



**CONNECTING MKE**  
DOWNTOWN PLAN 2040

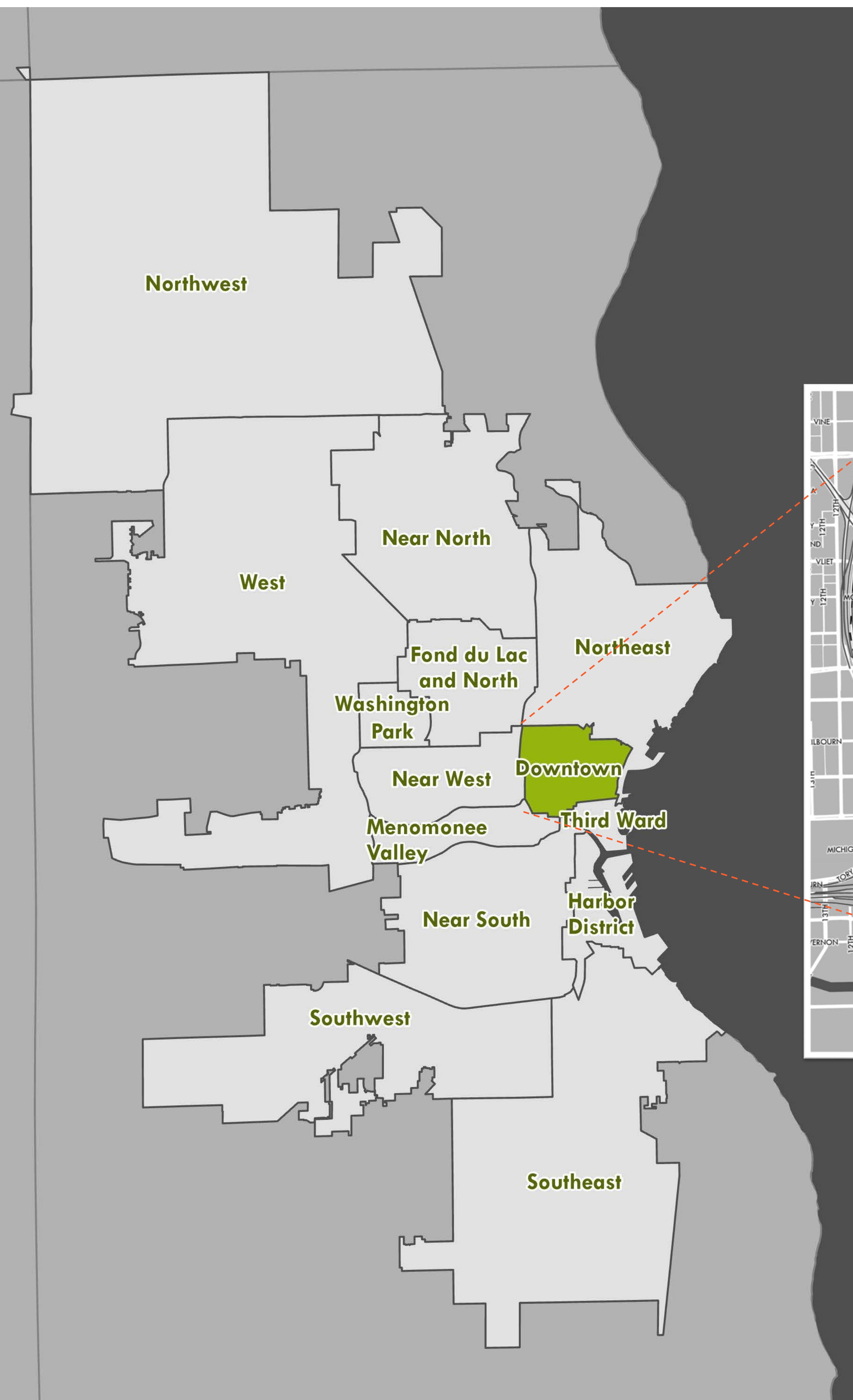
**Downtown Area Plan Update**  
July 25, 2023

**Zoning, Neighborhoods, & Development**

# Downtown Area Plan

The Plan will focus on Downtown between:

- West Walnut Street and East Lyon Street to the north,
- West Clybourn Street and the Menomonee River to the south,
- Interstate-43 to the west, and
- Lincoln Memorial Drive to the east
- + consideration of connections to surrounding neighborhoods



# Project Timeline

FALL 2021	SPRING 2022	FALL 2022	SPRING 2023
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**ANALYSIS:**  
Identify opportunities & issues

**COMMUNITY COUNCIL**

**PLAN ADVISORY GROUP**

**PUBLIC MEETING #1**  
*December 9, 2021*

**VIRTUAL ENGAGEMENT**  
*Map & Ideas Wall Survey*

**FOCUS GROUPS**  
*Community leaders & Downtown stakeholders*

**VISIONING:**  
Establish planning goals & generate ideas for projects & policies

**COMMUNITY COUNCIL**

**PLAN ADVISORY GROUP**

**PUBLIC MEETING #2**  
*May 25, 2022*

**VIRTUAL ENGAGEMENT**  
*Ideas Wall & Surveying, Design Review*

**FOCUS GROUPS**  
*Advocacy groups & subject matter experts*

**SYNTHESIS:**  
Review & provide feedback on the draft plan projects & recommendations

**COMMUNITY COUNCIL**

**PLAN ADVISORY GROUP**

**PUBLIC MEETING #3**  
*December 7, 2022*

**VIRTUAL ENGAGEMENT**  
*Draft Recommendation review & feedback*

**DRAFTING THE PLAN**  
*Creating the draft Plan document to review during Spring 2023*

**ADOPTION:**  
Review & provide feedback final draft & discuss implementation

**COMMUNITY COUNCIL**

**PLAN ADVISORY GROUP**

**PUBLIC MEETING #4**  
*May 11, 2023*

**VIRTUAL ENGAGEMENT**  
*Draft & Final Draft Plan Review*

**ADOPTION & IMPLEMENTATION BEGINS**  
*Next steps to advance the vision*

# Community Council & Consultants

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## Downtown Plan Community Council

- A group of 17 local residents of surrounding neighborhoods
- Emphasis on gaining input from underrepresented populations in Milwaukee

## Equity & Engagement Consultant

- Support the formation and the convening of four Community Council meetings
- Advise on equity in the plan - process and final recommendations
- Advise on engagement throughout the process to ensure diverse voices are represented and included in the planning process

## Urban Design Consultant

- Creating conceptual urban design alternatives for priority areas identified through engagement for physical improvements in the public realm & development opportunities
- Integrating equity & safety into conceptual designs to be integrated later during implementation

# Downtown Plan Community Council

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- The Community Council is a group of 17 committed individuals to racial & social equity in downtown.
- Community Council focused on racial and social equity topics and factors that will steer the planning and design process and inform the vision and recommendations of the Downtown Plan Update, reflecting a Downtown Milwaukee that serves ALL Milwaukeeans.



# Downtown Plan - Planning Process Structure & Stakeholders



## PROJECT MANAGEMENT

## DOWNTOWN PLAN COMM. COUNCIL

## PROJECT LEADERSHIP TEAM

## PLAN ADVISORY GROUP

### Project Management

- . City of Milwaukee (Department of City Development [DCD])
- . Milwaukee Downtown, Inc. Business Improvement District (BID #21)

### Downtown Plan Community Council

Group of diverse people from downtown and surrounding neighborhoods, with an emphasis on diversity, equity, and inclusion in the downtown.

### Project Leadership Team

- . Downtown Plan Community Council Chair
- . Equity & Engagement Consultant
- . Milwaukee County
  - . Economic Development
  - . Parks
  - . Transit
- . Milwaukee Downtown Business Improvement District (BID #21)
- . Historic King Drive Business Improvement District (BID #8)
- . Westown Association (BID #5)
- . MKE United
- . City of Milwaukee staff
  - . Department of City Development
  - . Department of Public Works

### Plan Advisory Group

- . Elected Officials
- . Adjacent Business Improvement Districts
- . Community Based Organizations
- . Economic Development and Tourism Groups
- . Subject Matter Experts
- . Advocacy Groups

**Community Meetings & Focus Groups + Ongoing Virtual Engagement**  
Including ongoing communication with the Downtown Neighbors Association & MKE United

# MKE United



## MKE UNITED GREATER DOWNTOWN ACTION AGENDA



GREATER DOWNTOWN  
ACTION AGENDA

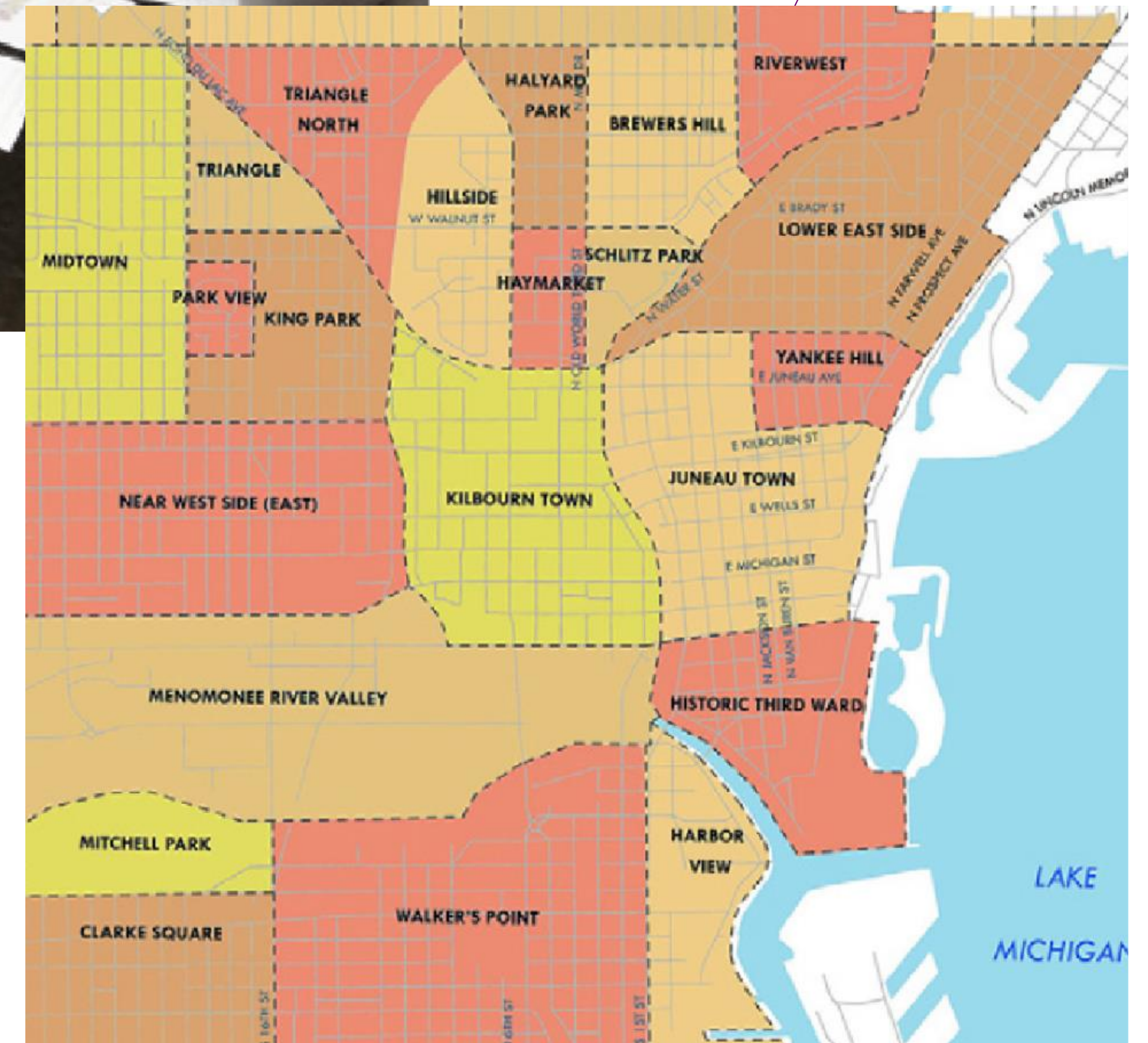
### NOW IS OUR TIME

Together, we are creating a shared and inclusive vision for Downtown Milwaukee and its adjacent neighborhoods.



**2,000+**

Total contacts reached through extensive community outreach, including:



# Engagement Plan

## Community Meetings

4 public meetings throughout the process

## Email Updates

- Mailing list & e-notify

## Virtual Engagement on online engagement platform

## MCTS On-Board PSAs

## Community Programming & Focus Groups

Neighborhood events + interactive pop-up exhibits around downtown sampling:

- Reagan High School Geography Class (November 3, 2022)
- Lindsay Heights Community Meeting / Report to the Community (March 23, 2022)
- Wellness Check Wednesdays with WeExist + Community Council Meet-Up (April 27, 2022)
- Lindsay Heights Commercial Corridor Meeting (May 10, 2022)
- Experience Bronzeville & Harvard Business School (May 9-16, 2022)
- MKE United Community Leaders Committee meetings (September 22, 2021 & February 15, 2022)
- Milwaukee Night Markets (2022)
- Office & retail Brokers, Housing Developers, Theater District





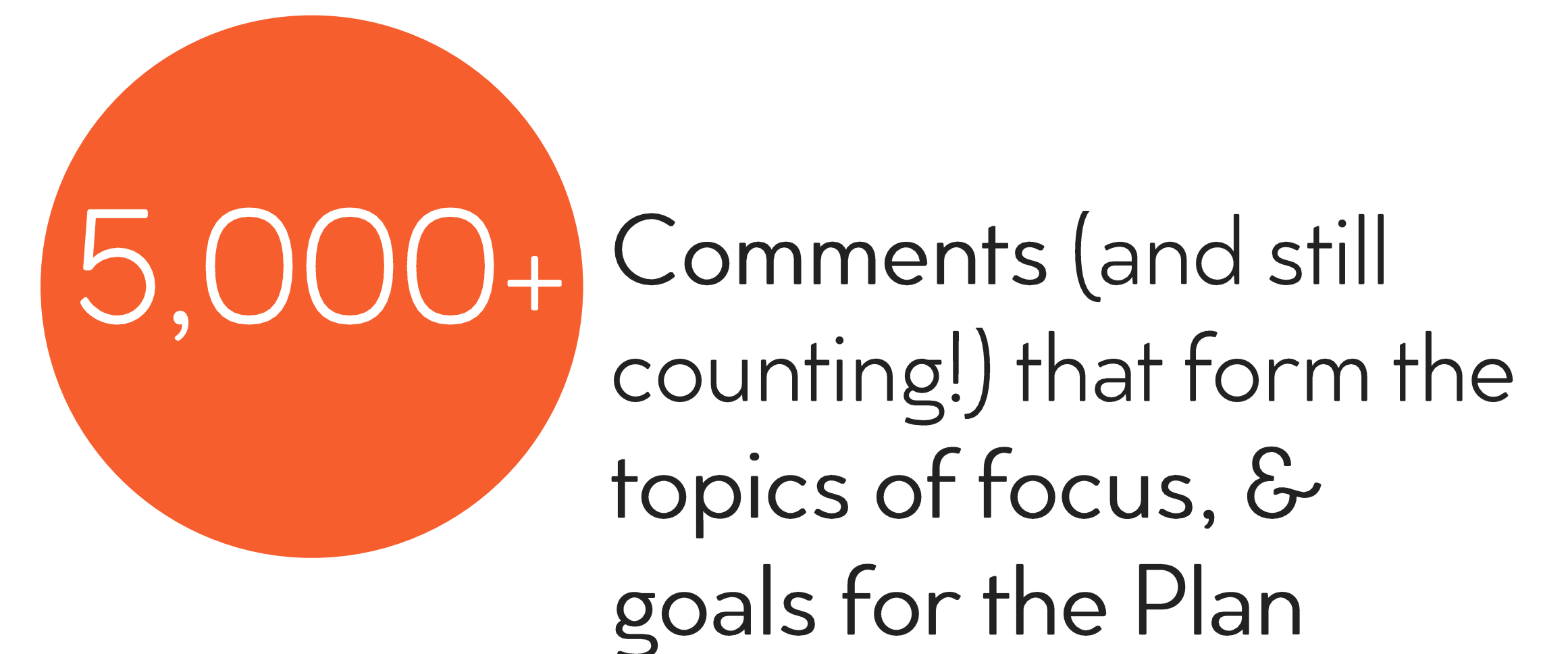
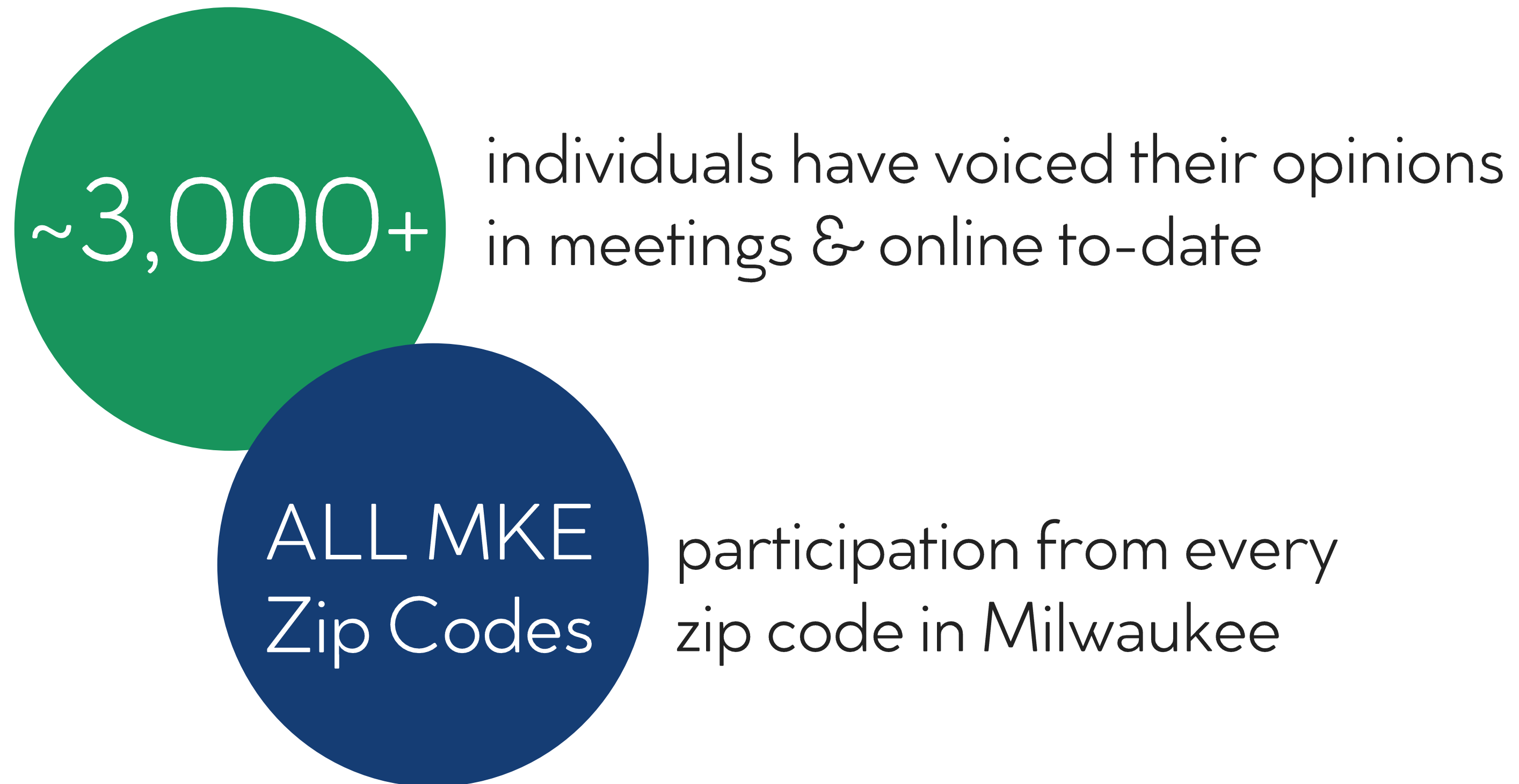
# Engagement Plan

- **Project Videos**
  - Long format and peer-to-peer versions for social
- **Media Relations**
  - Radio, TV and phone interviews conducted
- **Postcard Mailing**
  - 25,000 households
- **TrueSkool partnership & mentorship**
- **Sidewalk Signage / Hop Station Posters**
- **Media Buy**
  - Paid advertising was placed on community radio stations, in weekly newspaper publications and on social media



# Engagement Dashboard

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# Public Comment Themes



## Streets & Public Spaces

- People-centered street design. Walkable and safe streets with more space for pedestrians and less space for vehicles.
- Enhanced Bike Facilities. A bike network that is safe for people of all ages and abilities.
- Enhanced Transit. Improve the transit experience overall, extend The Hop to adjacent neighborhoods.

## Sustainability & Resilience

- Green the City. More trees and green infrastructure.
- Freshwater Resource. Celebrate the city's connection to water, and keep our lake and rivers clean.
- Clean Power. A carbon neutral, solar and wind powered city.

## Housing & Neighborhoods

- More Housing. Increase residential density Downtown.
- Diverse Housing. A variety of options, including affordable housing and ownership opportunities.

## Business & Education

- Diverse Business Mix. A variety of retail, dining and entertainment options, more BIPOC-owned businesses.
- Defined Shopping and Entertainment Districts.

## Culture

- Authentic & Diverse Experiences.
- A Welcoming Public Realm. Vibrant streets and public spaces that encourage social interaction.

# Downtown Plan 2040 Goals

## **GOAL 1 - Housing & Neighborhoods**

Increase the population through density and diversity of downtown housing, and improve the quality of life in Downtown and surrounding neighborhoods.

## **GOAL 2 - Business & Education**

Create environments and programs that support an increase of diverse businesses and a talented workforce.

## **GOAL 3 - Retail, Services, Food & Nightlife**

Create vibrant retail and entertainment districts with streets and public spaces that feature active uses and pedestrian friendly design.

## **GOAL 4 - Arts, Culture, Entertainment & Sports**

Create more opportunities for shared experiences, and highlight the diverse stories, people and places that make MKE unique.

## **GOAL 5 - Sustainability & Resilience**

Create an environmentally, socially and economically sustainable & resilient Downtown

## **GOAL 6 - Transportation & Mobility**

Redesign our streets to support walkability, and expand options for the safe, comfortable and enjoyable movement of people.

## **GOAL 7 - Streets & Public Space**

Invest in the public realm by improving streets, parks, and other public spaces in ways that encourage a more vibrant, inclusive, and resilient MKE.

## **GOAL 8 - Land Use & Development**

Create more opportunities for public and private investment in the built environment.

40 recommendations + actions & strategies

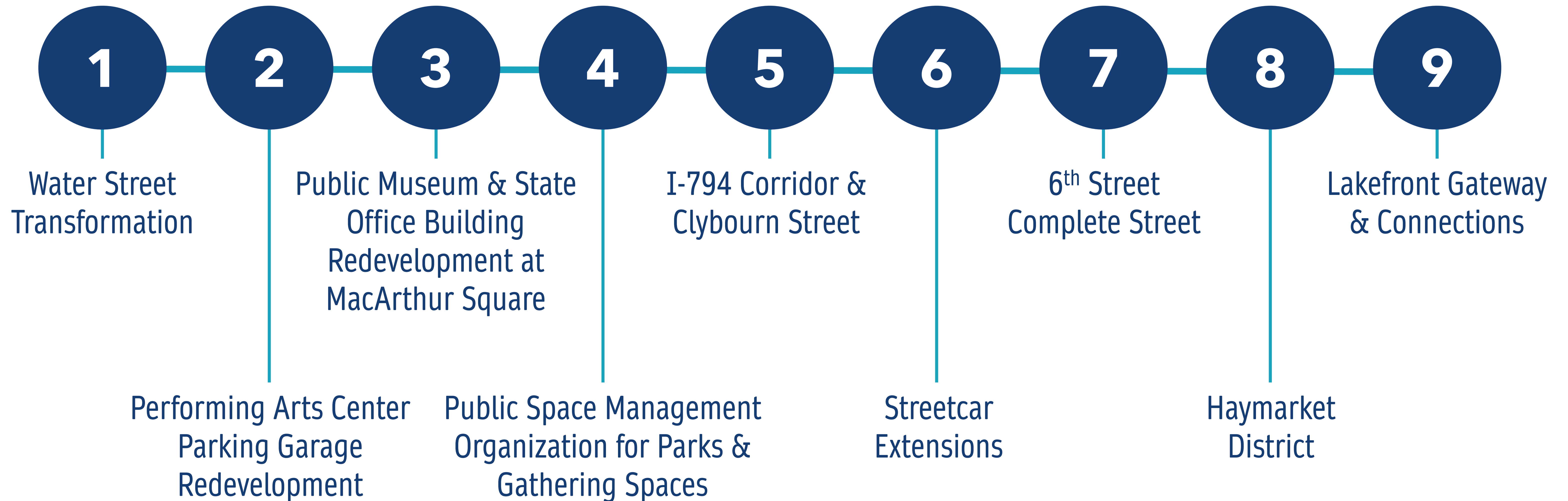
# Priority Targets

Grow the  
Downtown population  
to 40,000 residents  
by 2040

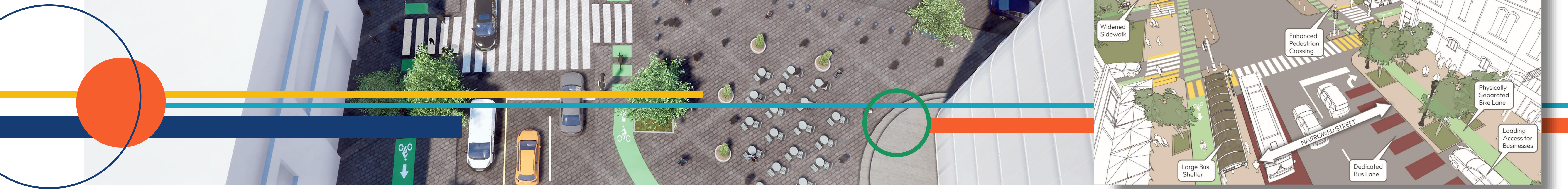
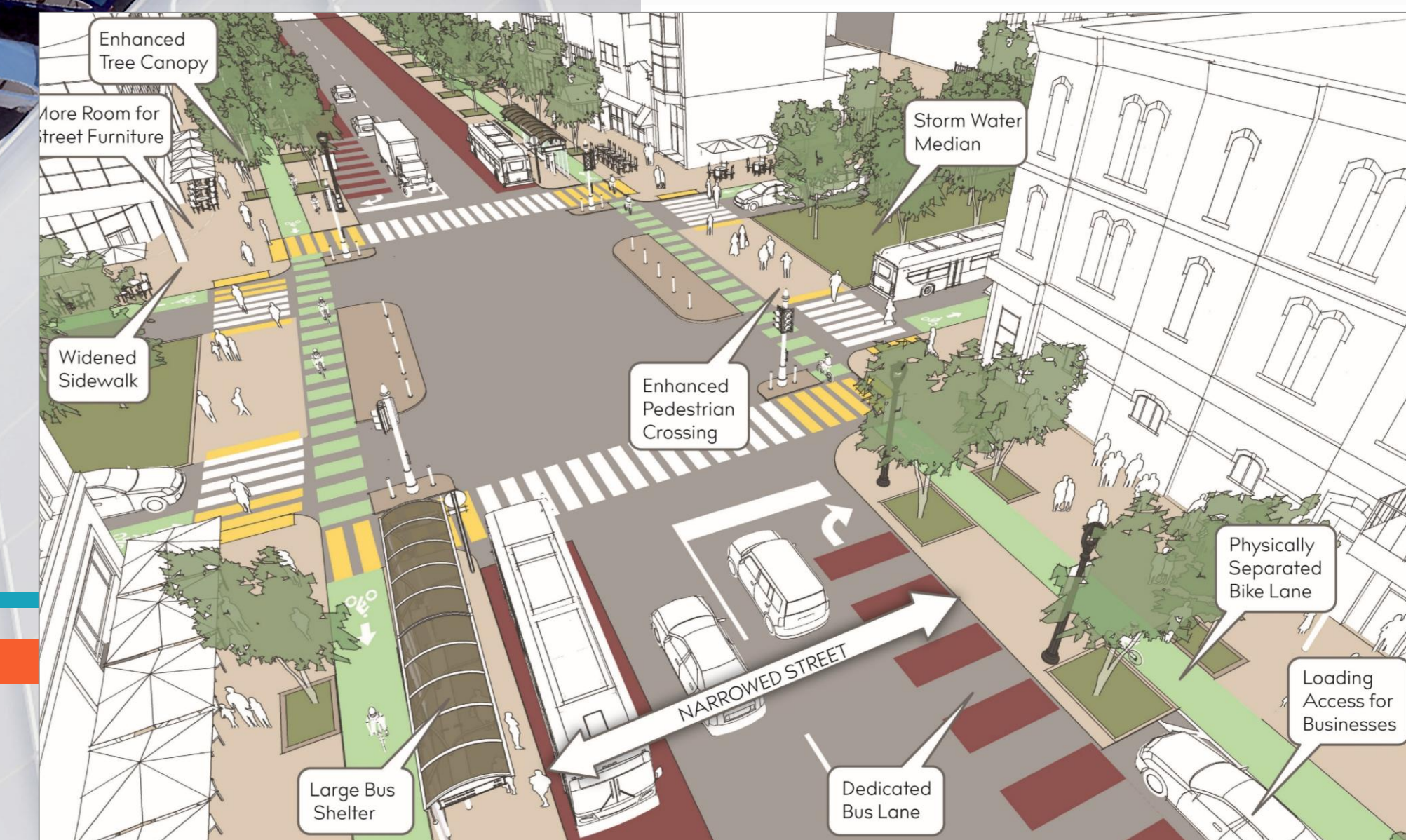
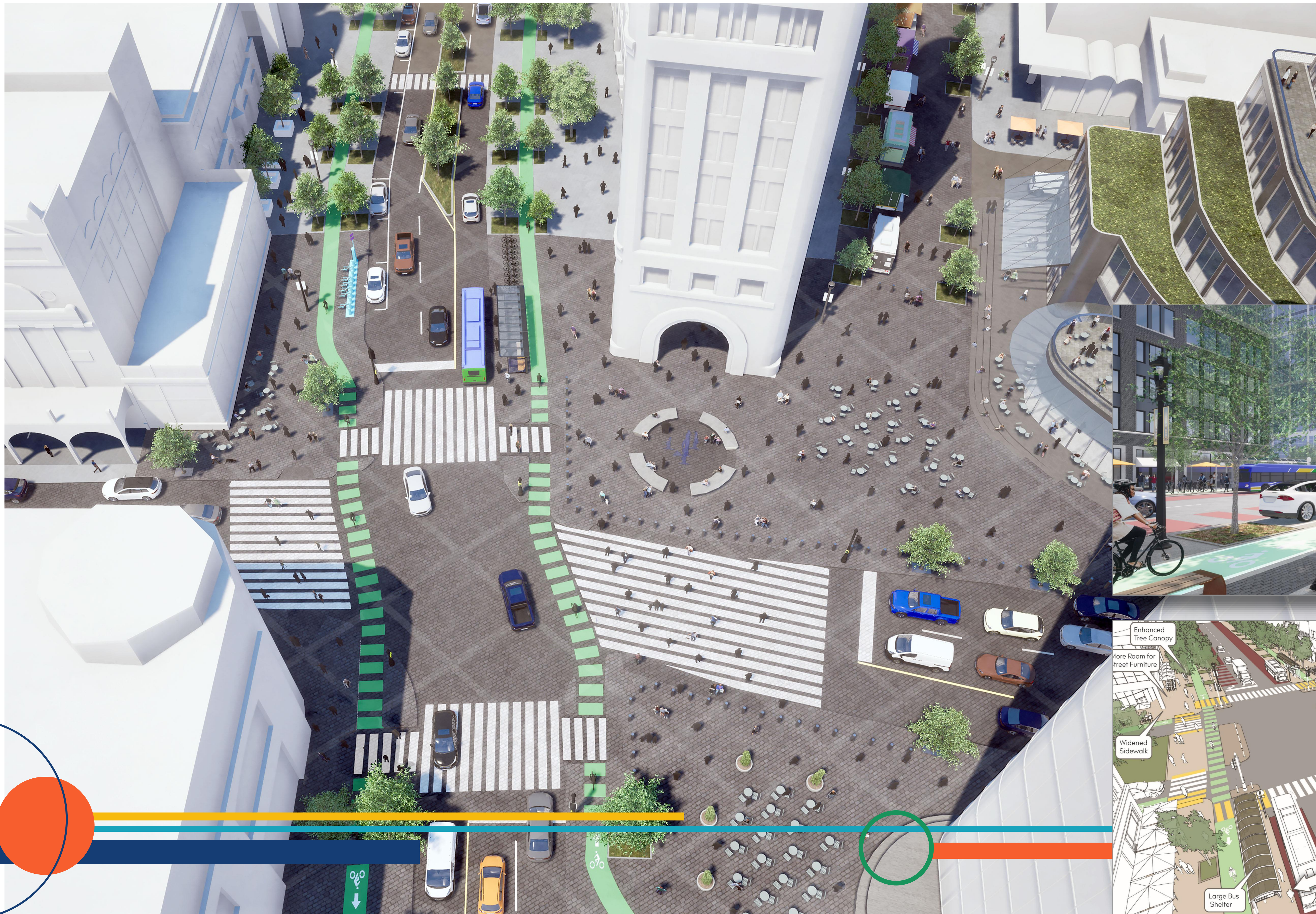
Add ~15,000  
housing units  
Downtown  
by 2040  
20% of Units  
Affordable

Grow  
Downtown  
jobs to 100,000  
by 2040

# Catalytic Projects for Downtown



# Water Street Transformation

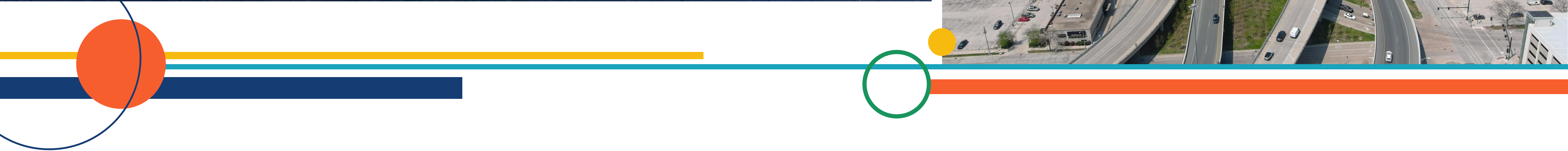


# Performing Arts Center Parking Garage Redevelopment





# I-794 Corridor & Clybourn Street

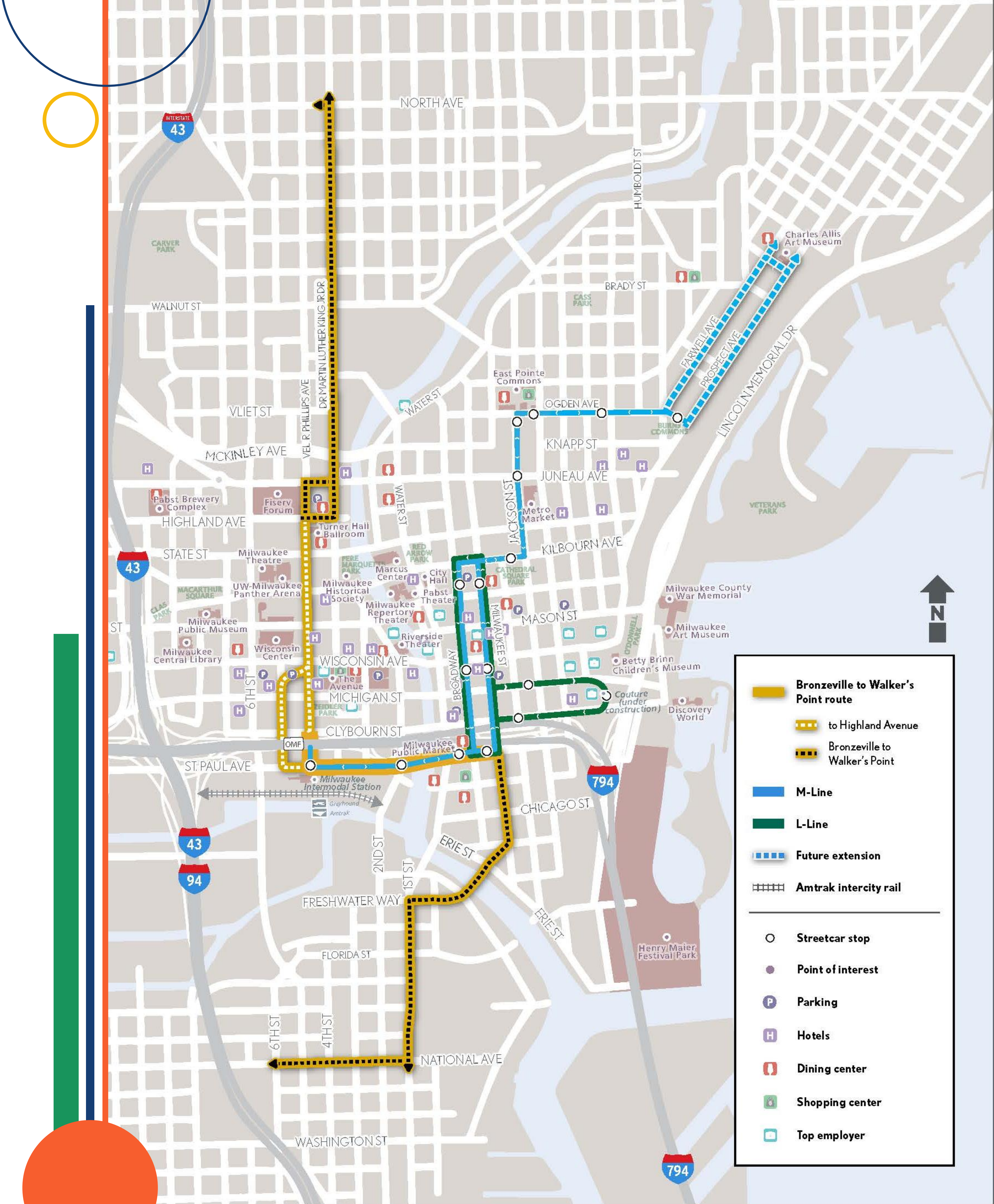


# Lakefront Gateway & Connections

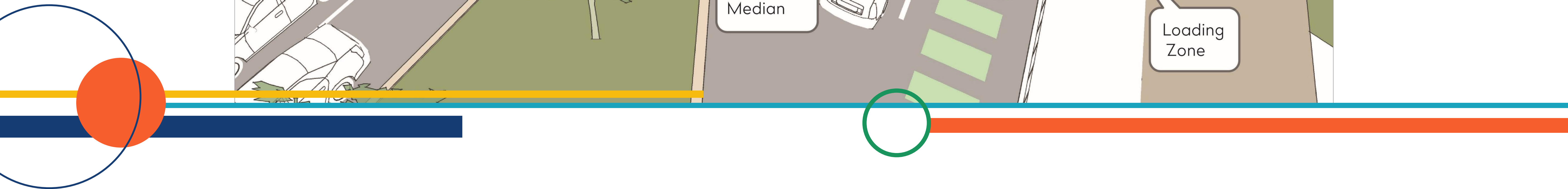
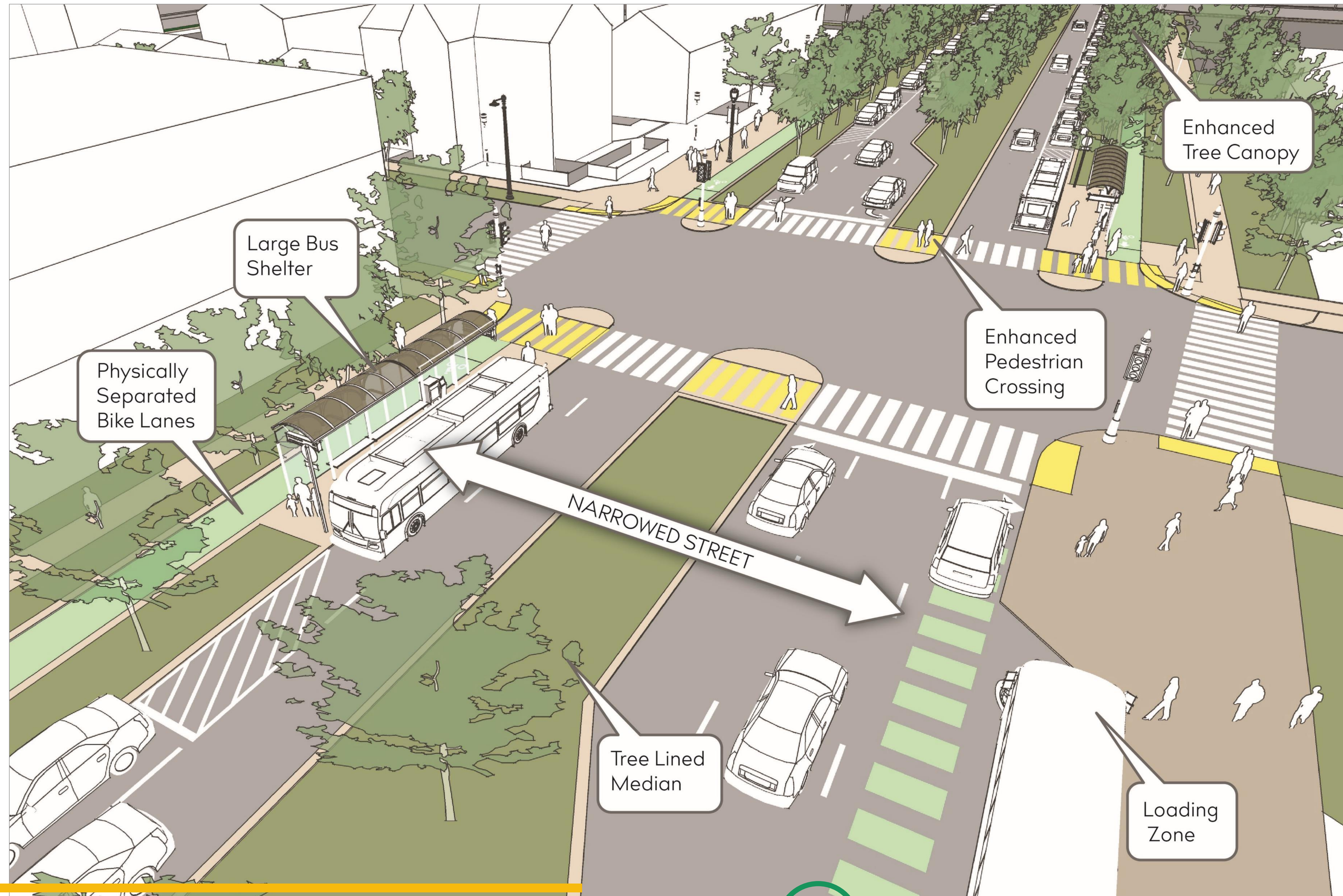


# Streetcar Extensions

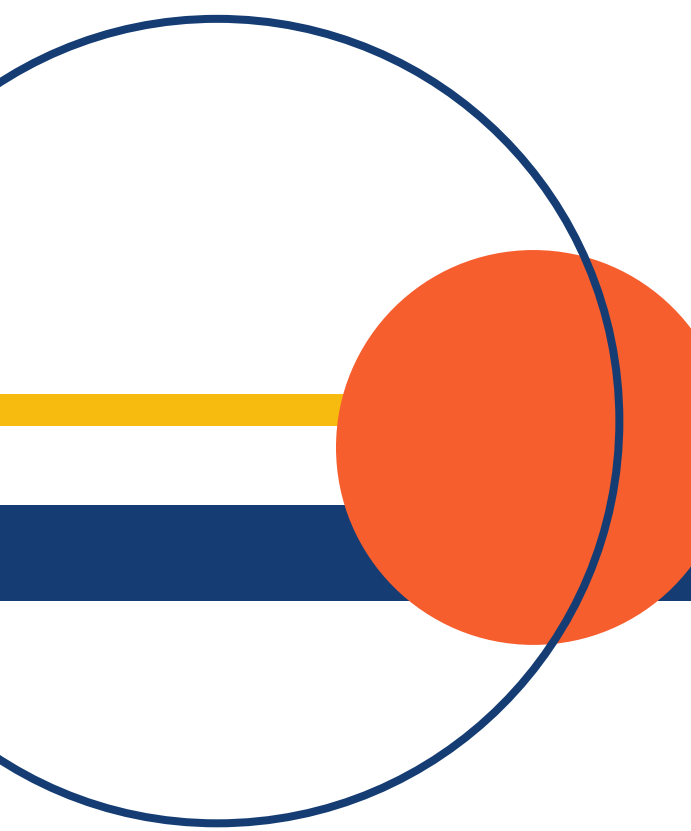
1. To Vel R. Phillips Plaza
2. To Deer District
3. To Bronzeville
4. To Walker's Point
5. To East Side



# 6<sup>th</sup> Street Complete Street



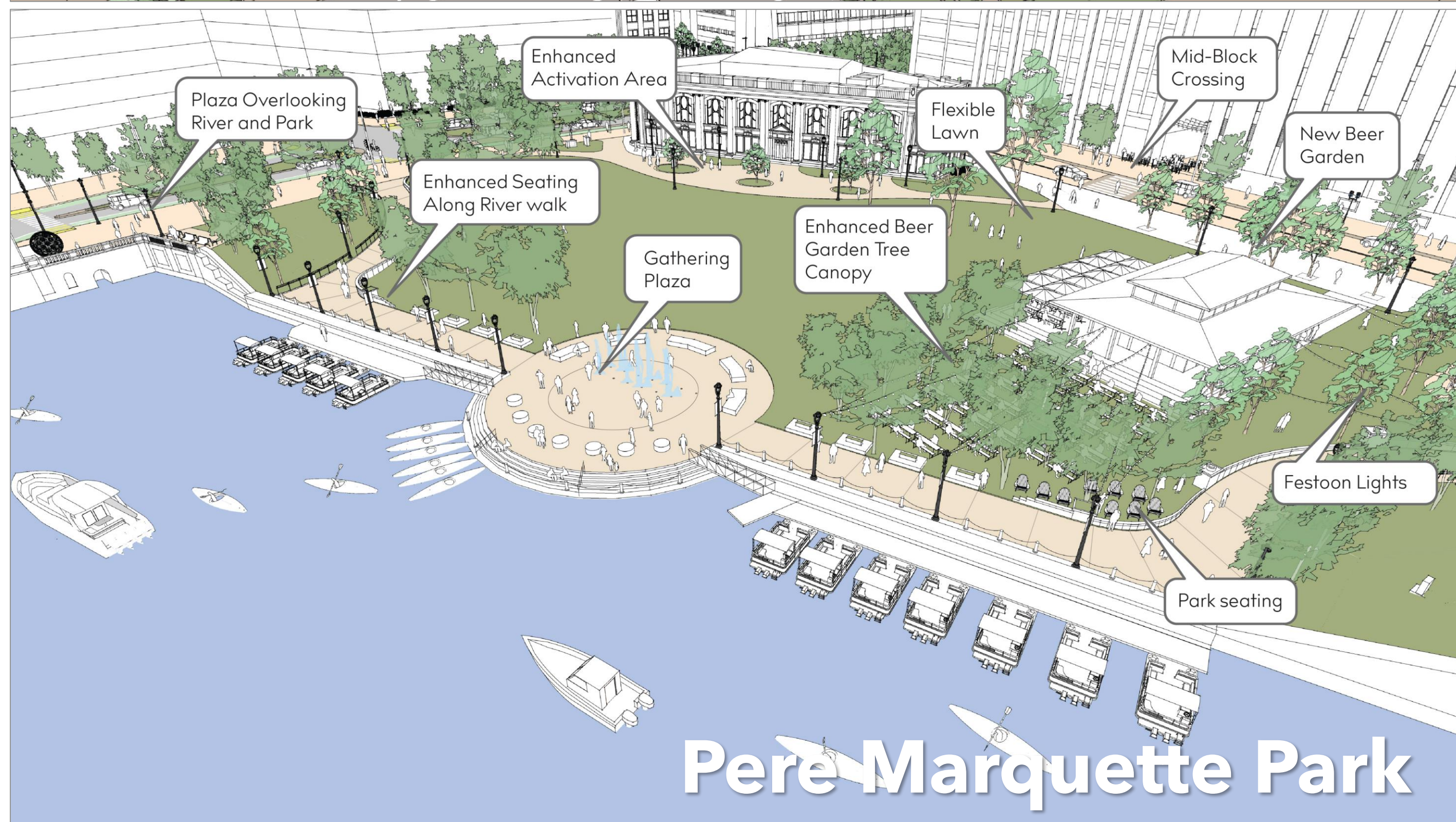
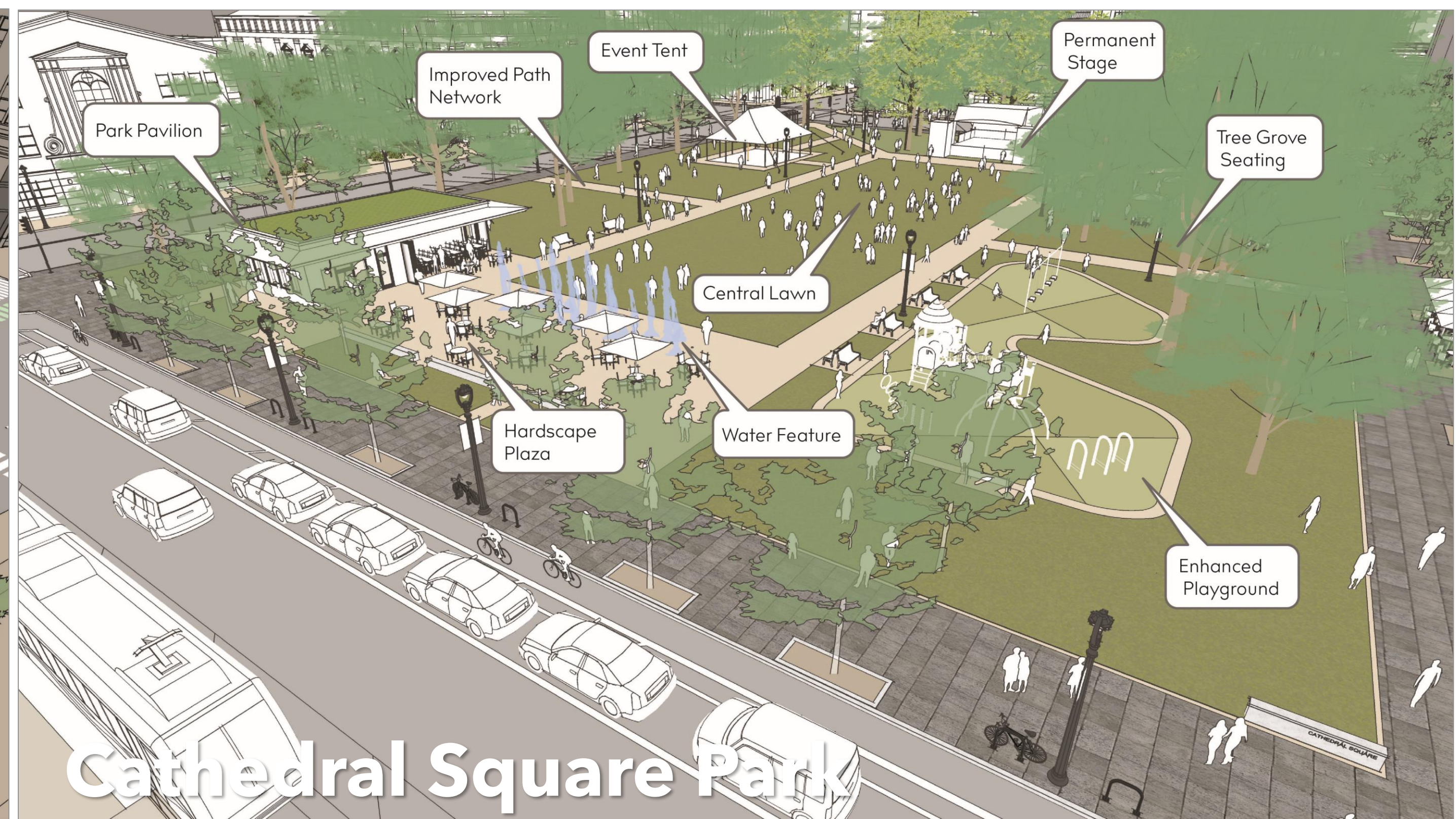
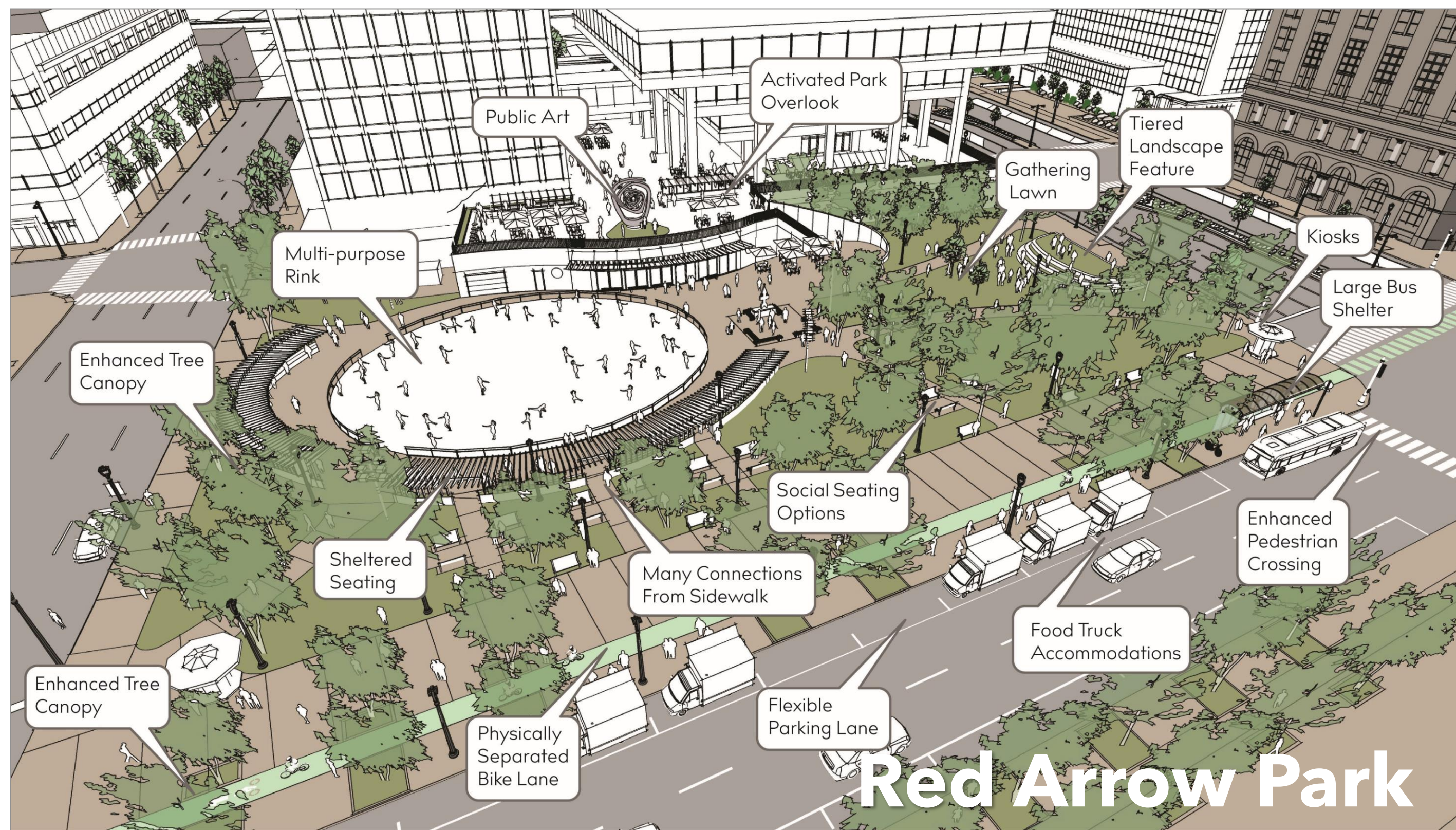
# Public Museum & State Office Building at MacArthur Square



# Haymarket District



# Place Management Organization for Parks & Gathering Spaces



# Big Idea: Invest in Parks & Gathering Spaces

- Public Space Management Organization
- Vel R. Phillips Plaza
- Red Arrow Park
- Pere Marquette Park
- Cathedral Square
- Lakefront Gateway
- Downtown Dog Park
- Zeidler Union Square



Lakefront Gateway Plaza



Vel R. Phillips Plaza





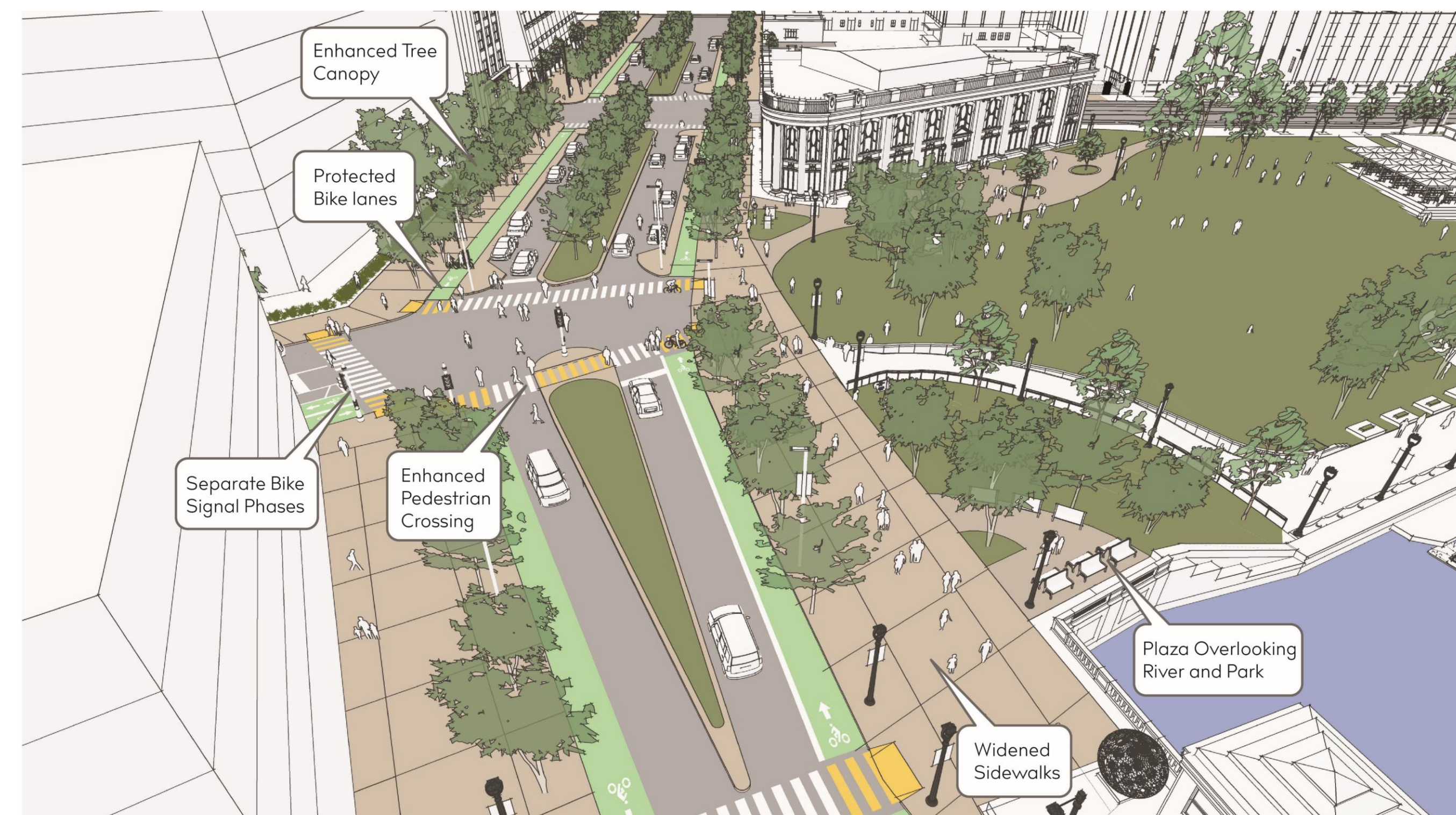
# Big Idea: Redesign Streets as Public Spaces



- Water Street Entertainment District
- King Drive
- Vel R. Phillips Avenue
- City Hall Square
- Jefferson Street
- Wisconsin Avenue
- Postman Square

# Big Idea: Improve Streets to Support All Users

- Water Street
- 6th Street
- Kilbourn Avenue
- Wisconsin Avenue
- McKinley Avenue
- Martin Luther King Jr. Drive
- Van Buren Street
- Jefferson Street



# Big Idea: Expand & Enhance Transit

- Extend the Streetcar
- Enhance Transit User Experience
- Support the Expansion of Bus Rapid Transit
- Increase Amtrak Frequency
- Expand intercity rail to Madison, Kenosha, Racine & Minneapolis



# Big Idea: Reconnect Places Divided by Human-made Barriers

- Rethink 794
- Connect MacArthur Square
- Connect Hillside & the Brewery District
- Connect Near West Side & I-43
- Connect Lake Michigan

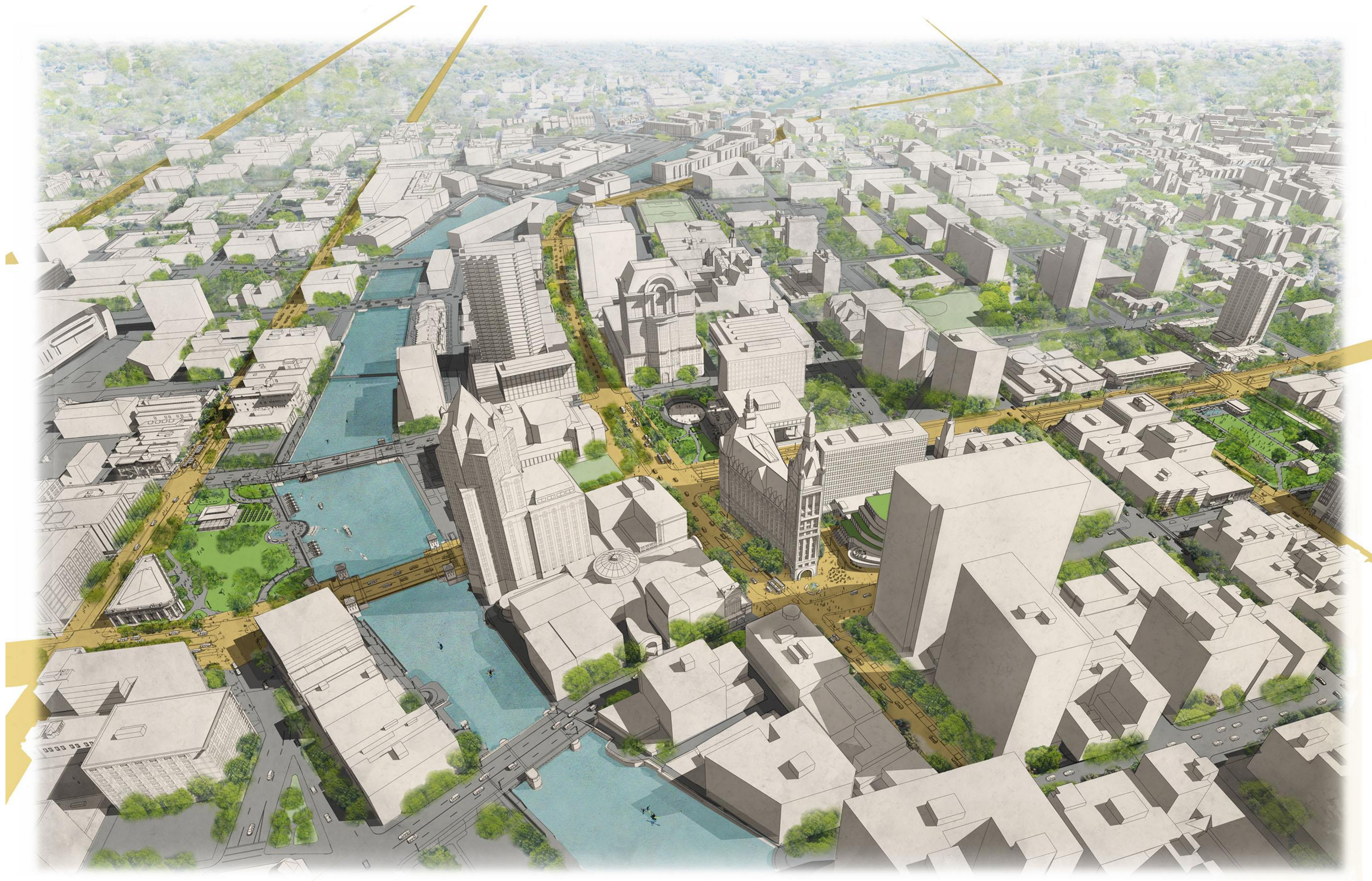




# Big Idea: Grow Downtown

- Water Street Transformation
- City Hall Square
- I-794 Corridor & Clybourn Street
- MacArthur Square
- Museum Center Park
- Vel R. Phillips & Wisconsin
- Deer District
- Hillside Terrace
- Iron District
- Station District
- King Drive & Haymarket
- Schlitz Park

# Implementation





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Thank You!