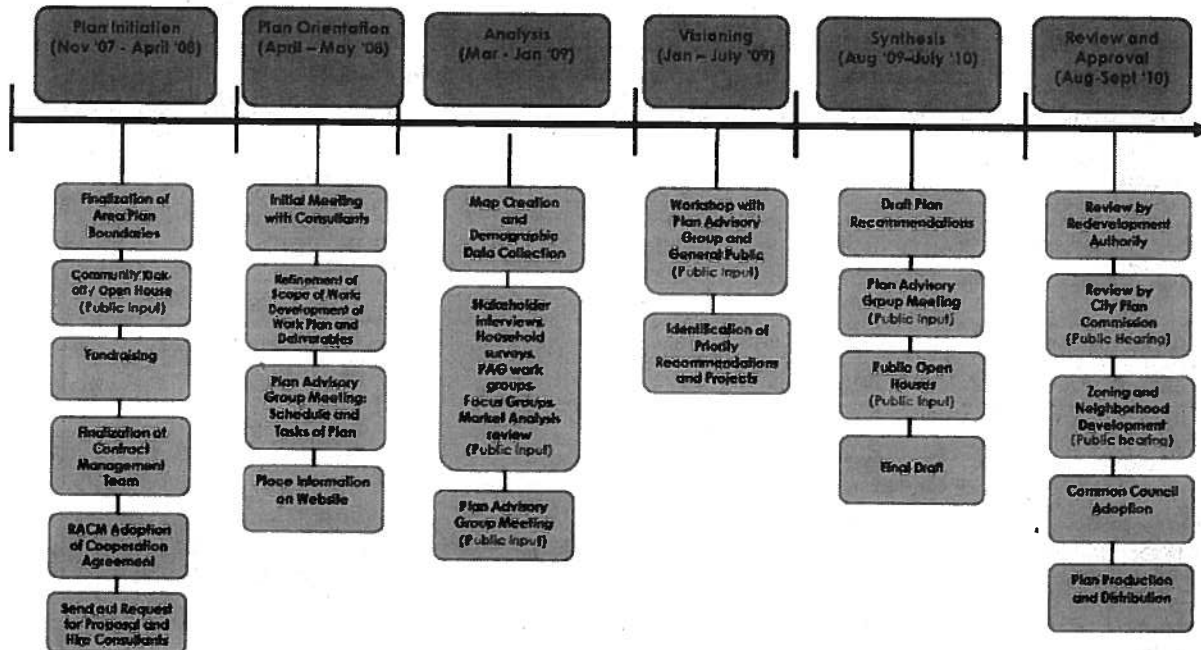


### Planning Process

The Downtown Plan update has been a highly inclusive effort. Spanning a 18-month long process, the public input portion for this plan included a public-private steering committee, on-line and hard copy surveys, stakeholder interviews, focus groups, public workshops and two open-houses; one on-line and one in-person. Through this process, over 2,500 persons gave voice and opinion to the development of this plan.

### Downtown Area Plan Update Timetable



**EXHIBIT**  
#110282  
Puente

The plan's steering committee (Contract Management Team) consisted of public sector participants representing the City of Milwaukee's Department of City Development, the Department of Public Works, and the Milwaukee Economic Development Corporation. The private sector members represented the Downtown Milwaukee Business Improvement District, Greater Milwaukee Committee, the Metropolitan Milwaukee Association of Commerce, and the Milwaukee Development Corporation. The Contract Management Team served as the plan's "executive committee", reviewing and approving the consultant selection, as well as the overarching goals and major recommendations in the plan.



*Downtown Contract Management Team*

## Surveys

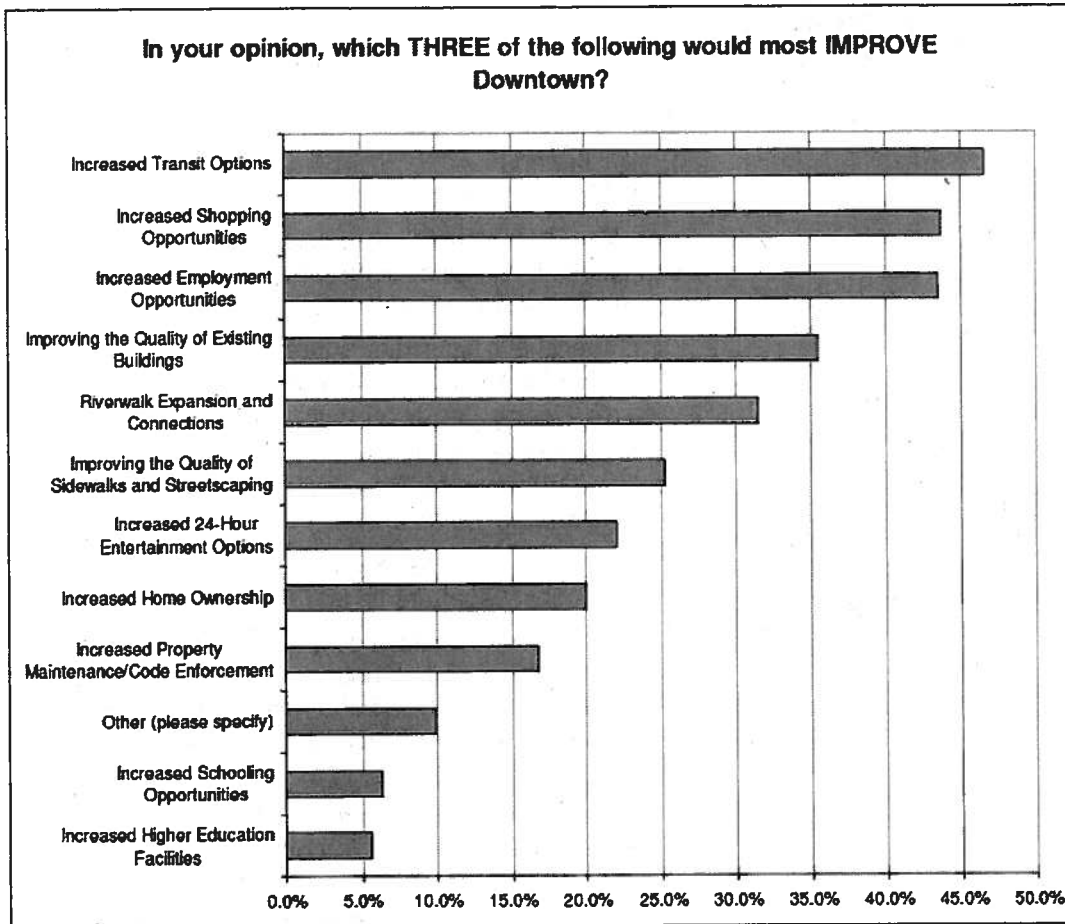
Surveys were distributed between January 2008 and May 2008, both on-line and hard copy. While not a scientific survey, it provided another means to participate in the public process and allowed for 2,440 persons to express their thoughts for the future of the Downtown.

Notable samples from the survey include:

- 44% identified themselves as Downtown employees.
- 23% said they were Downtown residents. 64% reported that they lived within the City of Milwaukee, and 78% of respondents lived within Milwaukee County.
- According to survey respondents, their primary reasons for living Downtown are the cultural and entertainment venues (78%) and the proximity to the lake/river (73%).
- 85% of those who work Downtown prefer to work Downtown.
- When asked what is needed most, all respondent groups tended to agree that a movie theater is paramount. It was the most important desire expressed among property owners and residents of Downtown. Gas stations were another suggestion, especially among business owners, employees, and suburban residents.
- 68% of respondents thought that historic buildings and districts are extremely important to the vitality of Downtown. 30% thought they were somewhat important. Only 2% thought that they were not important.
- Nearly 96% of all respondents said they considered the rehabilitation of existing buildings as or more important than new construction.
- 64% of all respondents thought that surface parking was not a good land use in Downtown.
- Survey Respondents were asked to name the top three improvements that would most improve Downtown. The most popular response was increased transit options (47%), followed by increased shopping options (44%), and expanded employment opportunities (43%).

### Stakeholder Interviews

The consultant team conducted over 40 confidential interviews of Downtown stakeholders' selected by the Contract Management Team, City staff, and the stakeholders themselves. The stakeholder interview list spanned a wide range of groups and organizations, including those representing academia, foundations, Downtown business and non-profit organizations, government, major employers, real estate, social services, and residents.



Source: 2008 Downtown Survey

## Focus Groups

During the Fall/Winter of 2008, a series of six focus groups were conducted to further gauge public opinion regarding the current condition and future of downtown Milwaukee. The focus groups were broken down by category of activity and interest in order to include a wide range of Downtown constituencies. The six focus groups were: 1) Downtown Residents; 2) Downtown Employees; 3) Downtown Business Owners; 4) Lower Income and Supportive Housing Issues; 5) Downtown Attractions and Marketing Entities; and 6) Downtown Public Service Ambassadors (providing on-the-ground experiences with issues and perceptions).



*Downtown Plan meeting*

In summary, the focus groups findings revealed the following observations:

- Retail, both specialty boutiques and everyday-residential-serving types, are lacking Downtown.
- Downtown is spread out with too much development emphasis on the periphery.
- Where's the movie theater?
- The Third Ward is a success. Downtown connections to the Third Ward should be improved to tap into that energy and vibrancy.
- There is a sufficient supply of parking Downtown in spite of a perception of inadequacy.
- Multiple focus groups independently concluded that local media, particularly print and radio, perpetuate negative stereotypes and perceptions about Downtown and Milwaukee as a whole.
- Downtown needs a wider range of housing options, particularly apartments and student housing.
- While the restaurant scene is healthy in some areas, there are large gaps both west of the river and near the lakefront. Employees and residents felt that there were very few mid to high-quality "grab and go" options.
- Transit options such as a streetcar, KRM, and high-speed rail would greatly enhance Downtown. Participants noted that Milwaukee is currently behind the times in regards to mass transit.
- Downtown has a number of strengths, but Milwaukee needs leadership, vision, and an attitude that it is OK to think big. Learn from Chicago rather than remain in its shadow.

## Workshops

The Downtown plan process included two interactive visioning workshops. The first workshop was conducted near the beginning of the plan process; the second was held near the end. Conclusions from these events revealed:

- Downtown Milwaukee contains a number of attractive cultural, entertainment, and other leisure-time venues, but the areas between them can be improved both with supporting commercial amenities and visual improvements to blank walls and parking structures.
- The Lakefront is particularly lacking supporting amenities such as restaurants, cafés, and family-friendly services, contributing to the disconnect between the Lakefront and Downtown proper.
- Workshop participants were uniform in their belief that Downtown has an ample supply of parking although a perception problem exists, particularly among suburbanites. A remedy should be uniform and clear signage.
- Establishing a connection between the Third Ward and Downtown is essential, necessitating creative use of the space under the I-794 freeway through public art, lighting effects, and other devices for eliminating the perceptual and physical gap.
- On the policy side, numerous participants stressed to the City that it should not discourage the street level amenities it purports to want by charging fees for café' seating, awnings, and other decorative sidewalk features.
- Uniformly, participants stressed that housing, office, and retail densities should be increased throughout Downtown.
- An accompanying theme was a wide desire and belief that the center of Downtown needs to be the development priority as opposed to diluting synergies by dispersing development, particularly retail, to the peripheries.
- The remaining one-way streets Downtown should be converted to two-way.
- The Shops of Grand Avenue should turn outward with shop entrances on street level along Wisconsin Avenue, reinforcing Wisconsin as a street lined with major retail.
- Not locating Miller Park Downtown was a big mistake.



*Downtown Plan meeting*



*Downtown Plan meeting*

# Conversion to two-way streets revs up Vancouver retailers

by Allan Brettman,

**The Oregonian**

**Sunday January 25, 2009, 8:48 PM**

VANCOUVER -- Converting three downtown streets from one-way to two-way appears to have done what a multimillion-dollar mixed-use makeover has not: breathe some life into the tired thoroughfares.

"Now we have twice as many people going by as they did before," said David Tarver, an employee of Old Town Antique Market on Main Street.

In the past year, three north-south arteries -- Main, Broadway and C streets -- returned to the two-way status that was abandoned about 25 years ago. The switch delighted downtown merchants, who've pestered the city for years over the issue. Now, even with a depressed economy, downtown merchants see this as an initial step among many to continue a revitalization.

Though it hasn't increased spending noticeably, shopkeepers and city officials alike marvel at how it appears vehicle and pedestrian traffic has increased. The city plans to conduct a counting survey in a few weeks to see whether the perception is true of auto traffic.

No one can say why the simple switch had such an impact on an area known for its moribund vibe.

Maybe it's just "easier and more accessible to get there," said Alisa

Pyszka, the city's business economic development manager.

Whatever, it's working, said Laura Ward, manager of The Cozy Coffee Place and Second Chance Home Furnishings at 808 Main St.

"It's more convenient for people to come straight to us," Ward said, "instead of having to go around the block."

Chad Lanning, an employee at My Jeweler at 809 Main St., has noticed an increase in drive-by traffic, but not in pedestrian traffic.

\* "Having two-way traffic," Lanning said, "more people are willing to come downtown."

The city paid contractors about \$612,000 to convert the three streets, each segment extending about 10 blocks.

In the past decade, developers and the city have invested millions into the Esther Short Park area two blocks from Main Street and three from Broadway. The park was refurbished, condos and apartments built on its fringes, along with the city-owned Hilton Vancouver Washington.

Yet still the adjacent streets -- Main, especially -- did not appear to get any residual bounce.

That contributes to the marvel over the one-way/two-way switch.

"It exceeded our expectations," said Lee Coulthard, chairman of Vancouver's Downtown Association. "It's like, wow, why did it take us so long to figure this out?"

The transformation also added parking spaces, another sore point with merchants who didn't like the early 1980s switch to one-way streets.

That switch was intended to make it easier for downtown workers to travel in and out of downtown.



The switch happened near the same time that downtown retailers were hit with the opening of the Vancouver Mall. A project to make downtown more pedestrian friendly never was built.

And now, another project intended to make over Main Street awaits about \$14 million in funding. The city plans to seek federal economic stimulus funding for the project.

In March, the downtown association will celebrate the opening of an urban park built on land that became available after the local bus system moved a large transit center off Seventh Street.

A state program to revitalize urban areas is paying for much of the \$400,000 expense to create Turtle Place, as the green-themed park is called.

The association hopes the park, along with ongoing Main Street improvements, will encourage merchants to make their own improvements to storefronts, Coulthard said.

Every little bit helps, the city's Pyszka added, such as removing the traffic safety sign at the north end of Main Street after converting it from northbound-only to two-way.

It's a sign some people thought had a double meaning.

The sign said, "Do not enter."

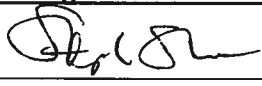
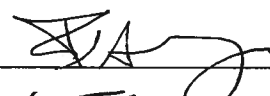

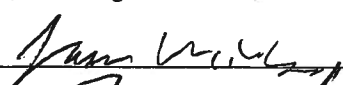
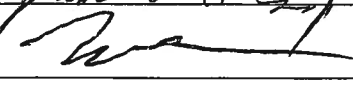
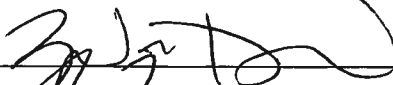
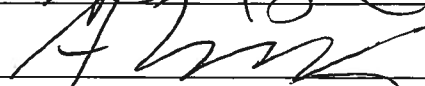

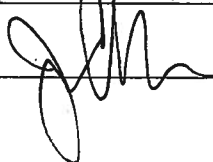
# Two-Way Traffic Conversion W. Wells Street in Milwaukee, WI

## A Petition in Support

We, the undersigned, are residents, business owners, and property owners in Milwaukee, WI. We request that the City of Milwaukee Dept. of Public Works and our elected officials convert W. Wells St. (between 6<sup>th</sup> St. and the Lake) from its existing one-way traffic pattern to two-way traffic for the following reasons:

- 1) **Accessibility** – Currently, visitors to the area are forced to go around blocks to reach their destination or to find parking. We feel that accessibility to the neighborhood and businesses will be improved by eliminating the inefficient circulation of traffic to reach destinations. The Kilbourn Bridge closing also has made this change more important.
- 2) **Traffic Calming** – Currently, speeds are too high along the street due to wide lanes and ability to pass slower vehicles. Two-way traffic will limit autos to one lane and will cause traffic to slow down.
- 3) **Pedestrian safety**: Pedestrians need to see traffic moving at slower, more predictable speeds. Currently, pedestrians are dodging speeding cars in two lanes to get across at key intersections, including the Riverwalk.
- 4) **Consistency with Downtown Master Plan**: The 1999 ANA Associates "Milwaukee Downtown Plan" recommends that "as many streets as possible be converted to two-way streets." Allowing traffic to travel West also opens views of City Hall, the Pabst Theater and other landmark buildings.
- 5) **Consistency with the rest of Wells St.**: Wells St. is two-way West of 6<sup>th</sup> St., it should be the same for the entire drive.

We respectfully request your consideration of the above and our signature is below reflecting our support of the conversion of Wells St. to two-way traffic.

Name (please print)	Signature	Address, City
Skovranie Sherman		108 W. Wells St. #3C 53203
Betty Hunipter		4400 Brookview Dr.
Thomas P. Hansen		108 W Wells St #3D, Milwaukee 53203
Jason Weinberg		
Max Blazewicz		
BRANDON DAVID		108 W Wells St 52, Milwaukee 53203
ANDREW ZIEBELL		108 W Wells St 4B mil w 53203
Mingo Starr		
John Moran		108 W Wells St #2D mil w 53203

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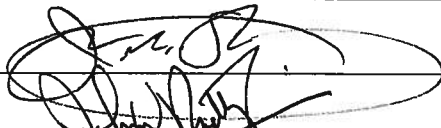
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Signature

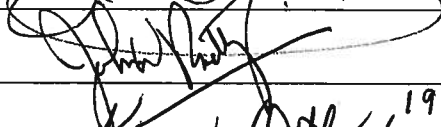
Address, City

JEFFBY SHERMAN



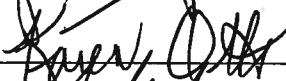
MILWAUKEE, 108 W. WELLS ST. #30

JOHN FAETTIG



" " 3B

Karen A. Otto



1920 E Elmdal Ct. Milwaukee 53211  
(so I don't get killed eating my car)

Claud & J. Krawczyk



730 N. Pemberton Av # 90, Milwaukee



**Photography by Jeff Sherman**  
 E-mail author | [Author bio](#)  
[More articles by Jeff Sherman](#)

**BLOG** Published June 19, 2008 at 7:46 a.m.

SHARE

Tags: [two-way traffic](#), [bauman](#), [wells st.](#), [traffic control](#), [pedestrian rights](#), [norquist](#), [public safety committee](#)

Today, the City of Milwaukee begins to complete the job it started several years ago, changing Wells St. -- along its entire stretch -- to a two-way street.

The City's Public Safety Committee will hear comments on Alderman Bob Bauman's ordinance "relating to traffic controls on E. Wells St. and W. Wells St. between Prospect Ave. and N. 6th St." at 9 a.m.

As a passionate Downtown resident, I believe the City has an obligation to finish what it started (it changed Wells west of 6th to two-way years ago) and to follow the Downtown Master Plan that states, "as many streets as possible be converted to two- way streets.

I believe that one-way traffic is bad for business, bad for the Bradley Center and M&I Bank (way too confusing) and limiting for the views of The Pabst Theater and the new, taxpayer-funded City Hall renovation. Not to mention that a one-way Wells St. also drastically limits access to the coming-soon Bronze Fonz.

Currently, visitors to the Downtown area are forced to go around blocks to reach their destination or to find parking. Under this plan, which was former Mayor Norquist's vision when he changed Wells to two-way west of 6th St. years ago, accessibility to the neighborhood and businesses will be improved by eliminating the inefficient circulation of traffic to reach destinations. The Kilbourn and State Bridge closings have made this change more important too.

Anyway, hats off to the City for finally getting religion about the need to kill one-way streets in our Downtown.

Now, check out the views in the photo gallery above to see what you'll soon (hopefully) be able to see when you drive West from the Lake on Wells St.

More Information ...

Related links:

- [milwaukee.gov/](http://milwaukee.gov/)



**TALK  
BACK**

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Posted by **Preview**

gleiss [About time! Remeber the one way couplet that came off 794 into downtown? Hardly ...](#)

diesel1976 [I think this is great, however, wells st has been one way so long it will take ...](#)

## Bauman, Robert

---

**From:** Greg Jay [gjay@me.com]  
**Sent:** Thursday, June 23, 2011 8:26 AM  
**To:** Bauman, Robert  
**Subject:** Conversion of Wells, Van Buren to Two Way

Dear Alderman Bauman:

I am writing to support the legislation converting the one-way portions of Wells and Van Buren to two-way streets, as well as Jefferson and Jackson. I consider this a major safety issue downtown

My wife and I live in a townhouse on the corner of Kilbourn and Cass. We walk frequently in the neighborhood, and we often see collisions or near-collisions on these streets caused by driver confusion. This East Town area has become increasingly popular with tourists and visitors to events at Cathedral Square and to the restaurants around it, as well as to people going to the lakefront. The traffic confusion happens when visitors don't know how or where to turn, or start heading the wrong way. This is especially dangerous with people trying to go the wrong way on Wells.

The conversion of Jackson and Van Buren will also help to slow the traffic on these streets, which is dangerously fast at times. Again, this area has become far more of a pedestrian neighborhood over the last decade, with new housing and retail. It is not a commuter corridor. Those of us who live in the area are endangered by the speeds on these streets and the confused driving of those who are not familiar with the one-way layout.

Thank you for your leadership in this area,

Gregor Jay  
785 East Kilbourn Ave  
Milwaukee, WI 53201  
414-962-9582