

# Fond du Lac and North Neighborhood Redevelopment Plan



**Scope of Service:** Planning  
**Location:** Milwaukee, WI  
**Project Cost:** \$250,000  
**Completed:** January 2004

Hurtado Consulting worked with city staff and Planning and Design Institute to develop a market-driven plan for redevelopment and conservation of this gateway neighborhood. We prepared market analyses of housing, retail, industrial and office commercial sectors and preliminary recommendations on development initiatives aimed at improving neighborhood conditions.

We interviewed many neighborhood business owners, residents and others to determine the true market needs and possibilities. We engaged these persons in conversation to determine underlying drivers of the market and barriers to redevelopment. We held several focus groups to validate the information obtained in the interview process and to develop a community-based component to any recommended strategy for redevelopment or conservation.

#### **Services Provided:**

- Market Analysis
- Public Involvement
- Redevelopment Strategy