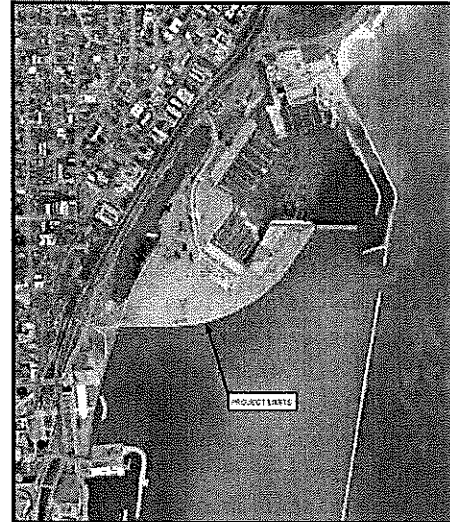


Greenprint- Milwaukee Shoreline Master Plan

Progress Report-November 21, 2016

Overview

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

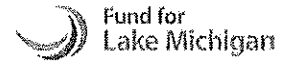


This Greenprint Master Plan will make specific recommendations for incorporating green infrastructure components for improving water quality and enhance the ecology of the area. Surface parking for Veteran's Park, run-off from Lincoln Memorial Drive, improving the lagoon's ecology and enhancing the War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

Stakeholder Involvement (Attachment 1)

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

- Stakeholder Meeting 1 held on July 14, 2016 - focusing primarily on the north parking lot and green infrastructure associated with potential reconfiguration.
- Planning workshop held on September 14, 2016 - three primary planning aspects were considered: 1) green infrastructure/water quality; 2) circulation/connections; 3) programming.
- Stakeholder Sessions (Meeting 2) held on September 29, 2016 - Notes, ideas, suggestions from Stakeholder Meeting 1 and the workshop were taken, and three interchangeable concept alternatives were created for discussion at the Stakeholder Sessions. The sessions were organized by similar interests
 - War Memorial Center Tenants
 - Gateway and Downtown
 - Park Users
- Additional potential stakeholders were identified at the November 8, 2016 Steering Committee meeting; Erick Shamberger, City of Milwaukee Environmental Collaboration Office (ECO) and Linda Reed, Sweetwater Trust. These additions are highlighted on Attachment 1. The Design team will reach out to these newly added stakeholders.



Focus group meetings were conducted with the following organizations:

- City of Milwaukee Departments of City Development & Public Works - Karen Dettmer (DPW), Kristin Bennett (DPW-bike and pedestrian), Greg Patten (DCD)
- Port of Milwaukee - Larry Sullivan
- Milwaukee County Executive/Economic Development and Dept. of Administration representatives on October 28, 2016
- Milwaukee Art Museum - Marcelle Polednik, Executive Director
- Milwaukee County Parks Department on November 9, 2016 to discuss Park Commission agenda, process to allow for grant applications, and how to gain buy-in by Milwaukee County Executive and elected officials.
- Fund for Lake Michigan-Vicki Elkin /MMSD Lisa Sasso on November 21, 2016 (see below)

Conceptual Master Plan Exhibits (see Attachments)

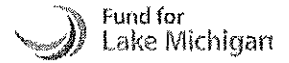
The outcome of the stakeholder and focus group meetings have been compiled by the planning consulting team who have developed four exhibits:

1. Long Term Vision Water Quality Enhancements - stormwater collection and treatment opportunities associated with surface parking lots and Lincoln Memorial that will improve water quality in the Lagoon and discharge to Lake Michigan by overland flow and via outfalls enhancements.
2. In Progress Master Plan Greenprint - presents eight enhancement ideas.
3. Parking Option A - maintains the existing vehicular entrance at current location with and equivalent parking spaces compared to existing conditions. A second deck for Lot D could be added increasing the parking spaces by approximately 100 vehicles. The addition of a small parking lot with handicap parking and access at the Vietnam War Memorial as well as the possible location of other veterans monuments such as the MacArthur statue.
4. Parking Option B - move the vehicular entrance north and reconfigure Lincoln Memorial Drive. A second deck for Lot D could be added increasing the parking spaces by approximately 100 vehicles. The addition of a small parking lot with handicap parking and access at the Vietnam War Memoria as well as the possible location of other veterans monuments such as the MacArthur statue.
5. Parking Option C- Same parking lots and driveway configuration as Option B with enhancements to the Vietnam War memorial involving the lagoon and water feature.

The three parking lot options will incorporate green infrastructure to control storm water run-off, improve water quality discharged to Lake Michigan and provide a more aesthetically pleasing, natural landscape with additional buffer the lake's shoreline.

Schedule (Attachment 6)

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



Fund for Lake Michigan/ MMSD Meeting- November 21, 2016

Members for the planning team and the steering committee met with Vicki Elkin, FFLM and Lisa Sasso, MMSD to present the progress of the planning efforts to date utilizing the exhibits found in this progress report as well as to discuss the current FFLM grant and future grants. The outcome of the meeting are summarized:

- Milwaukee County Parks Kevin Haley and John Dargle will be positioning the master plan for support by the County Parks Commission tentatively at the December 6, 2016 public meeting as well as for Milwaukee County Executive support.
- Both the FFLM and MMSD Green Infrastructure grants are to be used for the design and installation storm water management and other ecological enhancements, not for the parking lot and roadway construction.
- Desire to see the planning effort show creative storm water management approaches, artistically thoughtful and effective. Strong desire for a healing garden and other landscapes that pay tribute to veterans.
- Desire to have champions for both the larger vision for Veteran's Park and for the immediate phase of the north parking lot project.
- Desire to have strong Veteran input and advocacy for making Veteran's Park a more deliberate well-planned setting.

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

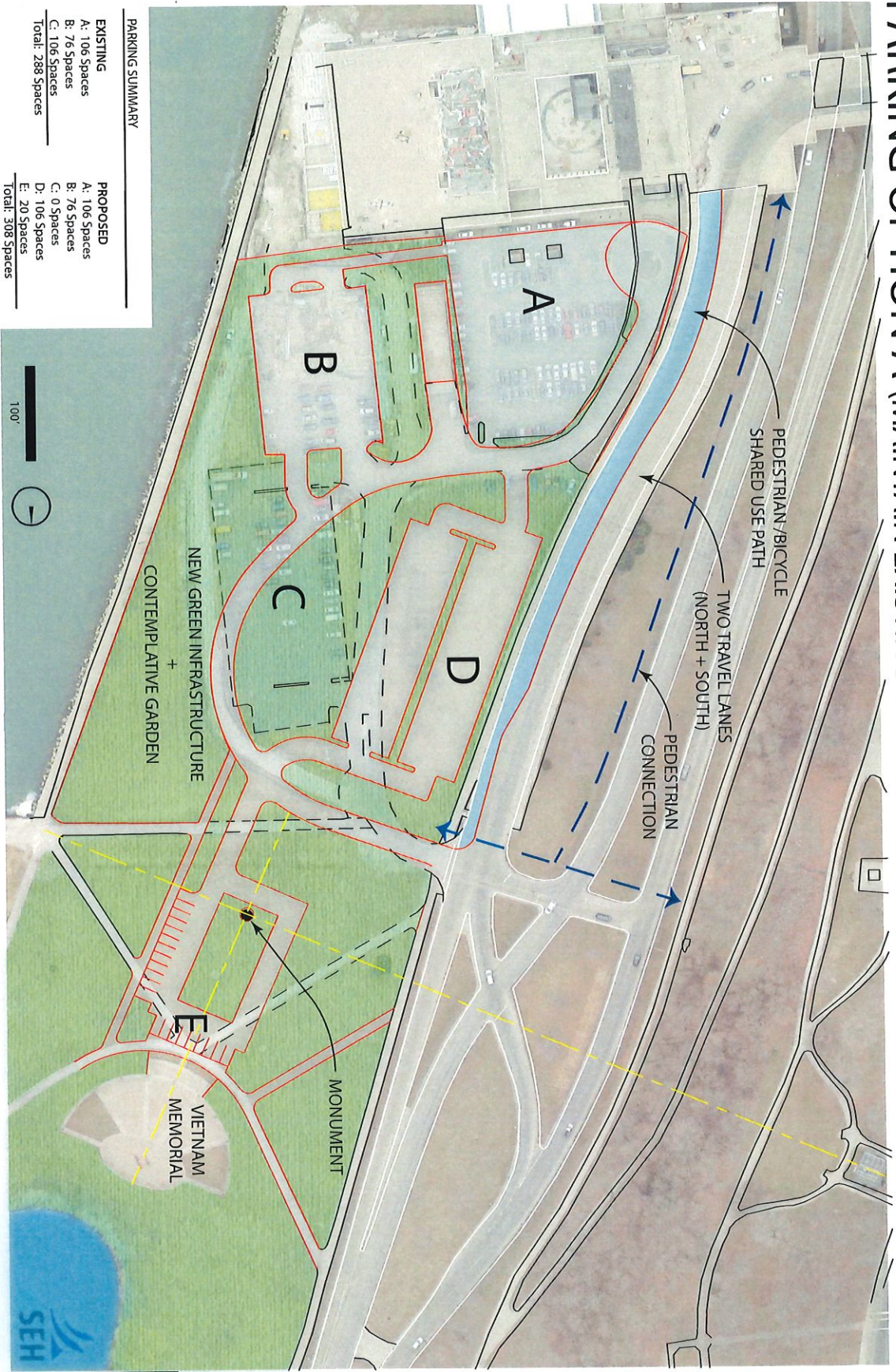


-  Stormwater Collection and Treatment Opportunities
-  Parking Lot
-  Parking Lot Stormwater Opportunities
 - BMP
 - Parking Layout
 - Structured Parking
-  Shoreline Treatment Opportunities
-  Outfall Enhancements

Long Term Vision Water Quality Enhancement Opportunities

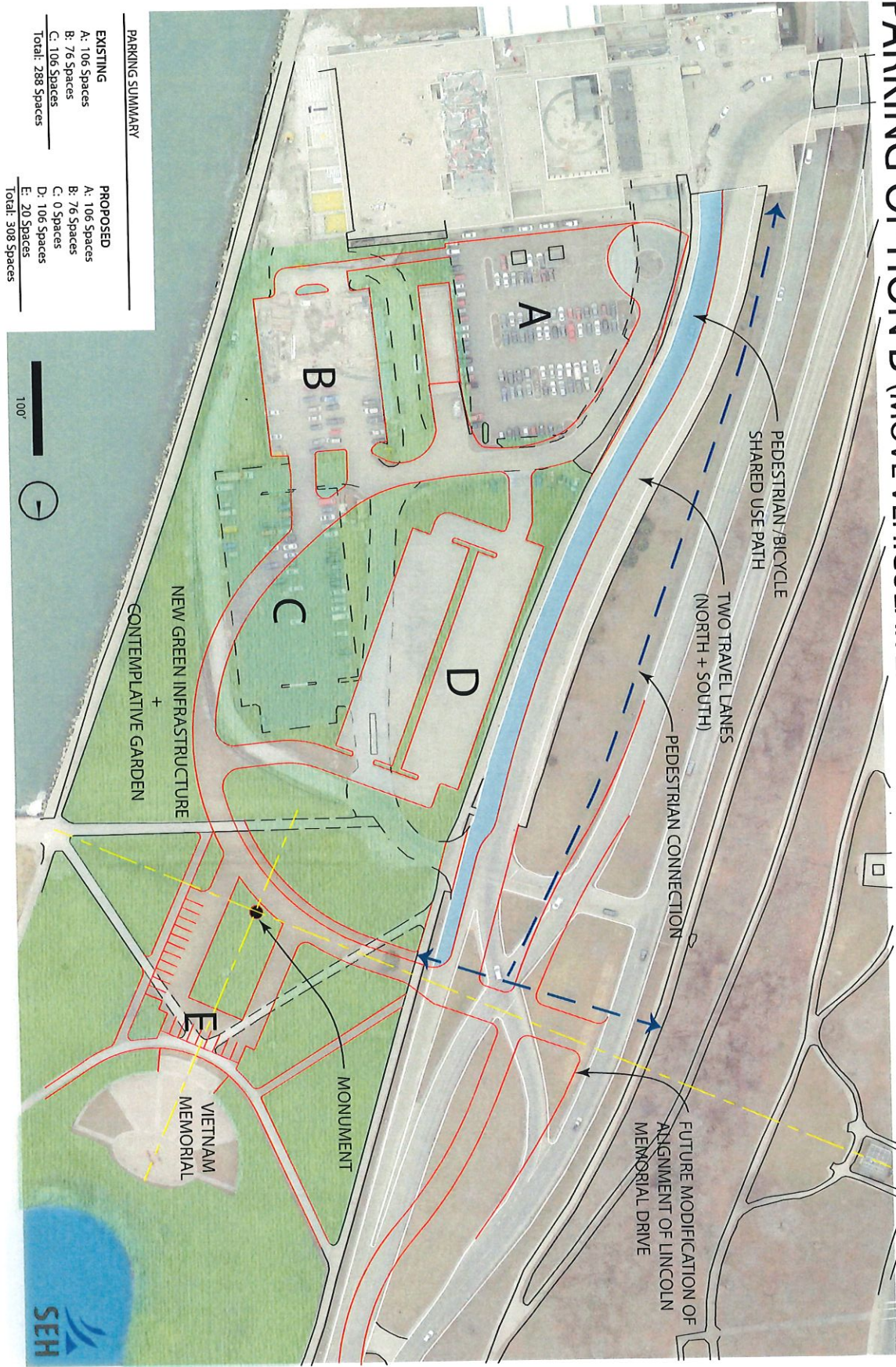
Greenprint For War Memorial and Veterans Park

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

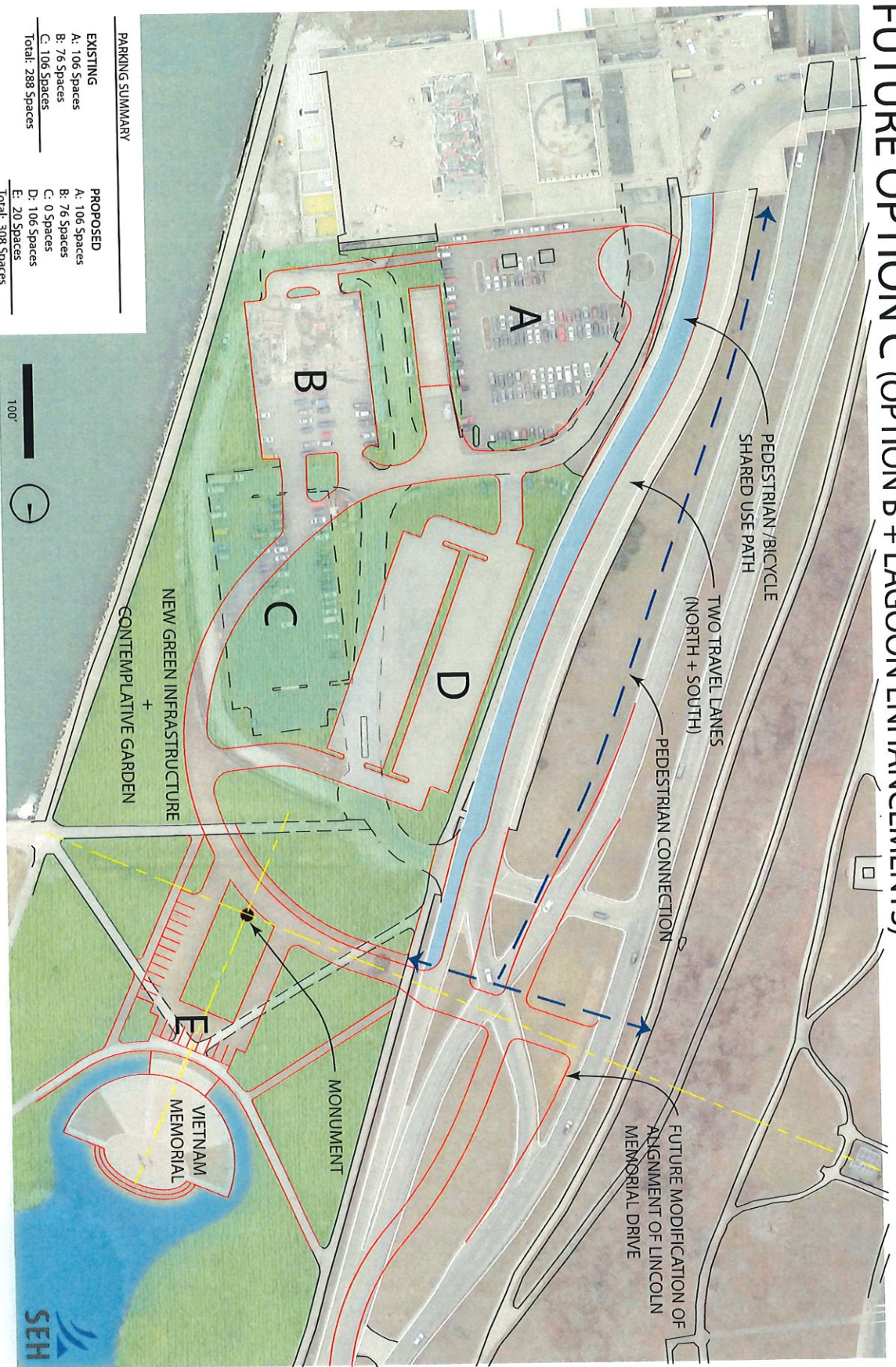


NOTE: Future 2nd Parking Level On "D" Yields An Additional 100 Cars

PARKING OPTION B (MOVE VEHICULAR ENTRANCE NORTH)



FUTURE OPTION C (OPTION B + LAGOON ENHANCEMENTS)



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