

Chapter 6: Implementation

6.1 Introduction

The Implementation element was prepared according to Section 66.1001 of the Wisconsin Statutes. Section 66.1001 requires this element to include a compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, or subdivision ordinances, to implement the objectives, recommendations, plans and programs. The element shall describe how each of the elements of Southwest Side Area Plan will be integrated and made consistent with the other elements of the plan, and shall include a mechanism to measure the local governmental unit's progress toward achieving all aspects of the comprehensive plan. There is a process in place for updating the comprehensive plan and may be required as conditions change in the southwest side.

By law, beginning on January 1, 2010, if local government engages in official mapping, local subdivision regulation, or City zoning ordinance, it must be consistent with the Plan. If a governmental action is desired and is inconsistent with the Plan, the local governmental unit should amend the Plan as needed and publicly note the reasons that led to the amendment.

6.2 Integration of Elements

Throughout the development of this Plan, the planning team determined that each element of the Plan was integrated and consistent with each other. An overarching principle of the Plan is that the Southwest Side area will consider social, economic, and environmental issues simultaneously. Therefore, the Elected Officials, City Staff, City commissions and other stakeholders will consider all elements as a whole while implementing this Plan. The Plan will be largely implemented through changes to zoning and other land use controls, necessary capital improvements, intergovernmental cooperation, continuing planning and private development.

The Plan integrates a variety of elements by documenting a vision for the City and its 13 planning areas. The vision is the synthesis of research, analysis, and public involvement. By having a documented vision, all public sector program areas and private development efforts can work toward a common set of goals. For example, the Plan recommends locations that are susceptible to change and opportunities for the redevelopment of these locations. These recommendations inform and attract private and public sector investment, and serve to coordinate efforts between various agencies and levels of government. The City can use various tools to achieve the vision, goals, objectives, and policies of the Plan; however, the most common tools are regulatory.

6.3 The Zoning Ordinance and Related Land Use Controls

The City must reference the Plan when considering amending its existing Zoning Ordinance and Map to reflect the Plan's goals, objectives, and policies.

The City will need to update the Subdivision Regulations to be consistent with the Plan.

The City should make use of the overlay district zoning to develop quality development standards and coordination between multiple property owners for commercial redevelopment.

The City has existing Plan Review procedures in place that require the Planning Division and the City Planning Commission to review development proposals requiring land use changes. Plan Review is an important tool to ensure high quality development consistent with the City's vision.

6.4 Capital Improvements Program

A Capital Improvements Program organizes City expenditures for capital improvements, some of which are proposed in the Southwest Side Area Plan (street improvements, parks and trails, infill development). A Capital Improvements Program links development policies established in the Plan to future receipt and expenditure of funds and construction of capital improvements. The City should systematically review all capital projects for consistency with the adopted goals, objectives, and policies established in this Plan. A Capital Improvements Program was not part of this planning process.

6.5 Implementation Priorities

The Southwest Side Area Plan presents several policies and recommendations. In order to establish expectations between plan recommendations, the City’s resources and stakeholder confidence, the following categories provide a realistic approach to implementing the priorities of the Plan. The priorities are presented in four time frames:

- Priority 1 = Immediate (2010)*
- Priority 2 = Mid Term (2010 – 2015)*
- Priority 3 = Long Range (2010 - 2025)*
- Priority 4 = Future Considerations (2025 +)*

Responsible Entities

There are several responsible entities and stakeholders when implementing a comprehensive plan including elected officials, city departments, as well as local neighborhood organizations, residents, and civic institutions. Following are the specific entities responsible for each prioritized recommendation in the southwest side area plan.

Priority 1

27th St. Commercial Corridor Improvements

In order to enhance the appearance of the streetscape, establish a Business Improvement District (BID) and coordinate with the state and cities regarding paving projects.

Responsible Entities

- Wisconsin Department of Transportation (WISDOT)*
- City of Milwaukee*
- City of Greenfield*
- Department of Public Works (DPW)*
- 27th BID*

27th & Howard Ave. Tax Incremental District (TID)

The TID boundary has been established that includes general design guidelines. Since there are several private property owners within the boundary, an immediate priority may be to establish a Development Incentive Zone overlay district to regulate uses and establish design standards to create a master plan to create internal circulation, and enhance landscaping, building design and signage. The TID is a financing tool to encourage new development in a commercial corridor.

Responsible Entities

- City of Milwaukee Common Council*
- Department of City Development (DCD)*
- DPW*
- Private property owners*

Southlawn Green Alleys

Funding has been secured for re-paving of 2 alley sections to reduce the quantity and rate of stormwater runoff. This project can be used as an educational prototype for implementing other green alleys throughout the city.

Responsible Entities

- DPW*
- Housing Authority of the City of Milwaukee (HACM)*
- Milwaukee Public Schools (MPS)*
- Neighborhood residents*

Budget: \$300,000

Priority 2

French Immersion School Retrofit

The project redevelops a vacant school site to provide new housing and a community center on a vacant school site.

Responsible Entities

- City of Milwaukee*
- MPS*

Priority 3 & 4

Southwest Side Environmental Corridor Plan

A future vision includes naturalizing sections and other improvements to the Wilson Creek Corridor in the Southwest Side Plan Area.

Responsible Entities

- City of Milwaukee*
- Milwaukee Metropolitan Sewerage District (MMSD)*
- National Park Service (NPS)*
- DPW*

6.6 Implementation Strategies

- 1) Maintain intergovernmental cooperation with the Cities of Greenfield, West Allis and West Milwaukee.*
- 2) Coordinate with other intergovernmental departments to help prioritize Plan projects.*
- 3) Apply for grants collectively within city departments and with other intergovernmental agencies to avoid redundancy.*
- 4) Involve area neighborhood and business organizations and civic institutions in the implementation process - disseminate information by maintaining a current Southwest Side Plan website, E-notify and contact lists.*

6.7 Monitoring Progress

The work of Plan implementation should be ongoing and occurs through the review of rezoning applications, ordinance updates, prioritization of projects in capital expenditures, and additional detailed study of land use and planning issues. The City may need to review, update and amend the Plan as conditions change during the next 10 years.