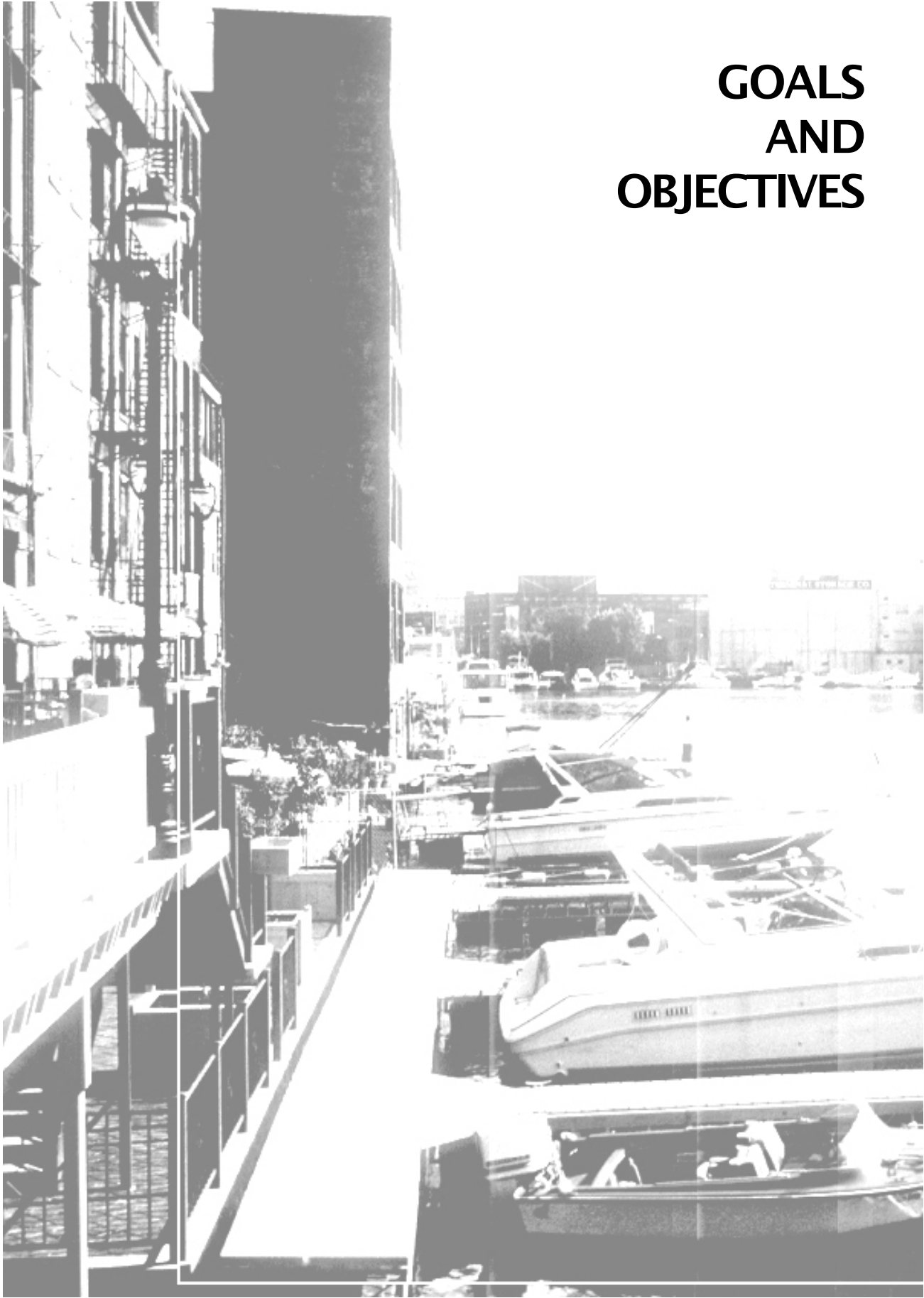


**GOALS  
AND  
OBJECTIVES**



## PLAN GOALS

The overarching goal of the plan is for downtown to add value to Milwaukee. It seeks to accomplish this by creating a downtown that is appealing to visitors, current and potential investors, and current and potential residents. It seeks to guide development of downtown property and public space to create a more vibrant, active, and exciting place to live, work, learn, and play.

To achieve these goals, the plan focuses on several objectives that were identified through the VPS, the public workshops, and the professional synthesis.



Volumetric Study Suggesting Downtown's Potential



## PLAN OBJECTIVES

### 1. Residential Development: *To increase the amount and variety of downtown housing.*

The development of a variety of housing types (townhouse, multi-unit apartments, live/work, owner/renter, etc.) can achieve an expanded and diverse downtown population. Residential development also increases downtown's appeal by extending activity beyond office hours.

### 2. Destination Entertainment: *To expand the number and variety of destination entertainment venues in the downtown.*

Downtown should be the first choice location for one-of-a-kind cultural and entertainment venues. Venues such as the Humphrey IMAX Theater, the Milwaukee Art Museum Calatrava addition, and the Harley Davidson museum, bring visitors who increase weekday and weekend activity throughout downtown. Other venues contribute the vibrancy of nightlife and should also be encouraged.

### 3. Balanced Transportation: *To provide attractive options for travel within downtown.*

Downtown should be a place where it is easy to move around and where major destinations are accessible. Parking should be easy to find and close to major destinations, transit should connect destinations, and information on the availability of parking, availability of transit, and where major destinations are located should be plentiful.

### 4. Office Prominence: *To maintain downtown as the metropolitan area's single largest concentration of office development.*

Downtown should promote a wide variety of types of offices, including buildings that provide both offices and other uses.

### 5. Quality of the Pedestrian Realm: *To make walking attractive, easier, and convenient.*

The pedestrian environment in downtown should be welcoming, by offering well maintained landscaping, adequate lighting, safe and clearly defined crosswalks, and plentiful, easy to understand directional signs.

### 6. Downtown's Unique Assets: *To take maximum advantage of the special features found downtown.*

The river has special appeal for a wide range of activities; new public and private development should work to amplify that appeal. Downtown's rich architectural legacy should be maintained and enhanced with new high-quality development. Downtown has a wider range of activities than other places; the range should be further broadened with new activities that complement existing ones.

### 7. Catalytic Projects: *To achieve maximum benefit from major private and public investments.*

Some projects have the potential to encourage additional investment or provide downtown with a marketing advantage. These projects should receive special recognition and support.



Existing Kilbourn Avenue



Proposed Kilbourn Avenue

