

MILWAUKEE

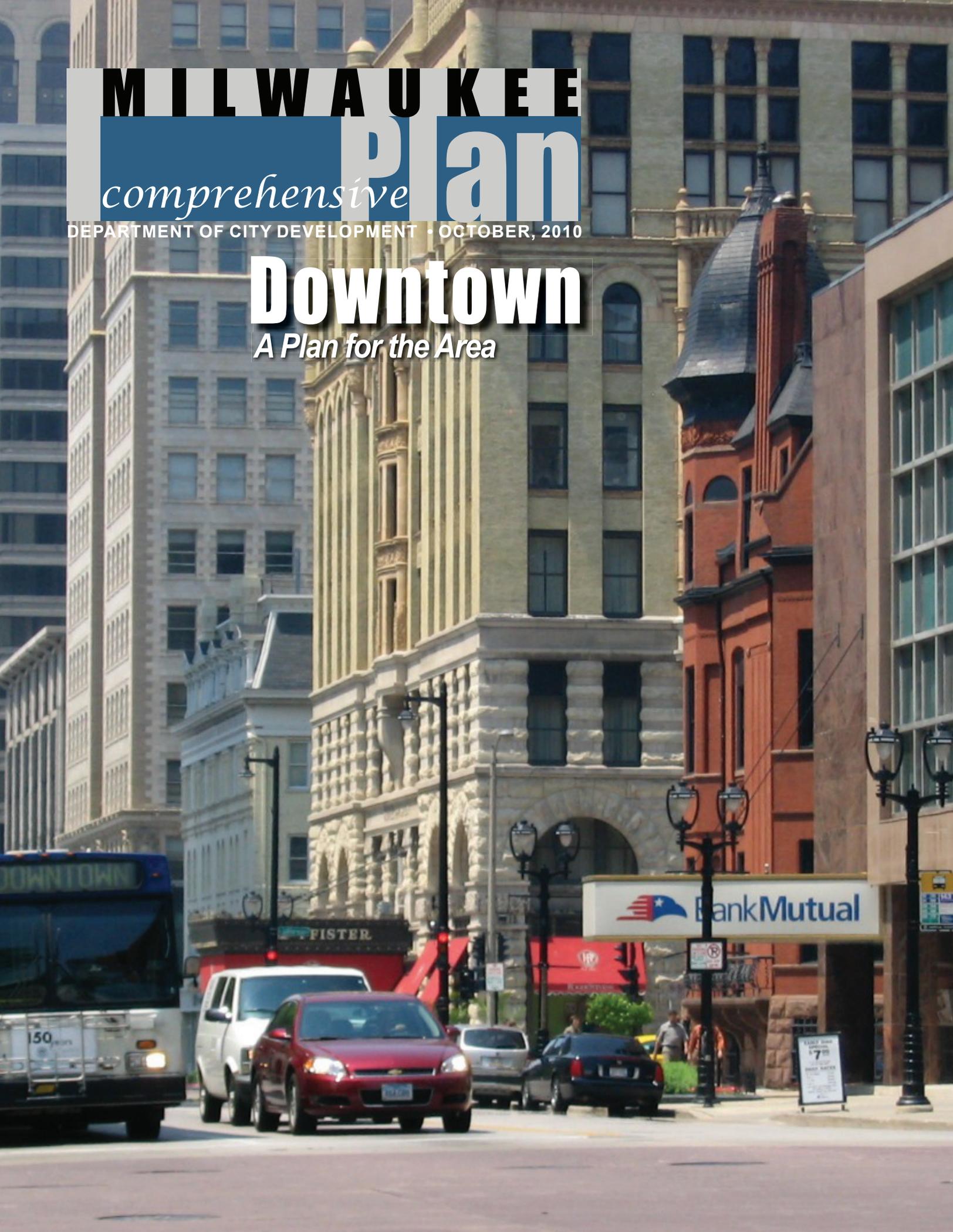
Plan

comprehensive

DEPARTMENT OF CITY DEVELOPMENT • OCTOBER, 2010

Downtown

A Plan for the Area





Downtown Comprehensive Area Plan
October, 2010

City of Milwaukee

Office of the City Clerk

200 E. Wells Street
Milwaukee, Wisconsin 53202

Certified Copy of Resolution

FILE NO: 100235

Title:

Resolution approving the Downtown Area Comprehensive Plan Update, as an element of Milwaukee's Overall Comprehensive Plan, in the 3rd, 4th and 6th Aldermanic Districts.

Body:

Whereas, One step in the City of Milwaukee's ("City") comprehensive planning process is the creation of plans for areas of the City, sometimes referred to as neighborhoods; and

Whereas, A new comprehensive plan has been prepared, titled the Downtown Area Comprehensive Plan Update ("Plan"), a copy of which is attached to this Common Council File; and

Whereas, Pursuant to Section 66.1001, Wisconsin Statutes, the City Plan Commission adopted the Plan and recommended adoption to the Common Council; and

Whereas, Approval of the Plan by the Common Council will establish the Plan as a guide for the City regarding the use and development of the land of the area, encourage common understanding and coordination among levels of government and private interests and facilitate implementation of the Plan; now, therefore, be it

Resolved, That the Common Council of the City of Milwaukee, approves the Downtown Area Comprehensive Plan Update, as an element of the City's Overall Comprehensive Plan, and as recommended by the City Plan Commission; and, be it

Further Resolved, That the Downtown Area Comprehensive Plan Update, as approved, shall provide guidance and serve as the basis for decision-making by the Common Council in its consideration of land use and physical development issues; and, be it

Further Resolved, That the Department of City Development, the Department of Neighborhood Services, the Department of Public Works and other appropriate City departments and agencies are directed to work toward implementation of the Plan; and, be it

Further Resolved, That the Commissioner of the Department of City Development is authorized to send copies of the Plan to the parties identified in it as having responsibility for implementation of the Plan for their reference and use.



I, Ronald D. Leonhardt, City Clerk, do hereby certify that the foregoing is a true and correct copy of a(n) Resolution Passed by the COMMON COUNCIL of the City of Milwaukee, Wisconsin on October 12, 2010, published on June 18, 2010.

Ronald D. Leonhardt

Ronald D. Leonhardt

October 25, 2010

Date Certified

TABLE OF CONTENTS

Chapter 1 – Introduction	1
Chapter 2 – Background Information and the Plan Process	9
Chapter 3 – Land Use Strategies and Policies	43
A Distinct Downtown Center	45
A Sense of Place	53
A Connected Downtown	71
Downtown Streets	81
Circulation	95
Density and Intensity	107
Chapter 4 – Downtown Districts	119
Downtown Center District.....	121
Downtown Lakefront District	129
Station District	133
Downtown West District	143
Haymarket District	147
Old World Third District	137
Water Street District	151
Yankee Hill District	157
Chapter 5 – Catalytic Projects	163
Broadway Connection	165
Wisconsin Avenue Strategy	171
Station Plaza	175
Downtown Streetcar	181
Pere Marquette Square	187
Lakefront Gateway	193
Haymarket Square	201
Kilbourn Extension to MacArthur Square	207
Chapter 6 – Implementation	213

ACKNOWLEDGEMENTS

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Funding Partners

Marcus Corporation
Milwaukee Downtown BID 21
Milwaukee Development Corporation
Milwaukee Economic Development Corporation
Time Warner Cable
Wangard Partners
Wisconsin Center District



CITY OF MILWAUKEE COMPREHENSIVE PLAN

A series of fourteen documents

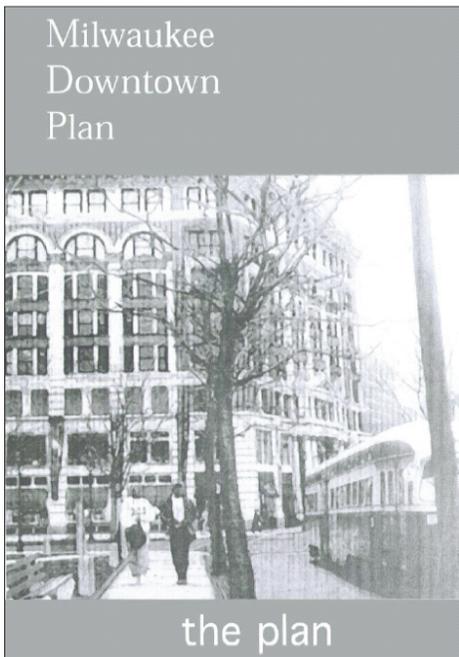
CITYWIDE POLICY PLAN	13 AREA PLANS
Land Use	Downtown
Transportation	Third Ward
Economic Development	Menomonee Valley
Housing & Neighborhoods	Fond Du Lac & North
Natural Resources	Near West
Cultural Resources	Washington Park
Community Facilities	Southeast
Utilities	Near South
Intergovernmental Cooperation	Southwest
	West
	Northeast
	Northwest
	Near North

Chapter 1 Introduction

A distinct and vibrant downtown starts with a vision. This plan is a vision for downtown Milwaukee in order to attract and retain creative forward-thinking businesses, residents, and visitors. Depending on the strength of its vision, the identity, substance, and appearance of downtown Milwaukee will advance or stagnate in comparison with other cities in the Midwest, United States, and in the world. This Plan incorporates that vision and provides a blueprint for continued progress.

This Plan is also part of a city-wide comprehensive planning process that began in 1999 in response to State of Wisconsin “Smart Growth” legislation. For the first time in its 163 year history the City of Milwaukee, together with community partners and elected officials, undertook a comprehensive plan for the entire city. The process began by dividing the city into 13 areas with common social and economic characteristics. The 13 area plans would, based on analysis and substantial public participation, identify priorities for neighborhoods, districts, corridors and catalytic projects. This plan is an update to the original Downtown Plan, one of the 13 area plans. Area plans plus the Citywide Policy Plan now comprise the completed City of Milwaukee Comprehensive Plan.

The legal significance of the area plans, as part of a city-wide comprehensive plan, is that upon adoption all land use decisions in the City of Milwaukee must be consistent with the goals, objectives, and policies, outlined in this area plan.



1999 Downtown Plan

This Downtown Plan update is an attempt to continue the vision and successful initiatives of the original Downtown Plan. In 1999, the Milwaukee Downtown Plan was created in response to the economic momentum created by Third Ward revitalization, a new convention center, reinvigorated theater and entertainment districts, and Milwaukee River revitalization anchored by the downtown RiverWalk. The Plan was also shaped by the Congress for the New Urbanism's emphasis on compact, walkable, mixed use communities, and a return to the joys of urban life. With signs of a downtown renewal after decades of stagnation, city and civic leaders reacted with a planning and policy document to reflect the rapidly changing conditions and dynamics of the downtown market. The result was the 1999 Milwaukee Downtown Plan.

The original Downtown Plan had five broad goals:

1. Increase the amount and variety of downtown housing.
2. Maintain downtown as the metropolitan area's single largest concentration of office development.
3. Expand the number and variety of destination entertainment venues in the downtown.
4. Provide attractive options for travel within downtown.
5. Make walking, attractive, easier, and convenient.

A core group of 13 catalytic projects were identified as the foundation of the Plan in order to attract and create spin-off investment to further momentum and development downtown:

1. Creation of a public market
2. Pabst Brewery Re-development
3. Wisconsin Avenue streetscaping
4. Kilbourn Avenue streetscaping
5. City Hall intersection streetscaping
6. RiverWalk Expansion
7. Improved lakefront connections
8. Mac Arthur Square Re-development
9. Park East freeway replacement
10. A downtown streetcar
11. Park Once
12. Two-way street conversion
13. Renovation of the intermodal station



1999 Downtown Catalytic Projects - Public Market, Pabst Brewery redevelopment, RiverWalk expansion, Wisconsin Avenue streetscaping, Park East freeway removal

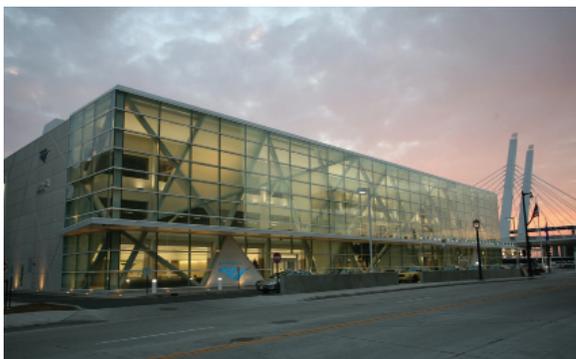
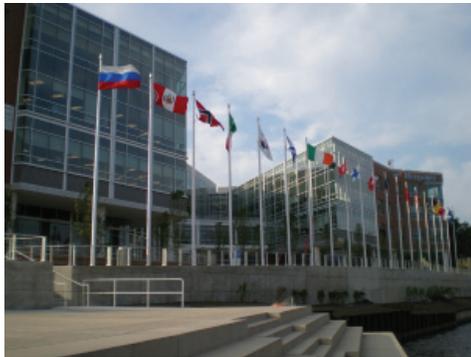
The 1999 Plan also identified policies and recommendations by district reflective of their intensities and service areas. Street types were identified and designated based upon their level of pedestrian and vehicular activity. The pedestrian realm, long relegated to the back seat in favor of vehicular movement and parking, was given renewed status with an emphasis on sidewalks, boulevards, and defined street edges with a stressing of street-level pedestrian activation.

By most accounts the 1999 Plan is a success. In the roughly ten years since its inception most of the goals and objectives of the Plan have been met, with as much or more economic benefit than the Plan initially anticipated:

- Housing – 2,400 units added downtown between 2000 and 2007.
- Office – major office developments since 2000 such as Cathedral Place, Manpower, Time Warner, and ASQ.
- Destinations – expanded dining and retail shops; the Quadracci addition to the Milwaukee Art Museum; Discovery World; substantial completion of the Downtown RiverWalk, and restoration of the Pabst Theater, among others.
- Downtown Travel – expanded river cruises, a Downtown BID Trolley, and various street improvements or enhancements.
- Pedestrian Realm – the Downtown BID public ambassador program; expanded public art; improved and expanded wayfinding pedestrian signage; and Red Arrow park improvements.

Along with many of the catalytic projects, most notably:

- the removal of the Park East freeway
- expansion of the RiverWalk south to Third Ward and north to Beer Line 'B'
- creation of the Milwaukee Public Market in the Third Ward
- enhanced lakefront connections including the Lakeshore State Park
- a striking renovation of the Amtrak train shed into the Intermodal Station
- A significant streetscape enhancement of Kilbourn and Wisconsin Avenues.
- The conversion or partial conversion of State, Broadway, Milwaukee, Van Buren, Jackson, and St. Paul rights of way from one to two-way.
- A mixed-use redevelopment of the former Pabst Brewing complex - The Brewery development.



1999 Downtown Plan accomplished goals: Housing (University and Kilbourn Towers), Office (Manpower and ASQ), Destinations (Milwaukee Art Museum addition and Discovery World), Travel (Downtown trolley)

Plan Goals and Objectives

In ten years time, market, policy, and political currents have changed course and new dominant issues have risen to the surface. To better reflect the times, this Plan update will re-examine unfinished business from the 1999 plan and re-direct some of its proposals, build upon successes of the Plan, as well as acknowledge a new landscape with new challenges.

To this end, the broad goals of this plan are to make downtown Milwaukee more:

- Centered
- Place-oriented
- Connected
- Dense

In short, the overall goal is to elevate downtown Milwaukee into a regional and nationally recognized urban center known for its livability and innovation.

Objectives to meet these goals include:

- Improve the lakefront and its connections to downtown
- Create and foster a strong retail presence downtown
- Increase transit options downtown
- Preserve and re-use historic and iconic sites downtown
- Maintain and attract human talent
- Build up the pedestrian realm
- Strengthen the center of downtown
- Increase downtown's residential population
- Integrate public art into the built environment
- Promote social, economic, and environmental sustainable practices

Plan Layout

This Plan both replaces the 1999 Downtown Plan and in format mirrors the layout and form of the other 12 area plans as part of an overall city-wide comprehensive plan. The organization of this plan is intended to create a document that is clear, concise, and easy to use by structuring guidelines and recommendations first for the entire downtown area, then for specific districts, and finally for specific catalytic project sites.

This Plan provides a framework for investment intended to be used by both private and public sector individuals and organizations for their strategic and overall decision making process as it pertains to urban design, architecture, land use, and investment in downtown Milwaukee.

The remaining chapters in this document consist of the following:

Chapter 2: The Planning Process – A succinct review and analysis of the downtown plan area along with demographic and physical characteristics and a summary of the public input process and its results.

Chapter 3: Land Use Policy – A summary of types of land uses, related policies, and redevelopment strategies for the downtown as a whole.

Chapter 4: District Recommendations – An outline of what, where and how policies, strategies, and design guidelines should be implemented within specific downtown districts.

Chapter 5: Catalytic Projects – A description of large impact projects for specific sites downtown with recommendations or scenarios for the development of those sites.

Chapter 6: Implementation – Recommended priorities, implementation strategies, and responsible parties for plan initiatives and projects.