



**LAKEFRONT DEVELOPMENT ADVISORY COMMISSION
 REQUEST FOR REVIEW**

Before submitting an application for review, please familiarize yourself with each of the following and determine whether the project you wish to propose is appropriate for Milwaukee’s Lakefront. LDAC has information to assist you.

- A. Lakefront Development Advisory Commission Criteria, 3 pps.
- B. For the proposed site, determine the current laws and regulations that apply and the restrictions on land use and development in them.
 - 1. Plans. Many lakefront sites are subject to municipal and County plans. Examples are, “A Plan for Milwaukee’s Lakefront”, the “Plan for Phased Development of McKinley Marina, McKinley Park and Veterans Park”, and the “Aquatic Plant Management Plan for McKinley and Surrounding Areas Including the Basin at Milwaukee Lakeshore State Park”.
 - 2. Lakebed grant restrictions. Many lakefront lands, especially lakebed land that was filled have land use restrictions in the laws which granted the land to the County or the City
 - 3. Deed restrictions. Many parts of the lakefront were deeded to the public subject to land use restrictions. For example, in the 1930’s the City deeded several parks to the County. The deeds restrict how the land may be used.
 - 4. Municipal zoning restrictions.
 - 5. The Public Trust Doctrine. An explanation of this requirement is available from LDAC
- C. In order to understand LDAC’s criteria, review LDAC’s prior reports explaining its recommendations on other project proposals.
- D. For each of the items in the application supply a response. If you do not consider the item applicable to your proposal please indicate that it is not applicable. The items that are starred, however, must be answered.

Project Proposer: [Milwaukee Gold Star Families Memorial Monument Committee](#)

***Contact Person/Spokesperson:** Name, address, phone, e-mail address

[Dale Egan / 205 North Water Street, Milwaukee, Wisconsin 53202 / 414.202.8811](#)
dale.egan@woodywilliams.org / <https://www.milwaukeegoldstarmemorial.org>

***Proposed Site:** Describe the particular location. Attach a map or diagram showing the site boundaries. Indicate the owner or owners of the proposed site. Indicate the acreage or square feet of the proposed site. If shoreline is to be used, indicate how much. Describe how the proposed site is used now.

Answers:

- Location: Northeast corner of the Milwaukee War Memorial Center Grounds.
- Map: Site map and rendering to be attached as **Exhibit A**.
- Owners: Lakefront Condo Association
- Sq Footage Approximately 600sq/ft.
- Shoreline: None.
- Current Site: Vacant.

***General Project Description:** Briefly describe the overall purpose and nature of the proposed development.

Answer: The Gold Star Families Memorial Monument honors and pays tribute to Gold Star Families who have lost a family member in service, for their sacrifice and the ultimate sacrifice made by their loved ones.



Buildings or other Structures: Identify all buildings, structures or other physical additions to the site that will be part of the project. Describe new construction or installation and any modification of existing structures. For each building, structure or other physical addition to the site, describe its proposed use or uses. Describe the design of each structure or physical addition to the site. Supply photographs or drawings of each. A scale model of the proposed project would be helpful to the Commission’s understanding of what you propose.

Answers:

- **Physical Addition:** One monument Structure.
- **Modification of Existing Structures:** None
- **Use:** Place of tribute, reflection, and fellowship.
- **Photographs / Drawings:** Attached engineering schematic and photos as **Exhibit B**. The front side of the 4-panel monument contains the Gold Star Families crest and wording. The inside of the monument contains four custom panels etched with images chosen by Wisconsin Gold Star Families to reflect the local Wisconsin and Milwaukee community and heritage.
- **Physical Scale Model:** Available if wished.

Landscaping: Describe the landscaping your project will include.

Answer: Porous pavers in a circular platform. No plant landscaping.

Parking: How many parking spaces will be required when your proposed project is in peak use? Describe where you propose that the required parking will be. How will the parking your project will require affect availability of parking for others? Will your parking needs increase in the future? If so, where do you propose the additional parking will be located?

Answer: No parking spaces are required, now or in the future.

Traffic and Pedestrian Flow: Describe the traffic patterns that will result from your proposed project. Describe how pedestrian traffic will flow.

Answer: Cars traffic pattern (None). Pedestrian traffic (Adjacent to Oak Leaf Trail)

Proposed Arrangements for Use of Site: If site is to be leased, indicate lease term and rent. If purchased, indicate purchase price. List any special terms or conditions of the sale or lease.

Answer: No lease or purchase is applicable. Monument and \$110,00 value would be donated to the Milwaukee War Memorial Center.



Describe the Impact your Proposed Project Will Have on Each of the Following: Promotion of clean water. Reduction of air pollution. Noise levels. Traffic congestion. Litter reduction.

Answer: Not applicable.

***Describe the Area Surrounding the Proposed Site:** Identify how each part of the surrounding area is currently used. Identify all impacts your proposed project will have on use of the surrounding area.

Answer: Depending on the distance considered surrounding, the surrounding area is comprised of (i) vacant park grassland, the (ii) public Oak Leaf Trail walkways, (ii) public benches, (iii) War Memorial Center and parking lot, (iv) Milwaukee Art Museum, (v) General Douglas MacArthur monument, and (vi) the recent 2021 enhanced natural prairie grass area.

***Describe How Your Project Will Change Site Lines and Vistas of the Lake.**

Answer: At the proposed location, the monument is unable to change the site lines or views of the lake. Because the 2021 prairie grassland initiative has generated a hill, the lake is largely no longer visible from North Lincoln Memorial Drive relative to the eastward view and proposed location of the monument. As such, the monument would be unable to change the site line of the lake.

***Access to the Lake:** Describe how your project will affect access to the Lakefront area generally and particularly to the water’s edge.

Answer: The monument would not impact access to the Lakefront area or the water’s edge.

Food Service: Do you propose to provide food service. If you do, describe the nature and extent of the service to be provided. Include proposed hours, any limits on who will be served, projected meal or sample item price ranges.

Answer: None / Not applicable.

Great Lakes History: How does your proposal convey our Great Lakes History? How will it preserve our lake Michigan heritage? How will it leave a legacy for the future?

Answer: N/A, unrelated to Great Lakes History.

Open Space and Recreational Role of Parkland: How will your project impact the traditional open space and recreational role of lakefront parkland?

Answer: Little to no impact on open recreational space, because the current new prairie grassland initiative land is not open walkable recreational space.

***Necessity for Lakefront Site:** Is the use you propose now located away from the lakefront? Can the use you propose be located away from the lakefront? Describe the efforts you have undertaken to locate a site for your proposed project away from the lakefront. If you believe your project can only be located at the proposed lakefront site, please explain why.

Answer: Proposed location is based on:

- April 2017 “Greenprint - Milwaukee Shoreline Vision Plan,” attached as **Exhibit C**.
- Supporting the War Memorial Center’s mission and mission statement as a veteran and war memorial grounds to “Honor the Dead, Serve the Living” of US wars and conflicts.

Impact on Space for Temporary Uses: How long will the use you propose be in place? What impact will your project have on the availability of space for temporary uses?

Answer: No impact on the availability of space for temporary uses. Based on recent landscape changes, site is no longer available for temporary uses.

***Restoration Plan When Proposed use of Site Ends:** What will be required if the use you propose for the site is no longer appropriate? How will the site be restored?

Answer: Monument and planform would be removed, filled, and planted.

Expansion: Describe all future phases for your project and all anticipated future expansion. Identify all buildings, structures or other physical improvements anticipated or that are desirable. Describe all anticipated future parking, roadway and other infrastructure needs. Describe the impact of your proposed project on the expansion possibilities and needs of nearby facilities now and in the future.

Answer: Expansion (None), Improvements (None), Parking, noted above (None), Roadway (None), Other infrastructure (None). Nearby facilities (None and Unknowable).

***Business Plan Viability:** Provide the business plan for your proposed project. Include all projected revenues and identify the proposed source or sources for each. List your anticipated expenses, both for beginning of your project and for continuing upkeep and maintenance. Demonstrate the long-term viability and sustainability of your proposed use of lakefront land. Indicate whether you have received or will be seeking support from any governmental source. Include any expectation that your project will receive the benefit of in kind contributions or reduced rates for goods or services.

Answer: A non-revenue generating item. Expenses for build and erection are paid for at approximately \$110,000. No support being sought from any government source. Largely maintenance free. With new wild grass landscaping little to no mowing required. Proposed maintenance agreement signed and in place with Milwaukee County War Memorial Center. Multiple Milwaukee engineering, architect, and construction firms have already provided significant in-kind contributions.

***Your Experience and Resources:** Please describe the experience you have had with development and implementation of projects similar to the project you are proposing? Describe the qualifications and experience of the key people involved with implementing your proposal. Describe the funds and resources you have in hand to support the project and their source. Do you have adequate resources to go forward with the proposed project? Explain.

Answer: The Woody Williams Foundation has dedicated multiple similar monuments in 40+ states, including 4 state capitol grounds, presidential libraries, and federal lands over seven years. The foundation uses two experienced granite manufacturers that have crafted and installed 70+ monuments.

***Future Public Investment:** Do you assume that any governmental body will make improvements to accommodate your project? Identify the governmental body you anticipate will make the changes and their cost. Will public investment be required in the future?

Answer: No current or future public investment is required.

EXHIBIT A

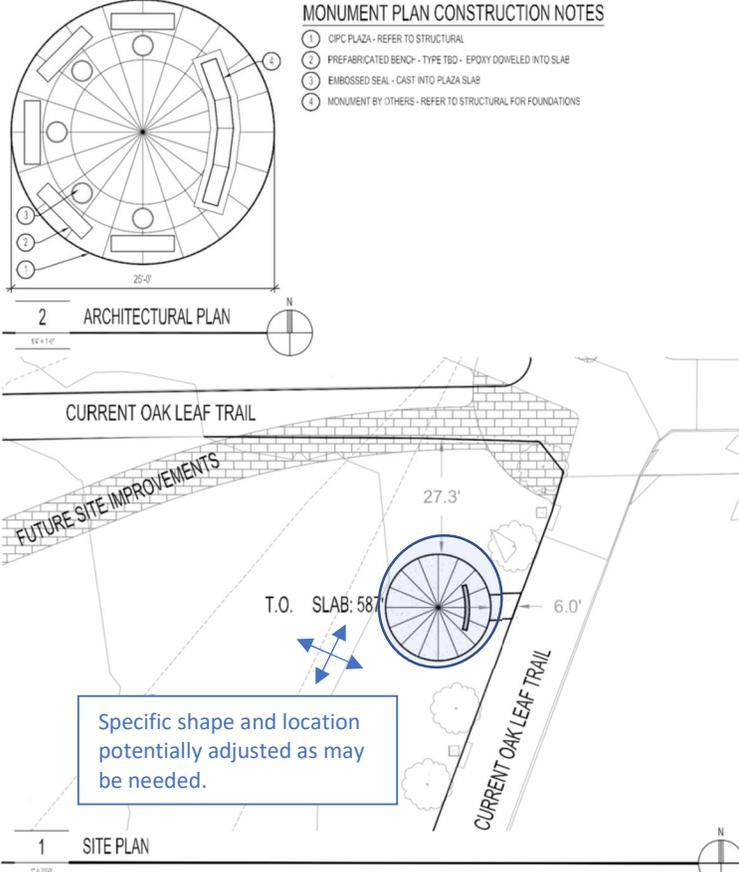
Site Map and Rendering

GOLD STAR FAMILIES MEMORIAL

700 N. ART MUSEUM DRIVE
 MILWAUKEE, WI 53203
 APRIL 03, 2020
 PROGRESS DRAWINGS

GENERAL NOTES

1. COMPLY WITH CODES, LAWS, ORDINANCES, RULES, AND REGULATIONS OF PUBLIC AUTHORITIES GOVERNING THE WORK.
2. OBTAIN AND PAY FOR PERMITS AND INSPECTIONS REQUIRED BY PUBLIC AUTHORITIES GOVERNING THE WORK.
3. REVIEW DOCUMENTS, VERIFY DIMENSIONS AND FIELD CONDITIONS AND CONFIRM THAT WORK IS BUILDABLE AS SHOWN. REPORT ANY CONFLICTS OR OMISSIONS TO THE ARCHITECT FOR CLARIFICATION PRIOR TO PERFORMING ANY WORK IN QUESTION.
4. SUBMIT REQUESTS FOR SUBSTITUTIONS, REVISIONS, OR CHANGES TO ARCHITECT FOR REVIEW PRIOR TO PURCHASE, FABRICATION OR INSTALLATION.
5. COORDINATE WORK WITH THE OWNER, INCLUDING SCHEDULING TIME AND LOCATIONS FOR DELIVERIES AND BUILDING ACCESS.
6. OWNER WILL PROVIDE WORK NOTED "BY OTHERS" OR "NIC" UNDER SEPARATE CONTRACT. INCLUDE SCHEDULE REQUIREMENTS IN CONSTRUCTION PROGRESS SCHEDULE AND COORDINATE TO ASSURE ORDERLY SEQUENCE OF INSTALLATION.
7. COORDINATE TELECOMMUNICATIONS, DATA, SECURITY SYSTEM INSTALLATIONS.
8. MAINTAIN EXITS, EXIT LIGHTING, FIRE PROTECTIVE DEVICES, AND ALARMS IN CONFORMANCE WITH CODES AND ORDINANCES.
9. PROTECT AREA OF WORK AND ADJACENT AREAS FROM DAMAGE.
10. MAINTAIN WORK AREAS SECURE AND LOCKABLE DURING CONSTRUCTION.
11. DO NOT SCALE DRAWINGS. WRITTEN DIMENSIONS GOVERN. IN CASE OF CONFLICT, CONSULT THE ARCHITECT.
12. PARTITIONS ARE DIMENSIONED FROM FINISH FACE TO FINISH FACE, UNLESS OTHERWISE NOTED. MAINTAIN DIMENSIONS MARKED "CLEAR". ALLOW FOR THICKNESS OF FINISHES.
13. COORDINATE AND PROVIDE BACKING FOR MILLWORK AND ITEMS ATTACHED OR MOUNTED TO WALLS OR CEILINGS.
14. UNDERCUT DOORS TO CLEAR TOP OF FLOOR FINISHES BY 1/4 INCH, UNLESS OTHERWISE NOTED. SEE HARDWARE SCHEDULE.
15. COMPLY WITH APPLICABLE LOCAL, STATE AND FEDERAL CODES AND REGULATIONS PERTAINING TO SAFETY OF PERSONS, PROPERTY AND ENVIRONMENTAL PROTECTION.
16. PROVIDE AND MAINTAIN BARRICADES, LIGHTING, AND GUARDRAILS AS REQUIRED BY APPLICABLE CODES AND REGULATIONS TO PROTECT OCCUPANTS OF BUILDING AND WORKERS.



MONUMENT PLAN CONSTRUCTION NOTES

1. CIRC PLAZA - REFER TO STRUCTURAL
2. PREFABRICATED BENCH - TYPE TBD - EPOXY DOVEILED INTO SLAB
3. EMBOSSED SEAL - CAST INTO PLAZA SLAB
4. MONUMENT BY OTHERS - REFER TO STRUCTURAL FOR FOUNDATIONS

2 ARCHITECTURAL PLAN
1/8" = 1'-0"

1 SITE PLAN
1/4" = 20'-0"



Thornton Tomasetti
THORNTON TOMASETTI GROUP



Pinnacle
ENGINEERING GROUP

Specific Site Location:

Flexibility: Within the overall northeast "notch" of the proposed area, the monument footprint could be shifted north/south/east/west within the overall area to address any needs of the area, level grade, or wishes by related parties.

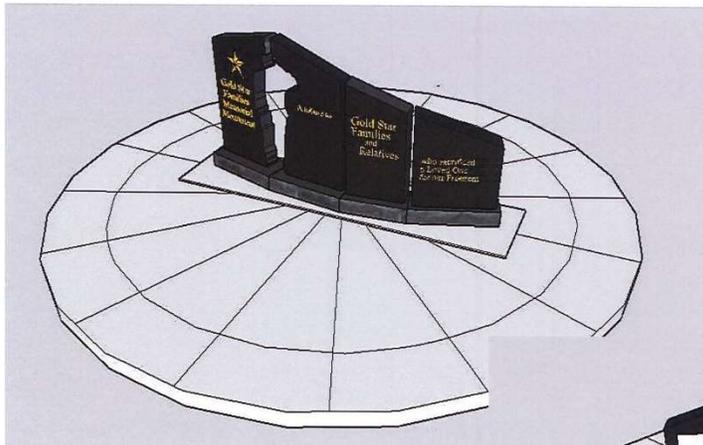
- 1) **Location:** The location is not necessarily locked in just one location by one measurement.
- 2) **Shape:** The shape of the porous paver footprint itself could also be adjusted to conform to any unique shape beneficial or needed.

We welcome working with the County and LDAC. There needn't be only one shape or one exact predefined location in that general area that could function.

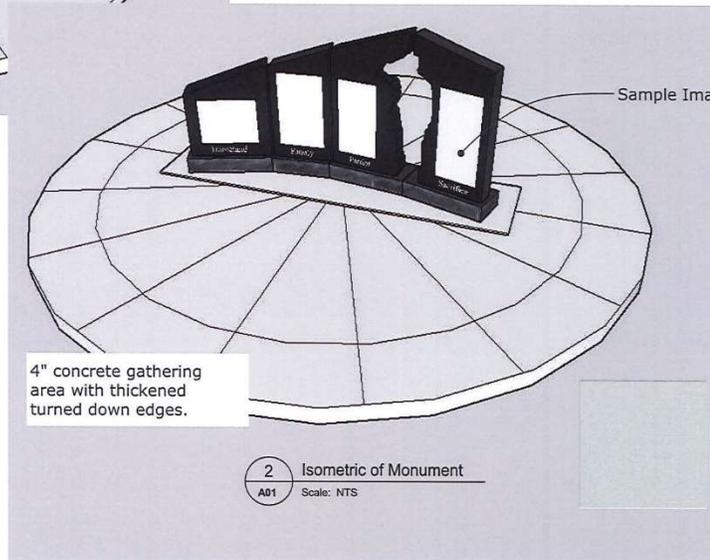
EXHIBIT B

Monument Engineering Schematic & Photos

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1 Isometric of Monument
 A01 Scale: NTS



Sample Images

2 Isometric of Monument
 A01 Scale: NTS



EXHIBIT B
 Monument Engineering Schematic & Photos

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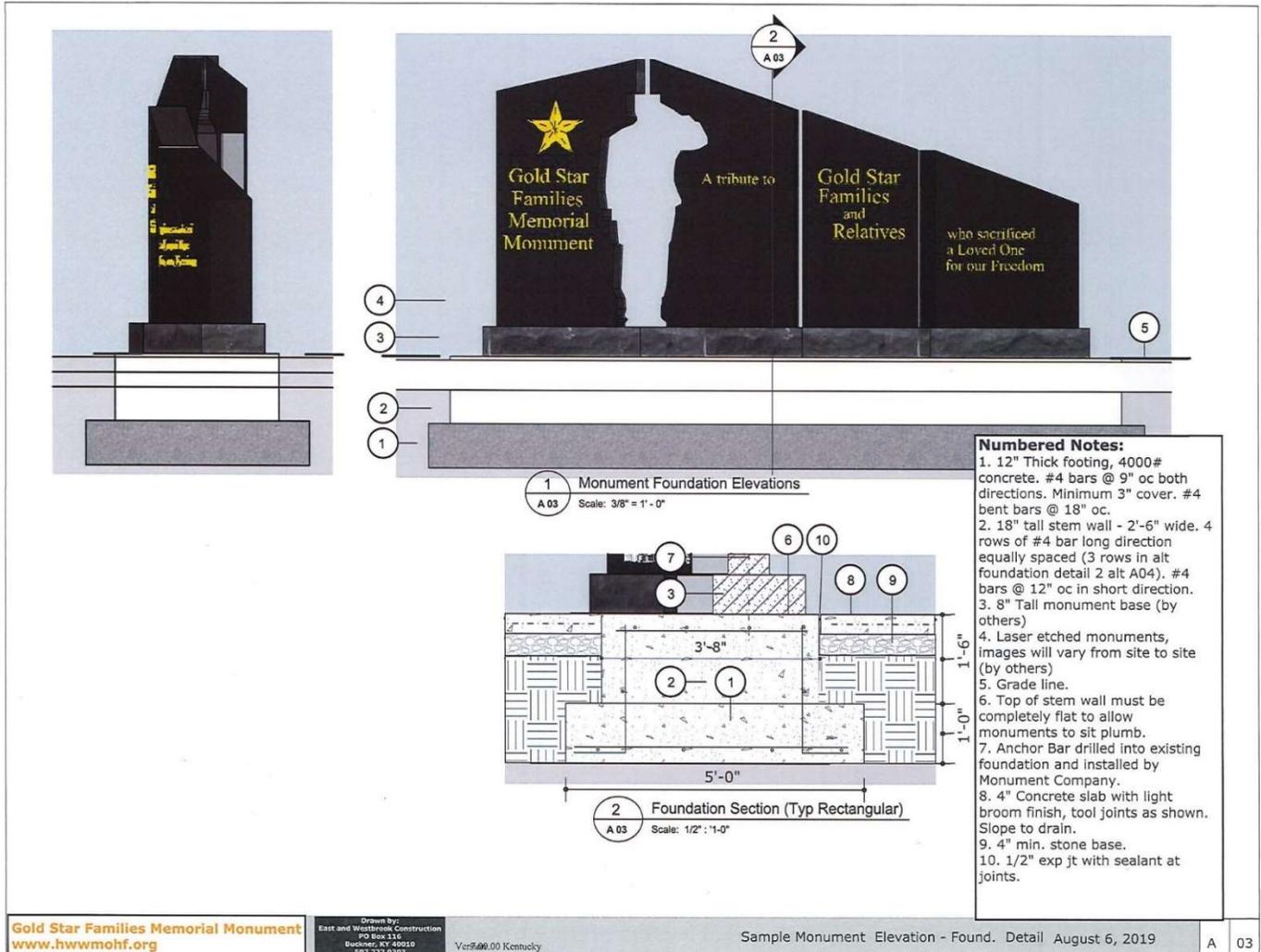


EXHIBIT B

Monument Engineering Schematic & Photos

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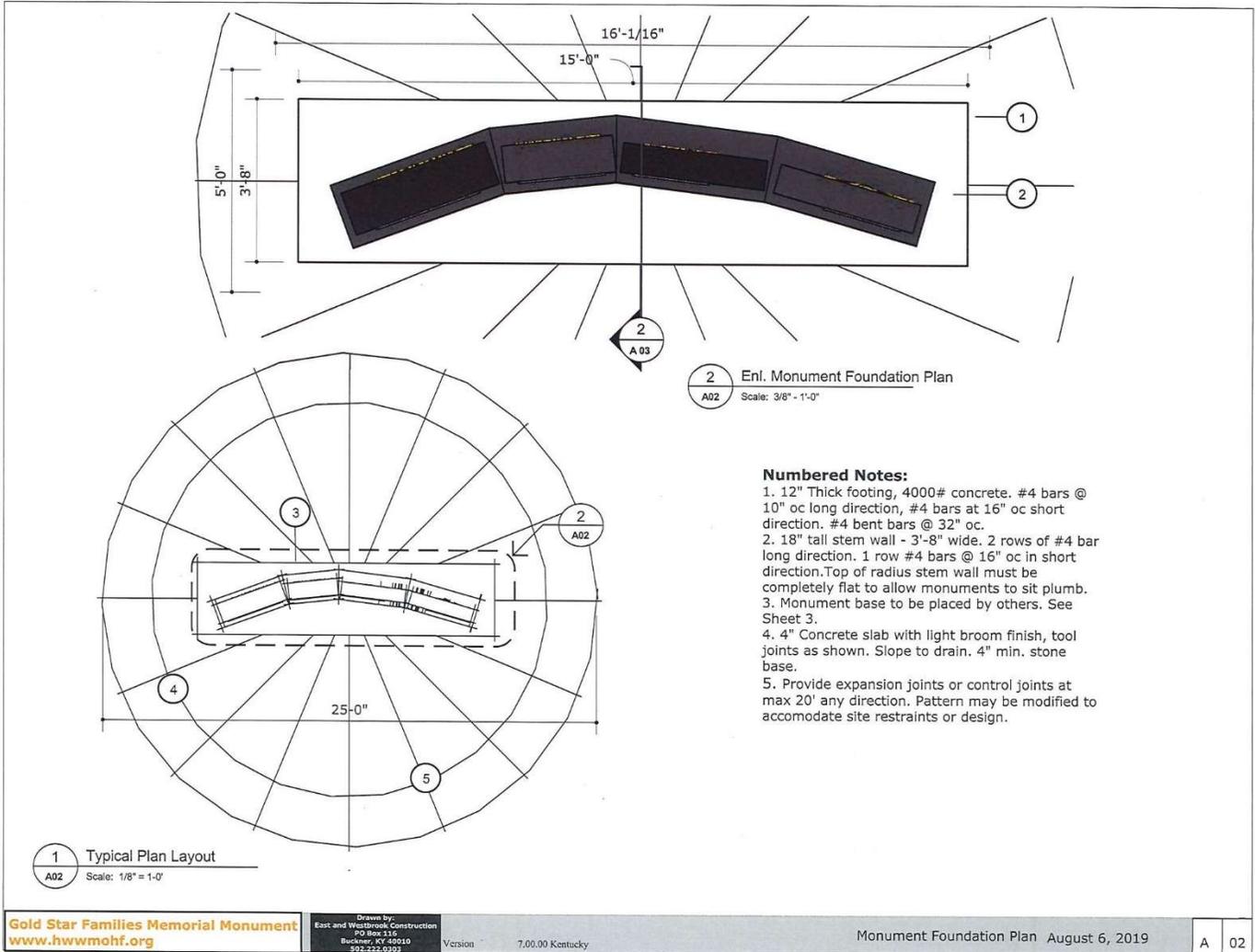


EXHIBIT B
 Monument Engineering Schematic & Photos

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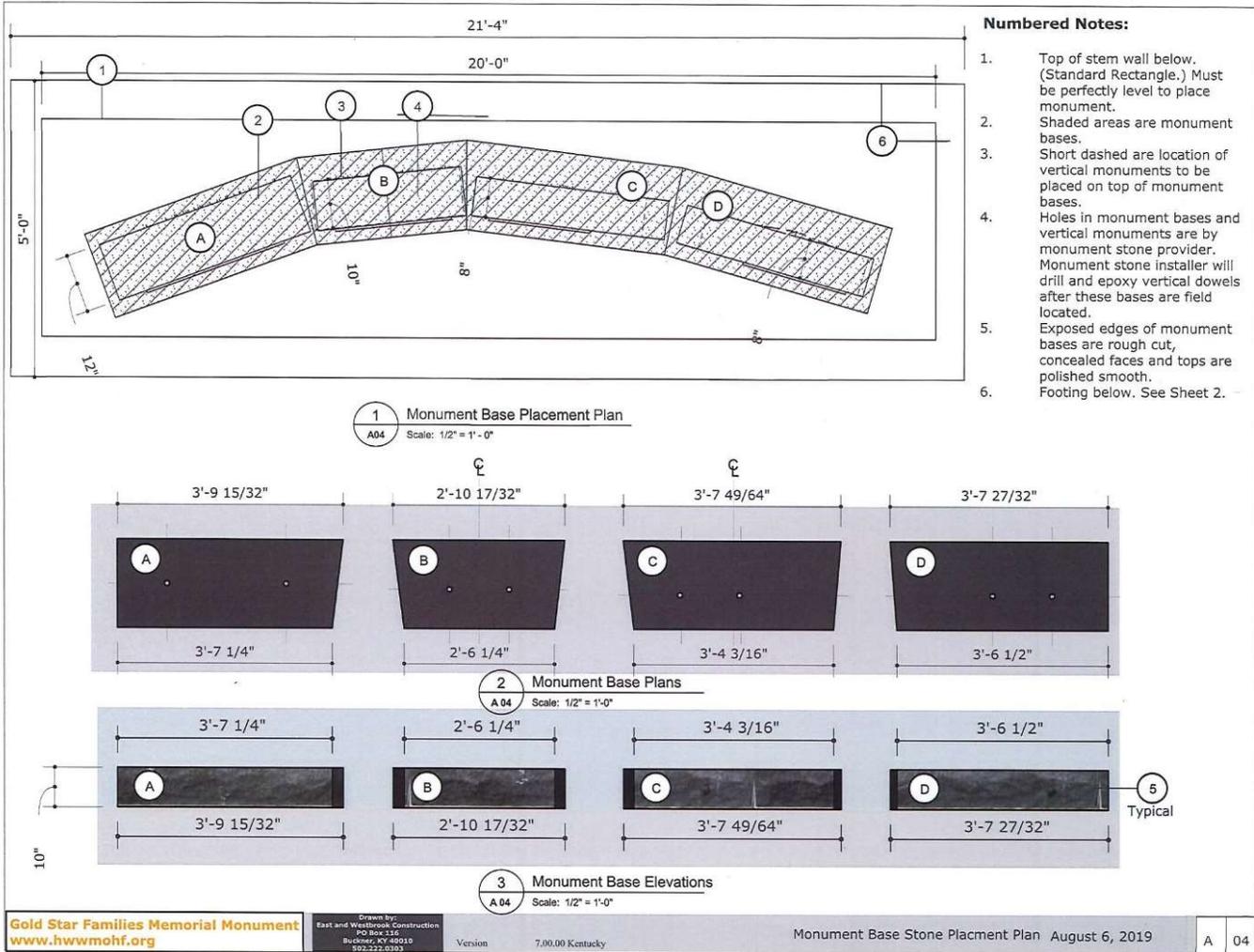


EXHIBIT B

Monument Engineering Schematic & Photos

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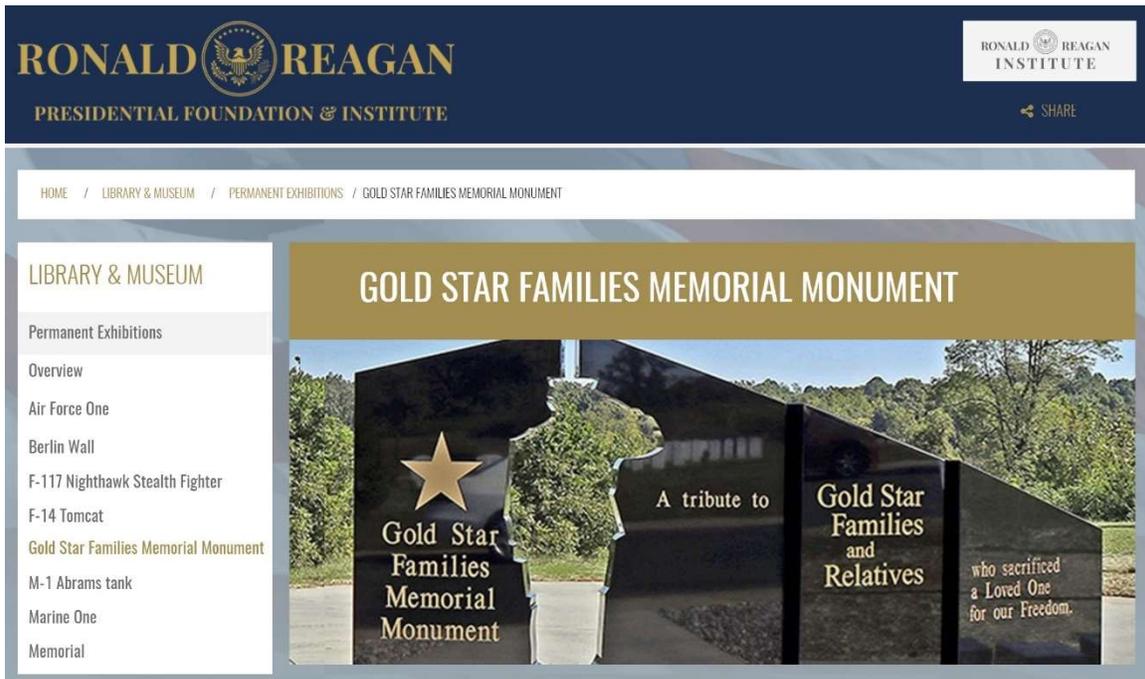


EXHIBIT B

Monument Engineering Schematic & Photos

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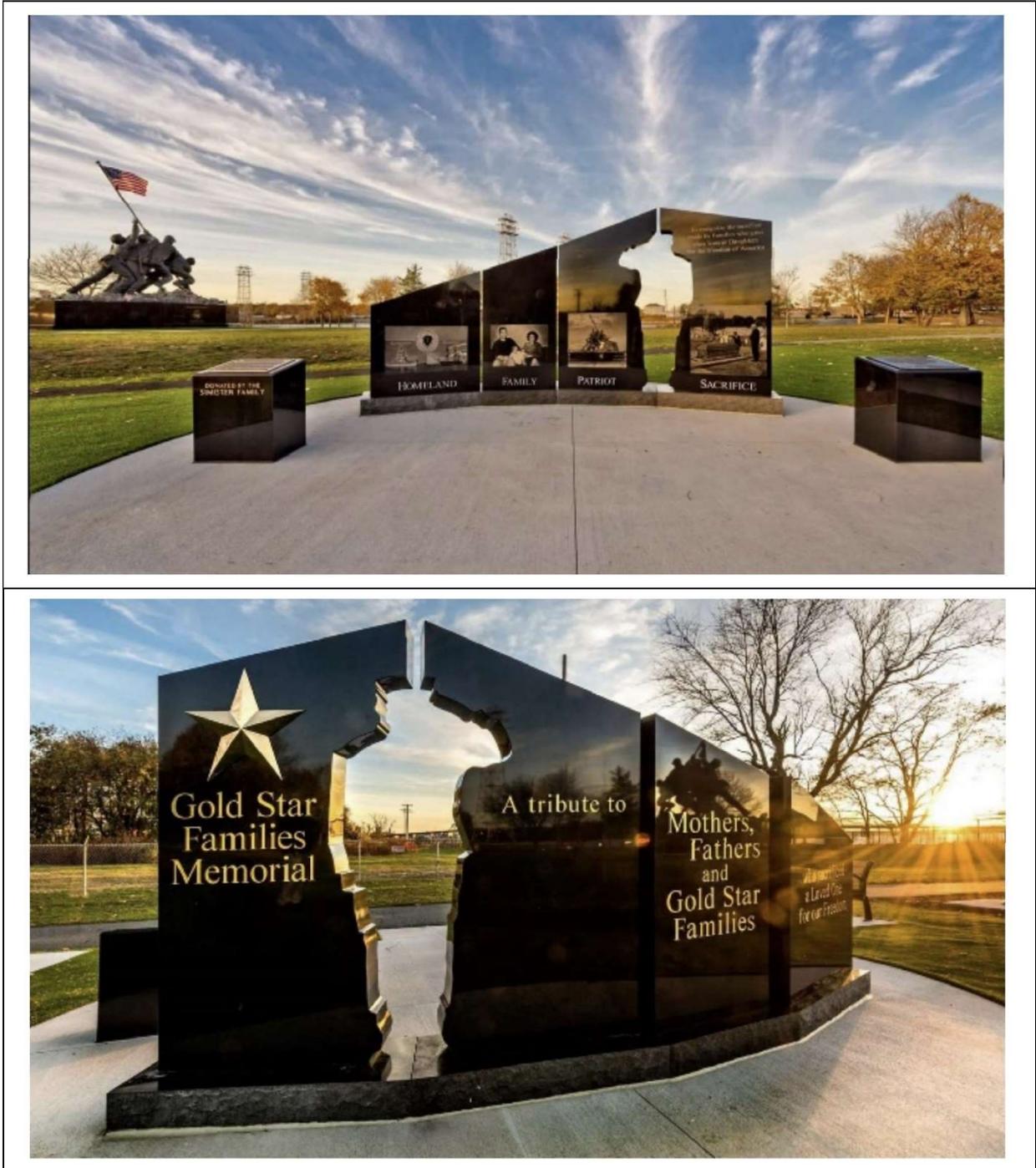


EXHIBIT B

Monument Engineering Schematic & Photos

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EXHIBIT C

2017 Greenprint-Milwaukee Shoreline Vision Plan
 Basis for Location



FINAL REPORT
 Greenprint-Milwaukee Shoreline Vision Plan
 April 2017



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 Single Source. Smart Solutions.
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EXHIBIT C

2017 Greenprint-Milwaukee Shoreline Vision Plan Basis for Location

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1. INTRODUCTION

The War Memorial Center (WMC) in cooperation with Milwaukee County (County), the Milwaukee Art Museum (MAM), the Rotary Club of Milwaukee (Rotary) and the Milwaukee Metropolitan Sewerage District (MMSD) undertook the development of a vision planning effort funded by a \$75,000 grant from the Fund for Lake Michigan. The planning consulting team (planning consultant) composed of The Sigma Group, SEH, and Stormwater Solutions Engineering, with input from UWM School of Architecture & Urban Planning's James Wasley was retained to complete a Vision Plan along Lake Michigan near downtown shoreline in Milwaukee, WI. The focused shoreline project area stretches from the northern border of the planned Milwaukee Gateway Project, north through Milwaukee County Veterans' Parks to McKinley Marina. The project area is outlined in red.

Named "Greenprint-Milwaukee Shoreline Vision Plan", the intent was to formulate a plan with sustainable design elements for current and future projects along Milwaukee County's shoreline. A primary goal was to enhance circulation systems and reduce conflict among vehicles, pedestrians, bikers, and other park users with landscaping, multi-use trails, and parkland features to enhance recreational and ecological uses of this prime location along the lakefront as well as to consider future opportunities for public art, memorials, monuments honoring Veterans and other civic leaders.

The significant focus of the plan was to provide recommendations for incorporating green infrastructure (GI) components to improve water quality and the ecology of the near shore land interface with Lake Michigan given the lake is a most valuable natural resource to Milwaukee, Wisconsin and the Great Lakes region. GI addresses the impacts of run-off from Lincoln Memorial Drive, WMC and

