

**MILWAUKEE RIVER GREENWAY OPERATION AND MANAGEMENT AGREEMENT  
BETWEEN  
MILWAUKEE COUNTY DEPARTMENT OF PARKS, RECREATION AND CULTURE  
AND  
RIVER REVITALIZATION FOUNDATION**

This Milwaukee River Greenway Operation and Management Agreement (this "Agreement") is made as of this 1st day of November, 2014 (the "Effective Date") by and between the Milwaukee County Department of Parks, Recreation and Culture (the "County") and the River Revitalization Foundation ("RRF"). The County and RRF shall be jointly referred to herein as the "Parties."

**WHEREAS**, RRF, in cooperation with members of the Milwaukee River Greenway Coalition, is responsible for the implementation of the Milwaukee River Greenway Master Plan, which is attached hereto as Exhibit A (the "Master Plan"); and

**WHEREAS**, RRF has entered into a Partnership Agreement for Advisory Committee of and Membership in the Milwaukee River Greenway Coalition (the "Coalition Partnership Agreement"), which is attached hereto as Exhibit B;

**WHEREAS**, the Milwaukee County Board of Supervisors, by virtue of adopting Resolution 11-199 on March 17, 2011, supported the concepts of the Master Plan as developed by the Milwaukee River Greenway Coalition; and

**WHEREAS**, the County agrees to participate in membership of the Milwaukee River Greenway Coalition; and

**WHEREAS**, the County would like to cooperate with RRF in the operation and management of the Milwaukee River Greenway Coalition and the implementation of the Master Plan, as further set forth herein.

**NOW THEREFORE**, the Parties, for good and valuable consideration and the promises set forth herein, agree as follows:

1. Master Plan: Premises. This Agreement will foster cooperation and implementation of the Master Plan between the Parties. The County and RRF will endeavor to implement the Master Plan (as amended and approved by mutual agreement between the County and RRF from time to time) to the extent feasible in the premises set forth on Exhibit C hereto (the "Premises").

2. Master Plan: Implementation. RRF shall take the lead role in the implementation of the Master Plan. In order to implement the Master Plan, the County grants RRF the right, but not the obligation, to enter the Premises in order to perform wildlife management, habitat restoration, invasive management, and other land management activities that promote human, animal and plant health, water quality, and public access.

3. Maintenance. RRF will endeavor to organize with the County to the extent feasible regarding trail maintenance, invasive plant species removal, and other related maintenance activities throughout the Premises.

4. Partner Cooperation. RRF and the County, to the extent feasible, shall cooperate with each other and their contractual partners, such as the Urban Ecology Center in Riverside Park, in organizing their initiatives pursuant to this Agreement. The Parties shall formulate a mutually agreeable communication plan with respect to their activities in the Premises.

5. Term. This Agreement shall commence on the Effective Date and terminate on the anniversary date thereof five (5) years thereafter (the "Term").

6. Improvements; Grants.

6.1 Prerequisites: RRF's plans for trail and access improvements, habitat restoration, and other proposed plans related to the improvement and alteration of the Premises hereunder (the "Projects") are contingent upon RRF obtaining an amount of not less than one hundred percent (100%) of the estimated cost of the Projects. All costs associated with any Project, including disconnection and/or hookup of utilities in conjunction with such Project, shall be the responsibility of RRF.

6.2 County Approval: Prior to the start of any Project, including any subsequent alterations or renovations, RRF shall submit detailed construction plans and specifications to the County and to the Architecture and Engineering Section of the Milwaukee County Department of Administrative Services, together with the name of RRF's proposed contractor(s), for review and approval. Submittals shall include, but not be limited to, site plans and shop drawings containing product information and materials and products and shall be approved by County. The County shall cooperate to the extent feasible in the development of required plans and documentation. Conditions for approval shall include, but not be limited to, the provision that RRF shall obtain and comply with, prior to commencing any Project, all necessary permits and licenses from the appropriate governmental authorities.

6.3 Construction Standards: All Projects shall be completed in a first-class manner and consistent with the standards established for other work in Milwaukee County Parks. All Projects shall be completed in compliance with all statutes, laws, ordinances, rules, and regulations of any governmental authority having jurisdiction over the Premises. RRF shall also indemnify and hold County harmless from and against all statutory liens or claims of liens of any contractor, subcontractor, laborer or any other party which may arise in connection with any Project undertaken by or on behalf of RRF. Any Project undertaken by RRF (including generic signage affixed to the Premises) shall become the property of County upon completion. In no event shall RRF implement a Project without the prior written consent of County, except in the event of an emergency, when such consent shall not be required, provided that notice shall be given as soon as reasonably possible thereafter.

6.4 Grants: At least thirty (30) days prior to applying for any grant related to the Premises, RRF shall provide for the County's review and approval a copy of the grant application and any accompanying documentation, including agreements related to the grant, regarding the

grant. RRF shall not apply for any grant regarding the Premises that has not been approved by the Director or his designee.

7. Annual Report. On each anniversary of the Effective Date, RRF shall submit a written report to the County including, but not limited to, an annual financial statement, prepared in accordance with generally accepted accounting principles and in accordance with RRF's accounting policies; any updates to the Milwaukee River Greenway Coalition membership roster; and a summary of performance measures, programs and projects conducted by RRF and related to the Premises.

8. Compliance with Laws. RRF shall, at RRF's expense, promptly comply with all laws, rules, and regulations made by any governmental authority having jurisdiction over RRF's use of the Premises.

9. Naming Rights. RRF shall not allow or issue naming rights to any portion of the Premises without the prior written consent of the Milwaukee County Board of Supervisors. If approval is granted, no agreements entered into by RRF with any third party relating to the naming rights specified herein shall extend beyond the Term of this Agreement.

10. Signage; Parks Logo.

10.1 Signage: All proposed banners and signage on the Premises or its environs must be approved in writing by the Parks Director.

10.2 Parks Logo: As is reasonable and appropriate, RRF shall endeavor to acknowledge the Parks Department and include the Parks logo in promotional materials, print or digital, controlled by RRF and distributed to the general public regarding RRF's activities and programming in the Premises.

10.3 Signage Maintenance: RRF shall maintain any and all signage installed by RRF during the Term of the Agreement.

11. Public Access and Use of the Premises. The Parties recognize that the Milwaukee County Parks are public parks and that public use of the Premises is mutually desirable. The Premises shall remain open and available to the public on a daily basis.

12. Fundraising. RRF hereby agrees to use its reasonable efforts to fundraise for Projects within the Premises in collaboration with Coalition members when feasible and in accordance with the Master Plan. RRF shall use reasonable efforts to raise such funds by, among other things, seeking lead donors for the improvements from corporations, private foundations and individuals. The County agrees that it will reasonably cooperate with RRF in its private fundraising efforts by, among other things, assisting and/or joining in RRF's grant requests and other fundraising efforts and making such grant and appropriation requests as the parties mutually deem appropriate. The County agrees that any funds it raises for such improvements shall be segregated from the County's general accounts and shall be used solely for such improvements. The parties shall perform an annual review of their progress toward fundraising goals.

13. Right to Enforce Rules. The County shall have the right to establish such rules and regulations regarding use of the Premises as it may deem appropriate from time to time and such rules and regulations shall apply to the Premises upon implementation of said rules and regulations.

14. Release of Liability; Indemnification. To the fullest extent permitted by law, each party shall be liable for its own acts of negligence and agrees to hold the other harmless for any losses, damages, costs or expenses, including, but not limited to, reasonable attorneys' fees and litigation expenses, paid or sustained by reason of legal liabilities of the other. Each party (the "Indemnifying Party") also agrees to indemnify and hold the other party (the "Non-Indemnifying Party"), its agents, elected officials, and employees harmless from and against all actions, claims, demands, damages, losses, liabilities, costs, and expenses (collectively, "Actions"), including, but not limited to, reasonable attorneys' fees and litigation expenses, based on any Actions of the Indemnifying Party negligently causing any injury, damage or loss to any third party. The Non-Indemnifying Party shall promptly give notice to the Indemnifying Party of any claim filed against the Non-Indemnifying Party by such third party.

15. Environmental Indemnification. RRF shall, to the fullest extent provided for under any environmental laws, rules and regulations, be responsible for any required repair, cleanup, remediation or detoxification arising out of: (a) any Hazardous Materials brought onto or introduced into the Premises or surrounding areas by RRF or its agents and/or (b) Hazardous Materials whose presence pre-exists the commencement of RRF's construction activities, located in the Premises, that are discovered or disturbed as a result of RRF's construction activities on, at or near the Premises. RRF hereby agrees to indemnify, defend and hold County harmless from and against any and all liabilities, costs, expenses (including costs and attorneys' fees), damages (including but not limited to clean-up, remediation or detoxification of) or any other losses caused by its introduction of any such Hazardous Materials into or onto the Premises. "Hazardous Materials" as the term is used herein shall mean any substance: (a) the presence of which requires investigation or remediation under any Federal, State or local statute, regulation, ordinance, order, action or policy; or (b) which is or becomes defined as a "hazardous waste" or "hazardous substance" under any Federal, State or local statute, regulation, ordinance, or amendments thereto. Notwithstanding the foregoing, RRF shall not be liable for, and shall have no obligations for (including but not limited to the indemnification, repair, clean-up, remediation, or detoxification of) any Hazardous Materials brought or discharged onsite by the County or any third parties, other than RRF's contractors, subcontractors, or agents (including parties to the Coalition Partnership Agreement).

16. Default; Termination. A default will occur under this Agreement if a party fails to comply with any provision in this Agreement, and such failure continues for sixty (60) days after a written notice from the other party setting forth in reasonable detail the nature of such default. The non-defaulting party may terminate this Agreement by sixty (60) days' prior written notice of termination of this Agreement to the defaulting party or by any other lawful means, in which case this Agreement and the Term shall terminate. Such termination shall be without prejudice to the recovery of damages against the defaulting party or parties for breach of this Agreement. Waiver by either party of any default shall not constitute a waiver of any other default.

17. Insurance. County assumes no responsibility for any loss or damage to RRF’s personal property while in use at or on the Premises. RRF shall maintain comprehensive liability, workers compensation and automobile liability insurance as required below. RRF shall provide the County with evidence of said coverages in the following minimum amounts.

<u>Type of Coverage</u>	<u>Minimum Limits</u>
Commercial General Liability Bodily Injury and Property Damage (incl. Personal Injury, Fire Legal, Contractual & Products/Completed Operations)	\$1,000,000 Per Occurrence \$1,000,000 General aggregate
Automobile Liability Bodily Injury & Property Damage All Autos-Owned, non-owned and/or hired Uninsured Motorists	\$1,000,000 Per Accident Per Wisconsin Requirements
Wisconsin Workers’ Compensation or Proof of All States Coverage	Statutory, if applicable
Employers’ Liability \$100,000/\$500,000/\$100,000,	if applicable

Milwaukee County will be named as an additional insured for General Liability and Automobile Liability. A waiver of subrogation for Workers Compensation by endorsement in favor of Milwaukee County shall be provided. Disclosure must be made of any non-standard or restrictive additional insured endorsement, and any use of non-standard or restrictive additional insured endorsement will not be acceptable. A certificate indicating the above coverages shall be submitted for review and approval by the County for the duration of this Agreement. Coverages shall be placed with an insurance company approved by the State of Wisconsin and rated “A” per Best’s Key Rating Guide.

Additional information as to policy form, retroactive date, discovery provisions and applicable retentions shall be submitted to County, if requested, to obtain approval of insurance requirements. Any deviations, including use of purchasing groups, risk retention groups, etc., or requests for waiver from the above requirements shall be submitted in writing to the County for approval prior to the commencement of activities under this Agreement.

The insurance requirements contained within this Agreement are subject to periodic review and adjustment by the County Risk Manager.

18. Amendment. County may amend Exhibit C to the Agreement accordingly in the event that County, upon six (6) months’ prior written notice to RRF, elects to close or repurpose any part of the Premises during the Term.

19. Assignment. Neither party shall assign this Agreement, or any part thereof, at any time during the Term.

20. Notices. All notices with respect to this Agreement shall be in writing. Except as otherwise expressly provided in this Agreement, a notice shall be deemed duly given and received upon delivery, if delivered by hand or after posting via US Mail, to the party addressed as follows:

To RRF:  
River Revitalization Foundation  
Attn: Executive Director  
2134 N. Riverboat Rd.  
Milwaukee, WI 53212

To the County:  
Milwaukee County Parks Dept.  
Attn: Parks Director  
9480 Watertown Plank Road  
Wauwatosa, WI 53226

Either party may designate a new address for purposes of this Agreement by written notice to the other party.

***Signature page follows***

**IN WITNESS WHEREOF, the parties hereto have set their hands as follows:**

**River Revitalization Foundation**

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Kimberly A. Gleffe, Executive Director

**Milwaukee County Dept. of Parks, Recreation and Culture**

By: \_\_\_\_\_ Date: 10/10/14  
John Dargle, Jr., Director

*Acknowledged:*

By: \_\_\_\_\_ Date: 10/2/2014  
Rick Norris  
Community Business Development Partners

*Approved as to form and independent status:*

*Reviewed by:*

By: \_\_\_\_\_ Date: 10/9/14  
Mark A. Grady  
County Corporation Counsel

By: \_\_\_\_\_ Date: 10/6/14  
County Risk Management

*Approved:*

*Approved:*

By: \_\_\_\_\_ Date: \_\_\_\_\_  
County Executive Chris Abele

By: \_\_\_\_\_ Date: 10/10/2014  
Comptroller Scott B. Manske

*Approved as compliant under Sec. 59.42(2)(b)5, Stats.:*

By: \_\_\_\_\_ Date: \_\_\_\_\_  
County Corporation Counsel

**EXHIBIT A  
MASTER PLAN**

*Attached.*



**EXHIBIT B**  
**Greenway Coalition Agreement**

*Attached.*

**EXHIBIT C  
PREMISES**

*Attached.*



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
**10/02/2014**

**THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.**

**IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).**

<b>PRODUCER</b> McClone - Milwaukee 12660 W. Capitol Dr., Ste. 200 Brookfield, WI 53005 Charles J. Helling	<b>Phone: 262-754-9300</b>  <b>Fax: 262-754-9302</b>	<b>CONTACT NAME:</b> PHONE (A/C, No, Ext): FAX (A/C, No): E-MAIL ADDRESS: PRODUCER CUSTOMER ID #: <b>RIVER-6</b>
<b>INSURED</b> River Revitalization Fdtn. Inc Kimberly Gleffe, Executive Dir 1845 North Farwell Avenue 100 Milwaukee, WI 53202	<b>INSURER(S) AFFORDING COVERAGE</b>	
	<b>INSURER A : Secura Insurance</b>	<b>NAIC #</b> <b>22543</b>
	<b>INSURER B : Acuity Insurance</b>	<b>14184</b>
	<b>INSURER C :</b>	
	<b>INSURER D :</b>	
	<b>INSURER E :</b>	
	<b>INSURER F :</b>	

**COVERAGES**

**CERTIFICATE NUMBER:**

**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
<b>A</b>	<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	<b>X</b>		<b>CP003198769-3</b>	<b>11/02/2013</b>	<b>11/02/2014</b>	EACH OCCURRENCE \$ <b>1,000,000</b> DAMAGE TO RENTED PREMISES (Ea occurrence) \$ <b>100,000</b> MED EXP (Any one person) \$ <b>Excluded</b> PERSONAL & ADV INJURY \$ <b>1,000,000</b> GENERAL AGGREGATE \$ <b>2,000,000</b> PRODUCTS - COMP/OP AGG \$ <b>2,000,000</b> \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	<b>X</b>		<b>CP003198769-3</b> <b>CP003198769-3</b>	<b>11/02/2013</b> <b>11/02/2013</b>	<b>11/02/2014</b> <b>11/02/2014</b>	COMBINED SINGLE LIMIT (Ea accident) \$ <b>1,000,000</b> BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE  DEDUCTIBLE RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$ \$
<b>B</b>	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below	<b>N/A</b>	<b>X</b>	<b>X55967</b>	<b>11/02/2013</b>	<b>11/02/2014</b>	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ <b>100,000</b> E.L. DISEASE - EA EMPLOYEE \$ <b>100,000</b> E.L. DISEASE - POLICY LIMIT \$ <b>500,000</b>
							<b>Contents</b> <b>20,000</b>

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)  
 Below is listed as an Additional Insured with regards to General Liability and Automobile Liability with a Waiver of Subrogation for Workers Compensation.

**CERTIFICATE HOLDER**

**CANCELLATION**

<p style="text-align: center;"><b>MILWAUKEE COUNTY DEPT. OF PARKS RECREATION AND CULTURE</b>                  9480 WATERTOWN PLANK RD                  WAUWATOSA, WI 53226</p>	<p>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <hr/> <p>AUTHORIZED REPRESENTATIVE  <b>Charles J. Helling</b></p>
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**CONTRACT FORM** 1684 R5 (Refer to ADMINISTRATIVE MANUAL Section 1.13, for procedures)

Mail to: Preliminary: Office of the Comptroller, Contract Signatures, Room 301 Courthouse Final: Office of the Comptroller, Accounts Payable, Room 301 Courthouse Community Business Development Partners, 8th Floor City Campus	<b>CONTRACT TYPE</b>	
	Professional Service - Operating	
	Professional Service - Capital	
	Purchase of Service	
	Preliminary	Final

DEPARTMENT NAME	AGENCY NO.	DEPARTMENT (HIGH) ORG
Parks, Recreation and Culture	900	9000

**VENDOR INFORMATION**

VENDOR NO.	ORDER TYPE	NEW or	AMEND	CONTRACT NO.
		X		: : :

NAME OF VENDOR	ADDRESS
River Revitalization Foundation	2134 N. Riverboat Rd. Milwaukee, WI 53212

TAX I.D. NO.	EFFECTIVE DATES: begin date                      end date	LENGTH OF CONTRACT (IN MONTHS)	AMENDMENT ONLY: DOLLAR CHANGE	TOTAL CONTRACT AMOUNT
	11/01/14                      10/31/19	60		\$ -

**ACCOUNTING INFORMATION**

Year to be Expended	Line No	Fund	Agency	Org Unit	Activity	Function	Object	Job Number	Report Cat	Units	Amount to be Expended/ Amendment

**PURPOSE OF CONTRACT**

\$0 MOU setting forth parties' mutual cooperation in maintaining the Milwaukee River Greenway.

Was County Board approval received prior to contract execution or contract amendment or extension?

If YES, give County Board File No. \_\_\_\_\_ Date Approved \_\_\_\_\_

If NO, why is County Board approval not required? Per new policy, signed prior to CB approval.

Was Contract **fully** executed prior to work being performed (all signatures received)?  YES  NO

Is Vendor a certified professional service DBE?  YES  NO

Prepared By 	Date <div style="border: 1px solid black; padding: 2px; text-align: center;">10/2/14</div>	Contract Services Manager Title
Signature of County Administrator 	Date <div style="border: 1px solid black; padding: 2px; text-align: center;">10/2/14</div>	Finance Manager Title

**Partnership Agreement  
for Advisory Committee of and Membership in the  
Milwaukee River Greenway Coalition**

This Agreement is entered into by the partners in the Milwaukee River Greenway Coalition (“MRGC”), an advisory group to RRF for implementation of the Greenway Master Plan.

**Recitals**

WHEREAS, the coalition has identified the Milwaukee River Greenway (“MRG”) as the Milwaukee River and adjacent land as defined and described in the Master Plan, as hereinafter defined, from the North Avenue Dam to the Milwaukee City limits;

WHEREAS, the master plan for the MRG provides recommendations for natural resource preservation, revitalization, management, and improved public access and recreation (“Master Plan”);

WHEREAS, the residents of the area around the MRG and visitors to the MRG stand to gain great benefit from a well-governed MRG and a full implementation of the Master Plan for the MRG;

WHEREAS, the partners desire to work cooperatively with each other, other agencies, and individuals in order to implement the Master Plan;

WHEREAS, the partners have common goals for the MRG and can achieve greater benefits by working together to implement the Master Plan; and

WHEREAS, RRF has a memorandum of understanding with Milwaukee County Parks for partnership in implementing the Master Plan.

NOW, THEREFORE, the partners hereby agree to work cooperatively and in good faith together as follows:

**Purpose**

The purpose of this MOU is to foster cooperation and implementation of the Master Plan. The MOU establishes roles and responsibilities for the Parties regarding implementation of the Master Plan, coordination of management among the partners, fundraising, education and support of enforcement of the overlay district ordinances and regulations governing the MRG.

**Participation**

**Membership**

The non-profit environmental and educational organizations that are Party to this MOU include, but are not limited to:

The River Revitalization Foundation  
The Urban Ecology Center  
The Milwaukee Riverkeeper  
The Friends of Estabrook Park  
The Cambridge Woods Neighborhood Association  
Milwaukee Friends Meeting - Koenen Land Preserve

### **Member Descriptions and Relation to MRG and the Master Plan**

Each partner in the agreement described below, including its interest and responsibility in the MRG. Each partner hereby understands and agrees it is responsible for its respective actions as outlined below.

#### The Urban Ecology Center (“UEC”)

The UEC educates and inspires people to understand and value nature as motivation for positive change, neighborhood by neighborhood. UEC’s environmental community centers:

- Provide outdoor science education for urban youth;
- Protect and use public natural areas, making them safe, accessible and vibrant;
- Preserve and enhance these natural areas and their surrounding waters;
- Promote community by offering resources that support learning volunteerism, stewardship, recreation, and camaraderie; and
- Practice and model environmentally responsible behaviors.

In cooperation with this MOU, the UEC will assist in implementing the Master Plan by:

- Building and managing the Rotary Centennial Arboretum in conjunction with its current management of Riverside Park;
- Facilitating community meetings and educational sessions related to the MRG;
- Sharing information related to the MRG to the broader community as possible within its existing infrastructure;
- Promoting the MRG whenever appropriate and possible to the media and to community groups;
- Conducting ecological research within the MRG through its citizen science program;
- Organizing and assisting with river and corridor clean-ups and other service projects; and
- Assisting other groups within the corridor in their efforts to raise money for and promote the goals articulated within the Master Plan.

The River Revitalization Foundation (“RRF”)

RRF is Milwaukee’s urban rivers land trust.

In cooperation with this MOU, the RRF will assist in implementing the Master Plan by:

- Providing financial responsibility and management of all grants and contracts associated with Greenway projects;
- Employing the Greenway Director staff person; assist with fundraising efforts.
- Advising on, negotiating for, and holding land and easements that meet its joint mission;
- Working with volunteers to improve access to river lands and maintaining established trails. This work includes removing invasive species and planting native species according to the Master Plan; and
- Maintain a healthy relationship with Milwaukee County Parks and enter into an MOU in partnership with Parks to implement the Greenway Master Plan.

The Milwaukee Riverkeeper (“MRK”)

MRK is a non-profit organization dedicated to protecting water quality and wildlife habitat in the Milwaukee River, Menomonee River, and Kinnickinnic River watersheds. As the licensed Riverkeeper® for the Milwaukee River Basin, it identifies issues affecting the rivers, responds to citizen concerns, and works with its partners to find solutions to problems affecting the rivers.

In cooperation with this MOU, the MRK will assist in implementing the Master Plan by:

- Advocating for protection of water quality and wildlife habitat within the MRG that meets its joint mission;
- Working with volunteers to implement river clean-ups, aquatic restoration projects, and water quality monitoring activities;
- Improving river access to the Milwaukee Urban Water Trail through fundraising and on-the-ground activities; and
- Participating on MRGC committees and governance activities as staff resources and funds allow.

Friends of Estabrook Park (“FOE”)

FOE is a member of the Friends of Milwaukee County Parks under the fiscal sponsorship of the Park People. It leads the effort to energize stewardship of Estabrook Park. It’s mission is to protect the environment and enhance the quality of Estabrook Park.

In cooperation with this MOU, the FOE will assist in implementing the Master Plan by:

- Leading “Weed Outs” for the eradication of invasive vegetation;
- Advocating for enhanced recreational opportunities within the park;
- Partnering with MRK on river cleanups;
- Leading bird and nature hikes for the community;
- Partnering on grants for park improvements;
- Advocating for improved facilities and safety within the park; and
- Participating in MRGC committees and activities to promote the Master Plan.

#### The Cambridge Woods Neighborhood Association (“CWNA”)

CWNA is organized and operated exclusively for educational and charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code to achieve, maintain and celebrate the aesthetic quality of its neighborhood, including public green spaces. Its boundaries are Providence Avenue to the north, Locust Avenue to the south, Oakland Avenue to the east and Milwaukee River to the west.

The public green space between Cambridge Avenue and the Milwaukee River is home to rare and native woodland plant communities. Cambridge Woods is in walking distance of the University of Wisconsin-Milwaukee and Riverside University High School. CWNA has and will continue to reach out to residents and students to maintain and improve these plant communities through removal of non-native plants and replacement with native plants. Neighbors, students, and any willing partner will work together as stewards in Cambridge Woods. CWNA is a member of the environmental organization “Wild Ones” which provides advice and donates native woodland plants to the association for replanting the natural area.

In cooperation with this MOU, the CWNA will assist in implementing the Master Plan by:

- Continuing to engage and highlight stewardship work in the Cambridge Woods at public meetings and through neighborhood communications; and
- Actively participating in the meetings of the MRGC.

#### Milwaukee Friends Meeting - Koenen Land Preserve

The Koenen Land Preserve is a museum of indigenous plants. Maintained by Milwaukee Friends Meeting (Quakers), the land is home to trees found in climax hardwood forest - beech, burr oak, red oak and one of the largest white oaks in the entire county. Friends view their land as a place for reflection and spiritual renewal. Walking paths are maintained for visitors to explore the 3 acres. The land is also an important place for students developing their peacemaking skills and appreciation for nature.

Milwaukee Friends Meeting will:

- Continue as the primary stewards of the Koenen Land Preserve;



- Reach out to others who are interested in joining our work to maintain a healthy woodlands plant community;
- Join the efforts of others to improve the quality of the entire river greenway; and
- Participate in the meetings of the Milwaukee River Greenway Coalition.

### **Supporting and Cooperating Partners**

Many government entities and other groups have an interest in and carry out programs, projects and activities within the MRG. These interested groups show their agreement with and support of this MOU and the Master Plan. Attached hereto as Exhibit A is a list of such groups and, if applicable, letters from such groups expressing support for this MOU.

### **Addition of Partners to the MRGC**

New partners may be added and shall contribute to achieving the purpose, goals, and objectives of the MRGC and inclusion in this MOU requires regular, ongoing program or project activity within the MRG.

### **Relationships between the partners**

Partners to this agreement have existing independent legal responsibilities of non-profit environmental and educational organizations. All Parties also have an interest in the entire MRG and the implementation of the Master Plan. All Parties to the MOU agree to bring the interest and expertise of their particular organization to bear on the whole MRG within the context of the Master Plan. The Parties agree to work cooperatively and in good faith to fulfill this MOU.

Nothing in this MOU or in the course of dealing of the Parties shall be construed to constitute the Parties as partners, joint venturers or as agents or employees of one another or as authorizing any Party to obligate any other Party in any manner.

### **Expectations of the Parties**

Participation in the MRGC is voluntary. However, in order for the MRGC to function effectively and achieve its purposes and goals, each Party hereby acknowledges and agrees that it shall:

- Be committed to the purpose and goals of the Master Plan;
- Attend and fully participate in MRGC meetings;
- Comment in a timely manner on written requests for information, responses, and input on decisions;

- Designate a member of the Advisory Committee Respect and follow the MRGC policies regarding the treatment of communications and other confidential information;
- Share expertise and collaborate on MRGC-related efforts regarding policy, conservation, fundraising, stewardship, government relations, and communications strategies and objectives;
- Cooperate in a manner that fosters respect, trust, and confidentiality;
- Provide a safe environment for discussion and process; and
- Respect the autonomy of each Party.

### **Roles, Responsibilities and Tasks**

The responsibilities of Parties include support for and active participation in the following:

- Developing and implementing projects and strategies to effectively and efficiently achieve the Master Plan purpose and goals, including adoption of work plans that identify measurable outcomes, timelines, and the resources needed to be successful;
- Cooperating in MRGC-related fundraising activities by coordinating public and private funding requests and hosting fundraising events;
- Supporting and providing guidance for the work of the Greenway Director;
- Developing and recommending proposals and procedures for external communications; and

### **B. Administration**

The activities of the MRGC will be managed by RRF. The former MRGC Steering Committee, comprised of members representing each Party to this MOU, will transition into an Advisory Committee. The Advisory Committee will also include two representatives from the RRF Board of Directors.

### **Meetings and Notice**

The Advisory Committee shall meet at least quarterly, at an agreed upon time and place. An official Advisory Committee meeting requires that each Advisory Committee member have written notice of the meeting at least two weeks in advance.

### **Decision Making**

The Advisory Committee will be involved in the implementation of the Master Plan by setting priorities, schedules, funding plans, and conducting other implementation matters. The Advisory Committee will strive to make implementation recommendations by consensus of its members. The role of the Advisory Committee is to provide input to RRF and its Board of Directors, where responsibility for decisions lies.

**[Signatures next page following.]**

**Signatures**

\_\_\_\_\_ Date \_\_\_\_\_  
xxxxxxxxxxxxxxxxxxxxx for  
The Urban Ecology Center

\_\_\_\_\_ Date \_\_\_\_\_  
xxxxxxxxxxxxxxxxxxxxx for  
The River Revitalization Foundation

\_\_\_\_\_ Date \_\_\_\_\_  
xxxxxxxxxxxxxxxxxxxxx for  
Milwaukee Riverkeeper

\_\_\_\_\_ Date \_\_\_\_\_  
xxxxxxxxxxxxxxxxxxxxx for  
Friends of Estabrook Park

\_\_\_\_\_ Date \_\_\_\_\_  
xxxxxxxxxxxxxxxxxxxxx for  
Cambridge Woods Neighborhood Association

\_\_\_\_\_ Date \_\_\_\_\_  
xxxxxxxxxxxxxxxxxxxxx for  
Milwaukee Friends Meeting - Koenen Land Preserve

# Milwaukee River Greenway Master Plan

*A Vision for Recreation and  
Restoration*

*June 2010*

*Prepared by Plunkett Raysich Architects*

Milwaukee River Work Group  
a project of the Milwaukee Environmental Consortium





## Master Plan Team

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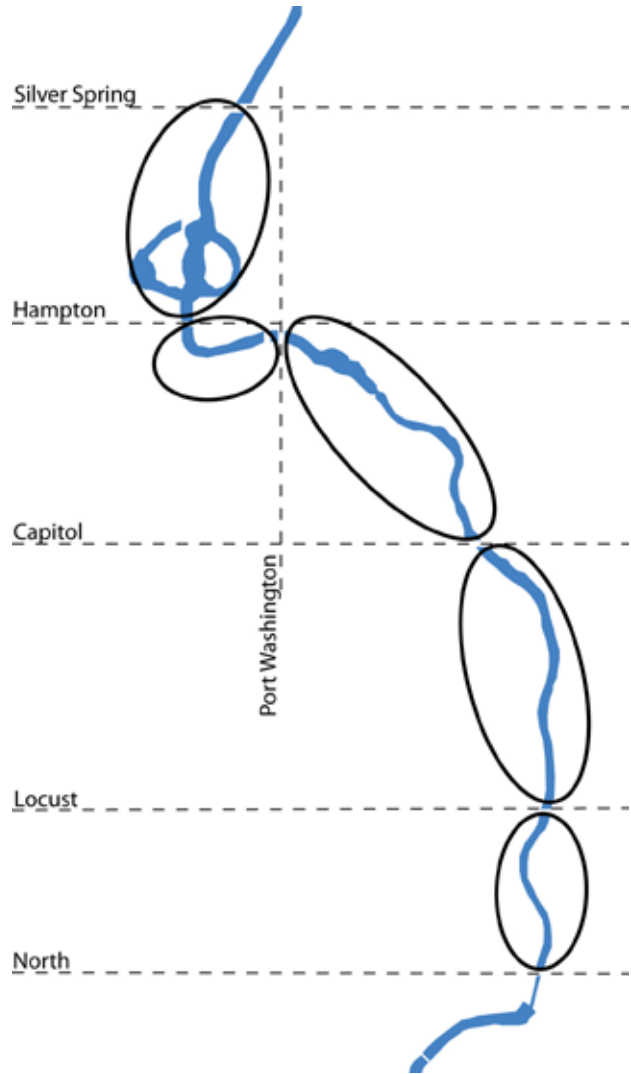
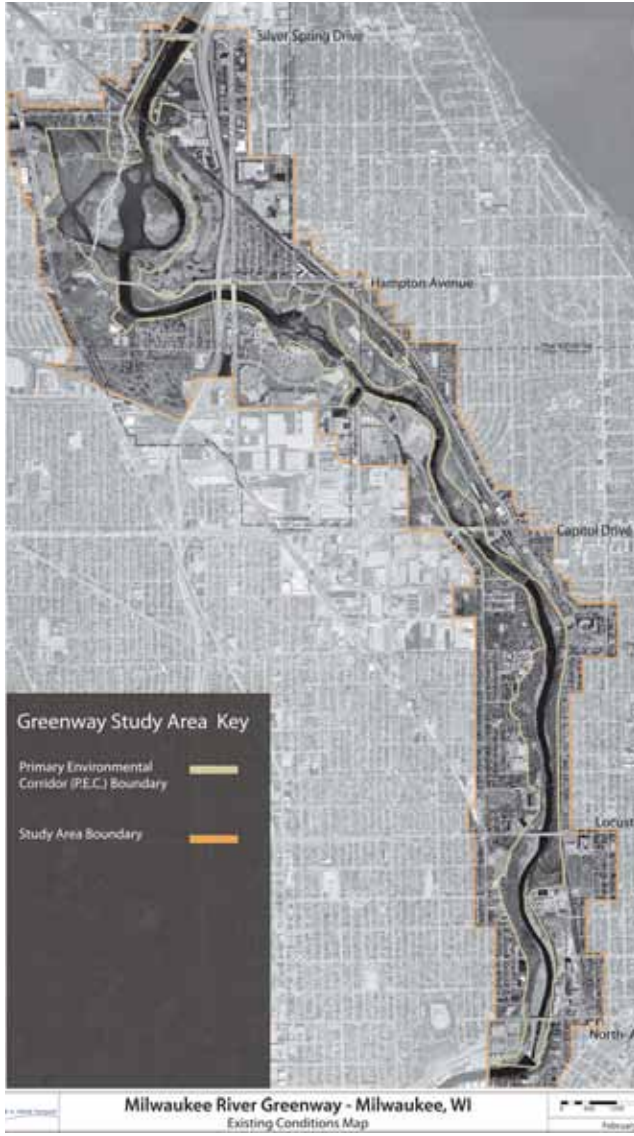
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*Water recreation and habitat areas are abundant along the length of this stretch of the river.*





GREENWAY LOOP AND LINK TRAIL

*A natural falls and recreational trails attract people to the Greenway.*





# Executive Summary

The flow of water from the Milwaukee River into the Great Lakes has been and will continue to be a story that shapes Milwaukee. As the City is poised to take its place as the fresh water capitol of the world, the story of how we safeguard this resource becomes preeminent.

The Milwaukee River Greenway Master Plan (Plan) creates a comprehensive strategy for the river's renaissance. The Plan sets forth a vision for a unique urban wilderness containing restored natural communities and shared recreational opportunities.

The Plan provides guidance for the formation of the Milwaukee River Greenway Coalition and identifies this group as the leader of a work plan that builds on the \$9-10 million dollars that has already been invested in the corridor. The Coalition anticipates maturation into a completely self-funded organization with the ability to unlock at least \$16.5 million additional dollars to restore a shared open space system containing a major waterway, numerous parks, and areas of urban wilderness in the heart of the city.

A new 13 mile "Loop and Link" shared use trail along the riverside is shown that will give residents and visitors an opportunity to reconnect with nature and each other. The Plan includes steps for habitat restoration for the Primary Environmental Corridor (more

than 500 acres!) to enhance the ecological integrity of communities of plants and animals that include a diversity of birds, fish, bats, reptiles and amphibian species.

The Plan also prioritizes branding and graphic design development to create a signage program that will create a coherent identity for the seven mile stretch of river that reveals and celebrates all of the natural assets and recreational opportunities available to users. Enhanced access points and improved gateways will provide both greater access and greater stewardship.

The work plan has identified initiatives for improvements within the corridor in the five principal categories of remediation, restoration, signs, governance, and trails. Specific organizations that are already on track to accomplish these tasks have been identified and phases of work anticipated over the next 15 years has been included.

The Plan is a working document designed to establish priorities and direction for future projects that will lead to restoration and rediscovery of this unique stretch of river. The Greenway is poised to become an outstanding local resource and a world-class destination that enables natural and urban communities to thrive.

*Beautiful natural areas and fun recreation opportunities are found here.*





MILWAUKEE RIVER BASIN



PRIMARY ENVIRONMENTAL CORRIDOR

### MASTER PLAN MISSION STATEMENT

“Create a community based master plan for the Milwaukee River that provides recommendations for preservation, revitalization, management, and improved public access and recreation.”

Milwaukee River Work Group  
September 2009

# Introduction

## A UNIQUE NATURAL, RECREATIONAL, AND CULTURAL RESOURCE

The Milwaukee River Greenway is a seven mile section of the Milwaukee River that cuts through the northeast side of the City forming a wide and expansive landscape at its northern end and a steep walled valley at its southern end to create a unique natural setting surrounded by compact urban neighborhoods. This section of the river has a natural setting separate from its urban context comprised of wetlands, woodlands, and a narrow and deep river valley.

Through time, the river has shaped the evolution of Milwaukee. The Milwaukee River Watershed (p. 2) is a 448,000 acre area that contributes to the Great Lakes Basin and lies within portions of seven counties. In total, the river system covers a region that is home to about 1.3 million people.

Prior to the arrival of Europeans, Native American settlements of the Ho-Chunk, Menominee, and Potawatomi (WI Cartographers Guild, 1998) could be found near area rivers. The river ecosystem provided a rich biotic community that contained wetlands, and forested bluffs abundant with waterfowl, wild rice, fish and game. The downstream end of the Milwaukee River became a bustling port that attracted German, Scandinavian and

Eastern European immigrants; the upstream stretch of the river became the country playground of city residents. Estates, swimming schools, and parks with a country carnival atmosphere attracted great numbers of urban dwellers providing relief from daily work. As industrialization blossomed so did the need for water power, drinking water, and waste disposal associated with thriving factories, breweries, and rail transport. The City turned its back on the river as the water quality deteriorated, and what was once a playground became a dumping ground. Today the citizens of Milwaukee are rediscovering the river corridor as a vital natural link for both natural and human communities. Through hard work, the water quality has been steadily improving, natural communities are being restored, and river access, trails, and parks are being rediscovered.

## WHY CREATE A MASTER PLAN?

The Milwaukee River Greenway Master Plan sets forth a structure for action to advance improvements to the river between Silver Spring Drive and the former North Avenue Dam. Attention to this part of the river is critical because of its ecological diversity, its value as a recreational resource, and its access to large populations of urban dwellers. The Master Plan is a collection of past, present, and future efforts focused on the creation

*In 1921, Gordon Park swimming brought people to the river. Today, forested riverbanks attract users.*





of a world-class corridor for recreation and restoration and the plan acts as a critical resource for these efforts. The document sets out a structure for the creation of a corridor-focused coalition that will oversee a variety of improvements including public access acquisition where possible; habitat restoration along the length of the study area, as well as in specific critical protection areas; and recreational trails and associated elements such as benches, boat landings, parking, signage, and more.

**THE ROLE OF THE MASTER PLAN**

The Master Plan collects relevant information about this stretch of the Milwaukee River in a single, easy to use document. It establishes priorities and direction for future work. It describes the public process that engaged local residents, businesses, recreational users and civic leaders in thinking about the future of the river corridor. Finally, the Master Plan sets forth an action plan with an estimated time line for completion to set the stage for a river renaissance.



MILWAUKEE URBAN WATER TRAIL

County trails are adjacent to the Milwaukee River, a major tributary of the Great Lakes watershed.



# Master Plan Principles

## INTRODUCTION

This reach of the Milwaukee River is recognized as an exceptional ecological corridor with diverse flora and fauna and great places to relax and enjoy the out-of-doors within the City. Today the river and the surrounding natural landscape provide a diverse plant and animal community as well as a network of soft and hard trails on both the river banks and bluffs along the sides of the channel. The corridor is formed around a flowing river with a mix of gentle and steep banks; it is a combination of urban wilderness and managed park land that not only supports abundant plant and animal communities but also links a series of recreational areas utilized by a diversity of outdoor enthusiasts.

## PLANNING FOR RIPARIAN AND TERRESTRIAL WILDLIFE HABITAT

The corridor is characterized by two major plant communities: the Upland Forest and the Lowland Forest that create distinctive environments along the river. In addition to plant communities, specific plant species listed by the State as *Threatened* and *Species of Special Concern* can be found in several places within the study area. Many non-native, invasive species can also be found in the corridor. Restoration activities and on-going management to protect listed species and eradicate invasives where possible are critical to maintain and improve

the ecological quality of the river corridor.

The corridor is home to hundreds of species of fish, birds, mammals, reptiles/amphibians, and invertebrates demonstrating the suitability of the riparian area to support a diversity of animal life in the heart of an intensely settled urban area.

## SHARED USE DOCTRINE

The goal of the shared use philosophy is to create 13 miles of trails that serve a wide variety of recreational activities without harm to wildlife habitat. With proper management and education the current non-motorized uses that include hiking, bird-watching, fishing, biking, dog-walking, cross-country skiing, snowshoeing, etc. should be honored and permitted in the corridor. These activities can coexist with the natural habitat throughout the linear system of linked parks and public spaces. A shared use philosophy fosters people's connection and sense of responsibility towards the river ecosystem. It sets forth principles of community use that balance both the recreational and ecological principals. The shared use concept emerged out of the last three years of public meetings.

Specifically, there are certain areas (Cambridge Woods and Koenen Preserve) where recreation use should be limited to nature observation. In these areas bikers will be

*Wildlife and people will share the Greenway, balancing use and ecological integrity.*



diverted around the sensitive areas or be asked to walk their bikes. A one-way mountain bike loop is recommended to reduce use conflicts. In some cases for safety considerations (certain ADA sections or trail pinch points), bikers may be required to walk their bike but this would still allow for a continuous one-way loop trail around the Milwaukee River Greenway. This can be accomplished by routing around certain sensitive areas and private properties that lack easements. This trail will diminish congestion and reduce the conflicts between users. Trick riding and trail creation for BMX bikes are harmful to the river habitat and should not be allowed.

### DESIGN WORKSHOP & NEWSLETTER

The Milwaukee River Master Plan was developed through an inclusive public process designed to build upon the previous efforts within the corridor and advance the discussion regarding next steps towards improving recreation and restoration. The process included a series of public information meetings held to gather public comments, and to provide a forum for discussion about this focused effort. In addition, stakeholder interviews were conducted with a series of representatives from neighborhood groups, public agencies, river focused institutions, as well as private land owners. A half-day design workshop that included over 75 people was held to create a corridor focused vision that would capture the community aspiration for an exceptional greenway and environmental corridor. Finally, an advisory committee of technical experts assisted with

both general oversight and development of the plan as well as participation in specialized sub-committees focused on the following topics: easements, governance, habitat, and trails.

Community members at the design workshop identified priority areas for improvement and developed group visions for the corridor emphasizing natural habitat, neighborhood connections, and recreation. From the discussions and the design exercises several principles emerged to guide the development of the Plan. The event and the key findings from the community discussion were captured in a newsletter, which was widely distributed to enhance on-going dialogue during the planning process.

### DESIGN PRINCIPLES

Four principles emerged from the design workshop that encapsulate the diverse viewpoints and central themes of the discussion about how to enhance the river corridor.

#### 1. Ecological Integrity

Recognition of the environmental quality of the river and the surrounding green spaces is strong and growing. The steep slopes, wet conditions, and public ownership that have maintained a connected corridor of non-urbanized land has created a place with great potential to be restored into a healthy ecosystem. Industry and settlement has often overwhelmed natural systems and reduced ecological robustness. However,

*Community members discussed future concepts for a restored river corridor.*





today residents are stewards of these green areas. **The Master Plan utilizes ecological integrity to focus and form ideas about the quality and quantity of recreation throughout the study area.**

## 2. Stronger Links

The isolation of the corridor created by its natural terrain and riparian features has had the beneficial effects of limiting disruptive human activity, and the deleterious effects of encouraging dumping of trash and unintended uses. In addition, there are many barriers that prevent the community from experiencing the corridor as a diverse set of connected spaces. **The Master Plan creates stronger links between the community and surrounding neighborhoods and the river. It provides life-affirming places to enjoy while building a shared responsibility for the Milwaukee River.**

## 3. Imaging and Signage

An uncoordinated collection of signs is distributed throughout the corridor marking parks, trails, poor water quality, restricted fishing, combined sewer overflow outlets, and private property. None of these signs captures or communicates the idea of a greenway that is a connected territory of overlapping systems of natural and human communities or a première greenway with unparalleled ecological attractions. **The Master Plan recommends development of a logo and signs (see p. 27) that create a unified identity, provide a sense of entry and arrival, impart educational and interpretive**

**information, indicate warnings about sensitive or special places, and mark preferred routes for way finding.**

## 4. High Protection Recreational Elements

Parks, boat landings, play fields, pools, golf courses, rails to trails, hiking trails all provide recreational activities and opportunities for city residents and visitors, but use of the area can be in direct conflict with natural communities containing rare plants and animals. **The Master Plan identifies critical areas and sensitive resources and encourages corridor-wide ecological assessment and goal setting. The Plan is necessary to educate and inform users, and to develop new recreational facilities that integrate sustainability and best management practices.**

*Participants presented their ideas on ways to balance human use and natural quality.*





**MMSD SERVICE AREA SEWER MAP (2008)**  
 Study area contains 7 sanitary sewer outfalls and 8 combined sewer outfalls that can discharge sewage during wet weather events.



**OAK LEAF BIRDING TRAIL**  
 Priority birding area is indicated along the east side of the river between Riverside & Estabrook Parks. 4 of the bird trail sites lie within the corridor.

*Pedestrian and bicycle only crossings help maintain places where wildlife thrive.*





# Existing Conditions

## STUDY AREA

The study area contains a total of 878 acres stretching from the former North Avenue Dam to Silver Spring Drive. The corridor includes the Milwaukee River and adjacent land on the City's northeast side. The study area includes the Primary Environmental Corridor (PEC) as well as portions of neighborhoods that surround streets and entry points leading to the green corridor.

This segment of the river contains 515 acres of the land within the PEC, 148 acres of which is covered by the river channel itself. The corridor contains 12 parks and more than 28 miles of hiking, biking and water trails. The corridor crosses four jurisdictions, all with a vested interest in the area's health and productivity. Milwaukee County is the primary land holder in the area, and the City of Milwaukee, the City of Glendale and the Village of Shorewood oversee portions of riverbank as well as associated commercial areas and neighborhoods.

The corridor has five primary east-west crossings that divide the length of the study area into four segments envisioned as loops or "links" within the larger corridor or "chain" of connected recreational trails and associated park spaces (p. iv). The plant communities are organized along the length of the river channel in sinuous bands forming wildlife corridors with different mixes of flora and

fauna based on water and soil conditions as well as slope and level of disturbance.

## CONNECTIONS/NEIGHBORHOODS

Residents and visitors are able to enjoy the river corridor through many of the numerous parks, but limited public access in several areas creates breaks that reduce public access to the area. The Connections Map (Fig. 1) indicates a large proportion of land immediately adjacent to the river is owned and managed by the County (70%). In addition to this public property, many private property owners have agreed to provide public access to the river's edge through easements. These agreements allow for the possibility of a connected trail network and corridor restoration that has greater recreational and ecological benefits than isolated patches of green space.

The connections map highlights "opportunity sites", or those with no public access today, that could invite the broader public to enjoy the river and support meaningful habitat enhancement in the future. A few properties on the west side of the river break the continuity of public access, but the most significant missing link exists on the west side of the river between Capitol Drive and Hampton Avenue.

In addition, nine access points utilized today are marked on the Connections Map indi-

*Groups get outdoors and learn about the river, enjoying its tranquil landscape.*



cating the entry points to the corridor from nearby neighborhoods. Primary entries used today exist in several places and are likely to be the focus of improvements, such as signage, parking, restrooms, water, and additional amenities, to enhance enjoyment of the corridor.

### HABITAT/ NATURAL COMMUNITIES

The corridor contains a river channel and robust plant communities, both of which support a diversity of animal and plant species. Upstream, the river channel winds through a broad wetland that was shaped into pastoral islands and park spaces in the 1930-40's, and downstream it cuts a valley with steep banks as the river reaches the former North Avenue Dam. A continuous canopy of trees is visible near the river's edge extending into the numerous park spaces located on both sides of the waterway. Large wetland areas exist where the landscape is broad and flat, and numerous smaller, elongated wetlands can be found at the edge of the river channel where steeper slopes confine the waterway.

The two major plant communities, Upland and Lowland Forest, contain many native plant species as shown on the Habitat Map (Fig. 2). The *Threatened* Forked Aster and the *Species of Special Concern* Red Trillium are also found in the corridor. Birds are the most visible animal inhabitants throughout the corridor with more than 181 native species (more than 50 species listed by the State as *Endangered*, *Threatened*, or a *Species of Special Concern*). Fish have a

significant presence (over 38 species) in the river and their numbers and diversity have increased with the removal of the North Avenue Dam. Many species of reptiles/amphibians and invertebrates are found here, with the Butler's Gartersnake as the most recognized due to its *Threatened* status. Finally, several notable mammal species are also present in the corridor rewarding visitors with views of white-tailed deer, coyote, and red fox in the heart of the city.

Despite this understanding of the river corridor, the habitat map demonstrates that the existing information pertaining to habitat within the corridor is fragmented and information is often focused on limited areas and/or habitat types.

### RECREATION/PARKS AND TRAILS

An extensive network of informal (social trails), paved, soft surface, and park access trails already exist throughout the corridor. The Recreation Map (Fig. 3) shows the Oak Leaf, East Bank, Beer Line, and the Milwaukee Urban Water Trail and their locations relative to the river channel. Additional informal trails were depicted based on "ground truthing" completed by the Trails Subcommittee over the duration of the project.

A total of 12 county and municipal parks are located in the corridor and are identified on the existing conditions map demonstrating the importance of recreation within the study area and the need to balance these uses with connection and habitat priorities.

*Milwaukee's Downtown feels remote in the upper reach where fishing is popular.*



# Corridor Vision

## VISION

The Master Plan includes a “vision” [six maps] that captures diverse sets of information and presents a unified strategy to realize a greenway that meets community goals. The project sets the ground work to guide future efforts towards a river corridor that is a restored system of intertwined natural and man-made communities.

## ENVIRONMENTAL QUALITY

The Milwaukee River is a post-industrial waterway that is realizing renewal. As the community begins to face the river again, the Plan requires that the legacy of dumping and polluting be addressed. The Blue Hole, the location of the UWM Park and Ride and the site of a proposed Solar Farm, is a capped landfill containing municipal and industrial wastes. Lincoln Park is the site of continuing work to dredge and remove historically deposited PCBs from the river sediment. The Plan supports on-going work to remediate, restore, and redevelop these locations.

Additional mud flats with contaminated sediments constrain restoration efforts; floodplain and shoreline stabilization material along the banks is degrading. Efforts to reduce the impact of these elements or eliminate them altogether will be supported. In addition to hazardous and construction

wastes, brush, leaves, clippings and snow laden with road salt are commonly disposed of throughout the corridor. In addition, sanitary sewer and combined sewer overflows are common (p. 8). Public health concerns associated with water that is not meeting drinkable, swimmable, or fishable levels at this time (mandated by the Federal Clean Water Act) are the focus of realizing a healthy river system and community. The vision seeks to support ongoing remediation work, encourage enforcement, and change attitudes towards a river corridor that can be an economic engine once again through its value as a place filled with enjoyable trails and parks and unique plant and animal communities.

## SCENIC VIEWS

Many locations along the Greenway offer a sensory escape from the city. It is important to preserve outstanding river or trail views, overlooks, and areas of exceptional beauty. Any future corridor improvements or restoration efforts should include an assessment of impact on the scenic beauty to ensure that visual attributes are not lost.

### Priority Scenic Views

- Silver Spring Dr. Bridge, view south
- Sandy Island, north bridge
- Sandy Island, water's edge
- Estabrook Falls/Estabrook Park riverside overlook

*The vision for the Greenway includes places to sit, play, and foster natural communities.*





- Riverside trails, on east and west bank from North Ave. to Capitol Dr.
- Locust St. Bridge overlook
- Gordon Park bluff plaza
- Wheelhouse riverside reach
- Former North Ave. dam, bridge view
- Caesar's Park overlook

### FOCUS ON HABITAT AND SANCTUARY

The vision also identifies priority habitat areas where natural communities will take precedence over recreational objectives within the corridor. Several areas have sensitive resources that will require intensive management or "light touch" recreational approach (limited bikes/leashed dogs). Other places will be treated as sanctuaries or require an "interpretive" approach. This will involve controlled access (no bikes/dogs) and an emphasis on visual appreciation.

#### Mac Island in Lincoln Park - Sanctuary

The inaccessibility of this island will be maintained to provide protected habitat.

#### Estabrook Park Riverside Trail - Wetlands

The vision places priority on the restoration of the 9 early nineteenth century stone stairs and the maintenance of a primitive trail along the river's edge to limit wetland disturbance.

#### Hubbard Park North - Rare Vegetation

The ecologically significant plant communities in the park's northern part will be protected through restoration and limited pedestrian routes through this area.

#### Cambridge Woods - Sanctuary

Visual appreciation and limited recreational use will protect unique plant species.

#### Koenen Reserve/Quakers - Sanctuary

This reserve will remain protected private property.

#### Riverside Park - Forest Restoration

This recognized "urban forest" will be managed and maintained through outdoor education and will accommodate a multi-use trail through a unique ecosystem.

#### Rotary Centennial Arboretum - Native Trees

Native plant species will be on display with limited recreation. A two mile ADA accessible loop will be part of the Arboretum.

#### North Ave. West - Rare Animals

Butler Gartersnake habitat will be fostered and a primitive, shared use riverside trail will avoid harmful mowing, surfacing, or fill.

### TRAIL SYSTEM

Trails will utilize a combination of riverside and bluff top trails to accommodate shared use activity with a mix of high intensity and low intensity trail treatment. The vision focuses on a priority "loop and link" trail along the entire length of the corridor adjacent to the river where possible. Bikes will be directed to follow a one-way loop to reduce trail user conflicts. The plan will recommend improvements for pedestrians and cyclists along the 5 major west-east crossings through a variety of strategies including enhanced and new sidewalks, bike lanes, separated lanes

The trail system will include forested shared use trails, signs, and scenic views.



or pedestrian/bike bridges.

Portions of the riverside trails located where there are sensitive landscapes (wetlands, threatened species, etc.) will be lower intensity trails with intensively managed routes to protect associated landscapes. Several limited use trails that connect users with sanctuaries have been identified. These trails will be for foot traffic only and will be designed to maximize quiet contemplation and nature appreciation.

The existing Oak Leaf rail-to-trail on the east side of the river corridor will also be integrated as part of the trail network. To further enhance the recreational trail system, this Plan will encourage the extension of the Oak Leaf rail-to-trail to Lincoln Park where it will intersect with the loop and link trail providing an additional connection point.

### ACCESS & SIGNAGE

Gateway signage, such as banners, public art, or sculptures will occur along the five major crossings and at either end of the corridor to create public awareness of the greenway for residents and visitors alike.

The nine existing entry points to the corridor will be the focus of trailhead improvements. These locations will be marked with maps to welcome visitors to the greenway, identify the trail system, highlight the loop and link trail, and indicate important landmarks. Maps will also clearly indicate the existing resources that support the recreational trail network (such as parking in Gordon Park, or

bathrooms in Lincoln Park).

Additional signage focused on natural resources will be located in each of the habitat and sanctuary areas and directional trail marking will be utilized throughout the length of the trail network.

In addition, specific needs for amenities will be addressed at 7-16 other locations each providing specific park focused elements, such as gateway markers, water access, parking, concessions (water, food, bike repair, etc.), and bathrooms.

### Nine **EXISTING** access points/amenities

1. Blatz Pavillion – parking/bathrooms
2. Lincoln Park – parking (golf)/water access
3. Estabrook Park North – parking/water access
4. Estabrook Park Falls – parking/water access
5. Estabrook Park South – parking
6. Kern Park - recreation
7. River & Hubbard Parks – parking/water access
8. Gordon Park – parking/bathrooms/water
9. UEC – parking/bathrooms/water access

### Seven priority **NEW** access points/amenities

1. Silver Spring Ave - gateway
2. Cambridge Woods - sanctuary/warning
3. Rotary Centennial Arboretum - gateway
4. Beerline Trail, E. Wright Street - trail head
5. UWM Dorms N. Ave East - trail head
6. Wheelhouse – gateway/water access
7. Caesar's Park - gateway

### STRATEGIC PARCELS

The vision identifies three strategic locations

*The Urban Ecology Center, a landmark and entry point to trails, is a likely location for trail signs.*





and identifies parcels that could benefit from a realized greenway. As they are sold or developed new owners will be encouraged to consider participation with the greenway objectives of a continuous riverside trail and green corridor.

- Estabrook Corporate Center
- Blue Hole
- Capitol Southeast

### INSTITUTIONS

Several landmarks and corridor focused institutions are found throughout the study area. The Plan identifies these places and encourages joint activities that enhance the quality of each location and larger program initiatives within the corridor.

- **Lincoln Park Blatz Pavilion;** recreational programming,
- **Lincoln Park Golf Course;** recreational programming
- **UWM service, research, parking;** solar farm educational experience
- **Hubbard Park;** river celebration event space, water access
- **UWM Kenwood Campus;** college educational programming
- **Urban Ecology Center;** trail head, water access/rental; youth educational programming
- **UWM Residence Halls;** trail head, college residential educational programming
- **RRF Wheelhouse Site;** conservation (gateway) programming, water access



KEY MAP

*Wildlife and families will both share a variety of spaces within the Greenway.*



# Focus Areas

## INTRODUCTION

Several planning studies have been completed along the length of the corridor providing detailed information and key graphics for specific areas. This Plan will build off previous work and seek to forward initiatives that are already underway to improve the ecological and recreational quality of the river corridor.

## AREAS

1. Estabrook and Hubbard Parks featured in the *Comprehensive Outdoor Recreation Plan, Village of Shorewood, 2007*.
2. Blue Hole (UWM Park and Ride) featured in the *Milwaukee Comprehensive Plan Northeast Side, A Plan for the Area, July 2009*.
3. Hubbard Park, the focus of the *Conceptual Plan for the B-4 River District Riparian Restoration and Trail Planning and Design Project, May 2009*.
4. Locust Avenue Pedestrian Bridge featured in the *Milwaukee Comprehensive Plan Northeast Side, A Plan for the Area, July 2009*.
5. Riverside Park, focus on forestry management, a component of the *100 Year Management Plan, June 2005*.
6. Rotary Centennial Arboretum, Rotary Club of Milwaukee *Concept Site Plan, December 2007*.



KEY MAP

Many project areas have already been identified, and in several places, work is underway.





**1. COMPREHENSIVE OUT-DOOR RECREATION PLAN**

The Shorewood Plan sets goals and objectives for the community's park spaces near the Milwaukee River. In *Estabrook Park* recommendations include (3) Secure a trail easement and construct a path at W. Olive Street (19) Formalize social paths along the river. In *Hubbard Park* recommendations include notes to construct path between Oak Leaf Trail and Lower Terrace and stabilize and formalize natural path along river.

Citation: Planning Design Institute, Cedarburg Science, Cyla Design Associates, December 2007.



**2. NORTHEAST SIDE AREA PLAN**

Milwaukee's Department of City Development (DCD) produced a plan for the northeast side of the City which included detailed recommendations for enhancement for the Riverworks Area. The plan included concepts for catalyst projects including redevelopment of the Blue Hole site, a capped landfill currently used as a UWM park and ride lot. The plan envisioned baseball and soccer fields as well as a pedestrian/bike bridge.

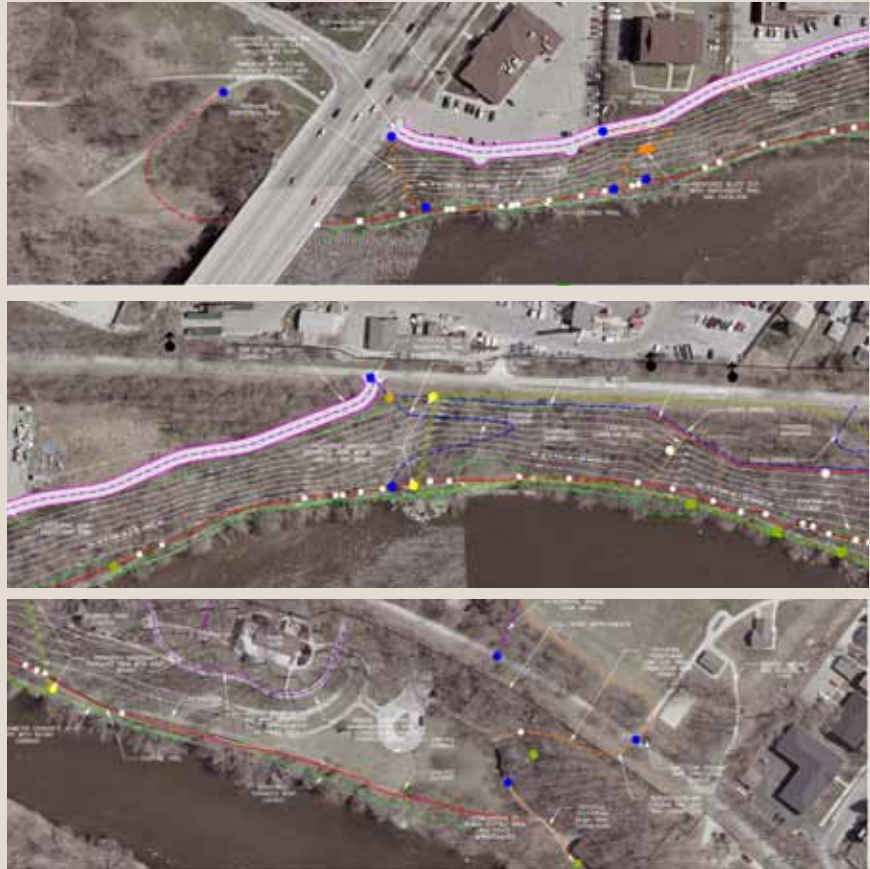
Citation: Solomon Cordwell Buenz; Studio 1032; Terry Guen Design Associates; S.B. Friedman, July 2009.





### 3. RIPARIAN RESTORATION AND TRAIL PROJECT PLAN

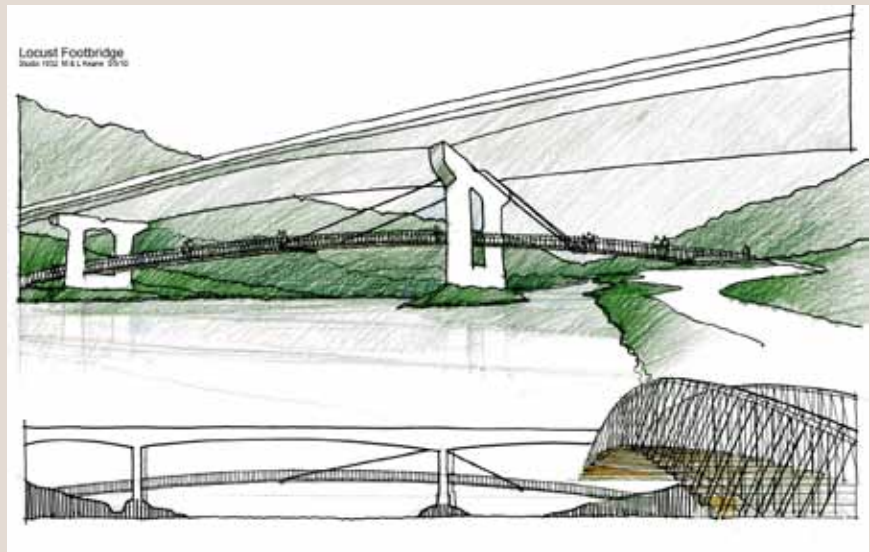
The Shorewood Plan was developed to create a trail system and restoration plan along the bluff on the east bank of the Milwaukee River from Hubbard Park to East Capitol Drive. The plan indicates the enhancement or creation of three main trails to guide visitors along the bluff, a trail head at each end of the study area, and the creation of a great vista to the river.



Citation: Marek Landscaping, LLC, May 2009.

### 4. NORTHEAST SIDE AREA PLAN

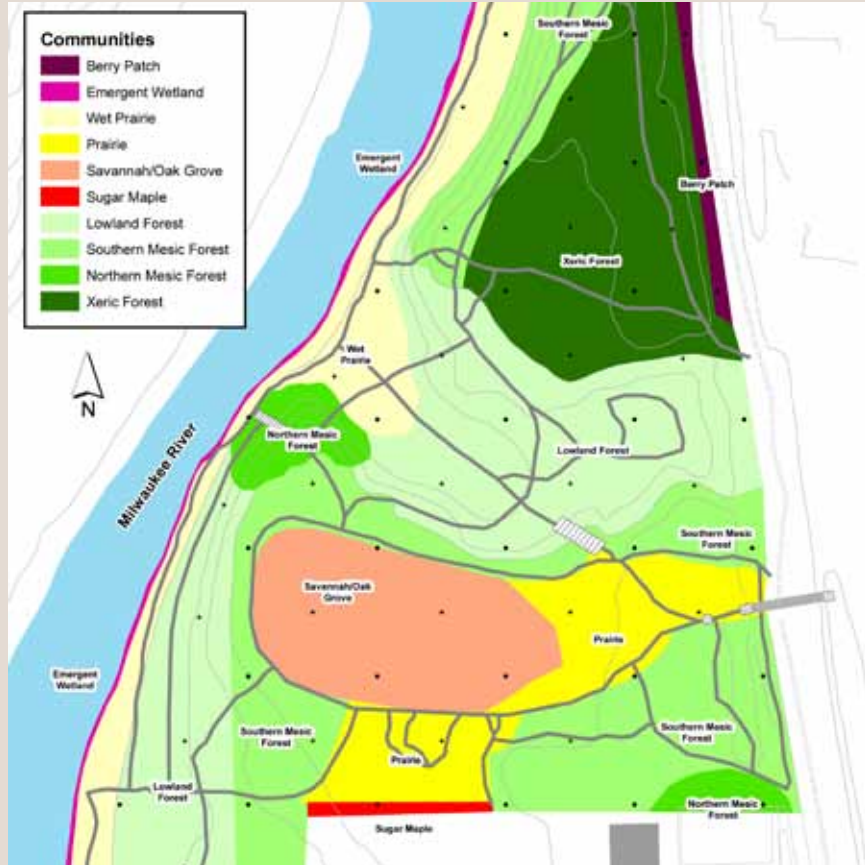
Milwaukee's DCD produced a plan for the northeast side of the City which included detailed recommendations for enhancement of the Milwaukee River Corridor. The plan focused on concepts for catalytic projects including an additional pedestrian/bike crossing under the Locust Street Bridge to link existing riverside recreational trails.



Citation: Solomon Cordwell Buenz; Studio 1032; Terry Guen Design Associates; S.B. Friedman, July 2009.

### 5. 100 YEAR URBAN FORESTRY MANAGEMENT PLAN

The Urban Ecology Center (UEC) obtained a WI DNR Urban Forestry Grant to help uphold its mission to utilize the 15.2 acre grounds of Riverside Park, which it maintains through an alliance with the Milwaukee County Parks System, as an educational tool while also maximizing biodiversity. The grant allowed the UEC to develop a detailed picture of the tree species composition to analyze plant communities more thoroughly, observe changes, and establish long and short term management goals.



Citation: Runyard, Ann and Kim Forbeck, July 2005.

### 6. ROTARY CENTENNIAL ARBORETUM

The Milwaukee Rotary Club partnered with the UEC, the Milwaukee Urban River Foundation, and the River Revitalization Foundation to develop a gateway to the Milwaukee River Greenway. A 40 acre arboretum will showcase native trees of Wisconsin and create an enduring symbol of the Rotary's commitment to the City. The arboretum will include gateway access to the greenway and is planned to be opened in 2013.



Citation: Rotary Club of Milwaukee, December 2007.



# Habitat Plan

## INTRODUCTION

The first reach of the Milwaukee River directly upstream from the Downtown Riverwalk is a remarkable valley. From a canoe or along a riverside trail, you would never sense that you are in the heart of a major metropolis. The steep, forested banks shelter wildlife and visitors from the noise and views of the City's hardscape.

Like many urban rivers, the Milwaukee River suffered decades of neglect and abuse. Industrial wastes, run off, and raw sewage polluted the waters. In the late 20th century attitudes changed and Milwaukee, like many cities, began to recognize the value of a healthy and clean waterway.

In 1997, the character of this reach of the river changed dramatically with the removal of the North Ave Dam. The water flowed freely improving water quality and fish diversity jumped six fold. The previously submerged floodplain became desirable habitat for many species including the *Threatened* Butler's Gartersnake.

Milwaukee residents and visitors began to rediscover the beauty of this urban wilderness. The Master Plan seeks to balance the needs of both a vibrant wildlife corridor and a recreational oasis for human enjoyment.

## GOAL

Restore and preserve the natural value (ecological integrity, native wildlife and plant populations, water quality) of the Milwaukee River Greenway, so that its contribution to the land and water resources of the surrounding community is maintained and improved.

## PLANNING OBJECTIVES

1. Complete *biotic inventory and map* of existing plant and animal communities, vegetation, and wildlife habitat types.
2. Identify species that will be the focus of management efforts. Recommend *targeted species* that have a strong or unique role in an ecosystem - keystone, umbrella and flagship types.
3. Develop goals for vegetation and wildlife habitats based on criteria such as: pre-settlement vegetation, current plant and animal distributions; settlement pattern limitations; corridor-wide ecological capability, etc. Conduct a *public process* to establish consensus on habitat objectives.
4. Create and implement a framework for *long-term monitoring and adaptive management* of plant and animal communities.
5. Increase the *ecological literacy* of the public through educational components (outreach, public events, workshops, field trips).

A dense canopy covers much of the Greenway providing outstanding bird habitat.



## UNIQUE LOCATIONS FOR HABITAT

### Lincoln Park Islands

The 2 islands in Lincoln Park and the surrounding landforms are mainly comprised of wetlands, shallow marshland, and wooded lowlands, with the exception of the public golf course closely flanking the east side and the public parkway that threads through the area.

A large wooded portion of Meaux Park hosts a variety of wildlife isolated by utility towers and other restricted, posted “no-go” areas with limited access. These large utility towers have guy wires and permanently illuminated red lights, all of which are deadly to nighttime migrants, especially in poor weather. Utilities should switch to white strobe lights for bird safety.

This stretch of the river is characterized by shallow river loops, a central channel and island banks and is relatively flat with the exception of a portion of Mac Island which currently supports several groves of evergreen trees. The islands, wooded areas and other shoreline / riparian areas offer a wide variety of habitat and have great restoration / preservation potential.

### Estabrook Park/Estabrook Falls

Stepping down from the Boardwalk at the Estabrook Falls a platform of blue-grey rocks is covered with fossils. This is an extremely rare place where you can get a glimpse of the ancient world of the middle Devonian period, roughly 400 million years ago.

### Hubbard Park

North of the Hubbard Park lodge lies a relatively undisturbed remnant of upland and floodplain forest. The shrub layer is dominated by native species such as nannyberry, staghorn sumac, and dogwood. Herbaceous plants include native goldenrod, wild leeks and onions, Solomon's plume, wild geranium, and forked aster. This place is noted as “one of the few remaining areas within the Milwaukee area that maintains such a high quality floral assemblage” (Barloga, Riparian Restoration & Trail Plan, 2009)

### Koenen Nature Preserve

The Koenen Land Preserve is a sanctuary for many indigenous plants. Maintained by Milwaukee Friends Meeting (Quakers), the land is home to trees found in mature upland hardwood forest – beech, bur oak, red oak and one of the largest white oaks in all of the county.

### Cambridge Woods

The Southeast Wisconsin Regional Planning Commission (SEWRPC) identified this area as a Critical Species Habitat. It remains one of the least disturbed areas in the Greenway and has stands of red and white oak trees, beech trees and a wide spectrum of native vegetation including the *Threatened Forked Aster*.

### Riverside Park (Urban Ecology Center)

Riverside Park was designed by Frederick Law Olmstead (designer of New York's Central Park) which over the years has evolved to become a natural gem in the heart of

*Spectacular specimen trees and forest plant communities create outdoor classrooms.*



the city. The Urban Ecology Center, located in the park, is an environmental community center that uses the rich ecology of Riverside Park to educate urban school children about science and nature through hands on experiences. The 20,000 square foot "green" facility is also home to a 45 foot rock climbing wall, a room of live Wisconsin animals, classrooms and community rooms and lots of fun surprises! The Center is free to visit and open seven days a week.

### **Milwaukee Rotary Centennial Arboretum**

Planned for completion in September 2013, the Arboretum will be a 40 acre sanctuary for plant and associated animal communities native to Milwaukee County. It will serve as an outdoor classroom for neighborhood schools, colleges, community residents and visitors. It will incorporate a minimum of 72 native tree species, native shrubs and herbaceous plants. The Arboretum will be managed for the prevention and removal of invasive exotic plants for perpetuity.

## **WILDLIFE IN THE GREENWAY**

### **Birds**

Year in and year out, the Milwaukee River provides essential stopover and nesting habitat for well over 100 different species of birds. Some, like chickadees and cardinals, live along its banks year-round. Others, including catbirds and buntings, can be found only during the summer months. But most -- colorful warblers, long-distance shorebirds, and other migrants from southern states, the Caribbean, and Central and

South America -- rely on the Greenway for food, resting places, and shelter as they make their annual flights to and from nesting grounds, not only in northern Wisconsin, but also across Canada.

### **Fish**

As water quality has steadily improved, notable species include Walleye, small mouth Bass, *Threatened* Greater Redhorse, along with 36 other species have returned. Lake Sturgeon are beginning to take hold in a restoration effort led by the Department of Natural Resources. Runs of Salmon in fall and Steelhead Rainbow Trout in spring attract anglers from afar.

Although, the River is now capable of supporting a much more diverse fish and aquatic community, critical fish spawning habitat is limited. Projects to provide additional habitat for fish and other aquatic life will be encouraged.

### **Bats**

A recent bat survey by Citizen Scientists revealed high densities of bats the entire length of the Greenway, and then an almost complete absence of bats south of the North Avenue Dam suggesting that efforts that maintain and enhance bat populations are critical for this area.

### **Reptiles/Amphibians**

With the removal of the North Avenue Dam the diversity of reptiles and amphibians has improved. The floodplain grasslands and surrounding urban landscapes now support a

*A variety of rare plant and animal species can be found throughout the Greenway.*





healthy population of the *Threatened* Butler's Gartersnake, along with many DeKay's Brownsnake and a few common Gartersnakes. Potential for establishing additional snake species with proper habitat restoration, such as Eastern Milksnakes and Northern Red-belliedsnakes exists.

The river currently supports painted, snapping, spiny softshell and map turtles. Nesting areas for these turtles are a critical habitat component and are not yet known – providing nesting areas may be an important conservation need. Northern green frogs, American bullfrogs and American toads currently breed in low numbers in the corridor. The beautiful eastern gray treefrog has been heard a few times but a breeding population has not yet been discovered.

No salamanders are currently known, although there is the potential to restore habitat to support several species (Central Newt, Blue-spotted Salamander, Eastern tiger Salamander). Amphibian diversity could be substantially increased with habitat planning for fish-free breeding ponds with surrounding terrestrial habitat improvements. The river can also support the Common Mudpuppy, Wisconsin's largest and entirely aquatic salamander. Mudpuppies may eventually establish on their own from Lake Michigan populations, and in-stream habitat provision of flat rocks would encourage nesting.

GREENWAY KEY STATISTICS		
NUMBER	UNIT	TYPE
7	miles	length of river segment
878	acres	study area
515	acres	Primary Environmental Corridor
148	acres	river channel
12	number	Public Parks
28	miles	hiking, biking and water trails

*Gray Catbirds perched in the underbrush and Forked Aster in bloom create a lively summer season.*



# Recreation Plan

## INTRODUCTION

The Milwaukee River corridor has extensive public parks serving the neighborhoods surrounding and flanking the corridor and supporting a wide variety of active and passive recreational opportunities for both local and regional users.

The focus is to provide safe, environmentally sensitive, and interesting river access, while expanding the passive and active recreational activities, such as hiking, bird watching, nature education or golf, biking, paddling, frisbee, etc.

## SHARED USE TRAIL SYSTEM

A shared use philosophy will foster people's connection and sense of responsibility towards the river ecosystem.

Shared Use Trail System Principles:

- Develop print and electronic media materials to reinforce a culture of sharing.
  - Involve users, neighborhood associations, and private property owners.
  - Set aside some areas for limited, specific uses - a "quiet" area for nature.
  - Separate user groups when appropriate or necessary to minimize conflict.
  - Design trails to manage conflicts - narrow areas include bump-outs for passing.
  - Shared use will be indicated on signage and symbols will indicate trail use types.
- Corridor entry signs should include types and difficulty levels of trails.
  - Foster users respect for the corridor as an urban wildlife ecosystem and a place for recreation.
  - Build and manage trails sustainably to minimize impact on the natural habitat.
  - Insist on compliance with municipal, county, state and federal regulations.
  - Foster self enforcement of the shared use philosophy to minimize policing needs.

## LOOP & LINK TRAIL

A new riverside trail that still protects and enhances the riparian ecosystem and links into a larger shared use trail system will be introduced.

The riverside route will be located on both public property and public access easements and extend the entire length of the corridor. Where public access is not possible, the route will utilize public streets to make critical links.

The trail will include a one-way loop for mountain bikers to reduce use conflicts and will encourage improvements to the six major bridge crossings (Silver Spring, Hampton, Port Washington, Capitol, Locust, North) to create shorter recreational loops for pedestrian and cyclists.

*Bicycling and kayaking are just a few of the recreational uses enjoyed within the Greenway.*



## ADA COMPLIANCE

Planning and implementation for recreational trail and amenities within the Greenway must comply with the Americans with Disabilities Act (ADA), which prohibits discrimination on the basis of disability.

Trail design will be accessible, except where grade and terrain considerations prohibit these accommodations. Alternative access to exceptional recreation experiences, like fishing access, scenic views, and the proposed arboretum will be provided.

Independence First in Milwaukee and the National Center on Accessibility will be consulted for more information and resources as detailed design of trail segments is undertaken.

### Priority ADA Routes/Access Points

- Lincoln Park fishing pier (retrofit needed)
- Oak Leaf Trail System, entire corridor
- Proposed loop, from the North Ave. to Locust St., and future pedestrian bridge
- Riverside Park/UEC Trails, an accessible fishing pier and canoe launch (planned)
- Rotary Centennial Arboretum (planned)
- The East Bank Trail
- Beerline Trail (planned)

## WATER TRAIL

The Milwaukee Urban Water Trail (p. 4) was developed to “connect people with places, both natural and human-made, connect past to present, and bring the boater into contact with the rivers and surrounding

lands.” By reuniting people with the river corridors, the water trail is intended to promote stewardship and community engagement.

The recreation plan will promote enhancement of the 8 places of note for river access along the length of the waterway. This includes locations identified by the water trail map, including a new ADA pier at Riverside Park and a new access point at Locust Avenue.

### Places of Note

1. Lincoln Park Fishing Pier - signage, ADA
2. Estabrook Dam - signs, maintain portage
3. Estabrook Falls - stabilize banks, improve portage, signs (permission required on private land)
4. Hubbard Park - signs, pruning, proposed canoe launch
5. Schlitz Brewery Ice Dam - signs identifying river hazard needed
6. Riverside Park - ADA pier, signs, canoe launch
7. Locust Avenue - new water access, possible portage
8. North Avenue Dam - signs, stabilize bank, improve portage, replace matting

Water access is available in all locations, with the exception of the Schlitz Brewery Ice Dam and the new access point at Locust Avenue; parking and boat landings can be found at Lincoln Park, Estabrook Dam, Hubbard Park, Riverside Park and near the former North Avenue Dam; Restrooms are available in Lincoln Park at the Blatz Pavilion

*The Greenway provides areas for passive and active recreation throughout all seasons.*





High Intensity - ADA, Oak Leaf, Beer Line



Low Intensity - Primitive Trail





as well as in Riverside Park at the Urban Ecology Center.

### TRAIL TYPE

The trail system is envisioned as using a mix of high intensity and low intensity trail treatment. The Plan includes several photo examples of these two trail types (p.25). Although no detailed trail design has been undertaken with this Plan, the examples show the variety in materials, media, and character possible for both a high-intensity, fully accessible trail and a low-intensity, primitive trail designed to be accessible where possible.

### SIGNS

It is anticipated that the Greenway and trails will use a variety of signage (p. 27) to announce arrival, inform, warn, and lead trail users along the length of the corridor. The Plan includes several photo examples of the four key sign types: Entrance, Information, Protection, Direction.

In addition, the two sign types are included to show the variety of sign themes that can be employed. The action plan anticipates that graphic design for a greenway signage program will be undertaken after the adoption of the Plan.

### ACTIVITIES

Anticipated activities within the corridor were identified as part of the initial planning meetings in 2008. The table of activities (p.

28) indicates the year round potential of the corridor to host activities as well as the seasons of greatest and least use.

PARTICIPATING ORGANIZATIONS KEY	
ABB	ORGANIZATION
MRGC	Milwaukee River Greenway Coalition
UEC	Urban Ecology Center
RRF	River Revitalization
MRK	Milwaukee Riverkeeper
BikeFed	Bicycle Federation of Wisconsin
MMSD	Milwaukee Metropolitan Sewerage District
MATC	Milwaukee Area Technical College
UWM	University of Wisconsin-Milwaukee
MURF	Milwaukee Urban River Foundation
SWWT	Southeastern Wisconsin Watershed Trust
SEWRPC	Southeast Wisconsin Regional Planning Commission
WI DOT	Wisconsin Department of Transportation
WDNR	Wisconsin Department of Natural Resources
NPS/ R&T	National Park Service/ River & Trails Program
EPA	Environmental Protection Agency

*Field sports and water activities are enjoyed by all ages in the many parks and along the river.*






Rustic



Artistic

### PROTECTED HABITAT

This gate was installed for your safety as the protection of important bat habitat. Cooperation is greatly appreciated in help preserve this environment by not attempting to bypass or vandalize this gate. If you manage inside, you could place yourself in great danger from oxygen-deficient air, toxic gases, unrelenting heat, and vertical drop-offs, and you might disturb the bats within by disturbing their habitat.

Bats play vital roles in ecosystems worldwide. Most North American bats eat insects of which are crop pests that cost farmers billions of dollars every year. A single bat consumes thousands of insects in one night. Other bats feed on flower nectar.



### PROTECTING HAWAII'S CORAL REEFS

Coral is living animals that eat, grow and reproduce, and are one of the building blocks of our islands.

- Walking on or touching the reef harms it; only enter/exit on sandy areas, and practice floating!
- Allow marine life to exhibit natural behavior; please don't touch, chase or feed any marine life.
- Please leave the beach cleaner than when you arrived, and do not collect shells or organisms.




RECREATIONAL USE TABLE BY SEASON (Based on Initial Planning Meetings)				
SEASON	SPRING	SUMMER	AUTUMN	WINTER
ACTIVITY				
Hiking and Jogging				
Birding				
Geo-caching				
Letterboxing				
Dog Walking				
Disc Golf				
Biking (especially Mountain)				
Canoe & Kayak				
Fishing				
Ice Skating				
Skiing				
Sledding				
Snowshoeing				
Research/Stewardship				
History and Archeology Buffs				
Educational Experiences				
Wild Rice Growing (future)				
Maple Syrup Harvesting				
<i>Green: Recreation; Blue: Education/Agriculture</i>				

Wooded trails and former railroad right of ways provide a variety of landscapes.





# Action Plan

## INTRODUCTION

The Action Plan sets the direction for implementation of the Master Plan Vision. By establishing a governance structure, identifying funding sources, and indicating tasks to be completed, the action plan identifies how the framework is realized through a clear set of tasks and next steps.

## GOVERNANCE STRUCTURE

The Milwaukee River Greenway Coalition (the Coalition) will lead the implementation of the Milwaukee River Greenway Master Plan. A Memorandum of Understanding (MOU) sets forth the agreement between the parties. The Coalition will be composed of leaders from jurisdictions in the plan area, and five non-profit agencies that conduct extensive programmatic activities within the study area.

Milwaukee County and the Village of Shorewood, along with The Milwaukee Environmental Consortium, The Urban Ecology Center, the River Revitalization Foundation, the Milwaukee Riverkeepers, and the Bicycle Federation of Wisconsin will collaborate to provide recommendations regarding management, fundraising, and educational activities needed to implement in the plan.

This Coalition will bring public and private entities together to focus on improving the

quality of the river corridor. It will create a forum for joint decision making, coordinate projects and programs, provide access to a diversity of public and private funding sources, and enhance implementation through its links to county, city, and village governance structure.

## FUNDING SOURCES

The proposed Coalition will lead fund raising efforts to implement the goals and long-term vision of the Milwaukee River Greenway Plan. To establish the governance structure and realize the plan vision, a detailed fundraising plan will be developed. The plan will target both public and private funding sources to support a project administrator, ecological assessment, design development, construction plans, construction, and on-going management.

This group anticipates maturation into a completely self-funded organization. The Coalition will retain the fiscal sponsorship of the Milwaukee Environmental Consortium.

*Groups will act to maintain trails, restore vegetation, and provide outdoor education.*





<b>ACCOMPLISHMENTS: 1997-2000</b>		<b>\$9-10 Million invested</b>
COMPLETED/ON-GOING PROJECTS	K	RESPONSIBLE GROUP
Removal of North Ave Dam (1997) & river restoration	\$4,660	WDNR, EPA, City of Mke, MMSD
Lincoln Blatz Pavilion sediment removal		WDNR, Mke County, EPA
Fish Reef habitat	\$104	EPA, US Fish & Wildlife Service, Walleyes for Tomorrow
Protective zoning ordinance Shorewood/Mke	\$20	City of Mke, Shorewood, MRGC
Shorewood Master Plan for river frontage	\$40	Shorewood
UEC 100 Year Forestry Management Plan		UEC
Riverside Park Master Plan		UEC, Mke County
Butler Gartersnake monitoring		UEC
Milwaukee Urban Water Trail		MRK, NPS, Mke County
East Bank Trail	\$255	RRF, Mke County, Coastal Mgmt
Acquire/convey/construct Beerline Trail	\$500	RRF, Mke County
Acquisition/fundraising for Rotary Centennial Arboretum	\$2,000	Mke Rotary, UEC, MURF, RRF, Mke County
Acquisition of Melanec's Wheelhouse	\$1,400	RRF, WDNR, MMSD
Greenway workshops (2007)	\$1	MRGC
Shared Use Plan	N/A	MRGC
Milwaukee River Greenway Master Plan	\$25	MRGC

<b>PHASE I</b>	<b>YEARS: 2010-2012</b>	(key to groups on p. 26)
CATEGORY	WORK PLAN	RESPONSIBLE GROUP
GOVERNANCE	Implement the MOU	MRGC
	Develop brand identity & adopt plan	MRGC
	Fund raising Plan	MRGC
REMEDIATION	Lincoln Park & floodplain upstream of North Ave. Dam contaminated sediment removal	WDNR, EPA, Mke County
TRAIL	Lincoln Park <i>Trail Maintenance</i>	Mke County, MRGC
	W. Estabrook Blvd. - Capitol Dr. <i>Trail</i>	MATC, WDNR, MRGC
	Capitol Dr.- Locust St. <i>Streetscape</i>	City of Mke
	Gordon Park <i>Access Improvement</i>	Mke County
	UWM Dormitory <i>River Trail Access</i>	UWM Real Estate Foundation, Mandel
	North Ave. Bridge - <i>Wheelhouse Gateway</i>	Mke County, RRF
	Beerline <i>Trail Construction</i> (August 2010)	Mke County, WDNR, RRF
	Maintain Mke Urban Water Trail Signs	MRK
HABITAT	Corridor-wide habitat inventory and analysis	MRGC
	Nature appreciation/ education <b>(all phases)</b>	UEC
	Restore Wheelhouse/ youth crews <b>(all phases)</b>	RRF
	Bike camp trail riding & clean-up	BikeFed
	Habitat areas (aquatic, birds, veg)	Various
SIGNS	Signage program graphic design	MRGC

<b>PHASE II</b>	<b>YEARS: 2012-2015</b>	(key to groups on p. 26)
CATEGORY	WORK PLAN	RESPONSIBLE GROUP
REMEDIATION	Shoreline matting repair North/Locust	City of Mke
	Address beneficial use impairments in AOC	WDNR, UW Extension
	River clean-ups ( <b>all phases</b> )	Mke Riverkeeper
	Address Estabrook Dam issues	Mke County
TRAIL	Silver Spring Dr. - N. Edgewater Ln. <i>Streetscape</i>	Glendale
	Oak Leaf Trail Rail to <i>Trail Extension</i>	Mke County
	Capitol Dr. - Locust Ave. <i>River Trail/Access</i>	Mke County, MRGC
	Capitol Dr. - Hubbard Park <i>Trail Development</i>	Shorewood
	Cambridge Woods <i>Sanctuary/Interpretive Trail</i>	Mke County, MRGC
	Locust Ave. <i>Bridge Improve/Ped Bridge</i>	City of Mke
	Locust Ave. - North Ave. <i>River Trail Development</i>	Mke County, UEC
	Locust Ave. - Riverside Park <i>Trail Improvements</i>	Mke County, UEC
	Arboretum - North Ave. <i>Bridge Trail</i>	UEC, Mke Rotary, MURF, Mke County
	North Ave. Bridge - Caesar's Park <i>Gate/Trail</i>	Mke County, MRGC
	Improve and maintain water trail ( <b>all phases</b> )	MRK
HABITAT	Habitat monitoring plan	MRGC
	Rotary Centennial Arboretum Opening (2013)	UEC, MKE County, RRF, Mke Rotary, MURF
SIGNS	<i>Info/Interpret Signs</i> (1) Blatz Pavilion/Lincoln Park; (2) Golf Pavilion/Lincoln Park; (3) Estabrook Park North; (4) Estabrook Park Falls; (5) Estabrook Park South; (6) Kern Park; (7) Hubbard Park; (8) Gordon Park; (9) Riverside Park/UEC. <i>Specialized Signs</i> (1) Cambridge Woods - Sanctuary/Warning; (2) UWM Dormitory East - Directional/Trail Marker; (3) Rotary Arboretum - Gateway	MRGC, Mke County

<b>PHASE III</b>	<b>YEARS: 2015-2025</b>	(key to groups on p. 26)
CATEGORY	WORK PLAN	RESPONSIBLE GROUP
REMEDIATION	Develop TMDLS for Mke River Watershed/Estuary AOC	MMSD, WDNR, SWWT
TRAIL	Silver Spring Bridge <i>Pedestrian Improvements</i>	WI DOT
	W. Glendale Ave. - W. Estabrook Blvd. <i>Streetscape</i>	Glendale
	Port Washington Rd. <i>Streetscape</i>	City of Mke, Glendale
	Estabrook Park <i>Trail Maintenance, Improvements, Gateways</i>	Mke County, Shorewood, & Friends of Estabrook Park
HABITAT	Habitat areas (aquatic, birds, veg)	Various
SIGNS	<i>Specialized Signs</i> (1) Silver Spring - Gateway (2) Wheelhouse - Gateway; (3) Caesar's Park - Gateway	MRGC, Mke County, Rotary, UWM Real Estate Foundation, RRF

FUNDING SOURCES	
PROGRAM	DESCRIPTION
Recreational Trails Program	Existing & new trails, trail heads, trail linkages
Wisconsin Coastal Management Grants	Management, protection, and restoration of Wisconsin's coastal resources, and increases public access to the Great Lakes
WDNR River Planning Grants	Riverine ecosystems, management organizations, public understanding, management plans
WDNR River Management Grants	Purchase land, develop regulations, non-point sources pollution control, restoration, implementation, education
EPA Environmental Education Grants	Environmental education
Knowles-Nelson Stewardship Program	Wildlife habitat, water quality and fisheries, and outdoor recreation
Urban Forestry Grant Program	Improve community tree management
EPA Great Lakes Restoration Initiative (see also Sustain Our Great Lakes)	Initiative to target including invasive aquatic species, non-point source pollution, and contaminated sediment.
Urban non-point source & stormwater grants	Stormwater planning projects in an urban area
Land and Water Conservation Fund	Outdoor recreation, public health, and partnerships
EPA Urban Watershed Capacity Building Grant	Establishment and management of urban watershed sub award program and watershed technical services
Sustainable Communities Planning Grant	Regional planning efforts to integrate housing/transportation decisions, and increase capacity to improve land use and zoning
NOAA	Great Lakes habitat restoration
WI Environmental Education Board	Enhance the environmental literacy of Wisconsin citizens. Forestry education.
Great Lakes Commission	Program for soil erosion/sediment control
National Fish and Wildlife Foundation	Keystone Initiative Grants

*Projects, testing, and clean-ups will all be part of restoring the Greenway.*



# Appendix

## ASSOCIATED PLANS AND SUPPORTING DOCUMENTS

- Milwaukee Comprehensive Plan for the Northeast Side, 2009
- Conceptual Plan for the B-4 River District, May 2009
- US EPA Great Lakes Legacy and WDNR Remediation Project/Lincoln Park, 2008
- MMSD Infrastructure Map, February 2008
- Master Plan for Milwaukee's Central Park (Initial Planning Meetings) March 2008
- Delisting Targets for the Milwaukee Estuary Area of Concern, March 2008
- Trails Network Plan, Milwaukee County Parks, January 2007
- Milwaukee County Trail Network Draft Plan June 2007
- Proposed Milwaukee River Greenway Corridor Interim Study Overlay District, May 2007
- Shorewood Parks Plans – Hubbard and Estabrook 2007
- Comprehensive Outdoor Recreation Plan, Village of Shorewood, 2007
- SEWRPC Regional Water Quality Management Plan, 2007
- Trails and Natural Area Crew Annual Report, Milwaukee County Parks, 2005 & 2007
- Ch. 535 Shoreland Ordinance, Village of Shorewood, October 2006
- Ecological Restoration and Management Plan for Milwaukee River July 2006
- SEWRPC Field Inspections for Parcels along the Milwaukee River 2000-2006
- Milwaukee Urban Water Trail, Milwaukee Riverkeeper, 2006
- Changing Habitat & Biodiversity of the Lower Mke River & Estuary, Wisconsin DNR, August 2005
- Preliminary Neighborhood Plan and Vision – Cambridge Woods, May 2005
- SEWRPC Wetlands Map, May 2005
- Planned Environmental Corridor along the Milwaukee River, SEWRPC, 2005
- Master Plan for Public Access to the Milwaukee River in Riverside Park 2005
- 100 Year Floodplain along the Milwaukee River, SEWRPC, 2005
- City of Milwaukee GIS: County Owned Land & Easements, 2004
- A Regional Natural Areas & Critical Species Habitat Protection & Management Plan (Plan #42), 1997
- Estabrook Corporate Park Map; Vegetation inventory; Covenants & Rest. 1990; 1997
- Riverwest Lower Eastside Neighborhood Strategic Plan, CDBG Milwaukee, 1995
- Woodward-Clyde Trail Map, 1994
- The Riverway Plan, Milwaukee River Revitalization Council, 1991

*Learning about and taking care of natural places provides opportunity for everyone.*





An Historical Overview of the Milwaukee River Basin, WI DNR, 1989  
 A Planning Guide for the Middle and Upper Portions of the Milwaukee River 1989  
 Milwaukee Urban Water Trail Gap Analysis Study  
 Cambridge Avenue Parklands Vegetation Inventory  
 Typical Riverbank Stabilization, Access, and Maintenance Easement  
 City of Milwaukee Zoning Along the Milwaukee River Corridor  
 Off Street Bikeway Study, Bike Federation of WI  
 Milwaukee River Estuary Habitat Restoration Project Fact Sheet  
 River Revitalization Foundation Vegetation Map North Ave Dam to Locust  
 Map of RRF property and Snake Habitat  
 Urban Forestry Management and Education Project  
 MATC Solar Education Farm, Johnson Controls

REFERENCE DOCUMENTS

Bicycle Facility Design Handbook, WI DOT January 2004 ADA  
 Public Trust Doctrine: [dnr.wi.gov/org/water/wm/dsfm/shore/doctrine.htm](http://dnr.wi.gov/org/water/wm/dsfm/shore/doctrine.htm)  
 Contaminated Sites: [dnr.wi.gov/org/aw/rr/gis/index.htm](http://dnr.wi.gov/org/aw/rr/gis/index.htm)  
 Oak Leaf Birding Trail: [www.county.milwaukee.gov/](http://www.county.milwaukee.gov/)

RESOURCES

Milwaukee River Work Group. Overlay District, September 2010  
 Root River Master Plan, UWM's SARUP, Spring 2007  
 Innovista Waterfront Park Memo, Innovista Master Plan for USC, Sasaki, 2006  
 Chicago's Water Agenda 2003, City of Chicago, 2003  
 Chicago River Corridor Design Guidelines and Standards, City of Chicago, April 2005  
 Chicago River Agenda, City of Chicago, City of Chicago, June 2005  
 UrbanRiver Visions, Worcester & Chicopee, Massachusetts EOE, Goody Clancy, 2004  
 R.A. Smith National Grants Directory

**Funding for this Master Plan provided by the following generous donors:**

*Brico Fund, LLC; John C. Bock Foundation; WI Department of Natural Resources; WE Energies; WI Coastal Management Program*

*A healthy Greenway will foster joy and wonder and safeguard resources for future generations.*





**Exhibit C Master Plan: Premises Parcels**



Silver Spring Drive

Green Bay Avenue

Interstate 43

Capitol Drive

North Avenue



## Certificate of Completion

Envelope Number: B0A438D8AC00456A9630D1918B4C9916	Status: Completed
Subject: Please DocuSign these documents: Milwaukee River Greenway Agreement 100114.pdf, RRF Ins Cert 2014...	
Source Envelope:	
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Certificate Pages: 5	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	Suzanne Carter
	suzanne.carter@milwaukeecountywi.gov
	IP Address: 204.194.251.5

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10/2/2014 2:04:35 PM CT	suzanne.carter@milwaukeecountywi.gov	

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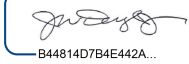
Signer Events	Signature	Timestamp
<p>Rick Norris rick.norris@milwaukeecountywi.gov CBDP Director Milwaukee County Security Level: Email, Account Authentication (None) Electronic Record and Signature Disclosure: Not Offered ID:</p>	<p>DocuSigned by: <i>Rick Norris</i> AD4C84D4023E450...</p> <p>Using IP Address: 204.194.251.5</p>	<p>Sent: 10/2/2014 2:10:02 PM CT Viewed: 10/2/2014 2:13:44 PM CT Signed: 10/2/2014 2:22:36 PM CT</p>
<p>Amy Pechacek amy.pechacek@milwaukeecountywi.gov Director of Risk Management Milwaukee County Security Level: Email, Account Authentication (None) Electronic Record and Signature Disclosure: Accepted: 2/25/2014 12:36:39 PM CT ID: 55fe780a-2930-46fa-8578-dc7e4fbad47c</p>	<p>DocuSigned by: <i>Amy Pechacek</i> E454E4CA2D21452...</p> <p>Using IP Address: 204.194.251.5</p>	<p>Sent: 10/2/2014 2:22:40 PM CT Viewed: 10/6/2014 8:46:38 AM CT Signed: 10/6/2014 8:50:10 AM CT</p>
<p>Mark A Grady corp counselsignature@milwcnty.com Deputy Corporation Counsel Milwaukee County Security Level: Email, Account Authentication (None) Electronic Record and Signature Disclosure: Not Offered ID:</p>	<p>DocuSigned by: <i>Mark A Grady</i> 2BE87A71B2AE4E5...</p> <p>Using IP Address: 204.194.251.5</p>	<p>Sent: 10/6/2014 8:50:13 AM CT Viewed: 10/7/2014 4:45:18 PM CT Signed: 10/9/2014 3:13:07 PM CT</p>
<p>Scott B. Manske comptrollersignature@milwcnty.com Comptroller Milwaukee County Security Level: Email, Account Authentication (None) Electronic Record and Signature Disclosure: Not Offered ID:</p>	<p>DocuSigned by: <i>Scott B. Manske</i> F7354A95DB0643E...</p> <p>Using IP Address: 204.194.251.5</p>	<p>Sent: 10/9/2014 3:13:10 PM CT Viewed: 10/10/2014 12:25:41 PM CT Signed: 10/10/2014 12:26:13 PM CT</p>



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john.dargle@milwaukeecountywi.gov  
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Certified Delivered	Security Checked	10/10/2014 3:02:12 PM CT
Signing Complete	Security Checked	10/10/2014 3:03:12 PM CT
Completed	Security Checked	10/10/2014 3:03:12 PM CT

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**Required hardware and software**

Operating Systems:	Windows2000? or WindowsXP?
Browsers (for SENDERS):	Internet Explorer 6.0? or above
Browsers (for SIGNERS):	Internet Explorer 6.0?, Mozilla FireFox 1.0, NetScape 7.2 (or above)
Email:	Access to a valid email account
Screen Resolution:	800 x 600 minimum
Enabled Security Settings:	<ul style="list-style-type: none"><li>• Allow per session cookies</li><li>• Users accessing the internet behind a Proxy Server must enable HTTP</li></ul>



1.1 settings via proxy connection
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