

A Vision for Milwaukee's Downtown Lakefront

A National Design Competition

Lakefront Gateway Plaza Design Competition



The Lakefront Gateway project creates improved pedestrian and bicycle connections and new public space, a new central plaza.

Following are the entries of the 4 finalist to the Design Competition Process.

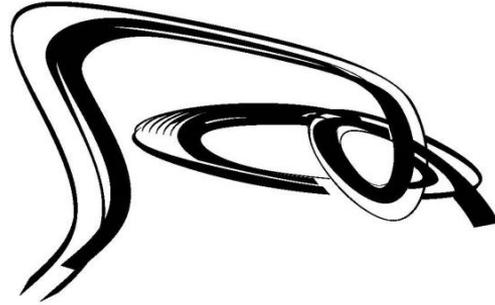
Lakefront Gateway Plaza Design Competition

DESIGN TEAM:

AECOM

- AECOM Landscape
- URS
- Tillotson Design Associates
- Cynthia Reeves
- Delta Fountains

THE HANGING GARDENS *of Milwaukee*



On BEAUTY, LOVE and MEMORY
The AECOM Team

Official Notice #57592 - Lakefront Gateway Plaza

THE HANGING GARDENS *of Milwaukee*

On BEAUTY, LOVE and MEMORY
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Narrative of Concept

Parks make memories. More than just open areas with plants and grass, these landscapes provide spaces for many of life's most memorable moments. Those can be the big milestones—a child's first birthday, a graduation picnic, or a marriage proposal—but they can be the quieter, simpler moments, too, like sitting on a bench to appreciate a view. Cities can be busy. Parks slow us down. A good park can make us see the surroundings differently.

Our design restores the crucial link between the city and the lake, allowing for a series of spectacular views out to the water. It celebrates the rich architectural history of the lakefront by connecting different cultural assets and bringing them into better view. The landscape's topography will create different views. Its transparency will frame the lakefront's architectural history. And its seasonality will offer changing experiences across summer, fall, winter, and spring. It will perform, but, more than anything, it will be a place to create new memories...and to fall in love.

The Hanging Gardens of Milwaukee is first and foremost about connecting to the lakefront. Investing in this critical piece of infrastructure affords a strategic opportunity to provide park-like amenities and programming on day one. More than just a way to get from Point A to Point B, the Garden Loop draws people to and through the lakefront, serving as the 'heart' of a lakefront renaissance. The second phase capitalizes on this new vitality and accessibility, further enhancing park program, capacity, and cross-lakefront connections. The Hanging Gardens of Milwaukee will ultimately deliver a fully-connected, all-seasons lakefront.

THE HANGING GARDENS *of Milwaukee*



Collection of Milwaukee County
Historical Society

On Beauty

“Everything has beauty,
but not every one sees it.”
- Confucius



Collection of Milwaukee County
Historical Society
circa 1900's

On Love

“Love is the bridge be-
tween you and everything.”
-Rumi

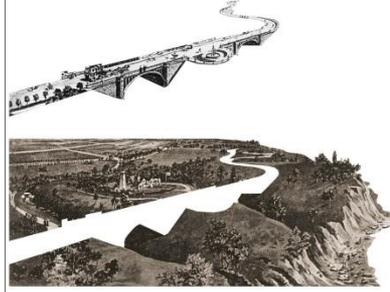


Collection of Milwaukee
County Historical Society
circa 1900's

On Memory

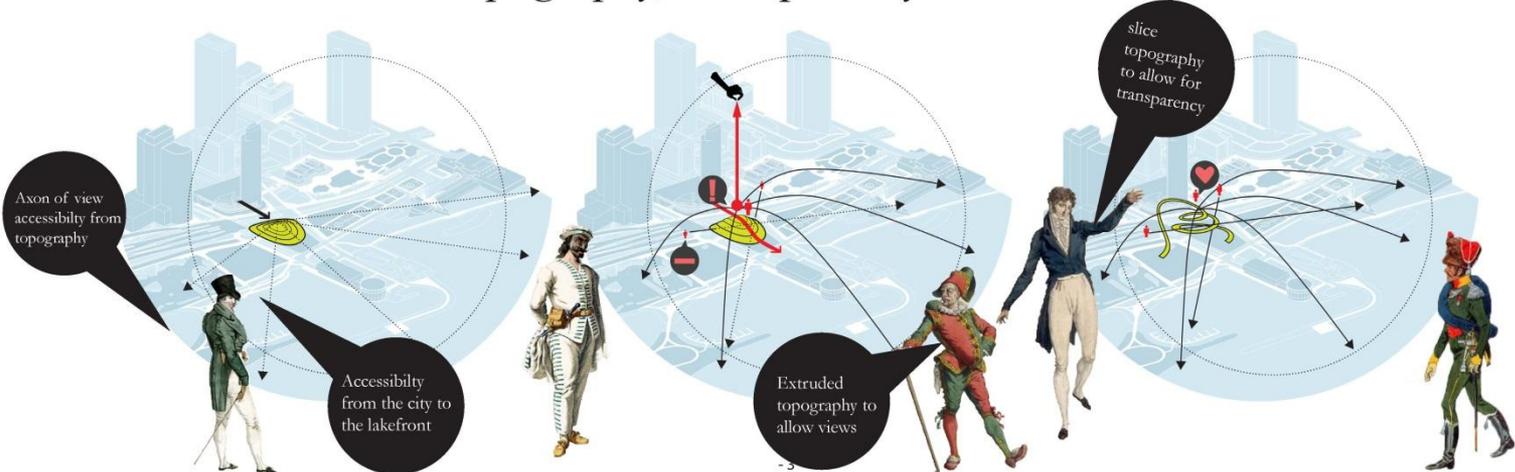
“God gave us memory so
that we might have roses in
December.”
-James M. Barrie

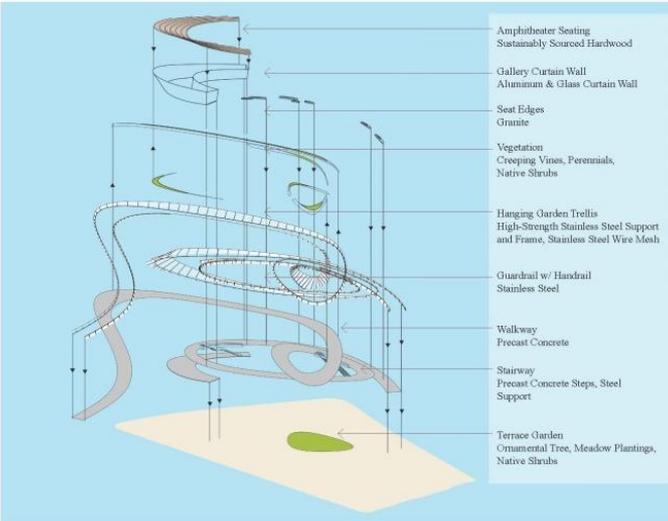
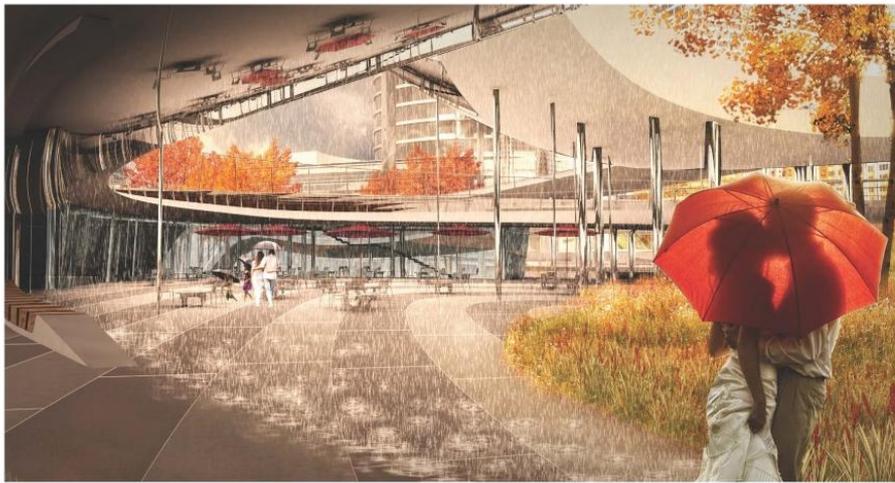
Lake Park: all about bluffs & bridges



Let's make a mound so we can see the lake again!

Our Concept Relies On Milwaukee's History *Its Topography, Transparency & Seasonality*





The Garden Loop Furnishing

The Garden Loop's walkway sits on top of a continuous high-strength support frame. The trellis/railing edges and planter/seating edges "hang" from this interior support. The amphitheater is independently supported by the gallery structure.





- 1 The Garden Loop & Gateway Plaza
- 2 Clybourn Street Boulevard
- 3 North Meadow Gardens
- 4 Little Hill at South Lawn
- 5 South Meadow
- 6 The Couture
- 7 Milwaukee Art Museum
- 8 Discovery World
- 9 Festival Grounds
- 10 Cudahy Gardens
- 11 Lake Michigan



FALL

A rich patchwork of fall colors emerges from the Gateway Plaza's lush, leafy canopy.



SUMMER

A reinvigorated lakefront - fully embracing both the city and the lake.



SUMMER

The strong, sweeping forms and lush vegetation of the Hanging Gardens establish a strong identity for the lakefront - connecting to and enhancing everyday life along the lake.



SPRING

As the sun sets on another busy day at the park, an iconic halo of light gently sweeps along the edge of the Garden Loop.



SUMMER

A walk through the North Meadow Gardens - where birds sing, bees buzz, and visitors pass through a green vegetated mosaic of rich texture and form.



WINTER

The simple, sculptural beauty of the Reflecting Forest shines through on a quiet winter morning.

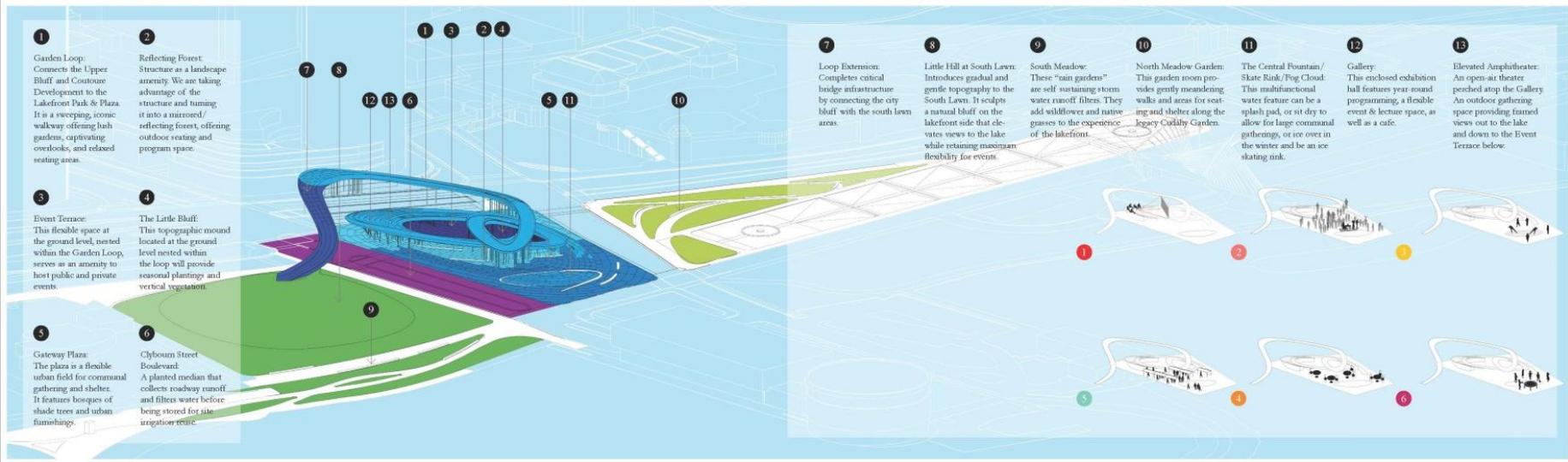


FALL

The Little Hill at the South Lawn is the perfect place to share an early fall picnic, taking in the views of the Hanging Gardens, the Milwaukee Art Museum, and the lakefront.



ONE DAY...
 This could be the lakefront,
 a really dynamic place...



DESIGN TEAM:

GRAEF

- PFS Studio
- Rinka I Chung
- Dan Euser Water Architecture
- NEWaukee



urban confluence

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

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

The City of Milwaukee • Milwaukee County Parks • Local Stakeholders

0 6 . 2 9 . 2 0 1 5

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.

RECONNECT

One of the central ideas behind this design proposal is reconnection: physical reconnection to Milwaukee's urban core together with experiential and a more abstracted reconnection to some of Milwaukee's formative history. 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 the region's formative glacial geology and more specifically is an abstraction of an esker. Flowing water is a key element of this theme of reconnection and references the rivers. Beginning at O'Donnell Park, the water would flow along a pedestrian bridge crossing over Michigan Avenue and into the north portal of the Couture building. The water would continue along the Couture's pedestrian mezzanine and be fed by discreet water features in the development. The stream would then reemerge from the Couture's eastern portal along the sculptural land bridge that spans North Lincoln Memorial Drive providing texture and delight before ultimately making its way down into Lakefront Gateway Plaza where it would integrate with a variety of playful water elements.

The design also moves beyond the competition boundaries, suggesting that East Clybourn Street become an important east-west pedestrian connection from the downtown to the lakefront. With the potential redevelopment synergies generated by the Couture, the north side of East Clybourn Street, with its largely forlorn and underutilized buildings, could reasonably be envisioned for adaptive reuse and become a lively, pedestrian friendly commercial street. This would then open up the potential of developing safe and well-designed urban spaces below the elevated roadway network on the south side of East Clybourn Street, providing connection from the 3rd Ward to the City and lakefront.

CELEBRATE

This design celebrates a number of aspects of Milwaukee. It celebrates water which has been the lifeblood of the city. Now that Milwaukee has committed itself to becoming a leader in fresh water research and has branded itself as "America's Fresh Coast Capital" water, in all of its wondrous forms, will become a key component of Lakefront Gateway Plaza. In particular, the cleansing and reuse of captured and stored storm water within some of the water features is central to this theme.

The design also celebrates the importance of Milwaukee as the historic "safe harbor" along the

western shores of Lake Michigan. With its cradled urban space, protected from the winter winds, and its abstracted and interactive weather beacon a metaphoric safe urban harbor is created.

The work of Dan Kiley and his Art Museum Garden is paid respect and celebrated by incorporating a bosque of trees, a Kiley signature, to continue the axial expression of his piece into Lakefront Gateway Plaza. Our design also proposes a slight landform west of the garden and north of East Michigan Avenue to expand the notion of the esker while allowing the contemplative Kiley garden a bit of respite from the distraction of North Lincoln Memorial Drive.

ACTIVATE

As one of the primary future open spaces of Milwaukee, Lakefront Gateway Plaza needs to be active, urban, fun and compelling. Our design proposal seeks to achieve year round use for users of all ages and has developed the framework for well programmed, memorable and highly enjoyable experiences. The Lakefront Gateway Plaza is also designed to incorporate social and cultural aspects of Milwaukee. Pedestrian flows to and from the City, Summerfest and the Milwaukee Art Museum have been carefully considered. The design integrates well with the City's popular lakeshore pedestrian and bicycle pathway system, ensuring that the plaza becomes a component of the experience already enjoyed by residents and tourists alike.

With summer water play for kids of all ages, a skating surface for winter activity, an interactive media / art screen for civic gatherings to watch special events and a stage for both programmed concerts and impromptu lunch time performances, many of the social activities and cultural events familiar to Milwaukee residents will be accommodated and accentuated at Lakefront Gateway Plaza.

As the idea of water and weather plays such an important role in underpinning the design concept, many of the design elements that reference these aspects are interactive and the sound and sparkle of water is essential to this place. For example, dramatic water veils that provide portals into the space from the west will be designed to transform and change color with human interaction and in response to weather conditions; the central beacon will act as the Milwaukee's thermometer, gauging air temperature and informing passerbys of what the day might bring; the central water feature in the plaza will reference the three rivers that transect the city, surging from time to time and rising and falling to the seasons and rainfall. Fog and ice will also be a part of the experience as the water feature transforms from month to month.



02.1

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 up tent, public restrooms, and mechanical room)
- 10 water veils
- 11 land bridge west
- 12 west pavilion
- 13 south portal
- 14 beacon
- 15 islands
- 16 media screen + stage



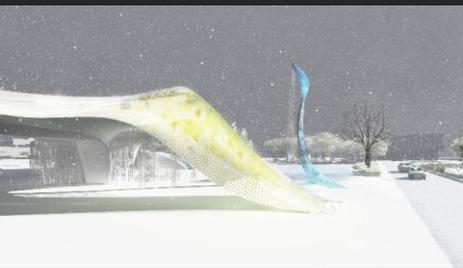




02.7

plaza view north - night





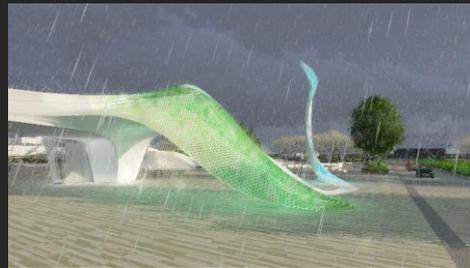
snow



wind



temperature



rain



plaza view east across skating rink

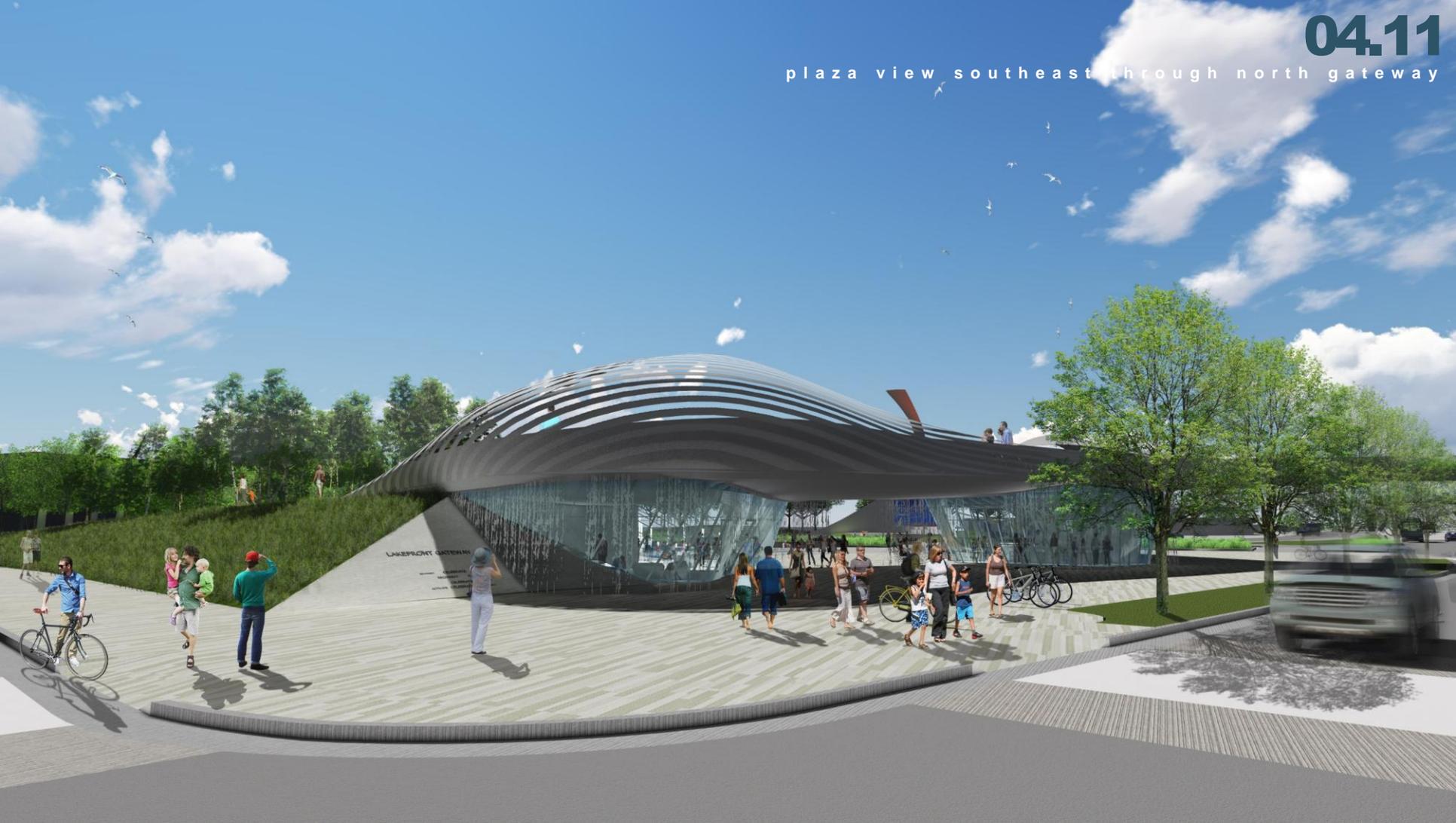






04.11

plaza view southeast through north gateway





DESIGN TEAM:

JAMES CORNER FIELD OPERATIONS

- La Dallman Architects
- Robert Silman & Associates
- Kapur & Associates
- Marilu Knode
- DEW
- HLB Lighting
- Applied Ecological Services

MILWAUKEE'S LAKEFRONT LANDING

**JAMES
CORNER
FIELD
OPERATIONS**

**WITH
LA DALLMAN
ROBERT SILMAN ASSOCIATES
KAPUR & ASSOCIATES
MARILU KNODE
DEW
HLB LIGHTING
APPLIED ECOLOGICAL SERVICES
CCS INTERNATIONAL**

**JAMES
CORNER
FIELD
OPERATIONS**

MILWAUKEE'S LAKEFRONT LANDING

The word "Milwaukee" aptly derives from Native American languages meaning "gathering place by the water." Originally, the shores of Lake Michigan were sculpted by glaciers that created bluffs and topographical shorelines, facilitating original settlement, movement and gathering by the water. Our design proposal for Milwaukee's new gateway to the water – its new "Lakefront Landing" – is to create an iconic landform that supports multiple connections, journeys and experiences to the Lake. This hill form, reminiscent of earlier bluffs, provides elevated views and overlooks, and shapes lower level plaza and gathering spaces. Milwaukee's Lakefront Landing connects, reorients and transforms an existing leftover space surrounded by large roads into a highly visible, connected and memorable place worthy of its namesake as "a gathering place by the water."

GATEWAY + CONNECTOR: Lakefront Landing is a sculpted three-dimensional crossroads, gateway and connector. It creates a strong East-West relationship from the City to the Lake. It becomes an essential North-South connector linking O'Donnell Park, the Milwaukee Art Museum, Dan Kiley gardens and War Memorial to the future Urban Park, Summerfest, Historic Third Ward, and Henry Maier Festival Park. It is an important missing link in the existing bike and recreational trail network and lakefront park system. As part of the vision, Art Museum Drive is re-envisioned as a new "Social Promenade," prioritizing pedestrians and bicyclists, and connecting the key components of the cultural district. The new vista down Clybourn Street towards Discovery World is further enhanced by relocating Ned Kahn's "Wind Leaves" within the proposed median creating a distinct gateway to the lakefront. A dramatic new "Pedestrian Bridge" is conceived as a shared bike and pedestrian path that is functionally and physically integrated with the new landscape, providing a unique sense of continuity, wayfinding, accessibility and movement.

DESTINATION + ATTRACTION: The site's location is at the center of a Cultural District including the Milwaukee Art Museum, Discovery World, the Betty Brinn Children's Museum, Summerfest and a host of other lakefront activities and events. Two iconic landform bluffs are situated and shaped to provide the best views of the Lake to the Northeast and Southeast. The landform itself is sculpted to provide a distinct promontory and series of seating steps facing the water, where locals and tourists can come together to experience views as well as to participate in events and the everyday experience of biking, running, gathering and playing on the lakefront. The western bluff is a flowering garden with grasses, perennials, and textural shrubs with seasonal variety and color. The eastern bluff forms a large south-facing "Gathering Lawn" where people can hangout, picnic, sit, relax or host large-scale events such as watching summer fireworks. The pedestrian bridge spans the two landforms forming an iconic "Gateway Arch Bridge" with a welcoming light-filled oculus and entry into a new at-grade "Gateway Plaza" in the valley underneath that links the North portion of the site to the South. A new "Lake Pavilion" is positioned at the southwestern edge of the site, tucked under the western bluff, offering a prominent and memorable beacon at the corner of Clybourn Street and Lincoln Memorial Drive. This "Flex" Pavilion holds and activates the corner and provides opportunities for civic, cultural, educational, recreational and food and beverage programming. The pavilion spills out into the Gateway Plaza, allowing space for moveable tables and chairs, outdoor performances and other seasonal activities. A new "Water Plaza" animates the northeastern edge, showcasing an interactive water feature designed to create a visual link on axis with the Dan Kiley gardens and water features to the North. The water feature is lit at night and can be turned off to become a plaza for performances or other events.

SUSTAINABLE + GREEN: Lakefront Landing promotes environmental sustainability, water reuse, and best stormwater management practices in order to enhance Milwaukee's brand as "America's Fresh Coast Capital." Generous planting beds and Stormwater Garden Terraces are proposed to buffer the nearby roads, showcase freshwater native plants, and filter and collect water. Mature and healthy existing trees are incorporated into the design. Significant greening of the two adjacent sites is proposed to provide an inviting and welcoming entrance to the area. Planting, programming and accessibility ensures year-round interest and use.

FLEXIBILITY: The design is flexible, phaseable and adaptable. Working with the City and the community, the key concepts can be adapted to reflect local input, and can be adjusted to accommodate available resources and timing.

In summary, Milwaukee's Lakefront Landing is a dramatic and iconic landform, connecting the various levels of the city to the Lake, adjacent parklands and cultural facilities, while at the same time shaping dramatic journeys, vistas, spaces and events. It is Milwaukee's new gathering space by the water.

SITE PLAN

LEGEND

- GATEWAY PLAZA 1.
- GATHERING LAWN 2.
- FLOWERING GARDENS 3.
- LAKE PAVILION (BELOW) 4.
- SEATING STEPS 5.
- PARK PROMONTORY 6.
- THE OVERLOOKS 7.
- WATER PLAZA 8.
- STORMWATER TERRACES 9.
- GRASSES & PERENNIALS 10.
- FORESTED GATEWAY 11.
- GATEWAY ARCH BRIDGE 12.
- PHASE 1 BRIDGE TO "COUTURE" 13.
- BRIDGE LANDING 14.
- PHASE 2 BRIDGE OVER O'DONNELL PARK 15.
- SOCIAL PROMENADE 16.
- POTENTIAL RELOCATION OF NED KHAN 'WIND LEAVES' 17.



SITE PLAN

WATER PLAZA



WATER PLAZA AND SEATING STEPS
VIEWING AND PLAYING

JAMES
CORNER
FIELD
OPERATIONS

MILWAUKEE'S LAKEFRONT LANDING



LAKEFRONT LANDING
LOOKING NORTH TO LAKE AND ART MUSEUM

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PROCESSION TO THE LAKE



PROCESSION TO THE LAKE
LOOKING EAST

JAMES
CORNER
FIELD
OPERATIONS

CONNECTION TO DOWNTOWN

NIGHT-TIME EVENT
LOOKING NORTHWEST TO DOWNTOWN

JAMES
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OPERATIONS



GATEWAY PLAZA

GATEWAY PLAZA AND LAKE PAVILION
EATING, GATHERING, PEOPLE WATCHING

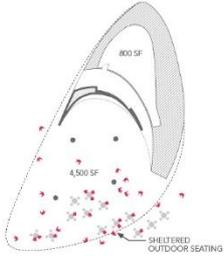
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GATEWAY PLAZA

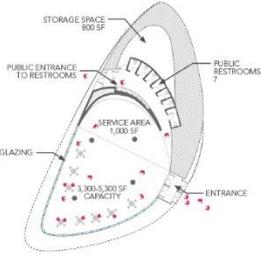
GATEWAY PLAZA AND LAKE PAVILION IN THE WINTER
(ICE SKATING / GATHERING, FAMILY PLAY)

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LAKE PAVILION



OPEN-AIR PAVILION (PHASE 1)



CLIMATE CONTROLLED PAVILION (PHASE 2)



LAKE PAVILION
CLIMATE CONTROLLED, PHASE 2

GATEWAY ARCH BRIDGE



THE GATEWAY ARCH BRIDGE
LOOKING SOUTH THROUGH THE VALLEY

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CORNER
FIELD
OPERATIONS

STORMWATER TERRACES



VIEW FROM THE TOP



THE OVERLOOK + PARK PROMONTORY
LOOKING EAST TO THE LAKE

DESIGN TEAM:

OJB – OFFICE OF JAMES BURNETT

- **Johnsen Schmalig Architects**
- **Buro Happold Engineering**
- **Focus Lighting**
- **Shore Art Advisory**
- **K. Singh & Associates**
- **Fountain Source**



M I L W A U K E E
LAKEFRONT GATEWAY PLAZA

OJB

JOHNSEN SCHMALING ARCHITECTS
BURO HAPPOLD
FOCUS LIGHTING
FOUNTAIN SOURCE
KSA ENGINEERING
SHORE ART ADVISORY

OFFICIAL NOTICE #57592 - LAKEFRONT GATEWAY PLAZA
MILWAUKEE, WISCONSIN
SUBMITTED BY: THE OFFICE OF JAMES BURNETT
SUBMITTED TO: DEPARTMENT OF CITY DEVELOPMENT
29 JUNE 2015

...our **vision** for Lakefront Gateway Plaza

Milwaukee's distinction as a cultural and festive city comes to a confluence in the opportunities that are provided by this exciting and extraordinary project. Our team has envisioned an engaging and active park that is surrounded and connected to the city and its lakefront.

We believe that the Lakefront Gateway Plaza can provide the City of Milwaukee with a transformative connection to the lakefront that intertwines the urban fabric of downtown to the linear element of the north and south shoreline. Amazing attributes lay among the lakefront and can become directly engaged to this culminating element.

Our team envisions a park that is flexible, seasonal, and iconic. Lakefront Gateway Plaza is a place for civic engagement, for play, for discovery, for enjoyment and leisure. It is a place that allows for the flexibility of a dynamic city, and at its fabric, is a sustainable example for what a public park should be. It is a place for all ages, and for all times of the day and seasons. Moments of the park create seminal destinations, while celebrating the viewsheds of its already spectacular surrounding environment. Notions to Wisconsin's geology, hydrology, and horticulture are interjected throughout the park in an interactive and engaging way.

At its core, our vision is to accentuate the ideal of this newly formed opportunity as a gateway. A gateway to the city and to the lakefront. It is a gateway to expand the cultural richness of Downtown Milwaukee and add to the vibrant amenities of the city.



- 01 gateway bridge
- 02 dell wall
- 03 gateway pavilion
- 04 drumlin discovery play
- 05 dell over/box
- 06 event lawn
- 07 native wisconsin flora
- 08 flexible groves
- 09 confluence fountain
- 10 wisconsin prairie







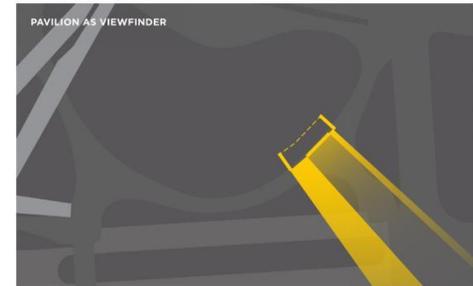








GATEWAY PAVILION











A Vision for Milwaukee's Downtown Lakefront

Please vote for your favorite at
www.milwaukee.gov/lakefrontplaza

Lakefront Gateway Plaza Design Competition