

Appendix A

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Workforce development

Zoning

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*Majority Source: 'A Planner's Dictionary', APA – Editors: Michael Davidson & Fay Dolnick, 2004

Accessible or handicapped-accessible: Accessible means easy to approach, reach, enter, speak with, or use. Handicapped-accessible means easy to approach, reach, enter, speak with, or use for a handicapped person or someone with a disability.

Adaptive reuse: Rehabilitation or renovation of existing building(s) or structures for any use(s) other than the present use(s).

Affordable housing: Housing that has a sale price or rental amount that is within the means of a household that may occupy middle-, moderate-, or low-income housing. In the case of dwelling units for sale, housing that is affordable means housing in which mortgage, amortization, taxes, insurance, and condominium or association fees constitute no more than 28% of gross annual household income. In the case of dwelling units for rent, housing that is affordable means housing for which the rent and utilities constitute no more than 30% of gross annual income.

Agricultural use: The employment of land for the primary purpose of obtaining a profit in money by raising, harvesting, and selling crops, of feeding, breeding, managing, selling, or producing live-stock, poultry, fur-bearing animals, or honey bees, or by dairying and the sale of dairy products, by any other horticultural, forlicultural, or viticultural use, by animal husbandry, or by any combination thereof.

Amenity: Aesthetic or other characteristics of a development (natural or man-made) that increase its desirability to a community or its marketability to the public. Amenities may include things such as a unified building design, recreational facilities, security systems, views, landscaping and tree preservation, attractive site design, permanent open space, public art, etc.

Architectural feature: A part, portion, or projection that contributes to the beauty or elegance of a building or structure, exclusive of signs, that is not necessary for the structural integrity of the building or structure.

Area plan: A plan that covers a specific sub-area of the city and provides a blueprint for future development of the area. The plan also identifies specific

catalytic projects that will be undertaken to support that development. The plan provides policies and strategies based on shared values that will shape development for years to come. The plan also outlines an implementation strategy and framework for community partnership.

Automobile oriented retail: Retail with large parking lots and one and two story buildings that caters to automobile drivers (e.g. strip malls, shopping malls, drive-throughs, suburban style retail).

Base zoning district: A portion of the city within which only certain land uses and structures are permitted and certain standards are established for development of land. When a base zoning district is combined with an overlay district for purposes of development regulation specificity, the base (underlying) district regulations shall apply unless expressly superseded by overlay district provisions.

Best Management Practices BMP): A technique, method, process, activity, incentive or reward that is more effective at delivering a particular outcome than any other technique, method, process, etc. Best managements practices can also be defined as the most efficient (least amount of effort) and effective (best results) way of accomplishing a task, based on repeatable procedures that have proven themselves over time for large numbers of people.

Bike lane: A corridor expressly reserved for bicycles, existing on a street or roadway in addition to any lanes for use by motorized vehicles. These lanes are usually designated by signs or stencils on the pavement and a painted line marking the lane on the pavement.

Biotech or Biomedical Technology: Any technological application that uses biological systems, living organisms, or derivatives thereof, to make or modify products or processes for specific use.

Block face or block front: One side of a street or the building facades that make up one side of a street between two consecutive intersections. For example, a block face can be one side of a city block.

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Block Grant: *The Community Development Block Grant (CDBG), one of the longest-running programs of the U.S. Department of Housing and Urban Development, funds local community development activities such as affordable housing, anti-poverty programs, and infrastructure development.*

Bluff: *A steep headland, promontory, escarpment, riverbank, or cliff with an abrupt vertical change in topography of more than 10 feet with an average slope steeper than two feet of rise for one foot of horizontal travel.*

Bollards (fold-down): *Short vertical posts that can be arranged in a line to close a road or path to vehicles, and to separate traffic from pedestrians. The fold down feature allows the bollards to be removed when vehicle access is allowed.*

Brownfield: *Abandoned, idled, or underused industrial and commercial facilities/sites where expansion or redevelopment is complicated by real or perceived environmental contamination.*

Buffer zone: *Districts established at or adjoining commercial-residential district boundaries to mitigate potential frictions between uses or characteristics of use. Such district regulations may provide for transitional uses, yards, heights, off-street parking, lighting, signs, buffering, or screening.*

Building Bulk: *The total volume of a structure.*

Building code: *The various codes of the city that regulate construction and require building permits, electrical permits, mechanical permits, plumbing permits, and other permits to do work regulated by city code pertaining to building and building regulation.*

Building envelope: *The volume of space for building as defined by the minimum setbacks and the maximum allowable height.*

Building footprint: *The outline of the total area covered by a building or structure's perimeter at the ground level.*

Building height: *The vertical distance of the highest point of the roof or any rooftop deck, fence, railing, widow's walk, or other rooftop structure or feature above the mean finished grade of the ground adjoining the building.*

Building lot coverage: *An area within the property boundaries of a lot or tract within which an allowed building or structure may be placed (does not include paved surfaces).*

Building mass: *The three-dimensional bulk of a building: height, width, and depth.*

Building massing: *The way that three-dimensional forms are combined to make up the total building bulk.*

Built environment: *The elements of the environment that are generally built or made by people as contrasted with natural processes.*

Business Improvement District (BID): *A designated geographic area where property owners voluntarily collect annual assessments that are spent on projects that enhance the local business environment. These may include improvements to the streetscape, marketing efforts, business recruitment activity, and security programs.*

Bus Rapid Transit (BRT): *a broad term given to a variety of transportation systems that, through improvements to vehicles, infrastructure, and scheduling, attempt to use buses to provide a service that is of a higher quality than an ordinary bus line.*

Capacity building: *Building and demonstrating capacity to advance community plans through organizational development, community research, leadership development, partnership building, and planning for improved services and development projects. The process of building community partnerships and strengthening relationships and capacities requires engagement of a broad cross-section of community stakeholders in these activities, thereby establishing shared ownership.*

Catalytic projects: *Redevelopment projects and programs aimed at increasing economic and community value within areas, districts, or neighborhoods of a municipality. These projects leverage a significant and visible investment in the area, increase the value of surrounding properties, and support comprehensive planning goals.*

Center for Family Prosperity: *A resource center that helps households increase their income and spending power by offering in convenient neighborhood locations, a range of services such as, employment counseling, job training, financial*

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counseling, access to information on income supports like the Earned Income Credit, community links, and other vital information and resources.

Character: *Special physical characteristics of a structure or area (e.g. architecture, landscaping, natural features, open space, types and styles of housing, number and size of roads and sidewalks) that set it apart from its surroundings and contribute to its individuality.*

Charette: *An intensive focused workshop in which designers, property owners, developers, public officials, citizens, environmentalists, and other stakeholders work together to brainstorm and envision potential projects of benefit to the community.*

Citizen participation: *The process through which citizens who live, work, invest or spend time in an area are actively involved in the development of plans and recommendations for that area.*

City planning: *The decision-making process in which community goals and objectives are established, existing resources and conditions analyzed, strategies developed, and investments targeted and/or development controls enacted to achieve these goals and objectives. The purpose of city planning is to further the welfare of people and their communities by creating beneficial, equitable, healthful, efficient, and healthy environments for present and future generations.*

Commercial corridor: *A concentration of retail and commercial buildings usually located along a high traffic pedestrian and transportation corridor. Commercial corridors may be as little as two to three blocks in length, or may extend to several miles along a main street or highway.*

Commercial district: *A zoning district with designated land uses characterized by commercial office activities, services, and retail sales. Ordinarily these areas have large numbers of pedestrians and a heavy demand for parking space during periods of peak traffic.*

(Neighborhood) commercial district: *Small commercial areas providing limited retail goods and services (e.g. groceries and dry cleaning) for nearby residential customers.*

Community character: *The image of a community or area as defined by such factors as its built environment, natural features and open space elements, type of housing, architectural style, infrastructure, and the type and quality of public facilities and services.*

Community garden: *A private or public facility or plot of land for cultivation of fruits, flowers, vegetables, or ornamental plants by more than one person or family. Community gardens enhance the character of a community.*

Complete Streets: *Street rights-of-way designed and operated to enable safe, attractive and comfortable access and travel for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities are able to safely and comfortably move along and across a complete street.*

Comprehensive plan: *A plan for development of an area which recognizes the physical, economic, social, political, aesthetic, and related factors of the community involved. The plan usually includes policy statements, goals, objectives, standards, strategies, catalytic projects, maps, and statistical data for the physical, social, and economic development, both public and private, of the community.*

Conservation district: *A district established to provide a means of conserving an area's distinctive atmosphere or character by protecting or enhancing its significant architectural or cultural attributes.*

Conservation district (neighborhood overlay): *A district intended to accommodate unique land use, urban design, and other distinctive characteristics of older established neighborhoods. The district, used in combination with a base district, allows variations in permitted uses and site development regulation that are adapted to the needs of a specific neighborhood. The overlay is used to retain the character of earlier periods of development, stabilize and improve property values, encourage rehabilitation of existing housing, and to promote new construction that is compatible with the character of the area.*

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- Context sensitive development:** Development that is sensitive and responsive to the context in which it occurs. This type of development seeks to balance development goals with other desirable outcomes (e.g. historic preservation, environmental sustainability, and the creation of vital public spaces).
- Context sensitive street design:** A custom-tailored approach to street design that takes neighborhood context into account. Such design recognizes that once a high-speed or major arterial enters a community, a neighborhood, or a special, walkable district, it needs to transition into a more human-scaled design that obligates cars to drive in a slower, safer, more courteous and aware manner. Rights-of-way also need to be reapportioned to better serve the needs of pedestrians and better fit the purposes of special districts.
- Contextual zoning:** Zoning that regulates the height and bulk of new buildings, their setback from the street line, and their width along the street frontage, to conform with the character of the neighborhood.
- Corridor, environmental:** An area of land usually bordering a water course or wetland identified as containing unique natural features that should be preserved for its inherent ecological importance, environmental education and/or passive recreation.
- Corridor, mixed-use:** An area of land typically along a linear transportation route where a variety of land uses are permitted, including employment, shopping, and residential. These areas are intended to be pedestrian-oriented and accessible by public transit.
- Curb cut:** A curb break, or a place or way provided for vehicular ingress (entrance) or egress (exit) between property and an abutting public street.
- Demographics:** Selected population characteristics as used in government, marketing or opinion research, or the demographic profiles used in such research. Commonly-used demographics include race, age, income, disabilities, mobility (in terms of travel time to work or number of vehicles available), educational attainment, home ownership, employment status, and area or location. Demographic trends describe the changes in a population over time.
- Density:** The number of dwelling units or principal buildings or uses permitted per net acre of land.
- Density bonus:** The granting of the allowance of additional density in a development in exchange for the provision by the developer of other desirable amenities from a public perspective (e.g. public open spaces, plazas, art, landscaping, etc.).
- Design review:** The evaluation of development projects against community standards and criteria, typically conducted by a specially established design review board or committee. Projects may be evaluated for their impact on neighboring properties, benefit to the community, architectural, site and landscape design, materials, colors, lighting, and signage.
- Destination retail:** Retail businesses that generate a special purpose trip and that do not necessarily benefit from, or require a high-volume pedestrian location. Typically, destination retail acts as a market draw and/or anchor for other retail that stands to benefit from proximity to its customers.
- Development impact fee:** A fee levied on the developer of a project by a city, county, or other public agency as compensation for otherwise-unmitigated impacts the project will produce. This fee is intended as total or partial reimbursement for the cost of providing additional facilities or services needed as a result of the new development (e.g. wider roads, new sewers, etc.).
- Development incentive:** Measure that can be taken, usually by a governing agency, to encourage certain types of developments.
- Development standards:** A set of guidelines or defining parameters to be followed in site or building development.
- Diverse:** Many or varied, may also mean multi-ethnic or multi-cultural.
- Diversity:** Cultural diversity encompasses the cultural differences that exist between people, such as social customs, language, dress and traditions, and may also refer to the way societies organize themselves, their conception of morality and religion, and the way they interact with the environment.
- Easement:** A grant by a property owner to the use of land by the public, a corporation, or persons for

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specific purposes as the construction of utilities, sidewalks, drainage ways, or roadways.

Environmental corridor: *A linear landscape or topographic feature containing a concentration of natural and cultural resources, or combined features of water, wetlands, and steep topography of 12.5% or greater. The planning community has often modified or expanded this definition to meet state or federal planning requirements and to include scenic, recreational, and historic resources in urban or urbanizing environments.*

Export drivers: *Products currently in strong market sectors (nationally and/or internationally) or part of growing market sectors, that export goods or services outside of the Milwaukee metro region, and as a result: (1) Create new jobs, (2) Attract new investment, and (3) Retain and attract talent. Export drivers are also known as “high multiplier” jobs because they create regional wealth, related industry jobs, and jobs from direct and indirect spending.*

Exurban: *A region lying beyond the suburbs or the “outer ring” of a city, especially one inhabited principally by wealthy people as in exclusive enclaves, or one experiencing a shift from rural to “leapfrog” low-density urban development.*

Facade: *The face of a building. All wall planes of a building which are visible from one side or perspective. The front Facade faces and is most closely parallel to the front lot line.*

Facade (street-active, street-friendly): *The portions of a Facade which face and are most closely parallel to a street lot line, that engage pedestrians and help to create street activity through features such as storefront windows, welcoming storefront signs, etc.*

Facade grants: *A program that provides financial and business assistance to businesses and commercial property owners interested in renovating the street faces or public faces (principal facades) of their buildings.*

Feasibility study: *An analysis of a specific project or program to determine if it can be successfully carried out.*

Floor area ratio (FAR): *The total floor area of all buildings or structures on a zoning lot divided by the area of said lot.*

Gateway: *An entrance corridor that heralds the approach of a new landscape, neighborhood, or area and defines the arrival point as a destination.*

Gentrification: *The rehabilitation and resettlement of low- and moderate-income urban neighborhoods by middle- and high-income professionals.*

Green building: *Structures that incorporate the principles of sustainable design – design in which the impact of a building on the environment will be minimal over the lifetime of that building. Green buildings incorporate principles of energy and resource efficiency, practical applications of waste reduction and pollution prevention, good indoor air quality and natural light to promote occupant health and productivity, and transportation efficiency in design and construction, during use and reuse.*

Green infrastructure: *A strategically planned and managed network of wilderness, parks, greenways, conservation easements, and working lands with conservation value that supports native species, maintains natural ecological processes, sustains air and water resources, and contributes to the health and quality of life of communities.*

Green space: *An open urban space with plant life or the natural environment; also any natural area, landscaped area, yard, garden or park accessible to the public.*

Historic building: *Any building that is historically or architecturally significant.*

Historic district: *A district or zone designated by a local authority or state or federal government within which buildings, structures, appurtenances*

Historic landmark district: *A geographically defined area possessing a significant concentration, linkage, or continuity of landmarks, improvements, or landscape features united by historic events or aesthetically by plan or physical development, and which area has been designated as an historical landmark district pursuant to procedures of the city code and ordinance. The district may have within its boundaries noncontributing buildings or other structures that, while not of such historic and/or architectural significance to be designated as landmarks, nevertheless contribute to the overall visual character of the district.*

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High density land use: Compact or clustered development, resulting in a higher overall number of units built in the same area and possibly reducing the demand for development in other areas. Higher density development does not necessarily mean multifamily development or high-rise buildings. Higher densities can be achieved by building homes on smaller lots, by building attached homes (rowhouses or townhomes) or by building multifamily structures (apartment buildings). But higher densities may be feared due to connotation with overcrowded housing in the late 19C.

High intensity land use: High density street-oriented development (lively, diverse, engaging) that draws a large amount of foot traffic to an area. Densely developed urban neighborhoods may have a high intensity street layer of development comprised of one or more levels of retail, restaurant or entertainment uses, with quieter residential, office or studio levels above.

Highrise building: A tall building or structure, typically a minimum of twelve stories, thus requiring mechanical vertical transportation. This building type includes a rather limited range of building uses, primarily residential apartments, hotels and office buildings, though occasionally they include retail and educational facilities.

Historic preservation: The preservation of historically significant structures and neighborhoods until such time as, and in order to facilitate, restoration and rehabilitation of the building(s) to a former condition.

Hope VI principles: The Hope VI program is part of the US Department of Housing and Urban Development's efforts to transform public housing. The four guiding principles are: 1) changing the physical shape of public housing, 2) establishing positive incentives for resident self-sufficiency and comprehensive services that empower residents, 3) lessening concentrations of poverty by placing public housing in nonpoverty neighborhoods and promoting mixed-income communities, and 4) forging partnerships with other agencies, local governments, nonprofit organizations, and private businesses to leverage support and resources.

Human scale: A design approach based on Greek and Roman architecture that used building mass and proportions that were related to the size of the human body. For civic spaces, combined height and width (mass) of buildings were monumental

but not overwhelming. In modern times, human scale has come to mean buildings and environments that are proportioned and designed to be user-friendly and pedestrian-oriented. There are many elements of buildings and spaces that contribute to the creation of a human scale environment. Heights, setbacks, spatial enclosure, front and side yards, architecture, and relationships of building heights to widths all play into the scale of development. For design of cities, human scale design addresses how to create an urban form that functions well for pedestrians and contributes to making livable and appealing neighborhoods.

Impact fee: A fee, also called a development fee, levied on the developer of a project by a city, county, or other public agency as compensation for otherwise unmitigated impacts the project will produce.

Impervious (impermeable) surface: Any hard-surfaced (e.g. asphalt, concrete, roofing material, brick, paving block, plastic), man-made area that does not readily absorb or retain water, including but not limited to building roofs, parking and driveway areas, graveled areas, sidewalks, and paved recreation areas.

Incompatible land use: The proximity of one or more land uses to another use when the former is not compatible with the latter; for example, an odious factory next to a rose garden.

Industrial Center or Industrial Park: Area designed and zoned for manufacturing and associated activities, which may include compatible commercial or mixed use.

Infill development: The construction of a building on a vacant parcel located in a predominately built-up area. The local zoning regulations determine whether the new building fits harmoniously into the neighborhood.

Infrastructure: Facilities and services needed to sustain industry, residential, commercial, and all other land-use activities, including water, sewer lines, and other utilities, streets and roads, communications, transmission lines, and public facilities such as fire stations, parks, schools, etc.

Innovation economy: Global economy where the ability to innovate in research, product development, manufacturing processes and market penetration, are the keys to survival and competitiveness.

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Land use: Land use is based on the functional differentiation of land for different human purposes or economic activities. Typical categories for land use are dwellings, industrial use, transportation, recreational use or nature protection areas. Use categories are assigned to individual land parcels, as established for zoning, real estate permitting, planning, and those aspects of environmental law as apply to such real estate matters. Urban land use categories usually place restrictions on building lot coverage, height, area and setbacks, etc., as well as economic activity.

Leadership in Energy and Environmental Design (LEED): A certification program and the nationally accepted benchmark for the design, construction and operation of high performance green buildings.

Lighted Schoolhouse Programs: Supplemental after school programs for school age children that offer learning activities, athletics or a study hall. They may also provide tutoring, guidance and advocacy to help youth reach their fullest potential.

Light-rail transit: Street cars or trolley cars that typically operate entirely or substantially in mixed traffic and in non-exclusive, at-grade-rights-of-way. Passengers typically board vehicles from the street level (as opposed to a platform that is level with the train) and the driver may collect fares. Vehicles are each electronically self-propelled and usually operate in one or two-car trains.

Liner buildings/uses: Buildings specifically designed to mask parking lots or garages from street frontage.

Life Ventures Center: A youth-serving community group that connects young people to information and opportunities about future careers. The "Life Ventures Partnership" joins employers, organizations and institutions to accomplish three goals: (1) expose young people to the world of work; (2) educate them about the critical relationship between education and career choices; (3) teach skills essential to future success in the workplace, like teamwork, communications, and problem solving.

Linear park or parkway: Park or parkway that is a lot longer than it is wide. Linear parks are often created from strips of public land next to rivers, creeks, canals, easements for electrical lines, former rail corridors, scenic highways, and shorelines.

Live/work dwelling: A dwelling unit used for both dwelling purposes and any nonresidential use permitted in the zoning district in which the unit is located, provided that not more than two persons who do not reside in the unit are employed on the premises.

Live/work space: Buildings or spaces within buildings that are used jointly for commercial and residential purposes where the residential use of the space is secondary or accessory to the primary use as a place of work.

Local Landmark District: Historic district usually containing a number of National Register designated properties, requiring that site- and structure-specific guidelines be followed for repairs, exterior alterations, additions, and new construction.

Locally Preferred Alternative (LPA): Term for the Milwaukee metro "preferred" transit solution for federal funding purposes. Typically, evaluation measures are selected to assess how well (or poorly) each alternative meets the goals and objectives defined for transportation improvements, e.g., effective problem-solving, environmental impacts, cost effectiveness, financial feasibility, and equity of costs and benefits across different population groups.

Main Street: A neighborhood shopping area sometimes having a unique character that draws people from outside the area.

Main Street Four Point Approach: First established by the National Trust for Historic Preservation as a pragmatic approach to redeveloping historic downtowns, the Four Point Approach is a community-driven, comprehensive, commercial district focused approach to economic development that emphasizes reinvestment in historic assets, marketing, restructuring to make businesses more competitive, and job and wealth creation in urban communities. The Main Street Four Point Approach focuses on the following areas: 1) preservation (adaptive reuse) and urban design, 2) organization, 3) economic restructuring, 4) marketing and promotion.

Mass transit: Passenger services provided by public, private, or nonprofit entities such as the following surface transit modes: commuter rail, rail rapid transit, light rail transit, light guideway transit, express bus, and local fixed bus routes.

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Masterplan: A document that describes, in narrative and with maps, an overall development concept. The master plan is used to coordinate the preparation of more detailed plans or may be a collection of detailed plans. The plan may be prepared by a local government to guide private and public development or by a developer on a specific project.

Example: The city planners checked to see if the zoning request complied with the city's master plan.

Example: The master plan for further development of the resort condominium is displayed in the sales office.

Mixed-use development: The development of a tract of land or building or structure with two or more differing uses such as residential, office, retail, service, public, or entertainment, in a compact urban form. These types of developments can result in measurable reductions in traffic impacts.

Multimodal transportation options: The availability of multiple transportation options designed to work safely and efficiently within a system or corridor, e.g., streetcar, bus, automobile, bicycle, walking.

National Register of Historic Places: The listing maintained by the US National Park Service of areas that have been designated as historically significant. The Register includes places of local and state significance, as well as those of value to the nation in general.

National Register structure or district: A property or area that has been added to the official list of properties significant in American history, architecture, archeology, engineering, or culture for use in local preservation planning efforts.

Neighborhood character: The atmosphere or physical environment which is created by the combination of land use and buildings within an area. Neighborhood character is established and influenced by land-use types and intensity, traffic generation, and also by the location, size, and design of structures as well as the interrelationship of all these features.

Neighborhood Improvement District (NID): A designated geographic area where property owners voluntarily collect annual assessments that are spent on projects that will enhance the neighborhood environment. These may include improvements to local parks, landscaping, streetscaping,

lighting, identity features or security programs

Next generation manufacturing: Next generation manufacturing refers to a constant process of research, product design and development – and ongoing refinement and “reinvention” of existing products. The cycle of design, creating a prototype, testing it, and moving into high-volume production is compressed. Customers often take a role in design. Products have a shorter shelf-life.

New Urbanism: The process of reintegrating the components of modern life – housing, workplace, shopping, and recreation – into compact, pedestrian-friendly, mixed-use neighborhoods linked by transit and set in a larger regional open space framework. Initially dubbed “neotraditional planning,” the principles that define new urbanism can be applied successfully to infill and redevelopment sites within existing urbanized areas.

Open space: An area of land that is valued for natural resources and wildlife habitat, for agricultural and forest production, for active and passive recreation, and/or for providing other public benefits. Open space in urban areas, is also defined as any public space not dedicated to streets or parking.

Overlay district: Overlay districts or zones are special zoning districts where new developments and redevelopments must follow design guidelines, requirements and/or restrictions established by the City. Typically, this is an area where certain additional requirements are superimposed upon a base zoning district or underlying district and where the requirements of the base or underlying district may or may not be altered.

(Site Plan Review) Overlay District: A Site Plan Review Overlay District retains the regulations of the underlying zoning district and adds design and use standards.

(Neighborhood Conservation) Overlay District: A Neighborhood Conservation Overlay District replaces the requirements of the underlying zoning district with performance standards, and modifies the range of permitted uses.

Park, neighborhood: A park which serves the population of a neighborhood and is generally accessible by bicycle or pedestrian ways.

Park, public: A land use designed principally to offer recreation, passive or active, to the public.

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Parking, shared: *A public or private parking area used jointly by two or more businesses, retail shops, etc.*

Pattern language: *The patterns that make up an architectural design language, usually based in the customs and preferences of a people, place or culture, also a placed-based and cultural history of architectural design.*

Pedestrian-friendly: *The density, layout, and infrastructure that encourages walking and biking within a subdivision or development, including short setbacks, front porches, sidewalks, and bike paths.*

Pervious (permeable) surface: *A surface that presents an opportunity for precipitation to infiltrate into the ground by virtue of the surface material's porous nature or by large spaces in the material (e.g. gravel, stone, crushed stone, open paving blocks).*

Place-based assets: *Assets that are specific and attributable to a place or locale, or that characterize or differentiate an area. Traditional assets may be geographic, as in proximity to mountains, lakes and rivers; economic as in the home of a team or a company; historic as in the birthplace of a national figure or the place where an event occurred. Less tangible but equally important assets may be livability, intellectual capital, or creative culture.*

Placemaking: *Creating squares, plazas, parks, streets, and waterfronts that attract people because they are pleasurable or interesting. Landscape plays an important role in the placemaking design process.*

Planned Development: *A Planned Development is a special zoning district where written project descriptions, development standards, use restrictions, and site plans become the zoning regulations which control how a specific parcel(s) of land can be developed and used. This is usually done in two phases, the General Plan Development (GPD) which establishes an overall land use plan, and the Detailed Plan Development (DPD) which establishes architectural and site design.*

Planned Unit Development (PUD): *A development guided by a total design plan in which one or more of the zoning or subdivision regulations, other than use regulations, may be waived or varied to allow flexibility and creativity in site and building*

design and location, in accordance with general guidelines.

Public art: *Public art refers to art placed in public settings for the purpose of enriching the community by evoking meaning in the public realm. Public art can take a variety of forms: (1) Architectural design elements (carvings, embedded relief sculptures); (2) Landscape features; (3) Streetscape design (benches, artist gardens); (4) Sculptures (site-specific monumental works); (5) Civic enhancement projects (placed symbols, wayfinding signs and markers); (6) Exhibits, extemporaneous performances, indigenous artwork "found objects" located in public spaces; (7) Community Art (engravings, murals, vernacular pieces); (8) Ephemeral Art (sidewalk poetry, ice sculpture).*

Public open space: *Open space owned and maintained by a public agency for the use and benefit of the general public.*

Public realm: *The region, sphere, or domain within which anything occurs, prevails, or dominates available to anyone. From a land use standpoint, public realm is all public open space and rights-of-way (streets, sidewalks, alleys, hike and bike trails, etc.); also public space that is formed by architecture or landscape features to create commons, courtyards, quadrangles, urban parks, woonerf, etc.*

Public transportation: *Services provided for the public on a regular basis by vehicles such as bus or rail on public ways, using specific routes and schedules, and usually on a fare-paying basis.*

Purchasing power: *The ability to purchase goods and services, generally measured by median household income, also retail spending per square mile. City strengths (including dense population, the high concentration of workers, and consequent high concentration of earned income) translate into higher purchasing power per square mile for retail necessities, including food at home, apparel and home furnishings.*

Quality of life: *The attributes or amenities that combine to make an area a good place to live. Examples include the availability of political, educational, and social support systems; good relations among constituent groups; a healthy physical environment; and economic opportunities for both individuals and businesses.*

GLOSSARY OF URBAN PLANNING TERMS

Rails-to-trails: Former rail corridors that have been converted to paths designed for pedestrian, bicycle, skating, equestrian, and occasionally light motorized traffic. Most are multiuse trails offering pedestrians and cyclists recreational access (hike and bike trails) and right-of-way to these routes.

Redevelopment: Any proposed expansion, addition, or major Facade change to an existing building, structure, or parking facility or proposed development on a formerly occupied site.

Redevelopment plan: A redevelopment plan is a program for large-scale change in the use and character of a renewal district. This fundamental change may involve actions of a redevelopment authority, and may include job creation, blight elimination, property acquisitions by eminent domain, large and small-scale land assembly, targeted investments, increases in property values, and related improvements to neighborhood identity and character that require political support and community partnership.

Regional planning: Regional planning is the science of efficient placement of infrastructure and zoning for the sustainable growth of a region. Advocates for regional planning promote the approach because it can address region-wide environmental, social, and economic issues which necessarily require a regional focus.

Remediation: The action or measure taken, or to be taken, to lessen, clean-up, remove, or mitigate the existence of hazardous materials existing on the property to such standards, specifications, or requirements as may be established or required by federal, state, county, or city statute, rule, or regulation.

Revitalization: Re-establishing the economic and social vitality of urban areas through infill, legislation, tax incentives, commercial development, etc., within existing urban areas to take advantage of existing investments in infrastructure and reduce the negative impacts of urban sprawl.

Right-of-way: A public or private area that allows for the passage of people or goods. Right-of-way includes passageways such as freeways, streets, bike paths, alleys, and walkways. A public right-of-way is dedicated or deeded to the public for public use and is under the control of a public agency.

Riparian habitat: A habitat for plants and animals that is strongly influenced by water and that occurs adjacent to streams, rivers, shorelines and wetlands.

Riparian owner: One who owns land bounding upon a lake, river, or other body of water, whose ownership rights include access to the river and use of its waters, or riparian rights. Riparian ownership may in some instances extend from the river bank to the center point of the river or "thread of the stream."

Riverwalk: A publically owned or privately owned way, generally open to the sky and unobstructed by buildings, that runs along the river edge and is open to the public during specified times. It may include any combination of open space, paved areas, landscaped areas, pedestrian paths, and pedestrian furnishings.

River trail: A trail is a footpath or extended trek through a wilderness or wild region; as, an Indian trail along the banks of the river. A river trail may be an unpaved "soft trail" that may have originated from common use, or may be a moderately surfaced trail placed to reinforce or modify an existing pathway.

Sense of place: The characteristics (constructed and natural landmarks, social and economic surroundings) of a location, place, or community that make it readily recognizable as being unique and different from its surroundings and that provide a feeling of belonging to or being identified with that particular place.

Setback: The minimum distance by which any building or structure must be separated from a street right-of-way or lot line.

Smart growth: Smart growth focuses on the long-term implications of growth and how it may affect the community, instead of viewing growth as an end in itself. It is designed to create livable cities, promote economic development, and protect open spaces, environmentally sensitive areas, and agricultural lands. Planning, regulatory, and development practices and techniques are founded upon and promote the following principles for managing the growth of a community: 1) using land resources more efficiently through compact building forms, infill development, and moderation in street and parking standards; to lessen land con-

GLOSSARY OF URBAN PLANNING TERMS

sumption and preserve natural resources, 2) supporting the location of stores, offices, residences, schools, recreational spaces, and other public facilities within walking distance of each other in compact neighborhoods, 3) providing a variety of housing choices so all members of the community may find places to live, 4) supporting walking, cycling, and transit as attractive alternatives to driving, providing alternative routes that disperse, rather than concentrate, traffic congestion; and lowering traffic speeds in neighborhoods, 5) connecting infrastructure and development decisions to minimize future costs by creating neighborhoods where more people use existing services and facilities, and by integrating development and land use with transit routes and stations, and 6) improving the development review process and development standards so that developers are encouraged to apply the principles stated above.

Social network: A social structure made up of nodes or clusters (which are generally individuals or organizations) that are tied or connected by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friends, kinship, dislike, conflict, trade, or web links. These nodes or clusters may be reinforced by overlapping interests, geographic proximity (villages, towns, etc.), or common history.

Special district or contextual district: Certain zoning districts are called special districts or contextual districts, because they aim to guide the character and appearance of new development. Special districts often are empowered to tax residents of the district, usually by a property tax but sometimes an excise or sales tax, for the services they provide.

Streetcar: A rail borne vehicle, lighter than a train, designed for the transport of passengers (and/or, very occasionally, freight) within, close to, or between villages, towns and/or cities, primarily on streets.

Street edge (also called continuous street edge or continuous building edge): The vertical face formed by building facades, street trees, and screening walls that is aligned along a street and forms a comfortable people-scaled space.

Street grid system (also called multi-modal street grid system): A street system based upon a standard grid pattern (i.e. checkerboard blocks) with streets running at right angles to each

other; however, offset intersections, loop roads, and cul-de-sacs as well as angled or curved road segments may also be used on a limited basis. The block pattern is characterized by regular (i.e. rectangular or trapezoidal) blocks and irregular polygons do not predominate. The grid system is the dominant spatial arrangement in cities.

Street hierarchy system: An urban design technique used to separate automobile through-traffic from development areas. The street hierarchy completely eliminates all straight-line connections between arterial roads, whereas arterials in a traditional grid plan are connected by dozens of through streets. The street hierarchy system is the dominate spatial arrangement in suburbs and exurbs.

Streetscape: The treatment of space between buildings and street that defines the public realm. Streetscape elements may include building frontage/Facade, public art, outdoor cafes, transit stops or shelters, landscaping (trees, planters, fountains, etc.), sidewalk pavers, special embedded street paving, street furniture (benches, kiosks, etc.), signs, awnings, and street lighting.

Street wall: The wall or part of the building nearest to the street or property line.

Sustainable development: Development that maintains or enhances economic opportunity and community well-being while protecting and restoring the natural environment upon which people and economies depend. Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.

Targeted Investment Neighborhood (TIN): The Targeted Investment Neighborhood (TIN) Program is a neighborhood revitalization strategy in which the City of Milwaukee, working with a neighborhood community partner, focuses resources in a relatively small area (6 to 12 city blocks) in an effort to stabilize and increase owner-occupancy, provide high quality affordable rental housing, strengthen property values and improve the physical appearance of the neighborhood. The program includes forgivable loans for home rehab and rent rehab and incentives for owners to buy investment properties in the neighborhood.

Tax incremental financing (TIF): An economic (re)development tool used by municipalities to

GLOSSARY OF URBAN PLANNING TERMS

leverage private development investment. TIF allows cities to capture increased tax revenues generated by economic development projects and to use this money to pay back city funds injected at the front end of the development, most often for public infrastructure (e.g. streets, sewer, environmental remediation or other site improvements).

The public purposes of TIF can be the redevelopment of blighted areas, construction of low- and moderate-income housing, provision of employment opportunities, and improvement of the tax base.

Tax increment financing (TIF) district: *A district established to facilitate redevelopment and stimulate new investment in deteriorating areas or potentially problematic sites. TIF districts enable a municipality to borrow against the future tax revenues of an area to fund a variety of costs associated with the redevelopment process. During the time a TIF is in place, all affected local taxing bodies continue to receive their shares of taxes on the initial assessed valuation of the district. Only the additional tax revenue, or increment, is used to fund redevelopment expenses. TIF funds can be used to pay for property acquisition, site preparation, utility connections, building rehabilitation, infrastructure improvements, amenities, environmental cleanup, financing charges, etc.*

Traditional neighborhood development: *A development that exhibits several of the following characteristics: alleys, streets laid out in a grid system, buildings oriented to the street, front porches on houses, pedestrian-orientation, compatible and mixed land uses, a recognizable 'village' center, and clearly defined edges. Optimum size for this type of development is a quarter mile from center to edge.*

Traffic calming: *Measures taken to reduce the adverse impact of motor vehicles on built-up areas. Traffic calming usually involves reducing vehicle speeds, providing more space for pedestrians and cyclists, and improving the local environment and safety by installing speed bumps, traffic circles, alternate paving materials at crosswalks, etc., to slow traffic.*

Transit-oriented development (TOD): *Moderate- to high-density mixed-use communities within an av-*

erage 2,000 foot walking distance of a transit stop and core commercial area. TODs mix residential, retail, office, and public uses in a walkable environment, making it convenient for residents and employees to travel by public transit, bicycle, foot, or car. Development in such areas is designed to make transit use as convenient as possible.

TOD Node: *Balanced, mixed-use clustering of land uses within a pedestrian-friendly district connected to transit that enables transit riders to purchase goods and services within a quarter-mile or five-minute walking radius of a transit station, thus eliminating need for automobile trips.*

Typically, a TOD Node will support a higher density (dwelling units per acre) than the surrounding land use.

Urban agriculture: *The sustainable practice of cultivating, processing, and distributing food in a village, town, or city. Urban farming is practiced for income-earning, food-producing, recreation, and relaxation. Urban agriculture contributes to food security and food safety by increasing the amount of food available to people living in cities, and providing fresh vegetables, fruits, eggs, and meat products to urban consumers.*

Urban design: *The attempt to impose a rational order or to give form, in terms of both beauty and function, to selected urban areas or to whole cities. Urban design is an effort to make an urban area or whole city comprehensive, functional, and aesthetic through the articulation of its parts.*

Urban sprawl: *The spreading out of a city and its suburbs over rural land at the fringe of an urban area. Residents of sprawling neighborhoods tend to live in single-family homes and commute by automobile to work school, shopping, recreation, etc.*

Urban-to-rural transect: *A place-based planning model for the built environment based on a series of zones that transition from rural farmland to dense urban core. Each zone has its own development code that provides a framework for mixed-use; can be used to control and promote growth in certain areas; is intended to increase pedestrian life, local safety, and community identity; and provides tools to protect and restore natural environments.*

GLOSSARY OF URBAN PLANNING TERMS

View corridor: *A three-dimensional area extending out from a viewpoint upon which no building may encroach. View corridors are established by city ordinances which impose height restrictions so that no structures block a city view amenity. Typically, view corridors preserve the view of landmarks from key points of the city.*

Walkability: *The measure of the overall walking conditions in an area, also the extent to which the built environment is friendly to pedestrians. Increased walkability has been proven to have individual and community health benefits, as well as economic benefits.*

Wayfinding: *the ways in which people orient themselves in physical space and navigate from place to place. Wayfinding can include signage or other graphic communication, tactile elements, and provisions for special-needs users to help users choose a path within the built environment.*

Workforce development: *A relatively wide range of policies and programs related to learning for work and acquiring skills needed to enter the workforce, such as youth vocational training, organization-based training, adult training and retraining, and related employment initiatives. The term has become more important, focusing on five converging concepts: 1) globalization, 2) technology, 3) the new economy, 4) political change, and 5) demographic shifts.*

Zoning: *Legislative regulations by which a municipal government can control the use and characteristics of buildings and land within its boundaries. Zoning laws consist of two parts: text which spells out specific regulations for each zoning district and maps that show where each district applies. It has become, in the United States, a widespread method of controlling urban and suburban development (e.g., density, nuisance, etc.) and is also used to correct or compensate for defects of existing plans.*

Appendix B

COMMON COUNCIL RESOLUTIONS

COMMON COUNCIL RESOLUTIONS



City of Milwaukee

200 E
Milwaukee

Legislation Details (With Text)

File #: 071708 **Version:** 0

Type: Resolution-Immediate Adoption **Status:** Passed

File created: 4/9/2008 **In control:** COMMON COUNCIL

On agenda: **Final action:** 4/9/2008

Effective date:

Title: Resolution expressing the City of Milwaukee’s support for the expansion of the University of Wisconsin-Milwaukee in the downtown Milwaukee area including the proposed School of Health, the College of Engineering and Applied Science, and other planned academic research facilities.

Sponsors: ALD. D’AMATO, ALD. ZIELINSKI, ALD. BAUMAN

Indexes: PLANNING, UNIVERSITY OF WISCONSIN

Attachments:

Date	Ver.	Action By	Action
4/9/2008	0	COMMON COUNCIL	ADOPTED
4/15/2008	0	MAYOR	SIGNED

File #: 071708 **Version:** 0

Number

071708

Version

ORIGINAL

Reference**Sponsor**

ALD. D'AMATO, ZIELINSKI AND BAUMAN

Title

Resolution expressing the City of Milwaukee's support for the expansion of the University of Wisconsin-Milwaukee in the downtown Milwaukee area including the proposed School of Public Health, the College of Engineering and Applied Science, and other planned academic research facilities.

Analysis

The University of Wisconsin-Milwaukee began a process on April 4, 2008 to develop a master plan for growth that includes, among other initiatives, the creation of a School of Public Health, relocation and expansion of the College of Engineering and Applied Science, and the development and expansion of other academic research programs.

One fundamental consideration in this planning process is the need to find additional space outside the confines of the University's East Side campus. The University is currently engaged in negotiations with Milwaukee County that could lead to acquiring 83 acres of County land in the suburb of Wauwatosa, more than 10 miles from the present campus.

This resolution expresses the City of Milwaukee's support for the expansion of the University of Wisconsin-Milwaukee in the downtown Milwaukee area. The resolution identifies the following advantages of a downtown location:

1. Ease of transportation and availability of mass transportation for students, faculty and staff moving between the East Side Campus and downtown.
2. Availability of a wide variety of housing options for students, faculty and staff.
3. Many thousands of square feet of existing and potential office space with a wide choice of size, layout, functionality and price structure for research and spin-off companies to grow.
4. Redevelopment of urban areas is environmentally-friendly and efficient when compared to other options such as suburban expansion.
5. Infrastructure, including roads, sewer, water, and other utilities are in place.
6. Marquette University, the Milwaukee School of Engineering, the Milwaukee Institute of Art and Design and the Milwaukee Area Technical College are all located in the downtown area providing a cluster of engineering, research and related fields that are attractive for locating corporations and will provide academic and research synergies.

Body

Whereas, The University of Wisconsin-Milwaukee ("UWM") has begun a 16 to 20-month process to develop a Campus Master Plan outlining university needs, current campus capacity and future

File #: 071708 **Version:** 0

expansion opportunities; and

Whereas, UWM's mission statement states, "To fulfill its mission as a major urban doctoral university and to meet the diverse needs of Wisconsin's largest metropolitan area"; and

Whereas, Higher education is vitally important to the future of the City of Milwaukee and the entire Milwaukee metropolitan area in competing in the global economy; and

Whereas, The goal of enhancing the research capabilities and profile of UWM is consistent with goals and mission of the City of Milwaukee; and

Whereas, The City of Milwaukee has numerous suitable locations for expansion of UWM to a second campus that would provide a catalyst for economic development, revitalization of neighborhoods, reuse and improvement of existing developed land and infrastructure; and

Whereas, Locations that should be considered in discussions of the UWM Master Plan include, but are not limited to, the former Tower Automotive site, the former Northridge Mall site, the site at East Capitol Drive and North Humboldt Boulevard known as the "Blue Hole," and the site of the former Louis Allis facility; and

Whereas, Among locations in the City of Milwaukee that should be considered, the Milwaukee Downtown would provide an optimal environment for UWM growth and the benefits of a downtown location for UWM expansion include:

1. Ease of transportation and availability of mass transportation for students, faculty and staff moving between the East Side Campus and downtown.
2. Availability of a wide variety of housing options for students, faculty and staff.
3. Many thousands of square feet of existing and potential office space with a wide choice of size, layout, functionality and price structure for research and spin-off companies to grow.
4. Redevelopment of urban areas is environmentally-friendly and efficient when compared to other options such as suburban expansion.
5. Infrastructure, including roads, sewer, water, and other utilities are in place.
6. Marquette University, the Milwaukee School of Engineering, the Milwaukee Institute of Art and Design and the Milwaukee Area Technical College are all located in the downtown area, providing a cluster of engineering, research and related fields that are attractive for locating corporations and will provide academic and research synergies; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City of Milwaukee supports the expansion of the University of Wisconsin-Milwaukee in the downtown Milwaukee area, including creation of a School of Public Health, relocation and expansion of the College of Engineering and Applied Sciences, and development of other academic-driven research programs; and, be it

Further Resolved, That the City Clerk is directed to send copies of this resolution to Governor Doyle,

File #: 071708 **Version:** 0

the Board of Regents of the University of Wisconsin System, UWM Chancellor Carlos Santiago, members of the Wisconsin Senate and Assembly representing residents of any portion of the City of Milwaukee, and all members of Wisconsin's congressional delegation.

Requestor

Drafter

LRB08179-2

RLW

4/8/2008



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin 53202

Legislation Details (With Text)

File #: 081213 **Version:** 2

Type: Resolution **Status:** Passed

File created: 12/16/2008 **In control:** JUDICIARY & LEGISLATION COMMITTEE

On agenda: **Final action:** 1/16/2009

Effective date:

Title: Substitute resolution directing the Intergovernmental Relations Division - Department of Administration to lobby the Board of Regents of the University of Wisconsin System to locate the University of Wisconsin-Milwaukee's College of Engineering and Applied Sciences, and future student residence halls, within downtown Milwaukee.

Sponsors: ALD. BAUMAN, ALD. KOVAC, ALD. BOHL

Indexes: INTERGOVERNMENTAL RELATIONS DIVISION, UNIVERSITY OF WISCONSIN, URBAN DEVELOPMENT

Attachments: Fiscal Note, Ald Bauman Media Release, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
12/16/2008	0	COMMON COUNCIL	ASSIGNED TO		
12/18/2008	1	CITY CLERK	DRAFT SUBMITTED		
12/26/2008	1	JUDICIARY & LEGISLATION COMMITTEE	HEARING NOTICES SENT		
1/12/2009	2	JUDICIARY & LEGISLATION COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	4:1
1/12/2009	1	JUDICIARY & LEGISLATION COMMITTEE	SUBSTITUTED		
1/12/2009	2	CITY CLERK	DRAFT SUBMITTED		
1/12/2009	1	CITY CLERK	Sponsor added		
1/16/2009	2	COMMON COUNCIL	ADOPTED	Pass	13:1
1/28/2009	2	MAYOR	SIGNED		

File #: 081213 **Version:** 2

Number

081213

Version

Substitute 2

Reference

071708

Sponsor

ALD. BAUMAN, KOVAC and BOHL

Title

Substitute resolution directing the Intergovernmental Relations Division - Department of Administration to lobby the Board of Regents of the University of Wisconsin System to locate the University of Wisconsin-Milwaukee's College of Engineering and Applied Sciences, and future student residence halls, within downtown Milwaukee.

Analysis

The University of Wisconsin-Milwaukee (UWM) began a process on April 4, 2008 to develop a master plan for growth that includes, among other initiatives, the creation of a School of Public Health, relocation and expansion of the College of Engineering and Applied Science, and the development and expansion of other academic research programs and institutions such as the Great Lakes Research Foundation (GLRF) and the Great Lakes WATER Institute.

In addition to the creation, expansion and relocation of various schools and colleges of UWM, dormitory residences have been constructed and are either under construction or planned for future development by either UWM or the UWM Real Estate Foundation whose mission includes partnering with the public and private sectors to develop and hold real estate for the benefit of UWM and holding properties that may include residence halls, research and academic space, and facilities to promote economic development.

One fundamental consideration in this planning process is the need to find additional space outside the confines of the University's East Side campus. The University is currently engaged in negotiations with Milwaukee County that could lead to acquiring 83 acres of County land in the suburb of Wauwatosa, more than 10 miles from the present campus.

This resolution, in conjunction with the Common Council's past action in File # 071708, supports the expansion of UWM in the downtown Milwaukee area and further directs the Intergovernmental Relations Division - Department of Administration to lobby the Board of Regents of the University of Wisconsin System and to engage the UWM Real Estate Foundation in discussion accordingly. The resolution further directs any persons authorized to represent and advocate for the City to promote downtown UWM property development decisions by legislators, other state officials and any other appropriate parties, and to advocate for state investment in continued growth of UWM research capacity.

The resolution identifies the following advantages of a downtown location:

1. Ease of transportation and availability of mass transportation for students, faculty and staff moving between the East Side Campus and downtown.
2. Availability of a wide variety of housing options for students, faculty and staff.
3. Many thousands of square feet of existing and potential office space with a wide choice of size,

File #: 081213 **Version:** 2

layout, functionality and price structure for research and spin-off companies to grow.

4. Redevelopment of urban areas is environmentally-friendly and efficient when compared to other options such as suburban expansion.

5. Infrastructure, including roads, sewer, water, and other utilities are in place.

6. Marquette University, the Milwaukee School of Engineering, the Milwaukee Institute of Art and Design and the Milwaukee Area Technical College are all located in the downtown area providing a cluster of engineering, research and related fields that are attractive for locating corporations and will provide academic and research synergies.

Body

Whereas, The University of Wisconsin-Milwaukee ("UWM") is engaged in a 16 to 20-month process to develop a Campus Master Plan outlining university needs, current campus capacity and future expansion opportunities; and

Whereas, UWM's mission statement declares its purpose to be, "...a major urban doctoral university and to meet the diverse needs of Wisconsin's largest metropolitan area"; and

Whereas, Higher education is vitally important to the future of the City of Milwaukee and the entire Milwaukee metropolitan area in competing in the global economy; and

Whereas, The goal of enhancing the research capabilities and profile of UWM is consistent with the goals and mission of the City of Milwaukee; and

Whereas, The UWM East Side neighborhoods are reaching saturation with unsupervised student housing and related parking problems; and

Whereas, New supervised residence halls and dormitories will draw students from unsupervised housing into residential settings that have been shown to be more conducive to academic success and reduced disciplinary problems; and

Whereas, The City of Milwaukee has numerous suitable locations in its downtown area for expansion of the UWM campus that would provide a catalyst for economic development, revitalization of neighborhoods, re-use and improvement of existing developed land and infrastructure; and

Whereas, The City of Milwaukee appreciates that UWM has operated its School of Continuing Education in the downtown Plankinton Building since 1995 and has maintained the Great Lakes WATER Institute on the Milwaukee Harbor just south of downtown since 1973; and

Whereas, The City of Milwaukee is informed that the proposed UWM Academic Health Center is planned to be located in downtown Milwaukee so that significant investments can be made there for facilities for UWM's proposed School of Public Health; for the existing College of Health Sciences, College of Nursing and Helen Bader School of Social Welfare; and for governmental entities that have asked to be located in UWM's proposed facility; and

Whereas, The City of Milwaukee is further informed that UWM is advancing plans in support of its proposed School of Freshwater Sciences that may include a showcase downtown waterfront facility

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in support of the growing water industry in metropolitan Milwaukee that include a water industries research park that may be located in the vicinity of an expanded Great Lakes WATER Institute on the east end of Greenfield Avenue; and

Whereas, The Common Council on April 8, 2008, adopted Common Council File # 071708 declaring its support for the location of expanded UWM schools and colleges in the Milwaukee Downtown area; and

Whereas, The Campus Master Plan process has identified a need for 700 student beds in addition to the 700 bed facility planned for construction at the new UWM Real Estate Foundation site at the corner of E. North Ave. and N. Cambridge St.; and

Whereas, The Milwaukee Downtown would provide an optimal environment for UWM growth and the benefits of a downtown location for UWM expansion include:

1. Ease of transportation and availability of mass transportation for students, faculty and staff moving between the East Side Campus and downtown.
2. Availability of a wide variety of housing options for students, faculty and staff.
3. Many thousands of square feet of existing and potential office space with a wide choice of size, layout, functionality and price structure for research and spin-off companies to grow.
4. Redevelopment of urban areas is environmentally-friendly and efficient when compared to other options such as suburban expansion.
5. Infrastructure, including roads, sewer, water, and other utilities are in place.
6. Marquette University, the Milwaukee School of Engineering, the Milwaukee Institute of Art and Design and the Milwaukee Area Technical College are all located in the downtown area, providing a cluster of engineering, research and related fields that are attractive for locating corporations and will provide academic and research synergies; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City of Milwaukee supports the expansion of the University of Wisconsin-Milwaukee in the downtown Milwaukee area, including creation of a School of Public Health, relocation and expansion of the College of Engineering and Applied Sciences, expansion of the College of Nursing and the Helen Bader School of Social Welfare, and development of other academic-driven research programs; and, be it

Further Resolved, That the Intergovernmental Relations Division - Department of Administration is directed, consistent with this resolution, to lobby the Board of Regents of the University of Wisconsin System to locate the University of Wisconsin-Milwaukee's College of Engineering and Applied Sciences, and future dormitories, within downtown Milwaukee; and be it

Further Resolved, That the Intergovernmental Relations Division - Department of Administration, consistent with this resolution, engage in discussions and negotiations, as appropriate, with the UWM Real Estate Foundation with the objective of establishing and developing downtown Milwaukee properties to further the instructional, research and housing needs of UWM schools, colleges, faculty, staff and students; and be it

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Further Resolved, That the Intergovernmental Relations Division - Department of Administration, and other persons authorized to represent the City in policy discussions with state and other governmental officials, are authorized and directed to advocate on behalf of the development of downtown Milwaukee properties to further the instructional, research and housing needs of UWM schools, colleges, faculty, staff and students with legislators, other state officials and any other appropriate parties that may influence property development decisions by UWM, and to secure state investments in operating and capital funds to support continued growth of UWM research capacity.

Requestor

Drafter

LRB08179-5

RLW

12/23/2008