



GRAEF • PFS Studio • Rinka|Chung • Dan Euser WaterArchitecture • NEWaukee

urban confluence

l a k e f r o n t g a t e w a y p l a z a

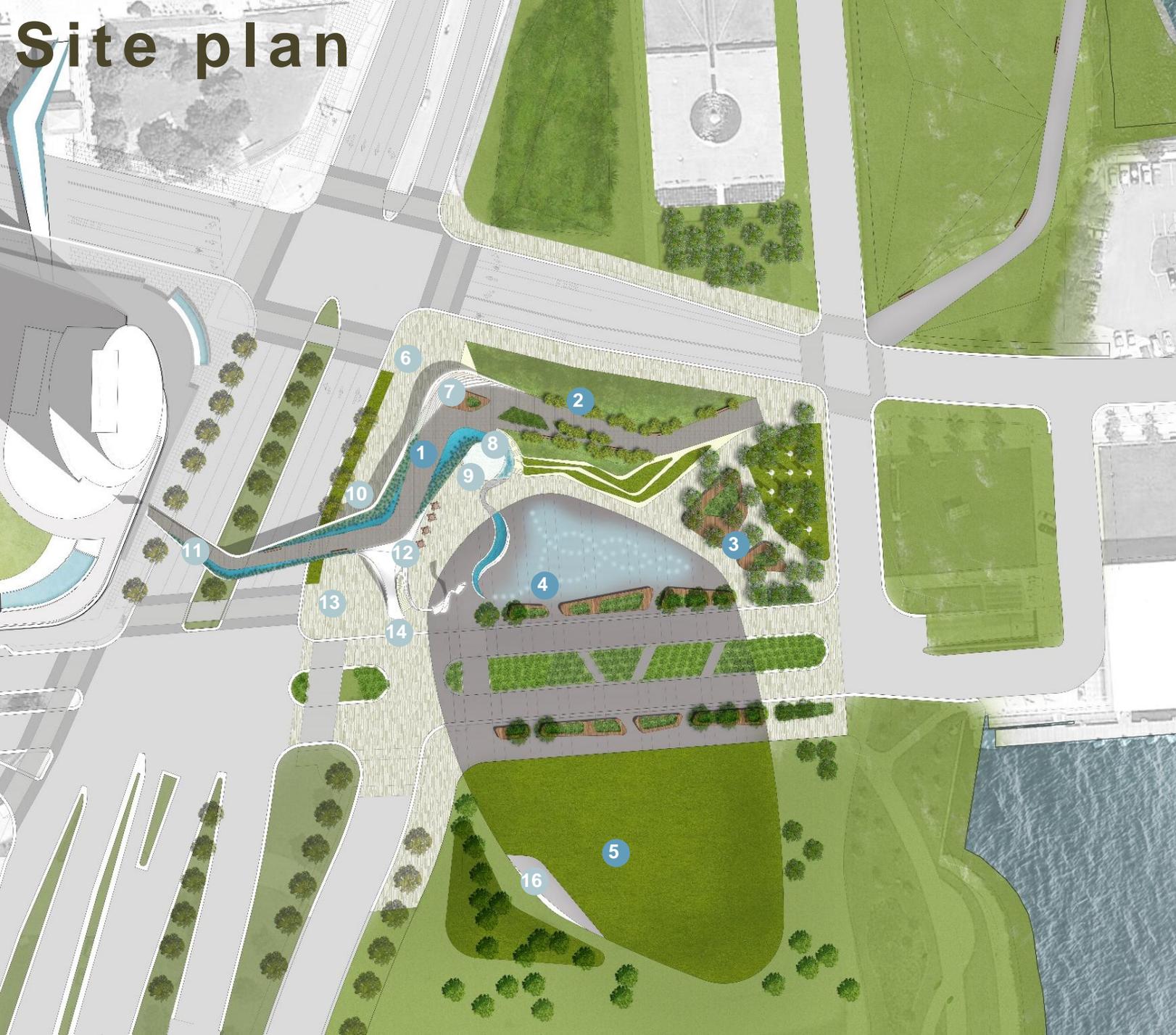


plaza view west/northwest with downtown behind



plaza view north with lakeshore + art museum behind

Site plan



- 1 land bridge
- 2 esker
- 3 bosque
- 4 river rooms
- 5 green
- 6 north portal
- 7 nest
- 8 north stair
- 9 east pavilion (bicycle/skate rental, warm lag tent, public restrooms, and medical room)
- 10 water veils
- 11 land bridge west
- 12 west pavilion
- 13 south portal
- 14 beacon
- 15 islands
- 16 media screen + stage



plaza view east with lakefront + discovery world behind

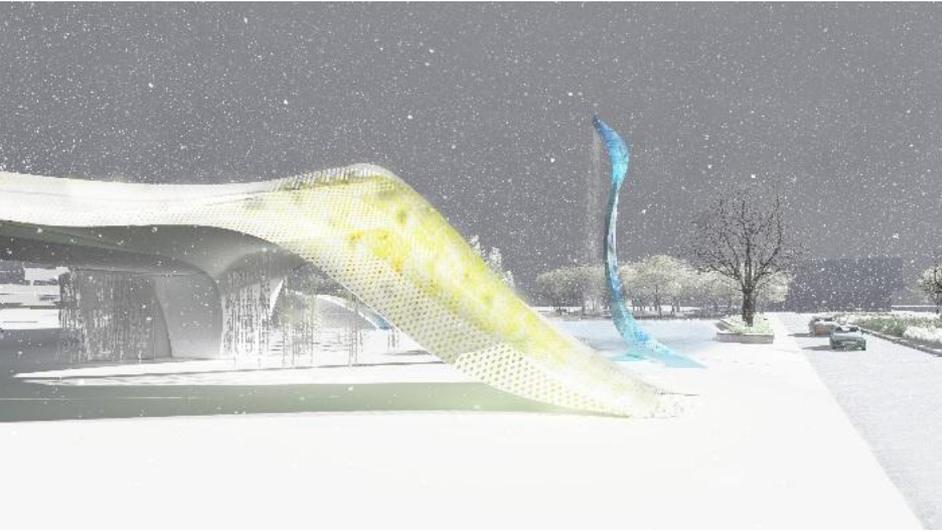


plaza view southeast through north gateway



plaza view east across skating rink

transformation



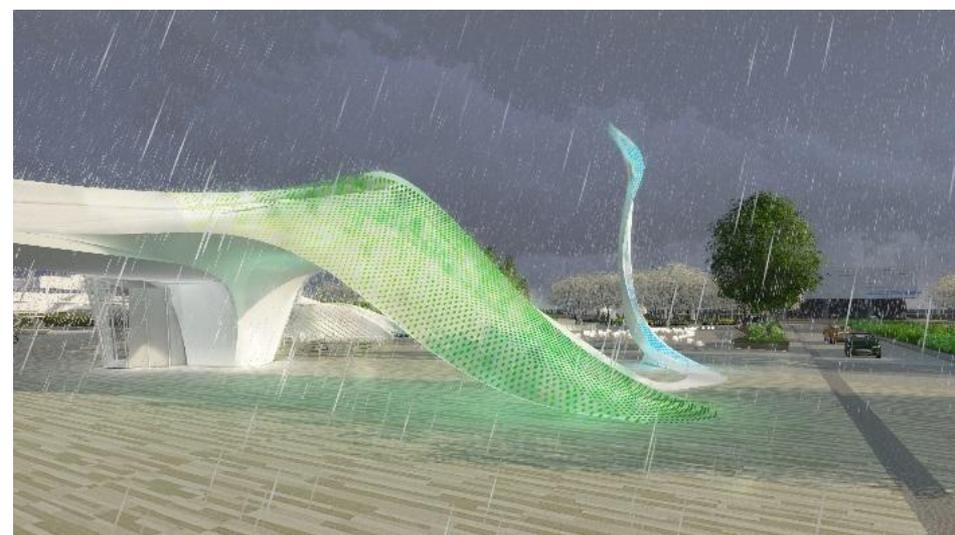
snow



wind



temperature



rain



plaza view north - night



plaza view southwest



view looking east on land bridge



view looking west on land bridge



plaza view south west through bosque

POTENTIAL PHASING STRATEGY

SITE PREPARATION – PHASE I

This phase would include relocating, removing and extending utilities as well as making provisions for the future development. This phase should be completed with the City of Milwaukee contract for the improvements associated with East Clybourn Street, East Michigan Street and North Harbor Drive.

PLAZA AND STREETScape – PHASE II

The plaza, streetscape, associated water feature, site amenities and landscape would be the next logical phase as the landform and structure are more critical to the success of the space once The Couture is constructed.

LANDFORM – PHASE III

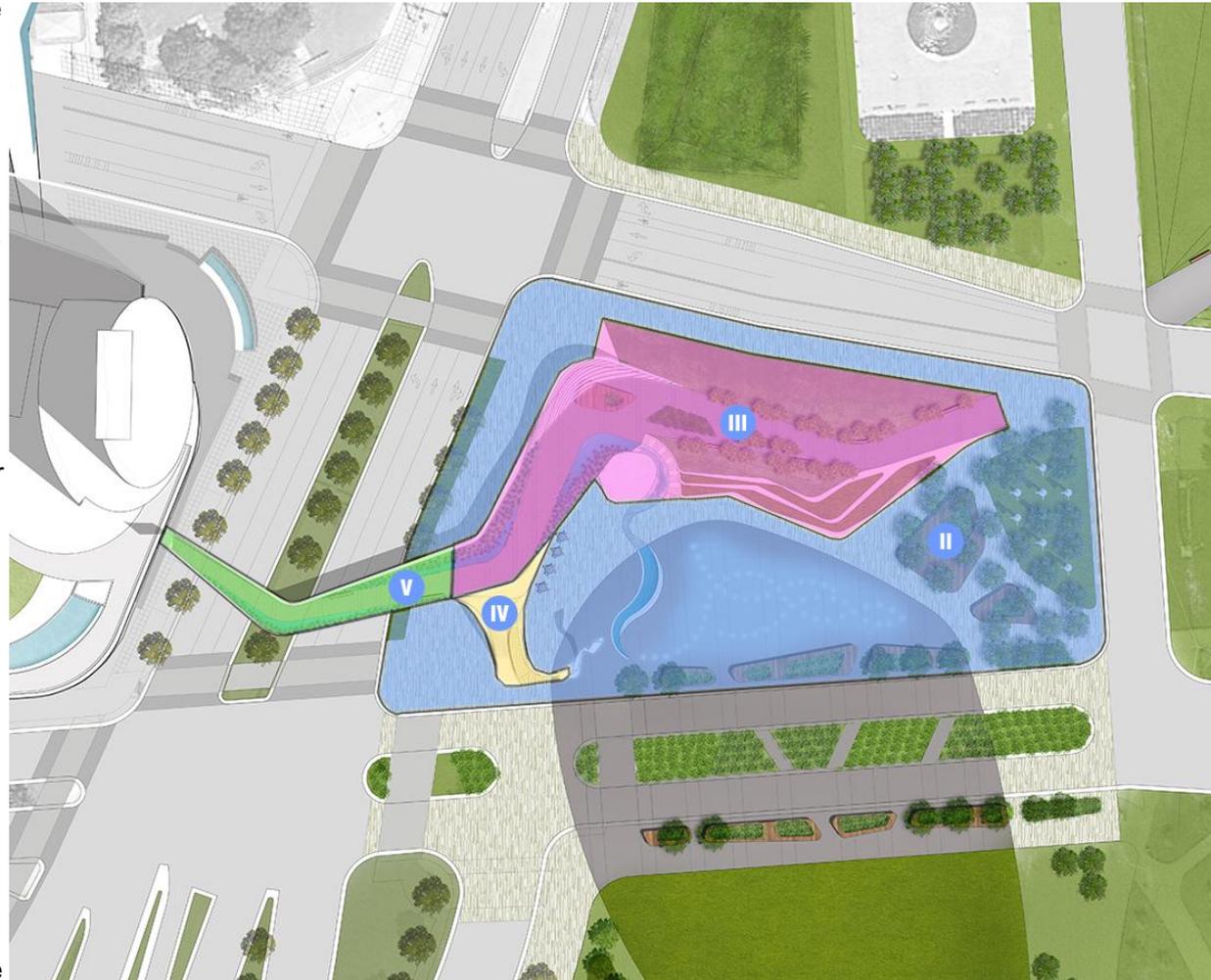
The landform including the walkway, associated water feature, site amenities, landscape, café, and event building could be constructed with the plaza or at a later date as long as provisions were in place for construction staging. It could be completed without having The Couture fully opened and would provide for interesting views and interaction immediately.

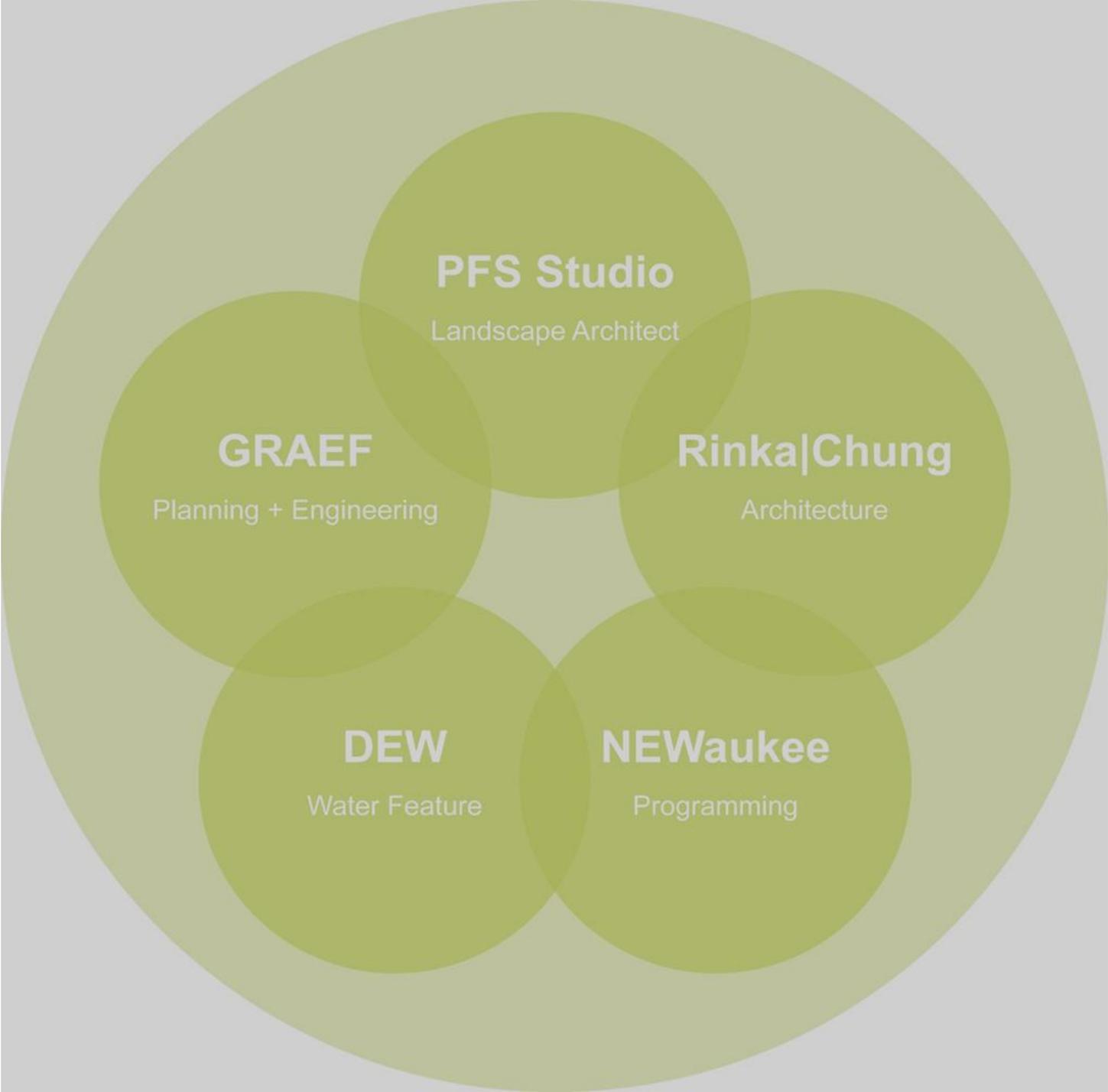
BEACON – PHASE IV

The Beacon (or other commissioned art piece in its place), covered stair and associated water feature may be constructed with the landform or as an independent phase.

WEST STRUCTURE – PHASE V

The structure over Lincoln Memorial Drive may be the last phase as its true need is to provide access from downtown to the lakefront through The Couture.





PFS Studio

Landscape Architect

GRAEF

Planning + Engineering

Rinka|Chung

Architecture

DEW

Water Feature

NEWaukee

Programming

a p p r o a c h + i d e o l o g y

There are three central themes that underpin our competition proposal. Together they inform a **multi-dimensional** design and create an **iconic**, richly detailed and **layered urban space** that will become the **City of Milwaukee's waterfront jewel**.

Our design intention is to ensure that this site becomes a **primary civic space** in the City in addition to its role as the **Gateway** to many of Milwaukee's lakefront institutions and attractions and to Lake Michigan itself.

n a r r a t i v e

Inspired by **Milwaukee's rich history** and specially, the region's formative **glacial geology** the plaza integrates a rich **historical narrative** within the **contemporized design**. A sweeping, iconic land bridge integrates the downtown, the new Couture development and the waterfront. It's powerful and visually delightful expression is inspired by **eskera** and the confluence of the city's three rivers.