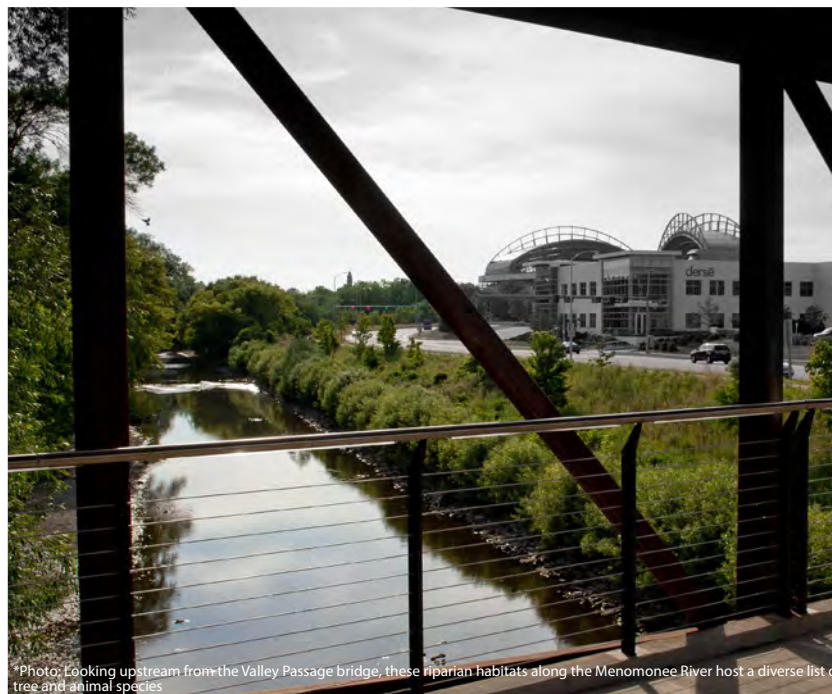
SOURCES & INFORMATION



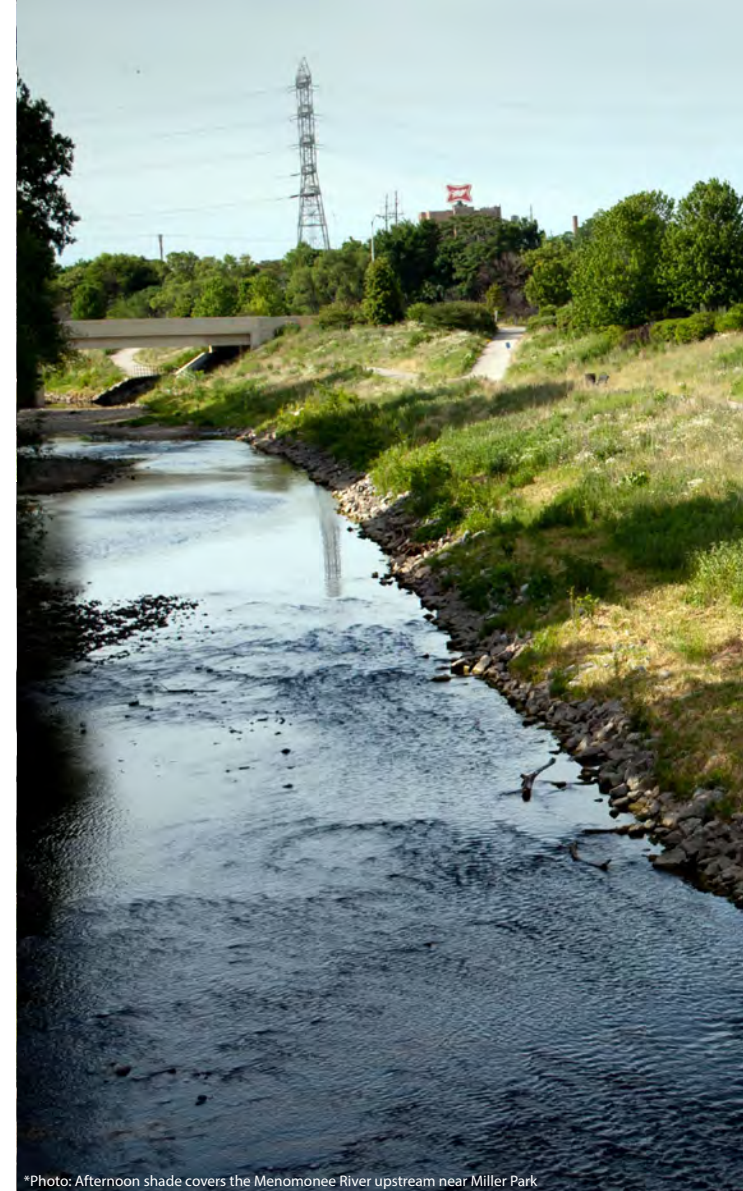
*Photo: A flock of Canada Goose become on-lookers as they swim along the Menomonee River near the Harley Davison Musuem



*Photo: A team of neighborhood volunteers shovel, haul and spread soil for community planting beds on the Valley's southside



*Photo: Looking upstream from the Valley Passage bridge, these riparian habitats along the Menomonee River host a diverse list of tree and animal species



*Photo: Afternoon shade covers the Menomonee River upstream near Miller Park

*Source (All): Greg Latsch Photography

SECTION ONE TWO THE VALLEY ENVIRONMENT

9 INDICATORS

THE MENOMONEE VALLEY ENVIRONMENT

The following section presents analyses of data and trends related to four issues of Environment - **Water Quality, Air Quality, Land Cover & Habitat, and Flora & Fauna**. These issues have been confirmed by work groups and other stakeholders as important measurements to gauge changes in the Valley environment during its redevelopment.



WATER QUALITY INDICATORS:

Index of Biotic Integrity - Aquatic IBI (Page 27)
Physical Water Quality Parameters (Page 28)



AIR QUALITY INDICATORS:

Fine Particulate Matter - PM 2.5 (Page 29)
Air Toxics (Page 30)
8-Hour Ozone (Page 31)



LAND COVER & HABITAT INDICATORS:

Surface & Tree Canopy Coverage (Page 32)



FLORA & FAUNA INDICATORS:

Bird Populations (Page 33)
Woody Plant Species (Page 34)
Small Animal Species (Page 35)

ENVIRONMENT SECTION CONTENTS

The content below details the information under the *Environment Section*. To the left, each indicator analyzed for this section under its representative issue. To the right, key findings are highlighted for each specific issue. At the bottom, a timeline graphic depicts relevant Valley environment events that have occurred since the previous MVB State of the Valley Report in 2005. Lastly, data sources and additional information on environment indicators can be found at the end of this section.

10-25
IBI score range
2003-2011

WATERSHED LAND USE AMONG OTHER REASONS FOR POOR IBI SCORES

Neither the Menomonee River or Burnham Canal testing stations had an IBI score above 25 - a "poor" rating. Low counts for native, sucker, riverine and intolerant species (and low fish weights) contributed to the poor scores.

3,9,14
days with peak
daily values

VALLEY AIR QUALITY CONTINUES TO MEET 8 HOUR O-ZONE STANDARD

For 2006-2011, the number of daily peak 8-hour ozone concentration days exceeding the federal government standard for the Valley site was 3, the WI-DNR site was 9 & the Bayside site was 14. Without the new standards set in 2008, these counts would be less for all sites.

120.84
acres under tree
canopy in Valley

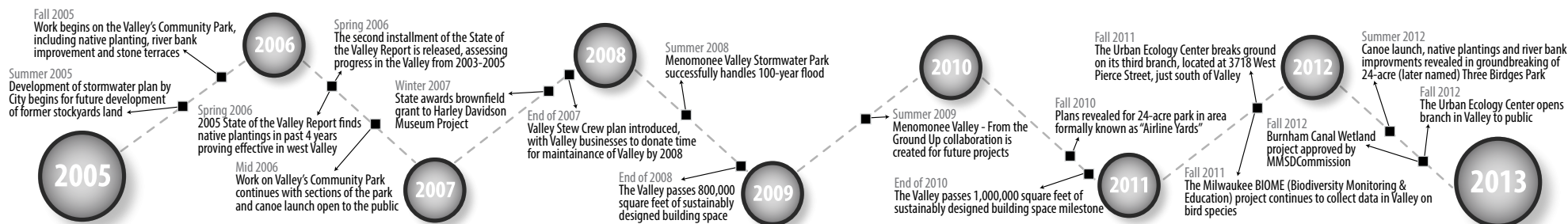
VALLEY REDEVELOPMENT MAKES EFFICIENT USE OF LAND & TREES

According to recent tree canopy data from the City of Milwaukee, 8.7% (120.8 acres) of land within the Valley (tract 132) is considered to be under a tree canopy. For the City, that number is larger at 21.9% (13,583.6 acres).

38.6%
percent of non-
native species

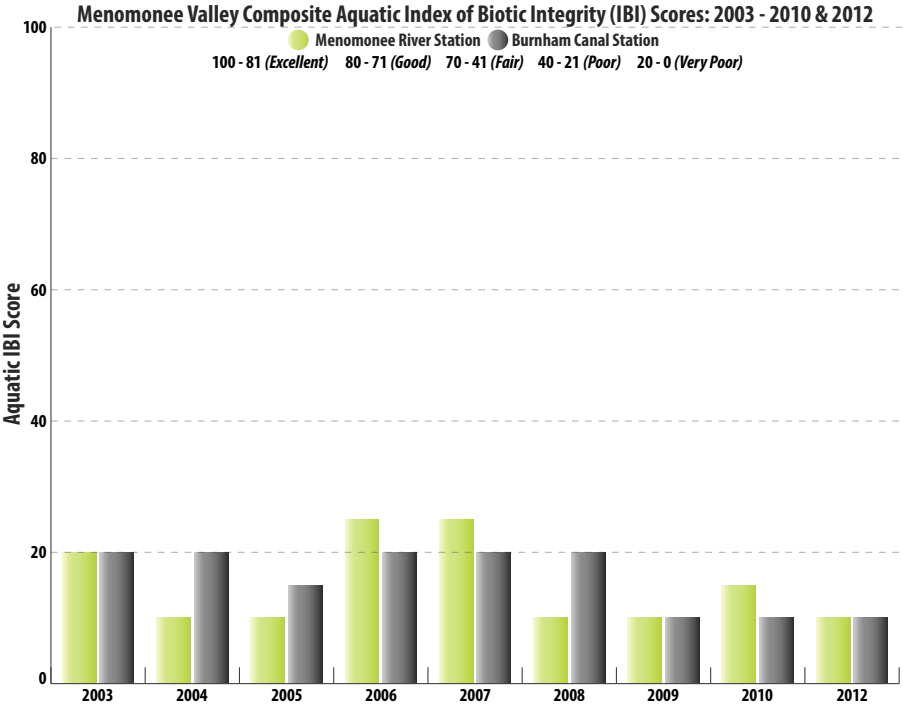
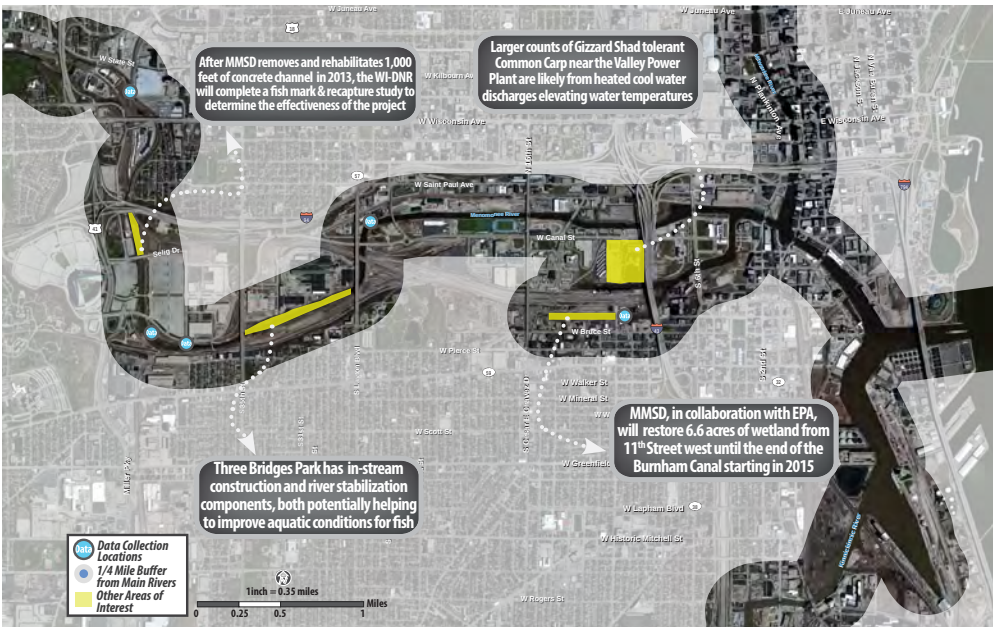
NORTH BLUFF & RIPARIAN ZONES OF VALLEY STILL CONTAIN HIGH COUNTS OF NON-NATIVE TREE SPECIES

These sections had 9,917 tree stems surveyed, of which 3,902 were invasive. European Buckthorn and Tree-of-Heaven were most common species.



ENVIRONMENT EVENT TIMELINE 2005-2013

SECTION 2 HIGHLIGHTS



WATER QUALITY AQUATIC IBI



2003 2005 2013

MEASUREMENT

Data on fish assemblages for the Menomonee River and Burnham Canal was collected during the late summers from 2003-2012 by the Wisconsin DNR. Data, such as species numbers, length, weight and abnormalities, were interpreted through the Index of Biotic Integrity (IBI). The IBI score, through 10 different metrics, measures characteristics of the fish community that may be impacted by natural or human factors. The combination of these metrics yields a score reflective of the study area's environmental quality - 0 (being poorest) and 100 (being best).

IMPORTANCE

The current environmental quality at the mouth of the Menomonee River reflects local and watershed factors including land use, stormwater quality, and river conditions. Declining environmental quality can dramatically influence the composition of species normally found in healthy aquatic habitats, thus disrupting the ecological uses and processes occurring in these environments. As a result, the health of people, wildlife, and water supply are adversely impacted.

ANALYSIS

Over the course of 9 annual sample dates (2003-2012), both site fish communities were indicative of degraded environmental quality. Annual IBI scores ranged from 10 points (Very Poor) to 25 points (Poor) for both sites. Interestingly, 2004 and 2008 IBI samples from upstream on the Menomonee River, except Little Menomonee Creek, ranged from "Very Poor, Poor or Fair". All together, 26 species of fish were collected from both sites from 2003-2012. Of the 26 species, six are non-native exotics (Grass carp, Common carp and Goldfish), and three are non-native introduced species (Chinook salmon, Coho salmon and Rainbow trout). Because of watershed-wide influences and historic practices of dredging and filling wetlands in the Valley, it should be noted that the IBI scores alone may not be suffice.

Among the 10 metrics, both sites had low numbers of fish with diseases or eroded fins, lesions or tumors. This was the only metric both sites scored above "Poor" in. In total, 26 fish species were collected at both sites, including six being non-native exotics and three non-native introduced species. Field observations note the majority of specimens being collected upstream of 11th Street and upstream of 25th Street. Both areas are far removed from the direct influence of heated cooling water discharged by the local power plant.

In the past decade, over 1 mile of free-flowing stream and environmental corridor, between 27th street and Interstate 94, has been rehabilitated. Future efforts by the Milwaukee Metropolitan Sewerage District (MMSD) include the removal and rehabilitation of a 1,000 feet of concrete channel from the Menomonee River (2013), and restoration of a 6.6 acre wetland at the terminus reach of the Burnham Canal (2015).

*Source (Map & Graph): Wisconsin Department of Natural Resources (WI-DNR) & Will Wawrzyn, WI-DNR
 Special thanks to Will Wawrzyn, WI-DNR for his contributions to this indicator

MEASUREMENT

Water quality in the Menomonee River was measured by the US Geological Survey (USGS) with monitoring equipment placed in the water upstream in the Village of Menomonee Falls and near the 16th Street Viaduct. These monitoring stations record river discharge, water temperature, turbidity, dissolved oxygen, specific conductance, and chloride automatically every hour. A comparison of these data allow us to evaluate the impact of development on the Menomonee River as it flows from its agricultural headwaters, through residential and urban communities into Lake Michigan.

IMPORTANCE

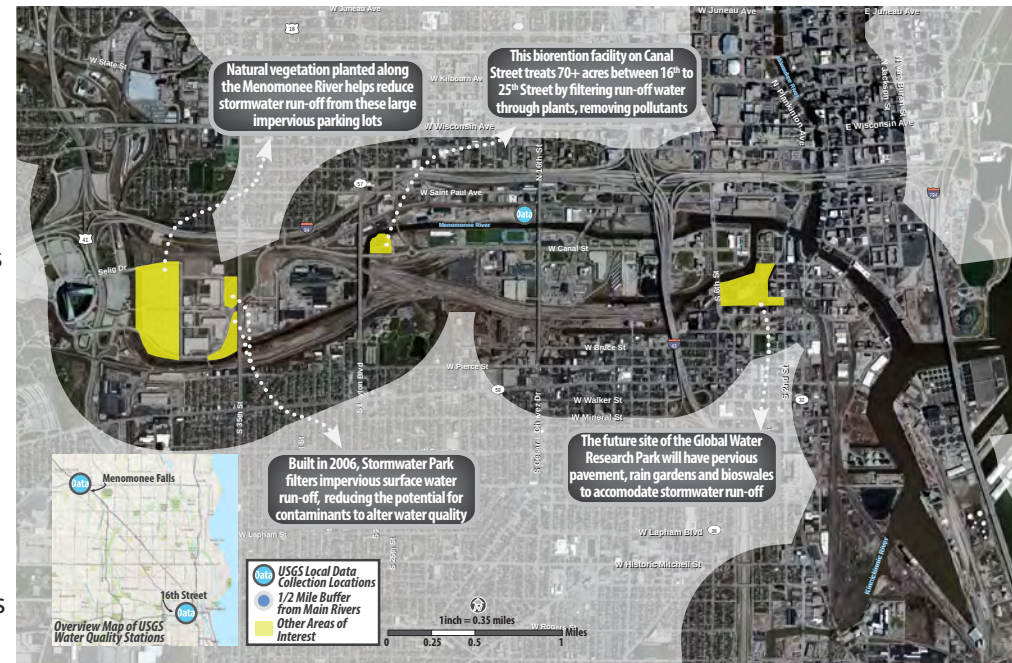
The water quality parameters are valuable in characterizing the health of the river and aquatic wildlife and of potential threats to human health. If the impact of human actions were small, then the differences in these parameters would remain relatively constant over time and reflect the natural changes in rivers as they flow from upstream to downstream. However, activities in the built environment can disrupt this continuum and contribute to wide fluctuations in measurements that can have harmful effects on aquatic organisms. Rapid changes in these parameters are usually caused by runoff and poorly treated stormwater flowing into the river from impervious surfaces throughout the Menomonee River Watershed.

ANALYSIS

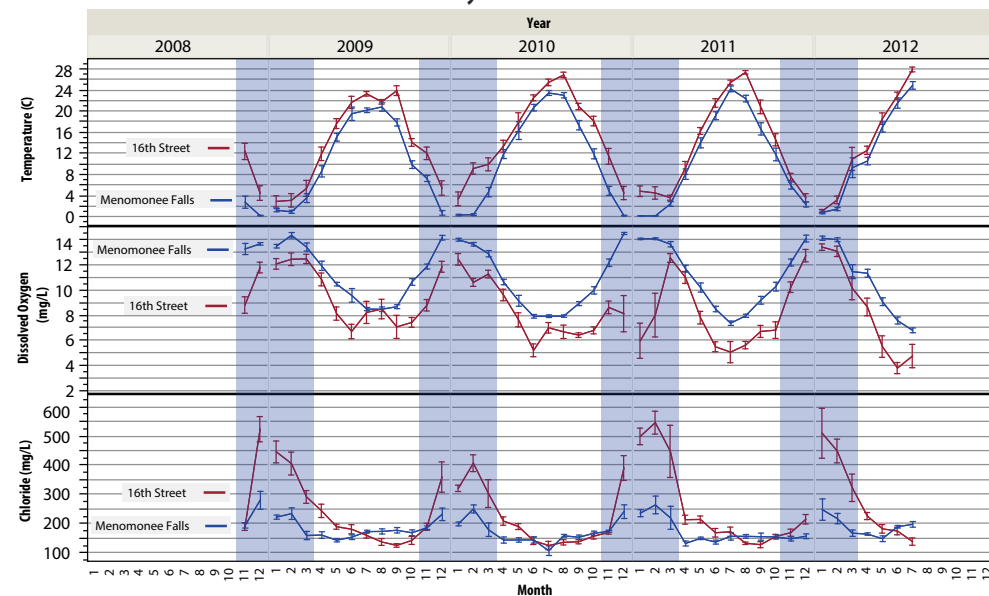
Temperature changes across seasons with the 16th Street site being typically warmer than upstream in Menomonee Falls. However, the average summer temperatures at 16th Street have steadily increased from 2009-2012 and are now approaching levels dangerous for fish survival. This trend of increased summer temperature is occurring in parallel with decreasing levels of dissolved oxygen. Average summer oxygen levels have steadily decreased since 2008, and in June 2012 were below the level considered safe for aquatic life. The drop in dissolved oxygen levels is due to the combined effects of temperatures, water depth and speed of the water. Dissolved oxygen levels lower overall at night because photosynthesizing organisms produce oxygen during the day, but not at night.

During winter months, the chloride levels of the 16th Street station are markedly higher than those of the reference site in Menomonee Falls. The stations drop back to similar levels during the summer months. This trend in chloride is a strong indicator that winter salt applications to roadways is affecting the Menomonee River. Chloride by itself is not toxic unless in much higher concentrations. However, changes in water chemistry caused by high chloride levels can potentially increase the toxicity of other more dangerous chemicals in the sediments of the river.

*Source (Map & Graph): United States Geological Survey (USGS) & Tim Ehlinger, UW-Milwaukee Department of Biological Sciences
Special thanks to Tim Ehlinger, UW-Milwaukee for his contributions to this indicator

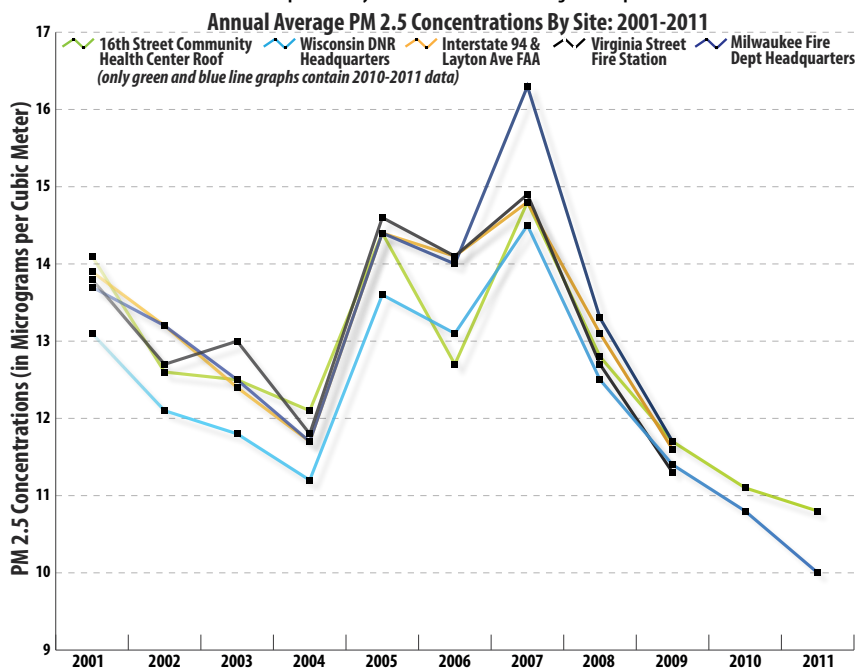
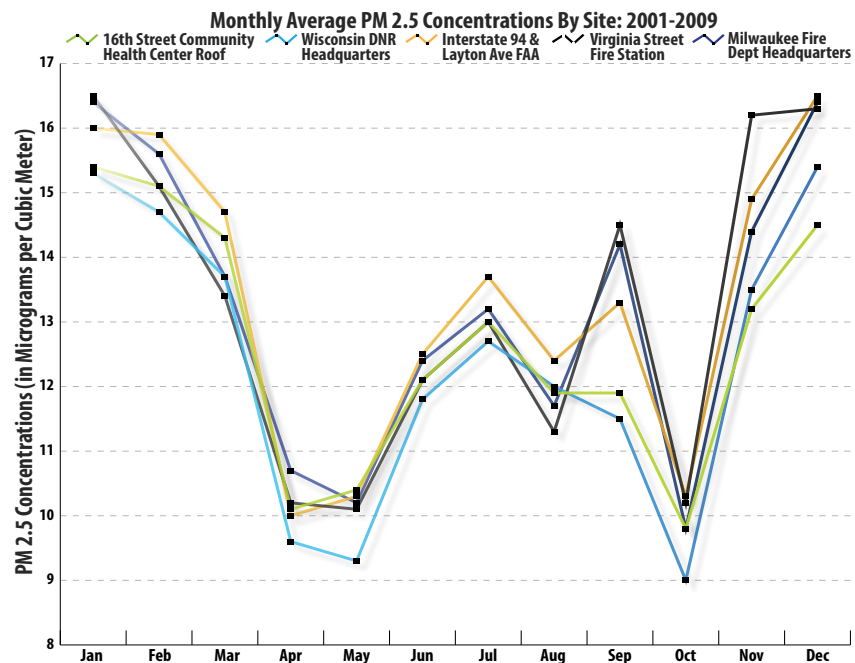


Water Quality Indicators for the Menomonee River
Data show monthly means + 95% Confidence Interval



WATER QUALITY

PHYSICAL WATER QUALITY



MEASUREMENT

Observational data regarding the concentration of airborne fine particulate matter (particles measuring less than 2.4 microns in diameter) were collected by the Wisconsin Department of Natural Resources (WI-DNR). Data were evaluated from 2001 to 2009 at five monitoring stations - Milwaukee Fire Department HQ, Virginia Street Fire Department, WI-DNR Milwaukee Office, 16th Street Community Health Center rooftop (SSCHC), and Milwaukee I-94 & FAA site. Separate measurements from 2010-2011 were made for only two monitoring stations (SSCHC and WI-DNR Milw HQ). All monitoring values are shown in $\mu\text{g}/\text{m}^3$ (micrograms per cubic meter).

IMPORTANCE

Monitoring $\text{PM}_{2.5}$ concentrations is vital for public health because these particles can cause serious health threats and respiratory problems if exposed at both long and short-term durations. The current US Environmental Protection Agency (EPA) standards for 24-hour fine particulate matter concentrations were set in 2006 - at or below $35 \mu\text{g}/\text{m}^3$. The current annual $\text{PM}_{2.5}$ concentration standards have been in existence since 1997 - averages at or below $15 \mu\text{g}/\text{m}^3$. In June 2012, the US EPA proposed lowering the annual $\text{PM}_{2.5}$ standard, proclaiming current standards are inadequate to protect public health.

ANALYSIS

In 2009, average annual readings for the five monitoring stations decreased 16% since 2001, and 19% since 2005. The highest annual averages for the nine year span was at the Milwaukee I-94 & FAA site - $13.24 \mu\text{g}/\text{m}^3$. Conversely, the lowest overall readings were found at the SSCHC ($13.07 \mu\text{g}/\text{m}^3$) and WI-DNR Milwaukee HQ ($12.60 \mu\text{g}/\text{m}^3$) sites respectively. The Milwaukee I-94 & FAA site had the highest annual average reading ($16.36 \mu\text{g}/\text{m}^3$), occurring in 2007. And the SSCHC site experienced the highest daily average reading ($82.8 \mu\text{g}/\text{m}^3$), occurring in 2001. Both are well above the annual and daily federal regulatory standards.

Combined, the five sites experienced their highest annual average readings in 2005 ($14.29 \mu\text{g}/\text{m}^3$) and 2007 ($15.05 \mu\text{g}/\text{m}^3$). However, levels declined since 2007 with 2009 representing the lowest annual average ($11.54 \mu\text{g}/\text{m}^3$). The largest annual percent change occurred between 2004 and 2005 with a 22% increase.

Monthly averages for all sites were highest during winter (November to February) and mid-summer (June to July) months. While spring months (April to May) yielded lower levels, October had the lowest readings of any month. Hourly readings, conducted from 2010-2011 at the WI-DNR Milwaukee HQ station, peaked during late-evening (8PM to 12AM) and early morning (6AM to 8AM) hours.

*Source (Graph & Chart): Wisconsin Department of Natural Resources (WI-DNR), Grant Hetherington, WI-DNR & Mark Allen, WI-DNR
Special thanks to Grant Hetherington, WI-DNR for his contributions to this indicator

AIR QUALITY

FINE PARTICULATE MATTER

MEASUREMENT

Samples were collected by the WI-DNR for the atmospheric concentrations of four toxic air pollutants known as cancer risk drivers or contributors: 1, 3-Butadiene, Acetaldehyde, Benzene, and Formaldehyde. All samples were collected from 2001 to 2011 at the 16th Street Community Health Center (SSCHC) rooftop monitoring station. Through various studies and measurements, these air toxics were associated with the highest health risk. Of note - no data was available for 2006.

IMPORTANCE

The US Environmental Protection Agency (EPA) categorizes toxic air pollutants as compounds known, or suspected, to cause cancer or serious health affects in humans, while potentially causing adverse impacts on the environment. Acute and chronic exposure to air toxics is known to cause respiratory problems, such as lung and nasopharyngeal cancer, and irritation to the nose, eyes and throat. The Valley's central location and proximity to high traffic volumes increase its potential exposure to air toxics. Thus, residents in neighborhoods near the Valley can experience increased health risks.

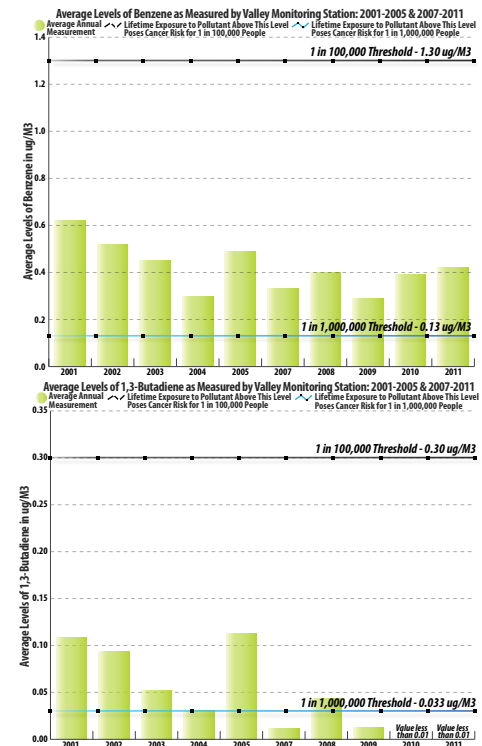
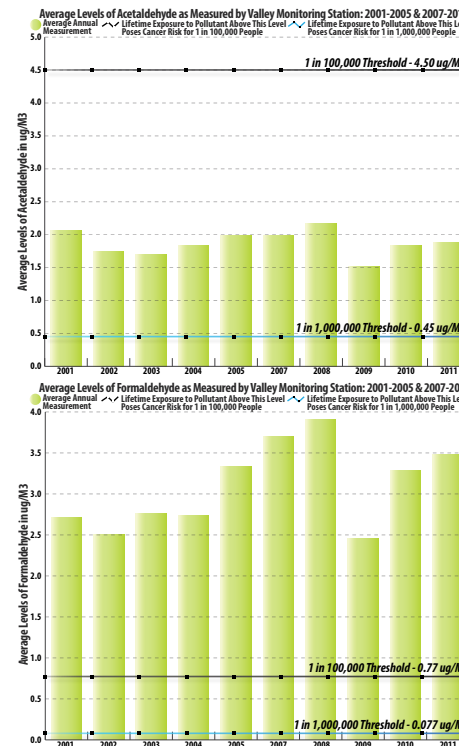
ANALYSIS

As of 2011, Formaldehyde was the only air toxic with levels above its respective cancer risk factor threshold ($0.77 \mu\text{g}/\text{m}^3$) for 1 in 100,000 people exposed to the toxic over their lifetime. This toxic is commonly used for healthcare (e.g., shampoo, deodorant, toothpaste, etc.) and home building products (e.g., pressed wood products, fiber board, plywood, etc.). Historically, Formaldehyde levels were above this threshold for every year since 2001, peaking in 2008 ($3.91 \mu\text{g}/\text{m}^3$) and increasing since its lowest levels in 2009. The remaining toxics had levels well below the 1 in 100,000 people cancer risk factor threshold for all years since 2001.

For 2011, three of the four toxics (Acetaldehyde, Benzene & Formaldehyde) all had levels above their respective cancer risk factor thresholds for 1 in 1,000,000 people exposed to the toxic over their lifetime. Since 2001, Acetaldehyde levels remained constant at $2.07 \mu\text{g}/\text{m}^3$, with 2009 having the lowest reading ($1.57 \mu\text{g}/\text{m}^3$). Exposure to Acetaldehyde (i.e., household combustibles) is commonly experienced from ambient air with inadequate ventilation indoors increasing potential health risks. Lastly, average values for Benzene have remained below peak levels in 2001 ($0.62 \mu\text{g}/\text{m}^3$), but had steady fluctuations since then. Sources of Benzene include emissions from factories, automobile exhaust and waste water.

The 1, 3-Butadiene toxic was above its respective threshold ($0.033 \mu\text{g}/\text{m}^3$) for years 2001-2005 & 2008, but has since showed decreasing levels each year. Common sources for this toxic include motor vehicle exhaust, manufacturing plants and processing facilities.

*Source (Graph & Chart): Wisconsin Department of Natural Resources (WI-DNR), Grant Hetherington, WI-DNR, Mark Allen, WI-DNR & Jeff Myers, WI-DNR
Special thanks to Grant Hetherington & Jeff Myers, WI-DNR for their contributions to this indicator



0

Total readings for 1, 3-Butadiene registering greater than 0 in 2010 & 2011. And since 2009, only 3 of the potential 36 months had values greater than zero (all in 2009).

2.29

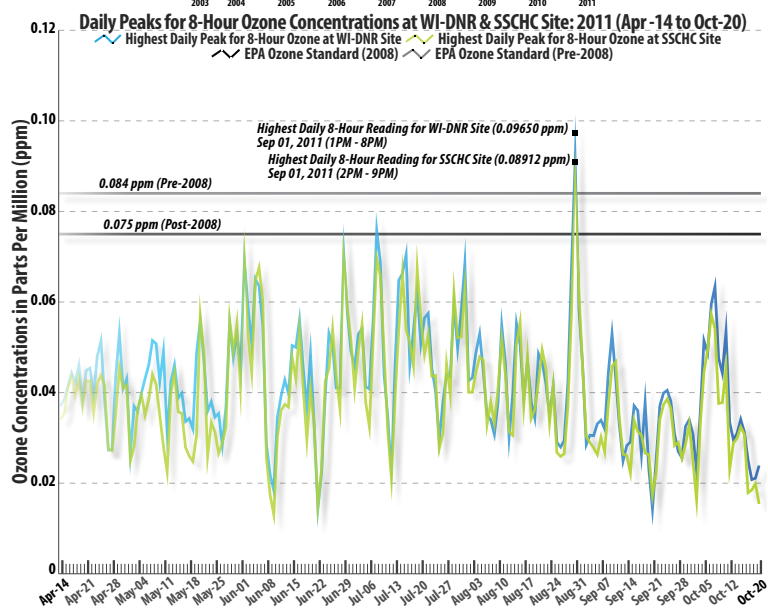
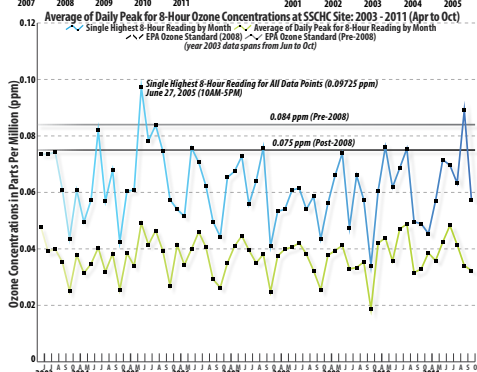
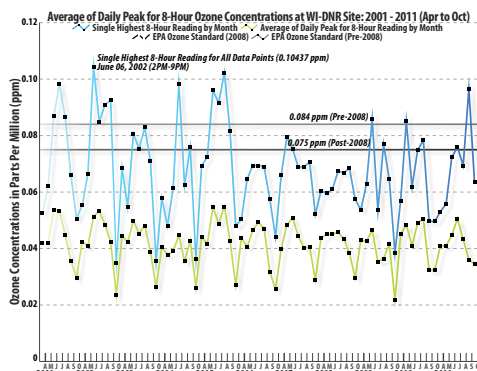
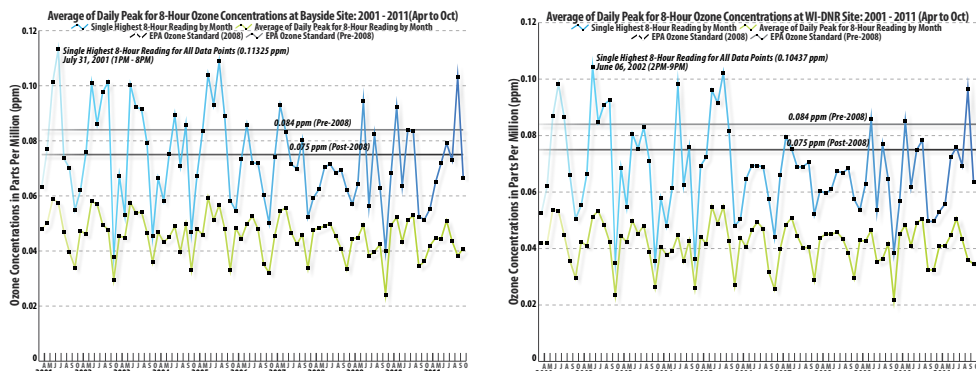
The average reading for Acetaldehyde (for years 2001-2005 & 2007-2011) during the month of June. This was the highest average reading out of all months.

2003

No years or months following 2003 had peak readings of Benzene. All peak readings were observed in either 2001, 2002 or 2003.

6.70

This reading occurred on June, 2011 and was the highest reading observed for Formaldehyde for all years. In fact, the year 2011 also had peak readings in March and April.



MEASUREMENT

Monitoring of ground-level atmospheric ozone concentrations, measured in parts per million (ppm), were done every 8 hours from 2001-2011 by the WI-DNR. Ozone data for this indicator is from three locations - the 16th Street Community Health Center (SSCHC), WI-DNR office and the Village of Bayside. The WI-DNR office is the only station that completes monthly readings year round, with the other two sites generally reporting data from March to October. Of note - the "daily peak 8-hour ozone concentration" values indicate the highest 8-hour reading of the day.

IMPORTANCE

Ground-level ozone can produce a various health problems for those exposed, including (but not limited to) - chest pain, coughing and throat irritation. Exposure can also exacerbate asthma, bronchitis, emphysema and heart disease. The creation of ozone particles occur when the combination of sunlight and high temperatures chemically react with compounds from motor vehicle exhaust, industrial emissions, gasoline vapors and other chemical solvents. Ozone concentrations are both local and regional problems as reactions between the ozone and compounds can travel hundreds of miles from its original source. The EPA standard as of 2008 for 8-Hour Ozone concentration levels is 0.075 ppm, updated from the previous standard (0.084 ppm).

ANALYSIS

For 2011, the Valley site for 8-hour ozone monitoring had average daily peaks for some months slightly higher than in previous years, in particular July (0.0483 ppm) and September (0.0341 ppm). While June and July commonly have higher ozone readings than other months, average daily peaks for each respective month in 2011 were lower at the Valley than the other two sites - the WI-DNR office and Village of Bayside. From 2003-2011, 8-hour ozone daily peak average values for the year were highest in 2005 (0.0394 ppm) and 2010 (0.0403 ppm) at the Valley site. Conversely, daily peak values fell annually from 2006-2009, but rose again in 2010.

A daily peak value on June 27, 2005 (0.0973 ppm) was the highest recorded value for this site during all years. Comparatively, the Bayside site exceeded this value nine times; and the WI-DNR office four times from 2001-2011. The highest daily peak value observed between all three sites was 0.1132 ppm at Bayside on July 31, 2001. In fact, this site experienced daily peak values above 0.100 ppm eight times since 2001, as the Valley site had zero and the WI-DNR office two.

As expected, the Valley site had the fewest daily peak values exceed the pre-2008 (0.084 ppm) and post-2008 (0.075 ppm) standard for ozone. Overall, this site observed daily peaks above these thresholds four times since 2003, considerably lower than the other sites - Bayside (37 times) and WI-DNR office (28 times).

*Source (Graph & Chart): Wisconsin Department of Natural Resources (WI-DNR), Grant Hetherington, WI-DNR & Mark Allen, WI-DNR
Special thanks to Grant Hetherington, WI-DNR for his contributions to this indicator

AIR QUALITY 8-HOUR OZONE



MEASUREMENT

The percentage of impervious (e.g., buildings, sidewalks, streets, etc.), soil, shrub or tree, and grass surfaces was found for the Valley Environmental study area (tract 132). Land cover type calculations were made by comparing 4x4 meter resolution satellite imagery for 2000 and 2007, and overlaying the analysis on an aerial photograph. Changes to land cover types after 2007 are quite evident (e.g., Menomonee Valley Industrial Center, Harley-Davidson Museum, etc.), however, no high resolution satellite imagery was readily accessible.

IMPORTANCE

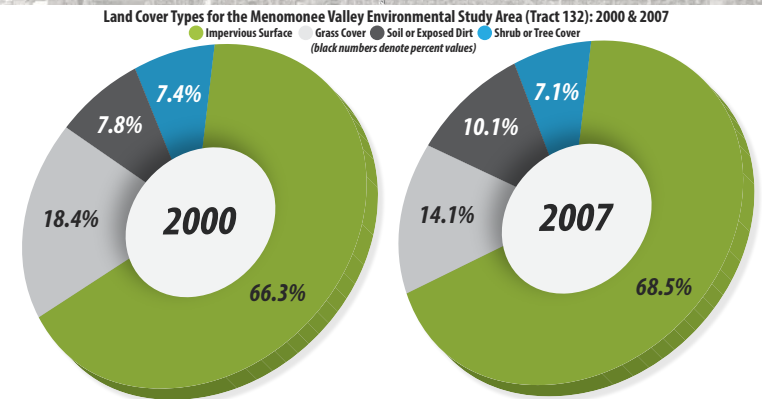
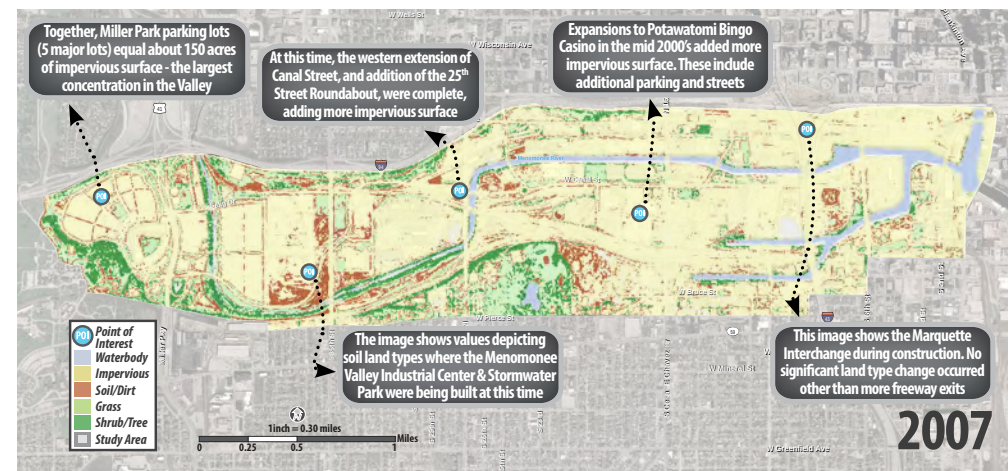
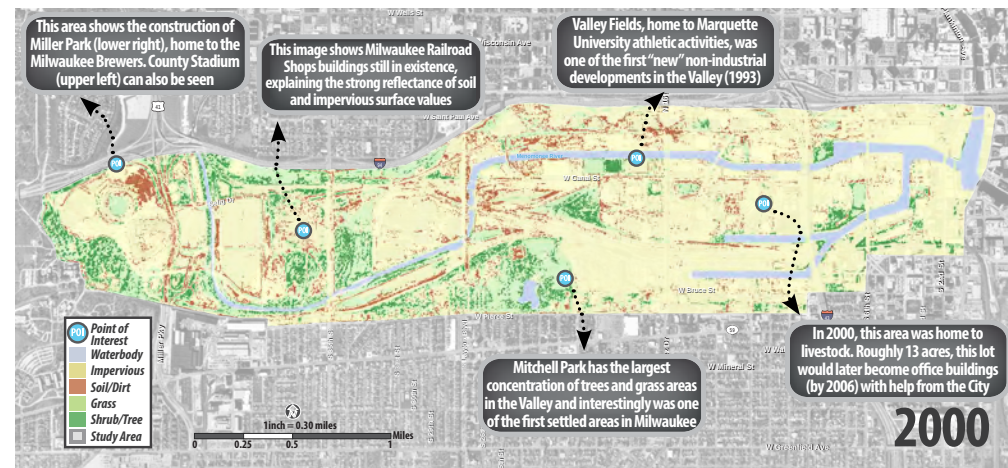
The amount of porous ground (pervious) and vegetation cover (e.g., lawns, gardens, trees, etc.) existing in the Valley has a profound impact on the quality and quantity of stormwater released into important nearby waterbodies - the Menomonee River and Lake Michigan. Vegetation cover helps absorb stormwater from impervious surfaces by filtering the run-off before it flows into nearby waterbodies. These vegetation cover features also attract an abundance of aquatic and terrestrial wildlife (seeking food and shelter), provide recreational opportunities and have been proven to increase property values.

ANALYSIS

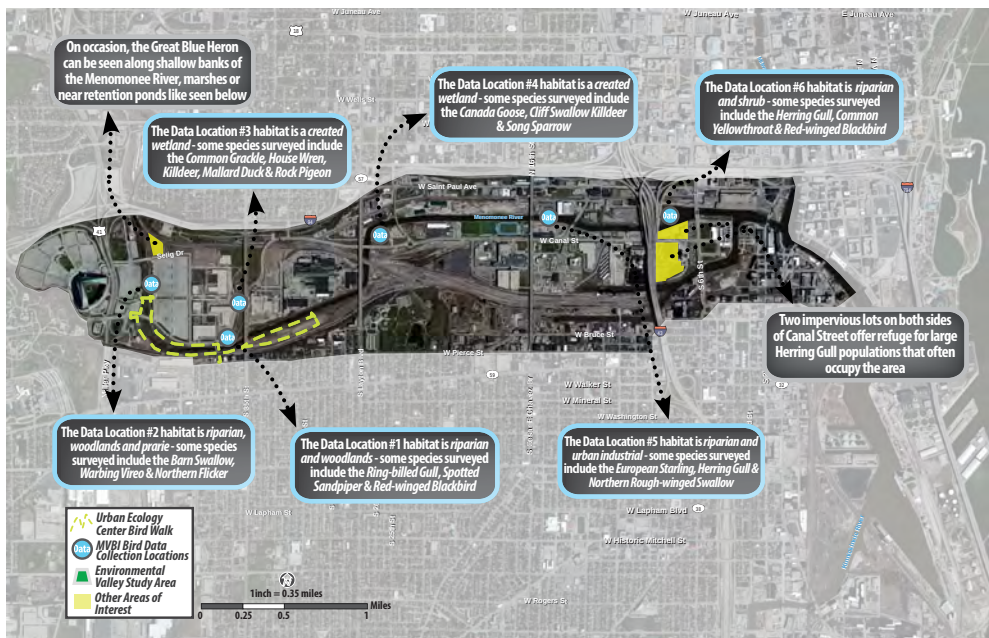
Due to numerous construction projects since 2000, increases in exposed soil and impervious land cover surfaces are shown for 2007. The former 140-acre Milwaukee Railroad Shops property (western portion of 2000 image) was remediated into the Menomonee Valley Industrial Center (MVIC) during this time period, with its first building being erected in 2006. While the 2000 image suggests a healthy concentration of grass and shrubs near this site, much of it was overgrown, non-native and aggressive tree species reflecting the derelict condition the property was in after the property had been abandoned. Just west of this site, the Miller Park area contains the largest concentration of impervious surface in the Valley - nearly 200 acres of parking lots and over four miles of roads and sidewalks.

An increase in tree and shrubbery land cover can be seen in the 2007 image, specifically within the riparian zones upstream on the Menomonee River, and the dense tree canopies southwest of Miller Park. A component of the Valley's Sustainable Design Guidelines list, large numbers of native plant and tree species can be seen upstream on the Menomonee River. However, downstream on the northside of the Menomonee River, much of the land cover type remains impervious with little vegetation. This includes a 25-acre vacant site near 16th Street & Mount Vernon Avenue and a 14-acre recycling facility near Emmber Lane & Mount Vernon Avenue. Stormwater management at these locations is critical to ensure good water quality practices are carried through in the future.

*Source (Map & Chart): American Geographical Society Library (AGSL) & Chengbin Deng, UW-Milwaukee Geography Department
Special thanks to Chengbin Deng, UW-Milwaukee Geography Department for his contributions



LAND COVER & HABITAT SURFACE & TREE CANOPY



MEASUREMENT

Migratory and breeding bird species presence data were collected along the Menomonee River in the Valley for 2001, 2002, 2004, and 2011. In survey years prior to 2005, monitoring was completed exclusively during peak breeding periods (May or early June) by ornithologist Bill Mueller and the Milwaukee Audubon Society. From 2006-2012, additional bird count surveys within the Valley were conducted from point count transects during breeding and migratory periods by the Milwaukee Biodiversity, Monitoring and Education (BIOME) Project.

IMPORTANCE

Bird species presence and abundance are indicators of the environmental quality of a particular area. Migrating birds rely on stopover sites, areas of native habitat, to refuel and rest after long periods of migration. These sites are essential to birds so they can reach their breeding grounds in a healthy condition. Stopover sites in an urban setting are of critical importance. Historically, the industrial uses of the Valley diminished available bird habitats. The restoration efforts and continuing preservation of the Valley stopover and breeding habitat is vital to maintain breeding and migratory bird populations.

ANALYSIS

The Milwaukee BIOME project observed more than 80 bird species at various times during spring (April-June) and fall (August-November) migration periods from 2006-2011. The majority of species found belong to the insectivore guild. Some species of greatest conservation need found during migration periods in the Valley include - American Black Duck, Black-billed Cuckoo, Connecticut Warbler, Field Sparrow, Louisiana Waterthrush, Rusty Blackbird, and the Wood Thrush.

Previous bird surveys conducted for the MVBI were during breeding seasons (June-July). The shallower, western portion of the Menomonee River attracts Mallards, Canada Geese, Killdeer, and the occasional Great Blue Heron. Near the 6th Street Viaduct (downstream), Herring Gulls are present in rather large numbers.

The original 2001 report identified a non-exhaustive list of 15 bird species that could be found in future surveys. They include the Baltimore Oriole, Cliff Swallow, Cooper's Hawk and Ruby-throated Hummingbird. All species on that list have since been observed by either the BIOME project or surveys conducted by the Urban Ecology Center. Future efforts to preserve and expand the Valley's environment, including plantings within the newly open Three Bridges Park, are essential to attracting new bird species. Overall, bird populations within the Valley have remained relatively consistent throughout its redevelopment, with local initiatives and the Urban Ecology Center to provide continuous monitoring in the future.

*Source (Map, Chart & Graph): Fieldwork by William Mueller, Ornithologist at Western Great Lakes Bird & Bat Observatory & Project Coordinator at Milwaukee Biodiversity Monitoring & Education Project (BIOME)
Special thanks to William Mueller, BIOME & Anne Reis, Urban Ecology Center for their contributions to this indicator

Bird Observations in Valley by Guild Types: 2001, 2002, 2004 & 2011
Largest to Smallest Percent Values

Insectivore, Granivore
(Ex: Canada Goose)
25%

Insectivores
(Ex: Spotted Sandpiper)
45%

Omnivore
(Ex: American Crow)
7%

Granivore
(Ex: Morning Dove)
7%

Carnivore
(Ex: Cooper's Hawk)
2%

Insectivore, Frugivore
(Ex: Gray Catbird)
5%

Piscivore, Carnivore
(Ex: Great Blue Heron)
5%

Insectivore, Frugivore, Granivore
(Ex: House Sparrow)
5%

FLORA & FAUNA BIRD POPULATIONS



MEASUREMENT

Native and non-native tree species (stems) were surveyed from 232 sample plots throughout the Valley in 2011, including the 208 sample plots previously evaluated in 2004. Due to recent developments in the Valley, 24 additional plots were added near the Harley Davidson Museum, Urban Ecology Center, Valley Passage Bridge, and Stormwater Park. Each sample plot measured roughly 30 feet in diameter. Of note - areas with woody plant cover were targeted for sample plots.

IMPORTANCE

Once a vast wetland, the landscape and tree species of the Valley have changed over its history. Thus, the amount and type of vegetation found is important to monitor for its affect on stormwater management, flood control, and environment quality. Healthy native vegetation attracts diverse wildlife, improves stormwater quality, controls pest and pollution, and mitigates the urban heat island affect. Conversely, non-native vegetation can displace native fauna and upset the ecological system. Non-native & aggressive species, such as European Buckthorn and Honeysuckle, reproduce quickly and overtake other plant types.

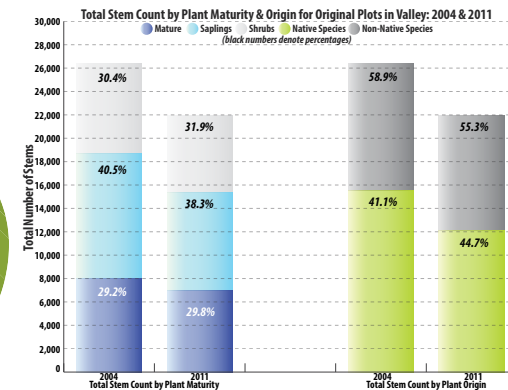
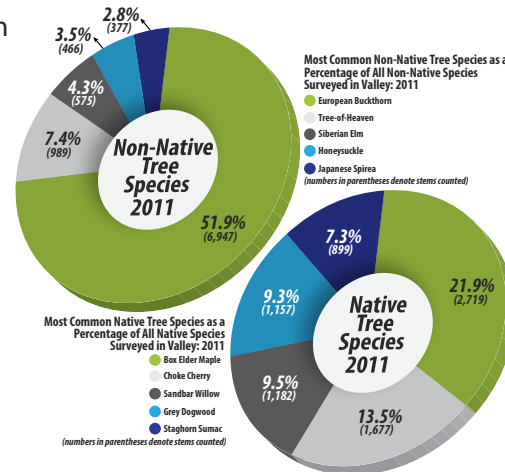
ANALYSIS

In 2004, the survey's 208 plots contained 26,082 stems of woody trees and shrubs. These plots contained 83 identified species. Of the stems counted, 59.8% were native with 40.2% non-native. In 2011, some 21,897 stems were counted in the original 208 sample plots, a loss of -4,483 stems resulting from the Potawatomi Casino parking expansion, Canal Street extension and Marquette Interchange project. An additional 24 sample plots were included in 2011 due to recent developments within the Valley. When including these plots, the 2011 survey stem count increases to 25,767, with 3,680 (14.2%) of those in the new plots.

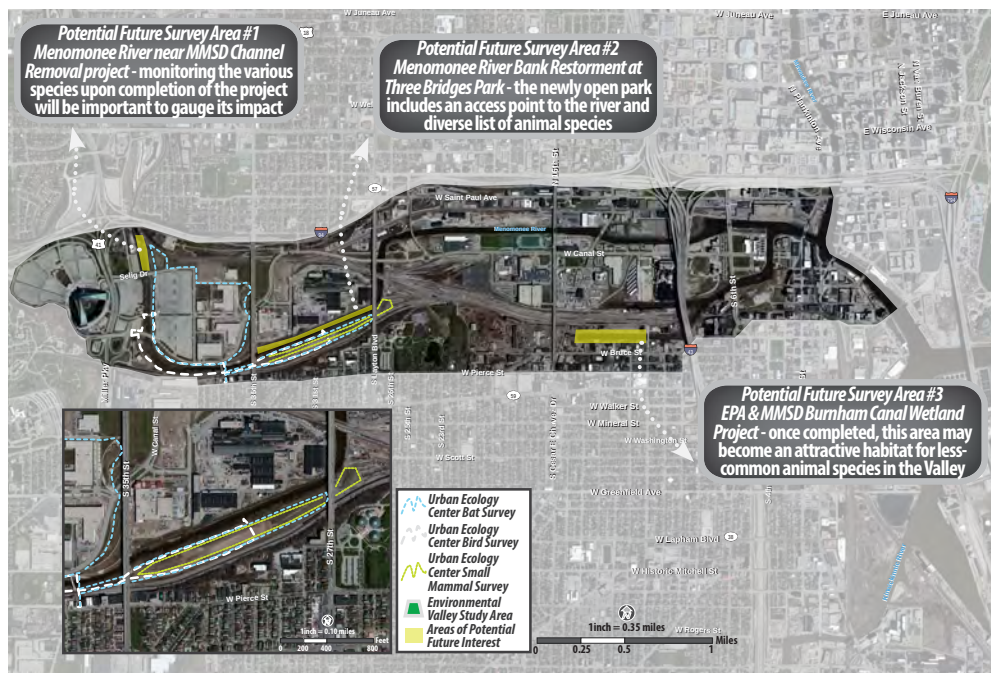
A total of 130 tree species were found in the 232 sample plots, which represents an increase of 47 species since 2004. However, some species were unknown in 2004 and have since been classified. For tree origin in 2004, about 41% were non-native and 59% native. Comparing those same plots in 2011, non-native species accounted for 45% of all species found while 55% were native. Including the 24 additional plots for 2011, ratios for non-native and native stems had little change.

Much of the Valley's diversity in tree species is found in the riparian habitats upstream on the Menomonee River and areas with native plantings - the Hank Aaron State Trail, Stormwater Park and lots around Miller Park. While efforts to increase native plantings have proven effective, non-native species, specifically European Buckthorn, still maintain a strong presence along the northern Valley bluffs and parts of the Menomonee River. For 2011, about 27% of tree stem species found were European Buckthorn.

*Source (Map & Chart): Tree survey fieldwork by Will Sharkey, UW-Sheboygan
Special thanks to Will Sharkey, UW-Sheboygan for his contributions to this indicator



FLORA & FAUNA WOODY PLANT SPECIES



MEASUREMENT

The Urban Ecology Center's Menomonee Valley facility, located on West Pierce Street, conducts activities related to the benchmarking and monitoring of various animal species in and around the Valley. Presently, the Center manages Bird Walks and Banding, Acoustic Bat Monitoring, Small Mammal Live Trapping, and Snake Cover board surveys to help establish a biotic index. The Center has plans to extend these activities to include invertebrate, frog and turtle monitoring.

IMPORTANCE

The Urban Ecology Center's Citizen Science Program serves as a meaningful bridge between academic research and the community-at-large, enabling collaboration, and creating a more engaged, knowledgeable and ecologically literate citizenry. The Center collects data to gather baseline information for numerous taxa at all branches. These activities aim to answer questions related to "what species are present in our parks", "how does this change over time", "how do animal communities relate to plant communities", and "to what extent can wildlife monitoring affect our land stewardship practices". These benchmarks are vital for accurately reporting how the Valley's redevelopment affects the local biotic community.

ANALYSIS

The Urban Ecology Center opened a Menomonee Valley facility in Fall of 2012 and functions both as a classroom teaching neighborhood youth about the environment and a community center offering workshops for local residents. Several activities to collect benchmark data on birds, bats, small mammals and snakes have begun in the Valley. However, the Urban Ecology Center has yet to create a biotic index based on the monitoring projects conducted thus far at the Valley location. To date, the Urban Ecology Center's most successful projects include the bird walks, bird banding and bat monitoring surveys. These monitoring sessions provide a learning opportunity for residents and others interested in learning more about the local ecology. Usually these are led by an Urban Ecology Center specialist and occasionally involve the use of specialized equipment.

Since January 2012, volunteers and staff have conducted over 70 bird walks, 10 bat surveys, 3 small mammal surveys, 2 snake cover board surveys and 4 bird banding sessions. All Urban Ecology Centers, including the Valley location, have dedicated in-house space to care for species collected in the field.

The result of this work is the Urban Ecology Center conducting sophisticated analyses and eventually producing reports for the public to view. Additional information is provided in the 2012 Research and Citizen Science Annual Review by the Urban Ecology Center.

Source (Map & Chart): Urban Ecology Center & Anne Reis, Urban Ecology Center
Special thanks to Anne Reis, Urban Ecology Center for her contributions to this indicator



2013

FLORA & FAUNA

SMALL ANIMAL SPECIES

4

The total count of high and low frequency bat species found in the Valley. They include the Eastern Redbat (high), Hoary, Big Brown or Silver-haired, and Big Brown Bats (low).

53

The number of volunteers who pledged their time for seven animal species surveys between the three branches - Riverside Park, Washington Park and Menomonee Valley.

2,000

The total hours logged by 53 volunteers for all three Urban Ecology Center branches for 2011. As the Urban Ecology Center in the Valley becomes more familiar with local residents, these numbers should rise.

28,000

The estimated total amount of feet covered between bat, bird and small mammal surveys. The Urban Ecology Center has plans to include soil monitoring, invertebrate monitoring, and frog and turtle monitoring.

WATER QUALITY DATA

PAGES 27 - 28

University of Wisconsin-Milwaukee - Department of Biological Sciences
Website: www4.uwm.edu/letsci/biologicalsciences | Phone: 414.229.4214

University of Wisconsin-Milwaukee - Great Lakes Water Institute (GLWI) Research
Website: www4.uwm.edu/freshwater/research | Phone: 414.382.1700

Milwaukee Metropolitan Sewerage District (MMSD) - Water Quality Research
Website: www.mmsd.com/Report.aspx | Phone (general): 414.272.5100

Wisconsin Department of Natural Resources (DNR) - Surface Water Information
Website: www.dnr.wi.gov/topic/surfacewater

Wisconsin Department of Natural Resources (DNR) - WebView Mapping Viewer
Website: www.dnrmaps.wi.gov/imf/imf.jsp?site=SurfaceWaterViewer

The Water Council
Website: www.thewatercouncil.com | Phone: 414.988.8751

Environmental Protection Agency (EPA) - Water Quality Data Portal
Website: www.waterqualitydata.us

US Geological Survey (USGS) - Water Quality Data Portal
Website: www.water.usgs.gov/owq/data.html

AIR QUALITY DATA

PAGES 29 - 31

Wisconsin Department of Natural Resources (DNR) - Air Quality Information
Website: www.dnr.wi.gov/topic/AirQuality

Wisconsin Department of Natural Resources (DNR) - Current Air Quality Data
Website: www.airquality.wi.gov/StateMapping.aspx

Environmental Protection Agency (EPA) - Air Quality Data Portal
Website: www.epa.gov/airdata

Wisconsin Department of Natural Resources (DNR) - Small Business Clean Air Assistance Program (SBCAAP)
Website: www.dnr.wi.gov/topic/CompAssist/sb | Phone (toll free): 855.889.3021

Wisconsin Partners for Clean Air (WPCA)
Website: www.cleanairwisconsin.org | Phone: 414.263.8653

LAND COVER DATA

PAGE 32

University of Wisconsin Milwaukee - Geography Department
Website: www4.uwm.edu/letsci/geography

Milwaukee Metropolitan Sewerage District (MMSD) - Green Solutions Research
Website: www.mmsd.com/Sustainability.aspx#

University of Wisconsin-Madison - WisconsinView Data Portal
Website: www.relief.ersc.wisc.edu/wisconsinview/form.php

Environmental Protection Agency (EPA) - Sustainable Strategies
Website: www.epa.gov/oaintrnt/index.htm

US Fish & Wildlife Service - Wetland Mapping Viewer
Website: www.fws.gov/wetlands/Wetlands-Mapper.html

US Geological Survey (USGS) - Aerial & Satellite Imagery Portal
Website: www.usgs.gov/pubprod/aerial.html

FLORA & FAUNA DATA

PAGES 33 - 35

The Future of Birds Blog
Website: www.futureofbirds.blogspot.com

Menomonee Valley Partners - Native Tree Species List
Website: www.goo.gl/e22FtW

Milwaukee Audubon Society
Website: www.milwaukeeaudubon.org | Phone: 414.352.2437

Urban Ecology Center
Website: www.urbanecologycenter.org | Phone (Valley Office): 414.431.2940

Wisconsin Bird Conservation Initiative
Website: www.wisconsinbirds.org | Phone: 608.255.2473

Western Great Lakes Bird & Bat Observatory
Website: www.wglbbo.org

Wisconsin Department of Natural Resources (DNR) - Tree Identification
Website: www.dnr.wi.gov/education/educatorresources/Treeld.html



ENVIRONMENTAL INDICATORS SOURCES & INFORMATION



*Photo: Bus route 17 of the Milwaukee County Transit System (MCTS) provides Valley workers an alternative for commuting to work



*Photo: Palermo's Pizza facility was one of the first businesses to purchase land in the newly built Menomonee Valley Industrial Center, moving its operations there in 2006



*Photo: A Milwaukee landmark once home to Milwaukee's Pfister and Vogel Leather Company, the Tannery Urban Business & Living Center's seven refurbished buildings are some of the most unique in the Valley



*Photo: Ingeteam, a Spain-based supplier to the wind and solar energy industries, moved to the Menomonee Valley Industrial Center in 2011

*Sources (All): Greg Latsch Photography & Menomonee Valley Benchmarking Initiative Photography

SECTION THREE THE VALLEY ECONOMY

19 INDICATORS

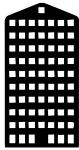
THE MENOMONEE VALLEY ECONOMY

The following section presents analyses of data and trends related to four issues of Economy - **Employment, Commercial Property, Business, and Infrastructure & Access**. These issues have been confirmed by work groups and other stakeholders as important measurements to gauge changes in the Valley economy during its redevelopment.



EMPLOYMENT INDICATORS:

Workers by Business Type (Page 39) **Where Workers Live** (Page 43)
Total Employees (Page 40) **Where People Work** (Page 44)
Employee Demographics (Page 41) **Worker Health Insurance**
Average Worker Salary (Page 42) (Page 45)



COMMERCIAL PROPERTY INDICATORS:

Building Occupancy (Page 46)
Land Utilization (Page 47)
Average Lease Rates (Page 48)



BUSINESS INDICATORS:

Type of Business (Page 49) **Local Ownership** (Page 53)
Annual Sales (Page 50) **Perceptions of Valley** (Page 54)
Sales & Expenditures (Page 51)
Pros & Cons of Valley (Page 52)



INFRASTRUCTURE & ACCESS INDICATORS:

Accessibility to Valley (Page 55)
Bus Routes & Ridership (Page 56)
Vehicular Traffic (Page 57)

ECONOMY SECTION CONTENTS

The content below details the information under the **Economy Section**. To the left, each indicator analyzed for this section is under its representative issue. To the right, key findings are highlighted for each specific issue. At the bottom, a timeline graphic depicts relevant Valley economic events that have occurred since the previous MVBI State of the Valley Report in 2005. Lastly, data sources and additional information on economic indicators can be found at the end of this section.

25.1%
*workers 29
 years or younger*

YOUNG WORKERS INCREASING IN VALLEY

In 2011, about 1/4 of all Valley jobs were held by individuals 29 or younger - the highest rate from 2002-2011. This rate was lowest in 2006 (20.1%).

7.2%
*vacant industrial
 square footage*

VACANT INDUSTRIAL SQUARE FOOTAGE DOWN

In 2012, about 7.2% of industrial property square footage was vacant in zip codes 53208, 53204, 53215 & 53233 combined (best rate in six years).

33%
*of businesses
 surveyed in 2011*

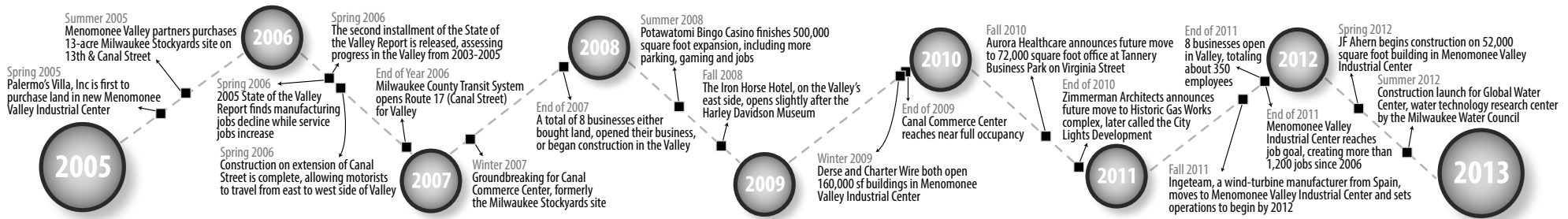
LOCATION STILL TOP ADVANTAGE FOR VALLEY

In 2011, 33% of Valley businesses said central location was the Valley's best advantage. The top disadvantages were none (23%), unpleasant conditions (21%) and local government (19%).

23/4
*minutes & miles
 by bike*

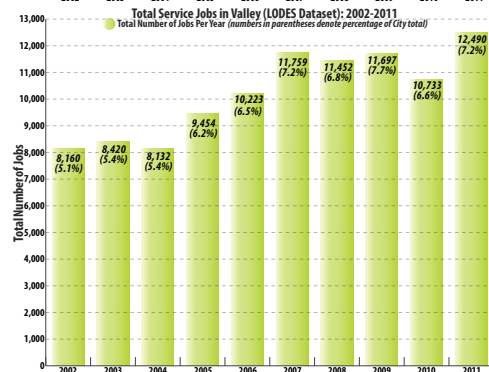
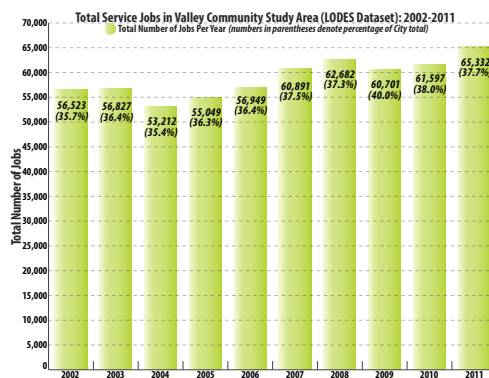
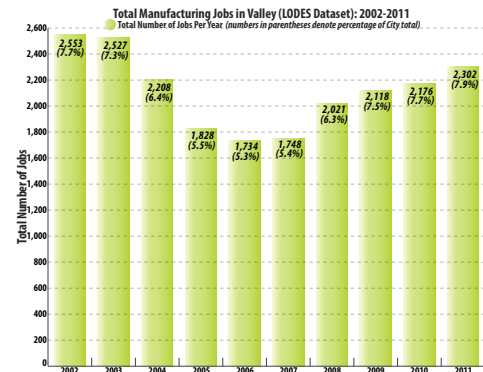
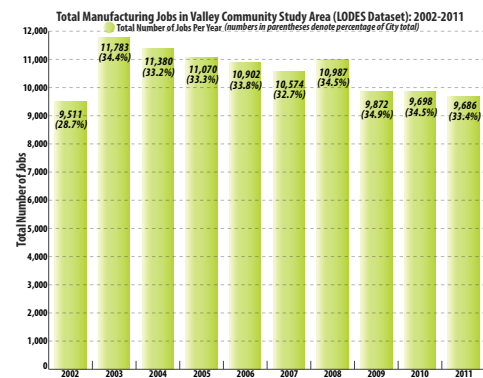
VALLEY ACCESSIBILITY INCREASES FOR BIKES

The Hank Aaron State Trail now provides bicyclists a route from the Valley Passage to Summerfest. It takes 23 mins and includes off/on-street sections.



ECONOMIC EVENT TIMELINE 2005-2013

SECTION 3 HIGHLIGHTS



Measurement

The total number of jobs by business in the Valley and Valley community study area were determined from Origin-Destination Employment Statistics (LODES) for years 2002-2011. The 'OntheMap' mapping application from the US Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program was used to extract this data. For all years, a job is counted if the worker has been employed with positive earnings during the 2nd (April-June) and 1st (January-March) quarters. To assist in graphical representation, all eight service business types were grouped into one category. Of note - the LODES dataset may have incorrect geo-coding methods for certain Valley business addresses, potentially altering job totals.

Importance

Tracking employment by industry allows for a better understanding of which employment areas are growing and declining. Also, this information helps gauge how balanced the Valley's business activities have become in recent years. A balance in business activity helps strengthen the local economy and absorb potential economic issues in specific industry types. As stipulated in the Valley Land Use Plan, employment in the manufacturing industry is given higher focus because of its importance to the local and greater economies historically.

Analysis

According to the LODES dataset, service type businesses continue to employ the most Valley workers. In 2011, some 12,490 workers (7.2% of the City service industry total) were employed in the services industry - the highest total observed from 2002-2011. Large annual increases raised service job totals from 8,132 in 2004 to 11,759 in 2007. The Valley community study area had nearly identical trends, ending 2011 with 65,332 workers (about 37% of City service industry total). For manufacturing jobs, the Valley has experienced healthy growth since 2006 and makes up nearly 8% of all manufacturing jobs in the City. In 2011, the Valley had 2,302 manufacturing jobs, a 32.7% (568 jobs) increase since 2006 (1,734 jobs). An obvious catalyst for this growth is the Menomonee Valley Industrial Center (MVIC), whose tenants are mostly of this type. Despite these changes, recent numbers still fall short of 2003 (2,527 jobs) and 2002 (2,553 jobs) totals. Interestingly, the Valley community study area did not reveal similar trends in years after 2009.

The remaining work sectors had various changes in total jobs from 2002-2011, with the most jobs being in wholesale trade (even after annual declines since 2006). Retail trade and transportation jobs had modest changes since 2006 while construction jobs showed recent increases amid prior years of job losses. Finance, insurance and real estate had 192 jobs in 2011, a sharp decline since 2002 (455 jobs). Lastly, public administration was at its highest count in 2011 (354 jobs).

*Source (all charts): 2002-2011 US Census LODES data



EMPLOYMENT WORKERS BY BUSINESS

Measurement

The employment status of Valley workers was taken from Valley business surveys for years 2002, 2004 & 2011. The number of businesses by firm size in the Valley was calculated from Wisconsin State Unemployment data for years 2001, 2007 & 2010. Lastly, the total number of jobs in the Valley, Valley community study area and City were determined from Origin-Destination Employment Statistics (LODES) for years 2002-2011. The 'OntheMap' mapping application from the US Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program was used to extract this data. Of note - the LODES dataset may have incorrect geo-coding methods for certain Valley business addresses, potentially altering job totals.

Importance

A healthy job market is essential to a successful economy at all geographies. Jobs provide individuals, households and families the income to satisfy basic needs and allow more disposable income that can benefit the local economy in many ways. Tracking changes in job totals for the Valley over time can reveal how strong the job market in the Valley has been, especially during recent economic woes.

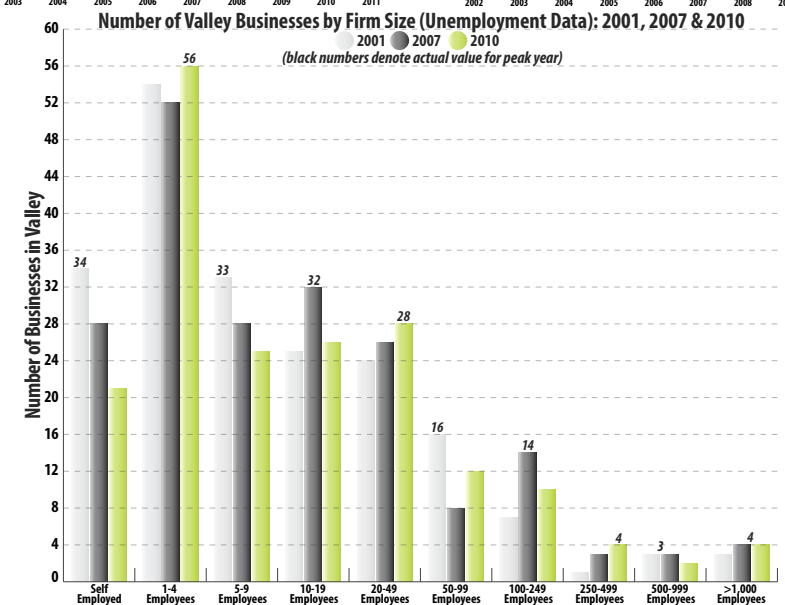
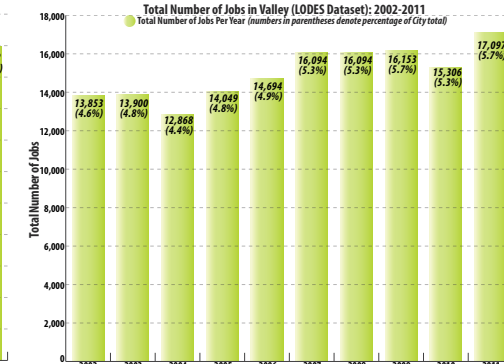
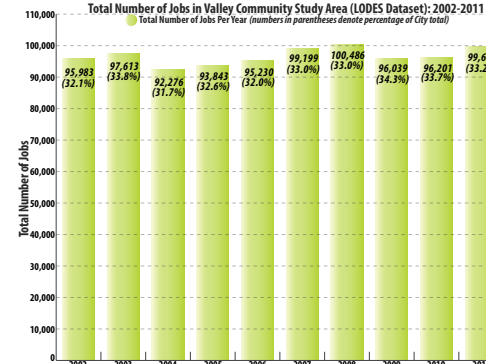
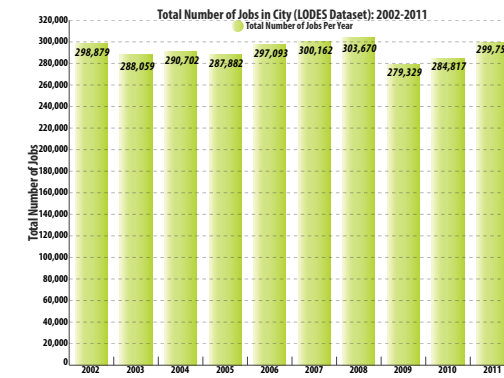
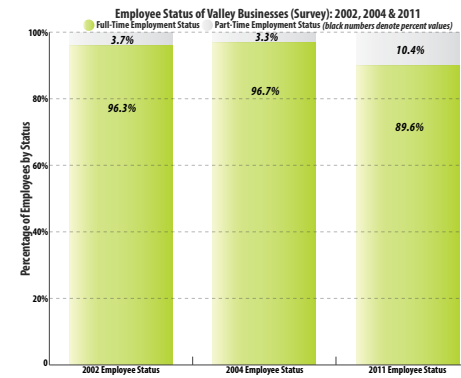
Analysis

State unemployment data for 2011 showed little change in the number of businesses having over 500 employees since either 2001 or 2007. The Valley saw one more employer have over 1,000 workers since 2001, but also had one less employer with 500-999 workers. Firms with 250-499 workers increased each data year, while firms with the largest gains since 2007 were 100-249 (increase of 3 firms since 2001) and 50-99 (increase of 4 firms since 2007) workers. Despite more firms of 1-4 and 20-49 employees, the remaining three firm sizes (self employed, 5-9, and 10-19) had fewer counts in 2010 than 2007.

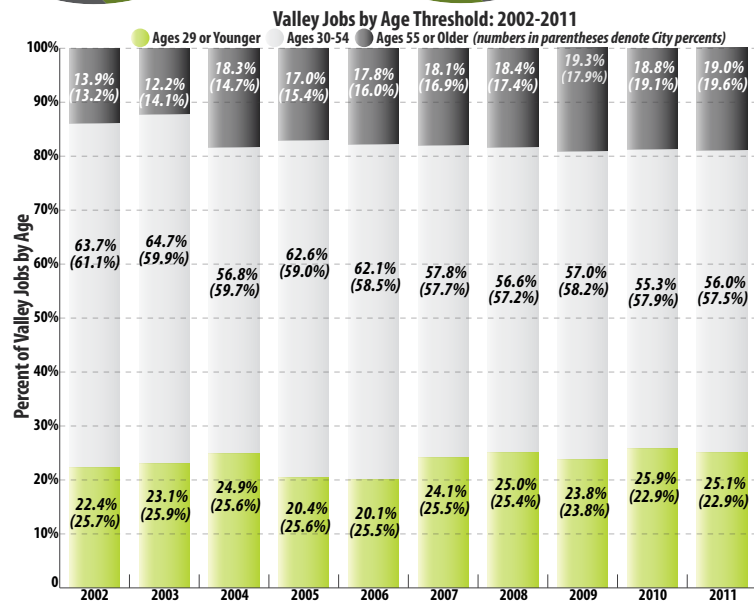
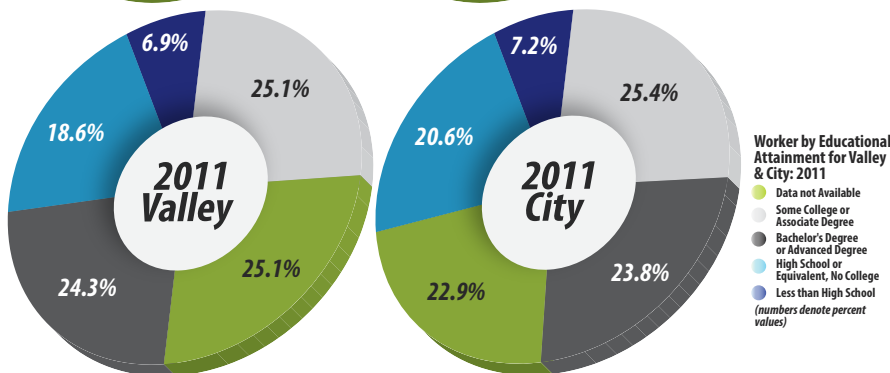
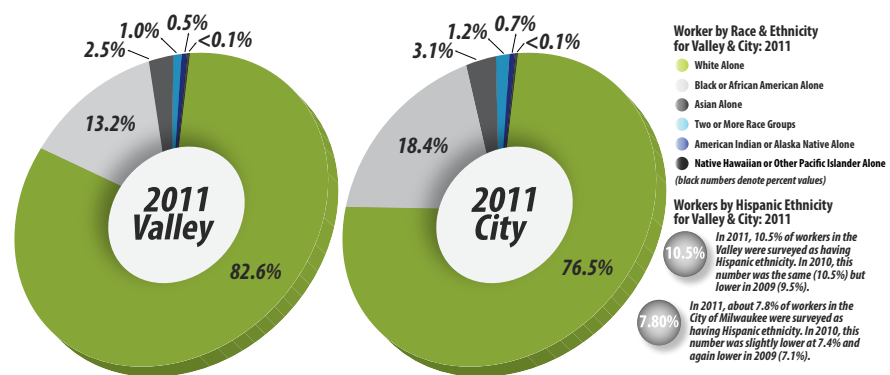
The LODES dataset revealed 17,097 jobs existed in the Valley in 2011, the highest total from 2002-2011 and 5.7% of the City total. The number of Valley jobs grew 32.8% (4,229 jobs) from 2004-2011 despite a -5.2% decrease from 2009-2010. Alternatively, the number of Valley jobs grew an average annual rate of 4.3% during this time. To compare, City totals declined -8% from 2008-2009, with increases in each following year. Prior to 2008, totals were around 290,000 to 300,000 jobs. For the Valley community study area, most years had about 95,000 jobs (nearly 33% of the City total), with annual increases in eight of the past 10 years.

Finally, Valley businesses said 89.6% of their staff was full-time in 2011, with the remaining 10.4% being part-time. This is different than previous survey years as more employees were considered full-time in 2004 (96.7%) and 2002 (96.3%). A plausible reason for this decrease is the hardship many businesses experienced following the economic recession, with companies forced to reduce full-time workers to maintain their financial obligations.

*Source (all charts): 2002, 2004 & 2011 Valley Business Surveys; 2001, 2007 & 2011 State Unemployment data; and 2002-2011 US Census LODES data



EMPLOYMENT TOTAL EMPLOYEES



Measurement

Demographic information on Valley workers were taken from Origin-Destination Employment Statistics (LODES) for years 2002-2011. The 'OntheMap' mapping application from the US Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program was used to determine the respective age, race and educational attainment of Valley workers. All information shown below, except age detail (2002-2011), were only available from 2009-2011. Of note - the LODES dataset may have incorrect geo-coding methods for certain business addresses within the Valley, potentially altering this demographic information.

Importance

Analyzing the demographic characteristics of workers in the Valley helps better understand who Valley businesses are hiring. Trends on worker age can determine how adequately these businesses are hiring young professionals, college or non-college educated - both important considerations for the future. Lastly, information on the race of these workers is essential for considering how diverse the Valley workforce has been over the years.

Analysis

According to the LODES dataset, in 2011 over half (56.0%) of Valley jobs were held by individuals between the ages of 30-54. This represents a large decrease since 2002 (63.7%) and 2003 (64.7%). Comparatively, this age group had a slightly higher rate (57.5%) in the City during 2011, but overall both areas had similar data patterns since 2002. The other groups, ages 55 or older and ages 29 or younger, held less percent shares of all Valley jobs in 2011. However, older workers (ages 55 and above) were 19.0% of the workforce in 2011 - a large increase since 2002 (13.9%) and 2003 (12.2%).

The remaining age group (29 or younger) had steady increases in holding Valley jobs since 2006 (20.1%), with 2011 (25.1%) being the highest share of jobs seen from 2002-2011. For 2011, close to 6% of all City jobs held by those 29 or younger were in the Valley, with the other two age groups both close to 5%. Finally, about 20% of all jobs in the Valley community study area held by those 29 or younger were in the Valley itself. The other two age groups were near 16%.

For 2011, the educational attainment of Valley workers was similar to City trends with 25.1% having some college education or an associate degree, and 24.3% having a bachelor's or advanced degree. Only subtle differences exist from 2009-2011 for both the Valley and City. For race and ethnicity of workers, the Valley had a slightly higher rate of Whites (82.6%) and those with Hispanic ethnicity (10.5%) than the City. However, the Valley had a lower rate of Black workers (13.2%).

*Source (charts and graphs): 2002-2011 US Census LODES data

EMPLOYMENT

EMPLOYEE DEMOGRAPHICS



Measurement

Average salary information for Valley workers was made available through Valley business surveys in 2002, 2004 & 2011. Supplemental information on Valley wages was taken from Origin-Destination Employment Statistics (LODES) for years 2002-2011. The 'OntheMap' mapping application from the US Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program was used to determine the percent shares for each wage threshold. Of note - the LODES dataset may have incorrect geo-coding methods for certain business addresses within the Valley, potentially altering wage information.

Importance

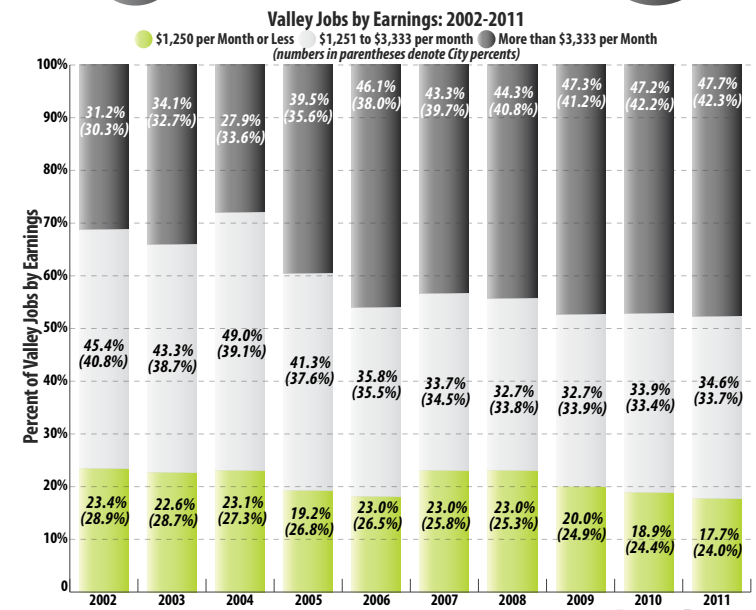
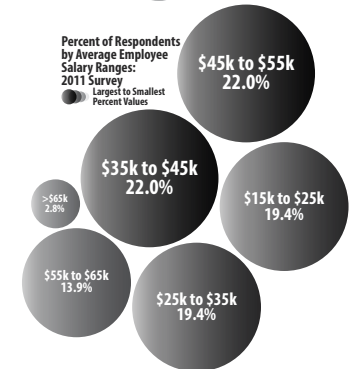
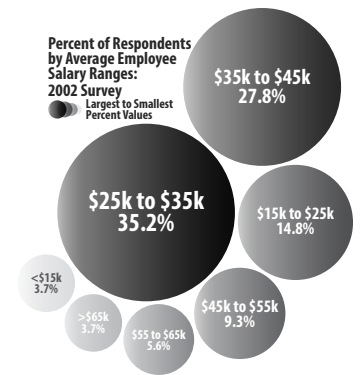
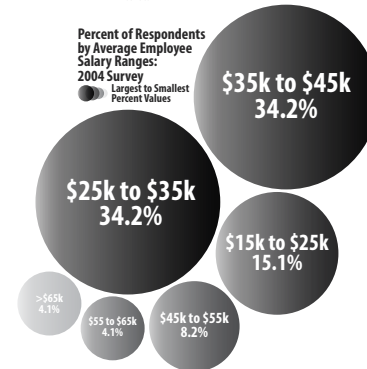
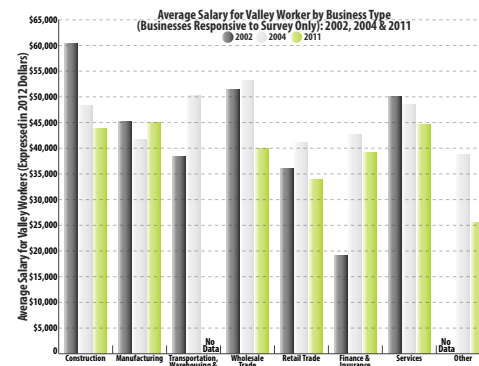
Salary is a good indicator on the quality of employment and the ability for employees to afford a good quality of life. One objective of the City's Land Use Plan for the Valley is to attract living-wage and family-supporting jobs to the area. An increase in these incomes creates the possibility for a healthier regional economy. As more businesses continue to relocate to the Valley, opportunities for more living-wage positions should also become available.

Analysis

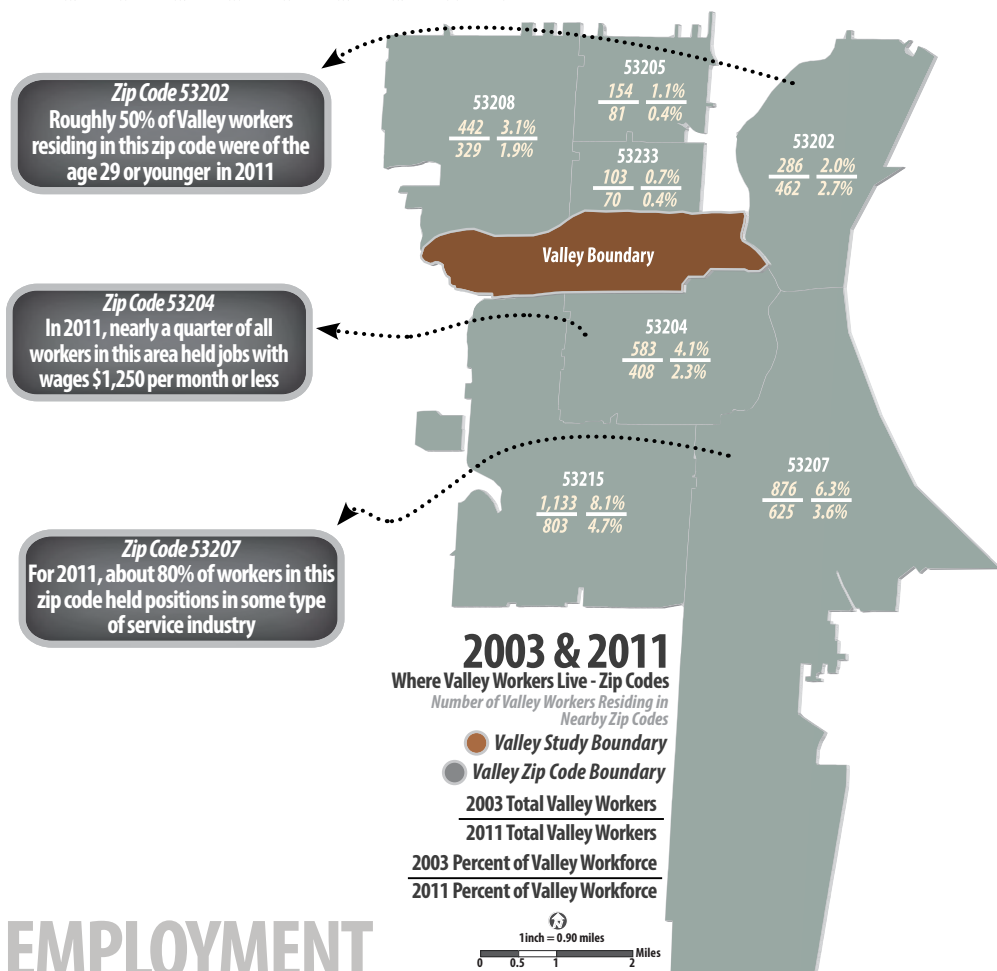
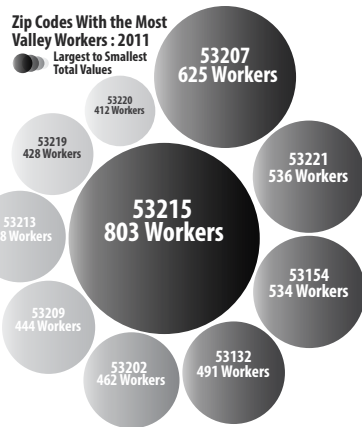
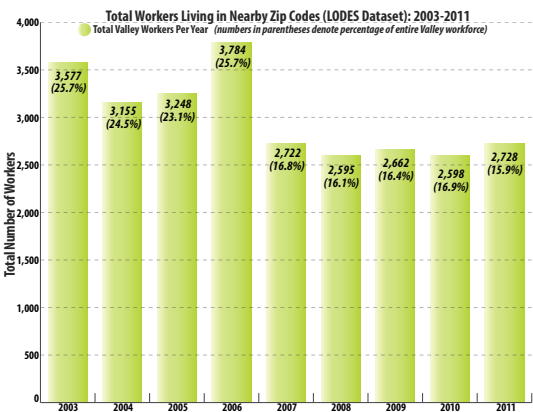
According to the US Census Bureau's LODES dataset, a higher proportion of Valley workers are making more than \$3,333 per month in 2011 (47.7%) than in previous years - a rate similar to the City (42.2%). Overall, this is the highest ratio of Valley workers making over \$3,333 per month from 2002-2011. Interestingly, jobs earning between \$1,251 to \$3,333 per month once represented nearly half (49.0%) of all Valley jobs in 2004 but have since declined to 34.6% in 2011. The number of Valley jobs providing earnings of \$1,250 per month or less have fallen since 2007 (23.0%) and were at 17.7% in 2011 - one of its lowest rates from 2002-2011. This is slightly different than the City as this earnings group had consecutive years of losses in percent shares of all City jobs from since 2002, with 2011 (24.0%) being the lowest year on record from 2002-2011.

Another data source used to measure worker salaries were Valley business surveys given in 2002, 2004 & 2011. The 2011 survey results showed no salary range being significantly greater than any other. The salary ranges of \$35k-\$45k (22%) and \$45k-\$55k (22%) were the most common responses, with \$15k-\$25k and \$25k-\$35k both at 19.4% respectively. Preceding survey years had similar trends as \$25k-\$35k was the most common response in both 2004 (34.2%) and 2002 (35.2%). However, respondents who chose worker salaries of \$45k-\$55k were more prevalent in 2011 than in 2004 (8.2%) and 2002 (9.3%). Finally, businesses who participated in the Valley business survey also disclosed an exact number for their worker's salaries. For 2011, many business types reported either no gain or a decline in salary since the 2002 and 2004 surveys. Manufacturing was one of the few types who expressed an increase in worker salary since 2004 (\$45,088).

*Source (charts and graphs): 2002, 2004 & 2011 Valley Business Surveys; and 2002-2011 US Census LODES data



EMPLOYMENT
AVERAGE SALARY



Measurement

The number of Valley workers who live in nearby zip codes was determined by data from Origin-Destination Employment Statistics (LODES) for years 2003-2011. The 'OntheMap' mapping application from the US Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program was used to match Valley workers to the zip code in which they live. A job is counted if the worker has been employed with positive earnings during the 2nd (April-June) and 1st (January-March) quarters. Further analysis was done to filter Valley workers and their zip code of residence by their corresponding demographics. Of note - the LODES dataset may have incorrect geo-coding methods for certain Valley business addresses, potentially altering job totals.

Importance

Historically, neighborhoods south of the Valley were home to many Valley workers because of their proximity to the industrial factories. An important objective of the Valley's redevelopment was making it possible for people to work, live, and play in their communities without the need for extensive travel to work. This creates a sense of community for those employees living closer to their place of work and allows them more time to enjoy other activities other than commuting to work.

Analysis

In 2011, some 15.9% (2,728 workers) of Valley workers lived in one of the seven zip codes bordering the Valley - a decrease from 25.7% (3,577 workers) shown for 2003. Comparatively, these nearby zip codes had 799 (-22.3%) fewer Valley workers reside in them for 2011 than in 2003. The year with the largest count of Valley workers in nearby zip codes was 2006 (3,784 workers) - about 25.7% of the entire Valley workforce. Prior to 2007, the percentage of Valley workers living in these nearby zip codes was above 23%. However, these percentages were lower following 2006 (mostly in the high teens), with little change in total workers living in nearby zip codes.

The zip code 53215 consistently had the highest number of Valley workers throughout all years with 803 workers (4.6% of all Valley workers) in 2011 and 1,133 workers (8.1% of all Valley workers) in 2003. Zip code 53204, having one of the City's largest population densities per block, had 722 workers (4.1% of all Valley workers) in 2011 and 408 workers (2.3% of all Valley workers) in 2003. Interestingly, for zip code 53202, a good proportion of Valley workers were ages 29 or younger (50%). The recipient of several condominium developments, this zip code was the only one to have more Valley employees reside there in 2011 (286 workers) than in 2003 (462 workers). Lastly, the following zip codes were further away but had large Valley worker totals in 2011 - 53132 (16.5 miles), 53154 (15.4 miles), 53220 (10.3 miles), 53209 (8.5 miles) and 53221 (8.3 miles).

*Source (graphs, charts & maps): 2002-2011 US Census LODES data

EMPLOYMENT WHERE WORKERS LIVE

Measurement

Information on where residents in the Valley community study area work was retrieved from Origin-Destination Employment Statistics (LODES) for years 2002-2011. The 'OntheMap' mapping application from the US Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program was used to match these residents to the zip code in which they work. Further analysis on the labor market size, inflow/outflow of workers, and distance to work of residents was also done. Of note - the LODES dataset may have incorrect geo-coding methods for certain Valley business addresses, potentially altering job totals.

Importance

An important objective for the redevelopment of the Valley is to create opportunities for people to live, work and play in their communities without the need to travel extensively by automobile. This reduces the need for an automobile, flexibility for urgent needs, and gives local residents more time to enjoy other activities they otherwise would not be able to enjoy because of a far work commute.

Analysis

The Valley study area had 99,602 individuals working in it for 2011, which represents an increase of 3.8% (3,619 workers) since 2002 and 4.6% (4,372 workers) since 2006. The labor force size for the Valley study area was 21,632 workers in 2011 - this indicates the available labor force of workers living in the Valley study area but not necessarily working in it. This was a minimal decrease of <-1% since 2002 (21,835 workers) and 2006 (21,796 workers). In 2011, only 4.6% (4,627 workers) of the 99,602 workers in the Valley study area live and work there, while 95.4% (94,975 workers) commute from outside. The number of those working and living in the Valley study area has fallen -1.7% annually from 2002-2011, with 2002 (5,472 workers) being the peak year. Lastly, about 79% of those living in the Valley study area but work outside of it, a growing trend since 2002 (75%).

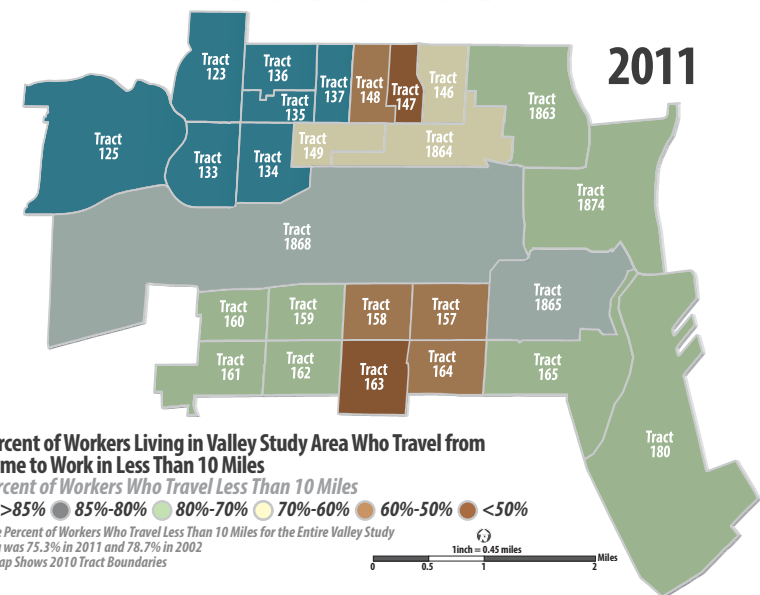
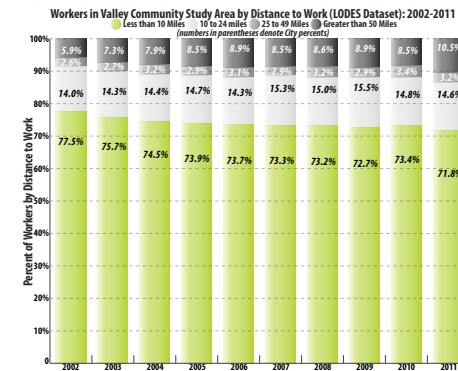
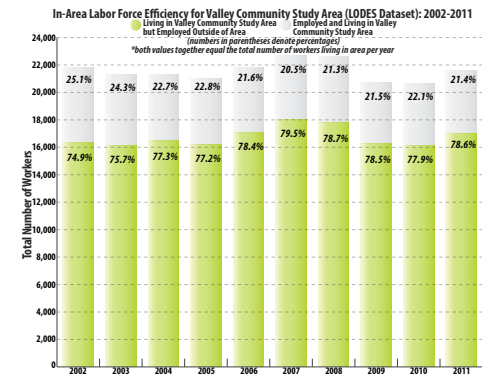
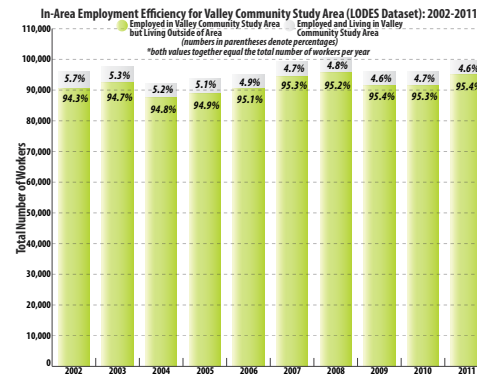
For 2011, the majority (71.8%) of the 21,796 workers who live in the Valley study area travel fewer than 10 miles. This is the lowest rate for all years, including 2009 (72.7%), 2006 (73.7%) and 2002 (77.5%). Those with commutes greater than 10 miles were 28.2% (6,108 workers) of all workers living in the Valley study area, higher than 2009 (27.3%), 2006 (26.3%) and 2002 (22.4%). Of the 6,108 workers who commute greater than 10 miles to work, nearly 35% travel west.

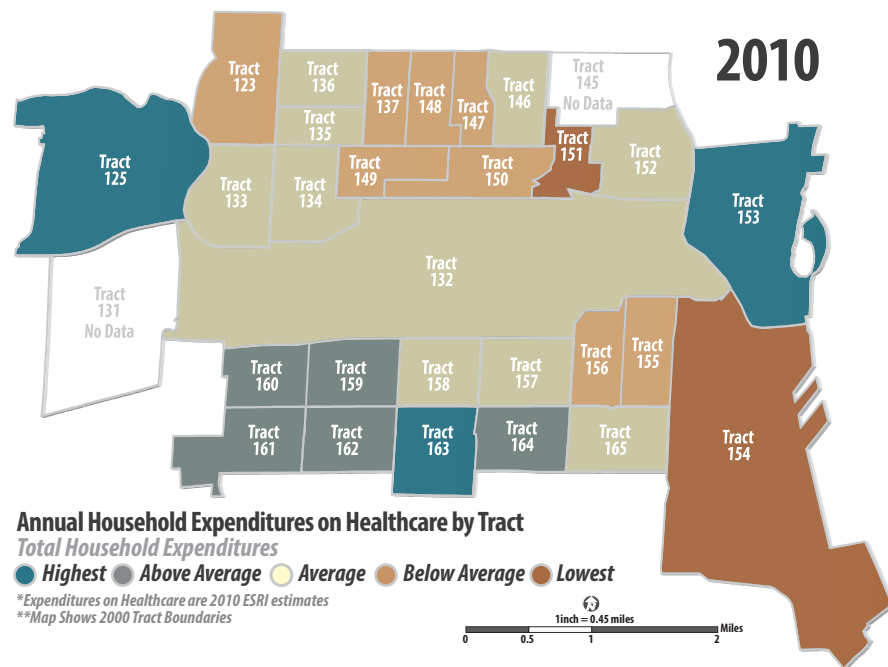
The majority of census tracts north of the Valley had, on average, 9% of their available workforce (number of workers in respective tract) commute to the Downtown zip code 53202 in 2011. Conversely, nearly all tracts south of the Valley had, on average, 11% of their workforce commute to the 53204 zip code - just south of Downtown. Not much was different from years 2002-2011.

*Source (graphs, charts & maps): 2002-2011 US Census LODES data



WHERE PEOPLE WORK





Measurement

Information regarding the provision of health insurance by employers in the Valley to either full or part-time employees was gathered from “Yes” and “No” answers on Valley employer surveys for years 2002, 2004 & 2011. Health insurance comparisons to the nation and state were made using information from the US Department of Health and Human Services Medical Expenditure Panel Survey (MEPS).

Importance

Recently, access to affordable health insurance has become a growing concern. The provision of health insurance for employees is said to reveal a company’s willingness to support the quality of life of its workforce. Without adequate health services, families and individuals increase the potential for health risks that may otherwise be avoidable. The absence of health insurance can also lead to large medical debts if accidental injuries occur.

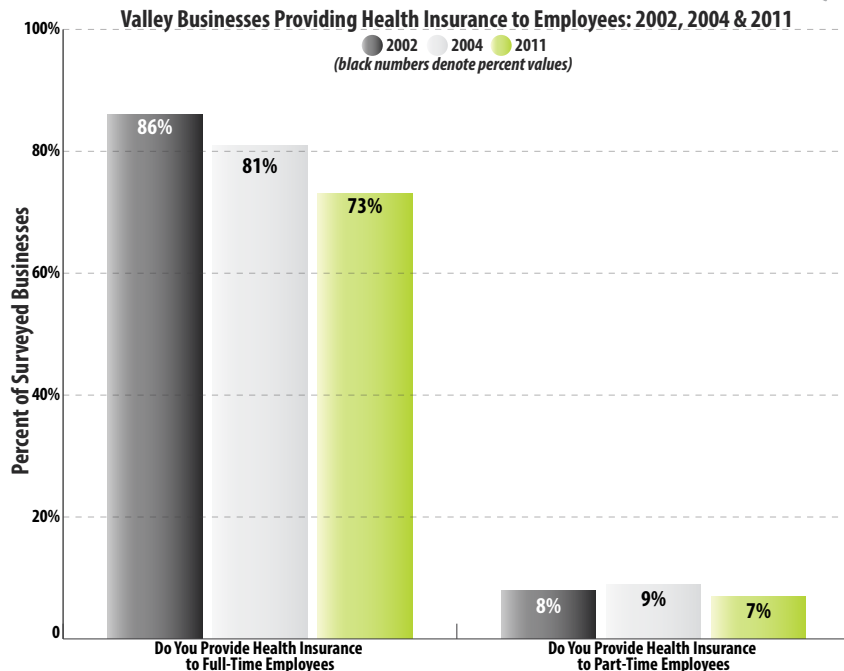
Analysis

The results of the 2011 survey reveal that 77% of Valley businesses supply health insurance to their full-time workers. This rate is lower than 2004 (81%) and 2002 (86%), which has been declining since the 2002 survey. Approximately 9% of employers provide health insurance to part-time workers, a decline from the 2004 rate but matching the rate expressed in 2002. And as the map to the right shows, strong demand for health insurance exists south of the Valley where household expenditures for healthcare are above-average.

While the Valley rate for providing health insurance to full-time employees is higher than the Wisconsin average of 49% in 2010, both witnessed a similar decline since 2002. The average for Wisconsin businesses in 2002 was 60% while the Valley was 88%. One explanation for this decline is that statewide and nationally, health insurance premiums for individuals and families have increased considerably since 2002. The average individual premiums cost for employees in Wisconsin rose by 26.9% between 2002 and 2010, while family premiums rose by 37.7% during the same period.

Because of the recent economic recession, businesses experienced smaller revenue gains and higher costs when the survey was sent out. This has forced many employers to reduce health insurance coverage, raise costs for health insurance plans or completely eliminate health insurance for employees. Many employers will continue to experience challenges for health insurance as the average population age rises and government programs to provide health care to all US citizens are implemented.

*Source (map and graph): 2010 ESRI Business Analyst/Infogroup demographic estimates; and 2002, 2004 & 2011 Valley business survey



EMPLOYMENT HEALTH INSURANCE



Measurement

Data on total, available and vacant square feet of commercial properties for the Valley, County & Metro areas is from the Xceligent® database for years 2006-2012. Graphs are separated by type of commercial space - office, retail, industrial and all commercial. Also, data is shown by total square footage (in millions), with vacancy rates expressed by percentages in the lower-portion of the bars. Total, available and vacant square footage for the Valley represents a combination of four zip codes which intersect the boundary - 53208, 53204, 53215 & 53233.

Importance

Monitoring vacancy rates of commercial property over time helps gauge the demand for business space near or within the Valley. Occupying vacant or underutilized commercial space is critical to the economic renewal of the Valley because it returns these spaces to productive uses. High vacancy rates in commercial property can trigger less investment and undesirable uses of property.

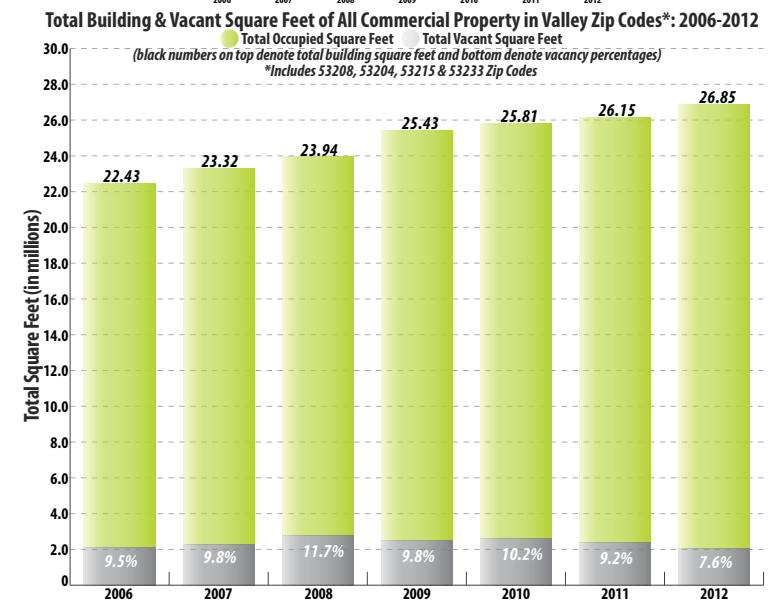
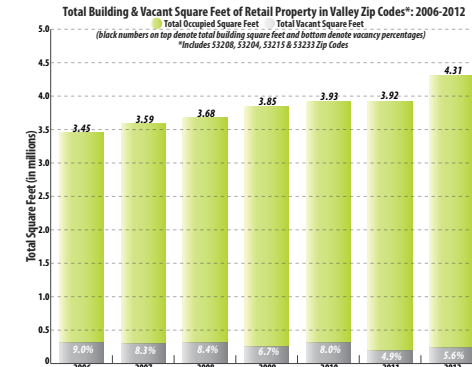
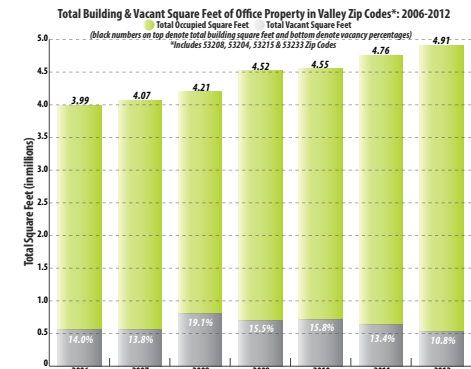
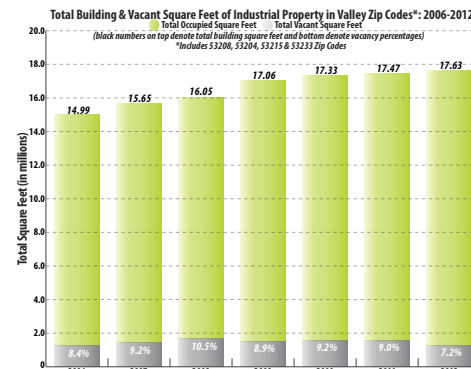
Analysis

In 2012, about 7.6% of the 27 million square feet of commercial property in Valley zip codes were vacant - its lowest percentage from 2006-2012. Since 2006, total building square feet rose an average annual percent rate of 3.1% with 2008-2009 being the peak year (6.2%). Commercial property in the County (2.6%) and Metro (2.8%) areas had a slightly lower average annual percent rate, with the peak year for both being 2008-2009 as well. Finally, total square footage in these Valley zip codes represent about 12% of all commercial property in the County and roughly 6% of the Metro.

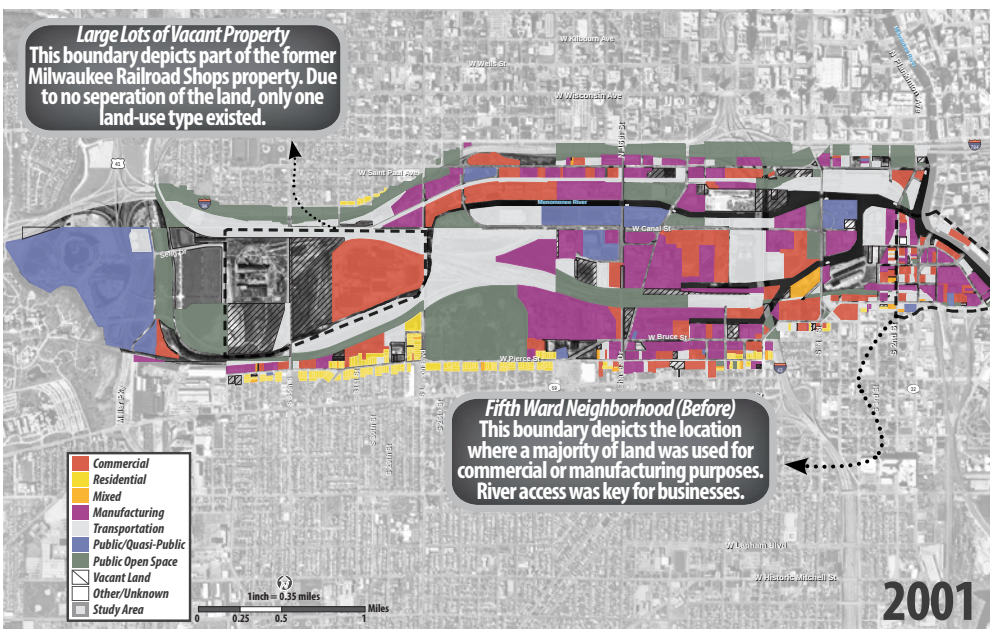
For 2012, retail vacancy was lower in Valley zip codes (5.6%) than the County (9.1%) and Metro (9.0%). The only year retail vacancy in Valley zip codes was higher than the other geographies was 2006. From 2006-2012, retail inventory in Valley zip codes increased at an average annual percent rate of 3.8%, lower than the County (4.4%) and Metro (4.7%). As of 2012, approximately 27 million square feet of retail exist in Valley zip codes - about 10% of all retail in the County and 5% in the Metro. Lastly, vacancy rates for office property in the Valley zip codes fell to 10.8% in 2012, its lowest percentage for all years. From 2006-2012, office square footage increased an average annual percent rate of 3.5% in Valley zip codes - higher than the County (2.3%) and Metro (2.4%).

Approximately 18 million square feet of industrial property exist in Valley zip codes for 2012 - 14.9% of all industrial property in the County and 7% in the Metro. From 2006-2012, vacancy rates were lower in Metro industrial properties (8.5%) than the County (10.1%) and Valley zip codes (9.0%). Despite this, the average annual percent rate for Valley zip codes was 2.8% - higher than the other geographies.

*Source (graphs): 2006-2011 Xceligent® records, Nathan Winkel, Xceligent®
Special thanks to Nathan Winkel, Xceligent® for his contributions to this indicator



COMMERCIAL PROPERTY BUILDING OCCUPANCY

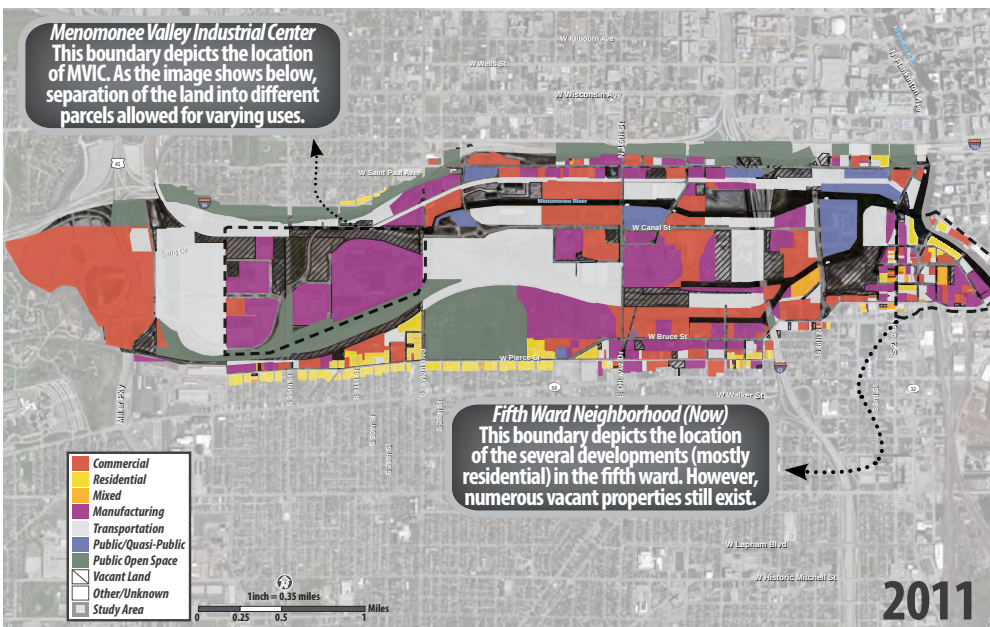


Measurement

Data on land utilization for the Valley were taken from Milwaukee's Master Property File (MPROP) for years 2003-2012. The following land-use groups for all parcels in the Valley were used - residential (single-family, duplex and multi-family), commercial (wholesale & retail trade, services, finances, insurance & real estate and mixed-commercial), mixed (residential and commercial), manufacturing/construction/warehousing, transportation, public/quasi-public (public schools, churches, cemeteries, and other buildings), open space, vacant land and other/unknown. Of note - due to limitations with the MPROP dataset, additional data sources should be used for the future monitoring of land-use types in the Valley.

Importance

Tracking how well utilization of the Valley land has been since 2003 is important in assessing the fulfillment of the overall land-use plan. Because the Valley had historically been used for industrial purposes, changes in its land-use were critical in satisfying the overall goal of the Valley's redevelopment. As future goals begin to surface from the Valley 2.0 plan, understanding the impacts from these land-use changes is important to future success in other parts of the Valley.



Analysis

Since 2001, the most notable difference in land-use is the former Milwaukee Railroads Shops property, which was 70 acres of vacant land in 2001. Now, the area is home to the Menomonee Valley Industrial Center (MVIC) and contains a mixture of manufacturing (12 parcels), commercial (1 parcel), open space (about 35 acres) and transportation land-uses. As of 2013, only three vacant parcels remain in the MVIC, with the City currently in discussions with prospective businesses to occupy these by sometime in 2014.

Properties east of the Valley also experienced significant changes in land-use types. In 2001, the majority of these properties were dedicated to manufacturing or commercial uses to utilize access to the river. In fact, no land in this area was residential. As the Third Ward neighborhood became increasingly popular, demand for vacant or under-utilized property nearby grew. By 2011, approximately 5 acres (8 parcels) were residential - 347 single-family condominiums and 153 apartment units. Mixed-use types also became more common, increasing from less than an acre (2 parcels) in 2001 to nearly 3 acres (5 parcels) in 2011. Finally, despite manufacturing still existing in the neighborhood, this use took up considerably less land in 2011 (11.6 acres) than in 2001 (16.5 acres). Overall, the Valley had more parcels of land in 2011 (464 parcels) than in 2001 (450 parcels).

*Source (Map): City of Milwaukee Master Property File (MPROP) and GIS parcel boundaries, 2001 & 2011

COMMERCIAL PROPERTY LAND UTILIZATION

Measurement

Data on the average direct lease rates for the Valley, County & Metro areas is from the Xceligent® database for years 2006-2012. Graphs are separated by type of commercial space - office, retail and industrial. Average direct lease rates for the Valley are represented as a combination of the four zip codes intersecting its boundary - 53208, 53204, 53215 & 53233. Data is shown by average leasing price in dollars per square foot, a common measurement in real estate rental pricing.

Importance

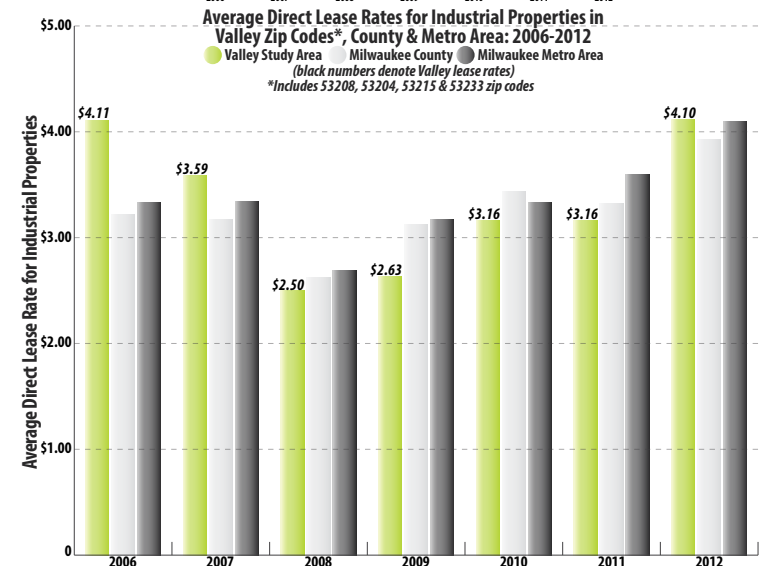
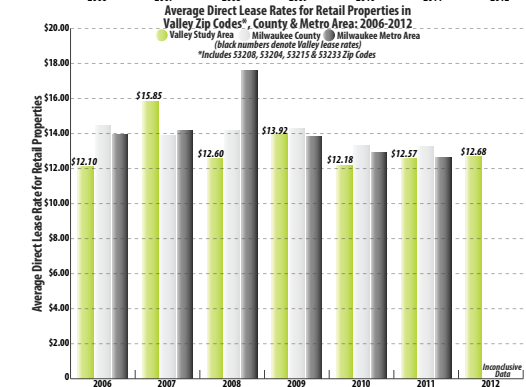
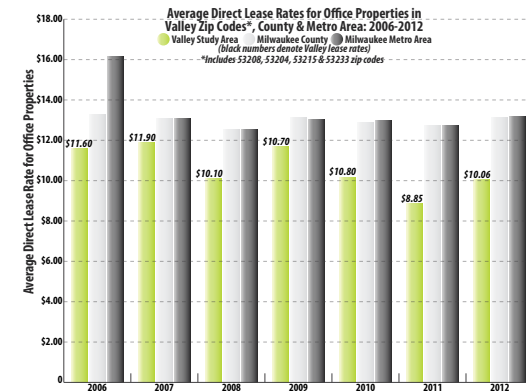
Determining the average rent paid by square foot for commercial space by tenants reflects what demand exists for industrial, office and retail space within the Metro, County and Valley zip codes. Available commercial space showcasing a higher rent is a result of that space having more demand. Commercial space garnering high interest for potential tenants is important for local markets to increase the appeal of constructing new commercial properties.

Analysis

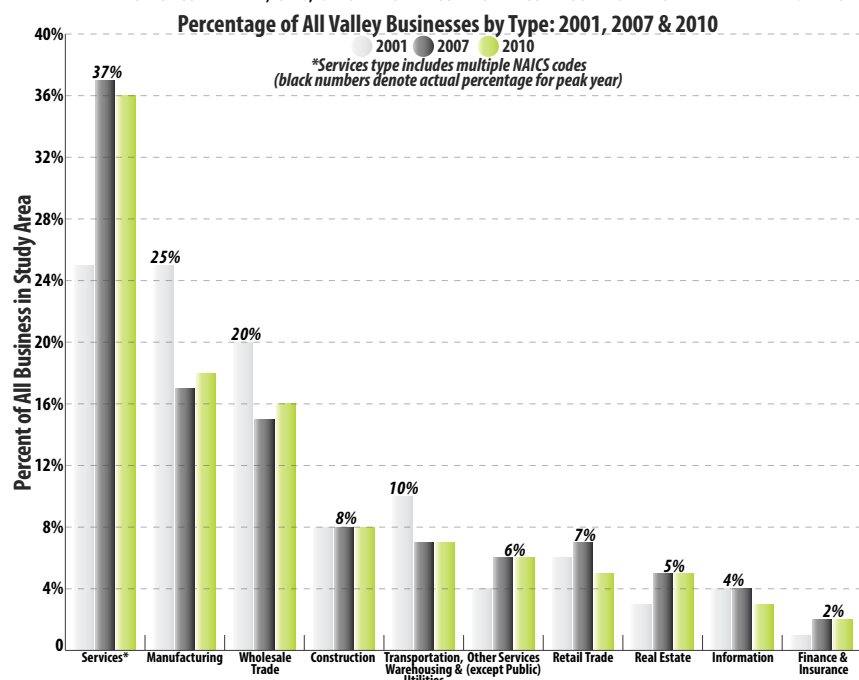
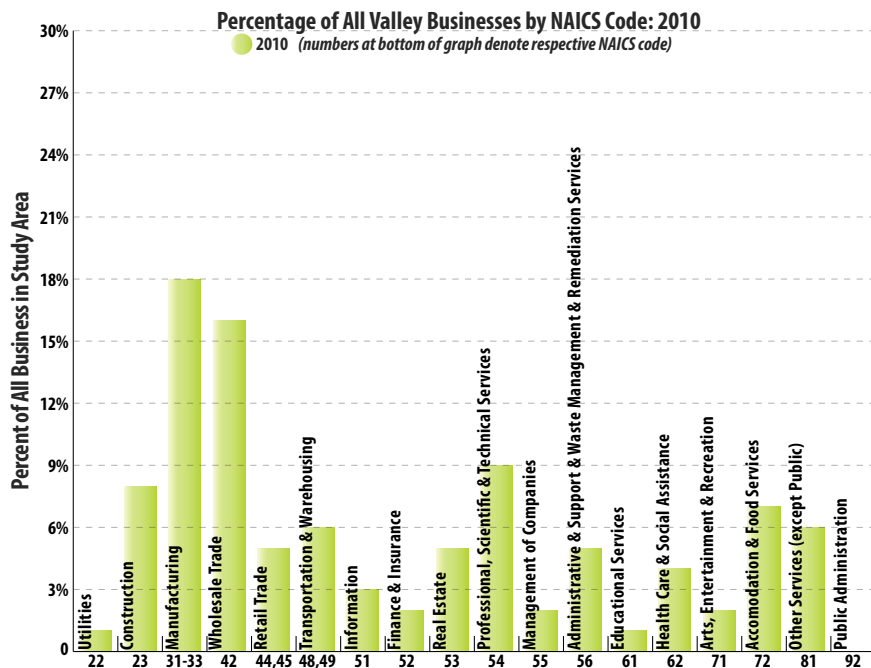
For 2012, the average direct lease rate for industrial property in the Valley zip codes (\$4.12) was about the same as the County (\$3.93) and Metro (\$4.10). This marked the first year since 2007 that these zip codes had an average direct lease rate for industrial property higher than both geographies. Additionally, this marks the first time since prior to the economic recession (2006) that industrial lease rates were above \$4.00 in the Valley zip codes. County and Metro lease rates were relatively consistent around \$3.00 from 2006-2012, with 2008 being the exception (below \$3.00).

Direct lease rates for retail properties in the Valley zip codes (\$12.57) remained below the County (\$13.63) and Metro (\$12.63) in 2011. Since 2006 (\$12.10), no significant gains were shown in the Valley zip codes, with 2007 being an outlier as lease rates rose to \$15.85. However, the proceeding year it was back down to \$12.60. For the majority of years, County lease rates were higher than the Metro, with the exception of 2008. Other factors including the decline of Grand Avenue Mall, lack of big-box national retailers Downtown and continued popularity of Milwaukee-suburban malls (Bayshore, Southridge, & Mayfair) are continuing to push the demand for retail in the Milwaukee-area. However, the Miller Park Way corridor near the Valley is experiencing growth in retail development, including several national chains. Finally, office direct lease rates in Valley zip codes still pale in comparison to County and Metro rates. For 2012, the Valley (\$10.06) rate was considerably lower than the County (\$13.15) and Metro (\$13.17). Valley lease rates did not rise above \$12.00 for all years, whereas the others were never below \$12.00.

*Source (graphs): 2006-2011 Xceligent® records, Nathan Winkel, Xceligent®
Special thanks to Nathan Winkel, Xceligent® for his contributions to this indicator



COMMERCIAL PROPERTY
AVERAGE LEASE RATES



Measurement

Information on the number of businesses by type in the Valley was found through Wisconsin State Unemployment data for years 2001, 2007 & 2010. This data was extracted for businesses only within the Valley economic study area (tract 132). Unfortunately, other data years were inaccessible. To protect privacy, percentages for business types were used to express these values (exact values were not used).

Importance

As redevelopment of the Valley continues, monitoring business types moving or expanding to the Valley helps better understand the changes in its economic diversity. Having a healthy mixture of different business types has proven effective in weathering issues related to economic uncertainties (i.e., recent economic recession). Furthermore, the original Valley Land Use Plan recommends a diverse economy for the Valley, including non-traditional land uses alongside each other.

Analysis

For 2010, some 188 businesses exist in the Valley, slightly less than 2007 (198) and 2001 (199). Of those businesses in 2011, more were of the services type than any other. About 36% of all businesses in the Valley were services, a slight decline since 2007 (37%) but dramatic increase since 2001 (25%). As service-type businesses increased since 2001, manufacturing businesses declined. In 2001, nearly 25% of businesses were manufacturing, about the same percentage as services. However, by 2007 manufacturing accounted for only 17% of all businesses and slightly higher in 2010 (18%). Many factors led this to decline (not just in the Valley), including less-expensive land outside the City, need for more business capital investments, and a growing skilled labor force residing in the suburbs. Despite these losses, a strong emphasis remains on continuing to bring manufacturing companies and their family supporting jobs to the Valley - as stated in the 1998 Land Use Valley Plan.

Wholesale trade, another important business type, declined to 16% in 2011 from 20% in 2001. This is likely due to less manufacturing firms existing in the Valley because wholesale trade companies sell goods created by these manufacturing firms. Transportation and warehousing is another business type that relies on manufacturing firms, thus a plausible explanation of its decline from 10% in 2001 to 7% in 2011. Finally, with the exception of finance and insurance business types increasing, the remaining business types had no change or declines since 2001.

Unfortunately, many of the vacant industrial and warehousing facilities that exist in the Valley today are outdated and require some capital investment. Vacant properties along Saint Paul Avenue, Canal Street and Greves Street, once home to successful industrial companies, are becoming increasingly more difficult to match with potential suitors.

*Source (graphs): 2001, 2007 & 2010 State unemployment data
 Special thanks to Catherine Madison, UW-Milwaukee Center for Economic Development, for her contributions to this indicator

Measurement

The collection of data regarding total annual sales for Valley businesses was conducted using a multiple choice question format on Valley employer surveys in 2002, 2004 & 2011. Participating businesses were asked to circle which range of total annual sales best represented their own. Some businesses felt uncomfortable answering this question, prompting some responses to be incomplete.

Importance

The amount of sales revenue a business generates provides an indication of their success. Evaluating past sales revenue totals of Valley businesses creates an opportunity to monitor their growth, compare to others, and assess their consistency through various economic conditions.

Analysis

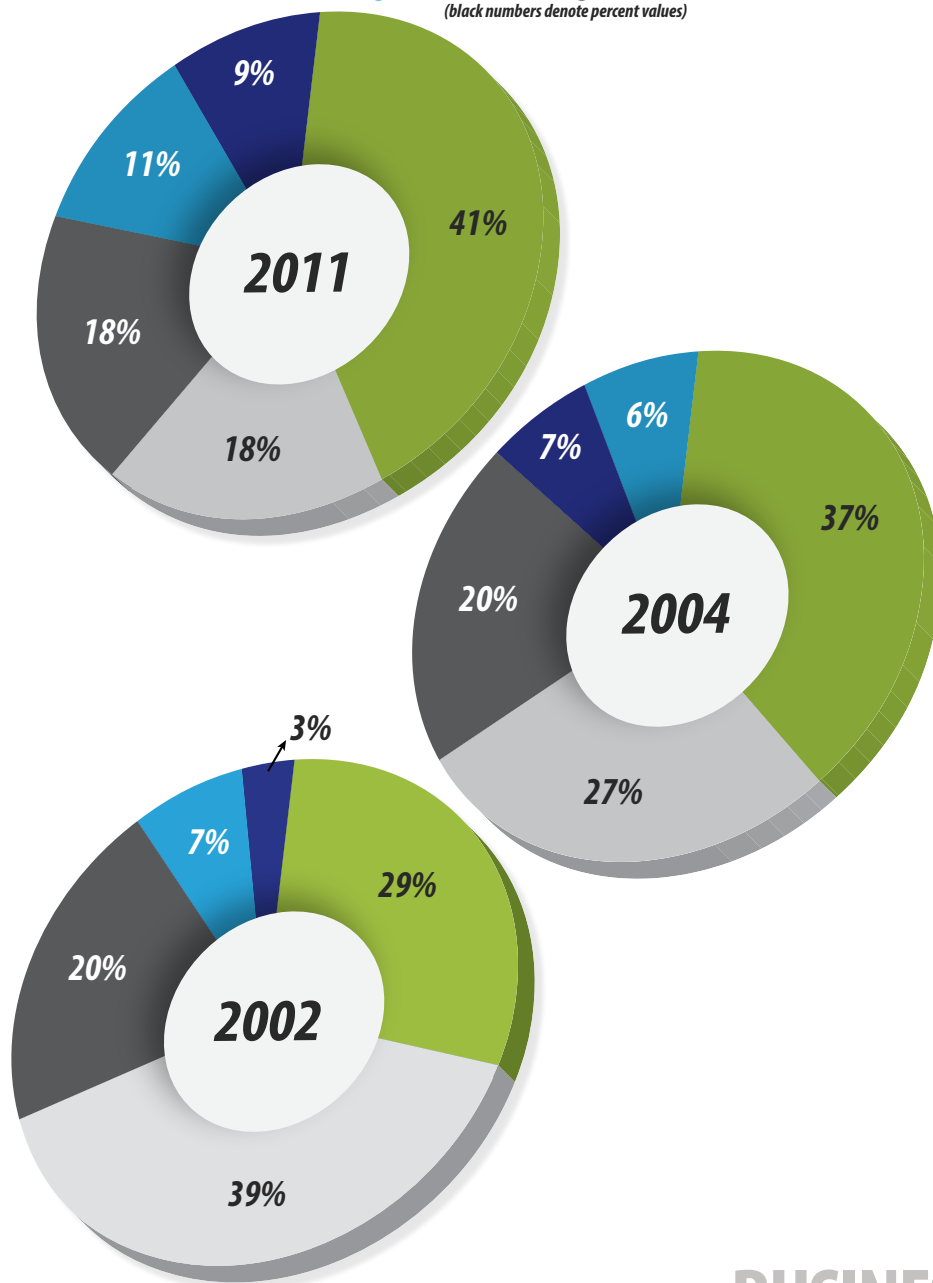
The 2011 survey revealed little change in the total sales reported by businesses in the Valley. A greater proportion of companies report generating sales of less than one million dollars in 2011 (40.9%) as opposed to 36.6% in 2004 and 28.8% in 2002. This is most likely in response to the recent economic recession as declines in sales were seen in businesses across the U.S. in sales resulting from the less spending by businesses and consumers. As the national and regional economies continue to recover, these numbers will gain lost ground and improve.

Interestingly, the share of companies reporting sales between one to fewer than twenty-five million declined, while the share reporting twenty-five million to one billion increased. One company reported topping the \$1 billion mark in sales. Of the 14 businesses answering this question on previous surveys in 2002 and 2004, 6 reported sales greater than \$25 million. There are 3 more business earning sales greater than \$25 million since 2002. And 11 of those 14 businesses either increased or retained their sales figures according to their responses in 2002. The future growth of not only the Menomonee Valley Industrial Center (MVIC), but other sections of the Valley, will contribute greatly to the upward trend of sales for Valley businesses.

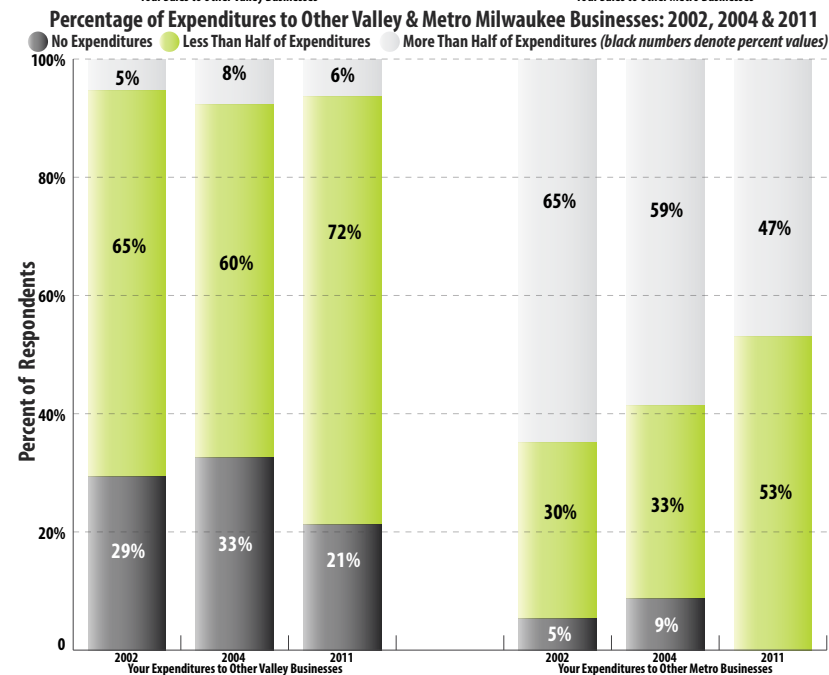
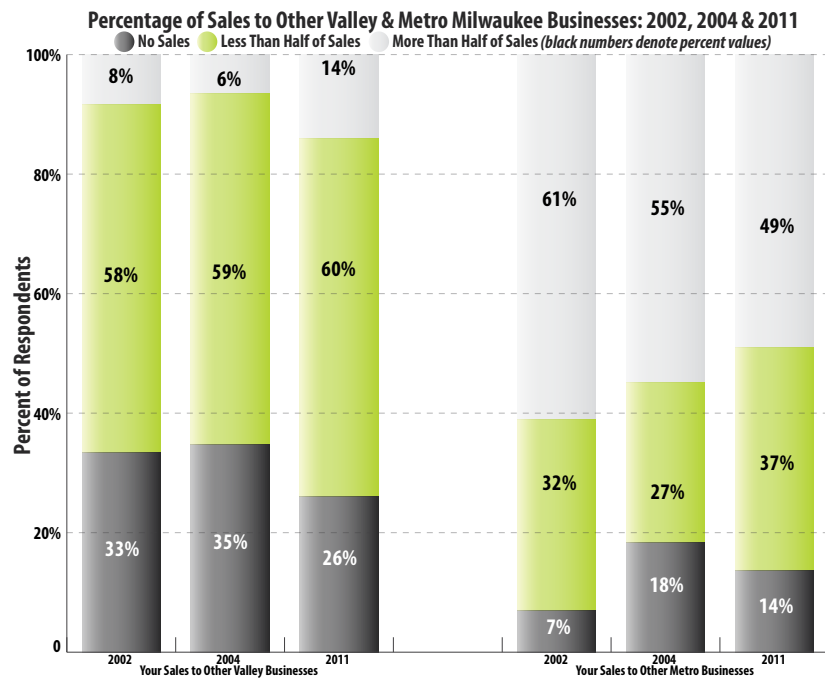
*Source (charts): 2002, 2004 & 2011 Valley business surveys

Total Annual Sales for Valley Businesses: 2002, 2004 & 2011

● Less than \$1 million ● \$1 million - \$4.9 million ● \$5 million - \$24.9 million
● \$25 million - \$99.9 million ● Greater than \$100 million
(black numbers denote percent values)



BUSINESS TOTAL ANNUAL SALES



Measurement

Data on the proportion of sales and expenditures that business in the Valley make to other businesses in the Valley and within Metro Milwaukee were gathered from multiple choice questions on Valley employer surveys in 2002, 2004 & 2011. Respondents answered one or more of the four questions that covered this topic.

Importance

This indicator helps measure how integrated businesses in the Valley are to each other and to the Greater Milwaukee economy. Creating a rapport in local and regional markets is an important step towards economic sustainability and security. Strong relationships help grow local businesses and retain funds within the region, benefiting employers, workers, and the local economy.

Analysis

Information gathered from the 2011 survey reveal little change in the character of sales reported by businesses in the Valley. The majority of respondents (60%) noted that less than half of their sales are generated from within the Valley. This is nearly the same as 2004 (58%) and 2002 (59%) rates. Approximately 14% of companies reported that in 2011 over half of their sales were to Valley businesses, which is higher than in 2004 (6.5%) and 2002 (8%). Lastly, 26% of businesses had no sales or sales less than 1% to businesses in the Valley, which is less than in 2004 (35%) and 2002 (33%).

About 50% of Valley businesses reported generating over half their sales from within the Metro area - a lower rate than in 2004 (55%) and 2002 (61%). About 37% of Valley businesses reported generating less than half of their sales from the Metro in 2011, more than 2004 (27%) and 2002 (32%). Close to 14% reported no sales or less than 1% of sales from the Metro, a decline from 2004 (18%) but higher than 2002 (7%).

Regarding Valley business expenditures, little has changed since 2004 as the majority are borne outside the Valley. Only 6% of businesses reported that over half of their expenditures were local in 2011, similar to 2004 (8%) and 2002 (5%). Valley businesses making over half of their expenditures in the Metro was 47% in 2011, lower than in 2004 (59%) and 2002 (65%). Results for sales and expenditures suggest that Valley businesses selling to each other has increased, although not as much as anticipated. As the Menomonee Valley Industrial Center (MVIC) nears full occupancy, and business efforts focus on other parts of the Valley (particularly Saint Paul Avenue and Canal Street), local sales and expenditures should increase in time.

*Source (graphs): 2002, 2004 & 2011 Valley business surveys

BUSINESS SALES & EXPENDITURES

Measurement

The collection of information regarding the primary advantages and disadvantages of doing business in the Valley was conducted using open-ended questions on Valley employer surveys in 2002, 2004 & 2011. Participating businesses were asked to list three advantages and disadvantages pertinent to their Valley operations.

Importance

Understanding the Valley's significant advantages provides information on the amenities, activities, and other factors considered important to employers. Identifying key disadvantages also helps in directing improvements where appropriate. Sustaining a healthy business climate helps retain existing businesses and recruit new businesses.

Analysis

For the 2011 survey year, the majority of respondents felt the Valley's central location (33%), good access to freeways (19%), quality of life (e.g., low crime, improving area, quality of life, etc.) (9%), and proximity to downtown (8%) were its primary advantages. The proportion of businesses highlighting access to workforce as a key advantage declined from 12% in 2002 to 4% in 2011, while those highlighting quality of life factors increased from 2% in 2002 to 8% in 2011. Employers responding in all survey years mention "good freeway access" as their top advantage in 2002, and note "central location" as their top advantage for 2011. While participating employers detailed a higher number of advantages in 2011 than any other survey year, this can be argued as the result of more projects being completed since 2004.

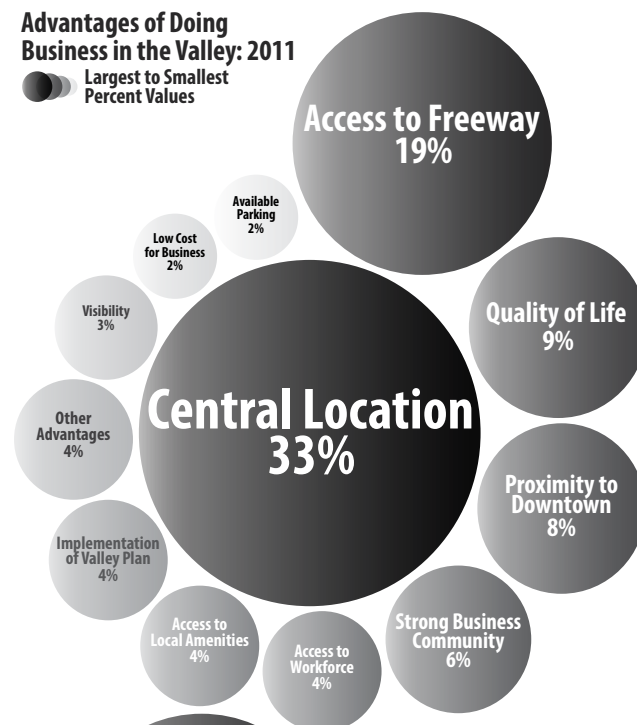
In 2011, businesses provided a range of disadvantages. No disadvantages (23%), unpleasant conditions (21%), local government (19%) and traffic/accessibility (11%) were the top answers given from responsive businesses. While there is some consensus on "cleanliness and limited city improvements" being problematic, most responses are dissimilar. Employers responding in all years consistently rate the top disadvantages for the Valley as being "none", "crime", or "high taxes".

Prior to its redevelopment, the Valley's accessibility was considerably worse for all motorists. While Valley businesses seem to still indicate that accessibility is still somewhat of a disadvantage (a common response in all surveys), improvements made to improve accessibility should not go unnoticed. The Hank Aaron State Trail extensions, west-ward opening of Canal Street and new pedestrian bridges are examples of how accessibility has improved in the Valley in the past decade.

*Source (charts): 2002, 2004 & 2011 Valley business surveys

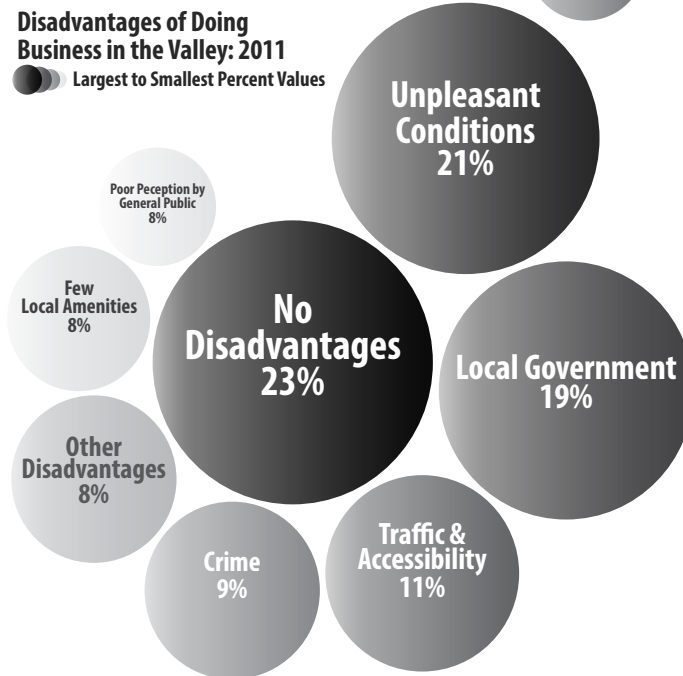
Advantages of Doing Business in the Valley: 2011

Largest to Smallest Percent Values

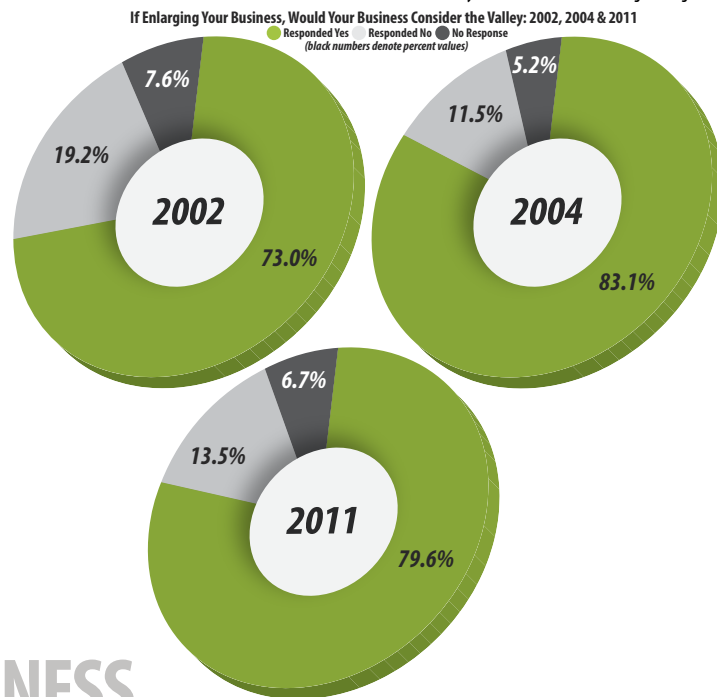
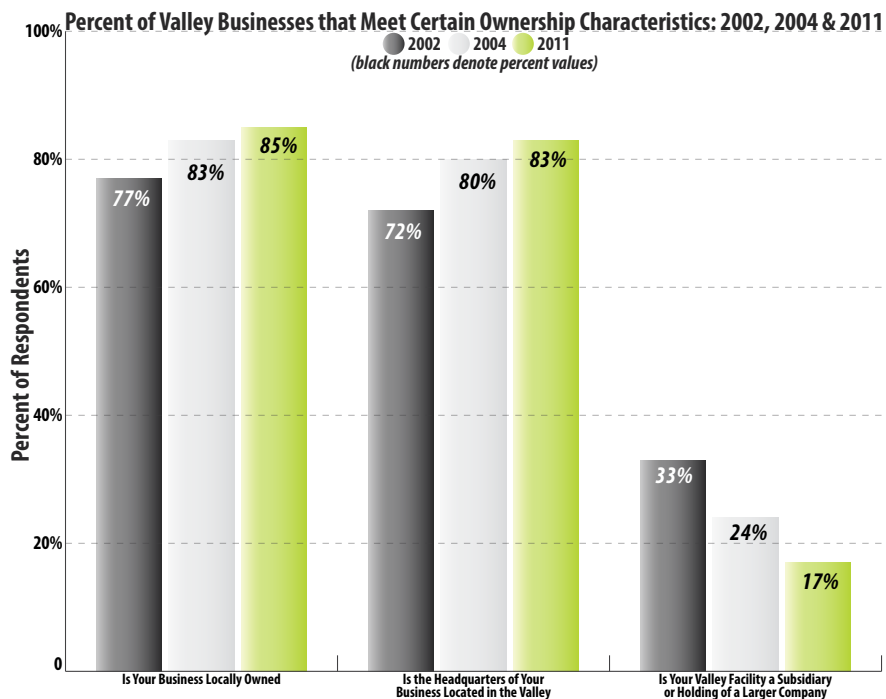


Disadvantages of Doing Business in the Valley: 2011

Largest to Smallest Percent Values



PROS & CONS FOR BUSINESS



Measurement

Information on the ownership status of businesses in the Valley was gathered from three questions on Valley employer surveys in 2002, 2004 & 2011. Participating businesses answered these questions with a “Yes” or “No” response. All employers who participated in the survey responded to all three ownership status questions detailed below.

Importance

Local ownership provides a good indication of whether metro area businesses consider the Valley as a potential location to conduct their operations. Companies under local ownership have a tendency to spend and invest more in nearby communities, providing a greater sense of loyalty to their community. A higher percentage of local firms indicates greater economic independence for the region.

Analysis

For 2011, 85% of businesses stated they were locally owned. This is a slight increase since the 2004 (2%) and 2002 (8%) surveys. Of the 13 businesses who responded to this question in all survey years, 10 defined themselves as being locally owned in 2011. As of 2013, some local businesses have made confirmations they will move to the Menomonee Valley Industrial Center (MVIC) in some time, which will add to this total.

In the 2011 survey, about 83% of businesses stated they were headquartered in the Valley. This represents a 3% increase since 2004 and an even larger increase since 2002 (11%). Roughly three-quarters of businesses from the 2011 survey were both locally owned and headquartered in the Valley. This represents a -5% decrease since 2004. Of the 13 businesses who responded to this question in all survey years, 11 defined their location in the Valley as being their company’s headquarters for 2011.

Finally, businesses that were subsidiaries of a larger company represented only 17% as indicated by the 2011 survey results. This represents a decrease from survey results in 2004 (24%) and 2002 (33%). Respondents stated that 8% are a subsidiary of a local company, which is down slightly from 9% in 2004. Of the 18 businesses who responded to this question in all survey years, only one defined themselves as being a subsidiary of a larger company in 2002, while 3 defined themselves as being the same in 2011.

*Source (graphs): 2002, 2004 & 2011 Valley business surveys

BUSINESS LOCAL OWNERSHIP

Measurement

Information regarding employer's perceptions of the Valley's future was taken from two questions on Valley employer surveys in 2002, 2004 & 2011. One question asks about future expansion plans of the respective company while the other about general perceptions the company has on the Valley's future.

Importance

Examining employer opinions about the future of the area provides a general sense of how businesses feel about the Valley's redevelopment moving forward. Reviewing the interests of businesses wanting to expand in the Valley offers insight on this topic as well.

Analysis

Nearly all businesses expressed positive opinions about the Valley's future in both 2004 and 2011 surveys. Employers overwhelmingly offered positive responses such as "bright", "great", "good", "positive" and "getting better and better" to describe their outlook on the Valley's future. To compare, in 2004 about 89% of responses were positive while in 2011 that number rose to 94%. Overall, these perceptions were given from employers who were located in the Valley before its redevelopment and after.

According to survey responses, employer interest in considering the Valley as a place for future expansion remains strong since 2002. Manufacturing businesses, which are of particular importance addressing the goals of the 1998 Menomonee Valley Land Use Plan, increasingly consider the Valley for their expansion or relocation now more than in 2002. Indeed, all but one of the responsive businesses in all survey years pointed out that they would consider the Valley for expansion.

These survey results indicate the business climate in the Valley has seen steady improvements since 2002 amid dozens of new businesses moving into the Valley. It should be worth noting that several programs/organizations have contributed to the Valley's success in attracting reputable employers and developing relationships between Valley businesses. One such organization is the Menomonee Valley Business Association (MVBA), which coordinates efforts to provide promotional events, seminars and networking opportunities for businesses inside and outside the Valley and Business Improvement District (BID) 26.

Another is the Friends of the Hank Aaron State Trail, an organization responsible for the annual Hank Aaron State Trail 5k run/walk and maintaining the trail. Other opportunities include being a volunteer for numerous Valley Events and donating time to the 'Valley Stew Crew' team, a group of volunteers who pick up debris and other polluting agents.

*Source (charts): 2002, 2004 & 2011 Valley business surveys

Actual Business Responses on the Valley's Future: 2011

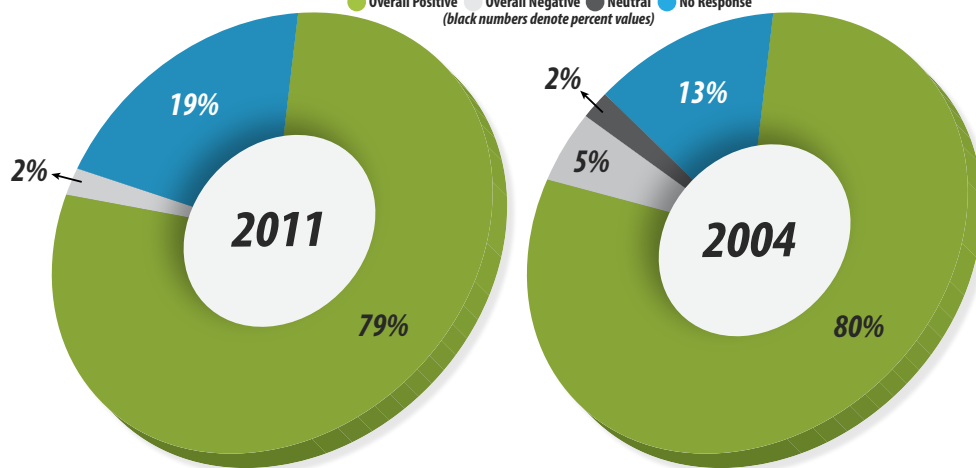
Largest to Smallest Percent Values

(about 19% of businesses did not provide an answer)

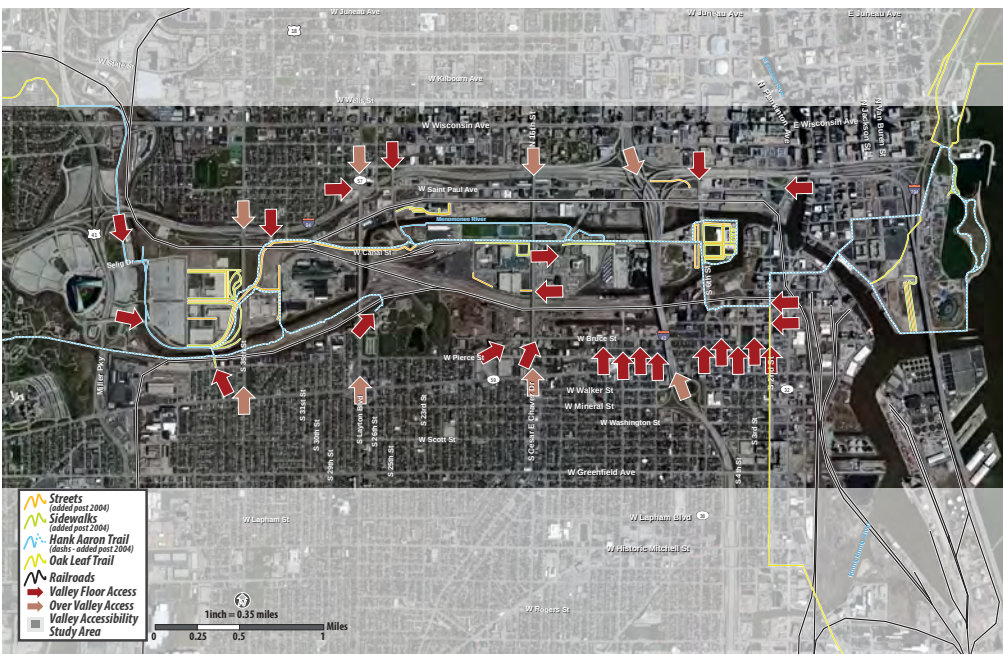


Business Perception of the Valley's Future (Business Surveys): 2004 & 2011

● Overall Positive ● Overall Negative ● Neutral ● No Response
(black numbers denote percent values)



BUSINESS PERCEPTIONS OF VALLEY



Measurement

The number of roads, rail lines, sidewalks and trails within the Valley were reviewed from 2000 to 2012. Major and secondary roads, rail lines and sidewalks were identified through maps and historical aerial photography. Other supporting documents from the Friends of the Hank Aaron State Trail, Menomonee Valley Partners, and the city of Milwaukee were utilized.

Importance

Measuring various transportation options for the Valley helps understand how the Valley improves accessibility with regard to people and goods. While rail lines, roads and waterways have been important to the Valley's historical success as the industrial hub of Milwaukee, prior to its redevelopment, the Valley had little accessibility for all transportation modes (except the railroad). As traffic congestion and automobile ownership costs rise, more commuters are considering transportation alternatives such as the bus, bicycle and even walking.

Analysis

Accessibility to and within the Valley for all transportation modes has greatly improved in the past 10+ years. In 2012, some 34 streets provided access to the Valley. The 1.3 mile extension of Canal Street in 2006 gave the Valley an important east-west connection. Prior to this, motorists going westbound on Canal Street had to merge on 25th Street and access either I-94 or Wisconsin Avenue to reach the west-side. Now by traveling on Canal Street, motorists encounter 3 fewer signaled intersections, no right/left turns, and travel 0.5 miles less. The Menomonee Valley Industrial Center (MVIC) built 4 streets (South 33rd Court, Roundhouse Road, Wheelhouse Road & Milwaukee Road) totaling about 1 mile in length.

The Hank Aaron State Trail opened in 2000 and was roughly 4 miles. Since then, four extensions stretching 8.2 miles, and three bicycle loops totaling about 2 miles, have been added. These extensions now connect trail-goers to the Oak Leaf Trail from the east and west. Two additional extensions are slated for completion in 2013 - roughly 1 mile from Three Bridges Park to Mitchell Park and 0.35 miles from the 6th Street Viaduct to 2nd & Pittsburgh Avenue. With the trail expanding, the rail lines, which once populated the Valley, now have a smaller footprint.

Earlier reports noted about 23 miles of sidewalks were measured in the Valley in 2002. Since then, 10.8 miles (56,979 feet) of sidewalk have been built (including trail sidewalk). A majority (36%) occurred near the MVIC, where 3.9 miles (20,636 feet) of sidewalk was constructed. Finally, various Potawatomi Bingo & Casino renovations added 1.2 miles (6,457 feet) while the Harley Davidson Museum built about 2.5 miles (18,000 feet) both on and near its location.

*Source (map and bullets): 2002-2012 Microsoft Bing & Google aerial imagery

- 6** The total number of pedestrian-accessible structures (i.e., staircases, bridges) that provide access to the Valley floor, two of which have been added within the past 3 years.
- 14** The estimated number of minutes it takes to travel from the west-end of the Valley (near Selig Drive & West Canal Street) to the east-end (The Harley Davidson Museum).
- 24** The number of roads that provide accessibility to the Menomonee Valley floor from outside the Valley, four more than 2004. This is only for motor vehicle accessible roads.
- 100** Total mileage of the Oak Leaf Trail accessible by the Hank Aaron State Trail from its connections to the west (Underwood Creek Parkway), north (Doyle Park), and east (Lakeshore State Park).

INFRASTRUCTURE & ACCESS ACCESSIBILITY TO VALLEY

Measurement

Data for bus routes, stops, and daily ridership in the Valley study area were given by the Milwaukee County Transit System (MCTS) for years 2001, 2004, 2007 and 2011. Supplemental data regarding individuals using public transit for work commuting were collected from the 2007-2011 US Census Bureau's 5-Year American Community Survey (ACS).

Importance

The bus offers a reliable and affordable transportation service to those without an automobile and others seeking refuge from the increasing cost of vehicular travel. The bus service provides individuals with access to employment, medical care, shopping, and entertainment. Public transit is particularly attractive to employers because it provides a simple and inexpensive alternative for their employees to get to work.

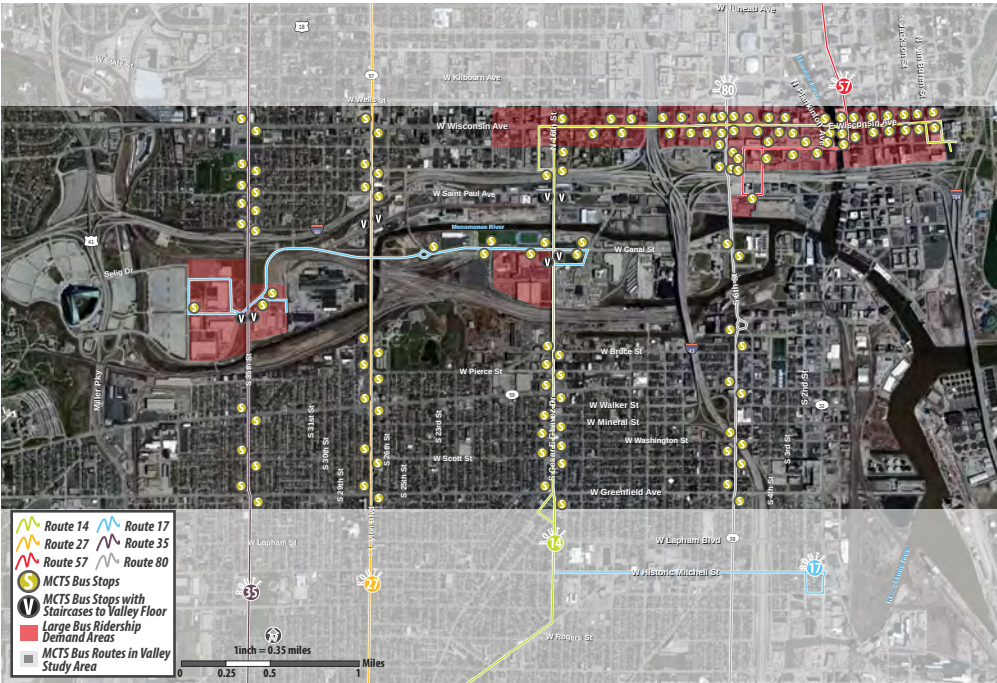
Analysis

For 2011, the Valley had 32 bus stops serviced by six routes - 14 (formerly route 20), 17, 27, 35, 57 (Intermodal Station) and 80. Pedestrian access is available for the 35th Street (route 35), 27th Street (route 27), and 16th Street (route 14) bus stops passing over the Valley. Direct bus access to the Valley is found only along the 6th Street Viaduct (route 80) and Canal St (route 17). Route 17 was modified in 2008 to provide local residents and employees bus service from Mitchell Street to the Menomonee Valley Industrial Center on Canal Street. According to results from the 2011 Valley business survey, usage of Route 17 received mixed reviews with most companies having few to no employees using the bus and the remaining respondents failing to provide an answer.

In 2011, daily ridership averages were the highest for boarding (626 riders) and exiting (772 riders) passengers. This is a 146 (30%) and 141 (22%) passenger increase since 2001. For all years, bus stops adjacent to Potawatomi Bingo & Casino had the most riders, followed by the 27th & Pierce Street stop. Passenger counts for 16th & Canal Street rose each year, with a dramatic increase after 2007. This is likely due to the expansion of Potawatomi in 2008.

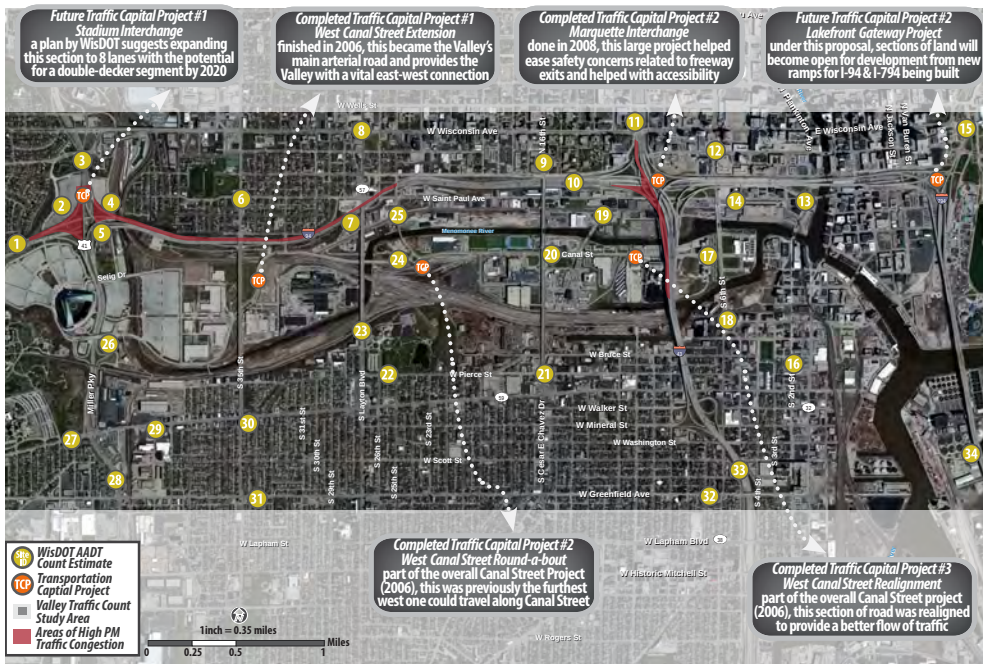
The 2012 MCTS budget report reveals a need to reduce services -12% (or 158,000 service hours) to accommodate rising costs and declining revenue. MCTS will adjust only one Valley bus route (route 57) per the budget. On a seperate note, according to the 2011 US Census Bureau's ACS, about 4,208 (8.5%) of working-age individuals (ages 16 or older) within one-mile of the Valley rely on public transit for their work commute, identical to the city average.

*Source (map and table): 2001, 2004, 2007 & 2011 MCTS ridership data; Stephen Hudak, MCTS
Special thanks to Stephen Hudak, MCTS for his contributions to this indicator



Milwaukee County Transit System (MCTS) Menomonee Valley Study Area Bus Route Ridership Analysis			2001 Bus Ridership (Average)		2004 Bus Ridership (Average)		2007 Bus Ridership (Average)		2011 Bus Ridership (Average)		2011 Peak Times for Ridership	
Route 14	Stop Location	Direction	On	Off	On	Off	On	Off	On	Off	On	Off
	South 27th Street & West Greves Street Viaduct Stairs	North	1.0	1.0	1.0	1.0	1.1	6.1	0.8	1.3	PM	Mid-day
	South 27th Street & West Greves Street Viaduct Stairs	South	0.0	1.0	0.0	1.0	2.2	2.3	2.3	1.3	Mid-day	Late Evening
	South Layton Boulevard & West Evergreen Lane	North	N/A	N/A	29.0	18.0	37.7	26.4	42.9	23.8	Mid-day	Mid-day
	South Layton Boulevard & West Evergreen Lane	South	N/A	N/A	54.0	18.0	26.8	3.0	24.6	19.8	Mid-day	Mid-day
	South Layton Boulevard & West Pierce Street	North	N/A	N/A	63.0	18.0	80.6	25.1	69.6	27.5	Mid-day	Mid-day
	South Layton Boulevard & West Pierce Street	South	N/A	N/A	17.0	93.0	19.9	72.1	22.2	76.4	Mid-day	Mid-day
Route 27	Stop Location	Direction	On	Off	On	Off	On	Off	On	Off	On	Off
	South 16th Street & West Bruce Street	North	N/A	N/A	35.0	34.0	1.6	0.4	6.6	1.8	Mid-day	Mid-day
	South 16th Street & West Bruce Street	South	N/A	N/A	16.0	39.0	0.8	0.2	37.4	62.8	PM	Mid-day
	North 16th Street & West Canal Street Viaduct Stairs	North	78.0	77.0	78.0	77.0	90.8	96.3	132.3	81.9	Mid-day	Mid-day
	North 16th Street & West Canal Street Viaduct Stairs	South	59.0	153.0	59.0	153.0	72.7	135.9	201.1	363.4	Mid-day	Mid-day
	North 16th Street & West St Paul Avenue Viaduct Stairs	North	7.0	12.0	7.0	12.0	3.9	5.8	8.7	15.8	PM	Mid-day
	North 16th Street & West St Paul Avenue Viaduct Stairs	South	22.0	11.0	22.0	11.0	8.2	7.6	8.0	11.3	Evening	PM
Route 80	Stop Location	Direction	On	Off	On	Off	On	Off	On	Off	On	Off
	South 6th Street & West Canal Street	North	1.0	3.0	0.0	1.0	2.8	1.9	4.4	5.6	PM	Mid-day
	South 6th Street & West Canal Street	South	1.0	1.0	0.0	3.0	0.0	0.2	5.9	8.5	Mid-day	Mid-day
	South 6th Street & West Virginia Street	South	N/A	N/A	2.0	53.0	0.0	0.0	11.0	29.7	Mid-day	Mid-day
	South 6th Street & West Bruce Street	South	N/A	N/A	84.0	19.0	52.1	25.6	41.3	28.7	Mid-day	Mid-day
	South 6th Street & West Bruce Street	North	N/A	N/A	13.0	80.0	0.0	0.1	7.0	12.4	Mid-day	Mid-day
Route 17	How beneficial is the Canal Street Bus Route (Route 17) to your Business and Employees? (MVBI Business Survey - 2004 & 2011)											
	Response Type	Percent of Valley Businesses - 2004				Percent of Valley Businesses - 2011						
	Very Beneficial	10%				12%						
	Somewhat Beneficial	37%				28%						
	Not Beneficial	53%				60%						
	No Response	3%				18%						

view with layer **BUS ROUTES & RIDERSHIP** INFRASTRUCTURE & ACCESS



Measurement

Annual average daily traffic counts (AADT) and ramp counts within the Valley study area were collected by the Wisconsin Department of Transportation (WisDOT) traffic reports from 2001-2012. AADT counts are collected during a short period, usually 48 hours, and interpolated for the entire year. Supplemental data on the Valley's past and current transportation projects are also from WisDOT.

Importance

According to past Valley business surveys (2002 & 2004), accessibility was consistently listed as a top disadvantage for the Valley. This includes on-going issues with Valley businesses trying to explain their location to customers. However, recent improvements to vehicular accessibility (most notably the Canal Street extension) now allows for easier commutes and better visibility.

Analysis

Many transportation projects have been completed in the Valley since 2001. The reconfigured Marquette Interchange, the largest project (completed in 2008), had AADT counts over 300,000 in 2010. This represents a modest increase since 2001 (294,300). The Stadium Interchange near Miller Park had 260,000 AADT counts in 2010, which is higher than in 2001 (224,100). The majority of Stadium Interchange traffic comes from the west and east, with traffic peaking from morning and evening rush-hour commutes to and from downtown. Interestingly, a proposal to expand this interchange, including a potential double-decker freeway, is ongoing.

Other projects completed since 2001 include the 6th Street Viaduct bridge, 6th Street round-a-bout, Canal Street reconstruction and 25th Street round-a-bout. Both 6th Street projects were completed in 2002 with the round-a-bout being Milwaukee's first. The 6th Street round-a-bout AADT counts were 12,800 in 2010, slightly higher than in 2001 (12,200) and 2005 (9,400). Renovations to Canal Street helped increase AADT counts along this corridor to 6,200 in 2010. These counts are far higher now than in 2001 (3,000). The 25th & Canal round-a-bout, built in 2005, experienced 18,500 vehicles daily in 2010, an large increase since 2001 (12,200).

Along the Valley's north-end lies St. Paul Avenue, connecting the Valley to the Third Ward and Downtown. AADT counts in 2010 (3,800) on St. Paul Avenue have declined since 2001 (4,400). Similarly, AADT counts on Emmber Lane, adjacent to St. Paul Avenue, were 3,300 in 2010. This is a decrease since 2001 (6,000) and 2006 (4,600). Finally, traffic counts at 16th & Emmber Lane, which connects the Valley to 27th Street, in 2010 (4,000) were far below those in 2001 (7,000) and 2005 (6,200). This is likely due to Potawatomi's vehicular bridge from 16th Street to its parking lot being completed in 2008.

*Source (map and table): 2001-2012 Wisconsin Department of Transportation (WisDOT) traffic count database

Wisconsin Department of Transportation (WisDOT) Annual Average Daily Traffic (AADT) Counts	Station Number (Map)	Most Recent AADT Count	Historic AADT Count (1)	Historic AADT Count (2)	Historic AADT Count (3)
Traffic Counts Near Stadium Interchange and North of the Valley					
I-94 (West of Stadium Interchange)	1	150,000 (2012)	148,000 (2008)	165,200 (2004)	158,100 (2001)
Hwy 41 (Heading West from I-94 West On-ramp)	2	8,800 (2012)	9,000 (2008)	7,600 (2004)	8,300 (2001)
Hwy 41	3	62,500 (2012)	63,800 (2008)	63,200 (2004)	58,600 (2001)
Hwy 41 (Heading North from I-94 West Off-ramp)	4	12,100 (2012)	7,900 (2008)	13,200 (2004)	14,000 (2001)
Hwy 41 (Heading East from I-94 East On-ramp)	5	8,100 (2012)	6,000 (2008)	6,800 (2004)	6,100 (2001)
North 35th St (North of I-94)	6	17,900 (2012)	17,900 (2008)	21,000 (2004)	17,500 (2001)
I-94 (Near North 26th Street/St. Paul Exit)	7	146,000 (2012)	133,000 (2009)	155,100 (2004)	152,200 (2001)
North 27th St (North of I-94)	8	18,000 (2009)	22,100 (2008)	24,900 (2004)	20,100 (2001)
Traffic Counts North of the Valley and Near Marquette Interchange					
North 16th St (North of I-94)	9	100,000 (2012)	101,000 (2008)	82,600 (2001)	N/A
I-94 (West of Marquette Interchange)	10	8,800 (2012)	9,000 (2008)	7,600 (2004)	8,300 (2001)
I-43 (North of Marquette Interchange)	11	153,000 (2012)	144,000 (2008)	144,100 (2004)	149,100 (2001)
North 6th St (North of I-94)	12	12,800 (2012)	12,900 (2008)	15,000 (2004)	21,000 (2001)
North Plankinton Avenue	13	9,400 (2012)	8,500 (2009)	9,100 (2007)	N/A
West St. Paul Avenue	14	7,200 (2012)	6,300 (2010)	6,400 (2004)	6,600 (2001)
North Lincoln Memorial Drive	15	28,700 (2009)	31,800 (2006)	N/A	N/A
Traffic Counts Within the Valley (East)					
South 2nd Street	16	6,700 (2012)	5,700 (2011)	7,300 (2008)	N/A
West Canal Street (Near North 6th Street)	17	6,200 (2010)	8,400 (2008)	9,100 (2006)	3,000 (2001)
South 6th Street Round-a-bout	18	16,500 (2012)	9,400 (2008)	12,300 (2004)	12,200 (2001)
West Emmber Lane	19	9,300 (2012)	4,600 (2008)	6,300 (2004)	6,000 (2001)
West Canal Street (Near North 16th Street)	20	13,300 (2012)	13,500 (2008)	10,500 (2004)	9,500 (2001)
South Cesar E Chavez Dr	21	14,500 (2011)	16,000 (2008)	21,600 (2004)	24,100 (2001)
Traffic Counts Within the Valley (West)					
West Pierce Street	22	4,900 (2011)	6,00 (2008)	6,700 (2004)	7,500 (2001)
South Layton Boulevard	23	22,500 (2012)	24,500 (2008)	22,700 (2004)	20,500 (2001)
West Canal Street Round-a-bout	24	9,800 (2012)	6,300 (2010)	N/A	N/A
North 25th Street	25	10,500 (2012)	11,500 (2007)	13,600 (2004)	12,400 (2001)
West Canal Street (Miller Parkway Exit)	26	3,100 (2012)	2,600 (2010)	2,600 (2008)	2,200 (2006)
West National Avenue (West of Miller Parkway)	27	31,400 (2011)	13,600 (2008)	N/A	N/A
Miller Parkway	28	50,600 (2011)	59,100 (2008)	35,900 (2005)	N/A
West National Avenue (East of Miller Parkway)	29	18,900 (2011)	15,600 (2008)	16,200 (2005)	N/A
Traffic Counts Near I-794 and South of the Valley					
South 35th Street	30	17,100 (2011)	15,400 (2008)	19,400 (2004)	23,400 (2001)
West Greenfield Avenue (Near Miller Parkway)	31	13,100 (2011)	13,600 (2008)	N/A	N/A
West Greenfield Avenue (Near I-43)	32	8,900 (2011)	8,700 (2008)	7,200 (2005)	N/A
I-43 (South of Marquette Interchange)	33	118,000 (2010)	103,000 (2008)	127,200 (2004)	132,800 (2001)
I-794 (Near Milwaukee Harbor)	34	42,900 (2010)	38,600 (2008)	39,500 (2004)	28,200 (2001)

INFRASTRUCTURE & ACCESS VEHICULAR TRAFFIC



EMPLOYMENT DATA

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Menomonee Valley Partners - Business & Employee Resources

Website: www.renewthevalley.org/documents/6-business-employee-reso

University of Wisconsin Milwaukee - Center for Economic Development

Website: www4.uwm.edu/ced | Phone: 414.229.6155

Wisconsin Department of Health & Services - Health Insurance Data Portal

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US Bureau of Labor Statistics - Unemployment Data Portal

Website: www.bls.gov/bls/unemployment.htm

US Bureau of Labor Statistics - Employment Data Portal

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US Census Bureau - OnTheMap Mapping Viewer

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Website: www.google.com/search?q=menomonee+valley&btnG=Search | Phone (Main Office): 414.224.2498

Milwaukee Department of City Development - Tax Incremental Financing (TIF) Map

Website: www.mkedcd.org/business/TIF/pdfs/TIDMap10.pdf

Milwaukee Department of City Development - City Owned Commercial Real Estate

Website: www.city.milwaukee.gov/CityRealEstate.htm | Phone: 414.286.5730

Milwaukee Public Applications - Map Milwaukee Mapping Viewer

Website: www.gis.milwaukee.gov/website/mm1/viewer.htm

Commercial Association of Realtors

Website: www.carw.com | Phone: 414.271.2021

National Association of Industrial and Office Properties (NAIOP) - Wisconsin

Website: www.naiop-wi.org | Phone: 414.507.2326

Xceligent

Website: www.xceligent.com | Phone: 262.613.9878

BUSINESS DATA

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Menomonee Valley Partners - Development & Expansion

Website: www.renewthevalley.org/documents/5-development-expansion

Milwaukee Department of City Development - Menomonee Valley Information

Website: www.city.milwaukee.gov/Plansandstudies/AreaPlan/MenomoneeValley.htm

Milwaukee Department of City Development - Business Toolbox

Website: www.city.milwaukee.gov/BusinessToolbox.htm

Metropolitan Milwaukee Association of Commerce (MMAC)

Website: www.mmac.org | Phone: 414.287.4100

Milwaukee 7 Regional Economic Development Partnership

Website: www.choosemilwaukee.com

The Milwaukee Business Journal (MBJ) - Menomonee Valley News Articles

Website: www.google.com/search?q=menomonee+valley&btnG=Search

Wisconsin Women's Business Initiative Corporation

Website: www.wwbic.com | Phone: 414.263.5450

INFRASTRUCTURE DATA

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Menomonee Valley Partners - Sustainable Design Guidelines

Website: www.google.com/search?q=menomonee+valley&btnG=Search

Friends of the Hank Aaron State Trail - Trail Map

Website: www.google.com/search?q=menomonee+valley&btnG=Search

Milwaukee County Transit System (MCTS)

Website: www.ridemcts.com | Phone: 414.344.6711

Milwaukee County Transit System (MCTS) - Route & Schedule Information

Website: www.ridemcts.com/routes-schedules

Wisconsin Department of Transportation (WisDOT) - Traffic Count Mapping Viewer

Website: www.trust.dot.state.wi.us/roadrunner

Wisconsin Bike Federation

Website: www.wisconsinbikefed.org | Phone (Valley Office): 414.431.1798

ECONOMIC INDICATORS



SOURCES & INFORMATION



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



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



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

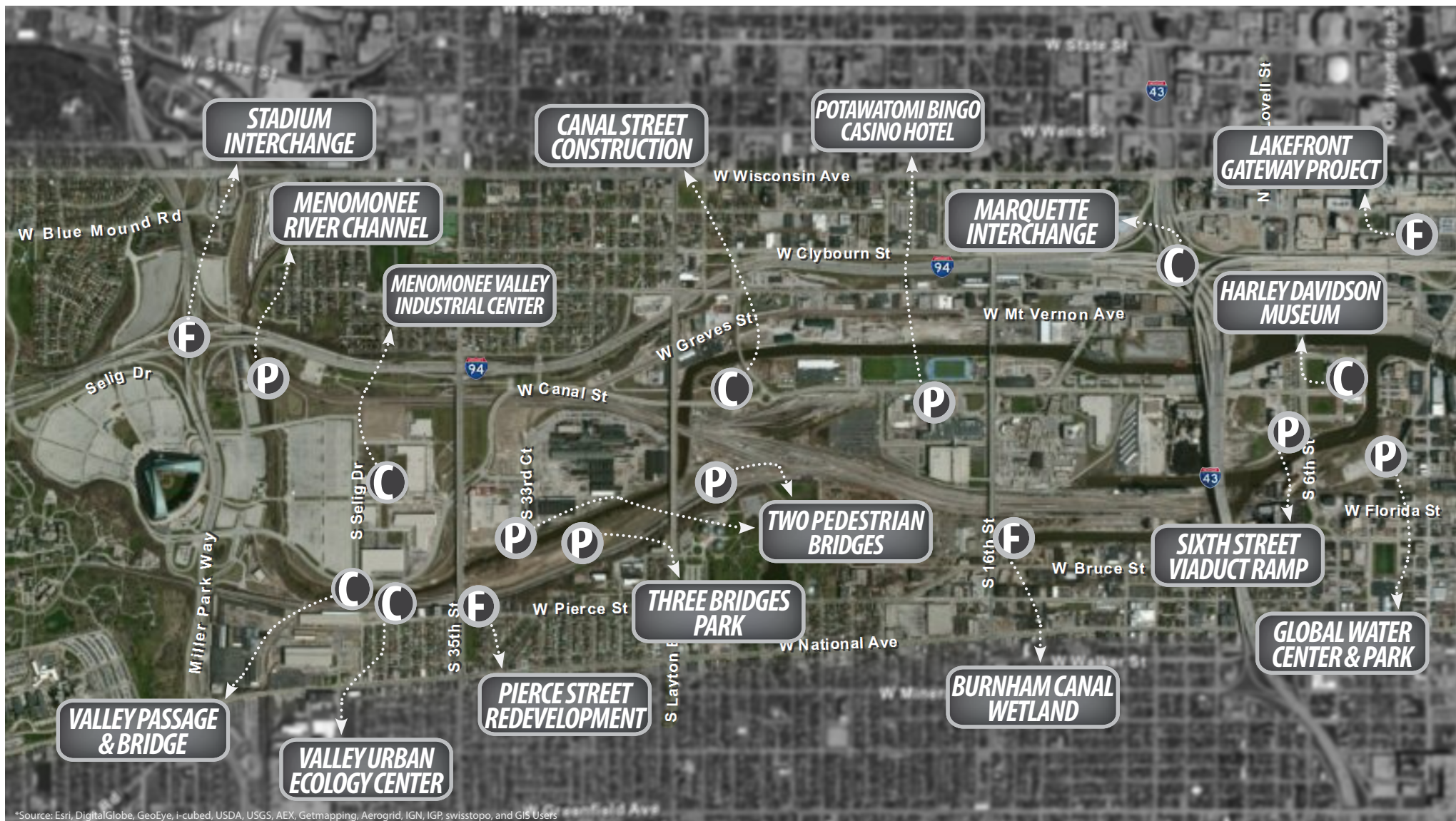


*Photo: Construction of the Urban Ecology Center's Valley Branch (on Pierce Street) was made possible through kind donations of building supplies

*Source (All): Greg Latsch Photography

SECTION FOUR VALLEY CATALYTIC PROJECTS

16 PROJECTS



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

COMPLETE, PRESENT & FUTURE CATALYTIC PROJECTS

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

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

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

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

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

C SIX COMPLETE CATALYTIC PROJECTS

- Canal Street Construction
- Menomonee Valley Industrial Center
- Harley Davidson Museum
- Marquette Interchange
- Valley Passage & Bridge
- Valley Urban Ecology Center

P SIX PRESENT CATALYTIC PROJECTS

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

F FOUR FUTURE CATALYTIC PROJECTS

- Pierce Street Redevelopment
- Burnham Canal Wetland
- Stadium Interchange
- Milwaukee Lakefront Gateway Project

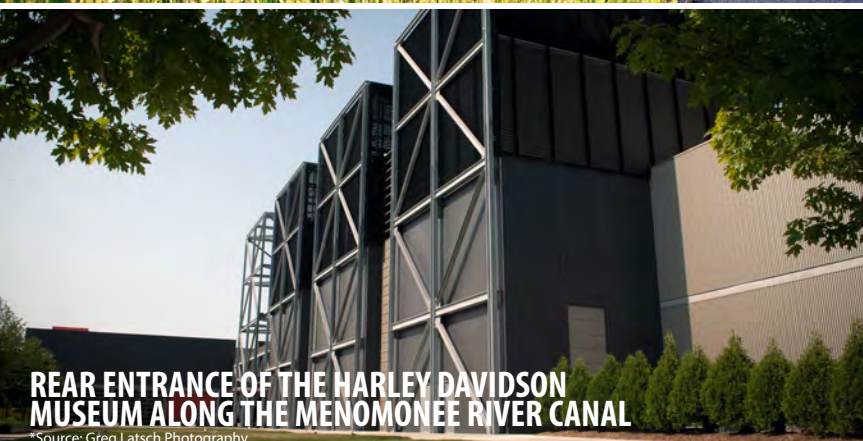
LOCATION MAP

CATALYTIC PROJECTS



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

*Source: Greg Latsch Photography



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

*Source: Greg Latsch Photography



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

*Source: Menomonee Valley Benchmarking Initiative Photography

THE MENOMONEE VALLEY INDUSTRIAL CENTER (MVIC) (PICTURE)

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

WEST CANAL STREET CONSTRUCTION

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

THE HARLEY-DAVIDSON MUSEUM (PICTURE)

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

THE VALLEY PASSAGE & PEDESTRIAN BRIDGE (PICTURE)

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

URBAN ECOLOGY CENTER

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

**COMPLETE
CATALYTIC PROJECTS**



THREE BRIDGES PARK (PICTURE)

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

BURNHAM CANAL WETLAND RESTORATION

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

WATER COUNCIL INTERNATIONAL WATER TECHNOLOGY ACCELERATOR & WATER TECHNOLOGY PARK

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

POTAWATOMI BINGO CASINO HOTEL (PICTURE)

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

REMOVAL OF MENOMONEE RIVER CONCRETE CHANNEL

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

WEST PIERCE STREET REDEVELOPMENT (PICTURE)

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



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

*Source: Menomonee Valley Benchmarking Initiative Photography



THE POTAWATOMI BINGO CASINO HOTEL DURING CONSTRUCTION

*Source: Menomonee Valley Benchmarking Initiative Photography



RENDERING OF POTENTIAL STREETSCAPE DESIGN FOR PIERCE STREET NEAR VALLEY PASSAGE

*Source: Alison Van Dyk, Jose Fernando Moreno, John Pelicki, Jason Hildebrand, & Tim Corlier

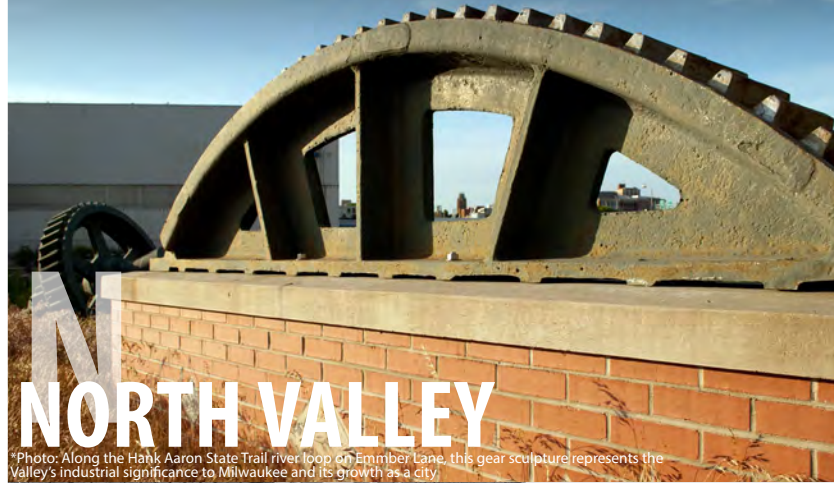


PRESENT & FUTURE CATALYTIC PROJECTS



W WEST VALLEY

*Photo: This bronze statue of all-time baseball great Hank Aaron, by Brian Maughan & Douglas Kwart, greets visitors as they enter Miller Park



N NORTH VALLEY

*Photo: Along the Hank Aaron State Trail river loop on Emmer Lane, this gear sculpture represents the Valley's industrial significance to Milwaukee and its growth as a city



S SOUTH VALLEY

*Photo: A move to the Valley (within a stone's throw of the Hank Aaron State Trail), the Wisconsin Bike Fed mission is to inspire, motivate and unite a strong community of civic, business and political leaders, motorists and bicyclists to move bicycling forward



E EAST VALLEY

*Photo: The Iron Horse Hotel, previously a vacant 100-year old warehouse, is a popular night-time venue for Milwaukeeans, Harley Davidson enthusiasts and fellow travelers

*Source (All): Greg Latsch Photography

SECTION FIVE VALLEY PHOTOGRAPHY

20 PHOTOGRAPHS



MELVIN "BUS" SHIMEK MEMORIAL TRACK & FIELD FACILITY

*Source: Greg Latsch Photography



**HANK AARON STATE TRAIL RIVER LOOP MARKER
ON CANAL STREET & EMBER LANE**

*Source: Greg Latsch Photography



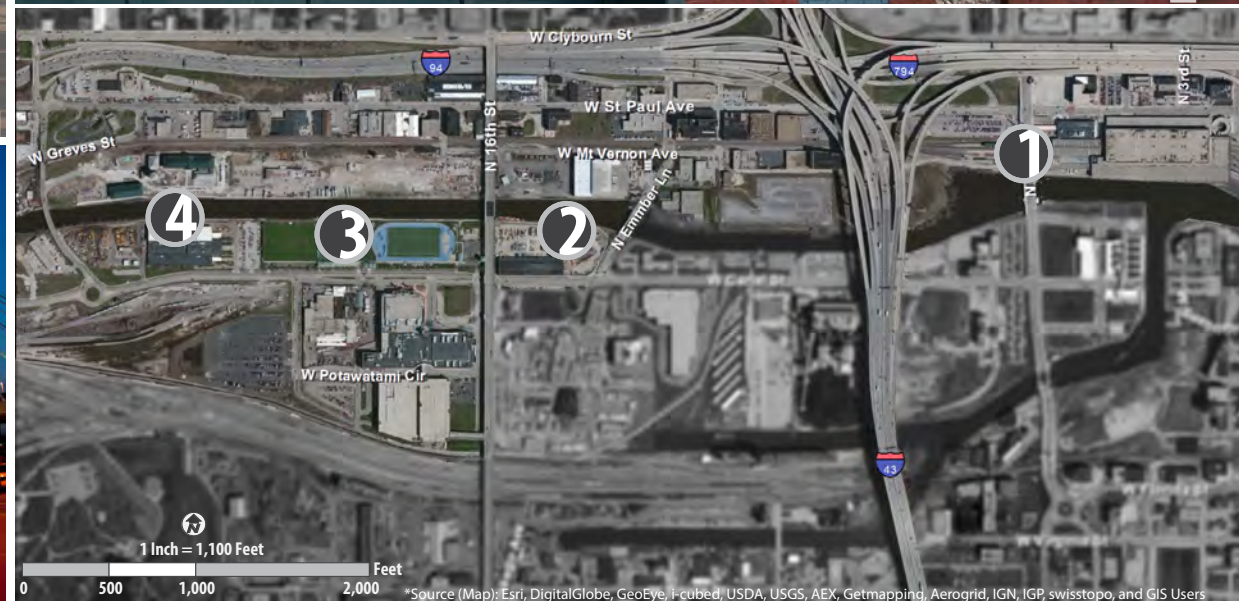
CAR LIGHTS IN FRONT OF MILWAUKEE INTERMODAL STATION

*Source: Greg Latsch Photography



**FORMER GAS LIGHTS PROPERTY (INSET) - NOW FOUR SEASONS SKATEPARK,
ONE BUILDING AT THE CITY LIGHTS DEVELOPMENT**

*Source: Menomonee Valley Benchmarking Initiative Photography



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

*The **North Valley** area is the gateway to Downtown with industrial properties and vacant warehouses scattered along Saint Paul Avenue. The **North Valley** boundary is shown in color on the map above.

NORTH VALLEY PICTURES



FORMER VALLEY STOCKYARDS (INSET) - NOW CANAL STREET COMMERCE CENTER

*Source: Menomonee Valley Benchmarking Initiative Photography



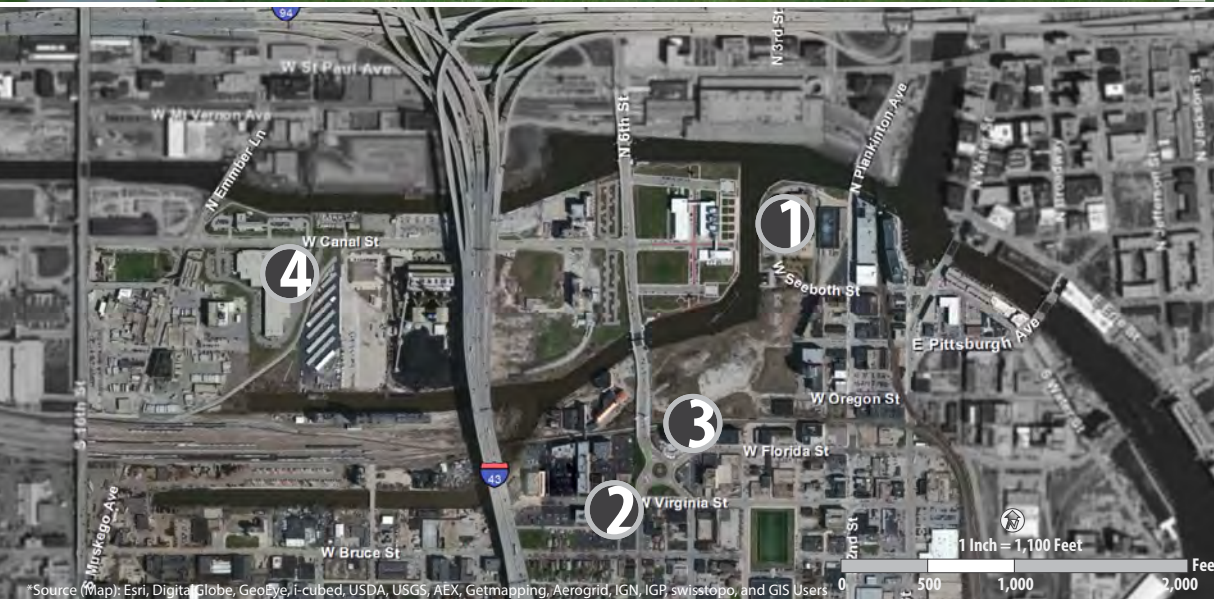
NIGHT LIGHTS ALONG THE 6TH STREET ROUNDABOUT

*Source: Greg Latsch Photography



TANNERY BUSINESS CENTER GATEWAY SIGN

*Source: Menomonee Valley Benchmarking Initiative Photography



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



HILL CLIMBER STATUE BY JEFF DECKER AT THE HARLEY DAVIDSON MUSEUM

*Source: Greg Latsch Photography

EAST VALLEY PICTURES

*The **East Valley** area has experienced several redevelopment projects and will continue to do so in the years to come. The **East Valley** boundary is shown in color on the map above.



MITCHELL PARK CONSERVATORY (THE DOMES)

*Source: Greg Latsch Photography



MASTERSON BUILDING LANDMARK ON NATIONAL AVENUE

*Source: Menomonee Valley Benchmarking Initiative Photography



P&H MONUMENT AT JOY GLOBAL HEADQUARTERS

*Source: Menomonee Valley Benchmarking Initiative Photography



FORMER UNUSED SPACE (INSET) - NOW 33RD COURT BRIDGE TO THREE BRIDGES PARK

*Source: Menomonee Valley Benchmarking Initiative Photography

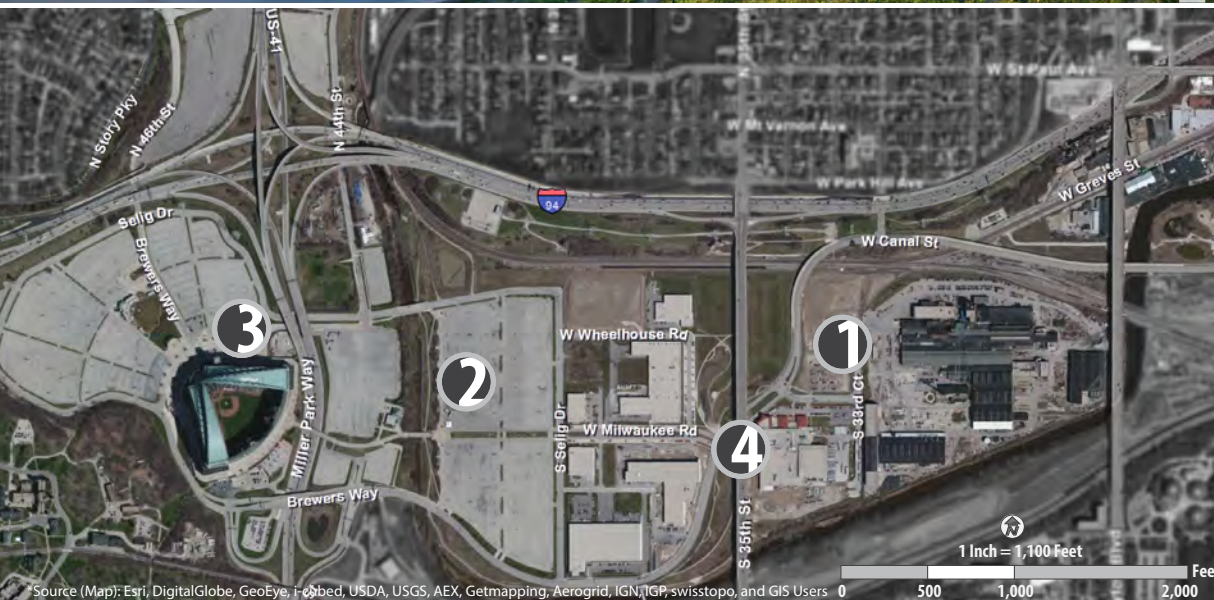


*The **South Valley** area is where much of the residential population and shopping amenities exist for the Valley study area. The **South Valley** boundary is shown in color on the map above.

SOUTH VALLEY PICTURES



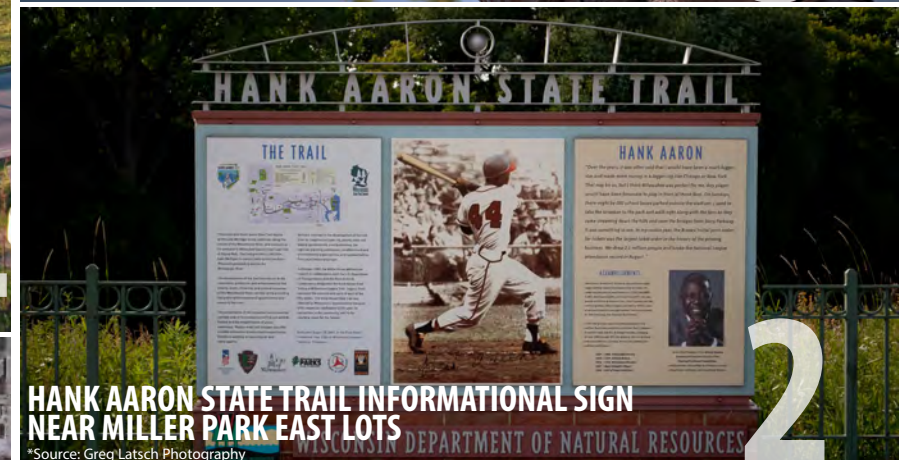
**FORMER MILWAUKEE RAILROAD SHOPS PROPERTY (INSET) - NOW
MENOMONEE VALLEY INDUSTRIAL CENTER (MVIC) & HANK AARON STATE TRAIL**



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



ROBIN YOUNT STATUE BY BRIAN MAUGHAN AT MILLER PARK ENTRANCE
*Source: Greg Latsch Photography



**HANK AARON STATE TRAIL INFORMATIONAL SIGN
NEAR MILLER PARK EAST LOTS**



RECENT ADDITION TO THE MENOMONEE VALLEY INDUSTRIAL CENTER - JF AHERN

*The **West Valley** area has undergone the most significant change since 2000, with the most prominent being the MVIC. The **West Valley** boundary is shown in color on the map above.

WEST VALLEY PICTURES



SECTION SIX

IMVB REPORT APPENDIX

5 DATA TABLES

2010 US Census - Population	Valley 1 Mile	Valley 2 Miles	Valley 3 Miles	City of Milwaukee	Milwaukee County	Milwaukee-Waukesha - West Allis MSA
Total Population	117,970	247,178	402,049	594,833	947,735	1,555,908
Male Population	61,184	125,042	199,623	286,949	457,717	756,805
Female Population	56,786	122,136	202,426	307,884	490,018	799,103
Population: Age <5	9,706	20,211	31,584	48,694	69,364	103,565
Population: Ages 5 - 9	8,171	17,469	27,579	43,881	64,289	105,159
Population: Ages 10 - 14	7,312	16,054	25,885	42,379	63,132	107,021
Population: Ages 15 - 19	10,694	19,491	30,585	49,757	69,912	111,081
Population: Ages 20 - 24	16,116	27,042	41,580	58,078	77,957	106,415
Population: Ages 25 - 29	11,980	25,708	40,291	52,016	78,250	109,235
Population: Ages 30 - 34	9,364	20,400	32,655	44,455	68,088	100,121
Population: Ages 35 - 39	7,503	16,175	26,354	38,226	60,231	96,621
Population: Ages 40 - 44	6,800	14,634	23,918	35,937	59,070	104,029
Population: Ages 45 - 49	6,635	14,603	24,292	36,134	62,602	116,022
Population: Ages 50 - 54	6,676	14,467	24,317	36,212	64,588	117,449
Population: Ages 55 - 59	5,494	12,327	21,253	31,525	56,696	101,877
Population: Ages 60 - 64	3,965	9,192	15,644	24,311	44,423	81,481
Population: Ages 65 - 69	2,499	5,712	9,719	15,395	29,200	55,171
Population: Ages 70 - 74	1,741	4,044	7,386	11,566	22,684	41,872
Population: Ages 75 - 79	1,324	3,371	6,304	9,852	20,294	36,391
Population: Ages 80 - 84	946	2,821	5,836	8,371	17,968	31,124
Population: Ages 15+	92,781	193,444	317,001	459,879	750,950	1,240,163
Population: Ages <18	29,619	83,353	168,401	303,355	500,140	815,885
Population: Ages 25 - 64	58,417	127,506	208,724	298,816	493,948	826,835
Population: Ages 65+	7,554	11,011	17,878	25,922	44,909	76,183
Population: Ages 85+	1,044	3,457	6,867	8,044	18,987	31,274
Race: White	44,051	107,461	190,336	220,219	514,958	1,073,109
Race: Black	22,607	49,567	95,648	233,325	248,794	255,779
Race: Hispanic	43,506	74,042	92,945	103,007	126,039	147,503
Race: American Indian or Alaskan Native	1,011	1,958	2,761	3,408	5,212	6,594
Race: Asian	4,282	8,826	11,696	20,553	32,007	45,588
Race: Native Hawaiian and Other Pacific Islander	40	76	129	195	296	455
Race: Some Other Race	150	280	453	819	1,139	1,496
Race: Two or More Races	2,323	4,968	8,081	13,307	19,290	25,384

*Source (All): Various Table IDs from 2010 & 2000 US Census SF-1 Forms

2000 US Census - Population	Valley 1 Mile	Valley 2 Miles	Valley 3 Miles	City of Milwaukee	Milwaukee County
Total Population	115,410	244,102	404,287	596,974	940,164
Male Population	59,865	122,566	197,301	285,363	450,574
Female Population	55,545	121,536	206,986	311,611	489,590
Population: Age <5	9,121	19,203	30,940	47,545	67,141
Population: Ages 5 - 9	9,037	19,601	31,883	50,555	71,253
Population: Ages 10 - 14	8,122	18,285	30,082	46,688	69,193
Population: Ages 15 - 19	11,359	20,938	31,865	47,231	68,674
Population: Ages 20 - 24	14,388	24,381	36,994	51,814	69,873
Population: Ages 25 - 29	10,344	21,792	35,413	49,027	71,001
Population: Ages 30 - 34	8,937	19,355	31,951	45,424	70,129
Population: Ages 35 - 39	8,571	18,642	30,690	43,714	71,716
Population: Ages 40 - 44	7,927	17,267	29,013	42,078	71,701
Population: Ages 45 - 49	6,646	14,868	25,350	37,469	64,493
Population: Ages 50 - 54	5,176	11,697	20,019	30,882	53,764
Population: Ages 55 - 59	3,662	8,041	13,650	21,586	38,037
Population: Ages 60 - 64	2,872	6,379	11,257	17,838	31,504
Population: Ages 65 - 69	2,484	5,784	10,273	16,502	29,641
Population: Ages 70 - 74	2,259	5,682	10,807	16,513	30,279
Population: Ages 75 - 79	2,007	5,190	9,981	14,249	26,877
Population: Ages 80 - 84	1,354	3,670	7,245	9,478	18,376
Population: Ages 15+	89,130	187,013	311,382	452,186	732,577
Population: Ages <18	31,102	67,797	110,399	170,984	247,825
Population: Ages 25 - 64	54,135	118,041	197,343	288,018	472,345
Population: Ages 65+	9,248	23,653	45,180	65,123	121,685
Population: Ages 85+	1,144	3,327	6,874	8,381	16,512
Race: White	50,601	123,306	217,647	270,989	583,481
Race: Black	20,797	49,313	99,773	220,432	228,471
Race: Hispanic	34,857	54,436	64,041	71,646	82,406
Race: American Indian or Alaskan Native	1,389	2,618	3,479	4,313	5,735
Race: Asian	5,298	9,476	11,761	17,339	23,879
Race: Native Hawaiian and Other Pacific Islander	74	117	178	222	321
Race: Some Other Race	163	312	541	978	1,259
Race: Two or More Races	2,231	4,524	6,867	11,055	14,609

2010 & 2000 US DECENNIAL CENSUS POPULATION TOPICS

For population topics, comparisons were made between the 2010 & 2000 US decennial census on variables including total population and population by gender, age and race.

Population data for 1, 2 & 3 miles from the Valley were found by intersecting multiple buffers from Valley boundary to census block centroids in GIS.

POPULATION TOPICS DECENNIAL CENSUS



2010 US Census - Housing	Valley 1 Mile	Valley 2 Miles	Valley 3 Miles	City of Milwaukee	Milwaukee County	Milwaukee-Waukesha - West Allis MSA
Total Households	43,530	96,535	160,636	230,221	383,591	622,087
Family Households	21,394	48,744	82,930	130,214	221,019	391,117
Family with Children < 18 Years old	13,643	29,569	48,151	76,783	118,207	194,889
Family with Husband & Wife	12,260	26,386	45,542	64,459	134,758	279,442
Husband & Wife Family with Children < 18 Years old	5,988	13,652	22,156	30,631	59,792	121,138
Average Family Size	2.01	2.32	2.46	3.28	3.14	3.07
Non-Family Households	22,136	47,791	77,706	100,007	162,572	230,970
Male Householder Alone	9,117	19,112	29,263	36,339	57,695	80,981
Female Householder Alone	7,641	17,891	30,245	41,077	71,622	104,936
1-Person Household	16,758	37,003	59,508	77,416	129,317	185,917
2-Person Household	10,829	25,281	44,691	64,769	116,827	205,110
3-Person Household	5,688	12,608	22,170	35,289	57,206	94,946
4-Person Household	4,333	9,669	16,377	25,506	42,925	78,292
5-Person Household	2,865	5,946	9,251	14,219	21,053	35,332
6-Person Household	1,582	3,115	4,510	6,847	9,050	13,495
7-Person Household	1,475	2,913	4,129	6,175	7,213	8,995
Average Household Size	1.68	1.92	2.02	2.50	2.41	2.45
Number of Occupied Housing Units	43,530	96,535	160,636	230,221	383,591	622,087
Total Owner Occupied Units	12,672	35,046	65,670	100,296	196,834	380,813
Percent Owner Occupied Units	29.1%	36.3%	40.9%	43.6%	51.3%	61.2%
Owner Occupied: 1 Person	3,326	9,516	18,373	28,045	50,689	82,161
Owner Occupied: 2 Persons	3,751	11,005	21,420	32,609	69,047	141,995
Owner Occupied: 3 Persons	1,815	5,162	9,910	15,565	31,253	62,215
Owner Occupied: 4 Persons	1,543	4,323	8,194	12,218	26,073	56,999
Owner Occupied: 5+ Persons	2,237	5,040	7,773	11,859	19,772	37,443
Owner Occupied: Age of Householder 25 - 34	2,068	5,784	10,253	13,482	24,107	39,748
Owner Occupied: Age of Householder 55 - 64	2,527	6,929	13,154	21,035	42,000	83,392
Total Renter Occupied Units	30,858	61,489	94,966	129,925	186,757	241,274
Percent Renter Occupied Units	70.9%	63.7%	59.1%	56.4%	48.7%	38.8%
Renter Occupied: 1 Person	13,432	27,487	41,135	49,371	78,628	103,756
Renter Occupied: 2 Persons	7,078	14,276	23,271	32,160	47,780	63,115
Renter Occupied: 3 Persons	3,873	7,446	12,260	19,724	25,953	32,731
Renter Occupied: 4 Persons	2,790	5,346	8,183	13,288	16,852	21,293
Renter Occupied: 5+ Persons	3,685	6,934	10,117	15,382	17,544	20,379
Renter Occupied: Age of Householder 25 - 34	8,692	18,464	28,104	36,956	51,332	63,896
Renter Occupied: Age of Householder 55 - 64	3,609	7,003	10,758	15,047	22,104	28,268

2000 US Census - Housing	Valley 1 Mile	Valley 2 Miles	Valley 3 Miles	City of Milwaukee	Milwaukee County
Total Households	42,085	94,742	161,007	232,188	377,729
Family Households	21,443	49,368	86,374	135,189	225,046
Family with Children < 18 Years old	13,736	30,110	50,310	79,050	121,102
Family with Husband & Wife	11,737	28,323	50,323	74,794	147,500
Husband & Wife Family with Children < 18 Years old	6,647	14,963	24,862	35,631	67,557
Average Family Size	2.01	2.34	2.48	3.25	3.13
Non-Family Households	20,642	45,374	74,633	96,999	152,683
Male Householder Alone	8,921	18,657	28,391	35,560	54,077
Female Householder Alone	7,455	18,010	31,550	42,212	70,536
1-Person Household	16,376	36,667	59,941	77,772	124,613
2-Person Household	10,013	24,081	44,147	66,233	115,627
3-Person Household	5,398	12,297	21,890	35,118	56,489
4-Person Household	4,346	9,771	16,814	26,114	44,143
5-Person Household	2,800	5,832	9,390	14,228	21,297
6-Person Household	1,501	2,942	4,414	6,600	8,636
7-Person Household	1,651	3,152	4,411	6,123	6,924
Average Household Size	1.67	1.94	2.04	2.50	2.43
Number of Occupied Housing Units	42,085	94,742	161,007	232,188	377,729
Total Owner Occupied Units	12,641	34,862	67,461	105,235	198,752
Percent Owner Occupied Units	30.0%	36.8%	41.9%	45.3%	52.6%
Owner Occupied: 1 Person	3,169	9,007	18,090	27,784	47,725
Owner Occupied: 2 Persons	3,757	10,978	22,284	35,402	69,945
Owner Occupied: 3 Persons	1,847	5,312	10,382	16,803	32,612
Owner Occupied: 4 Persons	1,689	4,643	8,719	13,204	28,086
Owner Occupied: 5+ Persons	2,179	4,922	7,986	12,042	20,384
Owner Occupied: Age of Householder 25 - 34	1,776	5,096	9,595	13,897	24,115
Owner Occupied: Age of Householder 55 - 64	1,776	4,566	8,984	15,604	29,712
Total Renter Occupied Units	29,444	59,880	93,546	126,953	178,977
Percent Renter Occupied Units	70.0%	63.2%	58.1%	54.7%	47.4%
Renter Occupied: 1 Person	13,207	27,660	41,851	49,988	76,888
Renter Occupied: 2 Persons	6,256	13,103	21,863	30,831	45,682
Renter Occupied: 3 Persons	3,551	6,985	11,508	18,315	23,877
Renter Occupied: 4 Persons	2,657	5,128	8,095	12,910	16,057
Renter Occupied: 5+ Persons	3,773	7,004	10,229	14,909	16,473
Renter Occupied: Age of Householder 25 - 34	7,882	16,841	26,706	36,575	50,205
Renter Occupied: Age of Householder 55 - 64	2,497	4,865	7,198	9,775	13,782

*Source (All): Various Table IDs from 2010 & 2000 US Census SF-1 Forms

2010 & 2000 US DECENNIAL CENSUS HOUSING TOPICS

For housing topics, comparisons were derived between the 2010 & 2000 US decennial census on variables including total households and families, household and family size, household type, tenure of housing units, and age of householders.

Housing data for 1, 2 & 3 miles from the Valley were found by intersecting multiple buffers from Valley boundary to census block centroids in GIS.

2006-2010 American Community Survey Economic Topics	Valley 1 Mile	+/- Error	Valley 2 Miles	+/- Error	Valley 3 Miles	+/- Error	City of Milwaukee	+/- Error	Milwaukee County	+/- Error	Milwaukee-Waukesha - West Allis MSA	+/- Error
Total Population Ages 16+	87,885	2,275	183,395	3,363	291,759	4,214	446,717	1,373	729,587	716	1,203,414	853
Population Ages 16+ in Civilian Workforce	57,099	1,753	123,197	2,633	196,635	3,150	296,668	3,319	487,978	3,638	826,528	3,817
Population Ages 16+ Employed	49,961	1,688	108,573	2,318	175,388	2,835	262,157	3,451	442,542	3,530	764,598	3,631
Population Ages 16+ Unemployed	7,138	732	14,624	1,448	21,247	1,620	34,511	1,701	45,436	1,905	61,930	2,240
Population Ages 16+ Unemployed Percent	13.0%	3.1%	13.0%	3.1%	12.4%	3.1%	11.6%	0.6%	9.3%	0.4%	7.5%	0.2%
Work Commute: Car, Truck or Van	30,444	1,300	72,094	1,918	121,314	2,423	182,865	3,237	330,907	3,907	600,559	4,309
Work Commute: Carpool	7,984	937	14,429	1,170	20,451	1,362	30,659	1,821	46,102	2,092	68,162	2,446
Work Commute: Public Transit	4,208	556	8,737	827	13,780	1,029	21,809	1,283	25,159	1,395	27,392	1,517
Work Commute: Walking	4,890	791	7,482	947	10,262	1,142	12,388	1,053	15,400	1,117	20,453	1,199
Work Commute: Other Means	823	466	1,748	735	2,813	933	3,643	532	5,975	701	9,251	754
Work Commute: Work at Home	933	441	2,258	623	3,788	762	5,761	559	10,769	613	23,277	1,047
Mean Travel Time to Work	21.1	2.3	21.3	2.3	21.5	2.3	21.6	0.2	21.5	0.2	22.2	0.1
Workers in Agriculture, Forestry, Fishing & Hunting, Mining	524	601	911	903	1,181	1,154	1,662	410	2,662	532	5,464	684
Workers in Construction	2,380	543	5,482	800	8,570	991	9,942	836	18,569	1,118	38,531	1,271
Workers in Manufacturing	9,761	874	18,910	1,178	27,942	1,404	40,362	1,645	68,548	2,327	130,710	2,846
Workers in Wholesale Trade	1,327	526	2,880	762	4,810	908	6,284	684	12,447	1,027	26,774	1,311
Workers in Retail Trade	4,837	626	10,827	888	18,031	1,137	27,629	1,259	47,696	1,738	84,482	2,288
Workers in Transportation & Warehousing, Utilities	1,541	423	3,701	658	6,451	825	11,465	822	20,517	1,241	32,129	1,442
Workers in Information Technology	912	535	2,320	803	3,821	903	5,688	618	10,582	769	17,460	959
Workers in Finance & Insurance, Real Estate & Rental, Leasing	2,527	478	6,351	701	10,994	934	17,100	961	33,306	1,597	60,079	2,047
Workers in Professional, Scientific, Management, Administrative, Waste	6,338	738	12,652	977	18,789	1,159	25,377	1,128	43,065	1,559	75,392	2,234
Workers in Educational Services, Health Care, Social Assistance	10,772	836	24,460	1,260	42,071	1,641	68,288	1,923	111,231	2,318	178,438	2,994
Workers in Arts & Entertainment, Recreation, Food Services	6,040	676	12,253	984	19,639	1,266	26,120	1,354	39,091	1,670	60,286	1,877
Workers in Public Administration	1,149	445	3,134	677	5,384	849	10,495	812	15,693	947	22,957	1,034
Workers in Other Services	1,853	397	4,692	667	7,705	834	11,745	962	19,135	1,285	31,896	1,584
Median Household Income	\$29,188	\$93	\$33,188	\$105	\$34,014	\$101	\$35,921	\$636	\$43,215	\$656	\$53,043	\$482
Median Family Income	\$32,574	\$123	\$36,087	\$122	\$39,123	\$123	\$41,531	\$865	\$54,539	\$927	\$68,787	\$681
Median Non-Family Income	\$21,570	\$110	\$25,521	\$110	\$27,297	\$109	\$27,395	\$840	\$30,524	\$562	\$32,033	\$530
Median Full-Time Earnings: Male	\$29,136	\$112	\$34,191	\$107	\$36,101	\$107	\$37,841	\$761	\$43,482	\$594	\$50,792	\$385
Median Full-Time Earnings: Female	\$26,925	\$101	\$29,167	\$102	\$31,446	\$102	\$31,935	\$405	\$35,324	\$461	\$37,638	\$408
Households with Retirement Income	3,822	423	10,149	668	18,863	876	32,283	1,217	61,548	1,503	104,778	1,846
Households with Cash Public Assistance	1,909	464	3,535	638	5,116	757	7,900	662	9,795	747	12,099	897
Households with Food stamps or SNAP Benefits in Last 12 Months	8,602	663	17,026	923	23,944	1,099	40,250	1,374	47,722	1,597	55,097	1,815
Percent of Family Incomes Below Poverty Level	29.5%	4.5%	26.2%	4.3%	23.6%	4.1%	21.7%	1.0%	14.9%	0.6%	9.7%	0.4%

*Source (All): Various Table IDs from 2010-2006 Five Year American Community Survey

2010-2006 AMERICAN COMMUNITY SURVEY ECONOMIC DATA

For economic topics, data were derived from the 5-year ACS on variables including employment status, work commute, workers by industry, income, and income from personal and public benefits.

Economic data for 1, 2 & 3 miles from the Valley were found by intersecting multiple buffers from Valley boundary to census block groups centroids in GIS. The +/- error values show data validity for each topic.

2006-2010 American Community Survey Social Topics	Valley 1 Mile	+/- Error	Valley 2 Miles	+/- Error	Valley 3 Miles	+/- Error	City of Milwaukee	+/- Error	Milwaukee County	+/- Error	Milwaukee-Waukesha - West Allis MSA	+/- Error
Total Population Ages 15+	89,546	1,563	186,689	2,329	296,894	2,966	235,739	1,228	386,541	113	639,353	242
Number of Women Ages 15 - 50 Who Birthed in Past Year	2,254	508	4,566	670	6,536	795	9,953	837	14,502	953	21,741	1,112
Total Unmarried Women	1,291	551	2,486	769	3,390	967	5,531	656	6,745	712	8,281	819
Total Population in School	36,738	1,964	72,162	2,663	111,979	3,245	183,237	2,295	265,325	2,276	422,196	2,689
Population in Nursery or PreSchool	950	550	2,376	769	3,758	947	5,477	517	9,574	738	19,111	884
Population in Kindergarten	2,709	504	5,695	695	8,734	867	14,858	1,029	20,673	1,183	29,584	1,304
Population in Elementary School	12,771	1,023	27,502	1,492	40,750	1,772	70,059	1,108	101,838	1,086	169,253	1,387
Population Ages 3+ in High School	6,511	718	13,624	1,064	21,202	1,390	37,683	1,135	54,526	987	92,098	1,325
Population in College or Graduate School	13,797	1,280	22,965	1,548	37,535	1,934	55,160	1,891	78,714	1,980	112,150	2,307
Total Population Ages 25+	63,528	1,751	141,424	2,739	227,597	3,381	351,064	1,611	597,175	137	1,008,409	241
Population w/ Less than 9th Grade Education	8,871	962	15,441	1,228	19,293	1,373	24,833	1,216	31,260	1,243	38,363	1,449
Population w/ 9th to 12th Grade Education (No Diploma)	10,326	895	19,349	1,228	28,267	1,580	44,114	1,521	58,719	1,754	74,641	2,083
Population w/ High School Diploma	19,947	1,203	42,960	1,857	68,081	2,234	113,299	2,525	181,492	2,821	294,476	3,525
Population w/ Some College Education but No Degree	10,552	865	25,209	1,284	43,421	1,627	72,900	2,426	124,935	2,983	212,733	3,751
Population w/ Associate's Degree	3,575	518	7,866	789	13,228	963	22,248	1,194	41,188	1,576	76,830	2,096
Population with Bachelor's Degree	6,512	630	20,020	1,101	36,152	1,437	48,361	1,617	103,139	2,159	204,319	3,226
Population with Graduate or Professional Degree	3,745	565	10,579	920	19,155	1,182	25,309	1,433	56,442	1,954	107,047	2,388
Percent of Population Who Are High School or Higher Graduates	71.7%	3.5%	74.8%	3.4%	77.8%	3.3%	80.4%	0.6%	84.9%	0.4%	88.8%	0.2%
Percent of Population Who Are Bachelor's or Higher Graduates	17.8%	3.0%	21.3%	3.1%	22.9%	3.1%	21.0%	0.6%	26.7%	0.5%	30.9%	0.4%
Total Population Ages 18+	84,608	2,187	176,395	3,229	281,110	4,059	427,923	1,272	701,416	261	1,155,488	295
Population Ages 18+ Veterans	5,048	589	11,333	846	18,842	1,030	31,237	1,221	58,065	1,393	102,014	1,854
Total Population Ages 1+	112,709	2,952	236,753	4,323	371,134	5,294	580,130	670	923,962	690	1,520,040	869
Population Who Live in Same Home from Last Year	82,137	2,769	178,579	3,898	284,765	4,664	453,785	4,836	749,608	5,959	1,280,724	6,811
Population Who Live in Different Home from Last Year	29,364	2,221	56,329	3,352	84,211	4,279	123,436	4,702	170,480	5,821	234,175	6,786
Population Native to US	92,092	2,697	204,128	4,086	332,017	5,120	532,589	2,165	857,280	2,362	1,435,325	2,603
Population Foreign to US	22,698	1,814	36,900	2,207	45,156	2,465	57,108	2,162	80,336	2,362	104,572	2,603
Population Foreign Born & Naturalized US Citizen	4,658	767	8,410	995	12,104	1,206	17,556	1,304	30,349	1,686	43,821	1,852
Population Foreign Born and Not a Naturalized US Citizen	18,040	1,673	28,490	2,040	33,052	2,241	39,552	1,972	49,987	2,021	60,751	2,176
Total Population Ages 5+	105,166	2,788	220,479	4,112	347,661	5,042	542,603	826	869,764	26	1,437,443	119
Population Who Speak English Only at Home	66,398	2,307	154,724	3,554	266,932	4,465	439,508	2,791	733,371	2,928	1,263,887	3,313
Population Who Speak English at Home but Not Very Well	21,253	1,665	34,667	2,104	40,594	2,324	47,568	1,753	58,690	2,002	68,603	2,108
Population Who Speak Spanish at Home	33,232	2,077	55,195	2,651	65,248	2,901	73,301	1,747	85,676	1,748	99,257	1,939
Population Who Speak Indo-European Language at Home	1,308	536	4,263	830	7,552	1,134	11,542	1,074	26,853	1,783	43,322	2,005
Population Who Speak Asian & Pacific Islander Language at Home	3,951	1,084	5,621	1,382	7,053	1,575	14,504	1,202	18,519	1,341	24,689	1,604
Population Who Speak All Other Languages at Home	277	666	676	1,009	876	1,267	3,748	959	5,345	994	6,288	1,098

*Source (All): Various Table IDs from 2010-2006 Five Year American Community Survey

2010-2006 AMERICAN COMMUNITY SURVEY SOCIAL DATA

For social topics, data were taken from the 5-year ACS on variables including total population by school attended, education, home location, native to US, and language spoke at home.

Social data for 1, 2 & 3 miles from the Valley were found by intersecting multiple buffers from Valley boundary to census block groups centroids in GIS. The +/- error values show data validity for each topic.

2006-2010 American Community Survey Housing Topics	Valley 1 Mile	+ / - Error	Valley 2 Miles	+ / - Error	Valley 3 Miles	+ / - Error	City of Milwaukee	+ / - Error	Milwaukee County	+ / - Error	Milwaukee- Waukesha - West Allis MSA	+ / - Error
Total Housing Units in Structure	48,295	464	105,104	649	168,561	767	257,580	1,683	415,603	1,105	664,653	1,203
Housing Units: 1 Unit Detached	13,262	658	33,678	1,017	60,728	1,278	104,918	2,177	191,327	2,540	365,116	3,070
Housing Units: 1 Unit Attached	1,988	389	4,544	608	7,067	733	14,455	861	22,803	1,106	41,124	1,434
Housing Units: 2 Units	11,337	741	26,127	1,141	42,028	1,402	56,735	1,757	71,021	1,858	78,705	2,109
Housing Units: 3 to 4 Units	3,989	517	7,942	758	12,738	936	19,442	1,153	26,525	1,350	33,987	1,489
Housing Units: 5 to 9 Units	2,522	469	4,765	753	7,975	961	14,700	1,055	25,669	1,374	39,620	1,616
Housing Units: 10 to 19 Units	2,641	462	4,757	767	6,682	1,006	9,921	690	18,005	1,033	26,684	1,199
Housing Units: 20+ Units	12,312	627	22,912	895	30,641	1,113	36,229	1,062	57,745	1,335	74,948	1,427
Housing Units Built 2005 or Later	697	630	1,696	910	2,267	1,142	2,675	404	5,095	531	15,165	704
Housing Units Built from 2000 - 2004	1,276	605	3,170	836	3,895	1,055	4,831	513	12,308	875	34,163	1,022
Housing Units Built from 1990 - 1999	1,345	499	3,786	752	4,947	943	6,818	674	22,532	1,071	72,518	1,765
Housing Units Built from 1980 - 1989	1,635	451	3,379	679	5,224	884	9,784	785	23,344	1,067	51,917	1,466
Housing Units Built from 1970 - 1979	2,566	434	5,186	639	8,844	813	21,820	1,079	42,505	1,510	89,301	1,832
Housing Units Built from 1960 - 1969	3,669	504	7,522	731	12,878	926	28,764	992	49,397	1,452	78,220	1,786
Housing Units Built from 1950 - 1959	3,649	473	10,764	717	22,992	972	50,943	1,387	83,423	1,697	110,637	2,157
Housing Units Built from 1940 - 1949	3,500	477	8,479	734	16,059	927	25,633	1,240	39,133	1,474	47,636	1,524
Housing Units Built Prior to 1939	29,958	830	61,122	1,205	91,455	1,463	106,312	1,877	137,866	2,264	165,096	2,582
Total Occupied Housing Units	42,289	704	93,095	1,022	150,534	1,249	230,203	1,927	379,372	2,163	615,847	2,657
Moved into Housing Unit by 2005 or Later	22,049	868	45,612	1,267	69,997	1,563	99,283	1,701	148,309	2,226	215,192	2,738
Moved into Housing Unit from 2000 - 2004	9,184	670	20,161	982	32,121	1,237	50,459	1,529	84,953	2,005	140,690	2,741
Moved into Housing Unit from 1990 - 1999	6,169	525	14,621	809	24,434	1,009	39,630	1,385	70,737	1,811	129,774	2,333
Moved into Housing Unit from 1980 - 1989	2,204	433	5,454	614	9,799	758	16,141	905	30,390	1,167	54,229	1,723
Moved into Housing Unit from 1970 - 1979	1,441	378	3,579	559	6,569	698	12,491	687	22,013	918	39,648	1,097
Moved into Housing Unit Prior to 1969	1,242	445	3,668	586	7,614	713	12,199	655	22,970	809	36,314	1,075
Housing Units With Less Than 1 Occupant Per Room	40,279	762	89,512	1,086	145,741	1,325	222,357	2,078	369,818	2,306	604,655	2,878
Housing Units With 1.01 - 1.50 Occupants Per Room	1,335	513	2,616	747	3,466	1,005	5,825	625	7,159	709	8,496	853
Housing Units With More Than 1.51 Occupants Per Room	675	530	967	886	1,327	1,152	2,021	374	2,395	428	2,696	413
Average Household Size of Owner-Occupied Units	2.69	0.89	2.75	0.86	2.67	0.82	2.61	0.04	2.57	0.02	2.62	0.01
Average Household Size of Renter-Occupied Units	2.41	0.72	2.46	0.78	2.39	0.77	2.39	0.02	2.22	0.02	2.16	0.02
Occupied Housing Unit w/ No Vehicle	9,553	667	18,686	956	27,555	1,182	39,861	1,397	51,023	1,546	60,187	1,633
Number of Occupied Housing Units w/ 1 Vehicle	18,462	860	40,395	1,276	64,919	1,598	103,101	2,251	159,605	2,776	220,381	3,112
Number of Occupied Housing Units w/ 2 Vehicles	10,491	708	25,746	1,072	44,289	1,369	66,325	1,832	126,980	2,620	235,805	3,258
Number of Occupied Housing Units w/ 3+ Vehicles	3,783	467	8,268	691	13,771	856	20,916	987	41,764	1,460	99,474	2,001
Median Home Value	\$113,900	\$193	\$129,300	\$201	\$141,550	\$190	\$140,000	\$1,381	\$165,700	\$850	\$204,800	\$1,368
Housing Units With a Mortgage & Owner Costs Less than 15% of Household Income	2,627	463	7,138	669	12,881	846	20,913	1,109	43,153	1,346	89,790	1,886
Housing Units With a Mortgage & Owner Costs Between 25 - 30% of Household Income	1,295	451	3,534	657	6,333	804	10,260	767	20,055	953	40,303	1,284
Housing Units With a Mortgage & Owner Costs Greater than 35% of Median Gross Rent	3,720	522	9,444	749	15,186	921	26,558	1,341	41,756	1,596	71,077	2,020
Occupied Units Paying Rent of Less than 15% of Household Income	\$668	\$10	\$708	\$11	\$727	\$10	\$736	\$6	\$752	\$6	\$769	\$5
Occupied Units Paying Rent of between 25 - 30% of Household Income	3,257	460	6,269	691	9,140	842	12,118	859	18,939	1,140	25,820	1,361
Occupied Units Paying Rent of between 25 - 30% of Household Income	2,883	444	6,589	709	9,565	877	12,818	1,031	19,357	1,204	25,847	1,435

*Source (All): Various Table IDs from 2010-2006 Five Year American Community Survey

2010-2006 AMERICAN COMMUNITY SURVEY HOUSING DATA

For housing topics, data were taken from the 5-year ACS on variables including total housing units per structure, year housing units were built and occupied, total occupants per room, number of personal vehicles per housing units, home value and home affordability by household income.

Housing data for 1, 2 & 3 miles from the Valley were found by intersecting multiple buffers from Valley boundary to census block groups centroids in GIS. The +/- error values show data validity for each topic.

2013 STATE OF THE VALLEY REPORT: PROJECT DETAILS

This work was performed under a subcontract with the University of Illinois at Chicago and made possible by grant number TR-83418401 from U.S. Environmental Protection Agency and its contents are solely the responsibility of the author and do not necessarily represent the official views of the University of Illinois.

The Sustainable Brownfields Consortium is an interdisciplinary group of researchers and technical advisors who are analyzing best practices for sustainable redevelopment of brownfields and the environmental, economic and public health benefits that can result. Funded by a grant from U.S. EPA, the project is a collaboration of the University of Illinois at Chicago (where it is based), University of Illinois at Urbana-Champaign, University of Wisconsin-Milwaukee, Ryerson University, Resources for the Future, Kandiyoti, and Hellmuth + Bicknese Architects.

The project website can be found at www.brownfields.uic.edu.

THE MENOMONEE VALLEY: FINAL THOUGHTS

Milwaukee's award-winning efforts in the Menomonee Valley have set a new standard for revitalizing urban employment lands in a way that brings back jobs, while also enhancing the environment for workers, local residents, and nature. Efforts in the late 1990's to incorporate sustainability and triple bottom line thinking into the Valley's renewal plans have turned the Valley into an international best practice that Milwaukeeans should be proud of.

The Menomonee Valley Benchmarking Initiative was established in 2001 by the Sixteenth Street Community Health Center and the University of Wisconsin-Milwaukee to track genuine progress toward achieving sustainable revitalization by defining, collecting, and reporting on various environmental, economic, and social benchmarks. In 2005, the second installment of the report gave interested parties and individuals an update on the Valley's status as significant changes were on the horizon. Eight years later, the 2013 report continues this standard by analyzing benchmarks set in previous years while presenting new indicators for monitoring in future years.

The current report finds that while we are doing very well on many key areas (e.g., public health, business diversity, accessibility, etc.), the City, Menomonee Valley Partners, businesses, and other members of the Valley community need to continue to work on areas where we are not doing as well (e.g., existing vacant properties, affordable housing options, etc.).

As the city and the Partners embark on a new plan for the Valley, titled the *Valley 2.0*, it is essential that we continue to work hard to achieve all of the goals that were set for the Valley many years ago. In this way, the Valley and the City can keep showing the world that Milwaukee is a great place to work, live, and play.



CLOSING REMARKS





2013 menomonee valley benchmarking twenty-thirteen initiative



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