



**Department of City Development**

City Plan Commission  
Historic Preservation Commission  
Neighborhood Improvement  
Development Corporation  
Redevelopment Authority

**Rocky Marcoux**  
Commissioner

**Martha L. Brown**  
Deputy Commissioner

**MEMO**

**Date:** July 9, 2009  
**To:** The Honorable Members of the Common Council  
**From:** Vanessa Koster  
Planning Manager  
**RE:** Comprehensive Plan Update

While we have talked to you about the specific Comprehensive Area Plans we are currently developing, I'd like to take this opportunity to update you on the status of those area plans and the Citywide Policy Plan.

A few years ago, we committed to undertake comprehensive land use planning for the entire city of Milwaukee. We have raised over \$325,000 to support our comprehensive planning effort and appreciate the investment by the philanthropic and business communities for this endeavor. To date, our activities have energized citizens in neighborhoods in every part of the city, empowering them to work for positive change. In many instances, the planning process has generated development and supported the formation of strong community stakeholder groups like the Airport Gateway Business Association, Granville-Brown Deer Chamber of Commerce and Friends of Norris Park. Our stakeholders have volunteered thousands of hours to the comprehensive planning effort.

Nine of the thirteen Area Plans are now complete. Currently, we have three area plans underway and are in the process of updating the Downtown Plan. When all of the plans are adopted, we will have land use and redevelopment recommendations for the entire City.

Our staff also has made significant progress on the citywide comprehensive (Smart Growth) plan. Last November, you were invited to participate in the kickoff meeting for the plan. At that time, we formed seven topical workgroups with private and public stakeholders with diverse interests and expertise to guide the plan development. The workgroups include: Land Use; Transportation; Economic Development; Sustainability, Cultural and Natural Resources; Housing and Neighborhoods; Community Facilities, and Intergovernmental Cooperation. Each of these workgroups has met several times since November and identified the key principles for each topic that the policy plan should address.

In order to keep the Council informed about the Citywide Policy plan progress, we will present a short update to the Steering and Rules Committee on Thursday, July 16<sup>th</sup> at 1:30 p.m. We appreciate all of your help in supporting the planning effort and will continue to keep you informed about individual plan progress. If you have any questions, please contact me at ext. 5716.