

# MILWAUKEE *comprehensive* Plan

DEPARTMENT OF CITY DEVELOPMENT  
OCTOBER, 2010

## Downtown

*A Plan for the Area*

### Chapter Six - Implementation

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## Chapter 6

# Implementation

No single entity has the responsibility, the authority, or the financial capability to implement all of the plan's objectives. Although the recommended programs, projects and initiatives will need an initiating party responsible for leading the effort, the reality is that most objectives will rely on an interdependent partnership, a consensus and determination of downtown stakeholders, and above all else, favorable market conditions to build the necessary public and private support for the intended change.

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 the Downtown Area Plan Update 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 Milwaukee's Downtown.

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 government 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.

## **Integration of Elements**

Throughout the development of this Plan, the planning team determined that each element of the Plan was integrated and consistent with the other elements. The Plan will largely be implemented through changes to zoning and other land use controls, necessary capital improvements, intergovernmental cooperation, continued planning, and, of course, private development.

The Plan integrates a variety of elements by documenting a vision for Downtown. 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 to 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 common tools are regulatory.

## **Zoning 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 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 Plan 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.

## Capital Improvements Program

A Capital Improvements program organizes City expenditures for capital improvements, some of which are proposed in the Downtown Plan area. 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.

## Partnerships

This Plan and the vision and recommendations contained herein cannot be implemented or initiated only by the City of Milwaukee. The City simply does not have the financial, staffing, or the appropriate government role to undertake all of the plan objectives and actions. Like many endeavors, success depends upon partnerships and rallying around a common vision and strategy. It is the intent of this Plan to provide a vision from which Downtown stakeholders, organizations, residents, and businesses can assume a role for themselves, initiate partnerships and actions and bring this vision for Downtown Milwaukee to fruition.