



Legislation Text

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170501
ORIGINAL

ALD. BAUMAN

Resolution directing the Department of City Development to prepare a North 27th Street Corridor Strategy to be included as an amendment to the Near West Side Comprehensive Area Plan, in the 4th Aldermanic District.

This resolution directs the Department of City Development to prepare a North 27th Street Corridor Strategy that, once complete, will be submitted for Common Council approval and will be included as an amendment to the existing Near West Side Comprehensive Area Plan. Whereas, On March 19, 2004, the Common Council of the City of Milwaukee ("Common Council") approved the Near West Side Comprehensive Area Plan ("Plan") as an element of the City of Milwaukee's Comprehensive Plan; and

Whereas, Focusing redevelopment efforts to revitalize a segment of North 27th Street was designated as a catalytic project in the Plan, with the intent to enhance and build upon the commercial assets along North 27th Street and create an active "Main Street" for the Near West Side neighborhood; and

Whereas, The Near West Side Partners ("NWSP") was formed in 2014 by five Near West Side anchor institutions: Aurora Health Care, Harley-Davidson, Marquette University, MillerCoors and Potawatomi Business Development Corporation, with the mission to revitalize and sustain the Near West Side as a thriving business and residential neighborhood; and

Whereas, In 2015, NWSP created a strategic plan to prioritize and guide NWSP initiatives and one of the main goals was to improve and enhance the Near West Side's commercial corridors; and

Whereas, NWSP and the Department of City Development ("DCD") have since conducted several studies, including a market study and a design charrette, and have determined improving the North 27th Street corridor to be a priority; and

Whereas, NWSP has requested that DCD prepare an amendment to the Plan that will build off of recent studies and developments and create a vision and action plan for the revitalization of North 27th Street between West Highland and West St. Paul Avenues that reflects current market conditions, opportunities and neighborhood priorities; and

Whereas, The City of Milwaukee's update and amendment procedure for comprehensive planning, approved by the Common Council on December 13, 2016, calls for amendments to the Comprehensive Plan to be initiated at the direction of the Common Council and to follow the associated public participation procedures for comprehensive planning to ensure meaningful public engagement in comprehensive planning; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that DCD is directed to prepare a North 27th Corridor Strategy to be presented to the City Plan Commission and the Common Council for adoption as an amendment to the Near West Side Comprehensive Area Plan.

DCD:Robert.Harris:rwh
07/11/17/A