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August 5, 2010

Ald. Michael Murphy  
(414) 286-8377

## Making Over Milwaukee

### *Unique Project Looking to Help Homeowners Bring Exterior Design Plans to Fruition*

Borrowing from the annals of television home improvement “reality” shows, the **Milwaukee Makeover Project** is giving city homeowners a unique helping hand in preparing “curb appeal”-boosting exterior improvements.

**Alderman Michael J. Murphy**, a key supporter whose aldermanic district includes neighborhoods participating in the project, said the initiative kicked off in late June at UW-Milwaukee’s School of Architecture and Urban Planning, when 12 area designers and architects donated their time during a charrette (a **charrette** is an intensive planning session where citizens, designers and others collaborate on a vision for design and/or development), working with nine participating Milwaukee homeowners in middle-market neighborhoods to develop and propose exciting exterior design improvements for their homes.

In coming months the participating homeowners will select area contractors and move forward to make the designs a reality.

The property and home improvement television programs watched by millions are heavy on projects to boost “curb appeal” and make homes look more attractive, Alderman Murphy said. “The Milwaukee Makeover Project borrows from that visual curb appeal vein and is aimed at improving modest Milwaukee homes built in the 1950s and 1960s,” he said.

“Milwaukee has a rich and diverse housing stock, and by encouraging strong design and high quality improvements that raise the bar, the Milwaukee Makeover Project hopes to stimulate greater reinvestment from additional area homeowners as they seek to improve their homes and make them more functional,” the alderman said.

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## **Making Over Milwaukee/ADD ONE**

The Milwaukee Makeover Project (MMP) is organized by the Milwaukee Healthy Neighborhoods Initiative (MHNI), and key partners in the initiative are the **Greater Milwaukee Foundation** and the **City of Milwaukee Neighborhood Improvement Development Corp. (NIDC)**. The effort has also been promoted by the Milwaukee Chapter of the **American Institute of Architects**.

The MMP is now operating in nine Milwaukee neighborhoods: Sherman Park, Thurston Woods, Layton Boulevard, Martin Drive, Havenwoods, Enderis Park, Johnson's Park, Lincoln Village, and Capitol Heights

In terms of financing, NIDC will be providing rebates to help homeowners with the costs of improvements.

The Milwaukee Makeover Project plans to conduct similar design charrettes in the future and to collect the innovative design solutions in a publication.

For more information, please contact Alderman Murphy (email: [mmurph@milwaukee.gov](mailto:mmurph@milwaukee.gov)) at 414-286-8377 or send an email to [makeover@gmail.com](mailto:makeover@gmail.com).

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