

## Greenprint- Milwaukee Shoreline Master Plan Progress Report-November 7, 2016

### Overview

The War Memorial Center in cooperation with Milwaukee County, the Milwaukee Art Museum and the Rotary Club of Milwaukee has undertaken the development of a comprehensive master plan funded by the Fund for Lake Michigan. The intent is to create a master plan with sustainable design elements for planned and future projects along Milwaukee's shoreline from Michigan Avenue at the Gateway Project, north through Veterans Park and into McKinley Park. The plan will address a vision for Milwaukee's lakeshore, creating a consistent circulation of flow and connections for vehicles, pedestrians, bikers and other users through landscape development, pathways, and vistas, allowing for future monuments honoring Veterans and other civic leaders as well as alternate recreation areas.



This Greenprint Master Plan will make specific recommendations for incorporating **green infrastructure components** for improving water quality and enhance the ecology of the area. Surface parking for Veteran's Park, run-off from Lincoln Memorial Drive, improving the lagoon's ecology and enhancing the War Memorial Center north parking lot to address parking lot pollutants and storm water runoff while creating an inviting natural and appealing entry to the Centers' north entrance will have a significant focus.

### Stakeholder Involvement (Attachment 1)

The master planning process encourages stakeholder involvement to generate ideas and provide input to concepts being proposed. Attachment 1 presents the listing of the project stakeholders, the names and affiliations of which were primarily identified by the Steering Committee and the Fund for Lake Michigan. Note the listing shows the dates and attendance:

- Stakeholder Meeting 1 held on July 14, 2016 - focusing primarily on the north lot and green infrastructure
- Planning workshop held on September 14, 2016 - three primary planning aspects were considered: 1) green infrastructure/water quality; 2) circulation/connections; 3) programming
- Stakeholder Sessions (Meeting 2) held on September 29, 2016 - Notes, ideas and suggestions from Stakeholder Meeting 1 and the workshop were taken and three interchangeable concept alternatives were created for discussion at the Stakeholder Sessions.

In addition, focus group meetings have been conducted with the following organizations:

- City of Milwaukee Departments of City Development & Public Works - Karen Dettmer (DPW), Kristin Bennett (DPW-bike and pedestrian), Greg Patten (DCD)
- Port of Milwaukee - Larry Sullivan
- Milwaukee County Executive/Economic Development and Dept. of Administration representatives
- Milwaukee Art Museum - Marcelle Polednik, Executive Director



### **Conceptual Master Plan Exhibits (see Attachments)**

The outcome of the stakeholder and focus group meetings have been compiled by the planning consulting team who have developed four exhibits:

1. Long Term Vision Water Quality Enhancements - stormwater collection and treatment opportunities associated with surface parking lots and Lincoln Memorial that will improve water quality in the Lagoon and discharge to Lake Michigan by overland flow and via outfalls enhancements.
2. In Progress Master Plan Greenprint - presents eight enhancement ideas.
3. Parking Option A - maintains the existing vehicular entrance at current location with and equivalent parking spaces compared to existing conditions. A second deck for Lot D could be added increasing the parking spaces by approximately 100 vehicles.
4. Parking Option B - move the vehicular entrance north and reconfigure Lincoln Memorial Drive. A second deck for Lot D could be added increasing the parking spaces by approximately 100 vehicles.

### **Schedule (Attachment 6)**

To meet the project objectives of holding a public meeting to present the master plan, prepare a final report with budgetary costs and assemble the grant applications for submittal to the FFLM and the MMSD, the project schedule has been revised to reflect critical activities that precede the public meeting, final report and grant applications. The Steering Committee and the Consulting team are challenged to secure buying-in by the War Memorial Board, Milwaukee County and the City.

## Greenprint - Attendance

	Organization	Contact	Stakeholder Meeting #1	Workshop	Stakeholder Meeting #2
<b>War Memorial Center Tenants</b>			7/14/2016	9/14/2016	9/29/2016
	AMVETS				
	Chipstone Foundation	Jackie Sarich			
	Dry Hootch	Bob Curry			
	Horizon/Rotary Club of Milwaukee	Phil Schultz	X	X	
	International Assn. for Orthodontics	Detlef Moore	X		Session 1
	Kiwanis	Julie Gmeinder			Session 1
	Marjorie Stewart	Marjorie Stewart			
	Milwaukee Art Museum	Jane Wochos	X	X	
	Milwaukee Church of Christ	Kristin Pratt			
	Rotary Club of Milwaukee	Mary McCormick	X	X	
	USO	Josh Sova			Session 1
	War Memorial Center	David Drent	X	X	Session 1
	War Memorial Center	Vicki Chappell	X	X	Session 1
	War Memorial Center	Laurie Kildegaard	X		
	War Memorial Center	Jennifer	X		
	War Memorial Center	Mark Walgreen	X		
	War Memorial Center	Peter Pochowski	X		
<b>Gateway &amp; Downtown</b>					
	Betty Brinn Children's Museum	Fern Shupack			
	Beyond Vision	Jim Kerlin			Session 1
	Brady Street BID	Steph Salvia			Contacted
	Business Improvement District	Elizabeth Weirick, Executive Director			Contacted
	City of Milwaukee DCD	Greg Patin		X	Session 2
	City of Milwaukee DCD	Rocky Marcoux, Commissioner for City Dev.			
	City of Milwaukee DPW	Karen Dettmer	X		
	Discovery World	Joel Brennan			Session 2
	East Town Association	Kim Morris			Contacted
	Historic Third Ward Association	Nancy O'Keefe			Contacted
	Metro Milwaukee Association Commerce (MMAC)	Corry Biddle			
	Milwaukee Art Museum	Dan Somers, Facilities	X		Session 1
	Milwaukee DCD (Bike-Ped)	Kristin Bennett			
	Nelson-Schmidt	Dan Nelson			Session 2
	Northwestern Mutual	Kevin Kennedy			Contacted
	Summerfest	Bob Gosse			Session 2
	Visit Milwaukee	Paul Upchurch			
	Wisconsin DNR-Lakeshore State Park	Tom Kroeger (Lakeshore State Park)			Session 2
<b>Park Users</b>					
	African American Chamber	Eve Hall			Contacted
	Fund for Lake MI	Vicki Elkin	X		
	Jewish Museum	Patti Sherman-Cisler, Executive Director			
	Juneau Park Friends	Lisa Hatch			Session 3
	Lakefront Development Advisory Commission	Bill Lynch			Session 1
	Friends of Lakeshore Park	Sue Frautschi			Session 3
	MCTS	Brendan Conway			Contacted
	Milwaukee County	Jeremy Theis			Session 3
	Milwaukee County	Sheldon Wasserman			
	Milwaukee County	Jason Haas			
	Milwaukee County DAS	Julie Bastin		X	Session 3
	Milwaukee County Parks	Kevin Haley	X	X	Session 3
	Milwaukee River Keeper	Cheryl Nenn			
	Milwaukee Sailing Center	Karen Hunt			Session 3
	Milwaukee Yacht Club	Tom Maliszko			Session 3
	MMSD	Bre Plier	X		
	MMSD	Lisa Sasso			Session 3
	Park People of Milwaukee County	Jim Goulee			
	Port of Milwaukee	Larry Sullivan			Session 3
	Wisconsin Coast Management	Todd Breiby			
		Mary Smith			
		John Lunz			
		Bill Hibbard			
<b>Veterans</b>					
	Veterans Board of Directors	Patrick Romero			



- Stormwater Collection and Treatment Opportunities
- Parking Lot
- Parking Lot Stormwater Opportunities
  - BMP
  - Parking Layout
  - Structured Parking
- Shoreline Treatment Opportunities
- Outfall Enhancements

## Long Term Vision Water Quality Enhancement Opportunities

### Greenprint For War Memorial and Veterans Park

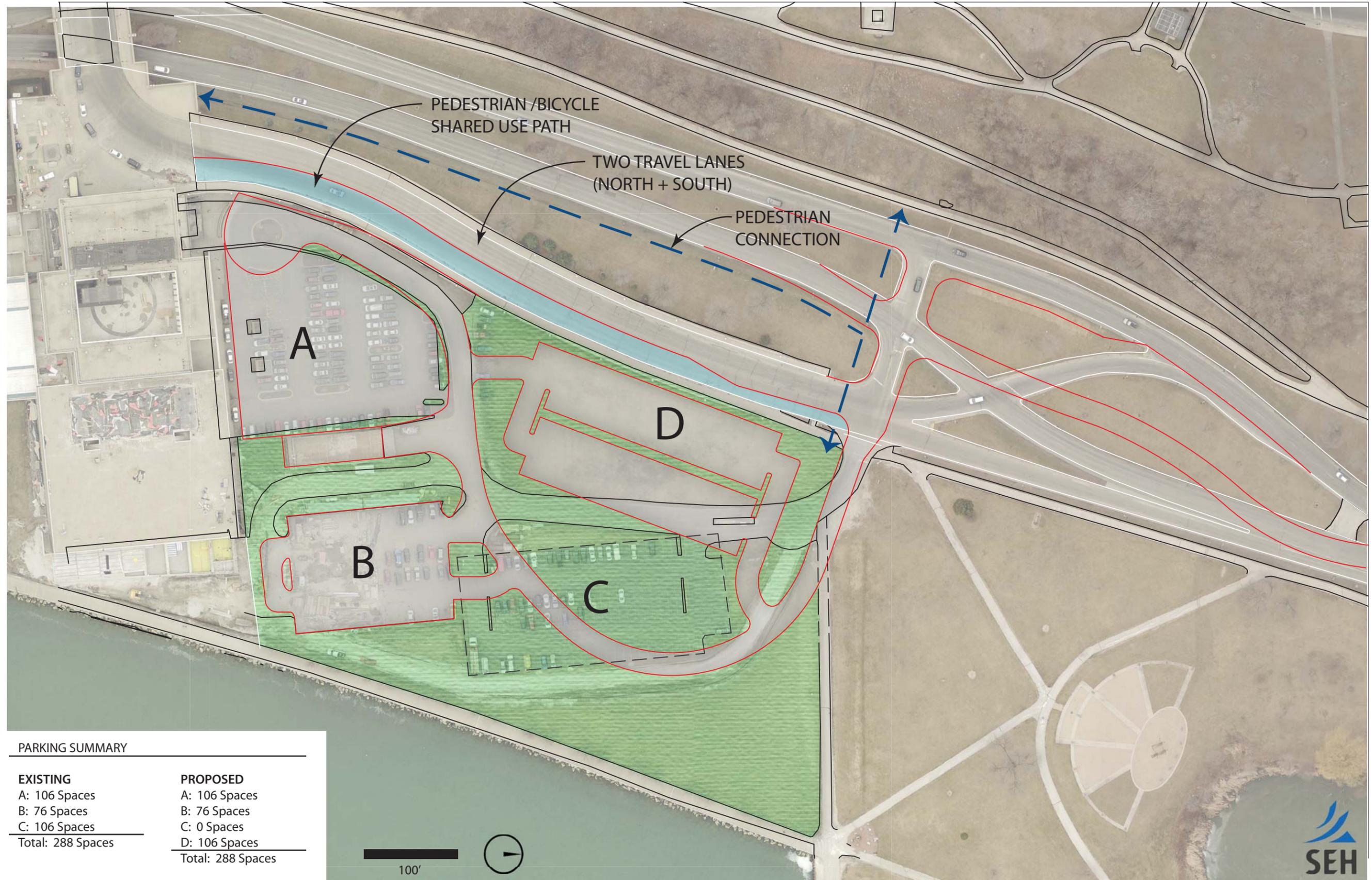
# In Progress Master Plan Greenprint

1. NORTH PARKING AREA
  - PARKING MODIFICATION
  - STORM WATER MANAGEMENT OPPORTUNITIES
  - MODIFY ENTRANCE TO LINCOLN MEMORIAL DRIVE
2. LAGOON + WETLAND + CONNECTION TO LAKE
  - STORMWATER MANAGEMENT ENHANCEMENT
3. MEADOW - FLEX PROGRAMMING
  - RENOVATION
  - RETAIL VILLAGE UPGRADE
4. NORTH / EAST AMENITY ZONE
  - RESTROOM RENOVATION
  - PLAYGROUND
5. NORTH/ WEST AMENITY ZONE
  - PAVILION PLAZA
  - RESTROOM RENOVATION
  - SHORELINE RECONSTRUCTION
6. EXISTING PARKING LOT
  - STORM WATER GREEN INFRASTRUCTURE
7. SHORELINE PROMENADE
8. BAY ENHANCEMENT PROJECT

NOTE: ALL PHASES WOULD INCLUDE TRAIL UPGRADES

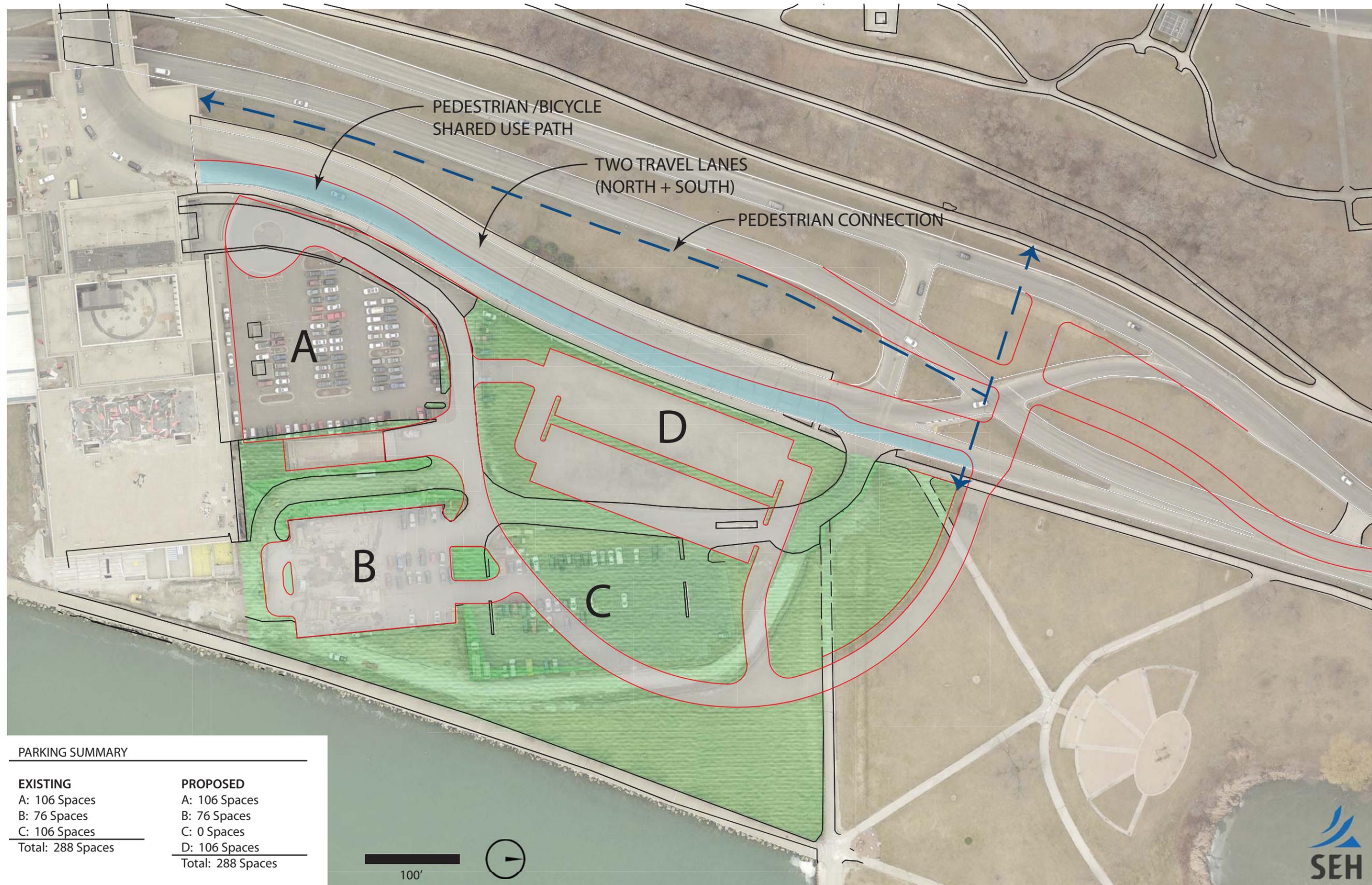


# PARKING OPTION A (MAINTAIN EXISTING VEHICULAR ENTRANCE AT CURRENT LOCATION)



NOTE: Future 2nd Parking Level On "D" Yields An Additional 100 Cars

# PARKING OPTION B (MOVE VEHICULAR ENTRANCE NORTH)



## PARKING SUMMARY

### EXISTING

A: 106 Spaces  
 B: 76 Spaces  
 C: 106 Spaces  
 Total: 288 Spaces

### PROPOSED

A: 106 Spaces  
 B: 76 Spaces  
 C: 0 Spaces  
 D: 106 Spaces  
 Total: 288 Spaces

NOTE: Future 2nd Parking Level On "D" Yields An Additional 100 Cars

