



# Recommendations

For the Future of Milwaukee's Downtown Lakefront

# Committee Report



## Recommendations:

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

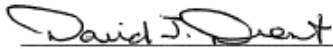
# Long-Range Lakefront Committee

## 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.



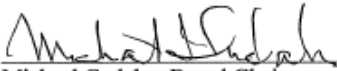
Brian Taffora, Director, Economic Development, Milwaukee County



David Drent, Executive Director, War Memorial




Daniel Keegan, Director, Milwaukee Art Museum



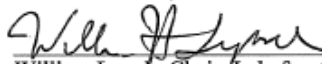
Michael Cudahy, Board Chairman, Discovery World



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



Erbert Johnson, President, CEO, North Milwaukee State Bank



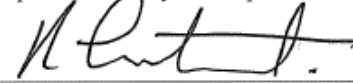
William Lynch, Chair, Lakefront Development Advisory Commission



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



Rocky Marcoux, Commissioner, Department of City Development



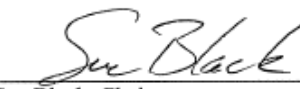
Robert Greenstreet, Professor, Dean, University of Wisconsin - Milwaukee



Donald W. Layden, Jr., Quatles & 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



## Executive Summary

After meeting for four months, gathering all necessary background information and considering a wide range of options for the development of the lakefront from Van Buren Street east to Lake Michigan and from Veteran's Park south to the Interstate 794 Interchange, specifically including the Downtown Transit Center, O'Donnell Park and other assets such as parkland and lakebed grant properties, the Committee recommends the following:

### **Recommendations:**

1. **The redevelopment of the Downtown Transit Center** site into a multi-story, high-value use more appropriate to its location at the lakefront.
2. **The installation of a bicycle/pedestrian lane to and over the Hoan Bridge**, connecting Downtown to southern Milwaukee for all modes of transportation.
3. **The reconfiguration of the Lincoln Memorial Drive/Michigan Street intersection** to provide an efficient and safe means of pedestrian conveyance, maintaining a balance with motorized transportation, and creating a revitalized front door to the city of Milwaukee.
4. **The reconfiguration of the Lake Interchange** ramps to free up valuable space for development and increase connectivity from Downtown and the Third Ward to the lakefront.
5. **The continuation of O'Donnell Park** in its current function in the short-term, while considering redevelopment options long-term.
6. **Increased accessibility** to and along the lakefront for all modes of transportation and greater connectivity to the City.

This Committee also recommends the development of a lakefront master plan to aid in the implementation of these recommendations and other areas some Committee members felt were important. This document should include a more detailed economic development and financial plan for the lakefront. The reduction of the seasonality of the lakefront should be one of the goals of the implementation of the master plan, creating a lakefront that draws visitors throughout the year.

With redevelopment, new businesses would be attracted to the area, which would draw new patrons to the lakefront. This redevelopment should also include a vision for parks and public spaces to create an attractive, innovative lakefront that improves the connectivity of Downtown and the lakefront. Through these recommendations, Milwaukee's lakefront will become a fantastic, world-renowned front door to the city, county, and state.

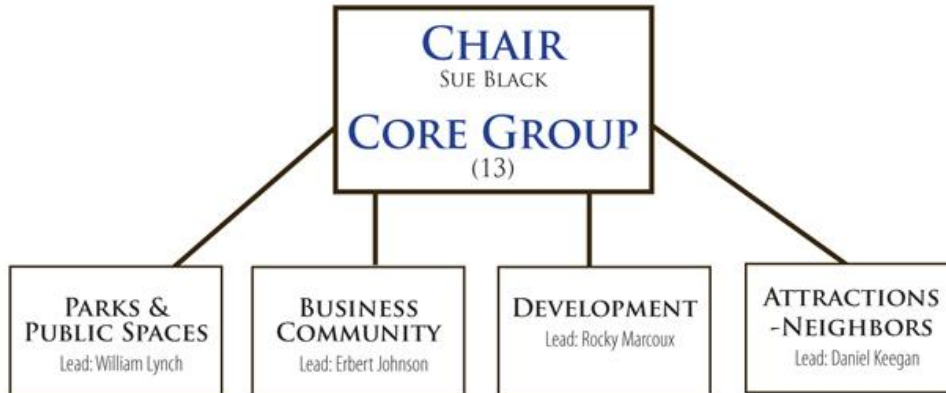
*In planning for the future of the lakefront, we have a tremendous opportunity to do something spectacular for the state of Wisconsin, for Milwaukee County and for the city of Milwaukee – but, most importantly, for our citizens and the visitors to this fantastic resource. The 1989 Lakefront Master Plan stated that this area “is considered to be the most heavily used recreational land in Wisconsin”.*

*Let's get this done right and with a sense of urgency and pride.*

*-Sue Black*

# LONG-RANGE LAKEFRONT PLANNING COMMITTEE

## *Vision / Cooperation*



### APPOINTMENTS/MEMBERS

Sue Black	Director, Parks, Recreation and Culture, Milwaukee County
Brain Taffora	Director, Economic Development, Milwaukee County
David Drent	Executive Director, War Memorial, Inc.
Daniel Keegan	Director, Milwaukee Art Museum
Michael Cudahy	Board Member Discovery World
Gerry Broderick	Supervisor, 3rd District, Milwaukee County
Erbert Johnson	President/CEO, North Milwaukee State Bank, Business Community Chair,
William Lynch	Lakefront Development Advisory Commission
Molly Gallagher	Betty Brinn Children's Museum
Rocky Marcoux	Commissioner, Dept. of City Development
Robert Greenstreet	Professor, Dean, UWM
Donald W. Layden, Jr.	Quaries & Brady, LLP, Milwaukee World Festival, Inc.
Nik Kovac	Alderman, 3rd District, City of Milwaukee

1 By Supervisors Jurisk and Broderick

### A RESOLUTION

6 Creating the Long Range Lakefront Planning Committee to develop a vision for the  
7 lakefront from Veterans Park south to the Interstate 794 interchange, and from Van  
8 Buren east to Lake Michigan and planning for O'Donnell Park and the Downtown  
9 Transit Center.

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

16 WHEREAS, because of the physical connection of O'Donnell Park and location  
17 on the southwest corner of Michigan Street and Lincoln Memorial Drive, alternative uses  
18 for the Downtown Transit Center site have also generated discussion; and

20 WHEREAS, in addition, the Milwaukee Common Council and Mayor approved a  
21 vision to the Downtown Area Comprehensive Plan (Plan) in October of 2010, which  
22 includes recommendations for improvements to the lakefront from Van Buren Street  
23 east to Lake Michigan and specifically at the Downtown Transit Center, O'Donnell Park  
24 and other assets including parkland and lakebed grant properties; and

26 WHEREAS, while many of the City of Milwaukee Plan's recommendations have  
27 been echoed by various community stakeholders, other stakeholders such as  
28 Milwaukee County, desire a greater discussion about the future of the lakefront,  
29 particularly as the Plan relates to the Downtown Transit Center and O'Donnell Park; and

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

34  
35 BE IT RESOLVED, the Milwaukee County Board of Supervisors does hereby  
36 create the Long Range Lakefront Planning Committee that will develop a common  
37 vision for the lakefront from Veterans Park south to the Interstate 794 interchange, and  
38 from Van Buren east to Lake Michigan; and

39  
40 BE IT FURTHER RESOLVED, the Long Range Lakefront Planning Committee  
41 shall consider alternative uses of the Downtown Transit Center and O'Donnell Park  
42 among other future uses of the lakefront and preservation of green space; and

43  
44 BE IT FURTHER RESOLVED, that the Long Range Lakefront Planning  
45 Committee will be comprised of members from the following organizations/agencies as  
46 follows:

- 47 • Six government officials to be appointed as follows: (1) by the Mayor of  
48 the City of Milwaukee, Commissioner of the Department of City  
49 Development, or designee, and a representative of the UWM School of  
50 Architecture and Urban Planning; (2) by the Common Council President; a  
51 member of the Milwaukee Common Council; (3) by the County Executive;  
52 Director of the Parks Department (or designee); and Director of Economic  
53 Development; and (4) by the County Board Chairman, a member of the  
54 County Board.
- 55 • Six members of the public to be appointed as follows: (1) by the County  
56 Executive, a representative of the War Memorial Center, a representative  
57 of the Milwaukee Art Museum and a representative of Discovery World;  
58 (2) by the County Board Chairman; a representative of the business  
59 community, the chairman of the Lakefront Development Advisory  
60 Commission, and a representative of the Betty Brinn Children's Museum;  
61 (3) by the Mayor of the City of Milwaukee; a representative of Summerfest

62 ; and

63  
64  
65  
66 BE IT FURTHER RESOLVED, that the Long Range Lakefront Planning  
67 Committee shall provide the Milwaukee County Board of Supervisors and the  
68 Milwaukee Common Council with a final report by December of 2012 that shall include  
69 recommendations regarding: (1) site and use of O'Donnell Park and the Downtown  
70 Transit Center and (2) the structure for long range planning for the economic  
71 development of the lakefront (as defined above), including a vision for current and future  
72 stakeholders as well as a long range financial/development implementation plan to  
73 realize the agreed upon vision; and

74  
75 BE IT FURTHER RESOLVED, that the Long Range Lakefront Planning  
76 Committee shall provide the Milwaukee County Board of Supervisors and the  
77 Milwaukee Common Council with regular updates as to the Committee's progress; and

78  
79 BE IT FURTHER RESOLVED, that all appointments to the Committee shall  
80 occur within 30 days of adoption of the resolution and that the Parks Director shall serve  
81 as the committee chairperson.

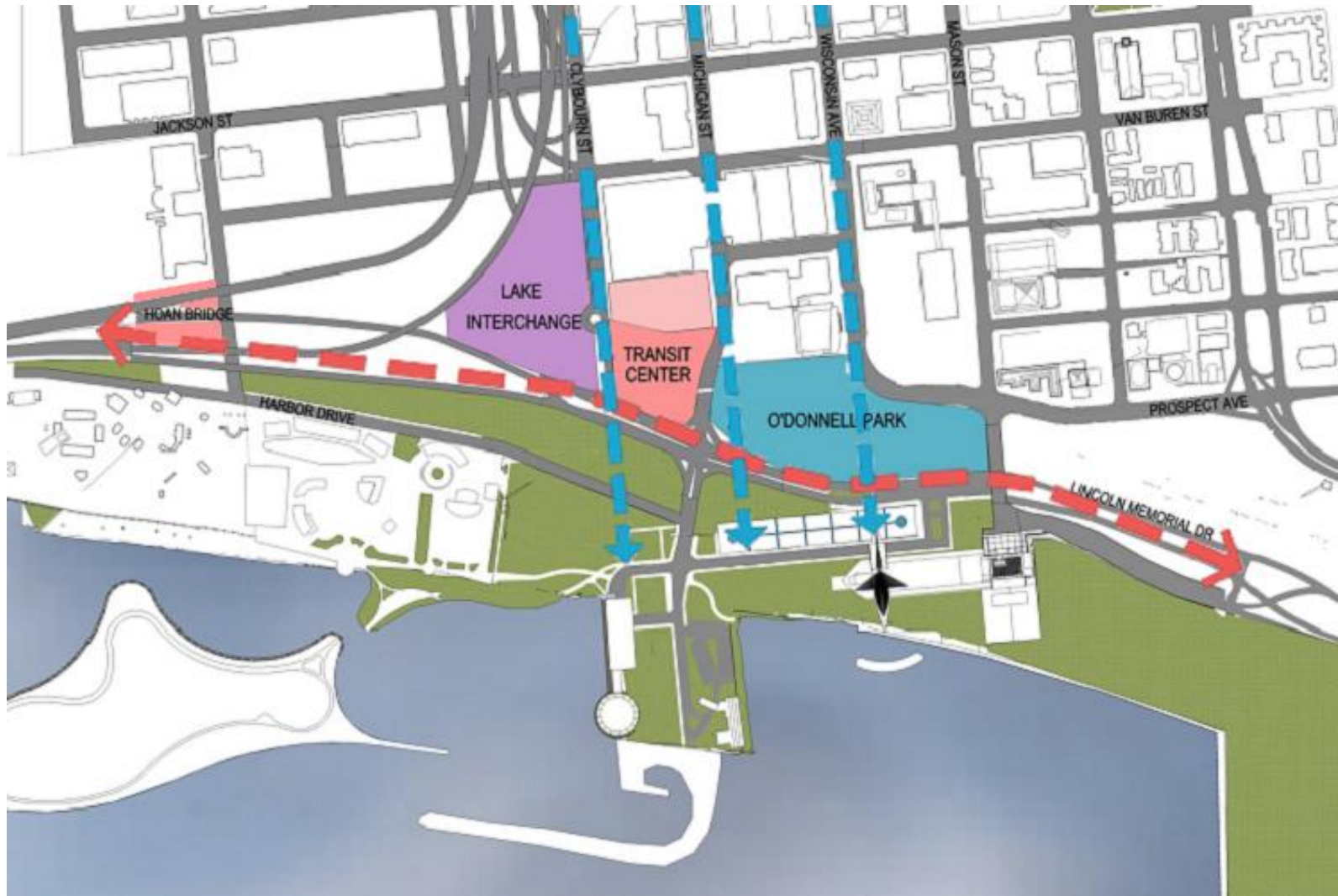
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# Long-Range Lakefront Committee Report



**Milwaukee's World Class Waterfront**

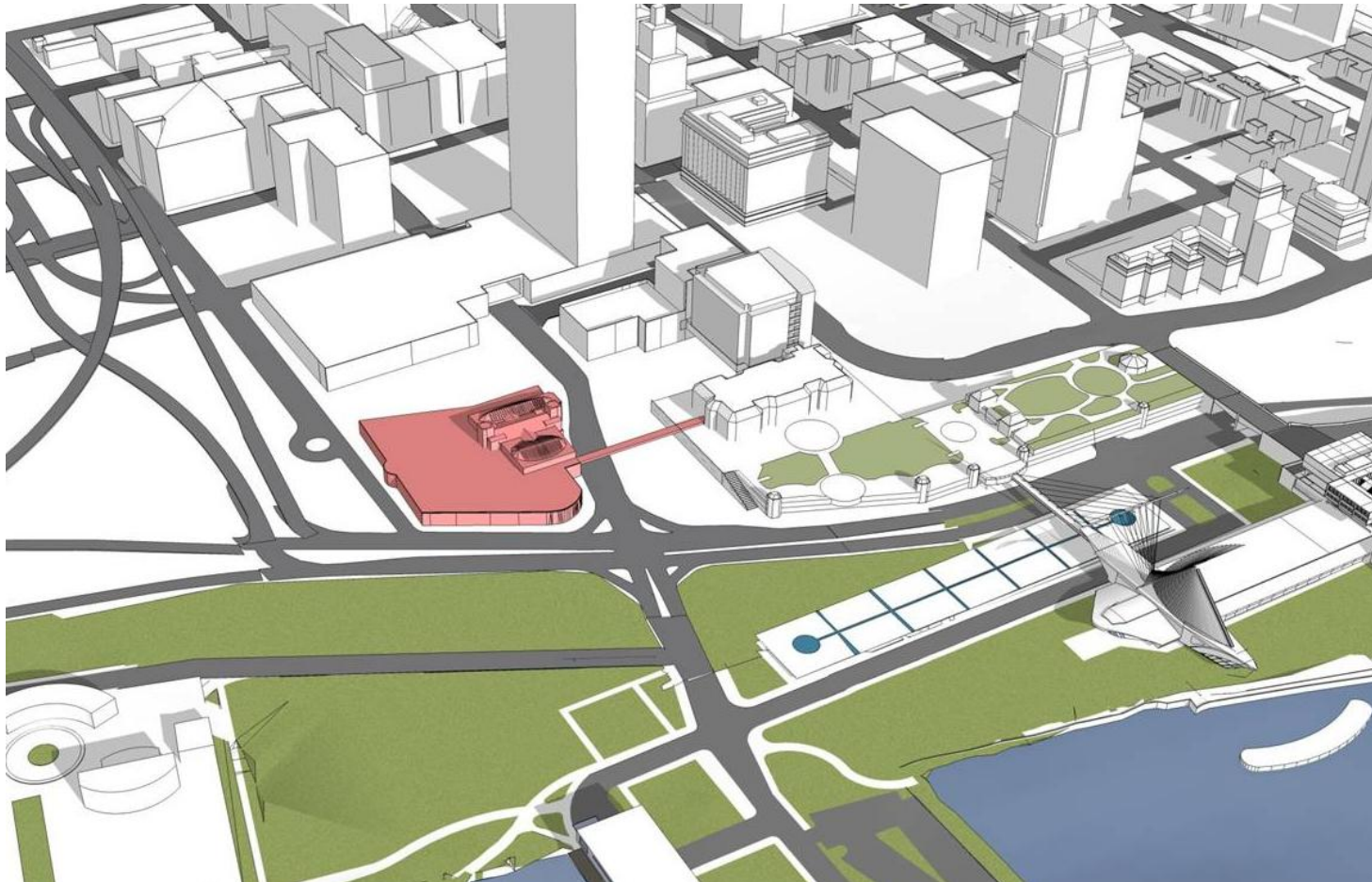
## Downtown Lakefront Land Use



**Areas of consideration include:**

**Transit Center, O'Donnell Park, Lakefront Interchange, and Hoan Bridge**

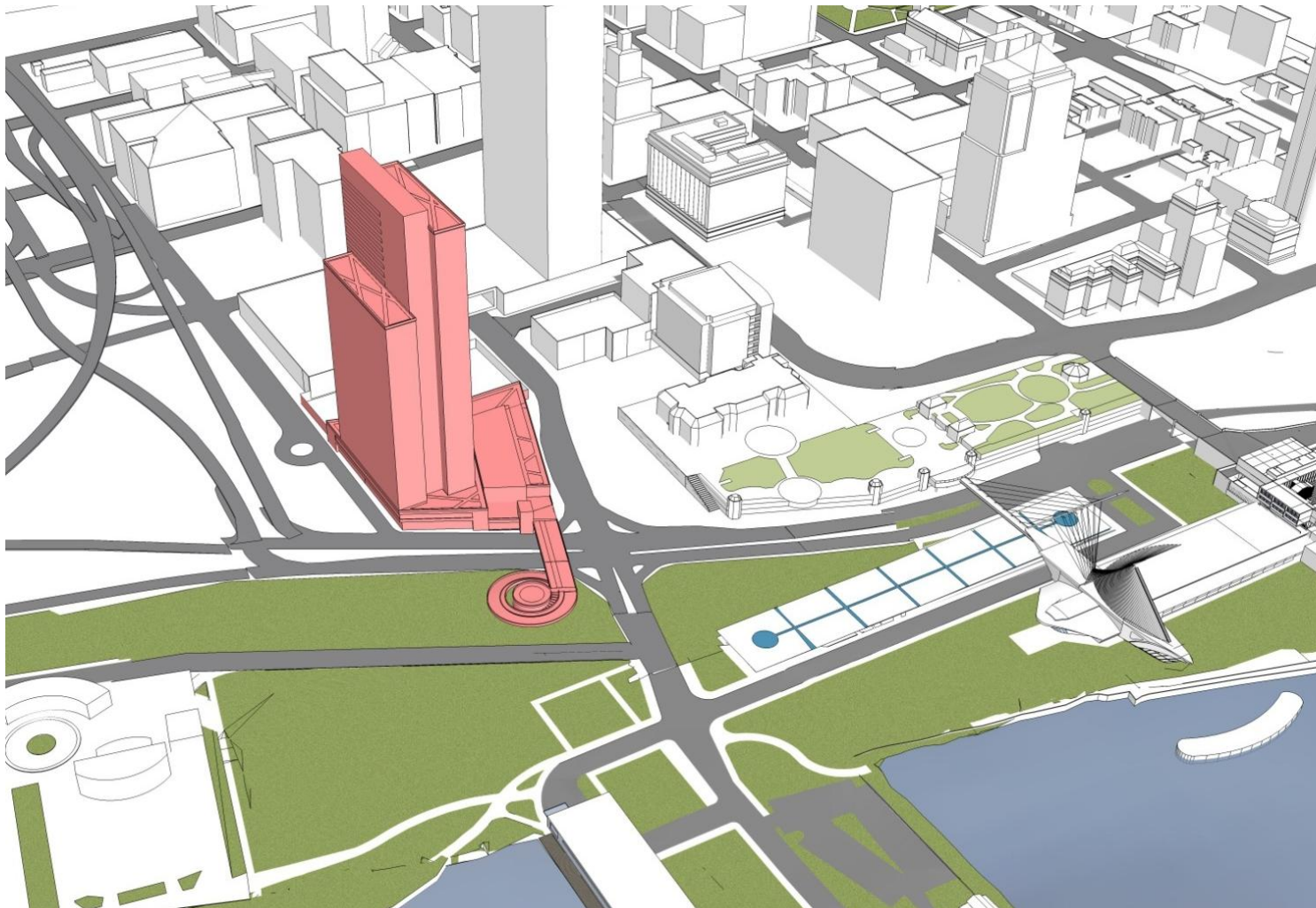
# 1. The redevelopment of the Downtown Transit Center Site



**CURRENT**

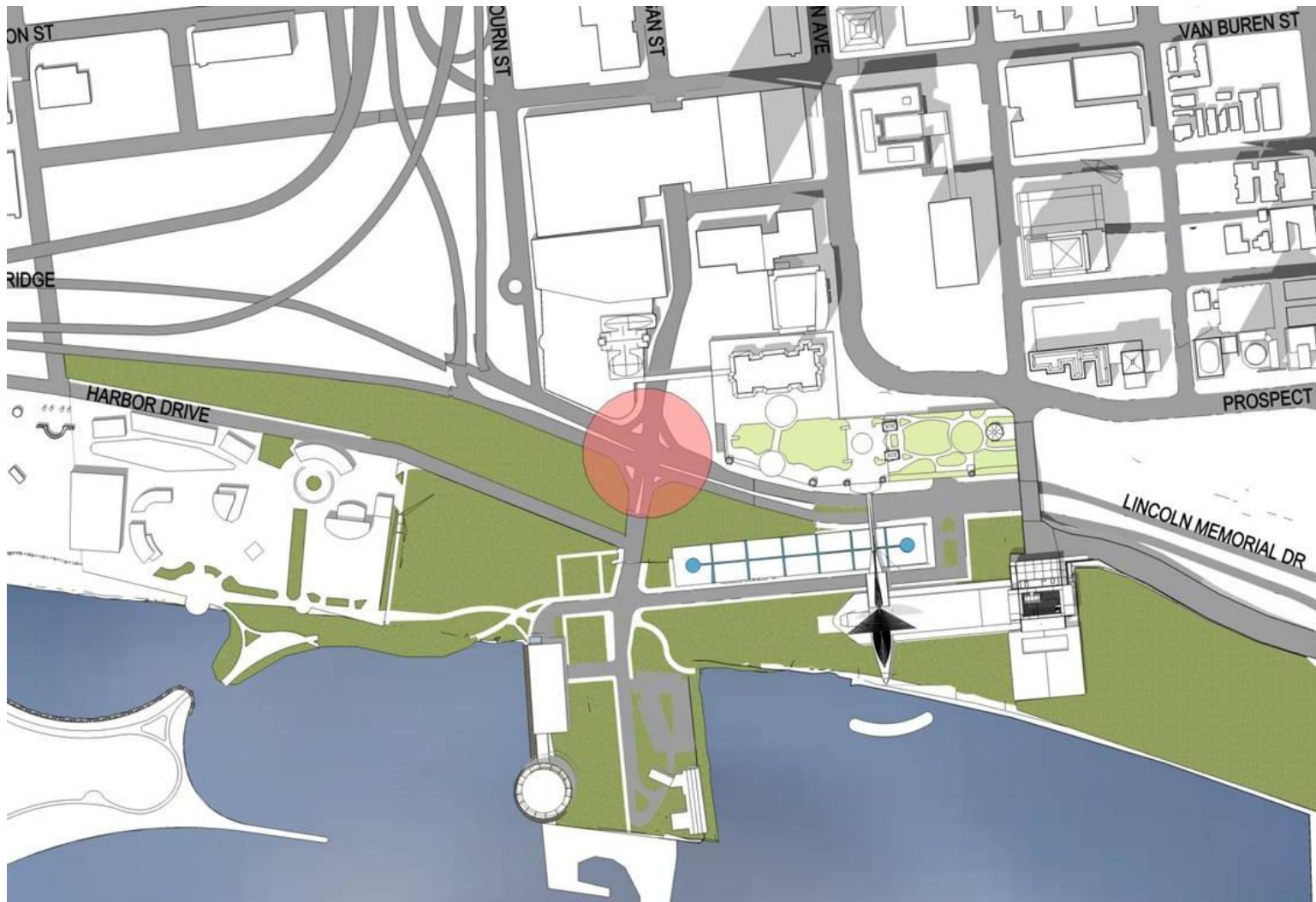


# 1. The redevelopment of the Downtown Transit Center Site



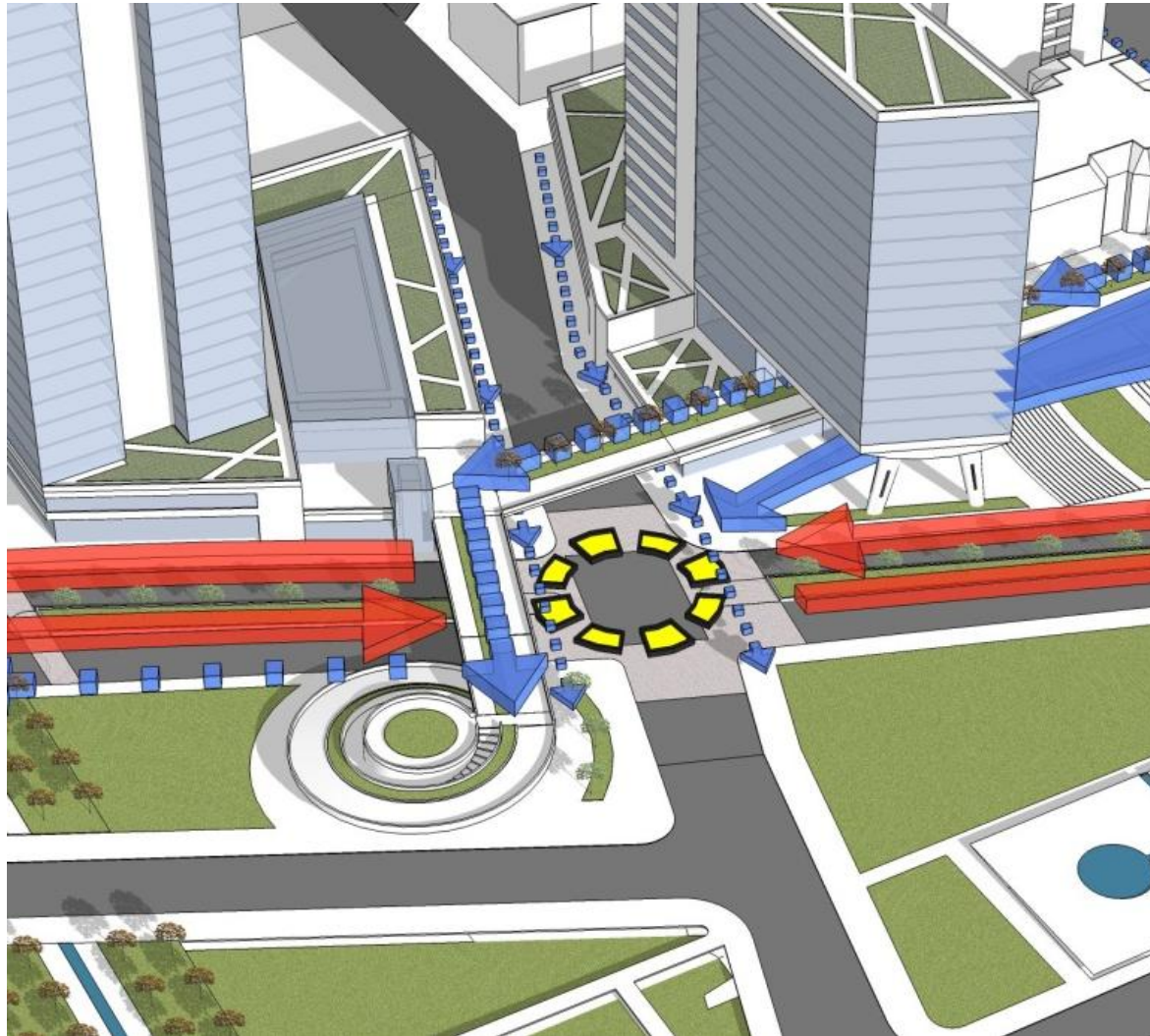
**FUTURE**

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



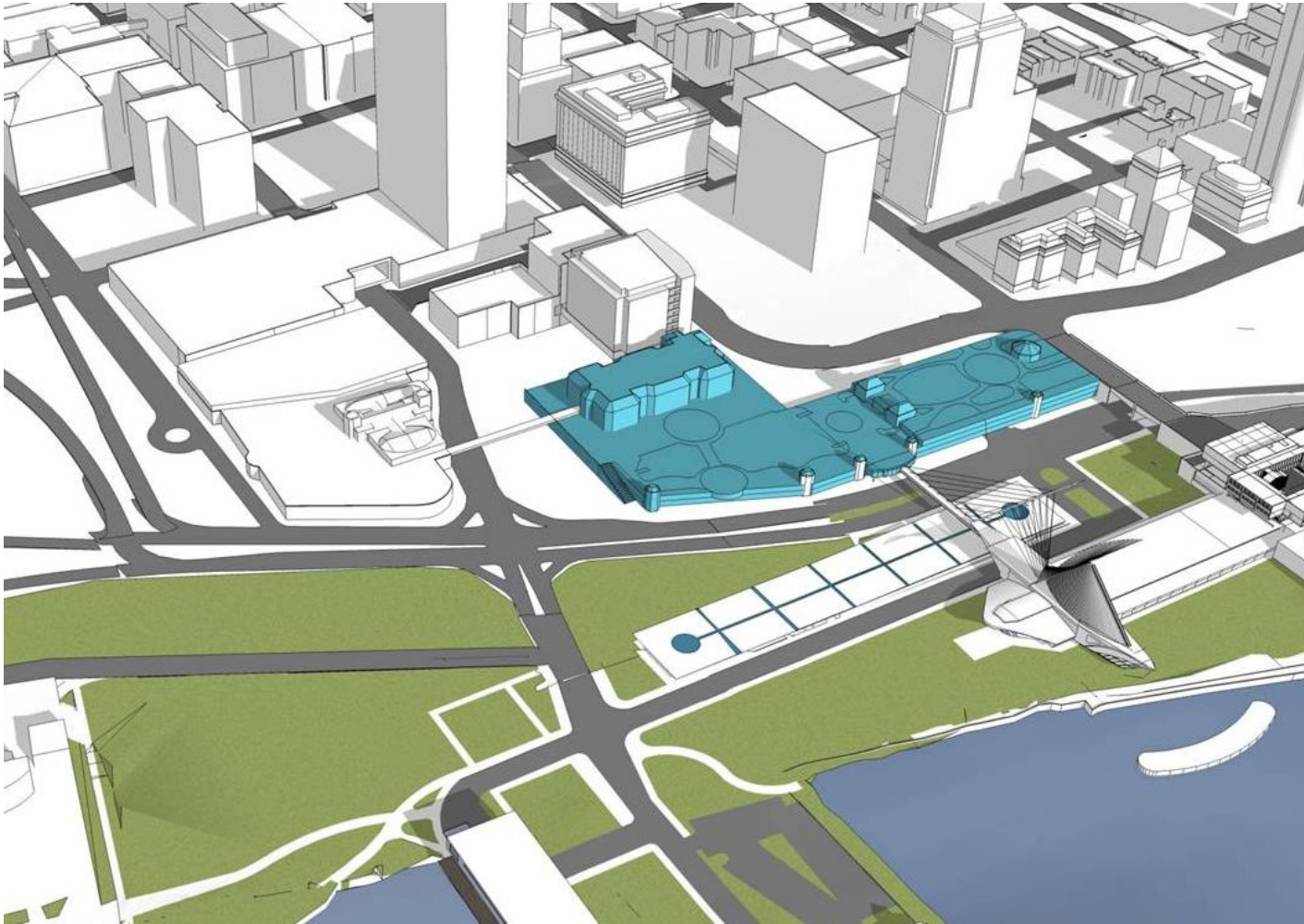
**CURRENT**

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



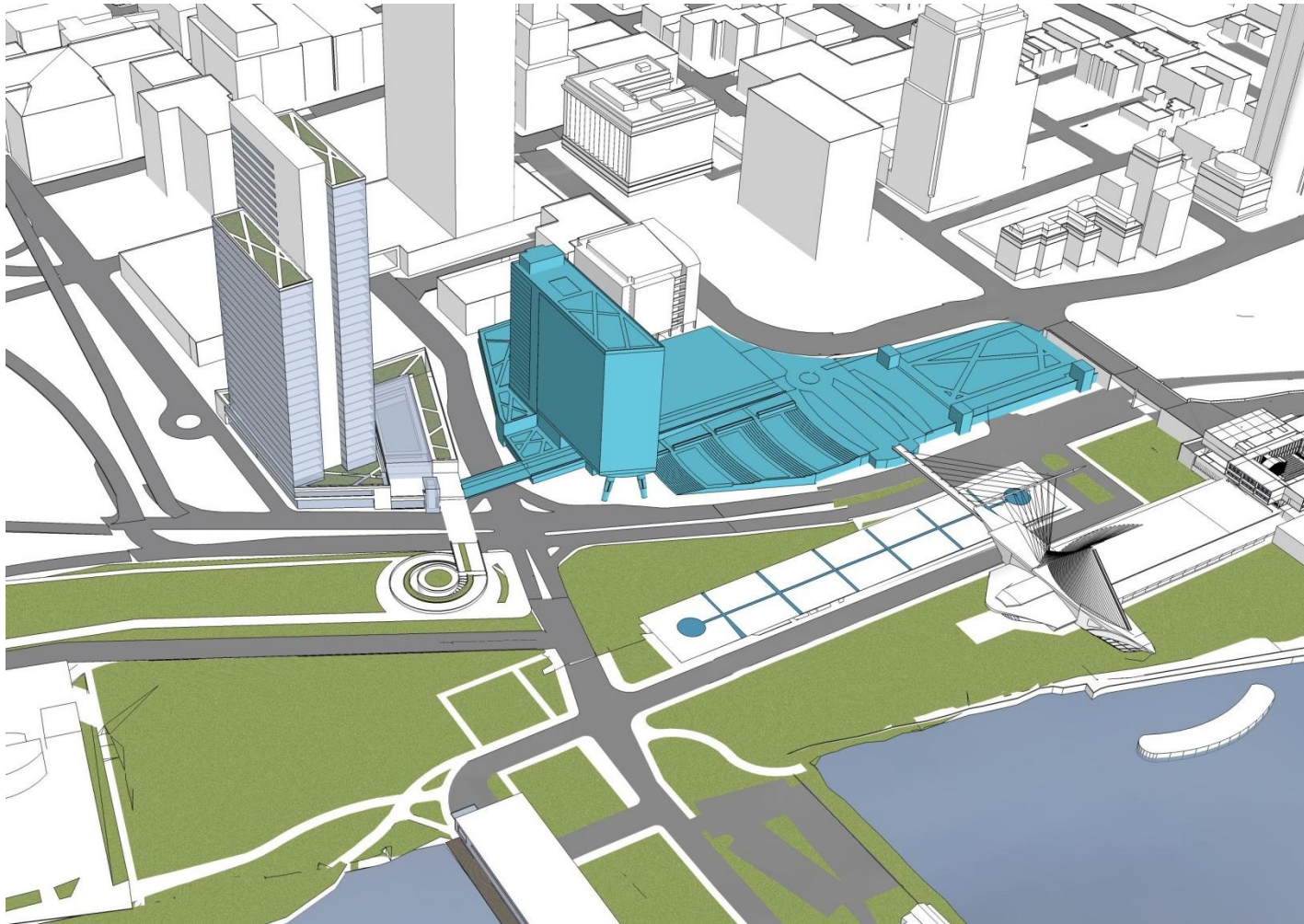
**CIRCULATION DIAGRAM**

### 3. The Improvement of O'Donnell Park



**CURRENT**

### 3. The Improvement of O'Donnell Park



**FUTURE**

## 4. The reconfiguration of the Lake Interchange



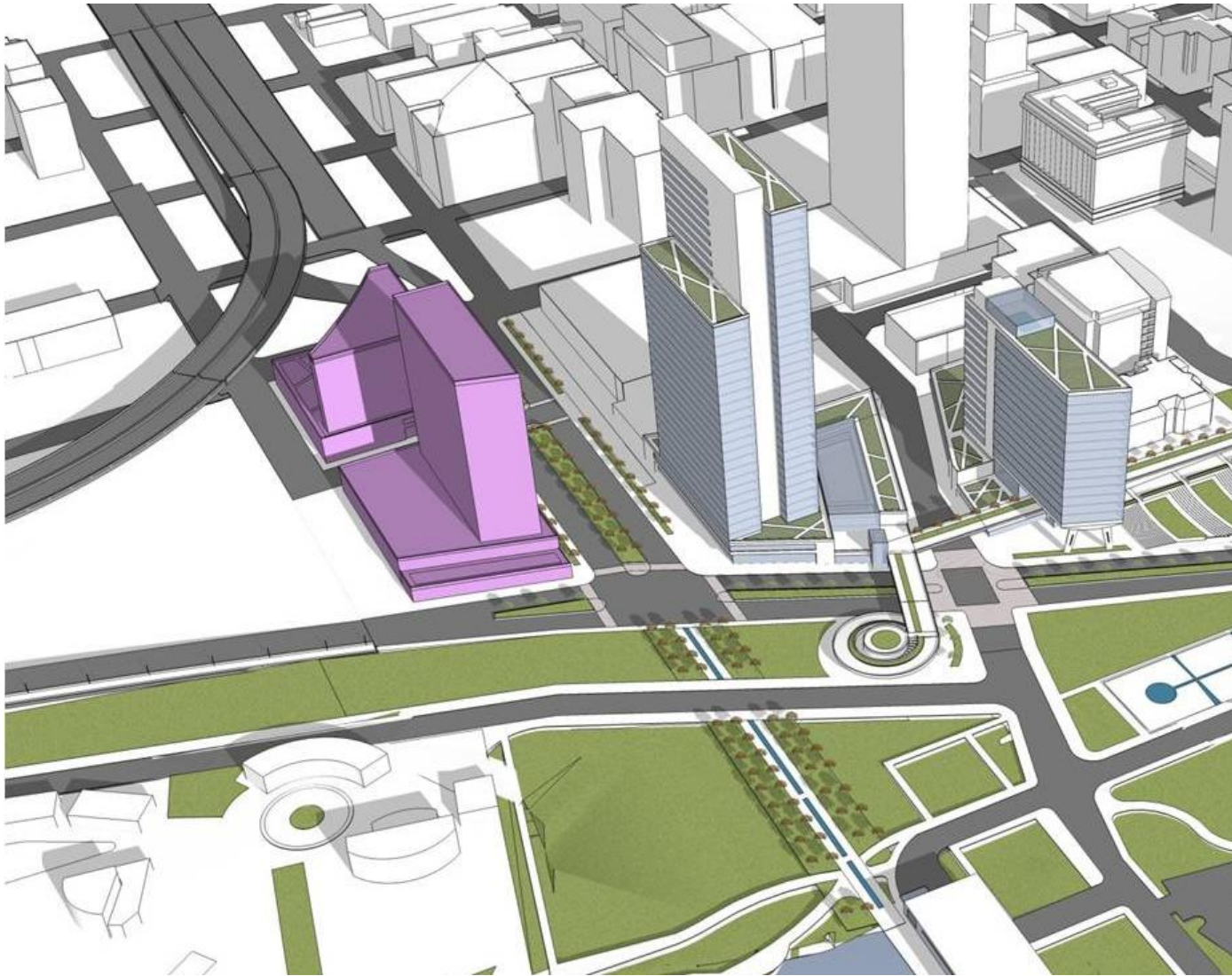
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#### 4. The reconfiguration of the Lake Interchange



**FUTURE**

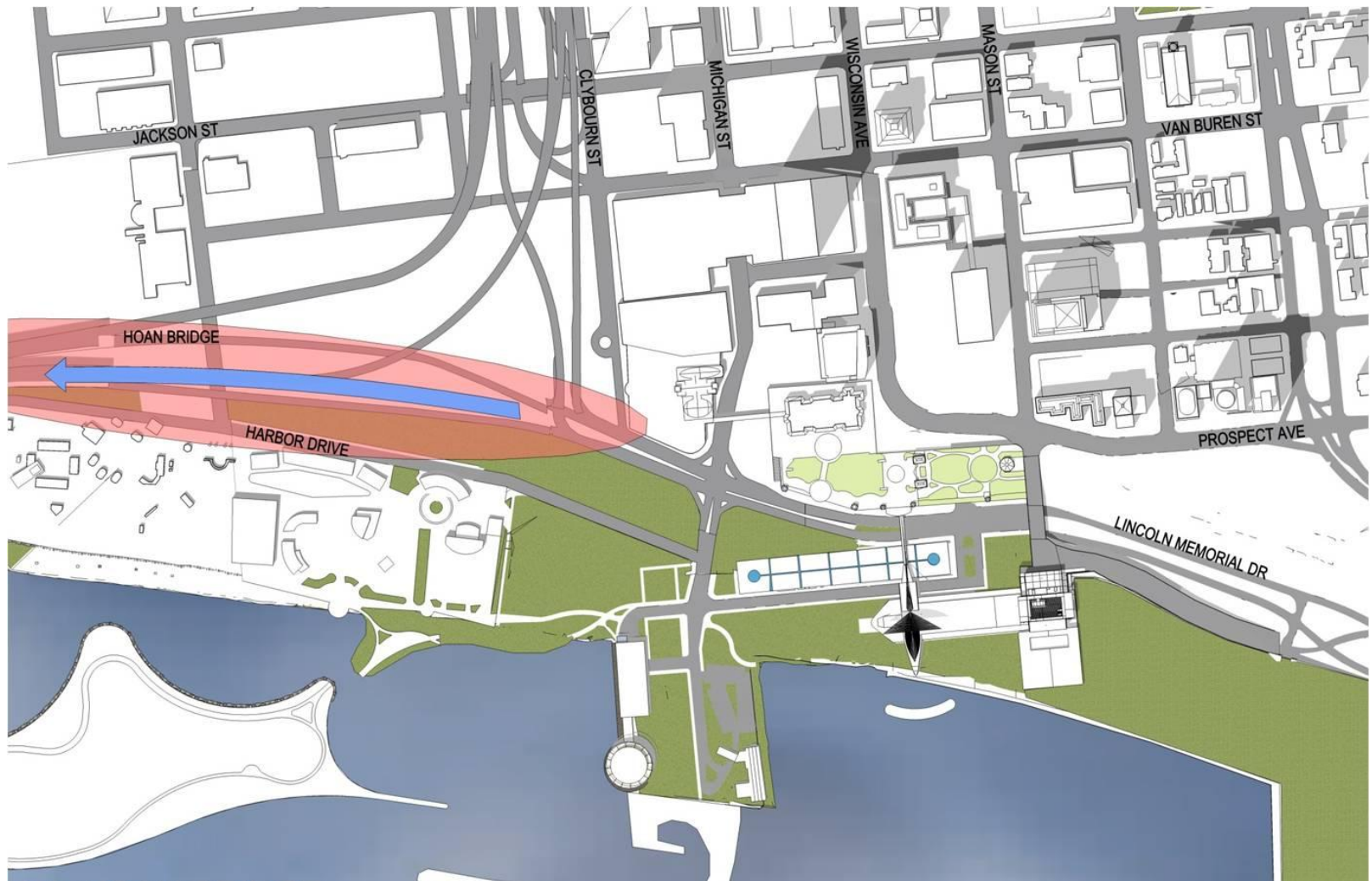
#### 4. The reconfiguration of the Lake Interchange



**FUTURE Development Site**

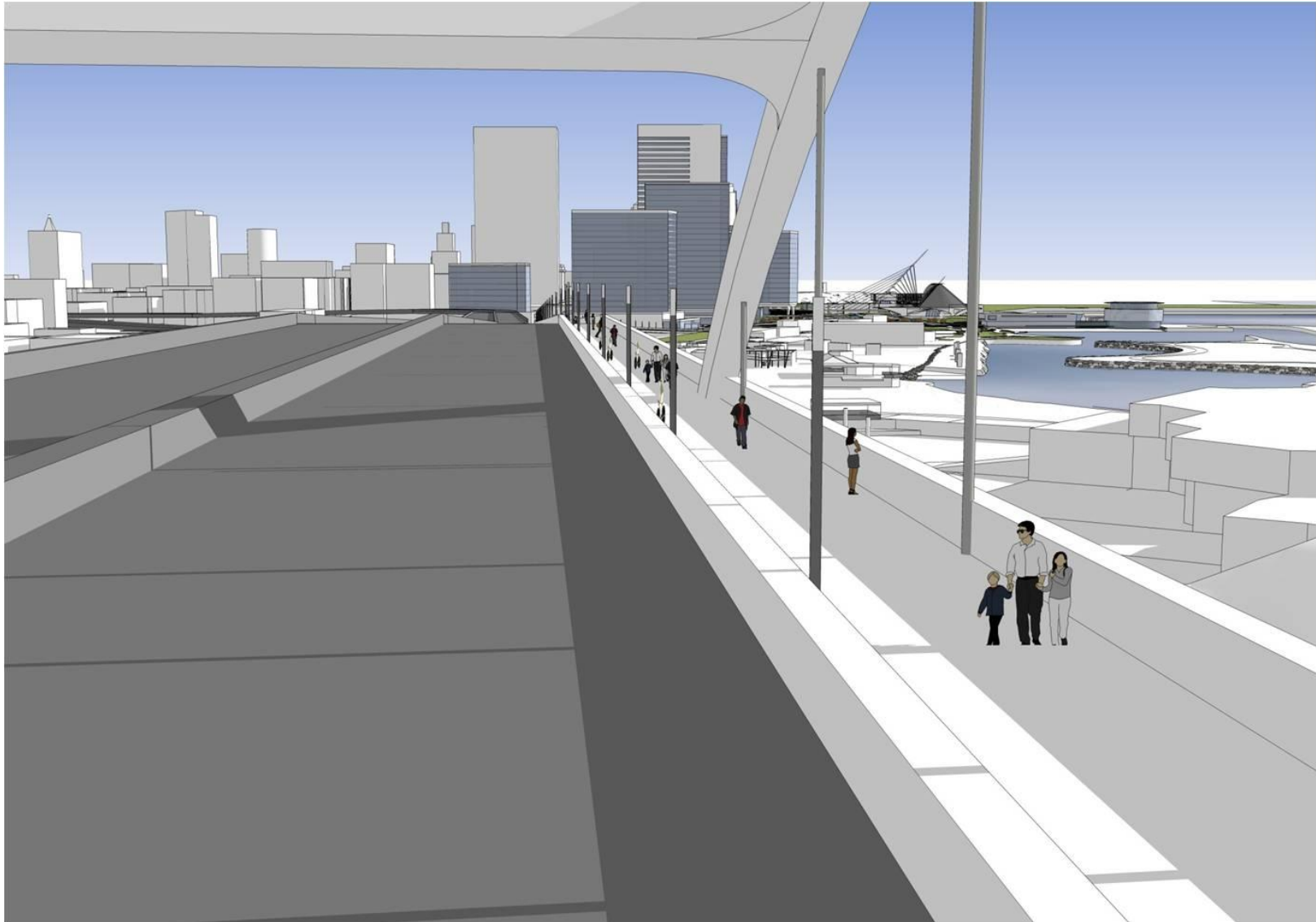


## 5. The installation of a bicycle/pedestrian lane to the Hoan Bridge



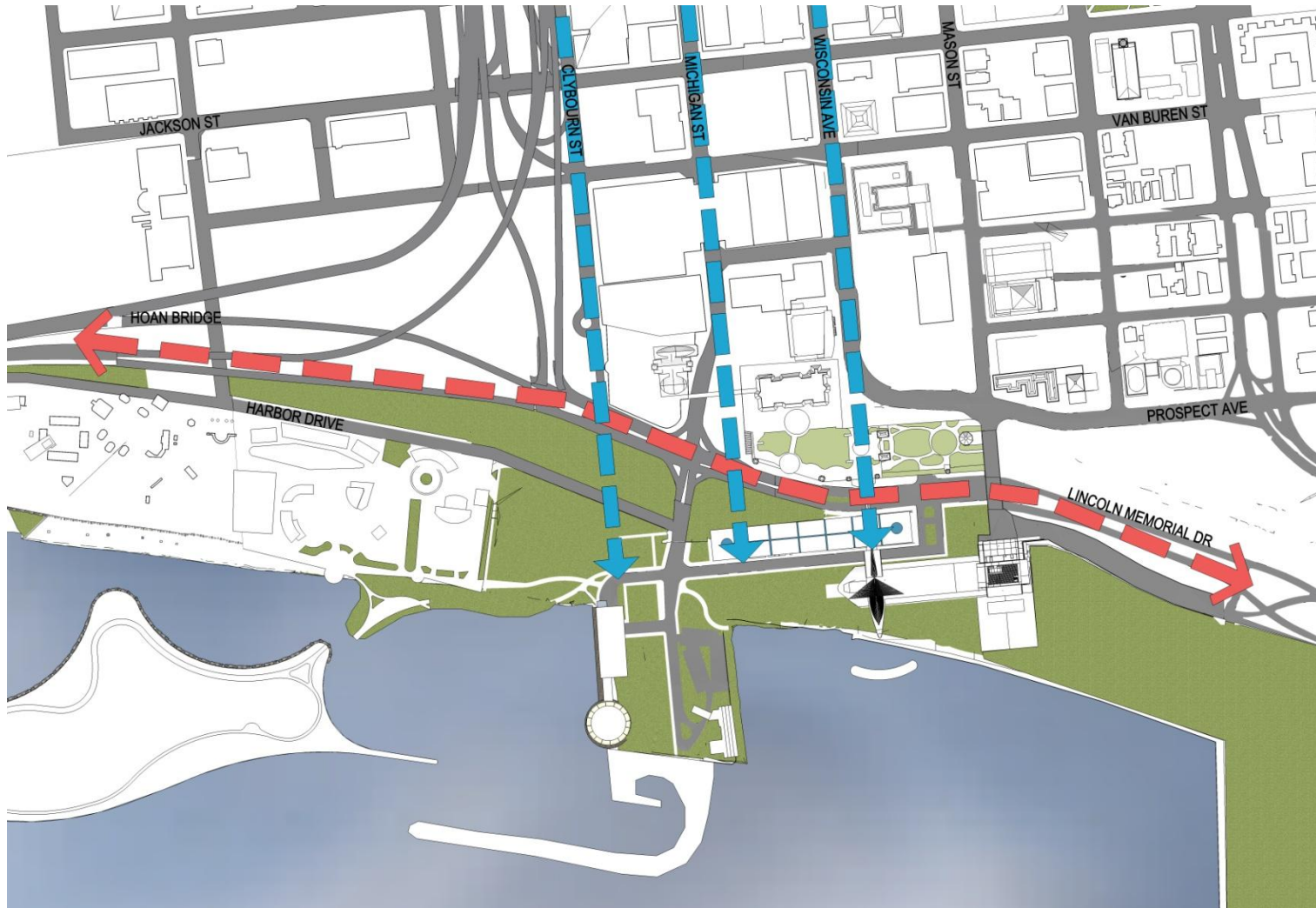
**CURRENT**

## 5. The installation of a bicycle/pedestrian lane to the Hoan Bridge



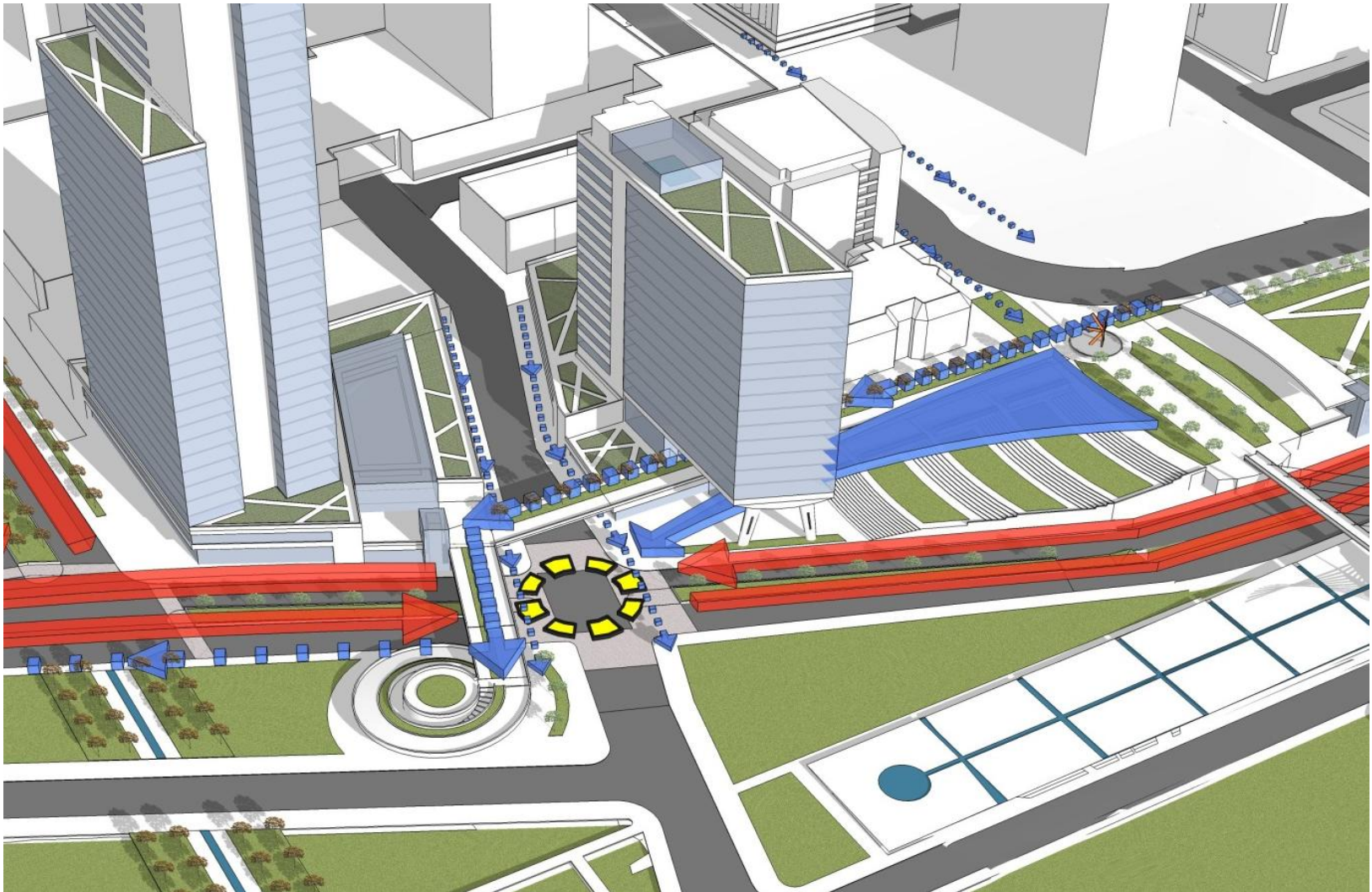
**FUTURE**

## 6. Increased accessibility and connectivity



Access is achieved through visual and physical connections

## 6. Increased accessibility and connectivity



**MILWAUKEE DOWNTOWN LAKEFRONT - CURRENT**



**MILWAUKEE DOWNTOWN LAKEFRONT - FUTURE**



**MILWAUKEE DOWNTOWN LAKEFRONT - CURRENT**



**MILWAUKEE DOWNTOWN LAKEFRONT - FUTURE**







**LONG RANGE LAKEFRONT COMMITTEE**

THE ENHANCEMENT OF MILWAUKEE'S MOST VALUABLE PROPERTY

# WE'RE TOGETHER ON THIS ONE



THE  
GOVERNOR

THE  
COUNTY  
EXECUTIVE

THE  
MAYOR

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