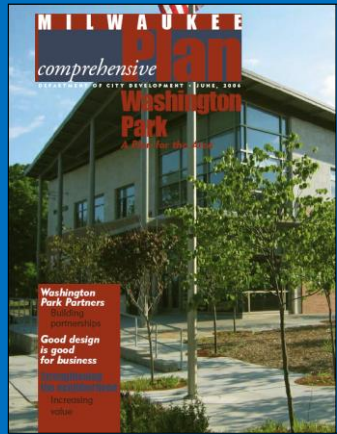
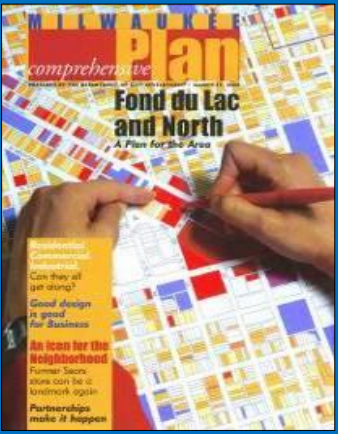
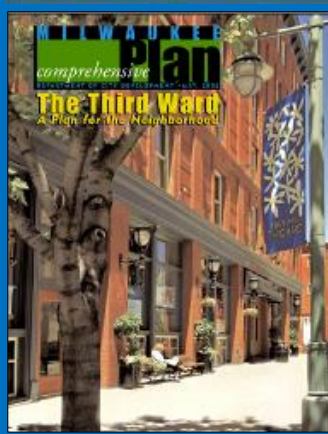
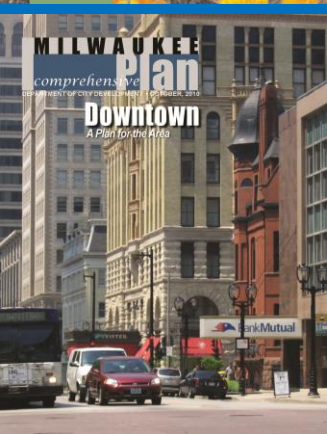
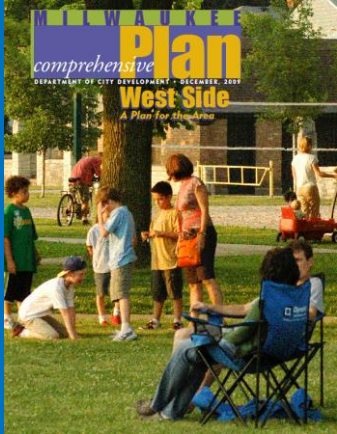
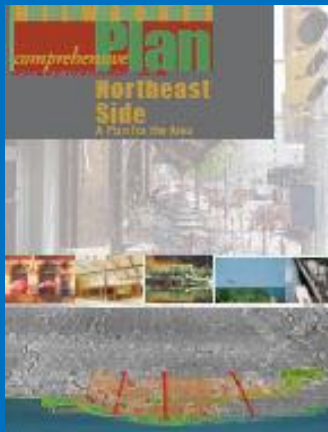


# DOWNTOWN LAKEFRONT GATEWAY PLAZA



# COMPREHENSIVE AREA PLANS



Market Study, Engineering, and Land Use Plan for the Menomonee Valley  
Final Report  
Prepared for the Department of City Development  
City of Milwaukee

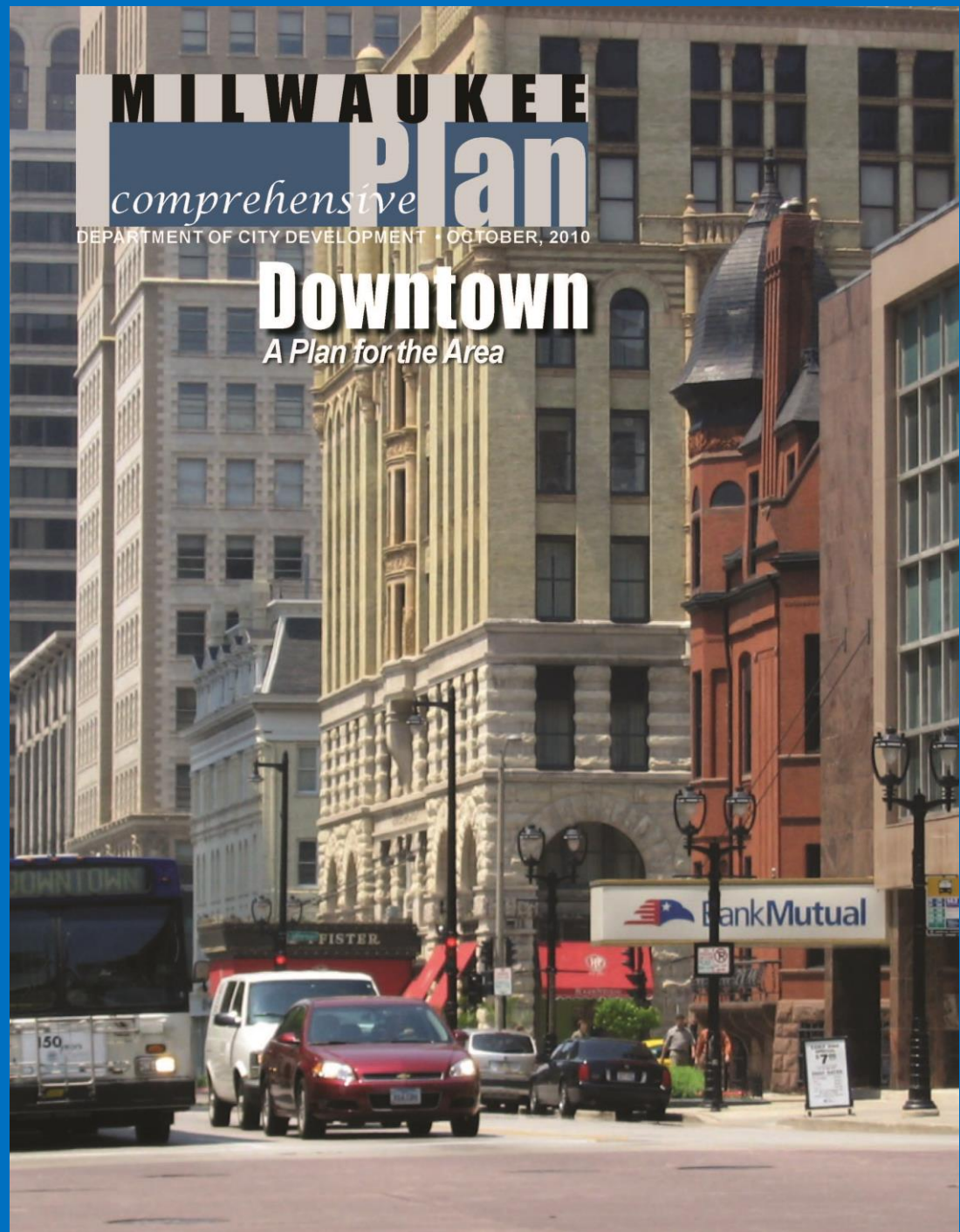


Co-Sponsors:  
Milwaukee Metropolitan Sewerage District  
Menomonee Valley Business Association

Lockwood Greene Consulting  
Fluer Daniel Consulting  
Tetra, Pettigrew, Allen & Payne, Inc.  
Edwards & Associates, Inc.

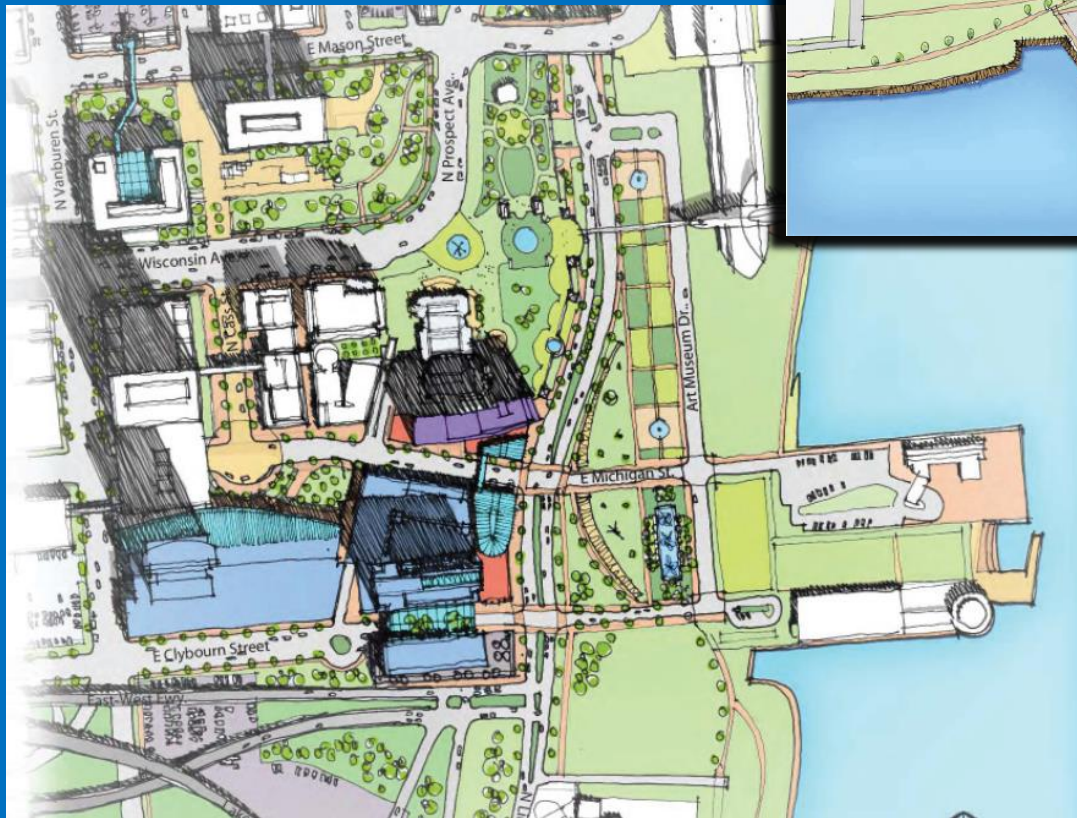
October 1998

# DOWNTOWN AREA PLAN

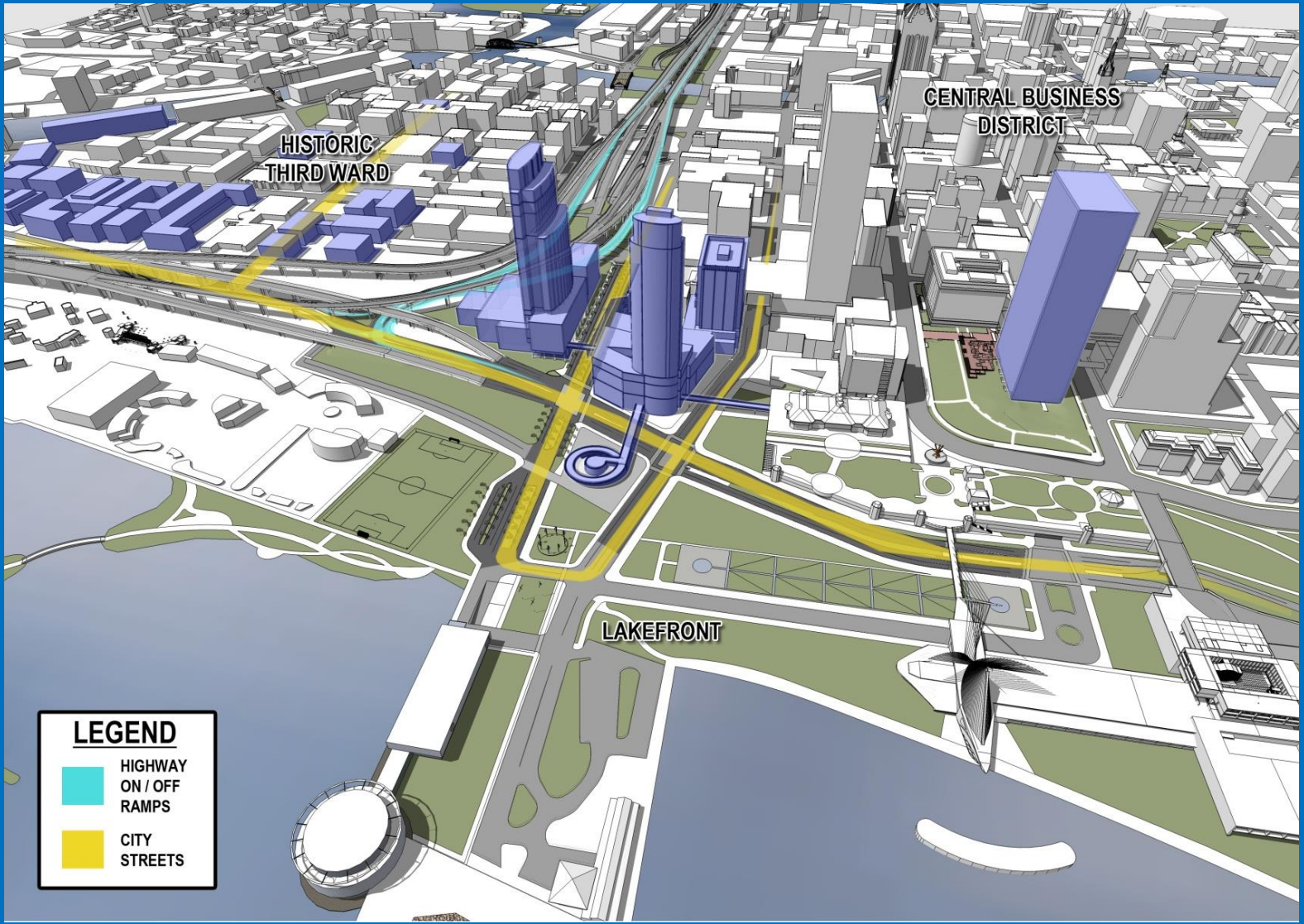


# DOWNTOWN PLAN

- District Goals
- Catalytic Projects



# PARTNERSHIPS



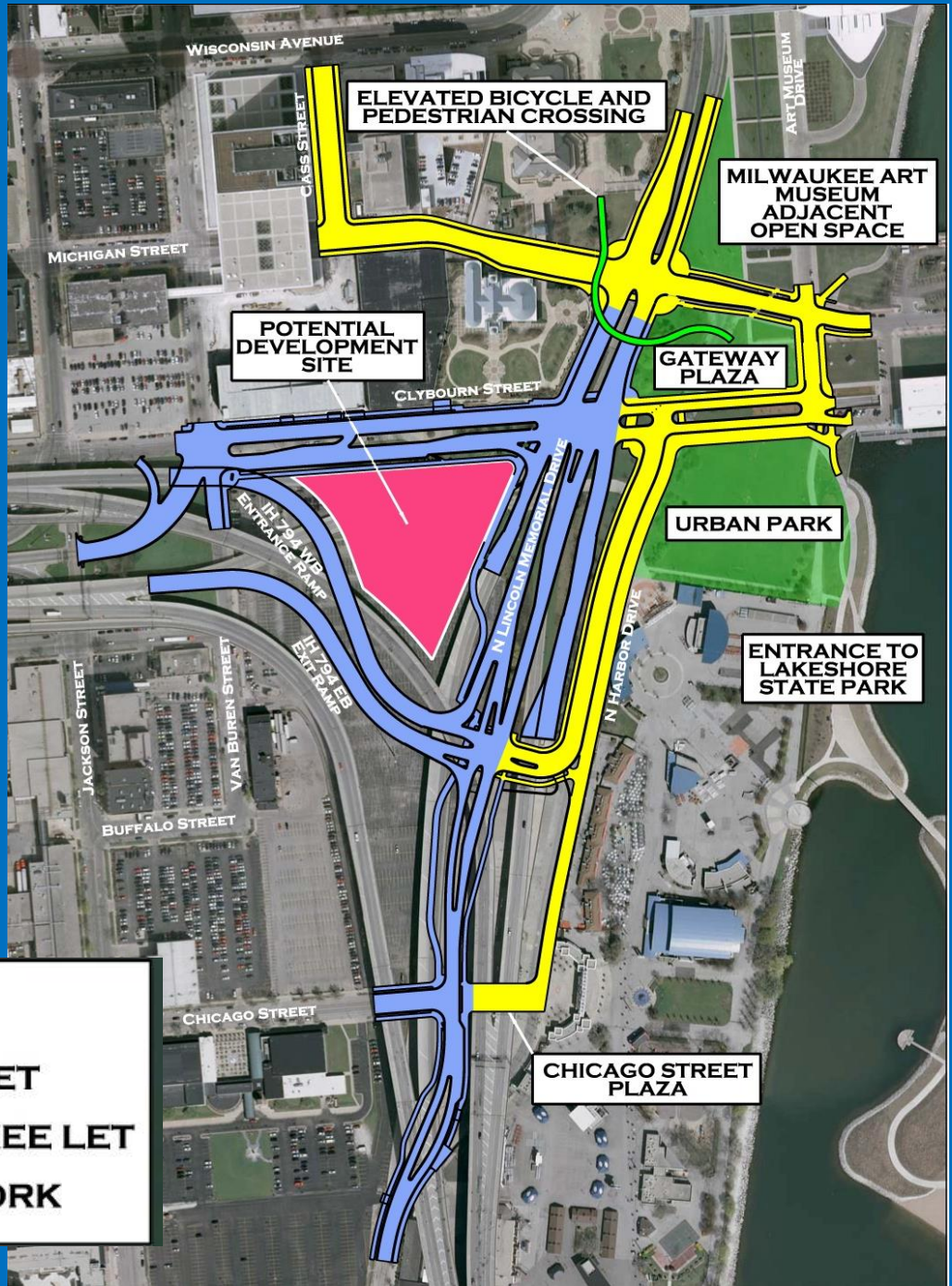
- City / State / County
- Surrounding Stakeholders

# LAKEFRONT GATEWAY PROJECT

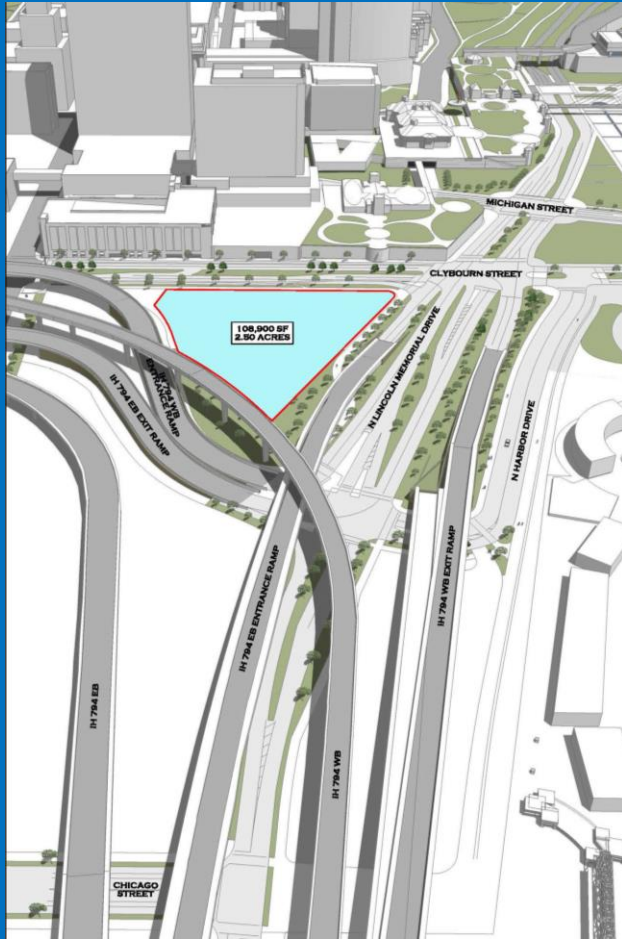
## Project Overview

### LEGEND

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



# CURRENT PROJECT PLAN



# LAKEFRONT GATEWAY PLAZA

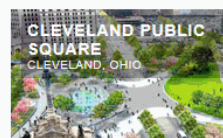
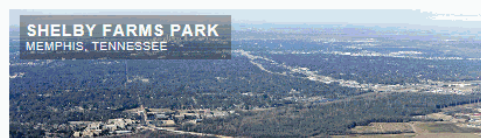
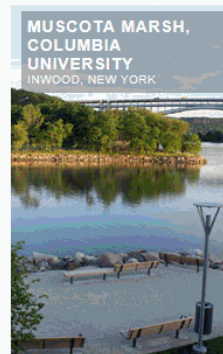
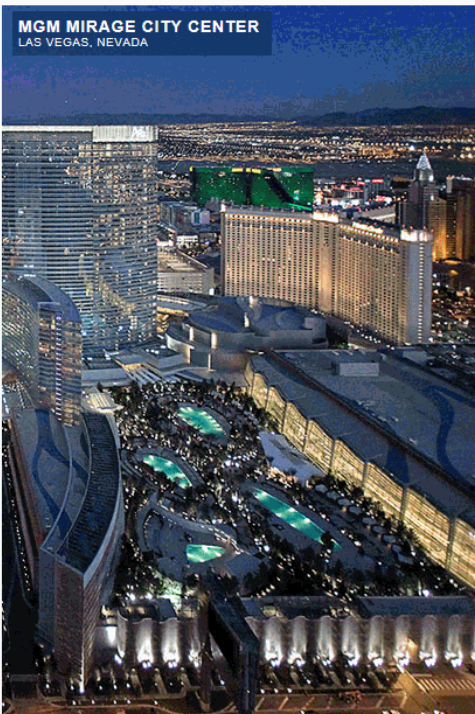




# James Corner Field Operations Lead Team

**JAMES  
CORNER  
FIELD  
OPERATIONS**

**PROJECTS**  
ABOUT US  
NEWS  
CONTACT



### URBAN DESIGN + PLANNING



## DESIGN + PLANNING

### Practice Areas

[Economics + Planning](#)[Environmental + Ecological Planning](#)[Landscape Architecture](#)[Masterplanning + Urban Design](#)[Strategy Plus](#)[Sustainability](#)

### Market Sectors

[Civic](#)[Corporate](#)[Education](#)[Healthcare](#)[Justice](#)[Leisure + Cultural](#)[Real Estate and Strategy](#)[Sports + Venues](#)[Transportation + Urban Design](#)[U.S. Federal](#)[Utilities](#)

Civic Space Park



## Landscape Architecture

AECOM's understanding of how people's lives shape and are shaped by their environments has provided unique insights into the design and planning of places at all scales. Whether working on a multi-acre corporate landscape, a small urban park, or a year-round resort, our landscape architects and urban designers consider the site's physical surroundings and the needs of the client as well as the financial mechanisms, long-term political effects, implementation, and maintenance of the project.

Our practice is not simply focused on buildings and sites but on systems: the physical framework of streets, squares, parks, plazas and gardens that contribute to sense of place. Effective design requires careful integration of the myriad features of a particular site, from issues of aesthetics and to those of ecology, circulation, infrastructure, visual impacts, and economic viability. AECOM's interdisciplinary approach brings together the best creative and strategic thinkers to facilitate the reciprocal relationships between specific sites and surrounding context.

Our work takes place in a variety of settings, from established downtowns to new communities to university campuses. What all of our projects have in common is the need for practicality, quality, and attractiveness. Underlying all that we do is the ideal of making places where we ourselves — and ultimately, many others — will want to be.

### Contact

Joy Woo  
Business Development  
T: +1 415 955 2800  
[joy.woo@aecom.com](mailto:joy.woo@aecom.com)

### Relevant Information

#### Relevant News

Renovations make McKale Center feel brand new

Homes and Community Agency reappoints AECOM as framework partner

#### Available Jobs



Our Firm

Our Work

Our People

### Our Work : Services Planning

Meaningful dialogue results in successful consensus-based planning processes.



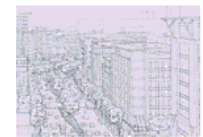
#### By Markets

#### By Services

- > Civil
- > Construction Management
- > Environmental
- > GIS
- > Industrial Architecture
- > Landscape Architecture
- > MEP / Commissioning
- > Operations Consulting
- > **Planning**
- > Structural
- > Survey
- > Transportation
- > Urban Design & Redevelopment

#### GRAEF Planners work on a variety of project types for a diverse group of clients.

Our specialty is preparing detailed, innovative plans, guidelines, and concepts that enhance development, preserve the environment, and add value to your community. GRAEF planners and designers recognize the importance of a good working relationship with public officials and local citizens. Through meaningful dialogue with public agencies, community leaders, and residents, we can facilitate successful consensus-based planning and implementation processes.



**Milwaukee Park East Master Plan**

GRAEF Planners prepared a Master Plan and Form-Based Development Code to guide new mixed-use developments in the Park East Neighborhood of Milwaukee.



**New Berlin City Center**

Planners assist in implementing the City Center Plan they completed.



**Greendale Comprehensive Plan**

The Village of Greendale Comprehensive Plan: 2010-2035 serves as the primary document guiding land use and redevelopment / development decisions.



**Waukesha Central City Master Plan**



**Cottage Grove Planning Services**



**Drexel Town Square**

#### Planning Contacts



Larry Witzling  
Principal  
larry.witzling@graef-usa.com  
414 / 266-9220



Stephanie Hacker  
Senior Planner  
stephanie.hacker@graef-usa.com  
414 / 266-9226

#### Related Documents

- 6 Under 36 Use Planning to Filter and Focus by Stephanie Allewalt Hacker » Shelterforce Third Place Essays » Stephanie Allewalt Hacker's Third Place Essay »

[CONTACT OUR EXPERTS >](#)

# TIMELINE

- September 2014 Issue Request for Qualifications
- November 2014 - RFQ Submission Deadline
- February 2015 – Selection/Notification of top 4 Teams
  
- End March/Early April 2015 - Issue Request for Proposals (invited)
- June 2015 - Proposals Due
- Summer 2015 - Public Viewing and Comment
- Fall 2015 - Judging and Selection