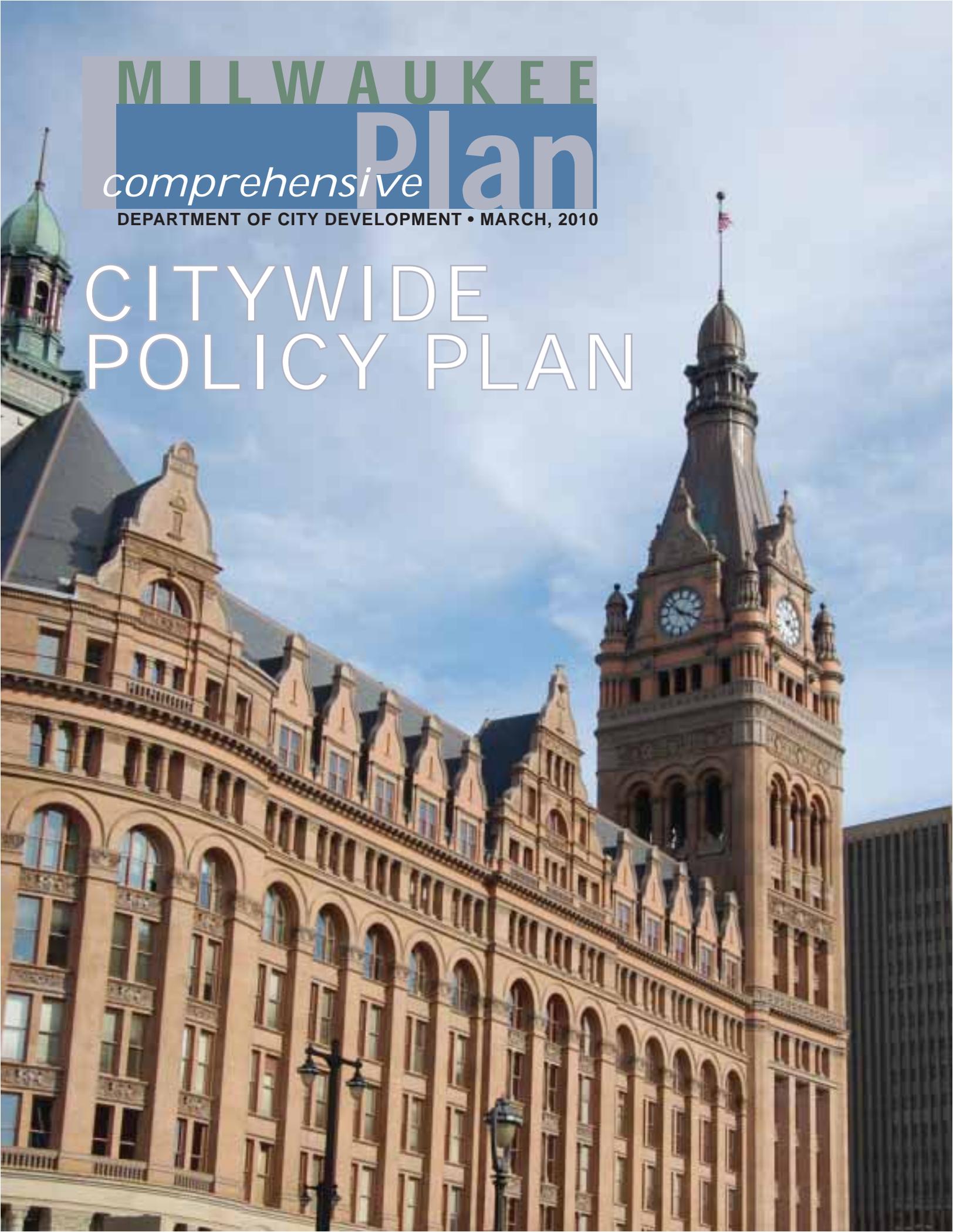


MILWAUKEE

comprehensive Plan

DEPARTMENT OF CITY DEVELOPMENT • MARCH, 2010

CITYWIDE POLICY PLAN





City of Milwaukee

Office of the City Clerk

200 E. Wells Street
Milwaukee, Wisconsin 53202

Certified Copy of Resolution

FILE NO: 090882

Title:

Resolution approving the Citywide Policy Plan as an element of Milwaukee's Overall Comprehensive Plan.

Body:

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

Whereas, A new comprehensive plan has been prepared, titled the Citywide Policy Plan ("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 City policies regarding housing, land use, transportation, utilities, community facilities, natural and cultural resources, economic development and intergovernmental cooperation; 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 Citywide Policy Plan, 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 Citywide Policy Plan, as approved, shall provide guidance and serve as the basis for decision-making by the Common Council in its consideration of policy 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 directed 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 March 2, 2010, published on January 15, 2010.

Ronald D. Leonhardt

Ronald D. Leonhardt

March 2, 2010

Date Certified



ACKNOWLEDGEMENTS



“What is the City but the people?”

– William Shakespeare

The Citywide Policy Plan is the cumulative effort of many individuals who volunteered time and expertise to identify critical planning issues and strategies and share ideas to help successfully complete this plan. Numerous residents, community organization representatives and City staff members worked with the Department of City Development staff and consultants on the plan to identify the specific challenges and opportunities that will impact the future of the City of Milwaukee.

Mayor

Tom Barrett

Milwaukee Common Council

District 15 Willie L. Hines, Jr. - President

District 1 Ashanti Hamilton

District 2 Joe Davis, Sr.

District 3 Nik Kovac

District 4 Robert Bauman

District 5 James A. Bohl, Jr.

District 6 Milele A. Coggs

District 7 Willie C. Wade

District 8 Robert G. Donovan

District 9 Robert W. Puente

District 10 Michael Murphy

District 11 Joseph A. Dudzik

District 12 James N. Witkowiak

District 13 Terry L. Witkowski

District 14 Tony Zielinski

Plan Workgroups

Over 100 workgroup participants representing businesses, elected officials, nonprofits, City staff, community organizations, and more

City Plan Commission

Patricia T. Najera, Chair

Stephanie Bloomingdale

Ivan Gamboa

Whitney Gould

Larri Sue Jacquart

Gaurie Rodman

J. Allen Stokes

Department of City Development

Rocky Marcoux, Commissioner

Martha Brown, Deputy Commissioner

Robert Greenstreet, Chair of City Development

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Photo Credits

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Children's Hospital

City of Milwaukee

Wisconsin Covenant



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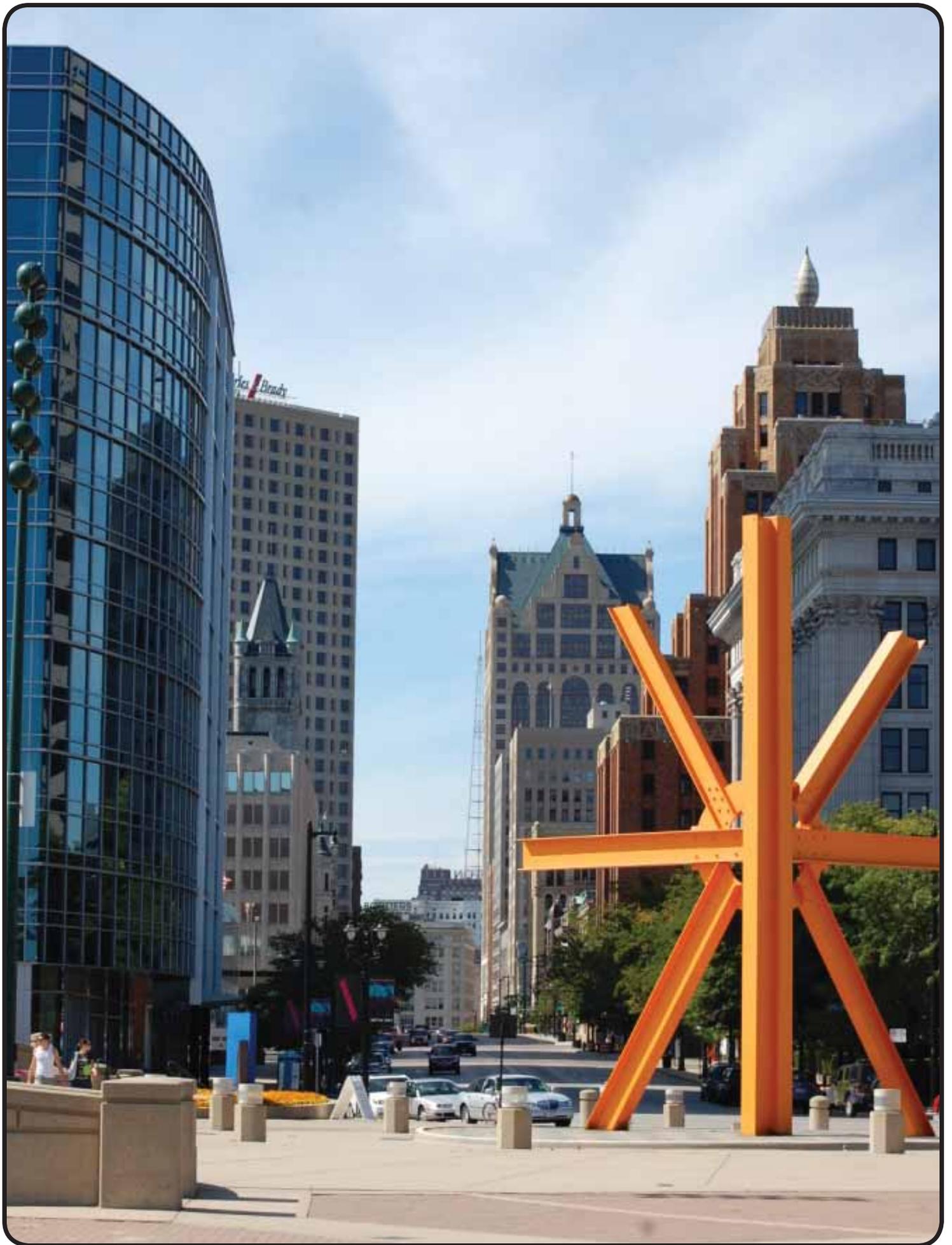


INTRODUCTION & OVERVIEW



“Lively, diverse, intense cities contain the seeds of their own regeneration, with energy enough to carry over for problems and needs outside themselves.”

– Jane Jacobs





CITYWIDE POLICY PLAN

INTRODUCTION TO THE CITY OF MILWAUKEE'S COMPREHENSIVE PLAN

The series of documents, adopted by Milwaukee's Common Council, that comprise the Comprehensive Plan represents the culmination of a multi-year public process involving input and expertise from a broad range of stakeholders (residents, businesses, community development organizations, and institutions), consultants, and elected officials. The Plan provides a long-term vision for the future of the City of Milwaukee and a policy framework that will help achieve the mission of city government: *to enhance the safety, prosperity, and quality of life of all citizens by working directly and through partnerships with our community stakeholders.*

This highly ambitious and intensive planning effort has created comprehensive planning recommendations for neighborhoods, districts, and corridors within the boundaries of the City of Milwaukee as well as unifying citywide policies. This vision will guide Milwaukee to a sustainable future and contribute to the sound development of a prosperous region.

The Plan was guided by the City of Milwaukee's commitment to:

- Maintain a unique sense of community and place
- Preserve and strengthen neighborhoods that are safe, healthy, thriving and culturally rich
- Promote an economic climate that supports job creation
- Empower children with the tools they need to reach their full potential
- Preserve and enhance valuable natural and cultural resources
- Equitably distribute the benefits and costs of development
- Expand the range of transportation, employment, and housing choices
- Value long-range, regional considerations of sustainability over short-term, incremental, geographically-isolated actions
- Promote public health and healthy communities



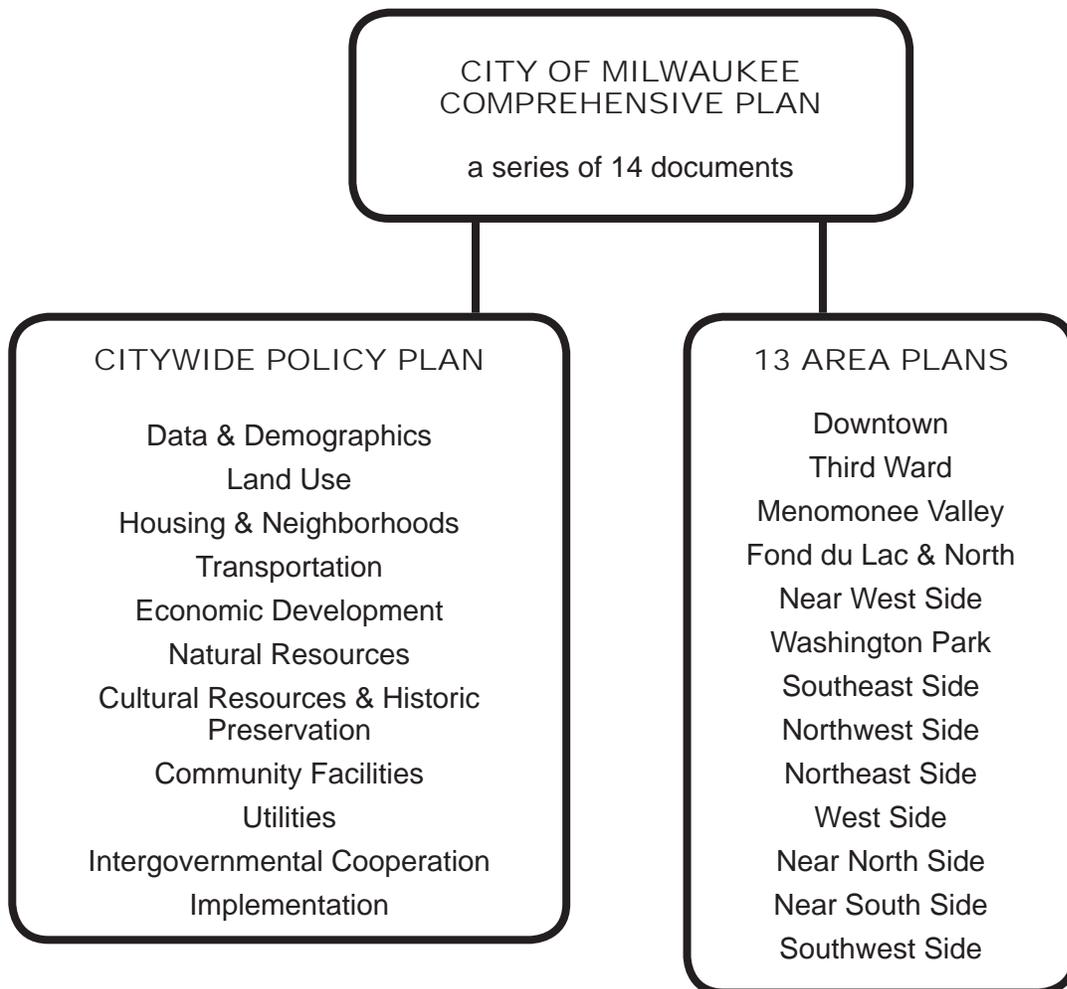
FRAMEWORK OF COMPREHENSIVE PLAN

The Department of City Development (DCD) planning approach resulted in a plan that addresses a diverse set of issues and opportunities at a variety of scales. The Comprehensive Plan is detailed enough to address specific neighborhood, district, and corridor issues and concerns of adjacent municipalities, yet broad enough to provide general guidance to policy makers, legislators, City departments, and partner government agencies. The Comprehensive Plan also provides clear direction to achieve the comprehensive planning goals identified by the State of Wisconsin and to guide future decisions of this diverse city.

The Comprehensive Plan consists of thirteen Area Plans and a Citywide Policy Plan (see the framework diagram below). The Area Plans establish priorities for building upon neighborhood housing, business, retail, industrial, transportation and recreational assets.

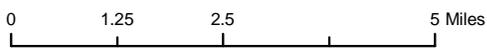
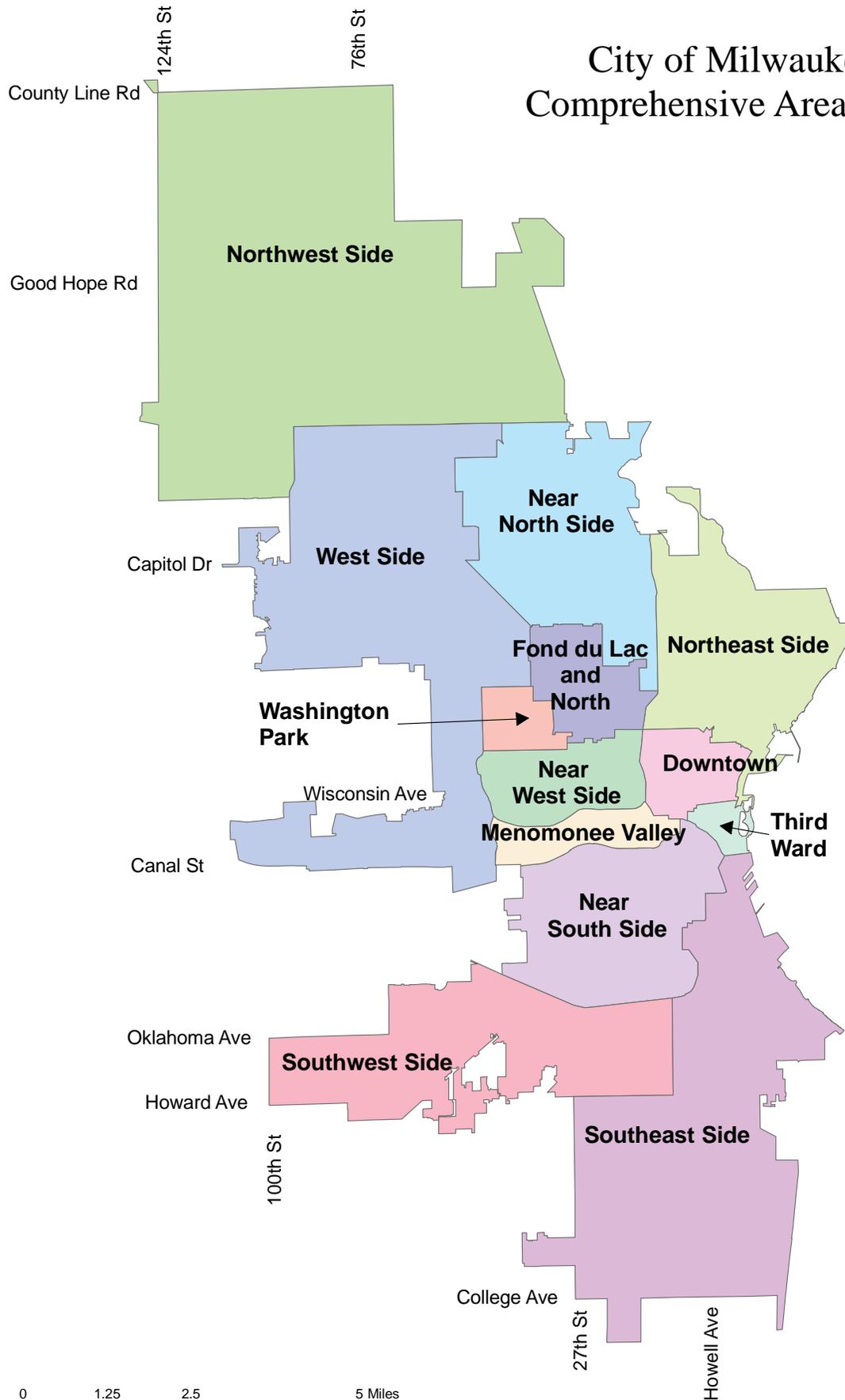
These stand-alone documents are intended to preserve the unique qualities of Milwaukee neighborhoods and direct new development and redevelopment that improves the value and identity of each area. These plans include neighborhood goals, analysis of local market and demographic trends, detailed neighborhood recommendations, standards and policies, and plan implementation strategies. The Area Plans identify catalytic projects that will spur development and leverage investment.

The Citywide Policy Plan subjects are contained within this document. These chapters provide broad policies and principles that apply to the entire City of Milwaukee and address the State of Wisconsin's nine Smart Growth elements.





City of Milwaukee Comprehensive Area Plans



Data Source: Department of City Development

COMMUNITY INPUT AND INVOLVEMENT

Community input is critical to both the development and implementation of the Comprehensive Plan from initial brainstorming to implementation of projects. For that reason, the planning process included opportunities for public input at all stages: analysis, visioning, synthesis and Common Council approval. Websites were established for each Area Plan and the Citywide Policy Plan to post information, meeting notices, plan drafts, and to receive comments on plan elements. An e-mail notification system was also initiated to distribute information about each plan and planning area. The public participation process for each Area Plan was made public, open and transparent and community partners participated in developing the plans.

For each Area Plan, the planning process was directed by a Contract Management Team (CMT) consisting of a diverse set of community partners and neighborhood stakeholders. A Plan Advisory Group (PAG) consisting of local residents, business owners and other stakeholders was also created in each plan area to review and comment on the plan at various stages of development. Representatives from neighboring municipalities were included as key stakeholders for each of the 13 Area Plans. The community input process also included an Image Preference Survey, written community surveys, individual stakeholder interviews, focus groups, community design workshops, and open houses. A consultant team of urban planners and economic development experts also informed the process.

The recommendations and policies of the thirteen Area Plans, which were completed prior to development of the Policy Plan, provided a foundation for citywide policy recommendations in each topic area. The Citywide Policy Plan process solicited input from a diverse set of private, nonprofit, and public sector experts organized into topical workgroups to address the various plan elements. Workgroups met periodically to identify key issues and opportunities to be addressed in the policy plan and to review plan drafts.



STATE OF WISCONSIN COMPREHENSIVE PLANNING GOALS

1. Promotion of redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures
2. Encouragement of neighborhood designs that support a range of transportation choices
3. Protection of natural areas including wetlands, wildlife habitats, lakes, woodlands, open space and groundwater resources
4. Protection of economically productive areas, including farmland and forests
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs
6. Preservation of cultural, historic and archaeological sites
7. Encouragement of coordination and cooperation among nearby units of government
8. Build community identity by revitalizing main streets and enforcing design standards
9. Provide an adequate supply of affordable housing for individuals of all income levels throughout each community
10. Provide adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels
12. Balancing individual property rights with community interests and goals
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities
14. Provide an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens



CORE PRINCIPLES OF THE CITY OF MILWAUKEE'S COMPREHENSIVE PLAN

Four core principles were identified during development of the Comprehensive Plan. These principles are grounded in the need for the City of Milwaukee to consider development choices with respect to the relationship between and impact on the economy, environment, and equity of the community, while allowing for full citizen engagement in the process to determine the City's future. The intent is to maximize the environmental, economic, social, and quality of life benefits for all residents.

Milwaukee's community leaders and decision-makers have a responsibility to create a more livable world for the current and future generations. In order to ensure that the policies outlined within this plan promote the City of Milwaukee's resilience and provide for a sustainable future, the following four core principles serve as the primary guiding values of the Comprehensive Plan and the measure of its success. Each of the individual principles is a critically important core value. Yet these four principles are interrelated, and a balanced approach following all principles will help to ensure a solid and sustainable city foundation for future generations.

THE FOUR CORE PRINCIPLES

- 1 . A strong and prosperous economy enhances the quality of life for Milwaukee residents.**
- 2 . A healthy environment is essential for the survival of all living things and the foundation for a thriving city.**
- 3 . A high quality of life depends on the equitable distribution of resources and opportunities to residents.**
- 4 . Meaningful engagement in the decision making process helps to ensure strong, vibrant, and desirable communities.**

Through these four principles, the City of Milwaukee leadership and community intend to create a sustainable and resilient city that:

- takes proactive steps to achieve a long term vision that is embraced and actively promoted by all of the key sectors of society, including businesses, disadvantaged groups, environmentalists, civic associations, government agencies, and faith-based organizations
- encourages meaningful community participation, collaboration, leadership, and inclusion of all citizens in the decision-making process
- balances economic growth, investment, and high quality residential, commercial, and industrial development with the enhancement of natural and social assets of the community
- dares to be bold and innovative in creating a vibrant, sustainable future
- stewards its air, water, and land resources as natural and economic assets
- takes responsibility for the education, development, and well-being of children and adults
- encourages neighborhoods to be active, attractive, and walkable places with a strong sense of place, high quality of life, and cultural diversity
- encourages healthy, active living and positive social interaction
- fosters easy access to quality resources, goods, services, and opportunities for social and economic mobility to all members of the community regardless of location, socioeconomic status, or ability

The Citywide Policy Plan establishes values and sets the trajectory for the continued improvement and development of the city. The demographics and socioeconomic data presented in Chapter Two provide part of the foundation for the policies, objectives and strategies of the subsequent chapters.