Comprehensive Planning and Smart Growth in Milwaukee
A comprehensive plan is many things to many people

1. Community-based framework for investment

2. Guide for public and private decision-making

3. Coordinating plan for many different groups
Comprehensive Planning & Smart Growth Principles
Why is it important?
Without planning, we have conflicts and missed opportunities.
Comprehensive Plan Legal Basis

- State of Wisconsin Smart Growth Legislation passed in 1999
- All municipalities must have a Comprehensive Plan in place by January 1, 2010
- Comprehensive Plan governs all actions of local government

- Zoning decisions
- Overlay districts
- Board of Zoning Appeals
- Redevelopment plans
- City land sales
- Capital improvement plans
- Block grant plans
- Neighborhood action plans
- Business improvement districts
- TIF plans
- Major projects
Comprehensive Planning in Milwaukee

How is Smart Growth incorporated in Milwaukee’s Comprehensive Plan?
Comprehensive Plan covers all areas of Smart Growth

City of Milwaukee Comprehensive Plan
a series of documents

Citywide Policy Plan
- Land Use
- Transportation
- Economic Development
- Housing & Neighborhoods
- Cultural & Natural Resources
- Community Facilities & Utilities
- Intergovernmental Cooperation

13 Area Plans

Functional and Sub-area Plans
Comprehensive Plan Management Structure

- Project Manager
- Aldermen – elected officials
- Consultant Team
- Contract Management Team
- Plan Advisory Group
- Project Management Team
- Community at Large
Comprehensive Plan Process

Analysis
- Information/Data Gathering
- Stakeholder Interviews
- Community Survey
- Image Preference Survey
- Market Analysis

Visioning
- Focus Groups
- Brainstorming Session
- Visioning Session

Synthesis
- Feedback Session
- Public Comments

Review & Approval
- Open House
- Public Hearing

PUBLIC INPUT OPPORTUNITIES
Analysis - Mapping

Map 2: West Side Land Use

- Residential: Single Family, Duplex, Multi-Family, Condominium
- Commercial: Commercial, Mixed Commercial and Residential
- Manufacturing, Construction, and Warehousing
- Transportation, Communications, and Utilities
- Public and Quasi-Public: Public Parks and Quasi-Public, Open space, Public Schools and Buildings, Churches, Cemeteries, and Quasi-Public Buildings
- Vacant Land

Data source: Department of City Development 2009
Analysis - Demographic Profile of the Plan Area

Population density

Family size

Ethnic make-up

Age

Household income

Education & Employment
Market Analysis

RETAIL MARKET

- 605 retail businesses
- Several arterials with moderate to high traffic counts
  - 15,000 – 30,000 ADT
- Significant Factors
  - Site availability
  - Proximity to competition
- Over supply in most retail categories
- Retail Opportunities
  - Building Material and Supplies Dealers (36,000 sq. ft.);
  - General Merchandise (993,000 sq. ft.);
  - Food Services & Drinking Places (26,000 sq. ft.)
- Capturing Demand
  - Needs of individual retailers
  - Site availability and capacity E.g. New General Merchandise retailer, minimum site of 15 ac.
Analysis - Stakeholder Interviews, the ‘big tent’

- Aldermen
- Neighborhood groups
- Business Improvement Districts
- Major Institutions
- Community organizers
- Developers and investors
- Religious leaders
Analysis - Surveys

Community Survey

Image Preference Survey
Image Preference Survey: Residential
Image Preference Survey: Commercial districts
Image Preference Survey: Commercial Districts
Image Preference Survey: Industrial areas
Image Preference Survey: Parks and Open Space
Image Preference Survey: Entertainment Districts
Image Preference Survey: Lakefront/Riverfront
Image Preference Survey: Transit and Transit-Oriented Development
Image Preference Survey: Streets
Analysis - Walking tours and on-site evaluation
Example of a Redevelopment Opportunity Map

REDEVELOPMENT OPPORTUNITIES:
Center Street Marketplace, BID #39
Analysis - Review of existing plans and studies

Masterplan for Mosaic on Burleigh Main Street
Visioning - Public Meetings

Brainstorming Session + Visioning
Charette + Feedback Session
Synthesis – Reaching Consensus

- Importance of reaching consensus
- Urban Design resolves competing priorities and allows for tradeoffs
- Grassroots participation shapes plan to particular characteristics of place
- A range of public participation techniques captures multiple audiences
- Ownership is an important part of the design process to insure implementation
Synthesis - Compromise and Trade-offs

Low density sprawl ———————— High density compact
Automobile-dominated ———— Pedestrian/transit-oriented
Segregation of uses ———— Integration of uses
Isolation of the individual ———— Inclusion of the individual
Single options ———— Multiplicity of options
Short-term thinking ———— Long-term thinking
Local parochial thinking ———— Global big picture thinking
Serving the few ———— Serving the many
Synthesis - Incorporate Smart Growth Planning Principles

- Reinvest in cities. Discourage urban sprawl.
- Promote sustainable healthy urban living.
- Reinforce multi-modal transit options.
- Greater density requires a higher level of public amenity.
- Reinforce social networks and support systems.
- Target public investment to enhance the public realm.
- Reinvent, reinvigorate, reenergize the economic base.
- Cities are for people. Good cities put people first.
- Neighborhoods are the building blocks of cities.
- Promote development that is mixed use, compact and walkable.
- Preserve historic buildings, sites and districts.
- Approach regional issues regionally.
Plan Review and Approval Process

1. Open House
2. Public Comment Period
3. City Plan Commission
4. Public Hearing
5. Common Council
Comprehensive Plan Document Organization

Overview and Introduction

Assessment of Existing Conditions

General Land Use Recommendations

District & Corridor Recommendations

Catalytic Projects - large impact and transformative

Implementation

Appendices
Example of District and Corridor Recommendations

<table>
<thead>
<tr>
<th>District 1</th>
<th>District 2</th>
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</thead>
<tbody>
<tr>
<td><strong>Use Policies</strong></td>
<td><strong>Use Policies</strong></td>
</tr>
<tr>
<td>• Consider rezoning of some industrial lands to support commercial uses at the US 41/45 and Silver Spring Drive interchange.</td>
<td>• Promote commercial infill development on vacant parcels in the vicinity of the Good Hope Road and Fond du Lac Avenue interchange.</td>
</tr>
<tr>
<td>• Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees.</td>
<td>• Encourage owner-occupied single-family residential development in vacant lands that are contiguous to existing single-family residential neighborhoods, specifically west of US 41/45.</td>
</tr>
<tr>
<td>• Improve the public right-of-way to include space for pedestrians, bicycles, automobiles, and mass transit.</td>
<td></td>
</tr>
<tr>
<td><strong>Form Policies</strong></td>
<td><strong>Form Policies</strong></td>
</tr>
<tr>
<td>• Require designs that prevent the automobile from further encroaching into pedestrian-friendly areas and rights-of-way.</td>
<td>• Encourage connectivity of roads between existing and new residential developments.</td>
</tr>
<tr>
<td>• Reinforce streetscapes that naturally slow traffic to enhance the safety and attractiveness of commercial corridors.</td>
<td>• Preserve and maintain natural landscapes in the area, and continue efforts to incorporate open space developments.</td>
</tr>
<tr>
<td>• Reconfigure and add landscaping to large parking lots that serve sizeable multifamily developments and commercial developments.</td>
<td>• Locate garages so that they are not at the front facade. Where possible, encourage pedestrian-oriented garages.</td>
</tr>
<tr>
<td>• Encourage shared parking among retailers.</td>
<td>• Maintain and improve visibility to and from the Mill Road Park neighborhood and Little Menomonee River Parkway.</td>
</tr>
<tr>
<td>• Discourage industrial buildings with blank walls that lack articulation.</td>
<td></td>
</tr>
</tbody>
</table>
Catalytic Project Examples
Westlawn Masterplan (West Side Plan)
Catalytic Projects
Granville Station (Northwest Side Plan)

the concept removes a blighted regional shopping mall to reconnects streets with surrounding development, incorporate existing new investment, and provide an opportunity for new residential and retail mixed use development.
the concept creates street connections, increases home ownership and improves landscape and parking areas to create orderly parking courts.
Catalytic Projects
Park East (Downtown Plan)

Before

After
Catalytic Projects
City Homes (Fond du Lac & North Plan)
Catalytic Projects

Milwaukee River Corridor (Northeast Side Plan/Downtown Plan)
Catalytic Projects
Riverwalk (Downtown Plan)

Before the Riverwalk –
many lost opportunities
Catalytic Projects
Riverwalk (Downtown Plan)

After the Riverwalk – many realized opportunities
Catalytic Projects
Harley Museum (Menomonee River Valley Plan)
Catalytic Projects
Mac Arthur Square
(Downtown Plan)
Catalytic Projects
Mac Arthur Square (Downtown Plan)
Comprehensive Planning in Day-to-day Practices

Other ways the City applies policies and strategies from the Comprehensive Plan
Redevelopment Plans
Beerline ‘B’ (Downtown Plan)

Many catalytic projects become redevelopment projects.
Redevelopment Plans
Beerline ‘B’ (Downtown Plan)

Commerce Street After
Architecture and Site Plan Review
Architecture & Site Plan Review
Historic Preservation
Historic Main Streets and Buildings
Historic Preservation

Historic Districts

The Brewery
Public Art and Streetscape
Financial Subsidies and Regulatory Controls

- TID Plans
- NSP Block Grants
- Overlay districts
- Land sales
- Zoning
- Redevelopment
- Loans and grants
Comprehensive Plan helps in Coordination of Departments

Milwaukee County Transit (Local Service)

Intermodal Station

COMET (Express Service)

Downtown Circulator

Heavy Rail (Commuter Service)

The Milwaukee Green Team’s Report to Mayor Tom Barrett
October 2005
Policies, Strategies and Catalytic Projects

Pushing the envelope

Can we do what we do better?
Urban Design and Green Infrastructure
Urban Design and Green Infrastructure

Capital Improvements on City Property

- North 27th Street Planters – Green Streets
- Josey Heights
- Highland Gardens
- Menomonee Valley
Menomonee Valley Industrial Park Improvements
Citizen Involvement in Planning
Department of City Development website
http://www.mkedcd.org