

Housing in the valley?

Mixed-use project could include residential

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Casey

Could housing be developed in the heavily industrial Menomonee Valley near downtown Milwaukee?

The question is being discussed for Andy and Colleen Mueller's small marina on West Canal Street, which is being touted as an ideal location for a mixed-use project that would include office, a restaurant or even apartments or condominiums.

MENOMONEE VALLEY: Land owner seeking mixed-use development

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The 1-acre parcel with 350 feet of Menomonee River frontage is zoned for heavy industrial use and carries a price tag of \$950,000, significantly higher than the average price of \$140,000 per acre for most of the Menomonee Valley's vacant industrial property.

"This is a hot corridor, and we think the smaller parcels will support a mix of uses," said Tim Casey, a broker and principal with Equity Commercial Real Estate LLC, a Wauwatosa firm hired to market the marina.

While any plan to add residential units to the Muellers' Canal Street land will be a tough sell to city officials, Casey is convinced the parcel size lends itself to commercial development.

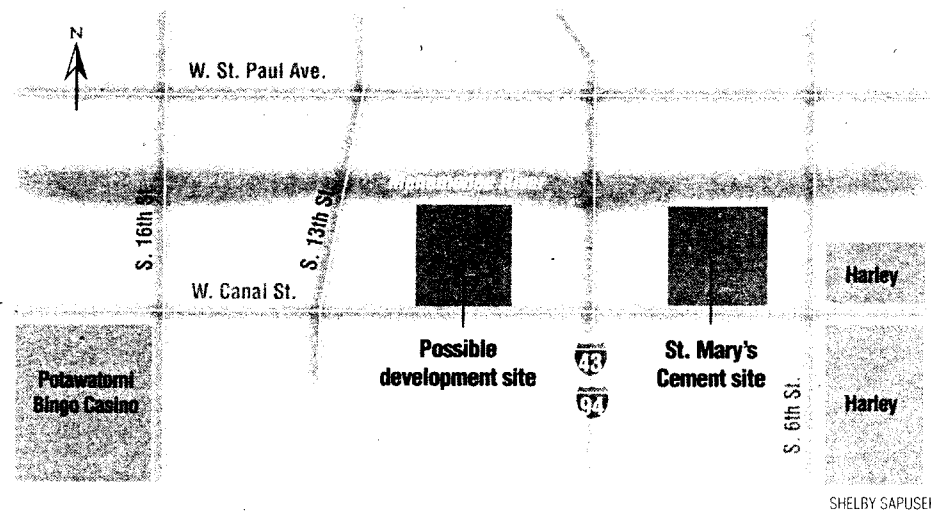
Casey believes the site's location east of the Potawatomi Bingo Casino and six blocks west of the Harley-Davidson Inc. museum makes it a potential site for housing. The casino is building a \$240 million, 500,000-square-foot addition to its gaming facility, while Harley-Davidson is in the final stages of building a 130,000-square-foot, \$75 million museum.

When both venues are at full capacity, thousands of people will travel the Canal Street corridor, Casey said.

The marina also is next to Sigma Group's 28,000-square-foot office built on 2.8 acres in 2003 at South 13th and West Canal streets.

City leaders believe the industrial prop-

West Canal corridor



The Harley-Davidson and Potawatomi projects are creating commercial interest in the Menomonee Valley.

erty should not be rezoned to accommodate a mixed-use commercial development when their neighbor is an office building.

"It is an issue," said Mick Hatch, president of Menomonee Valley Partners Inc., a nonprofit group that oversees development of the 1,200-acre industrial valley.

Hatch said Menomonee Valley Partners is likely to oppose a request to change the Muellers' zoning designation because the city has a

limited inventory of industrial property and a surplus of office space and land available for office construction.

Because of the large number of housing projects under way in the nearby 3rd Ward and 5th Ward, housing is not needed in the Menomonee Valley, Hatch said. Housing in the Menomonee Valley near industrial firms also could lead to complaints from new residents about noise and traffic, he said.

There are four other larger, vacant parcels east of South 13th along Canal Street in the Menomonee Valley that could be redeveloped in future years, although there currently are no specific plans.

Wisconsin Energy Corp. has more than 10 acres of parking lots north and south of Canal Street. John Stollenwerk, former owner of Allen-Edmonds Corp., Port Washington, owns 8 acres at 800 W. Canal St. that Marquette University's track team uses. St. Mary's Cement Inc. has 4 acres on the north side of Canal with more than 500 feet of Menomonee River frontage.

The Toronto company leases its silos on the property to Lafarge Corp., and recently terminated the lease with Cramer Marine Inc., which moved from its 2-acre site to a new home at 1933 S. First St. in October.

St. Mary's has no firm plans to redevelop or sell its Canal Street property, said Jim Pike, a company spokesman based in Cleveland.

"But we're always interested in hearing ideas from developers," he said.

Milwaukee officials consider St. Mary's property at 712 W. Canal St., which is next to the Harley museum, an under-used parcel, said Dave Misky, a spokesman for Department of City Development. However, the city plans to stick to its zoning plan to keep as much industrial land as possible available for manufacturing, he said.