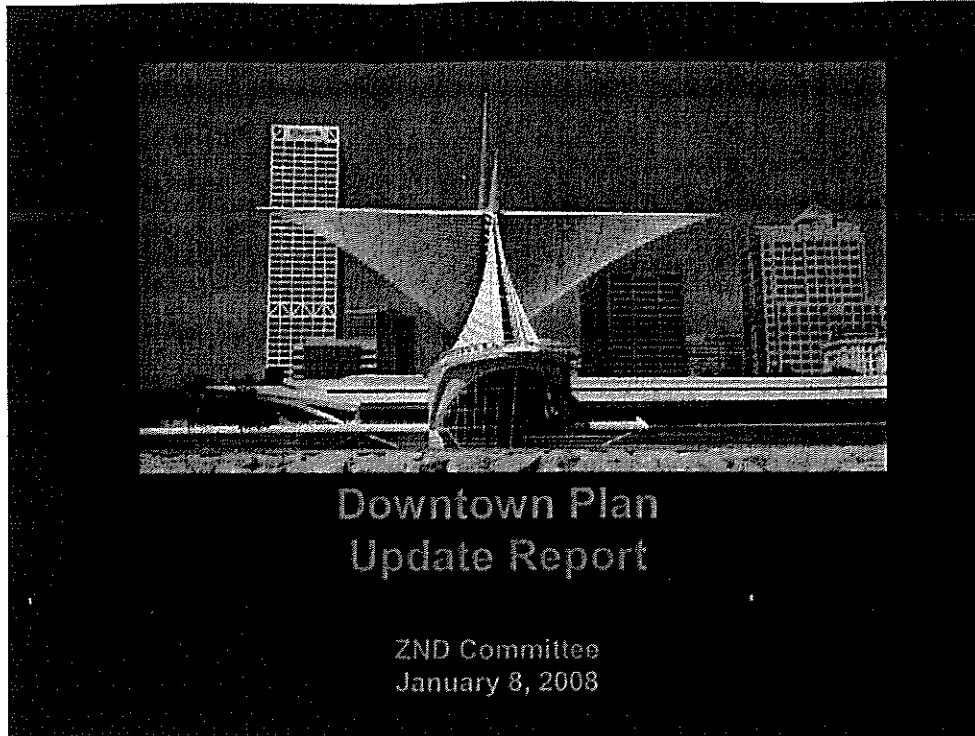
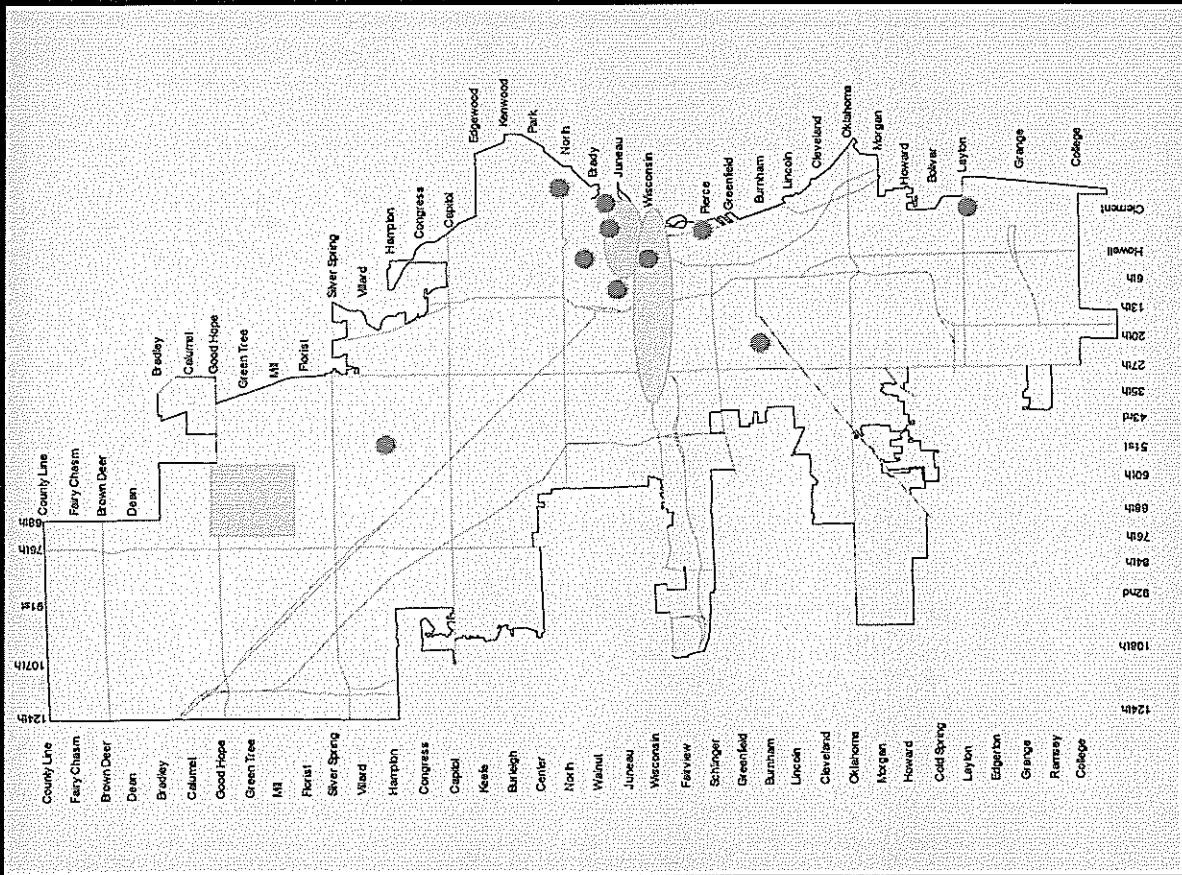
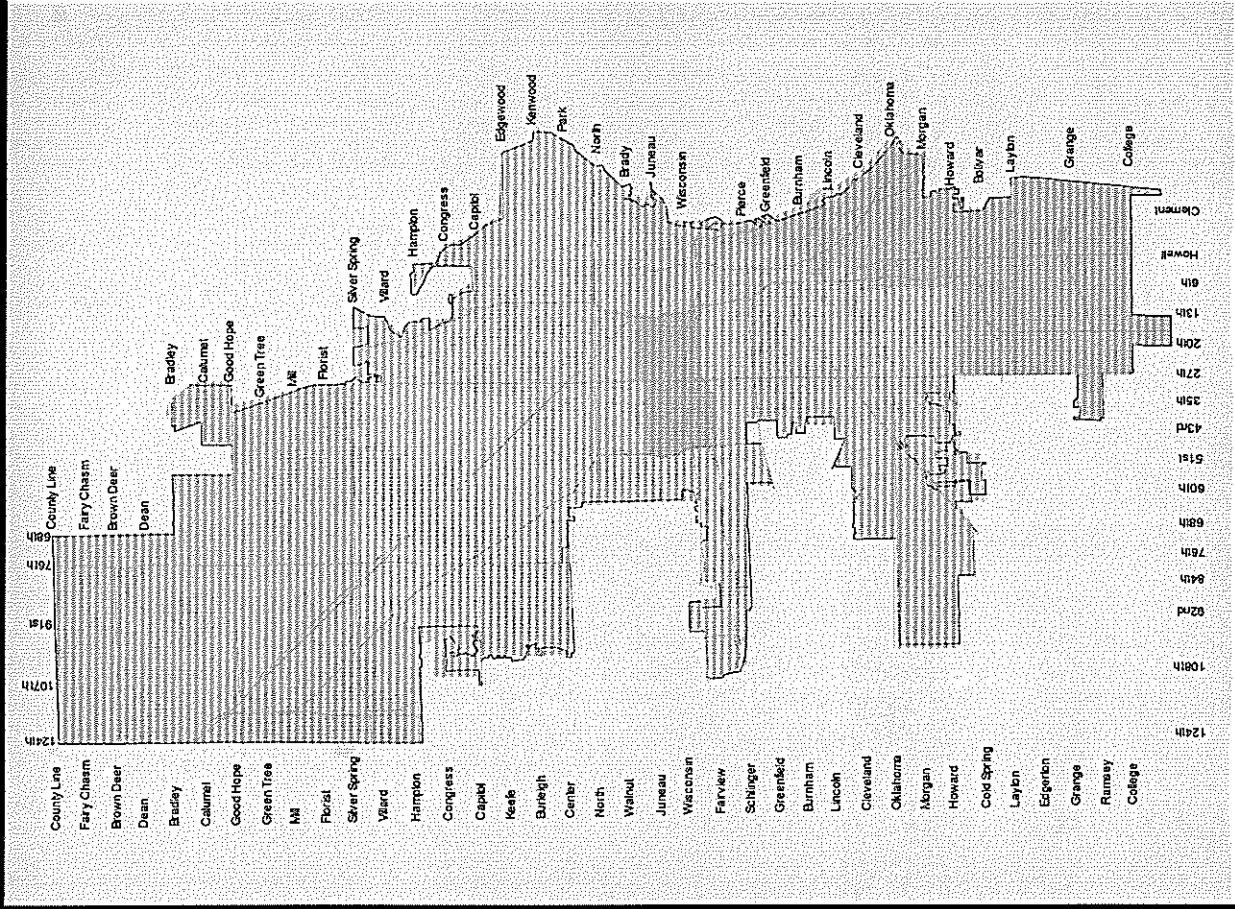


FN 071125
DCD's presentation
at the 1-8-08
ZND mtg.







County Line

Fairy Chasm

Brown Deer

Dean

Bradley

Cultural

Good Hope

Green Tree

MI

Floral

Silver Spring

Vard

Hampton

Congress

Chapel

Keele

Burleigh

Center

North

Walnut

Juneau

Wisconsin

Fairview

Schlinger

Greenfield

Burham

Lincoln

Cleveland

Oklahoma

Morgan

Howard

Cook Spring

Layton

Edgerton

Grange

Ramsey

College

124th

100th

82nd

75th

68th

60th

51st

43rd

35th

27th

20th

13th

6th

Howell

Cement

Edgewood

Kenwood

Park

North

Brady

Juneau

Wisconsin

Pierce

Greenfield

Burham

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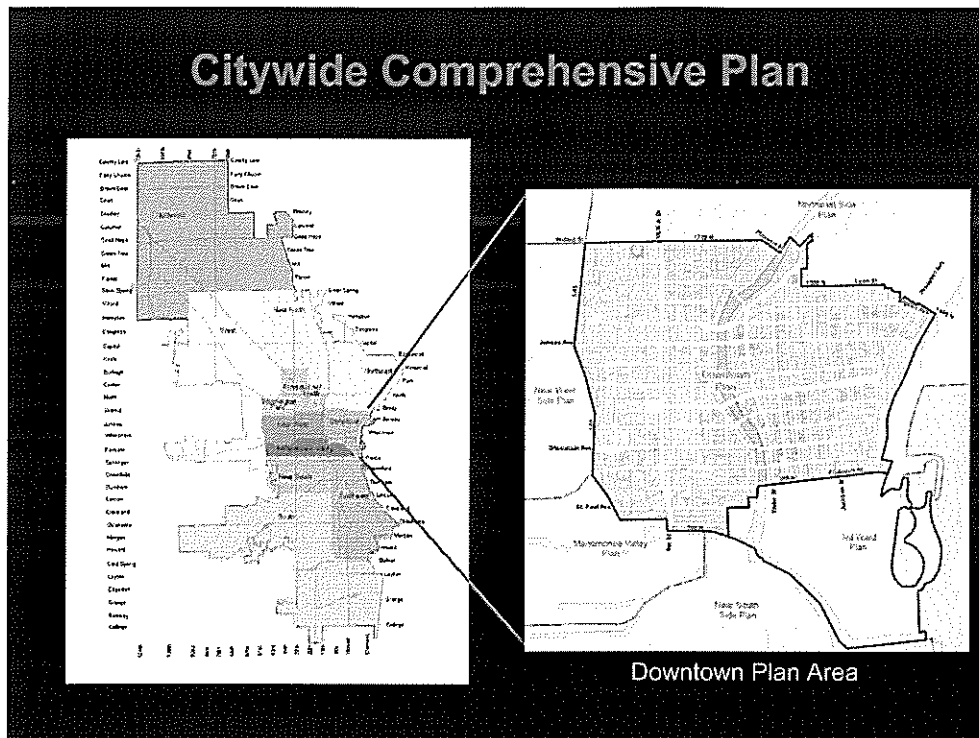
Silver Spring

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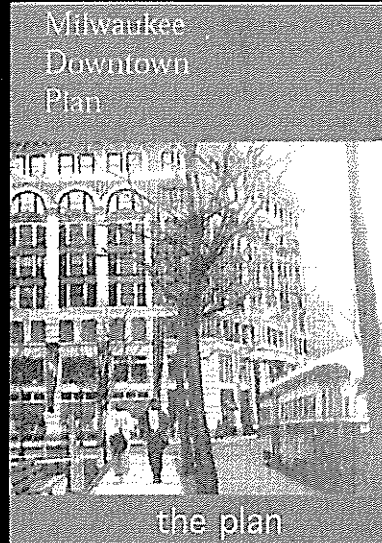


In 1999, the State of Wisconsin adopted legislation requiring that, by 2010, all municipal programs and actions that affect land use be consistent with a Comprehensive Plan. The Department of City Development is in the process of developing the documents. It is the intent of the Department to have the entire City of Milwaukee covered by a Comprehensive Plan by 2010; this will be the first time the entire City will be fully planned.

Because of its size and complexity, Milwaukee needs to plan for the overall City as well as its individual neighborhoods. Consequently, while developing the Citywide Comprehensive Plan, the Department is also developing Area Plans that tailor citywide policies to smaller geographic areas. Currently, 6 Area Plans have been adopted and 6 are underway. The Downtown Plan is one of these Area Plans.

Background

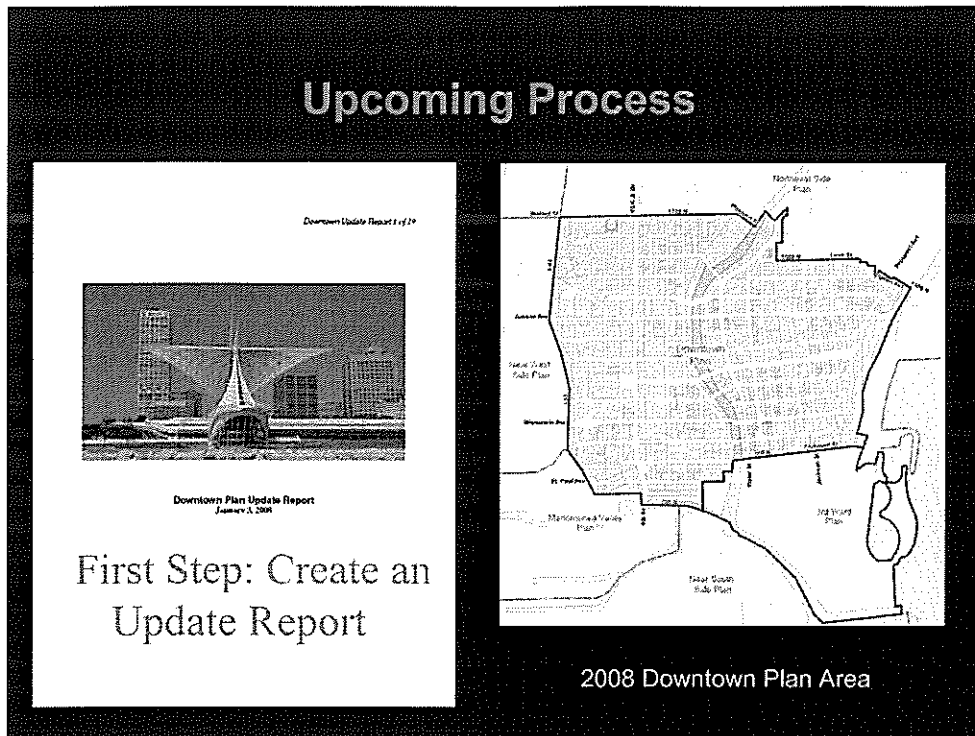
- Downtown Plan approved in 1999
- In 2004, Common Council adopted procedures for evaluating and amending area plans and requiring an Update Report



In 1997, the City of Milwaukee with its community partners begin creating a blueprint for development of Downtown to identify specific actions to be taken to foster the desired development. In 1999, the Downtown Plan was adopted. as part of the City's Overall Comprehensive Plan.

In 2004, Council adopted procedure for Updating Area Plans. This is the first Plan that will undergo an Update under these procedures.

Upcoming Process



Today I am here to present a summary of the required Update Report that has been submitted to the Committee file. The Report outlines the effectiveness and shortcomings of the 1999 Plan including the validity of the projections, the realization of the goals and objectives, and the applicability of the Plan's policies and maps.

For the purpose of this presentation and the upcoming planning process, the "Downtown" study area covers roughly 2.5 square miles, generally bounded by I-43 to the West, the lake front to the East, Walnut/Lyon Street to the North and St. Paul/Milwaukee River to the South.

As you can see, the study area does include the Park East Redevelopment corridor and Historic Third Ward. It should be noted that although these areas will remain in the Update's Planning Area for the purpose of data comparison, adopted policies and recommendations for these areas will not be changed.

I will begin by outlining the progress made on the 6 original goals of the Plan.

Section 1: 1999 Goals

1. Increase the amount and variety of downtown housing
2. Maintain downtown as the metropolitan area's single largest concentration of office development
3. Expand the number and variety of destination entertainment venues in the downtown
4. Provide attractive options for travel within downtown
5. Make walking attractive, easier and convenient
6. Take maximum advantage of the special features found downtown

Section 1 of the Update Report describes the 1999 Downtown Plan Goals and outlines the progress made on each of them.

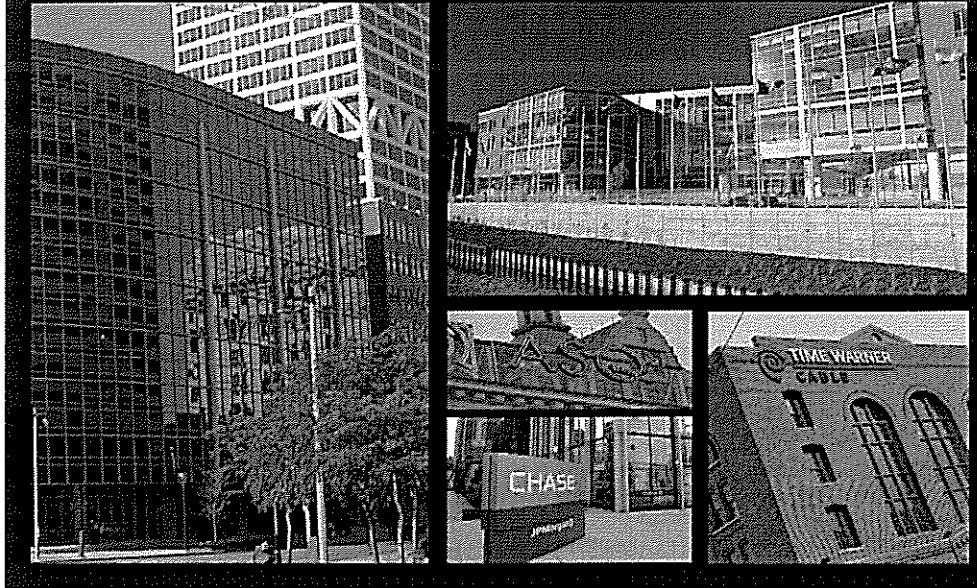
GOAL 1 ■ Increase the amount and variety of downtown housing



Goal #1: Increase the amount and variety of Downtown housing.

Between 2000 and 2007, housing in the Downtown increased 2435 units, averaging 347 new units a year. Resale on existing condo units steadily increased from 150 transactions in 2002 to approximately 500 sales in 2006. The Downtown apartment market remains strong with occupancy averaging 97%. As of 2006, 79% of the Downtown housing units were renter occupied while 11% were owner-occupied.

GOAL 2 ■ Maintain downtown as the metropolitan area's single largest concentration of office development



Goal #2: Maintain downtown as the metropolitan area's single large concentration of office development.

Since 2000 office development has involved moving a regional employer to Downtown such as Manpower and Roundy's or moving an existing tenant into a new project such as (Ernst & Young and Whyte Hirschboeck.

Currently, there are over 78,000 employees within our downtown representing over \$344 million in retail spending potential.

GOAL 3 ■ Expand the number and variety of destination entertainment venues in the downtown



Goal #3: Expand the number and variety of destination entertainment venue in the downtown.

Since 2000, Many entertainment venues have developed or expanded including:

Hotel Metro

Linens and Things/TJ Maxx/YMCA/Borders Books at Grand Avenue

MSOE Kern Center

Pier Wisconsin/Discovery World

Milwaukee Public Market

Milwaukee Art Museum addition

Over 25 dining and retail establishments along the Riverwalk

GOAL 4: Provide attractive options for travel within downtown



Goal 4: Provide attractive options for travel within downtown.

Since 2000, travel options and enhancements have been developed and/or begun operation including:

New Intermodal Station

McKinley Boulevard and Knapp Street Bridge as the new entrance to our Downtown

Milwaukee Trolley

6 pontoon and 2 luxury European river cruise boats available for dining and river tours

GOAL 5: Make walking attractive, easier and convenient



Goal #5: Make walking attractive, easier and convenient.

Since 2000, public infrastructure projects represent a number of pedestrian enhancements including:

Ambassador Program and Clean Sweep and Graffiti Removal Programs run by BID #21

Highland and Marsupial Pedestrian Bridges

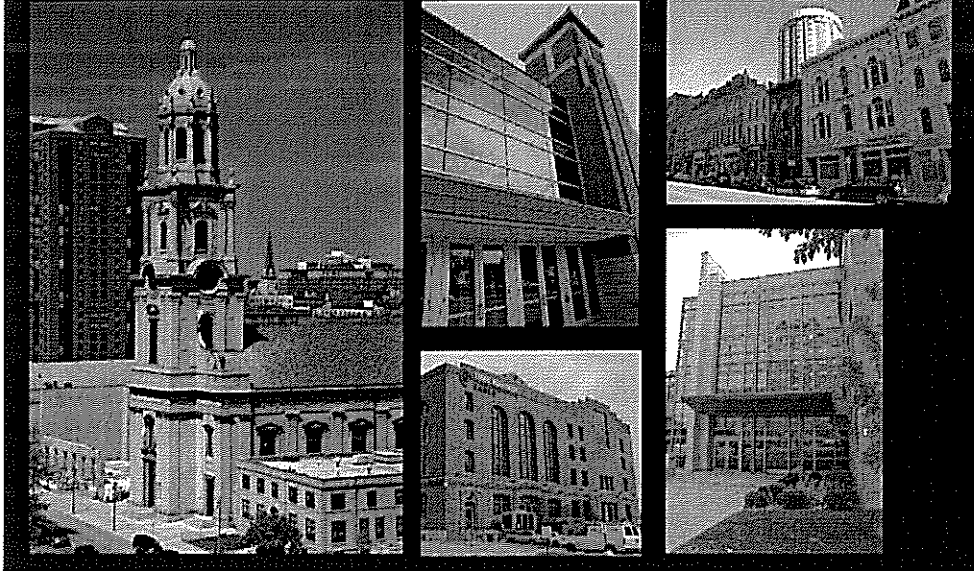
Park Once Signs

Wisconsin Streetscape/Boulevard

Reconnection of the Street Grid within the Park East Corridor

Riverwalk connection and expansion to the Third Ward and Beerline Neighborhood

GOAL 6 ■ Take maximum advantage of the special features ■ found downtown



Goal #6: Take maximum advantage of the special features found downtown.

Since 2000, over 26 Historic or Iconic buildings have been renovated or rehabilitated including:

ASQ Center/Marriott - 600 N. Plankinton

Hotel Metro - 411 East Mason Street

Marine Terminal Lofts - 106 N Broadway

Milwaukee Art Museum addition

Milwaukee Street Buildings - 800 Block

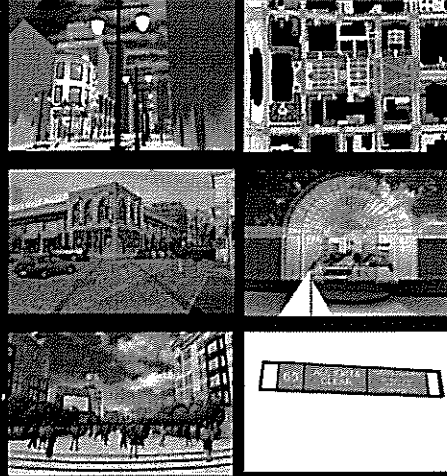
Time Warner Building - 1320 N Martin Luther King Drive

Other Enhanced special features include the creation of the Lakeshore State Park and reconstruction of Lincoln Memorial Drive.

Segments along the Milwaukee Riverwalk continue to be built.

Section 2: 1999 Catalytic Projects

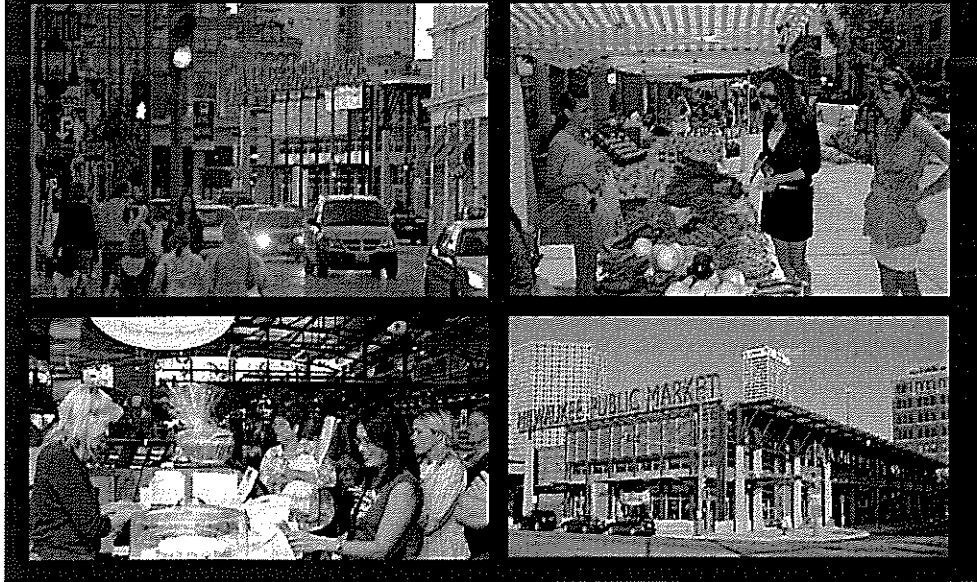
- A. Historic Third Ward Public Market
- B. Pabst Redevelopment
- C. Wisconsin Avenue Revitalization
- D. Kilbourn Avenue Streetscaping
- E. City Hall Square Intersection
- F. Riverwalk
- G. Lakefront Connections
- H. MacArthur Square
- I. Park East Development
- J. Transit Connector
- K. Park Once
- L. Two-Way Streets
- M. Train Station/Post Office
- N. Grand Avenue



Section 2 of the Update Report outlines the 1999 Downtown Plan catalytic projects which were identified to direct public and private investment. To date, almost all of the catalytic projects have been completed, are currently being implemented or are in the planning stages.

A) Historic Third Ward Public Market

Status: Completed



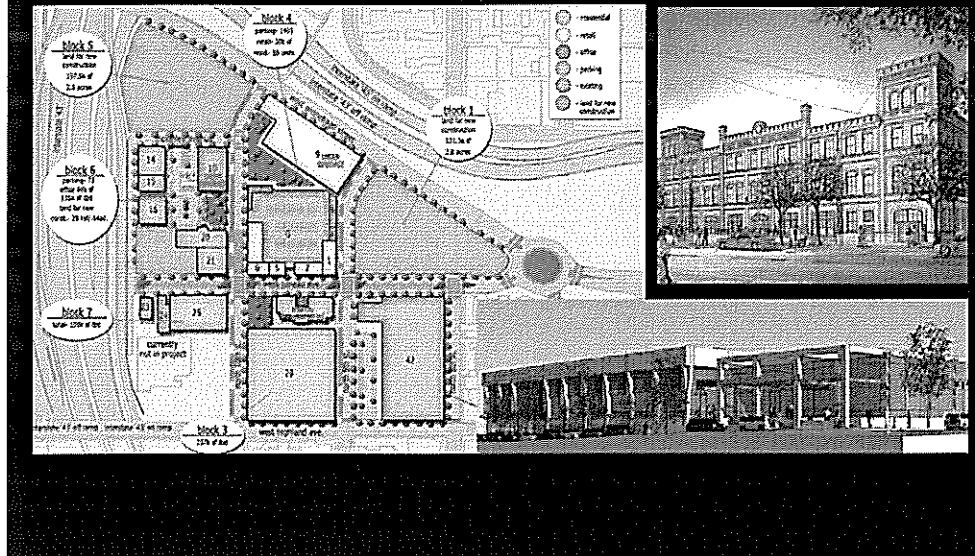
The Historic Third Ward Public Market was recommended to be a new district which revitalizes the historic produce market tradition.

The Market opened at the end of the summer 2005 with a combination of indoor permanent vendors and outdoor stall vendors.

Today, over 20 local vendors operate in the Market.

B) Pabst Redevelopment

Status: In Progress



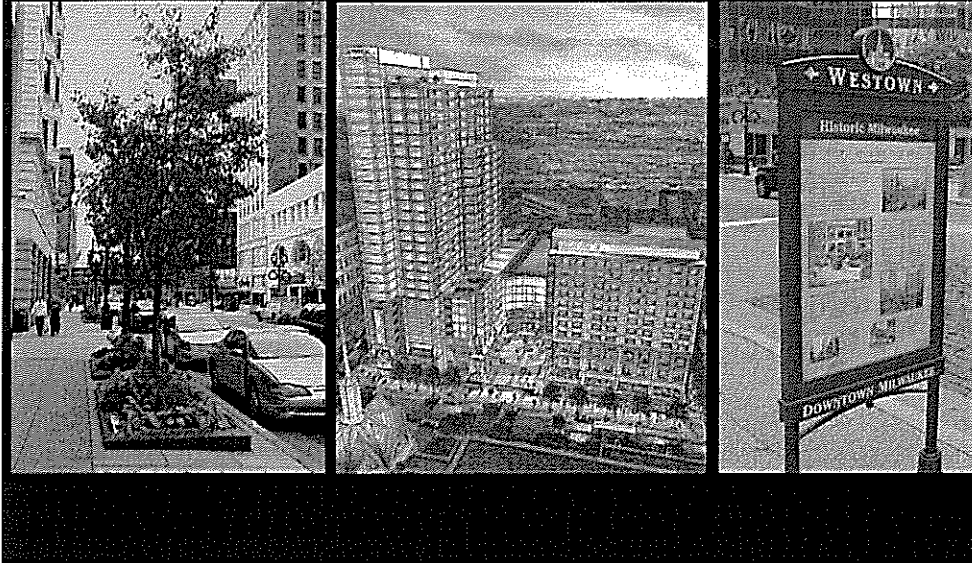
Pabst Brewery Adaptive Redevelopment is underway and will include a mix of residential, office, retail and cultural uses. Currently, Zilber LLC has purchased the site

. The City adopted a \$25 million dollar Tax Increment Financing District to prepare the site with public infrastructure and help with the costs of environmental contamination and historic preservation. In 2007, the City proceeded with a \$500,000 demolition and street construction project within the development site.

This development will be the largest designated LEED-ND development in the State of Wisconsin.

C) Wisconsin Avenue Revitalization

Status: Completed/In Progress



West and East Wisconsin Avenue Revitalization was noted in the Downtown Plan as being of strategic importance to the Downtown renaissance. Revitalization included streetscape enhancements with intersection paving and landscaping.

To date, over \$11,119,000 was invested in the upgrading and revitalization of public infrastructure along Wisconsin Avenue in the Downtown.

In addition, North Water Street from Juneau Avenue to just north of East Pleasant Street was resurfaced and the median was transformed from a lawn type median into a garden like setting, representing over \$1,034,000 of additional public infrastructure investment.

D) Kilbourn Avenue Streetscaping

Status: Completed/Planned



West Kilbourn Avenue Streetscape Improvements were recommended to transfer Kilbourn Avenue, the link that connects City Hall to the Courthouse, a well-defined civic corridor.

In 2002-2003, over \$128,000 was invested to beautify the island located along East Kilbourn Avenue and West Kilbourn Avenue.

Ultimately, improvements will be made on Kilbourn from Water to 6th Street.

E) City Hall Square Intersection

Status: Proposed

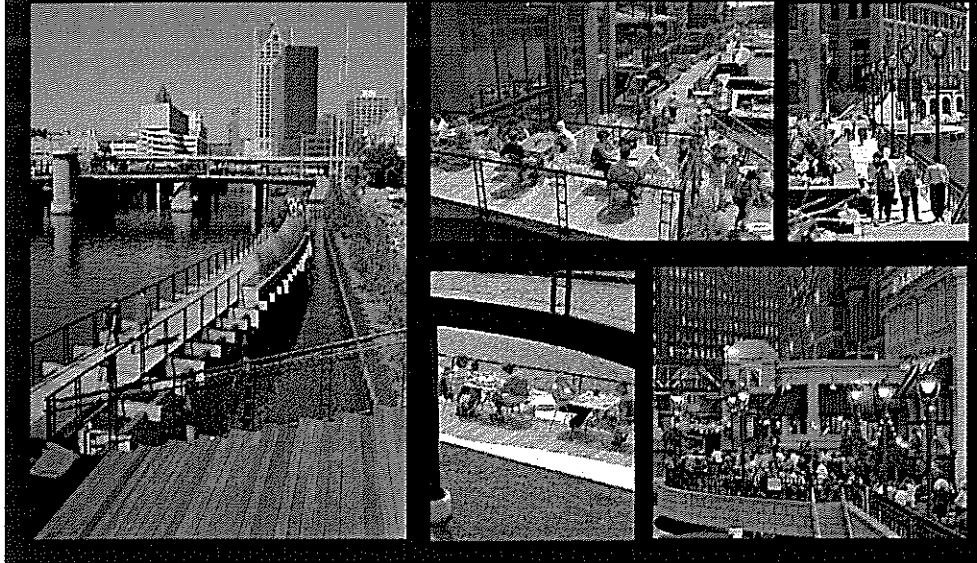


City Hall Square Intersection at Wells and Water was recommended for improvements including intersection paving and landscaping to better define and enhance this civic space.

Currently, the City is looking into alternatives for funding the intersection improvements to follow the renovation of the City Hall building.

F) Riverwalk

Status: Completed/In Progress

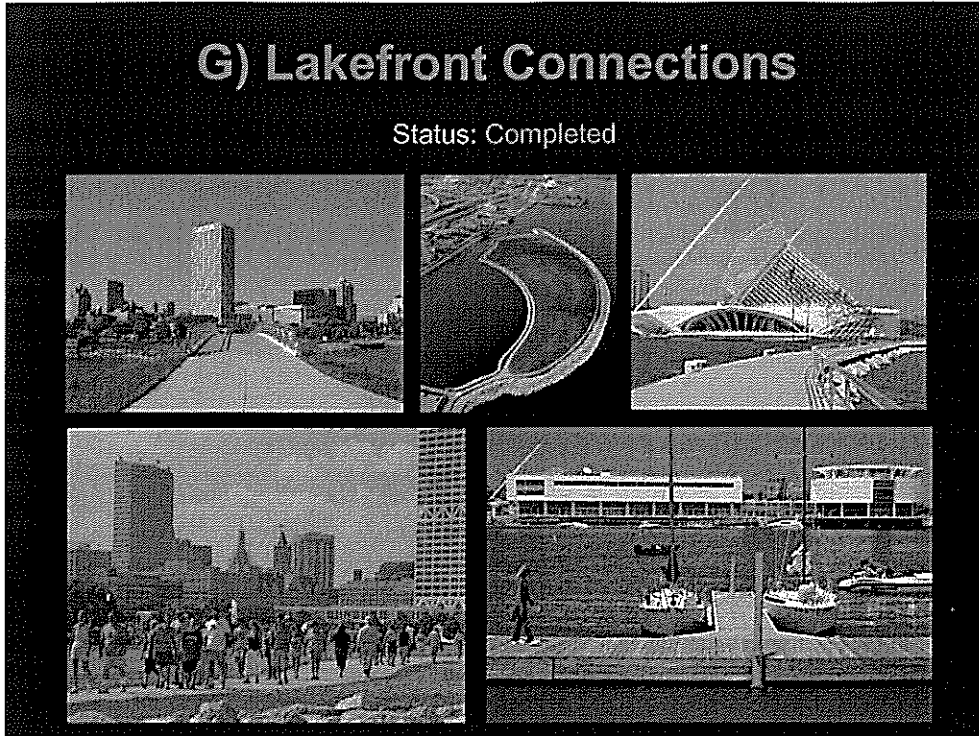


The Riverwalk Expansion was identified as a way to enhance the economic and marketability of all Downtown.

Continuing the success of the first segments for the Riverwalk, extensions and linkages continue to be built and Upgrades to the original Downtown portions have begun including the addition of art and vegetation intertwined with trellis. Improvements at seven locations will make this portion of Riverwalk ADA accessible. To date, 7,703 linear feet of Riverwalk in the Downtown has been constructed and an additional 3,550 linear feet has been constructed within the Third Ward.

G) Lakefront Connections

Status: Completed



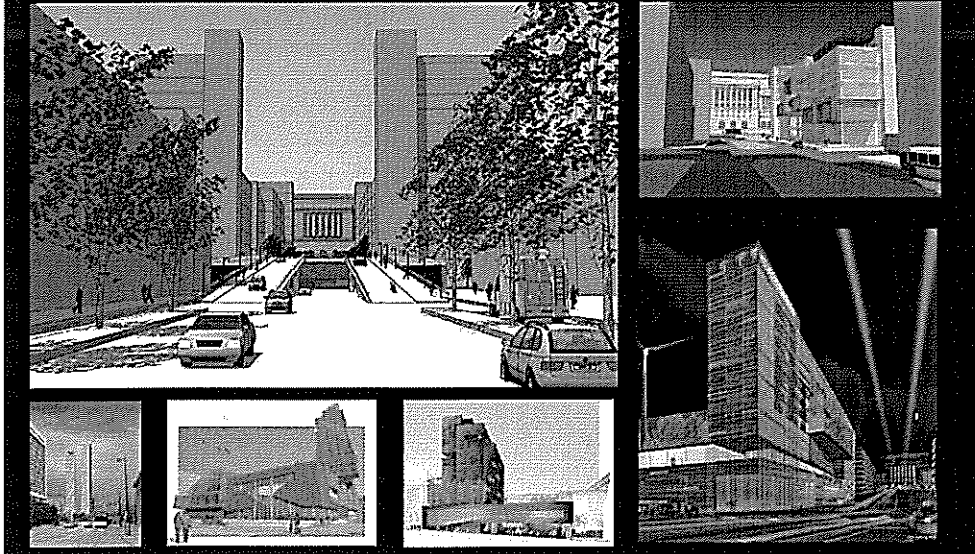
Lakefront Connections were recommended to improve pedestrian access to and utilization of the Lakefront.

With the completion of the Art Museum addition, the Lakewalk has been extended down to Michigan St.

The redesign of Lakeshore Park is completed, providing an uninterrupted path along the lakefront to the harbor inlet where the connections join with the Riverwalk system.

H) MacArthur Square

Status: Planned



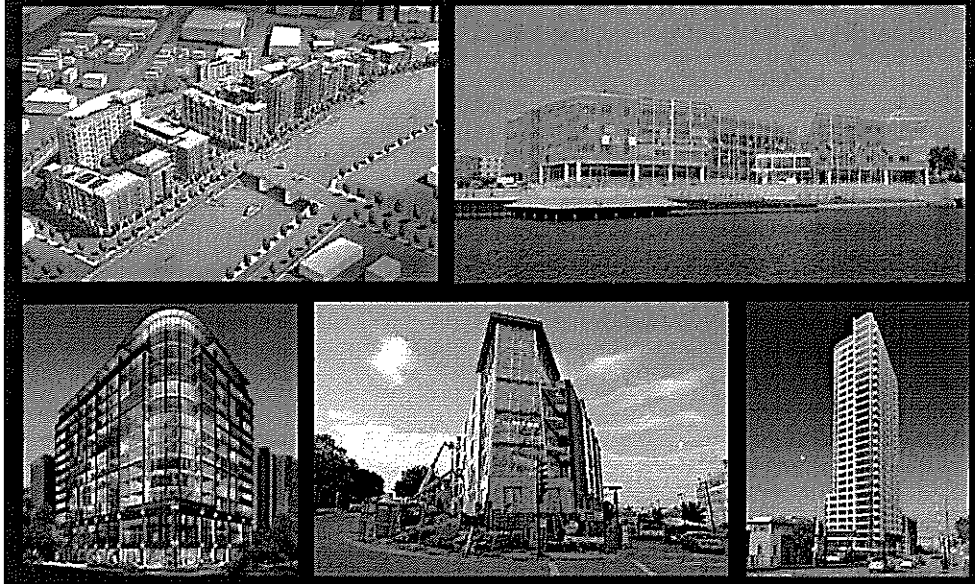
MacArthur Square is a key public open space in the Downtown area that can have an enormous impact on the quality of civic life.

In 2007, a Master Plan was prepared by Planning and Design Institute and students of the School of Architecture and Urban Planning. Ten local architectural practices then completed a design charrette, each creating a building within the MacArthur Square area.

All the work was supported by a grant from the Herzfeld Foundation and has been presented to stakeholders (State, DPW, County, Museum, MATC, Convention Center and Milwaukee Theater). The results of the Plan will serve to guide decisions.

I) Park East Development

Status: Completed/In Progress



Park East Freeway Replacement with an improved street grid system was recommended to reclaim approximately 24 acres of developable land and attract over \$800,000 in potential investment.

In 2002, the freeway spur was removed from 6th Street to Jefferson Street and new street segments have since been constructed utilizing ISTEA funds as well as \$20 million in city TIF dollars.

As part of the reconnection of the street grid, in 2003, an \$11,000,000 new bridge (Knapp Street Bridge) was built over the Milwaukee River and a new tree-lined, 6-lane boulevard (McKinley Boulevard) was constructed as the new entrance to the Downtown.

A redevelopment plan has been adopted and is being used to regulate building form. Several developments are currently underway in the corridor. The North End has begun demolition began construction of Phase 1 in December 2007; The Flatiron is nearing completion; the County has awarded 3 RFP's and is in the process of a forth; and there are plans for the development on the Riverside parking lot and block with the Sydney Hih .

J) Transit Connector

Status: In Study



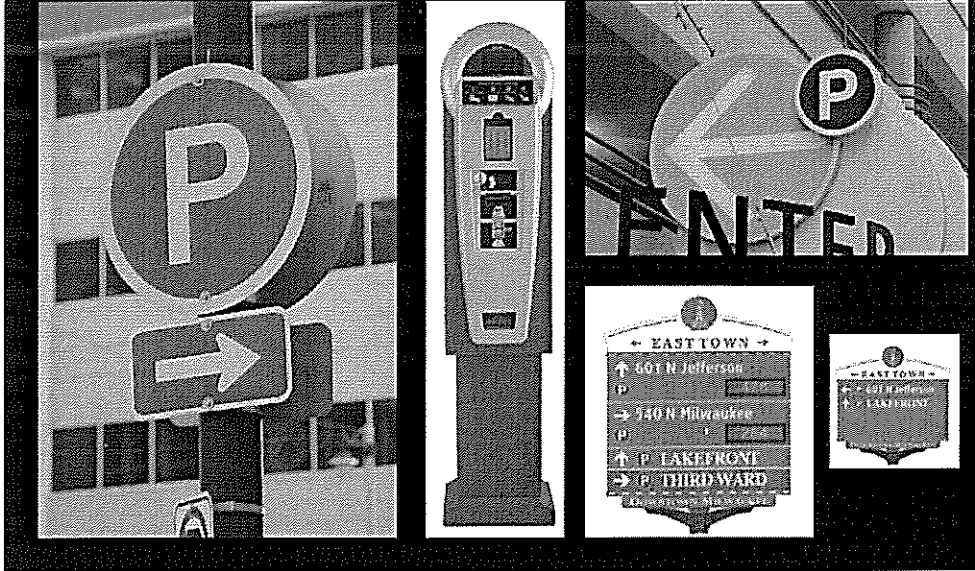
The Transit Connector was originally envisioned as several rubber trolley lines connecting the primary activity generators in Downtown to each other and to the surrounding neighborhoods. These rubber trolley's have been implemented; however, in 2003, federal funding for the pilot program was depleted.

The Milwaukee Downtown BID has graciously taken over the operation and is able to fund a limited route and schedule during the summer months. A new or enhanced funding source is being sought.

To supplement the Trolley system, discussions on transit continue.

K) Park Once

Status: Planned



The Park Once concept consists of a proposed, managed system of street signage, parking deck signage and the transit system. Downtown signage is now in place to help create a uniform, predictable look to parking Downtown including way finding signage for Westtown and Easttown establishments.

DPW currently is pursuing a real-time parking system intended to help people coming into Downtown identify where an excess of easily accessed parking exists. The master plan for the installation is completed and will soon be implemented.

L) Two-Way Streets

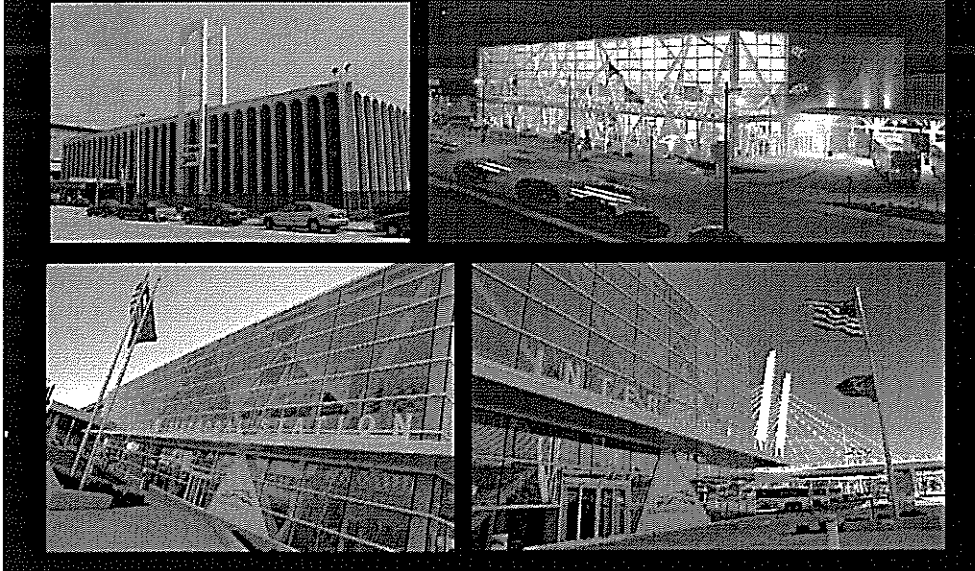
Status: Completed/Planned



Two Way Streets make it easier to understand the Downtown street system and enhance visibility to shops on the street. Several streets in the Downtown have changed their travel including the conversion of State, Broadway, Milwaukee, Van Buren, Jackson Streets, and St Paul Avenue.

M) Train Station/Post Office

Status: Completed/Planned



The Amtrak Station Renovation has transformed the station into a combined depot for trains and intercity buses. Federal, state, city and private funding was spent to cover the project's \$15 million cost. City participation included \$6.25 million in Tax Increment Funds.

The station will serve Amtrak Hiawatha Service and Empire Builder trains as well as Greyhound, Lamers, Wisconsin Coach, and Indian Trails Bus Line.

N) The Shops of Grand Avenue

Status: Completed/Planned



Grand Avenue Ground Floor Revitalization including façade improvements, was a key recommendation of the Downtown Plan.

Since adoption, Boston Store has opened its street front windows to allow pedestrian interaction, Wispark has renovated the old Woolworth's Building (currently home to the newly opened Office Max), The Majestic Lofts have been developed into affordable apartments, the 211 West Wisconsin building has completed façade renovations, the Plankinton Arcade has window openings and currently houses Linens and Things, TJ Maxx and Old Navy, and the ASQ Center has been redeveloped to include Marriott Hotel, Borders Bookstore and additional office space.

The Grand Avenue has been sold and the new owners are working on proposed upgrades to the mall.

Section 3: Major Issues and Opportunities that have Occurred Since 2000

- Marquette Interchange
- Park East redevelopment
- Transit
- Parking/Market Rate Rents
- Preservation of Iconic Buildings
- Variety of Housing Option
- Retail Vacancies
- Zoning (outdated FAR)

Section 3 of the Update Report identifies major issues and opportunities that have occurred since 2000.

These include the benefit 2008 and beyond will see from the newly constructed Marq. Interchange as well as the redevelopment expected to occur in the park east corridor that has been cleared.

Some of the more obvious issues that remain since 2000 include:

Uncommitted funds for transit improvement

Retail and office market rents that are not yet high enough to support structured parking

Need to preserve iconic buildings and potentially utilize public funds

Housing markets 97% occupied rental market

Retail cluster vacancies

Outdated FAR requirement in the Downtown Zoning which has not been updated in over 30 years.

Section 4: Anticipated Topics of Study

- Retail\Business Recruitment
- Iconic Buildings
- Zoning Code
- Transit/Parking
- Sustainability
- Density
- New Catalytic Projects

Section 4 of the Update Report identified Anticipated topics for study in the 2008 planning process. Some of the obvious topics include:

Retail\Business Recruitment

Iconic Buildings

Zoning Code

Transit/Parking

Sustainability

Density

New Catalytic Projects

Section 4: Anticipated Strategic Areas of Study

- Broadway and Michigan Area
- Westown 2nd St. Area
- Bradley Center Area
- Lakefront Gateway Area
- MacArthur Square
- St. Paul Gateway Area
- Cathedral Square Pedestrian Area
- 794 Edge and Connections Area

Section 4 of the Update Report identified Anticipated Areas for study in the 2008 planning process. Some of the obvious topics include:

Broadway and Michigan Area

Westown 2nd St. Area

Bradley Center Area

Lakefront Gateway Area

MacArthur Square

St. Paul Gateway Area

Cathedral Square Pedestrian Area

794 Edge and Connections Area

2008 Plan: Proposed Schedule

1. Plan Initiation (Sept '07-Jan '08)

- Recruit partners and set-up various public oversight committees
- Send out RFP for overall plan consultant
- Fundraise

2. Plan Orientation (Jan '08-March '08)

- Conduct open house
- Hire consultant
- Meet with public oversight committees

3. Analysis (March '08-April '08)

- Conduct public outreach -focus groups and stakeholder interviews

4. Visioning (April '08-May '08)

- Conduct public workshop

5. Synthesis (May '08-June '08)

- Draft Plan Update

6. Review and Adoption (July '08)

- Review and Approval by RACM, ZND and CC

2008 Plan: Public Committees

- Contract Management Team (CMT)
- Project Management Team (PMT)
- Plan Advisory Group (PAG)

2008 Plan: Immediate Tasks

- CC Update Report (ZND January 8, 2008)
- RACM (Jan 17, 2008)
- RFP sent out Dec 14th and due on Feb 1st
- Open House (Jan.17, 2008)

Contact Info: Allison Rozek, 414.286.5693, arozek@milwaukee.gov

Website: <http://www.mkedcd.org/planning/plans/downtown/index.html>