

MKE United Greater Downtown Action Agenda



Zoning, Neighborhoods
& Development
Committee
January 10, 2017





What is MKE United?



**GREATER DOWNTOWN
ACTION AGENDA**

What is MKE United?

Shared and inclusive vision for Downtown and adjacent neighborhoods

Strategic Action Agenda = vision → reality

Not another planning effort



Where is the *Greater Downtown*?



**GREATER DOWNTOWN
ACTION AGENDA**



Who is at the table?



**GREATER DOWNTOWN
ACTION AGENDA**

LEADERSHIP

An Executive Committee Client Group composed of primary funding sponsors

PROJECT EXECUTIVE COMMITTEE

*Greater Milwaukee Committee
City of Milwaukee
Greater Milwaukee Foundation
Milwaukee Urban League*

MANAGEMENT

A cross sector project management team

PROJECT MANAGEMENT

*Toni L. Griffin, Director
Michael Hostad, GMC
Vanessa Koster, DCD*

PLANNING & CEC

The technical, civic engagement and communications team

SPECIAL ADVISORS

*Public Policy Forum
Paul Brophy & Associates
HNTB*

PLANNING TEAM

*Gensler
SB Friedman & Associates
Mass Economics*

CIVIC ENGAGEMENT & COMMUNICATIONS

*P3 Development Group
Justice & Sustainability, LLC
Mueller Communications*

COMMUNITY AMBASSADOR ORGANIZATIONS

*Local Community Organizations
representing the Greater Downtown*

IMPLEMENTATION & ACCOUNTABILITY

Representation from key public, private and nonprofit sector partners with the agency to influence and implement key actions and/or provide resources

32 MEMBER PROJECT STEERING COMMITTEE

NEIGHBORHOOD ORGANIZATIONS

PHILANTHROPY

BUSINESS

INSTITUTIONS

LOCAL GOVERNMENT

REGIONAL/STATE GOVERNMENT



Why MKE United?



**GREATER DOWNTOWN
ACTION AGENDA**

Project and Planning Goals

1. **Building better economic, transportation and cultural connections** within and across the greater downtown area
2. Prioritizing **inclusive development opportunities** to grow and strengthen businesses and jobs in the downtown and adjacent neighborhoods for Milwaukeeans and new talent
3. **Creating a stronger downtown and neighborhood identity** that highlights the historic, cultural, entertainment and public spaces that make Milwaukee's greater downtown distinct, authentic, and attractive to residents, workers and visitors
4. **Increasing the density of housing, jobs and entertainment and cultural amenities** that provide more options for all Milwaukeeans and visitors to enjoy the greater downtown
5. **Identifying the necessary priorities, actions, resources and tools required for implementation** and realistic time frames for execution
6. **Creating new capacities, relationships, networks, partnerships and accountabilities** for implementation
7. **Building enthusiasm and a welcoming environment** for all the neighborhoods of downtown for Milwaukeeans as well as regional and global visitors



Where are we now?



**GREATER DOWNTOWN
ACTION AGENDA**

MKE United: Current Progress

Engaged over 600 civic and neighborhood leaders

Reviewed existing plans and data to inform
Transformative Directions



Who will
the Greater
Downtown
be for
in 2027?



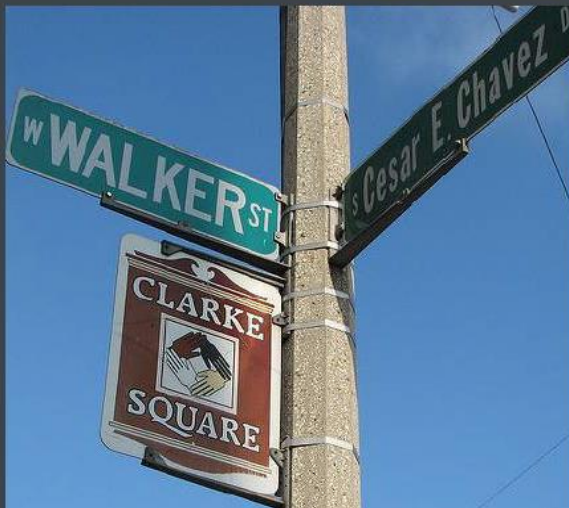
Where will
people **work**
in the
Greater
Downtown
in 2027?



Where will
people **live**
in the
Greater
Downtown
in 2027?



Where will
people **shop,**
eat and play
in the
Greater
Downtown
in 2027?



How will people **move** in the Greater Downtown in 2027?



Commercial Corridor Revitalization Motorcity Match Detroit



Resources Building Owner Business Owner News & Events Contact

MOTORCITYMATCH
DETROIT'S BUSINESS CHALLENGE

**\$500,000
EACH QUARTER**

IN GRANTS TO BUSINESS & BUILDING OWNERS

Motor City Match connects new and expanding businesses with Detroit's quality real estate opportunities, providing them with funding and tools to fuel the city's entrepreneurial revolution.

2016 Grant Winner
AMAZE ENJOYMENT

[Apply Now](#)



Where are we going?



NEXT STEPS

Phase 2

Refine transformative directions based on feedback

Conduct deeper resident engagement

Create the final strategic action agenda that will guide implementation

Spring 2017 slated to begin

NEXT STEPS

Establishing Targets and Measuring Success





**GREATER DOWNTOWN
ACTION AGENDA**

Questions/Comments

www.mkeunited.com