

# Where are the Development Opportunities in the Greater Downtown

Zoning

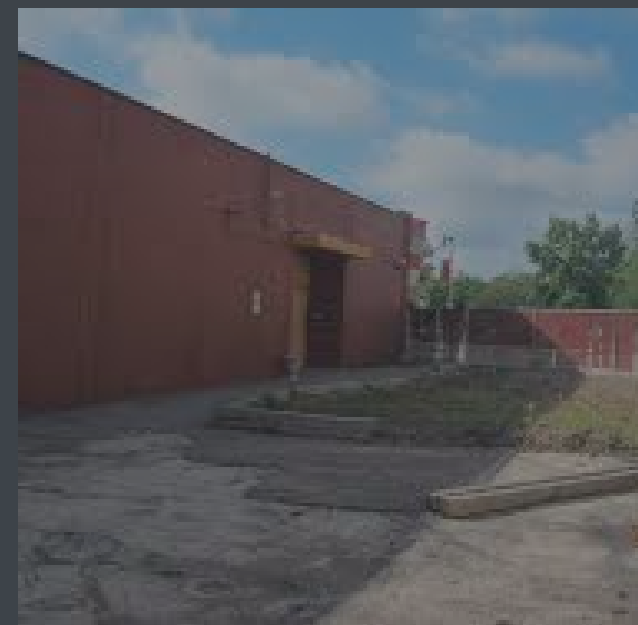
Land Use

Vacant Land

Potential Investments in Transit and Infrastructure

Neighborhood Plans – 2010-16 | Catalytic Projects

Infrastructure Projects



## 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.

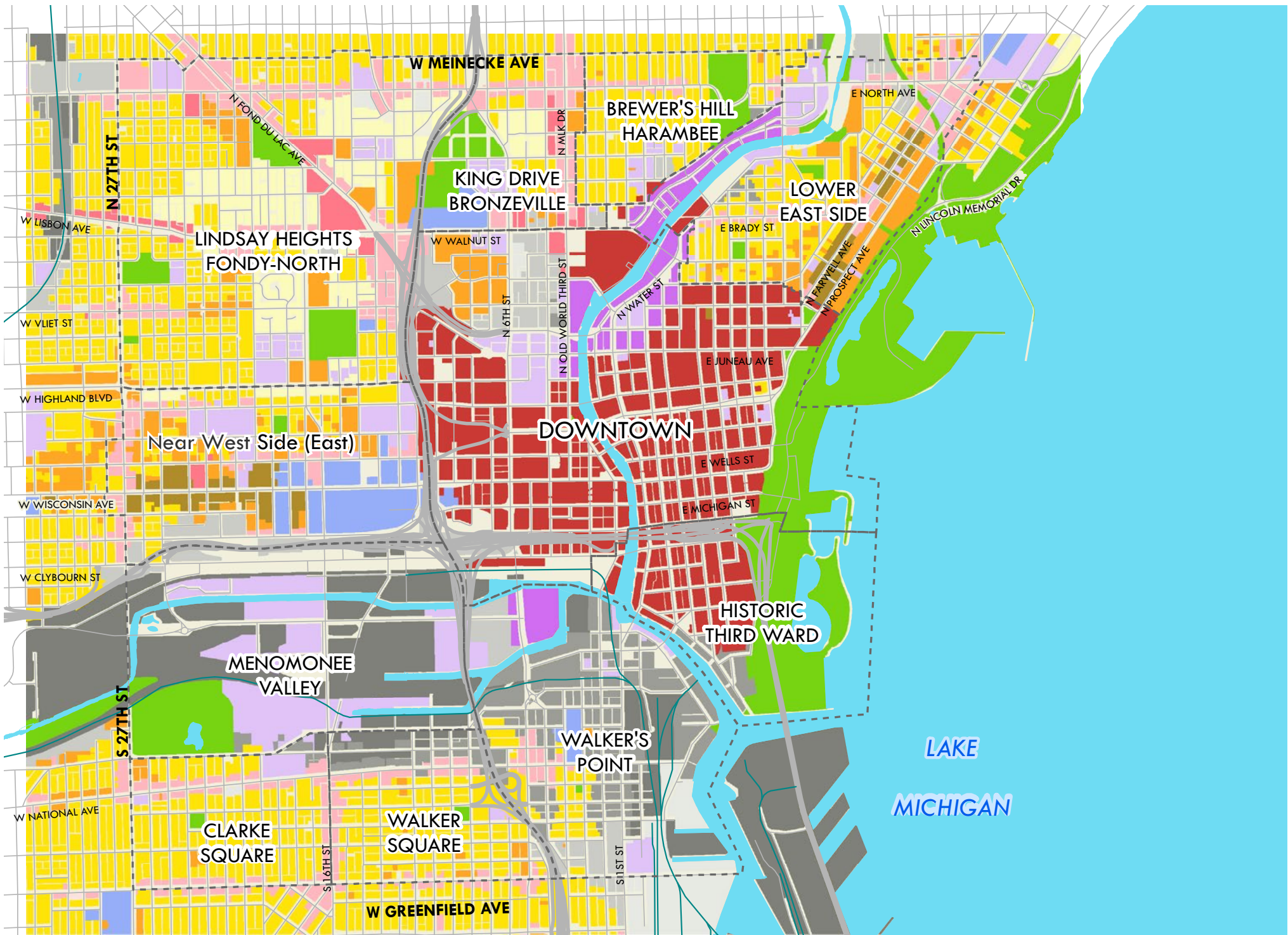
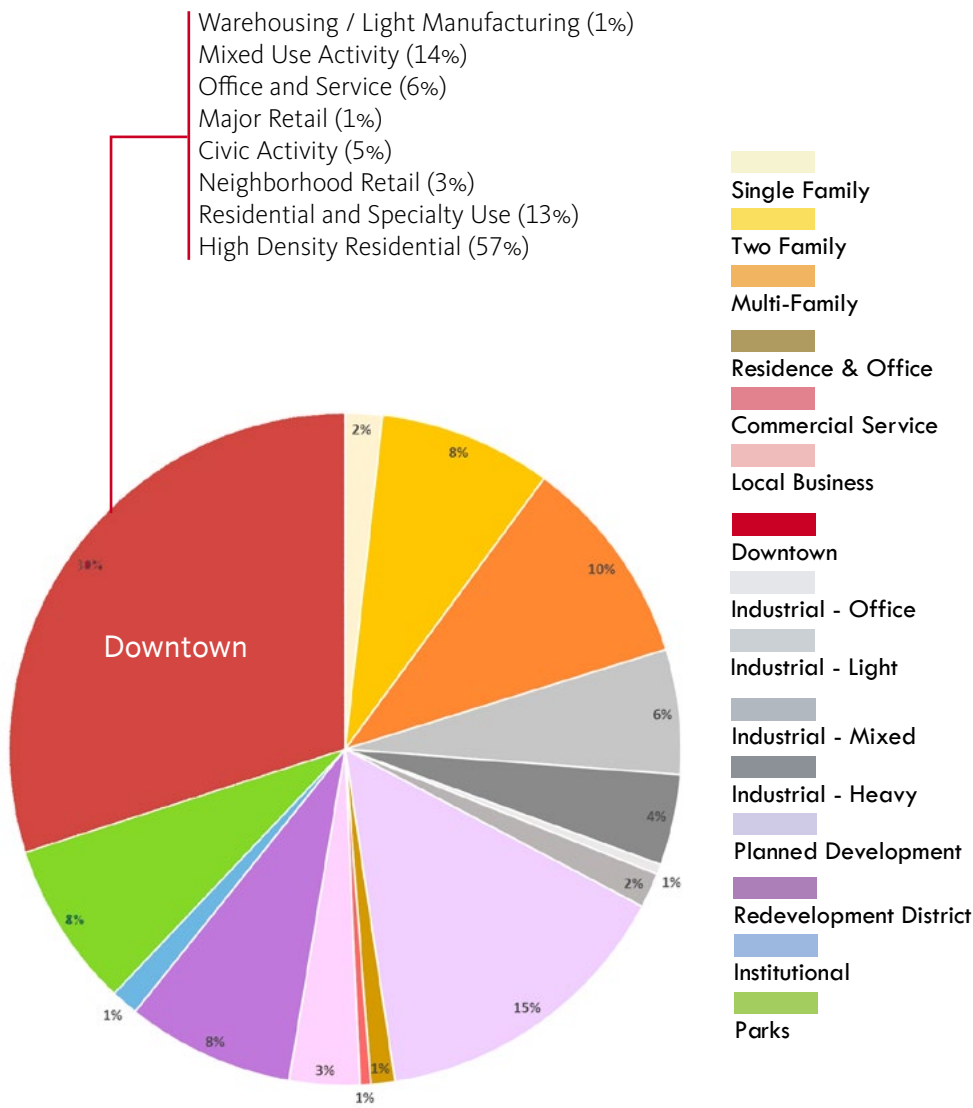
This work will be used to help craft a proposed vision and set of target outcomes for the Greater Downtown, from which we will build an agenda for action in Phase 2.



# Zoning

The total size of the Greater Downtown is 5,109 acres. At 30%, the Downtown comprises the largest zoning percentage of the Greater Downtown.

## Greater Downtown Zoning by Percentage



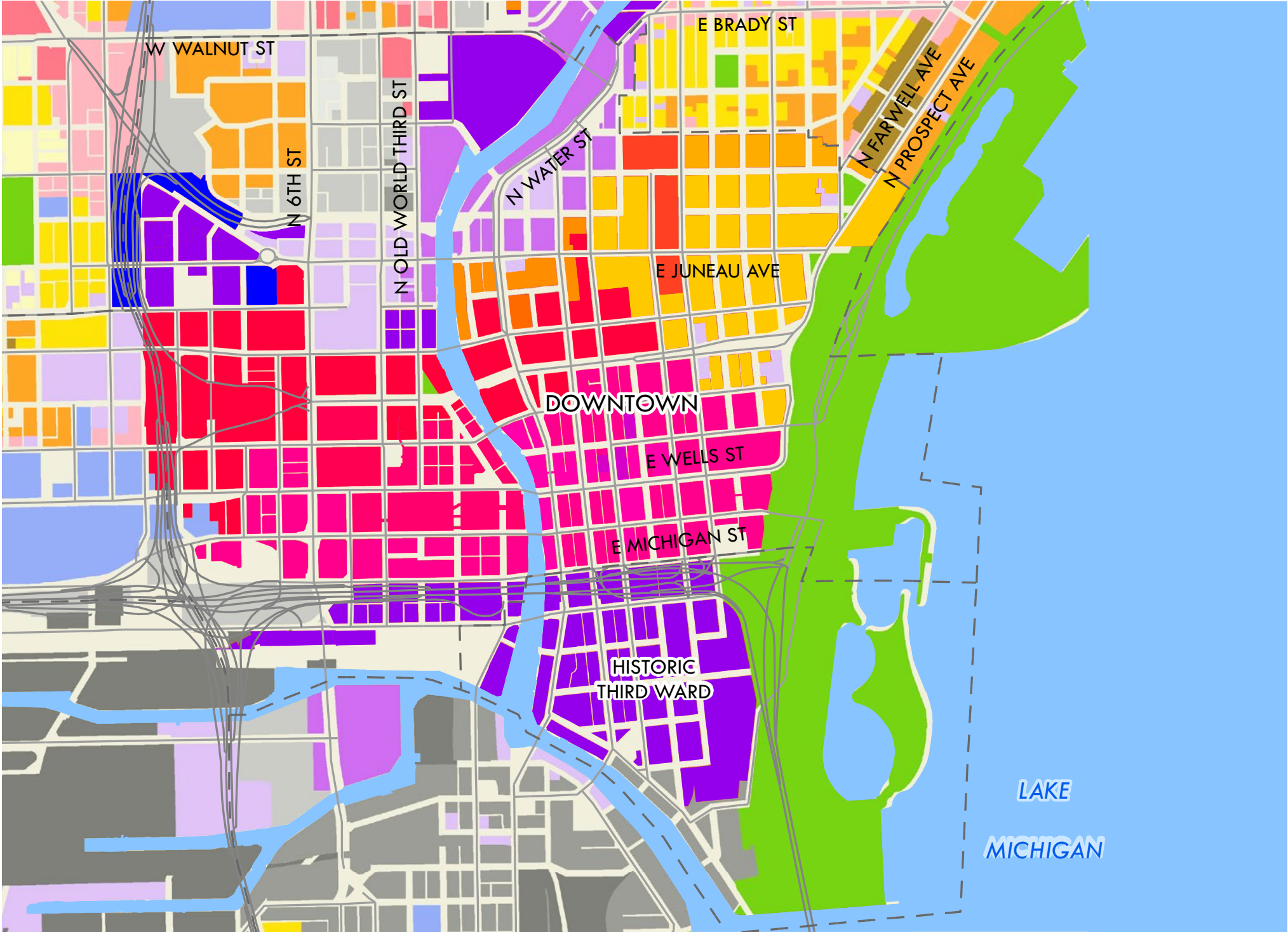
Source: Gensler, City of Milwaukee DCD



# Zoning (Downtown)

The Downtown has its 8 Zoning Districts with the majority of the zoning classification being C9.

- C9A(A) High Density Residential
- C9A(B) High Density Residential
- C9B(A) Residential and Specialty Use
- C9B(B) Residential and Specialty Use
- C9C Neighborhood Retail
- C9D(A) Civic Activity
- C9D(B) Civic Activity
- C9E Major Retail
- C9F(A) Office and Service
- C9F(B) Office and Service
- C9F(C) Office and Service
- C9G Mixed Activity
- C9H Warehousing / Light Manufacturing




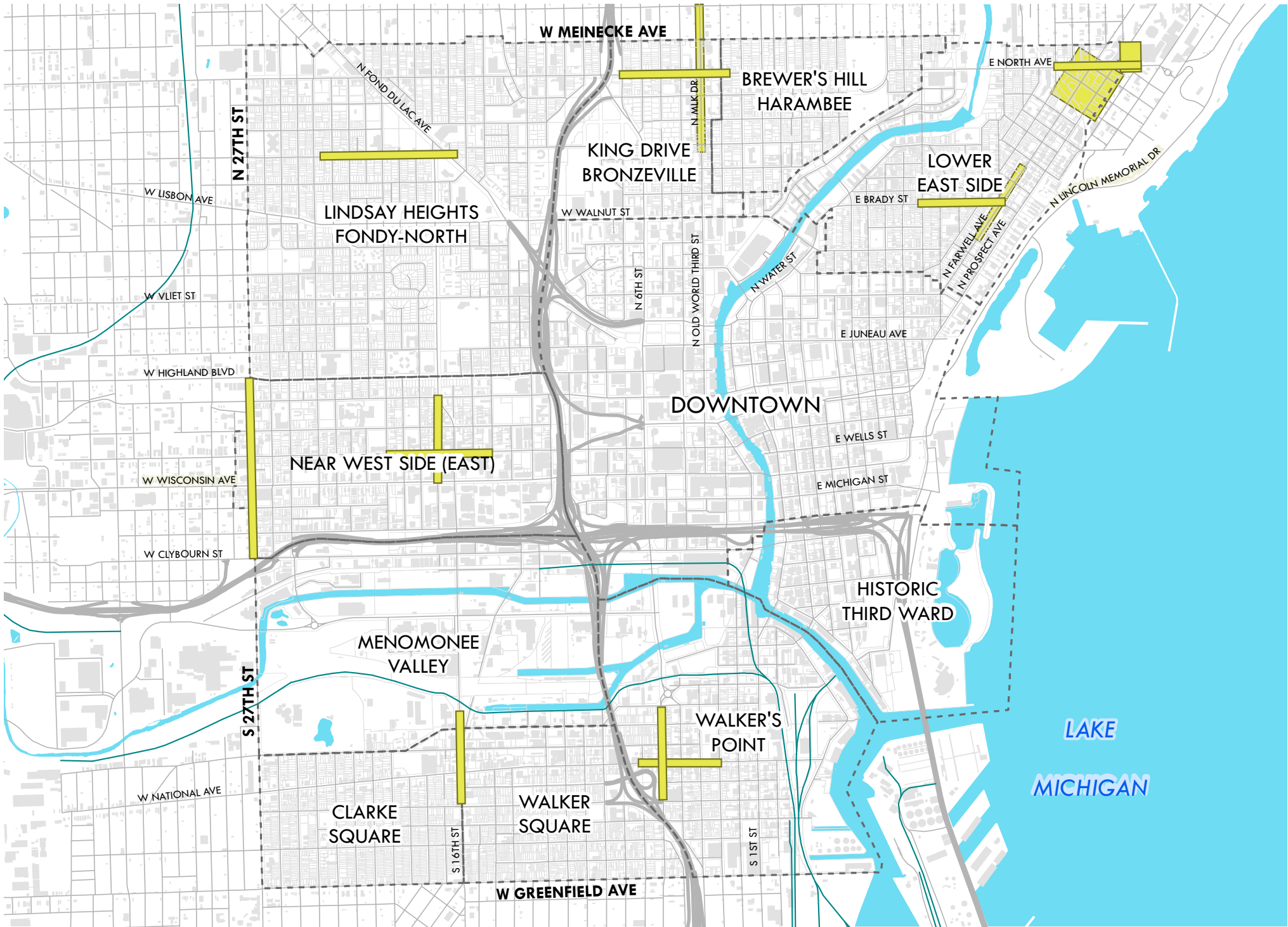
Source: Gensler, City of Milwaukee DCD



# LB3 Zoning Districts

The recently created ‘LB3 Zoning District’ is designed to promote compact, pedestrian friendly districts, and transit supportive density to promote the diverse use of transportation. The district is intended to generally be applied at the ‘Main & Main’ intersection within a local business corridor or at “catalytic” sites to allow more substantial development and ensure greater minimum development.

 LB3 Zoning Districts

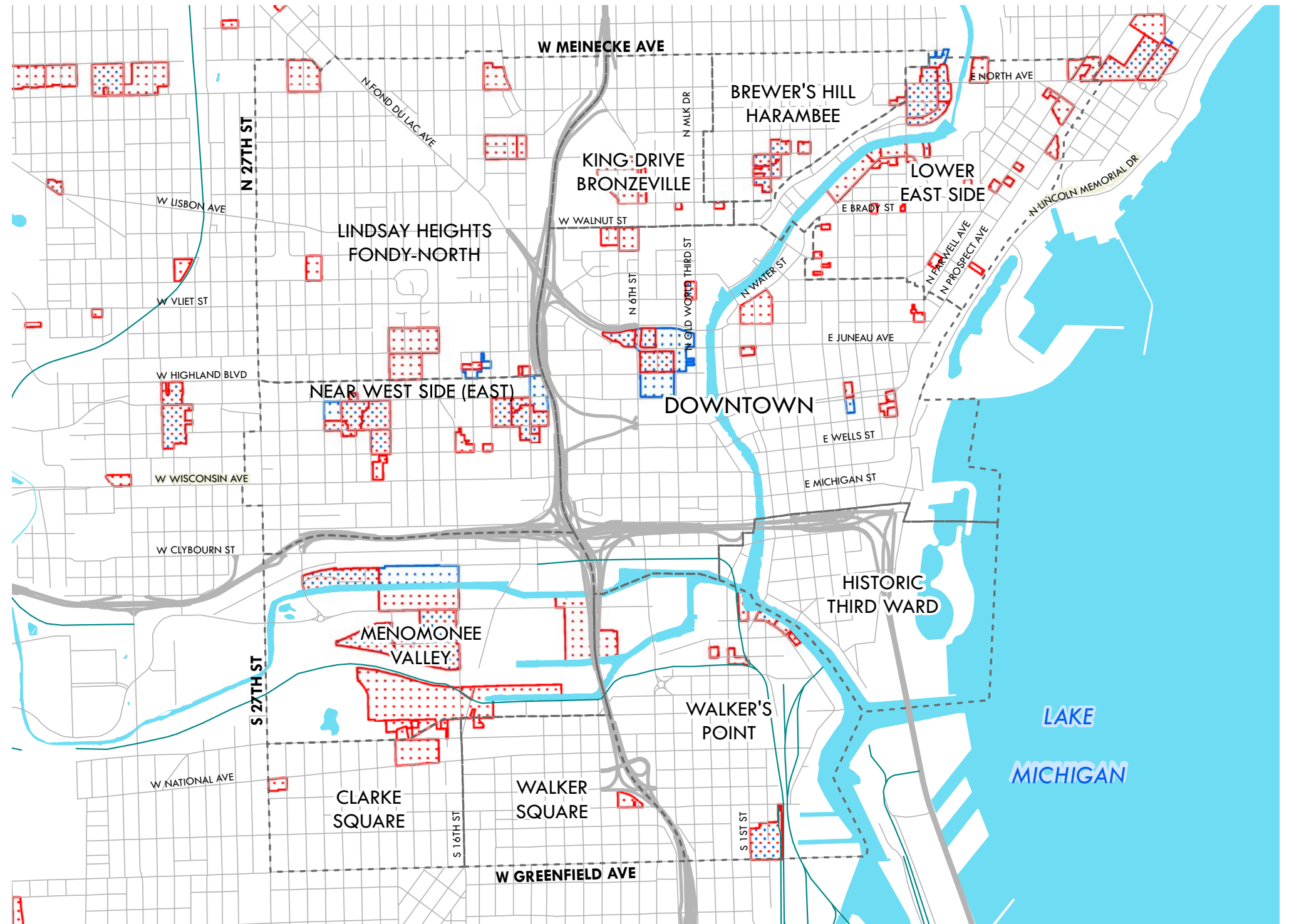
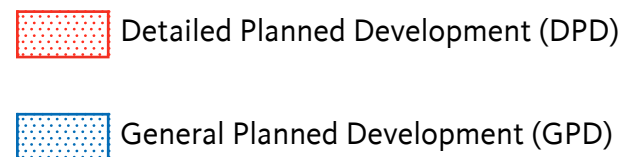


Source: Gensler, City of Milwaukee DCD



# Detailed and General Planned Developments

The City of Milwaukee's Department of City Development established Planned Development (PD) zoning to provide site-specific flexibility in land development for unique projects. These special zoning districts are used to promote creativity, variety and environmental sensitivity while encouraging compatible and consistent development.

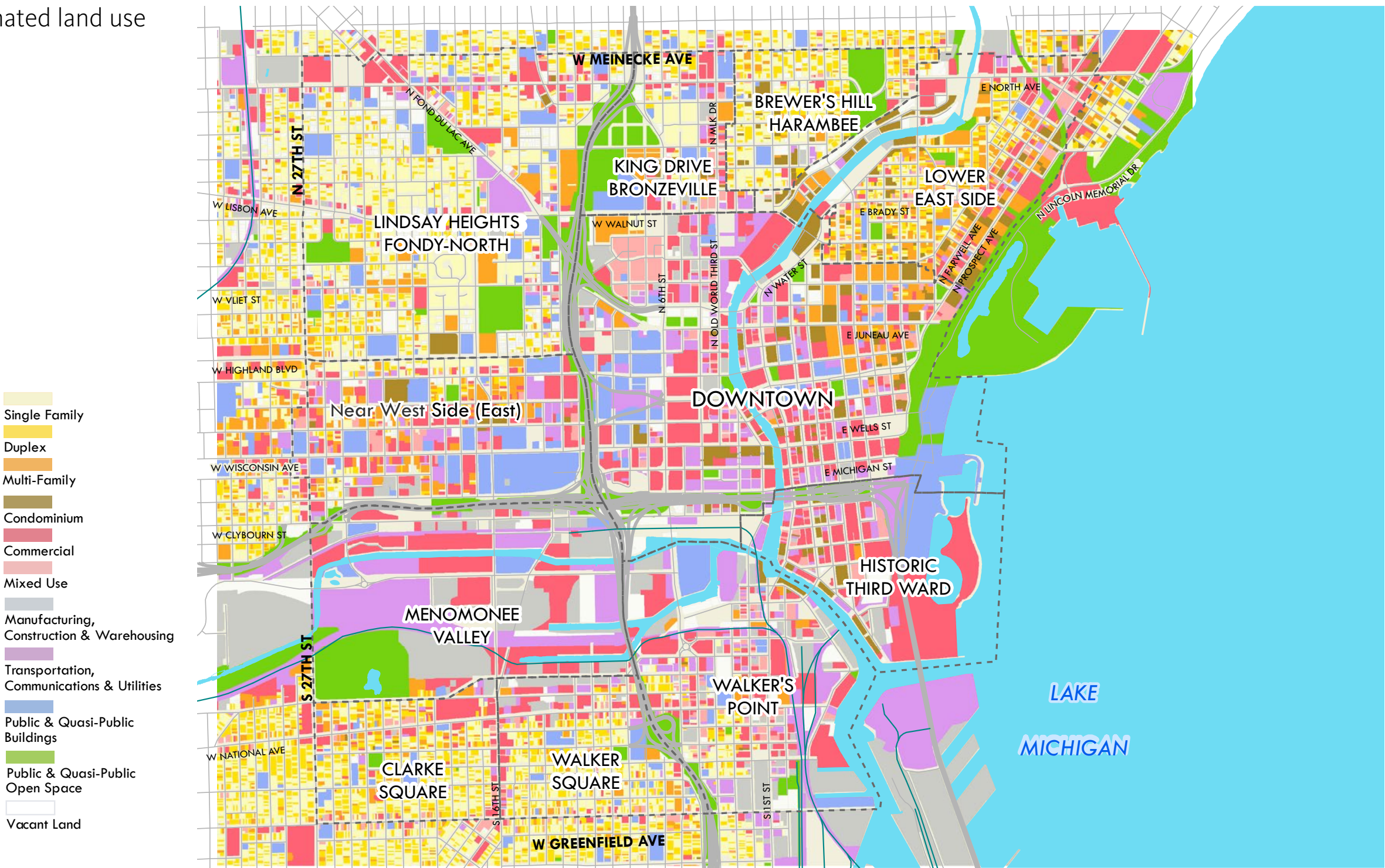


Source: Gensler, City of Milwaukee DCD



# Land Use

Residential makes up 60% of the designated land use within the Greater Downtown.

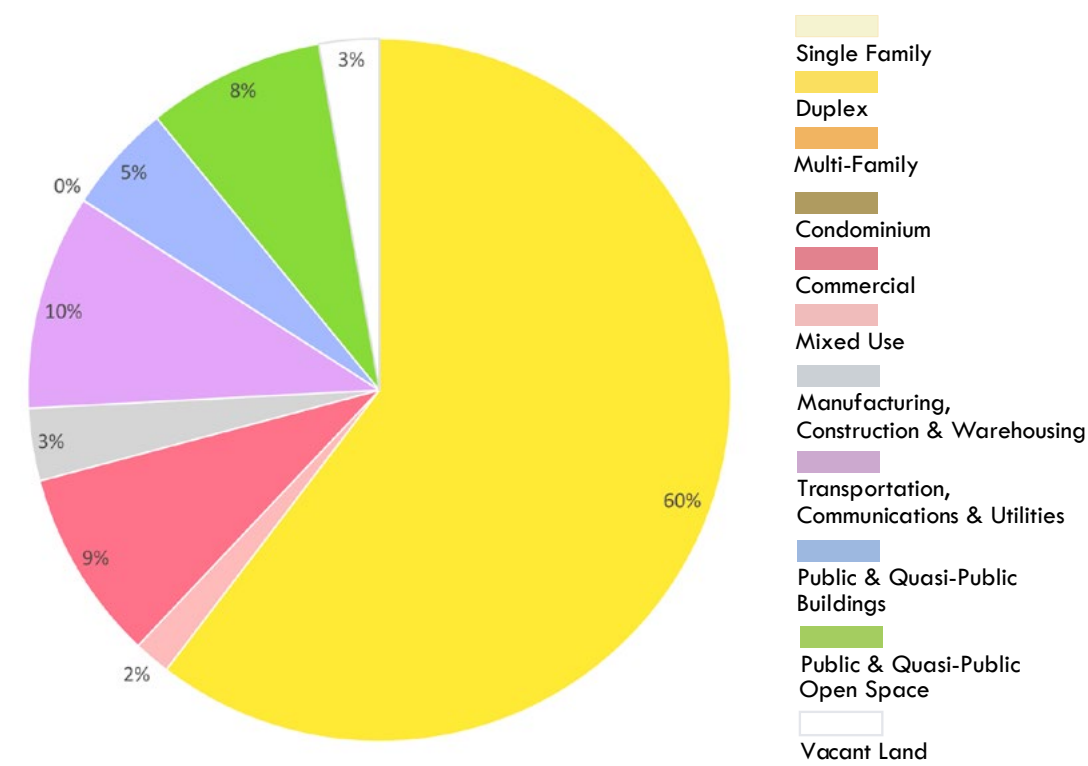


Source: Gensler, City of Milwaukee DCD

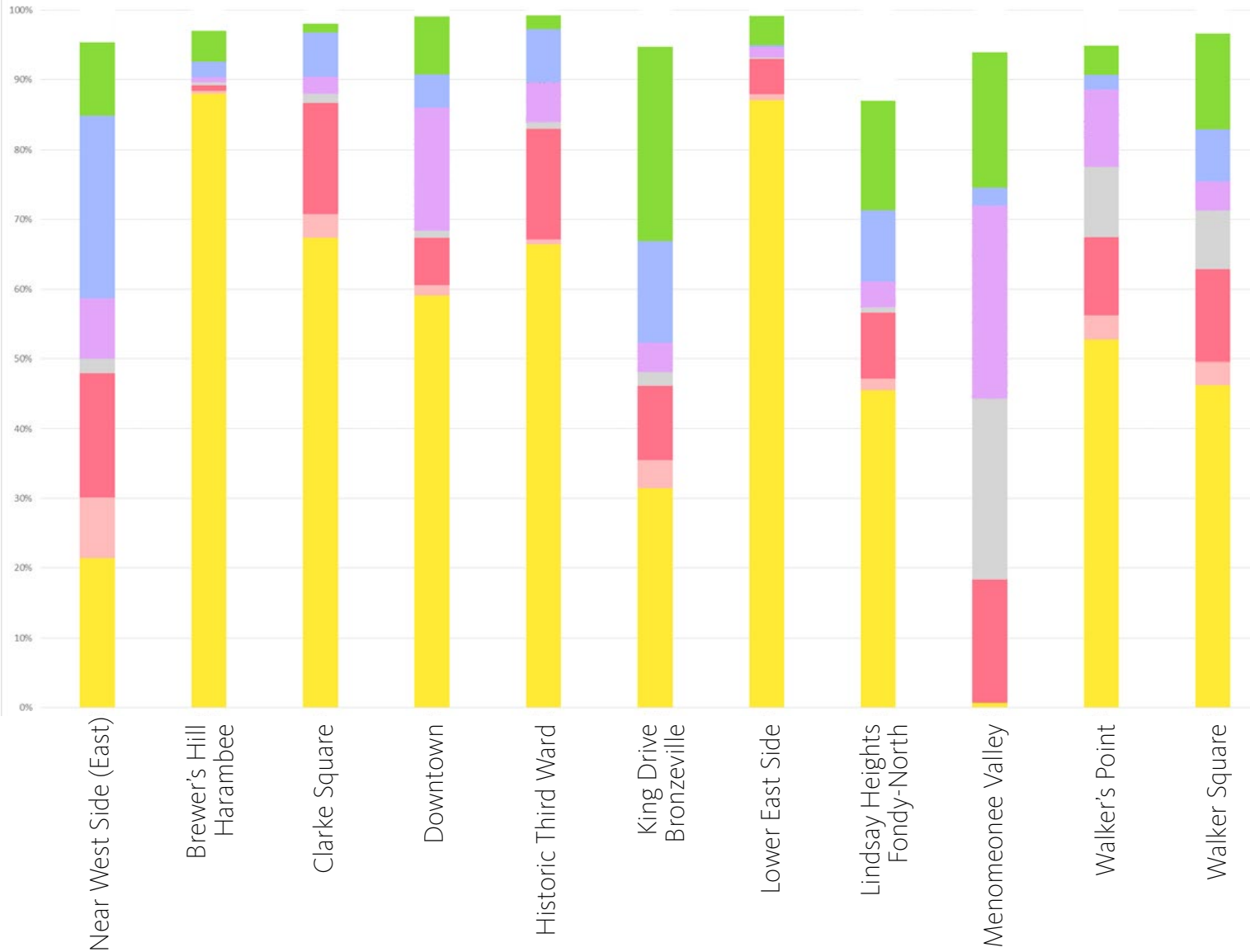
# Land Use

Within the Greater Downtown, 60% of the land use is residential. This is the largest of all land uses comprising approximately 3,068 acres. 502 acres (10%) is designated Transportation, Communications, or Utilities, 447 acres (9%) is designated Commercial and 169 acres (3%) is designated Manufacturing, Construction, or Warehousing.

Greater Downtown Land Use by Percentage



Land Use by Neighborhood



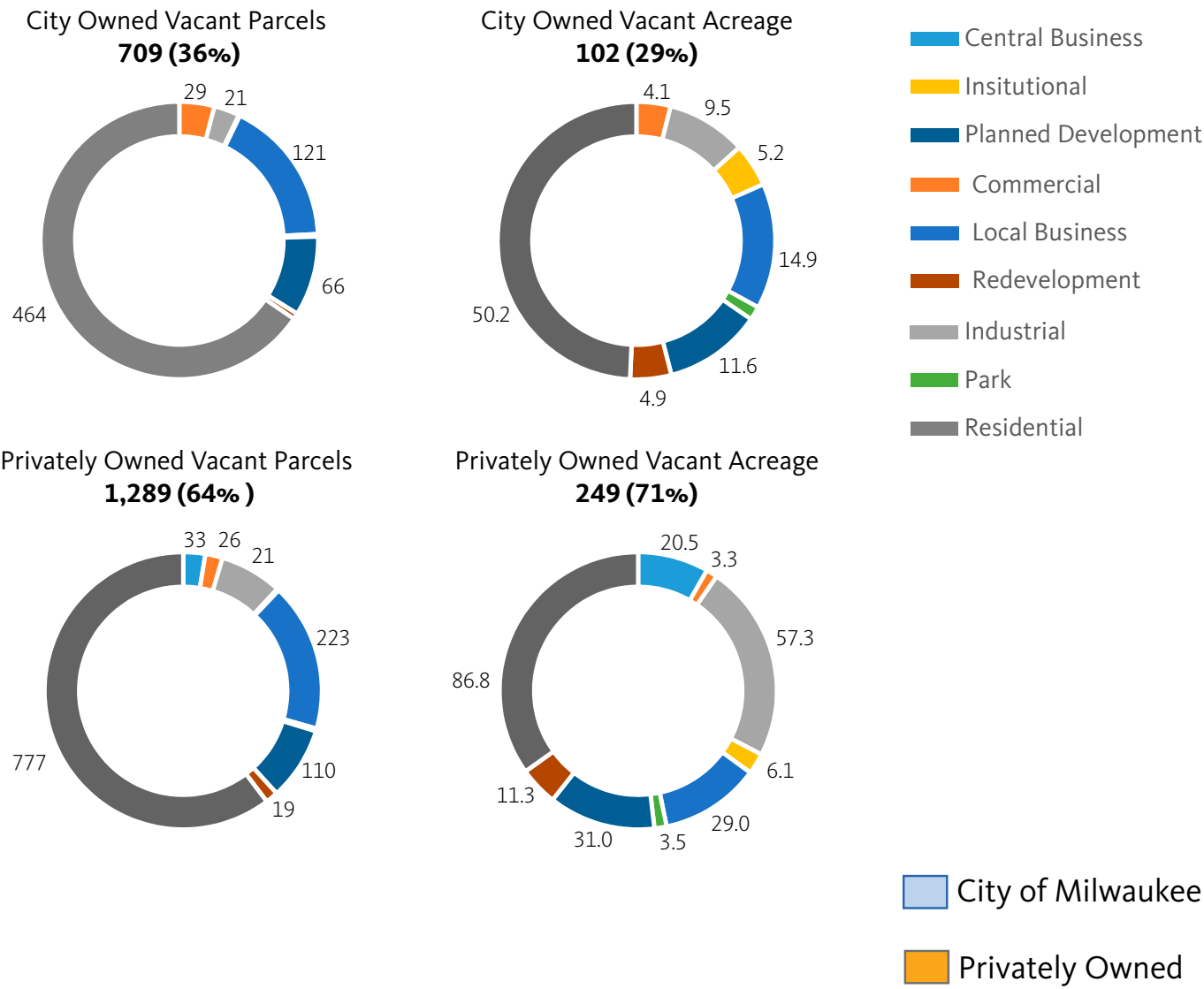
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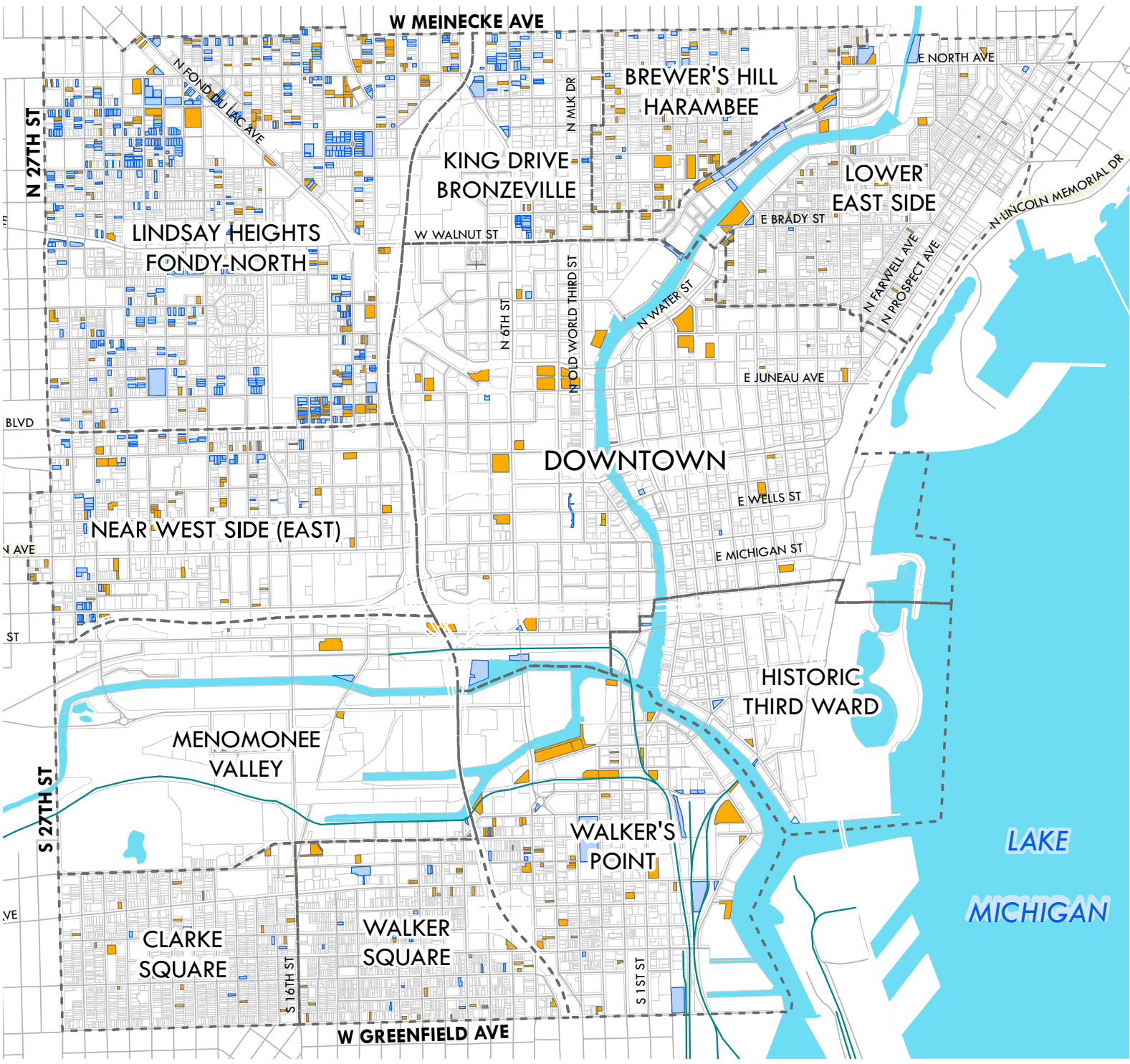
# Vacant Land

The highest proportion of vacant land in Greater Downtown is zoned residential (39% of the total acreage) and is concentrated mostly in neighborhoods to the northwest. The City owns 29% of the total vacant land area; 14.9 acres is zoned Local Business and 11.6 acres zoned Planned Development.

## Vacant Parcel Zoning



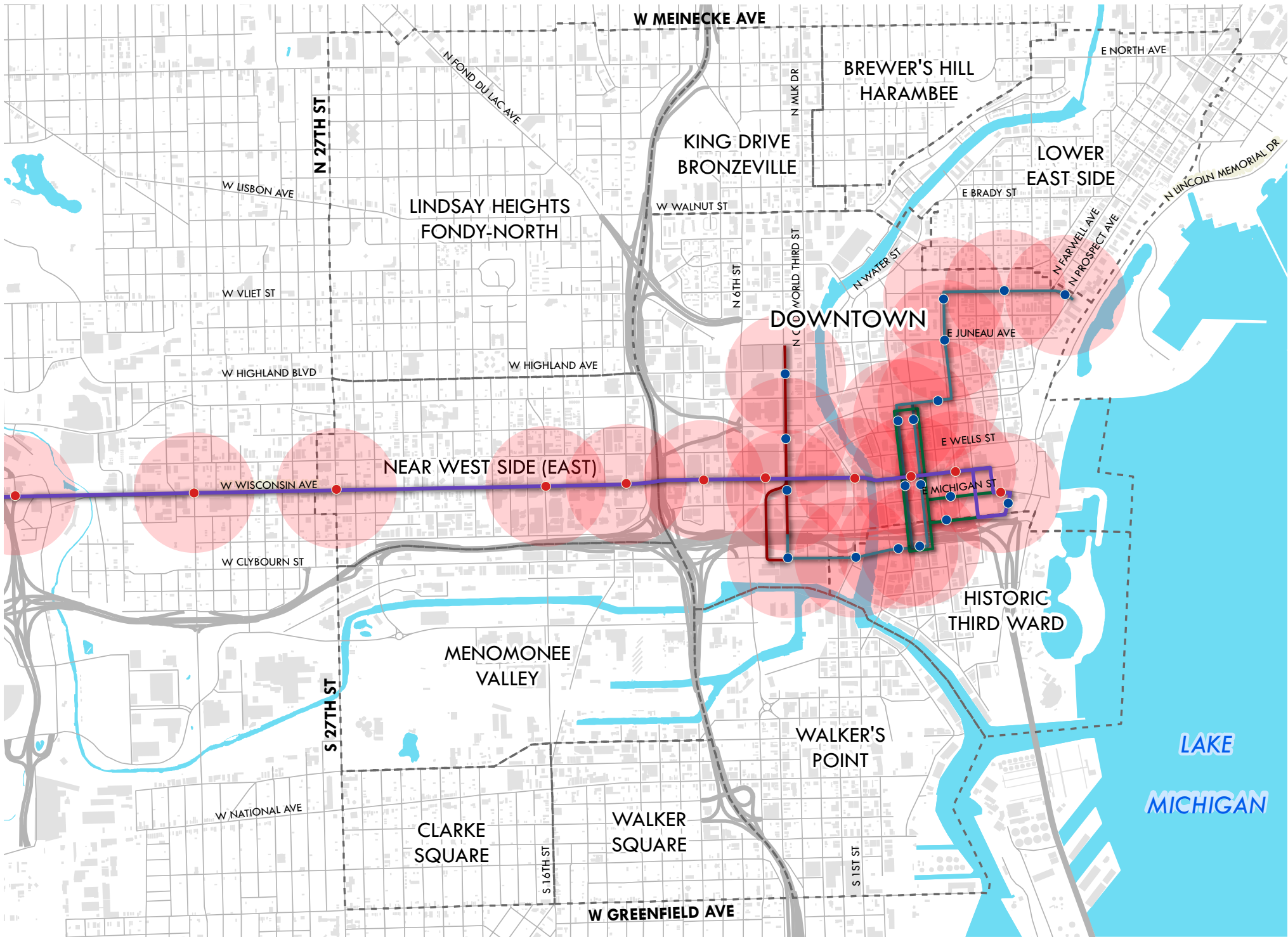
Source: Gensler, City of Milwaukee DCD



# Potential Investments in Transit and Infrastructure

If all phases of the proposed streetcar and BRT system were completed, 29 new transit stops would be created within the greater downtown areas.

- Potential Streetcar Stop
- Potential BRT Stop
- TIGER 2016 Operational
- Phase 1 Route
- Lakefront Line
- Proposed BRT Route
- 1/4 mile TOD Radius



Source: Gensler, City of Milwaukee DCD



# Neighborhood Plans – 2010-16 | Catalytic Projects

There are over 40 different projects are presented in existing neighborhood base plans with the majority of the project types being either open space, mixed-use development or culture and entertainment uses.

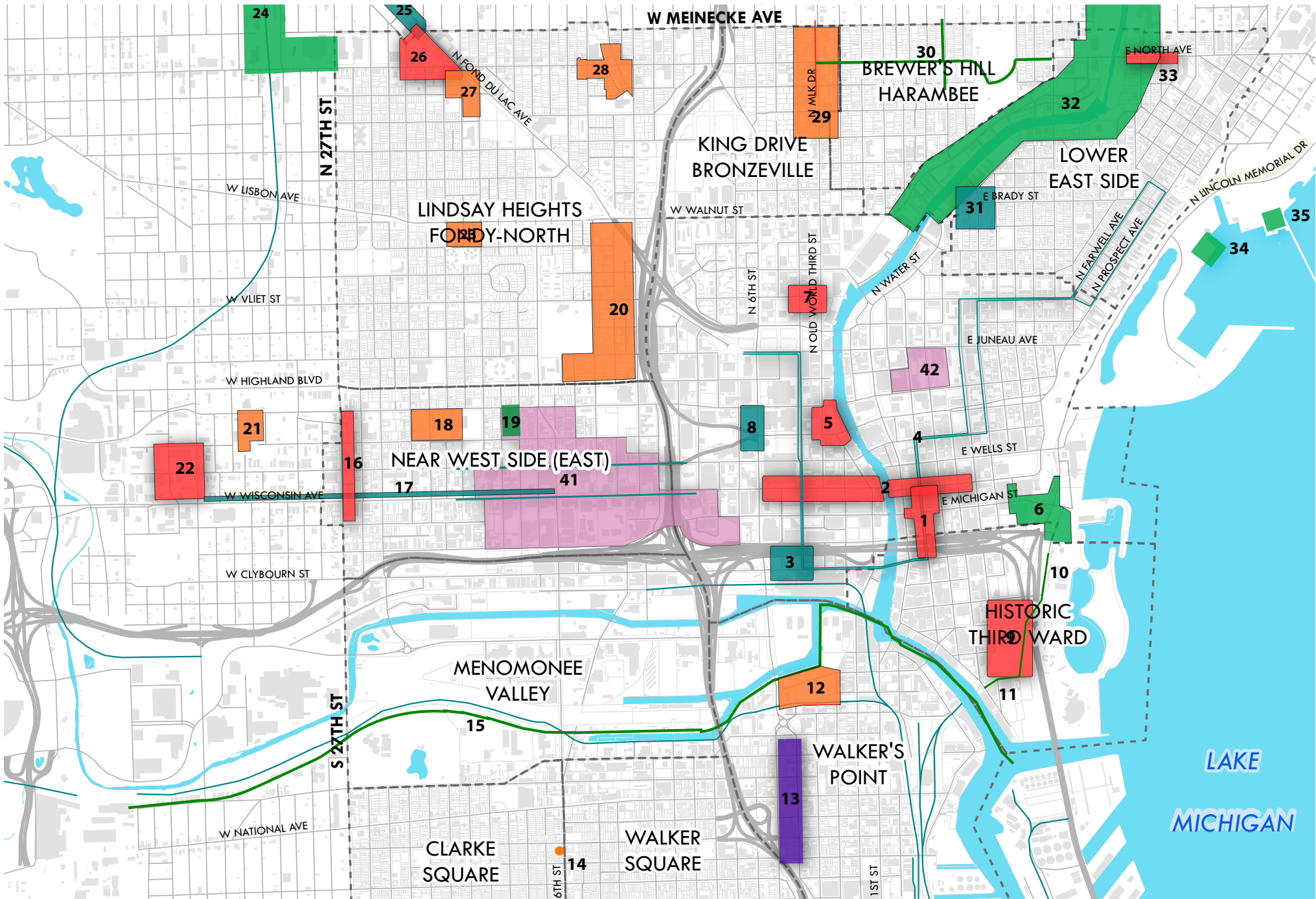
## Opportunities

- 1 Broadway Connection
- 2 Wisconsin Avenue Strategy
- 3 Station Plaza
- 4 Downtown Streetcar
- 5 P  re Marquette Square
- 6 Lakefront Gateway
- 7 Haymarket Square
- 8 Kilbourn Boulevard Extension
- 9 The Italian Village
- 10 Harbor Drive
- 11 Polk Green
- 12 Reed Street Yards Redevelopment
- 13 Cultural, Arts and Entertainment District
- 14 Cesar Chavez Drive Signature Redevelopment
- 15 Riverfront Node Parks and Riverwalk Extension
- 16 27th Street "Main Street"
- 17 Wisconsin Avenue Enhanced
- 18 City on a Hill
- 19 Norris Playground Conversion to Community Open Space
- 20 Vliet Street Area Revitalization
- 21 Indian Community School Property
- 22 35th Street Area Redevelopment
- 23 Walnut Node
- 24 30th Street Industrial Corridor
- 25 Fond Du Lac Parking Initiative
- 26 Former Sears Block
- 27 Fond Du Lac and 20th Street
- 28 Teutonia and North
- 29 Martin Luther King Drive Meinecke to Brown Drive to Reservoir Park
- 30 North Avenue Corridor - Martin Luther King Drive to Reservoir Park
- 31 Park East to Brady Street TOD Connection
- 32 Overlay District for the Milwaukee River Environmental Corridor
- 33 North Avenue Corridor (Milwaukee River To Oakland Avenue)
- 34 McKinley Marina
- 35 Pavilion Improvements

Source: Gensler, City of Milwaukee DCD

## Status

- In Progress
- In Progress
- In Progress
- In Progress
- On Hold
- In Progress
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- Completed



● Commercial ● Green Space ● Transportation ● Mixed-use/ Redevelopment ● Industrial ● Cultural/Entertainment ● Institution

# Infrastructure Projects

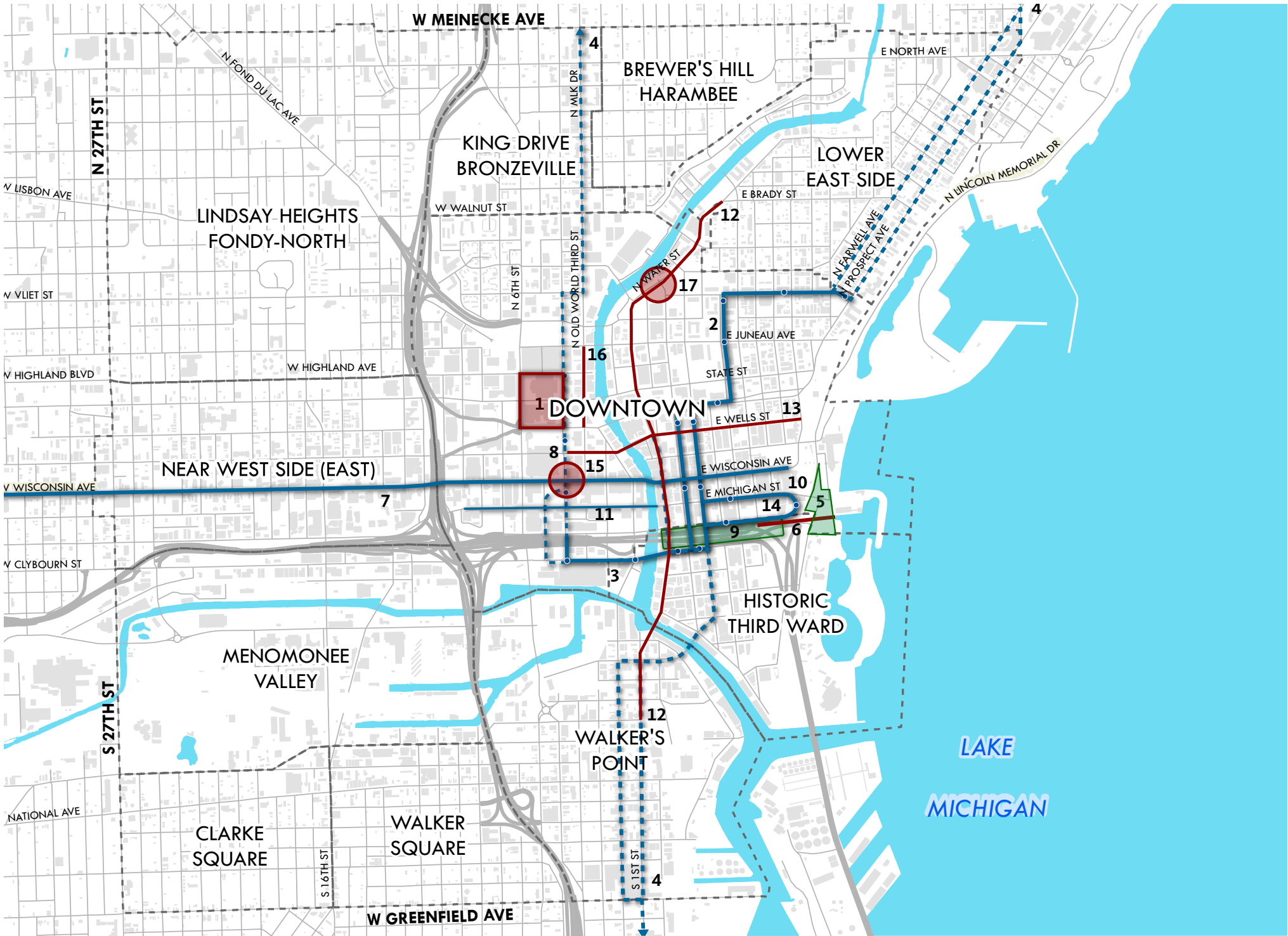
These projects are various stages of discussions at the City of Milwaukee, Dept of City Planning. The “Development Stage” Projects are in an advanced stage, but not yet approved. “Conceptual Stage” project are at the preliminary level of discussion.

## Development Stage

- 1 Arena District – Block and Streetscape Design
- 2 Streetcar – Initial Line
- 3 Streetcar – Lakefront Line
- 4 Streetcar – 4th Street Extension
- 5 Lakefront Gateway Plaza
- 6 Lakefront Gateway – Roads Project
- 7 BRT (Downtown to Wauwatosa/Research Park)
- 8 4th Street – Street Design Project
- 9 Brighten the Passage – Connection Improvements between East Town and the Third Ward

## Conceptual Stage

- 10 Michigan Avenue (westward) Bike Lanes
- 11 Broadway and Milwaukee proposed Bike Lanes
- 12 Water Street Bike Lanes from Walker’s Point to Park East
- 13 Well’s Street (From 4th Street to Lakefront) Streetscape Plan
- 14 Streetcar streetscape plan(s)
- 15 4th Street and Wisconsin Plaza redevelopment
- 16 Old World 3rd Street Streetscape design (Killbourn Ave to Juno)
- 17 Broadway and Water Street Intersection Redevelopment Plan



Source: Gensler, City of Milwaukee DCD