



CONNECTING MKE

DOWNTOWN PLAN 2040



BUILDING UPON DOWNTOWN'S MOMENTUM

Connec+ing MKE: Downtown Plan 2040, co-led by the City of Milwaukee and Milwaukee Downtown, BID #21, sets a vision for the future of Downtown Milwaukee.

The last Downtown Area Plan was adopted in 2010 and included recommendations for streets, public spaces and new development. They aimed to foster a distinct Downtown center, a strong sense of place and a connected Downtown, and to attract a density of vibrant uses to Downtown.

Since the Plan's adoption in 2010, many of its catalytic projects have been implemented. Plus, more than \$4.6 billion has been invested in public and private projects Downtown, with an additional \$3.1 billion proposed or under construction.

Connec+ing MKE: Downtown Plan 2040 looks to continue the momentum of the 2010 Plan, build on the success of recently completed or announced projects, and lay out an aspirational vision for the future of Downtown. It's a vision that takes into consideration global post-COVID trends and Downtown Milwaukee's distinguishing physical characteristics to unlock its full growth potential. The focus is on creating great places connected by walkable streets, enhanced transit options, greater connectivity with surrounding neighborhoods, and active and inclusive gathering spaces and plazas.

DEFINING A COLLECTIVE VISION

The vision set forth in *ConneC+ing MKE* represents a collective vision for our city center, generated through significant community engagement. During nearly two years of outreach, *ConneC+ing MKE: Downtown Plan 2040* received input from more than 2,500 individuals, including participants from all Milwaukee zip codes. This robust and inclusive engagement shaped the eight overarching goals for the Plan, as well as “big ideas” and catalytic projects.



Goals for 2040

Housing & Neighborhoods

GOAL 1: Increase the Downtown population through density and diversity of housing, and improve the quality of life in Downtown and surrounding neighborhoods.

Business & Education

GOAL 2: Create environments and programs that support an increase of diverse businesses and a talented workforce.

Retail, Services, Food & Nightlife

GOAL 3: Create vibrant retail and entertainment districts with streets and public spaces that feature active uses and pedestrian-friendly designs.

Arts, Culture, Entertainment & Sports

GOAL 4: Create more opportunities for shared experiences, and highlight the diverse stories, people and places that make Milwaukee unique.

Sustainability & Resilience

GOAL 5: Create an environmentally, socially and economically sustainable and resilient Downtown.

Transportation & Mobility

GOAL 6: Redesign our streets to support walkability, and expand options for the safe, comfortable and enjoyable movement of people.

Streets & Public Space

GOAL 7: Invest in the public realm by improving streets, parks and other public spaces in ways that encourage a more vibrant, inclusive and resilient Milwaukee.

Land Use & Development

GOAL 8: Create more opportunities for public and private investment in the built environment.

BIG IDEAS

Public input helped shape six “big ideas” for how public and private investment can drive physical changes to Downtown that meaningfully advance *ConneC+ing MKE* goals.

GROW DOWNTOWN

- Double the Downtown population through intensive housing development.
- Significantly increase Downtown’s job and talent density.
- Leverage publicly-owned development sites to promote housing density, affordability and new economic opportunities.

INVEST IN PARKS & GATHERING SPACES

- Create world-class gathering spaces, including improvements to Red Arrow Park, Pere Marquette Park and Cathedral Square.

REDESIGN STREETS AS PUBLIC SPACES

- Focus on walkable streets designed for people, including Water Street, Wisconsin Avenue, King Drive and Jefferson Street.

IMPROVE STREETS TO SUPPORT ALL USERS

- Create an enhanced transit experience, including improvements to transit facilities on Wisconsin Avenue, Water Street and 6th Street.
- Build a bike network that connects to greater Downtown neighborhoods. This includes improvements to Kilbourn Avenue, 6th Street, Van Buren/Jefferson Streets, and connections to the Beerline, Oak Leaf and Hank Aaron Trails.



EXPAND & ENHANCE TRANSIT

- Enhance the transit user experience and create robust transit options, including streetcar extensions, the expansion of bus rapid transit, and the expansion of intercity rail between Milwaukee and neighboring cities.

RECONNECT PLACES DIVIDED BY HUMAN-MADE BARRIERS

- Create better connections within Downtown, to the lakefront and to surrounding neighborhoods.
- Transform key streets, corridors and underutilized areas to create new places and enhance connectivity.

CATALYTIC PROJECTS

ConneC+ing MKE: Downtown Plan 2040 recommends a series of public and private development projects that have the potential to bring significant improvements to Downtown. Among those, several are identified as catalytic projects, which represent high-priority opportunities with enormous potential to transform Downtown Milwaukee. That includes generating momentum to spark complementary investments in the surrounding areas.



• Public Museum & State Office Building Redevelopment at MacArthur Square



• Place Management Organization for Parks & Public Spaces



• The Hop Streetcar Extensions to Westtown, Bronzeville, Walker’s Point & East Side



• 6th Street Complete Street



• Water Street Entertainment District



• Performing Arts Center Parking Garage Redevelopment



• The I-794 & Clybourn Street Corridor



• Haymarket District



• Lakefront Gateway



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Jefferson Street Transformation



Pere Marquette Park Improvements



Kilbourn Avenue Enhancements

