

Northeast Side: Project Management Team (PMT)

Location: DCD, Conference Room 2 - West

December 14, 2006

9:00 p.m. – 9:30 p.m.

1. *Northeast Side Boundaries*

The plan area boundary is I-43 on the west, Lake Michigan on the east, the City's municipal boundary with Glendale, Whitefish Bay and Shorewood on the north, and downtown/Park East on the south, which includes all of Alderman D'Amato's district and parts of Aldermen McGee's and Bauman's districts.

A general description and overview of the plan can be found on DCD's web site at <http://www.mkedcd.org/planning/plans/Northeast>

2. *Plan Timeline*

The broad time frame for the plan is two years, 2007 and 2008. The sequence is:

1. Analysis (includes information and data gathering, stakeholder interviews, community survey and image preference survey)
2. Visioning (includes focus groups and workshops)
3. Synthesis (all inputs and information are brought together, conflicts are resolved)
4. Review and Approval (public hearings, City Plan Commission, Redevelopment Authority, and Zoning Neighborhoods and Development Committee of Common Council)

The next six months will be a period of intensive public outreach for the plan. It is also the period where we will need the PMT to help lay the groundwork for discussion of topics and issues, and help structure public participation.

3. *Role of the PMT*

1. Provide inputs - data, maps, information pertaining to the plan
2. Help structure public participation - define topics so that participants have a realistic sense of what they can accomplish and what the plan can recommend
3. Help organize working agendas for task forces - help participants decide what they should be working on so that we make the best use of their time and input.

This will involve a **time commitment** on your part of attending task force meetings and Plan Advisory Group meetings where there are reports. It's probably two weeks over a two year period. We ask because you are an important resource and guide. No consultant has the collective knowledge and in-depth understanding that you do.

4. Review policies and strategies that go into plan - review and comment on recommendations for districts and corridors. This is ongoing. It begins with shaping the broad agenda and ends with honing the specifics as we approach the finish line.

We need your input early and often, so the final recommendations of the plan are realistic and achievable.

4. *Taskforce Groups*

You all have a tentative list of task forces and assignments. Please let me know if I have you in the right area. Feel free to do more than one.

Here's the list to date:

1. Open space, parks and recreation--could be expanded to include public art (Ann Beier, Mike Sanders, Gary Petersen)
2. Housing, affordable housing, rehab and new construction (Dan Casanova, Mike Veith, Jim Sayers, Maria Prioletta, Bobbi Marsells)
3. Urban design issues and opportunities--broad topics (Bob Greenstreet, Vanessa Koster, Greg Patin, Chris Rute, Tom Miller, LRB)
4. Historic preservation, neighborhood conservation districts, and guidelines (Paul Jakubovich, Carlen Hatala)
5. Jobs, job training, workforce development, employers, industrial centers and business parks (Bob Trimmier, Jim Scherer, Lori Lutzka)
6. Public works related issues, e.g. streets, traffic calming, streetscape, context-sensitive solutions (Marcia Lindholm, Mike Loughran, Dave Windsor, Bob Bryson, Tom Miller, Jeff Mantes, Karen Mierow)
7. Transit-related issues and automobile alternatives, e.g. bike paths, bikeways (Dave Schlebowski, Mike Loughran, Mike Maierle)
8. Lakefront development (Bob Bauman, Lakefront Advisory Committee, Milwaukee County Parks rep Kevin Haley)
9. Riverfront development (Sam Rowen, Al Franitza, Kristin Krueger, Karin Long)
10. Bridging the gap between rich and poor neighborhoods--opportunities (Mike McGee, Steve Mahan)
11. University Neighborhood issues (Mike D'Amato, Marty Collins, Al Garcia, Oscar Perez)
12. Main Street and BID issues (Rhonda Manuel, Abra Fortson, Tom Cheney, Mardi Morrison)
13. Crime and public safety (MPD 5th District Community Officers Bruce Scott and Raymond Robakowski, UWM Liaison Oscar Perez)
14. Maps, graphics, and data (Glenn Siettman, Sandy Franitza, Al Franitza)
15. Catalytic projects (Joel Brennan, Martha Brown, Rhonda Manuel, Allison Rozek)
16. Milwaukee Public Schools (Tyrone Dumas)
17. Intergovernmental or boundary issues (SEWRPC Bill Stauber, Glendale, Whitefish Bay, Shorewood reps)

5. Comments/Questions

- Will we be working with community people? Yes. Task forces will be made up of both city and community people. Most of the Plan Advisory Group will be on a task force, and most of them represent community organizations throughout the plan area. So we'll work together to achieve a better result.
- Have we always done plans this way, i.e. task forces, interdepartmental cooperation? We've done it informally. Because of the size of the area and scope of the area plan, we are approaching it in a little more structured way.
- Shouldn't we include along with maps and data, an actual walking tour of places like the river corridor, to get a real feel for what's out there? Yes. That's an excellent idea. No amount of data substitutes for first-hand knowledge of the plan area.
- Do we have to attend everything? Can we trade off? Sure. It's okay to partner on this. For example, there may be several reps from a department who share the responsibility for a task force, or for attending advisory group meetings.
- When do you want to meet with us? We should start individual meetings after the 1st of the year and we can meet by groups assigned to an area. For example, all the people assigned to housing issues could meet together.
- Can you get us prospective dates as soon as possible so we can get these on our calendars? Right now for Plan Advisory Group, we have the following dates, all on a Wednesday evening from 6:00 - 8:00 p.m. Task forces will self schedule.

February 28, 2007	(don't have a location yet)
May 30, 2007	(Milwaukee Youth Arts Center, 325 W. Walnut Street)
August 29, 2007	
November 28, 2007	
February 27, 2008	
May 28, 2008	
August 27, 2008	
November 12, 2008	(tentative/may substitute a public hearing of the plan)

6. Closing remarks

We are asking you to take an **active role** in shaping the plan. The more knowledge that goes into the process, the better the final results will be. It's important because these plans become active working documents for the communities that they serve.

The plan is an opportunity for **coordination** between departments, Aldermen and the citizenry. Please keep us in the loop so we know what's going on within the plan area. We ask you to keep Project Manager Janet Grau and Project Planner Meagan Limberg up-to-date on DCD/City plans/projects within the Northeast Side plan area.

Janet Grau (e-mail jgrau@mkedcd.org or phone 286-5724)

Meagan Limberg (e-mail Meagan.Limberg@mkedcd.org or phone 286-5605)

Thanks in advance for your participation in the plan, for sharing your ideas with us, and for all your hard work.