



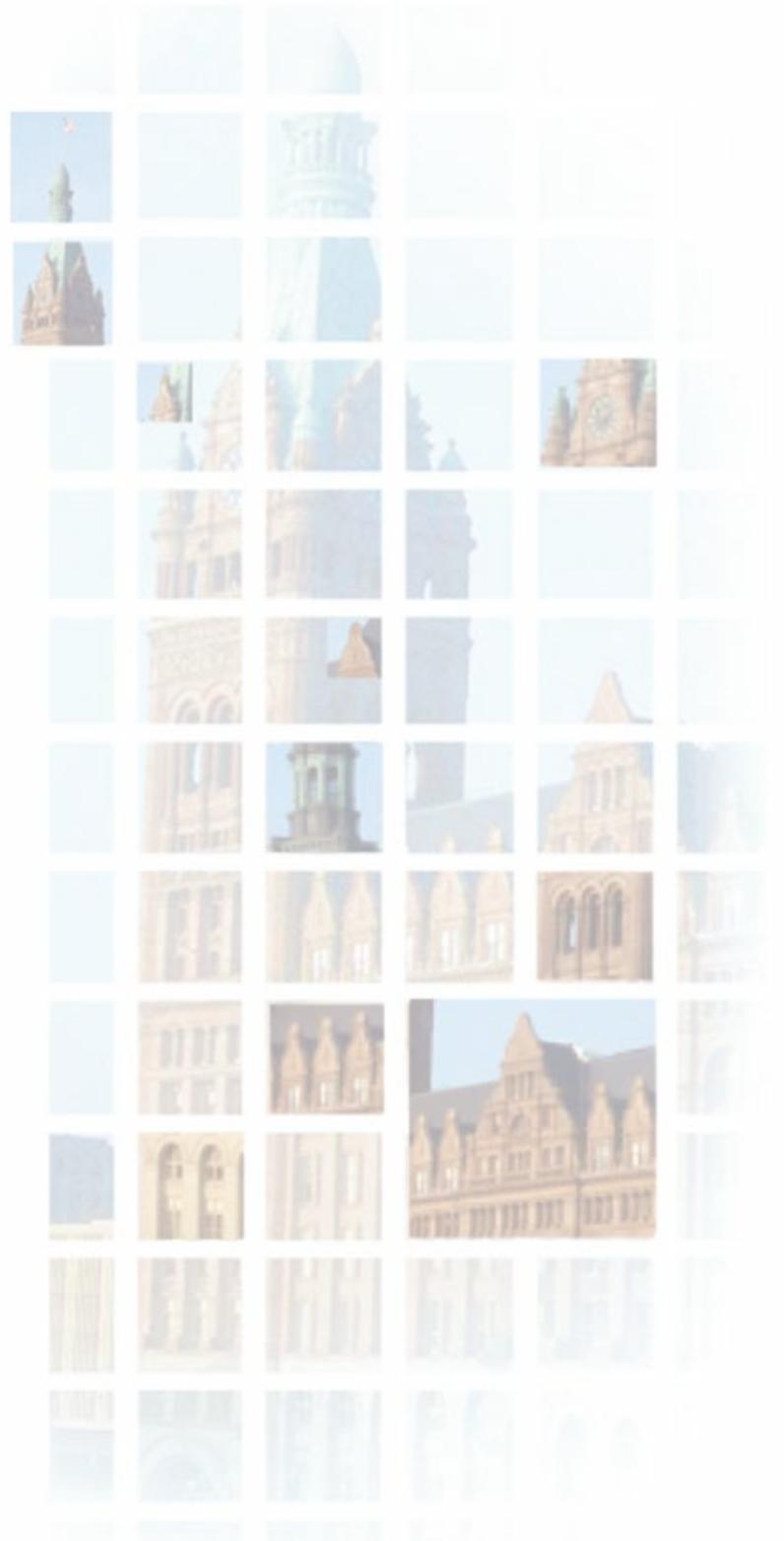
MAYOR'S  
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DESIGN AWARDS



**The Mayor's Design Awards are presented in an ongoing effort to recognize design excellence throughout Milwaukee. Recipients have added value to their neighborhood by restoring, constructing, or enhancing their properties in a way that respects the urban fabric and contributes to the character of their surroundings.**

# **THANK YOU**

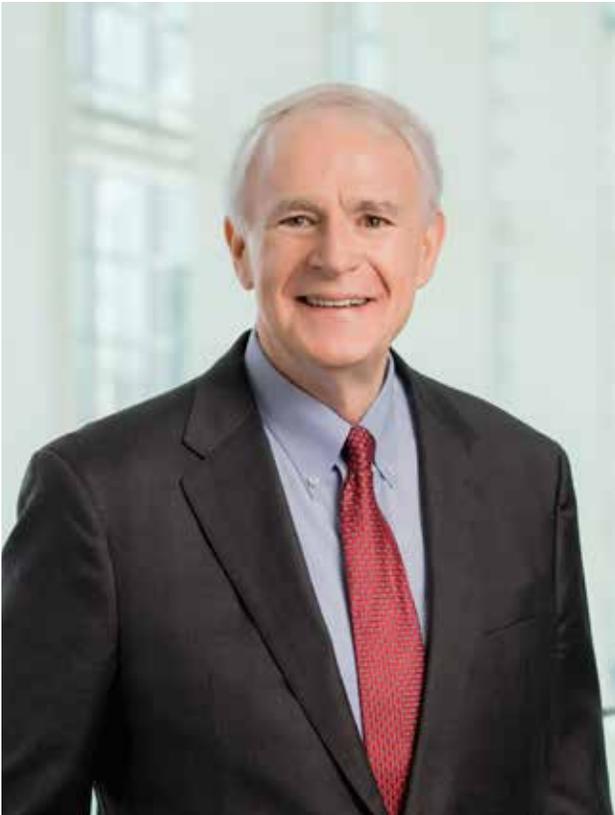
**to all nominators, project teams, & other contributors**



## A Message from Mayor Tom Barrett

I am pleased to announce this year's Mayor's Design Award recipients. Now in its 23rd year, the Mayor's Design Awards is a long-standing tradition that recognizes great design in the City of Milwaukee. Every spring, we gather at the UW-Milwaukee School of Architecture and Urban Planning to recognize a group of projects that showcase exceptional urban design and architecture. While we are unable to gather physically this year, I welcome all Milwaukeeans to share in my appreciation for these new additions to our urban landscape.

Design matters in cities because it is all around us. It shapes the streets and public spaces we enjoy, the neighborhoods where we live, and the ways we interact with each other. When done well, urban design creates a shared sense of identity and serves as a common denominator across communities. Our streets and urban spaces, and the built environment that shapes them, belong to all Milwaukeeans. When a small business improves its storefront, or a vacant property is repurposed for a new use, or an artist adds life to a forgotten surface, it improves the surrounding neighborhood and the city as a whole. Positive change in the built environment shows that change is possible, and encourages yet more positive change. These individual improvements are an act of respect and care for the public at large.



This year's awardees include projects in neighborhoods across the city. Every part of the City is equally deserving of great design. This year's awards include several projects that were former city-owned vacant buildings or lots, and many projects were supported by our Commercial Revitalization Grant programs.

All of this year's awardees improve the physical form of the City, and we know that many of them do much more than that. While the shape and character of Milwaukee's buildings and the spaces between them create the setting for urban life, they alone do not define Milwaukee. The essence of this city is its people, the relationships that we form with one another, and the way we look out for each other in times of need. Over the past few months, the love and care that the people of Milwaukee have for one another has been on display time and time again. In times of need, we are there for one another. Even as we are physically distant, in some ways we have never been closer.

I want to congratulate the recipients of the 23rd Annual Mayors Design Awards. And to the designers, artists, contractors, entrepreneurs, service workers, non-profit organizations, developers, civic and business leaders, philanthropies, city staff, students, residents, community groups and the countless others that helped to bring these projects to fruition: Your efforts have made a positive mark on this community, and for that we thank you.

A handwritten signature in black ink that reads "Tom Barrett". The signature is written in a cursive, flowing style with a long horizontal stroke at the beginning.

## A Message from Interim Dean Nancy Frank

Each year, the UW-Milwaukee School of Architecture and Urban Planning looks forward to hosting the Mayor's Design Awards in an effort to showcase all of the great projects happening around our City and to reinforce the long-standing partnership between the University and the City of Milwaukee. While we will not be bringing the project teams together physically this year, it is more important than ever to recognize all of the talent and commitment that led to this year's awardees.

This past year, the School of Architecture and Urban Planning celebrated its 50th anniversary. We are proud to offer Wisconsin's only accredited degree in Architecture, an accredited master's in urban planning, and a new master of urban design degree. We also take great pride in our work with the City of Milwaukee and other organizations to improve the quality of the built environment. Our students, faculty and alumni are committed to creating positive change throughout Milwaukee. Year after year, innovative urban design concepts from our studio courses help to visualize what is possible in our community, complex planning problems are addressed through our urban planning workshops, and a passion for this City is instilled in our students. Many of our graduates remain in Milwaukee and continue to contribute their talents long after they finish their academic careers.

In 2000, the School of Architecture and Urban Planning established Community Design Solutions (CDS) as a vehicle to help communities realize their full potential through quality design. Since that time they have made an impact in almost every part of this City. CDS works with local government, neighborhood groups, business improvement districts, and other community based groups to develop concepts that promote positive change. Over a dozen design charrettes have brought architects, property owners, and community members together to create visionary concepts for redevelopment in Milwaukee's commercial corridors. CDS has also worked to create designs for public spaces, streetscapes and buildings throughout the City, including informing the final design of a number of this year's Mayor's Design Award winners.

I am happy to see the work of the School of Architecture and Urban Planning and our alums reflected in this year's awardees.. The "town/gown" relationship that has been established between the City of Milwaukee and the UW-Milwaukee School of Architecture and Urban Planning is rooted in the idea that all people deserve great design and a shared goal of improving the quality of urban life for all of the City's residents. As we embark on the next 50 years, I look forward to our continued partnership with the City of Milwaukee, and to the many great places that our past, current, and future students will help create.



*Nancy Frank*

# PROJECT CATEGORIES

## 01 Art + Space

*Harbor View Plaza*

*Uptown Pocket Park*

*Kegnado at Lakefront Brewery*

*Burnham Park Alley Garage Mural Project*

*Frontline Heroes*

## 02 Play Green

*Columbia Playfield*

*Hawley Environmental School Playfield*

*Longfellow Community School Playfield*

*Starms Early Childhood School Playfield*

*Burdick School Playfield*

## 03 Old + New

*Arts @ Large*

*Bachman Furniture*

*Dead Bird Brewing Co*

*CKA Architects Engineers Planners*

*Fortress*

## Local Gems

04

*Triciclo Peru*  
*Zocalo Food Truck Park*  
*Buckley's*  
*Orenda Café*  
*La Sierrita Mexican Restaurant*

*Wonderland*  
*Scout Gallery*  
*T&T Café*  
*Johanna's Café*  
*Charles E. Fromage*

## Raise the Bar

05

*Milwaukee Bucks Deer District*  
*Milwaukee Ballet - Baumgartner Center for Dance*  
*The Contour*  
*Urbanite*  
*Vim + Vigor*

## Design Champion

06

# 01 Art + Space

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The following projects have found unique opportunities to contribute to the character of their neighborhoods and have made their streets and public spaces more attractive by reclaiming underused spaces engaging the public, utilizing existing infrastructure, or enhancing educational opportunities.



# Harbor View Plaza

600 E Greenfield Ave

Harbor View Plaza is a new public park on Milwaukee's inner harbor waterfront. The goal of the new park is to connect the Near South Side residents to the waterways of the inner harbor that have been off-limits for over 100 years. The Plaza includes an ADA accessible public kayak dock, two play water pumps, a water feature that includes native aquatic plants and a recirculating underground cistern, and a play structure made from a used shipping container. It has already been the site of a number of events, including two Play Street events and Harbor Fest.



# HARBOR VIEW PLAZA



City of Milwaukee

Brico Fund

Rockwell Automation

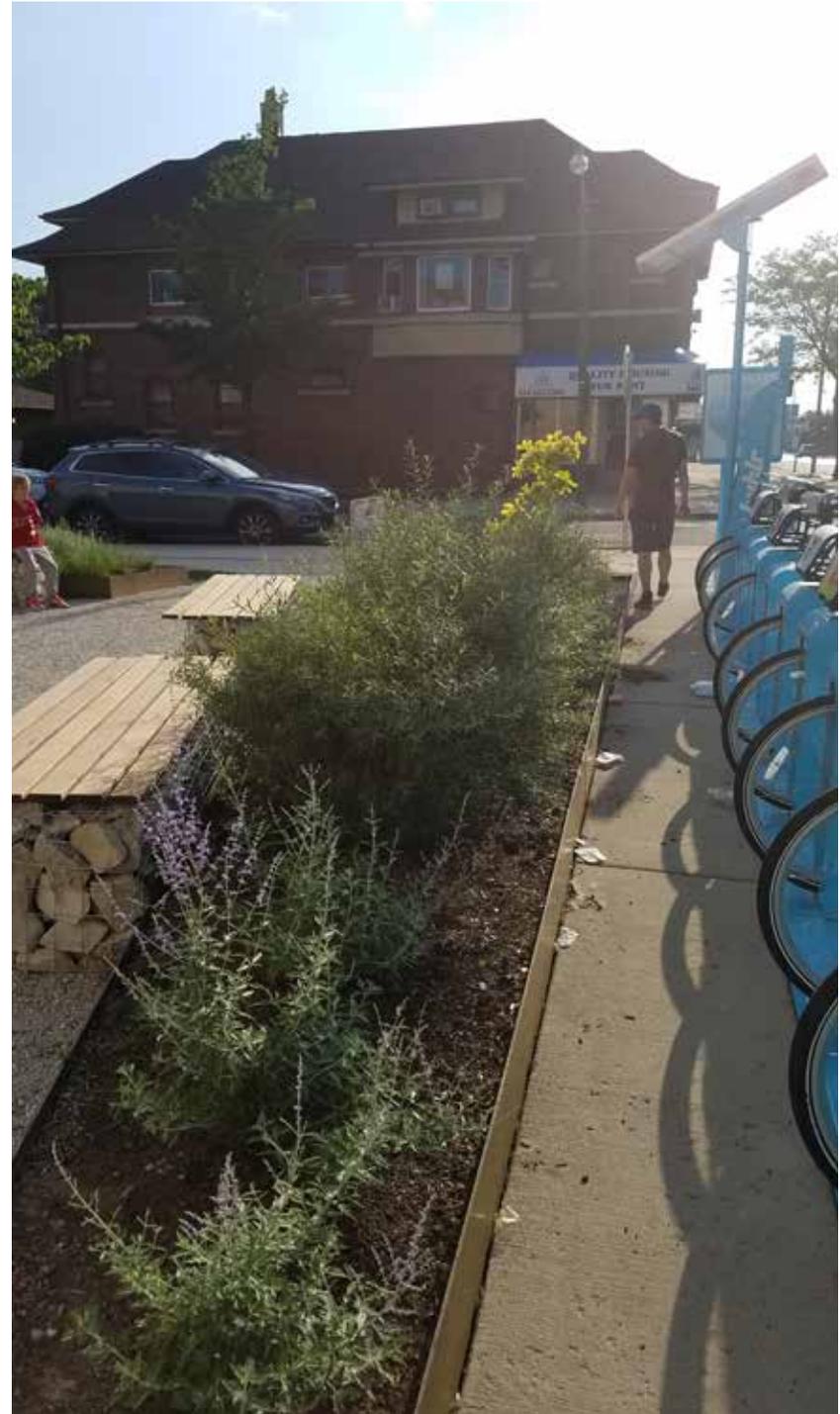


# Uptown Pocket Park

5527 W North Ave

The 56th and North Avenue Pocket Park is located in the Washington Heights neighborhood. The goal of the project was to create a welcoming gathering space and accommodate a small community orchard.

The design incorporated custom benches and steel planters, all fabricated on site, and also unique movable picnic tables which glide on re-purposed train rails. Beautiful perennial plantings and small trees and shrubs provide interest in the space throughout the seasons and provide food sources for pollinating insects and birds. The BID also raised funds to purchase a BublR bike station.







# Kegnado at Lakefront Brewery

1872 N Commerce St

Composed of 71 kegs and 40 feet tall, Kegnado is a one-of-a-kind illuminated art project that is easily visible from the Milwaukee River. Designed with limitless color combinations, themes and patterns, the three-dimensional kegs appear to be tumbling off the side of the Northeast corner of the Brewery.



# **Burnham Park Alley Garage Mural Project**

The 1500 and 1600 blocks of  
South 31st and 32nd Street

The Burnham Park Alley Garage Mural project transformed two alleys on the 1500 and 1600 blocks of South 31st and 32nd Street in the Burnham Park Neighborhood into a safe, welcoming and unique space. The goal of the project was to address neighborhood concerns of appearance and safety by creating a beautiful, safe and accessible community space. Residents partnered with the organizations Layton Boulevard West Neighbors and Artists Working in Education to successfully work with 9 artists to paint 13 murals on their garage doors, install 15 floodlights and add speed limit signage.



# Frontline Heroes

600 W Lincoln Ave

This new mural on the South Side, titled “Frontline Heroes”, is dedicated to medical workers on the front lines during the COVID-19 pandemic. The artist Mauricio Ramirez designed the artwork as a tribute to all the brave health care workers battling the virus.



“My goal with this mural was to show love and appreciate our Frontline Heroes in the medical field.”

-Mauricio Ramirez



# 02 Play Green

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The following projects have demonstrated a commitment to environmental sustainability and to enhancing the quality of life in their surrounding neighborhood through the transformation of deteriorating playgrounds. The project helps connect children to greenspaces through pavement removal, green infrastructure improvements, and other educational and recreational improvements.



# Columbia Playfield

1345 W Columbia St

Columbia Playfield serves the residents of the 53206 zip code. The 2018-19 renovation was the first major investment to the playfield since the 1950s, when more than 73% of the site was paved with asphalt. This project represented a significant, transformational opportunity to enhance the quality of life in the surrounding neighborhood.



The overall goal of this venture was to create a dynamic, multi-functional, and inter-generational destination that encourages pride within the community and gives families a place to gather, learn, and recreate. The design for Columbia Playfield included de-paving large areas of asphalt, adding green open space and trees, modern playground equipment with poured-in-place rubber surfacing and play mounds, basketball and flexible pavement play areas, a loop trail, a raised plaza with shade structure, and a splash pad.





## Milwaukee-Area Green and Healthy Schoolyards

The following four projects represent the first cohort of schools to complete a three-year process to transform their playgrounds through the Green Schools Consortium of Milwaukee (GSCM) competitive green schoolyard redevelopment program:

Hawley Environmental School Playfield

Lonfellow Community School Playfield

Starms Early Childhood School Playfield

Burdick School Playfield

Annually, four to five schools are selected to go through the process which includes a planning phase, a fundraising phase, and final design and construction. Each school develops a Green Team consisting of staff and community members all of whom participate throughout the three year process.

Educational and recreational improvements included: outdoor classrooms and shelters, urban gardens and greenhouses, grassy kickball fields, nature-based play areas, a synthetic turf soccer field, and porous rubber and asphalt surfacing. Each of these elements were custom selected and designed into each of the four projects based on the needs of each school community and their ability to raise revenue through school fundraisers such as bake sales, tee-shirt sales, nacho sales, and penny drives. Between the four schools, over 2,000 MPS students now have a greener campus and thousands of residents in the surrounding neighborhoods have access to unique and engaging gathering spaces too.

**BEFORE**

# Hawley Environmental School Playfield

5610 W Wisconsin Ave



**AFTER**



**BEFORE**



# Longfellow Community School Playfield

1021 S 21st St

**AFTER**



**BEFORE**

# Starms Early Childhood School Playfield

2616 W Garfield Ave

**AFTER**

MUSIC PLAY

NEW TREES

PLAY EQUIPMENT  
(EXISTING)

CONSTRUCTION PLAY

POROUS PAVEMENT

BIOSWALE

THREE SLIDES  
REPRESENTING MILWAUKEE'S  
THREE MAJOR RIVER WATERSHEDS

LAKE MICHIGAN ON POROUS RUBBER  
SURFACE WITH "CITY NODES", PLAY  
BOATS, AND TRIKE TRACK

PAVEMENT GAMES

OUTDOOR CLASSROOM



**BEFORE**



# Burdick School Playfield

4348 S Griffin Ave

**AFTER**



# 03 Old + New

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The following projects have added value to the city by restoring or reusing their properties in a way that preserves and enhances the character of their neighborhoods and reinforces the traditional neighborhood fabric. These projects will help to preserve the city's built environment and architectural legacy for future generations.



## Arts @ Large

1100 S 5th St

A previously blighted historic building, the location of the new Arts at Large community center in Walker's Point has been revitalized with a café, art space, co working space with other nonprofits, and a new venue for events. The integrity of the building was maintained in the renovations which included the restoration of historic structural elements of the exterior and rehabilitation of storefronts. The project was completed with the help of city grants.



ARTS @ LARGE  
Cafe

STOP

NO PARKING  
EXCEPT FOR  
LOADING AND UNLOADING  
PASSENGERS  
OR MERCHANDISE

# Bachman Furniture

1741 W St. Paul Ave

Bachman Furniture relocated their furniture showroom from the previous location on Capital Drive to the previously vacant warehouse in the West St. Paul Avenue Design District within the Menomonee River Valley. The extensive interior and exterior renovations on the historic building were done with the help of BID/City façade grant, and have maintained its character and embrace the yet-to-be developed buildings around it.

Previously covered with steel sheet siding, the oversized façade windows welcome natural light into the historic interior while also inviting passersby the opportunity to see what's inside. The façade's masonry was carefully restored and still maintains the inlaid brick identifier of its original occupant, the American Radiator Company. Bachman retained the industrial character of the building's interior by sandblasting the wooden beams, cleaning the cream city brick walls, and refinishing the original hardwood floors. The project also included replacing a vacant, weedy lot across from their building with a paved parking lot and landscaping.





AMERICAN

RADIATOR

COMPANY

MEYER

1741



# Dead Bird Brewing

1726 N 5th St

Dead Bird Brewing is a new local brewery and bar located in the Bronzeville Neighborhood, in a building previously used as a warehouse. The owners showed their commitment to creating a sustainable environment by incorporating a bioswale and permeable pavement in to the project, as well as using reclaimed wood inside the taproom.



**OUTSTANDING GENTLEMEN**  
Outstanding Beer by  
Outstanding Gentlemen

1724

# CKA Architects Engineers Planners

422 N 15th St

In 2018, CKA Architects Engineers Planners renovated the former 15,000-square-foot Milwaukee Casket Company building in Milwaukee's growing St. Paul Avenue Design District, transforming a blighted, mostly vacant property into an eye-catching office building and event space. The exterior cream city masonry was fully restored, and new windows and doors were installed throughout. Each floor was meticulously restored, including all new electrical, plumbing, and HVAC systems. The building's exterior features a unique lighting system which changes colors to celebrate local events.

627  
814  
SPACE FOR LEASE  
COMMERCIAL PROPERTY  
422  
mke  
.com

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SPACE FOR LEASE  
COMMERCIAL PROPERTY  
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mke  
.com





# Fortress

1726 N 1st St

The Milwaukee Fortress is an apartment building in the Brewer's Hill neighborhood. Prior to its rehabilitation, Milwaukee Fortress was not thought of as a desirable space. Fire exits were nailed shut, living spaces weren't up to code, electrical was failing, and the City of Milwaukee had an order out to repair the deteriorating facade. Today, Fortress holds 25,000 square feet of commercial space and 132 residential apartments. Amenities include a rooftop terrace, spacious courtyard with grilling and gathering spaces, a two-story club room, maker space, and pet spa.



# 04 Local Gems

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The following projects have made extraordinary contributions to the urban mixed-use environment by renovating properties for small local businesses within their neighborhoods, all while displaying excellence in design that is cohesive to their surroundings.

# Triciclo Peru

3801 W Vliet Street

Triciclo Peru is a new empanada bar restaurant that opened just down the street from Washington Park and directly next door to Pete's Pops. The business started as a food cart and grew their following. The opening of Triciclo Peru brought new life to the Vliet Street corridor by transforming the previously vacant building and drawing customers from all over the city. Some of the renovation work was done with the help of city grants.



RISSA

BICICLO  
Poni  
CANADA - PISCO WHISKY

3501

MARTIN  
DRIVE

3 TONS  
OR LESS

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# Zocalo Food Truck Park

636 S 6th St



The Zocalo Food Truck Park is a new community gathering space at a premier gateway to the Walker's Point Neighborhood and the entire south side. The park has six vendor spots for local food trucks, as well as a full-service bar, bocce court and picnic table seating both outdoors and covered.

The project enhances the corridor and the surrounding neighborhood and is a new destination for the entire City that displays the creativity of entrepreneurs that are from the community. Work was done on both the building and the existing parking lots and was done with the help of city grants.

ZÓCALO



# Buckley's

801 N Cass St

Buckley's Restaurant and Bar, located in downtown Milwaukee, recently went through a major expansion. The project combined two historic buildings to provide more indoor and outdoor space for the restaurant. The buildout of their new dining spaces was done with a high design standard and significant improvements were made to the exterior landscaping. Work for this project was done with the help of city grants.



RESTAURANT

BUCKLE UP



# Orenda Café

3514 W National Ave

3514 West National Avenue was a blighted City-owned foreclosure sitting vacant for more than 10 years in the Silver City Neighborhood. Layton Boulevard West Neighbors decided to purchase the building from the City of Milwaukee and invest in the renovations to prove the value of the community, legitimize resident demand, and catalyze new private market investment in the surrounding buildings.

The new Business, Orenda Café, brought a new cafe for breakfast options that neighborhood residents had been asking for many years. A one-of-a-kind apartment with amazing city views provides affordable housing above the restaurant. The work done includes new windows, doors, signage, painting and complete interior renovation.

3514

RENDIA

deliver  
GRUBHUB

WYOMING DELIVERY

# La Sierrita Mexican Restaurant

2689 S 13th St

The opening of the new La Sierrita Mexican Restaurant on the South side is another example of a restoration and transformation of a blighted tavern. Miguel, the restaurant owner, operated a food truck across the street from the property for over 8 years before purchasing the property.

The work done on the building included expanded the dining area and added a new expansion for a full commercial kitchen. The facade enhancements significantly opened up the building and the addition of the patio and landscaping at the corner not only beautified and activated the public space but also increased pedestrian safety by removing ingress/egress points that crossed public sidewalks. The renovations were done with the help of city grants.





# Wonderland

732 E Burleigh St

Wonderland is a hip new diner located in the Riverwest neighborhood next to the Art Bar. The project consisted of the expansion and refurbishing of a building that had sat vacant for many years.



1920

WONDER  
LAND

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# Scout Gallery

1104 W Historic  
Mitchell St

This project was previously a blighted city owned property that sat vacant for over 5 years on Historic Mitchell Street. It was transformed into an artist's collective that has breathed life into the area. The art gallery has brought hundreds of people every week to gallery night and is giving people new insights into what Mitchell St can be. The redevelopment was a historic rehab that was done under Historic Preservation guidelines with the help of city grants. The new use has led to close to a dozen new artists displaying their work on Mitchell Street and creating new and positive night time uses.



Scout

Scout

Scout

AVAILABLE

NO PARKING



DISCOUNT

DISCOUNT

DISCOUNT

DISCOUNT

DISCOUNT

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DISCOUNT

# **T&T Café**

3528 W Fond Du  
Lac Ave

T&T Café is located next door to the new Sherman Phoenix in the Sherman Park neighborhood. The owners of the restaurant lost their house in the Sherman Park uprising and used the money to purchase the property.

T&T CAFE

Sherman Park  
Communit  
Associati





# Johanna's Café

1239 S 11th St

Johanna's Café is located on the South side in what used to be an abandoned and dilapidated tavern, and was most recently a city-owned property. The Café and bakery serves Puerto Rican pastries and cuisine and has become a destination and cultural hub for the Puerto Rican community.





  
JOHANNAS  
Cakes & Desserts Café

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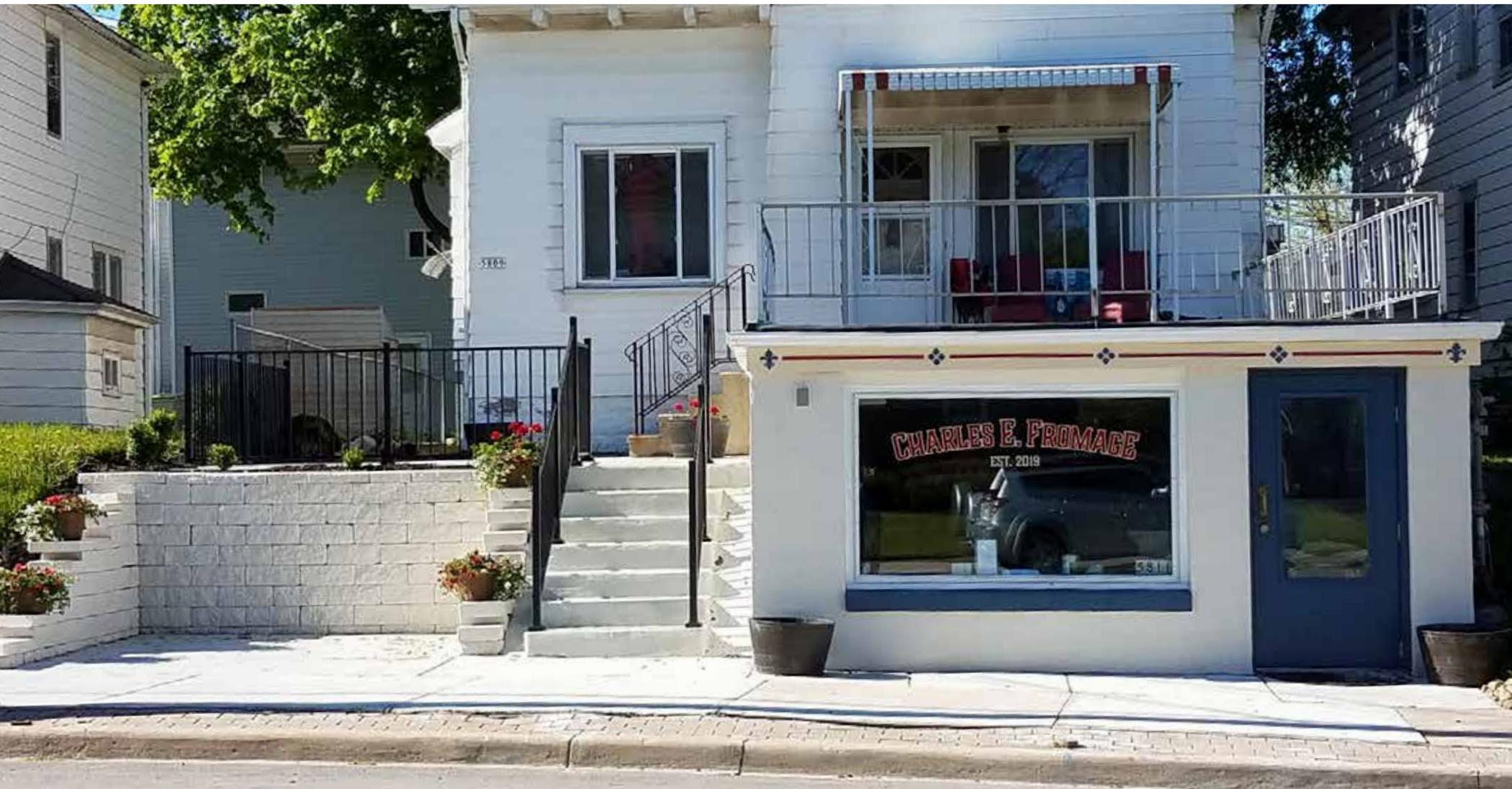


# Charles E. Fromage

5811 W Vliet St

Charles E Fromage is a new restaurant on the edge of the Washington Heights neighborhood. The project turned a vacant space into a fun, welcoming, neighborhood-serving wine & cheese bistro. The extensive renovations included both exterior and interior work and were done with the help of city grants. The project includes an outdoor patio, and has become a gathering space and an asset for the community.





5805

CHARLES E. FROMAGE

EST. 2019

# **05 Raise the Bar**

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The following projects have added value to the City of Milwaukee by displaying design excellence and respecting and contributing to the urban fabric and the character of their surroundings while raising the bar for major development and contemporary architecture in the City.



# Milwaukee Bucks Deer District

340 W Highland Ave

Located at the heart of a multi-phase downtown development, the Milwaukee Bucks Deer District includes a 2.3-acre public Plaza, three buildings activated by six dining and entertainment tenants, and an all-seasons Beer Garden with semi-covered canopy structure. The Plaza includes extensively landscaped public areas with native trees and plantings, public art, an interactive water feature, and a large central gathering area that is home to festivals and other events year-round.

A primary driving force for the design of the project was to create a walkable, human-scaled community that connects surrounding neighborhoods to become a truly inclusive new “Living Room” for the City.





MECCA  
GEORGIA BAR AND GRILL



HOLIDAY LODGE

# Milwaukee Ballet - Baumgartner Center for Dance

132 N Jackson St

The new Milwaukee Ballet Center for Dance is located in what was previously a polluted vacant railyard in the city's Historic Third Ward. The new building was envisioned as a gathering place for dancers and dance lovers from Milwaukee and beyond. The building maintains the simple four-sided form of historic warehouses in the district, and is clad in long, charcoal-hued brick with a reflective sheen, arranged in an ornamental pattern along the exterior. On the first floor, the large Vandenberg/Mardak Community Studio is enclosed with a movable glass wall that opens to the atrium for special events.

MILWAUKEE BALLET  
BAUMGARTNER CENTER FOR DANCE

MILWAUKEE BALLET  
SCHOOL & ACADEMY



# The Contour

2111 E Ivanhoe Pl

The Contour, located on Milwaukee's East Side, is a brand new mixed-use apartment building with 88 apartment units and 10,000 square feet of retail space along North Prospect Avenue. The project site was an underutilized parcel in the active eastside business improvement district. Creative design strategies were utilized to provide an activated urban retail street front while satisfying the parking requirements and minimizing any visual impact of structured parking on the street facing facades. The architecture is asymmetrically articulated to provide a dynamic, well-proportioned and layered façade design aesthetic.





CONTOUR





# Urbanite

1832 N Farwell Ave

The Urbanite is a new mixed use building on Milwaukee's East Side with 153 apartments and 10,000 square feet of office and commercial space. The massing and design of the building is innovative as the project attractively screens the interior parking areas of the building from the public street with active uses including commercial space on the ground floor and community spaces and office uses on upper floors. The tower portion of the building is well integrated with a four story masonry base which allows the project to add density to the corridor while fitting in well with the surrounding context.





## Vim + Vigor

926 W Juneau Ave &  
1003 W Winnebago St

The Vim and Vigor apartment complex includes two new apartment buildings located in the historic (former Pabst) Brewery District. The buildings are located approximately a block from each other and include 274 units overall. The Juneau Avenue building has 7,000 square feet of ground floor retail space that navigates the complex sloping street frontage on Juneau Ave. and wraps to a well-design courtyard space. The buildings' use of masonry materials add depth to the façades and help the building fit in with the historic district while maintaining a modern aesthetic.



VIM VIGOR

1303



# 2020 Design Champion

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## Whitney Gould

For her decades of advocacy for great design in the City of Milwaukee, this year's Mayors Design Awards presents the Design Champion award to Whitney Gould. Whitney worked for the Milwaukee Journal/Milwaukee Journal Sentinel for over 20 years, sharing her strong design opinions as a landscape writer and architecture critic. She later served on the City Plan Commission and attended weekly Design Review Team meetings. Whitney Gould was never shy about sharing her thoughts, and she influenced many great architectural works around Milwaukee including the Calatrava pavilion at the Milwaukee Art Museum and the new Discovery World.





