

MILWAUKEE

Milwaukee, WI

Downtown Population: **19,630**
 Downtown Area: 1,367 Acres



Denver Vs. Milwaukee

Similarities: Challenges retaining retail/ corporate business, Cultural center for surrounding suburbs, Downtown Campuses (Marquette & Aurora), Experimenting with mixed use, Condo/Apartment booms, Large edge-cities, New Art Museum
Differences: Poor inner-city transit, Neighbor to a megalopolis, Historically a manufacturing city, Massive population decrease (50%) in the last 40 years, Waterfront property, Severe winter climate,

Planning Lesson #1: Plan for the replacement of old housing and employment **as well as** new housing and employment instead of only planning for new business and housing. In context, manufacturing out + new financial base in = mass exodus of old & influx of new people and jobs (i.e. rust belt cities)
Planning Lesson #2: Catering heavily to "Commuters" to the city center will hamper future growth. The city transit was not prepared to serve the actual downtown. It serviced the commuter. Now the transit is trying to catch up to the rapid downtown growth.

Housing Revitalization

Current Housing Boom
 2500 New and Proposed Units (Last 3 Years)
 Condos and Apartments
 Not Affordable for All



Top Development/Land Trends

Condo & Apartment Boom
 Strong Financial Service Industry
 Majority Class A Office Space
 Demand for Cultural Amenities
 Shift From Manufacturing to Corporate

Social Issues

Manufacturing Jobs Sent to Mexico
 Gentrification
 New Jobs Replacing Old Employees
 Affordability



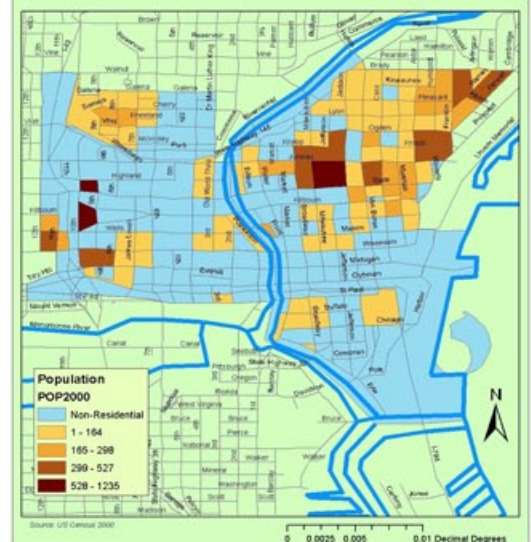
Shaping Downtown

Rust Belt City
 Influx of Empty Nesters
 Intermodal Transit Station
 Efficiency of Living
 Cultural Amenities
 Chicago Spillover
 Downtown Reinvestment (Public & Private)
 Reurbanization of America

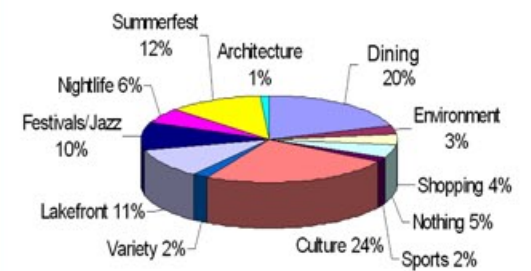
Downtown Milwaukee



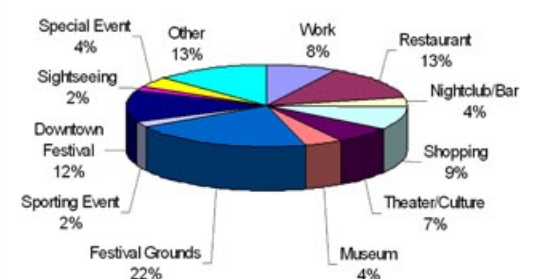
Milwaukee's Downtown Population



Downtown Activity



Reason for Visiting Downtown



Transportation

Milwaukee County Transit:
 Busses Only
 Hubs At US Bank Center
 Minimal Local Routes (1 Seasonal)
 Services Entering and Exiting the City Dated



Pedestrian Corridor Projects:
 Milwaukee Walks
 Riverwalk Sub-District

Future: Milwaukee Connector; The Connector is a proposed multi-modal transit project to connect downtown subdistricts