

IMPLEMENTATION



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The implementation program for the plan has three parts: adoption and dissemination, regulatory review and the pursuit of the catalytic projects.

Adoption and Dissemination: the main goal of the plan is to influence private sector decisions regarding Downtown development. It is recommended that, through the existing partnership that sponsored the plan, the plan (or summary of it) receive a wide distribution to property owners and potential developers so that they will be aware of the types and pattern of development that will foster a more vital Downtown. It is also recommended that the Milwaukee City Plan Commission adopt the Downtown Plan as part of the city's Comprehensive Plan. This action will provide formal status to the Plan and establish it as an official guide for public decision making. The City Plan Commission formally adopted the Plan at its meeting on July 16, 1999.

Regulatory Review: Upon adoption of the Plan, the Department of City Development should update the City's Downtown zoning and other land use regulations to conform with the Plan.

The Catalytic projects: The implementation of some of the Category I projects has begun; implementation of the Category II projects should be started immediately. The Category II projects represent sites that are not now ready for redevelopment, but may become available in one to two years. The Department of City Development should continue to monitor these sites so as to be able to guide owners or developers at the appropriate time.

