

# Riverworks

*Strategic Action Plan*



Prepared by the  
Milwaukee Department of City  
Development with Riverworks  
Development Corporation and  
BIDs 25 & 36

Summer 2012



# Riverworks Strategic Action Plan

September 2011-September 2012

Plan link: <http://city.milwaukee.gov/Plansandstudies/Northeast.htm>

# Purpose of action plan...

- Build on NES Plan goals
- Sync with Strategic Plan  
BIDs 25 & 36 and RDC
- Break down larger goals  
into tasks
- Reach out to broad  
range of stakeholders



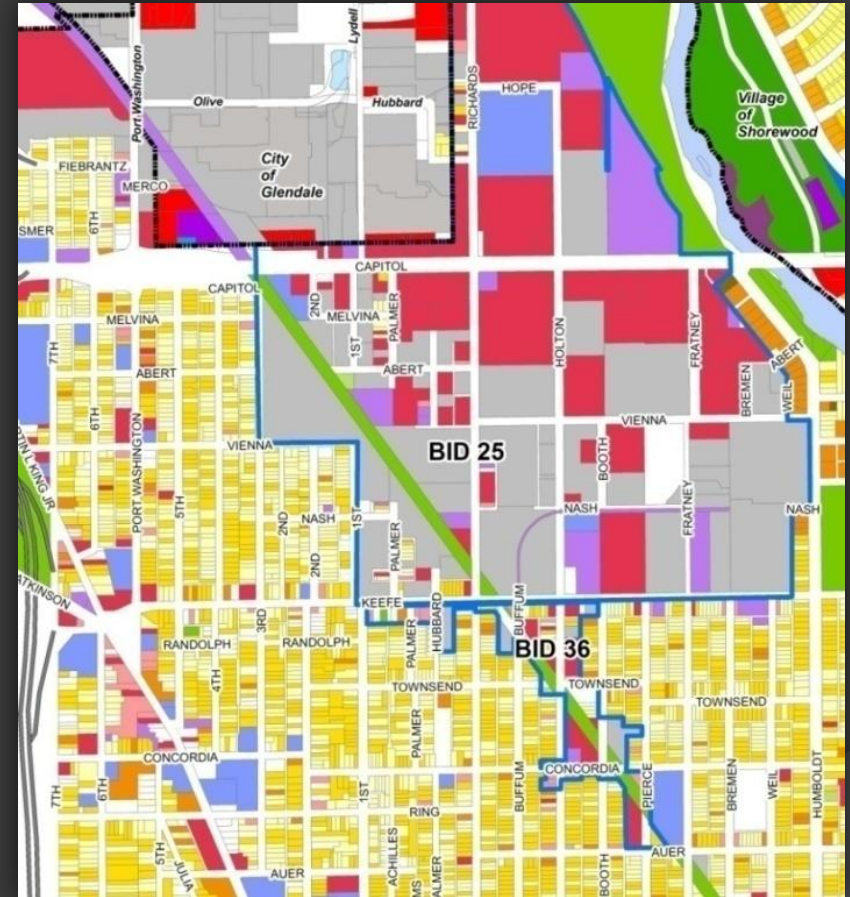
# Riverworks stakeholder groups

- BID members (focus groups)
- Neighborhood groups
- Property owners
- Businesses
- Manufacturers
- Real Estate brokers
- Outside experts
- Overlapping interests



# UWM Center for Economic Development

- Market analysis
- Industrial comparison
- Competitive advantages
  
- Profile of larger area
  - Income
  - Housing
  - Demographics



# UWM Applied Planning Workshop

- ◉ Interactive marketing
- ◉ Design guidelines
- ◉ Keep industrial industrial
- ◉ Creative clusters
  
- ◉ Gateways/appearances
- ◉ Improved coordination
- ◉ Relationship with neighborhood



# Objectives & Action Steps

\* 5 sections

1. Improve the district overall.
2. Strengthen the industrial core.
3. Improve and intensify Capitol Drive retail corridor.
4. Support creative clusters within the district.
5. Make BID 36 a thriving neighborhood-oriented Main Street district.

# Next steps...

- ⦿ Amend NES plan
- ⦿ Enlist community partners
- ⦿ Prioritize tasks



# RIVERWORKS OVERVIEW/ QUESTIONS

