

Water Centric City Urban Design Improvements

NOVEMBER 2019

PREPARED FOR:



WATER
CENTRIC
CITY

ecoCITY of
MILWAUKEE



WESTTOWN

32

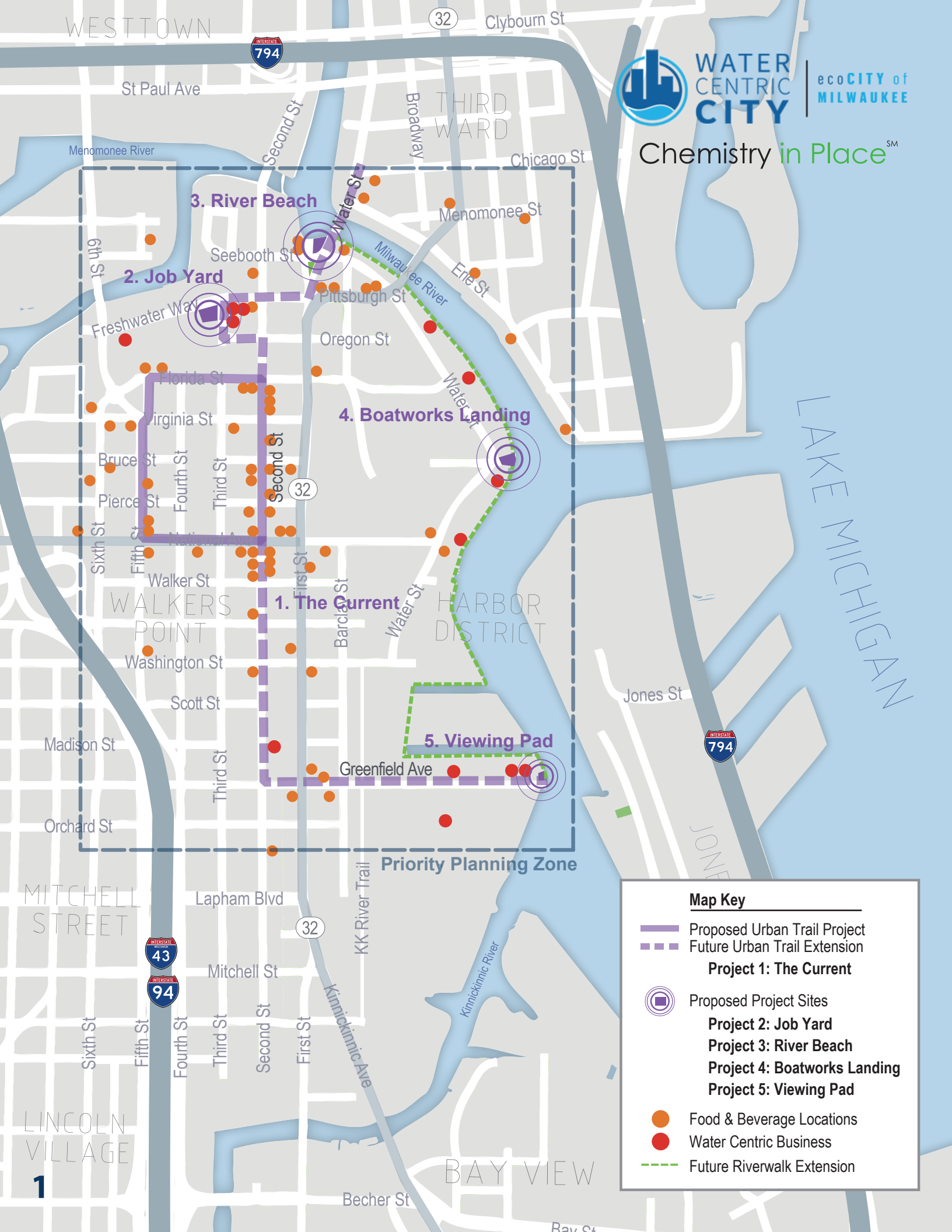
Clybourn St



WATER CENTRIC CITY

ecoCITY of MILWAUKEE

Chemistry in PlaceSM



3. River Beach

2. Job Yard

4. Boatworks Landing

1. The Current

5. Viewing Pad

Priority Planning Zone

Map Key

- Proposed Urban Trail Project
- Future Urban Trail Extension

Project 1: The Current



- Proposed Project Sites
- Project 2: Job Yard
- Project 3: River Beach
- Project 4: Boatworks Landing
- Project 5: Viewing Pad

- Food & Beverage Locations
- Water Centric Business
- Future Riverwalk Extension

Urban Design Improvements CONCEPT STATEMENT

PREPARED FOR:



In preparing this final report, we established criteria from what we learned in the workshop and from reviewing the materials provided. In addition, we tapped into our findings from the research we did while gaining an understanding of the Harbor District for the “Branding Identify Deployment Guidelines & Plan.”

The five unique Phase One projects contained within this report:

- are located within the Priority area
- were designed to appeal to people of all ages & backgrounds
- are simple concepts with the potential to aid in memory-making
- create awareness of Milwaukee’s special relationship with water
- inspire experiences to be shared (via Facebook and Instagram)
- will have text in both English & Spanish in their final versions
- have Milwaukee-based roots – the project components are designed, fabricated and installed by Milwaukee-area companies
- could have digital components
- are compatible and complimentary with Waterworks
- are educational and entertaining
- are placemaking – the creation of place that becomes magnetic to people

Our five projects are a series of placemaking experiences that are attractive to all types of people, encouraging them to stay and create memories. These place-specific installations are designed for both one-time and repeat visits and are set up to be “shareable” on social media. We want the world to see and feel how cool the Global Water District is, whether it is through a personal visit or a social media connection.

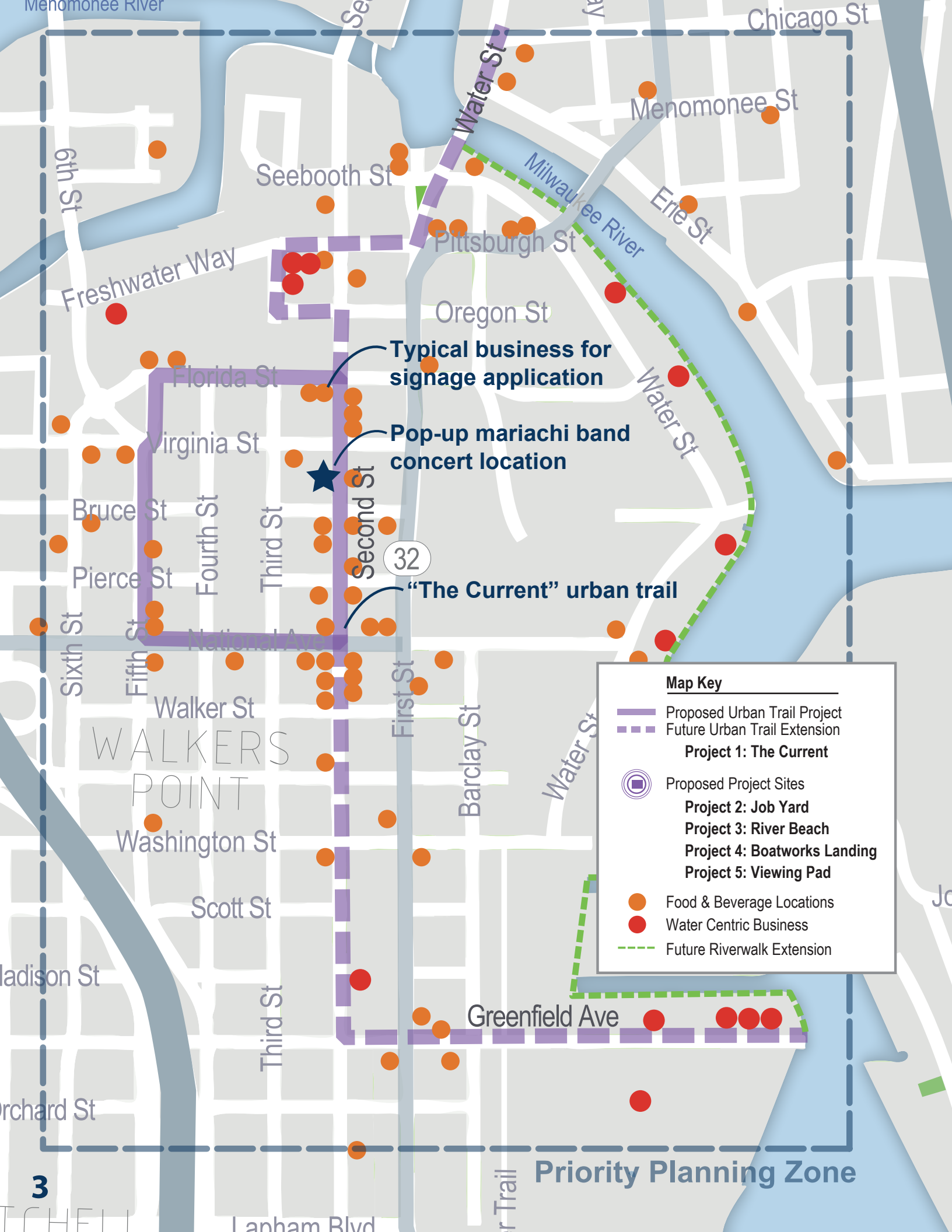
Our concept was conceived to appeal to a multi-cultural, multi-age demographic group. With text in both English and Spanish, it is engaging for the large Hispanic population of the near South side of Milwaukee, contiguous to the water district. Milwaukee’s heritage and economic development in water will be seen and felt by overt and subliminal reference. Visiting the sites of the five projects will result in a cognizance that Milwaukee is on the water and that its economy is partly driven by water-related businesses.

The installations are designed to be simple and easy to activate, cost-effective, and importantly, created/installed/provided by Milwaukee area companies. Each concept can be experienced on its own or as part of a broader network of experiences in the water district. Eventually the experiences could become part of an interactive app for the area.

Most of our concepts will be in distinct and relatively small areas throughout the water district, serving as specific destinations. “The Current,” however, will define an area with a high concentration of bars & restaurants located amongst businesses, apartments and points of interest. It will come across as the place to be for all types of activities. The installations in this neighborhood will encourage strolling through the streets, sampling local offerings, and piggybacking experiences of dining, bar-going, sightseeing, learning and playing. Milwaukee’s stories will stand out in this interconnected food & beverage area. Our concept invites opportunities for short-term and long-term partnerships with businesses and organizations across the Greater Milwaukee area. Additionally, everything in this concept plan is compatible with Mary Miss’s Watermarks projects, existing murals, and placemaking and new projects around the Global Water District and the Harbor District.

*Note that our first three projects – “The Current,” “Job Yard,” and “River Beach” – are all night and day compatible. Night destinations are crucially important in long-term neighborhood economic development because perceptions of safety in locations will attract more visitors.

In conclusion, we reference Milwaukee’s past, present and future in our five projects and we believe that this “time folding” is the way Milwaukee tells its story best.



Typical business for signage application

Pop-up mariachi band concert location

"The Current" urban trail

Map Key

- Proposed Urban Trail Project
- Future Urban Trail Extension
- Project 1: The Current**
- Proposed Project Sites
- Project 2: Job Yard**
- Project 3: River Beach**
- Project 4: Boatworks Landing**
- Project 5: Viewing Pad**
- Food & Beverage Locations
- Water Centric Business
- Future Riverwalk Extension

Priority Planning Zone

PROJECT 1: "THE CURRENT"

We have given the walkthrough portion of the Global Water District the name "The Current." Defining The Current creates a sense of place by visually defining a safe, interesting and engaging urban trail. The outdoor walking museum engages visitors' curiosity about the area's history. The Current covers a food & beverage district of over 88 restaurants and bars - who knew? This is most certainly what we would call a food and beverage "cluster," but we need to let everyone know it's here! To show off the food and beverage cluster in the Global Water District, we've designed a logo on aluminum reflective signs mounted to streetlight poles and feather weight 10' high banners at each restaurant and/or bar location. In addition, we propose that vacant storefront windows become a walking museum telling Milwaukee's water history through the use of window film with text and graphics. To add a pop of life and another spot for making memories, we'd love to see the vacant lot on 2nd Street, north of Bruce Street, become a spot for pop-up concerts - especially those featuring mariachi bands! We envision taco and margarita trucks nearby to enhance the experience. The overall goals are to activate the area by attracting foot traffic day and night, to connect the water district to the food & beverage businesses in it, and to draw in the Hispanic culture of the surrounding neighborhoods.

ELEMENTS

- Aluminum flat panel reflective signage on street light poles
- Feather flag signage
- History stories printed on window film on vacant building windows
- Empty shipping container for pop-up mariachi band concerts
- Taco & margaritas trucks located throughout "The Current"

CONCEPT IMAGES



HISTORY STORIES ON VINYL FILM



MENOMONEE RIVER

HANK AARON TRAIL

W FRESHWATER WAY

GLOBAL WATER CENTER

S 3RD ST

SHIPPING CONTAINER VISITOR'S CENTER

GLOW STONES

GLOBAL WATER CAMPUS

POST & PANEL COMPANY & JOB BOARDS

GRAVEL PATH

~160'

~110'

~125'

~140'

PROJECT 2: "JOB YARD"

Most Milwaukee residents would probably be surprised to know that Milwaukee has 150+ water-related companies! We believe that Milwaukee's water cluster is a story worth telling, and we aim to do that through a "Job Yard." The Job Yard is a celebration of our water industry cluster. It will consist of a series of posts & signs featuring the individual companies, jobs and employees, laid out in a maze-like experience. A glow-in-the-dark stone gravel-based circular landing pad will attract visitors by day and by night. To create a digital link, a QR code will be printed at the bottom of each sign, linking to company HR websites and job vacancies. A large Milwaukee map indicating the location of each company will be situated near a shipping container that will serve as a visitor's information center.

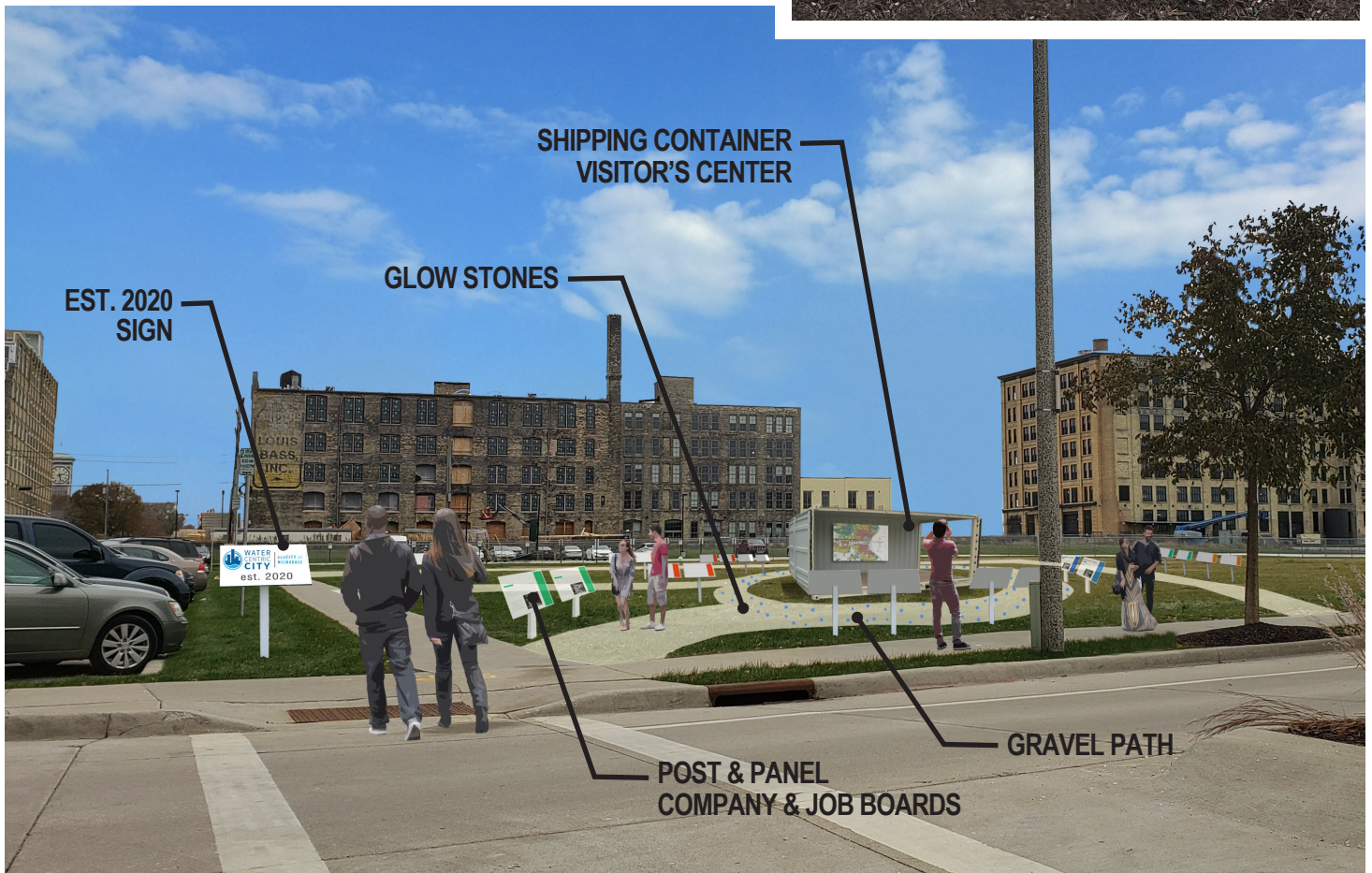
ELEMENTS

- 'Post and Panel' signs
 - Water cluster company information
 - Employee highlights
 - Est. 2020
 - QR codes for link to online information and job openings
- Circular gravel path with glow-in-the-dark stones
- Empty shipping container for visitor's information and map

Post and Panel water cluster company signs w/QR codes



CONCEPT IMAGE



MILWAUKEE RIVER &
MENOMONEE RIVER
CONFLUENCE



BEACH SAND
(COVERING ENTIRE SITE)

~130'

N WATER ST

S 1ST PL

~140'

SPEAKERS HUNG
ON EXISTING STREET
LIGHT POLES

OVERHEAD STRING
LIGHTS HUNG FROM EXISTING
STREET LIGHT POLES

SAND FENCE W/ LIGHTS
(EAST AND NORTH BORDERS)

E SEEBOTH ST

TACO
TRUCK

PICNIC
TABLES

~65'

NO LIFEGUARD
ON DUTY SIGN

MC2
PARK



S 1ST ST

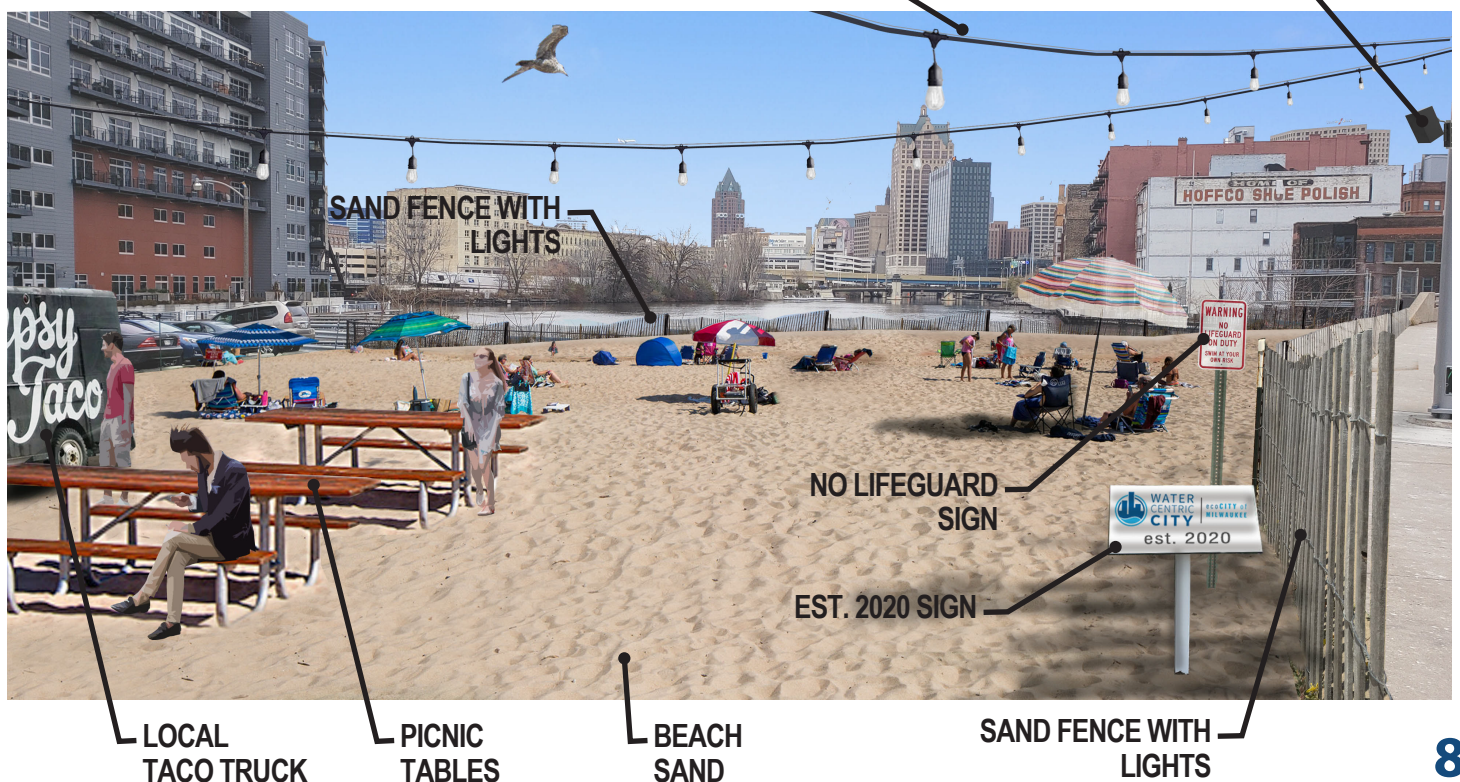
PROJECT 3: "RIVER BEACH"

River Beach will be situated a place downtown that has been hard to figure out just what its use should be — we say a beach! The proposed site connects the Third Ward to Walker's Point to the Global Water District. The site is highly visible by water and land; a beach for the people will bring it to life. We envision a beach that is visited by day and by night during the summer months – a social spot, an urban hangout. The area will be well-defined with a canopy of lights overhead, lit fencing along the borders, and a soft sand base. Music created by Milwaukee musicians will be played through speakers placed around the border of the beach. Food trucks of local offerings will line the outside of the beach with nearby restaurants encouraged to offer "take-to-the-beach" pick-up specials. While the primary goal for River Beach is to provide a summer season hangout and casual "street party" spot, programming should be encouraged all year round, with offerings such as farmers' markets, pumpkin fests, Thanksgiving pie & cider meetups, pictures with Santa, and ice sculpture winter galleries.

ELEMENTS

- 550 tons of sand
- Sand fencing (wooden slats) and string lights for safety and wind control
- Picnic benches
- Speakers playing music from local Milwaukee bands
- "No lifeguard on duty" sign
- Canopy of outdoor string lights
- 'Post and Panel' - Est. 2020 sign

CONCEPT IMAGE



MILWAUKEE RIVER



S WATER ST

VETERANS BOAT BUILDING TENT

SKIFF DISPLAY TENT

EDUCATIONAL TENT

SOD & GRAVEL

E BRUCE ST

~120'

PICNIC TABLES

~70'

CAMP
ALL HANDS BOATWORKS
MONUMENT SIGN



~120'

MILWAUKEE COUNTY
BOAT LAUNCH

~90'

POST AND PANEL
MILWAUKEE
MARITIME HISTORY



KINNICKINNIC RIVER



CENTERPOINTE
YACHT
SERVICES



PROJECT 4: "BOATWORKS LANDING"

Boatworks Landing will be a storytelling place set up as a day camp. Located at the end of East Bruce Street and immediately adjacent to the Riverfront Launching Site, Boatworks Landing is easily accessible to the public and a spot just waiting to be activated.

The storytelling will happen at "Camp Boatworks" through Milwaukee's own *All Hands Boatworks* company. Camp Boatworks will be a spot for *All Hands Boatworks* to directly serve urban youth (aged 11-21) and U.S. veterans with hands-on learning through working with boats. The Boatworks Landing site will feature three separate tents dedicated to learning about water history, constructing boats, and displaying completed projects for the community to view. As an educational supplement, post & panel signs at the water's edge will speak to Milwaukee's water & boat past, present & future. Picnic tables will encourage visitors to use the camp as a park.

"Boatworks Landing" will give Milwaukeeans yet another unique water-related site to enjoy – and visitors a memorable day in Milwaukee.

ELEMENTS

- Tents
 - Veterans boat building
 - Educational
 - Skiff display
- Picnic Tables
- 'Post and Panel' signs
 - Milwaukee's maritime history
 - Est. 2020
- Partnership with *All Hands Boatworks*
 - Workshops and boat building exhibits
 - Summer camp program

Outdoor boat building demonstrations

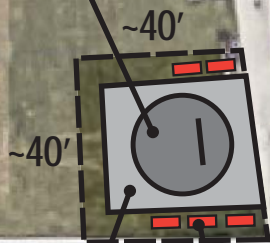


CONCEPT IMAGE





TURNSTYLE
WITH LARGE
PICTURE FRAME



~40'

~40'

CONCRETE PAD

POST AND PANEL
INFORMATION
SIGNS

JONES
ISLAND
STACK



JONES
ISLAND



KASZUBE'S
PARK



HARBOR
DISTRICT, INC.



UWM SCHOOL OF
FRESHWATER
SCIENCES



HARBOR VIEW
PLAZA



E GREENFIELD AVE

KINNICKINNIC
RIVER



PROJECT 5: "VIEWING PAD"

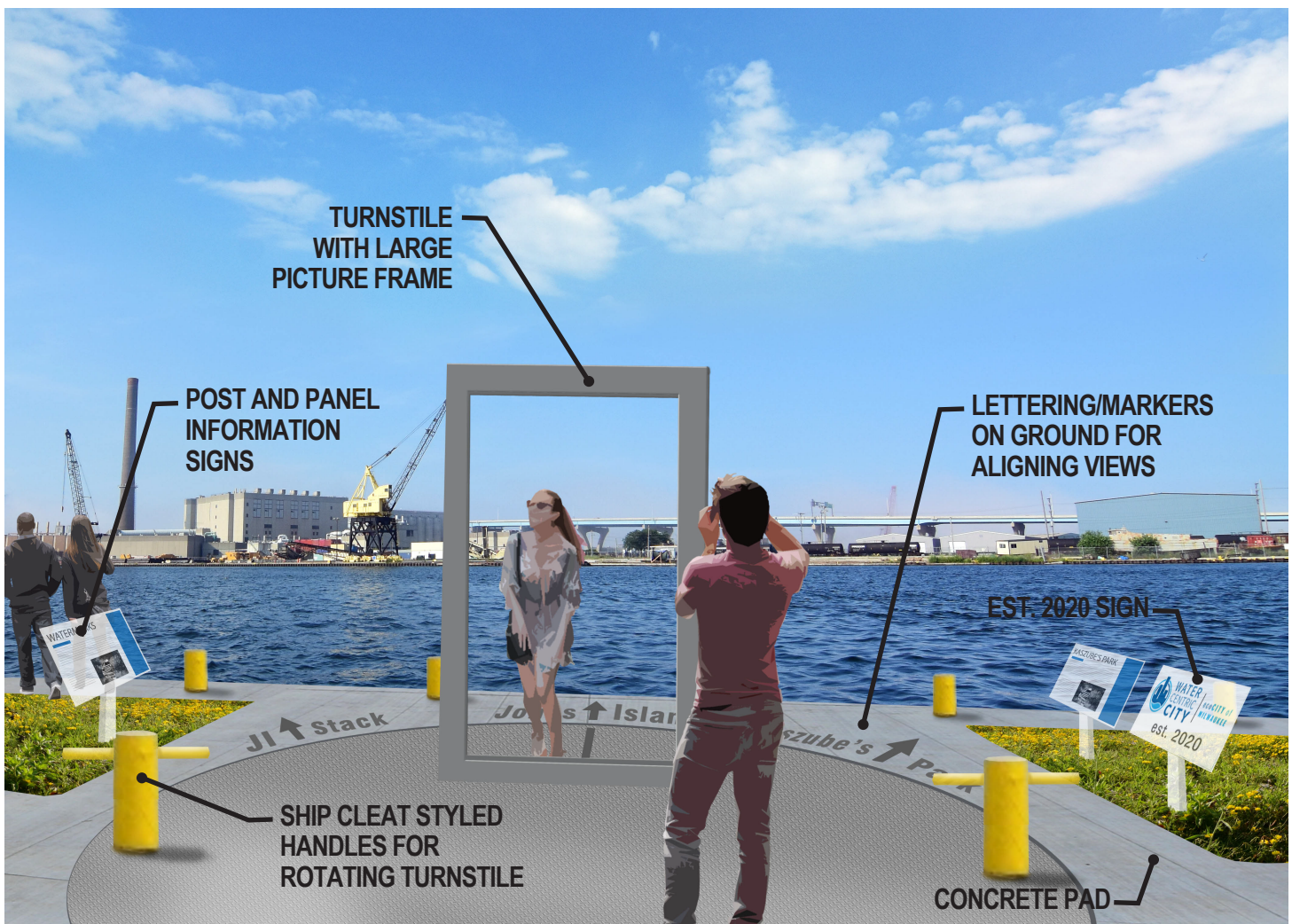
What is over there on Jones Island? Good question.

The Viewing Pad will help to answer that question and connect the visitor-friendly part of the Global Water District with the industrial part, Jones Island. The Viewing Pad is an enhancement proposed for a site immediately north of Harbor View Plaza. Visitors will be encouraged to take pictures of themselves with different backgrounds made possible with a rotating life-sized picture frame on a turnstile. Walkers, bikers, parents with strollers and those in wheelchairs will all have access to the Viewing Pad to "get framed." No doubt they will share their experience via Facebook and Instagram with hashtags such as #freshwatermilwaukee #globalwaterdistrict #milwaukeeiswater etc.

ELEMENTS

- Life-sized picture frame on turnstile
- Markings on ground for aligning frame to views
- 'Post and Panel' signs highlighting:
 - Milwaukee, Native American history
 - Jones Island, Industrial and maritime history
 - JI Stack (Watermarks Project)
 - Kaszube's Park story
 - Est. 2020

CONCEPT IMAGE





WATER CENTRIC CITY

ecoCITY of MILWAUKEE

Chemistry in PlaceSM



3. River Beach

2. Job Yard

4. Boatworks Landing

1. The Current

5. Viewing Pad

Priority Planning Zone

Map Key

- Proposed Urban Trail Project
- Future Urban Trail Extension

Project 1: The Current

- Proposed Project Sites
- Project 2: Job Yard
- Project 3: River Beach
- Project 4: Boatworks Landing
- Project 5: Viewing Pad

- Food & Beverage Locations
- Water Centric Business
- Future Riverwalk Extension

PHASE 1 PROJECT COSTS

Notes:

1. This is a very preliminary cost estimate to match the concept-level designs. Should costs be prohibitive, we can adjust as necessary.
2. Graphic Design, Landscape Design, and Creative Design services are not included in estimates.

PROJECT 1 "THE CURRENT"	Elements	Size/Units	Cost/Units	Estimate	Assumptions/Notes
	Vinyl Window Film	18sf / 100 windows	\$15/SF	\$27,000	SF cost is installed. Use of vacant building windows will have to be negotiated, may incur additional rental cost.
	Aluminum Flat Panel Signs	24"x24" / 25 signs	\$850/ea	\$21,250	Cost is installed.
	Feather Flag Banner	25 banners	\$200/ea	\$5,000	We'd like to see feather banners at all food/beverage locations in the priority planning zone, but this estimate is for Phase 1 area
	Shipping Container	1 container	\$3000/ea	\$2,000	Used shipping container
				\$55,250	Total Project Cost

PROJECT 2 "JOB YARD"	Elements	Size/Units	Cost/Units	Estimate	Assumptions/Notes
	Post and Panel Sign	2'x3' / 26	\$1,400	\$36,400	Cost is installed.
	Shipping Container	1	\$2000/ea	\$2,000	Used shipping container
	Landscaping - Gravel Path	1600 SF	\$10/SF	\$16,000	
	Glow Pebbles	100 SF	\$17/SF	\$1,700	
	Large Milwaukee Map	1 unit	\$2,000	\$2,000	
				\$58,100	Total Project Cost

PROJECT 3 "RIVER BEACH"	Elements	Size/Units	Cost/Units	Estimate	Assumptions/Notes
	Sand	550 tons	\$27/ton	\$14,850	Cost is delivered to site. Additional cost for spreading sand to be expected.
	Sand Fencing/Wooden Slats	280 linear ft	\$75/50 ft	\$420	Does not include installation
	Picnic Tables	8' / 7 tables	\$450/each	\$3,150	Wood tops, metal tube base
	Sound System	1 unit, 4 speakers	\$2,000	\$2,000	Does not include installation
	No Lifeguard Sign	2'x2' / 1 sign	\$500	\$500	
	Commercial String Lights	500 linear ft	\$2/ft	\$1,000	
	Post and Panel Sign	2'x3' / 1	\$1,400	\$1,400	
				\$23,320	Total Project Cost

PROJECT 4 "BOATWORKS LANDING"	Elements	Size/Units	Cost/Units	Estimate	Assumptions/Notes
	Tents	16'x24' / 3	\$1,900	\$5,700	Canvas tents
	Picnic Tables	8' / 5 tables	\$450/each	\$2,250	
	Post and Panel Sign	2'x3' / 6	\$1,400	\$8,400	Wood tops, metal tube base
	Landscaping - Sod & Gravel	3,000 SF	\$10/SF	\$30,000	Cost is installed.
	Monument "Camp" Sign	1 unit		\$5,000	
				\$51,350	Total Project Cost

PROJECT 5 "VIEWING PAD"	Elements	Size/Units	Cost/Units	Estimate	Assumptions/Notes
	Viewing Pad	1 unit		\$20,000	Custom built, manually rotating turnstyle installation
	Post and Panel Sign	2'x3' / 6	\$1,400	\$8,400	Cost is installed.
	Concrete Pad	800 SF	\$8/SF	\$6,400	Cost is installed.
	Ground signage (painted)			\$1,000	
				\$35,800	Total Project Cost

PREPARED FOR:



Patricia S. Algiers
Daniel D. Makouske
Olivia H. Algiers

Chemistry in Place
1712 E. Capitol Drive
Shorewood, WI 53211
algiers@chemistryinplace.net
www.chemistryinplace.net

November 2019
Photo credit: Chemistry in Place