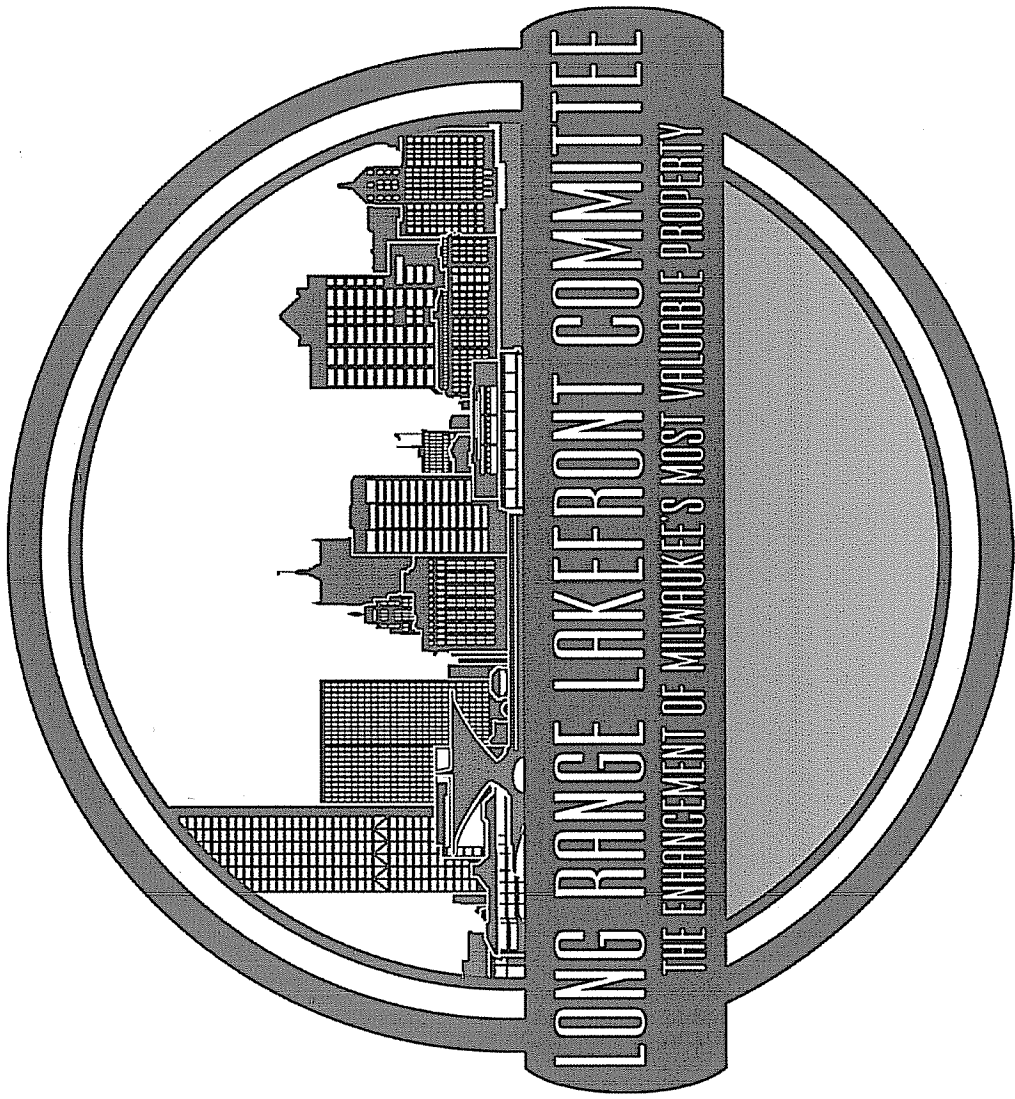


## **Appendix C**

### **Committee Recommended Lakefront Development Plan**

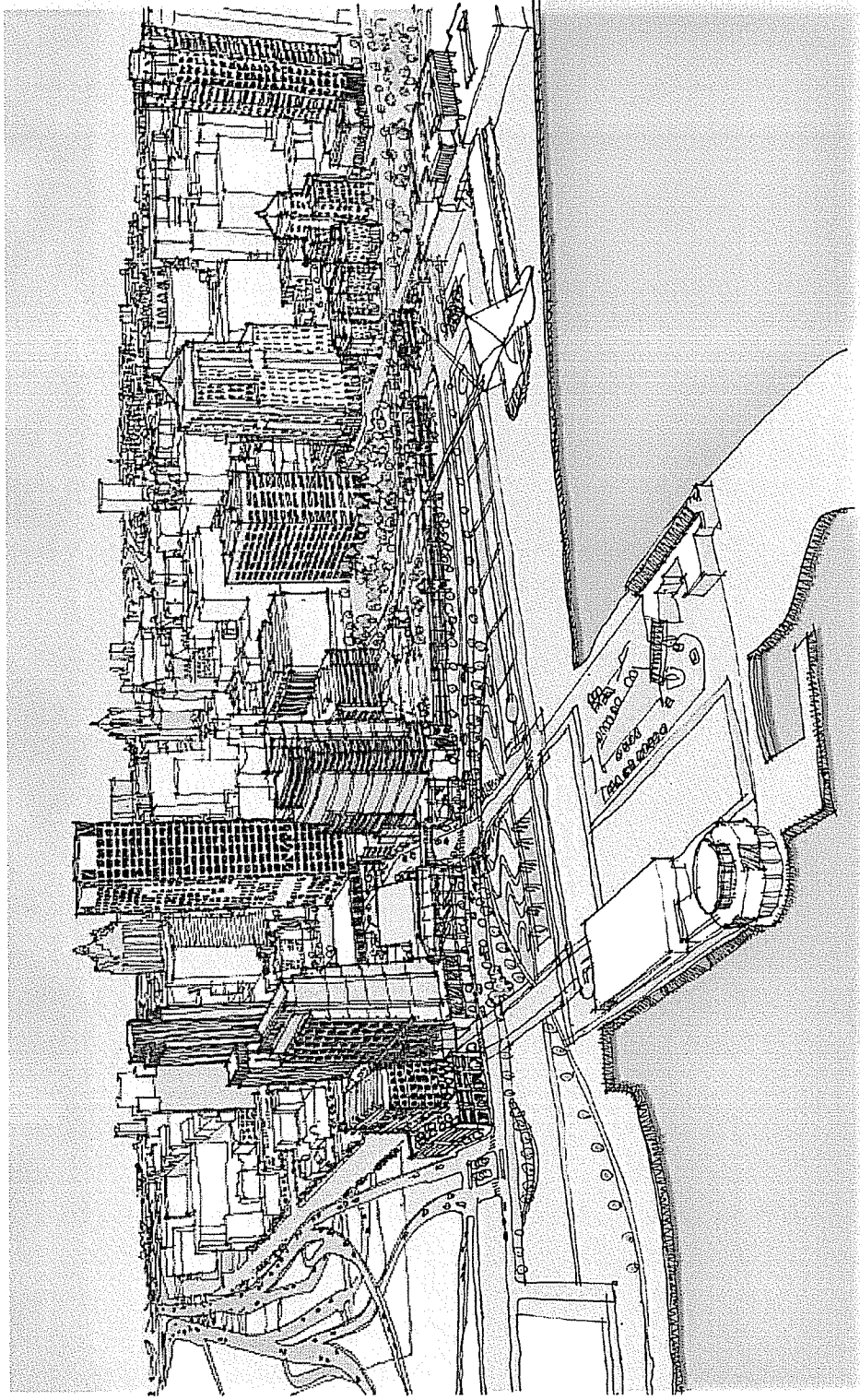


# Recommendations

For the Future of Milwaukee's Downtown Lakefront

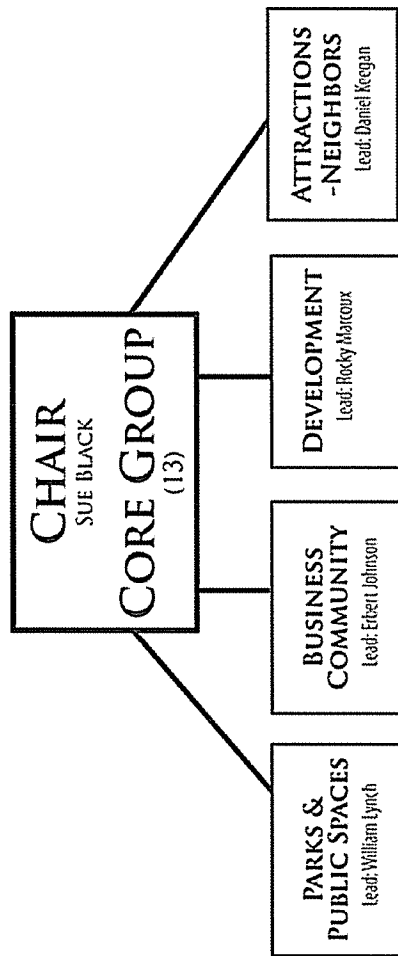
August 2011

# Lakefront Gateway Catalytic Project



# LONG-RANGE LAKEFRONT PLANNING COMMITTEE

## *Vision / Cooperation*



### APPOINTMENTS/MEMBERS

- Sue Black: Director Parks, Recreation and Culture, Milwaukee County
- Brian Zeliska: Director Economic Development, Milwaukee County
- David Drent: Executive Director, War Memorial, Inc.
- Daniel Keegan: Director, Milwaukee Art Museum
- Michael Coakley: Board Member, Discovery World
- Gerry Broderick: Supervisor, 3rd District, Milwaukee County
- Ebert Johnson: President/CEO, North Milwaukee State Bank, Business Community Chair,
- William Lynch: Lakefront Development Advisory Commission
- Molly Colquhoun: Betty Birn Children's Museum
- Rocky Marcoux: Commissioner, Dept. of City Development
- Robert Greenstreet: Professor, Dean, UW-M
- Donald W. Layden, Jr.: Quark & Brady, LLP, Milwaukee World Festival, Inc.
- Mc Kovac: Alderman, 3rd District, City of Milwaukee

By Supervisors Junak and Broderick

#### A RESOLUTION

Creating the Long Range Lakefront Planning Committee to develop a vision for the lakefront from Veterans Park south to the Interstate 754 Interchange, and from Van Buren east to Lake Michigan and planning for O'Donnell Park, and the Downtown Transit Center.

WHEREAS, since the failure of a decorative panel on the O'Donnell Park parking structure in June of 2010, much discussion has occurred within the community over the future of O'Donnell Park; and

WHEREAS, because of the physical connection of O'Donnell Park and location of the Downtown Transit Center, the two areas are physically and administratively tied for the Downtown Transit Center site have also generated discussion; and

WHEREAS, in addition, the Milwaukee Common Council and Mayor approved a vision to the Downtown Area Comprehensive Plan (PUP) in October of 2010, which includes recommendations for improvements to the lakefront from Van Buren Street to the Interstate 754 Interchange, including the location of O'Donnell Park and other assets including parkland and labeled grant projects; and

WHEREAS, while many of the City of Milwaukee Plan's recommendations have been echoed by various community stakeholders, other stakeholders such as Milwaukee County, the University of Wisconsin Milwaukee, and the University of Wisconsin at Stevens Point have expressed their interest in the lakefront area and O'Donnell Park, and

WHEREAS, establishment of a long range, lakefront planning committee would provide an open forum for representatives of lakefront stakeholders to create a common vision for the future of the lakefront, now, hereafter;

BE IT RESOLVED, the Milwaukee County Board of Supervisors does hereby create the Long Range Lakefront Planning Committee that will develop a common vision for the lakefront from Veterans Park south to the Interstate 754 Interchange, and from Van Buren east to Lake Michigan; and

BE IT FURTHER RESOLVED, the Long Range Lakefront Planning Committee shall consider alternative uses of the lakefront and preservation of green space; and among other future uses of the lakefront and preservation of green space; and

BE IT FURTHER RESOLVED, that the Long Range Lakefront Planning Committee will be comprised of members from the following organizations/agencies as follows:

- Six government officials to be appointed as follows: (1) by the Mayor of the City of Milwaukee, Commissioner of the Department of City Development, or designee, and a representative of the UW-M School of Architecture and Urban Planning, (2) by the Common Council President, a member of the Milwaukee Common Council, (3) by the County Executive, Director of the Parks Department (or designee) and Director of Economic Development, and (4) by the County Board Chairman, a member of the County Board
- Six members of the public to be appointed as follows: (1) by the County Executive, a representative of the War Memorial Center, a representative of the Milwaukee Art Museum and a representative of Discovery World; (2) by the County Board Chairman, a representative of the business community, a representative of the University of Wisconsin Milwaukee, Commission, and a representative of the Betty Birn Children's Museum; (3) by the Mayor of the City of Milwaukee, a representative of Summitfest

; and

BE IT FURTHER RESOLVED, that the Long Range Lakefront Planning Committee shall provide the Milwaukee County Board of Supervisors and the Milwaukee Common Council with a final report by December of 2012 that shall include recommendations regarding: (1) site and use of O'Donnell Park and the Downtown Transit Center; and (2) the structure for long range planning for the economic development of the lakefront area, including the location of O'Donnell Park and lakefront stakeholders as well as a long range transit/development implementation plan to realize the agreed upon vision; and

BE IT FURTHER RESOLVED, that the Long Range Lakefront Planning Committee shall provide the Milwaukee County Board of Supervisors and the Milwaukee Common Council with regular updates to the Committee's progress; and


BE IT FURTHER RESOLVED, that all appointments to the Committee shall occur within 30 days of adoption of the resolution and that the Parks Director shall serve as the committee chairman.

February 2, 2011  
KJ-000272000000-00001-00001 Long Range Planning - Junak, Bro

# Long Range Lakefront Committee

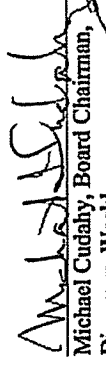
## Preamble


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.

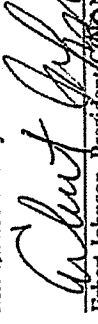
  
 Brian Taifora, Director, Economic  
 Development, Milwaukee County

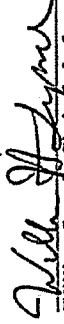
  
 David Drent, Executive Director, War  
 Memorial

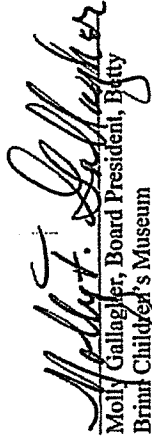
  
 Daniel Keegan, Director, Milwaukee Art  
 Museum


  
 Michael Cudahy, Board Chairman,  
 Discovery World


  
 Gerry Proderick, Supervisor, 3<sup>rd</sup> District,  
 Milwaukee County

  
 Erbert Johnson, President, City North  
 Milwaukee State Bank


  
 William Lynch, Chair, Lakefront  
 Development Advisory Commission


  
 Molly Gallagher, Board President, Betty  
 Brunt Childs' Museum

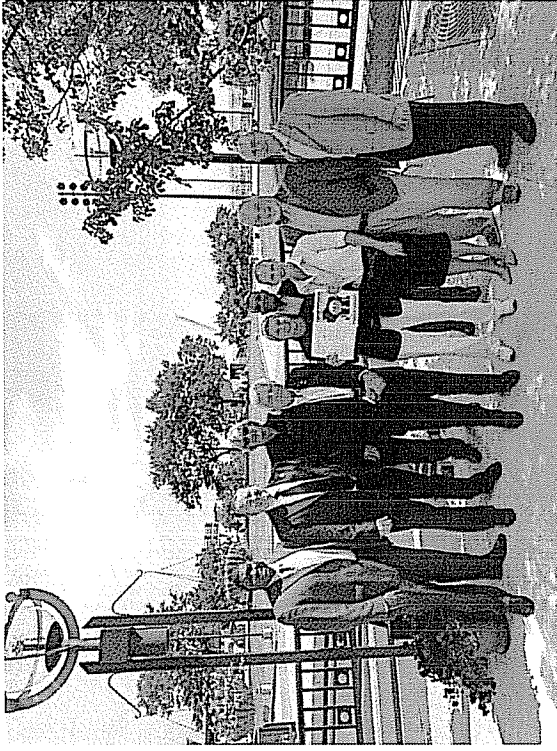
  
 Rocky Marcoux, Commissioner,  
 Department of City Development

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

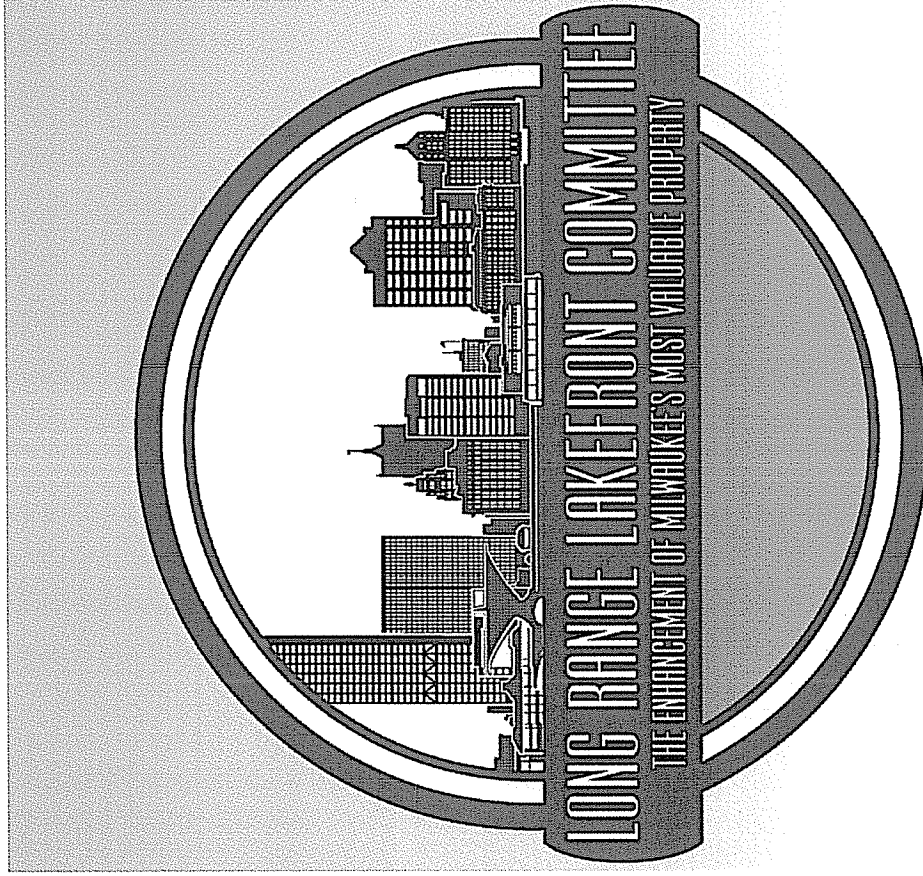
  
 Donald W. Layden Jr., Quantel & Brady,  
 LLP, Milwaukee World Festival, Inc.

  
 Nik Kovac, Alderman, 3<sup>rd</sup> District, City of  
 Milwaukee

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



# Committee Report



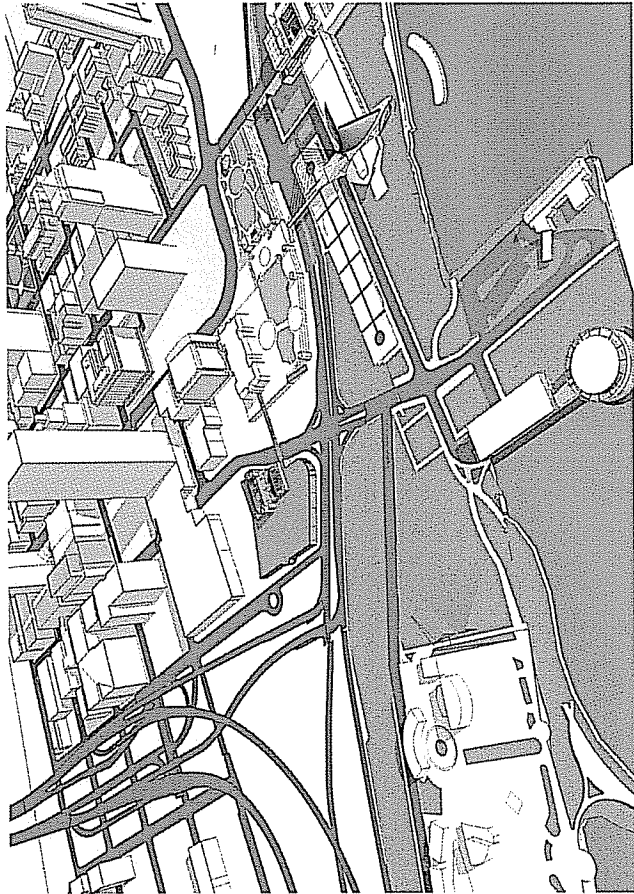
AUGUST 24, 2011

## Recommendations:

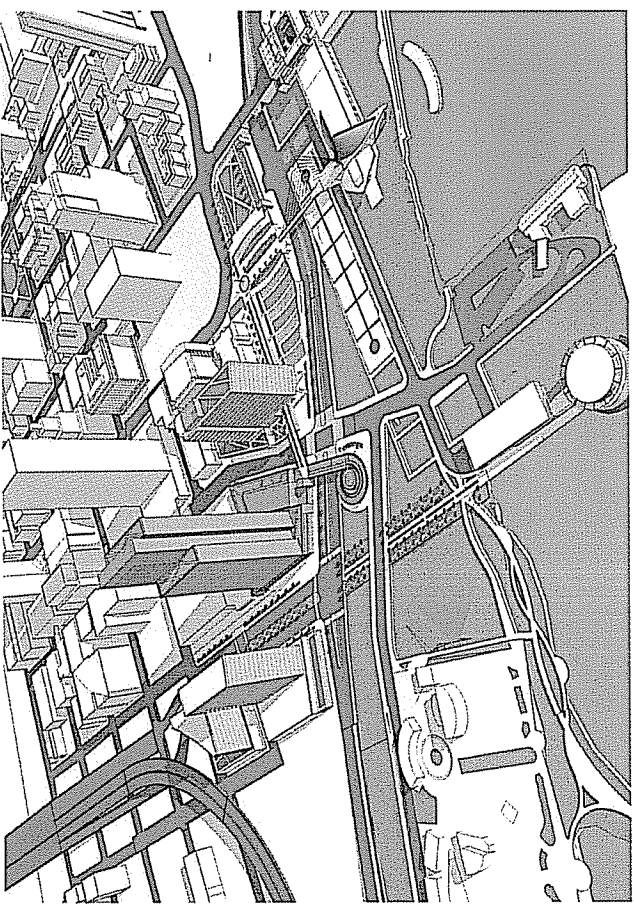
1. The redevelopment of the Downtown Transit Center
2. The installation of a bicycle/pedestrian lane to and over the Hoan Bridge
3. The reconfiguration of the Lincoln Memorial Drive/Michigan Street Intersection
4. The reconfiguration of the Lake Interchange
5. The continuation of O'Donnell Park
6. Increased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

# Recommendations

# 1. The redevelopment of the Downtown Transit Center

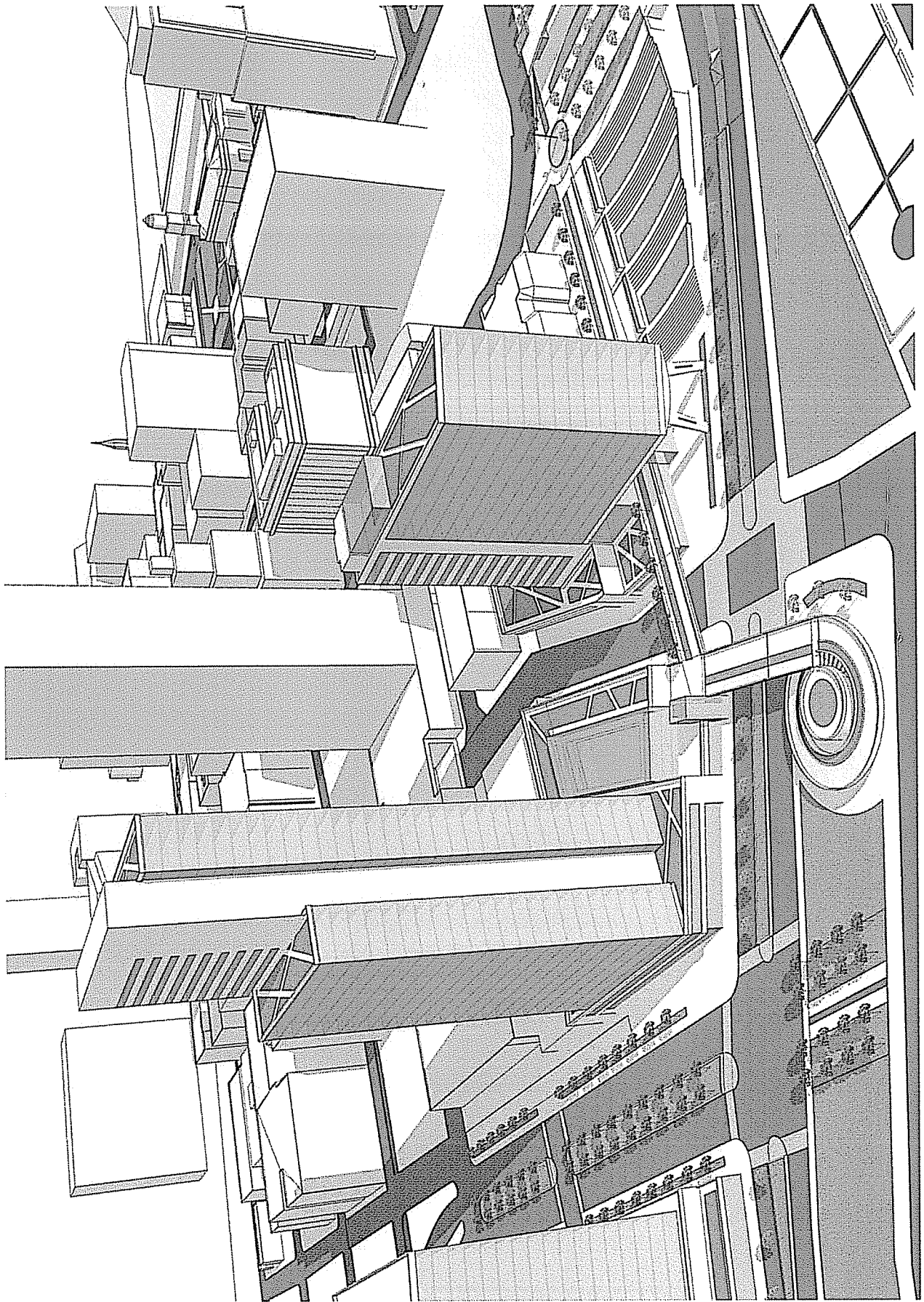


BEFORE

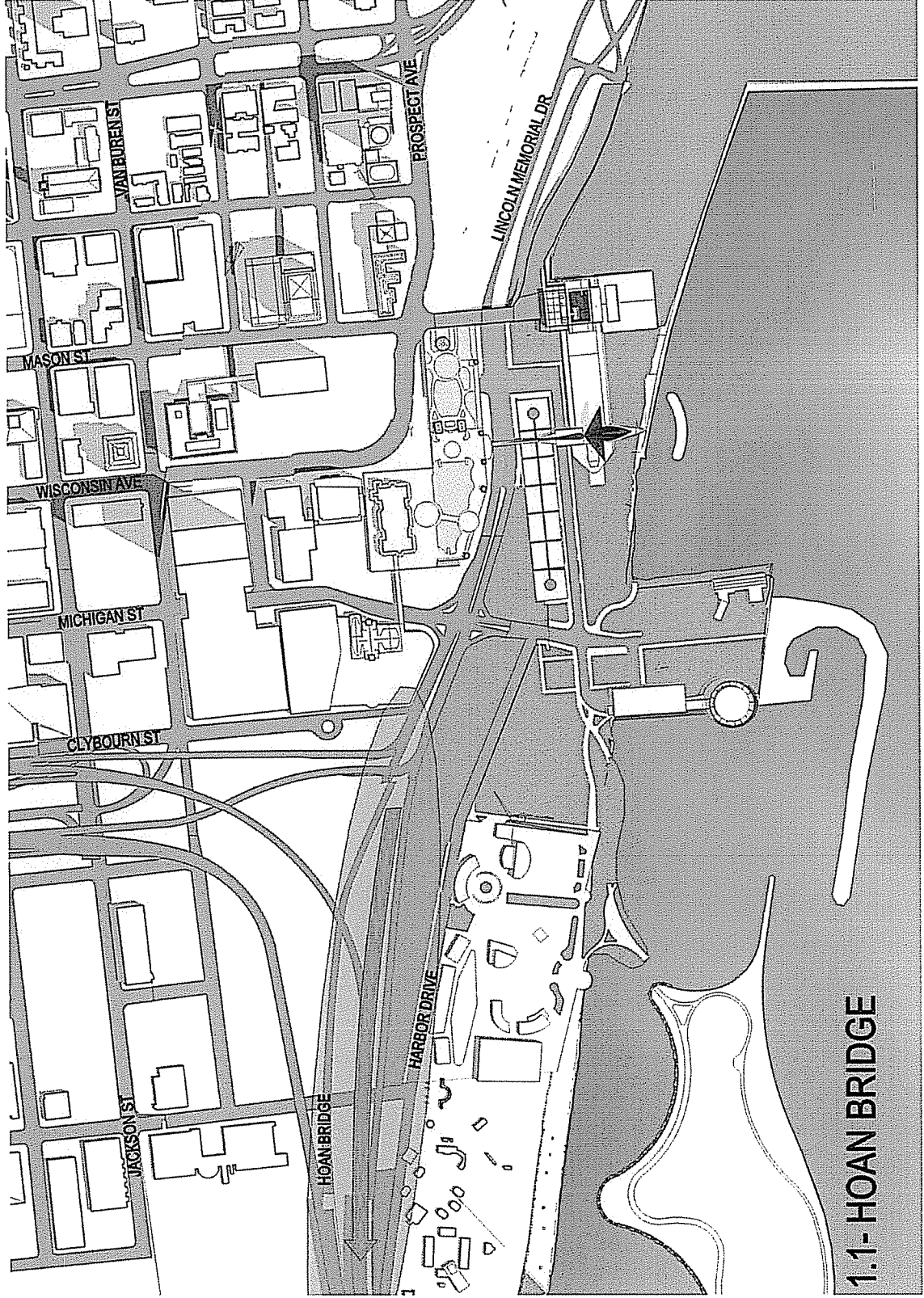


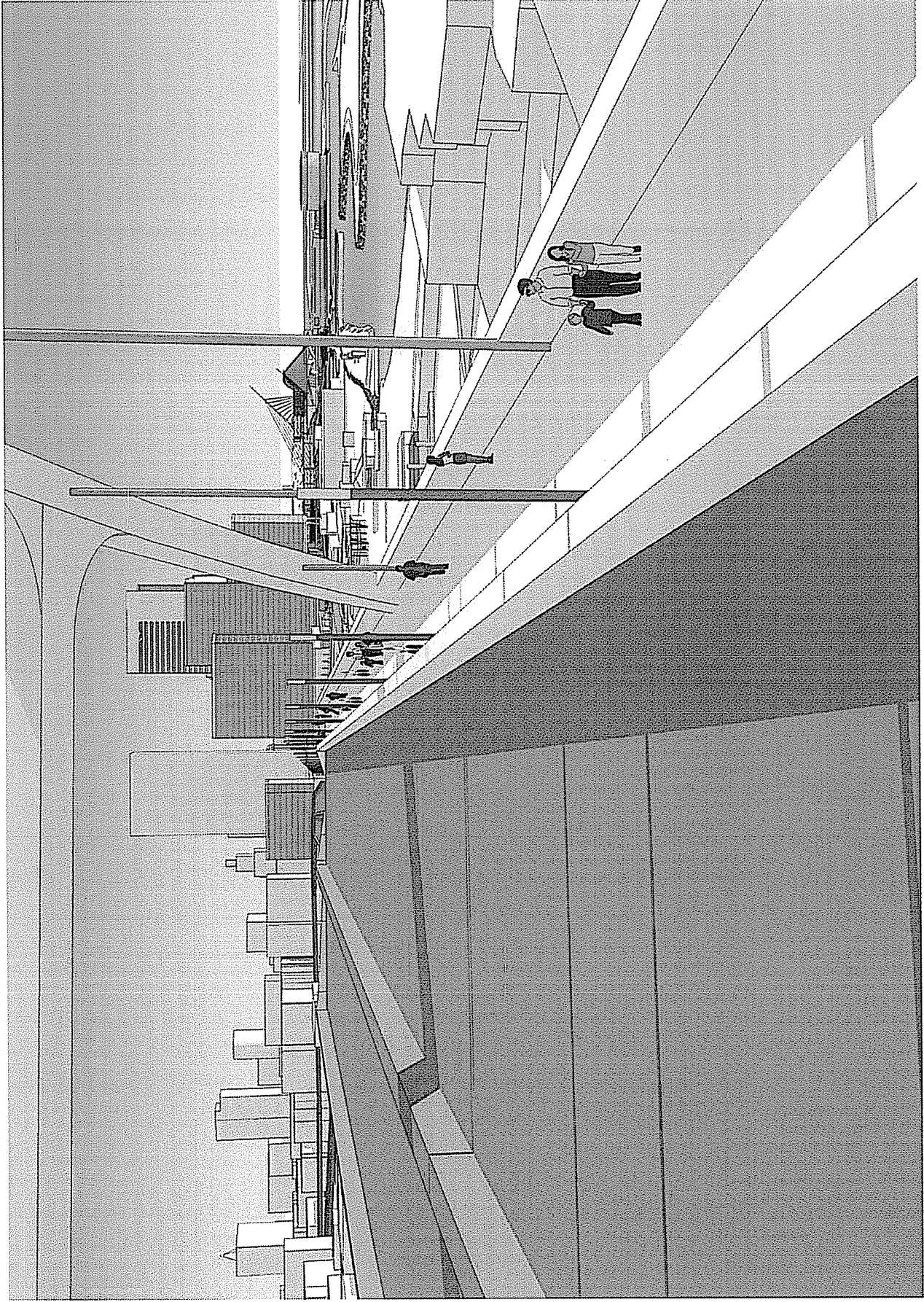
AFTER





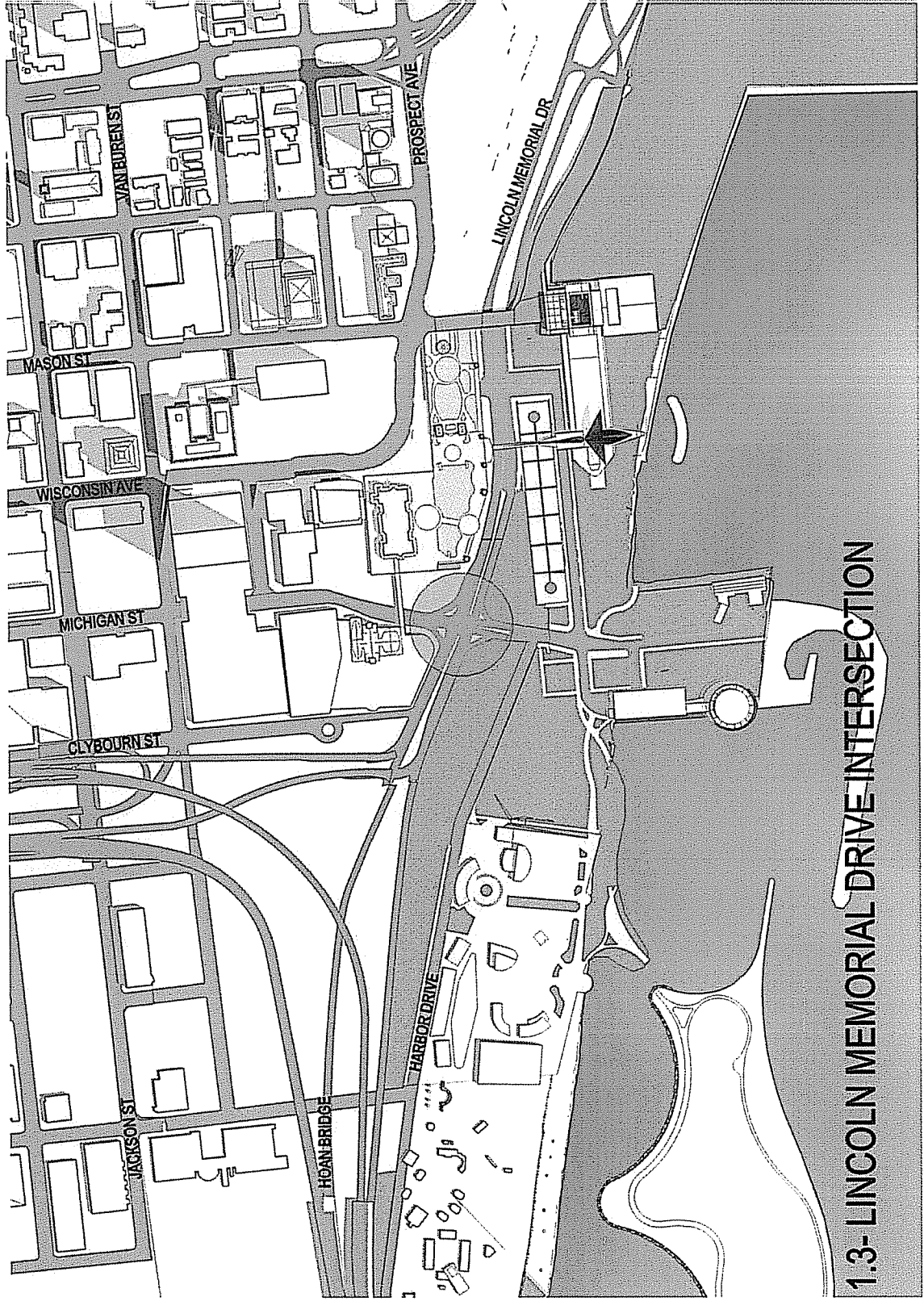
## 2. The installation of a bicycle/pedestrian lane to and over the Hoan Bridge



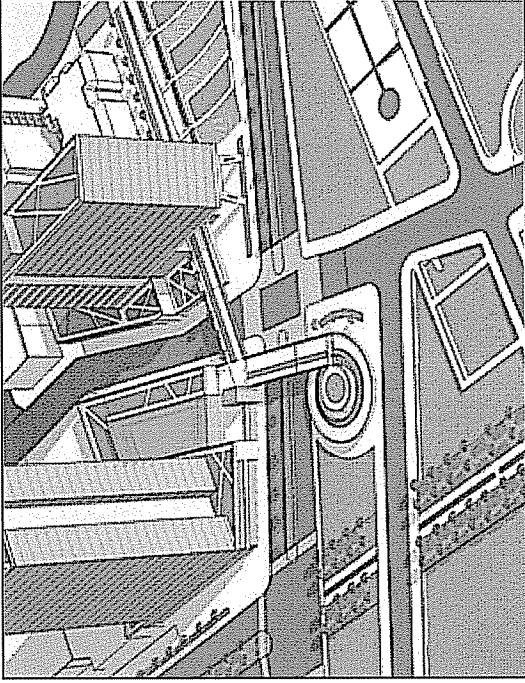


The Hoan Bridge with bicycle/pedestrian access

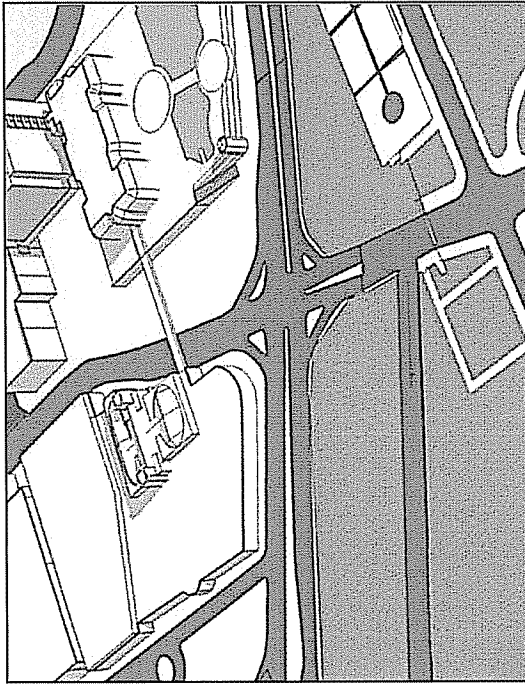
### 3. The reconfiguration of the Lincoln Memorial Drive/Michigan Street Intersection



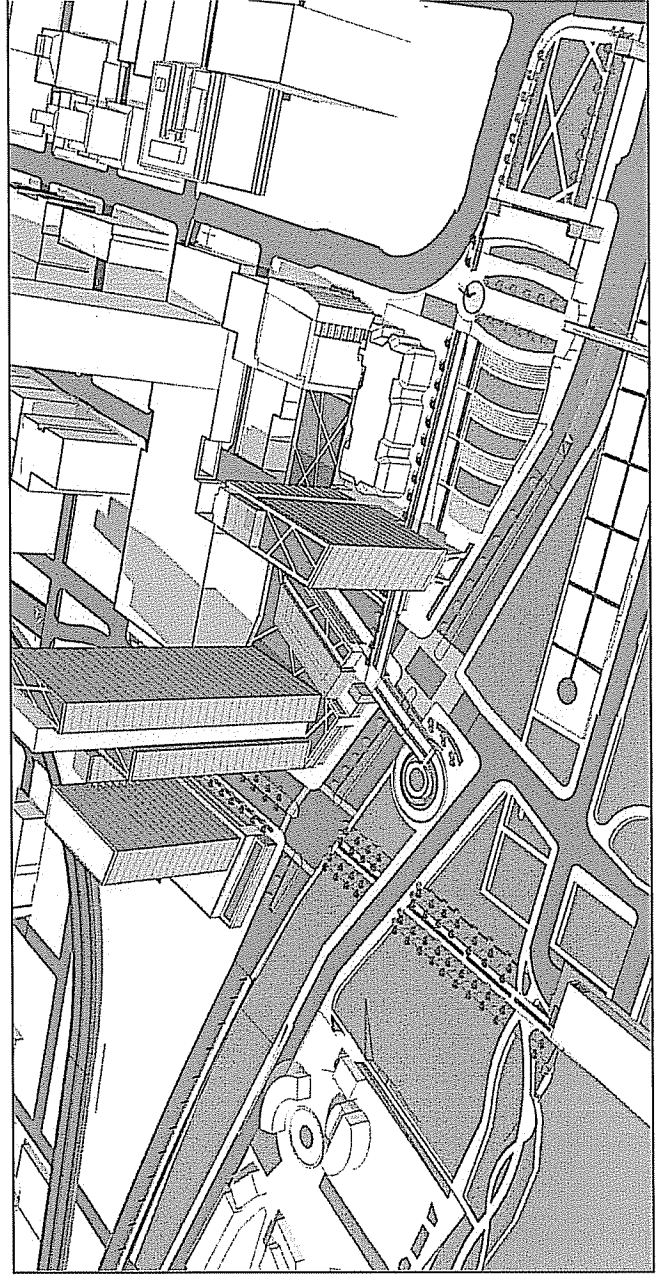
1.3- LINCOLN MEMORIAL DRIVE INTERSECTION



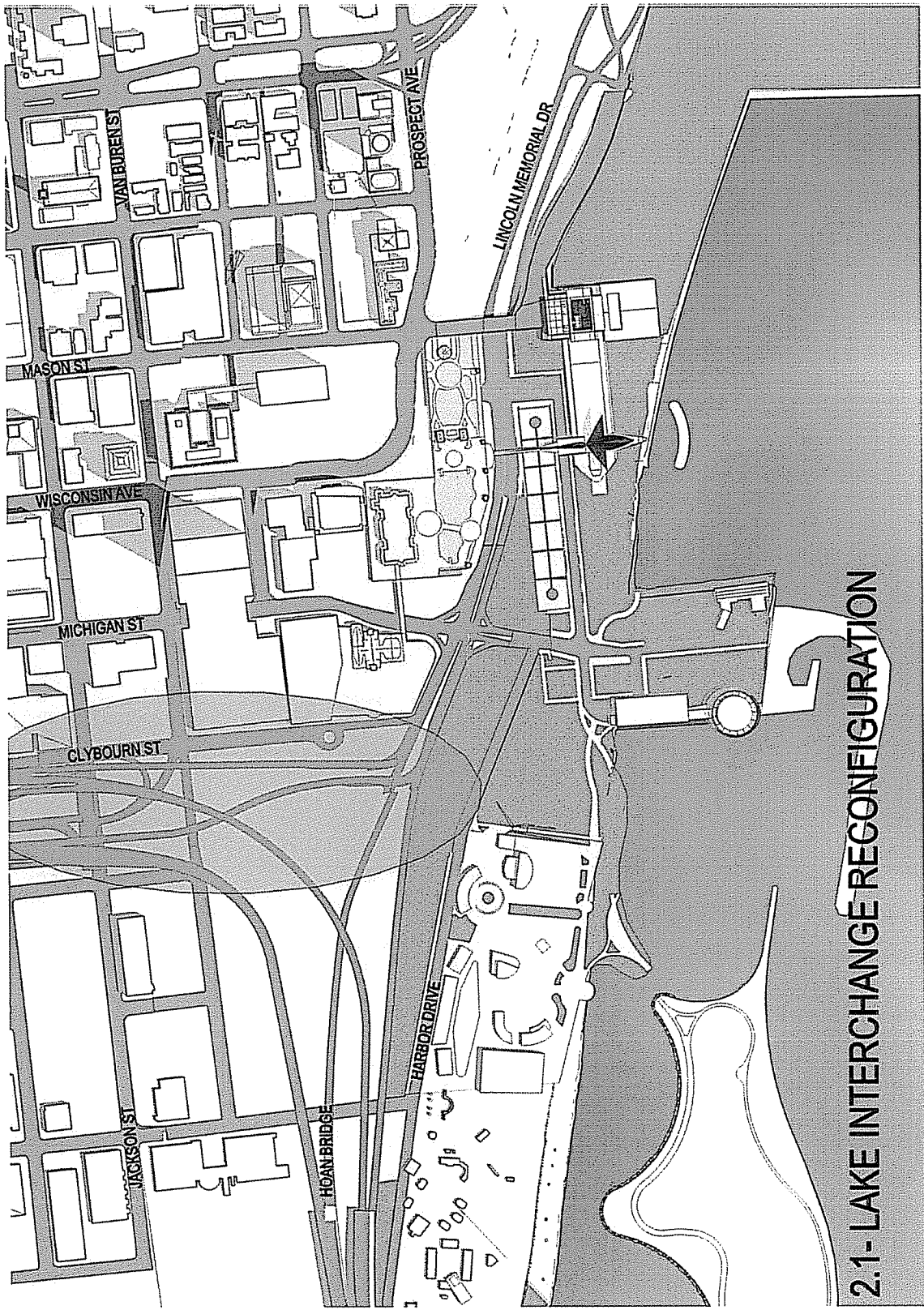
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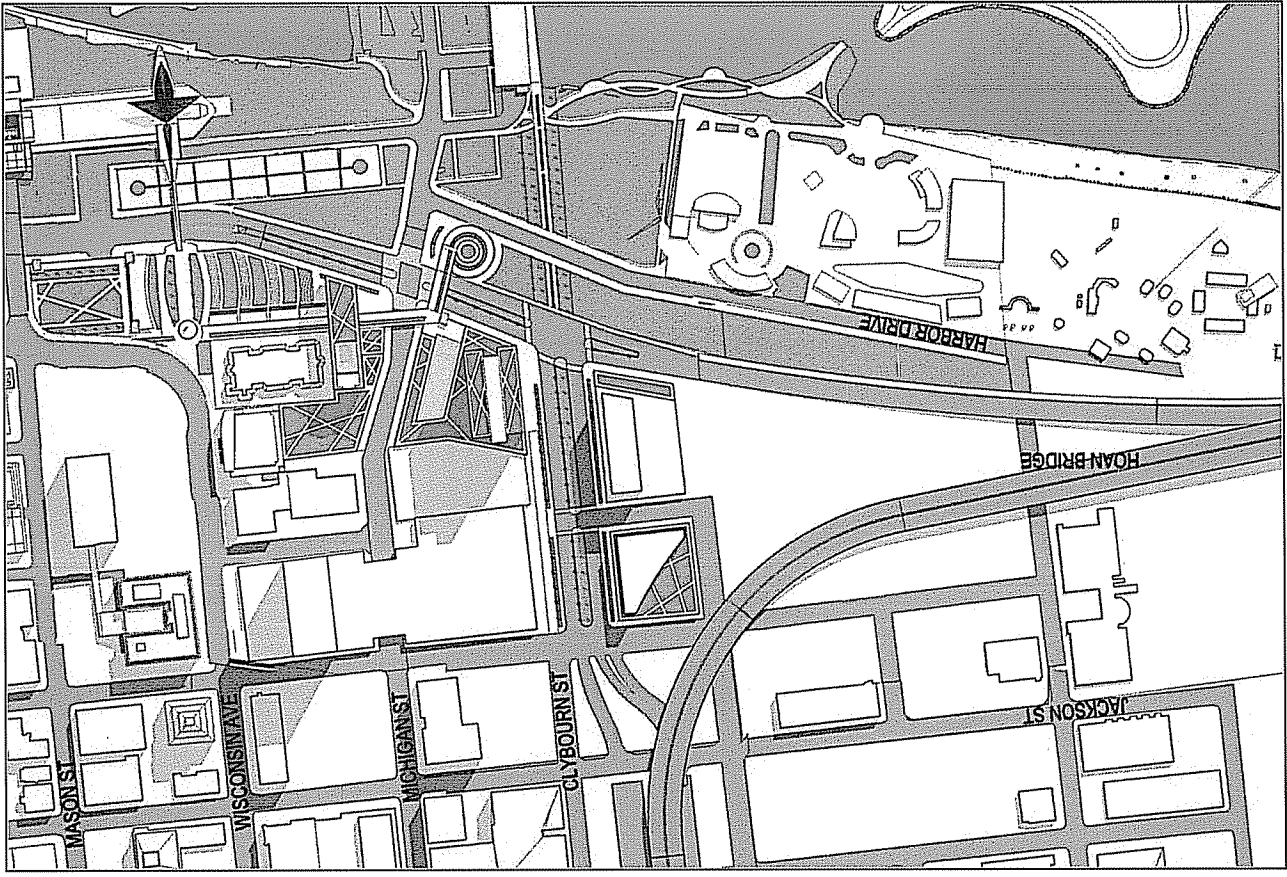
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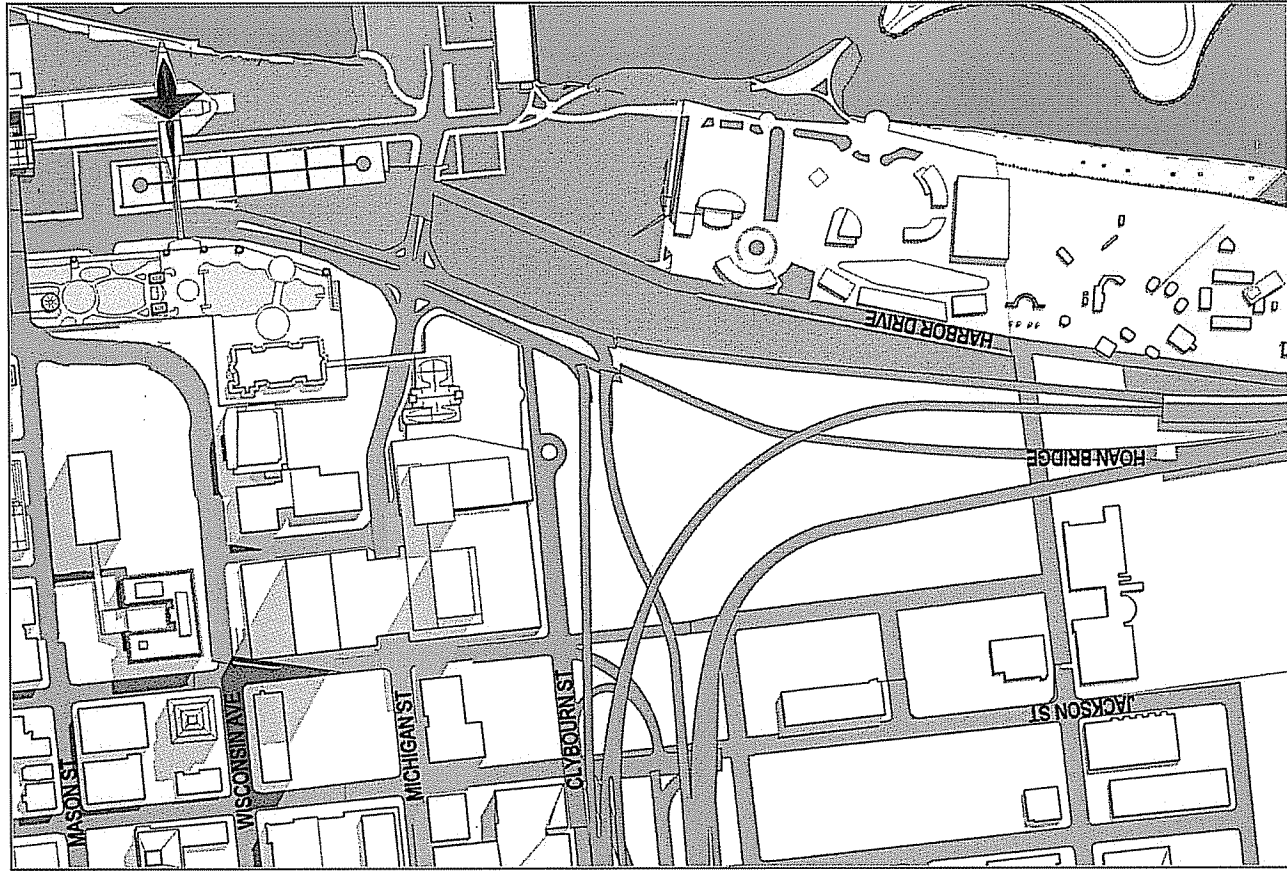
# 4. The reconfiguration of the Lake Interchange



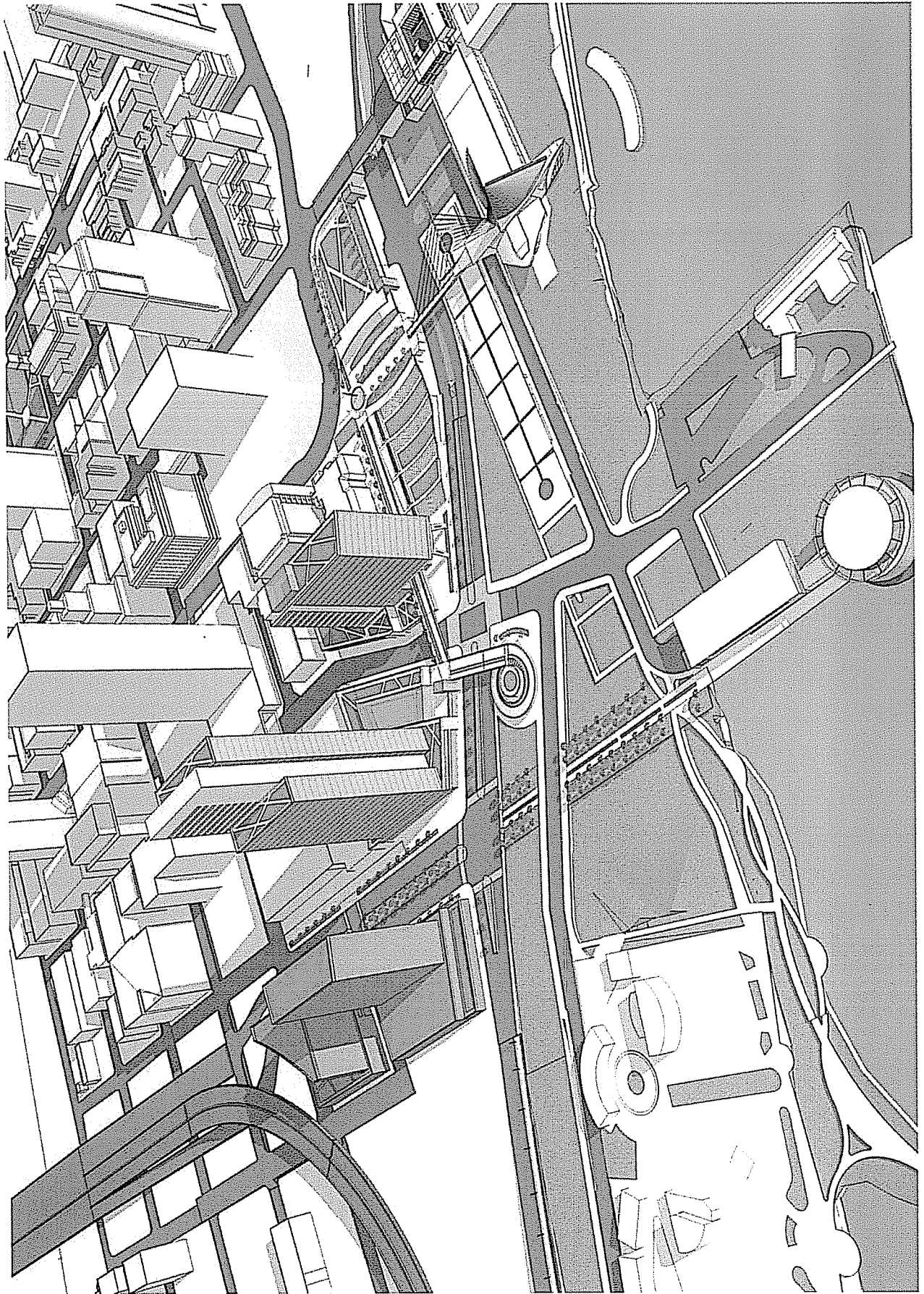
2.1- LAKE INTERCHANGE RECONFIGURATION



**AFTER**

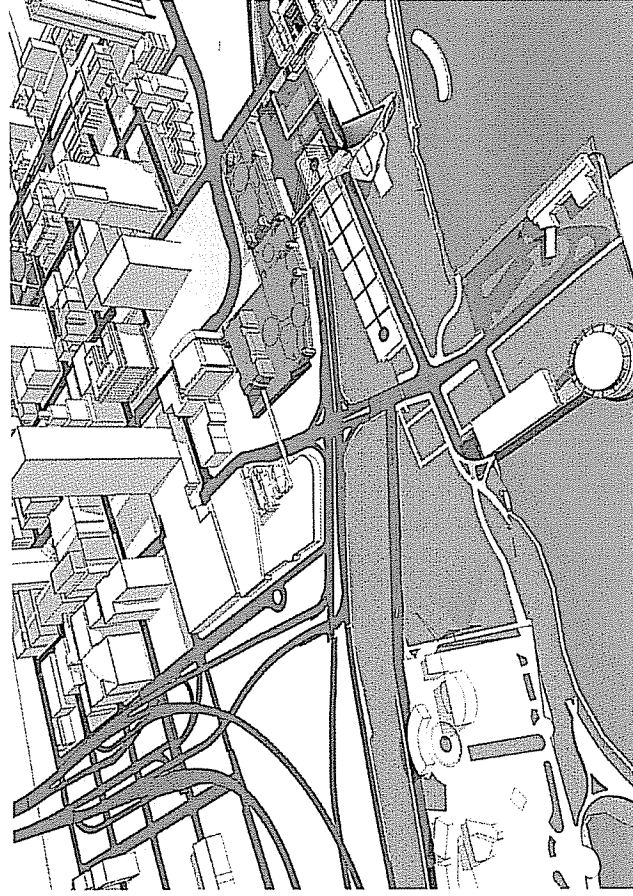


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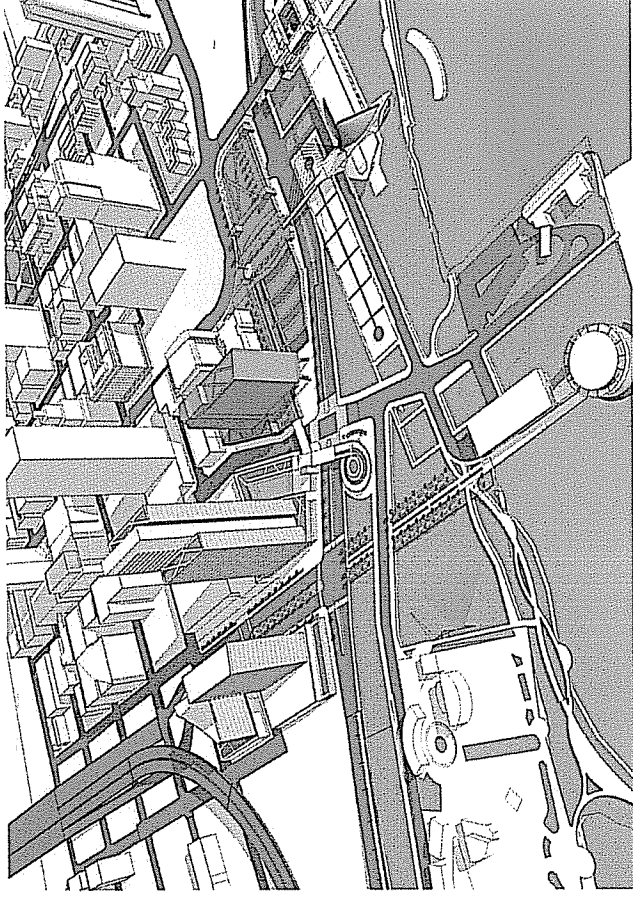




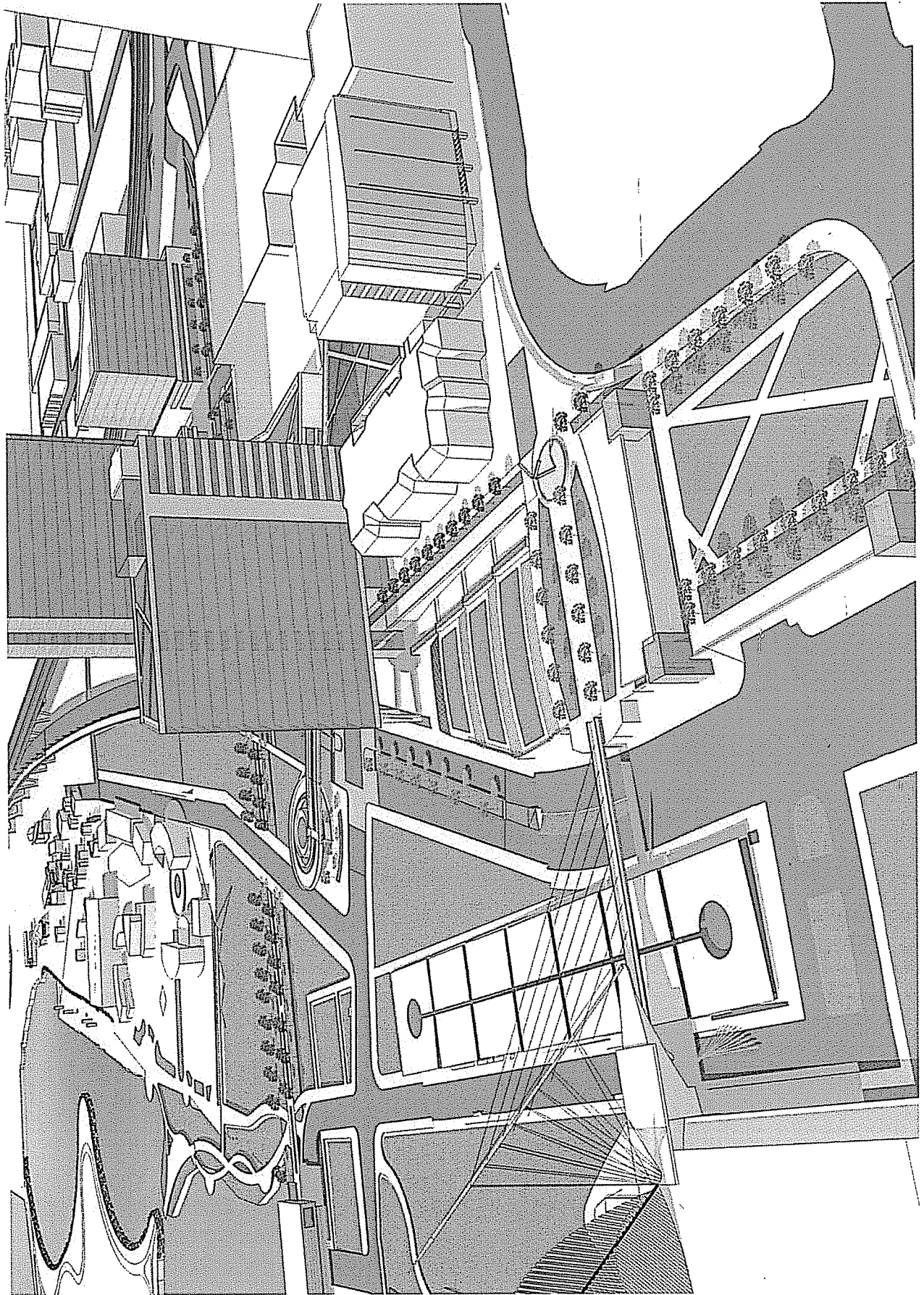
## 5. The continuation of O'Donnell Park



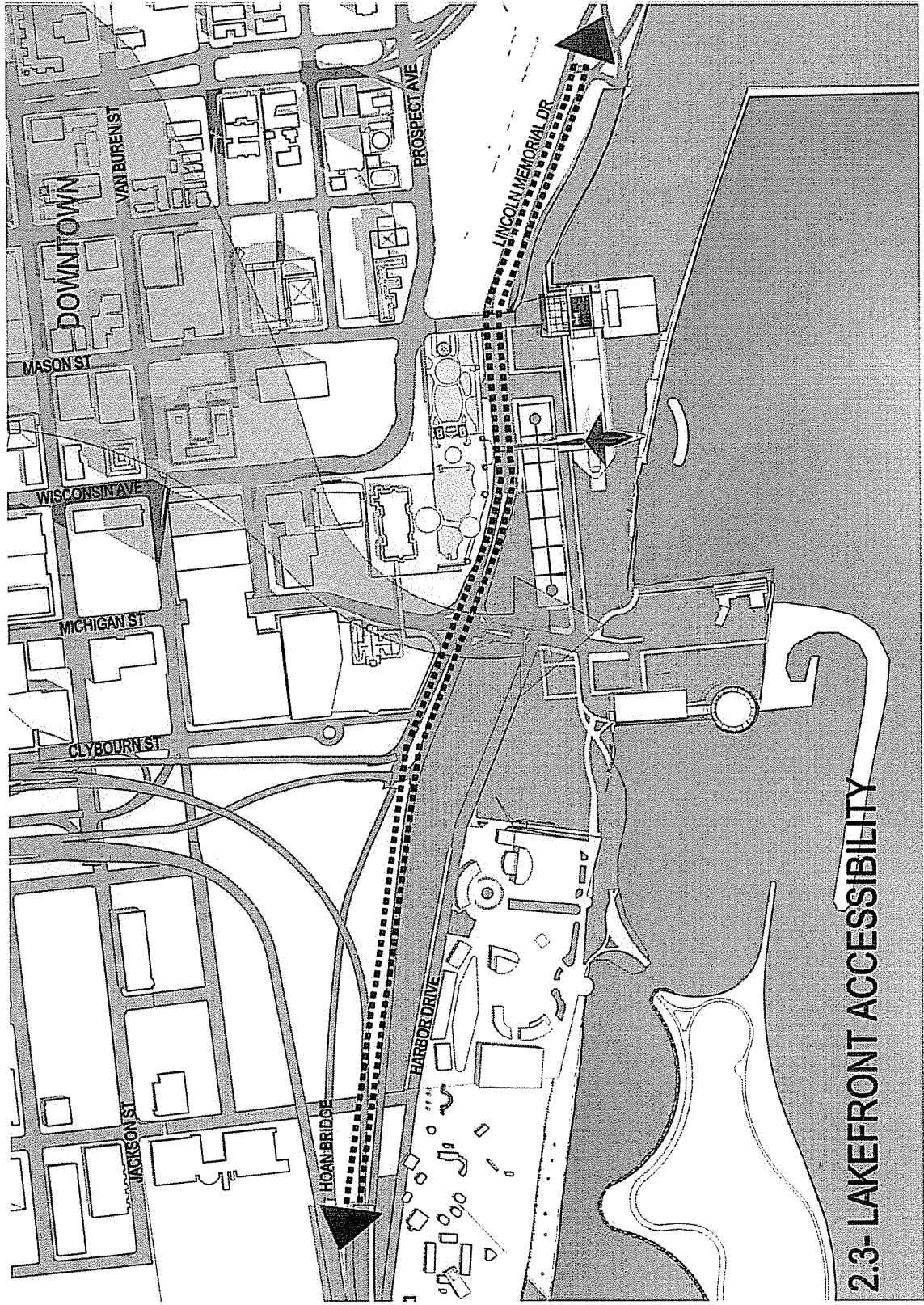
Short-term



Long-term

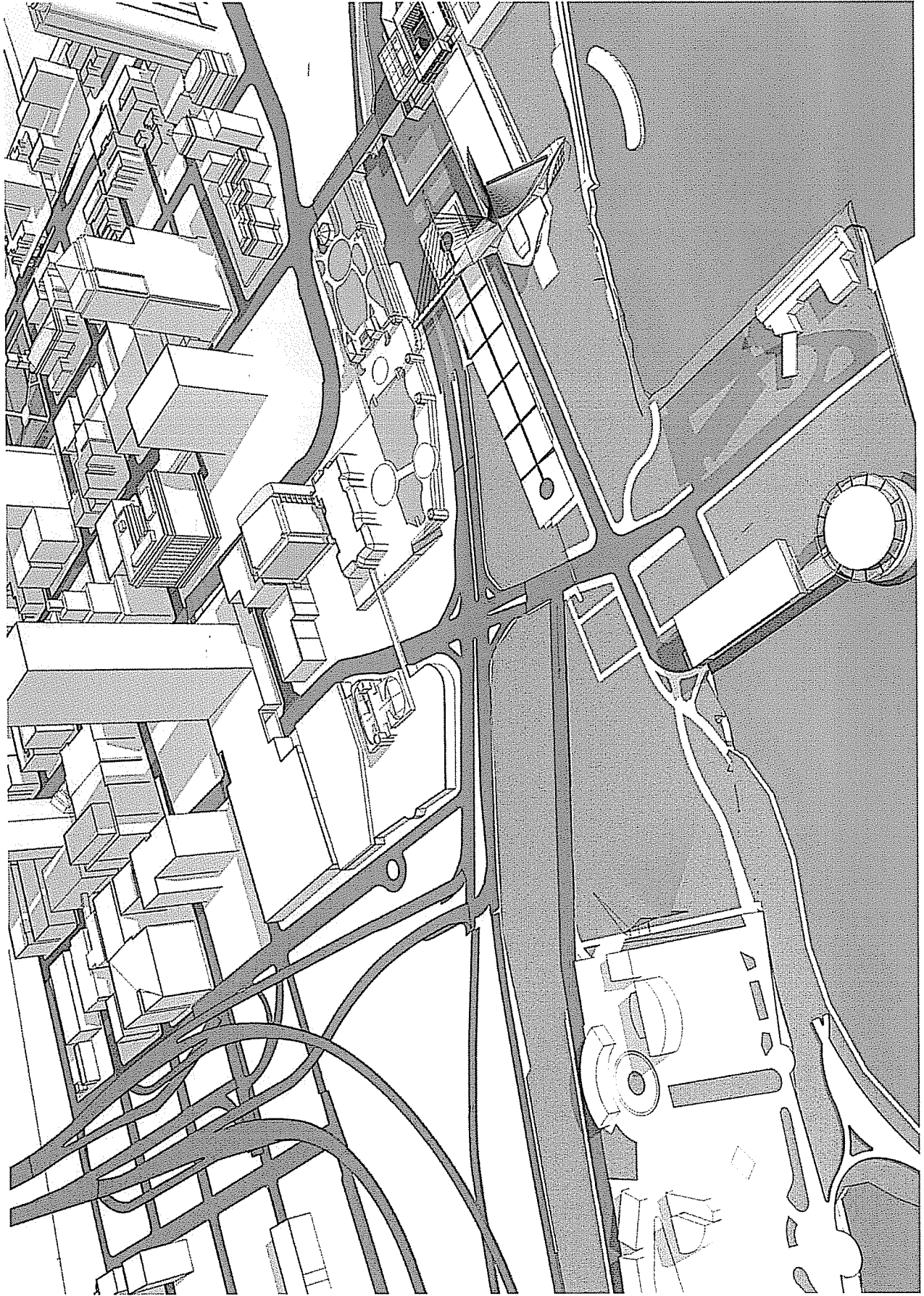


## 6. Increased accessibility and connectivity

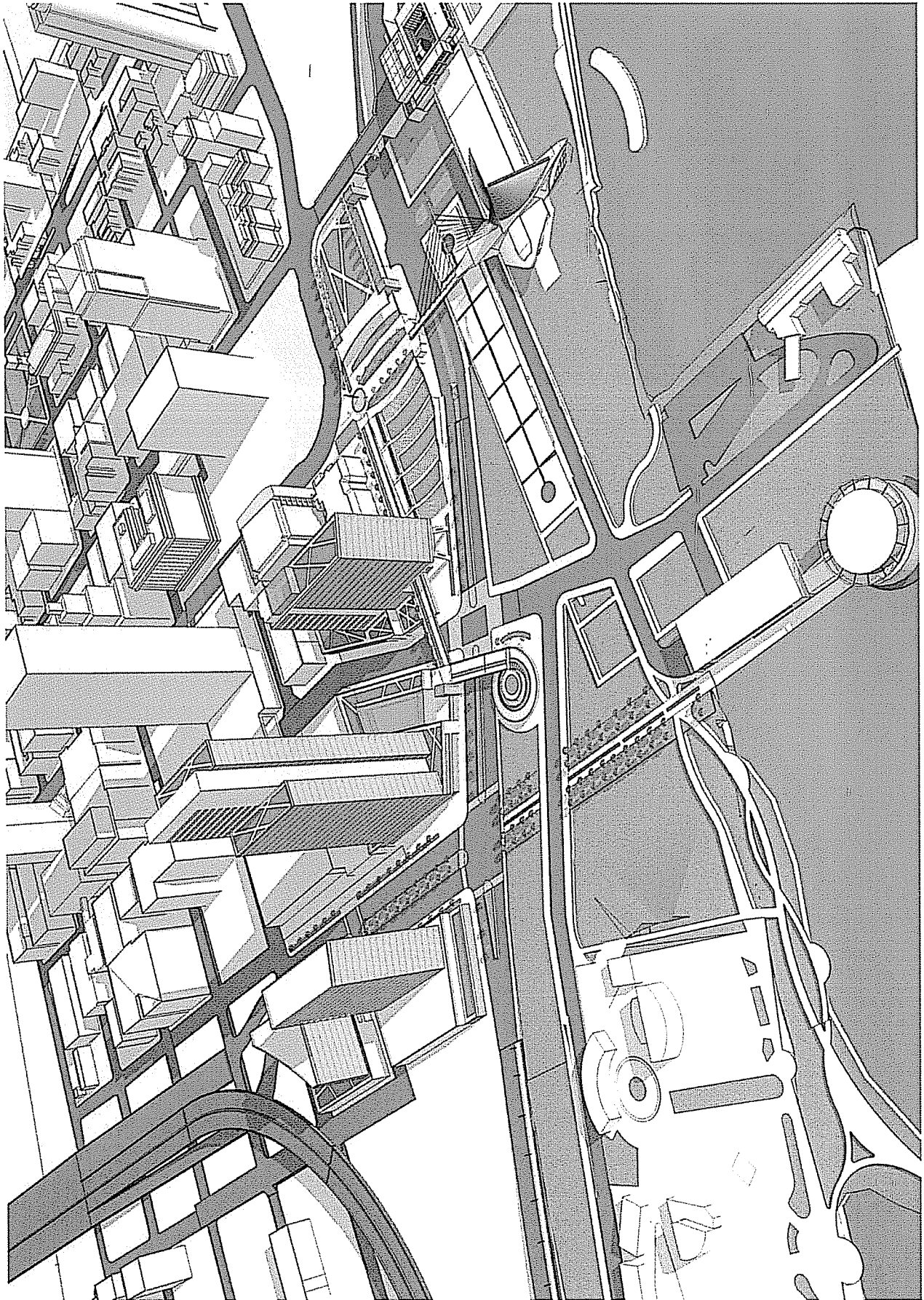




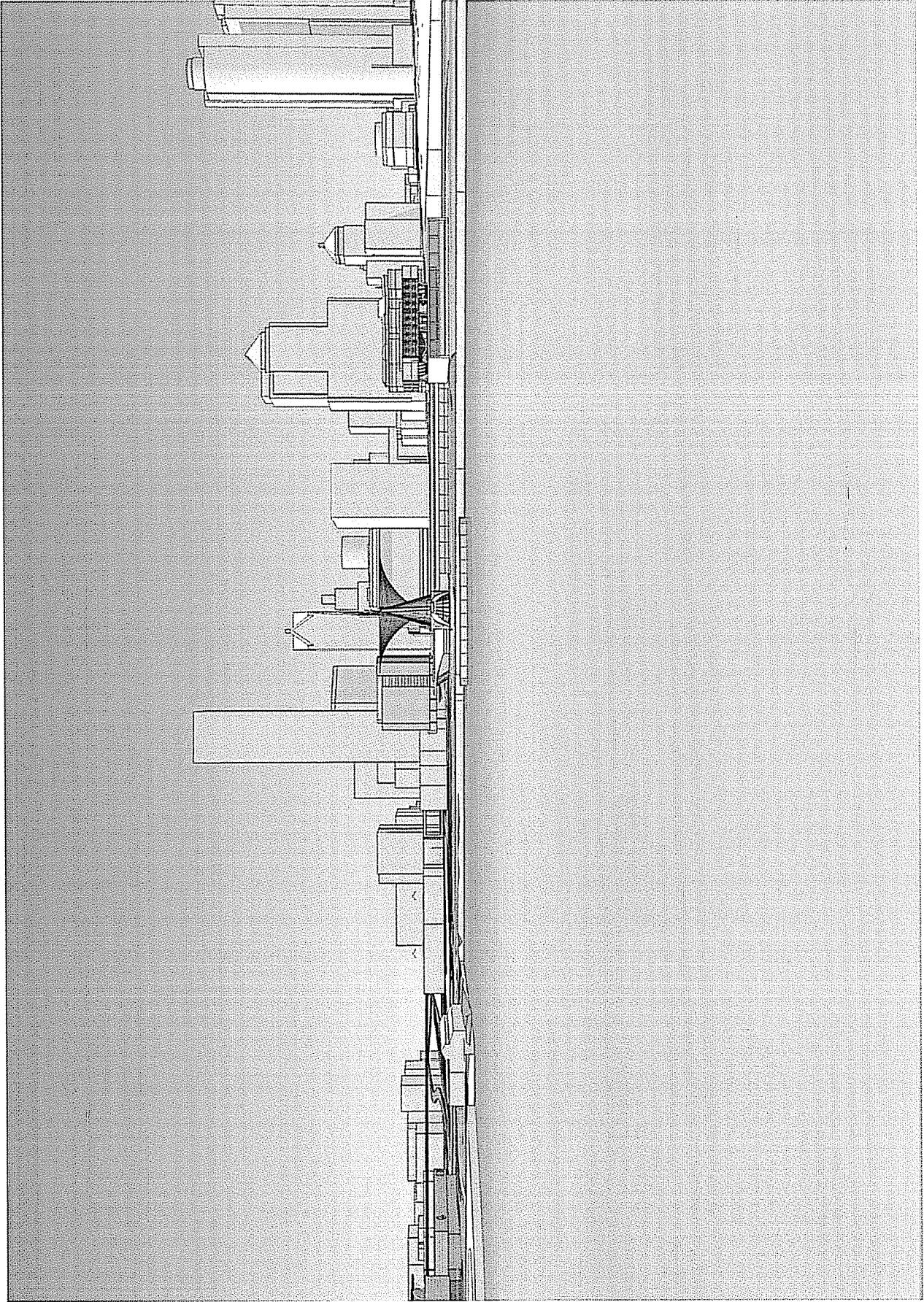
**THE LAKEFRONT BEFORE**



**THE LAKEFRONT AFTER**



**THE LAKEFRONT BEFORE**



**THE LAKEFRONT AFTER**

