

Where will people **shop, eat and play** in the Greater Downtown

4 Transformative Direction

The Greater Downtown's authentic offerings position the core as a welcoming destination for all MKE residents and "Great Lakes Regional Destination"

If Trends Continue

Unmet Retail Demand

There is nearly \$400M and 500,000 SF of unmet retail demand (including general merchandise, lifestyle and grocery) in the Greater Downtown

Food and Racial Inequity

Neighborhoods that are predominately low income and African American have the least convenient access to food

Lack of Retail Diversity

While the presence of so many local retail options helps to boost an authentic Milwaukee, some potential Greater Downtown users want chain food and merchandise establishments as a desired option

Disconnected Public Amenities

Community input suggests that connections to public open space within neighborhoods and a better identity connection to the lakefront could be enhanced

Proposed Imperatives

- 1 Greater Downtown must create **more places for people of different backgrounds and cultures** to meet
- 2 Greater Downtown must attract **retail destinations that represent every culture** of the city
- 3 Greater Downtown is in **an ideal position to adsorb retail leakage** across all retail categories
- 4 Greater Downtown must **strengthen & expand its authentic & chain food, culture, & shopping** options
- 5 Greater Downtown must ensure that shop and play **destinations are better connected physically (pedestrian walkability), programmatically, and organizationally**
- 6 Greater Downtown must **reorient itself to the Lakefront as a "front door"** to the city

