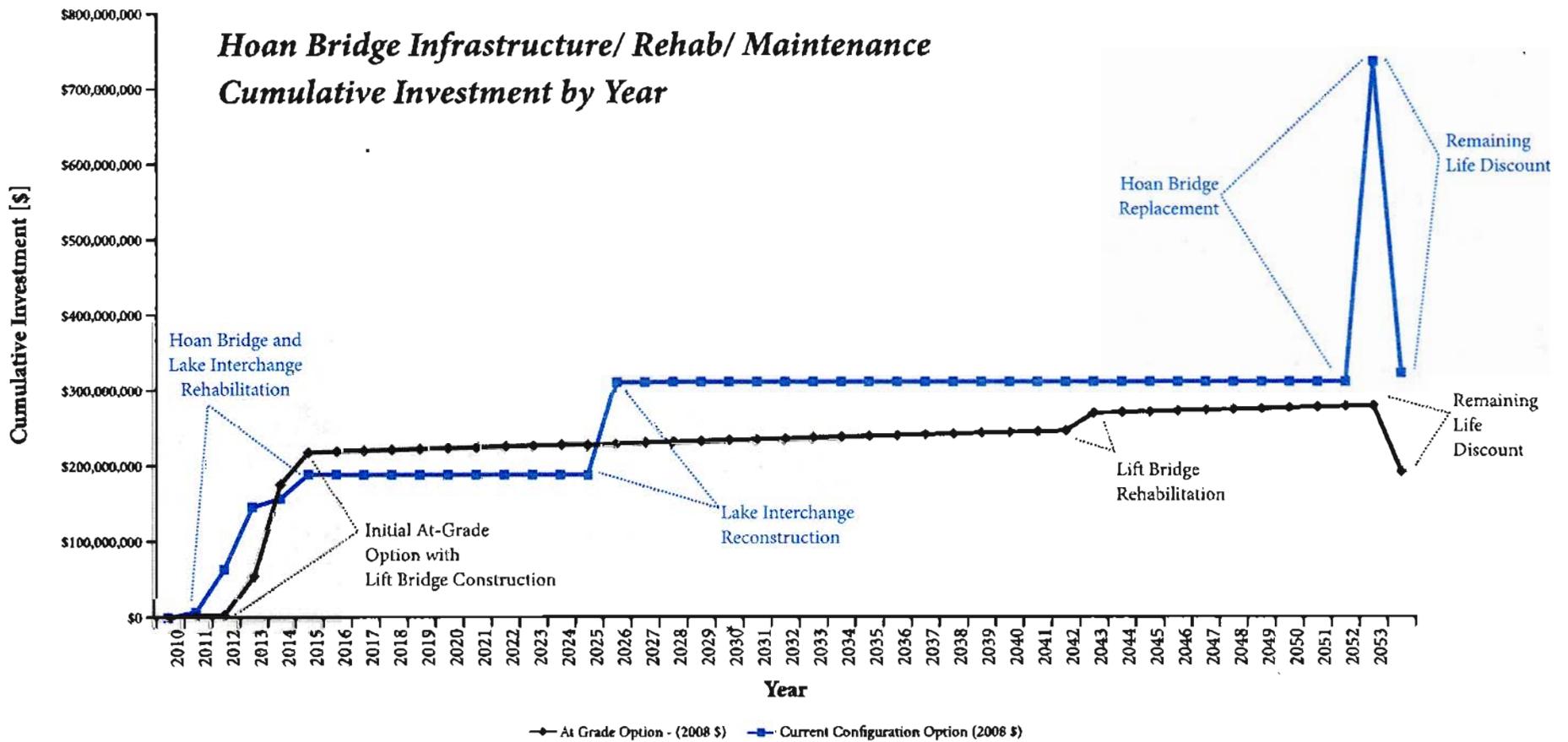




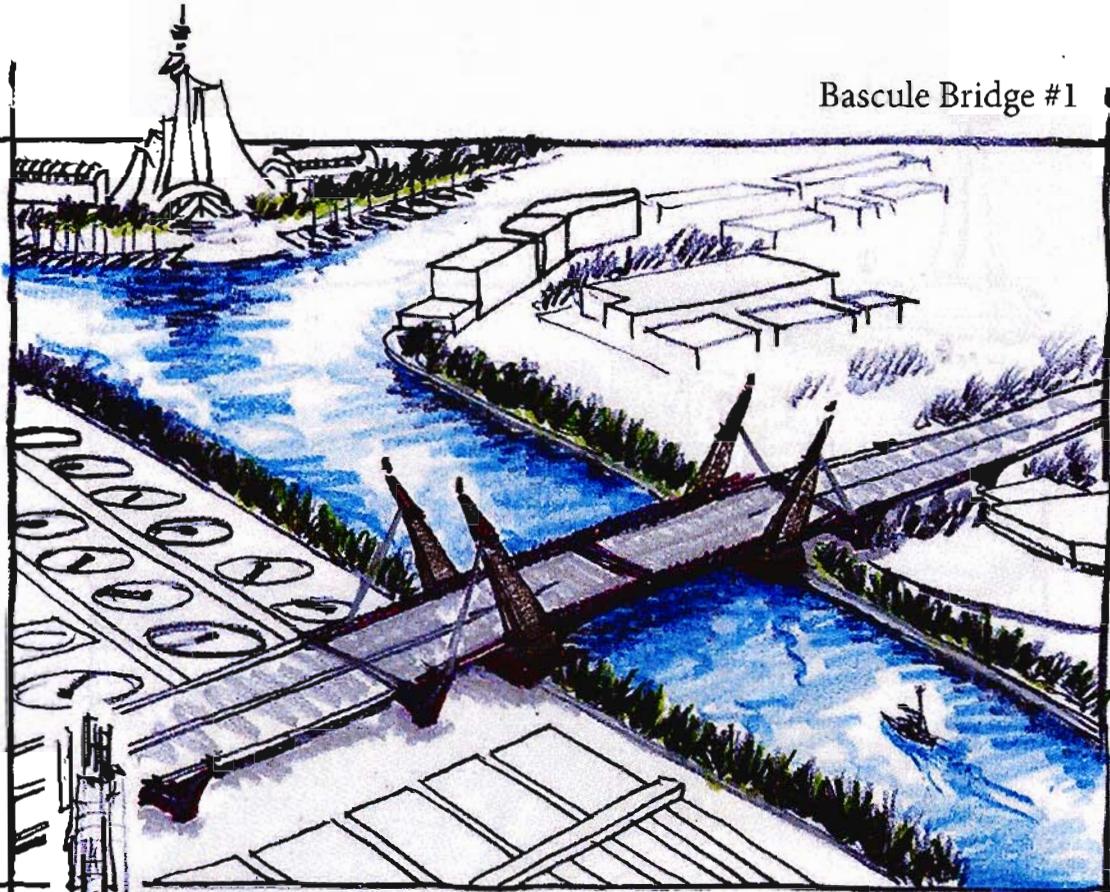
hoan
BRIDGE &
harbor redevelopment



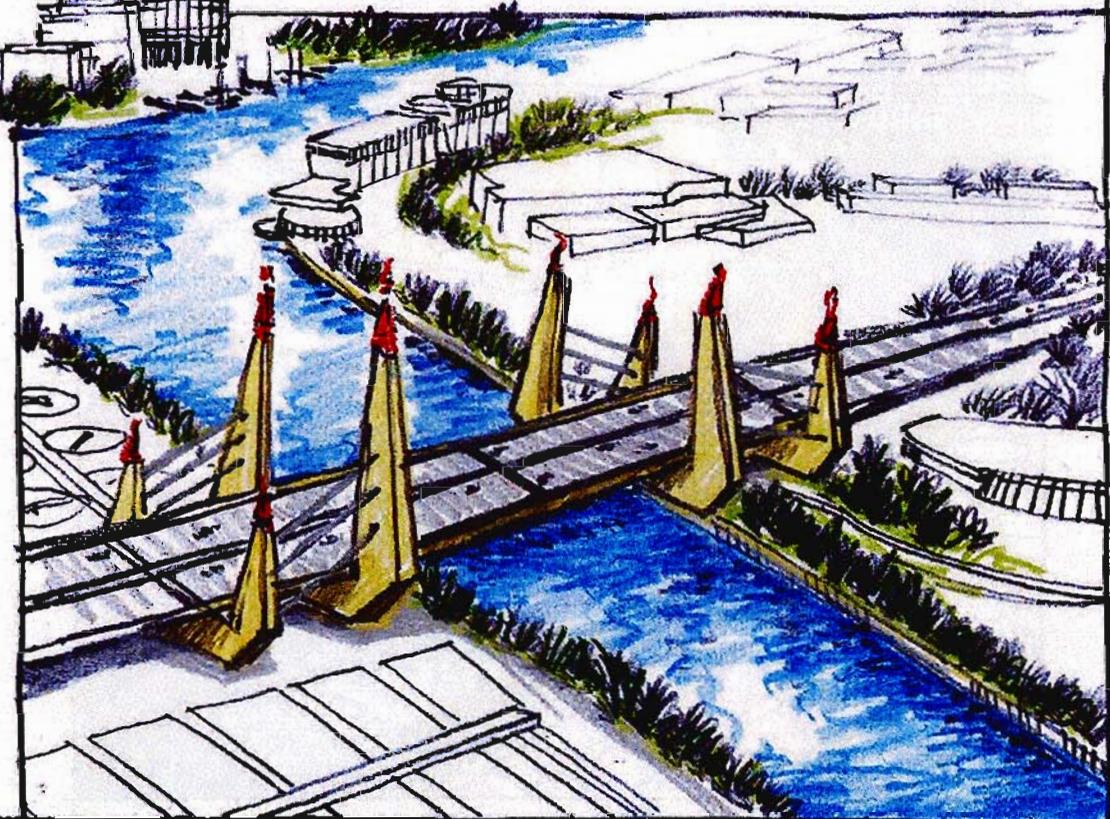
**The at-grade option does not account for hazardous materials, real estate acquisitions, compensable utility relocations, or the potential for poor soil conditions. The costs associated with these variables are unknown, and need further investigation before quantifying a dollar amount.*

New Bridge Concepts

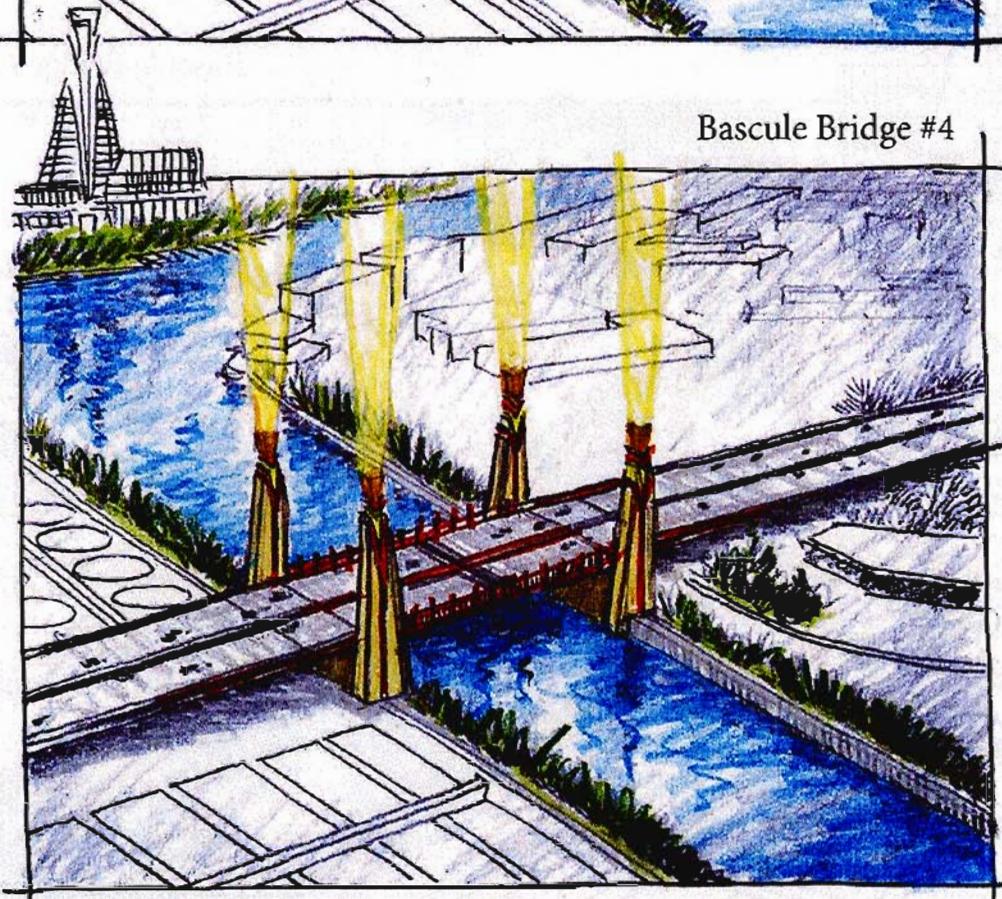
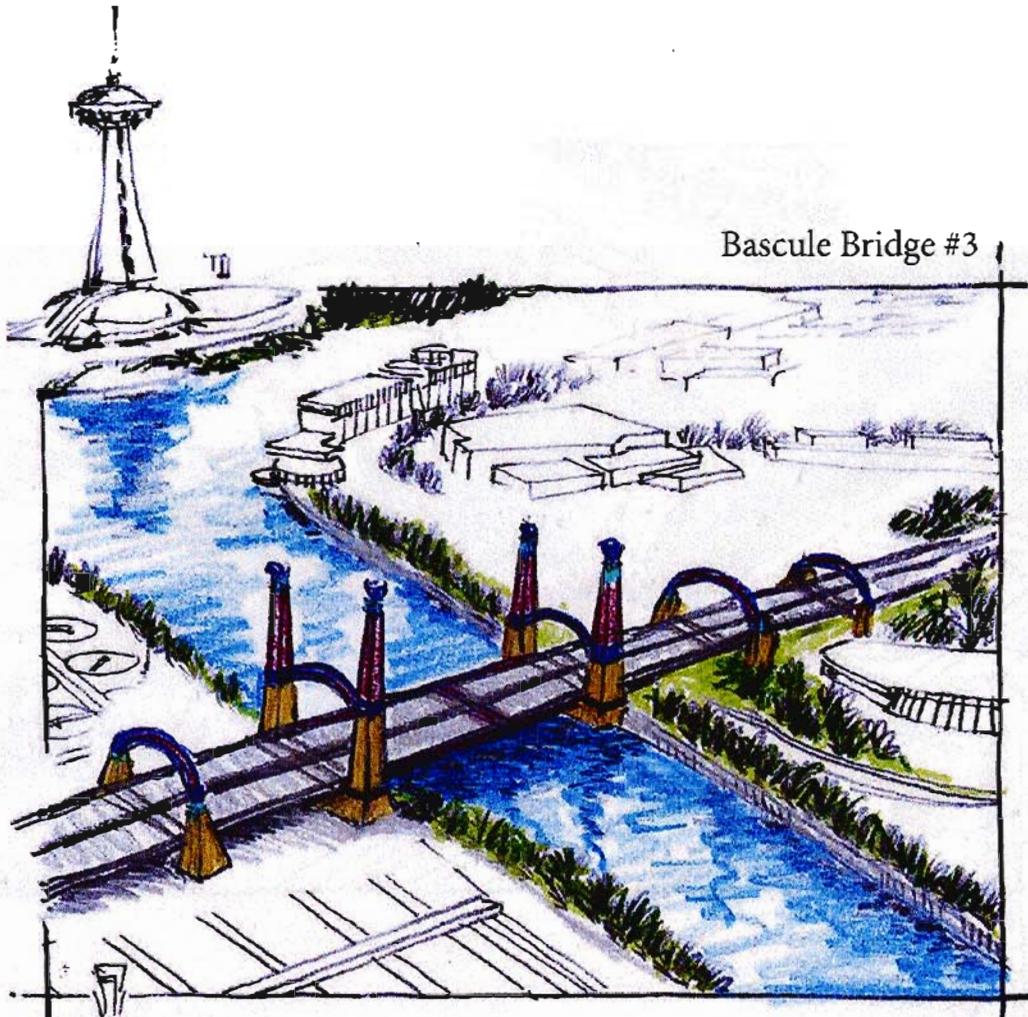
Bascule Bridge #1



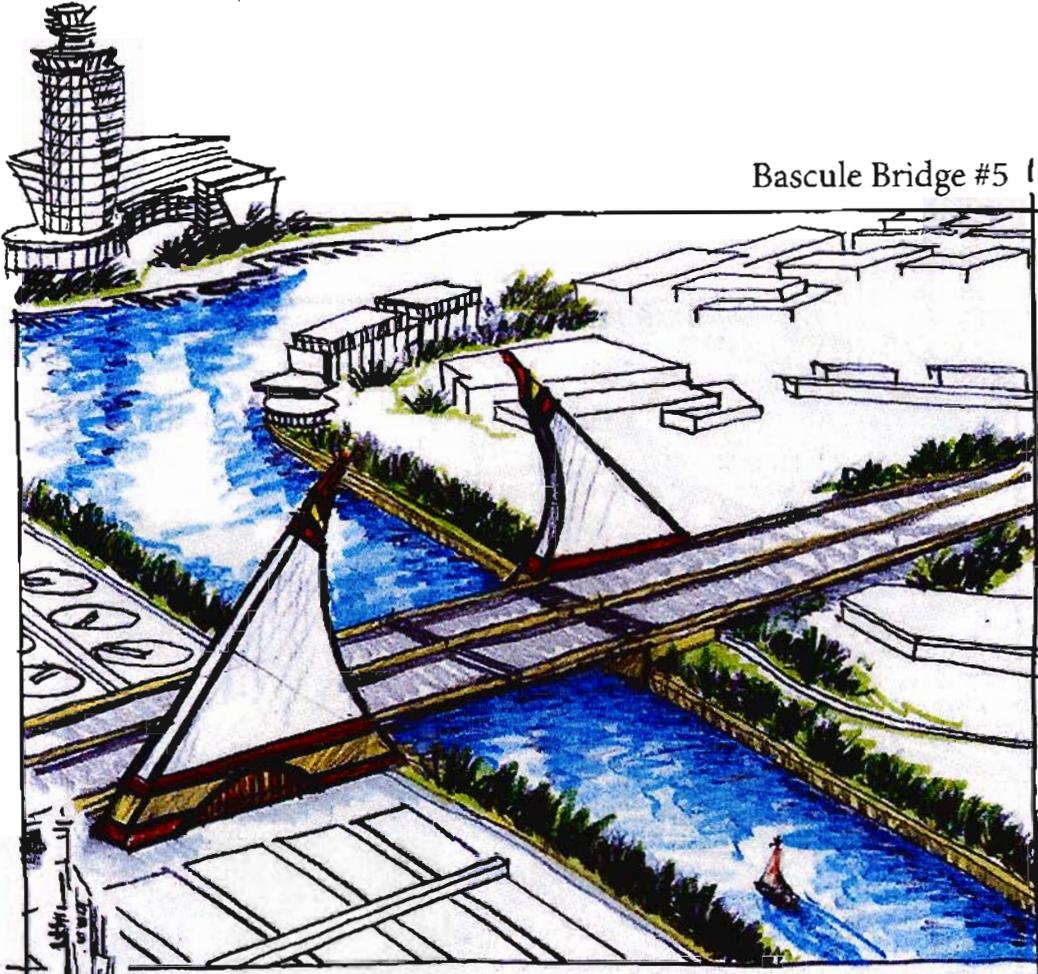
Bascule Bridge #2



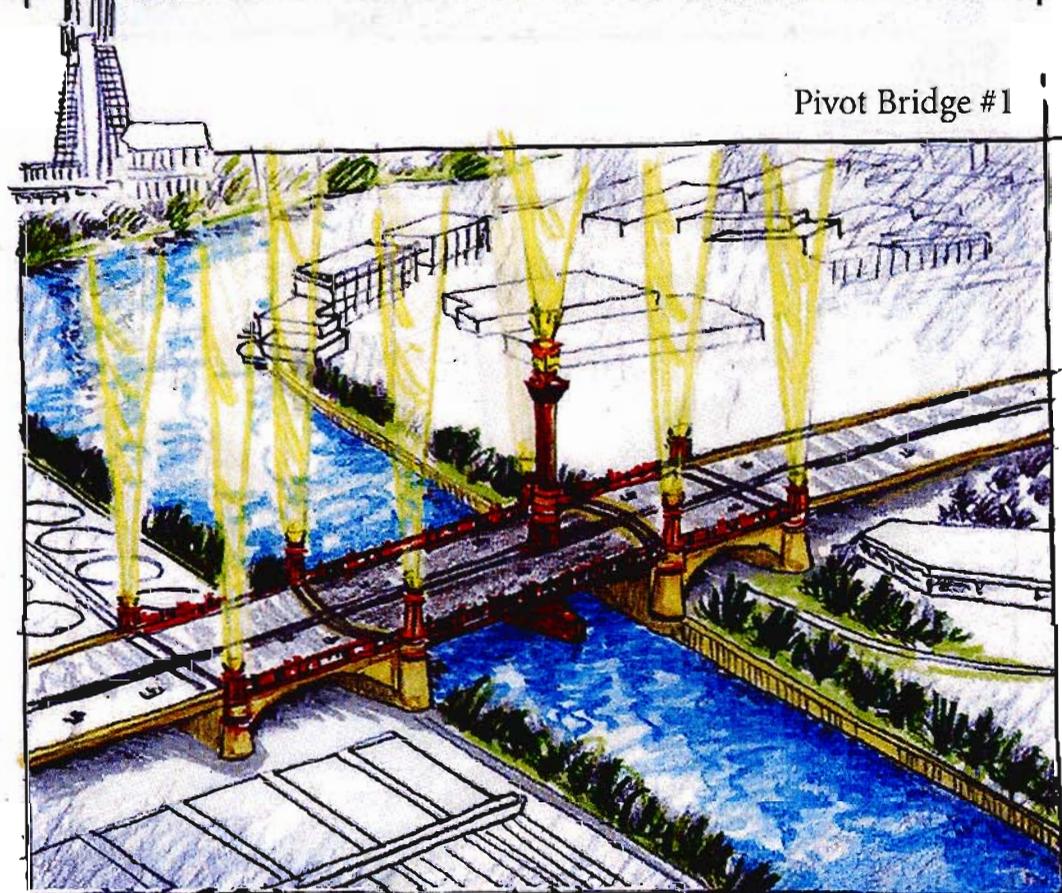
New Bridge Concepts



New Bridge Concepts



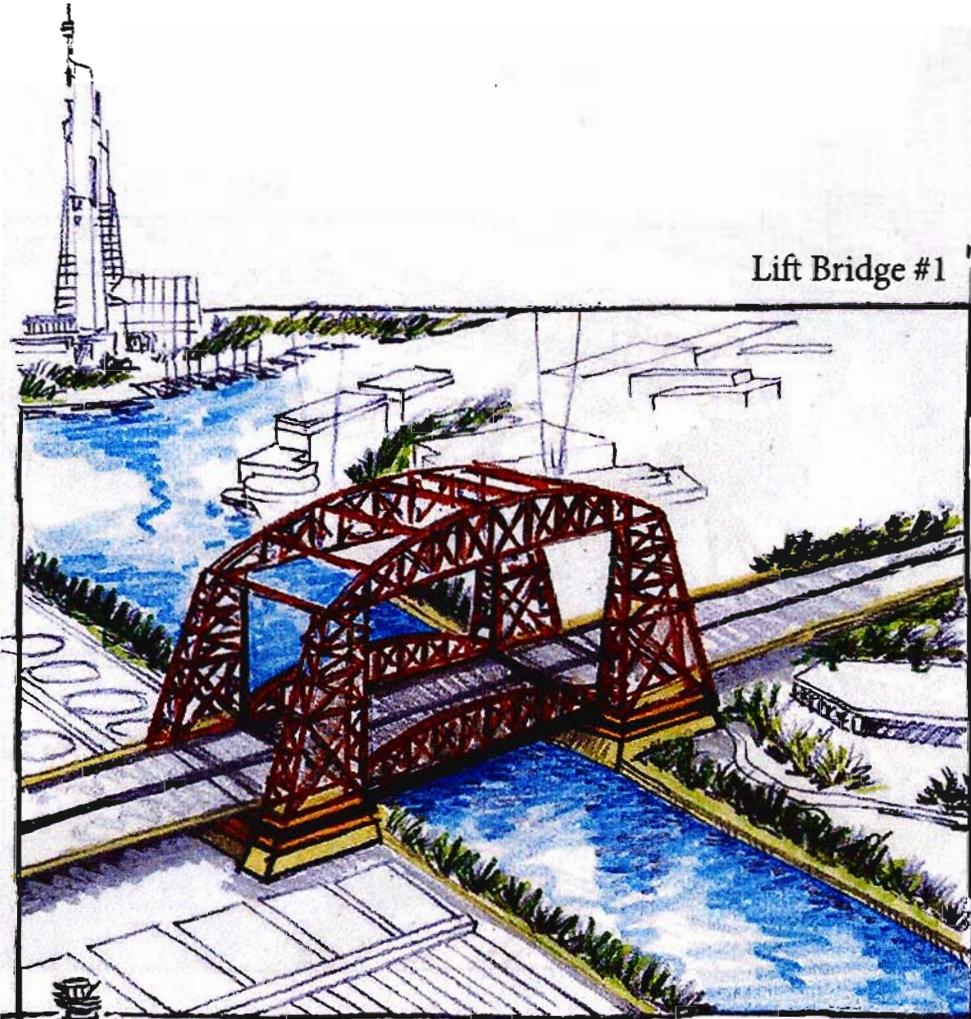
Bascule Bridge #5



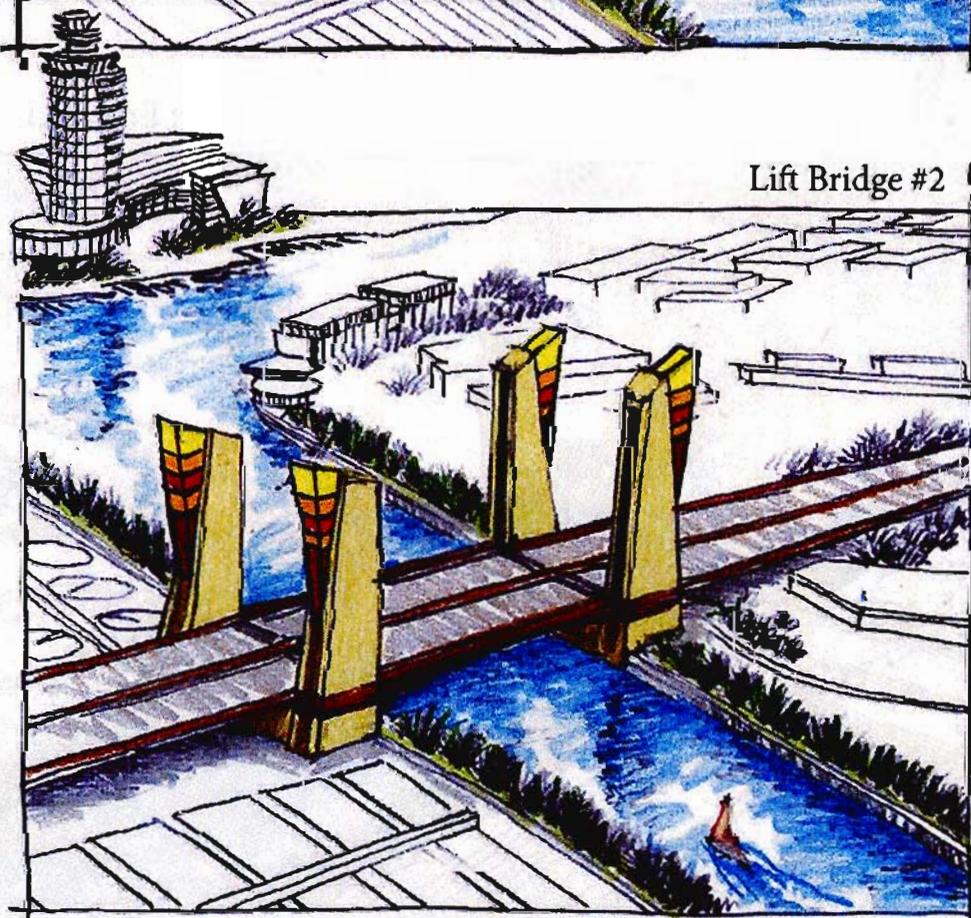
Pivot Bridge #1

New Bridge Concepts

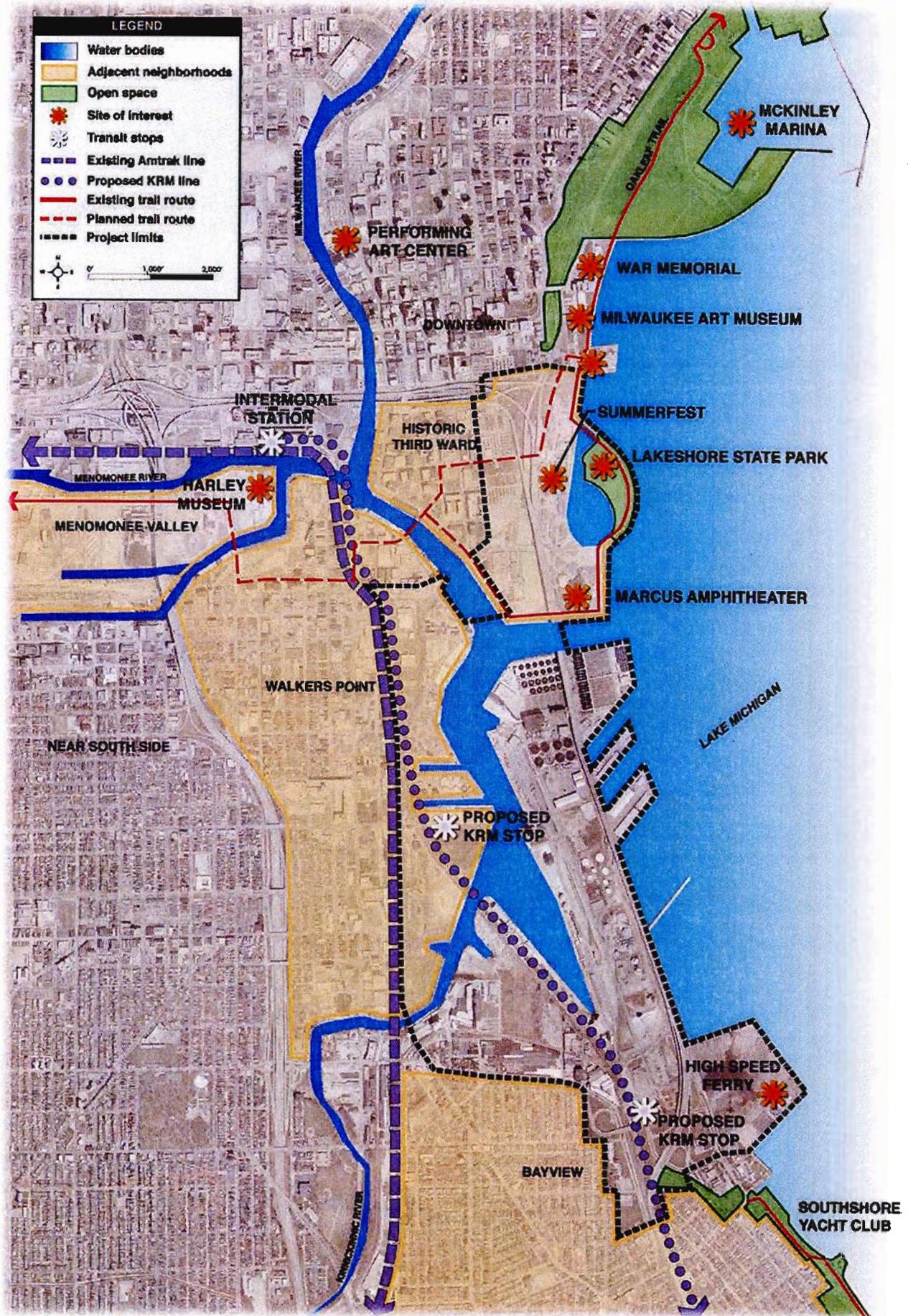
Lift Bridge #1



Lift Bridge #2

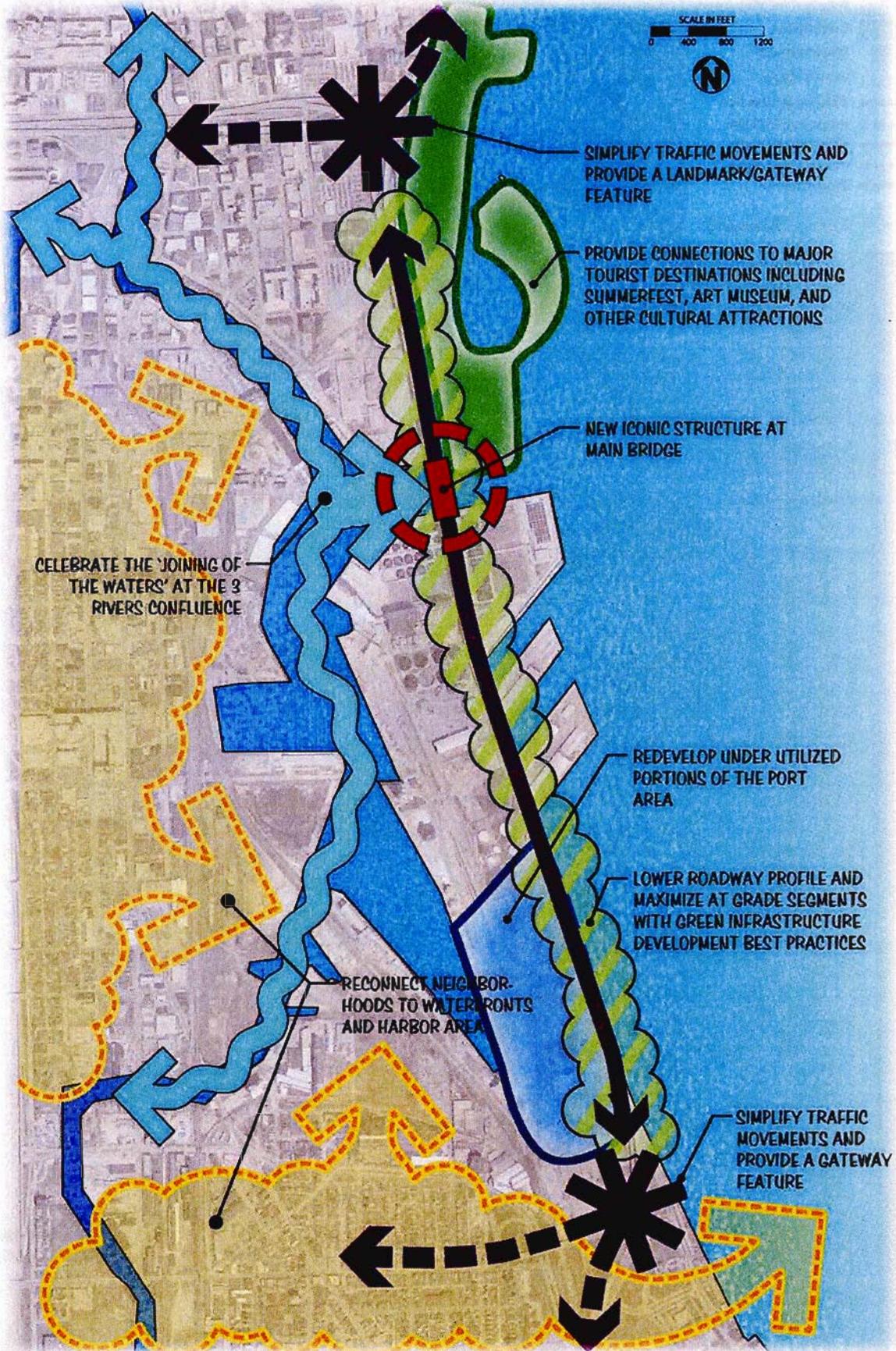


Local Context



Design Assumptions

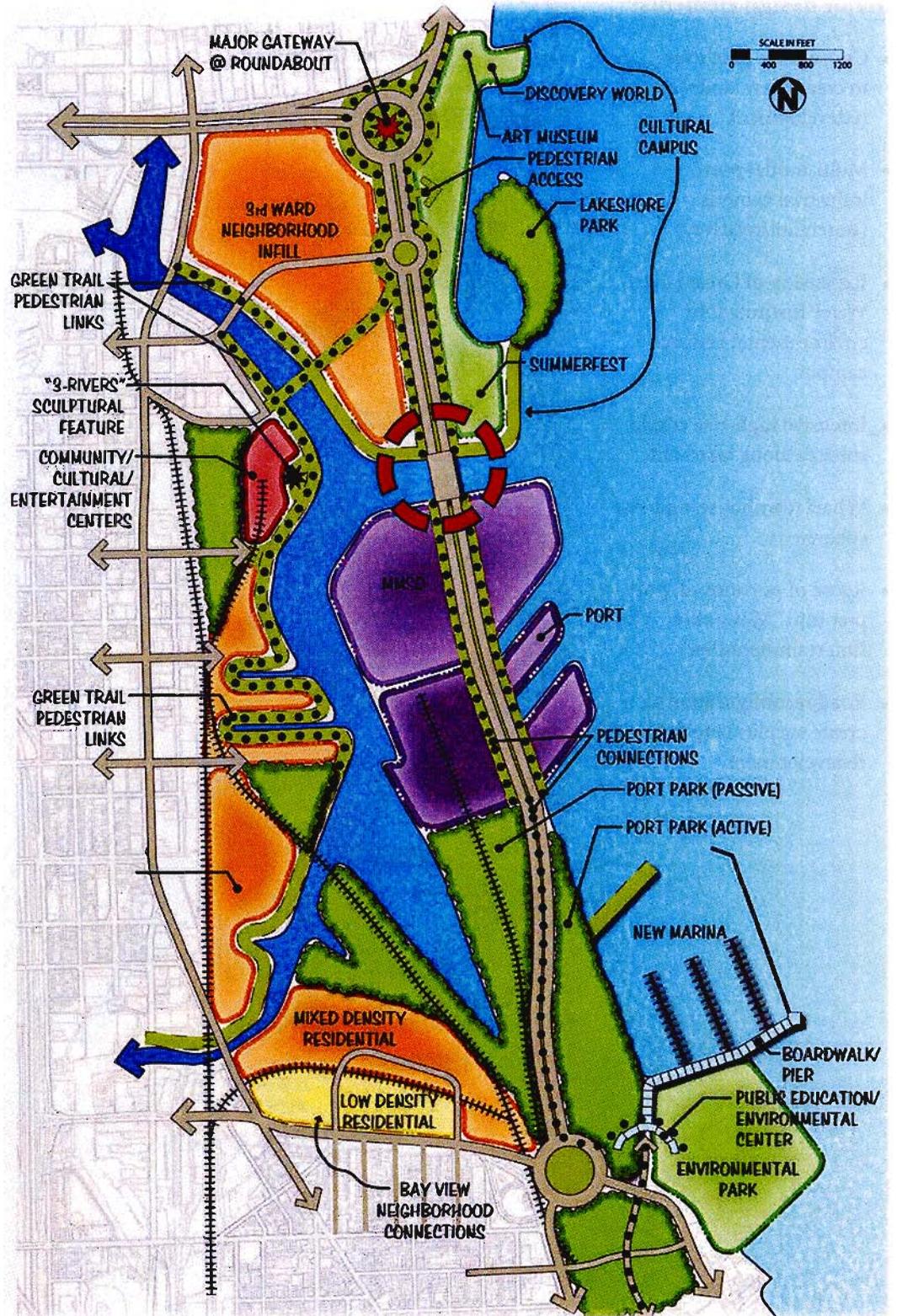
In creating two different development scenarios, some common underlying assumptions were made. These design assumptions are illustrated on the graphic below:



Concept A: Maximizing Public Benefit

Major design elements:

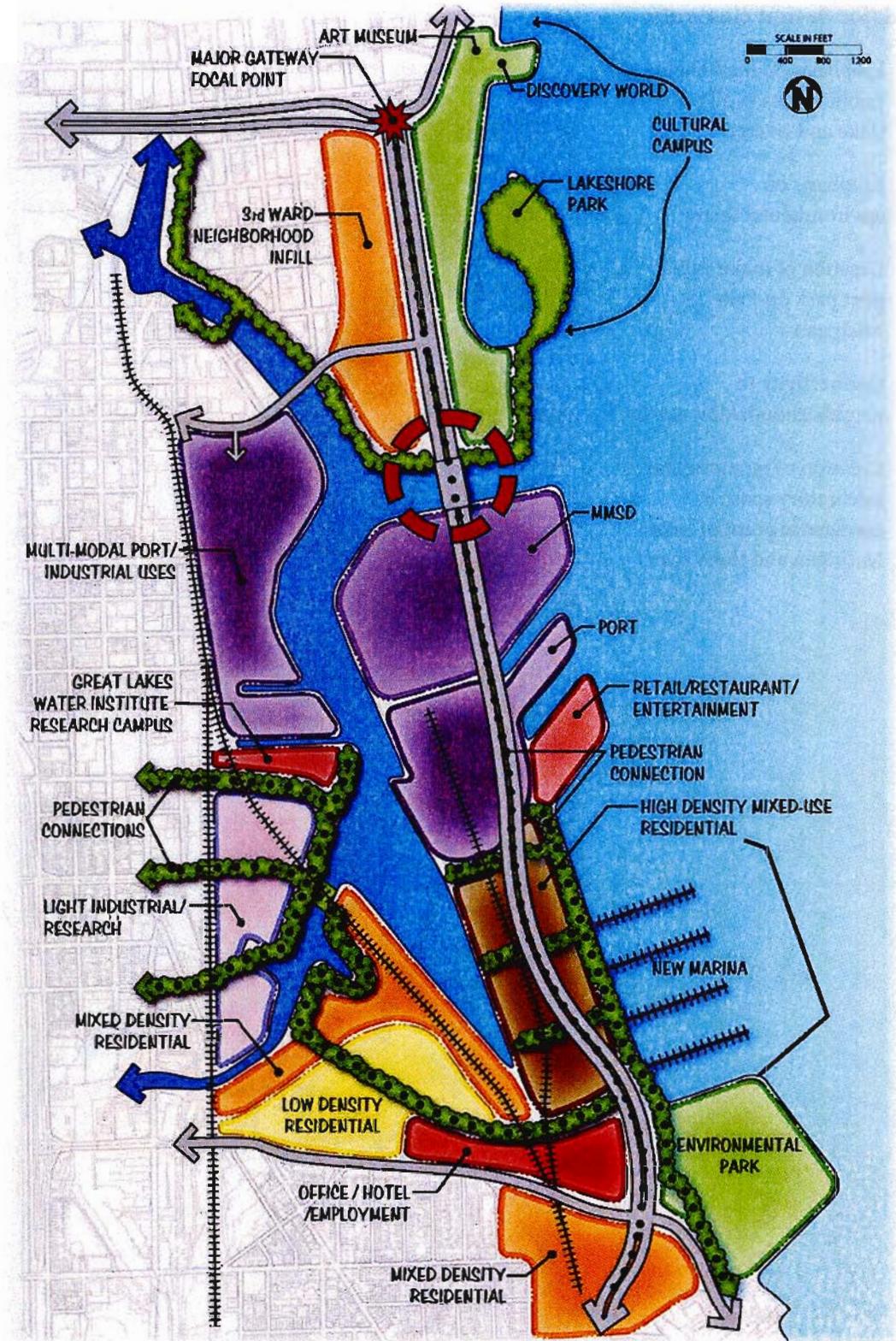
- Emphasis on maximizing public access to all waters (lake and rivers)
- Emphasis on environmental theme
- Creation of major public port park on Lake Michigan
- Connectivity to neighborhoods/downtown
- Creation of monumental celebratory space at confluence point of Lake Michigan and three rivers



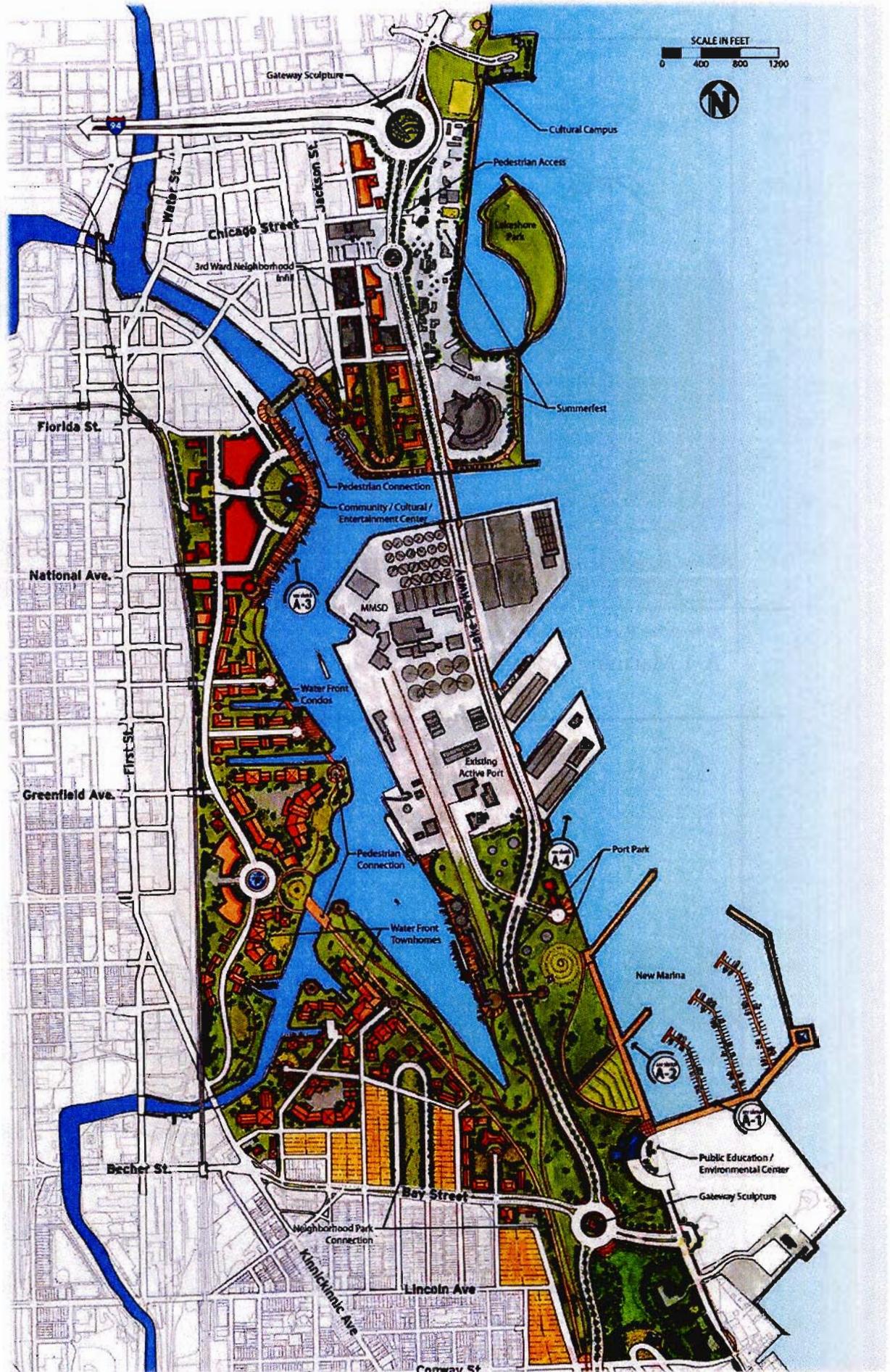
Concept B: Maximizing Development Opportunity

Major design elements:

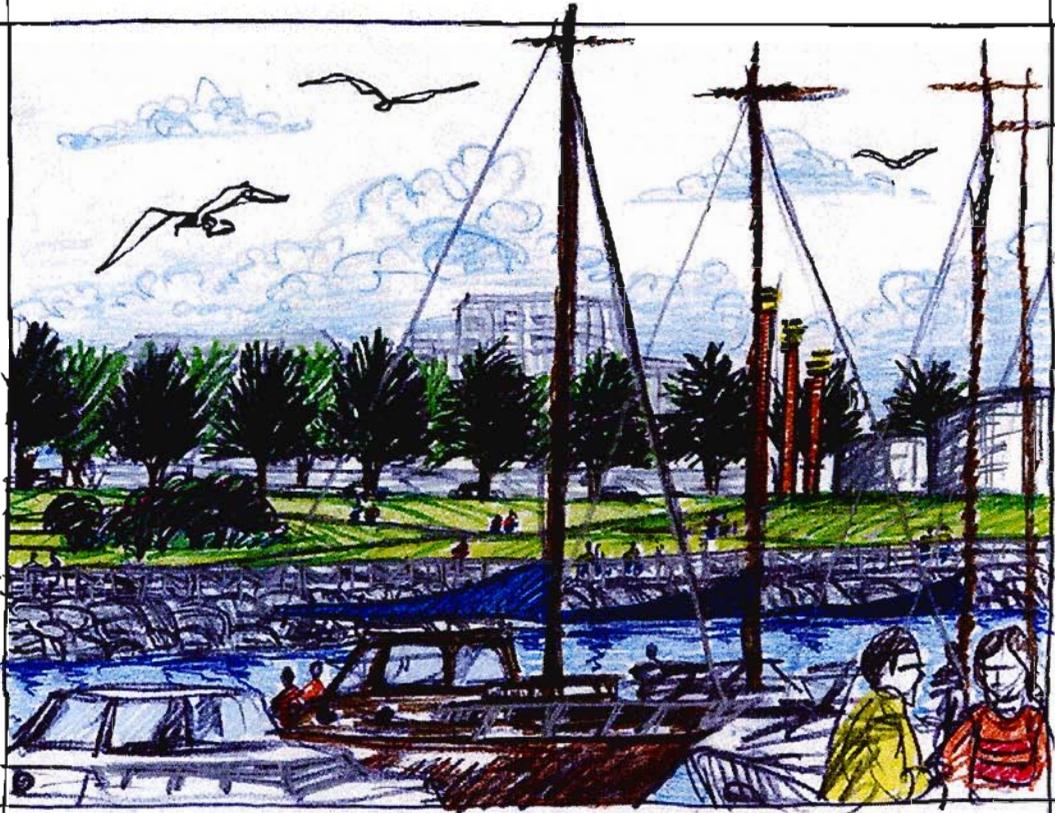
- Consolidate port uses to create new lands for redevelopment
- Multi-modal port/ industrial campus (water/rail/roadway)
- Expansion of Great Lakes Water Institute into environmental research campus
- Intensive high-rise condo subarea along lakefront
- Wharf townhouse/mid-rise subarea
- Reuse of portions of port pier into "Milwaukee Entertainment Pier"
- Road reconfiguration to create surplus land for redevelopment



Illustrative Site Plan | Concept A: Maximizing Public Benefit



Supporting Sketches | **Concept A: Maximizing Public Benefit**

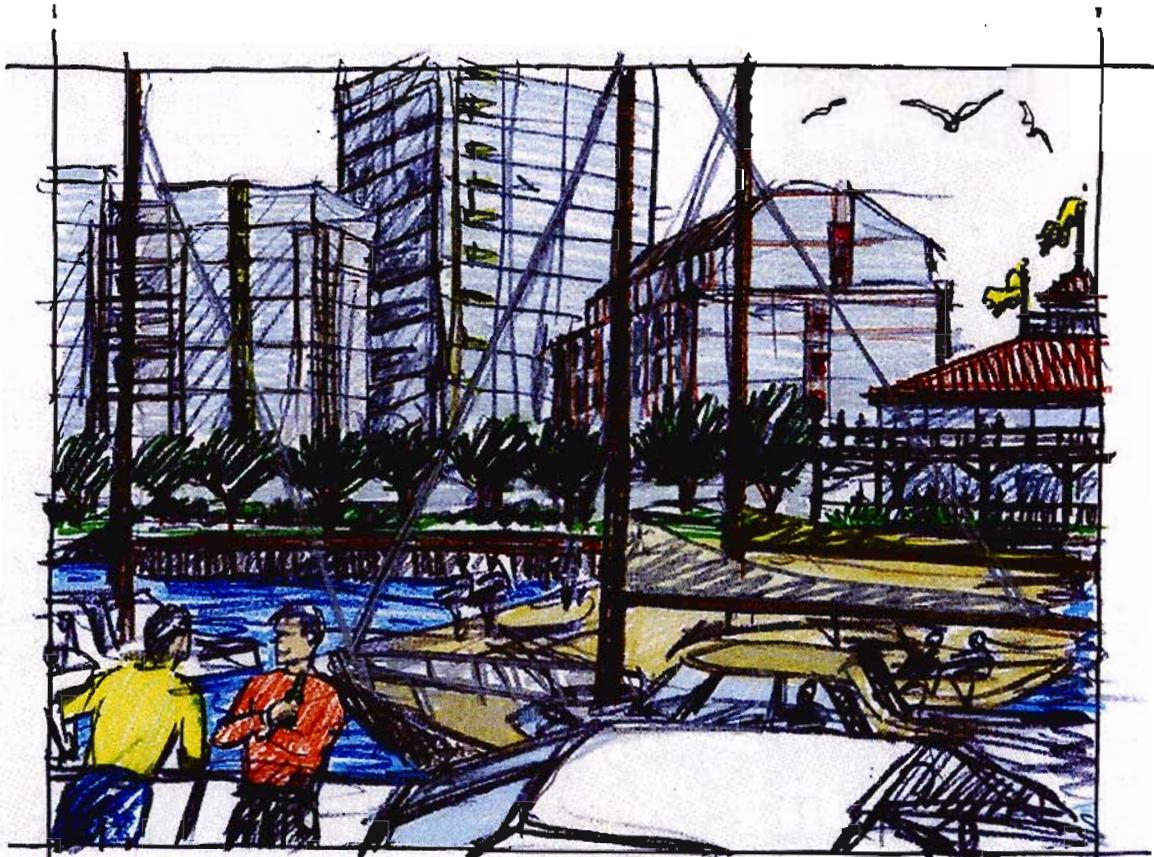


Milwaukee Port Redevelopment
A-1 Marina – Open Park

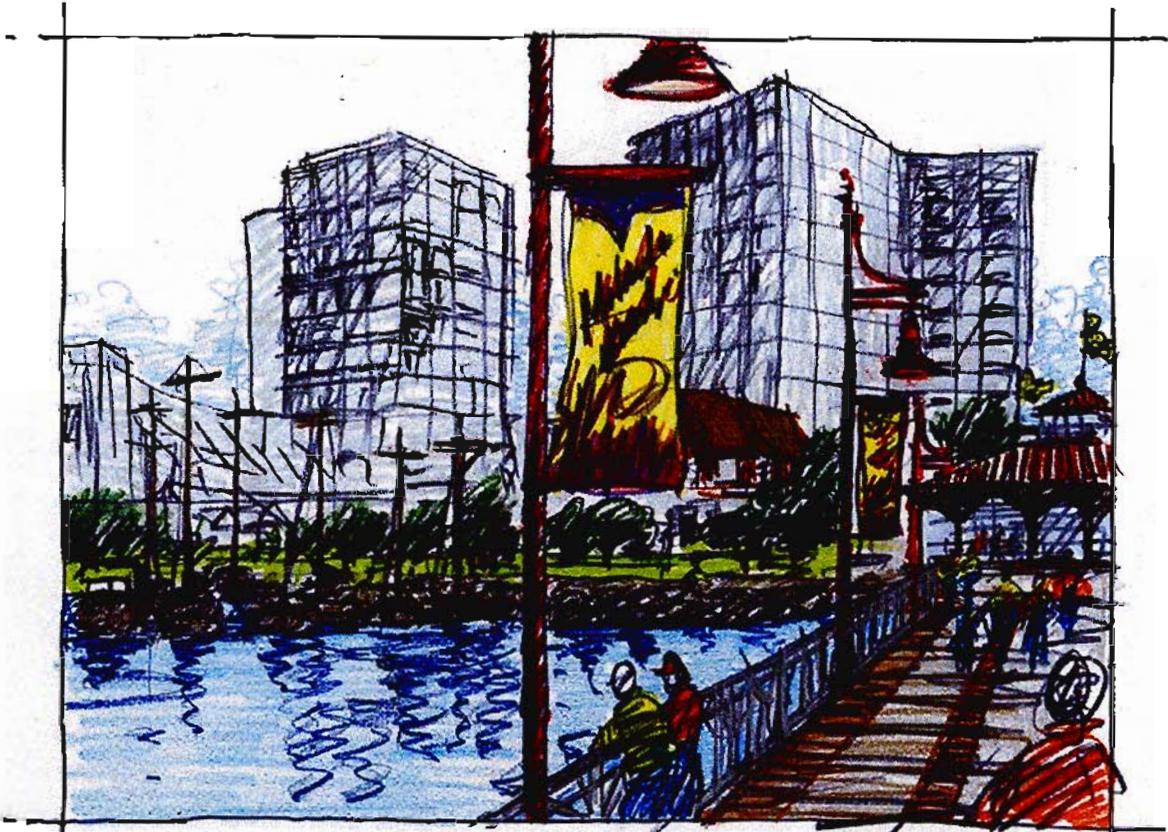


Milwaukee Port Redevelopment
A-2 Passive Park – Open Space

Supporting Sketches | Concept B: Maximizing Development Opportunity



Milwaukee Harbor Redevelopment
B-1 Lakefront Condos



Milwaukee Harbor Redevelopment
B-2 Wharf Area Townhouses

Supporting Sketches | Concept B: Maximizing Development Opportunity



Milwaukee Harbor Redevelopment
B-3 Mixed Use Development

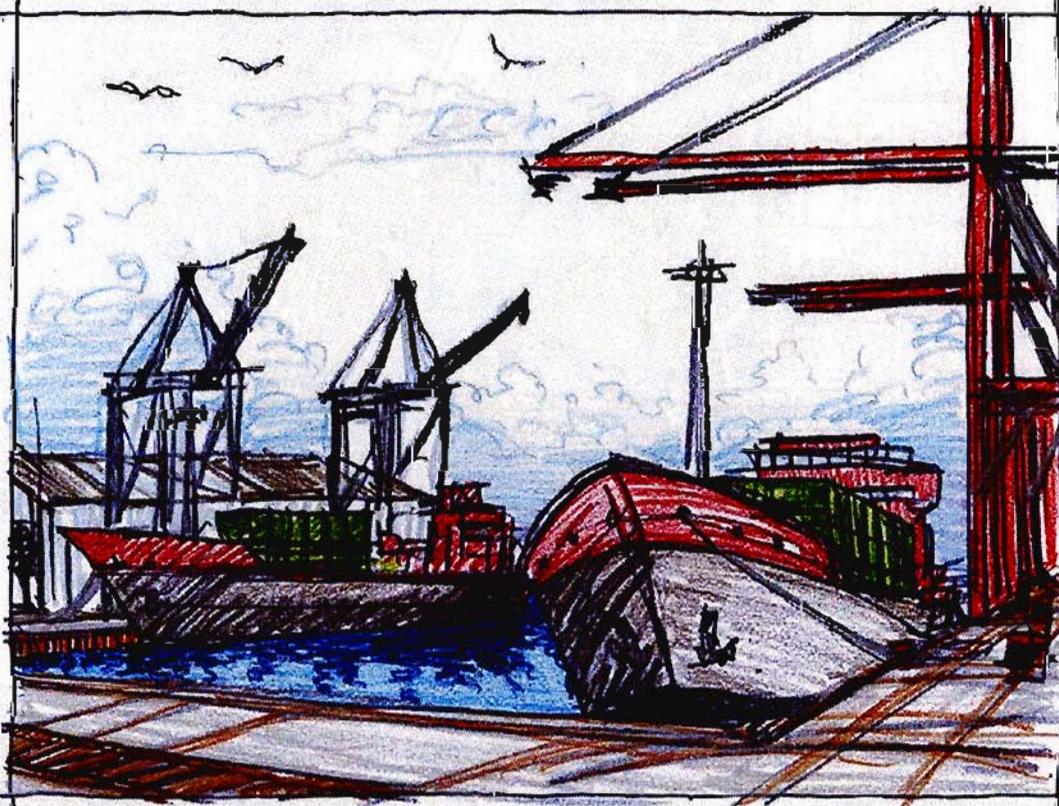


Milwaukee Harbor Redevelopment
B-4 Milwaukee Entertainment Pier

Supporting Sketches | **Concept A: Maximizing Public Benefit**

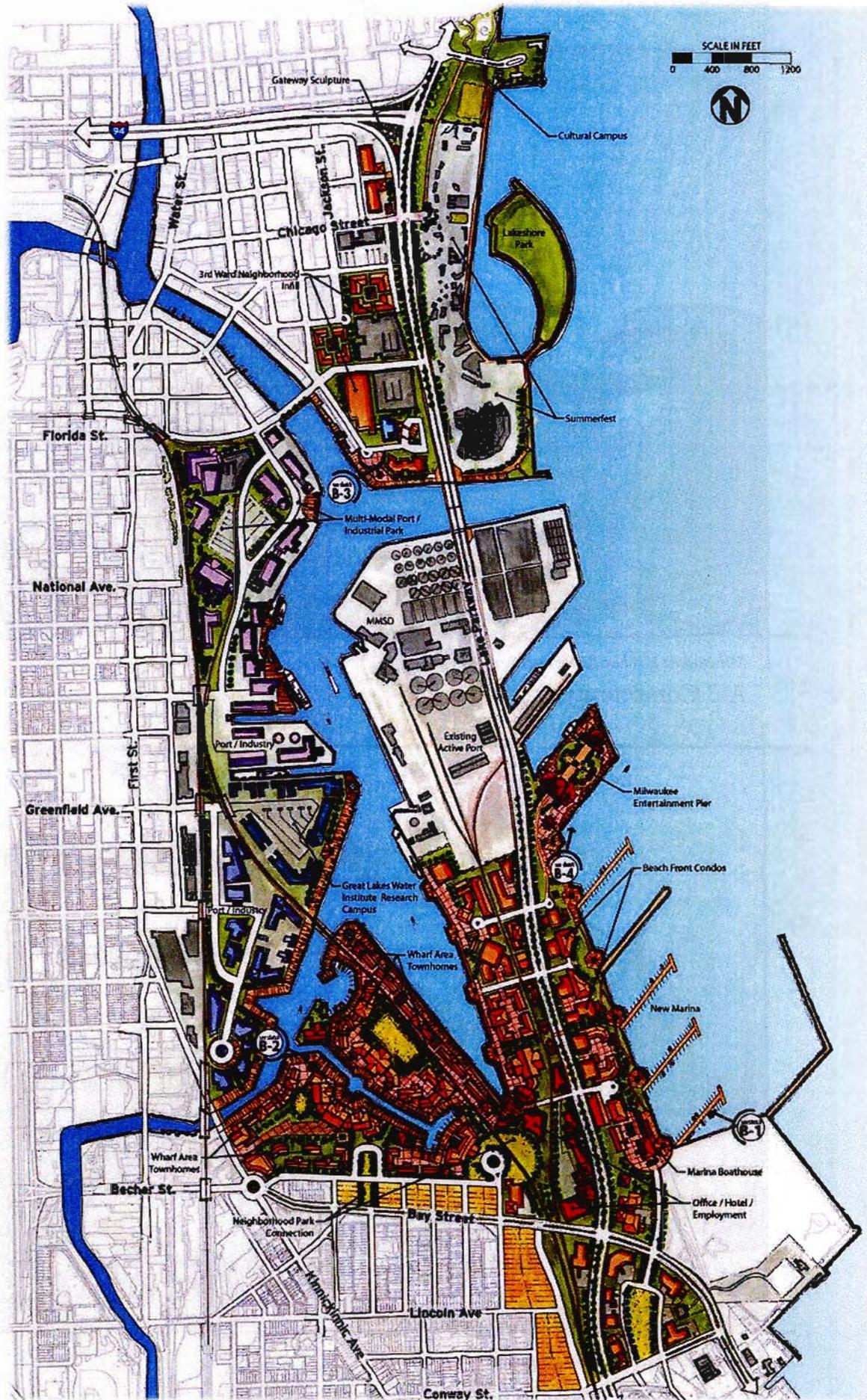


Milwaukee Harbor Redevelopment
A-3 Community Center

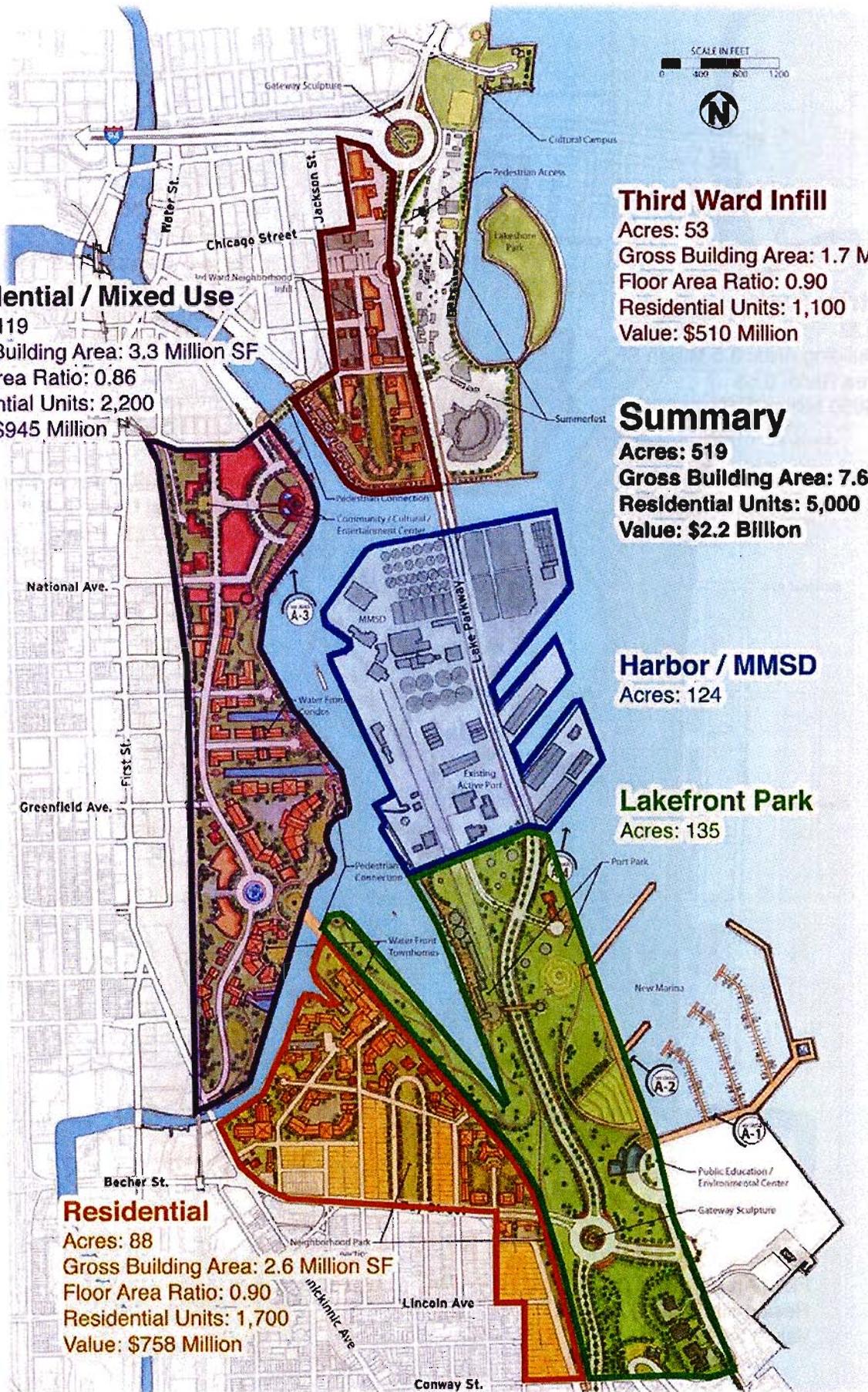


Milwaukee Harbor Redevelopment
A-4 Consolidated Port

Illustrative Site Plan | Concept B: Maximizing Development Opportunity



Development Statistics | Concept A: Maximizing Public Benefit



Residential / Mixed Use

Acres: 119
 Gross Building Area: 3.3 Million SF
 Floor Area Ratio: 0.86
 Residential Units: 2,200
 Value: \$945 Million

Third Ward Infill

Acres: 53
 Gross Building Area: 1.7 Million SF
 Floor Area Ratio: 0.90
 Residential Units: 1,100
 Value: \$510 Million

Summary

Acres: 519
 Gross Building Area: 7.6 Million SF
 Residential Units: 5,000
 Value: \$2.2 Billion

Harbor / MMSD

Acres: 124

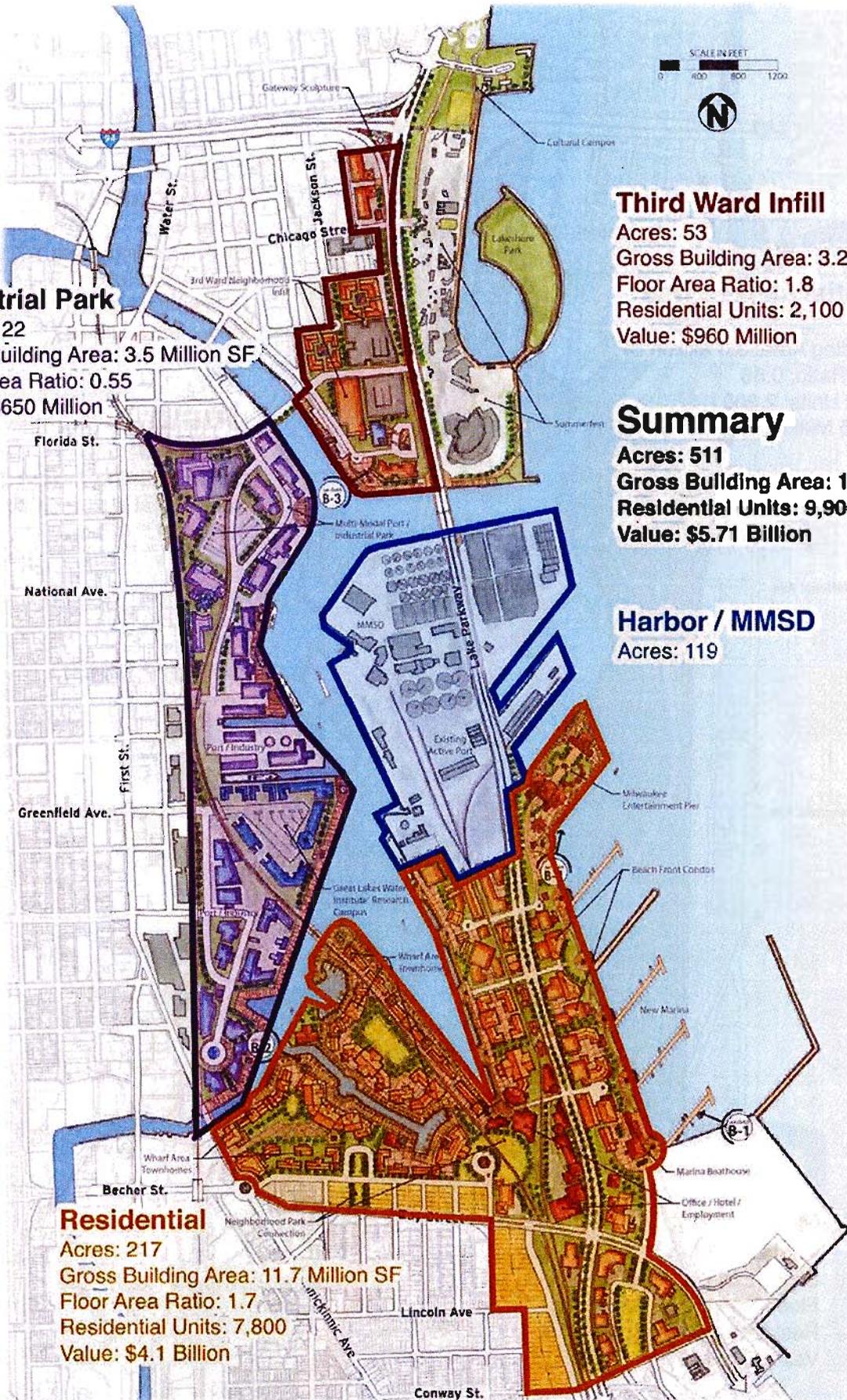
Lakefront Park

Acres: 135

Residential

Acres: 88
 Gross Building Area: 2.6 Million SF
 Floor Area Ratio: 0.90
 Residential Units: 1,700
 Value: \$758 Million

Development Statistics | Concept B: Maximizing Development Opportunity



Industrial Park

Acres: 122
Gross Building Area: 3.5 Million SF
Floor Area Ratio: 0.55
Value: \$650 Million

Third Ward Infill

Acres: 53
Gross Building Area: 3.2 Million SF
Floor Area Ratio: 1.8
Residential Units: 2,100
Value: \$960 Million

Summary

Acres: 511
Gross Building Area: 18.4 Million SF
Residential Units: 9,900
Value: \$5.71 Billion

Harbor / MMSD

Acres: 119

Residential

Acres: 217
Gross Building Area: 11.7 Million SF
Floor Area Ratio: 1.7
Residential Units: 7,800
Value: \$4.1 Billion

Economic Impact

- 1. \$90 million and \$204 million in land sales.**
- 2. \$698 million and \$1.7 billion in new property tax revenues that could be used to support a TIF district.**
- 3. 1,300 and 8,100 new permanent jobs.**
- 4. \$3 million and \$18 million in annual income tax revenues.**