

PROOF OF PUBLICATION

STATE OF WISCONSIN } S.S.  
MILWAUKEE COUNTY }

Ann Richmond, being the first duly sworn on oath, says that she is the Publisher of THE DAILY REPORTER, which is a public newspaper of general circulation, printed and published daily in the English language in the City of Milwaukee, in said county, and fully complying with the laws of Wisconsin, relating to the publication of legal notices; that the notice of which the printed one attached is a true copy, which was clipped from the said newspaper, was inserted and published in said newspaper on

Sep. 27, 2012

*Ann E. Richmond*

Ann Richmond, Publisher

Sworn to me this 27th day of September 2012

C. NO. 34  
FILE NUMBER 120708  
OFFICIAL NOTICE  
Published by Authority of the  
Common Council of the City of  
Milwaukee

Office of the City Clerk  
Notice is hereby given that an ordinance that was introduced at the September 25, 2012 meeting of the Milwaukee Common Council, the essence of which is as follows:

Resolution approving the Riverworks Strategic Action Plan and amending the Northeast Side Area Comprehensive Plan, as an element of Milwaukee's Overall Comprehensive Plan, in the 3rd, 4th and 6th Aldermanic Districts.

Whereas, A detailed action plan has been prepared, titled, "Riverworks Strategic Action Plan," and

Whereas, Recent developments in the Riverworks Center area have demonstrated the need for a more in-depth analysis and comprehensive development strategy to further define the goals of the Northeast Side Area Comprehensive Plan, which was adopted by the Common Council via File No. 071407; and

Whereas, To address this need, a strategic action plan was created for the Riverworks Center area to improve the Riverworks Center area as a whole; strengthen the industrial core; improve and intensify the Capitol Drive retail corridor; support creative uses within the district; and make Business Improvement District No. 36 a thriving neighborhood-oriented Main Street district; and

Whereas, The creation of the Riverworks Strategic Action Plan involved a market analysis conducted by UW-Milwaukee's Center for Economic Development; a report by the Applied Planning Workshop in the UW-Milwaukee School of Architecture and Urban Planning; extensive public outreach, input from Riverworks Business Improvement District Nos. 25 and 36, as well as input from a broad range of Riverworks Center stake-

holders similar to the public process followed in the development of the City's 13 area comprehensive plans; and

Whereas, On September 21, 2004, the Common Council adopted File No. 040565, setting forth an Evaluation, Update and Amendment procedure for amending comprehensive plans; and

Whereas, That action, including a properly noticed public hearing, has occurred; now, therefore, be it

Resolved, That the Common Council of the City of Milwaukee approves the Riverworks Strategic Action Plan and amends the Northeast Side Area Comprehensive Plan with the inclusion of the Riverworks Strategic Action Plan, as an element of the City's Overall Comprehensive Plan and as recommended by the City Plan Commission, a copy of which is attached to this Common Council File; and, be it

Further Resolved, That the amended Area Comprehensive Plan, as approved, shall include, as a link on the Northeast Side Plan web site, a text reference and link to consult the Riverworks Strategic Action Plan as a supplement to provide further guidance and serve as the basis for decision-making by the Common Council in its consideration of matters related to and located within the Riverworks Center area; and, be it

Further Resolved, That the Department of City Development, the Department of Neighborhood Services, the Department of Public Works and other appropriate City departments and agencies are directed to work toward implementation of the amended Plan; and, be it

Further Resolved, That the Commissioner of the Department of City Development is directed to send copies of the Riverworks Strategic Action Plan to the parties identified in it as having responsibility for implementation of the amended Plan for their reference and use.

Notice is hereby further given that the foregoing matter will be given a

public hearing by the Committee on Zoning, Neighborhoods and Development in Room 301-B, City Hall, 200 East Wells Street, Milwaukee, Wisconsin, on Tuesday, October 30, 2012 at 9:00 A.M., pursuant to the provision of Sub-Section (7)(d) of Section 62.23 of the Revised Statutes of the State of Wisconsin.

PLEASE NOTE: a) Members of the Common Council, and members of its Standing Committees who are not members of this Committee, may attend this meeting to participate or to gather information. Therefore, notice is given that this meeting may constitute a meeting of the Common Council or any of its Standing Committees, and must be noticed as such, although they will not take any formal action at this meeting.

b) If you have difficulty with the English language, you may bring an interpreter with you, at your own expense, so that you can answer questions and participate in the hearing.

c) Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language, interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at 286-2998, (FAX) 286-3456, (TDD) 286-2025 or by writing to the ADA Coordinator at Room 205, City Hall, 200 E. Wells Street, Milwaukee, WI 53202.

d) Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in Room 205, (City Clerk's Office) or the first floor Information Booth in City Hall.

e) This meeting will be web-cast live at [www.milwaukee.gov/channel25](http://www.milwaukee.gov/channel25).

JAMES R. OWCZARSKI  
City Clerk

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*David Ziemer*



David Ziemer  
Notary Public, Milwaukee County, Wisconsin  
My Commission Is Permanent

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