

Memorandum

To: Redevelopment Authority Commissioners
From: Julie Penman
Date: 12/10/03
Re: Proposed Language for Inclusion in the Park East Redevelopment Plan

On December 8, 2003, the City Plan Commission found the Park East Redevelopment Plan to be consistent with the City's Comprehensive Plan. They recommended approval of the Redevelopment Plan with the condition that the Plan would include language relating to affordable housing and creation of family supporting jobs for city residents and expand on two of the Downtown Plan's objectives. The Plan Commission's stated intent was to have the Plan include goals relating to these issues rather than mandates.

In response to their request, the following language was drafted for your consideration:

"The Downtown Plan promotes a wide array of urban living, employment, entertainment and recreation choices. The redevelopment of the Park East offers new opportunities for adding to Milwaukee's tax base, creating construction jobs, and long-term employment in downtown. Redevelopment of the area will benefit the city and the entire region.

Consistent with Milwaukee's citywide Housing Strategy and the Downtown Plan objectives #1 and #7 (promoting a variety of downtown housing choices and maximizing benefits from private and public investments), the Park East Redevelopment Plan promotes a full range of housing options from affordable to upper end and the creation of family-supporting jobs for city residents. Where appropriate, (i.e. when direct public financial assistance is provided and market conditions permit) job programs that promote resident preference, emerging business enterprise, and enhanced training and apprenticeships should be considered."

We recommend the proposed language be inserted into the Park East Redevelopment Plan (Document #1, The Renewal Plan, page 5, section B.1 Plan Objectives just after Park East Catalytic Project Objectives bulleted list).

In addition to letters you have already received regarding the Park East Redevelopment Plan, we have attached letters sent or copied to our Department.