

# MILWAUKEE DOWNTOWN PLAN

## Executive Summary



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**ANA Associates, Princeton NJ**

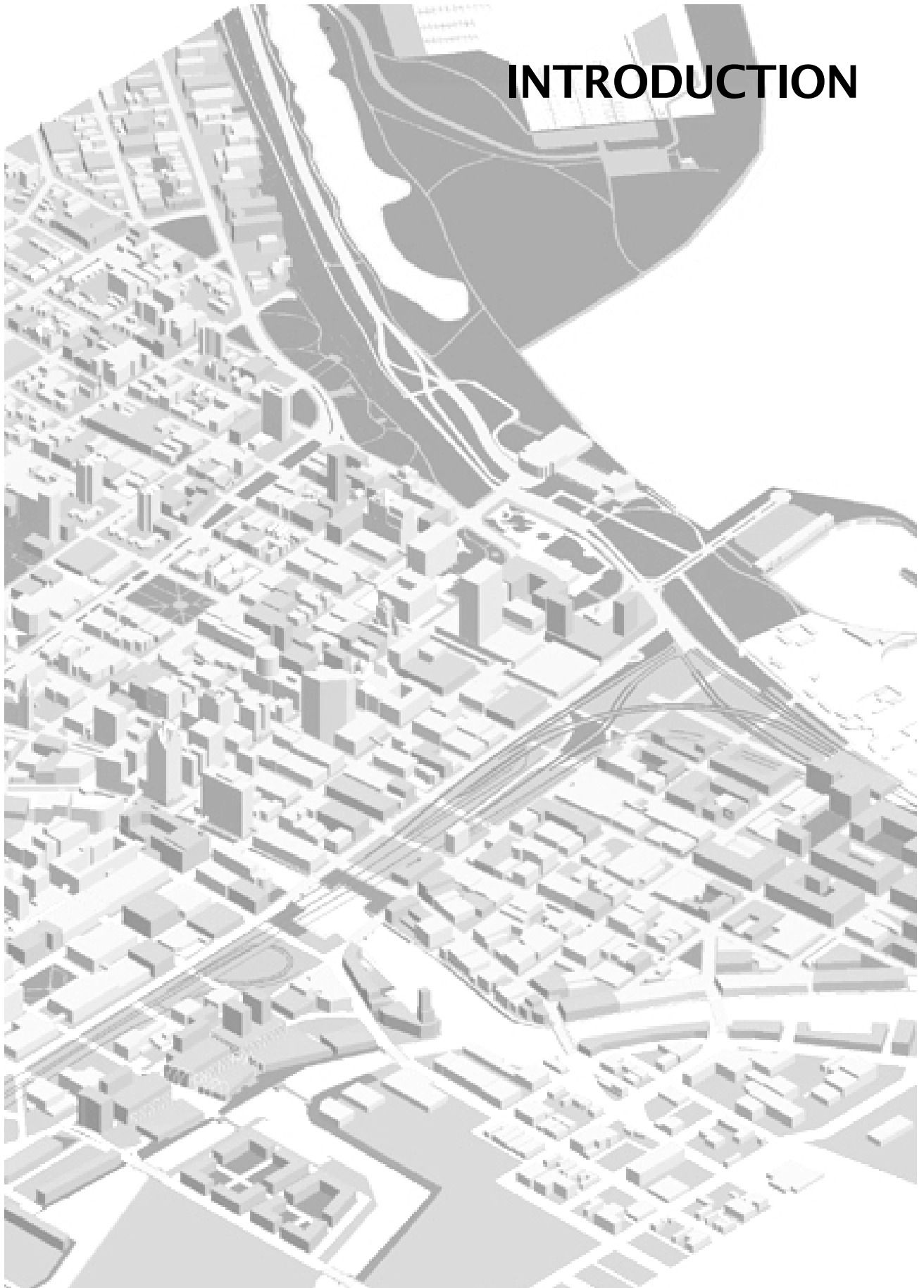
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# EXECUTIVE SUMMARY CONTENTS

<b>INTRODUCTION</b>	<b>1</b>
Milwaukee Downtown Plan	
<b>THE PROCESS</b>	<b>2</b>
Introduction	
The Visioning Process	
The Visual Preference Survey	
Community Questionnaire	
Workshop Results	
Susceptability to Change Map	
Vision Translation Workshop	
Workshop Results and Policies	
Professional Synthesis	
<b>GOALS AND OBJECTIVES</b>	<b>8</b>
Plan Goals	
Plan Objectives	
<b>THE PLAN</b>	<b>10</b>
Downtown Districts	
Land Use Plan	
Housing	
Retail and Mixed-Use	
Office	
Parking Plan	
Park Once and Way Finding System	
Landscape Plan	
Street	
Pedestrian Realm	
Transit Plan	
Neighborhood Connections	
<b>CATALYTIC PROJECTS</b>	<b>27</b>
East and West Wisconsin Avenue Corridor	
Historic Third Ward Public Market	
Park East Redevelopment	
The Transit Connector: The Downtown Trolley	
Park Once	
RiverWalk Completion	
Lakefront Connections	
Two Way Streets	
West Kilbourn Avenue Streetscape Improvements	
City Hall Square Intersection	
The Pabst Brewery Adaptive Reuse Complex	
Union Station / Post Office Mixed Use Project	
Mac Arthur Square	
<b>IMPLEMENTATION</b>	<b>35</b>
<b>ACKNOWLEDGMENTS</b>	<b>36</b>



# INTRODUCTION



## INTRODUCTION

Early 1996 saw construction begin on several highly visible projects in downtown Milwaukee: the Wisconsin Center, The Humphrey IMAX Theater, the RiverWalk, among others. As construction proceeded, downtown business people, organizations, and elected officials began to ask questions like “How can the spin-off benefits of these projects be maximized?” and “What should be done next to continue the redevelopment of Downtown?”

At the same time, public officials were aware that key Downtown planning and policy documents needed to be created or revised to reflect the new projects and the changing conditions in both the local and national markets for retail and office space and downtown housing. A planning partnership composed of the City of Milwaukee, the Wisconsin Center District Board and the Milwaukee Redevelopment Corporation (MRC), the not-for-profit downtown development corporation formed by Milwaukee’s business community, concluded that a new plan was needed to provide a blueprint for the further development of Downtown and to identify the specific actions which should be taken to foster that development.

In the spring of 1997, the partnership retained a consultant team led by A. Nelesen Associates of Princeton, New Jersey, to assist the community in preparing the plan. The other members of the consultant team are identified in the Acknowledgments section in the back of this document. This document is an overview and summary of the Downtown Plan that resulted from the efforts of the consultants, technical staff from the city and MRC, and the people who live, work, learn, and visit of Downtown Milwaukee. Readers should refer to the full plan and supporting documentation for detailed information regarding the plan.

