



**Quorum Architects, Inc.**

116 East Pleasant Street  
Suite 100  
Milwaukee, WI 53212

## BRIDGING PAST AND FUTURE



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Site Design

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**FINAL REPORT**

**REVITALIZATION PLAN FOR WASHINGTON PARK  
MILWAUKEE COUNTY DEPARTMENT OF PARKS**

**JUNE 1, 2000**

ph: (414) 265-9265  
fax: (414) 265-9465  
e-mail: [qarch@execpc.com](mailto:qarch@execpc.com)

## **B. List of Community Stakeholders**

Quorum Architects wishes to thank all of the following individuals who represented themselves, local neighborhoods, and local businesses and were generous in their participation and support of this project, by attending the public meetings as well as meeting with the planning team members (listed in alphabetical order).

Supervisor Sheila Aldrich, Milwaukee County

Diane Babian

Susan Baldwin, Director, Milwaukee County Department of Parks

David Boucher, West End Community Association

Linda Cieslik, Dept. of Aging

Guy Clough, The Interlude

Supervisor Lynne De Bruin, Milwaukee County

Tammy Depree

Una Van Duvall, Northwest Side CDC

Kris Erdmann

Sandy Folaron, Milwaukee Coffee Company

Norma Fortune

Alderman Willie Hines, City Of Milwaukee

Kurt Hildebrand

Supervisor Lee Holloway, Milwaukee County

Mike Howden

Tom Jennings, Jennings and Associates

Christal P. Johnson

Marilyn Johnson

Odell Johnson, Johnson and Associates

Keith Kalberer, Marketing Director, Milwaukee County  
Dept of Parks

Lo Neng Kiatoukasy, Hmong American Friendship  
Association

Jerry Krings

Vincent Knox

Peter Kokh

Robert Krug

Marina Lee

Martha Love, Milwaukee County Executive's Office

Earnell Lucas, City of Milwaukee Police Department,  
District #3

Sally Maddox, West End Community Association

Jim McLinden, Washington Heights Neighborhood  
Association

Scott Meier

Pat Mueller, Martin Drive Neighborhood Association

Karen Murphy-Smith, West End Community Association

Alderman Michael Murphy, City of Milwaukee

Ailyson Nemec, AIA, Quorum Architects

Bob Plevin

Mike Robertson, Community Villages, Ltd.

Betty Siemsen

James Steiner, ASLA, Quorum Architects

Julie Vogel, Neighborhood House

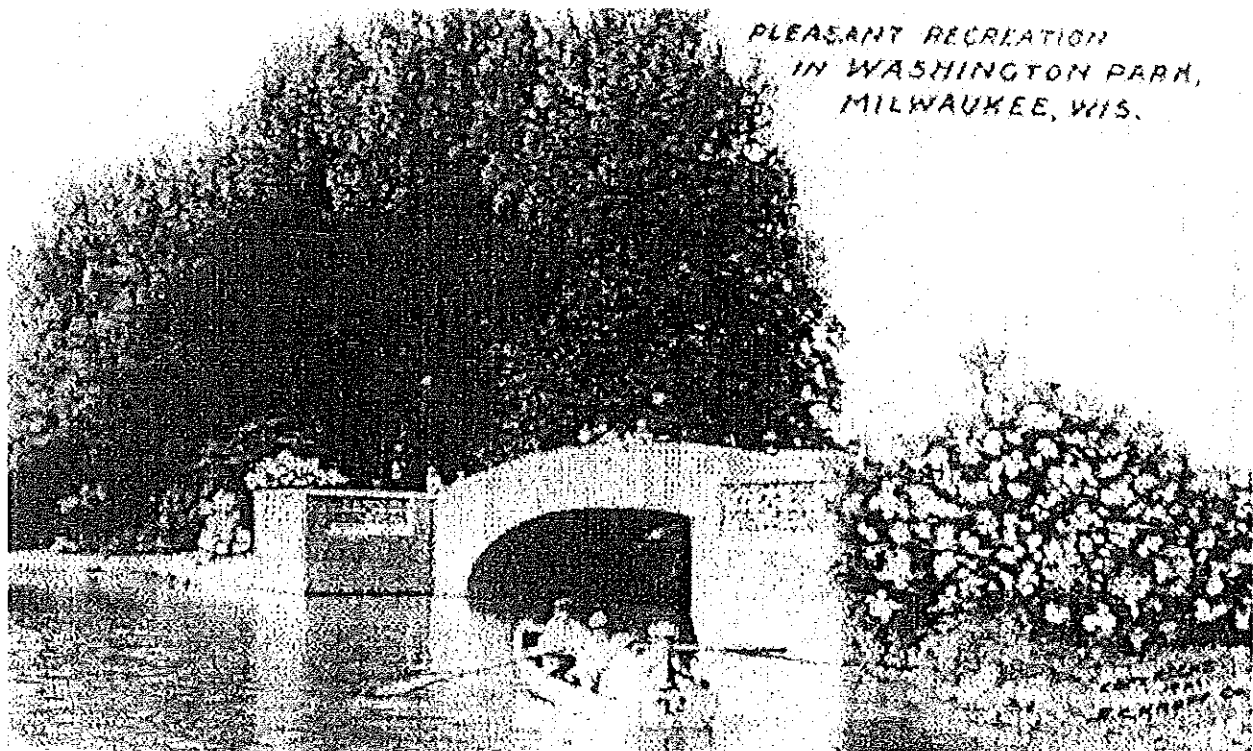
Robert Wauiter

Darnell Yarborough

Paul Zettel

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## **D. Goals and Objectives of Project**

This report is a summary of the information gathered to date as one of the closing phases of our Revitalization Plan for Washington Park. This summary serves as a written record of Quorum Architect's interpretation of data relating to the development of Washington Park (or "West Park", as it was originally designated by Frederick Law Olmstead and the City of Milwaukee Park Commission), from its initial plan layout to its present day condition. Quorum Architects was directed to evaluate this project with the understanding that Washington Park was designed and developed over the years as a regional facility, and our goal is to encourage both regional and local involvement on a regular basis, both now and into the future.

The purpose of this report and the accompanying drawings, charts and graphics is to assist Milwaukee County with understanding our thought process to date as we proceed with finalizing the Revitalization Plan, and to clearly identify our recommendations for revitalizing the park. We hope this report also serves to clarify and encourage discussion of specific issues that we encountered during our year long study of the park and will illustrate the issues that we believe to be pertinent to the successful implementation of the recommendations of this report.

## **E. Process of Neighborhood Involvement**

Quorum Architects was assigned a Steering Committee by Supervisors Lee Holloway and Lynne De Bruin, to assist the design team in the overall planning process. These individuals, who are all

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listed on the first page of this document, were a diverse representation of neighborhood individuals, business owners, concerned residents, leaders of various community groups and educators from both the public and private realms. This Steering Committee worked with the Milwaukee County Department of Parks, as well as Quorum Architects for over a year, as we worked together to create our final plan and list of proposed recommendations.

Our planning group met monthly, with an agenda of planned goals described for each meeting. Our primary goal at the onset of this project was to listen carefully to the diverse voices that used the park or lived near it, so that we could begin to understand the existing dynamics of how the park was utilized at the present time, obstacles to utilization, and what areas of use needed to be addressed during our study.

Some of our initial planning sessions included a series of visioning exercises, where our Steering Committee was assigned areas of interest within the park and then given an allotted time span to brainstorm as a group as to how these various areas could be brought forth to their fullest potential. The areas that were discussed included, Arts and Entertainment, Athletics/Sports, Facilities, Grounds and Traffic Engineering, Education and a category that we called "Quick Wins", which was to focus on smaller, more individualized projects that could be taken on by community groups to make a quick, but significant impact on improving Washington Park.

Each group was asked to complete the question "I will visit Washington Park when ...", with as many brainstorming ideas that they could come up with. Each group was facilitated by a member of the consulting team, to record and monitor the group's responses. The question that was used as a springboard for ideas was phrased in a way that would encourage a positive outlook for the park, and steer the groups away from dwelling on more negative thoughts or images that would slow down the process. Quorum Architects tried to continually keep our Steering Committee looking toward the goal of finding positive ways to improve the park, lest the discussions get pulled into a series of negative statements of what was perceived to be wrong with the park. Although we needed to be aware of the negative factors that had affected park attendance for some neighborhood residents over the years, we made ongoing efforts as planners to not allow our group's work to fall into a diatribe of complaints, as this would not be conducive to our efforts.

The resulting data that was recorded from these visioning sessions was summarized and reviewed at subsequent meetings. These lists helped us to define the areas we needed to address, as well as give us some insight into what the public would have to say about the park when we began our survey phase.

Our study identified the following items as potential areas to focus on during the course of this project:

- Existing Structures to be Preserved
- Existing Structures to be Removed
- Proposed New Structures
- Changes to Vehicular Circulation

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- Changes to Pedestrian Circulation
- Proposed New Uses for Existing Structures
- Proposed New Programming Activities to be Introduced into the Park
- Changes to Lighting
- Security Issues (perceived or otherwise)
- Major Community Interests
- Highest Priority Recreational Needs
- Significant Site Features to Preserve
- Proposed New Site Features
- Major Demographic Issues
- Social Issues Affecting the Park's Future
- Significant Environmental Issues

the park, with ingress/egress points located along Vliet, North 41<sup>st</sup>, and Walnut Streets, as well as an entrance leading to the main circulation loop from Sherman Boulevard, which crosses Pabst (now Lloyd) Street.

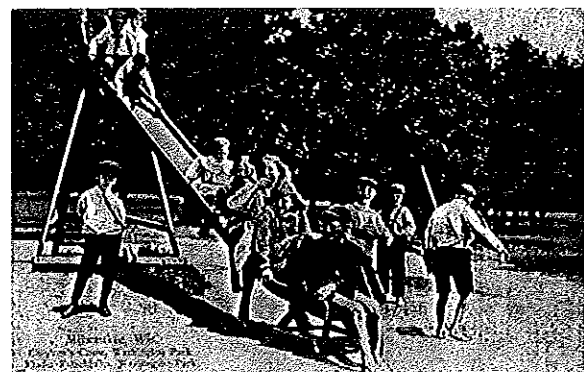


## F. Summary of Historical Data

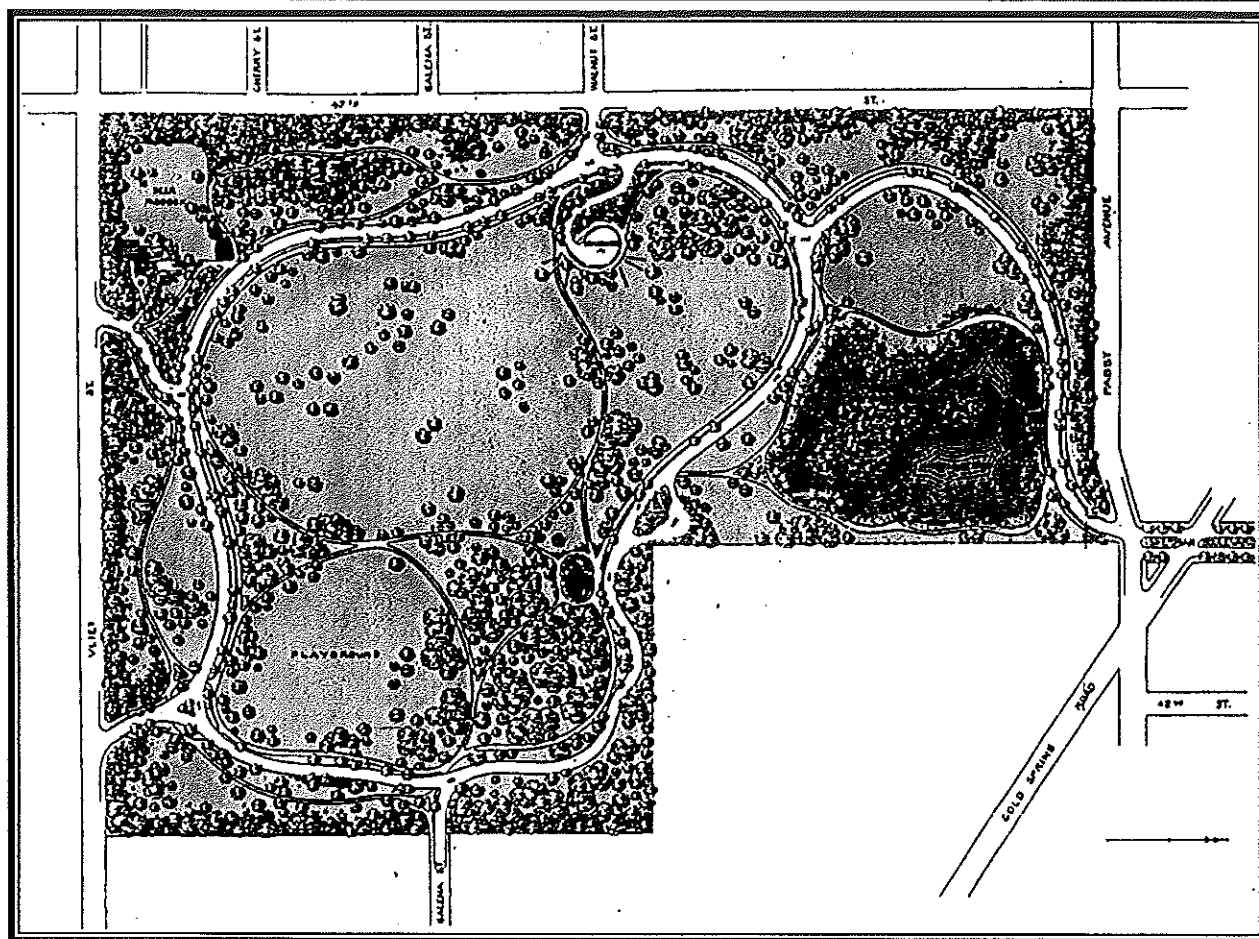
Quorum Architects is fortunate to have had access to specific documents from the Olmstead Archives illustrating the original plans for Washington (or West) Park. The enclosed General Plan for West Park dates from the late 1890's and shows the park's original layout prior to annexation of additional land south of Lisbon Avenue and west of North 40<sup>th</sup> Street (see Plan "A"). Although Sherman Boulevard, Vliet, Cherry, Galena and North 42nd Streets remain to this day, other streets shown on these historical plans have changed names. For reference, Walnut Street was expanded into Washington Boulevard when the Washington Heights and Washington Highlands subdivisions were developed from the early 1900's through the 1930's. In addition, Pabst Street, as shown on the plan, is now Lloyd Street, Cold Spring is now Lisbon Avenue, and Elm Street has been renamed Garfield Street.

These carriage paths are bordered on one, and many times, two sides by walking paths. After analyzing the plan, it becomes apparent that most of the major roadways have been altered during subsequent renovations to the park. A "Deer Paddock" in the southwest corner of the site was later developed into the Milwaukee Zoo site. At the end of Walnut Street (now Washington Boulevard), an area designated as the "Concourse" provided a lookout on what was the highest elevation in the park. Despite the fact that much of the western edge of the original park has been lost due to the development of the existing Highway 41

Site features of interest from the original plans include a circulation loop throughout



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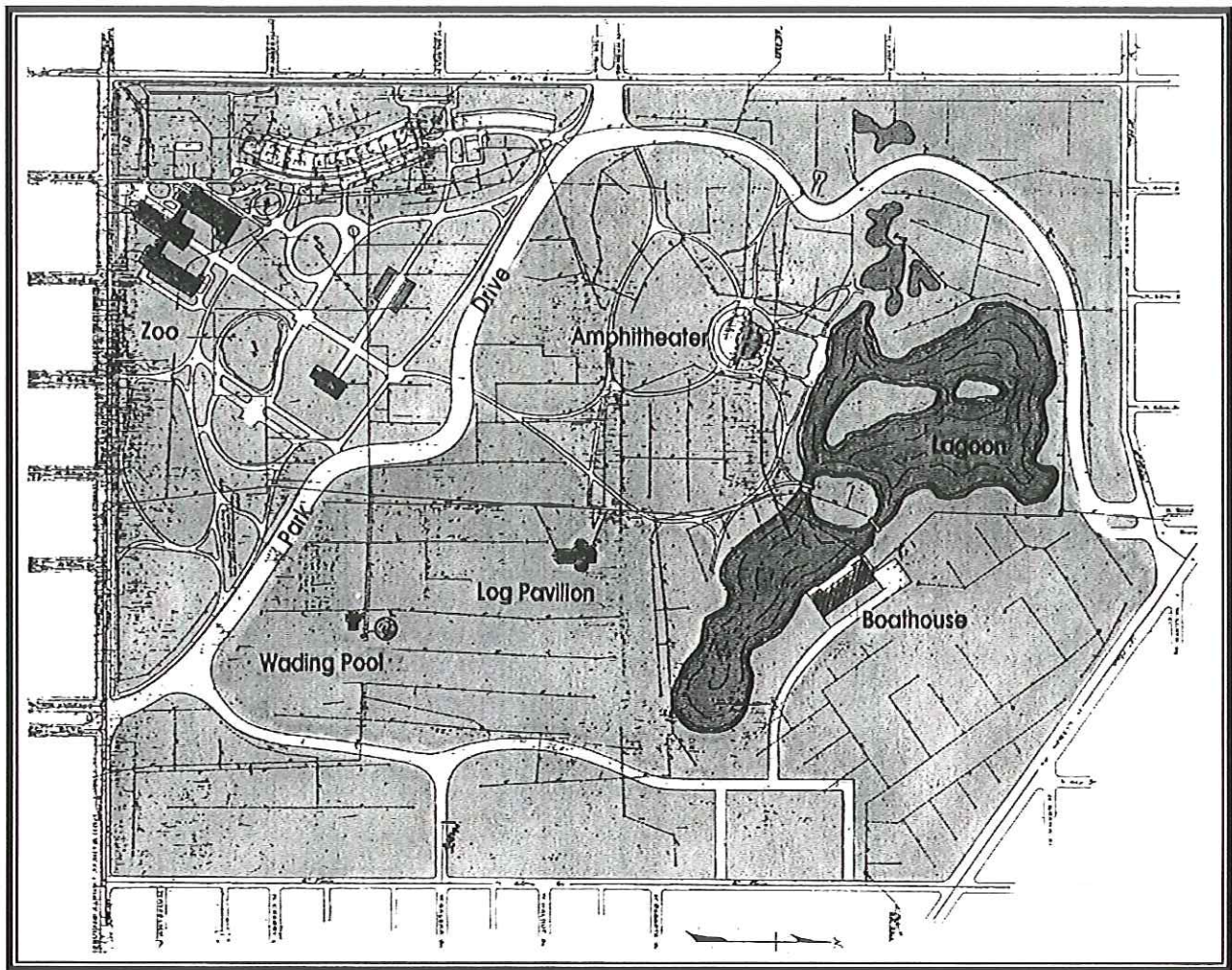
**Original Olmstead Master Plan "A"**

freeway spur, this high point still exists, yet it is no longer designated as a lookout. The "Concourse" overlook from Olmstead's original design is a historical site feature that could be recreated in the new plan. The park seems to have been designed primarily for passive (and some informal active) recreational uses. An area designated as "Playground" occurs in what is now a gently sloping site on which the tennis courts and swimming pool were later built. A log pavilion containing restrooms, concessions and a covered picnic/gathering area was sited in the wooded area close to where the existing transformers are now housed in a concrete bunker. The lagoon on the early Olmstead plan was less than half the size of the existing lagoon, due to the reduced

amount of land originally designated for the park.

In addition to the drawing included in this report, Quorum Architects also has access to some of the other preliminary schemes for West Park, the original plant lists, as well as drawings for the log pavilion/restroom facility. All of these drawings are valuable records of how the park evolved and changed shape in its early developmental stages.

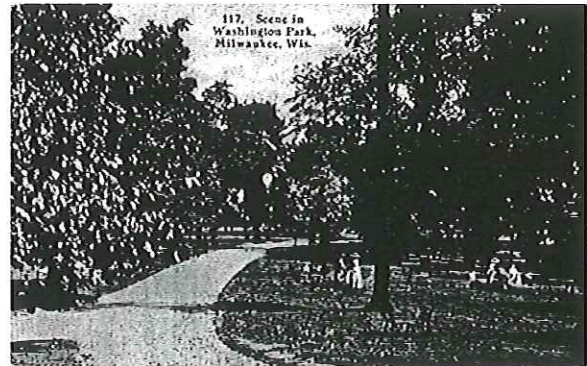
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## 1941 Water Distribution Plan "B"

Major changes occurred between implementation of the Olmstead plan from the 1890's and what is shown on a Water Distribution System Plan for the park, dated 1941 and retrieved from the Milwaukee County Parks Department archives. This plan is our most accurate record to date of the park's layout prior to the development of the Highway 41 spur, and is an interesting illustration of the park's progression from mostly passive use to more active recreational activities.

The 1941 plan shows how Washington Park's overall boundaries had increased substantially from the Olmstead plan, with the park extending north to Lisbon Avenue



and east to North 40<sup>th</sup> Street (see enclosed plan "B"). This additional land was annexed for the park during the first part of the 20<sup>th</sup> century. When we overlay this plan with our current Existing Conditions plan, we are able to see how much of the

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park's infrastructure from this time period survives to the present day. Surprisingly, most of the carriage paths that Olmstead designed do not carry through to the 1941 plan, with the exception of a north-south road on the eastern side of the park, which runs roughly parallel with North 40<sup>th</sup> Street. This former drive is now a pedestrian path. Another roadway, the link that led from Sherman Boulevard to the main circulation loop in Olmstead's plan, remains intact on the 1941 drawing. This road provided a vehicular path past the Blatz Temple of Music, which was completed in 1938 and was a major attraction that infused the park with crowds and vitality for years. A layout for Park Drive is shown substantially re-routed from a similar road on the original Olmstead plan, to make way for the expanded Zoo layout in the southwest corner. Since the Highway 41 spur did not exist in 1941, the park's western boundary extended west to 45<sup>th</sup> Street.



The Zoo layout encompassed most of the southwest corner of the site and, along with the Blatz Temple of Music, served as a focal point for many visitors to the park. Because the location of Park Drive doesn't appear to have changed from the 1941 layout, this corner of the Park has

remained as somewhat of a separate entity, especially since increased traffic along Park Drive makes pedestrian crossing from one side to the other somewhat difficult. With the Zoo relocated to its present site, this area is now the site of the Senior Center, its adjacent parking lot and a topographical depression that a current plan shows to be used for sledding.

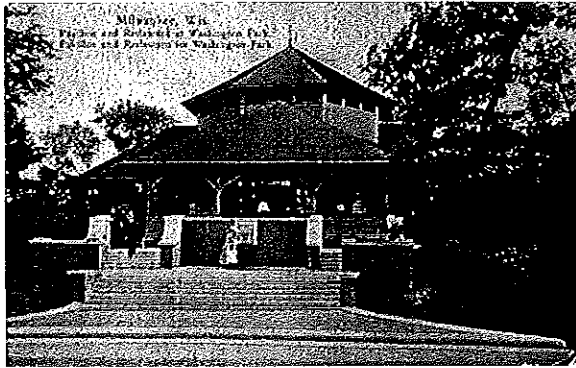


A wading pool, playground and what is presumed to be changing rooms are shown in the area that is now sand and lawn between the existing tennis courts and the existing pool structure. The original log pavilion is shown larger than Olmstead's plan, with an additional wing apparently built to the south. It is not known at this time what was included in this wing. The drive running parallel to North 40<sup>th</sup> Street leads to what could have been a service area, and continues on to the former Boathouse (now the location of the existing Community Building), which is shown hugging the northeastern shore of the lagoon.



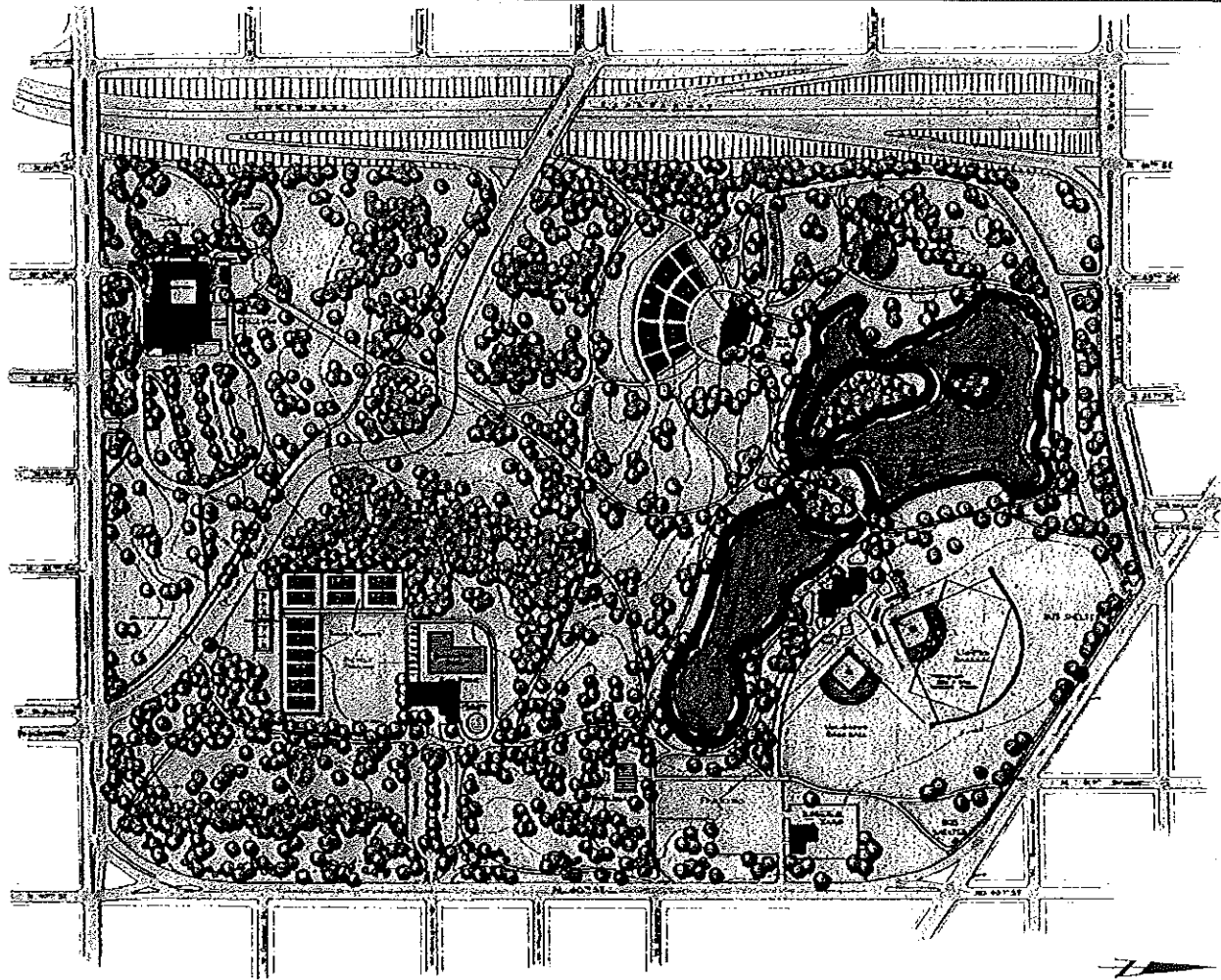
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The rest of the park appears to be designated for passive recreational use, with a network of walking paths remaining close to the pattern of those used today. Some paths have been added and some relocated, but the overall concept for pedestrian circulation remains similar to the 1941 plan.

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Existing Conditions Plan "C"

## G. Existing Conditions

Several major changes to the infrastructure of Washington Park have occurred since the 1941 plan (see Existing Conditions Plan "C"). The Senior Center Complex has now taken the place of the former Zoo site. This building is in very good condition after undergoing a major renovation by the County. It appears to be well used and carefully maintained and is an attractive meeting place for senior-focused activities and neighborhood groups. The Center has a large meeting hall with a stage, making it potentially available for more regional activities, if they could be worked into the existing Department of Aging programs.



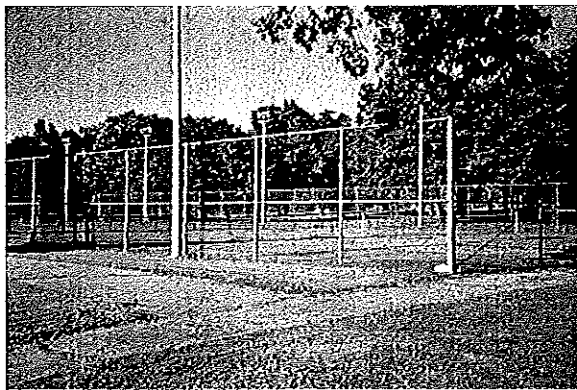
The parking lot that serves the Senior Center could potentially be used as parking for park activities, except that it only has ingress/egress points leading onto Vliet. The lot has mature trees in place to provide shade and has been broken up with planting islands, which help to soften its appearance. The amount of parking

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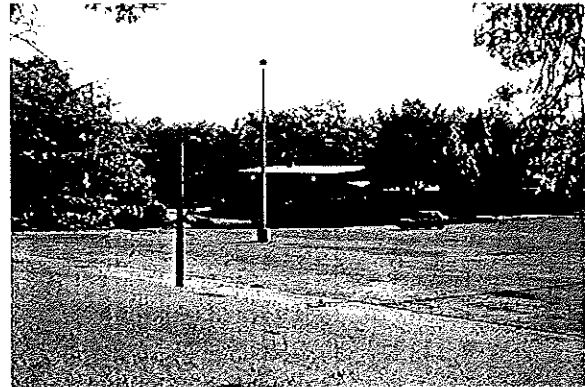
seems to be sufficient for Senior Center activities, but the lot is underused at other times.

A few of the existing pedestrian walkways remain from the Zoo plan, most significantly an axis that runs from the main Zoo building out to Park Drive. This path now leads from the service and shuffleboard area of the Senior Center. Tennis courts, two basketball courts, a play area and the swimming pool complex with adjacent parking areas are all active recreation elements that have been added since the 1941 plan.



The tennis courts appear to be in fair condition but are underused at times. The basketball courts, which have been renovated to half courts, seem to enjoy more consistent use from area residents. The parking lot paving for the swimming pool has deteriorated, but the lot is well used during peak swimming and picnicking months. The swimming pool complex itself is a somewhat uninviting design from the postwar era, yet the pool has been fairly well maintained. One of the issues that we will be evaluating is whether or not this existing pool configuration meets the needs of the surrounding community and will serve as a viable asset for the County,

in terms of participation and maintenance costs. The Revitalization Plan is running concurrently with a Pools Study and we hope to glean information from this other study to incorporate into our own findings.



A parking lot and service yard occupies the northeast corner of the site. Both of these areas need considerable attention. The parking lot, like the one at the swimming pool, is badly deteriorated. The service yard is a necessary part of the park's program, yet this area is unsightly and is now hidden by masses of overgrown shrubs.

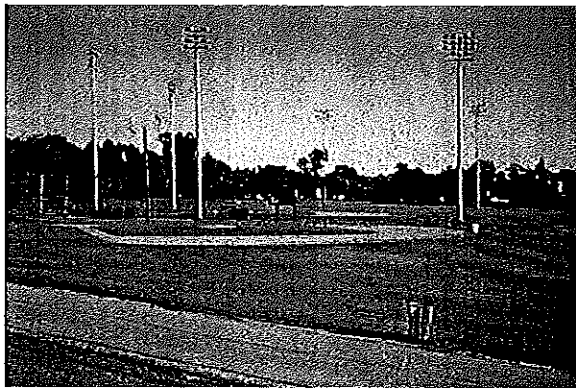
A path leads from this parking lot to the former site of the Boathouse, now the location of the existing Community Building. This building sits on what could arguably be considered one of the prime building sites in the park. Although there is a mix of architectural styles found throughout the park, the Community Building is the newest structure in the park and its design seems the most significantly out of place. The sharply angled rooflines, rough precast panels and minimal windows all seem to work against everything an Olmstead park was intended to be: a pastoral setting, an idealized romantic landscape and a

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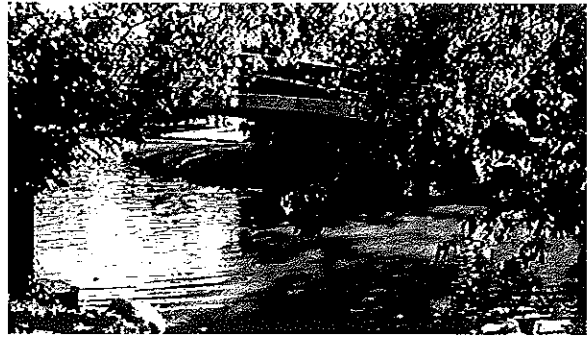
calming urban oasis that is friendly and accessible. In addition, although well sited along the lagoon, this building is highly underutilized and accessing it by car is inconvenient.

Toilet facilities are located in the swimming pool complex and the Blatz Temple of Music, but are only open when these facilities are in use. Toilets are also located in the Senior Center, but these are not intended for general public use.



Other additions to the park since the 1941 plan include the development of the baseball diamonds (one lighted, the other unlighted) in the northeast corner of the park, adjacent to Lisbon Avenue. Two soccer fields are overlaid on the baseball outfields so that this valuable piece of flat land can serve double duty during each sport's playing season.

The lagoon is an especially attractive feature of the park and is used only as a visual element at this time, although in the past it served as a setting for pleasure boat rentals. It is quite overgrown in places, to the point where views are severely limited. This fact will be discussed further in the Site Analysis section of this report. A smaller



pond lies off to the west of the lagoon, and it too is quite overgrown with cattails.

The Blatz Temple of Music is situated in roughly the center of the western half of the park, just north of the former "Concourse" overlook. Once a popular attraction within the park, the "Music Temple" has experienced a severe decline over the years. Although the building is structurally sound, the grounds and seating are in poor shape. Attempts to bring crowds in for concert-type venues have been met with mixed results, even when these events were offered to the public at no charge. This area is worthy of considerable study, due to the charm of the historical structure as well as the potential it has to generate a high degree of activity in the park during peak months. The former road from Olmstead's plan that remained intact on the 1941 plan has been severely modified to make way for the Highway 41 spur. The entrance from Sherman Boulevard has also been eliminated, with a minor entrance from Lloyd Street leading to what is now essentially two dead-end street fragments. A deteriorated parking area for 50 cars lies adjacent to the Music Temple, yet it needs to be examined if this is adequate for bringing in the amount of people necessary (many by car these days, if the

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park is to be considered regionally) to make it a success.



Lighting is adequate in some areas of the park, but dimly lit or dark in many others. Adequate lighting and how it affects the issue of perceived safety is another area that will be addressed during this study.

### H. Existing Structure Inventory

#### Community Building (Parks Dept. Training Center)

The present community building was built in 1977 on the site of the former boathouse. The Architectural Division of the Milwaukee County Department of Public Works designed the building. The

building was built in the civic building style of the times and featured the emerging "green" technology of active solar heat conversion using roof mounted hydronic heat collectors. The solar collection system is still prominently displayed on the three steeply pitched offset roof structures that face towards the south. However, this type of solar heat collection technology was a fad of the times and never found to be very cost effective after the oil shortage scare of the 70's died away. The existing system is still in place with the pumps and holding tank located in the basement. But, the system has not been used in several years.



The overall plan of the building is that of three offset, connecting rectangles. The southern block contains a large meeting room. The central block contains toilets, a small concession-type kitchen area, stairs to the basement on the east side and a smaller meeting room on the west side. The northern block has a rarely used meeting room that has been sectioned off at the east end for park offices. There is a basement under the central and northern blocks that is used for storage and mechanical equipment.

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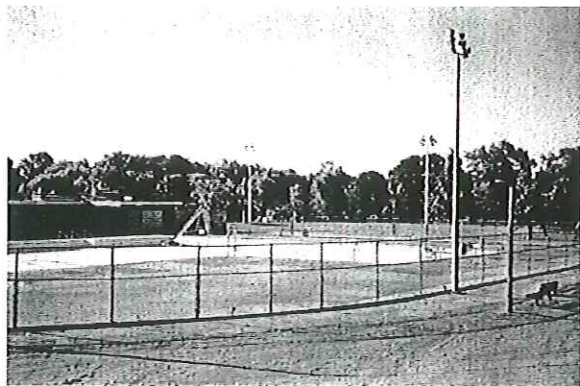
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The exterior of the building is rather utilitarian in image but in good shape. The exterior is a combination of brick veneer vertical bands alternating with corduroy split-face block. There is need for removal of light rust and repainting of some metal elements at the doors and canopies. The existing metal roof is in good condition and there are no apparent leaks visible from the interior.

The interior of the building is in good shape structurally. The interior areas are constructed of durable materials and are fairly well maintained. The toilet rooms appear to have new solid surface toilet partitions. However, the toilets are not fully ADA compliant. All vision windows face south across the lagoon. All other windows are clerestory windows facing to the north. There are no windows on the east and west elevations.

The Community Building is currently used only by the Milwaukee County Parks Department due to lack of interest in the facility as a hall rented out for functions.

### Swimming Pool Bathhouse



The swimming pool bathhouse was constructed in the mid 50's in conjunction

with the outdoor swimming pool and wading pool. The swimming pool replaced a small wading pool and restroom building that show up on the 1941 park plan but were not shown on the original Olmstead plan. Use of the swimming pool and bathhouse are seasonal: starting in early June and closing in Late August. During the off-season, the building is mothballed and exterior windows are covered to protect against vandalism. The survey of this building was done during the off-season.

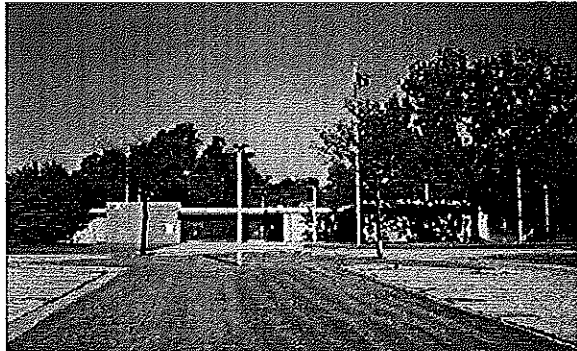
The plan of the facility is 'L' shaped with a rectangular main building (long axis oriented north-south) and an east facing leg on the north that is composed of a separate public restroom building connected to the main building by an open air admission and basket check area for the men. The south end of the main building is also an open-air metal-walled admission and basket check area for the women. The main building has a large open room in the center with glass walls facing the pool on the west and the parking lot on the east. This area was originally intended as a concession area, but is now used for ticket purchases and as a meeting area. The south end contains the women's changing, toilet and shower facilities. It also has a small concession area that opens into the central room through a metal shuttered serving window. The north end of the main building contains the pool administrative office, lifeguard area, liquid chlorine storage and men's changing, toilet and shower area. The basement is used only for storage.

The exterior of the bathhouse is in good shape. The exterior is brick with aluminum storefront at the central meeting area. The

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exterior changing and basket check areas are enclosed with heavy gauge wide corrugated steel siding. The metal panels appear to be in good condition with a minimum of areas requiring touch-up. The flat roof is of unknown age, but no leaking was apparent on the interior.



The interior is composed generally of ceramic-faced block and is in fair condition. The men's shower and toilet areas show signs of heavier use than the women's side. The toilets on both sides are not fully ADA compliant and revolving bar gates restricts access to the pool deck. All areas of the main building would benefit from better signage, as the layout is somewhat confusing to first time users.

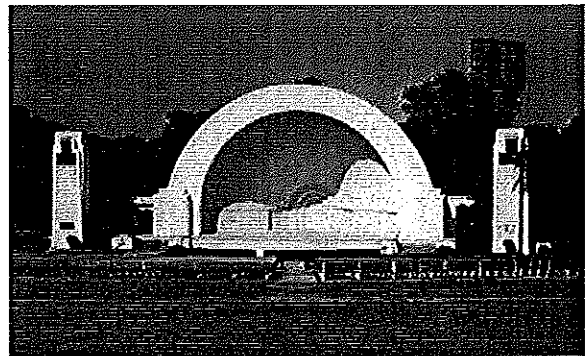
The adjacent public toilets are in fair shape. The exterior is brick to match the main building. The toilet areas are accessible but not fully ADA compliant. These toilets are unlocked and open to the public only during times when the pool is in use, on weekends, and when scheduled events are taking place in the park.

The condition of the pool, deck and wading areas is generally poor and is the subject of a separate review. A further review of the bathhouse facility would be necessitated by any proposed changes to,

or reworking of the pool areas. In general, the bathhouse is not visually very interesting or inviting to the public.

### Blatz Temple of Music (Bandshell)

The Blatz Temple of Music was built in 1938 and was designed by prominent local architect Fitzhugh Scott. The facility was constructed with funds donated by Emil C. Blatz, a prominent figure in local musical and cultural circles and son of Val Blatz, founder of the Blatz Brewing Company. The Temple was intended for presentation of concerts and operas in an idyllic outdoor setting. The approximate cost of the facility was \$100,000.



The facility was designed in Art Deco style and, even today, is considered a striking building. The bandshell is composed of a large, heavy proscenium arch that is attached to consecutively smaller radiating arches that form the half dome covering the stage area. The stage is flanked on either side by enclosed backstage structures that are connected by a concourse that flanks the rear of the stage. The concourse houses stage entrances, small dressing rooms intended for lead actors, toilets and sound and lighting booths. Large group dressing rooms are located on the lower level as well as a large storage/rehearsal area,

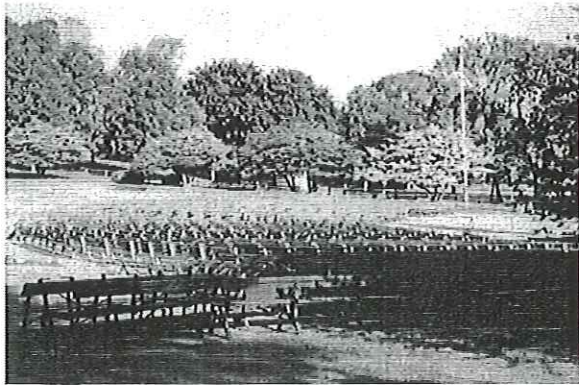
## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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toilets and electrical and mechanical areas.

Two large concrete pylons which house loudspeakers are located at the far front corners of the stage area. The pylons are decorated with Art Deco sculptural relief and decorative ironwork. It is unknown if the loudspeaker system is currently functional. Recent concerts and programs have provided their own sound systems.

Directly in front of the stage is an orchestra pit that is accessed through doors from the large storage and rehearsal area that is directly below the stage. Two large pole-mounted stage lighting cages with catwalks were located in front of and to the side of the loudspeaker pylons. One of these light poles has been removed and is currently being stored in the yard of the maintenance building.



The seating area is a large bowl that slopes up the hill and terminates in the ring concourse that passes in front of the Schiller-Goethe monument. The lower seating area is paved with asphalt and is furnished with dilapidated wood benches. The upper portion of the bowl is lawn seating. The seating area is currently enclosed in a four foot high chain link

fence that radiates from the pylons at each side.

The main feature at the rear of the building is a large wall that is engraved with the names of the great composers of music and opera. This memorial is lit from below by a light trough and faces out over a parking area and brick deck to the lagoon to the north. Flanking the memorial wall at the lower level are small public restrooms that are accessible only from the exterior. **These restrooms are open to the public only during concerts or other special functions.**

The exterior of the bandshell is in good condition. The entire structure, including walls, floors and roofs was constructed of cast-in-place concrete. The workmanship of the concrete work is excellent and many of the exterior features are detailed with graceful large fluting. An in-depth review of the concrete structure has been scheduled with a structural expert.

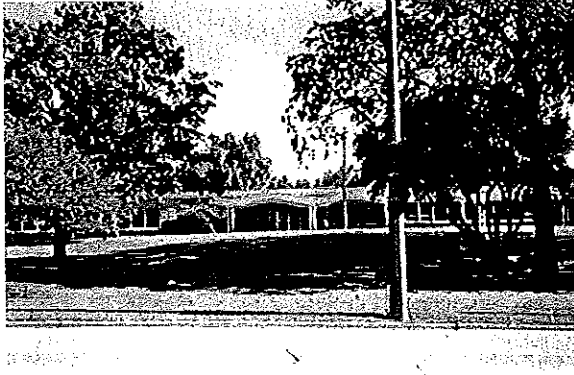
The interior of the bandshell is in good condition. The interior was patched and repainted within the last two years. The dressing room areas are serviceable, however, they lack many of the amenities that modern theatre groups require such as showers and sinks. **The toilet rooms are very small and are not ADA accessible.** The lighting and sound systems are candidates for updating. The lighting board is of obsolete technology and probably dates from the 1950's.



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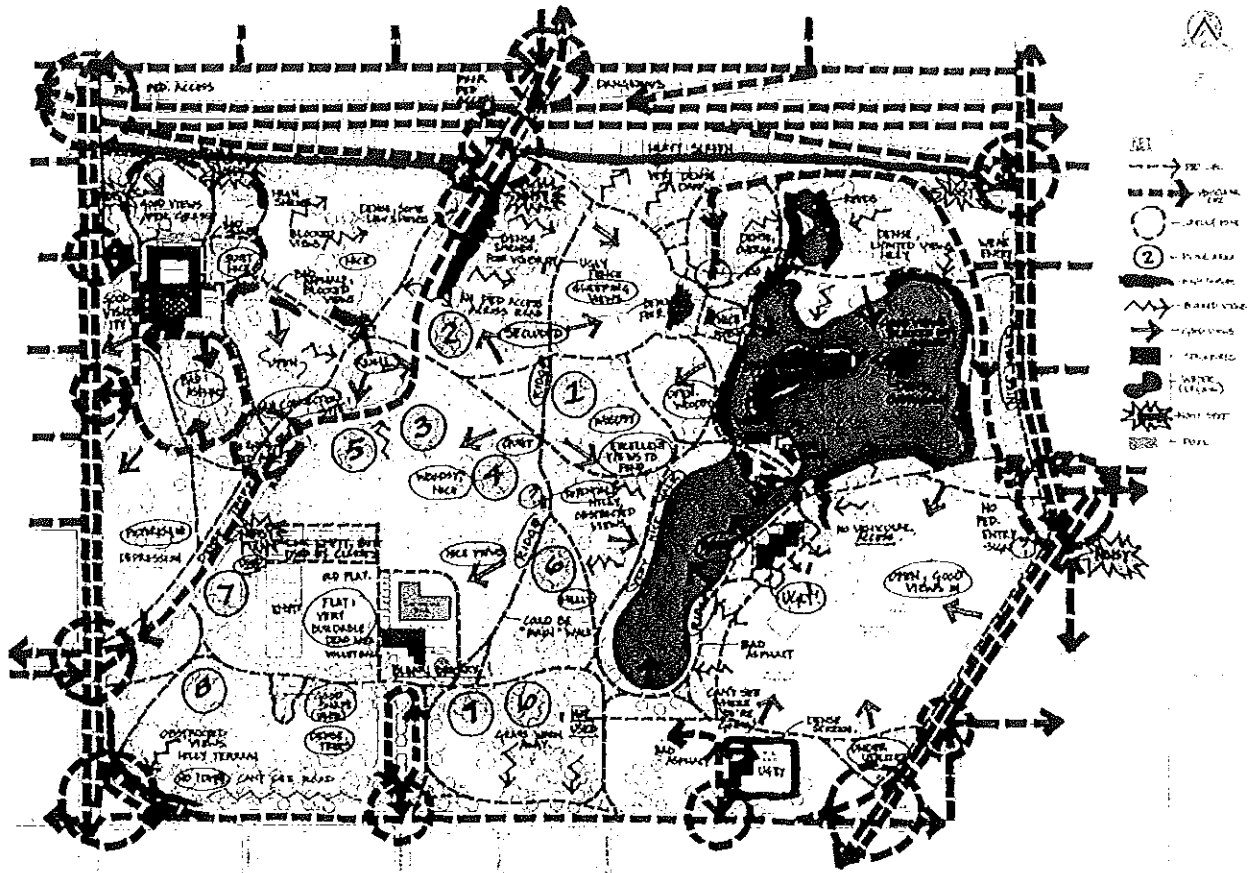
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## Senior Citizens Center



The senior citizens center located in the park off Vliet Street is in very good shape. Because this building is currently owned and operated by the Milwaukee County Department on Aging, a comprehensive survey of the facility is not included in this report.

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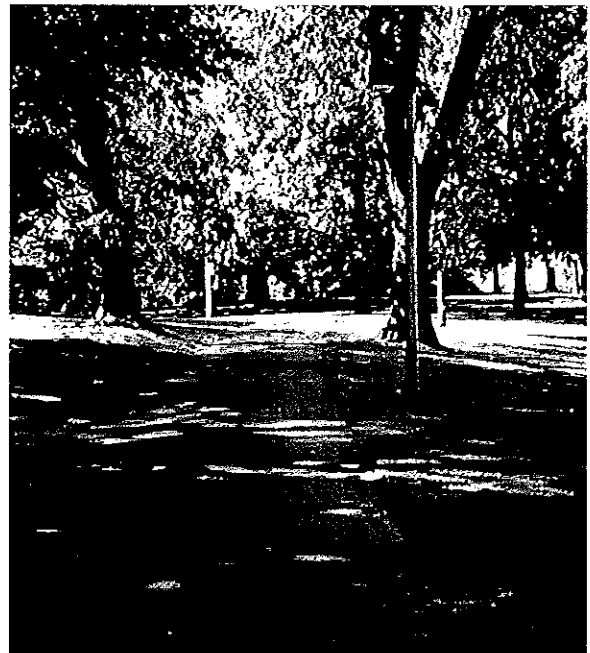
Site Analysis Plan "D"

## I. Site Analysis

The following information is a summary of Quorum Architects Site Analysis portion of this report. Comments refer to our graphic Site Analysis drawing (Plan "D").

Circulation, both vehicular and pedestrian, is one of the key elements that need to be thoroughly analyzed during the course of our study. The colored dashed lines denote circulation with the heavier line indicating vehicular traffic. The thinner lines show established pedestrian paths. The highest intensity of traffic occurs on the Highway 41 spur, which is separated from the park by a steep bluff. The remaining four sides of the park's boundaries accommodate medium arterial traffic. Park Drive provides a diagonal path from Washington Boulevard to Vliet Street.

Although traffic on this road travels at relatively high speeds, a significant double



## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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turn due to a rise in topography helps to slow cars down somewhat. As stated earlier, the puzzling vehicular entry off Lloyd leads to two dead-end street fragments, one to an abandoned cul-de-sac that formerly linked to Sherman Boulevard, the other leads to the Music Temple parking lot.

Pedestrian circulation is relatively straightforward, yet there are several areas that require special consideration. Olmstead's carriage roads typically showed pedestrian paths along each side. Currently, sections of Park Drive and the street fragment leading in from Lloyd have none. The lack of additional walks on either edge of the Drive makes traversing this side of the park difficult. The lack of crosswalks across Park Drive, as well as the absence of an ingress/egress point to the Senior Center parking lot keep the southeast corner of the park more isolated, especially for pedestrians. Many walkways are secluded by overgrown shrubs, which make them less than desirable. One path in particular that needs attention occurs on the western edge of the park, right after the bridge that leads in from Washington Boulevard. This is one of the few walkways leading to the Music Temple from the west side of the park, yet it is highly overgrown, somewhat dark and difficult to access.

The dashed circles shown on the plan designate potential conflict points between vehicles and pedestrians. Although this is a common occurrence in any urban situation, these areas need to be addressed in our Revitalization Plan in order to produce the least amount of resistance for people to access the park,

no matter what form of transportation they take.

The numbered circles indicate picnic areas, which are popular and used frequently. There are, however, no picnic shelters available at any of the picnic sites.

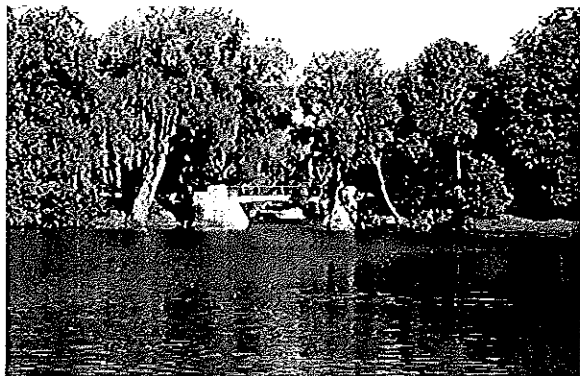


High, overgrown shrubs and low-hanging tree branches are found throughout the park, most notably around the lagoon, the service yard, the corner of North 40<sup>th</sup> and Vliet Streets and along the western third of the park. These areas hinder the feeling of perceived safety, especially for those visitors unfamiliar with the park. We continue to subscribe to what is known as the "Middle Plane Theory", which has been successfully used in other urban areas, such as Bryant Park and Stanford University to increase pedestrian's feelings of safety. This theory states that when overgrown shrubs or low-hanging tree branches obstruct the view from the ground plane to the bottom of the existing tree canopy, most people feel increased anxiety and a lack of assurance that the area they are in is safe. Clear visibility, along with sufficient lighting and the presence of crowds in a public space, are three key elements that will help to alleviate the concern for perceived safety.

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These concerns have been repeatedly voiced in our public survey responses for the park. A summary of this data will be discussed in detail in the Survey Results section of this report.

Blocked views occur throughout the park, in areas other than those hindered by overgrown shrubs. The extraordinary skill that Olmstead used to create the undulating topography that allows for the picturesque look he was famous for also creates blocked views in certain places as one travels throughout the park. Since Quorum Architects has no intention of altering this carefully crafted topography, we would choose instead to do what we can to correct obstructions from overgrown vegetation and concentrate on lighting or other alternative methods of keeping sightlines as open as possible.



Good views are in abundance in Washington Park and Quorum Architects is planning to recommend enhancing all exceptional views (shown as the bordered arrows on the plan) wherever possible. The former "Concourse" lookout from Olmstead's original design could be recreated and enhanced, providing a focal point on the western side of the park. Other views that became apparent during

our analysis phase include those in the far southeastern corner and along the axis leading from the Senior Center to Park Drive. The knoll that causes the curve in Park Drive provides another lookout point and there are good views in from Lisbon Avenue and Lloyd Street across the ball fields and lagoon.



One of the strongest site features, as it relates to views, is the pedestrian path that follows a ridge south of the Music Temple to the swimming pool complex and parking lot. This ridge offers a wonderful variety of views down into the surrounding woods, the Music Temple, the lagoon, picnic areas and a final view to the swimming pool as the ridge blends into flatter topography. Enhancing this "ridge walk" could provide an excellent pedestrian promenade that offers visitors a scenic overview of the park. Water views are always a priority, and some of the best

# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

views in Washington Park incorporate water. Again, as stated earlier, many of these views are now obstructed by overgrown plants, tree branches and cattails. Since preserving wildlife is a priority, we will need to strike a balance in recommending removal of the plants that block views, while retaining enough of the natural habitat to encourage wildlife in the park

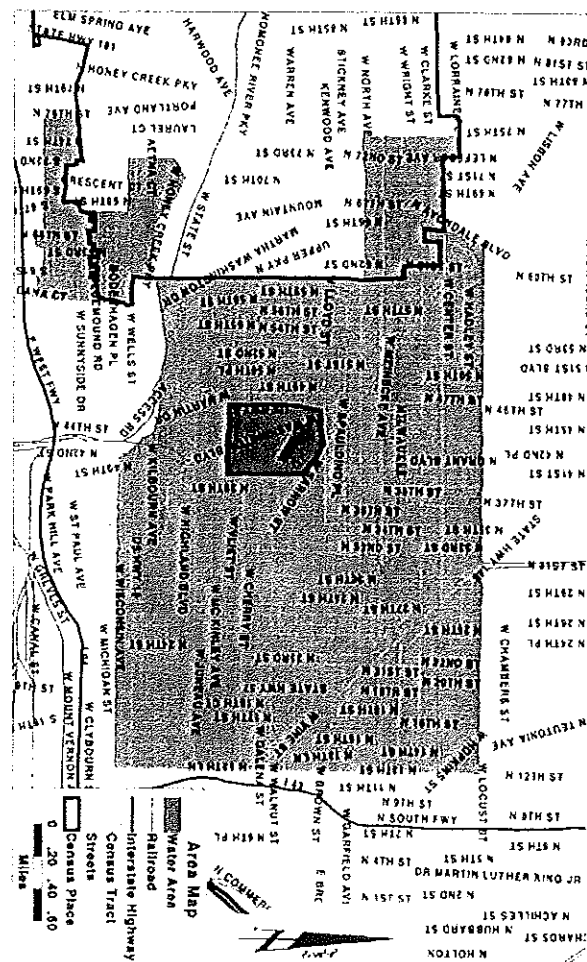
Noise (shown as the purple and blue "explosion" symbol) is a common problem in many urban parks and one that is not easy to solve. Olmstead's vision was to create a rural oasis in the city, and indeed there are parts of the park that offer a picturesque, rural feel and are free of traffic or other intrusive city noises. Other areas of the park are not so fortunate and need to be addressed. Despite the sound-absorbing bluff and wall of shrubs that separates the Highway 41 spur from the park, the noise from freeway traffic along most of the western edge is intrusive.

Other noisy spots include the intersections where the freeway exits at Vliet Street, the intersection of the freeway and Lloyd Street, and the triangle where Sherman Boulevard, Lloyd and Lisbon Streets intersect. Park Drive can also be noisy, especially where it curves past the basketball courts.

The surrounding areas are primarily residential with smaller commercial ventures to the south along Vliet Street, mostly residential along North 40<sup>th</sup> Street, and primarily commercial uses along Lisbon Avenue. Lloyd Street has a mix of residential and commercial. Nearby neighborhoods include West End, Sherman Park, Martin Drive and Washington Heights.

## J. Neighborhood Demographics

The following information is the results of our demographic data search for the areas surrounding Washington Park. The map shows the boundaries that Quorum Architects determined to be the extent of the area residents that would commonly use the Park. Washington Park is shown in a darker shade, with the lighter shaded area indicating the extent of our demographic data search.



Demographic limits for our data extend approximately to West Locust Street to the north, to North 13<sup>th</sup> Street to the east, to

## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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West Wisconsin Avenue to the south, and to North 60<sup>th</sup> Street to the west, with additional pockets that extend into the northeastern and southeastern borders of the City of Wauwatosa. Data is taken from the 1990 census, and shows the racial background of the communities surrounding the park, as well as population, income and economic levels, education levels, homeowners verses renters, and employment statistics.



It can be easily determined that the neighborhoods surrounding Washington Park are racially diverse, and include areas of the City that have substantial percentages of poverty level, as well as low to moderate level incomes. Other areas, such as the Martin Drive and Washington Heights neighborhoods, are reflective of active communities that have enjoyed dramatic increases in both property improvements and property values over the last ten years.

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TRACT	AREA	POPULATION	POVERTY	WHITE_NONH	BLACK_NONH	ASIAN	HISPANIC	EMPLOYED	JNEEMPLOYED	YELLOWMOD	INLOWMOD	UNOWNED	HONG	LAOTIAN	MEXICAN	PUERTORICA	HH_MARR_WC
59	0.33	3552	403	1288	165	4	12	1915	97	1850	3508	47.0	0	42	58	8	299
60	0.16	2700	739	579	418	0	18	1262	130	1688	62.4	0	0	0	0	34	190
61	0.20	2739	665	325	467	6	33	977	140	1465	2733	53.6	0	0	95	19	232
62	0.18	3817	1687	162	389	5	5	1216	286	2513	3572	70.4	0	0	8	13	211
85	0.15	1855	972	5	612	0	0	494	142	1475	1841	80.1	0	0	0	0	67
86	0.12	2462	1249	0	674	0	0	558	209	1998	2379	84.0	0	0	21	0	67
87	0.12	2410	1129	27	586	12	22	524	187	2023	2275	88.9	0	0	21	80	94
88	0.19	3337	1692	10	859	7	0	781	192	2619	3042	86.1	0	0	55	0	59
89	0.22	2460	1380	85	564	13	0	605	201	2003	2250	89.0	0	0	41	0	90
90	0.19	3837	1991	178	800	6	11	994	151	3061	3626	84.4	0	47	28	9	191
91	0.20	3106	1167	338	604	6	26	1088	215	1908	2855	66.8	0	7	5	180	180
92	0.16	2041	486	483	213	0	18	949	88	956	1888	50.6	56	0	25	6	148
93	0.22	2815	311	1011	75	0	13	1386	53	1060	2716	39.0	0	0	39	0	285
94	0.23	2729	203	1053	14	0	19	1509	54	1914	2633	34.7	0	0	21	16	226
95	0.20	2513	264	831	82	0	0	1265	76	1073	2419	44.4	0	0	98	0	267
96	0.39	3501	1970	252	672	9	14	795	213	2789	3280	85.0	28	24	43	59	145
97	0.17	2993	1868	145	549	11	42	563	253	2504	2809	89.1	258	66	0	57	115
98	0.18	2414	1570	50	547	0	13	334	134	2131	2308	92.3	0	0	32	6	46
99	0.20	2707	1448	32	665	23	7	458	307	2283	2638	86.5	0	0	72	0	91
100	0.14	1407	872	29	387	0	10	232	149	1135	1446	78.5	53	0	0	0	70
101	0.13	1413	933	0	404	0	0	271	165	1267	1325	95.6	0	0	14	0	5
102	0.15	1329	859	0	404	0	0	192	118	1246	1326	94.0	0	0	0	0	10
117	0.10	475	297	5	155	0	0	84	65	422	434	97.2	0	0	0	0	7
118	0.08	1104	582	18	258	0	0	303	119	812	984	82.5	0	0	0	0	39
119	0.08	1206	754	20	252	0	0	224	92	1010	1096	92.2	0	0	0	0	52
120	0.08	1238	728	72	241	20	4	189	196	1097	1137	96.5	0	0	6	23	23
121	0.10	969	572	118	236	0	0	227	32	828	950	87.2	0	0	15	76	38
122	0.19	3655	2310	282	569	19	71	813	221	3214	3625	88.7	229	115	135	135	235
123	0.29	1317	528	330	248	16	8	467	98	1070	1298	82.4	62	0	20	56	66
124	0.50	2883	413	1117	126	23	22	1577	81	1457	2848	51.2	0	14	61	21	179
126	0.30	2577	113	1069	7	14	8	1416	60	1140	2475	46.1	0	0	6	56	238
135	0.10	2505	1160	373	743	0	30	703	213	1957	2205	88.8	58	65	55	59	78
136	0.15	3383	1139	530	891	18	34	1083	255	2156	2542	84.8	77	0	86	0	63
137	0.12	2451	1160	245	720	14	37	669	346	1947	2403	81.0	145	0	36	52	102
138	0.10	1751	1026	53	388	0	19	344	177	1511	1668	90.6	81	0	82	42	55
139	0.07	1016	482	55	324	0	7	253	85	777	965	80.5	23	25	11	29	39
140	0.13	943	302	0	154	0	42	280	102	607	774	78.4	28	142	0	29	73
146	0.16	4149	1539	679	438	5	139	1606	204	2165	2385	90.8	76	0	114	45	72
147	0.10	2575	1413	556	308	0	98	1010	140	1952	2059	94.8	0	152	20	10	48
148	0.13	2566	1013	455	381	0	32	1211	143	1603	1803	88.9	78	0	41	58	41
910	0.42	4687	368	1957	0	9	16	2703	84	1345	4633	29.0	0	0	39	0	503
914	0.30	2376	49	914	0	0	0	1304	32	551	2369	23.3	0	0	22	15	285
Families with Children																	
Married																	
Male Headed																	
Female Headed																	

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# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

HH_MARR_WO	HH_M_WCH_1	HH_M_WO_CH	HH_L_F_WCH_1	HH_F_WO_CH	HH_NONFAMI	EDU_25_9TH	EDU_25_912	EDU_25_HS_	EDU_25_COL	EDU_25_ASS	EDU_25_BAC	EMP_16_M_A	EMP_16_M_C	EMP_16_M_3	EMP_16_M_N	EMP_16_F_A
346	21	66	117	54	594	151	353	639	608	154	348	12	953	60	238	0
128	11	128	212	85	359	40	247	537	347	87	203	22	593	75	159	0
117	23	42	239	85	117	54	274	324	272	110	179	12	432	87	238	0
72	13	58	431	101	170	209	545	544	255	102	87	0	564	144	218	0
71	5	14	224	62	174	178	251	272	138	5	22	0	192	72	163	0
59	18	12	260	113	147	179	478	272	133	30	31	0	299	128	211	0
83	0	0	248	129	93	199	406	297	104	21	10	5	234	85	224	0
119	30	40	350	159	134	183	551	464	165	38	40	19	366	105	344	11
44	18	12	357	43	112	124	346	211	183	44	22	0	344	62	164	0
69	24	12	493	87	136	173	494	466	226	65	37	0	438	50	315	0
97	12	15	288	123	263	76	301	478	326	97	148	0	470	122	249	0
108	0	31	108	62	270	90	164	350	305	68	164	0	417	57	185	0
232	6	20	89	61	410	83	194	469	439	164	271	0	741	41	210	0
289	0	28	60	72	453	58	152	534	395	98	421	0	760	26	228	0
200	43	23	49	58	307	63	186	317	398	98	427	0	626	57	160	6
74	34	53	422	72	168	102	506	488	214	48	72	0	358	123	296	0
73	7	7	347	33	176	170	431	281	33	33	35	0	293	116	257	0
64	18	7	284	66	136	156	401	159	57	37	16	0	169	85	211	0
63	19	32	326	74	136	166	520	284	145	69	10	0	225	186	354	0
38	6	0	168	62	91	37	308	154	79	7	0	0	107	76	139	0
24	11	41	159	63	90	71	335	135	70	14	0	0	130	58	151	0
43	9	15	180	57	90	156	189	151	63	16	6	0	78	49	170	0
15	4	0	66	3	65	20	89	52	22	7	0	0	37	29	37	0
0	11	13	107	66	40	130	196	130	71	18	27	0	190	48	143	8
32	0	0	129	26	43	121	178	68	45	15	0	0	96	27	103	0
28	0	14	147	61	74	66	181	160	71	23	5	0	100	61	55	0
29	0	5	132	18	159	84	153	143	59	15	26	0	94	18	91	0
65	29	24	348	82	231	242	534	312	258	60	83	0	434	162	259	0
258	17	34	140	89	594	121	242	645	378	178	72	0	253	61	112	8
254	0	19	46	87	465	151	225	621	400	64	252	0	712	51	171	0
50	29	30	219	46	755	284	319	413	223	92	158	0	413	127	411	0
68	16	52	235	63	994	460	439	618	314	144	139	0	636	156	467	0
53	14	12	282	71	513	85	462	340	163	79	138	0	382	168	287	0
36	16	14	220	57	110	151	225	153	110	43	0	0	181	74	148	0
56	0	0	38	41	226	119	196	123	105	11	0	0	107	20	176	0
20	0	0	75	8	29	120	123	84	87	35	0	0	162	70	170	0
54	3	10	129	18	1036	162	364	161	150	50	173	0	958	81	1311	0
12	42	23	102	18	737	161	197	155	222	88	35	0	423	75	526	0
56	16	14	145	28	600	102	260	361	241	82	80	0	740	77	498	0
578	28	37	90	47	713	104	266	644	777	229	893	0	1362	26	285	0
252	12	15	30	28	308	24	57	285	450	90	459	12	625	15	170	0
4328	607	848	8197	2617	12670	5539	12519	13433	9288	2797	5309	94	17546	3252	10487	33
						11.3%	25.6%	27.5%	18.0%	5.7%	10.9%		18.5%	18.5%	62.6%	

5324 37.7%  
 607 4.3%  
 8197 58.0%  
 14128

Demographic Data page 2



# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

EMP_16_F_C	EMP_16_F_1	EMP_16_F_2	EMP_16_F_3	IND_AGRIC_	IND_MINING	IND_CONSTR	IND_MANUF_	IND_TRANSP	IND_COMMPU	IND_WHOLE	IND_RETAIL	IND_FINANC	IND_BUS_R	IND_PERSON	IND_ENTERT	IND_HEALTH
962	37	497	5	0	85	112	297	61	45	89	388	118	92	53	18	207
669	55	331	0	0	22	113	167	63	16	60	163	67	78	25	10	183
545	53	366	0	0	22	69	110	66	16	35	132	68	45	22	0	132
652	142	610	0	0	34	85	191	62	34	36	200	81	68	38	22	130
259	70	312	0	0	9	55	88	17	7	15	54	57	11	25	16	67
290	102	495	0	0	10	74	67	76	7	11	77	22	22	12	0	106
415	87	617	0	0	6	16	127	27	8	17	120	23	12	11	0	177
261	139	423	0	0	0	10	178	67	20	10	67	37	54	24	0	177
556	101	614	0	0	21	38	63	42	6	44	74	63	82	18	8	96
618	93	454	0	14	0	56	155	26	26	54	238	38	56	14	14	157
532	31	241	5	0	20	74	174	62	42	37	182	86	31	14	17	130
645	12	425	17	0	32	67	69	78	0	12	149	63	42	39	37	131
749	28	377	0	6	117	133	139	46	49	40	236	142	80	54	29	144
639	19	369	0	0	85	73	123	63	44	63	218	113	124	34	4	124
437	90	614	0	0	0	57	88	55	38	30	155	26	38	35	13	88
270	137	470	0	0	5	60	90	34	12	14	84	54	0	61	0	49
165	49	555	11	0	4	25	18	15	16	33	72	29	23	19	0	18
233	121	397	7	0	0	66	20	3	12	27	52	19	33	62	9	101
125	73	288	0	0	10	20	47	0	0	5	34	17	6	9	14	42
141	107	255	0	0	10	11	32	8	0	30	73	3	5	19	5	35
114	67	293	9	0	27	7	30	20	0	6	17	17	5	16	0	28
47	36	80	0	0	0	7	16	0	7	0	16	7	5	0	0	0
113	71	191	0	0	0	20	32	18	0	20	45	0	6	0	11	16
128	65	176	0	0	8	29	71	8	0	0	36	10	6	0	0	31
89	135	253	4	0	10	15	26	15	11	0	34	0	12	7	0	22
133	14	244	6	0	3	7	40	7	13	9	53	8	16	17	0	32
379	59	727	13	0	22	59	146	42	43	31	167	34	34	9	22	83
204	37	236	0	0	12	53	51	15	25	7	84	12	36	0	22	39
735	39	411	15	0	95	95	197	40	46	86	262	131	113	46	14	126
704	9	426	0	0	106	109	185	53	26	87	241	136	86	34	6	165
290	86	574	0	0	18	49	88	49	11	9	144	17	44	10	17	69
447	99	929	0	0	62	53	119	41	18	22	160	61	111	51	18	147
287	178	381	0	0	17	33	83	30	0	21	146	70	64	21	0	78
163	103	310	8	0	21	23	87	31	0	7	58	8	34	12	0	24
146	65	207	0	0	5	39	23	28	0	7	11	13	12	22	0	27
118	32	94	0	0	5	7	31	18	7	5	75	15	17	14	0	38
648	123	727	0	0	26	110	44	8	18	53	341	69	79	49	36	81
587	65	591	11	0	12	28	91	0	10	0	162	61	58	41	22	49
471	66	349	20	0	43	76	97	37	11	16	248	56	53	58	42	119
1341	58	634	0	0	108	180	195	81	34	142	513	259	140	26	69	356
679	17	319	12	0	21	85	133	57	28	50	178	139	72	10	24	233
17288	3051	17321	143	20	1171	2376	4149	1505	727	1321	6029	2336	2001	1043	540	4075
	17.8%	50.0%	0.4%	0.1%	3.4%	6.8%	11.9%	4.3%	2.1%	3.8%	17.3%	6.7%	5.7%	3.0%	1.6%	11.7%

Demographic Data page 3

# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

IND_EDUC_S	IND_OTHER	IND_PUBLIC	OCC_EXECAD	OCC_PROF_S	OCC_TECHNI	OCC_SALES	OCC_ADMIN	OCC_PRIV_H	OCC_PROTEC	OCC_GENERA	OCC_FARMFO	OCC_PREC_P	OCC_MACHIN	OCC_TRANSP	OCC_MISC_L	HH_INC_5K
102	174	89	217	199	58	226	381	14	22	318	5	178	162	63	72	149
128	92	69	41	194	55	112	239	0	15	237	0	84	162	65	58	83
111	80	65	91	225	26	102	170	0	57	96	0	54	60	43	53	35
97	88	50	63	38	15	77	232	8	21	290	12	118	152	97	93	133
9	13	51	4	22	15	24	92	0	9	140	0	5	137	30	16	75
17	57	0	38	44	23	23	79	4	0	146	0	16	107	53	25	84
9	35	15	10	51	0	41	77	0	17	113	0	35	93	59	28	92
65	48	24	24	39	10	61	54	0	21	263	0	99	84	83	43	147
21	11	18	16	7	0	42	50	0	6	208	0	80	83	22	91	115
65	69	25	48	46	50	94	231	0	0	212	0	65	115	61	72	107
88	77	40	88	156	45	93	251	0	33	156	6	63	104	52	41	60
146	58	21	62	195	32	91	161	19	17	120	7	89	83	45	28	30
151	94	49	156	216	124	172	194	0	33	152	6	139	84	33	77	15
142	123	33	209	279	84	182	304	0	10	134	0	111	70	25	101	13
118	143	73	174	298	45	153	180	0	27	107	0	84	82	58	57	29
44	77	51	6	25	0	60	128	0	36	246	22	64	125	47	36	183
39	46	15	51	12	0	18	99	0	0	120	9	47	118	52	37	172
3	7	41	6	25	0	30	45	0	20	80	4	5	69	15	35	98
4	31	12	0	42	21	29	52	0	0	184	0	33	56	18	23	101
23	0	5	15	12	7	13	11	0	5	74	4	20	60	5	6	105
31	0	9	9	10	0	31	15	0	8	115	5	24	41	0	13	58
11	0	7	17	0	17	3	26	8	0	48	0	24	25	16	8	49
11	15	0	8	4	0	5	6	0	0	33	0	5	15	0	8	26
10	38	36	8	8	11	32	34	0	20	65	11	0	63	27	22	49
14	15	4	8	15	0	19	34	0	0	51	0	29	33	31	4	16
0	26	7	18	26	0	5	15	0	0	44	0	5	31	15	30	43
0	16	0	36	18	0	12	24	0	0	54	9	34	20	20	0	81
26	62	20	42	53	22	91	92	0	8	190	20	79	92	69	55	111
39	47	25	53	88	6	33	64	0	5	89	0	63	37	23	6	85
99	154	58	168	152	55	159	361	0	56	169	15	187	149	36	70	55
63	81	38	190	169	52	155	265	0	7	188	5	166	106	78	35	48
72	97	9	48	117	35	38	77	0	27	145	0	43	85	39	49	263
107	83	30	101	151	12	94	225	0	36	202	0	61	110	60	31	241
36	63	7	47	59	24	115	99	5	0	148	0	43	73	22	34	181
16	3	12	16	5	0	18	33	0	0	112	0	49	64	27	27	72
14	29	14	7	23	0	18	45	0	7	52	0	6	50	28	17	114
37	11	0	0	19	5	25	43	7	5	82	0	17	26	28	23	17
551	118	23	85	411	53	115	322	0	37	272	0	88	156	35	32	376
353	92	20	68	158	49	134	261	7	36	179	0	33	66	10	9	229
236	85	14	104	160	64	107	295	0	16	196	4	58	114	47	46	98
236	307	57	487	579	130	307	577	0	19	213	0	202	65	69	55	78
149	77	36	176	368	34	189	210	0	15	90	0	107	87	11	17	12
3493	2742	1163	3017	4718	1179	3348	6153	72	651	6133	144	2712	3514	1610	1583	4128
10.0%	7.9%	3.3%	8.7%	13.5%	3.4%	9.6%	17.7%	0.2%	1.9%	17.6%	0.4%	7.8%	10.1%	4.6%	4.5%	

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# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

114	26	88	105	83	82	88	89	35	56	74	40	25	39
120	45	62	61	42	37	31	28	56	31	9	31	37	22
122	73	38	24	33	39	50	39	24	32	37	22	23	0
128	50	53	43	19	25	22	26	39	25	17	5	12	37
132	33	33	30	42	33	21	32	13	0	0	0	0	0
136	49	66	29	9	8	8	19	10	4	7	8	0	0
140	56	25	45	27	7	8	9	0	0	0	17	0	7
144	48	53	33	29	19	17	0	49	14	20	0	22	0
148	91	33	37	18	13	8	8	12	0	11	0	0	0
152	73	87	53	30	28	0	30	20	24	27	0	16	14
156	66	62	52	31	50	33	17	38	21	32	21	12	19
160	82	13	63	57	18	44	23	38	17	13	31	14	8
164	35	63	64	61	35	77	33	50	64	50	55	44	7
168	67	46	59	47	51	50	39	44	42	59	56	59	25
172	61	35	43	30	56	40	15	33	7	7	26	12	0
176	77	77	65	18	16	36	11	15	13	0	9	19	5
180	51	11	61	28	58	6	18	6	0	5	0	0	0
184	41	25	29	15	32	18	11	13	7	0	0	0	0
188	77	34	68	21	12	40	11	13	0	0	6	0	0
192	8	43	0	9	0	0	0	0	0	13	6	0	0
196	45	47	23	10	0	0	0	0	10	0	0	0	0
200	18	17	12	12	15	7	6	0	0	0	0	0	6
204	10	17	7	0	7	0	0	6	0	11	0	0	20
208	22	30	10	27	9	0	0	16	10	0	6	0	0
212	35	0	15	16	4	5	5	0	4	4	0	6	0
216	24	23	6	29	17	6	8	8	0	0	0	0	0
220	29	25	13	0	0	6	15	18	20	4	11	9	0
224	29	25	14	31	56	16	12	11	20	0	6	0	0
228	101	101	22	15	31	30	12	11	11	0	6	0	0
232	39	39	44	74	80	79	63	26	119	31	41	14	18
236	72	89	109	72	106	66	48	63	27	31	17	40	8
240	74	22	83	77	0	0	6	24	10	12	0	15	0
244	106	44	86	50	12	37	16	19	53	20	8	15	0
248	118	117	63	44	12	0	24	0	12	32	0	18	0
252	487	62	31	17	20	15	16	0	8	10	0	4	0
256	371	42	26	19	6	21	0	10	5	0	11	7	0
260	186	15	23	9	0	0	0	13	0	0	4	6	0
264	129	16	11	14	0	4	0	0	16	0	0	19	0
268	55	12	13	10	13	38	0	14	8	0	0	0	0
272	508	34	26	18	15	27	0	38	12	8	0	0	0
276	321	102	31	10	15	27	0	3	15	0	0	0	17
280	243	85	60	36	20	39	10	10	3	0	0	0	100
284	111	121	66	43	52	107	36	133	79	84	37	71	55
288	93	93	47	60	18	24	15	43	12	54	83	11	55
292	28	36	23	47	18	24	15	43	12	54	83	11	55
7628	2486	2004	1721	1308	1100	1131	762	1009	842	699	605	562	438

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# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

HH_INC_50K	HH_INC_55K	HH_INC_60K	HH_INC_75K	HH_INC_100	HH_INC_121	HH_INC_150	HH_MEDIAN	HH_AGR_WA	HH_AGR_NF	HH_AGR_FA	HH_AGR_IN	HH_AGR_SO	HH_AGR_PU	
107	32	76	10	5	0	0	\$27,790	\$35,559,385	\$916,704	\$0	\$2,628,697	\$2,764,779	\$256,750	
20	25	41	21	5	0	0	\$21,086	\$21,403,546	\$508,827	\$7,955	\$1,615,415	\$1,135,753	\$887,470	
32	15	59	32	7	6	0	\$27,424	\$20,963,033	\$866,872	\$800	\$1,085,710	\$961,788	\$995,162	
44	36	35	0	0	0	0	\$15,089	\$17,860,220	\$418,109	\$0	\$433,425	\$1,099,667	\$1,678,277	
18	0	7	0	0	0	0	\$9,607	\$6,820,311	\$100,300	\$0	\$114,441	\$886,850	\$1,362,228	
13	38	10	2	0	0	0	\$12,041	\$7,526,396	\$191,303	\$29,670	\$1,297,634	\$1,233,748	\$1,818,354	
3	19	6	0	0	0	0	\$15,375	\$6,642,028	\$27,342	\$0	\$235,987	\$1,623,016	\$1,817,711	
35	9	25	0	0	0	0	\$15,115	\$11,217,132	\$102,688	\$0	\$207,090	\$2,003,984	\$1,133,369	
12	7	10	7	0	0	0	\$12,088	\$7,492,896	\$33,216	\$0	\$235,567	\$964,898	\$3,077,287	
6	17	13	7	0	0	0	\$15,061	\$19,347,810	\$390,291	\$6,000	\$1,320,326	\$1,410,378	\$1,548,168	
5	10	86	15	9	7	0	\$17,424	\$17,111,274	\$257,824	\$300	\$656,542	\$386,628	\$386,628	
19	55	13	18	0	0	0	\$25,197	\$17,451,035	\$1,608,718	\$0	\$2,418,564	\$2,348,681	\$369,218	
43	46	79	30	6	0	0	\$31,055	\$28,388,772	\$1,123,870	\$0	\$2,424,067	\$2,613,005	\$149,320	
27	29	97	39	0	0	0	\$32,689	\$30,213,455	\$1,201,568	\$0	\$1,159,795	\$1,779,184	\$255,672	
68	12	72	20	6	0	13	\$30,531	\$27,652,231	\$191,322	\$0	\$786,545	\$1,241,128	\$2,290,652	
0	6	29	0	0	0	0	\$12,760	\$10,530,110	\$115,800	\$0	\$666,320	\$617,317	\$2,192,979	
12	0	11	0	0	0	0	\$9,422	\$7,992,936	\$140,000	\$0	\$213,475	\$666,320	\$2,352,055	
8	7	3	0	0	0	0	\$3,362	\$4,696,899	\$140,000	\$0	\$213,475	\$666,320	\$2,352,055	
4	12	26	3	0	0	0	\$11,055	\$7,702,815	\$209,000	\$84,000	\$104,991	\$822,467	\$2,612,608	
0	5	31	0	0	0	0	\$8,054	\$4,721,591	\$1,035	\$0	\$74,600	\$469,496	\$1,091,445	
4	8	9	0	0	0	0	\$12,306	\$3,541,694	\$0	\$0	\$50,900	\$702,967	\$1,363,426	
0	0	9	6	0	0	0	\$9,709	\$2,820,988	\$0	\$5,600	\$30,975	\$991,698	\$1,316,858	
0	0	0	3	0	0	0	\$9,392	\$954,713	\$3,920	\$0	\$121,184	\$686,996	\$686,996	
0	0	18	0	0	0	0	\$13,417	\$4,083,094	\$0	\$0	\$22,680	\$291,264	\$821,803	
6	7	0	0	0	0	0	\$12,429	\$3,189,554	\$9,000	\$0	\$22,680	\$458,862	\$1,295,557	
0	0	0	3	0	0	0	\$10,365	\$2,458,569	\$24,000	\$0	\$282,167	\$675,212	\$1,231,394	
0	0	0	0	0	0	0	\$7,443	\$3,037,573	\$-8,481	\$0	\$14,980	\$638,663	\$761,958	
7	0	13	0	0	0	7	\$12,266	\$12,521,970	\$487,829	\$8,400	\$310,104	\$942,903	\$3,491,101	
21	13	21	0	0	0	0	\$14,167	\$9,162,174	\$130,200	\$23,720	\$846,210	\$846,210	\$663,588	
5	15	13	9	0	0	0	\$25,726	\$29,782,131	\$178,724	\$76,476	\$1,314,143	\$2,400,171	\$563,687	
22	43	52	6	9	0	0	\$27,866	\$26,090,860	\$1,169,497	\$0	\$1,878,089	\$2,884,991	\$82,112	
52	23	53	36	5	0	0	\$9,346	\$11,744,802	\$2,887	\$3,240	\$498,386	\$2,884,991	\$1,617,887	
14	0	0	6	5	0	0	\$10,371	\$15,377,950	\$414,445	\$6,600	\$757,519	\$2,479,227	\$1,961,067	
14	12	12	2	0	0	0	\$9,330	\$14,679,730	\$488,400	\$0	\$352,921	\$536,085	\$2,467,922	
11	0	5	0	0	0	20	\$9,804	\$4,510,758	\$5,400	\$0	\$30,359	\$441,560	\$1,799,721	
0	0	16	0	0	0	0	\$7,560	\$3,638,665	\$7,924	\$6	\$119,183	\$818,530	\$544,356	
5	0	0	7	0	0	0	\$14,934	\$2,564,201	\$0	\$0	\$6,000	\$181,028	\$800,746	
8	0	0	0	0	0	0	\$6,804	\$8,984,534	\$99,005	\$0	\$457,522	\$1,566,670	\$1,132,105	
0	0	0	0	0	0	0	\$8,524	\$7,110,824	\$201,385	\$0	\$840,391	\$1,563,631	\$840,811	
4	4	0	0	0	0	0	\$12,252	\$10,988,554	\$108,840	\$0	\$86,780	\$736,453	\$666,781	
163	121	129	108	25	16	6	\$36,391	\$60,925,394	\$2,031,971	\$0	\$6,781,738	\$4,544,964	\$224,968	
78	52	100	71	12	6	0	\$42,590	\$31,246,245	\$961,261	\$0	\$3,796,030	\$2,456,861	\$165,786	
890	692	1179	473	89	35	53	\$16,198	\$576,981,036	\$16,472,270	\$456,767	\$34,583,505	\$54,157,943	\$53,590,999	
													Household Aggregate Income	\$755,654,870

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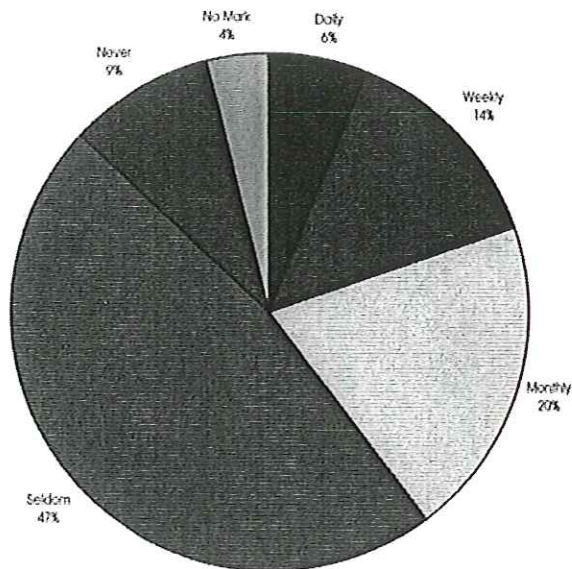
# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

HH_AGRG_RE	HH_AGRG_OT	PER_CAPITA	HOUSING_UN	HU_OCCUPIE	HU_VACANT	HU_OWNER_G	HU_RENTER_	HU_MEDIAN_	MED_RENT_A	YOUTH	F1324	MEDIAN_CON
\$1,226,720	\$440,751	\$12,233	1573	1489	84	767	722	1939	23.3	136	305	\$380
\$721,782	\$394,079	\$10,016	1028	981	47	322	659	1939	31.7	177	263	\$377
\$1,047,723	\$915,199	\$9,519	888	841	47	466	375	1939	35.1	243	213	\$386
\$536,260	\$285,738	\$6,150	1151	1038	113	360	678	1939	35.1	322	451	\$341
\$284,749	\$175,367	\$5,203	706	611	95	164	447	1941	35.1	183	148	\$265
\$318,592	\$4,915	\$8,103	810	697	113	209	488	1939	35.1	202	291	\$276
\$348,359	\$4,549	\$7,008	708	647	61	211	436	1939	35.1	229	315	\$283
\$406,802	\$5,018	\$8,103	1013	899	114	266	633	1939	35.1	302	347	\$290
\$352,596	\$4,371	\$8,444	844	692	152	147	545	1942	35.1	326	300	\$292
\$634,578	\$744,295	\$5,197	1172	1006	166	218	788	1939	35.1	395	401	\$335
\$387,556	\$914,114	\$8,279	1103	990	113	358	632	1939	35.1	251	337	\$356
\$556,259	\$278,176	\$10,267	770	719	51	220	499	1939	22.9	118	164	\$376
\$1,132,087	\$548,393	\$13,073	1143	1124	19	643	481	1939	23.5	142	240	\$376
\$1,051,722	\$519,754	\$13,886	1212	1153	59	584	569	1939	21.4	89	278	\$394
\$455,241	\$388,248	\$13,028	950	930	20	559	371	1939	23.7	113	151	\$366
\$484,676	\$501,122	\$4,557	1139	986	153	225	761	1939	35.1	310	340	\$323
\$203,998	\$386,156	\$4,016	914	726	188	132	594	1939	35.1	254	289	\$286
\$159,050	\$467,480	\$3,623	785	655	130	116	539	1939	35.1	169	305	\$287
\$191,910	\$202,680	\$4,585	808	686	122	201	485	1939	35.1	322	227	\$276
\$93,018	\$329,574	\$4,712	475	404	71	88	316	1939	35.1	144	152	\$263
\$303,357	\$191,460	\$4,386	504	410	94	127	283	1939	35.1	104	156	\$282
\$244,064	\$272,534	\$4,614	533	422	111	88	334	1939	27.0	106	133	\$256
\$159,152	\$33,735	\$4,451	198	181	17	43	138	1961	27.0	29	47	\$205
\$3,290	\$44,913	\$4,942	346	304	42	61	243	1963	35.1	46	165	\$260
\$136,828	\$23,396	\$4,289	312	285	27	76	209	1944	35.1	138	135	\$272
\$142,885	\$108,864	\$4,086	360	323	37	76	247	1939	35.1	133	112	\$279
\$97,100	\$114,641	\$4,805	417	366	51	96	270	1939	35.1	61	74	\$240
\$718,174	\$258,233	\$5,345	1102	979	123	235	744	1939	35.1	234	385	\$292
\$119,541	\$206,272	\$8,758	745	648	97	106	542	1939	35.1	71	78	\$310
\$787,281	\$517,441	\$12,383	1303	1264	39	534	730	1939	22.6	90	318	\$367
\$978,434	\$397,894	\$13,316	1185	1160	25	678	482	1939	22.8	114	229	\$381
\$383,162	\$423,048	\$6,843	1553	1222	331	71	1151	1941	33.9	79	342	\$270
\$584,290	\$793,711	\$7,816	1606	1462	144	103	1359	1957	31.8	422	422	\$300
\$119,862	\$428,500	\$4,188	593	558	35	56	502	1950	35.1	116	342	\$280
\$410,886	\$141,920	\$5,762	421	397	24	127	270	1961	28.6	143	194	\$213
\$97,682	\$290,259	\$5,152	230	190	40	46	144	1973	30.0	79	107	\$146
\$69,829	\$410,624	\$4,722	1466	1299	167	36	1263	1949	32.5	116	131	\$234
\$229,480	\$475,976	\$5,235	1120	989	131	52	937	1954	35.1	53	2472	\$253
\$246,960	\$126,859	\$7,244	1002	855	147	29	826	1939	27.5	49	1000	\$262
\$1,478,345	\$821,229	\$16,487	2041	1999	42	1330	669	1939	23.6	170	334	\$412
\$961,871	\$298,147	\$16,695	996	975	21	714	261	1939	21.8	88	161	\$414
\$19,412,350	\$14,879,049	\$7,314	38498	34530	3968	11043	23487	1944	31.6	6575	14215	\$304
			89.7%	89.7%	10.3%	32.0%	68.0%					

# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

## K. Survey Results

The following graphs and charts are visual illustrations of the 530+ surveys that Quorum Architects received back from citizens, as well as from community and school groups from all over the city. Most of the respondents were from neighborhoods near the park, but other respondents came from communities as far away as Brookfield, Mequon, Whitefish Bay and Bayside, all of which have very different demographics, population and income bases as those surrounding the park.



TOTAL RESPONSES TO SURVEY  
531 Respondents

Out of the 531 responses that we received and recorded, the first statement that was to be completed by the respondents was "How often do you visit Washington Park?", with respondents answering Daily, Weekly, Monthly, Seldom, or Never. The pie chart shown illustrates that the majority of responses indicated the category "Seldom", which reflected 47% of the total. After reviewing the rest of the survey results, our project team felt that this majority group could be enticed to return

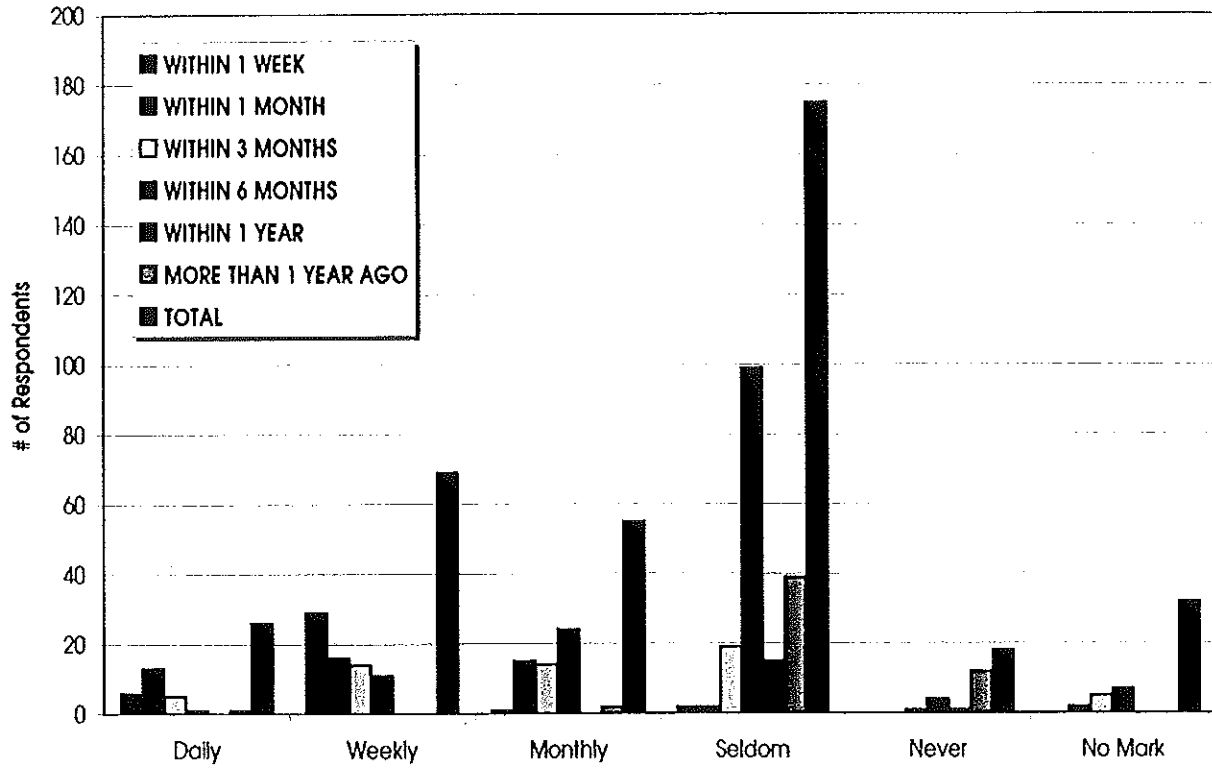
to the park on a more regular basis, if some of the major issues of the park were addressed. We saw this group of "seldom" users as a sign that there was great potential for an influx of visitors to Washington Park, if the Revitalization Plan is implemented. Even though these people did not use the park on a regular basis throughout the year, they were interested enough in the park to take the time to fill out a survey and mail it in, which reflects a relatively high interest in expressing their opinions and suggestions for improving the park.

The second part of question #1 asked respondents to fill in the date of their last visit. These responses were further broken down into the Daily, Weekly, Monthly, Seldom or Never categories, in an attempt to get a clearer picture of when and how the park was used. The highest number of respondents was also in the "Seldom" category, with most of these people indicating that they had last visited the park within the last six months. The next highest number of respondents to this question came from the "Weekly" users, which were enthusiastic in their support of the park and its amenities.

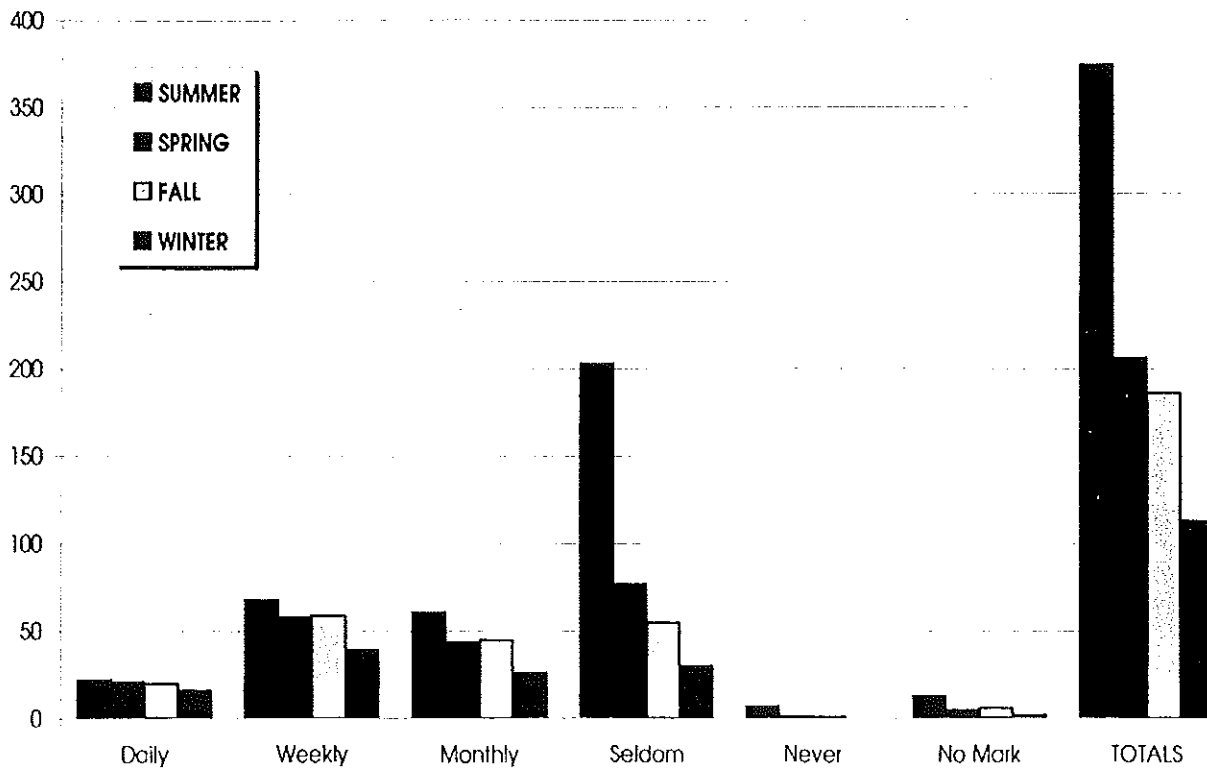
The next bar chart graphically illustrates the summary of responses to survey question #1C, "I Use the Park in the:", which pertained to what times of the year the park is used. Not surprisingly, summer got the most responses, but this question was included to see how well the park was used throughout the year. We were pleased to see that all of the different groups used the park fairly equally over the spring, fall and winter seasons, making planning for these seasons one of the goals of our Revitalization Plan.

# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

The date of my last visit was...



I Use the Park in the...



## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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Question #2 asked respondents to indicate what activities they engaged in while visiting Washington Park. The number one ranked choice was Picnics, both individual and group types. Walking and Jogging came in second, with Concerts following third. We found this to be an interesting piece of information, since attendance for many of the concerts of the last several years has been very low, even when there was no charge. After reading the written comments on many of the surveys, we interpreted the high response rate of this activity to more of a romanticized fondness for the Temple of Music and the type of crowds and community interaction it used to create. Since we could not correlate the number of responses to this activity with the number of people attending concerts, we contributed it to the fact that there was still a very favorable image of the Temple of Music in the public's mind.

Question #3 asked respondents what they would like to do in the park that they can't do now, with the overwhelming response being "Feel Safe". Since this was a write-in response, the respondents were not led to this choice by the survey. This majority response concurred with the verbal information that we had gathered during our brainstorming and visioning sessions, that there was a strong feeling in the population that the park was an unsafe place to be. As discussed earlier, actual police statistics indicated that there was not a high degree of criminal activity in the park, yet the two more serious incidents in the park from five to seven years ago still apparently lingered in the public's mind. This proved to us that dealing with the issues of perceived safety was going to be one of the primary goals of our

**Revitalization Plan.** This issue, and how our planning team responded to it is discussed in detail in later sections of this report. Other items on this list included having better concerts, being able to walk dogs legally (the park currently does not allow dogs, but many respondents indicated that they do indeed walk their dogs there), boating on the lagoon and exercising on paths and trails.

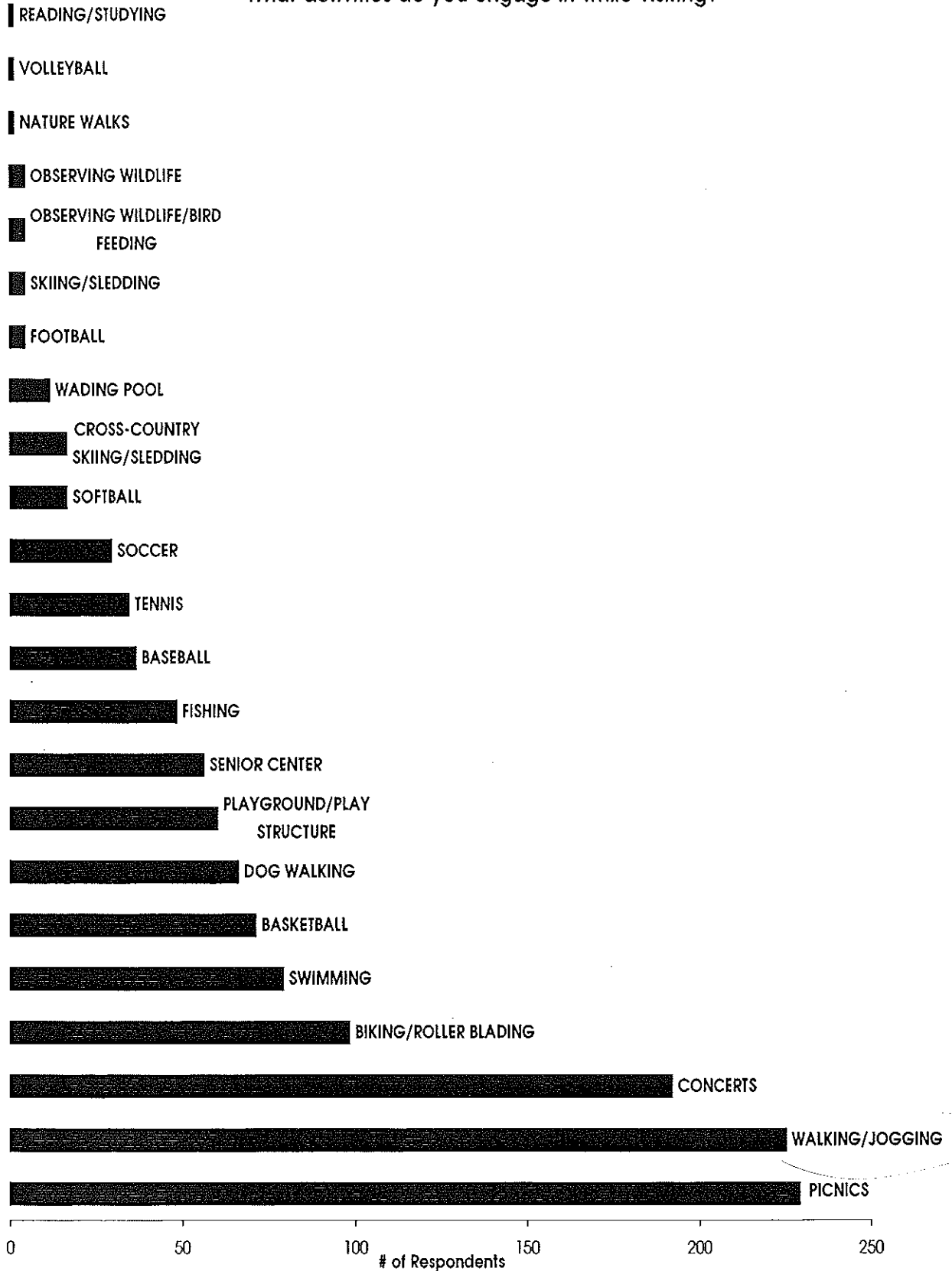
Question #4 asked what improvements the respondents would make to Washington Park, and again the majority answer was to make the park safe, or at least to increase the feeling of perceived safety. Following this was the desire to clean up the park, both as a reflection of some of the deteriorated areas, as well as trash left behind from groups and individuals and overgrown shrubbery and water plants found around the lagoon and throughout the park. Upgrading the path system and the Temple of Music, along with improving the amount of high quality, adult supervised programs in the park followed next on the survey. Other items of interest included improving the park's image; getting rid of the geese and their droppings which cover the playing fields; improving the lighting in the park and educating the public on what the park is all about, what is located there and how one can find out more about organized activities.



# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

## Question #2

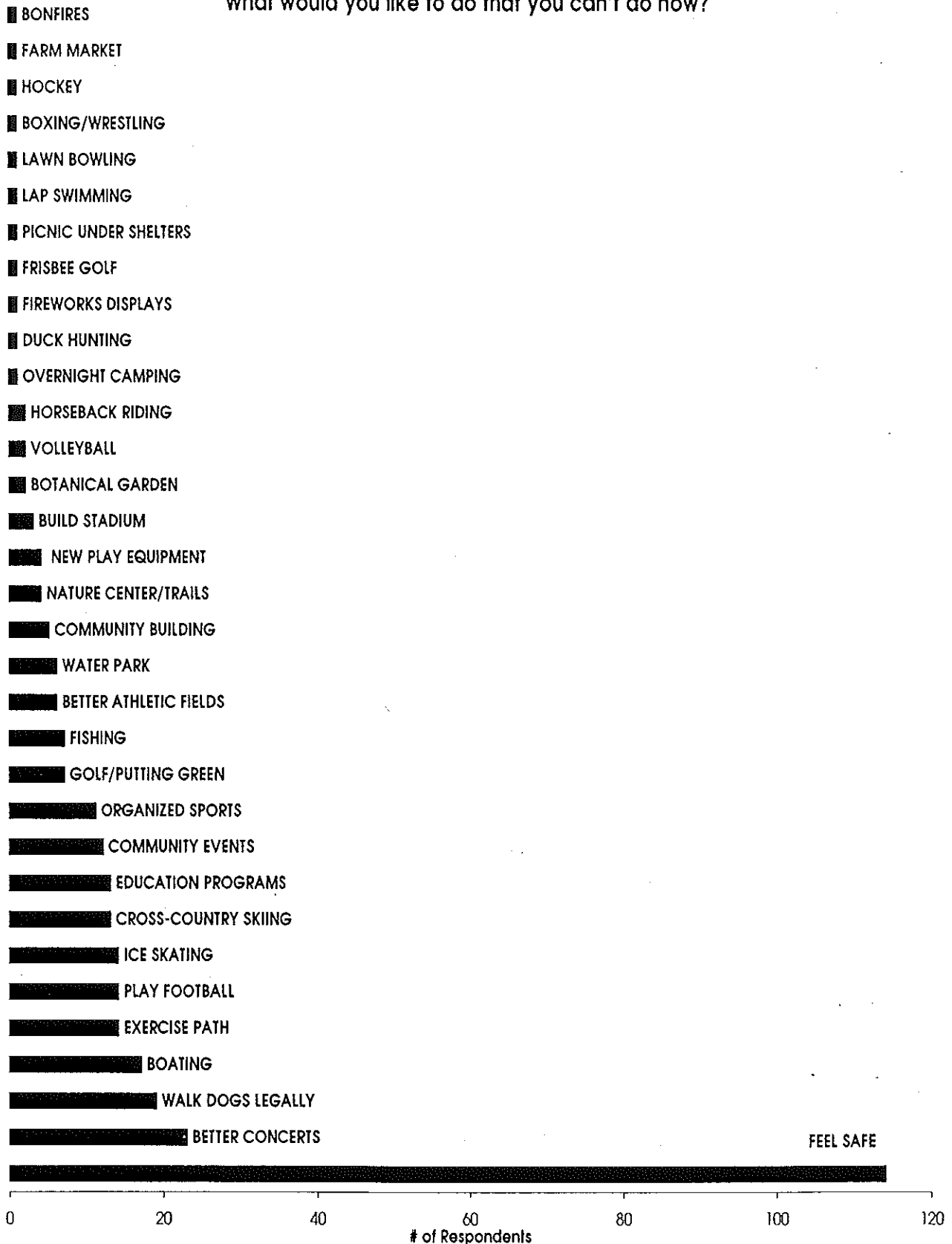
"What activities do you engage in while visiting?"



# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

## Question #3

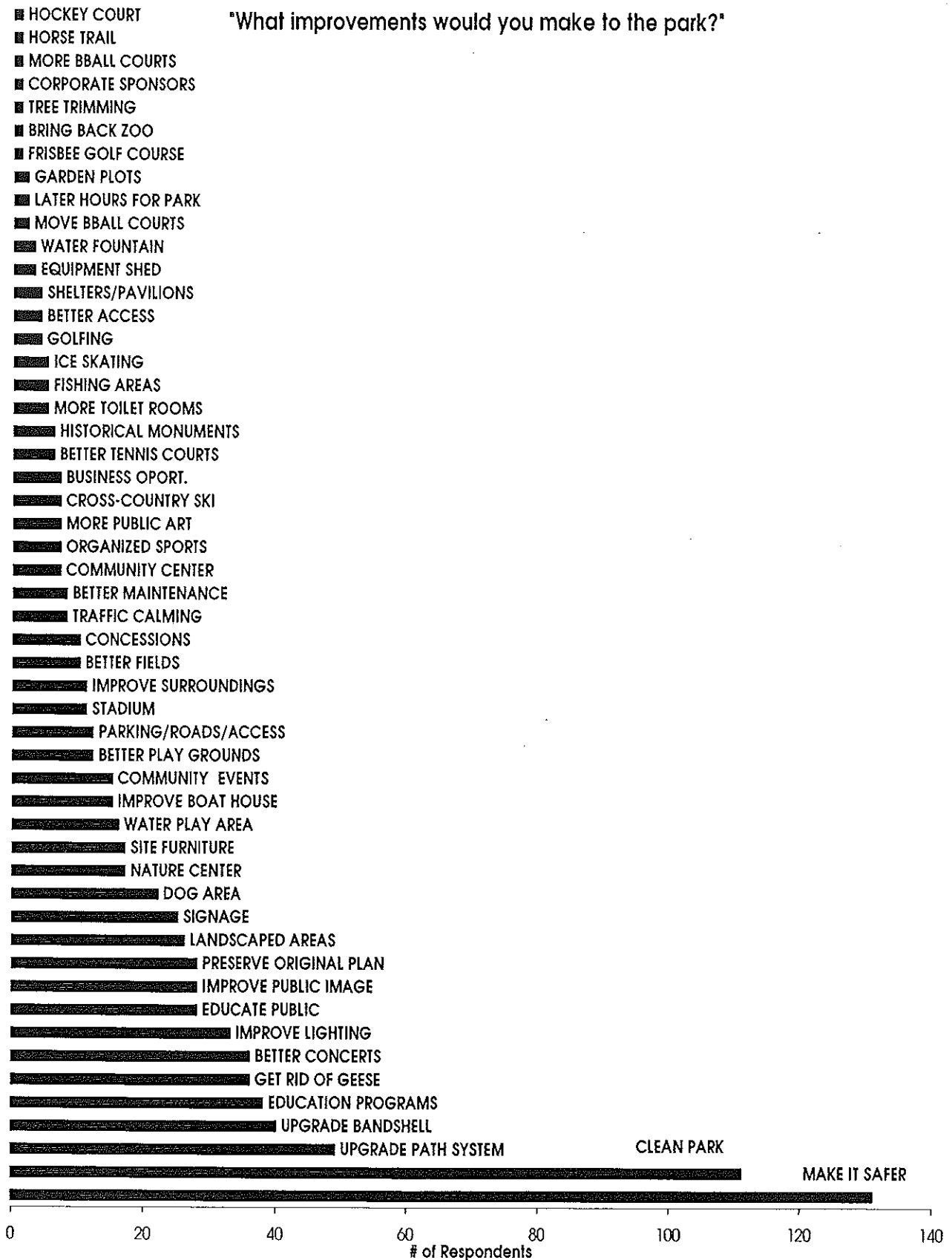
"What would you like to do that you can't do now?"



# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

## Question #4

"What improvements would you make to the park?"



# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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Again, in summary, these responses showed us that the public in general was very interested in the outcome of this project, and maintained a high degree of interest in revitalizing the park. Community interest is one of the most important elements in any revitalization plan and despite some of the negative images that are expressed about the park, our planning team maintained that Washington Park holds great potential for recapturing the public's attention.

## **L. Summary of Community Input**

In addition to participating in the distribution of surveys and contributing input during our preliminary visioning sessions, our designated Steering Committee met as a group at least once a month, to review survey results, provide community viewpoints for discussion, and comment on the plan as it developed, from concepts through the completed version. Our Steering Committee was kept abreast of how the plan progressed through the County System, and heard the comments made from other County Supervisors that reviewed the plan, as well as County Executive Thomas Ament, who was shown the plan as it neared its final stages.

We made every attempt to continue to listen to our Committee and include their concerns and comments about how to revitalize Washington Park as much as possible, while not losing sight of the County's overall direction to make this park a regional facility that would draw in visitors from all over the city.

As stated earlier, our designated Steering Committee was a very diverse group and

we gathered valuable information from all of them during the plan's development. The overall process, although extending over a much longer period than originally anticipated, was a rewarding experience that gave us an extensive amount of insight on how a community interacts with a large, public space and how important it is for them to feel a sense of ownership about it. If neighborhood residents feel alienated or detached from a park space, it does not matter how many amenities are offered there. A community must feel that they are welcome and safe if they are to participate in a public space on a regular basis. Hearing the individual voices that surround Washington Park for over a year gave us a clear understanding of the types of people that lived and worked near the park and what changes needed to be made if the park was to be revitalized.

Public presentations of the Revitalization Plan were given to the Washington Heights Neighborhood Association, the Martin Drive Neighborhood Association, Bid Board #16 (Uptown Crossing), Community Village, and the Milwaukee Hmong American Association.

## **M. Master Plan Overview**

After analyzing all of our preliminary data, Quorum Architects worked with both our Steering Committee and the Parks Department to determine our best approach for proposing solutions to the current problems that prevent Washington Park from reaching its full potential. After distilling the wide range of input and data that has been assembled to date, we came to the conclusion that several major factors were hindering the park's success. These major factors spawned a series of

## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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secondary elements that also were accelerating the decline or stagnation of the park.

Three of the major elements that work against the park as it now stands and prevent it from enjoying maximum attendance throughout the year include: Image, Circulation, and Wayfinding. As a starting point to the creation of a master plan solution, we needed to examine each one of these major elements separately.



Washington Park Revitalization Plan

## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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### Image

Washington Park currently is suffering from a negative image of perceived lack of safety and upkeep that was strongly reflected in our community survey results. As stated earlier, the overwhelming majority of respondents to the survey stated that they felt that the park was unsafe. Specific instances of behavior that were deemed threatening to many visitors to the park were recorded in survey after survey. Some of the language that was used in the anonymous surveys indicated elements of racial tension or other elements of underlying social dysfunction that could not be ignored. Part of our job in interpreting the surveys was to decode some of this wording and determine the underlying fears of why the park was deemed unsafe.

Our meetings with law enforcement officers currently assigned to the Washington Park area informed us that the actual crime statistics were very low, yet the public's image remained that the park was quite unsafe. We heard from some of the nearby residents that certain situations that had been labeled as "threatening" could not be classified as criminal behavior per se, but were instead incidents of unsettling language or otherwise aggressive behavior that made some park visitors feel that their safety was in question. Many of these incidents, although they did not involve actual physical conflict, included verbal or otherwise threatening actions that created an environment that was not conducive to a peaceful, public outdoor experience.

The problem with trying to analyze situations of this sort is that we are dealing with complex emotional responses that

involve deeply rooted fears and issues of segregation, racism and cultural differences that are inherent to the City of Milwaukee, and specifically the areas surrounding Washington Park. As unfortunate as this fact is, we cannot ignore it if we are to evaluate this park as honestly or as thoroughly as possible. Based on the surveys that we recorded, many of the respondents expressed dismay at how the park had declined from "what it used to be" to what it is now, for a wide variety of reasons. Survey after survey detailed experiences from the distant and recent past that related enjoyable outdoor park experiences that the respondents saw were no longer an option at the present time.

We detected many coded phrases and words that alluded to issues of racial tension and segregation, and this disturbing fact was one that we saw as the most complicated problem to overcome, if it can indeed be overcome by even the most comprehensive park revitalization plan. These issues are definitely a part of the fabric of this city, even though they are not spoken of often in a public way. The fact that Washington Park serves as a large, public green space that many people feel "divides" several racially diverse neighborhoods is another fact that we feel needed to be addressed as directly as possible. This attitude goes against Olmstead's original intent of a park space as being common ground for all types of people to share. We heard time and again in the survey responses about how the neighborhoods surrounding the park were "dangerous", "bad", "declining", or otherwise viewed in a negative context. This supported the ideas held by the public majority that the park

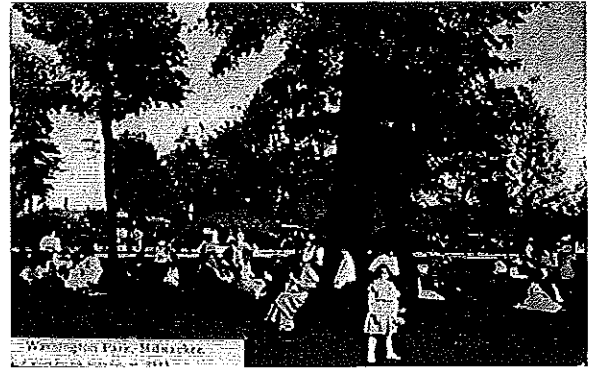
## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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was an unsafe place to be. There were also two serious instances from approximately five to seven years ago, involving actual crimes committed in the park that were related to us by many people that we talked to. It seemed as if these instances made a deep impact on the general public and even though they had not been repeated or allowed to increase in frequency for many years, were still being held on to as specific reasons why the park was not safe.

This type of public perception is not an easy one to redirect, but we feel that it is a necessary topic that both Milwaukee County and the City of Milwaukee need to address if the overall image of Washington Park is to improve. Several solutions from past park projects around the country could be used to help alleviate a negative image for the park. Our research has shown us that people feel safer in outdoor public spaces when there is an abundance of other people surrounding them. When people are walking or exercising in an outdoor space and are perceived to be alone or isolated, the overall experience can be that one is more vulnerable to having a negative experience befall them. When a public space is populated, especially by a diverse group, most people feel more comfortable and less likely to anticipate a negative experience. Even if situations occur in a populated space that are similar to those described in our surveys (such as the use of rough language, or aggressive public behavior), if there are other people around, these behaviors many times seem more diluted by the overall group and therefore seem less threatening. The goal then, in resolving this issue is to make every effort to increase

park attendance from as diverse a population group as possible, and this is going to be one of the biggest challenges the County will face in helping to revitalize Washington Park.



Another more controversial theory held by some urban revitalization experts is that in a city such as Milwaukee, where much of the population is generally grouped into neighborhoods of similar ethnic, cultural and economic backgrounds, many people will always experience feelings of danger or anxiety when they are comingled with others from backgrounds not like their own. This theory is one that many people will not admit to subscribing to, but the fact remains that the City of Milwaukee's neighborhoods are very distinct in that they are quite homogenous in nature and are not typically radically diverse. Therefore, when dealing with a large urban greenspace such as Washington Park, to look to it as a utopia for all different kinds of people to mix and recreate together is an idea that would be easier to implement in some cities more than others, simply due to the cultural and historical background of each individual city. As staunch believers in the importance of preserving urban areas as a viable way to promote the benefits of city life, our design team ventured forth on this



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project with enthusiasm that our proposed Master Plan will at least help the public take the first steps toward revitalizing the park and making it a thriving and vital urban greenspace once again, for many different types of people.

One solution that will help to relieve feelings of perceived danger would be the increase of a law enforcement presence on a regular basis. Although deputies from the Milwaukee County Sheriff's Department, as well as officers from the City of Milwaukee Police Department patrol the park on a regular basis, it is our recommendation that a stronger law enforcement presence in the park will help to alleviate the public's fears.

Supervisor Lynne De Bruin met with members of the County Sheriff's Department to discuss the possibility of using part of the existing Community Building next to the Lagoon as a Sheriff's Substation. This minor modification to the existing building would provide an inexpensive and effective method to get more deputies in the park in a way that would be visible to the public. Deputies could use an office space in the existing building (which is located very close to the Highway 41 spur) for daily paperwork and as a place to check in while on duty, in lieu of driving back downtown, which is the present situation. A sign indicating part of the Community Building as a Sheriff's Substation, as well as a patrol car parked outside the building's entrance would help to make the public aware that the park is under close watch from the Sheriff's Department, and would assist in alleviating fears of personal safety. This proposal has been met with a very positive response and is on its way to being approved for

implementation on the County level at the time of this writing.

Another element that we strongly advise is adherence to the "middle plane" theory, which is a method of correcting issues of perceived safety in the landscape. This method has been successfully used in public spaces such as Bryant Park in Manhattan and the Stanford University campus in Palo Alto, California. The theory maintains that people feel more comfortable when there is clear visibility from the ground plane up to the area above eye level where the lower branches of most deciduous trees begin. By keeping this "middle plane" free of obstructions and as visibly open as possible, an increased feeling of perceived safety occurs. Before redesign, views into the former Bryant Park space were severely obstructed by a wall of dense shrubs that ringed the urban space, making it a highly desirable place for illegal activity to occur. The overall image of Bryant Park was that it was very unsafe and therefore the public stayed away in droves. The landscape architects hired to redesign the park cleared away the "middle plane" while keeping existing significant older trees, and providing better access to and through the park. The new design opened up views through the park and limited smaller scale vegetation to lawn, ground covers and perennials, which would not grow high enough to interfere with the overall sightlines. Bryant Park is now one of the most heavily used outdoor spaces in Manhattan and is an excellent example of how this very simple and inexpensive theory works.

Stanford University used a similar method to clear away all overgrown shrubs and

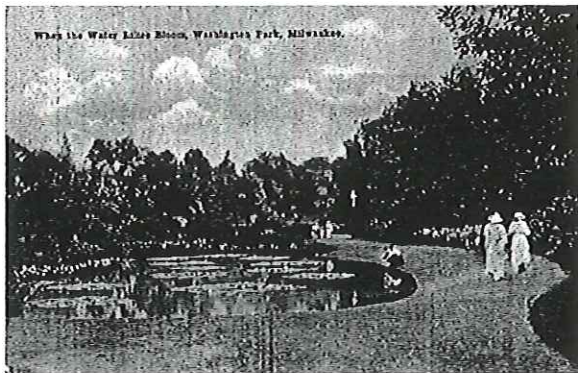
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low hanging tree branches, after issues of perceived safety began to affect the students and faculty that used the campus on a daily basis. An overall master plan was devised for the campus, and the degree of perceived safety increased dramatically. There are areas within Washington Park that feel quite isolated, and even though some of this is due to the original land forms designed for the park by Frederick Law Olmstead, the "middle plane" theory could easily be implemented in order to open up sightlines as much as possible.

### Circulation

Another issue that greatly affects how the park is used is the current network of both vehicular and pedestrian paths. Referring back to our section regarding the history of the park, we can see how construction of the Highway 41 spur interrupted major portions of the original plan and caused some traffic and circulation problems within the park.



Another theory that pertains to both public safety issues and circulation is the idea that people feel more vulnerable to threatening experiences when there is no continuous circulation or "looped" paths within a public outdoor space. An example of this is a blind alley, which

cannot be seen as a dead end until one is almost all the way to the end. Many urban theorists have shown the importance of providing a series of circulation loops for both pedestrians and vehicles, so that people have a clear sense of the way in and the way out of a space. Frederick Law Olmstead's original plan showed both pedestrian loop paths and circular "ring" roads for vehicles. Due to the completion of Highway 41, the connecting leg of the drive that led past the 1938 Blatz Temple of Music was eliminated to make way for the freeway. This fact, along with the elimination of a vehicular connection from Sherman Boulevard, left two dead end cul-de-sacs which, in our opinion, served to severely isolate the amphitheater and perhaps added to its eventual decline.

The 1941 Water Distribution Plan previously illustrated shows a connection that links Sherman Boulevard to the amphitheater drive. Our Master Plan recommends recreating this link in the form of a circular entry that will create a vehicular gateway and lead both vehicular and pedestrian traffic to the amphitheater. The previously removed leg of the amphitheater drive cannot be recreated, due to the severity of the existing topography and the close proximity to the Highway 41 right-of-way. However, by providing two entrances on West Lloyd Street that will lead to the Temple of Music and additional parking, circulation to the amphitheater will be improved and traveling to and from this area will seem like less of a dead end.

The 1941 plan also shows a road that leads to what was the former Boathouse, now the site of the existing Community Building. Our Master Plan proposes replacing the

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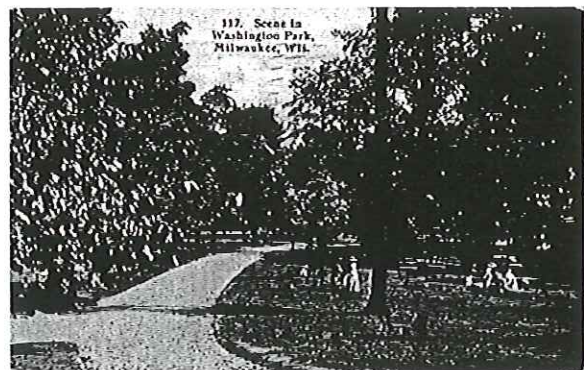
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narrow walkway that is currently there with a double lane drive, with 90 degree parking areas on either side. This roadway improvement would replace the existing parking lot along 40<sup>th</sup> Street, which is currently underutilized, in poor repair and not conveniently accessible to the Community Building or the existing athletic fields. The space vacated by removing the existing parking lot can then be used for an additional multi-purpose play field, which will be addressed in more detail in the Master Plan Site Improvement section.

Traffic along Park Drive currently travels at speeds exceeding 45-50 miles per hour, with two lanes of traffic going in either direction. This situation isolates the triangular section of the park that contains the Senior Center and makes crossing this street difficult. Our Master Plan introduces some traffic calming solutions that will keep this drive open as a viable access to and through the park while slowing traffic and making the entire drive more pedestrian friendly. We propose reconfiguring the road to allow one lane of traffic in each direction and taking the existing lanes on either side and making a parking lane out of each, to be paved with decorative concrete paving. This same paving could be used for designated crosswalks leading from the southwest corner of the park across Park Drive. Sections of the parking lane could be removed and planted with islands of trees and grass, which is another proven method to calm traffic. It has been established that vehicles proceed at a slower rate when the roadway width is narrowed. By reducing Park Drive from four lanes to two lanes (with a parking lane on each side), and also including the visual calming device of tree plantings

along both sides of the drive, we can slow traffic to the point where crossing is not as dangerous or intimidating as it is now. Our Master Plan also includes a pedestrian crossing light at the major intersection just north of the existing knoll, where what we have termed the "Zoo Walk" meets Park Drive.

Another vehicular element that relates to our proposed improvements to Park Drive involves opening up a double lane, ingress/egress drive that would lead into the Senior Center parking lot. This parking lot, while used frequently for Senior Center activities, is underutilized on weekends and during peak picnic hours. By doubling up the usage of this lot, we will be able to increase access to an existing lot while not adding any additional hard surfacing to the park.



The pedestrian circulation system within Washington Park also needed to be addressed, in that there are several areas that impede one's progress through the park on foot or bike, due to a lack of pathways, steep topography or overgrown shrubbery. One of the top suggestions to improve the park from our survey respondents was to create a better system of walking/jogging/biking/exercise paths.

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Many of the existing pathways are deteriorating and need to be resurfaced. Our Master plan shows **three different types of pathway revisions**, a key for which can be seen at the bottom of the plan. Paths shaded in a light gray are recommended for resurfacing. We recommend that the paths shaded in a light brown are to be resurfaced and widened to a twelve foot average width, so that they become more dominant pedestrian circulation elements.

Reddish-brown paths shown on the Master Plan indicate proposed new paths that help to complete circulation loops and connect other paths in the existing system. These new pedestrian walkways are located along Park Drive (where there was currently a lack of paths), along the north and south part of the park that is bordered by 40<sup>th</sup> Street, and along the new parking areas and drive that leads to the Community Building and the Amphitheater. A final section of new walkway is shown to ring the proposed vehicular circle and park entrance at the terminus to Sherman Boulevard.

### Wayfinding

Many surveys came back with the response that the park is difficult to navigate, both by car and on foot. In this age when many people come to a park by way of a vehicle, our design team worked to remain sensitive to providing the convenience of nearby parking with the fact that additional paved areas were to be minimized, in order to retain Olmstead's vision of a vast, green urban space.

Part of the problem with Washington Park is that **unless one is familiar with the layout, one can easily get lost or disoriented in the**

**park**, due to both its size and the lack of signs or an organized wayfinding system that leads visitors from one part of the park to the other. Many people have informed us that they have driven by the park often, but had no idea that the Blatz Temple of Music was located there. Part of this problem is due to the fact that the existing amphitheater is partially hidden by the rolling topography that is an inherent part of the park's original design and character. Despite this existing condition, there is only one temporary wooden sign that announces concerts in the park and there are no entrance or wayfinding signs that announce one's arrival at the park or tell what part of the park one is in. Our Master Plan **proposes stone and wood entrance signs at each of the seven major vehicular/pedestrian entrances to the park**: one at each end of Park Drive, one at the entrance to the Senior Center off Vliet Street, one at 40<sup>th</sup> Street leading to the proposed Aquatic Complex and parking, one at Boathouse Drive leading to the Community Building and parking, one at the terminus of Sherman Boulevard and one at the western end of the park W. Lloyd Street, leading to the amphitheater. The signs leading to Amphitheater Drive could have additional space to announce upcoming concerts during peak attendance seasons.

Additionally, we propose **smaller, secondary signs at eye level throughout the park that designate the current zone one is located in**, as well as a graphic map that depicts the four proposed park zones: the Senior Center Zone in the southwest corner, the Aquatic Zone on the eastern half of the park off of 40<sup>th</sup> Street, the Boathouse/Athletic Field Zone in the northeast corner, and the Amphitheater

## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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Zone in the northwest corner. By color coding these individual zones, and showing how the circulation paths and roads serve to link each one with the other, we could begin to create a visual structure for Washington Park that would assist visitors in creating a "mental map" of the park and help to establish visual landmarks that correspond to the location maps. These smaller signs, along with the entrance signs and a series of Washington Park banners that could correspond with a new lighting standard (discussed in more detail in the Site Improvement section), we can start to create a positive new image for the park. These improvements will signal to neighbors and commuters driving past that changes are occurring in the park and will help transform Washington Park's current lack of identity and negative image.

### **N. Master Plan Site Features**

In addition to clearing out all of the low hanging tree branches and overgrown shrubs currently found in the park, our Master Plan evaluated the landscape and site issues found within Washington Park and came up with several recommendations.

Frederick Law Olmstead's original plan for the park called for the planting of thousands of tree species, many of which have flourished and matured into wonderful botanical specimens. Oaks, beech, maple, ash and flowering crabapples are found throughout the park, usually grouped in the naturalized, romantic style that Olmstead was known for. Some of Olmstead's original tree groves bordering broad expanses of lawn

have been somewhat diluted over the years, with new trees, predominantly maples, scattered into the lawn areas and therefore diminishing the distinct edge line that is seen in many of Olmstead parks. The trees have been well maintained over the years.

Historical photographs of the park as it was from the beginning of the 1900's up until the 1940's show very dense masses of shrubs bordering the lagoon and many of the pathways. Although they created a lush effect, the use of so many tall shrubs is not conducive to current ideas of retaining open views and sight lines in a public space, and therefore we don't recommend trying to recreate this landscape element. Due to the abundance of existing mature trees, there is not a significant amount of new tree planting required for the park in our Master Plan. We have shown groups of new shade trees along the Park Drive planting islands, interspersed along the Boathouse Drive and Amphitheater Drive improvements, and added to the new parking areas at the proposed Aquatic Center and additional parking at the Amphitheater. Groupings of flowering accent trees are proposed for all



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entrances to the park, along the lagoon's edge at the Boathouse and incorporated into both Park Drive and Amphitheater Drive landscape improvements.

Detail plans (to be developed during future phases) will highlight all park entrance signs with beds of low deciduous and evergreen shrubs, perennials and areas of seasonal color. All of these planting beds will incorporate plant material that will not interfere with the "middle plane" that we discussed in the previous section of this report.

Two areas along the pedestrian trail system are indicated on the Master Plan as the Ridge Walk and the Zoo Walk. The Zoo Walk begins at the Senior Center and is a remnant of one of the main promenades through what was the former site of the Milwaukee County Zoo. Since many of the respondents to the survey indicated fond memories of the former zoo, we proposed improving this historical walk with new lighting, site furniture and perhaps the integration of public art that commemorates this area as the site of the old zoo.

There is an existing walk that follows a ridge through the middle of the park, leading from the western edge to the north end of the existing swimming pool. Our plan proposes widening this concourse to 12 feet, and adding new lighting, site furniture and perhaps sites for public art. Views from all along this existing walk are wonderful, and they take in the complexity and natural beauty of the park from an elevated standpoint. We are also recommending re-grading an entry to this Ridge Walk from the westernmost edge of the park, where Park Drive leads in from

the Washington Heights neighborhood. This area is currently overgrown with shrubs and is difficult to navigate, in that one cannot tell what is beyond the hill that leads from Park Drive into the park. By developing The Concourse Overlook along with this improved pathway, we continue to tie all of the pedestrian and vehicular circulation systems together into an integrated whole, making the park easier to explore and find one's way through.

Site furniture is an element that is currently lacking in the park, and our Master Plan recommends adding benches, new lighting fixtures and trash receptacles along the major pedestrian paths. The new lighting standard that we are proposing is a smaller scale fixture that has a historical look that is more in keeping with the Olmsteadian image of the original park. We are recommending that the tall "shoebox" fixtures that are currently being used in the park be replaced with the new fixtures, which are a more appropriate human scale. Our proposed lighting scheme will replace existing fixtures in the park with new ones of a more appropriate historical design and smaller size. The thought behind this idea is that by lowering the light source to more of a human scale, the overall effect is more inviting and creates a sense of increased safety, since the overall level of light is more uniform and the design is more appropriate to a historical park. Studies have shown that appropriate lighting is one of the strongest elements one can use in site design to alter the image of security and ambiance. By improving the lighting in the park, we can take another important step in improving the image of the park as a safe and enjoyable place to be at night.

## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

The historical elements of Washington Park have remained a major consideration from the beginning of our involvement in developing a Revitalization Plan. Milwaukee County and the City of Milwaukee are fortunate to have such a vast space that reflects some of the original design intent of one of the foremost leaders in the field of landscape architecture in America. Even though many of Olmstead's original elements have been altered or removed over the years, five of the major elements that remain include the rolling topography, the major tree plantings, the use of framed, naturalized vistas, the vast lagoon feature and some of the original circulation paths. Despite later alterations, these five elements retain Olmstead's vision of what a great park space can be and how important it is to provide open areas for recreating in an urban area. Because of this, and because of the strong public interest in acknowledging Olmstead's work in this city, our design team is proposing the re-creation of two features that were found in the park in the past but are now gone.

After reviewing Olmstead's original plan from the late 1890's, we noticed that the highest topographical elevation in the park was designated as "The Concourse". This area featured a paved overlook which appeared to have a low retaining wall and served as a lookout point for the rest of the park. Our Master Plan proposes recreating The Concourse overlook as an homage to Olmstead's contributions to Washington Park, and could also serve as a site for a piece of commissioned public artwork. The second element found in Olmstead's original plan is a "log cabin" concessions and rest room facility, and is

discussed in the Architectural Improvements section.

Providing additional spaces for public art is another way to generate interest in the park, as well as an opportunity to create an increase in the public's awareness of the cultural diversity of the surrounding areas. Local artists could be commissioned to create pieces for various sites throughout the park as a way of recognizing the history, ethnic background and social customs that have been reenacted there over the years. In our survey we found an overwhelming amount of responses that described fond memories of boating on the lagoon, visits to the zoo and concerts at the amphitheater, all of which could serve, along with The Concourse overlook, as inspiration for the diverse history the park had enjoyed.



Play areas have universally been recognized as important elements to develop in most parks, as ways to provide healthy places for children to play outdoors, as well as introduce them to park activities. Our Plan proposes a total of four new play areas, to be implemented in phases over a five to seven year period. While retaining the one fairly new play area near the corner of 40<sup>th</sup> Street and W. Vliet Street, we recommend adding play

## MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

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areas on the west side of the park (south of Park Drive), and one at each of the northern corners. A fourth location would be adjacent to the proposed Aquatic Complex and could be accessed from both the pool side and the park side. Children swimming at the pool could wear wrist tags that would allow them re-entry into the pool/water play area. This way, all of the neighborhoods surrounding the park have easy access to a children's play area, and most of the picnic sites and other major attractions would have play areas located nearby, making them more highly desirable areas for family or group events.

Other site changes that are shown on the plan include removal of six of the existing tennis courts, which will be replaced by green space when the new Aquatic Center is completed. This decision was based on the fact that out of the twelve existing courts, the six that we are proposing to remove are currently underused and are in need of repair. Tennis was not in high demand by the majority of park users, and after discussing it with our Committee and the Parks Department, we decided that keeping the six courts that are in better shape will be more than adequate for providing tennis facilities for neighborhood residents, who are the most likely to be utilizing the courts for recreational play. In addition, the tennis courts at nearby Wick field could be utilized more by the tennis players from the nearby area.

Since picnics were ranked very high on our summary of survey responses, we determined that in order to make the picnic areas even more attractive, several picnic shelters could be introduced into

the overall park scheme. These shelters, approximately 30' by 30', would serve as the focal point for four open picnic areas, with a fifth covered area to be incorporated in the "Log Cabin" concessions station and restroom facility, which will be discussed in detail in the Architectural Improvements section. Creating shelters of this type make existing picnic sites more marketable and better suited for large family and group events, in addition to providing a covered area in case of inclement weather. Increased use of these areas will bring in additional income to the County and will add to the overall attendance figures for the park.

The current playfield layout for Washington Park includes an unlighted and a lighted baseball field, two soccer fields, two basketball courts and twelve tennis courts, as previously discussed. Our proposed Master Plan suggests that since flat land is at a premium in the park, the space available for playing fields is limited. We reconfigured the ball field area to retain the illuminated baseball field, overlaying it with two new soccer fields, then added in another full size soccer field and a slightly smaller practice field. The existing parking lot along 40<sup>th</sup> Street that was removed and replaced with the road and linear parking at Boathouse Drive, now allows room for another multi-purpose play field, which provides ample green space for area residents in the Walnut Hill neighborhood across the street.

Our plan recommends removing the existing horseshoe courts, due to lack of use, so that they can be replaced with greenspace.



# MASTER PLAN FOR THE REVITALIZATION OF WASHINGTON PARK

## O. Master Plan Architectural Features

Washington Park is fortunate to have many existing structures that are still in excellent to good structural shape, and can be retained with minimal change. Quorum Architect's Existing Structure Inventory details the condition of all of the buildings currently in the park and can be used as a reference when reading through this section. Beginning with the Senior Center, this particular structure was not analyzed by our evaluation team due to the fact that it has recently undergone a complete refurbishment and is in excellent shape. The Center is run efficiently and is well used by many nearby residents and community citizens. The major change to this area involves opening up the parking lot to Park Drive, in order to maximize use while not adding any more paved area than necessary (as discussed in the previous section).

Bridge connections leading into the park from the west side neighborhoods need to be addressed as well, with new paving, new railings and perhaps planters with seasonal plants to soften these harsh, paved areas so that they are more inviting for pedestrians walking or riding bikes into the park.

The Proposed Aquatic Center is part of a separate study that Quorum Architects is being kept informed of, but is not directly involved in. At the time of this writing, it has been determined by the Pools Consultant that is organizing the study that a major water play facility is to be recommended for Washington Park, to take the place of the existing Pool that is



still in operation. This facility is to be similar in size and scope to Milwaukee County's Pelican Cove facility on the city's south side, and is to include pool areas up to four feet deep for swimming lessons, a splash play area and a zero-depth pool edge, which simulates a beach-type situation. Landscaped areas and lawn will surround the pool area itself, with a concessions area, showers and changing rooms, and the adjacent play area that was described in the previous section.

The existing ingress/egress drive leading to the Aquatic Center will remain, with a yet to be determined amount of additional parking added, to accommodate visitors to the pool that do not walk in from the surrounding neighborhoods. It is the intent of this Aquatic Facility to become a regional destination, and one that will bring an influx of visitors to the park. There is currently not a facility of this type available on the north side of the city, and the Aquatic Complex will be a welcome addition to the community. Attendance figures for the existing pool support a water attraction of this type and scope, and we see an aquatic facility of this type as being a significant way to draw more people to Washington Park and assist with the park's revitalization.

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Just to the north of the proposed Aquatic Complex is our recommendation to re-create a free standing concessions, restroom and picnic shelter, which would occur along the Ridge Walk that traverses from east to west through the middle of the park, and is described in the Master Plan Site Improvements section. Perusal of historic plans from the Olmstead Archives illustrated a log cabin-like structure that we believe once stood in a similar location in the park. Since restroom facilities are a much needed addition to the park, we propose adding a re-creation of this "Log Cabin" structure to provide a destination along the Ridge Walk, as well as toilet room facilities and a covered picnic area for family and group rentals. Providing a place for seasonal businesses from the community to serve concessions, crafts or other items for the public to buy. We are in favor of finding ways to bring in businesses to the park, since they provide destinations for park visitors and promote jobs and commerce for business owners in the community.

A Farmer's Market is proposed for the areas surrounding the Aquatic complex parking area. This could be a weekend market concept for home-grown produce and edible products, similar to the many greenmarkets that have been successfully developed throughout the city. This is yet another way that commerce could be brought into the park as a way to increase the overall sense of prosperity for the neighborhood, provide a destination for visitors, and increase attendance for the park.

The Blatz Temple of Music, although described earlier as being in sound structural shape, has declined in years in



both appearance and attendance and needs to be addressed in our Revitalization Plan. We met with several members of the executive staff at the Marcus Center of the Performing Arts, as well as with the management staff of Next Act Theatre, to gain insight on ways to revitalize the Temple of Music and draw in regional artists. The staff at the Marcus Center informed us that lack of semi-truck access was one of the biggest problems that they saw with the current setup at Washington Park. Even though the stage area could accommodate a wide variety of performance acts, almost all of the larger groups that they dealt with used large trucks to load and unload stage equipment, sound equipment, props and furniture for the musicians, actors, and performers. Since we did not want to create an unsightly unloading area near the amphitheater, we are showing an area that is paved with precast concrete pavers that leads from the parking area around to the stage. This can be constructed to accommodate semi-trucks, but when not in use will look like a paved, plaza area. We were told that the trucks need to unload at the level of the stage and require ample space to either back up or turn around, so the loop road/plaza that is shown will accommodate that

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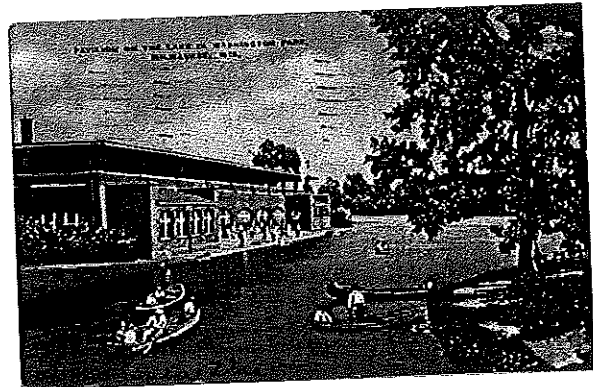
requirement without creating a large loading dock area.

Also included in our plan are new dressing rooms for the back portion of the Temple of Music, as well as new toilet rooms for the public. This will be incorporated into an architectural addition that would be compatible with the Art Deco style of the existing structure. Lighting needs to be updated, as well as the basic hookups for sound equipment, but we were informed that most performers rent sound equipment for each performance, or use their own, so to add permanent sound equipment to the Temple of Music would be a high maintenance item, as well an unnecessary expense.

New seating is a requirement for the amphitheater, as the existing seating is in very bad shape, and promotes a negative image for the entire structure. This seating could be added in phases, with permanent seating possibly replacing lawn seating, as attendance to concerts increases. We were told by the staff at the Marcus Center that their initial forays into the free summer concert venues were built slowly, as the general public gradually became aware of them and felt inclined to attend. They felt that a similar pattern would most likely occur at Washington Park, with physical improvements being made, the concerts promoted, and the public gradually encouraged to attend more and more each season. Permanent signage is recommended along Vliet and Lloyd Streets and Park Drive, to announce all upcoming concerts to the public as they pass by the park by car or on foot.

The Community Building that now stands in Washington Park replaced a wonderful,

older structure that was called The Boathouse. This architectural gem served



as a concessions area, a community gathering place, restrooms and the hub for boat rentals and in season, ice skating rentals. Unfortunately, this historical structure was torn down and replaced in the 1970's with the present building, which reflected the popular notions of passive solar design that were prevalent at the time. Since this building is still in very good structural shape and was not completed that long ago, it has been deemed by Milwaukee County as a structure that should not be recommended for removal. We would, however, recommend making any visual changes to the building that would help give it a more inviting identity and make it more attractive as a destination hub for the park. As stated earlier, this building sits on what is arguably one of the prime sites within the park, yet it presents an image that is very harsh and inhospitable. The addition of the Sheriff's Substation will add to the overall feeling of perceived safety, yet this building needs to be altered as the budget allows to make it more desirable to visit.

Additional windows, a covered arcade, a more inviting entry and improvements to the plaza on the lagoon side of the

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building could all help to make this building more attractive to the general public. It is also our recommendation that this building be given a specific identity that relates back to a more positive image. Renaming it The Boathouse, and bringing back boat rentals, concessions and refurbished toilet rooms would help this build's image. Other improvements to the interior would be painting, new doors, new flooring and a new ceiling, where applicable.

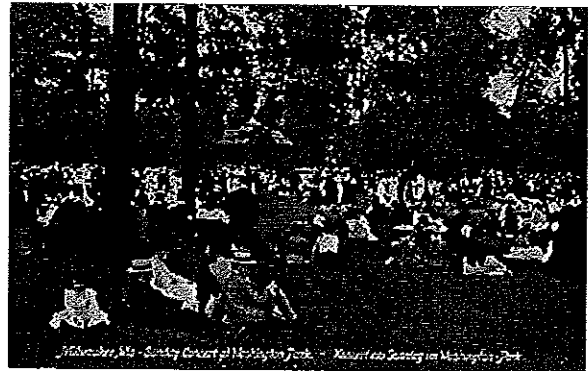
The service yard located on the eastern portion of the park needs to be addressed as well. This area, although necessary to the functionality of the park, is currently one of the more unsightly areas. The current fence could be replaced with a decorative wood one, and new, lower landscaping could replace the mass of overgrown shrubs that is currently there. The inside portion of the service yard could remain the same, since the exterior treatment would provide a much improved appearance.

As a long term recommendation, we believe that the Community Building should be replaced with a new structure that could better serve the community, the park and the surrounding neighborhoods. Our Steering Committee began to delve into the area of how this future building could be programmed, but our team agreed that as the park is revitalized, the needs of this facility would become clearer.

### P. Summary

The Revitalization Plan for Washington Park is an extensive and ambitious undertaking,

and one that would require dedication and commitment from Milwaukee County, the surrounding neighborhoods, the City of Milwaukee, local businesses, as well as the public and private stakeholders that interact with the park.



This project is ambitious in that it is not limited to simply physical improvements to Washington Park, but confronts some of the racial, social and economic issues that are inherent to this portion of the City of Milwaukee. Overcoming some of the negative images that are held by many residents will not be an easy task, but can shift if both Milwaukee County and the general public are willing to remain open to changes and improvements over the next five to seven years, and beyond.

As stated at the beginning of this report, the planning team at Quorum Architects believe in the historical value and inherent beauty of Washington Park, and remain committed to assisting in the promotion and implementation of the Revitalization Plan. We encourage Milwaukee County to continue to pay special attention to both this park and the surrounding area, as they hold vast potential for revitalization and increased improvement on many levels.

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## Q. Budget

The following is a summary of the estimated budget costs over a six year period, as determined by Quorum Architects, in collaboration with the DPW. Please note that this phased budget summary was determined based on the level of detail that has been established at this time, and will be updated as the project develops.

### A. Phase I (2001)

1. Play Area @ Washington Boulevard .....\$ 65,000.
  2. Path Resurfacing .....100,000.
  3. Widened Paths .....70,000.
  4. New Paths .....125,000.
  5. Lagoon Clean-up (This is not Dredging) ....45,000.
  6. Middle Plane Clean-up .....19,000.
  7. Decorative Lighting .....630,000.
  8. Picnic Shelter .....56,000.
  9. Park Drive Crossing .....12,000.
  10. Tennis Court Removal .....5,000.
  11. Vehicular Entry to Senior Center .....32,000.
- Updated 2000 Costs to 2001 = 58,000.

Construction Total 2001 = \$ 1,217,000.

- a. Project Management .....18,255.
- b. Owners Services .....12,170.
- c. Planning & Design .....146,040.
- d. Construction Management .....48,680.
- e. Disadvantaged Business  
Development .18,255.

Phase I (2001) Total Cost = \$ 1,460,400.

### B. Phase II (2002)

13. Boathouse Drive .....\$ 375,000.
  14. Community Center Renovations .....225,000.
  15. Signage/Wayfinding .....250,000.
  16. Soccer/Playfield Improvements .....75,000.
- Updated 2000 Costs to 2002 = 95,000.

Construction Total 2002 = \$ 1,020,000.

- a. Project Management .....15,300.
- b. Owners Services .....10,200.

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- c. Planning & Design .....122,400.
- d. Construction Management .....40,800.
- e. Disadvantaged Business  
    Development .15,300.

Phase II (2002) Total Cost = \$ 1,224,000.

## C. Phase III(2003)

- 17. New Aquatic Center .....\$ 4,000,000.
- 18. Log Cabin .....400,000.
- 19. Play Areas .....160,000.
- 20. Picnic Shelters .....170,000.
- Updated 2000 Costs to 2003 = 745,000.

Construction Total 2003 = \$ 5,475,000.

- a. Project Management .....82,125.
- b. Owners Services .....54,750.
- c. Planning & Design .....657,000.
- d. Construction Management .....219,000.
- e. Disadvantaged Business  
    Development ...82,125.

Phase III (2003) Total Cost = \$ 6,570, 000.

## D. Phase IV (2004)

- 21. Blatz Drive .....\$ 350,000.
- 22. Music Temple Improvements .....825,000.
- 23. Music Temple Parking lot Enlargement .....225,000.
- Updated 2000 Costs to 2004 = 300,000.

Construction Total 2003 = \$ 1,700,000.

- a. Project Management .....25,500.
- b. Owners Services .....17,000.
- c. Planning & Design .....204,000.
- d. Construction Management .....68,000.
- e. Disadvantaged Business  
    Development ...25,500.

Phase IV (2004) Total Cost = \$ 2,040,000.

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## E. Phase V (2005)

- 24. Olmstead Overlook .....\$ 85,000.
  - 25. Park Drive Improvements .....625,000.
  - 26. General Landscape Improvements .....375,000.
- Updated 2000 Costs to 2005 = 300,000.

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- Construction Total 2005 = \$ 1,385,000.
- a. Project Management .....20,775.
  - b. Owners Services .....13,850.
  - c. Planning & Design .....166,200.
  - d. Construction Management .....55,400.
  - e. Disadvantaged Business  
Development ...20,775.

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**Phase V (2005) Total Cost = \$ 1,662,000.**

## F. Phase VI (2006)

- 27. Community Center Renovations.....\$ 2,725,000.
- Updated 2000 Costs to 2006 = .925,000.

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- Construction Total 2006 = \$ 3,650,000.
- a. Project Management .....54,750.
  - b. Owners Services .....36,500.
  - c. Planning & Design .....438,000.
  - d. Construction Management .....146,000.
  - e. Disadvantaged Business  
Development ...54,750.

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**Phase VI (2006) Total Cost = \$ 4,380,000.**

## G. Total Cost

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**\$ 17,336,000.**

### Special Note:

This is a conceptual estimate and all phases of the project would have to be re-estimated as more details are developed. Inflation each year would also have to be reviewed.

