

# University of Wisconsin Milwaukee Neighborhood Plan



Aerial view of the  
University of Wisconsin Milwaukee campus (above)

**Scope of Service:** Planning

**Location:** Milwaukee, WI

**Project Cost:** \$100,000

**Completed:** July 2003

Hurtado Consulting worked with city staff, UWM staff, Smith Group JJR and neighborhood representatives to develop a plan for conservation of this important neighborhood.

We interviewed many neighborhood business owners, residents and others to determine the true needs and possibilities. We engaged these persons in conversation to determine underlying problems, interests, drivers of the market and barriers to redevelopment. We also 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:**

- Public Involvement
- Alternative Development
- Cost Estimates
- Scheduling