



Milwaukee Lakefront Gateway Project

A multi-faceted project on Milwaukee's downtown lakefront.

Gregory Patin, Strategic Development Manager - City of Milwaukee

Robert Harris, Senior Planner - City of Milwaukee

Pat Kressin, Principal - GRAEF

DOWNTOWN MILWAUKEE'S LAKEFRONT GATEWAY PROJECT

The Lakefront Gateway is a long term, multi-faceted project in progress on Milwaukee's downtown lakefront. The project has already involved intensive planning efforts and completed construction phases with much more yet to come in the very near future.

As part of the City of Milwaukee's comprehensive plan, the 2010 Downtown Plan placed an emphasis on place-making and connections with one of its eight catalytic projects focused specifically to make the larger plan goals a reality for its downtown lakefront.

This catalytic project recognized a number of assets in this area, namely the potential of better linking the lakefront to Downtown and the Historic Third Ward. On the other hand, it noted a number of obstacles, one being that while multiple cultural attractions currently exist on the Lakefront, there was not that one centralized "place".

In addition, pedestrian and bicycle connections were found to be lacking or inadequate and the area was dotted with underwhelming land uses including a bus marshalling building, sometimes known as the "bus barn" and surface parking lots, all of which were contrary to the desired level of activation and vibrancy.

The entire collection of projects comprising the Lakefront Gateway all aim to address these issues of connections, land uses, and spectacular place-making on the shores of a Great Lake. Planning and infrastructure improvements have already leveraged hundreds of millions of dollars in private sector investment with the potential for even more to come.

New and improved city streets, upgraded highways, shovel ready development sites, multiple pedestrian and bicycle connections will all work to bridge the divide between Milwaukee's lakefront, downtown and the Historic Third Ward into a more cohesive urban setting woven together with good planning, detailed urban design, and a more balanced transportation network.

By the project's end Milwaukee will have completely transformed its downtown lakefront into a true world class destination.

Learning objectives – what to learn from this presentation:

- Understanding projects don't always come about in an orderly manner. Unforeseen events that happen often shape the direction.
- Having a good plan in place, with “bigger picture” objectives, is needed to harness opportunities when unexpected factors align.
- Being ready to work in an interdisciplinary manner – working with engineers, surrounding project architects, and facility managers.
- Working successfully between the public sector, private sector and non-profit/cultural sectors; working across internal city departments; as well as with different level of government such as the County and the State.
- Reaching varied audiences through multiple public engagement strategies carried out in many different phases of the project.
- Managing a design competition for a significant public space.
- Solving for multiple functional objectives, such traffic engineering, bicycle connections, large events management while not losing site of more civic design goals such as improving place.
- Including innovation in the project, such as multi-modal streetcar and bus access, unique streetscape design, permeable paving, and LED street lighting.
- Finding cheerleaders and partners for the project to help move critical decisions and joint review processes along to successful ends.

Greg Patin

Strategic Development Manager

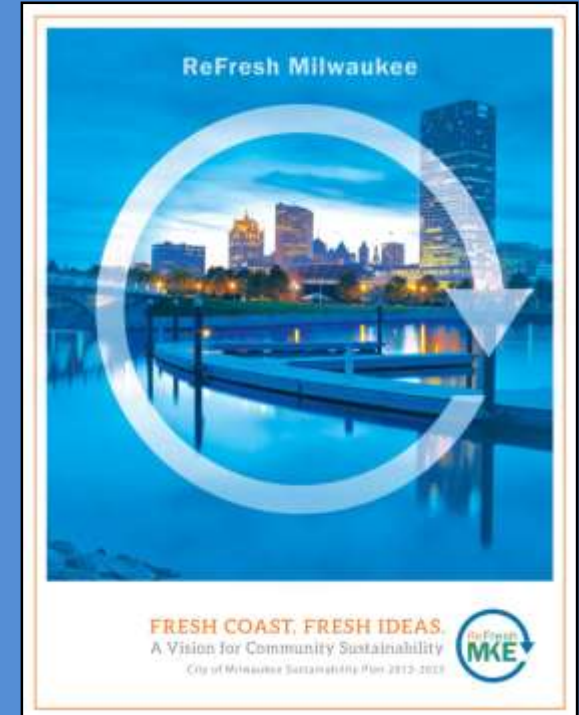
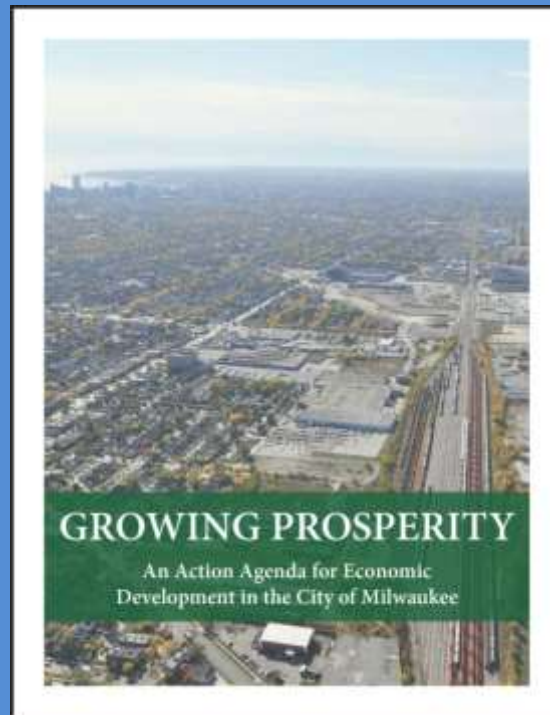
Department of City Development

City of Milwaukee

Today's Agenda

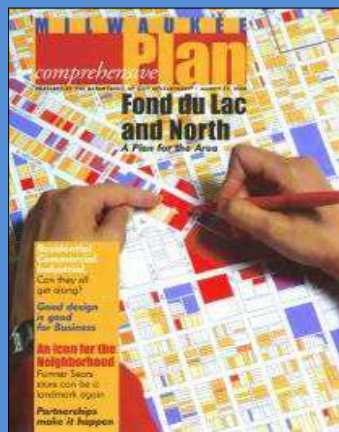
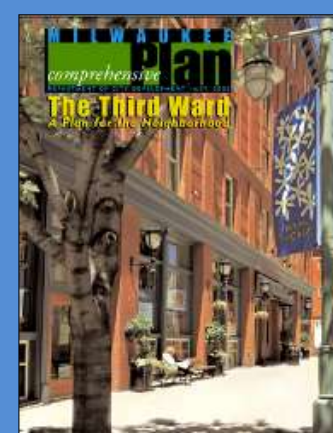
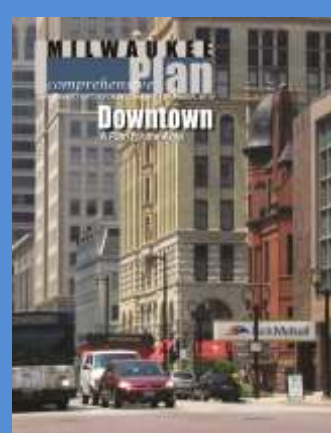
- Lakefront Background
- Overview of the Lakefront Gateway Project
- From Planning to Implementation
- Overview of the Plaza Project
- Video Animation
- Questions

CITY WIDE COMPREHENSIVE PLANS



POLICY, ECONOMIC DEVELOPMENT AND SUSTAINABILITY PLANS

COMPREHENSIVE AREA PLANS



Milwaukee Downtown Today

- Vibrant Development Activity
- Arena District, Brewery Redevelopment, New Office Buildings, Developing Third Ward and significant housing.
- Public Realm includes continued Riverwalk development, and the implementation of the Milwaukee Streetcar

DOWNTOWN DEVELOPMNET



DOWNTOWN DEVELOPMNET

UNPRECEDENTED INVESTMENT SPURRING GROWTH & BUILDING MOMENTUM

Downtown Milwaukee is the economic engine of the region. Since 2005, over \$3.6 billion has been invested in completed private and public projects, and more than \$3.6 billion is currently under construction or proposed to start soon. This record investment traverses all industry sectors to create a balanced portfolio, which underscores the strength of the downtown real estate market.

COMPLETE
\$3,635,800,000+
 PUBLIC AND PRIVATE INVESTMENT DOWNTOWN | 2005 TO PRESENT

UNDER CONSTRUCTION
\$1,636,150,000+

PROPOSED
\$2,002,800,000+

Total Downtown Investment
 2005 to Present:
\$7.2+ Billion



Percentage of
 Total Projects
 by Industry Sector



Investment Totals by Industry Sector & Development Phase



Market Trends Complement Soaring Investment

Downtown Milwaukee's development momentum is complemented by strong market indicators, which project a healthy central business district.

- 83,490+ downtown employees
- 26,000+ downtown residents
- 6+ million annual downtown venue visitors
- 67,000+ higher education students
- 2,000+ housing units currently under construction
- 977 hotel rooms under construction or completed since 2016

VISIT WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS FOR MORE INFORMATION.



DOWNTOWN DEVELOPMENT

CATALYTIC PROJECTS RESHAPING DOWNTOWN MILWAUKEE



NORTHWESTERN MUTUAL HEADQUARTERS
Accelerating the lakefront redevelopment vision, the \$460 million, 32-story Northwestern Mutual headquarters will be the largest office building in the state. The new tower preserves 1,100 jobs and will create 1,800 new jobs.



MILWAUKEE BUCKS ARENA
The \$224 million Bucks arena will anchor a new entertainment district and neighborhood in the Park East corridor. Phase 1 will also include a 1,298-stall parking structure, 55,000-sq-ft training facility and 50,000-sq-ft box office.



THE COURTURE
Highlighting Milwaukee's lakefront skyline, The Courture, a \$132 million, 44-story mixed-use tower, will feature 300 apartments, 50,000-sq-ft of retail space, and an innovative transit hub for the elevated and proposed bus rapid transit.



THE MILWAUKEE STREETCAR
The \$122.6 million investment in Phase 1 will connect downtown neighborhoods with a 2.1-mile starter route. The \$20 million 0.7-mile long Lakefront Line will extend the system through the base of The Courture and connect with the waterline.



GERMANIA BUILDING
A \$22 million conversion is underway to turn Class C office space into a multi-family building for mixed-income in the burgeoning Westtown neighborhood. The building will feature 40 market-rate and 65 affordable rental units.



WESTIN HOTEL
The \$50 million, 18-story Westin features 220 rooms, 10,000-sq-ft of ballroom space, and is connected via skyways to the U.S. Bank Center and 835 East Wisconsin. The Westin opened in June 2017.



TWO-FIFTY EAST
Five owners are investing \$9.5 million to reposition the 20-story office tower into premier, top-of-the-industry corporate and building systems. Two-Fifty East, also offers proximity to The Milwaukee Streetcar.



LAKEFRONT GATEWAY PLAZA
The \$25 million Lakefront Gateway Plaza will create strategic connectivity between the lakefront and central business district. Led by ORAFF, design elements include a new public plaza, water features and pedestrian bridges.



LA SALLE & WIS REDEVELOPMENT
Formerly the site of LaSalle & Jans, the \$23 million project boasts 113,000-sq-ft of office space, anchored by the relocation of Brookfield Bank (aka Fisix), an underground parking structure, and early plans for a 24-story hotel.



NORTHWESTERN MUTUAL MIXED-USE TOWER
West of the new headquarters, Northwestern Mutual has begun construction on a \$150 million, 34-story tower featuring 300 apartments, 1,400 parking stalls and approximately 10,000-sq-ft of ground floor commercial space.



MARQUETTE UNIVERSITY ATHLETIC PERFORMANCE RESEARCH CENTER
Collaboration between Marquette University and Aurora Health Care will deliver a \$120 million state-of-the-art athletic performance and research facility, and serve as a catalyst for Westtown's continued revitalization.



MADGE BUILDING
A \$12.4 million historic restoration is underway to convert former office space in the 137-year-old Madge Building into 25 luxury apartments, while maintaining the Green Exchange event space and ground floor commercial opportunities.



WINCOBOO SUITES
The \$17 million adaptive reuse of the seven-story historic Butler Block Building will feature 14 weekend stay/hotel rooms and serve as a key connector between downtown and the historic Third Ward. Wincoboo Suites will open in 2017.



BMO HARRIS FINANCIAL CENTER
The new \$137 million, 25-story high-rise will create new 100 spaces for BMO Harris Bank, Mutual Bank & Credit and other financial services. Retail opportunities and 900 parking stalls are included in development plans. Completion is slated for late 2019.



THE NORTH END - PHASES 4 & 5
The \$60 million, six-story North End - Phase 4 project features 155 apartments, a Milwaukee Streetcar segment, and amenities such as an outdoor pool for tenants. Phase 5 recently started construction and will add 80 new units.



THE SHOPS OF GRAND AVENUE
Under new ownership, The Shops of Grand Avenue's next chapter entails a redevelopment that includes up to 125,000-sq-ft of office space, a grocer store, brew pub, restaurants, a retail marketplace, and a food hall.



67,000+
higher education students



83,490
JOBS HELD DOWNTOWN



7.1%
RETAIL SPACE vacancy rate down from 8.5% in 2012



2,000+
housing units currently under construction



16.6% OFFICE SPACE vacancy rate, down from 22.1% in 2012



977
NEW HOTEL ROOMS SINCE 2016



\$3.6+ BILLION
DEVELOPMENT SINCE 2005

31%
Downtown workers living within one mile of downtown



26,000
Downtown Residents and Growing



\$3.45 BILLION
tourism sales for Milwaukee County



58
Bike Share Stations



2017 DOWNTOWN MILWAUKEE AREA INVESTMENT MAP
www.milwaukeedowntown.com



\$240 MILLION
revenue generated by high dollar economy



2.87 MILES
Walk Score of 86



18%
City's property value within downtown's 2.7 square miles



This ongoing list represents active and publicly announced projects in Downtown Milwaukee. This list is compiled and maintained by Milwaukee Downtown through a variety of independent sources. Please contact Milwaukee Downtown, 414.221.2700 or info@milwaukeedowntown.com, with additions, deletions or corrections.

Milwaukee Downtown, BID #21 | 600 East Wells Street | Milwaukee, WI 53202 | MilwaukeeDowntown.com

DOWNTOWN DEVELOPMENT



DOWNTOWN DEVELOPMENT



GREATER DOWNTOWN DEVELOPMENT



DOWNTOWN STREETCAR



Colors shown do not necessarily represent the final color scheme of the vehicles.

DOWNTOWN STREETCAR



STREETCAR EXPANSION



DOWNTOWN ASSETS



LAKEFRONT ASSETS



LAKEFRONT ASSETS



MILWAUKEE ART MUSEUM

ASSETS

DOWNTOWN LAKEFRONT



Downtown Lakefront History

LAKEFRONT HISTORY



LAKEFRONT HISTORY

Juneau Park, Milwaukee, Wis.



LAKEFRONT HISTORY

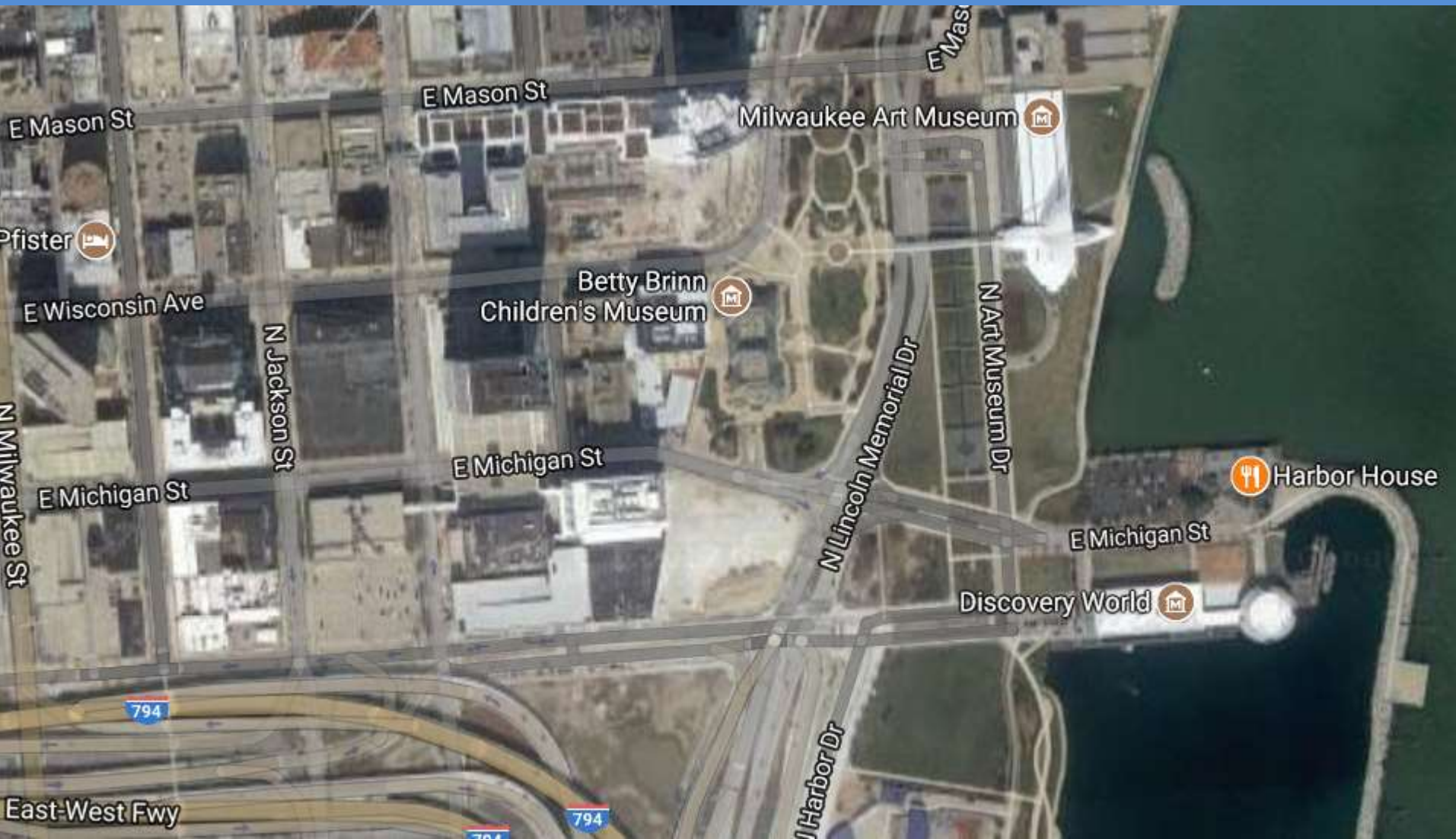


LAKEFRONT HISTORY



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LAKEFRONT HISTORY



LAKEFRONT HISTORY



From aerial photo dated 1951

Map from Milwaukee County Land Information Office's Interactive Mapping Service

LAKEFRONT HISTORY



From aerial photo dated 1959

LAKEFRONT HISTORY – 1970s



Milwaukee - August 20, 1978 Milwaukee's lakefront from over downtown taken on a 4x5 large format camera. Original photograph by B. McCoy. Credit for the photo below is via the Digital Collections of UW Milwaukee. collections.lib.uwm.edu/cdm/singleitem/collection/mkenh/i...

LAKEFRONT HISTORY – 1970s



Milwaukee - August 20, 1978 Milwaukee's lakefront from over downtown taken on a 4x5 large format camera. Original photograph by B. McCoy. Credit for the photo below is via the Digital Collections of UW Milwaukee. collections.lib.uwm.edu/cdm/singleitem/collection/mkenh/i...

LAKEFRONT HISTORY – 1970s



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LAKEFRONT HISTORY – 1970s



The Lake Interchange remained uncompleted for many years. The ramp end was famously used in a chase scene in the “Blues Brothers” movie, filling in for Chicago.

LAKEFRONT HISTORY – 2010



LAKEFRONT HISTORY – 2010



LAKEFRONT HISTORY – 2010



LAKEFRONT HISTORY – 2010



LAKEFRONT HISTORY – 2010

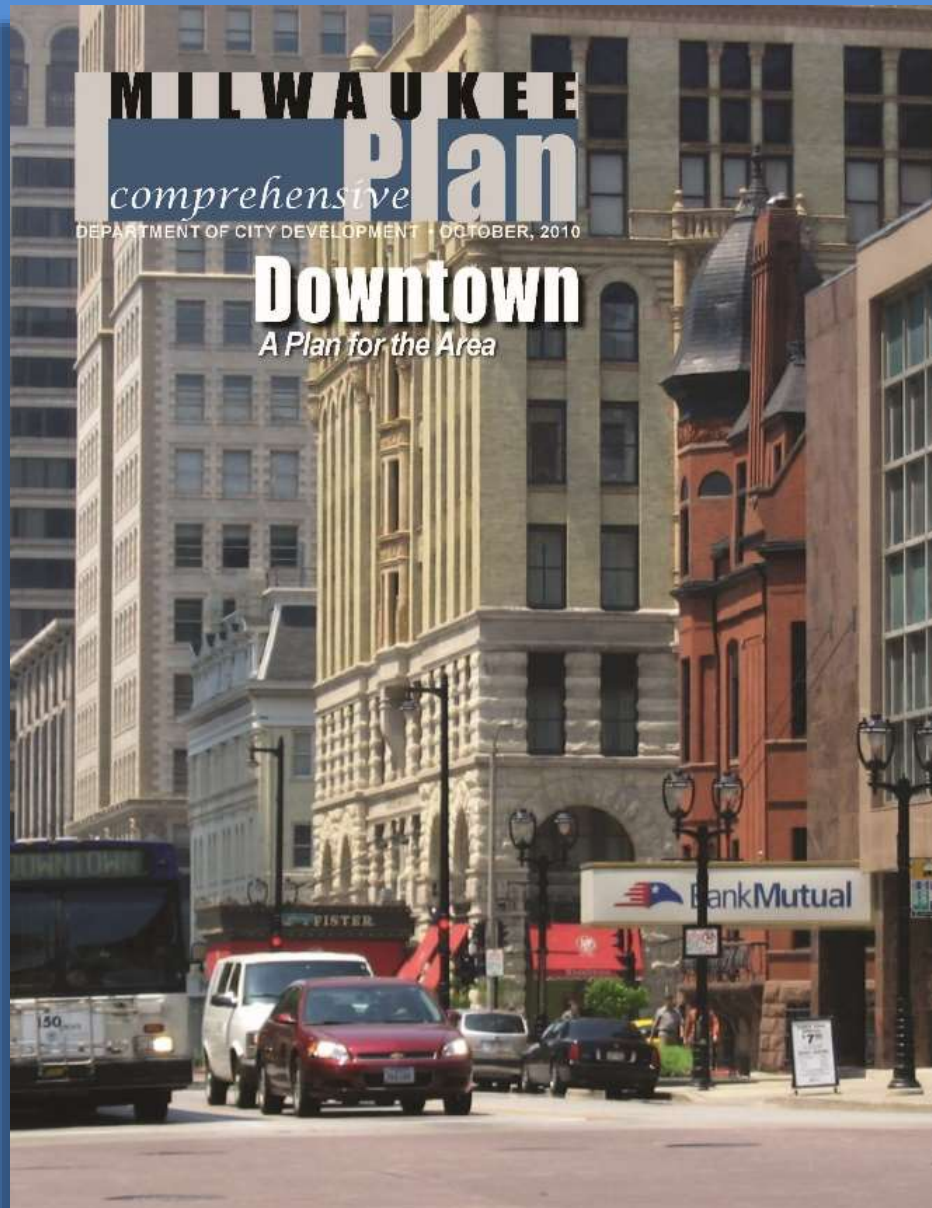


LAKEFRONT HISTORY – 2010



LAKEFRONT HISTORY – 2010





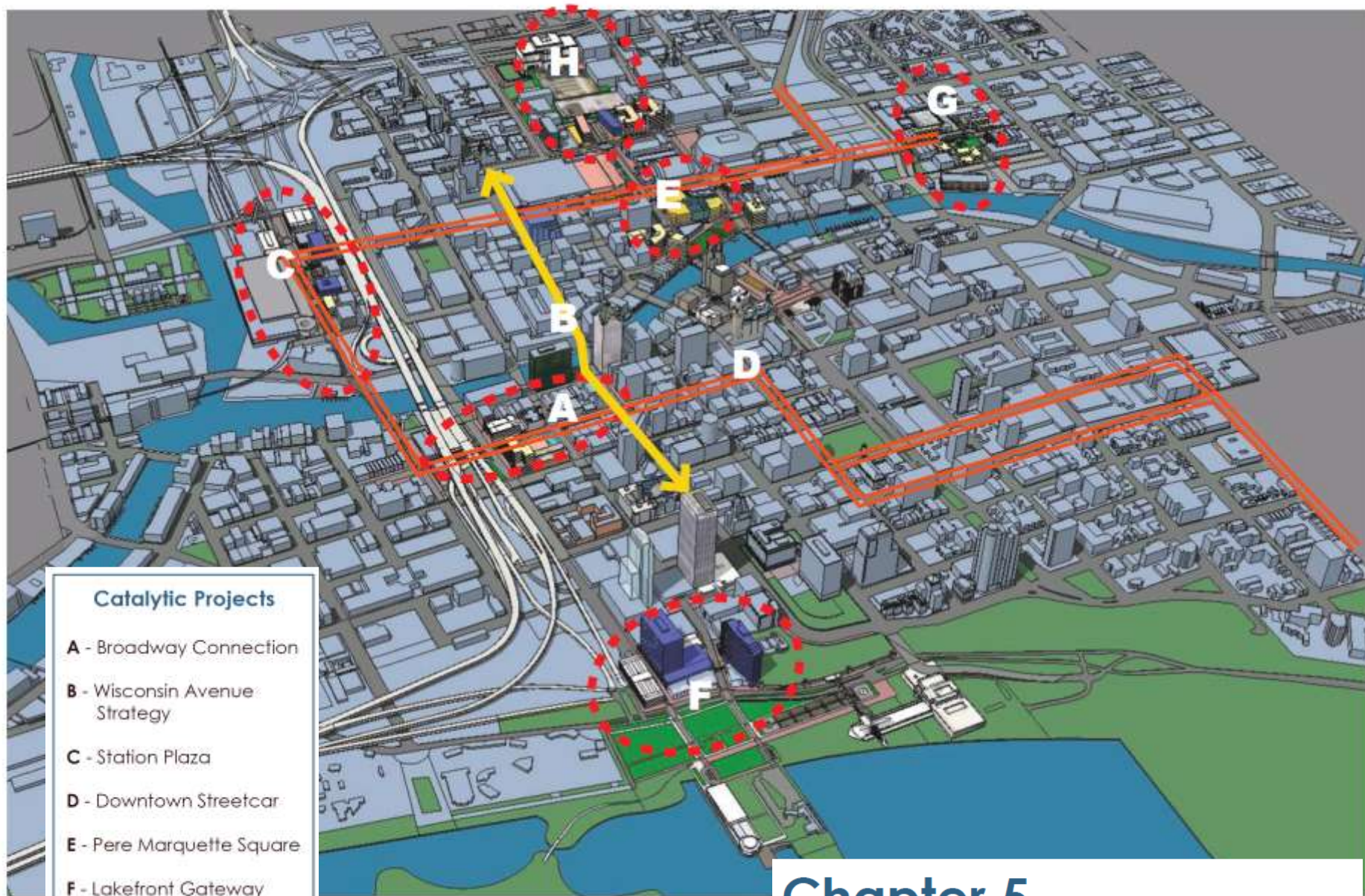
2010 Downtown Area Plan



Plan Process 2008 to 2010

- Historical Changes
- Past 1999 Plan Successes
- Current and Emerging Trends
- Existing Conditions
- Demographics
- Partners and Stakeholders
- Community Input
- Surveys
- Stakeholder Interview
- Focus Groups
- Workshops





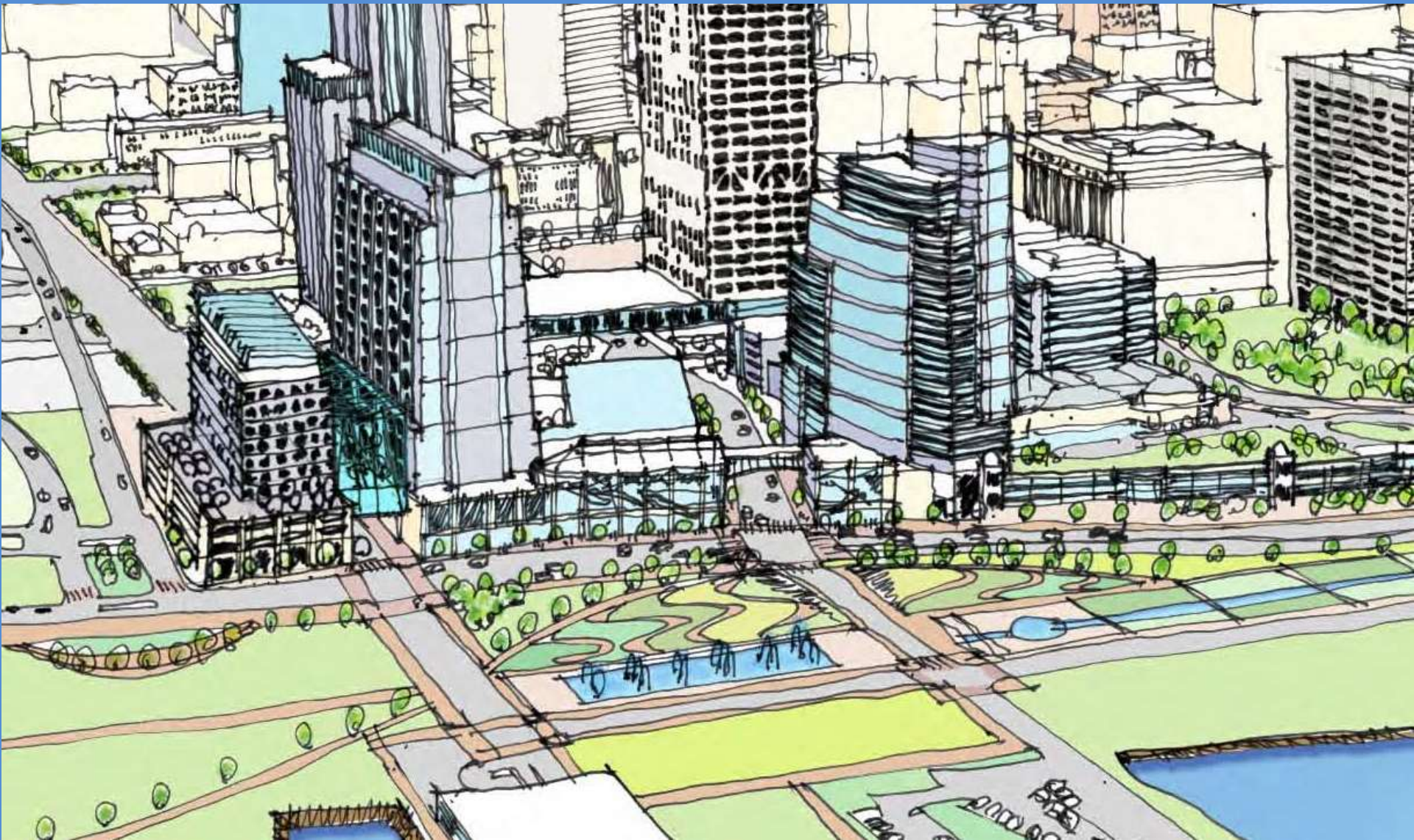
Catalytic Projects

- A - Broadway Connection
- B - Wisconsin Avenue Strategy
- C - Station Plaza
- D - Downtown Streetcar
- E - Pere Marquette Square
- F - Lakefront Gateway
- G - Haymarket Square
- H - Kilbourn Extension to MacArthur Square

Chapter 5 Catalytic Projects



CITY DCD DOWNTOWN PLAN – CATALYTIC PROJECT



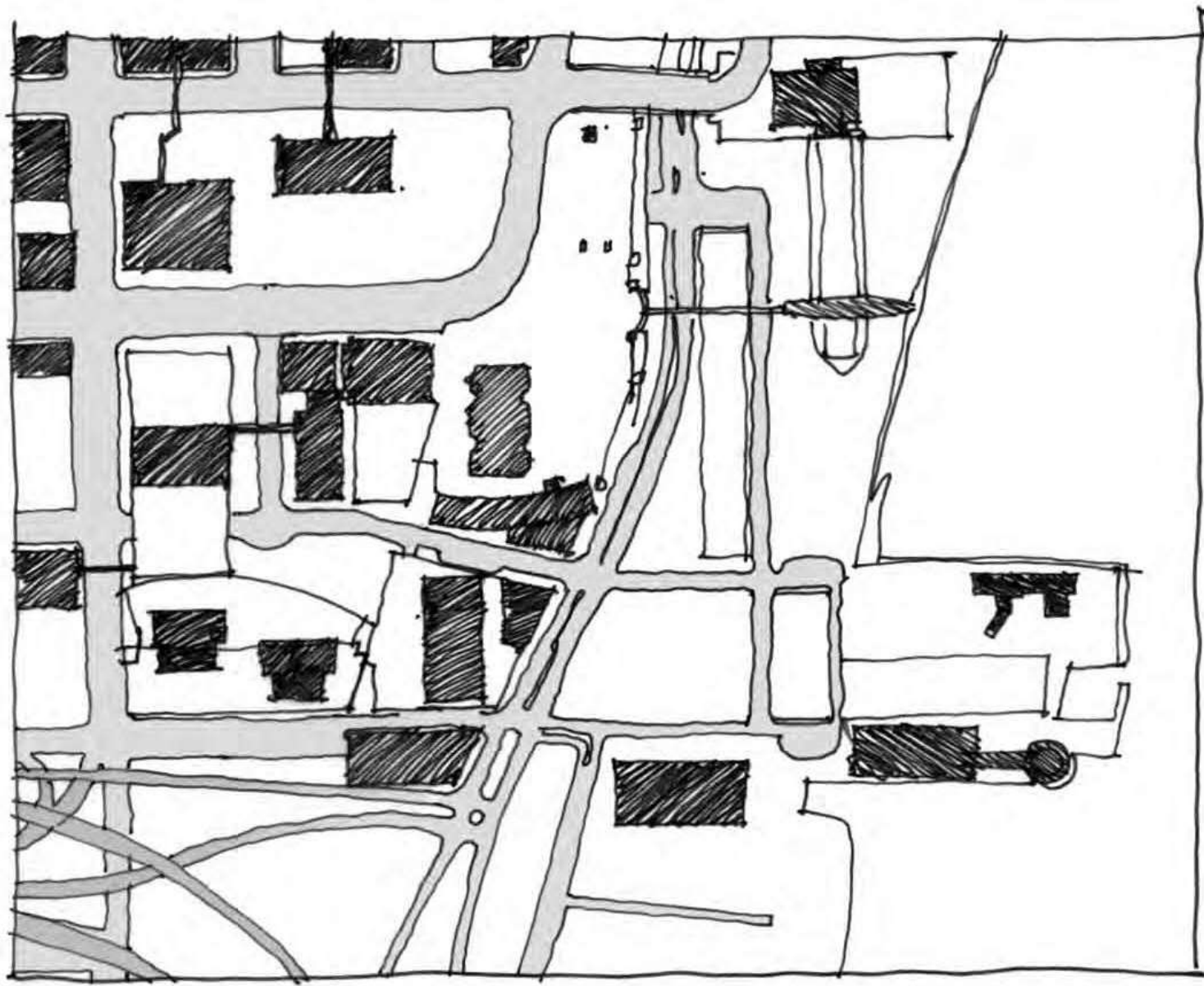
CITY DCD DOWNTOWN PLAN – CATALYTIC PROJECT



CITY DCD DOWNTOWN PLAN – CATALYTIC PROJECT

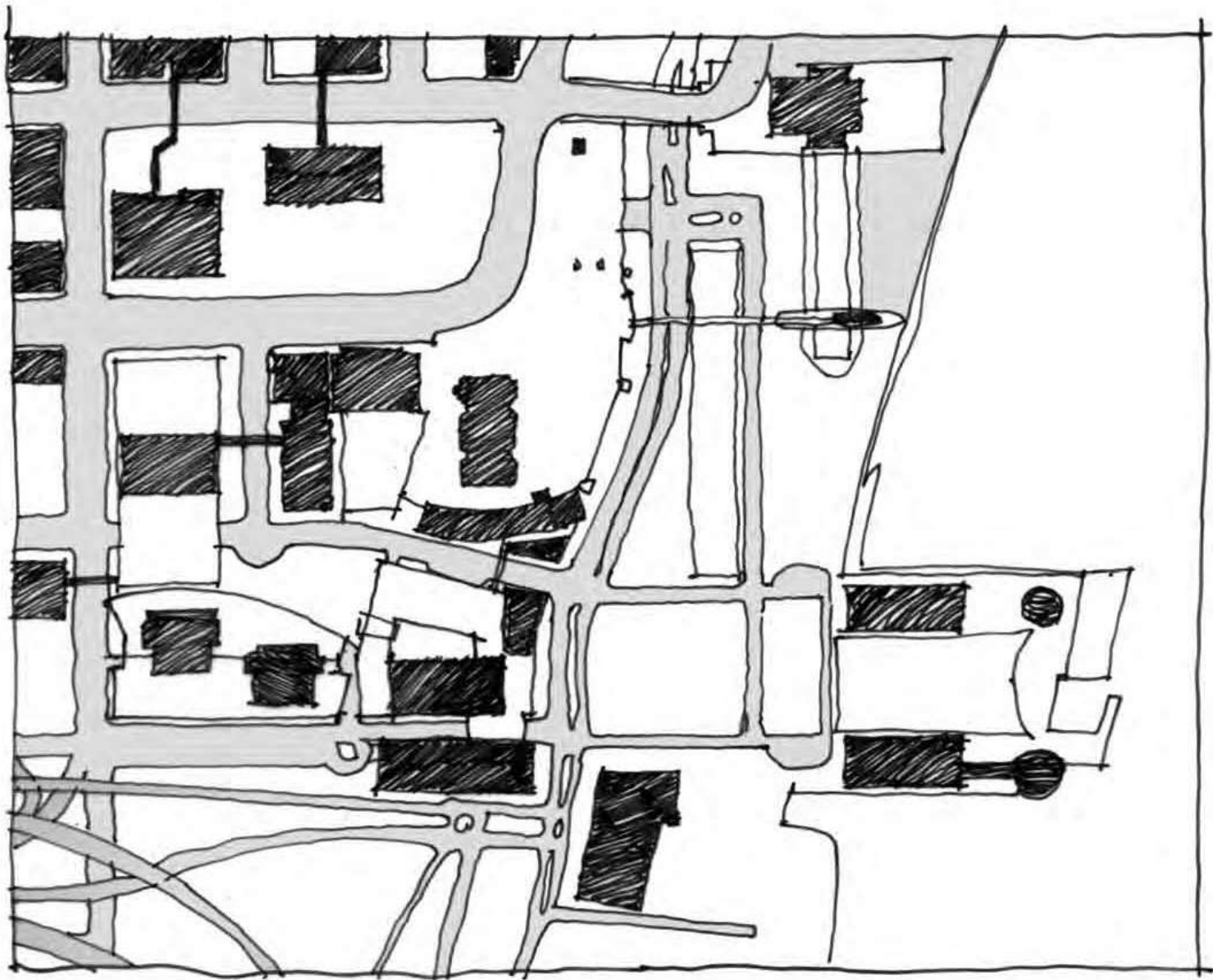


CITY DCD DOWNTOWN PLAN – CATALYTIC PROJECT



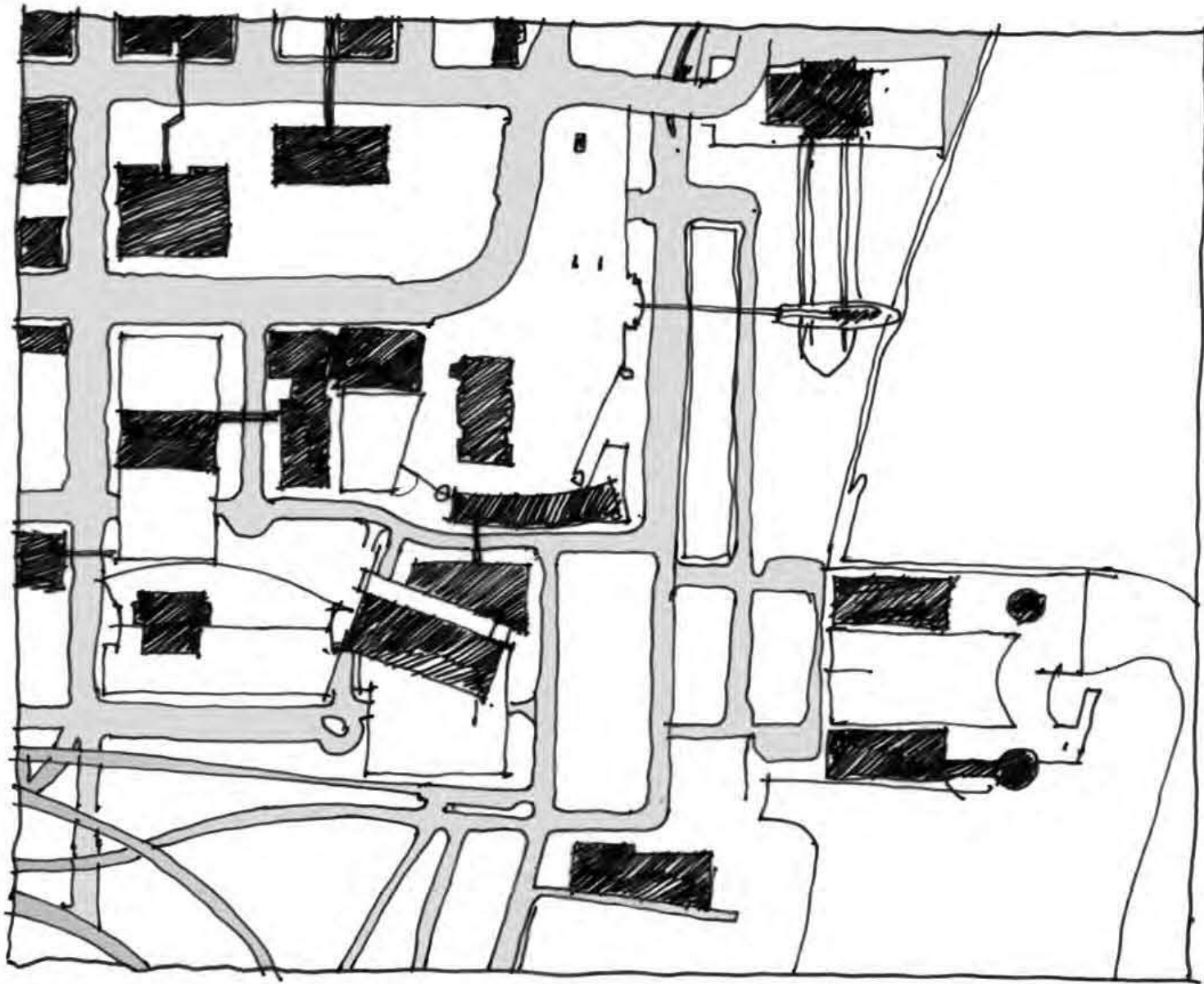
ALT A - FIGURE GROUND WITH ROADS

CITY DCD DOWNTOWN PLAN – CATALYTIC PROJECT



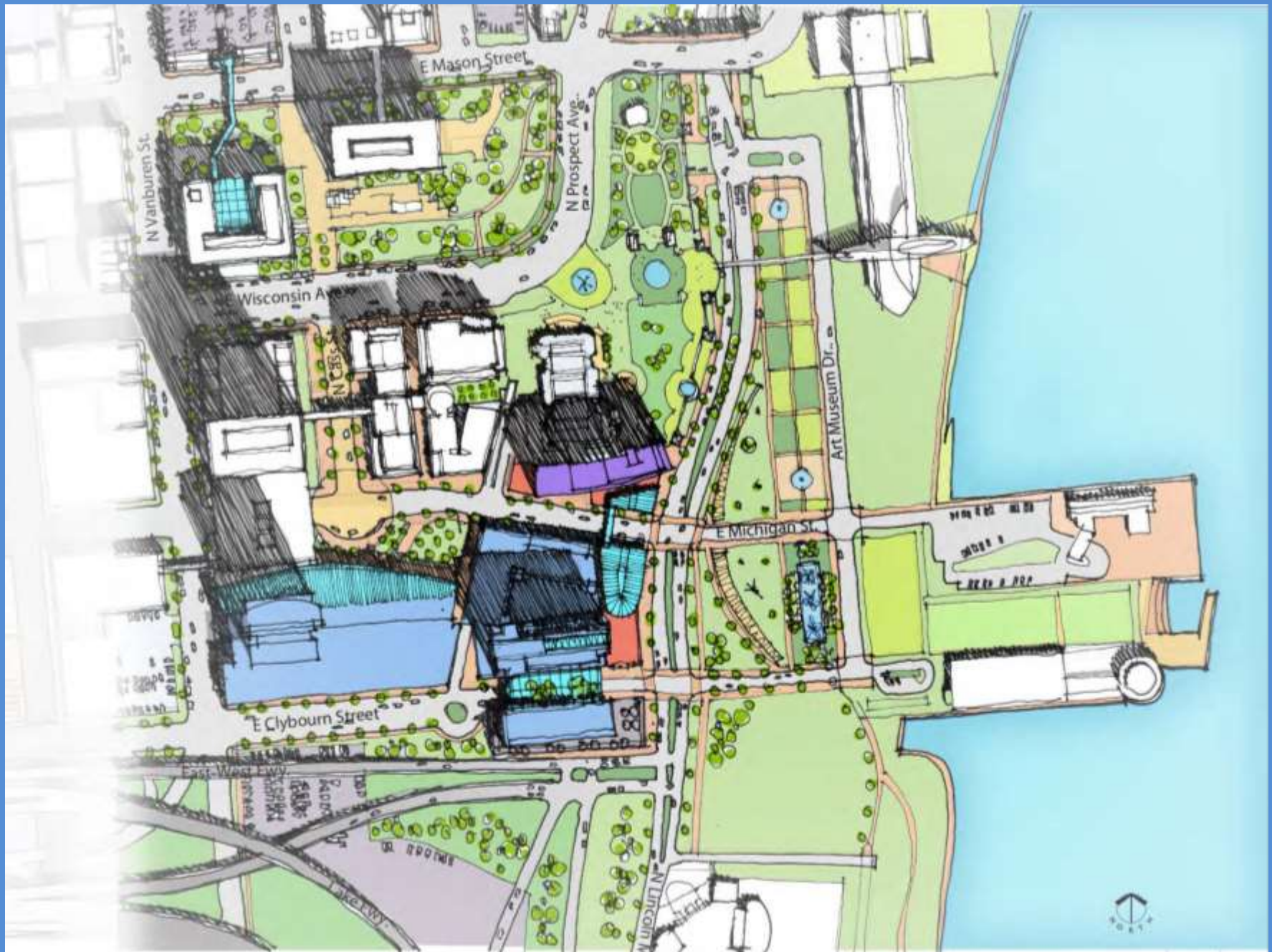
ALT B - FIGURE GROUND WITH ROADS

CITY DCD DOWNTOWN PLAN – CATALYTIC PROJECT

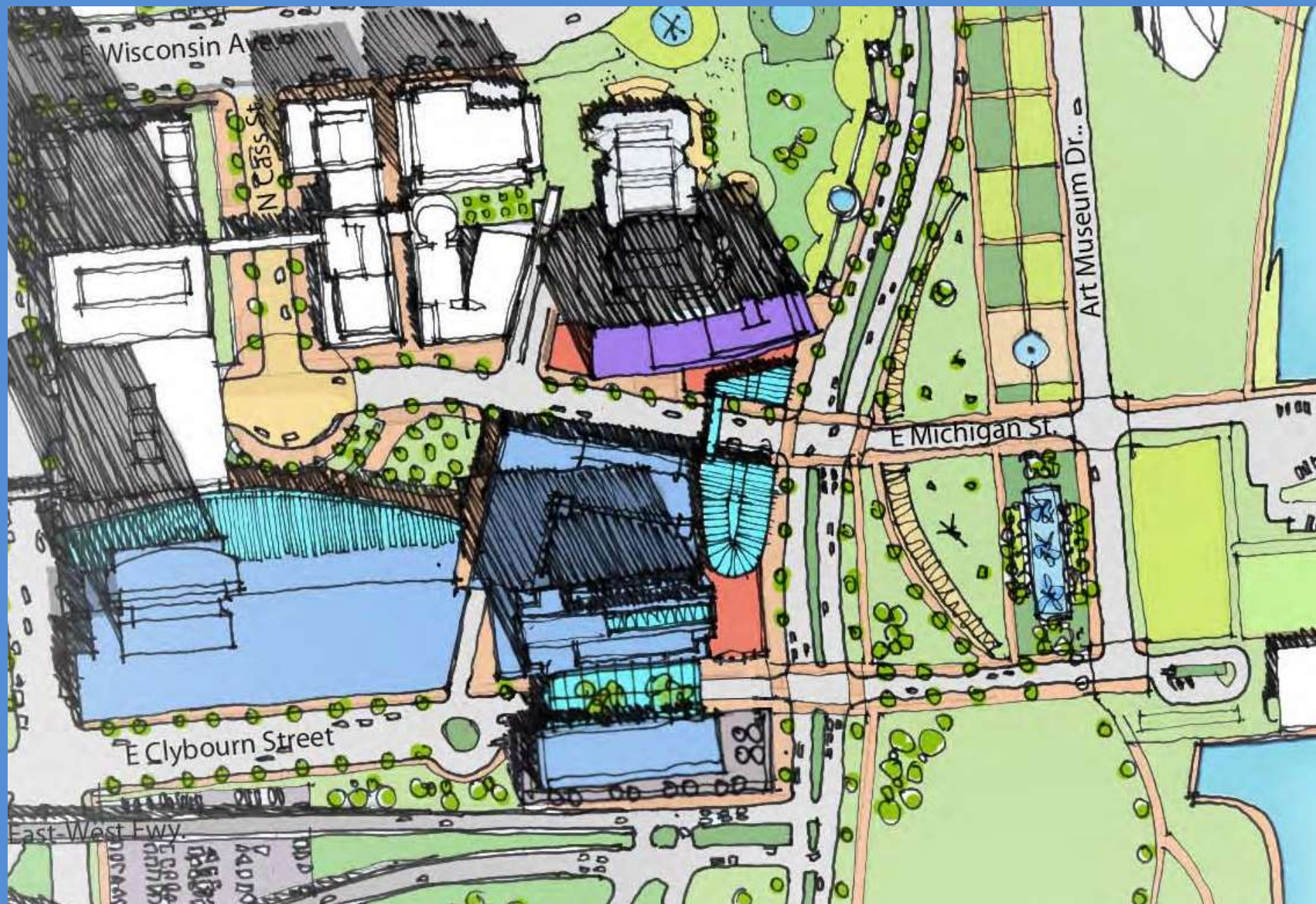


ALT C - FIGURE GROUND WITH ROADS

CITY DCD DOWNTOWN PLAN – CATALYTIC PROJECT



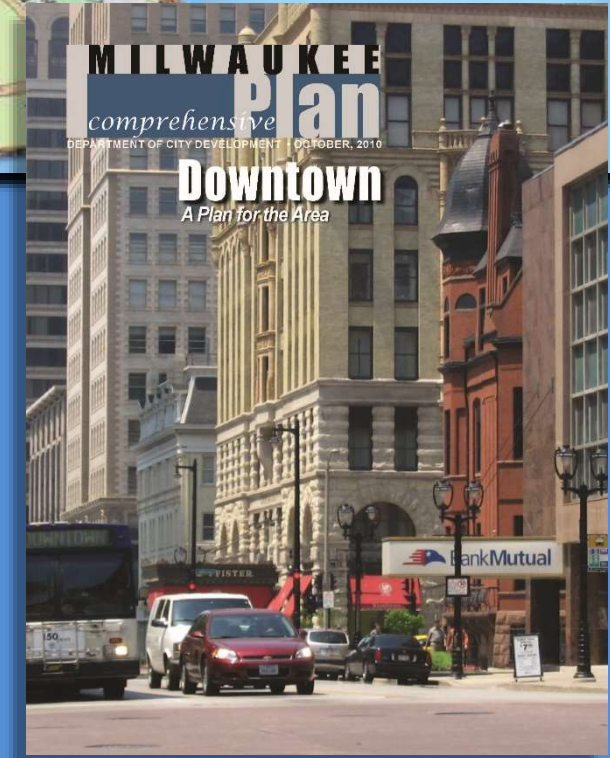
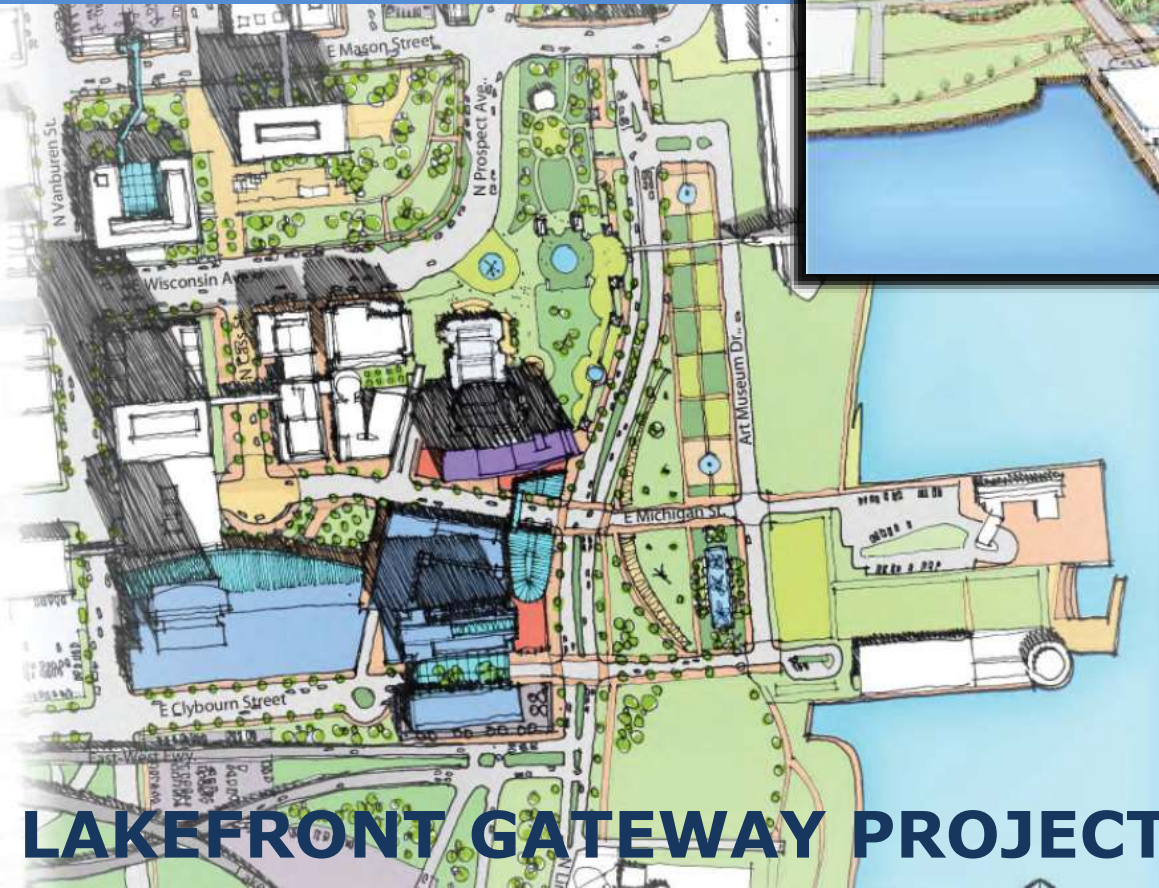
CITY DCD DOWNTOWN PLAN – CATALYTIC PROJECT



CITY DCD DOWNTOWN PLAN – CATALYTIC PROJECT

DOWNTOWN PLAN

- Land Use Strategies
- District Goals
- Catalytic Projects



LAKEFRONT GATEWAY PROJECT

2011 Catalyzing Events

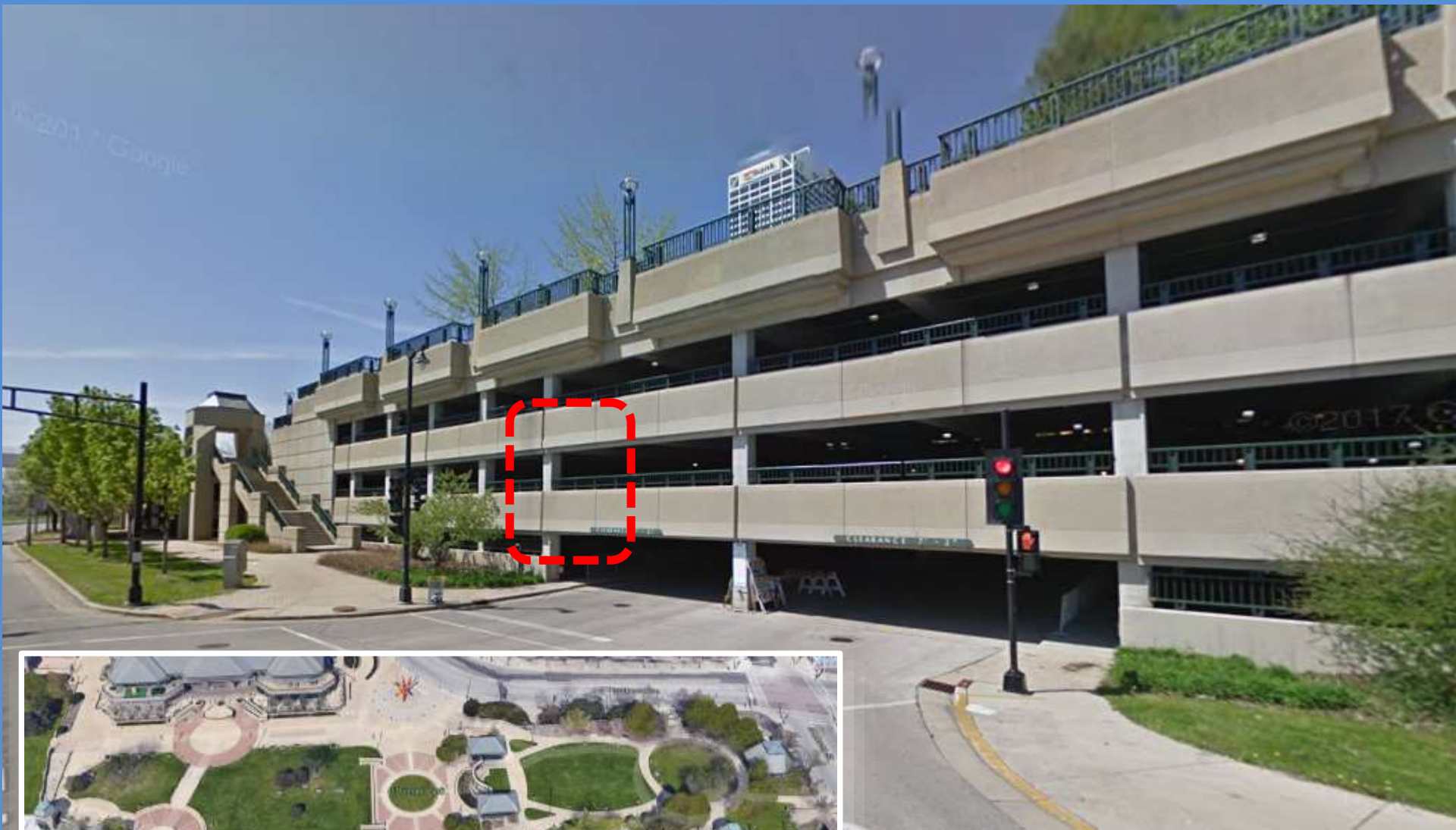
Understanding projects don't always come about in an orderly manner.

Unforeseen events that happen often shape the direction.

Catalyzing Events:

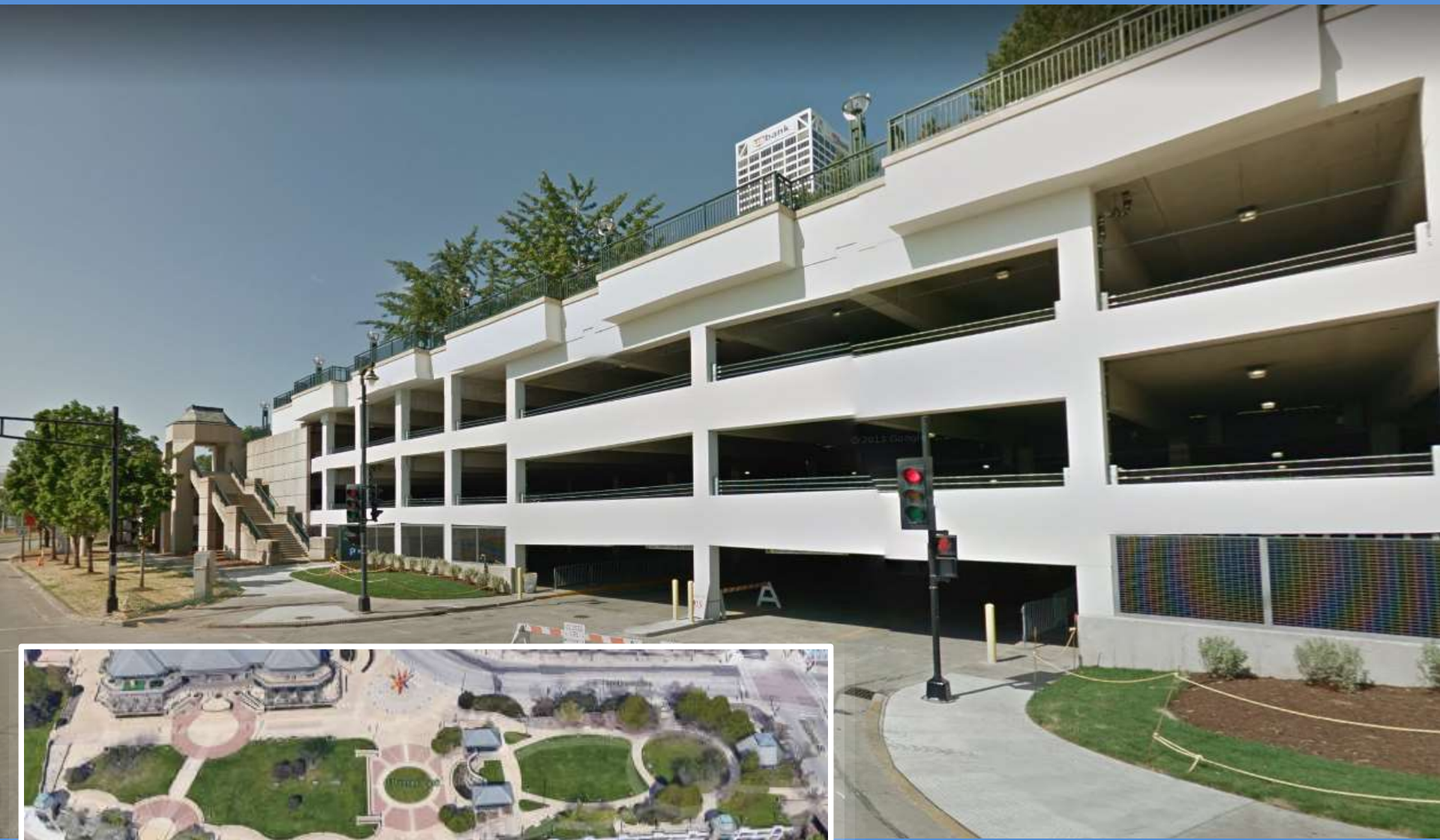
- O'Donnell Park Re-cladding, call by Milwaukee County for lakefront planning
- WISDOT Hoan Bridge / Lake Interchange
- Historic Third Ward and Italian Community Center desire for better access and connection

O'DONNELL PARK GARAGE TRAGEDY



Pre-cast cladding fell from building.
Cladding was removed

O'DONNELL PARK GARAGE ALTERATIONS



Cladding was removed. Debate ensued on whether to re-clad facades of parking structure.

WISDOT REBUILDING FREEWAY - *NEW CONFIGURATION FOR INTERCHANGE?*



LOCAL COMMUNITY - *CONNECT TO HISTORIC THIRD WARD ?*

**BETTER ACCESS to
REDEVELOP
I.C.C. PARKING LOTS**

NEW STREET GRID CONNECTION





- Launch April 2011
- Specific Issue needing resolution were reinforced in new document
- DCD Input into Plan, Based on Goals of DT Catalytic Project



**Area of
Focus in
Catalytic
Project**

IDENTIFYING NEEDED CHANGE



PEDESTRIAN CROSSING & TOPOGRAPHY

IDENTIFYING NEEDED CHANGE



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IDENTIFYING NEEDED CHANGE



PEDESTRIAN CROSSING & TOPOGRAPHY

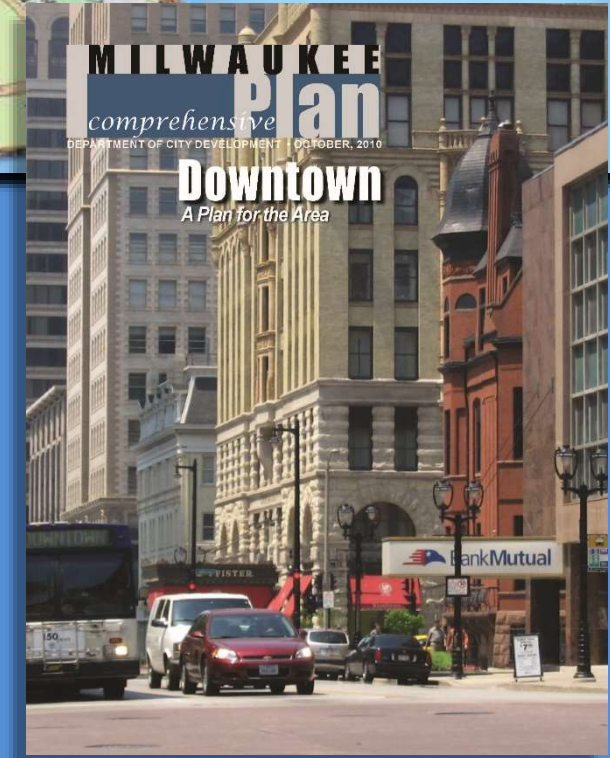
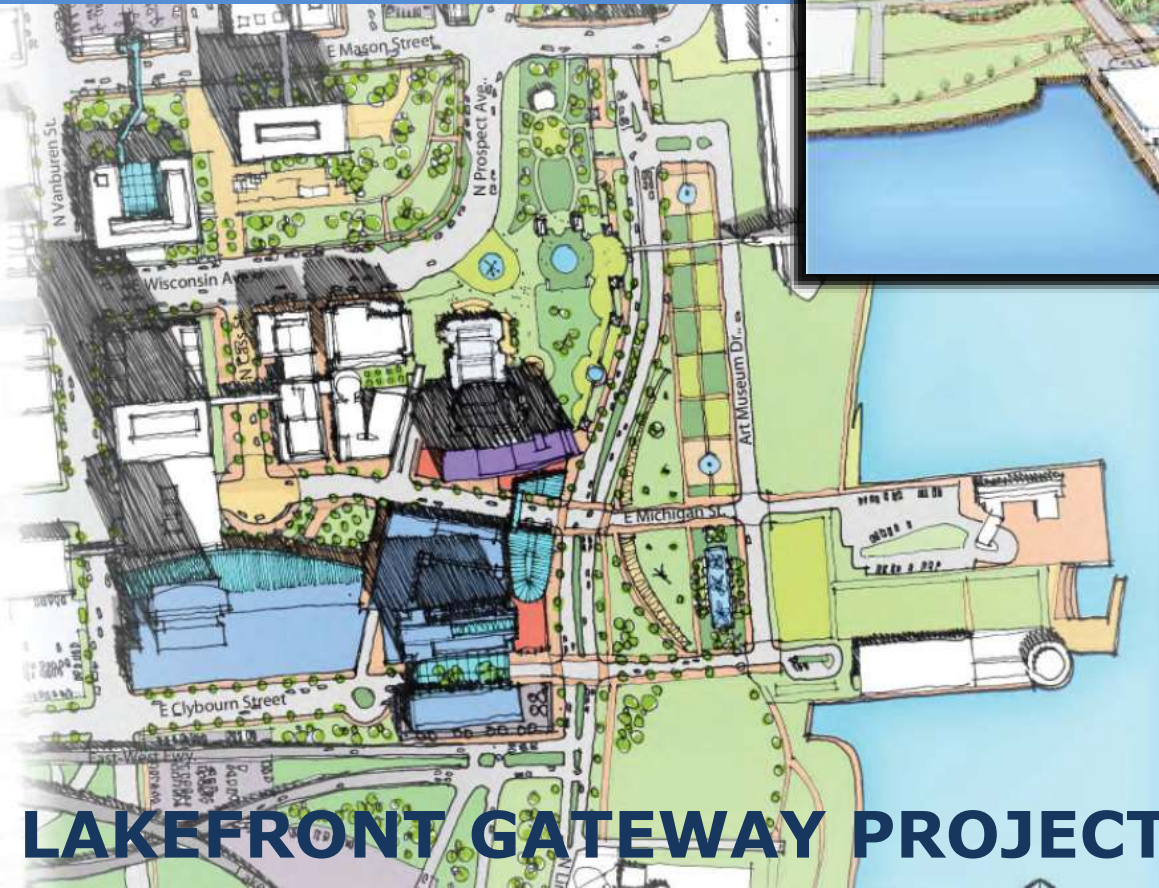
IDENTIFYING NEEDED CHANGE



PEDESTRIAN CROSSING & TOPOGRAPHY

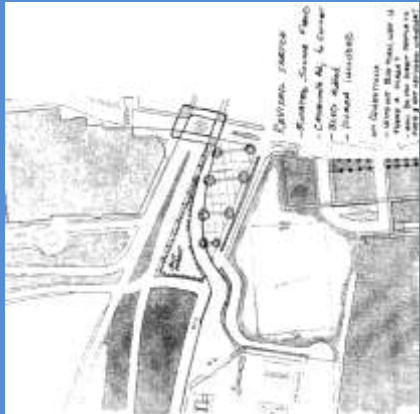
DOWNTOWN PLAN

- Land Use Strategies
- District Goals
- Catalytic Projects



LAKEFRONT GATEWAY PROJECT

Harbor Drive previously developed concepts



GUIDING URBAN DESIGN PRINCIPLES

- Create comfortable and safe walking environments
- Connect elevated downtown to the lakefront
- Enliven street frontages with active uses
- Create memorable places for people
- Create a balance circulation system
- Create a series of plazas and open spaces
- Encourage a compatible mix of 24/7 uses

URBAN DESIGN PEDESTRIAN IMPROVEMENT



Lincoln Memorial Drive and Michigan Street Intersection – Proposed changes

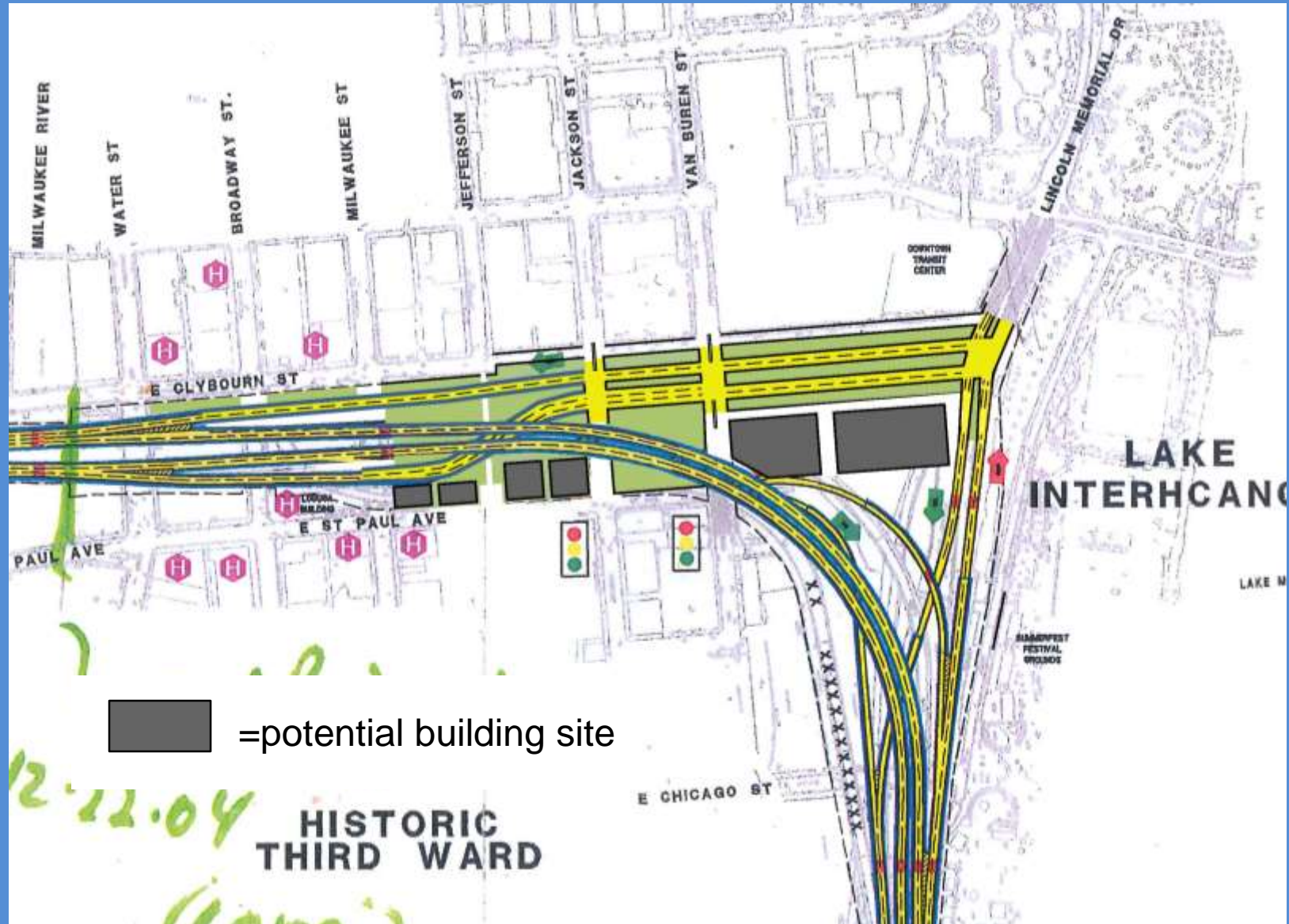
URBAN DESIGN – CONNECT THE GRID



 = potential building site

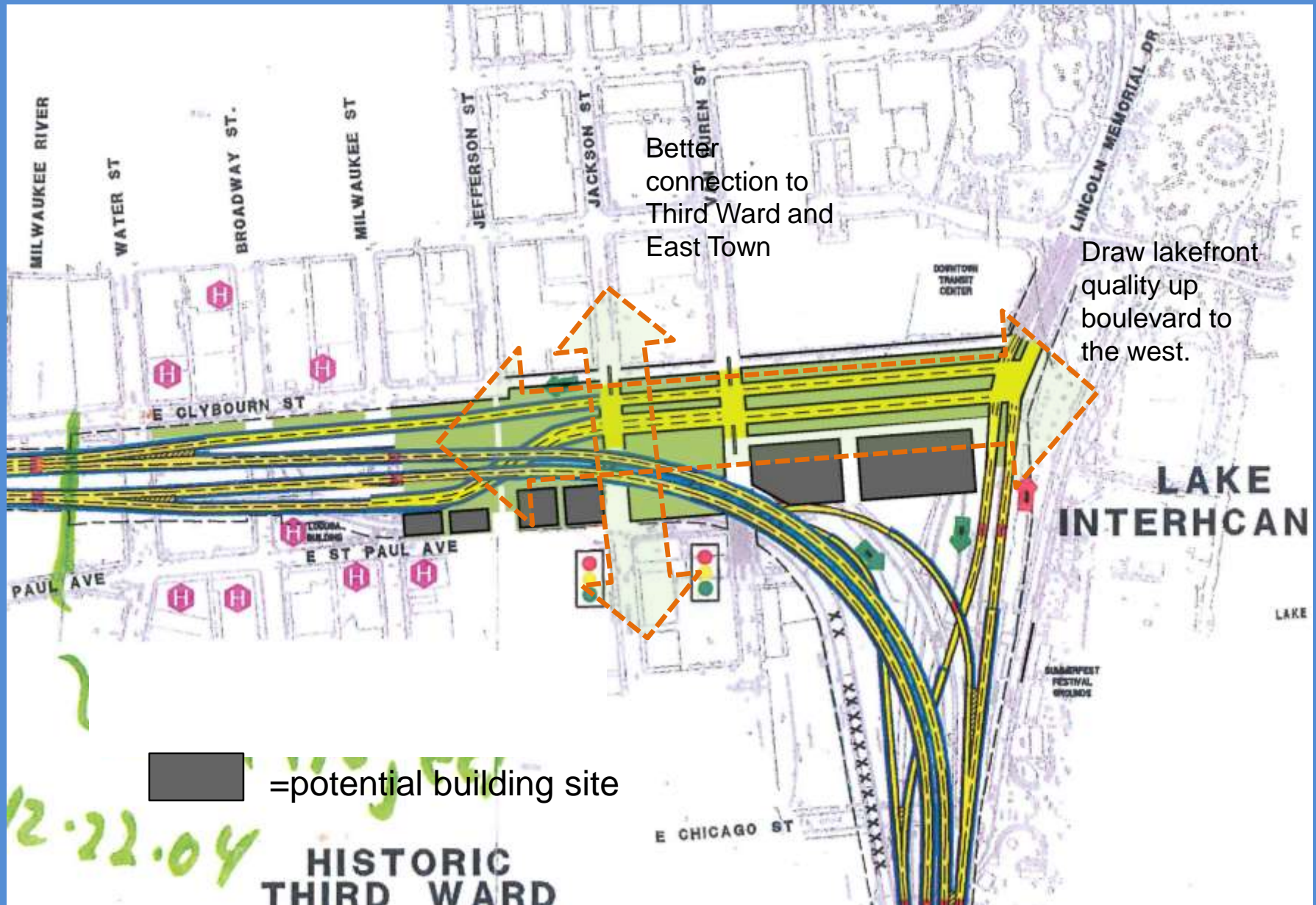
Wisconsin DOT 794 redesign as a result of Marquette Interchange project

URBAN DESIGN – CONNECT THE GRID



DCD suggested redesign for 794 and Lake Interchange

URBAN DESIGN – CONNECT THE GRID



DCD suggested redesign for 794 and Lake Interchange

URBAN DESIGN – PRECENDENTS



URBAN DESIGN – PRECENDENTS



URBAN DESIGN – PRECENDENTS

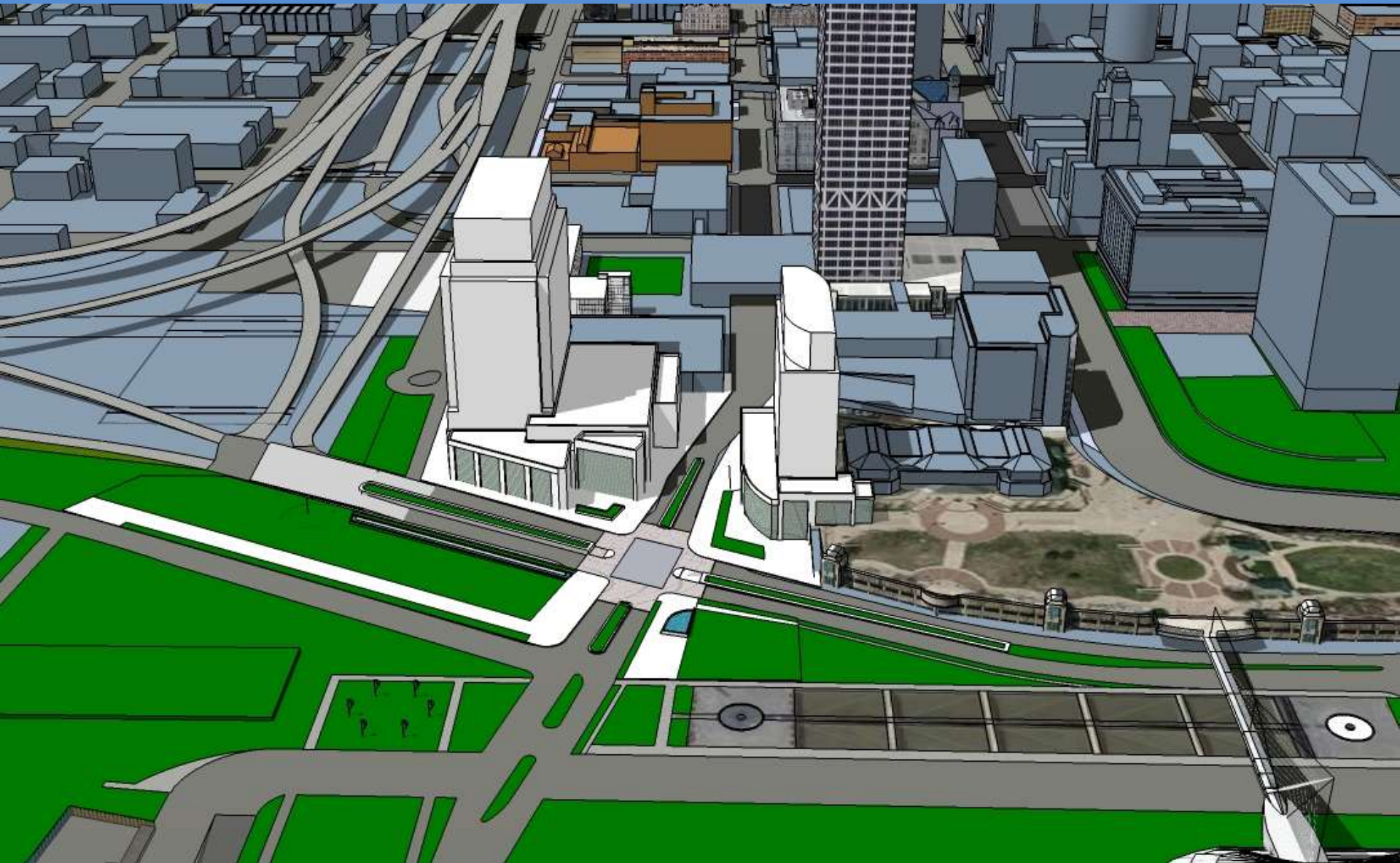


DCD - URBAN DESIGN GUIDING PRINCIPLES & EARLY CONCEPTS



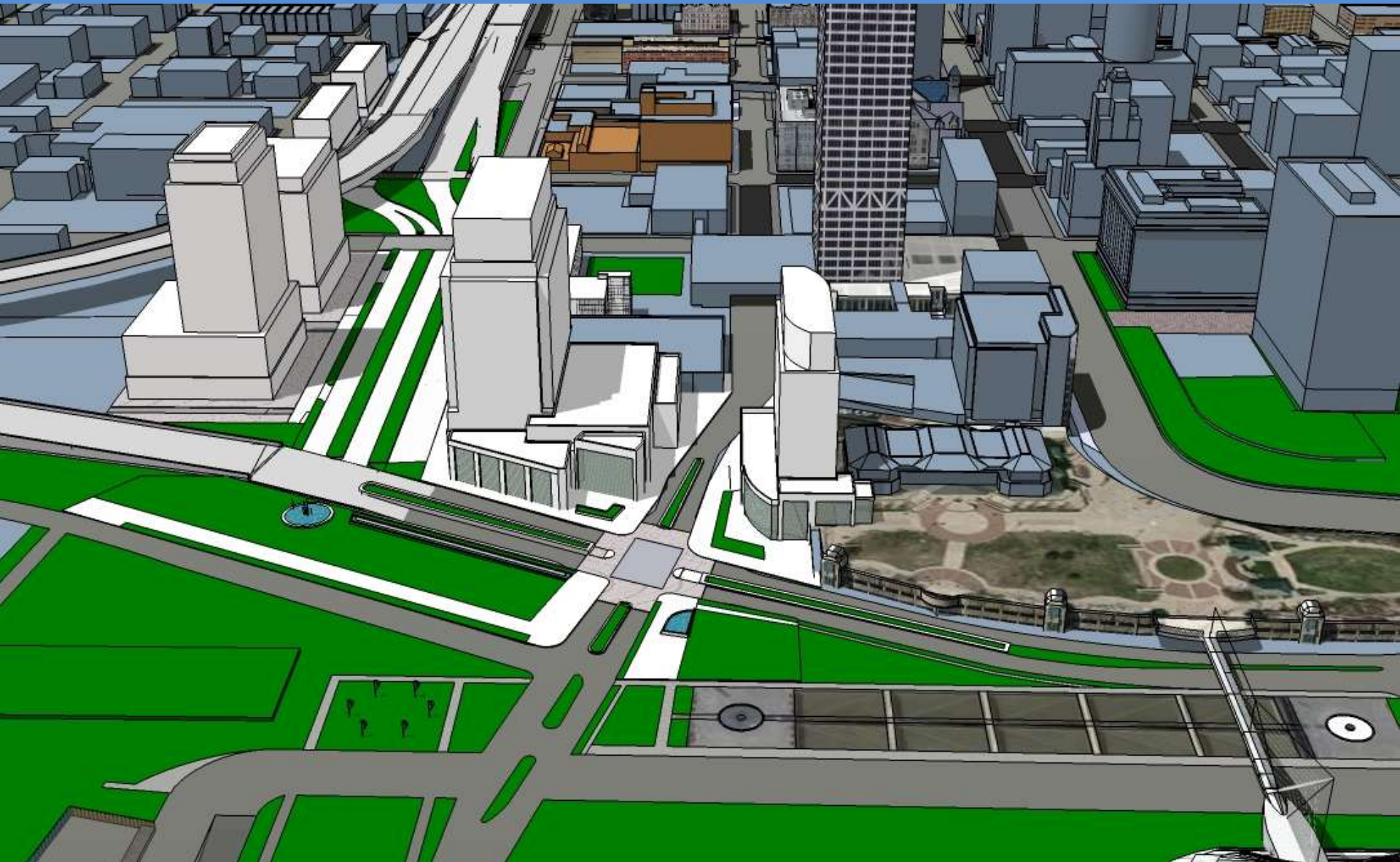
DCD proposed concepts based on Area Plan recommendations

DCD - URBAN DESIGN GUIDING PRINCIPLES & EARLY CONCEPTS



DCD proposed concepts based on Area Plan recommendations

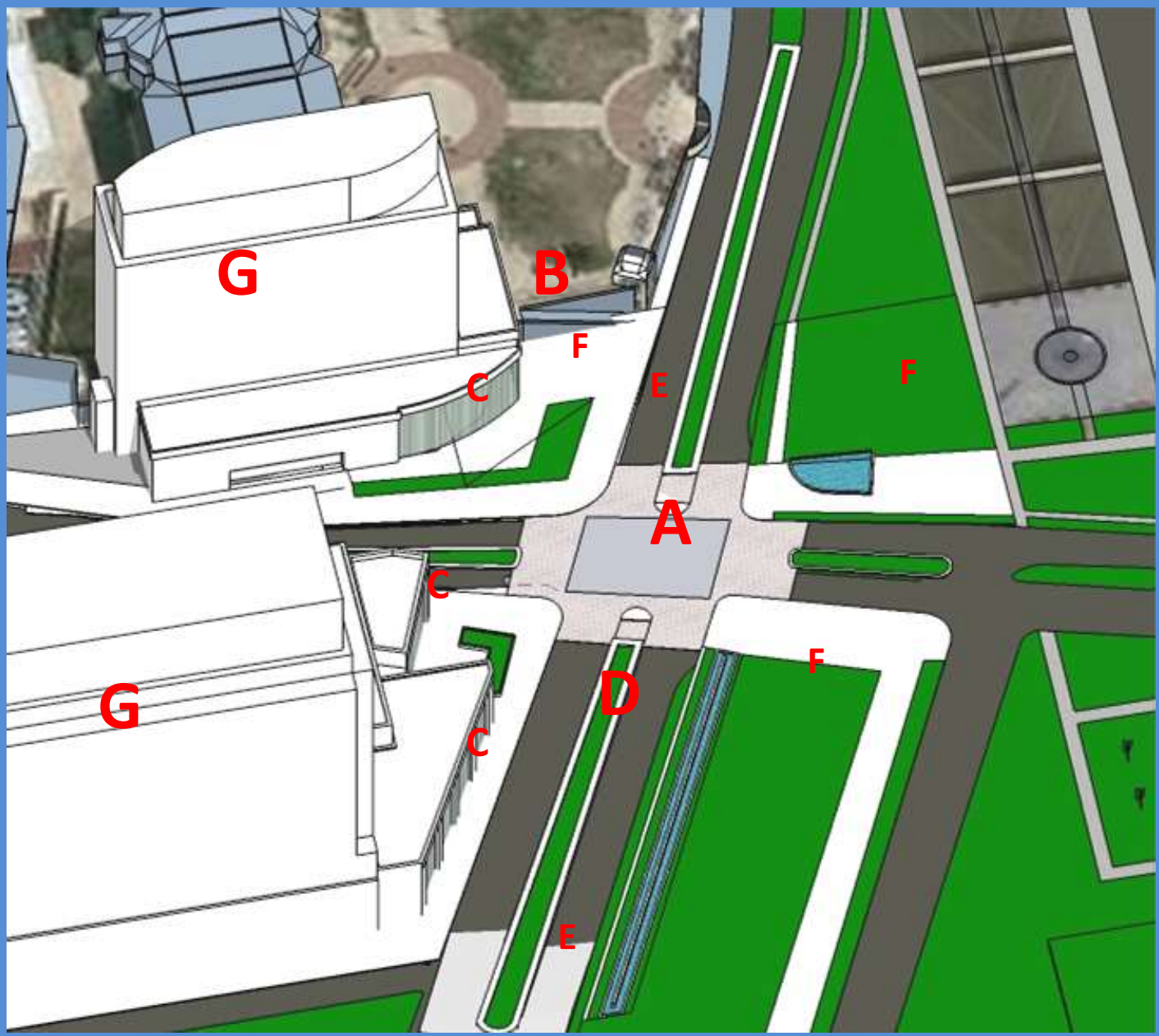
DCD - URBAN DESIGN GUIDING PRINCIPLES & EARLY CONCEPTS



DCD proposed concepts based on Area Plan recommendations

DCD - URBAN DESIGN GUIDING PRINCIPLES & EARLY CONCEPTS

Key	Urban Design Principles
A	Create comfortable and safe walking environment with wider sidewalks and medians, clearly defined pedestrian crossings and vacated right turn bypasses at the intersection of Lincoln Memorial and Michigan Street, for better access to the lakefront.
B	Connect Downtown to the lakefront by improving the Michigan Street (east-west) connection. Further, connect floors on Wisconsin Avenue grade to the Lincoln Memorial grade.
C	Enliven street frontages to enhance the pedestrian experience by incorporating high quality development with glazing and active uses along the street.
D	Create memorable places for people with a unique gateway to the lakefront that presents a grand image and sense of arrival to the Lakefront.
E	Create a balanced circulation system that accommodates both pedestrian and vehicular traffic. Traffic movements should not come at the expense of well developed and safe pedestrian circulation.
F	Create a series of plazas and public spaces on the open space that both has high quality design, programming purpose, and relates to the overall vision. The proposed sculpture garden on the north east corner could be a great example of this transformation.
G	Encourage a compatible mix of uses at these sites that bring more people to the area, create more jobs, and are more 24/7 in nature.
H	Work cooperatively between different jurisdictions and phases of complementary projects.



DCD proposed concepts based on Area Plan recommendations

Collaborative Team from many different perspective participated in numerous meeting and worked toward a final product

Report Issued

Aug 24, 2011



Finding cheerleaders and partners for the project to help move critical decisions and joint review processes along to successful ends.

PARTNERSHIPS



- CITY / STATE / COUNTY
- SURROUNDING STAKEHOLDERS



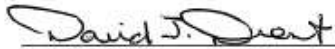
Long Range Lakefront Committee

Preamble

We, the Long-Range Lakefront Planning Committee, do hereby accept and present to the Milwaukee County Board of Supervisors the following recommendations regarding the site and use of the Downtown Transit Center and O'Donnell Park and Parking Structure for long range planning for the development of the lakefront.



Brian Taffora, Director, Economic Development, Milwaukee County



David Drent, Executive Director, War Memorial



Daniel Keegan, Director, Milwaukee Art Museum



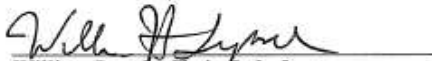
Michael Cudahy, Board Chairman, Discovery World



Gerry Broderick, Supervisor, 3rd District, Milwaukee County



Erbert Johnson, President, CFB, North Milwaukee State Bank



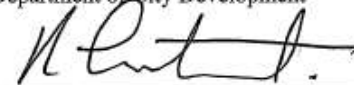
William Lynch, Chair, Lakefront Development Advisory Commission



Molly Gallagher, Board President, Betty Brinn Children's Museum



Rocky Marcoux, Commissioner, Department of City Development



Robert Greenstreet, Professor, Dean, University of Wisconsin - Milwaukee



Donald W. Layden, Jr., Quarles & Brady, LLP, Milwaukee World Festival, Inc.



Nik Kovac, Alderman, 3rd District, City of Milwaukee



Sue Black, Chair, Director, Department of Parks, Recreation and Culture, Milwaukee County



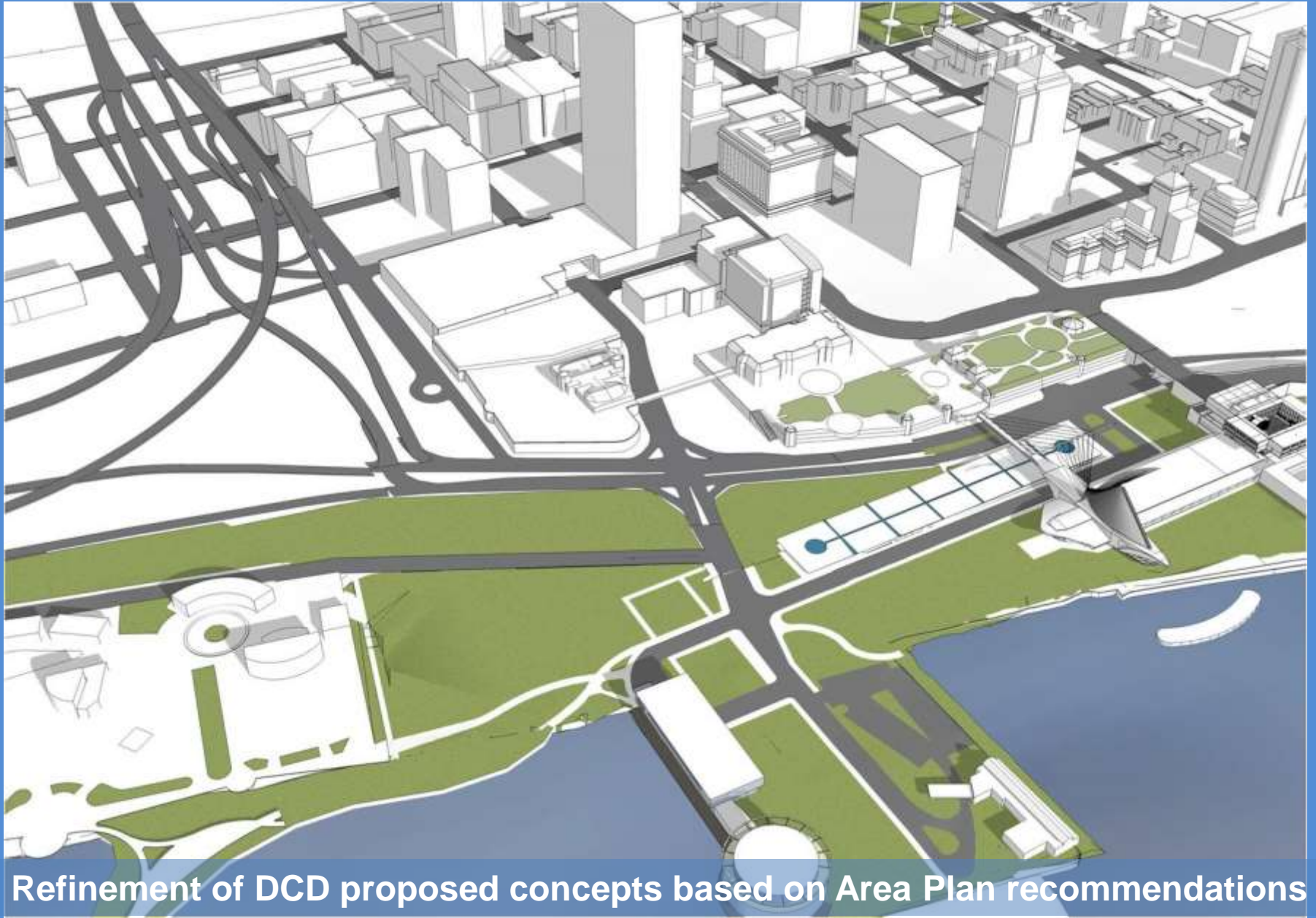
Committee Report



Recommendations:

1. The redevelopment of the Downtown Transit Center
2. The installation of a bicycle/pedestrian lane to and over the Hoan Bridge
3. The reconfiguration of the Lincoln Memorial Drive/Michigan Street Intersection
4. The reconfiguration of the Lake Interchange
5. The continuation of O'Donnell Park
6. Increased accessibility and connectivity

THE LAKEFRONT BEFORE



Refinement of DCD proposed concepts based on Area Plan recommendations

THE LAKEFRONT AFTER



Refinement of DCD proposed concepts based on Area Plan recommendations

THE LAKEFRONT AFTER



Refinement of DCD proposed concepts based on Area Plan recommendations

WE'RE TOGETHER ON THIS ONE



THE
GOVERNOR

THE
COUNTY
EXECUTIVE

THE
MAYOR

**WORKING TOGETHER... WE'RE GOING TO MAKE
MILWAUKEE'S LAKEFRONT SPECTACULAR!**

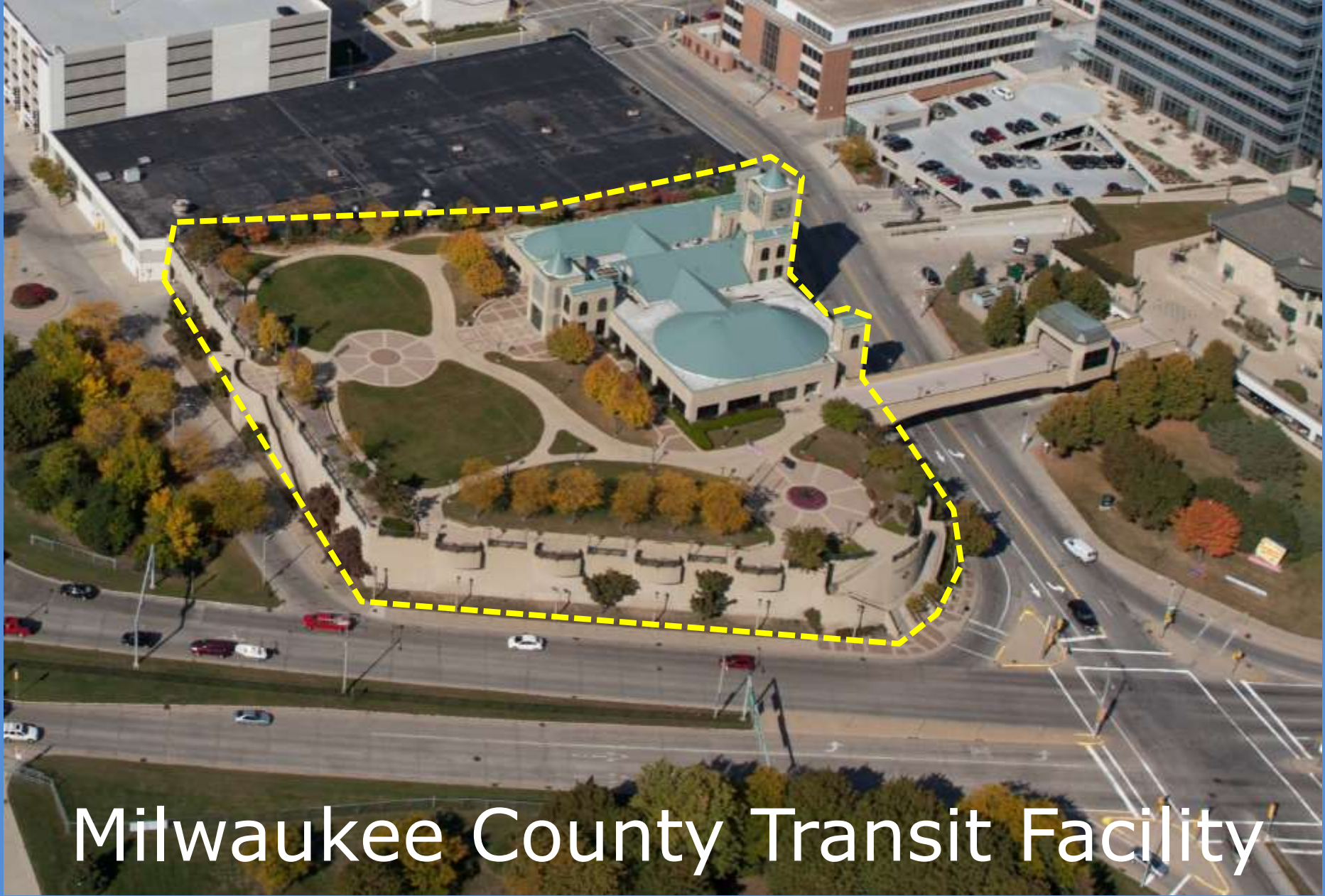
PARTNERSHIPS & PLANNING CONTINUE IN 2011 AND 2012



- CITY / STATE / COUNTY
- SURROUNDING STAKEHOLDERS



RFP for SITE REDEVELOPMENT



Milwaukee County Transit Facility

“COUTURE” PROPOSED



833 Office Building Proposed



DOWNTOWN DEVELOPMENT



NEW 833 OFFICE BUILDING PROPOSED

DOWNTOWN DEVELOPMENT



NEW 833 OFFICE BUILDING PROPOSED



GOFFREY-KAHN

833

NEW 833 OFFICE BUILDING COMPLETE

GODFREY KAHN

usbank

Colliers
INTERNATIONAL

NEW 833 OFFICE BUILDING COMPLETE

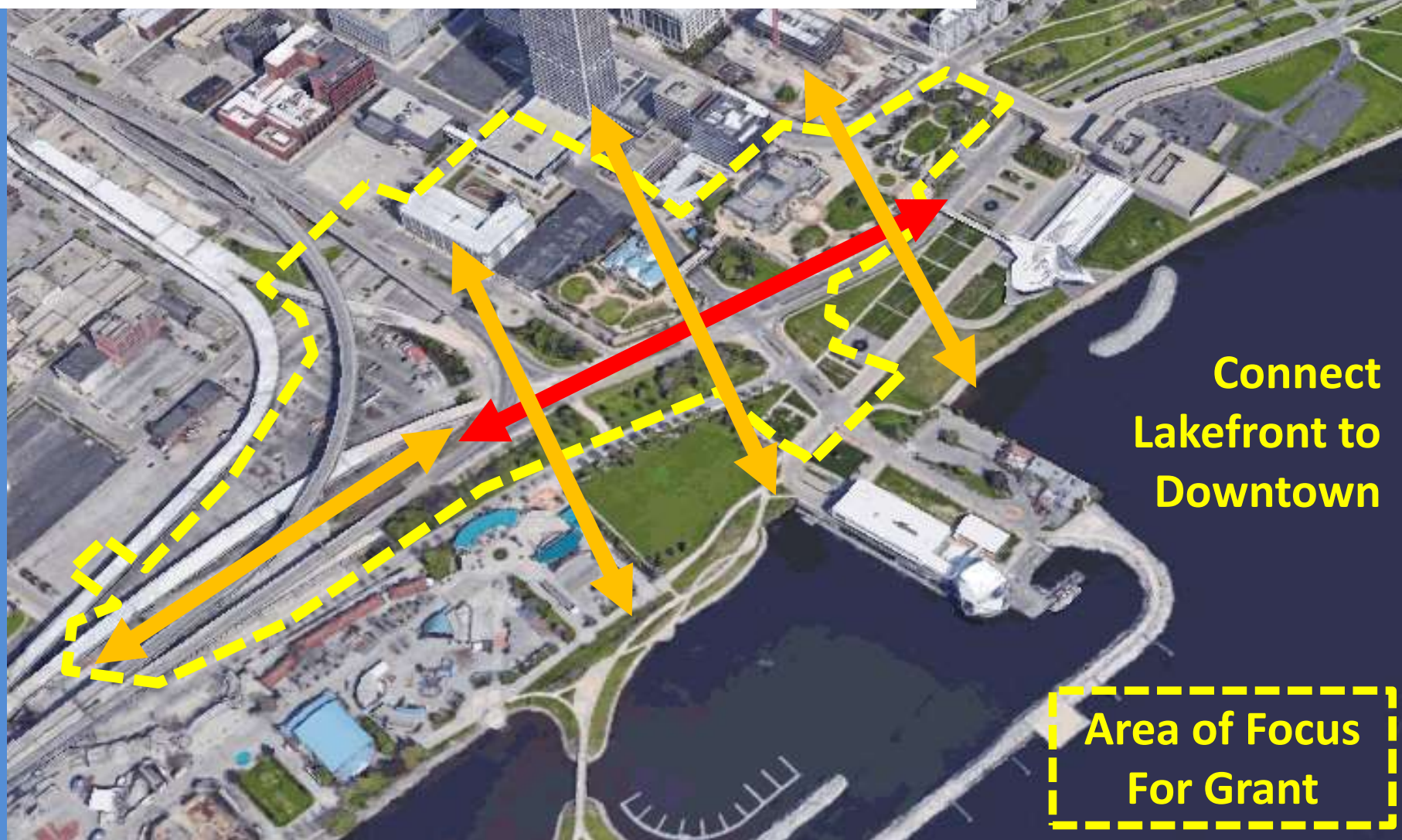
DOWNTOWN DEVELOPMENT



NEW WESTIN HOTEL on VAN BUREN - COMPLETE



WISCONSIN COASTAL MANAGEMENT PROGRAM





WISCONSIN COASTAL
MANAGEMENT PROGRAM

LAKEFRONT GATEWAY PROJECT

MICHIGAN STREET CROSSING

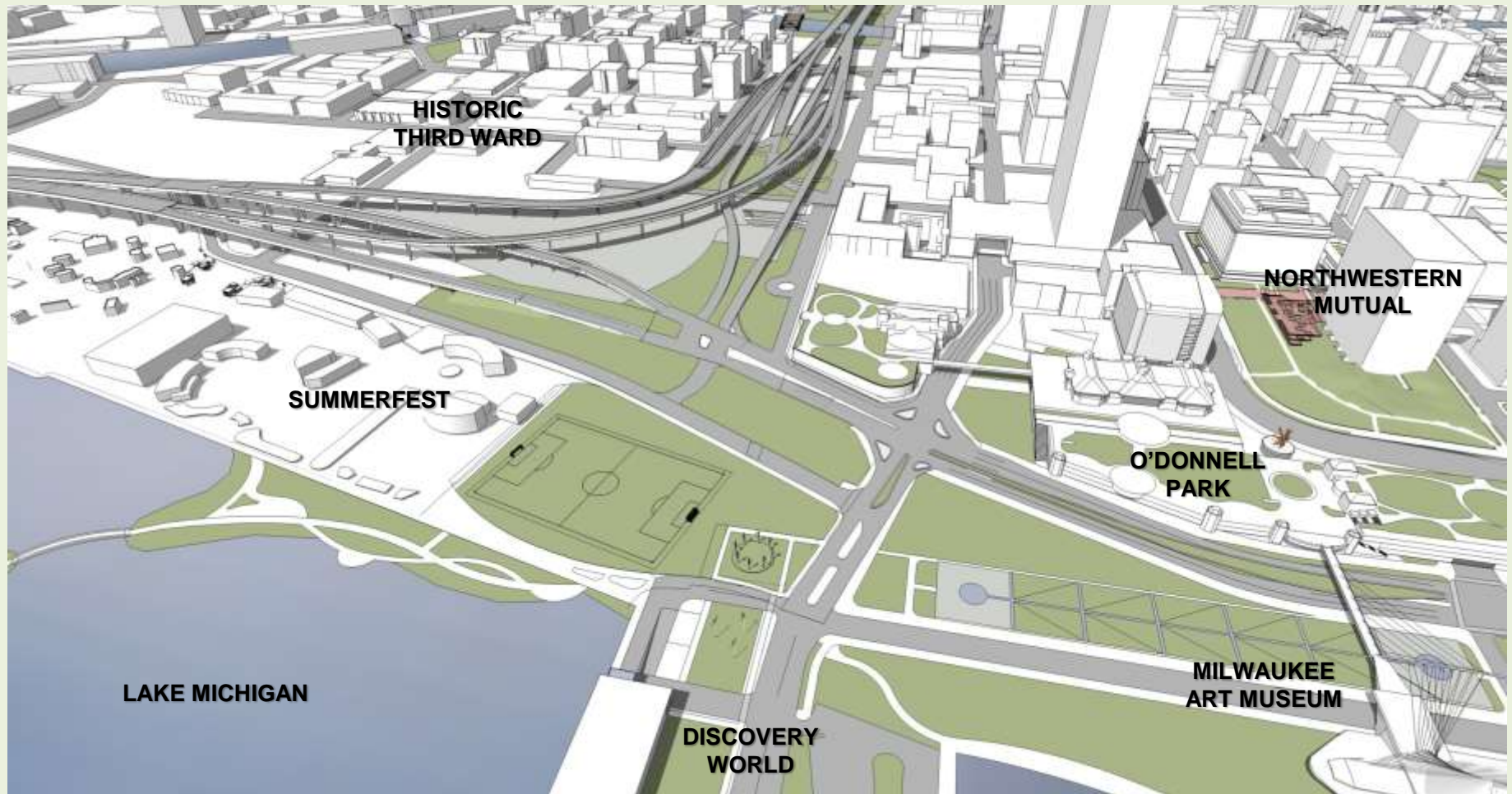
RFP Due - March 7, 2012

Report Issued December

LAKEFRONT GATEWAY PROJECT

MICHIGAN STREET CROSSING





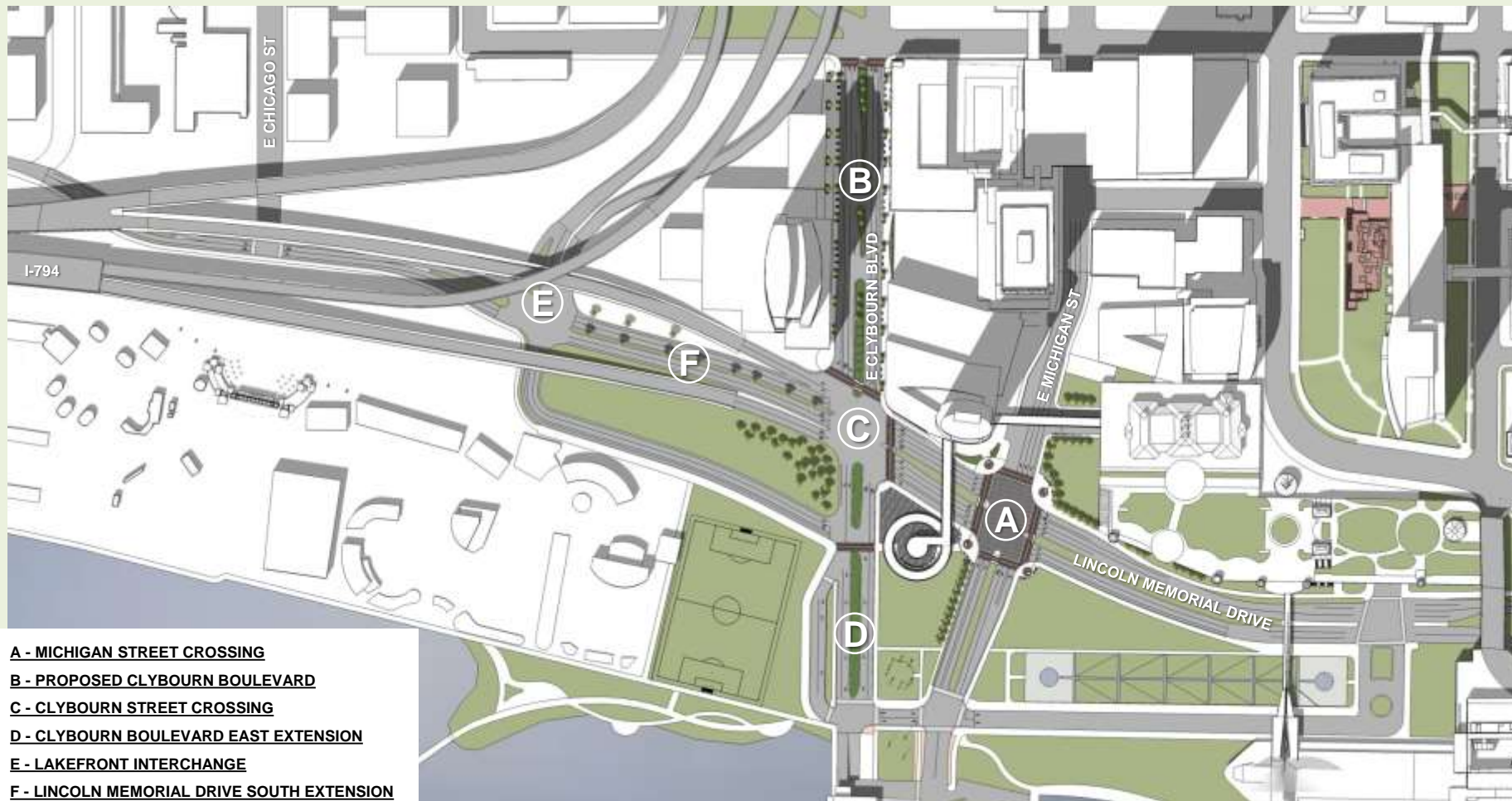
LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

Existing Overall Aerial View Looking West



LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

Proposed Overall Aerial View Looking West



LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

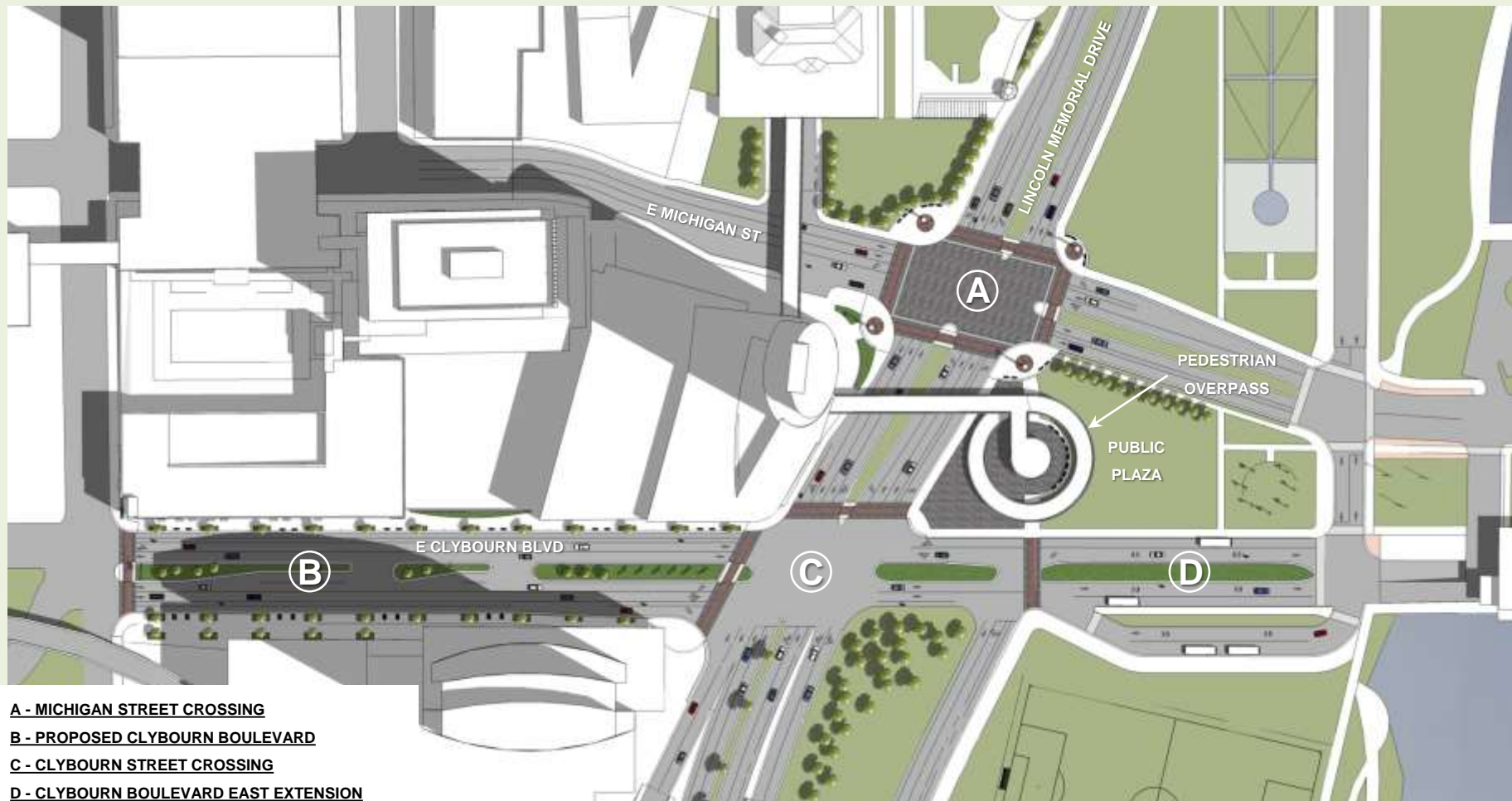
Overall Site Plan



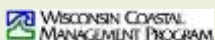
NORTH

09/30/2013





- A - MICHIGAN STREET CROSSING**
- B - PROPOSED CLYBOURN BOULEVARD**
- C - CLYBOURN STREET CROSSING**
- D - CLYBOURN BOULEVARD EAST EXTENSION**



LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

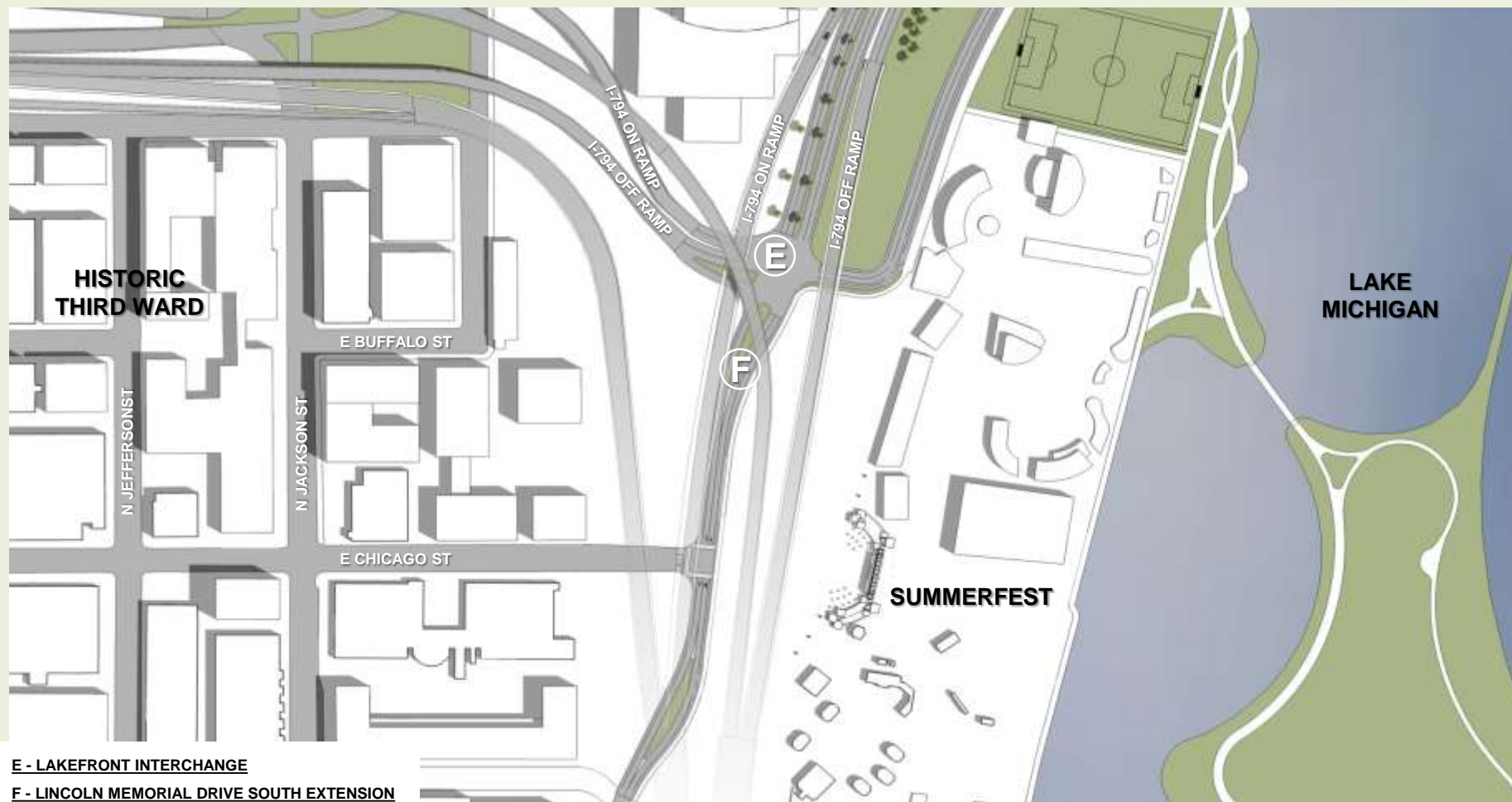
North Project Scope Plan



NORTH

09/30/2013





LAKEFRONT GATEWAY PROJECT

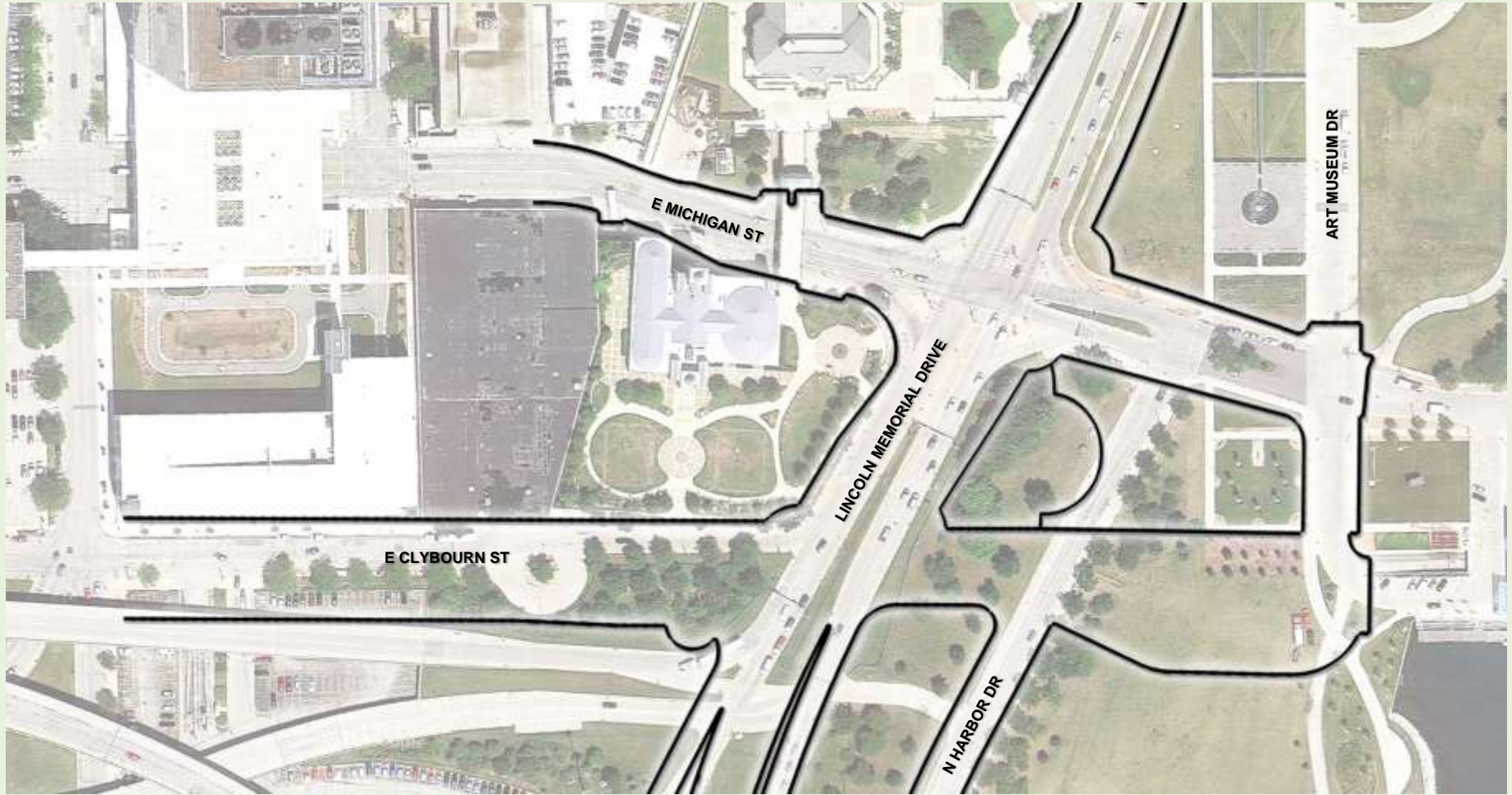
MICHIGAN STREET CROSSING

South Project Scope Plan



09/30/2013





LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

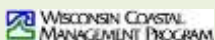
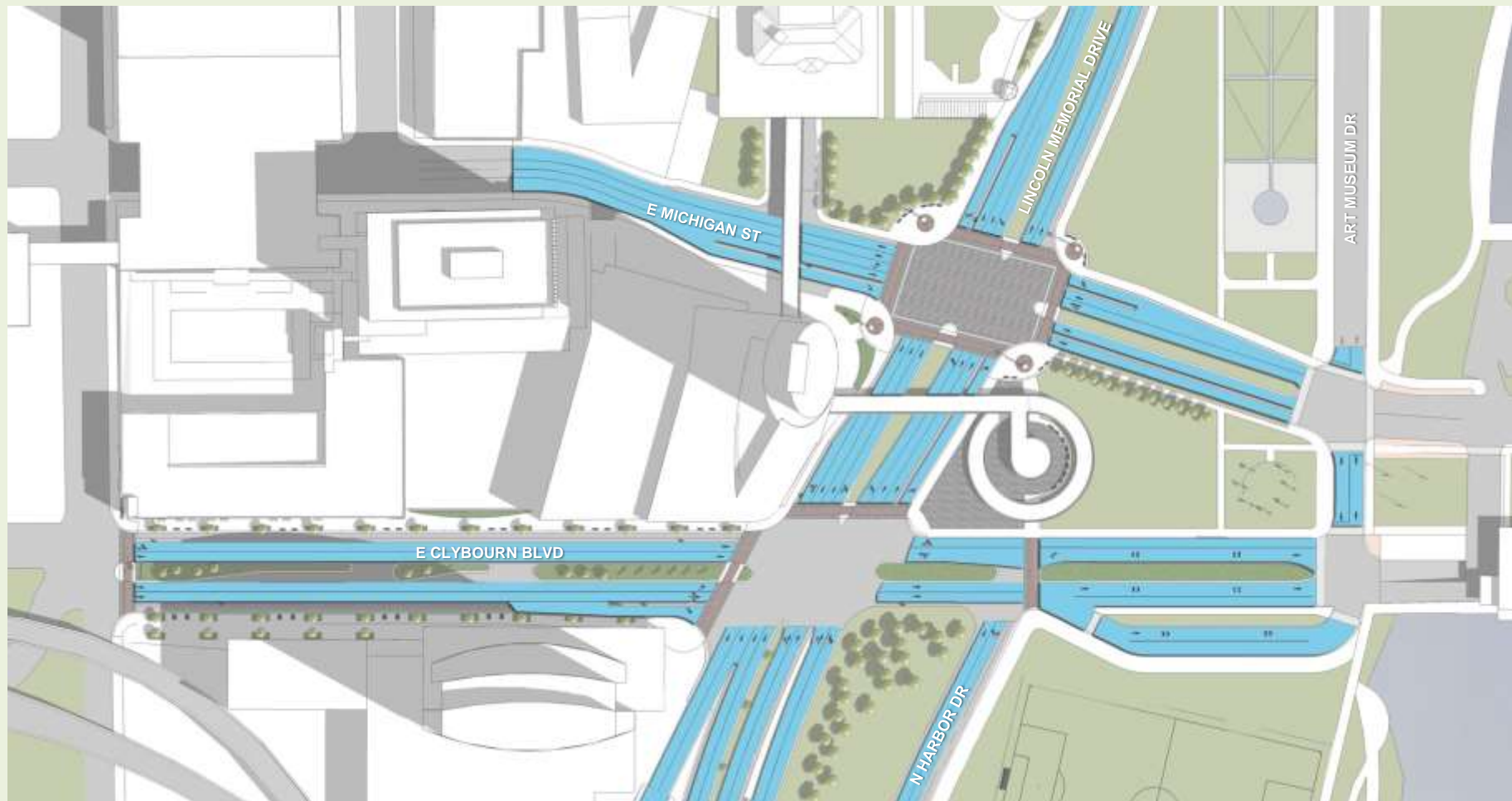
Improvement Boundary Limits



NORTH

09/30/2013





LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

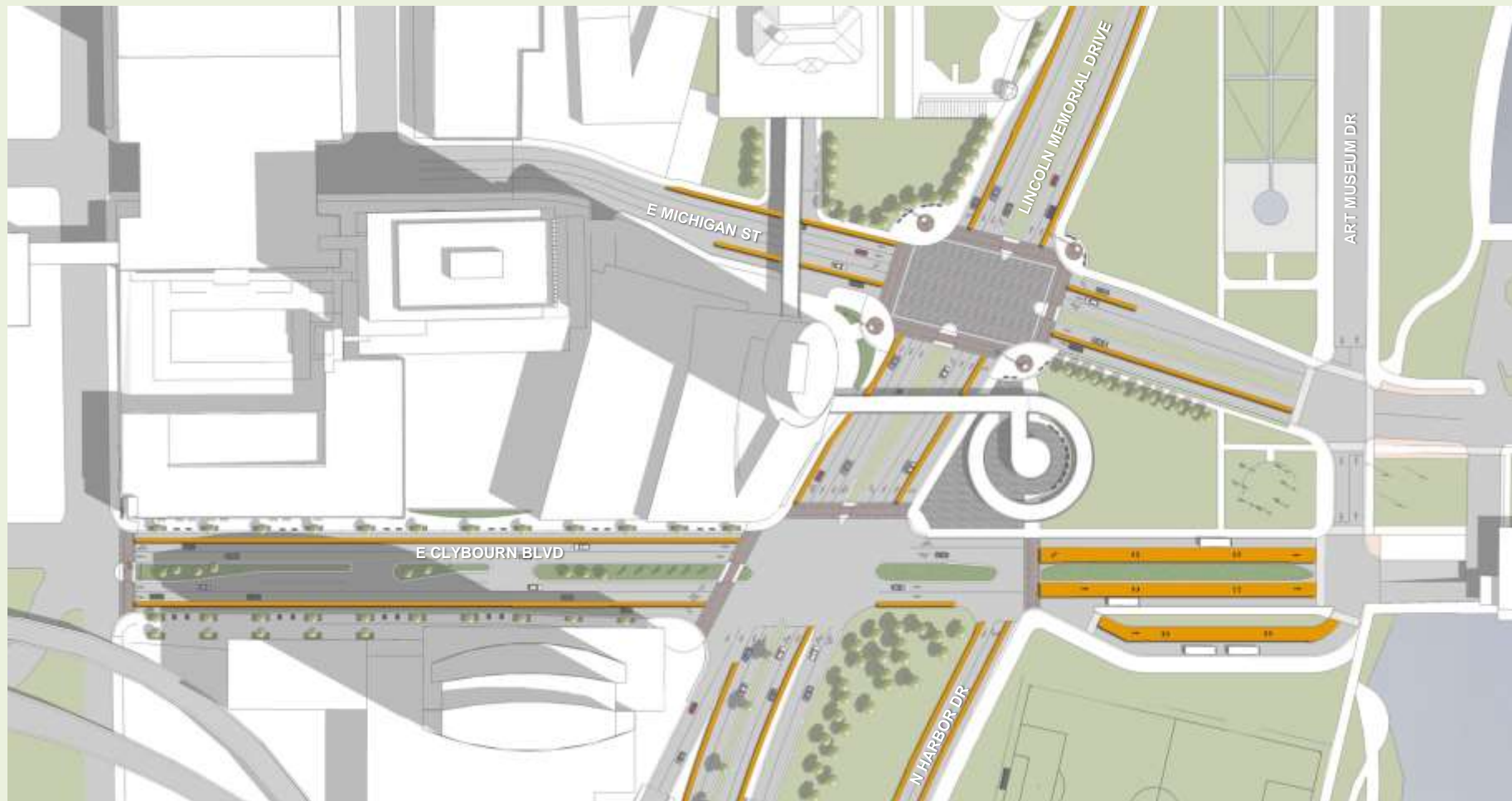
Automobile / Bus Lanes



NORTH

09/30/2013





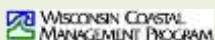
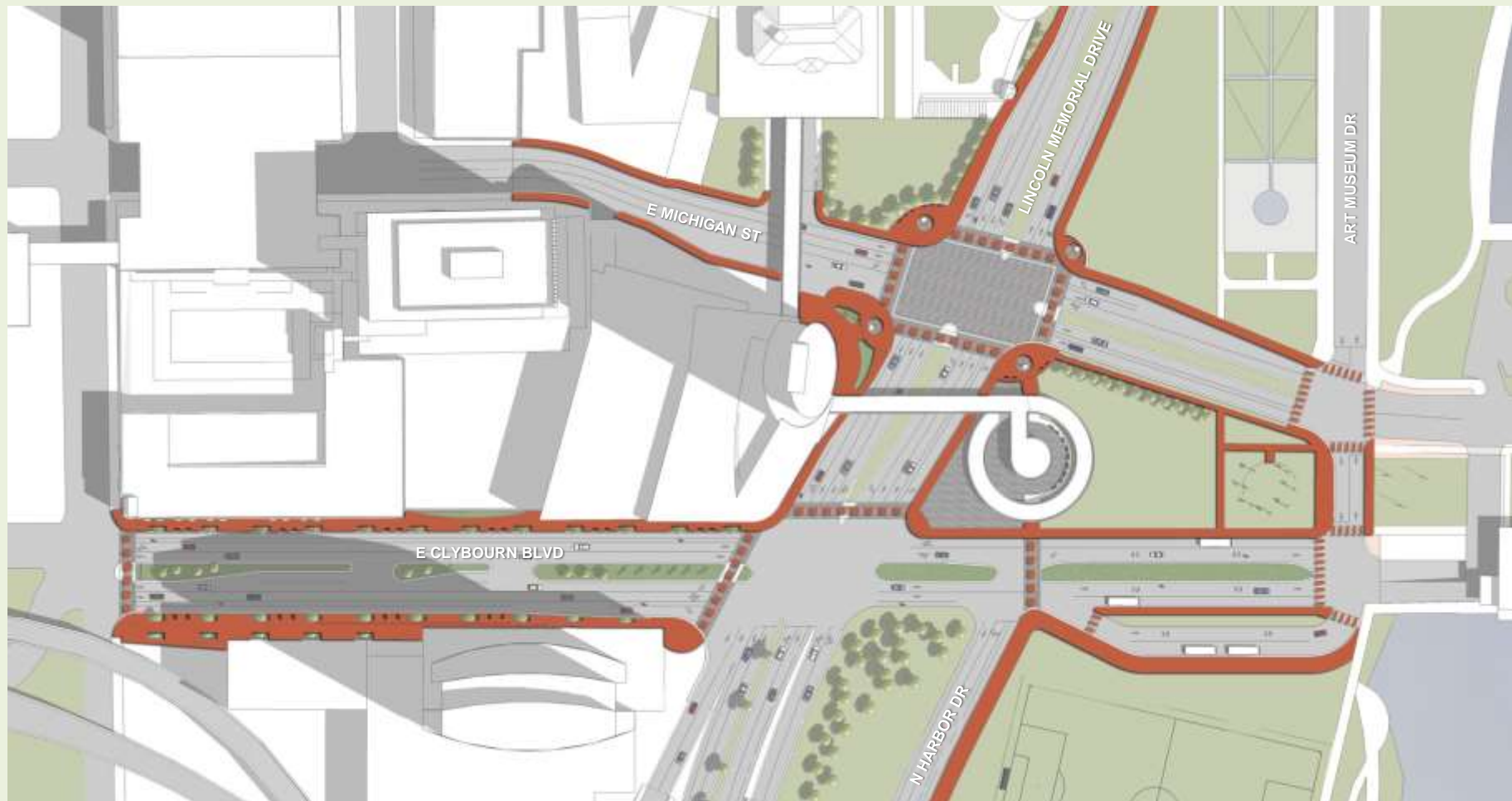
LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

Bicycle Lanes



NORTH

09/30/2013



LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

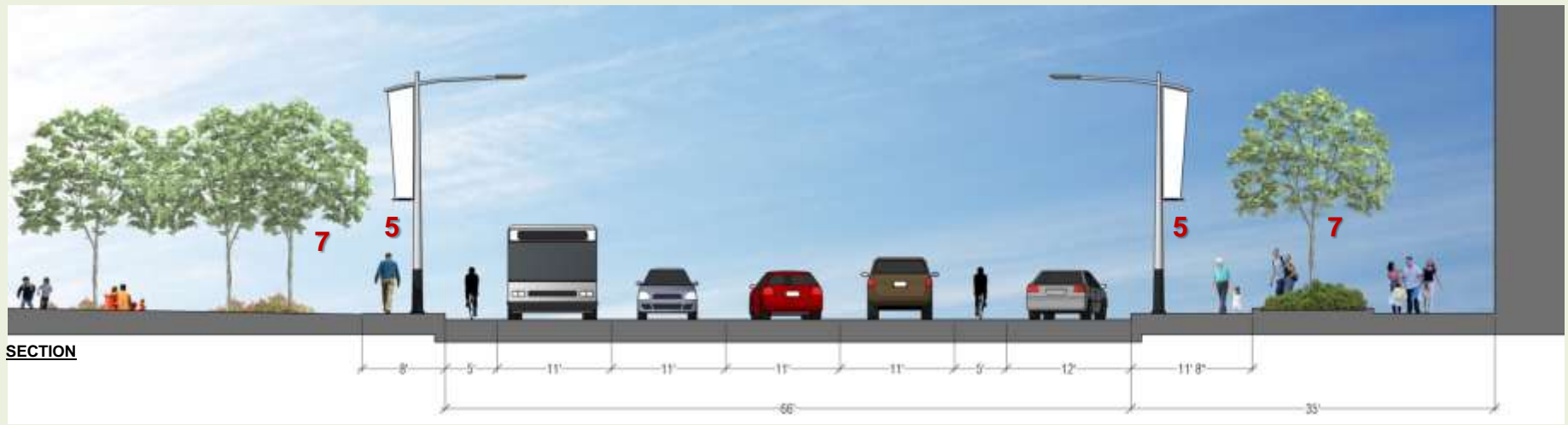
Pedestrian Routes and Crosswalks



NORTH

09/30/2013





SECTION

- | | |
|--|-------------------------------------|
| 1 - GATHERING SPACE AT CROSSWALKS | 5 - LIGHT POLES WITH BANNERS |
| 2 - CROSSWALKS | 6 - LIGHT POLES |
| 3 - BENCHES / SEATING | 7 - TREES / LANDSCAPING |
| 4 - THEMED HIGH-BAY LIGHT TOWERS | 8 - PLANTERS |



PLAN



Existing intersection of Michigan Street and Lincoln Memorial Drive

EXISTING PEDESTRIAN CONDITION



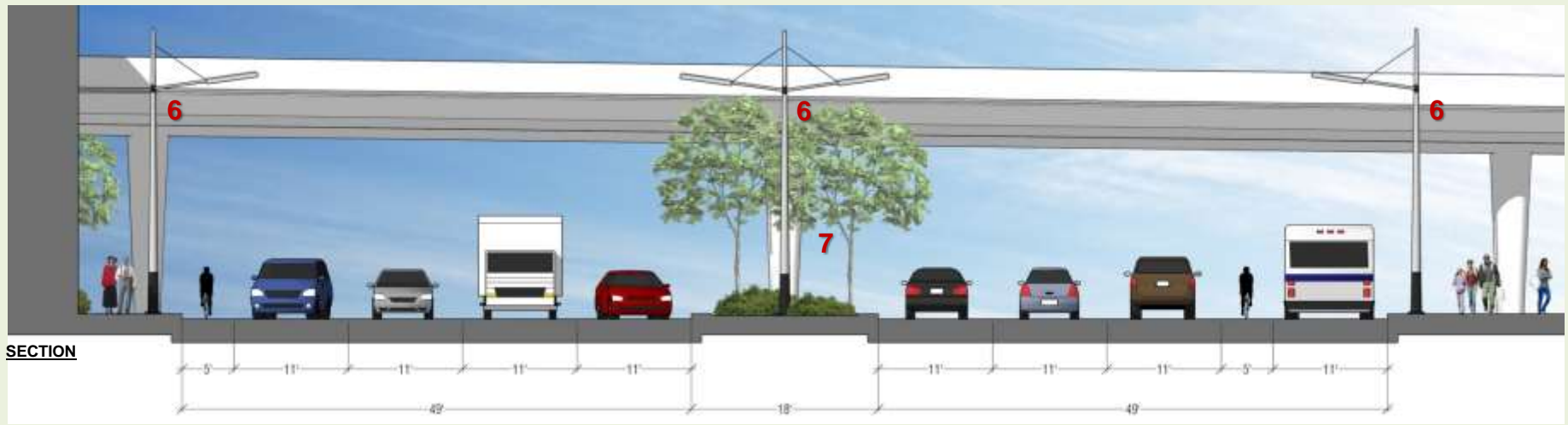
Proposed intersection of Michigan Street and Lincoln Memorial Drive

PEDESTRIAN IMPROVEMENTS



LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

East Michigan Street - Perspective View Looking East



SECTION

- | | |
|--|-------------------------------------|
| 1 - GATHERING SPACE AT CROSSWALKS | 5 - LIGHT POLES WITH BANNERS |
| 2 - CROSSWALKS | 6 - LIGHT POLES |
| 3 - BENCHES / SEATING | 7 - TREES / LANDSCAPING |
| 4 - THEMED HIGH-BAY LIGHT TOWERS | 8 - PLANTERS |

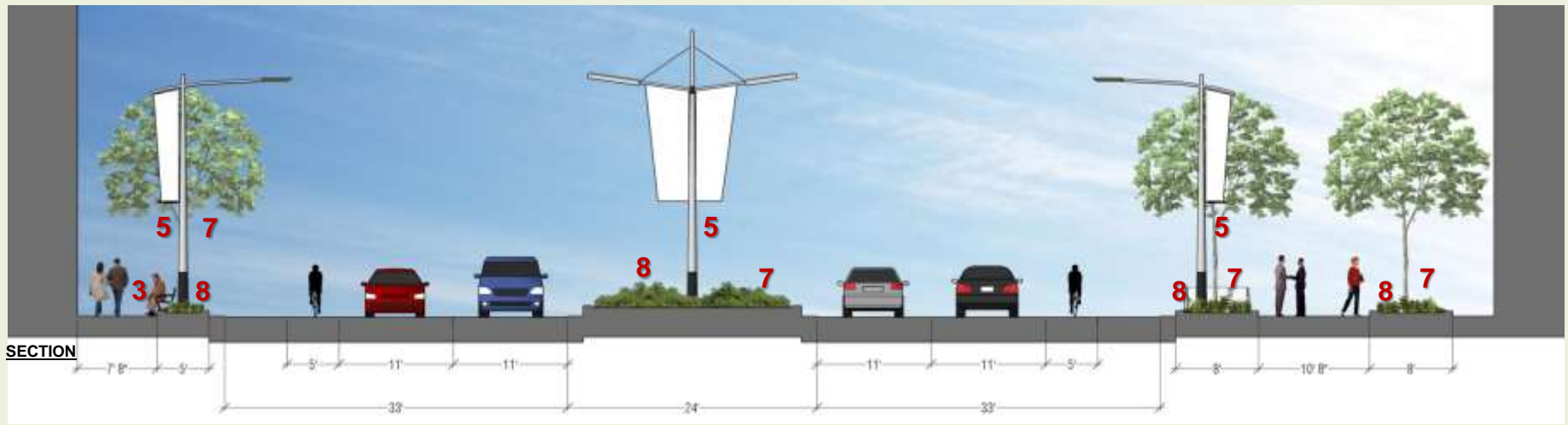


PLAN

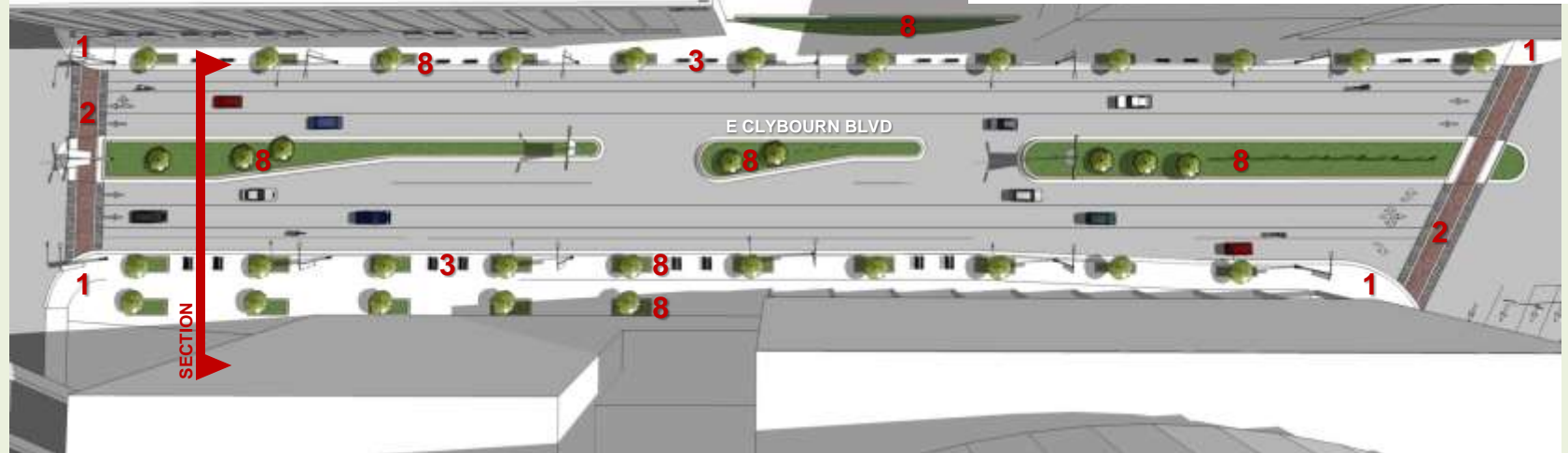


LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

Lincoln Memorial Drive - Perspective View Looking North



- 1 - GATHERING SPACE AT CROSSWALKS
- 2 - CROSSWALKS
- 3 - BENCHES / SEATING
- 4 - THEMED HIGH-BAY LIGHT TOWERS
- 5 - LIGHT POLES WITH BANNERS
- 6 - LIGHT POLES
- 7 - TREES / LANDSCAPING
- 8 - PLANTERS





LAKEFRONT GATEWAY PROJECT MICHIGAN STREET CROSSING

Clybourn Boulevard - Perspective View Looking East



NORTH

09/30/2013

LAKEFRONT GATEWAY PROJECT ANNOUNCED!

March of 2013, the City of Milwaukee, State of Wisconsin & Milwaukee County announced \$34 million joint project.



- Changes to the Lake Interchange and local roads, including an extension of North Lincoln Memorial Dr. to the Third Ward.
- Improved Public Spaces, Development Sites Created

LAKEFRONT GATEWAY PROJECT



LAKEFRONT GATEWAY PROJECT

Overall Plan

03/01/2013

BUILDING ON DOWNTOWN ASSETS



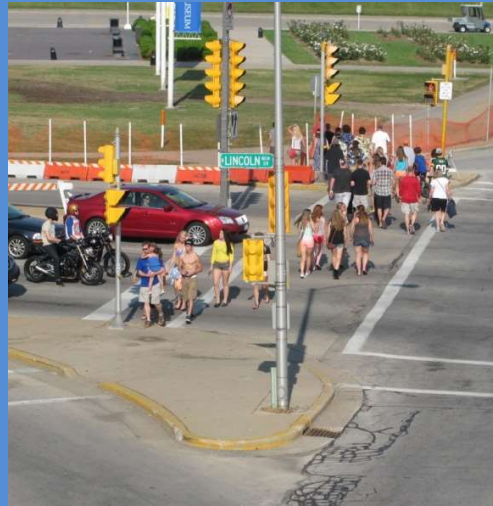
NUMEROUS BUSINESSES, CORPORATE HEADQUARTERS, ORGANIZATIONS AND PREMIER RESIDENCES EXIST IN LAKEFRONT ADJACENT AREAS

BUILDING ON LAKEFRONT ASSETS



SCIENCE & CHILDRENS MUSEUMS, A STATE PARK AND A FESTIVAL GROUNDS

IDENTIFYING NEEDED CHANGES



PEDESTRIAN CROSSING & TOPOGRAPHY

LAKEFRONT GATEWAY PROJECT

- Incredible Assets on Lakefront and in Adjacent Downtown Areas
- Connection Missing
- Pedestrian and Bicycle Unfriendly
- Numerous Spaces, but no Central Gathering Place

LAKEFRONT GATEWAY PROJECT

- City's Downtown Plan
 - Lakefront Catalytic Project
- Long Range Lakefront Committee
- Coastal Management Grant
 - Lakefront Gateway Project Report

Catalyzing Event:

- Northwestern Mutual Tower Project Announced -
Approx. \$450 million project provides
Tax Incremental District

FUNDING POSSIBLE WITH ANNOUNCEMENT OF NEW NORTHWESTERN MUTUAL TOWER





Northwestern Mutual



Lakefront Gateway Plan

Design Development



Working successfully between the public sector, private sector and non-profit/cultural sectors; working across internal city departments; as well as with different level of government such as the County and the State.

Reaching varied audiences through multiple public engagement strategies carried out in many different phases of the project.

LAKEFRONT GATEWAY PROJECT



PROJECT OVERVIEW
LAKEFRONT GATEWAY PROJECT
MILWAUKEE COUNTY, WI







PUBLIC INFORMATION MEETING #8 - MAY 13, 2014



CH2MHILL

LEGEND

-  PHASE 1 - STATE/WISDOT LET
-  PHASE 2 - CITY OF MILWAUKEE LET
-  PHASE 3 - MASTER PLAN WORK
-  DEVELOPMENT SITES

LAKEFRONT GATEWAY PROJECT

- Improved Pedestrian and Bicycle Connections
- New and Improved Public Civic Spaces
- New Street Connections
(Clybourn Boulevard, Lincoln Memorial south extension)
- Improved Local Streets
(Michigan Street, Lincoln Memorial Drive, Harbor Drive)
- Improved Freeway Access
(More compact interchange, maintained service)
- New Building Sites (Transit Center site, South of Clybourn Site)
- Improved Building Sites
(In Third Ward, on Michigan and Clybourn Streets)

LAKEFRONT GATEWAY PROJECT

PROJECT OVERVIEW

LEGEND

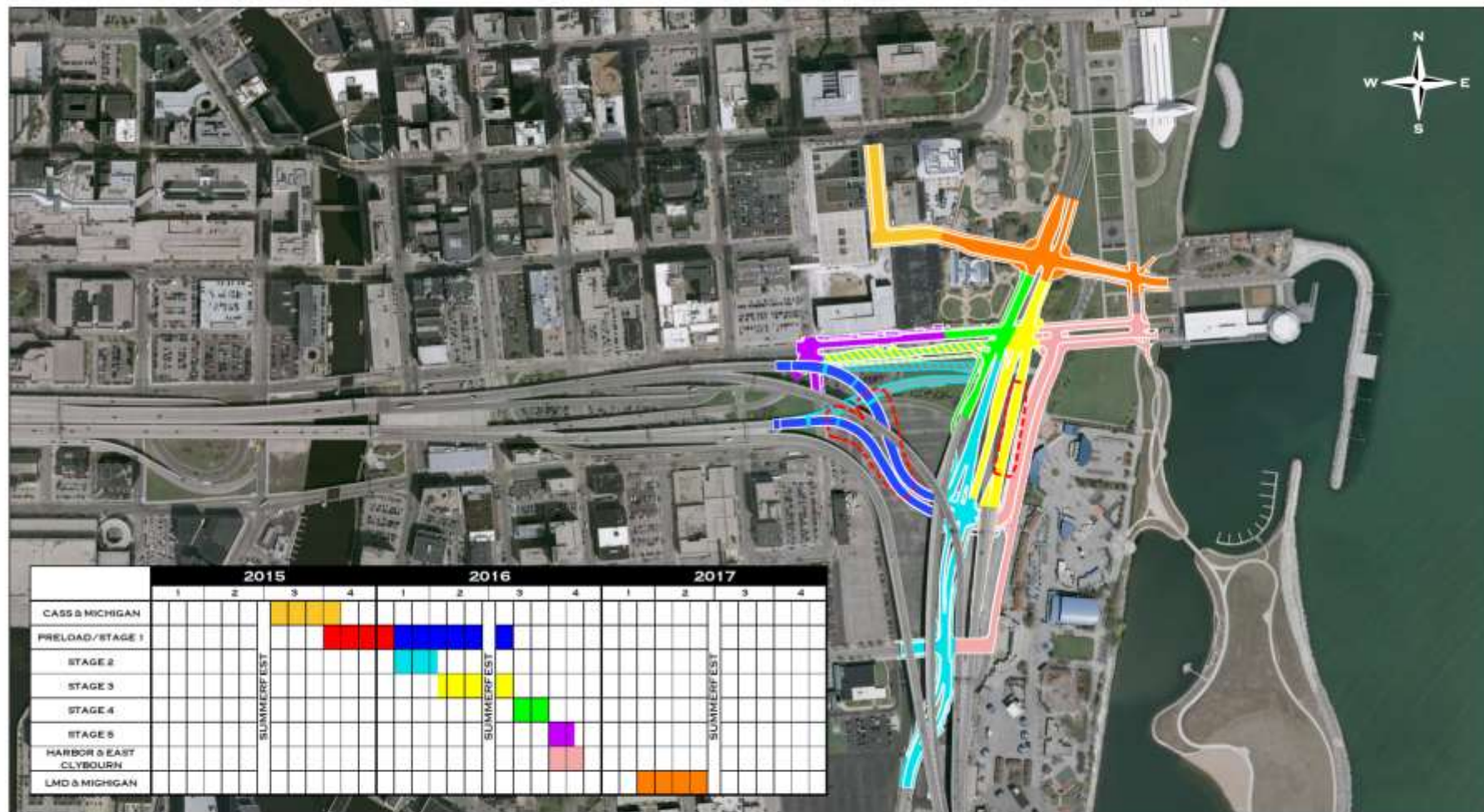
-  PHASE 1 - STATE/WISDOT LET
-  PHASE 2 - CITY OF MILWAUKEE LET
-  PHASE 3 - MASTER PLAN WORK



THE PROJECT PLAN



PROJECT CONSTRUCTION SCHEDULE



CONSTRUCTION STAGING OVERVIEW

LAKEFRONT GATEWAY PROJECT

MILWAUKEE COUNTY, WI



EXHIBIT 1

PHASING / STAGING

PUBLIC OUTREACH AND INVOLVEMENT

AN INVITATION
Lakefront Gateway Project Public Involvement Meeting 2



The Lakefront Gateway project is a unique collaboration among the City of Milwaukee, State of Wisconsin and Milwaukee County to improve connections to the lakefront, downtown Milwaukee and the Historic Third Ward.

YOU ARE INVITED

To attend the second in a series of public involvement meetings to review and provide feedback on plans being considered.

**TUESDAY
5.13.14**

4:00 - 7:00 p.m.
Miller Room at O'Donnell Park
910 East Michigan Street
Milwaukee, WI

The Lakefront Gateway Project includes the study and evaluation of the realignment of the Lincoln Memorial Drive ramps and local roads, including an extension of North Lincoln Memorial Drive and associated street improvements to East Clybourn Street and North Harbor Drive.

The meeting will be held in an open house format allowing participants to view concepts and provide feedback on the following:

- How proposed plans affect Milwaukee County park lands
- Development of bicycle & pedestrian facilities
- Preferred alternatives for the roadway layout
- Master Plan concepts

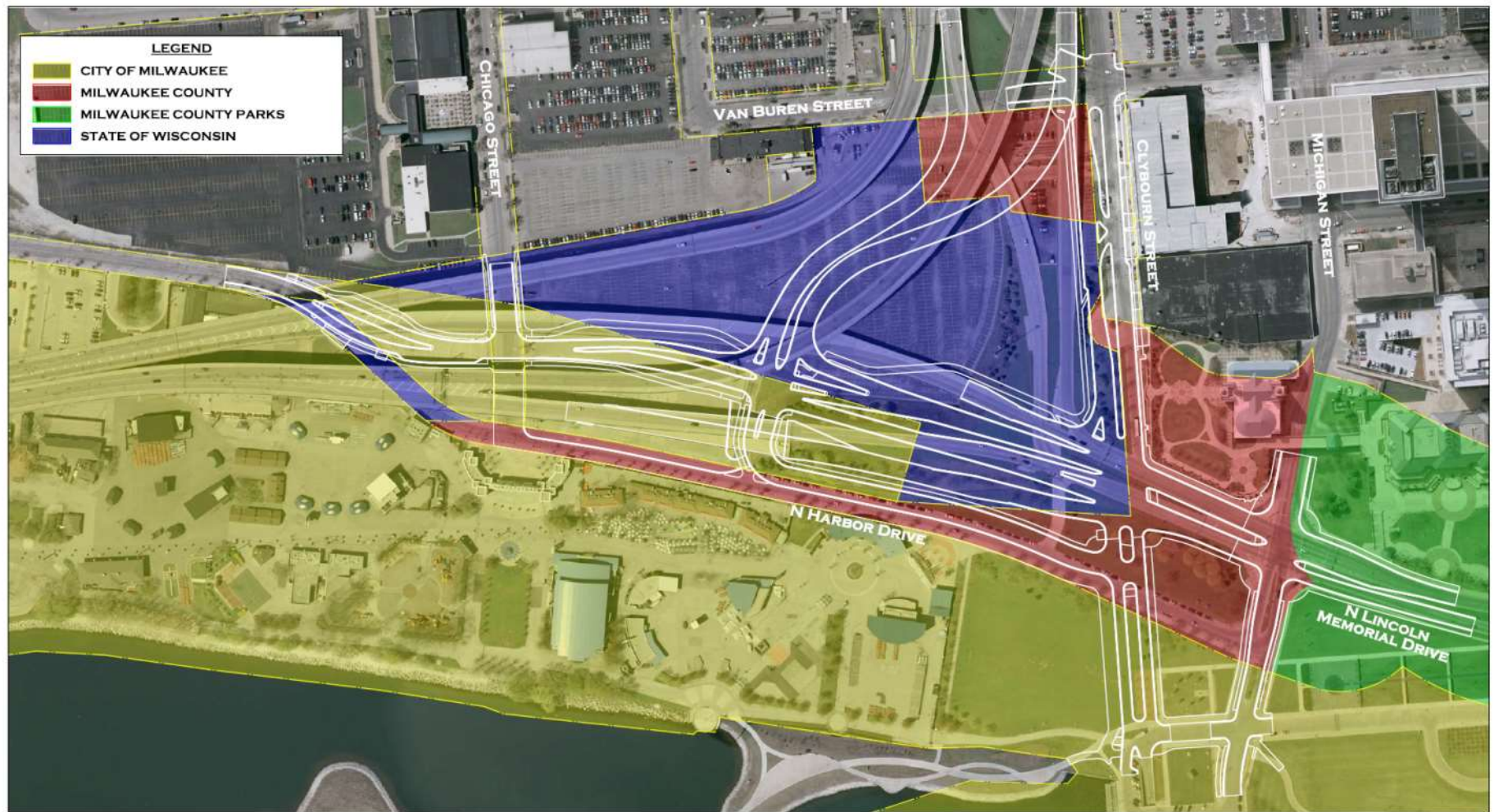
Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For assistance contact Carolyn Gellings at (262) 548-8716.

Additional project information is available online at: <http://www.dot.wiscour.gov/projects/aregum/~/Lakefront/index.htm>



MULTIPLE PUBLIC MEETINGS

LAKEFRONT LANDOWNERSHIP



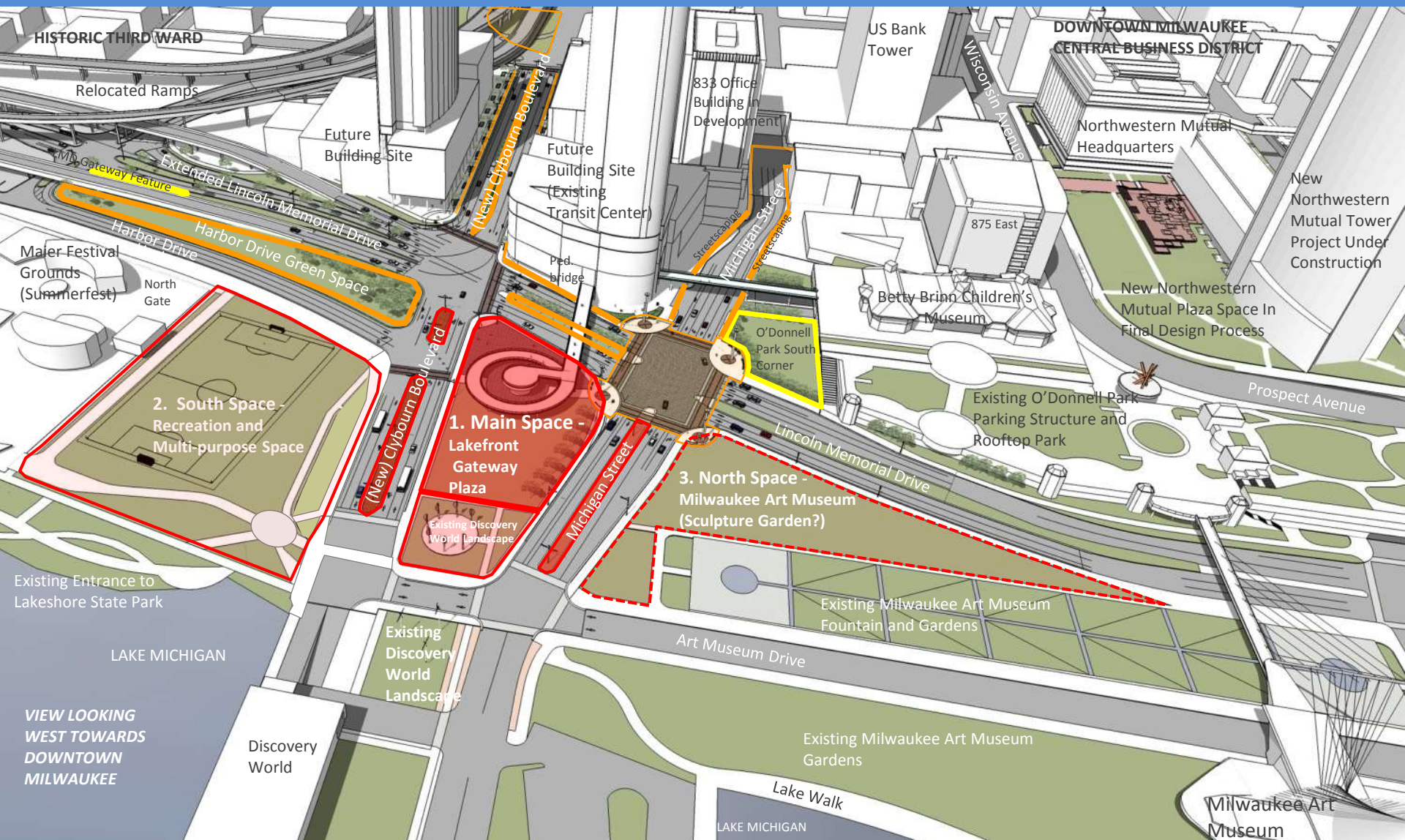
EXISTING LAND OWNERSHIP

LAKEFRONT GATEWAY PROJECT

MILWAUKEE COUNTY, WI



LAKEFRONT OPEN SPACE



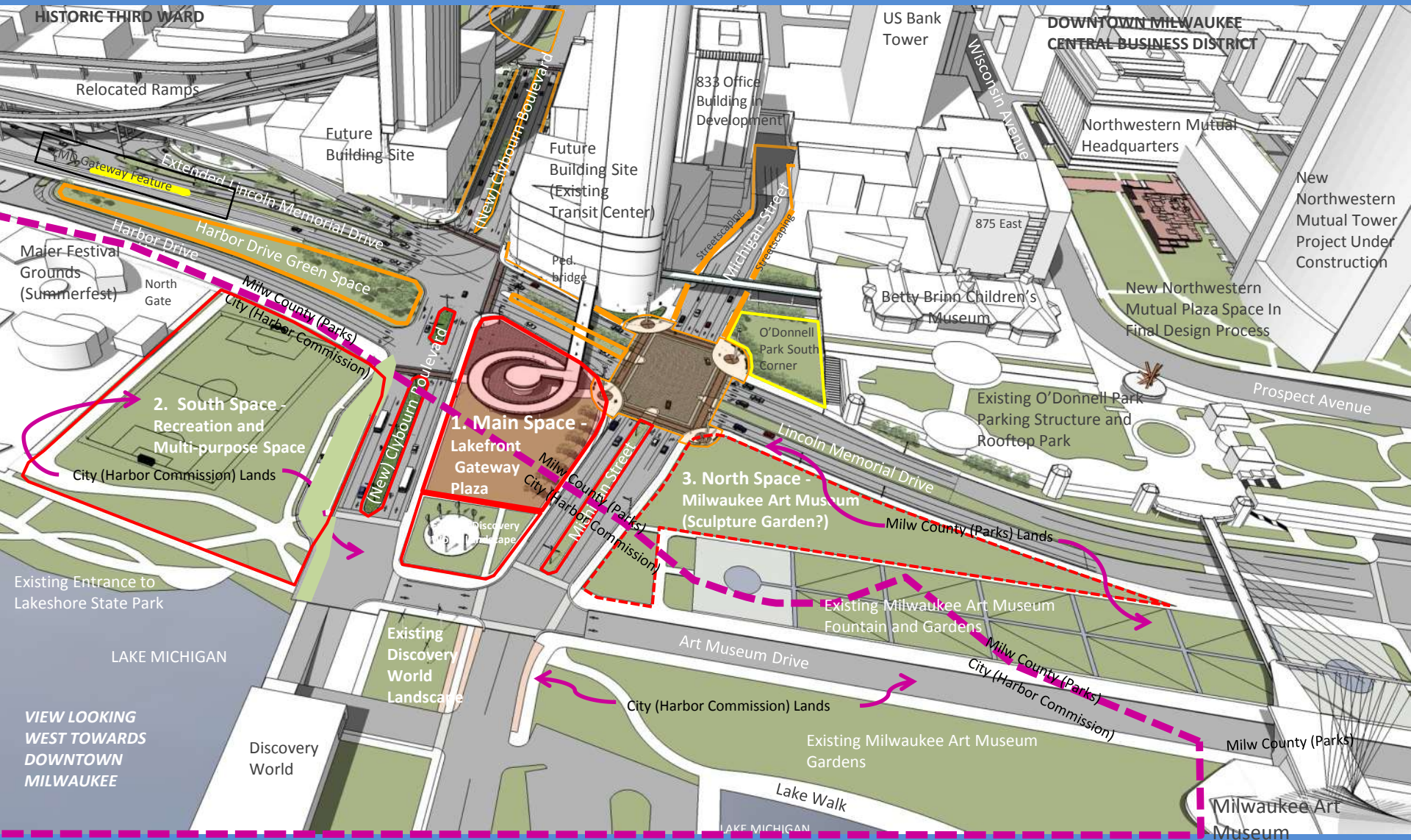
Milwaukee LAKEFRONT GATEWAY - Public Spaces and Civic Design Project

1. Main Space – Lakefront Gateway Plaza
2. South Space – Recreation and Multi-Purpose
3. North Space – Milwaukee Art Museum Gardens Expansion

Coordination with Harbor Drive Green Space, O'Donnell Park South Corner Space and gateway feature at ramp ends
Coordination with Boulevards and Streetscaping on Clybourn, Michigan, Harbor and Lincoln Memorial Drive and Pedestrian Crossings



LAKEFRONT OPEN SPACE & OWNERSHIP



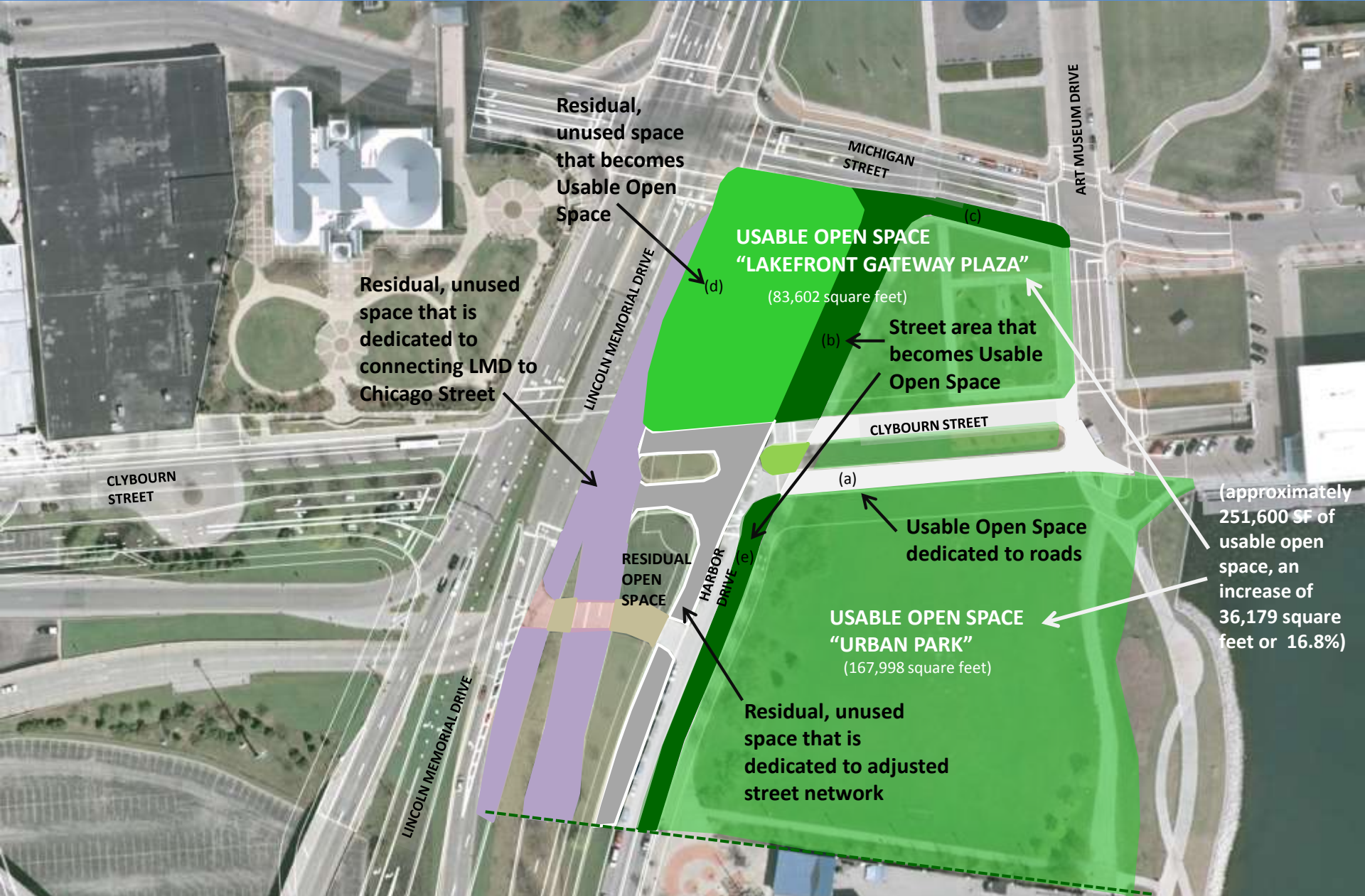
LAKEFRONT GATEWAY - Public Spaces and Civic Design Project

1. Main Space – Lakefront Gateway Plaza
 2. South Space – Recreation and Multi-Purpose
 3. North Space – Milwaukee Art Museum Gardens Expansion
- = approx ownership line

Coordination with Harbor Drive Green Space, O'Donnell Park South Corner Space and gateway feature at ramp ends
 Coordination with Boulevards and Streetscaping on Clybourn, Michigan, Harbor and Lincoln Memorial Drive and Pedestrian Crossings

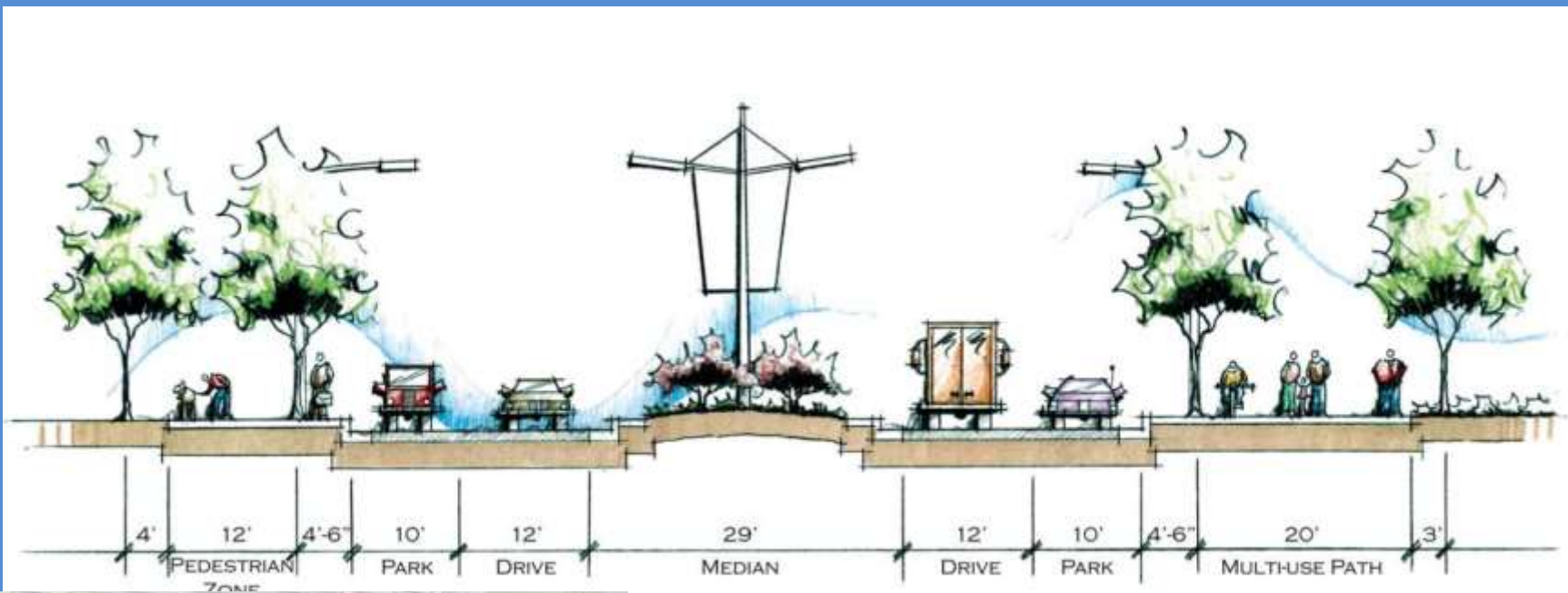


LAKEFRONT OPEN SPACE



Adjustment to Open Space Land Use in Lakefront Gateway Project

LAKEFRONT OPEN SPACE – NEW ACCESS STREET



STREET SECTION



EAST CLYBOURN STREET

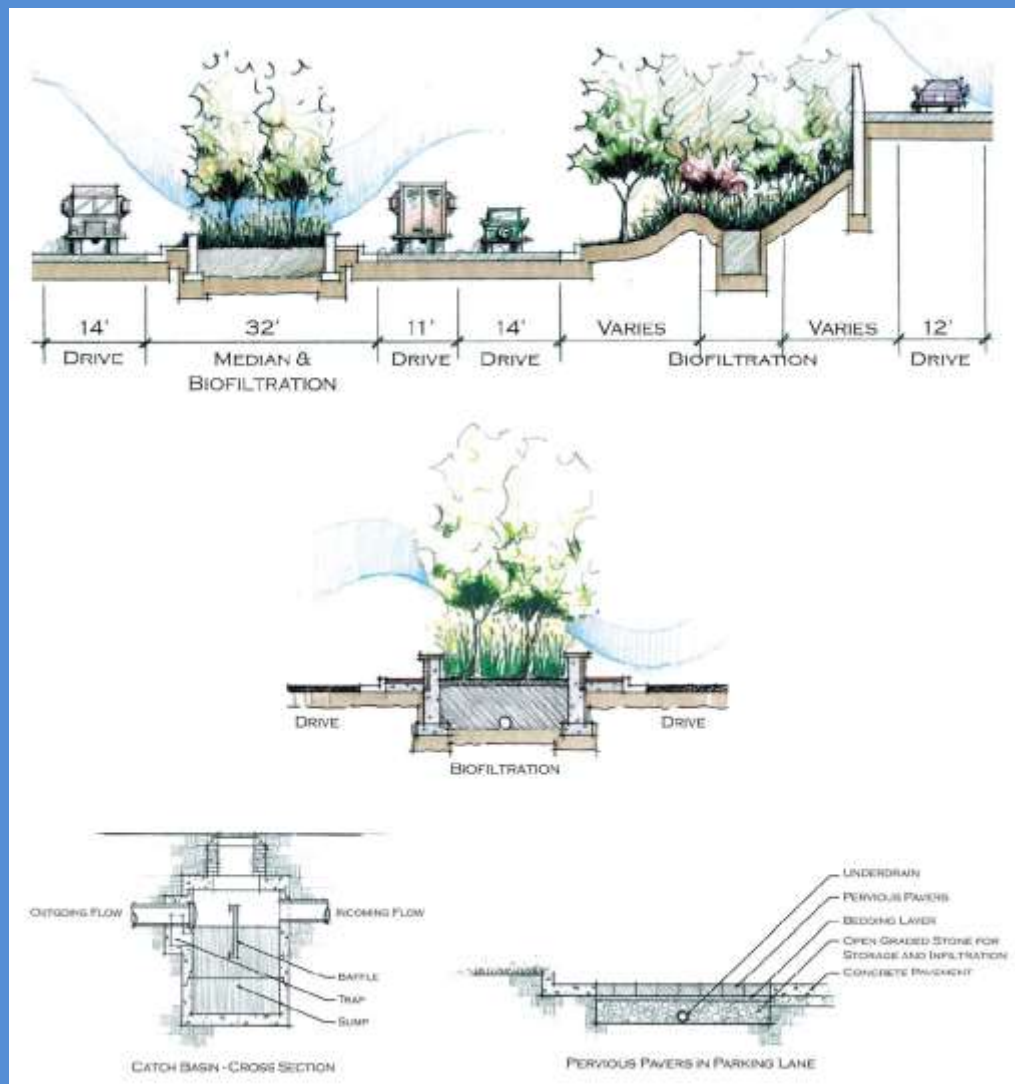
LAKEFRONT GATEWAY PROJECT - PHASE 2
MILWAUKEE COUNTY, WI



DISCOVERY
WORLD



LAKEFRONT OPEN SPACE – STORMWATER MANAGMENT



PROPOSED BEST MANAGEMENT PRACTICES/STORMWATER

LAKEFRONT GATEWAY PROJECT MILWAUKEE COUNTY, WI









BICYCLE ROUTES – NEW, MULTIPLE OPTIONS



BICYCLE ROUTES – MULTIPLE CONNECTIONS

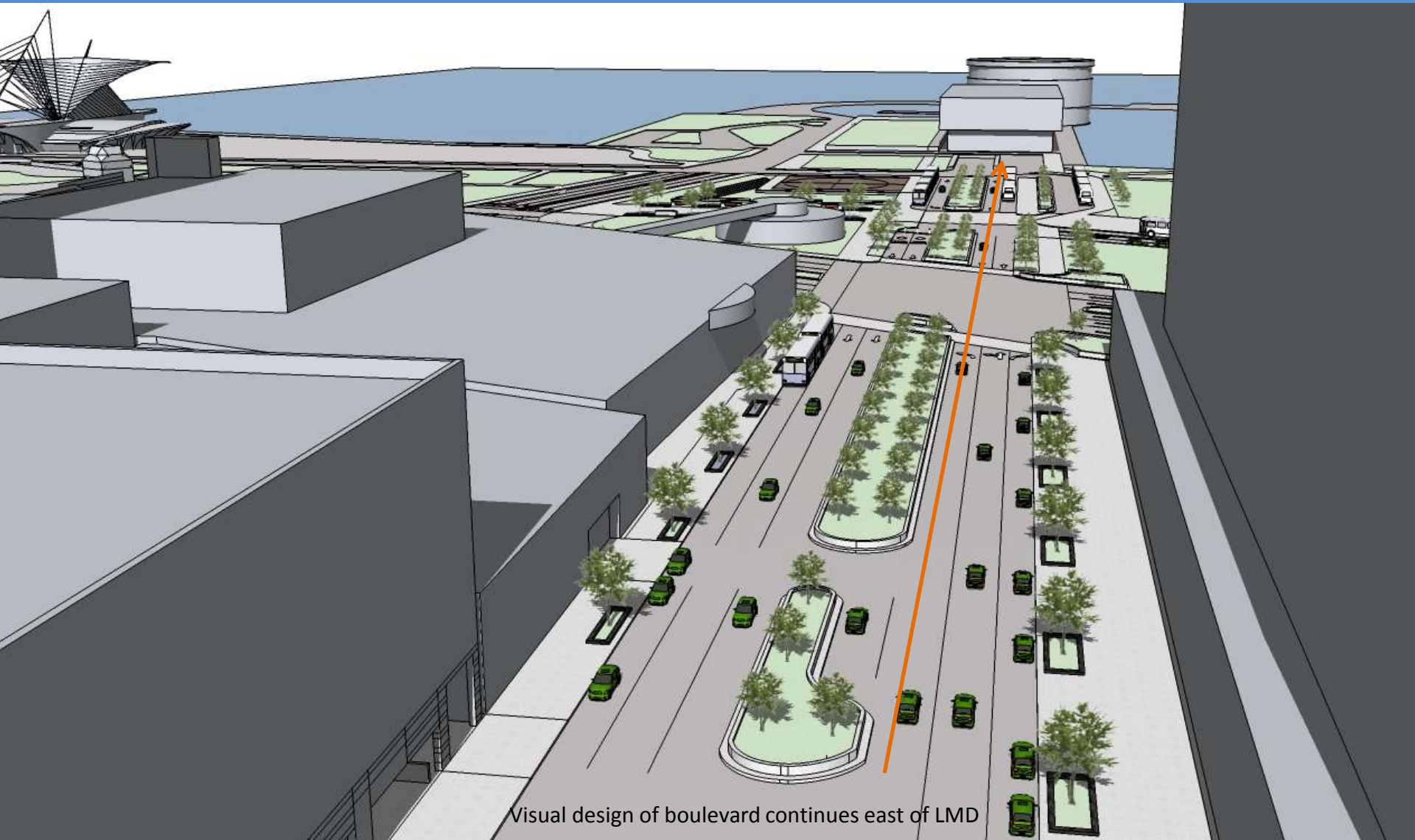


MULTIUSE TRAIL CONNECTIONS – DISCOVERY WORLD
LAKEFRONT GATEWAY PROJECT
MILWAUKEE COUNTY, WI





CLYBOURN – DESIGN CONCEPT

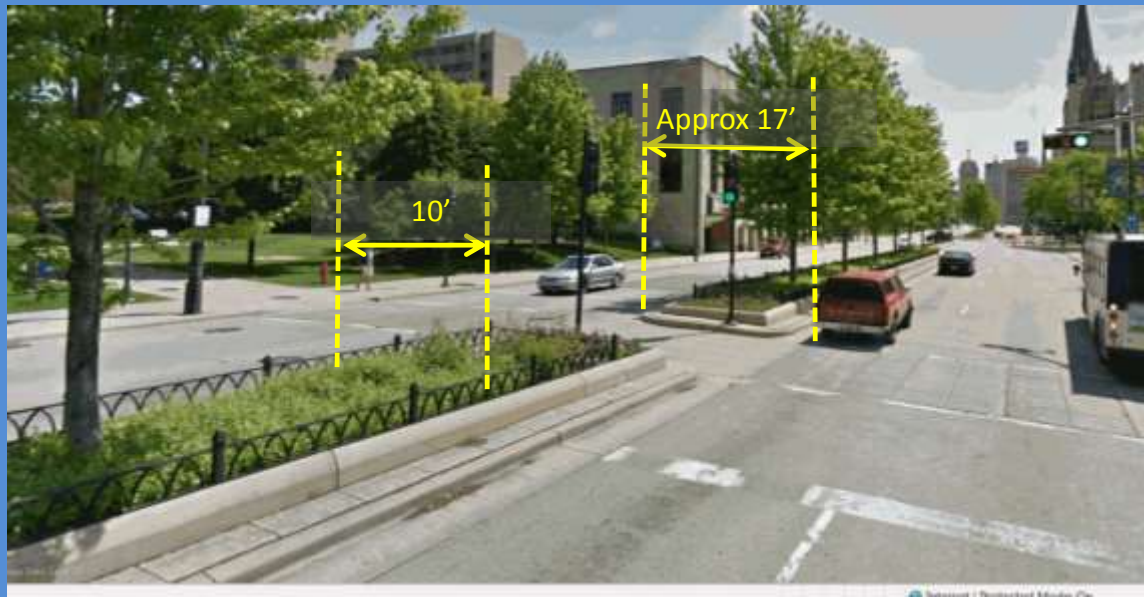
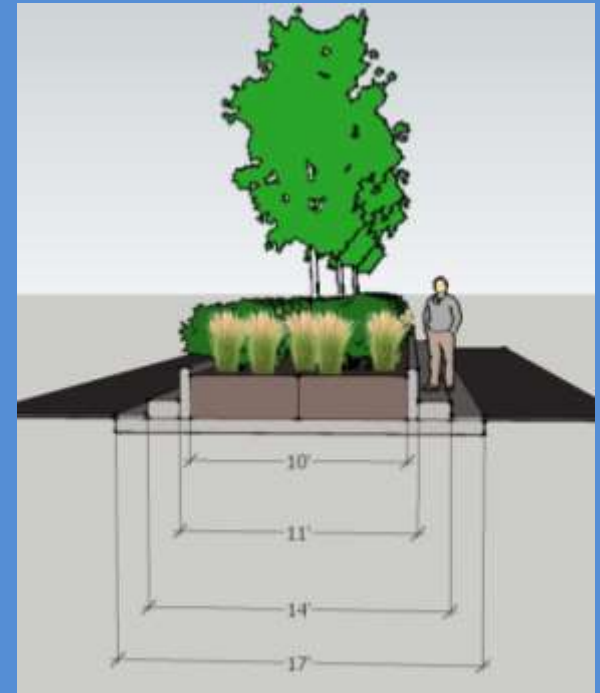
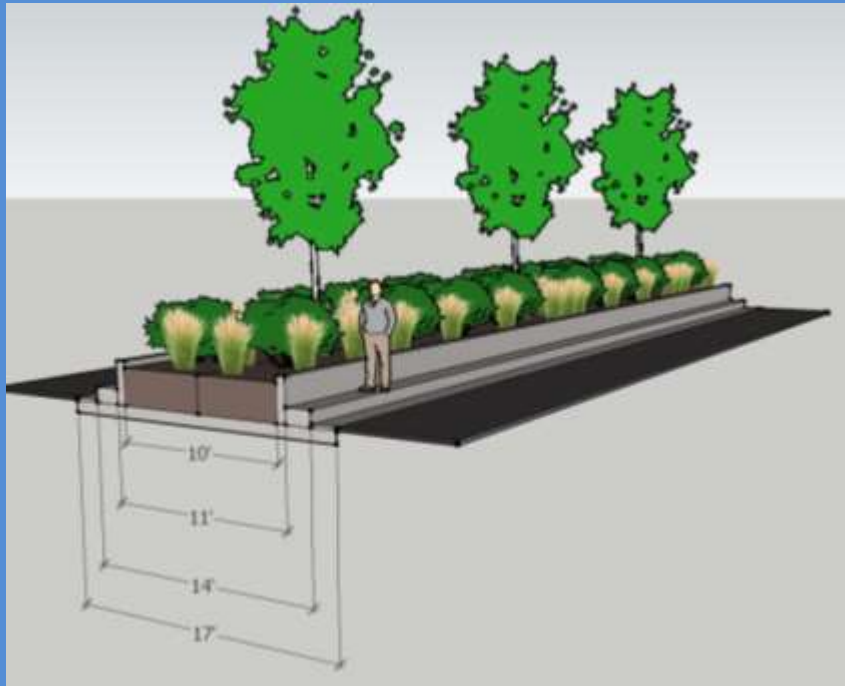


Boulevard Alignment and Visual Continuation

CLYBOURN – CONCEPT REFINEMENT

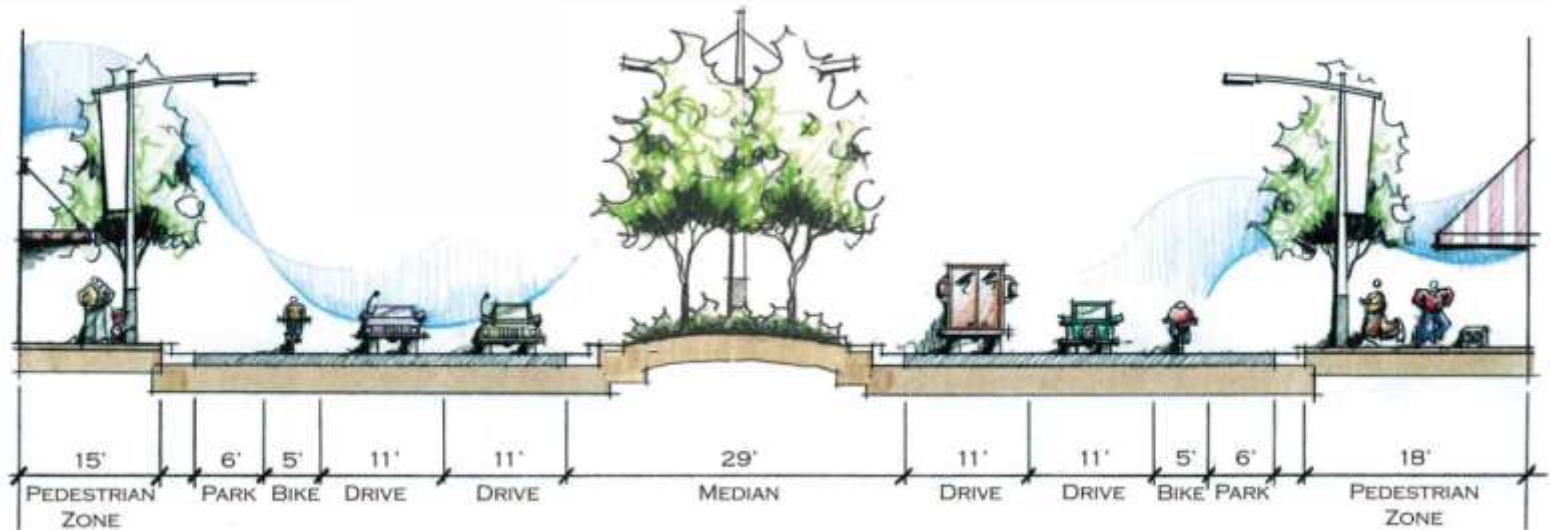


CLYBOURN – DESIGN DETAILS



This width median should occur at the left turn lane area on Clybourn Boulevard. At the non-left turn lane areas, it should be wider, a double tree.

CLYBOURN – DESIGN DETAILS



① CLYBOURN STREET - WEST OF N LINCOLN MEMORIAL DRIVE

TYPICAL SECTIONS

LAKEFRONT GATEWAY PROJECT - PHASE 1 & 2 MILWAUKEE COUNTY, WI

CLYBOURN - RECONNECT THE GRID



**NEW CLYBOURN BOULEVARD – IMPROVED PEDESTRIAN, BICYCLE,
AND CIVIC QUALITY LANDSCAPE ENHANCEMENTS**











CLYBOURN - RECONNECT THE GRID



US BANK PARKING GARAGE INGRESS/EGRESS - FULL ACCESS MEDIAN

LAKEFRONT GATEWAY PROJECT

MILWAUKEE COUNTY, WI



CLYBOURN – DESIGN DETAILS



Initial Design by WISDOT

CLYBOURN – DESIGN DETAILS

Sign board in line with both top and bottom of truss looks improved.

Improvements:

- Sign structure use as slender members as possible.
- Connections are smooth and finished, and no awkward gusset plates are used.
- Sign boards are proportioned better and aligned with the structure
- The finish of the metal structure be a good quality finish.

Revised Design by WISDOT

CLYBOURN – DESIGN DETAILS



CLYBOURN – DESIGN DETAILS



RE-CONNECT THE GRID



NEW STREET GRID CONNECTION

NEW STREET GRID CONNECTION

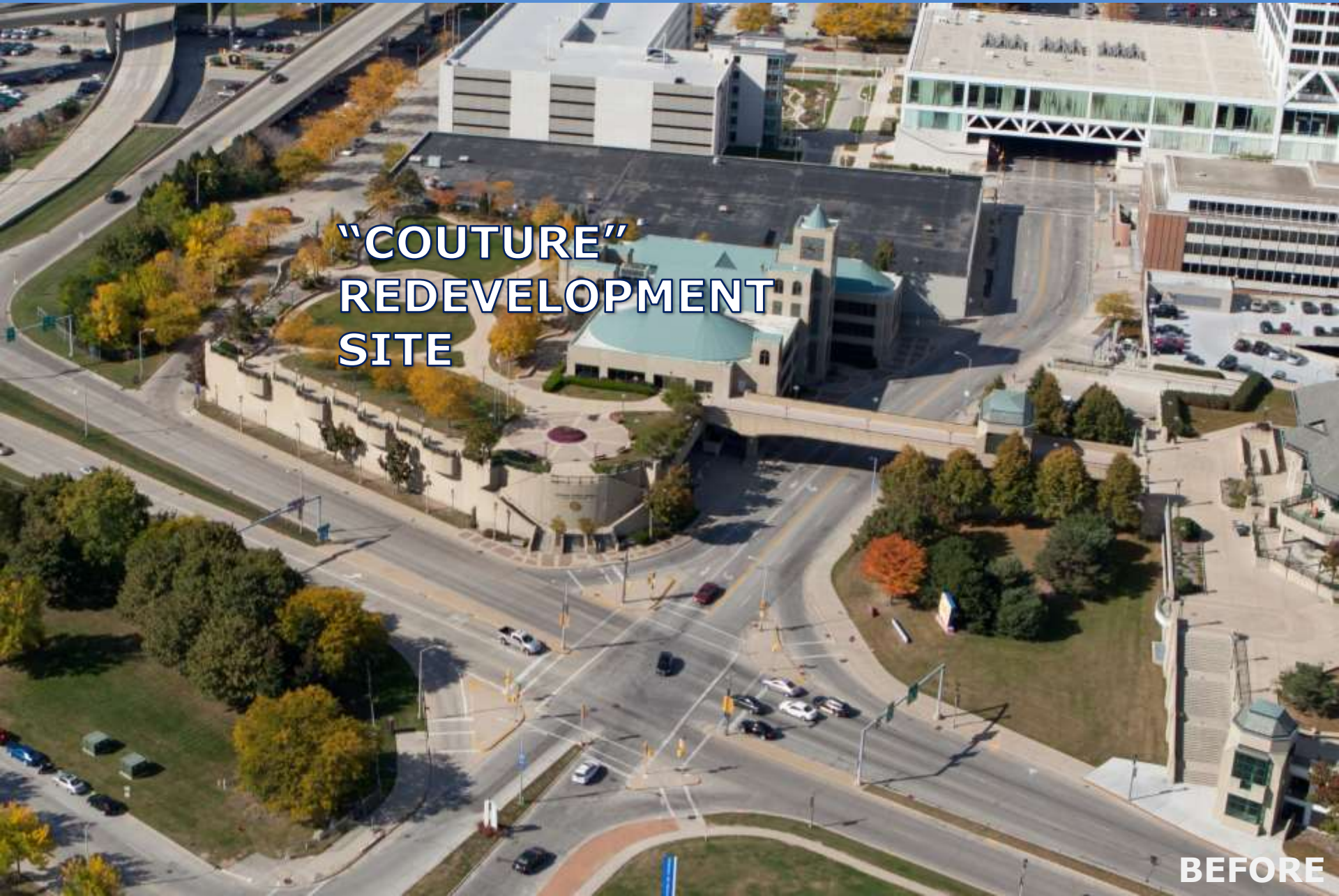
LINCOLN MEMORIAL DR. – RECONNECT THE GRID



LINCOLN MEMORIAL DR. – ADJACENT SITES

**“COUTURE”
REDEVELOPMENT
SITE**

BEFORE



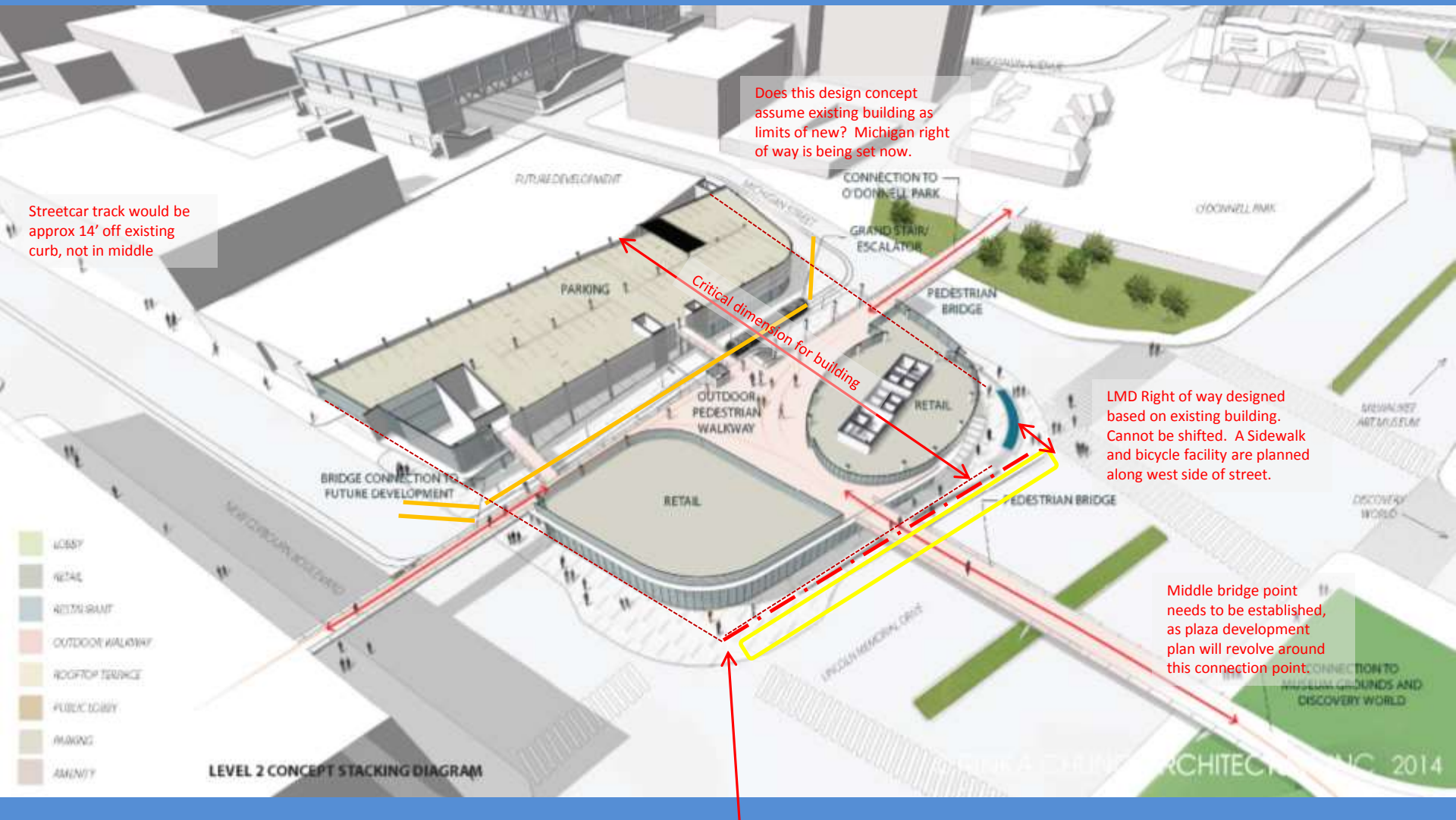
LINCOLN MEMORIAL DR. – ADJACENT SITES

The west right-of-way line is set in the street design plan and cannot change.



In the street design plan moving forward, the right of way area (curb to new property line) on west side of Lincoln Memorial Drive is planned as a bike trail and pedestrian sidewalk to allow critical bicycle linkages.

LINCOLN MEMORIAL DR. – ADJACENT SITES



LINCOLN MEMORIAL DR. EXTENDED TO CHICAGO ST.













NEW LAKEFRONT DEVELOPMENT



**REDEVELOP
PARKING
LOTS**

**OFFICE
TOWER SITE**

BEFORE

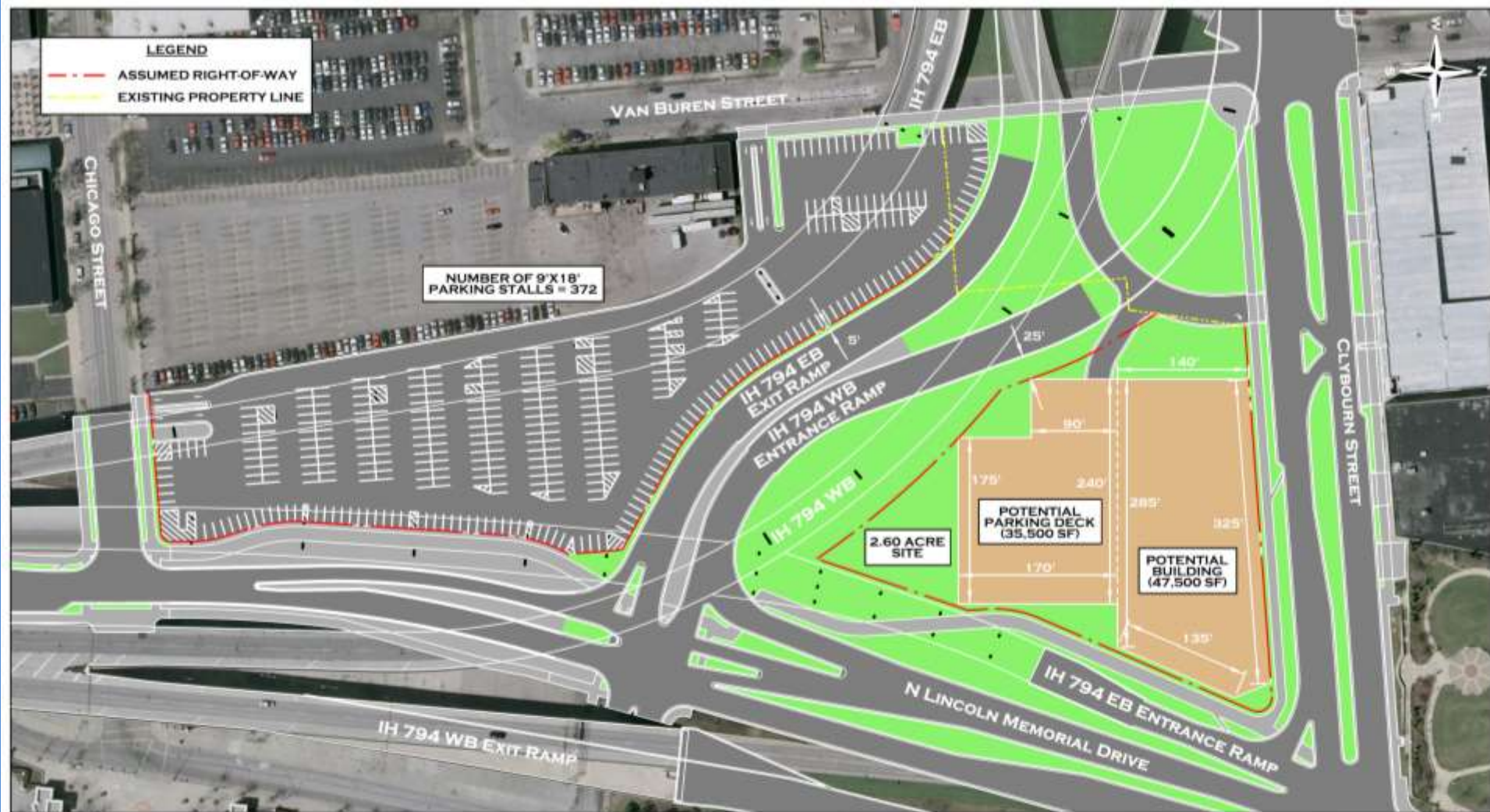


NEW LAKEFRONT DEVELOPMENT



**OFFICE
TOWER
SITE**

NEW LAKEFRONT SITE – DEVELOPMENT ACCOMODATION



LAKE INTERCHANGE CONCEPTUAL PARKING LOT LAYOUT - FINAL CONDITION (ALTERNATIVE 2)

LAKEFRONT GATEWAY PROJECT

MILWAUKEE COUNTY, WI

NEW LAKEFRONT SITE – DEVELOPMENT ACCOMODATION









NEW LAKEFRONT DEVELOPMENT – SITE EDGE DETAILS



New edge of widened
Clybourn Boulevard

New on-ramp

Additional opportunities for
Storm Water Management

Remaining north
parking lot is back here

Landscaping and bio-swale in this area
instead of about 12 parking spaces?

Street edge landscape improvements

Access drive
from Van Buren

Details on Access and Corner Condition of Van Buren and Clybourn Boulevard

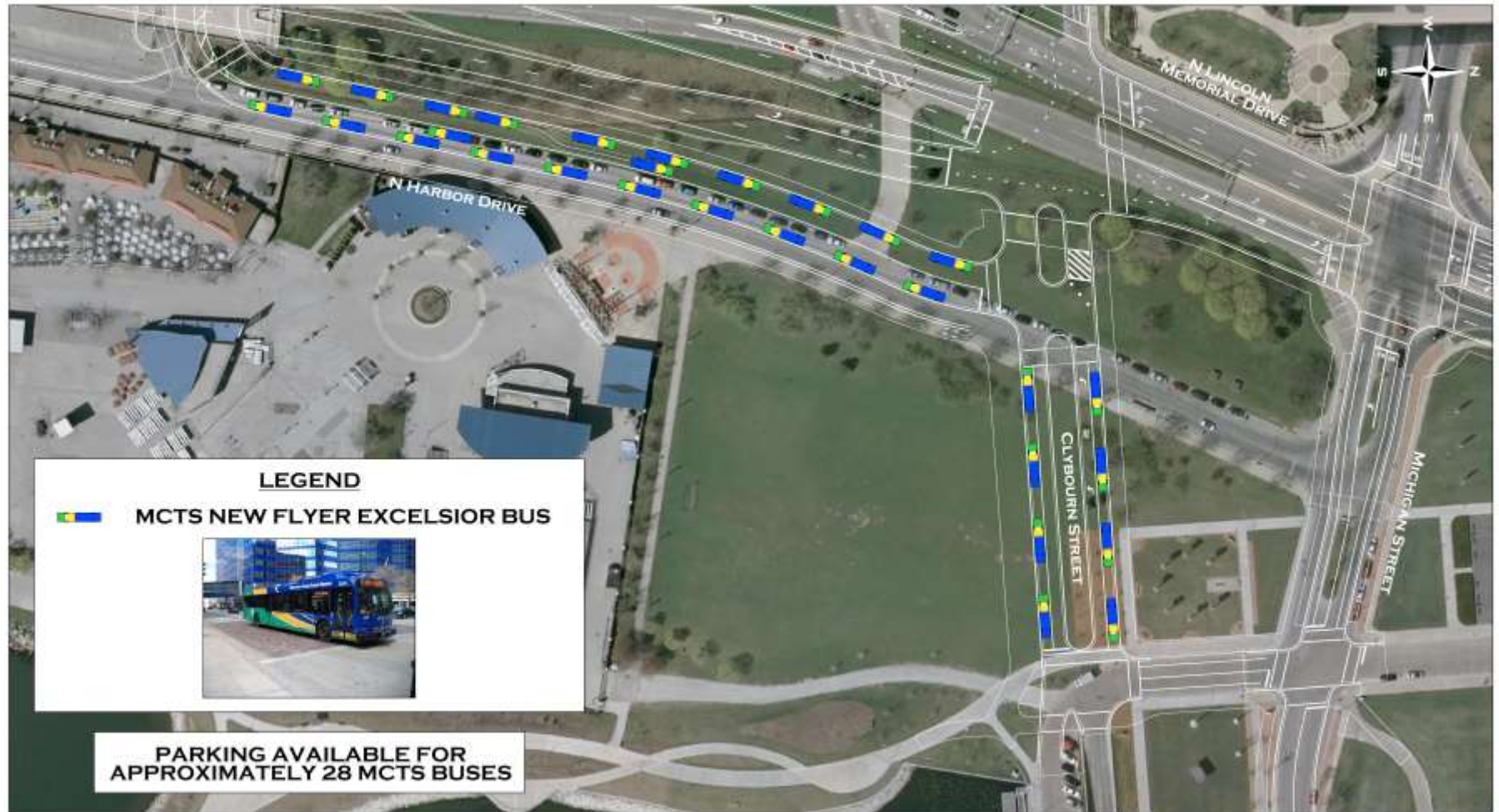




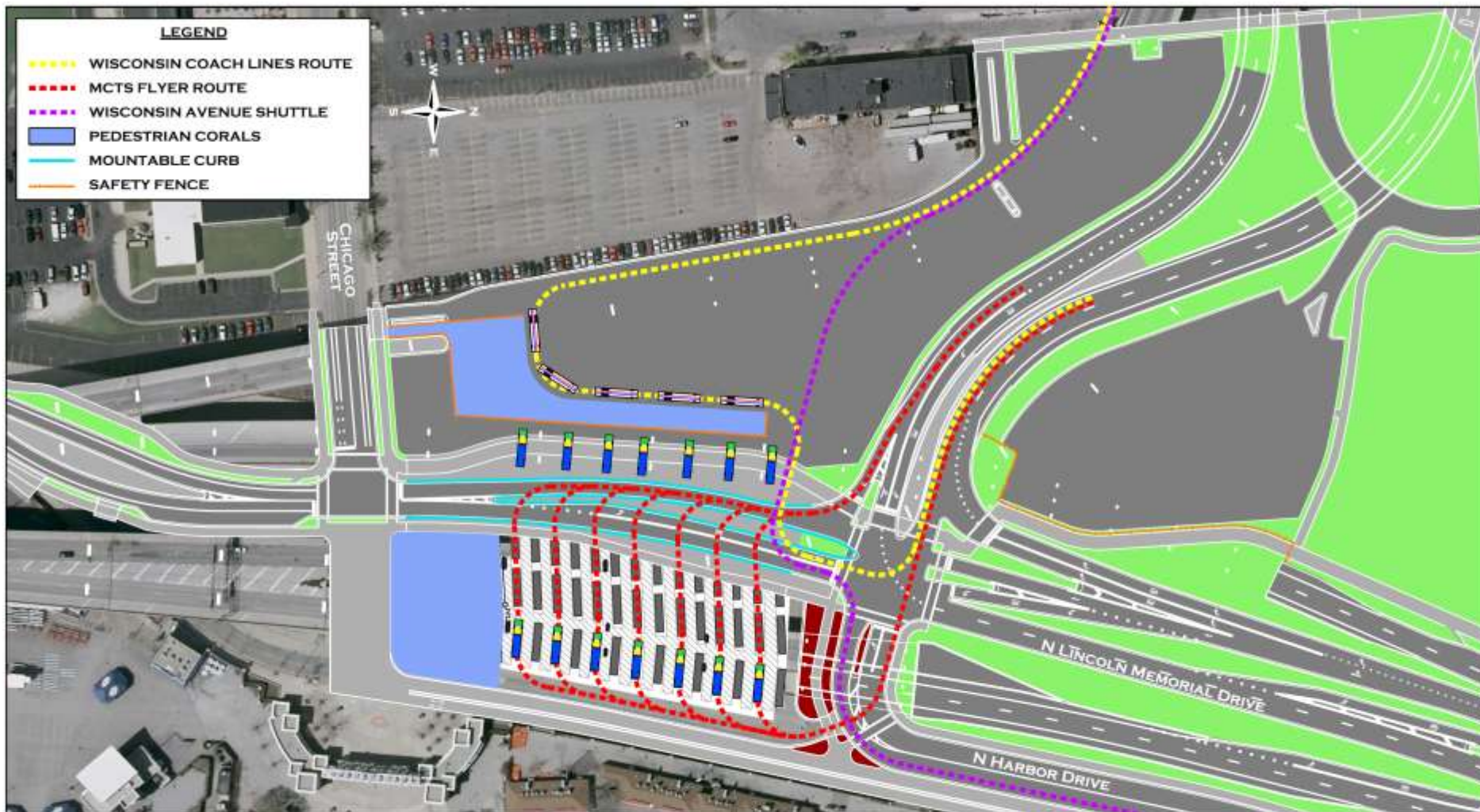
HARBOR DRIVE REDESIGN



HARBOR DRIVE REDESIGN



HARBOR DRIVE REDESIGN

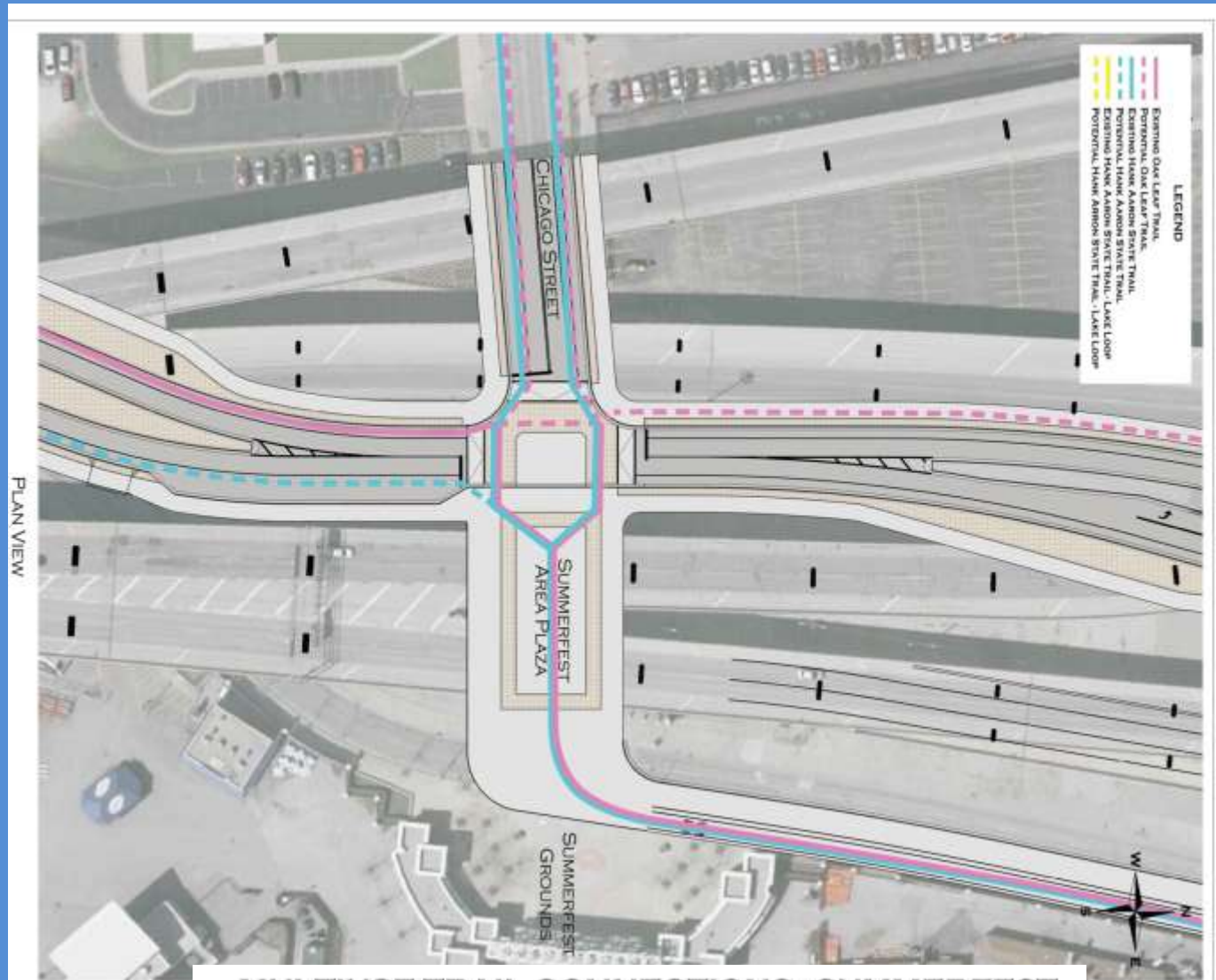


WISCONSIN COACH LINES AND MCTS ROUTES - SUMMERFEST

LAKEFRONT GATEWAY PROJECT

MILWAUKEE COUNTY, WI

HARBOR DRIVE REDESIGN



MULTIUSE TRAIL CONNECTIONS - SUMMERFEST
LAKEFRONT GATEWAY PROJECT
MILWAUKEE COUNTY, WI





HARBOR DRIVE REDESIGN

SUMMERFEST
NORTH GATE
REDEVELOPMENT
ALONG WITH
URBAN PARK
SOUTHWEST
CORNER



PLAN VIEW

HARBOR DRIVE REDESIGN



SUMMERFEST NORTH GATE REDEVELOPMENT ALONG
WITH URBAN PARK SOUTHWEST CORNER

HARBOR DRIVE REDESIGN



SUMMERFEST NORTH GATE REDEVELOPMENT ALONG
WITH URBAN PARK SOUTHWEST CORNER

HARBOR DRIVE REDESIGN



SUMMERFEST NORTH GATE REDEVELOPMENT ALONG
WITH URBAN PARK SOUTHWEST CORNER

Lakefront Gateway Plan

Current Status

About 60-65% Complete?

Phase 1: State / City Joint Project Complete

**Phase 2: Some City Streets Projects Complete as
wells as Corporate and Civic Projects**





Next Phases Lakefront Gateway



- Couture Construction



- Streetcar Lakefront Line



- LMD Intersection, Michigan Street and Cass Street



- Plaza Design Development and Fundraising, Construction

Next Phases Lakefront Gateway



Reorient the lakefront at the “front door” to the city.

EAT, SHOP, PLAY

TRANSFORMATIVE DIRECTION 4: “THE FRESH COAST DESTINATION”

WHAT WE HEARD MKE UNITED MUST:

- Increase **diverse business** offerings
- Enhance **walkability**
- Address **access** to the downtown



OUR NEW DIRECTION

Edits based on what we heard

The Greater Downtown's authentic offerings position the core as “America's Fresh Coast” for residents, as well as regional and global visitors.

MKE United must:

- Create more places for people of different backgrounds and cultures to meet **and break down racial/ethnic/class barriers**
- Strengthen and attract retail **and cultural** destinations that represent every culture of the city, including **authentic and chain food, culture, and shopping options**
- Fill retail gaps and capture more in-town retail spending across all retail categories
- Ensure that shop and play destinations are better connected by improved pedestrian walkability, cross promotional programming, and **cross collaboration among corridor improvement districts**
- Reorient the lakefront as the “front door” to the city

Improvement to Michigan & Cass Streets, the Streetcar Extension, the Lakefront Gateway Plaza, the Couture and development of the new site can accomplish this goal.

Michigan and Cass Street Designs

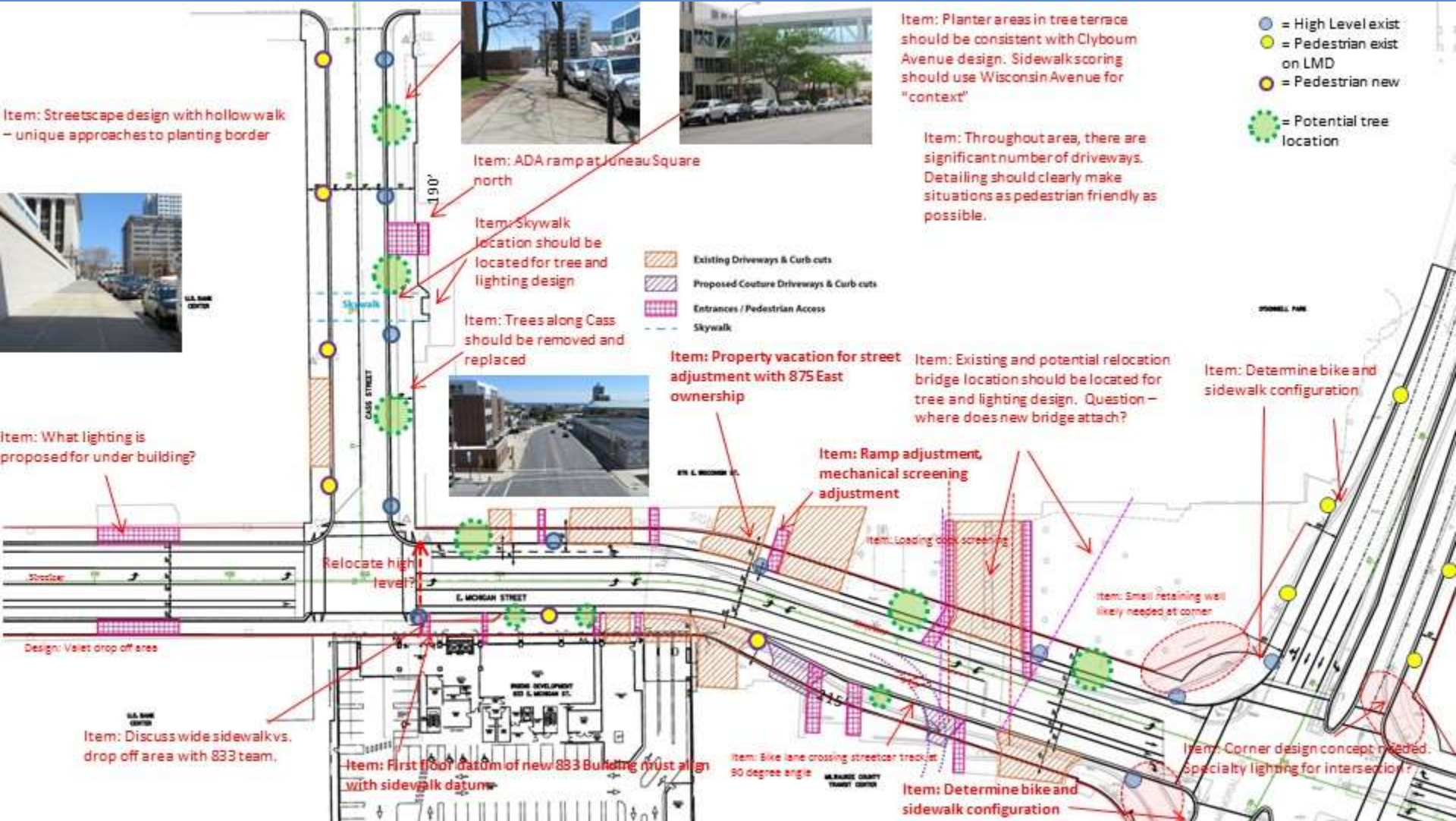
Phases Substantially Designed
Construction in 2018-2019

NEXT PHASE – MICHIGAN & CASS ST. REDESIGN



**CROSSINGS SAFER, ROADS NARROW,
DEDICATED BIKE FACILITIES**

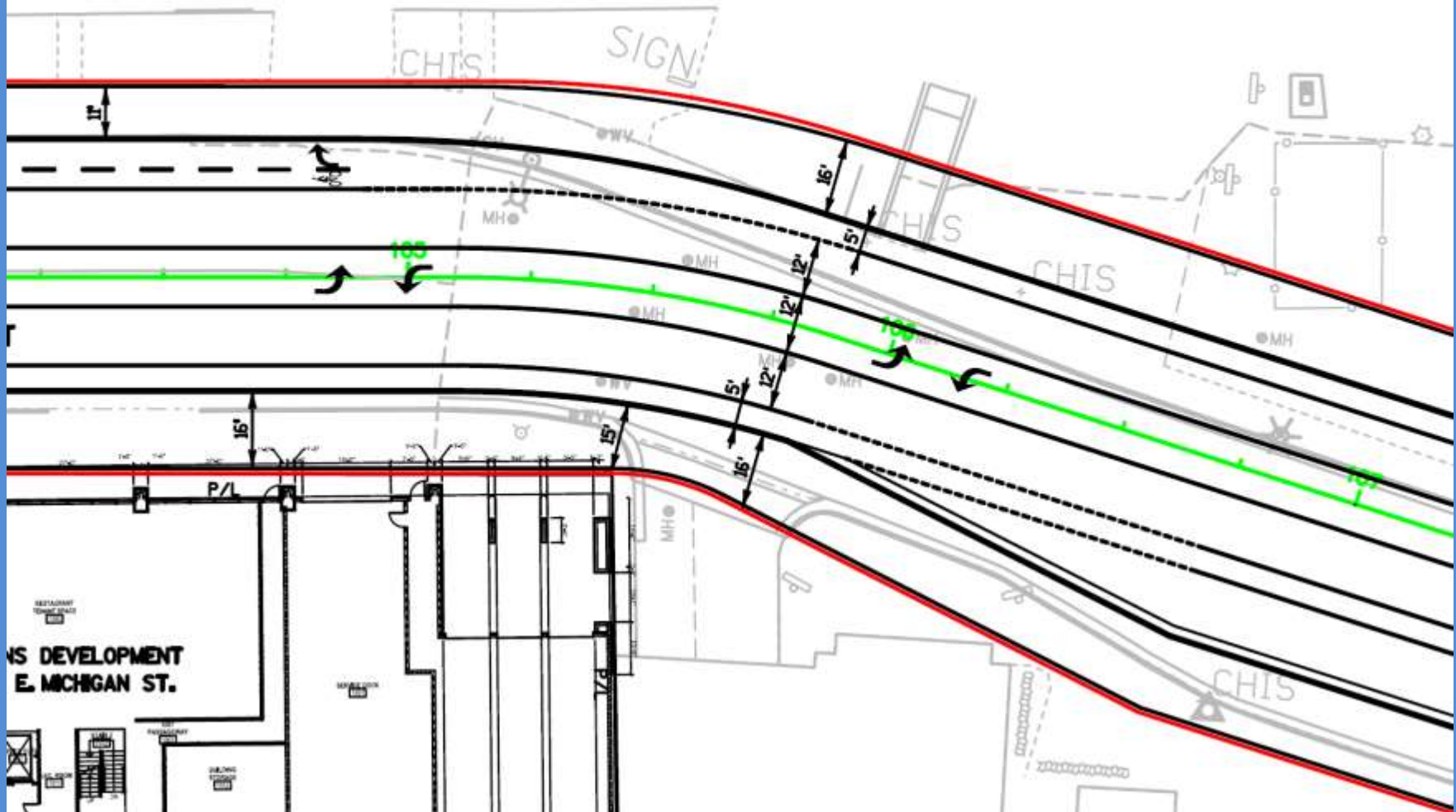
NEXT PHASE – MICHIGAN & CASS ST. REDESIGN



NEXT PHASE – MICHIGAN & CASS ST. REDESIGN

622 N. CASS ST.
JUNEAU SQUARE SOUTH

875 E. WISCONSIN ST



NEXT PHASE – MICHIGAN & LINCOLN MEMORIAL DR.



**BEFORE
&
AFTER**

NEXT PHASE – MICHIGAN & LINCOLN MEMORIAL DR.



**BEFORE
&
AFTER**

NEXT PHASE – MICHIGAN & LINCOLN MEMORIAL DR. PEDESTRIAN & BICYCLE IMPROVEMENTS



**CROSSINGS SAFER, ROADS NARROW,
DEDICATED BIKE FACILITIES**

**BEFORE
&
AFTER**

NEXT PHASE – MICHIGAN ST & CASS ST PEDESTRIAN & BICYCLE IMPROVEMENTS



Adjacent to 833 Office Building

NEXT PHASE – MICHIGAN ST & LINCOLN MEMORIAL

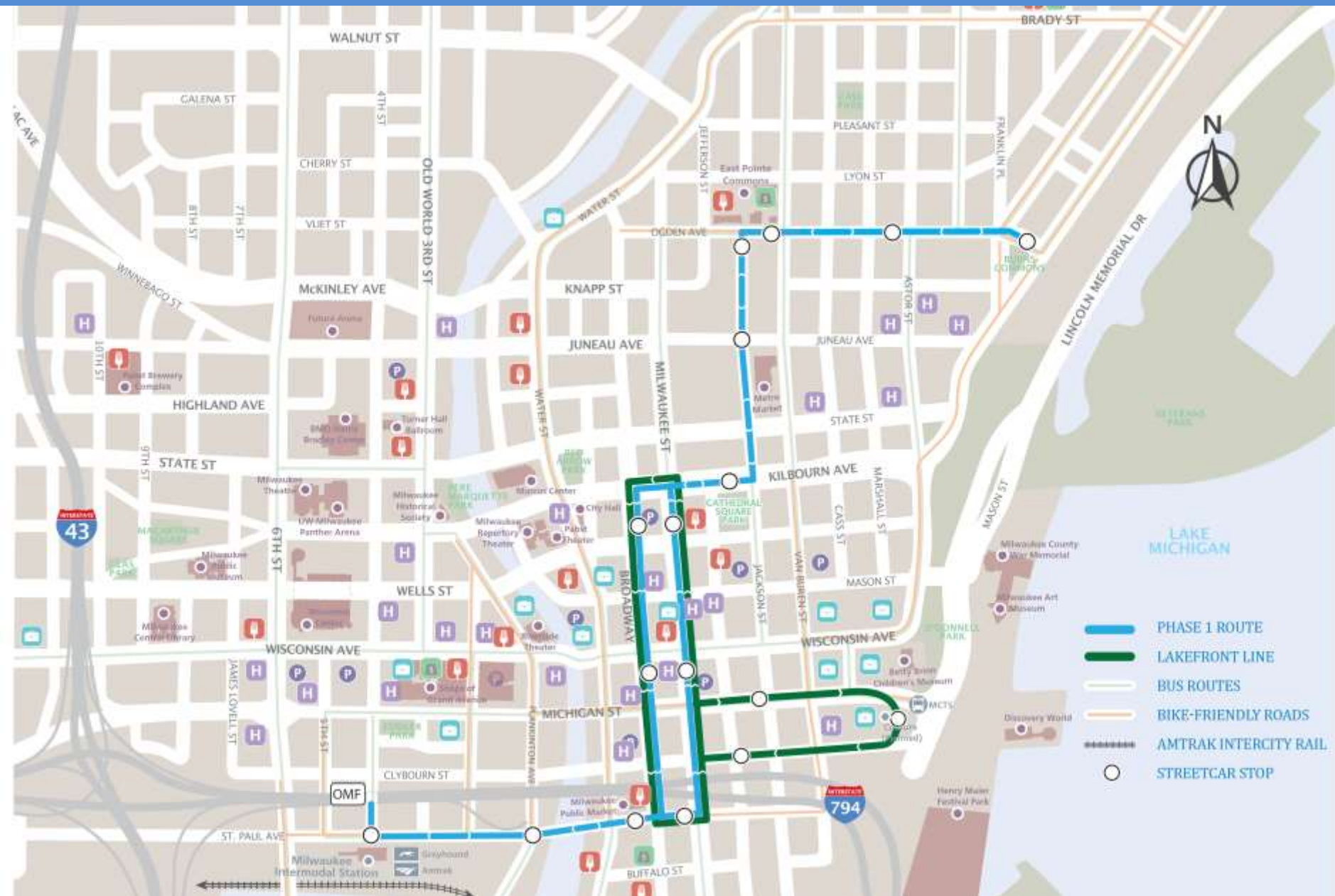
PEDESTRIAN & BICYCLE IMPROVEMENTS



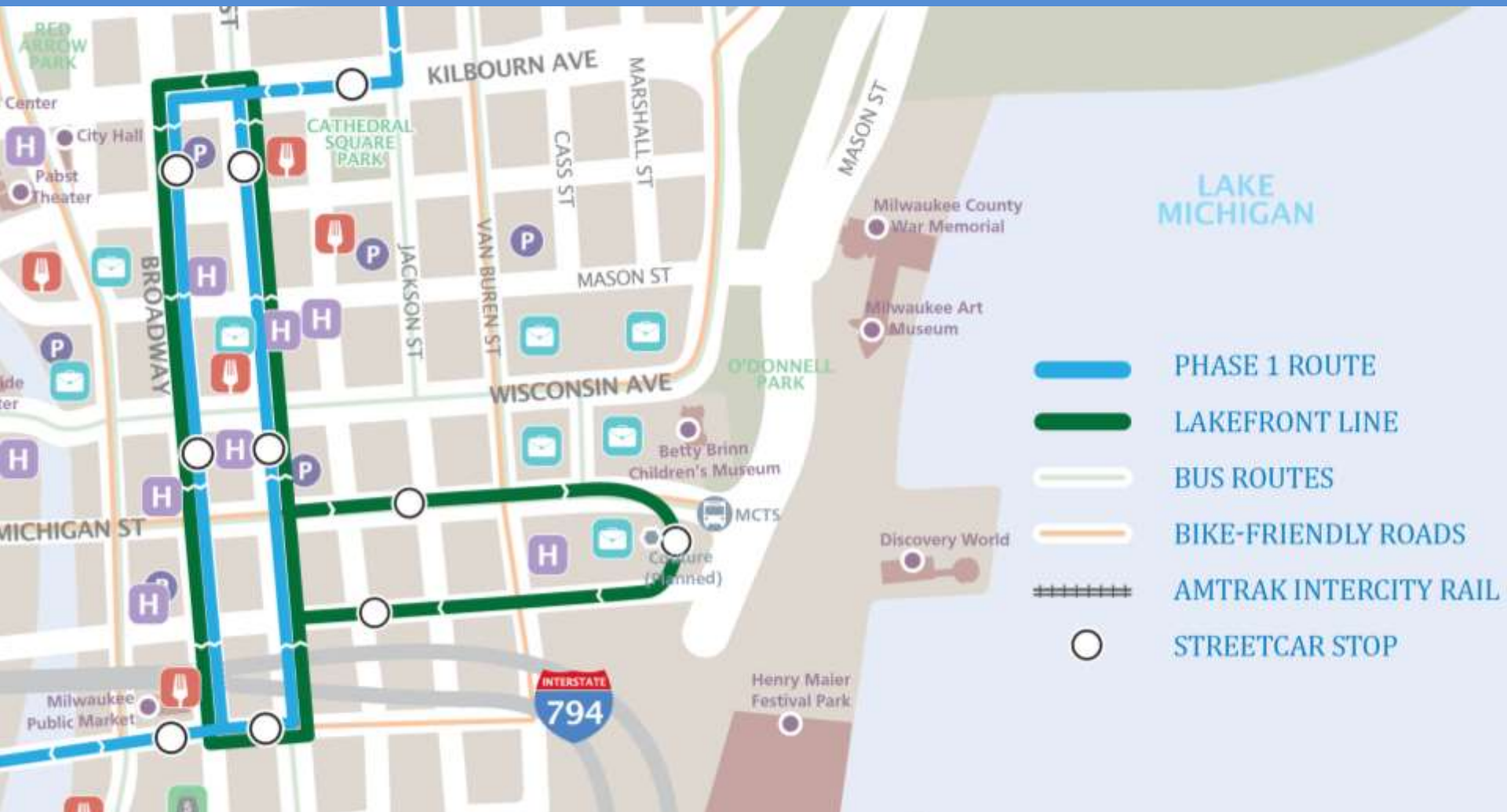
STREETCAR LAKEFRONT LINE



STREETCAR LAKEFRONT LINE



STREETCAR LAKEFRONT LINE



STREETCAR LAKEFRONT LINE



STREETCAR LAKEFRONT LINE



Pedestrian Bridges and Vertical Connections

MIXED USE DEVELOPMENT WITH TRANSIT STATION





Activation of Street



Activation of Street

Activation



Activation of Street







Pedestrian Bridges and Vertical Connections

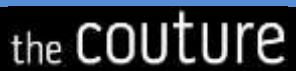




Pedestrian Bridges and Vertical Connections



Pedestrian Bridges and Vertical Connections





Activation of Street



LAKEFRONT GATEWAY PLAZA



Central Space – Lakefront Gateway Plaza

North Space
adjacent to MAM

redevelopment sites

South Space - Urban Park

new boulevard

new site



Site of
Northwestern
Mutual Office
Tower (under
construction)

Betty Brinn
Children's
Museum

Milwaukee Art
Museum

North Space
adjacent to MAM

Central Space
Lakefront Gateway
Plaza

South Space
Urban Park

Discovery World

New 2.6 acre
development site

new boulevard

833 Office
Building under
construction

Proposed
"Couture" site

Henry Maier
Festival Grounds
(Summerfest)

Lakeshore State
Park entrance



new site

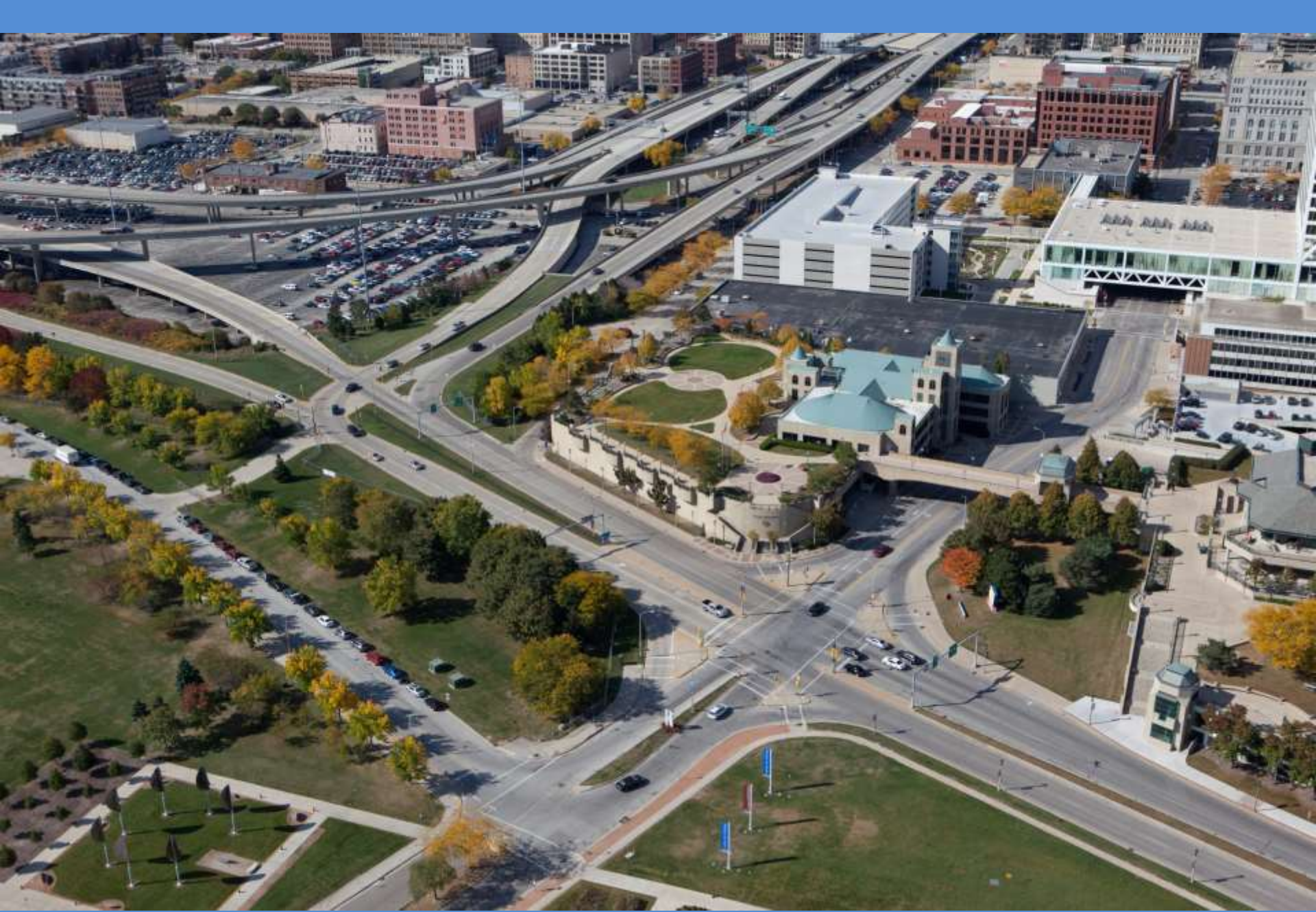
new boulevard

redevelopment sites

Central Space
Lakefront
Gateway Plaza

North Space
adjacent to MAM

South Space
Urban Park





new site

new boulevard

redevelopment sites

Urban
Park

new boulevard

central
plaza site

EXISTING / BEFORE



LAKEFRONT GATEWAY PLAZA



AFTER

NATIONAL DESIGN COMPETITION



NATIONAL DESIGN COMPETITION

LAKEFRONT GATEWAY PLAZA



View entries for national design competition at Milwaukee.gov/LakefrontPlaza



NATIONAL DESIGN COMPETITION

LAKEFRONT GATEWAY PLAZA



View entries for national design competition at [Milwaukee.gov/LakefrontPlaza](https://milwaukee.gov/LakefrontPlaza)



NATIONAL DESIGN COMPETITION

THE WINNING PROPOSAL/DESIGN TEAM

plaza view north with lakeshore + art museum behind

**SELECTED DESIGN TEAM
& CONCEPT**



GRAEF • PFS Studio • Rinka|Chung • Dan Euser WaterArchitecture • NEWaukee

urban confluence

l a k e f r o n t g a t e w a y p l a z a

FUNDRAISING

- PROJECT ESTIMATE ABOUT \$25M +

FUNDING AVAILABLE IN T.I.D. FOR SOME OF BASIC
BRIDGE EXPENSE

- OTHER POSSIBLE SOURCES:
 - Grants
 - Philanthropy
 - Sponsorships

IDEAS?

PARTNERSHIPS



- CITY OF MILWAUKEE



**- MILWAUKEE COUNTY &
MILWAUKEE COUNTY PARKS**



- GREATER MILWAUKEE COMMITTEE

VISIT THE PROJECT ON-LINE

AT THE DCD PAGE:

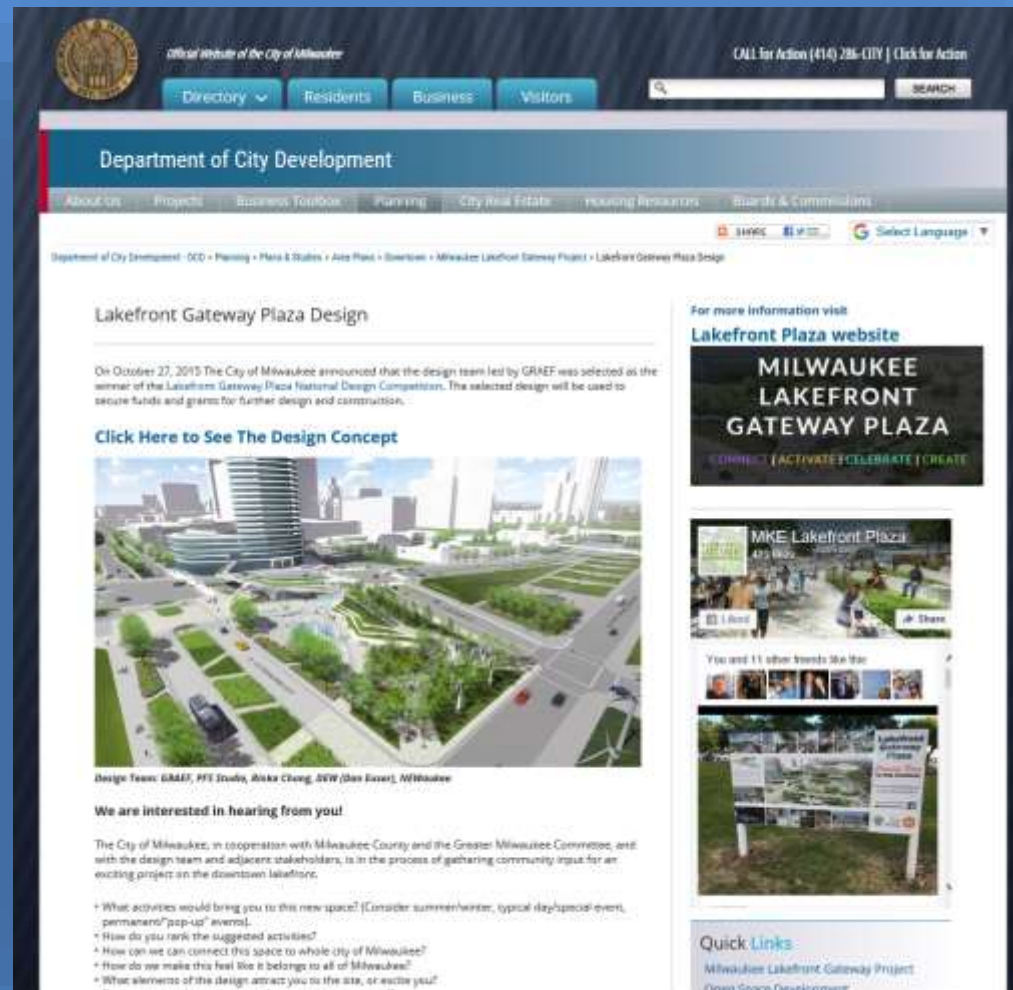
<http://city.milwaukee.gov/lakefrontplaza>

AT PROJECT WEB-PAGE

<http://www.lakefrontplaza.org/brochures-animation-and-renderings.html>

VIEW THE FLY-THROUGH VIDEO AT FACEBOOK

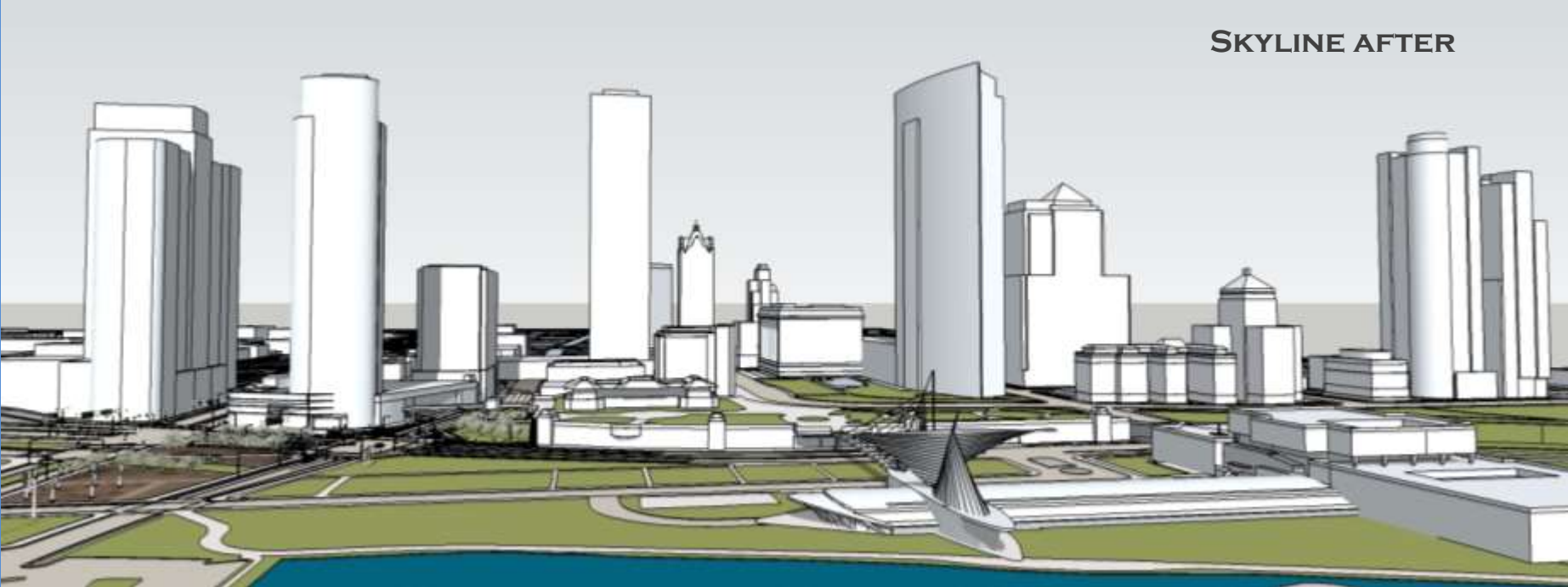
<https://www.facebook.com/MKELakefrontPlaza/videos/vb.626115824209539/638486636305791/?type=2&theater>



SKYLINE BEFORE



SKYLINE AFTER



IN CONCLUSION

A Work in Progress About 60% Complete

Components - Public Space, Streets, Activity, Buildings

Multiple Layers of Planning, Design Development, Implementation

Translating Planning to Implementation

Complex Group of Stakeholders – Governmental Units, Civic Organizations, Corporate Organizations

Competing Goals are Coordinated in Mutually Beneficial Means

Complex Financial Arrangements – TIF, Leveraging State Project, Future Fundraising



THANK YOU