

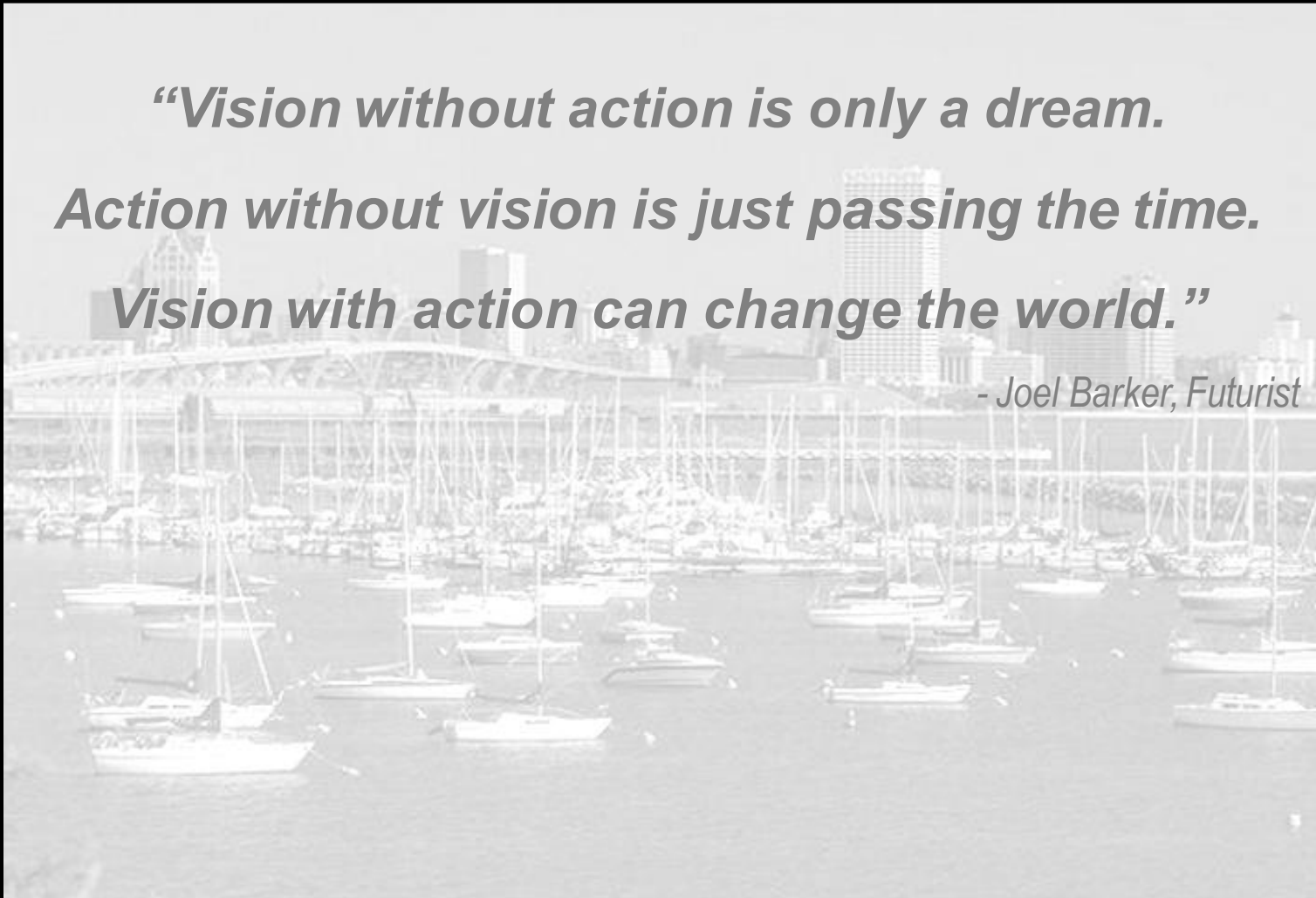
# Milwaukee's Comprehensive Plan

*“Vision without action is only a dream.*

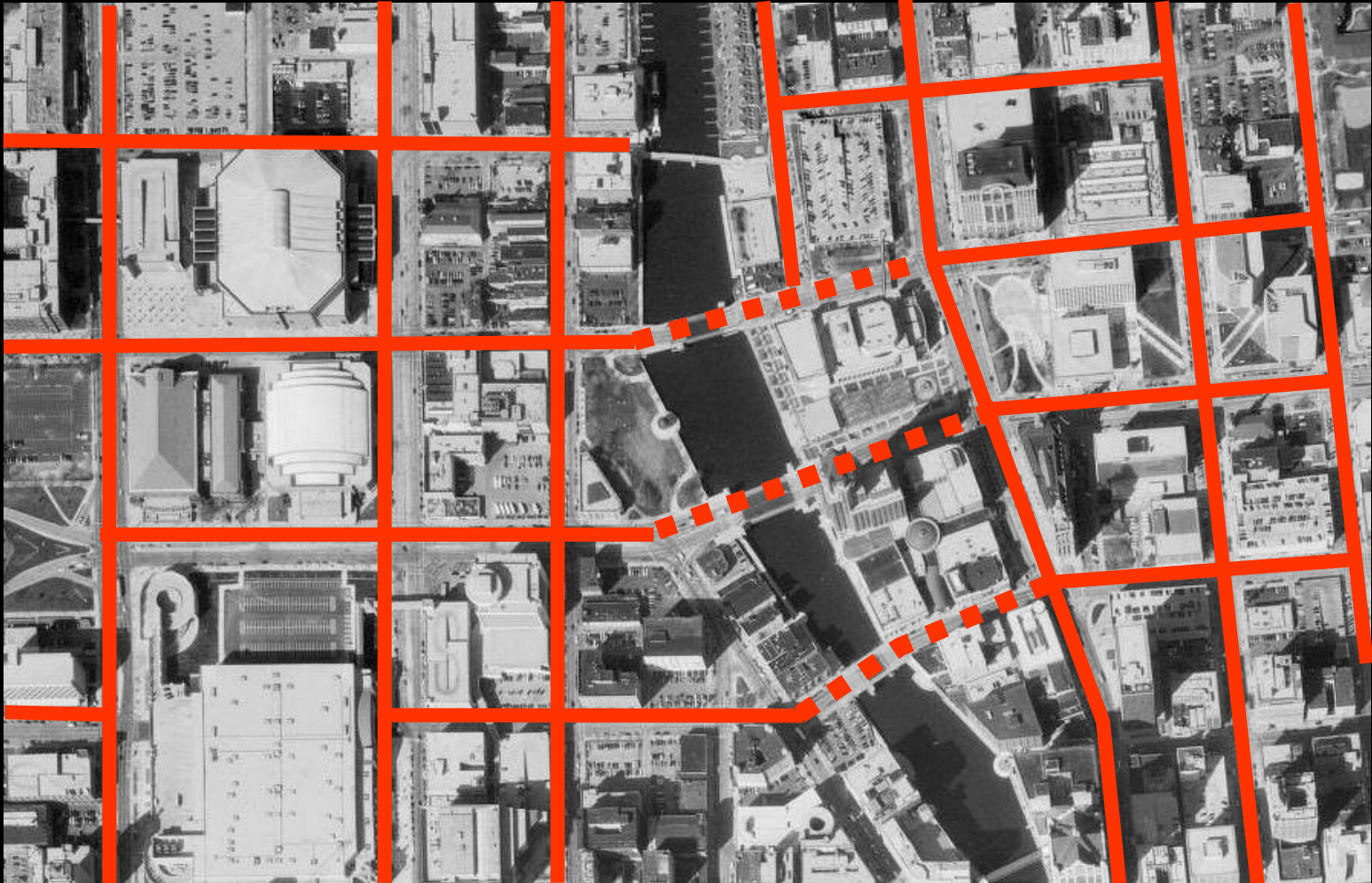
*Action without vision is just passing the time.*

*Vision with action can change the world.”*

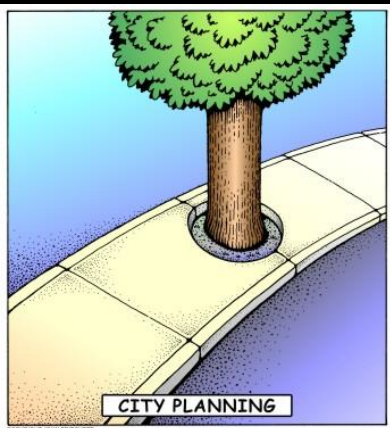
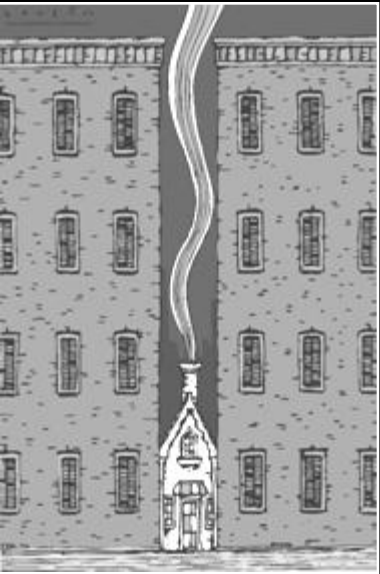
*- Joel Barker, Futurist*



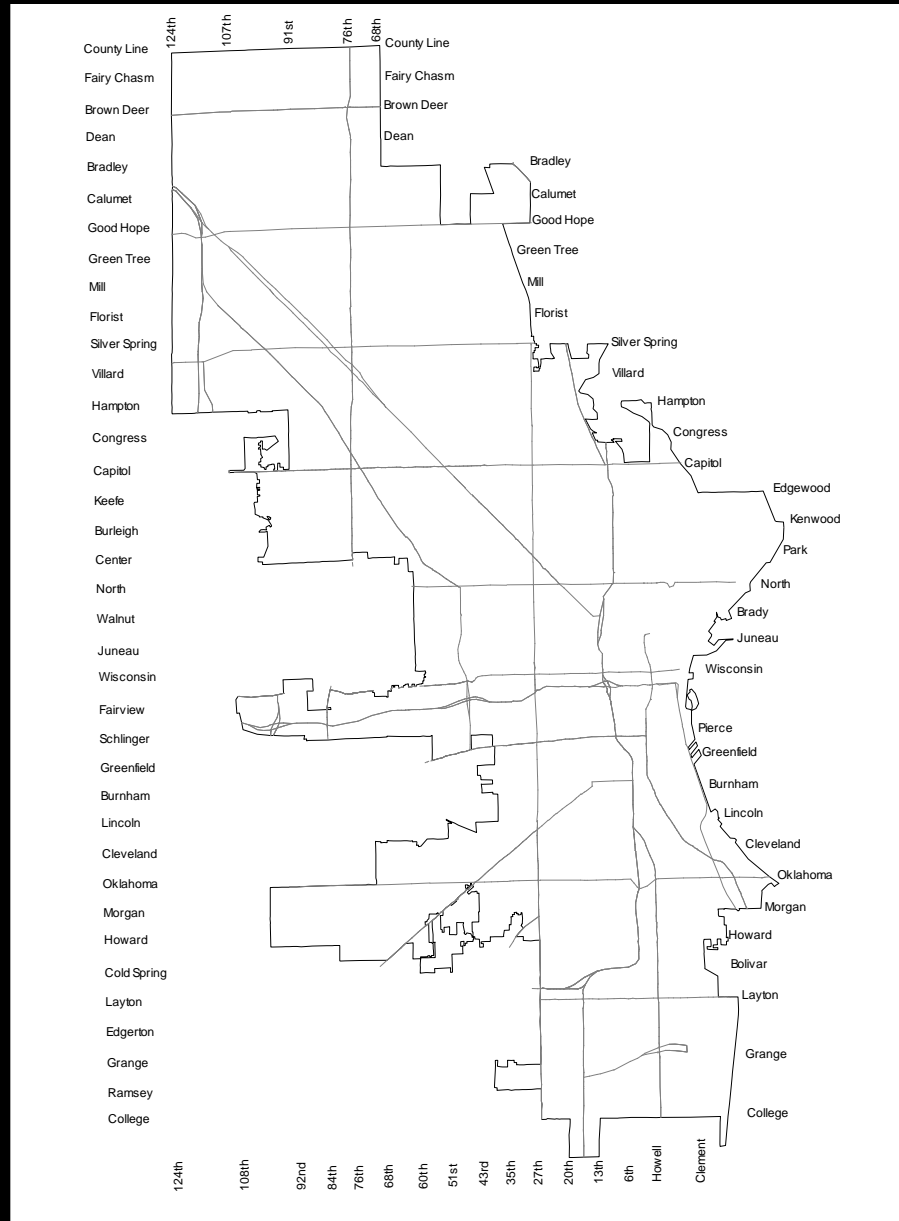
# The consequence of not planning



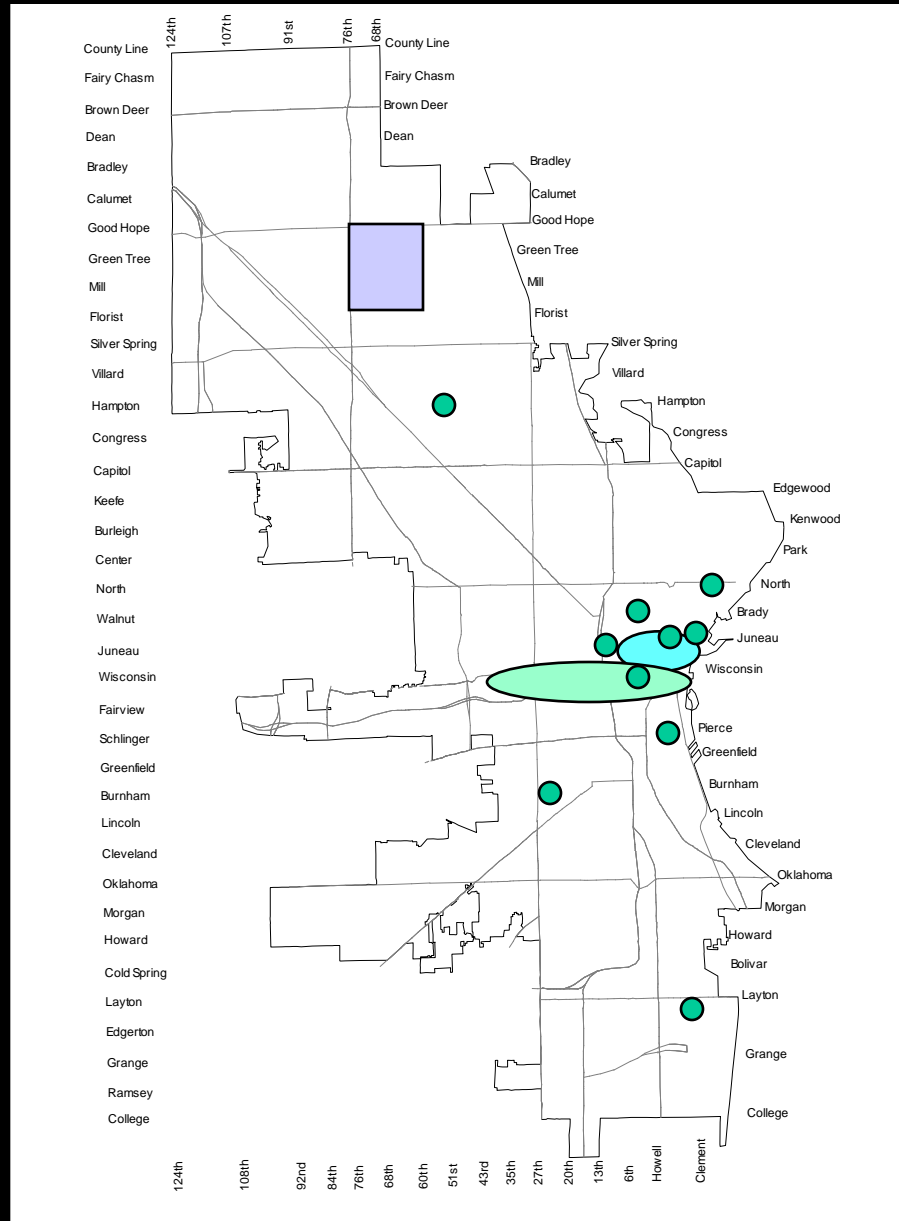
# The consequence of not planning



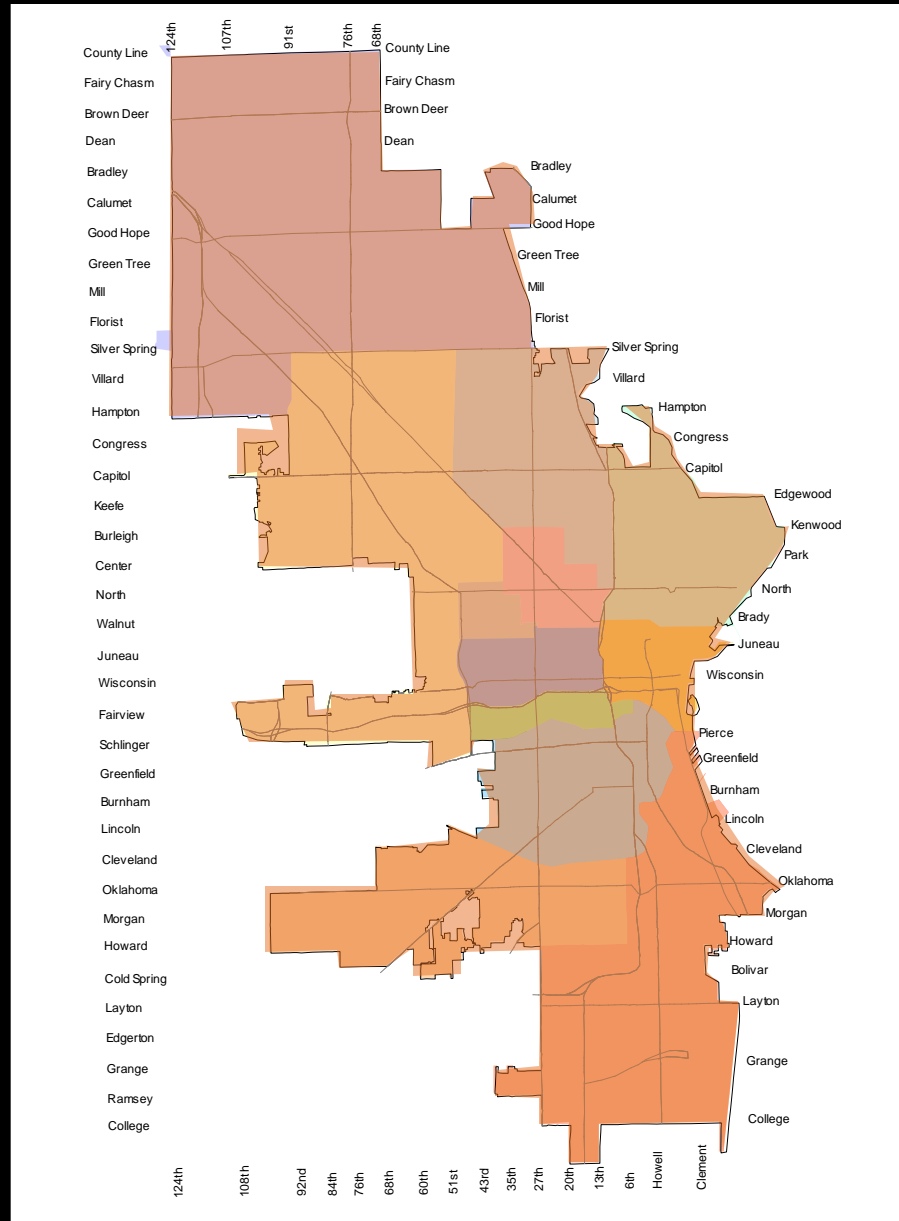
# How we used to plan



# How we used to plan



# How we plan now



# City of Milwaukee Comprehensive Plan

*a series of thirteen documents*

## Citywide Policy Plan

## Area Plans

Downtown and  
Third Ward Update  
Menomonee Valley  
Fond du Lac & North  
Near West Side

*Completed*

Washington Park

*In Progress*

Southeast Side  
Northwest Side  
Northeast Side

*Just Starting*

West Side  
Near North Side  
Near South Side  
South Side

*Future*

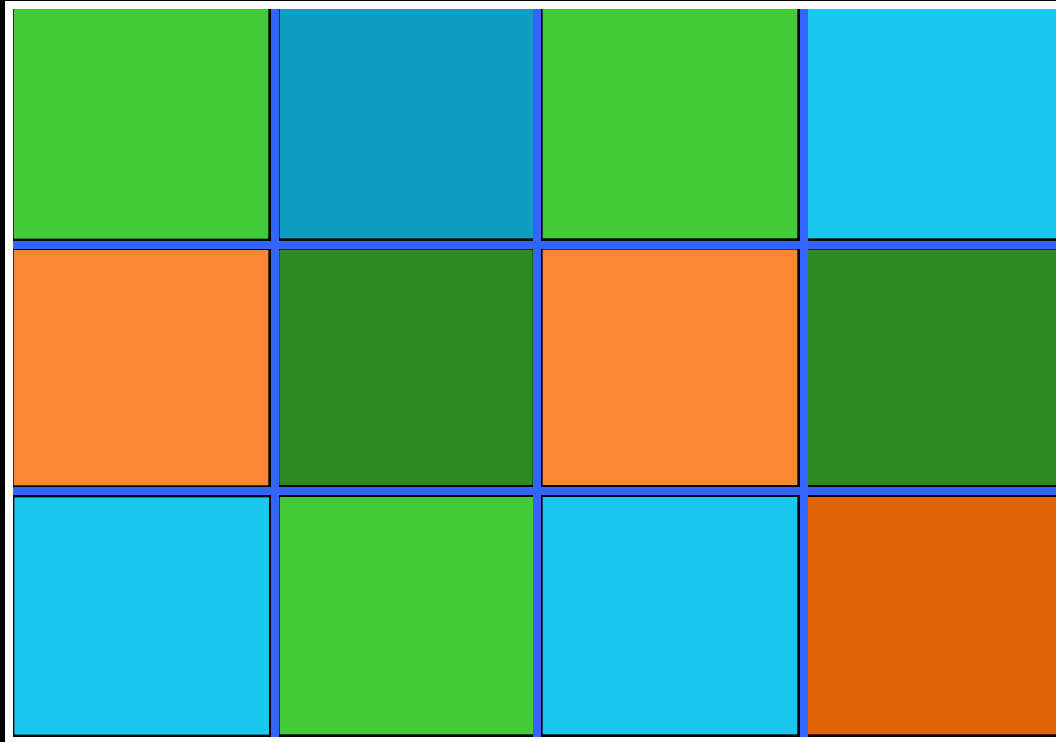
# City of Milwaukee



# Citywide Policy Plan


- General Framework
- Major guidelines

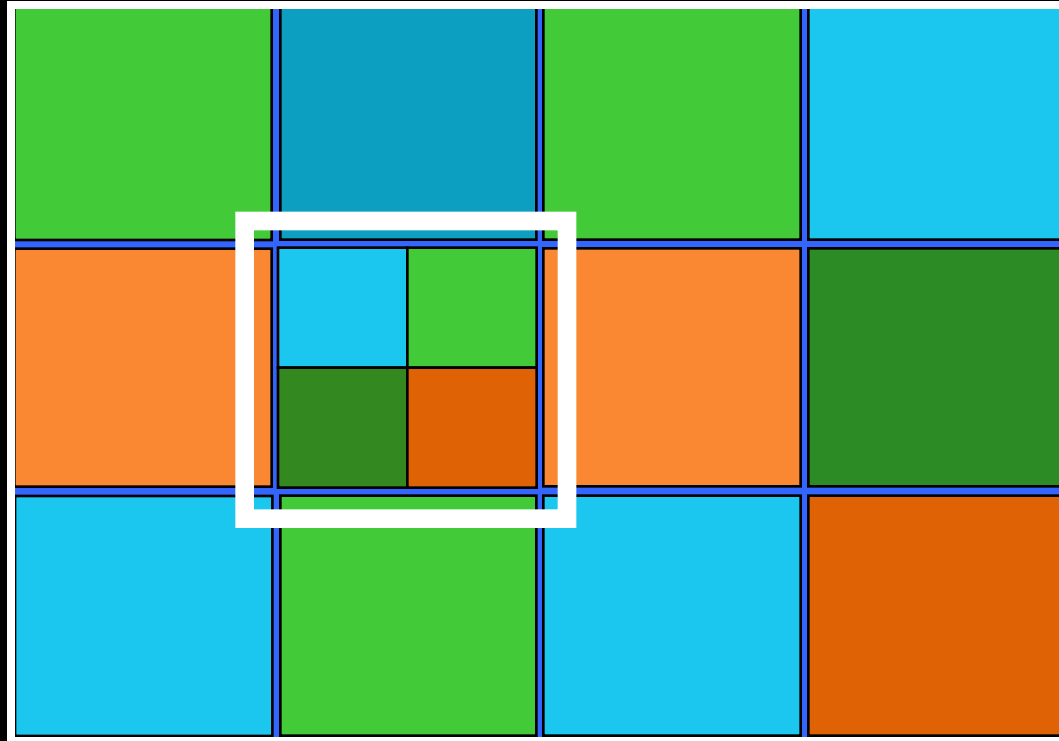
# Area Plans



- Area specific detail
- Local area recommendations

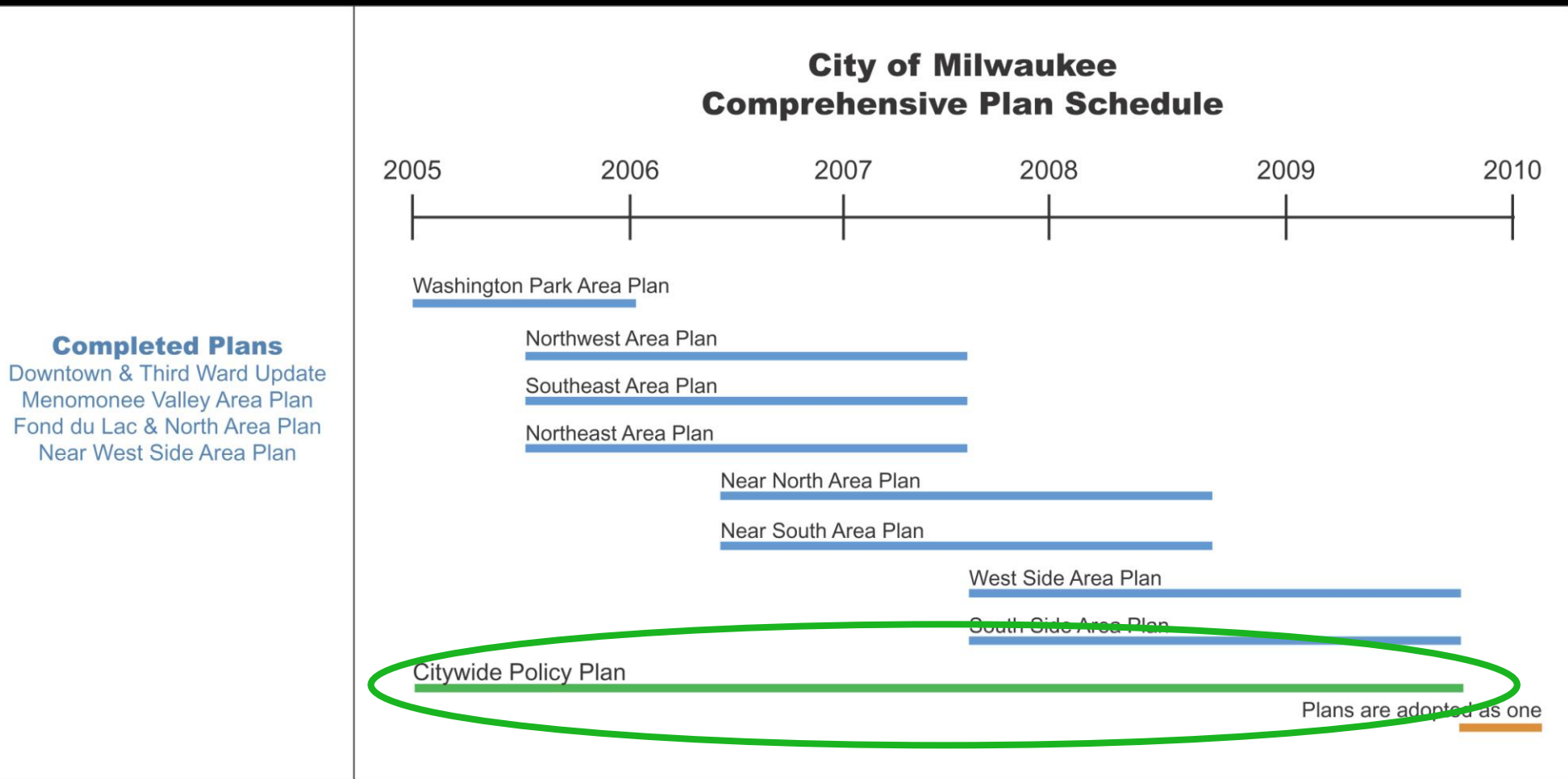
# Implementation

- Design guidelines
- Redevelopment Plans
- Main Street designation
- TINs, BIDs
- Streetscape improvements



- Increased detailed plans
- Implementation actions

# Comprehensive Plan Schedule



# Citywide Policy Plan Schedule

**2006**

- City Outreach
- Committee Formation
- Background Information and Inventory
- Issues Identification
- Visioning

**2007/08**

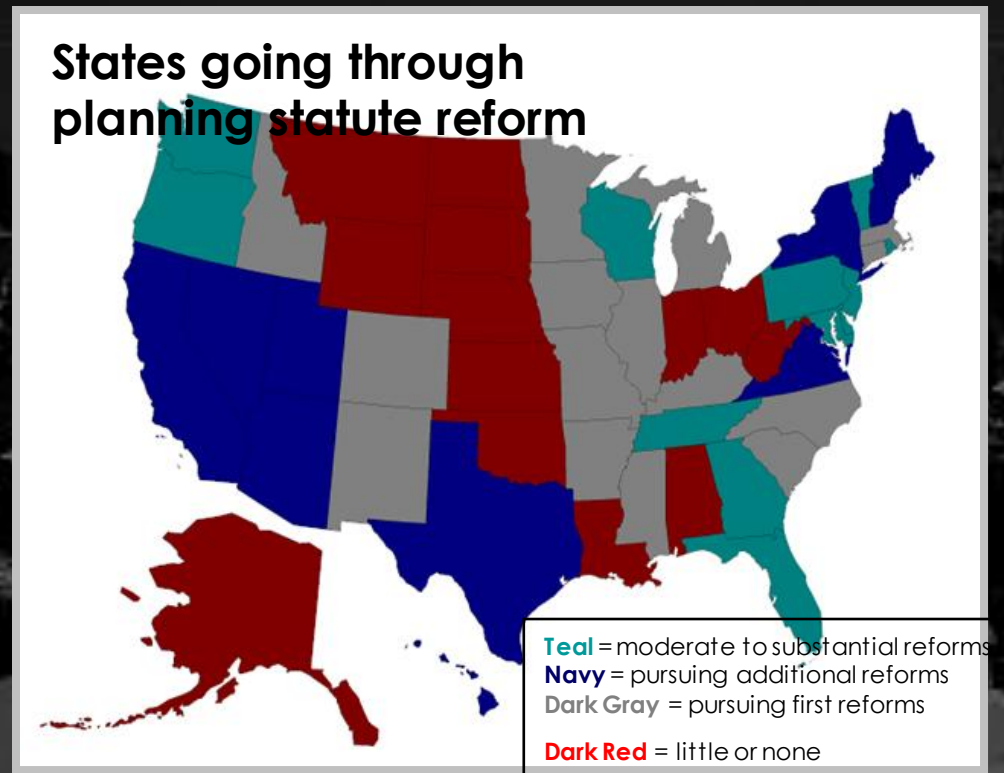
- Policy Formation
- Draft Comprehensive Plan

**2009/10**

- Draft/Revise Comprehensive Plan
- Plan Review and Approval

# Smart Growth

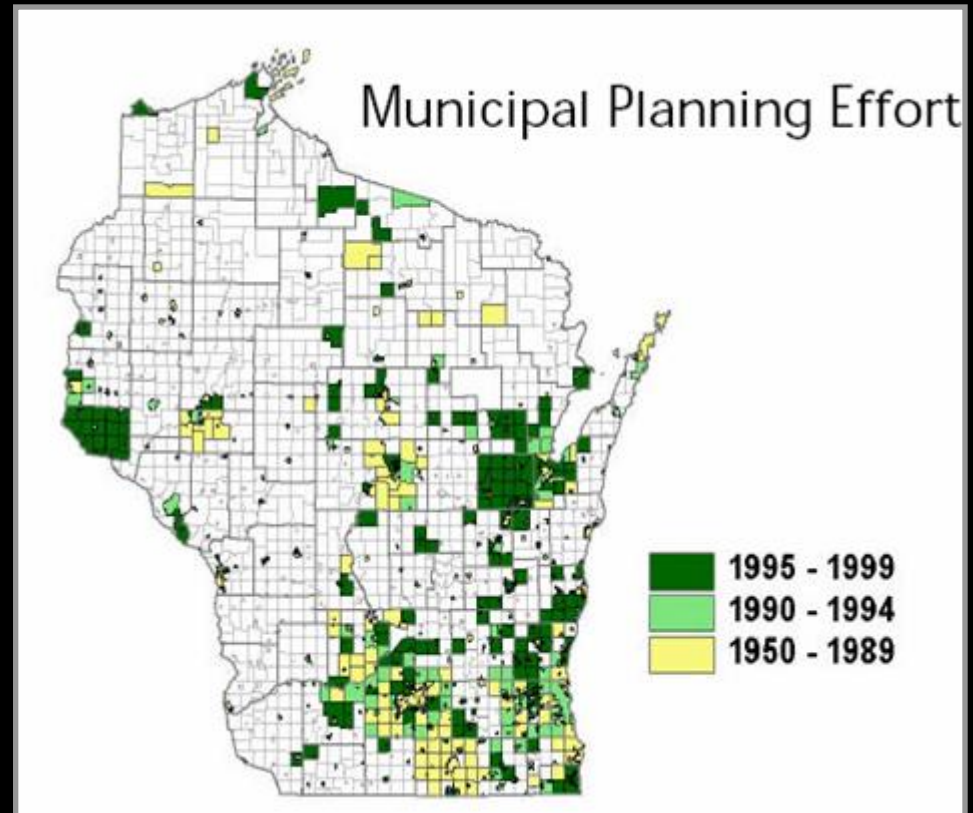
## A New Philosophy of Planning



Source: American Planning Association, 2002

# Impetus for Wisconsin's Smart Growth Law

- Prior to 1999, only 29% of WI communities had any kind of land-use plan in place
- Existing plans varied in quality and content
- Plans were rarely implemented
- State offered no guidance to improve situation



# New WI Planning Requirements

- Consistency with 14 Planning Goals in Statute
- Nine Elements Adopted at Once by Ordinance
- Zoning Code Consistency
- Public Participation Procedure
- Evaluation and Update Procedure
- TND Ordinance



# Nine Required Elements

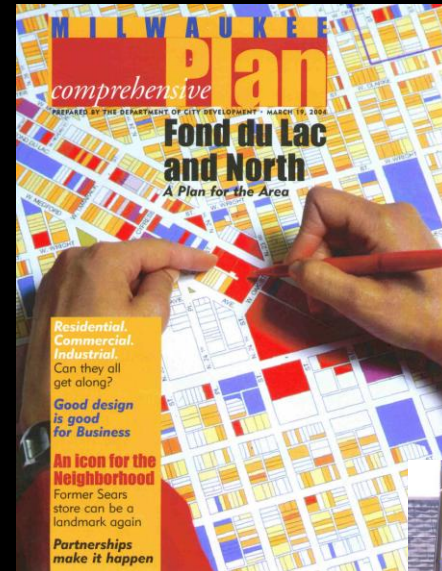
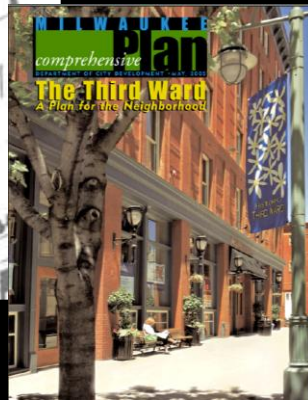
- Issues and Opportunities
- Land Use
- Transportation
- Housing
- Economic Development
- Utilities and Community Facilities
- Agriculture, Cultural and Natural Resources
- Implementation
- Intergovernmental Coordination



# Comprehensive Planning Milwaukee Opportunities



# Planning Accomplishments



# The Power of Planning

## Buildings

- Amtrak
- Public Market



## Infrastructure

- Sixth Street Bridge
- Riverwalk



## Neighborhoods

- Highland Gardens
- Fannie Mae grant
- Norris Playground



# Milwaukee's Citywide Policy Plan

Synthesize

Standardize

Streamline

***“provide a clear direction for  
development”***

# Milwaukee's Citywide Policy Plan

## 4 Phases of Planning

Analysis

Visioning

Synthesis

Review and Approval



# Milwaukee's Citywide Policy Plan Committee Structure

Contract Management Team

Plan Advisory Group

Technical Working Groups



# Completed and Immediate Tasks

- Public Participation Procedure
- Evaluation and Update Procedure
- Comprehensive Planning Website and Newsletter #1

Issue 1

Summer 2004

## MILWAUKEE Comprehensive Plan

CITY OF MILWAUKEE

DEPARTMENT OF CITY DEVELOPMENT

### What is the City of Milwaukee Comprehensive Plan?

The City of Milwaukee's Comprehensive Plan is a master plan stating policies and recommendations for the physical development of the city. The Comprehensive Plan will be comprised of 2 types of documents: 1) a citywide plan, and 2) area plans.



the Common Council, it will assist government officials, business leaders and citizens as they develop programs, establish budgets, and make investments, by providing a clear vision for the City's future.

In addition to the citywide plan, area (neighborhood) plans are being developed. Area plans will tailor the citywide policies to smaller geographic areas/neighborhoods and contain policies that are detailed and specific, including Land Use and Design recommendations, District and Corridor recommendations, and recommended Catalytic Projects.

# Future Tasks

- Formation of Public Participation Committees
- Public Committee Meetings
- Demographic and Trend Analysis
- Review and Synthesis of Past Policies
- Draft Goals, Objectives, Policies
- Public Workshops/Open Houses
- Public Hearings and Formal Approvals

# Website Information





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## City of Milwaukee Department of City Development

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**new** RFQ: [Erie Street Plaza Design Competition](#)

The Department of City Development (DCD) is the City of Milwaukee agency responsible for business development, real estate development, planning, permitting, and public housing.

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Office of Mayor Tom Barrett

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**Comprehensive Plan**

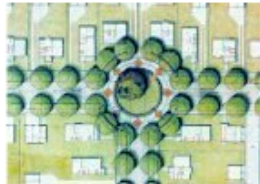
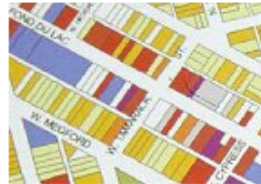

- Citywide Policy Plan
- Area Plans
- The Process

• [Newsletter Issue 1 .pdf](#)

• [List of all DCD plans and studies](#)

• [DCD Planning home](#)

For more information, contact:  
Allison Rozek 414.286.5693 Maria Pandazi 414.286.5836  
[arozek@mikedcd.org](mailto:arozek@mikedcd.org) [mpandazi@mikedcd.org](mailto:mpandazi@mikedcd.org)



## Milwaukee's Comprehensive Plan

- **Citywide Policy Plan**
- [The Process](#)
- [Area Plans](#)
- [Map of Area Plans](#)

Milwaukee's Comprehensive Plan consists of a [Citywide Policy Plan](#) and [Area Plans](#). (The City also prepares [other plans and studies](#) which guide development in individual neighborhoods; these documents include neighborhood redevelopment and action plans.)

When completed by 2010, the Comprehensive Plan will become the cornerstone of all local land use decisions. This website provides current information on the planning process, the status of [Citywide](#) and [Area Plans](#), and opportunities for [public participation](#).

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

- Maintain a unique sense of community and place;
- Promote an economic climate that supports job creation;

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MILWAUKEE  
comprehensive Plan

Comprehensive Plan

- Citywide Policy Plan
- Area Plans
- The Process

Citywide Policy Plan

- Required elements
- Draft outline
- Work program

The Citywide Policy Plan is the general planning document that guides decision-making related to future physical development within the city.

When completed, the Citywide Policy Plan will meet the requirements of Wisconsin's [Smart Growth Law](#). The Citywide Policy Plan contains policies for all [nine state-required elements](#) and includes a future land use map.

The Citywide Policy Plan is underway. Read the [draft outline](#).

Milwaukee Department of City Development • 809 N Broadway • Milwaukee, WI 53202 • Contact DCD

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What is Your Role  
in the  
Citywide Policy Plan?

# Additional Information

For more information on the state law

<http://www.doa.state.wi.us>

(keyword = Comprehensive Planning)

-or-

Maria Pandazi (414) 286-5836

mpanda@mkedcd.org