



# Citywide Policy Plan

**Steering & Rules**

**Committee Update**

July 16, 2009



# City of Milwaukee Comprehensive Plan

*a series of documents*

## 13 Area Plans

Downtown  
Third Ward  
Menomonee Valley  
Fond du Lac & North  
Near West Side  
Washington Park  
Northwest Side  
Southeast Side  
Near South Side

Northeast Side  
West Side  
Near North Side  
Southwest Side

**Complete**

## Citywide Policy Plan

**Underway**

# Thirteen Area Plans

## Complete

Downtown

Third Ward

Menomonee Valley

Fond du Lac & North

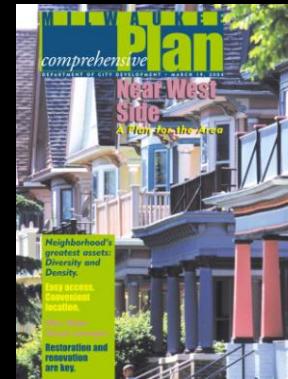
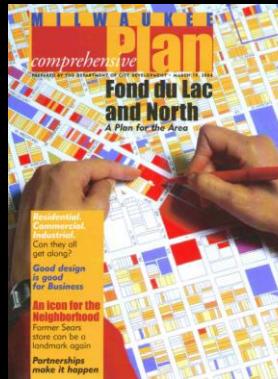
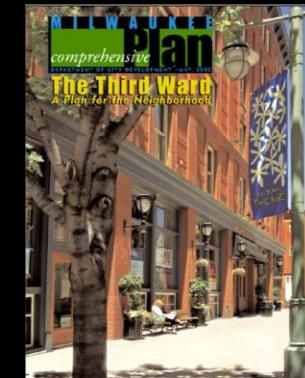
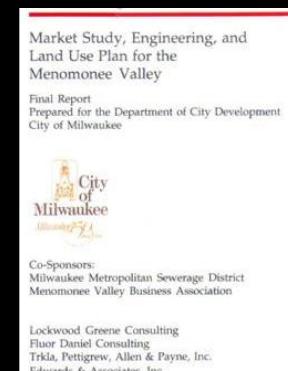
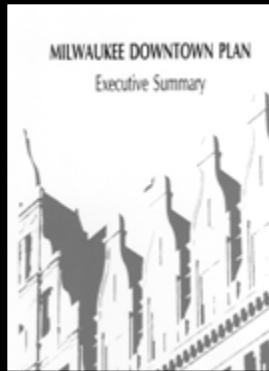
Near West Side

Washington Park

Northwest Side

Southeast Side

Near South Side



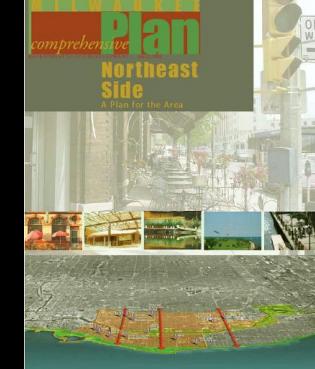
## Underway

Northeast Side

West Side

Near North Side

Southwest Side



# Area Planning Efforts



- Broad involvement
- Local expertise
- Thousands of volunteer hours
- Hundreds of people

# The Power of Planning

## Buildings

- Amtrak
- Public Market



## Infrastructure

- Sixth Street Bridge
- Riverwalk



## Neighborhoods

- Highland Gardens
- Fannie Mae grant
- Norris Playground



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*a series of documents*

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**Complete**

**Underway**

## Citywide Policy Plan

# Citywide Policy Plan

## Final Product

- General policies to guide future development
- Consistent with City vision and mission
- Elements consistent with one another
- To be used by elected officials and city departments

# Citywide Policy Plan Final Product

- NOT site specific plans
- NOT detailed implementation plans

# Nine Required Elements

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

# Nine Required Elements

- Issues and Opportunities
- Land Use
- Transportation and Infrastructure
- Housing and Neighborhoods
- Economic Development
- Utilities and Community Facilities
- Sustainability, Cultural and Natural Resources
- Intergovernmental Cooperation
- Implementation

# How will the public be involved?

- Area Plans
- Workgroups
- Public Open House
- Public Hearings
- Website



**Milwaukee DCD Comprehensive Plan - Windows Internet Explorer**  
http://www.milwaukee.gov/planning/plans/compPlan/index.html

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**MILWAUKEE comprehensive Plan**

Comprehensive Plan

- Citywide Policy Plan
- Area Plans
- The Process

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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;
- Preserve and enhance valuable natural and cultural resources;

# How will the city staff be involved?

- Workgroups (members and facilitators)
- Data/background research
- Synthesis of information



# How will the policy makers be involved?

- Briefed at milestones
- Participation in workgroups
- Public open houses/hearings



# Workgroups

- Land Use
- Transportation and Infrastructure
- Housing and Neighborhoods
- Economic Development
- Utilities and Community Facilities
- Sustainability, Cultural and Natural Resources
- Intergovernmental Cooperation

# Policy Planning Template for Each Workgroup

- Challenges
- Opportunities
- Overarching policy goal
- Policy framework
- Policy recommendations

# Work Completed to Date

- November 21, 2008 – Kick off meeting
- Background research for each workgroup topic
- Dedicated resource website for workgroup information sharing
- Two or more meetings per workgroup
  - Strengths, Opportunities and Challenges
  - Policy Frameworks and Goals
  - Coordination of overlapping themes and ideas
- Begin drafting chapters

# Preliminary Framework Ideas

## Land Use

- Promote Neighborhood Centers
- Mix of Land Uses to support economic development
- Urban Design 'best practices'
- Green Infrastructure

Neighborhood Centers	Land Use and Economic Development	Land Use and Transportation	Land Use and Environment	Mix of Uses	Urban Design
Target financial incentives to help entrepreneurs and small businesses in certain blocks	Limited industrial land should be preserved to attract industry, allow for expansion of existing industry; if zoning is to change, should be a clearly identified process	Demand for transit will drive property values and development	Recycling operations (junkyards); responsible companies now try to keep all products out of waste stream; will become more important; mfg companies interested now in full product life cycle	What is strategy for urban gardens? Allocate 1 vacant lot per block or other?	Consider design requirements for national retailers to better fit in neighborhood context
All public buildings (not just schools) should be open for public use - meetings, community events, even concessions to help cover costs	What about single-family that converts to big box? Do we need a policy?	Preserve many transportation options; businesses must be able to move products via rail, freight, port...	Update zoning code to address recycling; code enforcement is not enforced now - e.g. paved lots for junkyards	Difficult to truly get mixed use with current zoning code; consider overlays in certain areas to achieve mixed use	Incentivize zoning/ design requirements to get things like green roofs, ...
What do we do w/ the "endless corridor" effect?	Zoning code adversely affects home-business people; we may need to consider different requirements to facilitate these businesses	Rail-specific considerations: rail to trail, rail with trail, light rail; preserve business rail needs; City gets 1st right to purchase rail but usually has no funds - can a policy ID potential uses for former rail lines, funds, especially consider bike trail connections; brownfield \$ to fund purchase of old rail lines		In neighborhood centers, require mixed use (could be retail, office, other); consider appropriate areas; walkable centers; look at use of 1st floor level	Have urban design principles in / adopted in comp plan; what about CPTED?
Consider what is special or what is working about certain neighborhoods now and then enhance or strengthen it (may be historic, cultural, ...); provide a destination to walk to	Continue brownfield redevelopment for industrial, residential, parks, ... consider the DNR map of brownfields in City, what are priorities?			Mix of land uses - should consider quality of life, social, economic development; attempt to balance these considerations	Urban design should address green topics: storm water, urban gardens, green infrastructure, ... Green topics will overlap with other comp plan topics (natural resources, utilities & infrastructure, housing & neighborhoods ...)
Provide connections to public buildings; use parking lots as a place for urban garden produce sales					Things don't have to look the same, but they should look nice
Provide and strengthen social connections; important to know your neighbors and your neighborhood					Urban gardens like Troy Gardens in Madison; design principles; vertical gardening; roofs; containers, raised beds, not just "in the ground"
Could a neighborhood branding campaign be part of this effort. The posters, identifying icons, ... Could NIDs help to fund the branding campaign?					Designs should promote walking and be pedestrian friendly; provide connections between nodes

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# Preliminary Framework Ideas

## Transportation/Mobility

- Promote multi-modal options
- Transportation to support economic development
- Access for all citizens
- Sustainable choices

MODE						OUTCOMES				
Walking / Pedestrian Connections	Bicycling	Public Transit	Roadways & Infrastructure (bridges,...)	Water Transportation	Heavy Rail	Transportation to support economic development	Transportation support neighborhoods	Change travel behavior (marketing, education, perceptions, health)	Sustainability (water, air, energy)	Equity
safety (street crossing, no speeding, ...)	Continue to enhance and expand bicycling to provide a continuous and interconnected (and integrated) bicycle route and trail system	Foster strong public transit linkages to land use and future land use planning activities	Efficient roadway usage	Importance of Port of Milwaukee to regional and global connections	Importance of heavy rail for transport of goods regionally and globally					
Continue to provide and enhance pedestrian amenities, pedestrian safety (crosswalks, street islands...)	Commuter and recreational bicycling; address needs of both	Consider park-n-ride for appropriate areas (city can influence location of parking lots)	High-quality mai							
Incorporate pedestrian features in street redesigns	Continue regular updates to City Bicycle Master Plan	Consider TOD where appropriate; City can influence land use in appropriate areas	As roads are re-incorporating sidewalks, sustain lanes,	Regional connections to address spatial mismatch, ie get people to jobs in and around the City & surrounding communities	Multimodal connections within and between neighborhoods	Awareness of multimodes, how they connect/interact, all modes available to make a trip			LEED transportation? Green transportation systems	access to multi-modal of all abilities
improve ped connections to "create a continuous and seamless pedestrian system" (Madison)	Improved bicycle access to city center	Promote public transit	For parking areas: parking maximums, shar car sharing nets, landscaping etc	Coordinate economic development	Connections to civic, cultural institutions	Health department to promote health benefits of various modes of travel			Expand storm water facilities to treat more roadway runoff when feasible; improve water quality	urban transit as important regional/suburban tra city residents
Identify areas in the city to emphasize pedestrian priorities (near sch, parks, ...); Safe Routes to Sch, walking school bus										
SCALE										
Local Connections	Regional transportation systems; regional connections		Global Connections (freight, rail, air, port...)							
Urban transit is important for local transportation	Foster cooperation with surrounding cities; county; state; fed; better collaboration		Invest in roadway infrastructure to meet major trucking & commercial freight company needs							
Coordinate w/ universities, institutions, & other large-scale users to manage transportation needs, and parking impacts on nearby residential areas (MPLS p4)	Regional Transit Authority important to create regional connections		Promote use of rail where possible; p industrial development, port access, and air	street crossing, no speeding, ...)	Promote options to reduce trips by single occupancy vehicles					
	Regional connections to address spatial mismatch, ie get people to jobs in and around the airport; promote air cargo, foster		"Aerotropolis"	ease awareness of impacts of travel behavior on neighborhood quality of life	City leads by example - encourage travel reduction for employees (telecommuting, carpooling, commuter savings accounts...)					

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# Preliminary Framework Ideas

## Housing and Neighborhoods

- Promote Neighborhood Centers
- Promote neighborhood diversity on all levels
- Preserve existing neighborhood character
- Encourage opportunities for healthy living

Neighborhood Diversity - housing choices, income, ethnicity	Continue community building efforts in Milwaukee neighborhoods	Preserve & enhance the distinctive characteristics of Milwaukee Neighborhoods	Regional housing; regional neighborhood considerations	Diversity of physical housing stock	Economic Development
Encourage mixed-use, mixed-income housing along transit lines; capitalize on opportunities to develop residential housing along transit lines	Promote neighborhood safety - partnering with MPD at neighborhood level; Continue neighborhood policing, block watches	Continue historic preservation efforts - old and historic not the same	Work with surrounding municipalities to ensure housing choices and mobility throughout the region	Consider needs of aging population; accessibility	Workforce Housing
Continue to foster traditional urban neighborhoods with well-designed, well-built homes with access to work, shopping, & services - Economic Dev and walk to work	Design which promotes CPTED - crime prevention through environmental design	Principles of urban design (discussed in Land Use group)	Strive for diverse neighborhoods throughout the region	Provide affordable housing; also consider middle class housing (build the middle class); provide opportunities for all incomes	Walk to work
Mobility access in neighborhoods (biking, walking, auto, etc...)	Urban gardens - healthy eating/food, neighborhood center/initiative	Celebrate the unique cultures in neighborhoods	Regional initiative to implement	Promote sustainability - energy efficiency, weatherization, preservation, modernization of existing housing stock in established neighborhoods; plus consider incentives	Businesses that locate outside the city because of perception the 'Milwaukeeans' don't have the 'soft skills'; attract businesses and provide housing around businesses
Attract & retain the middle class; provide opportunities	Include faith-based groups to foster community building efforts	Promote sustainability - energy efficiency, weatherization, preservation, modernization of existing housing stock in established neighborhoods	Having close proximity to jobs is an important issue. Need to have a range of types/size/ income levels	Review city procedures to ensure code promotes residential development	
Continue to reinvest in neighborhoods that are declining or are marginal; with goal to increase property values & stabilize the neighborhood	Encourage more neighborhood involvement - neighborhood associations, business groups, nonprofits; partner with the City	Respect the intrinsic value of individual neighborhoods	or WHEDA in the way in which it allocates and distributes resources (low income tax credits) perhaps - credit bonus for certain areas etc.	Offer diverse incentives-not just for low/mod, but incentives for other income levels also. Resources for 'low' income; rents can support 'luxury' gap is in workforce housing construction - (annual incomes of avg.=60 to 120% 40K to 70K range).	
Modify land use regs/zoning to reflect changing demographics & lifestyles (urban gardens, parking,)	Consider the speed of traffic - effect on neighborhood safety - efforts to pull neighborhoods together	Upgrade & maintain streets/alleys /infrastructure projects /parkways to foster improvement of housing	Is there an existing entity to provide 'teeth' for an initiative (WHEDA)? Currently no LTC in WOW counties (Wash,Oz,Wauk)	Continue to provide special needs housing; supportive housing; homeless	
Attract & retain all income levels - providing housing choices that do not discourage choices for all; affordable housing at all income levels; attract & retain may be 2 sep policies	Partner with schools, businesses, employers to promote the advantages of living in MKE to their employees	Promote cleanliness of MKE neighborhoods; "good neighbor policy" - weeds, graffiti, noise, boarded up properties, enforce nuisance		Consider flexible bldg codes/standards for green, new home building; to promote sustainability	
	Schools as an important institution within				

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# Preliminary Framework Ideas

## Economic Development

- Align City ED efforts
- Target City ED resources
- Grow workforce
- Operate City government to support ED

### Policy Theme: Align City government's economic development efforts...

... with the efforts of others pursuing economic and employment growth in Milwaukee and the region.	... with the needs of local employers.
1) Work with regional partners to promote and growth the strengths of Milwaukee's economy.	1) Actively seek input from local employers in the formation of economic development programs and policy.
2) Encourage and support inter-governmental cooperation on economic development activities and issues.	2) Recognize that existing employers are the base of successful economic development efforts, and make existing employers the city's top priority.
	3) Support changes at the Milwaukee Area Workforce Investment Board that make the agency more responsive to the training needs of local employers.

### Policy Theme: Grow the workforce employers need...

...by encouraging Milwaukeeans to finish high school and pursue post-secondary education.	...by providing robust training resources to the citizens of Milwaukee.	...by making Milwaukee attractive to talent from elsewhere.
1) Identify industry champions to promote the need for all types of skilled labor in Milwaukee – both blue and white collar.	1) Position the Milwaukee Area Workforce Investment Board to maximize federal resources available for job training.	1) Invest in quality of life measures that make our neighborhoods more attractive.
2) Support youth employment activities that provide work experiences for teenagers, particularly those neighborhoods with high	2) Support the growth of Milwaukee's institutions of higher learning, both public and private, both academic and technical, particularly in	2) Invest in public transportation assets.

### Policy Theme: Target City government's economic development resources...

...to employers and sectors poised for growth in the Milwaukee region.	...so Milwaukee residents benefit from the growth of economic opportunity.
1) Assemble a business development team within City government poised to identify and take advantage of opportunities for job growth.	1) Invest in the human and physical assets of the central city to create opportunities for employers in neighborhoods where residents are in need of employment.
2) Engage in and support activities that grow the entrepreneurial culture in Milwaukee.	2) Position public investment in economic development to promote the creation and growth of living-wage jobs for Milwaukee residents.
	3) Strengthen the economies of communities in need, using approaches such as the Main Street

### Policy Theme: Operate City government in a manner that supports economic development....

...by reducing crime.	...by providing a high-quality physical infrastructure and top-notch local government services.	...by ensuring a consistent, understandable and predictable regulatory framework.
1) Maintain a strong, effective police force.	1) Fund a reasonable street repair and replacement cycle.	1) Balance the desire to regulate with the desire to encourage employment and business growth.
2) Support community-based activities that reduce	2) Maintain Milwaukee's reputation for clean	2) Use City government web site to make regulations, application

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# Preliminary Framework Ideas

## Community Facilities

- Promote community facilities as hubs of Neighborhood Centers
- Coordination of services (both public and private)
- Cross over of efforts
- Marketing and promotion of services

Regional cooperation and/or collaboration for regional community facilities	Community facilities & economic development	Community facilities with neighborhoods & housing	Promote practices that lead to life-long learning	Ensure adequate equity and access to community facilities	Health, Safety and Sustainability (Quality of Life)	Resilient Community
Strive for an equitable distribution of community facilities throughout the region	Ensure a variety of educational opportunities exist, as well as workforce development, which leads to livable wages	Support Continuum of Care (10 year plan to end homelessness)	Promote a wide variety of educational opportunities for people of all ages	Provide mobility options (multimodal) which consider locations of community facilities	Continue to provide a high level of fire, police, and emergency medical services	NOTE: This may be a guiding principle across the other workgroups as well.
Achieve a seamless distribution of services through interagency cooperation; intergovernmental cooperation	Ensure a safe, supportive environment for economic development to occur	Consider proximity to housing & neighborhoods when locating community facilities	Strengthen library services and programs	City should review existing policies and access to ensure equity	Support Continuum of Care 10 year plan to end homelessness	In emergencies, or during social disruption, empower residents to be engaged in problem solving, continuity of operations; help people help themselves; personal responsibility
Better public/private coordination to reduce duplicate services and make best use of resources	Continue to promote libraries for use in job searches and life long learning	School improvement district (SID from another workgroup)	Consider new technology as it evolves as one option for education ??	Promote existing programs & policies to generate greater awareness of existing programs; use technology, community outreach; marketing; consider cultures / languages	improve safety / security of residents, workers and visitors (MPLS)	May relate to resilience during health, environment, economic, social, or other disruptions
Ensure adequate conditions and supply of community facilities in the region - we need to clarify or fix this; mention resource allocation, equity,	Some community facilities are catalytic projects which stimulate growth in nearby areas; creating job opportunities	Promote location of community facilities in neighborhood centers	Offer a wide variety of types of education: academic, technical, health, environmental education, recreational programming,....	Consider geographic distribution and areas in need of community facilities	encourage accessibility to fresh foods, food security, urban ag, food safety,....	Community involvement, engagement (is engagement the 4th "E" - environment, economic, equity, and now engagement?)
Promote public-private partnerships for community facility development & citizen engagement	Continue to promote healthcare and education sectors as major employers in the region; support their efforts to expand workforce	Use community facilities for neighborhood events; social networking, social forums	partner with youth, healthy	Expand access to primary health and dental care in neighborhoods through outreach service delivery or directly built infrastructure	Continue to provide a range of public health services	Technology may help with engagement; social engagement; online social networks; pursue new technologies to help facilitate a more resilient community
Increase public-private partnerships to pursue grants & funding opportunities together	City collaborate with private sector to identify areas with safety concerns, and to anticipate workforce development concerns (outreach?)	Libraries as resource hubs		Facilitate access to community facilities via technology when appropriate (Badger Care+ enrollment kiosks, or some similar example)	Establish wellness & preventive care programs; collaborate with public-private partnerships; expand to private employers providing wellness programs	
More governmental communication & transparency when locating new community facilities (local, county, state, fed..)	Establish a clearinghouse to identify private sector labor needs and available supply of labor	Neighborhood schools as centers within a neighborhood			Adopt programming and address safety issues through facilities (like schools) to provide neighborhood services (medical, dental, food security,...)	

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# Preliminary Framework Ideas

## Sustainability, Cultural and Natural Resources

- Make connections between cultural and natural resources
- Use of resources to support Economic Development
- Green Infrastructure
- Market and promote cultural heritage

Regional cooperation in areas of cultural/natural resources and sustainability	Integrate culture/natural resources and sustainability into neighborhoods	Cultural / Natural Resources and sustainability as economic development tools	Integrate culture/natural resources and sustainability with mobility	Education & promotion of cultural/natural resources and sustainable amenities	Promote environmental stewardship	Preserve cultural heritage
Develop regional (and City) green infrastructure map and plan	Celebrate the unique cultures of neighborhoods; unique history	Recognize and promote the financial contribution of various art, cultural, natural amenities in the area to the economic prosperity of region	Promote and strengthen transit & bike (multimodal) connections to art/cult destinations	Promote historic preservation through citywide tours, etc; establish website with suggested routes	Continue to promote measures to improve air quality (in the region)	Establish guidelines on how to maintain the historic character of Milwaukee architecture and neighborhoods through comprehensive historic preservation policy
Establish a City Office of Cultural Affairs or Quality of Life; coordinate within City and region	Foster excellent design	Develop a cultural resources map identifying cultural assets in the City	Strengthen transit (multimodal) connections between environmental destinations	Develop and promote education to strengthen the connection between arts, culture, environment, historic preservation and economy	Continue to promote measures to improve water quality (in the region); continue to address stormwater qty & qual	Acknowledge and promote historic preservation as a sustainable practice; re-use of buildings is sustainable
Work to establish regional cooperation on air, water quality; transit;...	Require art in neighborhood parks; require a certain amount in each park	Require new development to identify its impact on sustainability (and infrastructure)	Promote more connections between infill development, new developments and existing bike trails, walking paths, etc	Promote urban ag / gardens; fresh local foods in neighborhoods	Protect primary environmental corridor (PEC) areas	Explore opportunities for funding or support for historic preservation
As gray-infrastructure is redeveloped, look for opportunities to replace with green-infrastructure	Promote more green space in neighborhoods. Can shared green space help rebuild neighborhood fabric?	Require commercial developments to include art in design	Coordinate with City/neighborhoods to ensure plans address cultural, historic, natural amenities as destinations	Promote public access to natural resources throughout the City	Promote local storm water facilities & BMPs	Explore opportunities for funding or support for arts programs throughout the City.
Research: Responsibilities of other Cities' Office of Cultural Affairs	Promote the establishment of neighborhood arts and cultural centers; promote interchange between various cultures	(Denver) Encourage policies & actions that consider economic quality, economic prosperity and social equity as complementary, not competing goals.	Coordinate public art and performance art to support transportation infrastructure	Identify characteristics which are unique to Milwaukee and establish policies to preserve those characteristics	Encourage urban agriculture as food security, education, land use	Remind public that hist preserv'n includes landscape: parks, etc in addition to buildings
Public arts plan with County	Consider cultural 'sponsors' of neighborhoods - MSO adopts a neighborhood	Provide opportunities for people to live near where they work	Dedicate City staff to address parks, transit, (MPS) quality of life issues	Continue to explore (and use) new technology to promote cultural/ natural resources & sustainable amenities	Continue to encourage recycling, byproduct synergy, re-use,...	Iconic buildings & spaces,etc should be preserved when possible (Reservoir Park - star garden)
	Create vibrant, usable and safe spaces accessible in all 4 seasons	Promote Urban agriculture as means of micro-businesses	Better promote what we have: buses w/ bike racks, more maps available		Promote renewable energy	Some people want conservation districts to be even more strict
	Promote healthy eating/locally grown food systems within the city and region	Investigate renewable energy as an economic development tool	Buses & shelters could have poetry, artwork, culture		Continue to re-use brownfields; environmental remediation; economic asset	Can planned developments acknowledge existing character and context of neighborhood?

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# Preliminary Framework Ideas

## Intergovernmental Cooperation

- Insure equitable distribution of services
- Identify opportunities to support regional economic development
- Coordinate efforts
- Identify and continue to work towards common goals

# Guiding Principles

- Economy
- Ecology
- Equity
- Engagement

- Sustainability
- Resilience

# Citywide Policy Plan Schedule

July

August

September

October

November

December

Preliminary  
Drafts

Staff working  
month

Workgroup  
Meetings

Open House  
and  
Workgroup  
meetings

Adoption  
Process

Adoption  
Process

# Questions?

# Website Information

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**comprehensive Plan**

**Comprehensive Plan**

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- Area Plans
- The Process

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