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## Overview

Now is the time to create a **shared and inclusive vision** for Greater Downtown, supported by a strategic Action Agenda to make that vision a reality.

The **Greater Downtown** is the heart and “gateway to the city.” It is the largest employment and cultural center in the city and region. So if we care about generating more business, job and wealth creation opportunities for Milwaukeeans, we must care about how to retain and attract more inclusive growth back to the city center providing jobs, business, educational, recreational and cultural opportunities for all in the city and region. The neighborhoods immediately adjacent to the downtown core are the “gateway to the downtown.” Strengthening these communities as safe, affordable, inclusive and cultural authentic places to live, work, play and make enhances the Greater Downtown and the city and region.

MKE United will culminate with an **Action Agenda** that includes specific actionable recommendations, along with clearly assigned responsibilities, to ensure the new, shared vision becomes a reality. The goal is to produce a 10-year Action Agenda that outlines tangible and feasible outcomes that can be implemented as early actions (0-1 year), near-term (1-5 years) and long-term actions (5-10 years). With intention, benefits to Milwaukeeans and the Region can be realized and the change we want requires shared ownership of a shared vision.

### PHASE 1: BUILDING THE GREATER DOWNTOWN STORY

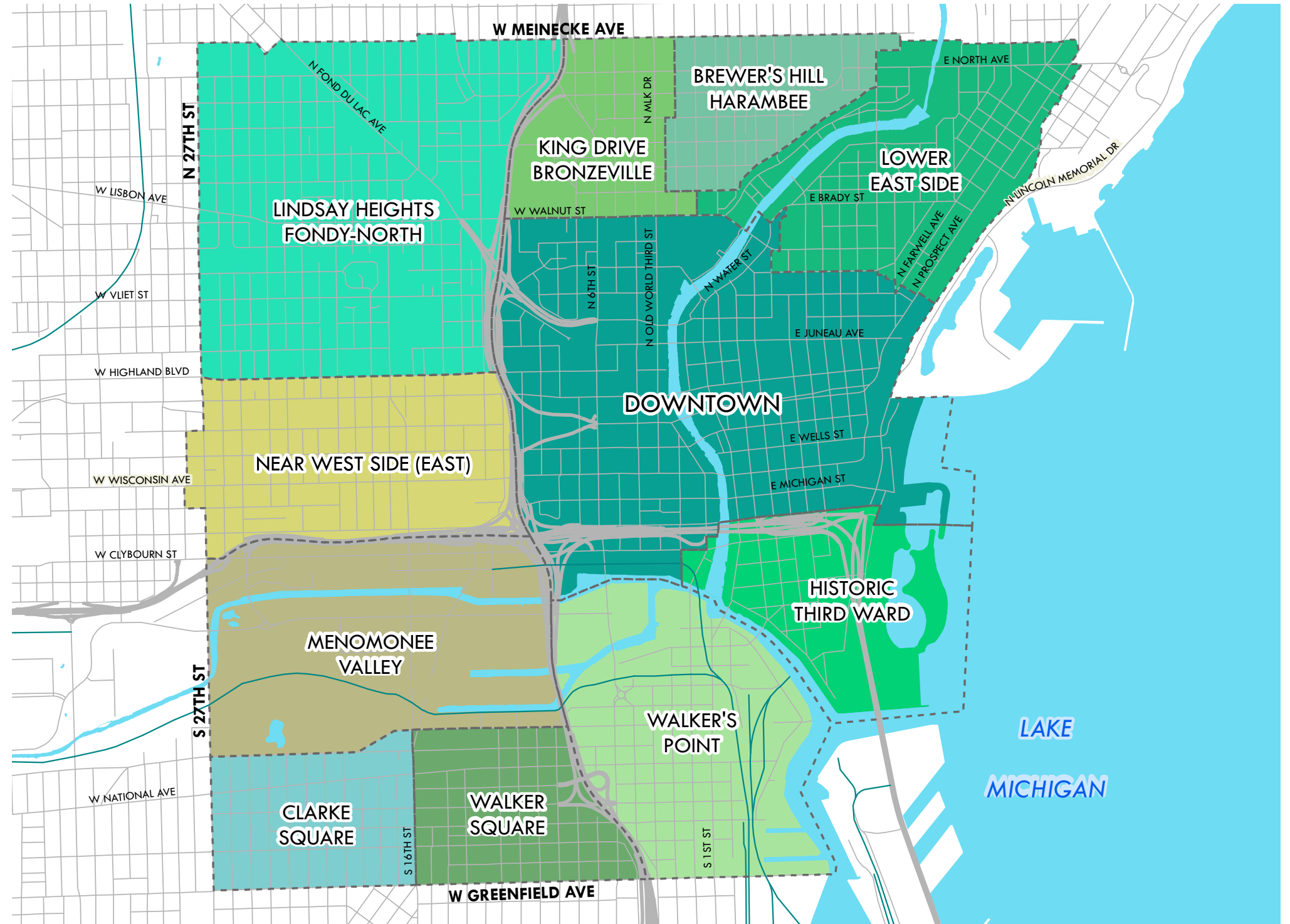
Phase 1 of the project involves acknowledging, reviewing and analyzing all of the existing plans and studies created by the Greater Downtown Milwaukee community over the last 5-7 years. This work is a representation of stakeholder efforts to improve and preserve the neighborhoods of the Greater Downtown, surface critical issues and establish clear goals and recommendations for change.

Our work starts where these plans left off, adding a comprehensive look at current trends that help to establish a data-driven perspective on how the Greater Downtown area is performing and what issues do we need to prioritize over the next 10 years. During this phase, we will supplement our data research with input from community workshops and open houses to help confirm our findings and surface any additional issues we may have missed.

This work will be used to help craft a proposed vision and set of target outcomes for the Greater Downtown, from which we will build an agenda for action in Phase 2.

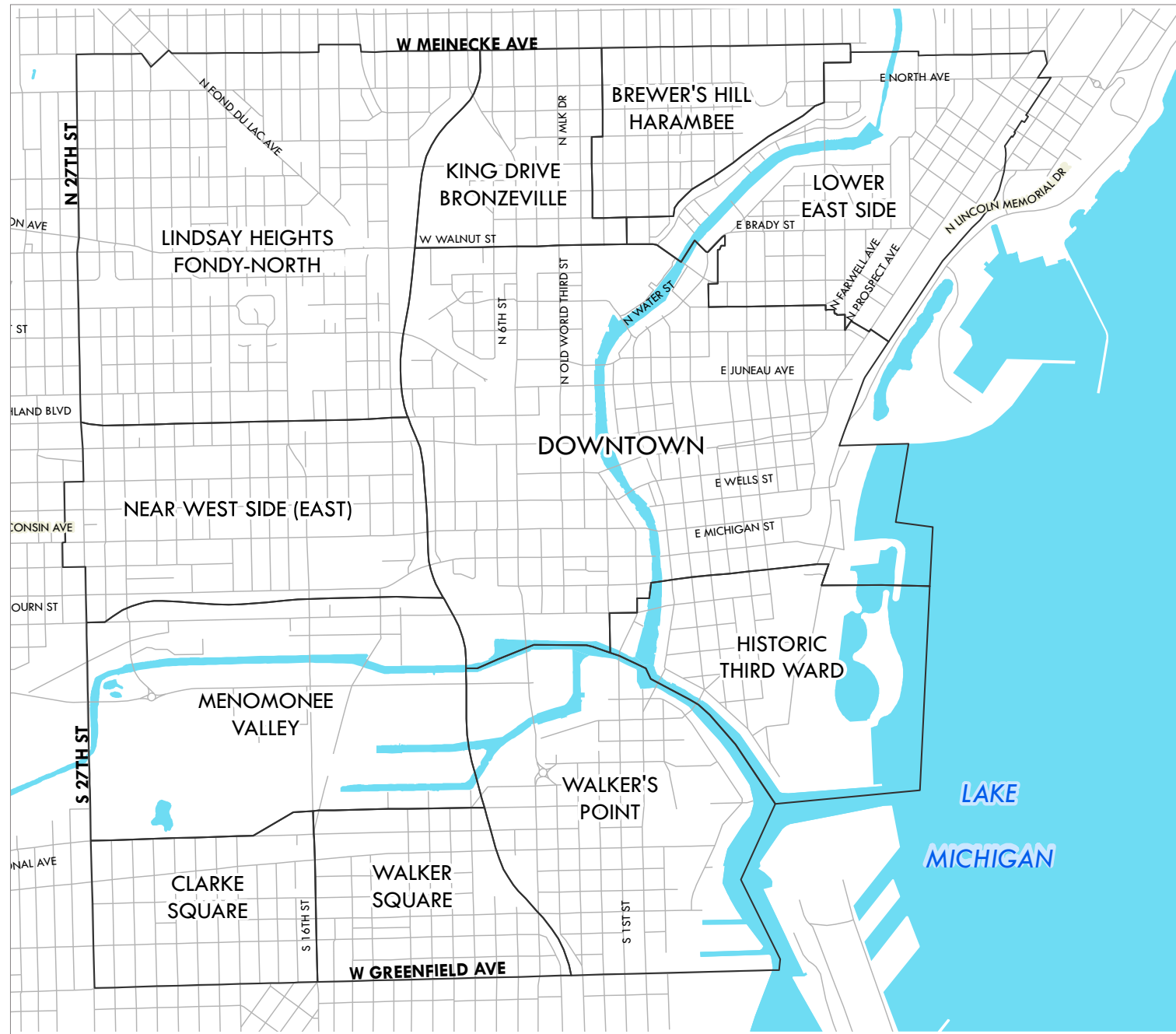
# What and Where is the Greater Downtown

The **Greater Downtown** is comprised of downtown Milwaukee and the neighborhoods immediately adjacent, including: Lower East Side; Brewer's Hill/Harambee; King Drive/Bronzeville; Lindsay Heights/Fondy-North; Near West Side (East); Menomonee Valley (East); Clarke Square; Walker Square; Walker's Point; and the Historic Third Ward.



# Traditional Neighborhoods and Boundaries

There are 23 “traditional” neighborhoods within the Greater Downtown as identified in the Milwaukee Neighborhood Identification Project.



Source: City of Milwaukee

