

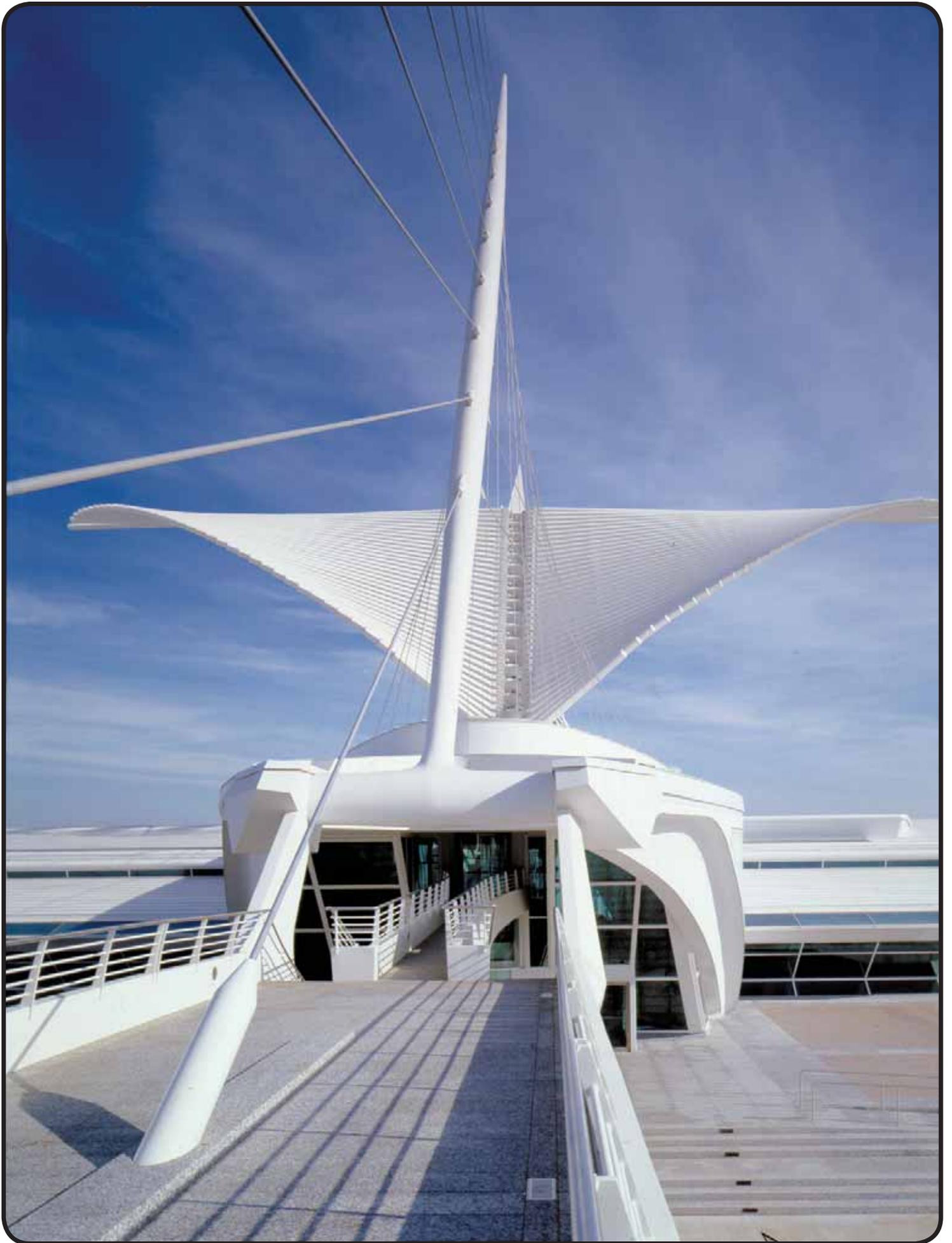


CULTURAL RESOURCES & HISTORIC PRESERVATION



*“If you want a city that will be remembered long after you are gone, make the **arts** an integral part of the long-term **strategic plan** for growth.”*

– Winton M. Blount





VISION FOR SUCCESS

This plan envisions the support and enhancement of the city's robust arts scene, unique cultural resources, historic and iconic structures and spaces, and diverse, vibrant neighborhoods as vital elements of the community, the economy, and our quality of life.

The vision of success for Cultural Resources & Historic Preservation includes:

Diversity of Arts Experiences

Participation and access to diverse artistic and creative endeavors, attractions, experiences, and education will be affordable, convenient and distributed throughout the city.

Community Support

Cultural, artistic, and historic resources and the creative economy will be valued and supported as a critical element of a strong, diverse urban community that is socially and economically healthy.

Empowerment

Citizen involvement in urban design and public art has the ability to create unique districts, streets, parks, neighborhoods, engender loyalty to places, and add value to the public realm.

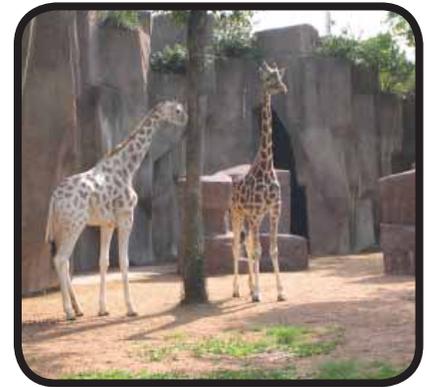
OVERVIEW AND INTRODUCTION

Milwaukee's art and cultural heritage, its ethnic diversity, and historic resources provide a rich sense of identity, diversity, pride, and creativity that improves the quality of life for residents and the city's attractiveness as a destination. These resources establish Milwaukee as unique to all other cities, and as a strong competitor as a desirable place to live, work, and visit.

Arts, culture, and history are increasingly viewed as significant economic development and quality of life assets to major cities. Every great city sustains places where people can experience and learn about the arts and attend performances, sports, multicultural experiences, and other live entertainment. These experiences impact people's lives in a unique and positive way, bring enjoyment and inspiration, and engage groups of individuals in common experiences. These same experiences also generate revenue and sustain jobs, tourism, and associated businesses. The diversity of activities and experiences is a main ingredient for attracting and retaining talent, residents, and businesses. Choosing to sustain and enhance these amenities will transform regional assets into a lynch pin of a leading edge, innovative community.

These events, venues and resources attract millions of visitors to Milwaukee and generate significant revenue from sales and taxes. The Henry W. Maier Festival Park, which provides Milwaukee with a space for summer-long festivals and celebrations, generates meaningful business and tourism revenue for the city. The celebrations on the festival grounds generate an estimated \$120 million in direct and indirect spending. The Milwaukee County Zoo, considered among the finest zoos in the United States, includes over 200 wooded acres and 2,500 animals. The zoo attracted over 1.3 million visitors in 2008, with a projected economic impact of \$112 million. Arts and culture in the greater Milwaukee area generates an economic impact of over \$250 million, including over \$33 million in state and local taxes. It also provides approximately 4,000 jobs, engages 9,000 volunteers, and reaches close to half a million children annually through tours, programming, and access.

According to the United Nations Conference on Trade and Development, the creative economy, which includes enterprises that evolve from cultural or creative roots, is growing faster than any other commercial sector. According to author Richard Florida, in *The Rise of the Creative Class*, cities with thriving arts and cultural climates... "enjoy higher rates of innovation and high-wage economic growth." Fortunately Milwaukee has



organizations like the Cultural Alliance which seeks to position arts and culture as an essential asset, to help fuel regional growth. Arts and culture enterprises reach over 4.5 million people yearly in the Milwaukee area, which is a great foundation from which to build a stronger creative economy.

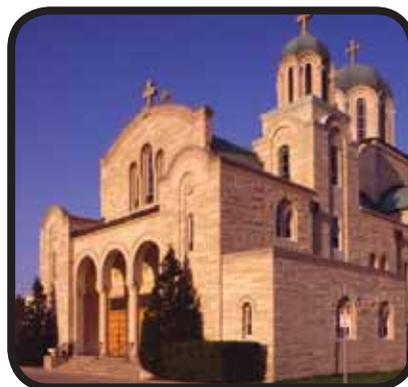
Milwaukee has benefited from a rich legacy of arts and culture since its inception. When Milwaukee was just a village, Henry Vianden started an artist colony, which launched the careers of a number of great artists. The Layton Art Gallery, Milwaukee's first public art gallery, opened in 1888. The Grand Opera House, founded by Jacob Nunnemacher, opened in 1871. The Pabst Theater, built to host German drama and currently home to a wide variety of performances, opened in 1895 and was placed on the National Historic Register in 1972. The Milwaukee Symphony Orchestra was established in 1959 and Milwaukee Ballet in 1970.

These and other efforts established the foundation for the greater Milwaukee area's current arts and culture scene that includes over 250 arts and cultural organizations, and offers a wide variety of rich experiences for residents, visitors from metro area and beyond. The Milwaukee Art Museum, Symphony Orchestra, Ballet, and Repertory Theater are four mainstays that lend a solid foundation to the city's arts scene. In fact, Milwaukee has more art venues per capita than Minneapolis, St. Louis, Cincinnati, and other similarly sized cities.

Arts and cultural facilities are broadly distributed across the Milwaukee area. Milwaukee's Public Libraries own and display an extensive collection of art and often feature cultural education programs. Many religious institutions in the area also have collections of art or historically significant buildings that contribute to the area's culture. The Basilica of St. Josephat, St. Sava's

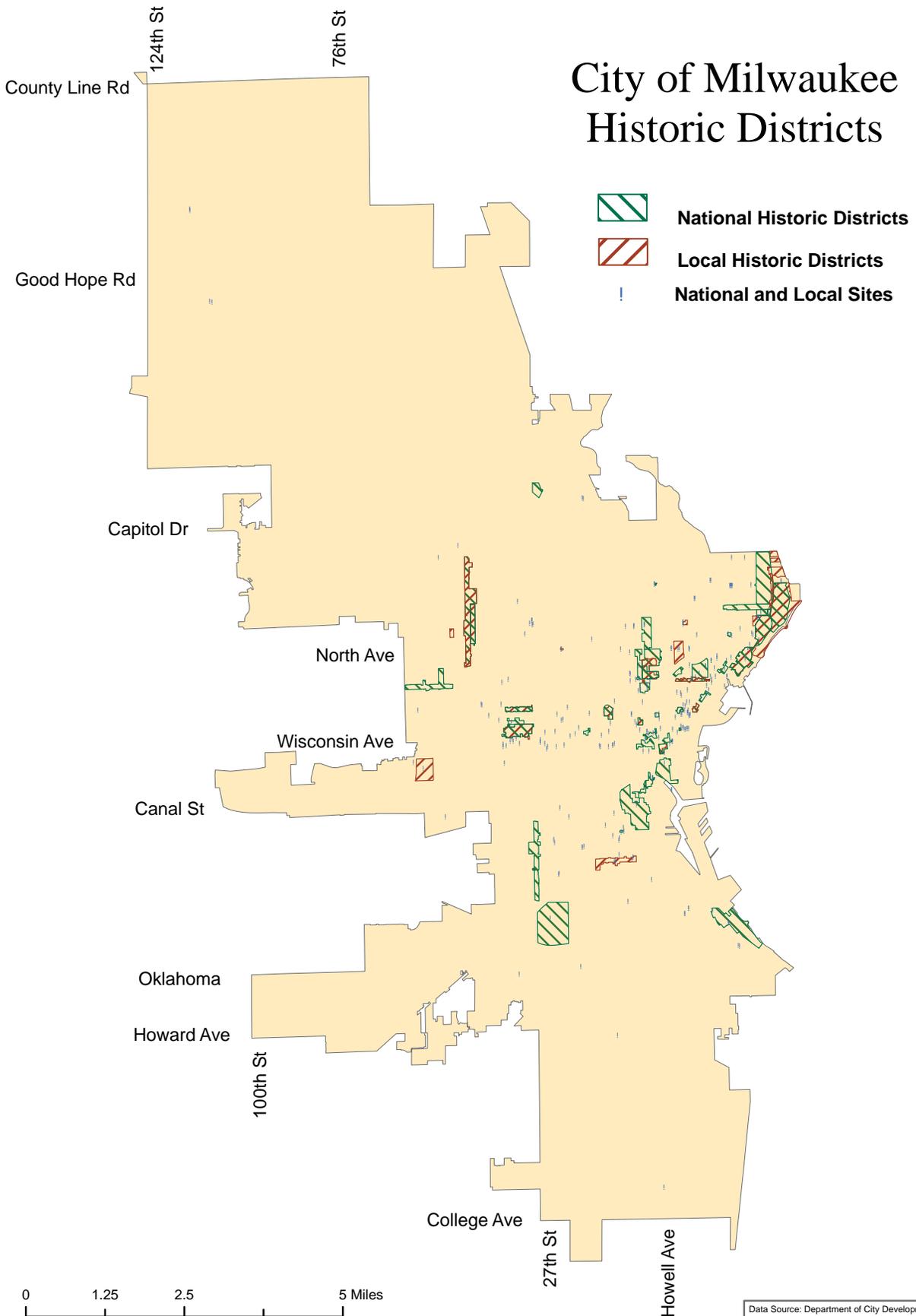
Serbian Orthodox Church, and St. Mark's African Methodist Episcopal Church are just a few examples of religious institutions with strong ethnic cultural origins. Artist live-work spaces are also distributed around the city. The Kunzelmann-Esser Lofts on Mitchell Street provide 67 artist's live/work spaces. The building also houses galleries and facilities such as kilns, a darkroom, painting studio, potters wheels, woodworking room, computer room, and theater.

The presence of public art has increased dramatically in recent years as philanthropists and artists seek to enhance the public realm and to expose residents and visitors to creative works. The RiverWalk, for example, provides highly visible sites for public art, as do some private developments. However, there are numerous additional locations where public art could enliven the urban environment.





City of Milwaukee Historic Districts



Higher education continues to support arts development and education, as demonstrated by local art schools, including the Milwaukee Institute of Art and Design, the Peck School of the Arts at the University of Wisconsin Milwaukee, music and performance arts series at Alverno College, and the Haggerty Museum at Marquette University. These institutions are focused on educational and community engagement as their mission, attracting students and faculty of the arts and helping to maintain a steady population of art supporters to continue the arts and cultural legacy.

The Milwaukee County Parks system, which provides a number of facilities and experiences for residents and visitors, is a highly valued legacy of the city's early leadership that envisioned a rich public realm for Milwaukee residents and deserves resources for maintenance, preservation, and enhancement. In addition to parks and open space resources, which are addressed in more detail in the Natural Resources chapter, facilities and venues that provide cultural exposure and enrichment to residents and visitors include:

- Milwaukee Art Museum
- Milwaukee Public Museum
- Marcus Center for the Performing Arts
- Pabst Theater
- Milwaukee Theater
- Riverside Theater
- Broadway Theater Center
- Milwaukee County War Memorial Center
- Milwaukee County Historical Society
- Charles Allis Museum
- Villa Terrace Decorative Art Museum
- Many smaller venues in neighborhoods throughout the city and on college campuses
- Milwaukee County Zoo
- Thousands of acres within the Milwaukee County Parks system of open spaces and recreational facilities including performance spaces at Washington and Humboldt Parks.

Milwaukee's heritage is apparent through its architecture, landscape architecture and iconic buildings, which contribute to the city's rich sense of place. Whether the structure is historic like City Hall, or iconic like the addition to the Milwaukee Art Museum designed by Santiago Calatrava, they help to establish Milwaukee's past and provide

inspiration for its future. Even ubiquitous elements such as the traditional Milwaukee bungalows, parkways and boulevards, offer a unique cultural identity and quality of life that residents have come to enjoy. Milwaukee's neighborhoods have a strong identity and unique characteristics as well, sometimes enhanced by ethnic influences.

Milwaukee's historic built environment is important to a strong and vibrant community that respects and celebrates its roots. These well-worn assets should remain vital and adapted to modern needs. The landmark architecture among them will need help in attracting financial resources and investment necessary for preservation and restoration. It is clear that preservation further conserves and reuses materials and construction resources and is a sustainable strategy. It also stimulates tourism and investment in the local economy, and enhances neighborhoods.

The Milwaukee Historic Preservation Commission (HPC) administers Milwaukee's historic preservation ordinance, which provides architectural





support and legal protection for buildings or sites that have been declared historic by the Common Council. The HPC is responsible for designating historic landmarks and historic districts, and for issuing Certificates of Appropriateness for permission to alter historic buildings. As of 2009, Milwaukee has 109 individual local historic properties, 24 local historic districts, 119 individual National Register listed properties, and 46 National Register historic districts or building sites. Other City supported initiatives, such as redevelopment of the former Pabst and Schlitz brewery complexes, demonstrate the City's commitment to preserving its historic legacy.

A number of private organizations are dedicated to preserving and restoring Milwaukee's historic resources. Historic Milwaukee, Inc. (HMI) conducts educational programs, panel discussions, events, and nearly 500 walking tours annually to help increase awareness of Milwaukee's history and its built environment. HMI also works to ensure that preservation and community concerns are clearly expressed to City staff and developers

early in the design process, so that these concerns can be most cost effectively addressed in the proposed design. The University of Wisconsin – Milwaukee Historic Preservation Institute, housed within the School of Architecture and Urban Planning, is dedicated to the preservation and adaptive reuse of historic buildings and environments while providing academic training and education opportunities for students. The Wisconsin State Historic Preservation Office assists communities, organizations, agencies and individuals in identifying and protecting historic properties through inventories, grants, tax credits, research, and technical assistance. Additional local organizations dedicated to historic preservation include the Milwaukee Preservation Alliance, an advocacy and outreach organization, and groups dedicated to restoration efforts such as Frank Lloyd Wright Wisconsin, restoring Wright's System Built homes on S. Burnham Street, and groups organized to restore the historic Pabst Mansion and significant historic Milwaukee landmarks.

Milwaukee's ethnic neighborhood diversity is a critical component of its historic and diverse cultural legacy, and has influenced the development of local arts, cultural organizations, and neighborhood identities. The United Community Center's Latino Arts Gallery, the Bronzeville District, and the Third Ward, which hosts gallery walks and arts programming, are examples of a few neighborhoods that actively support the city's art scene. Summer neighborhood and citywide ethnic festivals, as well as the Holiday Folk Fair, provide opportunities to showcase the city's wonderful ethnic heritage. These ethnic festivals and the Summerfest music festival attract over one million visitors annually to the Henry Maier Festival Park.

Other opportunities for recreation and revenue include the Bradley Center, home of Milwaukee Bucks basketball, Admirals hockey and Wave soccer; Miller Park, home of Milwaukee Brewers baseball; Potawatomi gaming and entertainment complex; and the U.S. Cellular Arena.

OPPORTUNITIES

1. **Strong network of local arts and cultural organizations, appreciated and supported by the community.**

The greater Milwaukee region's 250 arts and culture organizations provide a strong foundation for efforts to strengthen and support the engagement of the broader community in activities, experiences, and venues. The pillars of this foundation include the Milwaukee Art Museum, Milwaukee Symphony Orchestra, Milwaukee Ballet, and Repertory Theater. Few other cities of comparable size to Milwaukee can boast such respected and successful arts organizations as these. Many smaller organizations scattered throughout the city provide additional diversity and venues for a broad variety of artistic and cultural endeavors. A number of local organizations are driving arts funding and development of the region's creative economy. The United Performing Arts Fund (UPAF), the Cultural Alliance of Greater Milwaukee, the Milwaukee

Artists Resource Network, and others promote independent visual artists, filmmakers, musicians, and performers across the Milwaukee area. UPAF continues to be a well funded and highly regarded organization. The arts are also firmly established in higher education. The Milwaukee Institute of Art and Design, University of Wisconsin-Milwaukee's Peck School of the Arts, Alverno College, Mount Mary College, and others all contribute to the strength and stability of this Milwaukee asset.

2. **Arts and culture contribute to the local and regional economy.**

Arts and cultural events and venues contribute significantly to Milwaukee's economy, drawing millions of visitors who in turn generate millions of dollars in revenue. Arts and culture in the greater Milwaukee region have an economic impact of over \$250 million, including over \$33 million in state and local taxes. Arts and Culture also provide over 4,000 jobs, engage 9,000 volunteers, and reach close

to half a million children annually through tours and programming.

Historic resources also provide economic benefits to the city. The Third Ward, for example, demonstrates how one historic district can be transformed into a significant economic asset for the city. Once Milwaukee's oldest center of commerce and warehousing, the Historic Third Ward now supports over 400 shops, restaurants, cultural institutions, and creative businesses, fruit and vegetable markets, as well as the largest concentration of art galleries in the city. The Third Ward provides a walkable arts district and rich balance to the many public arts and cultural institutions elsewhere in the city. Nearly 1,400 residential units and the Milwaukee Institute of Art and Design student housing help activate this vibrant district.

LOCAL ACHIEVEMENT

- **The Cultural Alliance of Greater Milwaukee is working with Local Initiatives Support Corporation and artists from the community to inventory and assess the cultural life of Milwaukee neighborhoods. The intent of the initiative is to create a template in two neighborhoods that can serve as a demonstration project for the greater Milwaukee region.**
- **First Stage Children's Theatre is the only professional children's theatre in Wisconsin, with the largest theatre training program in the nation. Together with Milwaukee Youth Symphony Orchestra, the largest youth symphony in the nation, they created the Milwaukee Youth Arts Center, the first such youth arts collaboration in the nation.**
- **The Milwaukee Art Museum, in addition to its world recognized building addition designed by internationally known architect Santiago Calatrava, holds one of the largest collections of works by Wisconsin artist Georgia O'Keefe.**
- **The \$84 million restoration of Milwaukee's 115 year old Flemish Renaissance City Hall, designated a National Historic Landmark in 2005, is one of the most historically significant projects in the Midwest. Restoration included upgrading 1,900 windows, sandstone reparation, replacement of thousands of deteriorating bricks, replacement of copper roofing, and the replication and replacement of terra cotta sculptures on the building exterior.**



3. **Strong ethnic and neighborhood diversity.**

Milwaukee's ethnic and neighborhood diversity are a community asset, providing exposure to a range of perspectives and experiences and adding vitality to the city's neighborhoods. This diversity is reflected in local cultural organizations, such as the United Community Center's Latino Arts Gallery, the Bronzeville District, and the Third Ward. Summer neighborhood and ethnic festivals engage residents and visitors, attracting over 800,000 attendees.

The Bronzeville area and its neighbor to the west, Walnut Way, represent two predominantly African American areas of Milwaukee where substantial revitalization efforts are occurring. These neighborhoods are experiencing reinvestment, revival and celebration of their historic and

cultural roots and social fabric. This is being achieved through many strategies, including job training initiatives, community gardens and orchards, documentation of the oral traditions of resident elders, and integration of sustainable environmental practices within the neighborhoods. Reinvestment focus areas include the commercial districts, residential programs, and neighborhood organizing. Revitalization centered on unique neighborhood cultural and ethnic heritage is also happening in other parts of the city such as Sherman Park and the near south side.

4. **An established network of higher arts educational institutions.**

Milwaukee is fortunate to have well-established and highly regarded educational institutions focused on arts and media. For example, the University of Wisconsin Milwaukee has a very strong

theater training program and film school, and the Milwaukee Institute of Arts and Design continues to produce talented and motivated artists and other creatives. In addition, Milwaukee Area Technical College's culinary arts school and its coursework in creative technologies, computer software design and animation along with a number of schools with industrial design programs, contribute to the city's unique assemblage of institutions lending a rich creative diversity to the labor market and the broader community. Furthermore, graduates of these programs often stay within the greater Milwaukee community. These programs create the potential for mutually supportive relationships between these institutions and local businesses and organizations, who provide employment and other productive outlets for creatively trained individuals.



WHY SUPPORT THE ARTS?

- The arts generate jobs – over 4,000 full-time equivalents in the greater Milwaukee area. Many of these jobs are local, with people raising families, paying taxes, etc. Many jobs also attract talent that is hired for a particular project, which brings in new dollars and taxes on an ongoing basis.
- The arts stimulate neighborhood development – whether it's the Florentine Opera's new center in Riverwest or theatres in the Third Ward or the many arts programs enhancing social wellbeing, the arts make our neighborhoods stronger.
- The arts contributed over \$250 million in economic impact – as measured by Americans for the Arts in 2007; including over \$25 million in tax revenues.
- The arts are a key educational opportunity for our children – reaching over half a million children in the greater Milwaukee area alone. With arts education bearing the brunt of many school budget cuts, the arts community has been providing more direct school services.
- A strong arts community attracts the best talent – artistic and workforce. Milwaukee artists have the opportunity to work across many organizations, which enhances our reputation. In fact, Actors Equity states that there are more working Equity actors in Milwaukee per capita than in either New York or Chicago. Highly educated talent wants to live and work in a city that has a strong creative infrastructure.
- The arts add inestimable value to our quality of life – offering performances and education and outreach activities across our community annually. People like to attend and participate in the arts, for physical or spiritual renewal, intellectual challenge and social outreach.
- The arts attract people – annual surveys of downtown Milwaukee's Business Improvement District (BID 21) show that the arts are the number one reason people live and play downtown.





CHALLENGES

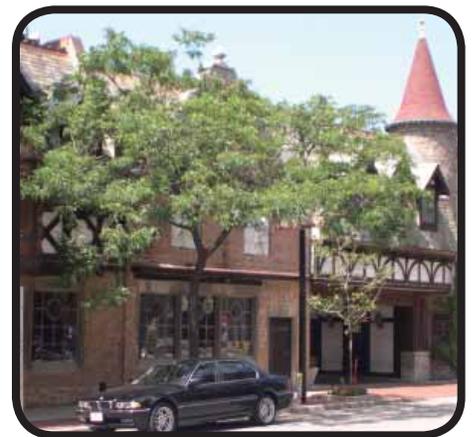
1. Adequate funding and resources to sustain arts and cultural organizations and facilities.

Despite the richness and diversity of Milwaukee's arts and cultural scene, the organizations that maintain this richness often operate with limited budgets and rely on donations, grants, and other sources of funding that ebb and flow as tastes and economic conditions change. Furthermore, the revenue stream that arts and cultural activities generate does not always translate into an equivalent return in public spending. These arts and cultural facilities require millions of

dollars per year for maintenance, infrastructure repair, operations, and programming. Not unique to the City of Milwaukee, it is particularly difficult for local governments to provide continuing support and resources in light of budget constraints and current economic times. Private funding dedicated to supporting these institutions, including corporate and foundation philanthropy, has also been strained in the current economy. As a result, maintenance needs and costs have been deferred and continue to accumulate, while cuts in expenditures (advertising, programming, maintenance)

continue to impact the quality of arts organizations, facilities, and programming, which further impairs the ability to generate revenue.

Additionally, despite evidence to the contrary, public entities typically do not value the arts as a significant contributor to the local or regional economy. Consequently, public policies are not always favorable to supporting the needs of arts and arts organizations, such as land use requirements and building codes. Complying with codes that do not accommodate the needs of arts also can increase the cost of doing arts related business.



In summary, the ability of the current public / private funding structure to serve the needs of the system is significantly strained, and some of the organizations that depend on this structure are at risk of failure. At least one assessment suggests that Milwaukee's nonprofit organizations receive less funding from government grants and investments than do their counterparts in comparable sized cities, and are more dependent on contributed income, when compared with national trends.

2. Identifying and preserving Milwaukee's historic and cultural legacy.

The City of Milwaukee maintains lists of local and nationally registered historic properties and districts. The City of Milwaukee Historic Preservation office works closely with property owners to ensure that rehabilitation and preservation are high quality and consistent with the historic legacy of the city. However, this historic legacy, which contributes to the quality of life, sense of place, and

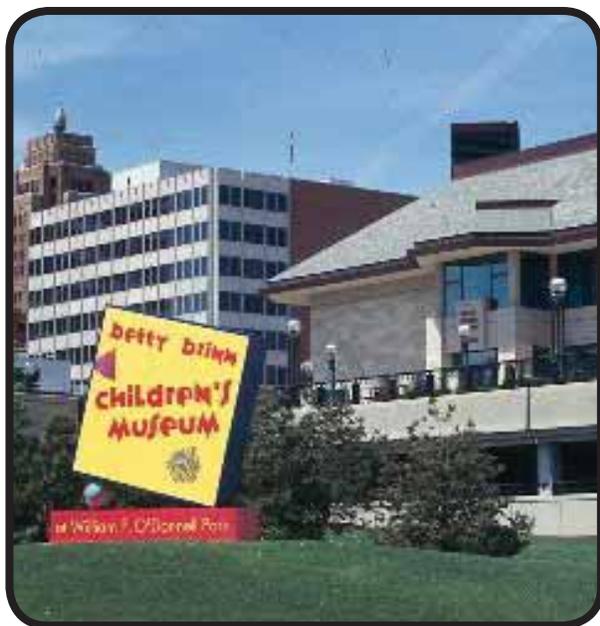
economy of the city, is being lost to neglect, inappropriate modifications, demolition, and the failure to conceive successful adaptive reuse strategies. Two recent examples are the Gipfel Brewery and the lakefront Coast Guard Station. A City of Milwaukee historic preservation plan would help the City provide support for historic resources and help guide preservation and future development efforts.

3. Arts and cultural experience for residents.

As arts education declines in Milwaukee Public Schools, nonprofit organizations have attempted to supplement traditional arts, theater and music coursework with after school and weekend educational programming. Without strong sustained funding this programming, as well as the associated intellectual and creative development of the city's youth population, is at risk. Exposing children to arts and culture long-term helps to sustain the city's arts organizations, which depend on strong attendance for revenue. Attendance at some

of the city's oldest and best known organizations, such as the Milwaukee Symphony Orchestra and the Milwaukee Ballet Company, are significantly skewed towards more mature audiences. While these populations continue to support the arts through philanthropy and ticket sales, without exposing residents in other age groups to arts and cultural experiences to generate interest and participation in events and programming, audiences are destined to continue to decline.

The disjointed discussion around public art, particularly its form, funding, and location, hinder the process to incorporate public art into neighborhoods, civic spaces, and the public realm in general. These resources, in fact, are needed to help differentiate neighborhoods, lend uniqueness and diversity to an otherwise bland urban landscape, and bolster the region's economy. A clearer discussion with better understanding of the impact of arts and culture, urban design and the public realm, needs to take place among citizens and area decision makers.





WHAT PROPERTIES ARE ELIGIBLE FOR DESIGNATION AS A HISTORIC RESOURCE?

Any structure, site or district, which possesses architectural, cultural or historical significance to the City of Milwaukee, may be considered for designation. In general, a structure, site or district is considered to possess these qualities if it:

1. Exemplifies the development of the cultural, economic, social or historic heritage of the City of Milwaukee, State of Wisconsin or of the United States.
2. Is the site of a significant historic event.
3. Is identified with a person or persons who significantly contributed to the culture and development of the City of Milwaukee.
4. Portrays the environment of a group of people in an era of history characterized by a distinctive architectural style.
5. Embodies the distinguishing characteristics of an architectural type of specimen.
6. Is the work of an artist, architect, craftsman, or master builder whose individual works have influenced the development of the City of Milwaukee.
7. Embodies elements of architectural design, detail, materials, or craftsmanship which represent a significant architectural innovation.
8. Is related to other distinctive areas which are eligible for preservation according to a plan based on an historic, cultural, or architectural motif.
9. Is uniquely located as a singular structure, object or place which represents an established and familiar visual feature of a neighborhood, community, or the City of Milwaukee.

POLICIES

I. SUPPORT AND PROMOTE THE ARTS AND CULTURAL RESOURCES. **These assets contribute to the healthy economic stability, quality of life, and attractiveness of Milwaukee and the region. Public support is critical for the stability and success of organizations and facilities that include cultural programming.**

A. ***Inventory, support, and promote arts and cultural resources, industries, institutions, and infrastructure as critical to a modern urban economy.***

1. Create a strategic master plan for strengthening, promoting, and supporting the arts and cultural assets of the city
2. Increase awareness of arts and cultural facilities, programming, and economic impact through the efforts of the Milwaukee Arts Board and in conjunction with the Cultural Alliance of Greater Milwaukee
3. Collaborate with arts and cultural institutions and local employers to increase attendance and participation, and to highlight cultural assets through promotions, publicity, events, art festivals and walks, ethnic and heritage festivals, and 'free attendance' days for residents, students, and seniors
4. Collaborate with the Milwaukee Arts Board, Milwaukee 7, Milwaukee County, United Performing Arts Fund, Cultural Alliance and other entities to inventory and map arts and cultural assets, to identify direct and indirect benefits of arts and cultural institutions to the city and region, and to develop branding and marketing strategies that include these assets

B. **Develop and improve funding mechanisms and support for arts and cultural institutions, facilities, and programs.**

1. Work with Milwaukee County and local arts organizations to establish a steady source of funding and revenue to support arts and cultural facilities, programming, operations, and maintenance
2. Review benchmark regions with vibrant creative economies to study successful public/private funding models and organizational infrastructure
3. Work with arts and cultural institutions to develop funding and financing strategies to help prioritize and address revenue shortcomings for maintenance and infrastructure backlogs
4. Maintain or increase funding support for the efforts of the Milwaukee Arts Board. Develop a master plan and policies for the placement, funding, and support for public art and the work of local artists. Target private development and capital improvement projects where public art can emphasize important and prominent places such as civic and institutional facilities
5. Continue to support the business of art and needs of artists through flexible in land use and building code requirements, more areas where live-work-studio spaces are permitted, creative solutions to affordable artist housing, cost reductions and exemptions that support arts-centered districts, and host organizations that offer space for activities and performances of arts groups.



C. Establish a creative coalition of individuals, professions, businesses, nonprofit groups, and institutions to foster cooperation and take advantage of shared resources and economies of scale across the region.

1. Work with arts community to build the city's creative capital into an economic asset, to identify potential for shared resources, and to reduce duplication of effort and maximize organizational efficiencies. The creative community should include the nonprofit sector (arts, culture, historic resources, and arts education), creative individuals (visual arts, designers, media, architects, crafts people, and writers), and creative businesses (advertising, marketing, software, art galleries, and festivals)
2. Strengthen alliances between cultural and arts organizations, economic development, business recruitment, and tourism efforts to promote creative resources and industries
3. Support existing clusters of arts organizations and encourage the creation of arts districts as targets for city investments. Encourage the co-location of mutually supportive businesses and institutions
4. Work with higher educational institutions and the private sector to support and feature arts and cultural activities
5. Position, maintain and strengthen the Milwaukee Arts Board to act as a liaison between city agencies that sponsor public arts activities and as a vehicle to direct policy, planning, and programming to enhance the cultural life and enrich the experience of citizens through the arts



II. INTEGRATE ARTS AND CULTURAL RESOURCES AND DIVERSITY INTO NEIGHBORHOODS.
The widespread distribution of cultural resources across the city will help increase exposure and involvement in programming among the city's residents.

A. Encourage the integration of arts and culture into neighborhoods to increase exposure to a diversity of experiences and perspectives and to strengthen the social and community fabric.

1. Consider hosting arts and cultural programming in neighborhood facilities such as parks, libraries, community centers, and schools
2. Use art to help create cultural and neighborhood identity: through the use of banners, signage, or other streetscape elements displayed in visible locations such as bus stops, libraries, and neighborhood centers
3. Celebrate the unique culture, heritage, and ethnic diversity of neighborhoods as a point of pride and differentiation, as a catalyst for arts and cultural programming, as themes of neighborhood fairs and festivals, and as an opportunity for economic development
4. Use redevelopment and reinvestment mechanisms and planning tools, such as Targeted Investment Neighborhoods or Neighborhood Investment Districts, to support creation of arts districts or to integrate arts and culture into neighborhoods
5. Continue to promote and celebrate the multiculturalism and diversity of the city's population through parades, festivals, museum exhibits, and other programming

B. Expand access, awareness, and participation in affordable, family friendly arts and cultural programming, education, and entertainment.

1. Increase arts and cultural programming and education for children in and outside of schools, including youth creative internships in arts and cultural organizations
2. Support partnerships between artists, arts organizations and Milwaukee Public Schools to sponsor youth attendance and participation in performances, events, and art-focused activities
3. Ensure easy access and transportation between cultural/arts venues and events for residents
4. Encourage the private sector to sponsor *free admission days* to engage young people in theater, dance, museums, film festivals, and other ticketed cultural events
5. Involve artists in programming, education, and outreach to the community, and in neighborhood design and beautification efforts





III. PRESERVE, ENHANCE, AND PROMOTE THE CULTURAL HERITAGE, BEAUTY, AND IDENTITY OF THE CITY OF MILWAUKEE. **These elements contribute to the quality and diversity of city neighborhoods and quality of life.**

A. ***Ensure historic elements are preserved and restored for the benefit of current and future generations.***

1. Identify, inventory, assess, and map historic and iconic resources including: properties, landmarks, districts, structures, routes, historic main streets, landscapes and open spaces
2. Work with the Historic Preservation Commission to establish a master plan for historic preservation to help the City prioritize, provide support for historic resources, and guide preservation and development activities
3. Enact zoning and other land use regulations, guidelines, and standards, possibly through an historic district overlay or the Neighborhood Conservation Overlay Zone, to ensure that development and restoration maintain the historic and cultural character of Milwaukee's historic neighborhoods
4. Promote the preservation and restoration of priority buildings, landmarks, and sites as neighborhood assets and catalysts for neighborhood revitalization and to help establish neighborhoods with a distinct sense of place
5. Identify and promote funding and financing tools such as historic tax credits to help with preservation costs
6. Coordinate with the State Historical Society and local, state, and federal agencies and organizations to protect historic resources
7. Increase awareness, understanding, and appreciation of the city's historic legacy through publicity, maps, websites, tours, workshops, and historic markers and route designations. Work with groups throughout the city to achieve broad circulation of promotional materials
8. Work with the State of Wisconsin to identify, inventory, and preserve archeological sites
9. Encourage adaptive reuse of historic or architecturally significant buildings

WHAT DO OTHER CITIES DO?

Many cities across the country have an Office of Cultural Affairs which is responsible for serving the arts community and promoting the arts. The Office of Cultural Affairs typically works with arts funding, programming, planning, marketing and even tourism. Staffing and funding of the Office of Cultural Affairs varies, ranging from 6-80 staff, with budgets ranging from \$70 million in Chicago to \$3 million in Nashville. Chicago's Department of Cultural Affairs calculated the 2007 direct impact of tourism on the local economy to be over \$15 billion.

Other cities, like Baltimore incorporate arts and cultural information in a central website on neighborhoods and real estate (Live Baltimore). For many cities, the convention and visitors bureau promotes events and offers arts/cultural information in conjunction with business improvement districts, Main Street districts, and historic districts. Local TV, radio and internet sites increase the reach of these efforts.